



DISCOVER  
LONG ISLAND

NEW YORK





**Jamie Claudio**  
**Vice President, Marketing & Sales**







# How Tourism Marketing Impacts Business

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## MISSION

As the official tourism promotion agency for the destination's travel and tourism industry, the organization contributes to the economic development and quality of life on Long Island by promoting the region as a world-class destination for tourism, meetings and conventions, trade shows, sporting events and related activities.







## TOURISM MATTERS

**9.6 Million**  
Overnight Visitors



**\$5.9 Billion**  
Annual Spending



Small Business make up **84%**  
of Tourism Industry



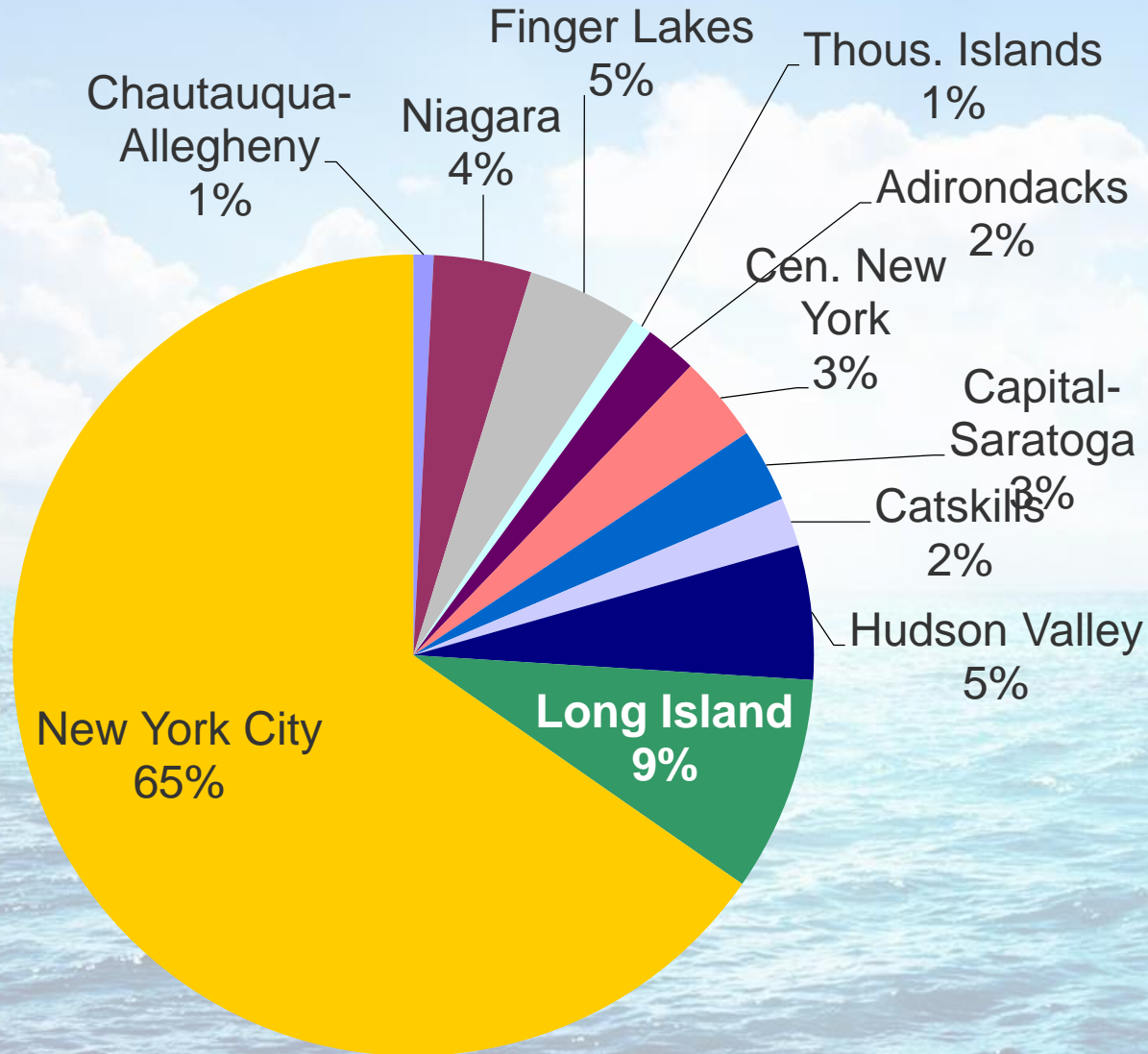
**\$722 Million**  
Local & State tax Revenue



**78,000**  
Jobs Impacted

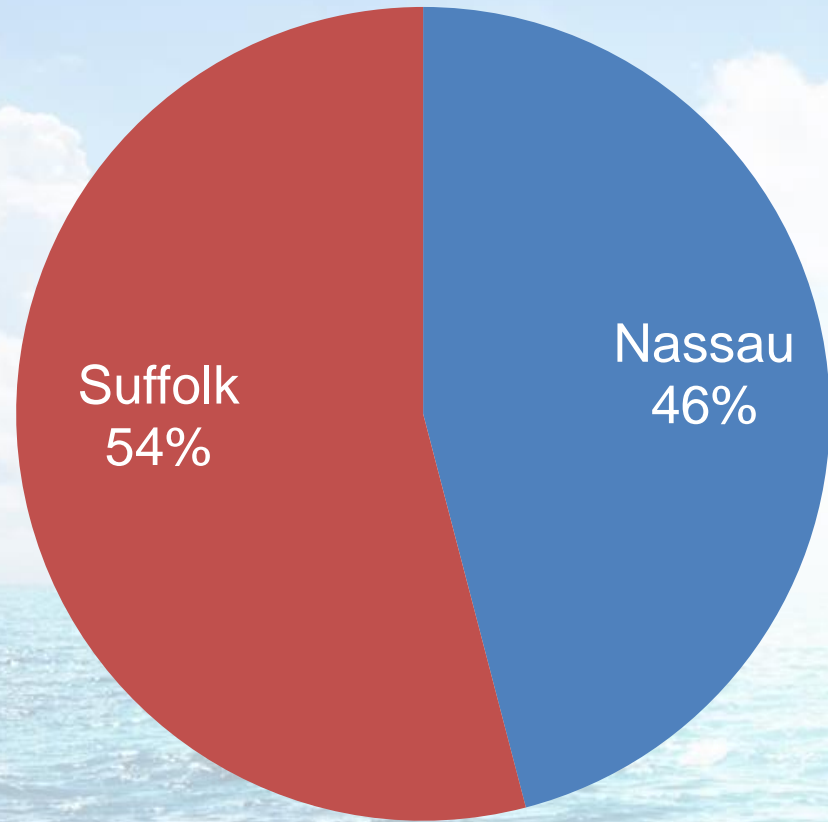






New York City, **Long Island** and Hudson Valley together comprise nearly **80%** of New York State traveler spend

## Traveler Spending in 2017



Tourism in Long Island is a **\$5.9 billion** industry, supporting **81,707** jobs.

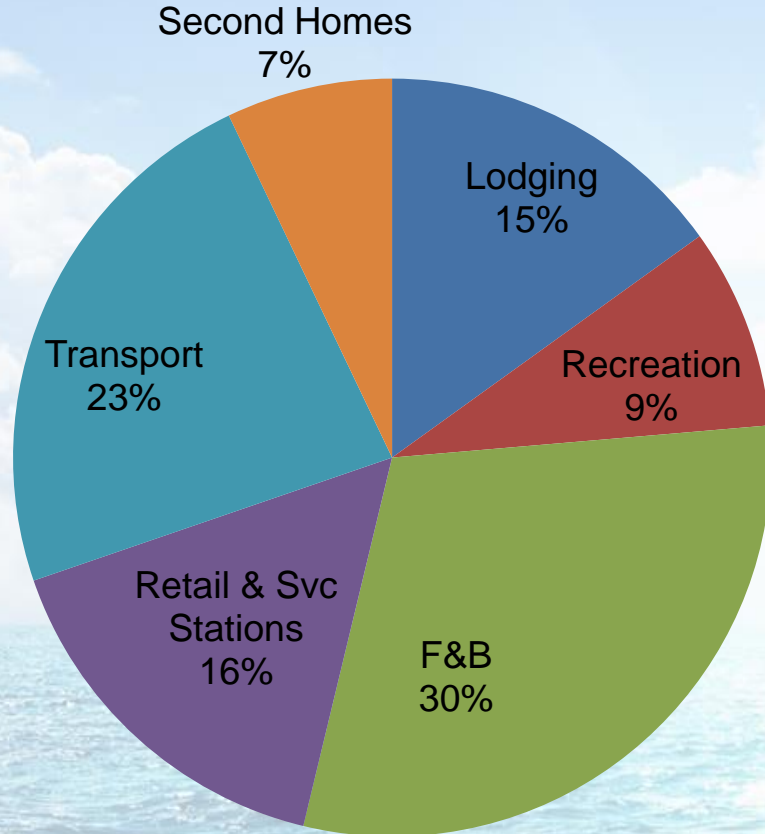
Suffolk County accounts for **54%** of traveler spending in Long Island.

Traveler spending in the region increased by **4.0%** in 2017.

Total Tourism Impact, 2017	Traveler Spend '000	Labor Income, '000	Employment	Local Taxes '000	State Taxes '000
Nassau	\$2,696,657	\$1,481,117	38,048	\$179,409	\$148,301
Suffolk	\$3,173,889	\$1,685,657	43,659	\$219,519	\$174,546
<b>TOTAL</b>	<b>\$5,870,546</b>	<b>\$3,166,774</b>	<b>81,707</b>	<b>\$398,928</b>	<b>\$322,847</b>



## Traveler Spending

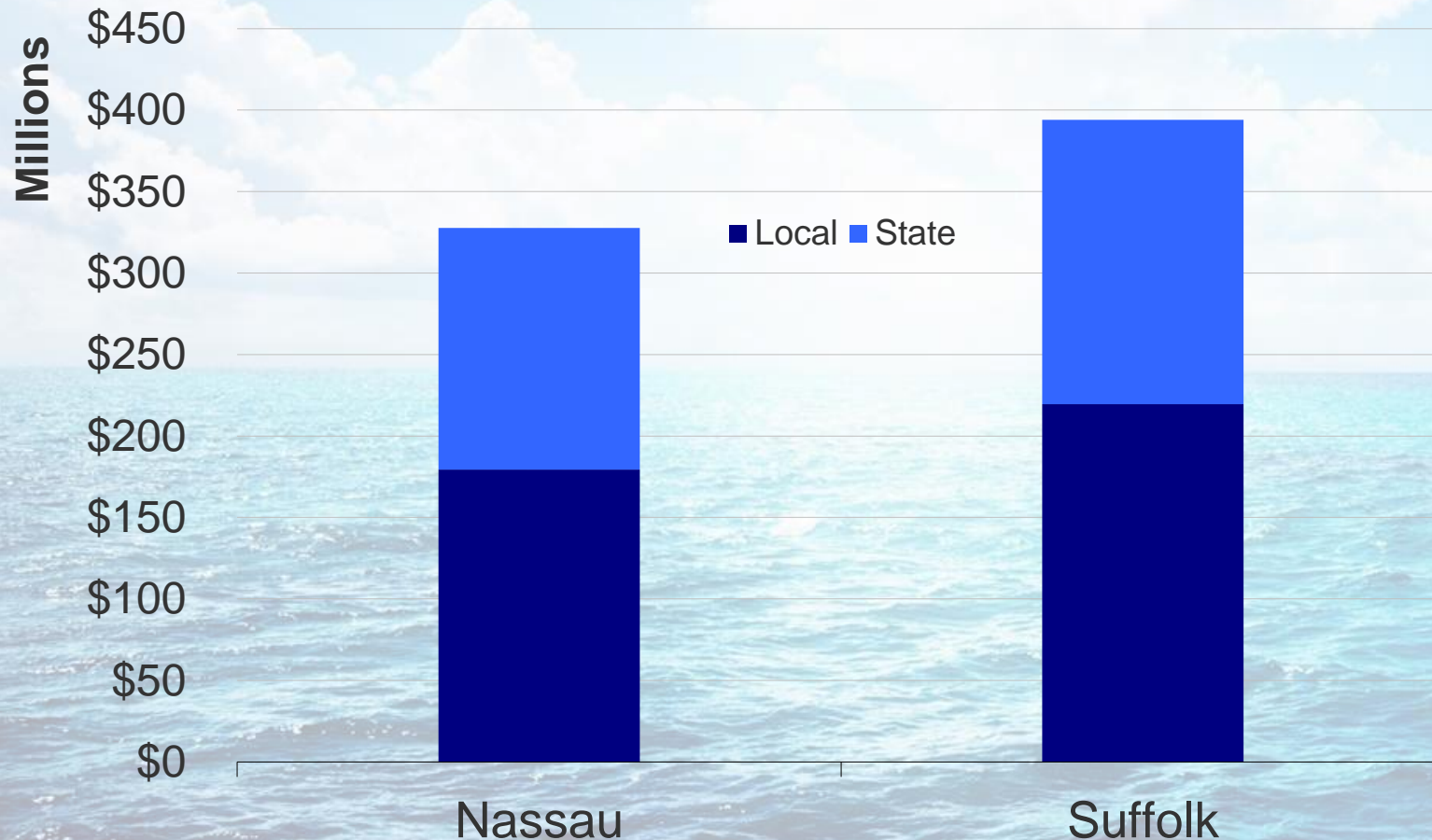


Travelers spent **\$5.9 billion** in Long Island in 2017.

