



*Discover Long Island*  
2026 BUSINESS  
PLAN

INSPIRING TRAVEL THROUGH STORYTELLING,  
CONNECTION, AND COMMUNITY PRIDE

DISCOVER  
LONG ISLAND®  
NEW YORK

# TABLE OF CONTENTS

- 3 About Discover Long Island
- 4 Message from Leadership
- 5 Discover Long Island at a Glance
- 7 Our Brand Principles
- 11 Data Drive Strategy
- 12 Travel Intent Integration
- 13 Marketing Campaigns
- 20 Social Media
- 23 Long Island Tea Podcast
- 24 LITV & News12
- 25 Community Activations
- 26 Communications & Press
- 28 Sales & Travel Trade
- 29 International Visitation
- 30 Partnerships
- 32 Accessibility
- 33 Looking Ahead
- 34 Discover Long Island Staff
- 35 Board of Directors

DISCOVER  
LONG ISLAND®





## *about* DISCOVER LONG ISLAND

Discover Long Island contributes to Long Island by promoting the region as a world-class destination for visitors, meetings and conventions.

Our services provide a wide range of options for businesses and organizations of all sizes. We continue to be a research-driven organization, guiding our approach to marketing, communication, and consumer outreach to remain current with consumer trends and insights. This furthers our vision of being the driving organization for sustainability and quality of life on Long Island.

To further drive overnight visitors to our region, we employ an experienced event sales team that is dedicated to luring lucrative meetings and events to Long Island hotels generating more than \$20 million of economic activity annually.

# A MESSAGE FROM LEADERSHIP

On behalf of the Discover Long Island Board of Directors, we are proud to present the 2026 Business & Marketing Plan.

This year marks a new chapter for Discover Long Island. Over the last year, DLI navigated a period of transition during a time of uncertainty across the organization and the tourism landscape. Yet in that moment, something meaningful happened within the organization.

Through collaboration, resilience, and a deep commitment to our mission, Discover Long Island continued to move forward with a renewed sense of purpose. We strengthened partnerships, expanded storytelling, and found new ways to elevate the businesses and communities that make Long Island such a remarkable place to live, work, and play.

Tourism is about more than just numbers. It is about the people behind the storefronts, the families who built their businesses here, the generations that define our towns, and the experiences that connect visitors and residents alike. As the region's only accredited Destination Marketing Organization, Discover Long Island exists to elevate those stories and ensure that tourism strengthens the communities that make our region so special.

This year, our work reflects a renewed focus on highlighting our local businesses and celebrating the cultural heritage that makes Long Island unique, while engaging residents in the experiences that define our communities. We have strengthened key partnerships with News 12, Long Island MacArthur Airport, and the Long Island Rail Road to expand connectivity and visitor access, while also creating new grant opportunities that support the region's arts and cultural organizations. Together, these efforts celebrate the spirit of Long Island while driving sustainable growth for the local economy.

Discover Long Island stands at an extraordinary moment. Following the global spotlight created from the Ryder Cup, we now look ahead to a powerful series of milestones that will bring continued attention to our region. This year marks the launch of Discover Long Island's first international brand campaign directed at global consumers, positioning Long Island in front of new audiences worldwide. Preparations are also underway for the 2026 U.S. Open at Shinnecock Hills and the commemoration of America's 250th anniversary through LI250, celebrating the region's unique role in our nation's history. Together, these initiatives present opportunities to not only to welcome the world, but to share the deeper story of Long Island's culture, heritage, and communities, inviting everyone to discover that there is always more waiting to be experienced here.

As Discover Long Island evolves its brand from "Where You BeLong" to "Longing for More," we are embracing a message that reflects both aspiration and possibility. Visitors are seeking deeper connections to the places they travel, while residents want their communities to continue to thrive. Our work sits at the intersection of those two goals.


Looking ahead, our commitment remains clear. We will continue to support the businesses that power our tourism and hospitality economy, champion the character of our communities, and inspire visitors to discover the many layers of Long Island.

Because when visitors arrive with curiosity and residents feel pride in the community they call home, Long Island becomes more than a destination. It becomes a place people return to again and again, always longing for more.

Sincerely,



**Sharon Wyman**  
COO of Discover Long Island



**Mitchell Pally**  
Interim CEO of Discover Long Island

# DISCOVER LONG ISLAND *at a glance*

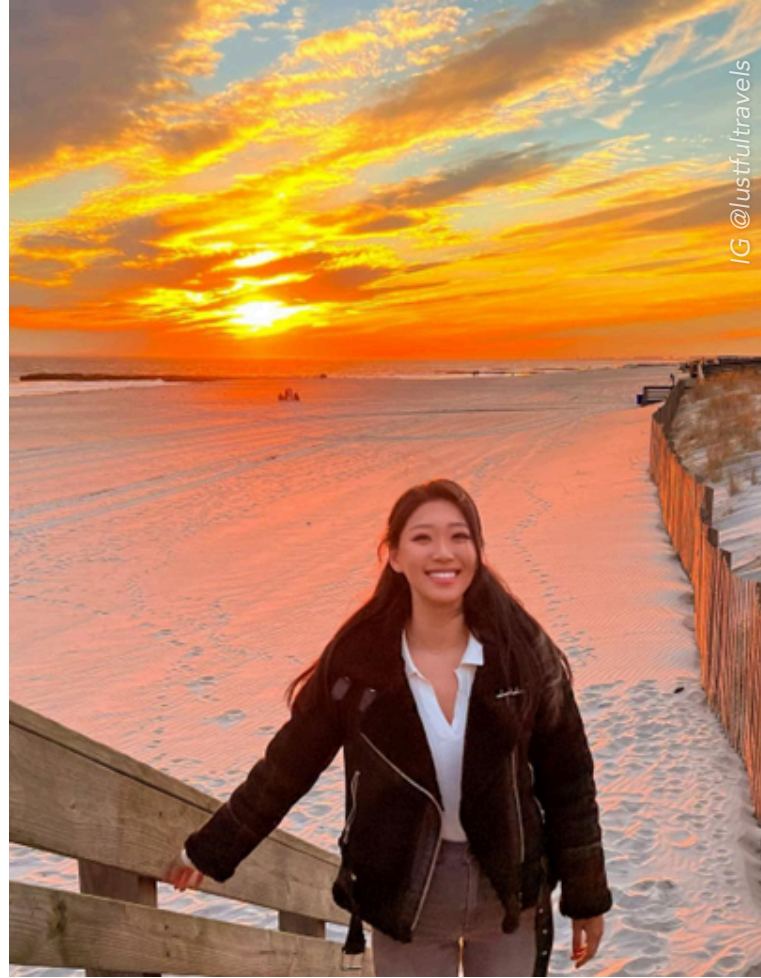
Discover Long Island (DLI) is the only official accredited destination marketing organization for Long Island, responsible for promoting the region as a premier leisure, sports, and business travel destination. Through strategic marketing, sales development, communications, and partnership initiatives, we drive visitation that fuels a \$7.9 billion tourism industry supporting more than 100,000 local jobs. With nearly 80% of Long Island's tourism-related businesses family-owned and operated, the impact of this work extends far beyond visitor numbers - strengthening small businesses, sustaining downtowns, and supporting communities across our region.

