

An aerial photograph of Rochester, New York, featuring the Arch Bridge over the River. The bridge is a prominent white arch structure with a cable-stayed design. The river flows through the center of the city, reflecting the sky. In the background, the city skyline is visible, including several tall skyscrapers. The sky is a mix of blue and light orange, suggesting a sunset or sunrise. The foreground shows a paved walkway and trees with autumn foliage on the right side.

Driving Tourism Growth in 2023

2023 Annual Report

2023 Board of Directors

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Gunther & Associates

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Monroe County Executive

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Jett Mehta
Indus Hospitality Group

Rob Norris
Seabreeze Amusement Park

Hillary Olson
Rochester Museum & Science Center

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three + one Advisors

Gregory Smith
Jay Advertising

Bill Strassburg
Wegmans Food Markets (retired)

John Urlaub (Treasurer)
Rohrbach Brewing Company

ABOUT VISIT ROCHESTER



Organizational 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.

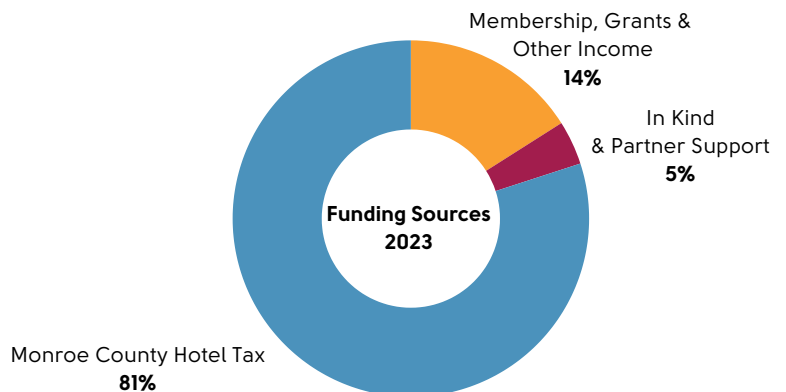
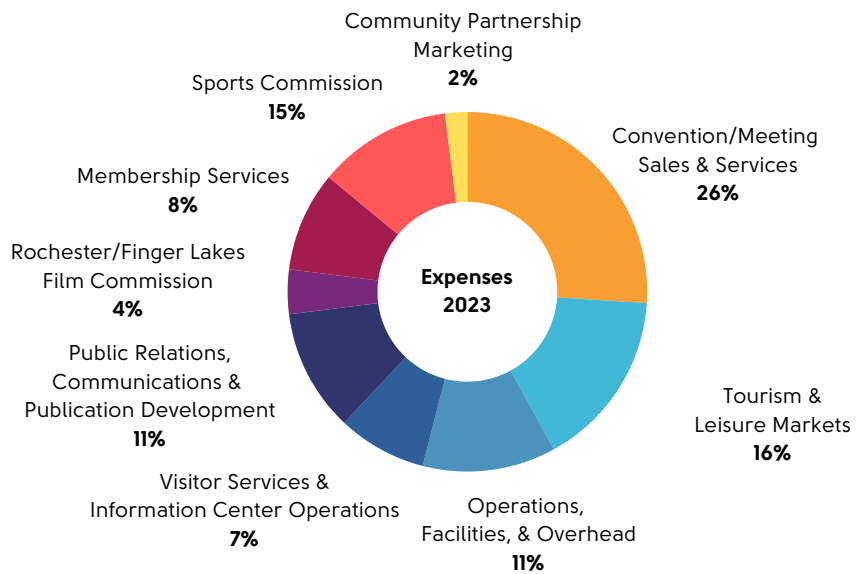


Organizational Vision: Visit Rochester will be the respected leader in successfully positioning the Greater Rochester Area as a preferred travel destination thereby contributing to a vibrant, diversified economy and an enhanced quality of life for all residents.



Destination Vision: The Greater Rochester Area will be widely respected as a fascinating destination, offering a mix of unique arts, culture, recreation, sports, entertainment and first class visitor amenities.

2023 RESOURCE ALLOCATIONS



LEADERSHIP MESSAGE

Dear Friends,

As we reflect on the past year, we are thrilled to share with you the remarkable impact of tourism and hospitality in Monroe County. This report not only presents the economic figures provided by New York State but also highlights our collective achievements in driving tourism growth in Rochester and Monroe County. As the data outlined in this report indicate, there are many reasons to be optimistic about the future of the tourism and hospitality industry in Monroe County. High among them, traveler spending in 2023 was nearly \$1.5 billion— a staggering \$367 million more than the same figure from the pre-pandemic benchmark year of 2019.

Our success stems from collaboration. We extend our gratitude to our partners for your continued confidence in Visit Rochester. Your support enables our organization to successfully market, promote and sell the limitless features and qualities of our community.

We would like to thank the staff of Visit Rochester for their commitment to our community, our industry and this organization. The talented team at Visit Rochester operates from a place of passion, and the Greater Rochester community is better for it.

Thank you for your ongoing partnership— here's to another year of growth and success.

