

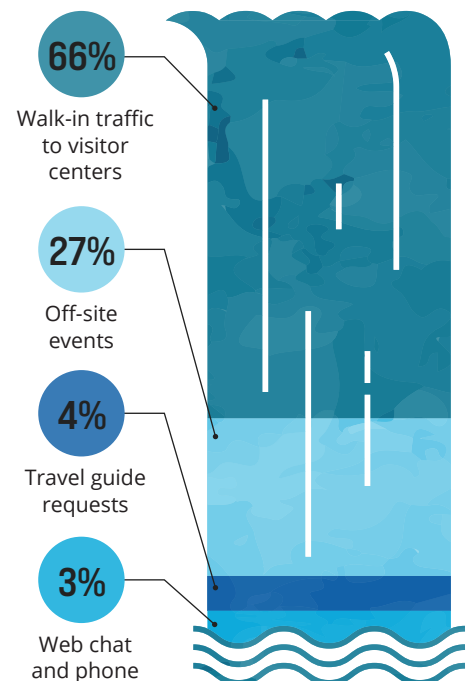
2023 ANNUAL REPORT

Welcome to the Visit Ithaca Annual report, a comprehensive overview of our activities and achievements over the past year.

The Visit Ithaca team drove new visitors from across the globe resulting in growth across all aspects of the tourism economy in Tompkins County in 2023. In this report we will delve into key achievements including more media exposure, more leads and bookings, and more visitors and tourism partners served. Join us as we reflect on our progress and set the stage for future growth.

2023 VISITOR EXPERIENCE TOUCHPOINTS

76,106



2022 ECONOMIC IMPACT OF TOURISM IN TOMPKINS COUNTY (2023 DATA AVAILABLE IN Q4 2024)



\$294 MILLION
VISITOR SPENDING

↑31% FROM 2021
↑128% FROM 2019



\$35 MILLION
GENERATED IN STATE
AND LOCAL TAXES

↑18% FROM 2021



2,973
FULL TIME JOBS
SUPPORTED BY
TOURISM SPENDING



\$806
TAX SAVINGS PER
HOUSEHOLD



Group Familiarization Tours

- Hosted **25** local front-line employees on two group familiarization tours
- Visited **16** different partners

Off-Site Events

In 2023, the Visitor Experience team attended **19** off-site events with an estimated **20,300+** people in attendance.

Higher Education Events

Our team engaged with our higher education community at:

- Welcome student weekend
- Virtual Ithaca 101s
- Admission open houses
- Family and alumni weekends



Ithaca Loves Teachers

- **2,278** teachers and their guests
- **2,541** deal redemptions in February
- **\$209K** estimated economic impact
- **123** out-of-state passholders

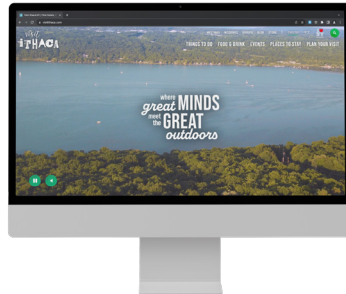
MARKETING HIGHLIGHTS

VISITITHACA.COM

545,329
SESSIONS

394,984
ACTIVE USERS

3 MIN. 47 SEC.
AVG. SESSION LENGTH



ACTIONS TAKEN ON WEBSITE:



1,600+
New Consumer
Email sign-ups



51,890+
Total Referrals to
Partner Websites



33,800+
Referrals to Lodging
Partners from Book
Direct widget

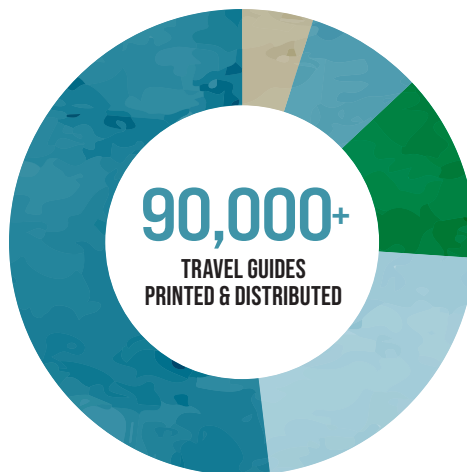
TRAVEL GUIDES

- 52%** Out of Market
- 22%** Attractions & Lodging in Tompkins Cty.
- 13%** Visit Ithaca visitor centers
- 8%** Cornell and Ithaca College
- 5%** Local events & meetings

DIGITAL TRAVEL GUIDE VIEWS

IN ADDITION TO WEBSITE VIEWS

4,391 TOTAL SESSIONS
1,455 UNIQUE READERS OUTSIDE OF NYS
3 min. 37 sec. AVG. SESSION LENGTH



SOCIAL MEDIA



FACEBOOK
44.2K FOLLOWERS
1.6M ESTIMATED REACH
(ORGANIC & PAID)
42.5K CONTENT
INTERACTIONS



INSTAGRAM
20K FOLLOWERS
127.6K ESTIMATED REACH
24.6K CONTENT
INTERACTIONS



TIKTOK
LAUNCHED IN OCTOBER
2500 VIDEO LIKES
400+ FOLLOWERS

DIGITAL PASS PERFORMANCE

FOR WATERFALLS CHALLENGE AND
ITHACA LOVES TEACHERS COMBINED

2,989 INDIVIDUAL SIGN UPS
2,602 DEAL/PRIZE REDEMPTIONS

1,960 LOCATION CHECK INS
USERS FROM **30 DIFFERENT STATES** AND **5 COUNTRIES**

2023 MEDIA COVERAGE

Earned media all year long!

