









2014 - 2018















to our STAKEHOLDERS

It's hard to believe Finger Lakes Wine Country (FLWC) has been telling the story of the region's great destinations and great innovations for the past 20 years. Having served county government and private investors over that period has been a pleasure and a privilege for our staff and board members.

With the completion of the FLWC Strategic Plan and in-depth market research in 2019, along with a brand refresh and communications program to be launched in 2020, the Board of Directors and staff are committed to our mission to establish FLWC as the top-of-mind brand. None of this happens without continued financial investment from Corning Enterprises; the Counties of Chemung, Schuyler, Steuben, Tioga, and Yates; the Keuka, Seneca, and Cayuga Lake Wine Trails; and other private investors throughout the region. Close working relationships with the five county tourism promotion agencies (TPAs) is critical to the success of the region's tourism industry. At the same time, FLWC's ability to promote the brand has continued to be enhanced with growing quality of the region's tourism industry assets.

In 20 years, many new tourism industry products have opened for business, and many others have been refreshed and revitalized. Each one of our member counties has seen exciting additions to tourism attractions and lodging. One of the most recent additions to Finger Lakes Wine Country is Tioga Downs Casino Resort. The licensing of table gaming and a new hotel increases overnight stays and extends trips. The Belva Lockwood Inn in Owego is a celebration of the region's impact on the Suffrage Movement and offers a downtown stay next to the mighty Susquehanna River.

The Watkins Glen Harbor Hotel has offered FLWC travelers a way to stay and enjoy the waterfront and more stops at the numerous wineries, distilleries, and cideries throughout Schuyler County. The renovations and updates to Watkins Glen International and Watkins Glen State Park ensure that these experiences will continue to be world-class for many years to come.

Countless hotels have been opened in Chemung County and are predominately located by the newly renovated Elmira-Corning Regional Airport. This Airport renovation is critical to future growth and development of the regional tourism economy. The Harris Hill Flight Center and update of the National Soaring Museum enhances our celebration of being the Soaring Capital of America. History and cultural travelers continue to visit Elmira for events at the Clemens Center, the Arnot Art Museum, and the countless historic sites including the Mark Twain Study.

The one-year-old Hilton Garden Inn Corning Downtown now offers business and leisure travelers walkability to both historic Market Street and the Corning Museum of Glass (CMoG), with its new Contemporary Art + Design Wing, and offers a bookend with the recently refreshed Radisson Hotel Corning. The designation of The Rockwell Museum as a Smithsonian Affiliate offers another feather in our cap as a region with attractions of significant international acclaim. The Glenn H. Curtiss Museum has expanded and reinvigorated their exhibits and events. Couple the new Glenn Curtiss experience with the Best Western Plus Hammondsport Hotel and you have one more day to see the Finger Lakes Boating Museum and enjoy the Keuka Lake Wine Trail.

Penn Yan has doubled hotel availability with the addition of the Microtel and the lakefront Hampton Inn Penn Yan. The recent refresh of the Best Western Vineyard Inn and Suites offers guests a great location to enjoy The Windmill Farm & Craft Market, agritourism attractions, and the Keuka Outlet Trail. Veraisons Restaurant located at the Inn at Glenora Wine Cellars celebrates its 20-year anniversary of offering fine locally-sourced food and wines to our guests. Countless recreation and outdoor experiences in our invigorating pristine environment span the five-county region.

Our vision is that the potential visitor will have a clear image of Finger Lakes Wine Country, what it offers, and how to participate in its experiences. We hope this inspires you to spread the great news about FLWC, the places to stay, recreate, and relax. Thank you for your continued financial support and remember...when you are traveling and are asked, "Where are you from?" you can be proud to say..."I'm from Finger Lakes Wine Country!"



Betsey Hale Board Chair



Laury Ellen Ward

President

Our History

The concept of a regional marketing association began in 1998 when business and community leaders in Chemung, Schuyler, and Steuben Counties assembled to determine how to collectively promote the region's multitude of assets to entice potential travelers to visit and residents to settle in this area of New York State.

In 2000, in response to extensive destination market research and an inherent belief that "a rising tide raises all boats," Finger Lakes Wine Country Tourism Marketing Association (FLWC) was established. With generous support from the county legislatures and Corning Enterprises—who contributed a dollar-for-dollar match of county funding which continues to this day—and significant corporate sponsorship, Finger Lakes Wine Country organized as an entity with one purpose in mind: to promote economic development in a sub-section of the greater Finger Lakes region of New York State.

