

Tourism Advisory Council Meeting

Monday, March 24, 2014

633 Third Avenue, NYC / NYS Capitol Building, Albany

(Video conference)

11am – 1pm

Webcast address: <http://www.esd.ny.gov/webcasts/>

Dial in information: 516-733-3375 (NO PASS CODE IS NEEDED)

If you dial in via phone, please mute the computer as there is a delay.

AGENDA

- | | | |
|------|--|--------------------------|
| I. | Chairman's Report | Cristyne Nicholas |
| | a. Approval of minutes | |
| | b. Tourism Action Day recap | |
| | c. Upcoming Tourism Summit | |
| | d. TAC procedures | |
| | e. Vice Chair vote | |
| II. | Executive Director Report | Gavin Landry |
| | a. The new iloveny.com | |
| | b. Spring television commercials | |
| | c. NYSTVA Conference 4/28 - 4/30, Syracuse | |
| | d. Tourism CFA Awards | |
| III. | Program Reports | |
| | a. Recent and upcoming special events | Ross Levi |
| | b. 2013 Earned Media | M.Silver / Finn Partners |
| IV. | Tourism Gap Analysis Report and Discussion | Angela Wu and Ana Liss |
| V. | Establishing committees | Cristyne Nicholas |
| VI. | New Business | |

Next meeting:

Tourism Summit

Location: NYC

Date: TBD (May)

Tourism Advisory Council Meeting Minutes

“Draft – Subject to Board Approval”

Date: Monday, January 27, 2014
Location: 633 Third Avenue, 37th floor boardroom
Meeting start: 11:00am

Attendance

TAC Members

Cristyne Nicholas (Chair)	
Irene Baker	<i>Via phone:</i>
Peter Carafano	Barbaralee Diamonstein-Spielvogel
Jan Marie Chesterton	Dan Fuller
John Ernst	David Heymann
Gail Grimmett	Michael Johnson
Alana Petrocelli	Thomas Mulroy
Alexandra Stanton	John Sagendorf
Elinor Tatum	Thurman Thomas
Mike Armstrong (Rep for Assem Markey)	Senator Betty Little

ESD Staff

Kenneth Adams, <i>President & CEO</i>	Elizabeth Fine, <i>EVP, Legal and General Counsel</i>
Gavin Landry, <i>Executive Director, Tourism</i>	Jennifer Chung, <i>Associate Counsel</i>
Lisa Soto, <i>Project Associate</i>	Jerry Russo, <i>VP, Communications</i>
Jamin Clemente, <i>Executive Assistant</i>	Ross Levi, <i>VP, Marketing Initiatives (via phone)</i>
Soraya Al-Olama, <i>Tourism Intern</i>	Rowena Sahulee, <i>Director, Tourism Marketing, Licensing, and PR</i>

TAC Guests

George Lence, <i>Nicholas and Lence</i>	Randall Bourscheidt, <i>Alliance for the Arts</i>
Morris Silver, <i>MSilver/Finn Partners</i>	John Mariacher, <i>Manager, Thurman Thomas (via phone)</i>
Linda Ayeres, <i>MSilver/Finn Partners</i>	Heather Jung, <i>Business Council for NYS (via phone)</i>
Patricia Ornst, <i>Delta Airlines</i>	Matt Gnaizda, <i>New Tang Dynasty TV</i>
Erin Sweeney, <i>Sweeney Strategies</i>	Seth Hirsch, <i>New Tang Dynasty TV</i>

I. Welcome, review minutes, introduce new member Thurman Thomas

Cristyne Nicholas

- Welcome and Happy New Year to all
- Questions on the minutes – Senator Betty Little correction, she was on the phone
- Welcome to Thurman Thomas who is on the phone is our newest TAC member appointed by the governor. He has been to the Super Bowl four times as a member of the Buffalo Bills and has a very distinguished career in football and business. He is based in Buffalo so he is going to help us divide and conquer in terms of bringing in events to the western part of the state.

Thurman Thomas

- I am excited to be here and look forward to working with everyone, welcoming people to the SuperBowl and making it the best SuperBowl ever. Apologies for not being there today.

Cristyne Nicholas

- Thank you Thurman for your commitment to the great state of New York.
- Thurman would make an excellent Vice Chair and later we will take a vote to elect Thurman Thomas if we have the correct attendance. This will be a great opportunity to bring in not just sporting events, but all types of events throughout the state with me being downstate and Thurman being upstate. We can build on the great work and momentum that Ken Wong and Gavin have done over the last year in trying to broaden our reach in the tourism market through events.

II. Capital Budget Discussion

Kenneth Adams

- Happy New Year and thank you for all of your hard work in 2013 and for your ongoing commitment that will make tourism in NYS in 2014 even bigger and better. And thank you again Thurman for your willingness to serve, we really look forward to your help.
- Last week was the Governor's Executive Budget presentation in Albany, and as one of the cabinet members I am part of a team that gets deployed across the state when he does a presentation like the State of the State or the Budget address to amplify that message and take it to a grassroots level by presenting it to local organizations.
- The budget is largely a blueprint for ongoing economic development in NYS and built into that is an ongoing commitment to tourism, marketing and all of the things TAC has been so helpful with last year, in years prior, and in years ahead.
- There is a lot in this year's budget on investing in tourism assets via capital funding:
 - \$157 million for the Environmental Protection Fund – a major commitment enhancing and protecting our environmental assets.
 - \$90 million for New York Works – capital funding for state and environmental projects.
 - \$6 million for 50 beautiful recreational sites around the state to be made accessible to the public for the first time (hiking, camping, hunting, fishing, etc).
- For the past three years, and especially this year, the governor is driving precious and limited state dollars to tourism infrastructure which shows his ongoing commitment to tourism.
- There is \$9 billion in annual economic activity that comes from outdoor recreation.
- Other initiatives include:
 - Outdoor activity branding on the I Love NY license plates (I love fishing, etc)
 - Recreational licenses as part of your driver's license (hunting, fishing, etc)
- The budget does not become law without the support of the legislature. There is a hearing where I have to defend our funding and there will be another seven or eight weeks of debate and hearings on the whole budget proposal before it is voted on and passed by the legislature.
- All of the work that we do and this council does on tourism could not be done without the support of Assemblywoman Marge Markey and Senator Betty Little.
- Senator Little: The results of 2013 for tourism in the North Country are definitely improved by the efforts that the governor has put into the North Country.
- Barabaralee Diamonstein-Spielvogel: If I have a recommendation for a specialty tourism license plate, to whom to do I send it?
- Kenneth Adams: Send it to me or Cristyne and we will get it to the right people.

III. 2014 Events (presentation and list attached)

Cristyne Nicholas

- The Governor has asked of us is to gather a list of events that he can showcase for tourism development. Ken Wong is the point person but he is out on SuperBowl Blvd today, so Gavin will walk us through the list, how it was compiled and what we can look forward to.

Gavin Landry

- 2013 was a very successful year. We did about seven events in a three month period and the Governor's team was helpful in lending their support and gravitas to these events from the Adirondack Challenge to the Governor's Cup wine tour. We were able to showcase the region's assets and lend a spotlight to those regions that we may not have been able to do otherwise.
- This model worked effectively, but one thing we learned was that we could be more effective if we had an events list and plan for the year ahead of time. Fran Reiter gathered various agencies and we reached out to regional council reps, chamber reps, all 56 TPAs, DMOs, Adirondack Park Agency, ORDA, SANY, etc. and asked them to identify their most significant events and to grade them in terms of how we might activate from ILNY and also ways that we can curate the information and exploit the audience that is already coming to NYS.
- We looked at these events in a Venn diagram where chamber, ILNY and Taste events intersect. The events were culled down from 341 events to the 50 events on the list in your packet that we are going to activate on in some fashion and have already begun to plan for.
- The events have been divided into four levels of activation to determine which events we could promote and could help reinforce the NYS brand with a positive story about NYS so that we have an effective and powerful position in the events universe.
 - Signature (Varies based on event)
 - Category 1 (Significant presence)
 - Category 2 (Enhanced presence)
 - Category 3 (Basic presence)
- The weekend we have the SuperBowl, next weekend we have the Saranac Lake Winter Carnival (voted the #2 winter carnival in the world by National Geographic) and Empire State Games.
 - *Shows promotion videos
 - Saranac Lake Winter Carnival – ILNY and TasteNY will provide a lounge, maple shaved ice, hot chocolate, and a full bar with 30 seats. This is how a hometown event can go from local to regional to national in scope.
 - Empire State Winter Games – we are activating at the parade and closing ceremonies. There was a NYTimes article suggested it for those who can't attend the Olympics itself.
- Senator Little: Where are these ads showing?
- Gavin Landry: These videos were put out by the organizers of each event.

IV. Winter campaign and brand strategy (presentation attached)

Gavin Landry

- We conducted consumer insight research a couple of months ago with nine focus groups in Toronto, Philadelphia and NYC. The people were screened and identified as people who were planning a winter getaway but had not been to NYS outside of NYC.
- The research told us a few things:
 - We have two really big challenges. Lack of awareness of tourism assets and any awareness that does exist is a dated perception. The perception is not up to date with the current level of assets and development that are taking place there.
 - We had to get away from the strategy of cataloguing as we did in our summer commercials, where we threw a number of things at you in 30 seconds by region. It didn't accomplish the goal of making NYS seem special and giving a good positive brand story about NYS that people could relate to.
- The commercial that is airing now is in the skiing line of interest, called Dad. We are shooting two more, one in Cooperstown and one in Tug Hill (one of the nation's best snowmobiling destinations). We also have one filmed at Dia:Beacon (girls weekend getaway). They are intended to tell a story that you will connect with, remember, promote specific and unique NYS

- assets, and have you walk away with a positive feeling about NYS. *Shows Dad commercial
- Feedback has been positive, as was the storyboards that were tested with consumers in NYC.
- The commercials are being supported with targeted digital, print and radio. SANY gave us with the feeder markets for every ski slope in NYS, which is about 50 - more than any other state.
 - We are geo targeting the radio to Cleveland for skiing at Holiday Valley, which is in the western part of the state. For areas close to the Canada border, we are targeting shopping by radio and print because that is what drives economic impact in the winter. Digital is scattered with screen takeovers of skiers and snowmobiles going over NYC.
 - We are spending about \$4.7 million on radio, TV and print.
 - \$1.7 million on out of home, which is up this week in time for the Super Bowl. Features “category killer” assets in skiing / snowmobiling, cultural, and shopping. We have two brand trains or 1200 cars, meaning every train line is covered with these (⅔ of the system).
 - Digital ads in Penn station and Grand Central
 - OOH designed to target the metro NY source market and out of town visitors.
- Randy Bourscheidt: Is the master calendar of events available online?
- Gavin Landry: It’s on our media site and in your packet. It’s a working document, so it changes.
- John Ernst: This is a great approach. I have seen surveys of people downstate who say the best skiing is in Vermont, but they don’t even know about skiing in NYS, so you are right on.
- Mike Armstrong: In Queens we are observing the 50th and the 75th anniversary of the World’s Fairs. It kicks off in April and there will be events over the six months that the fair would run. All Queens cultural institutions are involved, about 700 events with a few signature events.
- Gavin Landry: We have been working with the organizers and it is on the master list, not the smaller list but that doesn’t mean that we won’t be a part of it and won’t activate there.
- Barbarlee Diamonstein-Spielvogel: Would like to add that it is the 50th anniversary of the NYC landmarks law, www.nylandmarks50alliance.org. There are 116 member organizations in all five boroughs holding different events that I hope you will support.
- Cristyne Nicholas: Thank you Barbaralee. If anyone has any other events that you would like to be considered for the list, please email myself or Gavin.

