



NEW YORK STATE TOURISM

OUR AUDIENCE WILL SHOW SOME LOVE FOR NY STATE

September 17, 2019

Daniel Phillips
dphillips@aarp.org

51 million

Americans age 50+ **plan to take a domestic vacation** in the coming year—

Through AARP Media, **New York Tourism** has access to **more than 1 in 3** of these travelers

....and, AARP members are **48% more likely** than non-members to have **visited New York**— and **57% more likely** to take a **driving vacation**

AARP Media is **your destination's surest way** to reach these prospects

Through us, you can **dominate a market** that's essential to your success



Your Best Prospects for New York State Tourism



Our members have

49%

higher median net worth—
more money to spend on travel
than non-member adults who are
50+ years old but not AARP members

They also are

42%

more likely to **take a vacation**
in the U.S than non-members, and

57%

more likely to be **frequent domestic
travelers** (3+ domestic trips/year)

AARP Members Are New York's Best Travel Prospects

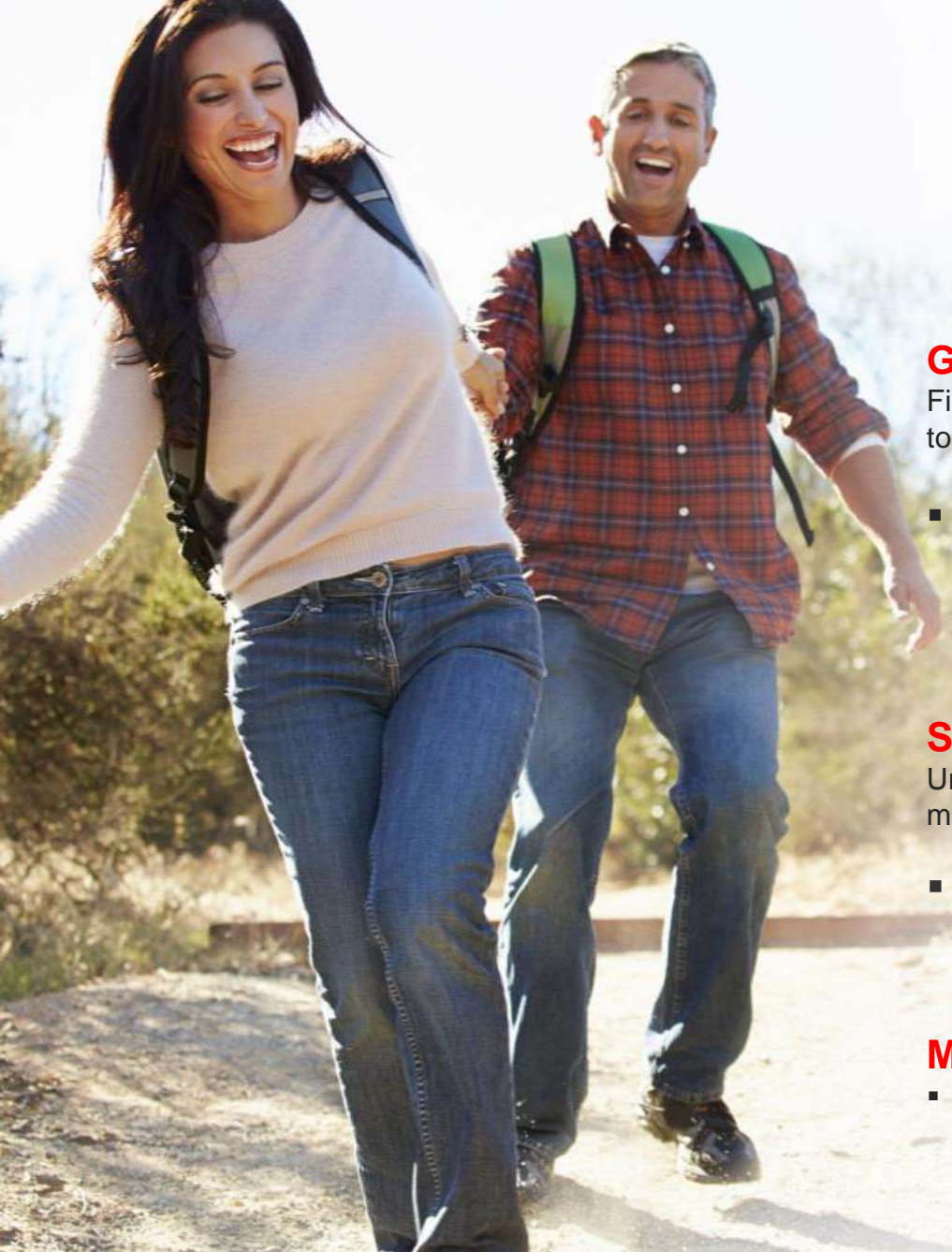


	AARP Member Reach	% Cov. of 50+ Market	AARP Member 50+ Index
Big Spenders			
Spent \$5,000+ on domestic vacations	1.4 million	45%	146
Spent 7+ nights away on vacation	9.0 million	43%	141
Took 3+ domestic vacation trips	7.0 million	45%	146
Plan to take domestic vacation	17.8 million	35%	115
Driving Vacations			
Took a driving vacation	15.2 million	42%	138
Influentials			
Travel Influentials	3.4 million	49%	160



AARP Members Enjoy What New York State Offers

	AARP Member Advantage	AARP Member 50+ Index	Non- Member 50+ Index
Vacation Activities			
National parks	+79%	150	84
Hiking/backpacking	+79%	150	84
Sightseeing	+75%	149	85
Cultural/historic sites	+61%	140	87
Member Interests			
Dining/culinary experiences	+91%	157	82
Casino gambling (2+ times year)	+91%	157	82
Shopping	+67%	144	86
Wine enthusiasts	+52%	135	89



AARP Members: Key Prospects For New York Tourism

