



NEW YORK'S
FINGER LAKES
TOURISM ALLIANCE ★ FOUNDED IN 1919





Rochester, NY



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Continuing a Legacy of Exemplary Tourism Promotion

Enhancing Visitor Experience

Founded in 1919, Finger Lakes Tourism Alliance is recognized as one of the longest standing destination marketing organizations in the United States. We are an association of private-sector attractions, tourism-related businesses and county tourism offices working together to enhance and promote visitor businesses for the 9,000 square-mile Finger Lakes region of New York State.

Mission: Lead tourism economic growth and development through exemplary promotion of the Finger Lakes region as a world class destination.

Vision: Be the recognized leader for destination marketing strategies and resources in the Finger Lakes region.

Our Values: Finger Lakes Tourism Alliance and its affiliated programs are equal opportunity service providers and do not discriminate on the basis of race, color, nationality, religion, disability, sex or other protected class, status or condition.

FLTA is an inclusive provider committed to compliance with all state, federal and local policy and to a culture of continuous improvement.

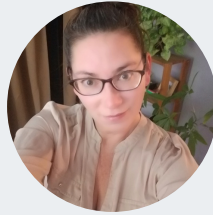


Seneca Lake State Park
Geneva, NY



STAFF & BOARD OF DIRECTORS

FLTA Staff



Cynthia Kimble, President - CindyK@FingerLakes.org
Jason Jordan, Manager, Social Media & Communications - JasonJ@FingerLakes.org
Suzanne Pinneo, Office & Sales Assistant - SuzanneP@FingerLakes.org
Hope Breen, Manager, Sales & Partner Relations - HopeB@FingerLakes.org

Board of Directors

Officers

At Large
Sue Poelvoorde - Chair
 Cayuga Lake Scenic Byway, Inc.

Onondaga County
Danielle Neuser - Past Chair
 Embassy Suites at Destiny USA

Chemung County
Matt Hufnagel - Treasurer
 Subway

At Large
Brittany Gibson - Vice Chair
 Seneca Lake Wine Trail

Steuben County
Coleen Fabrizi - Secretary
 Corning's Gaffer District



Glenora Winery
Dundee, NY

At Large - Don Bennett
 Campground Owners of NY

Ontario County - Meghan Fuller
 Bristol Mountain

Yates County - Paul Curcillo
 CK Cellars

Cayuga County - Vacant
 At Year End 2022

Schuyler County - Janine Bond
 Town of Hector / Smith Park

Wayne County - Bonnie Hays
 Historic Palmyra

Cortland County - Jon Spaulding
 Greek Peak Mountain Resort

Seneca County - Joe Gober
 Americana Vineyards

Ex Officio:
Fred Bonn
 Finger Lakes State Parks

Livingston County - Vacant
 At Year End 2022

Tioga County - Jim Mead
 Early Owego Antique Center

Laury Ward
 Finger Lakes Wine Country

Monroe County - Greg LaDuca
 Visit Rochester

Tompkins County - Inez Vermaas
 Enfield Manor Bed & Breakfast

Vacant
 At Year End 2022



A MESSAGE FROM OUR PRESIDENT & BOARD CHAIR

Growth Strategy Takes Hold In 2022-2023

It seems like Cindy and I were just pulling together the “Year in Review” page for 2021 and now here we are writing the 2022 review. As we begin to settle in to a new normal following the worst of the pandemic, we reflect back on the challenges and successes we had in 2022. The resiliency of folks in tourism businesses in the Finger Lakes region was clearly evident in the innovation, creativity, and strength to survive demonstrated over the past two years.

Like many of you, losing employees and replacing them was a big hurdle for the year. We were fortunate to add two new full-time staff members in February and March to the Finger Lakes Tourism Alliance team, a Social Media and Marketing Manager and a Partner Relations and Sales Manager. Both individuals brought with them new energy, fresh ideas for marketing, and more engaging ways to serve our partners.

