

# PARTNERSHIP ENGAGEMENT OPPORTUNITIES



Visit  
FINGER LAKES





Dear Partners,

In the world of destination marketing, more collaboration means more visitation. Learn how we can work together to promote your business and Ontario County/ Visit Finger Lakes to travelers, meeting planners, tournament organizers, and tour operators.

Everything the Finger Lakes Visitors Connection (FLVC) does – advertising, communication, social media, partnerships – drives to [VisitFingerLakes.com](https://www.visitfingerlakes.com).

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 creating a brighter future for our region.

Sincerely,

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

**Alicia Richie Quinn**  
President & CEO



## TOURISM MATTERS IN ONTARIO COUNTY

Visitor traffic drives economic development through tourism. More outside spending in our community sustains and creates jobs and raises the quality of life for those living here. Tourism drives \$145.2B in economic impact to the state of New York with visitors spending \$94B statewide and \$377M in Ontario County.



As the official destination marketing organization for Ontario County, Visit Finger Lakes promotes the area as a must-visit destination in New York State. We are thrilled to welcome you to our network of local businesses that help showcase what makes Ontario County and the Finger Lakes such a special place. Together, we inspire travel, enhance visitor experiences, and strengthen our local community.

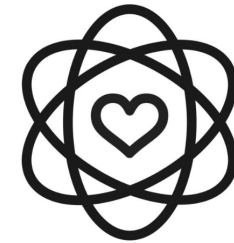


To curate, distinguish, and develop Ontario County's destination brand to inspire travel that creates economic vitality for our stakeholders and communities, and provides quality of life benefits for our residents.



Finger Lakes Visitors Connection's efforts are 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.



**Authentic & Genuine:** Be true to our roots & FLX traditions.

**Collaborative:** Bring the community together; encouraging partnership.

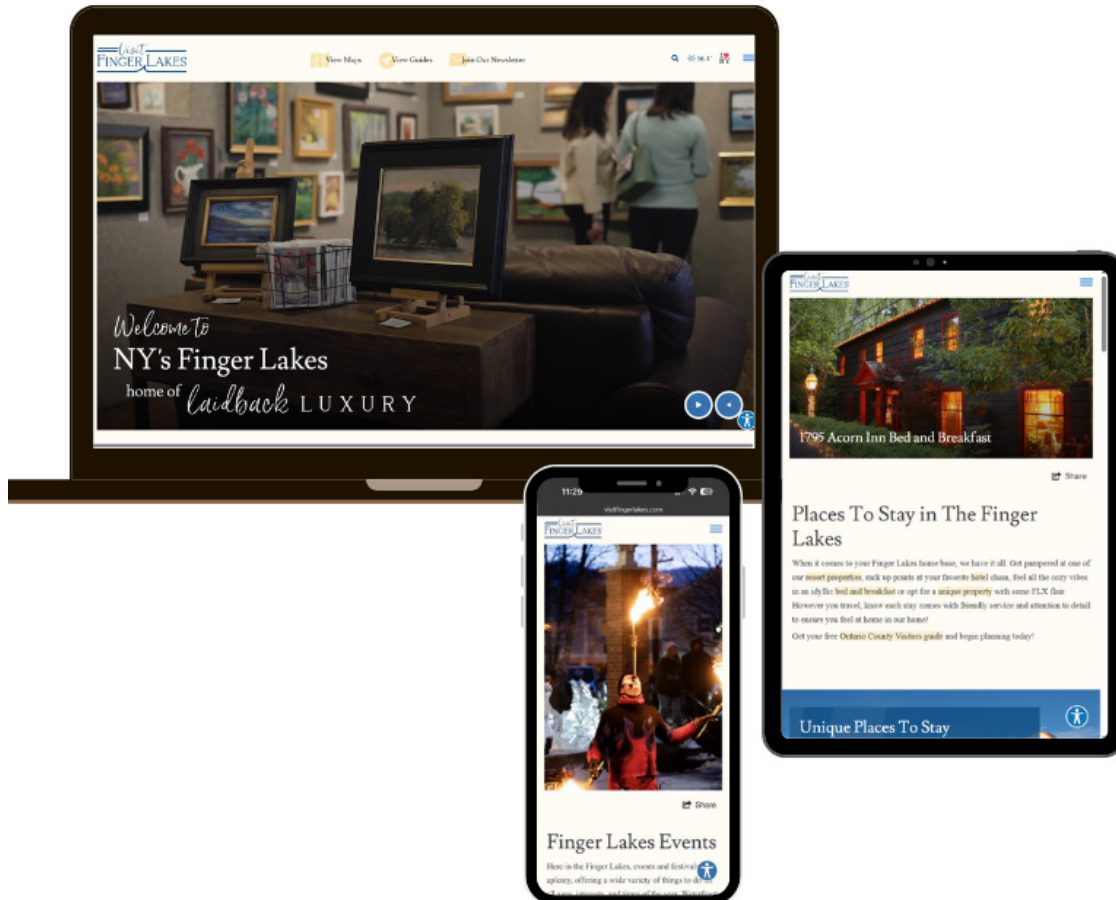
**Curious:** Explore and discover new experiences.

