



Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Monday, March 23, 2015

Location: 633 Third Avenue, NYC

Attendance:

TAC Members

NYC: Jan Chesterton, Nancy Elder, Dan Fuller, Tom Mulroy, Cristyne Nicholas, Elinor Tatum
Thurman Thomas

Phone: Irene Baker, Barbaralee Diamonstein-Spielvogel, John Ernst, Spike Herzig, Sen. Betty Little

ESD / NYS Staff

NYC: Ross Levi, Vice President of Marketing Initiatives; Lisa Soto, Tourism Project Associate; Jamin Clemente, Tourism Executive Assistant; Markly Wilson, International Tourism Director; Lizete Montiero, Sr. Director of Event Marketing; Sage Hazarika, Tourism Intern; Ying Xu, Tourism Intern;

Phone: Jola Szubielski, Assistant Director, Public Affairs;

TAC Guests

NYC: Linda Ayares, M.Silver/Finn Partners; Randall Bourscheidt, Peter Feinman, George Lence

Phone: Patty Ornst, Delta Airlines

Meeting called to order: 11:03am

I. Approval of minutes (Cristyne Nicholas)

- Motion to approve by Dan Fuller
- Minutes approved with a second by Tom Mulroy

II. Chairman's Report (Cristyne Nicholas)

- Thank you for all for your continued support. We are in Spring now and looking forward to a very active spring and summer which we are going to hear about today.
- The team here at ILOVENY are busy preparing segments and programs across all tourism platforms: events, international, summer advertising, social media, Path Through History, and of course the Tourism Summit in May
- I also want to note that Gavin is in China. Markly Wilson helped put the trip together and it's really exciting that ILOVENY is in China, which is the fastest growing market for tourism.

III. Public Relations look ahead (Linda Ayers - MSilver / Finn Partners)

Cristyne Nicholas

- Today we are happy to welcome back Finn Partners who were just awarded the RFP to continue their great work as the PR agency for ILOVENY.
- They didn't get to speak at the last meeting because we ran out of time, so today they are going to give us a brief look ahead at their plans for 2015.

Linda Ayares (see attached presentation)

- We had three years of building relationships and getting out in the media, so having this second time to work together with all of you will make such a difference to our results. because we're building on a very strong foundation of growth of awareness and relationships.
- Stakeholder relationships are a core of our success. It's one of the things that really built up in the last three years is close relationships with the regional TPAs, parks, and canals.
- Media relations is something we do every day and just to highlight that—media relations is so much more than it was many years ago because we talk to bloggers like any other media.
- Press trips are something that generates the feature coverage throughout the year. Our goal is to get this A list media to travel around the state and write the feature coverage.



**Empire State
Development**

- Partnerships and alliances are another way that we stretch budgets by optimizing the partnerships that are generated through all of you and by generating partnerships with retail and media companies, as well as our clients at Finn Partners.
- We are constantly researching trends, researching information about the state, what our competitors are doing.
- Digital is something that has really expanded for this next four-year period.
 - We are about to launch an ILOVENY Twitter handle, which will be geared for media. We will be talking about all of our public relations pitches to try to generate more coverage, our press trips, what's going on in news in order to generate even more coverage with that means and we will also post the coverage that we achieve.
 - Our blogger and Instagramer engagement is building a group of people that will really be part of our New York promotion and will be reaching out to regularly.
 - And, finally, a blog—we're talking to some of the top bloggers that we know very well in order to find a coterie of people who will post things on the ILOVENY blog.
- Activities that we have coming up this year:
 - Summer media market - April 23rd at the Classic Car Museum. We are changing the structure of our media marketplace to a dating style with appointments for the regions.
 - Fall media marketplace will take place in July. We will have chefs from different regions to focus on harvest as well as on many of our activities including Halloween.
 - Travel Classics is a major travel writer event that is taking place in Hudson Valley on May 28th through 31st. We will have pre and post tours all over the state.
 - Supporting governor's events: Adirondack Winter and Summer Challenge, Bass Masters, and Governor's Cup Wine Tours
 - The State Pride is coming up in June. We support that with our new LGBT website. We will be supporting the Pride events throughout the state.
 - The Path Through History is one of the major pillars of NYS, This year, we are using the commemoration of the Lincoln Assassination and the Funeral Train in order to promote events that are going to take place in NYC at Federal Hall, at Albany, at the state capital, and in Buffalo. It will take place April 23 through 27.
- Recent Igloo Event - We had a very experiential media night at the rink in Rockefeller Center in January. We focused on top tier, A list media, as well as luxury media and they loved it.

IV. Executive Director Report (Ross Levi on behalf of Gavin Landry)

a. Recent and Upcoming Events

- Events are an important part of our marketing strategy at ILOVENY. It's an opportunity to get earned media, but it's also a great opportunity for direct one-on-one marketing.
- We find that (in real data in surveying people after we meet with them at events) the desire to take a trip in New York goes up exponentially when people even get to spend a few minutes with us at these events.
- Recent events:
 - Winter Media Night at Rockefeller Center, the Igloo Event – Was not only a chance to pitch New York to journalists, but this is frankly also a little bit of a fun chance to say thank you for paying attention and covering us throughout the year.
 - The New York Times Travel Show – Huge event for both consumers and for the travel industry. For the first time we had a branded area, The Welcome to NYS row, and invited our partners from around the state to join us and it became a virtual walk around NYS. We also had panel seminars where we brought together experts to address both the industry and consumers and Meet the Experts where some of our travel experts got to sit down and were available for a half-hour to sit one-on-one with people. It went so well that we won a most innovative award for our presence.
 - Governor's Snowmobile Event – Took place in the Tug Hill Plateau in the Thousand Islands / North Country region, which is one of the premier snowmobiling areas of the nation, perhaps in the world. It was a day of snowmobiling for industry professionals, journalists, elected officials, other opinion makers with the Governor leading the way.

It got great press coverage both locally and beyond and was also an opportunity to make announcements about how ILOVENY is supporting the snowmobile and ski industry with a free snowmobile weekend for out-of-staters with a waiver of licensing and other fees. We backed that up with a digital advertising campaign and also an announcement of \$4 million for trail maintenance.

- LGBT Expo and Passport Magazine Travel Show – Consumer event for the LGBT community where we engaged with about 1,000 people over the course of the weekend and gave out our new ILOVENY LGBT Travel Planner. The Fabulous Beekman Boys were our guests and they were at our booth for an hour or so meeting folks, signing autographs, and taking pictures and were also part of a seminar to have people see and hear firsthand about all there is to do and see in NYS.
- Adirondack Winter Challenge – The Governor invited elected officials, industry leaders, tourism professionals, journalists, and special guests from the capital region Boys and Girls Club for a day of winter activities in Lake Placid. It was also an opportunity to talk about things we're doing to promote the industry - Ski New York Spring Break promotion, with a downloadable coupon for 25% off ski equipment and lesson packages, Learn to Ski Month, January, Discover New York Ski Day for other discounts on a given day.
- We did over 50 events last year and this year list of events is equally ambitious, and is being finalized as we speak.
- A few upcoming events are:
 - Bass Masters Events – The governor will take folks fishing in the Thousand Islands in July. In NYC in Central Park for the opening day of the bass season on June 20 Bass Masters will host an event in Central Park with demos and competition to tease the big upstate event.
 - Adirondack Summer Challenge – will take place again this summer
 - Governor's Cup Wine Tour – we will take restaurateurs, journalists, VIPs, and others to sample New York's great wines in the Finger Lakes and Long Island in July and August.
 - 150th Anniversary of the Lincoln Funeral – Lincoln's funeral train made three stops in NYS and there are going to be events in conjunction with those stops in Albany, NYC, and Buffalo. There will also be an exhibit at the capital on Lincoln, on the Civil War, and New York's connection to those two that will continue into the summer.
 - Path Through History weekend – This year will take place during one weekend, June 20 - 21, when museums, historic sites all across NYS will host over 380 events. ILOVENY will support with social media, earned media, advertising and other promotion.

b. I SHOP NY promotion (March 22- Apr 6)

- Partnership with the Retail Council of NYS, a short-term promotional effort that would encourage Canadians to visit New York for a shopping getaway.
- The promo is a downloadable coupon, a flex coupon for between 10% and 50% off your purchase, promoted to Canadians, but anyone can use it.
- This is the first time in recent memory that ILOVENY has done something specifically connecting tourism and retail and recognizing that retail is a vital part of NYS tourism.
- Our stats show that 75% of Canadians indicate that shopping is their top activity while traveling in New York.
- The promo is a value proposition in terms of shopping in NYS for Canadians - goods purchased here are much cheaper due to the duty-free tax benefit, which increases the longer they stay here and the tax differential—generally 8% versus 13%.
- This is also being done in recognition of the US Dollar at a disadvantage because of its strength.
- Over 300 retailers that are participating including all NYS Macy's stores, some Lord and Taylors stores, Build-a-Bear, Yankee Candle, as well as factory outlets and small specialty stores.
- The retailers are tracking the coupon sales where possible and we have put in place analytics to measure web traffic, and coupon downloads, so we will have some sense of the success of this.

