



*Roam the Empire*

*New York State  
Tourism Industry  
Association*

**Category:** Recovery Marketing



# *OPPORTUNITY*

Tourism is the third largest industry in New York State, setting new records for economic benefit year over year. In 2019, the tourism industry: attracted 265 million visitors and generated \$72 billion in spending at New York State businesses; fueled \$39 billion in disposable income; generated more than 961,000 jobs for New York State residents; and contributed \$9+ billion in state and local taxes, the equivalent of \$1,248 for every New York State household.

In 2020, tourism was New York's most pandemic-hobbled industry. In fact, New York was one of the three most severely impacted states in the country. By year-end, the tourism industry saw average annual employment decline 34% and the loss of over 330,000 jobs vs 2019 - nearly three times the employment impact in any other major category. There was an estimated 56% loss in travel spending at New York State businesses and a corresponding 45% drop in state and local tax revenues.







## *VISION + APPROACH*

In early 2021, New York State Tourism Industry Association (NYSTIA) sparked the idea to coalesce the state's tourism partners to encourage New Yorkers to vacation in their home state to help restart the tourism economy. With the breadth and depth of unparalleled experiences – and to allay the uncertainty of traveling across borders during the pandemic -- the kernel of a cause campaign came to life: New Yorkers For New York.

NYSTIA invited agencies to bid for this pro bono assignment, selecting one that came up with the ideal rallying cry: *Roam The Empire*. A branded look and logo came to life via a landing page on NYSTIA's website where a campaign toolkit gave the state's tourism industry partners everything they needed: key messages, logos, branded digital and print assets in varying sizes, a templated news release, and links to *Roam The Empire* Facebook, Instagram and Twitter accounts. The campaign was launched during National Travel and Tourism Week in May 2021.

# THE PROCESS



Then Lieutenant Governor Kathy Hochul endorsed the cause in a letter to members.



New York State Press Service ran a pro bono ad in almost 300 state newspapers at the campaign launch, Memorial Day and Independence Day Weekend.



Advance Media provided a \$15,000 promotional grant for a summer-long print and digital campaign which yielded 2.1 million digital impressions.



Hearst Newspapers provided a \$10,000 grant to run an ad in the Albany Times Union and others within its network.



NYSTIA issued a news release to hundreds of media and provided a template for destinations to use within their home regions at part of the toolkit



NYSTIA received queries from non-NYSTIA members – affinity tourism organizations from around the state wanting to share links to the assets with their members.



More than 100 organizations participated



# RESULTS

Over a 90-day period, more than 100 tourism partners signed on and the campaign caught fire with statewide media groups providing advertising grants to support the program's messaging. Social media led the cause with branded [Instagram](#), [Facebook](#) and Twitter accounts with [#roamtheempire](#) amassing attention measuring into six figures. Lt. Governor Kathy Hochul publicly lauded the effort. New York State destinations, normally competitive, joined together to provide [content](#), cross promotion and a unified voice for a rallying cry that will live on long past the original mission.

1000 Islands Harbor Hotel \* 1000 Islands Tourism Council \* AAA Northeast \* Adirondack Coast Visitors Bureau (Clinton County) \* Adirondack Frontier (Franklin County) \* Advance Media New York \* All Things Oz Museum \* ALON Marketing Group \* Amsterdam Castle NY Inc \* BBG&G Integrated Marketing \* Break The Ice Media \* Canal New York Marketing & Business Alliance \* Cayuga County C&VB, Inc. \* Cayuga Lake Scenic Byway, Inc \* Chautauqua Harbor Hotel \* Chemung County Chamber of Commerce \* Chenango County Historical Society & Museum \* CNY Latino \* Commerce Chenango Tourism \* Corning Museum of Glass \* Destination Marketing Corporation - Schoharie County \* Destination Marketing Corporation- Otsego County \* Destination Niagara USA \* Discover Saratoga \* Discover Schenectady \* Discover Seneca / Seneca County Chamber \* Dutchess Tourism, Inc. \* Emerson Resort & Spa \* Enchanted Mountains (Cattaraugus County) \* Erie Canalway National Heritage Corridor \* Experience Cortland \* Finger Lakes Regional Tourism Council \* Finger Lakes Tourism Alliance \* Finger Lakes Visitors Connection (Ontario) \* Fort William Henry \* Frank Lloyd Wright's Martin House \* Fresh Air Adventures, NY \* Genesee County Chamber of Commerce \* George Eastman Museum \* Great Western Catskills of Delaware County \* Greene County Tourism \* Guides Association of NYC \* Haunted History Trail of New York State \* Holiday Inn Express and Suites Peekskill \* Huttopia Adirondacks \* Lake George/Warren County \* Lake Ontario Event & Conference Center \* Livingston County Tourism \* Madison County Tourism \* Mower \* National Baseball Hall of Fame & Museum \* New York Press Service \* New York Rental By Owner \* New York State Parks \* New York's Best Experiences \* New York State Tourism Industry Association \* Nicholas & Lence Communications \* NYC & Company \* Old Forge, Herkimer County \* Oneida County Tourism \* Orange County Tourism \* Orleans County Tourism \* Oswego County Tourism \* Putnam County Tourism \* Rensselaer County Tourism \* Rockland County Department of Economic Development & Tourism \* Roscoe Farmhouse \* Russian History Museum \* Seneca Falls Heritage and Tourism Center \* Saratoga County Chamber of Commerce \* Seneca Falls Heritage and Tourism Center \* Skaneateles Area Chamber of Commerce \* St. Lawrence County Chamber of Commerce \* Sullivan Catskills Visitors Association \* The Discovery Center of the Southern Tier \* The Rivers Organization \* The Strong National Museum of Play \* The Sun Barn \* The Wild Center \* Times Union \* Twin Travel Concepts \* Ulster County Tourism \* Visit Binghamton \* Visit Buffalo Niagara \* Visit Ithaca \* Visit Rochester \* Visit Staten Island \* Visit Syracuse / Visit Syracuse Film \* Watkins Glen Area Chamber of Commerce \* Watkins Glen Harbor Hotel \* Westchester County Tourism & Film \* Woodbury Common Premium Outlets \* Wyoming County Chamber & Tourism

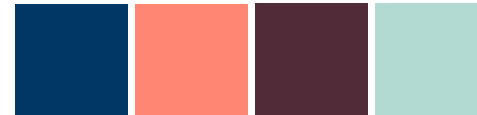


# ” Style Guide

## ROAM THE EMPIRE STYLE GUIDE

Please adhere to these guidelines when creating Roam the Empire campaign assets.

