

DISCOVER
LONG ISLAND®
NEW YORK

ANNUAL
REPORT

2024



Photo Credit: Rachel Choy



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OUR MISSION

Discover Long Island is the region's official and only accredited destination marketing organization, charged with furthering Suffolk County and Long Island's thriving **\$7.5 billion** in visitor economy, for more than 45 years. 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 promoted on a global level, supporting economic activity and development, and benefiting residents and businesses throughout the region.

With an in-house team of masters in video production, content creation, journalism, graphic design, and social media – specializing in hospitality & tourism industries – we produce award-winning content and campaigns designed to attract visitors to our destination and area businesses. Named “Best Social Media” in the nation by leading industry authority: US Travel Association, our **11 prolific social media channels**, our original content YouTube series, and the Long Island Tea podcast have earned a reach of over **10 million**.

To further drive overnight visitors to the region, an experienced sales team is dedicated to attracting high-value meetings and events to Long Island hotels, generating significant annual revenue. In addition, we work with Suffolk County to ensure our residents are aware of the tremendous availability of programs and facilities for their enjoyment.

Discover Long Island is dedicated to strengthening the region as a sustainable destination and contributes to the economic development and quality of life on Long Island.

DISCOVER
LONG ISLAND[®]
NEW YORK



Dear Discover Long Island Stakeholder:

I am thrilled to present to you our annual report for the year 2024, a testament to the remarkable strides and successes we've achieved together as we continue to champion the wonders of Suffolk County and the greater Long Island community to the world.

As we reflect on the past year, it fills me with immense pride to share the collective achievements that have made 2024 truly exceptional for both Discover Long Island and our cherished region. Through our unwavering dedication and collaborative efforts, we have not only sustained the momentum but have also reached new heights in promoting Long Island as a premier destination for travelers from near and far.

In 2024, Discover Long Island and the region experienced success across various fronts – from securing over 7,000 downloads of the Discover Long Island app throughout 2024, to launching the AI-powered virtual concierge chat-bot LiLi on discoverlongisland.com supporting 1.2 million users annually; seeing a 20% increase in website traffic from 2023; preparing the region and engaging visitors for golf's grandest stage, the upcoming 2025 Ryder Cup, and much more. Our strategic marketing campaigns, which secured 135 million impressions in 2024, resonated profoundly with audiences from around the nation and globe, through efforts like our award-winning "You BeLong" campaign; our year-round messaging efforts to "turn on the off season" and support our East End partners who tend to struggle outside of summer; the new #IYKYK (If you know, you know) campaign focused on strengthening inbound travel from Florida through new direct flight options; continued top-tier original content through DLI's social media channels, Long Island Tea podcast, and Long Island TV; and much more.

Notably, our efforts yielded tangible results, with tourism indicators reflecting robust growth and positive economic impacts across the region - Long Island has once again shattered tourism spending records, reaching \$7.5 billion in 2023, and we predict that number to rise again once 2024 data is available. The same data report, provided annually by Tourism Economics, found tourism on Long Island generated \$900 million in state and local taxes, and supported more than 76,000 jobs.

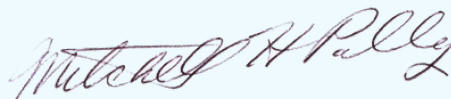
As we celebrate the successes of 2024, we must also express our gratitude to each and every one of you, our esteemed stakeholders. Your unwavering support, collaboration, and commitment to advancing the mission of Discover Long Island has been instrumental in driving our collective achievements and shaping the trajectory of our organization.

Looking ahead, while our leadership transition is now underway, DLI remains strong and steadfast in our dedication to elevating Suffolk County and the greater Long Island community's profile on the global stage, fostering sustainable tourism practices, and enhancing the quality of life for all who spend time in our region. Together, we will continue to build upon the foundation of success established in 2024, encouraging visitors and locals alike that Long Island is where they BeLong.

Sincerely,



Kristen Reynolds, CDME
President & CEO of Discover Long Island

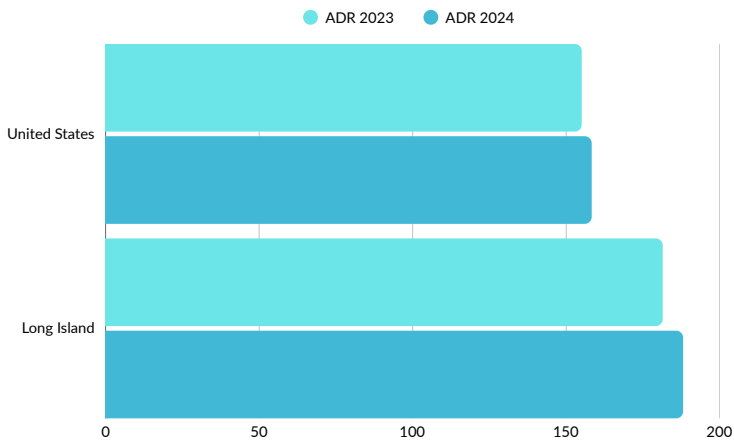


Mitchell Pally
Board of Director's Chair

HOTEL PERFORMANCE

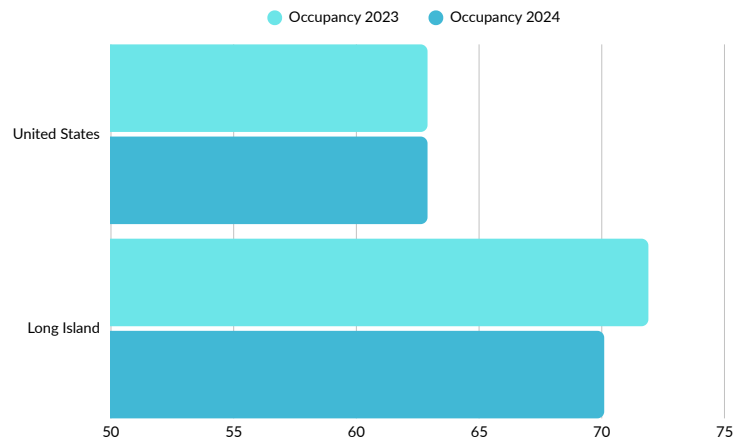
Luxury beachfront suites, a trendy boutique hotel in the heart of a bustling village, a historic bed & breakfast nestled in farmlands, a campsite under the stars, or a cozy waterfront inn are only a few of the one-of-a-kind settings that Long Island has to offer.

