



Long Island Convention & Visitors Bureau  
And Sports Commission

**Business Activity Report**

**Annual Report 2009**

**Suffolk County**

# **Annual Report for Suffolk County**

## **2009**

This report is provided in accordance with Suffolk County Legislative Resolution 1238-2005 to report on the effectiveness of the Long Island Convention and Visitors Bureau (LICVB) in generating sales tax revenues and tourism. It addresses the overall objectives of the 2009 Marketing Plan with respect to marketing Long Island as a region and the current status and efficacy of the strategies employed. Within this context, it further reviews the objectives addressing the Suffolk Specialty Tourism Marketing Program and the efficacy of those particular strategies employed.

### **Overview of Suffolk County Tourism**

A report developed by the New York State Division of Tourism and the U.S. Census Bureau on behalf of New York State's Empire Development Tourism Division identified the following tourism economic impacts on Suffolk County for 2008:

- Visitor expenditures in Suffolk County generated over \$163 million in local taxes (sales, property and hotel taxes) and almost \$168 million in state taxes.
- The number of occupied housing units in Suffolk County based on a 2006-2008 American Community Survey by the U.S. Census Bureau (3-year estimate) was 478,920.
- The Tourism Tax Benefit per household was \$691.43.
- Tourism sustained (direct, indirect and induced) 37,505 jobs in Suffolk County.

That was 2008.

### **Market Conditions & Trends**

#### **2009 Tourism Trends**

##### **Domestic Travel**

2009 reflected the harsh realities of the worst global recession since the Great Depression and its impact on Long Island's tourism industry as a whole and in Suffolk County. Tourism business activity saw declines more significant than those that followed the 9/11 terrorist attacks and the recession that immediately followed.

Overall demand for Long Island lodging declined 6.8% compared to 2008 resultant from the downward pressures of the global and national economies. In Suffolk County, demand declined by 6.9% compared to 2008. Long Island focuses on attracting four specific market segments: corporate group (meetings and conventions), sporting events, domestic and international leisure travelers.

Of the four market segments, the most significantly impacted was the corporate group market. Western Suffolk County hotels rely more heavily on the corporate group/business travel markets than leisure, domestic or international. Eastern Suffolk County relies almost exclusively on leisure travel. Destinations which have been heavily dependent upon the corporate group and business travel market segments, such as Westchester County, New York City, and Nassau County have seen sharp declines in their levels of occupancy, average daily rates and revenue per available room (RevPAR). RevPAR is the primary metric used by the hotel industry to gauge their business performance. In 2009, RevPAR in New York City declined -30%; in Westchester County, a primary competitor of Long Island and Nassau County, RevPAR declined -25%. Nassau County's RevPAR suffered a decline of -16.1% while in Suffolk County, the decline with 14.4%\*.

By year's end, Suffolk County lodging occupancies declined -8.4% from the previous year. Average daily rates also declined significantly in the county by -6.6% from \$126.67 in 2008 to \$117.44\*.

\*Smith Travel Research (all lodging performance indicators) (EXHIBIT A)

Overall, domestic consumers have indicated a strong desire to continue with overnight leisure travel plans. However this market segment spent less and saved more on their leisure travel in 2009 and this new frugality is being dubbed the "New Normal". This has translated into staying few nights spent on vacation and less spending on retail and food and beverage which ultimately contributed to the decline in sales tax revenues experienced by the County during 2009.

Researchers in 2009 found that the "Staycation" concept did not translate into at-home leisure activities and expenditures. Rather consumers who eschewed travel for staying at home more often used the time on home maintenance projects than exploring leisure opportunities in their communities. Overall, more consumers waited until the last minute to make travel plans while looking for the best possible deal.

**International Travel:** 2009 saw a strengthening of the Euro and the Pound Sterling against the dollar which helped bolster long haul overseas travel to New York City. While there have been declines in international visitation to other areas of the U.S., New York City remains the No. 1 destination for all overseas visitors. In 2008, New York City enjoyed over 9.5 million international visitors including 1.3 million from the United Kingdom and 961,000 from Germany and German-speaking countries. It is estimated that Long Island enjoys 10% of the U.K. market visiting NYC and 8% of the German market.