Sincerely,



K. William Gunther

Bill Gunther
Chairman
Visit Rochester



Don Jeffries

Don Jeffries
President & CEO
Visit Rochester

2023 RESULTS AT A GLANCE

\$1.5B

\$1,492,000,000
VISITOR SPENDING IN
MONROE COUNTY

1.97M

1,970,000 VISITORS
TO MONROE COUNTY

1.7M

1,701,420
VISITROCHESTER.COM
PAGE VIEWS

3.7M

3,782,039
SOCIAL MEDIA
IMPRESSIONS

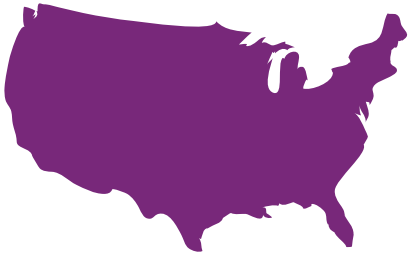
82,100

82,100
SOCIAL MEDIA
FOLLOWERS

18,142

18,142 HOSPITALITY &
TOURISM EMPLOYEES IN
MONROE COUNTY

1.97 Million Visitors



Top Origin Markets - New York State

- Buffalo
- Syracuse
- New York City
- Elmira
- Albany/Schenectady/Troy

Visitors from NYS origin markets spent an average of 16 hours in Monroe County.

Top Origin Markets - United States

- Philadelphia
- Boston
- Atlanta
- Chicago
- Burlington

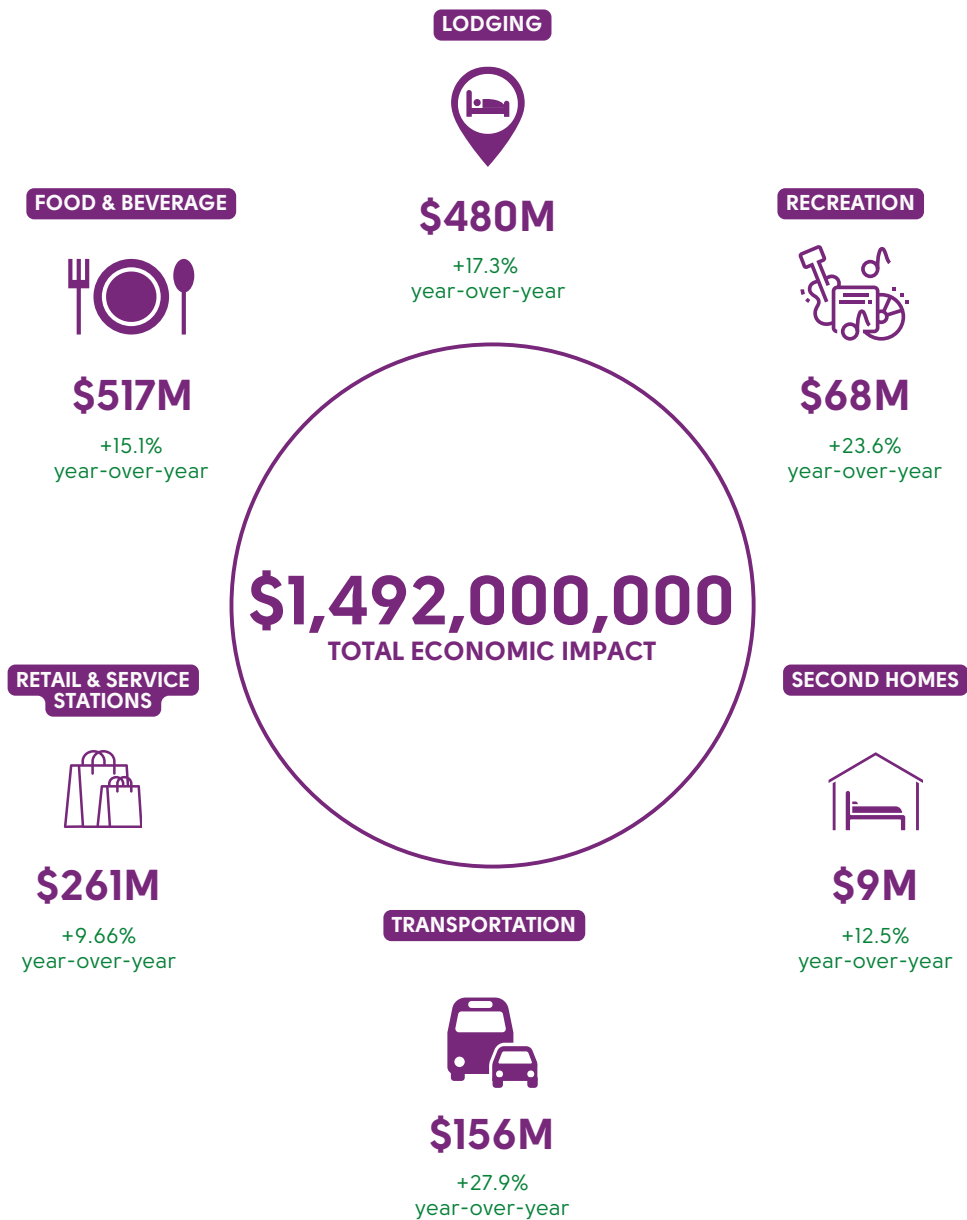
Visitors from outside of NYS origin markets spent an average of 1.53 days in Monroe County.

