

# I ♥ NY



## A Discussion on FY 2015/16 Tourism

A Division of Empire State Development

11/16/2015



Empire State  
Development

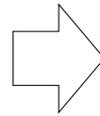


# AGENDA

- Vision
- Strategies
- Results
- 2015/16 :Moving Forward
- Q and A

# VISION FOR NEW YORK STATE TOURISM

Focused Mission



Led by a World-Class Tourism Organization

To grow New York's economy and create jobs by dramatically increasing visitors, visitor frequency and visitor spending

- Focus on key asset clusters
- Aggressive campaigns to consumer and trade markets
- Create new partnerships



*Montauk Sunrise*



*Buffalo, NY*

# THE MARKETING TASK

1. Put New York in the consideration set for vacations and getaways
2. Encourage vacation planning behavior
3. Help drive positive experiences, revisit and advocacy

Awareness

Consideration

Information  
seeking

Planning

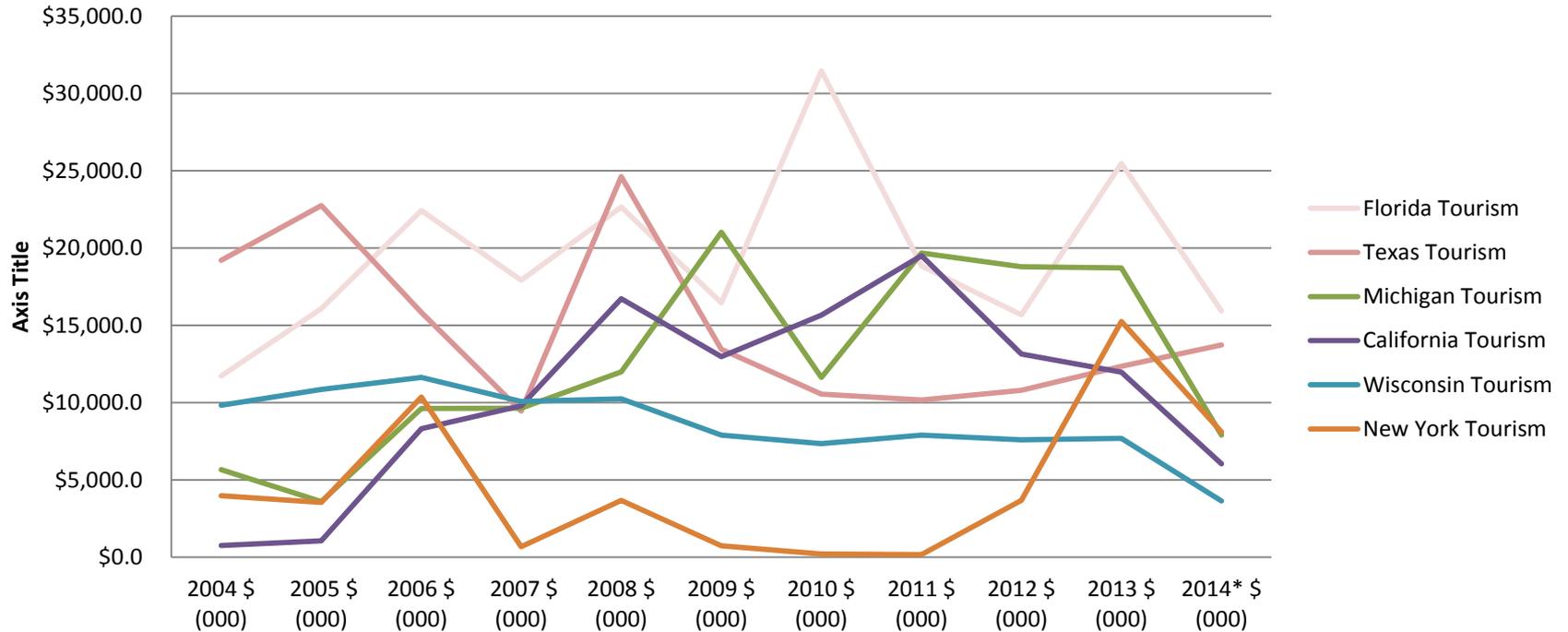
Experience

Revisit

Advocacy

# THE CHALLENGE

Reported Competitive Spending



# THE CHALLENGE

- IT's a BIG state
  - Complex Story
  - Rich in assets
  - Few are top of mind
- Competing against iconic local destinations
  - Vermont, Massachusetts, Maine
- Anchored by the World's premiere city