V. Vice Chair Vote

Cristyne Nicholas

- Because we are short on time, I want to hold the vote because some people may have to leave.
- I would like to move now to take a symbolic vote for Thurman Thomas to become the Vice Chair of the Tourism Advisory Council. Thurman’s bio is in your packets.
- The vote will be ratified in April at our next meeting, which is now scheduled in NYC but I may change that if it is easier to get the ten people in a room needed for quorum in Albany.
- Peter Carofano: I second the motion to vote.
- Unanimous vote of yes from the nine members physically present and two members on skype / facetime (Dan Fuller and Tom Mulroy).

VI. Recap of December Cabinet Meeting (presentation attached)

Cristyne Nicholas

- This was the first time that TAC was asked to present at a cabinet meeting, which shows the governor’s interest and investment in tourism.
- The entire cabinet as well as the press corps was at the meeting.
- We began on May 8, the date of the Tourism Summit – ambitious agenda of deliverables
 - HUD / Sandy advertising – \$30 million.
 - Border / Interstate signage – You should be seeing this now with Path Through History.
 - Massive Out of Home advertising – Gavin just went over.

- NY Sports and Special Events – we see today with the addition of Thurman Thomas.
- Port Authority / MTA partnership – Fully wrapped shuttle, subway cars, metro north, LIRR.
- NYS International Marketing efforts – Gavin attended the World Travelmart in London and it was the first time we were represented in many years.
- Tourism Research – starting a barometer to measure our successes and fix as needed.
- TasteNY marketing and events – we have a whole list of things we have done together.
- LGBT Travel marketing initiatives – thank you to Ross Levi for helping us with this very important group.
- I LOVE NY in Times Square – we have partnered with the Times Square Alliance and we now have tourism information in their visitor center for the entire state.
- Airport / airline partnerships – all white space now has some kind of tourism poster.
- Launched the Path through History Weekends
- Adirondack Challenge
- New event this year: Bassmasters Tournament Aug 21-24 with Governor’s challenge Aug 23.
- By showcasing events that were already happening with the Governor’s attendance, we bring more media attention to it
 - NASCAR – Promoted no texting and driving
 - PGA in Rochester
 - Governor’s Cup – continued to promote the wine and spirits industry and be competitive.
- \$7.7 billion in local taxes
- \$61.3 billion in direct spending
- Increase of 7% from 2012 - NYS is doing better than the national average in every category
- 24,800 jobs projected, 21% increase
- 1 in 12 jobs are in tourism, fastest growing industry in NYS, 3rd in terms of percentage

VII. State of the State and Budget summary

Ross Levi

- January is a busy month - State of the State Address followed by the Executive Budget.
- State of State – January 8, 2014, Albany
 - The governor outlined his overall agenda and economic development was a central plank
 - Highlighted the successes of the last three years in terms of changing the direction of NYS
 - Transformed a \$10 billion deficit to a \$2 billion surplus
 - State spending kept below inflation and personal income growth for the first time in 40 years
 - Unemployment is down in all 10 regions with 400,000 new private sector jobs, the highest job creation ever in NYS
 - The state’s credit rating has gone up with all three credit agencies
 - All indicators show that we are headed in the right direction, but there is more to do
 - Governor proposed increased economic development measures for 2014, with tourism as an important part of that. It is noteworthy how much time was spent discussing tourism – it shows the priority and commitment to tourism.
 - Governor emphasized the priority of attracting visitors upstate and to the outdoors
 - NYS Adventure License – icons for recreation licenses available on driver licenses (boating, state parks, Empire Pass, etc.)
 - Highway welcome signs – Tourism, Path Through History, and TasteNY attractions – a way to get people off of the highways and into the communities
 - Expand on the Adirondack Challenge with a Bassmaster Classic Governor’s Challenge in the Finger Lakes
 - Proposal to bring world class gaming destination resorts to upstate NY with a gaming facility location board – an aggressive timeline to select sites and get facilities in place
 - 50 new access projects to connect hunters, birdwatchers, and other nature enthusiasts

- to state owned land (mentioned by Kenneth earlier)
 - An overall revitalization of the NYS parks system
 - A new I LOVE NY tourism smart phone app which is available with comprehensive information on lodging and dining in every region of the state
 - Encouraging targeted investment through a second round of key industry summits, which means a second tourism summit – stay tuned for details
 - Modernizing airports - NYS to assume responsibility for the construction to ensure that these transportation hubs are modernized as efficiently and as quickly as possible
- Executive Budget – Announced January 21, 2014, Albany
 - The budget provides the resources to make priorities happen, and again economic development was a top priority.
 - \$15 million for specific tourism initiatives – includes general money for the ILNY program, funding to assist local TPAs with a matching grant program, visitor centers in NYS, continued money to MarketNY and TasteNY grant opportunities, spending of our collected licensing fees
 - We expect additional funding from other sources in the budget, not necessarily labeled tourism, but can be utilized and have a significant impact on tourism
 - Part of \$50 billion for Open for Business (general marketing) often used for tourism
 - \$150 million for REDC includes tourism initiatives– e.g. ORDA, Whiteface, Buffalo Billion, Niagara Falls, Gaming commission staff, and Onondaga Lake beautification and revitalization
 - Legislature now has to weigh in. Adoption goal of April 1, the start of the new fiscal year.

VIII. TIC and NYSHTA Tourism Lobby Days

Jan Chesterson

- Update on the Tourism Industry Coalition which is a group of 25 organizations that have tourism as its common denominator – ski industry, campgrounds, etc
- We are ramping up for annual advocacy day called Tourism Lobby Day on March 4
- We met to dissect what was in the budget relative to tourism and identify some of the issues and will be talking with the legislature throughout the session, encouraging them to support:
 - \$3.815 million in funds for the matching grant program that assists localities in NYS
 - \$2.5 million for I LOVE NY marketing
 - \$5 million for MarketNY
 - 1.1 million for TasteNY
- 250-300 folks will be assembling in the LOB Well at 11:30. Kenneth Adams will speak at noon.
- Many members have their own individual issues that they will address with legislators.
- Developing a white paper that shows the ROI on matching grants by county and region, showing what some TPAs are doing and the importance of sustaining that funding.
- Not asking for more funding just support of the proposed amounts.
- NYSTA Annual conference in Albany on March 3 - ILNY will have a presence.
- We are very hopeful that the governor will address the group of 300 + tourism professionals.
- Cristyne Nicholas: How has TAC and TIC worked together in the past?
- Jan Chesterson: In the last 3-4 years there has been a great renewed synergy because there are numerous people that have crossed over from one council / coalition to the other. I try to report back what we are working on and vice versa as well as with NYSHTA. There are numerous partnerships and relationships, so it is working well...better than it ever has.
- Cristyne Nicholas: We have synergistic goals. Does it help to have us be part of our lobby day?
- Jan Chesterson: Yes you can register at Ticnys.org. There is no fee.
- George Lence: Do you break up into small groups to speak to legislators?

- Jan Chesterson: Yes our coalition members are encouraged to work within their own groups / memberships to make their own appointments and go industry or region specific.
- John Ernst: \$19 million...is that the total for all the proposals that have an effect on tourism?
- Ross Levi: It's hard to come up with a total figure partially because a lot of what we do in tourism comes from other funds like Open for Business. There are other things that you can question whether they are tourism or not, so it's a little subjective. The hard tourism lines that we can point to right now is \$15 million, but I wouldn't quote that to people as the final number of funding for tourism because money does come from other pots.
- Christine Nicholas: Senator Little, is there any advice that you can lend to the lobby group?
- Senator Little: Personal letters and emails to legislators and the governor's office with experiences to how the increased funding last year helped and the need for continued funding. If we can get the same amount of funding this year as last year, we will be in good shape.

IX. 2014 Priorities

Cristyne Nicholas

- Commitment to continue what we are doing.
- An emphasis on research is important in terms of benchmarking and when approaching legislators for support its good to have solid numbers – this should be top on our list.
- Establishing more of an outreach to events and trade shows, such as TravelMart and ITB.
- Reestablishing Committees
 - Former committees - Aviation, Budget, Hospitality Infrastructure, Cultural Affairs
 - Would like to add - Sports and Special Events
 - Gail Grimmett: The Aviation committee had sporadic meetings as ideas came forward, no set agenda or goals, we should review and talk about the purpose of each committee and what the output should be so that it is regular and functional.
 - Tom Mulroy: Hospitality Infrastructure also met sporadically and a memo was put together and submitted. When Zagat left, it kind of fell to the sidelines. The committees were made of TAC members and we had some reports done by outside members.
 - Gail Grimmett: We leveraged outside folks as needed. Due to the inconsistency of meetings, it was difficult to engage others as much as you would want.
 - Randy Bourscheidt: We had an informal Cultural Affairs committee which also met sporadically. No formal recommendations were made, but the goal was to bring more ideas into the TAC meetings and there were some good ideas that are worth revisiting. It seems, in light of Gavin's report, that culture might be the next item on the agenda.
- Infrastructure gaps:
 - Randy Bourscheidt: Sara Griffen, director of Olana complimented the on the Get Outta Town ads and he said he wanted to add culture. The issue for many cultural institutions is hotel capacity and it can only be addressed as a matter of economic strategy for NYS.
 - Gavin Landry: We are currently working with the Empire State Fellows to identify tourism infrastructure gaps in each region – water, sewage, transportation links, hotels, etc. We will have the report at the next meeting. Some of this funding that has been discussed today has been earmarked for infrastructure for a variety of industries. We as the tourism industry should galvanize to get our piece of the funding with good information that informs the development community as to what is possible.
 - Cristyne Nicholas: This would be great to be part of the Tourism Summit. Hotel development in Saranac Lake for example is being supported by the state and is obviously a tourism development issue but is not necessarily categorized as a tourism issue in terms of how the budget is handled. \$15 million pales in comparison to what dedicated funding sources are for actual tourism development through infrastructure improvements. To get that all in one report will be very helpful.

