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August - October 2016

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Upcoming Events

August 23:

WGVA 1240 AM/96.1 FM

On the fourth Tuesday of every month at 8:15 a.m. tune into WGVA 1240 AM/96.1 FM to hear FLVC's Karen Miltner chat with host Ted Baker about Ontario County Tourism. It's 10 minutes you won't want to miss.

"HELLO" from Valerie (and Adele)

The words of the popular Adele song, "Hello" are ringing through my head as I write this welcome.

Adele: Hello. It's me. I was wondering if after all these years you'd like to meet to go over everything.

Valerie: It's been a while (not years, fortunately) since we've sent out a newsletter - but FLVC is back - and we're rejuvenated, energized, psyched and organized with our new strategic plan, new website, new brand!

Adele: Hello. Can you hear me?

Valerie: Hello. We want to tell you all about it. You'll get some preliminary glimpses throughout this newsletter and by taking a preview of VisitFingerLakes.com. But most importantly, there's nothing like hearing it directly from us. September 14 is marketing day for Ontario County Tourism and I hope you'll come and "hear me and the FLVC team" as we present research, trends, and marketing goals and results and see how you can tie in to it.

Adele: Hello from the other side.

September 9:

Canandaigua Chamber of Commerce's Breakfast & Business

Event will focus on the new labor regulations from the federal Department of Labor. Trey Clower III and Nick Herman of Paychex, Inc. are the guest speakers for the event, which starts at 7:30 a.m. at The Inn on the Lake in Canandaigua. Click [here](#) for more information.

September 13:

ILOVENY International Tourism Marketing Day

Takes place 1 to 5 p.m. in Syracuse. More details to come.

September 14:

FLVC Marketing Day

Did we mention **FLVC Marketing Day**? In case you missed it, [RSVP here!](#)

Valerie: Well, we know planning is important and now we feel we're on the other side of that planning and we're in full blown production, facilitation and engagement mode. The other side has presented us with great data; definitive direction and we're ready to bring it to the next level.

Adele: If you're ready, are you ready? I am ready!

Valerie: We're ready, are you ready? Let's Jump-In! Let's meet and "go over everything" on September 14 - when FLVC's 2016 marketing plan will be presented!

Thanks Adele for the words of inspiration. Hello travel and tourism partners!

--Valerie Knoblauch

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RSVP for Marketing Day!

As Valerie mentioned in her opening letter above, we are very excited about our upcoming Marketing Day on September 14. The Finger Lakes Visitors Connection team will introduce you to our 2017 Marketing Plan and Partnerships.



J: Jazz up your visitor experiences. We promise to make it a day where you can...

U: Understand the markets and travel consumer decision-making continuum

M: Motivate your frontliners to be more than "order takers"

P: Partner to achieve goals

I: Invest in the right markets that are research-based, results-oriented decision-making

N: Network

That's right, JUMP IN!

Here is what you need to know:

What: Finger Lakes Visitors Connection's 2017 Marketing Plan and Cooperative Opportunities Reveal

When: 10 a.m. to 4 p.m. Wednesday, September 14, 2016.

Where: Ravenwood Golf Club, 929 Lynaugh Road, Victor, 14564.

Cost: \$30 includes lunch, literature exchange, seminar materials, door prizes and afternoon social.

RSVP: Call 585-394-3915 or [RSVP online](#) by September 6.

Questions: Email David@VisitFingerLakes.com

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We have a plan, and boy, IT'S STRATEGIC!

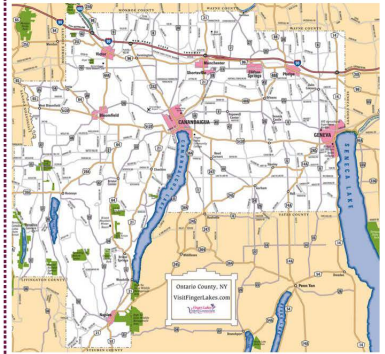
Ontario County, New York

Connection 2020:
A Strategic Plan for the
Travel Industry


Developed by:
Finger Lakes Visitors Connection
Official Travel Promotion Agency for Ontario County

- Market Research: July – November 2015
- Research Presented: November 2015
- Plan Prepared: January 2016
- Plan Adopted: March 2016

Mission: To drive increased visitation and economic vitality by marketing and developing the assets of Ontario County as a premier leisure and meetings destination.



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Earlier this year, we unleashed [Connection 2020](#), our seventh strategic plan. Filled with hard data on visitor trends and behaviors and collected between July and November 2015, this document will guide FLVC in the coming years by providing us solid information on traveler prototypes, demands and likes in our area.

We invite you to consider this a valuable resource for helping your business or organization steer a solid path to future success, especially if you will be applying for any grants or other funding.

