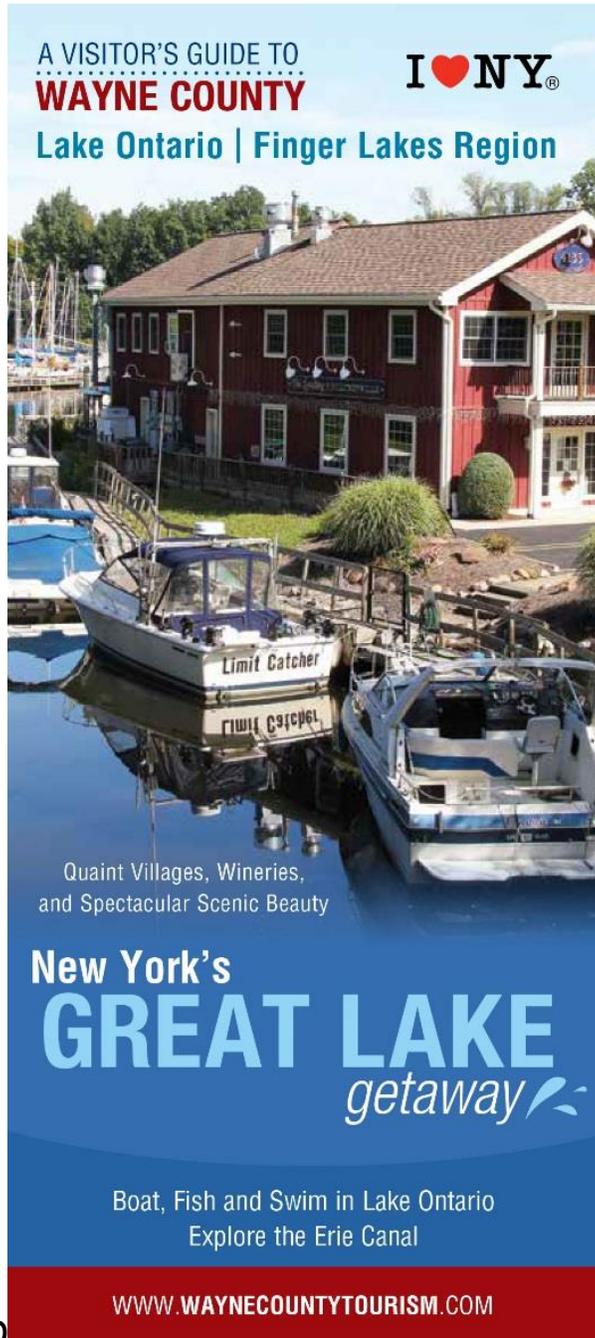


2015 Annual Report



Wayne County Tourism

Staff

Christine Worth, Director of Tourism and Promotion

Mary Mastracy, Tourism Assistant (pt)

Lisa Ahrans, Clerk-Typist

Christopher Kenyon, Outdoor Recreation Coordinator (pt)

County Promotional Programs

Publications

- Wayne County Travel Guide
- 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 - Revised
- "War of 1812" Bicentennial Peace Garden Trail
- Haunted History Trail
- Wayne County Group Tour Profile Sheet – NEW
- Wayne County Talking Points for media - REVISED

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 2015 grant (\$59,663). 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)



2015 Annual Report

Advertising

6,252 inquiries generated from ads placed in Finger Lakes Times, Messenger Post, City Newspaper, Freetime Magazine, Rochester Women's Magazine, Network Rochester, Kids Out & About, ESLO Newspaper, Lake Ontario Outdoors, NY & PA Outdoors, Visit Rochester Travel Guide, Campgrounds of New York, Seaway Trail's Travel Magazine, Upstate Magazine, A Welcome Surprise, Guestquest, Sun & Record, Wayne Post, Lakeshore News, Wolcott Shopper and Times of Wayne County.

- Direct mail campaign to 5,121 individuals consisting of Harvest Time Brochure, Apple Tasting Tour and Holiday Traditions Brochure

Digital Marketing

- www.WayneCountyTourism.com – 51,398 sessions, 31,782 users, 102,212 pageviews
- Website enhancements included Erie Canal, Fishing Update to include DEC link to boat launches for Lake Ontario & Erie Canal along with DEC PDF'S. Hiking/Biking now includes links to Trailworks passport program.
- www.AppleTastingTour.com – 4,016 hits, 598 brochure downloads, 442 poster downloads and 276 passport downloads
- www.FingerLakesSurprises.com for Canadian promotion
- Twitter and Facebook
- Flickr
- On-line Visitors Guide
- Mobile friendly website
- Network Rochester Eblasts to Database is made up of 55,000+ Greater Rochester Area Business Professionals. (1) Lake Ontario Wine Trail 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. 17,113,216 views, 8713 clicks.

