



## **Tourism Advisory Council Meeting**

Tuesday, January 21, 2020  
633 Third Ave  
37<sup>th</sup> Floor Boardroom  
New York, NY  
11:00 a.m. – 12:30 p.m.

**Webcast address:** <https://iframe.dacast.com/b/119897/c/489781>

### **AGENDA**

- |      |                                                         |                   |
|------|---------------------------------------------------------|-------------------|
| I.   | Approval of Minutes                                     | Cristyne Nicholas |
| II.  | Chair's Report                                          | Cristyne Nicholas |
|      | a. Member Updates                                       |                   |
|      | b. 2020 State of the State                              |                   |
| III. | I LOVE NY Report                                        | Ross Levi & Team  |
|      | a. New Staff Announcements                              |                   |
|      | b. Winter Marketing                                     |                   |
|      | c. Digital Build Your Own Bucket List Campaign          |                   |
|      | d. NYC+ International Campaign                          |                   |
|      | e. Industry Events & Activations                        |                   |
|      | f. Tourism Funding Programs Update                      |                   |
| IV.  | Guest Speaker: Department of Environmental Conservation | Laura DiBetta     |
| V.   | New Business                                            |                   |

#### **Next meeting:**

Wednesday, February 26, 2020  
Albany, NY  
Room TBD

# Tourism Advisory Council Meeting

*January 21, 2020*

I ❤️ NY<sup>®</sup>

A Division of Empire State Development



Empire State  
Development

# CHAIR'S REPORT

# 2020 STATE OF THE STATE TOURISM-RELATED ANNOUNCEMENTS

## Combating Climate Change

- Make New York the top state for recreational fishing
- Protect high-traffic public lands for future generations

## Economic Development

- Invest in Round X of the REDCs and Round 5 of the DRIs

## Recreation and Tourism

- Invest \$300 million into the “Reimagine the Erie Canal” program
- Grow New York State’s world-class parks system with new, expanded & upgraded State Parks
- Rebuild the recently destroyed Mid-Station Lodge at Whiteface Mountain

## Infrastructure

- Invest in MTA’s Capital Plan to provide more reliable & accessible public transportation
- Invest in a second round of funding for Upstate airports
- Reimagine the Buffalo Skyway and improve access to Buffalo’s Waterfront
- Develop innovative strategy to build high speed rail in New York
- Ensure cellular coverage across New York State



# 2020 STATE OF THE STATE TOURISM-RELATED ANNOUNCEMENTS



# I LOVE NY REPORT

# WINTER COMMERCIAL



# BUILD YOUR OWN BUCKET LIST DIGITAL CAMPAIGN

- December 2 – 20
- Partnered with JetBlue and TPAs for prizes
- Visitors could pick three attractions for their personal bucket lists
- Extra entries allowed for social sharing & personalized email sent for deeper exploration
- #1 page for campaign duration
- 94% of post-survey participants got new ideas about things to do and places to go in New York State
- 76% said they are “likely” or “extremely likely” to plan a New York State getaway as a result











## Enter for a Chance to Win a Dream New York State Vacation<sup>†</sup> from I LOVE NY and JetBlue!

Welcome to the I LOVE NY Build Your Own Bucket List Sweepstakes, our showcase of New York State's most sought-after family-friendly destinations. One lucky winner will receive a trip for four, including JetBlue flight certificates\*. Note: This contest concluded on December 20, 2019. Please visit our [2020 New York State Bucket List](#).

Step 1: Build your personal bucket list by tapping three hearts below

Step 2: Fill out a quick-form to enter for a chance to win

Step 3: Boost your chances of winning by sharing your entry on social media

 <p>National Baseball Hall of Fame &amp; Museum</p> <p><a href="#">More Info</a></p>	 <p>Gore Mountain</p> <p><a href="#">More Info</a></p>	 <p>Roosevelt Baths &amp; Spa</p> <p><a href="#">More Info</a></p>	 <p>Catamount Mountain Resort</p> <p><a href="#">More Info</a></p>	 <p>Howe Caverns</p> <p><a href="#">More Info</a></p>
 <p>Coopers Beach in the Hamptons</p> <p><a href="#">More Info</a></p>	 <p>Panama Rocks Scenic Park</p> <p><a href="#">More Info</a></p>	 <p>The Kartrite Resort &amp; Indoor Waterpark</p> <p><a href="#">More Info</a></p>	 <p>Baldt Castle</p> <p><a href="#">More Info</a></p>	 <p>Explore &amp; More Children's Museum</p> <p><a href="#">More Info</a></p>



# NYC+ INTERNATIONAL CAMPAIGN

- Launched January 14
- Developed through I LOVE NY's UK office in expanded push to welcome British travelers
- Available through partnership with British tour operator Funway Holidays
- Series of four itineraries focused on combining New York City with short visits to other areas of the state (Long Island, Hudson Valley, Finger Lakes, Greater Niagara)
- Complements longer fly-drive itinerary programs offering more extensive New York State-based vacations, such as Wine, Water & Wonders and Beyond the Big Apple



## 5 DAYS NEW YORK CITY + GREATER NIAGARA

New York + Greater Niagara Fly Drive Holiday - 5 days from £899pp

### New York – Corning - Finger Lakes

Combine the excitement of New York City with the wonderful attractions of the Greater Niagara region in upstate New York. Start your adventure with a lively city break in the fascinating Big Apple then follow this with a drive up through the Finger Lakes area to reach Rochester by Lake Superior. Follow this by a tour of the Erie Canal and Buffalo culminating in a visit to the marvelous Niagara Falls State Park for its majestic falls and unforgettable memories.

## 5 DAYS NEW YORK CITY + DUTCHESS COUNTY

New York + Dutchess County Fly Drive Holiday - 5 days from £699pp

### New York – Poughkeepsie – Rhinebeck

Complete your visit to New York City with a delightful excursion into New York State showcased by beautiful Dutchess County. You'll first enjoy 2 days exploring the Big Apple before venturing out into upstate New York following the Hudson River through scenic and historic Hudson Valley. Here you'll find culinary excellence, glimpses into the county's colourful history, and the beauty of the great American outdoors.

