



Tourism Advisory Council Meeting

Wednesday, November 18, 2015
Empire State Plaza Convention Center
Albany, NY
12:30pm – 1:30pm

Webcast address: <http://www.esd.ny.gov/webcasts/>

Dial in information: 866 394-2346 Conference code: 2338393457

If you dial in via phone, please mute the computer.

AGENDA

- | | | |
|------|--|-------------------|
| I. | Approval of minutes | Cristyne Nicholas |
| II. | Chairman's Report | Cristyne Nicholas |
| | a. Ride the Catskills | |
| | b. Winter Media Night | |
| III. | Executive Director Report | Gavin Landry |
| | a. NYSTIA Conference | |
| | b. NYS History Month – New PTH website | |
| | c. Puerto Rico office opening | |
| | d. WTM London | |
| | e. CONY Conference | |
| | f. Assembly Tourism Hearing | |
| IV. | Subcommittee Updates | |
| | a. Hospitality and Infrastructure | Jan Chesterton |
| | b. Aviation and Transportation | Gail Grimmett |
| | c. Sports and Special Events | Thurman Thomas |
| V. | New Business | |

Next meeting:

Monday, January 25, 2016
11am – 1pm
633 Third Avenue, NYC



Empire State
Development



Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Monday, September 21, 2015

Location: 633 Third Avenue, NYC

Attendance:

TAC Members

NYC: Cristyne Nicholas, John Ernst, Tom Mulroy, Katherine Nicholls, Elinor Tatum, Alana Petrocelli

Phone: Barbaralee Diamonstein-Spielvogel, Spike Herzig, Senator Betty Little

ESD / NYS Staff

NYC: Gavin Landry, Executive Director of Tourism; Ross Levi, Vice President of Marketing Initiatives; Lisa Soto, Project Manager - Tourism Marketing and Partnerships; Jamin Clemente, Tourism Executive Assistant; Rowena Sahulee, Director of Tourism Marketing, Licensing & PR; Lizete Montiero, Sr. Director of Event Marketing; Ken Wong, Director of Special Events; Markly Wilson, International Tourism Director; Nick Terzian, Digital Marketing & CRM Analyst; Cristina Melendez, Social Media & Digital Marketing Manager; and Jasmine Baker, Digital Communications Manager

Phone: Tom Regan, ESD Associate Counsel

TAC Guests

NYC: Irene Baker, Madison Square Garden; Melanie Klausner, Finn Partners; Morris Silver, Finn Partners; Rob Mitchell, jetBlue Airways; Kevin King, Dept of Agriculture and Markets; Patty Ornst, Delta Air Lines; Stephanie Eng, Delta Air Lines; Natasha Caputo, Westchester County Tourism; Peter Feinman, Institute of History and Art

Albany: Kevin Bromer, NYS Business Council

Meeting called to order: 11:05am

I. Approval of minutes - Cristyne Nicholas

- Motion to approve by John Ernst
- Minutes approved with a second by Elinor Tatum

II. Chairman's Report - Cristyne Nicholas

- Thank you for all for your continued support and for being here today and in Albany.
- Tourism in NYS is just continuing to grow and we're going to hear more about that from Gavin.
- Fall is also an important time for agri-tourism in NYS, so we have Kevin King from the Department of Agriculture and Markets here to update on all of Taste NY's activities.
- Irene Baker, who also works on the Sports and Special Events subcommittee, has had her term on the TAC expire but that doesn't mean that we're letting her go very far. She has graciously agreed to continue working with us on the subcommittee and we'll hear a little bit more about that later in the meeting.
- We have a new member of TAC, Katherine Nicholls. Katherine is the Chief Executive Officer of Niche Media, the country's preeminent regional magazine group catering to the luxury market. She has more than 25 years of experience in marketing, sales, and operations for global luxury brands and was recently honored as a Corporate Visionary and Top Woman in Media by FOLIO for her innovative approaches and accomplishments. Katherine spent over 20 years in the luxury wine and spirits business, working for such industry leaders as Diageo PLC, Schieffelin & Somerset (LVMH Moët Hennessy and Diageo), The Charmer Sunbelt Group, and Corby / Hiram Walker of Canada. Katherine, we are happy to have you join us and look forward to working with you.

KATHERINE NICHOLLS: Thank you. I am excited to be here. I've been living in NY close to two years and I am a passionate NYer. I'm excited to make a contribution and to join you in your efforts. So thank you.

