



YEAR IN REVIEW

2009 - 2010

New York State Division of Tourism



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PHOTOS:

*COVER: Constitution Marsh Audubon
Center & Sanctuary, Garrison*

AT LEFT: Elk Lake Lodge, North Hudson

All photos: NYSDER/Darren McGee

ANOTHER REASON I LOVE NEW YORK



There's something really special about being a New Yorker — whether you're from the city or across the state.

It's the reason we stand up a little straighter when we say "I'm from New York!" We are tenacious and passionate. It's that little something you hear in our voice. And see in our gait. It's loyalty that defies logic. And, energy that defies reason. All of this is part of our DNA.

We don't sign on for this. It just happens. There's something wonderfully different about this place. Somehow it's bigger, even in the small towns. It's a feeling. It's palpable. But it's hard to explain. New York is an experience that resonates, just like a New Yorker. Breathtaking, unique and captivating at the same time. It always leaves you wanting more and adding that next place to your mental list of new places to visit.

You see, I LOVE NEW YORK isn't just an advertising slogan, a logo or a song. It lives. It breathes. It speaks to you. Because it's me. It's you. It's the kid next door. It's where you get away. To find yourself. It's the city. It's the whole state. It's that amazing truth that no matter where you're from when you come here, you're a New Yorker. It's why there's always another reason to love New York.



BUILDING ON THE BRAND

In 2009, New York State's Division of Tourism once again showed why New York State is a top getaway destination. At a time when U.S. travel was down and tourism spending shrank, New York State tourism still pumped billions in travel spending into the economy. The industry also supported hundreds of thousands of jobs and continued to represent a large source of revenue by sector for several counties.

Despite the tough economic storm, the I LOVE NEW YORK campaign remained nimble so it could meet the challenges it faced across the year. Responding to state-mandated budget cuts, the program turned to lower-cost, high-impact advertising opportunities that built on its successful 2008 brand re-launch and extended the "Another Reason... I LOVE NEW YORK" campaign theme.

"The I LOVE NEW YORK campaign showcases our state with all of its natural beauty and destination attractions. Not only is the tourism industry crucial to securing New York State's economic prosperity, it brings social and cultural benefits to those residing here and introduces travelers from around the world to our communities, encouraging them to live, work and play in New York State."

Dennis M. Mullen,
Chairman and CEO, designate,
Empire State Development

\$46 BILLION
Tourist Spending
in New York State

\$13 BILLION
State and Local Taxes
Generated from Tourism

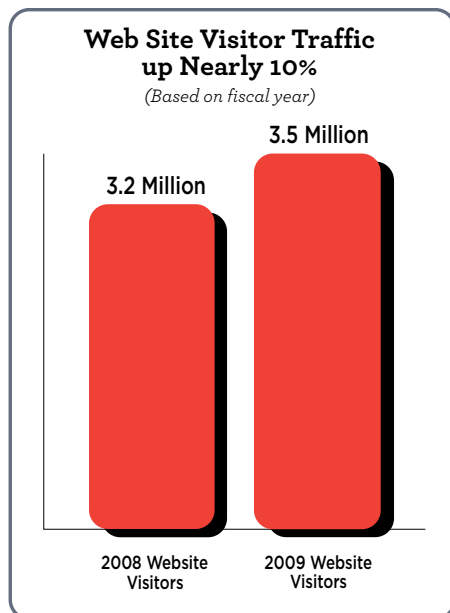
\$143 Return on Investment
for Every Marketing
Dollar Spent

660,000
Industry Jobs Sustained by
Visitors to New York State

Sam's Point Preserve

SOURCE: Tourism Economics (2008 data)

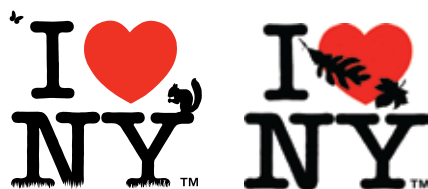
Through public relations outreach, online advertising, and social media, the program attracted 3.5 million visitors to the **iloveny.com** website – up almost ten percent since 2008 – and generated \$143 in tourism revenue for every marketing dollar spent.



SOURCE: Google Analytics

A New Digital Platform

Culminating a year of strong online investments, I LOVE NEW YORK unveiled the new **iloveny.com** web site. The improved site allows visitors to more easily explore New York State getaway destinations, plan their next trip, and share their travel experiences and recommendations. The site will continue to anchor I LOVE NEW YORK's online advertising efforts, including deals, promotions, sweepstakes, and social media.



