



DISCOVER  
LONG ISLAND  
NEW YORK

**Nikki Theissen**  
**Vice President of Partner & Visitor Relations**

# DISCOVER LONG ISLAND™

N E W Y O R K



**\$6.3 Billion**  
Annual Spending



**9.6 Million**  
Overnight Visitors



**\$760 Million**  
Local & State tax Revenue

Discover Long Island is the region's official destination marketing and leadership organization charged with furthering the destination's thriving visitor economy, which saw record-breaking highs in 2019 generating \$6.3 billion in visitor spending. The organization ensures Long Island's coveted quality of life, thriving industries, and dynamic destination offerings are promoted on a global level, furthering economic development and spurring visitation to this world-class destination.



# DISCOVER LONG ISLAND™ NEW YORK



**Weekly Tourism Industry Updates**  
**Bi-Weekly Consumer Updates**  
**Educational & Networking Event Invitations**  
**Travel Guide Distribution**

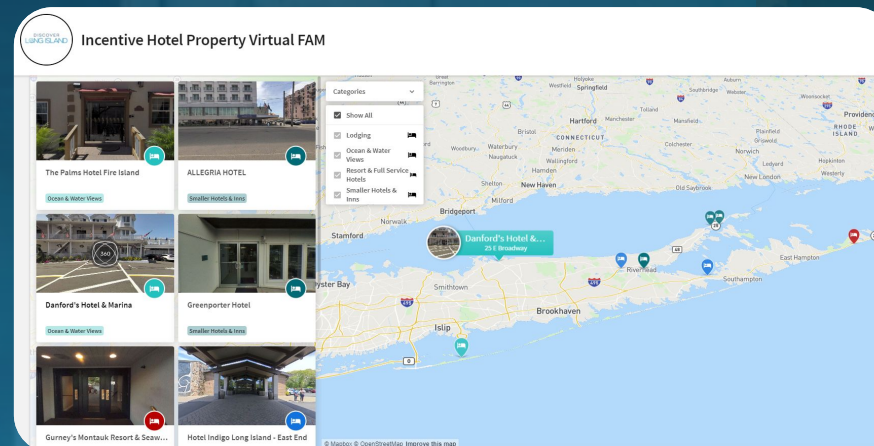


**Events with LiLi – Discover Long Island's Mobile Visitor Center**





- **Cooperative Tradeshow & Marketing Opportunities**
- **Inclusion in Applicable Sales Leads**
- **Inclusion in FAM Trips, Sites & Client Facing Events**
- **Quarterly Sales Newsletter Distribution to clients**
- **Quarterly Sales Meetings**





- **Proactive & Reactive Media Pitching**
- **Inclusion in Press Trips & Media FAM Tours**
  - **Attendance at key media events**

**amNY**

the  
**island**now

COASTAL  
LIVING®

**GROUP TOUR**  
MAGAZINE

THE EPOCH TIMES

**Forbes**

LONG ISLAND PRESS

LONG ISLAND  
**BUSINESSNEWS**



**INSIDER TRAVEL**  
—REPORT—

*Where your news comes first*

## CRISIS MANAGEMENT

- **Industry Representation**
- **Educational Webinar Series**
- **Direct Government Updates**
- **Hospitality Solidarity Virtual Meetings**
- **Complimentary Community Partner Program**

Over 126  
Community  
Partners

- Hospitality Solidarity Series for hotel partners to share news, collaborate and receive advice
- Research & Data Series
- Legislative Series
- Guest speakers from I LOVE NY, NYSHTA, Legal Experts, Longwoods International, Finance & Banking and Small Business Development





## TRAVEL CONFIDENTLY

- **Renewed Gratitude**
- **New York & Long Island Travel Updates**
- **BeSafe Pledge**
- **Health, Wellness & The Fit Doc**

### Dr. Michele C. Reed

#### Official Health & Wellness Ambassador

Discover Long Island is proud to collaborate with **Dr. Michele C. Reed**, Long Island native and Board Certified Family Medicine Physician, as the organization's Official Health & Wellness Ambassador. In this newly created role, Dr. Reed will act as an advisor on health and safety-related protocols to tourism industry leaders, provide safe travel tips to visitors and share her recommendations on how to enjoy Long Island's tourism attractions and vast outdoor experiences.