CHAIRWOMAN NICHOLAS: Our subcommittees had a well-deserved summer off so we should have some updates from them at our next meeting. In the meantime, you will remember last month you heard from Thurman about a meeting held by the sports and special events subcommittee with local sports commissions. We wanted to bring you some more detail on that.



**Empire State
Development**

IRENE BAKER: (see attachment)

- We brought together a number of the heads of the regional sports commissions that operate across the state. We hosted them at Madison Square Garden and followed the meeting with a tour.
- These commissions have been operating independently to bring sporting events to their regions and they are looking to have a stronger cohesive presence as a state at trade shows.
- They want to form a statewide alliance and are looking for guidance from the TAC
- There were a number of assets that all of them agreed that they shared:
 - The NY brand.
 - We are a major sports market and there is a history of sports in NY.
 - Colleges and universities were a big plus but there are some challenges there.
 - Though some areas have more capacity than others, our venues are clearly an asset.
- In terms of obstacles, there were some themes that emerged: Financial, coordination and identity competition issues.
 - Financial Obstacles:
 - High bid fees – many of the commissions have a hard time coming up with these bid fees that are necessary to really bid for the big events.
 - Lack of funding for long-term planning – a problem for many of these commissions
 - Venue costs, particularly at some of the universities, are very high.
 - Coordination Obstacles:
 - Some of them find it challenging to get support from the local governments.
 - Lack of really understanding what the state is doing in terms of attracting sports and events
 - Identity versus competition
 - They have a desire to start a statewide alliance.
 - Currently there is not a cohesive NYS presence at sports trade shows that other states have
- They are trying to establish additional mechanisms for funding. We talked a little bit about the CFA process and I would be happy to assist them in navigating the process.
- Engaging SUNY was another idea that came up, particularly in terms of addressing the fees for university facilities. That presented an opportunity to communicate and really engage the universities where there is a mutually beneficial relationship that could exist.
- A big piece will be trying to figure out a way to collaborate and approach these trade expos in a more coordinated way and with a more coordinated message.
- I Love NY covers the broad tourism spectrum and incorporates sports but they are looking for some guidance in being able to represent NYS as one of the leading destinations to host sporting events.

CHAIRWOMAN NICHOLAS: Thank you, Irene.

- We have drafted a letter to go to Chancellor Zimpher and that'll be signed by TAC, asking for a meeting to see how we can better coordinate with the SUNY campuses in trying to host more regional and national and, possibly, even international events.

SENATOR LITTLE: Please add the North Country and the Olympic Regional Development Authority. Also I'd be more than happy to participate on that committee if you have room.

CHAIRWOMAN NICHOLAS: There is talk again of a federal government shut down. NYS has national parks with 16 million visitors annually and \$500 million in economic benefit.

- Governor Cuomo led the charge to make sure that the Statue of Liberty and Ellis Island were open for business because they are one of the largest revenue generators for NYC and NYS tourism.
- If any of you also have input to, not only the governor, but your state legislators, Betty Little, and others, they can be a prominent voice on making sure that these national parks are held exempt from the bureaucratic impasse that's bubbling up in Washington.

SENATOR LITTLE: Two of our Congressional members, Elise Stefanik and Chris Gibson, have said that they are not looking at any kind of shutdown.

III. Executive Director Report - Gavin Landry (see attachment)

- Based on a tracking study that we have in place, we know that our advertising efforts are starting to have a positive effect on people's perceptions and awareness of NYS assets and we plan to continue this as part of our planned efforts.

- We looked a couple of new strategies relative to how can we get people more aware of events and use the NYC market as a feeder market for events that are happening all over the state. Every week this summer we advertised these activities in Time Out NY and Straus publications.
- Market NY just closed. We had 202 finalized applications for the \$12 million allocation.
- Rich Newman and I have started visiting regions and have met with about half of the TPAs so far.
 - We present our strategy, learn about their strategy, and discuss how we can align and avoid things that are either redundant or repetitive. We speak to them about the customer journey and the role that the state can play. We do a good job in creating awareness, consideration and perception but we need our partners to focus on the experience and the advocacy piece.
 - An example might be the motor coach entrance at the Corning Museum of Glass where there is a map and video showing destinations across New York State.
 - In the past folks have gotten off the motor coach and have been so packaged up, they didn't even know where they were. Here the experience is being a part of that journey.
- Over the summer, we had a number of international initiatives. For example, we represented the state at IPW in Orlando, a major international trade show. Ross went for the first time.

MR. LEVI: It emphasized for me what we've heard, probably most loudly from the governor: if you show people all there is to see and do throughout New York State, they will come.