### **Business and Sporting Events Travel**

As stated earlier, the market segment impacted most negatively by the global recession is the meetings and conventions segment. Corporate entities began tightening or restricting travel expenditures for individual business travel and for meetings and conventions early in 2008 and went into full lockdown in 2009. Indicative of this situation was the reduction in corporate sponsors during the U.S. Open Championship at Bethpage State Park-Black Course in June. The United States Golf Association had roughly 30% fewer corporate sponsors during this year's U.S. Open Championship versus the 2002 tournament which was also hosted on the Bethpage Black Course. The reduction in sponsorships translated into fewer corporate attendees and clients and a commensurate reduction in expenditures and local taxes generated.

Meeting Planners International reported a decline in the number of standard corporate group meetings and conventions or of shorter duration with fewer attendees and less amenities. Further, corporate meeting planners reported that 46% are turning to web-based meetings in lieu of face-to-face meetings. This shift away from standard meetings may have a major impact on the future recovery of the lodging industry tied into this market segment.

Sporting events remained healthy in 2009 however price sensitivity to Long Island continued to be a concern. Particularly worrisome for the future of youth sporting events is the impact of declining tax revenues to communities and their school districts as they endure significant program reductions.

### **Hotel Room Inventories**

With an overabundance of hotels and rooms, the recession's impact on Long Island's and Suffolk County's lodging performance was significant during 2009. The three most important lodging performance metrics of occupancy, rates and revenue per available room all declined significantly. Further, the decline in demand has exacerbated the market conditions with more properties competing for fewer customers – driving down occupancies, rates and hotel tax revenues. Any increase in occupancies came as a result of a significant decline in rates.

## **2009 Business Activity**

### **2009 Demand**

The LICVB subscribes to Smith Travel Research (STR), the leading data provider of the lodging industry. STR tracks hotel performances through continuous surveying of the industry by individual counties nationwide. Based on a sample of 60 properties out of a census of 156 properties on Long Island, STR reported that overall demand for Long Island lodging during 2009 was down 6.8% compared to 2008. **Lodging in Suffolk County saw a decrease in demand of 6.9%** while Nassau County saw a decline of 6.7%.

All lodging segments saw declines in demand from upscale and midprice to economy and budget.

## **Suffolk County 2009 Lodging Performance**

### **Average Occupancy and Room Rates\***

<b>2009:</b>	<b>62.8%</b>	<b>\$117.44</b>
2008	68.6%	\$125.67

As opposed to 2008 performance, the decrease in demand in 2009 has clearly negatively impacted Suffolk County lodging in depressing both occupancies and rates.

\* Source: Smith Travel Research

## **Review of 2009 Marketing Initiatives**

In 2009, the Bureau sought to expand and leverage the successes realized in 2008 in generating awareness in the key market areas of Connecticut, Pennsylvania and within New York State. The primary metrics of determining the effectiveness of the Bureau's marketing programs are:

- Advertising generated inquiries for the *Long Island Travel Guide* and
- Driving unique visitors to the Bureau's website, [www.discoverlongisland.com](http://www.discoverlongisland.com).

Concurrent to this was the initiation of the redesign and re-development of its website, [www.discoverlongisland.com](http://www.discoverlongisland.com) into a more robust and engaging site and targeted June 2010 for the launch of the new site. In line with this, the Bureau would undertake a significantly more aggressive interactive marketing program that would incorporate development of a social networking presence on such sites as *Facebook*, *U-Tube*, etc.

### **Advertising Results**

Historically, the Bureau has used inquiry generation as a metric of its advertising effectiveness. In 2009, the Bureau's consumer advertising program as a whole generated 35,943 inquiries for the *Long Island Travel Guide*.

### **Online/Interactive Marketing**

As should be expected, the Bureau's website, [www.discoverlongisland.com](http://www.discoverlongisland.com) is the singular most important marketing discipline available in providing up-to-date interactive and engaging information to potential domestic **and international travelers**. Driving visitation to the website provides the LICVB with the ability to not only engage the customer and provide product and asset information but to also gather customer data regarding interests and other travel decision-making data to better drive marketing decisions and activities.

