



Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Monday, February 2, 2015

Location: 633 Third Avenue, NYC

Attendance:

TAC Members

NYC: Cristyne Nicholas, Gail Grimmett, John Ernst, Alexandra Stanton, and Elinor Tatum

Phone: Irene Baker, Nancy Elder, Dan Fuller, Michael Johnson, Tom Mulroy, Alana Petrocelli, and Senator Betty Little

ESD / NYS Staff

NYC: Kenneth Adams, ESD President/CEO/Commissioner; Howard Zemsky, incoming ESD President/CEO/Commissioner, Mehul Patel, ESD Chief of Staff; Richard Newman, EVP State Marketing Strategy; Gavin Landry, Executive Director of Tourism; Lisa Soto, Tourism Project Associate; Jamin Clemente, Tourism Executive Assistant; Markly Wilson, International Tourism Director; Anna Pakman, Digital Strategy Director; Lizete Monteiro, Sr. Director of Event Marketing; Kenneth Wong, Director of Special Events; Rowena Sahulee, Director of Tourism Marketing, Licensing, and PR; Sage Hazarika, Tourism Intern; Ying Xu, Tourism Intern; Jasmine Baker, Social Media and Communications Coordinator;

Phone: Ross Levi, Vice President of Marketing Initiatives

TAC Guests

NYC: Melanie Klausner, M.Silver/Finn Partners; George Ntim, Marriot Marquis; George Lence, Nicholas & Lence Communications; Ben Guttman, Digital Natives Group; Patricia Ornst, Delta Airlines; and Thomas Halaczinski, CCM News

Phone: Erin Sweeney, jetBlue Airlines; Natasha Caputo, Visit Westchester; and John Mariacher, Assistant to Thurman Thomas

Meeting called to order: 11:15am

I. Approval of minutes - Cristyne Nicholas

- Motion to approve by Alexandra Stanton
- Minutes approved with a second by John Ernst

II. Update from ESD President & CEO

- Cristyne Nicholas: Kenneth is delayed, but we are happy to welcome Howard Zemsky, who the Governor has appointed to lead ESD. I have had chance to meet Howard briefly through my work with the REDCs and I know that you are also very passionate about tourism. Howard, we are happy to welcome you and we would love to hear some of your goals for us under your leadership.
- Howard Zemsky: Thank you for the welcome. It's a pleasure to be here and I'm looking forward to supporting all of your efforts and initiatives on tourism. I grew up in Brooklyn and Long Island and have lived in Buffalo for 33 years. We also have an apartment here so I think of NYC as home as well. I had the opportunity to co-chair the Western New York REDC and the Governor's Buffalo Billion Initiative. As you know, the governor has put a big emphasis on tourism. We have amazing assets across the NYS and tourism is huge part of the economy. I had the opportunity last year to take part in the summer Adirondack Governor's Challenge. I realized the value of tourism regionally and statewide and it is one of the most fun things to be involved with. It's great to be here and I'm looking forward to be your partner in advancing tourism in New York. Thank you.
- Mehul Patel: I think what Kenneth would say is you have an incredible friend in tourism in Howard. Howard has been working with the Governor and Western NY and all of us here in economic development for the past four years as co-chair of the Western NY REDC. He has done a tremendous amount of great work in Buffalo and the Western NY region which is a telling testament to why he's being asked to be in this position. We couldn't be more thrilled to have a great leader to follow Kenneth. While we're going to miss Kenneth and I know all of us will congratulate him on his new role at tax and finance, we're equally thrilled to have Howard come in. I know that all of you will be giving him all sorts of great advice and guidance along the way. So we thank you for that too.

III. Chairman's Report - Cristyne Nicholas

a. Vacancy update

- At the end of our last meeting, I announced the resignation of John Sagendorf, which left us with four vacancies. Nancy Elder from JetBlue appointed bringing our vacancy number to three. Today we can welcome yet another new member, which brings our vacancy number down to two.



**Empire State
Development**

b. Welcome new member

- He wasn't able to be here today, but we welcome Spike Herzig, recommended to the TAC by Assembly Minority Leader Brian Kolb. Spike has found several nonprofit ventures to help grow cultural heritage based destinations from private sector consulting for the country of Mexico, to running a major regional DMO. He served as head of the Finger Lakes Tourism Alliance High Adventure Tours in Syracuse. Spike runs his own tourism-consulting group, TSJ, which specializes in experience marketing, tour package creation, and private sector tourism development. He also helped co-host a cultural tourism meeting that Gavin attended recently. Welcome to TAC, Spike.

IV. Executive Director Report - Gavin Landry

a. Winter campaign

- Thanks Cristyne and good morning everyone and welcome Howard. We are excited to have you and thank you to Kenneth for his support. Our winter campaign is actively in market. The images on the wall are now in NYC subways and buses. Here are the commercials that are in market.

