

LI BUSINESS



The LI Convention & Visitors Bureau ad campaign includes a commercial, above, running during the AMC series "Turn: Washington's Spies," about the Island's role in a Revolutionary War spy ring.

FRESH CAMPAIGN

New tourism ads offer wider look at LI — past, present

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Long Island's tourism bureau is launching a new ad campaign highlighting the region's history, local residents' photography and a redesigned website and visitors' guide.

The Long Island Convention & Visitors Bureau and Sports Commission last night unveiled its new campaign featuring the Island's historic sites and museums, beaches, vineyards and shops in television commercials, in print and online.

"It's a fresh perspective on what Long Island is as a destination and what we offer visitors," bureau chief executive Kristen Jarnagin said. "The new campaign encompasses a true Islandwide perspective, from end to end and shore to shore . . . It's tapping into American pride, and it's tapping into our pride as Long Island residents."

Previous years' marketing campaigns focused more on the Island's beaches, without giving as much attention to its other attractions, said Jarnagin, who joined the bureau in November from a state



This photo Tom Lockel of Lindenhurst took of his daughter Kaitlyn at Robert Moses State Park is also in the campaign.

hotel trade group in Arizona, where she was senior vice president and acting head.

In one element of the new campaign, a television commercial is running during the AMC series "Turn: Washington's Spies," which focuses on a Long Island-based spy ring that assisted George Washington during the Revolutionary War.

Many sites featured on the show still exist on the North Shore, and a Setauket company, Tri-Spy Tours, offers kayak tours where Revolutionary spies launched boats into the Sound, according to the tourism bureau.

The bureau's redesigned website, discoverlongisland.com, works on mobile devices and lets visitors book lodging and search for activities and event venues. A new visitors' guide features Fire Island, Gold Coast mansions, the

North Fork and other attractions. The bureau also is using social media sites such as Facebook, Twitter and Instagram to reach visitors. The campaign makes up the bulk of the bureau's \$500,000 marketing and advertising budget.

The print ads include photographs taken by Island residents, such as an image taken by Lindenhurst resident Tom Lockel at Robert Moses State Park. Lockel's photograph was one of the winners of a contest sponsored by the bureau last fall.

Lockel said he was using his Canon digital camera to capture the reflection of the cloudy sky in the water when his daughter, Kaitlyn, then 5, dashed toward the surf with outstretched arms.

"It was actually an accidental shot," Lockel said, "and it turned out to be one of my favorite shots." *Newsday* 10/17/2012