### COLOR PALETTE



<b>PMS 2955</b> CMYK: 100/78/36/29 RGB: 0/55/100 Hex: #003764	<b>PMS 170</b> CMYK: 0/60/49/0 RGB: 255/134/114 Hex: #ff8672	<b>PMS 7645</b> CMYK: 53/80/54/50 RGB: 82/43/57 Hex: #522b39	<b>PMS 566</b> CMYK: 28/2/18/0 RGB: 181/219/210 Hex: #b5dbd2
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### TYPOGRAPHY

**HEADLINES**  
Brandon Grotesk Black, Uppercase  
Tracking: 185

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

**SUBHEADS**  
Brandon Grotesk Black, Uppercase  
Tracking: 0

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

**BODY COPY**  
Brandon Grotesk Regular, Sentence case  
Tracking: 0

abcdefghijklmnopqrstuvwxyz  
nopqrstuvwxyz

**NOTE:** This typeface is included in Adobe Fonts.

### LOGO LOCKUPS

When creating a lockup with the Roam the Empire logo and your own logo, be sure the logos have balanced visual weight. The line weight between the logos should be the same width as the leg of the "H" in "THE."

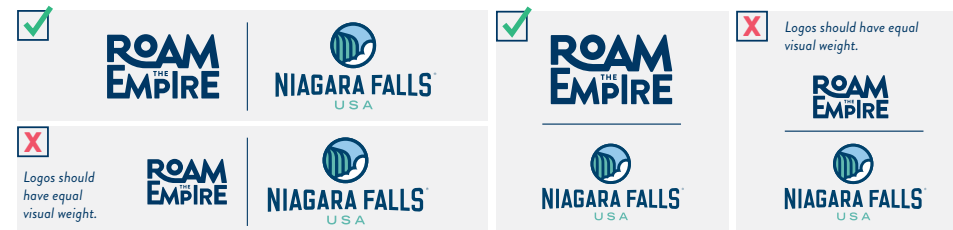
For horizontal logo lockups, the space between the logos should equal the height of the last "E" in "EMPIRE."



For vertical logo lockups, the space between the logos should equal the width of the last "E" in "EMPIRE."



### LOGO LOCKUP EXAMPLES



### LOGOS



### REGIONAL LOCKUPS

You can include the name of the region your destination is located in, below the Roam the Empire logo. Refer to the list below to be consistent with NYSTIA region naming.

#### REGIONS

- 1000 Islands-Seaway
- Adirondacks
- Capital-Saratoga
- Catskills
- Central New York
- Chautauqua-Allegheny
- Finger Lakes
- Greater Niagara
- Hudson Valley
- Long Island
- New York City



Brandon Grotesk Black  
Tracking: 185  
Uppercase  
Centered

The font size should match the font size of "THE" in the wordmark. The region should be located below "EMPIRE" at the distance equivalent to the space between the cap height of the "R" in "EMPIRE" and the baseline of the "M" in "ROAM."

# ” Style Guide

## Color Palette



**PMS 2955**

**CMYK:**

100/78/36/29

**RGB:**

0/55/100

**Hex:**

#003764



**PMS 170**

**CMYK:**

0/60/49/0

**RGB:**

255/134/114

**Hex:**

#ff8672



**PMS 7645**

**CMYK:**

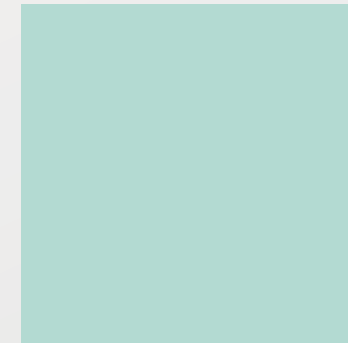
53/80/54/50

**RGB:**

82/43/57

**Hex:**

#522b39



**PMS 566**

**CMYK:**

28/2/18/0

**RGB:**

181/219/210

**Hex:**

#b5dbd2

# ” Style Guide

## Typography

### **HEADLINES**

Brandon Grotesk Black, Uppercase  
Tracking: 185

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**

### **SUBHEADS**

Brandon Grotesk Black, Uppercase  
Tracking: 0

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**

### **BODY COPY**

Brandon Grotesk Regular, Sentence case  
Tracking: 0

abcdefghijklm  
nopqrstuvwxyz

**NOTE:** *This typeface is included in Adobe Fonts.*



# ” Style Guide

## Logos



Primary logo



Reverse logo



Grayscale logo

# ” Style Guide

## Regional Logos

You can include the name of the region your destination is located in, below the Roam the Empire logo. Refer to the list below to be consistent with NYSTIA region naming.

### REGIONS

1000 Islands-Seaway  
Adirondacks  
Capital-Saratoga  
Catskills

Central New York  
Chautauqua-Allegheny  
Finger Lakes  
Greater Niagara

Hudson Valley  
Long Island  
New York City



Brandon Grotesk Black  
Tracking: 185  
Uppercase  
Centered



The font size should match the font size of “THE” in the wordmark. The region should be located below “EMPIRE” at the distance equivalent to the space between the cap height of the “R” in “EMPIRE” and the baseline of the “M” in “ROAM.”





# ” Style Guide

## Logo Lockups

When creating a lockup with the Roam the Empire logo and your own logo, be sure the logos have balanced visual weight. The line weight between the logos should be the same width as the leg of the “H” in “THE.”

For horizontal logo lockups, the space between the logos should equal the height of the last “E” in “EMPIRE.”