PLAYS COMMERCIALS

- We have used the celebrity endorsement format for some time now. The Governor's consistent support of tourism has allowed us to feature a broad range of assets that are raising consumer consideration, awareness, and perception. A tracking study was recently implemented to measure these perceptions and it looks like we are starting to gain ground on other states.
- We are starting to look at the lines of interest for summer that drive the highest amount of economic impact and room nights. We are also continuing the celebrity campaign.
- Alexander Stanton: How do we select which bus lines and subway lines they go on?
- Gavin Landry: We work with the MTA and the Port Authority very closely. Sometimes its budget driven and other times it's trying to obtain as much reach as possible. In this case, we are on roughly a quarter of all trains in service across all lines including LIRR and Metro North. Last summer we may have had up to half of all trains in service. We started out in space that the MTA and Port Authority gave to us and space that had not been sold before. In order to gain creative visibility, we made a strategic decision to obtain a greater share of voice.
- Alexandra Stanton: We want to be hitting certain income areas, density areas for the young families and we just ought to be strategic. Is there a way to get a report as to what lines we're hitting?
- Gavin Landry: Yes we can do that.

b. State of the State / budget

- The governor talked about \$100 million that has been invested in the tourism his first four years. It has kicked off an \$8.6 billion dollar increase in tourism, which is a good return on investment.
- He also spoke about the number of jobs since last year - over 900,000 for three months, seasonally adjusted at 850,000 jobs. Tourism is a strong employer for NYS, one out of every 12 jobs in NYS is dependent on tourism. We don't credit ourselves with 100% of the airline jobs, 100% of the restaurant jobs, 100% of the retail jobs, we only take a piece of those. A recent study showed that every NYS region minimally depends on in tourism for 30% of its employment and some up to 70%.
- We projected \$62 billion in direct spending. If you account for the indirect and induced benefits, the total economic impact approaches \$100 billion dollars that tourism created for NYS last year. These are significant numbers, and this puts us at 227 million visitors.
- We are putting together other plans for 2015. Our fiscal year ends in March so we are in our fourth quarter. We look forward to sharing and thinking about these plans with you as we go forward.
- Alexander Stanton: Do we know what areas of the state over last year have grown the most?
- Gavin Landry: We saw roughly 8.5 million total visitors increased in NYS. NYC advertised a couple of million increased visitors, so, it is about a 60-40 split, NYC versus the rest of the state.
- The state was ahead of national average in terms of occupancy as well as RevPar on a base of roughly 100,000 hotel rooms upstate and 110,000 hotel rooms in NYC. Obviously, NYC is able to command a higher rate than upstate New York, but we are seeing that the rate of increase in hotel room sold upstate was greater than the increase in hotel rooms sold in NYC. Upstate actually eclipsed NYC in terms of growth and rooms sold.
- Alexandra Stanton: Do we know the breakdowns? We should not only to drive dollars only to the highest performing but know how to drill down on lower performing regions.
- Gavin Landry: Yes. We do a report with tourism economics by region so we will send that out.

c. Assembly hearing

- Ross and I prepared a testimony for the Assembly Committee on Tourism, Arts and Sports Development. We were asked to testify last Tuesday but due to the storm they asked us to submit our testimony as opposed to giving it in person. We are also preparing Kenneth's testimony for the Assembly, which is coming up soon.
- I appreciate the Senate and the Assembly support of tourism. Both have active tourism committees and Assemblywoman Markey and Senator Little could not be more supportive of our efforts.

V. Subcommittee Reports - Ross Levi

Thank you the chairs and the members of the subcommittees. These committees are designed to dig deeper on a couple of topic areas. We hope to have a better look and review of where things are in NYS and offer recommendations and the next steps about what the state might do better to support them.

a. Hospitality and Infrastructure - Dan Fuller

- Ross Levi - They have begun exploring ways of encouraging owners to invest in new lodging infrastructure in under resource areas of the state, to look at the possibility of reintegrating and upgrading existing facilities to benefit New York's tourism industry or new growth infrastructure. Specifically they will propose program ideas and specific target areas for improvements and new developments. There has been great research and discussions that have taken place. Jan was unable to make it today, but Dan Fuller offered to pitch in and give the update for the committee.
- Dan Fuller - Our last meeting was on December 19. Our chair Jan led the meeting along with Michael Johnson, John Ernst, Tom Mulroy, and myself. We reviewed the results of the hotel brand interviews conducted by Michael and we discussed the issues that surround the economic viability of hotel development in NYS.
 - There are no blanket solutions, just targeted opportunities, which include revitalizing current inventory through mixed used facilities to address the seasonality issues of upstate, upscale hotel brands, and boutique hotels to reflect and compliment the area. Luxury hotels and certainly the Hamptons are an example of the success of luxury hotel development.
 - Larger disbursements of state funding that might be more productive for some of the development projects. We thought it might be more effective to look at targeting a smaller strategic selection of areas and issue larger disbursements to those areas.
 - What do some of the success projects look like? Our subcommittee can look at the three or four highest destinations and look at why people stay at those hotels, keys to getting current projects completed, what makes some of the models work, and public private partnerships. In addition, we want to look at some resorts with casinos and lodging connected to convention centers.
 - What are the needs in the various areas in the region and the state, the areas with largest numbers of visitors for tourism, natural strengths of the region and if is there infrastructure, is there sufficient sewer or road infrastructure?
 - We're starting to look at five or six pockets of areas in need and start to study those areas more in detail as well as areas that would be well suited for pilot projects for private partnerships.
 - Suggestions to help make the development process a little bit quicker and a little bit more efficient: Creating a point person or an advocate to help and assist the developers, tours, and opportunity zones that would qualify for capital funds or low cost financing.
 - We also discussed also is following some type of state tax credit to encourage half dozen or a dozen NYS banks to form a lending fund. And this was just brought up recently.
 - Achievable goal is to result in a memo outlining changes in opportunities and recommendations.
 - Will have a follow-up meeting within the next 30 days to continue this process.
- Michael Johnson: One example was the president of Starwood speaking about the success of the Syracuse inlet project. He emphasized how critical the connection to being an urban development project and not just having residential but also office commercial space that will drive some of the business traffic to those hotels. It would be good to get more follow up information on and that is the notion of state investment in conference facilities. A good case study is in Pennsylvania where a full service Sheraton was built there connected by a catwalk directly to conference facilities.
- Betty Little: One of the biggest problems is that a lot of our lodging are old motels and little cabins. People want more of the amenities and the nicer places in the hotels with the pools, etc.
- An area of need in Blue Mountain Lake is near the Adirondack museum. They're looking for private partnership and conference center. Many attractions are seasonal so we need a year round base.

