



Tourism Advisory Council Meeting

Monday, May 15th, 2017
633 Third Ave
37th Floor Boardroom
New York, NY
11:00am – 12:30pm

Webcast address: <https://livestream.com/vvt2/TAC051517>

AGENDA

- I. Approval of minutes Cristyne Nicholas
- II. Chairman's Report Cristyne Nicholas
 - a. Meeting Overview
 - b. State Budget Tourism Overview
- III. Equal Rights Campaign Ross Levi
 - a. TV Advertising (<https://wdrv.it/92e9fde3c>)
 - b. Equal Rights Brochure
(http://www.nxtbook.com/nxtbooks/cewald/esd_nys_equalrightsdestinationstravel2017/index.php)
 - c. Other Platforms
- IV. Experiential Marketing and Events Lizete Monteiro & Lisa Soto
 - a. Pod and Summer Activations
 - b. Path Through History Weekends
- V. PR Lisa Soto
 - a. Summer Media Night
- VI. International Markly Wilson
 - a. Norwegian Airlines Event
 - b. IPW & Chinese FAM Review
 - c. Brand USA Partnership and Inspiration Guide
- VII. Digital Anna Pakman
 - a. JetBlue/Delta Long-Haul Campaign (<https://wdrv.it/be1f8315e>)
 - b. Influencers
 - c. Walking Tours
- VIII. New Business

Next meeting:

Monday, September 25th, 2017
11am – 12:30pm
633 Third Avenue, NYC



Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Monday, March 13, 2017

Location: Empire State Plaza Convention Center, Albany, NY

Attendance:

TAC Members

Cristyne Nicholas, Peter Carofano, Thurman Thomas, Daniel O'Donnell

Phone: Dan Fuller, Thomas Mulroy, Barbara Diamonstein-Spielvogel, Elinor Tatum, Spike Herzig

ESD / NYS Staff

Gavin Landry, Executive Director of Tourism; Ross Levi, VP Marketing Initiatives; Markly Wilson, International Marketing Director; Tom Regan, Associate Council; Sara Emmert, Special Projects Manager; Adam Ostrowski, Public Affairs; Lisa Soto, Director of Tourism Marketing, Licensing, & PR; Kelly Garofalo, Project Manager Tourism Marketing & Partnerships

Phone: Ken Wong, Director of Special Events

TAC Guests

Brian Stratton, New York Canal Corporation; Bill Sweitzer, New York Canal Corporation; Michael Bopp, New York Canal Corporation; Steve Gossett, NYPA; Steven Bate, Discover Long Island; Kristen Hanofin, Lake George CVB; Jennifer Rothman, Discover Long Island; David Holder, Syracuse CVB; Jill Simpson-Luciano, Southwest Airlines; Ashley Graf, JetBlue; Josiah Brown, New York's Best Experiences; Tom Martinelli, New York by Rail; Peggy Coleman, Steuben County CVB; Mark Dorr, NYSHTA; Johnny Evers, Business Council of NY; Don Bennett, CONY; Judi Hess, Greater Binghamton CVB; Mary Kay Vrba, Dutchess County Tourism; Greg Marshall, Visit Rochester; Corey Dooley, Rochester Hotel Association; Becky Wehle, Genesee Country Village & Museum; Eliza Kozlowski, George Eastman Museum; Michael Consuelo, Lake George Regional Chamber; Kelly Blazosky, Oneida County Tourism; Michele Vennard, Albany County CVB; Jill Delaney, NYSTIA; Peter Feinman, New York History Blog; Cambria Tallman, Emerson Resort Spa; Kayleen Scali Emerson Resort Spa; Tamara Murray, Emerson Resort Spa; Deb Taylor, Cooperstown CVB; Anna Maria Bellatoni, Saratoga Club; Gina DaBiere-Gibbs, Fulton Montgomery COC; Scott Flaherty, Madison County Tourism; Nafeesa Koslik, Hampton Inn; Fatena William, Life Hotel; Nicole Mahoney, Finger Lakes Tourism; Shane Rhinewald, Strong Museum of Play

Phone: Melanie Klausner, Finn Partners

Meeting called to order: 1:05pm

I. Approval of minutes – Cristyne Nicholas

- Motion to approve by Peter Carofano
- Minutes approved with a second by Thurman Thomas

II. Chairman's Report – Cristyne Nicholas

A. Meeting overview

- First, I would like to thank everyone for being in Albany today. As most of you know, today is Tourism Action Day and the primary reason we are meeting in Albany is so that TAC members could be part of that event. Hopefully everyone was able to participate in the luncheon earlier today.
- With that in mind, this meeting will not be as robust as usual so that everyone has time to network with our industry colleagues and meet with our state representatives.
- We will still plan to hear updates from Executive Director Gavin Landry, who will give a brief report on I LOVE NEW YORK'S international efforts as well as the results of the New York Times Travel Show.
- Afterwards Ross Levi, VP of Marketing Initiatives, will update us on the PR efforts surrounding Summer Media Night, and the campaign around the 100th anniversary of Women's Suffrage in New York.
- Finally, we welcome guest speaker Brian Stratton, Director of the New York State Canal Corporation, who will be giving us an overview of the happenings and events for the 200th anniversary of the Erie Canal.



**Empire State
Development**

B. TAC Membership Update

- As I mentioned in our last meeting, Assemblyman Danny O'Donnell will be replacing Margaret Markey as Chair of the Assembly Committee on Tourism, Arts and Sports Development.
- He represents the 69th District which includes Manhattan Valley, Morningside Heights and the Upper West Side.
- He was at the luncheon earlier this morning and will be joining us later.

C. State of the State Update

- Finally, I want to give a brief update on one of the State of the State Initiatives announced last meeting.
- I am happy to announce that the Port Authority has approved a \$32.2 billion 10-year Capital Plan, its largest capital plan in history, which provides the capital funds needed to redevelop LaGuardia and JFK airports and construct the LaGuardia AirTran.
- These projects were proposed and championed by Governor Cuomo as a way to continue improving the overall visitor experience and help drive more traffic to New York State.
- The capital plan also includes funds to begin planning and construction of a new Port Authority Bus Terminal and refurbishment of the George Washington Bridge.
- Kelly will forward the Press Release from the Governor's office after the meeting for more details.

