



## Tourism Advisory Council Meeting Minutes

*"Draft – Subject to Board Approval"*

**Date:** Monday, November 17, 2014

**Location:** 633 Third Avenue, NYC / 625 Broadway, Albany (Video conference)

**Attendance:**

TAC Members

**NYC (9):** Cristyne Nicholas, Nancy Elder, Peter Carafano, Dan Fuller, Tom Mulroy, Alana Petrocelli, Michael Johnson, John Ernst, and Elinor Tatum

**Albany (1):** Jan Chesterson

**Phone:** Thurman Thomas, Gail Grimmett, Barbaralee Diamonstein-Spielvogel, and Senator Betty Little

ESD / NYS Staff

**NYC:** Kenneth Adams, ESD President/CEO/Commissioner; Richard Newman, EVP State Marketing Strategy; Gavin Landry, Executive Director of Tourism; Ross Levi, Vice President of Marketing Initiatives; Lisa Soto, Tourism Project Associate; Markly Wilson, International Tourism Director; Anna Pakman, Digital Strategy Director; Dominica Lim, Social Media Manager; Lizete Montiero, Sr. Director of Event Marketing; Patrick Drake, Event Marketing Coordinator; Sage Hazarika, Tourism Intern; Mari Sato, Tourism Intern; Jennifer Chung, Associate Counsel; Jasmine Baker, Social Media and Communications Coordinator; Maria Michalos, Junior Press Secretary;

**Albany:** Jamin Clemente, Tourism Executive Assistant; Jola Szubielski, Assistant Director, Public Affairs; Pat Hooker, Deputy Secretary for Agriculture; and Rosemary Latagono, NYS Assembly

TAC Guests

**NYC:** Melanie Klausner, M.Silver/Finn Partners; Morris Silver, M.Silver/Finn Partners; Erin Sweeney, jetBlue Airlines; John Percy, NYS Destination Marketing Organizations; George Ntim, Marriot Marquis, Joe Lathrop, OCG and Latie Meyer WFUV Radio

**Albany:** Jill Delaney, NYSTIA

**Meeting called to order: 11:06am**

I. Chairman's Report - Cristyne Nicholas

a. Approval of minutes

- Motion to approve by John Ernst
- Minutes approved with a second Michael Johnson

II. Update from ESD President & CEO - Kenneth Adams

- Thank you for your valuable industry input and Cristyne Nicholas for her great leadership. A lot of time and energy behind the scenes that goes into this and we really appreciate that and you know, the governor appreciates that.
- The CFA Market New York awards for tourism that go out through the regional council system will be on December 10<sup>th</sup> in Albany
- Two tourism related events that I took part in myself on behalf of the governor:
  - September 23<sup>rd</sup> Annual meeting at the Ski Association of New York for their New York Ski Expo. I hadn't been before and got a better understanding from an economic development point of view of the ski industry supply chain.

- October 30<sup>th</sup> Corning Museum of Glass for the opening of the international motor coach receiving facility that they built with some state support. We use the Corning Museum of Glass story a lot to talk about upstate institutions that have really figured out how to market themselves to international tourists, in this case, especially tourists from Asia—a very big and important market to be sure.
- Pat Hooker, the Deputy Secretary of Agriculture, is going to be part of our agenda today for Taste NY, but he is also working with us on a series of recommendations to continue to drive improvements to the state fair - infrastructure of the fairgrounds, marketing the fair, attractions, events, and all the important features of the event every year.
- On Friday the governor announced the opening of the ORDA facilities for skiing, notably Whiteface Mountain and Gore Mountain this past weekend in the North Country.
- If any of you are working on events where you think it would be helpful for me or Cristyne to go to listen to deliver remarks on behalf of the state to show our support, please don't hesitate to reach out to see if we can do that because I do like to help shine a spotlight on tourism, events, attractions, and opportunities all across the state.

### III. Chairman's Report - Cristyne Nicholas

#### a. Vacancy update

- At the end of our last meeting I received a letter of resignation from longtime TAC member, John Sagendorf. We thank him for the dedication that he has given to the hospitality industry for over 50 years or so. That has left us with four vacancies.

#### b. Welcome new member

- Today we are welcoming Nancy Elder who has just been appointed to TAC by the Senate Majority Leader, Dean Skelos. Nancy is the Vice President of Corporate Communications for jetBlue Airways. Before her current role, she was the founding partner and chief strategy officer at Matter Unlimited, a strategic and creative communications agency. She also held positions at General Electric, MasterCard, Marsh, and Time Warner—terrific New York companies there. Nancy, we're very excited to welcome you to TAC.
- Nancy Elder: Thank you so much. I'm looking forward to it. I'm new to the aviation industry, just having joined jetBlue over the summer, but learning fast and furiously. As you mentioned kindly Cristyne, thank you, I come from a long line of New York based companies. So, I'm very proud to be representing New York's hometown airline here. It seems like a very apt evolution for me. So, I really appreciate that and I'm very much looking forward to participating with everyone here.

