

Brochure Distribution & Trade Shows



Our Markets

Leisure Feeder Markets

| Feeder Market | 1 st | 2 nd | 3 rd | 4 th | 2015 Overall Responses |
|------------------|-----------------|-----------------|-----------------|-----------------|------------------------|
| Albany | 3 | 1 | 0 | 1 | 5 |
| Buffalo | 2 | 1 | 1 | 1 | 5 |
| New York | 2 | 0 | 1 | 2 | 5 |
| Toronto | 1 | 2 | 0 | 1 | 4 |
| Rochester | 1 | 1 | 1 | 0 | 3 |
| Syracuse | 0 | 2 | 1 | 0 | 3 |
| Canada | 2 | 0 | 0 | 0 | 2 |
| Victor | 2 | 0 | 0 | 0 | 2 |
| Pittsburgh | 0 | 2 | 0 | 0 | 2 |
| Canandaigua | 0 | 1 | 0 | 1 | 2 |
| Ontario | 0 | 1 | 0 | 1 | 2 |

- ▶ 5-hour Drive Radius
- ▶ New York State (40%) and Pennsylvania (25%) followed by Ohio (10%) are the most frequent point-of-origin



Our Caveats for Distribution

- ▶ Distribution for a destination is different than distribution for any single business
 - ▶ Look at your consumer/clients
 - ▶ Where are they in the purchasing decision?
 - ▶ We have many different markets because of the diversity of our county



Where do we focus our distribution efforts?

- ▶ Entry Points to New York State and the Finger Lakes
 - ▶ Route 81 Corridor
 - ▶ New York State Thruway
- ▶ Inquiries to FLVC
- ▶ Media Interest in our Area
- ▶ Travel Shows for Thematic Interests

Partnerships





Where do our brochures go?

- ▶ 60+ AAA offices in the Northeast
- ▶ 6 major Visitor Centers in key feeder markets
- ▶ 3,500 – 4,000 direct unique visitor inquiries a year through VisitFingerLakes.com
- ▶ 1,000 leads through marketing promotions and campaigns (Haunted History, ILOVENY)
- ▶ Local Distribution, Literature Exchanges
- ▶ Consumer Trade Shows



Distribution close to home

- ▶ FLVC Literature Exchange (Local)
- ▶ FLTA Literature Exchange (Regional)
- ▶ Distribution within County
- ▶ Mailings from our Office



Getting the word out

A Sample Year:

- ▶ Tradeshows: \$6,027
- ▶ Displays & Giveaways: \$5,341
- ▶ Information Centers: \$345
- ▶ Fulfillment of Visitor Requests: \$970



Travel and Trade Shows



Shows Overview

- ▶ Participates in 15-20 **Consumer** Shows a year
- ▶ NYSTIA Consumer Show Program
- ▶ ILOVENY activation events and tradeshow
- ▶ With industry partners to develop at presence at “niche” focused shows.



Niche Consumer Shows

- ▶ Toronto Golf Show
- ▶ Toronto Ski & Outdoor Show
- ▶ Toronto Womens Show
- ▶ NYC Bike Expo
- ▶ Buffalo & Syracuse RV Shows

NYSTIA Consumer Show Program

| 2018 Show Dates | NYSTIA Shows | Hot Show Tip |
|-----------------|---|---|
| January 18-21 | Williamsport/Pennsdale, PA: 2018 Outdoor Travel Sportsman Expo. nmpwoutdoorexpo.weebly.com | NEW FOR 2018! This show has run for 28 years. 60K attendance over 4 days. Well advertised by sponsor - local channel 16. |
| January 19-21 | Columbus, OH: AAA Great Vacations Travel Expo. aaagreatvacations.com | Huge request for NYC, Finger Lakes, 1000 Islands, ADKs, Catskills |
| January 26-28 | Pittsburgh, PA: AAA Travel 2018 Pittsburgh Travel Showcase. pittsburghtravelshowcase.com | NEW FOR 2018! Show now in its 3rd year. 15K attendance over 3 days. |
| February 3-11 | Harrisburg, PA: Great American Outdoor Show. greatamericanoutdoorshow.org | A well attended show. Car enthusiasts love to travel and go on road trips with their clubs. |
| February 18 | Wyomissing, PA: AAA Readings/Berks Travel Odyssey Show. aaardgberks.com | All attendees are interested in NYS. Older demographic - 55+. |
| February 23-25 | Toronto, ON: Toronto Golf & Travel Show. torontogolfshow.com | NYSTIA members with golf packages, great golf courses should consider this show. |
| March 2-4 | Foxborough, MA: AAA Southern New England. aaasne.com | This show is always hopping from open to close! Literature flies off the table. Eager, avid travelers. About 19K in attendance. |
| March 8-11 | Hamburg, NY: WNY Sport & Travel Expo. eriepromotions.com | Attendance is HUGE! Looking for WNY & CNY, plus outdoor recreation. |
| March 9-11 | Long Island, NY: AAA Travel Marketplace, Hofstra University. aaa.com | Ran out of material last year. Interested in all of NYS including WNY. About 8-10K in attendance. |
| March 17-18 | Ottawa, ON: The Travel & Vacation Show. travelandvacationshow.com | Ottawa is HUGE. If you like Canadian travelers, send info. |
| May 5 | Hartford, CT: Hartford Courant Travel Show. cttravelshow.com | Fast moving show - People looking to go all over. Formerly Daytrips & Destinations Show. New location in downtown Hartford. |
| July 13-15 | Syracuse, NY: Syracuse Nationals, NYS Fairgrounds (ILNY Pavilion). rightcoastcars.com/syracuse-nationals.php | Thousands of visitors from all over US & Canada. 1000 Islands, ADKs, Niagara, wineries, food, scenic driving, maps. |
| Aug 22-Sept 3 | *Syracuse, NY: The Great New York State Fair, (ILNY Pavilion). nysfair.org (*no show worker rebate) | The revamped fairgrounds enjoyed a record-setting one million+ visitors to the fair in 2016! |
| October 28 | Cleveland, OH: AAA Vacation Expo. | NEW FOR 2018! We added a test run in 2017 and are formally introducing this show this year! |

FLVC Literature Distribution 2018

5 Hour Drive Radius

Where in the world is FLVC?

| | |
|-------------------------|----|
| AAA Offices | 65 |
| TPA / DMO Offices: | 13 |
| Info / Visitor Centers: | 6 |
| Travel Shows | 13 |
| Ontario County Areas: | 70 |

*Estimated 25,000+ Brochures Total: 156

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Questions?