



America Loves NY Campaign Launched

A Joint e-Mail Marketing Effort For New York Hoteliers | By Max Starkov

Recognizing that the combination of an economic downturn and the terrorist attack has created problems for everyone in the New York hospitality industry, the America Loves NY joint marketing campaign was launched recently during a HSMIA Big Apple Chapter event on November 1, 2001. This joint marketing campaign is specifically designed to help NY hoteliers promote their best promotions, discounts and deals and in the same time keep the U.S. travel agency community informed of the latest New York City travel promotions and offerings.

New York hoteliers are beginning to understand that their worst enemy today is not the competitor across the street, but all those empty rooms, unfilled restaurant seats, and unsold packages. Co-opetition is the right strategy in these difficult times. There has never been a better time to work together. That is why the America Loves NY joint marketing campaign makes so much sense and is a perfect example of such co-opetitive initiatives.

The America Loves NY is a joint e-mail marketing initiative for New York hoteliers to boost travel to New York City over the next crucial six months. This initiative provides travel suppliers in NY a very cost effective, trackable and measureable media to get their sales message in front of travel agents. Most importantly, this initiative offers shared costs and shared benefits among the participants. This campaign is part of the NYC hotelier's proactive strategy that could not only soften the impact of the current crisis, but also allow hoteliers gain market share faster and cheaper.

This campaign is focused on the travel agency community and aims to keep travel agents nationwide informed of the best promotions, discounts and deals New York City has to offer. Travel agents have always contributed tremendously to NYC hotel business and will be pleased by this expression of marketing commitment by NYC hoteliers. More than ever we need them to urge their clients: Now is the time to visit the Big Apple!

This joint marketing initiative will run over the next six months. The America Loves NY campaign is being sponsored by Hospitality eBusiness Strategies and ADVAL Communications, respected NY-based travel eMarketing services companies, which are offering this program to assist both hoteliers and travel agents deal with the current situation.

Travel Agents may become part of the program and receive the America Loves NY targeted messages and deals by subscribing for free on www.traveltarget.com.