DISCOVER LONG ISLAND NEW YORK
Jamie Claudio
Vice President, Marketing & Sales
As the official tourism promotion agency for the destination’s travel and tourism industry, the organization contributes to the economic development and quality of life on Long Island by promoting the region as a world-class destination for tourism, meetings and conventions, trade shows, sporting events and related activities.
If you build a place people want to visit, you build a place people want to live.

If you build a place people want to live, you build a place where people want to work.

If you build a place where business needs to be, you build a place where people have to visit.

If you build a place where people want to work, you build a place where business needs to be.

Destination Management Cycle®
TOURISM MATTERS

- 9.6 Million Overnight Visitors
- Small Business make up 84% of Tourism Industry
- 78,000 Jobs Impacted
- $5.9 Billion Annual Spending
- $722 Million Local & State tax Revenue
New York City, Long Island and Hudson Valley together comprise nearly 80% of New York State traveler spend.
Tourism in Long Island is a $5.9 billion industry, supporting 81,707 jobs. Suffolk County accounts for 54% of traveler spending in Long Island. Traveler spending in the region increased by 4.0% in 2017.
Travelers spent **$5.9 billion** in Long Island in 2017. Spending at restaurants and on transportation comprised **30%** and **23%** of the total, respectively.
Tourism in Long Island generated $725 million in state and local taxes in 2017. Sales, property, and hotel bed taxes contributed to nearly $400 million in local taxes. Suffolk County produced 54.6% of the region’s tourism tax base.
Research: Consumer Conversion Study

Top Activities During Visit:
- Dining (78.8%)
- Beaches (64.4%)
- Farm, Fruit Stand or Orchard (51.4%)
- Shopping (50.8%)
- Historic Sites (40.4%)

Printed Visitor’s Guide is a Valuable Resource:
- The guide met expectations for 98.4% of the responders
- They love the great ideas, maps, pictures and details about attractions
- The guide caused over half of responders to visit additional attractions and/or areas

Facebook is Popular and DiscoverLongIsland.com is Recognized:
Facebook was the top social media source and was even more popular than a recommendation from Friends & Family! The top 3 sources were:
- Online – DiscoverLongIsland.com (31.6%)
- Visitor’s Guide (26.5%)
- Online – Other (19.6%)

Travel by Car is Most Popular:
Responders arrived by:
- Car (79.0%)
- Plane (11.2%)
- Ferry (5.6%)

Day Trips and Long Vacations Most Popular:

Those who Fly Arrive at JFK Slightly More than the Other Airports:
The 11% that traveled by plane arrived at:
- JFK (35.7%)
- MacArthur (31.0%)
- La Guardia Airport (26.2%)
- Newark (5%) – written is an “Other” choice

99% Leisure Trips
83% Visited Suffolk county
68% New Yorkers
“Suburban Splendor” are married couples and their children living the good life in mid-size suburban settings where they reside in sprawling high-end homes. Theses engineers, doctors, executive managers and home-based business owners work hard and have already managed to build-up a sizable net worth. They enjoy reading magazines, driving luxury cars and taking fabulous family vacations to foreign lands. “Suburban Splendors” extremely healthy incomes allow them to invest in real estate, buy top-of-the-line household furnishings, educate their children and to be quite generous with gifts and contributions.
Aided Awareness: Places Heard Of

Base: Non-Residents

- Long Island, NY: 100%
- San Diego, CA: 96%
- Charleston, SC: 86%
- Hartford, CT: 80%
- Trenton, NJ: 76%
- Westchester, NY: 70%
- Nassau County, NY: 53%
- Suffolk County, NY: 48%
- Marin County, CA: 38%
- Beaufort County, SC: 28%
- Mercer County, NJ: 27%
- Bergen County, NJ: 25%
Ever Visited

Base: Non-Residents

<table>
<thead>
<tr>
<th>Location</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Diego, CA</td>
<td>60</td>
</tr>
<tr>
<td>Long Island, NY</td>
<td>42</td>
</tr>
<tr>
<td>Charleston, SC</td>
<td>33</td>
</tr>
<tr>
<td>Trenton, NJ</td>
<td>26</td>
</tr>
<tr>
<td>Hartford, CT</td>
<td>19</td>
</tr>
<tr>
<td>Westchester, NY</td>
<td>17</td>
</tr>
<tr>
<td>Marin County, CA</td>
<td>17</td>
</tr>
<tr>
<td>Nassau County, NY</td>
<td>12</td>
</tr>
<tr>
<td>Suffolk County, NY</td>
<td>9</td>
</tr>
<tr>
<td>Bergen County, NJ</td>
<td>8</td>
</tr>
<tr>
<td>Mercer County, NJ</td>
<td>7</td>
</tr>
<tr>
<td>Beaufort County, SC</td>
<td>6</td>
</tr>
</tbody>
</table>
Familiarity With Long Island