### **Social Media**

Tapping into social media to drive awareness and generate dialog with its customers, the LICVB launched its new Facebook page, [www.facebook.com/longislandnewyork](http://www.facebook.com/longislandnewyork) in September 2009 (EXHIBIT B). The Long Island Facebook page allows the bureau to engage consumers with timely announcements about specific events and festivals or generate awareness of specific county assets and activities including heritage and cultural, recreational and nature-based. By year's end, the Long Island page enjoyed over 65,000 fans. The LICVB utilizes its presence on Facebook to engage in dialog with its fans and to drive visitation to the bureau's primary website which exerts a major influence on travel-related decisions.

### **Website Influence on Visitors**

The conversion analysis conducted by Campbell Rinker Associates in 2008 identified the significant influence the Bureau's website exerted on visitors to Long Island. Two major findings were:

- Individuals that visited [www.Discoverlongisland.com](http://www.Discoverlongisland.com) before coming to Long Island **spent an average of \$1,007, compared to \$527 for those that did not visit the web site.**
- While the average length of stay is 3 nights, **individuals who had visited [www.Discoverlongisland.com](http://www.Discoverlongisland.com) stayed an average of 4 nights.**

### **Public Relations**

The LICVB's in-house public relations program continued to support the consumer advertising efforts by generating positive editorial treatment in both off-Island and on-Island media including Interactive media. The Bureau's public relations program provides direct assistance to qualified travel writers and editors representing both domestic and international print and online media.

### **International Tourism Development**

In 2005-2006 when the LICVB first initiated its aggressive program to proactively develop the international market, **no** international tour operator carried Long Island products in their catalog of offerings. In 2009, through the Bureau's efforts alone, 24 international tour operators from the United Kingdom, Ireland, Germany, France and Italy now carry Long Island products on the shelf in the U.K. and Europe. Consumers in the U.K. and Europe still rely heavily on tour operators, receptive operators and travel agents for assistance and direction with their leisure travel decisions. Because of this, it is imperative to have product represented in travel catalogs if a destination has any hope of appealing to international travelers.

## Marketing Results 2009

### Advertising

**Total Inquiries (Travel Guide requests):** 35,943

### Website/Internet\*

Unique Visitor Sessions:	391,899
Total Page Views:	1,488,110
Average Time On-Site:	:02:07
On-line Requests for Travel Guide:	7,797

\* NOTE: Web stats exclude search engine web crawler and robot activities.

### Public Relations

Number of travel writer/editors assisted:	61
Number of stories picked up by regional/national media:	56
Impressions: (EXHIBIT C)	26.7 million

## Sales Results – Island-wide Meetings & Conventions and Sports Development

<b>Sales Leads Generated:</b>	179
Converted to Definite Business:	106
Room Nights Generated:	14,054
Approximate Direct Expenditures:	\$ 13,427,400

## Suffolk County Specialty Marketing Program

### **Advertising:**

The Bureau allocated a total of \$456,500 for consumer advertising for 2009. Of this, \$231,500 was allocated to the Suffolk County Leisure Program marketing budget for consumer advertising to be spread between the bureau's spring and fall campaigns. It must be kept in mind that the Bureau develops its marketing plans for forthcoming years in July and August of the current year and based on "projected" revenues from both Nassau and Suffolk Counties. As such, the Bureau re-evaluates its programs at the start of each fiscal year based on "actual" revenues from the preceding year. As in previous years, both the print and television advertising creative included a strong reference to "Long Island's Suffolk County..." to distinguish itself from the Long Island regional advertisements (EXHIBIT D).

**Website/Internet:** Images of Suffolk County products and places are used extensively throughout the Bureau's website, [www.discoverlongisland.com](http://www.discoverlongisland.com). Special emphasis has been devoted to the wine country, agricultural tourism (retail produce stands on North Fork, Suffolk County attractions, beaches and cultural products, including film festivals, and museums.

The LICVB tracks visitor's navigation through its website to gain better insights into visitor interests. Top 50 lists for Vendor and Events views for Suffolk County during 2009 are provided in EXHIBITS E.