**Data provided by Arrivalist*



2023 RECORD-BREAKING TOURISM SPENDING

TRAVELER SPENDING - MONROE COUNTY*



TRAVELER SPENDING - FINGER LAKES REGION

In 2023, travelers spent **\$4.4 billion** in the 14-county Finger Lakes region across a diverse range of sectors. Overall, visitor spending was up **10%**.

Monroe County represents **34% (\$1.5 billion)** of the region's tourism sales. Without tourism-generated state and local taxes, the average household in the region would have to pay an additional **\$632** to maintain the same level of government revenue.

*Figures provided by Tourism Economics

2023 COMMUNICATIONS & PUBLIC RELATIONS

TELLING THE ROCHESTER STORY

It is the scope and mission of Visit Rochester's Communications department to tell the Rochester tourism story to the world, helping national and international travel media, social media influencers — and everyone in between— discover the many reasons why Rochester is one of the best cities to visit. Visit Rochester regularly invites and hosts media to experience Rochester through personalized press trips, hosting 32 members of the media in 2023. Here's what they are saying about us.

1.7M

1,701,420 PAGE VIEWS OF VISITROCHESTER.COM

1M

1,022,304 WEB SESSIONS

3.7M

3,782,039 USERS REACHED ACROSS VISIT ROCHESTER META CHANNELS

82K

82,100 SOCIAL MEDIA FOLLOWERS



"You always know when you're around lilacs because their scent is among the most recognizable and aromatic. That's why walking through Rochester's display of 1800 lilacs is a one-of-a-kind experience."

Better Homes & Gardens



"End your trip back in Rochester ... check out the George Eastman Museum, a photography museum devoted to the founder of Kodak; the Strong National Museum of Play, an interactive museum dedicated to toys and games that expanded significantly in 2023; the Susan B. Anthony House, the home of the suffragette that's now a museum; and Highland Park, which hosts annual flower festivals."

THE POINTS GUY



"County and city leaders gathered Monday afternoon to showcase all of the work being done to help folks during their time in Rochester for the PGA Championship. The goal is to not only ensure visitors have a seamless trip for the golf, but also to truly help people feel welcomed in the community, and hopefully explore all Rochester has to offer."

8 WROC



"Rochester, New York, is a history hub, horticultural centre, and foodie haven. It's having a much deserved, overdue moment, and it's time you discovered it for yourself."

NUVO



"Few other cities in the U.S. wholeheartedly embrace the sport of professional golf quite like Rochester, New York. Visitors to Rochester for the PGA Championship will find no shortage of things to do, places to dine, or unique sights to see while in the area. Read on for some must-do activities while visiting Rochester for the PGA."

PGA



VISIT ROCHESTER EXPLORE GUIDE

Each year, Visit Rochester collaborates with the Rochester Business Journal (RBJ) to create and distribute the *Explore Greater Rochester* visitor guide, an essential resource for showcasing the region's attractions, events, and local businesses. Visit Rochester spearheads the development of the guide's content, curating engaging articles, insider tips, and vibrant features that highlight the best of what the area has to offer. Meanwhile, RBJ handles the guide's production and printing, ensuring high-quality distribution to residents and visitors alike. In 2023, the production of the *Explore Greater Rochester* guide reached a major milestone, with more than **100,000 copies printed and distributed**—marking a full return to pre-pandemic circulation levels. This partnership plays a crucial role in promoting Rochester as a premier destination, helping visitors explore and experience the city's rich culture, history, and opportunities for adventure.

MARKETING TO LEISURE AUDIENCES

ELEVATING ROCHESTER'S VISIBILITY AND DRIVING VISITOR ENGAGEMENT

Each year, Visit Rochester executes a series of highly targeted, strategic marketing campaigns designed to attract visitors to the Greater Rochester area. These campaigns are carefully crafted based on in-depth research and analysis, focusing on key demographic and geographic markets that offer the greatest potential to drive tourism and economic growth. By leveraging data-driven insights, Visit Rochester tailors its messaging to resonate with diverse leisure audiences, from families to foodies and everything in between. These efforts are designed not only to showcase the region's unique attractions—such as its vibrant arts scene, scenic landscapes, and rich history—but also to highlight Rochester as an accessible and desirable destination for both short-term visits and extended stays. Through a combination of traditional media and digital tactics, Visit Rochester continually works to elevate the area's profile and maximize visitation year after year.