[CLICK FOR MORE TIPS](#)

[CLICK FOR MORE TIPS](#)



### Take Our BeSafe Pledge



LONG ISLAND  
Where you *BeLONG*

### #TRAVELCONFIDENTLY TO LONG ISLAND

Whether you are just dreaming of a weekend escape right now or hoping to venture out safely in the coming weeks, we have the latest information on Long Island's re-openings and safety precautions underway, so that when you're ready you can #travelconfidently and with renewed gratitude to Long Island.

Long Island is currently in **Phase Four** of the New York Forward re-opening direction led by Governor Cuomo, which allows residents and visitors to enjoy our miles of pristine beaches, parks, restaurants and more while safely practicing social distancing and wearing a mask. To read full phase four information, [click here](#).

## INDUSTRY RESOURCES & INITIATIVES

- **Partner Information Landing Page**
- **COVID 19 Resources and Recovery**
- **Re-Opening Requirements & Guidelines**
- **Diversity & Inclusion Initiatives**
- **Additional Funding Opportunities**

### Discover Long Island Resources



## PARTNERS

LOGIN

### COVID-19 Resources & Recovery

Our top priority at Discover Long Island is keeping our valued partners and industry businesses updated with timely and relevant information that will assist in navigating these troubling times. Our entire team is actively engaged in all aspects of business sustainability, assistance and recovery.

As this situation continues to evolve and change, so will our efforts to address and adapt as necessary. Please visit this page regularly for updates and opportunities that DLI will be unveiling in the coming weeks. DLI Partners will continue to receive email updates from our President & CEO, but all industry businesses can utilize this page for breaking information related to the travel industry.

### New York State Guidelines

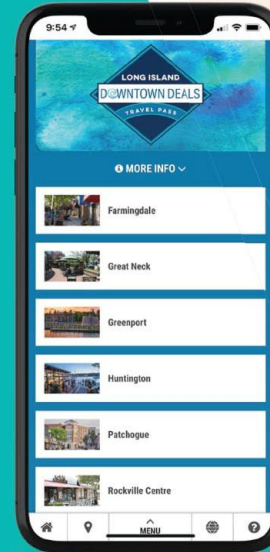




## DOWNTON DEALS TRAVEL PASS



The Downtown Deals Travel Pass was launched by Discover Long Island in collaboration with Nassau County IDA and Suffolk County IDA in August 2020. This initiative was created as a means of bringing business back to our small business & local downtowns after COVID-19.



# NEW

This free mobile passport is available for a limited time!



Scan the QR code to sign up or visit  
[discoverlongisland.com/deals](https://discoverlongisland.com/deals)  
to learn more





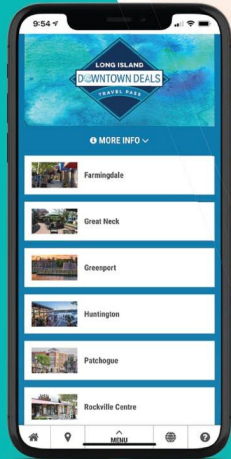
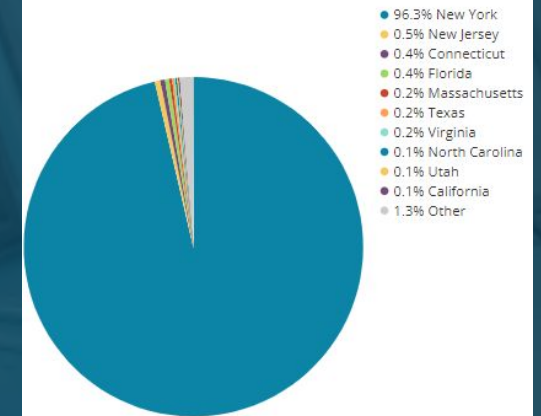
# DISCOVER LONG ISLAND™ NEW YORK

Over 5,178  
Downloads &  
Passholders

Downloads in  
over 40 States  
& 289 Cities

Over 60,000+  
Landing Page  
Views

Customer Geographics



**NEW**

This free mobile passport is available for a limited time!



