



TOURISM ALLIANCE

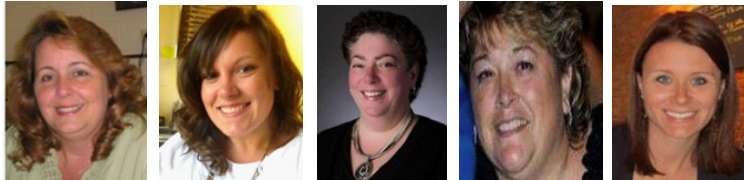
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[WWW.FINGERLAKES.ORG](http://WWW.FINGERLAKES.ORG)

# 2018 ANNUAL REPORT

# 2018 STAFF AND BOARD OF DIRECTORS

## 2018 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  
OFFICE ASSISTANT - NATALIA KIVIMAKI - NATALIAK@FINGERLAKES.ORG



## 2018 FLTA BOARD OF DIRECTORS

JOHN SOCHA- CHAIR - SHOWBOAT MOTEL - YATES COUNTY  
JOE GOBER- VICE-CHAIR - AMERICANA VINEYARDS - SENECA COUNTY  
MICHELLE HYDE - SECRETARY - CLUTE PARK/VILLAGE OF WATKINS GLEN - SCHUYLER COUNTY  
GENE PIERCE - TREASURER - KNAPP WINERY - SENECA COUNTY  
COLEEN FABRIZI - PAST CHAIR - CORNING'S GAFFER DISTRICT - STEUBEN COUNTY  
HEATHER DAVIDSON - INNS OF AURORA - CAYUGA COUNTY  
MATT HUFNAGEL - SUBWAY RESTAURANTS - CHEMUNG COUNTY  
JOHN POINTEK - GREEK PEAK/HOPE LAKE LODGE - CORTLAND COUNTY  
TOM MAY - BEACHCOMBER OF CONESUS LAKE - LIVINGSTON COUNTY  
NEIL MORRIS - INDUS HOSPITALITY GROUP - MONROE COUNTY  
DANIELLE NEUSER - EMBASSY SUITES AT DESTINY USA - ONONDAGA COUNTY  
JILL MEYERS - BELLA ROSE BED & BREAKFAST - ONTARIO COUNTY  
TODD CHANDLER - TIOGA DOWNS CASINO & RESORT - TIOGA COUNTY  
LAURA WINTER FALK - EXPERIENCE! THE FINGER LAKES - TOMPKINS COUNTY  
BONNIE HAYS - HISTORIC PALMYRA - WAYNE COUNTY  
KEN MCCONNELL - BARRISTERS BED & BREAKFAST - AT LARGE REPRESENTATIVE  
FRED BONN - FINGER LAKES STATE PARKS - AT LARGE REPRESENTATIVE  
SUE POELVOORDE - CAYUGA LAKE SCENIC BYWAY - AT LARGE REPRESENTATIVE  
EX-OFFICIO - LAURY WARD

**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 100 YEARS OF AGE, THE FINGER LAKES TOURISM ALLIANCE IS THE LONGEST STANDING DESTINATION MARKETING ORGANIZATIONS IN THE NATION.

# A Message from Our President and 2018 Chairman of the Board

IN 2018, THE FINGER LAKES TOURISM ALLIANCE (FLTA) SUCCESSFULLY EXECUTED ITS MARKETING PLAN AND PROVIDED OPPORTUNITIES TO OUR PARTNERS THAT ALLOWED THEM TO PURCHASE ADDITIONAL ADVERTISING OPTIONS THROUGH FLTA. GRANT FUNDS WERE USED TO AUGMENT FLTA'S ALREADY EXISTING MARKETING EFFORTS.

DURING 2018, FLTA AGAIN WORKED WITH SENATOR GILLIBRAND AND CONGRESSMAN REED TO MOVE FORWARD WITH A NEW, BIPARTISAN BILL. THE BILL WOULD PROVIDE THE FUNDING FOR THE REQUIRED FEASIBILITY STUDY IF THE FINGER LAKES REGION IS TO BE DESIGNATED AS A NATIONAL HERITAGE AREA. BY YEAR'S END THE LEGISLATION HAD MADE IT THROUGH COMMITTEE FOR THE SENATE AND WAS IN POSITION FOR REVIEW BY THE HOUSE IN EARLY 2019.

