DISCOVER
LONG ISLAND
NEW YORK

2018 Business Marketing Plan
DISCOVER WHAT WE DO

MISSION

Celebrating 40 years as the official tourism promotion agency for the region, Discover Long Island® contributes to the economic development and quality of life on Long Island by promoting as a world-class destination for tourism, meetings, trade shows, sporting events and related activities.
<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Paul Monte</td>
<td>Gurney’s Resort Montauk</td>
</tr>
<tr>
<td>Vice-Chair</td>
<td>Gloria Rocchio</td>
<td>The Ward Melville Heritage Organization</td>
</tr>
<tr>
<td>Secretary</td>
<td>Bryan DeLuca</td>
<td>Atlantis Holdings LLC</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Paul Evasick</td>
<td>Long Island Marriott</td>
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<tr>
<td>Immediate Past Chair</td>
<td>Steve Bate</td>
<td>Long Island Wine Council</td>
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<tr>
<td>George Gorman, Jr.</td>
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<td>NYS Parks – LI Region</td>
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<tr>
<td>Matthew Cohen, Esq.</td>
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<td>Long Island Association</td>
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<tr>
<td>Mitchell Pally</td>
<td></td>
<td>MTA Board Member</td>
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<tr>
<td>Regina Zara</td>
<td></td>
<td>Suffolk County</td>
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<tr>
<td>Andrew Goldstein</td>
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<td>Nassau County</td>
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<tr>
<td>Board of Directors</td>
<td>J. Grady Collin</td>
<td>Garden City Hotel</td>
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<td></td>
<td>Nancy Costopulos</td>
<td>Old Westbury Gardens</td>
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<td></td>
<td>Jeff Durham</td>
<td>Radisson Long Island</td>
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<td></td>
<td>Alan Fairbairn, CHIA, CHA</td>
<td>New York Institute of Technology</td>
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<td></td>
<td>Matthew Felker</td>
<td>Nassau Coliseum</td>
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<td></td>
<td>Nancy Gilbert</td>
<td>Simon/Roosevelt Field Mall</td>
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<td></td>
<td>Wilfred Joseph</td>
<td>Arbor View House B&amp;B</td>
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<td></td>
<td>Duncan Kennedy</td>
<td>North Fork Promotion Council</td>
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<td></td>
<td>Gail Lamberta</td>
<td>St. Joseph’s College</td>
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<td></td>
<td>Shelly LaRose Arken</td>
<td>Long Island MacArthur Airport</td>
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<td></td>
<td>Gary Lewi</td>
<td>American Air Power Museum</td>
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<td>Gus Montesantos</td>
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<td>Long Island Hilton</td>
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<tr>
<td>Juan Micieli-Martinez</td>
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<td>Martha Clara Vineyards</td>
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<tr>
<td>Kristen Reyes</td>
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<td>Hotel Indigo East End</td>
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<tr>
<td>Marc Weinstein</td>
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<td>Mark of Elegance</td>
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<tr>
<td>Laura Mercogliano</td>
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<td>Palms Hotel Group, Fire Island</td>
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<tr>
<td>Terri Sultan</td>
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<td>Parrish Art Museum</td>
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<tr>
<td>Mark Irgang</td>
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<td>Long Island Hotel &amp; Lodging Association</td>
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<tr>
<td>Cara Longworth</td>
<td></td>
<td>NYS Economic Development</td>
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<tr>
<td>Kristen Jarnagin</td>
<td></td>
<td>Discover Long Island</td>
</tr>
</tbody>
</table>
DISCOVER LONG ISLAND TEAM

Executive Office
Kristen Jarnagin
President & CEO
Sharon Wyman
Director of Administration

Marketing & Sales
Jamie Claudio
Vice President of Marketing & Sales
Maggie LaCasse
Director of Communications
Maria Greco
Digital Media & Design Strategist
Rose DiLiello
Sales Manager
Jennifer Rothman
Sports Development Manager
Alayna Soriano
Domestic & International Sales Manager
Nicole McElroy
Sales & Marketing Coordinator

Partner & Visitor Relations
Nikki Theissen
Director of Partner & Visitor Relations
Anthony Parisi
Partner & Visitor Relations Manager
Janet Clark
Manager of Visitor Relations
Aida Jackson
Information Services Coordinator
A MESSAGE FROM THE PRESIDENT

2018 is set to be another robust year for Discover Long Island as we continue to build upon our advancements in marketing, advertising, and sales as well as expand our presence in target domestic and international markets. The work of this industry and organization to continue driving year-round visitation to all areas of Long Island positively benefits every resident and is one of our region’s most critical economic drivers. Tourism is a $5.6 billion industry on Long Island that supports more than 100,000 local jobs and generates more than $700 million in state and local tax revenue. In an effort to keep our destination and partners top of mind for inbound travelers and locals, here are a few of the new benefits and activations our organization will be introducing in 2018:

- 360 degree videos for every single partner on DiscoverLongIsland.com, at no additional cost.
- Activations in the German and UK markets with the assistance of our in-market year-round “Discover Long Island” offices.
- Enhanced presence in the Australian and Canadian markets through activations from our first-ever international marketing collaboration with NYC & CO, promoting Long Island as “NYC’s Beachfront Backyard.”
- A global spotlight on the region during our signature world-class events including the US Open Golf Championship and the Belmont Stakes.
- A first-time collaboration with Long Island’s MacArthur Airport to increase visibility in the Washington D.C. and Baltimore markets.
- The 2nd Annual Tourism Symposium and 3rd Annual Smith Travel Research Luncheon in addition to several partner events, sponsorship opportunities and cooperative programs
- Launch of first-ever Mobile Visitor Center, to amplify visitor experiences across the island through an interactive and immersive experience.

A large component in our success is the continued support of our dedicated stakeholders and partners, whose advocacy provide a wealth of offerings that deliver the ultimate tourism product. We have set the bar high for 2018 and I have no doubt that we will continue to surpass expectations.

Kristen Jarnagin
CEO & President, Discover Long Island

FOLLOW US, WE ARE SOCIAL!