Scan the QR code to sign up or visit  
[discoverlongisland.com/deals](https://discoverlongisland.com/deals)  
to learn more



# DISCOVER LONG ISLAND™ NEW YORK



Farmingdale



Rockville Centre



Port Washington



Fire Island - Ocean Beach



Bay Shore



Greenport



Huntington



Patchogue

Expanding our partnership and adding an additional 5 downtowns



Port Washington Downtown Deals Launch Press Conference  
June 25, 2021



# DISCOVER LONG ISLAND™ NEW YORK

## LONG ISLAND TV

Discover Long Island is hitting the road with LiLi, our mobile visitor center. The new Long Island TV series takes viewers on a weekly road trip adventure showcasing Long Island as one of the best places in the world to live, work, and play. If you're a local tune in to re-discover why you BeLONG on Long Island with hidden gems spotlights and insight from some of our most in-the-know locals. If you're tuning in to plan a visit to our shores then Long Island TV will help you plan the ultimate insider experience.





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In 12 months,  
we have 1.2  
million views

2,730  
Subscribers





## Long Island Tea Podcast

The Long Island Tea Podcast, hosted by Kristen Jarnagin and Sharon Wyman, spills the Long Island tea, dishing on the best from the destination, seasonal adventures, insider tips, mishaps and more.



*spill the tea*

Listen and subscribe:

 Apple Podcasts

 Spotify

 Amazon Music

 Audible



DISCOVER  
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NEW YORK



1,204 Followers

Listened to  
in 27  
countries



Over 8,300  
Downloads



FIREWORKS & TRIVIA

Over 8,425  
unique  
landing  
page views



FALLING FOR THE NORTH FORK  
AT ROSE HILL VINEYARDS



## LONG ISLAND MERCHANDISE

DISCOVER  
LONG ISLAND  
Shop

Each candle is poured by hand in the heart of the Hamptons using 100% high quality, clean burning soy. Whether you are here for the summer or consider yourself the ever coveted local, these candles are for us and this unique community we call the East End.

MORE INFO >



Local Brand  
Collaboration  
& Sourcing



DISCOVER  
LONG ISLAND  
Shop

### SHOP LONG ISLAND

Browse our exclusive collection of Long Island merchandise and accessories.

SHOP NOW >

NEW  
Shopify  
Platform

DISCOVER  
LONG ISLAND  
Shop

### GAGE SUNGLASSES

Our mission is simple: to provide you with an awesome customer experience and fun, colorful sunnies that match your personality. Since we first launched our brand August of 2015, thousands of customers have rocked our sunglasses across the country.

MORE



DISCOVER  
LONG ISLAND  
Shop



### LONG ISLAND TEA PODCAST MERCH

Welcome to Long Island Tea with your hosts Kristen Reynolds and Sharon Wyman from Discover Long Island, the region's official destination marketing and leadership organization. Rep the merch and tune in weekly to catch these Long Islanders spill the tea, dishing on the best from the destination, seasonal adventures, insider tips, mishaps and more.

Be sure to check out their favorites on the [Tea Amazon Shop!](#)

Podcast  
Merchandise  
& Amazon  
Page



# DISCOVER LONG ISLAND WEBSITE STATS & TOOLS

DISCOVER  
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NEW YORK

**bandwango**  
The Destination Experience Engine

**BOOK DIRECT**  
powered by simpleview

1,300,000 Website Page Views

50,000+ Opt-In Newsletter Subscribers

Business Belongs on Long Island

**HRESHOLD 360**

Landing Page

Virtual Tours

User Generated Content

Book Direct Feature

Event Calendar

Social Sharing

Artificial Intelligence

**CrowdRiff**

**Long Island Intelligence Report 2020**



Click here for the Long Island Intelligence Report complete with information and resources on the next generation, new developments, talent and education, manufacturing, infrastructure and more for an overview and outlook of the Long Island business community.

