

Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Wednesday, May 14, 2014

Location: American Museum of Natural History, Central Park West and 79th Street, NYC

Attendance:

TAC Members

Present (6): Cristyne Nicholas, Thurman Thomas, Peter Carafano, John Ernst, Thomas Mulroy, Assemblywoman Markey

Phone: David Heymann, Alexandra Stanton, John Sagendorf and Senator Little

ESD / NYS Staff

Kenneth Adams, ESD President & CEO; Richard Newman, EVP State Marketing Strategy, Gavin Landry, Executive Director of Tourism; Lisa Soto, Tourism Project Associate; Jasmine Baker, ESD Coordinator, Social Media & Communication; Jennifer Chung, ESD Assistant Council; Tom Regan, ESD Associate Council; Brad Austin, Director, State Legislative Affairs; Anna Pakman, Director Digital Strategy; and Lizete Montiero, Sr. Director of Event Marketing

TAC Guests

Morris Silver, M.Silver/Finn Partners; Linda Ayeres, M.Silver/Finn Partners; Randall Bourscheidt, Alliance for the Arts; Patricia Ornst, Delta Airlines; Blenda Riddick, United Airlines; Erin Sweeney, jetBlue Airlines; Martin St. George, jetBlue Airlines; Peggy Coleman, Steuben County CVB; and Mike Alvich, Gray Line New York

Meeting called to order: 8:45am

I. Chairman's Report - Cristyne Nicholas

- a. Approval of minutes
 - Motion to approve minutes- Peter Carafano, Second - John Ernst.
 - Minutes approved
- b. Tourism Summit overview – given by Kenneth Adams
 - Kenneth Adams
 - Today is an important day for tourism in NYS and we must give a big thanks to Ellen Futter and the museum staff for use of the museum and for their help with this meeting and for today's summit.
 - The last and first summit that we held was May 8, 2013 in Albany and later today I will speak about all of the great things that we have done to advance tourism across the state in the past year since then as well as plans for the year going forward.
 - TAC members should know that much of what will report on and announce today will be based on your input, advice and wise counsel over the years and particularly this year under Cristyne's leadership.
 - Assemblywoman Markey here and Senator Little should also know that their leadership in the legislature has helped to develop many of the ideas that have turned into policy and are reflected in the budget.
 - Please take great pride in what is discussed today and your role as volunteers. Thank you for your great advocacy and hard work.
 - The summit will commence at 10:30am with a morning program, lunch, afternoon workshops and afternoon program.
 - Cristyne Nicholas
 - After we conclude this meeting, we will go downstairs to register and receive a program.

- There will be two break out workshops in the afternoon, one to discuss best practices in tourism throughout the state and the other will be an international session with I LOVE NY representatives from overseas. There will also be a business to business session to connect tour operators with our regional tourism promotion agencies.
 - After the workshops we will reconvene for the afternoon program and Kenneth will announce what has been discussed throughout the day and the new tourism deliverables for 2014.
 - This is the first of any summit that the governor has had outside of Albany and the reason is there are 55 million visitors that come to NYC plus the 12 million people that live in the NYC region, so this is the prime area to promote tourism to NYC and NYS.
- c. Discuss sub-committees / workgroups
- The chair of each committee must be a TAC member but we are going to reach out to industry leaders to ensure that we have as great a representation as possible.
 - We are suggesting the following three committees to start and would like everyone's input:
 - Hospitality Infrastructure**
 - Suggested Chair: Jan Chesterton
 - Suggested Members: Tom Mulroy, John Ernst, Dan Fuller, David Heymann, Michael Johnson
 - Suggested ESD Staff Support: Gavin Landry and Lisa Soto
 - Suggested Goal: To explore ways of encouraging owners to invest in new lodging infrastructure in under-resourced areas of the state, and to renovate and upgrade existing facilities to benefit New York's tourism Industry.
 - Suggested Objective: Propose program ideas and specific target areas for improvements and new developments.
 - Sports and Special Events**
 - Suggested Chair: Thurman Thomas
 - Suggested Members: Irene Baker, Peter Carafano, Alana Petrocelli, John Sagendorf, Assemblywoman Markey
 - Suggested ESD Staff Support: Lizete Montiero, Ken Wong and Lisa Soto
 - Suggested Goal: To explore ways of attracting high level sporting and other events that could be hosted throughout NYS.
 - Suggested Objective: Propose a list of events to be approached for relocation to New York State with potential locations for each.
 - Aviation and Transportation**
 - Suggested Chair: Gail Grimmett
 - Suggested Members: Alexandra Stanton, Elinor Tatum, Senator Betty Little, and a representative from American, jetBlue, and United Airlines as well as the MTA and Amtrak
 - ESD Staff Support: Ross Levi and Lisa Soto
 - Suggested Goal: To explore ways of promoting airline and other forms of travel to NYS destinations.
 - Suggested Objective: Propose specific promotional programs, airport enhancements and other travel incentives.
 - Assemblywoman Markey would like to be on the Sports and Special Events Committee. She would also like to announce that this weekend is the 50 year anniversary celebration of the World's Fair in Flushing Meadows Corona Park. There is also an exhibit at the Queens Museum to commemorate the event.
 - We will vote on the subcommittees at our next TAC meeting on September 22. That meeting may wind up taking place in Albany due to renovations at the NYC office.

II. Executive Director Report - Gavin Landry

- a. NYSTVA Conference 4/28 - 4/30, Syracuse

- The NYS Travel and Vacation Association is merging with the NYS Tourism Promotion Agent Council to form the NYS Travel Industry Association because they found that they had joint missions and the merger will take place in 2015.
 - The conference in Syracuse was a stakeholder conference and I LOVE NY was a sponsor. This gave us an opportunity to give them an update on everything that has occurred in the past year – including strategies that we have implemented to help move the needle in terms of increasing tourism.
 - We also did an educational session with our social media and public relations firms with over 100 attendees and our Director of International Tourism, Markly Wilson, gave an update on International Tourism.
- b. Metro North Path Through History Showcase Today
- Today I LOVE NY is hosting a major consumer facing Path Through History event at Grand Central Terminal with no less than 100 people from around the state in different Path Through History workgroups.
 - The event will include:
 - The Babe Ruth Hall of Fame plaque – this is the first time that the plaque has ever left the Baseball Hall of Fame in Cooperstown. It was at Yankee Stadium last night along with the Yankee Stadium debut of our commercial for the Baseball Hall of Fame.
 - Live performances by George Washington, FDR, Solomon Northrup, Susan B. Anthony, Revolutionary War re-enactors, the Niagara Falls famed woman in a barrel, spoken word performance by a Native American Turtle Clan member of the Onondaga Nation of the Haudenosaunee (Iroquois) Confederacy
 - Woodstock (celebrating 45 years) is exhibiting a psychedelic themed motorcycle, car and a life size Beatles cut out promoting a new Beatles exhibit
 - Street teams will be driving people into Grand Central Terminal which has 100 million visitors every year, 21 million go just to see the building
 - This will serve as a kickoff to the Path Through History Weekends which will take place in the first two weekends of June and we are using it as a media event, taking the media from here on a charter bus to Grand Central later this afternoon.
- c. Introduction of new I LOVE NY staff
- Anna Pakman – Director of Digital for ESD. Comes from Al-Jazeera (Current TV) and Oxygen before that. Has won a number of awards for the show Glee’s digital programs.
 - Lizete Monteiro – Senior Director of Event Marketing for ESD. Comes from American Express, Conde Nast, Rolling Stone. Will work closely with Ken Wong on ILNY event activations.