Seasonal Campaign Success

Retail promotions were an important pillar of the 2009 campaign, attracting additional tourism dollars to all corners of the state during the economic downturn. By increasing consumer trip conversion, I LOVE NEW YORK's seasonal campaigns and promotions resulted in more than \$4 million in visitor spending in 2009. The campaigns involved more than 500 participating businesses and connected travelers with activities, events, shopping opportunities and travel discounts around New York State. By reaching out and working with partners to develop various campaigns, such as "Warm Up to Winter," "Infinitely Surprising Summers" and "400 Years, 400 Ways to Celebrate," I LOVE NEW YORK drew 745,000 direct hits to its seasonal websites.

Get the Word Out

Public relations remained a top marketing vehicle for New York State in 2009, generating more than \$8.7 million in earned media – nearly doubling the value since 2008. I LOVE NEW YORK worked closely with Lou Hammond & Associates, investing 20 percent more in 2009 to amplify its print, radio, TV and internet media presence. The strategy paid off and garnered national attention on the pages of USA Today, the New York Times, and captured the spotlight on NBC's *Today Show*, among others.

North of the Border

In August, I LOVE NEW YORK embarked on a three-day Canadian tour to promote New York State. The road trip included stops in Toronto, Ottawa and Montreal, and more than 200 Canadian tour operators, travel agents, and media representatives – as well as several New York State TPAs – participated. I LOVE NEW YORK deemed the tour a success and believes the buzz generated by the events will further its goal in reasserting the



importance of Canadian travel to New York and capturing a portion of the valuable Canadian market.

Social Media

The popularity of social media sites like Facebook and Twitter has taken I LOVE NEW YORK's online strategy to new heights. After launching its Twitter site in October 2009, I LOVE NEW YORK quickly became the #1 tweeted state tourism site with more than 20,000 followers to date. The program also launched its Facebook fan page in October 2009, attracting more than 18,000 fans so far. Facebook is an ideal place to inform consumers of all of the great things to see and do across New York State.



"The tourism industry is essential to this great state. Not only does it employ hundreds of thousands of New Yorkers and spur economic development, it highlights the spectacular attractions of New York City and New York State, brings attention and revenue to local markets and ultimately connects us with the entire world."

Peter Davidson,
Executive Director, ESD

STATE OF THE INDUSTRY

The United States' economic downturn continued in 2009, resulting in less travel across the globe — and New York State was no exception. New York's fiscal issues resulted in I LOVE NEW YORK budget cuts, forcing the program to make tradeoffs that limited its ability to effectively communicate with potential New York State tourists. Budget cuts also made it even more difficult for New York State to contend with competitor markets, such as Pennsylvania, Florida and California, who respectively spent \$20 million, \$67 million and \$48 million on state tourism marketing in 2009 — compared with \$8 million for New York. Still, New York State started to see slight upward momentum in the fall, which it hopes to continue in 2010.



Response to Travel Economy

Responding to mid-year budget cuts and a weak economy, I LOVE NEW YORK made several key decisions in 2009 that yielded positive results. These include:

- Investment in iloveny.com so visitors can more easily find information for planning getaways.
- Focus on cost-effective PR and digital media instead of more expensive media channels.
- Successful experiments with guerilla marketing and social media.

Unfortunately, I LOVE NEW YORK was no longer able to participate in several of its past practices. In 2009, I LOVE NEW YORK:

- Closed its Domestic Tourism/Motorcoach Division.
- Limited distribution of its NYS Travel Guide.
- Postponed the annual Governor's Tourism Conference.

NYS Travel & Tourism Economy

Summer travel was down in 2009, but an I LOVE NEW YORK survey showed that travelers were more willing to visit in the fall. In the same vein, New York state hotel room sales were down from 2008 levels but picked up in the fall, following trends in consumers' self-reported travel behaviors.

The good news: New York State hotel sales outpaced the U.S. average for much of the year, indicating an improving travel economy.

Consumers, in Their Own Words

In the summer of 2009, I LOVE NEW YORK asked consumers what changes they made to their recent travel behaviors that that would repeat again next year. Here are some of their answers:

"We took small close-to-home trips or stayed with friends."