In 2002, Yates County joined FLWC as a member municipality, and the three wine trails surrounding Cayuga, Keuka, and Seneca Lakes came on board in support of the new regional brand. Several years later, the Tioga County Legislature understood the importance of participation in a strong regional brand. So in 2017, Tioga County was fully integrated into the regional messaging of Finger Lakes Wine Country.

Twenty years ago, as is still the case today, a strong tourism industry adds depth to a community, making it much more desirable in which to live, work, and play. Area employers and civic leaders are keenly aware that everyone benefits from a community rich in history, culture, and scenic beauty. Ever changing communications methods have evolved, developed, and redefined the world of destination promotion in the past 20 years. In this era of fast-paced technology, it is Finger Lakes Wine Country's responsibility and honor to present our region's bountiful assets and unique, welcoming culture to the world through the most effective means possible.



significant ACCOMPLISHMENTS 2014 - 2019

Over the past five years, as the region has continued to grow and evolve, Finger Lakes Wine Country has achieved numerous significant accomplishments. Some of the highlights include:

2014

Finger Lakes Wine Country was chosen as the host destination for the 2015 International Wine Bloggers Conference and received a Market New York grant from Empire State Development to supplement the cost of hosting the Conference.

2015

A new, responsive website with a refreshed visual design was launched for the brand to promote all tourism-related businesses located within the five-county region. The site was built, and continues to be managed, in partnership with Simpleview, the travel and tourism industry's leading provider of digital marketing technologies.

Finger Lakes Wine Country hosted 226 wine writers during the 2015 International Wine Bloggers Conference, August 13-16.

2016

Finger Lakes Wine Country refreshed its *Winter in Wine Country* program to boost visitation during January and February. Businesses partnered throughout the region to offer unique-to-winter experiences and packages to visitors.

2017

Tioga County was fully integrated as the fifth county of Finger Lakes Wine Country, joining Chemung, Schuyler, Steuben, and Yates.

Finger Lakes Wine Country's Board of Directors initiated a significant three-year strategic planning process, charting the course for the future of the brand.

2018

Finger Lakes Wine Country hosted 627 travel influencers for the 2018 North American Travel Bloggers Conference (TBEX), September 11-13. Attendees traveled throughout the region before, during, and after the Conference, and top influencers explored other regions across New York State after the conference concluded.

2019

Finger Lakes Wine Country continues to progress through the implementation of the objectives laid out in the Strategic Plan. These projects include a mapping of assets throughout the region, a baseline market research study, and a refreshed brand and communications strategy.

2018 BOARD of DIRECTORS

CHAIR
Betsey Hale
Three Rivers Development Corp.

VICE-CHAIR Tom Tranter Corning Enterprises

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Gene Pierce
Glenora Wine Cellars

SECRETARY
Susan Baron
Los Gatos Bed & Breakfas

PAST CHAIR
Beth Duane
Corning Museum of Glass

PRESIDENT
Laury Ellen Ward
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Tiffany Bowes
Visions Hotels

Rebekah Carroll
Watkins Glen Area Chamber
of Commerce

Kevin Costello
Steuben County Conference
& Visitors Bureau

Julie Delgrosso
The Christmas House

Michael Doyle

Pleasant Valley Wine Company

Jamie Johnson Steuben County IDA

Kamala Keeley
Chemung County Chamber of Commerce

Rebecca Maffei Tioga County Tourism

Rick Pirozzolo

Arnot Art Museum

Michael Printup
Watkins Glen International

Stephanie Rogers
Tioga Downs Casino Resort

Chris Stamp

Lakewood Vineyards

LeeAnn Tinney
Tioga County Economic Development
& Planning

EX-OFFICIO
Cindy Kimble
Finger Lakes Tourism Alliance

Finger Lakes Wine Country STAFF



Laury Ellen Ward President



Christina Roberts

Director of Marketing

& Public Relations



Melissa Buck
Marketing &
Communications
Specialist

2018 INVESTORS

Best Western Plus Hammondsport Hotel Best Western Plus Vineyard Inn & Suites Cayuga Lake Wine Trail Chemung County Clemens Center