## 5 DAYS NEW YORK CITY + LONG ISLAND

New York + Long Island Fly Drive Holiday - 5 days from £699pp

### New York – Long Island

Extend the excitement of your visit to New York City with a side trip into nearby Long Island in New York State. You'll first enjoy 2 days exploring the bright lights and iconic sightseeing of New York City before riding the train on a pleasant journey out into Long Island to enjoy its broad beaches, Gold Coast mansions, charming villages and historic lighthouses.

## INDUSTRY EVENTS & ACTIVATIONS

### American Bus Association Annual Marketplace

- January 11-14 in Omaha, NE
- I LOVE NY and NYSDMO Association hosted breakfast for 300+ operators attending show
- Provided overview of recent and upcoming developments available to bus market
- Co-sponsored the New York State booth on show floor
- Participated in “Dine Around” evening

### NYSTIA Strategic Planning Meeting

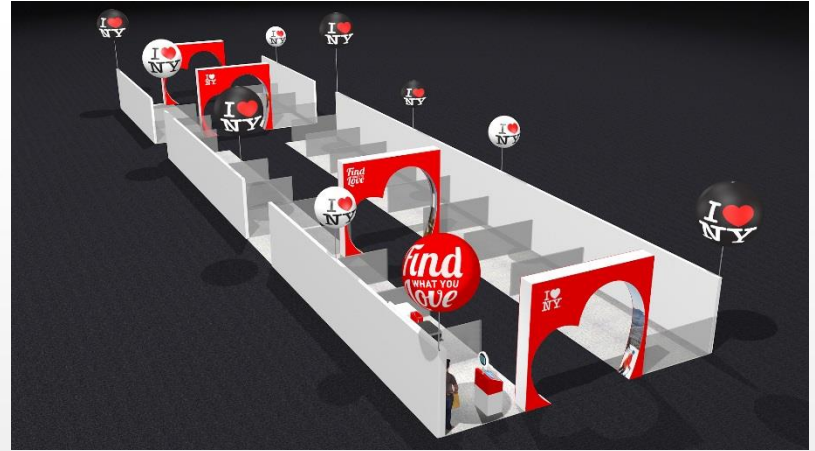
- December 4 at TWA Hotel in New York City
- Meeting of the board and key stakeholders
- Created new committees to develop strategies on Advocacy, Membership, Collaboration/Marketing and Education/Professional Development





# INDUSTRY EVENTS & ACTIVATIONS: NEW YORK TIMES TRAVEL SHOW

- January 24-26 at the Javits Center
- I LOVE NY official bronze level sponsor
- Branded New York State aisle
- 19 partners participating
- Elevated brand exposure including show signage and ads in NY Times magazine, newspaper and on show website
- I LOVE NY to sponsor LGBT Pavilion and present trivia quiz during weekend consumer show to test how well consumers really know New York State—complete with prizes



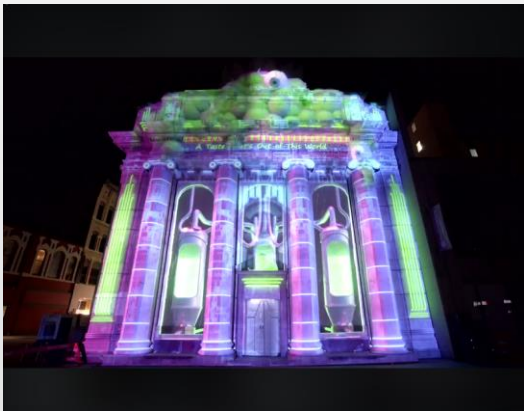
# 2019 REGIONAL COUNCIL AWARDS

- Announced on December 19 in Albany
- Collectively, \$761M in state resources made available
- \$15M in Market New York funding:
  - \$7M for marketing projects
  - \$8M for capital projects
- 180 applicants, 60 projects awarded
  - 40 marketing projects
  - 20 capital projects
- Award letters issued, working with grantees on incentive proposals
- New, fully-staffed team has allowed for real-time communication



# MARKET NEW YORK AWARDEE HIGHLIGHTS

- Buffalo Olmstead Parks Conservancy: New augmented reality site on mobile app
- National Susan B. Anthony Museum & House: VoterCade 2020
- Schuyler County Partnership for Economic Development: Festival of Lights in the Glen
- National Baseball Hall of Fame & Museum: Diamonds of the HOF Collection Video Series
- The Wild Center: Get Outside - Four Season Destination Tourism Marketing



# MARKET NEW YORK AWARDEE HIGHLIGHTS

- St. Lawrence County Chamber of Commerce: Bassmaster & Family Fishing Events Series
- Erie Canalway Heritage Fund: Erie Canal Accessibility Tourism Marketing Project
- Sleepy Hollow Village: Washington Irving Legend of Sleepy Hollow Bicentennial Celebration
- Historic Hudson Valley: Expansion of the Great Jack O'Lantern Blaze to Long Island
- The Italian Cultural Foundation: Casa Belvedere Historical Restoration



I♥NY®

FIND WHAT YOU LOVE.