For vertical logo lockups, the space between the logos should equal the width of the last “E” in “EMPIRE.”



# ” Style Guide

## Logo Lockup Examples



**ROAM**  
THE  
**EMPIRE**



**NIAGARA FALLS**<sup>®</sup>  
USA



**ROAM**  
THE  
**EMPIRE**

---



**NIAGARA FALLS**<sup>®</sup>  
USA



*Logos should have equal visual weight.*

**ROAM**  
THE  
**EMPIRE**

---



**NIAGARA FALLS**<sup>®</sup>  
USA



*Logos should have equal visual weight.*

**ROAM**  
THE  
**EMPIRE**



**NIAGARA FALLS**<sup>®</sup>  
USA



# Additional Logo Lockup Examples

**ROAM**  
THE  
**EMPIRE**

visit  
Westchester  
County [ny](#)

**ROAM**  
THE  
**EMPIRE**

**ROAM**  
THE  
**EMPIRE**

HUDSON VALLEY

**ROAM**  
THE  
**EMPIRE**

HUDSON VALLEY

visit  
Westchester  
County [ny](#)

visit  
Westchester  
County [ny](#)

visit  
Westchester  
County [ny](#)

# Additional Logo Lockup Examples

**ROAM**  
THE  
**EMPIRE**

**NYC**<sup>TM</sup>  
& Company

**ROAM**  
THE  
**EMPIRE**

**ROAM**  
THE  
**EMPIRE**

HUDSON VALLEY

**ROAM**  
THE  
**EMPIRE**

HUDSON VALLEY

**NYC**<sup>TM</sup>  
& Company

**NYC**<sup>TM</sup>  
& Company

**NYC**<sup>TM</sup>  
& Company



# ” Flyer, Counter Display or Print Ad

## Alternate Headline Options:

- Get away right here in New York state.
- Why vacation anywhere else than right here?
- With so much to explore here in New York state, why go anywhere else?
- When you live here in the Empire State, you don't need to go far to get away

## Body Copy

There's never been a better time to support your state while taking in the magic just outside your door. From Letchworth Park to Central Park, New York state has a destination for everyone. For your next getaway, look no further than right here.



CHOOSE TO EXPLORE ALL YOUR STATE HAS TO OFFER



There's never been a better time to support your state while taking in the magic just outside your door. From Letchworth Park to Central Park, New York state has a destination for everyone. For your next getaway, look no further than right here.

**ROAM**  
THE  
**EMPIRE**

  
**NIAGARA FALLS**  
USA



# Poster

WHEN YOU LIVE HERE IN THE EMPIRE STATE,  
YOU DON'T NEED TO GO FAR TO GET AWAY



There's never been a better time to support your state while taking in the magic just outside your door. From Letchworth Park to Central Park, New York state has a destination for everyone. For your next getaway, look no further than right here.

**ROAM**  
THE  
**EMPIRE**

  
**NIAGARA FALLS**  
USA



WHEN YOU LIVE HERE IN THE EMPIRE STATE,  
YOU DON'T NEED TO GO FAR TO GET AWAY



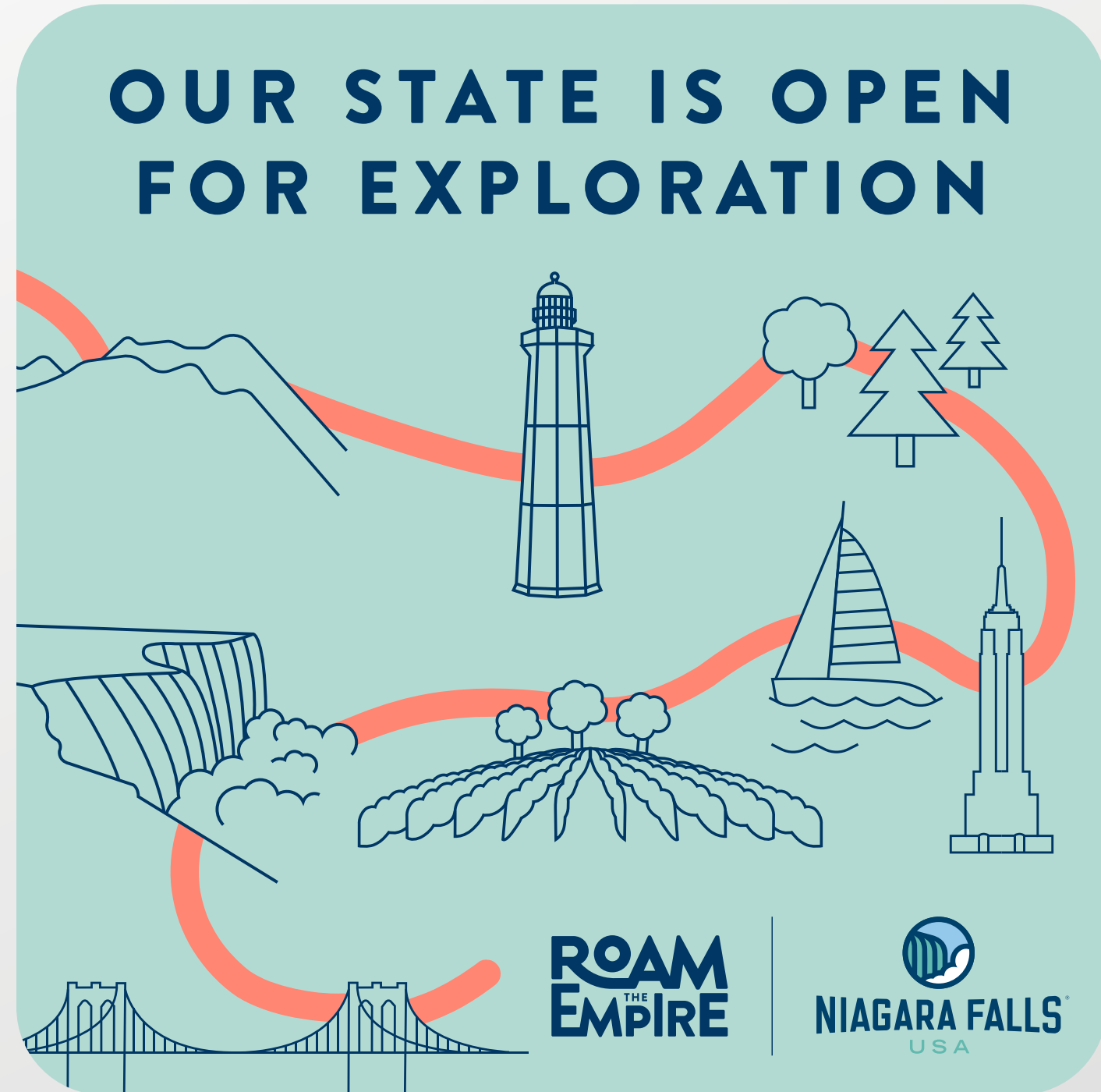
There's never been a better time to support your state while taking in the magic just outside your door. From Letchworth Park to Central Park, New York state has a destination for everyone. For your next getaway, look no further than right here.