- Apple Tasting Tour website was redesigned due to the prior funding program expiring in 2015.
- Apple Tasting Tour Pinterest: New for 2015. Highlighting Recipes, Apple Crafts and Tour Stops. 108 Pins, 164 Avg. Monthly Viewers and 28 Avg. Daily Viewers
- Syracuse.com: We ran a 3 pronged digital campaign for the Apple Tasting Tour. We utilized Newyorkupstate.com, Syracuse.com and the Ad Network in the time period between 9/19 – 10/18. Ads reached the following geographic areas Rochester DMA, Syracuse DMA, Canandaigua (city), Oswego (city). The total # of impressions served was 127,947

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

Wayne County Fair

Wayne County Tourism sponsored the bags that were given out at the "Wine & Farm Market event." Worked with the marketing chair on a cooperative television ad.

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 7/14/15. Our office prepared packets of information which was mailed to the attendees in



2015 Annual Report

advance and communicated the tour to the restaurants along the Route 31 corridor.

Wayne County Youth Fishing Derby

Coordination of the Wayne County Youth 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 2015, 75 children signed up for the contest.

Wayne County Pro-Am Fishing Tournament

Coordination of the Wayne County Pro-Am Fishing Tournament and Awards Ceremony. The seventh annual Pro-Am Tournament took place July 2015. This event drew 47 Boats to Sodus Bay during the tournament. Anglers in the contest were required to keep their boats in Sodus Bay during the 2-day competition, which was contributed to an influx of revenue for Sodus Bay area businesses. In addition, Big Fish Friday the 1K a Day tournament took place.

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
- 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

Show Program

Wayne County

- The New York Sportsman's Expo, Syracuse, NY
- Wayne County Fair, Palmyra, NY
- Festival of Food (Foodlink), Rochester, NY

In conjunction with VisitRochester and Finger Lakes Counties

- Toronto National Women's Show Toronto, ONT
- Ultimate Travel Show Toronto, ONT
- The Toronto Golf & Travel Show, Toronto, ONT

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

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



2015 Annual Report

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
- I Love Fresh Air outdoor recreation promotion
- Boating Services Map

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

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 World Travel Market, London England, New York Boat Show and New York Times Travel Show
- Public Relations
- www.canalny.com

"Golf is Great" in Rochester & the Finger Lakes

Cooperative golf promotion targeting Ontario, Canada including Livingston County, Ontario County, Cayuga County, Monroe County and Wayne County Tourism as well as the Finger Lakes Golf Trail

Program components include:

- "Golf is Great" brochure
- Toronto & Ottawa Golf Show
- Direct Mail, print advertising and monthly e-blasts
- Website
- Listing in New York State Golf Guide
- Brochure distribution at information centers

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
- Interviews & commercials on Cross Border Promotion Radio program
- Brochure distribution, display space and media promotion at selected Ontario events
- E-blast campaign
- Public Relations
- Social Media campaign on Facebook & Twitter
- awelcomesyrprise.com



2015 Annual Report

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: 12 total media placements including 2 LIVE morning show interviews.

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 179 editorial placements (1,253,714,066 impressions) in online and print publications, radio and television.

Local media placements included Delta Sky Magazine, Crushbrew.com, Natural Awakenings Magazine, The Sydney Morning Herald, Fedor's.com, USA Today, NY Daily News, Zester.com, Babyandlife.com and BarclayTravel.com.

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

Kristie Deptula, Quinn

- October 5 & 6, 2015
- Visits included Long Acre Farms & JD Wine Cellars, Apple Country Spirits, Burnap's Farm Market & Garden Café, Chimney Bluffs State Park, Captain Jack's and Vintage Gardens Bed and Breakfast.

Maria Yates, Quinn lead

- May 29 – 30, 2015
- Visits included Pultneyville Grill, Lagoner Farms, Apple Country Spirits, Alling Coverlet Museum, William Phelps General Store and Vintage Gardens Bed and Breakfast.

Paul Eisenberg, Quinn lead

- June 14-15, 2015
- Visits included Liberty House Bed and Breakfast,
- Historic Palmyra Museum Complex, Camp Beachwood, Pultneyville Deli, Apple Country Spirits & Long Acre Farms.

Dan Panke, Golf Collaborative lead

- June 24-25, 2015
- Visits included Maxwell Creek Bed and Breakfast, Young Sommer Winery, Apple Country Spirits & Greystone Golf Club

David Latt, Quinn lead

- August 19-20, 2015
- Visits included Sodus Point Lighthouse, Captain Jack's, Apple Country Spirits, Lagoner Farms/Embark Ciderworks, Pultneyville Grill, Young Sommer Winery and Vintage Gardens Bed and Breakfast.



2015 Annual Report

Debra Smith, Haunted History Trail lead

- October 4, 2015
- Visit included a stop at the William Phelps General Store

Yashi Murphy, A Welcome Surprise lead

- October 10, 2015
- Visits included Long Acre Farms, JD Wine Cellars, Lagoner Farms and Embark Ciderworks

Katherine Beaven. Quinn lead

- November 30 – December 1, 2015
- Visits included Maxwell Creek Bed and Breakfast, Embark Ciderworks, Apple Country Spirits and Captain Jack's.

Aaron Goldfarb & Mike Pomranz, Quinn lead

- December 2, 2015
- Visits included Embark Ciderworks, Apple Country Spirits and Young Sommer Winery.

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 sub committee 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 the Canadian Task Force 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
1/29/16