Corning Museum of Glass

Dr. Konstantin Frank Winery

Early Owego Antiques Center

Finger Lakes Distilling

Finger Lakes Premier Properties

Fulkerson Winery

Glenora Wine Cellars

Hampton Inn Horseheads

Hampton Inn Penn Yan

Hazlitt 1852 Vineyards

Hermann J. Wiemer Vineyard

Heron Hill Winery

Hilton Garden Inn

Holiday Inn Elmira Riverview

Inn at Glenora Wine Cellars

J.R. Dill Winery

Keuka Lake Wine Trail

Lamoreaux Landing Wine Cellars

Pleasant Valley Wine Company

Radisson Hotel Corning

Ravines Wine Cellars

Rockwell Museum

Schuyler County

Seneca Lake Wine Trail

Steuben County

Tioga County

Tioga Downs Resort & Casino

Wagner Vineyards

Watkins Glen Harbor Hotel

Watkins Glen International

Yates County

strategic PLAN

In 2018, the Finger Lakes Wine Country Board of Directors undertook a strategic planning process that reaffirmed the organization's purpose and set a vision and course of action to establish Finger Lakes Wine Country as the top-of-mind brand.

Implementation of the strategic action plan will continue through 2019. This process includes taking an asset inventory of the five-county region, market research to establish baseline consumer awareness and perception and define target markets, followed by a brand refresh that will include a redesigned logo and polished brand standards. Next is a positioning strategy with rejuvenated key messaging and a new integrated brand awareness promotion program targeted to key markets via multiple cutting-edge tactics, followed by a plan to measure success and address opportunities in future years.



our OBJECTIVES

- Strengthen the Board of Directors' governance structure, policies, knowledge, and overall capacity to fulfill the mission and achieve its vision.
- 2. Heighten the value and visibility of the Finger Lakes Wine Country brand to key target market groups and stakeholder organizations to effectively promote the experience and sense of place.
- 3. Implement an annual revenue and operational investment strategy that provides for longterm sustainability and ROI.
- Develop and implement a value proposition and organizational structure with clearly defined roles and responsibilities to provide for the highest level of collaboration and accountability to the stakeholders.
- 5. Strengthen internal administrative operations to assure the highest quality of service and execution of the strategic action plan.





In 2015, FingerLakesWineCountry.com was relaunched in partnership with Simpleview, the travel and tourism industry's leading provider of digital marketing technologies. This responsive website has many customizable features that allow Finger Lakes Wine Country to tell the brand story visually, through dynamic imagery and video. Over the last five years, the website saw an average of 437,715 site visits per year.

key FEATURES

- » Accessibility through AudioEye Ally Toolbar
- » User-generated content through Stackla
- » Build Your Trip widget
- » Interactive, location-based map
- » Lead collection through magazine & email sign-up
- » Advertising opportunities integrated into site content
- » Blog with guides, storytelling, and tips
- » Extranet that allows businesses to customize their content

2,397,088

total site visits 2014 - 2019

The website offers regional businesses an important opportunity to put their name in front of potential visitors searching for information and suggestions. All tourismrelated businesses located within Finger Lakes Wine Country's footprint are eligible to receive a complimentary business listing, as well as be included in the events calendar and packages sections. Additional opportunities for premium placements, including advertising space and boosted listings, are also available to businesses within the footprint.

Traffic trends 80,000 70,000 60,000 50,000 40,000 30,000 20,000 10,000 **→**2014 **→**2015 **→**2016 **→**2017 **→**2018 **→**2019



- 1. Wine Trails
- 2. Wineries
- 3. Packages
- 4. Events
- 5. Seneca Lake Wine Trail
- 6. Places to Stay
- 7. Free Travel Magazine
- 8. Cayuga Lake Wine Trail
- 9. Things to Do
- 10. Hotels, Motels, & Inns



average pages per session

Mobile

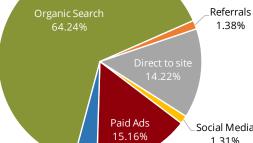
37%

sources



Email

3.69%



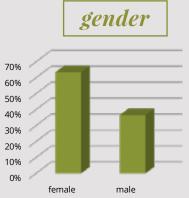
2:73

device

average session duration

Desktop 49%

Social Media 1.31%



visitor INSIGHTS

website TRAFFIC

86%

14%

new visitors

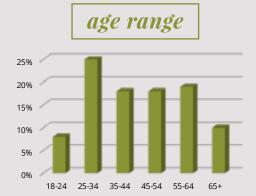
returning visitors

top states/regions

- 1. New York
- 2. Pennsylvania
- 3. New Jersey
- 4. Ohio
- 5. Massachusetts
- 6. Virginia
- 7. Ontario, CA
- 8. Florida
- 9. Maryland
- 10. Connecticut