#### c. Subcommittees vote

- We will call a vote when Tom Mulroy arrives in person.

### IV. Agency Reports

#### ○ Taste NY - Pat Hooker (see attached slides)

- Thank you very much Cristyne for the invitation. It's been very rewarding for us to work on the Taste NY initiative that the governor put forward a couple of years ago. It's emblematic of all the things we're doing, which is working across agencies - Empire State Development, the I Love New York team, Department of Agriculture and Markets, Office of General Services, Department of Transportation, and others.

- And Kenneth, I thank you in advance for the work you're doing with the state fair. There is a lot there and the governor certainly wants showcase that to a lot more people in the state, even though a million people went through the fair last year.
  - As part of the Beer, Wine, Spirit Summit that we did last spring the governor announced \$3 million for the industry in two separate offerings. One will be a matching grant program and the other will focus on tourism. \$1 million is focused on the craft beverage industry to really focus on the associations—how do they move this thing forward? How do you move our small but very rapidly growing distilling business, craft beer business? Of course wine is more developed here in this state. And then, brand-new really on the scene in the last couple of years has been hard cider.
  - Cristyne Nicholas: I would just like a little bit more clarity on how this million dollars through the associations, how do you envision that is going...is that more of a marketing tool?
  - Pat Hooker: Eligible entities for both grants are nonprofit corporations. The program will be run entirely through the staff at ESD - Sam Filler who heads up the governor's one-stop-shop for the craft beverage industry. The \$2 million matching grant will be in partnership with the agriculture and market side.
  - It is important to note that we are trying to cultivate new ideas to market all these craft beverages. Organizations currently receiving tourism matching funds and/or having an active grant under Market NY are not eligible to apply for direct funding, but may be considered as partners on a program application with some other nonprofit.
  - Projects that are already being funded by another NYS funded program are not eligible, specifically those funded by the Craft Beverage Industry Marketing and Promotion Grant.
  - Cristyne Nicholas: As far as the not-for-profits are concerned, do they have to be in the food and beverage industry or is it something like a march or the AIDS walk for example, which is an established not-for-profit.
  - Pat Hooker: The idea is to go to associations, go to not-for-profit groups, completely imagining partnering with local tourism organizations. It's a pretty broad opening there. There will be a webinar on December 4<sup>th</sup> and another one on December 5<sup>th</sup>. So, any questions anybody has, any interested organizations should plan to participate there. I would encourage anyone to reach out directly to Sam Filler at the one-stop-shop.
- State Marketing - Rich Newman
    - At the Tourism Summit the governor committed \$45 million to support tourism this year. We have been working towards ensuring that money has a significant positive return for the state and for the people.
    - The objective of our TV advertising is to drive visits to our website to make sure that people have all of the information about all of the variety of state attractions that are there, as well as to enhance positive perceptions of NYS.
    - One of the initiatives is to enhance our website experience. The website has generated a significant increase in positive views or experiences and the number of pages per session has increased.
    - The bounce rate, meaning the number of people who stay on the site and don't leave after coming to the first page, has decreased by 28%. This means that we are

creating a better experience for people to explore NYS and all the great things there are to do.