III. Executive Director Report—Gavin Landry

A. I LOVE NEW YORK Staff Updates

- Want to start by updating everyone on staffing.
- As most know, Harvey Cohen has moved into a creative role for multiple agencies including Empire State Development
- Leo Mamorsky has taken over for him as Senior VP and Chief Marketing Officer at Empire State Development.
- Much of Leo's career was spent at DDB, a leading New York marketing communications agency, where he had responsibility for a number of consumer packaged goods, hotel/tourism and financial businesses, most notably more than 20 years with the NY Lottery account. Leo also had the opportunity to work with other New York State agencies, including the Department of Health, overseeing the introduction of "New York State of Health," and ESD, where Leo helped develop post-Sandy tourism advertising. Most recently, Leo worked with Maryland Lottery & Gaming overseeing their lottery marketing efforts.
- We also want to welcome Megan Dority, Manager of Digital and Social Media Marketing
- She is working on our B2B, Grown & Certified and Tourism initiatives. She comes from the governor's digital team where she managed the daily web content for the governor's website and NY.gov. She also wrote and created webpages for the governor's various policies and initiatives. As Content Producer, she managed the social media accounts for NYgov, TasteNY and assisted with Governor Cuomo's social media presence. Prior to her job with the state, Megan worked at an advertising agency as a Social Media Specialist for pharmaceutical and healthcare clients.

B. International Report

i. ITB Germany Travel Trade Show

- One of the largest trade shows
- Maximum number of appointments allowed is 44; ILNY had 43
- ILNY and NYC and Company hosted breakfast at the Berlin Hilton for 35 media, tour operators and trade partners.
- Olaf Johansen, who participated in a German delegation fishing FAM with Markly last year, presented on the fishing trip experience. We have 2 million resident anglers in New York State and are actively working to promote fishing in New York with Olaf.
- Similar to the Tourism Summit, we were able to highlight all the things that have happened as a result of the governor's support for tourism. We are building beyond the familiarity stage with tour operators and discussing real products.
- Our efforts are manifesting in new partnerships with tour operators and increased interest in destinations on Long Island and Upstate like Cooperstown, Hudson Valley and Niagara Falls.
- Wine Water Wonders, which is a non-monetized itinerary, is doing particularly well and is being sold around the world.
- Important that we continue to have consistency in the market and attend these events; many other states like Florida and Hawaii have been doing this for years, but New York State is on the rise, and we are certainly seeing the results of these overseas meetings.

ii. TourMappers Workshop

- TourMappers is a receptive operator that allocates hotel and activity inventory to tour operators, who then create tour packages that are sold to overseas travel agents. This is the process that allows New York State hotels and attractions to be sold from an international distance.
- The TourMappers workshop was meant to help build a relationship with receptive operators so that New York State hotels and attractions can be sold abroad.
- The workshop was designed to solve two problems: increase the number of small and non-chain hotels that are “on the shelf” in foreign markets, and create better international promotion for things to do in New York State.
- Unlike other receptive operators that provide product to foreign wholesalers, TourMappers specializes in unique properties and unusual places.
- Workshop took place in five locations: Niagara Falls, Finger Lakes, Central New York, Capital Saratoga region, and the Catskills. In each location, TourMappers shared what they do and offered the opportunity for hotels and attractions to sign on with them.
- In addition to signing up with TourMappers, activity attractions had an opportunity to sign up with Viator, one of our partners for the past three years.
- Last year as an outcome of our partnership with Viator, upstate attractions gained \$3, 389, 000 in revenue, about 73 percent of which was from international visitors.
- We have had many hotels and attractions sign up for TourMappers and Viator as a result of this workshop, with more to come.

iii. FAM Trips

- Most valuable way of getting those who promote tourism to include all destinations in what they're offering is to get them to the actual destinations.
- This month, we are hosting a FAM trip with a company called Sigma Travel in China; 23 representatives from across China will visit New York State to learn about what we have to offer.
- In both April and May we will also be promoting Chinese travel through FAM trips
- In early June we will be hosting three separate FAM trips with tour operators who have signed up for the IPW trade show: one to the Adirondacks and Saratoga, one to Central New York and the Hudson Valley, and one to Buffalo with Wine Water Wonders.
- FAM trips are a key part of the grass roots work that needs to happen in addition to all other programming from digital to television to experiential partnering.

C. New York Times Travel Show

- This year we had 18 participants from New York State, which is a huge presence.
- Some of those participants include: Campground Owners of New York, State Parks, DEC and the Canal Corp. in addition to all of the destination marketing agencies and tourism promotion agencies.
- We also hosted several successful FAM tours concurrent with the show: one to Long Island, one to Dutchess County and one to Central New York.

IV. PR and Events—Ross Levi

A. Summer Media Night

- Happy to report on the day-to-day work of colleague Lisa Soto and Finn Partners who are responsible for Media Night
- Much like international FAM trips, there is no substitute for getting travel journalists into New York State, so a large part of our PR efforts is focused on media trips and group FAMs. When this is not possible, the next best thing is to bring New York State to journalists, which is the focus of media night.
- Media Nights are held seasonally in NYC for New York City based travel journalists to update them on what is taking place in the upcoming season.
- ILNY has taken a much more aggressive approach for the last year and a half; rather than just having a presentation on what is upcoming, we have been trying to provide an authentic experience to show off our exciting products.
- Our Summer Media Night, which takes place in the Spring to prepare for the long lead travel writers, will be at Macy's in conjunction with the Macy's Flower Show.
- Representatives from 10 of the 11 vacation regions will attend (New York City had a prior commitment) to meet face to face with journalists and speak about what's going on in their region.
- In addition to the individual vacation region booths, we will have a dedicated room for Path Through History since 2017 is such a significant year for New York State historic anniversaries and a great hook for journalists. This room will have representatives to speak about Women's Suffrage, the Canals, Frank Lloyd Wright, World War I, etc.
- After the journalists have had the opportunity to speak with the vacation regions and Path Through

History representatives, they will receive an escorted VIP tour of the flower show.

