

DISCOVER
LONG ISLAND™
NEW YORK

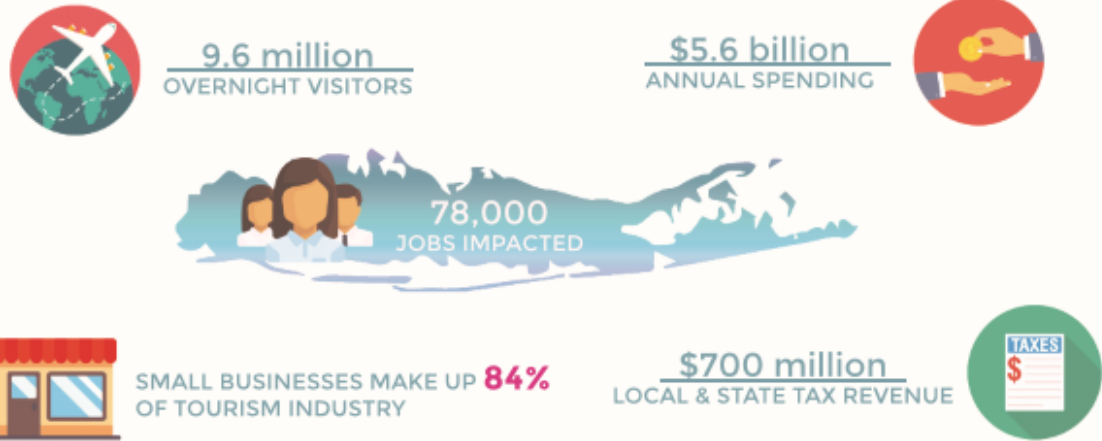


PARTNER BENEFITS

TOURISM IMPACT

OUR 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. In order to stay competitive in a digital marketplace Discover Long Island® will continue to optimize our web presence to our global community.



COMMUNICATING OUR BRAND

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 marketing strategy.



DIGITAL ENHANCEMENTS

DISCOVERLONGISLAND.COM

Visually Driven & Responsive

Experiential Website Design

Direct Booking Platform

UTrip Vacation Planner

New for 2018 Localist Events Calendar

Threshold 360 Degree Videos

1.33 million Pageviews (2017) | 1.1 million Unique Pageviews (2017)

Partners highlight their business on their own **landing page** with the ability to post their consumer facing events on Discover Long Island's event platform. Each landing page also includes a photo gallery, your business details including social media, 360 degree video of your location and so much more! You control your content through our **Partner Portal**.



Discover Long Island® is creating engaging, lively content and story sharing that warrants consumer engagement. Our social marketing strategies offer our audience the ability to participate and engage in the brand as opposed to only receiving its message. The ever-evolving digital realm offers multiple opportunities and social platforms for us to engage with our users. We also offer an **Insider's Guide** blog that features our partners and is shared on our social channels for exposure.



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

 Instagram following organically up by 500% from January 2017 to January 2018

PARTNER OPPORTUNITIES

VISITOR RELATIONS



Travel Guide/ Fulfillment
41,716 in 2017



Consumer Shows & Events



Consumer Newsletters to
Over 32K opted-in Recipients



Bi-Annual Calendar of Events
Distribution



3 Information Centers
(Nassau & Suffolk Counties)



Brochure Distribution
Opportunities



New for 2018
Mobile Visitor's Center



New for 2018
Regional Virtual Reality Videos



PUBLIC RELATIONS

Partners are offered the opportunity to work with our in-house PR 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**.

- Proactive and Reactive Media Pitching
- Press Trips & Media Familiarization Tours
- Media Events
- Deskside Appointments with Key Media Outlets



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**.



MEETINGS & CONVENTIONS SALES

Meetings and Group travel are a critical component for Long Island and one of the leading growth sectors for tourism in 2018. The new **quarterly e-newsletter and sales meetings** provides information on renovations, seasonal offerings and new products in our market for our growing list of opt-in planner and rights holder subscribers.



2017 Economic Impact
\$5.5 MILLION (2017)

SPORTS DEVELOPMENT

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.

2017 ECONOMIC IMPACT **\$5.5 M**



BENEFITS



10+ Events a Year

Awards Gala

Quarterly Sales Meetings

Educational Roadshows

Tourism Symposium

Networking Mixers

Sponsorship Opportunities

Partner Portal



Discover Long Island® communicates all upcoming programs, opportunities stories, achievements and valuable tourism information and news via our weekly **Tourism Update Newsletter**.

Our partners are kept up-to-date on our programs and offerings in order to participate in the various opportunities offered.

CO-OPERATIVE OPPORTUNITIES

SALES TRADESHOWS

PR/MEDIA EVENTS

FAM TOUR INCLUSIONS

CONSUMER SHOWS & EVENTS

EXCLUSIVE MARKETING OPPORTUNITIES

BLI/WBAB
NEWSDAY /TRAVEL GUIDE

BE SOCIAL WITH US!



TO LEARN MORE CONTACT PARTNER & VISITOR RELATIONS:
631-951-3900 | MEMBERSHIP@DISCOVERLONGISLAND.COM
DISCOVERLONGISLAND.COM