AVERAGE DAILY RATE [ADR]



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

OCCUPANCY GROWTH



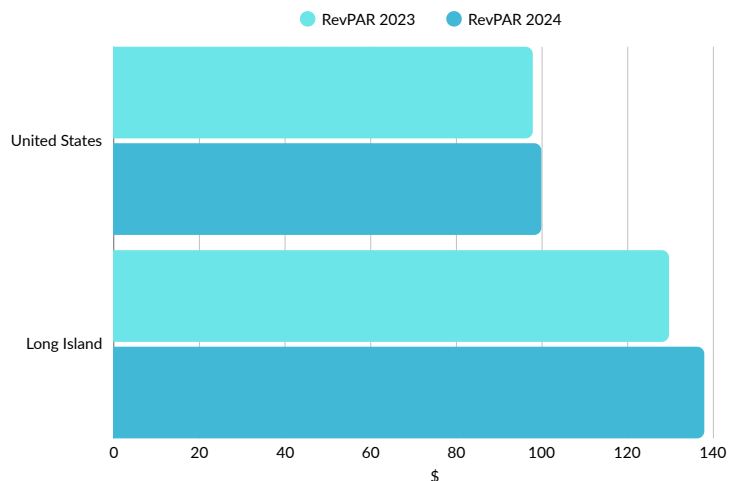
Comparison of total hotel occupancy for the region, state and nation 2023-2024.

\$932

average tourism-generated tax savings per household



REV PAR



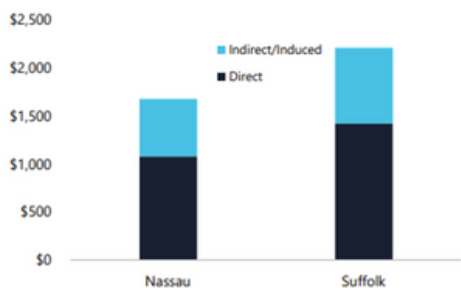
Long Island's RevPAR is 38% above the national average, showcasing strong hotel performance and growing appeal. This reflects higher demand, pricing power, and greater revenue per room.

DRIVING JOBS & ECONOMIC IMPACT

Tourism plays a vital role in Suffolk County's economy, supporting over **40,000 jobs** and generating **\$2.2 billion** in labor income. Additionally, the industry contributes significantly to public funding, with **\$519 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.

