

MEDIA KIT

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Welcome To the Finger Lakes!

Finger Lakes Tourism Alliance is pleased to provide you with this information about one of the most beautiful places in America: New York's Finger Lakes!

Please consider this media kit your invitation to visit our uniquely scenic area with its gorgeous lakes and meandering rivers, rolling hills and lush valleys, quiet streams and awesome waterfalls, glacier-cut gorges and miles upon miles of farmlands and vineyards. The stories you will find here range from great culture to outdoor adventure, from history-making sites to award-winning wineries, from romantic views to recreational thrills, and from tales of charming villages to the beat of major cities.

In fact, the best part of visiting New York's Finger Lakes is often the journey itself—a journey filled with unexpected discoveries. We offer the perfect road trip experience during every season of the year; and road trips—a distinctively American pastime—provide a leisurely way to travel with plenty of opportunities to stop and explore things along the way. With our many waterways serving as "flowing roads" for boats, plus plenty of hiking and biking trails, New York's Finger Lakes offer great road trips for everyone: by car or boat, hike or bike.

Please call our office if you would like additional information about anything in these materials or for if you would be interested in the possibility of a media/travel writer familiarization tour.

Sincerely,



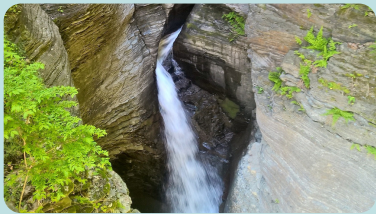
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The Finger Lakes Region By The Numbers

There are so many ways visitors can enjoy themselves in the Finger Lakes that it is almost impossible to name them all. The list below offers just quick glimpse of some of what this impressive region has to offer.

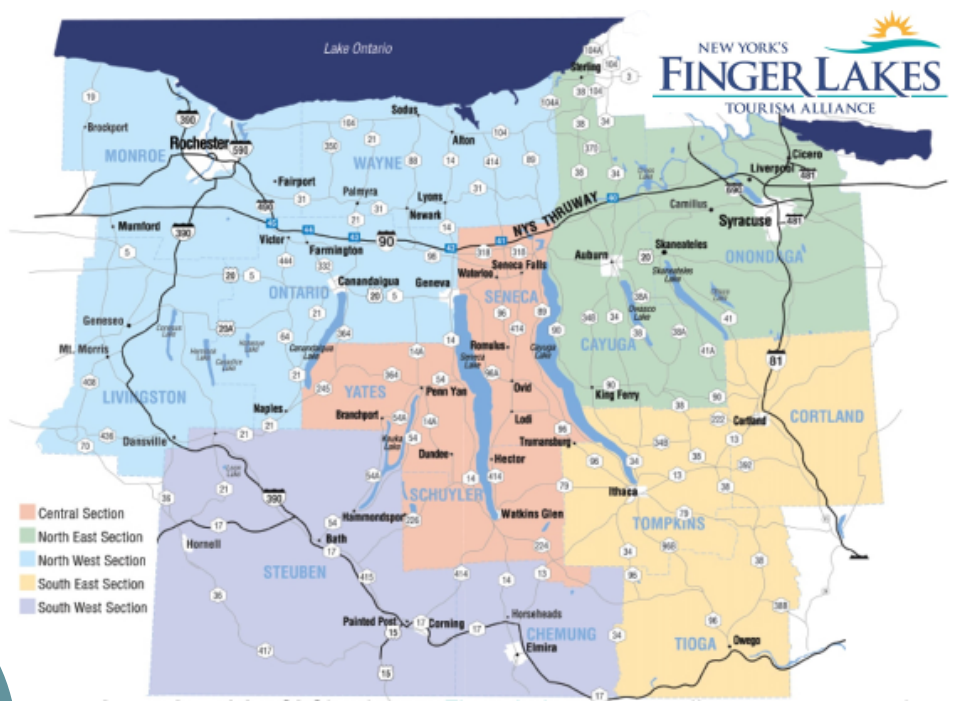
- More than 135 museums
- More than 80 art galleries
- More than 400 registered historic sites & landmarks
- 14 professional theatre companies
- 45 community theatre groups
- 1,063 waterfalls
- More than 100 wineries
- 20 tour boats
- 650 miles of shoreline
- More than 300 bed & breakfast facilities (B&Bs)
- At least 100 restaurants with waterside views
- More than 50 farmers markets



- 100 U-pick locations
- Fairs & festivals every week
- 26 state parks
- A 16,036-acre national forest
- More than 128 species of fish
- 17-mile "Grand Canyon of the East"
- 100 miles of the historic Erie Canal
- More than 2,000 miles of hiking/biking trails
- 95 public campgrounds
- 40 nature centers
- More than two dozen fishing derbies
- 160 golf courses

Remember, this is just the beginning!

For more ideas of things to see and do while visiting New York's Finger Lakes, visit www.fingerlakes.org or call 1-800-530-7488.





Must See Sites in the Finger Lakes

The Finger Lakes Region is a land of long slender lakes, sparkling waterfalls, rocky gorges, and breathtaking vistas. . . a land where you can kick back, relax and enjoy Mother Nature, or indulge your fascination with the sites where historic events took place. . . visit the homes of politicians, suffragists, and industrialists who were responsible for making this great country what it is today.

