



Visit Rochester Annual Meeting & Report

November 16, 2021



Visit Rochester Mission & Vision



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.



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Bob Duffy

Greater Rochester Chamber of Commerce

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Rich Mackey
Sport Sales Manager



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Marketing & Events Coordinator



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Director of Event Services



Erin Kivel
Administrative Assistant/Sales & Sports Coordinator



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Director of Sales



Jeanine Battermann
VP, Finance, Administration & HR



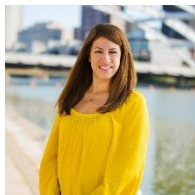
Alicia Gazda
Convention Sales Manager



Rachel Laber
Director of Market Communications & PR



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Partnership Manager



Amber Brewer
Event Services Specialist



Tim James
Senior Sales Manager



Greg LaDuca
VP, Industry Relations & Visitor Experience



Emma Quinn
Visitor Services & Accounting Specialist



David Samentello
Convention Sales Manager

2020 Annual Report

Economic Impact Figures for 2019 & 2020



Record-Breaking Pre-COVID Numbers

2019 Tourism Economic Impact Figures

2019 Economic impact of tourism in Monroe County: **\$1,124,300,000**

Segment	Traveler Spending
Lodging	\$322 million
Recreation	\$54.7 million
Food & Beverage	\$344.8 million
Retail	\$195.9 million
Transportation	\$200.1 million
Second Homes	\$6.9 million

Local Financial Impact of Tourism	
State Taxes	\$61,633,000
Local Taxes	\$81,134,000
Total Labor Income	\$603,800,000
Tourism employment	19,740 jobs

COVID-19 Impact on Tourism Industry in Monroe County

2020 Tourism Economic Impact Figures



2020 Economic impact of tourism in Monroe County: **\$620,600,000**

Segment	Traveler Spending
Lodging	\$155.9 million
Recreation	\$32.7 million
Food & Beverage	\$242.6 million
Retail	\$110.8 million
Transportation	\$72.9 million
Second Homes	\$5.6 million

Local Financial Impact of Tourism	
State Taxes	\$38,200,000
Local Taxes	\$64,100,000
Total Labor Income	\$464,700,000
Tourism employment	13,465 jobs

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

Where We Are Today

Key metrics on the rise, including Occupancy Rates, Revenue Per Available Room (RevPAR) and visitation numbers.



Occupancy Rates

July 2020 – 40.7%	July 2021 – 68.6%
August 2020 – 49.6%	August 2021 – 69.8%
Sept. 2020 – 43.4%	Sept. 2021 – 60.3%

Revenue Per Available Room

July 2020 – \$35.55	July 2021 – \$80.22
August 2020 – \$46.15	August 2021 – \$88.27
Sept. 2020 – \$38.69	Sept. 2021 – \$70.54

Visitor Arrivals

2020 – 884,022 daily arrivals	YTD 2021 – 1,049,241
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2020 Resource Allocation



2020 Areas of Support (% of Total Budget)

Membership, Grant & Other Income	8%
In Kind-Member & Partner Support	1%
Monroe County Hotel Tax	91%

2020 Resource Allocations (% of Total Budget)

Convention/Meeting Sales & Services	26%
Tourism/Leisure Marketing	21%
Visit Rochester Operations, Facilities & Overhead	15%
Visitor Services & Information Center Operations	6%
Public Relations, Communications & Publication Development	9%
Rochester/Finger Lakes Film Commission	5%
Membership Services	7%
Sports Commission	10%
Community Partnership Marketing	1%

Visitor Profile – 2020

Cumulative visitation: 884,022 daily arrivals



Top Origin Markets New York State	Top Origin Markets Outside of NYS
Buffalo	Boston
Syracuse	Philadelphia
New York City	Cleveland
Elmira	Washington DC
Binghamton	Chicago
Albany-Schenectady-Troy	Hartford-New Haven
Utica	Pittsburgh
Watertown	Atlanta

- Visitors from NYS Origin Markets spent an average of **1.22 days** in Monroe County
- Visitors from outside of NYS origin markets spent an average of **2.15 days** in Monroe County