B. Women's History Month

- The celebration and commemoration of women's right to vote in New York State is full steam ahead and ILNY has been working with a number of different partners to prepare for the important anniversary. Most notably, we have been coordinating with the Women's Suffrage Commission and the Lieutenant Governor, who has been appointed as the Chair.
- This is in addition to the permanent women's rights and civil rights themes promoted through the Path Through History program, which has been ongoing for a number of years.
- Important to note that we at ILNY have expanded the idea of talking about and traveling to Women's Suffrage sites to include New York State's legacy in the area of civil rights overall, from abolition history to LGBT rights. We are in the birthplace of so many important movements and have such a proud legacy in these areas that we want to make that known when speaking to consumers.
- This idea will be backed up through TV, online, and print advertising—all of which will highlight the many attractions that can be visited relating to equal rights. There will also be a "traveler's guide to equal rights" that will be pushed through all our platforms from PR to social media and digital.

V. **Guest Speaker—Brian Stratton, Director at New York State Canal Corporation**

- The Canal Corporation is excited and grateful for this opportunity to speak to you about our New York State canal system and plans for 2017.
- 2017 is a very special and exciting year for our canals and the State of New York because it begins the bicentennial of the Erie Canal. Two hundred years ago, construction began on the Erie Canal in Rome, NY. Eight years later, when it opened in 1825 linking the Atlantic to the Great Lakes, it literally transformed our young nation and made New York the "Empire State."
- Today, our New York State canal system, which was just named a national historic landmark, is a 524-mile system consisting of the Erie Canal and the Oswego, Cayuga-Seneca and Champlain Canals.
- Our canal system crosses six state tourism regions (Greater Niagara, Finger Lakes, Central NY, Capital Region – Saratoga, Thousand Islands, and the Adirondacks) and is an economic engine for tourism spending across upstate New York. Studies by the Canal Corporation, Parks & Trails New York and the Erie Canalway National Heritage Area show the canal and canalway trail generates anywhere from \$250 to \$380 million per year in tourism spending.
- The Canal Corporation is very excited that the canal system is in the heart of the governor's new regional Tourism Gateway Welcome Centers initiative, with the Lock 13 Living History rest area on the New York State Thruway, between Exits 27 and 28 westbound and just east of Canajoharie. Watch for more developments at this exciting location as it expands to a full-fledged Tourism Gateway Welcome Center located right at one of our 57 working locks on the canal.
- Now, growing to five communities, we are extending the canal tourism and celebration season to the fall, which will include Locktoberfest and Taste NY on the canal.
- Another major announcement in the Governor's Executive Budget for 2017-18 is the Empire State Trail. This proposal includes closing the remaining gaps on the Erie Canalway Trail from Buffalo to Albany and linking at the Hudson River Valley Greenway and State Bike Route 9. When completed by 2020, it will be the longest recreational trail in the nation at 750 miles. The Erie Canalway Trail and cycling are big business in New York State, generating \$250 million per year. Under the governor's proposal, Phase 1 of the project will use \$53 million to begin closing the gaps on the Erie Canalway Trail and other sections starting in 2017.
- As we move into the Erie Canal Bicentennial this year, we have a series of special signature events planned to make a grand celebration. They begin with a bicentennial kick off in Waterford on May 19, and conclude with the World Canals Conference in Syracuse September 24-28. Other events include:
 - Albany Symphony Orchestra tour
 - Historic Canal Schooner Lois McClure
 - Corning Museum's Glass Barge Tour
 - Susan B. Anthony Museum "VoteTilla"
- Looking at these special events more closely, the magnificent Albany Symphony Orchestra led by Maestro David Allen Miller will be touring the Erie Canal this summer by barge for seven water-side performances from Albany to Buffalo.
- The renowned Corning Museum of Glass will prepare for a special tour of the Canal in 2018, marking the 150th Anniversary of Corning's move from Brooklyn to Corning, NY along the Erie Canal in 1868.
- And the Susan B. Anthony Museum in Rochester will commemorate the 100th anniversary of the women's suffrage movement with "VoteTilla" tour of boats along the Erie Canal July 16-22.
- This year, the World Canals Conference will convene in Syracuse from September 24-28. Canal operators, stakeholders and enthusiasts from canals, waterways and communities across the globe will

- come to New York for a transformative five days, as well as exciting pre and post conference tours.
- The Canal Corporation, the Erie Canalway National Heritage Corridor and Visit Syracuse have teamed up to jointly host this world-class event.
- More information including registration and sponsorship opportunities are available at www.wcc2017syracuse.com
- We successfully bid on winning the conference in 2014, and began to promote New York as the 2017 host by traveling to Scotland last September. There, at the 2016 World Canals Conference in the beautiful City of Inverness along the shores of enchanting Loch Ness in the Scottish Highlands, the New York State Canal Corporation accepted a ceremonial cask of Scottish canals water to bring home to Syracuse.
- Our New York team included presentations by David Holder of Visit Syracuse and Gavin Landry of I Love NY to show our exciting tourism destinations for pre and post conference. Gavin was not only a tremendous part of our New York team in Scotland, but he has been an incredible partner and #1 canal booster.
- And now, the Canal Corporation would like to share with you a special video prepared for our Scotland presentation last September, and viewed there by a world audience.
- Video shown.

VI. New Business

- **Cristyne Nicholas**-Assemblyman O'Donnell was able to join us during the canals presentation, so I would like to take a moment and say that we are very proud to have you with us on TAC. I was mentioning before how much we are looking forward to working together with you in order to grow tourism to new heights. So we'd love to hear from you what your ideas are for the TAC and how we can best serve our great State.
- **Assemblyman O'Donnell**- I understand and appreciate the role that tourism plays in our state and in our economy and today has been a busy day. It's great to be involved in a part of New York that everybody wants to talk about, so I am looking forward to working with you. I'm a very active committee chair and will try to personally be at meetings; I'm not one who tends to send a staffer or ignore what TAC is doing. I look forward to working with all of you who are clearly knowledgeable and professionals in this business. I represent the Upper West Side of Manhattan, but I'm from Long Island and my husband is from the North Country. His sister founded the Adirondack Theater Festival in Glen Falls, which single handedly revitalized downtown Glen Falls. So, the other parts of the state are more in my knowledge base than you might be aware of.
- **Cristyne Nicholas**- Welcome Assemblyman O'Donnell. We appreciate your support of this industry. We know there is a budget coming up and wanted to know if there is anything that we should be aware of to help assist your members that may not understand tourism as well as you do. Please call on us if there is anything we can do to help because we have a whole team -- not only TAC, but our friends over at TIC and all of the CVBs and DMOs. We are all ready to assist in any way we can, and understand it means jobs for New York State. We are ready to fight for tourism, so please do not hesitate to call on us.

