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OK, Fred I think we're all set.

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Right. Great. Good afternoon. Thank you very much, Susan. Hello, New York City on this steamy Tuesday afternoon. Thank you all for taking time to join us for this review of the 2021 Global tourism campaign.

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We're very excited to be sharing with you the details of this enormous effort which is of record proportion in size for NYC and company in New York City tourism.

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I want to make sure that we give proper thanks to Mayor de Blasio for the allocation of $30 million from the American rescue plan for this efforts, and then Special thank you and consideration to Senator Chuck Schumer, the majority leader for making sure

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that tourism marketing wasn't allowed expenditure in the American rescue plan so he helped tourism destinations across the country was certainly here in New York we're making sure that tourism marketing was allowed under the AARP so thank you to both

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of those leaders for their support, without which we would would not be here today. I also want to just give a quick thanks to the team who've been working literally around the clock to pull this effort together over the last couple of months.

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It is unprecedented in scale as you will see in sophistication its data targeting. And I'm really proud of everyone's contributions, and we're excited to be sharing it with you today and ask you to to engage in the program, you're going to hear a lot

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of ways that you can engage in this campaign from social media to your own marketing channels.

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Even window decals which will be coming your way of course to replace the all end decals. So, thank you for being all that over the past year. Now it's time for New York City and it's time to roll out this amazing campaign to begin welcoming visitors

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back into our great city, as it recovers so with that I'm going to turn the program over to Nancy, Amanda, or Chief Marketing Officer, and the rest of the team to walk you through everything and then Kelly curtain our head of membership will wrap up at

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the end so save any questions that you have. But before we do that, actually, thank you for the promises and just wanted to remind everyone just a couple of months ago when this campaign was announced the funding rather was announced, we held a global

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press conference over 200 Media participated from around the world to hear about how New York City is reawakening and resulted in tremendous press conference, press coverage, both regionally, nationally, and around the world so the world is paying attention,

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and is excited to come back so we have a quick video for you here that will show you some of the video highlights that are generated over the last couple of couple of months as we tell the world how New York City is reawakening, and we prepare to welcome

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them back in.

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This is going to be the summer of New York City.

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We're all going to get to enjoy the city again, and people are going to flock here from all over the country. Well you know what we're starting to come back there's been a lot of green shoots of recovery The city is slowly coming back, the shift is turning

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The ship is turning as we like to say, and we're reawakening literally around us things are reopening and people's confidence is growing, but the strategic media plan spanning TV and digital out of home content marketing, social media and influencer activations,

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we will target leisure travelers, as well as meeting and event planners, in order to stimulate the group market in business travel and that has been missing.

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Music is the only city in the world where you have the entire black diaspora here, you're going to see this heavy up on promotion to Americans to come back into New York City.

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We are poised to move into those international markets as those borders open and fingers across the UK will be hearing from certain engineering tourism campaign New York City is heading to the heights, Washington Heights, New York City and company the

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city official Tourism Organization is launching a new initiative tied to the new movie musical. In the Heights from Hamilton creator, at least and I love this guy with manual Miranda.

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And also territorial news to kill us when are you with a lot of optimism and momentum building the ship is certainly turning and we feel tourism gradually starting to come back.

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I think with the lifting of the April one quarantine for domestic travelers. It's been a game changer for New York City tourism and allows us sort of to open those floodgates

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a real sense of how the press is building and it's going to

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present imagery for the city as possible so as things are rebuilding is vibrancy is growing we're now coming up on about 500,000 room nights sold every week, which is a little more than half where we should be this time of year.

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It's time to push the accelerator and begin to rebuild. So with that, I want to turn it over to you, Nancy. Thank you so much.

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Thank you, Fred, and thank you everyone for joining us today. We're very excited to share all these details with you. We're going to take you through all the components of the campaign, including all the ways you can get involved.

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I'm going to have a team that created the work presented to you. So if you go to the next slide. This just gives you a sense as to who will be speaking to you today.

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We have Janette Roush our Managing Director of Marketing. Elan Cole our co Executive Creative Director for creative and content, Jason Berman our Managing Director of media and strategy, Miguel Molina, Director of Product Design and strategy Prisca

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Sanchez, Senior Director of Marketing and jon Durban, our other co Executive Creative Director and co lead on creative and content.

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So with that, if you go to the next slide. I'm going to pass it to Janette who will take you through the research and insights that led us to the idea and helped inform our the work and the way they ultimately the campaign came to life.

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Right, thank you, Nancy.

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So I'm here to set the stage for how we took an audience centered approach for coming up with this campaign. So first, just to look at a bit of research.

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If you've been following the work that destination analyst has been doing. They've done a survey of the American traveler every single week since the start of the pandemic.

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And we can see now that the consumer, like appetite to get out there and start traveling again, it's rebounding. As I have here it's June 20 but they asked this question every week and even in the most recent survey from June 27, they're reporting that

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77% of American travelers are planning on taking the leisure trip in the next three months, so the time is right for us to start this campaign. you go to the next slide, please.

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We will be looking at Hoover focusing on specifically which is the drive market. So looking at the destination analyst research, we know that 40% of 46% of American travelers, what to do something close to home this summer.

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So, for people who would consider New York City to be close to home are looking at the Northeast Corridor travelers within about 250 miles of the five boroughs.

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And when we look at the research that we have done specifically with that market, 71% of those travelers are ready to take a day trip today, 58% of them are ready to take an overnight trip.

