

I LOVE NY: Big Ideas for Reaching Target Audiences

Generating Emotional Connection with Target Segments

Insight

New York State's welcoming spirit is reflected in its diverse landscapes and communities, where inclusivity is a way of life.

Strategy to Create Connection

Show how I LOVE NY is unmatched in its commitment to welcoming people from all walks of life.

Connection Point

Travel where everyone belongs.

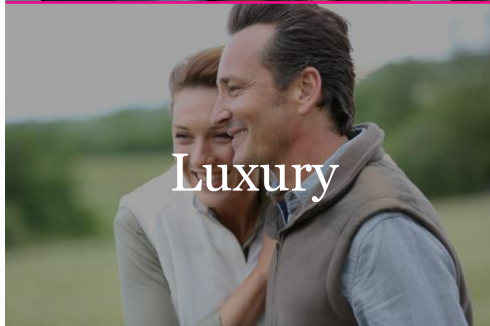


Core Target Segments

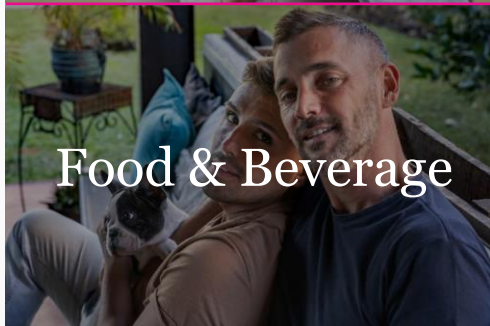
When you partner with Mower's Travel & Tourism specialty for PR, you have the benefit of a team that comes with a deep understanding of your key targets.



“As a family, we love going on new adventures and exploring the great outdoors. New York State offers a perfect blend of natural beauty, history and family-friendly attractions that appeal to all of us. We always look forward to discovering hidden gems, trying new activities and making memories together. As we end one vacation, we find ourselves looking ahead to our next one in the Empire State.”



“As lovers of luxury and refinement, we're eager to invest in new experiences that offer sophistication and relaxation. Exploring the diverse regions of New York State allows us a selection of world-class accommodations, from which we can indulge in culinary delights and cultural pursuits creating unforgettable memories that enrich our lives.”



“As self-proclaimed foodies, we're always seeking new culinary adventures that expand our palates and offer experiences we can go back and share with friends. Exploring the vibrant food scene of New York City, the Hudson Valley and Upstate feeds our passion for gastronomy and sparks a desire for more in the future.”

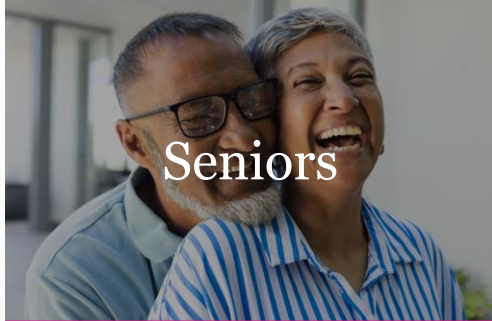
Additional Targets

Worth special focus as the program evolves.



Solo travel has more than doubled since before the pandemic.

“Traveling on my own gives me the luxury of spending as much...or as little...time in a location as I want to. I’m better able to absorb every experience and reflect on it later. It’s a kind of sabbatical that I find both restorative and energizing. New York State offers an abundance of options to match my solo travel mood of the moment.”



More than half of seniors aged 50+ rank travel as their top priority for spending discretionary income.

“Having devoted earlier years to career and raising a family, we relish the time we have for personal pursuits. New York has so much to offer that it’s hard to prioritize what to do first, second and third.”



Media coverage increasingly focuses on ideas for girls’ and guys’ getaways, ranging from spa retreats to adventure travel.