**Responsible:** Do everything with integrity and transparency.

**Laidback:** Calm, easy going, and approachable.



## PARTNER WITH VISIT FINGER LAKES



Visit Finger Lakes is our name and our mission. As the county's official destination marketing agency, we build Ontario County's image, drive visitation, and boost the economy.

**VisitFingerLakes.com** is Visit Finger Lakes' call-to-action: On the site, users discover the promise of an Ontario County trip, and they decide to experience it for themselves.

Visit Finger Lakes drives visitors.

## MARKETING & ADVERTISING



Our call-to-action, **VisitFingerLakes.com**, is prominent in our messaging, including advertising and communications.

### MEDIA STRATEGIES

» 01

Portray Ontario County as a convenient destination for a fun, uplifting experience that appeals to a wide range of personas.

» 02

Generate and distribute content that tells an overarching brand story, and enable and inspire visitors to supply the rest and share it.

» 03

Engage the community and rally local partners to support and benefit from marketing efforts.

» 04

Focus digital media on reaching the right audience in the right context, while employing a cross-device strategy.

## WHO WE MARKET TO

### DEMOGRAPHIC HIGHLIGHTS

Ages 25–65  
 Mid-to-high income  
 Urban & suburban origin markets  
 Experience-driven travelers

### GEOGRAPHY (DMAs)

*Primary*  
 Ontario County, N.Y.  
 Rochester-Buffalo-Syracuse,  
 New York City-Northern New Jersey, Philadelphia,  
 Eastern Canada

*Secondary*  
 Baltimore-Washington, D.C., Boston, State College,  
 Harrisburg-Lancaster-Lebanon-York  
 Germany-Austria-UK-Ireland

### PRIMARY AUDIENCE PROFILES

Outdoor / adventure travelers  
 Wellness & slow-travel seekers  
 Wine & agricultural audiences  
 Culinary & art enthusiasts  
 History & cultural visitors  
 Luxury & boutique travelers





## HOW WE TELL OUR STORY

### PUBLIC RELATIONS

It takes a dedicated team of media relations professionals, content editors, videographers, and photographers, plus on the ongoing support of I LOVE New York, the Finger Lakes Regional Tourism Council, neighboring DMOs.

Visit Finger Lakes interacts with the press—pitching stories, sending photos, hosting media, and inviting journalists to experience Ontario County for themselves.

**THE RESULT:** powerful, third-party endorsements from trusted outlets. These stories get people thinking about Ontario County. Some of them include a link to [VisitFingerLakes.com](https://www.visitfingerlakes.com), and some inspire people to find the site as they research the Finger Lakes and Ontario County on their own.

### 2024-25 EARNED MEDIA

184 Placements  
487.6M Impressions

**AFAR** TRAVEL+  
LEISURE

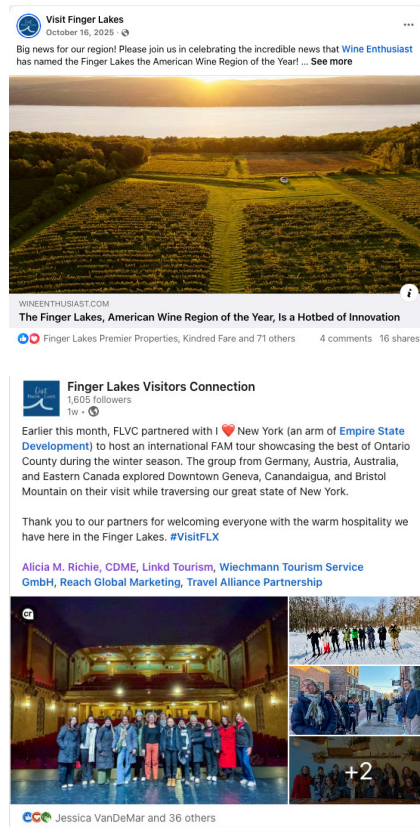
  
**MATADOR**  
network

**FOX**  
ROCHESTER

**Forbes** FOOD & WINE

Condé Nast  
**Traveler**

## HOW WE COMMUNICATE



### SOCIAL MEDIA

Improve impressions, inspire real-life actions, and drive traffic to [VisitFingerLakes.com](https://www.VisitFingerLakes.com). Organic social produced 5% of all website visits in 2024-25. Our fan base is **31,500+** across Facebook, Instagram, and LinkedIn.

