

FINGER LAKES TOURISM ALLIANCE 2017 ANNUAL REPORT



FINGER LAKES TOURISM ALLIANCE
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WWW.FINGERLAKES.ORG

2017 STAFF AND BOARD OF DIRECTORS

2017 FLTA STAFF

PRESIDENT - CYNTHIA KIMBLE - CINDYK@FINGERLAKES.ORG
DIRECTOR OF MARKETING - JESSICA ROBIDEAU - JESSICAR@FINGERLAKES.ORG
DIRECTOR OF SALES - MARIANNE ROSICA-BRAND - MARIANNER@FINGERLAKES.ORG
OFFICE MANAGER - KAREN COLIZZI NOONAN - KARENN@FINGERLAKES.ORG
COMMUNICATIONS SPECIALIST THROUGH NOVEMBER 2017 - DANIEL STOKES
GRANTS ADMINISTRATION ASSISTANT - NATALIA KIVIMAKI -
NATALIAK@FINGERLAKES.ORG



2017 FLTA BOARD OF DIRECTORS

COLEEN FABRIZI – CHAIR – CORNING’S GAFFER DISTRICT – STEUBEN COUNTY
JOHN SOCHA – VICE-CHAIR – SHOWBOAT MOTEL – YATES COUNTY
SARAH WILES – SECRETARY – MID-LAKES NAVIGATION – ONONDAGA COUNTY
GENE PIERCE – TREASURER – KNAPP WINERY – SENECA COUNTY
HEATHER DAVIDSON - PAST CHAIR - INNS OF AURORA - CAYUGA COUNTY
SHEILA THOMAS – HOLIDAY INN ELMIRA – CHEMUNG COUNTY
JIM DEMPSEY – CORTLAND COUNTY CVB – CORTLAND COUNTY
TOM MAY – BEACHCOMBER OF CONESUS LAKE – LIVINGSTON COUNTY
NEIL MORRIS – INDUS HOSPITALITY GROUP – MONROE COUNTY
NICK VIOLAS – NOLAN’S ON CANANDAIGUA LAKE - ONTARIO COUNTY
MICHELLE HYDE - CLUTE PARK/VILLAGE OF WATKINS GLEN - SCHUYLER COUNTY
EVA MAE MUSGRAVE – THE EDGE OF THYME INN – TIOGA COUNTY
LAURA WINTER FALK – EXPERIENCE! THE FINGER LAKES – TOMPKINS COUNTY
CARRIE GREEN – PALMYRA INN & SUITES – WAYNE COUNTY
KEN MCCONNELL – BARRISTERS BED & BREAKFAST – AT LARGE REPRESENTATIVE
FRED BONN – FINGER LAKES STATE PARKS – AT LARGE REPRESENTATIVE
JOE GOBER – AMERICANA VINEYARDS – AT LARGE REPRESENTATIVE

FLTA 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.

FLTA HISTORY

FOUNDED IN 1919, THE FINGER LAKES TOURISM ALLIANCE (FLTA) IS AN ASSOCIATION OF PRIVATE SECTOR ATTRACTIONS, TOURISM RELATED BUSINESSES AND PARTICIPATING COUNTY TOURISM OFFICES WORKING TOGETHER TO ENHANCE AND PROMOTE VISITOR BUSINESSES FOR THE 9,000 SQUARE MILE, STATE DESIGNATED TOURISM REGION. FLTA REPRESENTS PARTNERS IN ALL 14 COUNTIES OF THE REGION WHICH INCLUDE CAYUGA, CHEMUNG, CORTLAND, LIVINGSTON, MONROE, ONONDAGA, ONTARIO, SCHUYLER, SENECA, STEUBEN, TIOGA, TOMPKINS, WAYNE AND YATES.

AT 98 YEARS OF AGE, THE FINGER LAKES TOURISM ALLIANCE IS ONE OF THE LONGEST STANDING DESTINATION MARKETING ORGANIZATIONS IN THE NATION.

A MESSAGE FROM OUR PRESIDENT AND 2017 CHAIRMAN OF THE BOARD

In 2017, the Finger Lakes Tourism Alliance (FLTA) successfully executed its Marketing Plan and provided programming to our partners that allowed them to customize their own marketing efforts through FLTA. Grant funds were used to augment FLTA's already existing marketing efforts.

