

REGIONAL & MULTI-COUNTY PROMOTIONAL PROGRAMS

Collaborating with regional organizations is a smart way of stretching our marketing dollars. Visitors visit the Finger Lakes region, not a specific county. These partnerships ensure that our name and tourism offerings get in front of potential visitors.

- Finger Lakes Regional Tourism Council
- Lake Ontario Sport fishing Promotion Council
- Cayuga Lake Scenic Byway
- Finger Lakes Tourism Alliance
- Canals of New York
- Haunted History Trail of New York State
- Brave Women FLX
- Lake Ontario Wine Trail
- Underground Railroad Consortium of New York State
- Treasurers Along the Erie Canal
- Campground Owners of New York

EDUCATION

The Tourism Office assesses the training needs of the county's tourism organizations and businesses and provides workshops, programs and special tools to address those needs. The Pro-Tip Series provides info-graphics and quickly digestible sets of information relating to a variety of subjects to improve the positioning and marketing efforts of our partners. The Tourism Office's education initiatives also support the Leadership Cayuga program by sponsoring individuals on an annual basis.

ADVOCACY

We recognize the need to build long-term public support of the tourism industry in Cayuga County through recognition of the impact it has on the local economy. The Tourism Office advocates for the tourism industry by engaging with both elected officials and the community. Full page ads in The Citizen as well as partnerships with local agencies such as Auburn Doubledays, The REV Theatre Co. and the Cayuga Film Festival educate on the impact of the tourism industry. The tourism annual report is a key education tool which is distributed throughout the county and region.

RESEARCH

Trusted and up to date research are a cornerstone to the decisions made by the Tourism Office.

- We utilize The STR (Smith Travel Research) comparative counties monthly report to understand hotel occupancy in the region.
- Mobile phone data to survey our visitors and understand their engagement with points of interest.
- Short term rental data to see the impact of this growing market.
- Tourism economics and oxford economics reports give us a view of our role in statewide tourism.
- Niche tourism research is purchased based on individual campaign needs.

BOARD OF DIRECTORS

Chair: Erin Katzker: REV Theatre Co.
Vice Chair: Stephen Lynch: CC Planning
Secretary: Ken Warner: Colloca Winery
Treasurer: Doug DelloStritto: CC Parks

BOARD MEMBERS

Stephanie DeVito: Auburn Downtown BID
Jennifer Haines: City Planning & ED
Amanda Hennessey: Hilton Garden Inn
Susan Lemon: Hardware Cafe & General Store
Cheryl Longyear: Montezuma Historical Society
Jeff Ludwig: Seward House Museum
Charles Mason: Memorial City Hall
Erin McElhinney: Inns of Aurora
Brian Muldrow: The Muldrow Group
Heidi Nightingale: Cayuga County Legislature
Rhoda Overstreet-Wilson: Westminster Manor
Andrea Seamans: Old Erie Canal Heritage Park
Sallee Ten Eyck: Summerhill Brewing
Ken Warner: Colloca Estate Winery
Kirsten Wise Gosch: Cayuga Museum



TOUR CAYUGA STAFF

Karen Kuhl: Executive Director
Claire Dunlap: Marketing Manager
Dawn Lubaszewski: Marketing Assistant
Karen Quezada: Administrative Assistant

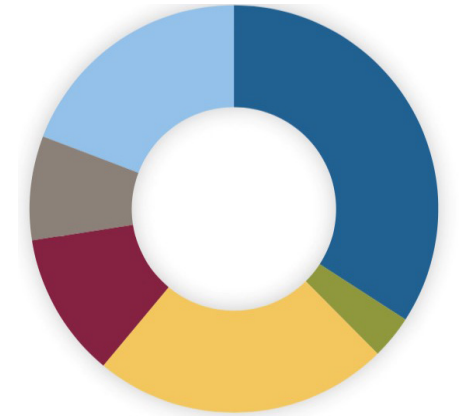


Cayuga County Office of Tourism 2021 Annual Report

Tourism's Impact

Visitors to Cayuga County Spent \$87.1 Million on...

- **Lodging** \$29.7 million
- **Recreation** \$30.0 million
- **Food & Beverage** \$20.4 million
- **Retail & Service Stations** \$10.0 million
- **Second Homes** \$16.7 million
- **Transportation** \$7.2 million



Tourism is responsible for the employment of **1296 people**

Tourism provides **\$383** in tax relief per Cayuga County

Tourism generates **\$11.9 million** in state & local taxes in Cayuga County

2021 HIGHLIGHTS

Being within the beautiful Finger Lakes vacation region affords us many of the same tourism attractions that the rest of the region has. Yet, we have a strong and truly unique identifier, the story of Harriet Tubman. The fact that Auburn was her chosen hometown is a relatively unknown fact and a story that people will travel to learn more about. Cayuga County has many tourism businesses that tell the story of Harriet Tubman and Equal Rights and therefore the tourism board approved an emphasis on marketing and messaging this unique identifier.

