



**Western New York  
Destination Brand Development  
PROJECT STATUS UPDATE  
Monday, August 17, 2015**



# The Leader In Marketing Places

**55**  
**YEARS**  
SPECIALIZING  
in  
**TOURISM  
MARKETING  
&  
ECONOMIC  
DEVELOPMENT**

**450+** CITIES  
STATES  
PROVINCES  
& COUNTRIES  
**REPRESENTED**

**4 OFFICES**  
NEW YORK, LOS ANGELES,  
TORONTO, DENVER

**50** WITH **[ A PASSION  
FOR PLACES ]**  
MARKETERS

# OUR MISSION

***TO DESIGN A STRATEGIC  
TOURISM DESTINATION  
BRANDING & MARKETING PLAN  
FOR A CONSORTIUM OF EIGHT  
COUNTIES IN WESTERN NEW YORK***

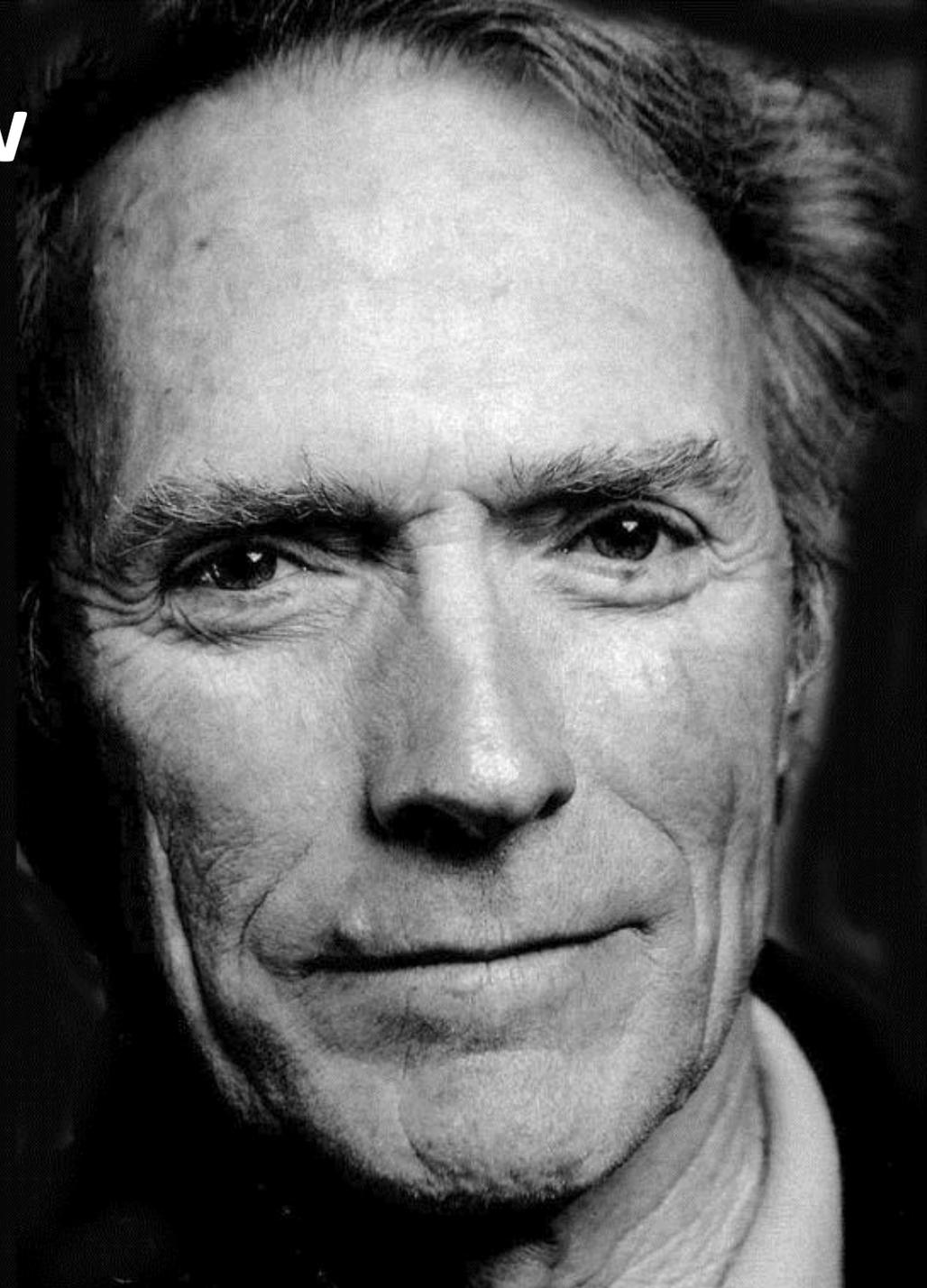
# Our Point of View

“

It's not  
about you. It's  
about them.

Clint Eastwood

”



# Regional Brand Structure



DiscoverAmerica.com

# I ♥ NY

Western New York Brand Here



# DCI Marketing Blueprint Flow Chart



# **Stage 1: Discovery**

# STAGE 1: RESEARCH

- DCI field research
- Review of existing research
- Survey key audiences to assess perceptions
  - ✓ Internal (key stakeholders)
  - ✓ External (overnight visitors; media; trade)
- Competitor analysis

# KEY FINDINGS

- 1. Time is right:** By all accounts, outlook for travel is strong so time is right to build this brand
- 2. Few negative perceptions to overcome:** Not many negative impressions but overall lack of perception of the region
- 3. Niagara Falls is a key asset:** Drives tourism to the region so offers opportunity to increase visitor arrivals and spending

# KEY FINDINGS

- 4. Internal audiences are generally supportive of efforts but note some challenges**
- 5. Opportunity to educate external audiences:**  
Even those familiar with area aren't aware of depth of activities and experiences
- 6. Competition is strong:** The Adirondacks, Catskill Region, New York City, Ontario's Southwest, PA Wilds

**Stage 2 & 3a:  
Brand Promise/  
Strategy**

# COMPETITOR SYNTHESIS



# POSITIONING STATEMENT



*Western New York is a slice of Americana in New York State, thanks to its natural icons, welcoming communities and affordable kaleidoscope of cultural, historical and outdoor experiences.*