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# MARKETING INITIATIVES TO CONSUMERS AND TRAVEL INDUSTRY PARTNERS

## Consumer Market

- Downstate residents
- NYC visitors from other states
- Regional visitors (3-5 hour drive)
- International visitors



## Travel Industry

- Tour operators
- Travel agents
- Tourism associations



# FOCUS ON NEW YORK'S UNIQUE ASSETS

## Historic Sites



Old Fort Niagara

## Recreation and Nature



Erie Canal

## Arts and Culture



Darwin Martin House Interior Restoration

## Agritourism and Culinary Arts

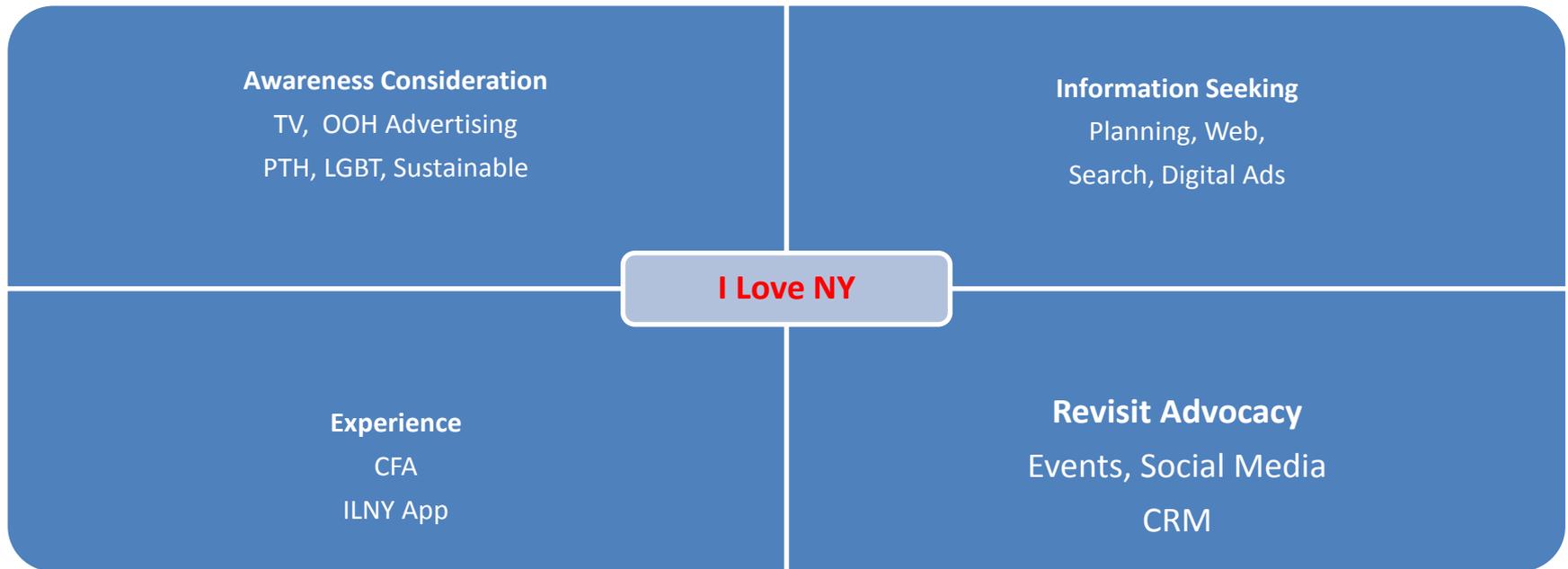


Thirty Bench Winery

# SPEND SIGNIFICANTLY

	2011/12	2012/13	2013/14	2014/15
TV	-	\$4,001,069	\$27,735,937	\$21,732,014
Radio	-	\$89,678	\$439,569	\$281,569
Print/OOH	\$76,071	\$50,000	\$2,417,052	\$2,110,666
Paid Digital	-	\$720,636	\$2,315,242	\$638,500
Events/Misc.	-	\$28,769	\$217,452	\$2,371,474
CFA Allocation	-	-	\$10,000,000	\$12,000,000
<b>Total</b>	\$281,962	\$7,141,955	\$51,811,150	\$43,979,891