In 2026, Discover Long Island evolves its brand messaging from *Where You BeLong* to *Longing For More* - transforming from a message of connection to one of aspiration. This evolution reflects a shared truth: visitors seek deeper experiences, and residents want continued economic opportunity, vibrancy, and growth. Discover Long Island exists to drive that momentum, delivering measurable economic impact while elevating Long Island's reputation on the global stage.



## mission

Discover Long Island is the official and only accredited destination marketing and management organization for Long Island. Discover Long Island contributes to Long Island by promoting the region as a world-class destination for visitors, meetings and conventions, trade shows, sporting events, and related activities.



IG @lustfultravels



Waterdrinker Family Farm

## Vision

Our mission is to ensure Long Island's coveted quality of life, flourishing industries, and dynamic assets are promoted on a global level as a leading year-round travel destination.

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

# OUR BRAND *principles*

01

## COLLABORATION DRIVES IMPACT

Tourism succeeds when communities succeed. By working closely with local businesses, municipalities, cultural institutions, hospitality partners, and industry stakeholders, we align messaging and amplify shared goals. Collaboration ensures that everything we do reflects local voices and strengthens the region as a whole.

02

## INNOVATION DRIVES RELEVANCE

Travel behaviors evolve rapidly, and our strategies evolve with them. From digital-first storytelling and international market expansion to shoulder-season airlift initiatives and data-informed decision making, we continuously refine how we reach and engage audiences. Innovation allows Long Island to compete confidently in a global marketplace

03

## INCLUSIVENESS EXPANDS OPPORTUNITY

Long Island is diverse in its people, neighborhoods, and experiences. Our marketing strives to reflect that diversity, welcoming travelers of all backgrounds from around the world. Inclusive storytelling ensures that every audience can see themselves in the Long Island experience.

04

## AUTHENTICITY BUILDS TRUST

Authentic brands resonate because they reflect real people and genuine experiences. We elevate community voices, family-owned businesses, cultural heritage, and the natural beauty that defines Long Island. By staying grounded in what is true, we build long-term credibility and emotional connection.

05

## SUSTAINABILITY SECURES THE FUTURE

Tourism must balance economic vitality with environmental and cultural stewardship. We promote responsible travel, support sustainable transportation and coastal preservation efforts, and aligning with initiatives that protect Long Island's natural and community assets. Long-term growth depends on thoughtful, sustainable strategy.

# BRANDING *Long Island*

Long Island is more than a destination; it's identity, coastline, heritage, culture, and community. From gilded mansions and iconic beaches to award-winning wineries, vibrant downtowns, and natural wonders, the region offers experiences that are both deeply rooted and continuously evolving. Our responsibility is not simply to promote these assets, but to shape how they are perceived - locally, nationally, and globally.

This year, Discover Long Island advances its brand strategy to reflect the next phase of opportunity before us. As global visibility increases and seasonal initiatives expand, our marketing must move beyond transactional promotion and toward purposeful positioning. Travelers are no longer seeking only places to visit; they are seeking depth, extension, and meaningful experiences. Our strategy aligns with that shift by focusing on aspiration, emotional resonance, and long-term perception building.

- *Articulate the emotional and cultural essence of Long Island*
- *Align every initiative under a unified voice and authentic storytelling*
- *Translate inspiration into action. Drive visitation that strengthens businesses supports local communities, and sustains long-term growth*



# FROM BELONG TO *aspiration*

For years, *Where You BeLong* has served as the emotional foundation of Discover Long Island's brand, reinforcing authenticity, community pride, and connection. It positioned Long Island as welcoming, genuine, and rooted in real experiences. In 2026, we build upon that foundation; not by replacing BeLonging but by expanding it. Discover Long Island is proud to share our brand evolution: ***Longing For More.***

Longing For More reflects a universal truth: we all long for more.



*more*

TIME  
MEANING  
CONNECTION  
DISCOVERY  
OPPORTUNITY  
MEMORIES  
ADVENTURE



# LONGING FOR *more*

For visitors, this taps into the instinct to stay longer and explore beyond the expected. It positions Long Island not as a stop along the way, but as a destination that transforms a trip into something richer and more memorable, whether for a major championship, a seasonal escape, or an extended international visit.

For residents, it reinforces pride and possibility. It reflects a shared desire to see Long Island grow thoughtfully, support local businesses, strengthen downtowns, and elevate the region's reputation. We all want more for the place we call home.

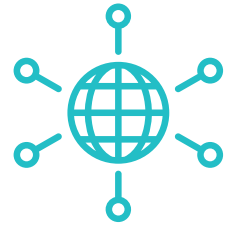
Discover Long Island is dedicated to driving that mission forward. By evolving our brand from reassurance to aspiration, we align with the next phase of opportunity before us - global visibility, expanded reach, strategic shoulder season growth, and higher-value visitation. We all want more. For our businesses, for our families, and for our communities. Discover Long Island exists to make that possible.

*Belonging built trust. Longing builds momentum.*



# DATA DRIVEN STRATEGY

*intelligence that fuels impact*



At Discover Long Island, data is not a back end report. It is the engine behind every strategic decision we make. In a multibillion dollar tourism economy, responsible stewardship of public investment requires more than creativity. It demands precision, measurement, and accountability. Our strategy focuses not only on who sees our campaigns, but who travels, who spends, how long they stay, and how tourism benefits communities across the region.

We track the full visitor journey from inspiration to booking to in market behavior through a layered ecosystem of advanced analytics platforms. Zartico provides real time insight into visitor movement, origin markets, length of stay and spend, helping us understand how travelers disperse and how dollars flow across Long Island. Rove strengthens predictive modeling and audience segmentation, allowing us to reach high value travelers while they are actively planning. CoStar and STR benchmarking to measure occupancy, revenue growth, and competitive positioning.

Together, these tools give us a comprehensive view of travel behavior and measurable economic impact. They allow us to identify emerging markets, optimize campaigns in real time, and provide transparent reporting to leadership and partners. This approach shifts tourism marketing from assumption to evidence.