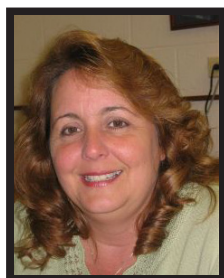
THE FLTA'S WEBSITE SAW 431,898 VISITOR SESSIONS, WITH 1.5 MILLION PAGE VIEWS! TO MONITOR THE OVERALL EFFECTIVENESS OF THE FINGERLAKES.ORG SITE FLTA BENCHMARKS AGAINST OTHER REGIONAL WEBSITES. FLTA ORGANIC SESSIONS AND OVERALL SESSION TIME WERE ABOVE ALL OTHERS; PAGE VIEW COUNTS ALSO EXCEEDED INDUSTRY STANDARDS. THE FLTA WEBSITE CONTINUES TO BE A STRONG CHOICE AMONG THE VISITING PUBLIC FOR GATHERING TRAVEL PLANNING INFORMATION AND THIS WAS CONFIRMED IN OUR REGIONAL RESEARCH PROJECT CONDUCTED BY TRAVEL MARKETING INSIGHTS. RESEARCH RESULTS CAN BE FOUND ON THE RESEARCH PAGE OF OUR WEBSITE. IT SHOULD BE NOTED THAT SIGNIFICANT CHANGES TO THE GOOGLE LANDSCAPE CONTINUE TO OCCUR AND FLTA, WORKING WITH OUR VENDOR, HAS IMPLEMENTED AN AGGRESSIVE SEARCH ENGINE OPTIMIZATION/SEARCH ENGINE MARKETING (SEO/SEM) 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. AN EXAMPLE OF THIS DELIBERATE DECISION WAS INVESTMENT IN PUBLIC RELATIONS. DUE TO THE INVESTMENT BY OTHERS, FLTA ALLOCATED LITTLE BY WAY OF FUNDS INTO PUBLIC RELATIONS. HOWEVER, 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 2017 TOURISM ECONOMIC REPORTS FROM THE STATE INDICATE THAT VISITOR SPENDING INCREASED BY 2.4% 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 4.4% FOR THE SAME PERIOD. AS WE EXECUTE OUR 2019 PLANS WE WILL WORK TO GAIN MORE OF THE STATE'S MARKET SHARE. THE RESULTS FOR THE 2018 TOURISM ECONOMIC REPORT SHOULD BE MADE AVAILABLE BY APRIL OF 2019 AND ONCE PROVIDED CAN BE FOUND IN THE RESEARCH SECTION AT FINGERLAKES.ORG.

IN ADDITION, THE BOARD'S CONTINUED INVESTMENT IN THE BOOK A ROOM NOW (AKA: JACKRABBIT) SYSTEM 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 26,464 REFERRALS WERE MADE TO PARTICIPATING ACCOMMODATION PARTNERS, RESULTING IN ESTIMATED BOOKING REVENUE OF \$668,216 FOR THE REGION DURING 2018 AS A DIRECT RESULT OF THIS BOOKING ENGINE ALONE.

AS WE LOOK FORWARD TO 2019, 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 BROCHURE DISTRIBUTION AT CONSUMER SHOW AND EFFORTS THAT WILL CONTINUE TO DIRECT TRAFFIC TO THE HIGHLY VISITED FINGERLAKES.ORG. ALL EFFORTS WILL UTILIZE THE DATA GATHERED DURING THE 2018 RESEARCH PROJECT. 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