# DEFINE THE ROLE OF MARKETING INITIATIVES



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# ECONOMIC IMPACT

- In 2014, the tourism industry conferred \$7.8 Billion in state and local taxes
- The projected direct spending for 2014 was at \$62 Billion, up 4.7% over 2013 [\$59.5 Billion]
- Visitation to NYS in 2014 increased by 9 million, a 4.1% increase (227mil visitors)
- Projected national average is 2.2%

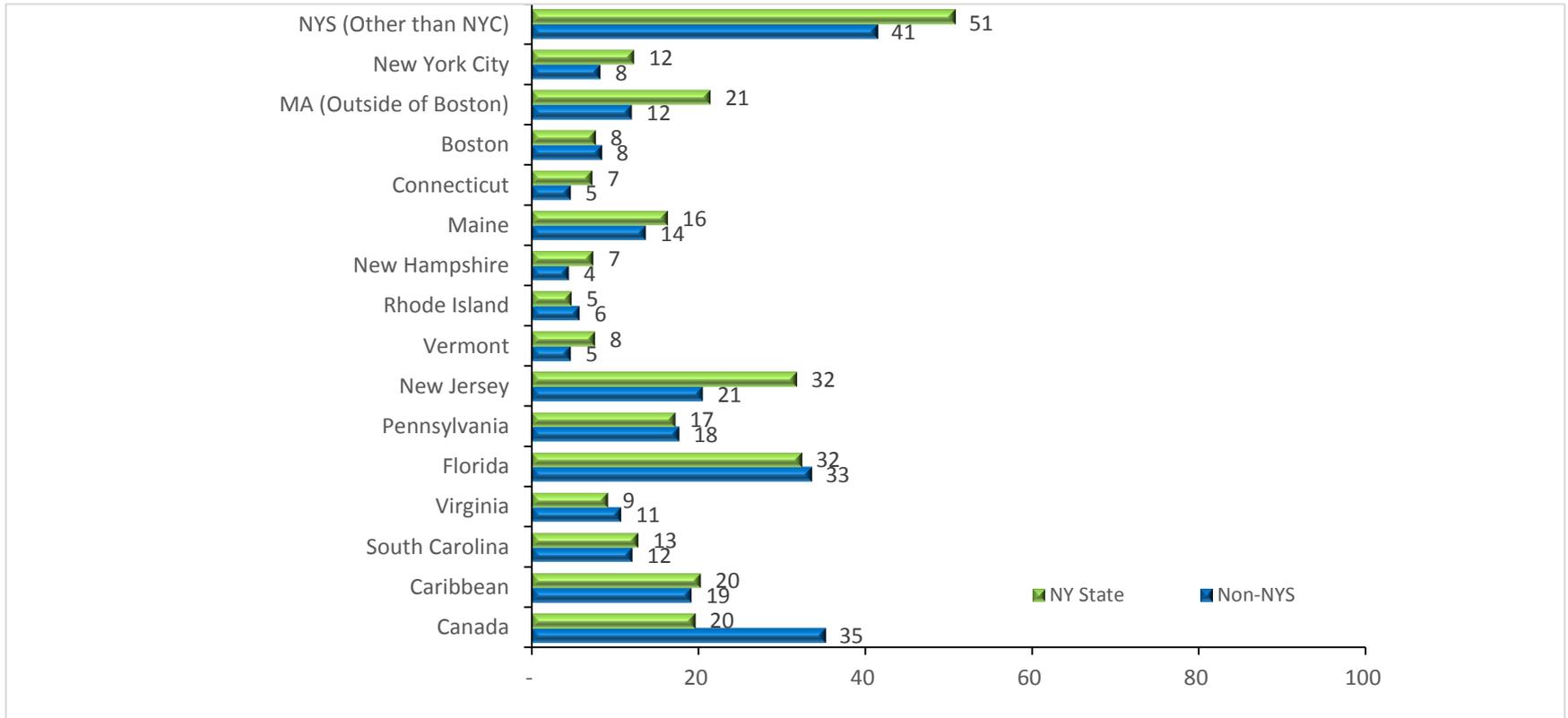


# ECONOMIC IMPACT

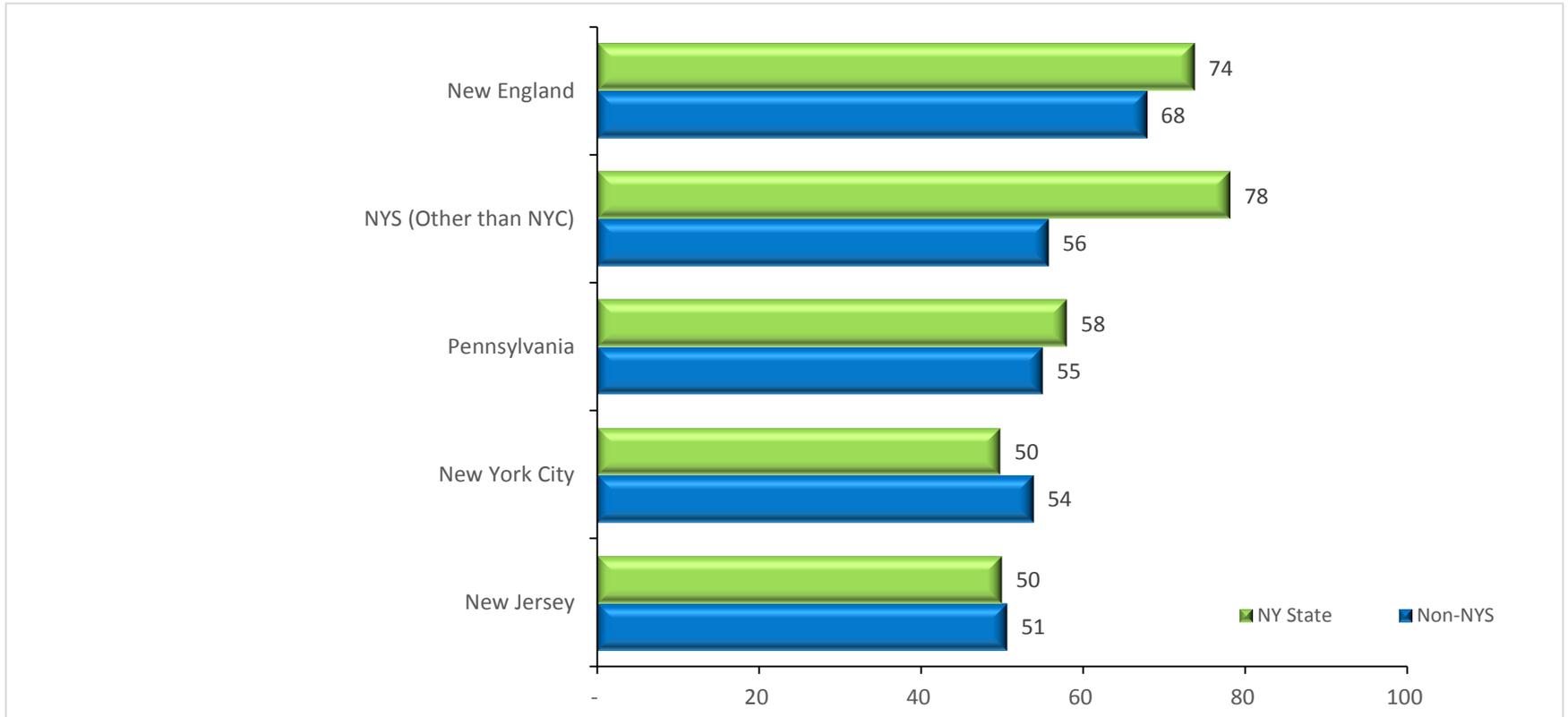
- Average annual employment for 2014 in NYS tourism industry was 853,000
- Employment increased by 19,000 jobs from 2013
- L&H jobs are the third fastest growing job sector by net jobs gained {NYS DOL}
- L&H is now the fourth largest employer in New York State
- 1: 12 jobs is from the tourism industry