**Social Media: Facebook.com/LongIslandNewYork:** As stated earlier, the LICVB launched its Facebook page in September of 2009 and began to develop an on-going dialog with its growing fan base about Long Island's tourism assets and activities. By year's end after just four months exposure, the bureau had developed a Facebook fan base of 67,000. Social media allows the bureau to engage its customers in conversations about products with niche appeal such as cultural and heritage programs and assets – nature-based and recreational activities. Social media further helps drive traffic to the bureau's primary website which has demonstrated a significant ability to drive consumer's travel decisions. In 2009, over 4,000 visitors to [discoverlongisland.com](http://discoverlongisland.com) came from Facebook fans.

**Matching Grants Program:** \$40,000 was set aside to provide matching grants to the destination marketing efforts of pre-identified organizations with a history of marketing Suffolk County destinations. This amount represented a 43% increase from the \$28,000 set aside in 2008. The program sets forth eligibility and accounting criteria and requires the recipient organization to match the Bureau's award with a like-amount. The maximum amount any applicant could be awarded under this program was \$9,000 and is paid on a reimbursement schedule only.

Six organizations have applied for funding through this program in 2008. This program will help fund the following programs and projects:

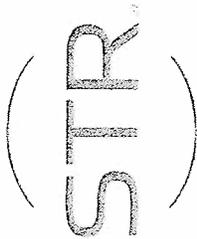
- Hamptons Visitors Council: Integrated marketing campaign (advertising and consumer trade shows) to drive overnight visitation).
- Long Island Wine Council: Touring Guide of the Wine Country
- North Fork Promotion Council: North Fork Travel Guide
- Montauk Chamber of Commerce: Consumer advertising (radio) campaign to drive overnight visitation.
- East End Tourism Alliance: Website development.
- Greenport Gallery Walk: Gallery Touring Guide

**Suffolk County Cultural Arts Program: \$40,490**

**Winterfest** – Focusing on jazz program offerings in the North Fork wine country during *Winterfest*, the LICVB placed newsprint ads in Connecticut in conjunction with radio ads targeting jazz enthusiasts in New York City. The media buys took place in January and February 2009. (EXHIBIT F) The program was designed to attract visitors to Suffolk County's cultural venues during the off-season. Additionally, 12 articles featuring the *Winterfest* program were picked up by on-Island and off-Island traditional print media as well as online reaching over 3 million consumers.

**Suffolk County Film Commission** – The LICVB again cooperatively attended the Association of Film Commissioners' annual *Locations* trade show in Santa Monica, CA in April to assist the Suffolk County Film Commission in developing relationships with key representatives of on-location film, television and video production companies.

# **Exhibit A**



United Kingdom  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
[www.strglobal.com](http://www.strglobal.com)

United States  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8684  
Fax: +1 (615) 824 3848