Get-Up-and-Go Travelers

Financially secure empty nesters enjoy their free time and like to pamper themselves—and travel is one of those rewards

- **59%** of AARP members took an “empty nester” vacation last year, traveling with their partner, friends or solo — accounting for **42%** of 50+ adults who have taken an empty nester vacation last year

Shoulder Season Travelers

Unencumbered by children’s school calendars or work-mandated vacation days, members tend to travel year round

- **51%** of AARP members travel between **October and June** — and they’re **57%** more likely than non-members to do so

Multi-Gen Travelers

- The top travel motivator for Boomers is spending time with family (**57%**) — so it’s no surprise that **44%** of AARP members took a **multi-gen vacation**



NY State Tourism & AARP Media

Campaign Objectives

- Generate awareness for New York as a destination that offers unique history, scenic beauty, and outdoor adventure
- Drive AARP members to NY State Tourism's website, generate leads

Strategy

Leverage AARP The Magazine's targeted reach to NY State Tourism's ideal prospects— AARP members who are passionate about get-up-and-go travel

Tactics

- **Engage readers** with 2-for-1 custom content/ad offer in AARP The Magazine's regional editions: New England, East Central, Mid Atlantic, and Capital
- **Leverage promotional pricing** and a **locally-targeted travel environment** with our regional co-op program: New England, East Central, Mid Atlantic, and Capital
- **Generate leads** with Free Resources reader response program

Premier Lifestyle Magazine

AARP The Magazine

#1 most-read

magazine in America



Adults 70+
10.75 million rate base

Adults 60-69
7.5 million rate base

Adults 50-59
4.25 million rate base

- 3 life stage editions
– 50s, 60s, 70s
- Among highest reader engagement in history
- Health, finance, travel are key content pillars