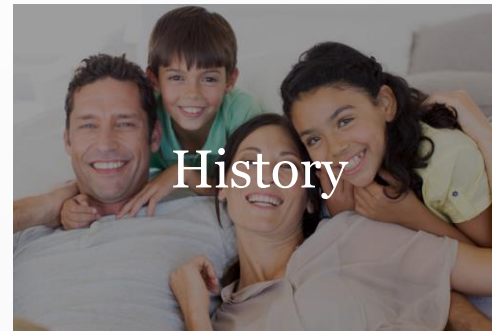
“It is such a bonding experience to have concentrated time with a small group of close friends. We make memories that stay with us for the rest of our lives. We will never forget our amazing Finger Lakes trip last year.”

▣▣ I LOVE NY Focus Programs



“As a member of the LGBTQ community, traveling to inclusive and accepting destinations is essential for me to express my true self and connect with like-minded individuals. New

York’s vibrant LGBTQ scene and cultural offerings provide me with a sense of belonging and empowerment, and a feeling of safety and security that not all destinations can genuinely promise.”

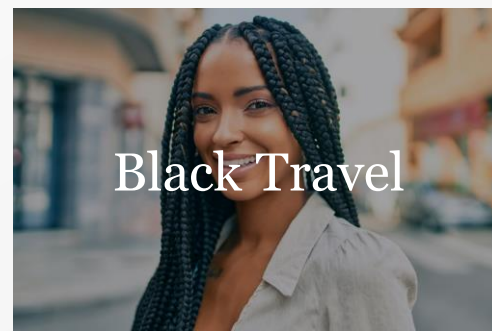


“As history enthusiasts, traveling to New York State offers us a treasure trove of historical experiences to explore and discover. We seek destinations that offer rich historical narratives, iconic

landmarks and immersive cultural experiences for our family to explore and learn from. Current interest revolves around the upcoming America 250 celebration which is central to New York’s story.”



“Accessible attractions, accommodations and outdoor activities enable me to create cherished memories with my family and inspire others with special needs to embrace travel.”



“As a Black traveler, exploring the cultural heritage and history of New York State is a deeply enriching experience for me. From the vibrant streets of Harlem to New York’s music venues and historic sites honoring Black achievement,

each destination offers a unique opportunity to connect with my roots and celebrate my identity.”

LGBTQ

New York has played a pivotal and pioneering role in the advancement of LGBTQ rights in America. From the Stonewall Uprising to passing anti-discrimination laws in 2003 to becoming the largest state to legalize same-sex marriage in 2011 to banning conversion therapy in 2019, New York is continuing a legacy that deserves to be celebrated 365 days a year.





12 MONTHS OF PRIDE

We understand that I LOVE NY aims to celebrate pride year-round. We notice that scheduled events throughout the state seem to wane toward year-end. Adding seasonal pop-up events can round out the year, ensuring activations in all 11 tourism regions (focusing on one per month) – plus June Pride (the 12th month) – for a robust support of this important, revenue-producing segment. Themes might take the form of:

Winter – Ski destinations (including repeat and expansion of the 2023 ski weekend), museums and other indoor fun

Spring – Flower festivals, wine tours, fishing trips

Summer – Pride celebrations, whitewater rafting, boating adventures

Fall – Foliage excursions, harvest festivals, cideries, farmers' markets

▣▣ LGBTQ – Additional Ideas



LGBTQ Ambassadors Program

Identify LGBTQ media/influencers to be part of the program and send them on epic travel experiences, sharing welcoming and inclusive destinations and events throughout the state. Program could launch with social support, as well as traditional PR, including interviews with regional and national broadcast outlets and profiles on the participating ambassadors.

Within this program, I LOVE NY could partner with [OutBound](#) or [Venture Out Project](#), solo travel companies, to create solo travel itineraries with single LGBTQ influencers.



Pride Profiles Podcast

Turn these [Pride Profiles](#) into an official podcast series with new guests and spotlights within the state.



Partnerships

Partner with a car rental or auto company that designs a distinct vehicle for one of the brand ambassadors to take throughout the state. *Alternative:* Partner with an airline to offer “Proud Flights” connecting New York State to other popular LGBTQ inbound markets and host a FAM of select media from one or more markets.



