

Connect with Visit Ithaca



VisitIthaca.com

Visitor-ready attractions, venues, and accommodations in Tompkins County are potentially eligible for a free listing on VisitIthaca.com

Once you have an active listing on the Visit Ithaca website, individual contacts can be given login access for the partner extranet to: ithacany.extranet.simpleviewcrm.com

- Update your listing description and images
- Respond to media and service leads, RFPs for accommodations
- Update your organization's key contacts for receiving communications from Visit Ithaca
- Add events to the events calendar
- See general reminders from Visit Ithaca

Events Calendar

To view the events calendar or submit an event:

ithacaevents.com or visitithaca.com/events/submit-your-event/

You can also submit events through the partner extranet which will allow you to edit your events, and view/copy past events.

- Event must be of interest to and able to attract visitors from outside of a 50-mile radius of Ithaca/Tompkins County. A listing on VisitIthaca.com is not necessary to submit an event; basic event submissions are free.
- You must include at least one image minimum size 580 x 326 pixels landscape, max 1920 x 1080 pixels, no logos or text on image is best
- Submit at least 10 days or more in advance

A Sponsored Event Package is available for \$100 /week

Package includes: top event placement on VisitIthaca.com homepage, events landing page (approx. 1155 x 499 pixels), social media post, and enews spotlight

To see details and to reserve your spot: calendly.com/visitithaca/sponsoredevent

I LOVE NY events calendar and other I LOVE NY promotions

Visit Ithaca must submit on your behalf as the designated Tourism Promotion Agency for Tompkins County (TPA)

Requirements: iloveny.com/database/database-guidelines/

- Events should encourage at least 25% of attendees to obtain an overnight stay in the vicinity-the event should not be geared mainly towards local residents.
- Event descriptions must be between 250 and 1500 characters (not words) to be accepted into the database.
- Note: Accommodation, attractions and restaurant listings on visitithaca.com automatically feed to ILOVENY.com



Tag us on social @visitithaca #visitithaca

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Visit Ithaca contacts and how we can assist you with marketing:

Erin Rafalowski, erin@visitithaca.com	Extranet access and onboarding, overall marketing
Rob Montana, rob@visitithaca.com	Media/PR assistance, partner e-news, annual travel guide
Jordan Herson, jordan@visitithaca.com	Sponsored events, social media, digital passes
Jodi LaPierre, jodi@visitithaca.com	FAM/ Tourism Trainings, Ithaca 101s, off-site events
Maia Consolo, maia@visitithaca.com	Event calendar submission, brochure distribution
Steen Kittredge, steen@visitithaca.com	Creating and updating your website listing

Additional Marketing Resources

Brochure Exchanges 2023

(regional) Finger Lakes Tourism Alliance, May 17 at del Lago Casino & Resort
FREE to FLTA members, \$100 for non-partners
More information: info@fingerlakes.org

(local) Visit Ithaca Brochure & Literature Exchange, June 1 at 1pm at Cass Park
FREE for all Tompkins County tourism partners
More information: maia@visitithaca.com

National Travel & Tourism Week is May 7-13, 2023 - celebrated annually in early May

Tompkins Festivals Program

Olivia Pastella, Special Events Director for the Downtown Ithaca Alliance
olivia@downtownithaca.com

Maximizing Exposure to your Google Business Profile

[Scan here to access a deck with free tips
and best practices for tourism businesses & venues](#)



Consumer Travel Journey to consider when planning your marketing messaging:

Discovering/Dreaming - 6 months to 2 years ahead; articles, recommendations from friends & influencers
Learning/Evaluating/Planning - 2 weeks to 6 months ahead; web search, social media
Booking/Reservations - User experience design; call to action; FAQ; build excitement
Travel/Experiencing - Hospitality; social media; visitor centers
Sharing/Remembering- Respond to comments & reviews; incentive to return



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