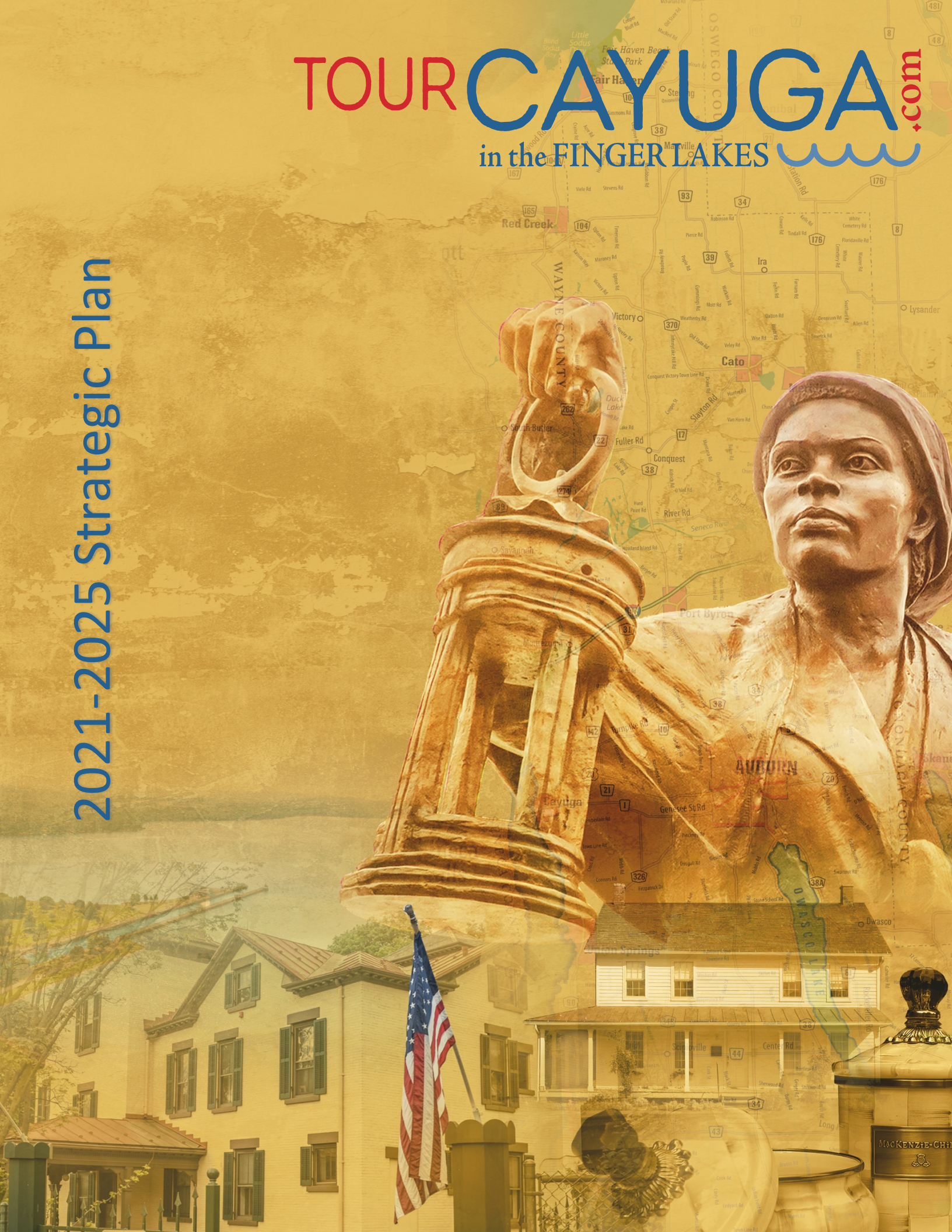


2021-2025 Strategic Plan

TOUR CAYUGA.com

in the FINGER LAKES



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Overview

Foreword

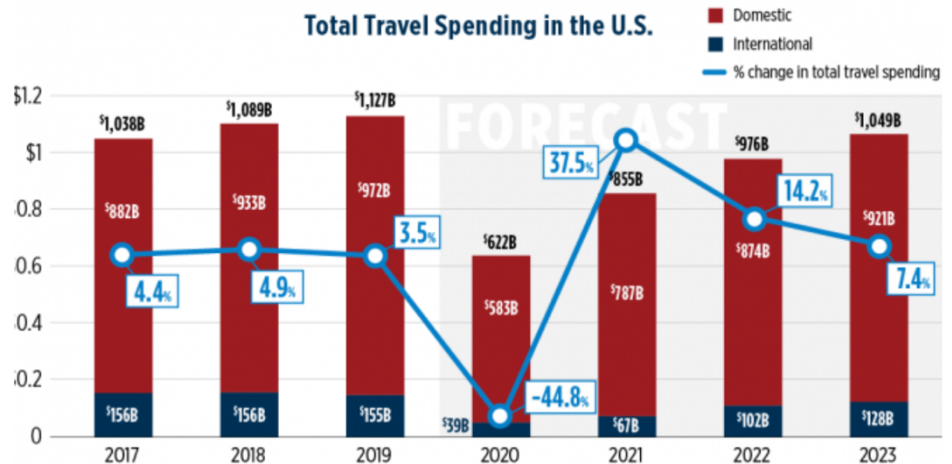
The Cayuga County Convention and Visitors Bureau (CCCVB), also known as the Cayuga County Office of Tourism, is Cayuga County's official Tourism Promotion Agency (TPA). The CCCVB contracts with Cayuga County to develop and promote the tourism industry of the county for the economic benefit of the county's residents.

