



## Tourism Advisory Council Meeting Minutes

*"Draft – Subject to Board Approval"*

**Date:** Wednesday May 15, 2015

**Location:** 633 Third Avenue, NYC and 625 Broadway, Albany

**Attendance:**

TAC Members

**NYC:** Cristyne Nicholas, Irene Baker, Nancy Elder, John Ernst, Gail Grimmett, Tom Mulroy, Alexandra Stanton, Elinor Tatum, Thurman Thomas

**Albany:** Jan Chesterton, Dan Fuller, Spike Herzig

**Phone:** Michael Johnson, Alana Petrocelli, Assemblywoman Marge Markey, Senator Betty Little

ESD / NYS Staff

**NYC:** Gavin Landry, Executive Director of Tourism; Ross Levi, Vice President of Marketing Initiatives; Lisa Soto, Tourism Project Associate; Rowena Sahulee, Director of Tourism Marketing, Licensing & PR; Lizete Montiero, Sr. Director of Event Marketing; Ken Wong, Director of Special Events, Tom Regan, ESD Associate Counsel; Liz Fine, ESD General Counsel, Ying Xu, Tourism Intern

**Albany:** Jamin Clemente, Tourism Executive Assistant; Chyresse Wells, ESD Deputy Press Secretary

**Phone:** Markly Wilson, International Tourism Director

TAC Guests

**NYC:** Melanie Klausner, M.Silver/Finn Partners; Randall Bourscheidt, former TAC member; Rob Mitchell, jetBlue Airways; Madeline Grimes, Freedom Spark; Sally Minard, Freedom Spark; Lynn LaRocca, NYRA; Erin King Sweeney, jetBlue Airways; Patty Ornst, Delta Air Lines

**Albany:** Kevin Bromer, NYS Business Council

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

**I. Approval of minutes - Cristyne Nicholas**

- Motion to approve by Tom Mulroy
- Minutes approved with a second by Elinor Tatum

**II. Chairman's Report - Cristyne Nicholas**

- Thank you for all for your continued support and for being here today and in Albany.
- We would like to welcome back Gavin Landry, who has been in China along with some of our partners, doing a great job spreading the message about NYS.

**III. Executive Director Report - Gavin Landry**

**A. China Sales Mission (see attachments)**

- Last year, we opened an office in China in four cities. Then we created China Ready Workshops. We brought in tour operators, trade, and media from China to do workshops in three different New York cities and to do business-to-business meet and greets with the partners in those regions.
- The next natural follow up was for us to travel to China on our first sales mission, with the goal of helping the state and city go after the global share of travel from this market. The effort is also part of the governor's Global NY initiative.
- We had 220 appointments in all three cities. (see attachments)
- When we did the audit last year in China, there were zero NYS based products - it was all NYC. Now there are 21 products being offered by 12 tour operators, 9 of whom we brought here, so we can directly attribute it to our efforts.
- We did a product launch in December, to introduce these products along five different themed itineraries and that is what we talked about when on the trip.
- We met with our airline partners in each city.
- The media thought it was a great show of support for the importance of this travel market.
- Many of you know that the governor has announced he is going to lead a China Sales Mission in the future. We hope to help make sure there is a tourism aspect to that trip.



**Empire State  
Development**

Alexandra Stanton:

- Did you find that in the course of the appointments that this was new information or did you find that your team was dispelling myths? What is the general sense of your appointments?

Gavin Landry:

- We discovered a new generation of Chinese travelers that actually want to get immersed more deeply and see more. It is a big change in Chinese travel- more millennial driven, unbundled, and leading edge.
- The big challenge we have is that the easiest thing for tour operators to do is sell the same thing repeatedly because of the demand. We talked to them about more authentic and unique experiences and making that the differentiator because everybody else is selling cookie cutter.
- We are also working with our airline partners to develop even more insight and intelligence about the originators and the folks who are working with them.

Alexandra Stanton:

- Any thinking around the real estate buying trips to NYC from China? Is it worth having some conversations with the Chinese officers of the American real estate agencies?

Gavin Landry:

- There are a number of developments being discussed. We will investigate further.

#### **B. Australia Road Show (see attachments)**

- We opened an office in Australia in January.
- Last year 700,000 Australians came to NYS without much help from us.
- We did an audit and found zero upstate products in the Australian travel market.
- We have to build content, relationships, and product, and we have to get the media involved. We have a group of about 20 folks from Australia working their way through the state. We let our market suppliers tell us the best spots and who is most receptive to this travel market.
- Tomorrow morning we will welcome the group in Albany to open up our Australia Ready Workshop and learn the travel behaviors and distribution channels specific to Australians.
- We will have an Australian expert speaking and there will be a B to B with the airlines and the tour operators that are with us. Our hope is we will then start to see product come online.
- This is another initiative that came from the 2014 Tourism Summit.

Randy Bourscheidt:

- In my travels, I have seen imitations of the ILOVENY logo with other locations on tee shirts, bags, etc. So when you go to China and you go to Australia, is there a way lay claim to the original brand, making it seem powerful, authentic and not diluted by all the imitation?

Gavin Landry:

- We had a conversation yesterday with Brand Sense, who we our new licensing agent. Historically we have been very souvenir oriented and we are not going to stop that, but we are looking into a different licensing approach. In the international markets, we do have the opportunity to define the brand more than we have domestically.

#### **C. Industry Engagements – Gavin Landry and Ross Levi**

Gavin Landry:

- Media Night - Cristyne led our Summer Media Night at the Automobile Museum. We had 50 - 60 media. The theme was Roadscapes in NYS and it was very well executed. Our strategy with Media Nights is to go to unique locations that are easily accessible and would be desirable for journalists.
- NYSHTA Conference - Jan Chesterton invited me to open up the conference at the Sagamore, giving us an opportunity to update more of our stakeholders.

Ross Levi:

- Empire State Tourism Conference - This was the culmination of the NYS Tourism Industry Association's first year as a combined organization. We gave an update on ILNY and participated in a workshop on segment marketing. Kelly Baquerizo from our Albany office spoke about Market NY, and sat on a panel about funding opportunities. It was great event, with hundreds of people there over three days.

- Museum Association of New York Conference (MANY) - Gavin and I spoke at their conference luncheon, where they have had real growth over the last year. We also put together a workshop called "Tourism and Museums, a Perfect Partnership."
- LGBT Week – Tourism and Hospitality Day – Hosted by CMI, pretty much the preeminent national LGBT market research firm. They used to have a day in NYC every year where they talked about marketing. This year they expanded it to a week, and had one day specifically on tourism and hospitality. They invited me to present on ILOVENY LGBT as a case study.

Gavin Landry:

- MANY had about 400 folks that attended the plenary. This is the grassroots industry relations work that had been missing for a long time. People appreciate knowing that there is a fully integrated tourism plan, that we are working with them, and that we are accessible and that's what we get when we go out to these industry events. It really allows us to show our stakeholders what Governor Cuomo, Cristyne, Thurman, and all of you have supported.