*Creativity inspires visitation.  
Data ensures it delivers impact.*

# TRAVEL INTENT INTEGRATION

*always present*

As traveler behavior evolves, traditional destination apps have become less effective. Today's visitors expect seamless, real time information without downloading extra platforms or sharing unnecessary data. Modern web technology, powered by location awareness and artificial intelligence, now delivers a more intuitive experience. In response, Discover Long Island has sunset its standalone mobile app and adopted a scalable, web first strategy built for long term innovation. Our website is no longer simply an information hub. It is becoming a dynamic digital companion.

Discoverlongisland.com is being redesigned to provide nearby recommendations, highlight local experiences, build itineraries, and connect visitors directly to booking platforms on any device. Whether planning from home or exploring on the move, the site remains present at the moment travel decisions are made.

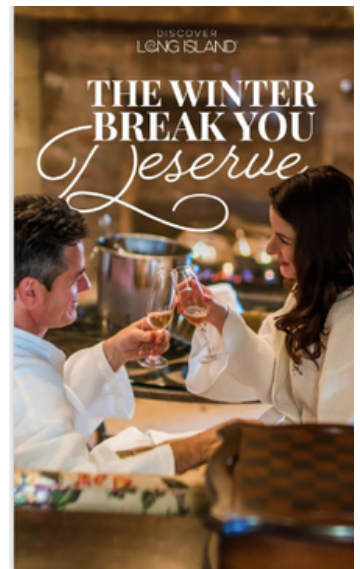
At the same time, our AI chatbot, LiLi, is evolving beyond scripted responses. It can now understand conversational questions, interpret traveler intent, and deliver personalized recommendations in real time. By combining language technology with location awareness, LiLi transforms passive search into meaningful engagement across search engines, AI chat, and our website.

This integrated ecosystem ensures Discover Long Island remains the trusted authority for tourism in the region. It allows us to reach travelers earlier, convert inspiration into action, support seasonal initiatives, and deliver measurable return on investment. In a marketplace defined by immediacy and personalization, our digital presence will not simply inform visitors. It will guide them.

# WINTER BREAK... *reimagined*

Long Island's hospitality community has been clear: winter remains a challenging season for occupancy, revenue stability, and sustained visitation. Our partners expressed the need for targeted, strategic support during this need period. We heard from you; now we're acting.

Introducing **Winter Break**, designed specifically to address winter lull and provide direct, measurable support to our community. This program positions winter as a purposeful, bookable season centered on comfort, indulgence, and extended stays. *It's the winter break you deserve.*



The core of the campaign reframes winter not as off-season, but as an opportunity for restorative getaways, spa and wellness experiences, chef-driven dining, serene vineyard tastings, and the calm of coastal towns without peak-season congestion.

Winter has long required a more intentional strategy. Now Discover Long Island is ready to deliver; grounded in partner feedback, aligned with business needs, and focused on measurable economic impact.



# THE WINTER BREAK YOU *Deserve*

# U.S. OPEN 2026 *sports marketing*

In June 2026, Long Island returns to the global stage as the U.S. Open comes to Shinnecock Hills Golf Club. With more than 200,000 attendees anticipated and an estimated 130 million dollars in economic impact, the championship presents a defining opportunity to elevate Long Island's position as a premier luxury and sports tourism destination.

Building on the success of the 2025 Ryder Cup, DLI will produce an evolved marketing strategy designed to convert global awareness and sports tourism into extended stays and measurable visitor spend. The campaign expands beyond the fairways, positioning Long Island as a complete visitor experience defined by coastal elegance, vineyards, fine dining, boutique accommodations, and curated leisure.

Through precision digital outreach, premium streaming and broadcast placements, affluent print, and high impact out of home, we will engage experience driven travelers in key target markets with a heavy focus on golf culture. A centralized digital hub will streamline trip planning, promote transportation access, hotel bookings, and inspire visitors to extend their stay well beyond tournament play, ensuring global visibility translates into lasting economic return.



The Ryder Cup proved Long Island is ready to perform on the global stage. Our strategy will ensure Long Island is positioned not only for a moment, but for sustained growth in sports tourism. This year, we are simply not hosting a championship game. We are capitalizing on momentum.

# ISP: *it's simply perfect*

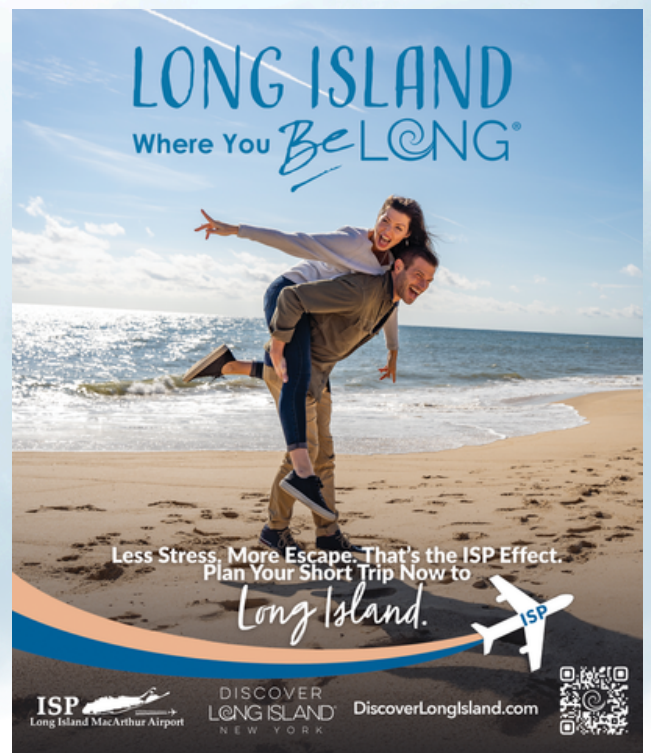


Discover Long Island and Long Island MacArthur Airport deepen a partnership years in the making, evolving ISP Direct from a simplelift initiative into a fully integrated dual shoulder season strategy. For the first time, we are intentionally harnessing the full *ISP effect* as a coordinated economic driver.

Spring continues to build on proven Florida feeder markets, leveraging nonstop routes to capture travelers seeking a coastal Northeast escape. In fall, the campaign expands into new Southeastern direct flight markets, attracting visitors drawn to harvest season, waterfront dining, vineyard experiences, and small town charm without major airport congestion.

Together, DLI and ISP position MacArthur not as an alternative airport, but as Long Island's preferred gateway. With shorter travel times and a seamless arrival experience, the journey itself becomes part of the destination.

This collaboration drives incremental overnight stays, strengthens route sustainability, and reinforces the infrastructure that powers our visitor economy. Airlift is not simply about transportation. It is about access, growth, and sustained opportunity for Long Island's business community.