Tourism-Generated Labor Income

Amounts in \$ millions

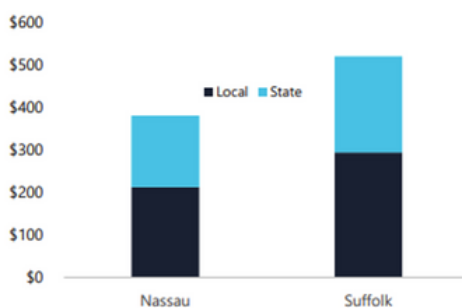


\$2.2
BILLION
in labor income

\$519
MILLION
in local and state
tax revenue

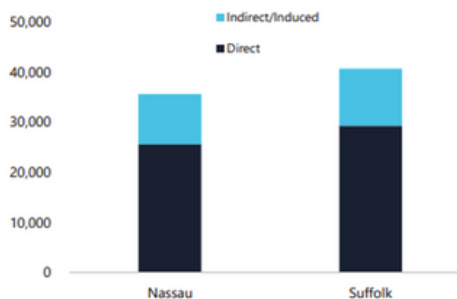
Tourism-Generated Taxes

Amounts in \$ millions



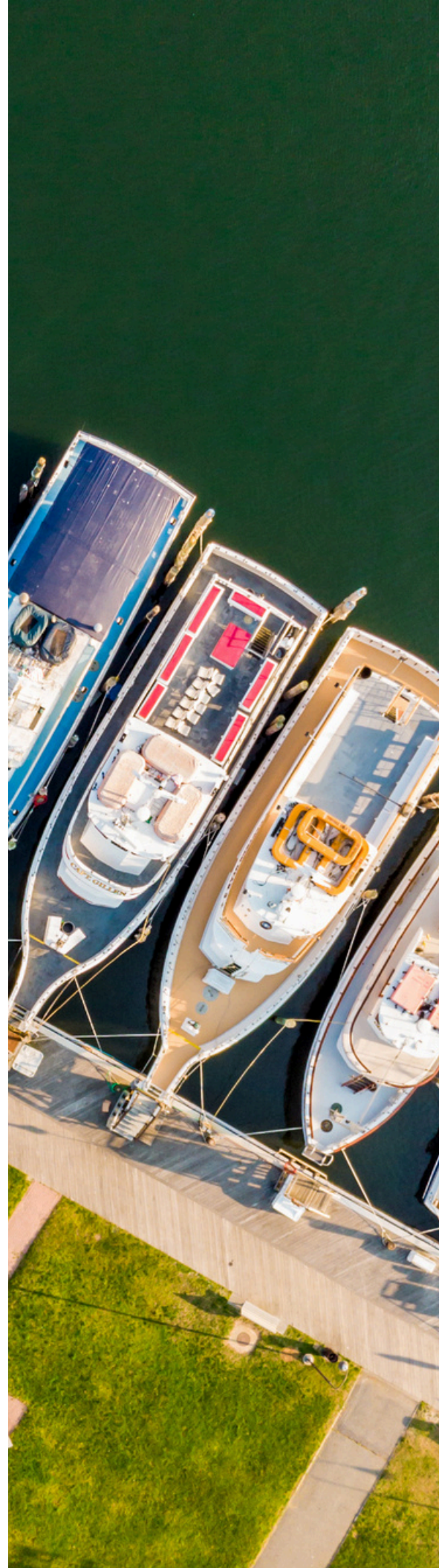
Tourism-Generated Employment

Amounts in number of jobs




40K+
total tourism-
generated jobs

Source: Tourism Economics



NUMBERS AT A GLANCE

 Long Island

 Suffolk County

\$7.5B Long Island visitor spending record.

\$296M Local impact in Suffolk County tax revenue.



Tourism-related employment in the region reached **76,227** jobs, representing **5.9%** of all regional jobs, with **4.3%** in direct tourism roles.



Suffolk County represented **\$4.3 billion** in direct spending.



Tourism generated **\$900 million** in state and local taxes in 2023, with **\$506 million** coming from sales, property, and hotel bed taxes.



Suffolk County constituted **57.7%** 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.

ORIGIN MARKETS

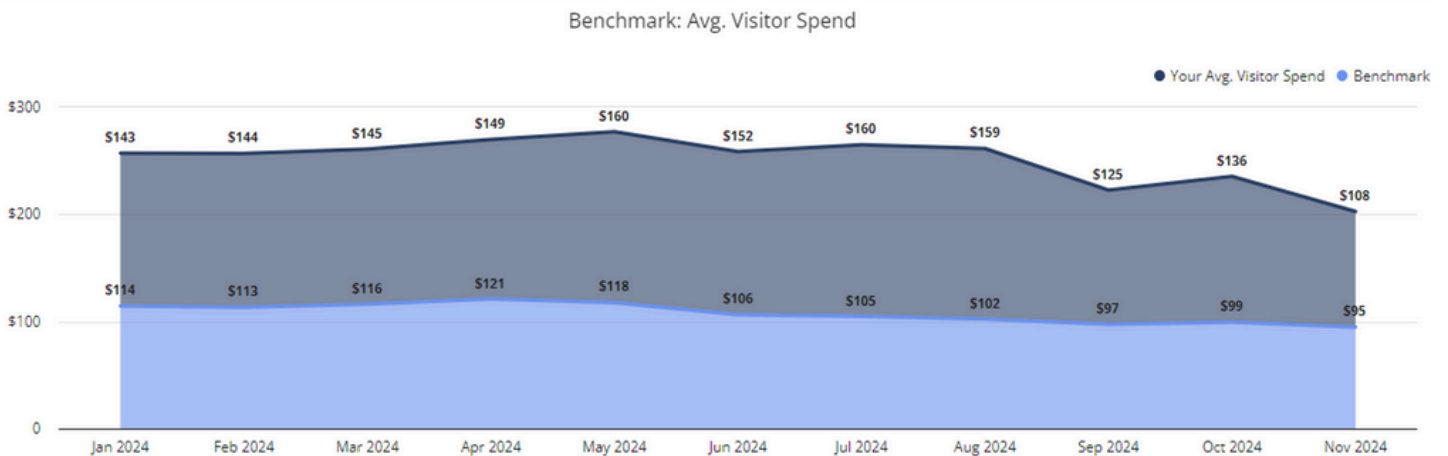


TOP REASONS VISITORS TRAVEL TO LONG ISLAND

Dining, Beaches, Farm Country, Shopping & Historic Sites



Suffolk County average visitor spend is **33.7% higher** than the average benchmark.

