

A large, teal-colored spiral graphic that starts from the center and expands outwards, forming a stylized 'C' or 'S' shape. It is positioned on the left side of the image, partially overlapping the text.

**2022**

**DISCOVER LONG ISLAND**  
ANNUAL MEETING

**BRYAN DELUCA,  
BOARD CHAIRMAN**



# Thank you Sponsors



# BOARD OF DIRECTORS

## Executive Committee

### Chair

**Bryan DeLuca**

Atlantis Holdings LLC

### Vice-Chair

**Nancy Costopulos**

Old Westbury Gardens

### Secretary

**Mitchell Pally**

Long Island Builders Institute

### Treasurer

**Marc Weinstein**

Mark of Elegance

### Immediate Past Chair

**Paul Monte**

Montauk Chamber of Commerce

**George Gorman**

NY State Parks- LI Region

**Matthew Cohen**

Long Island Association

**Gus Montesantos**

Hilton Long Island

**Lisa Black**

Chief County Deputy  
Executive, Suffolk County





# BOARD OF DIRECTORS – At Large



**Terri Alessi-Miceli**  
HIA-LI and Long Island  
Innovation Park

**Jerol Bailey**  
Lenz Winery and  
LIWC

**J. Grady Collin**  
Garden City Hotel

**Bryan Grimaldi**  
National Grid

**Steven Jauffrineau**  
Montauk Asset Holdings

**Wilfred Joseph**  
Arbor View House B&B

**Dr. Gail Lamberta**  
St. Joseph's College

**Shelley LaRose Arken**  
Long Island MacArthur Airport

**Cara Longworth**  
NYS Economic Development

**Daniel Lloyd**  
Minority Millennials

**Laura Mercogliano**  
Fire Island – Ocean Beach

**Michael Nenner**  
Gurney's Montauk

**Michael Papierno**  
Samar Hospitality

**Kristen Reyes**  
Hotel Indigo East End

**Dorothy Roberts**  
Oxford Hospitality Group

**Gloria Rocchio**  
The Ward Melville Heritage Organization

**Victor Scotto**  
Scotto Brothers

**MARC WEINSTEIN,  
TREASURER**



# BOARD OF DIRECTORS BALLOT

## Officers

### Chair

**Nancy Costopulos**  
Old Westbury Gardens

### Vice-Chair

**Mitchell Pally**  
Long Island Builders Institute

### Secretary

**Marc Weinstein**  
Mark of Elegance

### Treasurer

**Michael Nenner**  
Gurney's

### Immediate Past Chair

**Bryan DeLuca**  
Atlantis Holdings LLC

## Executive Committee

**Gus Montesantos (2024)**  
Hilton Long Island

## Members at Large

**Terri Alessi Micelli (2025)**  
HIA-LI

**Wilfred Joseph (2025)**  
Arbor View House B&B

**Dr. Gail Lamberta (2025)**  
St. Joseph's University

**Daniel Lloyd (2025)**  
Minority Millennials

**Kristen Reyes (2025)**  
Hotel Indigo East End

**Dave Widmer (2024)**  
a4 Advertising & News 12

**Michael Bonadker (2024)**  
Jake's 58

**Leo Daunt (2024)**  
Montauk Chamber

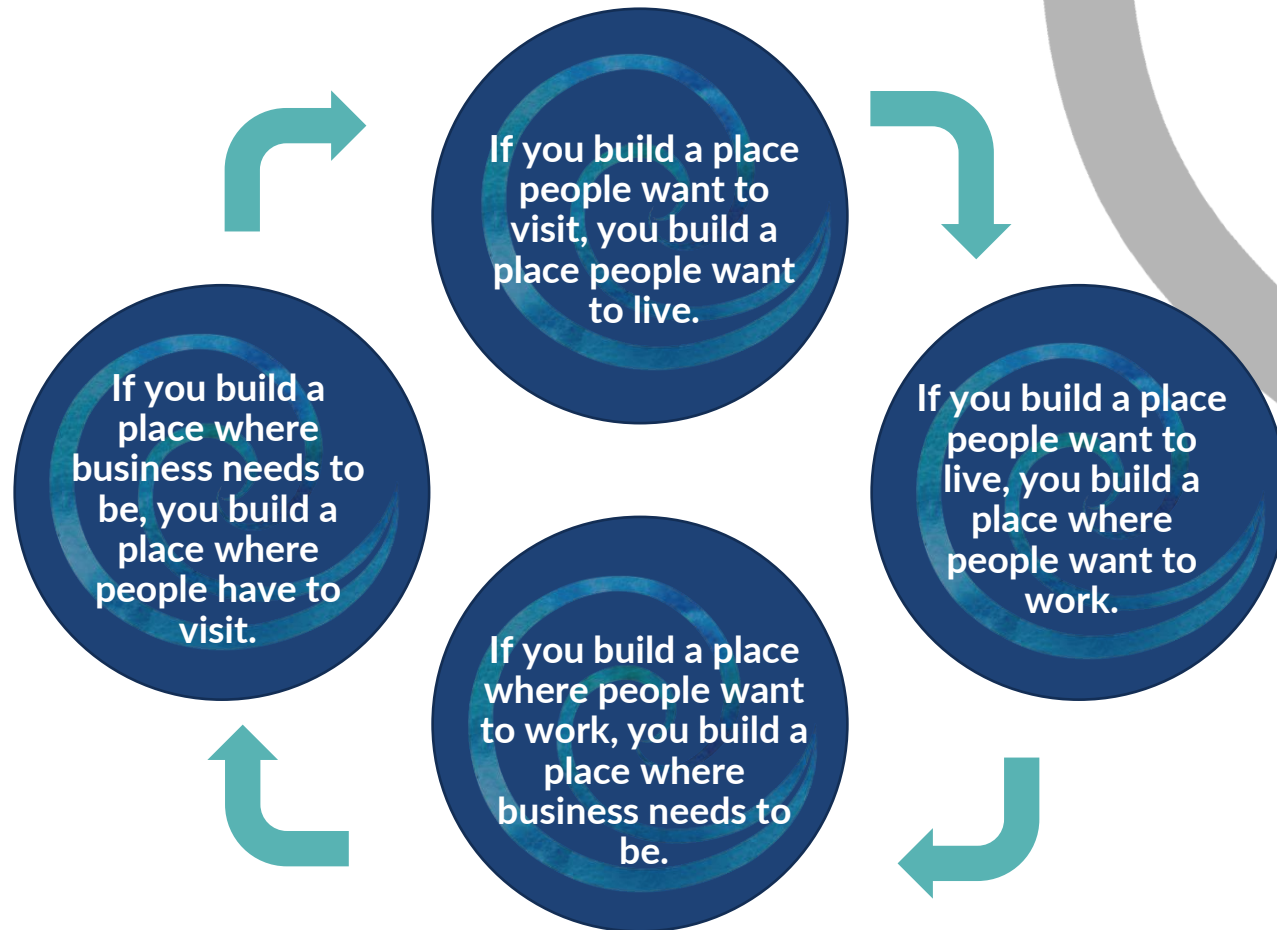
**BRYAN DELUCA,**  
Passing of the Gavel

**NANCY COSTOPULOS,**  
Incoming Chair

KRISTEN REYNOLDS,  
CDME

The background is a solid teal color. On the right side, there is a large, stylized spiral graphic. The spiral is composed of several concentric, slightly offset circular bands of varying shades of teal, creating a sense of depth and movement. The spiral starts from the top right and curves inward and downward.