"We didn't stay as long and we chose a less expensive hotel."

"Stayed in different accommodations, brought own supplies, traveled at off-peak times."

"We spent more time at our camp in the mountains."

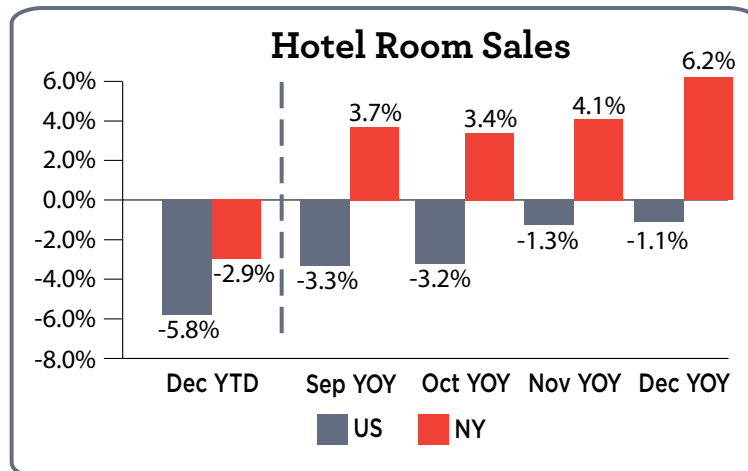
"Chose a destination that was within driving distance."

"We took trains upstate and rented cars to go out on Long Island. Usually we fly some place overseas."



2010 Expectations

The New York travel industry is starting to feel optimistic about travel in 2010. A November survey of New York hoteliers, tourist attractions and other businesses found that 85 percent expect business to increase or remain unchanged in 2010, demonstrating the positive outlook moving into the New Year.



SOURCE: New York State Hospitality & Tourism Association

WHAT MAKES TOURISM POSSIBLE

LOVE NEW YORK worked closely with industry partners to coordinate a positive response to the downsized travel economy. Through new advertising partnerships, public meetings, industry outreach and more, I LOVE NEW YORK strengthened its ability to promote tourism statewide.



1,000 Acres Ranch, Stony Creek



Central Park, New York City



Atlantis Marine World, Riverhead

Tourism Partners (Partial List)

AAA



Adirondack

North Country Association

Amtrak



Audobon

The Broadway League

Campground Owners of
New York (CONY)

Canal Corporation



Cross Country Ski Areas
of New York

Department of Environmental
Conservation

Empire State Bed and Breakfast
Association

Enterprise Rental Car



Erie Canal National Heritage
Corridor

EscapeMaker Inc.



French and Indian War
Commission

Focus Films

Hudson River Park Trust

JetBlue

MTA/Metro North & LIRR

NYS Brewers Association

NYS Council for the Arts

NYS Department of Parks,
Recreation, & Historic Preservation



NYS Hospitality & Tourism
Association

NYS Travel and Vacation
Association

NYU Tisch School of the Arts
and Stern Business School

NY Wine and Grape Foundation

Olympic Regional Development
Authority (ORDA)

Orbitz

Port Authority of
NY & NJ



Quad Centennial Commission

Ski Association of New York
State (SANY)



Seaway Trail Inc.

Spa Alliance of New York State

Showtime

Travelocity



Tribeca Film Festival

TripAdvisor



Ongoing Meetings

I LOVE NEW YORK has engaged with different partners to promote and strengthen NY State tourism, including:

- Semi-annual TPA & Industry Partner Summits
- Tourism Advisory Committee (TAC), 5 times/year
- Inter-agency Tourism Task Force, 5 times/year
- Monthly TPA Council meetings
- Monthly NYC & CO marketing coordination meetings



CAMPAIGNS & PROMOTIONS

Seasonal Campaigns

I LOVE NEW YORK led seasonal retail promotions, in partnership with over 500 local tourism businesses, to induce travel to New York State this past year. These efforts resulted in over \$4 million in direct visitor spending, which included over 4,500 booked hotel nights. Participating businesses enticed travelers to spend an extra night, shop more and visit new attractions across the state. Through the campaigns, I LOVE NEW YORK showcased the best that the state offers each season.