- The effort is being backed up by ILOVENY marketing—paid advertising, digital, social, and earned media and a commercial we that's running in Canada right now in Montreal and Toronto.

*Shows commercial

c. Subcommittee update

- There have been ongoing discussions with the chairs to solidify the next steps in achieving the goals of the subcommittees. The next round of meetings will be coming up very shortly.
- Lodging and Hospitality is talking about writing a memo that will outline the challenges, opportunities, and recommendations around lodging infrastructure for NYS
- Aviation and Transportation is trying to solidify and clarify the focus and outcome of that subcommittee due to the amount of ground it covers.
- Sports and Special Events is recognizing that it would be a great idea to meet with the local sports commissions that are around the state to get a sense of the work that they're doing, their needs, and how can NYS can help support that rather than reinvent the wheel.

V. International Report (Markly Wilson)

a. ITB - Germany

- ITB is the biggest travel industry show that takes place in Germany yearly.
- Germans offer the highest propensity to visit to Upstate NY of all Europeans. They are adventurous and they take the five weeks vacation every year.
- Gavin and I had a series of appointments at ITB with tour operators, travel agents, and the press to promote traveling to New York beyond the city.
- We hosted a breakfast for the second year for 40 very carefully selected decision makers of companies in Germany that deliver visitors to America. We gave them an update on what we have been doing, emphasizing the value that we as a state allocate to tourism and had NYC and Company present as well. It was a larger than we expected turnout.

b. China

- In June of last year, ILOVENY opened offices in four cities in China.
- We took 12 tour wholesalers from China for a familiarization tour in conjunction with a China ready series of workshops in Albany, the Hudson Valley, the Adirondacks, Central NY, and Rochester. The workshops were led by David Turchetti, former head of the China-America Chamber of Commerce in Shanghai, who presented on Chinese culture and doing business with the Chinese. The idea was to get our travel industry people to understand the difference between a Chinese visitor, tour operator, travel agent, and one from the US.
- Between the 23rd and 29th of December, our offices launched the new NYS tourism product in three cities in China in conjunction with the two operators from China who were on the FAM tour and China Ready workshops. These operators delivered 21 new tours to NYS as a result. The tours included destinations that many in China have never heard about and that NYS have never had promoted in China.
- The tour that Gavin is on right now is an ILOVENY Road Show to three cities in China. It is the first NYS sales mission to China. There are 15 destination and attraction representatives including Syracuse, and the Adirondacks accompanying him to promote NYS.
- Gavin's China itinerary is in your folders. He's meeting with around 50 reporters and 75 tour operators and in one-on-one meetings.

c. Additional source market efforts

- Australia – We opened an office in Australia at the end of December of last year.
- We will host an Australia Ready tour and workshop to get the New Yorkers to understand how to work with Australians, what's different about them, what they are looking for, etc.
- Canada – In two weeks there will be an ILOVENY Road Show in Toronto, Ottawa and Montreal, where we're taking destination and attraction representatives on a tour to those cities to make presentations and interact with the travel industry. The invitations have been extended by the Ambassador of the United States to Canada and the Consul General of the United States to those provinces.

- The other two areas that we are pursuing as a result of the China ready workshop are:
 - Creating Chinese literature for hotels, attractions, museums, and tourism offices.
 - Exploring how we can work with companies who are there that can bring people here to explore NYS while considering investment in America

Elinor Tatum: Has anything been done to talk about college touring tourism from China? There is a huge influx of Chinese students coming into the US and especially NYS. We should talk with the Chinese tourism companies to set up a NYS college tour.

Ross Levi: There is general information on our website for visiting colleges and universities.

Markly Wilson: It is one of the outcomes of the China Ready Workshop. We are working with David on a program where he is connecting with colleges here, as well as the companies there and the parents who want to send their kids here. He is also working in conjunction with the TPA's in Syracuse, Rochester, and Albany to start with and the colleges and universities in those cities to arrange packages for the parents to come and join their kids while they have time to experience the locations beyond the college.

Randall Bourscheidt: To what extent are we thinking about or have we begun to try and focus on these visitors and pitch either an extended visit to enable them to go upstate or to Long Island or to make a return visit? I know that the NYC and Company data has traditionally shown that foreign tourists are especially interested in getting outside of the city.

Markly Wilson: That is exactly what we are doing and the majority of the packages that are developed to combine the city with the state. In addition, we just entered a marketing partnership with NYC & Company whereby their staff will mention and suggest NYS travel for those who are interested. Part of that is going to be through an online training program, which they already have for the city, which and participation in some travel shows that they go to in 27 countries.

Ross Levi: This is something that NYC and Company talks about, which is the idea expanding beyond NYC, including for visitors coming from overseas creates return trips.

Markly Wilson: We found that this addition of something in NYS, particularly for those who have special interests, enables the industry to get new customers and in many cases help them to delight their customers even more—the combination of the city and a unique experience, like skiing in NYS and shopping in the city.

Tom Mulroy: How do we incentivize them to take away from NYC? Most travelers are cost conscious. Can we work with the existing industry for discounts or an extra free day? We have to motivate them to get up there because all they hear in the world is NYC and we have to educate them and then pull away from that NYC experience.

Markly Wilson: If this is the first time they are coming, it's a waste of time because they want to do the typical things. We have found that is that the second and the third time they are visiting that they are open to other ideas especially if we focus on their special interests.

Cristyne Nicholas: I am proud of what the folks here have put together; keeping in mind the budgets for ILNY and NYC & Co. are usually not in sync. It makes sense for them to help each other and to be marketed together at these trade shows is a powerful and clear message that helps answer a lot of the questions with the wholesale operators.

Senator Little: One of the biggest problems in getting visitors out of NYC is transportation and whether we can package transportation for them or do something that promotes transportation or discounts. Once you get upstate there isn't a lot of public transportation.

Cristyne Nicholas: New York by Rail is promoting a \$90 roundtrip ticket anywhere along the Amtrak corridor going to Montreal from New York. You can go all the way to Niagara Falls.

Ross Levi: Transportation and accommodations are both important issues, which the subcommittees are looking into. One small piece of the puzzle for the transportation piece also is the ILOVENEY Bus. We are starting to talk to the Concierge Association here in NYC to make sure they have information about the tours they're offering because that's really well-made for somebody who's visiting.

Tom Mulroy: Amtrak has a bubble train for fall foliage and were sold out two months before. Someone should reach out to Tony Coccia about adding capacity. He is also trying to get bikes on Amtrak. He is very plugged into trying to help out. He was appointed by President Obama to head up Amtrak He's right here and he has no problem coming to these meetings.

VI. New Business

Dan Fuller: I would like to compliment the outreach to Canada. We have seen a little bit of a blip in our business in Canada this year because of the exchange. But Canadians still are coming across the border for shopping and skiing. I don't think we should discount that just because the exchange rate isn't as good as it was 12 months ago. There are many governors that come to NYC to promote business and to promote tourism of their state and that brings a lot of attention when a Governor goes. They are right in our heart and they are stealing our people away. I think if we could pick up big states, whether it's Florida or Pennsylvania or California, and maybe there's an international trip. Pick something where he can promote with the ESD and the tourism side together.