Colorful Arts Program

Organize pop-up LGBTQ art festivals or events throughout the state, with a special emphasis on youth artists. Explore opportunities to work with state-wide art galleries, LGBTQ artists and put an emphasis on the state's rich LGBTQ art culture and history.

▣▣ LGBTQ – FAM/Individual Visit Themes



Tulip Festival FAM

Celebrate the arrival of spring with a FAM to the Mohonk Tulip Festival in New Paltz. Stay at Mohonk Mountain Resort and enjoy a long weekend filled with fresh flowers, wine tastings and relaxation.



Follow the Rainbow Road

This week-long FAM hits up the best and brightest June Pride events and celebrations, stopping at LGBTQ community-owned restaurants and businesses along the way. The FAM will end in New York City for the annual NYC Pride Parade.



Community Travels Here

Host a FAM trip to The Finger Lakes' Ithaca and Geneva or Greater Niagara's Allentown or Elmwood, communities known for their cultural diversity and LGBTQ-friendly vibes, reinforcing and spreading awareness for New York destinations that are extremely welcoming and inclusive.

Media We Know Who Will LOVE This



Kelsy Chauvin, Contributor
Passport & Conde Nast Traveler



Matt Kirouac, Contributor
Travel + Leisure



Dan Koday, Contributor
PureWow & Yahoo Life



Donald Pladgett, Managing Editor
Out Traveler & Out Magazine



Alani Vargas, Associate Editor
Parade



Opheli Garcia Lawler, Senior Staff Writer
Thrillist



Adam Dupuis, Managing Editor
Instinct Magazine



Laura Begley Bloom, Senior Contributor
Forbes

ACCESSIBLE NY

Promoting true accessibility is not only the right thing to do ethically, but also presents a remarkable opportunity to connect with new segment of guests eager to create their own New York memories. Continuing to demonstrate our commitment to accessibility through technology allows us to welcome a vastly underserved population of prospective visitors.



A GUIDE TO QUIET NEW YORK

New York State is known for excitement, high touch adventures, enthusiastic crowds and, let's face it, noise.

For travelers with sensory sensitivities who prefer quiet, calmer trips and attractions, we'll aggregate and create a guide of places where visitors can enjoy a quieter experience.

From Strong National Museum of Play's industry leading programs to Animal Adventure Park's Low Sensory Nights to the countless natural outdoor environments where quietude is part of the splendor, we will develop a robust guide that will underscore I LOVE NY's commitment to accessible travel.

The guide will be promoted through earned media, a "quiet" press trip, individual visits, and through I LOVE NY's paid, owned and shared channels.



Accessible NY – Additional Ideas



New York for all Spectrums

Concept and roll out I LOVE NY Sensory Pods or Stations at rest stops throughout New York State to ease the stress of travel for parents traveling with children with sensory needs. Pods could also be considered for high-traffic attractions in New York State as well as festivals and concerts where loud noise and groups of people can cause heightened sensory reactions. Showcase the pod at a press event and invite reporters/creators living with sensory issues (or with family similarly impacted) for a FAM.



Aiden AI

Add to the I LOVE NY app a tool called Aiden AI virtual assistant. Aiden will locate the most exciting and accessible attractions and destinations, like hiking trails for wheelchair users and accessible hotel rooms and restaurants.



Roll Mobility: Go Further Together

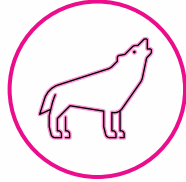
Organize a partnership with Roll Mobility, a new "Yelp"-type app, designed to make life easier for people who use wheelchairs or have mobility issues. The platform provides users with reliable information on the accessibility of restaurants, public spaces, businesses, trails and parking spaces, with user ratings and input from the community. Roll out this partnership to reinforce New York's commitment to transparent accessible travel, encouraging all attractions to gain a stamp of approval.



