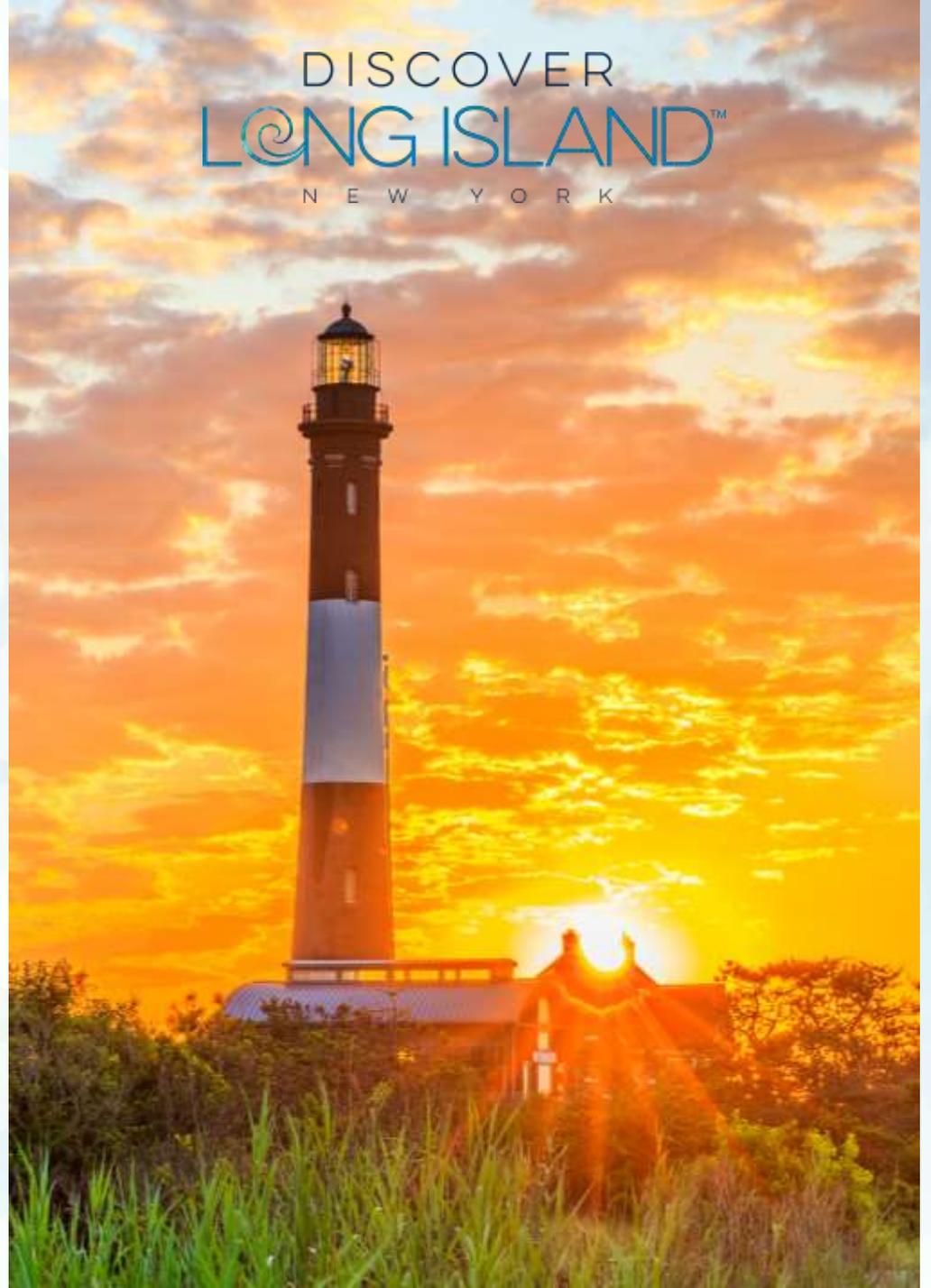


NYC

The Official Guide
nycgo.com



DISCOVER
LONG ISLANDTM
NEW YORK



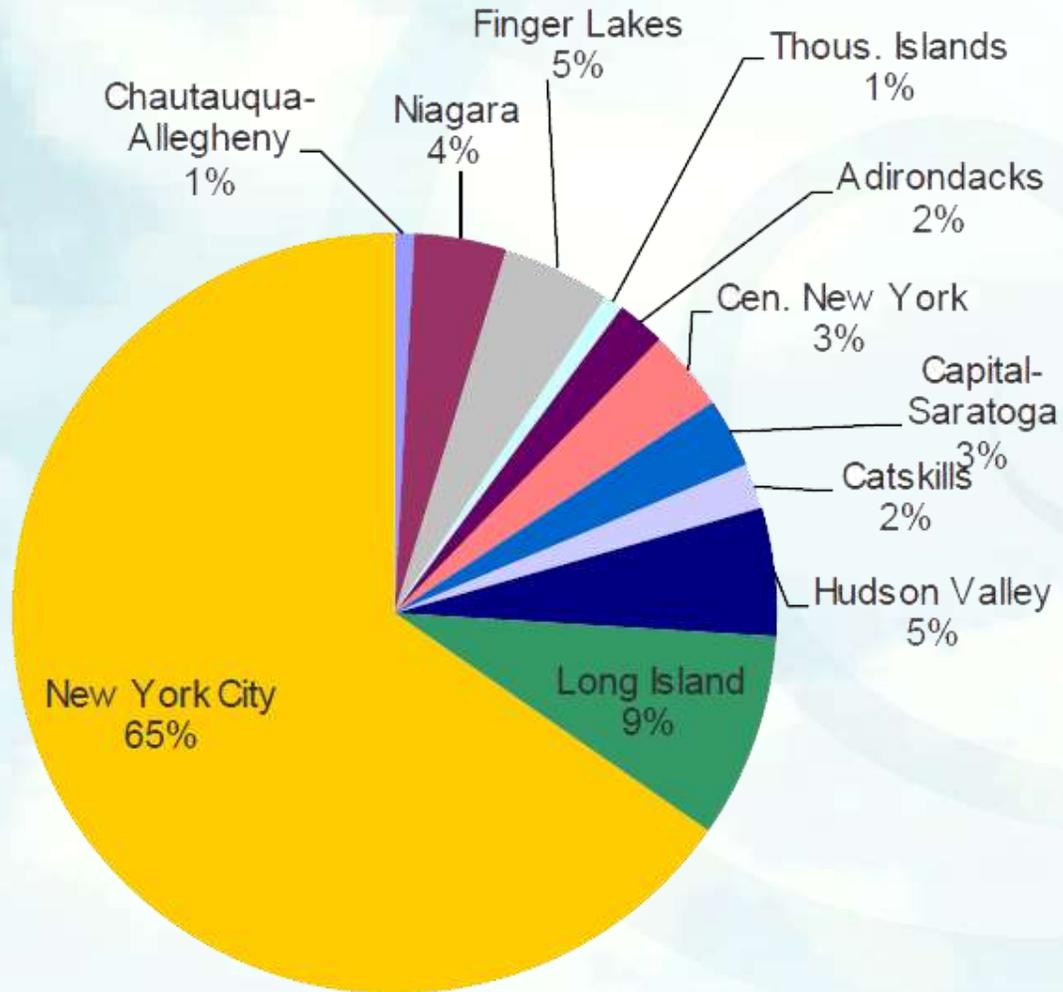


NYC + Long Island

For the first time NYC & Company and Discover Long Island are collaborating to showcase destination proximity to international audiences.

Targeting Australian and Canadian markets, the objective of this promotion is to drive incremental visitation to both destinations - for those travelers looking for a city-trip with a beach getaway, and more.

Traveler Spending, 2016



Together, New York City and Long Island made up 74% of all travel to New York State in 2016.

NYC by the Numbers



49 MM

Domestic visitors



13 MM

International Visitors



14 MM

nycgo.com visitors



1.1 MM

Social media followers



New York City welcomed nearly 61 million travelers in 2016, the seventh consecutive year for record-breaking tourism. NYC & Company are constantly working to keep New York City top-of-mind through their channels and partner media. With a unique mix of paid, shared and owned assets, the strategy reaches billions around the globe.

Australian Visitors to NYC

New York City welcomed an estimated 684,000 Australian visitors in 2016, a 3% gain over the previous year.

Australia is New York City's fifth largest overseas market by volume. NYC ranks as the second most popular city destination for Australian visitors – after Los Angeles – with nearly one-third of the market.

