

2015 YEAR-END DASHBOARD

VISITS TO OUR WEBSITE, SOCIAL MEDIA ENGAGEMENT, AND STORIES PUBLISHED BY VISITING JOURNALISTS COMBINED WITH THE DIVERSE ARRAY OF MEETINGS, CONVENTIONS AND SPORTING EVENTS THAT WE PURSUE, BOOK AND SERVICE, ALL REPRESENT THE OVERALL OBJECTIVE OF VISIT SYRACUSE.

HERE'S A SNAPSHOT OF 2015 HIGHLIGHTS:

VisitSyracuse.com

STAY DINE SEE MEET GO PLAY

INTERNATIONAL PROMOTION PAYS OFF

+110% ENGLAND

+33% AUSTRALIA

+76% CHINA

TOP 10! FISHONONDAGACOUNTY.COM WAS A TOP 10 REFERRAL SOURCE WITH 732 NEW USERS!

EVERYTHING IS BIGGER IN TEXAS... TRAFFIC FROM TEXAS INCREASED BY 41% TO OVER 3K NEW USERS. BIGGER IS BETTER!

OH CANADA 15K NEW VISITORS TO OUR SITE FROM THE TORONTO & OTTAWA MARKETS

OVERALL TRAFFIC TO VISITSYRACUSE.COM IS UP 3.14% FROM 2014 WHILE TRAFFIC FROM NYC ROSE 25.77%

VISITORS TO VISITSYRACUSE.COM INCREASED AGAIN IN 2015 WITH SOME NUMBERS THAT EVEN SURPRISED US!

Social Media

FACEBOOK +774 NEW FOLLOWERS

Exceptional Eateries In Syracuse, New York TOP POST! 7,200 IMPRESSIONS

The Canadian Blog House couldn't get enough of local favorites such as Modern Malt, Empire Brewing Company, Sherwood Inn and the Dinosaur BBQ, and neither can we!

19 SHARES

47 LIKES

INSTAGRAM +1,391 NEW FOLLOWERS

TOP POST!

No need to #tbt, we're just enjoying this perfect day. #Syracuse #magichour #skyline #flx

TWITTER

500K IMPRESSIONS

+2,000 NEW FOLLOWERS

19 RETWEETS

8.8% ENGAGEMENT RATE

TOP POST! 40 DEGREES SO HOT RIGHT NOW

VISIT SYRACUSE ENGAGED MORE FOLLOWERS AND FANS THROUGH SOCIAL MEDIA THAN EVER BEFORE.

PR

392 MEDIA TOUCHPOINTS

HELLO 69 TRAVEL JOURNALISTS HOSTED

PR HITS! Media Coverage from some of the top news outlets.

USA TODAY YAHOO! TRAVEL abc NEWS THE HUFFINGTON POST

PBS CELEBRITY PARTNERSHIP with Julie Taboulie



4 SEASONAL VISITOR GUIDES



Group Sales

BY THE NUMBERS

LEADS 144 GROUPS 67,023 ROOM NIGHTS \$44.4 MILLION EST. TRAVEL SPENDING

TENTATIVE 47 GROUPS 28,392 ROOM NIGHTS \$40.9 MILLION EST. TRAVEL SPENDING

BOOKINGS 84 GROUPS 23,900 ROOM NIGHTS \$21.6 MILLION EST. TRAVEL SPENDING

MULTI-YEAR BUSINESS

FIREMAN'S ASSN. OF THE STATE OF NY ANNUAL MEETING & CONVENTION

MARINE CORPS LEAGUE DEPT. OF NY ANNUAL CONVENTION

CHURCH USHERS ASSN. OF NYS ANNUAL STATE CONVENTION

REPEAT BUSINESS

NYS VEGETABLE GROWERS 2016 EMPIRE STATE PRODUCERS EXPO @ THE ONCENTER

ASSEMBLIES OF GOD 2016 & 2017 NY DISTRICT YOUTH CONVENTION @ SRC ARENA

WORLD TRIATHLON CORP. IRONMAN 2016 SYRACUSE 70.3 @ COUNTY PARKS

BECAUSE OF LOCAL CONNECTIONS

INSTITUTE FOR TRAFFIC SAFETY MANAGEMENT & RESEARCH 2016 WALK/BIKE NY LOCAL PARTNERS: CONNECTIVE CORRIDOR & 40 BELOW TRANSIT TASK FORCE

NYS FAIR HORSE SHOW 2015 NRHA REGIONAL FINALS LOCAL PARTNERS: NYS FAIRGROUNDS & CNY EQUINE ASSOCIATIONS

AMERICAN LEGION DEPT. OF NY 2017 ANNUAL CONVENTION LOCAL PARTNERS: LOCAL AMERICAN LEGION CONFERENCE COORDINATOR

THE VISIT SYRACUSE SALES TEAM WORKS COLLABORATIVELY WITH HOTELS, FACILITIES AND VENUES TO BRING A VARIETY OF MEETINGS AND EVENTS TO SYRACUSE FOR YEARS TO COME.

Hospitality Services

2015

EASTERN WINERY EXPO 1,000 VISITORS SERVED

NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP 30,500 VISITORS SERVED

UNITED STATES ROWING ASSOC. MASTER'S REGIONAL CHAMPIONSHIP 500 VISITORS SERVED

SWEET ADELINES INTERNATIONAL ANNUAL COMPETITION 1,100 VISITORS SERVED

AMERICAN QUILTERS SOCIETY QUILT WEEK 2,000 VISITORS SERVED

RIGHT COAST ASSOC. SYRACUSE NATIONALS 30,000 VISITORS SERVED

HEALTH RESEARCH INC. ANNUAL VITAL SIGNS CONFERENCE 2,000 VISITORS SERVED

WORLD INDOOR LACROSSE CHAMPIONSHIP 2,000 VISITORS SERVED

SENIOR SOFTBALL USA NORTHEAST REGIONAL 600 VISITORS SERVED

NYS SKILLS USA STATE SKILLS & LEADERSHIP CONFERENCE 2,800 VISITORS SERVED

\$78.8 MILLION IN ESTIMATED TRAVEL SPENDING

2016

THEY SAY IT'S ALL ABOUT SERVICE, AND THE VISIT SYRACUSE TEAM DROVE THAT MESSAGE HOME, PROVIDING A VARIETY OF SERVICES TO: 106 MEETINGS & EVENTS AND 103,901 VISITORS WITH THOSE STAYING OVER PRODUCING 41,811 ROOM NIGHTS.