The development of a new strategic plan is to reflect on past accomplishments, weigh present realities, and plan for the possibilities of the future of tourism in Cayuga County. As you will note, a lot of research, strategic thinking, time, and effort have been invested in generating this report to help Cayuga County continue its strong economic impact through tourism, improving the quality of life for our residents. Given the current instability of our world, developing a five-year strategic plan is troublesome. The CCCVB intends to maintain flexibility to revise and adapt as new data is gathered and reassess the plan.

The year 2020 was a year like no other and it has left the tourism industry in a difficult situation. This strategic plan encompasses the years of rebuilding and recovery from the health pandemic of 2020. The financial impact of the health crisis has been worse than

9/11 and the 2008 recession combined. Travel was ground to a halt and left the businesses that rely on visitor spending with no customers and their employees without jobs. In the Central New York region, from March 15 to May 15, there was an estimated \$335,000,000.00 lost in economic activity. The effects on tourism according to research by US Travel Association will be long lasting. Travel spending isn't expected to return even close to 2019 levels until 2023.

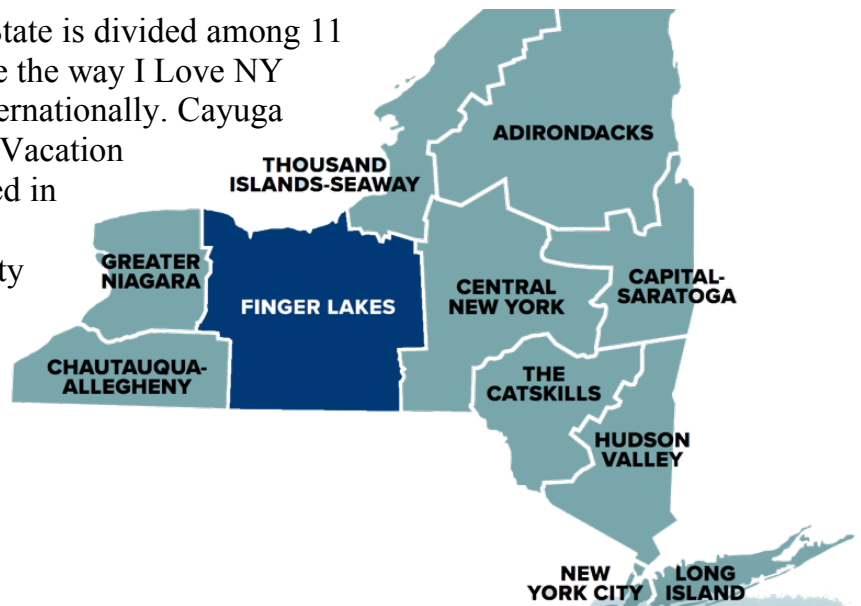
HIGHLIGHTS



Source: US Travel Association – Forecast: July 2020

Overview

For tourism purposes, New York State is divided among 11 vacation regions. These regions are the way I Love NY promotes the state national and internationally. Cayuga County is within the Finger Lakes Vacation Region Recovery strategies outlined in this plan focus on highlighting our strengths to position Cayuga County as a prime tourism destination within New York State's Finger Lakes Vacation Region.



Mission Statement:

The Cayuga County Convention & Visitors Bureau (CCCVB) 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 stimulate economic growth and sustain recreational and cultural opportunities in the county.

Vision Statement:

The CCCVB will be the primary catalyst for the ongoing development of a dynamic, collaborative, and innovative Cayuga County tourism industry which:

Enhances economic development throughout the county,

Improves quality of life for its residents and

Provides an unparalleled Finger Lakes visitor experience.

Overview

Funding

The CCCVB is predominantly funded by the occupancy tax collected by the Cayuga County Treasurer's Office. Cayuga County currently has a 5% occupancy tax. The CCCVB receives 95% of the occupancy tax collected, with the remaining 5% staying with the county for administration costs. AirBnB and Finger Lakes Premier Properties are two property rental organizations that collect the occupancy tax on behalf of the homeowners and pay directly to the county. The tourism Matching Funds program is an added funding stream offered by New York State.

Staff



Karen Kuhl – Executive Director

As Executive Director, Karen provides leadership to position Cayuga County as the destination of choice in the Finger Lakes and Central New York. In summary: develops, plans, enhances, oversees, coordinates, and promotes tourism and tourism related activities for the economic benefit of Cayuga County.



Claire Dunlap – Marketing Manager

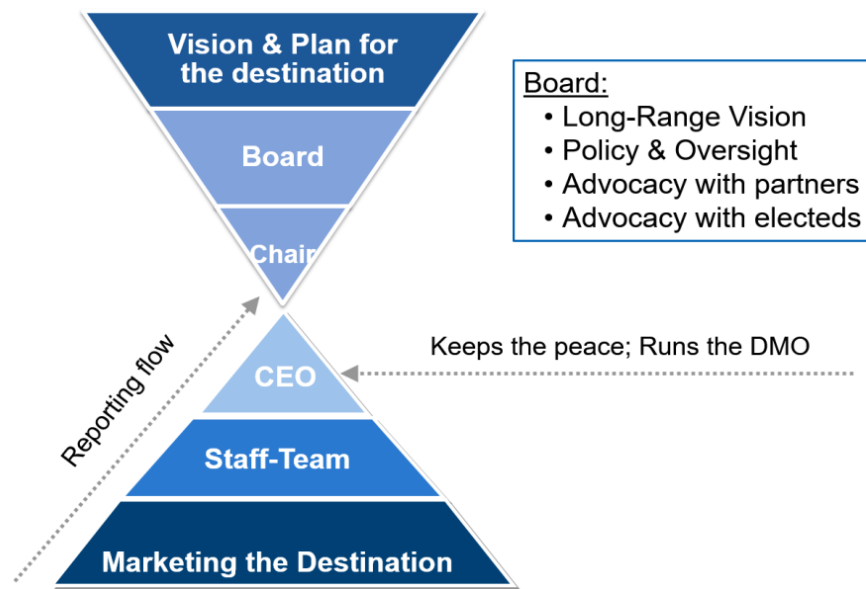
As marketing manager, Claire handles all digital communications with tourism partners as well as our visitors. Claire manages our social media channels and the TourCayuga.com website. She oversees all marketing campaigns in coordination with the Executive Director.