# SUMMER LEISURE *elevated*

Summer remains Long Island's most competitive season, and Discover Long Island will strengthen its positioning by expanding market reach and strategic targeting. In addition to established Northeast feeder markets, the campaign extends into high value national markets including Los Angeles, Houston, Dallas, and Atlanta, guided by travel data and booking insights that show strong demand and discretionary spending from these regions.

Today's travelers seek curated coastal experiences, luxury accommodations, culinary exploration, outdoor adventure, and culturally rich escapes. Long Island delivers all of it in one destination, from iconic beaches and historic estates to vineyards, waterfront dining, and vibrant downtowns.

The campaign positions Long Island not simply as a summer getaway, but as a refined coastal experience that blends accessibility with sophistication. Messaging emphasizes lifestyle, character, and meaningful experiences for families, couples, jet setters, and cultural travelers alike.

By expanding into national growth markets while maintaining strength in core drive regions, the Summer Leisure campaign increases overnight stays, drives higher visitor spend, supports local businesses, and encourages midweek visitation to ease weekend congestion. Our summer season extends through September to avoid the post Labor Day slowdown, carrying momentum straight into shoulder season messaging.

Summer is not just our busiest season. It is our opportunity to elevate perception and position Long Island as a nationally competitive destination.



# INTERNATIONAL *Longing for more*



Discover Long Island is launching our first dedicated international campaign designed to elevate Long Island as a standalone global destination. Building on our brand evolution, this initiative introduces Long Island through a universal emotional insight: no matter where you are from, we all understand the desire for something more meaningful.

At the center of this effort is the new *Longing For More* creative concept. We use cinematic visual language that symbolizes curiosity, connection, and discovery. It is emotionally resonant and culturally adaptable. The message remains consistent across markets, while tone and voice are thoughtfully tailored to ensure brand relevance. The campaign positions Long Island as a refined coastal escape where castles meet coastline, vineyards meet ocean air, and time unfolds at a different pace than the city.

This is more than an awareness initiative. It is a strategic economic investment. International travelers stay longer, spend more, and explore multiple communities across a destination. By welcoming the world to Long Island, we are driving year round visitation, strengthening our brand positioning, and expanding our presence in the global travel marketplace.

Discover Long Island is ready to invite the world to reach a little farther, stay a little longer, and discover that just beyond the expected lies something truly extraordinary.



# LOCAL COMMITMENT *You Are Here*

*You Are Here* is Discover Long Island's local outreach initiative celebrating community, culture, and connection while reinforcing the economic value of supporting our own backyard.

As our brand evolves from belonging to longing, this campaign reflects that same shift locally. Belonging reminds us we are part of something. Longing encourages us to experience it more deeply. We invite residents to rediscover what makes Long Island so exceptional with renewed pride.



Tourism begins at home. When residents explore their towns, dine locally, attend cultural events, and support family owned businesses, they strengthen the region's economic foundation. They activate downtowns, sustain small businesses, and reinforce Long Island as a vibrant year round destination.



*You Are Here* highlights the everyday experiences that define life on Long Island, reminding residents that meaningful moments are right here.

The impact is both emotional and economic, strengthening our position as the go to resource for events and experiences. As we invite the world to explore Long Island, we also invite our community to rediscover it. *Longing For More* belongs to all of us.



# LI 250 *history in the making*



As the nation prepares to commemorate the 250th anniversary of the signing of the Declaration of Independence, Suffolk County's Long Island 250 initiative will highlight the region's role in American history while engaging residents, students, and visitors through cultural and educational programming. Discover Long Island is proud to support Suffolk County's leadership by amplifying the initiative through marketing and storytelling.

A key component includes the production of a long form video featuring Suffolk County Executive Ed Romaine visiting historically significant locations across Long Island. The extended video will premiere ahead of the county's LI250 concert at Bald Hill and live across Suffolk County and Discover Long Island digital platforms, including YouTube. Shorter thirty second versions will be incorporated into Discover Long Island's media campaigns to further expand the reach of the initiative.

Education is also central to the effort. Building upon Suffolk County's LI250 Passport program, Discover Long Island will donate LI250 Passports to nine underserved school districts across Suffolk County, giving students access to local museums, landmarks, and heritage sites connected to Long Island's history.

As part of this initiative, County Executive Romaine will participate in a LI250 Passport tour, visiting select schools to engage directly with students and reinforce Suffolk County's commitment to civic education and community pride.

Discover Long Island staff also serve on several Suffolk County LI250 committees, including the press conference, passport, marketing, and culinary committees, and are supporting upcoming LI250 culinary events with participating restaurants.

