

# 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: [ithacany.extranet.simpleviewcrm.com](http://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](http://ithacaevents.com) or [visitithaca.com/events/submit-your-event/](http://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](http://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/](http://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

# Connect with Visit Ithaca



## Visit Ithaca contacts and how we can assist you:

Peggy Coleman, <a href="mailto:peggy@visitithaca.com">peggy@visitithaca.com</a>	Vice President of Tourism and CVB Director, Advocacy
Erin Rafalowski, <a href="mailto:erin@visitithaca.com">erin@visitithaca.com</a>	Rob Extranet, overall marketing, digital passes
Montana, <a href="mailto:rob@visitithaca.com">rob@visitithaca.com</a>	Media/PR, Partner e-news, annual travel guide
Jodi LaPierre, <a href="mailto:jodi@visitithaca.com">jodi@visitithaca.com</a>	FAM/ Tourism Trainings, Ithaca 101s, off-site events
Vitaliy Polyashenko, <a href="mailto:vitaliy@visitithaca.com">vitaliy@visitithaca.com</a>	Gift shop and visitor center related questions
Maia Consolo, <a href="mailto:maia@visitithaca.com">maia@visitithaca.com</a>	Event calendar submission, brochure distribution
Steen Kittredge, <a href="mailto:steen@visitithaca.com">steen@visitithaca.com</a>	Creating and updating your website listing
Lisa Conarton, <a href="mailto:lisa@visitithaca.com">lisa@visitithaca.com</a>	Conference center sales, meetings
Isabella Glidden, <a href="mailto:bella@visitithaca.com">bella@visitithaca.com</a>	General sales assistance

## With support provided by visitor experience specialists:

PeiPei Liu, Hannah Barden, Allison Hillebrandt, Carrie Bolton, Mary Winston, Lucy Williams, Andrew Summers

Learn more about the Visit Ithaca team: [visitithaca.com/about-us](https://visitithaca.com/about-us)

## Marketing Resources:

[visitithaca.com/partners](https://visitithaca.com/partners) > [Partner Resources](#)

## Advertising Opportunities through Visit Ithaca

### Microgrant details and application

### Maximizing Exposure to your Google Business Profile

[best practices and tips for tourism businesses & venues](#)

## Tompkins County Tourism Program

Tourism Project, Marketing, and Community Celebration grant programs

Nick Helmholdt, [nhelmholdt@tom-pkins-co.org](mailto:nhelmholdt@tom-pkins-co.org)

Principal Planner / Tourism Program Director

Tompkins County Department of Planning and Sustainability



Tag us on social @visitithaca #visitithaca