

Tourism Advisory Council Meeting

Monday, November 17, 2014

633 Third Avenue, NYC / 625 Broadway, Albany

(Video conference)

11:00am – 12:30pm

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. | Approval of minutes | Cristyne Nicholas |
| II. | Update from ESD President & CEO | Kenneth Adams |
| III. | Chairman's Report | Cristyne Nicholas |
| | a. Vacancy update | |
| | b. Welcome new member | |
| | c. Subcommittees vote | |
| IV. | Agency Reports | |
| | a. Taste NY | Pat Hooker |
| | b. State Marketing | Rich Newman |
| V. | I LOVENY Reports | |
| | a. World Travel Mart - London | Gavin Landry |
| | b. CFA Round IV update | Gavin Landry |
| | c. I LOVE NY Bus | Ross Levi |
| VI. | Subcommittee Updates | Ross Levi |
| | a. Hospitality and Transportation | Jan Chesterton |
| VII. | New Business | |

Next meeting:

Monday, January 26, 2014

11am – 1pm

633 Third Avenue

New York, NY

Tourism Advisory Council Meeting Minutes

“Draft – Subject to Board Approval”

Date: Monday, September Monday September 22, 2014

Location: NYS Capitol, Blue Room, NYC

Attendance:

TAC Members

Present (7): Cristyne Nicholas, Thurman Thomas, Peter Carafano, Jan Chesterson, Dan Fuller, John Sagendorf, and Senator Betty Little

Phone: Irene Baker, John Ernst, Michael Johnson, Elinor Tatum, and Tom Mulroy

ESD / NYS Staff

Present: Gavin Landry, Executive Director of Tourism; Ross Levi, Vice President of Marketing Initiatives; Lisa Soto, Tourism Project Associate; Lizete Montiero, Sr. Director of Event Marketing; Jamin Clemente, Tourism Executive Assistant; Tom Regan, ESD Associate Council; Jola Szubielski, Assistant Director, Public Affairs; Salvatore Russo, Legal Intern; Patrick Drake, Event Marketing Coordinator; and Sage Hazarika, Tourism Intern

Phone: Ken Wong, Director of Special Events and Rowena Sahulee, Director of Tourism Marketing, PR and Licensing

TAC Guests

Linda Ayeres, M.Silver/Finn Partners; Patricia Ornst, Delta Airlines; Erin Sweeney, jetBlue Airlines; Peggy Coleman, Steuben County CVB; John Mariacher, Mariacher Thomas LLC, Kim Wright, 9/11 Museum, Jessica Piccinini, Legislative Gazette; and Keith Ferrante, Legislative Gazette

Meeting called to order: 11:17am

- I. Chairman’s Report (Cristyne Nicholas)
 - a. Approval of minutes
 - Minutes approved with a second by Dan Fuller and Peter Carafano
 - b. Announcement of TAC member David Heymann’s resignation due to several commitments including NYSTIA and other organizations.
 - This vacancy leaves us with 15 out of 18 members on TAC, but quorum is still 10 members. This means it is very important to attend these meetings in person when possible to meet quorum so that we can vote on items such as subcommittees.
 - c. Tourism Summit recap
 - Thank you to everyone who attended the summit in May. It was very successful with 350 attendees at the Museum of Natural History in NYC.
 - It started with a video (shown) and then the governor led a discussion with other tourism industry leaders about these successes and how the state can go to the next level with its support of tourism and the tourism industry.
 - There was a lunch presentation on eco-tourism by Catherine Mack, author of the NYS responsible travel guide and embarked on a month long eco fam tour of NYS.
 - After lunch, we had two breakout sessions and a B2B networking session:
 - Successes in Tourism with three TPAS - Gary DeYoung from the 1000 Islands International Tourism Council, Ronald Ofner from the Adirondack Regional Tourism Council, and Gregory Marshall from VisitRochester presented case studies of initiatives from their regions.
 - International Session with Robert Keysselitz from the I LOVE NY Europe office and Brenda He from the I LOVE NY China office talked about ILOVENY efforts overseas and how regions and assets in New York can be part of international tourism marketing.