- » 18K Facebook likes
- » 11.4K Instagram followers
- » 1.5K LinkedIn followers
- » 250 YouTube subscribers

### #VisitFLX

We use #VisitFLX and encourage partners and fans to do the same. There are 11.2K+ tagged Instagram photos!

### WEB VIDEOS & YOUTUBE

FLVC creates and shares Ontario County stories on YouTube.com. Request that we favorite your content from our YouTube channel.

### CONSUMER ENEWS

Monthly, FLVC distributes a leisure audience of **over 15,000** subscribers, earning an **average open rate of 42.9%** and an **average click-to-open rate of 7.5%**.





## COMPLIMENTARY PARTNER BENEFITS



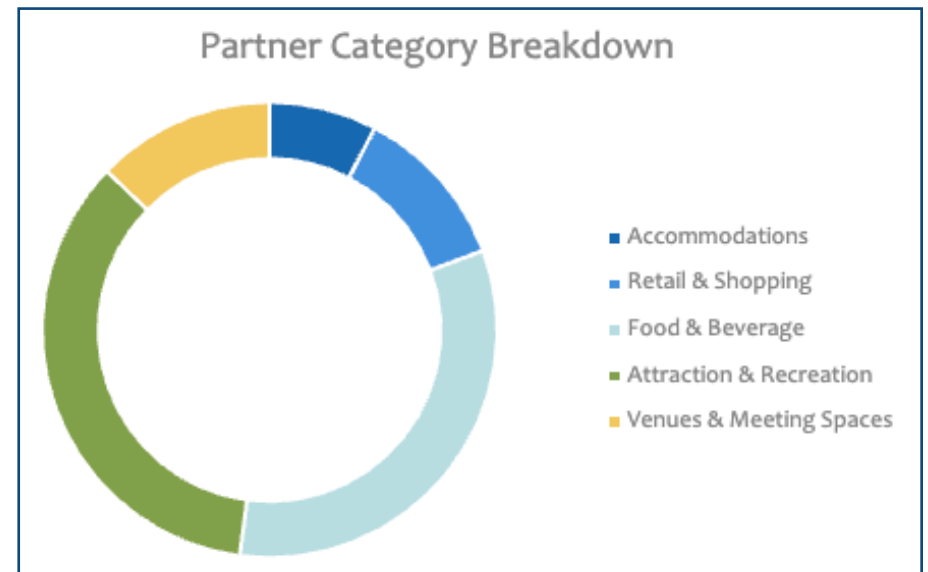
» Engaging listing on VisitFingerLakes.com.

» Promote your events and special offers on VisitFingerLakes.com.

» Gain access to our Partner Portal.

» Invitations to tourism events for education, networking, and engagement.

» Opportunities to respond to media and sales leads.





## HOW TO ENGAGE WITH US

### REACH OUT TO US

- » Follow us and tag us on social media via @VisitFLX.
- » Use #VisitFLX in your marketing materials and channels.
- » Add our PR & Content Associate to our media distribution list.
- » Connect with us on LinkedIn at Finger Lakes Visitors Connection
  - » Subscribe to our monthly consumer enews.

### PARTNER PORTAL

- » Log in to manage listings, events, photography, and special offers.
  - » Keep your account contacts updated.
  - » Be sure you're receiving our monthly partner enews.

### LINKING STRATEGY

- » Link to [VisitFingerLakes.com](http://VisitFingerLakes.com) from your website and help your visitors extend their stay/visit to Ontario County.



## CONNECT WITH US



*Jessica VanDeMar*  
 PARTNERSHIP MARKETING SPECIALIST  
[jessica@VisitFingerLakes.com](mailto:jessica@VisitFingerLakes.com)

## OUR STAFF

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## BOARD OF DIRECTORS (2025-26)

**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

**JAN REGAN**  
 REP. BOARD OF SUPERVISORS  
 City of Geneva

**NAVED AMED**  
 Geneva on the Lake

**CLARE CANAVAN**  
 Eastview Mall

**LENORE FRIEND**  
 Finger Lakes Community College

**MARK GILBRIDE**  
 Lazy Acre Alpacas

**EDWARD C. KENYON**  
 Kenyon & Kenyon

**CHRISTY MATTICE**  
 Explore Naples

**TODD PLOUFFE**  
 Indus Hospitality Group

**LORI PROPER**  
 The Lake House on  
 Canandaigua

**TODD REARDON**  
 Peacemaker Brewing

**MIKE ROEDER**  
 Friend of FLVC

**KEVIN SAN JOSE**  
 Vinifera

**CAROLINE SCUTT**  
 UR Medicine