Spike Herzig: New York Cultural Heritage Tourism Network had our symposium last Thursday at Colgate University. 107 people talking up building bridges to the future for the Erie Canal 200th Anniversary and also for the 100th Anniversary of the Women's Rights and Suffrage and the Women's Right to Vote in 1917. We're trying to put educational programming together for the Women's Rights and Heritage. Secondly, just to touch on what Markly said about putting college family packages together. We're working with the Syracuse TPA and Syracuse University to do just that, as well as Cornell, Le Moyne and a number of others in the Central New York area.

Jan Chesterton: Quick update on behalf of the Tourism Industry Coalition. Two weeks ago, we had our annual lobby day in Albany. We brought the industry together, the tourism professionals and leaders from around the state, the CBB's and the TPA's. We had the lieutenant governor address the group. We had Senator Little and Assemblywoman Markey, thank you again for addressing the group. We went out into the halls and had office visits with our designated legislative elected officials. We were very well received on all of our issues from supporting the efforts of Gavin and his team and ESD for the ILOVENY as well as the matching grants. It is something that we do every year and it's growing. We had a great turnout and really well received by the legislators.

Senator Little: We've talked about possibly doing an Olympics again up at Lake Placid for a long time. At one time, we had several million dollars set aside when Governor Pataki was leaving and a sports commission. But at the time, the Olympic organization was not willing to support a US Olympic bid in the north country. So we're at it again and it would have to be larger. They are now trying to get away from spending billions of dollars creating new Olympic sites all over the world, to utilize what they have in their country and to go with that. We could either expand it to a much larger part of NYS look at doing it with Montreal and having an international Olympic site. It wouldn't be until 2020-something or something like that.

Meeting adjourned: 12:08pm

Next meeting:

Tentative – Tourism Summit
Wednesday, May 13, 2015
Albany, NY



PUBLIC RELATIONS 2014 RESULTS & 2015 OVERVIEW

Prepared by:



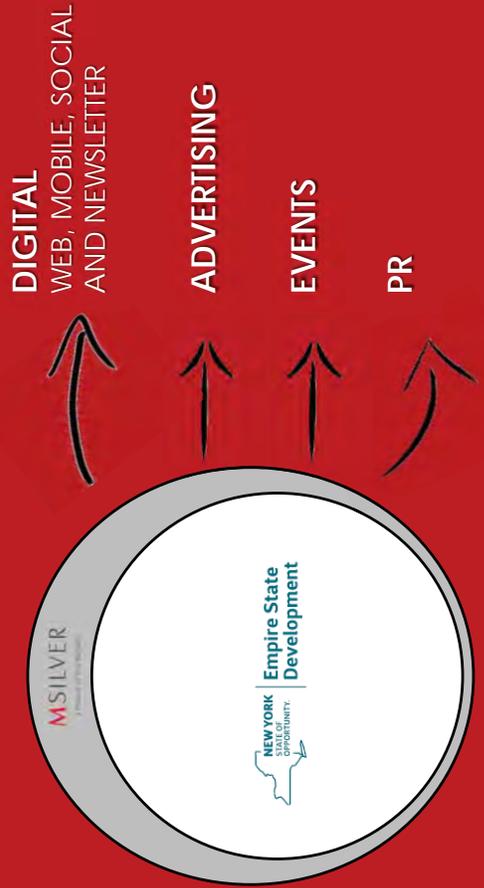
2014 ACHIEVEMENTS



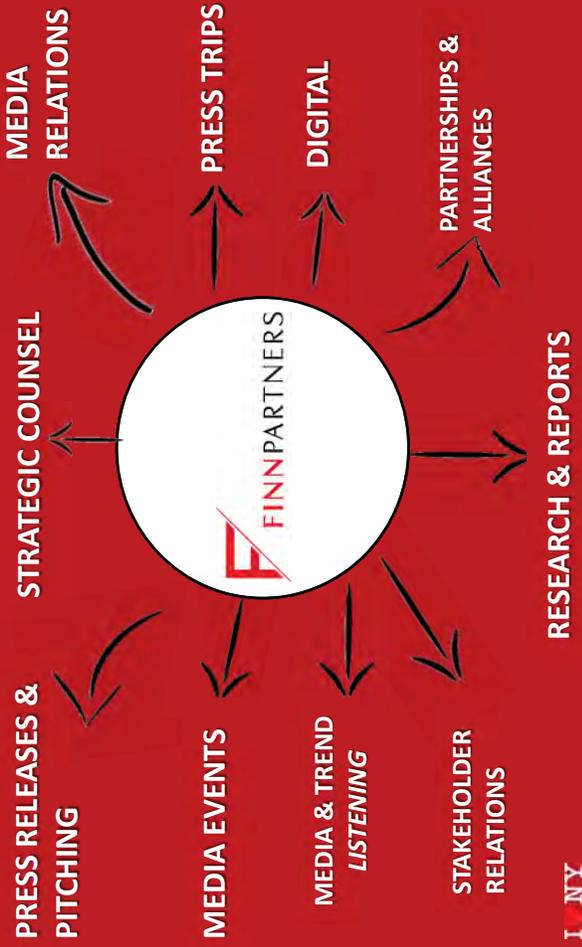
TOTAL CLIPS	1177	TOTAL CIRC	756,344,765	MEDIA VISITS	60	AD VALUE	\$17,311,490
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INTEGRATED MARKETING



PR PLAN OF ACTION



FOCUS ON DIGITAL



Twitter
@ILOVENYNY



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

Participate in Real-time
Travel Twitter Chats

Secure Blogger Guest
Posts

Repost I LOVE NY

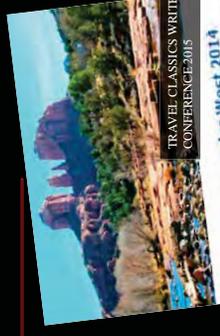


ON THE SCENE

I LOVE NY
2015 Events



INTERACTIVE MEDIA
MARKETPLACES: SUMMER,
FALL AND WINTER



TRAVEL CLASSICS WEST 2014
TRAVEL CLASSICS WRITERS
CONFERENCE 2015



NY STATE PRIDE
June 2015



GOVERNOR'S CUP
AND WINE TOUR
August 2015



WATKINGS GLEN EVENTS
April and September 2015



BASSMASTERS
CHALLENGE
August 2015



I LOVE NY BUS TRIPS 2015



PATH THROUGH HISTORY
May 2015



PGA EVENT June 2015



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





**ILNY China Sales Mission
Post-Event Report
Beijing, Shanghai and Guangzhou
March 23-27, 2015**

OBJECTIVES

- To enable Chinese travel agents and tour operators gain a deeper understanding towards New York State and to develop business relationships between NYS tourism industry and Chinese travel trade;
- To offer face-to-face meeting opportunities to both NYS delegations and Chinese tour operators in each city;
- To increase Chinese Travel professionals' knowledge of NYS tourism resources and destination products by 10 minutes presentation ;
- To provide NYS delegations with channels to engage with and learn about the Chinese travel trade and Chinese outbound tourism industry.

ACHIEVEMENTS

- A total of 60 key Chinese tour operators attended one-on-one meetings in both morning/afternoon section in Beijing, Shanghai and Guangzhou.
- 490 travel agencies were present at the presentations section for 3 cities.
- All the brochures and materials about New York State destination and industrial partners were sent out to attendees.
- Chinese travel industry learnt more about the abundant tourism resources in New York State and NYS delegations perceived the large potential in Chinese tourism market. Business cooperation and bilateral trade ties were boosted through this event.
- Destination trainings and product presentations by NYS delegations showed Chinese outbound tourism industry a colorful New York State and one-on-one meetings provided with excellent opportunities to sell New York State as an attractive destination.
- Interviews were conducted by 30 present media reps in the three cities, which brought 2015 NYS China Sales Mission a large amount of publicity exposure.
- Media reported the NYS China roadshow as a hot event and so far we had collected over 20 National media report, reaching a total media value over USD55,700. The Youku.com video report is also promoted on the front page of Youku's travel channel, which means we gained a USD32,000 ad place.
- Acquired the database of the tour operators.