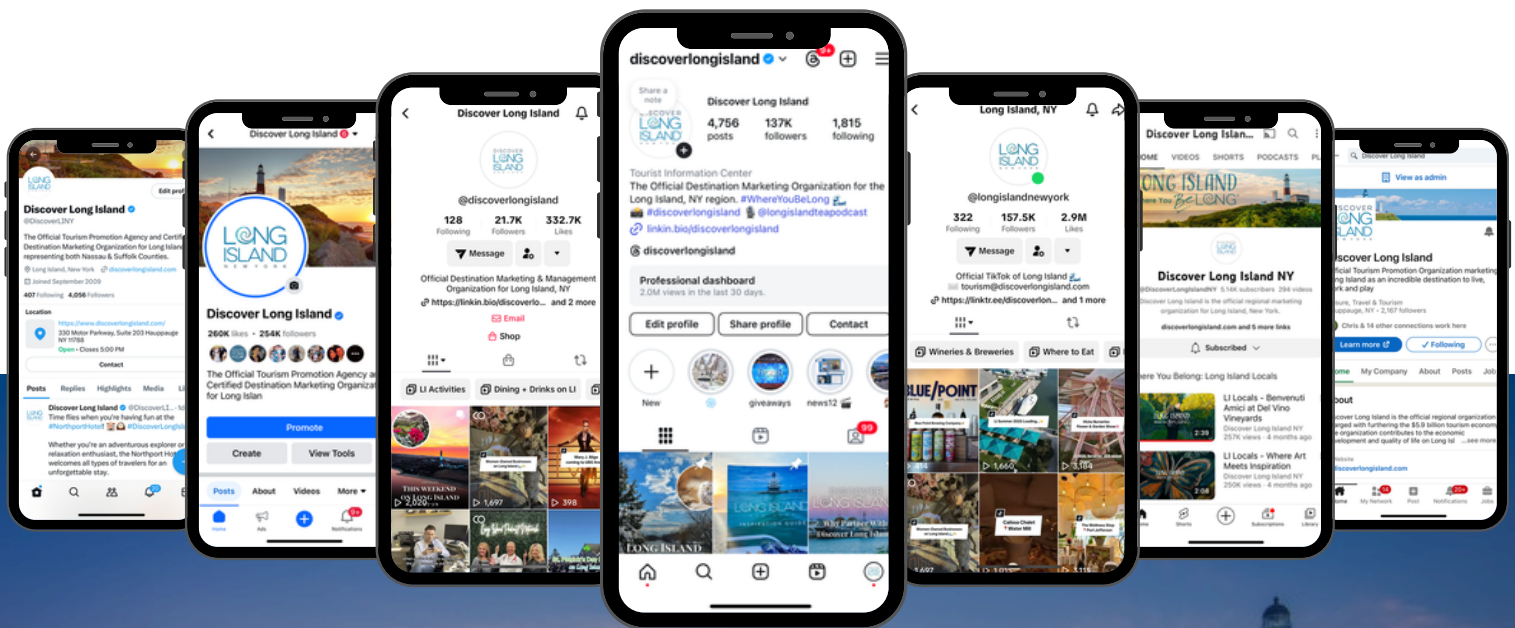


# SOCIAL MEDIA *storytelling*

Discover Long Island has earned national recognition for social media excellence, and our 2026 strategy builds on that momentum with a stronger focus on immersive storytelling, community connection, and measurable reach.

We will expand visibility among new audiences while deepening engagement through a proactive boots on the ground approach, capturing original photo and video content across the region. Authentic, on location storytelling will spotlight the people, places, and experiences that define Long Island.

Our content mix will feature short form video, platform native trends, interviews, drone footage, event coverage, and partner collaborations. Through real time storytelling and immersive visuals, we will grow reach, strengthen connection, and reinforce Discover Long Island as the trusted voice of the destination.



# SOCIAL MEDIA *content creation*

## Long Island 250

Coverage of commemorative events, historic sites, and community celebrations honoring America's 250th anniversary, positioning Long Island as a key destination in this national milestone.

## Accessibility

Highlighting accessible attractions, accommodations, beaches, parks, and experiences to showcase Long Island as a welcoming and inclusive destination for all travelers.

## Long Island Rail Road

Creating content that promotes ease of access via rail, weekend getaway itineraries, car free experiences, and transit friendly destinations that simplify travel planning.

## U.S. Open

Showcase Long Island's hospitality, dining, attractions, and accommodations to visiting and international audiences.

## Community and Chamber Events

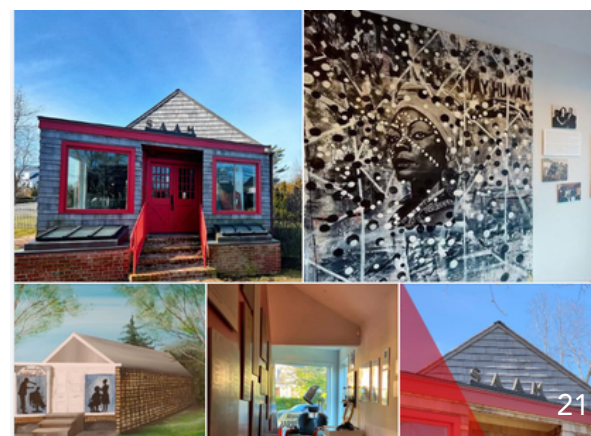
On site coverage of festivals, ribbon cuttings, networking events, and celebrations that strengthen local partnerships across the region.

## Suffolk County Parks

Capturing seasonal outdoor experiences including hiking, beaches, camping, and nature preserves to elevate eco-tourism and outdoor recreation.

## Arts and Culture

Spotlighting museums, theaters, galleries, live performances, and cultural institutions to position Long Island as a vibrant creative destination.

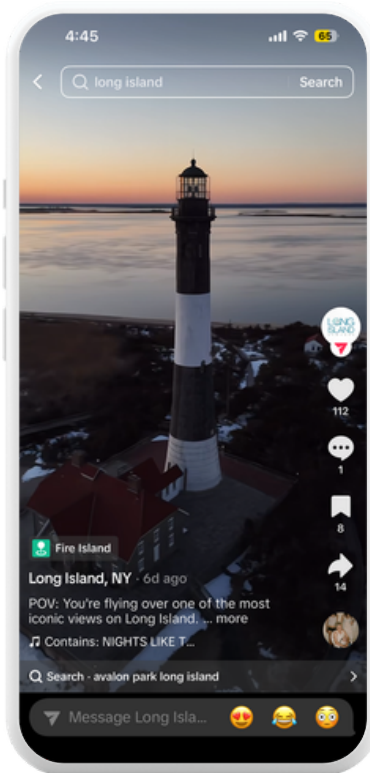


# SOCIAL MEDIA *strategy*

Beyond campaign storytelling, Discover Long Island maintains a consistent content cadence through proven annual initiatives that keep audiences engaged and partners visible year round.

Our weekly *This Weekend on Long Island* series drives immediate visitation by highlighting timely events and experiences. Seasonal carousel roundups offer curated, shareable guides to dining and attractions, reinforcing our role as a trusted trip planning resource. Ongoing downtown video features spotlight shopping, arts, and walkable main streets, while strategic giveaways with local businesses expand reach, grow email acquisition, and deliver measurable value to partners.

This integrated social strategy keeps our platforms dynamic, community focused, and aligned with long term tourism priorities. Through real time content creation, immersive storytelling, and strategic amplification, Discover Long Island continues to elevate the destination and position Long Island as vibrant, inclusive, and must visit in 2026 and beyond.



# LONG ISLAND TEA *podcast productions*

Long Island Tea serves as Discover Long Island's owned media platform, blending storytelling, culture, and commerce to elevate local voices while driving economic impact. Launched in 2020, the podcast positioned Discover Long Island among the first destination organizations to use podcasting as a strategic tourism tool. What began as a creative extension of the brand has evolved into a global platform that strengthens Long Island's identity and deepens audience connection.

The show enters a new chapter with Stacy Black joining Sharon Wyman as co-host. Together they bring dynamic energy, thoughtful conversation, and authentic community connection to each episode. The co-host format enhances storytelling and reflects the vibrancy of Long Island.

With listeners in 93 countries, more than 90,000 views, and strong YouTube and social engagement, Long Island Tea maintains a global footprint while remaining rooted in local stories. It strengthens our brand narrative, creates evergreen content across channels, and converts engaged listeners into visitors, reinforcing Discover Long Island's leadership in tourism marketing.

