



## ABOUT THE AUTHOR



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# LICVB rebranding, changing name

By: Claude Solnik | September 16, 2016

Get ready to say goodbye to the Long Island Convention and Visitors Bureau and Sports Commission and hello to a new name and logo.

The Hauppauge-based group also known as the LICVB is gearing up to roll out a new name, logo and look at its Nov. 2 annual meeting.

Although a lighthouse, the LICVB's current logo, is one symbol for the region, the LICVB hopes to debut a new symbol for itself and, by extension, for Long Island tourism.

While this doesn't amount to rebranding Long Island per se, the group is seeking to further build the region's brand as a tourism destination including beaches, business travel, golf, vineyards and numerous attractions all near New York City.

"We're going through a branding process as an organization," LICVB President Kristen Jamagin said at a Sept. 14 meeting where the group released a study about Long Island's hotel industry. "It's time that we refresh our look, logo and message. It needs to be more in line with what we do as an organization. To market Long island, the destination of Long Island, to connect tourism to economic development."

The group tapped Hicksville-based EGC Group to lead the rebranding, which the LICVB hopes will further help promote the region.

"I think we're a great destination," Jamagin continued "We have a wonderful product. I think we are lucky to be in proximity to New York City with major international airports."

The LICVB already applied for a \$75,000 state grant to hire a firm to do a feasibility study for tourism capital projects needed on Long Island. Both county executives submitted letters of support.

"It would assess the destination from a tourism perspective, look at our proximity, current supply, competitors, national trends and tell us what we're lacking," Jamagin said.

While the group itself may believe it has a rough idea of what could boost tourism, the study would look at ways to attract groups, such as the idea of a convention center and drill down beyond that.

“Where would it go? What size?” Jamagin asked. “What are our competitors doing? What other convention centers are being built?”

If the group wants to revamp its look, that comes at a time when the Long Island hotel industry is having a good year, based on research from Broomfield, Colo.-based STR, which recently [completed its study on the industry](#).

Long Island occupancy year to date through July is up about 2.2 percent to 72.9 percent, average daily rates are up 2.9 percent to \$145.60 and revenue per average room is up 5.2 percent to \$106, according to STR.

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