# NEW YORK STATE IS TOP-OF-MIND AND CONSIDERED AMONG TARGET TRAVELERS



# NEW YORK STATE VACATION DESTINATION CONSIDERATION IS HIGH

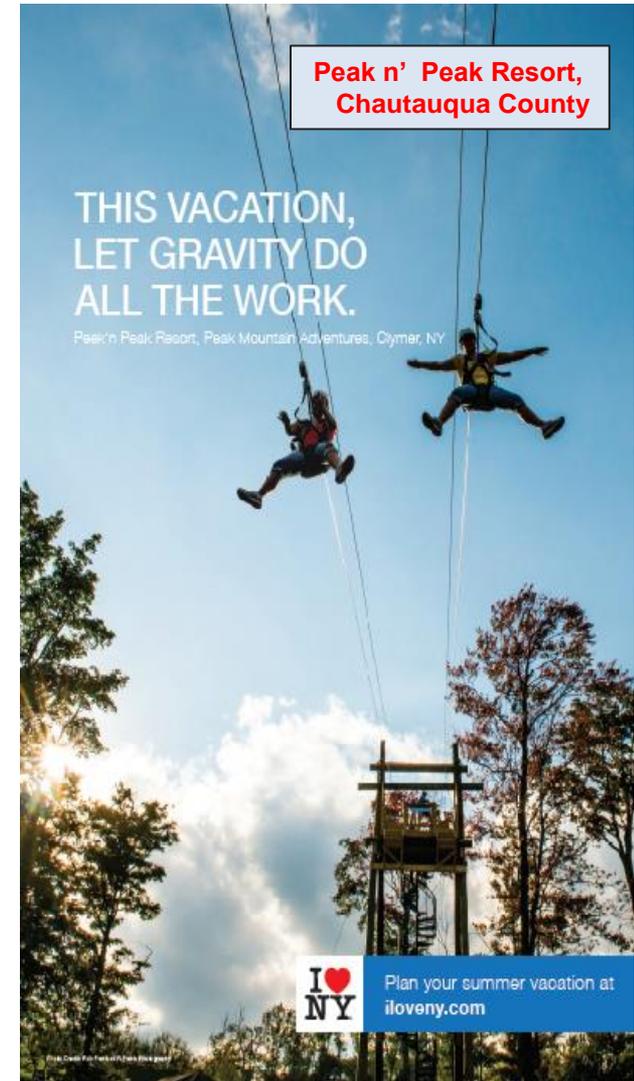
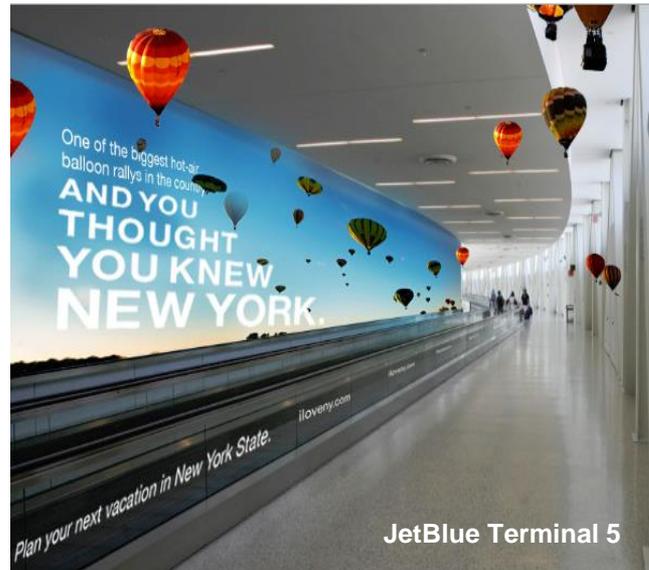


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## MASSIVE OOH PRESENCE & ADVERTISING CAMPAIGNS

- Partnership with MTA, Port Authority – JFK and LGA Airports
- The “I Love New York Experience” at the airports featured:
  - 3-D displays
  - Wall wraps
  - Oversized posters and banners



# MASSIVE OOH PRESENCE & ADVERTISING CAMPAIGNS

Campaign featuring WNY assets

ONE OF FRANK LLOYD WRIGHT'S LARGEST HOUSES CALLS NEW YORK HOME.

NEW YORK STATE OF OPPORTUNITY Empire State Development

{ BUFFALO, NY }  
DARWIN MARTIN HOUSE COMPLEX  
The crown jewel of Wright's Prairie School era.  
Plan your next New York State winter getaway at [ilove.ny.com](http://ilove.ny.com)

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NEW YORK STATE OF OPPORTUNITY Empire State Development

Snowmobiling in Cattaraugus County

WATCH 1,100 MILES TRANSFORM INTO ONE BEAUTIFUL BLUR.

{ CATTARAUGUS COUNTY, NY }  
ENCHANTED MOUNTAINS SNOWMOBILE TRAILS  
Explore all day and stay over night in fully winterized cabins along the trails.  
Plan your next New York State winter vacation at [ilove.ny.com](http://ilove.ny.com)

I ♥ NY

Spend a couple of hours reliving years of laughter.

