



Finger Lakes
Visitors Connection
Ontario County, NY

ANNUAL REPORT

FY2024-25

October 1 - September 30





OUR MISSION

To curate, distinguish, and develop Ontario County's destination brand to inspire travel that creates economic vitality for our stakeholders and communities, while providing quality of life benefits for our residents.

OUR VISION

Ontario County's Visitors Connection (Finger Lakes Visitors Connection) is viewed as an intentional community leader and equity partner in economic development, social, and environmental responsibility. Our destination is valued as a dynamic place to live, work, play, and be well.



Dear Partners,

First and foremost, I want to thank the Finger Lakes Visitors Connection (FLVC) team and our devoted Board of Directors who helped lead our organization and community through this year of transitional leadership. I want to express my deep appreciation to our elected officials and loyal partners for their opportunity to think and reach beyond what's been written. Each day, I feel fortunate to work among a passionate community whose commitment and support give me confidence in our continued growth and future success.

The work of FLVC doesn't just bring visitors to our region, it helps make Ontario County a more vital and better place to live and do business, and it takes a village. Together, we work to drive sustainable tourism, foster economic growth, and continue showcasing the unique charm of this remarkable region. We are committed to demonstrating our adaptability in refining our programs and narrative to successfully navigate the ever-changing landscape of tourism and be an economic driver for this region.

On behalf of our entire team, I extend our sincere thanks for your unwavering support of FLVC and the broader hospitality industry. Your contributions have been essential in helping us overcome obstacles and create a brighter future for our region.

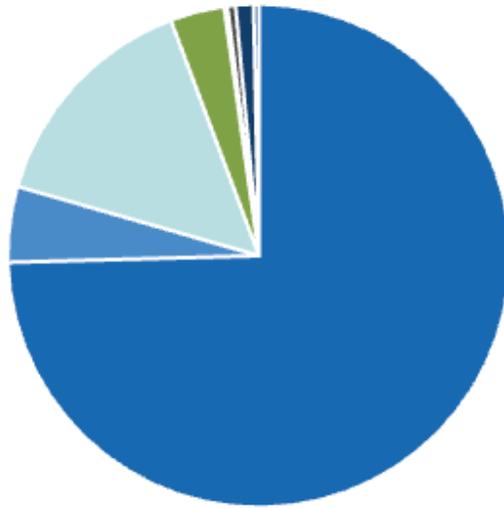
Sincerely,

A handwritten signature in purple ink that reads "Alicia Richie Quinn".

Alicia Richie Quinn
President & CEO

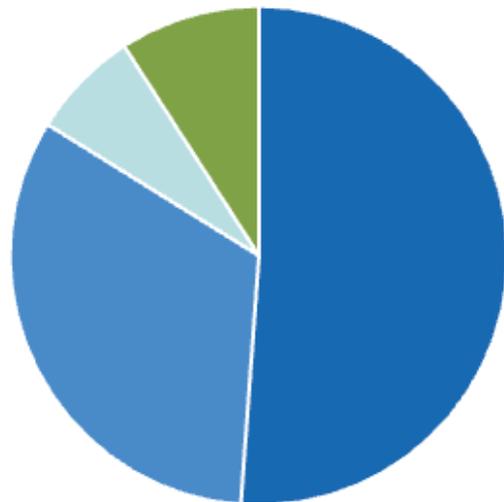
FINANCIALS

REVENUE



- **Hotel Tax** 74.6% **\$1,219,062**
- **Virtual Museum County Grant** 14.8% **\$242,724**
- **NYS Subgrant Meetings** 4.9% **\$79,484**
- **NYS Matching Funds Grant** 3.5% **\$57,018**
- **Interest Earned** 1.1% **\$18,735**
- **InKind** 0.5% **\$8,455**
- **Other Revenue** 0.4% **\$5,752**
- **Program Service Fees** 0.2% **\$3,428**

EXPENSES



- **Promotions** 51.2% **\$827,251**
- **Salaries & Benefits** 32.7% **\$528,064**
- **Administrative & General** 9.1% **\$147,389**
- **Outside Support** 7.1% **\$147,389**

FUNDING STRUCTURE

HOTEL TAX PRIMER

Ontario County occupancy tax law requires that anyone staying in a hotel or motel room pay a 3% room tax on each room rented/per night; this is not including short-term rentals.

A portion of this tax is allocated to Finger Lakes Visitors Connection (FLVC).

TAX BREAKDOWN PAID BY VISITOR

3% County Occupancy Tax
goes to Ontario County, portion allocated to FLVC

3% City Occupancy Tax
*city based, goes to the city of Geneva and the city of Canandaigua

3.5% Sales Tax
goes to Ontario County

4% Sales Tax
goes to New York State

RESEARCH & DATA

Visitors are integral to New York's economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services. Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of New York's visitor economy, Tourism Economics, an Oxford Economics company, developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes for New York State. In partnership with NYS Empire State Development, FLVC receives a regional report using data sources from

- **Longwoods International:** consumer survey data, including spending and visitor profile characteristics
- **STR:** Lodging performance data, including room demand and revenue, for hotels
- **BEA/BLS:** Employment and wage data, by industry
- **U.S. Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors to New York

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. *lodging, restaurants, retail, recreation and entertainment, transportation*). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

**The full report is available at
visitfingerlakes.com/about-us/local-development-corporation/*



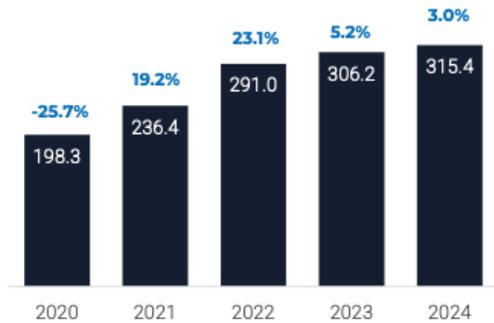
A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the state of New York, from 2024.