I♥NY®



Empire State  
Development

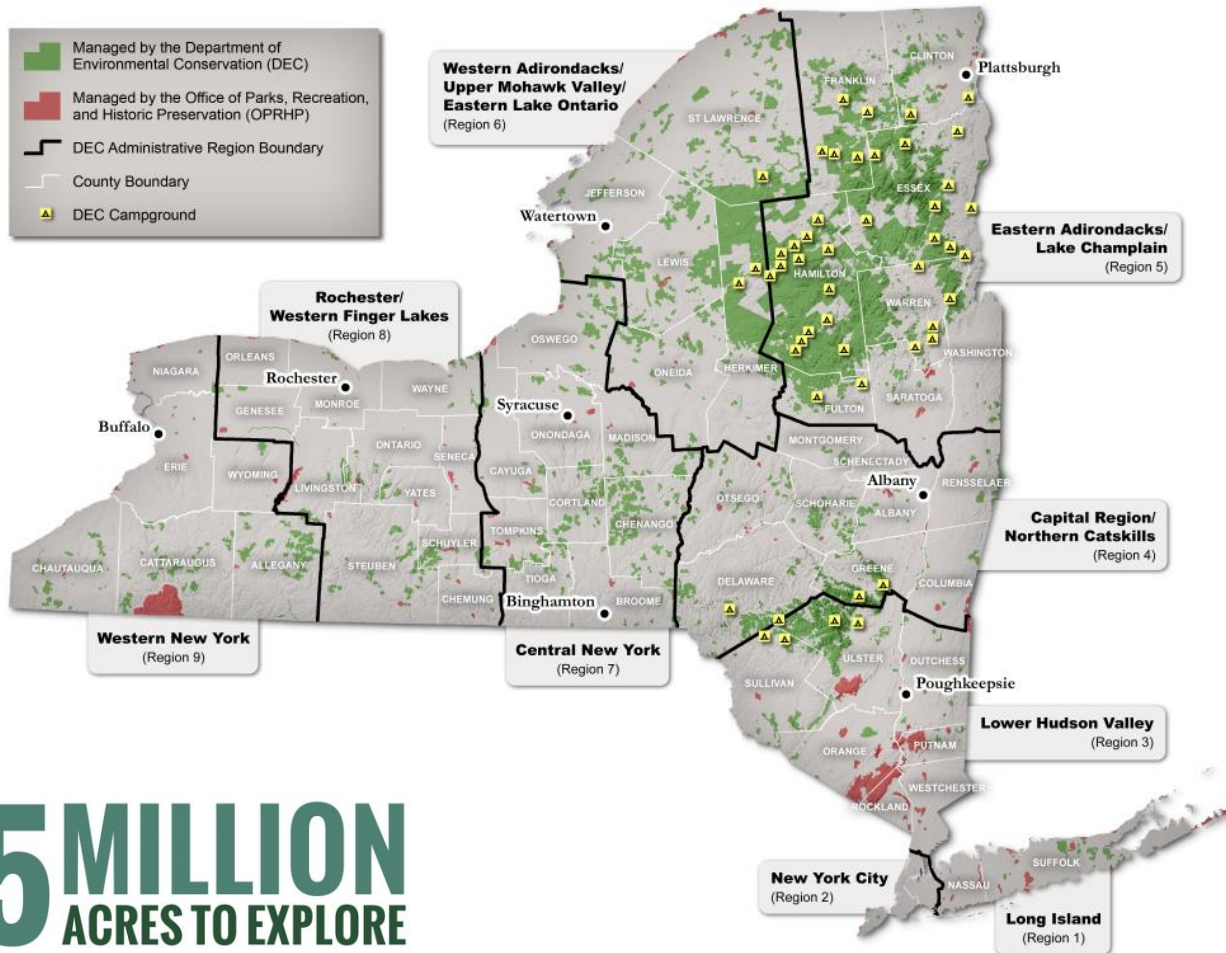


Department of  
Environmental  
Conservation

# **Adventure NY: How NYS is Connecting Families and Visitors to New York's Great Outdoors**

Laura DiBetta, Director of Outdoor Recreation





**5 MILLION**  
ACRES TO EXPLORE



Department of  
Environmental  
Conservation

# **DEC Lands and Waters**

**5 million acres of public lands**

**5,000 miles of trails**

**1,000s of lakes and ponds**

**1,700 primitive campsites**

**400 boating & fishing facilities**

**357 trailheads**

**55+ campgrounds & day-use areas**

**30+ Bird Conservation Areas**

**20+ fire towers**

**...endless adventures**





# Outdoor Recreation Economy

- Tourism is third largest industry in NYS
  - Accounts for 1 in 10 jobs
  - Revenue contributes \$1,200 value to every citizen of NY
- 313,000 direct jobs
- \$41.8 billion in consumer spending
- \$14 billion in wages and salaries
- \$3.6 billion in state and local tax revenue



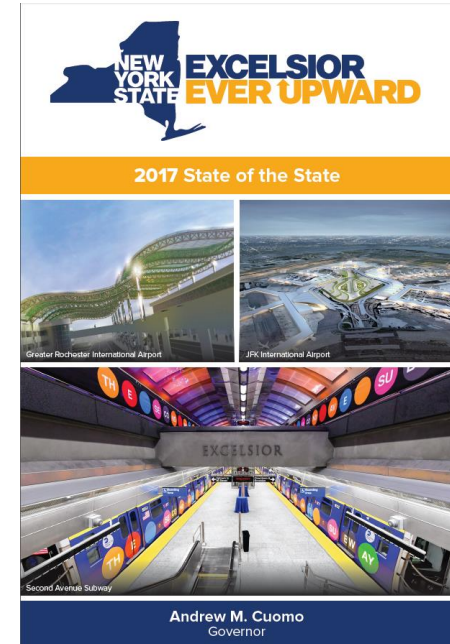
# Challenges

- Aging infrastructure
- Increased use in popular areas
  - Public safety
  - Natural resource protection
  - Visitor experience
- Broader societal changes



# Adventure NY

- Announced by Governor Cuomo in 2017 State of the State
- Multi-year outdoor recreation campaign to connect more New York families and visitors to the great outdoors
- Several new programs also announced
- Commitment to improving access and the visitor experience



Department of  
Environmental  
Conservation

# Adventure NY: the “what”

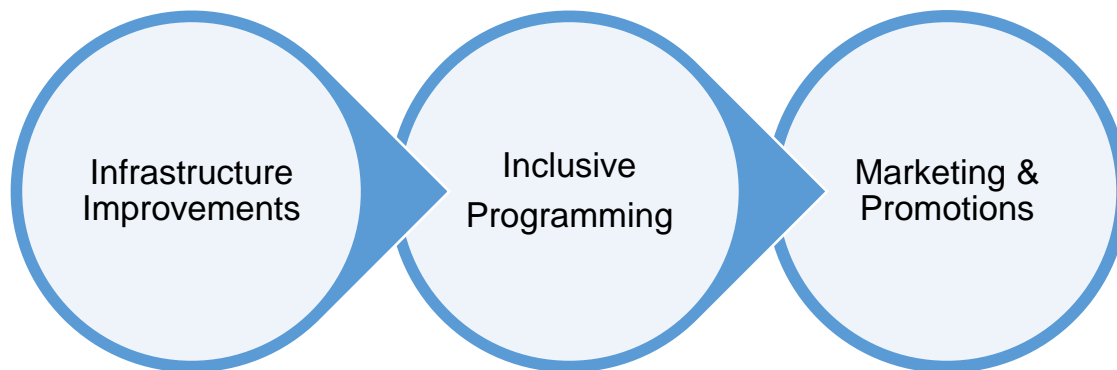
- Four Strategic Priorities:
  1. Expanding access to healthy, active outdoor recreation
  2. Connecting people with nature and the outdoors
  3. Protecting NY’s natural resources
  4. Boosting local economies