- Over the past year, we've had 10.5% increase in visitors to the website. What we have seen is in those periods when we run advertising we have a 48-62% increase in visitors during that time frame, versus the times when we don't run advertising.
- The second component is the perception of NYS. We conducted a series of tracking studies to understand where we stand relative to other markets.
  - Summer tourism is 70% NYS residents.
  - 40% of out of state residents believe that NYS is a great summer destination. That is the highest of any of the states that we consider competitive market - states within a five hour driving range.
  - 78% believe that they will consider NYS as a destination in the future.
  - 64% currently will do that, which is a very significant amount of people.
- What we are also clear about is that we are very strong in terms of four key criteria.
  - One is NYS is a great escape. There's an enormous number and variety of activities. That's both a blessing, but it's also a little bit of a curse because we have to convey all of this to people.
  - We track featured destinations in the advertising. We know that overall we're driving a 3-4% increase in visitors for the state. But these destinations that are featured in the advertising get up to a 45-55% increase in visitors. On average, we are getting about 15% increase in visitors year over year for those destinations.
  - Events are another critical component. Our objective is to take a captive audience (we attend events with about 300,000 visitors) and make them aware of other things there are to do in NYS and to drive increased consideration. About 67% of visitors of the over 50 events that we attended will consider actually making another trip to a NYS destination. Moving forward, we're going to focus on some of the larger events and increasing the number of brand ambassadors at these events.
  - Finally, from an international standpoint we've seen a lot of success in the money that we've begun to invest in international travel. With the governor's leadership on global business as an important initiative for the state, we are beginning to see real nuts and bolts success in terms of getting tour operators to come to the state from out of the country to actually put NYS on their agenda.
- Cristyne Nicholas: Terrific report. It sounds like a wonderful ROI. Any questions?
- John Percy: I would like to compliment the governor and the executive leadership. It's been phenomenal to see the focus being put on tourism. We have to get better at giving you some results for the destinations that are featured. They are seeing results and we've got to have that correlation and synergy between our departments and ESD. I'll make sure this information gets passed on and we start getting that information to you.
- Elinor Tatum: I was wondering what kind of focus there has been on getting nontraditional communities, for instance black community to go skiing, and then also upstate communities, getting them to come down to NYC? What kind of local advertising and local efforts are being done?
- Richard Newman: Our focus is bilateral - we're focused both on upstate tourists and making them aware of all of the things in the rest of the state, including NYC. You may or may not have noticed that—because it's a bit subtle, but for us it's kind of a big deal—we started to include a lot of NYC destinations in the general marketing that we do, which runs across the state. Similarly, we're trying to make NY metro

area residents aware of that NYS is filled with all kinds of wonderful things. In terms of specific communities, we continue to work towards making sure that we are driving awareness and visibility in a number of different programs and it's also an initiative that we work with the local tourism councils on.

- Kenneth Adams: The 10 regional councils that we have across the state are helpful as well because they all have pretty diverse representation cutting across stakeholders in a region. They are good at identifying, at least locally, attractions and things they want to put on the map. What we haven't done enough of is to ask them how we can connect you to other activities in other parts of the state, which we should.
- Cristyne Nicholas: In the past the government used to operate in silos. Now, I think we've come together much better. Lincoln Square is a great example. I LOVE NY worked with Taste NY who connected them with the NYS tree growers and now they have a NYS tree for their Christmas Tree lighting ceremony. They got a lot of press for this tree and now all the trees at Gracie Mansion have to be from NYS. So, that's just a small example of how working together has benefited.
- Kenneth Adams: We have a footnote to the tree story. Linda LaViolette who works here at ESD Linda has been working with an entrepreneur in east Harlem who has an urban garden center in East Harlem near La Marquette. He was selling trees from out of state until this year when Linda got to him and through Pat has connected him with NYS tree growers.
- This is a reminder that thanks to the TACs input and when the governor divided the tourism into four areas: Ag tourism (TasteNY), historic tourism (Path Through History), special events, and recreation and outdoor activities. The rest were the strategies and tactics to promote those things, leverage those things, especially their unique characteristics for promoting tourism and driving economic development. Tourism is now the fourth largest employer in NYS.

## V. I LOVENY Reports

### a. London World Travel Mart - Gavin Landry

- International marketing and tourism itself it represents 20% of the visitor volume to NYC, and represents 70% of the spend in NYC.
- The tourism generated in NYC is 60% of the overall spend in NYS.
- The competition for the global share of international travel has never been higher. World Travel Mart is extensive in terms of square footage and number of destinations and everyone is there from Oman to Egypt. The competition is real and this is how the NYS product, those things that you can do in NYS including NYC—it's how it gets discovered. It's how destinations are marketed.
- In the past when visitors overseas search online for something to do in NYS, the only things that would return were NYC, Now we have nearly 50 products available in the UK for non-NYC attractions and activities. Other states have dedicated funding streams and are our competitors relative to share of mind and the ability to attract travel.
- One third of all international travel comes through NYC airports which presents a unique opportunity for us to extend their visits to other parts of NYS.
- We had nearly 50 face to face meetings with airlines, tour operators, third parties, and media.
- We met with America As You Like It last year. This now is available and being marketed in the UK for itineraries, 10-12 day journeys through NYS under 5 or 6

different themes. That didn't exist before we went last year. We had this meeting, caused the tour operator to come to NYS on a FAM tour. Now it's being marketed in the UK.