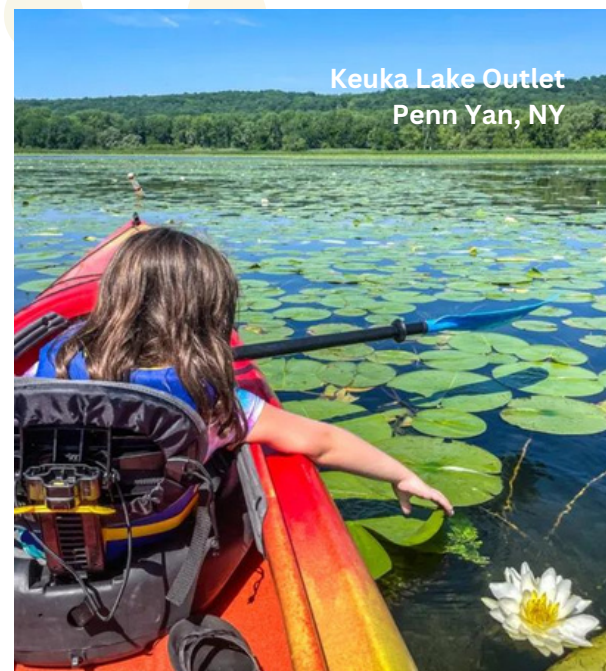
On the social media/marketing side, we were able to take back the task of creating content from a contractor arrangement to in-house development. Social media posts became more engaging and interesting and included more partner-generated content. Tweaks to the website improved engagement as visitors searched to plan their vacations and new pages were added to give partners more exposure.

For our partners, the Board’s Partnership Committee, working with the Partner Relations and Sales Manager, came up with the plan to add two more Partner Networking events beyond the annual Literature Exchange and Annual Holiday gathering. The networking events allow us to share our ideas with one another on how to engage and encourage more visitor traffic and keep folks in the region longer.

We also had success in 2022 to restore funding for the Finger Lakes Tourism Alliance in the New York State budget. Board Directors, led by Cindy, met with all the New York State elected Assembly and Senate officials who represent the 14-county FLTA region. We extend our most sincere thanks to our elected representatives for meeting with us, hearing our request, and following through to reinstate funding for our organization.

Reasons to Celebrate 2022

- Increased National & International Presence
- National Heritage Area Designation Nears Finish-Line
- Organization/Region Featured in National Media
- Welcoming New Partners
- Amazing Staff and Board Engagement
- Return to In-Person Convention Presence



Also, on the funding side, our Social Media and Marketing Manager was successful in submitting a grant through the New York State Consolidated Funding Application (CFA) process to produce niche brochures (print and digital) focusing on the wealth of outdoor adventure locations in the region.

Finally, the request to have the Finger Lakes region designated as a National Heritage Area (NHA) is still alive and working its way through the federal system. The National Park Service unit responsible for preparing the Feasibility Study completed their work and have sent it on through the Service’s next review level. From there it will be sent on to the Department of Interior’s review process. We are still very positive that the outcome will be in our favor and hope to hear in 2023. Thank you for supporting this effort and we look forward to working with everyone to share the incredible stories of the Finger Lakes.

Until next year, stay safe and healthy!



Cynthia Kimble
President



Sue Poelvoorde
2022 Chairperson



Unique Dining
Auburn, NY

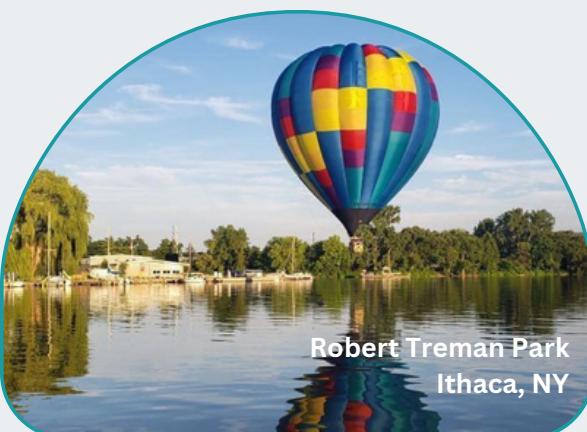
What Our Partners Are Saying About Finger Lakes Tourism Alliance

“A wonderful organization that provides an invaluable service both to those in the tourism industry and to the visitors and guests that we serve.” - Shangri-La Rentals

“You have a very professional way of working with your clients and offered a wonderful way to promote our business.” - Southern Tier Outdoor Show

“I feel that some of the staff are an extension of my family. There is concern, not only as to each others well being, but the well being of the businesses” - CNY Living History Center

