

DISCOVER
LONG ISLAND®

ANNUAL
REPORT

2025







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LONG ISLAND

Where Golfers *Be* LONG®

HOME OF THE 2026 U.S. OPEN



USOPEN

OUR MISSION

Discover Long Island is the region's only accredited Destination Marketing Organization (DMO), charged with advancing Suffolk County and Long Island's thriving \$7.9 billion visitor economy, a powerful driver of regional economic development, for more than 47 years. Tourism on Long Island supports 78,400 jobs, making it one of the region's most vital economic sectors. As a private, not-for-profit 501(c)(6), our organization works to ensure Long Island's coveted quality of life, flourishing industries, and dynamic destination assets are elevated on a global stage.

With an in-house team of experts in video production, content creation, journalism, graphic design, and social media, each specializing in the hospitality and tourism industries, we produce award-winning campaigns and compelling storytelling designed to inspire travel to Long Island and support the region's small businesses. Our prolific social media channels, original YouTube content series, and the Long Island Tea podcast collectively generate views of more than 65 million, connecting audiences with the people, places, and experiences that make Long Island a premier destination.

As a modern DMO, our role extends well beyond marketing, it encompasses strategic sales, advocacy, placemaking, and industry leadership. Guided by data-driven insights and market analytics, our team promotes Long Island as a year-round destination, expanding visitation beyond peak seasons and positioning the region to compete for leisure travel, luxury markets, group tours, and high-value meetings and events. Our experienced sales team actively works to secure conferences, sporting events, and group travel business at Long Island hotels and venues, generating overnight stays and meaningful economic impact for the region's hospitality sector and small businesses.

Working closely with Suffolk County leadership and tourism stakeholders, Discover Long Island also elevates awareness of the region's cultural institutions, award-winning culinary scene, charming downtowns, farms, beaches, and recreational assets—ensuring both visitors and residents benefit from a thriving tourism economy.

Discover Long Island remains dedicated to strengthening the region's visitor economy and ensuring tourism continues to generate jobs, support local businesses, and sustain the exceptional quality of life that defines Long Island.



Dear Discover Long Island Stakeholder,

On behalf of the Board of Directors, I am pleased to present Discover Long Island's Annual Report, highlighting another year of growth and momentum for Long Island's visitor economy and the collaborative efforts strengthening tourism across Suffolk County and the greater Long Island region. This past year marked continued progress for Long Island's tourism industry, one of the region's most important economic sectors. Throughout the year, Discover Long Island remained focused on elevating the region's global profile, supporting local businesses, and reinforcing tourism's role as a driver of economic activity across our communities. Through strategic collaboration with Suffolk County leadership, industry partners, and stakeholders across the region, we continued to expand opportunities that benefit residents, businesses, and visitors alike.

Over the past year, Discover Long Island and the region experienced success on multiple fronts. From welcoming more than 940,000 unique visitors to DiscoverLongIsland.com to achieving a 77% increase in year-over-year campaign visibility, our marketing efforts continued to inspire audiences across the country and around the world. Campaigns such as "Fall for Long Island," promoting shoulder-season travel in partnership with Long Island MacArthur Airport, our winter "You Are Here" initiative, and original storytelling through the Long Island Tea podcast and News12's The East End helped reinforce Long Island as a compelling year-round destination.

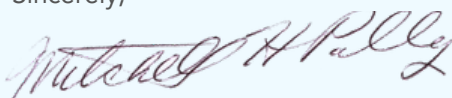
At the same time, Discover Long Island's sales and communications efforts built strong momentum across the tourism and hospitality sectors. Our team played a key role in preparing for the Ryder Cup, while also supporting major events such as the FASNY Conference, earning recognition as "Best NYS DMO" from NYSTIA, and securing high-profile media placements including *Forbes* and *Condé Nast Traveler*. These efforts elevated Long Island's national and international profile while also generating new leads that placed the region on consideration lists for future sporting events and competitions.

Discover Long Island also remained committed to strengthening partnerships that enhance the visitor experience and the economic impact of tourism. Highlights included the launch of our Arts & Culture Grant, continued collaboration with the Shinnecock Nation, and celebrating the success of our hospitality partners throughout the region. Our advocacy efforts continued to reinforce the importance of tourism to the local economy while strengthening collaboration with Suffolk County leadership. Initiatives such as the Suffolk County Parks and Downtowns commercial segments airing on News12 further showcased the vibrant experiences and communities that make Long Island a destination worth exploring.

As we reflect on the past year, we extend our sincere gratitude to our stakeholders and partners across the tourism community. Your collaboration, investment, and support remain essential to the success of this work and to the continued growth of Long Island's visitor economy.

While the organization continues its leadership transition, the Board remains confident in Discover Long Island's strong foundation, talented team, and strategic direction. With the continued support of Suffolk County, our industry partners, and the broader community, we look forward to building on this momentum, welcoming visitors from around the world, and ensuring Long Island continues to thrive as a destination where people come to explore, gather, and experience the very best our region has to offer.