#### **D. Eagle Academy ski trip**

- Elinor and I discussed ways to build outreach and to develop new potential tourists, looking at the lifetime value of customers - intercepting early and turning them into a skier or skater.
- One of the first initiatives was for us to work with a school called the Eagle Academy.

Markly Wilson:

- A few years ago, research was done on the zip codes of the majority of people who are in prisons in NYS. As a result, Eagle Academy was created for at risk kids in those zip codes.
- In conjunction with the Ski Areas Association of New York, we arranged a bus of students, teachers, parents, and siblings to go to Hunter Mountain to learn to ski for a day. 99% had never skied before and they had a wonderful time not only skiing but also doing an activity together as a family. It opened the eyes of the kids and their families to the possibilities of enjoying the tourism assets of NYS. We are developing an essay competition for them and will continue to work to expose similarly situated kids to the great activities of NYS.

Elinor Tatum:

- The Eagle Academy was so pleased with the experience and is interested in continuing and figuring out how to get more students involved.
- Their rewards essay contest is going to be great. We want to get them on a camping trip, fishing on the Long Island Sound, or going up to Cooperstown to the Baseball Hall of Fame.

### **IV. Subcommittee Reports**

#### **A. Hospitality and Infrastructure - Jan Marie Chesterton**

- We have had three conference call meetings since December. Our goal early on was to identify ways to encourage investors and developers to create lodging in areas where it is needed. We currently have a first draft advisory with some recommendations and ideas, and are nearly ready to pass it around to our subcommittee for culling down. We will probably circle back early fall.

#### **B. Aviation and Transportation - Gail Grimmett**

- Our last meeting had a lot of conversation. So we had a separate follow-up call with Gavin, Ross, Patty, Lisa, and myself to figure out how to tackle this.
- We are putting together an informal survey instrument with some pre-populated information around things like air service, rail access, etc. We will then send that template out to each of the different regions to add region-specific information and identify up to three transportation or infrastructure needs that they feel are necessary to address within their region.
- Once we get all the templates back, we can look across the regions and see if there are similar issues that can be addressed, and/or where there are gaps that may have to be addressed separately.

#### **c. Sports and Special Events - Thurman Thomas**

- We met on May 5 at Madison Square Garden with NYS regional sports commissions / offices and CVBs. The meeting was hosted by Irene Baker who offered a tour of MSG afterward.
- These groups have been working independently to bring sporting events to their regions and want to have a strong visible statewide presence at trade shows, as other states have. They would like to form a statewide alliance, and are looking for guidance and support from ILNY.

- The groups present included representation from the Buffalo Sports Commission, Albany County CVB, Monroe County Sports Commission, the Long Island and Sports Commission, NYC and Company, Greater Binghamton CVB and the Syracuse CVB.
- They gave us an overview of the regional assets, as well as some obstacles, which include high vendor fees for some of the locations, which can be much higher than other states.

Gavin Landry:

- It also seemed like some of the other states have relationships that they have leveraged with their State Universities. Maybe that is an opportunity where we can assist?

Thurman Thomas:

- It seems that there is a disconnect with local governments to negotiate these fees. There is also lack of funding for long term planning and they need help. I brought back some of the literature that show what other commissions are doing in other states.
- We should probably select a TAC representative to speak with the SUNY Chancellor about what can be done and see if some changes can be made.

Cristyne Nicholas:

- Maybe we need to put together a letter to the chancellor. She has been very supportive of Start-Up NY and this is another opportunity for economic development.

Alexandra Stanton:

- Is there a document that lists pricing for SUNY facilities in comparison to other states? Something showing how much SUNY facilities cost and how that can lead to lost business.

Thurman Thomas:

- There was talk about that at the meeting. Examples of bids for \$20,000 that ended up going to locations with bids of \$6,000 or \$8,000.

Gavin Landry:

- The bid fee for International Ironman is about \$300,000.
- Lake Placid is getting some funding from the state to help. However, it is more than the bid fee, they also have to out compete everybody else that's in there.

Alexandra Stanton:

- Beyond bid fees there should a cited rental fee which is easily discernable.

Cristyne Nicholas:

- Similar to hotels, when you want to rent a banquet hall, there is a booklet, which has rates for different quarters.

Gavin Landry:

- Thurman did ask for an inventory of the state's assets, which is the next step for the committee. It has to say by region who is best suited for what, what the facilities are, etc.

Thurman Thomas:

- The local groups are looking forward to trying to bring many more sporting events to NYS. Our next steps were sent out to the committee and we will follow up from there.

## **VI. Special Guest: NY Racing Association Lynn LaRocca (see attachment)**

- We run the thoroughbred racing circuit in NYS - Aqueduct, Belmont, and Saratoga.
- Thoroughbred racing is a very important industry in NYS, with an economic impact of over \$2.1 billion creating about 17,000 jobs.
- Saratoga alone generated \$237 million in economic impact. It equates to almost 2,600 jobs, which is a 30 percent job growth since 2011, and \$14.2 million in tax revenue for the city, county, and state.
- We have 250 days of live racing that run throughout NYS. We had 1.7 million people visit a NYS track in 2014 and spend \$5 billion. We had a 102,000 people at last year's Belmont Stakes, with California Chrome. That was also viewed by 26 million people on NBC.
- Hopefully after this weekend at Preakness, we might have another Triple Crown race coming up in about three weeks here in NYS with American Pharoah, the winner of the Kentucky Derby.
- We look forward to Belmont Stakes Racing Festival. This is the first year we are doing three days, June 4th through 6th, Thursday through Saturday. We have 17 stakes races and concerts. We are also partnering with our friends at the Jockey Club and hosting the Pan American Racing

Conference for the first time in New York during the Stakes. We are getting over 300 people from South America to be involved in roundtables regarding the Thoroughbred industry and will take them around New York.

- We are doing \$5 million in transportation upgrades through the LIRR. We have enhanced WiFi and are going to cap attendance at 90,000 because guest experience and safety are critical.
- Then we go into Saratoga on July 24th and end on Labor Day, September 7th. There are special events every day and we will continue to partner with Taste NY and New York vendors.
- We are working closely with Gavin and the team because really want to further tourism in NYS.

Cristyne Nicholas:

- The fact that you're capping the attendance this year, would you consider allowing racing fans to watch the race live like on simulcast at Saratoga or at another venue?

Lynn LaRocca:

- We have a beautiful facility called Longshots at Aqueduct. We put over \$1 million in enhancements and it will have live simulcasts. Saratoga is not ready because it is too cold now.

Tom Mulroy:

- I recently noticed that the USTA generated over \$700 million just for the TV at the U.S. Open. They reinvest that money to promote the sport around the country, for example with a \$100 million youth training center in Central Florida. Someone donated 85 acres of land and they are putting that money back into the facility. The USTA said they were looking for a northeast venue as well for a youth training center. They also seek sponsorship from companies like Gatorade and Wilson. Because USTA generates a great deal of money in NYS, we seem like a strong candidate to house such a facility, perhaps with a similar public / private partnership of someone donating land.