RESEARCH & DATA: NEW YORK STATE

New York Visitor Volume

millions



Source: Tourism Economics

VISITOR SPENDING

Visitor spending increased 6.7% to \$94 billion in 2024. Of the \$94 billion spent, lodging, including hotels, short-term rentals, and the value of second homes, accounted for \$31.0 billion—33% of all visitor spending. Visitors spent 26% of their budget on food and beverage purchases.

New York Visitor Spending

\$ billions



315.4M VISITORS TO NEW YORK

A 3.0% increase over the prior year. Both domestic and international arrivals drove growth, increasing 2.9% and 7.9%.



\$94.0B VISITOR SPENDING

Visitors spent \$257.5 million per day in New York, on average.



\$145.2B TOTAL ECONOMIC IMPACT

Visitors spent \$94B. Direct impacts generated +\$51.3B through supply chain (indirect) & income (induced) effects.



\$46.4B TOTAL PERSONAL INCOME

Equivalent of \$6,106 per resident household, regardless of any connection to the visitor economy.



\$11.4B STATE AND LOCAL TAXES

Each household in New York would need to be taxed an + \$1,490 to replace the visitor-generated taxes received by New York state and local governments in 2024.



Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.

RESEARCH & DATA: FINGER LAKES REGION + ONTARIO COUNTY

Visitor Spending, by Region

\$ millions

	2020	2021	2022	2023	2024	2024 Growth
State Total	\$33,941	\$52,049	\$78,654	\$88,098	\$93,989	6.7%
1. Chautauqua-Allegheny	\$439	\$666	\$746	\$792	\$829	4.7%
2. Greater Niagara	\$1,584	\$2,828	\$3,449	\$3,824	\$4,076	6.6%
3. Finger Lakes	\$2,016	\$3,275	\$4,091	\$4,492	\$4,587	2.1%
4. Thousand Islands	\$424	\$576	\$693	\$725	\$766	5.6%
5. Adirondacks	\$1,343	\$1,991	\$2,236	\$2,386	\$2,493	4.5%
6. Central New York	\$1,555	\$2,427	\$3,035	\$3,266	\$3,464	6.1%
7. Capital-Saratoga	\$1,302	\$2,013	\$2,553	\$2,793	\$2,848	2.0%
8. Catskills	\$1,181	\$1,937	\$2,296	\$2,454	\$2,628	7.1%
9. Hudson Valley	\$2,600	\$3,920	\$4,710	\$5,130	\$5,450	6.2%
10. Long Island	\$4,055	\$5,939	\$6,768	\$7,612	\$7,903	3.8%
11. New York City	\$17,442	\$26,477	\$48,077	\$54,625	\$58,945	7.9%

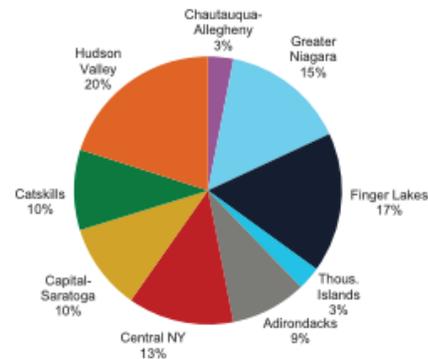
Source: Tourism Economics

Visitor spending across the upstate regions of New York, excluding New York City and Long Island, is more evenly distributed.

In Upstate New York, visitor spending was largest in the Hudson Valley (20%), followed by the Finger Lakes (17%) and Greater Niagara (15%).

Upstate Visitor Spending, by Region (2024)

percent of Upstate New York visitor spend



Source: Tourism Economics

Visitor Spending, by County (2024)

\$ millions

	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Regional Total	\$1,501.5	\$206.3	\$1,546.8	\$671.0	\$404.9	\$256.1	\$4,586.5
Monroe	\$467.5	\$64.7	\$515.2	\$249.9	\$152.2	\$9.0	\$1,458.5
Onondaga	\$428.9	\$45.5	\$426.9	\$190.3	\$161.2	\$41.2	\$1,294.0
Ontario	\$104.9	\$33.2	\$148.0	\$45.8	\$20.7	\$25.0	\$377.7
Tompkins	\$118.4	\$18.1	\$100.1	\$43.7	\$31.4	\$8.6	\$320.2
Steuben	\$52.8	\$13.3	\$55.6	\$28.4	\$6.6	\$51.7	\$208.4
Seneca	\$117.8	\$2.6	\$35.9	\$13.2	\$0.7	\$15.7	\$186.0
Cayuga	\$67.0	\$5.6	\$39.6	\$20.9	\$11.8	\$23.7	\$168.6
Chemung	\$25.0	\$3.4	\$54.6	\$16.3	\$13.1	\$4.4	\$116.6
Cortland	\$23.6	\$6.9	\$50.2	\$16.4	\$1.0	\$6.7	\$104.8
Yates	\$27.3	\$1.0	\$33.9	\$11.1	\$1.1	\$28.2	\$102.6
Livingston	\$19.4	\$2.1	\$36.3	\$13.6	\$2.1	\$7.7	\$81.1
Schuyler	\$28.4	\$4.3	\$19.6	\$11.1	\$0.0	\$17.0	\$80.6
Wayne	\$4.9	\$2.1	\$18.5	\$4.6	\$2.8	\$11.7	\$44.7
Tioga	\$15.5	\$3.7	\$12.2	\$5.8	\$0.2	\$5.3	\$42.8

Source: Tourism Economics

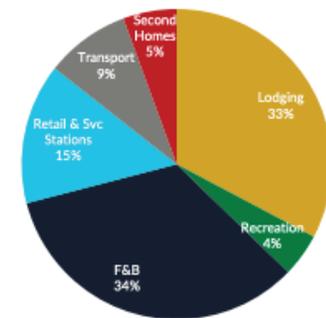
Visitors spent \$4.6 billion in the Finger Lakes in 2024 across a diverse range of sectors.

