



Tourism Advisory Council Meeting

Monday, September 17th, 2017

11:00am – 12:30pm

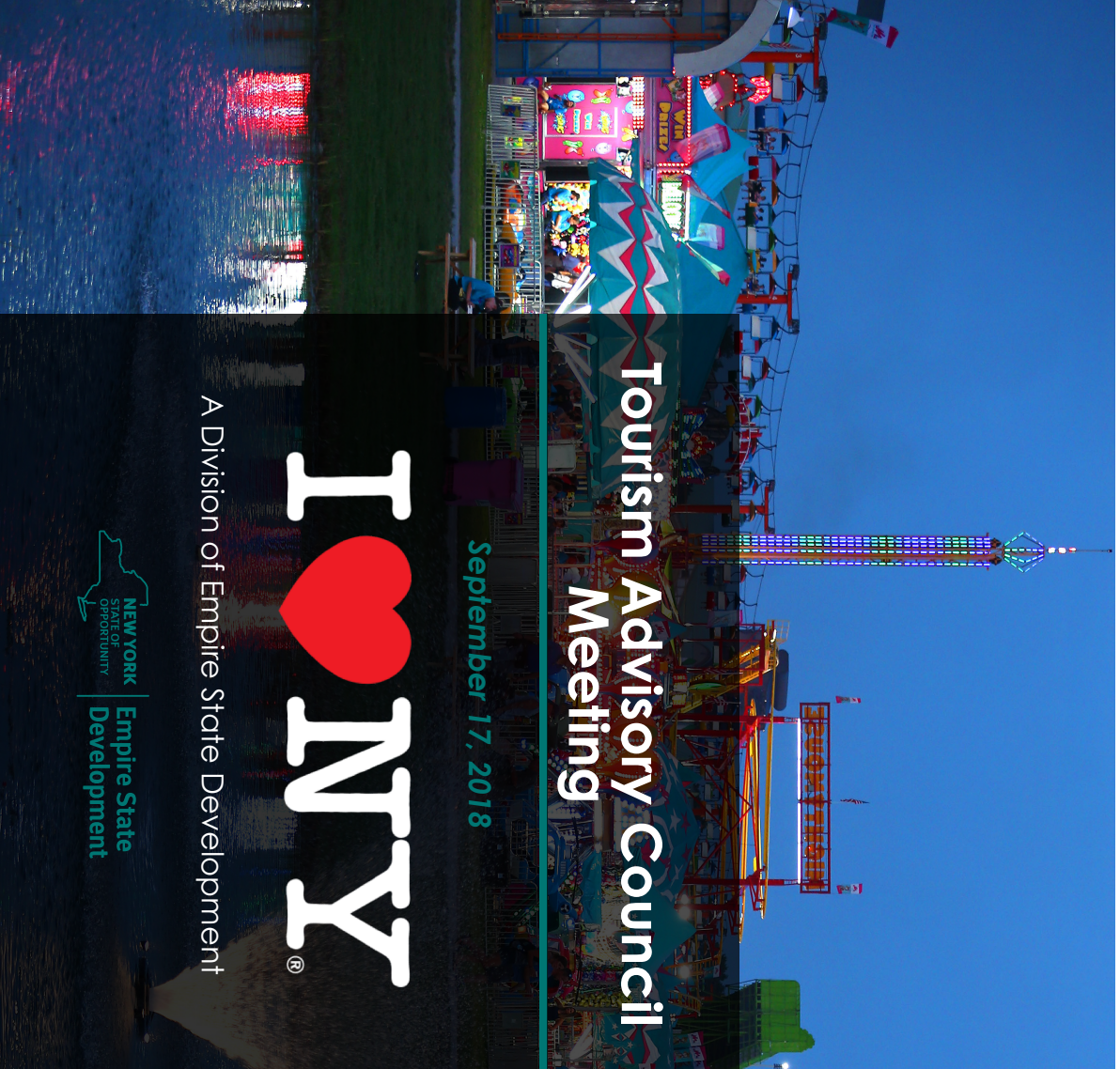
633 Third Ave, 37th Floor Boardroom, New York, NY

Webcast address: <https://livestream.com/vvt2/TAC091718>

AGENDA

- | | | |
|------|-------------------------------------|---------------------------|
| I. | Approval of Minutes | Cristyne Nicholas |
| II. | Chairman's Report | Cristyne Nicholas |
| | a. New York tourism investments | |
| | b. Governor's Adirondack Challenge | |
| | c. 2017 tourism numbers | |
| III. | Executive Director Report | Ross Levi |
| | a. Summer marketing efforts | |
| | b. Summer tourism openings & events | |
| | c. Fall marketing efforts | |
| | d. WorldPride preparation | |
| IV. | Events Report | Patrick Drake & Ross Levi |
| | a. Summer Pod tour | |
| | b. State Fair | |
| | c. Welcome Centers | |
| V. | Public Relations Report | Helen Ames |
| | a. Fall Media Night | |
| | b. TBEX + Travel Media Showcase | |
| VI. | New Business | |

Next meeting: Wednesday, November 28th, 2017, 11am – 12:30pm, 633 Third Ave, NYC



Tourism Advisory Council Meeting

September 17, 2018

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A Division of Empire State Development





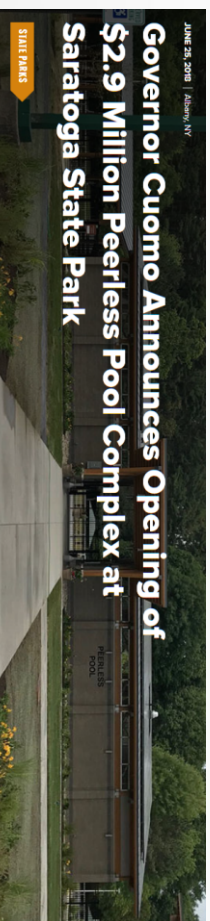
CHAIR'S REPORT



**Empire State
Development**



NEW YORK TOURISM INVESTMENTS 2018





GOVERNOR'S ADIRONDACK CHALLENGE

- More than 350 participants including state and local officials, tourism industry leaders and Lieutenant Governor Kathy Hochul
- Events included whitewater rafting, horseback riding, a three-mile hike, a 130-mile motorcycle ride, mountain biking, golfing, kayaking, canoeing and paddle boarding
- Announced Bassmaster Elite returning to Waddington and official 2017 tourism numbers
- Concluded with a Taste NY food and beverage reception at Gore Mountain





2017 TOURISM NUMBERS

243.8
MILLION

visitors to New York State in 2017

938,800
JOBS

sustained by tourism in 2017

\$108.7
BILLION

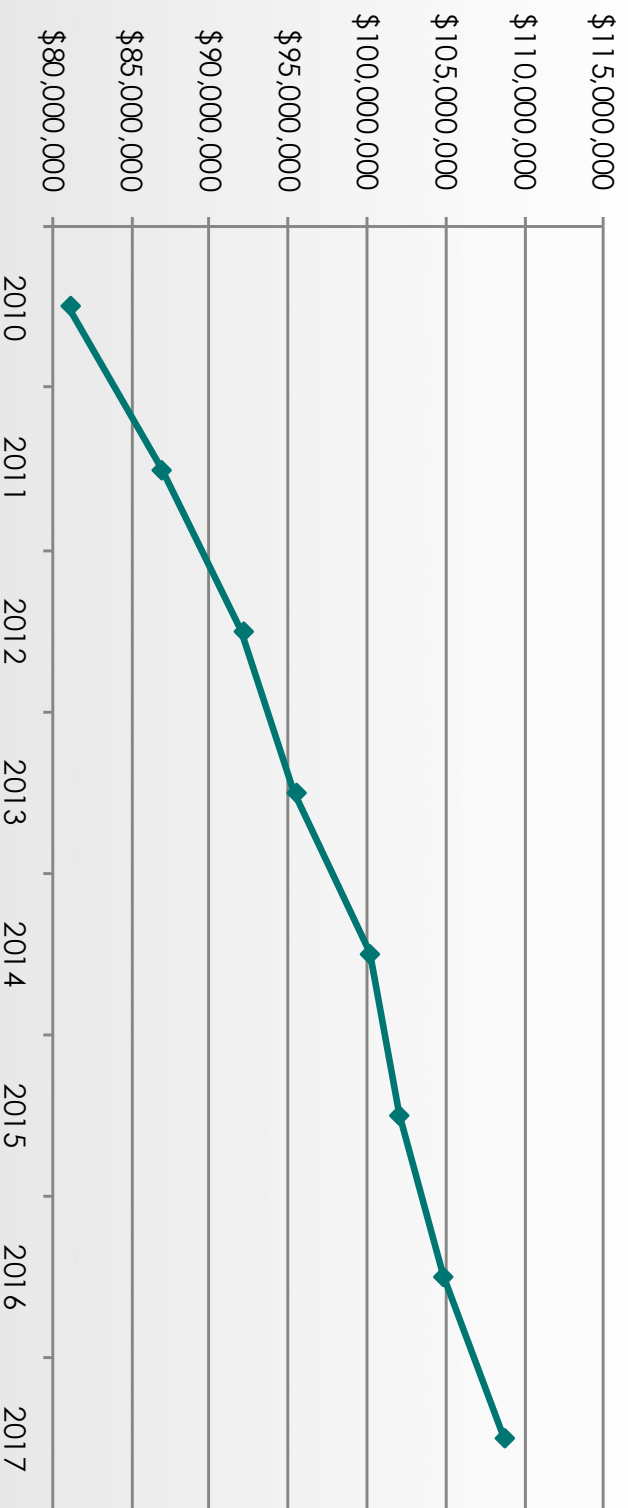
total economic impact of NYS tourism
in 2017