#### **V. Summer Event Strategy - Lizete Monteiro (see attachment)**

- Before we get into the actual plan for 2015, I just wanted to recap what we did in 2014:
  - We had presence at 50 events across the state
  - We created a mobile visitor's center, which we refer to as our "pod"
  - We collected 5,000 e-mail addresses from people
  - We successfully stimulated the intent to travel in NYS
- Key takeaways:
  - Larger events provided the opportunity for more visitors.
  - Staff impacted the quality of engagement and overall credibility.
  - The content that we had to offer was really a key in selling attractions.
  - There was a higher interest in travel conversations at the start of the season.
- This year we are going to focus on fewer but larger events with very high attendance numbers.
  - We are increasing our footprint and staffing at each event to maximize reach.
  - We are training our staff to be experts in NYS travel.
  - We are going to customize the content by events.
  - We are loading the schedule leading into summer and fall, rather than later in the seasons.
- Our mission is to get people's attention and inspire travel.
- Our overall approach for our activations we internally call, "Find what you love." We think visitors sometime need a little more inspiration and direction, so we are creating an activation that helps.
- We want as many emails as possible, with having people sign up for our newsletter.

Alexandra Stanton:

- I would think that email addresses acquired by other state agencies could all receive an email asking if they would like to receive ILNY newsletters. The State Department of Ed, the Parks Department, and others have email lists. There's no reason they couldn't get an e-mail asking whether they want to opt in since list acquisitions is often expensive.

Thomas Regan:

- I have made a note to investigate.

Lynn LaRocca:

- I would love to offer up the NYRA email list. We have probably about 125,000 people on it and we send out emails regularly. I would be happy to put banners or links.

Cristyne Nicholas:

- Have you thought about finding another way to distribute itineraries? For travel agencies as they are booking trips, they are not going to give a suggested itinerary unless it is right in front of them.
- In addition, can you send out an email of the various events that I Love New York supports?

Alexandra Stanton:

- How do TAC members participate in event activations? What kind of interaction do you want?

Cristyne Nicholas:

- We definitely want you to come because you are the spokespersons for tourism. If you are able to attend something where we have a booth, it would be helpful.

Lizete Monteiro:

- Most events are on the weekends, so we are bringing the pod down to NYC during the week to parks and farmers markets.

## **VI. New Business**

Dan Fuller:

- We are opening a Wake Park on Bristol Mountain and hope to have it completed in four weeks.
- It is a two-cable system on the lake, the first installation in NYS and the first in the northeast. There are only 14 of these systems in the country, although it's very popular in Europe. There is a small two-tower system for beginners to learn how to water ski, wake board or kneeboard. The five-tower system goes around the entire perimeter of the lake, which is about 26 acres. People will be able to maneuver through jumps and different features as they become more accomplished, just as if they would in a snowboard park.
- We are very excited about it. It brings an activity to a huge population now that never had access before because prior you had to own a boat or have a cottage on the lake in order to enjoy it.

**Meeting adjourned:** 12:25pm

- Motion by Alexandra Stanton
- Second by Elinor Tatum



**ILNY China Sales Mission**  
**Post-Event Report**  
 Beijing, Shanghai and Hangzhou  
 March 25-27, 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 order 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 Beijing and Shanghai.
- 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 information and product details.
- 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.
- China reported the NYS China roadshow as a hot event and so far we had collected over 20 National media reports, 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 works**

- 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.



**ILNY China Sales Screens**

- Registration Desk



- Presentation Rooms



- 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**

- Pop-up banner



- 1 Love New York video



- Backdrop Panel



- One-on-one Meeting Rooms



- New York State New Product Brochure

ILNY China Representative Office published the "2015 NYS China Sales Mission Brochure" in Chinese. The brochure is available in Chinese and English to almost 300 Chinese Tour Operators and travel agencies in the three cities- Beijing, Shanghai and Hangzhou.

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.



Photos



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



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

Attendees



Beijing



Shanghai

Group photos



Shanghai

**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 raised 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**



No	Media	Headline	Date	City	Ad Equiv. (USD)
1	Beijing Evening News	NYS holds a road show in China for the first time	2015-03-24	Beijing	1,976.64
2	The Beijing News	NYS launches a road show in China for the first time	2015-04-01	Beijing	2,577.6
3	Internet.net	NYS launches a road show in China for the first time	2015-03-15	Beijing	1,600
4	Ifeng.com	NYS launches a road show in China for the first time	2015-03-24	Beijing	4,800
5	Gmw.cn	NYS launches a road show in China for the first time	2015-03-24	Beijing	3,200
6	wang1314.com	NYS launches a road show in China for the first time	2015-03-24	Beijing	1,600
7	Bjg.com.cn	NYS launches a road show in China for the first time	2015-03-24	Beijing	1,600
8	Hanjiandaily.com.cn	NYS launches a road show in China for the first time	2015-03-24	Beijing	1,600
9	163.com	NYS launches a road show in China for the first time	2015-03-24	Beijing	4,800
10	Xinhuanet.com	NYS launches a road show in China for the first time	2015-03-24	Beijing	4,800
11	Xinhun.cn	NYS launches a road show in China for the first time	2015-03-24	Shanghai	3,200
12	ChinaDaily.com.cn	NYS launches a road show in China for the first time	2015-03-24	Beijing	1,600
13	Jialiy.com	NYS launches a road show in China for the first time	2015-03-25	Shanghai	1,600
14	Yoww.com	NYS launches a road show in China for the first time; promoting sufficient tourism resource	2015-03-25	Guangdong	3,200
15	Ttghchina.com	NYS launches a road show in China for the first time; promoting four main routes	2015-03-25	Shanghai	1,600

This report is prepared by: Rachel Ren

16	Chiguu.cn	NYS launched a road show in China for the first time successfully to promote tourism resource	2015-03-31	Hebei	1,600
17	Heuniv.com	New actions of outbound tourism	2015-04-01	Beijing	4,800
18	Qq.com	NYS 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
<b>Total</b>					<b>55,754.24</b>

**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.



Beijing Evening News

One of the most read newspaper in Beijing with large circulation

China Daily is the largest Chinese newspaper in the world





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.

**Tourist MacKenzie-Childs**

**MacKenzie-Childs, LLC**  
3260 State Route 90, Aurora  
315-564-6618  
[www.mckc.com](http://www.mckc.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**

**Rowland House**  
391 Main St, Aurora, NY 13026  
315-384-8888  
[www.lincsffairora.com/rowland-house/](http://www.lincsffairora.com/rowland-house/)

The distinctive lines of Aurora... Steeped in history, restored to luxury, where graciousness means the Rowland House, is the newest of the Inns of Aurora, open to the public on Wednesdays from 10:00am to 4:00pm. The house was built in 1820 and was the first of the Inns of Aurora Inn, E.R. 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 Canning Museum of Glass**

**Canning Museum of Glass**  
1 Museum Way, Canning, NY 14830  
(607) 937-5371  
[www.cmg.org](http://www.cmg.org)

**Dinner & Brewery stop in Hammondsport**

**Overnight in Finger Lakes Region**

**Radisson Hotel Canning**  
125 Denton Parkway East  
Canning, NY, 14830  
716-633-3333  
[www.radisson.com/hotels/usa/ny/canning-radisson-hotel](http://www.radisson.com/hotels/usa/ny/canning-radisson-hotel)

5:00PM



**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:**

- an Main 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
- Renaissance National Historic Site
- Visit (and sample) one of the many new breweries that have opened in Buffalo in the past 12-18 months.

