



## Tourism Advisory Council Meeting Minutes

*"Draft – Subject to Board Approval"*

**Date:** Monday, November 14, 2016

**Location:** 633 Third Avenue, New York, NY

**Attendance:**

TAC Members

Cristyne Nicholas, Peter Carofano, Nancy Elder, Katherine Nichols, Thomas Mulroy, Elinor Tatum,

**Phone:** Dan Fuller

ESD / NYS Staff

Gavin Landry, Executive Director of Tourism; Ross Levi, VP Marketing Initiatives; Lisa Soto, Director of Tourism Marketing, Licensing, and PR; Sara Emmert, Special Projects Manager; Markly Wilson, Director International Marketing; Lizete Monteiro, Senior director of Event Marketing; Ken Wong, Director of Special Events; Ethan La Croix, Ted Wolf.

TAC Guests

Patty Ornst, Delta Airlines; Ted Blazer, ORDA; David Holder, Syracuse CVB; Amy Polizzi, Ali Sirota

**Phone:** Melanie Klausner, Finn Partners

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

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

- Motion to approve by Tom Mulroy
- Minutes approved with a second by Katherine Nichols

**II. Chairman's Report – Cristyne Nicholas**

A. Meeting overview

- Will receive report on deliverables from the Tourism Summit for 2016 and 2017 from Gavin and Ross.
- Markly will discuss recent trips overseas on behalf of I LOVE NY.
- Will review social media activity for the Catskills
- Ted Blazer, from the Olympic Regional Development Authority (ORDA) will discuss recent activity for the winter season and efforts to expand.

B. TAC membership update

- Reminder that being on TAC is an honor and a responsibility, and that members should not be absent from more than two meetings a year
- Still five vacancies on TAC - two that are appointed by the Governor, two recommended for appointment by Assembly Speaker Carl Heastie, and one recommended by Senate Minority Leader, Andreas Stewart Cousins.
- The Governor's Appointments Office is reaching out to let them know that they have these openings.
- List of 2017 TAC meetings presented; will be in Albany for May

**III. Tourism Summit—Gavin Landry / Ross Levi**

- This year's theme was focused on agritourism and how agricultural components of tourism fit into the state's overall tourism message, so this year's summit was appropriately named The Tourism and Craft Beverage Summit.
- "Tourism Year in Review" video presented
- This summit had one of the strongest and most coherent roundtable discussions, where thanks to the state's commitment to tourism over the past few years, stakeholders were able to focus more on what has been accomplished and could be bolstered, instead of what was aspirational and hopeful in terms of state support for tourism
- Summit also featured three breakout sessions: agritourism & craft beverage industry, digital efforts for I LOVE NY, and market research from New York State



**Empire State  
Development**

#### Deliverables of Summit – Ross Levi

- Record level of \$55 million committed by the Governor towards tourism for 2017—one of the largest purely public investments in tourism nationally.
- Initiative for a series of Welcome Centers across New York State roadways to include various promotional initiatives including Taste NY.
- Announcement about I LOVE NY at Tribeca Film Festival, a statewide short film competition that will allow film students to submit ideas for a film about each vacation region. A celebrity panel will choose one winner to be produced.
- A coordinated Path Through History campaign around the anniversaries of Women's Suffrage in New York State and the Erie Canal.
- Award winning I LOVE NY mobile app will be expanded to include walking and driving tours
- Accessible tourism initiative around increasing access to anyone with mobility or disability issues. Working to make sure the best, most comprehensive and detailed information on accessibility is available on our website and our mobile app. Will also include, doing some technical assistance for partners across the state to help them take the next step in accessibility.
- Increase Taste NY exposure with a half-a-million dollar initiative set up with the Department of Agriculture and Markets to help exploit new opportunities for promoting craft food and beverage attractions, particularly large events.
- Market New York Program to be increased to \$15 million from \$13 million investment—\$2 million will specifically go towards agritourism projects in local or regional areas, whether capital, marketing or events.

#### Welcome Centers—Lizette Montero

- First Welcome Center on Long Island has officially opened—located on Long Island Expressway just past Exit 51.
- Was a collaborative effort between many agencies including the Governor's Office, DOT, Ag and Markets, DEC, Parks, ESD, and local TPA and County Executives.
- Wanted to embrace all that Long Island has to offer from its products to its history and attractions
- Welcome Center includes: outside play area, walk of fame celebrating famous Long Islanders, car charging station, 60 foot floor map with brass inlays of attractions, Taste NY Café, digital map and itinerary builder based on Long Island attractions, video wall, interactive travel profile kiosks, and an artifacts wall celebrating Long Island history.
- Long Island Welcome Center will be model for nine more Welcome Centers throughout the state.
- Locations for other nine centers announced at the Tourism Summit
- Video presentation of Long Island Welcome Center
- Will look into whether or not the Long Island Welcome Center will feature just information on Long Island or the entire state

#### **IV. Executive Director Report—Gavin Landry**

##### **A. International Update—Markly Wilson**

- International Marketing Forum: September 12, Syracuse
  - 112 representatives of destinations, attractions and organizations from NYS attended.
  - Lots of interest in international travel, but also many questions. Forum designed to answer questions and identify specific action steps to enable anyone interested in attracting international travelers, from hoteliers to restaurant owners, to benefit from international tourism.
  - Country reps from U.K., Germany, and Australia in attendance and presented market information for each country and provided specific recommendations on attracting international visitors to New York State.
  - Development Director of China Union Pay (China's most used credit card - 5.3 million customers) presented on how to increase revenue from Chinese visitors by providing access to Union Pay holders.
  - Leah Mueller from Visit Buffalo also presented on specific actions they have taken over the years to attract international visitors and provided recommendations and best practices.
  - Questionnaire sent after forum in which 96 responded, 20 said the forum met expectations and 43 said it exceeded expectations
- China Sales Mission
  - Representatives present from: Wild Center in the Adirondacks, Adirondack Museum, Wonders of Upstate New York, Ithaca, and Woodbury Commons.

- Visited three cities and discussed New York State as a tourist destination including a presentation from each representative on their particular attraction
  - Also one-on-one presentations and discussions with attendees and New York State representatives, which was very well received.
  - Markly able to meet with Ali Trip, the platform developed by Ali Baba, to discuss possible MOU
  - Markly also able to meet with Union Pay at their headquarters to build on current joint project
  - World Travel Mart
    - Now just three days instead of four with longer meetings times throughout the course of the day
    - Martin Court, who is lead agency representative at the event, was very successful as he has tremendous connections and relationships.
    - Only 1 of approximately 130 media appointments did not meet with us, which is great result as no show rate is typically at 10%.
  - Able to consistently attend international trade shows and trade missions thanks to the Governor's and Cristyne's support which results in increased investments from partners.
  - International travel represents 14% of visitor volume and 30% of visitor spend in upstate New York.
  - With unbundling of travel, more and more international travelers looking for more immersive experiences as opposed to just quickly visiting a big city—finding that there is desire for “New York City plus” experience.
  - Even with stronger US dollar, haven't seen much decrease in international visitor spending.
    - UK still strong with 1.2 million visitors last year
    - Saw a decrease in Canadian visitors with record low Canadian dollar, but regaining ground as visitors are getting used to exchange rate
- B. Beautiful Destinations-Gavin Landry
- Engaged Beautiful Destinations about 6 months ago to use their platform (rated number one influencer on Instagram) to take pictures of each vacation region and post it to their audience.
  - Created halo effect for I LOVE NY audience and increased number of new followers on Instagram.
  - \$5 million was dedicated to the Catskills, in line with the governor's commitment, which was split over two years for maximum exposure (\$2.5 million this year, and \$2.5 million next year)
  - Digital team putting forth tremendous content in collaboration with social media agency, advertising agency and PR agency to sync up earned and paid media.
  - I LOVE NY is able to use content produced by Beautiful Destinations, which is a real advantage for I LOVE NY Instagram.
  - Customer feedback about content produced by Beautiful Destinations indicates that it is inspiring travel
  - Beautiful Destinations helping to show I LOVE NY who viewed the content and then posted it from outside of their home zip code, suggesting that there's an actual through line and that the travel occurred in New York State.
  - Partnership with Beautiful Destinations has been prioritized because it seems to produce conversion of people who like photos into potential travelers.
  - Video presentation of Beautiful Destinations Catskills campaign.

