



2019 Annual Report

Wayne County Tourism

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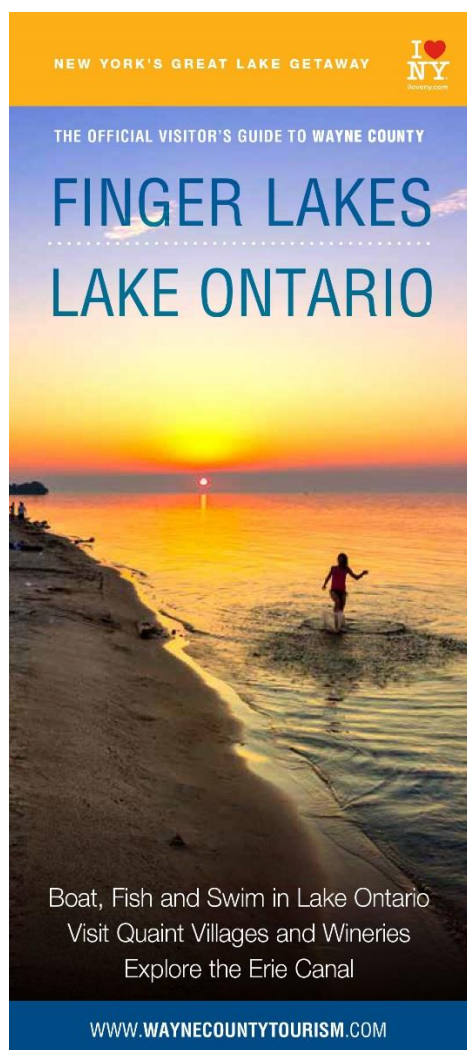
Staff

Christine Worth, Director of Tourism and Promotion

Lisa Ahrans, Clerk-Typist

Christopher Kenyon, Outdoor Recreation Coordinator (pt)

Karen Garland, Account Clerk (pt)



County Promotional Programs

Publications

- Wayne County Visitor's Guide - Updated
- Wayne County Birding Guide
- Wayne County Fishing Guide
- Harvest Time Brochure (with calendar of events)
- Holiday Traditions Brochure (with calendar of events)
- Summer Calendar of Events
- Wayne County Apple Tasting Tour
- Wayne County Biking Guide
- Biking and Hiking Trail Cards
- Must See Miles of the Erie Canal
- "On the Water" boating guide/map
- "War of 1812" Bicentennial Peace Garden Trail
- Haunted History Trail
- Wayne County Group Tour Profile Sheet
- Wayne County Talking Points for media

New York State Funding

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 and managed the 2019 grant (\$76,536). Fulfilled grant requirements including application, marketing plan, quarterly reports and year end final report
- Responded to media/PR inquiries
- Responded to event and business inquiries
- Updated ILNY website (Wayne County listings)



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Advertising

8,618 inquiries generated from ads placed in Finger Lakes Times, Messenger Post, City Newspaper, Rochester Women's Magazine, Kids Out & About, ESLO Newspaper, Finger Lakes Vacationer, Living Bird, Lake Ontario Outdoors, NY & PA Outdoors, Life in the Finger Lakes Magazine, Visit Rochester Travel Guide, Campgrounds of New York, Seaway Trail's Travel Magazine, Upstate Magazine, Guestquest, Sun & Record, Wayne Post, Sun & Record, Lakeshore News, Wolcott Shopper and Times of Wayne County.

- Direct mail campaign to 5,000 individuals consisting of Harvest Time Brochure, Apple Tasting Tour and Holiday Traditions Brochure

Digital Marketing

- www.waynecountytourism.com | 7,102 sessions, 5,531 users, 9,323 pageviews
- FingerLakesSurprises.com for Canadian promotion
- Social media handles for Twitter, Facebook, Instagram, Pinterest, Youtube channel
- On-line Visitors Guide
- Mobile friendly website
- 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.
- Syracuse.com/Advance Media Group: We ran a 3 pronged digital campaign for the Apple Tasting Tour. We utilized Newyorkupstate.com, Syracuse.com and the Ad Network September and October 2019. Ads reached the following geographic areas Rochester DMA, Syracuse

DMA, Canandaigua (city), Oswego (city). The total # of impressions served were 258,939. Display ad impressions 137,129. Online video impressions 68,304 and organic facebook posts impressions 53,506.