We LOVE New York: Staff Development Training

Focus on staff development and training for interacting with travelers with disabilities by launching a statewide volunteer program led by members of programs like the New York State Commission of the Blind, New York State School for the Deaf, or New York State Disability Services Council.

▀▀ Accessible Travel – FAM/Individual Visit Themes



Westchester Wilderness Adventures

Center a media visit around Westchester’s wilderness pursuits. Activities include hikes with the Trails Without Limits program using All-Terrain Trackchairs, handcycle bike rides, a visit to Faraway Farms to interact with alpacas and a “Sleep with the Wolves” experience at the Wolf Conservation Center. For media traveling by air, Westchester County Airport’s Hidden Disabilities Sunflower Program ensures a positive experience for those with hidden disabilities by wearing a discreet sunflower lanyard to inform staff of their needs, promoting a supportive environment.



A Guide to Quiet New York City

Showcase NYC's quieter side for travelers with sensory sensitivities who want to escape the hustle and bustle of the city without actually leaving it. A FAM showcasing quiet, calmer NYC could include The Cloisters, The Gardens at St. Luke in the Fields, Astor Chinese Garden Court at the Metropolitan Museum of Art and The Frick Collection.



Fielding Dreams: All-access Baseball

Organize a media trip to Cooperstown, the birthplace of baseball, coinciding with the Hall of Fame Weekend festivities (July 2025). Delve into the heart of baseball history with exclusive access to the induction ceremony, the Hall of Fame awards ceremony, the Parade of Legends and Legends of the Game Roundtable discussion. Explore the National Baseball Hall of Fame and Museum, designed to be fully accessible, and visit Doubleday Field, the iconic birthplace of baseball.



Accessible Thrills

Thrillseekers can head to the Adirondacks for a memorable winter FAM that will have adrenaline pumping. Welcome guests to Whiteface Mountain for a go at adaptive skiing. Offer a bird's eye view of the Adirondack forest treetops with wheelchair-accessible walkways at the Wild Center and Wild Walk. Organize a tour of the Olympic museum and village led by a Paralympian.

Media We Know Who Will LOVE This



Lebawit Lily Girma
Bloomberg



Sophie Morgan
Conde Nast Traveler



Laura Dannen Redman
AFAR



Christina Jelski
Travel Weekly



Cassandra Brooklyn
Forbes



Eve Chen
USA Today



Joel Rose
NPR



Meg St-Esprit
Thrillist

PATH THROUGH HISTORY

Teachers shape the minds of future generations, imparting not just knowledge but inspiration day after day. Celebrating them with unforgettable travel experiences could create a legion of ambassadors, spreading the good news throughout New York classrooms and beyond.

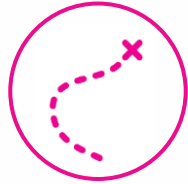




KNOWLEDGE QUEST

In summer, educators are afforded a break to regroup and feed their own quest for learning. But peak summer travel rates are not a break, creating a dilemma for educators with an inflexible vacation window. For May's Teacher Appreciation Month, launch a "New York Summer School" passport program that raises awareness of Path Through History locations and allows certified teachers to explore them at little or no cost. Teachers can go back to the classroom with information and collateral for students to take home to inspire family vacation ideas within the state.

Path Through History – Additional Ideas



Find the LOVE

Create a mobile or online scavenger hunt game with clues leading participants throughout the state to discover official Path Through History sites. This concept could launch in 2025, and lead to a bigger 2026 moment with a focus on Revolutionary War destinations for America 250.



A Guinness Record Breaker

Host the world's biggest party/ball, where attendees dress up as famous historical figures from New York's past, or instead can be inspired to don period attire reflecting any time in New York State history.



Historical Humans of New York*

Partner with storyteller Brandon Stanton ([Humans of New York](#)) to travel throughout the state, capturing the stories of the people who manage Path Through History sites and their passion for their attraction. Leveraging the beloved @HumansofNY platform, turn New York's most famous—or overlooked—historical destinations into the backdrop for Brandon's signature first-person storytelling style.