- Also how do we address the issue of infrastructure and wireless telecommunications? We've made progress but we have an Adirondack park agency that really doesn't want to see cell towers. There is a 65-foot tower and the more people who use it, the weaker the signal is.
 - Elinor Tatum: If we push it as a public safety issue, it might get some more traction because park rangers use cell phones to help track people who are lost or injured.
 - Crystine Nicholas: The governor did announce that they were going to be focusing on broadband.
 - Betty Little: It is \$500 million of state money to be matched by \$500 million of private.
 - Crystine Nicholas: They could put it onto a state troopers or public safety budget which will probably not have as many requirements on it. Could you encourage your colleagues and we can also talk to Assemblywoman Markey to ask for hearings which could help with this?
 - Betty Little: I will look into that for tourism, health, and safety. We should also solicit testimony from the troopers, fire and police who experience a lack of coverage. If they are in an area where they don't have cell coverage, they can't use their computers to check a license plate as to see who this car might be, who might be in it, or what kind of danger they might be walking towards. So we might be able to do something.
 - Crystine Nicholas: Okay. Well, you have the TAC's support on this.
- b. Aviation and Transportation - Gail Grimmitt**
- Ross Levi: This is a very big group, a who's who of the transportation infrastructure of NYS in everything from aviation to rail to bus. The charge of this committee is how promote airline and other forms of travel to NYS destinations, recognizing that being able to get places in NYS is a key to tourism success. The committee's objective was look at specific promotional programs, airport enhancements, or other travel incentives that could help further the goal of a better, bigger, stronger tourism infrastructure. That was all headed up by Gail Grimmitt.
 - Gail Grimmitt: TAC attendees at our meeting included Crystine, Alexandra Stanton, Nancy Elder, Elinor Tatum, and Senator Little. From industry representative we had Patricia Ornst (Delta Air Lines), Erin Sweeney King (jetBlue Airways), Jeff Goodell (jetBlue Airways), Doug Myers (Albany Airport), Pascal Cohen (Buffalo Airport), Ralph Tragale (Port Authority), Jennifer Hanrahan (Rochester Airport), Robert Schaefer (McArthur Airport), Chuck Gordanier (MTA), Deb Sanderson (Amtrak), Mike Alvich (Coach USA), George Lence (Nicholas & Lence Communications). From ESD we had Gavin, Ross and Lisa, so quite a large group.
 - The first takeaway is figuring out how not to take on too much, what we can take on and then what to prioritize. Other takeaways were:
 - International visitors - we have a lot of Canadians that are traveling via NYS airports to go to other destinations but yet not staying in NYS. Megabus is an option to offer transfers from the airport to destinations. Brand USA incentives can also be used to attract Canadians.
 - The Jolt Act - has not yet passed but helps modernize and expand the views of waiver program, it reduce these await time and expand global entry programs.
 - NYC & Company - They have 18 contractors in different countries - is there a way that we can tap on to them in terms of options and opportunities to promote New York broadly.
 - Infrastructure - do we have the right type of transportation and infrastructure? How to promote?
 - Regional gap analysis - look what each destination has, how many seats a day coming in from an aviation perspective, how many seats a day coming in from a train perspective. Are there rental cars available? How do you know where to go along those lines? Are the roads good? Is GPS or cell phone service available? There are differences in Long Island and the rest of NYS.
 - Website info - making sure that lloveny.com has connection information, itineraries, and menus to narrow down options of what you're interested in doing. Widgets on airport websites to show people how to get to local destinations. Megabus can place information on their website.
 - Need to figure out what we should take on and is it smarter to divide into some subgroups to at least start some of the situation analysis for the data gathering piece of it.
 - Also what can NYS do versus what can the rest of the industry do? What are other states doing in order to attract people to their destinations? What opportunities exist for car, rail and train?
 - Next step is figuring out what each region has in terms of outlining its gaps and possible options for us to take a look at. Then how to leverage it and market it accordingly.
 - Alexandra Stanton: NYC & Co has now come out with its revised list of the countries sending the most foreign visitors to the area. China has now jumped to four.