**ROAM**  
THE  
**EMPIRE**

  
**NIAGARA FALLS**  
USA

# Window Cling

Could include a QR code that drives to a consumer-facing website or Instagram page.



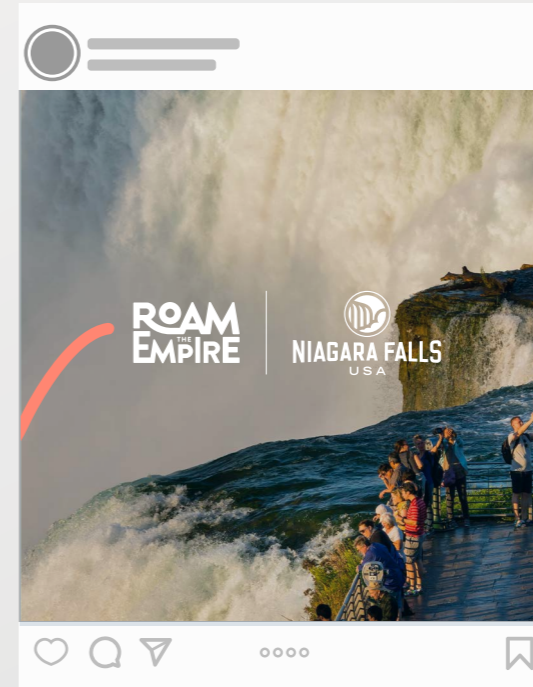
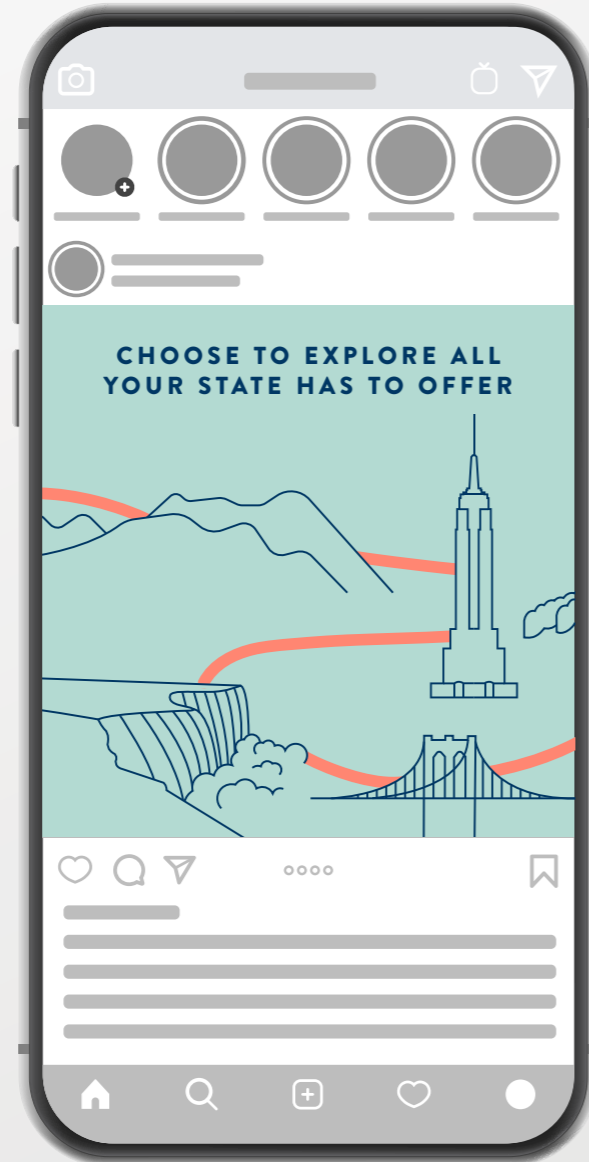


