



Tourism Advisory Council Meeting

Thursday, October 8, 2020

11:00am – 12:30pm

Virtual Meeting

AGENDA

- I. Approval of Minutes Cristyne Nicholas

- II. Chair's Report Cristyne Nicholas
 - A. New York Forward Reopening Status
 - B. Tourism Related Governor Announcements
 - C. Industry Member Updates

- III. I LOVE NY Report Ross Levi + Richard Gagliano
 - A. Industry Support During COVID-19
 - B. Consumer Marketing During COVID-19

- IV. New Business

Next meeting: Monday, November 16, 2020
11am – 12:30pm

Tourism Advisory Council

October 8, 2020

I ♥ NY[®]

New York State Division of Tourism



Empire State
Development





CHAIR'S REPORT



NEW YORK FORWARD REOPENING

- Statewide:
 - Seasonal agritourism activities in accordance with New York Forward guidance
 - Bowling alleys open at 50% capacity
 - Casinos open at 25% capacity
- New York City:
 - Low-risk indoor cultural activities including museums, aquariums, & cultural arts open at 25% capacity
 - Malls open at 50% capacity
 - Indoor dining allowed at 25% capacity





TOURISM-RELATED ANNOUNCEMENTS

- Gaming Area Improvements at Jones Beach State Park
- Opening of New Recreation Center at Letchworth State Park
- Welcome Plaza Completed at Niagara Falls State Park
- Opening of New Sky Flyer Zipline at Lake Placid Jumping Complex
- Grand Reopening of Historic Roosevelt II Bathhouse at Saratoga Spa State Park
- Completion of Improvements at Southwick Beach and Westcott Beach State Parks
- Major Milestone Completed for Empire State Trail in Central New York
- Dedication of East River State Park for LGBTQ Civil Rights Activist Marsha P. Johnson



Marsha P. Johnson State Park



Letchworth State Park Rec Center



Southwick Beach State Park Bathhouse



I LOVE NY REPORT: INDUSTRY SUPPORT DURING COVID-19



INDUSTRY SUPPORT: RESOURCES

Industry Communication & Outreach

Maintained contact with industry partners, provided regular COVID-related updates, fielded questions & joined industry calls on all levels



1. Engage with partners for informed input around policy and New York Forward plan
2. Provide information on available relief & funding opportunities



3. Share opportunities to advocate



INDUSTRY SUPPORT: INTERNATIONAL COMMUNICATION

International Office Webinars

- Provide in-country updates with our four international offices
- Trend toward outdoors vs. urban and individual vs. group travel
- New York State has strong reputation around safety





INDUSTRY SUPPORT: MATCHING FUNDS AND MARKET NEW YORK

Tourism Matching Funds Grant 2020

- Processing Q1 reimbursements as received & completed
- Sent instructions on how to submit Q2 report

Market New York

- Processing awards from REDC Round 9





I LOVE NY REPORT: CONSUMER MARKETING DURING COVID-19



CONSUMER MARKETING STRATEGY DURING COVID-19

Strategy re-imagined to continue supporting NYS tourism during pandemic. Communications developed to provide relevant safety & health information, keep NYS top of mind, and prepare for a successful reopening



Safety & Social Distancing

Amplifying safety messaging across tourism channels



Virtual I LOVE NY

Bringing New York State tourism experience home



Safe Local Recreation

Informing on safe & local recreation options



Support Reopening

Supporting safe tourism during reopening



CONSUMER MARKETING

“Do No Harm” Messaging

Leveraged digital tourism audience and travel media contacts to amplify guidance

The screenshot shows the I ♥ NY website with a navigation bar containing 'PLACES TO GO', 'THINGS TO DO', 'PLACES TO STAY', 'EVENTS', and 'BLOG'. Below the navigation is a 'PLAN YOUR TRIP' button. The main content area is titled 'Coronavirus Resources for Travelers' and includes several paragraphs of text providing information on business reopening, safety guidelines, and travel advisories. A red box highlights a key message: 'Non-essential gatherings of individuals of any size for any reason are cancelled at this time.'

The screenshot shows a tweet from the I ♥ NY account, posted by Anna Polkison on March 20. The tweet text reads: 'Love NY? Help us share these important updates with your friends.' Below the text is a red box with the same message as the website: 'Non-essential gatherings of individuals of any size for any reason are cancelled at this time.' The tweet also includes a link to the website and a 'Like' button.