*This idea could also be fine-tuned to focus exclusively on Revolutionary War history for the 2026 celebration.



A Cut Above the Rest

Partner with a fashion show (Project Runway; Making the Cut) for a challenge to create dresses with a New York history theme. As another spin, partner with a cooking reality show (Top Chef; Chopped) to test today's best cooks and their ability to craft a meal using cooking utensils from a bygone era, with historical references provided by Path Through History site docents.



Another View

Use augmented reality at historic neighborhoods, buildings and battlefields to visually replace the present with the past. VR headsets, available at select Path Through History locations, give travelers an opportunity to feel immersed in their location in a different way, exploring how the area would have looked during a bygone era.

Path Through History – FAM/Individual Visit Themes



History Repeats Itself

Arrange a trip that includes a well-known historian. This could be a single individual, like Devin R. Lander, New York State Historian, or the group could grow to reflect a number of historians who specialize in different periods of significance for the state (New York Academy of History would be a resource to explore). Reporters would travel to two areas within the state, exploring Path Through History stops and learning about the region through the unique lens of their guides, gaining perspective on the moments that make New York today.



The Race is On

Partner with a luxury car brand to celebrate New York's auto and sports history culture.

- NASCAR's Watkins Glen International
- International Motor Racing Research Center
- Saratoga for its Automobile Museum
- Saratoga Race Course
- National Museum of Racing and Hall of Fame



Lady Leadership

Head to the Finger Lakes countryside, home of Seneca Falls, the birthplace of the women's rights movement. In addition to important points of historical interest, like the Women's Rights National Historical Park and National Women's Hall of Fame, prioritize experiences at women-owned or led businesses.

- Tasting at Red Tail Ridge Winery, owned by Nancy Ireland
- A rail bike tour aboard Finger Lakes Rail Riders, owned by Kathy Ferron
- Refreshments at Amity Coffee, owned by Lyndsi Stoltzfus



Escape Election Season in the Capital

Yes, really! Natural wonders are a wonderful antidote to election stressors.

- Albany's Pine Bush Preserve Commission
- Delmar's Five Rivers Environmental Education Center

Media We Know Who Will LOVE This



Brian Cicioni
USA Today, etc.



Katherine Parker-Magyar
Forbes, AD, etc.



Lauren Matison
Travel + Leisure, etc.



Malerie Yolen-Cohen
HuffPost, Newsday, etc.



Aunindita Bhatia
World Atlas, TripSavvy, etc.



Michela Rosano
Canadian Geographic



Larry Bleiberg
Washington Post, BBC Travel, etc.



Rossilynne Skena Culgan
TimeOut

BLACK TRAVEL

Music has the power to move souls, ignite revolutions, and bring people together across cultures and backgrounds—and New York State's rich Black cultural heritage has had a profound impact in shaping its course.





LYRICAL LANDMARKS

Giving the I LOVE NY mobile unit an active presence at select local music festivals will engage audiences with information about venues that have and continue to play an important part in the progression of music. Information, graphic t-shirts, I LOVE NY stickers and other merch could be considered for free or sale at events.



I ♥ NY REMIXED

Invite New York State Black musical artists to reimagine the I LOVE NY theme song in their own styles—rock, blues, gospel, hip-hop, jazz, pop, reggae, classical. Have them capture performances on video and promote them through paid, earned, shared and owned channels. Provide musicians with I LOVE NY merch to wear and distribute to fans during their gigs.

Black Travel – Additional Ideas



Educational Popups at the New York State Fair/County Fairs

Offer immersive experiences for fair visitors to learn more about Black history and culture that have not only been influential to New York, but the nation. Sponsored exhibits on the state's crucial connection to the Underground Railroad can feature interactive displays and storytelling sessions. Additionally, showcase Black culinary traditions with a "Taste of Diversity" or "Made with LOVE" culinary exhibit – offering tastings and cooking demos from Black-owned restaurants and vendors across the state.