Department of  
Environmental  
Conservation

# Adventure NY

- The “how”





# Infrastructure Improvements

- Expanding access & improving visitor experience
- \$50 million initial investment to connect more NY families and visitors to the great outdoors



Observation platform at Kaaterskill Falls



Department of  
Environmental  
Conservation

## Infrastructure Improvements



Northampton  
Campground  
Comfort Station  
After

Elm Ridge  
Wild Forest



Mount Loretto  
Unique Area



North-South Lake  
Day Use Area



Department of  
Environmental  
Conservation

## Infrastructure Improvements

Basswood Pond State Forest



Willie Wildlife Marsh Interpretive Trail



# Gateways and Recreation Hubs



Frontier Town Campground, Equestrian and Day Use Area



Catskills Visitor Center

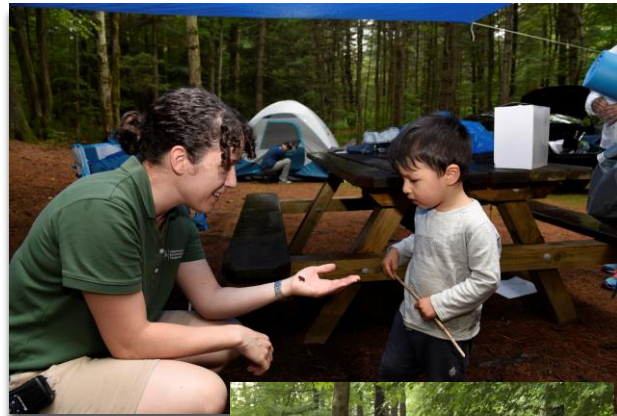
# Inclusive Programming: Connecting People to the Outdoors

- Guided, introductory, quality experiences
- Reduce barriers to participation
- Opportunity for education
  - Leave no Trace, HikeSmartNY



# First-Time Camper Program

- Announced in 2017 State of the state
- Joint effort with NY State Parks
- Full-service introductory experience
- >98% satisfied with experience (92% “very”)
- 100% likely to go camping again (79% “extremely”, 21% “very”)
- Hospitality is key



# I Bird NY

- Wildlife watching is easy, accessible, and big business:
  - Wildlife watchers spent \$4.2 billion on wildlife-watching activities in New York State in 2011\*
- Announced in 2017 State of the State
- I Bird NY includes:
  - Central website: [IBirdNY.org](http://IBirdNY.org)
  - Getting started guide
  - Birding Challenges with prizes
  - New signage



Department of  
Environmental  
Conservation

# Outdoors Day

- Announced in 2017 State of the State
- National Get Outdoors Day
- Open-house style events across the state
- Demos and guided introductory activities
  - Fishing
  - Bird Watching
  - Hiking
  - Outdoor Safety
  - Paddling
  - Archery
  - Camping
  - Mountain Biking
  - Nature Photography
  - and more!
- 3,000 participants at 11 events
- Save the date: June 13, 2020





# See the Catskills Like Never Before

- Joint effort with ESD to promote outdoor recreation in the Catskills
- Two new programs launched:
  - *Hike with Us – Catskills (beginner)*
  - *Catskills Fire Tower Five Challenge (more advanced)*



## Programming



Yesterday

#5 Overlook Mountain Fire Tower			
4.41 MI	TIME	PACE	
	1:09:21	15:44	
#4 Mount Tremper Fire Tower			
6.11 MI	TIME	PACE	
	2:14:01	21:57	
#3 Hunter Mountain Fire Tower			
4.64 MI	TIME	PACE	
	2:15:01	29:07	
#2 Balsam Lake Fire Tower			
5.86 MI	TIME	PACE	
	1:38:01	16:43	
#1 Red Hill Fire Tower			
3.27 MI	TIME	PACE	
	1:11:17	21:49	
Steps	57,744		✓
Floors	805		✓
Calories	2,836		

# Marketing & Promotions

- Press events and releases
- Enhanced digital promotions
- User-friendly, inclusive communications
- Coordination with partners



# Events and Releases



Catskills Visitor Center



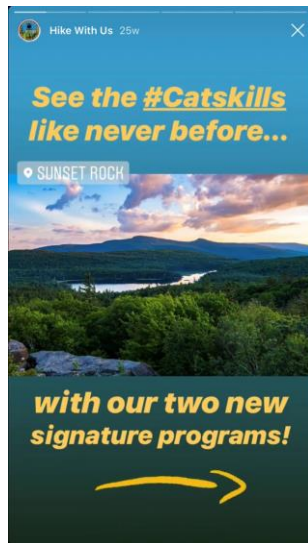
Five Rivers Environmental Education Center



Department of  
Environmental  
Conservation

# Enhanced Digital Promotions

- Email newsletter, *Find Your Adventure*
- Social media
- Website
- Video



**DEC 50** NYS Department of Environmental Conservation Like Page

Published by Benjamin Mitchell [?] · May 22, 2019 · 🌐

Join DEC in celebrating National Get Outdoors Day! Outdoors Day participants will be able to discover new skills and try out a range of introductory outdoor recreation activities such as fishing, paddling, hiking, biking, bird watching, archery, nature photography, camping, and more. Adaptive equipment and opportunities will be available at select locations. Each location will have it's own array and schedule. All events are free. All event details, including schedules and any registration requirements can be found on our Facebook events or at <http://www.dec.ny.gov/outdoor/113380.html>

#OutdoorsDayNY

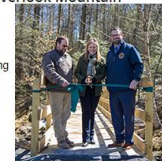
**OUTDOORS DAY 2019**

## Marketing and Promotions



### New Meads Meadow Trailhead Opens at Overlook Mountain

As part of New York's weeklong celebration of Earth Day, DEC formally opened the new Meads Meadow Trailhead parking lot and trails on Macdaniel Road in the town of Woodstock. Site enhancements include a new 30-car parking lot, half-mile mile connector trail to Overlook Mountain, trail kiosk, two family-friendly loop trails, and public sanitation. Before you start your hike, make sure you check out the Catskill Interpretive Center.