# The Destination Cycle



# 2022 Year in Review



# LONG ISLAND TOURISM IN 2021

**64% Of Visitation**  
Overnight Visitors



**\$5.8 Billion**  
Annual Spending



Direct employment in tourism  
accounts for **3.8% of all jobs.**



**\$791 Million**  
Local & State Tax  
Revenue



**66,535**

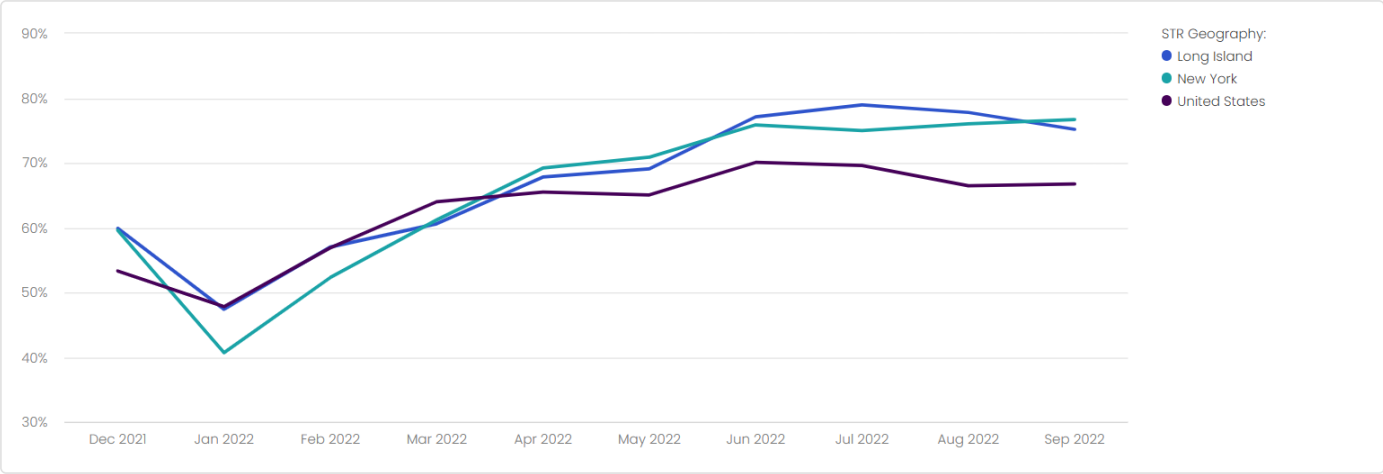
Total Tourism-Generated Jobs



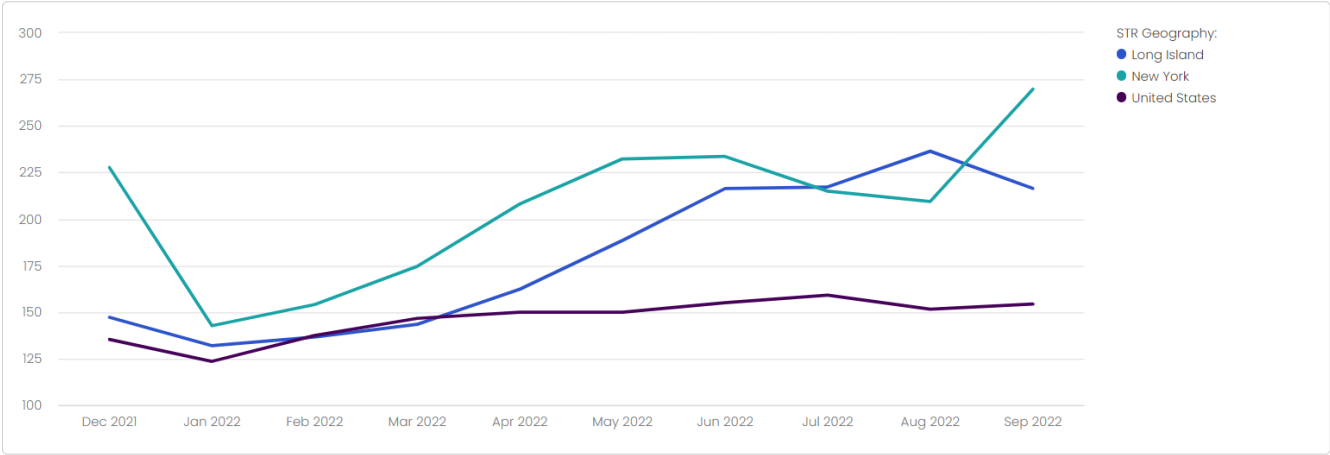


# TOURISM IN 2022

## Occupancy



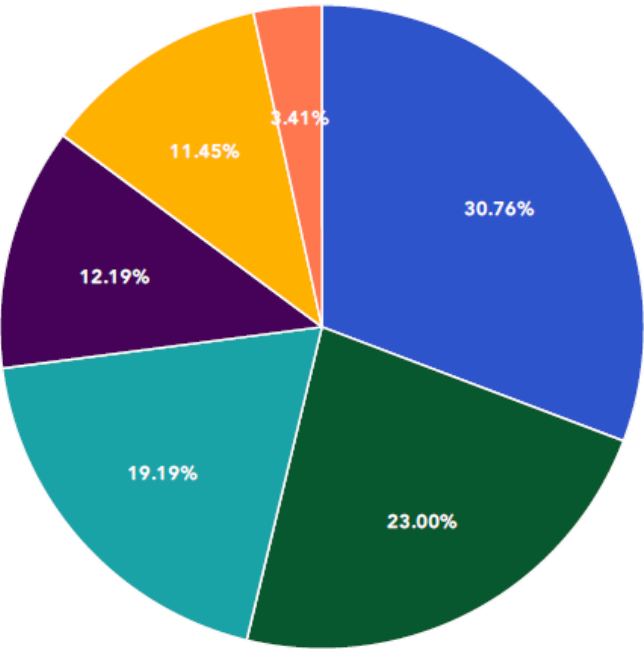
## Average Daily Rate (ADR)



## In Market Spending

Share of Spend by Category

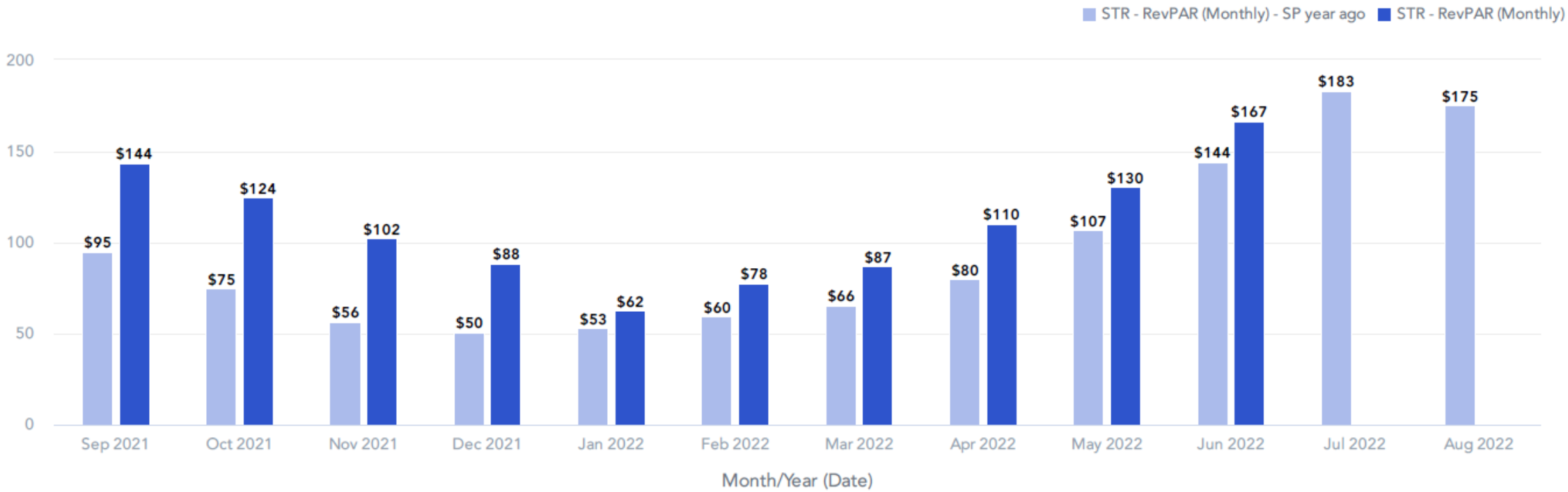
Category: Transportation Food Accommodations Retail Specialty Retail Health



# TOURISM IN 2022

## Hotel Performance Year Over Year

Hotel RevPAR YoY



# WHAT DOES 2023 HAVE IN STORE?

“**Expedia** Sets Records in Q3”

“U.S. hotel leisure travel revenue is projected to end 2022 14% above 2019 levels, while hotel business travel revenue is expected to come within 1% of 2019 levels”, **AHLA**

“Not even rising costs, staffing shortages and a possible recession can squelch planner optimism about the future of meetings,” **Meetings Industry Forecast 2023**

“Pent-up demand is why the industry is seeing a faster return of (international) travelers than had been thought. It was originally projected that it would take until 2025 to reach 2019 numbers but now he thinks it may happen in 2023”, **Brand USA**

Americans Not Deterred by Higher Travel Prices:  
**New Skift Research U.S. Travel Tracker**

**NYC & Company** projects 6.5 million visitors between Thanksgiving and New Year's



# DLI Visitor Economy Strategy

# GETTING STRATEGIC



## **Discover Long Island received DMAP Accreditation**

Globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines quality and performance standards in destination marketing and management.

## **New targeted data through Zartico**

Zartico is the world's only Destination Operating System. It tracks consumer spending, visitor flow, hotspots, and mobile geolocations



# ZARTICO



# DESTINATIONS INTERNATIONAL

**CDME Achievement** : Certified Destination Management Executive is the highest individual educational achievement in the tourism industry.