VIEW THE REPORT

**Why Long Island**



EDUCATED WORKFORCE & TALENT



FLOURISHING INDUSTRIES



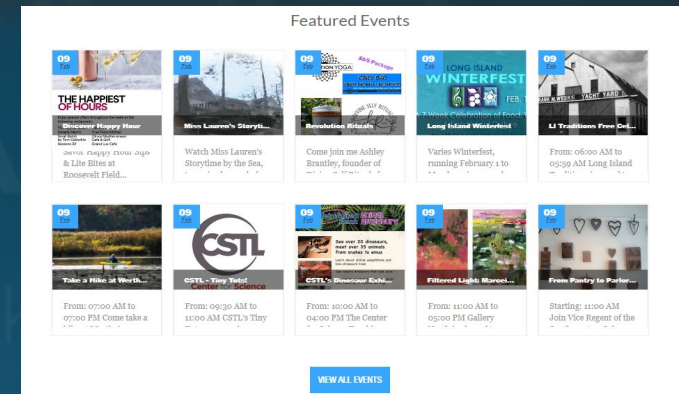
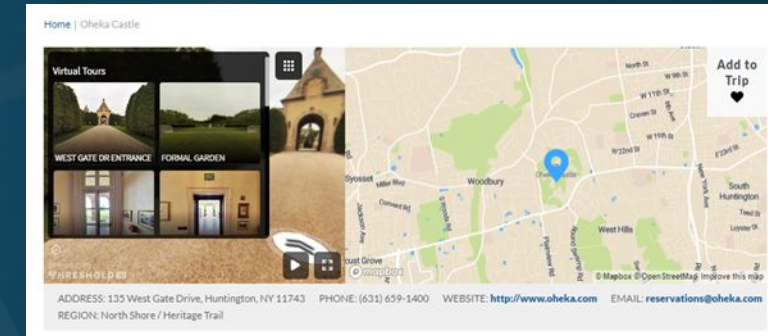
PROXIMITY TO NEW YORK CITY