Spending at restaurants and on transportation comprised **30%** and **23%** of the total, respectively.

2017 Traveler Spend '000s	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Nassau	\$362,414	\$297,229	\$977,096	\$476,022	\$557,470	\$26,426	\$2,696,657
Suffolk	\$522,235	\$206,104	\$791,201	\$461,672	\$803,021	\$389,656	\$3,173,889
<b>TOTAL</b>	<b>\$884,650</b>	<b>\$503,333</b>	<b>\$1,768,297</b>	<b>\$937,693</b>	<b>\$1,360,491</b>	<b>\$416,081</b>	<b>\$5,870,546</b>

## Tourism-Generated Taxes, 2017



Tourism in Long Island generated **\$725 million** in state and local taxes in 2017. Sales, property, and hotel bed taxes contributed to nearly **\$400 million** in local taxes. Suffolk County produced 54.6% of the region's tourism tax base.



**CORE ORGANIZATIONAL COMPONENTS**



# Research: Consumer Conversion Study

## Top Activities During Visit:

- Dining (78.8%)
- Beaches (64.4%)
- Farm, Fruit Stand or Orchard (51.4%)
- Shopping (50.8%)
- Historic Sites (40.4%)

## Printed Visitor's Guide is a Valuable Resource:

- The guide met expectations for 98.4% of the responders
- They love the great ideas, maps, pictures and details about attractions
- The guide caused over half of responders to visit additional attractions and/or areas

### Facebook is Popular and DiscoverLongIsland.com is Recognized:

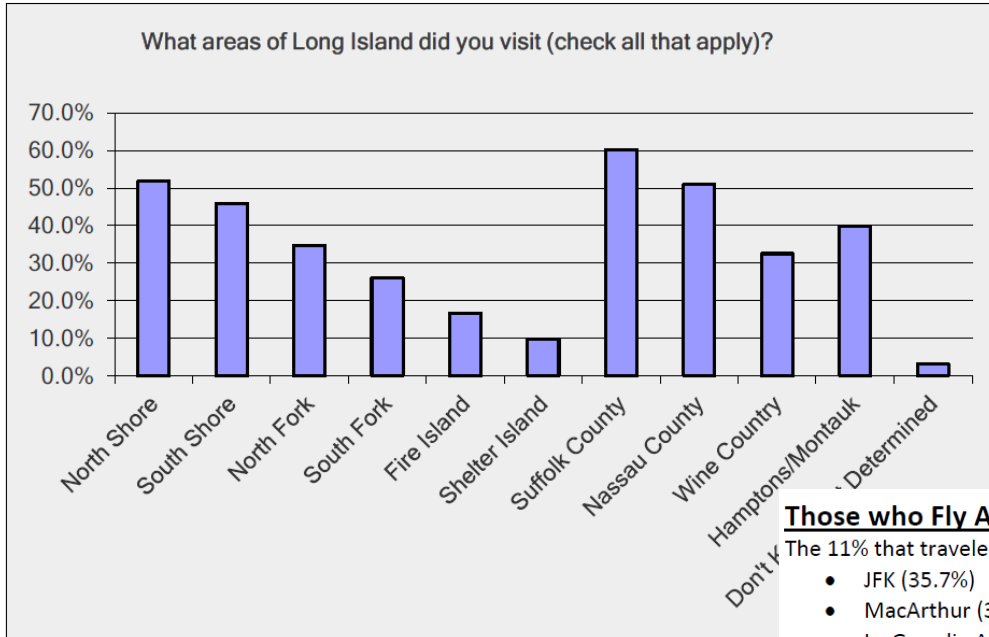
Facebook was the top social media source and was even more popular than a recommendation from Friends & Family! The top 3 sources were:

- Online – DiscoverLongIsland.com (31.6%)
- Visitor's Guide (26.5%)
- Online – Other (19.6%)

## Travel by Car is Most Popular:

Responders arrived by:

- Car (79.0%)
- Plane (11.2%)
- Ferry (5.6%)



Source	Percentage	Count
Facebook	12.4%	90
Instagram	0.8%	6
Twitter	0.6%	4
Radio	1.2%	9
Television	3.0%	22
Visitor's Guide	26.5%	192
Online - DiscoverLongIsland.com	31.6%	229
Online - Other	19.6%	142
Friend and/or Family Member	7.5%	54
Do Not Recall	17.0%	123
Other (please specify)		61
<i>answered question</i>		724

## Day Trips and Long Vacations Most Popular:

Nights	Percentage	Count
0 nights (day trip)	25.1%	84
1 night	6.0%	20
2 nights	16.1%	54
3 nights	12.8%	43
4 nights	8.7%	29
5 nights	6.6%	22
6 nights	1.5%	5
7 or more nights	23.3%	78
<i>answered question</i>		335

99% Leisure Trips  
83% visited Suffolk county  
68% New Yorkers

## Those who Fly Arrive at JFK Slightly More than the Other Airports:

The 11% that traveled by plane arrived at:

- JFK (35.7%)
- MacArthur (31.0%)
- La Guardia Airport (26.2%)
- Newark (5%) – written is an "Other" choice



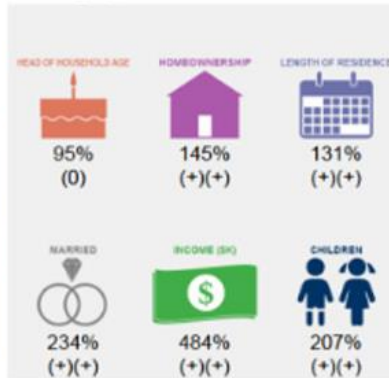
# Research: Consumer Demographic Study



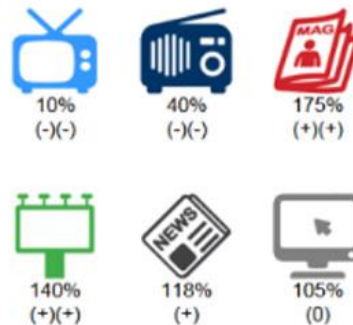
"Suburban Splendor" are married couples and their children living the good life in mid-size suburban settings where they reside in sprawling high-end homes. These engineers, doctors, executive managers and home-based business owners work hard and have already managed to build-up a sizable net worth. They enjoy reading magazines, driving luxury cars and taking fabulous family vacations to foreign lands. "Suburban Splendor's" extremely healthy incomes allow them to invest in real estate, buy top-of-the-line household furnishings, educate their children and to be quite generous with gifts and contributions.