Rebuilding from COVID-19

Recovery and Bringing Visitors Back in 2020

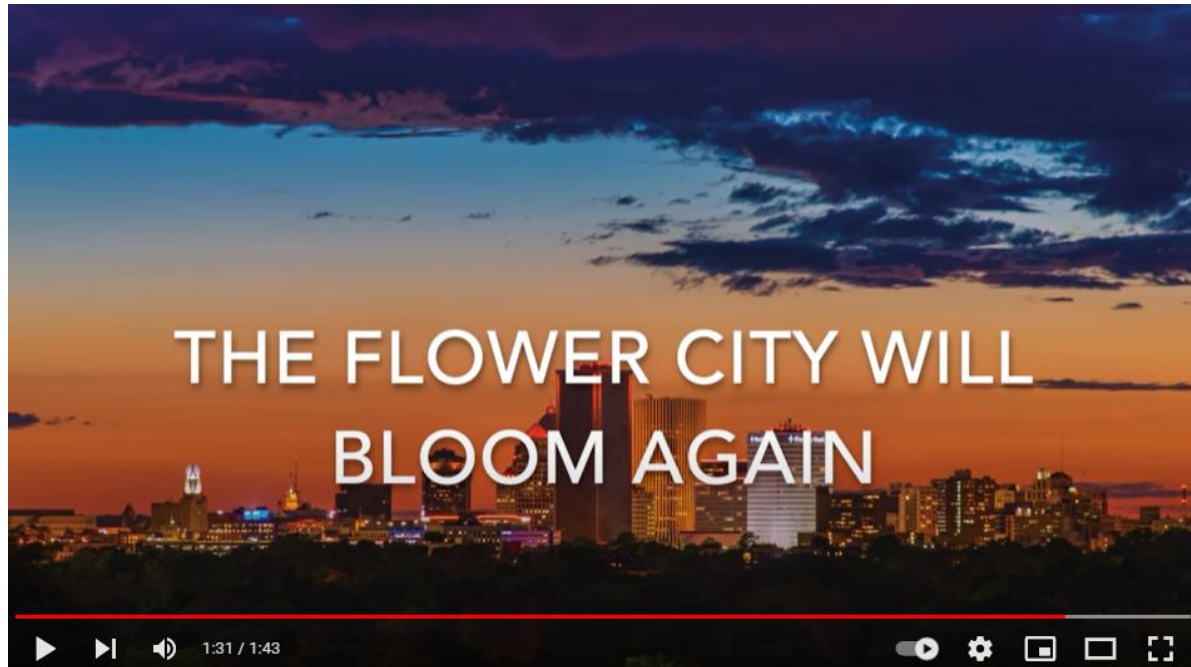


Early Stages of Recovery in 2020



- From the earliest days of the pandemic, Visit Rochester worked to remain relevant and to best support the needs of our tourism and hospitality partners, along with the Rochester community at large.
- Recovery from the pandemic began with messaging at a local level and strong support of local businesses (***The Flower City Will Bloom Again***) promoting shopping local, takeout options from local restaurants and more.
- As travel began to gradually open up (summer 2020) marketing efforts expanded from local to regional (with a focus on New York State) under the theme of ***Rochester Rising***. We continued a call-to-action for visitors and locals to support local restaurants (***Dine Out Roc***) and to get back out and safely explore Rochester attractions (***Rediscover Rochester***).
- Beginning in summer 2020, Visit Rochester used PR and social media tactics to spread the word that Rochester was open for business and ready to safely welcome back visitors.

Early Stages of Recovery in 2020



Early Stages of Recovery in 2020

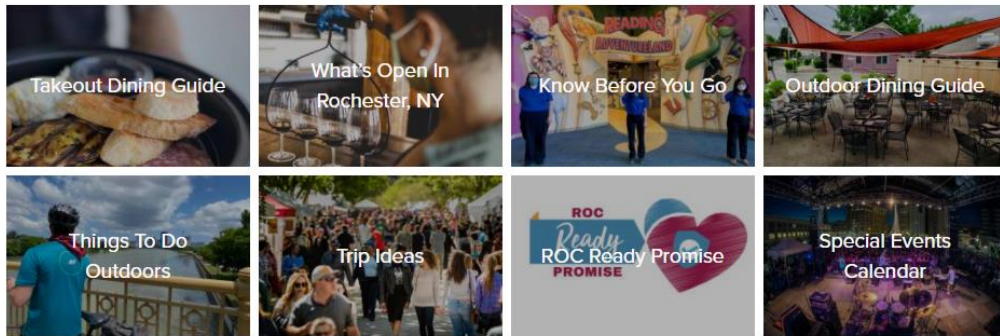
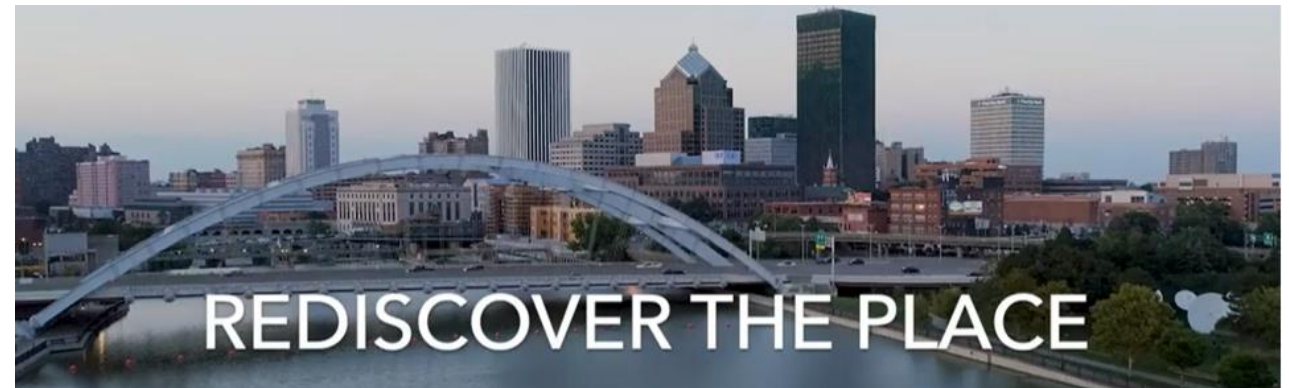


Rochester Rising

Welcome back! Whether you are a local ready to rediscover the Flower City or a visitor looking for new adventures, Rochester, NY is ready for exploration.

ROC READY

Our number one priority is our visitors' health, safety, and peace of mind when making travel plans. That is why Visit Rochester and our members have made a commitment to reopen responsibly. With the guidance of local and New York State officials, our community is ensuring safe conditions to protect their employees and visitors like you. We're [ROC Ready](#). Are you?



Social Media & PR Engaging Locals & Bringing Visitors Back



AROUND TOWN

'Visit Rochester' says be a tourist in your own town post shut-down



by: Christian Garzone

Posted: Jul 16, 2020 / 09:17 PM EDT / Updated: Jul 17, 2020 / 08:51 AM EDT

Visit Rochester
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Visit Rochester, NY for a socially distanced weekend of fun:

- 🌳 Picturesque parks
- 🌅 Breathtaking outdoor settings
- 🎨 Arts, culture, and much more!



VISITROCHESTER.COM

Escape The City for a Relaxing Weekend Getaway

Learn More

Visit Rochester
Sponsored ·

Looking to get away? Visit Rochester for a day filled with picturesque parks, historic sites, and breathtaking scenery!

Easy to get here, hard to leave. Visit Rochester today!



VISITROCHESTER.COM

Visit Rochester For A Fun-Filled Family Getaway

Discover what Rochester has to offer!