@DiscoverLongIsland @DiscoverLNY @DiscoverLongIslandNY @DiscoverLongIsland
Discover Long Island® focuses on communicating our brand through various channels and platforms including digital and traditional media, public relations, promotions and social media. We utilize various metrics for reaching our target audiences as well as pushing out our brand message to new audiences to fuel travel volume. We seek to keep users engaged and excited with high energy, experiential marketing strategies as part of the core components of our brand communications and destination promotion.
As new marketing and advertising platforms emerge, print is still a constant. Discover Long Island® utilizes the benefits of print and understands its value when combined with a digital strategy.

- **Unlimited Exposure** Print media such as newspapers and magazines allow for unlimited exposure. Unlike television or radio where advertising time is scheduled, prospects have potential exposure to print ads at virtually any time. A newspaper or magazine left on a coffee table can be viewed repeatedly and at the reader’s discretion. The reader also has the opportunity to study the ad at leisure and isn’t limited to 30 or 60 seconds.

- **Non-Intrusive** Print ads are less intrusive than other forms of media. With print media, the prospect has greater control as to when they view the ads, which eliminates interruptions.

- **Target Marketing** Certain forms of print media allow for a high level of target marketing. Magazines, for example, tend to be highly specialized, so ads can be developed to appeal to a specific readership. For example, companies that manufacture upscale clothing for men can target their ads to publications that appeal to professional males. A manufacturer of fishing gear can place ads in hunting and fishing publications.

- **Loyal Readership** Print media sources tend to have longstanding, loyal readership. People may read their hometown newspaper daily and may also subscribe to specific magazines for long periods of time. This frequent readership helps reinforce the advertiser’s message or even develops an ongoing campaign that may cover multiple issues. Advertising in publications that have been around for many years can also lend credibility to the advertiser.

- **Position Flexibility** Advertisers usually have a choice as to where they place their ad in the publication. If the budget allows, the advertiser may choose the location that offers the highest visibility, such as the back cover of a magazine or above the fold in the newspaper. Newspapers also offer the flexibility to choose the desired ad size, such as a full page or quarter-page.

*Source: Small Business Chronicles*
**Print**

*This is a list of placements on the onset of 2018, many additional placements will be made throughout the year as relevant opportunities arise.*

<table>
<thead>
<tr>
<th>Month</th>
<th>Placements</th>
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</table>
| **January** | Brand USA Inspiration Guide  
MPIGNY Directory  
MPI Potomac Engage Magazine  
New York’s Best Experiences Guide |
| **February** | Brand USA Inspiration Guide  
MPIGNY Directory  
New York’s Best Experiences Guide  
New York State Golf Guide  
Successful Meetings |
| **March** | Brand USA Inspiration Guide  
MPIGNY Directory  
New York’s Best Experiences Guide  
New York State Golf Guide  
Amtrak New York By Rail Guide  
Long Island Travel Guide  
LIBN Meeting Planner Guide  
East End Discovery Maps  
New York State Vacation Planner |
| **April** | Brand USA Inspiration Guide  
MPIGNY Directory  
New York’s Best Experiences Guide  
New York State Golf Guide  
Amtrak New York By Rail Guide  
Long Island Travel Guide  
LIBN Meeting Planner Guide  
East End Discovery Maps  
New York State Vacation Planner  
Better Homes & Gardens  
Rachey Ray Every Day  
All Recipes  
Eating Well  
Smart Meetings |
| **May** | Brand USA Inspiration Guide  
MPIGNY Directory  
New York’s Best Experiences Guide  
New York State Golf Guide  
Amtrak New York By Rail Guide  
Long Island Travel Guide  
LIBN Meeting Planner Guide  
East End Discovery Maps  
New York State Vacation Planner  
Country Living  
Good Housekeeping  
Woman’s Day  
AAA Publications  
New York Daily News  
Cross Sound Ferry Guide  
New York City Visitors Guide (8 languages)  
New York Post Best of Summer Travel  
Passport Magazine |
| **June** | Brand USA Inspiration Guide  
MPIGNY Directory  
New York’s Best Experiences Guide  
New York State Golf Guide  
Amtrak New York By Rail Guide  
Long Island Travel Guide  
LIBN Meeting Planner Guide  
East End Discovery Maps  
New York State Vacation Planner  
Cross Sound Ferry Guide  
New York City Visitors Guide (8 languages)  
National Geographic UK |
**This is a list of placements on the onset of 2018, many additional placements will be made throughout the year as relevant opportunities arise.**

**July**
- Brand USA Inspiration Guide
- MPIGNY Directory
- MPI Potomac Engage
- New York’s Best Experiences Guide
- New York State Golf Guide
- Amtrak New York By Rail Guide
- Long Island Travel Guide
- LIBN Meeting Planner Guide
- East End Discovery Maps
- New York State Vacation Planner
- Cross Sound Ferry Guide
- New York City Visitors Guide (8 languages)
- New York Post Mid-Summer Travel Guide

**August**
- Brand USA Inspiration Guide
- MPIGNY Directory
- New York’s Best Experiences Guide
- New York State Golf Guide
- Amtrak New York By Rail Guide
- Long Island Travel Guide
- LIBN Meeting Planner Guide
- East End Discovery Maps
- New York State Vacation Planner
- Cross Sound Ferry Guide
- Dell Technologies Championship Guide
- The Northern Trust Championship Guide

**September**
- Brand USA Inspiration Guide
- MPIGNY Directory
- New York’s Best Experiences Guide
- New York State Golf Guide
- Amtrak New York By Rail Guide
- Long Island Travel Guide
- LIBN Meeting Planner Guide
- East End Discovery Maps
- New York State Vacation Planner
- Cross Sound Ferry Guide
- The BMW Championship Golf Guide
- New York Post Fall Travel Destinations Guide

**October**
- Brand USA Inspiration Guide
- MPIGNY Directory
- MPI Potomac Engage
- New York’s Best Experiences Guide
- New York State Golf Guide
- Amtrak New York By Rail Guide
- Long Island Travel Guide
- LIBN Meeting Planner Guide
- East End Discovery Maps
- New York State Vacation Planner
- Cross Sound Ferry Guide
- New York City Visitors Guide (8 languages)
- Smart Meetings