- We spoke to international operators from China and Europe, some of whom knew us very well and were already running tours but many, many who are not yet. We spoke about NYS canals, our wineries, our historic sites and all the things that are here in NYS that they didn't even know were here. That begins the relationship where our international offices are going to take over more. My biggest takeaway is the importance of being at these trade shows and the importance of continuing to talk about what our assets are.

MR. LANDRY: Now that have the support of the governor, we make sure we include Canada as much as possible as a source market and put a large emphasis on the Canadian Road Show.

- Last year Markly and I built a partnership with a group called Viator, the largest seller of activities in the world that was recently acquired by Trip Advisor.
 - On Trip Advisor there is NYS page with the Viator attractions. Then there is a button that says 'book now,' and that takes you directly to the Viator page with the product that is built out.
 - Our goal was to build as much product as we could that was non-NYC based and have those attractions become a product that was available for sale on Viator.
 - The idea was to make attractions/activities part of the distribution channel and make them consumable.
 - It is a direct relationship between Viator and the attraction, and signing fees have been deferred.
 - The Frederick Remington Museum, a fairly small attraction on the St. Lawrence Seaway and not the easiest to get to, has sold 145 admission tickets in less than a month.
 - In the past, the Niagara Falls experience was not available to purchase from a distance In first month, 3 or 400 Niagara discovery passes were sold through Viator.
 - The Strong Museum is signing with Viator. Before they did this, they looked at the Spy Museum in Washington, D.C. and found out that of their entire online visitation, one-third comes from Viator.
- Our newest publications you have in the folders, including list of itineraries for event activations.
- Our digital team took the Path Through History external website and built it into iloveny.com. It's highly improved in terms of functionality, and is in the soft launch phase to test it with consumers.
- Rowena Sahulee and the Hudson Valley Greenway coordinated Path Through History weekend this year which is something that people look forward to and ask us about. There was a 60% increase in events over last year

MR. LEVI: June is Pride month, which is a great and low cost and efficient way to reach the LGBT community and let them know about all that's happening across NYS all year round.

- We had a physical presence at seven Prides and where we couldn't be in person, we sent materials, including the travel guide that's in your packet. Also paid advertising, particularly in NYC.

MR. LANDRY: Central Park Adventure Days - Pro BASS fishermen taught children how to cast.

- BASS left behind rods and reels that are now part of the lending program in Harlem. This was an opportunity to bring bass fishing to folks who may not know how to fish and / or have bass fishing rods, similar to the Eagle Academy trip when we took kids skiing this winter. We also had the pod there with travel information

MR. WILSON: We worked with DEC to send Eagle Academy students fishing in the Catskills.

- The management of Eagle decided that it should be a trip between fathers and sons. It was a very positive experience for everyone involved and helps extend tourism promotion beyond the markets we have focused on in the past.

MR. LANDRY:

- Public Relations - tremendous success this summer with the number of bus trips and the media.
 - We had Mommy bloggers and other influencers in non-traditional spaces that are still incredibly valuable to us on these press trips.
 - We hosted Travel Classics – a conference of top-notch editors from within the travel vertical. They've been in the State once before but many years ago and typically go overseas.
 - Media Night – We have talked to you before our strategy of trying to go to locations that are both accessible and desirable to the media and it's really paying off. Our next Media Night will be at Celsius, which overlooks Bryant Park and is a beautiful place to talk about winter.
- Partnerships
 - jetBlue - We did a few things with them this summer including co-branded shirts at NYC Pride.
 - Delta - The Delta partnership is new and we really enjoyed the visibility that it's gotten so far.

MS. ORNST (Delta):

- We're very proud of rolling out the partnership this past summer. Two weeks ago, we rang the closing bell at the NY Stock Exchange to officially launch the partnership. We have a huge rollout going on right now with Grand Central, with various partners that we sponsor across the state. We will continue to elevate this great partnership both internationally and throughout the state.

MR. LANDRY:

- NYS Lottery - Rowena has truly really worked so well with Lottery to develop a relationship.
 - It is a scratch-off ticket and you can win trips to all vacation regions or I Love NY merchandise and it goes on sale October 10th.
 - There is a total of about 60 trips that are curated with partners and the TPAs
 - The Lottery is going to be doing a huge advertising push for the ticket.
 - Lottery has been good about working with us to make it good for Lottery and for us.

MS. SAHULEE: It's been a great collaboration and we are hoping to build on it with future efforts.

- Trips include transportation, lodging, attractions, some dining, and spending money
- They also receive a regional travel guide so they can see what else they can experience and enjoy.

