



**Ithaca/Tompkins County  
Convention & Visitors Bureau**  
2019 Annual Report







## A Message from Peggy Coleman

VP, TOURISM/CVB DIRECTOR



The work of Visit Ithaca is always forward facing, inviting tours, meetings, event planners and visitors to experience our community at future dates. As such, we often don't take enough time to look back to celebrate the work of the prior year.

We listened to you, our valued tourism partners, and made technical support and industry training a priority in 2019. We implemented Arrival to Departure (A2D) online training, allowing more of our partners to participate year-round. From the Agriculinary Tourism Conference in February to the Marketing Seminar in June for Tompkins County Tourism Program Grant recipients; from the Receptive Tour Operator Workshop in the summer to the China Ready Webinars presented by I Love New York; and most importantly one-on-one meetings with partners, the Visit Ithaca team worked to engage hundreds of partners to provide the tools you need to grow your bottom line.

The updated Profile of Visitors to Tompkins County was completed in July 2019. Making data-driven decisions will help us fine tune messaging to deploy at the time when our visitors are planning their trips. It has also revealed that while our current visitors are very satisfied with their experience, they are going to the same places every time they come. This is our new roadmap to influence new visitors, and to expose repeat visitors to new experiences to get them to stay another day, or hopefully two!

With a new decade comes new opportunities for economic development through tourism. One of the biggest opportunities for our county is the potential development of a community conference center in downtown Ithaca. A core group has been working to ensure that this economic development project is sustainable and that it will not compete with our existing meetings assets. The community conference center project will provide fuller employment opportunity for casual and part time industry workers, support retail, restaurant, and arts businesses, and increase occupancy by 22,000 room nights annually. Some important deadlines are coming up in early 2020, so please stay tuned.

Tourism Economics reports that in 2018 visitors spent \$227 Million in Tompkins County, generating \$16.7 Million in local taxes, sustaining 3,718 tourism industry jobs and providing \$746 tax relief per household. We are grateful for the opportunity to work in this "gorges" place. Together, the Visit Ithaca team is proud to share some key accomplishments from 2019 with you.

Safe travels,

A handwritten signature in black ink that reads "Peggy Coleman". The signature is fluid and cursive.

**Peggy Coleman**

VP, Tourism & Community Relations/CVB Director

## Experts in the Field

Director of Visitor Experience, **Jodi LaPierre**, was invited to speak on a panel entitled *Under The Hood: A Cross-section of Volunteer and Staff Training Programs* at the 2020 Destinations International conference held in Kansas City, MO. She was asked to share details of the training programs such as the Arrival to Departure © Tourism Training program, Hospitality Star and staff training she has developed and/or brought to the community.

**Sarah Imes** completed the Certified Travel Industry Specialist (CTIS) program through the American Bus Association and Indiana University-Purdue University. She was a panelist at Pennsylvania Bus Association Marketplace, and delivered a presentation at a Travel Alliance Partners Board Meeting about Tompkins County's group tour assets.



## Investing in our Team

The Visitor Experience team has spent a significant amount of time investing in recruiting, training, and retention of the team to fulfill work plan goals. During 2019, the team hosted three interns: two participants in the Hospitality Employment Training program and another studying event planning at a Florida college. **Pei Pei Liu** of the Hospitality Employment Training program was subsequently hired on as a part-time Visitor Experience Specialist.

**Ryan Shehu**, Site Supervisor for the East Shore Drive location has undertaken a Sales Suite of classes allowing him to hone his skills in effective communications, professional sales and effective selling. Director, **Jodi LaPierre** and Site Supervisor, **Rachael Atkins-Walpole** attended Destinations International's Visitor Services Summit in late September. **Erin Rafalowski** attended the Simpleview Summit in Phoenix, AZ.



Pei Pei Liu graduates from Tompkins County's Hospitality Employment Training program.