- Visitors generated \$67.6 billion in direct spending - almost \$14 billion more than 2011
- Tourism generated \$8.5 billion in state & local taxes – a tax savings of \$1,172 per-household
- Statewide visitation up nearly 18% since 2011



2017 TOURISM NUMBERS

New York State Tourism Economic Impact (2010-2017)



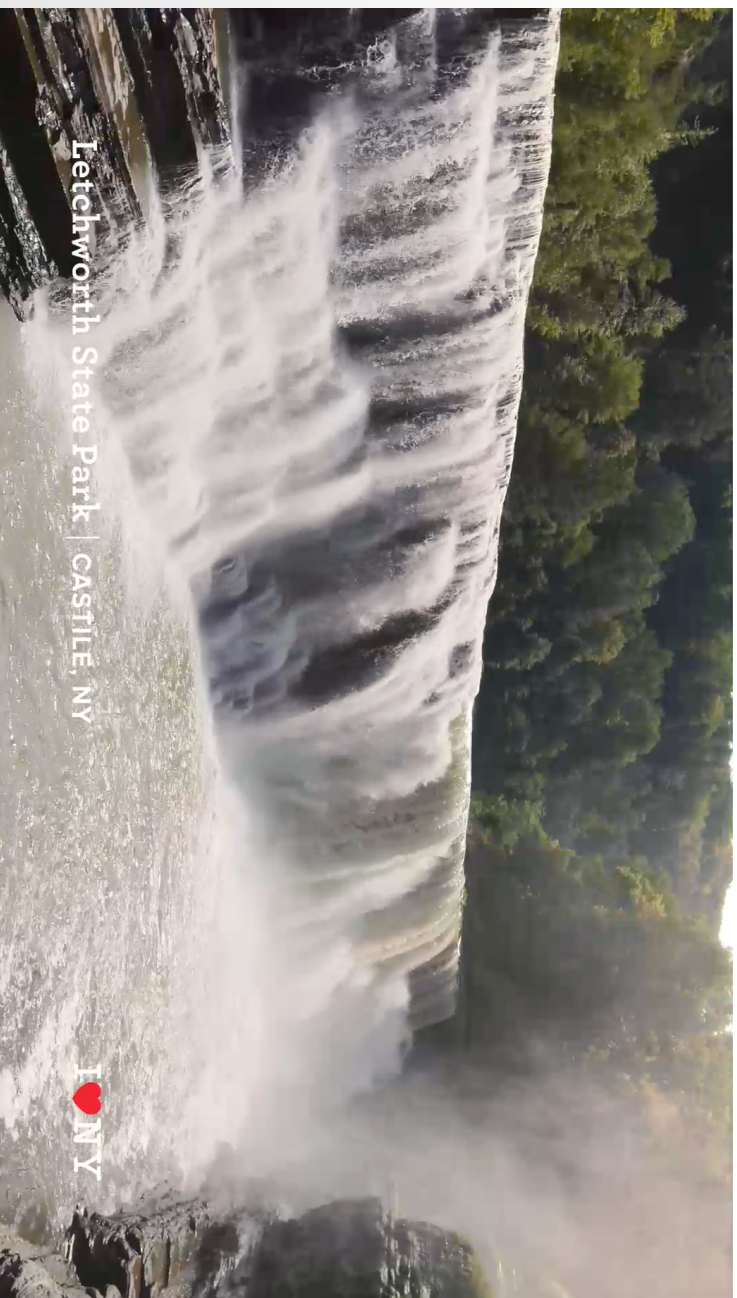
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EXECUTIVE DIRECTOR REPORT



SUMMER 2018 COMMERCIALS



**Empire State
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SUMMER 2018 COMMERCIALS



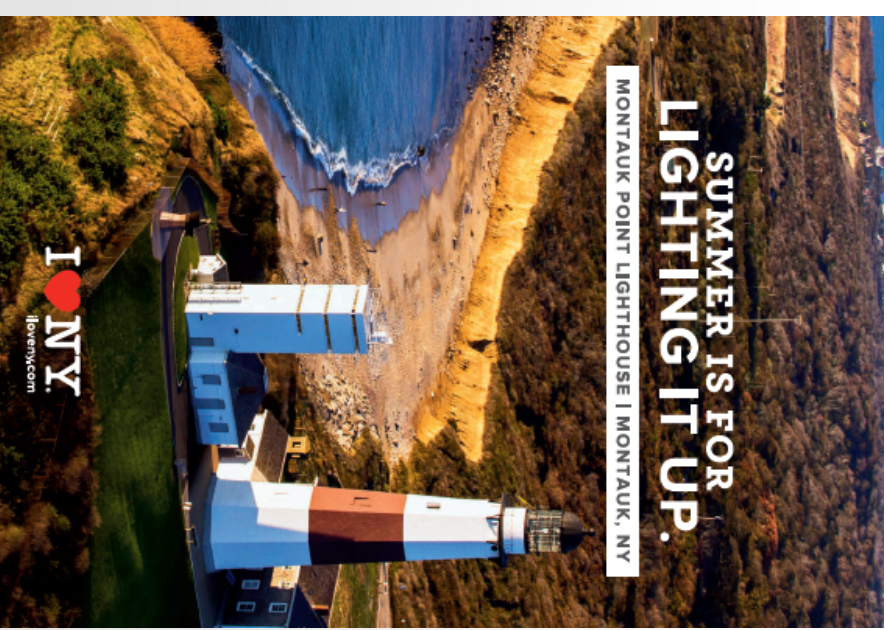
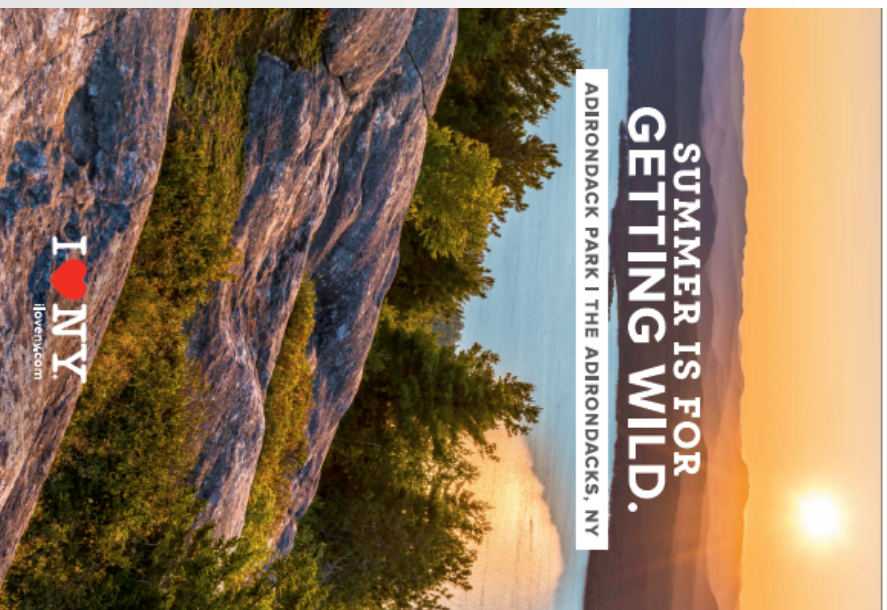
Lake George Steamboat Cruises | LAKE GEORGE, NY



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SUMMER 2018 OUT-OF-HOME ADVERTISING





2018 STATE FAIR COMMERCIAL



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SUMMER TOURISM EVENTS AND OPENINGS

Bassmaster Elite Series

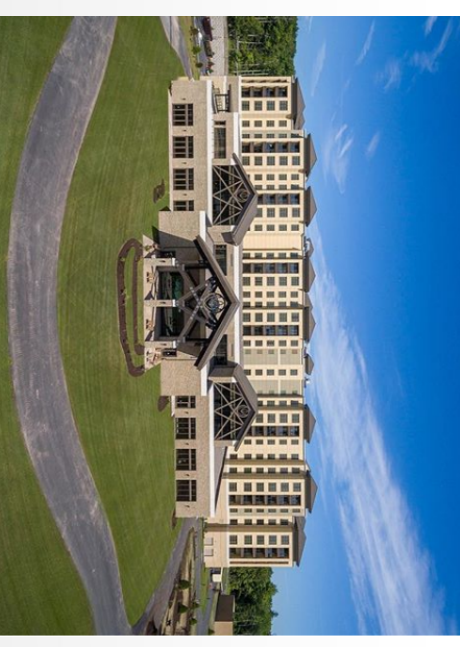
- August 23-26 in Waddington, St. Lawrence County
- 36,000 in attendance, highest ever
- St. Lawrence River favorite destination for elite competitors

YO1 Retreat Opening

- June 21 in Monticello, Sullivan County
- Video appearance by India's Prime Minister

National Comedy Center Grand Opening

- August 1 in Jamestown, Chautauqua County
- Weeklong celebration of comedy performances
- Expected to generate \$23 million annually