In the summer of 2017, FLTA again worked with Senator Gillibrand and Congressman Reed to move forward with a new, bipartisan bill which would provide the funding for the required feasibility study if the Finger Lakes region is to be designated as a National Heritage Area. A press conference was held at Clute Memorial Park in Watkins Glen with numerous dignitaries in attendance and both legislators were very hopeful the Bill would be at Capitol Hill in the very near future. The drafted Bill has language which would authorize the National Park service to cover the cost of the required feasibility study, which is step one in this lengthy process.

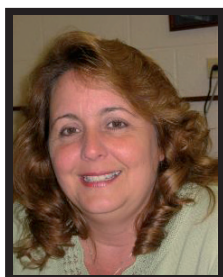
The FLTA's website saw 403,916 visitor sessions, with over 1.6 million page views! During 2017 a new, responsive website was launched. To monitor the overall effectiveness of the fingerlakes.org site FLTA used Alexa.com. FLTA continued to focus on its Alexa score and worked to improve this result. In looking at other regional, tourism websites, FingerLakes.org scored better, on average for the year than any of the other regional websites and was close to the Alexa score for the I Love NY website. The FLTA website continues to be a strong choice among the visiting public for gathering travel planning information. It should be noted that significant changes to the Google landscape occurred this year and FLTA, working with our vendor, has implemented an aggressive SEO effort to combat these changes which are pushing organic searches for the Finger Lakes to secondary pages.

FLTA thoughtfully invested marketing dollars to avoid duplication of efforts with other entities promoting the region. Investment in public relations was an example of this deliberate decision. Although FLTA invested little by way of funds into public relations due to the investment by others, FLTA did have multiple inquiries by writers for assistance with FAMS, photos and facts. Within the content of this Year in Review publication you will find additional public relations results from FLTA.

The 2016 Tourism Economic reports from the State indicate that visitor spending increased by 2.1% over the prior year, making tourism a \$3 billion dollar business for the Finger Lakes region. The State as a whole posted a growth rate of 2.7% for the same period and as we execute our 2018 plans we will work to gain more of the state's market share. The results for the 2017 Tourism Economic report should be made available by April of 2018 and once provided, can be found in the research section at FingerLakes.org.

In addition, the Board's investment in the Book a Room Now (aka: JackRabbit) system again is posting results. With this accommodation booking widget, housed on the Finger Lakes Tourism Alliance's website, a visitor can locate available partner accommodations from across the region. No fees are charged to partners or visitors and as of year-end over 30,820 referrals were made to participating accommodation partners, resulting in an estimated booking revenue of \$354,114.57 for the region during 2017 as a direct result of this booking engine.

As we look forward to 2018, we are planning to deliver cooperative marketing programs that focus on electronic marketing media, both SEO and SEM while still providing collateral materials, trade and travel show participation, the AAA program, manning the Thruway Information Centers, continued investment in the Book a Room Now reservation system, as well as the Best of New York consumer show services and efforts that will continue to direct traffic to the highly visited fingerlakes.org website. Utilizing the marketing grant funds will also provide FLTA with the ability to offer cooperative marketing platforms with a variety of advertising options for our partners. It will be through the efforts of New York State, FLTA's Board of Directors and our private/public partners' investment and cooperation that we will continue to promote the region as a desired destination.



CYNTHIA KIMBLE
FLTA PRESIDENT



COLEEN FABRIZI
2017 FLTA CHAIRMAN OF THE BOARD

FINGER LAKES TOURISM ALLIANCE WELCOMED THE FOLLOWING ORGANIZATIONS AS NEW PARTNERS IN 2017

BACCHUS BREWING
BCI-BRAND CONNECT INNOVATIONS
BREWS AND BRATS AT AUTUMN VIEW
CANAL SIDE EXPERIENCES
CENTER FOR THE ARTS
CNY LIVING HISTORY CENTER
DAMIANI WINE CELLARS
DINING AT TIOGA DOWNS
DUNDEE SCOTTISH FESTIVAL
EMBASSY SUITES AT DESTINY USA
FARM CREDIT EAST (GENEVA)
FINGER LAKES TRAVEL WITH PATTI
FLX LIVE
FOX INN B&B
GENEVA MUSIC FESTIVAL
HANDWORK
HOLIDAY INN EXPRESS-ITHACA
HOTEL AT TIOGA DOWNS
KEUKA FARMHOUSE
LABRADOR MOUNTAIN
LAKE VALLEY LEGENDS BED &
BREAKFAST
LAKEFRONT LIVING NY
LINCOLN HILL FARM
LUMINARY MEDIA
NORMA'S ON THE LAKE