**Overnight in Buffalo/Niagara Falls**

**Courtyard Marriott Buffalo Downtown Canalside**  
1718 Main Street, Buffalo NY 14203  
(716) 830-9886  
[www.marriott.com/hotels/travel/bufflkc-courtyard-buffalo-downtown-canalside/](http://www.marriott.com/hotels/travel/bufflkc-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**

**Sofitone's Italian Garden**  
6461 Transit Road, Depew, NY 14043  
[www.sofitones.com/italian.html](http://www.sofitones.com/italian.html)

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

12:00 PM

1:25 PM

6:45 PM

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

**Departure JFK to Australia, Monday, May 18th QF18**

Division of Tourism | 633 Third Avenue, 36<sup>th</sup> Floor, New York, NY 10017 |

(212) 803-2218 [www.nyoffice.com](http://www.nyoffice.com)

Division of Tourism | 633 Third Avenue, 36<sup>th</sup> Floor, New York, NY 10017 |

(212) 803-2218 [www.nyoffice.com](http://www.nyoffice.com)

## The New York Racing Association



THE NEW YORK RACING ASSOCIATION, INC.

## 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



THE NEW YORK RACING ASSOCIATION, INC.

## 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



THE NEW YORK RACING ASSOCIATION, INC.

## 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



THE NEW YORK RACING ASSOCIATION, INC.

## 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



THE NEW YORK RACING ASSOCIATION, INC.

## 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



THE NEW YORK RACING ASSOCIATION, INC.

## 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



THE NEW YORK RACING ASSOCIATION, INC.

## New York Racing Association

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



THE NEW YORK RACING ASSOCIATION, INC.

## New York Racing Association

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



THE NEW YORK RACING ASSOCIATION, INC.

## 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



THE NEW YORK RACING ASSOCIATION, INC.



## 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**

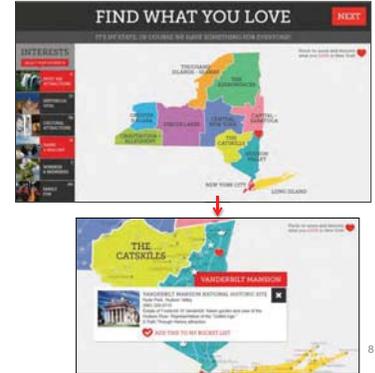
The "Pod" serves as a New York State mobile visitors center.

- 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.

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

# New York State Sports Commissions



May 5, 2015

Madison Square Garden, NY, NY



# Albany County Convention & Visitors Bureau

- Gina Mintzer, CMP, MHA - Director of Sales



# Albany Assets/Obstacles

- Assets
  - Colleges / Universities, national recognition, NCAA events
  - Proven sports destination / high ticket sales for national/regional events
  - Recession-proof annual youth sporting events
  - Location within the State
  - Tournament services / attendance-building marketing
- Obstacles
  - Bid fee monies
  - High cost of State University facility/no customer service
  - County/City/Town Facilities not willing to work with CVB



# Venues

- Times Union Center
- Siena College
- University at Albany
- Hudson Valley Community College
- Local high schools, middle schools – gyms, soccer-baseball-softball
- Ice hockey facilities
- Babe Ruth/Cal Ripken baseball fields



# Visit Buffalo Niagara and Sports Commission

Peter Harvey

Director of Sports Development

buffalo  
niagara  
sports  
COMMISSION



# Buffalo Assets/Obstacles

- **Assets**
- Buffalo has become a hotspot in recent years for college and amateur athletic tournaments, from USA Hockey to the first and second rounds of NCAA men's basketball.
- The Sports Commission assisted in attracting and hosting 169 events in 2014 for an economic impact of nearly \$62 million
  
- **Obstacles**
- Funding
- Facility availability



# Venues

- Northtown Center at Amherst
- Harborcenter
- Burt Flickinger Center
- University of Buffalo
- Riverworks



# Greater Binghamton Convention & Visitors Bureau

- Judi Hess- Tourism and Special Events Manager



# Binghamton Assets/Obstacles

- **Assets**

- Greater Binghamton has a long history of hosting sports from professional to amateur. The Greater Binghamton CVB has hosted events from the local level all the way to the national sports stage. The Empire State (Summer games), ILOVENY Cup Gymnastics, US Lacrosse, AJGA, are some events that has been hosted in Binghamton.
- In 2014 the economic impact of sporting events in Greater Binghamton was in excess of \$14 million.

- **Obstacles**

- Bid fee's
- Steady funding for long term planning



# Venues

- BAGSAI Softball Complex
- Binghamton University
- Broome-Tioga Sports Complex
- Chenango Ice Rink
- The Edge Indoor Sports Complex
- Floyd Maines Veterans Memorial Arena
- Golf Courses
- Greater Binghamton Sports Complex
- Grippen Park BMX
- SUNY Broome Ice Center



# Long Island CVB & Sports Commission

- Jennifer Rothman-Sports Sales Manager



Long Island Convention &  
Visitors Bureau



# Long Island CVB & Sports Commission

- **ASSETS**

- Becoming part of the CVB back in 1998 for the Goodwill Games, Long Island Sports Commission has hosted numerous sporting events from youth to professional. Home of the 2002, 2004 & 2009 US Open Golf Championships, and the Belmont Stakes, Long Island has a lot to offer as a sports destination
- Plenty of facilities to accommodate all different types of events

- **Obstacles**

- Funding
- Bid fees
- Communication with County Executives
- Lack of availability and high cost at Colleges/Universities
- No Convention Center



# Venues

- Multiple Colleges/Universities
- State/County Parks
- Nassau County Aquatic Center
- 3 2-sheet Ice Rinks
- Nassau County Veterans Memorial Coliseum
- Private/Public Golf Courses
- Mitchel Athletic Complex
- Baseball heaven- Baseball Athletic Complex

# Monroe County Sports Commission

- Scott Bell
- Richard Mackey



taking sports to  
**MONROE COUNTY**  
to new heights!



# Monroe: Assets/Obstacles

- The Rochester/Monroe County area is nationally recognized for being a successful sports capital largely because of its community-based participation. Rochester/Monroe County residents enjoy a high quality of life and prosperity as the result of the efforts of the Sports Commission.





