



Long Island Convention & Visitors Bureau  
And Sports Commission

**Annual Report - 2010**

**Suffolk County**

# **Annual Report for Suffolk County**

## **2010**

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 2010 Marketing Plan with respect to marketing Long Island as a region and the current status and efficacy of the strategies employed year-to-date. Within this context, it further reviews the objectives addressing the Suffolk Specialty Tourism Marketing Program and the efficacy of those particular strategies employed year-to-date.

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

It was hoped that 2010 might provide a turn-around in Suffolk County's tourism economy from the devastating impacts the global recession had in 2009. And while there were some positive indicators from the lodging sector in terms of occupancy rates, revenue-per-available-room and demand, overall Suffolk County continued to suffer from the sluggish national economy and tight business travel budgets. Overall, the County's tourism industry is highly dependent on summer leisure travelers to the East End and corporate group (meetings and conventions) and business transients year-round on the western part of the County.

Despite the economic situation, since 2008 Suffolk County has added six new properties totaling 717 rooms to its room inventory. This growth both during and immediately following the worst recession since the Great Depression has compounded the difficulty of overcoming the economic impacts on the Suffolk County tourism economy especially in the lodging sector.

As lodging occupancy rates declined in 2009, hoteliers began slashing rates in an attempt to generate room demand. While the tactic did increase demand by 2.7% in 2010, average room rates declined by almost 2%.\* Unfortunately, when compared to 2008, both occupancy and average rates are down almost 8% respectively.

It should be noted that this data is provided by Smith Travel Research which tracks primarily the corporate lodging sector and does not include in its reports a large portion of the family owned and operated properties on the East End. However antidotal feedback from a number of East End lodging operators indicates that these seasonal properties enjoyed a strong season with occupancies and rates at or near 2008 levels of business.

\* Smith Travel Research

Two major factors combined to work in favor of a strong season for the East End. First was a significant pent-up desire by leisure travel consumers to get away for a vacation break and the second was the excellent weather conditions throughout the summer season from Memorial Day through to the Labor Day weekend.

## **Market Conditions & Trends**

### **2010 Tourism Trends**

#### **Domestic Travel**

Value was a main determinant in domestic travel decisions during the first half of 2010. With the significant contractions in room rates, travelers had the opportunity to enjoy overnight stays in luxury and upscale properties at rates usually offered by mid-priced and economy properties.

Overall demand for Suffolk County lodging rose 2.7% for the year driven by room rate reductions. The average occupancies in Suffolk County increased 2.6% \* (from 61.7% to 63.3%) while rates declined -1.9% (from \$117.71 to \$115.45). It must be noted that this data is compiled by Smith Travel Research which primarily monitors lodging performances among the corporate and chain hotels and motels. It does not include most of the seasonal lodging properties located on the East End. Anecdotal feedback from a number of these properties indicated a strong summer season on par with business activity enjoyed in 2007-08.

As with 2009, consumers who did travel spent on retail and food and beverage and entertainment which contributed to a further contraction in sales tax revenue.

As the Memorial Day weekend approached, Long Island and Suffolk County made national headlines among the travel consumer public when Dr. Steve Leatherman (Dr. Beach) proclaimed Cooper's Beach in East Hampton as the Number 1 Beach in the Nation. This announcement broke just as the Memorial Day weekend was getting underway and did not have an immediate impact on leisure travel decisions for the weekend. It was however extensively leveraged in promotional messages to drive future leisure travel decisions during the summer.

\*Smith Travel Research (all lodging performance indicators)

**International Travel:** International visitation to New York City remained strong throughout 2010 as 9.7 million overseas visitors came to NYC – representing one-third of all overseas visitors to the U.S. While visitors from the United Kingdom, Germany and German-speaking countries (Benelux Countries) represented the lion’s share of visitation, strong growth was seen from Brazil, China, South Korea and Australia according to NYC & Co. It is estimated that Long Island enjoys 10% of the U.K. market visiting NYC and 8% of the German market.

Currently, of sixteen Long Island lodging properties included in products now being offered by international tour operators as a result of the LICVB’s international sales efforts, twelve are from Suffolk County. It is anticipated that more properties will choose to be included as the corporate market and business transient segments remain stagnant.

