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It's a serene visual: sunrise on the beach, surfing the waves, mini-golfing with the kids, walking along the dunes, and even fishing off the shores.

"This Is Montauk."

Such is the message of the Montauk Chamber of Commerce, and the title of a trio of video advertisements for television and online produced in the last two years.

The first two videos, uploaded to YouTube in July and December of 2015, focus on the elements of the hamlet that might appeal to families and outdoor enthusiasts. The chamber plans to release a third video focusing on the aspects of Montauk that attract those with culinary interests later this spring—just before the manic summer season kicks off.

According to Andrea Gurvitz, the chamber's public relations and marketing representative, the chamber began rethinking its advertising strategy in the summer of 2015.

"We encountered some bad-behaving young visitors that pushed us to realize that we really needed to market more to families, which have been the core of Montauk since it became a resort destination," said Ms. Gurvitz. "Therefore, we produced a beautiful video directly about family vacations, and then we produced the video about the outdoor opportunities for all ages.

"As far as culinary tourism, people love to discover the essence of a place through food and drink and we realized we had all of that," she continued. "You can't get more essence of Montauk than showing our fresh seafood right off the docks, fresh produce right off the local farm ... Our goal at the chamber is to ensure that we keep a strong economy in Montauk, so we're always ensuring that tourism stays our number-one industry."

Ms. Gurvitz went on to say that the chamber hopes to promote families interacting not only with the community, but with each other. Activities like fishing and sailing together allows kids to not only explore the outdoors and avoid too much time with video games and other distracting technology, but also to bond with their parents and create long-lasting family experiences. In fact, Ms. Gurvitz said that a true experience must be provided to any visitors to the community.

"Travelers today are all looking for experiences, it's called 'experiential travel,'" she said. "We want families to do things together again, so we knew that we had attractions for people. We show families fishing together, doing yoga on the beach, dining together on the harbor with seafood so you and the family can keep the kids busy all day and do things together. Taking a kid out on a fishing trip and seeing the smile on a kid's face when he catches a fish, you don't see that when they're playing a video game. We have those kinds of attractions."