NYC & COMPANY  
April 2015



# NYC: A CRUCIAL SPORTS MARKET

- Home to **14 professional sports teams**, more than any other metropolitan area in the US
- An average of **515 professional and over 1,000 collegiate contests** take place in NYC annually
- Over **800** athletic fields, **550** tennis courts, **66** public pools, **48** recreational facilities, **14** golf courses and **14** miles of beaches.
- Host of top international sporting events: **US Open (tennis)**, **ING New York City Marathon**, **Adidas Grand Prix**, the **Belmont Stakes**, **Wrestlemania 2013**, **2013 MLB All-Star Game**, **2014 Super Bowl** and **2015 NBA All-Star Game**.
- A diverse population of residents from over 100 countries and all 50 states that supports a broad range of sports: **Dragon boat races in Queens**, **Gaelic Games in the Bronx**, **cricket in Brooklyn**, **rugby in Manhattan** or **mountain biking on Staten Island**.

# SPORTS MARKETING DEPARTMENT

## NYC & COMPANY

- Attracts sporting events to the New York City area and maximizes their impact on the City's hospitality industry
- Promotes New York City as a top destination for sports tourism
- Maintain relationships with professional, collegiate and high school athletic organizations and teams
- Manage the NYC Mayor's Cup sports series
  - 10 events featuring the best high school athletes from across the five boroughs in the following sports:
    - Basketball, Baseball, Chess, Cricket, Cross Country, Lacrosse, Soccer, Softball, Track & Field, Wrestling



# NYC MAYOR'S CUP™

**10 SPORTS. 5 BOROUGHS. BRING IT ON.**  
NYC MAYOR'S CUP BRINGS TOGETHER THE BEST ATHLETES FROM THE FIVE BOROUGHS.

**WHO IS THE BEST IN THE CITY?**

# Syracuse Convention & Visitors Bureau

- Jeff Mickle-Sports Development Director



# Syracuse Assets/Obstacles

## Assets

- Nationally recognized University that allows us to attract NCAA events and promote our destination brand.
- Diverse venues fitting our four distinct seasons allowing us to compete for events year round.
- Strong local sporting interest groups that help with securing big brand events like IRONMAN, B.A.S.S. etc.
- Location within the state.
- Tournament services/attendance building efforts.



# Syracuse Assets/Obstacles

## Obstacles

- Financial challenges in securing events (bid fees) and facilities, and in servicing the events that are here.
- Lack of understanding and appreciation of what is accomplished by local and state leaders.
- Educating the decision makers and purse string controllers that this is a competitive environment.

# Syracuse Venues

- Syracuse University/Carrier Dome
- LeMoyne College
- Onondaga Community College
- Onondaga County Parks
- Local schools
- Oneida and Onondaga Lake



# Obstacles:

- Like a lot of the regions you will see that we all have difficulty in funding certain sporting event. This could be from paying bid fee's to bid on a certain event to funding the facility cost. Some regions do have certain "monies" that they can provide, but with some assistance, New York could host more events to help offset these costs.



# Mission

- The mission of starting a New York State Sports Alliance (NYSSA) is to represent New York State as one of the leading destinations in hosting Sporting events. The individual CVB/SC's are looking to partner together at Sports Industry Tradeshows (National Association of Sports Commission, CONNECT Sports, Sports Relationship Conference and TEAMS) to represent New York State as a whole.



# 2015 Tradeshows

- National Association of Sports Commissions (NASC)
  - April 26-30, 2015 Milwaukee, WI
    - Appointment based show with educational sessions
- Sportlinks (United States Olympic Committee)
  - August 25-26, 2015, Pittsburg, PA
    - Appointment based show with meeting with all NGB's
- CONNECT Sports (Collinson Media)
  - August 27-30, 2015 Pittsburg, PA
    - Appointment based show with Education Sessions
- Aquatics (USA water sports)
  - September 26-30, Kansas City, KS
    - Booth with no appointments (traditional tradeshow)
- Sports Relationship Conference (Sports Event Magazine)
  - October 5-9, 2015, Shreveport, LA
    - Appointment based show with Education Sessions (smaller show)
- TEAMS (Sports Travel Magazine)
  - November 9-13, 2015 Las Vegas, NV
    - All CVB's/Sports Commissions have a booth and Sport Organizers make appointments with us



# Tourism Advisory Council Meeting

Summer 2015 Program Update

A Division of Empire State Development

9/21/15

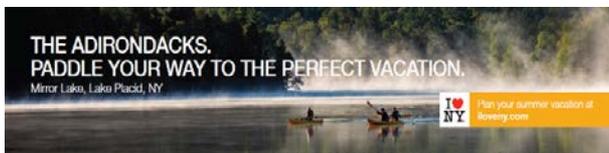


# Summer Advertising

Spanish language and agri-tourism commercials



## Adirondacks NYC bus ads



## MTA Out of Home ads



# Summer Advertising

## Weekly and Monthly Event Calendars

### New York State of mind

Make the most of your summer with these must-do outdoor activities.

- 1 THE FISH MARKET** *August 1-2*  
Experience the thrill of fishing from a boat on the Hudson River. The Fish Market is a unique outdoor dining experience with a view of the river and the city skyline.
- 2 GO TO THE BEACH** *August 1-2*  
Enjoy the sun and sand at one of the many beautiful beaches in New York State. From Long Beach to Jones Beach, there's a perfect spot for everyone.
- 3 HANGING ROCKS** *August 1-2*  
Experience the thrill of rappelling down a 100-foot cliff face. Hanging Rocks is a unique outdoor adventure for all ages.
- 4 LIVE AT THE BEACH** *August 1-2*  
Enjoy live music and dancing on the beach. The Live at the Beach series features top talent performing in a beautiful outdoor setting.
- 5 HANGING ROCKS *August 1-2*  
Experience the thrill of rappelling down a 100-foot cliff face. Hanging Rocks is a unique outdoor adventure for all ages.**

I ♥ NY For more great events and must-see attractions, visit [loveyny.com/summer](http://www.loveyny.com/summer)

### OUR TOWN

## THIS AUGUST NY STATE IS A FEAST FOR YOUR SENSES

MONTH-LONG CALENDAR OF EVENTS INSIDE!

I ♥ NY For more great New York State events and must-see attractions, visit [loveyny.com/summer15](http://www.loveyny.com/summer15)

### AUGUST EVENTS IN NEW YORK STATE

#### Weekend of AUGUST 7-9

- 1 NICHOLAS WORLD CUP FESTIVAL**  
Experience the thrill of horse racing at the Nicholas World Cup Festival. The event features top talent performing in a beautiful outdoor setting.
- 2 CHEZ-IT™ 385 AT THE GLEN**  
Experience the thrill of horse racing at the Chez-It 385 at the Glen. The event features top talent performing in a beautiful outdoor setting.
- 3 BERMAN ALPS FESTIVAL AT HUNTER HILLS**  
Experience the thrill of horse racing at the Berman Alps Festival at Hunter Hills. The event features top talent performing in a beautiful outdoor setting.
- 4 FINGER LAKES BEELING FESTIVAL**  
Experience the thrill of horse racing at the Finger Lakes Beeling Festival. The event features top talent performing in a beautiful outdoor setting.
- 5 AMERICA'S GRAPE COUNTRY WINE FESTIVAL**  
Experience the thrill of horse racing at the America's Grape Country Wine Festival. The event features top talent performing in a beautiful outdoor setting.