**November**
- Brand USA Inspiration Guide
- MPIGNY Directory
- New York’s Best Experiences Guide
- New York State Golf Guide
- Amtrak New York By Rail Guide
- Long Island Travel Guide
- LIBN Meeting Planner Guide
- East End Discovery Maps
- New York State Vacation Planner
- Cross Sound Ferry Guide
- New York City Visitors Guide (8 languages)
- Smart Meetings

**December**
- Brand USA Inspiration Guide
- MPIGNY Directory
- New York’s Best Experiences Guide
- New York State Golf Guide
- Amtrak New York By Rail Guide
- Long Island Travel Guide
- LIBN Meeting Planner Guide
- East End Discovery Maps
- New York State Vacation Planner
- Cross Sound Ferry Guide
- New York City Visitors Guide (8 languages)
- USAToday Go Escape Travel Guide
- New York Post Winter Travel Guide
Digital advertising is an essential medium for modern businesses and Discover Long Island® executes numerous digital campaigns each year. We constantly analyze measurement metrics to continuously evolve campaigns for the highest ROI and engagement. By utilizing valuable information supplied by conversion reports we create placements with higher CTRs.

We offer calls-to-action (CTTs) for users to engage in our campaigns while offering a way to guide the user interaction. Results are tracked through our Adara platform and measured to ensure effectiveness in both creative content and campaign platforms. Retargeting by travel propensity, geotargeting, demo targeting and geofencing are just some of the tools utilized in digital campaigns that encompass static banner advertising, native advertising, GIFs, pre-roll, mid-video viewing and more. Our creative aligns with our brand’s vision and every message is custom tailored to our multiple audiences to garner optimum results.

*This is a list of outlets on the onset of 2018, many additional placements will be made throughout the year as relevant opportunities arise.
A SEASONAL APPROACH

As Long Island is a seasonal destination for non-Island residents, our advertising initiatives reflect informed choices in target audiences and the platforms most likely to reach them. During off peak periods – late fall, winter and early spring – we focus our messaging towards Island residents and drive-market visitors and encourage them to take advantage of unique events, fewer crowds and discounted pricing and packages. This drives a continued economic impact during a time when visitors from other regions are less likely to book stays. We opt for outlets that have large audiences across Nassau and Suffolk counties, the tri-state region and the North East region; our winter 2018 campaign, “‘Tis the Season to Discover” ran digital placements on Newsday.com and Facebook carousel ads geo-targeted to Long Islanders and residents of New York City, upstate New York, New Jersey and Connecticut. During peak season, our advertising strategy switches track and we place in outlets that reach a wider audience – national and international. We promote assets that bring in our core visitors like beaches, wine country, the craft beverage trail, culinary, family fun and adventure experiences.
Discover Long Island® is creating engaging, lively content and story sharing that warrants consumer engagement. Our social marketing strategies offer followers the ability to participate and engage in the brand as opposed to only receiving static messaging. The ever-evolving digital realm offers multiple opportunities and social platforms for us to engage with users.

**OBJECTIVES**

- Identify and target social influencers and travel writers to help share our brand story
- Partner with ILoveNY on cross-handle promotion for broader destination endorsement
- Share weekly content on Insider’s Guide, the official Discover Long Island® blog, the premier source for Long Island travel inspiration
- Promote the destination and its special events with “social takeovers” for fresh original content through the lens of influencers
- Showcase partners and promote a local ‘Staycation’ based marketing focus during the off-peak travel season

Over 267,000 page likes and 253,000 page follows

Instagram following organically up by 500% from January 2017 to January 2018
Our digital video strategy aligns with our 2018 marketing position, to continue building awareness of the destination and leveraging our unique assets to position Long Island as a premier destination location. This year, we will continue to incorporate more video production for our social channels. We strive to use experience-driven marketing by showcasing our destination offerings and as such, will be building virtual reality assets for the first time.

Destination narratives and itineraries delivered in short and informative videos are fun, relatable and easily transitioned into direct ROI. Video continues to be a top performing medium to convey brand messaging, fostering faster emotional connections than any other channel.

**VIDEO & VIRTUAL REALITY**

*Guided by the Numbers*

- By 2019, videos will be responsible for 80% of all internet traffic
- Four times as many customers would rather watch a video about a product or service than read about it
- Almost 50% of internet users look for videos related to a product or service before making a purchase
- More than 500 million hours of videos are watched on YouTube each day
- Including video on a landing page can increase conversion by 80%
- There were 58 million active virtual reality users in 2017. That number is projected to jump to 114 million in 2018.

*Sources: insivia, statista*
Our primary digital platform, the Discover Long Island® website, continues to serve as an essential component in our marketing strategy. In 2017, the site underwent a redesign to enhance its architecture, imagery, navigation and performance. New strategies were developed to implement updates incorporating organized mapping and functionality to create a seamless user experience. Clearly defined goals were set to allow users the ability to navigate through pages easily to find information and be fully immersed in the Long Island experience. These efforts drove more than 1.3 million unique visitors to the website in 2017.

Responsive Design

The Discover Long Island™ Website responds to all mobile and tablet sizes for a seamless experience.
Discover Long Island® utilizes Utrip as an itinerary creation platform for prospective visitors to build out the perfect vacation experience. UTrip uses a traveler’s interests and budget to sort through millions of options, including must-see sights, activities, events and restaurant recommendations to deliver personalized itineraries—in minutes. Sophisticated algorithms optimize itineraries for seasonality, hours of operation and geography.