Social Media

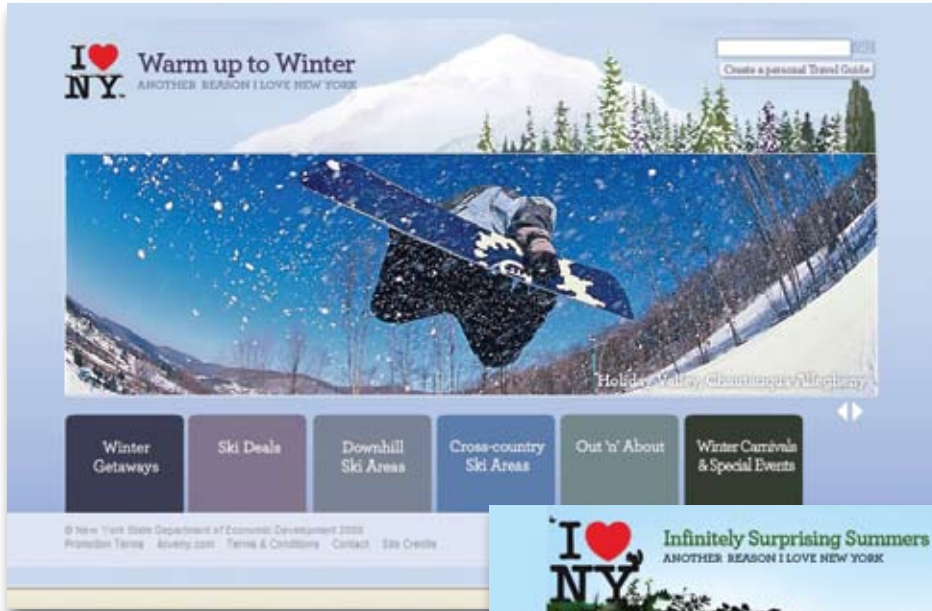
In October, I LOVE NEW YORK launched its official **Twitter** page, partnering with *Twilight* actor and New York native Peter Facinelli, who tweeted about his love of New York. Within six weeks of its launch—and more than ten thousand followers later—I LOVE NEW YORK became the #1 state tourism page on Twitter. Travelers can follow I LOVE NEW YORK at twitter.com/I_LOVE_NY.

Also, October saw the launch of the official **Facebook** page, which counts over 18,000 fans to date. Wall posts, pictures, polls and videos inform fans of all the great things to do and see across New York State. Facebook fans can join I LOVE NEW YORK at www.facebook.com/pages/I-LOVE-NEW-YORK/118914714168.



Hudson street scene.

Seasonal Campaign Overview



Warm Up to Winter

- Participating Properties: 300+
- Retail offer: Determined by participating properties
- Total induced spending: \$1.7 M
- Microsite visits: 126k

Infinitely Surprising Summers

- Participating Properties: nearly 250
- Retail offer: Buy 2 nights, get one free
- Total induced spending: \$2.2 M
- Microsite visits: 267k



400 Years, 400 Ways to Celebrate

- Participating businesses: 400+
- Retail offer: Determined by participating businesses
- Microsite visits: 352k

Sweepstakes

I LOVE NEW YORK used several sweepstakes to get the word out about New York travel destinations. The sweepstakes provided chances to see the Buffalo Bills play in New York and Canada, visit the inspiring towns behind the movie *Taking Woodstock* (sponsored in part by JetBlue, AMC, and Focus Features), and win one of 12 hotel stays in different parts of New York State (sponsored by Escapemaker).

One of I LOVE NEW YORK's most successful sweepstakes was organized through Twitter and offered followers a chance to win a trip to meet *Twilight* actor and New York native Peter Facinelli on the set of *Nurse Jackie*, which is filmed in New York State.



Partnerships

I LOVE NEW YORK partnered with world-class travel brands to extend the campaign's media reach and create tangible promotional offers for consumers.