- Alexandra Stanton: Gavin – are the fellows looking at what IDAs might be willing to do? Local IDAs might be able to match dollar for dollar.
- Gavin Landry: The goal is to define the problem by region relative to those issues. We are looking to have a working document to inform the development communities and the IDAs to seek out funding throughout the state. Some of the work that Randy, Dean Johnson and others have done can be amalgamated and made into an effective vision piece.
- Alexandra Stanton: Is it too late to have the fellow include possible funding resources for each region so that the IDAs and others will see the capital available to them?
- Gavin Landry: I will reach out to them.
- Alexandra Stanton: Depending on what we are looking at, we could go to NYPA, cut deals for power once we understand the other regional economic development actors.
- George Lence: At Davos (World Economic Forum), Tom Campbell was there talking about the role of arts and culture in the world economy.
- Cristyne Nicholas: Plattsburg Airport funding was announced and I see it as tourism, others looked at the cargo and trade but it will increase tourism. We have to bring it together.
- Dan Fuller: When the Plattsburg Airport first opened, Canadians were utilizing it to fly to Florida. It has a large runway, but not a lot of airlines going up there.
- Senator Little: They now have planes to Las Vegas, Myrtle Beach, Florida, etc. They are working on an expansion and another bay for customers. They do have airlines looking at them but they need more room for security.
- Gail Grimmett: Hard to do but we can talk...perhaps weekend service. We can also talk about how to leverage the 11 airports in NYS that we do serve. It's not just JFK and LGA.
- Cristyne Nicholas: This could be something the committee can look into.
- Tom Mulroy: Also Tony Coscia from Amtrak was working on allowing bikes on the trains. It's been logjammed in Albany because of the details regarding who pays for what.
- Senator Little: I have been working on this for four years. We did a test and NYS may have to pay for it. There is interest and positive feedback from the test.
- Gavin Landry: There are still a missing links. Rental cars, travel agents, tour operators... people miss the rest of the state. How can we connect the dots?
- Minutes approved

Next meeting:

Monday, March 24, 2014

11am – 1pm

Location: 633 Third Avenue

Attendance and minutes taken by Lisa Soto

Proposed I LOVE NY Event Activations for 2014



Background

- In 2013, ESD event marketing was a significant focus for I LOVE NY in 2013
- Executed 7 major events within a three-month period with limited planning opportunity
- For 2014, our goal is improved planning and a more fully-integrated approach
- Our 2014 Event Strategy
 - Leverage pre-existing content, audiences & media attention
 - Utilize as touch points to create narrative highlighting NYS assets & attractions
 - Generate economic impact where feasible

2

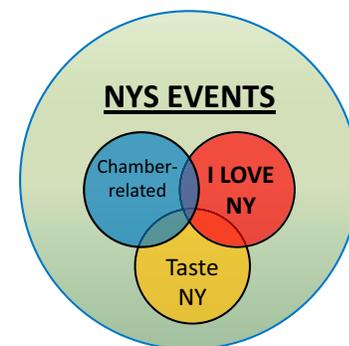
Methodology

- Coordinated a New York State event master list with multiple partner organizations & agencies
 - REDCs, Gov.'s Regional Reps; Tourism Partners (TPAs, DMOs, NYS TIC, NYS TVA); Agencies (Ag & Mkts, ORDA, DEC, NYSCA, Canals, Parks)
- Evaluated Master List based on several factors
 - Available estimated audience figures
 - Available economic impact figures
 - Community impact cited by partners

3

Methodology

- Collection of over 341 events cited by various sources
- Master List shared with key stakeholders
- Distilled list of events targeted specifically for I LOVE NY participation



4

Structure

- Criteria for I LOVE NY events
 - Quality of the event
 - Specialness of the event
 - Audience Size
 - Potential for media attention
 - Ability to market to relevant consumer segments
- List divided into 4 levels of activation (Categories)
 - Category: Signature (Varies based on event)
 - Category 1 (Significant presence)
 - Category 2 (Enhanced presence)
 - Category 3 (Basic presence)
- List sub-divided into multiple Areas of Interest
 - To drive relevant marketing initiatives

5

Areas of Interest

- Specific lines of interest were designed to tell a targeted tourism story to a self-selected group
- For 2014, Travel Segments include:
 - Outdoor/Adventure
 - Fairs & Festivals
 - Arts & Culture
 - Golf
 - Cycling
 - Sustainable / Responsible Travel
 - Heritage/History
 - Music
 - Film
 - Overall Tourism
 - LGBT

6

Category : Signature

- Characteristics
 - Distinct to New York State and indelibly tied to the fabric of the state
 - Unique or part of a rare category
 - Notoriety within their category
 - Top tier production values
 - Range of possible activations and coordinating partners

7

Category : Signature

Month	Name of Event	Region	County	Area of Interest
February	Saranac Lake Winter Carnival	North Country	Franklin	Overall Tourism
April	Tribeca Film Festival	New York City	Manhattan	Film
May	Air Show at Jones Beach	Long Island	Nassau	Overall Tourism
July	Saratoga Race Course Opening Day	Capital Region	Saratoga	Overall Tourism
July	Nathan's Hot Dog Eating Contest	New York City	Brooklyn	Overall Tourism
July-August	75th Anniversary of National Baseball Hall of Fame	Mohawk Valley	Otsego	Overall Tourism
August	50th Annual Antique Boat Show & Auction	North Country	Jefferson	Outdoor/Adventure
September	Adirondack Balloon Festival	Capital Region	Warren	Outdoor/Adventure
October	Oyster Festival	Long Island	Nassau	Overall Tourism
October-November	The Great Jack O'Lantern Blaze	Hudson Valley	Westchester	Overall Tourism

8

Category 1

- Characteristics
 - Events I LOVE NY plans to have a substantial or integral presence
 - I LOVE NY can have a noticeable, positive impact on event by
 - Increasing production value
 - Increasing audience and/or media attention
 - Includes assets that can potentially grow to become Signature events

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Category 1

Month	Name of Event	Region	County	Area of Interest
January-February	Super Bowl XLVIII	New York City	Manhattan	Overall Tourism
February	Empire State Winter Games	North Country	Essex	Outdoor/Adventure
March	Shopping Event or Promotion	Central New York	Onondaga	Overall Tourism
April	NYS History Showcase	New York City	Manhattan	Heritage/History
May-September	45th Anniversary of Woodstock Festival	Hudson Valley	Sullivan	Music
June	Americade Motorcycle Touring Rally	Capital Region	Warren	Outdoor/Adventure
June	Path Through History Weekends	Multiple	Multiple	Heritage/History
July	Adirondack Challenge	North Country	Hamilton	Outdoor/Adventure
August	B.A.S.S. Masters Elites Series Tournament	Southern Tier	Tompkins	Outdoor/Adventure
August-September	The Great New York State Fair	Central New York	Onondaga	Fairs & Festivals
October	Warrensburg Garage Sale	Capital Region	Warren	Overall Tourism
November	Macy's Thanksgiving Day Parade	New York City	Manhattan	Overall Tourism

10

Category 2

- Characteristics
 - “Mature” events functioning at a high level prior to any I LOVE NY involvement
 - I LOVE NY plans to have a conspicuous presence
 - Can be used to spread knowledge about other NYS events, assets & attractions
 - Niche audiences that will likely to pay attention to I LOVE NY messaging
 - Includes industry specific events Trade shows, etc.)

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Category 2

Month	Name of Event	Region	County	Area of Interest
February-March	New York Times Travel Show	New York City	Manhattan	Overall Tourism
March	NYS HTA Annual Conference	Capital Region	Albany	Overall Tourism
March	Empire Golf Expo	Capital Region	Albany	Golf
March	GLBT Expo	New York City	Manhattan	LGBT
March	WNY Sport and Travel Expo	Western NY	Erie	Outdoor/Adventure
April	Empire State Tourism Conference	Central New York	Onondaga	Overall Tourism
May	Five Boro Bike Tour	New York City	Multiple	Cycling
June	Xerox Rochester International Jazz Fest	Finger Lakes	Monroe	Music
June	Clearwater Festival	Hudson Valley	Westchester	Sustainable/Responsible
June	NYC Pride	New York City	Manhattan	LGBT
July	M&T Jazz Fest	Central New York	Onondaga	Music
August	30th Annual Spiedie Fest & Balloon Rally	Southern Tier	Broome	Outdoor/Adventure
August	NASCAR at Watkins Glen International	Southern Tier	Schuyler	Overall Tourism
September	Fringe	Finger Lakes	Monroe	Arts & Culture
September	New York Afloat	New York City	Manhattan	Outdoor/Adventure
October	ImageOut	Finger Lakes	Monroe	LGBT

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Category 3

- Characteristics
 - General, Regional and Niche events
 - Segments are also addressed within other categories
 - I LOVE NY marketing & promotional presence
 - Focus on visible support vs. on-site activation
 - Large built-in audiences
 - Can be used to generate good will, extend & reinforce I LOVE NY brand

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Category 3

Month	Name of Event	Region	County	Area of Interest
May	Rochester Lilac Festival	Finger Lakes	Monroe	Fairs & Festivals
May-June	Buffalo Pride Festival	Western NY	Erie	LGBT
June	Capital Pride Parade & Festival	Capital Region	Albany	LGBT
June	Fairport Canal Days	Finger Lakes	Monroe	Fairs & Festivals
July	Utica Boilermaker 15K & 5K	Mohawk Valley	Oneida	Outdoor/Adventure
August	Park Avenue Festival	Finger Lakes	Monroe	Fairs & Festivals
November-December	Skaneateles Dickens Christmas	Central New York	Onondaga	Overall Tourism
November-December	Holiday Lights of Niagara Trail	Western NY	Niagara	Overall Tourism

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2014 I LOVE NY Proposed Event Activations

