



*New York State Archives*

**New York State Department of Economic Development  
Advertising and Marketing Division Research Reports B2661**

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## Overview of the Records

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<b>Repository:</b>	New York State Archives
<b>Summary:</b>	This series contains research studies measuring the effectiveness of existing travel promotional programs, investigating the travel habits of New Yorkers and Americans, and surveying the market/business community's attitudes toward and perceptions of the development of New York advertising. Most of the reports document research relating to the <i>I Love New York</i> campaign, business improvement and development, the extent of pleasure travel in New York and other states, and the impact of changing seasons on travel in New York.
<b>Creator:</b>	New York (State). Department of Economic Development. Advertising and Marketing Division
<b>Title:</b>	Research reports
<b>Quantity:</b>	12 cubic feet
<b>Inclusive Date:</b>	1977-2001
<b>Series:</b>	B2661

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## Arrangement

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Roughly chronological.

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## Scope and Content Note

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This series contains research studies conducted to measure the effectiveness of existing travel promotional programs, to ascertain the travel habits of New Yorkers and Americans, and to survey the market/business community's attitudes toward and perceptions of the development of New York advertising. Most of the reports document research for the *I Love New York* campaign, studies on business improvement and development in the state, studies measuring the extent of pleasure travel in New York and other states, and studies measuring the seasonal impact on travel in the state.

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## Other Finding Aids

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### Available at Repository

Item list.

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## Use of Records

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### Access Restrictions

There are no restrictions regarding access to or use of this material.

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## Administrative Information

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### Acquisition Information

This series was transferred under RDA 17611.

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## Access Terms

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- Economic development
- Questionnaires
- Surveys (documents)
- New York (State). Department of Commerce