Media Partners

- Orbitz
- Travelocity
- amNY
- TripAdvisor



Corporate Partners

- JetBlue
- Amtrak
- Enterprise



Industry Partners

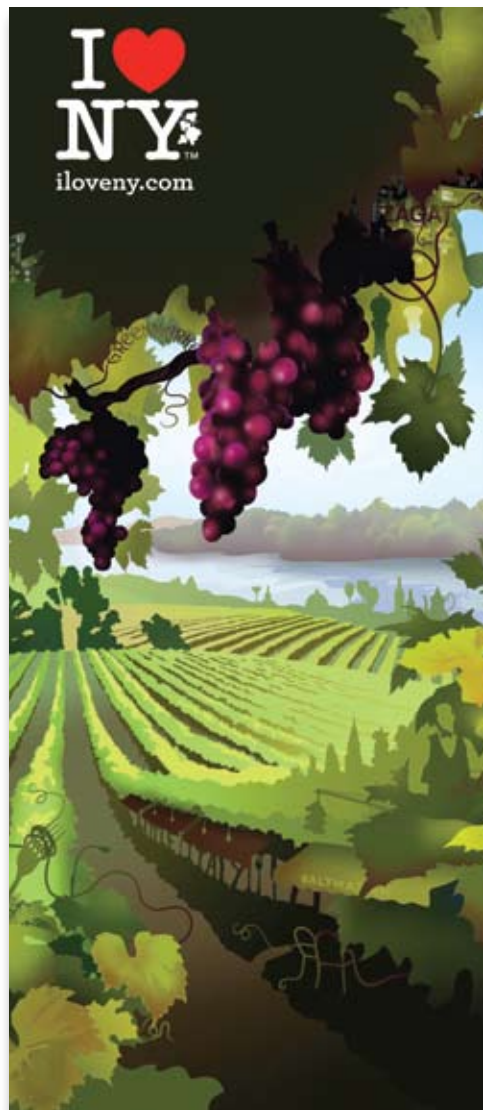
- Ski Areas of New York
- New York State Hospitality & Tourism Association
- New York State Department of Parks, Recreation, and Historic Preservation
- Department of Environmental Conservation
- Campgrounds of New York



Brand Campaign

The Division of Tourism succeeded in “doing more with less” in 2009, investing heavily in digital media to offset the 50% decline in the program’s media budget. While online marketing helped generate travel demand, diverting dollars away from higher-cost, higher-impact media decreased the I LOVE NEW YORK’s overall brand impact.

As a result, I LOVE NEW YORK saw a 29% drop in ad awareness – meaning fewer people remembered seeing advertising for New York State according to seasonal consumer surveys. I LOVE NEW YORK also saw a 13 percent drop in brand loyalty – meaning that fewer travelers said that New York State is considered their top destination for vacations. However, there was a ten percent increase in the number of travelers living in New York State (outside of New York City) that considered trips to other areas of the state.



These patterns were reinforced through consumer research conducted by I LOVE NEW YORK in conjunction with Hall & Partners, Inc. In December 2009, nearly 50 consumers in New York City and Toronto were asked about their travel behaviors and perceptions of New York State. Despite some knowledge of New York cities and attractions, most consumers did not recall I LOVE NEW YORK advertising and were not familiar with travel opportunities across the state.

I LOVE NEW YORK conducted a series of consumer research panels in December 2009 that revealed travelers’ perceptions of New York State as a destination. Despite some familiarity with top attractions, overall travel knowledge was low:

“There are unspoiled, pristine, beautiful things about the state. They’re the parts that people don’t know about.”

“Finger Lakes, the Adirondacks - in general, they’re just regions to me.”

“New York is like the invisible state.”

“Now that I know it’s on my doorstep, it would be a shame to miss it.”

“My mentality for NYC is not the same as my mentality for New York state, and I wouldn’t want to stop on the way to Manhattan.”



LEAD GENERATION

One of I LOVE NEW YORK's primary objectives is to generate demand, or interest, in overnight travel to destinations across New York State. Using iloveny.com as a central information hub, the program connected over three million travelers with information about the state's cities and towns, shops, restaurants, deals, and more in 2009.

Although midyear budget cuts limited the program's direct distribution of the New York State Travel Guide to consumers, travelers could still find the guides at statewide Welcome Centers, AAA stores, Amtrak trains and stations, and participating travel agencies.

Supplementing the I LOVE NEW YORK online and print campaigns, the Call Center remained an important channel for increasing consumer interest in New York State travel. The Call Center has processed over 32,000 tourism inquiries, over 14,000 collateral orders (including travel guides and maps), and nearly 4,000 emails year-to-date. While overall call and email volumes declined since 2008, these results reflect the steady rise in internet usage over the last ten years among travelers.