FALL 2018 COMMERCIAL



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Development**



WORLDPRIDE PREPARATIONS

- Estimated 3.5 million visitors to New York City
- ILNY preparing with activations at national & international pride festivals
 - 10 x 20 booth with VR, selfie station, travel quizzes and world pride guides
 - Promoting both WorldPride in NYS and 50th Anniversary of Stonewall Rebellion
 - Additional focus on encouraging interested visitors to visit Upstate & Long Island
- 10 completed, 3 scheduled in coming months (Atlanta, Palm Springs and Miami)
- Activations complemented with paid advertising

EVENT	DATE
Washington DC Pride	June 10th
LA Pride	June 9 th —10 th
Columbus Pride	June 15 th —16 th
London Pride	July 7 th
San Diego Pride	July 14 th —15 th
Berlin Pride	July 28 th
Hamburg Pride	August 3 rd —5 th
Vancouver Pride	August 5 th
Market Days, Chicago	August 11 th —12 th
Montreal Pride	August 18 th —19 th





EXPERIENTIAL & EVENTS REPORT



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Development**



NEW FOR 2018: POD TOUR X 2

2017 Results

- Out-of-state events perform 30% better than in-state for lead generation

2018 Application: **Second Pod Hits the Road**

- Increased out-of-state & Canadian events while remaining with strong NYS presence

New Activations

- VR experience - takes visitors on two minute tour of top attractions (Niagara Falls, Watkins Glen State Park, Greek Peak Mountain Coaster, Whiteface Mountain)
- GIF app – allows for increased email collection





MID-TOUR RESULTS

- To date, exceeded goal for number of leads captured (10,749 vs. 10,000)
- 53% email open rate, double industry standard of 21%
- 22% email click rate, double industry standard of 10%
- Pods performing equally well for inspiring travel (78%) and increasing destination familiarity (73%)





STATE FAIR EXPOSITION CENTER GRAND OPENING





I LOVE NEW YORK EXPERIENCE AT THE STATE FAIR







ICE RINK WITH FULL PROGRAMMING





SEASONAL SELFIE STATIONS





SAND SCULPTURE





JACK O' LANTERN BLAZE AND CORN MAZE



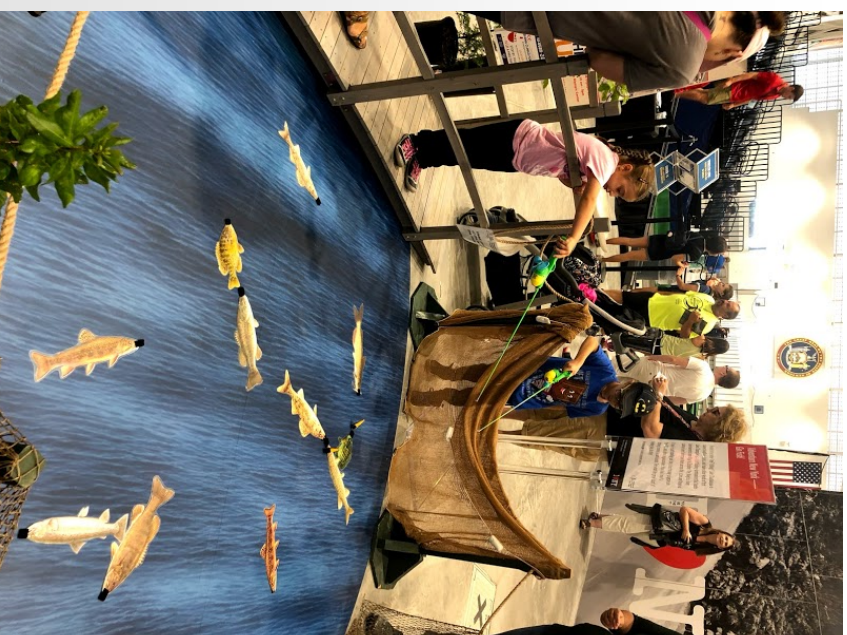


STATE AGENCY ACTIVATIONS





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STATE AGENCY ACTIVATIONS





FINGER LAKES WELCOME CENTER GENEVA, ONTARIO COUNTY





FINGER LAKES WELCOME CENTER GENEVA, ONTARIO COUNTY





FINGER LAKES WELCOME CENTER GENEVA, ONTARIO COUNTY





WESTERN NEW YORK WELCOME CENTER GRAND ISLAND, ERIE COUNTY



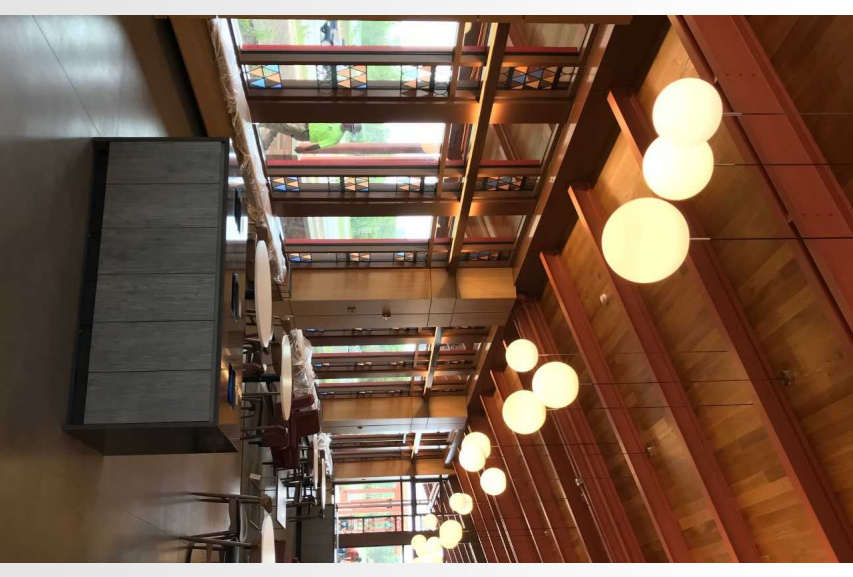
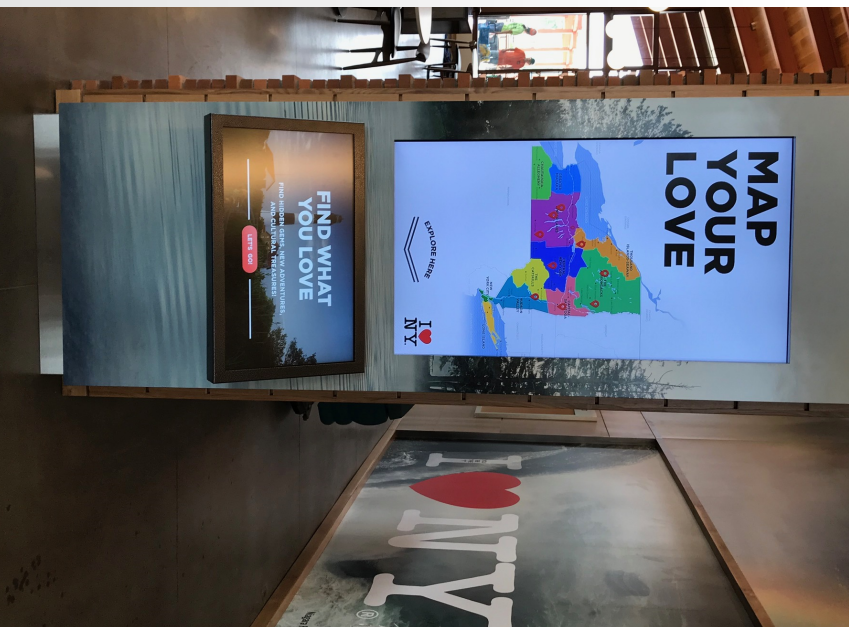


WESTERN NEW YORK WELCOME CENTER GRAND ISLAND, ERIE COUNTY





WESTERN NEW YORK WELCOME CENTER GRAND ISLAND, ERIE COUNTY





WESTERN NEW YORK WELCOME CENTER GRAND ISLAND, ERIE COUNTY





NEW YORK STATE WELCOME CENTERS

Opened

- Long Island – opened 10/2016
- New York City – opened 4/2017
- Mohawk Valley – opened 6/2017
- Southern Tier – opened 10/2017
- Central NY – opened 11/2017
- Finger Lakes – opened 5/2018
- Western NY – opened 8/2018

Scheduled to Open

- Adirondacks – September 2018
- Hudson Valley/Catskills – October 2018
- Capital Region – October 2018
- North Country – October 2018

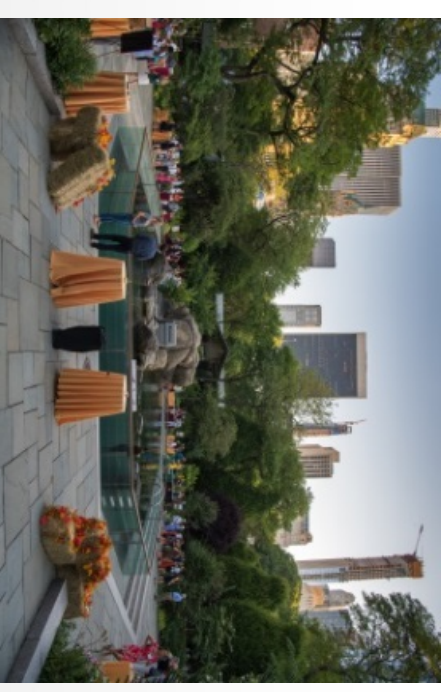


PUBLIC RELATIONS REPORT



FALL MEDIA NIGHT

- July 18 at Central Park Zoo
- “Fall Harvest & Foodie Fest” theme
- Attractions & partners included Dinosaur BBQ, Beekman 1802, Black Button Distilling, Nine Pin Cider, Riverside Maple Farm, Beak & Skiff, regional TPAs, Amtrak, and Path Through History reenactors
- More than 40 media attended, 17 new media
- Included Conde Nast Traveler, Fodor’s, NY Times, Daily News and National Geographic Traveler
- Generated articles in TimeOut, offMetro, and coverage of the event in Hype Magazine





TBEX & TRAVEL MEDIA SHOWCASE

TBEX

- September 11-13 in Corning, Steuben County
- Largest conference and networking event for travel bloggers, online travel journalists and new media content creators
- ILNY booth, remarks & participation in more than 26 Speed Networking meetings
- Nine post-conference FAM trips organized & led by ILNY, Break the Ice Media and Visit Rochester

Travel Media Showcase

- September 11-14 in Niagara Falls
- Opportunity for top travel journalists & industry professionals to meet
- ILNY booth, POD presence, speaking opportunity & 12 appointments





FIND WHAT YOU LOVE.





Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Monday, May 14, 2018

Location: 633 3rd Ave, New York, NY

Attendance:

TAC Members

Cristyne Nicholas, Elinor Tatum

Phone: Gail Grimmer, Thomas Mulroy, Ali Sirota, Alexandra Stanton, Elinor Tatum, Alana Petrocelli, Thurman Thomas, Dan Fuller, Spike Herzig, Katherine Nicholls, Barbaralee Diamonstein-Spielvogel

ESD / NYS Staff

Ross Levi, Executive Director of Tourism; Markly Wilson, International Marketing Director; Kelly Garofalo, Project Manager Tourism Marketing & Partnerships; Sara Emmert, Special Tourism Projects Manager; Lisa Soto, Director of PR and Licensing

TAC Guests

Kristen Jarnagin, Discover Long Island; Sarah McGinnis, Maurice D. Hinchey Catskills Interpretive Center; Randy Bourscheidt, NY Public Library; Mary Kay Vrba, Dutchess County Convention and Visitors Bureau

Phone: Mark Dorr, NYSHA; George Ntim, Marriott International; Tom Martinelli, Amtrak by Rail; Linda Ayres; Finn Partners; Ashley Graf, JetBlue

Meeting called to order: 11:05am

I. Approval of minutes – Cristyne Nicholas

- Motion to approve by Elinor Tatum
- Minutes approved with a second by Gail Grimmer

II. Chairman's Report – Cristyne Nicholas

A. Meeting Overview

- Welcome everyone! The last time we saw each other was in Albany following Tourism Action Day. Hopefully many of you were able to attend and meet with our state representatives to advocate the importance of tourism in New York State.
- Both Ross and I were able to speak at Tourism Action Day along with several other state tourism representatives, including Assemblymen Funke and Assemblymen O'Donnell. Many of the speakers at the morning session echoed the same sentiment—New York State tourism is the strongest it has ever been, but we need to continue to push towards continued growth.
- In particular, the Tourism Industry Coalition had two agenda items they wanted to address: the first being an amendment to the Matching Funds application so that TPAs can apply for smaller amounts, and the second a rejection of the proposal that would allow school districts to have a more flexible school year by starting prior to September 1st, which would cut into the summer travel season.
- Both of these issues certainly affect the tourism industry, so we are pleased that stakeholders had the opportunity to voice their concerns and reemphasize the importance of tourism as an economic driver in New York State.
- Following the Tourism Action Day morning session, we gathered for our TAC meeting. At that meeting, we welcomed guest speakers Scott Brandi from SANY and Jim McKenna from Lake Placid CVB to give an update on the state of winter tourism.
- We want to continue with the trend of inviting TPA guest speakers to provide an update on what is happening in their region. To date, we've heard from Warren Hart from the Catskills, Jim McKenna from Lake Placid, and today we welcome Kristen Jarnagin from Discover Long Island.
- This is the last meeting before we break for summer, so we have a lot of ground to cover. Before Kristen speaks, we will hear Ross' Executive Director Report which will cover industry events he's attended, summer marketing developments, and exciting news about several awards the I LOVE NEW YORK team has received.
- After that, we will hear a brief year in review for 2017 from the I LOVE NEW YORK team. Their fiscal year is from April to April, so April 1 is a significant date. Since then, the team has been hard at work assessing what they've done over the past year, and they would like to share what they learned with us.

B. Summer Media Night Review

- First, I would like to give an update on summer media night, one of ILNY's largest and most important events to promote the busy summer travel season in NYS.
- The event was held on Wednesday, April 11th at the new National Geographic Encounter: Ocean Odyssey in Times Square. The event was held there for two reasons: one because unique venues will attract journalists

who receive dozens of invites daily and second because the venue easily transported the journalists into a summer state of mind. The encounter uses groundbreaking technology to transport you on an undersea ocean journey, so tours of the encounter were given at the end of the evening.

- The event space offered a 40 foot high definition video wall and multiple screens throughout, which allowed us to show scenes of NYS vacation destinations throughout the evening and provided ample branding opportunities.
- Nearly all vacation regions attended and many brought local craft beverage companies with them to offer samples. In addition, we included partners at Parks, DEC, Canals, MetroNorth and Amtrak. Finally, attractions and programs such as the National Comedy Center, Chautauqua Institution, Haunted History Trail, Path Through History, Catskills Trout Tails – with a fly fishing demo, Corning Glass Barge, and the Genesee Country Village and Museum joined.
- Over 70 journalists attended from notable publications such as USA Today, NY Times and Fodor's Travel, as well as family publications such as Family Circle & Family Traveller. We also had new attendees from Parents, Long Island Pulse, and Insider Travel Report.
- It was one of the most successful media nights to date, with both the TPAs and journalists reporting back on great conversations and leads on travel stories and having enjoyed the experience overall.
- You can see on the screen a few examples of the results of these media nights:
 - George Gensler, an Adventures by Daddy contributor, was an attendee at last year's Summer Media Night and connected with the Rochester table inspiring the "2017 Rochester Lilac Festival Opens May 12 with Blooms, Bands, & Beverages" piece
 - As a result of Chelsea Bengier attending a past media night she featured Saranac Lake, Cooperstown, Athens, Phoenicia and Watkins Glen in her story, "Secret NYC Getaways" in Jetsetter
 - As a result of inviting Alan Fine to this year's Summer Media Marketplace and setting up an interview with Ross Levi, he posted the story "Insider Video: Find Out What's Hot in New York State Tourism" for Insider Travel Report
 - Meredith Deliso attended New York State Winter marketplace and published "Winter Olympics sports that amateur athletes can try in Lake Placid" in AMNewYork

C. TAC Member Accomplishments and Updates

- Next, I would like to take a moment to recognize one of our members, Spike Herzig, who received a leadership award from the Museum Association of New York at their annual conference. Congratulations Spike!
- If any other members have received any tourism related recognition, please let us know so that we can share.
- Finally, I would like to report that earlier this month Peter Carofano submitted his letter of resignation from the TAC board. Peter has been a very big booster of New York State's tourism industry for many years and we are tremendously grateful to Peter.
- Now I'd like to send it over to Ross Levi to give his Executive Director report.

III. Executive Director Report –Ross Levi

A. Industry Activities

- It's a very busy time of year as we're gearing up for summer, which is our key tourism season. In addition to our summer preparations, we just completed National Tourism & Travel Week and many of our partners across New York State held events in their regions and extended an invitation to I LOVE NEW YORK to attend. We attended several of those events, which I wanted to keep you up to date on.
- We were in Dutchess County with Mary Kay Vrba for their Tourism Trends Conference in early April. The conference began with a tourism partner meeting just for Dutchess County tourism-related businesses and then opened up to include tourism entities throughout the entire Hudson Valley region. Mary Kay gave a great presentation and discussed the state of tourism in Dutchess County. I spoke at a luncheon later in the afternoon about the state of tourism across the entire State and what we've been doing at I LOVE NEW YORK.
- There are a couple of big conferences that happened in the spring that are important to us in tourism. One is the Museum Association of New York State conference that took place in Rochester on April 8-10. That organization isn't primarily about tourism, they're about museum preservation and education, but more and more, they have understood that they are an exceedingly vital part of the tourism ecosystem. We work with them every year to make sure we are helping their members who have an interest in engaging in tourism and getting more visitors.
- This year, I spoke at the Night of Play at the Strong Museum about the importance of museums from our perspective and for the visitor's experience. I also spoke at the Funders Lunch--along with representatives from the federal government and our partners at the Council for the Arts--about Market New York and funding opportunities that exists for museums in the tourism context. Finally, we provided a co-branded I LOVE NEW YORK/Museum Association of New York bag to take with them.
- The New York State Tourism Industry Association (NYSTIA) holds its annual conference in the spring as well. This year, the conference was at the new Rivers Casino in Schenectady. This is a very important conference for us because it brings together all of the state's tourism stakeholders to one place at one time. We are

always very involved in the conference, and this year we delivered opening remarks, hosted a PR breakout session, moderated a panel discussion about adventure travel in New York State, and participated in the closing session where we gave an I LOVE NEW YORK year in review and sneak peek of what is coming up.