Month	Length	Name of Event	Region	County	Category	Segment	Activation	Audience (Est.)
January-February	1/27 - 2/2	Super Bowl XLVIII	New York City	Manhattan	1	Overall Tourism	Interactive ILNY exhibit on Super Bowl Blvd, various ILNY & Taste NY activations at SBHC Parties	200,000
February	1/31 - 2/9	Saranac Lake Winter Carnival	North Country	Franklin	Signature	Overall Tourism	Signature NYS event, pavilion activation featuring ILNY & presence at parade	10,000
February	2/6 - 2/9	Empire State Winter Games	North Country	Essex	1	Outdoor/Adventure	Signature NYS event, participation at Festival, possibly Opening Ceremony	3,500
February-March	2/28 - 3/2	New York Times Travel Show	New York City	Manhattan	2	Overall Tourism	Exhibitor booth featuring ILNY	25,000
March	TBD (1 Day)	Tax Free Shopping Day @ Destiny USA	Central New York	Onondaga	1	Overall Tourism	Highlight a state tax-free shopping day, combination of booth, brand ambassadors & ads	New Event
March	3/3	NYS HTA Annual Conference	Capital Region	Albany	2	Overall Tourism	Exhibitor booth featuring ILNY	250
March	3/6 - 3/9	WNY Sport and Travel Expo	Western NY	Erie	2	Outdoor/Adventure	Exhibitor booth featuring ILNY, Parks & DEC	15,000
March	3/22 - 3/23	GLBT Expo	New York City	Manhattan	2	LGBT	Exhibitor booth featuring ILNY - LGBT	20,000
March	3/28 - 3/30	Empire Golf Expo	Capital Region	Albany	2	Golf	Exhibitor booth featuring ILNY - Golf & Taste NY	N/A
April	TBD (2 Days)	NYS History Showcase	New York City	Manhattan	1	Heritage/History	ILNY presented festival in Lower Manhattan w/booths & activities, featuring ILNY, NYSCA, PTH	New Event
April	4/16 - 4/27	Tribeca Film Festival	New York City	Manhattan	Signature	Film	Signature NYS event, ILNY & MPTD branding w/Taste NY hosted events & NYSCA presence	450,000
April	4/28 - 4/30	Empire State Tourism Conference	Central New York	Onondaga	2	Overall Tourism	Co-Host conference, exhibitor booth featuring ILNY targeting international travel	225
May-September	TBD (5 Months)	45th Anniversary of Woodstock Festival	Hudson Valley	Sullivan	1	Music	Special event or booth in conjunction with celebratory season	N/A
May	5/3 - 5/4	Five Boro Bike Tour	New York City	Multiple	2	Cycling	ILNY presence at Bike Expo featuring outdoor activities & ILNY branding at event	32,000
May	5/9 - 5/18	Rochester Lilac Festival	Finger Lakes	Monroe	3	Fairs & Festivals	General ILNY signage & Promotion featuring regional attractions	250,000
May	5/24 - 5/25	Air Show at Jones Beach	Long Island	Nassau	Signature	Overall Tourism	Signature NYS event, ILNY branding & promotion, possible pavilion & street team activation	350,000
May-June	5/25 - 6/1	Buffalo Pride Festival	Western NY	Erie	3	LGBT	General ILNY - LGBT signage & promotion	15,000
June	TBD (2 Weekends)	Path Through History Weekends	Multiple	Multiple	1	Heritage/History	ILNY & PTH branding, possible announcement or activation at selected site	60,000
June	6/2 - 6/7	Americade Motorcycle Touring Rally	Capital Region	Warren	1	Outdoor/Adventure	Exhibitor booth featuring ILNY, possibly Parks	65,000
June	6/7 - 6/8	Fairport Canal Days	Finger Lakes	Monroe	3	Fairs & Festivals	General ILNY signage & Promotion featuring regional attractions	250,000
June	6/8	Capital Pride Parade & Festival	Capital Region	Albany	3	LGBT	General ILNY - LGBT signage & promotion	10,000
June	6/20 - 6/28	Xerox Rochester International Jazz Fest	Finger Lakes	Monroe	2	Music	Exhibitor booth featuring ILNY - Music, NYSCA	200,000
June	6/21 - 6/22	Clearwater Festival	Hudson Valley	Westchester	2	Sustainable/Responsible	Exhibitor booth featuring ILNY - Responsible/Sustainable Travel, Parks	15,000
June	6/28 - 6/29	NYC Pride	New York City	Manhattan	2	LGBT	Exhibitor booth featuring ILNY - LGBT	13,000
July	TBD (1 Day)	Saratoga Race Course Opening Day	Capital Region	Saratoga	Signature	Overall Tourism	Signature NYS event, possible booth featuring ILNY - Racing	25,000
July	TBD (3 Days)	M&T Jazz Fest	Central New York	Onondaga	2	Music	Exhibitor booth featuring ILNY - Music	50,000
July	TBD (1 Day)	Adirondack Challenge	North Country	Hamilton	1	Outdoor/Adventure	NYS produced event w/festival, races & branding featuring ILNY, Parks, ORDA & DEC	1,000
July	7/4	Nathan's Hot Dog Eating Contest	New York City	Brooklyn	Signature	Overall Tourism	Signature NYS event, possible booth or street team activation featuring ILNY	50,000
July	7/13	Utica Boilermaker 15K & 5K	Mohawk Valley	Oneida	3	Outdoor/Adventure	General ILNY branding & promotion	14,000
July-August	TBD (4 Days)	75th Anniversary of National Baseball Hall of Fame	Mohawk Valley	Otsego	Signature	Overall Tourism	Signature NYS attraction, TBD depending related activities	10,000
August	8/1 - 8/3	50th Annual Antique Boat Show & Auction	North Country	Jefferson	Signature	Outdoor/Adventure	Signature NYS Event, ILNY sponsorship, branding & promotion	6,500
August	8/2 - 8/3	Park Avenue Festival	Finger Lakes	Monroe	3	Fairs & Festivals	General ILNY branding & promotion	200,000
August	8/21 - 8/24	B.A.S.S. Masters Elites Series Tournament	Southern Tier	Tompkins	1	Outdoor/Adventure	PGA Level activation featuring ILNY, including branding, possibly pavilion	34,000
August	TBD (3 Days)	30th Annual Spiedie Fest & Balloon Rally	Southern Tier	Broome	2	Outdoor/Adventure	Featuring ILNY branding & promotion, possible booth and/or branded balloon	80,000
August	8/7 - 8/10	NASCAR at Watkins Glen International	Southern Tier	Schuyler	2	Overall Tourism	Possible booth featuring ILNY - Racing	36,000
August-September	8/21 - 9/1	The Great New York State Fair	Central New York	Onondaga	1	Fairs & Festivals	Exhibitor booth featuring ILNY, ESD & Taste NY	845,595
September	9/11 - 9/14	New York Afloat	New York City	Manhattan	2	Outdoor/Adventure	Festival area featuring ILNY, Taste NY, DEC	New Event
September	9/18 - 9/21	Adirondack Balloon Festival	Capital Region	Warren	Signature	Outdoor/Adventure	Signature NYS event, ILNY branding & promotion, possible booth and/or branded balloon	125,000
September	9/18 - 9/27	Fringe	Finger Lakes	Monroe	2	Arts & Culture	ILNY branding & possible booth featuring Film	32,000
October	10/4 - 10/5	Warrensburg Garage Sale	Capital Region	Warren	1	Overall Tourism	Exhibitor booth featuring ILNY	250,000
October	10/10 - 10/19	ImageOut	Finger Lakes	Monroe	2	LGBT	Possible booth featuring ILNY - LGBT & Film	12,000
October	TBD (2 Days)	Oyster Festival	Long Island	Nassau	Signature	Overall Tourism	Signature NYS event, exhibitor booth featuring ILNY & possibly Taste NY	200,000
October-November	TBD (Weekends)	The Great Jack O'Lantern Blaze	Hudson Valley	Westchester	Signature	Overall Tourism	Signature NYS event, ILNY branding, possible street team activation	100,000
November	11/27	Macy's Thanksgiving Day Parade	New York City	Manhattan	1	Overall Tourism	General ILNY branding & promotion	3,500,000
November-December	TBD (10 Days)	Skaneateles Dickens Christmas	Central New York	Onondaga	3	Overall Tourism	General ILNY branding & promotion	20,000
November-December	TBD (1 Month)	Holiday Lights of Niagara Trail	Western NY	Niagara	3	Overall Tourism	General ILNY branding & promotion	10,000

- Underlined entries denote a significant anniversary

Winter Tourism Media Plan - 2014

Flighting: Jan 20 - Feb 23	January			February			March			GSP/Market	Cost to Client
	6	13	20	27	3	10	17	24	31		
Spot TV											
New York Winter Tourism Anthem											
New York											
Broadcast: All News, Sports/Info/Prime Access, Sports			400	300	250	200	125			1,275	\$1,308,760
Cable: Travel Channel, Bravo, Food Discovery, TLC, A&E, TBS, ESPN, USA, National Geographic											
Update											
Broadcast: All News, Sports/Info/Prime Access, Sports			350	200	200	150	50			950	\$464,040
Cable: Travel Channel, Bravo, Food Discovery, TLC, A&E, TBS, ESPN, USA, National Geographic											
Out of State											
Early Morning & Cable			100	100	75	50	50			375	\$383,556
Spot TV Total											
											\$2,656,365
Radio / Snowmobile											
Radio (Skiing)											
Top Formats: Alternative, Rock, Sports, Classic Rock, News/Talk				75	75	75	75			300	\$439,560
Spots: More than 100 spots. Stations to vary by market											\$790,293
Digital (Skiing/Snowmobile)											
Target winter enthusiasts through behavior, demographics, social interest, and content											
Content: SkiMag, Grand Meads, On the Snow, Ziplines, Social, Local Responder and Events											
Mobile: Mobile Theory											
News/Info/Custom Content: News, Weather, Orbits											
Data Network/Behavioral Targeting/Search Retargeting, Specific and Account											
Super Bowl / NFL.com program											
100% SOV on Super Bowl landing page 7 days leading up to Super Bowl (TV ad)											\$150,000
Super Bowl: 30 video pre-roll											
Local Newspaper (Snowmobile)											
As insertion per pack with responsible report or Olympic coverage adjacency											\$448,729
Coverage to include: 70+ local pending negotiations											\$1,868,542
Skiing/Snowmobile Total											
											\$1,868,542
Shopping											
Commercials ending on President's Day Weekend											\$125,000
Digital & Digital Radio											
Video Canada / Canadian Broadcast Corporation											\$125,000
Shopping Total											\$125,000
Grand Total											
											\$4,649,947

*Digital targeting to include users who have searched for relevant topics, made relevant purchases, expressed interest in social media, or visited niche sites. Also includes custom content with news and information sites and weather triggered ads.

