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Long Island CVB Becomes 'Discover Long Island'

by Matt Alderton | November 03, 2016



Following in the footsteps of numerous destination marketing organizations (DMOs) before it, the Long Island Convention and Visitors Bureau & Sports Commission (LICVB&SC) in Long Island, NY, has renamed and rebranded itself in order to more clearly communicate its mission to visitors. The organization henceforth will be known as "Discover Long Island," it announced today.

In the past two years alone, more than 40 DMOs across the country have similarly rebranded, dropping "CVB" from their names and adopting monikers, instead that include a travel-related verb such as "visit" or "discover" in order to instantly relate to consumers the nature of their business.

"We're excited to modernize our brand identity to meet the expectations of today's consumer," said Discover Long Island Chairman Steve Bate, who also introduced a new logo to match the organization's new name. "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."

Tourism in Long Island is a \$5.5 billion industry supporting more than 100,000 jobs, according to Discover Long Island, which said Long Island's tourism growth -- spending by travelers grew 3 percent in 2015 -- outpaces the national average and is among the highest in New York.

"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 Discover Long Island President and CEO Kristen Jarnagin. "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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