### **Lodging Performance 2010**

As previously stated, Suffolk County lodging saw modest increases in occupancies in 2010 at the expense of rate reductions. This situation continued to erode RevPAR (revenue per available room). The national economic conditions and their impact on the corporate group and business travel market segments (combined with increases in hotel inventories in Suffolk County) continue to negatively impact Suffolk County’s hotels.

<b>SUFFOLK COUNTY:</b>	<u><b>2010</b></u>	<u><b>2009</b></u>	<u><b>Variance</b></u>
Hotel Occupancies:	63.3%	61.7%	+ 2.6%
Average Daily Rates:	\$115.45	\$117.71	- 1.9%
RevPAR	\$ 73.12	\$ 72.65	- 0.6%
Demand:	+ 2.7%	- 6.9%	

Source: Smith Travel Research

### **Review of 2010 Marketing Initiatives**

The Bureau’s marketing and sales programs were dramatically affected by two opposing situations in 2010:

- An increase in revenue from Suffolk County resultant from the lodging tax increase, and
- The loss of \$192,000 in anticipated revenue from State Matching Funds due to state revenue shortfalls impacting the State’s budget.

While the Bureau had to make immediate adjustments to its regional programs to accommodate the loss of State Matching Funds, no impact was incurred by the Suffolk Specialty Marketing Program.

Suffolk Specialty Marketing Task Force: With the infusion of additional marketing dollars into the Suffolk Specialty Marketing Program, the Board of Directors appointed a task force comprised of only Suffolk County board members to provide direct marketing input into the development of consumer advertising strategies.

The Bureau adopted two consumer advertising strategies that would

- Focus on targeted audiences in the New York Metro Area utilizing both traditional print and online media that would “remind” New Yorkers of Long Island’s proximity as a leisure travel getaway, and
- Focus image/awareness messages on the nearby drive markets in the region.

**Metrics:** The primary metrics of determining the effectiveness of these strategies were

- Advertising generated inquiries for the *Long Island Travel Guide* and
- Driving unique visitors to a specially created landing page that featured direct links to the Bureau’s website, [www.discoverlongisland.com](http://www.discoverlongisland.com).

Additionally, the LICVB participated in a more traditional cooperative advertising program with the NYTPA Association. This program allowed the Bureau to purchase co-op ads targeting off-Island audiences in the Northeast via such mediums as *Family Circle*, *Better Homes & Gardens* and *Ladies Home Journal* at significantly reduced rates. These ads focused on image and awareness utilizing the request for the travel guide and visiting [www.discoverlongisland.com](http://www.discoverlongisland.com) as its primary calls-to-action.

**Advertising Results:** Overall, the Bureau’s 2010 consumer advertising program generated 40,736 requests for the Long Island Travel Guide, a 13% increase over 2009. Almost 9,600 (24%) of the total fulfillment requests came from online visitors to [www.discoverlongisland.com](http://www.discoverlongisland.com).

### **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. The Bureau’s planned re-design and re-development of this site was stalled in 2009 and early 2010 due to a transition in Nassau County administrations and a subsequent delay in approving the LICVB’s contract. With the resumption of this initiative, the Bureau completed this initiative and launched the new website in September. The new site incorporates the latest and most up-to-date features of destination marketing websites to better influence leisure travel decisions. The new site allows Long Island and Suffolk County to be more competitive with other destinations in the region, many with significantly more financial resources than the LICVB.

### **Suffolk County Heritage/Cultural Micro-site**

The 2010 Suffolk Specialty Marketing Plan called for the design and development of a niche micro-site devoted to Suffolk County's cultural, heritage and performing arts assets. Scheduled for a launch in January 2011, the LICVB began development of this micro-site in October and will be the foundation of the Bureau's endeavors to generate a greater awareness among target potential visitor audiences of the depth and diversity of Suffolk County's cultural and heritage assets and experiences.

### **Social Media**

Integrated with its online and traditional marketing strategies is the leveraging of social media to drive destination awareness and generate dialog with customers. In line with this, the LICVB launched [www.facebook.com/longislandnewyork](http://www.facebook.com/longislandnewyork), its new Facebook page in September 2009 (EXHIBIT A). 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. At the end of 2010, the Long Island Facebook page enjoyed a fan base of over 185,000 fans. To put this into perspective, New York State's own ILOVENY Facebook page drew 106,000 fans at the end of 2010.