Discover Long Island® contracted digital agency, BLKDG, to provide robust, year-round Search Engine Optimization and Pay-Per-Click strategies designed to elevate the website’s presence in search engines when users search for a list of key terms associated with Long Island and travel. SEO efforts made up 65% of web traffic in Q4 2017, up from 45% in the previous quarter while organic traffic grew 20%. PPC efforts, through Google AdWords, drove 28,000 visitors in Q4 2017, 77% of which were new users for the site. Time on site rose 18% in 2017 over 2016. These strategies remain in place for 2018 to secure further growth.
Localist- Events Calendar Platform

In 2018 Discover Long Island® will be launching a new calendar of events platform, Localist, to provide our partners with more enticing and interactive ways to promote their events and to offer consumers a more social and captivating experience. The calendar of events is the second most viewed page on the Discover Long Island website, second only to the homepage with 67,000 unique visitors each month. The new Localist platform will increase site traffic with calendar and event landing pages that are search engine optimized. Top search placement and more event content will further drive attendees to Long Island’s signature events, ultimately boosting visitation.

Threshold 360 – Immersive Video

Discover Long Island has contracted Threshold 360 to bring virtual reality videos to its website in order to enhance visual offerings. Each partner landing page will now feature an immersive 360 video of their business; the first round of which went live in 2017 with additional captures scheduled for spring and fall 2018. Including video on a landing page increases conversion by 80% and almost 50% of internet users look for videos related to a product or service before choosing to purchase. 360 Virtual Videos are offered on a complimentary basis included within the Discover Long Island® partnership.
Discover Long Island’s communications team works extensively across the local, domestic and international media landscape to effectively position Long Island as a top destination and ensure the region’s unique tourism assets are included within conversations of top journalists around the globe.

Our in house public relations efforts garner valuable exposure for partners in the form of print, digital and social media coverage. The dedicated program of work includes a robust visiting journalist program featuring both individual and group trips, an effective news bureau which regularly distributes corporate and consumer-driven news from the destination to our global media database, targeted media pitching and both intimate and large-scale media events.
Discover Long Island® public relations reached a total earned media circulation of 186,987,054 in 2017. 2018 PR goals include an earned media reach of 2,000,000.
## 2018 PUBLIC RELATIONS SCHEDULE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>IMM Berlin</td>
<td>March 6, 2018</td>
<td>Discover Long Island will attend the International Travel Show Berlin (ITB). ITB is an annual trade show that involves more than 50,000 tourism professionals from around the globe, including travel agents, tour operators and international and domestic media. Pre-scheduled appointments are arranged through Long Island’s German PR representatives, connecting our destination with top tier industry influencers.</td>
</tr>
<tr>
<td>ITB Berlin</td>
<td>March 7-11, 2018</td>
<td>In collaboration with our UK PR representatives, Discover Long Island will be conducting a two day media mission in the UK region. Targeting 25-30 top media appointments, the mission’s goal is to keep the destination top of mind in travel, culinary and lifestyles stories/features from the region.</td>
</tr>
<tr>
<td>UK Media Mission</td>
<td>March 7-9, 2018</td>
<td>In collaboration with our UK PR representatives, Discover Long Island will host 5-6 key media from the UK region along with an Agency host. The journalists will experience a sampling of quintessential Long Island experiences to shape their confirmed stories in the travel, culinary and lifestyle realm.</td>
</tr>
<tr>
<td>UK Media FAM</td>
<td>April 2018</td>
<td>To further promote the NYC+ Long Island campaign in the Canadian market, NYC&amp;Company and Discover Long Island are teaming up to welcome a group of 5-6 CA journalists to the New York City and Long Island region. The journalists will experience all the Big Apple has to offer then come out to enjoy Long Island’s beaches, charming downtowns, famed wine country and more.</td>
</tr>
<tr>
<td>NYC+ Long Island – CA Media FAM</td>
<td>April 2018</td>
<td>Discover Long Island will host a PR event in Manhattan, the media hub of the U.S. and Long Island’s top revenue generating market. The communications team will target key editors and freelance writers for the event with the goal of pitching Long Island story ideas and keeping the destination top of mind with travel, culinary and lifestyle media.</td>
</tr>
<tr>
<td>New York City Media Event</td>
<td>Date: TBD</td>
<td>This annual conference offers communications professionals in the travel and tourism arena the opportunity to learn about industry trends, technology and best practices from their peers as well as top travel media.</td>
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<tr>
<td>PRSA Travel &amp; Tourism Conference</td>
<td>June 3-6, 2018</td>
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<table>
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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>I LOVE NY + Discover Long Island US Press Trip</td>
<td>June 7-11, 2018</td>
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<tr>
<td>Travel Media Showcase Niagara Falls</td>
<td>September 11-13, 2018</td>
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<tr>
<td>German Media FAM</td>
<td>October 1-5, 2018</td>
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<tr>
<td>NYC+ Long Island – AU Media FAM</td>
<td>October 2018</td>
</tr>
<tr>
<td>World Travel Mart London</td>
<td>November 5-7, 2018</td>
</tr>
<tr>
<td>German Media Mission</td>
<td>November 7-9, 2018</td>
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Discover Long Island is teaming up with I LOVE NY to bring in a group of top tier media to experience the 150th running of the Belmont Stakes. The group of 5-6 journalists will experience a sampling of quintessential experiences including attendance at the Belmont Stakes highlighting the region’s renowned calendar of signature events.

Travel Media Showcase, offers a unique opportunity for top travel journalists and travel professionals to connect. Discover Long Island will be in attendance ensuring Long Island is kept top of mind for inclusion in upcoming travel features.

In collaboration with our German PR agency, Discover Long Island will host 5-6 key media from the German region along with an Agency host. The journalists will experience a sampling of quintessential Long Island experiences to shape their confirmed stories in the travel, culinary and lifestyle realm.

To further promote the NYC+ Long Island campaign in the Australian market, NYC&Company and Discover Long Island are teaming up to welcome a group of 5-6 AU journalists to the New York City and Long Island region.

World Travel Market London is the leading global event for the travel industry. Over three days, the travel industry comes together as almost 5,000 exhibiting destinations, technology and private sector companies to find and network with 51,000 travel professionals, key industry operators, journalists, and digital influencers.