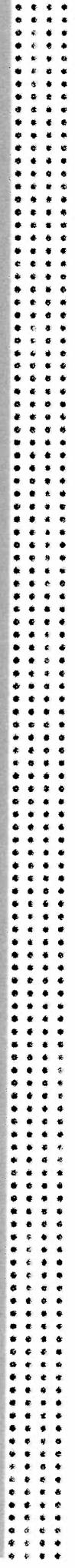
## Long Island CVB

For the Month of December 2009

Table of Contents  
Multi-Segment  
Help

Tab  
1  
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3

Date Created: Jan 20, 2010





Year to Date - December 2009 vs December 2008

2009	2008	ADR		RevPAR			Percent Change from YTD 2008						Participation			
		2009	2008	2009	2008	2008	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
63.1	69.4	122.17	130.91	77.13	90.84	-9.0	-6.7	-15.1	-13.0	2.4	-6.8	156	60	13476	8427	
63.7	70.7	129.51	139.06	82.50	98.37	-9.9	-6.9	-16.1	-13.1	3.7	-6.7	54	26	5688	3737	
62.8	68.6	117.44	125.67	73.72	86.15	-8.4	-6.6	-14.4	-13.0	1.7	-6.9	102	34	7788	4690	
62.5	65.8	157.56	175.07	98.41	115.22	-5.1	-10.0	-14.6	-10.0	5.4	0.0	24	9	2821	1918	
64.2	70.4	140.89	152.91	90.42	107.67	-8.9	-7.9	-16.0	-16.0	0.0	-8.9	24	18	3130	2618	
64.3	70.2	114.90	122.72	73.89	86.21	-8.4	-6.4	-14.3	-10.7	4.2	-4.6	44	27	4310	3522	
62.6	71.4	87.93	93.31	55.01	66.67	-12.4	-5.8	-17.5	-17.5	0.0	-12.4	33	5	1757	261	
												31	1	1458	108	
62.0	69.1	102.50	108.34	63.58	74.90	-10.3	-5.4	-15.1	-12.8	2.7	-7.8	90	10	3916	480	
64.3	69.8	127.95	137.19	82.22	95.75	-7.9	-6.7	-14.1	-12.2	2.3	-5.9	48	33	5205	3744	
62.3	68.8	128.55	138.20	80.06	95.14	-9.5	-7.0	-15.9	-12.6	3.9	-6.1	14	13	2707	2555	
												3	3	1031	1031	
												1	1	617	617	

# **Exhibit B**



Suggest to Friends  
Subscribe via SMS

Welcome!  
This page is maintained by the Long Island Convention & Visitors Bureau (LICVB) - the OFFICIAL tourism promotion agency for Long Island, NY. Visit [www.discoverlongisland.com](http://www.discoverlongisland.com) for more information. LICVB may remove non-tourism related posts.

Information

Founded:  
1979

24 Friends Like This

6 of 24 Friends See All

-   
Tiffany Warren
-   
Jennifer Steffens
-   
Rachel Miranda Lo Cicero
-   
Walter Wyman
-   
Melissa Cato
-   
Amanda Jean Bryant

100,988 People Like This

Long Island NY

Wall Info Photos Discussions

Write something...

Attach:  

Share

Long Island NY + Others **Long Island NY** Just Others



**Long Island NY** Come to the annual Heckscher Park Tulip Festival OR the Hofstra University Dutch Festival this weekend and expect to see tens of thousands of tulips in bloom at each. Music, food, kid's games and more. Both start at 11:00 on May 2 and run all day. Visit [www.discoverlongisland.com](http://www.discoverlongisland.com) for more details.



April 30 at 11:31am Comment Like Share

204 people like this.

view all 68 comments

Write a comment



**Long Island NY** Photo of the Week: Sagamore Hill, home of President Theodore Roosevelt. Celebrate National Park Week April 15th through the 25th on Long Island. Free entry into all National Parks, including this important National Historic Site in Oyster Bay.



April 22 at 4:55pm Comment Like Share

Melissa Clemente, Leticia Velasquez and 378 others like this.

view all 134 comments

# **Exhibit C**

## 2009 PRESS ACTIVITY-SUFFOLK ONLY

### JAN.-MARCH

Publication Name	Category	Circulation	County	Topic
Newsday	On-Island Consumer	480,000	Suffolk	Winterfest
East Hampton Press	On-Island Consumer	31,000	Suffolk	Winterfest
Southampton Press	On-Island Consumer	18,000	Suffolk	Winterfest
Long Island.com	Web	N/A	Suffolk	Winterfest
Newsday.com	Web	127,000	Suffolk	Winterfest
Uncork NY	Off-Island Consumer	N/A	Suffolk	Winterfest
Pennysaver	On-Island Consumer	999,800	Suffolk	Winterfest
Hamptons.com	Web	450,000	Suffolk	Winterfest
Long Island Business News	On-Island Consumer	12,000	Suffolk	Winterfest
Cititour.com	Web	N/A	Suffolk	Winterfest
VinesseToday.com	Web	N/A	Suffolk	Winterfest
North Fork Parents	On-Island Consumer	60,000	Suffolk	Winterfest
Ocean Home	Off-Island Consumer	N/A	Suffolk	Hamptons
Small Market Meetings	Off-Island Trade	11,000	Suffolk/Nassau	Many Faces of LI
Pennysaver	On-island Consumer	999,800	Suffolk/Nassau	Propose on LI
<b>Total Circulation</b>		<b>3,188,600</b>		

