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.
  • Fingerlakes101.com
  • Facebook: @FingerLakes
  • Twitter: @Finger_Lakes101
  • Instagram: @FingerLakes
  • Recipients of a national award with U.S. Travel/Erie and a state award with NYSTIA
  • Public Relations program

Great Lakes Seaway Trail
10 County initiative to promote the attractions along the 434-mile scenic route paralleling Lake Erie, the Niagara River, Lake Ontario and the St. Lawrence River.
  • www.seawaytrail.com
  • Journey magazine
  • Niagara River, Lake Ontario and the St. Lawrence River.

Lake Ontario Sportfishing Promotion Council (LOSPC)
7 county (Jefferson, Oswego, Cayuga, Wayne, Monroe, Orleans, Niagara) initiative to promote sportfishing on Lake Ontario.
  • www.lospc.org
  • Print advertising & billboards
  • Shows (Niagara Show, Great American Outdoor Show, & others)
  • Rack Card

Cayuga Lake Scenic Byway
3 County (Cayuga, Tompkins, Seneca) initiative to promote attractions and driving tours around Cayuga Lake.
  • brochure
  • cayugalakes.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.
  • Canal.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 visitors ghost hunting locations, ghostly events, spooky tours and other haunted/paranormal activities.
  • Hauntedhistorytrail.com
  • Public relations
  • Group tour itineraries
  • Brochure

TourCayuga.com
in the Finger Lakes makes some waves

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

Tourism generates $12.97 billion in state & local taxes in Cayuga County.
Tourism provides $418 million in tax relief per Cayuga County household.

TourCayuga.com
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

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.

Staff

Karen Kuhl
Executive Director
Gillian Sears
Administrative & Program Coordinator
Maureen McEvans
Digital Marketing Manager
Lucy Thomas
Visitor Information Assistant
Lydia Marteney
Visitor Information Assistant

2018 Board of Directors

Jessica Cantu, Chair
Stef S. Lynch, Vice Chair
Sue Dowle, Secretary
Lisa Eldred

2018 Board Members

Jessica Cantu, President
Meryl Erickson, Vice President
Doug DeWils-Smito, Treasurer
Stephanie DeVito, Secretary
Joseph DeForest
Doug Dolan
Merritt Eriksen
Karen Kuhl
Linda Eldred

2018 Annual Report

2017

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 ‘Comprehensive Count’ 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.

Economy

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

Tourism is responsible for the employment of 1649 people in Cayuga 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:
  • Facilitates economic development throughout the County,
  • Improves quality of life for its residents, and
  • Provides an unparalleled Finger Lakes visitor experience.

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Case Research Lab.
NEW INITIATIVES

- 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 Kühn, to take over after Meg Vanek’s retirement.

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 information at the Pittsford in Weedsport where we distributed 1647 brochures in 2018.

Our information is also available at the following information centers:

- NYS Thruway: Pembroke, Wawarsing, Stuartsburg, Plattsburg, New Baltimore & Scottsville
- Petro Service Center
- NYS Gateway Center (1000 Islands)
- Preble Area Rest Stop (I-81)
- Chautauqua Lake Rest Area (I-86 eastbound)
- BTC distribution points: Rochester, Route 390, Western Finger Lakes area
- Port Byron Old Erie Canal Heritage Park Visitor Center
- NYS Equal Rights Heritage Center
- Auburn

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.

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

SHOW PROGRAM

The Cayuga County Office of Tourism distributed our visitor 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 Sports Fishing Council, Canal NY & 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 potential audiences, and serve as the catalyst for future development. In 2018, our public relations program achieved a number of significant media placements and generated a substantial amount of earned media content.

**Statistics:**

- Press releases
- Media pitches
- Media visits
- Promotional opportunities
- Media lead tip sheets
- Media calendars
- Editorial calendar monitoring
- Facebook Page
- Instagram
- Twitter
- Paid campaign
- Private label
- Press releases
- TV appearances
- Radio appearances
- Online placements
- Print placements
- Digital placements
- Social media placements

**Importance:**

- Press releases
- Media pitches
- Media visits
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**Impacts:**

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- Private label
- Press releases
- TV appearances
- Radio appearances
- Online placements
- Print placements
- Digital placements
- Social media placements

**Finger Lakes Region:**

- Love NY:
  - Facebook, including paid campaign
  - Private label
  - Press releases
  - TV appearances
  - Radio appearances
  - Online placements
  - Print placements
  - Digital placements
  - Social media placements

- Auburn:
  - Facebook, including paid campaign
  - Private label
  - Press releases
  - TV appearances
  - Radio appearances
  - Online placements
  - Print placements
  - Digital placements
  - Social media placements

**Digital Marketing:**

- 79,058 unique visits to www Tour Cayuga.com
- Monthly promotional e-blasts
- TourCayuga.com blogs
- Twitter
- Facebook, including paid campaign
- Tripadvisor, including paid campaign
- Pinterest
- Instagram
- Online 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 tour/visit sites
- Itinerary planning
- Giveaway items
- Groups & Meetings e-newsletters
- Sponsorships
- Educational workshops for partners

DIGITAL MARKETING

- On-line Visitors Guide
- Instagram
- Facebook
- www Tour Cayuga.com blogs
- Twitter
- Facebook, including paid campaign
- Tripadvisor, including paid campaign
- Pinterest
- Instagram
- On-line Visitors Guide

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 attributes and marketing tactics 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 Boom market, while growing the Millenial, Gen X & Gen Y market

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