

2016 Annual Report



Visit Rochester Board of Directors

Bill Gunther (Chair)
Gunther & Associates, LLC

Fran Antonelli (Vice Chair)
Antonelli Development LLC

John Urlaub (Treasurer)
Rohrbach Brewing Company

Kate Bennett
Rochester Museum & Science Center

Virginia Clark
Constellation Brands

Craig F. Curran
DePrez Travel Bureau

Hon. Anthony Daniele
Monroe County Legislature

Hon. Cheryl Dinolfo
Monroe County Executive

Bob Duffy
Greater Rochester Chamber of Commerce

Fred Grabosky
Widewaters Hotels

Rob Norris
Seabreeze Park

Jim Pestke
EJ Del Monte Corporation

Joseph Rulison
Three plus One Advisors

Gregory Smith
Jay Advertising

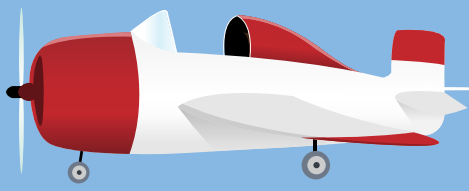
Bill Strassburg
Wegmans Food Markets

Amy Tait
Broadstone Real Estate

Hon. Lovely Warren
Mayor, City of Rochester

Our Mission

Visit Rochester aggressively sells and markets Greater Rochester as a preferred destination in order to grow and maximize visitor spending and to enhance the economy. To this end, Visit Rochester also advocates for appropriate destination development, investment and increased community awareness, appreciation and support for the visitor industry.



Estimated
1.7 million visitors
to Greater Rochester on an annual basis

VISIT
ROCHESTER
LIMITLESS

Tourism

Tourism is a major economic driver in Monroe County, generating an economic impact of

\$1,022,741,000*
That's BILLION!

-  LODGING \$289,465,000
-  RECREATION \$49,043,000
-  FOOD + BEV \$309,300,000
-  RETAIL \$177,617,000
-  TRANSPORTATION \$190,804,000
-  SECOND HOMES \$6,512,000

ROI



IN BUSINESS
BOOKED BY
VISIT ROCHESTER
IN 2016

2016 RESOURCE ALLOCATIONS

- CONVENTION/MEETING SALES & SERVICE **27%**
- TOURISM/LEISURE MARKETING **23%**
- MONROE COUNTY SPORTS **12%**
- VISITOR SERVICES & INFORMATION CENTER OPERATIONS **7%**
- PR, COMMUNICATIONS & PUBLICATION DEVELOPMENT **7%**
- COMMUNITY PARTNERSHIP MARKETING **1%**
- ROCHESTER/FINGER LAKES FILM OFFICE **4%**
- MEMBERSHIP & INCREMENTAL INCOME **5%**
- COUNTY INITIATIVES **1%**
- PRODUCT DEVELOPMENT & INDUSTRY FACILITATION **1%**
- VISIT ROCHESTER OPERATIONS, FACILITIES, OVERHEAD **12%**

LABOR INCOME



\$554,500,000

34%

Monroe County represents
34% of Finger Lakes region
tourism spending



20,125

TOURISM-RELATED JOBS

Tourism has a direct impact
on state & local taxes

\$77,664,000 LOCAL

\$56,906,000 STATE

\$459 tax savings PER household Monroe County

AREAS OF SUPPORT

Visit Rochester's operating
budget is comprised of:

MONROE COUNTY HOTEL TAX

80%

MEMBERSHIP, GRANT
AND OTHER INCOME

13%

IN-KIND MEMBER AND
PARTNER SUPPORT

7%

* Economic impact figures provided by Tourism Economics,
an Oxford Economics Company