

EDUCATION & ADVOCACY

ADVOCACY

We recognize the need to build long-term public support of the tourism industry in Cayuga County through recognition of the impact of tourism on the local community, particularly in the area of economic development.

- 2015 Annual Report on Tourism distributed to community leaders
- Quarterly e-newsletter to tourism partners
- "On the Road" board meetings in Auburn, Aurora, and Fair Haven
- Auburn Doubledays billboard
- Local economic impact ads
- Quarterly column in The Citizen newspaper
- Monthly interviews on WAUB radio

EDUCATION

The Cayuga County Office of Tourism assesses the training needs for tourism organizations and businesses in Cayuga County and provides workshops, programs, and special tools to address those needs.

- Educational familiarization tour for Board members
- Familiarization tours for local and regional tourism industry
- Leadership Cayuga sponsorship
- Annual Meeting & Tourism Awards
- Museum Hack workshop

RESEARCH

- In 2015 we contracted with Young Strategies, Inc., a nationally recognized research and planning firm focusing on destination marketing organizations and travel destinations, to conduct a travel market research study to provide customer-focused data with recommendations for action that the CCCVB will craft into strategies for future growth. Our five year strategic plan, Destination 2020 is based on the data provided in this report.
- We continue to purchase a 'Comparative Counties' monthly report from Smith Travel Research, which provides us with hotel occupancy and room rate data. These reports are valuable market tracking tools, helping us to gauge the impact of our promotional efforts.
- Marketing Outlook Forum – the tourism industry's leading strategic travel forecast conference
- Tourism Economics an Oxford Economics Company - Economic Impact of Tourism in New York annual report

REGIONAL & MULTI-COUNTY PROMOTIONAL PROGRAMS

Finger Lakes Regional Tourism Council

14-county Tourism Promotion Agency program to create top-of-mind awareness of the Finger Lakes Region as a tourism destination.

- Fingerlakestravelny.com
- Facebook, Twitter and Youtube Accounts
- Public Relations program
- Destination Marketing Analysis Research
- Scottsville Information Center

Finger Lakes Tourism Alliance

Private organization offering regional marketing opportunities

- Regional Travel Guide ad
- Group Travel Planner
- AAA/CAA program
- NYS Thruway Information Centers
- www.fingerlakes.org (over half a million visitors annually)
- Brochure distribution at three information centers

Lake Ontario Sportsfishing Promotion Council (LOSPC)

8 county (Jefferson, Oswego, Cayuga, Wayne, Monroe, Orleans, Niagara, St. Lawrence) initiative to promote sportsfishing on Lake Ontario.

- www.loc.org
- Print advertising & fulfillment
- Shows
- Rack Cards

Great Lakes Seaway Trail

10 County initiative to promote the attractions along the 454-mile scenic route paralleling Lake Erie, the Niagara River, Lake Ontario and the St. Lawrence River.

- Journey magazine
- www.seawaytrail.com

Cayuga Lake Scenic Byway

3 County (Cayuga, Tompkins, Seneca) initiative to promote attractions and driving tours around Cayuga Lake.

- brochure cayugalake.com
- advertising video

Canal New York

Canal New York Marketing and Business Alliance is the primary private sector organization to promote economic and business development along the entire NYS Canal Corridor.

- Canalny.com
- Shows
- Familiarization Tours
- Media events

Haunted History Trail of New York State

Open 365 days per year with 65 locations spread out over 31 counties, the Haunted History Trail offers serious ghost hunting locations, ghostly events, cemetery tours and other haunted/paranormal activities.

- Hauntedhistorytrail.com
- Group tour itineraries
- Public relations
- Brochure

CNY REDC Arts & Tourism Committee

- Five county (Cayuga, Cortland, Oswego, Onondaga & Madison) committee focused on developing regional tourism initiatives that will benefit the five county region based on data driven market research conducted on behalf of the five counties.

CAYUGA COUNTY CONVENTION AND VISITORS BUREAU

MISSION STATEMENT

The mission of the Cayuga County Office of Tourism is to promote, support, and increase tourism and thereby stimulate economic growth and the quality of life for area residents.

VISION STATEMENT

The Cayuga County Convention and Visitors Bureau will be the primary catalyst for the ongoing development of a dynamic, collaborative and innovative Cayuga County tourism industry which:

- Enhances economic development throughout the County,
- Improves quality of life for its residents, and
- Provides an unparalleled Finger Lakes visitor experience.