In collaboration with our German PR representatives Discover Long Island will be conducting a two day media mission in the German region. Targeting 25-30 top media appointments, the mission’s goal is to keep the destination top of mind in travel, culinary and lifestyle stories and features from the region.
PUBLIC RELATIONS PARTNER OPPORTUNITIES

New York City Media Event (Limited Space)
TBD,  New York City

International Press Trip: United Kingdom Media FAM Tour
April 2018

International Press Trip: Canada Media FAM Tour
April 2018

National Press Trip: Print & Digital US Media FAM Tour
June 7-11, 2018

International Press Trip: German Media FAM Tour
October 1-5, 2018

International Press Trip: Australia FAM Tour
October 2018

Hosting Independent Journalist Visits
Ongoing through 2018

Story Inclusion on Editorial Content by theme
Ongoing through 2018

Press Release Distribution inclusions by theme Ongoing through 2018

*Partners are offered the opportunity to attend media events, submit stories for pitching media and host journalists as part of Familiarization Tours. All opportunities are shared in our weekly Tourism Newsletter.*
INTERNATIONAL TOUR & TRAVEL

International Tour & Travel is one of Long Island’s most underutilized tourism opportunities and will be a central focus in 2018. Discover Long Island® has engaged agencies in Long Island’s two top overseas markets, the United Kingdom and Germany for permanent, year-round representation. Having in-market representation in these two countries provides tremendous year-round exposure and much greater benefit than the former annual trade-show strategy.

In addition, Discover Long Island® announced in 2017 the first-time international marketing collaboration with Long Island and New York City, resulting from a REDC grant. This partnership will be expanded upon in 2018 with a campaign that promotes Long Island as “New York City’s Beachfront Backyard” in Canada and Australia, two markets that are proven targets for Long Island. This campaign combines digital promotions on NYCgo.com, group familiarization tours and in-market activations with international experts and partners. A REDC grant continues the NYC+ campaign in 2018 and expands upon it with an I LOVE NY partnership in the UK and Germany, also with in-market activation and group familiarization tours.

These primary international markets - Canada, Australia, Germany and the United Kingdom – are targeted as they are all easily accessible and have a propensity to enjoy the type of activities offered by our destination. China is a secondary market that will have a more reactionary effort, as there is terrific opportunity for growth, but requires tremendous resources both internally and externally to penetrate.
OUTSOURCING
Contracting in-market resources for a year-round presence will be significant in solidifying Long Island’s presence in our key markets. The rotation of international trade shows, so that they are not the same shows each year, will allow allocated dollars for representation to stretch further, allowing for our destination to remain top-of-mind year-round and offer other opportunities to expose Long Island, such as familiarization tours, sales missions and marketing efforts.

PARTNERSHIPS
Tapping into the international market is very lucrative, as these visitors tend to stay twice as long and spend twice as much as domestic travelers. However, it’s also very expensive to reach these long-haul audiences. Therefore, partnership with NYC & Co., I LOVE NY and Brand USA will allow a larger reach for a longer period. A significant portion of the 2018 International Tour & Travel budget is allocated to partnership with these organizations as they are experts in the international travel space and allow us to leverage our dollars against their vast level of existing resources and brand recognition.

TARGETING
By specifying targeted international markets, it allows us to be strategic in our limited resources and to have a more impactful effort in these key international drivers to our destination. Other opportunities for secondary international exposure will be weighed and evaluated based on resources and return on investment.
An additional emphasis has been placed on earned media in the United Kingdom and Germany as core markets for 2018 with in-market public relations contracts for year-round exposure. While promotion in many international markets could be justified, with limited resources, a targeted approach is critical for effectiveness. Discover Long Island’s approach for focusing on Canada, UK, Germany ad Australia was determined utilizing research from our website traffic, New York State statistics, regional airlift data, cost of market penetration and analysis of the Long Island product that would entice specific international visitors.
INTERNATIONAL TOUR & TRAVEL SCHEDULE

International Media Marketplace  
March 5, Berlin

ITB Berlin  
March 6-11, Berlin

ALON Florida Sales Mission (Materials Distribution)  
March 19-22, Miami & Orlando

IPW (Pow Wow)  
May 23-26, Denver

ALON NYC Sales Exchange (Materials Distribution)  
July 17, New York City

ALON California Sales Mission (Materials Distribution)  
September 24-27, Pasadena & Los Angeles

IMEX  
October 16-18, Las Vegas

America’s Cup  
December TBD, Las Vegas
In 2016, Discover Long Island® partnered with Brand USA, the country’s tourism organization, to bring Long Island’s first ever presence to their website, VisitTheUSA.com. In 2017 this was expanded upon to take advantage of the international marketing opportunities presented by Brand USA and this year will continue upon that momentum. In addition to website presence, Long Island will take advantage of the organization’s Multi-Channel activations in our target overseas markets, maintain presence in the USA Inspiration Guide, leverage Brand USA’s partnerships with platforms such as TripAdvisor and Expedia and participate in a new New York Road Trips itinerary marketed internationally by Brand USA.
2018 builds upon the historic first-ever partnership between NYC&Co. and Discover established in 2017 with inclusion of Discover Long Island information on NYCgo.com as well as group familiarization press trips to both New York City and Long Island from top tier media in each market, efforts to secure meeting planners, sporting events and more. The partnership’s international focus will remain on Canada and Australia as New York City attracts almost one million Canadians and 665,000 Australians each year through the efforts of their permanent offices in those markets. The average international itinerary is 14 days and educating these visitors on how to enhance their New York City experience with a Long Island getaway benefits not only both destinations, but also the traveler.

NYC+ PARTNERSHIP SCHEDULE

Canadian Media Group Press Trip
April 30 – May 4, NYC & LI
Top-tier Canadian journalists will visit New York City and Long Island for a joint destination press FAM

Martinis to Montauk Hotel & Travel Package
May 1 – August 30, NYC & LI
First ever duel destination hotel and travel package promoting Lowes Regency Hotel on Park Avenue, Montauk Yacht Club and transportation between properties by Hampton Jitney

IPW (International Pow Wow) Trade Show
May 23-26, Denver, CO
Discover Long Island booth in New York City row

ASA Trade Show
August 18-21, Chicago, IL
Discover Long Island presence in NYC&Co. booth

IMEX Trade Show
October 16-18, Las Vegas, NV
Discover Long Island presence in NYC&Co. booth

Australian Media Group Press Trip
October 2018, NYC & LI
Top-tier Australian journalists will visit New York City and Long Island for a joint destination press FAM
Discover Long Island® continues to work closely alongside its state counterpart, I Love NY, in 2018 including incorporating an international strategy in Germany and the United Kingdom. We will seek to leverage their vast resources and international recognition to elevate the presence of Long Island in the minds of potential visitors by participating in I Love NY media events, travel trade sales missions, in-market activations and conducting media missions and familiarization tours. Additionally, we will continue to leverage state provided opportunities such as submitting Long Island content for ILoveNY press releases, participating in ILoveNY advertising endeavors that highlight our partners in various mediums, submitting Long Island events for the ILoveNY website and cross-promoting across social platforms.