Tourism Support & Sponsorship

Apple Tasting Tour

Promotional partnership with 12 Farm Market/Culinary specialty businesses

- Public Relations, facebook page and advertising campaign
- Apple Tour Challenge
- Advertising & fulfillment
- Television ad campaign
- New Radio ad campaign
- Secured 2 on-air interviews
- Social Media campaign
- Created 4 themed blogs highlighting all trail stops which were promoted on the websites and social media.
- Newsletter campaign to 924 recipients. 5 Unique newsletters were sent in September and October
- Survey sent out to apple tour attendees to measure program
- New York State Agricultural Society Ag Promotion Award Recipient - In 2019, the tour won the NYS Agricultural Society Ag Promotion Award. This award was presented to Wayne County Tourism by New York Agriculture Society at their annual meeting. The award recognizes individuals and groups for their efforts to improve the understanding of agriculture in rural, suburban and urban communities of NYS..



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Wayne County Fair

Wayne County Tourism sponsored the bags for attendees at the "Wine & Farm Market event." Worked with the marketing chair on a cooperative television ad. Assisted with media requests.

Taste of Wayne County Event

Wayne County Tourism sponsored the apple tasting tour wine glasses for participants.

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 7/9/19. Our office prepared and mailed packets of information to the attendees in advance and communicated the tour to the restaurants along the Route 31 corridor.

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
- Angola Information Center
- Preble Area Rest Stop (I-81)
- Scottsville Information Center
- Brand connect innovations distribution points: Rochester, Batavia, Darien, Hartland, Syracuse, Canandaigua, Geneva, Mattydale, Liverpool; Buffalo, Clarence, Grand Island and Williamsville.
- Getaway on display
- Pennsylvania on display
- Visit Rochester information center and Rochester International Airport
- Various locations throughout the county

Show Program

Wayne County

- The New York Sportsman's Expo, Syracuse, NY
- Wayne County Fair, Palmyra, NY

In conjunction with Canal NY

- NY Times Travel Show, NY, 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 Phila., PA
- Sport, Travel & Outdoor Show Cleveland, OH
- WNY Outdoor Travel Show Hamburg, NY

In conjunction with New York State Travel Industry 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 Phila, PA
- AAA Southern New England Foxborough, MA
- 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



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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. APPLE TASTING TOUR RESULTS: 6 total media placements including 2 on air media spots

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 338 total placements and 1,707,251,522. Full feature pieces on the region in *Travel + Leisure*, *New York Post* and *Departures*. Media placements included *Conde Nast Traveler*, *CBS*, *FOX*, *USA Today*, and *Country Living*. A sampling of some of our local placements were in *Travel + Leisure*, *Forbes*, *USA today* and *Smarter Travel*

State Program

In addition to our local and regional public relations efforts, we also work with I Love NY on press tours and editorial opportunities.

Familiarization Tour's

Juan Brizuela

- Date 4/16-4/17, 2019
- Quinn PR
- Liberty House Bed & Breakfast, Rootstock Cider & Spirits and Flaherty's.

Ariel Brewster

- Date 7/10/19
- Finger Lakes Regional Tourism Council
- Long Acre Farms

Sam Ion, Canadian PR Program

- Date 10/26-27, 2019
- Canadian PR Program
- Visits included Historic Palmyra, Rootstock Cider, Lagoner Farms, Burnaps B & B Young Sommer Winery & Long Acre Farms.

