



# WAYNE COUNTY, NY TOURISM

ANNUAL REPORT

2011

Prepared by: **Christine Worth**  
**Director of Tourism & Promotion**



## 2011 Annual Report

### Wayne County Tourism

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[tourism@co.wayne.ny.us](mailto:tourism@co.wayne.ny.us) - [www.WayneCountyTourism.com](http://www.WayneCountyTourism.com)

### Staff

Christine Worth, Director of Tourism and Promotion

Mary Mastracy, Tourism Assistant (pt)

Lisa Ahrens, Clerk-Typist

Christopher Kenyon, Outdoor Recreation Coordinator (pt)

### Publications

- Wayne County Travel Guide
- Wayne County Birding Guide
- Harvest Time Brochure (includes calendar of events)
- Holiday Traditions Brochure (includes calendar of events)
- Summer Calendar of Events
- Biking and Hiking Trail Cards
- Canal Connections
- Must See Miles of the Erie Canal
- Finger Lakes Getaway Packages
- "On the Water" guide/map - NEW
- "War of 1812" Bicentennial Peace Garden Trail - NEW

### Advertising

6618 inquiries generated from ads placed in Life in the Finger Lakes, Finger Lakes Times, Messenger Post, City Newspaper, Freetime Magazine, Rochester Women's Magazine, Network Rochester, Kids out & about, ESLO Newspaper, Lake Ontario Outdoors, NY Outdoors, PA Outdoors, Wine Buzz Magazine, Horizon Travel Magazine, Visit Rochester Travel Guide, Campgrounds of New York, Seaway Trail's Travel Magazine, A Welcome Surprise /Finger Lakes Surprises (Greater Toronto Market), Wayne Post, Sun & Record and Times of Wayne County.

- In conjunction with NYS TPA Council, brochure ads were purchased in the NYS Section of the Collinson Newspapers which resulted in 2315 responses. The insert ran in: Baltimore Sun, Charlotte Observer, Chicago Tribune, Cleveland Sun, Cincinnati Enquirer/Post, Columbus Dispatch, Detroit Free Press, Greensboro (NC) News & Record, Newark (NJ) Star Ledger, Philadelphia Inquirer, Pittsburgh Post Gazette, Raleigh News & Observer, Richmond (VA) Times-Dispatch and Stanford/Greenwich (CT) Advocate Times.

- Direct mail campaign to 3,814 individuals consisting of Harvest Time Brochure, Apple Tasting Tour and Holiday Traditions Brochure.

### Digital Marketing

- 25,347 unique visits to [www.WayneCountytourism.com](http://www.WayneCountytourism.com)
- Revamped home page for [www.WayneCountytourism.com](http://www.WayneCountytourism.com)
- Upgraded website management software
- FingerLakesSurprises.com for Canadian promotion
- Twitter account
- Facebook account
- On-line Visitors Guide
- Created a (simple) mobile website
- Network Rochester Eblasts to Database is made up of 55,000+ Greater Rochester Area Business Professionals. (2) Brantling Bluegrass Festival, (2) Lake Ontario Wine Trail Festival and (2) Apple Tasting Tour
- Web banners (footer, left column, header) on Lake Ontario United. Lake Ontario United is an online community of devoted individuals interested in helping preserve and make our lakes as rich and enjoyable for future generations as they are today for us. It is a community composed of professional and amateur fishermen, charter captains, environmentalist, hunters and outdoor enthusiasts. 3,928,848 views, 879 clicks.
- Pay-per-click (PPC) Facebook campaign promoting the apple tasting tour to a targeted market generating 678.913 impressions. 252 clicks
- Collinson Media buy, 751,879 impressions. 2534 clicks

### Visitor Information Centers

The Wayne County Office of Tourism acts as a tourism information center and is open Monday-Friday, 9am-5pm. Our Visitor's Guide is also available at the following information centers:

- Sodus Point Information Center, assist with brochures
- Gateway Information Center (Binghamton)
- Petro Service Center
- Waterloo Premium Outlets
- Preble Area Rest Stop (I-81)
- Yankee Doodle distribution points: Rochester, Batavia, Darien, Hartland, Syracuse, Canandaigua, Geneva, Mattydale, Liverpool; Buffalo, Clarence, Grand Island and Williamsville. 295 Locations
- Visit Rochester information center and Rochester International Airport
- Various locations throughout the county.