### **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.

During the course of its normal activities, the Bureau assisted 52 travel journalists that produced 38 articles on Suffolk County's tourism assets and activities. However, with the announcement of Cooper's Beach as the Number One Beach in the Nation by Dr. Stephen Leatherman ("Dr. Beach") in May, the LICVB was the sole lead in generating press awareness of this significant pronouncement. Through only the Bureau's efforts, over 118 domestic and international media outlets carried the story reaching incalculable millions of print, television and online audiences. (EXHIBIT B)

### **International Tourism Development**

The LICVB's program continues to grow the number of international tour operators from the United Kingdom, Ireland, Germany, France and Italy now carrying 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. By the end of 2010, 12 lodging properties in Suffolk County have contracted with international tour operators seeking Long Island products.

## Marketing Results 2010

### Advertising

**Total Consumer Advertising-Generated Inquiries** 40,736

### Website/Internet\*

Unique Visitor Sessions: 379,041  
Total Page Views: 2,580,320  
Average Time On-Site: :03:18  
On-line Requests for Travel Guide: 9,594

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

### Public Relations

Number of travel writer/editors assisted: 52  
Number of stories picked up by regional/national media: 38  
Impressions: 55.0 million

Number of articles regarding Coopers Beach #1 in the Nation: 118+  
Number of resultant impressions: Incalculable

## Sales Results – Island-wide Mid-Year 2010

### Meetings & Conventions and Sports Development

**Sales Leads Generated:** 140  
**Converted to Definite Business:** 66  
**Room Nights Generated:** 31,228  
**Approximate Direct Expenditures:** \$13,366,400

## Suffolk County Specialty Marketing Program

### **Advertising: (EXHIBIT C).**

The Bureau allocated a total of \$477,400 for consumer advertising for 2010. Of this, \$383,400 was allocated to the Suffolk County Leisure Program marketing budget for consumer advertising to be spread between the bureau's spring and fall campaigns. The spring campaign strategies called for a media allocation of \$250,000 with 60% used to purchase traditional print media in the New York metro DMA and 40% for online pay-per-click advertising. Additionally, a cooperative advertising program was inserted into the strategy that allowed tourism destination marketing organizations such as the Hamptons Visitors Council, North Fork Promotion Council and East End Getaways to participate. Traditional print media included limited buys in the *NY Times* and *NY Magazine*. Online media focused on lifestyle, weather and travel websites and geo-targeted audiences in the New York metro DMA. The campaign was launched in mid-May and ran through August.

### **Website/Internet: (EXHIBIT D)**

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.

**Cultural/Heritage Micro-site:** The LICVB began design and development of this micro-site in October 2010 with a targeted launch date in January 2011. The site is intended to provide potential targeted visitors with a focused awareness of the depth and diversity of Suffolk County's cultural/heritage assets and experiences.

**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. In just ten months from its inception through June 30, 2010, the Bureau's Facebook page has generated 185,000 fans. 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.

**Matching Grants Program:** In 2010, the LICVB set aside \$105,000 for a matching grants program to assist the destination marketing efforts of pre-identified organizations with a history of marketing Suffolk County destinations. The reimbursement program sets forth eligibility and accounting criteria and requires the recipient organization to match the Bureau's award with a like-amount.

Seven organizations have applied for funding through this program in 2010 and 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 and Interactive marketing.
- North Shore Promotion Alliance: Consumer advertising in NY Metro DMA.
- Hamptons Collegiate Baseball Association: Publishing of Annual Teams Programs.

In December 2010, the LICVB appointed a task force to develop a revamped grants program for 2011 that would be governed by an allocation formula tied to the Bureau's lodging tax revenues receipts and revenue generation by the destination marketing organizations in the Peconic region while providing funds to other organizations that compliment the Bureau's tourism mission. Further, the program should be a "shared growth" program that escalates with lodging tax revenue increases. Finally, the program must leverage the funds effectively and efficiently and be accountable.

**Suffolk County Cultural Arts Program: \$53,000**

*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 2010. The program was designed to attract visitors to Suffolk County's cultural venues during the off-season. .

**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

facebook helps you connect and share with the people in your life.