top metro areas

- 1. New York City
- 2. Philadelphia
- 3. Rochester
- 4. Syracuse
- 5. Buffalo
- 6. Washington, D.C.
- 7. Albany-Schenectady-Troy
- 8. Wilkes Barre-Scranton
- 9. Boston, MA Manchester, NH
- 10. Harrisburg-Lancaster Lebanon-York

















Finger Lakes Wine Country's travel magazine is a custom published touring guide committed to providing visitors to our region with useful, entertaining information and guidance to enhance their vacation experience. Released annually, this full-color, editorial-driven magazine is a 50/50 split of advertising and custom editorial, with featured business and event listings and maps of the region. Each year, 150,000 magazines are printed and distributed at visitor information centers in key target markets and mailed directly to consumers through online requests.

The FLWC magazine also caters to on-the-go visitors through the interactive digital edition, available on Finger Lakes Wine Country's website. All URLs included in the online magazine are live links, allowing readers to explore their interests even further.



Email is still one of the most effective channels for reaching and engaging target audiences and remains an important cornerstone of Finger Lakes Wine Country's digital marketing program.

Finger Lakes Wine Country communicates to its email subscribers at least every other month through custom, branded email campaigns that provide timely information on events, seasonal suggestions, and stories that spark interest to learn more about the destination. The goal of the email campaigns is not only to inform and boost awareness, but to drive clicks to Finger Lakes Wine Country's website and to the websites of regional businesses where visitors can explore more or make a purchase.

Finger Lakes Wine Country's email subscriber list has been built completely organically (subscribers must opt in), primarily through the website sign-up form, but also through consumer shows and sweepstakes.



opens by device

51% mobile

49% desktop

more than **50,000**total subscribers

19.04%

total average open rate

1 45.57% over

travel & tourism industry average (13.08%)

12.35%

total average click-through rate

1 79.25% over

travel & tourism industry average (6.89%)



more than
36,000
leads collected
over 5 years

79.62% growth over 5 years

\$29

general cost
per lead

(travel & tourism industry)

(travel & tourism industry)

Source: https://surveyanyplace.com/
average-cost-per-lead-by-industry/

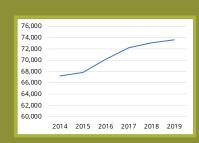
A consumer lead is a person who shows interest in a brand, which makes them a potential customer. Finger Lakes Wine Country generates consumer leads organically through the travel magazine and email sign-up forms on its website, as well as through consumer shows, events, and sweepstakes.



As seen in the chart above, the collection of consumer leads is directly affected by other programs and initiatives. In 2017 the spike in total leads collected can be attributed to a higher spend on the paid media campaign, as well as to the addition of a scroll bar on Finger Lakes Wine Country's website, which made the call-to-action of subscribing to the travel magazine and email much more front-and-center. The dip in 2018 was influenced by the piloting of a new strategy as part of the paid media campaign that directed consumers to other pages of the website.

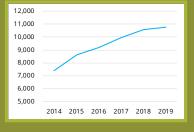
The greatest development to brand marketing in the last five years is the power and importance of social media. In this time, Finger Lakes Wine Country's social channels have seen substantial growth, and have been dedicated to engaging with its online community, while also growing the audience through paid, targeted social content and influencer relations.





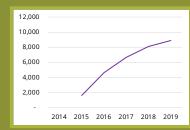
10.4% growth over 5 years





46% growth over 5 years





463.6% growth over 5 years **25%**overall growth
in followers

5,972,907

total impressions from original posts over two years

#myFLX 9,308 posts 50,642,642 impressions



72media hosted
in region

over **90**media hosted
at NYC events

over **50**deskside media
appointments

A cornerstone of Finger Lakes Wine Country's integrated marketing program is media relations. Positive third-party endorsements secured through relationships with the media are effective in influencing consumer perceptions and decisions. Through proactive and reactive outreach, media events, deskside appointments, and hosting press visits, Finger Lakes Wine Country has directly reached more than 1,000 content creators and received an ever-growing wealth of media attention over the past several years. During this time, Finger Lakes Wine Country has also increased its focus on working with social media influencers, which has proven to be a valuable addition to traditional media relations.