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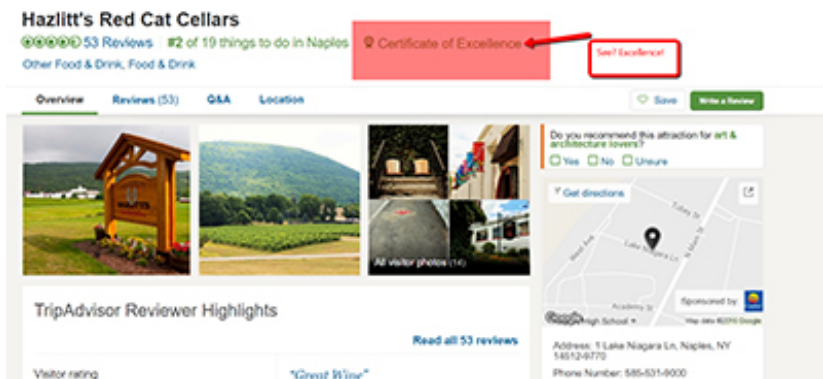
People & Places



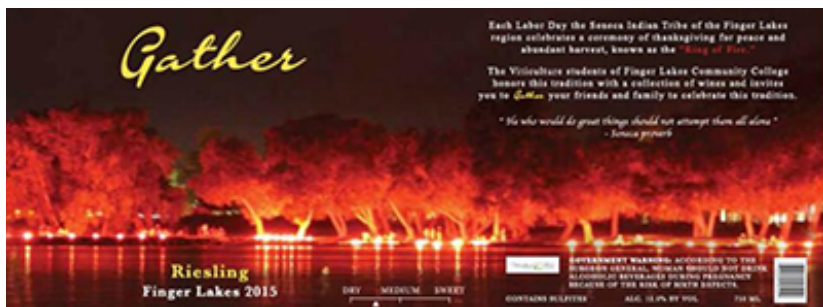
Welcome to [Fairfield Inn & Suites Geneva by Marriott](#), which opened July 1 in Geneva and celebrated its official ribbon-cutting on August 4. This handsome new property boasts 84 guest rooms and suites spread out on four floors. There is a fitness and recreation center, a pool, complimentary hot breakfast and Wi-Fi, and a colorful, comfortable lobby where guests can work or relax.



Also in Geneva, [Belhurst Castle](#) has some new faces as well as familiar faces with new titles that deserve a shout out. **Maureen Ballatori**, who joined the Belhurst team as marketing manager. **Quinn Hurley** has been named lodging manager and **Matthew Warren** has been named Stonecutters Casual Dining Restaurant manager. Lastly, **Eric Kafka** has been named Edgar's Fine Dining Restaurant manager. Welcome and congratulations to all.



We know of at least two Ontario County tourism partners that have received the coveted **TripAdvisor Certificate of Excellence** for their consistently great reviews. Our 2016 recipients include [Hazlitt's Red Cat Cellars](#) in Naples and [Hampton Inn & Suites Rochester/Victor](#). Our hats are off to you, Hazlitt's and Hampton Inn! TripAdvisor is the world's largest travel website, and its Certificate of Excellence honors accommodations, restaurants and attractions that consistently receive great traveler reviews.



Congratulations to **Kim and Vinny**

Aliperti of [Billsboro Winery](#) in Geneva for winning the prestigious Governor's Cup for its 2013 Syrah at the New York Wine & Food Classic. Also at the Wine & Grape Classic, the Best Limited Production Wine award went to the 2015 Gather Dry Riesling, produced by **Finger Lakes Community College's Viticulture & Wine Tech Corp.** The label was created by FLCC student **Matthew Roeder** (son of FLVC board of directors chairperson **Mike Roeder**), who used our photo of the Ring of Fire taken by our own **Valerie Knoblauch**.

Our best wishes to **Rich Rising**, former City of Geneva planner and manager who announced his retirement from Harris Beach effective September 2. Rich has long been an advocate for appropriate development including a keen interest in tourism. Additionally, Rich was a true partner, leveraging the strengths of a team to accomplish some huge tasks.

Best of luck to **Kelly Bradley**, who stepped down this month as executive director of the Smith Center for Performing Arts in Geneva, where she has worked for the past 15 years. Kelly was a Legacy Award winner this past spring, demonstrating true community partnership through all the great programming she brought to the Smith Opera House. We wish her well in her next endeavor.

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#FLX in the Media Spotlight



The summer of 2016 has been one where the Finger Lakes have gotten some great press on the national front. Here are some recent media wins.

[New York Wine Country Sweet on Grape Pie](#), which appeared on the Chicago Tribune website, is another win from hosting the Midwest Travel Writers Association. Author **Kathy Rodeghier** developed this story on **grape pies in Naples** when she attended that conference in May 2015, and now her hard work --- and ours --- has come to fruition. The print version of this story had the headline “Where grape pie is king.”

Another MTWA member delivered as well. **Elizabeth Hey** wrote about unique meeting venues near water for Small Meetings Market. **Belhurst, Sonnenberg, New York Wine & Culinary Center, Seneca Art & Culture Center, and the Geneva Visitors and Events Center** all were mentioned in this [story](#).

Bring the kids along to a winery? Why not, writes Charu Suri in [The 5 Best Family-Friendly Wineries in the U.S.](#) She interviewed **Arbor Hill Grapery’s John Brahm** and got the inside scoop on what kind of kid-friendly flights are available. Hint: Designated drivers will probably enjoy these non-alcoholic grape tastes too.

Our own **Jake Banas** was ahead of the curve when he posted [this blog](#) about where to play **Pokemon Go** in Ontario County. The post was so timely that it became one of our top-performing website pages in

July and was by far our best blog post, reaching nearly 3,100 people. **Simpleview**, our website builder, was so enamored with Jake's blog that its [newsletter](#) held it up as a creative model for other destination marketing organizations to emulate.

Geneva's emerging dining and drinking scene got a lot of love from the Rochester **Democrat and Chronicle** when food and drink reporter **Tracy Schuhmacher** and photographer **Shawn Dowd** hit the pavement hungry. [Here](#) is what they uncovered. Yum.

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