Spending on food & beverage and lodging comprised 34% and 33% of total, respectively.

Retail and service stations generated significant economic activity in the region, tallying \$671 million (15% of total).

Visitor Spending, by Category (2024)

percent of region visitor spend



Source: Tourism Economics

Visit FINGER LAKES

MARKETING

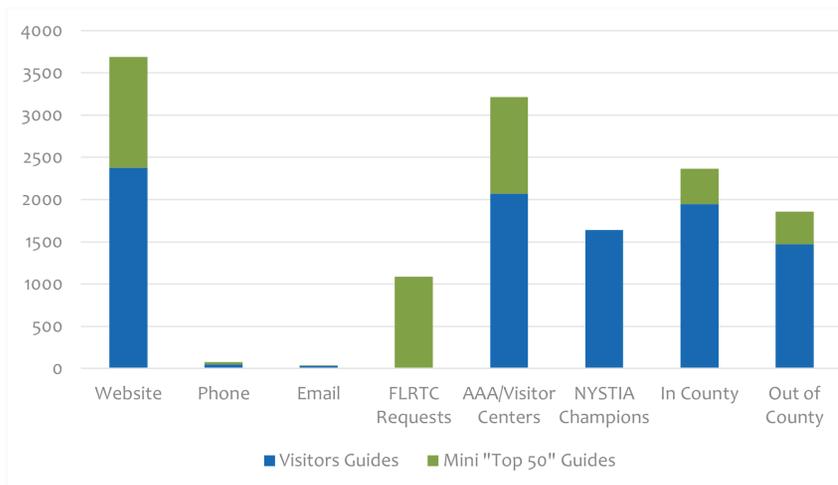
The marketing team’s marketing plan focused on promoting Ontario County to leisure and meetings markets. To further our reach and effort in both markets, cooperative marketing efforts launched with regional and state groups, such as **Finger Lakes Regional Tourism Council (FLRTC)**, **New York State Tourism Industry Association (NYSTIA)**, and **New York State Destination Marketing Organization (NYSDMO)**, proving to be a valuable tool. Additional market segments of importance include accessibility/inclusion and international travelers.



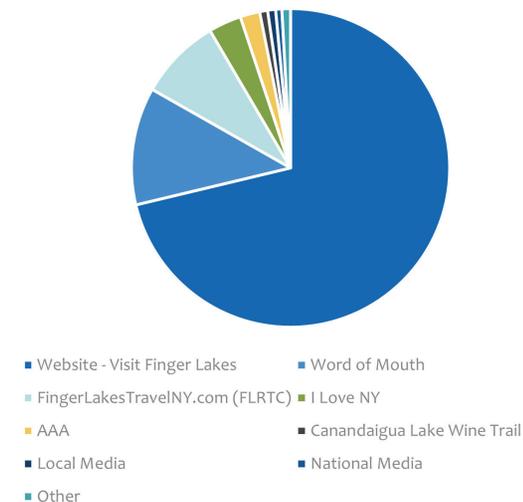
PRINT MATERIALS

- FLVC distributed the Winter 50 Must Do’s mini guide via website inquiries received, as well as, in county distribution to partner businesses.
- 25,000 visitor guides were reprinted and distributed through website inquiries, Finger Lakes Tourism Alliance’s Literature Exchange and FLVC’s Literature Exchange, as well as distribution through the following programs:
 - **Brand Connect Innovations:** AAA distribution program to in-state and out-of-state AAA offices; rack cards placed along NYS Thruway rest areas and Preble rest area.
 - **NYSTIA Tourism Champions Travel Booth:** 18 consumer travel shows across U.S. and Canada.

Brochure Distribution By Source



How Did Consumers Hear About Visit Finger Lakes



MARKETING

DIGITAL PASSPORT PROGRAMS

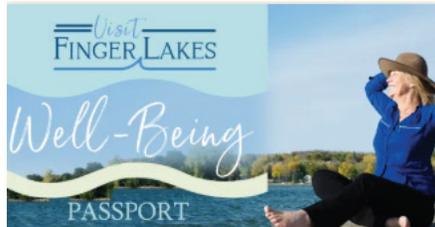
Utilizing the Bandwango platform, the two digital passport programs (Well-Being Passport and Downtown Geneva Passport) were positioned in Visit Finger Lakes print materials, on VisitFingerLakes.com, and on social media. Downtown Geneva Passport also lived on the Geneva BID website and in their promotions as well. Both passports were gamified check-in passports, but lacked achieving many prize redemptions.

Well-Being Passport focuses on wellness attractions, parks, and outdoor recreation across Ontario County.

Results: received 251 sign-ups; approximately 1/3 of those that download the passport check into at least one location on the pass. If the passport continues in the future, evaluation of generating engagement will be key.

Discover Downtown Geneva Passport encouraged visitors to check into retail stores and restaurants in downtown Geneva to curate select wineries outside of downtown, driving traffic from the lake to the businesses.

Results: 167 sign-ups. Alongside the Geneva BID, it was decided with pass performance, capacity, and change in staff to sunset the Downtown Geneva Passport going into FY26.



Well-Being Passport

- Mobile Passport
- Instantly delivered via text and email
- No apps to download and FREE
- Earn points as you go and redeem for prizes

FREE

Sign Up

Learn More





COOPERATIVE MARKETING

In cooperation with the Finger Lakes Regional Tourism Council (FLRTC), FLVC continued participation in the following programs:

HAUNTED HISTORY TRAIL

A NYS program promoting haunted locations and events; **Belhurst Castle, Geneva,** and **Naples Hotel** are featured. Travel Alliance Partnership (TAP) promotes the website and events through paid advertising campaigns across social media, *most heavily during the summer months*. Ontario County received **2,453 brochure request leads**. *Looking Ahead* FLVC will look to revisit how to capitalize on these leads more efficiently.

