



Empire State  
Development



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**Contact:**

Chyresse Wells | [Chyresse.wells@esd.ny.gov](mailto:Chyresse.wells@esd.ny.gov) | (800) 260-7313

ESD Press Office | [pressoffice@esd.ny.gov](mailto:pressoffice@esd.ny.gov) | (800) 260-7313

## **Empire State Development Announces New I LOVE NEW YORK Representation in Australia**

### ***Australia Ready Workshops to be held with tourism partners across New York State***

Empire State Development (ESD) announced the appointment of [Global Group by JG](#), an international marketing firm specializing in travel, tourism and lifestyle brands, as New York State's Tourism Promotion Agency in Australia. New York State's outreach to Australia is a result of the 2014 New York State Tourism Summit, where Governor Cuomo made the commitment to expand the state's global reach through increased representation and partnerships in key international markets.

"International travelers are vital to the success of New York State tourism," said Empire State Development President, CEO and Commissioner Howard Zemsky. "We look forward to vigorous representation with our friends 'down under,' so that they will be able to join the nearly 14 million other international travelers coming to experience the world-class destinations and attractions found in every region of the Empire State."

Representation in the Chinese cities of Beijing, Shanghai, Guangzhou and Chengdu was announced last year, and they join I LOVE NEW YORK's international presence in the United Kingdom and Germany.

Empire State Development Division of Tourism Executive Director Gavin Landry noted the importance of increasing New York State's presence in Australia, saying, "As part of Governor Cuomo's Global Tourism Initiative, we are strategically expanding into new international markets. The Australian traveler is an affluent traveler, with large expendable income and the ability to take international vacations that last 20 or more days. The destination represents considerable opportunity for New York, with \$28.4 billion in international travel expenditures."

Global Group by JG will represent the Division of Tourism via strategic, integrated marketing, trade and media relations for the state's I LOVE NEW YORK brand. All of Global Group by JG's trade, media and consumer marketing will be tailored to coincide with Australian travelers' U.S. interests as revealed by a Brand USA study, which include: shopping, culinary experiences, visiting small towns and heritage sites, art galleries and museums and guided tours.

"New York City has always been a preeminent vacation destination for Australians and Global Group by JG is honored to help shine a light on the state's enriching, yet undiscovered

features,” notes Jena Gardner, Global Group by JG’s president and CEO. “With U.S. visitation and spending from Australian travelers doubling since 2006, the market represents a growth opportunity for the state’s tourism organizations and businesses. We look forward to showcasing New York State’s history, natural beauty and cultural offerings to the Australian travel market and inspiring statewide experiences.”

To engage partners across the state in the effort, I LOVE NEW YORK is offering Becoming Australia Ready workshops to educate the private sector, government agencies and other tourism/hospitality organizations on how to best promote themselves to the Australian market. Key topics covered during the workshops in Albany, Syracuse and Buffalo will include understanding the Australian visitor and how to work with Australian tour operators. The workshop will be presented at three locations across the state as follows:

- Albany: Thursday, May 14, 8 a.m. - 12 p.m. at the Empire State Plaza, Meeting Rooms 4 and 5, South Mall Arterial, Albany, NY 12242.
- Syracuse: Friday, May 15, 1 – 5 p.m. at The Oncenter, 800 South State Street, Syracuse, NY 12302.
- Buffalo: Monday, May 18, 8 – 11:45 a.m. at Salvatore’s Italian Gardens, 6461 Transit Road, Depew, NY 14043.

The interactive workshops will include presentations by six tour wholesalers from Australia, while three from the I LOVE NEW YORK Australia will provide specifics on how to identify and work with the industry entities and merchants. In addition, Dolores Simonds, Vice President Strategies and Alliances for I LOVE NEW YORK Australia will explain the Division of Tourism’s short and long term plans, and how NYS destinations and attractions may participate. Attendees will be able to meet the tour operators that are seeking to add New York State to their product offerings. The workshops are combined with a statewide tourism familiarization tour by the Australia delegation, which includes a representative of Qantas Airways, Australia’s flag carrier that has hosted the travel to New York State.

In early 2014 the Governor launched Global NY to capitalize on New York State’s tremendous international appeal and growing potential. As the gateway to the United States, New York State is the number one destination for overseas visitors with close to 14 million international visitors coming to New York in 2014.

### **About New York State**

New York State features 11 beautiful vacation regions. New York’s attractions span from landmarks such as Niagara Falls to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame in Cooperstown. Whether it’s wide-ranging outdoor activities for the whole family like hiking, culinary wonders and farm-to-table fresh foods, snowmobiling, skiing and snowboarding, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers. For more information, visit [www.iloveny.com](http://www.iloveny.com). Media can find press releases and more at [thebeat.iloveny.com](http://thebeat.iloveny.com).

### **About Global NY**

Global NY, an initiative launched by Governor Cuomo in 2014, has positioned New York State to enhance its international competitiveness. With offices in New York, Canada, China, Israel, Mexico, South Africa, and the United Kingdom, Global NY has on-the-ground experts around the world creating new business opportunities for New York State. In addition, the \$35 million Global NY Development program will soon provide loans and grants to help small- and medium-

sized New York businesses export abroad. The Governor also unveiled [www.global.ny.gov](http://www.global.ny.gov), a one-stop shop for trade and investment.

### **About Empire State Development (ESD)**

Empire State Development (ESD) is New York's chief economic development agency ([www.esd.ny.gov](http://www.esd.ny.gov)). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo's Regional Economic Development Councils and the marketing of "I Love NY," the state's iconic tourism brand. For more information on Regional Councils and Empire State Development, visit [www.regionalcouncils.ny.gov](http://www.regionalcouncils.ny.gov) and [www.esd.ny.gov](http://www.esd.ny.gov).

### **About Global Group by JG**

Global Group by JG's purpose is simple - to give destinations a voice. We are a full-service consulting firm that offers integrated Public Relations, Trade Relations, Marketing, and Branding services to clients in the travel and travel lifestyle sector. We help destinations gain exposure, build brands, establish networks and increase sales in North America, Latin America, the U.K. and Europe, and Australia. Founded by Jena Gardner and Melanie Brandman - both leaders in the world of travel – Global Group brings the combined knowledge, expertise, and creativity of their respective firms - JG Black Book and The Brandman Agency - together into one integrated agency with unparalleled experience and a strong global presence. Global Group's founding firms have worked over the past 12+ years with numerous high profile destinations – including Scottsdale, Los Angeles, Barbados, Belize, Morocco, the British Virgins Islands, and Bhutan – and we continue to help the world's most inspired destinations success in a constantly evolving global marketplace. For more information on Global Group by JG, please visit [www.globalgroupbyjq.com](http://www.globalgroupbyjq.com) or call 212-967-5895.

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