#### Weekend of AUGUST 14-16

- 1 BETHEL WOODS CENTER FOR THE ARTS CONCERTS**  
Experience the thrill of horse racing at the Bethel Woods Center for the Arts Concerts. The event features top talent performing in a beautiful outdoor setting.
- 2 HUDSON VALLEY RIBFEST**  
Experience the thrill of horse racing at the Hudson Valley Ribfest. The event features top talent performing in a beautiful outdoor setting.
- 3 INTERNATIONAL CELTIC FESTIVAL**  
Experience the thrill of horse racing at the International Celtic Festival. The event features top talent performing in a beautiful outdoor setting.
- 4 LAKE GEORGE MUSIC FESTIVAL**  
Experience the thrill of horse racing at the Lake George Music Festival. The event features top talent performing in a beautiful outdoor setting.
- 5 RALLY IN THE VALLEY**  
Experience the thrill of horse racing at the Rally in the Valley. The event features top talent performing in a beautiful outdoor setting.

#### Weekend of AUGUST 21-23

- 1 NY'S WOODSMAN'S FIELD DAYS**  
Experience the thrill of horse racing at the NY's Woodsmen's Field Days. The event features top talent performing in a beautiful outdoor setting.
- 2 HAMPTON CLASSIC HORSE SHOW**  
Experience the thrill of horse racing at the Hampton Classic Horse Show. The event features top talent performing in a beautiful outdoor setting.
- 3 CYCLE AWARDS**  
Experience the thrill of horse racing at the Cycle Awards. The event features top talent performing in a beautiful outdoor setting.
- 4 DICK'S SPORTING GOODS OPEN**  
Experience the thrill of horse racing at the Dick's Sporting Goods Open. The event features top talent performing in a beautiful outdoor setting.
- 5 MUST GO WISSELAAR WINE PARK**  
Experience the thrill of horse racing at the Wisselaar Wine Park. The event features top talent performing in a beautiful outdoor setting.

#### Weekend of AUGUST 28-30

- 1 SAYS THE DATE NEW YORK STATE FAIR**  
Experience the thrill of horse racing at the Says the Date New York State Fair. The event features top talent performing in a beautiful outdoor setting.
- 2 TRAVELERS RACE, SARATOGA RACE COURSE**  
Experience the thrill of horse racing at the Travelers Race, Saratoga Race Course. The event features top talent performing in a beautiful outdoor setting.
- 3 SOUTHERN COUNTY FAIR - VIA METRO NORTH ON LOVE NY BUS**  
Experience the thrill of horse racing at the Southern County Fair - Via Metro North on Love NY Bus. The event features top talent performing in a beautiful outdoor setting.
- 4 SAYS THE DATE NEW YORK STATE FESTIVAL OF BALLOONS**  
Experience the thrill of horse racing at the Says the Date New York State Festival of Balloons. The event features top talent performing in a beautiful outdoor setting.
- 5 SAYS THE DATE NATIONAL BUFFALO WING FESTIVAL**  
Experience the thrill of horse racing at the Says the Date National Buffalo Wing Festival. The event features top talent performing in a beautiful outdoor setting.

# CFA update

## Market NY

- \$12 Million in funding available
  - \$5 million working capital
  - \$7 million capital
- CFA opened May 1, 2015 and closed July 31, 2015
- 202 finalized applications were received for Market NY Round 5



# Industry Relations

## Regional Charrettes

- Meetings with all eleven vacation regions in order to align regional efforts with the state's marketing strategy.
- Learning about regional priorities and discussing the optimal role the state can play in the customer journey.



## International Initiatives

### FAM Tours, Trade Shows, and Sales Missions

- IPW Trade Show, Orlando
- UK Cycling FAM Tour
- National Geographic Magazine FAM Tour
- Underground Railroad Heritage FAM Tour
- ILNY Canada Sales Mission
- Germany Press Tour and Operator Trip
- Women Only UK Trip
- African / Dutch FAM Tour

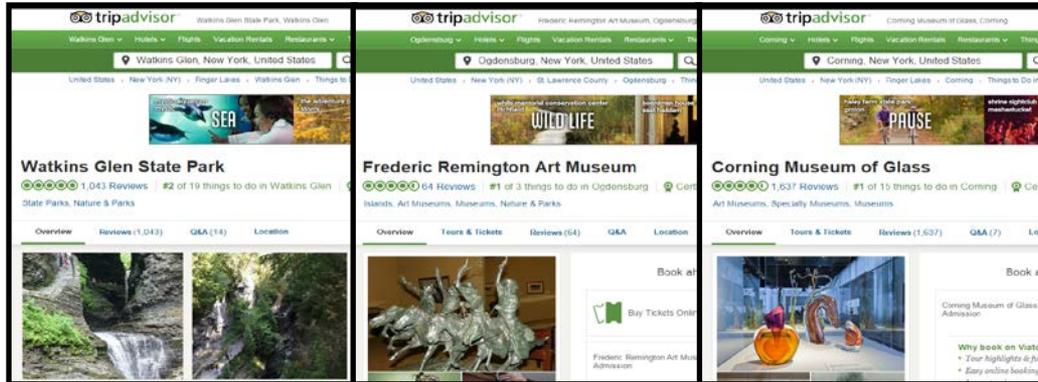
 **ipw** ORLANDO  
MAY 30-JUNE 3, 2015  
Powered by U.S. Travel



# Digital Initiatives

## Viator listings

- The world's leading resource for researching, finding, and booking the best travel experiences
- Over 50 NYS attractions



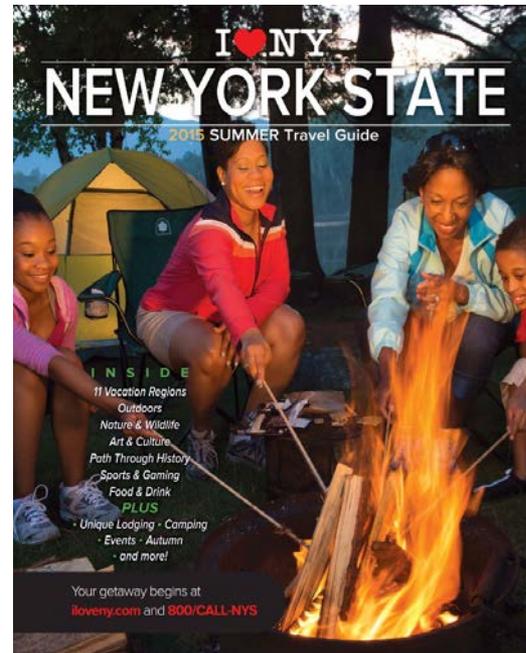
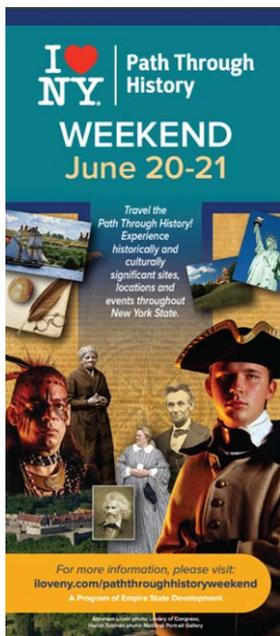
# Digital Initiatives

## Path Through History website

- New user friendly design
- Trip planner to save and share travel ideas
- Interactive map pinpoints locations and provides driving directions.