Learn More

What's Open In Rochester, NY

By Visit Rochester Staff on Jun. 25, 2020

Welcome back to Rochester! As the COVID-19 pandemic continues to impact our country and community, many businesses in the Rochester area have fully reopened, but with new precautions and guidelines in place to help keep visitors and residents safe. See what's open in Rochester, NY and what to expect before your visit.

Reimagined Family Travel Campaign Encourages State-Wide Audiences to “Come Play In Our Backyard”



- As travel restrictions eased, Visit Rochester was ready to re-launch its family travel-focused program. However, the program's 2019 message of "*Bring the Family Closer*" needed to be reimagined for a world where social distancing prevailed.
- The campaign was reimagined and relaunched under the creative theme of "*Come Play in Our Backyard,*" a message that worked perfectly for both local, regional and statewide family audiences.
- A mix of digital tactics, including social, video and display ads, were used to reach those families most likely to travel during the fall of 2020.

IN OUR BACKYARD
**PLAYTIME LASTS
A LITTLE LONGER.**



Convention and Sports Sales Team Strengthens Client Relationships



- Throughout the pandemic, the Visit Rochester convention and sports sales teams stayed in touch with clients, helping to answer questions regarding state guidelines and safety protocols and being ready to help clients rebook and reschedule events impacted by COVID-19.
- As groups, specifically sports events, resumed in Fall 2020, the Event Services team jumped into action to help make events taking place in Rochester a success. Virtual services were provided, and a new virtual tour partner was selected (Threshold 360) to enhance the offerings of both the sales and services departments.

Convention and Sports Sales Team Strengthens Client Relationships



Membership Introduces “Rise Up with Visit Rochester” Community Partnerships



- Recognizing that local businesses needed the support and resources of Visit Rochester more than ever before, Visit Rochester launched a Community Partnership program (with a complimentary 12 month membership for eligible businesses) beginning in Summer 2020.
- Member retention efforts have been critical, and Visit Rochester currently has 435 members, **a ten year high.**

Visitor Industry Council Pivots to Recovery-Focused Task Forces and Committees

The Visitor Industry Council continued to meet monthly on Zoom during 2020, and committees and task forces established at the start of the year were reimagined to be recovery-focused, engaging 200+ members in committee meetings, discussions and virtual events throughout 2020.



Recovery in 2021

Rebuilding and Bringing Tourism Back



Departmental Updates and Achievements in 2021



Convention and Sports Sales



- Sports events fueled recovery in first half of the year with continued growth throughout the year
- Meetings and group business returned through smaller events held at single properties
- City-wide/downtown conventions returned in October 2021
- Major pieces of business were secured for the future including the return of **Drum Corps Associates (DCA) World Championships** to Rochester in 2022 and 2023

Event Services

- The return of meetings and conventions began around June with the second half of the year dominating in hosting annual state events, national events and even an international event.
- Focus on enhancing experience and visibility of groups once again meeting in Rochester (e.g. sidewalk clings to help guide attendees to downtown locations, installations within the convention center, enhanced food and dining options (dine-around, food trucks, etc.)
- Continue to service sports events, including two new hockey events in Fall 2021.

Communications and Public Relations



- Resumed in-person press trip, media hosted in 2021 included Garden Destinations, Boston Globe, Dining Traveler, Eat Live Travel Drink, Come Join My Journey, PureWow, Syndicated Radio Host Michael Patrick Shiels and More.
- Garnered media coverage for both local initiatives and national coverage highlighting Rochester tourism features and businesses
- Redesign of VisitRochester.com and robust content development for the website
- Social media campaigns driving traffic to website and promoting seasonal travel (summer and fall) to Rochester
- Development of Video and Image Library (including new convention sales, sports and destination photos and videos)

Publications and Distribution

- Partnership with the Rochester Business Journal on 2021 EXPLORE Guide – 55,000 copies distributed throughout
- Restaurant signage with QR code to scan for restaurant online menus distributed to Monroe County hotels
- Signage with QR code to access digital version of EXPLORE guide distributed to Monroe County hotels

VISIT
ROCHESTER
LIMITLESS

explore GREATER
ROCHESTER

Entertainment • Dining • Attractions • Arts
Sports & Recreation • Shopping and more

Maps Inside
Rochester Business Journal Supplement

PLAN
YOUR
VISIT

*Visitor Guide
available here*

Ask the front desk agent for
a copy to take with you.

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Sports & Recreation • Shopping and more

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Tourism & Travel Trade



- Visit Rochester has worked to maintain client relationships with tour operators through virtual and in-person shows including American Bus Association Marketplace and National Tour Association Travel Exchange.
- Hosted a virtual client event in early 2021 with a local sommelier-led wine & chocolate tasting.
- Developing new bookable itineraries to roll out to tour operators in 2022.

Industry Support & Visitor Services



- Ongoing member programs and events – including return of **in-person Visitor Industry Council Meetings**. Attendance for VIC meetings continues to average more than 100 monthly attendees.
- Nine visitor industry council committees and taskforces, engaging members from across the industry.
- Launch of eLearning Frontline Training – ROC Star 2.0
- 435 Members as of November 2021 **–a ten-year high!**
- Concentrated focus on diversity and inclusion, BIPOC-owned businesses.
- Engagement with state and regional industry organizations – NYSHTA, NYSTIA, Finger Lakes Tourism Alliance, Finger Lakes Regional Tourism Council, U.S. Travel, Destinations International, etc.
- Once again staffing information center at ROC Airport in accordance with increased number of travelers in airport

Film Office Success in 2021

- Steady production activity through the year, returning to a more typical pre-pandemic level.
- Scouting and use of region by feature films, national networks, reality television shows, music videos and commercials for production
- Hiring of new Senior Coordinator for the film office
- Rochester/Finger Lakes Film Office & RIT Student Filmmaker Program

