

To seize PR exposure by seeding third party sites (such as I Love NY, Finger Lakes Regional Tourism Council) with at least 12 "pitches" of curated content that will leverage our Search Engine Optimization, Social Media data and click through rates to promote winter and other seasonal content. Examples include "maple, sustainability – Earth Day, Voluntourism."

Seeding on ILNY and other Finger Lakes associated sites has been an ongoing strategy. By pitching stories monthly for ILNY blogs, keeping our events updated and aggregating, submitting images and festivals, we are keeping Ontario County on ILNY's winter radar.

Finger Lakes Spotlight: <https://www.iloveny.com/places-to-go/finger-lakes/spotlight-finger-lakes/>

Attractions: <https://www.iloveny.com/places-to-go/finger-lakes/attractions/>

A few examples of blogs mentioning the region:

<https://www.iloveny.com/blog/post/how-to-spend-the-weekend-in-new-yorks-coolest-ski-towns/>

<https://www.iloveny.com/blog/post/things-to-do-this-winter-in-new-york-state/>

Our PR efforts have also paid off in responding to media queries that get sent out monthly. Recently we responded to a pitch request from FINN and pitched Canandaigua's Fire and Ice Festival. We were placed first in an article by FORBES for Top Winter Festivals!

<https://www.forbes.com/sites/micheleherrmann/2024/01/07/bundle-up-and-head-outdoors-to-these-top-winter-festivals/?sh=44112849c0e4>



FINGER LAKES REGIONAL TOURISM COUNCIL

December 2023 PR Report





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- **MEDIA MONITORING**
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DECEMBER 2023 MONITORING

Travel+Leisure [I'm a Native New Yorker, and These Are the State's Best Hidden Gems Beyond NYC](#) *Madden Assist

Readership: 10.4M Shares: 176

NUVO [Rochester in New York Should Be on Everyone's Travel List](#) *Madden Assist

Readership: 52,214

Fodor's Travel [The 12 Coziest Frozen Lake Towns in North America](#) *Madden Assist

Readership: 1.7M Shares: 124

World Atlas [13 of the Most Quaint Small Towns in Atlantic Coast](#)

Readership: 4.7M Shares: 3

[12 Unforgettable Small Towns to Visit in New York](#)

Readership: 4.7M Shares: 40

[13 Best Small Towns In The Finger Lakes For Retirees](#)

Readership: 4.7M Shares: 8

[10 Of The Most Welcoming Towns In New York](#)

Readership: 4.7M Shares: 120

The Travel [10 Weekend Getaways From NYC](#)

Readership: 2.7M Shares: 2

[10 Fully-Indoor Historic Sites In New York State To Visit This Winter](#)

Readership: 2.7M Shares: 65

Good Housekeeping [30 Fascinating Things You Didn't Know About 'It's a Wonderful Life'](#)

Readership: 44.1M Shares: 11

Family Vacationist [13 Best New York Family Vacations Beyond the Big Apple](#)

Readership: 86,250 Shares: 126

Exotic Wine Travel [Wineries East Side Seneca Lake - Wine Travel](#)

Readership: 5,780

Shondaland [Where to Stay to Catch the April 8, 2024, Total Eclipse](#)

Readership: 388,154 Shares: 140

ILNY [How to Spend the Weekend In New York's Coolest Ski Towns](#)

Readership: 353,101

Wherever Family [CELEBRATE NEW YORK'S WINTER SEASON WITH THE FAMILY](#)

Readership: 7,159 Shares: 1

Mommy Poppins [The Coolest New Stuff for Families in NYC Metro Area – Our 2023 Review](#)

Readership: 1.2M Shares: 28

DECEMBER PITCHES & CONVERSATIONS

Notable December Leads/Pitches:

- Thrillist - Under the Radar Romantic Destinations
- Smarter Traveler - Wellness Retreats in 2024
- Yoga Journal - Best Outdoor Yoga Classes
- USA Today 10Best - Best Romantic Wine Country Hotels
- Wealth of Geeks/MSN - Cities w/Unique Wellness Experiences
- Group Travel Leader - NY State Waterfront Activities
- Outdoors.com - Best Ice Festivals

Writer Conversations:

- [Erik Trinidad](#)
 - Travel AgeWest, AFAR, BBC
 - Re-connected with him about a possible 2024 visit
- [Waheeda Harris](#)
 - NUVO Magazine, TravelWeek
 - Connected with her and sent her some initial destination info
 - Based in Canada