Follow-up work

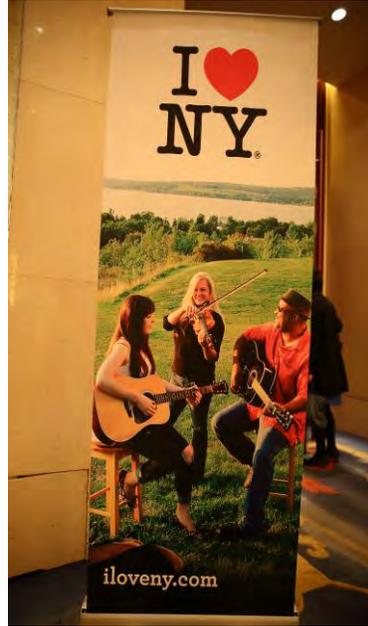
- Send pictures of the sales mission (all 3 cities) to each NYS stakeholder.
- Send information of Chinese key tour operators to NYS stakeholders to facilitate the following business.



- Send an e-version product brochure to Chinese tour operators, enabling them to learn about and develop NYS's products.
- Follow-up with media who reported the event and collect more media reports.
- Post the news of ILNY China Sales Mission 2015 by social media on WeChat.

ILNY China Sales Mission Promotional Materials

1. Pop-up banner



2. I Love New York video



3. Backdrop Panel



4. New York State New Product Brochure

ILNY China Representative Office published the “2015 NYS China Sales Mission Brochure” in Chinese. These brochures have been distributed to almost 500 Chinese Tour Operators and travel agencies in the three cities- Beijing, Shanghai and Guangzhou.

The content of the brochure consists of the introduction of 11 regions in New York State along with their knock-out tourism products, 4 themed recommended itineraries, flight and visa information as well as the NYS delegation list. This informative hand book was designed to assist Chinese tour operators in grasping the whole New York State.





ILNY China Sales Scenes

1. Registration Desk



2. Presentation Rooms



3. One-on-one Meeting Rooms



Photos



*Welcome address by Mr. Gavin Landry
Executive Director of Tourism, New York State*



Rachel Ren from NYS China rep office making a 10-minute presentation

Attendees



Beijing



Shanghai

Group photos



Shanghai



Guangzhou

Media Briefing and Interview with Mr. Gavin Landry

During NYS's first road show in China, media briefing and interviews with Mr. Gavin Landry were held in Beijing, Shanghai and Guangzhou respectively on 23, 25 and 27 March respectively.

Mr. Gavin introduced to Chinese media the rich tourism resources in New York State, and emphasised the fact that NYS has much more to offer in addition to the modern New York City; themed itineraries which are designed to cater the increasing need for tailor-made travel products; and more travel convenience benefiting from the relaxed US visa policy and expanding Sino-US network.

More than 30 mainstream media were introduced to the exciting travel resources NYS has to offer, covering mass, online, lifestyle, trade and radio etc. Chinese media also participated actively in the group interview with Mr. Gavin Landry, and conducted an in-depth and face-to-face communication with NYS and Mr. Landry.

Media Session Highlights



Mr. Gavin Landry taking media interview



Mr. Gavin Landry introducing NYS's travel resources to media

Coverage Highlights:

纽约州旅游局举办首次中国路演 主推四大线路
2015-0



TTG China
Key travel trade media in China and Asia

图/纽约州旅游局常务董事 Gavin Landry

纽约州旅游局日前来华路演，站点包括北京、上海和广州。此次活动是纽约州旅游局首次在中国大陆与旅游业界合作伙伴面对面交流，期望在纽约市强大的基础上，吸引中国游客深入纽约州探索丰富的旅游资源。

纽约州旅游局日前于北京举行推介会，除旅游局代表外，纽约州各区域旅游局、景点、地接社和航空公司共同带来了最新目的地信息并展示了纽约州丰富的旅游资源。纽约州旅游局常务董事 Gavin Landry 介绍，纽约州共有 11 个区；除了广为人知的纽约市，其他地区亦有许多著名地标式景点和户外活动；游客还可探寻原始殖民地的丰富历史文化，尽享精致美食和醇饮。

他指出，赴美中国游客中，三分之一会到访纽约市，因此作为重要合作伙伴，纽约州和纽约市旅游局相互支持的同时，纽约州旅游局也希望在纽约市的基础上加强“州”旅游资源的认知度——这些资源包括在千岛湖落水、五指湖的酒庄（五指湖被称为“东岸的纳帕”）、美国最大的玻璃博物馆「康宁玻璃博物馆」、库珀斯敦的棒球名人堂、尼亚加拉大瀑布、乘坐翔翼或热气球等景点和活动。面向中国市场，旅游局推出了 4 条推荐路线，作为国内旅行社产品设计的初步参考；包含专为中国摄影师的推广视频在内的中文网站也计划在今年下半年上线。

Gavin Landry 表示，2014 年旅游局在正式进入中国市场前曾做过前期推广；涉及纽约州的旅游产品随后即由 2013 年的 0 个上升到 21 个，显示业界对纽约州有兴趣，也反应出中国市场的发展潜力。

奥巴马总统 2014 年 11 月 10 日出席 APEC 峰会期间宣布了赴美签证新政策，而签证政策一定会刺激新一轮的赴美旅行热潮。纽约州旅游局希望抓住机遇，通过此次巡回路演吸引更多的中国游客赴纽约州旅游。

Jfdaily.com
Key regional website
in Shanghai



纽约州旅游局常务董事Gavin Landry先生进行目的地介绍

3月下旬,纽约州旅游局首次举办中国区路演,携手多家展商,举行巡回路演活动,深化中国旅游市场开发,大力推介纽约州丰富的旅游资源和吸引更多中国游客赴纽约州旅游。

纽约州旅游局常务董事Gavin Landry先生表示:“纽约州共有11个区,除了广为人知的纽约城之外,其他区域亦有许多著名地标式景点,如位于阿迪朗达克山脉的尼亚加拉大瀑布、库珀斯敦的棒球名人堂和康宁玻璃博物馆等。户外活动有雪地摩托、滑雪、垂钓、徒步、划船和各种节庆;游客还可探寻原始殖民地的丰富历史文化,尽享精致美食和酷饮。”

奥巴马总统2014年11月10日出席APEC峰会期间,宣布了赴美签证新政策——11月12日起,中国赴美学生签证有效期将延长至5年,商业旅游签证将延长至10年。新的美签证已于11月12日开始生效,12日之后申请的赴美签证,都可享受此政策。对于计划去纽约州旅游观光的中国游客来讲,无疑是一个好消息,而签证政策也一定会刺激新一轮的赴美旅行热潮。纽约州旅游局希望抓住机遇,通过此次巡回路演,吸引更多的中国游客赴纽约州旅游。



中国区路演

州共有11个区,除了广为人知的纽约城之外,其他区域亦有许多著名地标式景点,如位于阿迪朗达克山脉的尼亚加拉大瀑布、库珀斯敦的棒球名人堂和康宁玻璃博物馆等。户外活动有雪地摩托、滑雪、垂钓、徒步、划船和各种节庆;游客还可探寻原始殖民地的丰富历史文化,尽享精致美食和酷饮。” 章佳倩

台流市富游
Beijing Evening News
One of the most read newspaper in Beijing with large circulation.

Gavin Landry 先生表示:“纽

Coverage Summary:

30 attending main stream media with national reports reaching a total media value of USD 55,754.24 till now. We are expecting more in coming weeks.