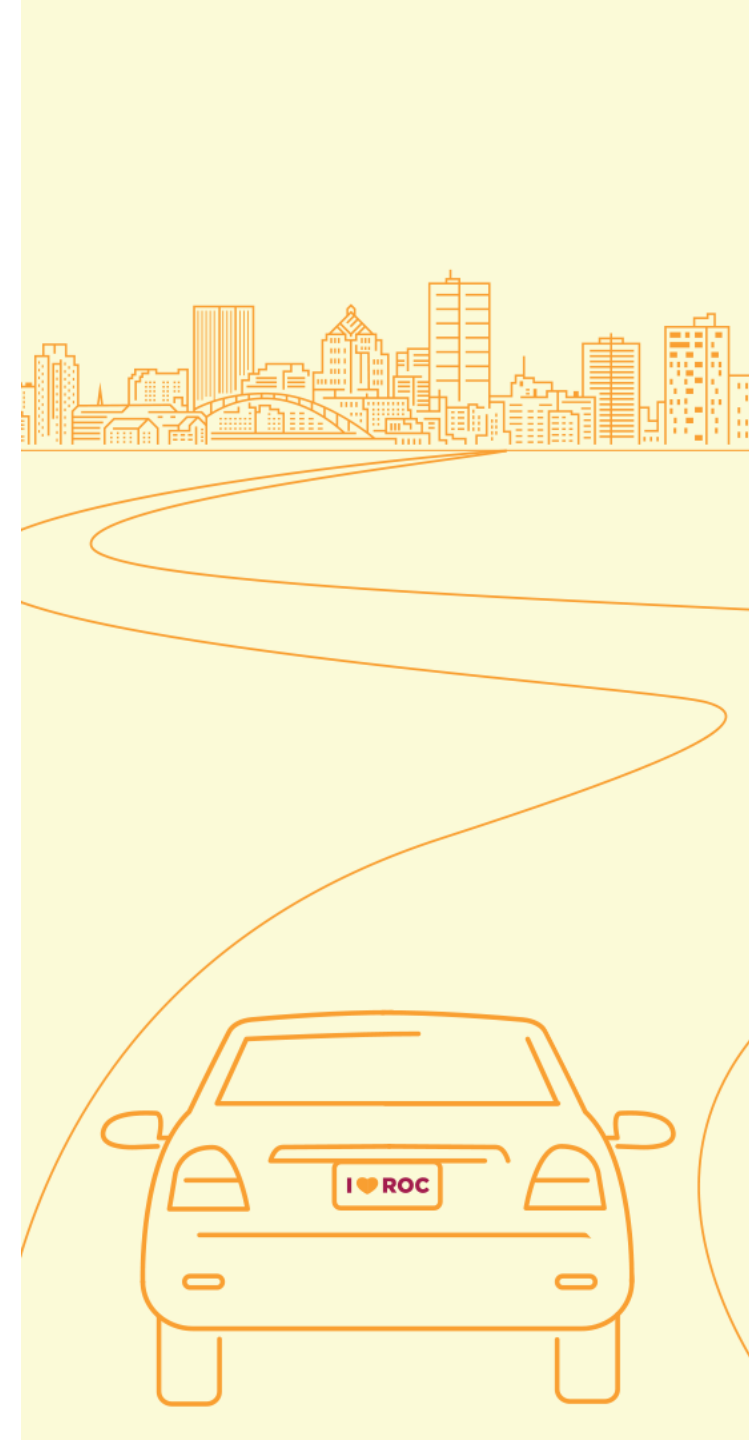
2021 Marketing Programs and Initiatives



NORTH
STAR
MEDIA GROUP

Marketing Programs Attract New & Repeat Visitors

- Continuation of family travel campaign, ***Come Play in Our Backyard***
- Enhanced convention and sports sales marketing efforts, including event sponsorship in key markets like Albany, NY.
- Reopening of Canadian Border and ***Bordering On***
- ***Upstate Eats Trail*** collaboration with upstate cities
- Development of destination awareness campaign (with in-kind support from agency following nationwide competition).
- International program development, ***Wine, Water & Wonders***
- Relaunch of ***Recommend Rochester*** program



“Come Play In Our Backyard” Reaches New Audiences



- Award-winning family travel program, originally launched in 2020, expanded to new markets in 2021 including:
 - Capital Region (NYS)
 - Hudson Valley and Westchester (NYS)
 - Cleveland
 - Pittsburgh
 - Western Massachusetts
 - Vermont



Visit Rochester
Sponsored ·

Relax. Recharge. Reinvent the family-fun weekend. Visit our website and start planning your trip to Rochester and the Finger Lakes today!

**COME PLAY
IN OUR BACKYARD.**
ROCHESTER, NY

WWW.VISITROCHESTER.COM

Come Play In Our Backyard
Plan your visit today.

[Learn More](#)

Like Comment Share

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**VISIT
ROC**
ROCHESTER, NY

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**PLAN YOUR
VISIT TODAY**

Convention and Sports Sales Marketing



- Enhanced marketing presence in trade publications
- Event sponsorship in key target markets (Albany Meeting Planners)
- Bi-monthly client email newsletters, keeping Rochester top-of-mind for meeting and sports event planners
- Social media campaigns for both convention sales (LinkedIn) and sports (Facebook and LinkedIn)
- Return of in-person trade shows and appointment-based marketplaces in 2021, with each show resulting in multiple RFPs for future business.
- Development of new convention and sports sales videos



Find the place that has everything you're looking for.

The hidden treasure of Western New York, nestled in the beautiful Genesee River Valley, Rochester strikes the perfect balance between refined and relaxed, amazing and affordable, historical and happening. Discover a vibrant arts scene, top-rated golf, diverse cuisine, a craft beverage trail, natural wonders, and unique world-class attractions for all ages. It really is limitless.