Sincerely,



Mitchell Pally
Interim CEO & President

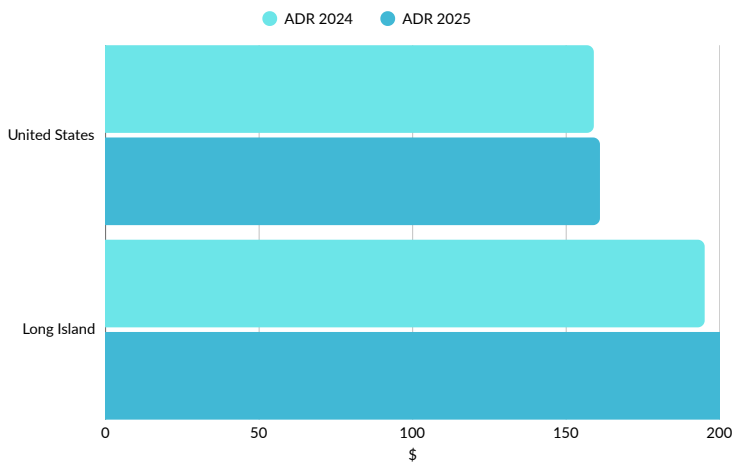


Sharon Wyman
COO

HOTEL PERFORMANCE

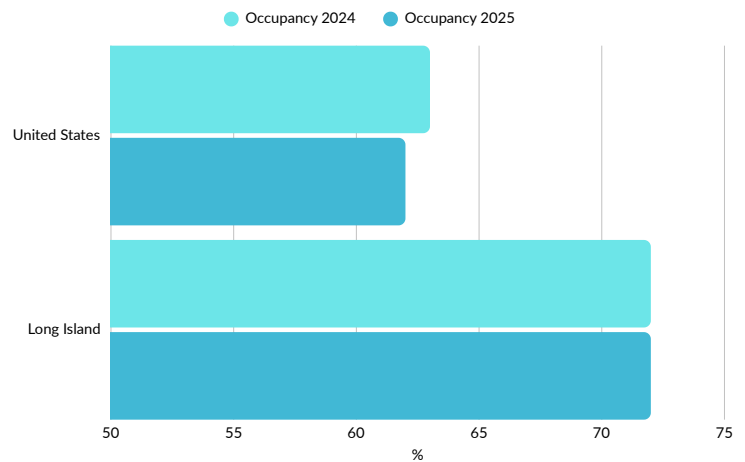
Luxury beachfront suites, a trendy boutique hotel in the heart of a bustling village, a historic bed & breakfast nestled in farmlands, a campsite under the stars, or a cozy waterfront inn are only a few of the unique settings that Long Island has to offer.

AVERAGE DAILY RATE [ADR]



ADR outperformed the national average with revenue performance [RevPAR] steadily increasing year over year.

OCCUPANCY GROWTH

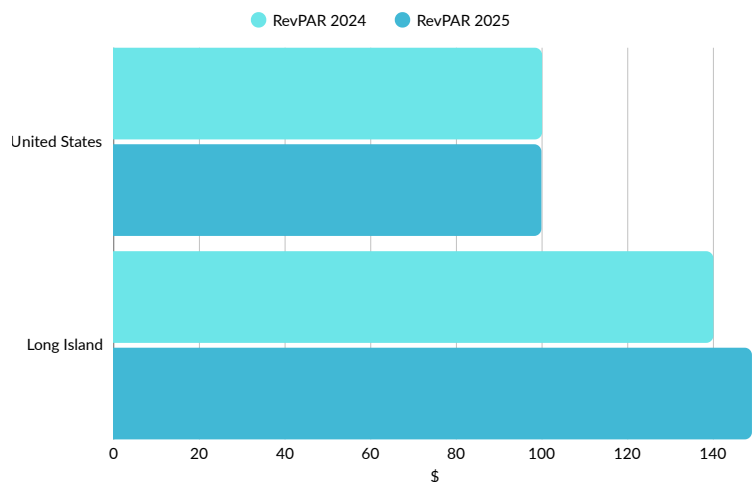


Comparison of total hotel occupancy for the region, state and nation 2023-2024.

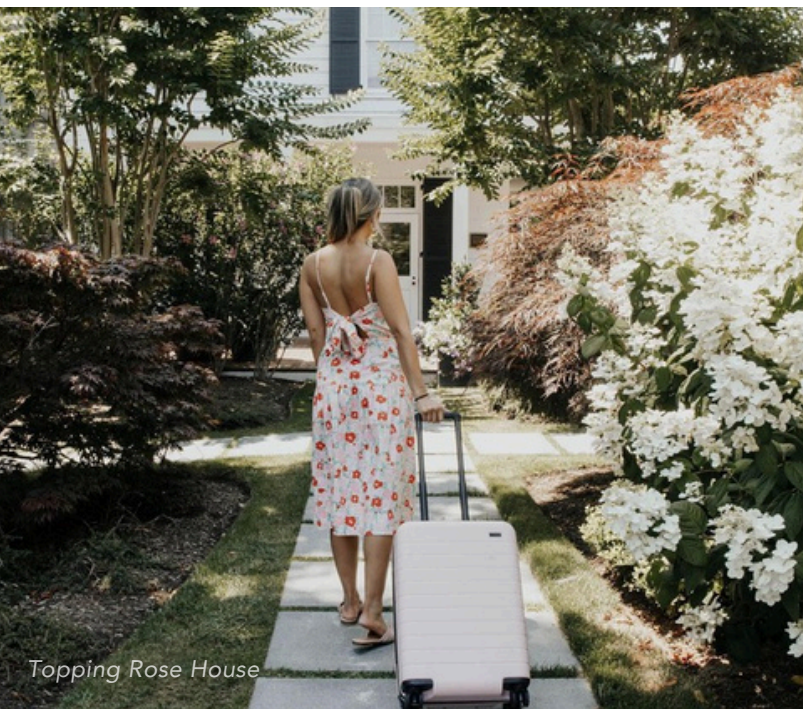
\$1,082

average tourism-generated tax savings per household

REV PAR



Long Island's RevPAR is 49% above the national average, showcasing strong hotel performance and growing appeal. This reflects higher demand, pricing power, and greater revenue per room.