Meeting adjourned: 2:01pm

Next meeting:

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May 15, 2017

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A Division of Empire State Development



Empire State
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GROWTH IN GOVERNOR CUOMO'S COMMITMENT TO TOURISM

2009: \$0

2010: \$3.8 million (matching funds only)

2011: \$9 million (TV advertising only)

2012: \$11 million (TV advertising only)

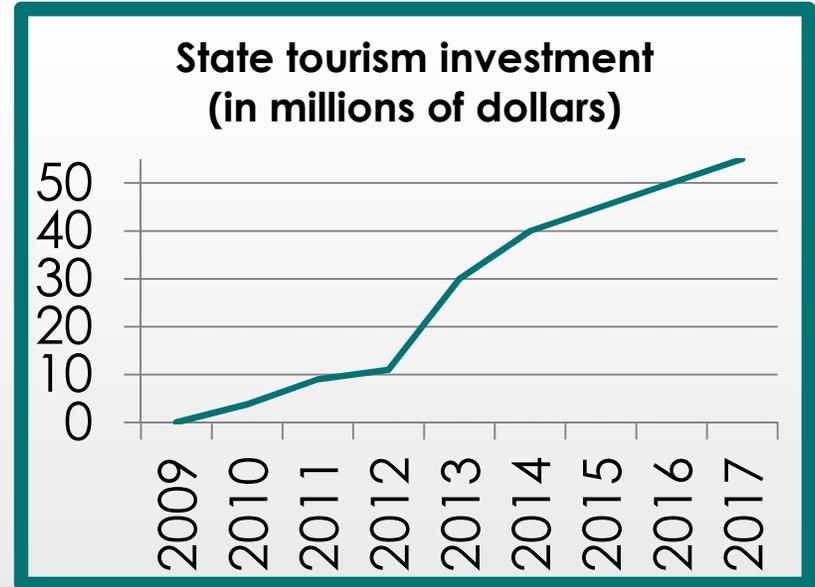
2013: \$30 million (comprehensive program)

2014: \$40 million (comprehensive program)

2015: \$45 million (comprehensive program)

2016: \$50 million (comprehensive program)

2017: \$70 million (comprehensive program)



EQUAL RIGHTS CAMPAIGN

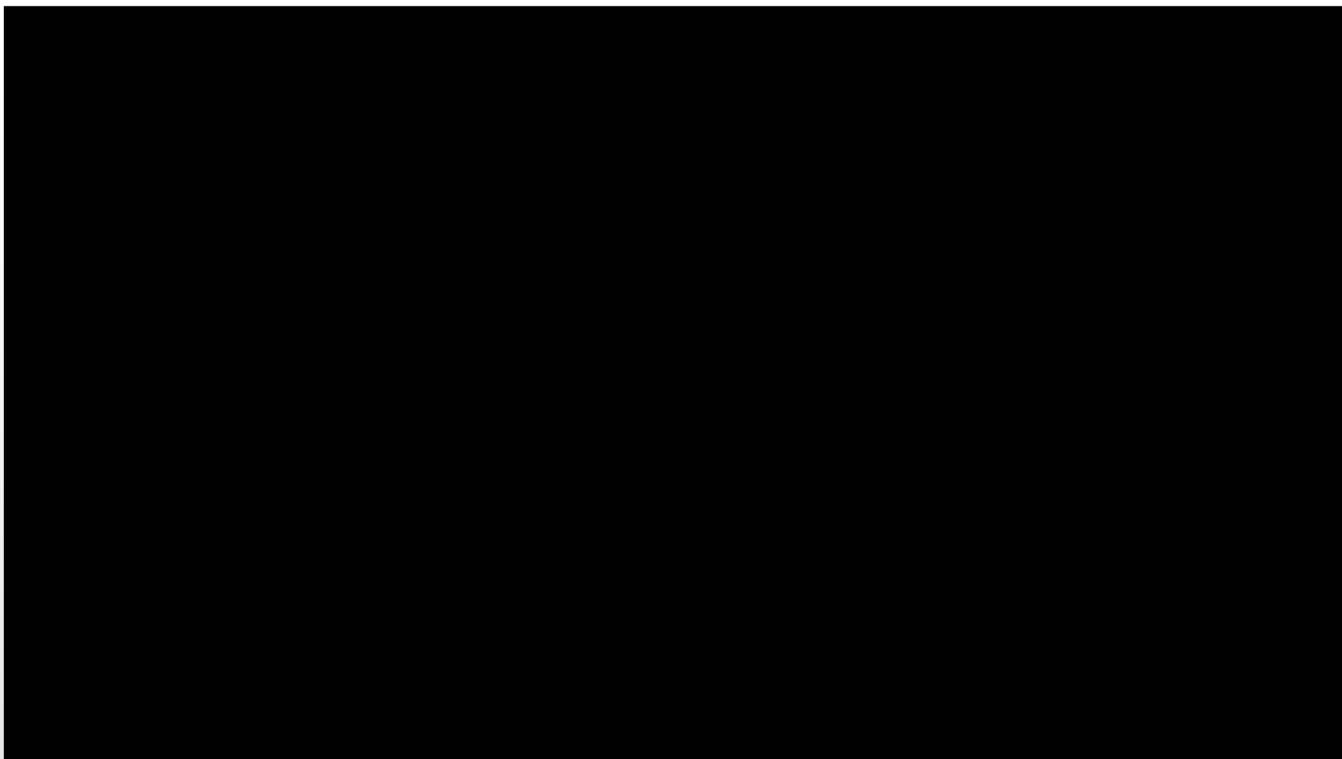
“With this campaign, we celebrate the people and places that helped make New York what it is today: New Yorkers who risked their lives to be a part of the Underground Railroad, leaders who started the women’s rights movement at Seneca Falls, and rebels who stood up for LGBTQ rights at Stonewall. In New York, we know that our differences unite us and only make us stronger and I encourage everyone to hit the road and visit these key sites in our state’s history.”