So, if you're looking for the perfect host and a destination with everything you're looking for, limit your search and discover Rochester today.

For more information, go to visitrochester.com/meetings

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VISIT
ROC
ROCHESTER, NY

I ♥ NY
iloveny.com

Roc your world from our little corner of it



The winning choice for your
next competition or event.
Rochester is open for play.



LEARN MORE



**ROCHESTER IS
OPEN FOR PLAY**



A photograph of an ice hockey game in progress, with several players in various jerseys clustered around the goal. The image is overlaid with a semi-transparent purple filter.

**OPEN FOR
ANY SEASON**

An aerial photograph of a large sports complex featuring multiple soccer fields, a baseball field, and a large parking lot filled with cars. The image is overlaid with a semi-transparent orange filter.

**OPEN FOR
ANY SIZE BUDGET**

A photograph of a cycling race starting line at night. A large crowd of spectators is gathered on the left, and cyclists are lined up on the right. A banner in the background reads "ROCHESTER TWILIGHT CRITERIUM". The image is overlaid with a semi-transparent blue filter.

**OPEN FOR
QUICK STARTS**

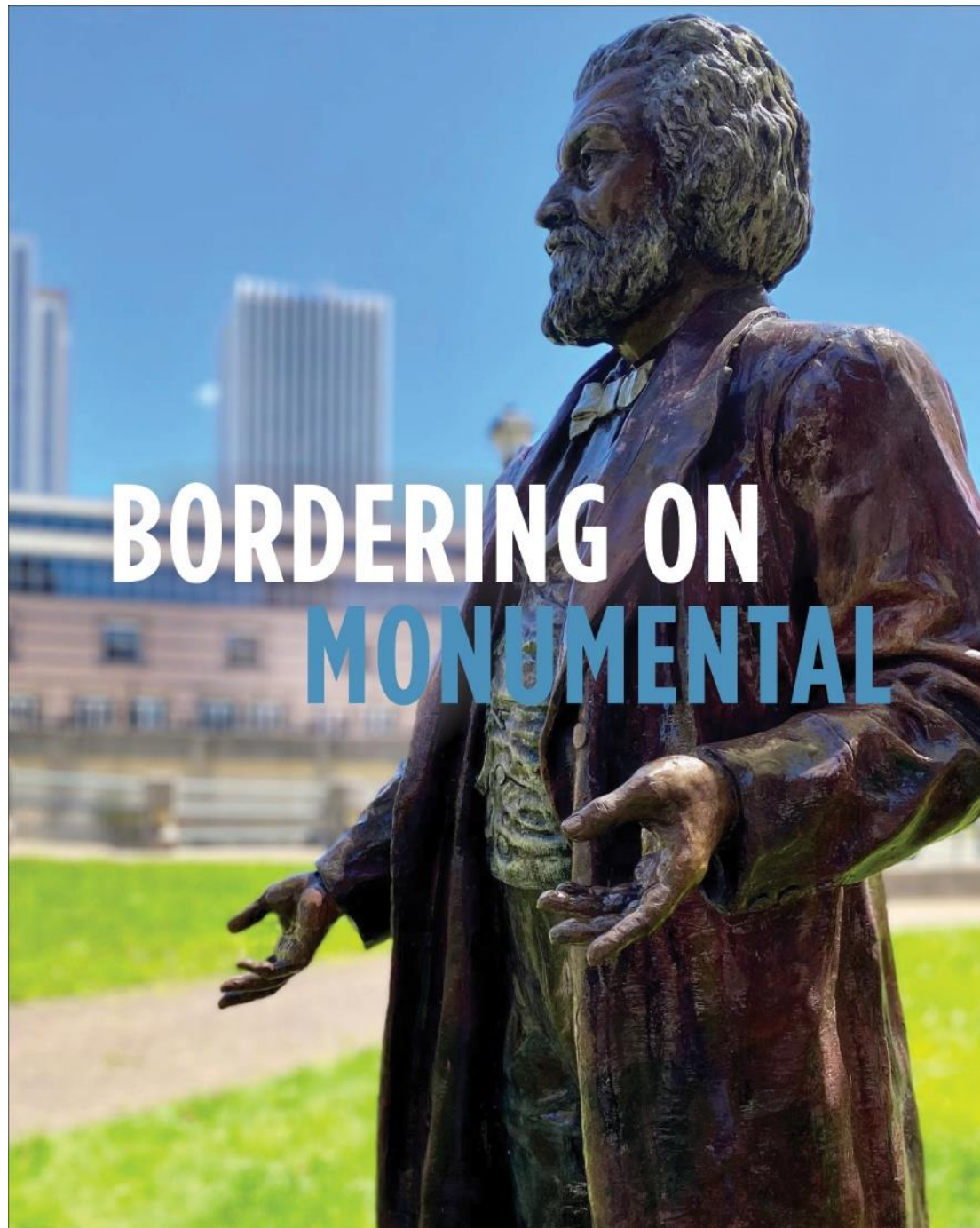
A photograph of the Rochester, NY skyline at sunset, with the city's buildings reflected in the water of the Erie Canal. The image is overlaid with a semi-transparent red filter.