NY RENTAL BY OWNER
OVERLOOK COTTAGE
THE RESTAURANT AT THE
GOULD HOTEL
SCHOONER EXCURSIONS, INC.
SCHUYLER COUNTY LODGING &
TOURISM ASSOCIATION
SENECA LAKE WINE & FOOD
FESTIVAL
SENECA SIGNATURE SCENTS
SHANGRI-LA
SHORELINE RENTALS
SMITH PARK- TOWN OF HECTOR
SONG MOUNTAIN RESORT
SOUTHERN TIER OUTDOOR
SHOW
SPA DEL LAGO
SUBWAY- PENN YAN
T&S SENECA LAKE EXCURSIONS
TABORA FARMS AND WINERY
TIPPING POINT
COMMUNICATIONS
TOGGENBURG WINTER SPORTS
CENTER
TONY R'S RESTAURANT
VINE AND VILLA
WEIS VINEYARDS
YALE MANOR AT COPPER BEECHES

BY THE NUMBERS

IN 2017...

- ATTENDANTS AT THE THRUWAY INFORMATION CENTERS AT WARNERS AND PEMBROKE GREETED **60,532** VISITORS TO THE FINGER LAKES AND DISTRIBUTED **109,200** PIECES OF PARTNER LITERATURE.
- **14,845** FINGER LAKES TRAVEL GUIDES AND **8,874** FINGER LAKES MAP AND MINI GUIDES WERE HANDED OUT AT THE THRUWAY INFORMATION CENTERS.
- A TOTAL OF **150,000** FINGER LAKES TRAVEL GUIDES AND **75,000** MAP & MINI GUIDES WERE PRODUCED.
- THROUGH ISSUU.COM, THE 2017 TRAVEL GUIDE WAS VIEWED **8,668** TIMES, THE FINGER LAKES GROUP TOUR PLANNER WAS VIEWED **504** TIMES AND THE NEW YORK'S FINGER LAKES FISHING & HUNTING GUIDE WAS VIEWED **1,813** TIMES.
- FINGERLAKES.ORG RECEIVED **403,916** VISITS. THESE VISITS LED TO **1,659,732** TOTAL PAGE VIEWS ON FINGERLAKES.ORG.
- FLTA TRAINED **671** AAA/CAA AGENTS FROM **254** AAA/CAA OFFICES. THE AAA/CAA CAMPAIGN COVERED 15 STATES IN THE NORTHEAST U.S. AS WELL AS ONTARIO, CANADA.
- A TOTAL OF **49** BUSINESSES JOINED FLTA AS NEW PARTNERS.
- FLTA REFERRED **30,820** FINGERLAKES.ORG VISITORS TO FLTA ACCOMMODATION PARTNER WEBSITES THROUGH BOOK A ROOM NOW.

2017 CONSUMER SHOWS THROUGH NEW YORK'S BEST EXPERIENCES TOUR

IN 2017, FLTA WAS REPRESENTED AT A NUMBER OF CONSUMER SHOWS THROUGH JOSIAH BROWN AND THE NEW YORK'S BEST EXPERIENCES TOUR. AT EACH SHOW, JOSIAH BROWN WAS ABLE TO SPEAK ABOUT EVERYTHING THE FINGER LAKES HAS TO OFFER AND THE FINGER LAKES REGIONAL TRAVEL GUIDE WAS AVAILABLE TO ATTENDEES OF EACH SHOW. JOSIAH BROWN ATTENDED THE FOLLOWING SHOWS ON FLTA'S BEHALF:

JANUARY

NEW YORK TIMES TRAVEL SHOW IN NEW YORK CITY

FEBRUARY

BOSTON TRAVEL SHOW IN BOSTON, MA
NORTHEAST RV SHOW IN SUFFERN, NY
SPRINGFIELD SPORTSMAN & OUTDOOR SHOW IN
SPRINGFIELD, MA

MARCH

PHILADELPHIA TRAVEL SHOW IN PHILADELPHIA, PA

MAY

HARTFORD TRAVEL SHOW IN HARTFORD, CT
GRAND CENTRAL TRAVEL SHOW IN NEW YORK CITY
PENN STATION TRAVEL SHOW IN NEW YORK CITY
JONES BEACH AIR SHOW IN JONES BEACH, NY