- Wall
- Info
- Photos
- Discussions

**188,761**  
 people like this

Create a Page  
 Report Page  
 Share

## Long Island NY

188,761 likes



### Wall



**Long Island NY**  
 Last two weekends of Long Island Winterfest: Jazz on the Vine, through Mar. 20. Jazz concerts at area wineries, getaway deals, special offers and promotions. Visit [www.winterfest.com](http://www.winterfest.com)



View all 11 comments

Euro Pal, Lella Rosendo Lude, Doreen Lynch and 108 others like this.

**Kathi Maszkewicz** Wish I could be there! Miss LI.

**Doreen Lynch** I so miss being near the ocean, grew up in Flushing Queens, now live in Pa.



**Long Island NY**  
 Winterfest 2011: Jazz on the vine is still going on this weekend through Mar. 20. See [www.winterfest.com](http://www.winterfest.com) Check out: King Scallop Ensemble, Morris Goldberg with OJOYO, Oscar Penas Ethereal Ensemble, Tim Siciliano Trio, Trevor Davison Quartet, Benito Gonzalez, Steve Watson Trio, Ray Anderson Duo, Bernal/Ebroth/Emis, Alex Spigalin, Tessa Souter at area wineries. \$10 admission, free glass of wine, and chance to win a weekend getaway.



View all 11 comments



# Partial Cooper's Beach Press Coverage

AP  
PRNewswire  
NY Daily News  
Weather Channel  
Channel 2 CBS  
CNN  
ABC News  
Atlanta Journal  
Charlotte Observer  
Boston Globe  
MSN Home Page  
Milwaukee  
Yahoo Home Page  
Google Home Page  
Detroit Free Press  
WCVBS TV  
New York Magazine  
Maui Now  
WFTV  
Times Herald Record  
WMUR 9 New Hampshire  
LA News Monitor  
Christian Science Monitor

New Jersey Journal  
Chattanooga Times  
Black Enterprise  
Ch 7 ABC Denver  
South Florida Sun Sentinel  
WISN ABC Oklahoma  
Channel 4000  
Palm Beach Post  
WYFF 4  
Thaindian News  
Fresno Bee

Today MSNBC NY  
Bay News 9 San Francisco  
CVS 4 Florida  
AOL News  
Chicago Tribune  
Orlando Sentinel  
KETV Omaha  
KFOX El Paso  
Michigan Live  
Forbes.com  
MarketWatch

Syracuse.com  
Atlanta Business Chronicle  
Austin Business Journal  
Baltimore Business Journal  
Birmingham Business Journal  
Bizjournals.com  
Boston Business Journal  
Business First of Buffalo  
Business First of Columbus  
Business First of Louisville  
Business Journal -  
Business Journal - Phoenix  
Business Journal - Triad Area  
Business Review - Albany  
Charlotte Business Journal  
Cincinnati Business Courier  
Dallas Business Journal  
Dayton Business Journal  
Denver Business Journal  
East Bay Business Times  
Houston Business Journal  
Jacksonville Business Journal

Exhibit C

# Print Ads

LONG ISLAND'S SUFFOLK COUNTY



**Come out and have some sun!**

You look like you could use a little Long Island about now. Come stak your toes in a sandy beach. Stroll through a vineyard or down the shady lanes of a Hamptons village. You could catch a wave, visit a gallery or take in a show. And end the day at a waterfront club bar.

For more ideas, request a free travel guide at: [www.discoverlongisland.com/925](http://www.discoverlongisland.com/925) or call 1-877-386-6854, ext. 228

LONG ISLAND I NY  
Another reason.

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LONG ISLAND'S SUFFOLK COUNTY



**Instant grati-vacation!**

Long Island has endless ways to relax. Refresh and recharge your batteries—right at your doorstep. Soak in the sun, watching the sun set over the ocean. You can't get a vacation, wander through an arboretum or museum. Explore our Revolutionary War history along the George Washington Spy Trail. Visit the birthplace of Walt Whitman or just walk away for hours on a quiet stretch of beach.

For a FREE Travel Guide, call 1-877-386-6854, ext. 228 or visit [www.discoverlongisland.com/925](http://www.discoverlongisland.com/925)

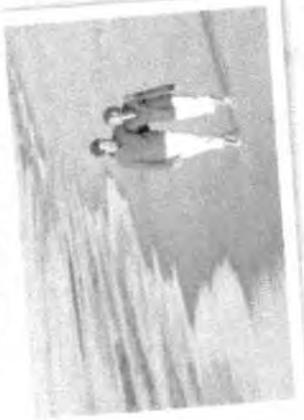
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# Newspaper Ads

LONG ISLAND'S SUFFOLK COUNTY



## Come out and have some sun!

You look like you could use a little Long Island about now. Come stak your toes in a sandy beach. Stroll through a vineyard or down the shady lanes of a Hamptons village. You could catch a wave, visit a gallery or take in a show. And end the day at a waterfront clam bar.