ROCHESTER, NY
A WINNING CHOICE FOR
YOUR NEXT SPORTING EVENT

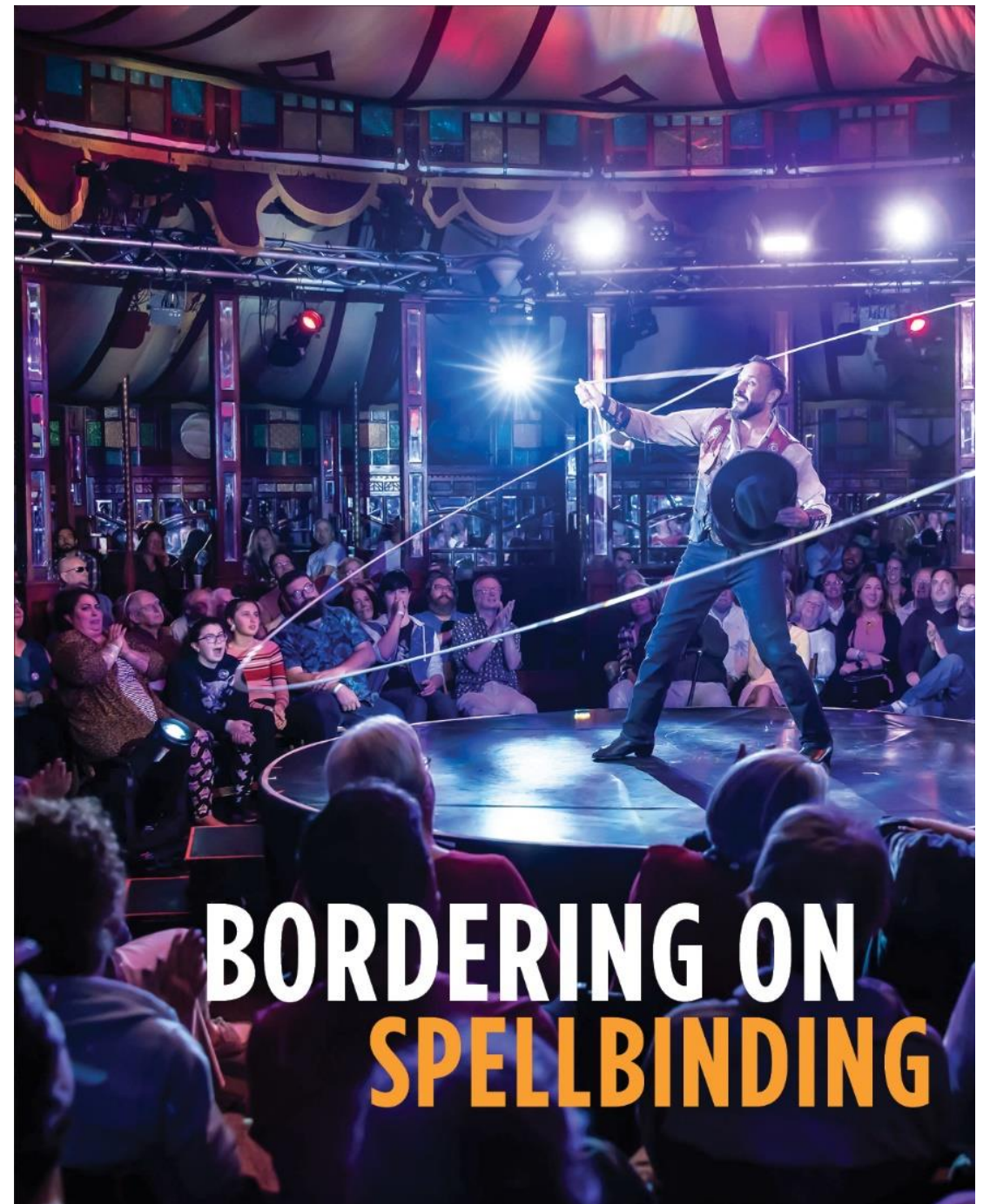
Reopening of Canadian Border + “Bordering On”

To gear up for the long-awaited opening of the Canadian Border, a new creative campaign was developed with elements ready to launch the date of the border reopening (November 8, 2021). The theme of “**Bordering On**” speaks to the idea that just south of the U.S.-Canadian border is a destination filled with art, culture, outdoor experiences, award-winning food, drink and so much more waiting to be discovered.