JOHN SOCHA  
2018 FLTA CHAIRMAN OF THE BOARD



## THE FINGER LAKES TOURISM ALLIANCE WELCOMED THE FOLLOWING ORGANIZATIONS AS NEW PARTNERS IN 2018

- THE 1890 HOUSE MUSEUM
- ALLEGIANCE BED & BREAKFAST
- “THE BERRY-PICKER HOUSE”
- BONN, DIOGUARDI & RAY, LLC
- BLUSHING ROSE BED & BREAKFAST
- BRISTOL HARBOUR RESORT
- CAPTAIN KINNE HOUSE
- CORPORATE COMMUNICATIONS
- CRAFTING A BRAND
- DISCOVER CAYUGA LAKE BOAT TOURS
- DOMAINE LESEURRE WINERY
- ENFIELD MANOR
- FINGER LAKES CHEF ON DEMAND
- LOST KINGDOM BREWERY & FIREHOUSE TAP ROOM
- HAMPTON INN CORTLAND
- HEADLEY’S LIQUOR BARN
- HOLIDAY INNS OF UPSTATE NEW YORK
- KEUKA OUTLET TRAIL
- LIQUID SHOES BREWERY
- MARY HUNT HOUSE BED & BREAKFAST
- NAPLES OPEN STUDIO TRAIL
- NOLAN’S ON CANANDAIGUA LAKE
- NY KITCHEN \*ATTRACTION PARTNERSHIP\*
- OWL GORGE PRODUCTIONS
- PLUM POINT LODGE
- ROCHESTER MUSEUM & SCIENCE CENTER AND STRASENBURGH PLANETARIUM
- THE PIER HOUSE RESTAURANT
- SAPALTA AT PLUM POINT
- SENECA FLIGHT OPERATIONS
- SENECA WHITE DEER
- SNUG HARBOR
- SUNNY DAYS ITHACA
- TENWOOD LODGE
- THOMAS FARM BED & BREAKFAST
- TILLINGHAST MANOR BED & BRUNCH
- TRUMANSBURG CONSERVATORY OF FINE ARTS
- VERAIONS RESTAURANT
- WOODY’S BAR & GRILL

# BY THE NUMBERS

IN 2018...

- ATTENDANTS AT THE THRUWAY INFORMATION CENTERS AT WARNERS AND PEMBROKE GREETED **55,000** VISITORS TO THE FINGER LAKES AND DISTRIBUTED **104,900** 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 **125,000** FINGER LAKES TRAVEL GUIDES AND **75,000** MAP & MINI GUIDES WERE PRODUCED.
- THROUGH ISSUU.COM, THE 2018 TRAVEL GUIDE WAS VIEWED **14,855** TIMES, THE FINGER LAKES GROUP TOUR PLANNER WAS VIEWED **1,066** TIMES AND THE NEW YORK'S FINGER LAKES FISHING & HUNTING GUIDE WAS VIEWED **7,990** TIMES.
- FINGERLAKES.ORG RECEIVED **452,502** VISITS. THESE VISITS LED TO **1,575,963** TOTAL PAGE VIEWS ON FINGERLAKES.ORG.
- FLTA TRAINED **OVER 920** AAA/CAA AGENTS FROM **254** AAA/CAA OFFICES. THE AAA/CAA CAMPAIGN COVERED 26 STATES IN THE NORTHEAST U.S. AS WELL AS ONTARIO, CANADA.
- A TOTAL OF **38** BUSINESSES JOINED FLTA AS NEW PARTNERS.
- FLTA REFERRED **17,649** FINGERLAKES.ORG VISITORS TO FLTA ACCOMMODATION PARTNER WEBSITES THROUGH BOOK A ROOM NOW.

# 2018 CONSUMER SHOWS THROUGH NEW YORK'S BEST EXPERIENCES TOUR

IN 2018, 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
- NORTHEAST 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

- THE GREAT NEW YORK STATE FAIR IN SYRACUSE, NY

## SEPTEMBER

- HUDSON VALLEY WINE AND FOOD FEST IN RHINEBECK, NY
- NEW YORK AIRSHOW IN NEW WINDSOR, NY
- 92ND STREET FESTIVAL IN NEW YORK CITY

## OCTOBER

- PINK PARTY STREET FESTIVAL IN HARTFORD, CT
- SKI BARN WINTER KICKOFF EVENT IN WAYNE, NJ
- CATSKILLS WINE AND FOOD FESTIVAL IN BLOOMINGBURG, NY
- WARWICK APPLE FESTIVAL IN WARWICK, NY

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 2018 FINGER LAKES REGIONAL TRAVEL GUIDE.



# 2018 HIGHLIGHTS

## GROUP TRAVEL PLANNER

GROUP FRIENDLY FLTA PARTNERS WERE OFFERED THE OPTION TO BE INCLUDED IN THE 2019-2020 EDITION OF THE GROUP TRAVEL PLANNER. AS ALWAYS, THIS LISTING IS PART OF THE BASIC PARTNERSHIP STRUCTURE AND COMES AT NO ADDITIONAL COST. THIS BI-YEARLY PUBLICATION SHOWCASES GROUP TRAVEL LOCATIONS THROUGHOUT THE FINGER LAKES REGION AND ALLOWS KEY DECISION MAKERS IN THE GROUP TRAVEL MARKET TO RECEIVE MORE DETAILED INFORMATION ABOUT GROUP ACCESSIBILITY, CAPACITY, PRICING AND MORE.