No	Media	Headline	Date	City	Ad Equiv. (USD)
1	Beijing Evening News	NYC holds a road show in China for the first time	2015-03-24	Beijing	1976.64
2	The Beijing News	NYC launches a road show in China for the first time	2015-04-01	Beijing	2,577.6
3	kdnet.net	NYC launches a road show in China for the first time	2015-03-15	Beijing	1,600
4	lfeng.com	NYC launches a road show in China for the first time	2015-03-24	Beijing	4,800
5	Gmw.cn	NYC launches a road show in China for the first time	2015-03-24	Beijing	3,200
6	wang1314.com	NYC launches a road show in China for the first time	2015-03-24	Beijing	1,600
7	Bjd.com.cn	NYC launched a road show in China for the first time on March 23	2015-03-24	Beijing	1,600
8	tianjindaily.com.cn	NYC launches a road show in China for the first time	2015-03-24	Beijing	1,600
9	163.com	NYC launches a road show in China for the first time	2015-03-24	Beijing	4,800
10	Xinhuanet.com	NYC launches a road show in China for the first time	2015-03-24	Beijing	4,800
11	Xinmin.cn	NYC launches a road show in China for the first time	2015-03-24	Shanghai	3,200
12	Chinadaily.com.cn	NYC launches a road show in China for the first time	2015-03-24	Beijing	1,600
13	Jfdaily.com	NYC launches a road show in China for the first time	2015-03-25	Shanghai	1,600
14	Ycwb.com	NYC launches a roadshow in China for the first time; promoting sufficient tourism resource	2015-03-25	Guangdong Guangzhou	3,200
15	Ttgchina.com	NYC launches a road show in China for the first time; promoting four main routes	2015-03-25	Singapore	1,600



16	Chuguo.cn	NYC launched a road show in China for the first time successfully to promote tourism resource	2015-03-31	Hebei	1,600
17	Hexun.com	New actions of outbound tourism	2015-04-01	Beijing	4,800
18	Qq.com	NYC launches a road show in China for the first time to promote sufficient tourism resource	2015-04-01	Guangdong Shenzhen	4,800
19	Sina.com.cn	New actions of outbound tourism	2015-04-01	Beijing	4,800
Total					55,754.24

This report is prepared by: Rachel Ren

Australia Ready Workshops & FAM Tour 2015 May 11 - 18

Participants:

Gabrielle Milling	American Express, Head of Lifestyle & Travel Operations
Yvonne Verstandig	Executive Edge Travel & Events, Director
Caroline Gair	events Director of Supplier Relations
Jennifer Viali	Qantas Airways Limited, Tourism Development Executive
Sue Rennick	Flight Centre Travel Group, General Manager, Escape Travel Franchise
Louise McAlpine	The Travel Corporation, Head of Contracting
Dolores Simonds	I LOVE NY, Australia
Jena Gardner	I LOVE NY, Australia
Katey Matthews	I LOVE NY, Australia
Markly Wilson	I LOVE NY, Director International Marketing
Jennifer Ackerson	I LOVE NY, Representative

11 May, Monday

Long Island Region

Key Contact: Millie Nye

5:15 PM

Arrival JFK @ 515P, Monday, May 11th QF11
Transportation provided by Silver Star Limousine

Arrive to Long Island

Overnight at Southampton Inn

Southampton Inn

91 Hill Street, Southampton, NY 11968
(631) 283-6500

www.southamptoninn.com

Located in the heart of historic Southampton Village surrounded by several acres of manicured lawns and gardens, the Inn combines casual Hampton's style with European comfort. Within walking distance are a variety of restaurants, boutiques, galleries and cultural opportunities.

Dinner in Southampton Village

12 May, Tuesday

Long Island & Hudson Valley Regions

Key Contact: Millie Nye, Long Island

Key Contact: Mary Kay Vrba & Dawn Hopper, Dutchess County

7:30 AM

Breakfast**Explore Southampton Village including Coopers Beach & St. Andrew's Church**

Coopers Beach places in the 2010 Top Ten Beaches in America according to Dr. Stephen P. Letherman, aka Dr. Beach. A professor for Coastal Research at Florida International University.

St. Andrew's Dune Church was built in 1851 and features many windows by Louis Comfort Tiffany. The structure was originally built as a lifesaving station by the federal government and today, no matter what your background, you are at home as traditionally the sermons are delivered by visiting clergy from a variety of denomination.

Explore Bridgehampton Village

Explore Sagaponack and Wölffer Estate Vineyard

Wölffer Estate Vineyard

139 Sagg Road

Sagaponack, NY 11962

(631) 537-5106

www.wolffer.com

Explore Sag Harbor Village

Now a scenic waterfront town with a vibrant fishing community and many historic sites, Sag Harbor's original inhabitants were the Algonquin Native Americans and was the first village to have a fire department in NY State.

Ferry to Shelter Island

Nestled between the North and South forks of Long Island, Shelter Island is full of hilly hideaways and quiet beaches making it the quintessential summer island.

Explore Greenport Village

Located at the waterfront of Long Island's North Fork, Greenport boasts art galleries, vineyards, spas, boutique shopping all within a relaxing seaside village setting.

Osprey's Dominions Vineyard & Wine Tasting - Long Island's Wine Country**Osprey's Dominion Vineyard**

<https://ospreysdominion.com/>

Long Island's wine region is located at approximately the same latitude as the great wine growing regions of France. Osprey's Dominion produces award winning wines and offers a tasting room and tours of the vineyard.

Tanger Outlets – Shopping & Lunch**Tanger Outlets**

1947 Old Country Road, Riverhead, NY 11901

<http://www.tangeroutlet.com/riverhead/>

With over 165 brand name manufacturer and design outlet stores, enjoy fashionable savings from brands like Polo Ralph Lauren, Sonoma, Banana Republic and more; complete with your coupon book!

Explore the coastal towns of Port Jefferson Village and Stony Brook Village

Port Jefferson Village is one of Long Island's hidden treasures, located 50 miles east of NYC. One of the largest ship building towns in the 1800's now offers an array of unique shops, restaurants, Danfords Hotel & Marina and can be reached easily by car, train or ferry.

Stony Brook Village holds amazing Long Island history which can now be visited at the Three Village Inn & catering hall, Long Island Museum of American History & Carriages and more.

Visit OHEKA Castle for afternoon tea

OHEKA Castle

135 Westgate Drive, Huntington, NY 11743

(631) 659-1400

www.oheka.com

The French style Chateau was and still is the second-largest private residence ever built in America. Originally built in 1919, Oheka Castle is currently a hotel, restaurant, catering hall and garden.

5:00 pm

Depart for Dutchess County

Overnight in Dutchess County

The Roundhouse

2 East Main Street

Beacon, NY 12508

845-765-8369

www.roundhousebeacon.com

The Roundhouse is a unique historical property overlooking a beautiful waterfall and located on a charming corner in artsy Beacon, NY. This boutique hotel features an award-winning restaurant and 23 stylish guestrooms.

13 May, Wednesday

Hudson Valley & Capital/Saratoga Regions

Key Contact: Mary Kay Vrba & Dawn Hopper, Dutchess County

Key Contact: Mollie August, Albany

7:00 AM

Continental Breakfast at hotel

Tour FDR Presidential Library & Museum & Home of FDR National Historic Site

FDR Presidential Library & Museum

4079 Albany Post Road, Hyde Park, NY 12538

845-486-7745

<http://www.fdrlibrary.marist.edu>

Explore America's first Presidential Library and the only one used by a sitting president. The Library houses The National Archives of the FDR Administration and is also a state-of-the-art interactive exhibit. The museum is designed for visitors to experience the

presidency as people living in the Roosevelt era while covering FDR's early years and his heroic struggle to regain his strength and political career after polio.

Home of FDR National Historic Site

4097 Albany Post Road , Hyde Park, NY 12538

845-229-9115

<http://www.nps.gov/hofr/index.htm>

Visit the birthplace and the childhood and adult home of America's 32nd President, Franklin D. Roosevelt, and the only president elected to four terms (1933-1945).

Walkway Over the Hudson

Walkway Over the Hudson

82 Washington Street, Suite 201 Poughkeepsie, NY 12601

845-454-9649

<http://www.walkway.org>

The historic bridge is a New York State Historic Park and the world's longest elevated pedestrian bridge at 1.28 miles across and standing 212' above the Hudson River. The Walkway features a glass elevator and unprecedented views of the Hudson River Valley.