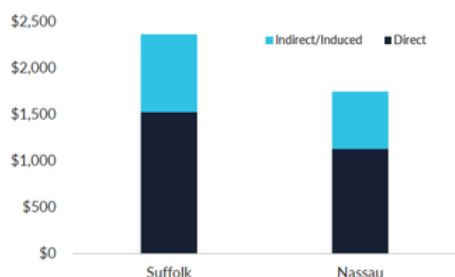


DRIVING JOBS & ECONOMIC IMPACT

Tourism plays a vital role in Suffolk County's economy, supporting over 42,000 jobs and generating \$2.36 billion in labor income. Additionally, the industry contributes significantly to public funding, with \$554.1 million in local and state tax revenue. These figures highlight the importance of tourism as a major economic driver, providing employment opportunities, boosting local businesses, and funding essential public services. Continued investment in tourism will be key to sustaining economic growth and community development in the region.

Personal Income, by County (2024)

\$ millions

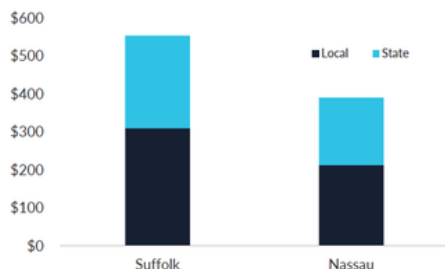


**\$2.36
BILLION**
in labor income

**\$554.1
MILLION**
in local and state
tax revenue

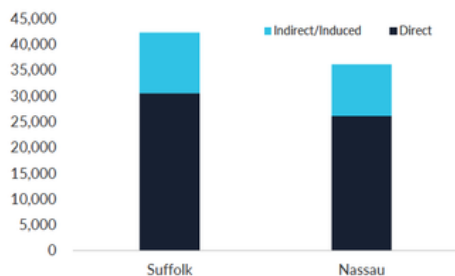
Tax Impacts, by County (2024)

\$ millions



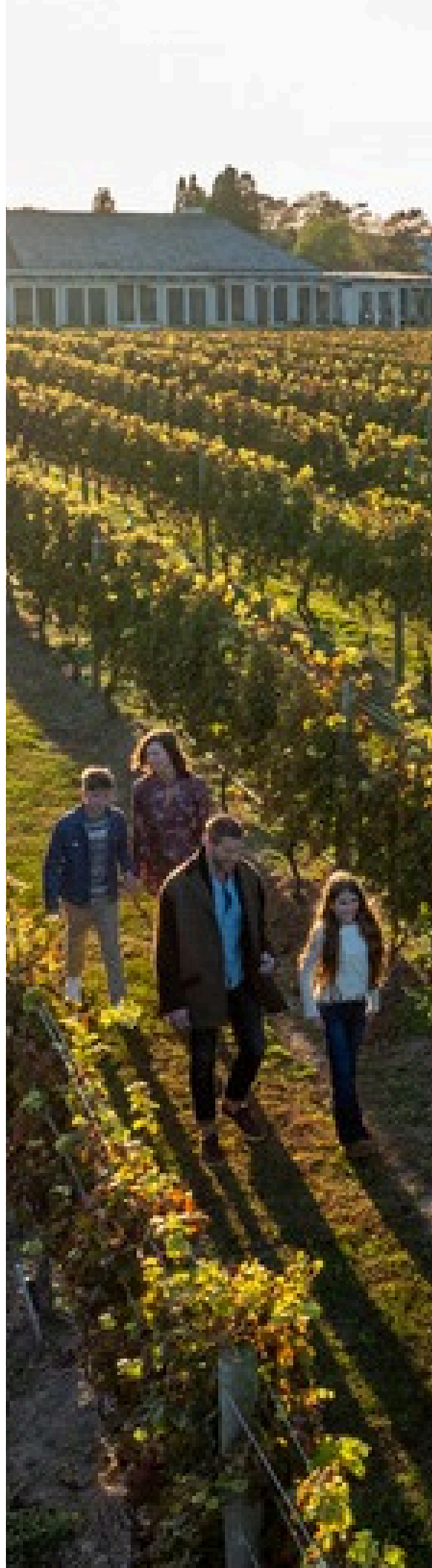
Employment, by County (2024)

jobs



42K+
total tourism-
generated jobs

Source: Tourism Economics



NUMBERS AT A GLANCE

\$7.9B

Long Island visitor spending record, an increase of \$400 million year-over-year.

\$554.1M

Local impact in Suffolk County tax revenue.



Tourism-related employment in the region reached 78,400 jobs, representing 4.4% of all regional jobs.



Suffolk County represented \$4.67 billion in direct sales.



Tourism generated \$554.1 million in Suffolk County local and state tax revenue and \$945 million total for Long Island.



Suffolk County constituted 59% of the region's tourism tax base.

VISITOR SPENDING

Discover Long Island uses resources efficiently and effectively for the benefit of the region and our members. A combination of public and private dollars allow us to leverage our revenue for maximum impact to the community.

