

2022 ANNUAL REPORT

TOUR CAYUGA in the FINGER LAKES



Tourism in Cayuga County....

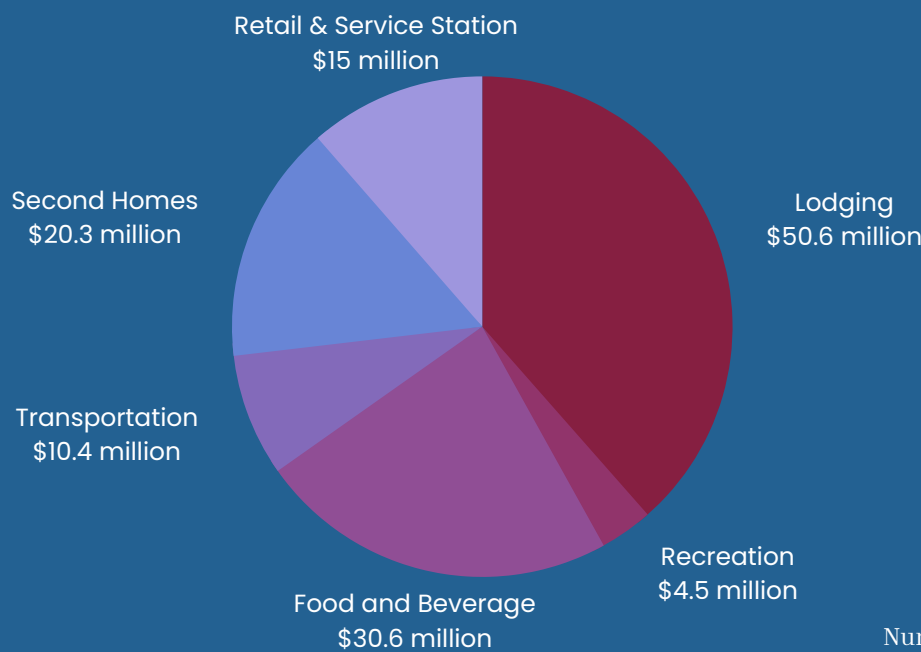
Is Responsible for the employment of 1502 people in the county
Provides \$528 in tax relief per county household
Generates \$16,280 million in state and local taxes

We continuously work to increase tourism and improve the visitor experience, which in turn stimulates economic growth and sustains recreational and cultural opportunities in the county. We're able to do all of this with the support and guidance of an amazing board of directors. 2022 was a memorable year for tourism in Cayuga County.

To authentically tell the story the tourism office has taken the following steps.

- 2022 was Harriet Tubman's Bicentennial year. As Harriet Tubman's Chosen Hometown, this positioning will continue in years to come and will strengthen our appeal as an ideal destination.
- The Inns of Aurora ranked as top hotel in New York State by Travel & Leisure! With their 5 unique inns offering personalized attention, world class food and an immersive spa experience, the Inns of Aurora has excelled at offering a boutique destination to enjoy year-round.
- Brave Brews Festival – The inaugural festival celebrating Women in Craft Beverage Festival, only bigger and better things planned for 2023!

Tourism's Economic Impact in Cayuga County



Visitors to Cayuga County spent over 130 Million dollars!