The greatest accomplishment of Finger Lakes Wine Country's media relations efforts is when media fall in love with the region and continue to tell our story to their audiences, becoming ambassadors for our brand. The value of this kind of earned media is exponential.

BEST WINE REGION

After hosting an influencer from USA Today 10Best, Finger Lakes Wine Country was nominated for Best Wine Region in the Reader's Choice Awards. Fans of the region rallied to show their support and Finger Lakes Wine Country won Best Wine Region in 2018 and 2019. Other attractions in the region were also named in USA Today 10Best over the past few years.

notable COVERAGE

WINE ENTHUSIAST

While the region's laser-focused Rieslings have propelled it onto the world stage, there's much more to discover, including breweries, cideries, eateries and a bevy of other roadside attractions. (July 2019)



⁶⁶ The diversity of flavors offered around the region has grown, as has the sophistication with which wine is produced and presented, making a visit to the Finger Lakes Wine Country a must for any wine-lover. ⁹⁹ (July 2018)

Paste

"There are few places more scenic than rural New York, known for its cliffs, gorges, and stunning hiking trails. Finger Lakes Wine Country is no exception." (January 2016)

ShermansTravel

Those who prefer a more personal experience, and a slower pace, will find few highly commercialized experiences in its 11,000 acres of vineyards. Instead, small estates, run by multi-generational families, each boast their own flair and character. A wealth of independent museums, state parks, and other attractions round out any trip. (August 2014)



generates
15%
of total
website traffic

148,486,639 impressions over 5 years

1.71%

total average
click-through rate

over 5 years

Each year, Finger Lakes Wine Country reaches potential visitors within defined target markets through a paid media campaign focused on driving traffic to FingerLakesWineCountry.com. The ultimate goal is to not only increase awareness of the brand, but to facilitate action among consumers. Key Performance Indicators (KPIs) include click-throughs to the website, video view rates, subscriptions to emails, and downloads or requests for the travel magazine.

The major annual advertising campaign generally spans from the spring through the fall and typically includes integrated paid search, digital display with retargeting, paid social media placements, and video pre-roll. The principal campaign is supplemented by secondary campaigns focused on a special program, event, or sweepstakes. Special tactics have also been used in these cases, including geofencing, hashed email, and interest-based targeting.



FLWC has also offered a cooperative advertising program that allowed regional businesses to buy a portion of the campaign and own a piece of the messaging, bringing exposure to their brand.







226total
attendees

12excursions into
the region

60wines featured in live wine blogging

Finger Lakes Wine Country served as the host location for the 2015 Wine Bloggers Conference, now known as the Wine Media Conference.

While in the region, attendees deepened their knowledge of wine and blogging with discovery sessions, speakers, and workshops. Finger Lakes wine producers had the chance to present their wines in fast-paced live wine blogging sessions where bloggers published their impressions in real time. Attendees also took excursions out into the region to experience regional wineries and explore what makes the Finger Lakes unique as a wine destination. Everyone came together each day to celebrate at special receptions, which featured Finger Lakes wines and other local products.

Both the Wine Bloggers Conference and TBEX offered great opportunities for FLWC to help diverse businesses throughout the

community partners

Cayuga Lake Wine Trail
Corning Enterprises
Corning Museum of Glass
Corning's Gaffer District
Elmira Corning Regional Airport
I Love NY
Keuka Lake Wine Trail
The Rockwell Museum
Seneca Lake Wine Trail

region refine their social media and media relations skills and join together to collectively promote the destination, while reaching audiences around the world. Without collaboration and support, these events would not be possible and Finger Lakes Wine Country thanks each and every community partner that participated.

Finger Lakes Wine Country hosted the 2018 North American TBEX (Travel Bloggers Exchange) Conference September 11-13, 2018. TBEX is an annual conference of travel bloggers, influencers, and content creators who come together from all over the world to learn, network, and discover new destinations.