- I was in Patchogue on Long Island last week for the Discover Long Island Tourism Symposium, which Kristen organized as part of National Travel & Tourism Week. Again, we were able to give an update on what we accomplished in the last year and what is coming up.
- We were in Cooperstown in Otsego County for their Tourism Summit the next day. I was there to, again, give an overview of what I LOVE NEW YORK has been doing over the past year. The Tourism Summit was also an opportunity for Otsego County Tourism to talk about their tourism program and the important, dynamic things they're doing. They have a new Executive Director, Cassandra Harrington, who took over for Deb Taylor, and is really terrific.
- That's just a sampling of the industry events I've participated in and does not include other team members' travel. Markly, for example, was at the Ithaca Airport talking to the Ithaca community about connecting tourism to business efforts so that the community can be welcoming to visitors. He also met with the Guide Association of New York.
- And it's not over. This week I'm going to be back here in New York City for the launch of the Corning Museum Glass Barge, the great project which is celebrating the anniversary of the Corning Glass Co. moving from Brooklyn to Corning. They are going to have an evening reception on Wednesday night and a press conference on Thursday morning to launch the spring barge trip. They'll be doing glass blowing up the Hudson River and then across the Erie Canal before they end up in Corning in September.
- Finally, next week is IPW--the nation's biggest travel trade show to market the United States to the world. We want to make sure that we have a strong showing for New York State alongside New York City & Company.
- Finally, I will be heading to Denver on Saturday and will be participating in the Media Marketplace with Finn Partners. Afterward, I'll be joining the sales meetings for the next two days.

B. Summer Marketing

- We will be discussing our year in review in a little bit, but I did want to touch on one of our advertising learnings. A lot of times the earlier you can get in the market, the stronger your chances are for attracting summer travelers. We really wanted to make sure we are getting on air earlier and earlier. I'm happy to say that we achieved that goal this year. As of last Thursday, our first commercial aired in market for the summer. People are already putting together their family plans, so with the commercial out now, we can remind them what great opportunities are waiting for them here in New York. We will play it for you now.
- [Video presentation](#)
- This particular commercial is to get people excited about what's in their own backyard; they don't have to go very far to have an amazing vacation. They'll be other commercials as the summer goes on that will be showing different aspects of the State.
- **MS. JARNAGIN:** I saw it this morning. Thank you for putting Long Island on there instead of Fire Island, Fire Island. It's really important.
- **MR. LEVI:** Yes. Absolutely. I don't know how you can talk about summer without Long Island; right?
- **MS. JARNAGIN:** Right.
- **MR. LEVI:** Excellent. I'm glad it's being seen.

C. Awards

- Lastly, I wanted to share the news about some honors we've received. We like to think our work is pretty great, but it is better when somebody objectively tells you that. We are very pleased to have received a few awards. I get the honor of telling you about it, but it is important to note that in many cases, there are other people that are far more involved than I am; sometimes I am not involved at all.
- Our PR team deserves amazing credit for a Bronze Adrian Award for Featured Placement in a Newspaper. The Adrian Awards are national awards recognizing marketing achievement in the hospitality industry. The article that won was a front page article in the Wall Street Journal about syrup producers in upstate.
- Our digital team, headed by Anna Pakman, received a Shorty Award, which are basically the Oscars of social media. They recognize influencers, brands and organizations on Facebook, Twitter, Youtube, Instagram, et cetera. Past winners include Taylor Swift, Malala Yousafzai, and J.K. Rowling. The digital team won the Gold Distinction Award for overall Instagram presence, honoring the best brand presence on Instagram throughout the year. We beat out the likes of Netflix, AirB&B, Air Canada, Game of Thrones and many, many more. Congrats to Anna and her team.
- The Experiential Team, headed by Lizete Monteiro, won a Reggie Award for experiential marketing. This premier industry award recognizes the best marketing campaigns activated by brands and agencies. We received a 2017 Gold Reggie Award for Regional, Local Marketing Campaign for the I LOVE NEW YORK POD Tour.

IV. Year in Review and Learnings –ILNY Staff

- **MR. LEVI:** Now we want to give you an overview of the work we did this past year and what we learned. We spent the earliest part of this year assessing what we've accomplished, what we can learn from it, and how to move forward. Our fiscal year begins on April 1, so what we will present will be within that time frame. The

entire marketing team, not just the tourism team, but the entire marketing team including our agencies, worked together as a whole group through a lot of different processes to make sure we really looked at our past year's work to see how we can maximize the things that worked, and learn from the things that did not produce what we wanted. I thought it would be useful for the TAC to hear the results.

- I'm going to start by re-emphasizing what our strategy has been because, based on our learnings, this will continue to be our strategy going forward. Overall, our marketing strategy is to make sure that we are surprising, delighting and inspiring potential visitors. We want to let folks know that, aside from having the most amazing city in the world, there is much more to New York State. We want them to be surprised and delighted to see that there are waterfalls and beaches and wineries etc., which will inspire them to book. Specifically we want to inspire potential visitors to participate in more information seeking behavior. It's important to recognize that the State Division of Tourism is only part of the tourism ecosystem. We have our local TPAs. We have our attractions. We have our lodging. So we have to be very clear about what is our role, and our main job as a division is to get people thinking on a broad sense to consider New York for their next trip and seek information to actually plan that vacation. In many cases, they are going to do that on iloveny.com, but in some cases they may do that with our partners as well.
- It's worth noting, as you've heard again and again, that families continue to be our prime target. That's based on market research that tells us families vacation more, stay longer, and spend more. Families will remain our key target, though not our exclusive target. We do have secondary markets.
- Our geographic priorities have been the same for the past few years. Intrastate remains our number one target. Similar to most states, roughly 60 percent of the tourism in New York State is people within New York State taking trips. We want to make sure we continue to capture this market because they have a lot of choices. We also want to make sure we are reaching the states within a 3-5 hour drive from New York.
- International travel makes up a smaller percentage of our visitors, but like families, they stay longer and spend more so they remain an important market for us. We dipped our toe into the long-haul domestic market this past year with a digital campaign targeted at west coast travelers. We're going to continue to look if there are opportunities to do that in a smart and strategic way.
- Our overall messaging strategy is to showcase the unique world class attractions of upstate that will encourage information seeking behavior, which is why we have the call to action to visit our website at the end of each commercial. We also want to reassure potential visitors that there is a broad array of activities in New York State. The variety is important, which is why we show five or six different things in our commercials. The two most dreaded words on a family vacation are "I'm bored", so it is very important for us to show that, no matter what your family likes to do, there is lots of it to do here.
- We also want to convey that New York State is a place where you can create family memories; we want to create an emotional connection. The number one reason people take vacations is not to relax, it's not to get away--it's to make memories with loved ones.
- We're always very aware of the customer journey and thinking about where the customer or visitor is in their decision making process. Are we reaching them in the pre-consideration phase when they haven't really ever thought about taking a vacation in New York? Are we reaching them in the consideration phase where they're probably thinking about it, but haven't booked anything yet? Are we reaching them on the experience phase when they're actually planning their trip or when they're out on that trip? Or are we reaching them post travel, which is the opportunity to get them to be loyal customers and get them excited to come again.
- The main way we emphasize and get people excited about taking that trip to New York is emphasizing the dozens of activities they want to do, which fall into certain groupings. Outdoor activities are a really important bucket that people are looking for. Other important buckets include special events, historic and cultural activities, food and drink, shopping, theme parks, etc. These are all things that we will continue to promote.
- We use several different platforms to promote all the things to do in New York State.
 - We have our TV commercials that we produce in the summer, fall, and winter. Last year we produced three different summer spots, two equal rights spots, a State Fair spot, two fall spots, and a winter ski spot.
 - We place out-of-home ads exclusively in New York City on bus shelters, billboards, wallscapes, etc. This past summer, the out-of-home ads were focused on agritourism.
- A few things we learned when looking at how our advertising performed last year were:
 - Compelling and focused messages lead to the strongest consideration by potential visitors. When we tried to do too many messages, it did not seem to have the same result as having one message. For example, trying to do equal rights and agritourism and events all in one season is probably not as successful as focusing on one message.
 - We learned that it's important to convey the emotional value of making family memories using the most desirable family activities and awe inspiring world class destinations. Leading with your best. We know that this can sometimes create tension because everybody wants to be in a commercial, but we've learned that if we lead with our best, that will drive the information seeking behavior we want. It's at that point where potential visitors will dig deeper and get excited about the wide swathe of things there are to do.
 - And again, getting our message out earlier as we discussed previously.