### I LOVE NEW YORK PARTNERSHIP SCHEDULE

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love NY Bracket Sweepstakes</td>
<td>March 1 – March 31</td>
<td>Digital</td>
<td>Digital ILNY promotion of state assets, OHEKA Castle giveaway prize package offered to one winner</td>
</tr>
<tr>
<td>I Love NY Summer Media Night</td>
<td>April 12, New York City</td>
<td>Domestic media event highlighting summer stories</td>
<td></td>
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<tr>
<td>The Belmont Stakes Group Press Trip</td>
<td>April 30 – May 4, NYC &amp; LI</td>
<td>Top tier US media group trip to attend the 150th Belmont Stakes, secured by ILNY public relations agency and Discover Long Island</td>
<td></td>
</tr>
<tr>
<td>I Love NY Fall Media Night</td>
<td>July, New York City</td>
<td>Domestic media event highlighting fall stories</td>
<td></td>
</tr>
<tr>
<td>I Love NY Winter Media Night</td>
<td>November, New York City</td>
<td>Domestic media event highlighting winter stories</td>
<td></td>
</tr>
<tr>
<td>TBEX (Travel Blogger Exchange) Group Press Trip</td>
<td>September 14-17, Long Island</td>
<td>Blogger press trip, secured by ILNY public relations agency and Discover Long Island</td>
<td></td>
</tr>
</tbody>
</table>

Discover Long Island® continues to work closely alongside its state counterpart, I Love NY, in 2018 including incorporating an international strategy in Germany and the United Kingdom. We will seek to leverage their vast resources and international recognition to elevate the presence of Long Island in the minds of potential visitors by participating in I Love NY media events, travel trade sales missions, in-market activations and conducting media missions and familiarization tours. Additionally, we will continue to leverage state provided opportunities such as submitting Long Island content for ILoveNY press releases, participating in ILoveNY advertising endeavors that highlight our partners in various mediums, submitting Long Island events for the ILoveNY website and cross-promoting across social platforms.
Discover Long Island® and Long Island MacArthur Airport have forged a first ever partnership designed to increase inbound traffic to Long Island and the airport in 2018. Based on opportunity, the Baltimore, Maryland/Washington D.C. markets were chosen to conduct a campaign to drive awareness and positive opinion about both the destination and the airport. The markets were chosen as there is high percentage of the local population that meets our target demographic as well as strong outbound flight options from BWI airport to bring travelers to Long Island. A pre-campaign research study will be conducted in winter of 2018 to garner a stronger understanding of current perceptions which will set a benchmark for conveying overall success of the media strategy and execution, to take place in spring 2018.

Further solidifying the organization’s partnership with Long Island MacArthur Airport, we have begun an airport art project designed to bring enhanced visuals to the arriving visitor experience. Examples of creative under consideration for this project can be seen on the following page.
MEETINGS & CONVENTIONS

Meetings and Group travel are a critical component for Long Island and one of the leading growth sectors for tourism in 2018, according to Smith Travel Research. Combining the Sales and Marketing teams and initiatives provides for greater exposure of the meeting opportunities on Long Island and assists the sales team in providing talking points to clients. Enhanced engagement with stakeholders in the destination is essential to ensure that leads generated fit the needs of our business community. A greater emphasis will be placed on lead conversion as opposed to leads generated. Due to meeting space limitations, Long Island continues to target small market meetings and group travel opportunities. Integrated strategies to utilize marketing efforts in key meetings destinations, such as Washington D.C. and Baltimore, Maryland will be a focus for the organization in 2018 and is reflected with several new outreach opportunities in those markets.
Core components of Meetings & Convention Strategy in 2018:

- **Travel and Trade Shows** – Ensuring a presence at key trade shows for client leads is a core function of sales for a destination. Duplication of sales team members at trade shows has been eliminated and new reporting structures have been implemented to measure the benefits of attendance and to determine future sales strategies. Greater focus has been placed on cooperative opportunities for trade shows to allow stakeholders to participate and further leverage dollars. A survey was recently sent to stakeholders to collect feedback and those insights will help guide Discover Long Island® sales strategies in 2018.

- **Tapping into New York City** – The organization’s team has excelled in laying a foundation of support with statewide and upstate associations, particularly ESSAE. The 2018 strategy continues to maintain that support while adding an additional focus on cultivating relationships with the many industries, clients and associations in our backyard of New York City.

- **Meeting Planner Communications** – New communications tools are being utilized to increase awareness of Long Island to targeted decision makers for group business. A new quarterly e-newsletter provides information on renovations, seasonal offerings and new products in our market for our growing list of opt-in planner and rights holder subscribers. Providing timely and useful information on the destination keeps Long Island top of mind for these busy planners and creates incentives and ease for booking business in our region.
MEETINGS & CONVENTIONS TRAVEL SCHEDULE