## Visitor Profile

The baseline Profile of Visitors to Tompkins County was completed in 2009. While some things have changed considerably, visitor satisfaction has remained consistently high. The updated Visitor Profile Study included an online survey of past visitors to Tompkins County as well as in-person surveys conducted over twelve months at randomized locations throughout the county. The overall response rate was 38% higher than the 2009 study. Here are some key highlights:

- 91% of visitors said they would return
- Primary purpose for visiting is to engage in outdoor leisure activities
- Higher Education brings visitors into the destination for more than campus activities
- Visitors are primarily traveling as a family with children
- 76% are repeat visitors
- Visitors are using higher education websites and previous knowledge from past visits as their primary planning tools



Cornell University

## VISITITHACA.COM OVERVIEW

### 2019 vs 2018 Numbers

	2019	2018	% Change
Sessions	544,337	509,275	up 6.9%
Users	404,777	373,001	up 8.5%

### Website traffic by location

#### Top 3 states:

NY sessions up 5.5%  
PA sessions up 5%  
NJ sessions up 11.5%

#### Top 3 countries:

USA sessions up 6%  
Canada sessions up 17.5%  
UK sessions up 13.5%

### Website Engagement

Travel guide requests online: 3,255, up 10.8%

Crowdriff homepage gallery: 20.6% engagement rate (28k interactions and 135k views)

LGBTQ page gallery: 30.9% engagement rate (674 interactions and 2.2k views)

#### Direct referrals for our partners:

Click throughs to partner websites for Attractions and Lodging listings

- Book Online button = 3,819
- Visit Website clicks = 32,567
- Click to Email = 694

### Targeted Content Highlight

- All Cider-related content: over 6,390 pageviews
- Fireworks List: 13,638 pageviews with average time spent on page over 4 minutes
- New Year's Eve Recommendations: 2,076 pageviews
- Pride Month/LGBTQ Ithaca: 1,693 pageviews
- Unplug & Connect in Nature: 1,442 pageviews
- Fall Foliage Report: 800 pageviews

### ITHACATRAILS.org

- Top 3 states for website visitors:  
72% from NY state; 4.5% PA; 3% NJ

	2019	2018
Sessions	99,103	70,159
Users	70,215	46,958

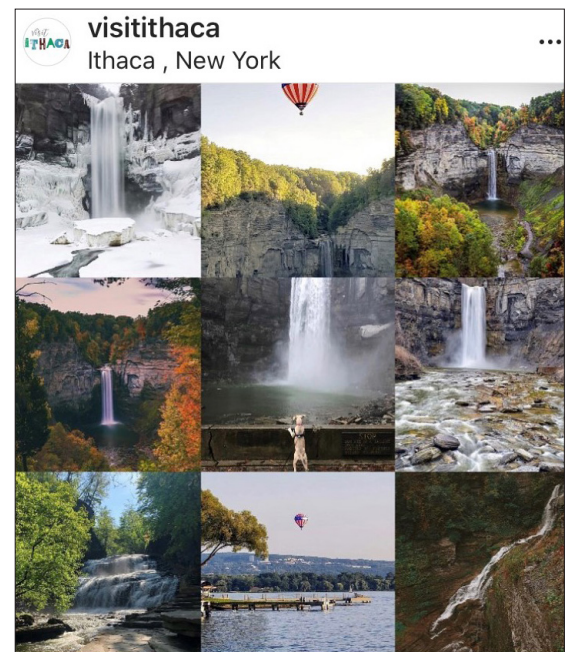
### Social Media

#### Facebook Visit Ithaca

- Total Reach 1 mil +
- Engagements 82,500+

#### Instagram Top 9 posts for 2019

- Reach 63,500 +
- Engagements 7,970





## CIDER!

Visit Ithaca, in partnership with the Downtown Ithaca Alliance, received a Market NY grant to position Tompkins County as the Cider Capital of New York State. Part of the work plan included proactive media pitching. The media enthusiastically responded and shared the great experiences in our destination and the quality of the cider produced here. With the highest density of U.S. craft cideries in the Northeast, Ithaca's cider region is finally receiving the recognition it deserves! Nine out of the ten cider brands are now available at their own tasting rooms and cider tourism in the region is more accessible than ever. From Finger Lakes Cider Week to a casual Thursday evening, Ithaca is truly a destination for cider enthusiasts.

### Events and Partner Promotion:

#### Ithaca Craft Beverage Festival

One Sunday in June, a farmers market in Seaport District NYC was taken over by Visit Ithaca! Twenty one of our agritourism partners were able to offer samples and sell their products. Over 10,000 people walked through the market and over 200 people participated in guided tastings and educational demonstrations with Laura Winter-Falk of Experience! The Finger Lakes.