- So I'm going to take a breath here and let Lisa spend just a couple of minutes talking about public relations.
- **MS. SOTO:** As many of you know our PR agency, Finn Partners, works very hard throughout the year to get the message of New York and all the great destinations we have out there to journalists and writers. One of the main ways we do that is through press releases and pitches. We distribute thousands of press releases every year focused on events, seasonal travel, new initiatives and, of course, we have our new development release that goes out in anticipation of the season. We also actively reach out to journalists to pitch our target audience of families with a variety of New York travel stories.
- One of our main program staples is our media nights. We do these three times a year ahead of the upcoming travel seasons for summer, fall, and winter. These events allow the press to interact directly with our vacation travel regions and travel partners. We try to have the media nights in locations that really speak to the season, which can be challenging when we're trying to host a fall event in the middle of summer, but we make it work. Last year we had our Summer Media Night at Macy's during their flower show, which was beautiful. We had our Fall Media Night at the Flat Iron Beer Cellar and were able to transform it with some artificial leaves and gourds and pumpkins to make it look like fall. Finally, our Winter Media Night was at Tavern on the Green. Altogether, our media events brought nearly 200 journalists face to face with our regions and attractions, so they were very successful.
- Lastly, throughout the year, we have our press familiarization (FAM) trips, which is where the rubber meets the road. We really want journalists to get the best experience of New York State, and experiencing it firsthand is the preeminent way to do that. We plan about three to four FAM trips a year. Last year, the attention for these trips was on 2017 anniversaries, so we hosted a tour that focused on the Erie Canal, suffrage and equal rights. We also hosted an adventure tour through the Adirondacks and a food and beverage tour through Central New York and Saratoga. In addition to group press FAMs, we sent dozens of journalists on individual press trips all over the State.
- We always try to take advantage of travel writer conferences because you get a large group of journalists and bloggers all in one place. In 2017, we had a great opportunity with a travel writer group called Macaroni Kid. They are a national network of contributors that distributes 550 hyper-local, weekly e-newsletters and websites covering 5,000 local communities with a reach of over 2 million moms each month. So clearly our target audience. Last year, we hosted three of their events:
 - Annual Ski Day at Plattekill Mountain
 - Silver Daisy Boondoggle in Rochester, a three-day FAM tour for the top 50 writers; and,
 - Annual Meet-up Conference in Montauk, a three-day conference for 140 national writers.
 All of these events generated hundreds of articles and millions of dollars in media value.
- So what have we learned this year? We learned that:
 - Focusing on our core public relations tactics, pitching, press releases, media events and FAM trips is what is actually generating results.
 - Concentrating on higher caliber media results in better circulation, higher media value, and a higher likelihood of reaching readers who are most likely to take a trip to New York State.
 - Our family travel media partnerships, such as Macaroni Kid, are effective in reaching our target audience.
 - Highlighting timely and topical tourism developments, such as the historical anniversaries we focused on last year, results in strong coverage.
 - In-state travel trade events provide efficient and effective opportunities for extensive coverage across a variety of outlets. This year we are doing that again with the upcoming TBEX conference and the Travel Media Showcase conferences.
- **MR. LEVI:** And I'll just highlight the piece about what media we concentrate on and emphasize that one of the things we are going to be even more intentional about is what kind of media outlets we reach. It isn't just about number of eyeballs; it's about what kind of eyeballs—are they eyeballs that travel for lack of a better term. It is more valuable for us to be in outlets focused on travel than in general publications. We aren't going to say no to the latter, but we recognize that our proactive efforts should be focused on targeted outlets.
- Now, we want to talk about our amazing digital initiatives and Anna, who heads up our digital team, is here to do that for us.
- **MS. PAKMAN:** One of the things we saw in the past year is that people are visiting our website more and more for blogs, which are a mix of content like suggested itineraries and themed travel, etc. As a result, we've produced more of this type of content and have seen engagement rates go up, which is great.
- We talked about the Shorty Awards and one of the reasons why we received that award was because of our Instagram stories. We've been investing a lot in producing Instagram stories. We see extremely high engagement rates and we've been very fortunate to have amazing TPA partners around the State who have provided us content. We try to do a story once every couple of weeks. We show you what a day in the life of a tourist is like in one of our destinations. We've also covered a lot of events like the State Fair.
- User generated content has provided a lot of content for us, not just on our social channels but it's also something that we've incorporated more and more into our website. For example, for the fall foliage report, which is the most popular page on our site after the home page, we incorporate people's Instagram photos if they used the #NYLovesFall hashtag.

- We also run a number of successful seasonal campaigns in addition to the fall foliage campaign. This past summer, we worked with NICHE, an agency that represents influencers. We sent eight family influencers to ten regions in New York State to have a family vacation experience and tell their followers about it. They had a really great time traveling the state, and we saw a lot of great engagement. We saw a lot of people commenting things like “let’s go there” or tagging their friends and family. Basically we saw people starting their vacation planning right in the Instagram comments.
- We also did a campaign called the I LOVE NEW YORK Bracket Challenge during March Madness season, which was a really big hit. This is the third year we’ve done the campaign. This year, we featured 16 attractions instead of 32. There was a strategic reason behind that, which is the new software only allowed us to have 16 items in the bracket. We featured destinations from across the state, but the winner ended up being Animal Adventure Park in Central New York. We also decided to really up the stakes to get people engaged by offering a free trip compliment of JetBlue and the TPAs. We used this as an opportunity to collect email subscribers; we gave people an incentive by offering the free trip and in exchange lots of them gave us their e-mail so we can keep contacting them and inspiring them to visit New York State. We did end up randomly picking a winner, so Shannon from Florida will be visiting Long Island. We let the winner choose from any of the 16 destinations featured in the bracket, and she chose to go to OHEKA Castle. We really saw an increase in engagement this year with double the number of votes we got last year. We also saw a very significant increase in visitation to iloveny.com.
- What did we learn this year?
 - Instagram continues to be our fastest growing and most engaged social channel. There is really a lot of opportunity there for travel brands. People are using it to post their own content, especially vacation photos. It has become a very natural place to go to for travel and lifestyle inspiration.
 - Authenticity and a focus on fun and adventure in unique destinations are key to social content. Instead of us at I LOVE NEW YORK always telling people that New York State is great, influencers are a great way to help spread the message since they provide more of a third-party validation.
 - Mobile is also increasingly important to consumers – both in the planning stage and for their in marketing experience. We have our I LOVE NEW YORK app, which hopefully everyone here has on their phones. The user base for that continues to grow.
 - We’re also seeing social use increase on mobile. When people are using Facebook or Instagram, they are using it on their phones as opposed to a desktop computer. Even the iloveny.com website is shifting in terms of visitation; the majority of it is coming from mobile devices.
 - Interactive campaigns like fall foliage and the I LOVE NEW YORK Bracket have the ability to both help boost traffic and present an opportunity for e-mail acquisition going forward.
- **MR. LEVI:** Great. Thank you, Anna. Lizette cannot be here with us today to present on experiential marketing as she is at a Welcome Center opening, so I will deliver her report.
- You heard about the POD in our last meetings, but it has been another successful year. This year, the Pod made 23 stops on the tour and expanded to out-of-state events. We even attended some international events in Canada. It continues to be a highly interactive experience for people who visit it.
- In addition to the Pod, we did special activations at the New York State Fair and at Watkins Glen International. These were bigger, different activations. For example, at the State Fair, we took over 3,000 square feet and created an interactive space where people could take selfies in different locations across New York State by using giant picture walls that made it seem like you were at the location.
- We also continued our work on the Welcome Centers. Five of the eleven centers are already open with the rest slated to open later in 2018.
- Those are the main prongs of the experiential team: the Pod, the Welcome Center, and the special activations.
- What was learned through the work we did?
 - All the survey data we received through collected emails from those that interacted with the Pod showed they were more likely to consider traveling to or within New York State. They were also more likely to plan or recommend a getaway and to have new ideas for things to do in New York State. We were very happy to see these results, particularly from the people at out-of-state events. We didn’t know how people would feel when we showed up in Canada with the I LOVE NEW YORK Pod, but people loved it. They loved hearing about the state and our engagement rates, in some cases, were higher than in-state events.
 - Experiential activations, like the trivia contest, the travel profile survey, and the newly added virtual reality, were all strong engagement points. As a matter of fact, we’re looking to expand some of the VR this year.
 - Our focus on e-mail collection generated results. We received the highest number of e-mails this year out of the three years we’ve done our experiential survey. We will continue to place an emphasis on that. We’re also going to be looking at what we can do with those e-mails. At the very least, we can send people our monthly e-newsletter. But we want to be more targeted and communicate with people more.