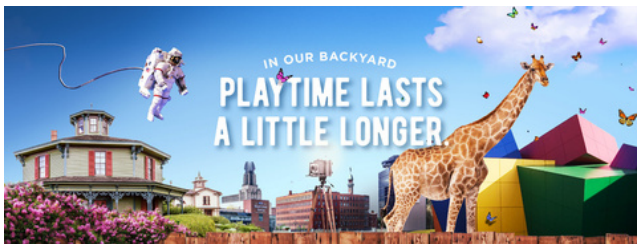


12.2M

12,182,311 IMPRESSIONS OF VISIT ROCHESTER OWNED CAMPAIGNS

129K

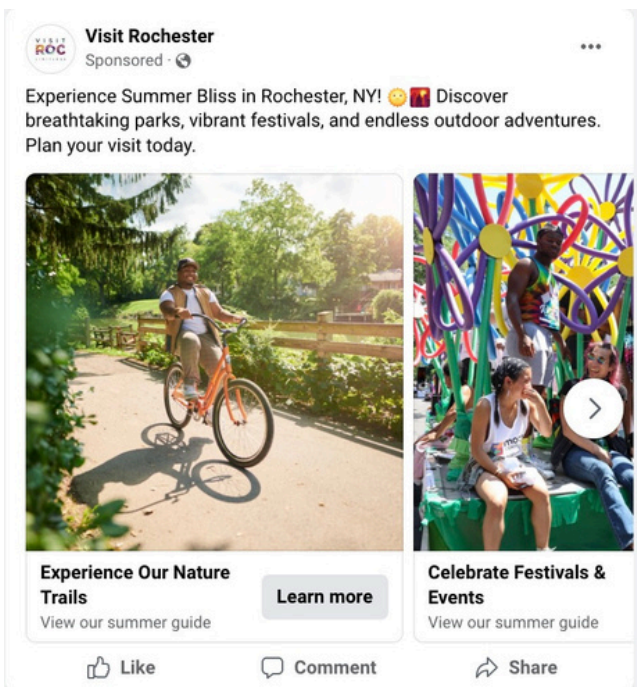
CLICK-THRU'S FROM VISIT ROCHESTER OWNED CAMPAIGNS



Bordering On: Located just 90 minutes from the U.S.-Canadian border, Rochester positions itself as an enticing destination for travelers from Southern Ontario and the Toronto metropolitan area through its dynamic *Bordering On* campaign. This targeted initiative showcases Rochester as a vibrant, culturally rich city just across the border, offering an array of experiences that appeal to Canadian visitors. From world-class museums and art galleries to stunning outdoor adventures in the Finger Lakes region, award-winning culinary experiences, and eclectic festivals, the campaign emphasizes the ease of access and diverse attractions awaiting discovery. The *Bordering On* campaign not only highlights Rochester's proximity but also presents it as a lively and affordable alternative for Southern Ontario residents seeking a getaway filled with adventure, relaxation, and culture.

Come Play In Our Backyard: The *Come Play in Our Backyard* campaign invites families from New York State, Pennsylvania, and New England to experience the abundant family-friendly offerings of the Greater Rochester area. This campaign is designed to highlight Rochester's reputation as a premier destination for family travel, with a focus on attractions that appeal to visitors of all ages. Additionally, the campaign underscores the accessibility of the region, its affordability, and the variety of activities available year-round, making it an ideal option for weekend getaways or extended vacations. By positioning Rochester as a welcoming and exciting destination for families, *Come Play in Our Backyard* emphasizes the region's appeal to those looking for a mix of adventure, learning, and relaxation close to home.

Destination Awareness: Visit Rochester's destination awareness campaign is an ongoing, 'always-on' marketing initiative that ensures the Greater Rochester area remains top-of-mind for potential travelers year-round. Through a strategic blend of digital channels—including social media platforms, paid search, and targeted digital advertising—this campaign delivers consistent messaging to prospective visitors. The content is seasonally tailored, offering timely inspiration for trip planning by highlighting Rochester's unique seasonal experiences, from fall foliage and winter festivals to spring blooms and summer events. Whether targeting outdoor enthusiasts, cultural explorers, or those seeking culinary delights, the destination awareness campaign plays a critical role in keeping Rochester visible in the competitive tourism market, ensuring that potential visitors are continually inspired to consider the region as their next travel destination.



MARKETING TO LEISURE AUDIENCES

Wine, Water & Wonders: Visit Rochester is a founding partner of the *Wine, Water & Wonders* initiative, a collaborative international tourism program designed to extend the travel experiences of international visitors already planning trips to New York City and Niagara Falls. This program strategically markets the rich attractions across New York State, enticing travelers to explore additional destinations, including Rochester, as part of their journey. Through *Wine, Water & Wonders*, international tourists are introduced to the unique offerings of the region—ranging from world-class wineries in the Finger Lakes, scenic waterways, and cultural treasures, to Rochester’s vibrant arts scene and historical landmarks. The program’s marketing efforts include targeted tour operator campaigns that emphasize Rochester as a natural extension to a New York vacation, encouraging travelers to discover more of what the state has to offer beyond its most iconic attractions.

