

FOR IMMEDIATE RELEASE

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**DISCOVER LONG ISLAND AND MACARTHUR AIRPORT COLLABORATION WINS
NATIONAL AWARD FOR BEST BRANDING AND INTEGRATED MARKETING**

LONG ISLAND, NY (August 16, 2018) – The Discover Long Island and MacArthur Airport Campaign “Short Flight. Long Island” won ‘Best Branding and Integrated Marketing Campaign’ at the U.S. Travel Association’s 2018 ESTO Awards this week in Phoenix. The ESTO Awards (Education Seminar for Tourism Organizations) recognize U.S. Travel destination members for excellence and creative accomplishment in destination marketing and promotion and is among one of the most prestigious awards for the travel industry.

“We are honored to be recognized by the U.S. Travel Association for our “Short Flight. Long Island.” campaign as a 2018 ESTO Destiny Award Winner,” said Kristen Jarnagin, President & CEO of Discover Long Island. “This campaign marked a ground-breaking partnership for tourism and economic development for our region. With Long Island’s visitor economy reaching new highs, the Discover Long Island team remains dedicated to increasing awareness of our destination, bolstering economic growth through strategic partnerships and creating innovative marketing initiatives that attract targeted travelers to our destination.”

“This is a well-deserved award, resulting from an exciting, innovative partnership between Long Island MacArthur Airport and Discover Long Island,” said Islip Town Supervisor Angie Carpenter.

“Together, we have been able to expand our reach to raise awareness about the airport and Long Island as a must-visit destination, and we’re happy to share in the success of this cooperative campaign,” said Airport Commissioner Shelley LaRose Arken.

The “Short Flight. Long Island” campaign launched in April 2018, producing 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. Running from April 16- May 31, 2018, the multi-faceted cooperative marketing campaign was designed to build awareness of Long Island as a destination and increase demand for MacArthur Airport as a go-to hub.

“This is a playful campaign that meets the objective to build interest and awareness of Long Island as a destination. The tagline—“Short Flight. Long Island.”—is catchy and memorable, and highlights one major selling point for the city—proximity—among its target audiences,” comments provided by U.S. Travel Association 2018 ESTO Destiny Award Judges Panel.

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 \$5.9 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.