- Business to Business networking session connected tour operators with our regional tourism promotion agents.
- Then we reconvened at the U-shaped table, previewed the new summer tourism commercials and announced new efforts that we would be taking to increase tourism. These included a 50% increase in tourism funding; new partnerships with NYC & Company, DEC, Parks, and the Campground Owners of NY; expanding both our mobile presence with the I LOVE NY app and transportation access with the I LOVE NY bus – both of which Gavin will speak about today; and many others that are in the press release.
- Ended with a reception in the Museum’s Hall of Planets, hosted by Taste NY
- d. Subcommittees discussion
 - There is not a quorum to officially vote on the subcommittees, but a handout is in everyone’s folders for review and discussion.
 - We have been talking about convening three subcommittees to work on particular issue areas, and over the summer we asked you about your willingness to serve on them.
 - Ross Levi will assist in organizing the committees with unofficial meetings and at our next meeting, when hopefully we will have quorum, we should be able to vote on them.

II. Executive Director Report (Gavin Landry)

- a. CFA Round IV – Market NY
 - Market NY currently has \$23 million worth of tourism projects.
 - Round IV (current round) - all draft scores have been submitted by the ESD internal scoring committee. The SIAT assessment team, which Cristyne sits on, met last week and soon decisions will be made. They are also looking at ways to improve the process.
- b. Summer / Fall advertising (video)
 - There are handouts in the packets for Terminal 4 International corridor at JFK that in line with the governor’s initiative to beautify the airports.
 - There is also a handout for the summer Out of Home advertisements in the MTA subways, busses, Metro North and MTA. We reach out to the TPAs for recommendations for their best assets to feature.
 - Videos for commercials that are currently in market featuring Al Roker, Stanley Tucci and Bassmasters were shown.
 - We recently conducted a study on perceptions of NYS assets and it looks like our advertisements are working.
- c. International Tourism update
 - We opened our China office a few months ago and we brought the representatives on an 8 day fam tour of NYS.
 - We followed that up with a China-Ready workshop in three different locations in NYS, led by an expert in Chinese culture from mainland China who also held a B2B sessions with the 300 people who attended.
 - The workshops received great press exposure and helped educate our partners and get them connected to the Chinese market.
 - We are also active on Chinese social media through Wibo and WeChat to further advertise NYS assets to the Chinese market.
 - Over the summer we had a press conference with China Southern, the third largest airline in the world announcing our partnership and a new direct flight Guangzhou.
 - We are in the RFP scoring process to open an office in Australia – in the top five of visitors to Niagara Falls. Then we will work on initiatives similar to what we are doing with China.
- d. Recent and Upcoming tourism initiatives (Gavin Landry and Ross Levi)
 - Bassmasters – this past weekend the tournament was aired on ESPN as if it were live and the commercial ran with it. It will also run again in a few weeks.

- Mobile App – going through testing and we are hoping to launch it soon. It is intended to be your best friend on vacation.
- Glow – new social media representative to be onboarded this week. They are a very strategic thinking organization and we want them to drive visitation and inspire travel.
- Josiah Brown from NY Experiences, who has traveled all over NYS, will help with the onboarding process for Glow and for the new Australia team once they are selected as well as the new training academies for travel agencies abroad.
- Road signs / Travel Plazas / Kiosks – are all part of the governor’s priority to make it easier to get around NYS.
 - There is a new commercial with Robert DeNiro to promote 3000 ILNY, Path Through History and Taste NY road signs. These signs are of no cost to the attractions who may have never had signs before.
 - We are working with DOT and the Thruway Authority on improving the travel plaza to make them feel like a NYS experience through interior and exterior signage and Taste NY stores.
 - Kiosks are being installed in the Adirondacks along the Northway along with road signs that were never permitted before. Senator Little has been working on this for years and she says more progress has been done now than in her entire 18 years in the Senate. Everyone in the region is very happy and excited.
- NYS Fair Promotion – The governor asked ILNY to help promote the NYS Fair to make sure the entire state knew about it. Typically ¾ of their attendance was within a 30-45 minute drive. The new ILOVENY campaign included social media, paid radio advertising, PR pitches, contests, promotion at events, website visibility, PSAs, our newsletter - a cohesive strategy to use all of ILNY’s assets and platforms to assist in the promotion. As a result, two new daily attendance records were set and there was an overall increase by over 114,000. There was also a new ILNY Pavilion at the State Fair, a prominent presence in the governor’s booth, and partnerships with LGBT organizations who incorporated the ILNY LGBT logo in their booth.
- LGBT Initiatives – ILNY participated in 8 pride events throughout NYS, sent materials to another 9 pride events, gathering information from over 2,000 people and sent them emails about travel opportunities in NYS such as the NYS fair. We will also have a presence at Image Out in Rochester, Travel Gay Canada conference, Gay Ski Weekend in Canandaigua, and the LGBT expo in NYC.
- Path Through History – Rowena Sahulee coordinated the second year of PTH weekends with 370 events at historic sites across the state. There was a 37% jump in participation this year and it was kicked off at the Metro North Staycation Showcase Getaway Day at Grand Central Terminal where we invited NYS historic sites to participate with displays, re-enactors, etc.
- I LOVE NY Bus – We have selected a vendor from the RFP process which will be announced as soon as the contract is finalized. Our goal is to target agritourism assets in the fall and ski mountains (day and overnight trips) for the winter, and back to agritourism and events in the spring and summer. We are working with SANY, ORDA and the ski mountains themselves on the ski trip packages. This is not a bus where ILNY will pay for empty seats; it is a promotional tool for upstate NY run by the operator that we hope will attract more people to more NYS destinations that they were not aware of.