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So we know overall this rebound is going to be led by domestic travelers because we still have issues with the US borders, not being entirely open. And we also know pre coven 80% of our visitation was domestic.

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So this is where the campaign is going to initially book, we go to the next slide.

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We know that, while the northeast corridor is our first target, but there's still some objections that we need this campaign to overcome for us. There's still a sense that not everything in the city is open that people want to do right now.

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And we know that 58% of our visitors in the Northeast Corridor are prioritizing other vacations before they come to New York City. So what they're saying largely, they want to go to a beach, and it's our job to turn this into opportunity to is them to

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the things they need to be doing right here in the five boroughs. So for that, I'm going to send it back over to Nancy to talk about the opportunity. Thank you.

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So, knowing all of this and understanding how we can turn this into something actionable, that will actually move people the opportunity for us was really to build a campaign platform and I say platform because this is work that will span over the course

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of several months at least to the end of the year and likely into q1 as we look to continue expansion into international markets, but it isn't just a TV spot isn't just one campaign.

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It's a multitude of communication messaging that will span, all of our channels and then some. And really designed to create that urgency that we need to give visitors permission to visit now.

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We don't want them to wait for the fall, there's going to be a lot of great stuff in the fall, as we know, but we really want to make sure that they know that we are open and friendly, and that we're ready to welcome back visitors today.

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While we're also continuing to encourage our locals to go out and rediscover their city. So, that is the primary goal and opportunity for everything will be doing moving forward.

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Strategy How will we do this so it's primarily through two strategic pillars. The first is to create national awareness and fo Mo. Now we want to tap into people's fear of missing out.

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That's innate and all of us have particularly New Yorkers. And the people that visit New York, you want to be here. Really not to miss all the great things that are happening to summer.

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So we're going to do that through ongoing content that virtually has been shot in real time we've been shooting continuously over the last several weeks, and we will continue to do so.

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Throughout the year to really capture the vibrancy capture the energy and all the great things that are happening in the city that we will be distributing and are paid channels in our own channels, and through our press efforts to really highlight that

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vibrancy in the energy in the city right now. Secondly will be doing that is really to create that one two punch so once we're, we really entice people by showing all the great things that are happening, we want to incent them to book a trip and through

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the work with our that will be doing with our key travel partners will be working with them to create those deals and packages that will hopefully help drive that incremental visitation starting in the summer, through the q1 of next year, and potentially

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beyond again, depending on the rollout of international markets but this is where we really can get to a conversion place and get the bulls that we're looking for.

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Through the series of partnerships that we're going to take you through it a little bit so that that's really how all the activity that you're about to see will funnel up into one of these two places, go to the next slide.

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So I'm going to pass it over to Elan who will take you through the concept.

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Hi, everybody. Thank you. Before we get to the next slide, I just wanted to say that what we started out with a few months ago was asking the question, what does the world need from New York City.

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In general, and what does the world need for New York City right now. And we got to this notion of the abundance of what this city has to offer, which is the human connection the life that appears in the streets.

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The intersection that diversity and the creativity, and why do people need that now more than ever, is because we've been starved of it for so long now for, you know, 1618 months.

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So, going back to what Janette had mentioned earlier, our strategies built on the notion that short, people might very well book a trip to the beach, before they book a trip to New York City, but we know in our hearts that as soon as they get to the

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beach what they're going to realize is that they've been doing the same thing that they've been doing for 1618 months with the same people only with sand between their toes.

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And so what we're offering world and what we're offering everybody right now is not only.

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New York City, but New York City at a very particular moment in time. There have been moments in time.

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In this city, where people go back to and they say, God, I wish I was there, I wish I was there when that movement happened I wish I was there for that concert I wish I was there when that restaurant opened.

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This is the city wide. So if you go to the next slide.

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Thanks.

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Um, our effort create fo mo is to say, tensor take a leap into the future and look back about a year from now and say, Were you there when you there in Yankee Stadium to hear the bat crack and echo through the return cheering fans.

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Did you get to toast New York City's reawakening from the top of a skyscraper. Did you rush down Broadway, as the theater lights came blazing back on.

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Did you stumble upon the best hot pot and flushing get welcomed in and fed like family, did you discover live klezmer music in Crown Heights at a sudden pop up performance and dance to Soca and Bushwick between the outdoor tables piled high with rope

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with Yeah.

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We want a cyclone until the sun went down. Did you eat hot dogs with mermaids under the stars Did you catch the Staten Island Ferry with just enough time to watch a perfect sunrise light up the Verizon Oh from the water's edge in South Beach.

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Will you be able to say yes to these and a million other beautiful fleeting moments.

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Well, now's the time to make sure you don't miss any.

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So I mentioned this notion of the abundance of life of the city and so we have a number of tools at our disposal. You know, when we talk about communication and color is a is a really important one in this campaign.

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So we chose a color palette that is bold and juicy and almost wet to the expansions lush and it's alive, and it's one that we can create any number of iterations off.

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And so for our opener we chose just a bright summer sunny color palette for for liberty. And if any of you have seen it especially on the digital screens that are out right now it really desktop.

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And so what we did to was we created a system using its time kind of similar to what we did last year, or learnings from all in was per city like this, there's no, the city doesn't need a tagline, the city does need a system to be able to talk about everything

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at every level. And so here what you could see, is how do we talk about the borough's for example it's time for Staten Island, it's time for the Bronx.

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These are posters and ads that we're using to cover the boroughs.

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And it just shows how with some fairly simple elements we can get a lot of expression.

