As the official tourism promotion agency for the destination’s travel and tourism industry, the organization contributes to the economic development and quality of life on Long Island by promoting the region as a world-class destination for tourism, meetings and conventions, trade shows, sporting events and related activities. In order to stay competitive in a digital marketplace Discover Long Island will continue to optimize our web presence to our global community.
MARKETING & COMMUNICATIONS
- 37,300 tweet impressions
- Over 325% growth in following
- 6,300,000 reach
- Addition of 360 video
The Discover Long Island™ website has undergone a redesign to enhance the site’s architecture, imagery, navigation and performance. New strategies were developed to implement updates incorporating organized mapping and functionality to create a seamless user experience. Clearly defined goals were set to allow users the ability to navigate through pages easily to find information and be fully immersed in the Long Island experience.
MARKETING & COMMUNICATIONS

- Responsive on all Devices
- Visually Driven
- Enhanced Website Architecture
- New Utrip Planning Platform
- Jack Rabbit Booking Agent

Discover Long Island

Plan Your Trip

Featured Events

TRENDING

INNSIDE GUIDE

EXPLORE

18th U.S. Open Championship

Suffolk County
Referral Reports

Start Date: 2017-1-1  End Date: 2017-8-30

Hotel Referrals: 1,365

States & Provinces

discoverlongisland.com  Website Lodging Report
New York City's Beachfront Backyard Awaits

Stretching 120 miles in length and easily accessible from the bright lights of New York City, Long Island's stunning beaches, historic sites, outdoor destinations, world-renowned wine country and trendy urban settings are just a few reasons why a visit to our island is truly a vacation.

From our beaches to our historic districts, our island has something for everyone. For the latest news, event updates, festival highlights, mid-week specials and more, visit www.discoverlongisland.com and sign up for our newsletter: Discover Long Island Today.

Plan Your Trip
Palm Springs is a special place. An oasis in the brutally hot Coachella Valley, it’s been a vacation destination since the 1950s—and in some ways, the city still feels like a time warp to Palm Springs’ glory days. Mid-century architecture is the dominant aesthetic, and old-school restaurants abound. At the same time, it still feels free-spirited: hot springs and spa make it a lovely and almost mystical place to relax, and events like spring’s annual Coachella music festival keep people coming back to visit.

**Native Foods Café**

Bowls, sandwiches, wraps, and salads, with loads of vegan and veggie-friendly options (and some chicken, too!) provide tons of options for everyone at Palm Springs Native Foods Café. Lead up set superfoods (and other) with the avocado and kale cheese dip, and see how flavorful tofu can be in the Mexican cactus bowl. You’ll feel satisfied but not disgustingly full after your lunch, which is important for your next stop in Palm Springs.
Engaging, Experiential and Productive Experience

Modern, Clean Design

Updated Navigation, Blog, Pages, Video Player

Suffolk Pages Accessible from HOMEPAGE

Page Views
589,377

Unique Page Views
463,347

319% increase in traffic to our website in six months
Actual Cost $3,300
Partners Paid $1,000
=SAVINGS OF 69.7%
Custom traveler profiles

Easy, experiential travel planning

Local experts and featured trips

Extended customer engagement

Further engage customers and increase touch points

Receive additional publicity through social channels

Empower travelers to experience the destination

Easy, intuitive planning via autofill recommendations, search keywords and tags

Promote member organizations and regional offerings

Local experts offer recommendations

Enables experiential planning and inspires longer trips

Make the most of user-experience with personalized itineraries

Promote activities, dining options, events, etc. to the right audience at the right time

Enable customers to easily share their trips on social media further promoting destination

Empower travelers to experience the destination
TOP DESTINATION CITIES

<table>
<thead>
<tr>
<th>Destination City</th>
<th>Arrival Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Hampton</td>
<td>15.9%</td>
</tr>
<tr>
<td>Southampton</td>
<td>10.6%</td>
</tr>
<tr>
<td>Hampton Bays</td>
<td>6.4%</td>
</tr>
<tr>
<td>Southold</td>
<td>4.8%</td>
</tr>
<tr>
<td>Sag Harbor</td>
<td>4.5%</td>
</tr>
<tr>
<td>Riverhead</td>
<td>2.1%</td>
</tr>
<tr>
<td>Patchogue</td>
<td>2.1%</td>
</tr>
<tr>
<td>East Quogue</td>
<td>1.9%</td>
</tr>
<tr>
<td>Mattituck</td>
<td>1.9%</td>
</tr>
<tr>
<td>Amagansett</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

East Hampton has the highest amount of arrivals in Long Island.