Gillian Sears – Administrative and Project Coordinator

As admin and project coordinator, Gillian is responsible for clerical and administrative support to the Board of Directors and Executive Director of the Cayuga County CVB. Gillian also coordinates and supports tourism projects.

Overview



Board of Directors

The Board of Directors is engaged in providing proper fiduciary oversight and guidance related to the staff direction in marketing Cayuga County as a preferred travel destination. The Board is comprised of a broad range of community and travel industry leaders who adhere to the organization's Bylaws in providing effective oversight and guidance to the CCCVB staff. The Board accomplishes its work through committees such as: Executive, Audit & Finance, Education, Advocacy & Outreach, Planning, etc. The Board could expand its Planning Committee efforts to include advocating with local development agencies for the research-identified, new visitor experiences, that would drive increased visitor spending.

Overview

The 2020 Board of Directors is made up of:

Name	Tourism Industry Represented	Organization Name	Position on the Board
Andrea Seamans	Attraction	Port Byron Old Erie Canal Heritage Park	Chair of the Board
Stephen Lynch	Cayuga County	County Planning Department	Vice Chair, Chair of Planning Committee
Linda Eldred	Attraction	Strawberry Fields Hydroponic Farm	Secretary, Chair of Conflict of Interest Committee
Susan Dove	Lodging	Retired Tourism Professional	Treasurer
Tracy Verrier	Cayuga County	Cayuga County Chamber of Commerce	Chair of Audit & Finance Committee
Heidi Nightengale	Cayuga County	Legislature	Director
Jennifer Haines	City of Auburn	City Planning Department	Director
Doug Dello Stritto	Cayuga County	County Parks	Chair of Human Resources/Board Development Committee
Stephanie DeVito	City of Auburn	Auburn Downtown Business Improvement District	Chair of Advocacy & Outreach Committee
Erin Katzker	Attraction	The REV Theatre	Director
Susan Lemon	Lodging/Restaurant	The Hardware Cafe and General Store; Turner's 1816 B&B	Director
Cheryl Longyear	Cayuga County	Montezuma Historical Society	Director
Jeffrey Ludwig	Attraction	Seward House Museum	Chair of the Education Committee
Charles Mason	City of Auburn	City of Auburn	Director
Sallee Ten Eyck	Brewery	Summerhill Brewing	Director
Kirsten Wise Gosch	Attraction	Cayuga Museum	Director
Amanda Hennessey	Lodging	Hilton Garden Inn	Director
Ken Warner	Winery	Colloca Estate Winery	Director

Strategic Direction

Strategic Goals

The strategic goals set the overall direction of the organization, help focus decision making, and should be referred to when considering new campaigns, partnerships or projects.

1

Economic Impact: Increase the economic impact through tourism by increasing overnight visitation and tourism spending in Cayuga County as well as increase visitation in our low season.

2

Brand Awareness: Utilize persona marketing to expand target outreach to younger and more diverse demographics by positioning key product within their preferred channels.

3

Regional Participation: Collaborate with Regional Partners to position Cayuga County as a pivotal tourism destination within the Finger Lakes Vacation Region of New York State.

4

Promote Diversity: Integrate diversity and equity within our operations, educational materials, partnership development, inter and outer office communications, and marketing.

5

Community Engagement: Develop a Tourism Ambassador Program to generate genuine content that appeals to multiple target markets.

6

Integrate Sustainability: Promote and encourage partners' sustainable practices. Consider sustainable impact when selecting vendors and campaigns. Integrate sustainable practices within CCCVB's operations.

Research Based Tourism Marketing Plan

In order to develop a strategic plan that takes into consideration the current COVID-19 situation and a future for tourism to grow again, we base our analysis on various research sources.

TSI Research

The Tourism Sentiment Index research developed by Destination Think! delves into the sentiment of the destination based on the online communications of the tourism product in the designated region. Cayuga County's Tourism Sentiment Index in 2019 resulted in an overall score of 45 with 47% of the conversation being a destination promoter, 2% of the conversation being a destination detractor, and 55% of the conversation being neutral – carrying no sentiment with it.



The report identified major conversation promoters, which helped frame and identify our SWOT – Strengths, Weaknesses, Opportunities and Threats analysis. With the upgrade in 2020 to TSI Live, we're able to see the impact our campaigns are having and track the sentiment more immediately, which is extremely valuable during the very difficult times that 2020 has brought us. This report will be continuously used to monitor our efforts and adapt to the changing times. The 2019 report highlighted our core conversation drivers as Nature Photography, Beaches & Shoreline, and Festivals & Events. Our potential for growth in 2019 were Tours, Wineries & Wine Tastings, and Fishing. The 2020 report confirmed many of these results; our conversation drivers are Motorsports, Fishing & Dining.

