

Finger Lakes Visitors Connection Announces New President & CEO

Canandaigua, NY. (May 19, 2025) — Finger Lakes Visitors Connection (FLVC) is pleased to announce the appointment of Alicia M. Quinn as its next President & CEO, effective May 29, 2025. Quinn will succeed President & CEO Valerie Knoblauch, who is retiring after 40 years of leadership and service to the region.

Quinn comes to FLVC from her most recent role as the first Deputy Executive Director of the New Jersey Division of Travel and Tourism. In this position, she led efforts to re-strategize and re-envision New Jersey's story and voice—both domestically and globally—crafting a unified brand and message that elevated the Garden State's diverse tourism assets, including an emphasis on agritourism, history, and recreation.

A Certified Destination Management Executive (CDME), her leadership emphasized collaboration, transparency, and statewide communication with DMOs and tourism stakeholders, while also positioning tourism's role in New Jersey's upcoming commemoration of the 250th Anniversary of the American Revolution. Additionally, Quinn partnered with the New York-New Jersey FIFA World Cup 2026™ Host Committee, where she helped shape the visitor experience for the more than one million soccer fans expected to attend games at MetLife Stadium.

“The Finger Lakes, and particularly Ontario County, is a world-class destination, and I am honored and excited to have been selected as the next President & CEO. I want to thank Valerie for her 40 years of service and leadership as a strong tourism region is vital to the local economy,” Quinn said. “I look forward to joining the team at the Finger Lakes Visitors Connection and working across the industry to propel us forward. Together with the team and area partners, we will work to drive sustainable tourism, foster economic growth and continue showcasing the unique charm of this remarkable region.”

Quinn previously worked as Vice President of Marketing & Strategic Alliances for Discover Lehigh Valley®, where she led the advertising and media efforts to build the region through destination marketing. Prior to joining Lehigh Valley, Quinn served as Project Director for Visit Philadelphia®, delivering effective visitor experiences that resulted in increased economic development for the five-county Greater Philadelphia area. She also served as Director of Marketing during the opening of Kalahari Resorts & Conventions in the Pocono Mountains, and as Director of Public Relations & Communications for the Pocono Mountains Visitors Bureau, where she led a rebranding initiative to better reflect the destination’s identity.

“We are thrilled to welcome Alicia Quinn to Finger Lakes Visitors Connection and Ontario County,” said FLVC Board Chair, David Hutchings. “Alicia has an impressive background in destination marketing in regions similar to ours. Her industry expertise will help elevate the Finger Lakes experience as we continue to share our story and the beauty of our destination to attract new visitors and drive economic growth in our community.”

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About Finger Lakes Visitors Connection

Finger Lakes Visitors Connection (FLVC) is the official tourism promotion agency for Ontario County. Organized in 1984, the mission of our 501(c)(3) is to stimulate economic growth through both leisure and meeting travel and increase the number of overnight stays across the county. Located within a 6-hour drive radius of most major East Coast and Midwest cities, Ontario County provides a friendly and authentic experience, offering wine, food, cultural, wellness, and outdoor adventures.

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