MR. LANDRY: Summer tourism displays at the Empire State Plaza - There is a staggering number of people that go through the plaza on an annual basis, so we have another opportunity to create awareness in the Albany market and even statewide.

- The events POD, was Lizete's great idea a couple of years ago.
 - It's at Union Square now and was at the Adirondack Balloon Festival this past weekend.
 - There is a green screen to take photo in front of iconic NYS asset and guess where you are.
 - There is a bucket list function to create your bucket list of things to do in NYS, which is emailed.
 - Finally, there is the trivia contest, which was carried forward from last year.
 - The strategy this year was to go to fewer events with a larger trained team that knows the state now and engages more deeply when they talk to visitors at events.

SENATOR LITTLE: Tourism in the Lake George area, the Adirondacks, and the Lake Placid area is definitely up and I thank you and I Love NY for all their efforts.

MR. LANDRY: On the highways, on the roads and at the rest areas and travel plazas, we have a combination of collateral and Taste NY items being offered for sale. There are also dedicated Taste NY stores like Grand Central and Todd Hill.

- We can talk about adding travel information at sites where there isn't any.

MS. TATUM: Does the POD have a hashtag or its own sort of personality where it tweets where it is?

MS. MONTEIRO: It does not have its own hashtag but we encourage people to use the I Love NY hashtag when they're there. We didn't want to have too many hashtags

MR. LANDRY: We also had our Bass fishing challenge this year and the LG attended. Bass has committed to next year as well and we're going to have a pro fishing tournament in NYS, as well as the pro am in NYS next year.

- The LG was at the opening of the NYS Fair as well.

- I Love New York has a beautiful air conditioned pavilion offering vacation planning information.
- This year was the first year for Pride Day, we believe the only Pride Day at a state fair in the US.
- Finally, we are continuing the celebrity campaign this fall and here is one of the new commercials. (Shows commercial)

IV. Taste NY update (Kevin King)

- There is a very strong nexus between what we're trying to accomplish with the Taste NY initiative and tourism in the I Love NY program. Many of you have contributed and helped us out.
 - Thank you to the folks at Delta for the wonderful partnership with our Long Island Wine Council, Irene Baker for the efforts we've done at MSG, and Cristyne who introduced us to the Valley Table folks at Hudson Valley Restaurant Week - we have another program going on with them the week after next.
- The Broome Gateway facility is built around an existing travel or tourism site that we have added the food component to as a way to introduce people to NY food and beverage products.
- The governor identified Taste NY and announced it as part of the 2013 State-of-the-State.
- We have spent a lot of time developing the infrastructure and capabilities to deliver this program.
- It's very ambitious and we are going to do more as we continue to develop and build out a lot of the ideas and the programmatic functions and how we approach this.
- Some high profile events with I LOVE NY were the Super Bowl and PGA Championship.
 - The connections made, buying activities that took place, and follow-up to that was tremendous.
 - We try to measure and the metric we have really focused on for this initiative is in terms of gross sales, whether it's an event or bringing vendors in to showcase their product, we focus on sales activities to generate revenues.
 - We have a tremendous amount of agricultural-related products that are produced in NYS and we want to introduce those to people, make them available and, ultimately encourage sales.
 - In 2014, the events generated \$475,000 in gross sales. Over 5.9 million people with brand exposure for Taste NY.
- The newer element of this has been retail presentations and taking public facilities, high traffic transportation hubs, like the airports-JFK, LaGuardia, also the Taste Store in Grand Central, which is doing phenomenally well, and the Gateway store right on the Pennsylvania border. Last year we generated \$1 million in gross sales and the airports had been around for a year at that point.
- Todd Hill has been our showcase piece. It was a rest area, abandoned for years on the Taconic State Parkway. It used to be a gas station that was re-purposed as a marketplace.
 - Over 100 producers have taken advantage of this and its run by Cornell Cooperative Extension.
 - Millbrook Winery puts out coupons and there is a little farmers market that operates seasonally.
 - We have interactive display and are moving to a digital platform to incorporate the I Love NY app.
 - Todd Hill had \$282,000 in gross sales the first six months. This facility would generate a million dollars this year in gross sales. We're projecting a 12-15% increase next year.
 - Beyond just accomplishing the goals of the initiative, we're actually sustaining and operating this rest area with the proceeds from the sales of these products. So we're accomplishing a lot of public value and a lot of public purposes and, again, a great nexus between the tourism.
- We did an event with MSG and we got a lot of good response out of it and learned a lot.
 - One of the challenges we had is that we're trying to highlight our NY food and beverage products on a \$1.1 million budget competing against Coke, Pepsi, etc.
 - At the Albany Times Union Center, in Albany we re-branded many of the concessions. They have offered cut cheese, meats, craft beverage products, and they sell out on a consistent basis.
 - We have a tremendous amount of opportunity with some of the minor league teams. We moved in with the NY Penn (hockey) League this year, with a great results. Next year we're looking at becoming a sponsor for the NY teams in the - we had four of the teams so far.
- We have also developed a venue platform with the NYS Automated Vending Association and the Commission for the Blind.
- With the efforts around the beverage summits, we've continued to follow that through with branding, Taste NY, and have a very strong partnership with the NYS Liquor Store Association.