TV/RADIO MARKETS:

NEW YORK STATE: ALBANY, CHESTERFIELD, FRODO, BRIDGEHAMPTON, BUFFALO, BURLINGTON-PLATTSMOUTH, ELBA, NEW YORK, ROOSTER, SPRINGUE, USTICA, WATERSTOWN

OUT OF STATE: HARRISBURG-LINCOLN, LEH-VOIS, PHILADELPHIA, WILKES BARRE-SCRANTON, HARTFORD-NEW HAVEN

DIGITAL MARKETS:

US: TARGETED TO SAME MARKETS AS ABOVE PLUS CLEVELAND, AKRON, MONTREAL, TORONTO

ADDITIONAL BUYS VIA DREAMCATCHER MEDIA:

SNOWCAT MAGAZINE - 27 page ad in Dec and Jan/Feb issue
OUTPOST MAGAZINE - 2 page ad in Dec and Jan/Feb issue
Banner ads for ON THE SNOW.com
Radio coverage for SNOW CENTER on 200 plus radio stations in NY and nearby states - sponsoring Ski report Co-branded with call to action ISKI.NY
Taking the kids.com...online travel planning sources for parents - banners and content promoting Skiing in NY

Warm your spirits with new friends at an après ski resort
AND YOU THOUGHT YOU KNEW NEW YORK.

I SKI NY
For Up To Date Ski Reports, Deals & NYS Programs, visit ISKI.NY.com

Holiday Valley Resort | Ellipticville, NY
Our mountains offer a slew of choices to enhance your ski vacation. It's not necessary to travel far to enjoy fantastic skiing and après activities!
Plan your next New York State vacation at iloveny.com

I ♥ NY

THERE'S MORE TO NEW YORK THAN NY.

Hit the slopes at the "Snowmaking Capital of the World."

Hunter, NY.
Plan your next New York State vacation at iloveny.com

I ♥ NY

Market	Spots	Cost	Total
Albany	1	\$150,000	\$150,000
Chesterfield	1	\$150,000	\$150,000
Frodo	1	\$150,000	\$150,000
Bridgehampton	1	\$150,000	\$150,000
Buffalo	1	\$150,000	\$150,000
Burlington-Plattsburgh	1	\$150,000	\$150,000
Elba	1	\$150,000	\$150,000
New York	1	\$150,000	\$150,000
Rooster	1	\$150,000	\$150,000
Springue	1	\$150,000	\$150,000
Ustica	1	\$150,000	\$150,000
Waterstown	1	\$150,000	\$150,000
Harrisburg-Lincoln	1	\$150,000	\$150,000
Leh-Vois	1	\$150,000	\$150,000
Philadelphia	1	\$150,000	\$150,000
Wilkes Barre-Scranton	1	\$150,000	\$150,000
Hartford-New Haven	1	\$150,000	\$150,000
Cleveland	1	\$150,000	\$150,000
Akron	1	\$150,000	\$150,000
Montreal	1	\$150,000	\$150,000
Toronto	1	\$150,000	\$150,000
Total	20	\$3,000,000	\$3,000,000

B.1

NYC SUBWAY PREMIUM SQUARE

THERE'S MORE TO NEW YORK THAN NY.

Snowmobile through 250 inches of snow a year.

Watkins, NY.
Plan your next New York State vacation at iloveny.com

I ♥ NY

Market	Spots	Cost	Total
Albany	1	\$150,000	\$150,000
Chesterfield	1	\$150,000	\$150,000
Frodo	1	\$150,000	\$150,000
Bridgehampton	1	\$150,000	\$150,000
Buffalo	1	\$150,000	\$150,000
Burlington-Plattsburgh	1	\$150,000	\$150,000
Elba	1	\$150,000	\$150,000
New York	1	\$150,000	\$150,000
Rooster	1	\$150,000	\$150,000
Springue	1	\$150,000	\$150,000
Ustica	1	\$150,000	\$150,000
Waterstown	1	\$150,000	\$150,000
Harrisburg-Lincoln	1	\$150,000	\$150,000
Leh-Vois	1	\$150,000	\$150,000
Philadelphia	1	\$150,000	\$150,000
Wilkes Barre-Scranton	1	\$150,000	\$150,000
Hartford-New Haven	1	\$150,000	\$150,000
Cleveland	1	\$150,000	\$150,000
Akron	1	\$150,000	\$150,000
Montreal	1	\$150,000	\$150,000
Toronto	1	\$150,000	\$150,000
Total	20	\$3,000,000	\$3,000,000

B.2

NYC SUBWAY PREMIUM SQUARE

THERE'S MORE TO NEW YORK THAN NY.

Explore history through 12 million specimens and artifacts.

NYC Museum, Albany, NY.
Plan your next New York State vacation at iloveny.com

I ♥ NY

Market	Spots	Cost	Total
Albany	1	\$150,000	\$150,000
Chesterfield	1	\$150,000	\$150,000
Frodo	1	\$150,000	\$150,000
Bridgehampton	1	\$150,000	\$150,000
Buffalo	1	\$150,000	\$150,000
Burlington-Plattsburgh	1	\$150,000	\$150,000
Elba	1	\$150,000	\$150,000
New York	1	\$150,000	\$150,000
Rooster	1	\$150,000	\$150,000
Springue	1	\$150,000	\$150,000
Ustica	1	\$150,000	\$150,000
Waterstown	1	\$150,000	\$150,000
Harrisburg-Lincoln	1	\$150,000	\$150,000
Leh-Vois	1	\$150,000	\$150,000
Philadelphia	1	\$150,000	\$150,000
Wilkes Barre-Scranton	1	\$150,000	\$150,000
Hartford-New Haven	1	\$150,000	\$150,000
Cleveland	1	\$150,000	\$150,000
Akron	1	\$150,000	\$150,000
Montreal	1	\$150,000	\$150,000
Toronto	1	\$150,000	\$150,000
Total	20	\$3,000,000	\$3,000,000

B.3

NYC SUBWAY PREMIUM SQUARE

THERE'S MORE TO NEW YORK THAN NY.

Relive two centuries of baseball history.

Cooperstown, NY.
Plan your next New York State vacation at iloveny.com

I ♥ NY

Market	Spots	Cost	Total
Albany	1	\$150,000	\$150,000
Chesterfield	1	\$150,000	\$150,000
Frodo	1	\$150,000	\$150,000
Bridgehampton	1	\$150,000	\$150,000
Buffalo	1	\$150,000	\$150,000
Burlington-Plattsburgh	1	\$150,000	\$150,000
Elba	1	\$150,000	\$150,000
New York	1	\$150,000	\$150,000
Rooster	1	\$150,000	\$150,000
Springue	1	\$150,000	\$150,000
Ustica	1	\$150,000	\$150,000
Waterstown	1	\$150,000	\$150,000
Harrisburg-Lincoln	1	\$150,000	\$150,000
Leh-Vois	1	\$150,000	\$150,000
Philadelphia	1	\$150,000	\$150,000
Wilkes Barre-Scranton	1	\$150,000	\$150,000
Hartford-New Haven	1	\$150,000	\$150,000
Cleveland	1	\$150,000	\$150,000
Akron	1	\$150,000	\$150,000
Montreal	1	\$150,000	\$150,000
Toronto	1	\$150,000	\$150,000
Total	20	\$3,000,000	\$3,000,000

B.4

NYC SUBWAY PREMIUM SQUARE



Line	Product	Quantity	Unit	Rate	Total
1	NYC Subway Premium Square	1	SQ	1000	1000

B.5
NYC SUBWAY PREMIUM SQUARE



Line	Product	Quantity	Unit	Rate	Total
1	NYC Subway Premium Square	1	SQ	1000	1000

B.6
NYC SUBWAY PREMIUM SQUARE



Line	Product	Quantity	Unit	Rate	Total
1	NYC Subway Premium Square	1	SQ	1000	1000

B.7
NYC SUBWAY PREMIUM SQUARE



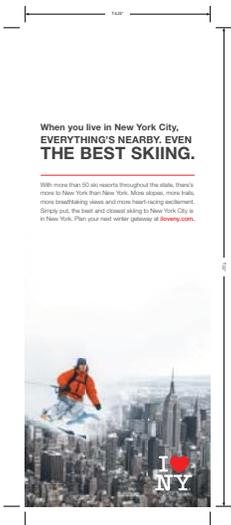
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B.8
NYC SUBWAY PREMIUM SQUARE



Line	Product	Quantity	Unit	Rate	Total
1	NYC Subway Premium Square	1	SQ	1000	1000

B.9
NYC SUBWAY PREMIUM SQUARE



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art director				
copywriter				
layout				
photo				
production				

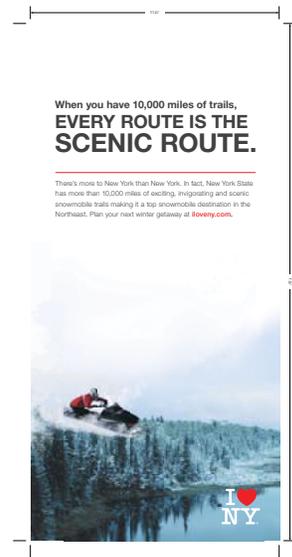
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approval	use	date	This advertisement was prepared by	Filename: P45017_C2_ISO_CAN_V5.indd
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art director			USA	
copywriter			USA	
illustrator			USA	
designer			USA	
photographer			USA	
editor			USA	
producer			USA	
client			USA	
agency			USA	
media			USA	
production			USA	

xla

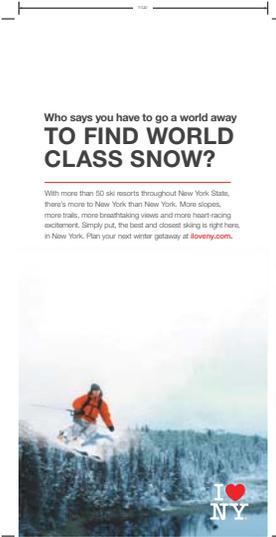
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approval	use	date	This advertisement was prepared by	Filename: P45017_C4_ISO_CAN_V4.indd
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art director			USA	
copywriter			USA	
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designer			USA	
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editor			USA	
producer			USA	
client			USA	
agency			USA	
media			USA	
production			USA	

xla

C4



approval	use	date	This advertisement was prepared by	Filename: P45017_D4_ISO_CAN_V5.indd
production			USA	
art director			USA	
copywriter			USA	
illustrator			USA	
designer			USA	
photographer			USA	
editor			USA	
producer			USA	
client			USA	
agency			USA	
media			USA	
production			USA	