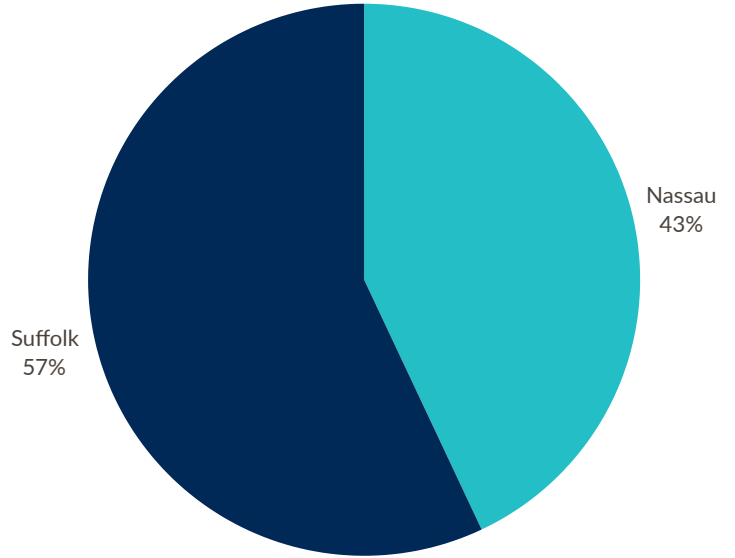


TRAVELER SPEND

\$900 MILLION

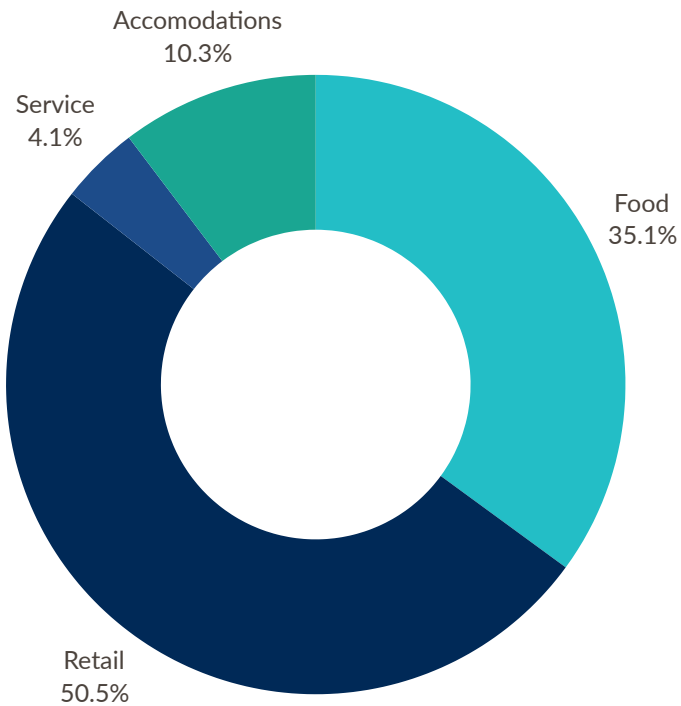
increase in tourism
spend in recent years

VISITOR SPENDING BY COUNTY

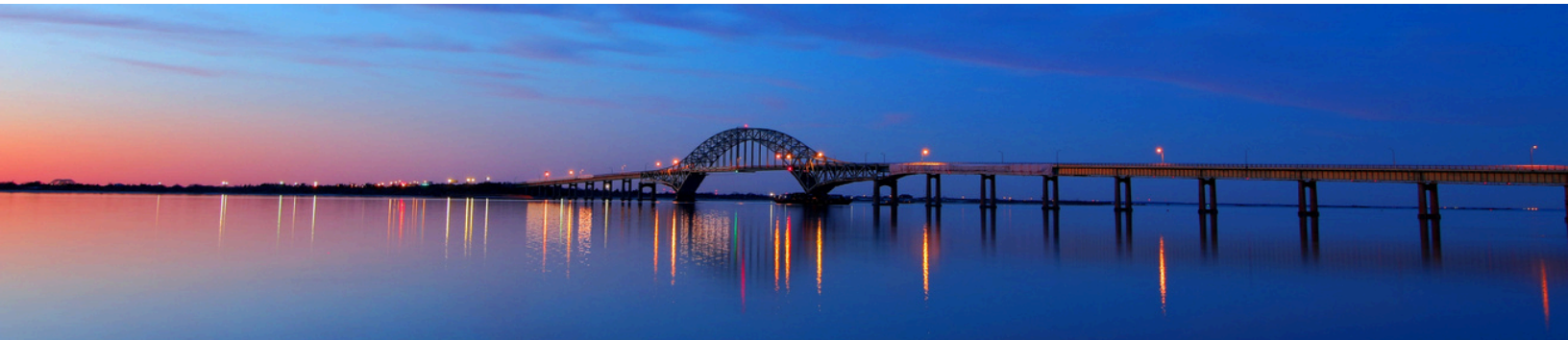
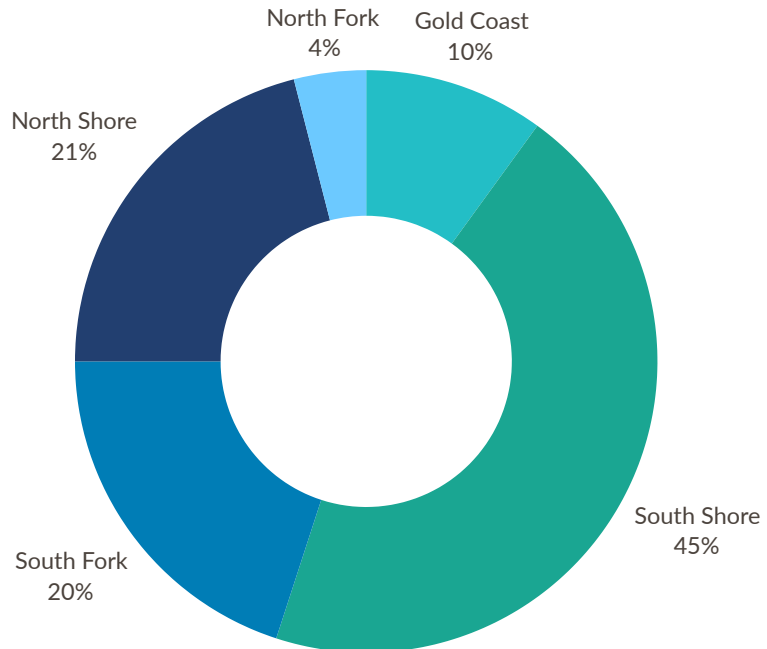


Source: Tourism Economics

VISITOR SPENDING BY SECTOR



VISITATION BY LOCATION



LOCAL IMPACT

ACHIEVING EXCELLENCE

Discover Long Island strives to contribute to making our region a vibrant place to visit, reside, and work. In line with this, our goal is to enhance Long Island tourism by providing education, resources, support, and networking opportunities to its members.