III. Program Reports

- a. I LOVE NY Events and Activations (Lizete Monteiro)
 - Presentation attached
 - We are taking a step back now that summer is over to work on planning for next year to make our event experiences even better.
- b. Public Relations / Earned Media (Linda Ayares, M.Silver)
 - Presentation attached

- Upcoming activities include the LI wine tour on October 1 which will launch the ILNY bus, haunted tours in the Hudson Valley, Canadian Road Show, Winter Media Marketplace, and 2015 strategic planning.

IV. New Business

- a. 9/11 Memorial and Museum (Kim Wright, Vice President, Sales & Tourism)
 - Museum opened on May 21, 2014 and has had over 1 million visitors so far from all 50 states and over 130 countries.
 - The memorial has seen over 15 million visitors since its opening and is no longer ticketed. They are expecting 6 million in total by the end of the year.
 - Outreach to maintain the visitation level will include international outreach – particularly UK, Germany and Canada. NYS schools are covered by a grant which allows them free admission. Reaching out to NYS resident as the #1 domestic state to visit the museum, and would like to talk about collaborating with ILNY on promotions for visitors to NYS.
 - Questions about the school programs – admission is free but schools /students must pay for transportation. Admission includes a two hour visit with a workshop and tour. Projections for school visits are too early to determine at this time because the program just launched a couple of weeks ago when schools opened.
- b. Peggy Coleman – When will 2015 LGBT initiatives begin rolling out?
 - Ross Levi – We can start talking right away and have started teaser promos for Jan / Feb.
- c. Peggy Coleman – Will Path Through History weekends remain in June?
 - Ross Levi – They will be in June before schools end, but will be one weekend instead of two.
 - Senator Little – It is timed to coincide with Museum Week in June.
- d. Peggy Coleman – How does one get nominated for an ILNY road sign?
 - Ross Levi – It is a process with the DOT, but send an email to me with the information.
 - Gavin Landry – Part of it is determined by the road distance from the site.
 - Peggy Coleman – Thank you for your work on the signs on behalf of the DMOs
- e. Cristyne Nicholas – passes around an Amtrak NY by Rail Magazine and In NY magazine from her ride up on the train.
- f. Senator Little – Working with Amtrak on an overnight train from Montreal with cocktails and dinner that goes through Albany to NYC and arrives at 8:30am and then a night train back to Montreal that arrives the next morning so that people save on hotels. Also continuing to work on bicycles on trains for cycling events and general riding.
- g. Cristyne Nicholas – Thurman Thomas will chair the Sports and Events subcommittee, Jan Chesterson will chair the Hospitality and Infrastructure subcommittee and Gail Grimmett will chair the Aviation and Transportation subcommittee. Expect a call from Ross Levi to begin scheduling some meetings so that we can discuss their work at our next meeting on November 17 at 633 Third Avenue.
- h. Cristyne Nicholas – motion to adjourn, seconded by Senator Little and Peter Carafano.

Meeting adjourned 12:45pm

Next meeting:

Monday, November 17, 2014
 11am – 1pm
 633 Third Avenue
 New York, NY

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

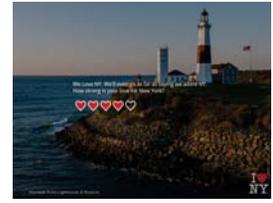
- 69% rate their love for NY as a 4 or 5 out of 5

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.