- We're also taking a look at our trade show work. I didn't necessarily mention that, but our experiential marketing team also makes sure that our presence at the international trade shows and consumer shows we do are as effective as they can be. This upcoming year, we want to take a deeper look at how we can improve that to make sure we're supporting our trade shows as best we can.
- And now Markly will talk about international.
- **MR. WILSON:** We have several international offices overseas: one in England, one in China, one in Australia, and one in Germany. Together with these offices, we participate in the major international trade shows: IPW, WTM and ITB. At each of these trade shows, we have several appointments with tour operators and we also participate in hosted dinners or breakfasts so that we can meet directly with select operators who are more likely to put New York State product on their shelf.
- We also conducted several road shows this past year: one to Scotland and one to Ireland. These were primarily to promote and educate suppliers on the new Norwegian airline routes directly into Stewart Airport.
- We also did a road show and sales calls to Germany.
- Speaking of Stewart, we conducted a symposium at Stewart Airport with the Port Authority, the TPAs and several attractions to prepare for the Norwegian air service. Additionally, we hosted a workshop with the TPAS and accommodations in the area specifically to explore how more products could be created for the new Norwegian service.
- Of course, familiarization tours are one of the main activities we conduct internationally because they are extremely effective at getting operators and media to understand New York State product so they can promote and sell it.
- We also collaborate quite a bit with Brand USA with really great results. We have, for instance, 12 pages in their inspirational guide. We also do travel agent trainings on New York State product in conjunction with Brand USA.
- And, of course, we conduct sales calls to trade & media in the countries where we have offices.
- So what did we learn and what are we going to do about it?
 - It is clear that when we have a consistent presence in a country, results are really wonderful. In Germany we now have 27 tour operators who are offering New York product. Similarly, in the UK where we have been for a long time, we're seeing good results as well.
 - International can work more collaboratively with the various other arms of the I LOVE NEW YORK team to leverage their work. For example, we were all promoting New York State in Canada: we conducted sales missions to Toronto, Ottawa and Montreal, the events team had the Pod in Canada, and the marketing team was advertising in Canada.
 - We want to increase our social media use among our international offices. Increased engagement with tour operators, as well as consumers, on social media is very helpful. So, our international offices will be reaching out to influencers and we will be using more user generated content to hype our activity.
 - Being proactive regarding emerging developments is a lesson that was learned to our benefit. We conducted a series of workshops throughout the state before the Norwegian air service launched with TourMappers, an in-bound operator, with the goal to create more product internationally for New York State. As an outcome of that, there are now 66 new lodging options being featured by TourMappers.
 - The most important lesson learned is to be aware of and respond to international challenges. Our international offices are all listening to the media, operators, and consumers about what's happening overseas and responding emphasizing the Governor's message that New York State is a welcoming state. They are making it clear that no matter where you were born, what culture you are, who you love, what your disability is, you are welcome in New York State. And that is working.
- **MR. LEVI:** Thank you, Markly. Now, the last team member we'll hear from before I wrap up is Sara Emmert to talk about our tourism segment programs.
- **MS. EMMERT:** Our segment programs are basically the platforms we use to market to travelers who want more specific experiences, like visiting historic sites or having a foodie experience, or going on a LGBT vacation.
- Our Path Through History program, as many of you know, was launched in 2012 by the Governor to link historically and culturally significant locations statewide. Thanks to the success of this program over the years, as well as the success of our Path Through History Weekends, we were able to expand the weekends from one to two for the first time last year. We added an additional second weekend in October just ahead of New York State history month in November. The first weekend was on Father's Day weekend, which we kicked off with a press conference at the Corning Museum of Glass. We had over 380 events for that weekend plus another 390 events over the second weekend, which was 50% more events than the previous year. These events offer families a chance to discover and experience even more historical sites throughout the State.
- Last spring, we launched the Equal Rights Campaign to highlight the commemoration of the 100th Anniversary of Women's Suffrage in New York State. We also wanted to promote the state's history of being a leader in equal rights from abolition to the LGBTQ movement at Stonewall. We captured the state's legacy in an Equal

Rights campaign, which promoted various important sites through commercials, an Equal Rights brochure, paid digital advertising and familiarization tours. Additionally, later this year, we'll be opening an Equal Rights Heritage Center in Auburn to emphasize the state's history and to encourage folks to visit the related sites upstate.

- We continued to promote our I LOVE NEW YORK LGBT program with activations at pride festivals throughout upstate all last summer. We also activated at a LGBT expo in New York City in September, participated in the Syracuse Chiefs' Pride Day as well as the New York State Fair pride day. This past March was also the first time we had a presence at the LGBT pavilion at ITB in Berlin. This past year we also had expanded advertising in print and digital LGBT outlets.
- Lastly, we're working on two new programs that are still in the early phases of development. Our accessibility initiative and a senior tourism program.
 - The accessibility initiative was announced by the Governor at the last tourism summit to increase consideration and intent to travel to New York State among folks with varying accessibility needs. We recognize that right now we don't have a collective guide to New York State accessible destinations. So, basically we want to create a consumer guide that travelers can use to know about experiences and plan more accessible vacations in New York State. We're currently working to hire a consultant who will help us shape best practices that we'll be able to give out to TPAs and attractions throughout the state to help enhance the visitor experience moving forward.
 - Legislation was recently signed into law to create a senior tourism program in New York State. This program will be designed to identify and promote New York State attractions and experiences that appeal to travelers 65 and over. We're working to provide more information to travelers interested in senior-friendly attractions, discounts, and additional information. We'll be working with the New York State Office of Aging, as well as the Office of Parks, Recreation and Historic Preservation to help distribute that information.
- **MALE VOICE:** For your accessibility program, maybe in some of your research you can find out what transportation options there are. We have a tour operator in the UK that would love to bring groups over, but he needs a coach that will have at least eight wheelchairs seats plus 20 other seats and nobody has that. Somebody quoted him like \$25,000 to convert the bus they have. The market is out there, but we don't have the transportation structure. So, if you can help us find out if there are transportation options out there it would be very helpful.
- **MS. EMMERT:** Certainly. That will likely be a large part of the program. I think people don't realize the huge economic impact this market can have if we just make really small changes to be inclusive. We don't have to rebuild all our attractions; there are simple things that can be done to just enhance an experience. So that's definitely something we're interested in and we want to provide more information to folks about.
- **MR. LEVI:** Great. Thank you, Sarah. I'm not going to spend a lot of time on this next section, but I do want to remind everyone that besides marketing, I LOVE NEW YORK does provide grants and money to our tourism partners across the State through the Matching Funds Program and the Market New York program, part of the REDC Consolidated Funding Awards that happen every year. Last year we gave away \$15 million and that will be the case again this year, which we're excited about. About half of that, \$7million, is for marketing projects and the other half, \$8 million, is for capital projects—bricks and mortar type stuff. Both are really important and we know that the industry takes advantage of both of those programs.
- In particular, we want to make sure that the applications align with our marketing strategy so that we have projects that emphasize our messaging. The projects that do those best will score best. For example, next year is World Pride and Stonewall 50, so special consideration will be given to projects that create exhibits or events across the state that are in line with our marketing efforts for those events; if there are projects that help create exhibits or events across New York State that will draw people outside New York City when they're here for World Pride and Stonewall, those are also projects that are being welcomed as part of Market New York.
- We have published the guidelines for the 2018 applications, so if you know of any projects of at least \$50,000 for a marketing project or \$150,000 for a capital project, you can encourage folks to go to <https://esd.ny.gov/market-new-york-tourism-grant-program> to find out more.
- **MS JARNAGIN:** Do you know what the matching component is on the capital?
- **MR. LEVI:** I do. A capital project requires the applicant to put in 80% and the State finances up to 20%. For a marketing project the applicant must put in 25% and the state finances 75%.
- On a last note, I want to highlight some of the new developments and new things that are happening in the next two years. The Catskills are about to open two major lodging attractions: Resorts World Catskills and the Yo1 Center, both of which will be opened by this summer. The National Comedy Center opens this August, which will be for Jamestown what the National Baseball Hall of Fame is for Cooperstown. The Chautauqua Harbor Hotel also opens this year to support tourism to that region. World Pride and Stonewall 50 happens next year with millions of people anticipated to come to World Pride in NYC, the first time in history it has been in North America. It's also the 50th anniversary of Woodstock in Bethel Woods in summer 2019, so we are calling it The Summer of Love. Finally, in 2020 LEGOLAND will be opening in the Hudson Valley and the Empire State Trail, the longest multi-use trail in the United States for biking and hiking, will be

open. If any state had two of these things happening, that'd be a pretty major year. The fact that we have all of this happening and more is a major deal for tourism development in New York State. It is exciting, but will also be a challenge for us in the Division of Tourism; it really ups our responsibility to make sure everyone knows all there is to do and see across the State.

- So that concludes the abridged year in review and a bit of a look forward.
- **CHAIR NICHOLAS:** Well, you have been busy. Any questions for Ross?
- **MS. TATUM:** I have one about winter. With skiing, there have been some changes to countrywide passes like the Max Pass that I think are going to affect New York State. The Max Pass had 44 mountains across the country, and a bunch of them were in New York State. The Max Pass has disappeared and it has been replaced by the Ikon Pass, which does not have any New York State mountains. All of the new passes basically ignore New York State. So, I think that may hurt New York State skiing and it's something we should look at because these passes do feature ski mountains in Vermont, Pennsylvania, Maine, and Massachusetts, which are our competitors.
- **CHAIR NICHOLAS:** We can contact Scott Brandi about that. Thanks Ellie. Any other questions? All right. So now we are going to turn our attention to Long Island. Kristen Jarnagin, President and CEO of Discover Long Island joins us today. Long Island is known, of course, as more of a summer destination. So we look forward to hearing what your plans are for the summer, but also, what you are doing to make Long Island more of a year-round destination. Kristen, the floor is yours.

