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## **Finger Lakes Wine Country Community Update**



FINGER LAKES WINE COUNTRY, NY — Finger Lakes Wine Country, the destination brand for the five county region of Chemung, Schuyler, Steuben, Tioga, and Yates Counties and the three wine trails of Cayuga, Seneca, and Keuka Lakes, is closely monitoring the situation around the Coronavirus (COVID-19) and understands local and regional travelers may have concerns. We are following official recommendations from the [World Health Organization](#), the [Centers for Disease Control](#), and State and local organizations.

“Now more than ever, it is important for all of us to support our communities,” Laury Ward, President of Finger Lakes Wine Country, stated. “Our current plan is to continue respectfully promoting our beautiful and peaceful destination by sharing imagery of Finger Lakes Wine Country with thoughtful, simple narrative. That said, this is an ever-evolving situation and we will continue to be nimble with our messaging as needed.”

“Small businesses make up the fabric of Finger Lakes Wine Country. Now more than ever, the economic impact is felt significantly by small business,” Ward continued. “It is important that we continue to support our local restaurants, markets, shops, and each other. That’s who we are as Finger Lakes Wine Country and the many communities that make up our beautiful region.”

We asked Brittany Gibson, Executive Director of the Seneca Lake Wine Trail, whether wineries are open. “As of right now, yes—our wineries are open for business. We are reliant on tasting room visitation and we encourage everyone who was already planning a trip to not cancel those plans.”

Now is a great time to show support for local wineries by making purchases online. Many wineries are launching special shipping deals to help thank customers for their support.

Gibson added, “We are doing our best to make decisions based upon facts and science, rather than conjecture and fear. Regardless, this is a great time to exercise kindness, understanding, and reasonableness. Be a good human and bear with all of us who are trying our best to navigate this tricky situation. Our wineries will continue to welcome you!”

Schuyler County Partnership for Economic Development (SCOPED) Executive Director Judy McKinney-Cherry, said, “Right now, we are open for business. We don’t have crowds. People can feel comfortable visiting our region,” McKinney continued, “We have beautiful lakes, gorgeous country drives, and a pristine environment to explore.” In the United States, the average number of residents per square mile is 93. In Schuyler County, McKinney noted that the number is only 58 residents, further emphasizing the rural, open nature of the region.

A recent article from Richard Cutting-Miller of Resonance Consultancy states, “And just as in the recovery post-911, more togethering and multi-generational trips [are] being planned.” Cutting-Miller continues to say that this may “...cause more U.S. travelers to stay closer to home, at least for a time, exploring less frequented places across the country and North America.”

We are hoping one of those places is Finger Lakes Wine Country.

[The full article can be accessed here: <https://resonanceco.com/insights/why-the-coronavirus-will-not-kill-travel-tourism-or-your-destination/>]

### **About Finger Lakes Wine Country**

Founded in 2000, Finger Lakes Wine Country Tourism Marketing Association, Inc. is a regional, non-profit, brand marketing organization that showcases world-class travel experiences across five counties and three wine trails in Upstate New York. Finger Lakes Wine Country, NY, is an award-winning destination and North America’s most beautiful wine country, spanning 3,000 square miles of the Finger Lakes region just north of the Pennsylvania Border. From promoting craft beverage producers, culinary attractions, and outdoor adventures, while highlighting rolling hills, small town charm, and rich history, Finger Lakes Wine Country uses cutting edge marketing and communications to conduct robust integrated campaigns that elevate awareness of the regional brand.

[www.fingerlakeswinecountry.com](http://www.fingerlakeswinecountry.com)

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