WHY I LOVE NY





PUBLIC RELATIONS
Activities and Results
SUMMER 2014



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 75 th 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 <i>Frommer's</i> , <i>Men's Journal</i> , <i>Fins & Skins</i> and <i>Bassfan</i> 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

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



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



**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



**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



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 2 nd 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



**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)



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



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)



2014 Press Visits



Hosted 58 media visits to date including:



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 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



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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 App (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)



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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



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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)



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TAC Sub-Committees

Updated 10/17/14

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.

2. Sports and Special Events

Chair: Thurman Thomas

Members: Irene Baker, Peter Carafano, Alana Petrocelli, Assemblywoman Markey

ESD Staff: Lizete Montiero, Ken Wong and Lisa Soto

Goal: To explore ways of attracting high level sporting and other events that could be hosted throughout NYS.

Objective: Propose a list of events to be approached for relocation to New York State with potential locations for each.

3. Aviation and Transportation

Chair: Gail Grimmett

Members: Alexandra Stanton, Elinor Tatum, Nancy Elder, Senator Betty Little, Mike Alvich (Coach USA, a representative from American, jetBlue, United Airlines, MTA and Amtrak

ESD Staff: Ross Levi and Lisa Soto

Goal: Explore ways of promoting airline and other forms of travel to NYS destinations.

Objective: Propose specific promotional programs, airport enhancements and other travel incentives.

TASTE



NY™



EVENTS ✦ RETAIL LOCATIONS ✦ VENDING ✦ MARKETING & PROMOTIONAL PROGRAMS



2014 Recap



EVENTS

- We've participated in **65** events since January 1, 2014
 - Generated **\$200,000** in direct sales
 - These events have created brand exposure for Taste NY as well as promotional opportunities for nearly **300** food and beverage companies
 - **5.9** million people exposed to Taste NY vents

GROW
NYC

STATE FAIR





RETAIL LOCATIONS

- Now **8** different retail stores are open
 - NYS Thruway – Chittenango and New Baltimore Travel Plazas
 - Airports - LGA Airport, JFK Airport, MacArthur Airport
 - Convention Centers – Javits Center
 - State Highways – Todd Hill, Taconic State Parkway
 - Railway – Grand Central
- Taste NY Farmers' Markets located at **16** Thruway Travel Plazas
- Combined sales of over **\$700,000** since January 2014
- NY products on MTA beverage carts generated **\$600,000** in 2014

JAVITS CENTER

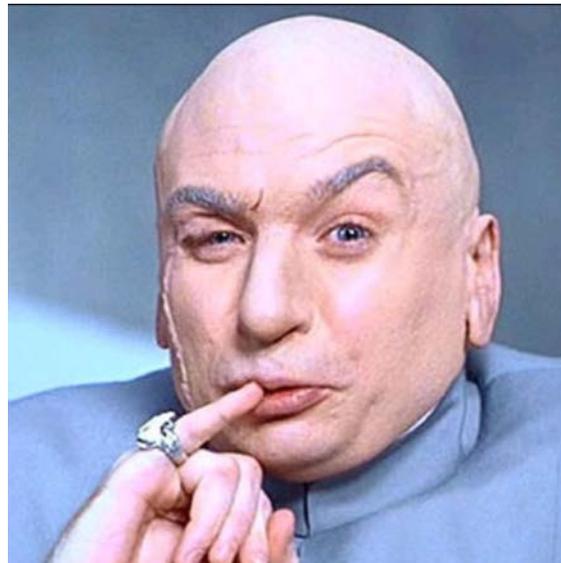


GRAND CENTRAL



**What's the total revenue generated from all
our hard work in 2014?**

\$ 1.5 Million Dollars





Taste NY Mandates for 2015

- **TRIPLE** gross sales to **\$4.5 million**
 - Includes sales from events, retail and vending machines
- Taste NY **WEBSITE** overhaul to include online purchasing
- Taste displays, stores and vending machines will be added to all **SUNY/CUNY** schools
- Expand offerings of Taste items at all **27 THRUWAY PLAZAS**
- The Dept. of Transportation will open at least **2 NEW TASTE NY STORES** by 2016



Taste NY Mandates for 2015

- Expand the number of Taste NY **VENDING MACHINES** throughout the state including all DOT first class rest areas and a number of State facilities.
- Expand the Taste NY **LIQUOR STORE** point of sale program to be offered to stores in every region of the state.
- Taste NY attractions will be highlighted on a new **MOBILE PHONE** application to be created by I LOVE NY.
- Concentrate efforts to increase **EXPORT** of NY products



WHAT'S NEXT??