- We have branded six of their stores to showcase how they would do and it would help their members to develop unique local NY presentations to identify the local wines, beers and spirits.
- You will continue to see road signage going up as we continue brand appropriate producers.
- We will be making an announcement quite soon that we've reached that \$4.5 million target, which is tripling quite a bit earlier and the growth in the program continues at a very significant rate.
- We have a number of RFPs out and we're working with other State agencies right now to do similar non-profit presentations at some of the roadsides.
- We administer the farmers market program, the EBT benefits and the Fresh Connect, Checks program. We've re-branded some of those.
 - There many of out-of-state farmers at markets and should be a Taste NY presence at some of the big farmers markets (such as Union Square) and maybe have an I Love NY stand as well. We work with them closely and there will be NYS Christmas trees there for the first time this year.
 - You will see farmers markets that are branded Taste NY at each of the Thruway rest areas now. For the rest of the season, we see the little blue pop-up tents with Taste NY on it.

ROSS LEVI: This summer there was redo of the High Peaks rest areas with new I Love NY Path Through History, Taste NY, information and displays.

MR. KING: This is a relatively new initiative with more opportunities and we'd love to hear any thoughts on specific locations. Sometimes it comes down to availability or the rules.

MR. LEVI: The unique thing about Taste NY is it's also about food and beverage-based experiences. So that's about agri-tourism and about iconic NY restaurants such as Dinosaur Barbecue or Nathan's Hot Dogs in Coney Island. When I Love NY talks about food and beverage we connect that to Taste NY. And when Taste NY talks about food and beverage they connect to tourism.

MR. LANDRY: A couple of years ago when the Governor announced this, he asked how many Taste NY attractions there were and the answer was zero.

- Kevin and his team had to qualify as a touristic experience and not just about a product. It has to be an example where you have a great experience and are actually building out that experience. Such as Beak n Skiff in the Finger Lakes where there is a lot product but also has a lot of tourists.

MR. KING: After 2 years, what is the next step? There are roadside facilities to be developed, OGS properties, and local authorities in NYC that we're working with as well.

CHAIRWOMAN NICHOLAS: Thank you and congratulations on the Christmas tree sales in NYC.

- And just a reminder that Winter's Eve is the Monday after Thanksgiving. For the first time ever, they had a NYS holiday tree and we're looking for another one for this year. They got a lot of press for the Christmas tree industry by having that publicly displayed on the Upper West Side last year.

V. TAC Member Updates

SENATOR LITTLE: ORDA has formed a committee, to try to get the approval of the Olympic Committee to consider Olympic bid. They want Lake Placid for a regional Olympics, possibly with Montreal. It would be the first time for two countries and both have had Olympics before.

- ORDA is working hard to attracting the International Ironman Competition and submitted a bid.
- We also have a young man who made a documentary on the high peaks of the Adirondacks.

VI. New Business

MR. LANDRY: We are looking to have a tourism summit later this year. We're just working on an actual date that we can focus on, but likely sometime in November and we'll give you as much notice as we possibly can.

CHAIRWOMAN NICHOLAS: We have changed the meeting date of the next TAC meeting from November 16th, which is a Monday, to November 18th, and we've changed it from NY to Albany in hopes that that could be one of the days of the tourism summit. We will have subcommittee meetings between now and then so that you'll be able to do an update at that meeting.

Meeting adjourned: 12:22pm

- Motion by John Ernst
- Second by Elinor Tatum

New York State Sports Commissions



May 5, 2015
Madison Square Garden, NY, NY



Albany County Convention & Visitors Bureau

Gina Minizer, CMP, WMA - Director of Sales



Visit Buffalo Niagara and Sports Commission

Peter Harvey
Director of Sports Development



Binghamton Assets/Obstacles

Assets

- Greater Binghamton has a long history of hosting sports from professional to amateur. The Greater Binghamton CVB has hosted events from the local level all the way to the national sports stage. The Empire State (Summer games), ILOVENV Cup Gymnastics, US Lacrosse, AJGA, are some events that has been hosted in Binghamton.