BRAVE WOMEN FLX

Six counties in the Finger Lakes participate to promote women owned businesses, *primarily in the winter season*; managed by TAP. An annual event of “**Brave Women Weekend**” occurs in March to showcase the region during Women’s History Month. Results include hosting familiarization tours and an appearance on the local media show ARC Rochester.

LUXURY TRAVEL

Together with Cayuga County, a new campaign, **Elevated Serenity**, promotes Ontario and Cayuga counties as luxury destinations; managed by Paperkite and will officially launch in FY26.

FLX OUTDOOR EXPERIENCE

Through a state grant, the region launched the FLX Outdoor Experience, promoting the Finger Lakes region as an outdoor recreation mecca alongside sustainable travel efforts. Kickoff event was held at the Finger Lakes Welcome Center, Geneva. Partners included **Victor Parks and Recreation, Finger Lakes Forest Immersion, Woodville Accessible Boat Launch**.

MYNYVIBE

In cooperation with the New York State Destination Marketing Organization (NYSDMO), quarterly seasonal submissions were provided throughout FY24 and FY25 for destination assets to be shared in a digital campaign known as MyNYVibe. This campaign separated experiences into four categories: *Thrill Seeker, Family Fun, Explorer, and Keep it Chill*. In FY25, VisitFingerLakes.com received **754 referral sessions**.



ACCESSIBLE TRAVEL

FLVC participated alongside both NYSDMO and FLRTC in the **Wheel the World Destination Verified Program**. Wheel the World promotes accessible travel through a process of destination verification. The company sends out mappers that conduct fieldwork to gather photos, accessibility details, and other information used to create partner listings and internal reports on accessibility in the destination. FLVC provided a list of **26 locations** that will be visited by these mappers and included on a digital landing page. The initial 6 locations were published and the remaining locations to be completed in FY26.



INTERNATIONAL MARKETING

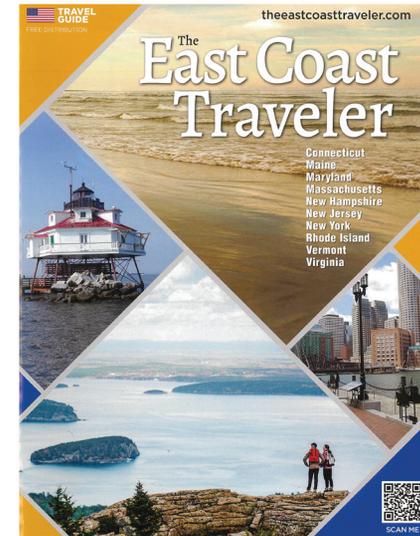
Canada is the top driver for international travel to Ontario County, largely due to the close proximity and convenience of being in the drive market. FLVC had entered into multiple agreements for marketing and advertising to Canadian travelers. As the political and economic environment changed this past year, it proved to be a difficult year for Canadian visitors and travel writers to come to the U.S.

PR efforts saw a shift in focus to awareness campaigns, spreading a welcoming message to visitors for when the time is right.

East Coast Traveler

Year-round

The only free, print & digital, distribution travel publication available in Canada that portrays the Eastern USA regions in a comprehensive magazine. **Print distribution of 60,000 copies to over 400 locations in Canada and U.S.**, primarily to CAA offices and at border crossing locations. Digital guide available at usatourismcenter.ca and theeastcoasttraveler.com. Less than 10 website referrals and QR code scans show on VisitFingerLakes.com analytics for this program.



Brand USA East Canada Spring Expedia Activation

April 7 - June 16, 2025

Digital advertising on Brand USA's Interactive Travel Guide leading to a custom Expedia landing page for hotel bookings. This digital campaign received **5,441,380 impressions and 44,926 views on the Interactive Travel Guide**. In the end, **242 hotel room nights** were booked through the Expedia page, resulting in \$47,982 of attributable bookings.

Canada PR Program

January 1, 2025 - December 31, 2025

A NYS cooperative public relations program among 13 NYS counties managed by Travel Alliance Partnership (TAP) to generate media leads in the Canadian market. The program included proactive and reactive public relations outreach, influencer marketing, hosted familiarization tours, media event representation, and a focused media kit. The program resulted in continued building and fostering of relationships at events such as Travel Media Association of Canada's pop-up event.



SHOPPING SPOTS



A distinctive New York State retail adventure

In the Finger Lakes wine region, head to Eastview Mall for retailers and shops unique to the area. The mall also boasts an arcade, movie theater and spa. When hungry, grab a quick bite or have a meal at one of the many sit-down restaurants. DICK'S House of Sport offers equipment and apparel for all sports and outdoor adventures, as well as a batting cage, rock wall and golf simulator.

[More Trip Ideas](#)



MEETINGS MARKETING

Marketing efforts for meetings was focused through the award of the NYS Subgrant for the MICE market and in conjunction with five waterfront resort destinations: *Ontario County, Watkins Glen, Chautauqua County, 1000 Islands, and Cooperstown.*



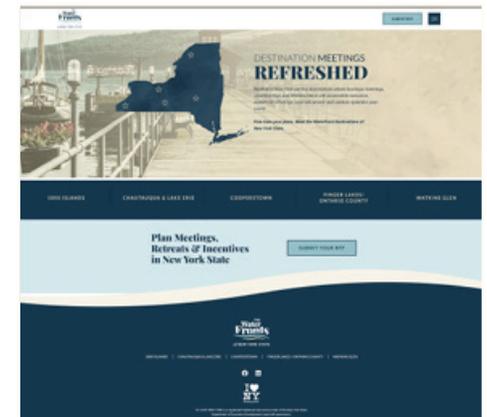
The budget supported trade show attendance and a digital marketing campaign managed by Digital Edge in the form of a microsite, social media accounts, email marketing, and paid social ads.