” Campaign Hashtag

**#RoamTheEmpire**

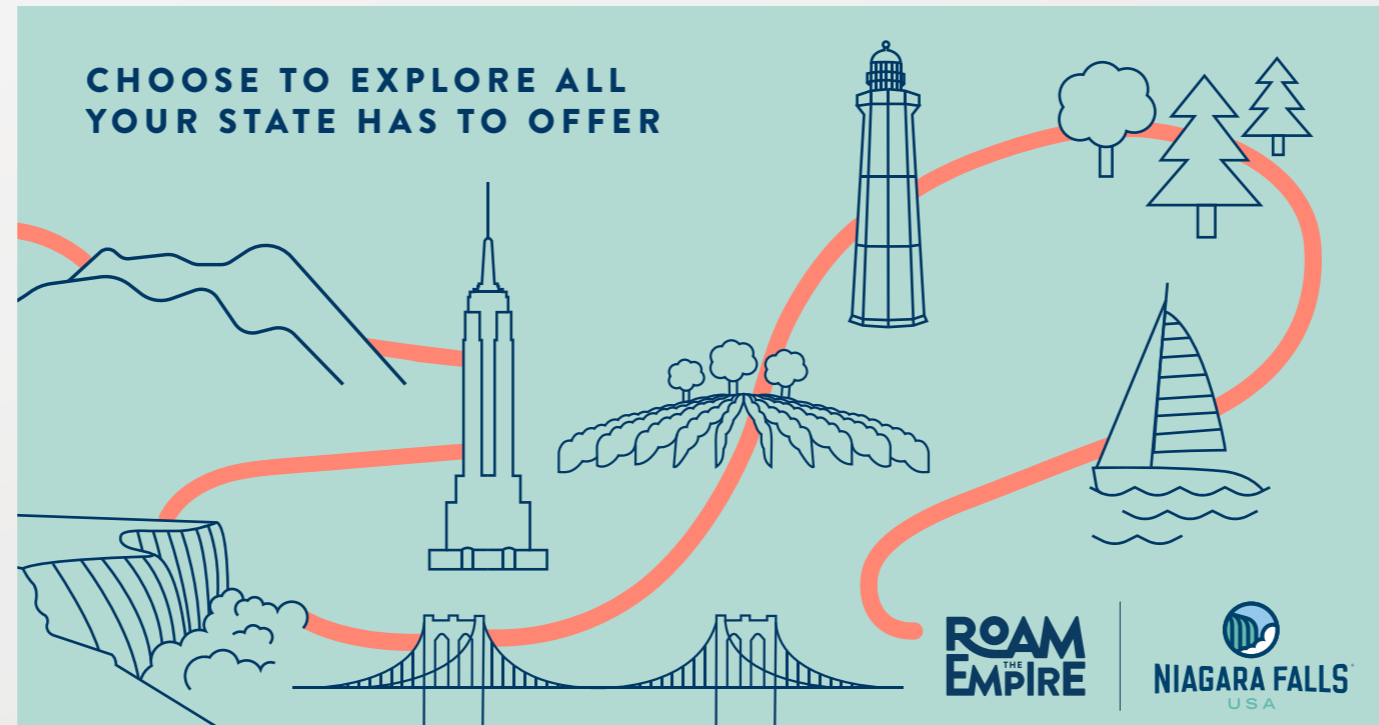
# ” Social Media Graphics

## Instagram Carousel



# ” Social Media Graphics

Facebook Graphic





# Sample Social Media Posts

## **(POST COPY 1)**

Hear the roar of America's most powerful waterfall. You don't have to go far. It's right here in New York state. #RoamTheEmpire

## **(POST HEADLINE 1)**

Visit Niagara Falls

## **(POST DESCRIPTION 1)**

Roam the Empire. Find the NY you love.

## **(POST COPY 2)**

A lake so pure, you can drink from it. It's not from a fairy tale. It's right here in New York state. #RoamTheEmpire

## **(POST HEADLINE 2)**

Visit Skaneateles Lake

## **(POST DESCRIPTION 2)**

Roam the Empire. Find the NY you love.

## **(POST COPY 3)**

With so many places to explore here in your home state, why go anywhere else? Choose to take your next getaway in NYS. #RoamTheEmpire

## **(POST HEADLINE 3)**

Discover [INSERT DESTINATION HERE]

## **(POST DESCRIPTION 3)**

Vacation in New York state.

## **(POST COPY 4)**

There are so many places waiting to be explored right here in your home state, like [INSERT DESTINATION HERE]. Why travel anywhere else?

## **(POST HEADLINE 4)**

Roam the Empire

## **(POST DESCRIPTION 4)**

Take a trip to [INSERT DESTINATION HERE]

# Static Digital Ads

160x600



728x90



320x50



300x250



# ” Animated Digital Ads

160x600 – Frame 1 160x600 – Frame 2



728x90 – Frame 1



728x90 – Frame 2



300x250 – Frame 1



300x250 – Frame 2



320x50 – Frame 1



320x50 – Frame 2





# ” Landing Page Driver

The screenshot displays the NYSTIA website landing page. At the top, the NYSTIA logo is on the left, and social media icons for Facebook and Twitter are on the right. A dark blue banner on the right side of the header reads "LEARN HOW TO PARTICIPATE IN OUR 2021 TOURISM INITIATIVE." with the "ROAM THE EMPIRE" logo. Below the header is a green navigation bar with the text "New York State Tourism Industry Association" and links for "Home | News | Blog | Contact Us", "Account Login", and a search icon. A blue navigation bar contains links for "COVID-19", "Our Role", "Memberships", "Events", "Marketing", and "Careers".

The main content area features a central hero section with a dark blue background and white line-art illustrations of New York State landmarks. The text "ROAM THE EMPIRE" is prominently displayed in the center. To the left of the hero is a sidebar with two sections: "Roam the Empire" (with a sub-header "Learn how to participate in our 2021 tourism initiative.") and "2021 New York State Tourism Excellence Awards" (with a sub-header "Nominations Are Open..."). To the right of the hero is another sidebar with "COVID-19 Updates" (with a sub-header "National, international and travel industry updates, toolkit.") and "Get Involved!" (with a sub-header "Join NYSTIA for collaboration, research, legislative awareness, and exceptional marketing.").

Below the hero section is a sign-up form for "NYSTIA E-News" with the text "Stay tuned with the latest news, events and information from NYSTIA." The form includes input fields for "FIRST NAME", "LAST NAME", and "EMAIL", and a "SUBSCRIBE" button. A small "up" arrow icon is visible in the bottom right corner of the form area.

The bottom section of the page features a white background with a blue header for "Upcoming Events" and a "VIEW ALL >" link. Below this, two event listings are shown: "2021 New York State Tourism Conference" (dated APR 21) and "New York State Canals Conference" (dated SEP).

# ” Landing Page

## Intro Copy

At NYSTIA, we know that New York state is filled with splendor. We also know our state needs a boost more than ever before. That's why we're launching our 2021 tourism initiative. It's time for us to come together and encourage New Yorkers to vacation within their home state this year. Let's safely and proudly Roam the Empire.