#### Finger Lakes Cider Week

Although Finger Lakes Cider Week is a regional event, Ithaca was the central hub. 12 regional cideries participated, but 7 of them were Ithaca-based. 36 events were organized across the Finger Lakes, but 30 of them happened in Ithaca.

#### Cider Express Bus

As a way to encourage visitation, we promoted the "Cider Bus Express", which gave riders a trackable, discount code to NYC riders. In 2019, 104 codes were used to get from NYC to Ithaca via OurBus!

#### Open Farm Days attendance doubled! 2,371 in 2019 up from 1,187 in 2018

Since the Farm to Fork Fondo took place on the same weekend as Open Farm Days, we had the opportunity to partner with this annual bicycle ride through the Finger Lakes to showcase Open Farm Days to a new audience of visitors. Another positive outcome of Open Farm Days is that Black Diamond Farm and Cider built out their shed into a seasonal/by appointment only tasting location.

### Podcasts

#### Cider Chat podcast

During Finger Lakes Cider Week, we hosted Ria Windcaller of Cider Chat, the world's most listened to cider podcast. She spent the week interviewing the cidemakers, experiencing the events, and learning about the area. She produced 7 podcast episodes and showcased her experiences in the area via her highly engaged followers on social channels. There have been over 10,500 downloads of the episodes about Ithaca.

#### Heritage Radio Network

We also hosted HRN during Finger Lakes Cider Week. While in Ithaca, HRN recorded discussions with cidemakers and industry experts for their newest show **Hard Core: A Cider Podcast**. Their second episode, **Taste of Place** was an episode all about Ithaca's terroir, and featured all Ithaca producers. Each episode has an estimated 5,000-10,000 impressions.

### Microgrants

Ten microgrants totaling \$4,832 were awarded to assist agriculinary businesses to become visitor-ready. Recipients included South Hill Cider, Bet the Farm Winery, Ithaca Farmers Market, Ithaca Honey Works, Ithaca Youth Farm, Laughing Goat Fiber Farm, Underhill Farm, Van Noble Farm, Rootwork Herbals and Sapsquatch Maple.



Ithaca Craft Beverage Festival



Cider tour during Open Farm Days



Heritage Radio Network

## PUBLIC RELATIONS

- ✓ Hosted 22 vetted media/influencers including a group of four from the North American Travel Journalist Association.
- ✓ 2019 media reach resulted in over 1.3 billion impressions for the Finger Lakes region across 321 placement.
- ✓ Over 140 notable articles have included Tompkins County partners as a result of media pitching efforts in the last year. PR themes covered include: glamping; LGBTQ+ travel; 100-year anniversary of women's suffrage; pet-friendly; quirky offerings and hidden gems.
- ✓ Featured in media outlets such as Thrillist, Forbes, Smithsonian, Maxim, USA Today, Wine Enthusiast, Trip Advisor, AARP, Reader's Digest, and many more.

## Some Notable Mentions

- **Forbes** featured Ithaca multiple times throughout the year. In "10 Inspiring Trips to Celebrate International Women's Day," Finger Lakes foodies are featured such as: Sarah Barden of Ithaca is Foodies, Autumn Stoscheck of Eve's Cidery, and Melissa Madden of Finger Lakes Cider House among others. In the fall, Finger Lakes Cider Week was named one of their "Three Exceptional Fall Getaways For Northeast Travelers."
- Tourism Partner **I LOVE NY** created a 2019 Bucket List Sweepstakes giving away a trip for four people that included a night at La Tourelle, Southern Tier Balloon ride, a State Park pass, South Hill Cider tasting, dinner at Maxie's Supper Club, and round-trip JetBlue tickets.
- Our neighbors to the north talk about how "Ithaca Impresses: Small N.Y. college town packs wallop." **The Toronto Sun** writes "Ithaca may not be big, but the fabled college town packs a punch when it comes to quick getaways."
- **AFAR** is looking toward the future informing eager tourist "Where to Go in 2020," mentioning the Finger Lakes as a place "Travelers can also support the many women-owned and operated businesses in the Finger Lakes, such as Lucas Vineyards, Young Lion Brewing, Silver Waters Sailing, and Firelight Camps, a glamping site co-owned by cookbook author Emma Frisch."
- **Forbes** unveiled the article "10 American Cities for Family Friendly Travel." It features Ithaca in the list and mentions sites such as The Museum of the Earth, Ithaca Children's Garden, The Cayuga Nature Center, and Experience! The Finger Lakes.
- **Lonely Planet** rolled out an article, "Under the Radar USA: Why Ithaca is More than Gorges."
- Alexander Peartree, the Finger Lakes specialist for **Wine Enthusiast**, has been paying extra attention on Ithaca's expanding cider industry. Writing articles like "Cider, Wine's Overlooked Category," mentioning Redbyrd Orchard Cider. While writing "A Complete Guide to the Finger Lakes Wine," he demanded the wine drinkers "Get up to date on the cider scene at the Finger Lakes Cider House." The publication has also featured Autumn Stoscheck, of Eve's Cidery, and Melissa Madden, formerly of the Finger Lakes Cider House, as two of "The Women Leading American Cider Forward."
- **Paste Magazine** named Eve's Cidery and South Hill Cider as two of the "8 Artisanal Cideries You Need to Discover."