RESULTS

- 4.5M programmatic display impressions, July 2024 - April 2025
- 3.2M social distribution impressions, July 2024 - August 2025
- 104K total users who logged at least one event on the website
- Prevue Magazine email campaign engaged the most readers

104K
TOTAL USERS
The number of distinct users who have logged at least one event

Source	Total Users	New Users	Returning Users
Display	36,461 (34.86%)	35,887 (34.46%)	2,357 (68.16%)
Email	35,238 (33.69%)	35,361 (33.95%)	19 (0.55%)
Paid Social	30,681 (29.34%)	30,807 (29.58%)	946 (27.36%)
Direct	1,674 (1.6%)	1,649 (1.58%)	126 (3.64%)
Organic Social	326 (0.31%)	300 (0.29%)	5 (0.14%)





EMAIL LEISURE MARKETING

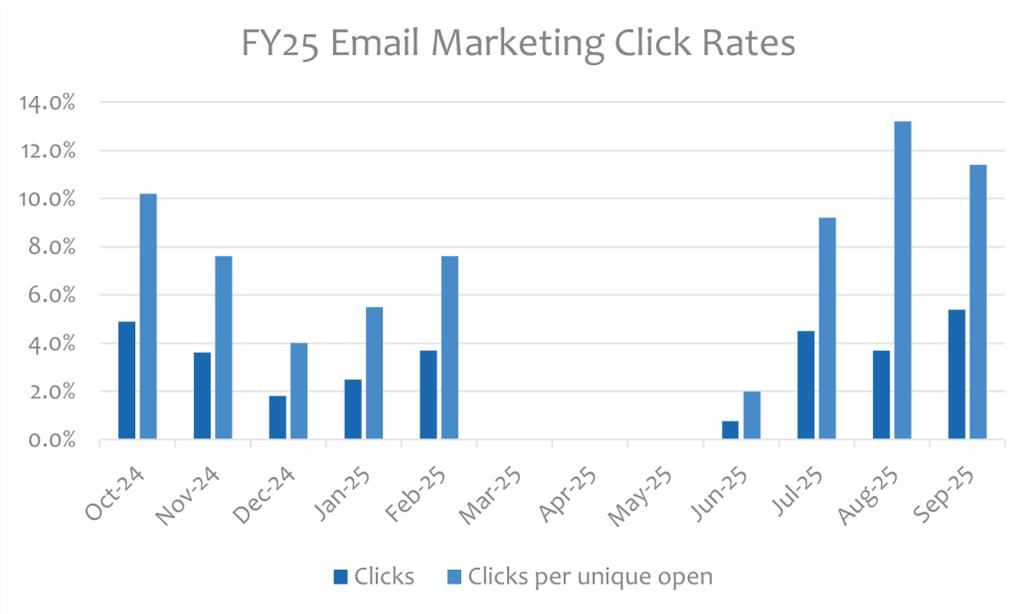
Leisure e-newsletters were distributed monthly to leisure travelers via direct sign-ups and brochure inquiry requests. Due to staff transition in the winter months, there were 9 newsletters distributed. The consistent transfer of sign-ups from CRM to Mailchimp and increased cross-linking efforts in our blogs aided an increase of **4,905 recipients**. A simplified branded template was adopted, A/B testing was implemented, showing the best engagement when delivered at 9 a.m. on Saturdays.

15,000
Subscribers/Opt-ins

42.9%
Average Open Rate

3.2%
Average Click Rate

7.5%
Average Click to Open Rate





PUBLIC RELATIONS

FLVC secured 184 placements across 50 regional, national, and international outlets, generating approximately **487.6M impressions**. Coverage showcased Ontario County as a year-round destination, highlighting wine, farm-to-table experiences, women's history, luxury stays, romantic getaways, outdoor recreation, accessibility, and more.

The Finger Lakes region was also featured in timely lists, positioning several partners as standout destinations. PR efforts included reactive and proactive pitching, **12 hosted FAM tours**, and four press releases, with several initiatives supported through collaborations with the Finger Lakes Regional Tourism Council, I Love NY, Travel Alliance Partnership, and The Lake House on Canandaigua.



EDITORIAL HEADLINES

"Where to Ski in Upstate New York" *Condé Nast Traveler*

"19 Easy Weekend Getaways From NYC" *Condé Nast Traveler*

"7 stunning US destinations to see spring flowers in full bloom" *USA TODAY 10 BEST*

"A Starter Guide To Wine Tasting In The Finger Lakes Of Upstate New York" *Forbes*

"The 15 Best Lake Vacations in the World with MICHELIN-Worthy Stays & Dining" *Michelin Guide*

"52 Places to Travel in the U.S. This Year" *AFAR*

"17 New York Romantic Getaways That Couples Should Explore" *The Knot*

"21 Best Places to Travel in September" *Travel + Leisure*

"A Wheelchair Accessible Outdoor Getaway to the Finger Lakes" *I Love NY*

"Where to Play, Eat, and Stay in New York's Finger Lakes to Honor Women" *Matador Network*

Looking Ahead

FLVC will continue participating in regional and statewide initiatives to promote Ontario County as a premier destination within the Finger Lakes and New York State. We aim to take a more proactive approach to identifying trends and media opportunities, strengthening our presence across media outlets and content creation that builds awareness and drives consideration and conversion for our destination.



Earned Media

184
media placements

487,600,000
impressions



SOCIAL MEDIA

FLVC focused its social media efforts on creating organic content that highlighted the diversity of experiences available throughout Ontario County. Content strategy balanced the promotion of individual businesses with events, seasonal experiences, and timely, trending topics.