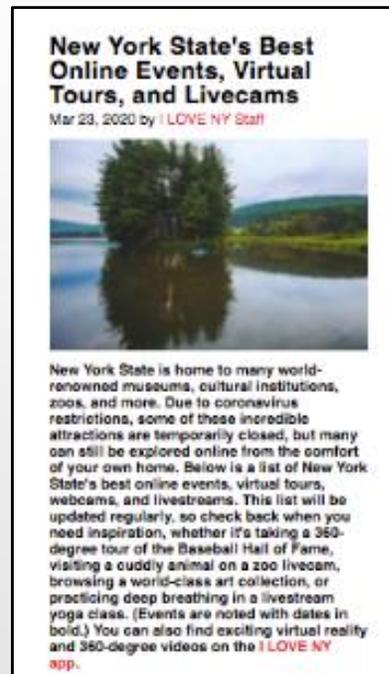
The screenshot shows the I ♥ NY website with a red header for 'Coronavirus (COVID-19) Information and Resources for Travelers'. The main article is titled 'Multi-State Agreement on Beaches Announced Ahead of Memorial Day Weekend' and dated May 18, 2020. The article text states: 'Acting on a commitment to coordinate regional policies in response to COVID-19, Governor Andrew M. Cuomo, New Jersey Governor Phil Murphy, Connecticut Governor Ned Lamont, and Delaware Governor John Carney today announced a multi-state agreement to reopen public and private beaches with certain restrictions in place effective Friday, May 22. This approach will better align the states' policies ahead of the summer months.' A quote from Governor Cuomo is also visible: 'With Memorial Day weekend fast approaching and warmer weather on the way, we want to make sure New Yorkers and visitors of our neighboring states are able to safely enjoy outdoor recreational activities.' Governor Cuomo said. 'We have been'



CONSUMER MARKETING

I LOVE NY Virtual Experiences

- Virtual content to bring experiences into peoples homes
- ILOVENY.com page with curated listings of NYS tourism attractions with virtual offerings
- Key attractions featured in I LOVE NY social posts



Baseball Hall of Fame



Virtual Zoos



Virtual Broadway



Met Virtual Opera



CONSUMER MARKETING

NYS Themed Home Activities

Developed and promoted New York State-themed activities for people to do at home

New York State Recipes
11 Famous Dishes You Can Make at Home!



Homemade Potato Chips
Invented in Saratoga, the potato chip is a fun make-at-home treat! [more](#)



How to Create Your Own New York Date Night

May 08, 2020 by [Danielle Lee](#)