# Publications



## Segment Travel

### Path Through History Weekend

- A showcase of New York State's rich and fascinating history
- Features hundreds of events happening at historic and cultural destinations throughout NYS
- 60% increase in events from last year



Path Through  
History Weekend  
June 20-21, 2015



# Segment Travel

## LGBT Events

- Finger Lakes Pride, Geneva
- Black and Latino Gay Pride, Albany
- Buffalo Pride, Buffalo
- Queens Gay Pride, Jackson Heights
- Hudson Valley LGBT Pride, New Paltz
- Brooklyn Pride, Brooklyn
- Capital Pride, Albany
- Long Island Pride, Huntington
- Pride Palooza, Binghamton
- Queen City Pride, Poughkeepsie
- Rockland County Pride, Nyack
- Central New York Pride, Syracuse
- Hudson Pride, Hudson
- Orange County Pride, Warwick
- Harlem Pride Harlem
- New York City Pride Fest, Manhattan
- Staten Island Pride Fest, Staten Island
- Rochester Pride Festival, Rochester
- Bronx LGBTQ Pride & Health Fair, Bronx



# Segment Travel

## Tourism Outreach

- Eagle Academy Fishing Trip
- Central Park Fishing Demo



# Public Relations

June – August 2015

- Total clips: 756  
(Print/Online + Broadcast)
- Total reach: 301,872,350  
(Circulation + Viewership)
- Earned media: \$14,306,060.23
- Press trips and FAM tours: 23

THE WALL STREET JOURNAL.

VOGUE



CRAIN'S  
NEW YORK BUSINESS



MEN'S FITNESS

timesunion.com

Condé Nast  
Traveler



The New York Times LATINA



Empire State  
Development

## Public Relations

### Fall Media Night

- 88 media attended the event and met with the vacation regions to discuss new developments, fall travel offerings and worked on potential story angles
- 17 tour operators and concierges also attended



## Partnerships

### jetBlue Airways

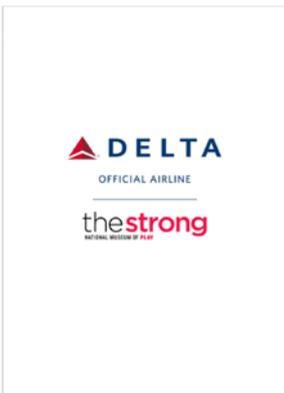
- Cobranded shirts at NYC Pride
- Citywide ad campaign



# Partnerships

## Delta Air Lines

- Cobrand launch at NYSE
- Grand Central and print ad campaign



I ♥ NY

ONE OF THE BEST KEPT SECRETS OF NEW YORK IS HOW GREAT UPSTATE NEW YORK IS, AND I NOW REALIZE THAT THIS IS NO LONGER MUCH OF A SECRET, AS I PREVIOUSLY MENTIONED EARLIER IN MY SENTENCE. YOU NEED TO FORGET THE SECRET THAT I JUST TOLD YOU. WHAT SECRET? EXACTLY. WHAT WERE WE TALKING ABOUT ANYWAY? I DO NOT REMEMBER. BUT WHAT WE WERE DEFINITELY NOT TALKING ABOUT WAS HOW GREAT UPSTATE NEW YORK IS, AND HOW IT IS ONE OF NEW YORK'S BEST KEPT SECRETS.



DELTA | **I ♥ NY** Delta is committed to connecting Upstate New York to New York City and the world.



**Empire State  
Development**

# Strategic Initiatives

## NYS Lotto

- New I♥NY® Cash & Travel scratch off ticket
- Curated vacations to each of the 11 vacation regions have been developed as prizes
- Players can win the trips through the instant win on the scratch off ticket or the second chance drawing on NY Lottery's website
- The scratch-off ticket goes on sale October 13<sup>th</sup>
- A full-scale media plan to promote the ticket will launch shortly after



# Strategic Initiatives

## Summer Tourism Displays

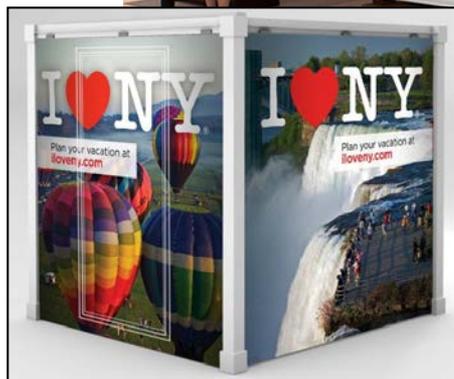
Empire State Plaza, Albany



## Events

### I LOVE NY Pod

- Launched to increase exposure and engagement
- A mobile tourism booth
- Focal point and inviting events display
- A moving billboard as it traverses the State
- Experiential elements to enhance the customer experience



## Events

### Governor's Challenge Events

- Adirondack Challenge July 19
- Bassmaster Challenge July 26



## Events

### New York State Fair

- First ever LGBT Day
- Brought LGBT and mainstream media



Thank You!



# Taste NY Highlights for the NYS Tourism Advisory Council - September 2015



**Agriculture  
and Markets**

# Taste NY Events

- Since 2013, has participated in 113 events including Super Bowl XLVIII, LPGA, the Summer Fancy Food Show
- Almost \$475,000 in gross sales of local products in CY 2014
- Over 5.9 million people attended, creating brand exposure for Taste NY and promotional opportunities for some 1,100 food and beverage producers.