## Paid media with lasting reach

### Heritage Radio Podcast Network (based in Brooklyn, NY for 10 years)

- Visit Ithaca underwriting permanently attached to 98 different podcast episodes, along with two permanent cider-related blog posts on HRN's website, all related to culinary, craft beverage, and agriculture topics of interest.
- Campaign included show underwriting, studio signage, newsletter features, and social media mentions
- Audience: 1M total impressions and counting!

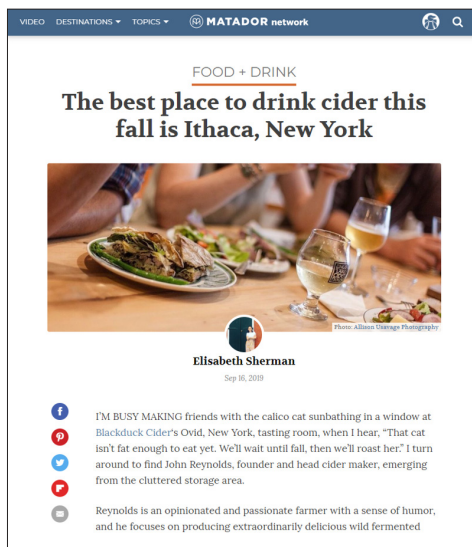
### Atlas Obscura

(founded in 2009 as a guide and travel company, Atlas Obscura's mission is to inspire their audience with wonder and curiosity about the world)

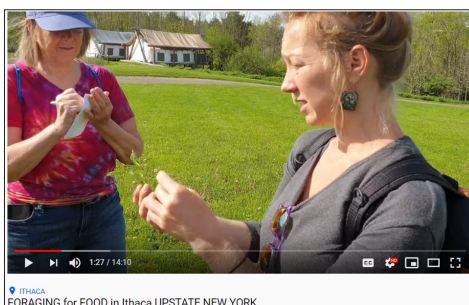
- Two permanent additions to Atlas Obscura online directory
- Campaign included targeted digital campaign to greater Philadelphia and greater Boston
- Audience: 588K+ total impressions with 5K+ social engagements



**Matador Network** proclaimed “The Best Place to Drink Cider This Fall is Ithaca, New York,” and supporting their superlative by stating, “Ithaca has 10 cideries in a 30-mile radius, making it the highest-density cider region in the state, including some of the best cider makers in the country. The region is just waiting on the recognition it deserves.”



In efforts to capitalize on the wave of new media, we hosted YouTube vloggers to create more visual and native content around Ithaca. **Jason Rupp** creates travel video for his 69.1K followers, while in Ithaca he took videos include this one of a Wild Forge FLX tour.



“...the LGBTQ+ community is so much more widespread than just in NYC. For example, Ithaca has such a rich and colorful LGBTQ+ community...”

**Matt Benfield** (@mr.benfield) and Omar Ahmed (@omartakespix) continue to promote and discuss their love for the Finger Lakes region on to their combined 99K Instagram followers.