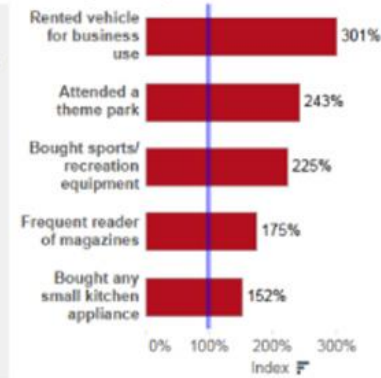
## Demographics



## Channel Usage



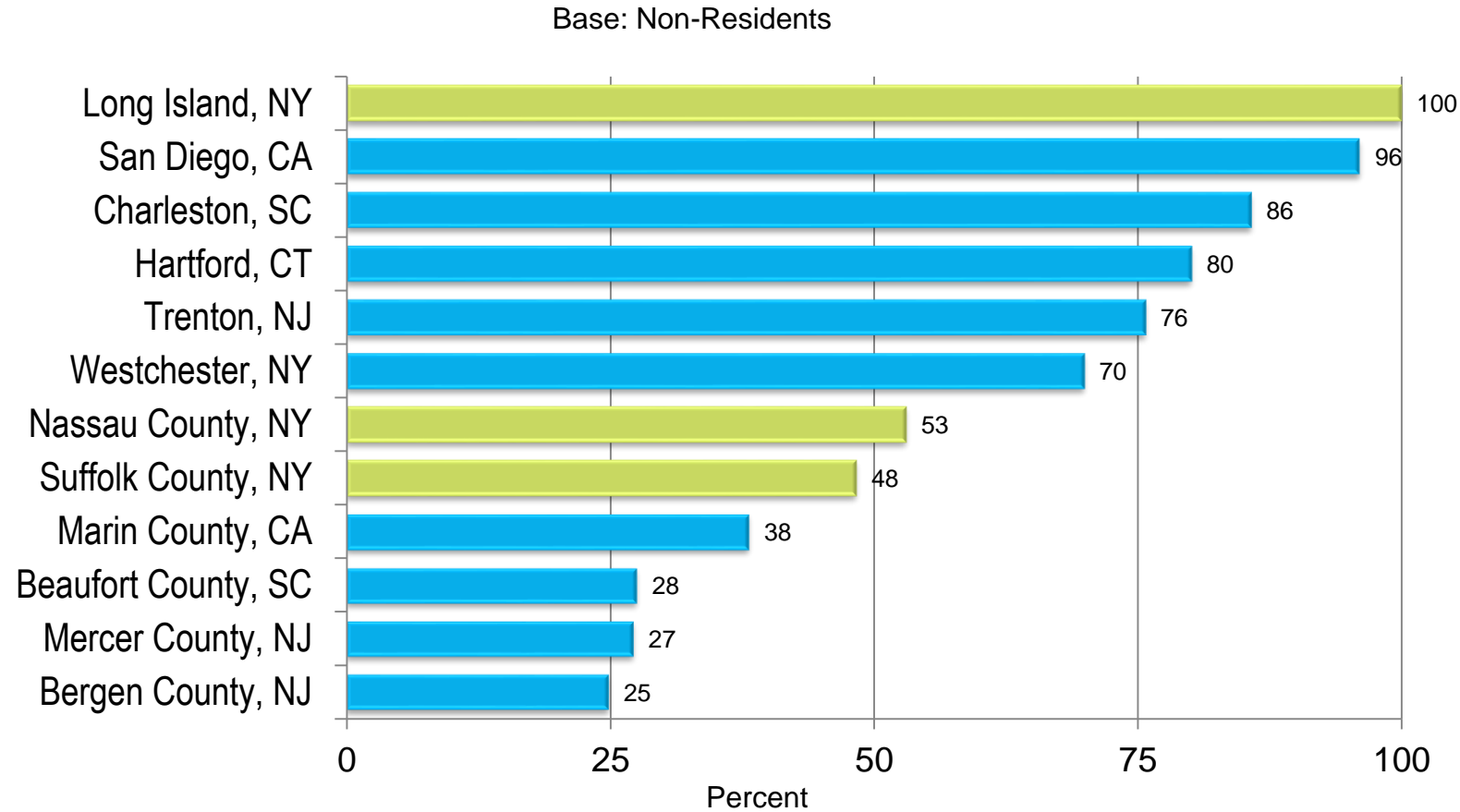
## Strong Lifestyles



## Digital Engagement

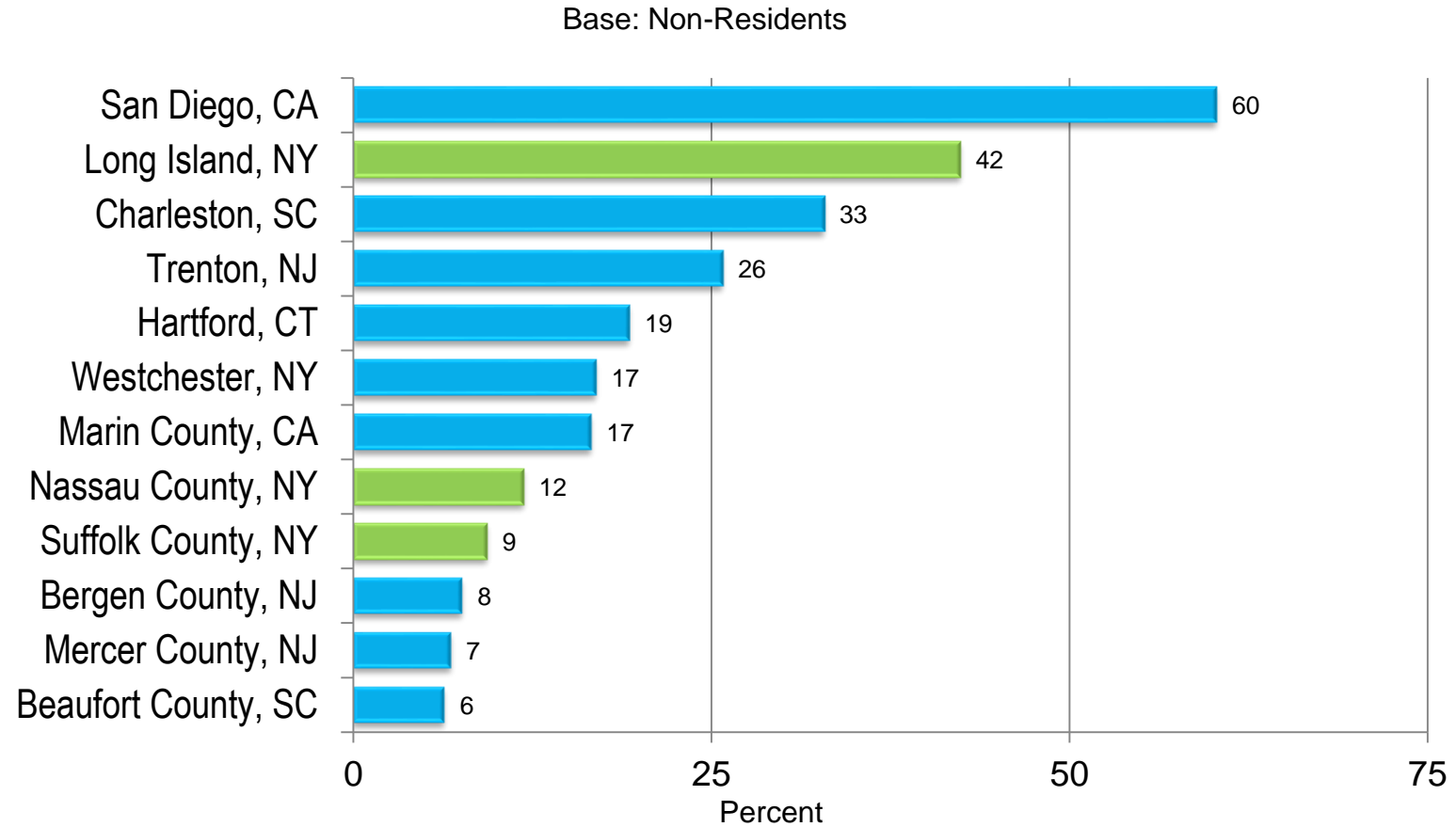


# Aided Awareness: Places Heard Of

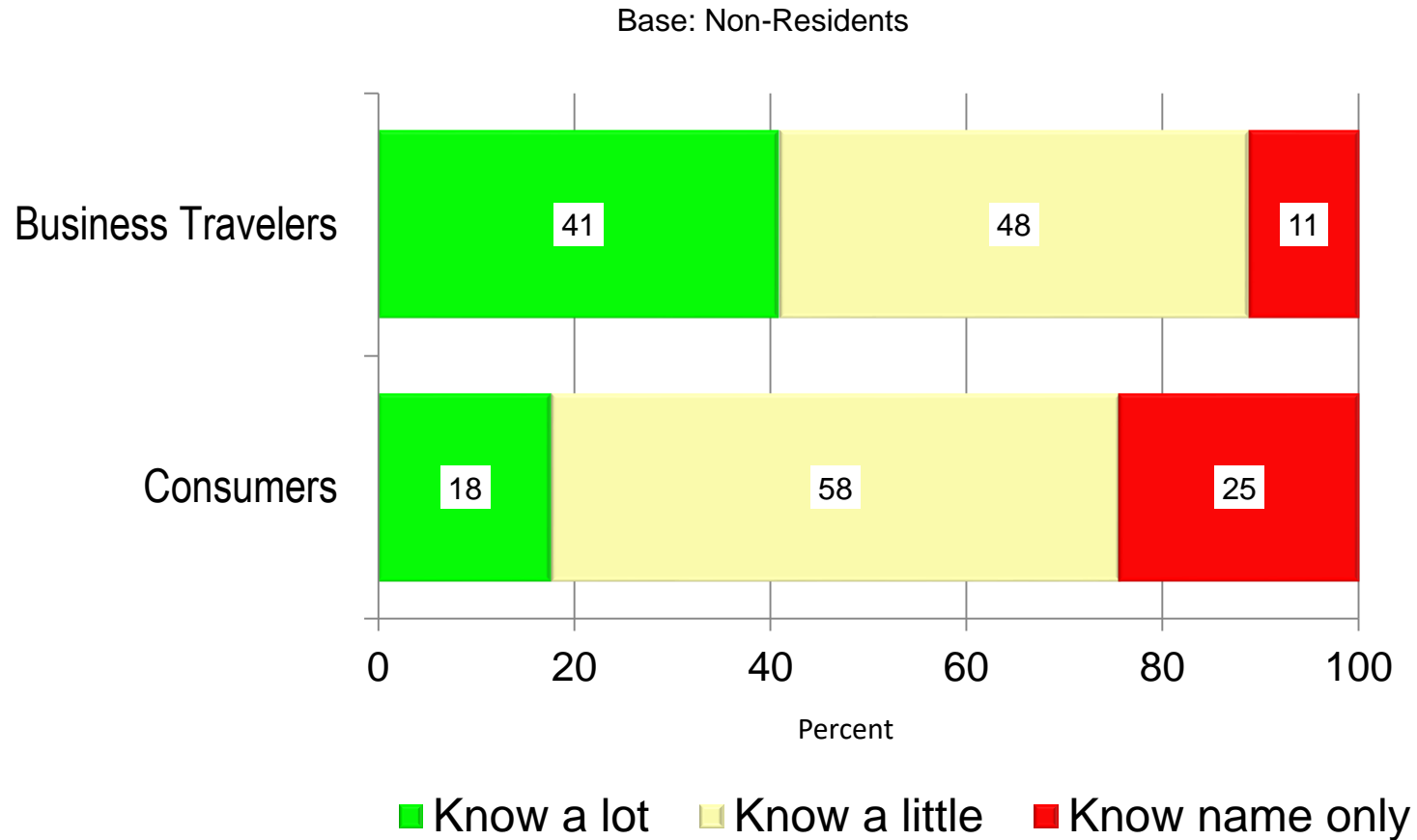




# Ever Visited

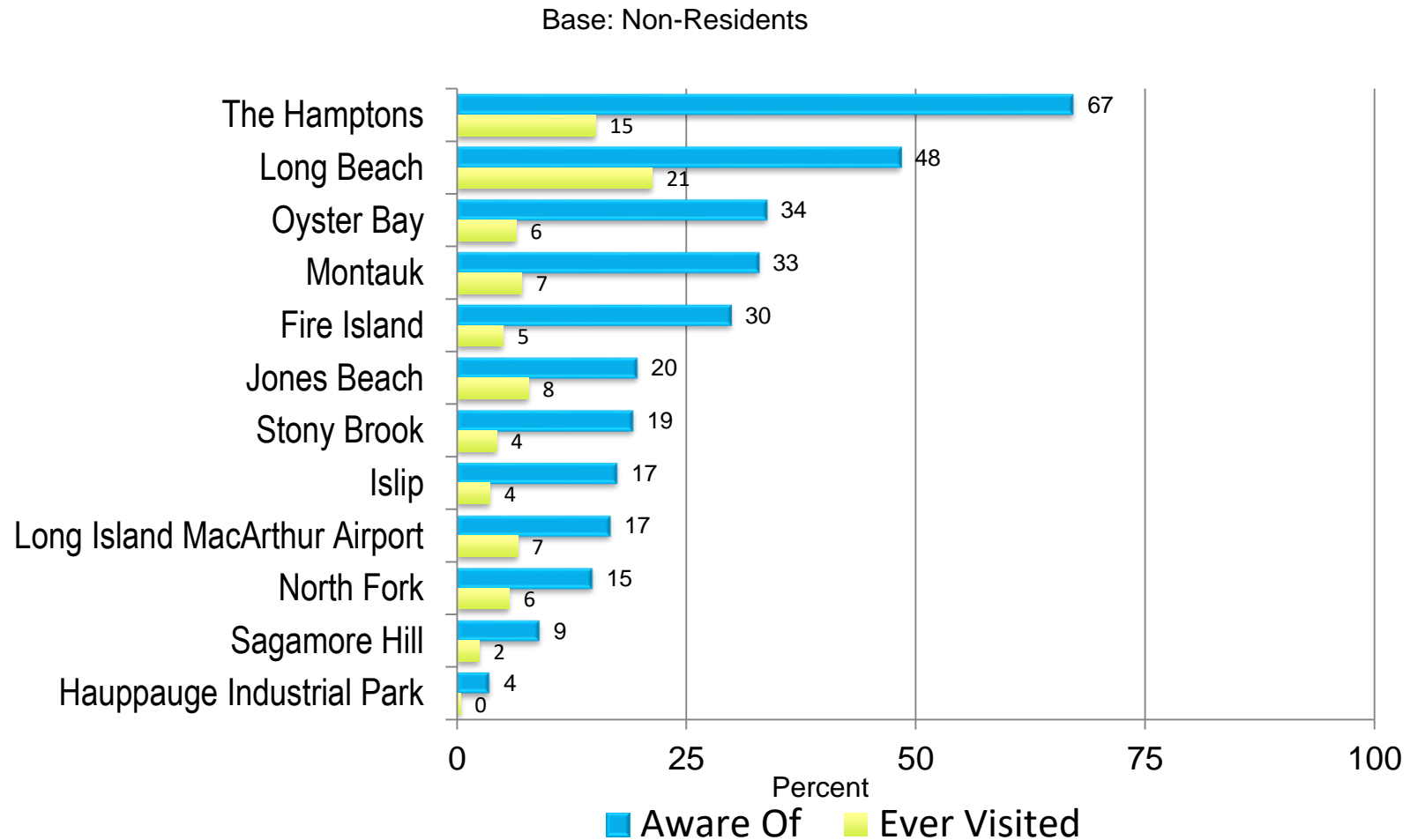


# Familiarity With Long Island

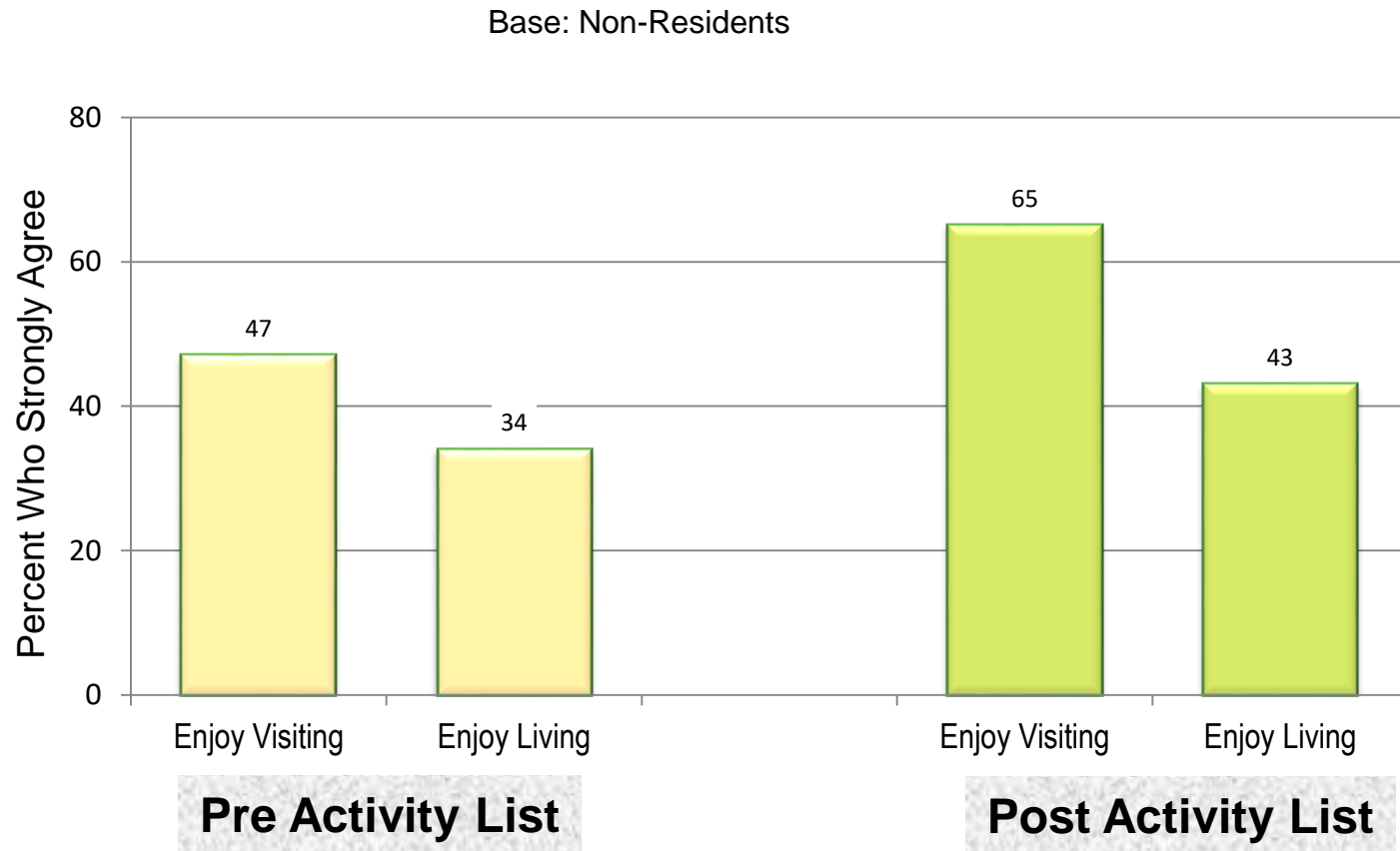