# TOURISM LEADERSHIP

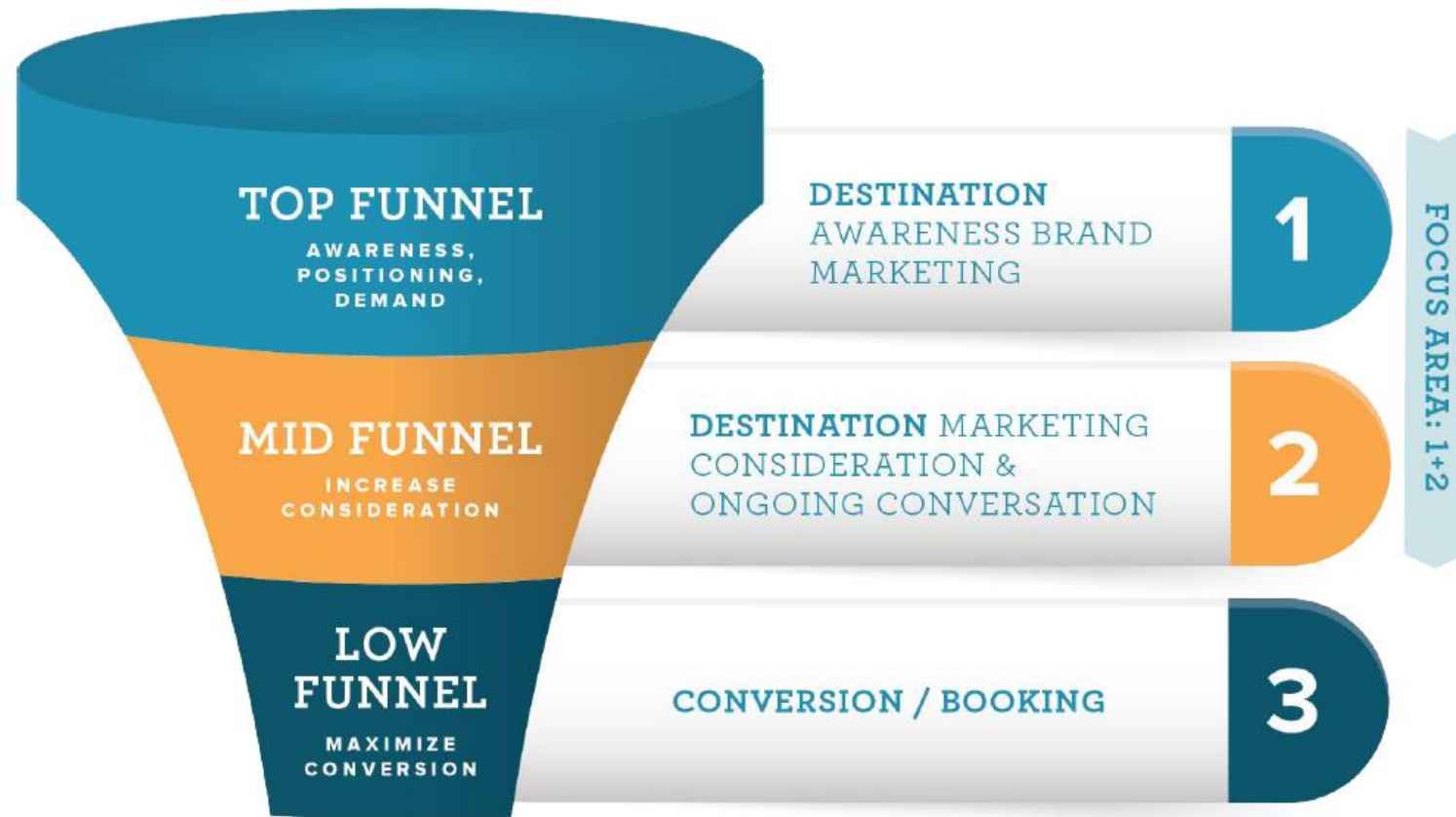
## Board of Directors Roles



Discover Long Island President & CEO

# DIRECTING A VISITOR ECONOMY

## Visitor Economy Focused Approach

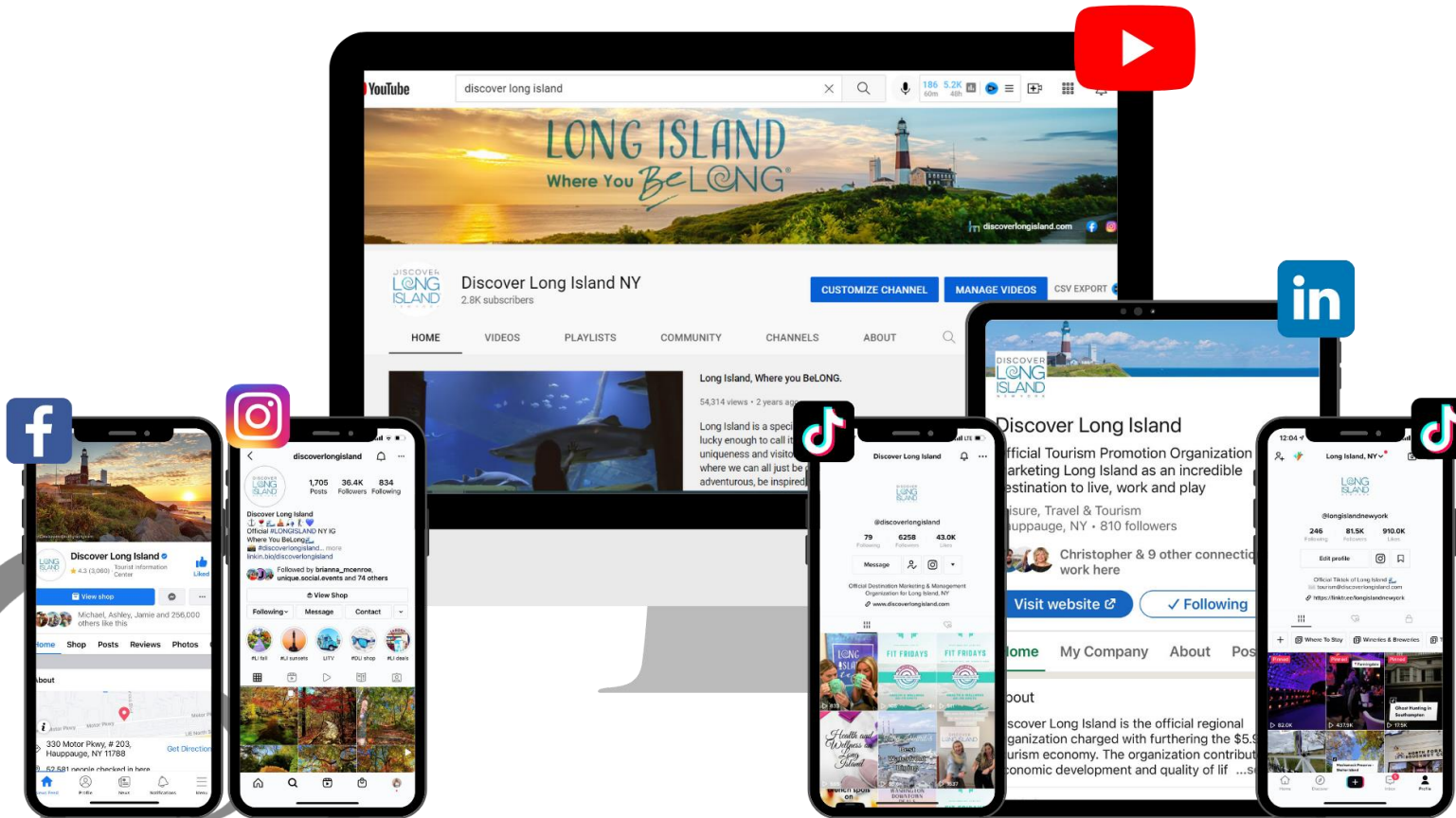


# Award-Winning Content

The background is a solid teal color. On the right side, there is a large, white, stylized spiral graphic that starts from the bottom right and curves upwards and to the left, creating a sense of motion and depth.