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So too we need to cover a lot of different happenings and a lot of different just stuff around the city, so it's time for support things like of course Restaurant Week, but it also supports local festivals, time for Harlem week it's time for Arthur Avenue,

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it's time for a little Caribbean.

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It's time for a classic New York City vacation It's time for Broadway. So when Nancy mentioned the platform. We absolutely leaned into what you know what we need to do for for tomorrow to do right by the city and to have a campaign of just sighs.

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Excellent.

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You can go to the next slide. Thanks. So the, the extension of this, actually we were very happy to see it actually is able to encompass, even some of our longest standing and highest equity campaigns like the b2b campaign to make it NYC campaign so it's

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time to make it NYC it becomes very easy to adopt the system and apply it to, to be to be.

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So this gives us a lot of understanding and a lot of

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optimism for how far we can extend this.

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So we go to the next one.

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So we are currently in middle of editing our first TV spot in about 10 years.

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And it's 30 seconds of a series of cuts of this broader questions is where we really bring a question home Where were you in the summer of 21.

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So I'm not going to go through all this the copy here, but basically what this does is it brings it home It asks the question front and center, where were you in the summer of 21.

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And so we put that out there and through all of the visuals that we shot we had three units going around last weekend, all five boroughs.

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We shot so much stuff we still haven't even actually gone through all of it.

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And we're cutting now.

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But basically it's a simple formula, where were you it's that sort of voice from the future. And then it's showing all the things that are happening, we have been shooting in real time as Nancy said so.

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The material in.

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In the ad is almost 95% lives in terms of, you know, having been shot now. And so we asked the question, and then the whole notion is in order to say, I was there, then summer 21, you have to be here now and that serves up our campaign.

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It's time for New York City. And one last note about this. This is just 130 second spot. Really, what we're going to be doing. Moving forward, is we still are planning months and months worth of content.

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So advertising is obviously you know I don't have to tell you it's no longer just about a 32nd TV spot. It's about the 32nd TV spot and the social that backs it up, and then the content and the films and the engagement that we create underneath this this

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notion of you gotta get, I gotta get here right now.

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So if you on the next slide we have a teaser that we launched last week. So this is sort of fresh out of the oven and we put it together to really get everybody to the moment when we do a big release of the TV say, which is also going to have an amazing

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soundtrack that I'm not going to say a word about, but you're going to recognize it immediately when you hear it, so quick go to the next slide, I'll leave you with the teaser and then I'll hand it back.

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New York is back baby.

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Hello everyone, thank you Alon We are so excited about the campaign, and I get the pleasure today to tell you how we're going to get this message out to the world.

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So one of the things I wanted to share with everyone is over the course of the last couple months we have been seeking out a new agency to help us be able to use the most efficient sophisticated and latest techniques to be able to get the message out

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to the right audience the audiences that are most likely to come to New York City in the in the upcoming months.

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As part of that process we identify a universal McCann um and they are our new agency, working specifically on this campaign.

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And they are really brought forward an audience centric approach.

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Essentially where we're focused on is what we're calling the movable middle. So what that means is, is we're not looking for people who've already you know we're already booked their trip and they're here already or they're coming, any day.

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And we're also not focused on people who are quite frankly just not ready to travel yet. We're really looking at people who are actively in the travel planning process, or are considering and they're they're trying to make the decisions on where are they

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going to go. So this group the movable middle represents about 68% of consumers in the United States. And we're breaking them into two different groups one being travel ready, the other being traveled dreamers.

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So once again, travel ready is people who are actively planning, travel dreamers or people who've shown an interest their their intent to travel, but aren't quite there yet, and through a variety of different data signals, we will be able to pinpoint

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the right message to the right person. So we'll use things like their search behavior visitation to travel websites to identify that they're actively searching.

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We're looking for things like they're on Conde Nast. com or they're on Travel and Leisure or looking at other kind of inspiration, sites or through their social media behavior, and through these we will be able to identify the right the right travel prospects.

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So it will be a fully integrated campaign it'll be our largest campaign ever touching, lots of different media tactics, so it won't just be out of home or just be social, it's going to surround the consumer with multiple touch points.

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The campaign will be heavily focused on video. We are taking a video everywhere approach what that means is, you know, media consumption habits have changed, they were changing before the pandemic and it's all accelerated during the pandemic.

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So while we will have a national TV spot. We are also recognizing that people are streaming on their TV they're streaming on their phones on their computers on their tablets, etc.

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And we want to make sure that our message reaches people regardless of the device that they're utilizing. So, this campaign is intended to be able to do that through national cable TV, through net connected devices hulu's Samsung TVs YouTube etc.

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Regardless of the device we will be able to reach you, or reach the travel dreamers and the and the travel ready consumers. Additionally, we will have paid search and paid display.

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So that will be a combination of advertising on websites with banners, of course on Google people who are actively looking for trips to New York City or things to do in New York City, will be this part is still kind of in development but we will be doing

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direct partnerships with travel websites with a variety of different things like a far Spotify New York Times, all of that is being developed now but you will see the message out there.

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Additionally, we will be heavy into social media, Facebook and Instagram has already gone live and went live last week, and we were expanding into we're not sure if it's going to be all three but Twitter Pinterest and tick tock are all social networks

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were evaluating. We also will have influencers as part of the campaign. Well, I think the the visuals of the campaign to an amazing job to show the vibrancy that's in the city today.