**C. Guest Speaker—Ted Blazer, Olympic Regional Development Authority (ORDA)**

- Skiing has made a transition from being a mode of transportation and survival into a recreational sport.
- Melville Dewey, a hotelier in Lake Placid was the first to use skiing as a form of recreation for his guests. Had great foresight and advocated for the Winter Olympics to be held in Lake Placid, which they won in 1932 and 1980.
- Was the starting point for the development of many winter sports in Lake Placid including several ski areas and the Professional Skaters Association.
  - New York State has grown from 7 ski areas to 52, more than any other state in the country
- Lake Placid has passed Utah with skier visits to No. 4, and close to surpassing No. 3 (Vermont)
- ORDA Facilities statewide include:
  - Whiteface (formerly Marble Mountain)
  - Gore Mountain
  - Bellaire
- Taste NY facilities in operation at Whiteface; In discussion to add at Gore Mountain and Bellaire.
- ORDA manages and operates:
  - Olympic Center: More sheets of ice under one roof than any facility in the country as well as speed skating center
  - Olympic Sports Complex: Has cross country, bobsleds, skeleton, and luge

- Olympic Jumping Complex: Summer and winter freestyle as well as Nordic training and competition
- United States Olympic Training Center: Only three in the country
- All these facilities located along the I-87 corridor, which is a prime location to get the impact from metro areas for both winter and summer sports.
- ORDA manages several events including:
  - Adirondack Challenge (Winter and Summer)
  - Catskills Challenge
  - World Cup Luge (Governor helped secure \$5M to keep luge in Lake Placid)
  - Stars on Ice in December
  - Junior National Championship in March (1,500 athletes in attendance)
  - Nordic Festivals
  - Harlem Globetrotters
  - Miracle on Ice (14 team members from 1980s gold medal hockey team attend)
  - Empire State Games (longest running and largest winter sporting event in the US)
  - Lopid Cross Country event
  - ECAC Hockey (three more years)
  - World Cup Freestyle and World Cup Bobsled and Skeleton
- All important events not just for sport but because they are promoting New York message around the globe as these are televised both nationally and internationally.
- ORDA has won one of the largest events to take place annually in the world, Skate America, to take place Thanksgiving weekend 2017. Many large world markets, including Asia, attend these events (four total—one in Asia, one in Europe, one in Canada, and one in US) and present great opportunities for getting people to New York City and up to Lake Placid.
- ORDA also has a sports development department that works to immerse children in sports by letting them experience what it is like to be an Olympian at the Olympic Training Center.
- ORDA works with Figure Skating in Harlem, a figure skating club, and sponsors 8-10 athletes every year to be paired with professional skating coaches for a week at the Olympic Training Center.
- Various brands promoting ORDA facilities including Chevrolet, Coca Cola, Anheuser Busch, etc.
- ORDA brand in action campaign that helps to sponsor athletes including Andrew Weibracht, Tim Burke, Jamie Poser, and Chris Mazdzer, all of whom help to promote Lake Placid brand.
- ORDA has intimate contacts with all of the international sport federations, winter sports federations, and are highly recognized in the world of sport around the world.
- On January 28<sup>th</sup>, ORDA in partnership with I LOVE NY will work with Gore Mountain to make snow in Central Park and highlight NY outdoor sports activities which will bring out 30,000-35,000 people
- 1,700 jobs because of ORDA events and activities (2,100 if including food service)

#### **D. New Business**

##### PETER CAROFANO

- Proposal with Kristin Hanifin of Lake George Regional Chamber and Jennifer Rothman with Long Island CVB for New York State Sports Alliance that would bring together all CVBs, sports commissions and DMOs across New York State.
- Goal would be to bring more sporting events to the New York State area with mission to represent New York State as a whole during trade shows that pertain to the sports industry, National Association of Sports Commission, Connect Sports, and sports relationship conference and teams.
- Purpose would be to improve our rich history as a sports destination with hosting amateur, collegiate, international, and professional sporting events.

##### CRISTYNE NICHOLAS

- Governor has placed her on the State Fair Task Force, which is charged with recommending improvements to the fairgrounds and getting more visitors to the State Fair.
- Idea to include horse show element
- First meeting on Thursday in Syracuse, please share ideas

**Meeting adjourned: 12:18pm**

#### **Next meeting:**

Monday, January 23, 2017  
11am - 12:30pm  
633 Third Avenue, NYC



# Winter 2017

A Division of Empire State Development

1.23.17



Empire State  
Development

# 2017 State of the State and Budget

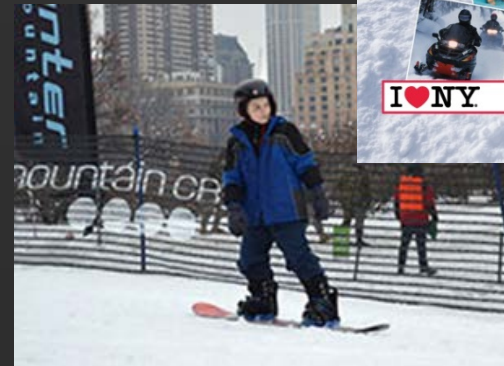
**BUILDING TODAY**  
**FOR A BETTER TOMORROW**

# Tourism Proposals

- Renovations to JFK, Syracuse and Plattsburgh Airports
- Buffalo Billion Phase II
- Expand ridesharing services throughout New York State
- Create a new Empire State Trail by 2020
- Improvements to the Long Island Railroad
- \$70M for I LOVE NEW YORK marketing
- \$1.5B: Roadway to JFK Airport improvements
- \$700M: Moynihan Train Hall/Empire Station transformation
- \$108M: Kingsbridge National Ice Center in the Bronx
- \$150M: Woodbury Common Premium Outlets roadway improvements
- Funding for I LOVE NEW YORK Welcome Centers

## Winter Marketing and Events

- Winter Media Night
  - November 15, 2016
- Winter Commercials
  - Began January 20, 2017
- Beautiful Destinations and Niche
  - Began January 20, 2017
- Straus newspaper wraps
  - January 26, 2017 and February 9, 2017
- NY Times Travel Show
  - January 27-29, 2017
- Winter Jam
  - January 28, 2017



## Winter Commercials







## Beautiful Destinations and Niche in the Catskills

- Beautiful Destinations and Niche went to the Catskills in January to capture content
- Previous Beautiful Destinations partnership:
  - More than **88 million total impressions**
  - Nearly **15 million engagements**
  - **600 engaged users travelled to the Catskills** this Fall
- Six Niche influencers have a **combined 4.36 million followers** of engaged travel & lifestyle enthusiasts
- Both partners are sharing content on their own social channels (Instagram, Twitter)

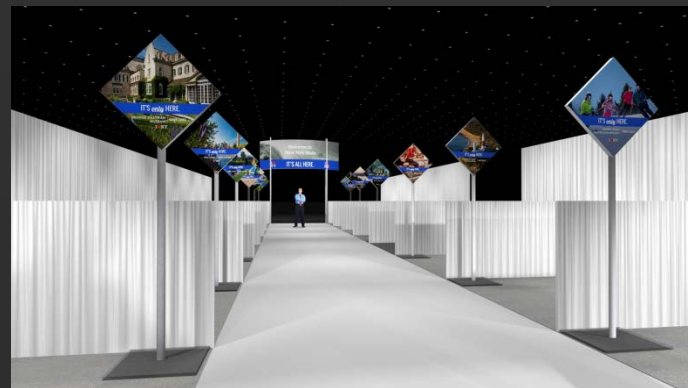


**B** BEAUTIFUL  
DESTINATIONS



# NY Times Travel Show

- January 27 - 29, Jacob Javits Center
- Theme: It's All Here, It's Only Here
- Largest consumer travel and trade show in North America
- 18 participants from New York State
- Speakers from Metro North, Canals, Campground Owners of NY, Long Island and Ross Levi from I LOVE NY
- Pre-FAM tours on Long Island, Dutchess County and Central New York



# Winter Press Trips

- NY Times Travel Show Pre-FAM tours
  - Central NY
  - Long Island
  - Dutchess County
- Macaroni Kid Ski Day
  - Plattekill Mountain, February 2
- Individual Ski trips
  - Throughout the Catskills during February and March





# Market NY

**"We must change the way we engage in economic development planning and execution.  
Those working at the local level know their area economies best..."**  
- Governor Andrew M. Cuomo



# New York State Sports



January 23, 2017

New York, NY



# Why invest in Sport Tourism? Visitor Spending on the Rise...

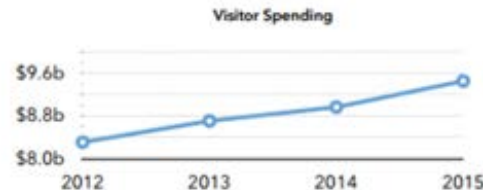
- Estimated visitor spending associated with sports events was \$9.45 billion in 2015 (\$8.96b-2014, \$8.7b-2013, \$8.3b-2012)
- This is an indicator of strength of sport tourism industry with consistent growth occurring over the past three years.



