

**PARADISE**

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## **Spilling the Tea: Discover Long Island Selects Paradise Advertising as its first Agency of Record**

*Paradise selected at pivotal moment for Discover Long Island and its \$6 billion visitor economy*

**Long Island, NY (June 1, 2022)** – Discover Long Island, the region’s official and only destination marketing organization is proud to announce that Paradise Advertising & Marketing, Inc. (Paradise) has been selected as the tourism organization’s first Agency of Record (AOR). The largest and most populated island in the nation boasts a \$6 billion visitor economy and is poised to become a top global tourism destination.

As part of the AOR scope, over the next three years, Paradise is tasked with providing strategic marketing, destination intelligence, creative development and media buying services to further expand the Discover Long Island brand and promote tourism to the region.

“After six years of rebranding and award-winning work to elevate our destination in markets across the globe, Long Island has welcomed a record number of visitors year after year,” said Kristen Reynolds, President and CEO of Discover Long Island. “Our region is in a pivotal moment with game changing, transformative developments on the horizon - providing tremendous opportunities for our industry and Long Island’s economy. Now is the perfect time to amplify our efforts and extend our team by bringing an industry leading agency of record on board.”

Some of the key projects planned for the region include East Side Access, the first expansion of the Long Island Rail Road (LIRR) in more than 100 years and its connection to Grand Central Terminal, in addition to Penn Station, as well as a faster commute to JFK Airport; a new LIRR station in almost 50 years to coincide with the New York Islanders' first home game at the new UBS Arena in historic Elmont, the only arena in Metro New York built for hockey; and the \$2.8 billion Midway Crossing project, a significant public-private undertaken that will connect the LIRR to MacArthur Airport in Islip.

Awarded “Best Social Media” in the nation by the US Travel Association, Discover Long Island produces engaging content, designed to attract consumers to area businesses, for 10 prolific social media channels which garner upwards of 10 million views annually. An early adopter of all social media platforms, the organization has two TikTok accounts, one of which garnered 6 million views last year alone.

Additionally, the tourism organization hosts a popular YouTube series, “Long Island TV,” as well as the “Long Island Tea” podcast, which was launched in 2020 and has been downloaded

more than 11,000, in 28 countries. Its YouTube channel has 3,000 subscribers, the most of any other destination. It recently launched its' first long overhaul campaign to Phoenix, in a bid to attract luxury and family travelers and plans to leverage the New Breeze airline's new direct flights to Nashville, Tenn., and Charleston, South Carolina, among other national destinations.

“It is such an honor for our agency to enter a coveted partnership with one of the most recognizable tourist destinations in the U.S.,” said Barbara Karasek, CEO and Co-owner of Paradise. “Successful marketing is as much about data and intelligence as it is about creative ideation, evidenced by our track record of increasing the tourism economy in the communities our clients' serve. We're thrilled to be working with a group of marketers who understand that creativity and destination intelligence *beLONG* together to attract the elevated and responsible traveler, while delivering innovative solutions.”

### **About Discover Long Island**

Discover Long Island is the region's official destination marketing organization charged with furthering Long Island'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, flourishing industries, and dynamic destination assets are promoted on a global level, furthering economic development, and benefiting residents and businesses throughout the region.

Awarded “Best Social Media” in the nation by the US Travel Association, the organization produces engaging content featuring local businesses and attractions for their 10 social media channels which garner upwards of 10 million views annually. Additionally, the organization hosts a popular YouTube series, Long Island TV, as well as the Long Island Tea podcast. To learn more, please call 631-951-3900 or visit [www.DiscoverLongIsland.com](http://www.DiscoverLongIsland.com).

### **About Paradise Advertising & Marketing, Inc.**

Founded 20 years ago as an agency specializing in tourism and hospitality, Paradise is an award-winning team of marketing experts with a proven ability for delivering innovative and data-led marketing strategies that drive brand loyalty and overall business. With a primary office in St. Petersburg, Fla., the agency has satellite team members in Florida, Connecticut, Nebraska, Nevada, South Carolina, Texas and Wisconsin. With more than 450 awards since its inception in 2002, Paradise was recently recognized with four Adrian Awards and the highest honor of a President's Award at the 2021 Hospitality Sales and Marketing Association International (HSMIAI) event. To learn more, visit [paradiseadv.com](http://paradiseadv.com) or follow us on social channels.