### A Free Oasis in the Heart of the Central Adirondacks

The more than 19,000 acres of lands and waters that make up the Essex Chain Lakes Complex provides plenty of space to find your adventure in the Adirondacks. With 18 water bodies, ten miles of Hudson River access, and four miles of Cedar River access, there is plenty of water for paddlers or fishers to explore. After your paddle, set up camp at one of 32 primitive tent sites, or 11 tent sites along the shores of the Essex Chain Lakes. Nearly 20 miles of administrative roads are open to both horseback riding and bicycling. Plan your Adirondack adventure in Essex Chain Lakes today!



### Come Celebrate Outdoors Day at Free Events Across the State

New York will celebrate Outdoors Day on June 5th to encourage healthy, active outdoor fun. These events are part of Governor Cuomo's efforts to connect people to nature and provide increased access to outdoor recreation through hands-on activities. Outdoors Day participants will be able to discover new skills and try out a host of outdoor recreation activities such as fishing, paddling, hiking, biking, bird watching, archery, nature photography, camping and more. Find a location near you and get outdoors!



Department of  
Environmental  
Conservation

# User-friendly, Inclusive Communication

**5,000+**  
miles of  
formal trails

**55+**  
campsites  
and day-use  
areas

**ADVENTURE  
NEW YORK**  
FIND YOUR ADVENTURE

**132**  
universally  
accessible sites  
(campsites, fishing piers,  
trails, horse mounts, etc.)

**400+**  
boating and  
fishing facilities

**5 million**  
acres of public  
lands managed  
by DEC

WELCOME TO  
**Fish Creek Wildlife Management Area**

NEW YORK  
STATE OF  
OPPORTUNITY  
Department of  
Environmental  
Conservation

**NOTE:**

• **Accessibility:** The parking lot, path to the water and certain backcountry sites are accessible to people of varying abilities. Please be advised that the creek, lower facilities, offering accessibility at the water's edge.

This wildlife management area is more than 4,400 acres. About half of the area is marsh. The remainder is upland forests and meadows. Its diverse habitats support a wide range of fish and wildlife species. Fishing from a canoe or from shore along Fish Creek is a great way to enjoy the marsh.

Visitors observe a variety of marsh birds, songbirds, waterfowl and raptors. Anglers fish for bass, sunfish, perch and bullhead. Hunters come for deer, rabbit, turkey, waterfowl and grouse. Trappers come for furbeavers, including beaver, muskrat, mink and otter.

**LEGEND**

- Trailhead
- Water
- Major Road
- Other Road
- 100 Foot Contour
- State Land
- Managed Land
- Boat Launch
- Fishing Access
- Gate
- Parking Area
- WMA Road (unpaved)
- Wildlife Management Area
- State Forest

• Symbols on the map in blue indicate accessible facilities.

**OPEN FOR PUBLIC USE**

NYDEC Region 6 Protection Office  
4130 US Highway 11  
Pittsford, NY 14576

www.dec.ny.gov

CONNECT WITH US: Facebook, Twitter, YouTube, NY

NYDEC Region 6 Protection Office  
4130 US Highway 11  
Pittsford, NY 14576  
In contact with Environmental Conservation Office  
of Forest Region, call 1-877-487-6666

**CELEBRE EL DÍA AL AIRE LIBRE  
8 DE JUNIO DE 2019**

**ADVENTURE  
NEW YORK**

**ACTIVIDADES  
GUIADAS AL AIRE  
LIBRE GRATIS**

- Pesca
- Senderismo
- Remo
- Campamentos
- Observación de aves
- Fotografía de naturaleza

**¡Y MUCHO MÁS!  
#OUTDOORSDAYNY**

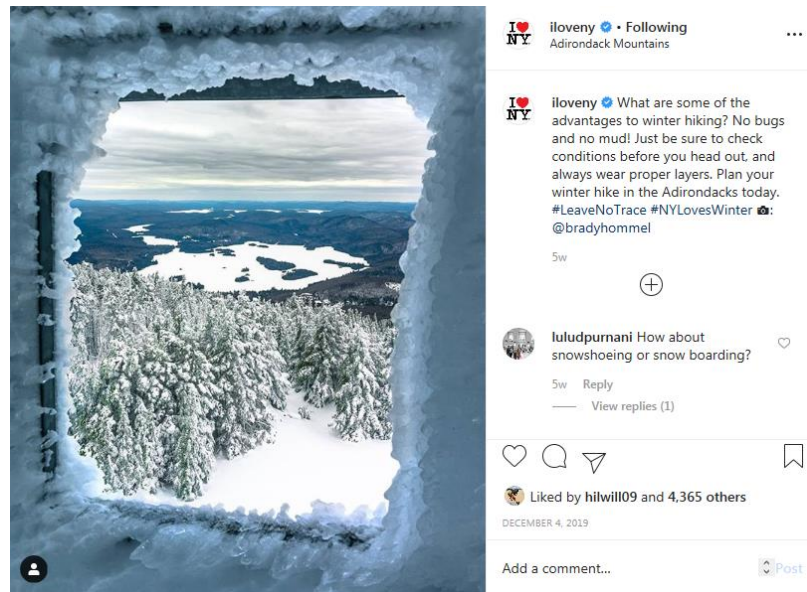
NEW YORK  
STATE OF  
OPPORTUNITY  
Department of  
Environmental  
Conservation

Lleve a toda la familia y disfruten del día con una aventura al aire libre. Demostraciones gratuitas de las actividades de 10:00 a 3:00. Ubicaciones en todo el estado, consulte [www.dec.ny.gov/outdoor](http://www.dec.ny.gov/outdoor) para obtener más información.