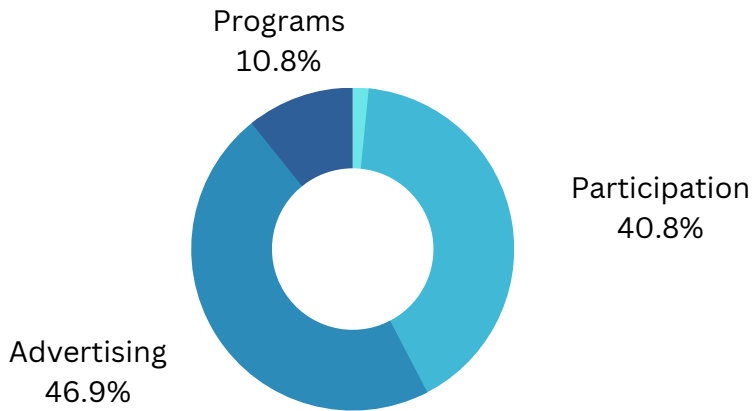
“I think you are the best at what you do.” - Finger Lakes Hospitality



Robert Treman Park
Ithaca, NY

2022 FINANCIAL POSITION

For the period January 1, 2022 through December 31, 2022



Grants & Revenue

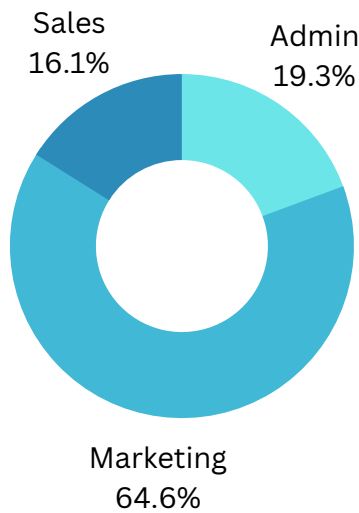
Admin Income: \$8,033.17

Participation Income: \$206,840.43

Advertising Income: \$237,851.85

Program Income: \$54,670.00

Total Income: \$507,395.45



Expenses

Admin Expense: \$99,550.51

Marketing Expense: \$332,389.40

Sales Expense: \$82,727.68

Total Expenses: \$514,667.59

NOTE: 2022 Balance Sheet - Unaudited

Financial News & Notes

External auditors of the organization's FY 2021 finances issued a clean statement and asserted that information presented accurately represented FLTA's financial position without need for adjustment.

Considering all income, expenses and assets, FTLA is in a cash positive position heading into 2023.

**FLTA owns a fully depreciated building valued at \$162,000 by the Yates County Assessor's office.*

WELCOME NEW PARTNERS

In 2022, Finger Lakes Tourism Alliance Welcomed 67 New Partners:

Rabbit Row Yarns & Haberdashery
 FLX Music247
 The Statler Hotel
 The Regent Lounge
 Taverna Banfi
 Statler Hotel Conference Center
 Staving Artist
 20 Deep Winery
 Abandon Brewing Co.
 Museum of the Earth
 Cayuga Nature Center
 iSmash Rochester
 Happy Earth Tea
 Finger Lakes Opera
 Carol's Coffee & Art Bar
 Leonardo's Wine Bar
 Finger Lakes Land Trust
 Ellwanger Estate
 Genesee Valley Regional Market
 Beers of the World
 Polo Ralph Lauren
 Steuben Design LLC.
 Sunset Beach on Seneca Lake
 Downtown Canandaigua BID
 Mailbox Power
 Women's Rights National Historical
 Park
 iSmash Syracuse

Pink Bellini
 URMIC Thompson
 Fly the Whale
 Bk8d and Loaded
 Laughing Gull Chocolates
 Q Medical Spa Victor
 Discover Ithaca
 Vibe Infusion Therapy
 Vinifera
 New York Kitchen
 Wagers Cider Mill
 Country Inns & Suites (Big Flats)
 Pastel
 Glamping at Meadeville Farm
 The Owego Kitchen
 Inn at Grist Iron
 Evolve Christmas Store
 Confection Connection
 The Lookout at Hope Lake
 Campground at Hope Lake
 Harris Hill Soaring
 Genesee Brewing
 Glen Park Vineyards
 1867 Parkview Inn
 2nd Time Around Consignment
 Suburban Cabana
 World Piece
 Tioga Downs Antique Market

Bostwicks Antiques
 Hygge Home
 Belva Lockwood Inn
 Black Cat Gallery
 Airy Acres Winery
 New York State Blues Festival
 Sterling Stage
 Hillick & Hobbs
 Crosswinds Farm Creamery



Fall Networking Event



Annual Holiday Party

NOTE: Organized By Date Joined


Partner with Us

Founded in 1919, Finger Lakes Tourism Alliance (FLTA) is recognized as one of the longest standing destination marketing organizations in the United States. We serve as the hub of information, collaboration, and education for growth of a vibrant hospitality and tourism industry in the area. The FLTA is an association with over 600 tourism related businesses, and is a leader for regional tourism growth and sustainability in the Finger Lakes.