- Cristyne Nicholas: We have good understanding of who's coming into NYC but not as much who is coming into Syracuse, Buffalo, Rochester. Chinese visitors are now the number one markets for Corning and Niagara via bus but are now also flying.
- Gail Grimmer: It's hard to get down below the DOT data in terms of how long do they stay and what are they doing and that's where some things. There is data out there that can show where the most visitors are coming from domestically and internationally via the DOT form 41.
- Alexandra Stanton: We should have a conversation with NYC & Co. and with air their contractors in China. They know and they'll be able to tell us when folks go book, because if it's Visa requiring, there's notice extending a few extra days. So they know when they're coming in.
- Gail Grimmer: We can go to the tour operators and talk to them about what they're seeing in the travel and how are they selling the packages. JTB is one group that we can go to.
- Elinor Tatum: We also need to see if its actual tour groups that are doing this whole thing versus individuals who are going and doing their own exploring.
- Gail Grimmer: Everyone is different. It's based on region in terms of who's more reliant.
- Cristyne Nicholas: This is a big committee and we need to have some more direction on this to set some specific goals. Transportation is so encompassing and we need to narrow it down.
- Senator Little: The dollar strength may make us lose visitors over the summer, so the only way we may be able to get Canadians to the Adirondacks is by bus.
- Gail Grimmer: This may affect all international air travel as well.
- Gavin Landry: We opened our office in China last June and we are doing our first ever I LOVE NY China mission in March with about 15 or 16 different partners on a three city meet and greet tour to follow on from last year's China ready workshops and the tour operators we brought over last year.
- Regarding the Jolt Act - we should consider the fact that the Visa waiver programs are starting to come under fire now primarily because what is happening with ISIL. Stay tuned and stay supportive because that program has been incredibly important, the Visa waiver and all things that have been done by Brand USA are really important to us as well as the industry.

*****Update from Kenneth Adams:**

- Cristyne Nicholas: Instead of moving into the sports committee, Kenneth Adams has joined us and we want to thank him for his wonderful leadership and support which we did when we were introducing Howard. We will miss you.
- Kenneth Adams: Thank you Cristyne and thanks everybody. Over the past four years in this role, folks should know that Senator Little hasn't just been a friend and an adviser to me in matters related to tourism, but really on all matters related North Country Economic Development. I obviously look forward to continue to work with her in my new capacity.
- We are in a second of three-week transition. Right after the President's Day holiday, I'll start as the new Commissioner of tax and finance and Howard Zemsky will start here.
- Tax and finance is very much a sister agency to ESD so many of the economic development programs and incentives that ESD packages and negotiates with companies actually run through tax and finance from an administrative basis. When I do settle into the new role, I'll want to talk to representatives of the hospitality industry and tourism industry and certainly transportation about your specific tax issues and what can I do in my new role as your new advocate within tax and finance on tax related issues. I look forward to continuing these discussions on how tax policy affects in good and bad ways, tourism investment in the state, on the infrastructure side and then all the things we care about in terms of bringing more visitors all across the state.
- One issue that comes up is snowmaking. There is a view that snowmaking at ski resorts is a form of manufacturing. If that's the case, then the equipment which is incredibly expensive could be eligible for certain investment tax credits. Ski resorts pay a commercial rate for the electric usage, but when they're making snow, they would argue they're making something that enables their resort to function and they should pay an industrial rate, a lower rate.
- With respect to the winter campaign, the posters are fantastic and this campaign picks very specific destinations which is important because its bold and focused. My family and I went away and came back to Kennedy IAT terminal 4, and the airport wraps of every imaginable square inch of available sheetrock and it's amazing. It creates this most overwhelming impression that when you arrive in NYC, you look up and you see these great destinations all over the state. I'm really excited about that campaign and hats off to Gavin to reach the team that it made it work.

- Regarding wireless communications, Dave Salway, Director of the Broadband Program is an ESD employee and should attend the TAC meeting because he could address that topic much better than I can. We have deployed over 30 million dollars in matching grants to carriers as incentives to last mile, high speed, 100 megabytes per second or more broadband deployment in remote rural. Dave has the most sophisticated mapping of broadband capacity for every kind of block and lot in the whole state. It's incredible and starts with knowing where the problems are. This is an ESD program with \$500 million in the budget. It is a minimum one to one match with carriers that will work as an incentive to help carriers drive broadband capacity areas in need. This is the governor's goal through this commitment. \$500 million out of the \$5.4 billion of the settlement funds, one of the biggest single allocations of the settlement funds and it is for high speed broadband deployment.
- In addition, there was a group of us working with Ag and Markets this fall here at ESD who pushed the Governor to make a major new investment in state fair, an incredible iconic event that has desperately needed revamping. The Governor's allocated \$25 million to look at the facilities, to look at the new Onondaga County amphitheater, connections to downtown Syracuse, physical plan to programming and what kind of functions could be year round. I would urge the TAC to think about this because Ag and Markets and ESD together can work on this and the governor has set the bar.
- Finally, I had the pleasure of Anna showing me the I LOVE NY mobile app and it's the greatest thing. This is where we get away from print and use digital technology and communication. It is like when we wrap physically space like an airport. This is a digital wrap around just tourism activities in the state and it is fantastic. Congratulations Anna.
- I'll always be a champion for all things related to travel and tourism and the state even in my role and as much as the Governor, assuming he continues to deploy me to do a presentation and things like that. You all with TAC would be a big part of that. So, to be continued and I look forward to continue to work with all of you. And Cristyne, by the way, thank you again for all your great work.