AUGUST

CITI SUMMER STREETS IN NEW YORK CITY
THE GREAT NEW YORK STATE FAIR IN SYRACUSE, NY

SEPTEMBER

HUDSON VALLEY WINE AND FOOD FEST IN
RHINEBECK, NY

OCTOBER

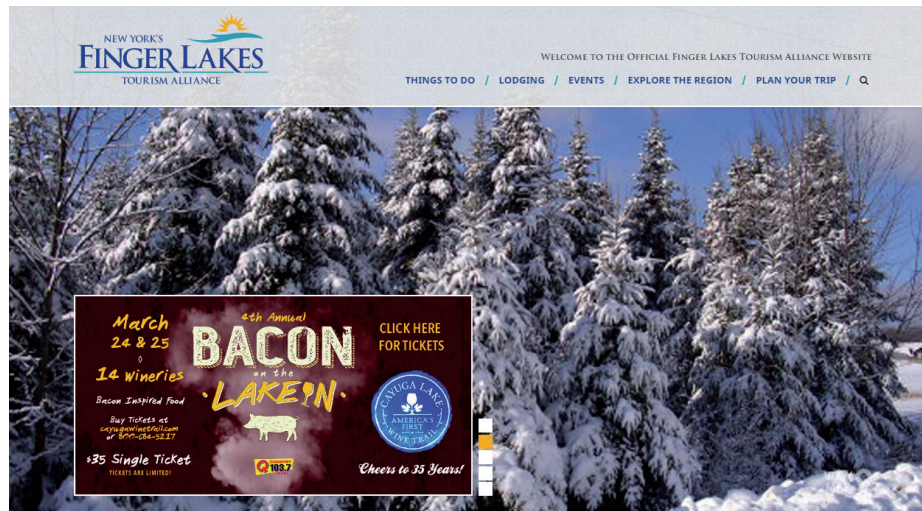
WARWICK APPLE FESTIVAL IN WARWICK, NY
HARTFORD TRAVEL SHOW IN HARTFORD, CT

PARTNER BUSINESSES ALSO PARTICIPATED IN THIS PROGRAM. PARTICIPANTS WERE FEATURED IN THE NEW YORK'S BEST EXPERIENCES MOBILE VISITORS CENTER AND RECOMMENDATION GUIDE AS WELL AS HAD THEIR BROCHURES AVAILABLE AT THE ABOVE CONSUMER SHOWS. ALL FLTA PARTNER BUSINESSES ALSO HAD A PRESENCE THROUGH REPRESENTATION AND DISTRIBUTION OF THE 2017 FINGER LAKES REGIONAL TRAVEL GUIDE.



2017 HIGHLIGHTS

NEW FINGERLAKES.ORG RESPONSIVE WEBSITE DESIGN



ON JUNE 21, 2017 THE NEW FINGER LAKES TOURISM ALLIANCE WEBSITE, WWW.FINGERLAKES.ORG WAS LAUNCHED IN A RESPONSIVE DESIGN PLATFORM AND BECAME LIVE TO THE PUBLIC. AFTER A LONG AWAITED REFRESH TO THE IMAGERY, RESPONSIVE DESIGN IN NATURE, AND IMPROVED MOBILE CAPABILITY, THE NEW AND IMPROVED FINGERLAKES.ORG WAS LIVE FOR PUBLIC VIEWING AND IMPROVED ADMINISTRATIVE FUNCTIONALITY FOR FLTA STAFF TO INTEGRATE IMPROVEMENTS FOR PARTNERS AND USERS ALIKE.

GROUP TRAVEL PLANNER INSERT

GROUP FRIENDLY FLTA PARTNERS NOT INCLUDED IN THE GROUP TRAVEL PLANNER (DUE TO NEW PARTNERSHIP, CHANGE IN BUSINESS FOCUS, TIMING OR OTHER CIRCUMSTANCES) WERE OFFERED THE OPTION TO BE INCLUDED IN A GROUP TRAVEL PLANNER INSERT. AS ALWAYS, THIS LISTING IS PART OF THE BASIC PARTNERSHIP STRUCTURE AND COMES AT NO ADDITIONAL COST. THIS INSERT NOT ONLY SHOWCASES ADDITIONAL GROUP TRAVEL LOCATIONS THROUGHOUT THE FINGER LAKES REGION, BUT ALSO CREATES A SENSE OF INCLUSION FOR BUSINESSES THAT MIGHT HAVE MISSED OUT ON OPPORTUNITY TO PROMOTE THIS FACET OF THEIR BUSINESS ON AN IN-BETWEEN YEAR AS THE GROUP TRAVEL PLANNER IS A PUBLICATION THAT IS CREATED BI-YEARLY.