III. Program Reports Lizete Monteiro

- a. Recent and upcoming special events (attached)
- We have a pretty aggressive event plan and the goal is to make sure that we are delivering the most impact for tourism at these events and make sure that we have a great set strategy going out.
 - We will come up with some key measurements to report back.
 - Attached report shows the success of our events so far and some of our upcoming events.
 - In addition to today’s Path Through History Showcase, there will be a similar activation at Penn Station tomorrow with some of the re-enactors
 - Air Show at Jones Beach – working with Parks and DEC to showcase outdoor events
 - Americade – bike rally in June
 - Fairport Canal Days – bringing up a press trip, working with NYS Canal Corp on a joint activation
 - 75th Anniversary of the Baseball Hall of Fame – working with a major media company for a potential partnership
 - International Jazz Festival in Rochester – working with Taste NY

- There will be many more events happening this summer so we will have a lot to report on in September
- b. Adirondack Challenge and Bassmasters (Gavin Landry)
 - The Adirondack Challenge is happening. It will either be similar to last year or the locals are going forward with their own challenge and festival which they would like us to support in some fashion. They are looking at July 19.
 - Bassmasters is confirmed for the Finger Lakes on August 21- 23. This will be similar to the rafting challenge, only it will involve fishing. There are just under 2 million resident anglers in NYS, so fishing is big business in NYS. ProAm with the Governor at Owasco Lake near Auburn on August 23. Major Pro Tournament will be out of Cayuga Lake. There would not have been a bass event in NYS in 2014 had the governor not decided to do this, so our hope is that it will continue. This will also give us different types of media coverage and produced media for fishing in NYS on ESPN and other media outlets. More details and invitations will be coming soon.
- c. Other event info
 - Cristyne would like TAC members to be informed of all ILNY event activations.

IV. New Business

- a. Randall Bourscheidt – The 9/11 museum opening tomorrow in the short term and long term it is an opportunity to send a message about the city and the state.
- b. Cristyne Nicholas – There will be a portion of the conference that will touch on the 9/11 museum and Gavin and our international team have been working closely with Joe Daniels, Executive Director of the museum. They will be incorporating the promotional materials. They have also extended TAC members a preview of the museum before it is open to the public next Wednesday, she has tickets for Monday morning at 9:30am.
- c. Mike Alvich – would like to volunteer to be on the Transportation committee.
- d. Senator Little – Will the subcommittees be meeting before September?
- e. Cristyne Nicholas – No, not officially because they need to be voted in. We may have some conference calls to get everything together but nothing official. Following this meeting, we will email you out the committees with our suggestions and please let us know your feedback.
- f. Senator Little – Would also like to announce the governor allocated \$12million for reconstruction of the Whiteface Highway which is a great scenic attraction and was in bad shape.
- g. Gavin Landry – TAC members please note that you have seats in the front row for the summit.
- h. Cristyne Nicholas – Everyone will need to pick up their credentials and wristband from registration as well for the summit.

Motion to adjourn meeting - Thurman Thomas. Second - Peter Carafano
 Meeting adjourned - 9:24am

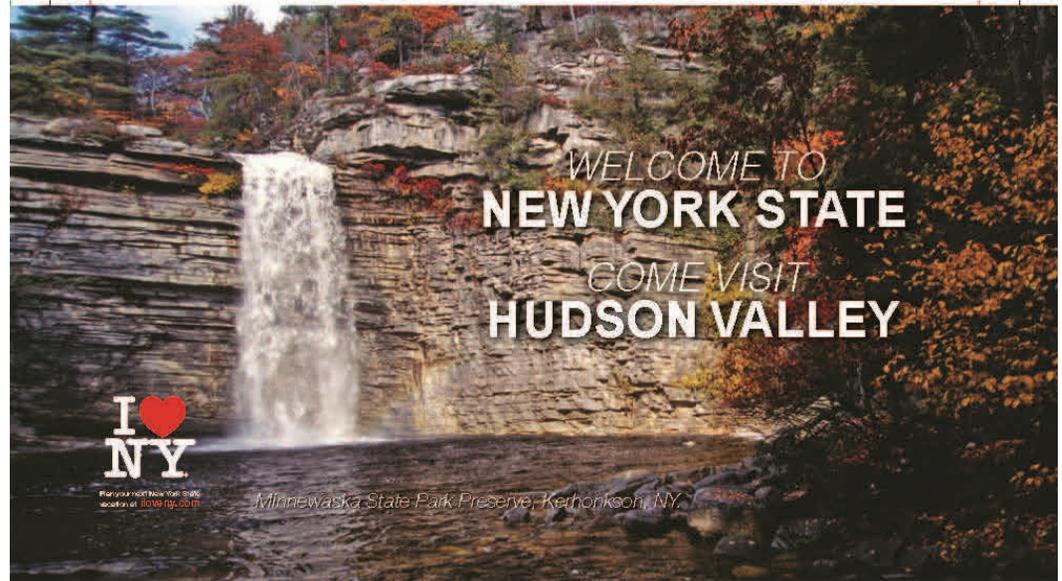
Next meeting: Monday September 22, 2014, Albany

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JFK Terminal 4—International Corridor