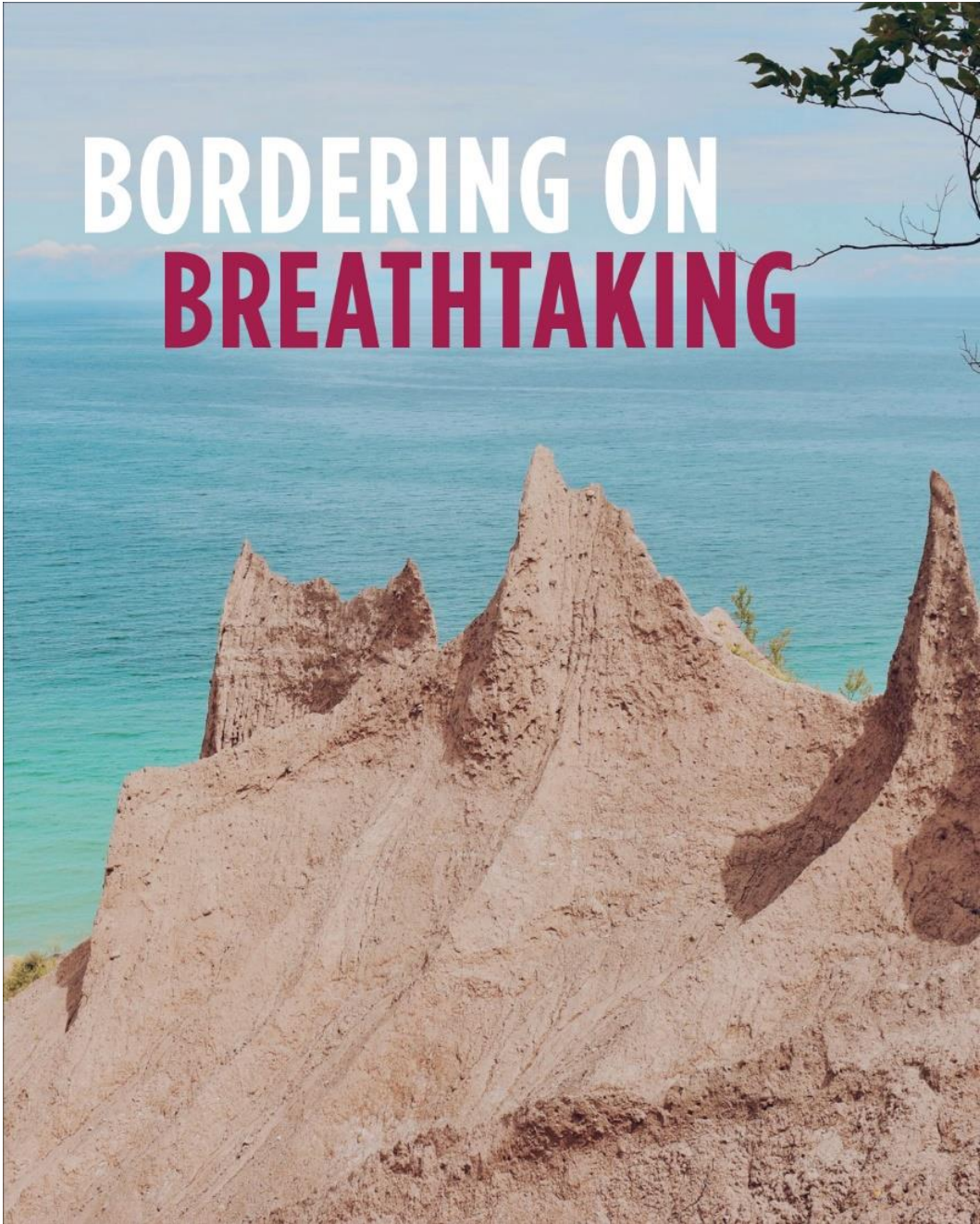


**BORDERING ON
MONUMENTAL**

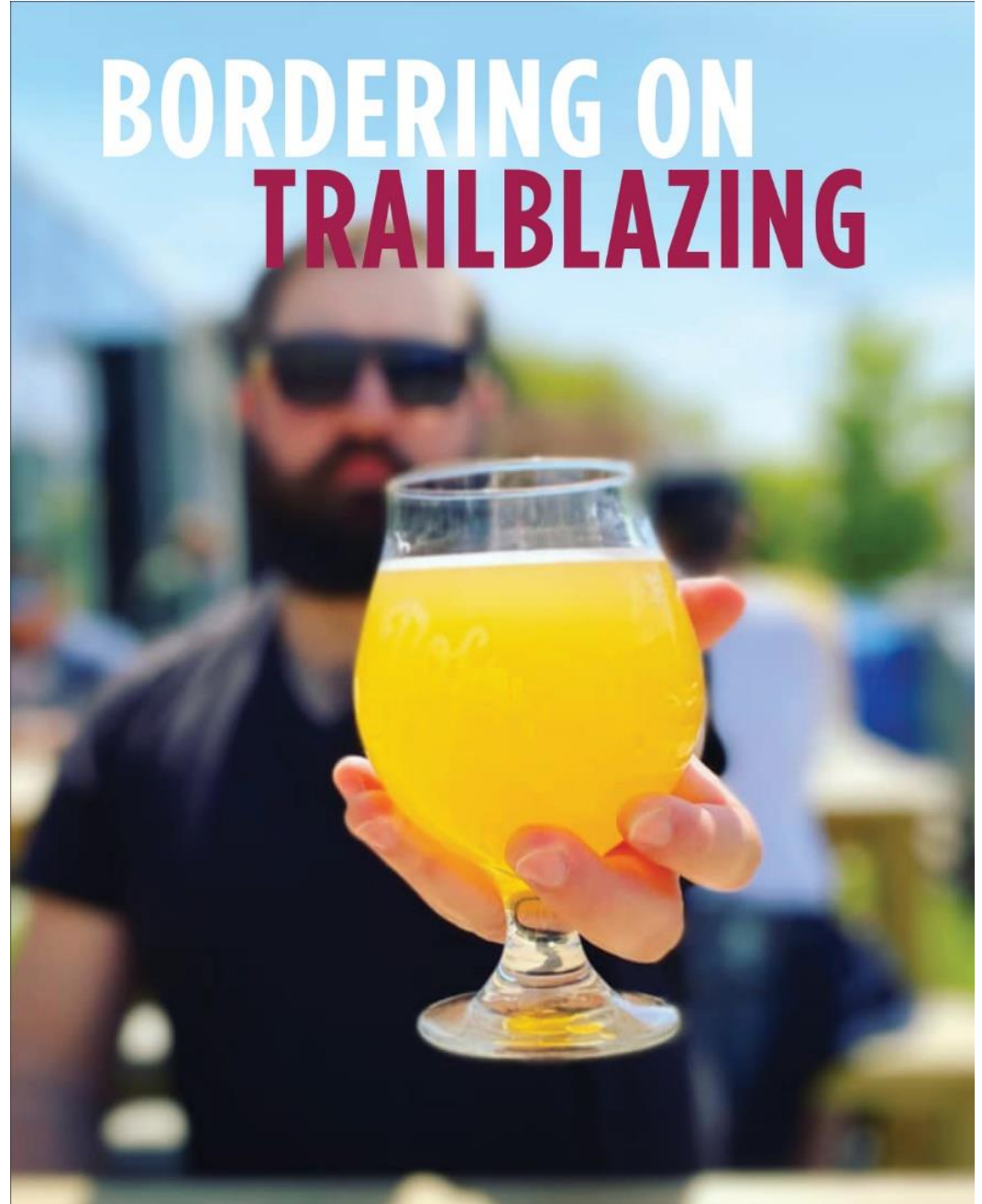


**BORDERING ON
SPELLBINDING**

BORDERING ON BREATHTAKING



BORDERING ON TRAILBLAZING



Upstate Eats Trail

The Upstate Eats trail is a collaboration between Visit Rochester, Visit Buffalo, Visit Syracuse and Visit Binghamton highlighting the iconic regional cuisine in each upstate city.

