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Long Island CVB Rebrands to Discover Long Island

Thursday November 3rd, 2016 - 9:51AM

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LONG ISLAND, NY—The Long Island Convention and Visitors Bureau & Sports Commission, founded in 1979, has rebranded to Discover Long Island.

"We're excited to modernize our brand identity to meet the expectations of today's consumer," said Steve Bate, chairman of Discover Long Island. "Our new look and feel reflects what Long Island is really about: sophisticated but unpretentious, refreshing but not flashy. We look forward to introducing the nation and the world to our truly special destination in a completely new way."

Long Island tourism is a \$5.5 billion industry supporting more than 100,000 jobs in the region and generating nearly \$700 million in state and local taxes each year, according to Discover Long Island, which added the Island's growth in the tourism sector outpaces the national average and is among the highest in New York with traveler spending increases of 3% in 2015 with more increases in the numbers for 2016 and expected for 2017, citing a recent forecast by STR. Economic impact for local taxes generated by tourism grew by 4.1% in 2015 with \$2.9 billion in Long Island labor income generated by tourism.

"The numbers are a powerful indicator of the potency and additional potential for the tourism industry on Long Island and the region deserves a tourism organization representative of that influence to continue positive momentum and growth," said Kristen Jarnagin, President & CEO of Discover Long Island. "The launch of our new brand is one component of our fresh approach to promoting Long Island. We aim to continue developing initiatives that help our long-term growth strategy by incorporating industry trends that provide value to our region and ensuring we are on the forefront of positioning this industry as a critical economic stimulator and generator."

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