



Tourism Advisory Council Meeting Minutes

"Draft – Subject to Board Approval"

Date: Monday, May 16, 2016

Location: NYS Museum, Albany, NY

Attendance:

TAC Members

Jan Marie Chesterton (acting chair), Peter Carafano, Dan Fuller, Thomas Mulroy, Spike Herzig

Phone: Alexandra Stanton, Nancy Elder, Dan Fuller, Michael Johnson, Elinor Tatum

ESD / NYS Staff

Gavin Landry, Executive Director of Tourism; Ross Levi, VP Marketing Initiatives; Lisa Soto, Project Manager - Tourism Marketing and Partnerships; Jamin Clemente, Tourism Executive Assistant; Markly Wilson, Director of International Tourism; Sara Emmert, Special Projects Manager; Craig Alfred, ESD Assistant Counsel

Phone: Anna Pakman, Director of Digital Strategy; Rowena Sahulee, Director of Tourism Marketing, Licensing and PR

TAC Guests

Marcia White, SPAC; Randy Simons, NYS Office of Parks, Recreation and Historic Preservation;

Johnny Evers, Business Council of NYS; Rosemary Lategano, NYS Assembly; Tamara Murray,

Emerson Hotel; Sheldon Gray, Anderson Resort and Spa; Kayleen Sculi, Anderson Resort and Spa.

Phone: Melanie Klausner, Finn Partners; George Lence, Nicholas Lence; Patty Ornst, Delta Air Lines

Meeting called to order: 11:36am – Jan Marie Chesterton

I. Approval of minutes – Jan Marie Chesterton

- Motion to approve by Dan Fuller
- Minutes approved with a second by Spike Herzig

II. Chairman's Report – Jan Marie Chesterton

A. Meeting overview

- Cristyne Nicolas regrets not attending today. Jan Marie Chesterton is serving as acting chair for today's meeting.
- We will continue having guest speakers from the tourism industry speak at TAC meetings, given how well Devin Landers from the Museum Association of New York was received at our last meeting.
- Today we have invited Marcia White, Executive Director of the Saratoga Performing Arts Center and Randy Simons, from the New York State Office Parks, Recreation, and Historic Preservation.
- We will begin with updates from I LOVE NY staff and after the meeting, there will be a tour of the museum.

B. TAC membership update

- TAC member Michael Johnson from Cornell University has resigned and is leaving Cornell to take a new position at Babson College in Massachusetts. He did a great deal of important work for TAC and will be missed.
- This leaves TAC with three vacancies, two designated for appointment by Assembly Speaker Heastie and one designated for appointment by Senate Minority Leader Andrea Stewart-Cousins.

III. I LOVE NY Staff Report

A. Families and millennials/pre-families – Gavin Landry

- a. New advertising agency, Campbell Ewald, tasked with looking at the highest value targets for I LOVE NY.



Empire State
Development

- b. Most valuable targets in terms of messaging for frequency of travel, receptiveness to messaging, expenditures, etc. as it relates to NYS travel are families (primary target) and millennials / pre-families (2 incomes and no children).
- c. Focus of summer advertising and marketing will be on the family market and communicating to families that NYS is a great family destination for any line of interest, with millennials / pre-families as an additional target.
- d. We will continue to think about everyone who travels to NYS, but these are our high value targets.

Marcia White –Families were identified about 10 years ago as a valuable target for SPAC to support the classical performing arts. It is important to build the next generation and it has been successful for SPAC.

B. International update – Gavin Landry

- Our second sales mission in China has been pushed that back to the Fall in order to make that as robust and filled out as possible.
- Our first ever road mission to New Zealand / Australia will take place in July with a delegation of people from NYS and appointments in three different cities. Last year we had roughly 700,000 Australian visitors to NYS.
- We have conducted Australia-ready workshops throughout the state, built a tourism advisory board in Australia, and found that the assets of NYS align closely with the interests of the Australian tourists.
- Many Australians have visited the U.S. west coast and are starting to think about the U.S. east coast for upcoming holidays and vacations – most get four weeks of vacation.
- Next month we will have a NYS delegation in New Orleans at the IPW travel trade show, one of the most significant international travel trade shows in the world. I Love NY will have a built-out three-booth space and a presence in the separate room for media.
- We have engaged the international team of Finn Partners to assist with IPW as well and they will conduct pre and post IPW FAM tours for Australian and Chinese delegations.
- As a result of our Watchable Wildlife seminars two years ago, there is a group from the UK visiting NYS for the next ten days on a watchable wildlife mission in Madison and Washington counties – which they are paying for.