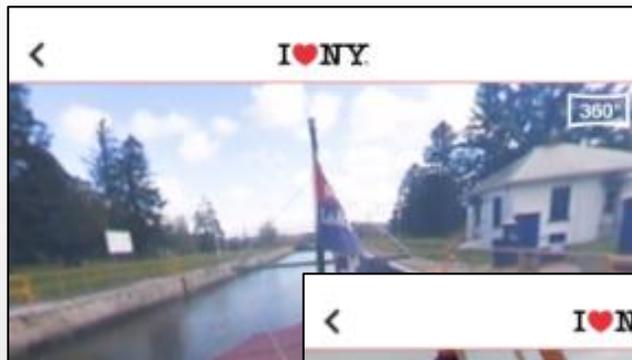




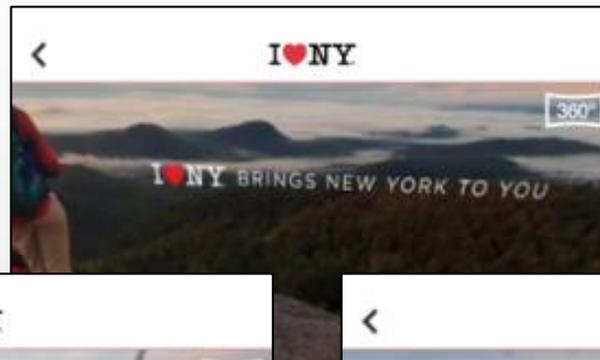
CONSUMER MARKETING

I LOVE NY 360

Nine 360° VR experiences on I LOVE NY app, eight video tours on social media



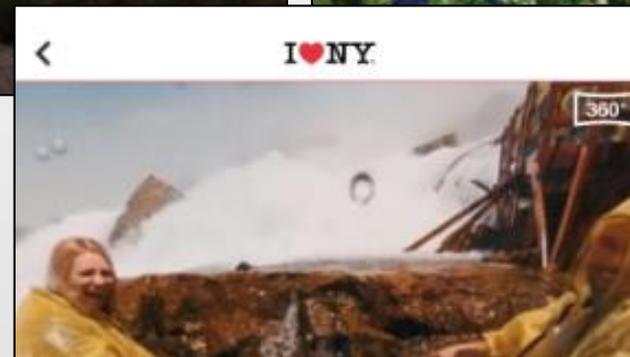
Erie Canal



Chittenango Balloon Ride



LI Winery



Niagara Falls



CONSUMER MARKETING

Live From NY Instagram Series

Four Instagram Live events with key attractions drawing thousands of viewers



Strong Museum, Rochester



NY Kitchen, Canandaigua



National Comedy Center, Jamestown



CONSUMER MARKETING

Virtual Path Through History

Adapted campaigns to virtual platform to celebrate New York State history



Virtual events for Spring PTH Weekend with 125 event hosts & 1200+ opportunities



“Leading Ladies” Instagram Live panel celebrating Women’s Equality Day



CONSUMER MARKETING

Media Coverage

Fodor's Travel

Visit These World-Class Art Museums in Your Pajamas

1 OF 21

Corning Museum of Glass

WHERE: Corning, New York

This virtual tour of the Contemporary Art & Design galleries at the Corning Museum of Glass via Google Arts + Culture, makes you feel like you're actually at this Upstate New York institution, which is home to the world's most comprehensive glass collection. The numbers around 50,000 pieces. You may not feel sunshine streaming through the skylights, but the experience is pretty darn close. Curious about glassmaking history in on "the origin of glassmaking" exhibits.

TRAVEL+ LEISURE

Grab a Drink and Hang Out With Some of New York's Beer Experts at These Nightly Virtual Happy Hours (Video)

Cheers!

BY ALISON FOX | MARCH 29, 2020

"It's a little bit of a human connection that most of our day with a couple of beers with a couple of friends that," Chris Ericson, who owns The Lake Placid Brewery & Public House and is also the president of the NYSBA, told *Travel + Leisure*. "We are used to being and interacting with thousands of customers every day and nothing... that's hard mentally."

BuzzFeed

Travel | Updated on Apr 5, 2020 | Posted on Apr 3, 2020

These Virtual Travel Experiences Are Going To Be What Gets You Through Quarantine, I Promise

Staycations have never been so thrilling.

by Anna Haines
BuzzFeed Staff

Beekman 1802's farm: The super adorable baby goats at this farm are perfect if you just need a quick hit of visual comfort.

Fall's Here. Can We Still Go Apple Picking?

Wandering through corn mazes, picking pumpkins and visits to wineries and haunted houses are still on the calendar, but social distancing and face masks are part of the plan.



CONSUMER MARKETING

Safe and Local Recreation Opportunities

Trusted source for consumers to discover opportunities for safe, local exploration

I LOVE NEW YORK @I_LOVE_NY · Mar 18

All fees in state, local, & county NYS parks are waived. For those able to get to a state park while practicing social distancing, consider getting out for fresh air. #ISpyNY 📍: @taniusha.papusha
Announcement here on.ny.gov/2WHrcS
Parks info here on.ny.gov/2WqAtVw



4 49 98

11 Unique Roadside Attractions in New York State

Jul 08, 2020 by I LOVE NY Staff



15 Unique Vacation Rentals and Places to Stay in New York

Aug 17, 2020 by I LOVE NY Staff





CONSUMER MARKETING

Accessible New York

Hub for info, awareness of accessible attractions for visitors with accessibility needs

Amenities

- Blind/Low Vision Accommodations (93)
- Cognitive/Autism Spectrum Accommodations (18)
- Deaf/Hearing Loss Accommodations (44)
- Mobility/Wheelchair Access Accommodations (34)

[Clear Filters](#)