According to platform analytics, **follower growth increased significantly during the final quarter of the fiscal year**. Engagement patterns also showed that top-performing posts were predominantly related to summer and fall activities. This aligns with Ontario County's peak visitation seasons, when traveler interest and promotional activity are highest.

Audience insights indicate that the majority of FLVC's social media followers are based in New York State.



Top Cities

1. Canandaigua, NY
2. Rochester, NY
3. Geneva, NY
4. Farmington, NY
5. New York, NY
6. Fairport, NY
7. Penn Yan, NY
8. Victor, NY
9. Penfield, NY
10. Waterloo, NY



Top Cities

1. Rochester, NY
2. Canandaigua, NY
3. New York, NY
4. Geneva, NY
5. Fairport, NY
6. Irondequoit, NY
7. Penfield, NY
8. Farmington, NY
9. Brighton, NY
10. Victor, NY

Looking Ahead

For FY26, Visit Finger Lakes will expand its social media strategy to reach both New York State residents and key out-of-state markets. The focus includes increasing trend-driven content such as reels, exploring partnerships with content creators, and adopting a more reactive approach to timely moments.

31,500
total social fans

28,000
engagements

Channel Growth

Facebook

18,033 Followers (+5.7%)
10,421 Engagements (+79%)
1,309,058 Impressions

Instagram

11,488 Followers (13.1%)

LinkedIn

1,524 Followers (+31%)
59,476 Impressions
2,724 Reactions
368 Comments
23 Reposts

TOP POSTS



Visit Finger Lakes is at City of Canandaigua.
Published by Sprout Social · June 17 · Canandaigua

Imagine 150+ artists taking over Main Street.

Add live music all day, every day. 🎸
Toss in food trucks, smiling faces, and community spirit. 🍷

That's the Canandaigua Art & Music Festival, and it's returning July 18-20!

Grab your crew, your comfy shoes, and your curiosity. Let's make some artful memories together!

<https://www.visitfingerlakes.com/.../july-events-ontario-/>



Canandaigua Art & Music Festival

95,271 impressions
582 engagements
413 reactions
949 post link clicks



Finger Lakes Visitors Connection
1,277 Followers
Leadership news from Finger Lakes Visitors Connection!

We're excited to welcome Alicia (Richie) Quin, CDME as our President. [...more](#)



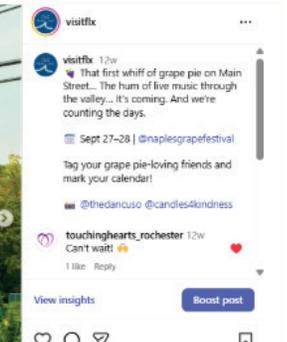
New CEO

4,008 impressions
502 engagements
182 reactions



Naples Grape Pie Festival

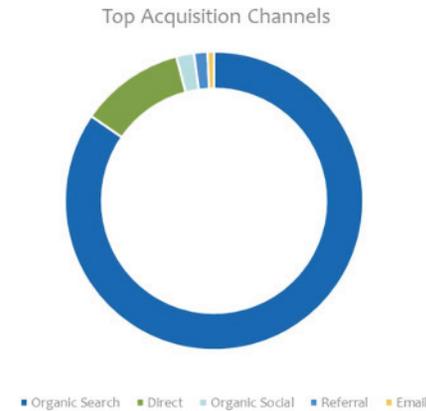
2,556 impressions
279 engagements
202 reactions
60 post link clicks





VISITFINGERLAKES.COM

VisitFingerLakes.com continued to see positive performance. While total users were down 1.7% from FY24, engaged sessions increased by 3.4%. Efforts to increase engagement include cross-linking in more places and enhancing seasonal page content. **Organic search resulted in 84.97% of user traffic to the site**, demonstrating that search engine optimization (SEO) needs to be top of mind. Top search queries included: *finger lakes, finger lakes new york, geneva ny, canandaigua, things to do in canandaigua*.



NEW SEASONAL LANDING PAGES



Fall Foliage in The Finger Lakes

Fall is a beautiful time in the Finger Lakes. Warm days and cool nights, farmers markets, and so many outdoor activities to enjoy. Undoubtedly, the magical part of fall is the vibrant colors of orange, yellow, and red that adorn our landscape. Enjoy a hike, take a drive, or relax with a glass of wine as you soak in the rich colors of our picturesque region. Whether you're with friends, kids, family, or on your own, these fall activities in Ontario County will help you create golden core memories all season long!

For an up-to-date New York Fall Foliage Report, click here!

- The Ultimate Finger Lakes Fall Fun Guide** [read more](#)
- U-Pick Farms in the Finger Lakes** [read more](#)
- Fall Events & Festivals** [read more](#)
- September Events in the Finger Lakes** [read more](#)
- October Events in the Finger Lakes** [read more](#)
- Don't Miss These Spooky Finger Lakes Adventures** [read more](#)

Head to one of the Finger Lakes' fall festivals to celebrate the season, like the Fall Festival and Fall Sky Ride at Bristol Mountain or Fall Festival at Pick's Patch. Sip on locally-crafted wines and beers to warm you up on a chilly evening—or grape out on all things Grapes at Night Grape Festival. Encounter the paranormal with haunted Halloween events the Halloweenfest at Lincoln Hill Farms, the Haunted Skull at Sweeney Gardens, and Murder Mystery Dinner Cruises about the Cannadaga Lady, or opt for some not-so-scary haunts during daytime fun. Make your way to the pumpkin patch to find the perfect pumpkin for your next jack-o'-lantern.

For a cozy fall getaway, stay at a local bed & breakfast, complete with plenty of festive charms that's perfect for the season. While exploring, take in the scenic beauty with a drive along the suggested routes to enjoy the Colors of the Season. Or grab your hike and pedal along the Ontario Pathways for stunning canopy views.