38.2 million readers
6x/year

AARP The Magazine

Reaches Prospective Visitors That Don't Read Other Magazines



88%

of
AARP The Magazine
readers
do not read
competing magazines



AARP The Magazine 50-59 Regional

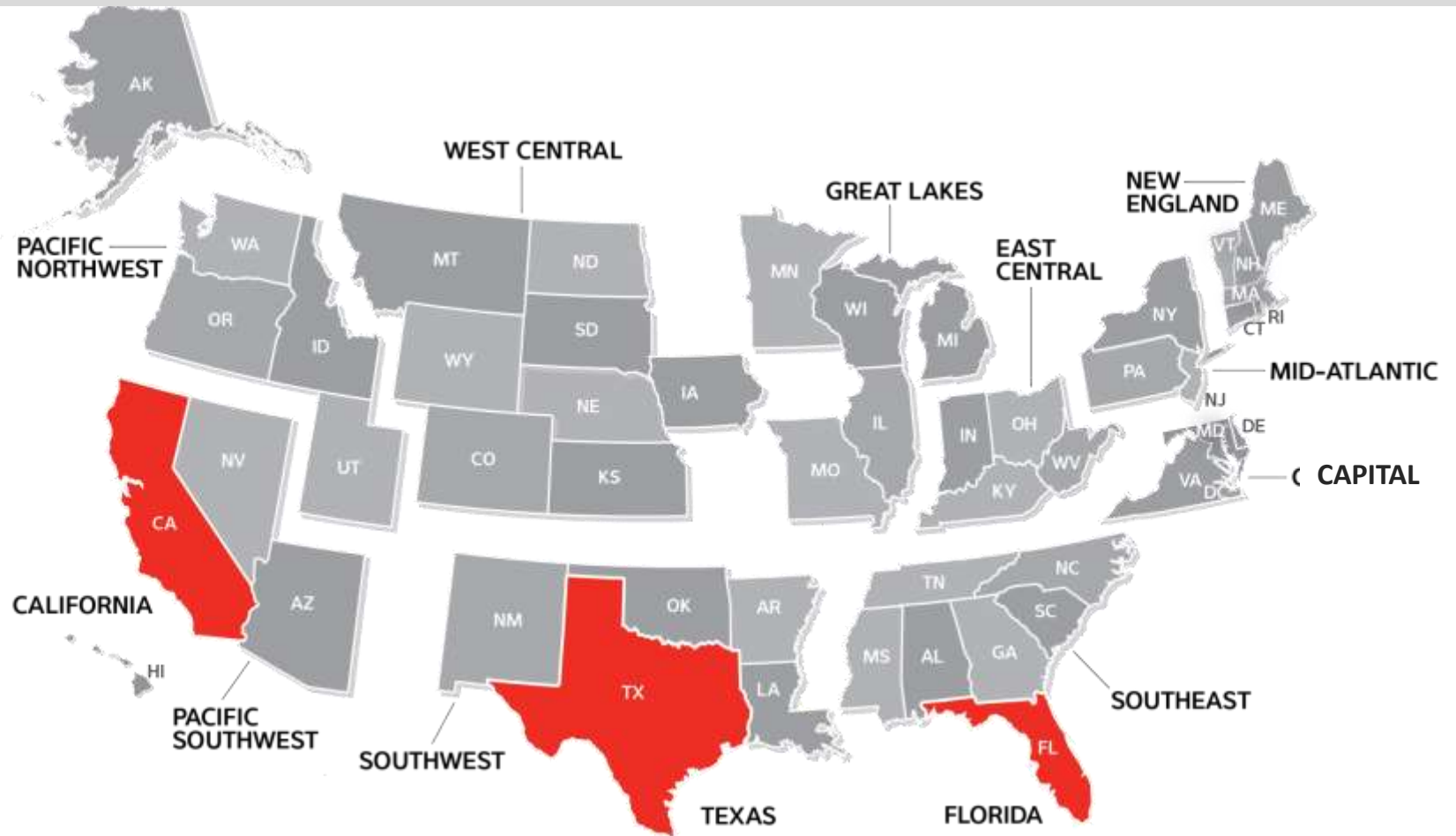
2020 Rate Base

New England: 204,200

Mid-Atlantic Circulation: 603,100

East Central Circulation: 295,100

Capital Circulation: 261,000



AARP The Magazine 2-for-1 Custom Content/Ad Offer

Twice the Impact



Ad/Custom Content
Half-Page Ad/Custom Content



Buy ½ or Full Page, Get Bonus Page of Identical Size

- New York State Tourism buys ½ page or one P4C at AARP Media's special travel rate
- New York State Tourism receives a ½ page or one P4C bonus page at no additional cost*
- This bonus space can be used to showcase your unique travel opportunities using a storytelling format (For example: Health & Wellness, Outdoor Adventure, Arts & Culture)
- Custom content can be supplied or created by AARP Media at no additional charge

Value

- Dominate two ½ or two full pages for maximum impact, visibility
- Reaches members who rely on print
- Provides ample space to promote your company's unique place in the travel market
- **Lead generation** – Your company will be eligible for Free Resources, AARP's in-book reader service spread and BRC (appears in Feb/Mar, Apr/May, Oct/Nov issues)



Ad/Consecutive Custom Content
Full-Page Ad/Backing Custom Content*

*National advertisers' full bonus page appears adjacent to the full page ad as a spread, regional advertisers' bonus page appears on the consecutive page. ½ page ad/advertorial appears on same page