SUFFOLK COUNTY STATISTICS

TOP COMPANIES

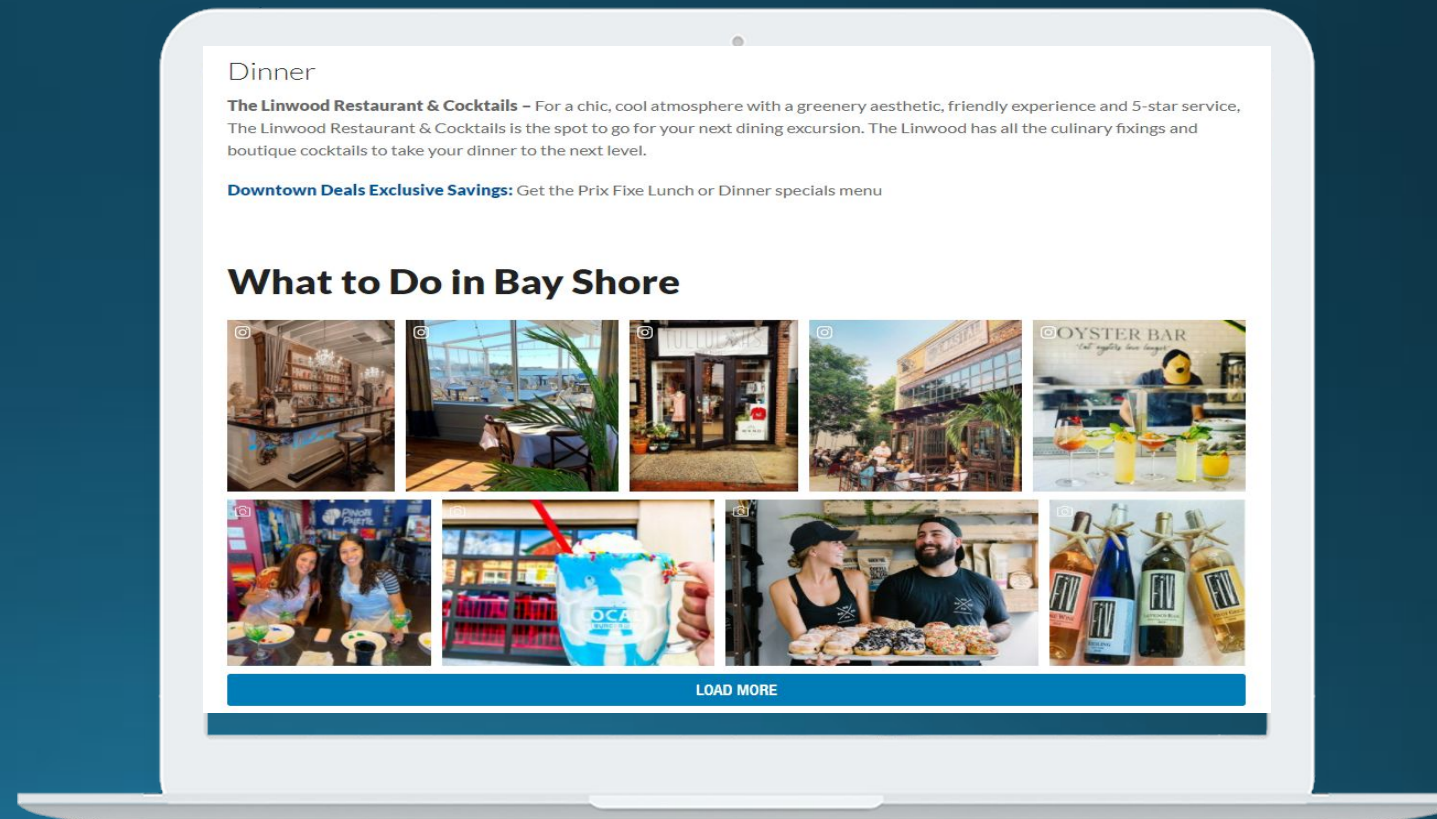
TRAIN ROUTES

NASSAU COUNTY STATISTICS



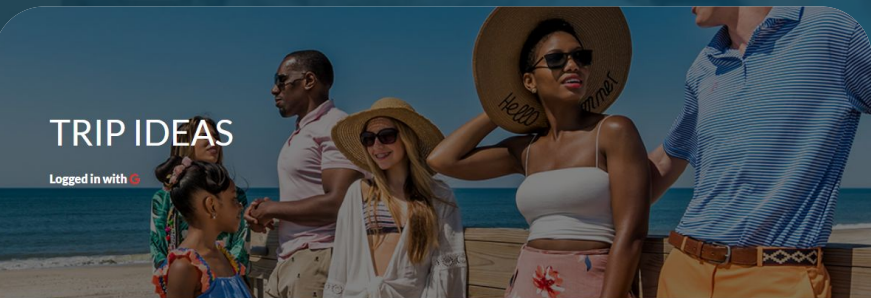


- **Creating galleries specific for each Downtown Deals Pass**
- **These galleries are featured in our blog's showing the businesses included on the pass through a consumer's perspective**
- **Two of our Downtown Deals galleries are in our Top five galleries with over a 50% engagement rate**





- Curated Blogs
- Seasonal Trip Ideas
- Create Your Own Itinerary Feature



## TRIP IDEAS

Logged in with

### Plan Your Long Island Trip

#### 1. Login

Login using your Facebook or Google Account

#### 2. Explore

Start exploring the site for **Things to Do** and **Where to Stay**. Click the heart icon on a business page to save it to your custom trip planner

#### 3. Get Inspired

Use the Long Island itineraries below for inspiration and email yourself the pre-designed trip

#### 4. View & Share

Click view trip to share your trip on social or through email

Explore by:

All activities  All regions  All seasons  Number of days

**BOUGIE VALENTINE'S DAY**

**FOODIE TOUR**

**A DAY IN DOWNTOWN BAY SHORE**

**ULTIMATE HOLIDAY ITINERARY**

**WINTER ACTIVITIES**

**WINTER IN THE HAMPTONS**

**SPOOKY FALL GUIDE**

**FALL FAMILY FUN**

**ULTIMATE FALL TRIP**

[LOAD MORE](#)

## INSIDER'S GUIDE

**Long Island Valentine's Day Packages**

Tis the season, to celebrate Valentine's Day on Long Island with hotel getaway packages, instagramable...