Out of Home Installation

July 17, 2014



Korean



Russian



Arabic



French



Japanese



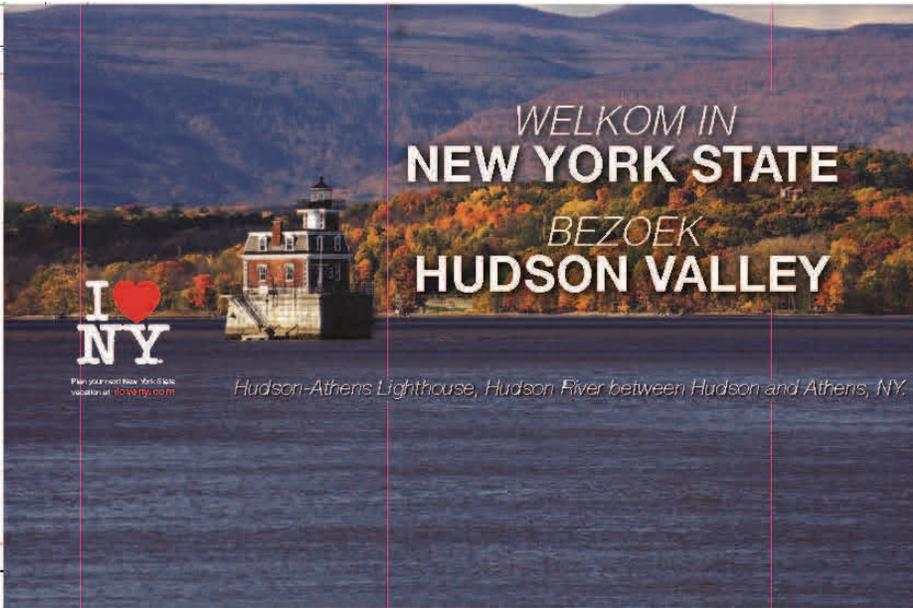
Chinese



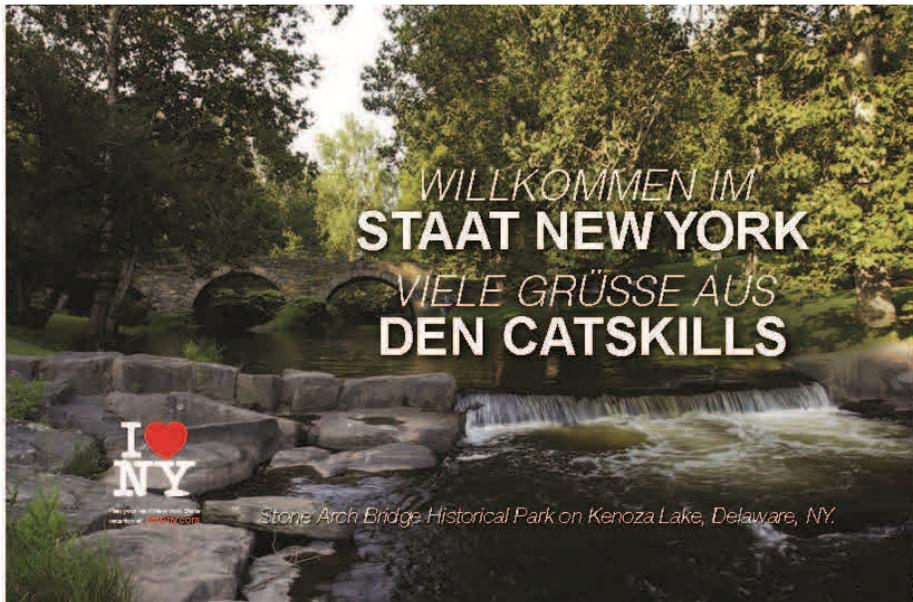
Spanish

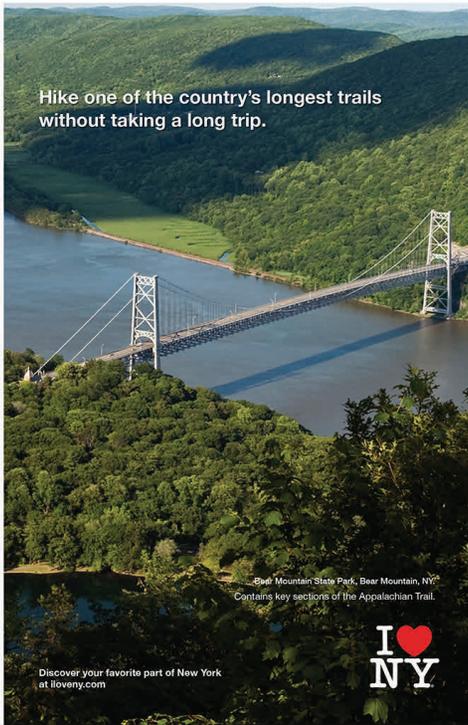


Dutch



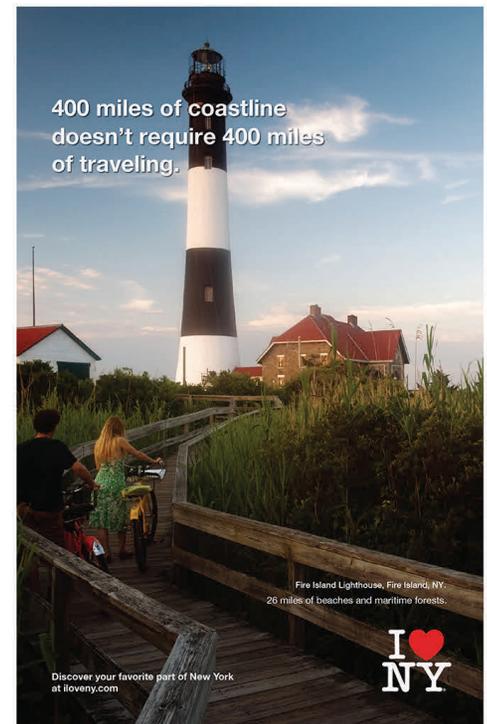
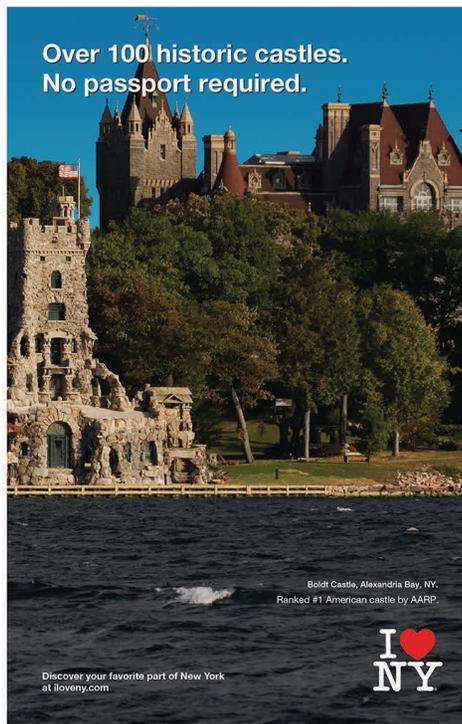
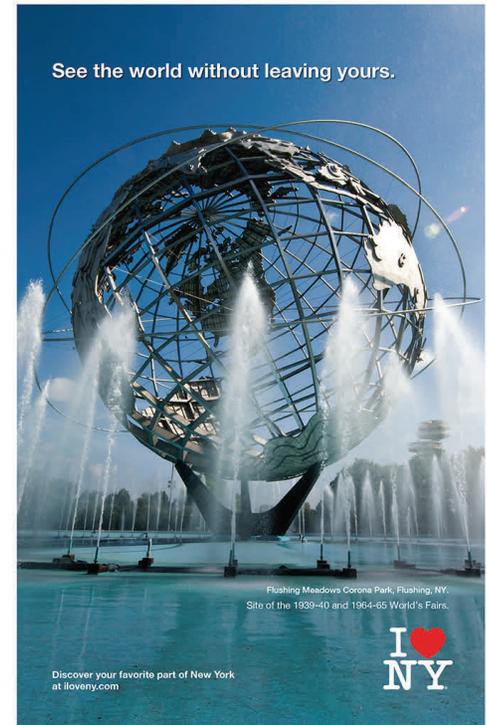
German





I ♥ NY®

MTA Summer 2014 Out of Home Campaign



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beauty is measured by the gallon.

Maid of the Mist, Niagara Falls, NY.
America's oldest state park.

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are just a drive away.

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at iiveny.com

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Spend a couple of hours
reliving years of laughter.

Lucille Ball Desi Arnaz Museum, Jamestown, NY.
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hasn't slowed us down a bit.

Saratoga Race Course, Saratoga Springs, NY.
The oldest racetrack in the United States.

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Visit over 30 wineries
that are easy to reach and hard to leave.

Seneca Lake Wine Trail, Seneca Lake, NY.
Dozens of award-winning Wineries.

Discover your favorite part of New York
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I ♥ NY

Explore from 600 feet up
without setting foot on
the tarmac.

Zipling Canopy Tours, Hunter Mountain, NY.
Largest ziplining tour in the United States.

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I ♥ NY



Andrew M. Cuomo - Governor

Governor Cuomo Hosts Second Tourism Summit; Expands Unprecedented Commitment to Growing Tourism Industry

New Initiatives Announced Will Build on the Success of the Last Tourism Summit and Continue To Promote New York State as the Tourism Capital of the World

Releases New Tourism Ad Campaign Featuring Ed Burns, Steve Buscemi, Billy Joel, Robert De Niro, Michael Strahan, Meryl Streep and Vanessa Williams

Albany, NY (May 14, 2014)

Governor Andrew M. Cuomo today hosted New York State's second Tourism Summit. Building on last year's unprecedented support, the Governor announced the state's commitment of \$45 million to promote statewide tourism, create jobs, and attract even more visitors to the Empire State. This 50 percent increase in state funding over the last year gives New York one of the largest state-funded tourism programs in the nation. The Governor also unveiled a new tourism advertising campaign featuring [Ed Burns](#), [Steve Buscemi](#), [Billy Joel](#), [Robert De Niro](#), [Michael Strahan](#), [Meryl Streep](#) and [Vanessa Williams](#). The ads can be found on YouTube [here](#).