**Press Assisted:12**

**Total Articles: 15**

### APR.-JUNE

Publication Name	Category	Circulation	County	Topic
NY Daily News	Off-Island Consumer	602,857	Suffolk/Nassau	Adventure Near NYC
Budget Travel	Off-Island Consumer	630689	Suffolk	History, Vineyards, Beaches
AAA Car&Travel	Off-Island Consumer	1,400,000	Suffolk	Golf, Beaches, Family, Vineyards
NY Daily News	Off-Island Consumer	602,857	Suffolk	Pre-Season Deals
AAA Destinations	Off-Island Consumer	1,200,000	Suffolk	North Fork
Springfield News-Sun	Off-Island Consumer	31,800	Suffolk	Top Ten Beaches
NY Daily News	Off-Island Consumer	602,857	Suffolk	Top Ten Beaches
USA Today	Off-Island Consumer	2,284,000	Suffolk	Top Ten Beaches
LA Times	Off-Island Consumer	773,800	Suffolk	Top Ten Beaches
Baltimore Sun	Off-Island Consumer	232,300	Suffolk	Top Ten Beaches
National Geographic	Off-Island Consumer	1,500,000	Suffolk	Top Ten Beaches
Chicago Tribune	Off-Island Consumer	541,600	Suffolk	Top Ten Beaches
Washington Post	Off-Island Consumer	673,100	Suffolk	Top Ten Beaches
Philadelphia Inquirer	Off-Island Consumer	300,600	Suffolk	Top Ten Beaches
Sun Sentinel	Off-Island Consumer	226,500	Suffolk	Top Ten Beaches
MSN Travel.com	Off-Island Consumer	Other internet	Suffolk	Top Ten Beaches
Boston Globe	Off-Island Consumer	350,600	Suffolk	Top Ten Beaches
Atlanta Journal-Constitution	Off-Island Consumer	326,907	Suffolk/Nassau	Gold Coast, beaches
Health News Digest	Off-Island Consumer	Other internet	Suffolk	Fire Island
NY Daily News	Off-Island Consumer	602,857	Suffolk/Nassau	Beaches
Meetings East	Off-Island Trade	22,010	Suffolk/Nassau	Meetings Venues
<b>TOTAL CIRCULATION</b>		<b>12,905,334</b>		

**Press Assisted: 22**

**Total Articles: 21**

**JULY-SEPT.**

Publication Name	Category	Circulation	County	Topic
Endless Vacation	Off-Island Consumer	1,700,000	Suffolk	Pollock-Krasner
Islands	Off-Island Consumer	220,000	Nassau/Suffolk	Best Islands-Montauk, Gold Coast, S;
Time Out NY	Off-Island Consumer	153,000	Suffolk	Camping Fire Island
Daily News	Off-Island Consumer	602,800	Nassau/Suffolk	Surfing Long Beach/Montauk
Haute Living	Off-Island Consumer	40,000	Suffolk	Very Chic Montauk/Hamptons
Daily News	Off-Island Consumer	602,857	Nassau/Suffolk	LIRR to Montauk, Greenport
Time Out NY	Off-Island Consumer	153,000	Nassau/Suffolk	Surfing Long Beach/Fire Island/Mont
OK Magazine (UK)	Off-Island Consumer	250,000	Suffolk	High-End Hamptons/Montauk
Philadelphia Inquirer	Off-Island Consumer	97,000	Suffolk	Seafood/fishing Montauk
LI Family Magazine	On-Island Consumer	50,000	Nassau/Suffolk	Staycation Ideas
Links Magazine	Off-Island Consumer	2,200,000	Suffolk	Surf&Turf-Montauk&East Hampton
US News	Off-Island Consumer	2,000,000	Suffolk	Top Ten Places for Pet Owners
Budget Travel	Off-Island Consumer	630,700	Suffolk	The North Fork wineries/food
Philadelphia Magazine	Off-Island Consumer	120,000	Suffolk	Surfing Montauk-Ditch Plains
Pennysaver	On-Island Consumer	999,800	Suffolk	Scene in Suffolk' Film Contest
Preservation Magazine	Off-Island Consumer	200,000	Suffolk	Suffolk Historic Windmills