# Awareness/Past Visitation of Long Island Places – Non-Residents



# Long Island's Overall Image as a Place to Visit/Live– Pre vs. Post Activities Description





# MARKETING & COMMUNICATIONS

Responsive on all Devices

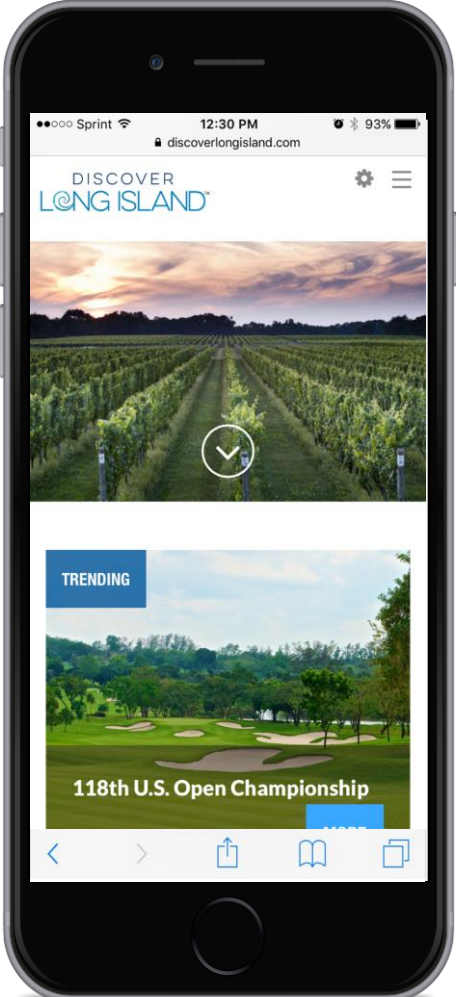
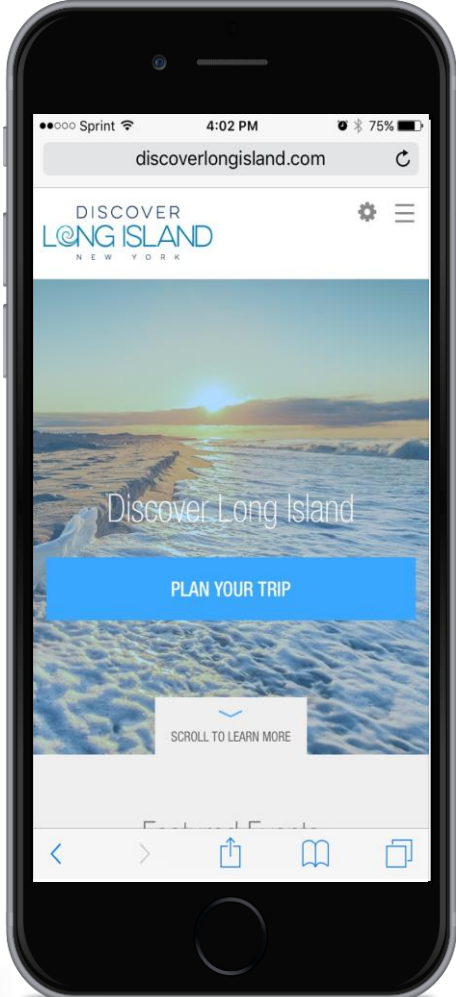
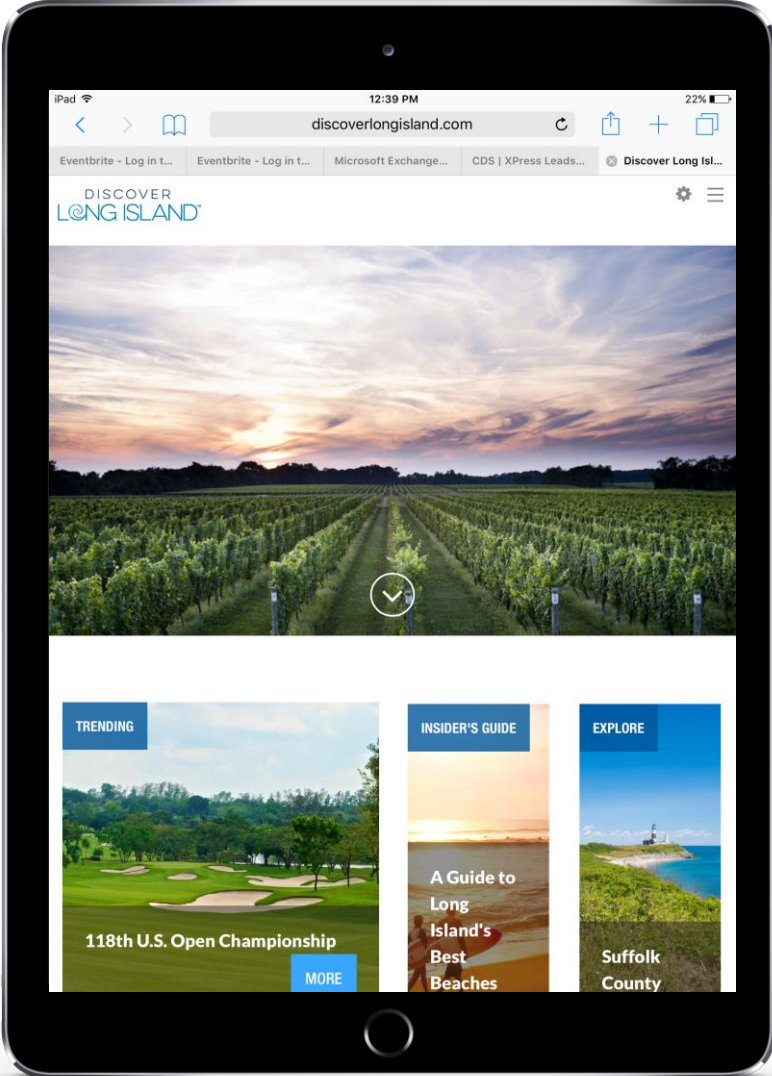
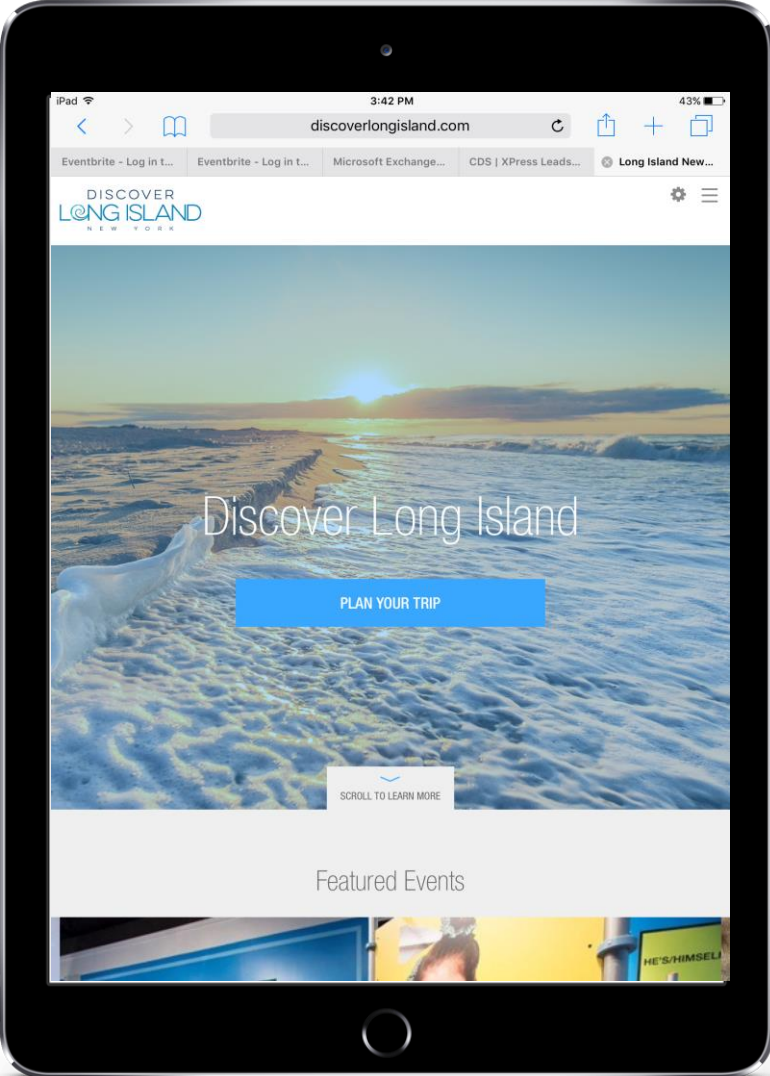
Visually Driven