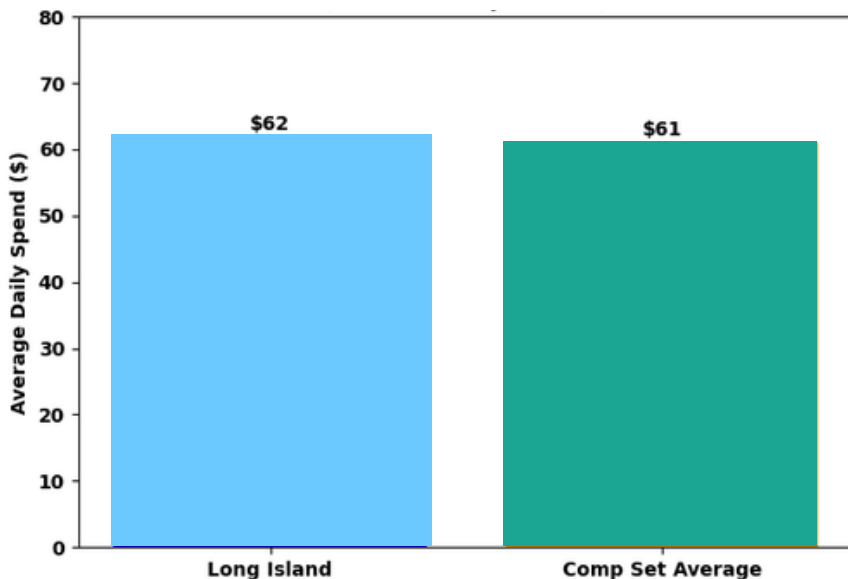
TOP ORIGIN MARKETS



TOP REASONS VISITORS TRAVEL TO LONG ISLAND:
Dining, Beaches, Farm Country, Shopping & Historic Sites



2025 AVERAGE DAILY VISITOR SPEND (ZARTICO SAMPLE DATA)



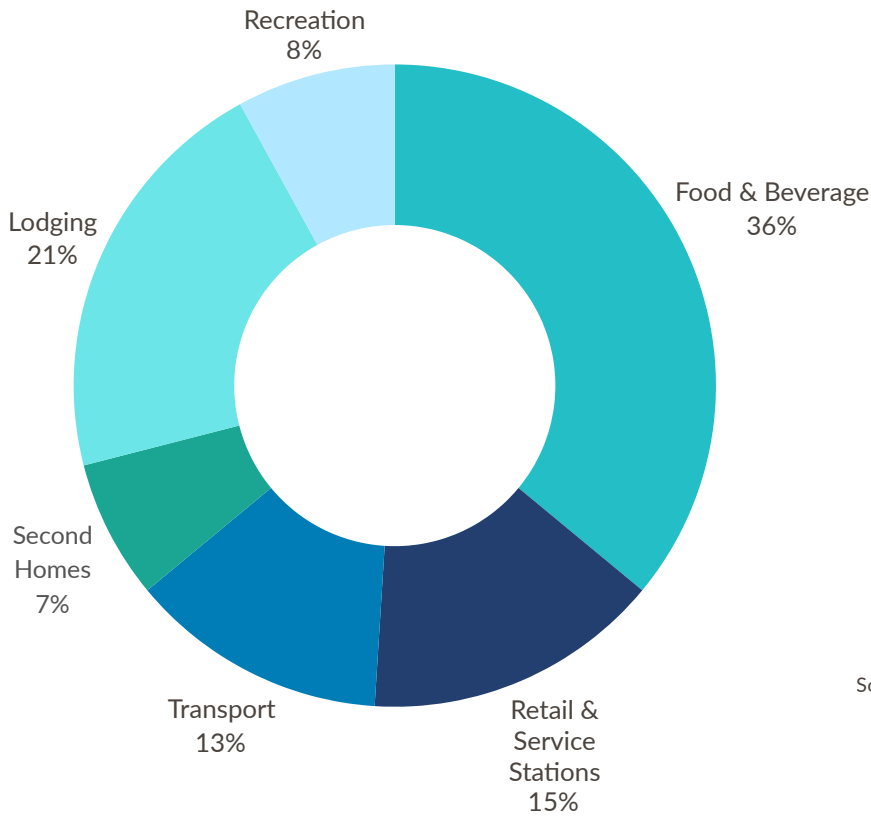
This data is based on a 2025 Zartico sample comparing Long Island to five comparable Northeast markets, with the competitive set average calculated across those destinations.

TRAVELER SPEND

\$400 MILLION

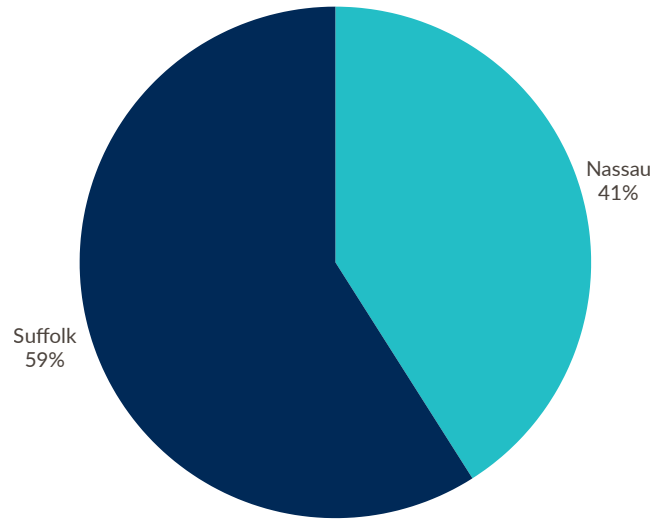
increase in tourism spend from last year