# SOCIAL IS KING



- TikTok (@discoverlongisland) - 9,500 followers
- TikTok (@longislandNY) - 101,100 followers
- Instagram (@discoverlongisland) - 52,722 followers
- Meta (Discover Long Island) - 258,354 Page Likes/253,459 Followers
- Twitter (@DiscoverLINY) - 3,842 Followers
- Pinterest (discoverLI) - 110,570 Total Audience Reach
- YouTube (Discover Long Island NY) - 254,400 Video Views & 3,931 Subscribers

Over 10 million followers across all platforms

# SOCIAL IS KING

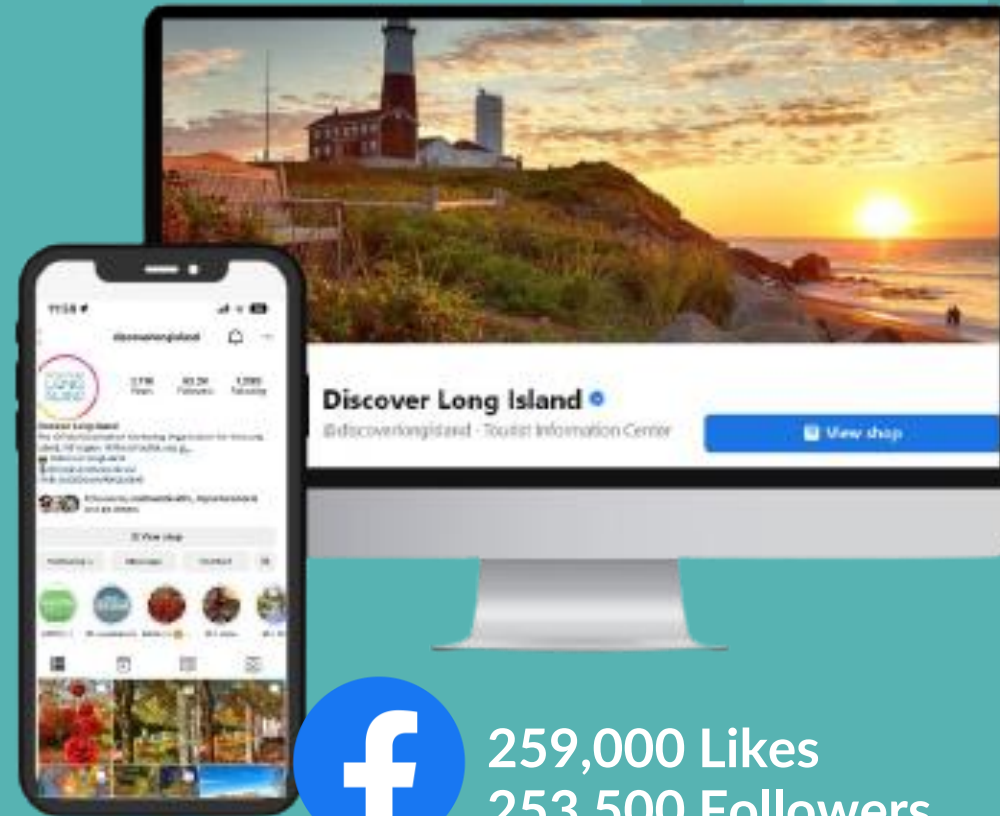
## Meta & Instagram

### Partnerships

Long Island Restaurant Week  
Long Island Ducks  
Long Island Nets

### Giveaways

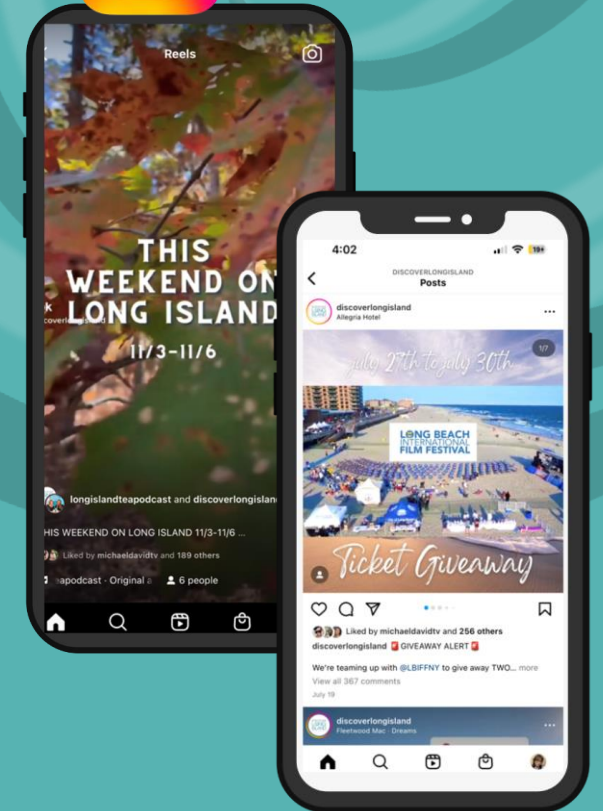
Jack-o-Lantern Blaze  
Long Island Wine Camp  
Long Beach Film Festival  
This Weekend on Long Island



259,000 Likes  
253,500 Followers



53,000 Followers







LONG ISLAND  
NEW YORK

## Discover Long Island NY

18.4k monthly viewers

Long Island New York

[www.discoverlongisland.com](http://www.discoverlongisland.com)

Long Island, known as New York City's beachfront backyard is home to the Hamptons, Montauk & Wine Country coupled with premiere attractions. You BeLong here.



### Be Outdoorsy

22 Pins



### Be Beautiful

19 Pins



### Be a Foodie

27 Pins



### Be a History Buff

19 Pins



LONG ISLAND  
Where You BeLONG

© NYSED



LONG ISLAND  
Where You BeLONG



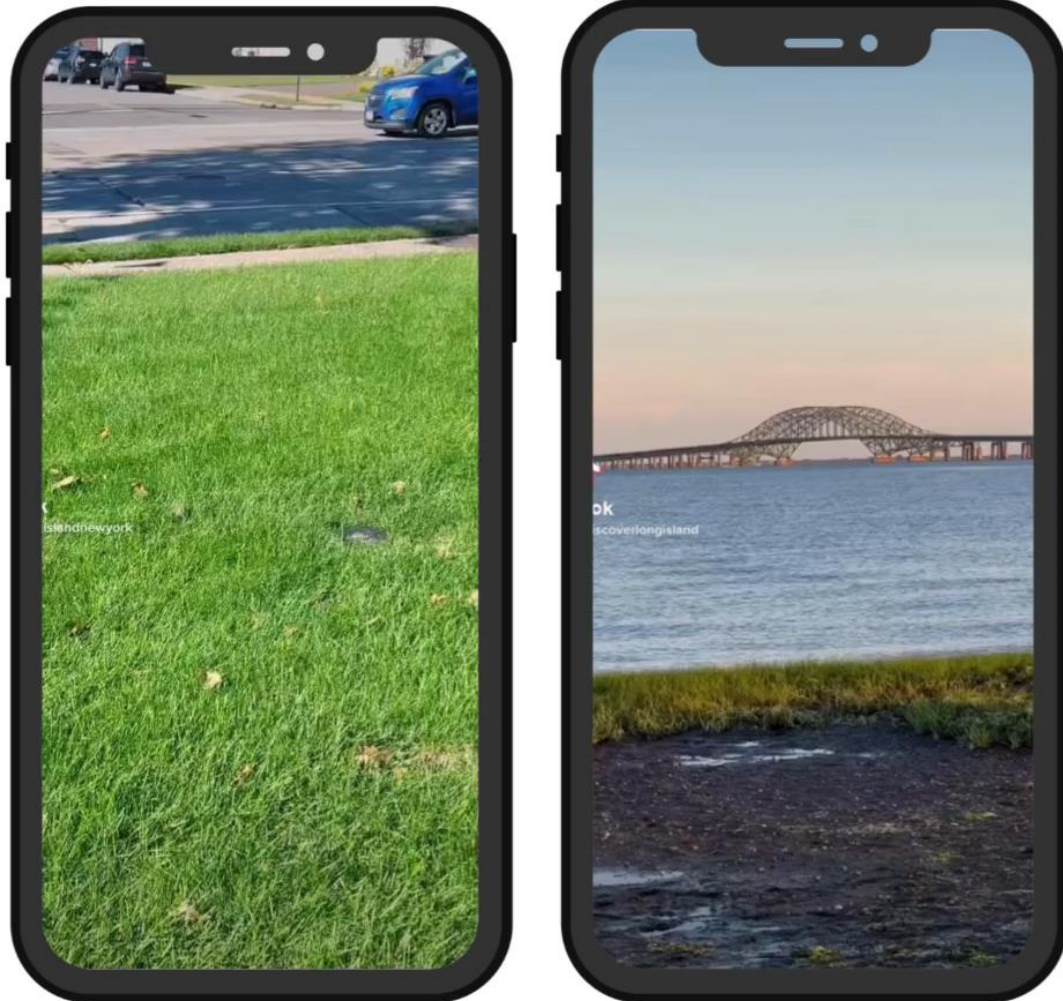
DISCOVER LONG ISLAND

DOWNLOAD A FREE TRAVEL GUIDE »