Enhanced Website Architecture

Utrip Planning Platform

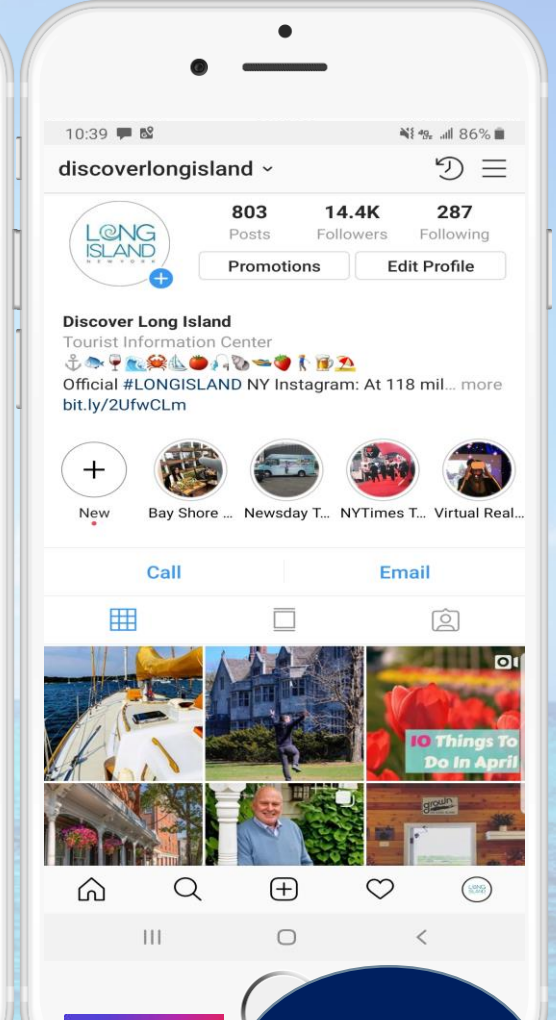
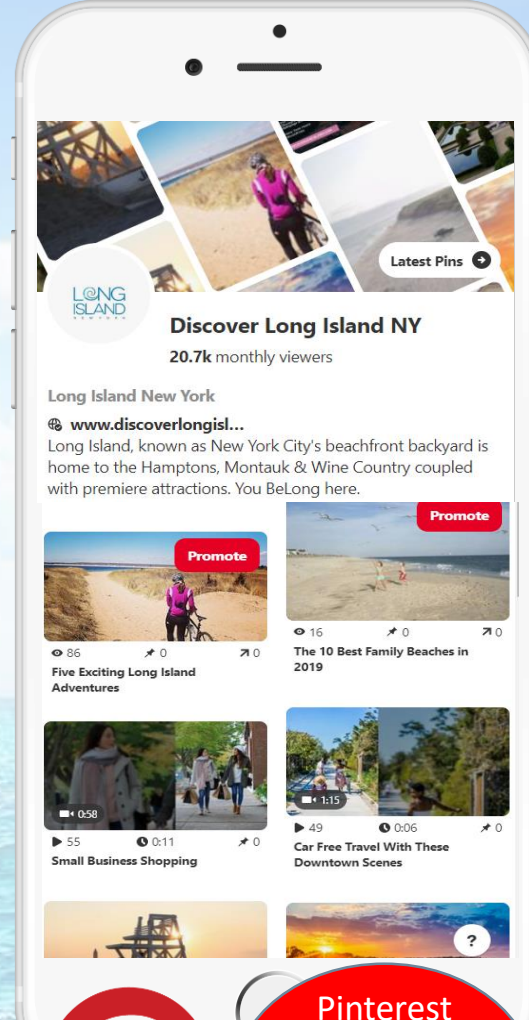
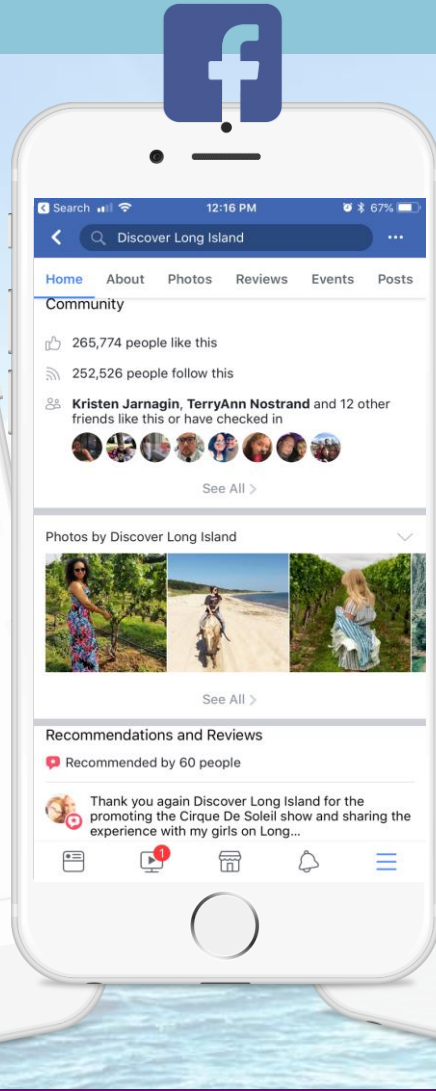
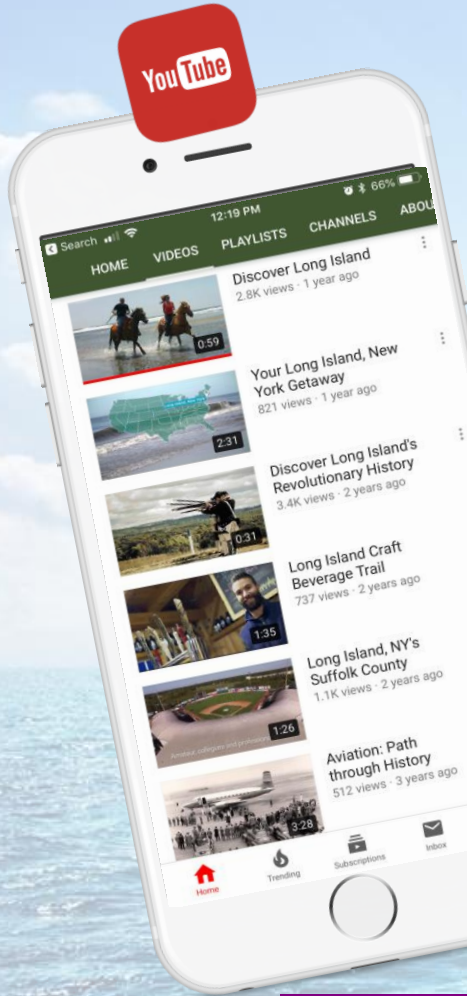
Jack Rabbit Booking Agent

360 Video Experiences





# We are Social



**YouTube - 556 Subscribers**  
**Twitter - 2,514 Followers**  
**Facebook - 254,000 Followers**

**Pinterest Monthly Views: 20,700+**

**Instagram Following 14,457+**



DISCOVER LONG ISLAND

BOOK YOUR TRIP EXPLORE THINGS TO DO TRAVEL & MEETING PROFESSIONALS BUYER'S GUIDE

## Winter on Long Island

*'Tis The Season...*

**'Tis The Season to Discover Long Island**

In the winter months the popular who-oh-holiday destinations are in their glory. Looking for a getaway, a romantic escape and off-season pricing? Long Island has it all. Whether you are looking for a relaxing retreat or a getaway, we have it all. Discover Long Island has everything you need to make your winter getaway a memorable one.

### Winter Deals

These award-winning Bed and Breakfast's are a perfect place to stay in the winter season. Top prices combine with top-notch service to make for an unforgettable experience.

### Holiday Magic

Long Island is a great place during the holidays with festive family-friendly activities and events for both children and adults. Don't miss these go-to seasonal spots.

### Romantic Escapes

Whether for Valentine's Day or just because, come us with a loved one at one of these alluring spots this season.

### Discover Long Island

Sponsored · demo ·

It's fall on Long Island! Take a nature walk, sip local wine & pick your own pumpkin.

DISCOVERLONGISLAND.COM  
**Plan Your Autumn Adventure**  
Learn more about Long Island!

Learn More

### Discover Long Island

Sponsored ·

Great food, stunning vineyards, fall festivals — plan an autumn adventure to Long Island.

DISCOVERLONGISLAND.COM  
**Fall Fun on Long Island**  
LI visitor & travel information available.

Learn More

### Discover Long Island

Sponsored ·

Keep learning on Long Island. Explore historic homes, museums & galleries this fall.

DISCOVERLONGISLAND.COM  
**Autumn Family Fun Awaits**  
Start planning for Long Island!

Learn More

Discover Long Island

# 2018 OFF SEASON MARKETING CAMPAIGN



Whether holiday shopping or looking for a romantic and relaxing escape, check out these special offers for the winter season.

Shop 'Til You Drop

Epicurean Delights

Fun for the Whole Family



## THE WALL STREET JOURNAL

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine

**Facial Masks: For Men Who Seek a Skin-Care Edge**

They're no longer just for women. Men are investing themselves in skincare products as part of the 'self-care' craze.

By Jacob Gallagher · November 6, 2018

**Los Angeles Is a Fashion Wasteland. Can One Store Change That?**

Downtown Street Market, a month-old multi-brand store selling high fashion and trendy-up accessories, just opened its doors in downtown L.A. But will it find an audience in this more locally dressed-down city?

By Jacob Gallagher · November 6, 2018

**Vine's Patrick Ervell Explains the Eternal Appeal of Surf-Cal Style**

One year ago Patrick Ervell closed his surf-label and left New York. Now, he's gone full California.

By Max Bantinger · November 5, 2018

Most Popular Videos

### Shop 'Til You Drop

Whether you're a shopaholic or just looking to bag the best bargains, the following offers create the ultimate shopping experience.

### Epicurean Delights

Answer for our foodies is well known: this season take advantage of dining credits at your favorite culinary and craft beverage hot spots with these offers.

### Treat Yourself

Unwind and indulge with our spa offerings that will ease the stress of holiday shopping.

### Fun for the Whole Family

Make family memories that will last a lifetime with these fun winter adventures the kids are sure to love.

## DISCOVER YOUR LONG ISLAND

LEARN MORE >

### TRAVELZOO

## 10 Reasons to Make a Long Island Escape This Season

By Annemarie Kropf

Celebrity-studded summers in the Hamptons are just a starter on the Long Island escapes menu. In fact, the region is dotted with charming old villages, Insta-gold lighthouses and award-winning restaurants and wineries that aren't just open in the off-season (i.e., now), but arguably at their best, minus the crowds.

And the place has holiday spirit to spare: flying Santas, roving Dickens characters -- even an ancient native holly forest. Read on for 10 stops you won't want to miss.

Read More >





Hartford Courant

THURSDAY MAY 2, 2018

Wickham Park Invitational

LONG ISLAND'S EAST END THE HAMPTONS

EASTENDGETAWAY.COM

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Lock a Low Rate with America's Largest Mortgage Lender and SAVE!

Current Mortgage Rates

15-Year Fixed 4.375% (4.671% APR)

30-Year Fixed 4.50% (5.205% APR)

QuickLoan Loans

Action from the girls varsity championship and girls varsity seeded races at the Wickham Park Invitational cross country track meet Saturday.

NEWS

2018 High School Football | Video

Scots win KMAC over Knights

LONG ISLAND'S EAST END MONTAUK

EASTENDGETAWAY.COM

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Kahr & Associates

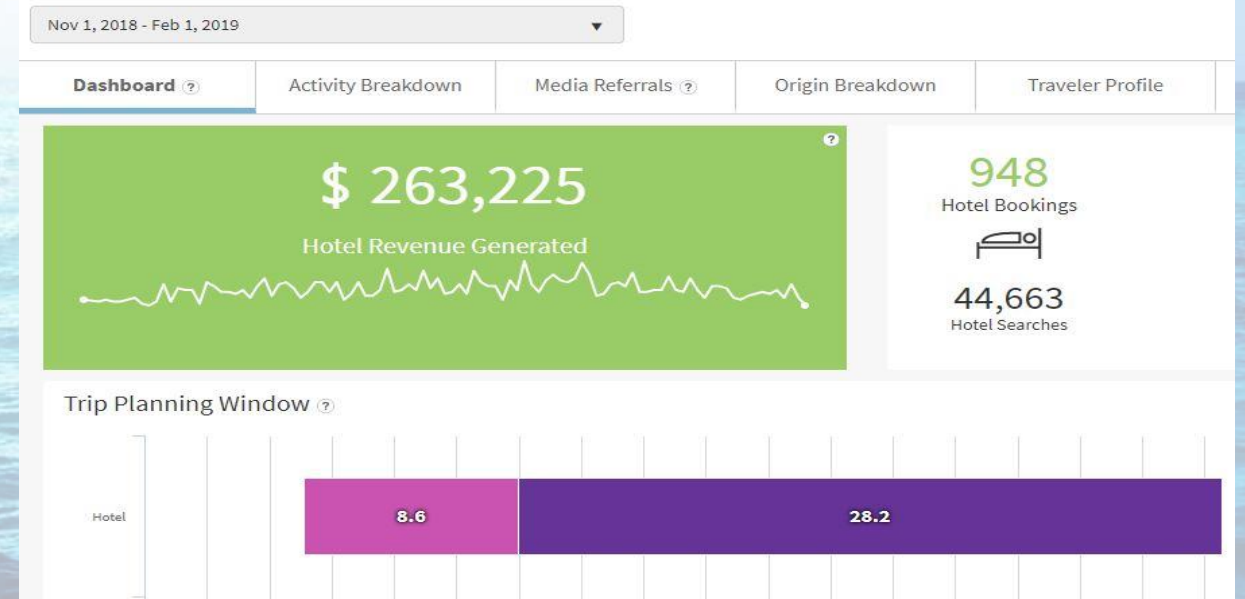
Auto

Call or visit us at one of our Locations

hahrloisinsurance.com

## East End Tourism Alliance Video Pre-Roll

- **Flight Dates:** November 1, 2018 – December 31, 2018
- **Participants:** Montauk, North Fork, The Hamptons, Riverhead
- **Demographic:** Consumers, 35-55, demonstrated travel propensity
- **Geographic:** Long Island, New York City, Connecticut, New Jersey & Westchester/upstate New York
- **Impressions:** 833,354
- **Click-Throughs:** 4,633







January 18, 2018  
 Long Island: What People Are Talking About



# 2019 WINTERFEST MARKETING CAMPAIGN

**Discover Long Island**  
 Sponsored ·

Hop on the tour bus at your hotel of choice and be off to Clovis Point Vineyard Main Road Biscuit Co. Liv Vodka and finish your mixed tour at the Riverhead Ciderhouse.



