



## 2021 Annual Report

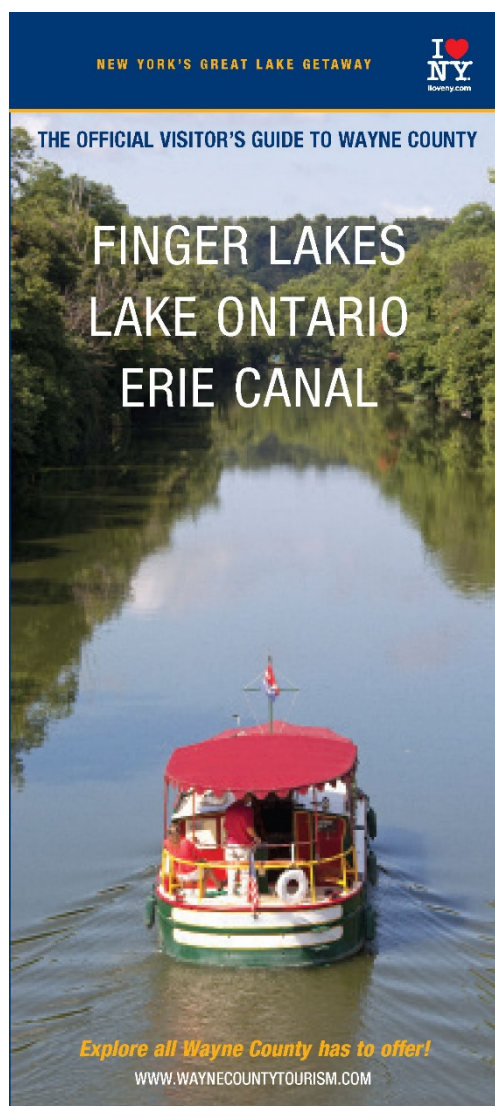
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### Wayne County Tourism

9 Pearl Street, Suite 3, Lyons, NY 14489  
(315) 946-7510 / (800) 527-6510

### Staff

Christine Worth, Director of Tourism and Promotion  
Lisa Ahrens, Clerk-Typist  
Christopher Kenyon, Outdoor Recreation Coordinator (pt)  
Karen Garland, Account Clerk (pt) Jan - April  
Courtney Paddock (pt) May - Dec



### County Promotional Programs

#### Publications

- Wayne County Visitor's Guide - Updated
- Wayne County Birding Guide
- Wayne County Fishing Guide
- Harvest Time Brochure
- Holiday Traditions Brochure
- 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 (Brochure & Rack Card)
- 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 2021 grant (\$31,142). 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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### Response to COVID-19

Continued communication and support with tourism businesses.

#### Advertising

8,151 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, Visit Rochester Travel Guide, Campgrounds of New York, Seaway Trail's Travel Magazine, Upstate Magazine, GuestQuest.

- Direct mail campaign to 4,500 individuals consisting of Harvest Time Brochure, Apple Tasting Tour and Holiday Traditions Brochure.

#### Digital Marketing

- [www.waynecountytourism.com](http://www.waynecountytourism.com) | 8,848 sessions, 7,972 users, 12,047 pageviews
- 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: Digital campaign for the Apple Tasting Tour. We utilized Newyorkupstate.com, Syracuse.com and the Ad Network Oct 1 – Oct 21, 2021. Ads reached the following geographic areas Rochester DMA, Syracuse DMA, Canandaigua (city), Oswego (city). The total # of impressions served were 313,318 and drove 1,035 clicks to the website.

- Entercom radio targeted Facebook post ran 10/4-10/17, 2021. The post reached 76,772 and drove 92 clicks to the website.
- Wayne County Christmas tree Grower Facebook Campaign 11/21-12/10, 2021. The ad reached more than 40,306 and drove 1,863 clicks to our website. Additionally, there were more than 23,907 plays of the video slideshow, which shows a very high level of engagement.
- A new :30 video was completed. Highlighting Wayne County as located on the southern shore of Lake Ontario between the cities of Rochester and Syracuse in the northern Finger Lakes Region. The Seaway Trail (a national scenic byway) and the Historic Erie Canal wind through our rural county providing the visitor with a wide variety of events, attractions and endless activities.