# Taste NY Retail Presentations

- Now 12 different retail presentations
  - NYS Thruway – Chittenango, New Baltimore, Sloatsburg, Pattersonville Travel Plazas
  - Airports - LGA Airport, JFK Airport, MacArthur Airport
  - State Highways – Todd Hill (TSP), Broome Gateway (I-87)
  - Other – Javits Center, Grand Central Terminal, Marketplace at NYS Fair
- Produced over \$1 million in gross sales in CY 2014
- Roadside venues are providing additional agritourism benefits



# Taste NY Market at Todd Hill (TSP)

- Opened June 10, 2014
- Over 100 local growers and producers have had product on the shelves
- Over \$282,000 in gross sales in first six months of operation
- Supports regional agritourism and many suppliers have attributed sales growth to referrals from Todd Hill staff



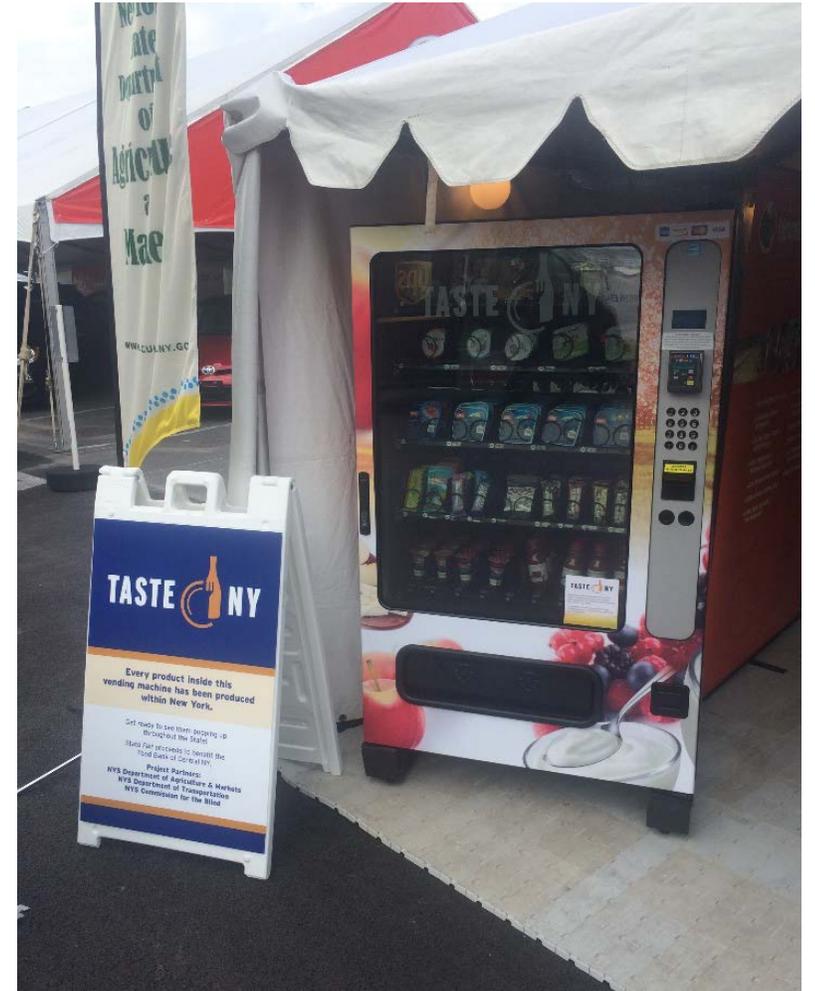
# Taking Taste NY out to the Ballpark

- New for 2015
- New York Penn League Stadiums include:
  - Tri-City Valley Cats
  - Auburn Double Days
  - Hudson Valley Renegades
  - Batavia Muck Dogs
- Albany Times Union Center



# Taste NY Vending

- Unique effort to showcase and serve local products
- Partnering with the NYS Automated Vending Machine Association and NYS Commission for the Blind (OCFS)
- First machines were showcased at The Great NYS Fair. Machines are now in operation at Clifton Park Rest Area, Broome Gateway Rest Area, Ag & Markets Lobby, NYS Capitol Building and Legislative Office Building



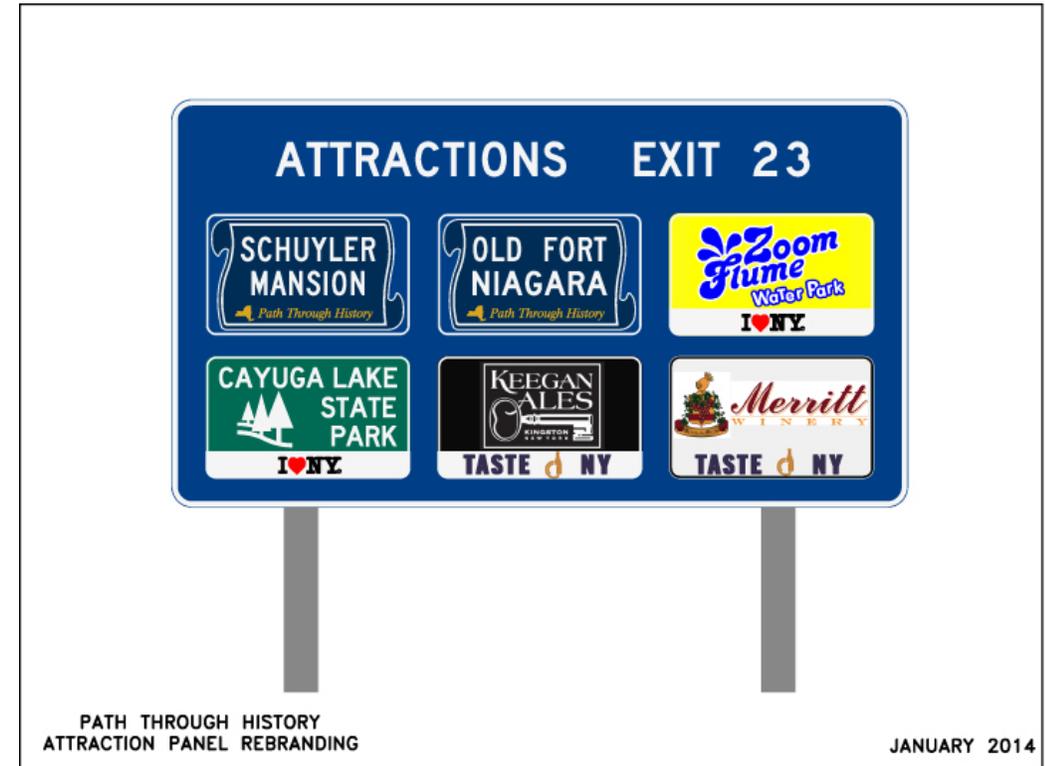
# Retail Liquor Store Initiative

- Effort to identify and showcase local wines, spirits and cider in retail liquor stores
- Partnered with the NYS Liquor Store Association and affiliated groups
- Provided point of sale (POS) materials to participating stores, including holiday poster promoting “Taste NY”
- Showcased NY wine, beer, spirit, cider and food producers at NYSLSA 5<sup>th</sup> Annual Holiday Trade Shows in Rochester and Albany (nearly 90 participants)



# Roadside Signage

- Over 400 sites identified as Taste NY destinations
- NYS Thruway and DOT have rebranded existing signage
- Ag & Markets continues to work with NYS Thruway and DOT to facilitate signage for Taste NY destinations



# Major Expansion for 2015

- Governor Andrew M. Cuomo announced a major expansion for the next phase of Taste NY, on October 14, 2014.
- This commitment will triple the gross sales of participating vendors in 2015.
- The program's proposed expansion includes new options for purchasing goods online and a "Taste NY Office at Brooklyn" to strengthening the connection between upstate producers and downstate consumers.