ORIGIN MARKET ANALYSIS

OVERALL DAYS TO ARRIVAL

What's the latency between overall exposure & arrival?

Location Based

Our patented technology measures the way network-enabled devices change locations after being exposed to a sequence of media exposures. This gives our clients bold new insights into how media impacts arrivals.

Attribution

Measurability has revolutionized marketing for e-commerce. But which digital content—or sequence of media exposures—influence consumers to visit a physical location? Arrivalist technology gives the complete picture, not just the last click.

Analytics

Arrivalist provides an up-to-date, observation-based alternative to traditional surveys. Clients observe their media exposure and the resulting visitation with hourly updates through an rich, intuitive reporting interface.
Drive Better Marketing ROI
ADARA is a data-driven marketing platform that leverages proprietary travel data to understand consumers and deliver better marketing ROI.

Increase Visitation
We help destination marketing organizations and tourism boards acquire new visitors, activate repeat visitors and better understand most valuable travelers.

Prove Economic Relevance
Powered by ADARA’s Magellan platform, our analytics solutions allow DMOs to quantify the value and economic impact of their digital marketing investments.

Spend Where You Get Results
Insights provided by ADARA inform DMO marketing strategy, reveal opportunities to increase market share, and help optimize marketing spend.
Facebook Carousel Ad Campaign (June)

Impressions/clicks: 6,771
Unique Reach: 3,072
Flight Searches: 438
Hotel Searches: 624
Flight Bookings: 21
Hotel Bookings: 6

NYSTIA Great Vacations Getaways

Impressions/Clicks: 184,151
Unique Reached: 146,887
Flight Searches: 6,737
Hotel Searches: 1,651
Flight Bookings: 597

Newsday Digital Ad Suffolk Marathon

Hotel Bookings: 22
Flight Booking: 121
Hotel Searches: 1,217
Flight Searches: 2,205

Total Travelers: 123
Total Hotel Nights: 172
Hotel Revenue: $35,602.74

***Sample Data from the month of July, 2017***
Find Your Family’s Winter Adventure right here in NYS
Our Town Newspaper
Luxury on Long Island
Hamlet Hub
How to See New York Like a Modern Day Flapper
About Travel
Blank Space Mansion Tour
Wanderlaughs
Spying Luxury on Long Island
Wanderlaughs
20 Trips, 10 Cities, 1 tank of Gas
Travelchannel.com
10 Underrated East Coast Getaways
JetSetter
I Love New York State
Am Haken
The New Old Reason You Need to Go Wine Tasting on Long Island
AFAR.com
#TheList: The Best Last-Minute Weekend Getaways From NYC
HarpersBazaar.com
Best Places on the Coast for Memorial Day
Coastal Living.com
12 Unforgettable Trips to take with Your Mom
Coastalliving.com
Beach Please
Tastingtable.com
Tourist Time: LI Businesses, Experts See Strong Season Ahead
Newsday
22 Yoga Retreats Worth the Splurge
Popsugar.com
16 Small Towns Near NYC You Need to Visit Right Now
Curbed NY.com
10 of the best beaches near airports
money.cnn.com
The Adventure Seeker’s Guide to Summer on Long Island
lipulse.com
Inspiration From a Past Era: Old Westbury Gardens
Mrvthebuzz.mobilerving.com
The Best Beaches in the U.S. for Celebrating Fourth of July
www.travelandleisure.com
The Best Beaches in the U.S. for Celebrating Fourth of July
www.msn.com
20 Amazing Family Beaches You Need to Visit This Summer
www.rd.com