Whether you're looking for fall festivals nearby or exciting fall events in the Finger Lakes, there's no shortage of seasonal fun to enjoy! Tag your photos using #VisitFLK and check out the photos tagged for a peek at Ontario County in its fall full splendor.

Looking Ahead

FLVC will prioritize SEO as we continue to optimize listings, events, blogs, and landing pages. We will direct traffic from social media more purposefully to general pages to increase overall engagement. Steps towards a website redesign for a more fresh and user-friendly experience will begin, including branding our collection of blogs, introducing an interactive map component, and continued enhancement of seasonal/event landing pages.

Top 5 Pages of Website	Views
/	160,354
/event/s/	123,356
/plan-your-trip/visitors-guide/	66,338
/plan-your-trip/finger-lakes-maps/	55,151
/event/s/concerts-and-live-music/	28,487



BUSINESS DEVELOPMENT

This past year has been one of transitions both, with our team and our systems. FLVC focused on continued relationships and participation with meeting planners through the **Empire State Society of Association Executives (ESSAE)** and **Meeting Planners International, Upstate NY (MPIUNY)**. In partnership with NYS Destination Marketing Organizations (NYSDMO) we generated new potential leads through several meetings, tradeshow and participated in NYSAE Meet New York show, ESSAE Annual Meeting and Tradeshow, and Destinations East.

EVENTS ATTENDED

- Northstar Destinations East Conference | *Niagara Falls, NY*
- MPI Fall Focus | *Rochester, NY*
- NYSAE Meet New York | *New York City, NY*
- MPI networking event | *Troy, NY*
- ESSAE Marketing, Meetings & Membership Symposium | *Troy, NY*
- ESSAE Annual Meeting & Tradeshow | *Albany, NY*

HOSTED GROUPS & PLANNERS

- NYSTIA
- Association of School Business Officials
- Intercounty Association
- NYSTIA Conference
- Trinity Church potential event planners/buyers



29
Cvent RFP's received

180
International IPW leads

150
Connect Marketplace leads

38
Student Youth Travel Leads



Looking Ahead

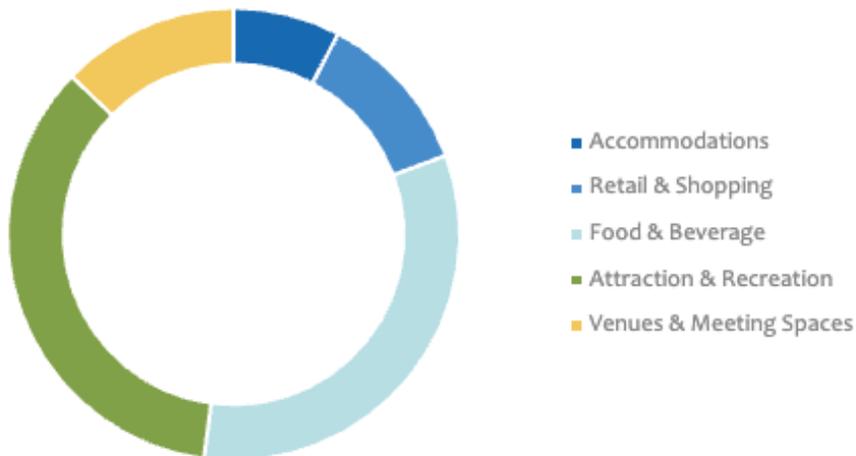
FLVC will continue to develop relationships with meeting planners in New York State and the Northeast Region, specifically for their leadership conferences, board meetings, and retreats. Outreach will include targeted email marketing and individual site visits. New market research will give way to Ontario County's efforts in the sports market and the potential for developing leads for prospective amateur and youth sporting events, including pickleball, running, cycling, and winter sports.

PARTNERSHIP

FLVC partners are tourism-facing businesses across Ontario County that contribute to the rich diversity of experiences available to visitors each day. These businesses can participate in a wide range of services enhancing their visibility and engagement with visitors and residents.

The Partner Portal is a secure, online portal for FLVC to connect and collaborate with our hospitality partners by streamlining information exchange, lead management, and data updates, allowing partners to manage their listings, respond to sales opportunities (RFPs), submit events, and access vital communications, ultimately boosting efficiency and stakeholder engagement.

Partner Category Breakdown



782

total partners

53

new partners in FY25

524

partner referrals from VisitFingerLakes.com to partner websites

98

partner accounts logged into partner portal



Breakdown of what partners updated:

- Account Contact Info: 17 vs. 15 previous year
- Listings: 188 listings vs. 162 previous year
- Leisure Events: 355 vs. 340 previous year
- Special Offers: 19 vs. 57 previous year
- Images Refreshed: 148 vs. 92 previous year

Looking Ahead

FLVC's focus remains on strengthening partner engagement, collaboration, and helping our partners better understand the full scope of what FLVC offers, including a cooperative partnership engagement strategy. By continuing to communicate effectively, building meaningful relationships, and promoting our partners to potential visitors, we aim to support a robust, connected tourism community that grows stronger each year.

PARTNERSHIP ENGAGEMENT

Tourism Thursday Holiday Party, FLVC Office | December 2024

30 partners discussed holiday plans/forecasts for businesses.

Tourism Thursday, Smokin' Tails Distillery | March 2025

25 partners engaged with new FLVC members while FLVC teased a Partner Program.

Visitors Economy Summit, New York Kitchen | March 2025

50+ partners, government officials, and board members learned about how we can use tourism as a tool for economic vitality as a community. Josiah Brown presented the different ways to use our individual tourism marketing efforts to boost the local economy with an interactive roundtable and visioning session.

Literature Exchange, The Hotel Canandaigua | June 2025

16 partners exchanged promotional materials and connected with one another.

Tourism Tuesday, Brew and Brats | September 2025

40+ partners attended to meet the new President and CEO, Alicia Richie Quinn, and reconnected with one another to discuss how the Summer went.



