

Tourism Advisory Council Meeting
Monday, May 14th, 2018
633 3rd Ave 37th Floor Boardroom New York, NY 11:00am – 12:30pm

Webcast address: https://livestream.com/vvt2/TAC051418

New York, NY

AGENDA

Ι. **Approval of Minutes** Cristyne Nicholas II. Chair's Report Cristyne Nicholas a. Meeting overview b. Summer media night review c. TAC member accomplishments & updates III. **Executive Director Report** Ross Levi a. Industry activities b. Summer marketing c. Awards IV. Year in Review and Learnings **ILNY Staff** ٧. Guest Speaker: Discover Long Island Kristen Jarnagin VI. **New Business Next meeting:** Monday, September 17th, 2018 11:00am – 12:30pm 633 3rd Ave





CHAIR'S REPORT





SUMMER MEDIA MARKETPLACE REVIEW

- April 11 at National Geographic Encounter: Ocean Odyssey in Times Square
- 40-foot HD video wall and multiple screens throughout enabled us to showcase NYS vacation destinations and provided ample branding opportunities
- Attractions & partners included nearly all vacation regions, Parks, DEC, Canals, MetroNorth and Amtrak, National Comedy Center, Chautauqua Institution, Haunted History Trail, Path Through History, Catskills Trout Tails, Corning GlassBarge, and the Genesee Country Village & Museum
- Activities included regional beer tastings, fly-fishing demonstrations, and tour of the Odyssey experience
- 70+ journalists from notable publications (USA Today, NY Times, Fodor's Travel) as well as family outlets (Family Circle, Family Traveller)





SUMMER MEDIA MARKETPLACE REVIEW

NYMetroParents

Learning to Ski in the Catskills



Growing up in Maine, one would think I'd be a season lift ticket-holding ski bum, but that is nor the case. I grew up cross-country sking with Dad and snoowsbering with Mom and Dad, and I once took a snowboarding lesson with my older brother—because I had to do all of the cool things he was doing—but I ended up not wanting to pursue it. So when I got the opportunity to take private sking lessons at Flunter Mountain and Windham Mountain Resort, both in the Carskills region of New York, I jumped at the chance to see what many childhood friends were so obsessed which every winter.

Learning to Ski at Hunter Mountain

After the nearly 3-hour drive from Manhattan to Hunter, I acquired my lift ticket and lesson pass, headed over to the Rental Shop, and checked in on a computer, answering questions such as experience level, height, and weight—all needed to ensure I got the proper skis. I was then fitted with boots, which should be sung but not uncomfortable to prevent bisters, and given skis, poles, and a helmet because as Mike, a rental attendant, said, "I like what I have between these," pulling on his ears.

Once I had my gear, I headed out to the Learning Zone to meet Hans, my instructor for the 1-hour lesson. After asking what I knew about skiing (next to nothing!), Hans taught me the basic—how to turn, stop, speed up, and slow down. I practiced these skills on a low-gade slope for almost 20 minutes, and when he thought I was ready, Hans took me up a conveyer belt-type carpet lift to the top of Gramercy Park—a slightly higher-grade slope—where I continued to practice my new skills. After 20 or so minutes on Gramercy Park, I gradoated to riding the lift to a slightly higher trail, Central Park North, where Hans had one focus on controlling my speed and making complete, round turns while skiing among others—nerve-wracking to say the least!

When my hour was up, Hans and I parted ways, but I stayed on the slopes for a while longer, practicing all the skills I had learned in the lesson.

JETSETTER



Secret NYC Getaways

Sure, Hudson Valley and the Hamptons are easy go-tos for New Yorkers. But if you're looking for an off-the-beaten-path trip, we suggest you set your sights a bit further north. From an ultra-luxe lakefront estate to an idyllic New England village, these are the secret upstate getaways to see this fall.





amNEWYORK

THINGS TO DO

Winter Olympics sports that amateur athletes can try in Lake Placid

By Meredith Deliso

February 7, 2018 5:28 PM

PRINT SHARE

The Winter Olympics kick off this weekend in Pyeongchang, but you don't have to travel all the way to South Korea to catch Olympic fever.

About 5 1/2 hours outside of midtown Manhattan, Lake Placid in the Adirondacks has been the



Insider Video: Find Out What's Hot in New York State Tourism





EXECUTIVE DIRECTOR'S REPORT





INDUSTRY ACTIVITIES

Dutchess County Tourism Trends Conference

April 4 in Wappingers Falls

Museum Association of New York Annual Conference

April 8 – 10 in Rochester

NYSTIA Annual Empire State Tourism Conference

April 23 – 25 in Schenectady

Discover Long Island's Tourism Symposium

May 8 in Patchogue

Otsego County Tourism Summit

May 9 in Cooperstown

GlassBarge Launch

May 17 in Brooklyn

IPW

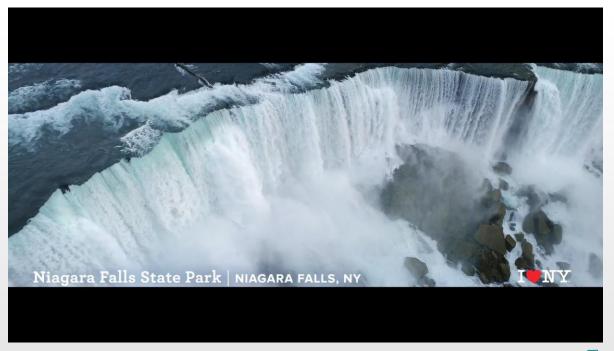
May 19 – 23 in Denver, CO







SUMMER COMMERCIAL







AWARDS

Public Relations

 2017 Bronze Adrian Award winner for Feature Placement in a Newspaper

Social Media

 2017 Gold Distinction Shorty Award winner for Instagram presence

Experiential Marketing

 2017 Gold REGGIE Award for Regional/Local Market Campaign for the I LOVE NEW YORK POD Tour









2017 YEAR IN REVIEW & LEARNINGS





TOURISM MARKETING STRATEGY

Strategy

- Surprise, delight and inspire
- Drive information seeking behavior
- Build consideration and visitation to NYS
- Families are our target

Geographic Priorities:

- In-state
- Drive states 3-5 hours from our borders
- International
- Long haul domestic







OVERALL MESSAGING STRATEGY

- Showcase the unique, world-class destinations that Upstate New York offers
- Reassure potential visitors there is a broad array of activities available
- Convey the emotional value of family memories created in New York State
- Drive traffic to ILoveNY.com, and thus to TPAs and tourism partners









CUSTOMER JOURNEY AND CREATING MEMORIES

Customer Journey



Creating Memories Based on Activities

- Top drivers of travel are the desire to spend time with and create lasting memories for family/significant other
- Includes outdoor activities, special events, historic and cultural destinations, food and drink experiences, shopping, etc.