## SPENDING

After removing outliers from the 2015 data, visitor spending associated with sports events was calculated to be \$9.45b — a 5% increase from 2014. Since 2012, visitor spending has jumped \$1.15b (13.9%).

**\$9.45b total spending in 2015**



# Youth Sport Tourism Trends...

- Youth sport tourism brings new visitors to destinations and on average, 60% will return for future vacations (NASC)
- Youth sport tourism is “recession-proof.” Parents will often forego a traditional family vacation, to travel for their children’s sporting events (NASC)
- On average, a family of 4 attending a youth sports tournament, will spend around \$900-\$1000 for a three day weekend event (NASC).
- Sporting events can help fill the “off seasons,” continuing to drive economic dollars to normally seasonal destinations, year-round (NASC).

# Sports Impacts in 2016 for Adirondack Region – Warren County

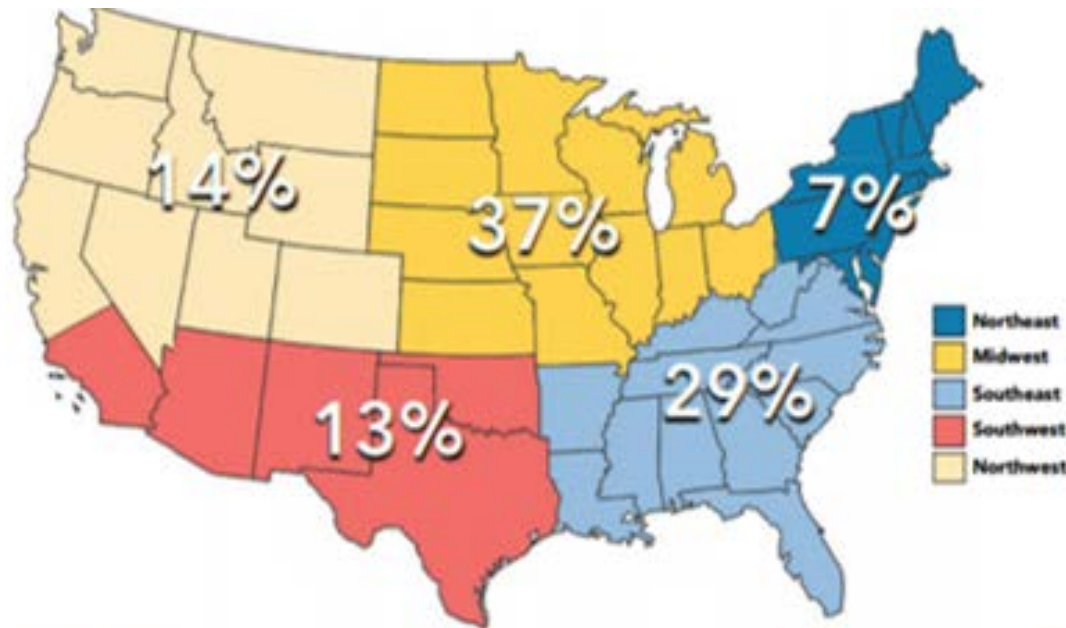
- The Glens Falls Civic Center is the home of the Adirondack Thunder, a professional hockey team in the ECHL and affiliate of the NHL's Calgary Flames. **Thunder games attracted over 74,500 visitors, generating approximately \$969,500 in ticket revenue.**
- Golden Goal Sports Plex in Fort Ann ran 11 youth soccer & lacrosse tournaments, 12+ training camps (including the NY Red Bulls & FC Bayern-Global Premier Soccer ), generating **22,527 Participants (players and family members) attended events, 4,006 room nights and an economic impact of \$1,201,848.**
- Adirondack Sports Complex in Glens Falls hosted 23 youth softball tournaments over 7 months, **303 teams, generating 13,965 room nights and an economic impact of \$2,560,802**
- ***TOTAL ESTIMATED ECONOMIC IMPACT OF SPORTS IN THE ADIRONDACK REGION -WARREN COUNTY IN 2016: \$25M***

# Trade Show Sports Business – Long Island

- Youth Baseball Championship (10 events) - Avg \$3,000,000
- Tough Mudder - \$1,311,800
- U.S. Lacrosse – \$1,200,000
- U.S. Junior Olympics - \$1,159,478
- Diva Half Marathon - \$1,019,000

# Opportunities for Growth

- There is significant growth potential in the Northeast area, to increase sport tourism, as indicated below on the map from NASC.





# Official Home of Winter Campaign





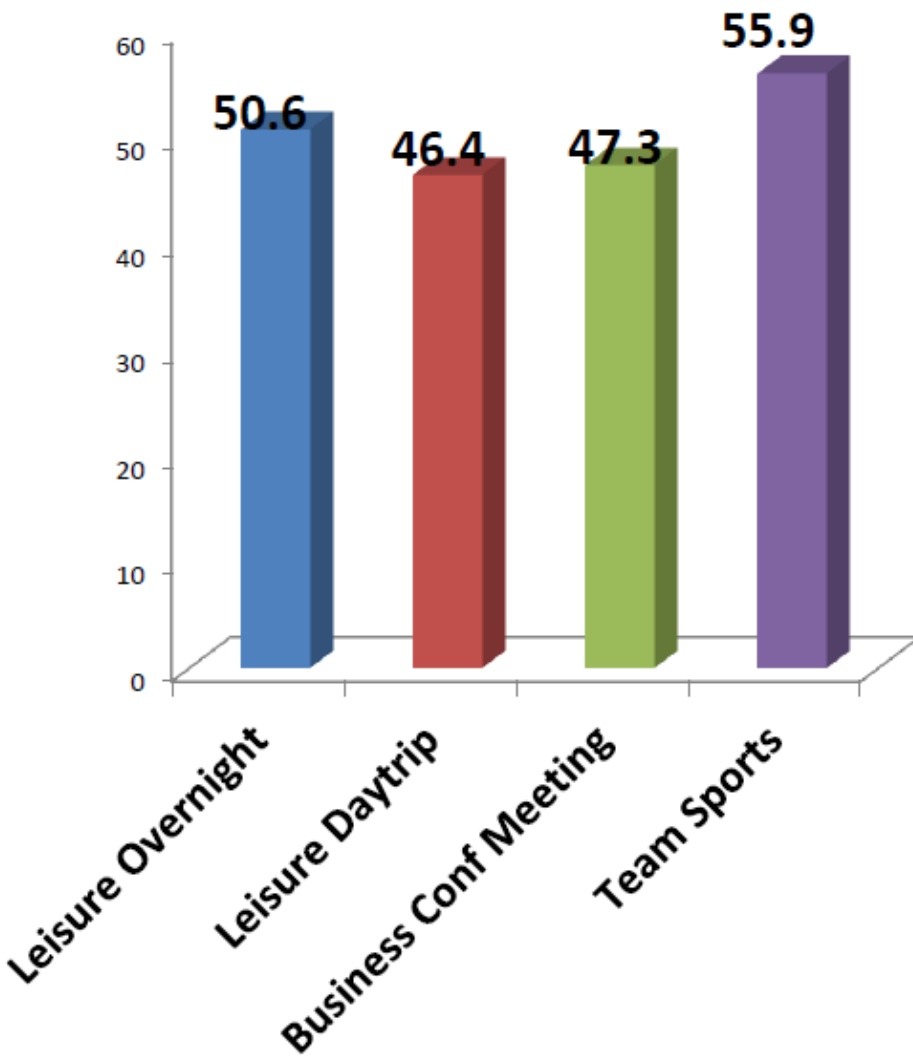
# Central New York Visitor Profile – Leisure Overnight