C. NYSTIA tourism conference – Ross Levi

- The Empire State Tourism Conference held by our partners at NYSTIA (NYS Tourism Industry Association) was held in the Thousand Islands at the beautiful Thousand Islands Harbor Hotel in Clayton.
- A few hundred industry folks attended and the I LOVE NY team (Gavin, Ross, Anna) gave a presentation on what we have done over the past year, including a section on the digital initiatives that have been taking place.
- We also had a workshop to inform participants on the various ways to work with I LOVE NY through Viator and digital platforms as well as how to apply for Market NY funding (application process is now open for this year).
- There is an overall good feeling about tourism in NYS and people are appreciative that we are listening to them and feel our presence around the state.

D. Summer events and activations – Ross Levi

- Phase 1 – Event Activations: The events team is headed by Lizete Monteiro to bring the I LOVE NY POD to more than 20 events across the state such as the Jones Beach Airshow, Taste of Buffalo, Adventures NYC, Letchworth Arts and Crafts Festival, Pride events, etc.
 - The POD is a traveling visitor center with brand ambassadors engaging guests at these events and informing them about the other great things that they can do across NYS.
 - It has been revamped to have a family friendly layout (e.g. touch screens low enough for children), personalized curated itineraries, and travel profiles with matching avatars – a new and fun way to connect with visitors based on their interests.
- Phase 2 – Governor hosted events: Governor Cuomo hosts tourism industry representatives, elected officials, and press in order to expose areas and activities of New York State to a larger audience who can go back and tell their communities, readers, followers and listeners that NYS

has amazing things to do that they didn't even realize is in our own backyard.

- Bass Master Challenge – highlights fishing in New York State and will be held on June 25 in the Finger Lakes.
- Catskills Challenge – a new event this year, also at the end of June, to show off the Catskills and all the great things there are to do there; fly fishing, rafting, hiking, motorcycle rides, etc.
- Adirondack Challenge – in its 4th successful year, is tentatively scheduled for July
Gavin Landry – The Adirondack Challenge has been covered by national media in the past. We will have media from all four of our internationally represented countries (UK, Germany, Australia, and China) attending and participating in the Catskills Challenge, along with a FAM tour of the region.

E. Beautiful Destinations partnership – Anna Pakman (PPT attached)

- Partnership with Beautiful Destinations, the #1 most followed travel account on Instagram.
- They are extremely influential in the travel base on that platform and reach a global audience of six million people, including millennials (one of our targets) and high income travelers who are looking for exciting adventures and are willing to spend on them.
- NYS is the first state to partner with them and we are posting a photo every week on their account, and working with them to generate content from their network of influencers.
- In the first four weeks of partnership, we have generated nearly 900,000 engagements, and grown followers on the ILNY account by over 23%.
- In one example, a stunning photo / post about Watkins Glen resulted in followers posting comments that they need to go there, tagging their friends on Instagram to start planning their trip, and saying they were surprised that the attraction is in NYS.

IV. Saratoga Performing Arts Center – Marcia White, President and Executive Director, Saratoga Performing Arts Center

*50th Anniversary Season brochure: <https://www.flipsnack.com/spac50/spac-50th-anniversary-brochure.html> Jan Chesterton – introduction of Marcia White

- President and Executive Director of SPAC since March 2005. She brought with her over 20 years of experience as a political advisor and public relations specialist in the NYS legislature.
- Strengthened the financial picture of SPAC, oversaw more than \$6 million in renovations and upgrades, instituted a robust educational focus, and established new artistic endeavors.
- Serves on the boards of the Saratoga Convention & Tourism Bureau, the Saratoga County Chamber of Commerce, and the Albany Colonie Regional Chamber of Commerce.
- Member of the Saratoga 150 Committee which led the planning and execution of the 150th Anniversary Celebration of Saratoga Race Course and the Saratoga Springs Commission on the Arts.
- Awards: “Woman in the News Award,” from the Women’s Press Club of NYS; the Alumni Hall of Distinction from the Commission on Independent Colleges and Universities; the NYS Senate’s “Woman of Distinction;” the Albany-Colonie Chamber’s 2011 “Women of Excellence;” and the Capital District Business Review’s 2013 “Women Who Mean Business” Award.