a. CFA Round IV update - Gavin Landry

- In your packet is a review of Market NY, our Consolidated Funding Application Program.
- In round 2 there was \$3 million available to Market NY
- In round 3 governor announced that there would be \$10 million available
- In round 4 the Tourism Summit he announced that there will be \$12 million for Market NY.
- Last year there were \$83 million worth of tourism related projects funded - both bricks & mortar and working capital/marketing.
- There is also an opportunity for us to do things that are even more transformative with the tourism CFA and the ways that the regions are looking at tourism and tourism related programs. We can take ideas and initiatives that are currently not able to find their legs on their own and give state support so it can become a positive overall story.
- One of the CFA grantees is a fellow Destination Marketing Organization president, Kelly Blazosky. She and her husband realized that there were a lot of beverages being made in NYS and there weren't any barrels being made here to support that industry. So she and her husband applied and won a local grant and then they won a CFA award. They're about to open a cooperage to build these barrels that will then be sold to the various folks that are producing spirits, ciders, as well as wines in NYS.
- This program is making a difference. Initiatives like the international arrival entrance at the Corning Museum of Glass, which is doing 100,000 square foot expansion next March. That puts them at 300,000 square feet total for the museum. It has the ninth largest gift shop by revenue of all museums in the country.

c. I LOVE NY Bus - Ross Levi (see attached slides)

- I want to make sure that everyone knows that the person really driving this is Rowena Sahulee who has done incredible.
- Cristyne Nicolas: Gavin or Ross, how long of a contract or agreement did they sign?
- Gavin Landry: One year renewable. Again, the state, we didn't give them any money to sign up as an operator. They wrapped the busses at their own cost. They are loading product and supplying inventory to the distribution channel services at their own cost. Our goal is to help them to market the bus and create awareness of the service. They are picking up right here by Grand Central as well as two spots on Long Island.
- Gavin Landry: We also had a meeting with Viator, who we have a marketing partnership. Viator is the number one seller of activities after lodging and airfare in the world and handled half a million folks in NYS last year. We connected Viator to the Hampton Jitney folks to see if that makes any sense for overseas promotion.

d. Subcommittee vote – Cristyne Nicholas

- We now have quorum for a vote – ten members present here and in Albany via webcast.
- This is to vote on the ability for TAC to have subcommittees. In your packet, we have the three subcommittees that we have already identified—one being hospitality infrastructure, sports and special events, aviation and transportation. I'd like a motion for the vote for TAC subcommittee, and I need a TAC member.
- The motion is called by Elinor Tatum and seconded by Peter Carafano.

- Motion is approved unanimously.

## VI. Subcommittee Updates

### a. Overview - Ross Levi

- There have been some initial discussions by the hospitality infrastructure committee headed by Jan Chesterton who can give us an update.

### b. Hospitality and Infrastructure - Jan Chesterton

- We spoke for via conference call on of October 30<sup>th</sup> and took the objectives that were in the outline that we just approved and expanded on the objectives.
- We settled on coming to the goal of presenting 3-4 initiatives or ideas for the development of new or improvement of existing logic infrastructures. We want look at the ways investors or developers could utilize existing funds, partnerships or incentives or support from the state in any way.
- We set a couple of goals to identify underdeveloped inventory throughout the state and try to pinpoint why it was underdeveloped, determine perhaps what were some of the barriers—geographical, demographics, financial—then highlight some of the successes and what made them successful.
- I want to thank Dean Johnson for offering some of his resources and we came away from the meeting with two initial action points.
  - Dean Johnson is going to reach out to some of his contacts within some of the major hotel brands and talk to their investment and their development people. He will ask them their thoughts on the marketplace, some of the strengths and weaknesses of the regions in NYS, and some of the opportunities that they are finding while going forward with developments and investments upstate.
  - I was charged with doing a little research on existing pipeline. What I had hoped to do is kind of drill down by market segment and region. I wasn't able to define it by region as much as by market. I did come up with a market segment and will distribute to the subcommittee at the next meeting.
- At our next committee meeting we will flesh out some of these initiatives of how there could be some partnerships, what are the resources available, and identify some of these things that we currently have.
- Thank you Ross and Lisa for the help and certainly Dean Johnson for his research.
- Cristyne Nicholas: Thank you Jan. Dean Johnson or Tom also on the committee. Is there anything you would like to add?
- Dean Johnson: We're still in the process stage. I've done about five out of six interviews. We're talking to four of the major brands and two of the major US developers, trying to get a sense of what the more national developers, how they look at the state as opposed to how regional and local developers look at the state.
- Cristyne Nicholas: Next time Bill Marriott is in town we should introduce and he can come here to TAC. We'd love to hear from him and maybe he could be enticed. I was given a tour at Lake Placid during the governors Adirondack challenge. We were shown the five star new hotel properties in the Lake Placid area, which were very impressive. But, they weren't tied to a key flagship.
- Tom Mulroy: That is like the Autograph Collection by Marriott. They are basically using Marriott's reservation system but you get to keep the name because it's been there 50 years or white have you and they don't want to change that name.