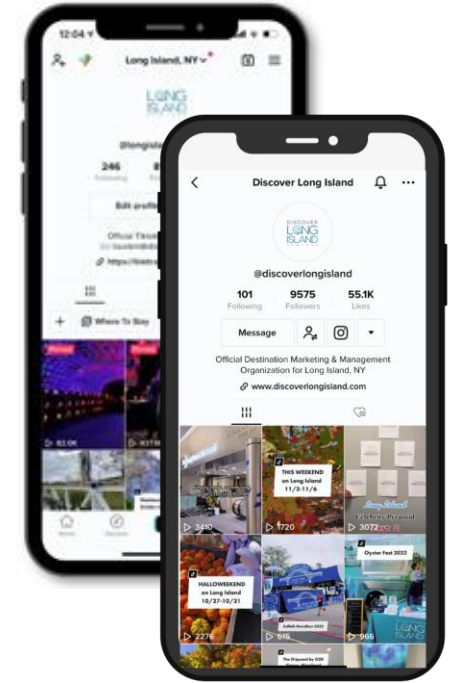
# SOCIAL IS KING

## TikTok



**@discoverlongisland**  
9,500+ followers  
55,000 likes

**@longislandNY**  
101,100 followers  
1.2 million likes  
20+ million views



### Notable Partner Content

- National Chocolate Day: Disset Chocolate
- National Coffee Day: Buzz'd Express Coffee

### @LongIslandNewYork

- Things to Do on Long Island
- Long Island Summer 2022 Bucket List

### @DiscoverLongIsland

- Put A Finger Down Long Island Edition
- Long Island Celebrity Pyramid

# LONG ISLAND TV

Discover Long Island NY  
255,000 Views  
4000+ Subscribers



Sawdust 3 months ago

Fun! ❤️

👍 1 💬 Reply



Tony Pinzone 1 month ago

Awesomeness 🤯 🤯 🤯

👍 💬 Reply



liza winslow 2 months ago

A must visit before it gets too cold!! 🌈 🌈

👍 1 💬 Reply



**Look Good, Feel Good**  
at Red Hot Spa in The Garden City Hotel



**Celebrate Valentine's Day**  
**Like Royalty at Oheka Castle**



**Hotel Hot Spots on**  
**Long Island's North Fork**



**The Great Jack O'Lantern Blaze**  
**Returns to Long Island**

YouTube





# HEALTH & WELLNESS AMBASSADOR DR. MICHELE C. REED



“

I would definitely encourage more DMOs to look into **partnering with physicians** to figure out how you can **incorporate wellness into your destination**.



— DR. MICHELE C. REED, Health & Wellness Ambassador,  
Discover Long Island



## #FITFRIDAYS

New series featuring Dr. Michele C. Reed aka "The Fit Doc" where she explores health & wellness spots across Long Island.

Over 10K Views Across Instagram and TikTok

# LONG ISLAND TEA PODCAST



FALLING FOR THE HAMPTONS



JAMES "MURR" MURRAY FROM IMPRACTICAL JOKERS  
& SPRING #LONGISLANDLIFE



SPECIAL GUEST COLBIE CAILLAT!  
+ LIRR STORIES, FAWL, AND CELEBRITEA



ON SITE AT DEL VINO VINEYARDS



"I love hearing your friendship and vast knowledge of Long Island's best come through in your chatter."



"As a woman born and raised here on Long Island I can't get enough of liustening to these two ladies."

25K Downloads  
33K Watches on YouTube  
Listened to in 64 Countries on 27 different  
Podcast Platforms  
82% increase in listeners in the last year

## Notable Guests:

Jeffrey Wands (Psychic Medium)  
Tom Kelly (Comedian)  
James "Murr" Murray (Impractical Jokers)  
Sonja Morgan (Real Housewives of New York)  
Abby Lee Miller (Dance Moms)  
Colbie Caillat (Musician)

## Remote/On-Site Recordings

Paumanok Vineyards  
Jones Beach Air Show  
Garden City Hotel  
Del Vino Vineyards  
The Space in Port Jefferson  
The Golden Pear Southampton





# AWARD-WINNING CONTENT



**Travel AND Tour**  
WORLDWIDE

Home News Interviews Videos Shows Networks Archive TTW App About Us

Home » Discover Long Island's Original YouTube and Podcast Content Wins Two National Awards

### Discover Long Island's Original YouTube and Podcast Content Wins Two National Awards

Monday, June 20, 2022 [★ Favorite](#)

DISCOVER  
**LONG ISLAND**  
NEW YORK

Discover Long Island (DLI), the region's official Destination Marketing Organization (DMO), was recognized with two prestigious content awards this past month – the eTourism Summit Excellence “eTSY” Award for Innovation in Podcasting as well as the organization's first Telly Award – the world's largest video and television content honor – for the popular YouTube series Long Island TV. The recent recognitions add to the dozens of local, national and international awards earned by the DMO in recent years, solidifying the organization as industry leaders and a model for success for destination marketing and innovation.

“Receiving two national awards and once again being lauded as leaders in innovation for our digital content is an incredible honor and further establishes Discover Long Island as one of the best DMOs in the nation,” said Discover Long Island President & CEO, Kristen Reynolds. “The creative and dedicated team at Discover Long Island works tirelessly to generate quality and compelling content that showcases the depth and breadth of life on Long Island, and I could not be more proud of the national acclaim and recognition that their efforts and our destination is receiving as a result.”





# MEETINGS & CONVENTIONS

Since May, Long Island has been presented over 580 times to qualified audiences of planners, operators, and tourism group professionals



ALON



US Travel IPW



Destinations East

13 Leads Turned Definite  
12 Tradeshows Attended



# INTERNATIONAL STRATEGY

- **FAM Tours:**
  - Air New Zealand
  - UK Golf Tournament
- **Brand USA**
  - International Guide
  - Visit the USA Website
  - Travel Trade Show in Europe
- **I Love NY Partnership**



# SUPPORTING NEW AIRLIFT: BREEZE CAMPAIGN

- Discover Long Island partnered with Long Island MacArthur Airport to raise awareness and drive demand for Breeze Airways' new Charleston, SC route.

**282%** increase in bookings from exposed audiences

**\$378** avg ADR from exposed audiences

**208%** or 2X increase in average ADR exposed audiences



**SHORT FLIGHT. LONG ISLAND.**

Nonstop Flights  
CHS - ISP

DISCOVER  
**LONG ISLAND**  
NEW YORK

**PLAN YOUR TRIP**

The advertisement features a photograph of a family (a man, a woman, and two children) walking on a green lawn in front of a large, historic stone building. The text is overlaid on the image in various colors and fonts.



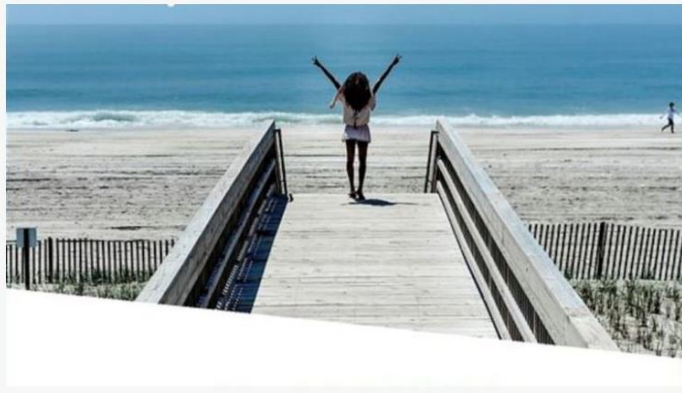
# TARGETING LONG-HAUL MARKETS: PHOENIX/SCOTTSDALE

- Broadcast/Digital Marketing
- January - March
- Geo-Fenced
  - Phoenix Open Golf Tournament
  - Barrett-Jackson Car Auction
  - Devoured Culinary Festival




## BUSINESS

### Discover Long Island launches ad drive in Arizona, first outside Northeast



Discover Long Island launches Arizona marketing campaign

ELLIOTT POLAKOFF  
© POSTED JAN 26, 2022



A new marketing campaign is underway in Arizona which urges travelers to visit Long Island, New York.