**Department of  
Environmental  
Conservation**

# Coordination with Partners





Department of  
Environmental  
Conservation

Laura DiBetta, Director of Outdoor Recreation  
[laura.dibetta@dec.ny.gov](mailto:laura.dibetta@dec.ny.gov)







## Tourism Advisory Council Meeting Minutes

*"Draft – Subject to Board Approval"*

**Date:** Monday, November 18, 2019

**Location:** ESD Offices, 633 3<sup>rd</sup> Ave, New York, NY

### **Attendance:**

#### TAC Members

Cristyne Nicholas, Thomas Mulroy, Elinor Tatum

**Phone:** Dan Fuller, Katherine Nicholls, Thurman Thomas, Ali Sirota, Dan Fuller, Alexandra Stanton

#### ESD / NYS Staff

Ross Levi, Executive Director of Tourism; Kelly Garofalo-Wilkins, Senior Project Manager Tourism Projects; Anna Pakman, VP Digital Marketing; Markly Wilson, Director of International Operations; Lisa Soto, Director of Public Relations & Licensing; Shenique Coston, Vice President, Experiential Marketing; Sara Emmert, Director of Special Tourism Initiatives; Heather McElhiney, Director of Tourism Programs & Operations; Richard Gagliano, SVP of Marketing

#### TAC Guests

Greg Marshall, Visit Rochester; Josiah Brown, New York Welcomes You; Tamara Murray, Emerson Resort & Spa; Matt Steen, Emerson Resort & Spa; Christopher Guidone, Big Picture Tourism; Helen Ames, Finn Partners; Patricia Ornst; Delta Air Lines; Traci Suppa, BBG&G Advertising and Public Relations; Natasha Caputo, Visit Westchester; Roni Weiss, Travel Unity; Mara Manus, NYSCA; Imran Ansari, Discover Long Island **Phone:** Tom Martinelli, New York by Rail; Sara McGinnis, Catskill Interpretive Center; Samantha Hayes, Cattaraugus County; Phil Nova, Finn Partners

**Meeting called to order: 11:02 AM**

### **I. Approval of minutes – Cristyne Nicholas**

- Motion to approve by Elinor Tatum
- Minutes approved with a second by Ali Sirota

### **II. Chair's Report – Cristyne Nicholas**

#### **A. 2019 Meeting Dates**

- Kelly has sent out the 2020 meeting dates.
- We have reviewed the 2020 calendar to ensure the proposed dates don't conflict with any holidays or events.
- Please let us know if you see any major conflicts.

#### **B. Governor's Fall Tourism Announcements & Activities**

- Since the close of the summer, the Governor has continued to support tourism with significant investments and events into the fall season. These include:
  - The opening of the first new concourse and gates at Delta Air Lines' new Terminal C as part of the ongoing \$8 billion transformation of LaGuardia into a unified 21st century airport. The 7 new gates in Delta's concourse started serving passengers on November 4. Additionally, the Port Authority board of directors approved the funding needed to build the LaGuardia AirTrain.
  - Construction on a \$9.5 million renovation project at Saratoga Performing Arts Center to improve visitor services and add year-round event space. The plan includes community gathering space & upgraded concession areas restrooms.
  - Groundbreaking on the new Belmont Park Arena, the centerpiece of the \$1.3 billion Belmont Park Redevelopment. The governor was joined by the NY Islanders, NHL Commissioner Gary Bettman, local leaders, and hockey fans.
  - The start of construction on the Buffalo Heritage Carousel project at Canalside. The project will consist of a new building near the corner of Prime and Perry streets to house the nearly century-old De Angelis Carousel.
  - The completion of the Albany International Airport Transportation Corridor. The northbound Exit 3 flyover ramp, as well as the newly configured Exits 4 and 5 off and on ramps are now open to motorists and provide more direct access to local roads and the Northway. After a 50-year delay, the transportation corridor opened a year ahead of the original 2020 target date and under budget.
  - And \$10 million for the Ralph C. Wilson Jr. Centennial Park in Buffalo.
  - Completion of \$150M road, transit and economic development hub in the town of Woodbury five years ahead of schedule.
- The Governor's office spent a significant amount of time working with the Division of Tourism to plan and promote tourism in the North County with the first ever I LOVE NY Adirondack Oktoberfest.
  - The event was held in Lake Placid on October 4 to promote the world-class destinations, attractions and recreational opportunities in Upstate New York.

- Lieutenant Governor Kathy Hochul welcomed more than 450 guests, including state and local officials, and tourism industry leaders for a day of outdoor activities that showcase the region.
- Significant tourism announcements included:
  - \$240 million in funding to support ORDA capital projects including a Base Lodge at Mt. Van Hoevenberg, a first of its kind mountain coaster at Mt. Van Hoevenberg, four new ziplines at the Olympic Ski Jumping Complex, a new ADA compliant gondola at the Ski Jumping Complex, and designs for a modernized speed skating oval at the Olympic Center.
  - A two-year, \$1 million I LOVE NY global digital campaign highlighting the Adirondacks & Lake Placid as a high-performance outdoor recreation destination to athletes around the world.
  - The launch of the Empire State Trail Breweries Passport designed to promote craft beer and the 750-mile Empire State Trail.

#### C. TAC Member Announcements

- The I LOVE NY Team and Thurman Thomas worked on a collaborative piece this past month.
- In an effort to highlight the Buffalo Niagara region, the digital team thought it would be great to provide “Thurman’s Guide to Buffalo and Greater Niagara”. The team interviewed Thurman on his favorite places and things to do in the area and created a blog, which Thurman then retweeted to all his followers.
- Thank you to Thurman for his time & willingness to assist with the content and you can read the entire blog on the I LOVE NY website.