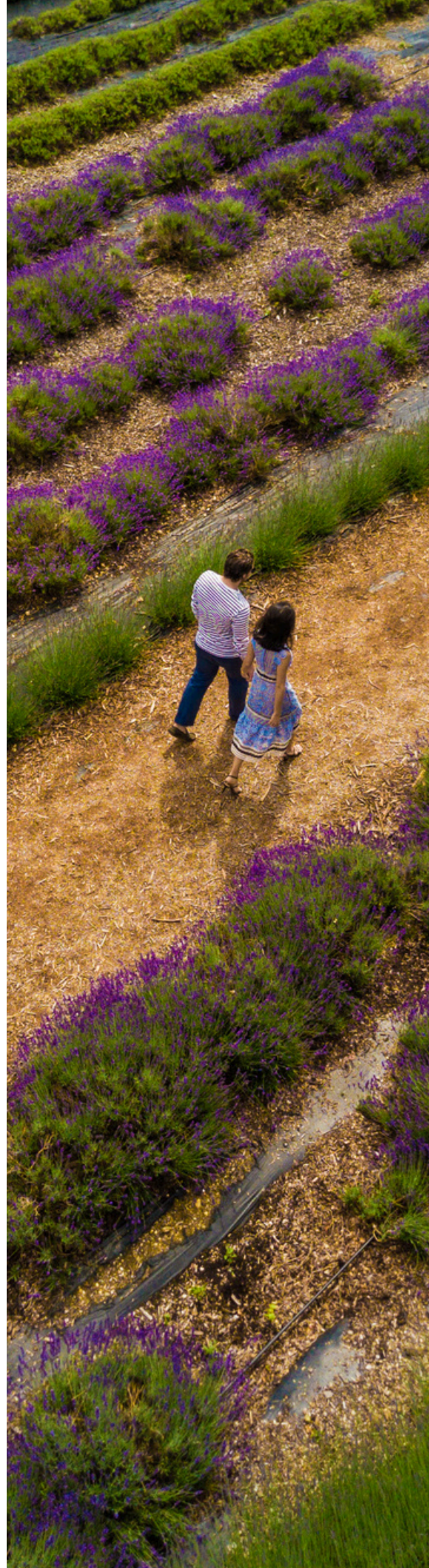
Discover Long Island earned accreditation with distinction from Destinations International Marketing Accreditation Program, having demonstrated compliance with rigorous and aspirational standards set forth by the professional destination marketing community. The Certified Destination Management Executive (CDME) is the tourism industry's highest individual educational achievement.

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.



BELONG

BeLong on Long Island is our destination campaign that redefines the Long Island brand and invigorates emotional connections to the region. BeLong evokes travelers to find the personalized Long Island experience that best connects them to the destination through a thematic approach.

BeLong serves as the cornerstone marketing and branding from both visitor and economic development perspectives, by reaching new audience engagement and reaffirming brand awareness in previously executed markets. Visitors can find where they BeLong by identifying with particular interests or personality traits in thematic categories; Be Adventurous, Be Pampered, Be a Foodie, Be Together.

ADVERTISING BY THE NUMBERS

56.1M
marketing
impressions

\$305:1
measured
ROAS

\$21.4M
measured
visitor spend



Be ADVENTUROUS

Experience an iconic Long Island summer and discover a treasure trove of outdoor adventures. Known as NYC's beachfront backyard, you'll feel worlds away exploring lush nature preserves and serene beach trails that lead to a legendary lighthouse. Explore endless shimmering coastlines, paddle boarding on calm waters or surfing among crashing waves. Horseback ride at the nation's oldest cattle ranch, bike along a boardwalk, or tee-off at a championship golf course.

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NEW YORK**
DiscoverLongIsland.com

**BeLONG
ON LONG ISLAND**



YEAR-ROUND MESSAGING

TARGETING NYC - With New York City as our #1 visitor market, BeLong leverages powerful storytelling and a tailored thematic approach to highlight Long Island's hidden gems and off-season appeal. To reach the **7.5 million visitors** who arrive in NYC between Thanksgiving and New Year, as well as the **14.6 million international visitors annually**, we utilize premium advertising platforms including NYC taxi digital billboard toppers, a Times Square digital billboard, NFL playoff broadcasting, CBS New Years Eve special, curated print placements in Playbill and The New Yorker, LIRR train posters, and targeted streaming ads on Amazon Prime, Paramount+, and CBS Sports.



HYPERLOCAL - This campaign was created to keep Suffolk County top of mind during the winter months and inspire locals to experience their charming downtowns during the holiday season. By showcasing cozy indoor dining, festive markets, local shops, and outdoor adventures, the campaign encourages exploration and connection—reminding residents and visitors alike that Long Island is just as magical in the off-season.

ADVERTISING BY THE NUMBERS

1K+

QR code scans
from LIRR print ad

35.9M

campaign
impressions

2K

new users on our
local page

#IYKYK - SUPPORTING INBOUND VISITATION

In 2024, Discover Long Island launched the #IYKYK (If You Know, You Know) campaign to strengthen inbound travel from Florida, leveraging new and expanded flight routes at Long Island MacArthur Airport (ISP). Designed to appeal to the nearly **20% of Floridians** who were born in New York, the campaign taps into deep-rooted nostalgia with insider nods to local icons like BECSPK, The Big Duck, and The End. By spotlighting seamless air connectivity from key Florida markets—Sarasota, Vero Beach, Palm Beach, Tampa, Orlando, and Miami—#IYKYK positioned Long Island as the go-to destination for fall escapes and meaningful holiday reunions. With inbound travel outpacing outbound for the first time, according to HIA-LI, and a **15% increase** in Florida visitors over two years, the campaign proved that when it comes to coming home, Long Island is not only within reach—it's calling.