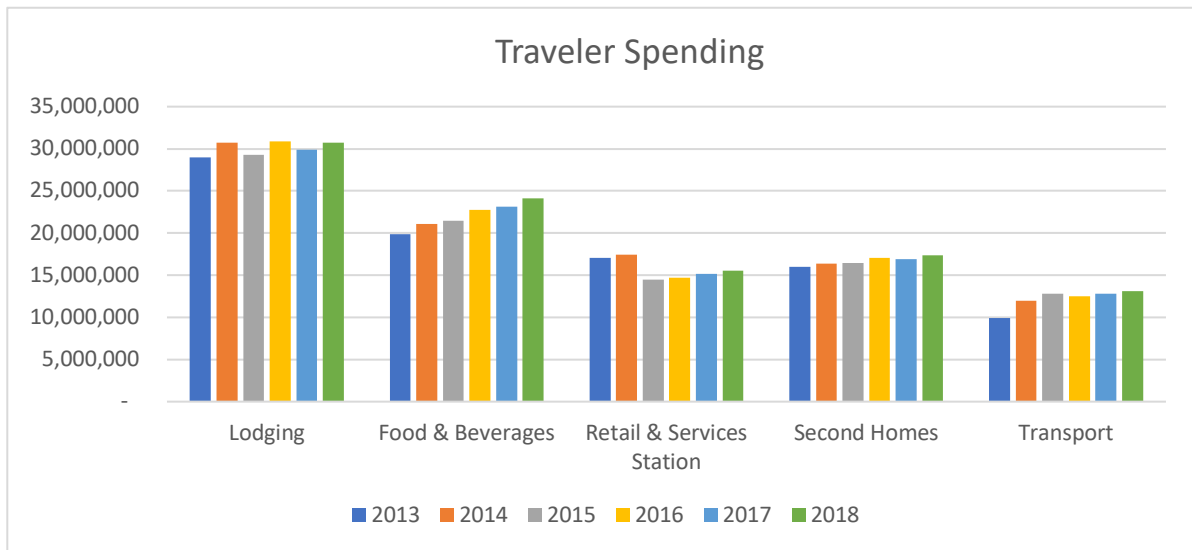
Travel Market Insight & Young Strategies

In June 2019 the Finger Lakes Tourism Alliance contracted with Travel Market Insights to do a consumer-based research study identifying the traditional Finger Lakes Visitor. The results of this survey were compared to the Young Strategies report contracted by the CCCVB in 2011. The results of the FLTA study confirm an almost unchanging tourism base. The results identify the Baby Boomer generation as the predominant current visitor to Cayuga County as well as the entire Finger Lakes Region. COVID-19 will have a significant impact on the comfort level of travel for the Baby Boomer market. This is a critical time to both stay on the radar of our historically strong demographic as well as highlight Cayuga County to a younger demographic. – See Personas in Appendix A

	Travel Market Insights - 2019	Young Strategies – 2011
Average length of stay in the region	3.4 days	2.3 days
Average expenditure per person per day	\$148	\$141
Average age	59	54
Education	89% have attended college	89% have attended college
Average household income	\$93,500	
Traveled without children	84%	72%
Driving own vehicle	90%	86%

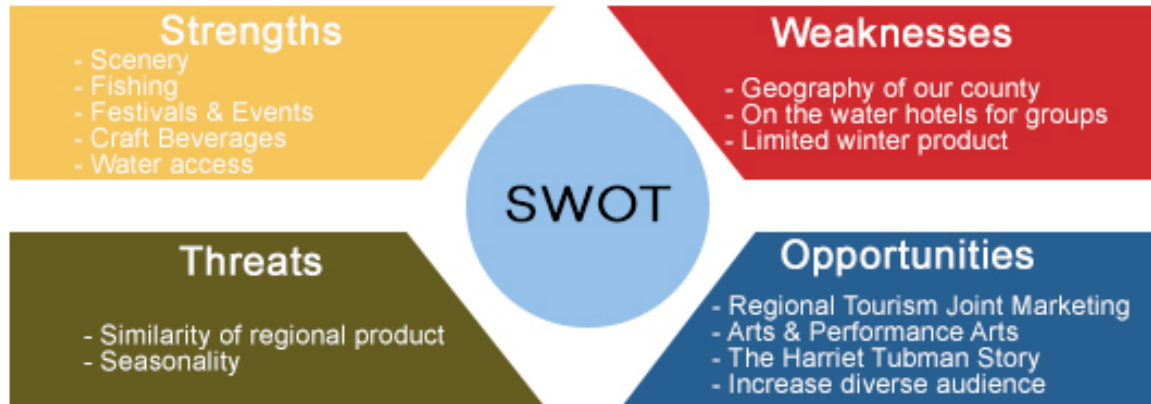
Oxford Economics

Oxford Tourism Economics' singular focus is to combine an understanding of the travel sector with proven economic tools to answer the most important questions facing the tourism industry. Every year, New York State contracts with Oxford Economics to generate a report documenting the economic impact tourism has had in our state. The trends of this report help us track the overall economic impact tourism has in Cayuga County and where the impact originates. Below is a chart documenting the last five years of direct traveler spending in Cayuga County.



SWOT Analysis

Our team has utilized the above-mentioned research to develop the SWOT analysis to identify Cayuga County's strengths, weaknesses, opportunities and threats of our tourism positioning.



Strengths - Internal

The strengths identified describe the main positive attributes of our destination. Strengths can be either tangible or intangible, and how they are marketed to the visitors is within our control.

Weakness - Internal

Weaknesses are aspects of a destination that take value away from our offer. Weaknesses put us in a competitive disadvantage. These are the areas to focus on and to enhance in order to compete with our competitors. Our competitors can either be within the Finger Lakes Vacation Region or anywhere else in the world.