"Tourism has been a central part of New York's success in the past, and with world-class destinations and attractions in every region of the State we have the potential for unparalleled growth in the future," Governor Cuomo said. "Last year, nearly nine million more visitors came to New York than the year before, \$7.5 billion in local and state taxes were generated, and we expect close to \$60 billion in direct spending. Tourism plays an integral role in the economy, and we will continue our work to make sure it thrives, creates jobs and generates new economic opportunities for our state."

The second New York State Tourism Summit was hosted at the American Museum of Natural History in New York City, the third most visited family attraction in the country. Hundreds of tourism experts gathered to discuss ideas and new ways to bring tourists to every corner of the state. As a result of the Governor's support of tourism in 2013, the industry has seen an increase in spending, state and local tax revenue, visitors and employment.

In 2013, New York's tourism industry generated direct spending of \$59.2 billion, producing an estimated \$7.5 billion in state and local taxes. The number of visitors to New York is estimated to have increased by 8.8 million and projected to finish at 218.8 million visitors in 2013. As the fourth largest employment sector in New York,

the tourism industry also added 28,500 jobs in 2013 for a total of 832,500 jobs and generated more than \$17.96 billion in wages. One out of every 12 jobs in New York is tourism-related.

Empire State Development President, CEO & Commissioner Kenneth Adams said, "New York State's tourism industry has been reenergized under Governor Cuomo's leadership and the I LOVE NY campaign has been reborn. Today's summit highlights the tourism industry's incredible impact on job creation and revenue and assists our hard-working state and local partners in promoting New York as a top destination."

In addition, the summit provided an opportunity for a Business to Business Marketplace Meetup. The Meetup introduced product managers, tour operators, retailers and wholesalers from all 11 vacation regions in the state to promote the tourism assets of their respective areas. An estimated \$25 million worth of potential business was conducted at the Summit. Additional workshop and program sessions during the summit focused on international and eco-tourism and exposed industry partners to best practices and case studies to better market New York State to potential visitors.

After discussions with tourism experts and hearing the concerns and ideas of local and international tourism stakeholders, the Governor announced a series of initiatives designed to build on the success of the first summit and further promote New York State as the tourism capital of the world:

Unprecedented Level of Tourism Funding: The Governor announced the State would invest nearly \$45 million in tourism funding. This is a 50 percent increase in state funding over last year, and gives New York one of the largest state-only funded tourism campaigns in the nation. The funding is in addition to over \$104 million in capital funding for tourism infrastructure provided last year for local tourism projects as well as investments in state parks, like Jones Beach and Niagara Falls, and facilities of the Olympic Regional Development Authority.

Partnership with NYC & Company: This partnership is geared to help build awareness of off-season New York City opportunities in other areas of the state. Working with NYC & Company, the I LOVE NEW YORK program will explore downstate and upstate joint visitor centers, share research and data and collaborate on international marketing.

Comprehensive, Integrated Tourism Marketing Campaign: Bringing together the I LOVE NY, Path Through History and Taste NY programs, New York State will promote tourism in the most integrated and comprehensive way ever through TV and other media, on the roads, on the rails, at airports, on the web and on mobile devices. This will include thousands of new road signs, new mass transit and airport advertising, and new tourism apps announced at the summit.

Group Travel to NYS: The Governor announced the launch of a new NY Loves Groups initiative to increase group and motorcoach travel, meetings and conventions throughout New York State. The initiative will include a coordinated statewide presence at key domestic and international sales and trade shows, as well as new group information available online.

Transportation Access to Tourism Opportunities: An I LOVE NY Get Out of Town bus will bring tourists from New York City and key Canadian markets to New York's ski slopes, wineries and breweries, and special events across the State.

Special Events: I LOVE NEW YORK will have a presence at key special events in the State in 2014 to acquire consumer data, bolster events as tourism draws and promote tourism statewide. A full calendar of events will be featured on I LOVE NEW YORK's website.

Global Tourism: Governor Cuomo announced I LOVE NEW YORK will expand its global reach through increased representation and partnerships in key markets such as Australia and China.

One Stop Shop to Boost Tourism Employment: A one-stop-shop website of hospitality training programs will be created to connect graduates of these kinds of programs with employers in the hospitality industry, which will create a statewide culture of hospitality, improve guest experiences and create jobs.

Informing Destination Development: A gap analysis will help identify transformative tourism infrastructure and marketing challenges and opportunities, and create a roadmap for public and private investment in the tourism sector.

Outdoor Tourism Promotion: Launch a new campaign specifically targeted to promote outdoor tourism including a partnership with the New York State Department of Environmental Conservation to launch the Official NY State Fishing, Hunting and Wildlife App; Office of Parks Recreation & Historic Preservation with an early camping discount program; and a partnership with the Campground Owners of NY which will represent I LOVE NEW YORK at RV shows nationwide.

Expanded Mobile Presence: Earlier this year New York State launched a user-friendly ILOVENY.com website. Today a new, fully integrated I LOVE NY mobile app was launched that includes information on regional attractions, events, food, adventure/trip planning through a concierge function and connections to other state-tourism related apps. The app can be downloaded [here](#) for iOS users and [here](#) for Android users.

Market NY: Funding for the Market NY program will be increased to \$12 million. This funding, awarded through the regional economic development council process, allows tourism assets across the state to make necessary bricks-and-mortar improvements and deploy innovative marketing campaigns to increase visitorship.

Senate Majority Coalition Co-Leader Jeff Klein said, "Tourism is big business in the Empire State, and the ideas generated from this summit will continue to create thousands of good paying jobs and grow our economy. The Governor has thoughtfully laid out a plan that develops strategic partnerships with the private sector that will help transform every corner of our state. Coupled with our historic investment in new tourism funding and a top notch marketing campaign, New York State will continue to maintain its status as a world class destination for millions of visitors throughout the globe."

Assembly Speaker Sheldon Silver said, "Tourism is critical to the overall economic well-being of our state – creating jobs and spurring business. And it's no surprise because we have so many great assets here in New York – from the tip of Long Island to the North Country and Niagara Falls, we are truly blessed with wonderful state parks, a vibrant arts and cultural community, sports and recreation opportunities, great restaurants, and beautiful beaches. The Assembly is proud to support a significant increase in tourism funding because the return will be well worth it, and I am committed to working with Governor Cuomo and the tourism industry to make New York one of the best places to live and visit in the world."

Senator Betty Little, Chair of the Senate Cultural Affairs, Tourism, Parks & Recreation Committee, said, “All regions of New York State have something special to offer. If you advertise it, ‘they’ will come, and when they do the tourists will spend money at restaurants, stores and shops, gas stations and overnight accommodations, helping businesses grow and generating revenue for state and local government. Governor Cuomo has listened to and worked with tourism and business officials to develop a comprehensive strategy and provide the funding to make sure it works. I have no doubt we’re going to see many more people loving NY as a result.”

Senator José M. Serrano said, "As the Ranking Member on the Senate Committee on Cultural Affairs, Tourism, Parks and Recreation, I am ecstatic about the progress New York State tourism has made under the guidance of Governor Cuomo. The arts and cultural sector enhance our lives and provide countless recreational and educational opportunities, while also serving as a major economic engine for communities across out state. I applaud all the participants for their commitment to tourism, and I'm thrilled that today's summit is being held in my senate district, which is host to a diverse array of tourist destinations.”