TRADITIONAL ADVERTISING

TV Commercials

- Summer: North Country, Family Adventure & Finger Lakes Agritourism
- Equal Rights: Susan B. Anthony & Echoes
- State Fair: Sky Ride
- Fall: Catskills & Fall Events
- Winter: Most Ski Mountains

Out-of-Home

- Agritourism focus
- NYC billboards, bus wraps, bus stations







WHAT WE LEARNED

- Compelling & focused messages lead to the strongest consideration by potential visitors
- Important to convey the emotional value of family memories created in New York State, using the most desirable family activities and awe inspiring world-class destinations
- Begin messaging earlier









PUBLIC RELATIONS

- Individual & group press trips (National Geographic Traveler, NY Metro Parents, Forbes)
- Summer, Fall and Winter Media Marketplace events
- 25+ press releases
- Targeted pitches on women's suffrage, Erie Canal anniversary, seasonal travel ideas, etc.
- Macaroni Kid partnership (Plattekill Ski Day, Silver Daisy Boondoggle, Annual Conference)









WHAT WE LEARNED

Focusing on core public relations tactics is generating results



- Concentrating on higher-caliber media results in higher circulation, higher media value, and readers and viewers more likely to take a trip in NYS
- Family travel media partnerships and pitches are effective in reaching our target audience
- Highlighting timely and topical tourism developments (e.g. historical anniversaries) results in strong coverage
- In-state travel trade events provide efficient and effective opportunities for extensive coverage across a variety of outlets













THE WALL STREET JOURNAL.



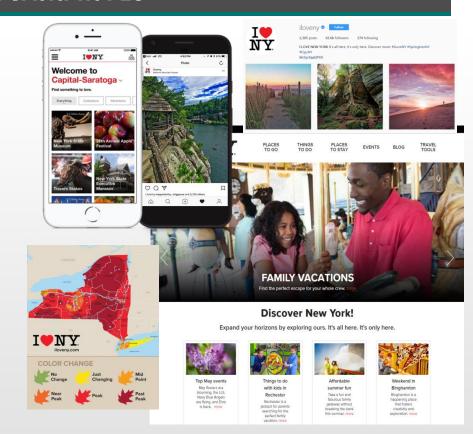
DIGITAL INITIATIVES

Editorial & Social Media

- Blog posts
- Instagram stories
- User generated content

Seasonal Campaigns

- Niche family influencers
- Fall Foliage
- I LOVE NEW YORK Bracket Challenge



I NY

MARCH MADNESS-"SLAM DUNK" WITH AUDIENCES

- 16 attractions (vs. 32 last year)
- Free trip offering this year
 - Partnership with jetBlue
 - Accommodations provided by TPAs
- Almost double the number of votes
- Drove strong visitation to ILoveNY.com
- Collected new email subscribers

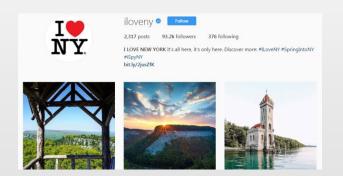






WHAT WE LEARNED

- Instagram is our fastest growing and most engaged social channel
- Authenticity and a focus on the promise of fun/adventure in unique destinations is key in social content
- Mobile is increasingly important to consumers for both planning and the in-market experience
- Interactive campaigns like Fall Foliage and the March Bracket boost web traffic and present an opportunity for email acquisition









EXPERIENTIAL MARKETING & EVENTS

- 23-stop events tour in reimagined POD (domestic & international)
- Branded and engaging presence at trade events
- Special activations at the Great NY State Fair & Watkins Glen International
- Successful opening of four new Welcome Centers (5 of 11 now open)

Welcome Centers OPENING SCHEDULE*

Long Island – opened 10/2016

Javits Center – opened 4/2017

Mohawk Valley – opened 6/2017

Southern Tier - opened 10/2017

Central NY (Destiny USA) – 11/2017

Finger Lakes – May 2018

Hudson Valley/Catskills – Fall 2018

Western NY - Fall 2018

Adirondacks – Fall 2018

North Country - Fall 2018

Capital Region – Fall 2018

*Subject to Change



SNEAK PREVIEW... FINGER LAKES WELCOME CENTER IN GENEVA OPENING THIS MONTH





WHAT WE LEARNED

- Consumers who visit the POD are more likely to consider traveling to/within NYS; plan or recommend a getaway; and have new ideas for things to do in NYS
- Out-of-state events drew strong interest
- Experiential activations trivia, travel profile, VR were all strong engagement points
- Focus on email collection generated results (highest number collected in 3 years)
- Overall strategy to support tourism trade shows will enable the most efficient use of resources









INTERNATIONAL

- Attended three trade shows (IPW, WTM, ITB)
- Held three trade missions
 - Scotland & Ireland
 - Canada
 - Germany & Switzerland
- Workshops for new Norwegian Air Service at Stewart Int'l.
- Several FAM trips
 - Itinerary Design FAM with Chinese operators
 - Winter Family Getaway contest with Irish Sun
- Brand USA Partnership







WHAT WE LEARNED

- Efforts in international markets with a more developed/consistent relationship with ILNY produce the strongest outcomes
- Being proactive around emerging developments can result in quick growth of operators and product promoting travel to NYS
- Be aware of and respond to international travel challenges
- Social media efforts in overseas markets generate increased engagement with trade and consumers, and should be consistently implemented
- Efforts focused on the Canadian market that occur across ILNY platforms and departments would benefit from a unified plan





TOURISM SEGMENTS











PATH THROUGH HISTORY WEEKENDS

- Father's Day Weekend
 - More than 380 events
 - Press conference at the Corning Museum of Glass
- Columbus Day Weekend
 - More than 390 events over 50% more than the previous year
 - Included haunted history tours and women's suffrage programs

