ADVERTISING BY THE NUMBERS

21.5M
campaign
impressions



The
Big
Duck.
#IYKYK



The
End.
#IYKYK



\$3.9:1
Hopper
ROAS

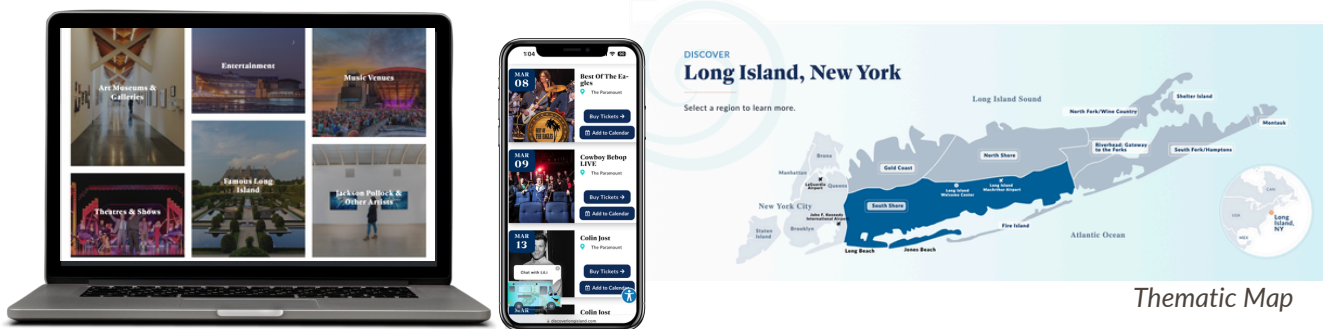


\$20.5M
measured
visitor spend

OUR WEBSITE

DiscoverLongIsland.com is a dynamic digital platform designed for seamless trip planning, engaging content, and direct access to top Long Island experiences. Key features include:

- **Stunning visuals & user-generated content** – Powered by **CrowdRiff**, showcasing authentic visitor experiences.
- **Interactive thematic map** – Helping users plan their adventures with tailored recommendations.
- **360-degree virtual tours** – Offering an immersive preview of top attractions.
- **Curated itineraries & blogs** – Highlighting must-visit destinations and seasonal activities.
- **Customizable partner landing pages** – Integrated with our CRM for 24/7 updates and maximum visibility.
- **Mobile-responsive design** – Ensuring a smooth experience across all devices.
- **Built-in booking engines** – Linked to **Ticketmaster** and **Book Direct** for effortless trip planning.



TRAFFIC BY THE NUMBERS

1.2M

unique
website
visitors

20%

increase in
website traffic
from 2023

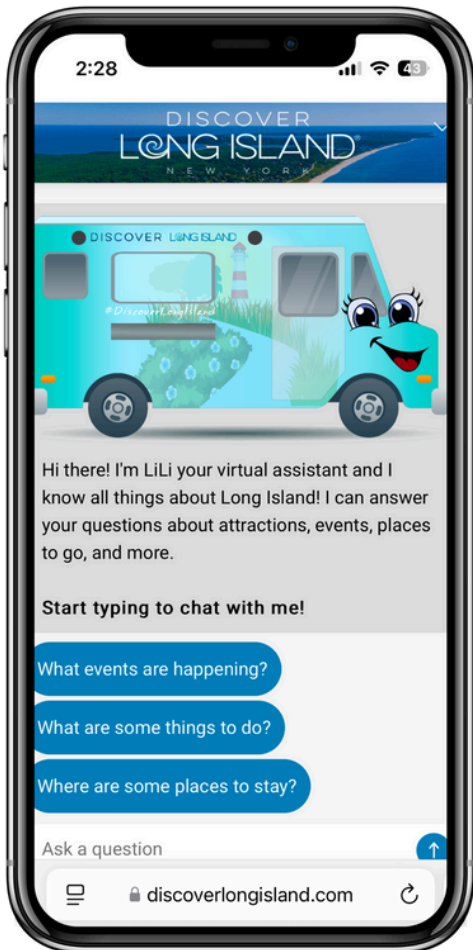


CrowdRiff gallery

DISCOVER LONG ISLAND APP

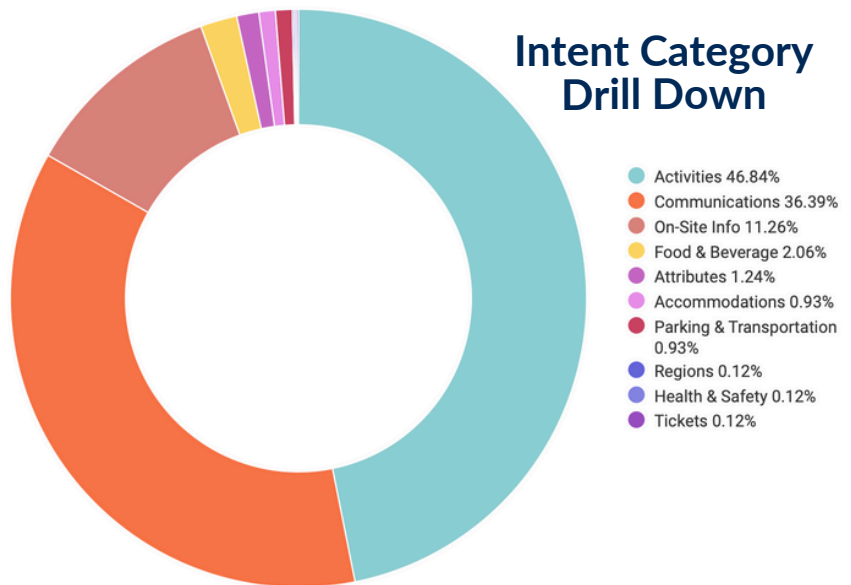


Our branded native app represents the next generation of experience-based travel, using geo-location targeting and customized content to connect with visitors in real time. Powered by our Simpleview API, the app aggregates, curates, and geo-targets points of interest, helping users seamlessly discover the best of Long Island wherever they are. With **7.3K downloads** in 2024, this cutting-edge tool not only enhances visitor engagement but also provides valuable insights that support strategic decision-making and drive economic impact.