c. Sports and Special Events - Ross Levi

- Ross Levi: This is the sports and special events committee which is taking a look at how NYS can help support attracting a high level sporting and others in various venues across NYS. That may be putting together a list of events to be approached and other ways that we can support. The committee met under the leadership of Thurman Thomas who is doing Super Bowl related travel today and so couldn't be with us. But, instead, Cristyne is able to give that report.
- Cristyne Nicholas: The attendance at that meeting was Alana Petrocelli, Irene Baker, John Mariacher who works with Thurman Thomas and Assemblywoman Markey.
- I LOVE NY has recently joined the National Association of Sports Commissioners. Ken Wong is the point person for all things sports related and events from a staff perspective. So we're going to be evaluating as a committee how do we actually make that work. Other things we discussed were:
 - Should we be going to tradeshows? Will there be return on investment? What do we want to gain from that?
 - We want sporting events to come to NYS. We think we have the venues, the diversity, all of the things that make our state better than others for hosting sporting events and large scale events.
 - Thurman is going to be travelling around the state and the country, which we would like because we think he's a terrific ambassador for sports.
 - We've also asked Thurman and others in the committee and you're all invited to help us with this, just as we've had some great success with the advertising campaign that is featuring well-known individuals, we would like to do the same with our so called sports committee. If you have any suggestions or any connections with anyone, please let us know because we certainly can use your help on that.
- Ross Levi: We also recognize that there's a lot of local work that's already going on. Part of our job is going to be connecting with those local sports commissions, TPAs, see what they're doing, see what they need from NYS, how we can help their bids including the things Cristyne talked about.
- Kenneth Adams: Let's remember, with his many roles in Buffalo, Howard has some good connections to the Buffalo Bills. There is an opportunity now especially with Howard if you want to talk to him about what I LOVE NY can do with the Buffalo Bills.
- The other thing is that one of the biggest events this group worked on and we all worked on ESD was the PGA Championship two years ago. So much of the state's really historic support for that event and the success came from Larry Schwartz who was very supportive of all things we wanted

to do and was very active in negotiating the tricky parts of that with the PGA leadership. Larry is leaving so we'll need to get a new kind of champion in the chamber for some of these big events.

- Gail Grimmitt: Are we focusing on colleges as well? When you take a look at what the university sports have to offer and people travel to either go see their kids or people travel to go attend.
- Cristyne Nicholas: We are. And that's one of the things that the committee is going to be focused on is what are we also looking amateur sports which Larry Schwartz had mentioned to me.
- Kenneth Wong: Part of joining the National Association Sports Commission is that a lot of these associations will maintain our piece of database. So it's not just what's out there. It's who's actively helping for venues to host our events.
- Cristyne Nicholas: I'm getting emails now from governing bodies. I just got one from weight lifting. Apparently this is a big deal and now they are shopping for a venue.
- John Mariachi: I don't know what the numbers are compared to the Little League World Series, but I know that there's a tremendous amount of people that go to Cooperstown from all over the place. And there are some entrepreneurs here in Western New York that are trying to do a similar thing with Little League baseball teams and softball teams in Buffalo, Erie County and Niagara County.
- There are huge events for every sport you can imagine year around whether it's wrestling, synchronized swimming, judo, sailing, you name it, volleyball and there's events out there to be pursued. It's just a matter of putting I guess a game plan together.
- In our business dealings, we have had success for these conventions in helping some of our business partners, new vendors and getting new contracts just by going to these events and helping them pitch their promotion and their product.
- Cristyne Nicholas: We have to postpone report Melanie about PR because we are running short on time but we want to congratulate Finn Partners for being selected as the PR firm for I LOVE NY.

VI. I LOVE NY app demo - Anna Pakman, ESD and Ben Guttman, Digital Natives

- Anna Pakman: I want to acknowledge Ben Gutman who is part of Digital Natives. They are the group that built the app and have been incredible partners to work with throughout this process. It's been a little over a week and a half since we did public release at the New York Times Travel Show.
- As of Friday, we were at over 5000 downloads and we are the top destination app if you just count Disney and Universal Studios apps in the world out of the states and the cities. Las Vegas, which is second to us so far on the iTunes rankings is about 100 slots behind. In terms of feedback from consumers, we have 36 ratings in the iTunes store, average rating 4 ½ stars out of five. The app is available for iPhone and android. We are coming out with an iPad and tablet version as well and I encourage everyone to check it out in more detail after we're done here.