- Colangelo

LET'S START BRAINSTORMING
IDEAS!

Summary of Appointments (Monday 3rd – 6th November)

- TOTAL MEETINGS: **42**
- TOTAL OF TRADE/TOUR OPERATOR MEETINGS: **31**
- TOTAL MEDIA MEETINGS: **11**

Number	Type	Company	Contact
1.	Tour Operator	Emerald Travel	Alison Innes-Power
2.	Tour Operator	Trailfinders	Jane Poyser
3.	Tour Operator	Saddle Skedadle	Adam Walker
4.	Tour Operator	Bon Voyage	Karen Niven
5.	Tour Operator	Fairflight	Kristian Lehmann
6.	Online Operator	Expedia	Tom Roche
7.	Airline	Delta Airlines	Nadia Clinton
8.	Tour Operator	Ramblers Holidays	Helen Nelson
9.	Publication	Selling Travel Magazine	Sally Parker
10.	Tour Operator	Kenwood Travel	Naina Karsen
11.	Tour Operator	Funway Holiday	Melissa Tilling
12.	Tour Operator	America As You Like It	Philippa Westwood
13.	Tour Operator	Sports Tours International	Brendan Fox
14.	Tour Operator	Complete North America	David Mortimer
15.	Tour Operator	ebookers	Barry Higgins
16.	Tour Operator	Virgin Holidays	Alison Leslie
17.	Tour Operator	THG Holidays	John Bowen
18.	Tour Operator	Wexas Travel	Katrin Rummer
19.	Tour Operator	Hayes & Jarvis/ TUI	Jessica Jackson
20.	Airline	Aer Lingus	Ivan Beacom
21.	Tour Operator	Activities Abroad	Jono Archer
22.	Blogger	Independent Blogger	Tianna Gratta
23.	Online software company	Cvent	Preston Abernathy
24.	Advertising	Immeditate Media	Sam Jones
25.	Tour Operator	Vacations to America	Richard Wimms
26.	Publication	National Geographic Traveller	Dorian Lloyd
27.	Tour Operator	SN Travel	Donna Joseph
28.	Tour Operator	Travel Republic	Sophie Manning
29.	Tour Operator	You Travel	Theo Mitsouras,
30.	Tour Operator	Titan Travel	Remy van der Lugt
31.	Tour Operator	All About tailormade Travel	Juan Sanchez

Media Meetings

Number	Publication	Journalist Contact	Circulation
32.	The Scottish Sun	Heather Lowrie	271,937
33.	Wanderlust	Hazel Plush	37,500
34.	WTM Interview		
35.	TTG magazine	Katherine Lawrey	15,635
36.	Hg2	Katie Manning	43,000
37.	Food and Travel Magazine	Mark Sansom	27,000
38.	Voyager, Travel Lifestyle series	Farook Singh	
39.	Jewish Telegraph	Paul Harris	16,000
40.	Active Traveller Magazine	Jim Walker	25,000
41.	Freelancer	Jini Reddy	

Appointment Accomplishments

Company	Contact	Accomplishment
Travel Republic	Sophie Manning	Will create NYS packages to offer clients. With an extensive excursion option. With new technology in the pipeline Travel Republic would like to develop NYS landing page.
Trailfinders	Jane Poyser	Is adding new itinerary for 2015 wants to include Niagara, Finger Lakes & Rochester Also looking for new & diverse accommodation
Saddle Skedaddle	Adam Walker	Wants NYS receptive options and bicycle operators. Will create suggested itinerary based on the options given from the partners at WTM
Bon Voyage	Karen Niven	Wants to include unique accommodations and farm to table options on their website and brochure
Expedia	Tom Roche	Keen to work with NYS on joint marketing activity to focus on different themed itineraries. Particularly interested in Taste NY and wildlife
Complete North America	David Mortimer	Wants to progress with adding 2 or 3 NYS itineraries to brochure online. Launch date dec 2014.

