



2018 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)

Kait Waldeck, Account Clerk (pt)



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 2018 grant (\$69,839). 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

6,735 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, Bird Watchers' Digest, 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, Cross Border Showcase, 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 | 49,874 sessions, 30,529 users, 90,573 pageviews
- FingerLakesSurprises.com for Canadian promotion
- Social media handles for Twitter, Facebook, Flickr, 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 2018. Ads reached the following geographic areas Rochester DMA, Syracuse DMA, Canandaigua (city), Oswego (city). The total # of impressions served was 317,502. Newyorkupstate.com = 125,411, Syracuse.com = 139,680 and Ad Network = 52,411.

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
- (2) New videos for digital advertising
- (2) Advertorial Facebook live videos through a collaboration with Kids Out and About and Beyond the nest.
- New – Newsletter campaign to 635 recipients. 5 Unique newsletters were sent in September and October
- New – Survey developed for apple tour attendees

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 3 live morning news interviews.



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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 7/10/18. 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 & Tri-County Salmon Slam

Wayne County Tourism supported the tournaments through sponsorship and promotion.

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: 9 total media placements including 3 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

I love NY Media Showcase

- Date 7/18/18
- Wayne County provided caramel and candied apples paired with two different spirits from Apple Country Spirits.

Karyn and Molly Locke

- Date 7/31/18
- NYS Haunted History Trail
- Visits included Historic Palmyra, Fox Sisters property, Museum of Wayne County and Mac's

Travel Media Showcase Pre Fam

- Date 9/10/18
- Visits included Midlakes Navigation, Historic Palmyra, Apple Country Spirits and Embark Craft Ciderworks.

TBEX Post Fam

- Date 9/15-16, 2018
- Visits included Best Western Palmyra Inn & Suites, Long Acre Farms, JD Wine Cellars, Chimney Bluffs State Park, The Pultneyville Deli and Apple Country Spirits.

Katie Bridges, Foodism Toronto.

- Date 9/29/18
- Cross Border Showcase
- Visits included Embark Craft Ciderworks and Apple Country Spirits

Jamie Ditaranto, Smarter Travel

- Date 9/14/18
- NYS Haunted History Trail
- Visit included Historic Palmyra



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Theresa St John

- Haunted History Trail
- Date 11/16/18
- Visit included Historic Palmyra. This was the only site visited due to the weather

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
- 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

Cross Border Showcase Promotion

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

- 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 and press tours
- Social Media campaign on Facebook & Twitter
- Crossbordershowcase.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



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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.
- Planning for 2019 inaugural tasting event
- The trail extends in Monroe County from Brockport to Wolcott to Dundee to Naples.

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
2/26/19**