#### Tourism Support & Sponsorship

##### Apple Tasting Tour

Promotional partnership with 10 Farm Market/Culinary specialty businesses

- Public Relations, Facebook page and advertising campaign
- Apple Tour Challenge
- Advertising & fulfillment
- Television ad campaign
- Radio ad campaign
- Secured 3 on-air interviews
- Social Media campaign
- Newsletter campaign to 1431 recipients consisted of 5 unique newsletters sent in September – November.
- Survey sent out to apple tour attendees to measure program
- The native app was used this year along with the web based app.
- Continued tagline "U pick the Way"

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- The app increased awareness of the trail, encourage stops, fulfill trivia challenge option and educate safety covid-19 guidelines.
- Instead of the usual passport, we developed a trivia challenge. The answers to the questions were all outside of the stops. It was important to require people to go inside buildings.
- Included in the trivia stops were the 2 restaurant sponsors and 5 parks to encourage visitation to open air spaces.
- Users were able to access the app on the webpage and earn badges for correct answers.
- Users were able to submit screen shots of the earned badges via the website for drawings.



### Wayne County Fair

The “traditional event” that we would display at was cancelled in 2021

### 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 7/13/21. 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 (closed in 2020)
- 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

The majority of regularly scheduled trade shows did not happen due to Covid-19 regulations.

### ***In conjunction with New York State Travel Industry Assn:***

- Syracuse Nationals Syracuse, NY
- NYS State Fair Syracuse, NY

### 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: 1 on air media spots

- .FOX Rochester



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Theresa St John, Freelance Writer

Date August 10-12, 2021

Visits included Stop included Chimney Bluffs State Park, Orbakers' Drive in, Grind on Coffee Company, Parker's Grill, Hoffman Clock Museum, Alling Coverlet Museum, Long Acre Farms, JD Wine Cellars, Rootstock Cider & Spirits, The Apple Farm Stand at Stone Goose Farms, Sodus Bay Lighthouse Museum, Captain Jacks, Mural Mania studio, Peppermint Museum.

Travels with Darley

Date July 29, 2021

Worked with Wendy Gibson, Director of Marketing, New York State Office of Parks filming a segment with Travels with Darley promoting the Empire State Trail. Filming in Newark & Lyons which will air Spring 2022. Stops included Port of Newark, Mural Mania, Peppermint Museum and Grind-on Coffee.



### 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 PR 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 93 total placements and 1,398,027,818. Full feature pieces on the region in *Travel + Leisure*, *New York Times* along with *Bridge Street and Rochester first*.

Wayne County YTD Placements: 7 Top 2021 Highlights: Forbes (Erie Canal Adventures/Apple Tasting Tour), Thrillist (Erie Canal Adventures), Travel + Leisure (Best Places to Travel in June), TravelPulse (Erie Canal Adventures)

### State Program

In addition to our local and regional public relations efforts, we also work with I Love NY editorial opportunities. No press tours took place this year.

### 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](http://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](http://ilovenyfishing.com)
- Rack Cards, print advertising & fulfillment
- Consumer Shows
- Press Tours



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### 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

### 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

### 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.
- 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 Virtual Conference
- Facilitated Annual Apple Tasting Tour promotion
- Support to Lake Ontario Wine Trail, Wayne County Bed and Breakfast Association, Wayne County Farm Market Group
- Participated with Rochester FLX Beverage Trail, Canal NY, Seaway Trail, Visit Rochester, New York State Travel Industry Association and New York State Tourism Promotion Agencies Council
- Attended New York State Travel Industry Association Annual Meeting
- Lake Ontario National Marine Sanctuary Advisory Council meeting, alternate for County Administrator
- Support and participation with the Wayne County Bicentennial committee. As a member of the executive committee and committee member, Christine assisted with the 2-year Bicentennial calendar and the Children's activity report.

#### Outdoor Recreation Coordinator

- Participate within Lake Ontario Sportfishing Promotion Council (LOSPC)
- 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.

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### Awards

#### New York State Tourism Industry Association 2021 NYS Tourism Excellence Awards

##### Excellence in Leadership in Response to the COVID-19 Crisis by an individual

- Christine Worth was recognized for her leadership role in the Finger Lakes Regional Tourism Council

##### Excellence in Tourism Marketing: Digital Marketing Campaign

- Wayne County Office of Tourism was recognized for the "Apple Tasting Tour APP"

##### Excellence in Tourism Marketing Best COVID Response Marketing Effort to Pivot to Success

- Wayne County Tourism was recognized for "Apple Tasting Tour U Pick The Way"

#### Rochester Chapter of Public Relations Society of America (PRSA) Prism Awards

- The Apple Tasting Tour was recognized and won a Prism Award for SmartPhone/Tablet Application - Seasonal Trail uses Gamification to Augment Visitation with New Virtual Experience

### AVA Digital Awards International Competition!

- The new "Explore" Wayne County Video received honorable mention, the creative team who produced our video was recognized.



**Submitted by: Christine Worth**  
**Director of Tourism and Promotion**  
**2/23/21**