

# QUINN

Finger Lakes Media Kit

I Love New York: Fall Media Marketplace

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If you are interested in learning more about the below story angles or have specific requests for materials, please reach out the Finger Lakes team at Quinn PR: [FingerLakes@quinn.pr](mailto:FingerLakes@quinn.pr)

### **About the Finger Lakes**

The [Finger Lakes region](#) is comprised of eleven lakes spread across central New York, encompassing 9,000 plus square miles of outdoor adventures and bucolic scenery along with urban hotspots in the region's "gateways" of Rochester and Syracuse. Visitors will enjoy an abundance of Thoreau-esque lakeside retreats, myriad of trails (from a cheese trail to beer trail), more than 120 world class vineyards, farm-to-table culinary delights, hands-on educational museums, and internationally acclaimed annual festivals. A four-hour drive or 45-minute flight from northeastern hubs, it's an easily accessible destination.

### **Current Story Angles to Consider**

**Grape Harvest in Wine Country:** With harvesting season in full swing, the award-winning roster of over 130 wineries and vineyards come to life for an immersive visitor experience. Those looking to be a part of the action can head to the [Harvest Crush](#) on Cayuga Lake or – for the athletic wine lover – participate in the annual [Wineglass Marathon](#). Adventurers can take [grape picking and wine making courses](#) at a century old farm, join [water-to-wine tours](#) on Cayuga Lake with sipping stops along the way, and book an entire [vineyard estate](#) with stunning sunset views over Seneca Lake.

**Adventures for Animal Lovers:** Travelers can find zen cuddling cows at [Mountain Horse Farm](#) or reconnecting with nature through caring for rescued farm animals in the idyllic Finger Lakes countryside at [Farm Sanctuary](#), or practice yoga while interacting with furry friends in alpaca or goat yoga sessions.

**All-Aboard the Cider Express:** Known as the epicenter of the hard cider renaissance, the region takes advantage of apple ripening season to produce fresh, award-winning hard cider, making fall a popular time to visit the region for foodies and cider-lovers. Now, travelers can experience tastings, cider making and harvest festivals more conveniently than ever with the introduction of the [Cider Express Bus](#) direct from NYC (with more routes to come!). Whether tied to the events of [Finger Lakes Cider Week](#) (September 27-October 6) or for a weekend getaway, the new OurBus route and the 45-minute direct flights from NYC to Syracuse and Rochester make it a breeze for travelers to visit this craft beverage destination home to more than 13 cideries and the [Finger Lakes Cider Trail!](#)

**Destinations to Celebrate Book Month:** With October marking National Book Month, literature lovers can immerse themselves in the worlds of some of their favorite authors. Once home to several of the greats including Mark Twain (Huckleberry Finn), L. Frank Baum (The Wizard of Oz) and Frederick Douglass (The Heroic Slave), the region has strong ties to literary history. Travelers can head to the Elmira College campus and get a look at Mark Twain's octagonal study where he spent his summers writing before catching the Mark Twain Trolley to see the writer's final burial place in Woodlawn Cemetery, among other notable sites with ties to the famous author. Wizard of Oz fans will feel a connection with Baum when visiting [his wife's homestead](#) with a dedicated Oz Room, and admirers of famous abolitionist and author Frederick Douglass can visit his resting place at Mt. Hope Cemetery in Rochester, NY, where he lived the last 25 years of his life.

## Looking Ahead

**100 Ways to Celebrate Women Empowerment Trail:** Celebrating the centennial of the passage of the 19th Amendment, travelers can go to where it all began in Seneca Falls – home to the first women’s rights convention. An ideal destination for those that want to be immersed in all things women’s history, the Finger Lakes region has remained at the center of the movement since, with many historic events and historical figures calling the Finger Lakes home. Pioneering residents such as Susan B. Anthony, Matilda Joslyn Gage and Elizabeth Cady Stanton set the stage for our current climate in which a true female entrepreneurial spirit is alive and thriving. In time for 2020’s anniversary, travelers can follow the trail of “100 Ways to Celebrate Women Empowerment” in the Finger Lakes, among them the new location of the National Women’s Hall of Fame, the homes of pioneers like Susan B. Anthony and Harriet Tubman, as well as the court house where Anthony was tried for the “crime” of voting. Travelers making the journey in time to experience the world-renowned fall foliage and harvest season can choose to stay at the Belva Lockwood Inn, former home of Ms. Lockwood – the first women to run for president, or a stay at Firelight Camps, a glamp site owned by chef and cookbook author Emma Frisch.

## Fall Activities

For an all-American autumn vacation, the Finger Lakes offers plenty of foliage adventures, camping sites, corn mazes and more. Travelers can experience:

- **Fall Foliage for Adventurers:** Considered to have some of the best fall foliage in the country (think eleven bright blue lakes against colorfully contrasting hills), the Finger Lakes offers countless options for adventurous travelers to take in the scenery through a range of activities including air gliding at Harris Hill (“Soaring Capital of America”), hot air ballooning, water-to-wine tours, ski lifts soaring above the scenery, and leaf-peeping on bike or hiking trail.
- **Glamping:** A marriage of the great outdoors with a touch of modern luxury, the Finger Lakes has three premier glamp sites to choose from. [Firelight Camps](#) in Ithaca features wood-floor safari tents, foraging adventures with Food Network Star Emma Frisch and nightly s’mores, [Seneca Sol](#), situated just outside Watkins Glen, offers quaint safari tents with balconies and access to private hiking trails and [Mountain Horse Farm](#) offers a luxury farm stay in one of two traditional Sioux Indian teepees and access to on-site horse therapy and cow cuddling.
- **Apple Tasting Tour:** Home to the #1 apple-producing county in New York State, Wayne County has hosted the annual Apple Tasting Tour every October for the last 21 years! A tasting passport takes visitors on a journey to local farms, farmer’s markets, and cider, liquor and wine producers that celebrate the apple harvest. The tour encourages the purchase of local products and family bonding as visitors pick apples, learn the difference of apple varieties in taste, texture, and scent, and spend an hour getting lost in corn mazes such as Long Acre Farm's Amazing Maize Maze.
- **College Tour Family Vacations:** During the height of college tour activity (summer into fall), families can turn university visits into family vacations, especially in the cities of Ithaca, Rochester and Syracuse which are home to colleges including Cornell, Ithaca College, RIT, U of R, St. John Fisher and Syracuse University.
- **New York Haunted History Trail/Ghost Tours:** This fall travelers can experience a haunted piece of history by spending time along New York’s Haunted History Trail. Stops on this real-life ghost-infused trail include Allegiance Bed & Breakfast where ghosts Karen and Ray frequently visit, Spook Hill where cars roll uphill when put into neutral, the Naples Hotel (haunted by at least six friendly spirits), and the brand



new addition of Belhurst Castle where Isabella the opera singer roams the grounds dressed in white. For a historic infusion, visit Elmira for ghost tours in Mark Twain Country where travelers are invited to congregate at Woodlawn Cemetery (home to Twain's grave), for a two-day series of lantern-lit strolls with the tenants of the cemetery.

- **Camping:** A time-honored tradition in the region, campgrounds are plentiful, from remote tenting in the National Forest to traditional wooded lakeside sites and cabins in Letchworth State Park, known as the Grand Canyon of the East.
- **Mountain Resort and Adventure Park:** Best known as a wintertime ski resort, [Greek Peak Mountain Resort](#) provides year-round fun for the whole family with indoor and outdoor adventure opportunities. Its onsite [Outdoor Adventure Center](#) features a Mountain Coaster, a eurobungy, ziplining, downhill mountain biking and seasonal snow tubing. The on-site resort, [Hope Lake Lodge](#) contains a massive [Cascades Indoor Waterpark](#) with a wave pool, four water slides, a cove, an outdoor pool and hot tubs for the whole family to enjoy.
- **Bristol Aerial Park:** [Bristol Mountain Aerial Adventures](#) offers five thrilling outdoor aerial courses comprised of nearly 100 elements, including the Double Helix bridge, snowboard and skate board tree cable crossings, zip lining, and free falling from a height of 60 feet. Courses are offered from beginner to advanced so that visitors of all ages can participate in the adventure.

### **New Accommodation Developments**

**[Esperanza Mansion](#) (Re-opening August 2019):** Located on a promontory with breathtaking views of Keuka Lake, the 1838 Esperanza Mansion will see itself reimagined when it re-opens its doors this August as a hotel, culinary and bridal destination. With rooms named after the various wines produced in the Finger Lakes, original period artwork and interior design decking the walls, the renovation will also include a new speakeasy for a gentleman's spot or for brides and grooms seeking solace before and after the ceremony. Guests will enjoy accommodations both within the early 19<sup>th</sup> century structure as well as within a separate, modernized expansion building.

**[Inn on the Lake](#) (Re-opening August 2020):** The renowned Inn on the Lake will reopen in August 2020 after a complete reconstruction. Continuing its familial leadership spanning three generations, the property will boast 125 rooms with green energy technology, a world-class spa, a barn for hosting events and meetings, a boat dock for locals on Canandaigua Lake heading in for a bite or drink, and a partnership with neighboring [NY Kitchen](#) -- the Finger Lakes' premier stop for local ingredients, wine from among the 130-plus vineyards, and cooking show-style culinary classes.

### **Notable New Culinary Developments**

**[REDD](#):** Michelin-starred chef Richard Reddington will open the doors on his newest project late this summer, offering full service come autumn. The Rochester-based eatery will providing diners with farm-to-table cuisine, a large bar, and indoor and outdoor dining with a view of the colorful fall foliage. The Pittsford native and celebrity chef returns to the Finger Lakes after many successful years of running REDD and Redd Wood in Napa Valley, California.

**[Rella](#):** This newly-opened combination oyster and wine bar in Downtown Rochester serves fresh seafood shipped directly from Boston overnight. From the owner of the highly successful Rocco restaurant which is located only a couple doors down, specialties include tuna, lobster, rock shrimp, crab and half shell oysters.



**Sapalta:** Located on the grounds of the Seneca-lakeside Plum Point Lodge, this brand-new restaurant named after one of the region's native plums is a farm-to-table gem that serves gourmet cuisine with a view. With the largest Sapalta plum orchard in New York, the restaurant incorporates house made plum sauce and plum jam, and locally sourced cheese, meats and alcohol from the region. After opening as a breakfast spot on Seneca Lake, the restaurant recently expanded to serve lunch and dinner.

**Szechuan Opera:** Ideal for spice-loving foodies, this new international hot spot in Rochester, NY serves up traditional Szechuan dishes. The trendy interiors evoke the stylings of a Chinese opera house, complete with a rock fountain, stone bar, and masks decorating the walls. Along with the exotic Szechuan dishes such as pork in garlic chili sauce and hot and sour soup, the restaurant also offers traditional Chinese fare.