FINGER LAKES GROUP TRAVEL PLANNER INSERT

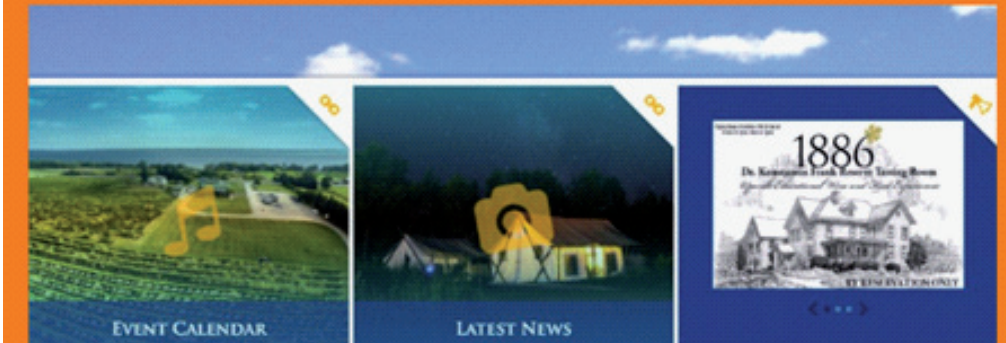
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It's New, It's Exciting & More Powerful Than Before!
FingerLakes.org Gets an Upgrade



EMAIL MARKETING

USING TWO SEPARATE NEWSLETTERS, FLTA INFORMS THE GENERAL PUBLIC AND OUR OVER 700 PARTNERS ON WHAT IS HAPPENING IN THE REGION AND WHAT IS GOING ON AT THE FINGER LAKES TOURISM ALLIANCE. THE FLTA PUBLIC NEWSLETTER IS RECEIVED BY THE OVER 40,000 PEOPLE WHO HAVE SHOWN INTEREST IN VISITING THE FINGER LAKES AND THE FLTA PARTNER NEWSLETTER GOES OUT TO OUR OVER 800 BUSINESS POINTS OF CONTACT. FLTA CONTINUES ON AVERAGE TO MEET OR EXCEED THE TRAVEL INDUSTRY STANDARD OPEN RATE ON NEWSLETTERS WHILE ALSO BLOWING AWAY THE INDUSTRY STANDARD 2%* CLICK RATE ON BOTH PARTNER AND PUBLIC NEWSLETTER COMMUNICATIONS.

RELEASED EVERY OTHER MONTH, THE FLTA PUBLIC NEWSLETTER KEEPS THE INTERESTED PUBLIC INFORMED OF WHAT'S GOING ON IN THE FINGER LAKES, INCLUDING IMPORTANT NEWS FROM THE FLTA OFFICES, FLTA PARTNERS, AS WELL AS SEASONAL, INFORMATIONAL ARTICLES ABOUT THE REGION.

THE FLTA PARTNER NEWSLETTER, RELEASED EVERY MONTH, KEEPS OUR PARTNERS INFORMED OF UPCOMING AND NEW OPPORTUNITIES AND PROGRAMS OFFERED BY FLTA. THIS NEWSLETTER WILL ALSO INCLUDE ANY IMPORTANT NEWS FROM FLTA OR FLTA PARTNERS THAT COULD BE RELEVANT TO PARTNERS.

PUBLIC NEWSLETTER

Time Frame	Bounce Rate	Open Rate	Click Rate
Quarter 1	2.8%	20.0%	4.5%
Quarter 2	1.6%	17.7%	1.7%
Quarter 3	2.0%	18.1%	1.6%
Quarter 4	4.3%	16.7%	1.2%
2017 Average	2.7%	18.1%	2.3%

PARTNER NEWSLETTER

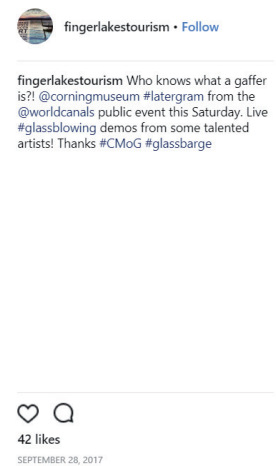
Time Frame	Recipients	Bounce Rate	Open Rate	Click Rate
Quarter 1	805	1.1%	32%	2.2%
Quarter 2	832	0.0%	33%	4.7%
Quarter 3	858	.01%	31%	3.0%
Quarter 4	858	1.0%	31%	6.0%
2017 Average	851	0.5%	31.8%	4.0%

