

QUINN

Finger Lakes Media Kit
I Love New York: Fall Media Marketplace

QUINN PR Contacts

Juan Brizuela
786-554-9065

Ashley Lagzial
646-209-1867

Liz Weeden
315-694-0366



Finger Lakes Social Media
www.fingerlakestravelny.com
Twitter: @Finger_LakesNY
Facebook: Finger Lakes Travel

If you are interested in learning more about the below story angles or have specific requests for materials, please reach out the Finger Lakes team at Quinn PR: FingerLakes@quinn.pr

About the Finger Lakes

The [Finger Lakes region](#) is comprised of eleven lakes spread across central New York, encompassing 9,000 plus square miles of outdoor adventures and bucolic scenery along with urban hotspots in the region's "gateways" of Rochester and Syracuse. Visitors will enjoy an abundance of Thoreau-esque lakeside retreats, myriad of trails (from a cheese trail to beer trail), more than 120 world class vineyards, farm-to-table culinary delights, hands-on educational museums, and internationally acclaimed annual festivals. A four-hour drive or 45-minute flight from northeastern hubs, it's an easily accessible destination.

Current Story Angles to Consider

Human Rights Tourism: With its grand opening this fall, the Auburn based Equal Rights Heritage Center will celebrate New York State's history of women's rights, LGBTQIA+ rights and civil rights. With women's empowerment at the forefront of current events, visitors can see where the fight for equal rights began. Not only did pioneering women like Susan B. Anthony, Elizabeth Cady Stanton and Harriet Tubman call the Finger Lakes region home, the first [Women's Rights Convention](#) in 1848 was held in Seneca Falls, where the current [Women's Rights National Historical Park](#) stands today.

Erie Canal Bicentennial: In the [Finger Lakes region](#), travelers can celebrate the bicentennial of the Erie Canal by [biking from Rochester through Syracuse](#) alongside a portion of the canal's 360-mile route. An American feat, the canal transformed the Eastern seaboard by offering a new means of transportation and trade to NYC. A relatively flat ride peppered with history, the entire 120-mile off-road route can be completed in about two days but can easily extend to five or six by incorporating stops at the charming, historic port communities, exploring the various canal locks, taking hikes along nearby waterfalls and visiting local museums.

- Erie Canal GlassBarge: In celebration of the bicentennial of the Erie Canal, [the Corning Museum of Glass](#) deployed its [GlassBarge](#) this summer. The GlassBarge, an all-new, world-class, movable performance venue, brings the story of glassmaking to the canal as it travels along one of America's greatest architectural feats. The GlassBarge has visited waterfront communities along the Erie Canal and its connected waterways within the Finger Lakes region, paying homage to our nation's history. The museum's hot class demo team is presenting free, public demonstrations on the barge while featuring invited guest artists all summer long. This fall, the GlassBarge journey will culminate in Corning.

Native American Tourism: The [Seneca Art and Culture Center at Ganondagan](#), the first and largest Native American museum of its kind, is built on the actual site of a historic Seneca settlement (pre-dating the history of the US) with rare artifacts and rotating galleries showcasing five centuries of the Seneca and Haudenosaunee (Iroquois) contributions to art, culture and society. The region is also instrumental in protecting indigenous white corn via the [Iroquois White Corn Project](#), restoring farming and consumption of the crop originally produced by 17th century Native Americans in Ganondagan, NY – which at the time, sustained 4,500 people in the area.

Civil Rights Tourism: The Finger Lakes region is home to numerous notable abolitionist leaders – most notably Harriet Tubman and Frederick Douglass. The U.S. Interior [formally established](#) the Harriet Tubman National Historical Park at the site of the [Harriet Tubman Home](#) in Auburn, NY where Tubman spent the last 50 years of her life. In terms of Frederick Douglass, 2018 marks the 200th anniversary of his birth. Visitors can celebrate his life by visiting his former home in Rochester, NY where Douglass made his mark in history – publishing his famed abolitionist newspapers, hosting runaway slaves, supporting women’s suffrage alongside Susan B. Anthony (a fellow Rochester native) and more.

Pet-Friendly Travel: Plenty of space for four-legged pals, travelers and pets can enjoy an abundance of Thoreau-esque lakeside retreats, over 70 diverse hiking/biking paths, a myriad of culinary trails, and more than 100 world-class vineyards (including pet-friendly wineries!).