Marcia White, SPAC

- New York State’s support for tourism and its arts and cultural organizations, from Governor Cuomo on down, is critical. SPAC wouldn't be here today celebrating its 50th anniversary if it weren't for New York State.
- SPAC's founding was an innovative, public-private partnership at a time when such collaborations were unheard of.
 - In the 1940s, Saratoga’s reputation as a playground for the rich and the famous declined due to World War II, a decrease in travel, closing of the racetrack, and decline of railroads.
 - In 1950 casinos were shuttered and the healing waters of Saratoga Springs were replaced by wonder drugs.
 - In 1957 fires destroyed several businesses on Broadway leaving empty spaces and boarded up storefronts.
 - Saratoga leaders were desperate for a solution and in 1962 the State committed to pay for site preparation for a performing arts center, parking and walkways, estimated at \$600,000.

- Saratogians had to fund construction, estimated at \$1.8 million (\$12.3 million today).
- Opened on July 8, 1966 as a summer home for the NYC Ballet and the Philadelphia Orchestra.
- At the end of the year SPAC had a deficit and gave the ownership to New York State in 1969, giving them the ability to raise funds to help transform the park once again with revenue coming in at \$60,000.
- The space is still leased to SPAC by New York State at the sum of one dollar a year.
- Since its founding SPAC has hosted world class performing arts such as the Frehofer Jazz Festival (one of the largest in the world), Live Nation concerts, the Chamber Music Society of Lincoln Center, Russian's legendary Bolshoi Ballet (the world's largest ballet company, sold out nightly), National Ballet of China, and many others.
- SPAC's revival strengthened the city's hold on its thoroughbred racing season, stretched the summer season from one month to two, and eventually transformed Saratoga to a year-round tourist destination. Today it is regarded as an economic success story not only in New York State but throughout the country.
- SPAC works closely with the Center for Economic Growth and the Community Foundation of the Capital Region on the Capital Region Creative Economy Project with the objective of driving economic growth and creating jobs.
 - SPAC is an economic engine generating an estimated \$100 million to the economy.
 - Employs approximately 700 people (450 seasonal, 300 construction projects/contractors).
 - An arts anchor and catalyst for the growth of other performing arts organizations and opportunities around Saratoga and the Capital area. Classical residencies bring over 300 artists to Saratoga each summer to live, shop, dine, and support arts and entertainment.
- SPAC is a 501(c)(3) nonprofit with a need to raise funds to support the \$8 million budget.
- NYS provides capital improvements and Council of the Arts grants help to bring world-class performances.
- Pathway Dance Project partnership will bring new dance creations to the area, culminating on June 30 with a world premier from the Twyla Tharp Dance Company as part of the 50th anniversary dance celebration. Other partners include the Proctors Theater, the Egg, Catskill Mountain Foundation and Manhattan's Joyce Theater.
- World class innovative programming will be front and center as part of the 50th anniversary season.
 - July 8 opening with a big community picnic, Alvin Alley and the NYC Ballet's performance of a Midsummer Night's Dream, which was the inaugural ballet stage performance on July 8, 1966.
 - July 23 - honoring founding families with the NYC Ballet gala and resident choreographer, Justin Peck.
 - Frehofer Jazz Festival with Smokey Robinson and Chaka Khan will pay tribute to Chick Corea and the world premiere of a Michael Torke piece.
 - The Philadelphia Orchestra will bring a matinee theater performance of Firebird, performed with life-size puppets by the company that created Warhorse.
 - Chris Bodie and violin virtuoso Josh Bell will appear with Renee Flemming.
 - Keith Locker will do a track and SPAC evening once again. Tom Durkin will narrate.
 - The Chamber Music Society of Lincoln Center season will have Coughlin's Appalachian Spring, paying tribute to Newman P. Waite.