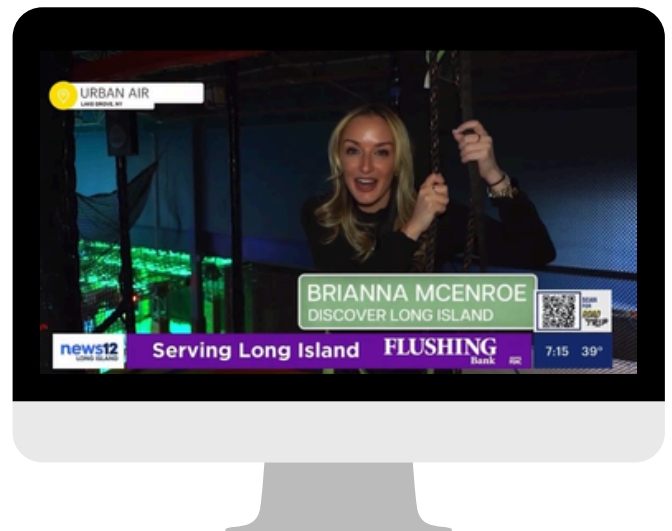


# LONG ISLAND TV *news12* partnership

A cornerstone of our regional storytelling strategy is our partnership with News 12, now expanded to include both *East End* and *Road Trip Close to Home*. Together, these programs amplify destination storytelling through trusted media reaching households across Long Island and the greater New York region.

*East End* continues to spotlight the refined coastal lifestyle of the Hamptons and North Fork, while *Road Trip Close to Home* marks a strategic expansion, broadening the focus to showcase the entire island. The series highlights Suffolk County Parks, vibrant downtowns, family attractions, and cultural institutions, ensuring greater geographic inclusion and broader partner visibility. Both shows feature our very own VP of Brand & Innovation, Brianna McEnroe, serving as our authentic ambassador for curated local experiences.

Together, these complementary programs balance elevated coastal identity with accessible, island wide discovery, strengthening credibility and keeping Long Island top of mind for audiences seeking experiences close to home.



# LOCAL EVENTS *community activation*

Discover Long Island is strengthening its on the ground presence to deepen community connection and increase brand visibility year round.

At the center of this effort is our new fully branded Sprinter van, the next evolution of our mobile visitor center, LiLi. Designed as a flexible brand ambassador, LiLi enables consistent participation in community events, chamber gatherings, festivals, and partner activations across the Island, extending our presence beyond major signature events into downtowns and neighborhoods. The vehicle will also serve as a mobile hosting hub for media visits, influencer partnerships, and familiarization tours, creating immersive storytelling opportunities that elevate Long Island's brand and reinforce our commitment to community engagement.

At each activation, our team will promote local businesses, highlight seasonal experiences, and engage directly with residents and visitors. By evolving LiLi into a more dynamic mobile visitor center and expanding our event presence, Discover Long Island is ensuring the brand is not only promoted through campaigns but experienced firsthand across the Island.

## Community and Cultural Events

- Babylon Kite Festival
- Bald Hill Fair
- Culper Spy Day
- Greenport Maritime Festival
- Shinnecock Powwow in Southampton
- Hampton Classic Horse Show
- Suffolk County Oyster Jamboree
- Suffolk County Marathon
- Long Island 250

## Food, Wine, and Cultural Experiences

- Taste of Westhampton Beach
- Taste of the South Shore at Jones Beach
- North Fork Food and Wine Festival
- Long Island Food and Wine Classic
- Hamptons Food and Wine Classic
- San Gennaro Wine and Food Festival
- NYC Food and Wine Festival
- Dan's Papers events

## Major Regional and Signature Events

- U.S. Open Championship
- Four Leaf 4th of July Air Show
- Long Island Ducks Fireworks Night
- Great South Bay Music Festival



# COMMUNICATIONS

*shape the narrative*

Discover Long Island's Communications and Public Relations team strengthens the region's visibility and global positioning through intentional storytelling, strategic media engagement, and cohesive messaging. By cultivating national, international, and local media relationships, DLI advances targeted press initiatives that position Long Island as a premier year round destination.

Our strategy centers on proactive pitching that expands coverage beyond traditional hotspots to showcase the region's full geographic and cultural breadth. Story angles highlight hidden gems, emerging downtowns, accessibility, golf prestige, heritage tourism, and outdoor recreation. Curated press visits and partnerships with Suffolk County and regional organizations provide immersive access to milestone events and leadership voices.



Visiting journalist programs remain central, featuring itineraries focused on accessibility, championship golf, heritage milestones, and year round exploration. Complementary blog content, strategic partnerships, and targeted newsletters amplify earned media impact and ensure consistent messaging across audiences.

Through disciplined storytelling, immersive press engagement, and integrated digital amplification, the department shapes Long Island's narrative with clarity and authority, reinforcing its identity as a destination defined by heritage, accessibility, championship events, and authentic community experiences.

# COMMUNICATIONS *Key Themes*

Major initiatives in 2026 create powerful storytelling platforms. Long Island 250 spotlights the region's Revolutionary War history, while the return of the U.S. Open to Shinnecock Hills reinforces Long Island's global golf standing. Comprehensive media support includes press materials, on site coordination, interviews, and curated experiences that connect these moments to the broader tourism economy.

- **Historical Significance and Heritage Tourism:** Long Island 250 initiatives, cultural storytelling, and heritage focused media visits
- **Golf Momentum:** U.S. Open coverage, destination golf positioning, public county courses, and signature golf themed events
- **Accessibility and Inclusivity:** Positioning Long Island as an accessible destination through curated itineraries, visiting journalists, and specialized content
- **Year-Round Destination:** Emphasizing regional offerings beyond summer hotspots, including outdoor recreation, culinary experiences, and off-season attractions
- **Comprehensive Regional Storytelling:** Highlighting the entire Suffolk County region, with focused attention on downtowns, underrepresented communities, and hidden gems



# SALES & TRAVEL TRADE *driving demand*

Through a focused and forward leaning strategy, Discover Long Island's Sales team positions Long Island as a premier destination for meetings, events, sports tourism, and incentive travel, driving measurable economic return. Aligned with our broader strategic plan, the approach centers on intentional lead generation, strong industry visibility, collaboration with hotel partners, and ongoing marketplace education. Our objective is not only for planners to discover Long Island, but to confidently choose it.

Strategic prospecting drives development. The team conducts targeted outreach within priority sectors, reengages past clients, and pursues competitive opportunities in key markets such as Philadelphia and Boston. Enhanced CRM capabilities strengthen lead tracking, reporting accuracy, and conversion performance to ensure accountability and return on investment.



# INTERNATIONAL *global visitation*

Discover Long Island's Sales team maintains a strong presence at national and international travel trade shows, providing direct access to key decision makers and delivering qualified leads to local hotels and venues. These efforts position the region's resorts, estates, downtowns, and meeting spaces as competitive assets within the global marketplace. Strategic follow up and curated local recommendations help convert interest into confirmed business while extending visitor spending into restaurants, attractions, and cultural institutions.