- In 2014 the economic impact of sporting events in Greater Binghamton was in excess of \$14 million.

Obstacles

- Bid fee's
- Steady funding for long term planning



Venues

- Multiple Colleges/Universities
- State/County Parks
- Nassau County Aquatic Center
- 3-2-sheet Ice Rinks
- Nassau County Veterans Memorial Coliseum
- Private/Public Golf Courses
- Mitchel Athletic Complex
- Baseball heaven- Baseball Athletic Complex

Albany Assets/Obstacles

- Assets
 - Colleges / Universities, national recognition, NCAA events
 - Proven sports destination / high ticket sales for national/regional events
 - Recession-proof annual youth sporting events
 - Location within the State
 - Tournament services / attendance-building marketing

Obstacles

- Bid fee monies
- High cost of State University facility/no customer service
- County/City/Town Facilities not willing to work with CVB



Venues

- Northtown Center at Amherst
- Harborcenter
- Burt Flickinger Center
- University of Buffalo
- Riverworks



Long Island CVB & Sports Commission

Jennifer Rothman-Sports Sales Manager



Monroe County Sports Commission

- Scott Bell
- Richard Mackey



Venues

- Times Union Center
- Siena College
- University at Albany
- Hudson Valley Community College
- Local high schools, middle schools – gyms, soccer-baseball-softball
- Ice hockey facilities
- Babe Ruth/Cal Ripken baseball fields



Greater Binghamton Convention & Visitors Bureau

Judi Hess- Tourism and Special Events Manager



Long Island CVB & Sports Commission

ASSETS

- Becoming part of the CVB back in 1998 for the Goodwill Games, Long Island Sports Commission has hosted numerous sporting events from youth to professional. Home of the 2002, 2004 & 2009 US Open Golf Championships, and the Belmont Stakes, Long Island has a lot to offer as a sports destination
- Plenty of facilities to accommodate all different types of events

Obstacles

- Funding
- Bid fees
- Communication with County Executives
- Lack of availability and high cost at Colleges/Universities
- No Convention Center



NYCE COMPANY
May 2015

NYC: A CRUCIAL SPORTS MARKET

- There is a **concentration of sports events** more than any other metropolitan area in the US
 - Most of the international sports events in the United States are held in New York City
 - **2014-2015 Sports Events Calendar** (includes the 2014-2015 season)
 - **2015-2016 Sports Events Calendar** (includes the 2015-2016 season)
- **Over 100 million fans** watch sports events in New York City
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- **A diverse population of residents** from over 100 countries and all 50 states that supports a broad range of sports, from the most popular to the most niche
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SPORTS MARKETING DEPARTMENT NYC & COMPANY

- Attracts sporting events to the New York City area and maximizes their impact on the City's hospitality industry
- Promotes New York City as a top destination for sports tourism
- Maintains relationships with professional, college and high school athletic organizations and teams
- Manages the NYC Mayor's Cup sports series
 - 10 events featuring the best high school athletes from across the five boroughs in the following sports:
 - o Baseball, Chess, Cricket, Cross Country, Lacrosse, Soccer, Softball, Track & Field, Wrestling

Syracuse Convention & Visitors Bureau

• Jeff Mickle-Sports Development Director

Syracuse Assets/Obstacles

Assets

- Nationally recognized University that allows us to attract NCAA events and promote our destination brand.
- Diverse venues fitting our four distinct seasons allowing us to compete for events year round.
- Strong local sporting interest groups that help with securing big brand events like IRONMAN, B.A.S.S. etc.
- Location within the state.
- Tournament services/attendance building efforts.

Syracuse Assets/Obstacles

Obstacles

- Financial challenges in securing events (bid fees) and facilities, and in servicing the events that are here.
- Lack of understanding and appreciation of what is accomplished by local and state leaders.
- Educating the decision makers and purse string controllers that this is a competitive environment.

Syracuse Venues

- Syracuse University/Carrier Dome
- LeMoyne College
- Onondaga Community College
- Onondaga County Parks
- Local schools
- Oneida and Onondaga Lake

Obstacles:

- Like a lot of the regions you will see that we all have difficulty in funding certain sporting event. This could be from paying bid fees to bid on a certain event to funding the facility cost. Some regions do have certain "monies" that they can provide, but with some assistance, New York could host more events to help offset these costs.