V. NYS Parks 2020 – Randy Simons, NYS Parks, Recreation, and Historic Preservation

*NY Parks 2020 brochure: <http://nysparks.com/publications/documents/NYParks2020.pdf>

- New York Parks 2020 Plan is the vision for NYS Parks through 2020 under Governor Cuomo and Commissioner Rose Harvey.
- NYS Parks is the oldest state park system in the nation and in huge disrepair, \$1.1 billion backlog of projects. Basic infrastructure was failing and held together with duct tape and band-aids.
- Governor Cuomo and Commissioner Harvey developed the New York Parks 2020 plan five years ago to fix the system and showcase the parks for what they truly are. It is a historic commitment with a \$900 million investment (private and public) through 2020.
- The seven strategic points are outlined in the brochure
 - Transforming New York's flagship State Parks

- Raise the profile of parks by reminding people that the parks are here and fit their needs for modern times.
- \$70 million at Niagara Falls State Park, another \$65 million at Jones Beach
- Completely transform 33 parks and improve every state park in some capacity
- Promoting healthy, active outdoor recreation
 - This is who and what parks are. Visitors come to parks to enjoy, to exercise, have fun, and build memories.
 - Parks are the perfect family destination.
- Connecting people with parks
 - New York Connects Kids initiative in partnership with the National Park Service. Visitors can download a pass online and all fourth graders and their families have free access to our state parks this year.
 - Learn to Swim Program. This year we're expanding free swimming lessons to children as young as six months to 12 years old at 30 state parks.
 - Transportation initiative to introduce children in Title I schools and schools underserved communities to state parks.
 - Opening new campgrounds for the first time in 35 years.
- Rejuvenating our world class park system
 - Thatcher State Park – brand new visitor center
 - Gonondagan State Historic Site – new state-of-the-art cultural center
 - Letchworth State Park – new nature center
- Preserving historic sites and cultural assets
 - Exterior renovations to historic and cultural sites, many a century or more old.
- Sustaining New York's natural environment
 - NYS Parks is responsible for protecting and enhancing 335,000 acres of public land.
 - Robert Moses State Park will be the first energy neutral State Park in the nation.
- Energizing local economies
 - Buffalo Harbor State Park is the newest state park. Transformed the Lake Erie waterfront from a brownfield to a fishing and recreational park on the water.
- State Parks generate \$1.9 billion in economic activity and support 20,000 jobs annually.
- We have improved parks, now the focus is on promotion. We are seeing that promotion pay off.
- Five years ago we projected 62 million visitors by 2015. Last year 65.3 million visitors came out.
- Camping numbers have hit record highs in the last two years consecutively.
- Unique and innovative ways to promote state parks
 - Promoted Letchworth's geyser that grew to a 50-foot ice volcano after 2014's frigid winter.
 - USA Today contest – Letchworth and Watkins Glen were chosen out of 6,600 state parks in the nation. (2015 attendance at Letchworth grew by 34% and at Watkins Glen by 17%)
 - First-day hikes every year on January 1st have escalated to a tradition for many families.
 - I Love My Park Day in May, started five years ago with 35 sites and 2,000 people. This year, 110 sites participated and almost 8,000 volunteers came to support their state parks.
 - Improving the Camping Guide and Parks Guide and creating an itinerary piece.
 - Public and private partnerships with the likes of Good Solutions Group, American Park Network, Reserve America, Jeep and GEICO.
 - Developing online sales of gift cards.
 - Increasing exposure at travel shows.
 - Segmenting our e-mail list to a more targeted audience to provide the information that they're looking for and understand who they are.
 - Rolling out a fully responsive website by 2017.
 - Strengthening our social media channels.

Meeting adjourned: 12:45pm

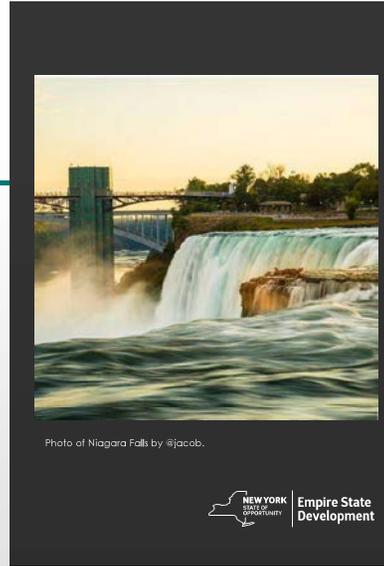
Next meeting:

Monday, September 19, 2016
 11am - 12:30pm
 633 Third Avenue, NY



BEAUTIFUL DESTINATIONS PARTNERSHIP

- New York is the first state to launch a partnership with @BeautifulDestinations, the #1 most followed travel account on Instagram
 - BD posting one photo per week for 11 weeks to their 6 million followers – each region will be represented!
 - Connecting with network of influencers to source content and generate engagement
- Generated nearly 900K engagements (likes and comments) on BD sourced photos in the first four weeks of partnership
- Grew followers on the @iloveny account by +23.2% in four weeks, doubling our average daily growth rate



1



POSTS HAVE BEEN A HIT WITH @BEAUTIFULDESTINATIONS FOLLOWERS



[lina.xxii](#) Babeee we need to go here @ [wayo90](#)

[Mattyfizz](#) No way this is in New York! @ [meghanmjohnson](#)



2



MANY COMMENTS SHOW INTENT TO TRAVEL



[samantha @s_naz](#) I wanna go there, it's upstate

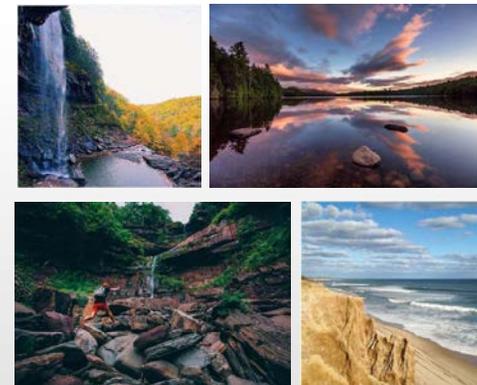
[Fancymaancy @shamoney](#), perhaps a fun summer road trip sometime?



3



A BEAUTIFUL PREVIEW...



Photos by @jacob and @kdhamptons.



4

Summer 2016

A Division of Empire State Development

09.19.16

I ♥ NY[®]



Empire State
Development



International Update

Australia / New Zealand Trade Mission

July 17-23, 2016



Summer Marketing

Madison Square Garden



NYC bus wrap



Fall Commercial



PR / Earned Media

- Over 270 Print / Broadcast clips
- 500M media impressions
- \$24M ad value



THE WALL STREET JOURNAL.

The New York Times

timesunion.com

Governor's Events

Governor's Bassmaster Challenge

Onondaga Lake - June 25, 2016



Governor's Adirondack Challenge

Indian Lake - July 17, 2016



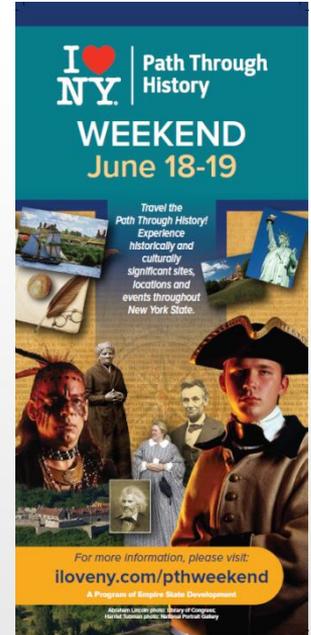
Governor's Events



Path Through History Weekend

Path Through History Weekends have grown since 2013, with hundreds of historic sites across the state hosting special events:

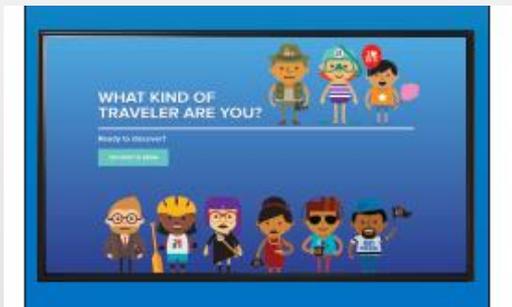
- 2016 (1 weekend) - 490 events
- 2015 (1 weekend) - 334 events
- 2014 (2 weekends) - 383 events
- 2013 (2 weekends) - 272 events



Pride Month: June 2016



Summer Event Activations



Summer Event Activations