Numbers gathered from: Oxford Economic Studies

Strategic Direction

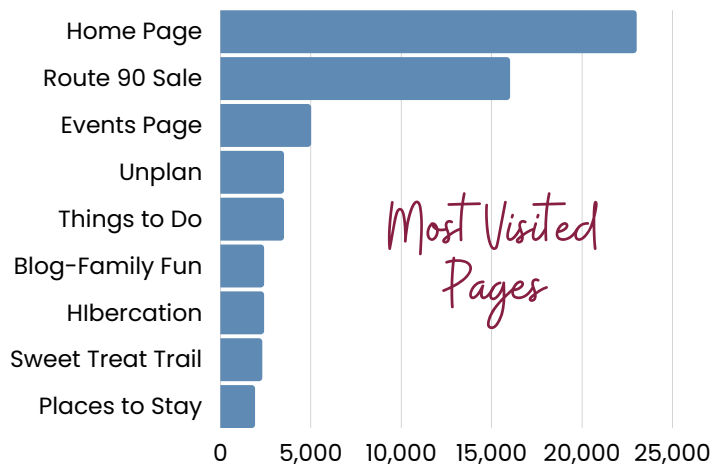
The 2021-2025 strategic plan identified strengths, weaknesses, opportunities, and threats to the tourism industry in Cayuga County. In the second year of the plan we continue to reinforce the strategic goals.

- Hosted Travel Unity Northeast Summit, bringing tourism professionals from Boston, Philadelphia, Portland and throughout New York State to learn about a variety of inclusive tourism programs.
- Supported Justin Harris in developing "The Conductor Tours: Harriet Tubman".
- Managed a grant program that supported seventeen county events to promote Harriet Tubman's Bicentennial. The events generated an attendance of over 3,400 people.
- Karen Kuhl, executive director of Tour Cayuga, served as chair of the Finger Lakes Regional Tourism Council.

Website Stats of TourCayuga.com

We worked with ReciteMe to make the site accessible to persons with disabilities. Most users found our site with, google search, directly or through Facebook. The majority are from the NY area followed by Ontario, Ca, Pennsylvania, Virginia, New Jersey, Nova Scotia, Ca and Florida.

The web site received 90,000 visits and received over 170,519 page views.



Most Visited Pages

Digital Marketing

- Monthly e-mail newsletters and Pro-Tips continue to have above average open rates. Our average open rate is 35% and the industry average is 21%.
- Paid Social Media campaigns for New Underground Railroad App.
- Increased Social Media Presence, in 2022 we reached 145,000 more accounts than in 2021.

Group Sales

Our partnership with Visit Ithaca and Steuben County continues. New this year was contract with Black Dog LLC. to revamp our groups and meeting collaterals. We have created a new groups guide, itinerary guide, and meeting guide. In addition, we are running digital ads and newly formatted e-newsletters.

Public Relations

Outreach in 2022 included the contract to promote Auburn and Cayuga County as Harriet Tubman's chosen hometown which we supplemented with participation in the Finger Lakes Regional Tourism Council and I Love NY public relations programs. Our public relations efforts generated placements online and in print publications, radio and television.

Significant Placements Included:

- 80 articles
- 61,182 Social Media Engagements
- 1.77 Billion Total Impressions
- 23.02 Million Average Impressions
- 7 Hosted Writers
- 57 Average Barcelona Rating (out of 100) for Key Placements

Promotional Programs

Our campaigns focused on highlighting the many tourism destinations of Cayuga County. We worked on developing marketing personas of the potential visitors, identifying their interests and aligning them with the tourism product.

Campaigns

- **Hispanic Fishing:** niche audience promoting fishing destinations.
- **Sweet Treat Trail:** highlights amazing local bakeries & restaurants.
- **Unplan your Getaway:** centered on last minute, spontaneous fall travel
- **Hibercation:** Encourages cozy, relaxing winter get-a-ways.
- **Pride of Place:** Told the story of why locals are proud to live in Harriet Tubman's Hometown
- **Harriet Tubman Bicentennial:** Worked with Whetstone Media to produce a four part podcast, telling the story of Harriet Tubman's 50 years in Cayuga County.



Videos

- New: Accessible access at Carpenter Falls
- Reimagined b-roll into many new, short videos used in digital campaigns



Publications

- Treasures along the Erie Canal
- Route 90 Garage Sale
- New-Underground Railroad
- New-Harriet Tubman Legacy
- Sweet Treat Trail -updated
- Fishing Guide
- Brave Women FLX
- Visitor's Guide
- South Street Walking Trail



Regional & Multi-County Promotional Programs

Collaborating with regional organizations is a smart way of stretching our marketing dollars. Visitors visit the Finger Lakes region, not a specific county. Partnerships ensure that our name and tourism offerings get in front of potential visitors.

