



2012 Annual Report

Wayne County Tourism

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Staff

Christine Worth, Director of Tourism and Promotion

Mary Mastracy, Tourism Assistant (pt)

Lisa Ahrans, Clerk-Typist

Christopher Kenyon, Outdoor Recreation Coordinator (pt)

Publications

- Wayne County Travel Guide
- Wayne County Birding Guide
- Harvest Time Brochure (includes calendar of events)
- Holiday Traditions Brochure (includes calendar of events)
- Summer Calendar of Events
- Biking and Hiking Trail Cards
- Canal Connections
- Must See Miles of the Erie Canal
- Finger Lakes Getaway Packages
- "On the Water" guide/map - NEW
- "War of 1812" Bicentennial Peace Garden Trail

Advertising

11,639 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 Outdoors, PA Outdoors, Oprah Magazine, Visit Rochester Travel Guide, Campgrounds of New York, Seaway Trail's Travel Magazine, A Welcome Surprise /Finger Lakes Surprises (Greater Toronto Market), Wayne Post, Sun & Record and Times of Wayne County.

- Direct mail campaign to 4,874 individuals consisting of Harvest Time Brochure, Apple Tasting Tour and Holiday Traditions Brochure.

Digital Marketing

- 20,487 unique visits to www.WayneCountytourism.com
- Updated home page for www.WayneCountytourism.com with seasonal content and monthly fishing update.

- FingerLakesSurprises.com for Canadian promotion
- Twitter account
- Facebook account
- On-line Visitors Guide
- Mobile website (simple)
- Network Rochester Eblasts to Database is made up of 55,000+ Greater Rochester Area Business Professionals. (2) 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. 5,399,039 views, 838 clicks.
- Pay-per-click (PPC) Facebook campaign promoting the apple tasting tour to a targeted market generating 551,531 impressions. 233 clicks. 209 actions. Increased likes by 112.
- Oprah Media buy, 751,879 impressions. 2534 clicks

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
- Preble Area Rest Stop (I-81)
- Society of the Genesee and Lakes, Scottsville
- 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.



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Show Program

Show, Location

Wayne County

- Eastern Fishing & Outdoor Expo, Worcester, MA
- Wayne County Fair, Palmyra, NY
- Foodlink Festival of Food, Rochester, NY
- Ginna Safety and Health Expo, Ontario, NY

In conjunction with New York State Travel & Vacation 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 Philadelphia, PA
- AAA Southern New England Foxborough, MA
- Cleveland 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
- Cleveland Sport, Travel & Outdoor Show Cleveland, OH
- WNY Outdoor Travel Show Hamburg, NY

In conjunction with VisitRochester, A Welcome Surprise Program

- Toronto National Women's Show Toronto, ONT
- Toronto Travel Show Toronto, ONT

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. Great successes for the Apple Tasting Tour with 2 television interviews and 2 radio 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 167 editorial placements (550,343,734 impressions) in online and print publications, radio and television. Significant media placements included ABCNews.com, San Francisco Chronicle, Travel with Val, & Yahoo!

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. This year we hosted:

- "Spare Seat Kayak Tour" – focus on New York's canal communities



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Familiarization Tour's

Veronica Leonard - Quinn and Co lead, April 23-25, 2012

- Stops included Sodus Bay Lighthouse Tour, Maxwell Creek B & B, Meet & interview with Peter Parts, Chair of Finger Lakes International Wine Competition. A taste of the Lake Ontario Wine Trail, Young Sommer Winery (Herm Young) & JD Wine Cellar (Doug Allen). Dinner delivered from Pultneyville Deli.
- RESULT:** 2 articles in Travelandscape.ca and examiner.com

PA Outdoor Writer Familiarization Tour May 15-17, 2012

Mark Demko, Outdoor Writer and Photographer, Bud Cole, Outdoor and Travel Freelance Writer and Photographer
Doyle Dietz, Outdoor Editor Pottsville Republican Herald
Shamokin News

- Stops included Charter boat Fishing with Getaway Charters and Horizons Charters, Captain Jack's, Maxwell Creek B & B, Tour of DEC pen rearing, Tour of Sodus Bay Lighthouse
- RESULT:** Mark Demko: The article will run 2013
- RESULT:** Doyle Dietz: The article will run 2013.

Eunice Fried, Quinn and Co lead, September 7, 2012

- Stops included Thorpe Vineyard, Chimney Bluffs State Park, Captain Jack's, Sodus Point & Pultneyville tour and Young Sommer Winery.
- RESULT:** January 2013, Global Traveler article.

Julie Schwieter, M Silver, September 15-17, 2012

- Stops included Historic Palmyra, Vintage Gardens and Parkers Grill
- RESULT:** Article on BBC.com 10/1/12 and companion piece on her blog.