EQUAL RIGHTS CAMPAIGN

- Launched in Spring 2017 in conjunction with 100th Anniversary of Women's Suffrage in NYS
- Encourages visitors to experience state's legacy of promoting equal rights by visiting historic equal rights attractions:
 - Commercials
 - Visitors' guide
 - Paid digital campaign
 - Press FAM
- Equal Rights Heritage Center (late 2018) will emphasize New York State's progressive history, while encouraging tourists to visit the individual sites related to the Center





I LOVE NEW YORK LGBT

- Activation at Prides & other LGBT events statewide – Expo, Syracuse Chiefs, Pride Day at State Fair
- Presence at the LGBT Pavilion at ITB Berlin
- Expanded advertising in print and digital LGBT outlets
- Continued outreach to LGBT families









ACCESSIBILITY AND SENIOR TOURISM

Accessibility Program

- Increase consideration and intent to travel to NYS among people with varying accessibility needs
- Creation of a consumer accessibility travel guide and outline of best practices to enhance visitor experiences
- RFPs for accessible tourism consultant are under review

Senior Tourism

- Identify and promote NYS tourism attractions and experiences that appeal to travelers 65 and over
- Will provide information to travelers interested in seniorfriendly attractions in each NYS vacation region
- Coordination with NYS Office for the Aging and Office of Parks, Recreation and Historic Preservation, etc.





MARKET NEW YORK: ROUND 8

\$15 Million for tourism projects

- \$7M for Regional Tourism Marketing (working capital)
 - Minimum requests of \$50,000+ only
- \$8M for Tourism Capital (construction/capital expenses)
 - Minimum requests of \$150,000+ only
- The following projects are encouraged:
 - Projects that market/promote/showcase: unique, world-class destinations; a broad array of activities; and /or strength in creating family memories
 - Projects that align with I LOVE NEW YORK initiatives such as: I LOVE NY LGBT;
 Path Through History; Taste NY and agritourism; and / or new special events

For the most recent Market New York information & guidelines visit:

www.iloveny.com/MarketNY





NEW DEVELOPMENTS & EVENTS

- Resorts World Catskills (just opened)
- YO1 Center (Summer 2018)
- National Comedy Center (Summer 2018)
- Chautauqua Harbor Hotel (Summer 2018)
- Stonewall 50th Anniversary and WorldPride (2019)
- 50th Anniversary of Woodstock (2019)
- LEGOLAND New York (2020)
- Empire State Trail (2020)











THANK YOU

NEW YORK STATE

IT'S ALL HERE. IT'S only HERE.

Learn more at iloveny.com and follow us on social media:

- **☑**@ILoveNYPR (PR handle)
- <u>al LOVE NY</u> (consumer handle)
- Facebook.com/ILOVENY
- **O**ILOVENY
- YouTube.com/OfficialILoveNY







TOURISM MATTERS







DISCOVER LONG ISLAND













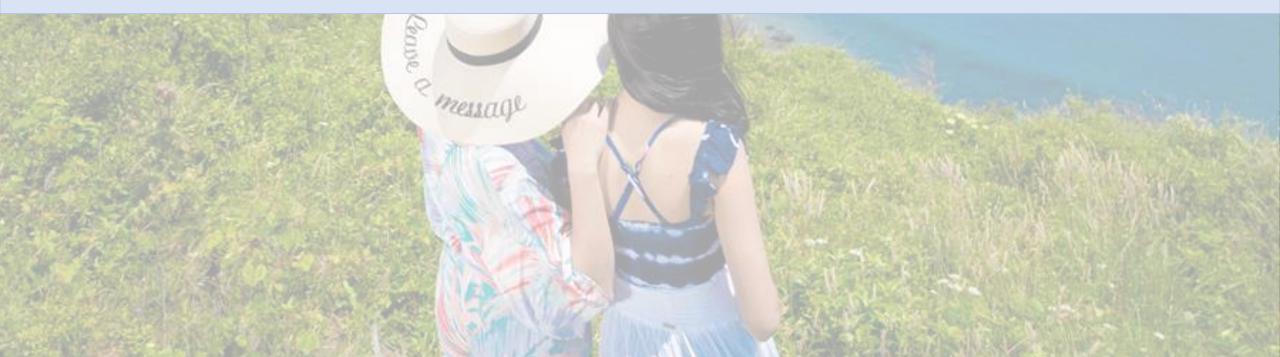


WINTER CAMPAIGN RESULTS



winter staycations on Long Island. (Credit: Discover Long Island) (Credit: Discover Long Island)













United Kingdom



message

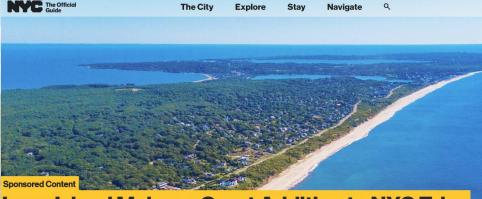












Long Island Makes a Great Addition to NYC Trips

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

Sponsored by:

DISCOVER LCNG ISLAND

09/06/2017

Things to Do LICVB



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 New York City's BEACHFRONT BACKYARD







Discover Long Island® continues to work closely alongside its state counterpart, I Love NY, in 2018 including incorporating an international strategy in Germany and the United Kingdom. We will seek to leverage their vast resources and international recognition to elevate the presence of Long Island in the minds of potential visitors by participating in I Love NY media events, travel trade sales missions, in-market activations and conducting media missions and familiarization tours.

I LOVE NEW YORK PARTNERSHIP SCHEDULE

I Love NY Bracket Sweepstakes

March 1 – March 31, Digital ILNY promotion of state assets, OHEKA Castle giveaway prize package offered to one winner

I Love NY Summer Media Night

April 12, New York City Domestic media event highlighting summer stories

The Belmont Stakes Group Press Trip

April 30 – May 4, NYC & LI Top tier US media group trip to attend the 150th Belmont Stakes, secured by ILNY public relations agency and Discover Long Island

I Love NY Fall Media Night

July, New York City Domestic media event highlighting fall stories

I Love NY Winter Media Night

November, New York City Domestic media event highlighting winter stories

TBEX (Travel Blogger Exchange) Group Press Trip

September 14-17, Long Island Blogger press trip, secured by ILNY public relations agency and Discover Long Island



DISCOVER LONG ISLAND & LONG ISLAND MACARTHUR AIRPORT CAMPAIGN



SHORT FLIGHT









SHORT FLIGHT.