PARADISE VALLEY, AZ (3TV/CBS 5) - The East Coast community of Long Island, New York, is hoping to bring some Arizonans across the country, and they've got an ambitious marketing campaign scheduled to try and make that happen. The Discover Long Island campaign kicked off Wednesday evening with a launch event at the Sanctuary Resort in Paradise Valley (which happens to be owned

Ad funnel

Data, No Coding

Funnel Start Now

Get breaking news emails

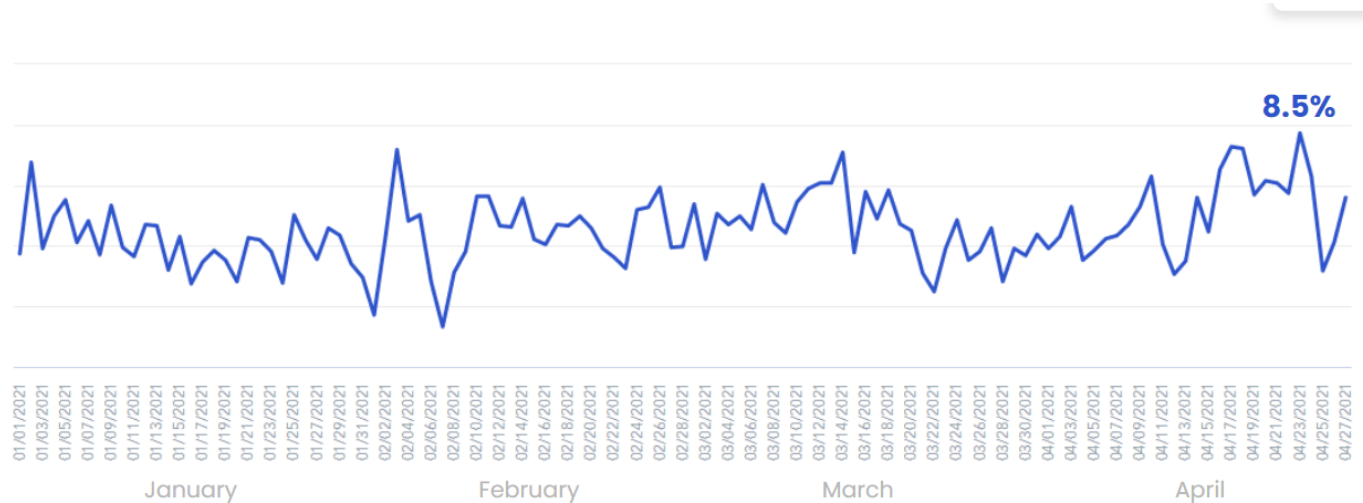
Let Arizona's Family (powered by 3TV at CBS 5) keep you up-to-date on breaking news. We'll send it right to your inbox.

\* Email

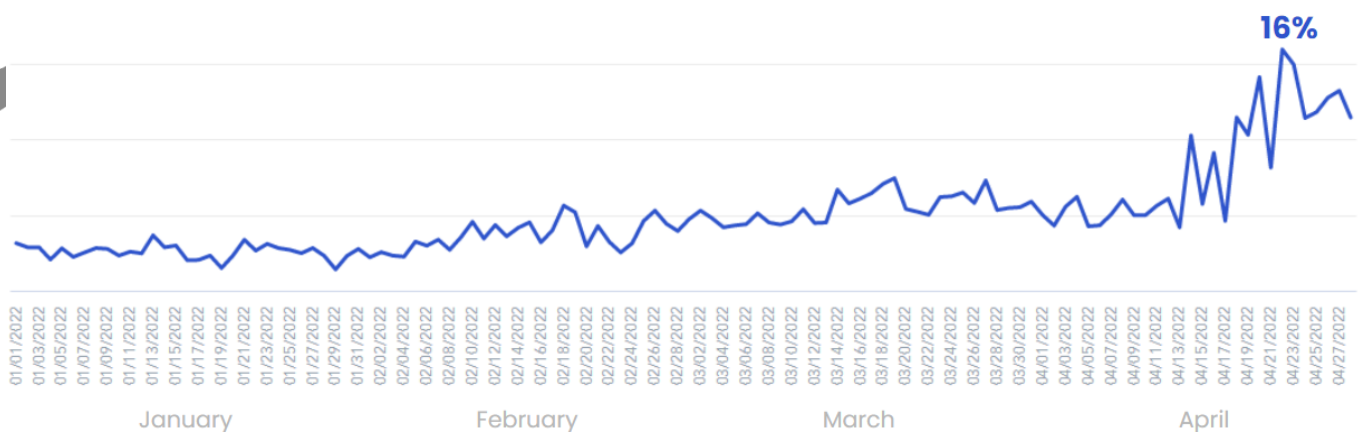
By submitting this form, you are consenting to receive marketing emails from: Arizona's Family (3TV at CBS 5), 5555 N. 7th Avenue, Phoenix, AZ, 85013, US. https://www.azfamily.com can revoke your consent to receive emails at any time by clicking the SafeUnsubscribe! link, found at the bottom of every email. Emails are accessed by Comcast/Comcast.



# PHOENIX VISITATION BEFORE & AFTER CAMPAIGN



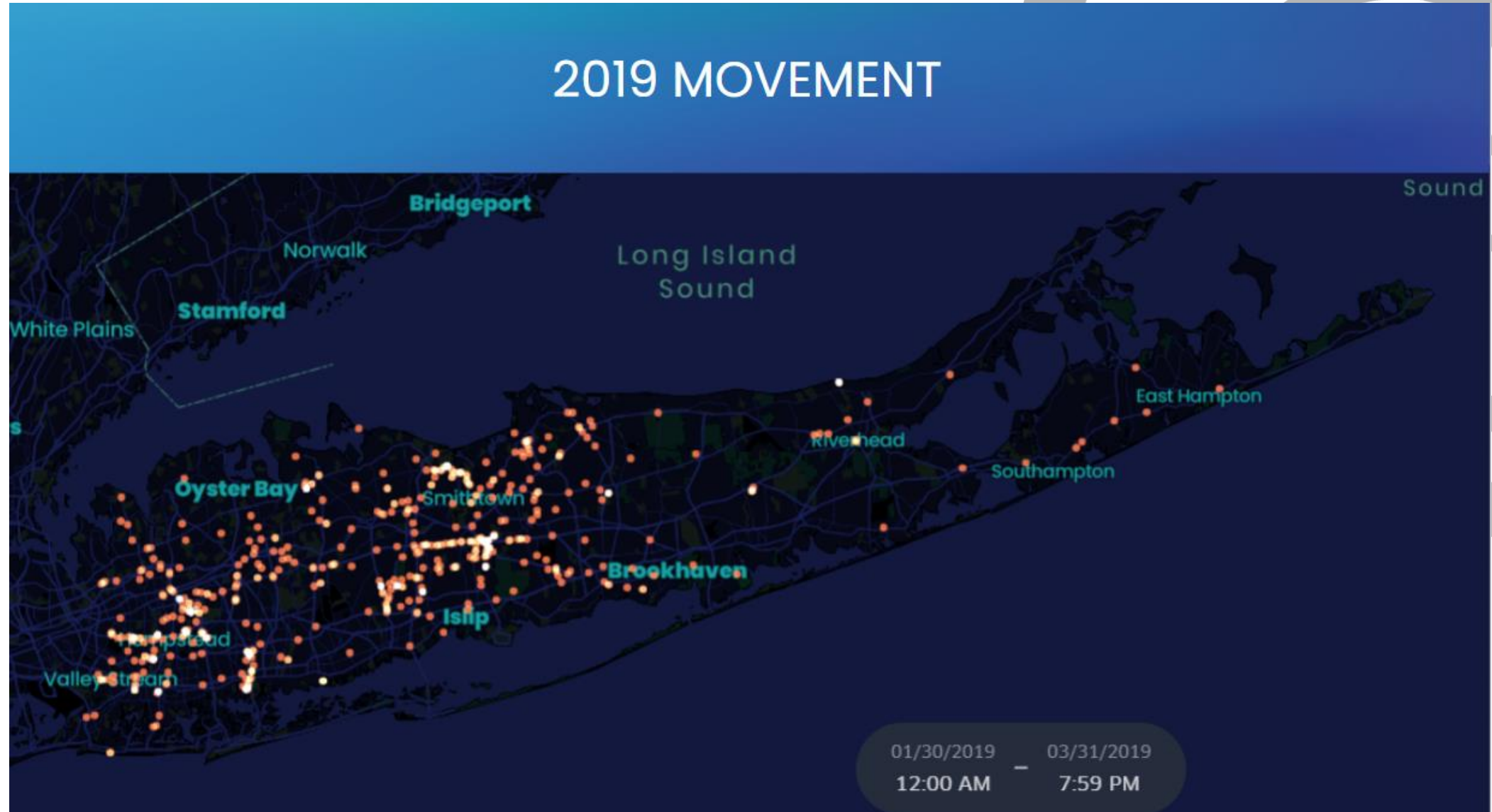
2021: Phoenix visitation **peaked** at **8.5%**



2022: **Lift** in Phoenix visitor count following time of campaign, reaching **16%**

Phoenix:  
**74%**  
overnight stays in 2022  
Majority Long Trip (2+ days)

# PHOENIX VISITATION BEFORE & AFTER CAMPAIGN





# PHOENIX VISITATION BEFORE & AFTER CAMPAIGN



# FIRST LONG-HAUL MARKET – PHOENIX/SCOTTSDALE

THE PHOENIX VISITOR HAD A **GREATER IMPACT** ON THE VISITOR ECONOMY

of Phoenix visitor accommodation spend

↑ **100%**

within upscale & mid-price  
accommodations  
(vs economy & budget)

of total Phoenix visitor spend

↑ **38%**

food transactions  
66% within specialty markets  
& sit down restaurants  
(vs. grocery & fast food)

of total Phoenix visitor spend

↑ **17%**

retail spend

Earned 2022 City Nation Award  
for “Best Use of Data”