Shadows One speed boat up the Hudson River to Rhinecliff

Shadows One - Shadows Marina

176 Rinaldi Boulevard, Poughkeepsie, NY 12601

845-486-9500

<http://www.shadowsone.com>

Shadows One offers visitors an exhilarating speed boat ride on the Hudson River traveling under the Mid-Hudson Bridge and the Walkway Over the Hudson past The Culinary Institute of America and the Hudson's historic mansions.

12:15PM

Lunch at Gigi Trattoria in historic Rhinebeck

Gigi Trattoria

6422 Montgomery Street, Rhinebeck, NY 12572

<http://www.gigihudsonvalley.com/trattoria.html>

Gigi Trattoria menus honor traditional Mediterranean dishes through the innovative use of ingredients that feature the bounty of Hudson Valley farms and gardens and the talents of local food and beverage artisans. Zagat reviewed, 'The "enticing menu" of "imaginative, delicious" dishes include homemade pastas and "irresistible" super-thin-crust pizzas with "yummy" toppings at this Rhinebeck Italian-Mediterranean that just "keeps getting better and better"; the "nice decor" featuring faux-finished walls adds to the "jolly, convivial" vibe...'

Depart for Albany

Tour of the New York State Museum

Tour of Washington Park**7:30 PM****Dinner****Overnight in Albany*****Hilton Garden Inn Albany Medical Center***

62 New Scotland Avenue, Albany, NY, 12208

(518) 396-3500

<http://hiltongardeninn3.hilton.com/en/hotels/new-york/hilton-garden-inn-albany-medical-center-ALBMCGI/index.html>**14 May, Thursday****Capital/Saratoga Region****Key Contact:** Mollie August, Albany**Key Contact:** Heather McElhiney, Saratoga

8:00 AM-12:00 PM **Australia Ready Workshop – Albany**
Empire State Plaza, Meeting Rooms 5 and 6
South Mall Arterial, Albany, NY 12242
www.ogs.ny.gov/esp

Capitol Tour & Lunch**Depart for Saratoga Springs****Check-in to the Gideon Putnam Hotel****Guided Tour of Saratoga Springs to include:**

- Natural mineral springs
- Saratoga Performing Arts Center
- Roosevelt Spa
- Historic Saratoga Racecourse
- Historic homes and architecture
- Saratoga Casino and Raceway
- Reception with Saratoga/Lake George representatives at the hotel

6:30PM**Dinner in downtown Saratoga Springs****Nightcap in downtown Saratoga Springs, explore and walk Broadway****Overnight in Saratoga Springs*****The Gideon Putnam***

24 Gideon Putnam Road, Saratoga Springs, NY 12866

518-584-3000

www.gideonputnam.com

15 May, Friday

Capital/Saratoga & Syracuse Regions

Key Contact: Heather McElhiney, Saratoga

Key Contact: Nikita Jankowski, Syracuse

8:00 AM **Breakfast at hotel, joined by Saratoga Convention and Tourism Bureau and Saratoga Chamber of Commerce Representatives**

Depart for Syracuse

Greeted in Syracuse with a box lunch

1:00 PM-5:00 PM **Australia Ready Workshop & Reception – Syracuse**

The Onecenter

800 South State Street, Syracuse, NY 12302

(315) 435-8099

<http://www.oncenter.org/>

Walking/Tasting Tour (Beer & Spirits): *NO Excuses Tour Downtown Syracuse*

6:15 pm

Dinner

Otro Cinco

206 S. Warren Street, Syracuse, NY 13202

(315) 422-6876

<http://www.otro5cinco.com/>

Overnight in Syracuse

16 May, Saturday

Finger Lakes Region

Key Contact: Nicole Mahoney

8:00 AM **Breakfast**

Shopping and Tour at Destiny USA

Destiny USA

9090 Destiny USA Dr., Syracuse, NY 13204

(315) 466-6000

<http://www.destinyusa.com/>

Destiny USA is a 2.4 million square foot tourist destination in Syracuse, NY that includes a strong mix of luxury outlets, name brand retail, restaurants and entertainment; indoor go-cart racing, laser-tag and the largest indoor suspended rope

climbing and more. A stunning three-story glass atrium provides perfect weather year round. Destiny USA is expected to be the second most visited shopping center in the country, according to Travel and Leisure magazine. It is also the largest LEED® Gold certified retail commercial building in the world.

Tour at MacKenzie-Childs***MacKenzie-Childs, LLC***

3260 State Route 90, Aurora

315-364-6118

www.mackenzie-childs.com

Located on a 65-acre former dairy farm overlooking Cayuga Lake in the heart of the Finger Lakes region. The grounds house a production studio, a Second-Empire farmhouse that is open for tours, and a retail shop filled with MacKenzie-Childs tableware, home furnishings, and gifts from around the world.

Tour of the Rowland House***Inns of Aurora***

391 Main St. Aurora, NY 13026

315-364-8888

www.innsofaurora.com/rowland-house/

The distinctive Inns of Aurora - Steeped in history, restored to luxury, where graciousness abounds. Rowland House, is the newest of the Inns of Aurora, opened to the public on May 1, 2014 after an extensive multi-million dollar renovation. The Rowland House joins the Aurora Inn, E.B. Morgan House and Aurora Inn Dining Room as most recently renovated historic structure in the Village of Aurora.

Boxed lunch provided on the bus**Tour of Corning Museum of Glass*****Corning Museum of Glass***

1 Museum Way, Corning, NY 14830

(607) 937-5371

www.cmog.org**5:00PM****Dinner & Brewery stop in Hammondsport****Overnight in Finger Lakes Region*****Radisson Hotel Corning***

125 Denison Parkway East

Corning, NY, 14830

[http://www.radisson.com/corning-hotel-ny-14830-](http://www.radisson.com/corning-hotel-ny-14830-2786/nycornin?gclid=CjwKEAju96aqBRDNhM6MtJfE-wYSJADiMfggl6deQb1QM-Q0c1TsoWCqXErUII5s9JITE-Dvkdj_DBoC29Pw_wcB&s_cid=se.ggl.rad_cmp15)[2786/nycornin?gclid=CjwKEAju96aqBRDNhM6MtJfE-wYSJADiMfggl6deQb1QM-Q0c1TsoWCqXErUII5s9JITE-Dvkdj_DBoC29Pw_wcB&s_cid=se.ggl.rad_cmp15](http://www.radisson.com/corning-hotel-ny-14830-2786/nycornin?gclid=CjwKEAju96aqBRDNhM6MtJfE-wYSJADiMfggl6deQb1QM-Q0c1TsoWCqXErUII5s9JITE-Dvkdj_DBoC29Pw_wcB&s_cid=se.ggl.rad_cmp15)

17 May, Sunday

Greater Niagara Region

Key Contact: Leah Mueller

8:00 AM

Breakfast

Letchworth State Park – The Grand Canyon of the East

Depart for Buffalo/Niagara Falls

Buffalo architecture tour includes:

- The Darwin Martin House (designed by Frank Lloyd Wright)
- Albright Knox Art Gallery: rated among the top in the world featuring contemporary and modern art
- Canalside Buffalo is a brand new area harbor area on the shores of Lake Erie and the Buffalo River. Year-round restaurants, winter and summer sports, boat cruises, gardens, Buffalo Naval & Military Park and over 1000 activities
- Niagara Falls State Park and Maid of the Mist Boat Ride
- Buffalo city driving tour
- Theodore Roosevelt National Historic Site
- Visit (and sample) at one of the many new breweries that have opened in Buffalo in the past 12-18 months.