To authentically tell the story, the tourism office has taken the following steps:

- Established an ad-hoc committee to represent the voices of community members and organizations that have preserved Harriet Tubman's story.
- Contracted with a public relations company to specifically pursue coverage on this message.
- Incorporated a section on TourCayuga.com dedicated to Harriet Tubman's life and work in Cayuga County.
- Researching other equal rights stories and initiatives to highlight in the county.
- Creation of blogs and Harriet Tubman content in social media marketing.
- Digital and print advertising to promote Harriet Tubman's Bicentennial Birthday in and throughout 2022.

COUNTY PROMOTIONAL PROGRAMS

Our marketing campaigns throughout the year focus on highlighting the many tourism destinations of Cayuga County. We worked on developing marketing personas of the potential visitors, identifying their interests and aligning them with the tourism product in our county. Examples of marketing campaigns of 2021 include:



Hispanic Fishing

Was developed to market a niche product to a niche audience by promoting fishing destinations in Cayuga County to the Hispanic family market. The aim is to attract families who will fish and enjoy all the amenities of the surrounding area and bring them back as repeat visitors. Research shows this persona will find a destination to visit year after year.



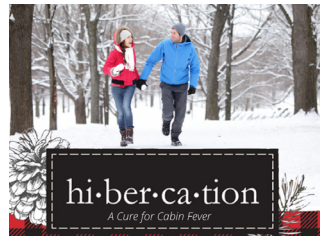
Sweet Treat Trail

The Finger Lakes Sweet Treat Trail is our opportunity to highlight all the amazing local harvests and the various bakeries and restaurants that integrate local products into delicious treats. The family friendly trail makes for a perfect and delicious scenic drive.



(Un)plan Your Getaway

The Fall campaign centered on inspiring last minute travel plans. (Un)Plan a Getaway with spontaneous trips to our Cayuga County lakes, trails, breweries, wineries, hotels, and inns. With an abundance of natural beauty and local attractions basically in our own backyard, visitors were inspired enjoy all the fun of a well-planned trip without all the, well ... planning.



Hibernation

2021 is our third year promoting Hibernation: part hibernation, part vacation and 100% good for the soul. The Hibernation packages offer cozy winter getaways where you can reconnect and disconnect while enjoying good food and winter walks.

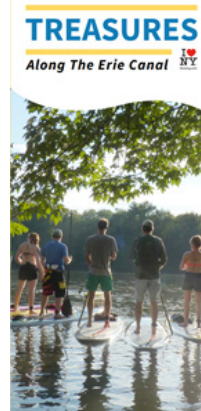
VIDEOS



- Walk in Harriet Tubman's Footsteps
- Experience Summer, History & Family Fun!
- Hibernation
- Girlfriends Getaway
- Brave Women FLX
- Sledding in Cayuga County
- Taste of NY
- Shop Local

PUBLICATIONS

- **Updated**-Cayuga County Visitors Guide
- Cayuga Lake Scenic Byway
- Cayuga County & Auburn Maps
- Finger Lakes Sweet Treat Trail
- For the Birds
- **New**-Brave Women FLX
- **New**-Fishing Guide
- Route 90 Garage Sale
- Lure Show Guide
- "Did you know?" Trivia Booklets
- Odd Quirky and Off Beat Heritage Trail
- **New**-Treasures Along the Erie Canal
- South Street Walking Tour



PUBLIC RELATIONS

Our public relations outreach in 2021 included the contract to promote Auburn and Cayuga County as Harriet Tubman's hometown which we supplemented with participation in the Finger Lakes Regional Tourism Council and I Love NY public relations programs.

**Social Media Promotional Opportunities Editorial Calendar Monitoring
Media Lead Tip Sheet Media Pitches Press Releases**

Our public relations efforts generated placements online and in print publications, radio and television. Significant placements included Good Morning America, USA Today, Forbes, Lonely Planet, Travel & Leisure as well as niche media outlets such as WE Empower Magazine.

The 2021 Finger Lakes Regional PR program secured over 93 media placements that resulted in more than 1,398 billion media impressions.

Digital Marketing

- **101,038** unique visits to TourCayuga.com
- Monthly promotional e-blasts with exceptionally high open & engagement rates
- Paid campaigns on social media
- Increased Twitter & Pinterest presence
- New Hispanic Fishing landing page
- Erie Canal Trail app. with self-guided tour

Group Sales

The groups and motorcoach industry has started to come back. We participated in ILNY international marketplace for Germany, Ireland, and the UK with excellent reception. We have also formed a partnership with Visit Ithaca and Steuben County to present a united regional front to groups with newsletters, meetings, and outreach.

STRATEGIC DIRECTION

The 2021-2025 strategic plan identified the strengths, weaknesses, opportunities and threats of the tourism industry in Cayuga County. In the first year of the plan we have established a clear direction on our opportunities.

- We have to increased regional tourism joint marketing opportunities with Finger Lakes Regional Tourism Council and Finger Lakes Tourism Alliance, as well as started new partnerships with Brave Women FLX and Treasures Along the Erie Canal.
- We have set a clear and strong marketing direction to highlight Harriet Tubman's role in Cayuga County.
- Incorporated diverse messaging in our marketing materials as well as our organizational documentation and direction.

VISION STATEMENT

The Cayuga County Convention & Visitors Bureau (CCCVB) 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.
 - Provides an unparalleled Finger Lakes experience.

MISSION

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 stimulates economic growth and sustains recreational and cultural opportunities in the county.

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