**\$11M+ Audience Reached**

**#2 Origin Market for Traffic  
during campaign period.**

City/Nation/Place  
**Awards22**

PROUD WINNER

 BEST USE OF DATA





# TARGETING NYC



**Discover Long Island**  
Downtown Deals Travel Pass  
Exclusive deals and discounts  
Up to 50% off local savings

Get the deal



MTA **AWAY** deals  
MTAaway.com



NYC & Company projects 6.5 million visitors between Thanksgiving and New Year's

## Tactics:

- Digital Taxi Tops
- Lincoln Center Print Ad
- Geo-Targeting Holiday Events

## Results:

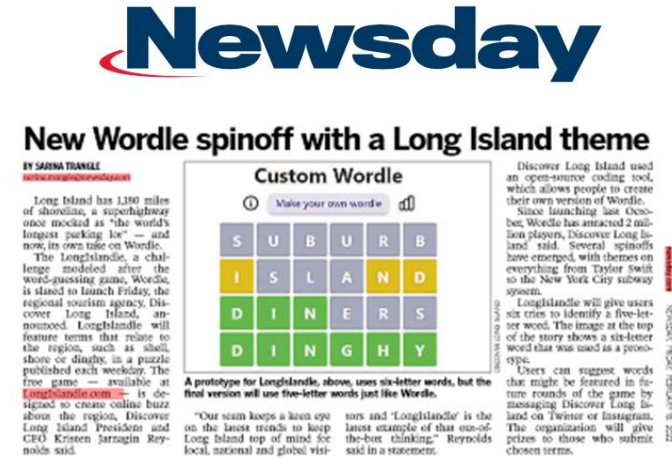
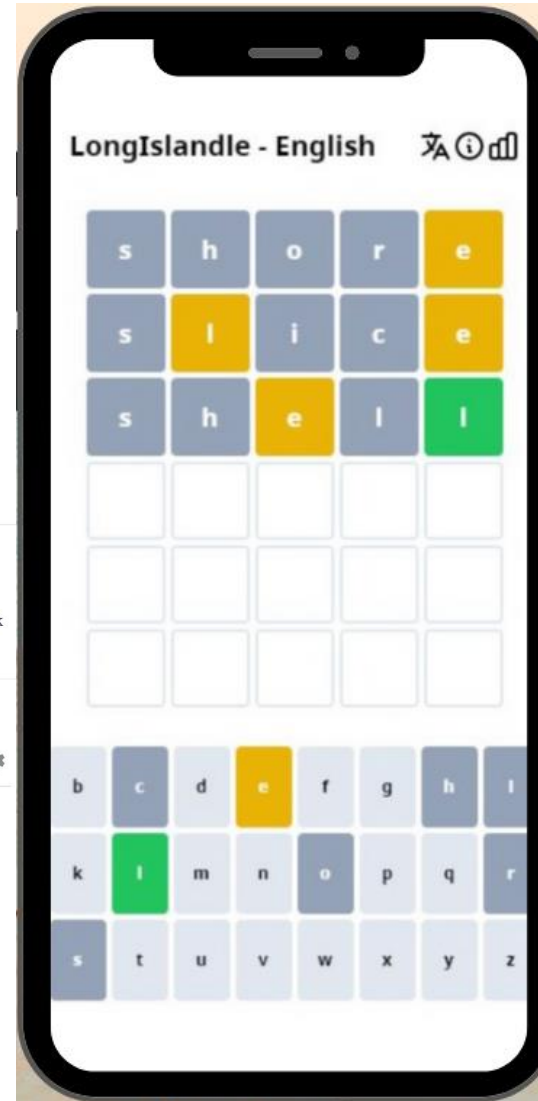
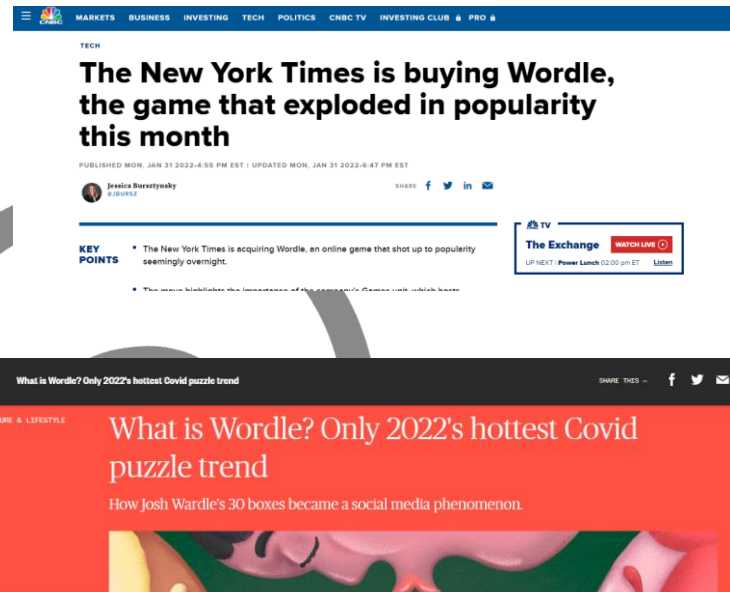
- Estimated Audience Reach: 5,000,000+

The background is a solid teal color. On the right side, there is a large, stylized spiral graphic. The spiral is composed of several concentric, slightly offset rings that create a sense of depth and movement, resembling a nautilus shell or a stylized eye. The color of the spiral is a slightly darker shade of the background teal.

# What's Trending?

# LONGISLANDLE

- A rendition of the popular digital word game “Wordle,” making Discover Long Island the first tourism organization to leverage the trend with the creation of “Longislandle”
- 66% increase in website visitors after launch



## news12 LONG ISLAND

### 'Longislandle' – Discover Long Island launches destination-themed Wordle

Feb 18, 2022, 10:52am • Updated on Feb 18, 2022

By: News 12 Staff





# CAR-FREE TRAVEL

- A car-free travel campaign amidst rising gas prices in partnership with **MTA Away** driving blogs, trip itineraries, social media, and other content that encouraged using the LIRR.



DEALS   EVENTS   ARTS + CULTURE   **EAT + DRINK + SHOP**   OUTDOORS   DESTINATIONS   ABOUT US

Filter by:

All locations

▼

Apply



LONG ISLAND

**‘Hop’ on the LIRR to Your Favorite Breweries**

in partnership with  
DISCOVER  
LONG ISLAND  
NEW YORK



MTA AWAY PRESENTS  
**SUBWAY BINGO!**



LONG ISLAND

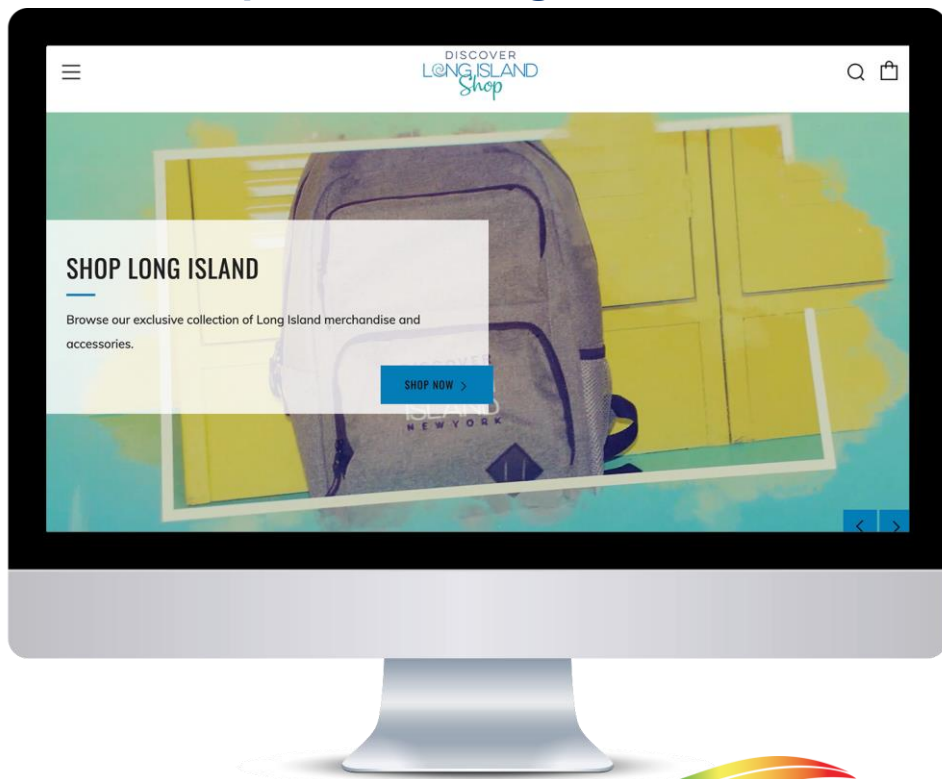
**8 Carefree (and Car-Free) Overnight Escapes on Long Island**





# RETAIL

[shop.discoverlongisland.com](http://shop.discoverlongisland.com)



DISCOVER  
LONG ISLAND  
Shop



Local Collaborations:

**SPECTRUM**  
DESIGNS™  
A Business With A Social Mission

**relic**™

simply made  
greetings♥

**GAGE**  
SUNGLASSES

**HAMPTONS** Handpoured

# TRENDING TOPICS IN THE HEADLINES

## Forbes

Valentine's Day Gift Guide: The Best Romantic Luxury Suites To Book In The United States



## Condé Nast Traveler

What's New on the North Fork and Shelter Island, From Sleek Tasting Rooms to Waterfront Hotels

## U.S. News & World Report

Top Things to Do in Long Island, New York

## NEW YORK family



## TRAVEL+LEISURE

10 Best Mother-daughter Trip Ideas - Road Trips to Wine Tasting

From cruising to glamping, here are 10 things every mother and daughter should do together.