## 2011 Annual Report

### Show Program

Show, Location

#### Wayne County

- Eastern Fishing & Outdoor Expo, Worcester, MA
- Wayne County Fair
- Foodlink Festival of Food
- Ginna Safety and Health Expo
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#### In conjunction with New York State Travel & Vacation Assn:

- AAA Great Vacation Expo Columbus, OH
- Toronto RV Show & Extravaganza Toronto, ONT
- Snowbird Extravaganza Show Lakeland, FL
- AAA Mid-Atlantic Show Wilkes Barre, PA
- Allegheny Sport & Travel Show Monroeville, PA
- AAA Reading/Berks Travel Odyssey Wyomings, PA
- AAA Mid-Atlantic Philadelphia Expo Philadelphia, PA
- AAA Southern New England Foxborough, MA
- Cleveland Outdoor Adventure Show Cleveland, OH
- Travel & Vacation Show Ottawa, ONT
- Mid-Atlantic Travel Show Edison, NJ
- WNY Sport & Travel Expo Hamburg, NY
- One Tank Travel Show Erie, PA
- AAA Mid-Atlantic Baltimore, MD
- Syracuse Nationals Syracuse, NY
- NYS State Fair Syracuse, NY

#### In conjunction with Lake Ontario Sportsfishing Promotion Council:

- OSEG Sportsman's Show Springfield, MA
- World Fishing & Outdoor Expo Suffern, NY
- Greater Phila. Outdoor Sports Show Philadelphia, PA
- Cleveland Sport, Travel & Outdoor Show Cleveland, OH
- WNY Outdoor Travel Show Hamburg, NY

#### In conjunction with VisitRochester, A Welcome Surprise Program

- Toronto National Women's Show Toronto, ONT
- Welland/Niagara Foodfest Welland, ONT
- Norfolk Ontario Exhibition Norfolk, ONT

### Public Relations

#### County Program

Wayne County continued its county-based public relations efforts focusing on Wayne County attractions, events and activities with press releases, press tours.

#### Regional Program

In addition to our county-based public relations program, we once again participated in the Finger Lakes Regional Public Relations program implemented by Quinn & Co. Public Relations of New York City. The goal of this program is to significantly increase top-of mind awareness of the Finger Lakes.

Tactics included:

- Social media
- Promotional opportunities
- Media visits
- Editorial calendar monitoring
- Media lead tip sheets
- Media pitches

This program generated 137 editorial placements (399,779,650 impressions) in online and print publications, radio and television. Significant media placements included *USA Today*, *The New York Times*, *Washington Post*, *PeterGreenberg.com*, and *Fox News*.

#### Familiarization Tour's

John Frazier, Quinn & CO, July 27-28, 2011.

- Stops included Mid-Lakes Erie Macedon Landing, Long Acre Farms/JD Wine Cellars, Sodus Bay Lighthouse & Vintage Gardens B & B.
- **RESULT:** A-mazing trails article in *AAA Horizons Magazine* and website.

Jamie Stringfellow, Visit Rochester Lead, July 1-2, 2011.

- Our office provided a listing of restaurants and attractions. Ms. Stringfellow toured Macedon and Palmyra on her own with no set schedule and stayed at Canaltown B & B.
- **RESULT:** A story was posted on about paddling the Erie Canal and her visit at <http://weekendwalk.com/home>. She is pitching stories on car-free ways to see the Erie Canal on *PeterGreenberg.com*, *Northern New England Journey* (AAA print publication for northern New England), *Condé Nast Traveler* and *Southwest Airlines Spirit Magazine*.

Alvin Reiss, Canal NY lead, September 7-8, 2011.

- Stops included Vintage Gardens Bed & Breakfast, The Corner Restaurant, Newark Arcadia Historical Museum, Hoffman Clock Museum, Apple Shed, Sodus Bay Lighthouse, Captain Jack's, The Artisans' Loft and William Phelps General Store Museum.
- **RESULT:** Mr. Reiss has already written an article for the September 2012 *American Heritage Magazine* and continues to pitch future stories



## 2011 Annual Report

### Regional & Multi-County Promotional Programs

#### Finger Lakes PR Program

See public relations recap.

#### Lake Ontario Sportsfishing Promotion Council (LOSPC)

The Tourism Promotion Agencies from Niagara, Orleans, Monroe, Wayne, Cayuga, Oswego and Jefferson Counties are pleased to partner together to actively promote Lake Ontario and New York State as a premier fishing and traveling destination.

- www.loc.org
- Print advertising & fulfillment
- Consumer Shows
- Rack Cards

#### Great Lakes Seaway Trail

10 County initiative to promote the attractions along the 454-mile scenic route paralleling Lake Erie, the Niagara River, Lake Ontario and the St. Lawrence River.

- Seaway Trail travel magazine
- Public Relations
- www.seawaytrail.com
- Great Lakes Seaway Trail GeoTrail

#### A Welcome Surprise Canadian Promotion

Multi-partner, inter-regional promotional program targeting the Greater Toronto market, spearheaded by VisitRochester.

- Display ad in 250,000 'A Welcome Surprise!' guides for insertion in home delivered Canadian newspapers, distribution at information centers, CAA Clubs, festivals & events plus editorial feature.
- 100+ radio commercials
- Brochure distribution, display space and media promotion at selected Ontario events.
- E-blast campaign
- Public Relations
- Social Media campaign on Facebook & Twitter
- 'A Welcome Surprise' and 'Finger Lakes Surprises' web sites
- Attractions highlighted were the William Phelps General Store, Montezuma Audubon Center and Chimney Bluffs State Park.
- Overnight Packages highlighted were with Maxwell Creek Bed & Breakfast and Vintage Gardens Bed and Breakfast.