- Governor Andrew M. Cuomo



I ♥ NY

EQUAL RIGHTS COMMERCIAL



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EQUAL RIGHTS BROCHURE

NEW YORK

THE STATE WHERE SO MANY FOUND A BETTER FUTURE

Abolitionists and African-American History in New York State

AFRICAN AMERICAN PERSEVERANCE, CRISIS

In the aftermath of the American Civil War, many African Americans in the North sought better lives. In New York, they found a state that was more open to their needs. The state's abolitionists and African American leaders worked together to create a more equitable society. This was a time of great change and progress.

"If there is no other way, there is no other way."

The spirit of the Underground Railroad was alive in New York. Many African Americans found a better future in this state. They were welcomed and given the opportunity to build a new life. This was a time of great change and progress.

NEW YORK

THE STATE WHERE WOMEN FIRST TOOK A STAND

Suffragists and the Birth of the Women's Rights Movement in New York State

IT BEGAN AT A TEA PARTY IN WATERLOO, NEW YORK, ON JULY 13, 1848.

The first convention for women's rights was held in Waterloo, New York, on July 13, 1848. This was a historic event that marked the beginning of the women's rights movement in New York State. The convention was held in a small room in a hotel, and it was attended by a group of women who were determined to fight for equality.

Always at the forefront of the women's rights movement was suffrage, which defies the act of voting as a right and not a privilege.

NEW YORK

THE STATE WHERE ALL ARE WELCOME

Human Rights in New York State

THE YEAR WAS 1959. THE CRIME? SIMPLY BEING WHO THEY WERE.

In 1959, a young man named James Earl Ray was arrested in New York State. He was charged with the murder of Dr. Martin Luther King Jr. This was a tragic event that shocked the world. The state of New York was instrumental in the investigation and prosecution of this crime.

It is in these places we remember how important it is.

A Guide to NEW YORK STATE'S EQUAL RIGHTS DESTINATIONS

Equal Rights. Right Here.

I ♥ NY



ACTIVATING AT NYS PRIDE EVENTS

- June 4 – Buffalo
- June 11 – Long Island
- June 17 – Central NY Pride / Syracuse
- June 24 – Harlem Pride
- June 25 – NYC Pride
- July 15 + 16 – Rochester



POD 2017





EVENTS WITH AUDIENCES OF 50K+

- Events selected based on audience, audience size (50k+) and schedule
- Returning to events that are most successful based on engagement
- Increasing number of out of state events
- Activating in NYC in August



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ENGAGE & INSPIRE

Activations that inspire, engage and educate

- Travel Profile Detector (“Travel Buddies”)
- Trivia Challenge – including a kids version
- Interactive Map and Itinerary Builder
- Be the “I” in I LOVE NEW YORK Selfie Wall
- My Favorite Place in NYS chalkboard wall

The screenshot displays two main sections of the I ♥ NY website. The top section, titled "HOW WELL DO YOU REALLY KNOW NEW YORK?", features a blue background with a cartoon woman in a red dress holding a small cake. A red speech bubble contains the text "Take this trivia quiz to find out" and two green buttons labeled "TRIVIA CHALLENGE" and "KIDS QUIZ".

The bottom section, titled "FIND WHAT YOU LOVE", has a dark background and features a map of New York State divided into colored regions: Thousand Islands-Seaway (orange), The Adirondacks (green), Greater Niagara (blue), Finger Lakes (purple), Central New York (light blue), Capital-Saratoga (pink), Chautauque-Allegeny (light green), The Catskills (yellow), Hudson Valley (teal), New York City (red), and Long Island (yellow). To the left of the map is a vertical menu with categories: "YOUR INTERESTS", "MUST SEE ATTRACTIONS", "HISTORICAL SITES", "CULTURAL ATTRACTIONS", "PARKS & BEACHES", "WINERIES & BREWERIES", and "FAMILY FUN". To the right of the map is a "WINERIES & BREWERIES" list with a "SAVE & SHARE" button. The map is titled "IT'S NY STATE, THERE'S SOMETHING FOR EVERYONE!" and includes a "Pinch-to-zoom and discover what you LOVE in New York" instruction.