DEMONSTRATION OF APP

- Cristyne Nicholas: Now, tell us a little bit about how you input these things. How big is the I LOVE NY database? There are so many restaurants in NYC, how are they in it?
- Anna Pakman: We work with the TPAs in each region and they are the ones update it. It is also an open system so any business in the state can update their own listing. But it's mainly the responsibility of the TPAs. We have a relationship of NYC and Co. so we get data feed from their website. Anything that goes into that feed goes to our site and therefore the app.
- Cristyne Nicholas: So Restaurant Week, which is coming up February 16th would be on there?
- Anna Pakman: If they put it in as an event, it would go through you can do a keyword search for it.
- Cristyne Nicholas: This is great. Everybody has an assignment to sign up for the app.

Meeting adjourned: 12:50pm

Next meeting:

Monday, March 23, 2015
11am – 1pm
633 Third Avenue
New York, NY



PUBLIC RELATIONS

2014 RESULTS & 2015 OVERVIEW

Prepared by:



2014 ACHIEVEMENTS



TOTAL CLIPS

1177

TOTAL CIRC

756,344,765

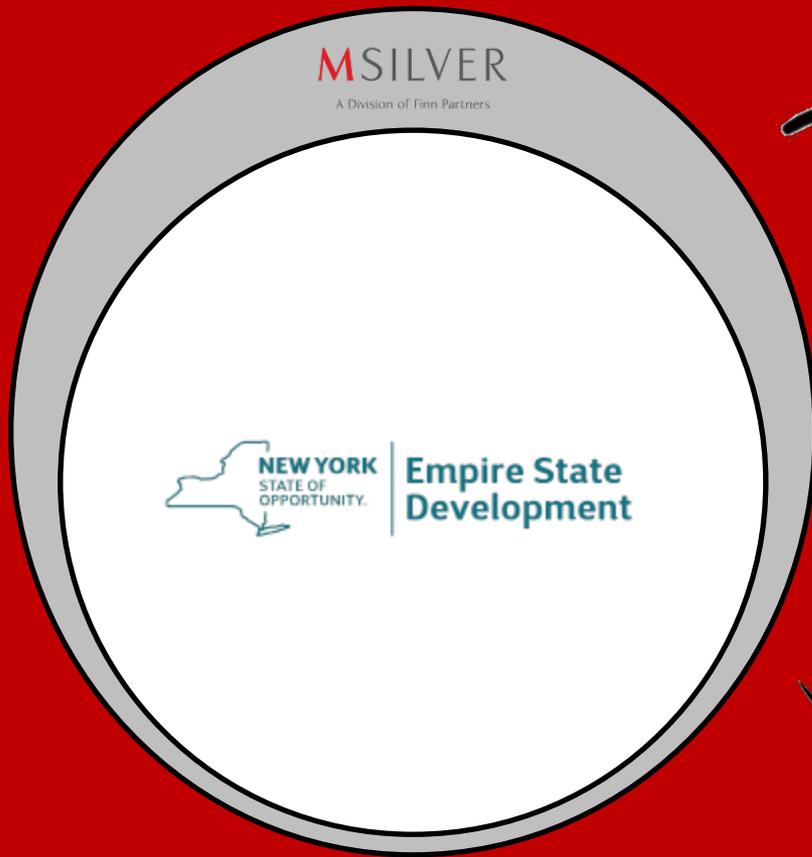
MEDIA VISITS

60

AD VALUE

\$17,311,490

INTEGRATED MARKETING



DIGITAL

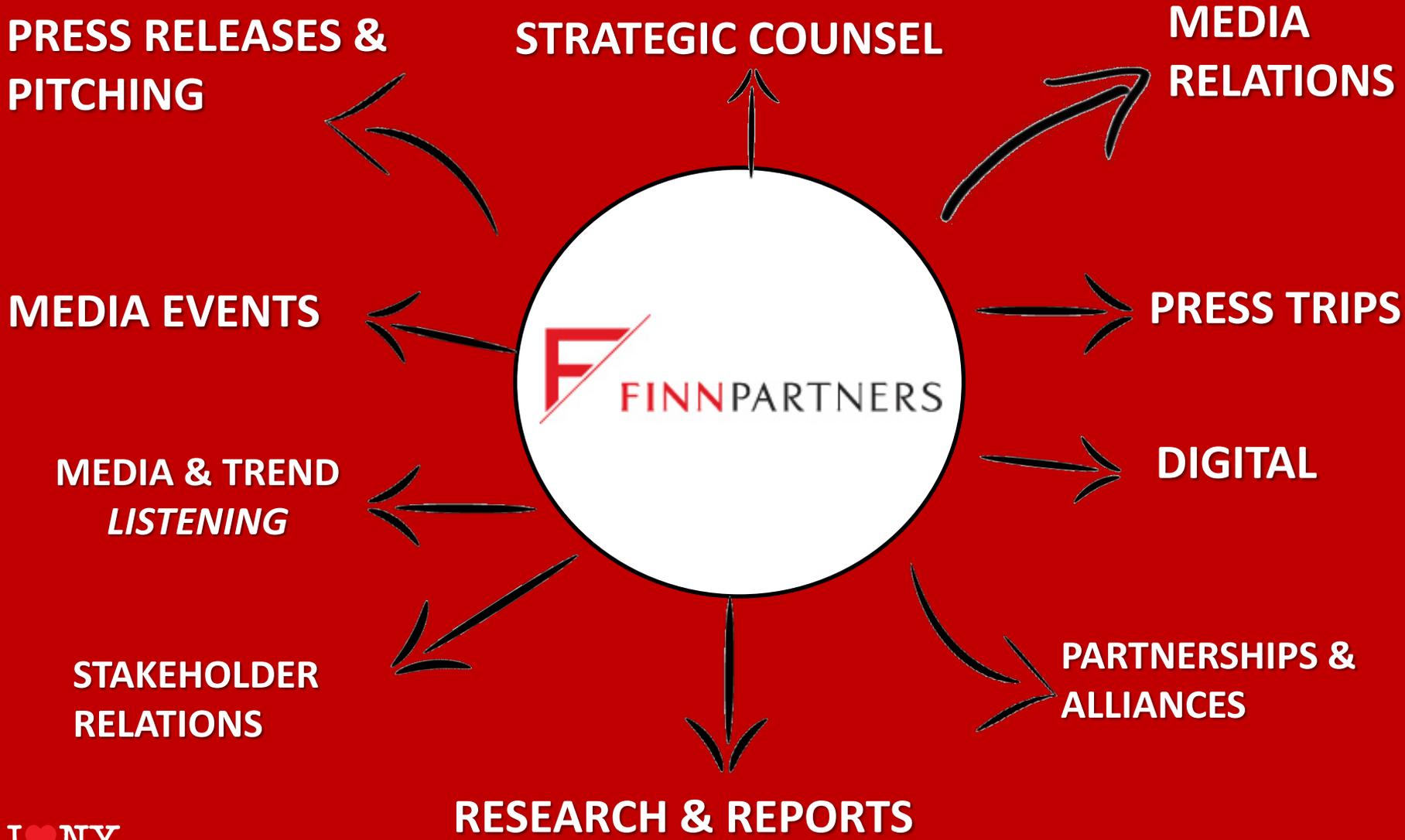
WEB, MOBILE, SOCIAL
AND NEWSLETTER

ADVERTISING

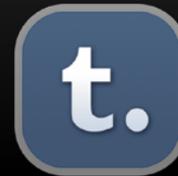
EVENTS

PR

PR PLAN OF ACTION



FOCUS ON DIGITAL



Twitter
@ILOVENYPR

**Blogger/
Instagrammer
Engagement**

Blog

Develop Flexible Editorial
Calendar of Posts

Build Community of
Brand Loyalists/
Ambassadors

Assist with Original
Content Development