VISITOR SPENDING BY SECTOR



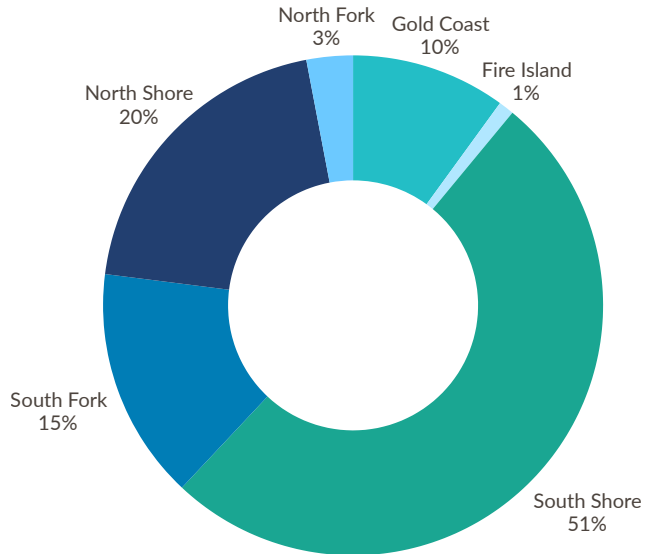
Source: Tourism Economics

VISITOR SPENDING BY COUNTY



Source: Tourism Economics

VISITATION BY LOCATION



Source: Zartico



LOCAL IMPACT

ACHIEVING EXCELLENCE

Discover Long Island is committed to making the region a vibrant place to visit, live, and work. We advance this mission by supporting Long Island’s tourism ecosystem—providing education, resources, advocacy, and networking opportunities that help local businesses, hospitality partners, and community organizations thrive year-round.

Our organization’s excellence has been recognized through multiple professional distinctions. Discover Long Island earned accreditation with distinction from the Destinations International Marketing Accreditation Program, reflecting compliance with rigorous standards established by the global destination marketing community. Individual team members have also achieved the Certified Destination Management Executive (CDME) credential, the tourism industry’s highest educational designation for destination leadership.

Globally, Discover Long Island is also recognized by the Destination Accreditation Program (DMAP) which serves as an industry distinction that defines quality and performance standards in destination marketing and management.



ADVANCING ECONOMIC DEVELOPMENT

Travel serves as the initial phase in forming perceptions, and Discover Long Island plays a pivotal role in fostering a favorable overall image of the region. This positive portrayal encourages consumers to regard Long Island as an attractive destination for visiting, residing, working, pursuing higher education, buying a home, and retiring.



MARKETING

Discover Long Island operates on the principle that the Long Island brand should resonate with its audience by intertwining research, values, and engagement throughout the entire consumer journey, employing a unified marketing strategy. Our goal is to elevate the creative message to accurately showcase the region's distinct value proposition, amplify brand awareness throughout the year, and promote visits during periods of lower demand.

238.4M
marketing impressions

77%
increase YOY in overall campaign visibility

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Spring Training												
Where You BeLong												
Ryder Cup												
Fall for Long Island												
You Are Here												
DiscoverLongIsland.com												
News12 The East End x LITV												



SPRING TRAINING

Our first-ever MLB Spring Training campaign delivered **102.2 million impressions**, amplifying Long Island's presence far beyond the ballpark. Our premium home plate signage didn't just reach fans in the stands, it appeared on national YES Network and ESPN broadcasts, along with high-profile MLB social media coverage. By combining in-stadium visibility with broadcast and digital amplification, Discover Long Island stepped onto a national stage, driving brand awareness among Florida residents and loyal New York fans alike while reinforcing ISP as the easiest way to start a summer escape.

102.2M
total impressions



WHERE YOU BELONG

Discover Long Island believes the Long Island brand should resonate with audiences by aligning research, values, and engagement throughout the consumer journey. Central to this strategy is the BeLong on Long Island campaign, our signature initiative that highlights the region's culture, personality, and heritage while inspiring travelers to seek experiences that match their interests.



ADVERTISING BY THE NUMBERS

51.1M
marketing
impressions

\$151:1
measured
ROI

\$7.6M
measured
visitor spend

THE RYDER CUP

Our Ryder Cup marketing strategy combined digital innovation, strategic partnerships, and immersive on-site experiences to position Long Island as a premier destination for golf enthusiasts. A dedicated Ryder Cup microsite and custom geolocation app provided itineraries, dining, lodging, and real-time recommendations to enhance the visitor experience. We amplified reach through a data-driven digital campaign targeting past and new visitors, streaming programmatic placements of our golf commercial, geofenced advertising at Bethpage Black, high-impact broadcast partnerships, national print in *Golf Digest* and *Business Traveler*, and a bold Carvertise activation. This multi-platform approach ensured Long Island's appeal resonated with domestic and international audiences before, during, and after the tournament.

ADVERTISING BY THE NUMBERS

21.9M

total campaign impressions

\$160M

projected total economic impact

\$20:1

measured
ROAS

\$975K

visitor spend

\$14.2K

total
transactions

I ♥ NY
iloveny.com

LONG ISLAND
Where Golfers *Be*LONG®

Home to this year's Ryder Cup at Bethpage Black, Long Island is where championship golf lives. Here, you can follow up your round with a sunset stroll on white sand beaches, a tasting in award-winning wine country, or explore Gatsby-era Gold Coast mansions. From iconic fairways to unforgettable adventures, Long Island is where golf meets greatness—and every moment feels like a winning shot.

