

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
- winter digital marketing campaign

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
- Familiarization Tours
- Shows
- 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
- Public relations
- Group tour itineraries
- 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.



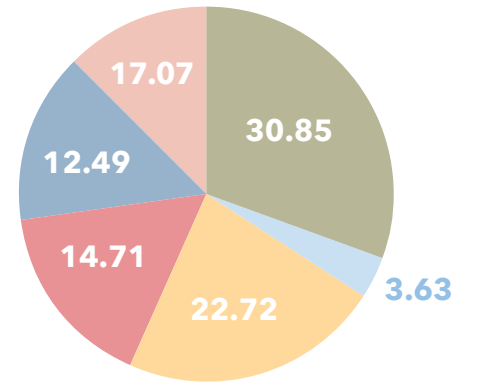
CAYUGA COUNTY
OFFICE OF TOURISM



OVERVIEW

Visitors to Cayuga County spend **\$101.47** million annually on

Lodging	\$30.85 million
Recreation	\$3.63 million
Food & Beverage	\$22.72 million
Retail & Service Stations	\$14.71 million
Transportation	\$12.49 million
Second Homes	\$17.07 million



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.

- 2016 Annual Report on Tourism distributed to community leaders
- Quarterly e-newsletter to tourism partners
- "On the Road" board meetings in Auburn, King Ferry and Sterling
- 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.

- Board Development workshop
- Familiarization tour for local and regional tourism industry
- Leadership Cayuga sponsorship
- Annual Meeting & Tourism Awards
- Group Tour 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.
- Tourism Economics an Oxford Economics Company - Economic Impact of Tourism in New York annual report
- Conducted online conversion study in 2017 to update 2015 Visitor Study data

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	Jessica Cantu Hilton Garden Inn	Ryan Foley Cayuga County Legislature	Cheryl Longyear Montezuma Historical Society	Brett Smock Finger Lakes Musical Theatre Festival
Gillian Sears Administrative & Project Coordinator	Michael Cotanch Holiday Inn	Brendan Grillo Grillo Companies	Jeff Ludwig Seward House Museum	Natalie Stetson Erie Canal Museum
Maureen McEvers Digital Marketing Manager	Stephanie DeVito Downtown Auburn BID	Jennifer Haines City of Auburn, Planning & Economic Development	Steve Lynch Cayuga County Planning & Economic Development	Meg Vanek Cayuga County Office of Tourism
Lucy Thomas Visitor Information Assistant	Susan Dove Skaneateles Inn on 20	Michelle Kokot Treleaven by King Ferry Winery	Colleen Miller MacKenzie-Childs, LLC	Tracy Verrier Cayuga County Chamber of Commerce
Lydia Marteney Visitor Information Assistant	Linda Eldred Strawberry Fields	Dan Larson Bayview Health & Wellness	Connie Reilley Cayuga County Parks Commission	Adam Winslow Auburn Doubledays
2017 BOARD OF DIRECTORS	Meryl Eriksen Chair			
	Steve Lynch Vice Chair			
	Sue Dove Treasurer			
	Linda Eldred Secretary			

Tourism generates

\$12.61
MILLION

in state & local taxes
in Cayuga County.

Tourism is responsible
for the employment of

1711 people in
Cayuga County.

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) rack card - **NEW**
- Cayuga Lake Scenic Byway
- Biking and Hiking trail cards
- "Did you know?" trivia booklets
- FREE Cayuga County & Historic Auburn (**NEW**) maps
- '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
- "Odd, Quirky and Offbeat" Cayuga County Heritage Trail brochure - **NEW**

INQUIRIES

23,802 inquiries generated from ads placed in print, television, the Internet and social media as well as emails collected at consumer travel shows; the largest trackable generators being Better Homes & Gardens, Family Circle, Great Vacations Getaway, Oprah magazine and the NYSTIA show program.

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 2017, approximately 2000 people visited our office. In addition, we maintain a visitor information rack at Arby's in Weedsport where 2700 brochures were distributed during 2017.

Our information is also available at the following information centers:

- 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)
- BCI distribution points: Rochester, Route 390, Western Finger Lakes areas
- Port Byron Old Erie Canal Heritage Park Visitor Center
- Valley Forge rest stop

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 CBS New York, Select Traveler, Conde Nast, marthastewart.com, architecturaldigest.com, USA Today, Buffalo News, travelchannel.com, Huffington Post, smithsonian.com, The New York Times, countryliving.com, HGTV (Lakefront Bargain Hunt), Travel & Leisure, TODAY Show, Readers Digest as well as many other niche media outlets.

The **2017** Finger Lakes regional Public Relations Program secured over **400 media placements** that resulted in **1.6 billion media impressions.**

DIGITAL MARKETING

- 49,036 unique visits to www.TourCayuga.com
- Monthly promotional e-blasts
- Tourcayuga.com blogs
- Twitter
- Facebook, including paid campaign
- FlickrR
- Pinterest
- Instagram
- On-line Visitors Guide

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, the Lake Ontario Sportsfishing Council, Canal NY & I Love NY. The shows ranged from the Columbus Ohio AAA Great Vacations Travel Expo to the Harrisburg, PA Great American Outdoor Show to the New York Times Travel Show.

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

- Historyshometown.com
- Passport to History program
- Radio and print advertising
- 'Holiday Traditions' promotion
- Facebook Page
- Digital Marketing Campaign
- Historic Sites Rack Card
- Historic Sites/Auburn FREE visitor maps

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 2017, our group sales efforts continued to grow, procuring leads and developing relationships with decision makers. These efforts proved beneficial with 1601 actual trackable room nights from group tours booked in 2017, generating an estimated 652,940 in economic impact.

Key elements of the program include:

- Trade shows & sales missions
- Direct sales & lead follow-up
- Collateral
- Familiarization tours/site visits
- Itinerary planning
- Giveaway items
- Groups & Meetings e-newsletters
- Sponsorships
- Educational workshops for partners

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 2017 the Cayuga County Office of Tourism was committed to implementing the following key objectives in year two 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
- **Use our updated brand** to create a consistent, cohesive brand message for Cayuga County
- Launched a beautifully designed, easily navigable, responsive **destination web site** that builds on our brand identity, **tourcayuga.com**
- Continue to drive year-round visitation with focus on **shoulder & off-season promotions**
- Ongoing support of 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
- Developed **online hospitality training to launch in 2018** and provided educational workshops for tourism industry partners
- **Shared research data with community leaders** 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 Millennial, Gen X & Gen Y** market

NEW INITIATIVES IN 2017

- Launched newly designed **tourcayuga.com** web site
- **Rebranded** collateral, print and digital presence
- Participated in the **New York Welcomes You** program including mobile visitors center, recommendations guide and travel guide distribution at festivals, travel shows and events
- Created new **winter-themed ads**
- Developed **e-learning program** for travel industry partners
- Created new **'Odd Quirky & Offbeat' brochure** to promote Cayuga County heritage sites

Be cool.
Visit the Finger Lakes this winter.

TOUR CAYUGA.com
in the FINGER LAKES make some waves

To learn more visit
tourcayuga.com or
call 800-499-9615
and request a FREE
Visitor's Guide.

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