Upstate Eats Trail:

The *Upstate Eats Trail* is a collaborative tourism initiative that brings together Visit Rochester, Visit Buffalo, Visit Syracuse, and Visit Binghamton to celebrate the unique and iconic regional cuisine of each city. This trail is designed to engage food enthusiasts and visitors by promoting the culinary traditions that define Upstate New York’s distinct flavors, from Buffalo wings to Rochester’s famous “Garbage Plate.” Through a robust social media presence and targeted paid media campaigns, the *Upstate Eats Trail* drives traffic to its website, where visitors can explore a food-based itinerary, discover must-visit dining spots, and plan their culinary adventures across the region. This partnership not only elevates the culinary reputation of each city but also positions Upstate New York as a food lover’s destination, where travelers can enjoy authentic, local fare while exploring the cultural and historical richness of each community.

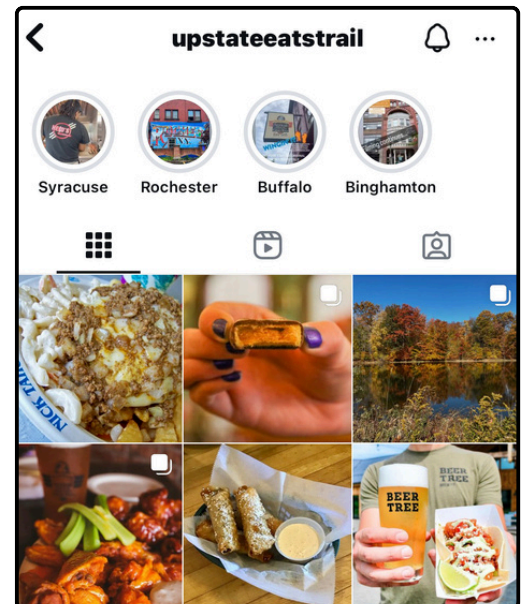
PREPARING FOR THE 2024 ECLIPSE

On April 8, 2024 Rochester will find itself in the path of totality for the 2024 Total Solar Eclipse. Recognizing the tremendous opportunity to attract visitors and worldwide attention to the Greater Rochester region, Visit Rochester began planning, promotion and outreach to visitors and media for April 2024. With support from a Market New York Grant from Empire State Development, Visit Rochester began work on a creative campaign and public relations program designed to position Rochester as the ultimate eclipse viewing destination.

Key eclipse promotion activities in 2023 included the creation of the creative theme for the campaign, *Path of Totality Awesome*, and public relations activities, including a media event in Philadelphia, a core market for campaign outreach, at the Franklin Institute. A countdown clock to the eclipse and Path of Totality Awesome display was also installed at the Frederick Douglass Greater Rochester International Airport before the end of the year.



From award-winning vineyards to breathtaking hikes, lakes, rivers and iconic waterfalls—there are an endless amount of experiences to make visiting New York State. A trip you will remember forever.



MARKETING TO THE LEISURE AUDIENCES

2023 PGA CHAMPIONSHIP— A HOLE-IN-ONE FOR ROCHESTER

In May 2023, Rochester captured global attention as it proudly hosted the prestigious PGA Championship at Oak Hill Country Club. Visit Rochester played a pivotal role, ensuring both visitors and the local community experienced an unforgettable event.

Community Engagement and Preparations

Visit Rochester led the community-wide hospitality preparations, collaborating with hotels, restaurants and local businesses to promote Rochester as a destination during the Championship. This included:

- **Development of the PGA Community Guide:** Distributed across Monroe County hotels, it helped visitors explore the area.
- **Interactive Displays and Photo Opportunities:** Life-sized Wanamaker Trophy replicas were installed in local hotels, complete with visitor information.
- **Digital and Physical Welcome Campaigns:** Billboards, airport displays, and digital ads welcomed and guided visitors throughout their stay.

Media and Promotional Efforts

Visit Rochester partnered with the Greater Rochester Chamber of Commerce and Greater Rochester Enterprise to host an exclusive media event that featured a craft beverage tasting for visiting journalists, providing a "Taste of Rochester." On Championship Sunday, Visit Rochester hosted an espresso bar for morning media engagements.

Marketing Strategy

Recognizing the PGA Championship's built-in audience, Visit Rochester's efforts focused on deepening visitors' connection to the local community. Key initiatives included:

- **Targeted Golf Audience Campaigns:** Full-page ads in *Golf Week*, paid social media promotions, and editorial content on PGA.com directed visitors to Rochester's attractions.
- **Sports and Meetings Sales:** Visit Rochester hosted 30+ sports and event organizers, showcasing the region's capacity for large-scale events.

\$190M

THE 2023 PGA CHAMPIONSHIP GENERATED AN ESTIMATED \$190 MILLION IN ECONOMIC IMPACT FOR THE GREATER ROCHESTER AREA.

Hotel Occupancy: Peaking at 90.7% during the Championship, with an average daily rate of \$286.01 (120% higher than the previous year).

Visitor Engagement: The Visit Rochester website saw a 45% increase in views during May, with social media and national mentions contributing to an estimated media value of \$62.5 million.

Volunteers and Hospitality: Visit Rochester deployed 75 volunteers to assist visitors at Oak Hill, providing hospitality and local insights. This further reinforced the region's reputation as a welcoming and well-organized host for international events.




Rochester, N.Y.
Where champions come to play.