For more ideas, request a free travel guide at:  
[www.discoverlongisland.com/tg235](http://www.discoverlongisland.com/tg235)  
 or call 1-877-366-6654, ext. 235



**North Fork**  
 Maerom, comocido enli para  
 su esdi, qum satenque et  
 Pelenqahabam ncti  
 vencti et neta et raduuda  
 laros ac turps opita.



**Montauk**  
 Maerom, comocido enli para,  
 su esdi, qum satenque et  
 Pelenqahabam ncti  
 vencti et neta et raduuda  
 laros ac turps opita.

LONG ISLAND I **I**ONY  
 A Notable Reason  
 to Visit Long Island  
 A Division of the Long Island Council on Economic Development, and the Foundation

LONG ISLAND'S SUFFOLK COUNTY



## Instant grati-vacation!

Long Island has and has ways to help you unwind and relax on your favorite day - right in your own living room. So what are you waiting for? You can enjoy a true vacation wherever you are. Bring your own beach chair or umbrella. Capote and David's Island. A history along the coast. A beautiful view. A relaxing atmosphere. Or just enjoy the view from your own quiet retreat.

For a FREE Travel Guide, call 1-877-366-6654, ext. 235 or visit [www.discoverlongisland.com/tg235](http://www.discoverlongisland.com/tg235)



**North Shore**  
 Maerom, comocido enli para,  
 su esdi, qum satenque et  
 Pelenqahabam ncti  
 vencti et neta et raduuda  
 laros ac turps opita.

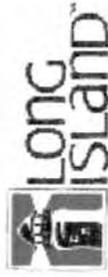


**South Shore**  
 Maerom, comocido enli para,  
 su esdi, qum satenque et  
 Pelenqahabam ncti  
 vencti et neta et raduuda  
 laros ac turps opita.

LONG ISLAND I **I**ONY  
 A Notable Reason  
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# Online Banner Ads

Long Island's Suffolk County



Another reason,  
I ♥ NY



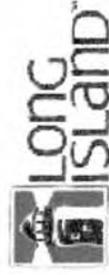
Another reason,  
I ♥ NY

Come out and have some sun!



Another reason,  
I ♥ NY

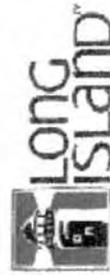
Start now >



Another reason,  
I ♥ NY

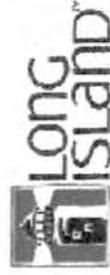
# Online Banner Ads

Long  
Island's  
Suffolk  
County



Another reason,  
**I ♥ NY**

Instant  
grati-  
vacation!



Another reason,  
**I ♥ NY**

Start  
now



Another reason,  
**I ♥ NY**



Another reason,  
**I ♥ NY**

# Landing Page



Come out and have some sun!

## LONG ISLAND HERITAGE TRAIL

Enjoy a family adventure exploring 150 miles of back roads and byways on Long Island's North Shore! Discover eleven self-drive tours all north of Route 25A - Washington's "Spy Trail" during the American Revolution! [www.longislandheritagetrail.com](http://www.longislandheritagetrail.com)



## COME DISCOVER THE NORTH FORK

Experience the enchanting beauty of Long Island's North Fork! Pristine beaches, bountiful farms, wineries and fine dining for you to enjoy. Historic villages bustle with shops, lodging, fine arts and festivals. The North Fork is a destination for all seasons. [www.thenorthfork.com](http://www.thenorthfork.com)



## EAST END GETAWAY

Your vacation destination! Award-winning vineyards, farm fresh produce, the chic Hamptons, historic Montauk... Come to fish, surf, stroll the scenic villages and enjoy fabulous dining, shopping and great lodging... Plan the perfect day-trip or weekend getaway. Find it all at [www.EastEndGetaway.com](http://www.EastEndGetaway.com)



## LIFE IS BEAUTIFUL IN THE HAMPTONS

Visit The Hamptons and you'll find miles upon miles of gorgeous ocean beaches, silver surf, quaint villages, farm stands, art, culture, history, fishing, boating, surfing and the freshest seafood in the world. [www.hamptonstravelguide.com](http://www.hamptonstravelguide.com)



## DISCOVER LONG ISLAND

Long Island, New York has endless ways to relax, unwind and recharge your batteries. Right at your door step. So what are you waiting for? For a FREE Long Island Travel Guide filled with things to see and do, visit [www.discoverlongisland.com](http://www.discoverlongisland.com)



Instant grati-vacation!

