



DISCOVER
LONG ISLAND

FOR IMMEDIATE RELEASE:

**"SHORT FLIGHT. LONG ISLAND." CAMPAIGN RAISES AWARENESS
FOR TRAVELERS IN BALTIMORE-WASHINGTON D.C.**

*Discover Long Island and Long Island MacArthur Airport Share Key Findings from
First-Ever Collaborative Marketing Campaign*

LONG ISLAND, NY (July 24, 2018) – Following the launch of “Short Flight. Long Island.” in April 2018, Discover Long Island and Long Island MacArthur Airport (ISP) today released post-campaign results that showcase an increase in positive awareness about Long Island as a destination, and Long Island MacArthur Airport (ISP) for accessibility.

The six-week cooperative campaign produced over 18 million impressions through digital and social media assets, with highlights including a Baltimore Washington Airport (BWI) Wi-Fi take over, advertising platforms at highly trafficked metro stations across D.C. and Maryland, and bike share kiosk promotion in the D.C. market. Pre- and post- campaign surveys were conducted to establish benchmarks for consumer awareness and perception, allowing Long Island to successfully track engagement.

“Since this is the first campaign of its kind, it was critical to focus on a market that provided travelers with an abundance of flight frequency and accessibility,” said Shelley LaRose-Arken, Commissioner, Long Island MacArthur Airport. “MacArthur Airport’s Baltimore/Washington D.C route to and from BWI Airport was a perfect fit, offering travelers five daily non-stop flights on our long-time partner Southwest Airlines.”

Running from April 16- May 31, 2018, the “Short Flight. Long Island.” campaign included eye-catching creative elements to attract visual awareness and comprehensive research components to measure success. Post-wave research concluded that a percentage of consumers in the Washington D.C./Maryland market who recall seeing an advertisement for Long Island rose 85% from pre-campaign

survey to post-campaign survey. In addition, 44% of respondents exposed to campaign creative and messaging report a future intent to visit Long Island for a vacation, with 50% of those indicating they would use Long Island MacArthur Airport to arrive.

“It is through these strategic partnerships that we are able to continue increasing economic benefits to Long Island and its residents,” said Kristen Jarnagin, President & CEO of Discover Long Island. “Promotion of our region’s connectivity has proven vital for driving our tourism economy and bolstering business attraction to our destination. The research conducted during the campaign further validates that promotion of our destination and its critical assets to top feeder markets not only creates a positive perception of Long Island, but ultimately lends to the growth of its vibrant economy.”

“Long Island has so much to offer families, businesses and organizations seeking out places to vacation, do business or hold a conference,” said Angie Carpenter, Islip Town Supervisor. “Partnering with organizations like Discover Long Island benefits the Town, Long Island and the airport as one of Long Island’s largest regional assets.”

“Working together as a region to leverage marketing efforts and forge strategic partnerships not only strengthens our destination messaging, but also allows us to attract a wider visitor audience,” said Steve Bellone, Suffolk County Executive. “The visitor economy is a critically important driver for our region, and we applaud the Discover Long Island and MacArthur Airport teams for this successful campaign in the Washington D.C. and Baltimore markets.”

Both Discover Long Island and MacArthur Airport (ISP) plan to continue the momentum of this effort in 2019. For additional details on the “Short Flight. Long Island.” Campaign, please visit www.discoverlongisland.com.

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ABOUT DISCOVER LONG ISLAND:

Discover Long Island is the official regional organization charged with furthering the \$5.6 billion tourism economy. The organization contributes to the economic development and quality of life on Long Island by promoting the region as a world-class destination for visitors, meetings and conventions, trade shows, sporting events and related activities. For more information, please call 631-951-3900 or visit DiscoverLongIsland.com.

ABOUT LONG ISLAND MACARTHUR AIRPORT:

Long Island MacArthur Airport customers enjoy flights on three major US domestic air carriers: American Airlines, Frontier Airlines and Southwest Airlines. Together

these carriers currently provide service to fifteen cities nonstop, and connect to hundreds of destinations worldwide. The airport serves 1.3M passengers annually and employs 6000 people, with a \$16.1M annual operating budget and an economic impact of \$600M to the region and local economy.

Additional Airport & Town of Islip resources:

FlyMacArthur.com

MacArthurAirport.com

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