PARTNERS INTERESTED IN TARGETING THE GROUP MARKET WHO ARE NEW BUSINESSES TO FLTA OR WEREN'T INCLUDED IN THE BI-ANNUAL PUBLICATION ARE ENCOURAGED TO MONITOR THEIR EMAIL FOR AN SURVEY WHICH WILL ALLOW THEM ACCESS TO AN INSERT INTO THE PRINTED PIECE, SENT OUT ON YEARS THE FULL PUBLICATION IS NOT PRINTED.



## EMAIL MARKETING

Public News Letter '18				
Year End Summary				
Q1 Totals	Recipients	Bounce Rate	Open Rate	Click Rate
	91,990	3.25%	20.625%	3.00%
Q2 Totals	Recipients	Bounce Rate	Open Rate	Click Rate
	44,315	1.50%	33.889%	1.56%
Q3 Totals	Recipients	Bounce Rate	Open Rate	Click Rate
	100,062	4.70%	13.625%	1.88%
Q4 Totals	Recipients	Bounce Rate	Open Rate	Click Rate
	52,385	2.69%	14.214%	1.50%
Year End Totals	Recipients	Bounce Rate	Open Rate	Click Rate
	288,752	3.04%	20.588%	1.98%

Partner Newsletter '18				
Q1	Recipients	Bounce Rate	Open Rate	Click Rate
	2502	0.40%	36.67%	2.07%
Q2	Recipients	Bounce Rate	Open Rate	Click Rate
	2526	50.00%	31.67%	6%
Q3	Recipients	Bounce Rate	Open Rate	Click Rate
	2502	0.32%	22.33%	3.67%
Q4	Recipients	Bounce Rate	Open Rate	Click Rate
	2515	0.33%	24.67%	3.67%
Year End Totals	Recipients	Bounce Rate	Open Rate	Click Rate
	10045	0.39%	28.83%	3.85%

USING TWO SEPARATE NEWSLETTERS, FLTA INFORMS THE GENERAL PUBLIC AND OUR OVER 650 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 45,000 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.

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.

# 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 2018, THERE WERE 452,502 VISITS TO FINGERLAKES.ORG. THERE WERE ALSO 1,575,963 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 BUT EFFORTS WERE TAKEN TO RECTIFY RANKING AND RESULTS ON SEARCH THROUGH SEO EFFORT AND OPTIMIZATION. WITH THIS FOCUS, FINGERLAKES.ORG CONTINUES TO RANK #1 ORGANICALLY IN SEARCHES INCLUDING THE KEYWORDS 'FINGER LAKES'.



## SOCIAL MEDIA

FLTA CONTINUED TO USE FACEBOOK AND RECOGNIZED THE IMPORTANCE OF INSTAGRAM TO PROMOTE ITSELF AND PARTNER ORGANIZATIONS THROUGHOUT 2018. 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 WIDE DEMOGRAPHIC THAT WILL RESONATE WITH IMAGERY FROM THE BEAUTY OF THE FINGER LAKES 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. AT THE END OF 2018 THE FINGER LAKES TOURISM ALLIANCE FACEBOOK FAN FOLLOWERSHIP REACHED 33,315 PEOPLE.

### PINTEREST

AS THE INTEREST AND WAVE IN PARTICIPATION IN TWITTER DIED DOWN OVER THE PAST YEARS, AN INCREASED DRAW TO PINTEREST AS A SOCIAL PLATFORM OCCURED. AS A WAY TO TIE TOGETHER VISUALLY INTERESTING PHOTOS TO A WEBSITE THAT PROVIDES MORE INFORMATION ON A TOPIC, FLTA CONTINUED IT'S EFFORTS ON PINTEREST AND CREATED ENGAGING CONTENT ON FINGERLAKES.ORG TO DRAW WEB TRAFFIC AND SOCIAL INTEREST. THE NUMBER OF FOLLOWERS OF FINGER LAKES TOURISM ALLIANCE CONTENT ON THIS PLATFORM AT THE END OF 2018 REACHED 1,107 INDIVIDUALS.