Nearly
3.5 MILLION
Travelers Learned About
New York State Through
Our Website, Travel Guides,
and More

More than
32,000
Visitor Phone Calls and
Thousands of Emails
Received by Our Call Center

Stag Brook Falls near Whiteface Mountain

PUBLIC RELATIONS

In 2009, I LOVE NEW YORK continued to invest in public relations as an efficient way to generate buzz about New York State travel and grow tourism upstate. Working closely with PR firm Lou Hammond & Associates, the program nearly doubled its earned media value to \$8.7 million by focusing on high-impact radio, TV, print, and online placements.

More importantly, the program's PR efforts supported local tourism by raising awareness about destinations and attractions across the entire state. Through the hard work of Lou Hammond & Associates, in conjunction with I LOVE NEW YORK's Media Services Department, the program showcased destinations for whom such mass media outlets are normally out of reach. From local familiarization tours and desksides to public service announcements – in addition to traditional media channels – I LOVE NEW YORK shared the best of New York State with travelers nationwide. Additional information is available on THE BEAT, thebeat.iloveny.com, I LOVE NEW YORK's central hub of tourism news and information for travel press and local tourism partners.



Playland Park in Rye

Here are a few of the most noteworthy accomplishments:

PR Innovation

I LOVE NEW YORK and the United States Postal Service released a special edition Flat Rate Priority Mail Envelope branded with the I LOVE NEW YORK logo and website address. As a result, homes and businesses all across the world were reminded of another reason to love and visit New York – its ingenuity. New York is the first state whose logo appeared on a Priority Mail flat rate envelope.

Highlighted Events

I LOVE NEW YORK partnered with Ski Areas of New York (SANY) and the Olympic Regional Development Authority (ORDA) to kick off New York State's ski season during the "First Tracks Winter Media Event." An impressive guest list of 56 media members attended, generating press that reached over 22 million consumers.

The "Taste of New York State" luncheon at the James Beard House in Manhattan's West Village in May was also a huge success. A five-course luncheon, including New York State wines and foods prepared by four of the state's finest chefs, was served. There were 39 media attendees from outlets including *Travel + Leisure*, *BonAppetit*, *Food and Wine*, *Departures*, *Condé Nast Traveler*, *Budget Travel* and *Time.com*.

NBC Today Show

I Love New York Winter Promotion

January 15, 2009

Audience: 6,416,640

Total Running Time: 4:02



bon
appetit

July 17, 2009
UMV: 248,366

365 Days of Eating American

Celebrate our country's heritage through food with this digital page-a-day calendar. Each day features recipes, historical anecdotes, and info about legendary food events across the nation.





By the Numbers

- 800+ stories generated in 2009.
- \$8.7 million in earned media.
- 560+ million earned impressions.
- Produced 55 "I LOVE NEW YORK Travel Tips" radio segments highlighting events and activities across the state.

Fall Foliage Success

I LOVE NEW YORK's own Eric Scheffel was featured in the Daily News for his extraordinary coverage of New York State's fall foliage. While travelers could track the changing leaves and plan

scenic drives on the iloveny.com web site, Eric made sure that New York's natural beauty was enjoyed by all.



MATCHING FUNDS

LOVE NEW YORK continued to invest locally in New York State by improving the Matching Funds county and regional grant program.

In 2009, several improvements were made to the program:

- Streamlined regional funding process to make it easier to launch regional advertising programs.
- Increased training for new TPAs, including one-on-one orientations for new Project Directors.
- Simplified branding guidelines, increasing the consistency of county-level ads and strengthening the I LOVE NEW YORK image.
- Improved communication regarding process to ensure greater compliance throughout the year and to promote the I LOVE NEW YORK brand.
- Applied information received during the application process to align I LOVE NEW YORK marketing and promotional efforts with TPA plans.



Keuka Lake

By the Numbers

- **\$4.1 million** in Matching Funds grants awarded to 57 TPAs.
- Approximately **65** county and regional travel guides, events calendars, and meeting planner guides created with Matching Funds.
- More than **1.1 million** county and regional guides distributed directly to interested tourists (leads) using Matching Funds.
- I LOVE NEW YORK co-invested over **\$400 thousand** with TPAs to experiment with new advertising opportunities.

Ads



Brochures



INTERNATIONAL TOURISM

In an effort to showcase its product and generate publicity for the state internationally, I LOVE NEW YORK hosted more than a dozen familiarization tours (FAM tours) with writers and tour operators, as well as offered a record number of tourism products in 2009. Select overseas journalists, tour operators and travel agents – who decide what to write and what to sell – were invited to experience firsthand the state’s wealth of sites, activities, and accommodations and restaurants. FAM tours are one of the most cost-effective means of marketing New York, especially in a year of marked economic decline.