- **Pet-Friendly Parks:** The majority of parks in the Finger Lakes are pet-friendly, including [Letchworth State Park](#) (the Grand Canyon of the East), [Taughannock Falls State Park](#) (with a larger waterfall drop than Niagara Falls!), [Watkins Glen State Park](#) (two-mile hike featuring 19 waterfalls right off the main street), [Onondaga Lake Park](#) (seven miles of the best paved, vehicle-free shoreline trails) and more.
- **Pet-Friendly Wine Tasting:** [Americana Vineyards](#) on Cayuga Lake is not only a pet-friendly winery, but they even have friendly pets! Rubie, the winery’s chocolate lab, works as a full-time greeter. While the winery has always been pet-friendly, they’re also strong animal rights advocates – hosting Woofstock, an annual local shelters and rescue benefit each year. Wine Enthusiast magazine even included Rubie and Max (recently deceased) as two of the country’s best winery dogs. The dogs are even authors – with two children’s books detailing their adventures throughout the vineyard.
- **Pet-Friendly Water Fun:** [Owasco Paddles](#) on Owasco Lake just outside of Auburn offers a free safe ride for furry friends on their canoes, paddle boards and kayaks along with their human. Life jackets and treats are provided at no charge.
- **Pet-Friendly Shopping:** Walk the dog while shopping for impressive savings at over 100 stores at [Waterloo Premium Outlets](#), or check out the hand-crafted ceramic collectibles at [MacKenzie Childs](#) farm overlooking Cayuga Lake.

Adrenaline Rush: Appealing to adrenaline junkies, the region offers a range of hardcore yet attainable attractions. Activities include La Tourelle’s firewalks, wilderness survival training, Watkin Glen International’s Drive the Glen sessions, Letchworth State Park’s white-water rafting, and Harris Hill’s glider rides.

Interactive Vacations: With experiential vacations top-of-mind for travelers, families can find a variety of interactive experiences in the Finger Lakes from the educational Crepuscular Walknight hikes in Letchworth State Park and Turkey Trot Acres wild turkey hunting, to cooking classes at the New York Kitchen.

Unique Takes on Wellness: As wellness tourism continues to grow well into 2019, these select activities provide a unique outlet that simultaneously encompasses the beauty of the region with its serenity.

- **Cow Cuddling:** The next big thing in wellness travel is cow cuddling at the [Mountain Horse Farm](#) wellness resort. Found to reduce stress and generate a connection with nature, guest spend time with long haired cows, which have a higher body temperature and slower heartbeat.
- **Horse Therapy:** Another specialty of Mountain Horse Farm, guests can experience powerful [horse therapy sessions](#) which aid with healing and self-awareness and can also be useful for teambuilding and overcoming personal challenges.

- Silent Retreats: Tucked away in the [Finger Lakes](#) region, [Springwater Center](#) offers monthly silent retreats where guests disconnect through timed sittings, private meetings with experienced teachers, daily work periods and participation in outdoor activities around the center's 200 acres of open land complete with fields, forests, a pond, and walking trails.
- HikYoga: Combining hiking and yoga as a way to be more present in the outdoors, [Hikyoga™](#) allows participants to truly take in the beautiful surroundings of the [Finger Lakes](#).

Fall Activities

For an all-American autumn vacation, the Finger Lakes offers plenty of foliage adventures, camping sites, s'more tastings and more. Travelers can experience:

- Fall Foliage: Considered to have some of the best fall foliage in the country (eleven bright blue lakes against colorfully contrasting hills), the Finger Lakes offers countless options for adventurous travelers to take in the scenery through a range of activities including: air gliding at Harris Hill ("Soaring Capital of America"), hot air ballooning, water-to-wine tours, ski lifts soaring above the scenery, and leaf-peeping on bike or hiking trail.
- Glamping: The region now offers three glamping sites: [Firelight Camps](#) in Ithaca features wood-floor safari tents, foraging adventures with Food Network star Emma Frisch and complimentary happy hour and nightly s'mores. [Seneca Sol](#) outside Watkins Glen offers quaint safari tents with private balconies and access to private hiking trails. [Mountain Horse Farm](#) offers a luxury farm stay in one of two traditional Sioux Indian teepees and access to on-site horse therapy and cow cuddling.
- Apple Tasting Tour: The #1 apple-producing county in New York State, Wayne County, has hosted an annual Apple Tasting Tour every October for the last 21 years! A tasting passport takes visitors on a journey to local farms, farm markets, cider, liquor and wine producers that celebrate the apple harvest. The tour encourages the purchase of local products - baked goods, local produce, cider, and even apple wine and family bonding as visitors pick apples, learn the difference of apple varieties in taste, texture, and scent, and spend an hour getting lost in Long Acre Farm's Amazing Maize Maze.
- College Tour Family Vacations: During the height of college tour activity (summer into fall), families can turn college visits into family vacations, especially in the cities of Ithaca, Rochester and Syracuse which are home to colleges including Cornell, Ithaca College, RIT, U of R, St. John Fisher and Syracuse University.
- Haunted Trails/Ghost Tours: This fall travelers can experience a haunted piece of history by spending the night along New York's Haunted History Trail. Stops on this real-life ghost-infused trail include Allegiance Bed & Breakfast (where ghosts Karen and Ray frequently visit), Spook Hill (where cars roll uphill when put into neutral), and the Naples Hotel (haunted by at least six friendly spirits), among others. For a historic infusion, visit Elmira for ghost tours in Mark Twain Country, where travelers are invited to congregate at Woodlawn Cemetery for a two-day series of lantern-lit strolls and history as told by tenants of the cemetery (including a stop by Twain's own grave).
- Camping: A time-honored tradition in the region, campgrounds are plentiful, from remote tenting in the National Forest to traditional wooded lakeside sites and cabins in Letchworth State Park (the Grand Canyon of the East).