## Subhead

How to participate

## Copy

Use these free assets to promote your region or destination as part of the Roam the Empire campaign.

Desktop

At NYSTIA, we know that New York state is filled with splendor. We also know our state needs a boost more than ever before. That's why we're launching our 2021 tourism initiative. It's time for us to come together and encourage New Yorkers to vacation within their home state this year. Let's safely and proudly Roam the Empire.

**HOW TO PARTICIPATE**  
Use these free assets to promote your region or destination as part of the Roam the Empire campaign.

### ROAM THE EMPIRE TOOLKIT

**DIGITAL SOCIAL**

- FULL COLOR LOGO**  
Download .eps  
Download .png  
Download .jpeg
- BLACK LOGO**  
Download .eps  
Download .png  
Download .jpeg
- WHITE LOGO**  
Download .png
- STYLE GUIDE**  
Download .pdf

**BANNER ADS**

- SOCIAL MEDIA POSTS**  
Download example .pdf  
Download working files
- STATIC BANNER ADS**  
Download example .pdf  
Download working files
- ANIMATED BANNER ADS**  
Download example .pdf  
Download working files

**PRINT**

- FLYER, COUNTER DISPLAY OR PRINT AD**  
Download example .pdf  
Download working files
- POSTER - SINGLE PHOTO**  
Download example .pdf  
Download working files
- POSTER - MULTIPLE PHOTOS**  
Download example .pdf  
Download working files
- WINDOW CLING**  
Download example .pdf  
Download working files

**NEW YORK GETAWAY DEALS**  
Powered by NYSTIA

689 Hoosick Rd. PMB#110 • Troy NY, 12180 | Phone: 888.598.2970

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U.S. TRAVEL  
ROAM THE EMPIRE

NYSTIA

Proud partner of  
I LOVE NY  
loveny.com

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Mobile

At NYSTIA, we know that New York state is filled with splendor. We also know our state needs a boost more than ever before. That's why we're launching our 2021 tourism initiative. It's time for us to come together and encourage New Yorkers to vacation within their home state this year. Let's safely and proudly Roam the Empire.

**HOW TO PARTICIPATE**  
Use these free assets to promote your region or destination as part of the Roam the Empire campaign.

### ROAM THE EMPIRE TOOLKIT

**DIGITAL SOCIAL**

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Download .eps  
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Download .jpeg
- BLACK LOGO**  
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Download .png  
Download .jpeg
- WHITE LOGO**  
Download .png
- STYLE GUIDE**  
Download .pdf

**BANNER ADS**

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U.S. TRAVEL  
ROAM THE EMPIRE

