Goals for collaborative marketing

- Increase sportfishing sales volume in the low season
- Attract visitors that come to LI for other reasons
- Enhance the sportfishing experience
- Have access to direct marketing at no additional expense to your business
- Help NY to obtain a bigger share of the sportfishing market in the northeast

"Instead of thinking about finding anglers for their services, charter boats need to think about finding services for anglers"

2004 Sportfishing Income ($Millions)

<table>
<thead>
<tr>
<th>State</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>CT</td>
<td>300</td>
</tr>
<tr>
<td>MD</td>
<td>200</td>
</tr>
<tr>
<td>NY</td>
<td>100</td>
</tr>
<tr>
<td>MA</td>
<td></td>
</tr>
<tr>
<td>NJ</td>
<td></td>
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</tbody>
</table>

Source: Southwick Associates, 2006

Interested in learning about how you can benefit by joining the Long Island CVB? Your membership subscription allows Long Island CVB to distribute your business brochures, include your business information in outdoor recreation guides and listings on the official website. Contact Kristen Matejka at kmatejka@discoverlongisland.com or telephone (631) 951-3900 Ext 317 for more information about Long Island CVB membership, or about the collaborative marketing initiative.

Collaborative Marketing For Long Island’s Sportfishing
In New York, marine anglers spent $610 million in 2004 to fish, and generated more than $192 million in income for businesses that provide sportfishing services. The economic contributions may appear to be impressive, but the persistent absence of positive growth in the sportfishing industry has affected coastal communities across Long Island.

COLLABORATIVE MARKETING

Charter boat sportfishing businesses compete with other recreation sectors for shrinking disposable income, and the industry can benefit from programs that are designed to attract tourists and encourage longer stays on Long Island.

LETS MAKE FISHING HAPPEN

New tools are being created to assist the public in locating charter boat sportfishing services, and they will be featured in new websites, special articles published in sportfishing magazines, and a print advertising campaign implemented in fall 2008.

New York Sea Grant is working with Long Island CVB to organize a meeting to describe this new collaborative marketing initiative. Charter boat sportfishing businesses will have an opportunity to meet sales representatives from hotels and restaurants to discuss how they can combine their services to offer a new outdoor recreation package that includes charter boat sportfishing. A representative from Long Island CVB will be the keynote speaker.

You do not have to be a member of the collaborative marketing initiative, but, New York Sea Grant is working with Long Island CVB to organize a meeting to describe this new collaborative marketing initiative. Charter boat sportfishing businesses will have an opportunity to meet sales representatives from hotels and restaurants to discuss how they can combine their services to offer a new outdoor recreation package that includes charter boat sportfishing. A representative from Long Island CVB will be the keynote speaker.

MEETING AGENDA

The Long Island Convention & Visitor and Sports Commission Bureau (Long Island CVB) has a special grant to develop a collaborative marketing initiative to target the sportfishing industry. The initiative is designed to connect charter boat businesses with other outdoor recreation and entertainment service providers.

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