- Cristyne Nicholas: I appreciate this work. Once you come up with more of your research lets do a FAM tour for hotel developers or hotel brands. We could do a day trip and maybe take a tour of what's available maybe we can entice them to come.
- Tom Mulroy: I think it's a great idea. One microcosm of a trip like that would have to be focused on something above a select service hotel. There are Hilton Garden Inns and Courtyards everywhere.
- Cristyne Nicholas: Jim McKenna from Lake Placid can give the tour that he gave us. If we can pull in some of those CEO's or CFO's on one of these next Adirondack challenges, it puts a whole new emphasis on how serious we are about this issue.

#### VII. New Business - Christine Nicholas

- We have a special guest from the newly formed NYS Tourism Industry Coalition called NYSTIA, Jill Delaney in Albany. Jill, welcome and we look forward to working with you.
- Our next meeting will be Monday, January 26<sup>th</sup> in NYC, 11am – 1pm
- After that, Monday, March 23, and in May of 2015 we're going to meet at our tourism summit in Albany. We'll get back to you on the date.
- Thank you very much and we hope you all have a terrific holiday season. Go get those NYS holiday trees and we'll see you next year if not sooner.

**Meeting Adjourned 12:31pm**

# TASTE NY



EVENTS + RETAIL LOCATIONS + VENDING + MARKETING & PROMOTIONAL PROGRAMS

TASTE NY

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

TASTE NY

## 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

TASTE NY

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!

# 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



# 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.



# **PUBLIC RELATIONS**

## **2014 RESULTS & 2015 OVERVIEW**

Prepared by:



# 2014 ACHIEVEMENTS



**TOTAL CLIPS**

**1065**

**TOTAL CIRC**

**588,191,238**

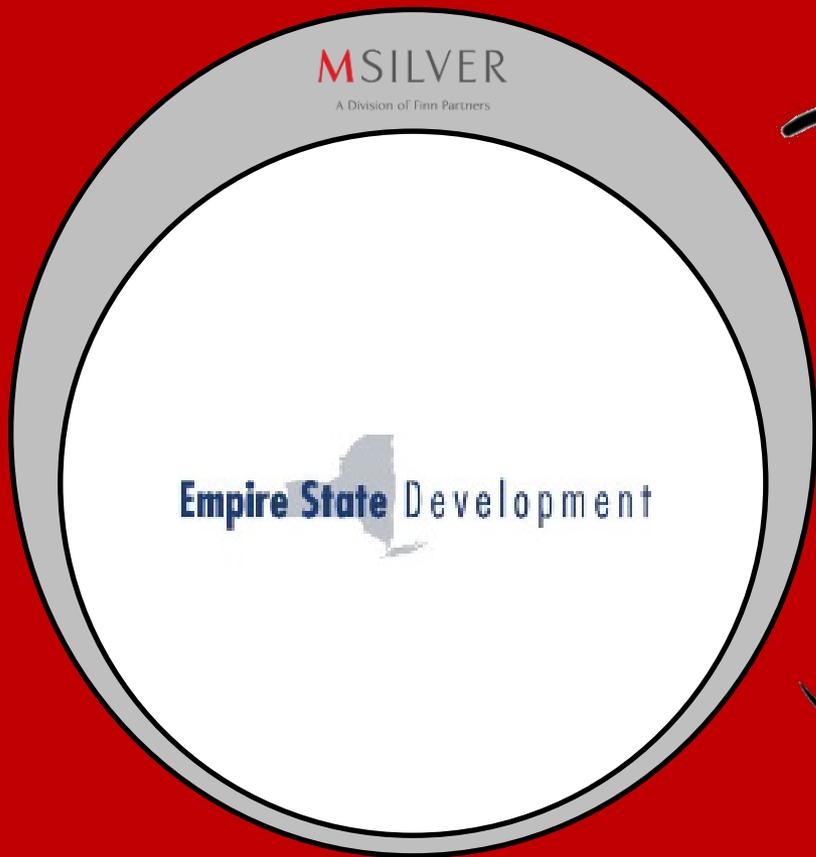
**MEDIA VISITS**

**60**

**AD VALUE**

**\$15,653,662**

# INTEGRATED MARKETING



## DIGITAL

WEB, MOBILE, SOCIAL  
AND NEWSLETTER



## ADVERTISING



## EVENTS



## PR

# PR PLAN OF ACTION

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