Due to distance traveled, Australian visitors continue to be long-range planners (177 days out vs. an average of 109 days). Visitors truly experience all the City has to offer, ranking above average. Sporting events (49% vs 18% across all markets) and guided tours (59% vs 30%) are especially popular.

Highlights

- 81% stayed at a hotel
- Average stay: 9.0 days
- 18-34 years: largest demographic (42% < 30)
- Average household income: \$111,300 (with 12% earning \$200,000 and over)
- Average decision to travel: 177 days prior to departure

Canada International Travel

Canada is the US' number one source of international visitors by volume. A significant percentage of this visitation is at or near the US border. As a result of this proximity, Canada is also a top international origin market to New York City. NYC welcomed an estimated 928,000 Canadian travelers in 2016.

Canadians are dynamic travelers, participating in activities across NYC's five boroughs, including shopping, sightseeing and visiting friends or relatives. Canadians traveling abroad for leisure are motivated to travel in order to "learn more about the world, explore cities and seek to experience nature," according to TravelStyles 2016-2017 Canadians as International Travelers survey.

Highlights (2016)

- Median number of nights spent in the US: 8.7
- Median household income: C\$80,727 (app. USD\$60,000)
- Median spending in the US: \$1,489
- 22.0% of US visitors were families
- Culinary activities are very popular, with 51.7% visiting wineries or breweries.

Program Elements

Via targeted promotion and custom content the promotional elements include:

- Geo-targeted ads to drive awareness of Long Island as an NYC+ destination, estimated to generate **1.9 M impressions**
- Geo-targeted social media promotion, estimated to generate **1.2 M impressions**
- Custom article on nycgo.com with seasonal information linking back to Discover Long Island. Content drivers will be promoted via social and geo-targeted dedicated email to approximately **10,000 subscribers**
- SEM, to help augment digital communications for NYC+

Creative Snapshot

NYC The Official Guide

New & Now Things to Do Hotels Plan Your Visit Search



Sponsored Content

Long Island Makes a Great Addition to NYC Trips

Things to Do / Long Island Makes a Great Addition to NYC Trips

DISCOVER LONG ISLAND

09/06/2017

Share This

Long Island is New York City's backyard, one of New Yorkers' favorite escapes—a dynamic destination that's filled with resort towns, cultural centers and more. What Manhattan is to Broadway and bustle, Long Island is to rest and relaxation. But there's plenty to do for any type of vacationer: surf and sun at a beachfront getaway, chill out at a first-class resort, be seen at one of the area's hottest clubs and sample wine at a world-renowned vineyard. There are quaint downtowns to stroll, top boutiques and outlet stores to thrill the most selective shopper and some of the country's most incredible farm-to-table cuisine by celebrity chefs. For the must-do's when visiting Long Island, read on.



DISCOVER LONG ISLAND

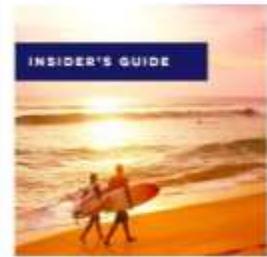


Just outside of New York City you'll find miles of sparkling ocean beaches, historic sites, quaint downtown villages, world renowned Long Island Wine Country and the famed Hamptons. Enjoy some of the best farm-to-table fare available in the United States, courtesy of the incredible farmlands and the bounties of the island's surrounding waters.

Plan Your Trip

Discover Long Island, New York City's beachfront backyard.

INSIDER'S GUIDE



EXPLORE



Get the inside scoop on the best of Long Island. Read on for the locals' perspective on the best beaches, dining, the best places to grab a drink, things to do and places to visit. Discover all the things you can experience in New York City's Beachfront Backyard.

Come explore Long Island, NY. From the history and heritage of the North Shore and the beaches and maritime culture of the South Shore, to the wineries and farms of the North Fork and the Hamptons and Montauk on the South Fork.

WINE AND DINE



EVENTS



PLAN YOUR TRIP



From a quick bite at a roadside lobster stand to a romantic sunset dinner, you'll find exceptional experiences here and you won't always expect what you'll see.

Choose from resort and full service hotels, hotels with rich history,

DISCOVER LONG ISLAND



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PLAN YOUR TRIP >

NEW YORK CITY'S BEACHFRONT BACKYARD

DISCOVER VINEYARDS



PLAN YOUR TRIP >