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We recognize that authentic voices of people that you follow and seeing them actively explore the city and show that it's not a ghost town that things are open its lively and as exciting place to be right now, that will be very important to carry forward

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the message of what's happening on the ground in New York City, and then out of Home media, that's always been kind of our, our big thing that we've had is out of home all over the world.

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We also will be extending additional out of Home media into the drive market as well because we feel that that's going to be important to be able to reach people to want to drive in or take a train in from the northeast corridor, going to the next slide.

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Here you can see kind of a budget breakdown, so I won't go into the to the individual pies too much they essentially represent the previous slide with the different media tactics and they kind of shift a little bit depending on the market, but locally

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in New York City. We will be spending about $960,000 in total media.

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And then the bulk of the media is being spent towards reaching perspective visitors. So in the Northeast Region about 3.7 million, and the domestic us about 6.5 that totals.

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A little over 10 almost 11 million bucks, and then internationally while this piece has not yet been fully planned yet. We have $8 million set aside for that now will be specific campaigns based on specific markets as they come available.

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It looks like Mexico will be our first so we're working on planning that now, but other markets as they begin to open up around the world, we will be having campaigns activating and each of those.

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So here is just a little bit of a flow chart that drills into the local plan.

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As mentioned, we have gone live already. You may have seen I saw a lot of it over the weekend we have the, the ads running on bus shelters, as well as the link NYC screens around the city, Facebook and Instagram have gone live Google Search has also gone

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live and will be we will be adding display, as well as video in the coming weeks.

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And then, and you can see here we're anticipating reaching 85% of New Yorkers with this campaign, going to the next slide.

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Here you can see what the plan looks like for the full us.

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The national media will cover basically everybody including New York but but it's but the entirety of the country. That will be a national cable TV by, as well as paid search, and then you can see the rest of the tactics are broken out by those two audiences

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we discussed travel dreamers and travel ready. So once again, the tactics we've discussed but video everywhere, social media, digital display, as well as out of home, and these will be pinpointed to the right audience with with customized messages most

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likely to bring them to our website as well as ultimately to come and visit New York City.

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So, one more slide I believe.

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So one of the things that you're going to hear a lot about today is how you can get involved.

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One of the things that we did want to call out is that in addition to lots of organic ways you can get involved. We do have a full advertising platforms across all of the NYC go channels, because of the scale of this campaign, and the reach we will be

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bringing in a lot of travel prospects as well as locals to NYC go and our social media channels. So we just felt it was important for you to recognize that there's this opportunity now to kind of get your message out to this audience that will be coming

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in this new audience that we're bringing into our channels. So there are lots of opportunities but some of the ones that are kind of core to us our banner advertising on NYC.

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go. com dedicated emails sponsorships of email newsletters or social media channels you can actually work with us on on advertising through our social media, as well as sponsored content opportunities so we can create a package for you, just reach out

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to us and we'd be happy to help you make sure you get your message out to the right audience. So, with that said, I'm happy to introduce Miguel.

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He and his team has been working on an amazing website experience so it's not just a landing page for the campaign but it's a it's a completely new experience that will that will live on and the goal is going to walk you through that.

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Hello everyone, thank you so much Jason, I am really excited to be giving you all a very brief demo of the campaign's website experience. Of course, if anyone has any questions I'm more than happy to answer them at the end.

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So what we've done in order to support this notion of urgency excitement and promo that you heard Nancy and alarm talk about as well is create an itinerary platform.

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So, what we thought is that it'd be really fun to create an itinerary a platform that inspires people get them, get them excited about New York City by showing them just how much they can do in New York City, right now, through itinerary so of course,

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it all starts starts on our website as you can see hopefully on your screen right now we created a landing page that houses, this experience. And on this landing page.

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You can do one of two things, so you'll be able to browse itineraries and made by others, made by notable New Yorkers even made by some of our own staff members, and you'll also be able to create your own itinerary from scratch to hopefully expedite the

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planning process for how you want to experience New York City. Now, some of you may have heard that we are doing a sweepstakes and brusca, who is going to come on after I wrap up, she will talk more about the sweepstakes in greater detail, but I did mention

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this because what all of the itineraries that you're seeing here on this landing page in front of you, what all of them have in common is that you can enter into the sweepstakes from any of these itineraries, so that you can experience, New York, through

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the lens of any of these itineraries. So, I'm going to show you what some of these fun itineraries look like now, as well as how you can get in on the fun as well.

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so I'm going to go back to the top here.

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Excuse me, so I'm going to go back to the top here, this first section has itineraries that are made by notable New Yorkers so you may recognize some of these names we have this itinerary created by the New York Knicks, we have this itinerary up top here

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on the top left, one of my favorites made by ASAP furred. So, these are really fun itineraries that weren't made by us of course we're featuring them on the landing page but these were made by the people that you see attributed here on the second section

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down below, we have itineraries made by our own staff members so we thought it'd be a lot of fun to invite our entire organization to create these itineraries from the perspective of local so here we have one of my favorite itineraries by Jeanette who

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you just saw a perfect day in central Harlem so central Harlem through her perspective and then we have another one that's fun here, coffee culture and craft drinks in Brooklyn, by one of my colleagues john Marshall, I'm from Brooklyn so I had to make

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sure to shout that one out. and then down here in this section here is where we are inviting people to create their own itineraries from scratch. Before I show you how to do that I want to show you a couple of these itineraries just so that you could

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get a sense of what what this all means, so let's, let's look at the next itinerary. So, this is the itinerary made by the next, and I know we all know what an itinerary is but in the context of our product, an itinerary is a map that has a bunch of points

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plotted on it, and the points are the items that make up that itinerary so these are the items that Madison, that the next excuse me, wanted on their itinerary so we have Madison Square Garden all access tour worker Park, etc etc etc and it's a really

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smooth experience as you scroll through the itinerary you can see that the map updates in real time to show you where that item is located in New York City, again so hopefully make organizing your New York City experience a bit easier.