PLAN YOUR TRIP>

LONG ISLAND.







SHORT FLIGHT. A LONG ISLAND.

PLAN YOUR TRIP>













Sun, Sand and Surf







Round of Golf

After watching the pros, hit the green and test your skills on renowned public courses. Long Island offers excellent options for the avid golfer. Home to a variety of courses and multiple tee times, you'll find it easy to accommodate your schedule.

Click for a full list of Golf Courses

















COUNTRY AND LOCAL CUISINE.









The Belmont Stakes Group Press Trip with





SHORT TRAIN RIDE AWAY

When traveling for this premier horse-racing event, look no further than the Long Island Rail Road for how to get here. Whether coming from the east or the west, the Long Island Rail Road (LIRR) can get you from the end of Montauk to the heart of Manhattan in one quick and easy train ride. Fast and reliable, arrive at Belmont Racetrack car free and enjoy a Long Island getaway.

WHILE YOU'RE HERE

The Garden City Hotel has a long standing history of hosting the who's who of the racing sphere. An insider tip, The Garden City Hotel is the place to go after the race to spot your favorite jockey. Lavish and chic, the upscale service and amenities show why The Garden City Hotel has been embedded into Belmont Stakes tradition. Also in proximity to the Belmont Stakes, are The Roslyn Hotel and The Andrew Hotel, both known for their elegance. The newly renovated Long Island Marriott features a variety of top-tier amenities and is just 15 minutes from the Belmont track.

Click for a full list of Accommodation Partners



SEE AND BE SCENE

Celebrity chef, David Burke, is opening two new restaurants at The Garden City Hotel this spring.

Be sure to check out The King Bar and Red Salt Room while in town for the annual running of

The Belmont Stakes — it is sure to be a hot spot for jockeys and VIP's alike.

Click for a full list of Things to Do





































Tourism Advisory Council Meeting Minutes

"Draft - Subject to Board Approval"

Date: Monday, March 12, 2018

Location: 625 Broadway, Albany, New York

Attendance: TAC Members

Cristyne Nicholas, Dan Fuller

Phone: Gail Grimmett, Thomas Mulroy, Ali Sirota, Alexandra Stanton, Elinor Tatum, Alana Petrocelli

ESD / NYS Staff

Ross Levi, Executive Director of Tourism; Markly Wilson, International Marketing Director; Kelly Garofalo, Project Manager Tourism Marketing & Partnerships; Sara Emmert, Special Tourism Projects Manager; Lisa Soto, Director of PR and Licensing; Bob Miron, Research Analyst; Brad Austin, Director of State Legislative Affairs; Adam Ostrowski, Deputy Press Secretary

TAC Guests

Taryn Duffy, Empire City Casino; Scott Brandi, SANY; Jim McKenna, Lake Placid CVB; Yolanda Bostic, Assemblyman O'Donnell; Mark Dorr, NYSHTA, Richard Stone, Trajectory Sports & Media Group LLC; Sarah McGinnis, Maurice D. Hinchey Catskills Interpretive Center; Kayleen Scali, Emerson Resort Spa; Tamara Murray, Emerson Resort Spa; Cambria Tallman, Emerson Resort Spa; Rick Remsnyder, Ulster County Tourism; Randy Bourscheidt, NY Public Library; Josiah Brown, New York Welcomes You; Jonny Evers, Business Council of New York; Judi Hess, Greater Binghamton CVB; Kristen Jarnagin, LICVB; Dawn Kellogg, Geva Theatre Center; Rachel Laber, Visit Rochester; Greg Marshall, Visit Rochester; Beth Teall, Visit Rochester; Tom Martinelli, Amtrak by Rail; Corey Dooley, Woodcliff Hotel &Spa; Lisa Burns, Woodcliff Hotel &Spa; Nicole Mahoney, Finger Lakes Regional Tourism Council; Becky Wehle, Genesee County Village Museum; Elija Kozlowski, Gearge Eastman Museum

Phone: Ashley Graf, JetBlue; Lisa Reifer, JetBlue; Jennifer Walden Weprin, Queens Borough Tourism;

Meeting called to order: 1:30pm

Approval of minutes – Cristyne Nicholas

- Motion to approve by Dan Fuller
- Minutes approved with a second by Elinor Tatum

II. Chairman's Report - Cristyne Nicholas

- A. Meeting Overview
 - First, I would like to thank everyone for being in Albany today. As you know, today is Tourism Action Day and the primary reason we are meeting in Albany is so that TAC members could be part of that event. Hopefully everyone was able to participate in the luncheon earlier today.
 - With that in mind, this meeting will not be as robust as usual so that everyone has time to network with our industry colleagues and meet with our state representatives.
 - We will still plan to hear updates from Ross, who will give a brief report on I LOVE NEW YORK's winter activations and digital marketing.
 - Markly will also be giving an update from international.
 - We will then hear from our two guest speakers: Scott Brandi from the Ski Association of New York and Jim McKenna from the Lake Placid CVB. Given that skiing and winter sports are so vital to our winter travel season, we wanted to invite them both here to give an overview of the winter season from both a state and local perspective.

B. Tourism Action Day

- Ross and I had the pleasure of speaking this morning at the New York State Hospitality & Tourism Association event for Tourism Action Day, and as part of my report, I wanted to give a brief summary of the event for those who were not able to attend.
- We were welcomed and joined by Mark Dorr, President of New York State Hospitality & Tourism Association as well of several members of the Tourism Industry Coalition, which is made up of various association and



- industry-supporting organizations whose main goal is to represent the state's tourism industry on key legislative and regulatory issues.
- The work that this group does on behalf of the tourism industry today and every day is crucial for the wellbeing of our industry. I can't stress enough how important it is that you are up here to make a difference by meeting with your legislative representatives.
- When you meet with your representatives today, remind them that tourism means business. In 2016 alone, New York State welcomed 239 million visitors and saw nearly \$65 billion in direct visitor spending. Tourism supports 1 in 12 jobs in New York State and is the 4th largest industry bringing in \$8.2 billion revenue in state and local sales taxes. Since 2010, visitor spending has seen an increase of 30.2%. This is the message I encourage you to bring with you today so that tourism can continue to generate billions and positively impact the vibrant economy of New York State.
- I want to emphasize that the TAC is here year round to bring your voice and the voice of the larger tourism industry to bear on the tourism efforts of state government, and we thank you for your partnership to help make those efforts as powerful and effective as they can be. So, on behalf of TAC, thank you to everyone for being here today.
- I am now going to move on to our Executive Director report.