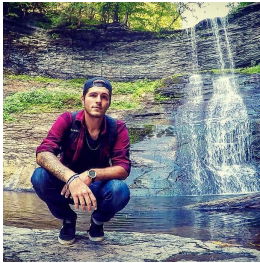
Opportunities - External

Opportunities are external factors that represent ways that Cayuga County Tourism can prosper. Opportunities are openings or chances for something positive to happen. Staying tuned to new opportunities requires a flexible plan founded on the strengths of our destination. Opportunities also incorporate missed opportunities of fully developing our strengths. Strengths that have been identified as having stronger demand than we're currently marketing have been added to opportunities.

Threats – External

Threats are external factors beyond our control that could place our strategy at risk. Although we have no control over these, keeping an eye on the industry, the trends and how our region is handling them will better position us to survive or thrive from external threats.

Strengths



Scenery

The beauty of the Finger Lakes region and Cayuga County is impressive. Scenic routes abound. This has been the cornerstone of our marketing efforts and will continue being a central point.



Fishing

Fishing tourism offers a unique opportunity for Cayuga County, surrounded by water and with many valuable fishing tributaries. There are many potential unique and compelling stories to be developed.



Festivals & Events

Festivals and Events have traditionally been a big strength for Cayuga County, but how events will be redefined by the pandemic is yet to be determined. Keeping an eye on the evolution of events will be key.



Wineries & Craft Beverages

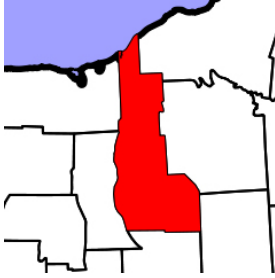
Wineries and craft beverages are a driving force of many visitors and the Finger Lakes region abounds with strong product. Carving a targeted message that identifies and highlights our strength is key.



Water activities & Water Access

As the county with the most freshwater frontage, we have a unique ability to market the Finger Lakes' many water related activities. The "On the Water" guide generated by the Finger Lakes Regional Tourism Council is a valuable collateral which has now evolved to a website. Positioning Cayuga County within this campaign is one of the ways to capitalize on our unique position.

Weaknesses



Geography of our county

The long and narrow geography of our county makes it difficult to ensure the tourism spending stays within the county. Visitors are likely to migrate east & west towards Onondaga and Seneca Counties. Educating our partners in cross promotion and understanding of our county tourism partners is an important aspect to overcome this weakness.



No on the water hotel adequate for groups

If we are to focus strongly on a groups market strategy, a recurring comment from the group travel is that if they're in the Finger Lakes, they might as well stay on the water. Although Cayuga County has several on the water hotels, their capacity is too small for groups.



Limited product open in the winter months

A significant goal is to increase occupancy and visitation during the winter months. With limited places open to the public in the winter, this increases the challenge.

Opportunities



Regional tourism joint marketing efforts

There is an opportunity in the fact that there is similarity among the product in the region, which both attracts visitors and entices them to migrate between counties. However, this is also a challenge in setting Cayuga County product apart. Continuing to develop content to highlight our partners is a delicate and imperative balance to showcasing Cayuga County. Collaboration and participation with regional organizations is essential.



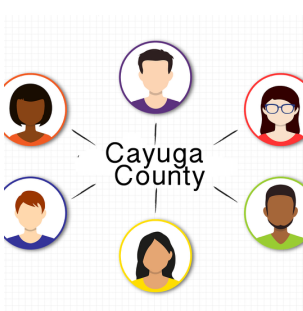
Arts & Performance Arts

All three major hubs in Cayuga County (Auburn, Aurora, and Fair Haven) have a unique product to highlight the arts and performance arts. This category scored high in sentiment, yet low in volume in the TSI study, identifying it as a unique growing opportunity.



The Harriet Tubman story

Harriet Tubman is a nationally and internationally recognized personality who stands as a symbol of strength and empowerment to many. The Millennial market has a strong moral compass and uses its purchasing power to support causes and indirectly the destinations that it feels strongly about.



Increasing market share in a more diverse audience

Working through the diversity, equity and inclusivity goal, marketing should be designed to ensure a wider audience feels welcomed and invited to Cayuga County. Advocacy and education with tourism partners need to be included in this effort to ensure the visitor is welcomed when arriving to Cayuga County. Through our ambassador program, showcase fresh voices, perspectives and experiences.

Threats



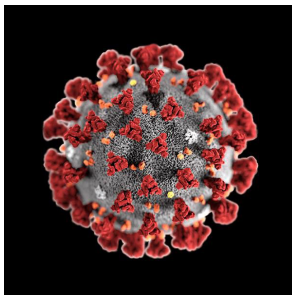
Regional Competition with similar product

Participating with regional product is essential to ensure that Cayuga County partners get recognition and to drive tourism spending. This requires that Cayuga County voices and interests be heard. Participation in regional organizations is critical.



Seasonality

The seasonality of our region is a natural and uncontrollable situation, but one which can be utilized to highlight the beauty of winter and the way it encourages closeness of family and friendships.



Unforeseen Circumstances

If 2020 has taught us anything, it's how we can't truly be prepared for everything. Yet, as with 2020, it is important to stay calm, assess the current threat, and refocus the plans to ensure we're complying with our core mission, which is to support the tourism partners of Cayuga County.

Marketing Strategy

Persona Marketing

Identifying the right message to the right persona and placing it in the channels where they are most likely to receive the message are basic structures of persona marketing. Personas help us dig deeper into our target audiences and help us learn how to reach them. A persona is a fictional representation of real potential visitor. Understanding our audience helps us better understand how to sell our destination. Using this unique framing of our potential visitors helps us define what needs and desires our destination fulfills. The channels used depend on the individual persona. Marketing Personas used by the CCCVB within the time frame of this plan are included in Appendix B.