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Let me just show you one last experience, one last itinerary made by someone else so let's look at Jeanette itinerary since you just saw her so a perfect day in central Harlem I'm going to I'm going to click on her itinerary.

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Same thing, she chose the items that make up this itinerary and as I scroll, I can see central Harlem through the lens of Jeanette, and. And now I want to show you how you can create your own itinerary so we can send this to our friends and family and

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invite them to create their own itinerary from scratch. It's super super simple. So you go to this page here. My itinerary will send you all of this stuff later.

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And you can just browse the website or just browse this page and see if there's anything that you like and just add things to your itinerary You don't even have to make an account, let me show you what this looks like.

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so let me add.

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You know, one item here let me add another item here and as you can see at the top, it was added. And then I can enter into the sweepstakes for the, my own itinerary that I'm making here in real time.

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Now, there's a specific reason why I'm highlighting this. And the reason why I'm highlighting this is because we actually want to invite everyone on this call to create their own itinerary that represents your organization's, and we want to feature the

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itineraries that you make on our campaign, landing page. So on the main page that I just showed you. So I want to show you how you can create your own itinerary right now, in the same way that any user who comes on our website will be able to create their

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own are temporary, but there's something specific that we have for y'all which is the ability to have it featured on our landing page so let's say I am representing the Empire State Building now this is a live demo.

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So, I'm making a lot of this stuff up on the fly so bear with me here. So let's say I am working for the Empire State Building and we want to create an itinerary for the Empire State Building so let's say this itinerary will be the top things to do around

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the Empire State Building replace that with whatever it is that you represent so of course I would want to have a make sure that the Empire State Building is on my itinerary so I'm going to do is I'm going to browse my, my venue here so Empire State Building,

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and I can quickly just add it to my itinerary and you can repeat this process for whatever you want to add on your itinerary or of course if you find what you're looking for down here, it's as easy as just adding the venue by clicking on this button.

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So, I know that those items may not be around the Empire State Building oh look they coincidentally happened to be so it kind of works out. But, roll with me here so we have here my itinerary so I am the Empire State Building I'm creating my itinerary.

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And now what I'm going to do is instead of entering sweeps. I'm going to click on this link here that says official NYC and company collaborator click here.

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This is specifically made for everyone on this call, I'm going to name my itinerary so Top Things to do around the Empire State Building excuse that title I'm sure we can make that a lot better.

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I'm going to click on Continue. And that's it. That is how easy it is for everyone on this call to create an itinerary on behalf of your organization's all you would do next is just send this link that is generated on the spot to this email address, we

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will send you all of this information I just wanted to make sure to run through it now just so that you can see and See also how easy it is I'm personally really excited about this, and I'm excited to see what everyone here comes up with, but that is

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basically it that is our website experience for the campaign, it is an itinerary platform where users can browse itineraries made by others, where users can create their own itineraries and where you will can create your own itineraries, and we invite

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you to do so and we'll tell you more about that as, as well as the sweeps in a second. so now I will hand it over to be Scott.

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Thank you, Miguel, and yeah, we are really really excited not only about the user experience on our side but also about the fact that you guys can be part of it, and we promise you towards the end of this presentation where when I walk you through this

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step by step process of all the ways you guys can get involved, including these itinerary p. So, you will will, and that will be sent to you as well. So just real quick on the consumer sweepstakes we launched these last Thursday and it will be running

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for eight weeks, so we will be randomly selecting two winners for week one for those that choose to build their own itinerary following the process that Miguel walk us through.

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And then another winner for those that are choosing to browse existing itineraries whether they are from an English and company staff member or a celebrity or in this case your business once we start getting those submissions in the price will be true

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for two and a 1500 dollar MasterCard gift card to make that itinerary happen. We've seen amazing traction so far and we are hoping that it will continue to be that way.

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I believe we're now talking about content so Sandy if we can go to the next slide please. Oh, I'm sorry we're talking about influencer and social media strategy, passing back to Jason.

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Hello again everyone, so yes so influencers, as I mentioned previously are going to be a big portion of the campaign as well. We are starting with a diverse contingent of New York City based influencers.

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We will be asking them to create itineraries, and then actually go and do some of those things and share them in their channels, utilizing our hashtag, it's time for NYC.

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So, you know, we really feel like as I mentioned before, it's important for people to see that New York City is alive and its vibrant so we're going to be asking these influencers to inspire people and show what's happening on our city streets.

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We will be promoting these.

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These influencers in their itineraries to our channels as well. And then these influencers will be asking people not only just to see what they're doing, but to come to our website, build their own itinerary or enter the sweepstakes for a chance to win.

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Well, we'll start locally with New Yorkers we will be bringing in influencers from around the country and ultimately around, around the world

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to be joining in as well. For the next slide.

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While we do have a inexpensive paid media approach that will include social media we also have all of our organic channels, which we've already started activating so last week, we announced the campaign we've announced the sweepstakes we've shared our

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teaser video which you saw earlier in the presentation, and that will all continue to roll over months. But one of the things that we're also very excited about is, we will be featuring itineraries itineraries from notable New Yorkers from our employees,

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as well as the business community, and influencers as well so we will be sharing those out organically throughout our channels and kind of picking the best of the best a feature.