Circulation
44,043,587
22 Yoga Retreats Worth the Splurge

May 15, 2017 by KELLY ADAMS

Photo 23 of 23

Yoga & Wine Retreat

Where: North Fork, NY

Join Yo Yoga founder Rebecca Wolfe in Sept. 1-4 in North Fork, NY, for a Labor Day weekend retreat in Long Island’s wine country. Not only will you get to enjoy a stay at Duncan Inn (a super-cozy family-owned boutique hotel), but daily yoga sessions will also be held by Rebecca in the surrounding picturesque vineyards. Excursions also include hiking on Shelter Island, SUP lessons, and a host of all-inclusive tasting. Prices start at $625 for a double room per person (transportation not included), and all details can be found at longislandwine.com.

PS — there’s also a Winter escape yoga retreat from Jan. 25-29, 2018 at the Estrellas Este in Costa Rica if you can’t make the wine retreat. That one includes five days of daily yoga sessions, waterfall rappelling, zip-lining, horseback riding, surf lessons, bonfires, home-cooked meals, and more for $1,645.
Long Island made a splash in the Manhattan media market with over 80 top tier media in attendance at the annual summer soiree.

Attendees included editors, producers and freelance writers from target publications and shows including Hamptons Magazine, The New York Times, Food Network, Travel Channel, Travel + Leisure, Conde Nast Traveler, National Geographic Traveler and more.

The event highlighted Long Island’s top attractions during peak season and beyond including spotlights on participating sponsors Martha Clara Vineyards, Greenport Harbor Brewery, North Fork Table & Inn, Swallow Restaurant, The Village Cheese Shop, Blue Duck Bakery, Suffolk County Film Commission, Stony Brook Village, OHEKA CASTLE, The Hamptons Visitors Council, Go! North Fork, Long Island Wine Council, Uber and Suffolk County Economic Development & Planning: East End Agriculture & Marine Specialists.
Social Media Intern

**Nickole Haymaker**
The University of Alabama Class of 2018
Bachelor of Arts in Communication and Information Sciences
Major: Journalism & Creative Media
MEETINGS & CONVENTIONS
DID YOU KNOW?

On June 1 -2 the Discover Long Island Sales Team hosted a Familiarization (FAM) Tour of the western region for six international tour operators from Germany, the UK and China along with several representatives from the I Love NY China office.

The FAM includes tours of Old Westbury Gardens, Fire Island Lighthouse, Roosevelt Field Mall and the Great South Bay Brewery. A welcome dinner was held on June 1st and several Long Island partners attended to network with these influential operators.
SPORTS DEVELOPMENT
Sports Highlights

NYSPHSAA Golf Championships
Baseball Events

TRADE SHOWS
National Association of Sport Commission
Travel Show

Leads Generated
9
$1.9 Million Economic Impact

Sporting Events
7
$456K Economic Impact

Show Appointments
18
118th U.S. Open Championship

118th U.S. Open Championship
June 11-17, 2018

USGA®
Shinnecock Hills
Where to Stay

Travelers looking to stay and play on Long Island during the 118th U.S. Open can choose from a wide variety of accommodations that meet every need and budget. From hotels with rich history to beachside bed and breakfasts, luxury rentals to family-friendly finds, Long Island's South Fork offers something for everyone.

Sun, Sand and Surf

Catamaran  Jet Ski  Fishing Charter
PARTNERSHIPS & VISITOR RELATIONS
OUR CONTINUED EFFORTS AND PARTNERSHIP WITH I LOVE NY BROUGHT THE LONG ISLAND NORTH FORK REGION TO NEW HEIGHTS.

7th Ave. & 53rd St.
Wrapped Double Decker Buses
INQUIRIES
Phone: 806
Visitors to Airport Information Center 1,868

CONSUMER SHOWS
New York Times Show
AAA Show
Day Trips & Destinations

VIRTUAL GUIDE VIEWS
5,029

PRINT GUIDE REQUESTS
24,459
Discover Long Island hosted our first ever Destination Road Show in an effort to bring the many benefits of the bureau to you! The first stop on this quarterly series was the Riverhead/North Fork region in Suffolk County.