Main follow up points

- Create 7, 10 and 14 night suggested itineraries
- Itineraries to focus on experiences, fly drives and wineries
- Set up training session
- Joint marketing activity
- Landmark events are an interest
- Tour operator's keen to see competitor's NYS product.
- Fam trip places are sort after
- Regional images
- Hotel recommendations

Market NY Program Overview November 17, 2014

Round II 2012-2013 - \$3 Million

120 Total Applications Finalized/Received

*All Working Capital

25 Grants Awarded

Round III 2013-2014- \$10 Million

156 Total Applications Finalized/Received

50 Grants Awarded

*Working Capital and Capital Projects

- Most, if not all Round 3 projects began work on their Market NY programs as of notice of their award (December 11, 2013)

Round IV 2014-2015- \$12 Million

192 Total Applications Finalized/Received

Awards TBD

*Working Capital and Capital Projects

- All draft scores have been submitted by the ESD internal scoring committee and currently Market NY has been working with the overall CFA Team on the next steps to make the awards for this round
- Preliminary planning for Market NY information session (for applicants and Regional Staff) to prepare for Round 5.

\$23 Million = Total funding for all three rounds of the Market NY grant to date.

I LOVE NEW YORK BUS



- First Announced at the ADK Winter Challenge
 - Ski Bus to NYS Mountains
- Wine & Beer Summit
 - Wine Tours to NYS Beverage Trails
- Tourism Summit
 - All encompassing I LOVE NEW YORK Bus
 - Wine Tours, Ski Trips, Festival & Events



**NEW YORK STATE
TOURISM
SUMMIT**

NYS TOURISM MEANS BUSINESS



I LOVE NEW YORK BUS



GOAL

- Provide accessible transportation along with cultivated experiences to NYS ski mountains, beverage trails, festival, events and itineraries departing from NYC
- Bring awareness of the many NYS attractions and vacation assets outside of NYC
- Present a solution to a major deficiency, transportation linkages in NYS travel as determined by the Gap Analysis
- Increased economic impact through a new channel

I LOVE NEW YORK BUS



- RFP Process
- Selected Operator:
 - Hampton Jitney
 - Family Owned
 - 40 years in business
 - Experience in transportation & tour operation
 - Very reputable
- Announcement October 1st
- Press Event
 - Total Viewership: 417,461
 - Total Circulation: 65,273,946
 - WABC News
 - Associated Press
 - NY1



I LOVE NEW YORK BUS



- Beverage Trail Tours – Wine, Brewery, Distilleries & Cideries
- Ski Trips
- Festivals & Events
- Day & Multi-Day Itineraries

I LOVE NEW YORK BUS



- Winter Media Night Announced
Ski Mountains in the Program
 - Serving the Catskills, Hudson Valley, Adirondacks and Finger Lakes
- Multi-day trips including skiing, lodging and area activities
- Full Ski season ready to book by December 1st
- Trips Ready to Book Now – December 13th and 14th to Windham and Hunter Mountain



Free Ear Band and more for every guest on the inaugural ski trip season.

INTRODUCING

The
I LOVE NEW YORK
BUS!



Experience New York State's ski mountains and events easily and in style. Let us transport you in a comfortable motor coach where you'll be ready to hit our slopes for a full day or multi-day trip of adventure.

Ski Trips

2015 SEASON

DAY TRIPS

(Catskills & Hudson Valley)

Windham
Hunter
Belleayre
Plattekill
Catamount

MULTI-DAY TRIPS

(Adirondacks & Finger Lakes)

West
Whiteface
Gore
Greek Peak

Ready to Book Now!

Windham Mountain
Saturday, December 13th
Hunter Mountain
Sunday, December 14th



I ♥ NY

Now departing from NYC and Long Island.

Enjoy a full season of ski trips ready to book starting December 1st. Packages include transportation and lift tickets with options for rentals and lessons. All guests on the inaugural season of ski trips will receive an I LOVE NEW YORK ear warmer, snacks and more.

Operated by Hampton Jitney.



Book your trip at: **iLoveNY.com/bus**

Tourism Advisory Council 2015 Meeting Dates

Monday, January 26, 2015

11am – 1pm

633 Third Avenue, NYC

Monday, March 23, 2015

11am – 1pm

633 Third Avenue, NYC

May 2015

Tourism Summit

Albany, NY

(Exact date and location TBD)

Monday, September 21, 2015

11am – 1pm

633 Third Avenue, NYC

Monday, November 16, 2015

11am – 1pm

633 Third Avenue, NYC

Please RSVP by the Friday before the meeting to:

tac@esd.ny.gov or 212-803-3689