## Point of Origin – Leisure Overnight

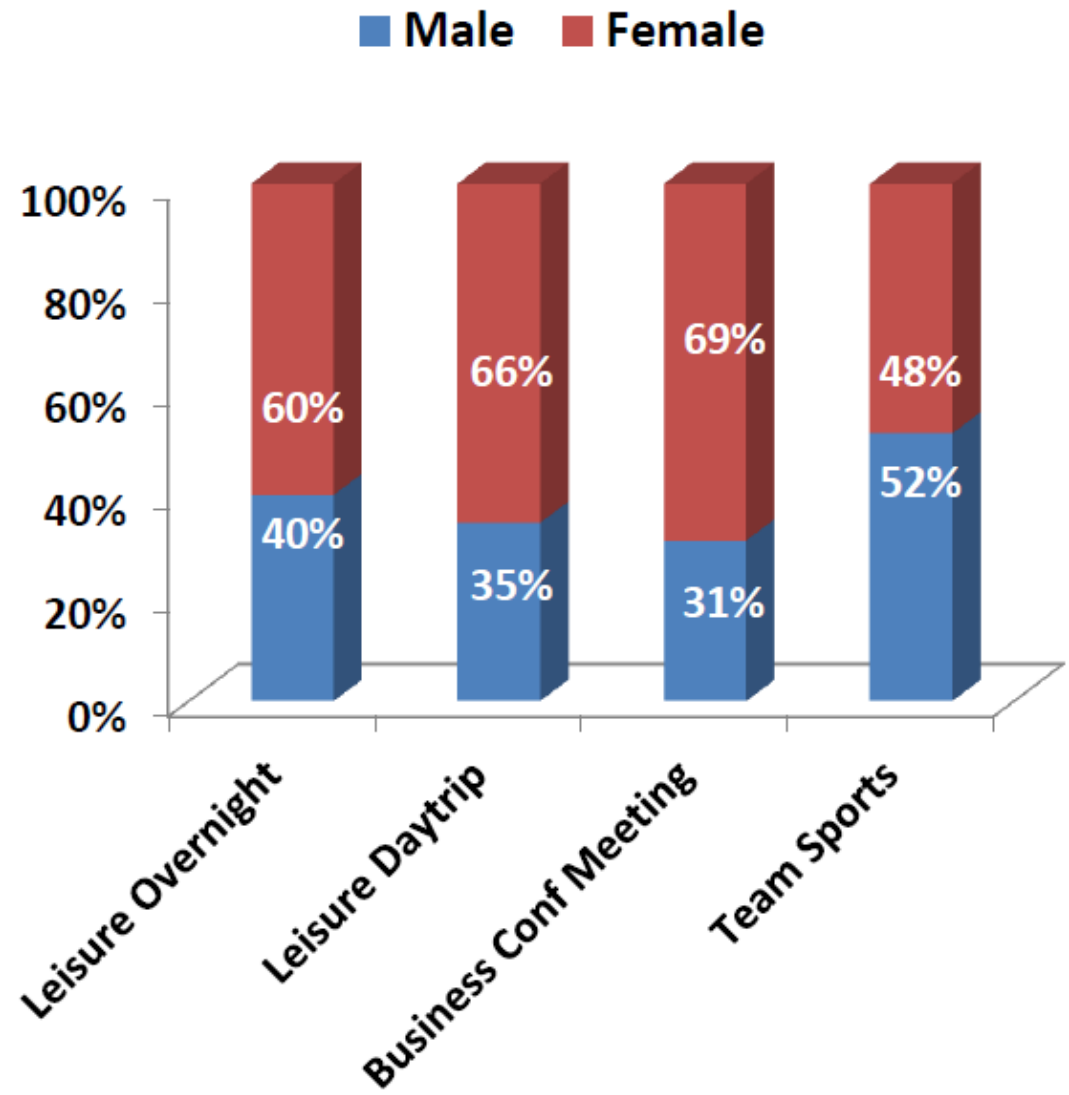


- Diverse region of 5 counties, each unique, spending on the rise
- Most travelers within upstate New York region have visited
- Best demo - ages 30 – 65, couples, educated
- 3 night typical stay
- Spending: Overnight \$1,000, Daytrip \$350
- Web/digital marketing is key – local, regional state sites
- TripAdvisor, Facebook, Mobile apps, Yelp, YouTube, Blogs, Pinterest
- Canadians come to shop at Destiny & eat & site-seeing
- USA comes for unique experiences – dining, shopping, site seeing & outdoor
- Over ½ book within 30 days
- Summer, Fall, Spring, Winter
- Need to improve wayfinding, unique shopping, evening entertainment