LONGISLANDWINTERFEST.COM  
**Winterfest 2019 Mixed Tour** on March 2, 2019  
 BOOK NOW

98 21 Comments 22 Shares

Like Comment Share

Refresh preview • Report a problem with this preview

**Discover Long Island**  
 Sponsored ·

Let us entertain you with a free weekend and winery tour with exclusive experiences!

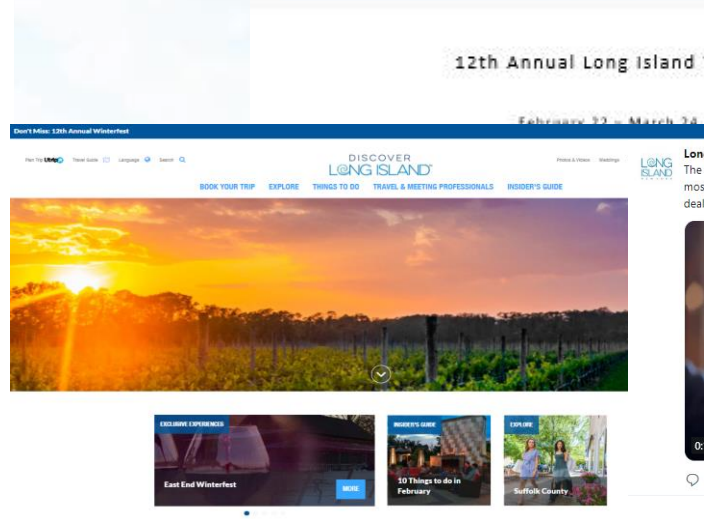


LONGISLANDWINTERFEST.COM  
**We're your guide on what to do on the East End of Long...**  
 BOOK NOW

75 9 Comments 22 Shares

Like Comment Share

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**Long Island New York** @DiscoverLiny · Feb 20  
 Check out our Insider's Guide for exclusive events and packages happening at @LIWINTERFEST ❄️🍷🍷🍷 The 5 week festival kicks off this week!!  
[bit.ly/2Xdnh4q](https://bit.ly/2Xdnh4q) #thingstodo #music #art #wine #beer #longisland #winter

**Signature Event: Winterfest | Discover Long Island**  
 The 12th Annual Winterfest on Long Island's East End, across the North and South Forks, kicks off on February 22nd for a five-week celebration that include

discoverlongisland.com

2 4



**Long Island New York** @DiscoverLiny · Feb 4  
 The 12th Annual Long Island Winterfest is almost here! Which events are you most excited about? Follow @LIWINTERFEST to stay up to date on packages, deals and happenings. #NYLovesWinter #DiscoverLongIsland

0:10 105 views

3 7

**Winterfest on the East End**  
 February 22- March 24: The 12th Annual Winterfest on Long Island's East End, across the North and South Forks, is right around the corner starting this February 22nd. A five-week celebration that includes wine and craft beverage offerings, live music performances, art installations

discoverlongisland LONG ISLAND WINTERFEST is almost here! 5 weeks of incredible venues and events celebrating #LongIsland heritage and culture - make sure to follow @liwinterfest to stay up-to-date on happenings, packages and deals!

lifestyleclothing Patchogue?  
 valdisfreibergsrch A Package with a new Caffe Hall they can find here...Very hopeful link for a Tourist.

701 views  
 FEBRUARY 4





## Campaign Elements:

- Mobile Geofencing of CT Ferry Terminals, JFK Airport, Penn Station
- Video PreRoll on Newsday.com
- LocalWineEvents “The Juice” E-Blast
- Promoted Social Posts on Facebook & Instagram
- Digital Display Retargeting
- Featured Event & Signature Event Blog Post on DiscoverLongIsland.com
- Discover Long Island Consumer Newsletter Inclusions

## Winterfest Marketing Campaign

- **Flight Dates:** February 1, 2019 – March 24, 2019
- **Participants:** Winterfest and event participants
- **Demographic:** Consumers, demonstrated travel/craft beverage and/or music propensity
- **Geographic:** Long Island, New York City, Connecticut, New Jersey & Hudson Valley/upstate New York

## Media Impressions:

**1,943,335**





# 2019 THAW MARKETING CAMPAIGN

## A Legacy of Arts and Culture on Long Island

Long Island has deep roots in American art and history, ranging from the artists and writers who have resided on Long Island to create their renowned masterpieces to the sites of inspiration behind many works of art and stories. On Long Island, known as "New York City's beachfront backyard," explore the artistic passion and legacy embodying the region. Don't miss these stops in the famed Hamptons region on Long Island's East End.

### Explore these Famed Long Island Institutions



Southampton History Museum

5.0/5.0

"A Walk Into the Past"  
TripAdvisor reviewer Christine M

See more



Bay Street Theater

5.0/5.0

"Best Little Theater & Shows Around"  
TripAdvisor reviewer carmichaeljagilliere

See more



Longhouse Reserve

5.0/5.0

"Our favorite retreat"  
TripAdvisor reviewer NCR\_12

See more



Guild Hall

5.0/5.0

"There is something wonderful always going on at Guild Hall"  
TripAdvisor reviewer BSSlyeal

See more



Southampton Arts Center

5.0/5.0

"Beautiful Arts Center In The Heart of Southampton"  
TripAdvisor reviewer TeamHOC

See more



Pollock-Krasner House and Study Center

5.0/5.0

"If you like Pollock and/or Krasner, this is for you"  
TripAdvisor reviewer Casey128855

See more



Parrish Art Museum

5.0/5.0

"Beautiful space to enjoy peace and art"  
TripAdvisor reviewer 11mccas279

See more

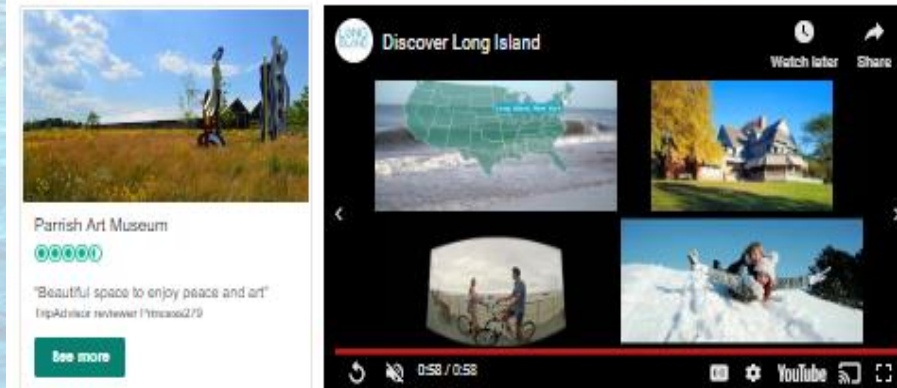
## Quick Links

- Discover Long Island
- Long Island's Art and Culture
- 2019 THAW: Hamptons Arts Weekend Festival
- The Hamptons Arts Network
- Book Your Stay

## Become a Long Island Insider



#discoverlongisland  
#LIartsandculture





Hamptons Arts Network

**THAW FEST**  
3.22-3.24

LEARN MORE

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## THAW Marketing Campaign on TripAdvisor

- **Flight Dates:** January 25, 2019 – March 22, 2019
- **Participants:** The Hamptons Arts Network (HAN)
- **Demographic:** Consumers, demonstrated travel/art propensity, seeking regional (NY/NJ/CT) “things to do” content
- **Geographic:** Long Island, New York City, Connecticut, New Jersey & Hudson Valley/upstate New York
- **Impressions:** 2,083,333 minimum guaranteed



Hamptons Arts Network

**THAW FEST**

3.22-3.24

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Hamptons Arts Network

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**THAW FEST MARCH 22-24**

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Hamptons Arts Network

**THAW FEST**  
3.22-3.24

LEARN MORE





# SHORT FLIGHT. LONG ISLAND.

## SHORT FLIGHT. LONG ISLAND.



[SHORTFLIGHTLONGISLAND.COM](http://SHORTFLIGHTLONGISLAND.COM)

Long Island MacArthur (ISP), New York's most convenient airport, lets you fly more and stress less. It's also the best way to access Long Island's world-renowned beaches, award-winning Wine Country, locally harvested cuisine, Gatsby-era Gold Coast Mansions, the famed Fire Island and Hamptons and so much more. Travel easily, vacation confidently.

**ISP**  
Long Island MacArthur Airport

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NEW YORK

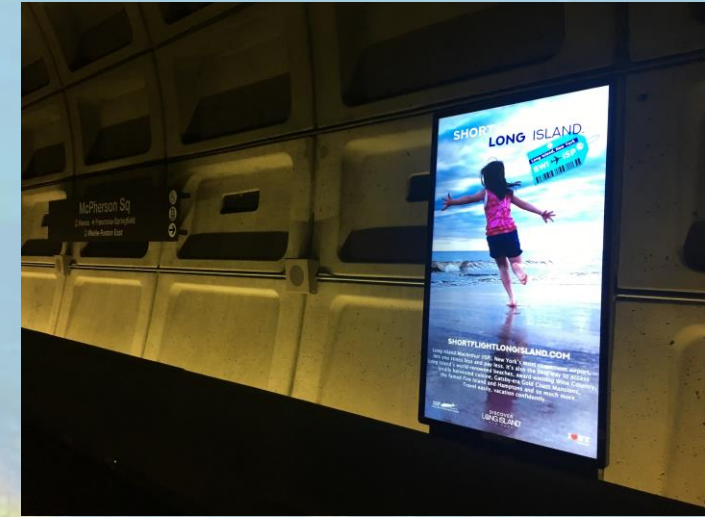
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# LONG ISLAND

Where Golfers *Be* LONG



Home of the 2019 PGA Championship and 2024 Ryder Cup. Test your mettle on dozens of world-class fairways and public courses including the famed Bethpage Black. We can't promise you'll play like a pro, but here, you can vacation like one. Off course, enjoy miles of pristine beaches, sport fishing, renowned Wine Country and local cuisine.

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NEW YORK



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### Sun, Sand and Surf



### Round of Golf

After watching the pros, hit the green and test your skills on renowned public courses. Long Island offers excellent options for the avid golfer. Home to a variety of courses and multiple tee times, you'll find it easy to accommodate your schedule.

[Click for a full list of Golf Courses](#)







I ♥ NY





Sponsored Content  
**Long Island Makes a Great Addition to NYC Trips**

Things to Do / Long Island Makes a Great Addition to NYC Trips

Sponsored by:



Long Island is New York City's backyard, one of New Yorkers' favorite escapes—a dynamic destination that's filled with resort towns, cultural centers and more. What Manhattan is to Broadway and bustle, Long Island is to rest and relaxation. But there's plenty to do for any type of vacationer: surf and sun at a beachfront getaway, chill out at a first-class resort, be seen at one of the area's hottest clubs and sample wine at a world-renowned vineyard. There are quaint downtowns to stroll, top boutiques and outlet stores to thrill the most selective shopper and some of the country's most incredible farm-to-table cuisine by celebrity chefs. For the must-do's when visiting Long Island, read on.