The trail was launched with a virtual press conference held during National Travel and Tourism Week in May 2021, featuring then Lt. Governor Hochul.





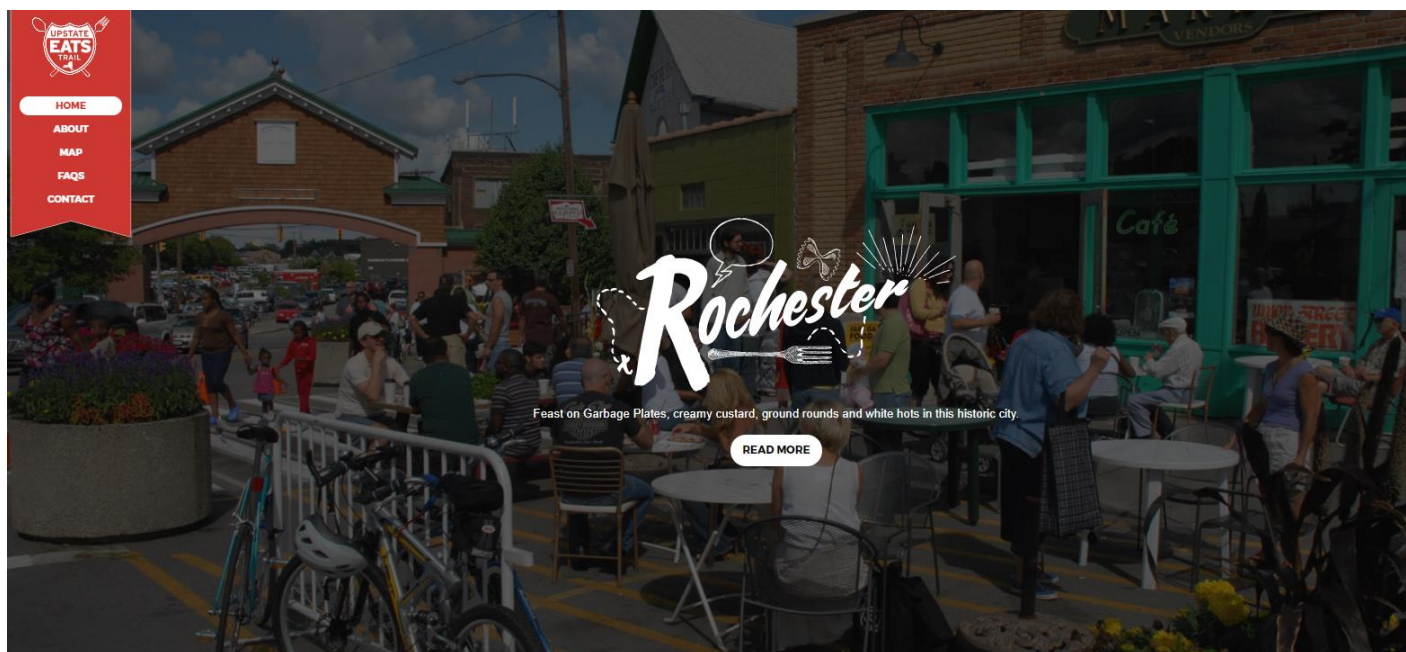
Media Coverage Appearing In

The Boston Globe **10** USA TODAY
10Best.com

PureWow TravelLife

WE3 TRAVEL.COM

FOOD & WINE



Destination Awareness Campaign – “One ROC”



- In the spring of 2021, Visit Rochester entered a nationwide tourism recovery contest sponsored by BowStern, a creative agency based in Florida. Visit Rochester was one of five finalists and we were given the opportunity to do a virtual interview with the BowStern team. While Visit Rochester did not win the grand prize, the agency created a custom runner-up prize package for our organization, providing in-kind creative services valued at \$60,000.
- The in-kind services provided by BowStern has resulted in a destination awareness campaign under the creative concept of **“One ROC.”** The goal of the campaign is to build brand awareness for Rochester as a destination, drive interest in the destination and generate new visits to the Rochester area. The “One ROC” campaign has been designed to position Rochester as a prominent destination, while highlighting a wide array of local attractions and recognizing that there is only one place like Rochester, NY.

ONE ROC



Wine, Water & Wonders and International Tourism



- While international borders remained closed for the majority of 2021, Visit Rochester, through its participation in Wine, Water, and Wonders has kept the region top of mind for international customers:
 - Released new promotional video
 - Virtual sales mission with UK and German operators through New York State
 - In-person exhibition and one-on-one appointments at IPW, the largest international inbound travel show in the US
 - In-person exhibition and one-on-one appointments at World Travel Market, the largest international show in the UK
- Pent-up demand coupled with interest in new experiences beyond congested gateway cities will bode well for the region as a beneficiary of travelers making their way from New York City to Niagara Falls.



DISCOVER THE

WINE, WATER, & WONDERS

OF NEW YORK STATE





Discover the Wonders

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.

Plan your adventure at winewaterwonders.com



Recommend Rochester



- In 2021 Visit Rochester relaunched and put new energy behind the *Recommend Rochester* program, an initiative designed to engage local residents in recommending Rochester for their next meeting, convention or sporting event.
- Recommend Rochester event held in October 2021 welcomed 50+ attendees, and resulted in the names of 60 new associations and organizations for possible future events in Rochester.



Did You Know?

Rochester was ranked #9 on the list of the best U.S. cities to visit in 2020 by SmarterTravel.

McCOMBELL ROCHESTER

ROCHESTER





Opportunities for Continued Growth in the Year(s) Ahead



- **Upcoming Events/Milestones**

- Monroe County Bicentennial Celebration (2021-22)
- PGA Championship (2023)
- Solar Eclipse (2024)

- **Visit Rochester Initiatives**

- Destination strategic plan
- Launch of eLearning
- Diversity and inclusion efforts

Thank you.