## Average Age of Respondents



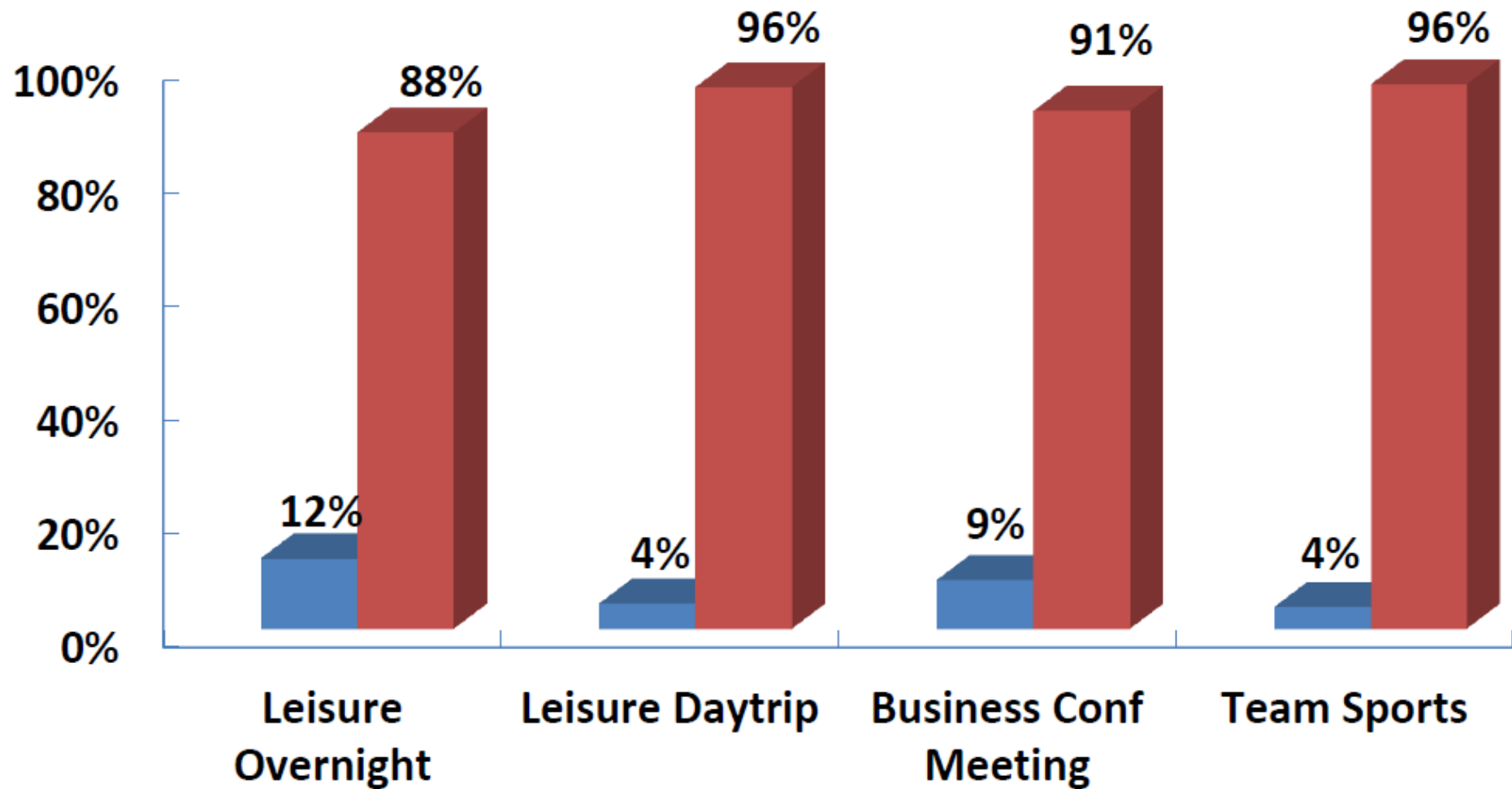
## Gender of Respondents



### Have you visited CNY previously?

■ First-time Visitor

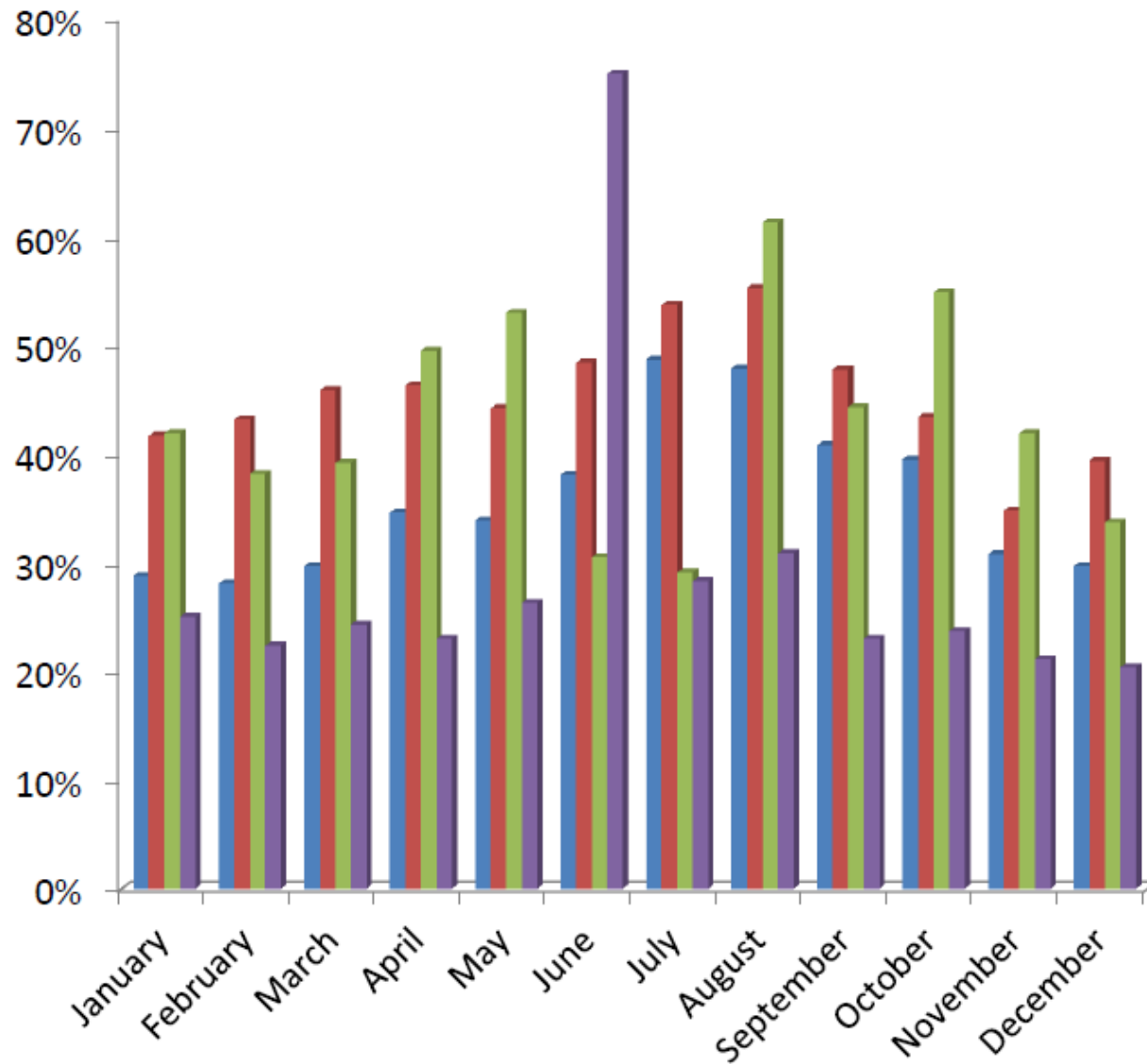
■ Previously Visited





Check all the months in which you have visited Central New York.

Leisure Overnight   Leisure Daytrip   Business Conf Meeting   Team Sports



Leisure Overnight	Domestic	International
January	30.3%	18.7%
February	30.0%	16.7%
March	30.2%	24.5%
April	35.3%	29.9%
May	34.6%	34.7%
June	39.3%	31.3%
July	48.9%	46.3%
August	48.7%	41.8%
September	42.1%	32.0%
October	40.8%	29.6%
November	29.6%	35.4%
December	30.6%	23.1%



































How?

# Official Home of Winter

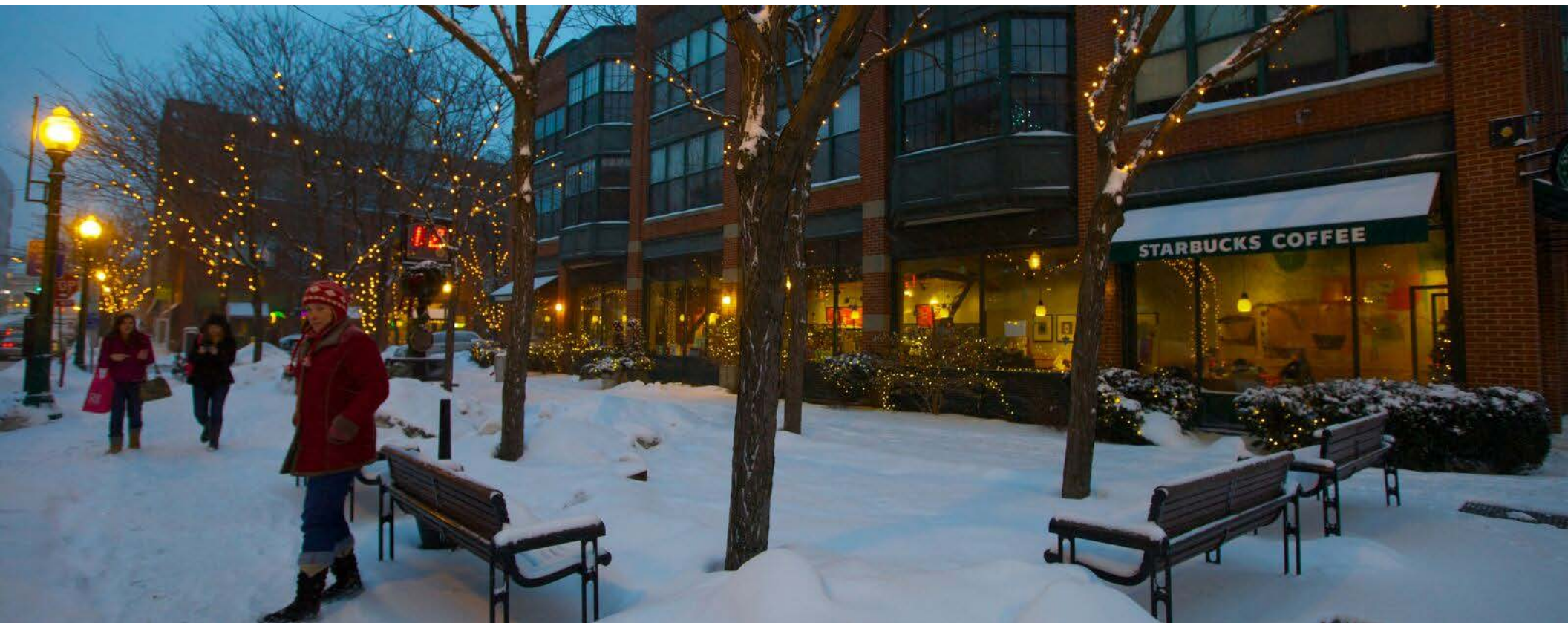








Four seasons are too complicated!



Winter

NOT Winter





Call me Chi ~ @MontanaS20 · Nov 27

#SnowStorm on its way!

I'm like: 📶 ☁️ ❄️ 🧥 😂 😂





## BEST WINTER WONDERLAND NOMINEES



**ASPEN, COLO.**

[Explore & Vote](#)



**BRECKENRIDGE, COLO.**

[Explore & Vote](#)



**DURANGO, COLO.**



**FRANKENMUTH, MICH.**



“We’ve had seagulls cooperating with a fly-by, we’ve had beach volleyball games going on,” Grossman said. With a goal of reaching 15 million visitors this year, she said the bureau is working to drum up as much business as possible.

“It’s an invitation, it’s a lure for people to say: ‘You know what, enough winter,’” Grossman said. “You’ve got six more weeks, the groundhog said so. This is a great time to trade your winter boots for flip flops.”

The Boston campaign was rescheduled to Feb. 20 after snowstorms wreaked havoc on the city’s transportation system.

This is the time of year when South Florida destinations get creative — and maybe a bit boastful — in their marketing efforts.

“We woke up this morning to a gorgeous sunny day,” Grossman said. “We’ll just beat the next storm to Boston. I feel bad for those people.”

Last week, the Monroe County Tourist Development Council [brought](#) a giant Key lime pie measuring eight feet in diameter to Boston’s South Station as part of a larger advertising blitz to promote the Florida Keys.

In a sign of how brutal this winter has been, weather threatened that stunt as well, putting “the entire pie project in jeopardy,” according to the TDC.

While slices were ultimately served, the scope of the effort took a hit: Because delivery of the planned nine-foot pie pan was delayed due to weather, chefs had to swap in a smaller version.