Conference attendees experienced educational sessions and speakers, speed networking, excursions through Finger Lakes Wine Country and New York State, and special gatherings featuring local products and businesses.

community partners

Break The Ice Media
Cayuga Lake Wine Trail
Chemung Canal Trust Company
Chemung County
Chemung County IDA
Community Foundation
Connors Mercantile
Corning & the Southern Finger Lakes
Corning Credit Union
Corning Enterprises
Corning Museum of Glass
Creagent Marketing
Elmira Corning Regional Airport
Excellus
Experience Tioga
Harbor Hotel Collection
Heron Hill Winery

Keuka Lake Wine Trail
Lyft
Mark Twain Country
Pladis / Demet's Candy Company
Pleasant Valley Wine Company
Pure Design
SCOPED
Seneca Lake Wine Trail
Snug Harbor
STEG
Steuben County
Steuben County IDA
Upstate Farms
Wagner Vineyards
Watkins Glen Area Chamber of Commerc
Watkins Glen International
Wegmans
WENY News
Yates County Chamber of Commerce

627 attendees

from
from
countries

15,550 total original posts

14,639,548 *total reach*

152,620,854 *total impressions*



48,687
total landing
page views

paid media (2017 & 2018)

5,935,600 *total impressions*

0.21% *click-through rate*

\$12,416

in ad value from hosted media visits in 2017 & 2018 This annual digitally-based marketing campaign is aimed at driving visitation to the region during January and February through the promotion of special experience-based packages. Accommodation providers partner with attractions to develop unique overnight packages only available during these two months.

The campaign is free for regional businesses to participate and complete packages and experiences are presented to visitors on a special landing page at FLXWinter.com. Promotion channels for the program have included social media, email campaigns, hosted influencer visits, and paid digital placements.

The most viewed packages have included Winter Wine Tasting, Relax with Wine & Glass, Build a Boat in Wine Country, Winter Romance Retreat, and Immersive Vineyard & Winery Experience.

PARTICIPATING IS EASY

Browse available winter experiences

Attractions throughout the region have submitted unique experiences available to visitors in january and February.

2 Build a package
Work directly with attractions to offer their submitted experienc
to your guests or pull together your own package details.

3 Submits a complete experience package by Friday, December 14 and we'll include it in our winter marketing, Winter packages and experiences will be listed at FLXWinter.com and link to their associated websites for booking.



Finger Lakes Wine Country's sweepstakes program offers a unique marketing opportunity to regional businesses that has proven to be popular and highly successful. Sweepstakes offer an easy way to grab the attention of consumers; collect leads; build awareness for a particular business, experience, or event; and garner positive reviews and word-of-mouth exposure through the winners who claim their prizes.

Sweepstakes are promoted through email campaigns (proven to generate the most impact), social media, and occasionally through paid placements, all of which direct to a custom landing page with entry details.

Past prize packages have included special experiences, event tickets, and/or overnight accommodations, but the largest sweepstakes campaign that Finger Lakes Wine Country conducts is with Watkins Glen International.

In 2018 and 2019, FLWC and WGI collaborated to offer a VIP Experience for the NASCAR race. In addition to Finger Lakes Wine Country's owned channels, Watkins Glen International expanded the sweepstakes promotion by putting additional marketing dollars behind paid placements. This paid media allowed the campaign to reach new consumers outside of the current audiences and resulted in a significantly larger number of leads collected.

16 epstak

sweepstakes conducted since 2014

more than **11,000**

leads collected from sweepstakes since 2017

sweepstakes email campaigns

20.2% *open rate*

24.9% *click-through rate*











WOMEN'S TRAVEL FEST

In 2018 and 2019, Finger Lakes Wine Country was the media lounge sponsor for Women's Travel Fest, an annual conference of women in tourism media held in New York City.

WINEGLASS MARATHON

In 2018 Finger Lakes Wine Country fittingly sponsored the wine glasses for the Wineglass Marathon, which brings running enthusiasts to the region from nearly every state and around the world. In 2019, in addition to sponsoring the wine glasses, Finger Lakes Wine Country serves as the preseting sponsor of the new Wineglass Challenge, which includes the Riesling Marathon and Pinot Half Marathon Challenges.

CRYSTAL CITY WINE FESTIVAL

Finger Lakes Wine Country was the Presenting Sponsor of the inaugural Crystal City Wine Festival in 2019 at the Corning Museum of Glass and ran a promotional sweepstakes for the event. Previously known as Wine on Ice, FLWC had participated with this event in the past, along with its sister event, the Buffalo Wine Fest.

