



New name for Long Island tourism group

By: Bernadette Starzee | November 4, 2016

The group that promotes tourism to Long Island has a new name.

Formerly known as the Long Island Convention and Visitors Bureau & Sports Commission, the Hauppauge-based organization now goes by the pithier moniker “Discover Long Island.”

The rebranding was rolled out this week as the organization looked to refresh its message and logo.

“It was long overdue,” said Discover Long Island President Kristen Jarnagin, who joined the organization last year. “It’s a national trend that other destination marketing organizations have embarked upon: to choose a name and identity that not only reflects the destination appropriately, but that also connects our name with our mission. It’s a call to action: We want people to discover Long Island.”

Other destination marketing organizations have adopted names with “Visit” in the title. But Jarnagin said “Discover” was chosen to reflect the organization’s broader mission of economic development – of attracting businesses as well as travelers, and to encourage locals to discover new things in their own backyard.

“We’re a very in-depth and robust destination,” Jarnagin said. “There’s a lot to discover here not only for visitors but locals as well.”

The logo and marketing materials were designed by Melville marketing agency EGC Group following a national research study commissioned by the tourism group.

“We identified who our potential customers are – affluent, well-educated families – and what they would look for in a destination, which is something that is clean and modern and sophisticated, but not pretentious and flashy,” Jarnagin said. “That’s what our logo represents.”

The logo features a clean design, with the words “Discover Long Island New York” in modern fonts with a wave in the “o” of Long Island.