STAFF

Meg Vanek Executive Director
Gillian Sears Administrative & Project Coordinator
Maureen McEvers Digital Marketing Manager
Lucy Thomas Visitor Information Assistant
Lydia Marteney Visitor Information Assistant

2016 BOARD OF DIRECTORS

Meryl Eriksen Chair
Steve Lynch Vice Chair
Judy Wright Treasurer
Linda Eldred Secretary

Stephanie DeVito Downtown Auburn BID
Susan Dove Skaneateles Inn on 20
Linda Eldred Strawberry Fields
Meryl Eriksen Inns of Aurora
Ryan Foley Cayuga County Legislature
Brendan Grillo Grillo Companies

Jennifer Haines City of Auburn, Planning & Economic Development
Danielle Huff Holiday Inn
Michelle Kokot Treleaven by King Ferry Winery
Dan Larson Bayview Health & Wellness
Cheryl Longyear Montezuma Historical Society

Jeff Ludwig Seward House Museum
Steve Lynch Cayuga County Planning & Economic Development
Colleen Miller MacKenzie-Childs, LLC
Pattie Murphy Finger Lakes Musical Theatre Festival
Tim Quill Ward O'Hara Agricultural Museum

Connie Reilley Cayuga County Parks Commission
Natalie Stetson Erie Canal Museum
Tracy Verrier Cayuga County Chamber of Commerce
Judy Wright Cornell Cooperative Extension



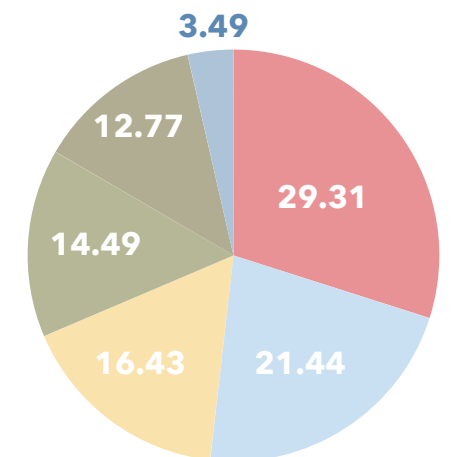
CAYUGA COUNTY OFFICE OF TOURISM



OVERVIEW

Visitors to Cayuga County spend **\$97.93** million annually on

Lodging	\$29.31 million
Food & Beverage	\$21.44 million
Second Homes	\$16.43 million
Retail & Service Stations	\$14.49 million
Transportation	\$12.77 million
Recreation	\$3.49 million



Tourism generates **\$12.10 MILLION** in state & local taxes in Cayuga County.

TOURISM is responsible for the employment of **1773 PEOPLE** in Cayuga County.

Hotel Industry stats from 2015 to 2016

Hotel Occupancy	+1.2% change
Average Daily Rate	+1.5% change
Revenue Per Available Room	+2.7% change
Room Revenue	+4.8% change

Tourism provides **\$380** in tax relief per Cayuga County household.

Cayuga County Office of Tourism • 131 Genesee Street, Auburn, NY 13021

Phone: 315/255-1658 • 800/499-9615 Fax: 315/255-3742 E-mail: info@TourCayuga.com Web: TourCayuga.com

COUNTY PROMOTIONAL PROGRAMS

PUBLICATIONS

- Cayuga County Visitors Guide - **UPDATED**
- Historic Auburn (for Historic & Cultural Sites Commission)
- Cayuga Lake Scenic Byway
- Biking and Hiking trail cards
- "Did you know?" trivia booklets
- FREE Cayuga County visitor's Map
- 'Let's Color Cayuga' coloring book
- Route 90 50-Mile Garage Sale brochure
- "On the Water" guide/map
- Finger Lakes Sweet Treat Trail - **UPDATED**
- For the Birds guide to bird watching in Cayuga County
- Destination wedding guide
- South Street Auburn Historic Walking Tour

INQUIRIES

21,476 inquiries generated from ads placed in print, television, the Internet and social media; the largest trackable generators being AAA Car & Travel, Better Homes & Gardens, Family Circle, Family Fun, Great Vacation Getaways, Haunted History Trail, Midwest Living, Cycling the Erie Canal & Oprah Magazine.

TOURISM INFORMATION CENTERS

The Cayuga County Office of Tourism acts as a tourism information center and is open Monday-Friday, 9 a.m. - 5 p.m. Additionally, during the months of July and August the Office is open on Saturdays, from 10 a.m. - 2 p.m. In 2016, over 2000 people visited our office. In addition, we maintain a visitor information rack at Arby's in Weedsport where 3330 brochures were distributed during 2016.