*SOURCE: SMART INSIGHTS AS OF 12/28/2017

RANKING FOR FINGERLAKES.ORG

FINGERLAKES.ORG IS A COMPREHENSIVE COLLECTION OF ORGANIZATIONS LOCATED IN THE FINGER LAKES REGION AND IS THE PREMIER SOURCE OF FINGER LAKES TRAVEL INFORMATION ON THE INTERNET. IN 2017, THERE WERE 403,916 VISITS TO FINGERLAKES.ORG. THERE WERE ALSO 1,659,732 PAGE VIEWS.

IN 2017, FINGERLAKES.ORG WAS REDEVELOPED AND DESIGNED TO A RESPONSIVE FORMAT, WHICH ALLOWS VIEWS ON ALL SCREENS AND DEVICES IN ORDER TO MEET THE EVER CHANGING NEEDS OF THE DIGITAL AND CONSUMER LANDSCAPE. THE NEWLY DESIGNED WEBSITE DID LOSE TRACTION WITH GOOGLE AS A RESULT OF THE NEW CHANGES TO THE GOOGLE ALGORITHM AND WEIGHT ON PAID SEARCH EFFORTS. FINGERLAKES.ORG CONTINUES TO RANK #1 ORGANICALLY IN SEARCHES INCLUDING THE KEYWORDS 'FINGER LAKES'.



SOCIAL MEDIA

FLTA CONTINUED TO USE FACEBOOK AND TWITTER TO PROMOTE ITSELF AND PARTNER ORGANIZATIONS THROUGHOUT 2017. THIS YEAR, FLTA CONTINUED TO USE GIVEAWAYS TO DRIVE TRAFFIC TO BOTH THE FLTA SOCIAL MEDIA SITES AND THOSE OF OUR PARTNER BUSINESSES. FLTA ALSO BRANCHED INTO AN INCREASED PRESENCE ON INSTAGRAM TO REACH A NEW AUDIENCE AND DIFFERENT DEMOGRAPHIC WHILE STILL MAINTAINING A STRONG PRESENCE IN TRIED AND TRUE PLATFORMS.

FACEBOOK

FACEBOOK CONTINUED TO BE THE TOP PERFORMING SOCIAL MEDIA OUTLET FOR FLTA IN BOTH FOLLOWERS AND GROWTH. THE FLTA FACEBOOK PAGE GREW FROM 14,755 PAGE LIKES AT THE BEGINNING OF 2016 TO 32,552 PAGE LIKES AT THE END OF 2017. SUPPORT BY TIPPING POINT MEDIA WITH MARKETING INVESTMENT ALLOWED FOR DEDICATED PAID SOCIAL MEDIA PROMOTIONAL CAMPAIGNS RESULTING IN THE SUCCESSFUL GROWTH. THIS INCREASE IN 2017 SHOWS A 111% GROWTH IN LIKES FROM THE 2016 YEAR.

TWITTER

THE FLTA TWITTER HANDLE, @TOURFINGERLAKES, ALSO SHOWED A SIGNIFICANT INCREASE IN FOLLOWERS, GOING FROM 7,812 FOLLOWERS TO 8,123 FOLLOWERS IN 2017. THIS REPRESENTS A 4% INCREASE THROUGH THE DURATION OF 2017. KEY HASHTAGS FOR FLTA IN 2017 WERE #FLX AND #FLXWINE; THESE HASHTAGS AS WELL AS OTHERS WERE USED TO ATTACH THE FLTA TWITTER HANDLE TO LARGER MOVEMENTS IN THE REGION AND BEYOND.

2017 FINGER LAKES TOURISM ALLIANCE ACHIEVEMENTS

JANUARY

- FLTA'S DIRECTOR OF MARKETING, JESSICA ROBIDEAU MET WITH 26 OPERATORS AND GROUP TOUR PLANNERS, AT THE AMERICAN BUS ASSOCIATION (ABA) MARKETPLACE IN CLEVELAND, OHIO TO DISCUSS GROUP TRAVEL OPPORTUNITIES AND GROUP FRIENDLY BUSINESSES IN THE FINGER LAKES.
- DISTRIBUTION OF THE 150,000 COPIES OF THE 2017 FINGER LAKES REGIONAL TRAVEL GUIDE BEGAN.



