

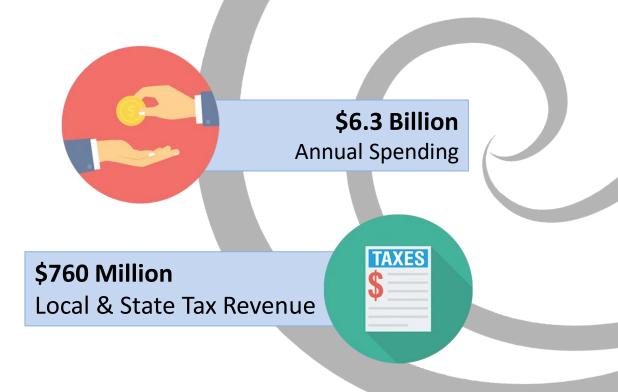
Where You Ballon G

Tourism On Long Island 2019





Small Business make up **84%** of Tourism Industry





Study: Millennials Leaving Long Island

Newsday LONG ISLAND NextLI survey: Most young adults on LI expect to move away They don't want to leave, but they complain about the burden of student loans, housing costs and high taxes. = next powered by Newsday WHO IS THE NEXT An expansive survey on "the next generation of Long Islanders" -- a project generated by Newsday and funded by a charitable grant from the Rauch Foundation -- found that 67 percent of young adults said they plan to leave in the next five years. Photo Credit: emily.ngo@newsday.com > @epngo Updated July 31, 2019 5:27 PM PRINT SHARE Burdened by student loans, housing costs and high taxes, a majority of young adults on Long Island anticipate moving to somewhere more affordable within five years, according to research being released Friday by nextLI. The expansive survey on "the next generation of Long Islanders" — a project generated by

Newsday and funded by a charitable grant from the Rauch Foundation — found that 67 percent said they plan to leave in the next five years, while only four in 10 expect to live on Long Island

But it's not as if those between the ages of 18 and 34 want to leave.

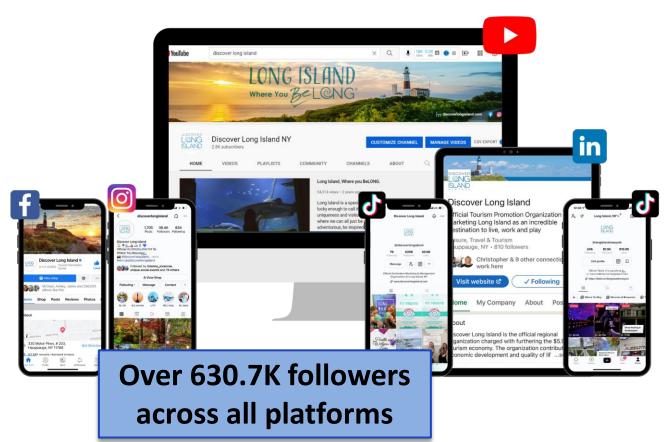
when they retire.

The expansive survey on "the next generation of Long Islanders" — a project generated by Newsday and funded by a charitable grant from the Rauch Foundation — found that 67 percent said they plan to leave in the next five years, while only four in 10 expect to live on Long Island when they retire.

SPREADING THE LOVE ACROSS LONG ISLAND

Social Media

Launched in August 2020, our social strategy has become the top source of information for the region and has transitioned us from a DMO who utilizes influencers to becoming THE influencer for Long Island travel.



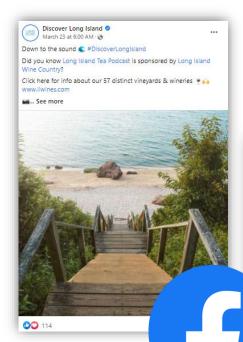
2021 US Travel Association Destiny Award Winner for Best Social Media Campaign!!