- 1000 Islands-Seaway (14)
- Capital-Saratoga (3)
- Catskills (6)

Featured Listing:
Buffalo and Erie County Naval & Military Park
BUFFALO, GREATER NIAGARA
One Naval Park Cove, Buffalo, NY 14202
[Add to Trip](#)
[Quickview](#)

George Eastman Museum

Experiences for Visitors Who Are Deaf or Hard of Hearing

msn

I Love NY Unveils Accessible New York Initiative

Traveler-Covered (1/1/2020)

In tandem with the 30th anniversary of the Americans With Disabilities Act, I Love NY unveiled Accessible New York, an initiative designed to enhance the travel experiences of visitors with disabilities.

The Accessible New York website will serve as an information hub for publicize accessible attractions for people with accessibility needs.



CONSUMER MARKETING

Coronavirus (COVID-19) Information and Resources for Travelers

[Read More →](#)

[ACCESSIBILITY](#) [\(0\) ITEMS IN TRIP PLANNER](#) [SEARCH Q](#)



[PLACES TO GO](#)

[THINGS TO DO](#)
♥

[PLACES TO STAY](#)

[EVENTS](#)

[BLOG](#)

[PLAN YOUR TRIP](#)





CONSUMER MARKETING

Fall Foliage Campaign

Adjusted to ensure safety and responsibly promote fall travel



Meet the Official I LOVE NY Fall Foliage Leaf Peepers!

Sep 10, 2020 by Danielle Lee

Bill (Hudson Valley)



Megan (Capital-Saratoga)





CONSUMER MARKETING

Fall Foliage Campaign

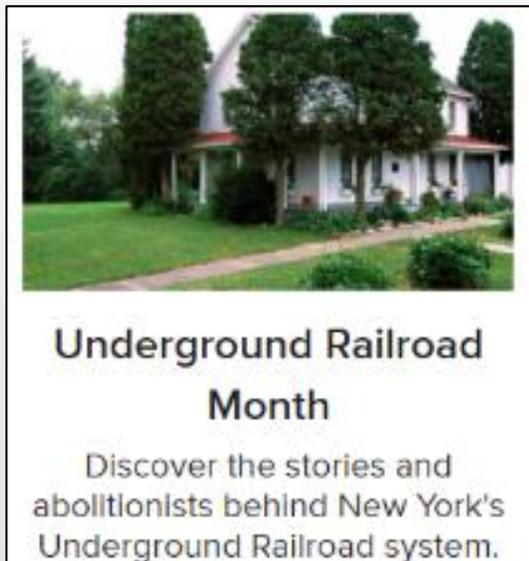




CONSUMER MARKETING

Underground Railroad Month

New landing page, weekly social media posts, Facebook Watch event



Fall Path Through History Weekend

Encouraged safe, local travel or virtual experience. New integration on iloveny.com





CONSUMER MARKETING

Supporting Reopening

Finding ways to promote safe, local recreation opportunities as businesses reopen

NYC Cultural Institution Reopening Guide



Things to Do

Museums in New York

Note: Due to changes in programming related to Coronavirus, please check with event organizers before making plans.

You have heard about the [Guggenheim](#) and the [Metropolitan Museum of Modern Art](#), but there are so many more New York museums to explore! For an experience you can't find anywhere else, visit the [Corning Museum of Glass](#) to see where a young Thomas Edison had his first light bulbs hand-blown or the [Strong Museum of Play](#) where interactive exhibits reveal the science of fun. See large-scale modern art created for the vast rooms of [Dia Beacon](#), a former box-printing factory.

Promoting Local Travel Guide

These Dream Getaways Are Closer Than You Think: Staycations and Day Trips in New York State

Aug 27, 2020 by [Anna Pakman](#)





MOVING FORWARD

Ongoing Safe and Responsible Tourism Communications

- Communicate tourism related business and attraction re-openings and restrictions
- Provide safe and local New York State tourism opportunities
- Keep New York State travel top of mind through relevant and season related communications

COVID Specific and Overall Tourism Industry Insights

- Maintain contact with TPAs regarding specific tourism insights and needs
- Continue analyzing statewide tourism industry performance data
- Monitor consumer sentiment on New York State as a travel destination and overall travel related insights