Lucille Ball Daskalov Museum, Jamestown, NY.  
\*Faceless costumes, awards and memorabilia on display.

Discover your favorite part of New York at [ilove.ny.com](http://ilove.ny.com)

I ♥ NY



## WESTERN NEW YORK EVENT ACTIVATIONS

- July 9, Canalside Buffalo
- July 11-12, Taste of Buffalo
- June 1-7, Buffalo Pride

### Coming Soon

- October 10-12, Letchworth Arts and Crafts



Taste of Buffalo



Canalside Buffalo

## PR

# The New York Times

# Frommer's

Total Clips: 1,177

Media Visits: 60

Individual Press Trips: 46

Total Circulation: 756,344,765

Advertising Value: \$17,311,490

# THE WALL STREET JOURNAL.

# VOGUE

# USA TODAY

# Chicago Tribune

# AP Associated Press

# Condé Nast Traveler

# FOX NEWS

# AFAR where travel can take you

# Time Out New York

# MEN'S FITNESS

# CRAIN'S NEW YORK BUSINESS

# Woman's Day live well every day

# LATINA

# TRIBUNE MEDIA SERVICES

# NATIONAL GEOGRAPHIC

# Parade

# The Dallas Morning News

# THRILLIST

# timesunion.com

# ANSA.it

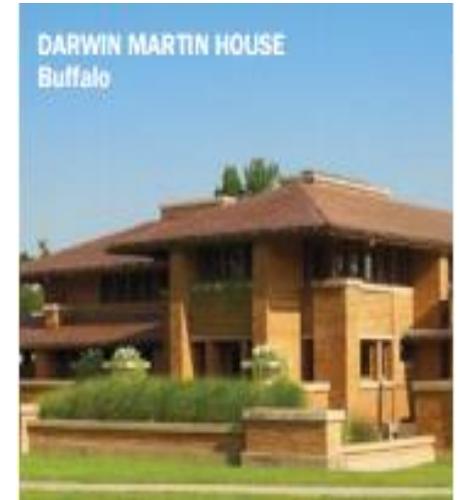


# Empire State Development

## WESTERN NEW YORK ESD GRANT PROJECTS

The restoration of the interior basement level of the **Darwin Martin House**, a building designed by Frank Lloyd Wright and which holds a place on the list of National Historic Landmarks.

The construction of full service cottages on the Parallel and Bova trails in **Allegheny State Park**.



Featured in I LOVE NY  
OOH campaign.

# ACROSS NEW YORK STATE

## Market NY

Grant program supports regionally themed New York focused projects to bolster tourism growth by promoting tourism destinations, attractions, and special events.

### Round 2

- \$3 Million
- 25 grants awarded
- \*Tourism Marketing only grants

### Round 3

- \$10 Million
- 50 grants awarded
- \*Added the eligibility of tourism capital projects

### Round 4

- \$12 Million
- Over \$100M awarded to tourism projects from all sources in the CFA \*Gov. Cuomo continues to support tourism with a \$2M increase to the total Market NY budget at Tourism Summit



## MARKET NY TOURISM GRANT PROJECTS

**Alix Rice Peace Park Foundation** will create a 10,000 square foot skateboard facility, in Amherst, New York which expected to have 10,000 - 30,000 visitors a year.



**Niagara County Community College** will use the funds to market an annual life- Gingerbread House, as well as the community education classes. Additionally, to design and purchase interactive "Niagriculture" signage.



**Visit Buffalo Niagara** will use funds to implement the third phase of the Canadian Marketing Initiative, which is intended to build awareness of the shopping market in the Western NY.



## I LOVE NEW YORK PR

16 - Regional Press Trips

3 - Media Nights

- Summer, Fall and Winter – 2015 More Robust Plan
- Fall Media Night – September 9

### Summer 2015 Media Night featured:

- RiverWorks is a mixed-use development in Buffalo featuring a concert hall, boat docks, restaurant, Queen City Roller Girl Roller Derby & more
- Wingate by Wyndam, Greater Niagara – 110-room hotel with retail and restaurants in Niagara Falls to open in 2015
- Integrated New Digital PR Program



## Path Through History

- Over 3200 highway and directional signs
- Earned Media
  - 12 Press Trips, 9 Press Releases
  - Metro North Get-Away PTH Event
    - Secured broadcast coverage with a total viewership of over 1.1 million and ad value of \$300,000
    - Annie Taylor “Woman in a Barrel” attended
- New Path Through History Website
  - Coming Soon!