PCMA
January 7, Nashville, TN

Destinations International Showcase
February 13, Washington, DC

Northeast CVB Reception
March 7, NYC

MPI World Education Congress
June 2-5, Indianapolis, IN

ESSAE Trade Show
June 21, Saratoga, NY

MPIGNY Golf Networking Event
July 19, Long Island, NY

ASAE
August 18-21, Chicago, IL

Northeast CVB Reception
Summer 2018, Location TBA

Small Market Meetings
September 23-25, Ontario, CA

Northeast CVB Reception
Fall 2018, Location TBA

IMEX
October 16-18, Las Vegas, NV
Sports development will play a key role in Long Island’s 2018 tourism success with the highly anticipated 2018 U.S. Open Golf Championship, a USGA tournament, taking place in June that will have the eyes of the golf world on our region. Another previously untapped sports opportunity for Long Island is to lay claim to The Belmont Stakes Racing Festival with the 150th running of The Belmont Stakes taking place in June 2018. A formal partnership between Discover Long Island and the NYRA has been established to ensure all opportunities to “own” this event for Long Island are maximized. In addition, working with local organizations to solidify local youth sports tournaments and tapping into emerging sporting opportunities such as E-Gaming are included in sports development goals for 2018. Efforts to continue to lure Olympic sporting opportunities to our world-class aquatic and university sporting facilities will also continue to be a focus.
SPORTS DEVELOPMENT TRAVEL SCHEDULE

National Association of Sports Commissions (NASC)  
April 22-27, Minnesota MN

SportsLinks  
Date/Location :TBD

S.P.O.R.T.S  
September 10-13, Winston-Salem, VA

TEAMS
October 1-4, Louisville, KY

US Specialty Sports Assoc  
November, Temecula CA

US Sports Congress  
December, Daytona Beach FLA

SPORTS EVENTS BOOKED

Listed are some of the highly publicized events secured or assisted by Discover Long Island® taking place in 2017 including their economic impact. It does not include all secured sporting events.

USGA-US Open - $5 million

NCAA Women’s Lacrosse Championships - $250,000

US Women’s Lacrosse Championships - $862,000

Tough Mudder - $866,800 (4th year)

Diva Half Marathon - $1,019,000- (9th year)

NYSPHSAA Swimming & Diving Championships - $207,484 (2nd year)
118 U.S. OPEN CHAMPIONSHIPS

Long Island is set to host the 118th U.S. Open Championship at Shinnecock Hills Golf Club in Southampton, part of the island’s famed South Fork. With over 245,000 attendees expected over the seven day tournament, the U.S. Open is slated to generate over $120 million in economic impact for Long Island, creating more than 1,000 part-time local jobs within the community. Hosting an event of this caliber not only highlights Long Island’s most prestigious assets including our golf courses, beaches, Wine Country, and famed downtowns but also further showcases our destination as a major player for global signature events year round.

Maximizing World Wide Sports Exposure

118th U.S. Open Golf Championship

Earned & Internal
➢ Dedicated Landing Page on DiscoverLongIsland.com
➢ Consumer Newsletter Inclusions: 5/11, 5/25, 6/8
➢ Visiting Media: Town & Country writer attending 118th U.S. Open
➢ FOX Broadcast Vignettes, to air during 118th U.S. Open broadcast
➢ Long Island video assets delivered to FOX for broll usage during broadcast
➢ Hotel room blocks and rates secured for USGA and partners
➢ Visitor Services team fielding all consumer facing questions and interactions

Paid Media
➢ :15 Long Island Golf commercial on Fox Sports GO mobile app
➢ Full page print placement in GolfWeek Magazine’s June U.S. Open Preview issue
➢ :15 Long Island Golf commercial as pre-roll on GolfWeek digital network, target regions: Boston, Providence, New York City, Newark, Philadelphia, Baltimore, Washington D.C.
BELMONT STAKES RACING FESTIVAL

The final and longest leg of the Triple Crown will take place at Belmont Raceway this June. Dubbed the ‘Run for the Carnations,’ the premiere horse-racing event of the season marks the 150th running of the Belmont Stakes and attracts a global audience.

Maximizing World-Wide Sports Exposure

The 150th Running of The Belmont Stakes

Earned & Internal Media
➢ Dedicated Landing Page on DiscoverLongIsland.com
➢ Belmont Stakes press trip – 5 journalists - in conjunction with I Love New York
➢ Long Island video assets delivered to NBC for b-roll usage during broadcast
➢ Visitor Services team fielding all consumer facing questions and interactions
➢ Inclusion of Belmont Stakes photography on L.I.R.R. website
➢ “Things To Do” inclusion on Garden City Hotel website
➢ Inclusion in 2018 Long Island Travel Guide
➢ Inclusion in 2018 Meeting Planners Guide
➢ Facebook + Twitter Posts: 3/28, 5/21
➢ Dedicated Blog Post: 5/21 Signature Events
➢ Consumer Newsletter Inclusion: 5/25

Paid Media
➢ :30 “Long Island Iconic Sporting Events” radio spot on 1010WINS
The recent merger of the Partner and Visitor Relations departments combine the two most critical components of our organization’s success and is experiencing strong momentum. The engagement and support of our stakeholders is instrumental to our success and several new benefits and strategies have been developed to heighten communication, accessibility, education and awareness of our organization and our industry. In addition, the ability to connect our visitors to our partners is the core function of any tourism promotion agency. Combining these two departments provides the missing link that enhances both the visitor experience and the partner benefit.
CORE COMPONENTS OF PARTNER & VISITOR RELATIONS

Community Outreach
The newly implemented quarterly “roadshows” bring the efforts of the organization Island-wide for education and advanced engagement. We understand that it can be difficult for our partners to leave their businesses to learn about the programs and opportunities offered by our team, so we will bring the team to the partners by hosting roadshows across multiple regions of the Island each year.

Education
The Smith Travel Research (STR) forecast evolved into a full Tourism Symposium in 2017, which featured a full day of tourism education that included social media tips, technology trends, meeting planner strategies, industry panel discussions and much more. Feedback from participants was overwhelmingly positive, therefore it has become an annual event. A National Travel & Tourism week format will be implemented in 2018 to better align local and national industry awareness.

Networking
Connecting our members is a critical function of fostering cross-promotional opportunities. Quarterly mixers will continue in 2018 to help to keep industry leaders in communication and provide partners the ability to highlight the attributes of their business.

Sponsorships
Allowing partners to sponsor events at various levels not only provides an opportunity for exposure, but also creates a culture of participation and engagement. In 2018, the goal is to offer partner relations efforts at a cost-neutral level to provide more industry resources while incorporating partner promotions.