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Over the course of time as a great way to kind of show what other to inspire people, and then they get them to want to come over to our website, enter the sweeps and and create their own.

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Additionally, we're asking people to take photos as they explore new york city share them in social media with the hashtag It's time for NYC. We're always looking for the best of the best to reshare in our channels.

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So now passing over to john for to discuss content is Jason.

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Thanks, Jason. I'll be quick.

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So as many of my colleagues have discussed the campaign is most sales, producing a ton of content moving forward throughout the year. In addition to the TV commercial itineraries advertising, digital and social promotion the team will also be creating

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videos and other content in conjunction with our agency partners, punch projects at what we're calling tentpole moments throughout the calendar year. We're looking to those inflection points on the city seasonal calendar as the right moments to inspire

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thinking like big summer events on the order of, you know, Macy's Fourth of July fireworks Harlem week for us open. When Broadway, or most of Broadway I should say reopens in September because three opens tember and everything that's happening for the

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holidays are working out the details right now. So stay tuned.

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I think I'm passing this back to Preska.

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Yes, thank you. jd.

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So, out of home met Jason mentioned this before, but we launched last week or out of home presence in New York City you guys will hopefully see it at crows at five boroughs.

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It will be promoting our sweeps and will also be incentivizing locals to invite their friends and family back to New York City. We are also activating our out of home presence in the northeast, we're going to be very heavily investing in out of Home media

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in these region, and also us domestic across our key feeder markets eventually we will roll these out to our international markets as well. And depending on the location, it will be the message that we are promoting but again hopefully these will nice

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will be a nice added value on top of all the digital efforts that we're doing. If we go to the next slide please.

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Well, we're also very excited because yesterday we launched our partnership with Tripoli ne we've been working on these partnership for months now and we are really happy to be launching it.

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We are going to be targeting 8 million regional visitors with special in yc offers and packages. As you guys can see, we will have a pretty extensive footprint in the Northeast region, and some of the promotional channels that we will be activated on

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both ends will include pay the detailed travel agent training and email marketing. We also launched with them a co branded summer guide that features things to do throughout the five boroughs.

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We will continue to expand our relationship with the travel trade, not only in the US but internationally. By partnering with airlines LTA it's unreal bros, we really really rely extremely on them to be the ones driving incremental be sufficient in New

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York City, we do not have that capability so we really, really the value that they bring to the table is that booking and conversion capability so we will continue to to expand our partnerships, and we'll we'll keep you posted about that.

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International we were mentioning these before but if we are ready to start international promotion, Mexico is going to be our first international market which is really, really exciting some of the considerations that we are keeping in mind include for

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the restrictions travel readiness and geographic proximity so makes it was a very obvious first market to have our international promotion in, it will it will be followed by kinda selected countries in Latin America and the UK and Europe when applicable,

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The campaigns will include co branded language promotions with leading airlines through operators I know ta says that it was mentioning before accuracy a detail, email marketing and travel agent training you guys are seeing an example of what the out

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of home creative looks like in Spanish, but hopefully it will come with a nice call to action or promotional fair from a leading or line in the market.

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Okay, so this is where it gets really exciting because we're going to walk you through the different ways where you guys can really come on board and help us amplify the reach of these campaign and also have fun while doing it so I want to share my screen.

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Can you guys see it now. Okay, so we are very excited and proud to introduce to you our business toolkit, our creative production and product team have been working on these around the clock to make sure that it was ready for you guys today we are, I'm

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going to skim through some of the sections on this toolkit, because they're repetitive, and we have cover some of these information in the presentation, but really the goal is for you guys once you receive the email today with the link to access the toolkit.

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the goal is for you guys to be able to just forward that are sure that we've any member of your team that will be working on implementing these toolkit.

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So we are making sure that we're providing them with all the relevant information that they will need to use it so I will skim through some of the sections that we have already cover, and we'll walk you through the specifics of a new sections that we

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haven't covered yet.

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So again, this is just a very quick introduction of the campaign, what it means that significance that he has.

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So again, anyone that is not attending this call that will be receiving the toolkit or that you guys will be forwarding the toolkit to can use read this and have a clear.

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Big Picture understanding of what the campaign is all about.

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Same thing with the campaign created this is a manifesto that he learned, read through before.

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See, here's a simple visual expression that you guys saw before as well. But we want to showcase the richness of it and how fun and color fully days.

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And this is worried gets a gets more exciting and this is where we start to tell you guys how to get on board so NYC goal.com. This is a, an overview of the itinerary building tool and the sweepstakes process that Miguel, walk us through, as we said,

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the sweepstakes are running through August 19, and every itinerary that will be featured on our side is eligible for sweeps, as long as it makes it on our side before August 19.

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Here is the step by step process of how you can submit your itinerary so this is a freedom process of what Miguel walk us through. As you guys can see we're trying to keep it super super clean and super simple so that you or anyone on your team that is

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going to be doing this can understand what what process needs to be follow but of course if you guys first of us have any questions along the way. We're also providing you with an email with an email address that you can, where you can set all the request

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was or reach out to us at any time will be happy to answer those questions, just really quick to add into what Miguel was saying, we're only allowing one itinerary for business and we really really encourage you guys to submit your itinerary.

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We're trying to keep all businesses are all itineraries to a maximum of 10 venues, we don't want to overwhelm the users, but we want to make sure that you're featuring your business and things to do in the neighborhood.