I ♥ NY

FIND WHAT YOU LOVE

I ♥ NY[®]

Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Wednesday, May 27, 2020

Location: Virtual Meeting (due to Covid-19 public health concerns and as authorized by Executive Order of the Governor)

Attendance:

TAC Members

Phone: Cristyne Nicholas, Elinor Tatum, Dan Fuller, Tom Mulroy, Barbaralee Diamonstein-Spielvogel, Katherine Nicholls, Juliana Hernandez-Commisso (on behalf of Senator Serrano)

ESD / NYS Staff

Ross Levi, Executive Director of Tourism; Anna Pakman, VP Digital Marketing; Markly Wilson, Director of International Operations; Lisa Soto, Director of Public Relations & Licensing; Sara Emmert, Director of Tourism Policy Initiatives; Heather McElhiney, Director of Tourism Programs & Operations; Richard Gagliano, SVP of Marketing; Kelly Baquerizo, Director of Market New York and Matching Funds

Meeting called to order: 11:06 AM

I. Approval of minutes – Cristyne Nicholas

- Motion to approve by Elinor Tatum
- Minutes approved with a second by Dan Fuller

II. Chair's Report – Cristyne Nicholas

A. Covid-19: Where We Are & How We Can Move Forward Together

- Welcome and thank you for joining new virtual meeting format. This meeting will not have visuals, it will be an audio only meeting. We will be focusing most of the meeting on COVID-19.
- We are confronting the most challenging public health experience of our lifetime. This virus has had a devastating impact on the tourism industry.
 - US Travel Association reported travel spending is expected to decline \$519 billion, representing a \$1.2 trillion loss in GDP—more than nine times the impact of 9/11 on travel sector revenue.
 - Travel related job losses represent 38% of all job loss through April -- nearly 10 million Americans.
- I served as president of NYC & Co. during and after 9/11 when tourism industry was similarly decimated, particularly in NYC and lower Manhattan.
 - Saw a record decline in visitation to NYC and many people believed that tourism in the city would never be the same.
 - Were able to bring tourists back and have seen highest levels of visitation ever to both city and state.
- While recovery to our industry may be harder and take longer, believe industry will come back better than ever.
- Tourism is third largest industry in New York State, and plays significant role in our overall economic recovery.
- New York State has great outdoor attractions – parks, trails, waterfalls—which are safe, local ways to get outside.
- Local tourism will be focus; visitors can't fly in and New Yorkers can't fly out without restrictions, so tourism dollars will have to come from locals and move within the state. Perhaps we will see an increase in local road trips for residents to see our beautiful scenic highways and byways.
- There are comparisons to tourism recovery from 9/11 and lessons we can glean from that time:
 - Believe we will bounce back faster than the pundits are predicting, but now that we know how this virus is affecting people's health and psyche, it will likely be a slower recovery--due in part to airline shrinkage and reluctance of people to travel in mass to get on crowded busses, trains, etc. Silver lining is that while the recovery will be slower than 9/11 because of visitor apprehension, the availability of tourism attractions will also be decreased as they are not able to open fully. Reduced supply and demand will help us meet in the middle and a vaccine will help propel us to a faster recovery.
 - Post 9/11 we didn't market to international tourists or even those outside of New York State right away because airports were closed. Focus was on local visitation and we encouraged residents to be a tourist in their own town. Started branching out with a 30-day plan, 60 day, 100 day, and finally 6-month plan. New York State may have to look at this in the same way and may want to develop similar short term and long-term plans and campaigns.
 - Need to be patient and look at long term planning. Key is to be creative and willing to adjust and pivot as needed.
- New York State tourism itself has a strong foundation, thanks in part to our governor:

- Over the last 8 years or so, Governor Cuomo has invested over \$325 million in the tourism industry which enabled us to:
 - Advertise New York State, which we had never done before on such a large scale
 - Attend international trade shows
 - Market tourism through the I LOVE NY website, mobile app, PR, the POD, & partnerships
 - Offer tourism funding to the industry in the form of Market NY grants and matching funds
- These investments resulted in over 252 million visitors to New York and a record \$114 billion economic impact.