### III. I LOVE NY Report – Ross Levi & Team

#### A. Industry Activities

- NYSTIA Annual Meeting & Excellence Awards
  - Took place in Auburn on September 27.
  - Day before, members had opportunity to tour the Seward House and NYS Equal Rights Heritage Center prior to a welcome reception.
  - Following morning was Board of Directors meeting, where new officers are elected:
    - Natasha Caputo, Chair, Westchester County Tourism & Film
    - Matt Mitchell, Vice Chair, Corporate Communications
    - Josiah Brown, Vice Chair, New York Welcomes You, Inc.
    - Kelly Rapone, Treasurer, Genesee County Chamber of Commerce
    - Ron Ofner, Secretary, Adirondack Regional Tourism Council
    - Valerie Knoblauch, Immediate Past Chair, Finger Lakes Visitors Connection
  - Followed by Tourism Excellence Awards Brunch.
    - ILNY recipient of Niche Marketing Campaign \$500K+ for WorldPride work.
  - ILNY presentation on recent activities and events & TPA meeting.
  - Participated in Finger Lakes FAM tour and visited Tioga Downs, Mark Twain Study and gravesite, Harris Hill Soaring Center, Dr. Frank Konstantin Wine Cellars, Ganondagan State Historic Park, Harriet Tubman National Park, Museum of Science and Technology and Landmark Theater in Syracuse, and boutique lodging in downtown Owego and Hammondsport.
- Travel Unity Summit
  - Took place at SUNY in Syracuse from October 5-7.
  - ILNY official sponsor and partner for the Summit as in years past.
  - This year’s theme was “Cultivating Welcoming Communities” with various sessions.
  - Markly participated on a panel about how to Cultivate Welcoming Destinations and discussed the programs and projects the Division of Tourism has implemented to insure New York is welcoming to everyone.
- Oneida County Annual Tourism Meeting
  - Took place in at the Irish Cultural Center in Utica on October 24.
  - Oneida County was celebrating its 35th Anniversary of the organization.
  - Provided presentation to local businesses about what I LOVE NY does & how to work with us.
- Camp Owner Association of New York
  - Took place at the Turning Stone Resort & Casino in Verona on October 29.
  - Sara was asked to participate on a panel about accessible tourism.
  - Provided background on our accessible program including market research and preliminary results on best practices for providing an accessible visitor experience.
- NYSHTA Annual Conference & Awards Dinner
  - Took place at the Rivers Casino in Schenectady on November 4.
  - ILNY was asked to be official partner for the event.
  - Sara was able to attend and provide welcome remarks on behalf of ILNY at the awards dinner.

#### B. Public Relations Efforts

- Winter Media Night
  - Wednesday, October 30 at Sunset Terrace & Sky Rink, Chelsea Piers.
  - Hosted in partnership with SANY & ORDA.

- 11 ski areas, 8 TPAs, NYS Parks, DEC, NYS Snowmobile Association, MetroNorth & Amtrak participated.
  - Included winter crafting, maple tasting with NYS Maple Producers Association, sparkling wine tasting with Wine & Grape Foundation, and ice activities
  - 50+ media attended including top tier media from: WCBS, CNBC, Today.com, Women's Health, Parents.com, Travel + Leisure, Every Day with Rachael Ray.
  - Buffalo Arts & Culture Press Trip
    - Included journalists from Architectural Digest and Installation Magazine, freelancers for Business Traveler, Roadtrippers.com, CNN Travel and AFAR
    - Partnered with Visit Buffalo Niagara & NYSCA to develop itinerary/meetings with art experts & thought leaders
    - Itinerary included Darwin Martin House, Albright-Knox Gallery, the Colored Musicians Club, hard hat tour of the Richardson Olmstead Campus, downtown Buffalo and theater performance in Silo City
    - Coverage in Architectural Digest, Family Traveller, Far & Wide, Reader's Digest and upcoming 3 page feature on Roadtrippers.com
  - HSMIAI Public Relations Award
    - Recognizes inspiring best practices in sales and marketing for the hospitality industry
    - I LOVE NY won Gold award for Public Relations Campaign in the LGBT category for work on WorldPride and Stonewall 50
    - Eligible to receive the Public Relations Campaign Platinum Award at Adrian Awards Dinner Reception & Gala on January 21, 2020
- C. Events Year-End Pod Report
- I LOVE NY opted to continue second touring Pod due to success & resources.
  - 37 total events:
    - 22 in-state, 15 out-of-state
    - 19 repeat, 18 new
  - 2019 enhancements to increase engagement:
    - Fire-pit conversation area
    - New modular GIF + Selfie Wall station
    - Kid/ family focused activity wall (Mad Libs)
    - Literature display wall
    - Upgraded internet system
  - Total deduplicated emails collected was 34,841 vs. 31,299 in 2018 (11.8% increase)
  - Activated in 8 of 11 NYS vacation regions vs. 7 of 11 in 2018
  - 79% reported "yes" to received new travel ideas vs. 74% in 2018 (5 % increase)
  - 88% reported "yes" to likely to plan/recommend trip to NYS vs. 82% in 2018 (6% increase)
  - Familiarity with NYS destinations/attractions BEFORE experience was 65% vs. 74% in 2018
  - Familiarity with NYS destinations/attractions AFTER experience was 77% vs. 74% in 2018
- D. Digital Efforts
- Fall Foliage Promotion
    - 27,000 users posted using #NYLovesFall hashtag since launching Fall 2018
    - Top Instagram post for fall season received 9,000+ likes and 143 comments
    - 8,000+ fall foliage newsletter sign-ups over 7 week fall foliage report time period
  - I LOVE NY Fall MadLibs Campaign
    - Created new format for social media, including interactive stories, the most popular feature on Instagram
    - Created MadLib template and asked people fill in blanks about what they did over fall in NYS
  - #BothFeetIn Fall Social Campaign
    - Agency, Workshop, produced video series for I LOVE NY showing all the great things families can do in NYS during the fall season.
    - Concept is that families are jumping with "both feet in" into pile of leaves but ending up in fall NYS destination to encourage awareness and interest in those destinations.
- E. International Efforts
- WTM London 2019
    - Took place November 4-6.
    - Dutchess County, Beyond the Big Apple, Discover Long Island, and Wine, Water, & Wonders part of delegation to travel to London for show.
    - Had several high-quality meetings with wholesalers, airlines, & press.
    - Introduced NYC+ program, a 2-5 day fly and drive add-on that capitalizes on demand for NYC.
    - Launches this week with Funway Holiday, a UK operator.
    - NYC & Company and Aer Lingus committed to promoting to NYC+ program.
    - Met with I LOVE NY UK to discuss Brexit, demise of Thomas Cook, Norwegian Airlines, and adapting to changing consumer trends.