Tourism Ambassador Program

The tourism ambassadors are Cayuga County representatives who emulate the marketing personas set up by the CCCVB. Ambassadors help us reach out to intended audiences with an authentic and relatable voice.

Group Tour Program

Group tours and events are the hardest hit tourism markets by the COVID-19 pandemic. If the recovery of leisure tourism will take until 2023, it is likely that group travel recovery won't return until 2025. As group travel begins a comeback it will start to change into smaller and more private experiences. It is important to be in contact with group tour and meeting planners to position Cayuga County.

Marketing Tactics

Traditional Marketing Methods

Traditional marketing methods are an important part of the equation and should be used strategically to reach the right audience.

- Cayuga County Travel Guide
- Print advertisement
- Press and FAM Trips
- Joint Marketing Efforts
- Leisure and Group Travel Shows
- Collateral
- Marketing Assets

Digital Marketing Methods

- Website
- Social Media
- Video Production
- Story Telling (Content Marketing)
- Search Engine Optimization
- Influencer Marketing
- Email Marketing
- Virtual Site Visits

Marketing Strategies

Traditional Marketing Methods

Print Advertising

Print advertisement placed in select periodicals as guided by personas. As much as digital advertising is becoming important, there is still a need for print placements.

Travel Guide

A strategically placed travel guide within the destination is one of the best ways to encourage and drive tourism spending within the destination. A well-developed travel guide is also important to inform potential visitors who value a physical collateral.

Collateral

Print collateral is still a critical piece of engagement with the visitor, particularly once they are in the region. Several of our pieces will need updating on an annual basis or routinely during the timeframe of this strategic plan. Group travel collateral needs updating for efficient outreach

Marketing Strategies

Travel Shows

Sending collateral with participating organization is a good way to distribute travel guides to a listening audience. CCCVB has established partnerships with: NY Welcomes You, LOSPC, NYSTIA and BCI. Group travel related shows should be revalued as the industry recovers.

Joint Marketing Efforts

Joint Marketing is a very important way to bring various strengths together and get a better return on investment and reach a wider audience. Ensuring a healthy competitive offer is an important part of joint marketing efforts. Working with regional is important for group travel marketing.

Marketing Assets

Familiarization trips are an effective and personal way to gain media placements. Continue working with FLRTC, I Love NY, and joint regional programs to gain Press & FAM trips. Virtual FAM trips and Site Visits should be developed, especially for group travel.

Press and FAM trips

Marketing assets are all the resources available to raise awareness of our destination. Continued efforts to increase quality assets needs to continue. Including: photography, ideography, Vlog ambassadors and User Generated Content.

Marketing Strategies

Digital Marketing Methods

Website

The website is our most important marketing tool available. Ensuring it gets proper SEO is a constant effort. A revamp of the website will need to be considered within the time frame of this strategic plan. Assisting partners with their websites is an important goal for the CCCVB going towards destination optimization.

Social Media

Social media is quickly becoming the most influential, effective and affordable marketing tool. The flexibility of altering campaigns turned out to be crucial and highly beneficial during the 2020 pandemic. Keeping up with trends and new channels is important. Continued digital messaging for all campaigns will have a strong digital marketing component.

Story Telling

Story telling is a form of developing content that speaks in the voice of the target audience. CCCVB should continue genuine and authentic story telling efforts with ambassadors, micro influencers and joint marketing efforts.

Conclusion

The Cayuga County Convention and Visitors Bureau's mission provides the direction of the organization, this strategic plan delivers guidelines to focus the annual marketing and work plans of the board of directors' committees. It supports the strategic goals to be kept in the foreground when developing marketing campaigns, educational workshops and regional partnerships. This strategic plan was developed during the turbulent times of the 2020 COVID-19 pandemic and allows for flexibility and pivoting that is required to respond to uncertain times.

Keeping in mind Cayuga County's residents, business owners and visitors is the forefront of planning. Economic benefits and creating an environmentally and socially welcoming destination are the results of Cayuga County's research-based decision making and strategic planning.

Appendix A

Tracking and Accountability

Tracking the progress and direction of the organization is a critical aspect of managing the strategic plan. This appendix provides the key metrics that will be utilized to track the strategic goals.



Economic Impact: Increase the economic impact through tourism by increasing overnight visitation and tourism spending in Cayuga County as well as increase visitation in our low season.

To track the economic impact of the efforts and campaigns engaged in, the primary sources will be the Oxford Tourism Economics report generated annually by New York State and the STR lodging report.

Strategic Goal	Key Metric	Frequency	Source
Economic	Traveler Spending	Annual	Oxford Economics
Economic	Resident Tax Relief	Annual	Oxford Economics
Economic	Occupancy/RevPar/ADR	Annual	STR Report
Economic	Occupancy/RevPar/ADR	Monthly	STR Report



Brand Awareness: Utilize persona marketing to expand target outreach to younger and more diverse demographics by positioning key product within their preferred channels.

Increasing brand awareness involves getting a greater audience to be aware of Cayuga County as a tourism destination and the individual product within the destination. Providing narrow messaging directed specifically to the audience that is interested in a niche product increases our return on investment for specific campaigns. Metrics used to track brand awareness include social media reports, the Tourism Sentiment Index Report, our Client Relationship Management (CRM) database and Google Analytics for our website statistics.