Visit Ithaca hosted six journalists in 2023 resulting in print & digital coverage in top tier publications, as well as numerous social media mentions.

97 DIFFERENT TOMPKINS COUNTY BUSINESSES & ATTRACTIONS WERE MENTIONED IN ALL MEDIA COVERAGE OF TOMPKINS COUNTY IN 2023.

Hosted Media Coverage Highlights



8 Finger Lakes Wedding Venues for Unforgettable Upstate New York Nuptials

Kelsy Chauvin, hosted in October 2023

4.6M average monthly digital unique visitors, cntraveler.com



A fall weekend guide to upstate New York

Rachel King, hosted in October 2023

47M monthly pageviews, fortune.com



Waterfalls, Museums, and Gilded Mansions: A Guide to Leaf-Peeping Fun in New York State

Kemi Ibeh, hosted in September 2023

25M monthly unique visitors, thrillist.com

Other Notable Media Highlights

TRAVEL+LEISURE

[Ithaca, NY Travel Guide](#)

Smart meetings

[Meeting Spaces Work to Keep the Earth Clean and Green](#)

I ♥ NY

[Leveraging I LOVE NY:](#)

15 themed blog posts included mentions for Tompkins County businesses & attractions



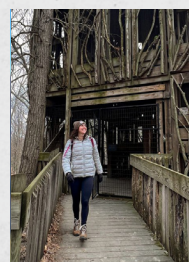
25 additional web and print articles published as the result of Visit Ithaca's pitching stories and responding to media leads.



Collaborating with Content Creators

Through direct outreach, Visit Ithaca invited three content creators during the shoulder season, between December 2022 and March 2023.

Content created & shared included: 5 blog posts and 20 social media posts highlighting 40 different partners.



Emily Scalzo

(hosted in February 2023)

[Best Things to Do in Ithaca, NY](#)

Reel 1

Reel 2

18K+ likes

375+ comments



Hunter Hulbert

(hosted in March 2023)

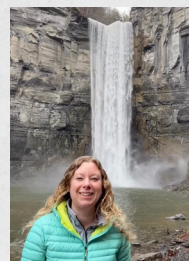
[Epic Itinerary: Hidden Treasures of Ithaca](#)

258K+ views

227K+ reach

3,900+ saves

exceptional
ENGAGEMENT



Karina Benninger

(hosted in December 2022)

More than a dozen social media posts & reels that highlighted Tompkins County attractions

55K+ views

5K+ likes

2023 SALES: COLLABORATION = RESULTS!

Continued qualified lead generation growth and new opportunities to explore the international and sports markets.

Visit Ithaca continued to offer sales support to the ASM Global Team at IDCC and we successfully launched LinkedIn and Instagram social media channels.



Generated **28** Ithaca Downtown Conference Center (IDCC) leads, resulting in the booking of **7** IDCC conferences for 2024-2025 through participation in tradeshow and industry events.



Hosted MPI Upstate NY Fall Focus Innovation in Ithaca Conference. This major community collaboration brought dozens of meeting planners to Ithaca, showcasing the fully electric IDCC and our community's ability to host large conferences.



Represented Wine Waters Wonders at IPW travel trade show, and I Love NY Sales Mission to Germany and the UK.



Worked to build sports facility inventory, strengthened relationships with higher-ed athletic departments, and attended a Sports ETA Summit to build relationships and learn more about industry trends and best practices.



Hosted a client luncheon for meeting planners and receptive tour operators at the Cornell Club in NYC as part of our Spring Sales mission with the Retreat to Ithaca tourism partners.

YEAR OVER YEAR

	2022	2023
Leads Sent	66	157
Leads Booked	35	62
Potential Economic Impact calc. (EIC)	\$3,308,1987	\$6,201,322
Booked EIC	\$861,310	\$1,335,026



Ithaca/Tompkins County Convention & Visitors Bureau
Visit Ithaca is a division of the Tompkins Chamber

Mission

To foster a healthy economy, a vibrant destination, and improve quality of life in Tompkins County.

Vision

To be an inclusive organization that supports thriving communities with successful businesses, inspiring nonprofits, and flourishing tourism economies.

Values

- Participation & Collaboration
- Free Enterprise & Commerce
- Entrepreneurial Spirit
- Involved Leadership
- Integrity & Accountability
- Environmental Stewardship
- Diversity & Inclusion
- Commitment to Community