PR Highlights

- **The Women Every Female Traveler Should Meet in the World**
<https://www.travelzoo.com/blog/the-women-every-female-traveler-should-meet-in-the-world/>
- **Matador Network (UMV: 3,825,684)** wrote a feature story about wassailing and destinations around the world that still practice the ancient ritual, including DeFisher Fruit Farms and Rootstock Ciderworks with owner quotes.
- **Trips to Discover (UMV: 148,067)** featured the Finger Lakes region as one of its "11 Fun Halloween Getaways for Adults" due to offerings like the Haunted History Trail, the WM Phelps General Store tour was listed.
- <https://travelindustrytoday.com/2019-10-29-right-neighbourly::32046>

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- **Smithsonian Magazine (3.1 million UMV)** published a full feature online article on the ritual of wassailing in the Finger Lakes region. Titled "[New York's Cideries Bring the Tradition of Wassailing to the Finger Lakes](#)," the feature delves into the history of the practice and its current day iterations at several orchards in the region. Highlighting Rootstock Ciderworks
- **Paste Magazine online (4.2 million UMV)** included three cideries in its roundup of "[8 Artisanal Cideries You Need to Discover](#)
- **Sandra Scott – Freelance**
<https://oswegocountytoday.com/sandra-scott-travels-welcome-to-small-town-america/entertainment/sandra-scott-travels>
<http://www.cny55.com/features/wandering-around-wayne-county>
<http://sandrascotttravelcolumns.blogspot.com/2019/08/visiting-palmyra-new-york.html>

- Rack Cards, print advertising & fulfillment
- Consumer Shows
- Press Tours

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
- Seawaytrail.org

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.

- New York Times Travel Show
- Public relations and press tours
- Media events
- canalny.com

Regional & Multi-County Promotional Programs

14-County Finger Lakes Vacation Region

14-County Tourism Promotion Agency program to create top-of-mind awareness of the Finger Lakes Region as a tourism destination

- Fingerlakestravelny.com
- Social Media Campaign on Facebook, Twitter and Youtube
- Public Relations program
- Region-wide destination marketing analysis research project

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.

- ilovenyfishing.com

Canadian Promotion

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

- Public relations and press tours

Haunted History Trail of New York State

With 65 locations spread out over 31 counties, the Haunted History Trail offers serious ghost hunting locations, ghostly events, cemetery tours and other haunted/paranormal activities.

- Public relations and press tours
- Group tour itineraries
- Brochure
- Hauntedhistorytrail.com



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Rochester/Finger Lakes Craft Beverage Trail

Senator Funke has been a strong supporter and created the legislation for the trail.

- Wayne County has three partners on the trail.
- Inaugural tasting event took place on March 29, 2019. Another one is being planned for 2020.
- The trail extends in Monroe County from Brockport to Wolcott to Dundee to Naples. Livingston County was added in 2019

Tourism Awareness

Tourism Director

- Attended regional/state events and meetings
- Attended Empire State Tourism Conference
- Attended Finger Lakes Regional Economic Development Council Tourism and Arts subcommittee meetings
- Guest Speaker at various in county organizations
- Facilitated Annual Apple Tasting Tour promotion
- Support to Lake Ontario Wine Trail, Wayne County Bed and 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 Industry Association and New York State Tourism Promotion Agencies Council
- New York State Travel Industry Association Annual Meeting
- Attendance at various consumer trade shows
- Chaired Committee for Visit Rochester, Visitor Industry Council.

Outdoor Recreation Coordinator

- Participate within Lake Ontario Sportfishing Promotion Council (LOSPC)
- Participate with NYS Outdoor Writers Association
- Attendance at Sport Shows throughout the Northeast
- Support of the LOC Derby (spring, summer and fall) including attendance at awards ceremony
- Support of the Wayne County Pro-Am including meetings and awards ceremony
- Weekly fishing updates posted on website and fishing hotline
- Worked with the International Freshwater Resource staff.
- Attended Lake Ontario Stakeholders Meetings. DEC communicates their analyses of issues.
- Assisted DeRoo Youth hunting event at Montezuma Audubon Center
- (2) newsletter issues of News of the Great Outdoors

Submitted by: Christine Worth
Director of Tourism and Promotion
1/26/20