By expanding relationships with international tour operators, travel trade partners, and sports tourism organizations, the team helps drive packaged itineraries, pre and post event stays, and tournament business that generate overnight visitation and meaningful economic impact across Long Island.

Each program secured represents new external dollars supporting local businesses across the region. With disciplined prospecting, strategic visibility in global markets, and ongoing relationship management, the Sales team ensures that meetings, group travel, and international visitation remain catalysts for sustained economic growth.



# PARTNERSHIP *built for your business*

At Discover Long Island, our partners are not part of the story, they are the story. Our focus is clear: strengthen relationships, grow together, and create meaningful opportunities that help local businesses succeed.

Following record partner growth in 2025, we will prioritize retention while expanding into key sectors including arts and culture, sports, hospitality, and accessibility. Growth must be matched by engagement, so we are reactivating chambers, downtown organizations, and regional stakeholders to ensure partners fully understand and use the value of their benefits.

To increase transparency and access, we are launching a monthly Partner Open Hour virtual session and creating clearer pathways into campaigns, events, content, and sponsorship opportunities. The goal is simplicity and stronger return on investment.

Signature events will continue to build connection and visibility across our tourism community. Our new Tourism Tee Off Golf Outing will launch the year with strong sponsor visibility, while mixer events and Quarterly Immersions will strengthen relationships and spotlight Long Island downtowns and small businesses. The year will close with our Annual Gala, celebrating the partners who move our tourism economy forward. Expanded experiential sponsorships will ensure added value at every event.

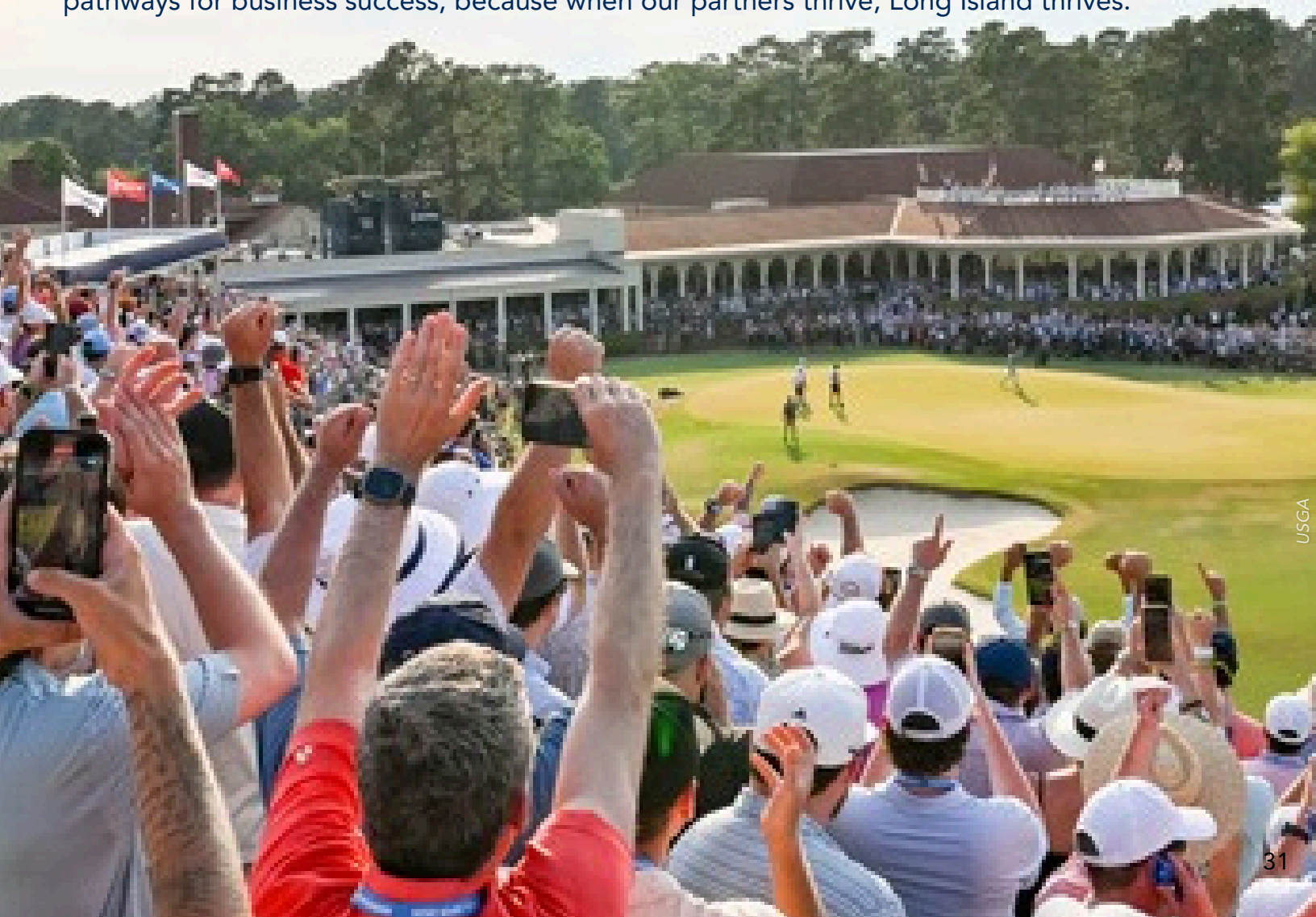


# PARTNERSHIP *future focus*

Accessibility and inclusion remain central to our mission. We will deepen partnerships with organizations such as the Guide Dog Foundation and America's VetDogs while completing Autism Certification as an organization. Our Accessibility Initiative will continue expanding, helping businesses share clear and supportive information so travelers feel confident choosing Long Island and partners feel confident showcasing what makes them welcoming.

Major campaigns, including Long Island 250 and the U.S. Open, will incorporate defined partner activation opportunities to ensure local businesses benefit from increased visibility and media attention. We will also continue collaborating with the LGBTQ Network and other community organizations to ensure broad representation across the region.

2026 is focused on deeper relationships, intentional growth, inclusive leadership, and real opportunity for our partners. Every campaign, event, and initiative is designed to create pathways for business success, because when our partners thrive, Long Island thrives.