Base: Non-Residents

Business Travelers
- Know a lot: 41%
- Know a little: 48%
- Know name only: 11%

 Consumers
- Know a lot: 18%
- Know a little: 58%
- Know name only: 25%

Know a lot  Know a little  Know name only
Awareness/Past Visitation of Long Island Places – Non-Residents

Base: Non-Residents

<table>
<thead>
<tr>
<th>Place</th>
<th>Aware Of</th>
<th>Ever Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Hamptons</td>
<td>67%</td>
<td>15%</td>
</tr>
<tr>
<td>Long Beach</td>
<td>48%</td>
<td>21%</td>
</tr>
<tr>
<td>Oyster Bay</td>
<td>34%</td>
<td>7%</td>
</tr>
<tr>
<td>Montauk</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Fire Island</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Jones Beach</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>Stony Brook</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Islip</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>Long Island MacArthur Airport</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>North Fork</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Sagamore Hill</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Hauppauge Industrial Park</td>
<td>4%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Long Island’s Overall Image as a Place to Visit/Live—Pre vs. Post Activities Description

Pre Activity List

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent Who Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoy Visiting</td>
<td>47</td>
</tr>
<tr>
<td>Enjoy Living</td>
<td>34</td>
</tr>
</tbody>
</table>

Post Activity List

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent Who Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoy Visiting</td>
<td>65</td>
</tr>
<tr>
<td>Enjoy Living</td>
<td>43</td>
</tr>
</tbody>
</table>

Base: Non-Residents
MARKETING & COMMUNICATIONS

- Responsive on all Devices
- Visually Driven
- Enhanced Website Architecture
- Utrip Planning Platform
- Jack Rabbit Booking Agent
- 360 Video Experiences
We are Social

YouTube - 556 Subscribers
Twitter – 2,514 Followers
Facebook – 254,000 Followers
2018 OFF SEASON MARKETING CAMPAIGN
East End Tourism Alliance Video Pre-Roll

- **Flight Dates:** November 1, 2018 – December 31, 2018
- **Participants:** Montauk, North Fork, The Hamptons, Riverhead
- **Demographic:** Consumers, 35-55, demonstrated travel propensity
- **Geographic:** Long Island, New York City, Connecticut, New Jersey & Westchester/upstate New York
- **Impressions:** 833,354
- **Click-Throughs:** 4,633
2019 WINTERFEST MARKETING CAMPAIGN

Hop on the tour bus at your hotel of choice and be off to Clavis Point Vineyard Main Road Biscuit Co. Liv Vodka and finish your mixed tour at the Riverhead Ciderhouse.

Let us entertain you with a free weekend and winery tour with exclusive experiences!
**Campaign Elements:**

- Mobile Geofencing of CT Ferry Terminals, JFK Airport, Penn Station
- Video PreRoll on Newsday.com
- LocalWineEvents “The Juice” E-Blast
- Promoted Social Posts on Facebook & Instagram
- Digital Display Retargeting
- Featured Event & Signature Event Blog Post on DiscoverLongIsland.com
- Discover Long Island Consumer Newsletter

**Inclusions**

**Media Impressions:**

1,943,335

---

**Winterfest Marketing Campaign**

- **Flight Dates:** February 1, 2019 – March 24, 2019
- **Participants:** Winterfest and event participants
- **Demographic:** Consumers, demonstrated travel/craft beverage and/or music propensity
- **Geographic:** Long Island, New York City, Connecticut, New Jersey & Hudson Valley/upstate New York
THAW Marketing Campaign on TripAdvisor

- **Flight Dates:** January 25, 2019 – March 22, 2019
- **Participants:** The Hamptons Arts Network (HAN)
- **Demographic:** Consumers, demonstrated travel/art propensity, seeking regional (NY/NJ/CT) “things to do” content
- **Geographic:** Long Island, New York City, Connecticut, New Jersey & Hudson Valley/upstate New York
- **Impressions:** 2,083,333 minimum guaranteed
LONG ISLAND.

Long Island MacArthur (ISP), New York's most convenient airport, lets you fly more and stress less. It's also the best way to access Long Island's world-renowned beaches, award-winning Wine Country, locally harvested cuisine, Gatsby-era Gold Coast Mansions, the famed Fire Island and Hamptons and so much more. Travel easily, vacation confidently.
LONG ISLAND
Where Golfers Belong

Home of the 2019 PGA Championship and 2024 Ryder Cup. Test your mettle on dozens of world-class fairways and public courses including the famed Bethpage Black. We can’t promise you’ll play like a pro, but here, you can vacation like one. Off course, enjoy miles of pristine beaches, sport fishing, renowned Wine Country and local cuisine.