## TimeOut New York

8 Stunning Gold Coast Estates for a Gilded Age Escape

## NEW YORK POST

Couples are finding big love in these small town hotels

Mini moons: These pint-sized towns are big on romance.

## Newsday

5 new, interactive exhibits for families at Long Island museums

8 Reasons To Take Your Kids To Long Island

## TRAVEL+LEISURE

8 Charming U.S. Beach Towns That Are Just As Magical in Fall and Winter (Video)

## BRIDES

Here Are 15 Beautiful Beach Wedding Venues to Book in the US

From Hawaii to coastal New York, we love these breathtaking beachfront venues.

## Forbes

August In Long Island: Must See Attractions And Events



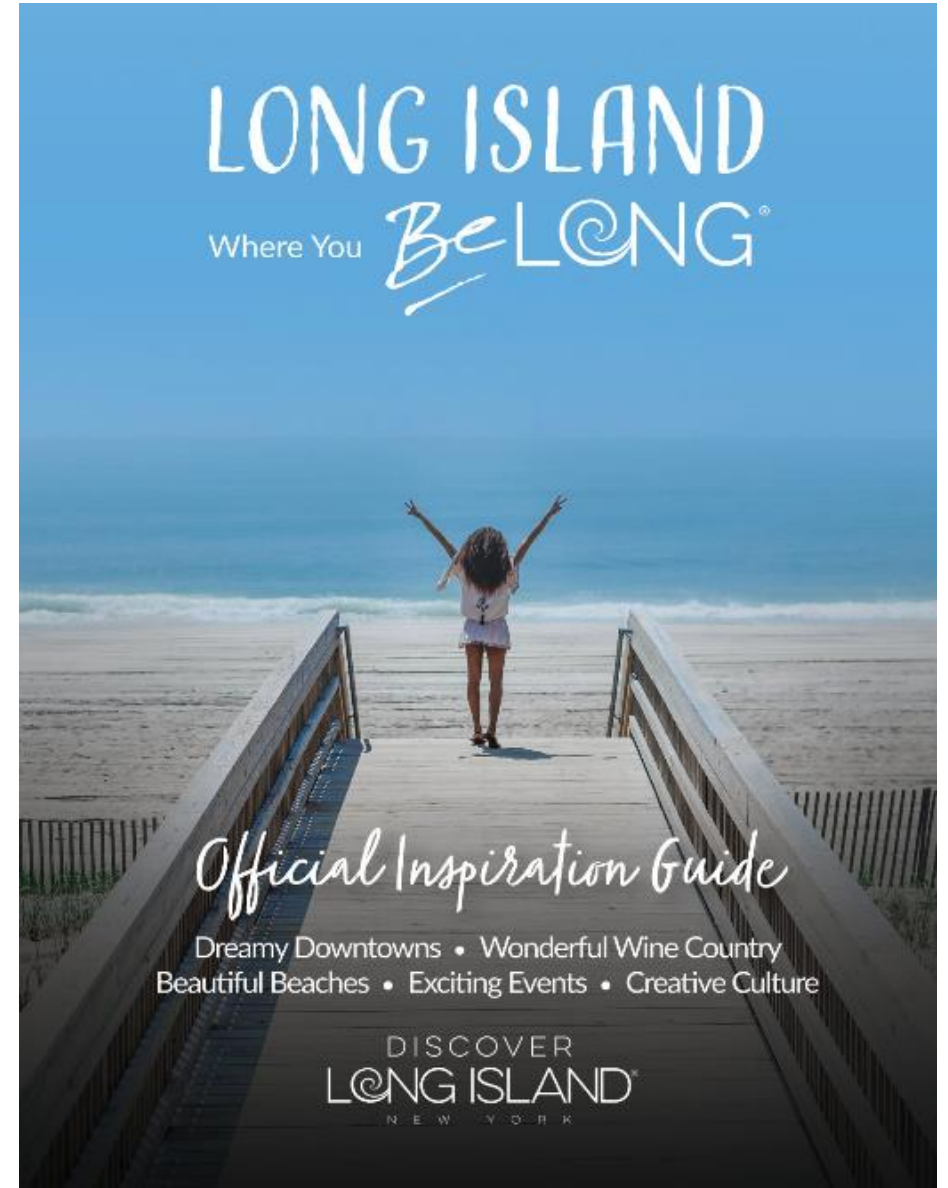


# Content Refresh

The background is a solid teal color. On the right side, there is a large, stylized spiral graphic. The spiral is composed of several concentric, slightly offset circular bands in varying shades of teal, creating a sense of depth and movement. The spiral starts from the top right and curves downwards and to the left, ending near the center of the right half of the image.

# NEW OFFICIAL INSPIRATION GUIDE

- Created in-house for the first time.
- Rebranded from a Travel Guide to an “Inspiration Guide” for visitors, residents, and potential residents.
- Distributed at major events and locations such as MacArthur Airport, Long Island Visitor’s Center, Vineyards, and Hotels



# NEW WEBSITE LAUNCH

## Features Include:

- Easier integration between partners and the Discover Long Island website
- Interactive Maps
- Video enhancements
- Easier navigation for users
- Trackable information between partners and Discover Long Island

SimpleView is leading organization in building DMO websites







# ACTIVATIONS & EVENTS



## Consumer Activations:

- Suffolk County Marathon
- Oyster Festival
- Long Island Marathon
- Jones Beach Air Show

## Return of FAM Tours:

- Air New Zealand

## Consumer Activations:

- ESSAE
- IPW
- Connect Marketplace



# PARTNER ALIGNMENT





Looking Ahead





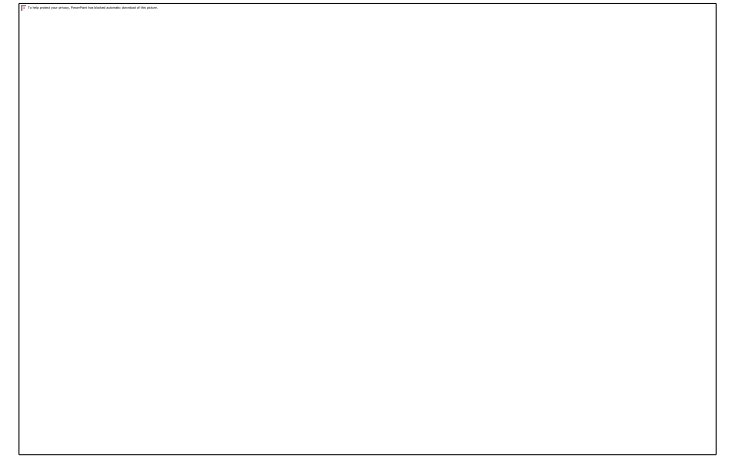
# LONG ISLAND

Where You *Be* LONG



# TRANSFORMATIONAL OPPORTUNITIES

- Long Island Convention Center
- Ryder Cup
- Grand Central Madison
- Long Island Wine Country 50<sup>th</sup> Anniversary
- UBS Islanders 50<sup>th</sup> Anniversary



# HELP US HELP YOU

Discover Long Island introduces new **Partner Tiers** which allow for businesses to:

- Take advantage of DLI assets and audiences
- Promote your events
- Be featured on our social calendar
- Partner with Discover Long Island on trade and consumer shows



**DOROTHY ROBERTS,  
LIHA PRESIDENT**

The background is a solid teal color. On the right side, there is a large, white, stylized spiral graphic that starts from the bottom right and curves upwards and to the left, creating a sense of motion or a vortex.

**MARK DORR,  
NYSHTA PRESIDENT**





# Tourism Awards Gala

DECEMBER 6<sup>TH</sup>  
FOX HOLLOW  
5:00-8:00 PM