FEBRUARY

- EMAIL MARKETING CAMPAIGNS TRANSITIONED FROM BENCHMARK EMAIL TO MAILCHIMP TO UPDATE EMAIL CAMPAIGN FUNCTIONALITY, UPDATE TEMPLATES, INCREASE USER FRIENDLINESS AND ADMIN CAPABILITIES.
- THIS MODIFICATION IN EMAIL PROVIDERS RESULTED IN MORE USERS, BOTH FLTA BUSINESS REPRESENTATIVES AND THE GENERAL PUBLIC RECEIVING EMAILS AND NOT AS FREQUENTLY HITTING SPAM EMAIL FOLDERS.

MARCH

- FLTA'S JESSICA ROBIDEAU MET WITH 29 OPERATORS AND GROUP TOUR PLANNERS AT THE HEARTLAND TRAVEL SHOWCASE IN PIGEON FORGE, TENNESSEE TO DISCUSS GROUP TRAVEL OPPORTUNITIES AND GROUP FRIENDLY BUSINESSES IN THE FINGER LAKES.
- FLTA'S PRESIDENT, CINDY KIMBLE AND REPRESENTATIVES FROM PARTNER ORGANIZATIONS MET WITH NYS LEGISLATORS TO DISCUSS THE ECONOMIC IMPORTANCE OF TOURISM AND DISCUSS SEVERAL KEY TOURISM ISSUES, INCLUDING TOURISM FUNDING.

APRIL

- JESSICA ROBIDEAU ATTENDED THE EMPIRE STATE TOURISM CONFERENCE IN LAKE PLACID, NEW YORK TO NETWORK WITH TOURISM PEERS AND ATTEND EDUCATIONAL SEMINARS REGARDING INDUSTRY TRENDS. ADWORKSHOP, THE FLTA WEBSITE DESIGN FIRM, IS ALSO LOCATED IN LAKE PLACID AND THIS PROVIDED AN ADDITIONAL OPPORTUNITY TO NETWORK AND MEET WITH THE WEB TEAM.

MAY

- TIPPING POINT MEDIA, THE MWBE MARKETING AND COMMUNICATIONS FIRM THAT FLTA HAS CONTRACTED WITH FOR MARKETIUNG EFFORTS, NOMINATED THE FINGER LAKES AND TIPPING POINT'S PARTNERSHIP FOR THEIR EFFORTS AND TACTICS WITH THE "HIT REFRESH/GRAPE ESCAPE MARKETING/ADVERTISING CAMPAIGN" TO THE ROCHESTER PINNACLE AWARDS. THOUGH THE CAMPAIGN DID NOT WIN, THE CAMPAIGN STILL MADE IT IN TO THE SEMI-FINALIST CATEGORY AMONG OTHER LARGE ROCHESTER BASED CAMPAIGNS.

2017 FINGER LAKES TOURISM ALLIANCE ACHIEVEMENTS

MAY CONT'D

- FLTA HELD ITS ANNUAL LITERATURE & BROCHURE EXCHANGE IN THE PARKING LOT OF WATERLOO PREMIUM OUTLETS WITH ITS GREATEST TURN OUT IN YEARS WITH 166 PARTNER BUSINESSES ATTENDING.
- FLTA DISTRIBUTED TWO PALLETS OF TRAVEL GUIDES, PREMIERED THE 2017 MAP & MINI GUIDE AND GAVE PARTNER BUSINESSES A CHANCE TO NETWORK AND EXCHANGE COLLATERAL MATERIAL.
- AFTER THE EXCHANGE, PARTNER BUSINESSES THAT EXPRESSED AN INTEREST TOOK PART IN AN INFORMAL NETWORKING SESSION TO SHARE THEIR BUSINESS'S GROUP CAPABILITIES FOR THE GROUP TRAVEL MARKET AS WELL AS FOR GENERAL BUSINESS TO BUSINESS NETWORKING PURPOSES. PARTNERS SAW THIS OPPORTUNITY AS HIGHLY VALUABLE AND WOULD BE INTERESTED IN THIS TO TAKE PLACE AGAIN AFTER THE LITERATURE EXCHANGE IN FUTURE YEARS.



JUNE

- FLTA IN PARTNERSHIP WITH ADWORKSHOP LAUNCHED THE NEWLY REDESIGNED AND RESPONSIVE FINGERLAKES.ORG SITE IN COORDINATION WITH STRATEGIC SOCIAL MEDIA CAMPAIGNS TO ANNOUNCE THE NEW SITE LAUNCH.