III. Executive Director Report -Ross Levi

A. Winter Activations

- When we last met, we shared a lot of what had been done and what was in the works for winter. We certainly
 have been busy since then, so there are a few activities I wanted to give an update on.
- The first was activating at the New York Times Travel Show, the only consumer travel show we participate in because of how important it is.
- It took place at the Javits Center from January 26th -28th.
- We've only been doing this for a few years, but our presence has grown year after year. Markly Wilson is one
 of the people who spurred us to have a real active presence recognizing that this is a great audience for us—
 particularly those who live in New York City and the tri- state area who already care about travel. They care
 enough that they buy tickets to come to a show to do vacation planning. This is really our core market.
- This year you can see from the pictures on the screen that we had a strongly branded full aisle presence and were able to bring together several of our partners from across the State.
- Part of the weekend includes meeting with travel media, and I was able to do back-to-back interviews with
 trade media from around the world. A majority of the press interest was in the transformation of Niagara Falls
 into a year-round destination with new attractions, the evolution of the Catskills including their two big lodging
 projects, Resorts World International and Yo1 Wellness Center, the Glass Barge, the exciting event
 happening around the 150th anniversary of the glass blowing in New York State with the Corning Museum,
 and the new National Center for Comedy opening in Jamestown this year.
- I'm also happy to report that since those meetings, one member of the press has traveled to Rochester and is planning to see how she can fit that into a future story. So that's why we meet with the press. It's a great opportunity to get them excited and hopefully get them out into New York to see the State.
- We also had a traveling trade show come to Buffalo in mid-February. Heartland is North America's largest regional motor coach trade show and pairs those who sell group travel experiences with attractions and DMOs.
- The show allows tour operators to get a firsthand look at who's at the trade show, but also get a sense of the newly rejuvenated Buffalo area—an incredible opportunity to put Buffalo on the map among those responsible for planning tours and brining busloads of visitors to the region. As you can imagine for a place like Niagara Falls, bus tours are a real life blood for them.
- I LOVE NEW YORK participated in a ribbon cutting to officially open the Heartland show and spoke at the opening reception. We also supported the show with partnership funding, particularly around the evening reception where we were able to show off regional New York State foods.
- More than 400 people attended the show including group tour operators from a dozen different states and Ontario. It was expected to immediately generate nearly \$1 million in economic impact for the region.
- Additionally, the Buffalo group tours booked as a result of the conference may bring in millions more in years
 to come. It's worth noting that the group travel and bus tour industry is still an important part of tourism. The
 American Bus Association reported that group travel in the heartland region in the United States, which is
 what this show covers, is a \$23 billion industry.



- Heatland is a much sought after annual event so we were lucky to have it in New York State.
- And as you heard, I've just returned from ITB, which was March 7th-12th and is the world's largest tourism trade fair with companies representing hotels, tourist boards, tour operators, airlines and car rentals.
- They say within the course of the show, 150,000 people walk through.
- We had a booth presence—as part of NYC & Company—and a presence in the LGBT travel pavilion to promote Stonewall 50 and World Pride, which is coming to New York in 2019. The LGBT pavilion has been around for many years, but this was our first year participating because we wanted to make a push for the LGBT market to come for Stonewall 50/World Pride.
- Our delegation for New York State included NYC & Company and several other partner attractions and hotels from across the State: Wine, Water and Wonders and Niagara Falls Tourism and Convention Corporation to name a few.
- Similar to last year, we hosted an informal breakfast for 30 or so travel trade operators, journalists, and some partners. This breakfast allows us to spend some quality time with the trade and tell the story of New York State before they get to ITB.
- During the breakfast, we showed a ten minute sneak peek of a film that's being produced in Germany and shown in German theaters. The film, which is about travel to Upstate New York, is about an hour long—sort of like a travel log film. I didn't know this, but in Germany, people go to the movies on Sunday afternoons to see a locally made film or a documentary—so there is a market for this kind of thing.
- We gave a presentation with NYC & Company, our co-hosts, on new and exciting New York product. Because these are folks that care enough to come for a breakfast, they already have some interest in New York State—if not already offering New York State product—and this is our opportunity to tell them how they can expand and add more product. People were very impressed with all the new things happening in New York State from the new attractions at Niagara Falls, LEGOLAND, the lodging in the Catskills, etc., and were excited to be able to spread the message that it's new, it's different, and you have to come back.
- Speaking of international, we've been working on other initiatives to support international tourism and Markly Wilson is going to spend a few minutes talking about those.

B. International Marketing

- MR. WILSON: Well, the slide on the screen will support what I'm going to talk about. The first picture to the left shows several individuals, some of whom are in this room, at the Holiday World Travel Show, the biggest consumer travel show in Dublin, Ireland. They say they get about 40,000 Irish consumers and 900 travel industry representatives attending this show. So it really makes sense for us to be there.
- The people you see in the photo are Don Shearer, CEO of Travel Biz which acts as the bible or directory of
 the industry in Ireland; Ralph Trigale from Port Authority who joined us in this show and was able to talk about
 airport service into New York; Diana Rapp, who represents Wine Water and Wonders; and the one and only
 Mary Kay from Dutchess County.
- It was a very well attended and helpful show for us, and as Ross mentioned, people are asking about specific things to do, not "what is upstate New York".
- One of the points I would like to stress is not just the value of being present at trade shows but, also the value
 of connecting with people at trade shows. For instance, Mary Kay and I met with Michelle Jackson, who has a
 television travel show in Ireland. As it happened, she was planning on coming to New York City and then
 heading down south for two weeks afterwards. As a result of us connecting with her, we were able to
 entertain her for one day and one night in Dutchess County.
- I was also able to meet up with Jenny Raffner, the Director of Business Development for Aer Lingus at her request. They had heard about what was happening with Norwegian, so we spent almost three hours together exploring what we could do together, which resulted in us agreeing to do a webinar for her staff about a joint marketing program with Cassidy Travel, one of the biggest travel agencies that represents Aer Lingus. We also agreed to participate in an Aer Lingus road show, which we did last month. So I can't emphasize enough the value of connecting with people.
- We were also at the Holiday World shows in Limerick and Belfast and with a Dutchess County representative.
- The photo at the bottom of the slide is of the Wilson family. Keenan McDade is the editor of the Irish Sun, which is a very big newspaper in Ireland. We hosted him on a familiarization tour via Norwegian Airlines to Sullivan County and the Albany general area. His commitment was to give us two pages of publicity as a result of his experiencing traveling on Norwegian Air and visiting those two counties. When we spoke on the phone after the tour, he was so extremely enthusiastic he decided to do a separate article on Sullivan County and a separate article on the Albany area—which he did. So, we got twice as much publicity than we