Assemblywoman Margaret Markey, Chair of the Assembly’s Tourism, Parks, Arts and Sports Development Committee, said, “Thanks to the energetic support of Governor Cuomo, New York State has launched imaginative new initiatives that put a spotlight on the importance of the tourism industry to the state’s economy and help ensure its continued expansion. This second Summit provides an important opportunity to connect with industry experts as we continue to identify new opportunities to bring visitors to the state and provide more jobs for New Yorkers.”

Assembly Member John Ceretto, Ranking Members of the Assembly’s Tourism, Parks, Arts and Sports Development Committee, said, “Tourism is the cornerstone of New York State’s economy – from the majestic views of Niagara Falls to the hiking trails of the Adirondacks, there truly is something for everyone. I am pleased to be partnering with Governor Cuomo and my colleagues in the legislature in supporting our vibrant tourism industries, which create jobs and drive economic activity in communities all across the State. Whether you’ve lived in New York State for years, or are just visiting for the first time, I encourage everyone to get out and explore the Empire State like never before.”

"The Governor's commitment to tourism has literally changed the game and is creating an immediate economic impact", said James McKenna, President of the Lake Placid CVB.

###

TAC Sub-Committees

9/22/14

1. Hospitality Infrastructure

Chair: Jan Chesterton

Members: Tom Mulroy, John Ernst, Dan Fuller, Michael Johnson

ESD Staff: Gavin Landry and Lisa Soto

Goal: To explore ways of encouraging owners to invest in new lodging infrastructure in under-resourced areas of the state, and to renovate and upgrade existing facilities to benefit New York's tourism Industry.

Objective: Propose program ideas and specific target areas for improvements and new developments.

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Events

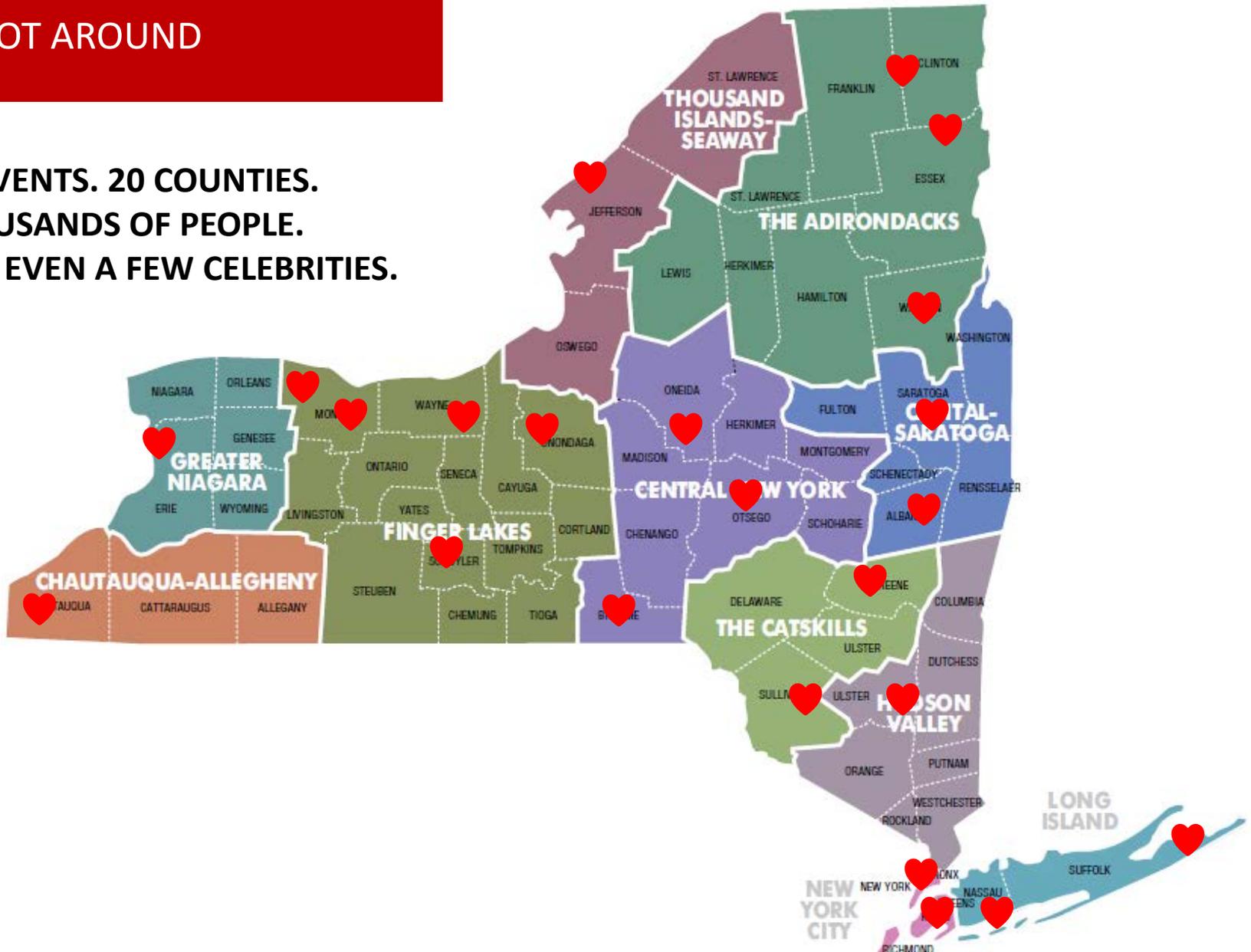
2014 Summer Events Recap

9/18/14

We set out this summer to inspire travel throughout the State.
We crisscrossed the State attending the best public events,
serving wide and varied lines of interests.

WE GOT AROUND

**40 EVENTS. 20 COUNTIES.
THOUSANDS OF PEOPLE.
AND EVEN A FEW CELEBRITIES.**





- From motorcycle rallies to fishing tournaments. Jazz festivals to horse races. Boat shows to gay pride events. Car races to wine and food events to bike tournaments. Hall of Fame Inductions to Runs to Antique car shows. Hot air ballooning. Mountain bike races. Festivals. Golfing. Concerts. And then there was the Fair.

- We saw them all and they all saw us!

Our mission is to inspire travel using effective forms of engagement – curated content, personalized service, and a bit of fun. We:

- curated content by interests, organized by destination
- migrated to the use of digital, interactive content to complement printed materials
- used video and large format photography to showcase offerings
- injected fun with quizzes, raffles and giveaways