Bill Vanderford, LOSCP lead, September 26-28, 2012

- Stops included The Brickoven of Clyde, Montezuma Audubon Center, Chimney Bluffs State Park, Connelly's Cove, Carriage House Inn B & B, Tenny's Guide Service & Fishing Charters, Captain Jack's, Sodus Bay Lighthouse Museum, StegerHaus Restaurant, Maxwell

- Creek and Beechwood State Park, Pultneyville Harbor and Young Sommer Winery.
- RESULT:** January 2013, Lakeside news article.

Spider Rybaak, October 22, 2012

- Stops included: Fishing Port Bay & info on all the bays
- RESULT:** Wayne County copy will appear in his new book coming out spring 2013

Regional & Multi-County Promotional Programs

Finger Lakes PR Program
See public relations recap.

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.

- www.ilovenyfishing.com
- Print advertising & fulfillment
- Consumer Shows
- Rack Cards
- 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
- Public Relations
- www.seawaytrail.com
- Great Lakes Seaway Trail GeoTrail

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.
- 100+ radio commercial plus Cross Border Promotion Radio program
- Brochure distribution, display space and media promotion at selected Ontario events.



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A Welcome Surprise Canadian Promotion continued

- E-blast campaign
- Public Relations
- Social Media campaign on Facebook & Twitter
- A Welcome Surprise' and 'Finger Lakes Surprises' web sites
- Attractions highlighted: Wm Phelps General Store, Montezuma Audubon Ctr and Chimney Bluffs State Park.
- Overnight packages highlighted Maxwell Creek B & B and Vintage Gardens B & B.

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 Work Travel Market, London England, New York Boat Show and New York Times Travel Show
- Public Relations
- www.canalny.com
- Co-sponsored a Canal New York event in NYC on June 21, 2012. 250 journalists were invited to an informative lunch to hear Canal NY information and sponsor information.

Tourism Support & Sponsorship

Apple Tasting Tour

Promotional partnership with 14 Farm Market/Culinary specialty businesses

- Public Relations
- Apple Tour Challenge
- Advertising & fulfillment
- Television ad campaign
- Facebook page and advertising campaign
- Banners identifying each stop on the tour

Connect the Canal Communities Festival Program".

Wayne County Tourism Western Erie Canal Alliance (WECA) sponsored "Connect the Canal Communities Festival Program".

This initiative promoted the canal villages along the Western Corridor to each other and to visitors. WECA was a vendor at several events and festivals along the canal corridor for brochure distribution.

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 7/10/12. Our office prepared packets of information which was mailed to the attendees in advance and communicated the tour to the restaurants along the route 31 corridor.

Wayne County Fair

Wayne County Tourism sponsored the bags that were given out at the "Wine & Farm Market event"

Wayne County Grand Slam and Merchant's Challenge Fishing Derby

Coordination of the Wayne County Grand Slam and Merchant's Challenge 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 2012, 89 children signed up for the contest.

Wayne County Pro-Am fishing Tournament

Coordination of the Wayne County Pro-Am Fishing Tournament and Awards Ceremony. Our seventh annual Pro-Am Tournament took place July 2012. This event drew 59 Boats plus 16 "open recreation" teams to Sodus Bay during the tournament. Anglers in the contest were required to keep their boats in Sodus Bay during the two day competition, which was contributed to an influx of revenue for Sodus Bay area businesses.

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 the 2012 grant (\$43,422)
- Managed ILNY Grant
- Responded to media/PR inquiries
- Responded to event and business inquiries
- Updated ILNY website (Wayne County portion)



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Tourism Awareness

Tourism Director

- Attended regional/state events and meetings
- Attended Empire State Tourism Conference
- Attended The U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO)
- Guest Speaker at various in county organizations
- Support to Lake Ontario Wine Trail, Wayne County B&B 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 & Vacation Association and New York State Tourism Promotion Agencies Council

Outdoor Recreation Coordinator

- Participate within Lake Ontario Sportfishing Promotion Council (LOSPC)

- Attended New York State Outdoor Writers Fall Conference.
- Attendance at Sport Shows throughout the Northeast
- Support of the LOC Derby (spring, summer and fall) including attendance at awards ceremony.
- Weekly fishing updates posted on our website as well as the fishing hotline.
- Worked with the International Freshwater Resource staff.
- Assisted in the pen-rearing project in Sodus Point.
- Attended Lake Ontario Stakeholders Meetings. DEC communicates their analyses of Lake Ontario issues.
- Coordinated Wayne County PA Outdoor Writer Familiarization Tour
- Coordinated DeRoo Youth hunting Event at Montezuma Audubon Center
- *NEWS OF THE GREAT OUTDOORS*: This newsletter was produced twice this year.