III. I LOVE NY Activities Since Covid-19 Breakout—Ross Levi

- NYS Division of Tourism's number one priority remains health and safety. Everything we do is through lens of 'do no harm' when it comes to the safety of the I LOVE NY community. Believe prioritizing public's wellbeing is not only the proper thing to do but is likely best long-term approach to helping tourism recover. Future visitors will be making decisions based on perceptions of relative safety of destinations for themselves and their families.
- Since the COVID outbreak, our work at the Division of Tourism has basically been broken into the categories of consumer-facing initiatives, industry support and tourism policy development.

A. Consumer Facing Initiatives

- Working to keep consumers informed about opportunities to safely experience New York State online at home.
 - Digital and public relations efforts focused on providing at home entertainment and education for little to no cost. Helps keep New York State and its attractions top of mind for future travel opportunities.
 - With input from partners, promoting virtual experiences on I LOVE NY website, social media channels and in weekly email to our consumers. Activities & experiences include live animal cams, historic property walkthroughs, digital art and artifact collections, streaming performances, nature walks, moments of Zen videos, cooking classes and wine tastings. New "I LOVE NY at Home" webpage added to website to track and update all experiences.
- Our team is also creating and inspiring content:
 - Asked social media audience to post pictures of their best NYS vacation memories in honor of National Tourism and Travel Week in early May.
 - Launched the #NYRestaurantChallenge to show support for local restaurants, breweries, wineries and distilleries with a user-generated photo contest on social media that invites users statewide to share photos of their favorite restaurant offering pick up or delivery. Also prompting visitors to post and tag pictures of their takeout food and beverage to encourage support of local restaurants.
 - Most popular activity is our coloring pages. Turned pictures of iconic attractions into coloring pages for kids of all ages. Thanks to a mention in Governor Cuomo's newsletter, this page has had 100,000+ hits.
 - Compiled a NYS-themed music playlist, a binge-worthy list of TV shows and movies with NYS ties, trivia questions and virtual scavenger hunts.
 - For Mother's Day, encouraged online ordering from NYS tourism destinations – food and drink, products and goods and gift cards – as gifts to help Mom have a virtual New York State getaway at home.
- All resulted in positive press coverage. New York State attractions featured in top-tier national publications such as Forbes, Lonely Planet, Travel & Leisure, USA Today, Conde Nast Traveler and Wine Spectator, as well as scores of smaller, niche outlets.
- While being appropriately cautious, been collecting information on safe outdoor settings open for exercise and nature breaks that allow for social distance practices, like state and local parks, sculpture parks and nature preserves. Work closely with our colleagues at New York State Parks and Department of Environmental Conservation on the latest information and messaging, particularly to avoid unsafe crowding at more popular locations.

B. Industry Outreach and Support

- Maintained constant contact with our industry partners, state tourism industry trade associations, local tourism promotion agencies, and attractions. Been providing regular COVID-related updates via email, fielding countless questions and joining numerous industry conference calls on state, national and local level.
- Continue to recognize the hardship many tourism businesses face, and worked to provide information on the relief available to help struggling tourism businesses and organizations:
 - Forwarded updates from the U.S. Travel Association (USTA) on developments around federal relief being formulated to assist the tourism industry to our TPA and DMO partners across the state. TPAs then able to inform businesses and non-profit institutions in their area about opportunity to have their voices heard on a national level.
 - Empire State Development created a portal that provides guidance on the Paycheck Protection Program (PPP), the Emergency Economic Injury Disaster Loan (EIDL) programs, and other loans offered by the Small Business Association. For the latest information on this relief please visit esd.ny.gov.
 - Federal CARES Act provided some specific relief for non-profit institutions and organizations working in the humanities sector such as museums, libraries and archives, historic sites and other cultural organizations. Information on National Endowment for Humanities CARES program available at neh.gov.