Overnight in Buffalo/Niagara Falls

Courtyard by Marriott Buffalo Downtown/Canalside

125 Main Street, Buffalo NY 14203

(716) 840-9566

www.marriott.com/hotels/travel/bufdt-courtyard-buffalo-downtown-canalside/

18 May, Monday

Greater Niagara Region & Departure

Key Contact: Leah Mueller

8:00 AM-11:45 AM **Australia Ready Workshop – Buffalo**

Salvatore's Italian Gardens

6461 Transit Road, Depew, NY 14043

www.salvatores.net/home.html

12:00 PM

Depart for Buffalo Niagara International Airport with boxed lunch and market information

1:25 PM

Departure flight from Buffalo Niagara International Airport to JFK Airport (Delta)

6:45 PM

Departure JFK to Australia, Monday, May 18th QF18



2015/16 Events Framework & Activation Plan

A Division of Empire State Development

5/12/2015



2014: WHAT WE ACCOMPLISHED

- Presence at 50 NYS events in 20 counties
- Created a Mobile Visitors Center and concierge service (aka “The Pod”)
 - providing thousands with NYS destination, attraction, and vacation recommendations
 - collected 5,000 email addresses from people who want to hear from ILNY
- Bolstered a realization that New York State has world class attractions
 - used digital, interactive content, video, and large format photography to showcase offerings and complement printed materials
- Put a face to the I Love NY brand and campaign, making a striking impression that NYS cares

THE RESULTS: we successfully stimulated the intent to travel

- 67% who visited our booth got **new ideas about places to see and go** in New York State
- 67% are **highly likely to plan a NYS getaway** or recommend one to a friend

2014 KEY LEARNINGS

- **Larger events** provided opportunity for more visitor reach.
- **Staff impacted the quality of engagement, number of interactions and overall credibility of information.**
- **Content is key to selling all the State has to offer. Photos sold attractions.**
- **Higher interest in travel information at the start of the season(s).** May, June, part of July and September.

2015 APPLICATION:

- **Focus on fewer but larger events with high attendance numbers**
- **Increase footprint and staffing at each event to maximize reach**
- **Train staff to be experts in New York State travel**
- **Customize the content for events; increase digital content**
- **Heavy up schedule leading into summer and fall**
- **Make it FUN for visitors**



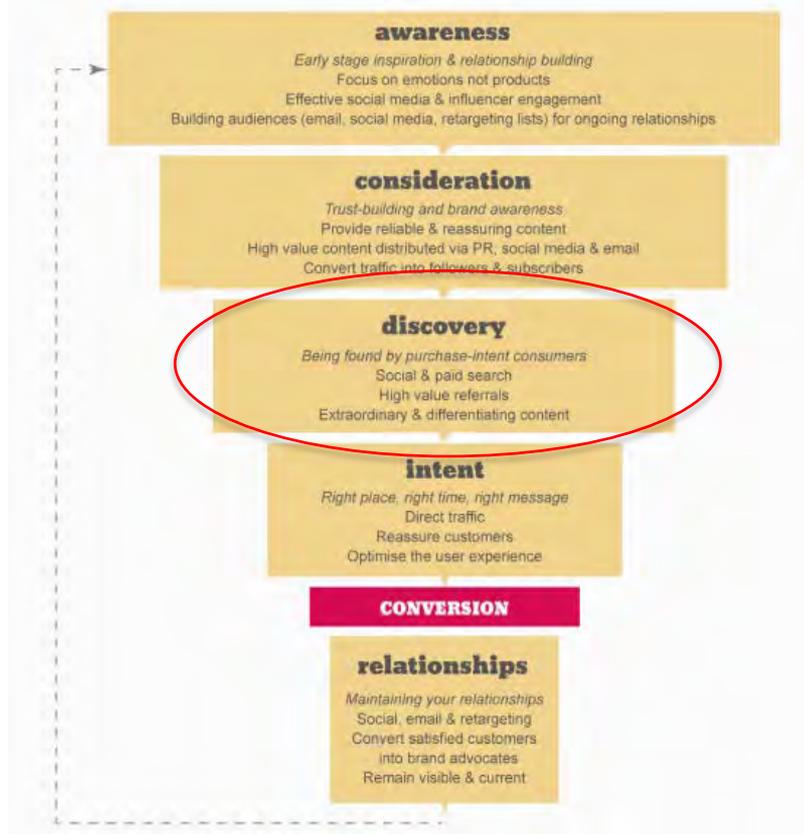
2015 PLAN

Consumer Journey

In the consumer journey, events finds its place in 'discovery'.

In our mission to inspire travel, we aim to help visitors discover and explore the New York they may not otherwise know, driving the next step in the funnel - intent.

In 2015, we will sharpen our focus on broadening consumer knowledge of NYS gems, giving them the impetus to travel.



The Approach: Find What You Love

Visitors often need more than inspiration, they need direction.

For those not quite sure where they're headed, we'll help them find their way.

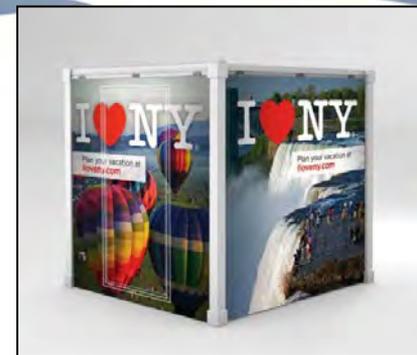
The path to discovery will begin with fun, interactive and engaging activations.



Home Base

The “Pod” serves as a New York State mobile visitors center.

- The 2015, we’ve expanded it’s footprint, and made it more inviting with multiple points of interactions, allowing us to further engage consumers.
- Whether it’s open and active or closed and traveling, it acts as a moving billboard for NYS.



Find What You Love: Build Your NYS Bucket List

- A large touch screen will feature an interactive map of NYS. Visitors will select areas of interest and a location they'd like to explore.
- Icons will appear on the map indicating locations and a touch of the icon will uncover attraction information.
- Visitors will be able to add the attractions to their personal bucket list and have it emailed when they've finished exploring.



Social Photo Fun

- Visitors will pose for a photo and then step over to a screen where their image is superimposed over an unnamed location somewhere in NYS.
- The user then has to guess their location via touch screen, creating a more fun engagement.
- All visitors will receive their photos via email and be encouraged to share it via social platforms.

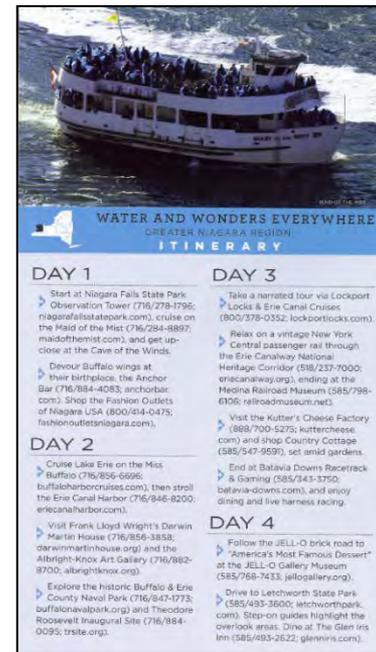
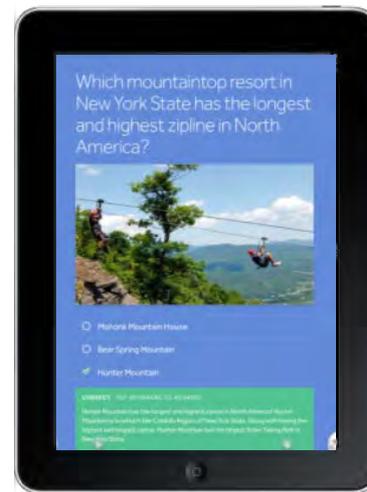


NYS Trivia Challenge

- Trivia games proved to be a very successful tool for discovering what our great State has to offer. We're creating more versions of the game, customized to event themes and lines of interest.
- Email capture will also be added to the game, allowing for an easier and more cohesive method of collecting email addresses.

Great Itineraries

- To compliment our digital exploration tool, we'll produce a series of printed itineraries that are regionally focused giving visitors a clear sense of how to build a great getaway.