**Heritage Radio Network** visited Ithaca to develop content for their new podcast show, *Hard Core: A Cider Podcast*. An entire episode was dedicated to Ithaca and it's “Taste of Place.” Written content such as “HRN’s Ithaca Guide for Cider Lovers” and “The Cider Apple of the Future” was developed by the producers to discuss Ithaca’s cider scene and the work being done at the Cornell Pomology laboratories.

## SALES DEPARTMENT

- ✓ 140 appointments with group and international tour and travel planners
- ✓ 47 appointments and more than 120 engagements with Capital District meeting planners
- ✓ 89 leads distributed for 587,565 potential room nights for estimated economic impact of \$2 Million in definite bookings

Despite operating at 50% staffing for the majority of 2019, the Sales Department accomplished great things.

### Continued Growth in the Domestic Tour Market

Sarah helped organize a very successful NYS Networking event that hosted top tier tour operators from across the country and our NYS partners as part American Bus Association Annual Marketplace. Special guests included Ross Levi of I Love NY, Peter Pantuso, President of ABA, and Kim Grzywacz, the 2019 ABA Conference Chair.

Sarah hosted Nelson Floyd of Perkiomen Tours, resulting in the inclusion of Ithaca and Tompkins County in future tours. She also greeted Footprint Tours, one of the first companies Sarah had met when she was hired in 2013, at the Taughannock Falls Overlook, demonstrating the sales cycle for group tours.



Sarah Imes with Ross Levi, I Love NY director; and Sarah Foster, Oneida County Tourism

### Welcoming the World

- Assisted in promoting three China Ready webinars presented by I Love NY
- International Fam Tours included an Australian travel trade group in partnership with I Love NY and New World Travel, an international RTO, in partnership with Corning Museum of Glass. The New World Travel Fam resulted in a contract with an Ithaca hotel, delivering 115 room nights through October 2019, up from 92 room nights in 2018.

#### 2019 Domestic & International Operator Appointments

ABA	36
Heartland	23
PBA Marketplace	13
RTO Summit	18
PBA Annual Meeting	11
TAP Dance	24
OMCA	15
<b>TOTAL</b>	<b>140</b>



"... I was able to put together this year's fall Mystery Tour with a stop in Ithaca due to you hosting our TAP Board Meeting last year. ..."

– Jack Hintz,  
General Manager,  
Fancy Free Holidays





## Year Over Year Leads

	2019	2018
Leads Sent	89	99
Leads Booked	54	62
Potential Economic Impact*	\$2,812,959	\$3,354,954
BOOKED Economic Impact	\$2,053,258	\$1,702,308

\*Potential Economic Impact represents all leads sent, including business lost due to lack of space capacity.

## Meetings Magic

The CVB meeting sales team led two sales missions to the Albany area meeting planners in 2019, including another successful client event at the Fort Orange Club. The event showcased not only Tompkins County's wonderful meeting venues, but also key experiences and a little taste of our community with Ithaca Beer Co., and Experience! The Finger Lakes cider, wine, and beer pairings. We also exhibited at the ESSAE tradeshow, reinforcing our sales relationships with 120+ key planners, then followed up the tradeshow by cosponsoring a client event in collaboration with 10 other DMOs from upstate New York.



## Partner Engagement

- Hosted a **Receptive Tour Operator (RTO) Workshop** with speaker Chris Guidone of Wine, Water & Wonders.
- Held a **Marketing Workshop** at the Hangar Theatre in May; topics included PR, understanding the visitor journey for better messaging, and panel discussion of best practices. Over 50 partners attended including recipients of STPB marketing grants.
- Held four Simpleview Partner Extranet in-person **training sessions**
- **Brochure Exchange** during National Travel & Tourism Week in May
- **Agriculinary Tourism Full-Day Conference** in March - 130 people in attendance, focusing on seed-to-table initiatives, special event hosting, and product development.
- **Cider Tasting Workshop** – local cideries presented their product in an educational setting to 30 attendees made up of beverage directors, restaurant owners, and front-line staff.
- **Feasibility Study Panel** organized by the Agriculinary Tourism Committee to assist agriculinary partners in growing their business to become more visitor ready.
- **Winter Recess Planning Workshop** in December – held at the Canopy by Hilton with over 30 attendees to encourage new business participants and to share ideas from past events.
- The Visitor Experience team collectively participated in 12 **product knowledge training tours** visiting 21 partner properties. Some examples of places they toured are Gourdlandia, Ithaca is Foodies, Namgyal Monastery, Brookton Market and an assortment of bed and breakfast and hotel properties. Increasing Visitor Experience team members knowledge of assets in Tompkins County has led to increased partner engagement during 2019.
- **Fam Tour** – The rainy weather provided premium views of the local waterfalls as the Visitor Experience team held a full-day Familiarization (FAM) tour in June. Nineteen attendees from 12 partners visited 8 locations throughout Tompkins County where they saw all three visitor centers, enjoyed a cider talk and tasting during lunch and ended their day with Purity ice cream sandwiches as they returned to the CVB.