Destination Marketing With Impact

Marketing Our Corner of the World for Over 100 Years.

Print	Social Media	FingerLakes.org
 <p>Travel Guide Distribution 100,000 Copies +10,000 Digital Views</p>	 <p>Facebook 39,077 Page Likes</p>	<p>FingerLakes.org 1.43M Pageviews 593,000 Unique Sessions</p>
 <p>Group Travel Planner Distribution 1,500 Copies</p>	 <p>Instagram 6,200 Followers</p>	<p>FingerLakes.org Web Ads 2,286,755 Total Impressions 713,410 Unique Impressions 221,170 Outbound Links</p>
 <p>Mini-Map Distribution 72,000 Copies</p>	 <p>Twitter 44,221 Impressions</p>	

Trip Referrals & Bookings Made Easy

Booking trips through the BookDirect widget at FingerLakes.org gives users the tools to make the most of their visit to the region, with the most comprehensive source for hospitality and attraction information on the web at their finger tips.

BookDirect is a potent way to convert potential visitors from the planning phase to booking, with a conversion rate of 89% in 2022.

2022 Book Direct Usage:

44,862 Searches
39,887 Referrals

Est. Booking Revenue Generated

\$823,267.68

Return on Investment

\$654.98/\$1 Partner Invested.

Diversified Promotional Strategies

In 2022 FLTA worked with nearly 30 journalists, bloggers and influencers to amplify all the things that make the Finger Lakes a desirable and visitor-friendly vacation destination. Due to the strong brand equity of the Finger Lakes as a vacation destination, no funding has been necessary to support this program.

Additionally, we worked to allow visitors to tell their own stories by sharing photos, videos and anecdotes across our social media platforms - a strategy we will continue throughout 2023.

Ads on FingerLakes.org continue to offer our partners the largest possible reach. The addition of SEO keyword tracking tools in 2022 have enhanced our ability to target and drive traffic in a more informed way than ever before.

Our partners continue to benefit from the ability to post news, events and information through their partner portal and page at FingerLakes.org

2022 HIGHLIGHTS

Scholarship Supports Future of Tourism and Hospitality

Each year it is the pleasure of Finger Lakes Tourism Alliance to award an annual scholarship to a deserving student seeking a future in the tourism and hospitality industry.

In 2022 FLTA screened many deserving applications and awarded the scholarship for \$2,500 to Emily Meissner, a graduate of Midlakes High School and second-year student at SUNY Brockport, where she majors in leisure studies with a concentration in tourism.



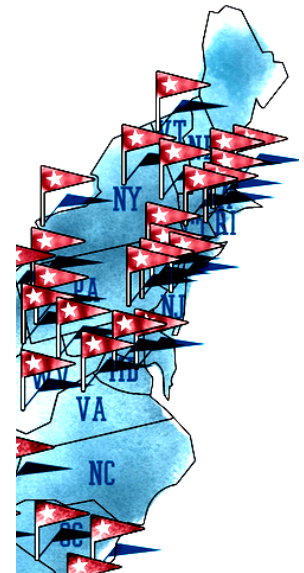
Meissner was highly recommended by her college's department heads for her passion, drive, creativity and role as a peer mentor, qualities highly prized by the scholarship committee.

Finish-Line In Sight for National Heritage Area

In 2022, work to have the Finger Lakes region designated a National Heritage Area in Congress took additional steps forward. This designation will recognize the Finger Lakes region as a nationally distinctive landscape with significant natural, cultural and historic resources.

The feasibility study initiated by the National Park Service was overwhelmingly positive. The draft study met the approval of the several Native American nations and is in its final editing stages at the Department of the Interior before being transmitted to Congress for a vote.

FLTA leadership continues to work with state and federal officials to encourage a final designation by Congress sooner rather than later. If successful, the Finger Lakes will join 55 other National Heritage Area sites around the nation.