# 2018 FINGER LAKES TOURISM ALLIANCE ACHIEVEMENTS

## JANUARY

- JESSICA ROBIDEAU MET WITH 55 OPERATORS FOR A FULL BOOK OF BUSINESS PROMOTING THE FINGER LAKES REGION AND PARTNER BUSINESSES AT THE AMERICAN BUS ASSOCIATION MARKETPLACE SHOW IN CHARLOTTE, NY.
- FLTA'S DIRECTOR OF SALES, MARIANNE ROSICA-BRAND MET WITH RECEPTIVE OPERATORS DURING A NEW YORK CITY SALES BLITZ TO DRAW INTERNATIONAL ATTENTION TO THE FINGER LAKES REGION AS A FOUNDING PARTNER OF THE WINE WATER AND WONDERS PROGRAM.
- MEDIA REPRESENTATIVES CONTACTED FLTA TO GAUGE INTEREST AND POSSIBILITY FOR THE SHOOTING A MAJOR NETWORK TELEVISION SHOW IN THE FINGER LAKES REGION.

## FEBRUARY

- FLTA'S JESSICA ROBIDEAU MET WITH 33 OPERATORS AND GROUP TOUR PLANNERS AT THE HEARTLAND TRAVEL SHOWCASE IN BUFFALO, NEW YORK TO DISCUSS GROUP TRAVEL OPPORTUNITIES AND GROUP FRIENDLY BUSINESSES IN THE FINGER LAKES.
- FLTA AND PARTNERS WITH A STRONG GROUP MARKET PRESENCE CAME TOGETHER TO HOST A SPONSORSHIP BREAKFAST FOR OPERATORS DURING THE SHOW TO SHOWCASE THE FINGER LAKES AND ALL THE OPPORTUNITIES AVAILABLE WITHIN THE REGION FOR THEIR GROUPS.



## MARCH

- THE FINGER LAKES, PARTICULARLY THE PENN YAN AIRPORT, WAS MENTIONED IN CESSNA FLYER ASSOCIATION MAGAZINE.
- GREAT LAKES SCUTTLEBUTT MAGAZINE INCLUDED AN ARTICLE ABOUT THE GREAT LAKES AND A WHOLE ARTICLE ABOUT THE FINGER LAKES, INCLUDING A MENTION OF FINGERLAKES.ORG FOR MORE INFORMATION FOR THE REGION. THE COVERAGE IN GREAT LAKES SCUTTLEBUTT MAGAZINE ALONE HAD AD EQUIVALENCY OF \$4,500.
- 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.

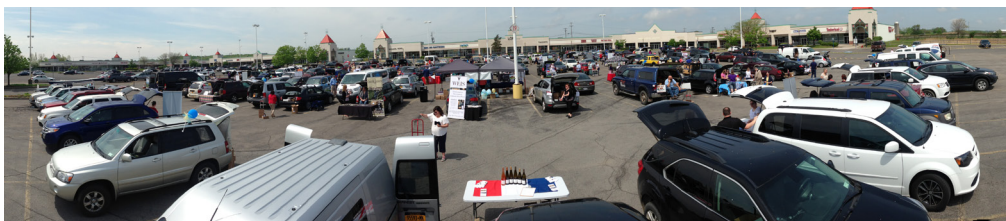


## APRIL

- KAREN COLIZZI NOONAN ATTENDED THE EMPIRE STATE TOURISM CONFERENCE IN SCHENECTADY, 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

- FLTA HELD ITS ANNUAL LITERATURE & BROCHURE EXCHANGE IN THE PARKING LOT OF WATERLOO PREMIUM OUTLETS WITH ITS GREATEST TURN OUT IN YEARS WITH 172 PARTNER BUSINESSES ATTENDING.
- FLTA DISTRIBUTED OVER A PALLET AND A HALF OF TRAVEL GUIDES, PREMIERED THE 2018 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 PANEL SESSION WITH SPECIALISTS IN THE GROUP MARKET THAT SHARED THEIR BEST PRACTICES FOR BUSINESSES TO CONDUCT WHEN DEALING WITH OPERATORS.