NYSTIA

Proud partner of  
I LOVE NY  
loveny.com

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# Additional Tactics

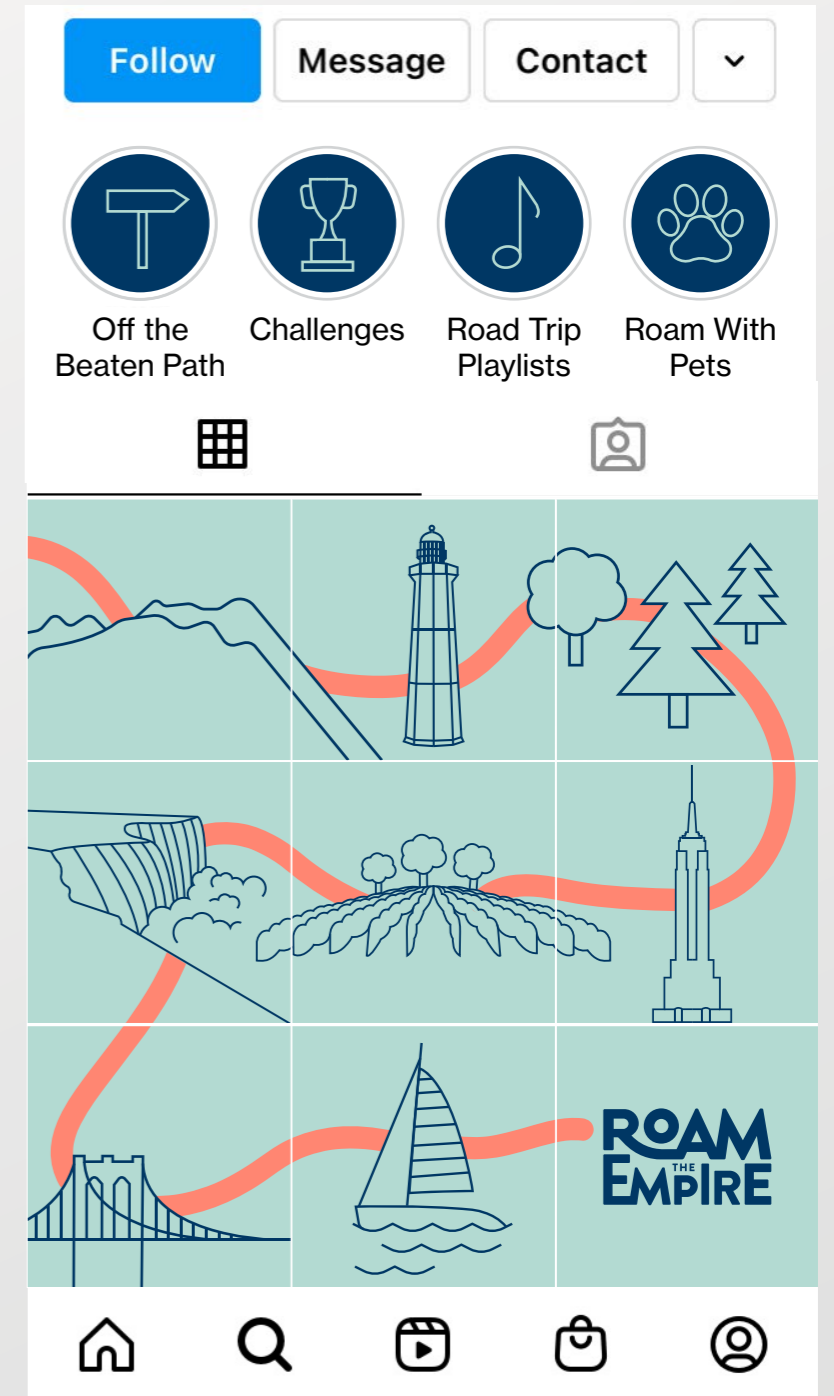
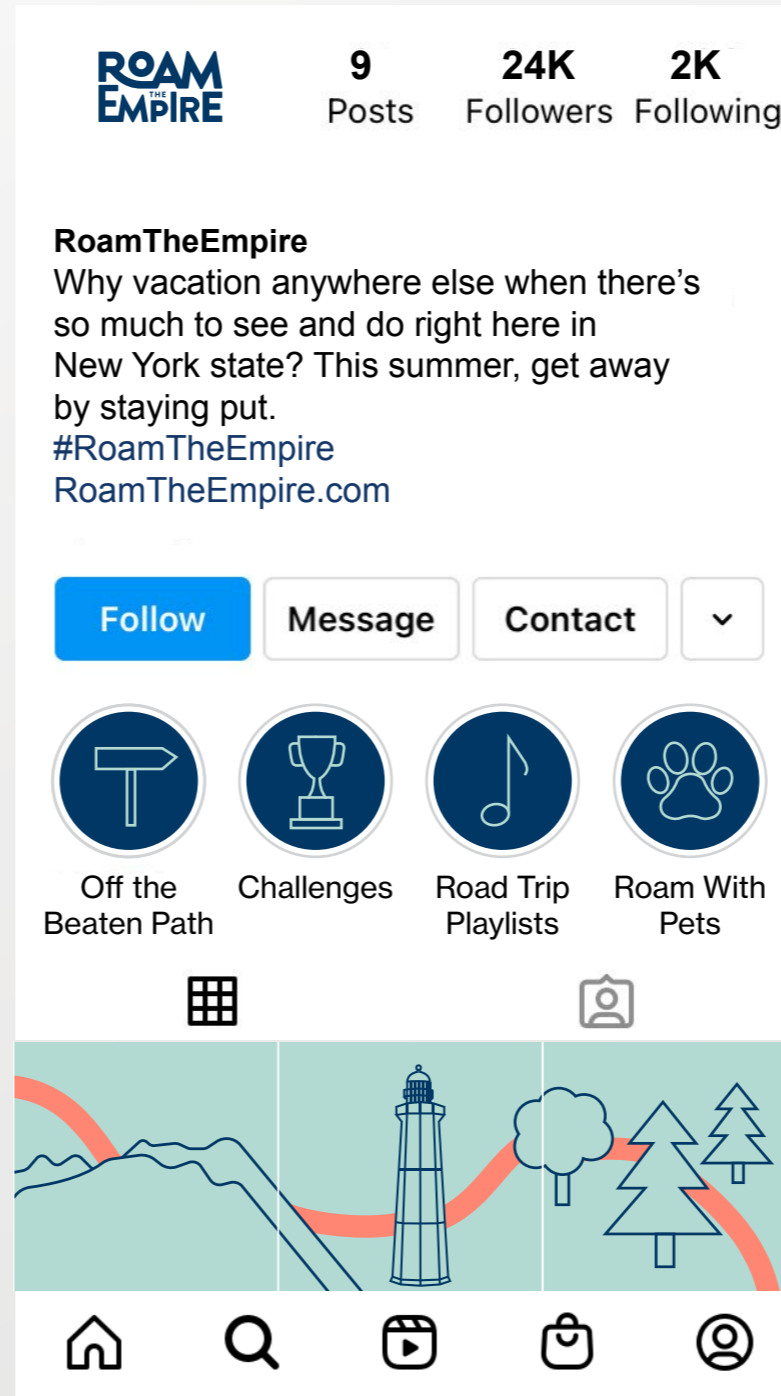
## Instagram Page

### Grid Collage

Create an Instagram grid image that spans over 9 frames. Speak to applicable regions for each frame.

### Instagram Story Highlights

Help tell an ongoing story that can be accessed by new followers.