D4



2013

Tourism Means Business

Presented by: Cristyne Nicholas, Chair,
Governor's Tourism Advisory Council

Prepared by: Gavin Landry
Executive Director, Empire State Development
Division of Tourism

Governor's Tourism Summit May 8, 2013



Event Information:

- 237 attendees
- 31 media attendees
- 200 VIP attendance at reception in Governor's mansion

Announced:

- \$60M investment in tourism, the most in decades
- Tourism deliverables to wide industry applause

Results:

- 207 print, online and broadcast outlets
- Ad value of nearly \$2m
- 520,000,000 impressions (including NY Times, Wall Street Journal & WABC-TV)



Governor's Tourism Summit May 8, 2013



Deliverables:

1. HUD Sandy Advertising [\$30mm]
2. Border & Interstate Crossings & Highway Signage Initiative
3. Massive Out-of-home Advertising Plan
4. NYS Sports & Special Events
5. MTA/Port Authority ILNY Partnership
6. NYS International Marketing Efforts
7. Tourism Research
8. "Taste NY" Marketing & Events
9. I LOVE NY/LGBT Travel Marketing Initiatives
10. I LOVE NY in Times Square
11. Enhanced Airport/Airline Partnerships

Launched Path Through History June 1-2 and 8-9, 2013



Preparation:

- Researched and designated historic sites according to 13 themes
- Developed and launched Path Through History Website
- Designed and placed tourism signage on State and Federal Highways
- Rebranded Museum Week and Heritage Weekends as Path Through History Weekends and Museum Week
- Invested in regional projects and promotion of historical sites



Event Information:

- More than 200 consumer events developed throughout the state to kick off the PTH program



Adirondack Challenge July 21 & 22



Event Information:

- The Governor organized a 2-day festival with a whitewater challenge to NY State politicians
- 270 VIPs, and media rafted in the ADK Challenge
- 400 people watched the boat launch and 600 people attended the festival

Press Visits & Results:

- 7 media arranged to attend the Adirondack Challenge; 3 individual media visited the region in advance of ADK Challenge
- 2 Live National Broadcasts with the governor on CBS.



Results:

- 97 print articles
- 65 broadcast clips
- Total impressions 147,062,868
- \$2.4m ad Value

BassMasters Tournament August 8, 2013



Event Information:

- The BassMasters Tournament held in the Thousand Islands drew more than 34,100 people over the four day event
- Drove sales tax up \$500,000 for the quarter
- The tournament was the main driver for the increase

Results:

- Governor announced the 2014 BassMaster Elite Series will return to New York in 2014
- Pro and Amateur fishing competition with the Governor, elected officials from New York and big names in professional fishing.



NASCAR Watkins Glen

August 9, 2013



Announcement:

- Governor appeared at Watkins Glen International to announce a cooperative effort between the state and the International Speedway Corporation in the interest of public service.



Campaign

- The campaign, called "Don't Text and Drive," will work with NASCAR to combat the increasing number of automobile accidents from what the Governor called "distracted driving".



Economic Impact

NASCAR in New York State creates \$50mil economic impact.

7

2014 PGA Championship

August 5 - 11



Event Activations:

- NY State products and attractions featured at Taste NY tent
- New York State press information desk
- Media reception with Lieutenant Governor for 1,000 media attendees

Results:

- \$102 million economic impact
- \$7.3 mm in tax revenue
- More than 200,000 attendees
- PGA announced major Championships in NY State for 2019 & 2024



8

Governor's Cup

August 13, 2013



Event Information:

- The Governor awarded the prizes to the finest wineries in New York State.
- More than 200 VIPs, restaurateurs, wine buyers and media were invited
- Outreach to 300 travel, wine and food media to invite them to participate in the program



Results:

- Connected significant industry leaders such as Marc Murphy (Landmarc) and Danny Meyer to the NYS wine industry



9

Massive OOH Presence & Advertising Campaigns



- "Get Outta Town" Commercials – National & Local News, Sports, and Cable Networks
- Partnership with MTA, Port Authority – JFK and LGA Airports
- 6,400 ad posters in platforms, trains, subways and buses
- Video advertising at more than 100 subway entrances in Manhattan
- Digital video boards located throughout Grand Central Terminal's main hall and the Long Island Rail Road passenger areas in Penn Station
- Fully wrapped I Love NY 42nd Street shuttle



10

By the Number\$...



The Governor's investment in tourism is paying off!

REVENUE:

- In 2013 the tourism industry is projected to confer **\$7.7 Billion** in state and local taxes

That is enough to pay the salary of every firefighter and police officer in NYS
[Tourism Economics and NYS DOL]



- Direct spending for 2013 is projected at **\$61.3 Billion**, up **7%** over 2012 [\$57.3 Billion]. National Average is projected at 4.5%.

11

By the Number\$...



JOBS:



- Since December 2012, Leisure & Hospitality employment is projected to add 24,800 jobs, a 3.1% increase; and is projected to finish at 818,700 jobs in 2013. L&H jobs is the third fastest growing job sector by net jobs gained. {NYS DOL}

VISITORS:



- Visitation to NYS in 2013 will increase by 8.8 million, a 4.2% increase. It's projected to finish at 218.8 million visitors in 2013. {Longwoods International} National Average forecasted at 1.5%.

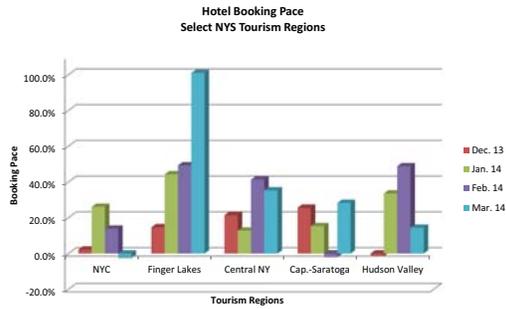
12

By the Number\$...



Booking Pace:

New York State Regions have benefited from the Governor's initiatives. Year over year [future room reservations] are ahead of pace.



13 Source TravelClick



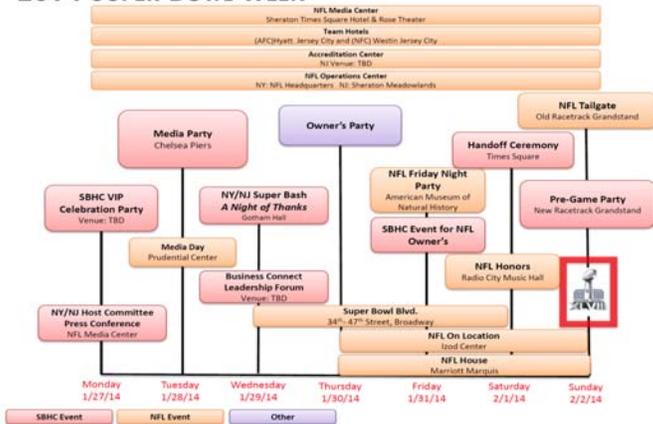
2014 Look Ahead

14

Look Ahead



2014 SUPER BOWL WEEK



Look Ahead



Key Efforts Moving Forward:

- Activate and leverage 48 identified key events occurring throughout every region of New York State. Events were identified via an unprecedented collaboration with dozens of state and government entities.
- Over 50 Market NY CFA Tourism grantees in 2014 including massive tourism infrastructure and hotel projects.
- Presence at mega-events such as Super Bowl XLVIII; U.S. Open; etc.
- Further expand tourism's International footprint:
 - Deploy social media and public relations overseas in key source markets
 - Leverage relationships owned by Chamber Government Affairs liaisons
 - Perform China-ready workshops throughout the state
 - Translate ILNY travel guide and web presence
 - Join Visit USA committees throughout the world
 - Attend industry trade shows in key source markets such as United Kingdom and Germany.

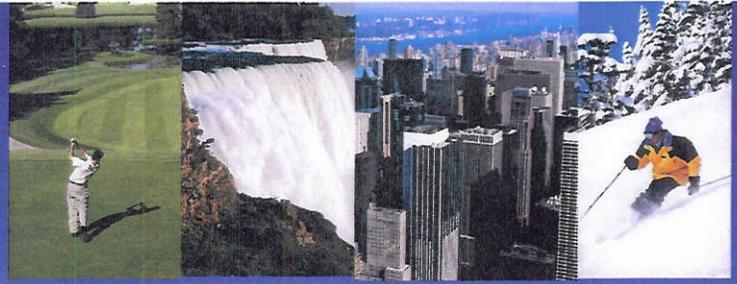


Plan your next New York State Vacation at iloveny.com

New York State TRAVEL FACTS

HOW TOURISM DRIVES NEW YORK STATE'S ECONOMY

March 2014



Traveler Spending

- Traveler Spending Reached **\$57.3 Billion** in 2012.
- Spending increased the most in the lodging sector as both room demand and rates rose—growing 3.9% in 2012
- Traveler Spending Growth has Averaged 5% Per Year from 2003-2012.

NEW YORK STATE TRAVEL INDUSTRY UPDATE

SPENDING \$57.3 BILLION

TAXES \$7.2 BILLION

State and Local

JOBS 818,700 Jobs*



By the Numbers

(all data 2012)

No. 5: Tourism's Rank of New York State's Largest Employers.

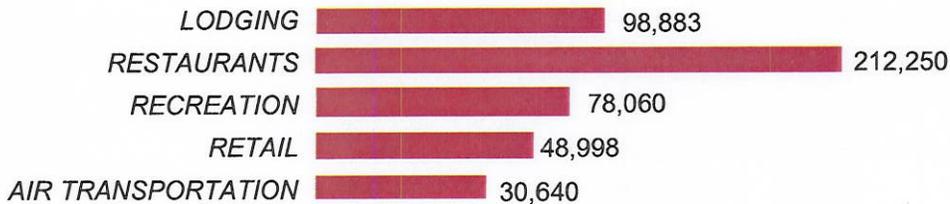
8.1%: Percentage of New York State Employment (1 in 12 Jobs) Sustained by Tourism, either Directly or Indirectly.

6.2%: New York State tourism generated \$7.2 billion in state and local taxes in 2012 and spending grew by 6.2%.