TBEX

While Finger Lakes Wine Country was the host destination for the 2018 TBEX North American Conference, the organization, in partnership with The Corning Museum of Glass and the Steuben County CVB, has attended and sponsored previous North American and European TBEX Conferences. TBEX has proven to be an excellent opportunity to connect and continue relationships with top travel bloggers, content creators, and influencers.



PHILADELPHIA FLOWER SHOW

In 2017 and 2018, Finger Lakes Wine Country showcased a destination booth at the Philadelphia Flower Show, one of the largest consumer shows in the Northeast. Together with regional tourism partners, FLWC staff promoted the region to the show's 250,000 attendees and generated leads from interested travelers.

The exposure through FLWC's physical presence at the show was supplemented by a paid digital media campaign. A virtual geo-fence was placed around the Pennsylvania Convention Center, the home of the Philadelphia Flower Show, and consumers who attended the show were served Finger Lakes Wine Country ads for up to 30 days afterwards. The ads directed to a campaign-specific landing page on FLWC's website.

2,656consumer leads collected

58,000 *materials distributed*

paid media

974,756 *total impressions*

0.34% *click-through rate*

NY TIMES TRAVEL SHOW

The *New York Times* Travel Show is an ultimate travel and tourism event and aims to promote tourism industries worldwide. Finger Lakes Wine Country has attended several times in partnership with other regional organizations.

FABULOUS FOOD SHOW

Finger Lakes Wine Country participated in the Fabulous Food Show from 2013 - 2017. This annual event was held at the I-X Center in Cleveland, OH, and was described as an unparalleled cultural experience featuring the country's largest presentation of fine food, fine art, craft breweries, wineries, restaurants, and purveyors all under one roof. Each of the five years FLWC showcased a tourism booth, offered tastings of local wines, and presented wine pairing seminars and tourism lectures.

WOMEN IN TRAVEL SUMMIT

In 2015, Finger Lakes Wine Country sponsored the Women in Travel Summit (WITS) with an exhibit table and wine samples at the opening reception. Four years later, FLWC continues to build relationships from this opportunity, where entrepreneurs, influencers, destination marketing professionals, and travel industry leaders come together to discuss future innovations, build dynamic collaborations, and change travel worldwide, all while supporting and empowering a diverse community of women.









audited FINANCIAL STATEMENTS

	2018		2017		2016		2015		2014	
Public Support & Revenue:										
Public funders	\$	337,500	\$	337,500	\$	292,500	\$	297,500	\$	283,750
Private funders		578,000		648,000		578,750		555,750		534,125
Cooperative partners for marketing		9,000		6,625		10,000		19,500		33,010
Special programs		290,270		49,774		15,570		-		-
Regional matching funds		20,775		53,963		24,210		25,068		22,400
Consulting income		-		-		-		-		68,834
Grant income		-		-		-		95,000		18,453
Sundry and interest income		1,813		1,805		758		485		1,044
TOTAL PUBLIC SUPPORT AND REVENUE		1,237,367		1,097,667		921,788		993,303		961,616
Expenses:										
Salaries, benefits and taxes		267,713		307,339		282,165		274,757		314,065
Office expense		30,546		25,323		26,476		25,541		36,554
Travel, meetings and entertainment		12,447		17,771		17,968		16,047		16,587
Professional fees		39,419		31,131		25,589		26,787		21,801
Media relations		130,284		117,992		104,744		98,492		87,729
Web and e-mail		58,900		45,698		43,741		43,628		77,936
Planned media		264,692		275,319		245,910		250,469		233,818
Fulfillment		61,190		58,836		51,944		51,608		53,443
Production		43,685		42,032		44,903		42,933		51,507
Research and market analysis		55,000		22,000		22,000		49,415		32,000
Trade shows		15,631		8,800		6,000		6,000		12,257
Grant expense		-		-		-		92,906		18,000
Regional matching funds		20,775		53,963		7,309		-		-
TBEX expenses		245,588		_		-		-		=
Bad debts		-		6,031		5,625		250		4,481
Interest		-		-		-		-		587
TOTAL EXPENSES		1,245,869		1,012,235		884,374		978,833		960,765
CHANGE IN NET ASSETS		(8,502)		85,432		37,414		14,470		851
Net assets at beginning of year	_	158,916	_	73,484	_	36,070	_	21,600	_	20,749
NET ASSETS AT END OF YEAR	\$	150,414	\$	158,916	\$	73,484	\$	36,070	\$	21,600

FINGER LAKES WINE COUNTRY

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