**TOTAL CIRCULATION** 10,019,157

**Press Assisted: 12**

**Total Articles: 16**

**OCT-DEC**

Publication Name	Category	Circulation	County	Topic
American Lifestyle	Off-Island Consumer	50,000	Suffolk	Hamptons and Montauk lifestyle
Hartford Courant	Off-Island Consumer	175,800	Nassau/Suffolk	Gold Coast mansions and villages
IN magazine	Off-Island Consumer	67,000	Suffolk	Hamptons and Montauk
Journey Etc.	Off-Island Consumer	n/a	Suffolk	Trip Advisor Wine Country
Destination Weddings	Off-Island Consumer	100,000	Suffolk	Vineyard weddings
Travel Age West	Off-Island Consumer	51,500	Nassau/Suffolk	Beaches, aviation
OffManhattan	Off-Island Consumer	150,000	Suffolk	Port Jefferson
The Saratogian	Off-Island Consumer	13,800	Nassau/Suffolk	Old Bethpage, aviation, mansions
Kurier	Off-Island Consumer	40,000	Suffolk	Best beaches

**TOTAL CIRCULATION** 648,100

**Press Assisted: 10**

**Total Articles: 9**

**Suffolk only 2009**

Total Articles	61
Total Circulation	26,761,191
Total Press Assisted	56

# **Exhibit D**

Enter to win  
**FREE GAS**  
[www.discoverlongisland.com/AAA](http://www.discoverlongisland.com/AAA)

## Long Island's Suffolk County



**Need to recharge?  
We recommend wind, water  
and solar power.**

Maybe what we all need these days—more than anything—is to go fly a kite. To race our kids into the surf. Or just to sit back in warm sand while the sun goes down.

On Long Island, you could also play 18 on a championship course. Go shopping or people-watching in the Hamptons. Or relax the day away in world-class art museums and wineries.

It's amazing how a Long Island vacation renews your energy for months to come. And how easy and affordable it can be.



**For a FREE Travel Guide, call 1-877-386-6654, ext. 265  
or visit [www.discoverlongisland.com/AAA](http://www.discoverlongisland.com/AAA). And enter to win a free gas card.**

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Another reason,  
**I ♥ NY.**

# Exhibit E

# Suffolk County Vendor Views

## 2009 Year End Totals

Rank	Views	Vendor
1	19,327	Cedar Point County Park - East Hampton
2	19,285	Smith Point County Park - Shirley
3	18,664	Montauk Point State Park
4	17,708	Sears Bellows County Park Campground- Hampton Bays
5	16,640	Governor Alfred E. Smith / Sunken Meadow State Park
6	14,889	Cupsogue Beach County Park
7	12,272	Wildwood State Park Campground - Wading River
8	11,577	Blydenburgh County Park Campground - Smithtown
9	11,419	Robert Moses State Park
10	10,668	Atlantis Marine World
11	9,208	Animal Farm Petting Zoo
12	9,080	Meschutt Beach County Park Campground - Hampton Bays
13	8,483	Cathedral Pines County Park - Middle Island
14	8,291	Splish Splash Water Park
15	8,133	Hither Hills State Park - Montauk
16	7,983	Vanderbilt Museum and Planetarium
17	7,973	Southaven County Park Campground - Brookhaven
18	7,799	Brookhaven National Laboratory Science Museum
19	7,472	Heckscher State Park Camground - East Islip
20	7,385	Tanger Outlet Center
21	7,149	Long Island Game Farm
22	7,053	Railroad Museum of Long Island at Riverhead
23	6,846	Sweetbriar Nature Center
24	6,766	Brookhaven Volunteer Fire Fighters Museum
25	6,445	Walt Whitman Birthplace State Historic Site & Interpretive Center
26	5,906	Courtyard by Marriott Long Island
27	5,829	Ward Melville Heritage Organization Educational and Cultural Center
28	5,817	Montauk Downs State Park
29	5,775	St. James General Store
30	5,727	Adventureland
31	5,651	Our Lady of the Long Island Shrine
32	5,576	Holtsville Ecology Site & Park
33	5,441	Southampton Historical Museums and Research Center
34	5,440	Oheka Castle
35	5,437	25 East, American Bistro at Danfords
36	5,430	Long Island Museum of American Art, History & Carriages
37	5,421	International Fauna Society
38	5,317	Hilton Garden Inn Riverhead
39	5,200	Bellport Outlet
40	5,191	Railroad Museum of Long Island at Greenport
41	5,187	Port Jefferson Village Center at Harborfront Park
42	5,139	Stony Brook Village Center
43	5,118	Cedar Beach
44	5,034	Deep Hollow Ranch
45	4,884	American Airpower Museum at Republic Airport
46	4,871	Montauk Chamber of Commerce