NEW FOR 2017

NYS 360°

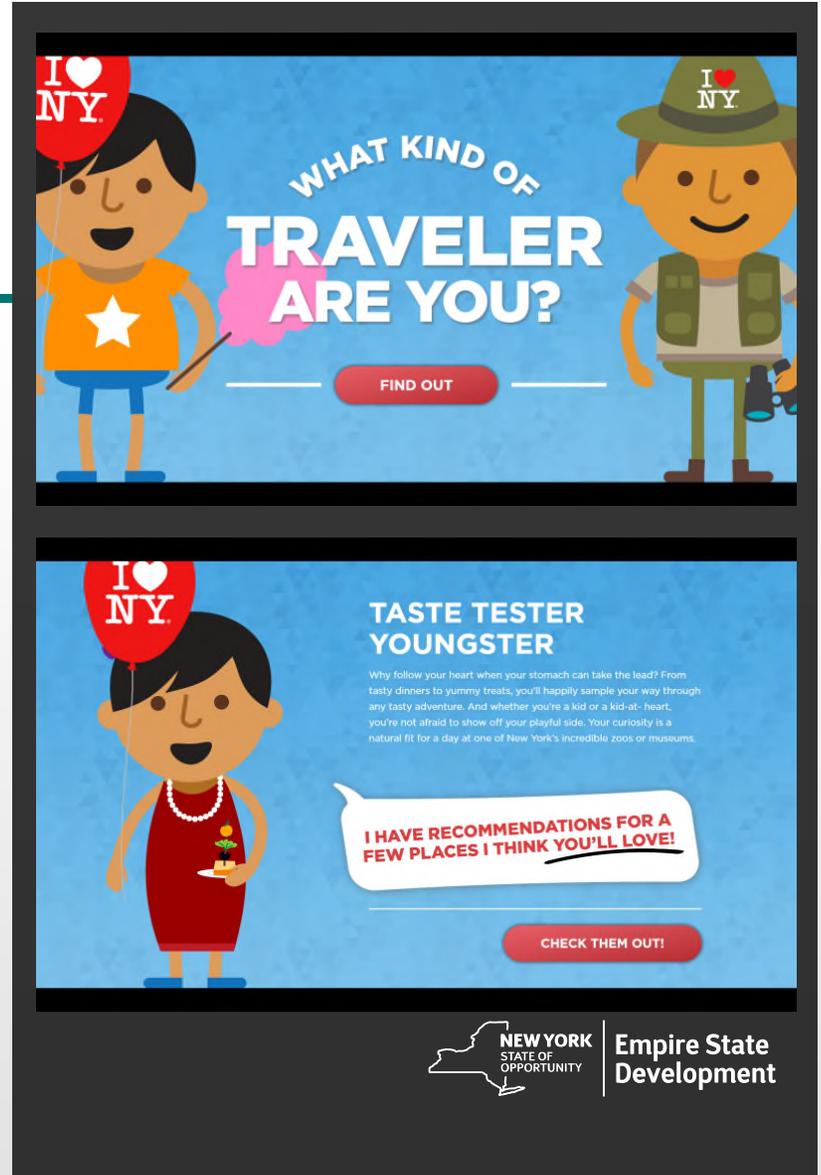
- We take the visitor to the attraction
- Using VR technology, visitors see 360 degree views of attractions
- 4 Parks locations, 7 more to be shot

Digital Events Calendar

- Visitors can view, search and save state-wide events

Improved Digital Apps

- Interface much more user friendly
- Apps can be updated remotely and live on multiple device software





WHAT KIND OF
TRAVELER
ARE YOU?

FIND OUT



<http://ilovenyevents.com/travel-profile-kiosk/>



PATH THROUGH HISTORY

- Statewide roadmap that ties historically and culturally significant sites, locations and events throughout the Empire State
- Close to 650 historical attractions
- Website with itinerary builder allows user to build their own Path Through History
- Hundreds of events at historic and cultural destinations throughout the state



Empire State
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PATH THROUGH HISTORY WEEKENDS

- Hundreds of events at historic and cultural destinations throughout the state
- As a result of positive feedback from past participants, the program has been expanded for two weekends:
 - June 17-18, 2017
 - October 7-9, 2017



Empire State
Development



SUMMER MEDIA NIGHT

- **Date:** March 28, 2017
- **Location:** Stella 34 Trattoria at Macy's 34th Street
- **Objective:** To provide the media with a summer experience and promote NYS anniversaries
- **Activation:** A Path Through History area with interactive elements including a model canal lock, reenactors and quizzes. A VIP tour of the Macy's Flower Show was provided.
- **TPAs, attractions and partners:** All upstate regional TPAs plus Long Island, Syracuse, Rochester, Canals, Metro North, LIRR, Amtrak by Rail and Greater Hudson Heritage Network
- **Media Attended:** 50



Empire State
Development

NORWEGIAN AIR SERVICE WORKSHOP

- **When:** Monday, May 22 from 9AM-1:30PM
- **Where:** Stewart International Airport
- **Objectives:**
 - Brief NYS tourism suppliers on potentials of service and ILNY plans
 - Specify opportunities for NYS tourism suppliers to join ILNY, Norwegian Airlines and Stewart International Airport
 - Encourage NYS tourism suppliers to create more tourism product for the UK market
 - Elicit feedback & suggestions





CHINESE ITINERARY DESIGN FAM

- Goal of contest was to stimulate broader awareness among travel trade in China on New York State beyond New York City
- Contestants researched itinerary destinations including lodging, meals and attractions that provided a strong foundation of what New York State has to offer
- Itinerary designed by Chen Zeman & Wu Tingting of Shenzhen Port China Travel Service Co., Ltd was enhanced by TPAs to become final itinerary
- FAM will be launching pad for the creation, implementation and generation of new product that will drive new Chinese tourism dollars to New York State.



PRE-IPW FAM

- May 30 - June 2, 2017
- 4 Chinese and 1 German tour operator
- Will visit Hudson Valley, Catskills, Long Island
- Attractions include: Walkway Over the Hudson, CIA, FDR National Historic Site, Staatsburg State Historic Park, Crown Maple, Bethel Woods, Catskill Distilling Co., Rosehaven Alpaca, Old Westbury Gardens, Gold Coast Mansions, Fire Island Light House, Great South Bay Brewery and Connetquot State Park Preserve





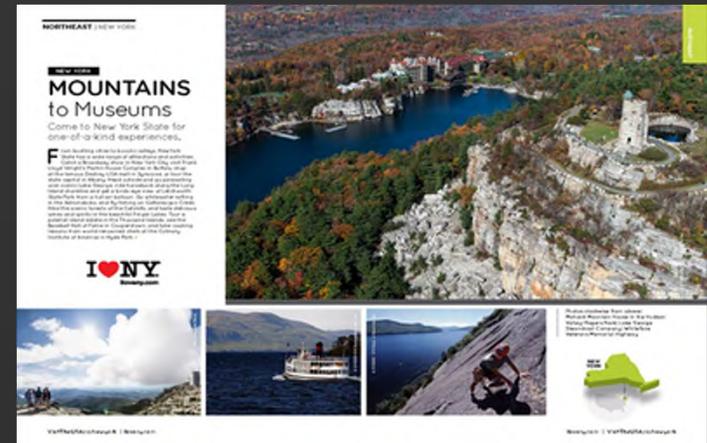
BRAND USA

In-Country Campaigns

- Canada Spring 16 multi-channel – Upstate room nights booked via Expedia: **12,313**
- Germany Fall multi-channel – Total Upstate room nights booked via Expedia: **49,812**
- UK Winter multi-channel in market