Advertisement



09/06/2017

Things to Do LICVB

Share This





T:47.25"

T:47.25"

T:47.25"

T:47.25"



**LONG ISLAND**  
 Where you *Be*LONG

**NEXT STOP: CHAMPIONSHIP GOLF**

The Long Island Rail Road connects New York City to its beachfront backyard, Long Island. Hop on the LIRR to Farmingdale Station, where you can catch a complimentary shuttle to Bethpage Black for the 2019 101st PGA Championship.

Visit [DiscoverLongIsland.com/LIRR](http://DiscoverLongIsland.com/LIRR)

DISCOVER **LONG ISLAND** NEW YORK

LONG ISLAND RAIL ROAD **GETAWAYS** MTA  
[mta.info/lirr/getaways](http://mta.info/lirr/getaways)

T:68.4"



**LONG ISLAND**  
 Where you *Be*LONG

**NEXT STOP: WINE COUNTRY**


The Long Island Rail Road connects New York City to its beachfront backyard, Long Island. Hop on the LIRR and visit the North Fork, home to the award-winning vineyards and tasting rooms of Long Island Wine Country.

Visit [DiscoverLongIsland.com/LIRR](http://DiscoverLongIsland.com/LIRR)

DISCOVER **LONG ISLAND** NEW YORK

LONG ISLAND RAIL ROAD **GETAWAYS** MTA  
[mta.info/lirr/getaways](http://mta.info/lirr/getaways)

T:68.4"



**LONG ISLAND**  
 Where you *Be*LONG

**NEXT STOP: THE HAMPTONS**


The Long Island Rail Road connects New York City to its beachfront backyard, Long Island. Hop on the LIRR to visit the world-renowned beaches of the Hamptons and Montauk.

Visit [DiscoverLongIsland.com/LIRR](http://DiscoverLongIsland.com/LIRR)

DISCOVER **LONG ISLAND** NEW YORK

LONG ISLAND RAIL ROAD **GETAWAYS** MTA  
[mta.info/lirr/getaways](http://mta.info/lirr/getaways)

T:68.4"



**LONG ISLAND**  
 Where you *Be*LONG

**NEXT STOP: FIRE ISLAND**

The Long Island Rail Road connects New York City to its beachfront backyard, Long Island. Hop on the LIRR to reach 5 railroad stops with Fire Island ferry connections.

Visit [DiscoverLongIsland.com/LIRR](http://DiscoverLongIsland.com/LIRR)

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[mta.info/lirr/getaways](http://mta.info/lirr/getaways)

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LGBTQ Guide to NYC

[Pride 2018](#) [WorldPride 2019](#)

**ONE  
WORLD  
ONE  
PRIDE**

**ONE  
NEW  
YORK  
CITY**

**UNITE IN 2019**



# Pride on the beach



JUNE 8-10, 2018 PLAN YOUR TRIP >



I ❤️ NY LONG ISLAND PRIDE DISCOVER LONG ISLAND



# Pride on the beach

JUNE 8-10, 2018 PLAN YOUR TRIP >

I ❤️ NY iloveny.com



# Pride on the beach

JUNE 8-10, 2018 PLAN YOUR TRIP >

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June 8-10, 2018

# Pride on the beach



PLAN YOUR TRIP >

I ❤️ NY



# Visiting Journalist Program

UK Press Trip: April 2018



German Press Trip: October 2017

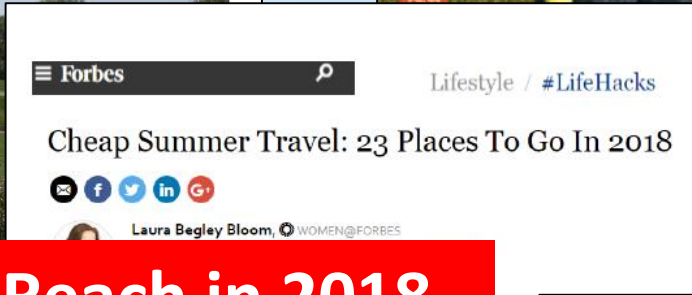
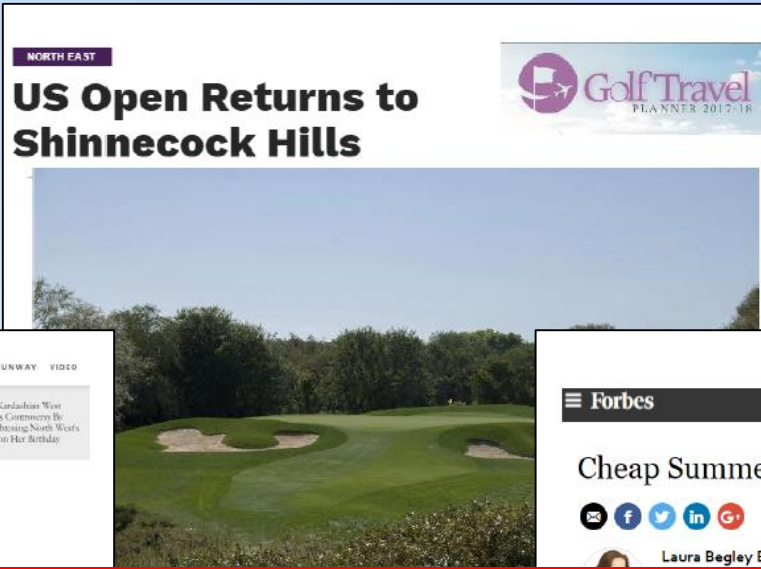


leslieyip0911  
Bedell Cellars

NYC+ Long Island CA Press Trip:  
May 2018







418,847,736 Earned Media Reach in 2018

**HAUTE LIVING**  
NEW YORK


## Loews Regency New York Hotel And Montauk Yacht Club Launch Unique Summer Experience

BY ASHLEY FERN | NEWS, TRAVEL | MAY 23, 2018



The Loews Regency New York Hotel, Montauk Yacht Club together with Hampton Shores and Discover Long Island have created the perfect summer experience: **Marlins & Montauk**. This limited-edition New York travel package is perfect for families, couples and all types of travelers and is available throughout the 2018 summer season ending on August 31, 2018.

This package features authentically local experiences through the hotels guests check-in to, restaurants they eat at and the sites they explore. Offering the best of both worlds by combining the luxury of New York City hotels and restaurants with the cachet of spending weekends in Montauk. Guests will enjoy a truly New York experience filled with great food and drinks at an iconic hotel, paired with classic transportation and a visit out East to enjoy some of the best beaches and wineries in the country.




York City and blissfully laid-back Fork of Long Island is fast in need of a green retreat. **Table & Inn is Sound View** dating back to 1953. Revamped by seaside, mid-century elegance at 1. Set in an area with over 30 Fork's culinary prowess at The **Len Zamarr**, who offers bi- North Fork's seasonal bounty, **backside food stand** perfect for **eat**, visit chef Frank DeCarlo's **at Bruce & Son**, and the **ucky Bee**.

TRAVEL

## THE BEST PLACES IN THE U.S. AND ABROAD TO TRAVEL IN JUNE

By MATT MELTZER  
Published On 04/27/2018  
@mmeltzer



**Long Island**

The longest, toughest leg of horse racing's Triple Crown goes down June 9 at the 150th running of the Belmont Stakes. It's probably the least-known of the big three, but the party here is just as crazy. It's the odd weekend when New Yorkers leave the city en masse donning big hats and cocktail attire and pack Belmont Park, many not knowing a fella from a triceratops. After the race, you can join the jockeys at the Garden City Hotel, which just opened two new restaurants from celebrity chef David Burke. Look for golfers there: two days after the race, the 118th US Open comes to Shinnecock Hills, from June 11 to 17. The PGA major will welcome Tiger, Phil, and the rest of the world's best golfers along with a slew of attending celebs.

Long Island

port, New York

ara Ellis writes about a range of topics including NYC, health, design and travel. She is the author of **Big Hotel Chic at Home**, which has been featured in **ELLE** features over 130 hip hotels around the world.


swapping vineyards, abundant farmland, rocky beaches one, the North Fork has always felt more accessible post scene in the Hamptons on the South Fork. The pot on the North Fork right now is the coastal town of for the rising food scene at spots like **Booby's** and **il**, set in a 19<sup>th</sup>-century horse stable that has also been an 11-room inn with chic rooms that start at \$160, **are** balanced by throwback seafood messes like **Knobby**, **Joey's**, vintage and antiques shops like **Brill** & **the sticker shock** of the Hamptons) and a beautifully sea-old coastal overlooking the water where sites out want to spend time on the water. **It** will also get you minute ride on the **Shelter Island Ferry**, where you can at the **Pharmacy** store, rent a bike to tour the island or the 2,000-plus acre Nature Conservancy **Mashomack**.

Newsday

LONG ISLAND

## MacArthur Airport partners with Discover Long Island on campaign

The partnership marks the first time the airport will advertise in regions beyond Nassau, Suffolk and New York City. The campaign kicks off with an ad blitz in Baltimore.



Kristen Jaragin, president and CEO of Discover Long Island, and Long Island MacArthur Airport Commissioner Shelley LaRose-Julien speak at a news conference on Wednesday about a new marketing partnership targeting Baltimore/Washington, D.C. (Credit: Newsday / Valerie Bauman)

By Valerie Bauman  
valerie.bauman@newsday.com @valeriereports  
Updated April 18, 2018 1:10 PM

Long Island MacArthur Airport is partnering with tourism bureau Discover Long Island in a joint marketing campaign in Baltimore as part of a new effort to bring visitors to the region.

The partnership represents several firsts — the airport has never before partnered with Discover Long Island, nor has it done marketing in regions beyond Suffolk and Nassau counties and New York City.

"When we started the [air service marketing] campaign it was to raise awareness and fill airplanes here," airport Commissioner Shelley LaRose-Julien said. "But we quickly realized one of the components that was missing... which was bringing more people to Long Island because it was good for the economy."





## 2018 Meetings & Sports Sales

**106 Meetings & Sporting events booked**

**16,490 Room Nights**

**\$7,301,329 in Economic Impact**

## 2019 Meetings and Sports Leads

**67 Leads Generated**

**12,841 Room Nights**

**\$6,448,423 in Economic Impact**





# Visitor Relations Programming

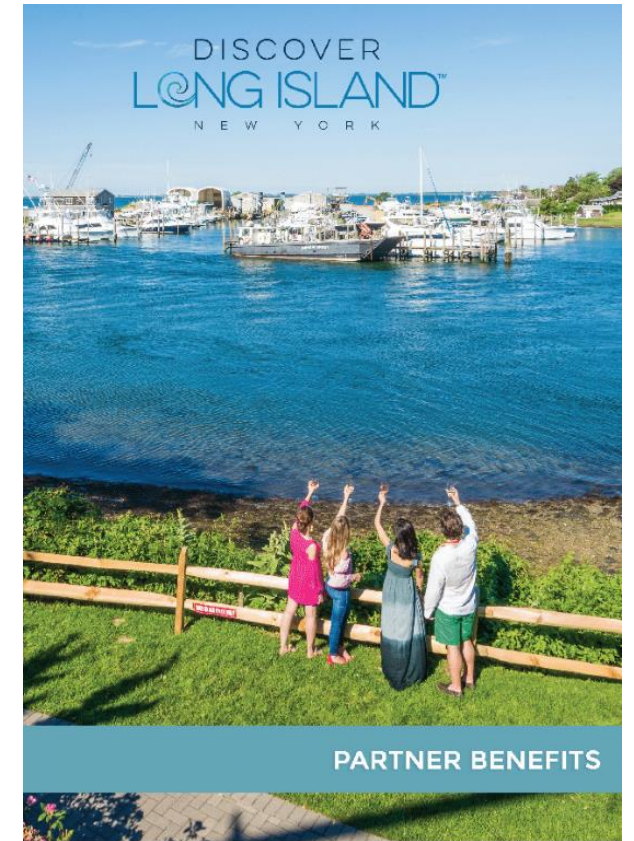




# LiLi Mobile Visitors Center







# Collateral & Fulfillment



# Partner Programming





# Exclusive Opportunities

Partner  
Event  
Sponsorships

**Kilwins®**  
CHOCOLATES FUDGE ICE CREAM

Co-  
operative  
opportunities

  
expedia group

**COXMEDIA™**  
GROUP Long Island

**WBAB**  
102.3

**106.1BLI**  
LONG ISLAND



# Partner Portal

Same  
database as  
**I ♥ NY**  
for more  
exposure

Add/control  
your details,  
images, events  
and special  
offers

We  
offer  
trainin  
g for  
our  
partner

Discover Long Island Extranet

Email

Password

[Forgot Password?](#)