Discovered New York Long Island

@ILoveNY is a registered trademark and service mark of the New York State Department of Economic Development; used with permission.
Long Island Makes a Great Addition to NYC Trips

Long Island is New York City's backyard, one of New Yorkers' favorite escapes—a dynamic destination that's filled with vibrant towns, cultural venues and more. What Manhattan is to Broadway and Times Square, Long Island is to rest and relaxation. Whether you come to unwind at one of the area's best beaches or explore the vineyards, you're sure to have a memorable visit.

DISCOVER WHAT YOU CAN EXPERIENCE IN NEW YORK CITY'S BEACHFRONT BACKYARD

DISCOVER VINEYARDS

NEW YORK CITY'S BEACHFRONT BACKYARD

DISCOVER NEW YORK CITY'S BEACHFRONT BACKYARD
Pride on the Beach

JUNE 8-10, 2018
PLAN YOUR TRIP>

JUNE 8-10, 2018
PLAN YOUR TRIP>

LONG ISLAND DISCOVER
LONG ISLAND PRIDE

I NY

I NY
Visiting Journalist Program

UK Press Trip: April 2018

NYC+ Long Island CA Press Trip: May 2018

German Press Trip: October 2017
<table>
<thead>
<tr>
<th>2018 Meetings &amp; Sports Sales</th>
<th>2019 Meetings and Sports Leads</th>
</tr>
</thead>
<tbody>
<tr>
<td>106 Meetings &amp; Sporting events booked</td>
<td>67 Leads Generated</td>
</tr>
<tr>
<td>16,490 Room Nights</td>
<td>12,841 Room Nights</td>
</tr>
<tr>
<td>$7,301,329 in Economic Impact</td>
<td>$6,448,423 in Economic Impact</td>
</tr>
</tbody>
</table>
Visitor Relations Programming
LiLi Mobile Visitors Center
Partner Programming
Exclusive Opportunities

Partner Event Sponsorships

Kilwins®

Co-Operative Opportunities
Partner Portal

We offer training for our partners.

Same database as I ❤ NY for more exposure

Add/control your details, images, events and special offers

Partner Portal Access
Partner Portal

- Control your digital exposure on DiscoverLongIsland.com
- Access your Listings
- Update your Images
- Promote your upcoming events
- List your Special Offers
INVITATION TO EDUCATIONAL EVENTS & NETWORKING OPPORTUNITIES WITH OUR 400+ TOURISM INDUSTRY PARTNERS

PARTNER PORTAL ACCESS FOR FULL ACCOUNT MANAGEMENT AND ACCESS TO ALL DISCOVER LONG ISLAND OPPORTUNITIES

OPPORTUNITIES FOR PARTNERS TO LEVERAGE DOLLARS AND PROMOTE BUSINESS GROWTH THROUGH DISCOVER LONG ISLAND PROGRAMS, SALES LEADS AND REFERRALS

RESEARCH DETERMINING KEY DEMOGRAPHICS FOR VISITATION AND MARKETING. REGULAR COMMUNICATION AND INFORMATION THROUGH OUR WEEKLY TOURISM NEWSLETTERS

PARTNER EXCLUSIVE DIGITAL & PRINT INCLUSIONS. INCLUDING OUR VISITOR TRAVEL GUIDE AND MEETING PLANNER GUIDE

SOCIAL MEDIA INTEGRATION & PUBLIC RELATIONS PROMOTIONS

MARKETING TOOLKIT

NETWORKING & EDUCATIONAL EVENTS

DIGITAL & PRINT ADVERTISING

SOCIAL MEDIA & PUBLIC RELATIONS

CO-OP MARKETING & SALES PROGRAMS

RESEARCH & COMMUNICATION
Investing in Long Island’s Future

Suffolk County Pitches Long Island’s First Convention Center

The convention center would be a component of a proposed $1 billion development

Cantor: Convention center in Ronkonkoma is perfect fit for MacArthur Airport

By Commentary  April 36, 2018  1 Comment

Rendering of proposed Ronkonkoma arena development (photo courtesy of Cameron Engineering)

Rendering of a arena planned for Ronkonkoma, N.Y., without a newly announced convention center PHOTO: JONES LANG LASALLE INC.
THANK YOU

Facebook.com/DiscoverLongIsland
Twitter: @DiscoverLINY
Instagram: @DiscoverLongIsland
YouTube: DiscoverLongIslandNY