The best golfers in the world will descend upon Rochester, NY for the 2023 PGA Championship. Ranked as one of the best golf cities in the U.S., come discover the perfect balance between refined and relaxed, amazing and affordable, historical and happening. And in a community where you can be anywhere in 20 minutes, you can save your long drives for the course.

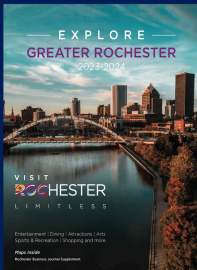

Off the course, Rochester hits the spot for a range of tastes — from beverage trails to hiking trails, from a stellar festival lineup to farm-to-table cuisine that's out of this world. The excitement lasts long after the 18th hole.

More than 60 resort, semi-private, and public courses await. Stay and play packages are available. Plan your trip today!


VISIT
ROC
ROCHESTER, NY



ATTENDING THE PGA CHAMPIONSHIP AT OAK HILL?



Download the *PGA Championship Mobile App*, which includes interactive tools designed exclusively for spectators



Take an *Explore Greater Rochester Visitor Guide*—it's got everything you'll need to get the most out of your visit

VISIT
ROC
ROCHESTER, NY



MONROE COUNTY
Welcomes You



2023 MEETINGS & SPORTS SALES AND EVENT SERVICES

POSITIONING ROCHESTER FOR CONVENTIONS, CONFERENCES & COMPETITIONS

Visit Rochester was responsible for bringing more than 240 meetings, conferences and sporting events to the Greater Rochester area in 2023. The Visit Rochester meetings and sports sales department sell Rochester as the ideal host for conventions, conferences and competitions of any size and type. The events and activities of the past year offered the sales staff of Visit Rochester many opportunities to reach and engage more meetings and sports clients, promote the city at key industry trade shows, events and marketplaces, and conduct targeted sales missions to meet clients and sell on the spot.

Over the past year, New York State Association meetings and events continued to be a major driver and source of annual and new business. Annual groups from the NYS Association Market included the New York State School Music Association, Empire Baptist Missionary Convention of NY and New York DECA and FBLA (Future Business Leaders of America).

Other notable groups convening in Rochester in 2023 included National Association of Music Education, International Symposium of Aviation Psychology, Mormon History Association, GeeklyCon, International Toy Research Association and United University Professions. Rochester also hosted the final 2023 Drum Corps Associates World Championships over Labor Day Weekend. Just these events alone brought thousands of event attendees to Rochester, while contributing millions of dollars to the economic impact of tourism in Monroe County.

RECOMMEND ROCHESTER

Decades of data show that destination recommendations made by members for meetings, conventions, conferences and sporting competitions are often more influential than just promotional materials from city tourism bureaus. From this insight, the Recommend Rochester program was born. Recommend Rochester encourages local Rochester residents to suggest their hometown as the host destination for meetings, conventions and sporting events that residents are personally involved in.

In November 2023 Visit Rochester hosted the third annual *Recommend Rochester Local Influencer* event at Black Button Distilling.

More than 50 representatives of local professional, social and athletic organizations and associations attended the event to learn how they could Recommend Rochester for a future meeting or event. Attendees enjoyed a special presentation highlighting the importance of a local influencer in the decision-making process, as well as the many reasons to recommend Rochester as the host location for a future event.

The event was a success, with multiple leads for new pieces of business resulting from this annual event.

In 2023, Visit Rochester created the Tourism Achievement Awards. This award recognizes the contributions of two local residents who have been integral in bringing large-scale meetings and events to Rochester.

Tourism Achievement Awards



Dr. Amy DelCorvo, CEO and Executive Director of NYSCATE (New York State Association for Computers and Technologies in Education). Dr. DelCorvo has served as the CEO of NYSCATE since 2010 and has been the driving force behind bringing NYSCATE's annual convention to Rochester each November. 2023 marks the 19th year the organization will have hosted its convention in Rochester. The event brings more than 1,500 attendees and 150 exhibitors on an annual basis to the Joseph A. Floreano Rochester Riverside Convention Center and a multitude of hotels around Monroe County.



Allen Buell, past-president Drum Corps Associates. Allen Buell has been involved in the world of drum and bugle corps for more than 45 years, including serving as the Vice President & President of Drum Corps Associates. Buell was the catalyst in the Drum Corps World Championship's return to Rochester and Monroe County in 1996 (it had not been held in Rochester since 1976). In total, DCA's World Championship was held in Rochester 21 times during the organization's 50+ year history, including 11 years under Buell's leadership. Over the course of its history in Rochester, the DCA World Championship has generated an economic impact of more than \$25 million for the local community.

2023 MEETINGS & SPORTS SALES AND EVENT SERVICES

ROCHESTER NY SPORTS COMMISSION SCORES BIG

Rochester is a popular choice for sports event planners. The city is affordable, accessible and able to host a wide range of athletic events.