Event Selection Process

Based on our 2014 learnings, events were vetted and selected using 3 primary criteria:

- **Reach** – minimum attendance of 50,000 and upwards of 300,000
- **Receptivity** – events with highly engaged audiences (based on our 2014 experience)
- **Relevance** - events in settings appropriate for travel-related discussions

Additional Factor:

- **Dates** – more events at beginning of season/s; preferably no overlapping events

**WE LOOK FORWARD TO A
SUCCESSFUL TOURISM SEASON!**

The New York Racing Association



New York Racing Association

- The Finest Racing in America
 - 250 days of live racing
 - 1.7 million attended a NYRA track in 2014
 - \$2.5 Billion in Handle



New York Racing Association

- Belmont Stakes Racing Festival
 - 3 days: June 4-6
 - 17 stakes races
 - \$10 million in purses
- Enhanced Guest Experience
 - Post-Race Concerts – O.A.R. and Goo Goo Dolls
 - \$5 Million in transportation upgrades
 - Enhanced WIFI, Cellular Service
 - Improved hospitality and concession menus



New York Racing Association

- Stars and Stripes Festival
 - July 4
 - International Racing Festival
 - 6 Stakes Races
 - \$3.8 Million in Purses
- Packaged with the BSRF
 - Free general admission provided

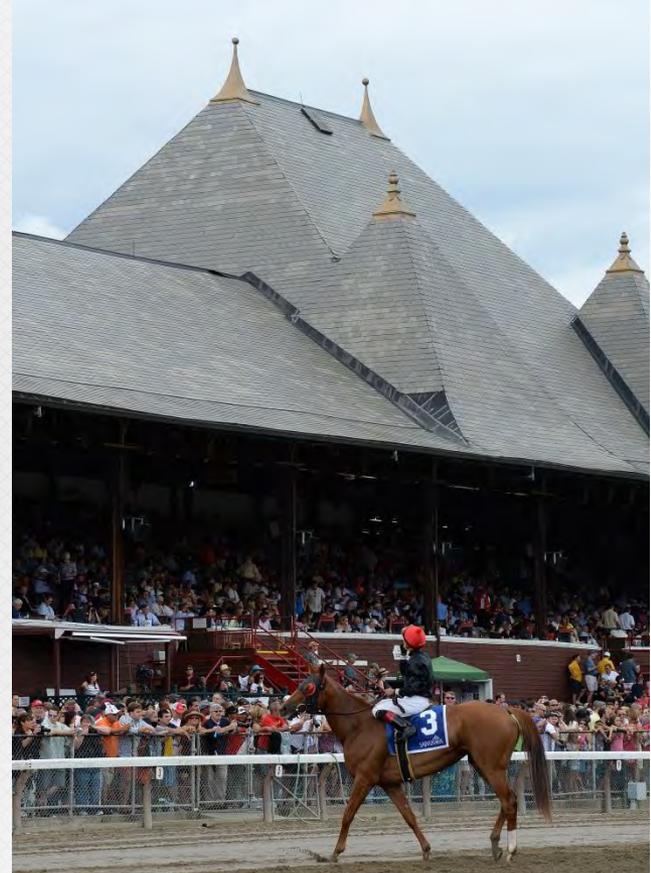



**STARS & STRIPES
FESTIVAL**
SATURDAY, JULY 4, 2015



New York Racing Association

- Saratoga
 - July 24-September 7
- Key Racing Dates
 - Whitney Day: August 8
 - Travers Day: August 29
- Special Events
 - Family Mondays
 - NY Wines Thursdays
 - NY Craft Beer/Cider Fridays
 - Taste NY Sundays
 - Fabulous Fillies Day, Aug 13



New York Racing Association

- Whitney Day

- Saturday, August 8
- 5 Stakes Races
- 2+ million in purses



- Special Events

- Live National Anthem Singer
- Live entertainment
- Fan of the Day Prize
- Fashion Saturday
- Tee-Shirt Gun
- Mascot Appearance



New York Racing Association

- Travers Day
 - Saturday, August 29
 - 7 Stakes Races
 - \$6+ million in purses
- Special Events
 - Live National Anthem Singer
 - Live entertainment
 - Fan of the Day Prize
 - Fashion Saturday
 - Tee-Shirt Gun
 - Mascot Appearance



SARATOGA



New York Racing Association

- Digital Platforms
 - NYRA.com
 - Enhanced wagering interface
 - HD Video
 - NYRA.com accounts

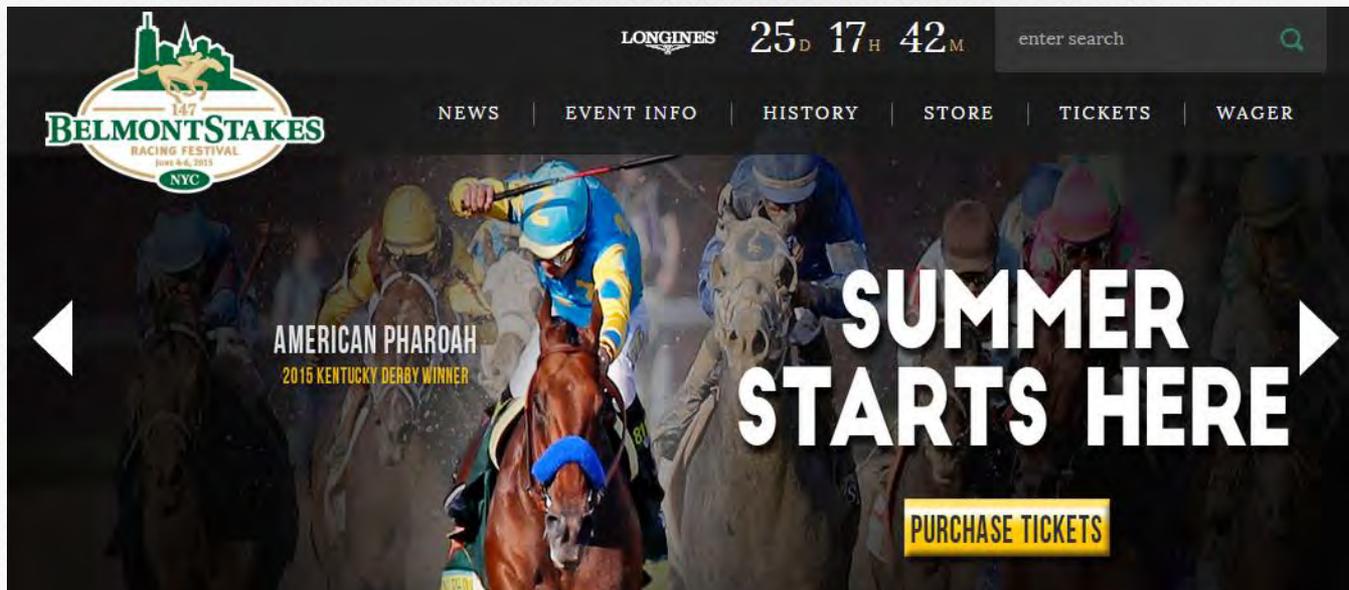


The image shows a screenshot of the NYRA website. At the top, there is a navigation bar with the NYRA logo on the left and three track logos: AQUEDUCT, BELMONT PARK (NOW RACING), and SARATOGA. To the right of the track logos are input fields for Username and Password, a Log In button, and links for 'Forgot your password?', 'Live Chat', and 'Join Now'. Below the navigation bar is a green menu bar with links for RACING INFO, HORSEMEN, NEWS, GENERAL INFO, TICKETS, HANDICAPPING, HD VIDEO, and WAGERING. Below the menu bar is a promotional banner for the 'ROAD TO THE TRIPLE CROWN' featuring a photo of American Pharoah. The banner text reads 'ROAD TO THE TRIPLE CROWN' in large white letters, followed by 'GET \$100 SIGN-UP BONUS' in yellow and a red 'JOIN NOW' button. A disclaimer at the bottom of the banner states: '*Must sign-up for NYRA wagering account and bet \$100 within 30 days.'



New York Racing Association

- Digital Platforms
 - BelmontStakes.com
 - Redesigned site with modern feel



New York Racing Association

- Digital Platforms
 - Social Media
 - Facebook: 50,300 fans – up 33% from 2014
 - Twitter: 22,888 followers – up 35% from 2014
 - Instagram: 5977 users – up 64% from 2014