DISCOVER
LONG ISLAND
NEW YORK

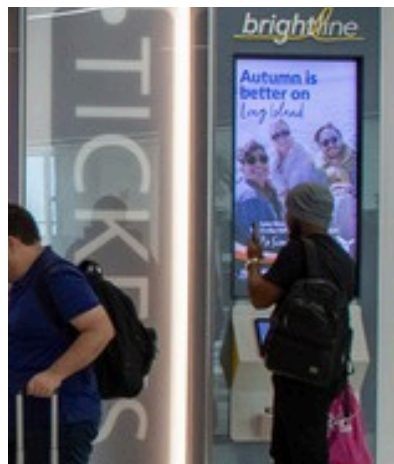
HOME OF THE
2025 RYDER CUP

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FALL FOR LONG ISLAND



Discover Long Island advanced the Short Flight campaign with a targeted push promoting nonstop access into MacArthur Airport (ISP). The multi-channel strategy included high-intent Google Search, AI-powered display remarketing, paid social, Hopper in-app placements, iHeart radio spots, and strategic digital out-of-home advertising in key markets. By encouraging visitors to skip the congestion of larger airports, we reinforced Long Island as an effortless fall escape filled with coastal charm, vineyard harvests, and charming downtown experiences.



Brightline Orlando campaign

ADVERTISING BY THE NUMBERS

24.1M

total campaign impressions

258

hotel room nights generated

\$79.1K

in hotel and flight sales

272%

increase in hotel room nights year-over-year

5%

increase in average length of stay year-over-year

YOU ARE HERE



Our winter “You Are Here” campaign continued to celebrate Long Island’s deep sense of community, culture, and belonging, by reminding residents that meaningful experiences don’t require a plane ticket, just a fresh perspective. Rooted in authentic storytelling and locally driven themes, the campaign highlighted parks and trails, charming downtowns, cultural institutions, wineries and restaurants, and the small businesses that define our neighborhoods.

The strategy combined high-impact creative with a strong local media mix, including partnerships with Newsday, LI Herald, Times Beacon, Schneps/Dan’s Papers, regional broadcast, WALK FM and other local radio stations, paid social, targeted search, and geo-fenced digital placements capturing audiences at seasonal events and community gathering points. “You Are Here” strengthened community pride, increased engagement with local attractions, and reinforced us as the go-to resource for experiencing our region year-round.



ADVERTISING BY THE NUMBERS

189

QR code scans
from print ads

16.9M

campaign
impressions

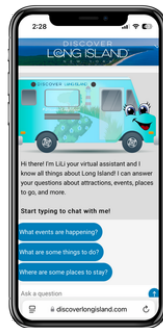
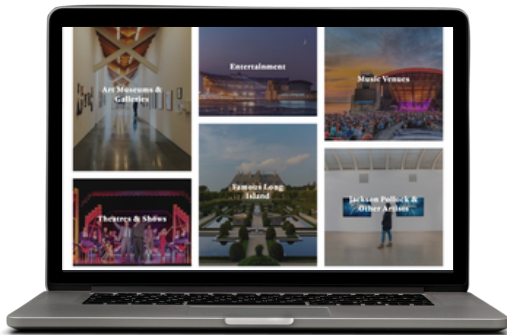
35K

new users on our
homepage

DISCOVERLONGISLAND.COM

DiscoverLongIsland.com is a dynamic, mobile-first platform designed for seamless trip planning, engaging storytelling, and direct access to Long Island's top experiences. Built to inspire and convert, the site blends immersive content with smart technology to drive visitation and partner visibility. Key features include:

- **Visual forward & user-generated content:** Powered by CrowdRiff to showcase authentic visitor experiences.
- **Interactive thematic map:** Tailored recommendations to help users plan attractions, dining, and lodging.
- **360-degree virtual tours:** Immersive previews of top destinations.
- **Curated itineraries & blogs:** Highlighting must-visit spots and seasonal activities.
- **Customizable partner landing pages:** CRM-integrated for real-time updates and maximum exposure.
- **LiLi, our AI-powered virtual concierge:** Providing real-time, personalized support and recommendations 24/7, while saving 166 staff hours through automated assistance.
- **Mobile-responsive design:** Ensuring a seamless experience across all devices.
- **Built-in booking engines:** Integrated with Ticketmaster and Book Direct for hotels to convert inspiration into confirmed visits.