- expected. Apart from that we said, "well, what else can we do," and he was open to ideas.
- Remembering that we were approaching the winter season and that our target market is families, we agreed
 on a competition for families to win a trip to New York State on Norwegian Airlines to experience winter
 sports.
- The Wilson family, from Kildare, won the competition and they received an absolutely wonderful itinerary. The amount of blogging they have done as a result is incredible and the newspaper has taken their blog and written a full two page article about their winter experience in New York State.
- The photo at the top of the slide is of Peter McMann, the CEO of Travel Solutions. We did a road show to Scotland and Ireland in September, and it became apparent in Belfast that they're not as successful as other parts of Ireland in selling New York State, but they are very enthusiastic.
- To cut a long story short, he ended up bringing the manager of the Belfast Airport to New York for a meeting with me. After that, we agreed to host a FAM tour for him, his company, and some of the travel agents that they supply specifically to make arrangements for Travel Solutions to organize and promote winter travel to New York State.
- The outcome is that, for the winter 2018/2019 season, Travel Solutions will be bringing two group tours to New York State
 - 30 passengers for six nights (four times per year)
 - 50 passengers for twenty-five nights (during the winter season)
- The success of this has a lot to do with the work that Jerry and Randy from Hunter Mountain and Tim from Windham Mountain did accommodating the group, so we commend them and the TPAs for hosting.

C. Digital Marketing

- So as you can hear, Markly is very busy. I really appreciate his innovation; he's always coming up with new and different ways to engage our international audience; it's never just, "oh, we'll send some people on a FAM tour", but rather, "let's create a contest and send a family blogging across New York State that's going to appear in a major newspaper in Ireland". So thank you, Markly, for those efforts. They make a big difference.
- Outside of the international marketing and activations we mentioned, on behalf of our digital team, I just
 wanted to explain one other initiative we have going on this month. It's what we call the I LOVE NEW YORK
 Bracket.
- We've been running it for a couple of years now, and the idea is that participants get to vote for their favorite New York State attraction. We have chosen16 different attractions throughout the State to represent various categories—like resorts, food & beverage, castles, state parks, etc.
- Similar to other brackets, there will be four rounds of voting. In the first round, two castles will face off, two resorts will face off, two state parks will face off, etc. People will then continuing to vote in the three remaining rounds eventually picking the winning attraction for New York State.
- This year to make it bigger and better, we decided to make it a sweepstakes and offer a chance for a family to win a trip to one of the 16 attractions represented in the bracket. We partnered with Jet Blue, who graciously provided four round-trip flight vouchers to any upstate airport that they fly to. Our great TPA partners also assisted in providing prize items, such as a 1-2 night hotel stay, attraction tickets, meals, and/or airport transfers. For example, there's a one-night stay for four at Singer Castle with island transportation or a two-night stay for four in a suite room at the Sagamore Resort. Those are just a few of the available prizes.
- Participants can vote once per calendar day for a chance to win the prize and the winner will be chosen at random. They'll get to choose where they would like to travel from among the 16 attractions competing in the bracket. And, of course, the winning attraction gets bragging rights for the next year.
- Part of the strategy for this is to amplify the number of people who share and vote, ultimately increasing
 attention and traffic to the I LOVE NEW YORK website. After our Fall Foliage Report, the I LOVE NEW YORK
 bracket is the second most successful digital campaign we do.
- So that's the quick overview of some of the stuff we've been working on since our last meeting.

IV. Winter Tourism Updates

- A. Ski Association of New York Activities—Scott Brandi, President, SANY
 - CHAIR NICHOLAS: We have two guest speakers this afternoon. I'm happy to welcome both. First we have
 Scott Brandi, the President of Ski Association of New York. You heard earlier from Ross about some of the I
 LOVE NEW YORK winter marketing efforts and, since skiing is such an important winter activity for New York
 State, we thought it would make sense to have Scott come and brief us today—especially because he will
 remind us that, even if there is a storm tomorrow, we should look at the positive side that it will just encourage