In any given year, the Rochester NY Sports Commission, the sports development arm of Visit Rochester, prepares competitive bids - and successfully secures - hundreds of sporting events, tournaments and championships. Large events hosted and serviced by Visit Rochester in 2023 included:



Volleyball

- Can-Am Volleyball
- VolleyFX



Hockey

- Roc City Girls Fest
- SuperSeries Rochester Border Battle
- United States Hockey League American Cup
- Elite Prospects Cup Series
- Evolve Hockey Just Get Good Tournament
- PlayHockey Invitational
- Rochester IceCats Tournament
- MyHockey Empire State Cup



Swimming

- Eastern Zone Swimming Championships
- NYS Public High School Athletic Association Girls Swimming/Diving Championships



Soccer

- Lakefront Classic Showcase



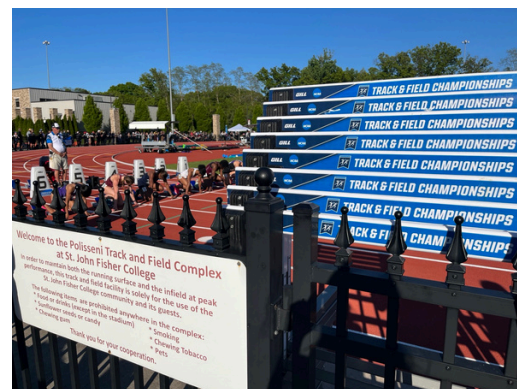
Gymnastics

- USA Gymnastics Championships NYS Level 9/10 Championships
- 2023 Rochester Classic - Nastia Liukin Cup Qualifier

ROCHESTER HOSTS 2023 NCAA DIII OUTDOOR TRACK AND FIELD CHAMPIONSHIP

Just days after the professional golfers, staff and fans from the PGA Championship departed Rochester, the nation's very best collegiate outdoor track and field athletes sprinted into town. The 2023 Division III Men's and Women's Outdoor Track and Field Championships took place May 25-27 at the Polissen Track and Field Complex at St. John Fisher University in Rochester. This event is the **largest NCAA DIII event in the country**, bringing more than 1,000 student-athletes, coaches, staff and parents to the Rochester area.

The event was co-hosted by St. John Fisher University and Visit Rochester. Student-athletes traveled to Rochester from around the country to compete in events including hurdles, discus, pole vault, javelin, long jump, shot put, high jump, steeple chase as well as meter and relay races. The Track & Field event generated an economic impact of more than \$1.6 million for Monroe County (source: Destinations International Economic Impact Calculator). Visit Rochester was heavily involved in both securing and planning for the event, having a hand in everything from securing hotel rooms, to on-site support for all events (including a banquet for 1,200 student athletes!), recruiting volunteers and enhancing the athlete experience.



EXCEPTIONAL EVENT SERVICES ELEVATE GROUP MEETINGS IN ROCHESTER

Once a group is booked to host an event of any type in Rochester, Visit Rochester's award-winning event services team steps into action, working with each group on a number of customizable services and event enhancements. The Event Services division also supports sports groups hosting tournaments and other events in town. In 2023, Rochester hosted: VolleyFX, USA Gymnastics and a number of large hockey tournaments. When these events arrive in Rochester, attendees are greeted with welcome signage and other marketing tactics to welcome the groups. Visit Rochester also hosted a handful of 'welcome celebrations' with food trucks and music to enhance the athlete's experiences.



2023 INDUSTRY RELATIONS

STRONGER TOGETHER WITH MEMBER PARTNERSHIPS

Visit Rochester prides itself on being one of just a few Destination Marketing Organizations in New York State with a membership program. In 2023, membership levels with Visit Rochester reached an all-time high. Visit Rochester partners continue to see great value in their investment with the organization, and member referrals are integral in driving growth.

483

TOTAL MEMBERS

69

NEW MEMBERS

91%

MEMBER RETENTION

125

AVERAGE ATTENDANCE AT MONTHLY VISITOR INDUSTRY COUNCIL MEETINGS



VISITOR INDUSTRY COUNCIL

Visit Rochester's **Visitor Industry Council (VIC)** is a member-run organization built to provide education, networking and engagement opportunities to the local and regional hospitality community. In 2023 the VIC Steering Committee brought in a number of subject matter experts, local elected officials and representatives from the PGA of America to present to members. Monthly VIC meetings featured extended networking sessions, allowing members to showcase their products and services.

The Visitor Industry Council initiated **nine VIC Committees and Task Forces** in 2023, engaging more than 100 active participants from Visit Rochester member businesses. These groups, including the "Roc for a Reason" committee and the NYS Association Committee, created unique opportunities for members to showcase Rochester as a top-tier destination.

Visit Rochester is also pleased to partner with the **Rochester Hotel Association** and **Visitor Industry Council** in hosting an annual golf tournament to benefit the Rochester Hotel Association Scholarship Fund. In 2023, 76 players participated, raising more than \$5,000 for the scholarship fund that supports students studying, and working, in the hospitality industry.

In 2023, Visit Rochester hosted the **New York State Tourism Industry Association (NYSTIA)** Annual Meeting. The event brought more than 150 tourism industry professionals from across New York State to downtown Rochester. Attendees enjoyed a driving tour of Rochester, with visits to the George Eastman Museum, Genesee Brewing and Black Button Distilling, and an evening at The Strong National Museum of Play.