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And we're asking you that if you want to be part of this week's prize pool to submit your itinerary no later than August the second because we do need to allow our team to review those itineraries and to build them on our system so that they can be source

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based on our site. Again, if we do receive them before August 2, they will be feature owner on the landing page, and people who are browsing that itinerary will be able to enter for an opportunity to win that experience.

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So digital and social media, we are giving you guys some suggestions and some suggested copy or for how you guys can support the campaign or how you can get on board and voted for your business needs on social media so we're sharing with you.

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Some suggest that go pee in case you want to share our evergreen campaign message and we call it evergreen because he's not really timely so really you can share it anytime you want.

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We are really encouraging you guys to use it, it's time for NYC cash sec. every time you are posting about the campaign or welcoming visitors back. And we're also giving you some suggested a copy of how you can customize this message to adopt it to your

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business needs.

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You can also promote your itinerary and we're giving you some suggested copy of how you can do it so once you submit your itinerary here is a suggestion on how you can promote it are closer social media channels, And we're also giving you a suggestion

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if you want to create your own giveaway, feel free to the way to we're even encouraging you guys if you want to partner up with some of the businesses that run your own business, and maybe have some like special discount or promotion for those visitors.

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This is just a way another way for you guys to to promote your business and promote your itinerary.

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Social media extra so our creative team was able to put together these super fun speakers, you guys can use them if you're posting on Instagram stories and let me show you what they look like in action, they are really really fun.

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Remember we're going to give you access and you'll see it throughout the toolkit to these high resolution assets so you will be able to download them and use them on your own.

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Instagram stories when posting about the campaign or posting about welcoming visitors back email signature. We are all, you will see it in the upcoming days every time you get an email from a staff member at NYC and company will will be using the signature

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of we're asking you to be part of it and join and join it and use it and use it on your business as well.

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merchandise on signage so we are giving you some fun ideas of how you can use these assets to create non commercial merchandise so this is if you want to grade A t shirt for your staff members for your front desk stuff.

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These are just again some fun ideas but do you guys can customize it with call or send different things you will be having access to these hybrid solution assets so that you can print them.

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But we do ask you to keep it as true as possible to what we are providing because remember the goal of these two kids to make sure that we are welcoming visitors on their a very consistent voice so you know like we are encouraging you guys to use it as

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much as possible and to have fun with it but also to stay true to the branding that we have put together.

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Same thing for tote bags if you guys want to create it. These are just some fun examples of what it could look like window decals Fred mentioned this in the beginning of the call and we did this for all in, and the first time we tried and it was a very

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successful they've heard West two years ago with World pride. So we will be sending all of our members window Biko that says it's time for New York City, you're always welcome here.

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So we're asking you guys to display these in a very high traffic area so that everyone old the VC tourists and locals that go through your business can see it and feel welcome.

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So, if you haven't received it by August six we are asking you to send us an email so that we can address that ASAP but we will be sending them to to all of you in the upcoming days.

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So finally we are asking you. We're providing you with some vendors that we have worked with, they have been notified as well so you have their information here you can reach out to them in case you want to print your own window decals if you want to

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create your own non commercial merchandise you can reach out to them they have been informed. And these are people that we trust them that we have worked with in the past.

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So again, we're really hoping that you guys can embrace it and adopt it and come forward with it. You will receive an email later today with the link to download the toolkit.

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And again, if you have any any questions you'll find the email address throughout the toolkit so that you can reach out to us at any time.

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I think I'm going to send it back to Kelly, to wrap it up.

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Thank you. Thank you.

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Oh, Nancy. No, no. All good, I just wanted to thank everybody again, and I think guess Kelly's coming back on. I think if you have any questions. We are all ears.

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Hi there. Thank you, Nancy Thank you Preska. I'm just wanted to open it up to anyone who has questions regarding the tool kit or regarding the campaign and how you guys can participate.

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I want to thank the team for all of their hard work. And thank you so much for taking the members through the tool kit.

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Today, we will be sending an email with this tool kit to all of you.

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Later today. And when you go through the tool kit that Preska just took everyone through there are specific emails in there if you have specific questions regarding fonts or creative, and of course you can always reach out to anyone in the membership

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department and we can help you out with that and there are a few questions in here. Nancy one of them is, what's the end date for the campaign.

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We are continuing to campaign, at least at the end of the year.

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We do anticipate international starting with Mexico as we mentioned, the rollout from their internationally needs to be monitored so we do expect, we will be rolling out international markets at least through q1 of next year, and then hopefully at that

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point worse, worse on signing it but we just want to keep on top of how the markets are rolling out and remain flexible through that time so for now I'll say at least through q1, but we'll we'll keep you posted.

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Okay, great. Um, here's a good one. Um, if we submit an itinerary that includes our business, who absorbs the cost for this sweepstakes redemption.

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We will all the costs. Either way, so we are carrying the sweepstakes and basically what's happening from a pricing perspective since there's so many variables and how people are creating itineraries we could have someone that submits 20 things on an

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itinerary. And, you know, we don't want to temper that we're giving them for the prize the flight the hotel and then 1500 dollar MasterCard gift card to bring the itinerary to life.

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So it's just a more streamlined way of delivering on the promise and giving them, and encouraging them to, to buy what's on their itinerary. Truthfully, once they get here they could use that for spending money on other things but it's really a more efficient

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way of fulfilling the prize and we will be shouldering that cost, and anything that happens in our website.

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Thanks Nance.

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There's a question I understand window decals will be provided to the members but can we as a chamber, get them printed to disseminate to non NYC and company members.