- people to go ski. So Scott, we're very happy that you're here.
- MR. BRANDI: Thank you very much, Cristyne, Ross, members of the TAC, and guests. I appreciate the opportunity. I want you to take a look at a short video and keep in mind the guy in the blue is me.
- Video presentation
- So what state has the most ski areas of any other state in the nation? The answer is New York. We have 50 ski areas in New York, no more than an hour drive from most major New York cities. Half of the counties in the state have a ski area. We have skiing close to you, close to home.
- At SANY, our commitment goes beyond just skiing. As a member of NYSTIA, we are committed to winter tourism and working for the overall good of all of us in the room.
- New York State is fourth in the nation for skier visits; we trail only Colorado, California, and Vermont. And we only trail Vermont by 200,000 skier visits. We want those people going straight and making a left, not a right.
- Skiing represents \$1 billion in economic impact for upstate New York during the four months of winter when we need it the most. The skiing industry also supports 15,000 employees.
- For many upstate rural communities, ski mountains are such an important part of life—they are the heartbeat and social center of the area during the four months of winter.
- One of the biggest challenges for the ski industry is that when it's good, it's really good, but when it's bad, it's very bad. Unfortunately, we're seeing more and more of those swings as the reality of global warming continues its role in our life here in New York. This season is a great example of how drastically the weather can swing; we had extremely cold weather early in the season, and then during Presidents Week—our second biggest holiday week—we had a six day period of 65 degree weather. So we lost a lot of days. For reference, we've always had a January thaw. Now we're getting more and more: a couple of January thaws and February thaws. What this means is that we have to make more snow more often in smaller windows of time. It's very, very expensive and energy intensive to make snow over and over again.
- This brings me to one of the main points I want to discuss today: our lobbying effort. What the industry needs most to sustain and grow our numbers so that we can overtake Vermont in number of ski visits is snowmaking infrastructure. The State of Vermont, who is our main competitor, has a program through Vermont Efficiency where they subsidize snowmaking energy efficient infrastructure at no cost to their 17 ski areas. So, we have gone to our legislature and with support from Senator Little and Senator Funke, it's very close to getting into the Senate budget. It is a \$20 million fund, most likely through NYSERDA, and will probably be an 80/20 match. We're very hopeful that we're going to gain more traction.
- Within that is also the illumination of compensation and energy taxes on energy used to make snow, which is a major issue for us. It's about a \$3 million impact to our industry.
- We also want to ensure a balance of financial assistance between public and private ski areas. As we have brought up before, the Governor allocated \$30 million for capital improvements to the state-owned Olympic Regional Development Authority, who are members we support. The public private issue is a real issue, and we are trying to level the playing field because it does show a contrast. We need help on the private side as well, especially when it comes to snow making.
- Also on our lobbying agenda are ski helmets, which is an ongoing issue. We advocate and embrace the
 mandated regulation for use of helmets for children fourteen years of age and under, modeled on the New
 York State Bicycle Helmet Bill.
- Thanks to Betty Little in the Senate and Billy Jones from the 115th District in the Assembly, it passed the Senate. We're trying to get it to pass the Assembly. This needs to be the law. I think we all would agree it makes sense.
- Not enough time today to talk about regulatory issues, but there are labor issues. Many of us in the tourism
 industry are aware of the pay schedule, which has some major issues for us and could impact us negatively.
 Hopefully we can have a positive influence through our lobbying efforts, which would help us sustain and
 grow tourism.
- I want to talk a little bit about the relationship that we enjoy so much between I LOVE NEW YORK and I Ski New York. It's a great partnership and very beneficial, I think, to both parties. Hearing Markly, Ross and Cristyne talk earlier, it's clear you recognize the importance of winter tourism. This is my 11th year running SANY, and I can tell you, this hasn't always been the case. In the last six or seven years, support for winter tourism from I LOVE NEW YORK has grown, and we appreciate that.
- SANY has successfully applied for CFA grants two out of the last three years and we used that money very effectively on the New York State Winter Guide. It's a publication that we distribute at consumer shows—like the New York Times Travel Show—in partnership with I LOVE NEW YORK.



- The photo you see on the screen is from Winter Media Night down at Tavern on the Green, another thing we do in partnership with I LOVE NEW YORK. We had about 110 media representatives at the event. We also partner with I LOVE NEW YORK for the Winter Jam in Central Park. I can't say enough about the Winter Jam. We make a ski mountain in the middle of Central Park, and bring the mountain to the masses. Seventeen thousand people come through resulting in over \$1 million in earned media. I was on seven different TV stations, and there will be a few more appearances. We taught 350 ski lessons to inner city kids in conjunction with New York City Parks and Recreation. It's worth every penny with the earned media that we get.
- Video presentation
- CHAIR NICHOLAS: Thank you, Scott. Alexandra Stanton on the phone has a question.
- MS. STANTON: Hi. Scott, that was a really helpful presentation, and I appreciate it. I've seen the I Ski New York website before, and I have a question. How hard would it be to put some sort of Google Map function on the site to allow us folks to type in our zip code and find the closest mountain? I'm in New York City. You have a bunch of members here from New York City. Certainly I have small kids—a bunch of us do—and we're not historic skiers. We're trying to figure out what's the closest mountain to us as opposed to going directly to the Adirondacks. I just wonder if that would not be much work and give consumers a great tool—especially given how many people live in New York City and how much we're trying to attract dollars and traffic out of New York City to the rest of the State.
- MR. BRANDI: Well, that's a fantastic suggestion. I just made a note of it. We work with Ad Workshop up in Lake Placid and I'll get on the phone with them. We revamp our website after every season and we'll put that on our list. I appreciate the suggestion.
- CHAIR NICHOLAS: Thanks, Alexandra. Any other questions?
- MR. LEVI: I just wanted to also say how much we value our partnership with the Ski Association of New York. We really rely on Scott and his member organizations when we are getting ready to do winter. Scott mentioned that we partner for Winter Media Night. When we say partner on our Winter Media Night, first and foremost, it is paid for collectively by I LOVE NEW YORK, SANY, and the Olympic Regional Development Authority. We all put in money. We all work together and talk about how we are going to tell the story of skiing and winter in New York State. Scott is able to bring journalists that care about skiing and we are able to bring travel journalists. If any of us were to do this on our own, it wouldn't be nearly the sum of coming together. We are so happy to have their partnership.
- MR. BRANDI: The feeling is mutual.
- CHAIR NICHOLAS: Thank you, Scott
- B. Lake Placid Winter Efforts—Jim McKenna, President, Lake Placid CVB
 - CHAIR NICHOLAS: Last, but certainly not least, I'm pleased to welcome Jim McKenna, President and CEO of the Lake Placid CVB. We just heard from Scott about the wonderful work that he's doing in the ski industry. But we also want to hear about what's happening in Lake Placid in particular, which is so synonymous with the ski industry having been home to two winter Olympics. We just experienced an amazing Olympics on television and we are wondering how that impacts Lake Placid.
 - MR. MCKENNA: Certainly. We'll definitely speak about that, Madam Chair. I'd just like to comment a little bit
 on both your campaign, Scott, and the I LOVE NEW YORK campaign for the winter. Identifying that ski map
 and putting all the ski areas on there, I think was great this year. Historically, we have always been sort of
 second fiddle in ski in the east compared to Vermont. But this establishes us, I think, as a great ski state and
 it's important to keep that momentum going.
 - What I'm going to talk about first today is the Empire State Winter Games. If you remember our prior Governor decided in October of 2010 to eliminate the Empire State Games, both winter and summer. The very same day, a nucleus of people in the Adirondacks got together and pooled resources from different towns, villages, DMOs and called the State the following day and said, "we're going to keep the winter games going". Nobody's picked up the summer games yet, but I think there's a developed model out there now so that it could happen again.
 - For the first winter games that the Adirondacks took over in 2011, there were 858 registrants.
 - From 2011 to 2014, there was continual growth in the number of participating athletes. Why is it significant?
 Well for one, it was predominately New York State residents at the Empire State Games, 150 of which who
 are Olympians that passed through the winter Empire State Games. This year alone there were 14 members
 of the U.S. Team that had participated in the Empire State Games. But even without that, for a lot of
 participants in the games, it became their Olympic experience. That was the underlying decision for why