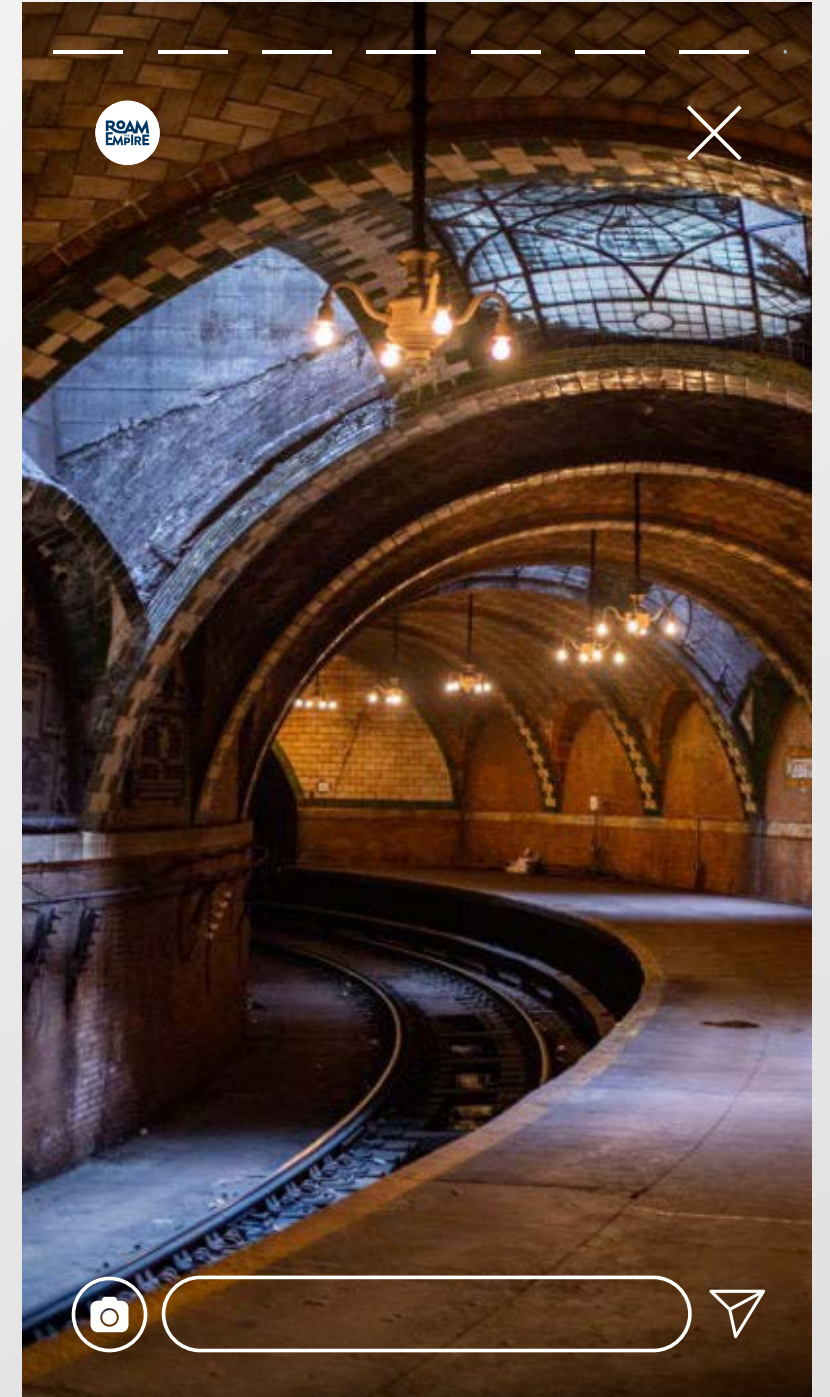


# Additional Tactics

## Instagram Story Highlights

### Off the Beaten Path

Show unique, lesser-known New York state foods, stays and experiences on an "Off the Beaten Path" Instagram story highlight to inspire travel. Tag the destination using their Instagram handle.



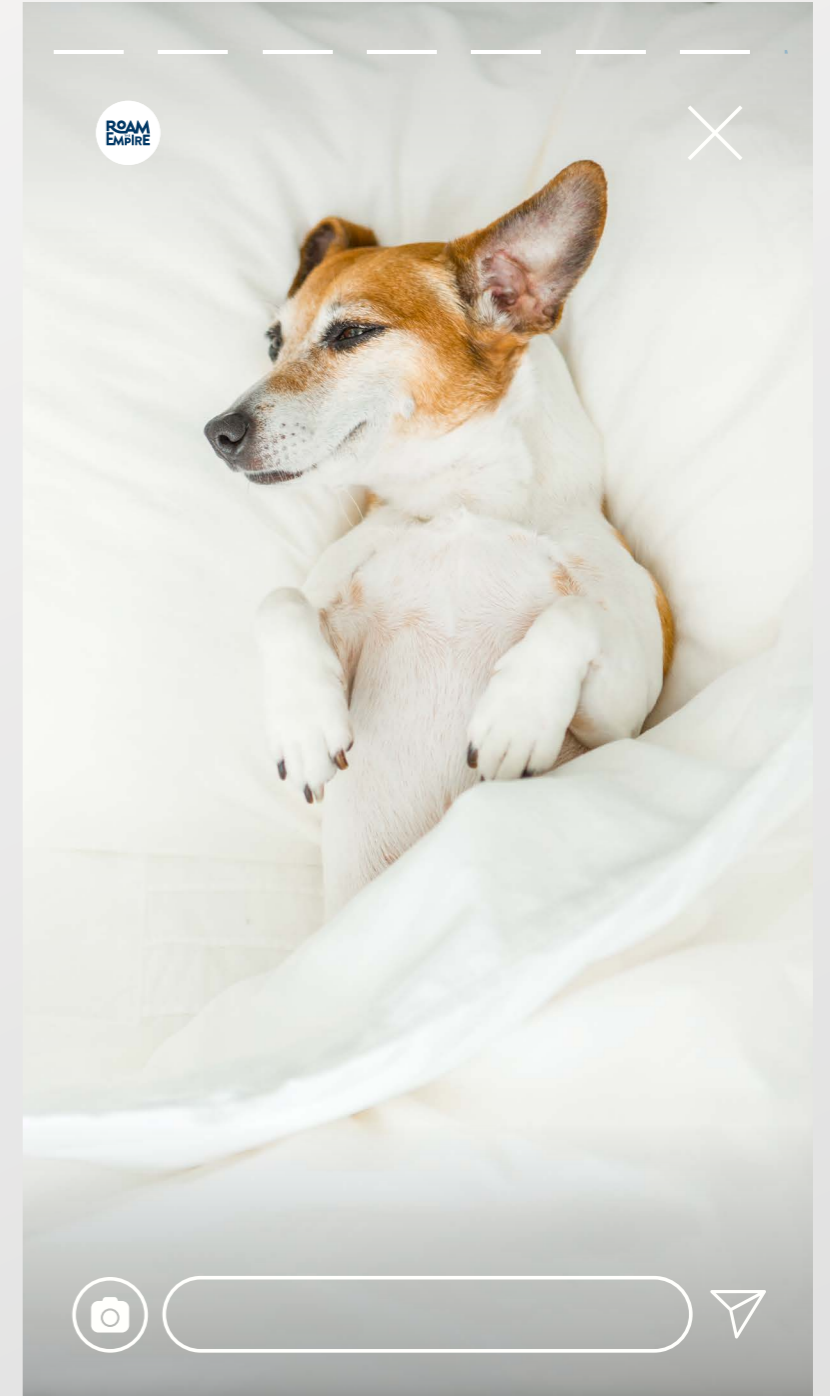


# ” Additional Tactics

## Instagram Story Highlights

### Roam With Pets

People love bringing their pets along on road trips. Spotlight pet-friendly venues and activities that would otherwise require some digging to find.



Thank you