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I think that we have a good amount of decals Preska Can you help with that one and I also think that that we can supply the creative, if, if there's a very large quantity needed I think we could probably handle those one on one.

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That is actually Kelly part of the brand assets that we are sharing with you guys. So, if you want to print more the girls or even if you want to upgrade the, the ones that say it's time for Brooklyn or like borrow specific ones you guys can do that as

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well. So on the tool kit you will see a link to download all the fiber solution brand assets to print your own decals and on those vendors that I was walking guys through, you will see some of them are specific for Biko printing so you can reach out to

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them, they have our files already so you can just say you know I want to order, X number of the Vico that says it's time for Brooklyn or a burger evergreen one so yeah that will be part of the run assets that you will have access to.

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And then a lot of ways Preska This is similar to all in where you know the flat iron bid were Time Square Time Square did banners on their own. That said, all in Time Square.

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Is that right, Yeah, no, well we you guys will see again, all the different assets that you will have will have a local, as we call it, that says it's time for New York City.

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there to stay true to their branding, because the whole goal is to make sure that we look like the same consistent, you know, kind of like welcoming salvation for everyone that's coming to New York City so yeah you can play with it and have fun with it

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but we're also asking that if you're really close to mice or want to customize a load. Some of the assets that we're providing just reach out to us, work with those will help you close to mindset to make sure that it meets your brand needs, but but it

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also stays true to the branding so if you can reach out to us, you'll see the email information there. That would be super helpful.

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Great. And I see Jim Mooney Jim will connect with you separately. You have a great point about Costco travel who's initiating programming so we'd love to connect with them, Luis Alvarado wants to know how we how we get the decals and will be mailing the

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decals out right.

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Yes. Okay, perfect.

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There's a question about hotels partnering with hotels for sweepstakes, whether it's contingent upon the itineraries Nancy Do you want to take that one.

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I'm not sure I understand the question. Yeah I know the whether or not you submit an itinerary will not have any impact on the, on the pricing Prisca I think we have the fulfillment of the pricing, from the hotel perspective, already situated right

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yes and then our promotions agency will also need to work with the winners to accommodate you know what their itinerary includes only a winner wants to stay in Brooklyn will try to make that happen but when you're wants to stay in Queens will try to make

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that happen. So, we will need to take it on a winner what by winner basis.

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Just to make sure that we are accommodating their itinerary as much as possible.

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Keep re, there's a question. If I submit an itinerary does it stay live on our website until December 31.

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We go you want to take that one.

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Yes, just continuing on that that previous question Kelly, if you don't mind, there was another question.

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by Mandy.

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Thank you. First of all, for your kind words The question was among the build your own, and I'm not sure how to see more than for the for hotels, restaurants, etc listed on the main page that is a really great question and I just want to make sure we

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covered this. Before we move on, so you can search the entire website for any venue that you'd like to add to your itinerary you're not limited to the recommendations, under the build your own your own itinerary section.

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Those were just some quick recommendations to, to, to help get you started but you can use our global search feature on the entire website and add from any point using the Add to itinerary button and then to go back to the question that was just asked

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if these itineraries are going to be eligible for the sweeps if they are submitted to us by August 2 at once the sweeps ends and mid August. The itineraries will continue to live on our website.

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Just without the sweeps component so they'll just continue to be on our website as content, of course, unless anyone would like us to remove them but they'll just continue to live on we want to create this itinerary a platform that lives, beyond the camp.

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Thanks Miguel thanks for catching that one too. Um, thank you for a lot of the positive feedback.

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That is in the chat and I think most, I think we've covered the questions about the campaign, and a Jackie Bernstein event activations in the campaign, how can we event production destination management company be a part of.

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I think it's really the same for anyone if you were you guys are welcome to submit an itinerary that could include an event that you're either developing or working on.

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That's really the best way me primarily what we have in the end, and I think it's also addresses the next question we're asking people to choose from what's on our site but there's a lot on our site.

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So I would encourage you to look and do a search, and that's that's how the tool works that we need to have a landscape of things to choose from and so all the things that are in our database are eligible for inclusion in an itinerary.

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And so assuming that's in there, there are there are exceptions, we can make to add certain things so you need to, you know, let us know if there's something missing that you feel strongly about but ultimately that's what we're asking everyone to just

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choose from what's on on the site now across the site. And if there yeah so Jackie, that that would be that would be the best place to start. And you're welcome to create an itinerary that features one of your events.

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That's probably the natural most natural way of doing it or on your own social channels. If you kind of want to get more customized from there. So I hope that answers the question.

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That's great. Thank you, Nancy.

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And I think, again, we've covered all the questions related to the campaign. Again, everyone will receive an email later on today with information, and the toolkit.

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We really hope that you are as excited about this, as we are.

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It's been a really tough year more than a year of lockdowns and social distancing, and so it's time to reengage with our city to invite our visitors back.

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It's time for all of you to create an itinerary. It's also time to have our first in person business card exchange, and we are planning that for July, 8 Thursday at the new Margaritaville resort Time Square, because it's time and it's five o'clock somewhere

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so we hope to see you all there, and invitation will be in your inbox shortly. And we'll have a special guest for that business card exchange Senate Majority Leader Chuck Schumer will be with us.

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So as Fred mentioned earlier, we owe him a great deal of thanks for creating the avenue to allow tourism promotion to be eligible for relief funds, so he'll be joining us on the eight, and we thank you all for your support throughout the year we thank