

Discover Long Island Mobile App Statistics



Where is this app filling the gap?

- 86% of visitors say they want to discover experiences and hidden gems around Long Island
- ¾ bookings occur within 24 hours or less for attractions, restaurants, and activities
- 98% of consumers use their mobile device to search and book while in-destination

Long Island Demographics:

- Population 3M
- Median age 41.5
- 72% white, 8% African American, 4% Asian, 20% Hispanic or Latino
- Median HHI +\$100,000
- Over 90% of adults have a high school diploma
- Over 40% have a bachelor's degree or higher

App Target:

- Long Islanders, Nassau & Suffolk County
- Age 25-54
- HHI \$175K
- Female
- Family or adventure travel focused

App Usage:

- 85% of Long Islanders use smart phones
- 80% of Long Island smartphone users utilize downloadable apps

Targeting the campaign:

- Geo-targeting across Long Island
- App will appear alongside similar apps in Apple App Store and Google Play (i.e OpenTable, Google Maps, Waze, and more)
- Appear in Instagram/Facebook newsfeed of engaged people on Long Island
- QR codes

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NEW YORK
DISCOVERLONGISLAND.COM

tap
for the
APP

SCAN HERE
and download the APP
to see what is going on
around Long Island
and to plan your
next adventure!

Creative Concept:

Phrase that is a call to action- “Tap into ___”

Tap the APP!, Tap into fun, Tap into delicious, Tap into adventure

Establishes a connection with a resource and an experience

Works with our “You BeLong” Campaign— “Tap the app and BeLong!”

Tap into
delicious

tap
for the
APP

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Tap into
fun

tap
for the
APP

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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 2022 generating \$6.6 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 11 social media channels which garner upwards of 10 million views. 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.