Strategic Goal	Key Metric	Frequency	Source
Brand	Marketing Plan	Annual	CCCVB
Brand	Tourism Sentiment	Annual	TSI Report
Brand	Google Analytics	Quarterly	Google
Brand	Leads from Website/Phone/Regional programs	Monthly	CRM
Brand	Fulfillments	Monthly	CRM
Brand	Social Media Performance	Monthly	Social Media Channels

Appendix A

3

Regional Participation: Collaborate with Regional Partners to position Cayuga County as a pivotal tourism destination within the Finger Lakes Vacation Region of New York State.

People do not travel within county lines; collaborating with regional partnerships increases the brand awareness of Cayuga County's tourism product. Participating with and supporting regional tourism and economic development organizations is not only a critical part of proper positioning but also opens up opportunities of participating in regional marketing efforts we wouldn't be aware of otherwise aware of. An annual report of the regional partnership and participation will be developed.

Strategic Goal	Key Metric	Frequency	Source
Regional	Regional Partnerships	Annual	CCCVB

4

Promote Diversity: Integrate diversity and equity within our operations, educational materials, partnership development, inter and outer office communications, and marketing.

CCCVBs efforts to promote diversity will be focused within the marketing and promotional outreach of our own office as well as communications to our partners and educational workshops. Ehe office will quarterly report on key communications that have been sent out with diversity, equity and inclusivity messaging.

Strategic Goal	Key Metric	Frequency	Source
DEI	Key Communications	Quarterly	CCCVB

Appendix A

5

Community Engagement: Develop a Tourism Ambassador Program to generate genuine content that appeals to multiple target markets.

Tourism has an impact on residents and their quality of life in the county. Having resident participation helps locals understand the impact tourism has on the residents. Tourism Ambassadors also provide a much-needed genuine perspective to the destination. Recognizing our tourism ambassadors will be an action item during National Tourism Days in May. To track the engagement with our tourism ambassadors the office will provide a quarterly report of blogs posted, content generated or other activity. An annual summary of all tourism ambassadors will be valuable for ambassador recognition.

Strategic Goal	Key Metric	Frequency	Source
Community	Tourism Ambassadors	Annual	CCCVB
Community	Tourism Ambassadors engagement	Quarterly	CCCVB

6

Integrate Sustainability: Promote and encourage partners' sustainable practices. Consider sustainable impact when selecting vendors and campaigns. Integrate sustainable practices within CCCVB's operations.

Sustainability is a very important subject in tourism development. Tracking and encouraging tourism sustainable efforts within Cayuga County is a first step to encouraging wider acceptance and action by others. Developing key communication to bring higher awareness to these efforts will be incorporated into the office's regular communication. A quarterly report of these key communications will be the key metric to track the impact.

Strategic Goal	Key Metric	Frequency	Source
Sustainable	Key Communications	Quarterly	CCCVB

Appendix B

Marketing Personas

The following are the marketing personas developed to guide the marketing plans and to define which marketing direction is best based on the content and market to be attracted. The personas will be consulted when deciding where marketing campaigns, collateral, and publications will be marketed.

For each persona, we address the following:

- Research and Information Gathering- answers the questions of 'where does this person get their travel inspiration from? What do they look for and value when considering their travel destination?'
- Cayuga County Product – aligns their needs/desires for their travel destination to the product Cayuga County has to offer. This guides the marketing decision of what to promote to reaching out to this persona.
- Marketing Tactics – addresses which marketing tactic this persona is most responsive to and therefore how to allocate the best return on investment.



Monica – 45 years old

Monica doesn't have any kids and limited time. She like to work, volunteer and go to church. Monica takes pride in her black history and likes to travel with a purpose. She uses Facebook, the NY Times & Trip Advisor for research to plan her girlfriend getaways where they stay in unique lodging.

Research	Cayuga County Product	Marketing Tactics
<ul style="list-style-type: none"> • Trip Advisor • Facebook Groups • NY Times • I NY • Word of Mouth 	<ul style="list-style-type: none"> • Unique Boutique Shopping • Historical Product • Civil Rights • UGRR • Wine Trails • Cultural events • Harriet Tubman Weekends • Where Brave Women Winter 	<ul style="list-style-type: none"> • Connect with group operators • Leverage partnership with I Love NY • Boost Facebook • Historical, human rights & events • Use Ambassadors to get reviews and feedback on travel sites • Blogs • Sponsored blog posts • Work with influencers • PR



Shawn – 26 years old

Shawn has graduated college and is living at home to help cut down on expenses to pay her student loans. Shawn spends a lot of time on Instagram and follows many influencers who are posting about the latest eco-friendly and wallet friendly getaways. Is comfortable traveling solo to reattune with oneself as well as with friends to support causes/movements important to them. Prefers to stay at Air B’n’Bs and drink at locally owned breweries to get to know the locals and stay close to the adventurous and Instagram-able outdoors.

Research	Cayuga County Product	Marketing Tactics
<ul style="list-style-type: none"> • Best of .../Top 10 • Eco & Wallet Friendly • LGBTQ • Mobile searches, on the go • Word of Mouth • Social Media • Instagram • Facebook • Influencers 	<ul style="list-style-type: none"> • Social Movements • Experiences • Hiking Trails • APT – shows & music • Breweries • Air BnB Rentals • Authenticity • Where Brave Women • Winter • Auburn Arts Trail 	<ul style="list-style-type: none"> • Utilize UGC –on website and social media outlets • Crowdriff • Heavy visual focus • Pinterest, Instagram • Media trips • Sponsored blog posting • Use ambassadors to leverage unique experiences • Host influencers



Devin- 33 years old

Devin is in his mid 30s with no children and has family in New York. He works for his vacation time, traveling 5-6 times a year. Looks for excitement, luxury and upscale accommodations, in addition to LGBTQ friendly communities when he travels. Devin has FOMO and utilizes Instagram and influencers to research his destinations.