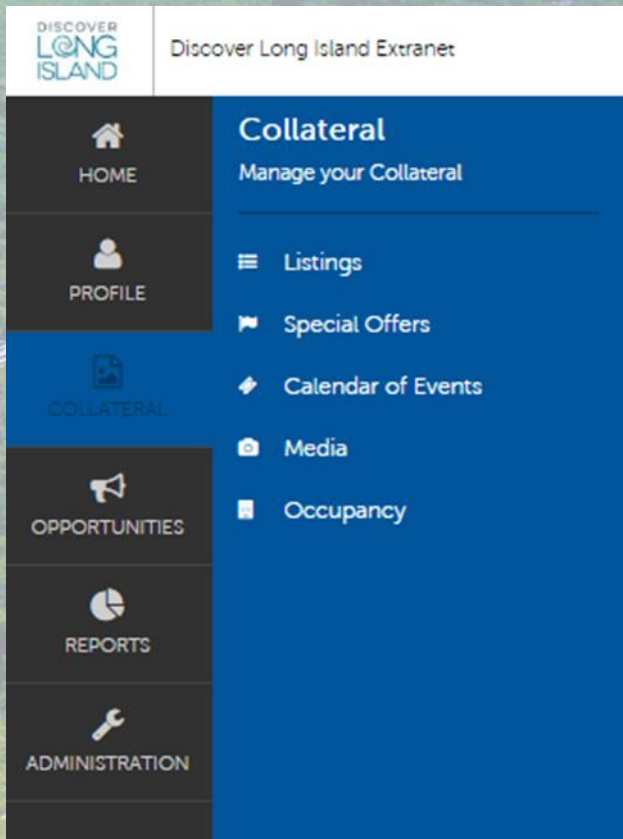
**DISCOVER  
LONG  
ISLAND**

**LOGIN**

Partner Portal  
Access



# Partner Portal

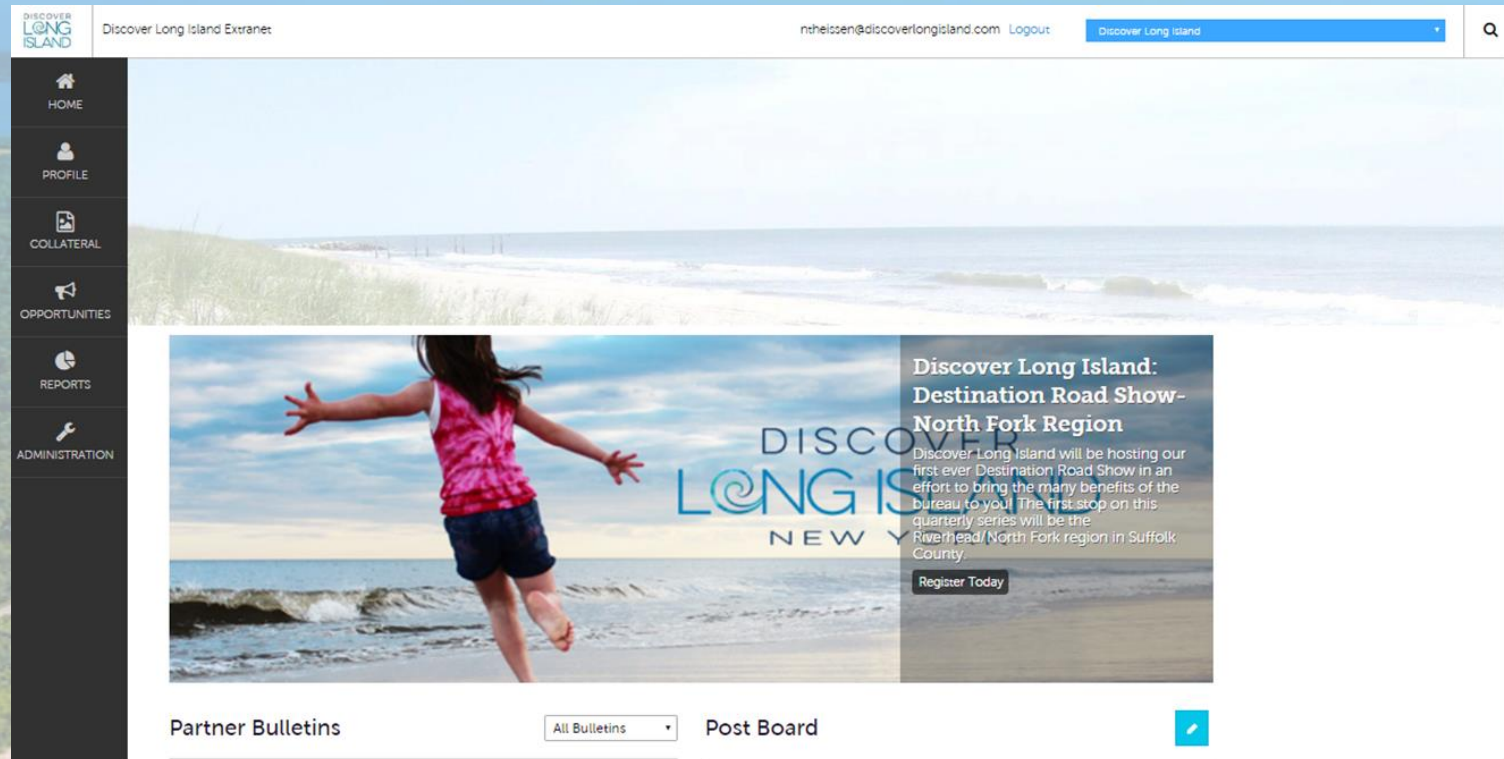


DISCOVER LONG ISLAND Discover Long Island Extranet

- HOME
- PROFILE
- COLLATERAL
- OPPORTUNITIES
- REPORTS
- ADMINISTRATION

**Collateral**  
Manage your Collateral

- Listings
- Special Offers
- Calendar of Events
- Media
- Occupancy



Discover Long Island Extranet ntheissen@discoverlongisland.com Logout Discover Long Island

- HOME
- PROFILE
- COLLATERAL
- OPPORTUNITIES
- REPORTS
- ADMINISTRATION

**Discover Long Island: Destination Road Show - North Fork Region**  
Discover Long Island will be hosting our first ever Destination Road Show in an effort to bring the many benefits of the bureau to you! The first stop on this quarterly series will be the Riverhead/North Fork region in Suffolk County.  
[Register Today](#)

Partner Bulletins  Post Board

- Control your digital exposure on DiscoverLongIsland.com
- Access your Listings
- Update your Images
- Promote your upcoming events
- List your Special Offers

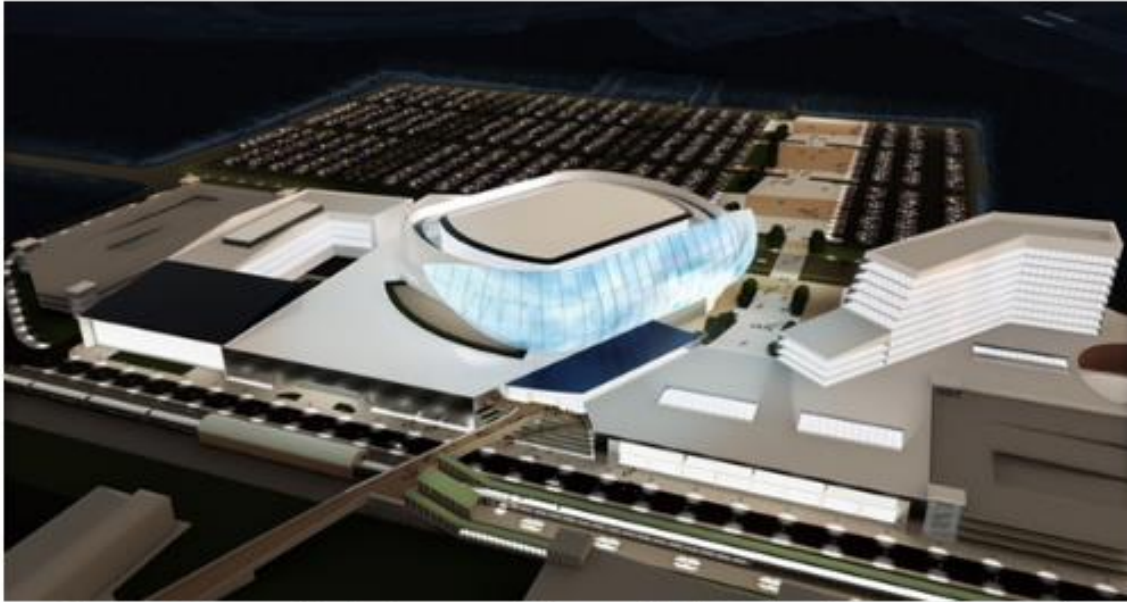


# Partner Benefits & Engagement





# Investing in Long Island's Future



Rendering of proposed Ronkonkoma arena development (photo courtesy of Cameron Engineering)

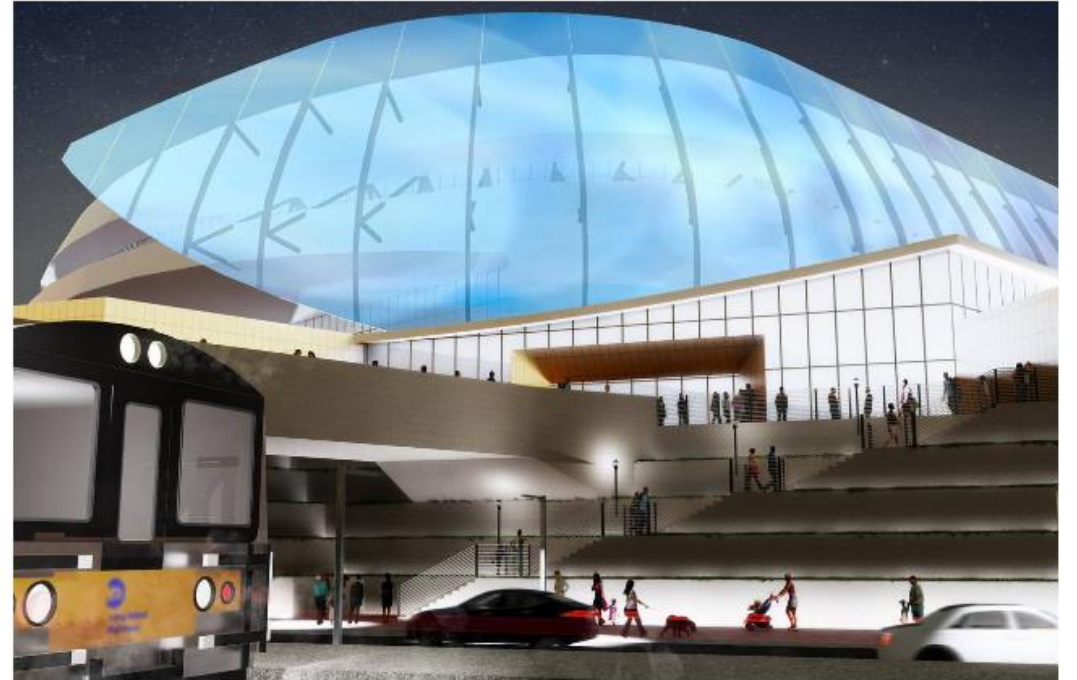
Cantor: Convention center in Ronkonkoma is perfect fit for MacArthur Airport

By: Commentary | April 16, 2018 | 1 Comment

U.S. | NEW YORK | TRI-STATE AREA

## Suffolk County Pitches Long Island's First Convention Center

The convention center would be a component of a proposed \$1 billion development



Rendering of an arena planned for Ronkonkoma, N.Y., without a newly announced convention center. PHOTO: JONES LANG LASALLE INC.

Long Island  
**Business** NEWS  
libn.com

**THE WALL STREET JOURNAL.**



DISCOVER  
**LONG ISLAND**<sup>™</sup>  
NEW YORK



**THANK YOU**

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