V. Guest Speaker: Discover Long Island –Kristen Jarnagin

- Thank you so much for having me. I love hearing all the Long Island dialogue and we work very closely with the I LOVE NEW YORK team. We're tapped into all of the things you discussed during your year in review.
- I came to Long Island about two-and-a-half years ago from Arizona. Since then, a lot of changes have been made. We used to be the Long Island Convention and Visitors Bureau & Sports Commission, but re-branded a year to date to Discover Long Island. Since then we've continued to make a ton of changes. I brought some copies of our marketing plan, which I will pass around.
- I wanted to give you an overview about Long Island tourism and why it's so important. It's a \$5.6 billion industry, 84% of which is made up of small businesses. We generate over \$700 million a year in local and state tax revenues within both counties. So it's really important because, you know, everyone's been talking a lot about taxes, especially on Long Island. Long Island tourism generates 78,000 jobs according to the state numbers, but when you include seasonal workers, we're well over 100,000 jobs reliant on our industry.
- As Cristyne alluded to, we have been taking a more seasonal approach. We are definitely facing an over tourism issue on Long Island in the summertime on the weekends, so one of our strategies is to invite people during our shoulder season and stay longer and spend more money—all the same planning strategies that Ross and his team were talking about. Last year, we launched our very first ever winter campaign. We don't have any ski resorts on Long Island, but we are a great winter destination. Coming from Arizona, I can tell you, it's a winter wonderland fantasy in several of our downtowns. So instead of focusing on long haul like we do in the peak season, we shift our strategy to get more local people to come for staycations—it's a much more regional effort.
- We produced some out-of-home ads for this strategy which you can see on the screen. We did all new assets and photographs showing how beautiful Long Island can be in the winter and really showing our residents that Long Island is a great place to be in the winter; this is the time they can get out and enjoy all of the incredible world-class assets we have without the crowds and at lower prices. We did a first ever commercial, which I will show you now.
- [Video presentation.](#)
- You can kind of get the epic feel. The idea was to do something a little bit different with our commercial. Did you notice we don't talk about where every place is? We're trying to create an emotional connection and make people feel something. We really incorporated a lot more diversity in our ad, a lot of which is subliminal and you don't even realize. For example, there are two men and their son in the pumpkin patch.
- For our winter TV campaign, received a lot of results. We enlisted ADARA for tracking that campaign alone, and we're up almost 5% in occupancy year to date in December/January/February. Of course, we don't attribute the increase in occupancy solely to the campaign, but it is great when those things align. With the ADARA tracking, we pixel everything digitally. We had a lot of digital components. We used our commercial on television but, also, we did a lot pre-roll with digital videos so that we can track it digitally. What you see with the results is that, in December alone, we generated \$250,000. This is terrific especially considering ADARA only tracks the major hotel chains and 45% of all hotels on Long Island are not chains. If you take the ADARA results as a very conservative number, we're seeing some really tangible results; we know what we invested and we know what we're giving back to the community.
- We are really ramping up our international strategy. As we re-branded, we had to do one thing at a time and prioritize, so international took a bit of a back seat. Now, thanks to the help of a REDC grant we received last year, we were able to establish the very first ever partnership with New York City & Company and align ourselves as New York City's beachfront backyard. Since NYC is the number one international destination

worldwide, we want to let people around the globe know where we are located and what we have to offer. Aligning ourselves with New York City was important to accomplish that, and in this past year, it was so successful that we doubled our grant award. The market for our partnership with NYC is Australia, Canada, and we just expanded to the UK and Germany to make sure we are leveraging what the state is doing. We hired an in-house public relations team—a Discover Long Island office in the UK and in Germany—so we now have a constant message there.

- We have a lot of challenges still. We are still awareness based and just letting people know Long Island exists. I think we've just been kind of off the grid. When I was in Germany, I was doing a media event and speaking with the publisher of a major publication who mentioned he went to Long Island all the time. I asked where he went, and he said mostly the cape. That's what we're up against. In the U.K. the number one question our PR agency gets is whether or not it is safe to visit Long Island because there were national newspapers about "gangs and bodies in the street". So, we have a lot of work to do in those markets just from a basic awareness standpoint.
- Thanks to the REDC grant, we're also having our PR agency get involved with the trade. We hired Ginger Cross Marketing, which is Albert Jennings in Germany, who also represents Discover New England. The next step of our strategy is to create new itineraries that include taking the ferries going to and from New England and Boston. We're working with AG Hospitality Group to start the process of creating that product now. They're our consultants domestically, but they're charged with basically taking all of these components and tying them together and making sure that they're all working together. They have terrific relationships and we're looking forward to having them help us put Long Island on the map.
- We, of course, work with the I LOVE NEW YORK team to make sure we're aligning our efforts with what you are doing. We love participating in all of your familiarization tours. We're looking forward to participating in TBEX and the Travel Media Showcase.
- Another great initiative we did was with McArthur airport. I heard Southwest and JetBlue on the phone. We welcome you to expand into Long Island MacArthur Airport and we'll show you what we'll do for you if you do. Our airport is so valuable; it's such an important asset. We've wanted to expand into longer haul markets because we know that people who come from further away stay longer and spend more money. Washington DC is a critical target demographic for us. They meet all of our target demographics, but we couldn't do it on our own. So, we reached out to the airport and partnered with them to establish our very first ever short flight Long Island Campaign. We're really capitalizing on the BWI to ISP flight and working to promote that.
- We have a digital program going on right now that launched in April and is a six week program. We took over some bike kiosks, train station digital kiosks, and the BWI airport Wi-Fi with our Short Flight, Long Island campaign, and we're getting a ton of exposure from that. We'll be re-utilizing ADARA to get results on that. We also did a pre-awareness wave study and we're going to do a post wave study on this campaign to see how we move the needle from an awareness standpoint. We would like to branch out with our other partners in Philadelphia and new flights that are launching there—like Charlotte and Atlanta—to capitalize on that Short Flight, Long Island tag line.
- Of course, we are about to kick off our iconic summer. We are, I think, the most amazing summer destination in the country. I'll go ahead and show you some of the things that are happening this summer.
 - The USGA US Open is coming up in Shinnecock Hills. The event is anticipated to have a \$120 million economic impact with 30,000 tickets sold a day. We have been sold out for a long time. We are pushing rooms; people are coming from at least an hour away. The Long Island Railroad will have a temporary stop right there at the USGA so you don't have to take a car. We will also have shuttles. We're utilizing Gabreski Airport. They've built a \$1.5 million temporary pedestrian bridge, so a lot of expenditure and preparations are going into transportation to make sure it is seamless.
 - Next year is the PGA Championship is at Bethpage and then in 2024 we have the Ryder Cup coming. Both will provide incredible exposure to Long Island. The USGA has also committed to coming back to Long Island in 2026. So we're looking at golf consistently to help put our golf product on the map. In preparation for all these golf events, we've created a landing page letting people know where to stay, what to do, and how to get the most out of their experience. We're also doing some golf advertising and produced our first ever golf commercial, which will be running on FOX networks in five key markets: Philadelphia, Atlanta, Charlotte, etc. I will show that to you now. [Video presentation](#). In addition to playing on FOX, we will have a digital version that we can reuse next year for the PGA—if you noticed we used both Bethpage and Montauk.
 - The 150th Belmont Stakes is this summer, which is incredible. All eyes will be on Preakness this Saturday to see if Justify makes it through. We're crossing our fingers because if that happens, it will be a Triple Crown situation for the 150th year. When I first came on board, I noticed that New York City was doing quite a lot to promote the Belmont Stakes. We love our partnership with New York City, but we can't let them claim our iconic events. We created a landing page to capitalize on making sure we stake claim to that amazing event and let everyone know it's on Long Island. We are partnering with I LOVE NEW YORK and Finn Partners to do the first ever travel media FAM tour during Belmont; we are bringing travel media to this wonderful event and capitalizing on it to get those

- travel articles to start to connect Belmont with our destination. We just saw the list of travel writers on that trip and it is stellar. Finn Partners has done an incredible job helping us get top media there.
- Last year, as part of an REDC grant, Long Beach restarted Pride on the Beach. They had a Pride event for several years and it was kind of faltering, so they did away with it. They reinvigorated it last year with Pride on the Beach, and it was an incredible hit. This year, it will be the same weekend as the Belmont Stakes, so during that weekend don't call me and ask me for a room on Long Island. It is a great problem to have—so many wonderful activities happening at the exact same time. I am in discussions with the Pride on the Beach organizers about World Pride Week next year because it falls about two weeks after, so I think they are going to move the dates.
 - That's obviously not all that's happening, but I just wanted to give you a brief overview. You may have seen the World Street Journal article that we're considering a convention center on Long Island for the first time. This has been a behind-the-scenes labor of love for a while, but there is a lot of momentum for a convention center. It would be in Ronkonkoma, which is connected to the airport, to create the demand driver for our regional airport. It's also connected to the LIRR Ronkonkoma train stop. With that location, you can tell any meeting planner in the country that it would be equidistant from the heart of Manhattan or the Hamptons. There would be a 500 room hotel attached with walkable entertainment that's currently being developed right now—both restaurant and retail. I think if we get that built, we will be booked solid as a great secondary market to New York City, really a completely different product.
 - We also purchased a mobile visitor center, based on the success we've seen with the I LOVE NEW YORK Pod. We're converting an ice cream truck to have flat screen televisions and we're wrapping it with our branding. We are going to be looking to I LOVE NEW YORK to see how you have managed and staffed the Pod. We appreciate in advance all your help with that.
 - **MALE VOICE:** I want to echo Kristen's sentiment on the Washington, D.C. market. We've been down there for the last five years at their consumer travel show and it's a great market for us. Anything that we can do to partner with you in that market would be beneficial.
 - **MS. JARNAGIN:** Yes. We pass out our marketing plan to our constituents and stakeholders so they can plan their marketing plans, trade shows, and events around what we're doing. We give it to them in advance. I think it would be great to get that from I LOVE NEW YORK so that we could then plan everything around you and participate with what you're doing.
 - **CHAIR NICHOLAS:** Okay. Well, this was exciting. Thanks so much, Kristen, for being here.
 - **MS. JARNAGIN:** Thank you.
 - **CHAIR NICHOLAS:** Our next meeting is going to be on Monday, September 17th. It'll be here, again, in New York City. Before we close, any other questions or new business that anyone would like to bring up? No. With that being said, I need a motion to adjourn?
 - **MS. TATUM:** So moved.
 - **MS. GRIMMETT:** Second.
 - **CHAIR NICHOLAS:** Thank you very much. We'll see you all on September 17th.

Meeting adjourned: 12:36pm

Next meeting:

Monday, September 17th, 2018
 11:00am - 12:30pm
 633 3rd Ave
 New York, NY