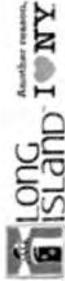


Exhibit D

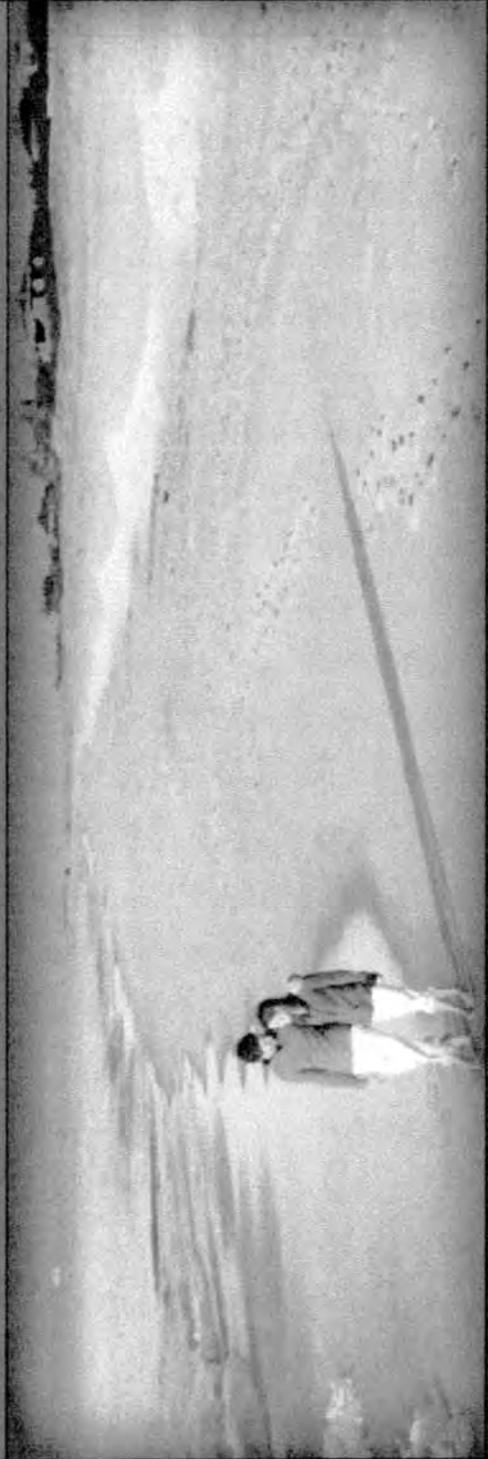
English / Deutsch / Español / Français

Meetings Sports Event Planning Travel Trade Media SEARCH  GO

**LONG ISLAND**  
CONVENTION & VISITORS BUREAU  
AND SPORTS COMMISSION

FREE Travel Guide

Things to Do / Hotels & Lodging / Explore Long Island / Maps & Transportation / Photos & Video



EVENTS CALENDAR / FAMOUS LONG ISLAND / GETAWAY PACKAGES / COUPONS & BROCHURES / E-SPECIALS SIGN-UP

**Long Island, New York**

Whether you choose a barefoot walk on the beach, an adventuresome climb atop a famous lighthouse... an afternoon sampling the latest vintages at a local vineyard... or touring the stately halls and gardens of the Long Island, New York Gold Coast mansions, Long Island, NY has it all!

How about challenging yourself with a round at a championship golf course, or enjoying the many cultural and historic treasures Long Island, NY has to offer... children's attractions, sporting events, horse racing thrills, meetings and conventions...

Explore Long Island, New York by county or visit one of our four

Nassau County  Suffolk County

157 MACARTHUR AIRPORT

Discovering Long Island...