Geocached Scavenger Hunt

Create a geocached scavenger hunt for participants to discover hidden caches at various locations across the state, including Black-owned businesses and historic landmarks celebrating Black culture and heritage. Each stop not only offers unique clues leading to the next destination, but also provides an opportunity to learn about and support the rich contributions of Black entrepreneurs and historical figures in the state. Clues would lead crowds of seekers in and around cultural sites, with travel-related prizes to the winners.



Quest Loves NY

Commission the award-winning musician, director of "The Summer of Soul" and ACLU spokesperson, Questlove, to document the vibrancy of today's *Black New York* experience. This could be the Ken Burns of the Black New York experience, bringing to life the state's music, art, culture, food and surprising revelations of Black history.



Amazing Race-Style Tour

Combine history, art and community through the creation of an Amazing Race-style tour to highlight Black cultural landmarks across the state. Document a group of participants as they travel between significant sites, including historic landmarks, neighborhoods, museums and cultural festivals, using clues and completing challenges that reveal the rich tapestry of New York's Black history. For further promotion opportunities, consider soliciting corporate sponsors from various New York-based companies and corporations.

Black Travel – FAM/Individual Visit Themes



Cultural Culinary Tour

FAM tours for select food and beverage journalists of the many different tastes, shapes and forms of the Black culinary experience across New York State. From African to Caribbean to soul, the Black culinary diaspora is vast and influential to our state's diverse foodservice and culinary industries.

- Bratts Hill by Chef Darian Bryan in Buffalo's Larkinville District
- Umana Yana (A.K.A The Meeting Place) in Albany
- Sylvia's "Queen of Soul Food" Restaurant in historic Harlem



The Pulse of NY: Performance Art Immersion

Organize media tours with Black Theatre United to highlight the state's history and roots in Black theatre and performance art, as well as its influence on today's vibrant arts and culture scene.

- Alvin Ailey American Dance Theater
- Dance Theatre of Harlem
- African Grove Theatre
- Black Theatre Troup of Upstate NY



Reminisce: The Rhythm & Blues

Center a media visit around one of New York City's biggest jazz festivals, including tours of landmarks related to the history of music popularized by the Black community.

- Winter Jazzfest/Blue Note Jazz Festival
- 1520 Sedgwick – The birthplace of hip hop
- Apollo Theater
- Hush Hip Hop Tour NYC
- Louis Armstrong House
- Bronx Walk of Fame
- The Cotton Club
- Woodlawn Cemetery



The Underground Unveiled

Partner with Black Travel Alliance for a group FAM that takes journalists through important Path Through History spots related to the Underground Railroad.

- Niagara Falls Underground Railroad Heritage Center
- Oakwood Cemetery
- Broderick Park in Buffalo
- Juneteenth Festival in Buffalo
- Harriett Tubman home in Auburn

Media We Know Who Will LOVE This



Simone Harvin
Travel Noire



Angela Johnson
The Root



Haniyah Philogene
the Grio



Rafael Peña
Black Enterprise



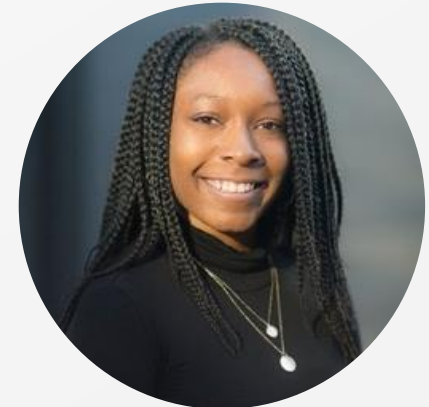
Okla Jones
Essence



Delaina Dixon
Ebony



Natalie Preddie
The Toronto Star



Ariel Felton
Bloomberg News