“I think you took a very vague, misunderstood concept (marketing) and made it easy to digest. I also think your tips on social media were great--they were useful to people of all skill levels. I thought the overall day [Marketing Workshop] was much more intriguing than I ever imagined it would be.”

– Laura Gallup,  
Ithaca Farmers Market



Cider Tasting at Agriculinary Tourism Conference

## VISITOR EXPERIENCE HIGHLIGHTS

- ✓ Downtown Visitor Center settled into its spectacular new home in the Tompkins Center for History & Culture.
- ✓ Visitor Centers welcomed visitors from 83 countries and all 50 states in 2019.
- ✓ Arrival to Departure (A2D) Tourism Training saw 148 local hospitality industry members become A2D Champions.
- ✓ VED team attended 30 off-site events, participated in three panels and provided four presentations to visitors, students and parents.

The Visitor Experience Department (VED) operates three visitor centers across Tompkins County: East Shore Drive, Downtown at the Tompkins Center for History & Culture and the Overlook at Taughannock. Some of the highlights during 2019 included settling into a new downtown visitor center, exceeding the goal set to train front-line staff in the Arrival to Departure tourism training program and successfully growing the quantity of college-related off-site event programs to help meet the town-gown focus area of the 2020 Strategic Plan.

The Downtown Visitor Center moved from its previous location to the Tompkins Center for History & Culture in the spring. Our downtown location was closed for two months during the transition, contributing to a 19% decrease in visitor traffic to the downtown center. However, December visitor traffic to the Downtown Visitor Center was up 149% over December 2018.



## 2019 By the Numbers

### 5 Top Domestic Feeder Markets by Travel Party:

**NY: 40% PA: 13% NJ: 7% OH: 4% FL: 3%**

### 5 Top International Feeder Markets by Travel Party:

**US: 88% Canada: 4% Israel: 2% Germany: 1% UK: 1%**

## Web-Based Chat Service Proven Insightful

The Chat feature on VisitIthaca.com has become a valuable resource for visitors planning their trips from home and in-market. It has also assisted the marketing department in identifying trends that could be incorporated into the website.

### Hottest topics:

**Lodging, Events, Waterfalls, Restaurants & Wineries/Breweries**

## Visitor Touchpoints

	2019	2018	YOY% Change
Phone	2,152	1,686	27
ESD Traffic	3,941	3,993	-1
DVC Traffic	4,909	6,043	-19
TFSP Traffic	35,636	36,738	-3
Chats	2,972	3,635	-18
TG Requests	5,462	3,904	40
Off-Site Events	24,451	22,035	11
<b>Total</b>	<b>79,523</b>	<b>78,031</b>	<b>2%</b>



## Arrival to Departure® Tourism Training Program

The Ithaca/Tompkins County Visitor Journey Arrival to Departure® (A2D) tourism training program launched in early 2019. Partnering with the Workforce Development Board and the Downtown Ithaca Alliance, a lofty goal to train 100 front-line employees was set. At the close of 2019, 148 employees from 38 local businesses including nearly all of Cornell Conference Services, multiple hotels, the Hospitality Employment Training Program, five current (and one former) STPB board members, Downtown shop and local bed & breakfast owners completed the training.

## Building Brand Awareness

Visit Ithaca has continued to spread the Ithaca is Gorges and Visit Ithaca brands around the world. Products with these brands made their way to 50 states and 47 countries. Top selling products this year were the Silicone drinkware, magnets, Ithaca is Gorges tee shirts and bumper stickers. The top countries outside of the US sporting Gorges Gear were Canada, Israel, United Kingdom, Germany and Australia.