Upcoming Programs

- 4 Road Trip thematic videos on Americana, food & drink, culture & history, and outdoors
- Trip Advisor/Viator program in Canada and UK
- GoUSA China website in all 11 vacation regions
- Multi-channels: Canada, China, Australia, Germany





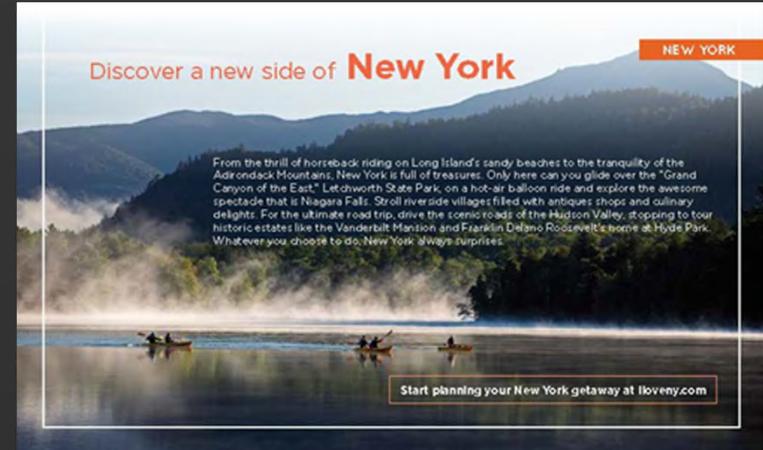
BRAND USA

2017 Inspiration Guide

- 9 page creative spread covering NYS overall and 14 specific NYS locations

Web Presence

- Launched 6 New York State Experience pages on VisittheUSA.com focusing on culinary and outdoors with traffic generation in UK and Germany
- 4 In-language videos with 4 Experience pages

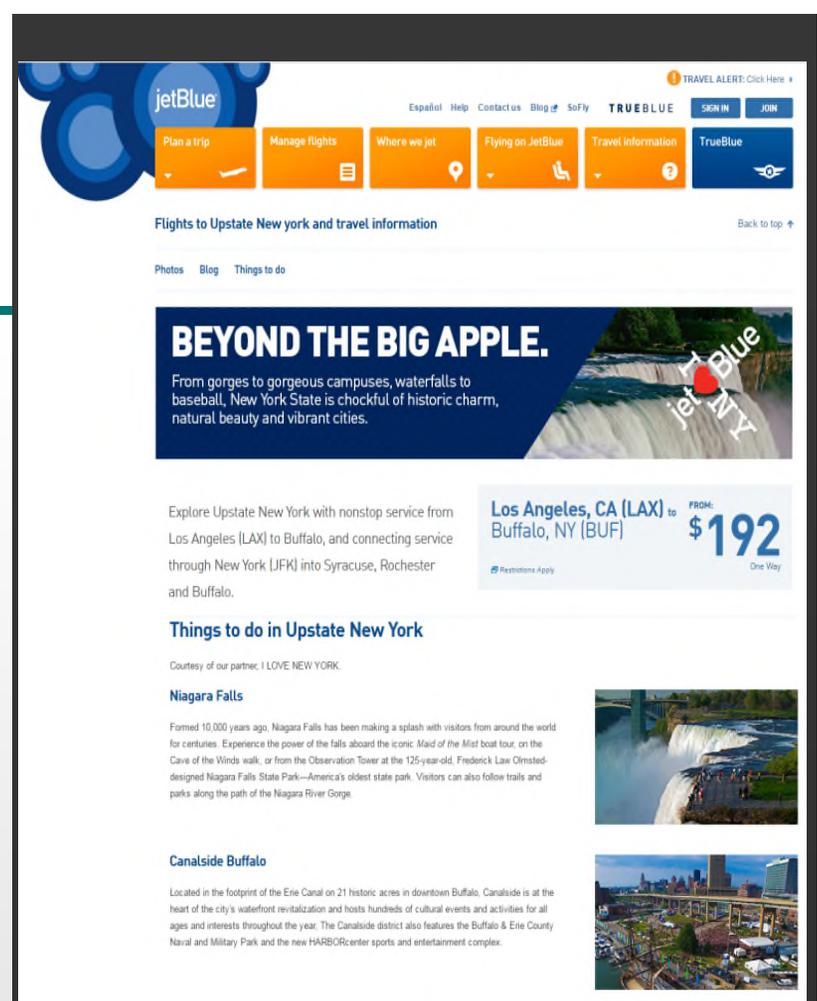


Empire State
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LONG HAUL CAMPAIGN