# Winter Surprises





# This Winter brought to you by...

CTV Ottawa | Weather - (x)

ottawa.ctvnews.ca/weather

Apps Syracuse Convention Bing 3.1 Boards of Director [LB: DMAI] Login Home Other bookmarks

CTV News Mobile CTV

**NEWS OTTAWA**

**LIVE NOW:** CTV News Channel

CTV Ottawa Search

NEWS VIDEO WEATHER MORNING LIVE PHOTOS CONNECT ABOUT LOCAL

**THE ottawa mission**  
more than a shelter

Advertisement

**Feed Hope. Change Lives.**

**Just \$3.47** provides a meal for someone in need this Christmas season.

**DONATE TODAY**

**Right Now** Next 24 Hrs 7 Day Precipitation

**RIGHT NOW OTTAWA**

**CURRENTLY**  
0°

**CONDITIONS**  
Cloudy

**TEMPERATURES**  
Normal High: 9° Record High: 16.3 in 1992

**LATEST WEATHER UPDATE**

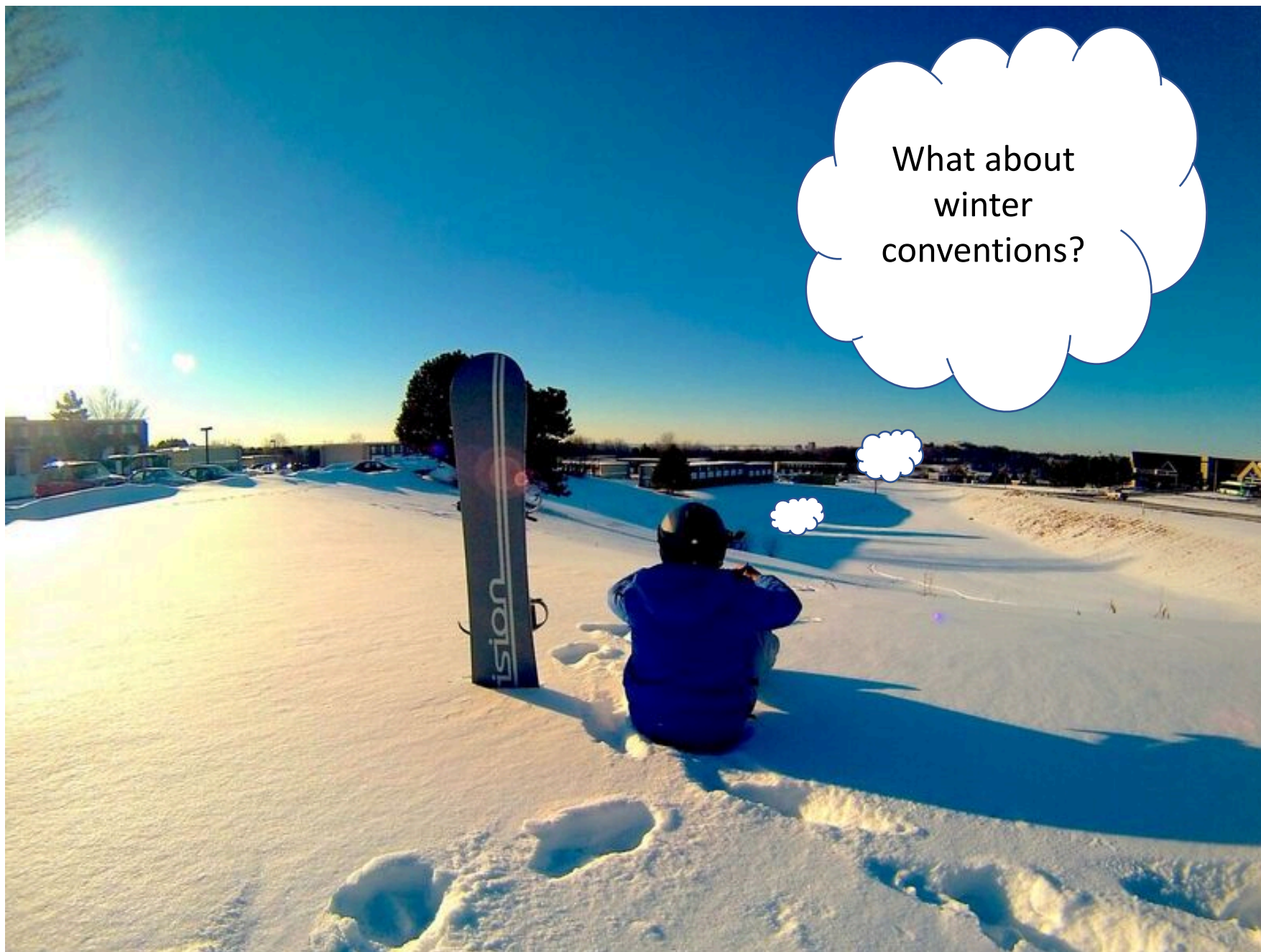
**TONIGHT**  
-7  
Partly cloudy  
Wind: NW 20-40 km/h

weather update

Your latest weather update for December 3, 2016

Windows taskbar: I'm Cortana. Ask me anything. 3:45 PM 12/4/2016






What about  
winter  
conventions?



What about  
winter films?





What about  
your  
business?



## January Media Fam

8 Participants, 6 Publications

Architecnologist  
Extreme Kids  
Levitate Style  
Naked Boy News  
OffMetro: NYC  
That Girl at the Party

120 Social Media Posts

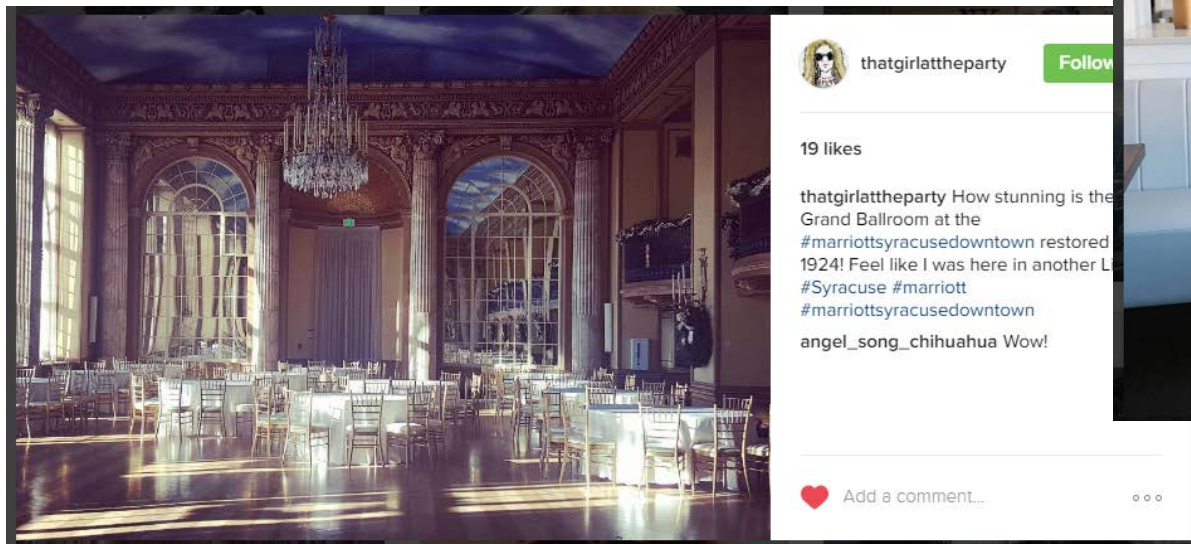
as well as several Retweets of VisitSyracuse posts

151,832 Combined Following

Not including reach, Retweets or Shares

Placements to Follow Later this Month









VegasGayPoolParty Retweeted  
**J. Son - NakedBoyNews** @NakedBoyNews · Jan 6  
 Exploring #Winter in #Syracuse #NY. #Snow #Food #Coffee  
 #Museums #Basketball an amazing city to visit. #OfficialHomeOfWinter

Syracuse, New York, Syracuse Basketball and City of Syracuse

7 19

**aliciammara**  
 Syracuse, New Y... Following

154 likes 4d

aliciammara NYC 🇺🇸 Syracuse 🌨️  
 #OfficialHomeOfWinter  
 aliciammara .

#travel #traveling #nyc #newyork  
 #vacation #visiting #instatravel #instago  
 #instagood #university #holiday  
 #photooftheday #fun #travelling #tourism  
 #tourist #instapassport #instatraveling  
 #mytravelgram #travelgram #travelingram  
 #igtravel #syracuse #love #architecture  
 #blogger #ootd #syracusetourism

breatheandbend Great ☺  
 sarageffrard that's awesome  
 levitatestyle 🤔🤔

👍 Add a comment...

offMetro NY Retweeted  
**Nikita Jankowski** @NikitaJankowski · Jan 6  
 Travel writer @offMetroNY touring @MarriottSYR for @VisitSyracuse  
 #OfficialHomeofwinter media tour

3 13

**J. Son** @GayTravelGuy · 18h

This is so cool. @empirebrew Farm Stead  
 in #UpstateNY has beer tasting and soon  
 #SnowShoe tours. We got a sneak peak.  
 Was so cool! #Travel

Syracuse, New York and Empire Brewing Co.