Canal New York Marketing and Business Alliance Inc.  
An organization that promotes economic and business development along the entire New York State Canal System Corridor. CANAL NY focuses on bringing business to its members through tourism marketing programs, educational outreach, legislative advocacy and member organizational development.

- Representation at Work Travel Market, London England, New York Boat Show and New York Times Travel Show
- Public Relations
- www.canalny.com
- Co-sponsored a Canal New York event in NYC on 6/23/11. 258 journalists were invited to an informative lunch to hear Canal NY information and sponsor information. Alan Reiss visited Wayne County following this press event

### Tourism Support & Sponsorship

#### Apple Tasting Tour

Promotional partnership with 15 Farm Market / Culinary specialty businesses.

- Public Relations
- Apple Tour Challenge
- Advertising & fulfillment
- Television ad campaign
- Facebook page and advertising campaign
- Banners (New) identifying each stop on the tour
- Rochester Business Journal Time Out email reached 15,000 people
- Highlighted in the Democrat and Chronicle 4 times.
- Articles in Finger Lakes Times and Messenger Newspapers.

"Connect the Canal Communities Festival Program". Wayne County Tourism Western Erie Canal Alliance (WECA) sponsored "Connect the Canal Communities Festival Program". This initiative promoted the canal villages along the Western Corridor to each other and to visitors. WECA was a vendor at several events and festivals along the canal corridor for brochure distribution.

#### Cycling the Erie Canal Bicycle Tour

Wayne County Tourism co-sponsored the annual 8-day, 400 mile, Cycling the Erie Canal Bicycle Tour, organized by Parks & Trails New York. The tour passed through Wayne County on 7/12/11. Our office prepared packets of information which was mailed to the attendees in advance and communicated the tour to the restaurants along the route 31 corridor.



## 2011 Annual Report

### Tourism Support & Sponsorship Continued

#### Seaway Trail Roundtable

Wayne County Tourism hosted a roundtable Seaway Trail members and businesses interested in learning about the Seaway Trail and membership benefits.

#### Visit Rochester Event - Engineering Visitor Experiences

Wayne County Tourism sponsored a seminar for Engineering Visitor Experiences, From Concept to Competitive Advantage, Presented by: Joe Veneto, "The Opportunity Guy" on October 12, 2011. Wayne County businesses were invited to attend.

#### Wayne County Fair

Wayne County Tourism sponsored the bags that were given out at the "Wine & Farm Market event"

#### Wayne County Grand Slam and Merchant's Challenge Fishing Derby

Coordination of the Wayne County Grand Slam and Merchant's Challenge Fishing Derby and Awards Ceremony. This derby is a partnership between Wayne County Tourism and Wayne County Federation of Sportsmen's Clubs. Many Wayne County businesses support the derby. In 2011, 100 children signed up for the contest.

#### Wayne County Pro-Am fishing Tournament

Coordination of the Wayne County Pro-Am Fishing Tournament and Awards Ceremony. Our sixth annual Pro-Am Tournament took place July 2011. This event drew 59 Boats plus 16 "open recreation" teams to Sodus Bay during the tournament. Anglers in the contest were required to keep their boats in Sodus Bay during the two day competition, which was contributed to an influx of revenue for Sodus Bay area businesses.

### I Love New York Matching Funds Grant Program

A matching funds grant provided to all 62 New York counties to help maximize the effectiveness of regional and local marketing.

- Administered the 2011 grant (\$57,575)
- Managed ILNY Grant
- Responded to media/PR inquiries
- Responded to event and business inquiries
- Updated ILNY website (Wayne County portion)

### Tourism Awareness

#### Tourism Director

- Attended regional/state events and meetings
- Attended Empire State Tourism Conference
- Guest Speaker at various in county organizations
- Support to Lake Ontario Wine Trail, Wayne County Bed & Breakfast Association, Wayne County Farm Market Group.
- Wayne County Business Council & Wayne County Chamber Relations
- Participated within Canal NY, Seaway Trail, Visit Rochester, New York State Travel & Vacation Association and New York State Tourism Promotion Agencies Council

#### Outdoor Recreation Coordinator

- Participate within Lake Ontario Sportfishing Promotion Council (LOSPC)
- Attended New York State Outdoor Writers Spring Safari and Fall Conference.
- Attendance at Sport Shows throughout the Northeast
- Support of the LOC Derby (spring, summer and fall) including attendance at awards ceremony.
- Weekly fishing updates posted on our website as well as the fishing hotline.
- Worked with the International Freshwater Resource staff.
- Assisted in the pen-rearing project in Sodus Point.
- Attended Lake Ontario Stakeholders Meetings. DEC communicates their analyses of Lake Ontario issues.
- Coordinated DeRoo Youth hunting Event at Montezuma Audubon Center
- *NEWS OF THE GREAT OUTDOORS*: This newsletter was produced twice this year.