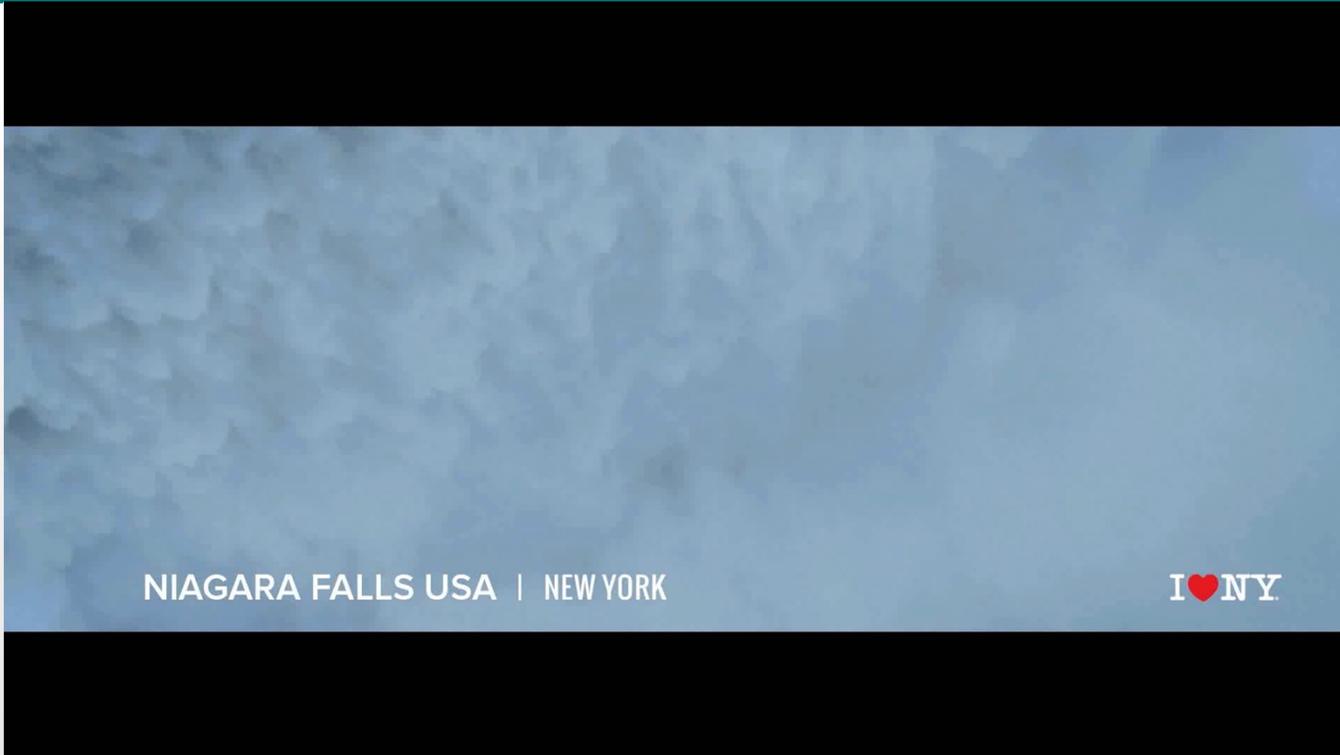
- Domestic marketing effort outside of 5hr driving market
- Testing summer family tourism advertising in two long haul markets
 - JetBlue – Los Angeles
 - Delta – Atlanta
- Supported by digital video campaign



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I ♥ NY

LONG HAUL VIDEO



NIAGARA FALLS USA | NEW YORK

I ♥ NY



Empire State
Development



INFLUENCER CAMPAIGNS

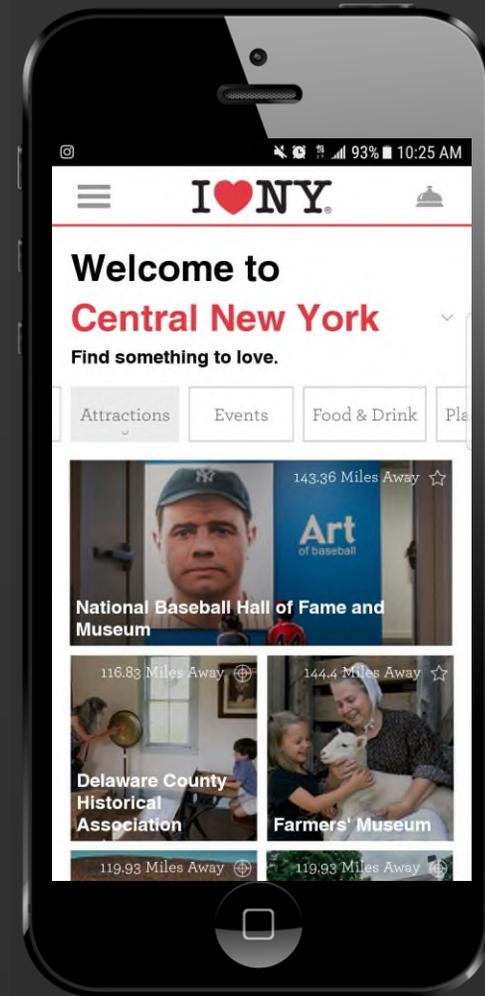
- Partnering with Niche to send eight diverse families throughout New York State
- Exploring summer campaigns with Beautiful Destinations
 - Fall Catskills campaign recently won Shorty Award for Influencer Partnership on Instagram





IN-APP WALKING TOURS

- New app feature launching this summer will allow users to go on audio walking tours to “Discover” cities and towns across NYS
- **115,000 total I LOVE NEW YORK App downloads** since launch in 2015
 - Won two Davey Awards and a Hermes Award
 - Named a Webby Awards Honoree
 - Received Gold honors at the 2017 Shorty Awards



Empire State
Development

I♥NY®

IT'S ALL HERE, ITS ONLY HERE.

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Planning to Benefit from Norwegian Air Service to Stewart Workshop

Stewart Airport, 1180 1st St, New Windsor, NY 12553 – Large Conference Room

May 22, 2017

9:00 AM – 1:30 PM

09:00 AM – 09:30 AM	Registration
09:30 AM – 09:40 AM	Welcome: Ed Harrison, General Manager at Stewart Airport
09:40 AM – 09:50 AM	Gavin Landry, Executive Director of Tourism, ILNY and Markly Wilson, International Tourism Director, ILNY
09:50 AM – 10:00 AM	Dominic Smith, Head of Sales for Norwegian Airlines
10:00 AM – 10:10 AM	Martin Court, Sales & Marketing Account Director, ILNY UK
10:10 AM – 10:15 AM	Veronica Flood, Director of US Sales for Tour America, Ireland
10:15 AM – 10:20 AM	Clair Boyle, Director of Product Development for Barhead Travel, Scotland
10:20 AM – 10:25 AM	Sue Norrington Davies, Director of Business Development, TourMappers US
10:25 AM – 10:35 AM	Susan Hawvermale, Director of Tourism, Orange County Tourism
10:35 AM – 11:00 AM	Break
11:00 AM – 12:00 PM	Roundtable Discussion facilitated by Markly Wilson
12:00 PM – 12:45 PM	Working Lunch – B2B session for TPA's and Tour Operators
12:45 PM – 01:30 PM	Stewart Airport Terminal Tour
01:30 PM	Workshop Concludes

Workshop Objective:

- Brief NYS tourism suppliers on the potential of service
- Brief NYS tourism suppliers on ILNY plans for this service
- Specify opportunities for NYS tourism suppliers to join ILNY, Norwegian Airlines and Stewart Airport
- Encourage NYS tourism suppliers to create more tourism product for the UK market
- Elicit feedback and suggestions from NYS suppliers



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