By the Numbers

- In 2009, **14 FAM tours** were completed exclusively for the travel media, generating **46 travel stories** with an estimated earned media value of **\$1.3 million**.
- US-based receptive tour operators offered **23 new vacation itineraries**, while foreign-based operators offered **28 additional New York State travel packages** in 2009.



Niagara Falls

Trade Shows

In addition to FAM tours, international trade shows allow I LOVE NEW YORK to tap into the overseas travel market. They provide the program with a crucial connection to tour operators and media representatives that arrange and publicize travel across the state.

At the annual World Travel Market held in London in November, I LOVE NEW YORK met with dozens of tour operators, increasing awareness of New York State destinations and travel products. At International Pow Wow in Miami, every buyer was presented with a newly developed NYC+ Statewide Product Guide – a comprehensive and welcomed tool that helped tour operators review and select New York State vacation packages and hotels. It featured a diverse collection of more than 75 different New York State tours of varying lengths that have been developed by US-based receptive tour operators. As a result, International Pow Wow '09 proved to be the most effective show yet.

Canadian Roadshow

In an effort to boost its marketing campaign across the border, the I LOVE NEW YORK team and its partnering TPAs launched a travel trade tour of Toronto, Ottawa and Montreal. More than 200 media and travel industry representatives attended the events. The Canadians requested that New York State repeat the events in 2010, and I LOVE NEW YORK believes the excitement generated from the promotion will translate to increased Canadian travel to New York State.



ABOVE: Top producing travel agent prize winners from an I LOVE NEW YORK/Continental Airlines UK promotion at Buttermilk Falls in Ithaca.



AT LEFT: German tour operators on an I LOVE NEW YORK FAM Tour on Long Island.

BELOW: International Pow Wow



Visitors at Whiteface Mountain as a result of a FAM Tour.

PRIORITIES & PLANS FOR 2010-11

LOVE NEW YORK spent 2009 fine tuning its game plan in light of the weak economy and mid-year budget cuts to its program. Looking towards 2010, I LOVE NEW YORK will continue to respond to the changing travel economy using the next phase of its brand campaign to give travelers many new reasons to love New York.



Chautauqua Institution, Chautauqua



Tulip Festival, Albany

To accomplish its goals for 2010-2011, I LOVE NEW YORK will adhere to the following five principles:

■ ***Less is More***

Streamline marketing program and tactics to focus only on measurably high-impact activities and partnerships.

■ ***A Brand for the Seasons***

Create single brand message to be executed across seasons that conveys value with less emphasis on retail promotions.

■ ***Focused Initiatives***

Identify and implement a limited number of special initiatives in three thematic brand areas, such as Greenheart, Families and Arts.

■ ***Back to Basics***

Reinforce brand message with more efficient and integrated marketing communications program.

■ ***Optimize the Web***

Enhance and optimize the newly designed **iloveny.com** web site, deepening consumer engagement with New York State destinations.

Top-Line Strategy

I LOVE NEW YORK will focus its advertising and marketing on three key areas, in accordance with the aforementioned priorities:

1. *Build on a Successful Theme*

In 2010, I LOVE NEW YORK will continue to build on the theme “Another Reason....I love New York” to show why New York is a special getaway destination. The program will launch a 30-second TV spot targeting summer and fall travel, and I LOVE NEW YORK expects to use celebrity talent to deliver the message. The program is excited to bring TV back into the campaign mix for the first time since 2006. The spot will be designed to increase consumer knowledge of the state and generate greater interest in New York State travel.

2. *Vital PR and Social Media*

Public relations and social media will remain, as they have been, important parts of the I LOVE NEW YORK strategy. The 2010 campaign will also rely on the new website to generate interest in New York tourism.

3. *New Marketing Initiatives*

In 2010, I LOVE NEW YORK hopes to lead three new marketing initiatives that support key aspects of New York State tourism. They include a “green” initiative that focuses on eco-friendly travel and dining, an arts initiative celebrating the 50th anniversary of the New York State Council for the Arts, and a “mommy” initiative emphasizing family-friendly attractions and events.



Another reason,



iloveny.com

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