12
newsletters distributed

11,897
total impressions

45.38%
average open rate

2.65%
click-through rate

13.97%
click-to-open rate



Hello Friends of Visit Finger Lakes,

At FLVC, we're keeping a close eye on how national forces continue to evolve and impact the tourism and hospitality landscape. That means preparing for some softening in the short term while continuing to build for long-term growth, especially with 2026 right around the corner.

- **Softening National Economy:** There were many unknowns around this at the start of the year. Now, a tightening labor market, rising tariffs, and cautious consumer spending are evident, leading to slower economic growth across the U.S. That impacts discretionary spending that visitors may typically put toward travel.
- **Inflation:** Elevated inflation is raising the cost of services including food, accommodations, and airline fares. Cost of goods and housing are also rising, deepening the impact on discretionary spending mentioned above.
- **International Travel:** International travel continues to take a hit due to more aggressive border policies, visa rules, and executive actions that have prompted travel advisories from international governments.

Despite these challenges, many factors are still driving strong travel momentum.

- **Leisure Travel Remains a Priority:** Americans continue to prioritize meaningful experiences and getaways. Two of every three U.S. travelers are planning a leisure trip within the next six months, according to MMGY Travel Intelligence.
- **Large Events Still Drive Visits:** Festivals, like the upcoming [Naples Grape Festival](#), will bring people into the region. We feel confident this summer's CMAC concert lineup yielded strong audience numbers representing music enthusiasts from the Mid-Atlantic States.
- **Keep an Eye On:** Business travel. This segment of the market mix is navigating its own headwinds and tailwinds as it looks to regain its pre-pandemic footing. While corporate profit margins are holding strong and higher spending from expected personal and business tax cut extensions drives some momentum, the uncertainty of tariffs' impact on business

VIRTUAL MUSEUM

The Finger Lakes Virtual Museum project is an initiative of FLVC & Ontario County, in partnership with MAGIC Spell Studios at Rochester Institute of Technology and STQRY, supported in part by a grant from NYS Empire State Development.

TIMELINE

- June 2023; Grant Awarded
- February 2025; RIT Magic Studios completed content development.
- March 2025; written, audio, and visual content supplied to STQRY.
- April 2025; app launched in Apple Store and Google Play Store.
- April 2025; NYS Tourism Conference attendee preview.
- Summer 2025; Construction of Signage.
- September 2025; new historic markers completed by Catskill Castings & QR Codes printed by Mobile Graphics.
- October 2025; shipping of signs.
- November 2025; install.
- FY26 Launch, weather pending.

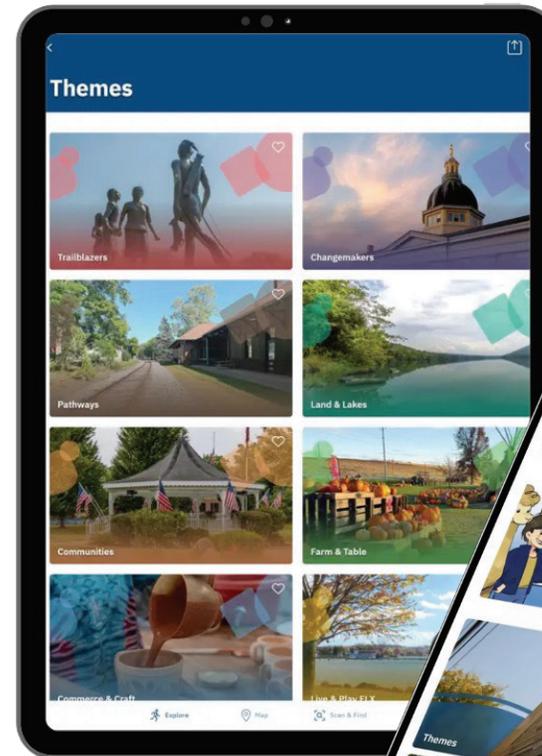
The project showcases over 60 historic locations across 10 different story themes. These themes and content are accessible via mobile app or web browser, supported by STQRY.

THEMES

Trailblazers | Changemakers | Pathways | Land & Lakes | Communities |
Farm & Table | Commerce & Craft | Live & Play FLX | Learning Legacies |
Who Knew



Finger Lakes
Virtual Museum



RIT | MAGIC Spell Studios

story



Looking Ahead

The Finger Lakes Virtual Museum will bring regional heritage to life through augmented reality and interactive storytelling when it officially launches. FLVC will integrate the stories with our digital content strategy and VisitFingerLakes.com for a fully integrated and immersive experience.

OUR STAFF (as of 9/30/25)

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BOARD OF DIRECTORS (2024-25)

DAVID HUTCHINGS

BOARD CHAIR
 Sonnenberg Gardens & Mansion
 State Historic Park

LISA FITZGERALD

1ST VICE CHAIRPERSON
 Finger Lakes Winery Tours

CHARLES PARKHURST

SECRETARY
 Lyons National Bank

STEVE FULLER

TREASURER
 Bristol Mountain

MIKE KAUFFMAN

IMMEDIATE PAST CHAIRPERSON
 Eastview Mall

CHRISTOPHER VASTOLA

REP. BOARD OF SUPERVISORS
 Town of Canadice, Springwater

SHERYL MORDINI

1795 Acorn Inn

SHERRY BRAHM-FRENCH

Arbor Hill Grapery & Winery

MARK GILBRIDE

Lazy Acre Alpacas

MIKE DARLING

Crafty Ales and Lagers

EDWARD C. KENYON

Kenyon and Kenyon

LENORE FRIEND

Finger Lakes Community College

LORI PROPER

The Lake House on Canandaigua

JIM CECERE

Vinifera

TODD PLOUFFE

Indus Hospitality Group

NAVED AMED

Geneva on the Lake

MIKE ROEDER

Friend of FLVC