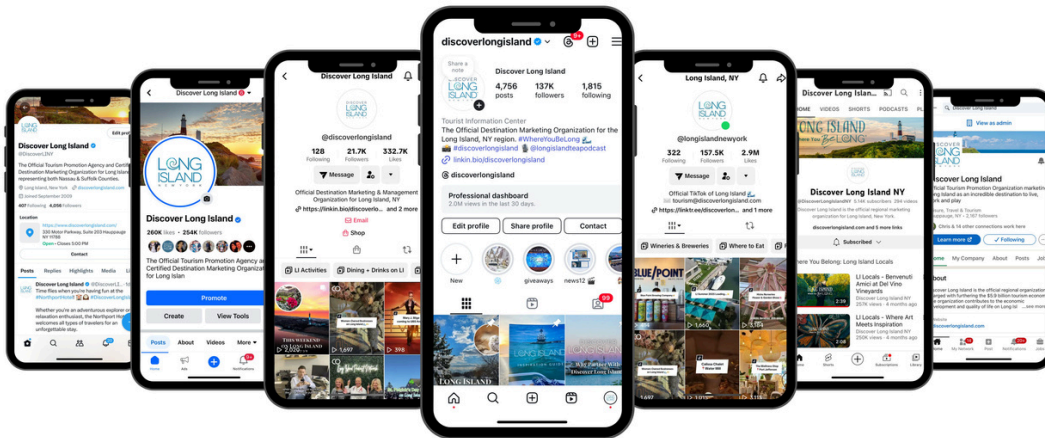
LILI AI CHATBOT

LiLi, our AI-powered virtual concierge, provides real-time, personalized support to our website users, **70%** of whom access the site during off-peak hours. Acting as a digital visitor center, LiLi boosts engagement, drives conversions, and enhances efficiency, answering **5,652 messages** and saving over **200 work hours**.



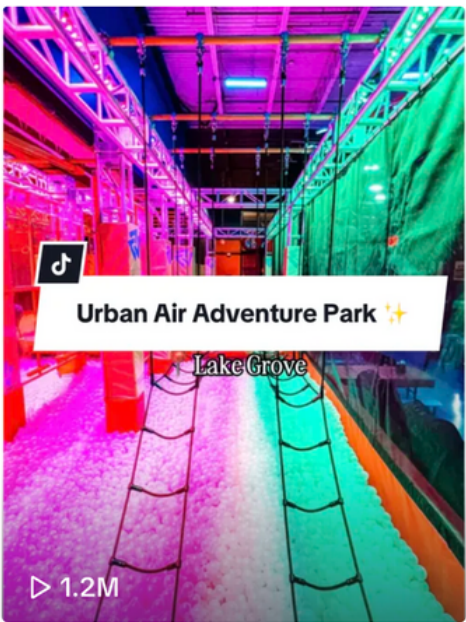
SOCIAL MEDIA

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.



TikTok (@discoverlongisland) - 21.3k followers
 TikTok (@longislandNY) - 150.7k followers
 Instagram (@discoverlongisland) - 127k followers
 Meta (Discover Long Island) - 260k Page Likes/258k Followers
 Twitter (@DiscoverLINY) - 4.4k Followers
 Pinterest (DiscoverLI) - 481.8k Total Audience Reach

10M+
 social media reach



ORIGINAL CONTENT

THE EAST END

Building on the success of the Long Island TV series, a strategic partnership with News12's The East End introduced custom segments hosted by Erin Colton, Joe Arena, and DLI's Brianna McEnroe. These episodes feature standout tourism businesses and air across News12 networks throughout the Northeast, offering viewers authentic, insider



experiences that highlight the best of Long Island. Since DLI's inclusion, News12 has seen a **127% increase** in viewership during the show's time slot, reinforcing the impact of this collaboration in expanding visibility across digital and broadcast platforms and positioning the region as a top-tier travel destination.

1M

households reached
annually

127%

increase in viewership
during the show's time slot

100M

viewing minutes

LONG ISLAND TEA PODCAST

Long Island Tea, Discover Long Island's weekly podcast, explores local culture, seasonal events, and hidden gems, featuring notable Long Islanders and A-list guests to engage a loyal, travel-savvy audience. As podcasting continues to grow—boasting over 500 million global listeners and \$4 billion in projected 2024 ad revenue—the show stands out with strong social media engagement, including giveaways for event tickets, hotel stays, and more. The "Taste of Long Island" segment highlights local food, beverage, and retail businesses, pairing features with exclusive giveaways that boost visibility and reinforce Discover Long Island's support of the regional economy.



881K

total YouTube views

90K+

plays/downloads

93

countries listening in

COMMUNICATIONS & PUBLIC RELATIONS

Our communications and public relations team leverages partner information to craft and pitch trend-worthy, relevant travel stories across local, national, and international levels, and promote the region as a vibrant destination for travel and meetings. This strategic approach not only brings hidden stories to light but also ensures accurate representation and credible endorsements of Long Island. In addition, the team hosted FAM (familiarization) tours with over **45 participants** throughout the year, offering influential media and industry professionals immersive, firsthand experiences that drive impactful coverage and long-term destination loyalty.