THE ACTIVATION

THE POD

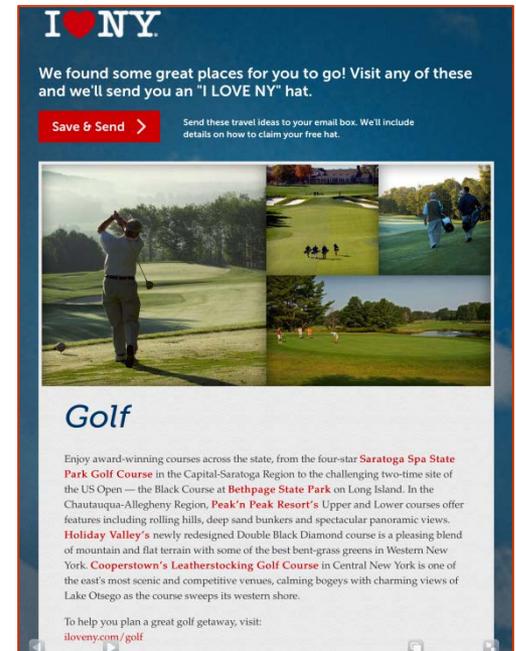
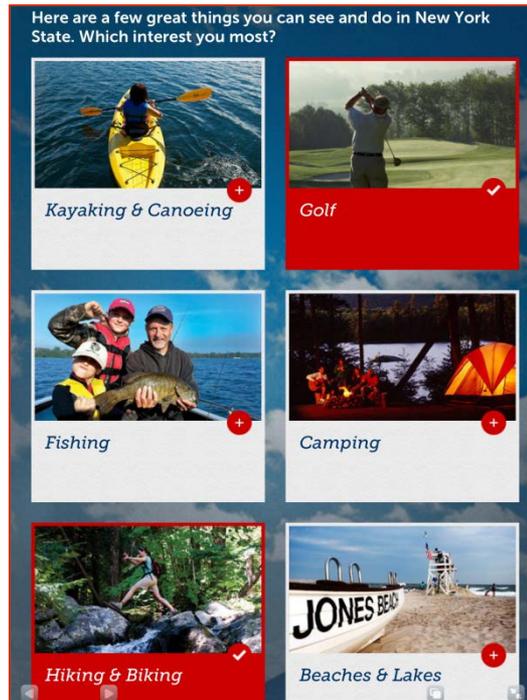
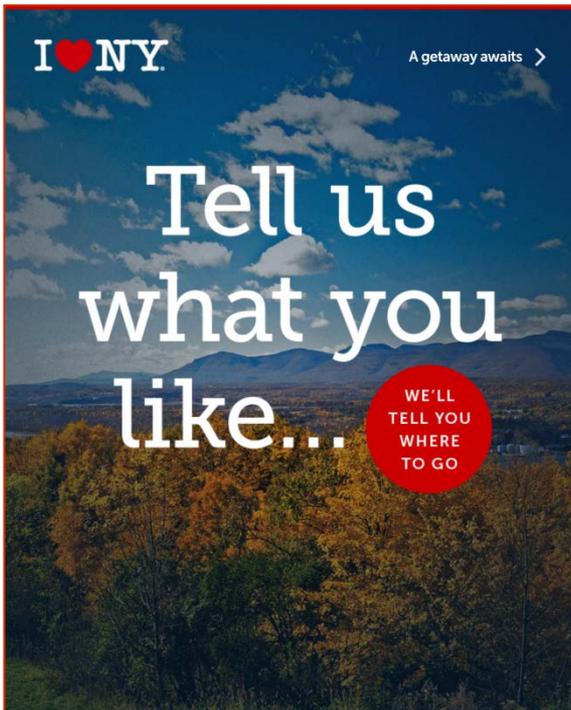
To increase our exposure and engagement at events, we launched the I Love NY pod - a mobile tourism booth. It not only served as a great focal point and inviting events display but also as a moving billboard as it traversed the State.



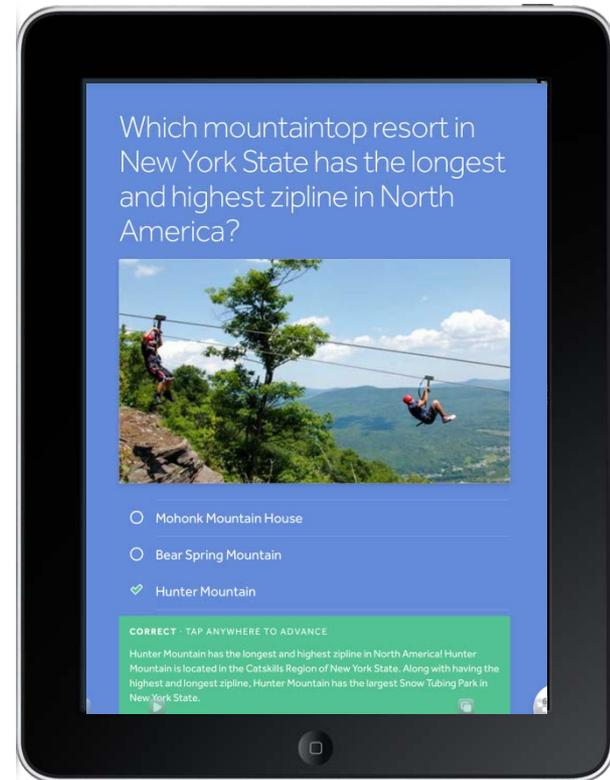


Digitally driven personalized service. Getaways based on individual interest.

We developed an exclusive app that told visitors exactly where to based on their favorite interests. Their personalized getaways were emailed to them so that they could reference later when planning a trip.

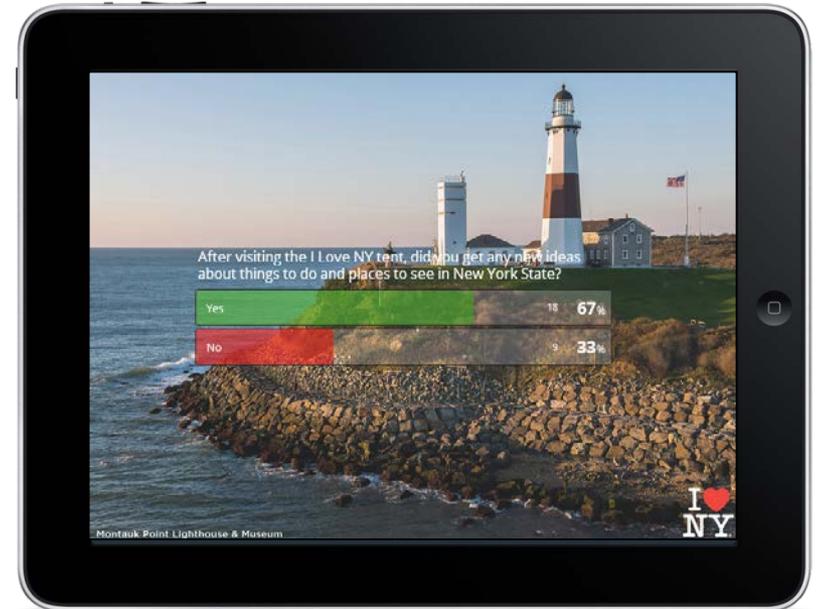


- To engage visitors in a fun way, we hosted trivia quizzes. Guests who scored high on their State knowledge won a branded shirt.
- This was far and away a very successful platform that served as a great tool for starting a conversations about destinations and attractions.
- It not only drew visitors to our booth but they walked away learning something new. Travel inspired.



LEAD GENERATION + SURVEYS

- We collected thousands of email addresses from visitors wanting to hear more about attractions and destinations. These visitors will now receive the monthly I Love NY newsletter and plans are being made for further engagement.
- In addition, a post event survey was emailed to registrants which provided additional learnings beyond the events. We received a 9% response rate, which is good by industry standards.



SURVEY SAID...