Research	Cayuga County Product	Marketing Tactics
<ul style="list-style-type: none"> • Instagram • I NY • Trip Advisor • Event Schedules 	<ul style="list-style-type: none"> • Luxury Lodging • Wineries • Fair Haven – Art district • Unique Shopping Experiences • Theater • Willard Memorial Chapel • Hibernation Packages 	<ul style="list-style-type: none"> • Leverage partnership with I Love NY • Promoting event & music listings • Media trips • Host influencers • PR • Sponsored blog posting • Use ambassadors to leverage unique experiences



Michael James – 32 years old

Michael James lives outside Philadelphia and commutes into the city to work. Active is his middle name, kayaking, biking etc. His wife gets travel ideas through Pinterest. They take adventurous outdoors excursions.

Research	Cayuga County Product	Marketing Tactics
<ul style="list-style-type: none"> Print Magazines <ul style="list-style-type: none"> Linked In, Wired, Sierra Mag Nat Geo Watches Travel Channel NY Times (print & online) Social Media (through wife) <ul style="list-style-type: none"> Pinterest Instagram Stories Twitter 	<ul style="list-style-type: none"> Home Rentals NYS Parks & Trails Unique Trails <ul style="list-style-type: none"> Sweet Treat, Wine, Bike & Hiking Lake & Water activities Wineries & Breweries Winter outdoor activities Hibernation Packages 	<ul style="list-style-type: none"> PR Focus Leverage I Love NY Target outdoor publications and sites Use ambassadors for local experiences Mix of UCG & curated content <ul style="list-style-type: none"> Crowdriff



Marianne – 63 years old

Marianne loves being semi-retired and able to travel for 4-5 days at a time multiple times a year. When she travels with her girlfriends, they use chain hotels, but when with her husband they choose luxury boutique lodging. Planning her trips at least 2 months in advance helps make those checks off her bucket list. Ideas for which she gets from journals like National Geo, NY Times and Trip Advisor. *Our biggest market share & contributor.

Research	Cayuga County Product	Marketing Tactics
<ul style="list-style-type: none"> Print journals <ul style="list-style-type: none"> NY Times, Architectural Digest, Food Mags, Nat Geo Social Media <ul style="list-style-type: none"> Facebook, Twitter Calls Tourism centers <ul style="list-style-type: none"> To get collaterals & tour guide Word of Mouth 	<ul style="list-style-type: none"> Health & Wellness Array of accommodation types Culinary Experiences The Rev Theatre Unique Shopping Women's Rights Elevated Farm to Table Wineries Scenic Drives 	<ul style="list-style-type: none"> Online Curated content Blog posts from CCV guest writers a tourism Ambassadors Tourism Ambassadors with knowledge & history Print journals with curated content Facebook



Phyllis – 74 years old

Phyllis is a retired widow. She enjoys going to church and her gardening club. Phyllis is drawn toward bus tours and group tours which she finds through travel shows, AAA and AARP because she is on a budget with her pension & social security. Cultural tours, shopping and buffets are right up her ally during the day, and she comes back to a chain hotel.

Research	Cayuga County Product	Marketing Tactics
<ul style="list-style-type: none"> • AARP/AAA • Social Clubs <ul style="list-style-type: none"> ◦ Senior, Garden, Card, Church • Group Travel Shows <ul style="list-style-type: none"> ◦ Regionally close to her • Easy & Economical travel • Word of mouth 	<ul style="list-style-type: none"> • Historical Product • Unique Shopping • ADA compliant dining & accommodations • Theater • AgriCulinary • 	<ul style="list-style-type: none"> • Capitalize on trade show opportunities • Utilize the ambassador for history questions, content • Print Ads in Group Trade Periodicals • Print Ads in local papers of target regions • Utilize memberships • ABA, I Love NY • Connect with tour operators <ul style="list-style-type: none"> ◦ Stress ADA compliance, chain hotels, guided tours



George – 67 years old

George is retired now and all about more family time, and fishing, lots of fishing. The whole family likes to be outdoors and subscribe to Field & Stream, outdoor publications and pay attention to Trip advisor when planning their camping trips. George tends to listen to recommendations from friends and looks for camping and home or RV rentals.

Research	Cayuga County Product	Marketing Tactics
<ul style="list-style-type: none"> • Reads print magazines <ul style="list-style-type: none"> ◦ Angler, Field & Stream, NY Outdoors • Wife researches <ul style="list-style-type: none"> ◦ Mostly print from internet. Good Housekeeping, Google, Pinterest • Word of Mouth • Themed trade shows <ul style="list-style-type: none"> ◦ Camping/RV, Fishing, Sportsman 	<ul style="list-style-type: none"> • Family Friendly communities & events • Home Rentals • Fishing & Outdoor Rec. • Marinas & Charters • Sporting Retail • Fingerlakes Mall, Bass Pro • Sporting events <ul style="list-style-type: none"> ◦ Weedsport Speedway • State and Local Parks <ul style="list-style-type: none"> ◦ Fillmore Glen, Emerson Park 	<ul style="list-style-type: none"> • Partnerships/Membership <ul style="list-style-type: none"> ◦ I Love NY, NYS Parks • Theme focused trade shows • Print Ads with curated content • Utilize ambassador's knowledge of fishing areas • LOSPC trade shows • Cross Promote <ul style="list-style-type: none"> ◦ Shopping & Fishing ◦ Wine & Sports

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