Share Photos and
Media Coverage

Secure Top
Influencers for Press
Trips to Secure
Feature Coverage

Photo Sharing

Engage Media / Dialogue

Provide Interactive
Content

Secure Blogger Guest
Posts

Participate in Real-time
Travel Twitter Chats

Repost I LOVE NY



ON THE SCENE

I LOVE NY
2015 Events



INTERACTIVE MEDIA
MARKETPLACES: SUMMER,
FALL AND WINTER



TRAVEL CLASSICS WRITERS
CONFERENCE 2015

Travel Classics West 2014



ADIRONDACK WINTER &
SUMMER CHALLENGES 2015



BASSMASTERS
CHALLENGE
August 2015



GOVERNOR'S CUP
AND WINE TOUR
August 2015



NY STATE PRIDE
June 2015



PATH THROUGH HISTORY
May 2015



WATKINGS GLEN EVENTS
April and September 2015



I LOVE NY BUS TRIPS 2015



LPGA EVENT June 2105

ON THE SCENE: IGLOO MEDIA EVENT

I LOVE NY
2015 Igloo

Held first experiential media night at The Rink at Rockefeller Center at The Igloo:

- Hosted 25 luxury & top tier travel media including: *ForbesLife, Conde Nast Traveler, National Geographic Traveler, Vogue, GQ, Gentlemen's Quarterly, Passport* and more
- Media were treated to a VIP experience and invited to skate at Rockefeller Center
- Event highlighted all the wonderful winter activities and new developments across the state





TAC 3/23: RECENT EVENTS

A Division of Empire State Development

3/20/2015



**WINTER MEDIA NIGHT
AT ROCKEFELLER
CENTER**



January 14: ILNY Winter Media Night at the VIP Igloo – The Rink at Rockefeller Center



NEW YORK TIMES TRAVEL SHOW



January 25: ILNY Wins Award of Excellence for “most innovative” presentation at New York Times Travel Show at the Javits Center