COMMUNICATIONS BY THE NUMBERS

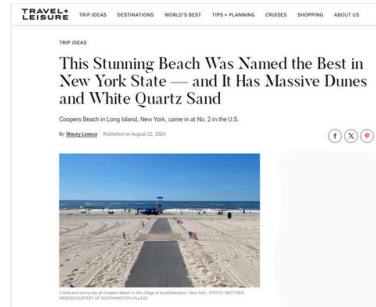
181
unique
publications

700+
media
placements

63K
newsletter
subscribers



Vogue



Travel + Leisure



Insider's Guide blog post



AWARDS RECEIVED

- Telly Awards
- Fair Media Council Best Advocate Awards
- LIBN Exec Circle Awards
- City & State's Long Island Power 100 List
- TITAN Women in Business Awards
- LIBN 30 Under 30
- NY Digital Awards
- LIBN Corporate Citizenship Awards
- Smart Meetings Platinum Choice Awards

MEETINGS & SALES

With a data-driven strategy and strong industry relationships, the sales team drives group business, international tourism, and sports travel by engaging planners, decision-makers, and corporate leaders at trade shows, sales missions, and industry events. Performance is measured through key indicators like occupancy rates, ADR, tax collections, and airline load factors. Messaging is tailored for international planners, corporate groups, nonprofits, and business travelers, while partnerships with organizations like MPI and ASAE deliver qualified leads directly to Suffolk County hotels. Sports tourism continues to grow, supported by streamlined RFP management through Playeasy and the new Kings Park Sports Complex—boosting hotel bookings and year-round economic impact.

LEADS GENERATED IN 2024

308

number of leads

\$25M

potential
economic impact

42K+

rooms requested



2024 TRADE SHOWS & CONFERENCES ATTENDED

ABA Nashville

IITA Summit Memphis

ConnectNYC

MEETNY

ITB Berlin

DI Sales and Convention Summit, Washington DC

IPW Los Angeles

NYSDMO Sports FAM – Saratoga

ILNY Australia and New Zealand Sales Mission

HotelBeds MarketHub Americas – Las Vegas

FASNY 2024 Annual Conference, Niagara Falls

MPI New York Chapter Golf Outing

Fenway Park Boston Networking Event

Connect/RTO Marketplace Milwaukee

American Cup (LOCAL)

Imex America Las Vegas

Destination East Niagara Falls

Brand USA Travel Week – UK

British Guild Travel Writers Gala London

WTM London

AAA Threads – Springfield, Mass

MPIGNY NYC Casino Outing

ESSAE Holiday Trade show



ACTIVATIONS



Discover Long Island proudly hosted its inaugural activation at **Grand Central Madison**, strategically positioned at the 45th Street escalator entrance to maximize visibility among daily commuters. This week-long activation aimed to introduce the new DLI App and spotlight Long Island as the "Home of the 2025 Ryder Cup." This high-traffic location captured the attention of busy workers and delivered strong results, reinforcing an expanded partnership with Grand Central Madison. The campaign led to **301 total app downloads**, **5,900 inspiration guides** distributed, and **6,860 postcards** featuring the app QR code handed out, exceeding expectations and generating significant exposure for Long Island as a must-visit destination.

The **Food & Wine Classic in Aspen, Colorado**, served as a high-impact platform to showcase Long Island as a premier four-season destination, renowned for its award-winning wine region and vibrant culinary scene. Discover Long Island attended in partnership with the **Long Island Wine Council**, the leading organization representing the region's acclaimed vineyards and supporting the growth of Long Island's wine industry. Together, we highlighted the unique character of our wineries and the diverse landscape. A successful geotargeting campaign and compelling on-site branding amplified our presence among affluent, experience-driven travelers, generating **1.1 million** annual impressions and firmly positioning Long Island on the national food and wine stage as a must-visit destination for wine lovers and culinary explorers alike.



To boost engagement at major events, Discover Long Island's staff actively connects with attendees at the **Jones Beach Air Show**. In 2024, visitor spending rose 10%, averaging \$78 per person, contributing to local businesses through food, merchandise, and services. Using Zartico data, we estimated a **\$35.8 million economic impact** based on total attendance. Additionally, we distributed **1,000 inspiration guides** to promote tourism, reinforcing the event's growing influence on Long Island's economy.

Each year, the **Suffolk County Marathon** draws over **2,500 participants** from across the country, offering a prime opportunity to engage with a broad audience. At Gardiner County Park in Bay Shore, LiLi is on-site to interact with attendees, distributing inspiration guides, branded merchandise, and partner materials. The event also encourages app downloads, deepening visitors' connection to the region. This activation boosts brand visibility, supports local tourism, and builds meaningful engagement with potential travelers.



LOOKING AHEAD

THE RYDER CUP

With a rich history of hosting sporting events, Long Island is proud to host the 2025 Ryder Cup at Bethpage State Park. This global event will catapult Long Island on the international sporting scene with over **250,000** highly affluent visitors expected to visit during the tournament.

100 YEARS OF THE GREAT GATSBY

Discover Long Island has partnered with The Great Gatsby Broadway to celebrate the 100th anniversary of F. Scott Fitzgerald's iconic novel in 2025. This collaboration will bring the glamour of Gatsby's Jazz Age to life while highlighting Long Island's rich historical ties to the novel. The partnership includes special promotions, exclusive events, and more, showcasing Long Island's Gold Coast and its cultural heritage.

LONG ISLAND 250

Commemorating and celebrating the 250th Anniversary of the American Revolution on Long Island, this historic celebration in 2026 will serve as the ultimate guide for experiencing the region's fascinating wartime history filled with spies and intrigue.



LONG ISLAND

Where You *Be* LONG[®]