# 2018 FINGER LAKES TOURISM ALLIANCE ACHIEVEMENTS

## JUNE

- FLTA RECEIVED OFFICAL WORD THAT THE LEGISLATION TO DESIGNATE THE FINGER LAKES REGION AS NATIONAL HERITAGE AREA WAS AWARDED A BILL NUMBER WITH THE HOUSE OF REPRESENTATIVES CONTINUING THE POSITIVE TREND TOWARDS DESIGNATION.



## JULY

- FLTA REACHED OUT TO PARTNER BUSINESSES FOR THEIR INCLUSION IN THE 2019-2020 GROUP TRAVEL PLANNER THAT WOULD BE PRINTED LATER THAT MONTH AND SENT OUT TO OPERATORS LOOKING TO BOOK BUSINESS IN THE FINGER LAKES.

## AUGUST

- STARTING AUGUST 1ST, MARIANNE ROSICA-BRAND STARTED PARTNER OUTREACH \ EDUCATING THEM ABOUT 2019 PARTNER OPPORTUNITIES.
- FLTA HOSTED MEDIA FROM FRENCH PUBLICATION ' LE REPAIRE DES MOTARDS AS A PART OF A A FINGER LAKES / EAST COAST MOTORBIKE FAMILIARIZATION TOUR AS MOTORBIKING IS A VERY BIG PART OF FRENCH LIFE AND INFLUENCES LOCATIONS FOR ACTIVE TRAVEL DESTINATIONS.



## SEPTEMBER

- IN MID-SEPTEMBER, FLTA HOSTED A GROUP OF PRODUCT MANAGERS FROM GERMAN TRAVEL COMPANIES HOSTED BY WINE WATER WONDERS GERMAN PREPRESENTATIVE VERONIKA BULOWSKI AS WELL AS FRENCH REPRESENTATIVES FROM MICE FINDERS SHOWING THEM BUSINESSES AND LOCATIONS THEIR CLIENTS WOULD BE INTERESTED IN FOR TRAVEL FROM GERMANY TO THE FINGER LAKES REGION.

## OCTOBER

- FLTA WORKED WITH TRAVEL MARKETING INSIGHTS (TMI) TO MOVE THE COMPREHENSIVE FINGER LAKES REGIONAL RESEARCH STUDY INTO THE INDUSTRY SURVEY PHASE.

## NOVEMBER

- FLTA RECEIVED A PRELIMINARY REPORT OF THE FINDINGS FROM THE FINGER LAKES REGIONAL RESEARCH STUDY WITH WORK TO BE COMPLETED BY THE END OF DECEMBER.



### Comprehensive Regional Travel and Tourism Study and Recommendations

PRODUCED FOR: FINGER LAKES TOURISM ALLIANCE



## DECEMBER

- FLTA ISSUED THE 2019 FINGER LAKES REGIONAL TRAVEL GUIDE PROOF TO PARTNERS FOR THEIR REIVIEW AND INPUT
- IN MID-DECEMBER, FLTA'S CINDY KIMBLE MET WITH A WRITER FROM LE PETITE FUTE WRITING A TRAVEL GUIDE ABOUT VISITING THE FINGER LAKES REGION.
- FLTA HELD THEIR ANNUAL HOLIDAY PARTY DECEMBER 13TH FROM 3-6PM AT LAKESIDE COUNTRY CLUB.
- 2018'S ATTENDANCE REACHED ROUGHLY 155 PARTNER BUSINESS REPRESENTATIVES AS WELL AS KEY LEGISLATIVE REPRESENTATIVES AND GUESTS.



- AT THE HOLIDAY PARTY, FLTA RECOGNIZED EXCEPTIONAL CUSTOMER SERVICE AWARDS. 2018'S WINNER WAS NATALIE BARIS FROM THE RED JACKET ORCHARDS FARM STORE AND WAS SELECTED BY YEARS' PRIOR WINNERS AND WAS RECOGNIZED WITH A PLAQUE COMMENDING HER FOR HER SERVICE BY ALISON HUNT, THE REPRESENTATIVE FROM CONGRESSMAN TOM REED'S OFFICE AS WELL AS FROM SENATOR PAMELA HELMING HERSELF.

**Pictured left to right:**  
Natalie Baris, Red Jacket Farm Store Manager,  
Senator Pamela Helming, and representing Congressman Tom Reed's office, Alison Hunt



FINGER LAKES.ORG