*Beyond Niagara Falls, a myriad of experiences await visitors at an affordable price point: arts and culture, events, festivals, historical attractions, outdoor recreation opportunities and wineries are all set against a natural landscape. These authentic experiences are delivered by the communities within the eight-county region, who are experiencing the region's renaissance alongside visitors.*



# VALUE PROPOSITION



*Western New York will leave visitors relaxed, recharged and charmed by this slice of Americana in a natural setting – all without “breaking the bank.” Known best for the iconic Niagara Falls, an abundance of authentic experiences await discovery – arts & culture, events, festivals, historical attractions, outdoor recreation and wineries - all nestled in a spectacular natural setting. A proud and welcoming local population is eager to share their region’s renaissance and new developments with visitors*

# BRAND PROMISE/VALUES



*True Americana in a natural setting awaits visitors to Western New York. After vacationing here, they will depart feeling charmed and recharged. The vacation dollar goes far in Western New York and that leaves visitors feeling eager to return because they know there is still more to explore beyond the natural wonder of Niagara Falls.*

# THEMELINES

## *Authentic Americana*



## *Centuries of History, Heritage & Cultural Surprises*



## *Natural Backdrop For Exploration*



# TARGET AUDIENCES

*Curious Wanderer*



*weLEARN Families*



*Urban Breaker*



*America-Phile*





**NEXT STEPS**

# August/September 2015

## FINAL TASKS

- Finalize brand name and logo
- Finalize brand tag line
- Layout marketing blueprint and brand style guidelines booklet
- Explore soft launch of brand to industry stakeholders

## August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

## September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