- FAM Trips
  - October busiest month for international FAM trips/tours.
  - Several individual tours from the UK, Germany and Australia.
  - UK operator FAM with air provided by Norwegian into JFK.
  - German operator FAM highlighting Wine, Water and Wonders product.
  - Tour for UK team participating in the Buffalo Wing Eating Championship.
  - Australian agent tour for winners of “Sell NYS Travel Agent Competition”.
  - China operator/agent tour highlighting 4/5 star hotels & unique experiences.
  - UK family road trip from Poughkeepsie to Toronto experiencing top family attractions.

#### F. Policy & Program Development

- Sara went to TravelAbility Summit in San Francisco from November 12-13 to support the I LOVE NY Accessibility Program.
- Only conference in U.S. specifically addressing the challenges and solutions for travelers with disabilities.
- Inaugural summit included presentations on market research, funding for accessibility projects, how to make outdoor experiences accessible, best practice for responding to lawsuits, information on disability specific travel needs, etc.
- NYC & Company and Dutchess County Tourism presented on accessibility projects currently underway.

#### IV. Programs, Trends, & Challenges Input Session for 2020 Planning – All

- We would like to take this time to ask advisory board members for input on what you are seeing across the industry in terms of trends, programs, and challenges so the I LOVE NY team can take your input back and analyze as part of their 2020 planning.
- TAC members will recall getting an email with 3 questions in anticipation of the meeting. We’d like to discuss what you found based on your knowledge and research at this time.
  - What industry programs or projects in other states/countries/localities are you aware of that have positively affected tourism?
    - California’s “Visit California” commercials do a great job of showcasing all the state has to offer. They do a slightly better job at harnessing the star power in the state has than NY does.
    - Finland has strong culture of fitness incorporating the outdoors. They have many paths (much wider than bike lanes and separated from roadways) that extend for miles using pedestrian bridges when crossing roads, etc. Very noticeable in the rural and urban areas but also quite noticeable in the cities and Helsinki.
    - Welcome Copenhagen (Denmark) includes storytelling and use of technology to greet visitors in a personalized way at entry points to the country. They’ve built in some “characters” that you can assimilate with. Virtual experiences tease the potential visitor to become real visitors.
    - Visit California created a “California Now” podcast to highlight different travel themes and attractions (food & bev, culture, history, etc.).
    - Pure Michigan plays its commercials in movie theaters before feature films (in Michigan and surrounding states).
    - Pure Michigan partnered with the Weather Channel to promote major meteorological events like eclipses, northern lights, fall foliage, etc.
    - Visit California engages with the California DOT to assist with connecting transportation options, particularly train to rental cars.
  - What industry trends in other states/countries/localities are you seeing that NYS could harness to increase tourism or could affect the way NYS promotes tourism?
    - Promotion of road trips—California promotes road trips to explore the state. According to Brand USA, road trips are the #1 type of trip taken in the United States (39% of travelers). Brand USA launched video-first road trip campaign, “United Stories”.
    - Promoting music scenes—Southern states often promote the music scene in their big cities. Brand USA launched new campaign in 2019 “Hear the Music, Experience the USA”. Pure Michigan created a “Sounds of Michigan” soundtrack created by various local artists.
    - Promoting food, history, and culture on social media—Louisiana does a great job with interspersing their Instagram posts with more than just location photos. Additionally, they started the Bayou Krewe trying to engage people encouraging individuals to share their passion for Louisiana’s food, history, culture etc.
    - Arts Trails – Across the country, arts trails have been created to highlight cultural attractions and engage travelers. NYSCA is working with NYS Parks, Recreation and Historic Preservation, to include arts and cultural attractions / destinations on the map of the Empire State Trail.
    - Bespoke travel experiences –Tourism Australia partnered with the country’s most famous cultural attractions to lure high value travelers with experiences such as a private tour of the

- National Gallery of Victoria and an opportunity to walk onto a production set at the Sydney Opera House.
    - Bookable local experiences offered by locals (Airbnb Experiences, Viator, etc.).
    - Promoting outdoor adventure—Salt Lake City promotes parks with Instagramable images.
    - DNA or Heritage trips—particularly domestically.
    - Solo Travel, Micro Trips, and Underground Supper Clubs.
    - Bleisure Travel.
    - Craft beverage experiences—Nearly 2 in 3 travelers that “New York Welcomes You” engages with is shocked to learn about the numerous craft beverage opportunities in NYS and shows extreme interest in visiting. Pure Michigan partnered with a local brewer to create their own Autumn IPA and limited-edition cans.
    - Creating and communicating accessible travel opportunities.
    - Creating and communicating sustainable travel opportunities.
  - What industry obstacles or challenges are you aware of that the NYS Division of Tourism could assist with or address?
    - Trip planning—App called DIEMlife helps people plan and organize trips.
    - Grappling with the “shared economy” (Uber, Lyft, Airbnb, etc.).
    - Sufficient hospitality training, particularly in the shared economy field.
    - Ensuring travel industry and destinations are inclusive of a diverse community.
    - Cash free travel.
    - School year cutting into vacation time.
    - Lack of state-level arts and cultural tourism data to help understand more clearly how cultural organizations build tourism industry and how to better support them, grow their influence, and create cross-sector collaborations or packages integrating food, wine, nature and arts.
    - Last mile transportation, specifically the train to car connection. NY by Rail program offers a few rental car options on-site at upstate train stations, but not nearly enough. Metro North has partnered with ZipCar at a few stations, but not enough.
    - Lack of broadband availability for mobile communication in remote areas.

#### **V. New Business – Cristyne Nicholas**

- Greg Marshall leaving Visit Rochester after several years of service
- NYSTIA Strategic Planning Meeting for Board will be December 4-5
- Nicole Patterson is the new Adirondack Diversity Director

**Meeting adjourned:** 12:34pm

**Next meeting:** Tuesday, January 21, 2020 at 11:00 AM in New York, NY