Mission

- The mission of starting a New York State Sports Alliance (NYSSA) to represent New York State as one of the leading destinations in hosting Sporting events. The individual CVB/SC's are looking to partner together at Sports Industry Tradeshow (National Association of Sports Commission, CONNECT Sports, Sports Relationship Conference and TEAMS) to represent New York State as a whole.

2015 Tradeshow

- National Association of Sports Commissions (NASC)
 - April 26-30, 2015 Milwaukee, WI
 - Appointment based show with educational sessions
- Sportslinks (United States Olympic Committee)
 - August 25-26, 2015, Pittsburgh, PA
 - Appointment based show with meeting with all NGB's
- CONNECT Sports (Collinson Media)
 - August 27-30, 2015 Pittsburgh, PA
 - Appointment based show with Education Sessions
- Avulife (USA water sports)
 - Sept 28-30, 2015, Knoxville, TN
 - Booth with no appointments (traditional tradeshow)
- Sports Relationship Conference (Sports Event Magazine)
 - October 5-9, 2015, Shreveport, LA
 - Appointment based show with Education Sessions (smaller show)
- TEAMS (Sports Travel Magazine)
 - November 8-13, 2015 Las Vegas, NV
 - All CVB Sports Commissions have a booth and Sport Organizers make appointments with

Tourism Advisory Council Meeting

Summer 2015 Program Update

A Division of Empire State Development
8/2/15

Summer Advertising

Spanish language and agri-tourism commercials

Adirondacks NYC bus ads

MTA Out of Home ads

Summer Advertising

Weekly and Monthly Event Calendars

CFA update

Market NY

- \$12 Million in funding available
 - \$5 million working capital
 - \$7 million capital
- CFA opened May 1, 2015 and closed July 31, 2015
- 202 finalized applications were received for Market NY Round 5

Industry Relations

Regional Charrettes

- Meetings with all eleven vacation regions in order to align regional efforts with the state's marketing strategy.
- Learning about regional priorities and discussing the optimal role the state can play in the customer journey.

International Initiatives

FAM Tours, Trade Shows, and Sales Missions

- IPW Trade Show, Orlando
- UK Cycling FAM Tour
- National Geographic Magazine FAM Tour
- Underground Railroad Heritage FAM Tour
- ILNY Canada Sales Mission
- Germany Press Tour and Operator Trip
- Women Only UK Trip
- African / Dutch FAM Tour

Digital Initiatives

Viator listings

- The world's leading resource for researching, finding, and booking the best travel experiences
- Over 50 NYS attractions

Publications



Segment Travel

- Path Through History website
- New user friendly design
- Trip planner to save and share travel ideas
- Interactive map pinpoints locations and provides driving directions.



Segment Travel

- Path Through History Weekend
- A showcase of New York State's rich and fascinating history
- Features hundreds of events happening at historic and cultural destinations throughout NYS
- 60% increase in events from last year



Segment Travel

- LGBT Events
- Finger Lakes Pride, Geneva
- Black and Latino Gay Pride, Syracuse
- Buffalo Pride, Buffalo
- Queens Gay Pride, Jackson
- High Falls Valley LGBT Pride, New Paltz
- Brooklyn Pride, Brooklyn
- Long Island Pride, Huntington
- Erie Palooza, Binghamton
- Poughkeepsie Pride, Poughkeepsie
- Rochester Pride & Health Fair, Brockport
- Rockland County Pride, Nyack
- Central New York Pride, Syracuse
- Cayuga County Pride, Hudson
- Orange County Pride, Warwick
- Harlem Pride Harlem
- Manhattan Pride, Manhattan
- Staten Island Pride Fest, Staten Island
- Rochester Pride Festival, Rochester
- Buffalo Pride & Health Fair, Buffalo



Segment Travel

- Tourism Outreach
- Eagle Academy Fishing Trip
- Central Park Fishing Demo



Segment Travel

- June – August 2015
- Total clips: 756 (Print/Online + Broadcast)
- Total reach: 301,872,350 (Circulation + Viewship)
- Earned media: \$14,306,060
- Press trips and FAM tours: 23



Public Relations

- Fall Media Night
- 88 media attended the event at the Prince George Ballroom and met with the development regions to discuss new developments, fall travel offerings and worked on potential story angles
- 17 tour operators and concierge also attended



Partnerships

- Delta Air Lines
- Co-brand launch at NYSE
- Grand Central and Biltmore ad campaign