7.3%: Total hotel revenue increased 7.3% according to STR. Room demand surged, growing 3.9% in 2012.

\$891: The Amount the Average New York State Household would Have to Pay a Year to Cover the Gap in State and Local Taxes.

TRAVELER-GENERATED EMPLOYMENT



Travel-generated employment (2.8%) grew at more than twice the rate of the broader NYS economy (1.3%)

2012 International Travel



International Markets represented **\$17.3 Billion** of Traveler Spending.

International markets represented 30% of the spending base.

Direct Sales from Overseas Traveler Spending Increased **5.7%**.

Direct Sales from Canadian Traveler Spending Increased **7.2%**.

Data provided by Tourism Economics, an Oxford Economic company dedicated to providing high value, robust and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. 2012

* 2013 NYS Department of Labor



The New York State Hospitality & Tourism Association (NYSH&TA) is a not-for-profit trade organization representing nearly 1,300 member businesses and individuals in the lodging and attractions industry.

To: Tourism Advisory Council Members
From: Tom Regan, Jennifer Chung, ESD Legal Department
Re: Attendance Requirements
Date: March 17, 2014

The NYS Tourism Advisory Council (TAC) meets at least five times a year (and at least three times between January 1 and May 31) to advise the Commissioner of Economic Development concerning tourism and to serve as a liaison between the state's tourism-related industries and the Commissioner with respect to the design and implementation of the state's tourism policies and programs. (See NY Economic Development Law §§170-172). Historically, these meetings have been scheduled in January, March, May, September and November.

In order to conduct business, including voting on matters before TAC, a quorum of TAC members is required to be present; that is, a majority of the total number of members comprising TAC (if every seat were filled). (See NY Gen. Cons. Law §41). By statute, TAC is comprised of 18 members; as such, a quorum for TAC is 10 members. Further, under the Open Meetings Law, all TAC meetings must be open to the public and provide opportunity for the public to attend, listen and observe. The Open Meetings Law also permits TAC meetings to be conducted through videoconferencing. If videoconferencing is used by a TAC member to participate in a TAC meeting, the public must also be permitted to attend, listen and observe at the same site where that TAC member participates by videoconference. Videoconferencing by means of personal instant messaging services or "video chat", such as Skype or Facetime, are not permitted.

In order to ensure compliance with the various statutes relating to TAC's purpose, powers and obligations, we would like to urge every TAC member to make all reasonable efforts to attend every scheduled TAC meeting, either in person or by videoconference. Please note that, while TAC members are not compensated for their services on the Council, all actual and necessary travel expenses to the meetings will be reimbursed.

Please note that TAC members are appointed by the Governor, Senate or Assembly, and are selected based on their expertise, skills and relationships within the tourism-related industries in the state. Thus, it is imperative to have participation and input from every TAC member, given TAC's broad charge to advise the Commissioner on issues concerning the state's tourism policies and programs.

On occasion, TAC has experienced difficulty reaching a quorum, preventing TAC from conducting required business. We recognize that TAC participation is voluntary, and we sincerely appreciate the efforts and contribution of every TAC member. In order to ensure the statutory mandates of the Council can be fulfilled, we urge TAC members to attend every meeting possible – either in person or by videoconferencing.

Finally, please be advised that, by statute, any member who does not attend three consecutive meetings shall be deemed to have resigned, unless that absence is excused by the Chairman or Vice Chairman upon a showing of good cause. Thus, to assure continuity of membership, where your attendance is not possible, please notify the Chairman or Vice Chairman in advance, *in writing*, as soon as possible and include an explanation for the reason for your absence, so that such absence may be excused.

N.Y. COM. LAW § 170: NY Code - Section 170: New York state tourism advisory council established

1. There is hereby established in the department the New York state tourism Advisory council which shall comprise eighteen members appointed by the governor, three on the recommendation of the temporary president of the senate; one on the recommendation of the minority leader of the senate; three on the recommendation of the speaker of the assembly; and one on the recommendation of the minority leader of the assembly. The members of the council shall serve for terms of two years, provided, however, that of the members first appointed, nine shall serve for terms of two years and nine shall serve for terms of three years. The governor shall designate the chairman from among the members of the council. The vice chairman shall be elected from among the members of the council by the members of such council, and shall represent the council in the absence of the chairman at all official council functions. The chair of the senate committee on tourism, recreation and sports development and the chair of the assembly committee on tourism, arts and sports development or their designated representatives, shall be non-voting, ex-officio members of the council and shall receive no additional compensation for their services on the advisory council.

2. In appointing the members of the council, the governor shall ensure that such members include representatives of organizations of tourism-related industries in the state including, but not limited to, travel and vacation businesses, convention bureaus, cultural institutions, theme parks and attractions, hotels and motels, restaurants, water-based recreation businesses, campgrounds, ski facilities, wineries, halls of fame, travel agents and transportation companies.

3. The members of the council shall receive no compensation for their services but shall be allowed their actual and necessary expenses incurred in the performance of their duties as council members.

4. The council shall meet at least five times a year including no less than three times between January first and May thirty-first, at the call of the commissioner or the chairman of the council.

5. Unless a member has been excused from attendance at such meetings by the chairman or vice-chairman upon good cause being shown, any member who fails to attend three consecutive meetings shall be deemed to have resigned. Any vacancy on the council shall be filled for the remaining term of the individual replaced. The appointment to fill such vacancy shall be made in the same manner as the original appointment was made.

6. The department shall provide necessary technical and staff assistance to the council. Any department, division, board, bureau, commission, authority or agency of the state, as such shall determine appropriate, is authorized to provide such information, cooperation, or assistance as may be requested by the council to carry out the purposes of this article.

N.Y. COM. LAW § 171: NY Code - Section 171: Purpose of the council

The purposes of the council shall be to advise the commissioner concerning tourism and to serve as liaison between the state's tourism-related industries and the commissioner with respect to the design and implementation of the state's tourism policies and programs.

N.Y. COM. LAW § 172: NY Code - Section 172: Powers of the council

The council shall have the following powers:

1. To identify and review tourism-related issues and current state policies and programs which directly or indirectly affect tourism and travel in the state and, as appropriate, recommend the adoption of new, or the modification of existing, policies and programs;
2. To advise the department in its promotion and development of tourism and travel facilities and services in the state;

3. To advise the department in the development and implementation of the state's tourism marketing and business development program, including long-range strategies for attracting tourists to the state;

4. To advise the department, the governor and the legislature concerning recommended legislation necessary to foster and promote the prosperity, expansion and development of tourism and travel concerns within the state;

5. To advise the department, the governor and the legislature concerning existing laws, rules, regulations and practices of state agencies which are counter-productive or inimical to the prosperity, expansion and development of tourism and travel concerns within the state;

6. To advise the department, the governor and the legislature concerning the development of inter-governmental cooperation among agencies of the federal, state and local governments and cooperation between private industry and government so as to assure the optimum development of tourism and travel concerns;

7. To assist the department in obtaining information necessary for the development and improvement of state policies and programs affecting tourism and travel industries in the state; and

8. To recommend ways of ensuring consumer protection for visitors to the state.



PUBLIC RELATIONS

Activities and Results

September through December, 2013



2012 Media Results



- 849 media placements
- More than 1,127,336,388 impressions
- Cumulative advertising value of \$14,142,632
- 3500% ROI

Bloomberg

Condé Nast
Traveler

The New York Times

DAILY NEWS
NEW YORK

THE WALL STREET JOURNAL.

 **TODAY**

edge on the Net
News Entert

timesunion.com

Time Out
New York **Kids**

2013 PR Results



2013 Results, January – December:

- 1889 Media Placements Broadcast, Print and Online
 - 252 Television Segments
- Circulation over 1,354,314,482
 - 17,892,420 viewership
- Cumulative advertising value of \$29,728,352
 - \$615,801.24 broadcast ad value

THE
HUFFINGTON
POST

About.com

SAVEUR
Savor a World of Authentic Cuisine

TimeOut
New York

travel
CHANNEL

B B C

 The Daily Meal®
All Things Food & Drink

The New York Times

AP Associated Press

The Boston Globe

2014 Highlights January - June



Super Bowl Media Room

- Liaised with onsite media to pitch and promote travel to New York State's eleven regions

Saranac Lake Carnival and Empire State Games Press Trip

- Hosted a group of seven journalists from National and International publications on an outdoor winter activity and luxury press trip; February 6 - 9

Finger Lakes Press Trip

- Hosted four national and international journalists from Italy, Turkey and the US on a shop and ski press trip, February 28 – March 2

IPW (Pow Wow)

- Participating in the media marketplace with opportunity to pitch 500 international media at IPW in Chicago, April 6 – 8

Central NY Press trip

- Planning a baseball and beverage press trip to Central New York in May/June



Saranac Lake and Empire State Games February 6 - 9



Hosted National and International Journalists:

- Jennifer Conrad, *Vogue* magazine
- David Usborne, *The Independent*, UK
- Gina di Meo, *ANSA*, *Italian News Agency*
- Laura Manske, *Parade* magazine, *Huffington Post* and *Woman's Day*
- Cat Perry, *Men's Fitness*
- Irina Gonzalez, *Latina Magazine*
- Andrew McCarthy, *Men's Journal*

Itinerary Highlights

- Visited Saratoga
- Toured the Hyde Museum
- Skied at Gore and Whiteface Mountains
- Experience spa treatments at The Sagamore Hotel and Resort and Mirror Lake Inn
- Snow-shoed at Garnet Hill Ski Lodge
- Ice Castle at Saranac Lake and Ice Skating Trials at Empire State Winter Games



Finger Lakes Press Trip



Hosted National and International Journalists:

- **Angela Vitaliano, *Il Fatto Quotidiano Italy***
- **Gina di Meo, ANSA, Italian News Agency**
- **Hatice Nazan Isik, Turkish New York**
- **Paul Sladkus, Good News Broadcast**



Itinerary Highlights:

- **Tour George Eastman House**
- **Skiing at Bristol and Greek Peak Mountains**
- **Wine and beer tastings at several top wineries and breweries**
- **Shopping in Skaneateles and Destiny USA**



Super Bowl



- Pitched media from across the US about New York State's 11 vacation regions, sports history, outdoor activities, anniversaries and festivals
- Landed TV segments for Buffalo Wings 50th Anniversary on Today Show with Kathy Lee and Hoda, NBC Weekend Today and The Couch
- Developed a social media contest for ski trip and other prize giveaways
- Attended Super Bowl host committee's media night and handed out press kits to hundreds of media in attendance



Summer Media Marketplace



- Wednesday, March 19
- 67 Media in Attendance
- The Adirondacks, The Catskills, Central New York, Chautauqua-Allegheny, Finger Lakes and Rochester, Greater Niagara, Hudson Valley, Long Island and Thousand Islands Participated

YOU'RE INVITED!
Empire State Development, New York State's Division of Tourism -
I LOVE NEW YORK invites you to learn why...