Recognition
Highlighting and honoring tourism industry leaders for their efforts on behalf of Long Island’s economy brings greater awareness of our industry’s impact on the overall business climate. The new Long Island’s Tourism Awards Gala will spotlight the leaders and businesses that are making significant and positive impacts which benefit all Long Island residents.

Visitor Centers
Ensuring that member information reaches prospective visitors requires ongoing fulfillment, consumer tracking, inventory management, consumer response measurement and much more behind-the-scenes diligence. The opening of the new Long Island Welcome Center provides an opportunity to assess all public visitor centers and 2018 will be a year of transition for those outlets as we assess design, effectiveness, ROI and industry trends in technology and visitor services.
PARTNER RELATIONS SHOW SCHEDULE

Four Quarterly Road Shows
February 28, 2018 - North Shore Roadshow
June 20, 2018 - South Fork Roadshow
*Additional two regional roadshows to be scheduled Fall 2018

Meet The Board Networking Mixer
January 17, 2018 - Jewel Restaurant

National Travel & Tourism Week - Tourism Symposium
May 8, 2018 - St. Joseph’s College

Discover Long Island 40th Anniversary Networking Mixer
September 2018

Annual Meeting of Partnership Meeting & Mixer
November 2018

Tourism Awards Gala
December 2018

Sponsorships
Each event has an opportunity to be sponsored on a tiered basis.
VISITOR RELATIONS SHOW SCHEDULE

New York Times Travel Show
January 25 – 28, 2018, New York City

AAA Travel Show
March 9-11, 2018, Uniondale

Day Trip & Destinations
May 5, 2018, Plantsville, CT

Amtrak Rail Show
May 2018 TBD, New York City

LIRR Kick- Off To Summer Show
June TBD, New York City

Oyster Bay Festival
October 13-14, Oyster Bay

Senior Shows
Several are done throughout the year. Dates & Locations TBD

*Partners are offered the opportunity to attend some of these events, send their brochures and materials and offer giveaways.
Our Partner & Visitor Relations department is responsible for ensuring consumers have positive and valuable experiences when interacting with the Discover Long Island brand by sharing key information about Long Island attractions, accommodations, events and more.

Each year, Discover Long Island® receives thousands of inquiries requesting the Official Long Island Travel Guide, created by Discover Long Island, and visitor information on the Island. Our team responds to each inquiry individually, ensuring all needs are met.

This year perspective approaches have been implemented to enhance the sense and feel of the visitor experience. 2018 will premiere a new immersive calendar to showcase and make experiences more accessible to visitors and locals alike. The new digital technology utilized in the integration of data from our partners into a fully effective and beautifully designed calendar will provide a dynamic and fluid user experience with proven technology to increase attendance. We will use landing pages, group landing pages and even custom channel pages to offer users more ways to find out about events.

Visitor services houses a vast library of collateral and brochures provided by members and distributes them, along with the Travel Guide, to regional Visitor Centers, information kiosks, libraries, thruway stops and more. Our Travel Guide is the only hard copy collateral available at the new Long Island Welcome Center. Discover Long Island® information booths at consumer trade shows are also staffed by Visitor Services.
**COOPERATIVE PARTNERSHIP OPPORTUNITIES**

Discover Long Island® strives to offer numerous benefits to our partners. We know it is important to be on the cutting-edge of industry changes and we want to keep you abreast of business prospects, marketing opportunities and industry news and trends. As a partner, you have the exclusive ability to control your business listing information through our extranet. This allows you the ability to update names, contacts, images, listing data, as well as sharing offers and adding your event to our calendar of events.

We offer you various ways to market your business to tourists and locals alike. From travel trade shows to cooperative advertising, there’s so many resources for you to utilize. Read on for more exclusive advantages to partnering with Discover Long Island.

<table>
<thead>
<tr>
<th><strong>Marketing</strong></th>
<th><strong>Public Relations</strong></th>
<th><strong>Sales</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Media Partnership with Cox Media Group’s Long Island radio stations WBLI-FM and WBAB-FM (throughout 2018)</td>
<td>New York City Media Event (Limited Space) TBD, New York City</td>
<td>Destinations International February 13, 2018</td>
</tr>
<tr>
<td>Trip Advisor Premiere Destination Page (throughout 2018)</td>
<td>International Press Trip: United Kingdom Media FAM Tour April 2018</td>
<td>International Pow Wow May 19-23, 2018</td>
</tr>
<tr>
<td>New York Daily News – Discover Long Island Spring Special Section May Distribution</td>
<td>International Press Trip: Canada Media FAM Tour April 2018</td>
<td>Meeting Planners International World Congress June 2-5, 2018</td>
</tr>
<tr>
<td>2018 Destinations of New York, 8-language guide June Distribution</td>
<td>International Press Trip: German Media FAM Tour October 1-5, 2018</td>
<td>Meeting Planners International Greater New York Golf Outing July 19, 2018</td>
</tr>
<tr>
<td>New York City Media Event (Limited Space) USAE E-Blast Newsletter Distribution 15 Distributions in 2018</td>
<td>International Press Trip: Australia FAM Tour October 2018</td>
<td>IMEX October 16-18, 2018</td>
</tr>
<tr>
<td>Amtrak’s 2018 New York By Rail Guide June Distribution</td>
<td>Hosting Independent Journalist Visits Ongoing through 2018</td>
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<tr>
<td>2019 Long Island Travel Guide December 2018</td>
<td>Story Inclusion on Editorial Content by theme Ongoing through 2018</td>
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<tr>
<td></td>
<td>Press Release Distribution inclusions by theme Ongoing through 2018</td>
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*Other opportunities will be shared throughout the year through our weekly Tourism Update Newsletter and one-on-one outreach.*
In 2017, Discover Long Island® hired Smith Travel Research to create a 2018 Forecast Study to help determine Long Island’s market share in comparison to competing destinations, the state of New York as a whole and against national averages. Key findings of that study were presented at the organization’s STR Luncheon; key takeaways from that study are noted below.

A 2019 STR Forecast Study and corresponding luncheon is scheduled for September 2018.