- Referred DMOs to guidance from USTA on other potential relief funding opportunities including Community Block Development Grants and Economic Development Administration grants. USTA regularly updates their website and federal CARES resources page with information on pursuing funding for 501c (6) organizations, and we've continued to direct partners to ustravel.org for more information and guidance.
 - Finally, keeping a close eye on the New York State budget and its built-in process of periodically reviewing state revenue. In budget that was passed last month, tourism funding was basically same as previous fiscal year, but those figures are very fluid by necessity. Taking things step by step and will adjust our spending plans based on guidance from the Division of Budget.
- C. Data Gathering & Policy Development Around NY Forward
- Have been providing information on the particularities of the tourism industry to state government policymakers to help inform the development of state policy around closings, essential businesses and reopening.
 - Engaged with partners from across state to ask for informed input on what is happening in their region, what they see as unique circumstances that will affect re-opening, and what they would need to feel ready and prepared to do so. Using this data, have been working diligently to advise on the NY Forward plan from a tourism point of view, and tourism partners across the state have been extremely helpful in gathering that frontline perspective.
 - Governor Cuomo's framework for the NY Forward phased approach to re-opening businesses is outlined on the web at ny.gov/forward. The state is taking a regional approach, where an economic development region can open if it meets necessary public health criteria.
 - Dashboard on NY Forward website shows which regions have reached criteria and are eligible to reopen.
 - Regional control rooms monitor metrics once criteria is reached and adjust reopening plan accordingly.
 - Each business and industry must have a plan to protect employees and consumers, make the physical work space safer and implement processes that lower risk of infection in the business.
 - Phase one allows for curbside pickup for retail. Phase two will allow for expanded retail activity. Phase three, where tourism businesses are affected, allows restaurant and food service activity to restart. Phase four allows arts, entertainment & recreation businesses to reopen.
 - Businesses that have been qualified as essential – like hotels, marinas and low-risk recreation like parks, drive-in theaters, tennis, golf and rental of non-motorized watercraft – are not subject to the phases, though they made be subject to additional health related requirements.
 - Empire State Development website has the most current guidance around which businesses are considered essential. Information is updated periodically, and businesses are advised to look at both the essential business and NY Forward guidance.
 - Governor announced state beaches can reopen for Memorial Day weekend with limited capacity, limited amenities and other restrictions. Local beaches can open at the discretion of the local elected officials.
 - Governor also announced that New York State's horse racing tracks and Watkins Glen International will be allowed to reopen, starting June 1, albeit without fans in attendance.
 - New York Canal Corporation has announced the Erie Canal will be operating in regions that are open under NY Forward.

IV. Discussion: Ideas / Best Practices

- Invite TAC members to provide any ideas or best practices you are aware of that New York State should keep in mind as we look to support tourism and the tourism industry post-COVID.
 - Ms. Tatum: Finding that local municipalities are closing outdoor recreation facilities to public without much notice. Is there a way to build an online tracker on ILNY.com for businesses to input what is open and what capacity is so consumers can be informed in real time?
 - Chair Nicholas: Governor has asked for patience as businesses try their best to communicate. ILNY can look at gathering information for state owned properties like state parks and beaches, but encourage private businesses to include information on their own websites.
 - Ms. Tatum: Drive-In Theaters are a good way to get out for families
 - Mr. Levi: ILNY created a new Drive-In Theater page on our website indicating where you could go. New York State, in fact, has the most drive-ins of any other state in the U.S.
 - Chair Nicholas: In Germany, having drive-in DJ's that market to younger, single folks.
 - Mr. Fuller: Hoping to open our cable wake board park in early June as it is low risk, like tennis. Looks like a best practice for outdoor, safe activities is going to be making a reservation and paying via phone or online to reduce contact with guests.
 - Ms. Nicholls: Since arts community has been hit hard, New York State Council on the Arts has shifted focus to being a resource for arts organizations to find additional funding. Will be hosting a series of webinars on how to fundraise, how to keep smaller arts organizations in communication with the public, and how to communicate what is happening at various arts organizations right now.
 - Chair Nicholas: If you haven't yet seen, the campaign encouraging everyone to wear a mask managed by the governor's daughter had great iconic shots of New York, mostly the city. It is a great jumping off point

for another ad campaign to ensure that travelers feel safe coming to New York. Looking forward to another ad campaign that was as iconic as the original ILNY campaign under the first Governor Cuomo.

- Mr. Gagliano: Yes, we want to ensure that any messaging we put forth is a balance of communicating health and safety first and foremost and, eventually, letting travelers know it is safe to visit again.

V. New Business

- Thank you all for your time. Our next meeting is scheduled for October 8th. Please keep an eye out for further information on that meeting.

Meeting adjourned: 12:04pm

Next meeting: Thursday, October 8th, 2020