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Discover Long Island Launches First-Ever West Coast Marketing Campaign in Greater Phoenix

The destination marketing organization's strategic \$100,000+ campaign is slated to saturate the desert destination's media market and capitalizes on travel trends and area's evolving resident demographics

Phoenix, AZ (Wednesday, January 26, 2022) — Discover Long Island (DLI) the region's official destination marketing organization, is sending invitations to millions across the Phoenix metro area to discover why they BeLONG on Long Island. The invitations are in the form of targeted TV, social media and digital ads, as part of the organization's first-ever West Coast marketing campaign launched today, on the heels of National Plan for Vacation Day (January 25, 2022).

With a data driven approach, DLI enters the Greater Phoenix market with a six-week campaign slated to saturate the desert destination with stunning imagery of Long Island's iconic beaches, award-winning wine country, Hamptons/Montauk, Fire Island, The Belmont Stakes, Gatsby-era mansions and more. Capitalizing on a growing interest in domestic travel to new destinations as COVID-19 related restrictions continue to hinder international travel, DLI aims at anchoring Long Island as the ideal East Coast beach destination for Arizonans. The campaign is the organization's latest effort to further Long Island's \$6.3 billion visitor economy, which draws more than 10 million visitors from across the globe annually.

"As a transplant to Long Island from Arizona, I know first-hand that Long Island is an ideal destination for Phoenix/Scottsdale residents looking for a coastal escape," said **Kristen Jarnagin Reynolds, President & CEO of Discover Long Island**. "With 240-miles of coastline offering world-class beaches, our proximity to New York City, a wine region featuring stunning vineyards and award-winning varietals, Gatsby-era mansions and famed locations including Jones Beach Theater, Fire Island, the Nautical Mile and much more, Long Island offers endless experiences and celebrates all four seasons."

Utilizing geo-location data obtained through mobile devices as well as studying consumer spending habits, Discover Long Island can confirm the strong interest in the region's assets from Los Angeles and Greater Phoenix residents. The recent influx of California residents to Arizona strengthens the opportunities to convert new travelers through marketing efforts and the recent acquisition of Sanctuary Camelback Mountain by Long Island's luxury brand, Gurney's Resorts, solidified that the timing was right to invest in the market.

"Gurney's Resorts recognizes the evolution of Scottsdale as a world-class destination - with the luxury expectation of visitors and residents synonymous with that of the Hamptons - providing a strategic yet organic opportunity to bring our signature resort experience to an ideal audience. We are thrilled to work with Discover Long Island as they captivate Greater Phoenix residents with their new campaign and champion the connection between the two premier destinations," said **Michael Nenner, Executive Vice President at Gurney's Resorts**.

Discover Long Island's Phoenix campaign runs until March 5th and features a diverse range of promotional assets, including broadcast television commercials on some of the most-watched local news stations (CBS 5, AZ FAMILY, FOX 10, NBC 12, and ABC 15); Facebook and Instagram ads targeted to the Phoenix/Scottsdale area; as well as Google Display Ads. Discover Long Island has also arranged for the Geofencing of popular high-profile events including The Barrett-Jackson Auto Auction, The Phoenix Open, and The Devour Culinary Classic.



ABOUT DISCOVER LONG ISLAND:

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 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.



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