You're in Good Company

AARP Media Regional Advertisers

1ST AMERICAN RESERVE
 1ST NATIONAL RESERVE
 ALASKA TOURISM
 AMC THEATERS
 AMERICA BY RAIL
 AMERICAN VISION PARTNERS
 ARKANSAS PARKS & TOURISM
 ARKANSAS RETIREMENT
 ARKANSAS STATE PARKS
 ASHEVILLE CVB
 ASHTON DRAKE GALLERIES
 BATH WRAPS
 BAY FERRIES LTD
 BIODERM
 BLEEKER STREET MEDIA LLC
 BLOOMIN' BRANDS- CARRABBAS
 BLOUNT SMALL SHIP ADVENTURES
 BLUE CROSS BLUE SHEILD OF MN
 BOK FINANCIAL
 BRADFORD EXCHANGE
 CARAVAN TOURS
 CAREPLUS HEALTH PLANS, INC.
 CARLSBAD CHAMBER OF COMMERCE
 CARTUS
 CENTURA HEALTH COLORADO
 CHICKASAW CULTURAL CENTER
 CHOCTAW CASINO
 CHOOSE CHICAGO
 CITY OF ALAMOGORDO
 CITY OF LAREDO CVB
 CLEAR CHOICE DENTAL IMPLANTS
 CLINTON PRESIDENTIAL LIBRARY
 COLLETTE TOURS
 COLOPLAST
 COLORADO SPRINGS CVB
 CONNECT AMERICA
 COUNTRY HOME PRODUCTS
 DAVID ORECK CANDLE COMPANY
 DAYTONA BEACH CVB
 DELTA DENTAL AARP INS. PLAN
 DEMING NEW MEXICO
 DREAM PRODUCTS
 ESFI

FIRSTSTREET
 FRATELLI CARLI - OLIVE OIL
 FREDERICKSBURG CVB
 GALVESTON CVB
 GEORGE BUSH PRESIDENTIAL LIBRARY
 GL HOMES
 GLEN LAKES PARTNERSHIP
 GLOBE LIFE & ACCIDENT INS.
 GOOD SAMARITAN SOCIETY
 GOVMINT
 GRAND CANYON RAILWAY
 HARTFORD
 HDIS
 HEALTH & HUMAN SERVICES - TX
 HENDERSON COUNTY TRVL & TOUR
 HILTON SANDESTIN
 HILTON WORLD WIDE
 HOT SPRINGS VILLAGE
 HOTTER SHOES
 HOUSTON MUSEUM DISTRICT
 INVACARE
 JOMIRA
 KINDRED HEALTHCARE
 KISSING TREE
 KOREA TOURISM ORGANIZATION, NEW YORK
 LAS CRUCES CVB
 LIFE WALKER
 LIFEFEAR
 LIVINGSTON HEARING AID CENTERS
 LOUISIANA TRAVEL ASSOCIATION
 M.D. ANDERSON CANCER CENTER
 MULTIPLE LISTING SERVICE OF LONG ISLAND
 MY PLACE CT
 NEW YORK STATE TOURISM
 NIAGRA JET ADVENTURES
 NORTH DAKOTA DEPT OF COMM
 OAKLAWN RACING & GAMING
 OKLAHOMA CITY CVB
 OKLAHOMA TOURISM
 OUTER BANKS VISITORS BUREAU
 PALACE RESORTS
 PAULA YOUNG - WIGS
 PEARLAND CVB

PENGUIN GROUP
 PERILLO TOURS
 PET PLAN
 PHYSICIANS MUTUAL DENTAL INSURANCE
 PLAYA HOTELS & RESORTS
 PONANT CRUISES
 PORT ARTHUR TEXAS
 PRIDE MOBILITY PRODUCTS
 PROCURE TREATMENT CENTERS, INC
 RENEWAL BY ANDERSEN
 RESORT WORLD BIMINI
 ROYAL OAK FOUNDATION
 SAN ANTONIO CVB
 SANDIA RESORTS & CASINO
 SANTA FE COUNTY
 SANTA FE OPERA
 SIXTH FLOOR MUSEUM/JFK MUSEUM
 SOCLEAN
 SOUTH COUNTY HOSPITAL
 SOUTH PADRE ISLAND CVB
 ST. AUGUSTINE LIGHTHOUSE
 STANNAH STAIRLIFTS INC
 STATE OF AK/DCCED
 STATE OF CA - DEPT OF INS
 STAUER
 STEPHEN SONDSHEIM THEATRE
 STREET SHARES
 SUBWAY
 TEXAS CENTER FOR PROTON THERAPY
 TEXAS HEALTH RESOURCES
 TEXAS ONCOLOGY
 TRIPBEAT ENDLESS VACATION
 UNITED HEALTHCARE MEDICARE & RETIREMENT
 UNIVERSAL COIN AND BULLION
 UT SOUTHWESTERN MEDICAL CENTER
 VANGUARD GROUP
 VERIZON WIRELESS
 VISIT DENVER
 VISIT FLORIDA
 VISIT GREENVILLE SC
 WEST VOLUSIA TOURISM
 ZOYSIA FARM