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**Exclusive Savings In Long Island's Downtown of Bay Shore**

Bay Shore is the gateway to Long Island's famed Fire Island where you can catch...

[READ MORE](#)

**Celebrate Black History Month on Long Island**

How to celebrate Black History Month on Long Island - Shopping, Dining, History & More...

[READ MORE](#)

**Winter Attractions Now Open on Long Island**

Looking for something to do in winter? Here is our guide to safely exploring Long...

[READ MORE](#)

**6 Hampton Downtowns to Explore This Winter**

Escape from New York City to Long Island, renowned for its vibrant must-visit summer spots...

[READ MORE](#)

**Exclusive Savings In Long Island's Downtown of Huntington**

Huntington, located in Suffolk County on Long Island's North Shore is a charming town bordered...

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**Rise & Dine Like a Long Islander**

Long Islanders have quite a few things to be proud of, whether it's talking about...

[READ MORE](#)

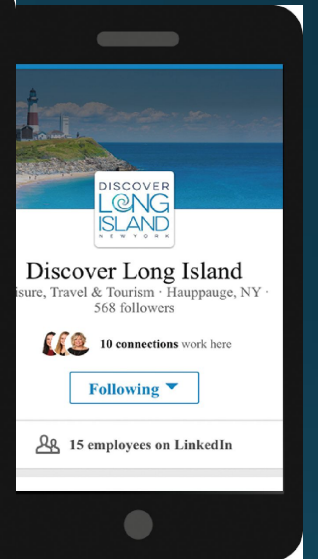
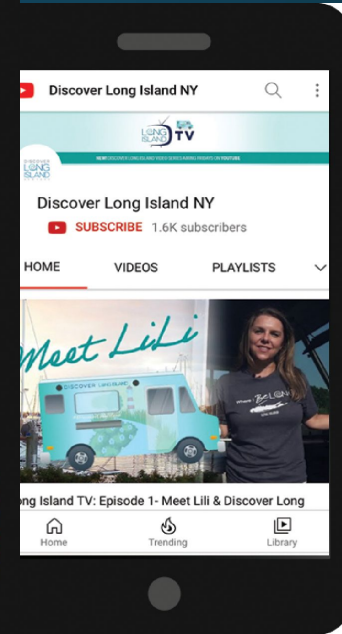
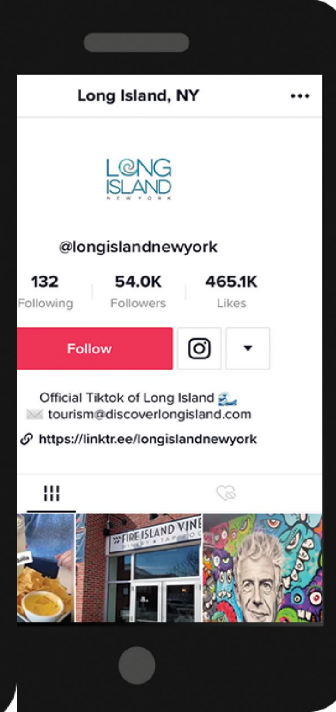
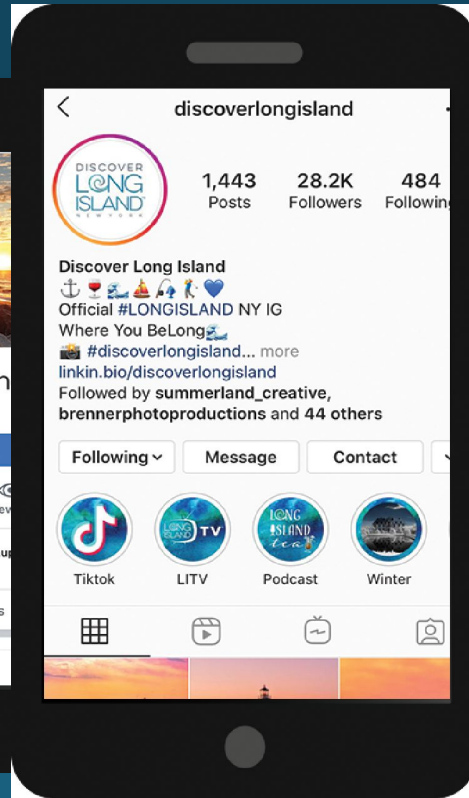
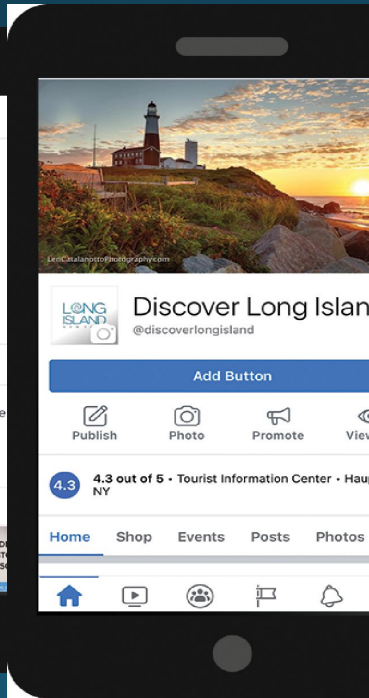
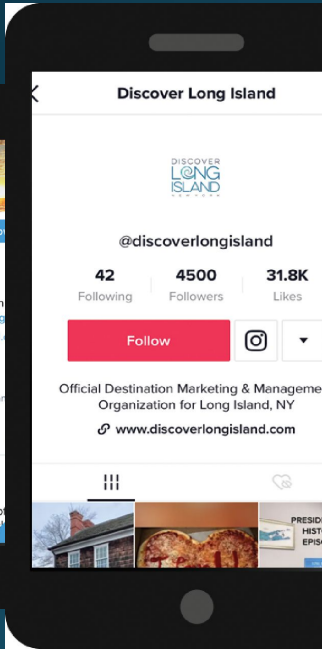
**Ring in the New Year!**