We Successfully Inspired Travel

- **62%** who visited our both got new ideas about places to see and go in New York State
- **61%** are highly likely to plan a NY State getaway or recommend one to a friend

Elevating the perception of NY State

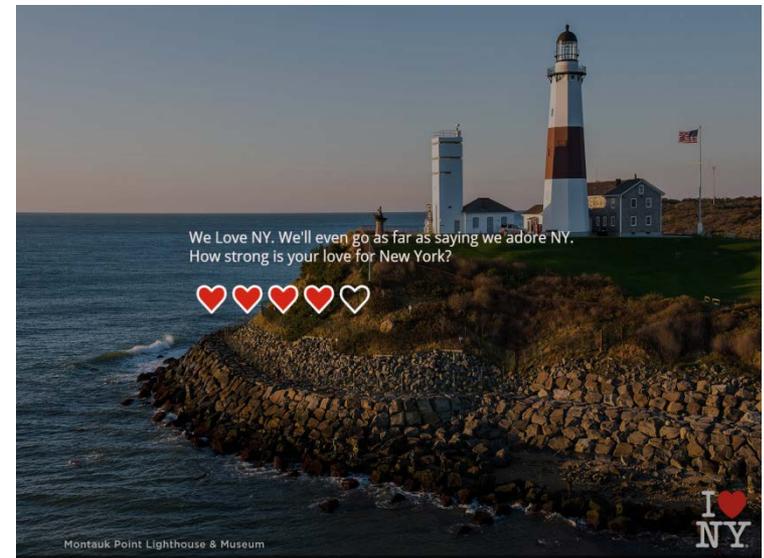
- **69%** rate their love for NY as a 4 or 5 out of 5

Top Travel Interests

- Beach 40%
- Museums 31%
- Wine 29%

Areas for consideration

- 71% would like to hear from us about deals and offers
- 40% would like to hear from us about special events
- 50% have visited Iloveny.com
- 62% do not follow us on any social channels



WHAT WE HEARD.
OVER AND OVER.

“Thank you for being here!”

There was overwhelming gratitude for our presence, not just from TPAs or event organizers, but from the people who attended.

“I never knew New York had so much to offer!”

A realization that New York has world class attractions.



PUBLIC RELATIONS

Activities and Results

SUMMER 2014



2014 Media Results to date



2014 Results, January – June:

For the first and second quarter we have secured 404 media clips
circulation of 358,970,449 and an estimated ad value of \$10,366,601

July & August posted to date:

- 337 print and online media clips
- 181,189,375 circulation



2014 Highlights April - September



Media Marketplaces

- Seasonal marketplace events with representatives from the state's regions. Summer: 67 media / Fall: 47 media

Pow Wow

- 500 international media in Chicago on April 7

Empire State Tourism Conference

- Attended two days of tourism conference to represent public relations efforts; Presented public relations 101 session to 150 regional participants. April 28-30

Governor's Tourism Conference

- 25 regional, national and international media attended the 2nd Annual New York City on May 14

Path Through History event at Metro North Getaways Day

- Integrated communications program culminating in two PTH Weekends statewide



2014 Highlights April - September



Fairport Canal Days

- Hosted five national and international journalists on a four day tour of New York State's canals and history, June 5 - 8

Baseball Hall of Fame

- Organized a Central New York press group featuring the 75th Anniversary kick-off event and launched the Google Cultural Tourism App, June 12 - 15

2nd Annual Summer Adirondack Challenge

- Whitewater Rafting Competition with Governor Cuomo July 19-20. 10 media attended for three day trip to Adirondacks

Bassmaster Elite Series Tournament

- Hosted *Frommer's*, *Men's Journal*, *Fins & Skins* and *Bassfan* for a fishing press trip participating in the Governor's Challenge, August 21 - 24

Great New York State Fair

- Pitched and secured 16 print and online media placements with a focus on downstate, August 21 – September 1

Governor's Cup and Long Island Wine Cup

- Hosted 9 media for one and two day press trips to Finger Lakes, August 14 and Long Island Wine Cup, August 23

Governor's Tourism Summit

May 14, 2014



Event Information:

- 350 attendees
- 25 media attendees
- 100 VIP attendance for reception Museum of Natural History
- Aggressive promotion of conference results

Results:

- 55 print, online and broadcast outlets with over **57,754,038** circulation



Metro North Getaway Day Featuring Path Through History – May 14th



- **Event Information:**

- Hosted a PTH Weekends Preview during Metro-North Getaway Day at Grand Central Station encouraging New Yorkers to take the train for their next getaway trip
- To stimulate travel for PTH Weekends regional booths featured re-enactors and stage performances
- Celebrating its 75th anniversary, the Baseball Hall of Fame brought its renowned Babe Ruth Plaque



- **Results:**

- Secured over 50 print and online articles, reaching an audience over 58 million
- Coverage appeared in top publications including, *Wall Street Journal*, *New York Post*, *Democrat and Chronicle*, *amNY* and *Crain's New York Business*
- Secured broadcast coverage in 13 regional and local television stations with a total viewership of over 1.1 million and ad value \$300,000
- TV highlights: NYC's WABC, WNYWY and around New York State on WBNG (Binghamton) and WTVH (Syracuse)



Fairport Canal Days June 5-8



- **Event Information:**

- Bring awareness to Rochester's tourism assets as well as heighten attention to the New York State canal system through the Fairport Canal Days celebration which celebrates the importance of the waterway to the region and state
- The group of media in attendance participated in a four-day day press trip highlighting the festival as well as summer land and water travel offerings in the region

- **Press Visits:**

- Finn Partners hosted a group of five media, both national and international including: Jiefang Daily, ANSA – Italian News Agency, Philadelphia Sun, National Geographic, China's 21st Century Business Herald, to explore the destination and its tourism offerings.

- **Results:**

- To date: one article with a total circulation of 400,002
- Additional articles pending



Central NY Press Trip

June 12 - 15



- **Event Information:**

- Highlight Central New York region's attractions:
 - Breweries, distilleries, wineries, sports history, museums and beautiful landscape
- Four-day itinerary featured the region's eight counties
- The following journalists attended:
 - Erika Montoya, *Ser Padre*
 - Serusha Govender, *The Daily Meal*
 - Renee Gordon, *Philadelphia Sun News*
 - Erik Trinidad, *Saveur & National Geographic Traveler*



- **Results:**

- To date: two articles with a total circulation of 40,000
- Additional articles pending



Fall Media Marketplace - July 23



- **PR Endeavors:**

- Finn Partners strategized and developed a different structure for this year's Fall Media Marketplace to offer media and TPA partners an opportunity for one-on-one meetings
- Finn Partners created and distributed the invitation to targeted media including newspapers, online, travel, travel trade and family.
- Finn Partners developed a scheduling grid to ensure all regions met most media attendees

- **Results:**

- 46 media attended the event and met with the vacation regions to discuss new developments, fall travel offerings and worked on potential story angles
- Survey of regions yielded a preference for this format



Adirondack Challenge – July 20



- **Event Information:**

- To highlight Adirondack outdoor experiences, the Governor organized a festival with a whitewater challenge, hike, golf tournament, canoe, paddle boarding and motorcycle tour
- VIPs influencers and media rafted in the ADK Challenge
- Finn Partners handled outreach to travel and outdoor media

- **Press Visits:**

- Following a week of invitations to outdoor writers to visit the Adirondacks, we arranged for 10 media to attend the Adirondack Challenge

- **Results:**

- 50 print articles and 155 broadcast clips with total circulation of 52,475,541.
Broadcast ad value: \$81,442.00



Governor's Cup & Long Island Wine Cup

August 14 and 20



- **Event Information:**

- For the second year in a row, Governor Cuomo attended the Governor's Wine Cup event awarding the top prize for best winery of the year with more than 150 attendees including VIPS, industry leaders and media
- As an extension to the Governor's Cup, Taste NY, I LOVE NY and Long Island Wine Council developed a full day wine, beer and spirits tour in Long Island culminating at the Harvest East End Festival, which featured hundreds of Long Island wines and over 30 top restaurants
- Finn Partners conducted outreach to 300 travel, wine and food media to invite them to participate in one or both of the programs

- **Press Releases:**

- Distributed event announcement to Finn Partners' travel, food and wine media contacts

