

# I ♥ NY<sup>®</sup>

## travel news

**FOR IMMEDIATE RELEASE**

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## **COZY UP FOR FREE THIS VALENTINE'S DAY WEEKEND**

### **Get a Free Sunday Night's Stay with Booking of Friday and Saturday**

**New York, NY-**

This Valentine's Day weekend, staying overnight in New York State will be a lot cozier and more affordable. I LOVE NEW YORK is inviting couples to stay Friday and Saturday at any one of 160 inns and get Sunday free! Many inns are even offering the third night's stay free with any three consecutive nights' booking. A comprehensive list of all participating inns can be found at [iloveny.com/cozyinns](http://iloveny.com/cozyinns).

While a cozy getaway makes a great escape for everyone, survey results released by the Travel Industry Association (TIA) show that women especially enjoy a stay at a hotel or bed and breakfast for a Valentine's Day gift.

According to TIA, research firm Synovate surveyed more than 1,000 women across the country to find out what they would prefer to receive as a Valentine's Day gift, assuming all options cost about the same. A romantic getaway topped the list, with four in ten (36%) women reporting that they would most prefer an overnight stay in a hotel or bed and breakfast. Dinner at a restaurant ranked second, preferred by one-third (32%) of women. Jewelry was preferred as a gift by only two in ten (21%) women.

"The timing of this week's holiday serves as a pleasant reminder for all of us that sometimes we need to drop everything and take a well-deserved, relaxing trip with our loved ones," said Thomas Ranese, Chief Marketing Officer of Empire State Development, the state's economic development agency and manager of I LOVE NEW YORK. "Our Cozy Inns promotion, powered by our Web site,

will help consumers find the right place for a getaway. Whether they're looking for a serene stay at a historic bed and breakfast, small hotel, rustic lodge or a spa and resort, a great getaway is waiting for them here in New York State."

Couples preferring outdoor excitement will thrill to New York State's 43 downhill ski treasures. Panoramic views, abundant snowfall, convenient locations from friendly hills to peaks that challenge professionals, and plenty of romantic ski lodges make New York State the perfect choice for a couples' ski getaway! Whether you prefer an Olympic mountain like Whiteface, family-friendly slopes such as Windham and Peek'n Peak or the après ski atmosphere of Holiday Valley, you will find it in New York State.

Through March 10, I LOVE NEW YORK is partnering with Ski Areas of New York (SANY) to offer skiers and boarders a chance to win a "Ski & Stay Sweepstakes." The Grand Prize winner will receive seven nights at Peek'n Peak Resort and Spa, a premier family resort in western New York, during the 2008-2009 ski season! This package includes a three-bedroom suite with great room, complimentary use of the indoor pool, hot tub, fitness center and indoor children's play center. The winner will also receive two SANY Gold Passes good for the 2008-2009 ski season.

The Cozy Inns and the Ski & Stay promotions are part of a larger movement currently underway to reinvigorate the I LOVE NEW YORK brand and stimulate tourism - and the economy - throughout the state. Governor Spitzer supported these efforts by increasing New York's 2007-08 tourism budget to \$16 million, an increase of nearly 50 percent over the previous year's allocation. Some of this funding has provided for the launch of the revamped [www.iloveny.com](http://www.iloveny.com) web site and the creation of multiple partnerships with private entities to raise awareness of the I LOVE NEW YORK brand and attract even more visitors to the state.

Some blackout dates may apply to the Cozy Inns promotion. For a complete listing of the Cozy Inns all across New York State, including those offering "Stay 2 Nights, Get the 3<sup>rd</sup> Night Free" and for more information on the Ski & Stay sweepstakes, visit [www.iloveny.com](http://www.iloveny.com).

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## **Eds.**

For high-resolution photographs and more information on this story and more, log onto [www.iloveny.com/thebeat](http://www.iloveny.com/thebeat). "The Beat" is the first website portal of its kind dedicated to travel writers and media outlets, providing the latest and most comprehensive information on travel and tourism across New York State.

The Beat provides leads and tips about destinations, experiences and events throughout New York State, in addition to offering new and unusual story angles. For quick responses to press inquiries, a toll-free journalist hotline and important regional media contacts are also displayed on The Beat.