47	4,861	Hallockville Museum Farm and Folklife Center
48	4,775	West Sayville Golf Club
49	4,711	Sag Harbor Whaling & Historical Museum
50	4,708	Danfords On The Sound



**Calendar Event Views 2009**  
**Top 50 Suffolk County Events**

<b>Rank</b>	<b>Views</b>	<b>Title</b>
1	7,198	Corey Creek and Bedell Cellars - Live Music
2	5,241	Winter Birding at the Lighthouse
3	4,490	Friday Night Face-off
4	4,175	Long Island Winterfest - Jazz on the Vine
5	3,883	Long Island Game Farm
6	3,868	First Mondays
7	3,822	Lantern Light Tour
8	3,704	Free Summer Concerts at Bayard Cutting Aboretum
9	3,661	Lesley Gore & Ronnie Spector
10	3,622	Pine Barrens Night Hike
11	3,605	Family Fun Days Ongoing
12	3,515	Long Island Grows Up
13	3,493	Cabaret at The Bay
14	3,410	Free Comedy Shows
15	3,219	Wine Tasting
16	3,170	Summer Nature Walk
17	3,112	Cookies and Carols
18	3,101	Santa Claus Hike
19	3,043	Amagansett Arts and Crafts Fair
20	3,018	Walking Tours of Historic Stony Brook
21	2,998	Ponds & Streams
22	2,954	Live Music at the Pavilion
23	2,910	Hamptons Restaurant Week
24	2,905	Dr. VonDark's Tunnel of Terror Comes to Splish Splash
25	2,890	Lets Go To The Beach
26	2,795	Trails Center Special
27	2,792	First Friday of Every Month
28	2,785	Spring Into Hiking
29	2,772	Fall Migration Walk for Preschoolers
30	2,768	Nature in November
31	2,730	Discovery Wetlands Cruise
32	2,575	Lakeland Poke-Around
33	2,538	Indian Island Walk
34	2,528	Long Island Ducks
35	2,511	Richard Marx
36	2,471	Heckscher State Park
37	2,449	Fall Nature Hike
38	2,387	Is Spring on the Way
39	2,362	Stump Pond Circular
40	2,273	Stump Pond Weekday Walk
41	2,270	Spring Beach Walk
42	2,264	Spring Nature Walk
43	2,259	Butterfly Walk
44	2,253	Fall at the Sea Shore
45	2,252	William Floyd Estate
46	2,225	Hamentashen Hike At Caleb Smith
47	2,224	Fall Nature Walk
48	2,178	Pine Trail Preserve & Brookhaven Park

49 2,150 Sunset Walk at Blydenburgh County Park in Smithtown  
50 2,143 ADK Spring Outing 2009

# Exhibit F

# LONG ISLAND ♦ WINTERFEST

## Jazz & Wine



*Very cool.*

Fine wine. Great jazz. In a cozy winery tasting room on the East End of Long Island. That's Winterfest 2009. Enjoy free admission to more than **60 jazz performances**. Dozens of cultural attractions. And special offers on **hotel and B&B getaway packages**, restaurants and limousine winery tours. Winterfest is in full swing from February 14 to March 22, 2009. See legendary performers David Amram, Teddy Charles, Bakithi Kumalo, Dwayne Kerr and the Beledo Quartet. Plus many more. For the latest events and offers go to [www.liwinterfest.com](http://www.liwinterfest.com).

Must be 21 years old to consume alcohol. Please drink responsibly.

I ♥ NY

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