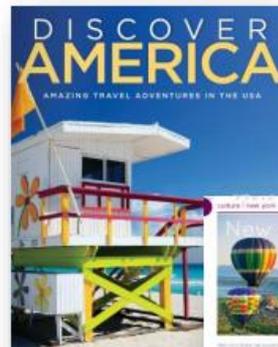
## Brand USA

### Summary: New York State Investment

- Enhanced State Page
- Inspiration Guide 2015 : Full Page
- Canada Multi-Channel: Full Page
- Germany Multi-Channel: Full Page
- UK Multi-Channel: Full Page
- Travelzoo Email Campaign – Canada
- Voice Overs to NY State Video – German, French, Chinese

Total NYS  
Investment:  
\$189,865

Total Program  
Value: \$600,000



Empire State  
Development

## I LOVE NEW YORK International Programs

A new ILNY China Office was selected in May 2014

- Four offices in China – Beijing, Shanghai and Guangzhou and Chengdu
- China Ready Workshops – Three “Becoming China Ready” Workshops throughout the state – Albany, Utica, Rochester
- **First China sales mission visiting three major cities March 23-27**



A new ILNY Australia Office started in December 2015

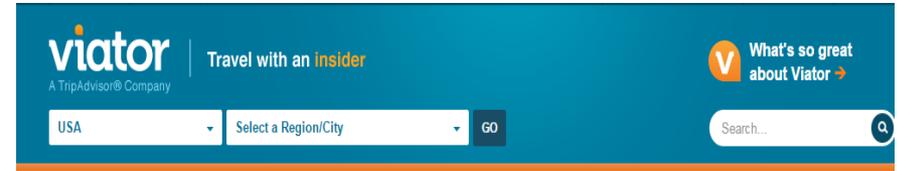
- **Two offices – New York and Sydney**
- Building Tourism Advisory Board in Country



# Viator Marketing Partnership



- NYS Program launched in December
- Recently purchased by Trip Advisor
- #1 Reseller of tourism products in the World
- NY State Page Launch
- On Viator.com, Viator mobile and Viator partner and affiliate sites
- Target to feature 50 products by end 2014
- Attraction pages covering 10 x NY State regions



## USA ATTRACTIONS [See all](#) ▶ Greater Niagara

Voted one of the top 10 most beautiful places in America, the Greater Niagara area is home to incredible sports fishing, a killer casino, the Niagara wine trail and of course, Niagara Falls State Park. And while a trip to this region in western New York isn't complete without a stop at the roaring falls, there's certainly more to do, see and experience than just the rushing waters.



Visitors can take a relaxing cruise along the historic Erie Canal, visit the Anchor Bar where the famous buffalo wings were invented, hike the awe-inspiring gorge of scenic Letchworth State Park or tour one of the impressive art museums in the heart of Buffalo. While the region is certainly home to plenty of outdoor adventure and iconic New York state scenery, history buffs and art lovers will find plenty of reasons to visit, too.

225 Photos [Add your photo](#)

★★★★★ 1264 Reviews  
[Add your review](#)

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### Practical Info

Greater Niagara includes Wyoming, Buffalo, Niagara, Orleans and Genesee counties. Visitors who want a true taste of

# Viator Marketing Partnership



2015 Sales by Booking Date - New York State	2015	
	Gross Bookings	Gross Pax
Viator Exclusive: Niagara Discovery Pass	\$ 13,026	257
St Lawrence River Cruise with Optional Boldt Castle Tour	\$ 2,685	131
Niagara White-Water Jet Boat Tour	\$ 2,534	49
Guided Kayaking Tour on Niagara River from the US Side	\$ 2,021	31
Niagara Falls and Underground Railroad Heritage Tour	\$ 1,417	23
Frederic Remington Art Museum Admission	\$ 1,242	145
Evening Walking Tour of Niagara Falls US Side	\$ 594	45
Hard Rock Cafe Niagara Falls New York	\$ 412	19
Syracuse Food and Walking Tour	\$ 327	8
Rochester Brewery and Beer-Tasting Tour	\$ 279	2
Small-Group Niagara Falls Tour of American Side	\$ 240	2
Niagara River Spin Boat Tour	\$ 208	4
<b>Grand Total</b>	<b>\$ 24,983</b>	<b>716</b>



Empire State Development