- Mountain Resort and Adventure Park: [Greek Peak Mountain Resort](#) offers a host of thrill-seeking activities, such as the Cascades Indoor Waterpark set at 84 degrees for year-round enjoyment, the Nordic Center with dirt bike paths, the Adventure Center with zip lining and mountain coaster rides, and 33 skiing and snowboarding trails.
- Bristol Aerial Park: [Bristol Mountain Aerial Adventures](#) offers five thrilling outdoor aerial adventure courses comprised of nearly 100 elements which include: a Double Helix bridge, snowboard and skate board tree cable crossings, zip lining downward with the feeling of going upwards, and free falling from a height of 60 feet. Courses transition from beginner and intermediate to advanced levels. Offered during the offseason, the aerial park is open from the end of May through the beginning of November.

New Accommodation Developments

Avon Inn: Those traveling to experience the burgeoning Finger Lakes region can stay over at the renovated historic 14-room Avon Inn. The nearly 180-year-old National Historic Landmark and Livingston County treasure, was originally built as a private residence for Jonathan Gerry, a successful grower of broom corn. In 1910, the building began operating as an inn and was host to the likes of George Eastman, Henry Ford, Thomas Edison, Harvey Firestone, Mrs. Franklin D. Roosevelt, and Katherine Hepburn. Under new ownership, the Inn has been undergoing a major face lift and renovation in order to bring the property closer to its original layout.

Mountain Horse Farm Teepees: [Mountain Horse Farm](#) has introduced [teepee glamping](#) as the next progression of the safari tent. The traditional Sioux teepees are handcrafted and hand painted to create a stain glass effect as the sun rises. [The teepees](#) join the other accommodating options on property and boast hardwood floors, either a king or two queen sized beds, outdoor patio with Adirondack chairs, indoor desk and chair set, full linen sets and more. Only a short walk to the lodge, teepee guests have full access to the recreational rooms, indoor bathrooms and optional gourmet breakfast add-on.

Notable New Culinary Developments

F.L.X. Fry Bird: The newest fast casual restaurant from Master Sommelier Christopher Bates F.L.X. Fry Bird joins his robust portfolio of successful Finger Lakes based establishments. The acclaimed sommelier and owner of USA Today's 2016 Best New Restaurants F.L.X. Table, set out to create a casual hang out that pays homage to the simplistic fried chicken meal. With a grand opening in May, wine trail voyagers can indulge in fried chicken and waffles served with kimchi, and mac and cheese all washed down with cocktail slushies and spiked milkshakes. F.L.X. Fry Bird is the third restaurant to be added to F.L.X. Hospitality's growing list of Finger Lakes eateries, wineries and tasting rooms. Concentrated in Geneva, N.Y. <https://flx-frybird.com/>

Hook & Spoon: Located on the north shore of Conesus Lake in the western Finger Lakes Region, Hook & Spoon is proud to offer dock-up dining and meals made from scratch using locally grown and produced ingredients. Featuring both inside and outside dining, two full bars, a lakeside campfire pit, live entertainment, and 16 boat slips for dock-and-dine. Guests can enjoy an array of local & global beer, wine, and spirits and polished casual dining while admiring the stunning view down Conesus Lake. Experienced owner restaurateurs Alison DiMarco and Andrew Penner are dedicated to delivering exceptional service and genuine hospitality in a relaxed and friendly environment. <http://hookandspoon.com/>



Waterman's Distillery: Located in a restored historic barn, [Waterman's Distillery](#) opened its doors this past spring. When owners Joe and Michelle Alig learned that their newly purchased barn had been part of the bootlegger's moonshine trail used during prohibition they immediately knew it was fate. Producing grain neutral liquor, the certified New York State farm distillery uses local ingredients and all-natural flavorings, such as Tioga county maple syrup, to create their flavored spirits.

Genesee Brewery: New York state's oldest brewery, [Genesee Brewery](#), is celebrating its 140th anniversary. In celebration of the monumental anniversary, the historic brew makers have been resurrecting antique recipes once a month and will continue to do so throughout 2018. Paying homage to the classics, Genesee's released its tried and true 1960s Fyfe & Drum Beer – an American pale lager – for the month of June (The original 1960s commercial for the brew can be seen [here](#)). Other classics to come include a bourbon barrel-aged stout, all-malt Genesee Red, and more!