You'll find amusement parks, art galleries, auto racing, balloon rides, glider rides, skydiving, biking, hiking, boat cruises & tours, canoeing & kayaking, farm markets & u-picks, farm tours & agritourism sites, casinos, golf courses, horse racing, horseback riding, museums & historical sites, nature centers, railroad excursions, family recreation, indoor recreation, outdoor recreation, scuba diving, ski centers, spectator sports & activities, State parks, a National Forest, theatres & performing arts centers, wineries, zoos. . . and even more!

Top Attractions

Cayuga County - Set on a picturesque farm overlooking Cayuga Lake in Aurora, visitors can tour the restored Victorian Farm House and see the beautiful hand-decorated ceramics and home furnishings produced by MacKenzie-Childs, Ltd. Watch a video of the production process at the Visitor Center, and then browse the high-end retail shop. Both are open daily from 10AM – 5PM.

Chemung County - At the National Soaring Museum, try a flight simulator and see the world's largest collection of gliders and sailplanes.

Cortland County - Located in the south east corner of the region, where the snow comes early and stays late, Greek Peak Mountain Resort has been creating family memories for over 50 years. In 2009, look for the opening of the new Hope Lake Lodge Resort & Water Park, making Greek Peak an exciting year-round visitor destination.

Livingston County - Letchworth State Park, known as the "Grand Canyon of the East," is one of our region's crown jewels. The park spans 14,000 acres along the majestic Genesee River. Its stunning scenery, waterfalls, gorges, miles of trails, swimming pools and camping and cottage facilities make it a perfect visitor destination. Photographers, families and outdoor enthusiasts enjoy this year-round vacation spot.

Monroe County - The Strong National Museum of Play® is the only museum in the world devoted to the importance of... PLAY! Children love the interactive displays including Adventureland, Sesame Street, Field of Play, Time Lab, the kid-sized supermarket, plus an indoor butterfly garden, the National Toy Hall of Fame™, and the world's largest collection of dolls and toys.

Onondaga County - Experience the excitement of Carousel Center featuring 170 specialty shops and six department stores that include Lord & Taylor and Macy's. Visit the international food court, catch a movie at the 19-screen cinema complex, or take a ride on the beautiful antique carousel. Sneak a peek at the mall's expansion project, soon to be one of the largest, most innovative shopping complexes in North America.

Ontario County - Imagine a place where world-renowned chefs and winemakers come together to share their secrets and latest creations. This is Canandaigua's New York Wine & Culinary Center, providing unique ways to experience the bounty of NYS wines, culinary delights and agricultural products. The center features a wine tasting room, hands-on kitchen, demonstration theater, exhibit hall, gift shop, martini bar and restaurant.

Schuyler County - Watkins Glen State Park is the most famous park in the region, with a reputation for leaving visitors spellbound. Within two miles, the glen's stream descends 400' past 200' cliffs, generating 19 waterfalls along its course. In 2005, the park was named one of Reserve America's top outdoor locations and one of the top 100 campgrounds nationwide.

Seneca County - Located in the heart of the region, nestled between Seneca and Cayuga Lakes, Seneca County offers visitors over 27 wineries, with the western side of the Cayuga Wine Trail and part of the eastern side of the Seneca Wine Trail in its midst. Highlights include Knapp Winery & Restaurant and Wagner Vineyards, Microbrewery and the Ginny Lee Restaurant.

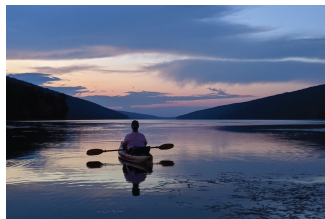
Steuben County - The world-renowned Corning Museum of Glass offers a unique opportunity to explore glass from all angles through hot glassmaking demonstrations, make your own glass experiences, hands-on glass technology exhibits, and the world's largest collection of contemporary and historical glass. The Museum is open daily 9AM – 5PM, closed major holidays, and youth 17 and under free.

Tioga County - Tioga Downs Harness Racetrack & Video Lottery Gaming is a new state-of-the-art facility that brings a unique brand of fun and excitement to the region's southern tier. With fast paced harness racing, the thrills of video gaming, simulcast racing, a sports bar, lounge and a great buffet restaurant; this destination is rivaled by none in the area. Open daily 10AM - 2AM.

Tompkins County - Robert H. Treman State Park is an area of wild beauty, with the rugged gorge called Enfield Glen as its scenic highlight. Winding trails follow the gorge past 12 waterfalls, including the 115-foot Lucifer Falls, to where visitors can see a mile-and-a-half down the wooded gorge as it winds its way to the lower park. Campers can choose from tent or RV sites or cabins. Enjoy nine miles of hiking trails, or swim in a stream-fed pool where you can sit beneath a waterfall. Come dive right in!

Wayne County - Situated on a bluff overlooking the majestic waters of Lake Ontario is the Sodus Bay Lighthouse Museum and gift shop. Interesting displays sweep you to a different era where coal and lumber were king, and commercial fishing and shipbuilding were a way of life. Climb the spiral staircase that leads to the Lens Room at the top of the lighthouse tower. From this vantage point 70' above the lake, the view is spectacular!

Yates County - The Windmill Farm & Craft Market has been a huge draw for over 20 years with over 200 vendors and craftsmen housed in multiple buildings, a street of shops, and an open-air market surrounded by flower gardens and picnic areas. In addition to fresh produce, shoppers will find crafts, antiques, collectibles, leather goods, quilts, clothing, shoes, jewelry, furniture, Amish and Mennonite goods, international cuisine, wine and even chiropractic care!



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