Our information is also available at the following information centers:

- Gateway Information Center (Binghamton)
- NYS Thruway: Pembroke, Warners, Sloatsburg, Plattekill, New Baltimore & Scottsville
- Petro Service Center
- NYS Gateway Center (1000 Islands)
- Preble Area Rest Stop (I-81)
- Chautauqua Lake Rest Area -I-86 eastbound
- Bouckville Visitor Center
- Yankee Doodle distribution points: Rochester, Batavia, Darien, Hartland & surrounding

PUBLIC RELATIONS

We recognize the power of public relations to gain added exposure, reach large audiences and garner top-of-mind awareness of Cayuga County and the Finger Lakes Region. We participate in the Finger Lakes Region and I Love NY public relations programs, supplemented with our own in-house promotional efforts.

Tactics include:

- Social media
- Promotional opportunities
- Media visits
- Editorial calendar monitoring
- Media lead tip sheets
- Media pitches
- Press releases

Our public relations efforts generated 68 editorial placements in online and print publications, radio and television. Significant media placements included The Huffington Post, Architecturaldigest.com, marthastewartliving.com, Buffalo Magazine, New York Times, Redbook, NBC New York, countryliving.com, msn.com, Philadelphia Inquirer, Brides.com and Food and Wine.

The **2016** Finger Lakes regional Public Relations Program secured **444 media placements** that resulted in **1,760,210,003 media impressions.**

DIGITAL MARKETING

- 56,515 unique visits to www.TourCayuga.com
- Monthly promotional e-blasts
- Tourcayuga.com 'Inside Cayuga' blogs
- Twitter
- Facebook, including paid campaign
- FlickrR
- Pinterest
- Instagram
- On-line Visitors Guide
- Advance Media audience targeting campaign

SHOW PROGRAM

The Cayuga County Office of Tourism distributed our visitors guide **at more than 20 travel shows in the United States and Canada** in conjunction with the NYS Travel Industry Association/CONY, the Lake Ontario Sportsfishing Council, Canal NY & I Love NY. The shows ranged from the Cleveland Outdoor Adventure Show to the AAA Great Vacations Expo in Columbus, Ohio to the Snowbird Extravaganza Show in Lakeland, Florida.

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Promotional program to link Auburn's historic & cultural sites through joint promotion & marketing, funded by the City of Auburn, administered by the Cayuga County Office of Tourism

- Gateway Information Center brochure distribution
- Historyshometown.com
- Passport to History program
- Advertising & fulfillment
- 'Holiday Traditions' promotion
- Facebook Page

GROUP SALES PROGRAM

Our group sales program works to leverage our tourism assets for meetings and conferences and group tours. Strategically located within New York State with many sought after activities and a variety of lodging options, Cayuga County is positioned for growth in these markets. In 2016, our group sales efforts continued to grow, procuring leads and developing relationships with decision makers. These efforts proved beneficial with 1867 actual room nights from group tours booked in 2016, generating an estimated in \$721,867 economic impact.

Key elements of the program include:

- Trade shows & sales missions
- Direct sales & lead followup
- Collateral
- Familiarization tours/site visits
- Itinerary planning
- Giveaway items
- Groups & Meetings e-newsletters
- Sponsorships

STRATEGIC DIRECTION

In 2015 the Cayuga County Office of Tourism conducted travel market research to address the very unique aspects of Cayuga County as a tourism destination and identify by market segment those attraction features/amenities which drive tourism and generate both overnight and repeat visitors to Cayuga County. In 2016 the Cayuga County Office of Tourism was committed to implementing the following key objectives in year one of our 5 year strategic plan, **Strategic Direction Destination: 2020.**

- Focus future message and imagery around the following **unique assets:**
 - Live entertainment – wide variety throughout the year
 - Auburn – cool, vibrant "creative community"
 - Iconic Americans – Tubman & Seward
 - Aurora – scenic, shopping, upscale luxury lodging & dining
 - Fair Haven – the next great harbor destination

- **Update and expand our brand** with a consistent message

- Begin developing **new more mobile friendly web site**

- Drive year-round visitation with focus on **shoulder & off-season promotions**

- Support the **PR** efforts of the Finger Lakes Region and New York State to capture the attention of travel writers and bloggers

- Develop **regional product & partnerships** with Visit Syracuse and other CNY counties to drive winter demand and expand geographical outreach

- Continue to target **group tour** market to fill hotel rooms and increase attraction attendance

- Begin development of **online training** and provide educational workshops for tourism industry partners

- **Share research data** as a catalyst for future development

- **Target markets** within a 6-hour drive, especially the **Route 81 Corridor in PA**

- Maintain Boomer market, while **growing the Gen X & Gen Y** markets

NEW INITIATIVES IN 2016

- New Tour Cayuga brand, slogan, style guidelines and associated collateral

- Simpleview web site development

- Craft beer video shoot

- Strategic Direction Destination 2020 launch



TOUR
CAYUGA.com
in the FINGER LAKES
make some waves