- municipalities and DMOs banded money together to keep it going.
- As I mentioned, there was constant growth from 2011-2014, and then in 2015 the Regional Councils announced Market New York, and we successfully applied to grow the games and give it new life.
- Over the next two years, a Market New York Grant was used to rebrand the games, redo the logos and expand it beyond New York State residents. We certainly got Canadians and residents from Vermont, Pennsylvania, and Connecticut.
- This year there was a total of just under 2,300 registrants for the Empire State Games and it's expanded from 13 to 26 sports disciplines. The goal was to fill resorts, which in the North Country, weekends are not the challenge, it's the mid-week. So the goal was to expand the games into the midweek. Now, people start arriving on Wednesday and they stay through Sunday.
- That Market New York grant also allowed us to expand the games outside of Lake Placid to Malone, Saranac Lake, and Tupper Lake. It's the whole North Country region that is engaged in this.
- The concept has always been to make it a model that's sustainable so it's not an ongoing drain to keep it going. That is starting to happen; with the Market New York support these past two years, corporate sponsors, and registration fees, we pretty much break even.
- I'm just going to run through a couple of pictures to give you an idea of what the games are like. We introduced some new sports, like winter mountain biking. Certainly there's a lot of youth involvement and involvement of all ages.
- One thing our current Governor has been really keen on is exposing the resident of New York State to what's available in the State. And this has been a key for that. We get a lot of participation from Buffalo and New York City.
- Something new we started this year with the help of I LOVE NEW YORK was the torch run. The concept was to use the Empire State Trail as the route; it started at Battery Park and went up to the Adirondacks. Next year, we'd like to start again in Battery Park, but also in Buffalo and start tracing the whole trail.
- An athletes' village was incorporated for the games. For those familiar with the downtown Lake Placid area, the parking lot was closed off and it became a big athlete village. There was a zip line and ongoing entertainment.
- So the next thing I want to discuss is the Olympic impact on Lake Placid. The Olympics in New York State happened 38 years ago, but we still feel the effects every four years.
- There's constant media attention generated on the State from many levels. Pyongyang had a video team here
 last fall leading up to their Olympics. Press from Jacksonville, Florida was also up in Lake Placid and spent 12
 days there. They did 15 three-minute segments that they ran every day during the Olympics in Pyongyang
 showing what you could do in the US.
- The media attention was just incredible both nationally and internationally. It happens every four years.
- The news clip you see on the right, a full page, appeared in the New York Times. It was also the full back page of the International Times.
- The fact that 51 percent of the U.S. Olympic team trained in the Adirondacks at the United States Olympic
 Training Center that's located there got a lot of media attention. The media also tends to report on the fact
 that, here is this town in New York State with a population of 8,000 that is sitting at the same tables with big
 cities like London, Barcelona, and Paris.
- **CHAIR NICHOLAS:** Jim, if you could, please read the New York Times article. I don't know if everybody in the back can see it, but it is so telling.
- MR. MCKENNA: This is from the New York Times and appeared in both the national edition and was a full page in the International New York Times edition. It says, "Lake Placid in the Adirondacks is about a five-hour drive from New York City and Boston. There is a fully operational, authentic, alternative for those feeling left out of the Olympic party this winter. And unlike watching the Olympics on your living room couch, in Lake Placid, you can participate". So, the most important thing is that they are calling out upstate New York on an international level. That's the important thing we see long term—even though the Olympic Games were 38 years ago in New York State, we're still benefiting on an international and national basis on a pretty regular basis.
- There's one other thing I'd like to talk about; a week ago today the Governor sent out a release that Lake Placid had secured the 2023 World University Games. For those not familiar with the World University Games, it's eleven days of athletic competition, coinciding with two days of academic conference with 3,000 participants, 60 nations, 600 universities represented, and 2,500 plus volunteers.
- What's most important is the viewership—the 2017 World University Winter Games had 360 million TV



- viewers. That's not counting North America; that's just for outside North America.
- It consists of 7,000 hours of coverage with high viewership in Asia and Europe.
- The World University Games have been held in the United States three times: 1972 in Lake Placid, 1993 in Buffalo (summer games), and now 2023 in Lake Placid.
- So, how do you go about this leading up to the games? I mean, there's been quite a bit of involvement. Scott was involved, but it's been a two-year process of putting the Lake Placid package together, which resulted in pitching Lake Placid as the host city to the rights organizers in Lausanne, Switzerland about two weeks ago. We had a Senator with us there and a representative from the Governor's office.
- We used a regional approach to bid for the games. You can see from the map on the screen that it's not just Lake Placid that's involved; we also will need to utilize Clarkson University and SUNY Potsdam in Clarkson, Gore Mountain in North Creek, and Plattsburgh State University in Plattsburgh. What is important about this is that when we say Plattsburgh, we're not just talking about Plattsburgh State University, but also Plattsburgh International Airport, which thanks to the Regional Council's efforts and investment, it will be the international point of entry for these games.
- MR. BRANDI: I traveled last year to Kazakhstan with Jim for the games, and I think it's accurate to say that the World University Games are one of the largest sports events, second only to the Olympics.
- MR. MCKENNA: That's correct.
- MR. BRANDI: It's going to have a huge economic footprint.
- MR. MCKENNA: Yeah. It's also similar to the Olympics regarding days of competition, pageantry, awards, and international coverage.
- Now, I'd like to show you the video that was shown to the Executive Committee of the World University, a 26-member Executive Committee with no US representation. This is what they saw.
- Video presentation
- Thank you very much.
- CHAIR NICHOLAS: Thank you, Jim. Congratulations. I'm ready to go out there. Any questions for Mr. McKenna?
- Any new business that anyone would like to introduce to the TAC? No. Okay. As a reminder, our next
 meeting will be May 21st back in New York City. I want to thank our guests, especially Scott and Jim. Really
 inspirational stuff that you presented. On behalf of both Scott and Jim, there is still a lot of skiing left in New
 York State. So if you don't have any plans this weekend, get out there. Thank you all for your time.
- This meeting is adjourned.

Meeting adjourned: 2:30pm

Next meeting:

Monday, May 21st, 2018 11:30am - 12:30pm 633 3rd Ave New York, NY