FLTA Backs Evidence-Based Rules for Crypto Mining

In support of agriculture, tourism and hospitality related jobs in the region's natural beauty and natural resources, Finger Lakes Tourism Alliance maintained its 2021 position insisting that state officials support research efforts regarding the impacts of crypto currency mining operations using proof of work validation on the Finger Lakes and act in accordance with the results. At the close of 2022, FLTA had gathered the concerns of industry partners concerned about impacts and forwarded them to the proper state agencies.





New Networking Opportunities Offered

In the fall of 2022, FLTA added two, new events to its annual schedule of networking opportunities. Fall and Spring events meant to gather industry stakeholders in the same place at the same time has, and will continue to foster collaboration into the future.

The new events have also given FLTA partners a way to showcase their event spaces and services through sponsorship and material support of these events.



Advocating for Strong Staffing & Workforce Development

In 2022, Finger Lakes Tourism Alliance used its public platform and seat at the table with legislators to underscore the importance of a strong workforce capable of staffing the many diverse positions in the tourism and hospitality fields.

This included pushing for wider availability of B2 visas that would allow screened foreign candidates to fill jobs that would otherwise go unfilled and stifle economic growth in a sector vital to statewide economic vitality.

On social media and our website, FLTA shared partner job openings and got them in-front of thousands of additional potential candidates, according to analytics.



On the Horizon in 2023

- *Welcome New President & CEO (March 2023)*
- *Launch of New Publications*
- *Designation of National Heritage Area*
- *Begin 2024-2026 Strategic Plan*
- *Continue Legislative Advocacy*
- *Grow Partnership & Partner Engagement*
- *Demonstrate DE&I Thoughtfulness in Work*
- *Continue New Partner Networking Opportunities*
- *Secure State & Federal Funding to Support Hospitality & Tourism Promotion*





2022 MONTHLY MILESTONES

Quarter 1

January

- Hired two new staff
- Group Travel Planner produced & delivered.
- FingerLakes.org made handicap accessible.

February

- Delivered travel guide to the printers.
- Year in review issued.

March

- Reached and exceeded yearly budgeted sales.
- Received \$150,000 in the NYS Budget.
- Travel guide shipped to distribution vendors in PA, MA, OH, CT VT, NJ and NY.

Quarter 2

April

- Map and Mini guide received – Distribution underway.
- Hired/on boarded new Part-Time Office assistant.
- Submitted \$3M federal funding request for new building.
- Greg LaDuca presented at the NYSTIA conference for FLTA.

May

- Held successful Literature Exchange event.
 - \$1,404 raised for scholarship fund
- Delivered Map/Mini-guide
- Auditors indicate clean FY 2021 audit.

June

- Developed online order form for FLTA programs.
- Multiple Articles appeared in regional/national publications.

Quarter 3

July/August

- Submitted funding requests to Steuben and Yates counties.
- Submitted grant for UK and Ireland marketing.
- Multiple state-level legislative meetings held.
- Submitted CFA requests for the following:
 - Market Research Project
 - Win Water & Wonders – German Market Project
 - Themed Development of Brochures

September

- Sales exceeded budget by 8% due to Hope Breen’s sales efforts.
- Legislative meetings continue to seek bipartisan support in the State Senate for future state budget line item requests.

Quarter 4

October

- Presented to Tourism Advisory Committee for Yates County funding request.
- Attended the fall Alliance of National Heritage Area’s meeting.
- Reinstatement billings have resulted in 13 new partners thus far.

November

- Received formal notice of Steuben County Funding.
- CFA grant awarded in the amount of \$25,000.

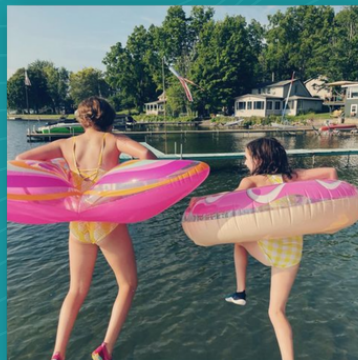
December

- 2023 Finger Lakes Regional Travel Guide finalized.
- Draft annual budget approved by the board of directors.
- Held successful annual holiday event.
- Annual \$2,500 scholarship awarded.





FIND YOURSELF...
 IN THE FINGER LAKES.
 A FOUR SEASON DESTINATION



- Outdoors · Wineries · Dining · Boat Cruises · Fun for Kids · Museums · Historic Landmarks · Farm Markets · Attractions · Arts · Entertainment · Hiking & Biking · Spas and more!