- FLTA AND PARTNER BUSINESSES ATTENDED THE PENNSYLVANIA BUS ASSOCIATION (PBA) ANNUAL MEETING NEIGHBORHOOD NIGHT THAT TOOK PLACE AT THE RADISSON HOTEL CORNING. TOUR OPERATORS HAD THE OPPORTUNITY TO MEET ONE ON ONE WITH BUSINESS REPRESENTATIVES, MANAGERS, AND OWNERS FROM THROUGHOUT THE FINGER LAKES REGION TO HEAR MORE ABOUT THEIR GROUP OFFERINGS.

- CINDY KIMBLE ESCORTED GERMAN REPRESENTATIVE, VERONIKA BULOWSKI, AS PART OF A FAMILIARIZATION TOUR THROUGH THE WINE, WATER, AND WONDERS PROGRAM TO INCREASE GERMAN MARKET AWARENESS OF THE FINGER LAKES REGION.

JULY

- SENATOR GILLIBRAND AND CONGRESSMAN REED GATHERED WITH THE FLTA BOARD OF DIRECTORS AND STAFF AT CLUTE MEMORIAL PARK IN WATKINS GLEN ANNOUNCING THAT SENATOR GILLIBRAND AND CONGRESSMAN REED WILL BE MOVING FORWARD WITH LEGISLATION TO CONDUCT RESEARCH AS WE WORK TOWARDS DESIGNATING THE FINGER LAKES REGION A NATIONAL HERITAGE AREA. NEXT STEPS WOULD BE TO GET THE FEASIBILITY STUDY IN PLACE TO SEE IF THE REGION COULD QUALIFY FOR THIS DESIGNATION.



2017 FINGER LAKES TOURISM ALLIANCE ACHIEVEMENTS

SEPTEMBER

- AS A PART OF THE CENTENNIAL OF THE ERIE CANAL, JESSICA ROBIDEAU ATTENDED THE WORLD CANAL CONFERENCE IN SYRACUSE, MET WITH I LOVE NY REPRESENTATIVES, AND GREETED CORNING MUSEUM OF GLASS REPRESENTATIVES AS THEIR GLASS BARGE WAS PROMINENTLY FEATURED COMMEMORATING THE ERIE CANAL.

OCTOBER

- AS A PART OF THE WINE WATER AND WONDERS PROGRAM, CINDY KIMBLE HOSTED HOLGAR JACOBS, A GERMAN TRAVEL WRITER, TO ALLOW HIM TO GET FAMILIAR WITH THE FINGER LAKES REGION.
- ADDITIONALLY AS A PART OF THE WINE WATER AND WONDERS PROGRAM, MARGARIT BRINKE AND PETER KRANZLE VISITED THE FINGER LAKES FROM GERMANY WORKING ON DEVELOPMENT OF A TRAVEL GUIDE FOR GERMAN TRAVELERS SIGNIFICANTLY HIGHLIGHTING THE REGION AS A POTENTIAL AREA OF TRAVEL FOR THE GERMAN MARKET.
- JESSICA ROBIDEAU ATTENDED THE NYSTIA ANNUAL MEETING TO HEAR ABOUT INDUSTRY TRENDS AND CONNECT WITH NYSTIA MEMBER PEERS.

DECEMBER

- FLTA HELD THEIR ANNUAL HOLIDAY PARTY DECEMBER 12TH FROM 3-6PM AT LAKESIDE COUNTRY CLUB FOR THE SECOND YEAR IN A ROW.
- 2017'S ATTENDANCE REACHED ROUGHLY 166 PARTNER BUSINESS REPRESENTATIVES AS WELL AS KEY LEGISLATIVE REPRESENTATIVES IN SPITE OF INCLIMATE TRAVEL WEATHER.
- AT THE HOLIDAY PARTY, FLTA RECOGNIZED EXCEPTIONAL CUSTOMER SERVICE AWARDS FOR THE THIRD YEAR IN A ROW. THIS YEAR'S WINNER WAS SIERRA HOFFMAN FROM THE HOLIDAY INN ELMIRA AND WAS SELECTED BY THE 2015 & 2016 NOMINEES AND WINNER OF THE FLTA EXCEPTIONAL CUSTOMER SERVICE AWARD.





FINGER LAKES.ORG