SNOWMOBILING ANNOUNCEMENT



February 19: Snowmobiling in NY at The Ridgeview Inn



February 19: Snowmobiling in NY at The Ridgeview Inn



LGBT EXPO



February 28: Annual LGBT Expo at the Javits Center in NYC



ADIRONDACK WINTER CHALLENGE



March 8: Adirondack Winter Challenge in Lake Placid NY



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China Visit Briefing for Gavin Landry

2015 ILNY China Sales Mission

Beijing, Shanghai and Guangzhou

Sunday 22nd March - Beijing

TBC	Arrival Beijing(PEK) from New York
19:00-21:00	Dinner Briefing meeting with all participants

Monday 23rd March - Beijing

10:00-10:10	Welcome address by Gavin Landry
10:20-12:00	Meeting with Mr. Mark A. Lewis - Director of U.S. Commercial Service
14:30-15:30	Media interviews with: Sina.com, NetEase Inc(163.com), Beijing News, Traveler Weekly, Global Times, FM87.6, Travel Weekly, TTG China, Ifeng.com, Travel Link Daily, China BT Mice
15:30-18:00	One-on-one meetings with Chinese tour operators: <ol style="list-style-type: none">1. Beijing UTour International Travel Service Co.,Ltd.2. CHINA ENVIRONMENT TRAVEL SERVICE3. Phoenix Travel Worldwide Co., Ltd4. CHINA INTERNATIONAL TRAVEL SERVICE LIMITED, HEAD OFFICE5. Hua Yuan International Travel Ltd., Co.6. Beijing Byecity International Travel Co.,Ltd.7. China Bamboo Garden International Tours(VISTA)8. CYTS9. CHINA TRAVEL SERVICE HEAD OFFICE10. CHINA COMFORT TRAVEL11. CITS12. Ctrip Vacations13. Beijing CAISSA International Travel Service Co.Ltd

Tuesday 24th March - Shanghai

10:30-12:35 Fly from Beijing to Shanghai by Flight CA1531

15:00-16:00 Meeting with Ms Eliza Lin – Regional Manager of United Airlines

16:00-18:00 Meeting with Ms Zhang Lu – Marketing Director of China Union Pay

Wednesday 25th March - Shanghai

10:00-10:10 Welcome address by Gavin Landry

10:20-12:00 One-on-one meetings with Chinese tour operators:

1. Shanghai Jin Jiang Tours Co.Ltd
2. Shanghai International Travel Service Ltd.
3. Shanghai China Travel International Ltd.
4. Shanghai CYTS Tours Corporation
5. Spring Tours
6. Shanghai Airlines Tours International(Group) Co Ltd
7. C-trip
8. Tuniu.com
9. Shanghai Huating Overseas Tourist Co Ltd
10. Shanghai Easy Tours International Travel Service

14:30-15:30 Media interviews with: Travel Times, Tencent Shanghai, Metro Weekly, Shanghai Morning Post, Shanghai Times, Shanghai Daily, Xinmin Evening News, Travel+Leisure, World Traveler, Travel Plus

15:30-18:00 One-on-one meetings with Chinese tour operators:

1. CAISSA Touristic Shanghai Branch
2. Shanghai UTour International Travel Service Co.,Ltd
3. East Shanghai International Travel Service
4. CITS Group Shanghai Co Ltd
5. China Travel Service Head Office (Shanghai) Co., Ltd.
6. CTS MICE Service Co Ltd
7. Shanghai East Star Event Management Co.Ltd
8. Shanghai Jin Jiang Tours Co.Ltd (MICE)
9. Shanghai Business International Travel Service Co Ltd
10. C-Trip
11. CITS International MICE Co., Ltd.
12. China CYTS MICE (Shanghai) Service Co., Ltd.

Thursday 26th March - Guangzhou

10:30-13:10 Fly from Shanghai to Guangzhou by Flight FM9305

15:30-16:30 Meeting with Ms Helen Liu – Marketing team of China Southern Airlines

Friday 27th March - Guangzhou

10:00-10:10 Welcome address by Gavin Landry

10:20-12:00 Meeting with Mr. James Rigassio - Commercial Consulate

14:30-15:30 Media interviews with: Sina.com, Sohu.com, China Travel News, Dayoo.com, Guangzhou Daily, Southern Metropolis Daily, Yangcheng Evening News, New Express Daily, Southern Metropolis Weekly, Across

15:30-18:00 One-on-one meetings with Chinese tour operators:

1. GZL INTERNATIONAL TRAVEL SERVICE CO., LTD.
2. GUANGDONG NANHU INTERNATIONAL TRAVEL SERVICE CO., LTD.
3. CHINA INTERNATIONAL TRAVEL SERVICE GUANGDONG CO., LTD.
4. GUANGDONG CHINA TRAVEL SERVICE CO., LTD.
5. CAISSA TOURISTIC
6. CHINA INTERNATIONAL TRAVEL SERVICE SHENZHEN CO., LTD.
7. CHINA YOUTH TRAVEL SERVICE GUANGDONG
8. DIADEMA
9. SUCCESS WAY INTERNATIONAL INC.
10. DISTA GROUP
11. ALL AMERICAS
12. HYDE INTERNATIONAL GROUP INC.

Saturday 28th March – Fly from Guangzhou to New York