



## 2017 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

Mary Mastracy, Tourism Assistant (pt)

Lisa Ahrans, Clerk-Typist

Christopher Kenyon, Outdoor Recreation Coordinator (pt)

Kait Waldeck, Temporary Clerk

### County Promotional Programs

#### Publications

- Wayne County Visitor's Guide - Updated
- Wayne County Birding Guide
- Wayne County Fishing Guide - Updated
- 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 2017 grant (\$66,762). 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

6,002 inquiries generated from ads placed in Finger Lakes Times, Messenger Post, City Newspaper, Syracuse New Times, Rochester Women's Magazine, Network Rochester, Kids Out & About, Beyond the Nest, RocParent Magazine. 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, Sun & Record, Lakeshore News, Wolcott Shopper and Times of Wayne County.

- Direct mail campaign to 4159 individuals consisting of Harvest Time Brochure, Apple Tasting Tour and Holiday Traditions Brochure

### Digital Marketing

- [www.waynecountytourism.com](http://www.waynecountytourism.com) – 49,234 sessions, 30,797 users, 86,961 pageviews
- FingerLakesSurprises.com for Canadian promotion
- Social media handles for Twitter, Facebook, FlickrR, 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 mid-September through mid-October 2017. Ads reached the following geographic areas Rochester DMA, Syracuse DMA, Canandaigua (city), Oswego (city). The total # of impressions served was 482,684. Newyorkupstate.com = 329,557, Syracuse.com = 53,612 and Ad Network = 99,515.

### 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
- (4) New videos for Facebook
- (2) Advertorial Facebook live videos through a collaboration with Kids Out and About and Beyond the nest.

#### 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.

#### Taste of Wayne County Event

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



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### 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 7/11/17. 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.

### Wayne County Pro-Am Fishing Tournament

Canceled due to Lake Ontario high water levels.

### **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
- Brand connect innovations
- 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 Cross Boarder Showcase***

- Toronto National Women's Show Toronto, ONT

#### ***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: 13 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 403 total placements and **1,614,774,055 impressions** (a 40% increase from 2015). Local media placements included Los Angeles Times, Huffington post, Oyster.com and Hog Magazine

#### 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

I love NY Media Showcase

- Date 7/12/17
- Wayne County provided (2) pies for the event's pie contest between 11 vacation regions. Wayne County's Lagoner Farms won.

Macaroni Kids Silver Daisy Boondoggle Familiarization Tour

- Date 7/23/17
- Family Blogger Conference hosted by Visit Rochester
- Taste of the Finger Lakes for all conference attendees. The 14 counties hosted a tradeshow highlighted the vacation region at this special event.

Malerie Yolen-Cohen, Quinn PR

- Date 7/17-7/18/17
- Visits included Votilla event, Taste of Wayne County event and Vintage Gardens Bed and Breakfast

Stephanie Granada, Quinn PR

- Date 8/20/17-8/21/17
- Visits included Chimney Bluffs, HikYoga, Burnaps Bed and Breakfast, The Landing at Pultneyville, Embark Craft Cidery & Apple Country Spirits.

Nabeela Aysen, Quinn PR

- Date 11/17/17-11/18/17
- Visits included Apple Country Spirits, Maitre D at Trombino's, and Vintage Gardens Bed and Breakfast.

Group Tour Familiarization Tour

- Date 10/18/17
- Partnership with Cayuga County planned tour. Wayne County stops included Sodus Bay Lighthouse, Mackquinle Farm Market, Chimney Bluffs State Park and Captain Jacks Restaurant.



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### 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
- Scottsville Information Center

#### 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

#### 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 Boat Show and New York Times Travel Show
- Public relations
- Media events
- canalny.com

#### Cross Border Showcase 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

#### 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
- 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 which extends in Brockport to Wolcott to Dundee to Naples

- Wayne County has five partners on the trail.



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### 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 the Canadian Task Force Committee for Visit Rochester, Visitor Industry Council.
- Wayne County Apple Tasting Tour receives Tourism Excellence Award | The Wayne County Apple Tasting Tour was recognized with a Tourism Excellence Award from the New York State Tourism Industry Association (NYSTIA) at their Annual Meeting in Watkins Glen on October 26, 2017. The Tourism Excellence Awards recognize leaders in New York State's tourism industry who have achieved a high level of excellence and accomplishment. The winning programs are selected on the basis of demonstrated commitment, leadership, and accomplishment in travel and tourism.

#### 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**  
**2/26/18**