- **Press Visits:**

- Secured 9 media to attend the full day press trip
- Plan to conduct full day press trip for media who could not attend in October



Bassmaster Elite Series Governor's Challenge - August 21 - 24



- **Event Information:**

- After the success of last year's Bassmaster Elite Event in the Thousand Islands, the Governor and Bassmaster team created a fishing challenge for amateur fishermen to compete alongside the Governor and professional anglers
- Finn Partners conducted outreach to 200 outdoor, sports, fishing and travel writers to invite them to participate in the weekend-long event

- **Press Visits:**

- Distributed event announcement to Finn Partners' outdoors, sports, fishing and travel media contacts

- **Results:**

- Finn Partners secured 4 media to attend a four day press trip
- Extended familiarization experiences of the region included the Great New York State Fair



Golf Press Trip September 13 - 18



- **Press Trip Information:**

- Promoting New York State's long golf season and 986 golf courses
- Heighten awareness of New York State's golf courses in Westchester and Long Island
- Organized six-day press visit featuring some of New York State's top golf courses including: **Sleepy Hollow Country Club, Pound Ridge Golf Course, Tallgrass Golf Course, Eisenhower State Park Golf Course, Montauk Downs and Bethpage Black**
- Attendees: **Jason Deegan of GolfChannel.com** (circ. 3,030,356) and **Steve Habel of Cybergolf.com (affiliated with Worldgolf.com)** (circ. 95,705)



I LOVE NY PR April-June

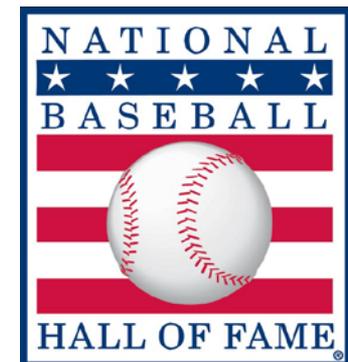


Press Releases

Spring Festivals (April)
Path Through History Weekends (April)
Funding for outdoor sportsmen and anglers (April)
Canal Season (May)
Governor hosts Tourism Summit (May)
Discounts at State Campgrounds (May)
Press Kit for Pow Wow (May)
Launch of Wildlife and Fishing Ap (June)
Historic Battlefields (June)

Pitches

Bike events (April /August)
Summer Travel (April)
Deals & Top 10 Places to Travel for Father's Day (May)
Music Festivals (May)
Path Through History Weekends and History Showcase and MTA Getaway Days (May)
Flower Festivals (May)
Second Tourism Summit (May)
Father's Day – Cooperstown & Hall of Fame (June)
Balloon Festivals (June)
Scenic Byways (June)
75th Anniversary of the Baseball Hall of Fame (June)



I LOVE NY PR July - September



Press Releases

BassMaster Elite Series (July)
Saratoga Race Course opening day (July)
New Developments (July)
Fall Festivals (Aug)
Pod Travels New York State (Aug)
China Airlines Partnership (Aug)
Governor Highlights New Attractions (Aug)
Governor's Wine Cup Winners (Aug)
Governor Kicks-off Foliage (September)
Fall Foliage Reports (September)

Pitches

Scenic Byways and Drives (July)
Saratoga Race Course (July)
Long lead for Foliage and Harvest (July)
New York State Great State Fair (July/Aug)
New York State Wine Tours (Aug/September)
Long lead for Skiing (Aug)
Interesting ways to leaf peep (Aug)
Halloween in New York (Sept)
Golfing in the Fall (Sept)
Fall Festivals (Sept)
Apple picking (Sept)



2014 Press Visits



Hosted 58 media visits to date including:



SAVEUR

The  INDEPENDENT



MEN'S FITNESS



Woman's Day

Parade

LATINA

DAILY NEWS

MEN'S JOURNAL



TRAVEL + NOIRE



TOUR & TRAVEL INFORMATION

[THE NATIONAL SEPTEMBER 11 MEMORIAL MUSEUM](#) tells the story of the events of 9/11 through artifacts that range in scale from the monumental to the intimate, as well as through first-person accounts and multimedia displays.

Prior to or after visiting the Memorial, visitors enter the Museum through a pavilion located between the two Memorial reflecting pools and gradually descend to the bedrock level of the Museum which contains the remnant foundations of the original World Trade Center.

2015 PRICING

TICKET TYPE	RETAIL RATE*	
ADULT (18-64)	\$26.00	<ul style="list-style-type: none"> Discounts available for groups of 20 or more. FIT programs and pricing also available upon approval.
SENIOR (65+)	\$20.00	
YOUTH (7-17)	\$17.00	

*Includes \$2.00 service fee waived for Tour & Travel clients.

- Tickets are date and time specific, which helps control the number of visitors in the Museum.
- Groups of 20 or more can book their visit by contacting the Group Sales department at 212-266-5200 or groups@911memorial.org.

WHAT TO EXPECT

- Visitors are welcome to explore the Museum at their own pace. An average visit can take about two hours.
- Museum maps, guides for children ages 8 to 11, and details about daily programming are available at the Information Desk and on our website.
- A large auditorium can be found on the 2nd floor of the Museum pavilion and features short films and live talks.
- There are two main exhibitions: the historical exhibition*, *September 11, 2001*, and the memorial exhibition, *In Memoriam*.
- Other Museum exhibition spaces include, artistic expressions created in response to 9/11, large artifacts demonstrating the scale of the attacks, remnants from the original World Trade Center construction, and recording booths in which visitors can add their personal reflections to the Museum collection.

*Note: The historical exhibition may not be appropriate for visitors younger than 10 years of age. Adults accompanying younger visitors should exercise discretion before entering.

9/11 MUSEUM AUDIO GUIDE & GUIDED TOURS

- The official audio guide, produced by Acoustiguide, is available for free download on iOS and Android platforms (also available for rental onsite). The guide provides themed audio tours featuring stories from the day of 9/11 and the recovery at Ground Zero.
- This tour is available in English, American Sign Language and . For people who are blind or partially sighted, this app uses VoiceOver technology. An audio descriptive tour of the Museum is also available.
- Guided tours are available at an additional charge of \$18.00 per person and based on availability.

9/11 MEMORIAL MUSEUM

World Trade Center
180 Greenwich Street
New York, NY 10007

MUSEUM HOURS

Open daily; 9:00 a.m. - 8:00 p.m.
Extended hours during spring, summer & holiday period.

Last admission two hours prior to closing.

CONTACT INFORMATION

Group Sales
212-266-5200
groups@911memorial.org
Monday - Friday
9:00 a.m. - 5:00 p.m.
911memorial.org/groups

GETTING HERE

Subway:

 trains to Fulton Street

 trains to Park Place

 train to World Trade Center

 train to Rector Street or Cortlandt Street

 train to Rector Street

NYC Bus: Take the M5 to Church Street & Vesey Street

PATH: to World Trade Center (weekdays only)

Ferry service is available from midtown, New Jersey, Staten Island, Brooklyn and Queens.

If your group is arriving via motorcoach, restrictions including available time slots and Department of Transportation parking permits apply. Visit for details 911memorial.org/group-bus-access.



THE 9/11 MEMORIAL is a place of remembrance honoring those killed in the terrorist attacks of September 11, 2001 and February 26, 1993. The names of 2,983 victims of the attacks at the World Trade Center site, at the Pentagon, and aboard Flight 93, as well as the World Trade Center in 1993, are inscribed in bronze panels surrounding two enormous reflecting pools set in the footprints of the Twin Towers. Open daily. **Visitor passes are no longer required.**