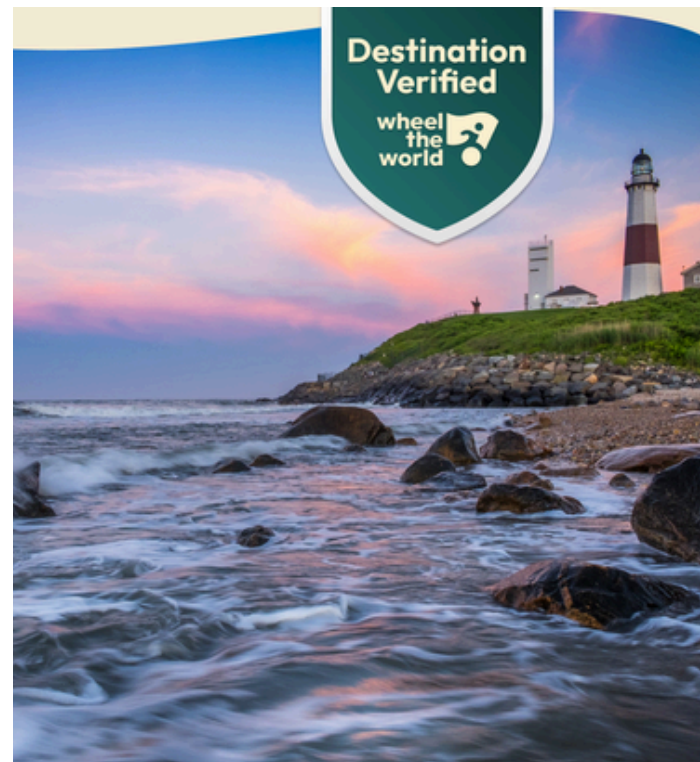
# ACCESSIBILITY *travel for all*

Tourism should be inclusive, welcoming, and barrier free. Discover Long Island's accessibility initiative reflects a strategic commitment to ensuring every traveler, regardless of ability, can confidently experience the region.

This effort goes beyond compliance and centers on intentional inclusion. In partnership with Wheel the World, we are identifying and verifying accessible experiences across Long Island, providing clear information for travelers who require mobility, sensory, or cognitive accommodations. In collaboration with I LOVE NY, we are aligning with statewide standards to position Long Island as a leader in inclusive tourism. We are also pursuing Autism Certification to ensure our team is trained to better support individuals and families navigating autism spectrum disorders.

Participating businesses are being highlighted as accessibility-friendly across our digital platforms, giving travelers the tools to plan confidently while encouraging local businesses to elevate their own standards. This not only supports visitors but also strengthens Long Island's reputation as a compassionate and forward-thinking destination.

Accessibility represents a significant and growing segment of the travel economy. By investing in training, partnerships, and verified accessibility data, Discover Long Island is expanding opportunity, increasing visitation, and ensuring tourism growth benefits everyone.



# LOOKING AHEAD *vision for Long Island*

Discover Long Island believes tourism is more than visitation. It is a driver of economic opportunity, community vitality, and regional pride. As the only accredited Destination Marketing Organization representing Long Island, we are committed to ensuring that tourism strengthens the communities that make our region special.

Our vision is rooted in a clear commitment to the people, businesses, and neighborhoods that define Long Island. Tourism brings vital outside revenue into the region, supporting restaurants, hotels, attractions, farms, and small businesses while sustaining thousands of local jobs. By attracting visitors who value authentic experiences, Discover Long Island helps ensure tourism dollars directly benefit the local economy and the families who depend on it.

This moment represents a powerful opportunity for Long Island. Major events, historic milestones, and new initiatives will place the region on a national and global stage like never before. Discover Long Island will build on this momentum through thoughtful marketing, strategic partnerships, and storytelling that highlights the region's beaches, downtowns, cultural institutions, historic sites, and local businesses.

Community partnership remains at the heart of our work. Discover Long Island collaborates closely with Suffolk County, local municipalities, tourism partners, cultural organizations, and small businesses to ensure our efforts align with the needs of the region. By working together, we drive visitation while protecting the authenticity, character, and quality of life that residents value most.

Tourism plays a vital role in making Long Island a place where people want to live, work, and play. A strong visitor economy supports vibrant downtowns, thriving local businesses, cultural experiences, county parks, and community spaces that residents enjoy every day. Discover Long Island remains focused on ensuring tourism continues to create opportunity while enhancing Long Island as a place residents are proud to call home.

When a place inspires you to keep exploring, keep experiencing, and keep believing there is more ahead, that is Long Island *Longing for More* and Discover Long Island helping lead the way.

# DISCOVER LONG ISLAND STAFF

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**Dylan Miller**

Partnership & Events Coordinator

**Liam Nichols**

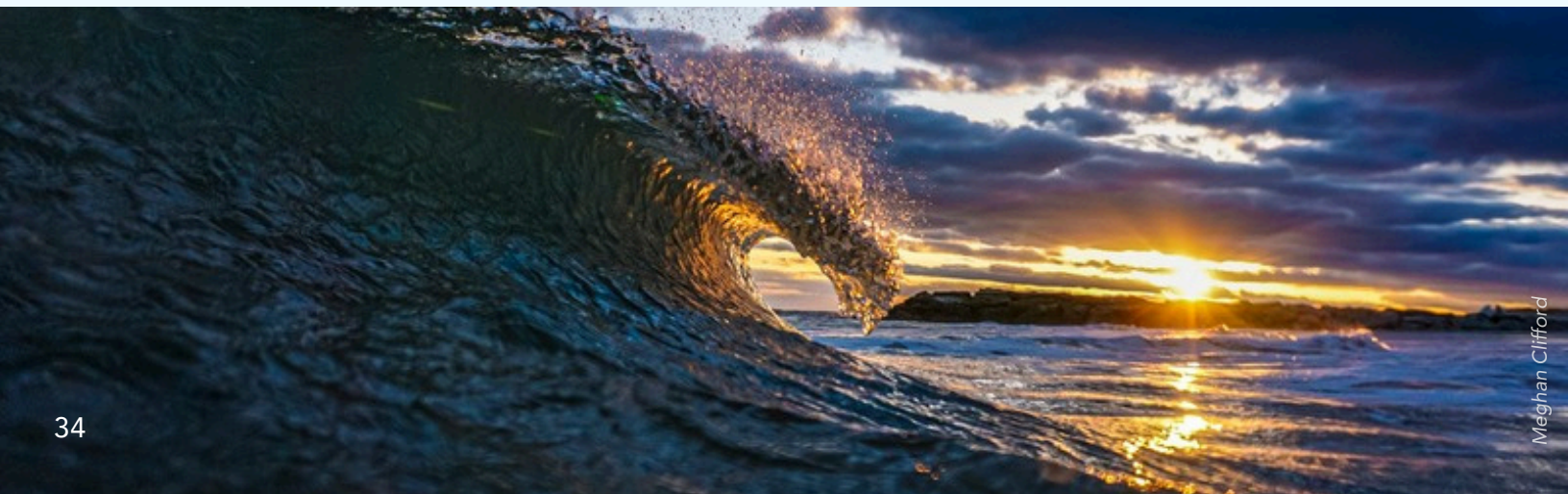
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Accounting Assistant

**Alfredo Gonzalez**

International Sales Specialist



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