

## 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

2004 SPORTFISHING INCOME (\$MILLIONS)



Source: Southwick Associates, 2006

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

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](mailto:kmatejka@discoverlongisland.com) or telephone (631) 951-3900 Ext 317 for more information about Long Island CVB membership, or about the collaborative marketing initiative.



VISIT [WWW.FISHONLONGISLAND.COM](http://WWW.FISHONLONGISLAND.COM) FOR INFORMATION ABOUT SPORTFISHING ON LONG ISLAND

3059 Sound Avenue  
Riverhead, NY 11901-1098



*Bringing Science to the Shore*

## Collaborative Marketing For Long Island's Sportfishing



NONPROFIT  
U.S. POSTAGE PAID  
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STONYBROOK

# Event Preregistration Form

Name: \_\_\_\_\_ Vessel Name \_\_\_\_\_

Mailing Address: \_\_\_\_\_  Open Boat  Private Charter

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Maximum passenger capacity (use space above)

*Please indicate your availability to attend a meeting as follows (select all that apply):*

Best Day:  Mon-Fri  Sat Email \_\_\_\_\_ Website \_\_\_\_\_

Best Time:  10:00 am  2:00 pm  5:00 pm  7:00 pm Daytime Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

I will require special accommodation at the meeting 

Yes, send information about becoming a member of the Long Island CVB

Please return completed form by fax to 631.369.5944 or mail to: New York Sea Grant, 3059 Sound Avenue, Riverhead NY 11901-1098. *Forms must be received no later than August 6, 2008. Contact Antoinette Clemetson at 631.727.3910 Ext 4 with questions.*

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## MEETING AGENDA

- What is collaborative marketing
- How your business can benefit
- Partners for collaborations
- Fall 2008 fishing packages

“ Charter boats must find innovative ways to attract disposable income from the public ”

## Let's make fishing happen

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.

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

New tools are being created to assist the public to locate charter boat sportfishing services, and, they will feature a new website, special articles published in sportfishing magazines, and a print advertising campaign implemented in fall 2008 during the low fishing season.

### MEET THE TOURIST INDUSTRY

New York 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 Long Island CVB to participate in the collaborative marketing initiative, but, you must have a valid license and insurance to operate your business in Nassau and Suffolk. Complete and return the enclosed form *no later than August 6, 2008*, if you would like to attend the meeting. Contact Antoinette Clemetson at (631) 727-3910 Ext 4, if you have questions about the meeting.