Partnerships

- jetBlue Airways
- Co-branded shirts at NYC Pride
- Citywide ad campaign



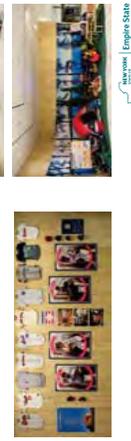
Strategic Initiatives

- NYS Lotto
- New NYNY Cash & Travel scratch off ticket
- Curated vacations to each of the 17 vacation regions have been developed as prizes
- Players can win the trips through the instant win on the scratch off ticket or the second chance drawing on NY Lottery's website
- The scratch-off ticket goes on sale October 13th
- A full-scale media plan to promote the ticket will launch shortly after



Strategic Initiatives

- Summer Tourism Displays
- Empire State Plaza, Albany



Events

- I LOVE NY Pod
- Launched to increase exposure and engagement
- A mobile tourism booth
- Focal point and inviting
- A moving billboard as it traverses the State
- Experiential elements to enhance the customer experience



Events

- Governor's Challenge Events
- Adirondack Challenge July 19
- Bassmaster Challenge July 26



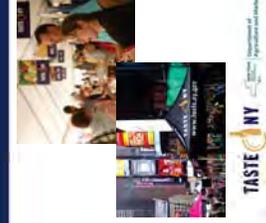
Events

- New York State Fair
- First ever Pride Day
- Brought LGBT and mainstream media



Taste NY Highlights for the NYS Tourism Advisory Council - September 2015

- Since 2013, has participated in 113 events including Super Bowl XLVIII, PGA, the Summer Family Food Show
- Almost \$475,000 in gross sales of local products in CT 2014
- Over 59 million people attended, creating an opportunity for the NYS to promote products and services for some 1,100 food and beverage producers.



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Taste NY Retail Presentations

- New 12 different retail presentations
 - NYS Thruway – Chittenango, New Baltimore, Staatsburg, Palesville, Trane Plaza
 - Albany Times Union Center
 - Saratoga – LGA Airport, JFK Airport, Albany Airport
 - Other – Jets Center, Grand Central Terminal, Marketplace at NYS Fair
- Produced over \$1 million in gross sales in CY 2014
- Roadside venues are providing additional agritourism benefits



Taste NY Market at Todd Hill (TSP)

- Opened June 10, 2014
- Over 100 local growers and producers have had product on the shelves
- Over \$292,000 in gross sales in first six months of operation
- Supports regional agriculture and many suppliers have attributed sales growth to referrals from Todd Hill staff



Taking Taste NY out to the Ballpark

- New for 2015
- New York Penn League Stadiums include:
 - Albany Double Days
 - Albany Valley Rongaris
 - Barnhart Tech Edge
- Albany Times Union Center



Taste NY Vending

- Unique effort to showcase and serve local products
- Partnering with the NYS Automated Vending Machine Association and NYS Commission for the Blind (OCFBS)
- First machines were showcased at The Great NYS Fair, Area, Broome, Saratoga, Rensselaer, Albany & Markets Lobby, NYS Capitol Building and Legislative Office Building



Retail Liquor Store Initiative

- Effort to identify and showcase local wines, spirits and cider in retail liquor stores
- Partnered with the NYS Liquor Store Association and affiliated groups
- Provided point of sale (POS) materials to participating stores, including holiday poster promoting "Taste NY"
- Showcased NY wine, beer, spirit, cider and food producers at NYSLSA's Annual Holiday Taste Shows in Rochester and Albany (nearly 80 participants)



Roadside Signage

- Over 400 sites identified as Taste NY destinations
- NYS Thruway and DOT have retrofitted existing signage
- Ag & Markets continue to work with NYS Thruway and DOT to increase signage for Taste NY destinations



Major Expansion for 2015

- Governor Andrew M. Cuomo announced a major expansion for the next phases of Taste NY, on October 14, 2014.
- This commitment will triple the gross sales of participating vendors in 2015.
- The program's proposed expansion includes new venues for purchasing goods online and a "Taste NY Online" program that will increase the connection between upstate producers and downstate consumers.





NYS Tourism Advisory Council 2016 Meeting Dates

Monday, January 25, 2016

11am – 1pm

633 Third Avenue, NYC

Monday, March 14, 2016

11am – 1pm

633 Third Avenue, NYC

Monday, May 16, 2016

11am – 1pm

625 Broadway, Albany, NY

Monday, September 19, 2016

11am – 1pm

633 Third Avenue, NYC

Monday, November 14, 2016

11am – 1pm

633 Third Avenue, NYC

Please RSVP by the Friday before the meeting to:

tac@esd.ny.gov or 212-803-3689



**Empire State
Development**

I ♥ NY