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

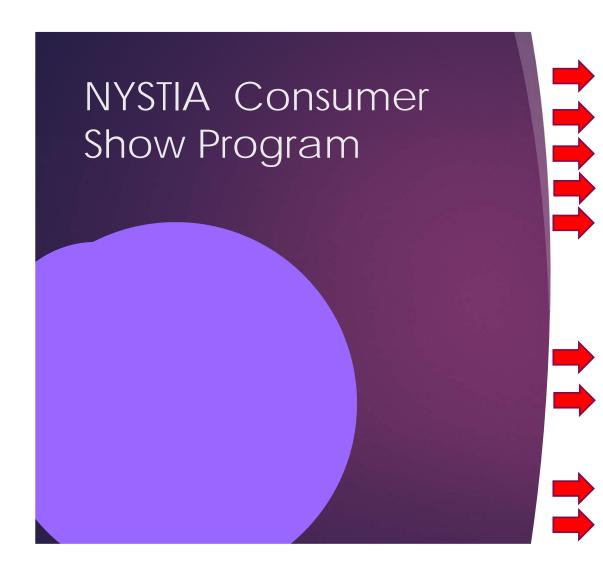
Travel and Trade Shows

Shows Overview

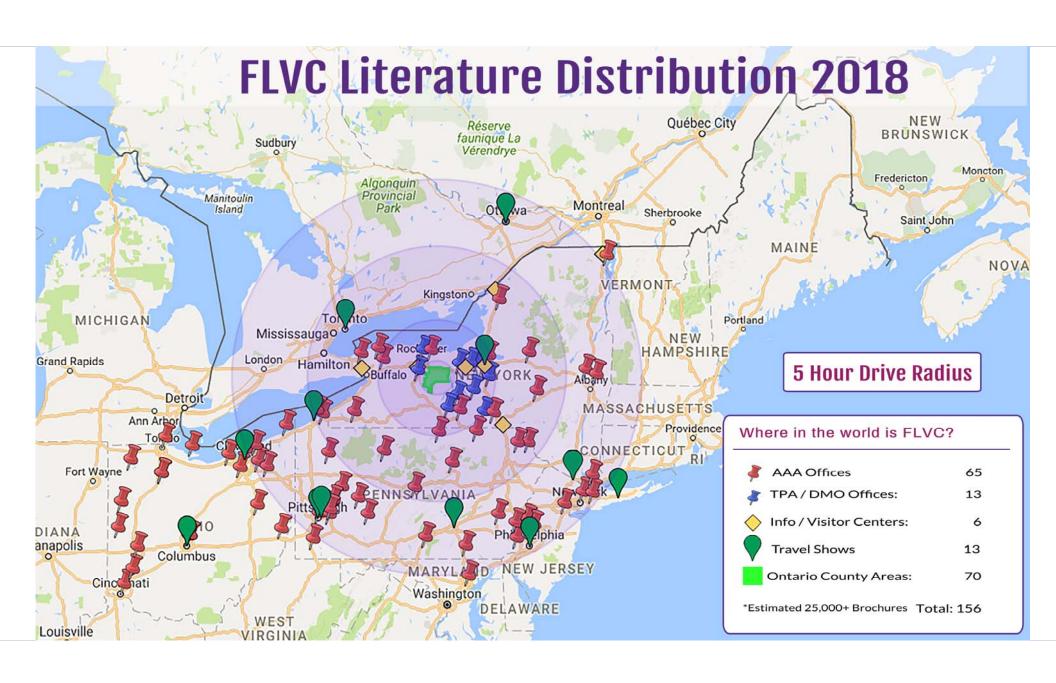
- ▶ Participates in 15-20 **Consumer** Shows a year
- NYSTIA Consumer Show Program
- ► ILOVENY activation events and tradeshows
- ▶ With industry partners to develop at presence at "niche" focused shows.

Niche Consumer Shows

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



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	Otttawa 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 recordsetting 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!		



Questions?