THERE'S MORE TO NEW YORK THAN NY.

What
New York State Summer Media Night
Join I LOVE NEW YORK and representatives from its vacation regions for a media reception featuring locally produced foods and beverages as well as a preview of summer events, activities and new developments.

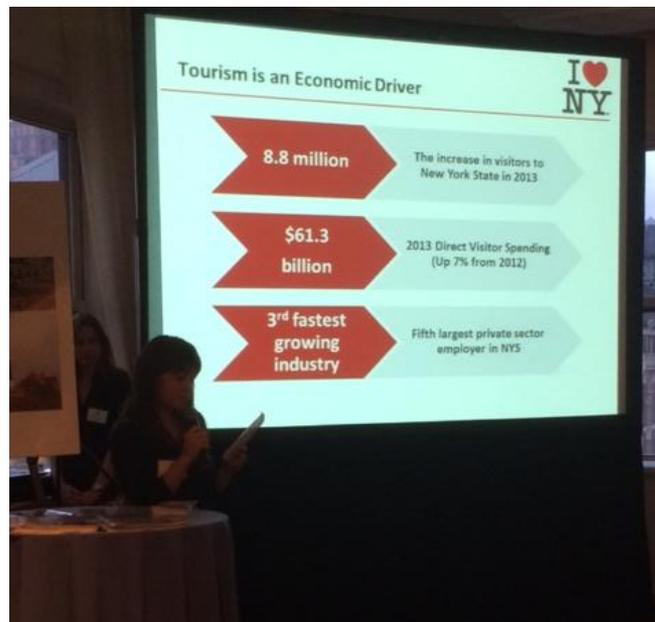
Participating Regions:
The Adirondacks, The Catskills, Central New York, Finger Lakes and Rochester, Greater Niagara, Hudson Valley, Long Island and Thousand Islands-Seaway

When
Wednesday,
March 19, 2014
5:30 pm - 8:30 pm

Where
Midtown Loft
267 5th Avenue
New York, NY
(On the corner of 29th and 5th Ave)

For more information, contact:
M. Silver - A Division of Finn Partners:
Please RSVP by March 12, 2014 to
Melanie Klausner at
Melanie.Klausner@finnpartners.com or
Patricia Rapp at
Patricia.Rapp@finnpartners.com

I LOVE NY
iloveny.com



2014 PR Results



2014 Results, January – February:

- 90 Media Placements
- More than 69,024,823 Circulation

The New York Times

About.com



Frommer's®
www.frommers.com



timesunion.com

THE WALL STREET JOURNAL.



ILNY 2014 Tourism Gap Study

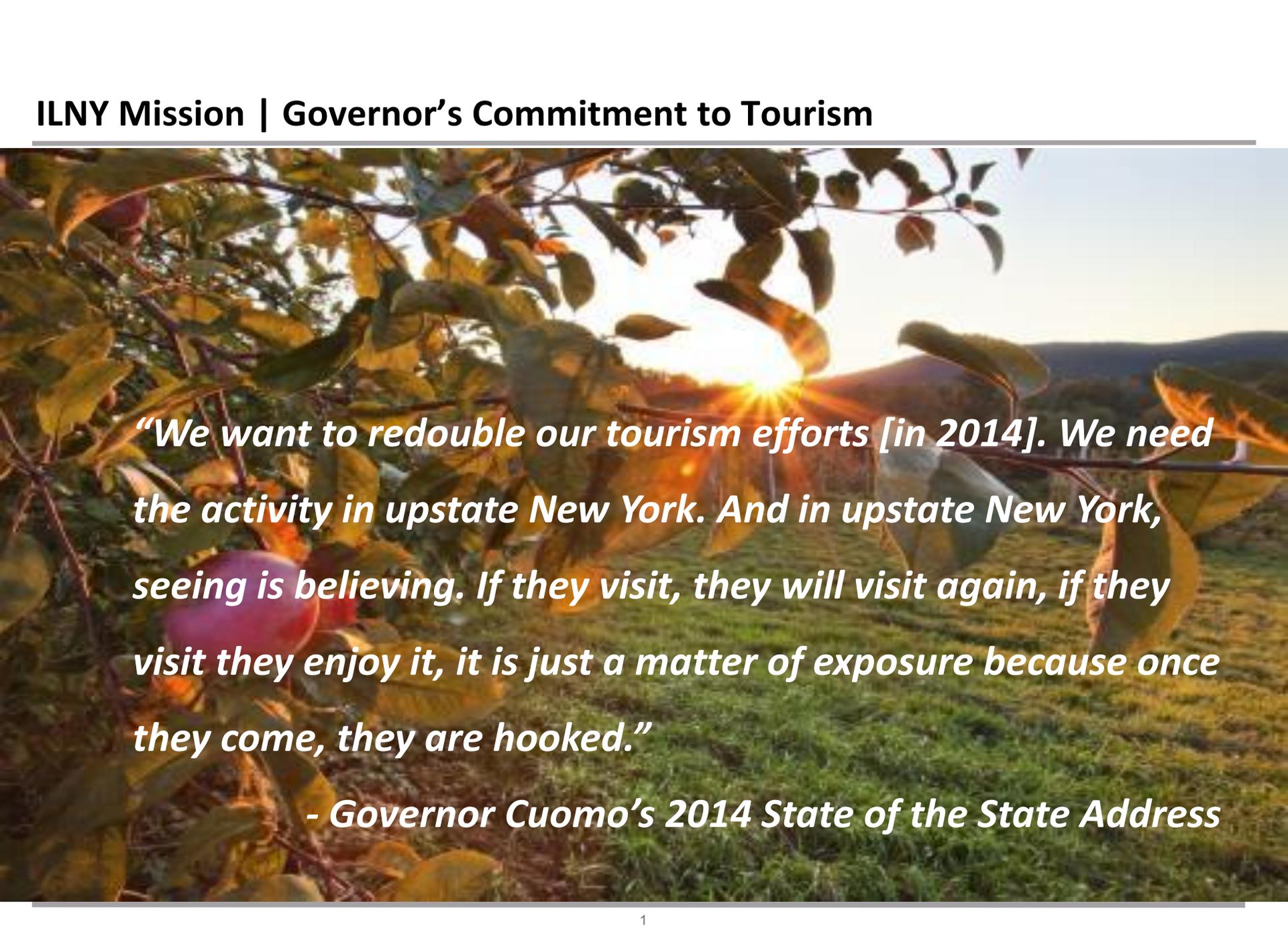
24 March 2014

Empire State Fellows

Ana Liss

Angela Wu

ILNY Mission | Governor's Commitment to Tourism

A scenic landscape photograph featuring a sunburst effect through the branches of trees in the foreground. The sun is low on the horizon, creating a warm, golden glow. The background shows a rolling green field and distant hills under a clear sky. The overall mood is peaceful and inviting, suggesting a beautiful natural setting.

“We want to redouble our tourism efforts [in 2014]. We need the activity in upstate New York. And in upstate New York, seeing is believing. If they visit, they will visit again, if they visit they enjoy it, it is just a matter of exposure because once they come, they are hooked.”

- Governor Cuomo's 2014 State of the State Address

ILNY's Tourism Gap Study

Study conducted to understand New York State's existing assets, potential opportunities for growth, and the resources necessary to grow tourism in the State.



- Over the course of 8 weeks,
- **Inventoried** current state investments in tourism via REDC grants
- **Interviewed** NYS Destination Marketing Organizations
- **Surveyed** NYS Tourism Promotion Agencies (46 of 68 TPAs responded, for a response rate of 64.6%)

Findings – REDC grants aligned with tourism priorities

New York State's Top 3 Priorities

Based on Spending Priorities (*\$ Awarded*)

- Waterfront development
- Lodging and accommodations
- Parks, trails, lakes, and natural assets

Based on Volume of Activity (*# Projects Awarded*)

- Parks, trails, lakes, and natural assets
- Cultural assets
- Branding and marketing

Based on Scale of Investment (*\$Average/Project*)

- Energy/utilities
- Transportation: Airport expansion
- Lodging and accommodations



Based on a total of \$83,407,031 and 227 projects awarded through Rounds II and III

Findings – Key Issue Areas across New York State

- **Transportation**
- **Broadband connectivity**
- **Water, sewer, and utilities**
- **New York State parks, trails, lakes, and other natural assets (incl. waterfront development)**
- **Perceived seasonality of regions and destinations**
- **Lodging and amenities stock**
- **Need for more sustainable financing mechanism**
- **Multiple entities marketing and branding vacation regions /destinations**
- **Creating “sense of arrival and welcome”**
- **Wayfinding and signage**

Key Takeaways By Region

Vacation Regions

#	Takeaway	Adiron- dacks	Capital - Saratoga	Catskills	CNY	Chauta uqua- Alleghe ny	Finger Lakes	Hudson Valley	Long Island	Greater Niagara	1000 Islands
1	Transportation – increased connectivity from points of access	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Transportation - new roads, bridges, streets, flights	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Broadband connectivity	✓		✓	✓	✓	✓	✓		✓	✓
4	Connections to sewer, water, utilities lines	✓		✓	✓	✓	✓				✓
5	Parks, trails, lakes – updates and maintenance	✓			✓	✓	✓			✓	✓
6	Waterfront development	✓			✓	✓		✓	✓	✓	✓

Key Takeaways By Region

#	Takeaway	Vacation Regions									
		Adiron- dacks	Capital - Saratoga	Catskills	CNY	Chauta uqua- Alleghe ny	Finger Lakes	Hudson Valley	Long Island	Greater Niagara	1000 Islands
7	Perceived seasonality	✓				✓			✓		✓
8	Lodging and amenities stock	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9	Need for sustainable financing mechanism	✓		✓	✓	✓	✓	✓		✓	✓
10	Cohesive and targeted marketing efforts	✓	✓	✓	✓	✓	✓	✓	✓		
11	Creating sense of “arrival and welcome”	✓			✓		✓			✓	✓
12	Wayfinding and signage	✓	✓	✓	✓	✓	✓	✓		✓	

Key Recommendations: Implementation by Feasibility (Cost) and Impact