In honor of National Travel & Tourism Week, Discover Long Island hosted a breakfast panel to show industry support and advocacy. The 2017 theme is all about celebrating the power of travel, and particularly the people who make our industry remarkable.

Discover Long Island invited members to Long Island’s largest B2B trade show and conference held at the SCCC Sports & Exhibition Center. The 60,000 square foot trade show floor offered more than 375 exhibitors, over 4500 attendees, and 78% decision makers.

Discover Long Island hosted our second Destination Road Show in the South Shore region of Long Beach in Nassau County for a morning that shared the many opportunities and programs being conducted to promote Long Island.

As part of a new program to provide Discover Long Island members with quarterly opportunities to meet, mingle and learn about exciting new updates, the organization hosted its Summer Kick-Off Mixer at Insignia Prime Steak & Sushi. Attended by members, vendors and I Love New York representatives, this event was made free to all Discover Long Island members courtesy of our generous host, Insignia.

NEW MEMBERS

35

Partnership Increased

12%
(based on paying members)
Traveler Spending, 2016

- New York City: 65%
- Long Island: 9%
- Finger Lakes: 5%
- Chautauqua-Allegheny: 1%
- Niagara: 4%
- Thous. Islands: 1%
- Adirondacks: 2%
- Cen. New York: 3%
- Capital-Saratoga: 3%
- Catskills: 2%
- Hudson Valley: 5%

Growth in Traveler Spending

- New York City:
  - 2015: -0.5%
  - 2016: 0.5%
- Niagara:
  - 2015: 2.0%
  - 2016: 3.0%
- Finger Lakes:
  - 2015: 0.5%
  - 2016: 1.0%
- Thous. Islands:
  - 2015: 0.0%
  - 2016: 1.5%
- Adirondacks:
  - 2015: 3.0%
  - 2016: 4.0%
- Cen. New York:
  - 2015: 0.5%
  - 2016: 2.0%
- Capital-Saratoga:
  - 2015: -0.5%
  - 2016: 1.0%
- Catskills:
  - 2015: -1.0%
  - 2016: 2.0%
- Hudson Valley:
  - 2015: -1.0%
  - 2016: 1.5%
- Long Island:
  - 2015: 0.0%
  - 2016: 1.0%
- New York State:
  - 2015: 0.5%
  - 2016: 1.5%
- New York exc. NYC:
  - 2015: -0.5%
  - 2016: 1.0%
Total city/county/state hotel tax rate

- Baltimore, MD: 9.5%
- Galveston, TX: 9.0%
- Annapolis, MD: 9.0%
- Norfolk, VA: 8.0%
- Virginia Beach, VA: 8.0%
- Richmond, VA: 8.0%
- Pittsburgh, PA: 7.0%
- Average competitor: 6.0%
- Rochester, NY: 6.0%
- Harrisburg, PA: 5.0%
- Newport, RI: 5.0%
- Lancaster, PA: 5.0%
- Syracuse, NY: 5.0%
- Niagara, NY: 5.0%
- Ithaca, NY: 5.0%
- Buffalo, NY: 5.0%
- Steuben, NY: 4.0%
- Long Island, NY: 3.0%
- Poconos, PA: 3.0%
- Valley Forge, PA: 2.0%

Source: DMAI, Tourism Economics
Tourism generated $17.1 billion in taxes in 2016, growing 3.5%.

Total state and local tax proceeds of nearly $8.2 billion saved the state’s households an average of $1,133 in tax burden.

Tourism in Long Island is a $5.6 billion industry, supporting 78,202 jobs.

Traveler spending in the region increased by 3.0% in 2016.
Save the Date

INAUGURAL TOURISM AWARDS GALA
NOVEMBER 14, 2017

CHAMPAGNE NETWORKING RECEPTION 5:30-6:30 P.M.
DINNER & AWARDS PROGRAM 6:30-8:00 P.M.

Mark your calendars for this momentous evening featuring a champagne reception, elegant dinner and presentation of the first Long Island Tourism Awards.

THE FOX HOLLOW
7725 JERICHO TURNPIKE, WOODBURY, NY 11797

Sponsorship Opportunities Available. Contact Nikki Theissen at: 631-951-3900