## Off-Site Events

Monthly meetings with all three local colleges resulted in a significant increase of off-site activations throughout the year. Touchpoints for off-site events increased 11% over 2018. The Visitor Experience team tabled at 30 events, were available to chat during a virtual resource fair resource fair hosted by Cornell, and served as step-on guides for round trip bus groups to the Ithaca Farmers Market and Overlook at Taughannock during student orientation. In addition, they sat on three panels and made three presentations to groups such as the Cornell Alliance for Science Fellows and international students at Hasbrouck Apartments.

## 2019 Winter Recess Teacher Festival

During the 2019 Winter Recess Teacher Festival we welcomed:

- 4,328 attendees from 12 states
- 41% were first time attendees.
- The estimated economic impact of the festival is \$175,716.80.
- 31% of participant survey respondents indicate they spend \$100-\$200 during the week.
- 29% of the survey respondents indicate they spend more than \$200.
- 41% of survey respondents reported they visited Ithaca three or more times a year.
- 71% of respondents reported visiting a NEW business during the Winter Recess Teacher Festival.

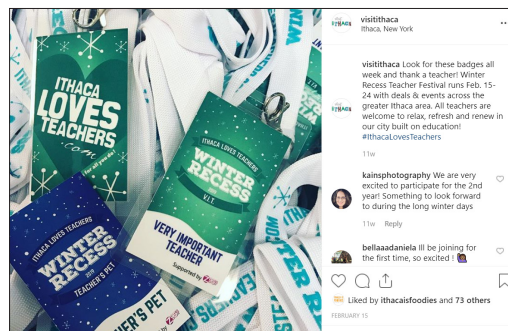
Ithaca/Tompkins County  
Visitor Journey A2D™

“I’m sure it’s taken tremendous energy and time to put this [A2D] together – it really is fantastic. Thank you for doing it and inviting us to participate! It really will assist with our jobs as community ambassadors.”

– Kath Fenzel,  
Associate Director of  
Athletics, Cornell University



A teacher at Winter Recess





## Ithaca/Tompkins County Convention & Visitors Bureau Team

**Peggy Coleman**  
VP, TOURISM/CVB Director

### SALES & MARKETING

**Erin Rafalowski**  
DIGITAL MARKETING MANAGER

**Kendall Blizzard**  
AGRICULINARY TOURISM  
MARKETING COORDINATOR

**Sarah Imes**  
TOUR & TRAVEL MANAGER

**Katie Kutz**  
MEETING & CONFERENCE SALES  
MANAGER

### VISITOR EXPERIENCE

**Jodi LaPierre**  
DIRECTOR OF VISITOR EXPERIENCE

**Rachael Atkins-Walpole**  
SITE SUPERVISOR

**Ryan Shehu**  
SITE SUPERVISOR

**Maia Cooke**  
SENIOR VISITOR  
EXPERIENCE SPECIALIST

VOLUNTEER EXTRAORDINAIRE:  
**Neil VanDeusen**

VISITOR EXPERIENCE SPECIALISTS:

**Cameron Coughlin**

**Beth Duff**

**Danielle Hemly**

**Matt Janson**

**Pei Pei Liu**

**Jessica Plue**

**Steen Kittredge**

**Justin Scheidweiler**

## Thank you for helping us in 2019!

Heather Hughes, Josh Brooks, Jonathan Froehlich, Diane Hemly, Valentine Jean-Jacques, Gina Landry, Leah Vaccaro, David Walton

### Ithaca/Tompkins County Makes the List:

Thrillist names Ithaca **one of "The Best Small Cities in America to Visit for a Weekend,"** warning visitors "you will inevitably wonder why you didn't come to Ithaca sooner."

TripAdvisor features Ithaca in a list of **"North America's 18 Best Lake Towns."**

AARP identified Ithaca as a **"Top Fall Vacation" destination.**

Maxim listed Finger Lakes Cider Week as one of **"The Absolute Best Fall Festivals To Check Out in 2019,"** and gave a mention to the Cider Bus Express from NYC to Ithaca.

Trips to Discover named Ithaca as a **"10 Fun Weekend Getaways in New York -- one of the top-rated destinations, luring in outdoors enthusiasts throughout the year."**



T O M P K I N S  
CHAMBER

Visit Ithaca is a division of the Tompkins County Chamber of Commerce