IN GOOD COMPANY

Visit Rochester maintains membership and relationships with many significant industry associations and organizations at a state, national and international level.



2023 INDUSTRY RELATIONS

VISITOR SERVICES

Welcoming Visitors to Major Events & Festivals: In May 2023 Visit Rochester's Visitor Services Department simultaneously welcomed visitors to the PGA Championship at Oak Hill and the 125th Rochester Lilac Festival. Over **150 staff and volunteers** worked tirelessly to welcome thousands of visitors to our area, provide them with useful information and invited them to return!

Visitor Arrivals to Frederick Douglass Greater Rochester International Airport: As the official Tourism Promotion Agency for Monroe County, Visit Rochester operates a visitor center at the ROC airport. Visitor Information Specialists staff the center, engaging and assisting passengers and visitors, seven days a week. In 2023, Visit Rochester Information Specialists engaged with more than 30,000 visitors and personally distributed just under 25,000 visitor guides, along with maps and Visit Rochester member collateral.

Presence on College Campuses: Visit Rochester had a presence on 7 different college/university campuses in 2023, exhibiting at 13 events, engaging with over 10,000 students (and their parents).

ROC Star 2.0: Visit Rochester offers a FREE frontline e-training program to all member businesses, designed for staff who regularly interact with visitors. This course teaches participants how to promote Rochester as a destination, equipping them with essential information to enhance visitors' experiences and encourage return trips.

MEMBER TESTIMONIALS

"Being an active member of Visit Rochester and holding a position on VIC Steering Committee has been an incredibly fulfilling experience. From the moment I joined, I felt welcomed and valued as part of a dedicated team committed to showcasing the best of Rochester. I highly recommend membership with Visit Rochester to anyone looking to make a positive impact on their business and in our community." - **Brett Jones, Area Sales Manager, Indus Hospitality Group**

"When I had the opportunity to buy my own business, one of the first things I did was join Visit Rochester. Visit Rochester has been such a valuable resource with networking, making connections and promoting small businesses in Rochester NY. The connections I have made over the years has led to Flight Wine Bar being in several publications, growing with private events and many friendships. The Visit Rochester family is never ending and supports each other in every way." - **Sue Reuter, Owner, Flight Wine Bar**

"As a small business owner, we have to decide each year how every dollar is spent. In my industry, the margins are extremely small, and every dollar spent is a dollar that could be used for upgrades, payroll, or for our own groceries to feed our families. There are a few memberships that we feel are worth the stretch... Every membership will only get you what you put in, but with Visit Rochester and the VIC you only need to show up and the collaborations, support, and creativity flow immediately... As the chapter president of the NYSRA Rochester Chapter, Visit Rochester has been a perfect partner to lift and support the industries that keep Rochester a city that millions love to visit. From member drives, programming, and summits, VIC is an easy partner because we have the same goal- the health and vibrancy of the businesses that make The Flour City shine! When you meet people passionate about bringing people to your city (and your business) it is less of a partnership and more of being part of a team." - **Kelly Metras, Owner, Salena's Mexican Restaurant, Chapter President, NYSRA Rochester**



WELCOMING GROUP TOUR AND TRAVEL TRADE

Visit Rochester remains actively engaged in promoting group tours and the travel trade segment. In 2023, Visit Rochester represented its members at key travel shows, including the American Bus Association Annual Marketplace, Heartland Travel Showcase, National Tour Association Annual Travel Exchange, Ontario Motor Coach Association Annual Marketplace, and the Bus Association of New York Annual Meeting. These efforts resulted in **232 personal sales presentations** to group tour operators. Through direct bookings, Visit Rochester brought in **751 group tour visitors**, generating an estimated economic impact of **\$22 million**.



ROCHESTER/FINGER LAKES FILM COMMISSION

The Rochester Film Office serves 14 counties in the Finger Lakes and central regions of New York State. It is dedicated to generating a variety of film production dollars and jobs in the region by drawing film and video productions to the area that otherwise shoot "on location" throughout the country and worldwide. In 2023, the Film Office assisted with more than **100 projects** that included support of filmmakers, commercial and civic productions, NYS promotions and member programs. These projects included several feature-length film productions, documentary productions, reality and scripted television shows and series, commercial video productions, music video productions and more.

The Film Office promoted the region to filmmakers through ongoing communication with producers from major studios and streaming platforms, attendance at major film festivals, engagement with NYC-based industry representatives and a partnership with the New York Production Alliance. The office also hosted filmmakers and producers for in-market site visits and more than 70 virtual familiarization tours in the past year.

The Film Office recently launched an initiative to help producers identify MBE/WBE businesses, aiding them in qualifying for the NYS film tax credit while creating opportunities for local businesses. The Rochester Film Office is currently the only Upstate NY film office that actively works with producers to identify and connect with qualified personnel and businesses.

The Film Office initiated a Sustainable Production program in 2023, partnering with local suppliers and vendors to reduce the environmental impact of production waste.

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