2 6



## Media Mentions

### 15 Placements Mentioning Winter

[ICYMI in Central New York: Polar Express extends train rides by 2 days](#)

- CNY Central

[Syracuse looks to become 'official home of winter'](#)

- Local SYR

[Visit Syracuse shares a little wintery fun at Destiny USA](#)

- Madison County Courier

[Syracuse declared the Official Home of Winter](#)

- Local SYR (+ 3 syndicated placements)

[New video campaign promotes Syracuse as 'official home of winter'](#)

- Syracuse.com (+ 6 syndicated placements)

[It's Official, Central New York Proclaimed "Official Home of Winter"](#)

- eGlobalTravelMedia





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the *topping tree*

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beauty care,  
and accessories  
from local and  
national  
craftspeople

Buy local for the holidays!

56 Genesee Street  
New Hartford, NY  
(315) 570-3350

• Morrisville Public Library news

USDA announces new conservation opportunities to improve water quality and restore wildlife habitat •

## Visit Syracuse shares a little wintry fun at Destiny USA

*Reveals a new video series and offers a chance to win big*

While the rest of the world is bracing for the coldest months of the year, Visit Syracuse is rolling out the "hot" carpet for winter. To help kick off a new winter campaign introducing Syracuse as the Official House of Winter, this weekend, Visit Syracuse is installing a display area as big as the season, on the third floor of Destiny USA, and launching a video series on winter himself.

"Winter is a badge of honor for Syracuse and Central New York and it is time to tell the rest of the world all about it," exclaimed Visit Syracuse President David Holder.

Syracuse is one of the snowiest cities in the U.S. and most other big cities with a population of more than 100,000 people, can't even compete. Syracuse usually wins the Golden Snowfall award (snow contest between New York State cities) as well as the national contest, the Golden Snow Globe. We don't shut down for the winter; we bundle up and play right in. Here, winter is loved, defended and welcomed; which is why winter is moving to Syracuse!

### WINTER DISPLAY

The display, located on the third level of Destiny USA, beside TGI Friday's, includes a huge Official House of Winter wall, with six fun characters participating in winter activities. A path of snowflakes leads mall-goers to the display. Today, December 10th, Visit Syracuse will have a team at the display wall to collect video testimonials from residents on why they love winter. Anyone visiting Destiny USA on Saturday between 2:00 PM to 6:00 PM is encouraged to stop by and speak up. Every loving word counts.

### WINTER CONTEST

Destiny USA guests are encouraged to enter the WINter Photo Contest by taking a pic of themselves as one of the characters at the winter wall by sharing the photo on Twitter, Instagram or Facebook and including the #Freeholidays, #CNY WinterOnWinter, #DestinyUSA. A prize will be awarded EVERY week and all winners will be entered into a Grand Prize Drawing at the end of March 2017.

### WINTER VIDEO SERIES

Over the next several weeks, we will learn about the campaign through a video series designed to introduce the world to an underappreciated figure called Winter – who is more than just a season. In fact, he's a busy, lumberjack-esque, young, individual who is looking to be appreciated for the frosty fun that he brings. The new video series by Visit Syracuse gives viewers the first glimpse into Winter's soul. They will learn about the bitterness he holds towards his siblings Spring, Summer and Autumn... and the pure joy he gets from dumping inches (okay, maybe feet) of snow on unsuspecting cities. Check out the first video here.

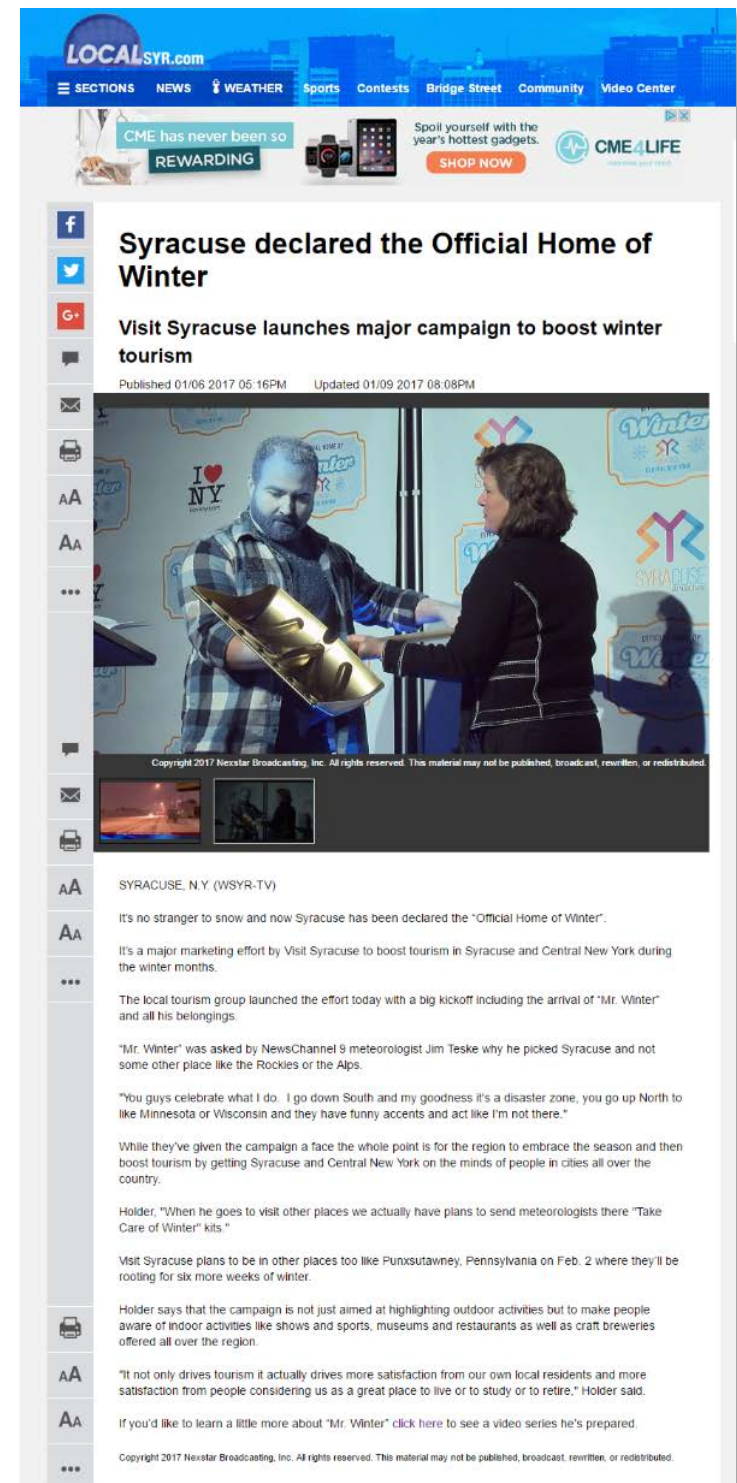
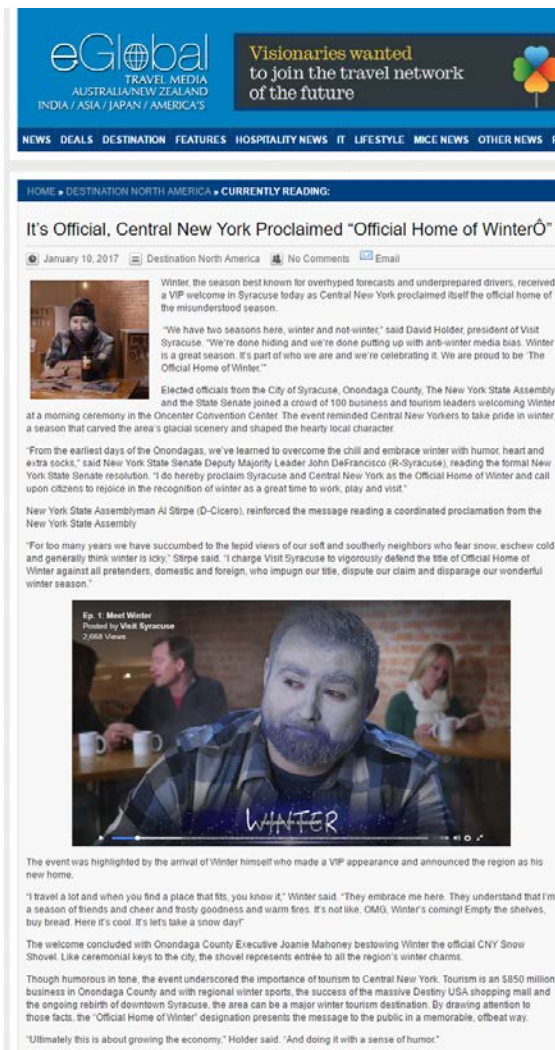
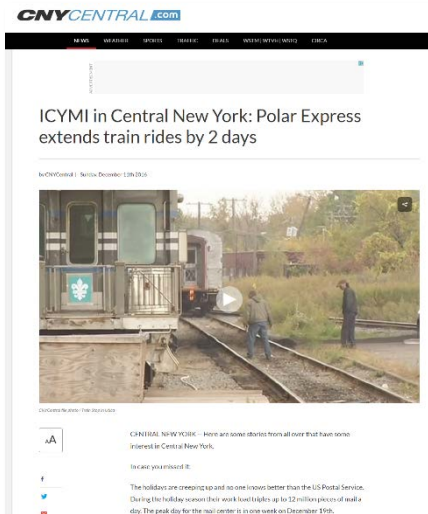
"When cities like Atlanta, Dallas and others shut down for a just a dusting of snow, we push it out of the way and load up on beer, go shopping, keep working, go to school and cheer at the game," Holder stated.