Interactive Map

TRAFFIC BY THE NUMBERS

940K unique website visitors

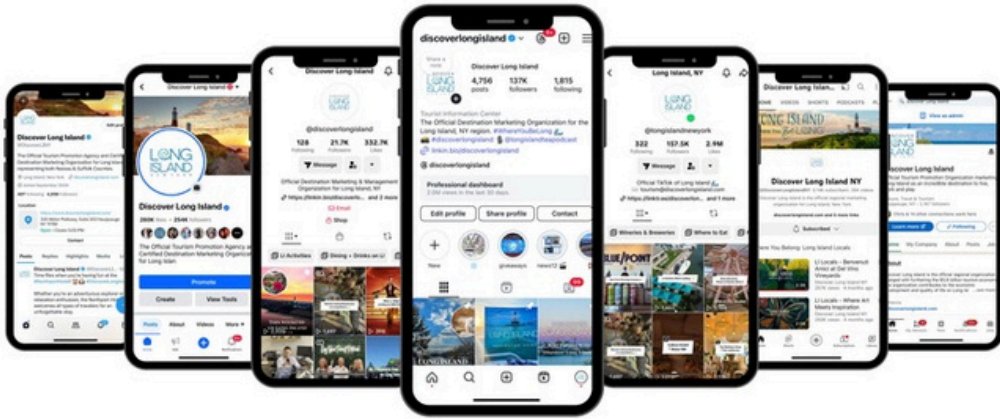
5,100 interactions sent to LiLi chatbot








CrowdRiff gallery

SOCIAL MEDIA

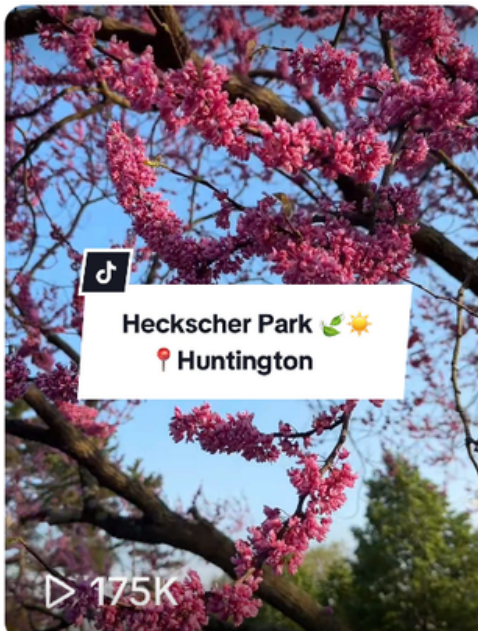
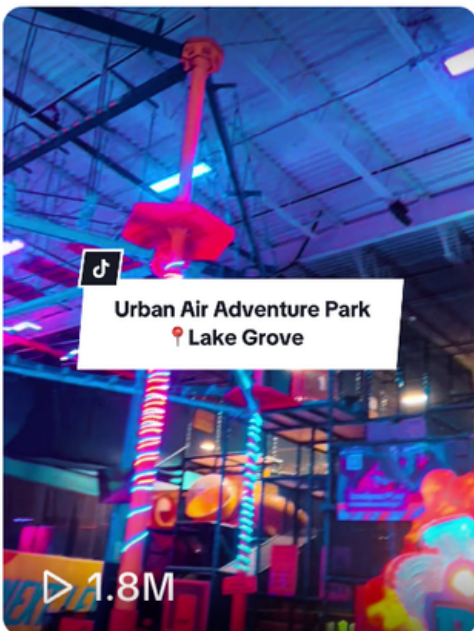
Our social presence serves as a trusted and valuable resource for both visitor and locals, fostering a sense of belonging and connection. Consistently creating engaging and lively storytelling that warrants consumer engagement, and being everywhere where our visitors are consuming content help maintain our reputation as the ultimate influencer for Long Island travel. A significant 60% of consumers perceive user-generated content as the most authentic and influential form of content when making purchasing decisions, emphasizing the power of genuine, brand-owned media.



OUR TOP CHANNELS

-  Meta (Discover Long Island) - 282K followers
-  Instagram (@DiscoverLongIsland) - 127K followers
-  TikTok (@DiscoverLongIsland) - 21.3K followers
-  TikTok (@LongIslandNY) - 150.7K followers
-  YouTube (@DiscoverLongIslandNY) - 7.1K subscribers

65M
social media views



ORIGINAL CONTENT

THE EAST END

Building on the momentum of the Long Island TV series, Discover Long Island continues its strategic partnership with News12's The East End, featuring custom segments hosted by Erin Colton, Joe Arena, and DLI's Brianna McEnroe. The series highlights standout tourism businesses and experiences across the region, airing throughout News12



networks across the Northeast and offering viewers authentic, insider perspectives on the best of Long Island. The ongoing collaboration has strengthened regional visibility across broadcast and digital platforms while continuing to position Long Island as a premier travel destination.

887K

estimated households reached

+13%

rating increase year-over-year

156M

estimated viewing minutes

LONG ISLAND TEA PODCAST

Long Island Tea, Discover Long Island's weekly podcast, explores local culture, seasonal events, and hidden gems while featuring notable Long Islanders, respected historians, and A-list guests to engage a loyal, travel-savvy audience. By spotlighting community voices and local storytellers alongside high-profile talent, the show offers both insider perspective and broad appeal. The podcast is further amplified through strong social media engagement, including giveaways for event tickets, hotel stays, and exclusive experiences.



642K+

total YouTube views

1.7M

episode views

115

countries listening in

COMMUNICATIONS & PUBLIC RELATIONS

Our communications and public relations team leverages partner insights to pitch timely travel stories across local, national, and international media, positioning Long Island as a vibrant destination for leisure travel and meetings. Through targeted media outreach and immersive FAM tours, the team brings authentic regional experiences to influential journalists and industry leaders, generating impactful coverage and long-term destination awareness. This year, PR efforts capitalized on major cultural and global moments, including the Gatsby Centennial, which positioned Long Island as the real-life inspiration behind the iconic novel through national pitching and Gatsby-themed FAM tours with I LOVE NY. The team also leveraged global attention surrounding the 2025 Ryder Cup at Bethpage Black, promoting Long Island as a premier golf destination through influencer collaborations, media activations, and partner promotions. International media partnerships with I LOVE NY further generated coverage in key markets including Germany, England, and Australia.

COMMUNICATIONS BY THE NUMBERS

50

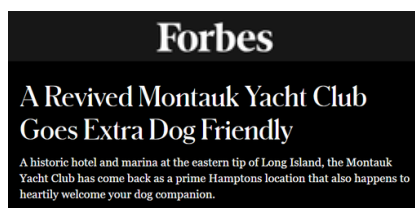
blogs published

287

earned media placements

50K

consumer newsletter subscribers



Press Hits



Consumer Newsletter & Insider's Guide Blog

FAM Tour

MEETINGS & SALES

A strong and strategic presence was maintained across the meetings, group travel, and international trade markets through participation in several tradeshows, conferences, and sales missions, alongside partnerships with over 10 key industry associations. From major domestic platforms such as ABA, Connect Marketplace, and Connect NYC to global stages including ITB Berlin, IPW, Brand USA Travel Week in London, and the I LOVE NY European Sales Mission, hundreds of one-on-one appointments were conducted with planners and tour operators, expanding Long Island's visibility and generating new business opportunities across corporate, association, international, and sports tourism segments. Beyond lead generation, significant support was provided for major event coordination surrounding the Ryder Cup, immersive planner experiences like the NECVB Fall Retreat in Montauk, and on-site concierge services for conferences such as FASNY, driving direct economic impact for hotels, restaurants, attractions, and local businesses. These efforts reinforced Long Island's reputation as a competitive, accessible, and world-class destination for meetings and group travel.