- Finger Lakes Regional Tourism Council
- Lake Ontario Sport Fishing Promotional Council
- Cayuga Lake Scenic Byway
- Finger Lakes Tourism Alliance
- Canals of New York
- Haunted History Trail Of NYS
- Brave Women FLX
- Lake Ontario Wine Trail
- Underground Railroad Consortium of NYS
- Treasures of the Erie Canal
- Campground Owners of NY
- Travel Unity

Research

Trusted and up to date research are a cornerstone to the decisions made by the Tourism Office.

- We utilize The STR (Smith Travel Research) comparative counties monthly report to understand hotel occupancy in the region.
- Mobile phone data to survey our visitors and understand their engagement with selected points of interest.
- Short term rental data to see the impact of this growing market.
- Tourism economics and oxford economics reports give us a view of our role in statewide tourism.
- Niche tourism research is purchased based on individual campaign needs.

Advocacy

We recognize the need to build long-term public support of the tourism industry in Cayuga County through recognition of the impact it has on the local economy.

- We advocate for the tourism industry by engaging with both elected officials and the community.
- Advertising with The Citizen helps us reach Cayuga County residents.
- Partnerships with local agencies such as Auburn Doubledays, The REV Theatre Co. and the Cayuga Film Festival educate on the impact of the tourism industry.
- The tourism annual report is a key education tool which is distributed throughout the county and region.

Education

The Tourism Office assesses the training needs of the county's tourism organizations and businesses and provides workshops, programs and special tools to address those needs.

- The Pro-Tip Series provides infographics and quickly digestible sets of information relating to a variety of subjects to improve the positioning and marketing efforts of our partners.
- We support the Leadership Cayuga program by sponsoring individuals on an annual basis.
- Sponsored various group and international ready partners through a specialized program.
- Provided an opportunity for digital footprint improvement through Google My Business training.

Board of Directors

Chair: Erin Katzker
Vice Chair: Stephen Lynch
Treasurer: Doug DelloStritto
Secretary: Ken Warner

Board Members

Sara Douglass: Arise
Erin McElhinney: Inns of Aurora
Nancy Gable: Salt of the Earth
Kate Grindstaff: Seward House
Jennifer Haines: City Planning and ED
Amanda Hennessey: Hilton Garden Inn
Susan Lemon: Hardware Cafe and General Store
Cheryl Longyear: Montezuma Historical Society
Charles Mason: Memorial City Hall
Brian Muldrow: The Muldrow Group
Heidi Nightingale: Cayuga County Legislature
Rhoda Overstreet-Wilson: Westminster Manor
Andrea Seamans: Old Erie Canal Heritage Park
Sallee TenEyck: Summerhill Brewing
Ahna Wilson: National Park Service
Kirsten Gosch: Cayuga Museum

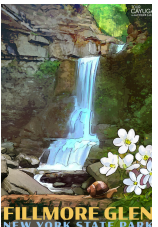
Mission Statement

The Cayuga County Convention & Visitors Bureau is Cayuga County's tourism promotion agency. We increase tourism and related revenues through promotion and research based targeted marketing and we improve the visitor experience by providing data and training to local hospitality industry providers. We continuously work to increase tourism and improve the visitor experience, which in turn stimulates economic growth and sustains relational and cultural opportunities in the county.

Vision Statement

The Cayuga County Convention & Visitors Bureau will be the primary catalyst for the ongoing development of a dynamic, collaborative and innovative tourism industry which

- Enhances economic development throughout the county.
- Improves quality of life for its residents.
- Provides an unparalleled Finger Lakes experience.



Tour Cayuga Staff



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Executive Director
Claire Dunlap
Director of Marketing & Sales
Dawn Lubaszewski
Marketing Assistant
Dolores Jorgensen
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