Visit Syracuse launched this entirely new endeavor to reconfigure the winter season as a statement of pride and one that can become a competitive advantage for all aspects of Central New York. The goal is to make winter lucrative for the tourism industry and for all businesses in the region. Visit Syracuse plans to hold a huge celebration to welcome Winter when he moves to town in January 2017.

"One of the most important rules in marketing is to own what you are. We own winter. Let's tell the rest of the world."

Is that it? No. Just like winter, there's much more to come.







## **9 Videos featuring Winter**

**52,036 Total Facebook Views**  
with 12,240 Organic Views and 39,796 from ads

**18,038 Total YouTube Views**  
with 7,652 from ads

**849 Total Views of 3 Live Streams**  
With 652 on Facebook, 38 on Instagram, 159 on Twitter





Meet Winter [Episode 1]



Meet Winter [Episode 2]



Meet Winter [Episode 3]



Meet Winter [Episode 4]



Meet Winter [Episode 5]



Winter Finds Syracuse [Episode 6]



Winter Finds Syracuse [Episode 7]



Winter Finds Syracuse [Episode 8]



Winter After Hours





## **#OfficialHomeOfWinter**

### **149 Posts on Instagram**

6 posted by VisitSyracuse – the rest are media, team & partners!

### **35 Tweets**

with 10 Retweets and a combined reach of 111,099  
again posted by media, team & partners.

### **55 Posts on Facebook**

widely used by media, our team, friends & partners



patrick.burke.18659

42 views

patrick.burke.18659 Winter Adventure Day Camp. Thanks Jasper, Mark, Graham, Zoe, Ryan, Kendall, Michael, Max, Ella, and Heschel for making it Epic. #TGIM #monday #morning #weekday #adventure #day #camp #fun #slippery #otter #sliding #ice #woods #nature

♡ Add a comment...



baltimorewoods

Follow

32 likes

4d

baltimorewoods Make sure not to miss the next Winter Farmers Market, this Saturday, January 14 from 10 a.m. - 1 p.m. #farmers #winter #market #farmersmarket #coffee #beans #ground #smallbatch #lowfat #granola #butter #salted #unsalted #cremefraiche #soap #handcrafted #pastureraised #meat #eggs #lamb #cheese #maplesyrup #beer #baltimorewoods #nature #naturecenter #officialhomeofwinter

♡ Add a comment...



chris\_rhineh  
Old Erie Canal State ...

Follow

131 likes

1d

chris\_rhineh The canal is frozen, imagine ice skating for miles before returning home to a warm fire and hot cocoa! This state park features 36 miles of the canal, which is 363 miles long. #fotofanatics\_nature\_nature\_skyshotz #sky\_captures #officialhomeofwinter #newyorkonly #nysparks #eriecanal #explore\_skies #www\_nature\_landscapes #world\_bestsy #world\_skyshotz #omagbreathingspace #gf\_skies #pocket\_frozen #vscomood #nature\_obsession\_landscapes #dailyhike #justgoshoot #optoutside #getmoreoutdoors #iceskateoutside view all 20 comments

bambulees Sounds like a cool day! 🍷 🍷 beautiful place to be 🍷 good idea with the cocoa 🍷

debycimmerson Beautiful shot! 🍷 🍷 🍷 Beautiful view 🍷 🍷 🍷

♡ Add a comment...



newschannel9\_wsyr

Follow

31 likes

1w

newschannel9\_wsyr @teskejim meets 'Mr. Winter' as he officially moves to @syracuse1848 @visitsyracuse #localsyr #officialhomeofwinter

♡ Add a comment...





**Gretchen Wesche** @GretchenWesche · Jan 11  
New video campaign promotes Syracuse as 'official home of winter' This is where I live. #OfficialHomeOfWinter



**New video campaign promotes Syracuse as 'official home of winter'**  
The campaign is a switch for the Syracuse visitor's bureau, which has traditionally shied away from any mention of winter.  
syracuse.com



**Maplewood Suites** @MaplewoodSYR · 22h  
Enjoy a fun filled getaway in Central New York at our 137 suite hotel! #OfficialHomeOfWinter mwsyracuse.com/package.php



**City of Syracuse** @Syracuse1848 · Jan 6  
This morning, Mayor M joined @VisitSyracuse to announce Syracuse is the #OfficialHomeOfWinter



**ToNY** @SockMonkeyToNY · Jan 6  
Enjoying a night time #IceSkating at I @VisitSyracuse the #OfficialHomeOfWinter. So beautiful here. #travel #sockmonkey



**Al Stirpe, Assembly** @StirpeAl · Jan 6  
Welcome to your new home #winter in #Syracuse and #CNY #officialhomeofwinter







**Clark CSM Marketing Communications** with Break The Ice Media and Visit Syracuse.  
January 9 at 9:06am

Had a blast in Syracuse last week with my friends from Break The Ice Media and that guy in the middle... that's Winter! #syracuse #officialhomeofwinter



**Museum of Science & Technology - MOST**  
December 30, 2016 at 9:37am

Don't miss "The Polar Express" before it goes back into the vault on Jan. 21 #officialhomeofwinter



4

**Madison County Tourism**  
January 13 at 3:33pm

Did you know that Oz - and the new show Emerald City - was "born" in Chittenango? It's true! And you can experience the wonders of Oz for yourself at the All Things Oz Museum! #EmeraldCity #GoMadisonCNY #OfficialHomeOfWinter



All Things Oz Museum. Click for Details.



All Things Oz Museum. C

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**Excellus BlueCross Blue Shield**  
January 11 at 12:58pm

Join us tonight and every Wednesday as we sponsor free City of Syracuse - Office of the Mayor ice skating at Clinton Square in Downtown Syracuse. Be part of the fun from 5-8 p.m. Wednesdays through mid-March. Visit Syracuse #officialhomeofwinter #winter #cny #iloveny



25

1 Comment 2 Shares 3.4K Views

**Ashley Demers** shared Downtown Syracuse's post.  
January 9 at 7:48pm

Sometimes you have to turn a negative in to a positive! I thought this was a clever way to show of the "benefits" of winter in CNY #OfficialHomeOfWinter

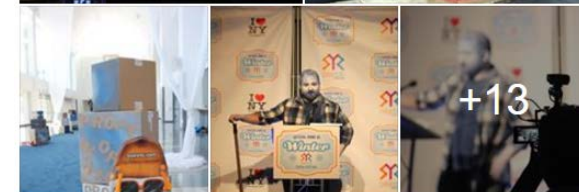
**Downtown Syracuse**  
January 9 at 10:20am

Welcome home, Winter! (CC: @Visit Syracuse)



**Kevin Morrow** added 17 new photos.  
January 6 at 5:51pm

Winter Has Arrived: The clever folks at Visit Syracuse held an event earlier today at the Oncenter announcing that Syracuse is now the #OfficialHomeOfWinter. Winter himself was in attendance, along with two moving vans filled with boxes of his stuff and lots of dignitaries, media and audience members. Instead of a golden key to the city, he was fittingly presented with a golden shovel. Afterward, he grabbed a quick snack (a Sno Ball, of course) before heading off to Clinton Square to greet skaters and pose for photos. Welcome, Winter! Glad you're with us. For more on Syracuse's most famous resident, see <http://www.visitsyracuse.com/winter/>.



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5 Comments 1 Share