Facebook & Instagram

Discover Long Island
March 25 at 10:59 AM ·

Colonial New Engla... See more



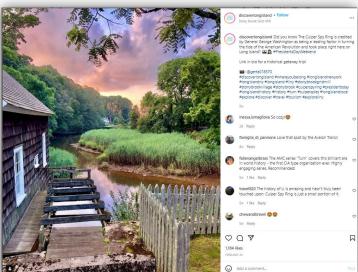


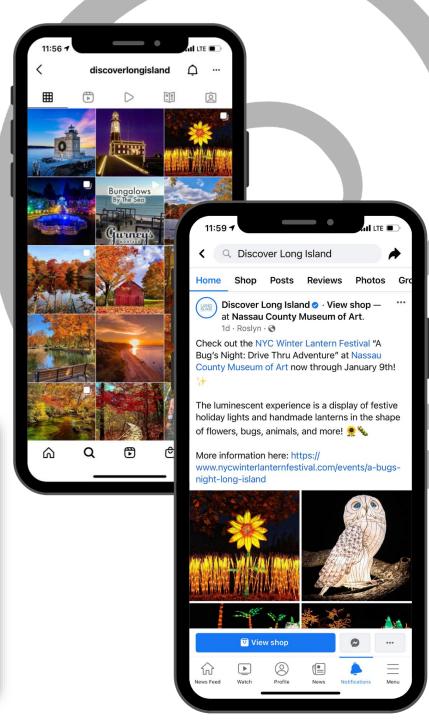


33 Shares

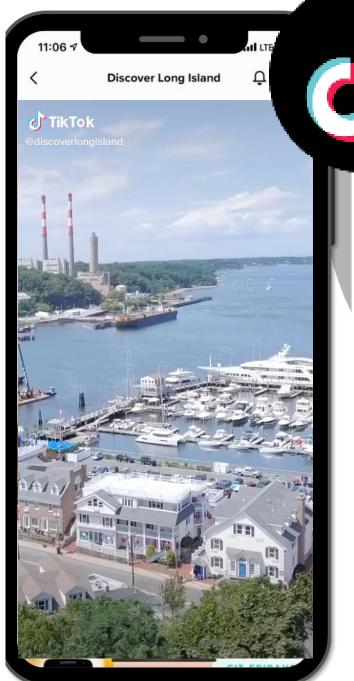


Discover Long Island is at Elizabeth A. Morton National













OVER 2 BILLION HOURS OF VIDEO CONTENT CONSUMED MONTHLY





Look Good, Feel Good at Red Hot Spa in The Garden City...

Discover Long Island NY 9.2K views • 2 months



Teeing Off At Long Island's TopGolf 4:04

Teeing off at Long Island's TopGolf

Discover Long Island NY 4.8K views • 2 weeks ago

Hopping Around Long Island Breweries in Riverhead 7:23

Hopping Around Long Island Breweries in Riverhead

Discover Long Island NY 1.3K views • 5 days ago

Long Island Tea Podcast



Highlights:

- 17 Guests in 2021
- LI Wine Country Sponsorship with 3 On-site Recordings
- Jones Beach Air Show On-Site Recording
- Launch of Podcast Merch and Amazon Page

2021 Podcast Stats: 11.1k Downloads, Up 86% YOY

12,400 Landing Page Views **Listeners from 28 Different Countries**





Health And Wellness Ambassador Dr. Michelle Reed



I would definitely encourage more DMOs to look into partnering with physicians to figure out how you can incorporate wellness into your destination.



 DR. MICHELE C. REED, Health & Wellness Ambassador, Discover Long Island

#FITFRIDAYS

New series featuring Dr. Michele C. Reed aka "The Fit Doc" where she explores health & wellness spots across Long Island.

Over 10K Views Across Instagram and TikTok





Insiders Guide Travel Blog



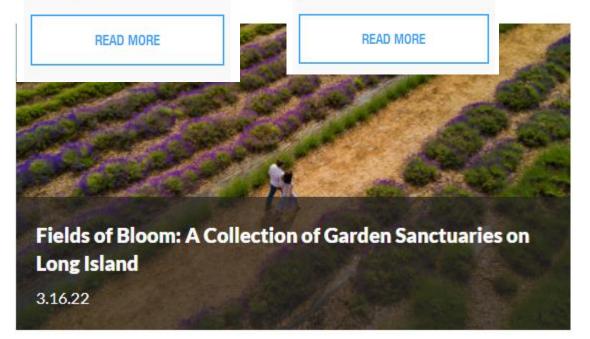
Al Fresco Hotel Scenes

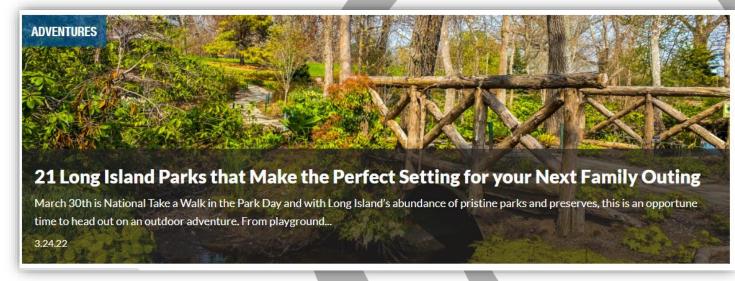
From acres of sprawling gardens to trendy downtowns, Long Island has an eclectic offering of...



Celebrate National Farmers Market Week

Does the thought of a freshly picked juicy red tomato make your mouth water? In...







Fun Things to do on Long Island: Watersports Edition

Given its many miles of beaches, sparkling lakes and dancing rivers, Long Island is a...

READ MORE



Waterfront Dining on Long Island

No matter where you are on Long Island – from South Shore Nassau all the...

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Downtown Deals Travel Pass



5,342 Downloads

LONG ISLAND

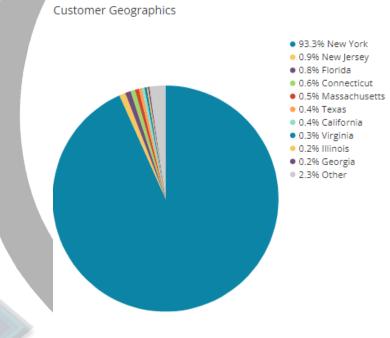
OWNTOWN DEALS



12 Active Towns Across Long Island

- Babylon
- Bay Shore
- Farmingdale
- Fire Island-Ocean Beach
- Great Neck
- Greenport

- Huntington
 - Long Beach
 - Patchogue
- Port Washington
- Riverhead
- Rockville Centre



Retail

- New Shopify storefront launched
- Launched new Podcast merchandise collection
- Local collaborations including Simply Made Greetings, Gage Sunglasses, Hamptons Hand Poured and Spectrum Designs.
- More to Come!!!!



Local Collaborations



Where

Kristen Jarnagin Reynolds President & CEO

kreynolds@discoverlongisland.com

LONG ISLAND