

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: @Fingerlakestravel
- Twitter: @Finger_LakesNY
- Instagram: @fingerlakes_ny
- Recipients of a national award with U.S. Travel/Esto and a state award with NYSTIA
- Public Relations program

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

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 four information centers

Lake Ontario Sportsfishing Promotion Council (LOSPC)

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

- www.loc.org
- Print advertising & fulfillment
- Shows (Niagara Show, Great American Outdoor Show, & others)
- Rack Cards

Cayuga Lake Scenic Byway

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

- brochure
- cayugalake.com
- advertising

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

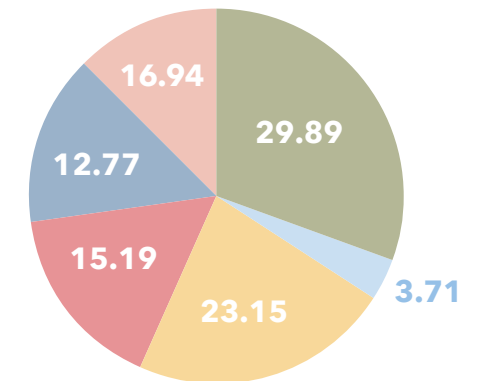
CAYUGA COUNTY
OFFICE OF TOURISM



OVERVIEW

Visitors to Cayuga County spend **\$101.65** million annually on

Lodging	\$29.89 million
Recreation	\$3.71 million
Food & Beverage	\$23.15 million
Retail & Service Stations	\$15.19 million
Transportation	\$12.77 million
Second Homes	\$16.94 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.

- 2017 Annual Report on Tourism distributed to community leaders
- Quarterly e-newsletter to tourism partners
- Collaboration with MGR/FLMTF via enhanced spotlight sponsorship
- 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

CAYUGA COUNTY CONVENTION AND VISITORS BUREAU

MISSION STATEMENT

The Cayuga County Convention & Visitors Bureau (CCCVB) is Cayuga County's tourism promotion agency. We increase tourism and related revenues through promotion and research-based targeted marketing, and we improve the visitor experience by providing data and training to local hospitality industry providers. We continuously work to increase tourism and improve the visitor experience, which in turn stimulate economic growth and sustain recreational and cultural opportunities in the County.

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

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

2018 BOARD OF DIRECTORS

Jessica Cantu	Chair
Steve Lynch	Vice Chair
Sue Dove	Treasurer
Linda Eldred	Secretary

2018 BOARD MEMBERS

Jessica Cantu	Hilton Garden Inn
Doug Dello Stritto	Cayuga County Parks
Stephanie DeVito	Downtown Auburn BID
Joseph DeForest	Cayuga County Legislature EO
Sue Dove	Skaneateles Inn on 20

Linda Eldred	Strawberry Fields Hydroponic Farm
Meryl Eriksen	Inns of Aurora
Brendan Grillo	Grillo Companies
Jennifer Haines	City Planning & ED
Karen Kühl	Cayuga County Office of Tourism
Dan Larson	Bayview Health and Wellness

Cheryl Longyear	Montezuma Historical Society
Jeff Ludwig	Seward House Museum
Stephen Lynch	Cayuga County Planning
Chuck Mason	Memorial City Hall
Connie Reiley	Cayuga County Parks Commission
Andrea Seamans	Port Byron Old Erie Canal Heritage Park

Brett Smock	FLMTF/MGR
Tracy Verrier	Cayuga County Chamber of Commerce
Adam Winslow	Auburn Doubledays at Falcon Park
Kristen Wise	Cayuga Museum of History/Case Research Lab.

Tourism is responsible for the employment of **1649** people in Cayuga County.

Tourism generates **\$12.97 MILLION** in state & local taxes in Cayuga County.

Tourism provides **\$418** in tax relief per Cayuga County household.

Cayuga County Office of Tourism • 25 South 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
- Cayuga Lake Scenic Byway
- "Did you know?" trivia booklets
- FREE Cayuga County & Historic Auburn 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
- South Street Auburn Historic Walking Tour
- "Odd, Quirky and Offbeat" Cayuga County Heritage Trail brochure
- Lure Show Guide - **NEW**

INQUIRIES

12,576 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, Hearst Publications, Haunted History Tail, Oprah magazine and the NYSTIA and New York Times travel shows.

TOURISM INFORMATION CENTERS

The Cayuga County Office of Tourism acted as a tourism information center throughout 2018 and was open Monday-Friday, 9 a.m.-5 p.m. Additionally, during the months of July and August the office was open on Saturdays, from 10 a.m.-2 p.m. In 2018, approximately 2000 people visited our office. Due to our move to the new Equal Rights Heritage Center (ERHC), our role as an information center is no longer active. We maintained a visitor information rack at Arby's in Weedsport where 503 brochures were distributed during 2018. This year the Arby's information rack has been discontinued and we're now offering our information at the Pitstop in Weedsport where we distributed 1647 brochures in 2018.

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
- NYS Equal Rights Heritage Center
- Allentown

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 visitor FREE visitor maps

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, promotion with 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.

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 67 editorial placements in online and print publications, radio and television. Significant media placements included USA Today Special Edition, Plate, Fathom, livability.com, Boston Herald, Readers Digest, Vogue, Architectural Digest, Hudson Valley Magazine, Brides, Best Products, Forbes, Airbnb Magazine, NY Post, Smarter Travel, Travel + Leisure magazine as well as many other niche media outlets.

The **2018** Finger Lakes regional Public Relations Program secured over **300 media placements** that resulted in **1.7 billion media impressions.**

DIGITAL MARKETING

- 79,058 unique visits to www.TourCayuga.com
- Monthly promotional e-blasts
- Tourcayuga.com blogs
- Twitter
- Facebook, including paid campaign
- Tripadvisor, including paid campaign
- Pinterest
- Instagram
- On-line Visitors Guide

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 2018, our group sales efforts continued, procuring leads and developing relationships with decision makers. These efforts proved beneficial with 892 actual room nights from group tours booked in 2018, generating an estimated \$588,132 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

NEW INITIATIVES IN 2018



Karen Kuhl, new executive director

Launched **e-learning program** for travel industry partners in 2018

Developed a new **collateral piece** specifically catered for tourism fairs and shows

Began utilizing new image capture technology (**Crowdriff**) to better reach our target markets through digital media.

Hired new executive director, **Karen Kuhl**, to take over after Meg Vanek's retirement

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 2018 the Cayuga County Office of Tourism was committed to implementing the following key objectives in year three 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
- Continue to target **group tour** market to fill hotel rooms and increase attraction attendance
- The **online hospitality training launched in 2018** was received with great success; 100 individuals have participated in the program.
- **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