LEADS GENERATED IN 2025

266

number of leads

\$16M+

potential
economic impact

58K+

rooms requested

Long Island,
Where Meetings *Be* Long.

DISCOVER
LONG ISLAND
NEW YORK

From Gilded Age mansions with sweeping waterfront views to award-winning wineries and charming downtowns, Long Island is a four-season destination for meetings that inspire. Whether your group gathers for a fireside reception, a fall vineyard lunch, or a winter stroll through boutique-lined villages, every moment feels thoughtfully curated. With stunning backdrops and exceptional gathering spaces, Long Island offers a refreshing alternative to the expected.

DiscoverLongIsland.com

2025 TRADE SHOWS & CONFERENCES ATTENDED

NYSAE January Meeting
ABA
AAA Community Marketplace
IITA Summit (International Inbound)
MPIGNY + Metro NYSAE Winter Social Networking Event, Electric Shuffle
Connect NYC
NECVB Lunch
MeetNY – NYSAE
ITB Berlin
ESSAE Awards / Triple M
Destinations International Sales & Services Summit
MPIGNY Networking Mixer
NYSTIA Tourism Conference
NYSDMO In-Person Meeting
ESSAE Trade Show
IPW Chicago
NYPCMA Summer Social
MPI Golf Outing
SITE New York Chapter: Cooking, Cocktails & Connections
ESTO
American Cup
Connect / RTO Marketplace
Destination East – Northstar Meetings Group
NYSTIA Tourism Excellence Summit & Awards
MPIGNY Board Member Retreat
Ryder Cup VIP FAM Tour
I LOVE NY Reverse Sales Mission / FAM Tour
Brand USA Travel Week
NECVB Fall Retreat
Synergy Awards
Falliday
MPIGNY Casino Royale Bowling Event
PCMA Holiday Celebration and ACE Awards
NYC 5-Star Regional Marketplace – Beyond Collection Event at Canoe Place Inn



ACTIVATIONS



North Babylon Chamber of Commerce Kite Festival: Discover Long Island engaged families and community members at the North Babylon Kite Festival, which draws an estimated 14,000 attendees each year. The activation increased local brand visibility while encouraging residents to explore seasonal experiences and nearby attractions across Suffolk County.

FourLeaf Air Show at Jones Beach: At the FourLeaf Air Show, one of Long Island's largest summer events attracting more than 200,000 spectators over the weekend, Discover Long Island asked trivia questions for branded prizes and distributed 5,000 Inspiration Guides. This high-impact presence positioned beaches, downtowns, and local businesses top-of-mind during peak visitation season.



Hampton Classic Horse Show: The Hampton Classic, welcoming approximately 50,000 spectators annually, provided direct engagement with an affluent, high-value audience aligned with luxury travel and equestrian tourism. The activation reinforced Long Island's reputation as a premier coastal destination for world-class events.



Suffolk County Oyster Jamboree: With thousands of seafood enthusiasts and community members in attendance, the Suffolk County Oyster Jamboree showcased Long Island's maritime heritage and thriving culinary scene. The event created a strong platform to promote waterfront communities, local shellfisheries, and fall travel experiences.



Catholic Health Suffolk County Marathon: The Suffolk County Marathon attracts more than 2,500 runners and thousands of spectators, generating overnight stays and restaurant traffic across the region. On-site engagement highlighted Long Island's outdoor recreation assets and strengthened our positioning as a destination for sports tourism and active travel.



AWARDS

At Discover Long Island, recognition from our industry and the broader community reinforces the impact of our mission and the value of our work. Awards not only celebrate our team's dedication and innovation, but also elevate our presence and enhance visibility of Long Island as a premier destination. Each award is a testament to the passion we bring to promoting the region, strengthening the local economy, and uplifting the people that make Long Island unique.

2025 AWARDS RECEIVED

- FMC Folio Awards, You BeLong Series
- Telly Awards
 - Curry Club at SaGhar, under General-Culture & Lifestyle: Silver
 - Little Ram Oysters, under General-Online Series, Shows & Segments: People's Telly Bronze
 - Long Island: Where You BeLong Series II, under Campaign-Travel & Tourism: Silver
- NYSTIA, Best NYS DMO
- HIALI Business Achievement Awards, Finalist
- Webbys, You BeLong Series, Honoree



LOOKING AHEAD



THE U.S. OPEN AT SHINNECOCK HILLS

With the U.S. Open returning to Long Island, we will execute a comprehensive destination marketing strategy to maximize global exposure, drive overnight stays, and support local businesses. Through targeted media, strategic partnerships, and immersive visitor resources, Discover Long Island will ensure the championship delivers lasting economic impact and reinforces our reputation as a world-class golf destination.



LONG ISLAND 250

As the nation approaches the 250th anniversary of the United States, Discover Long Island will play a leading role in commemorating Long Island's rich Revolutionary War history and cultural legacy. Through strategic partnerships, storytelling, themed itineraries, and statewide collaboration, the initiative will drive heritage tourism, elevate awareness of historic sites, and position Long Island as a key destination in America's semiquincentennial celebration.

Long Island, Where You *Be* Long.



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[DISCOVERLONGISLAND.COM](https://discoverlongisland.com)