New Year's Celebrations & Hotel Packages Celebrations look different this year, but hotels across Long...

[READ MORE](#)



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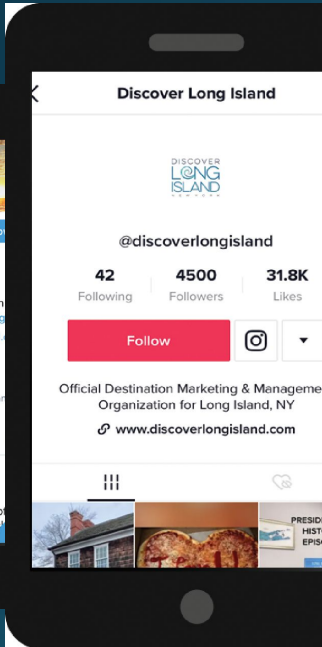




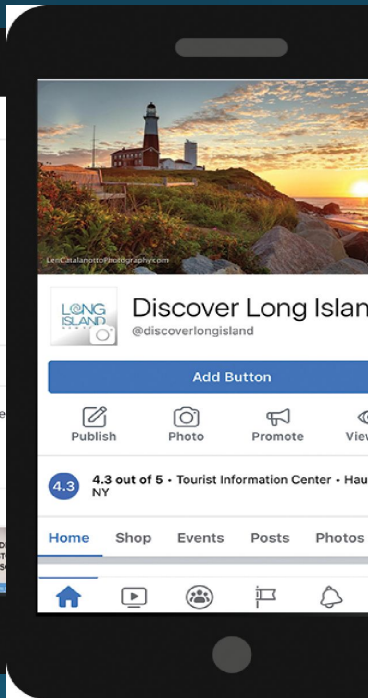
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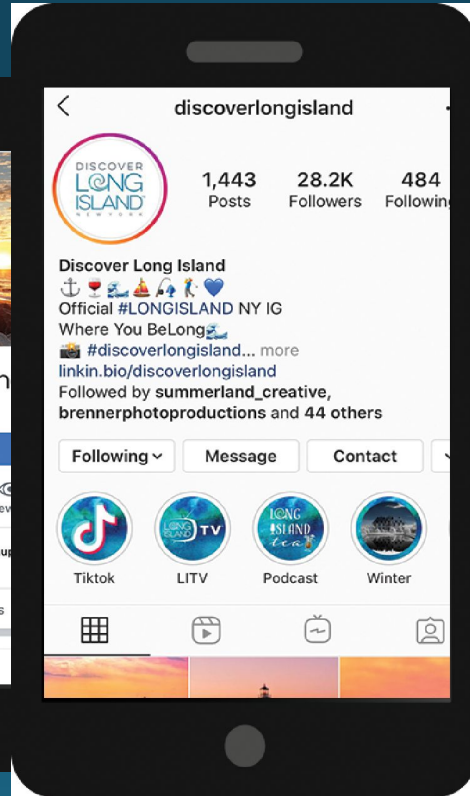
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Followers



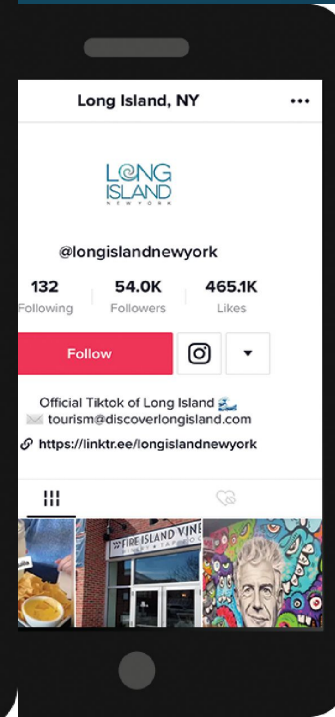
4,899  
Followers  
42.9k likes



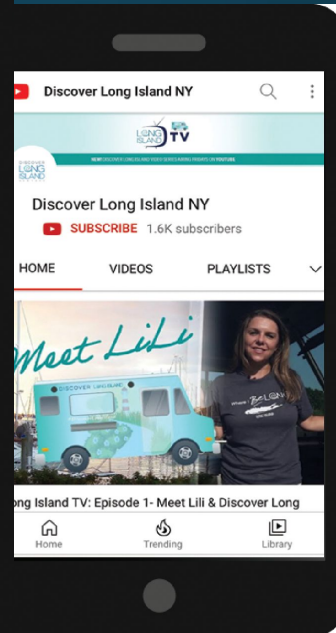
257,073  
Likes  
Reach:  
1.1 Million +



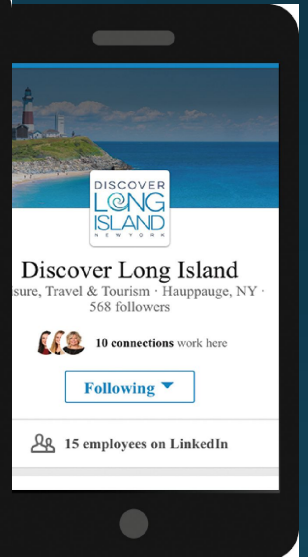
31,400  
Followers  
Reach: 415.5k



81,000  
Followers  
892.4k likes



2,730  
Subscribers  
Views: 1.2  
Million



700  
Followers



A photograph of a sailboat on the ocean at sunset. The sun is low on the horizon, creating a warm, golden glow. The sailboat's dark sails are visible on the right side of the frame. The text 'LONG ISLAND' is written in a large, white, hand-drawn font across the top half of the image.

LONG ISLAND

Where you *Be* LONG

**Thank You**