

Annual

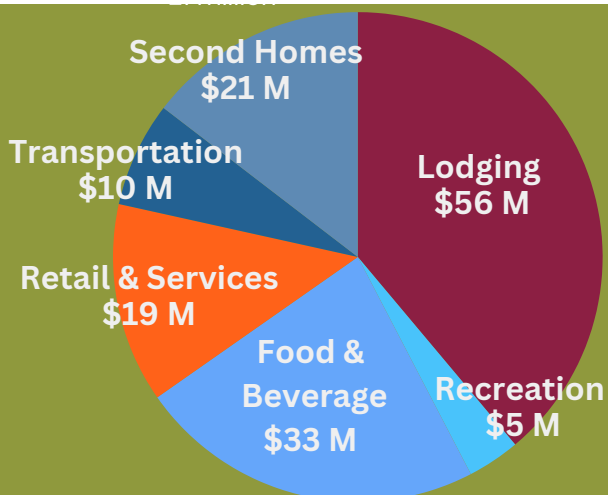
TOUR
CAYUGA
in the FINGER LAKES

Report 2023

Tourism's Economic Impact

Travel is an integral part of the Cayuga County economy. Visitors generate significant economic benefits to households, businesses, and government alike.

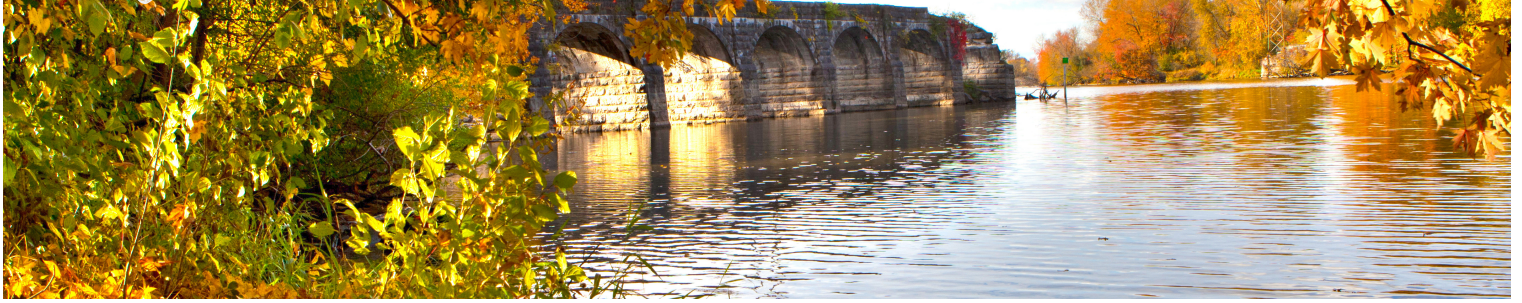
Tourism provided
\$588 in tax relief
per household.



Tourism is
responsible for the
employment of
1480
people in the
county.

In 2022, travelers
spent **\$144** million
in our county and
generated **\$17,469**
million in state and
local taxes.

Strategic Direction



2023 marks the fourth year of the current five-year strategic plan. This annual report provides the progress accomplished throughout the year on the six pillars identified in the strategic plan: economic impact, brand awareness, regional participation, promote diversity, community engagement, and integrate sustainability through the work performed under our marketing, public relations, education, advocacy and research initiatives.

Group Sales

2023 saw a large resurgence of the group tour market. Reports from tour operators tell us that full coaches are finally coming back and being booked for 2024 and beyond. We continue our digital marketing and e-communications with Black Dog LLC.



Campaigns

Sweet Treat Trail (May-Nov.): Celebrated 10 years of highlighting local bakeries, markets, ice cream stands and restaurants.

Unplan Your Getaway (Oct.-Nov.): Spontaneous Fall Travel encouraged.

Hibercation (Jan.-Mar.): Encourages a relaxing, cozy winter retreat.

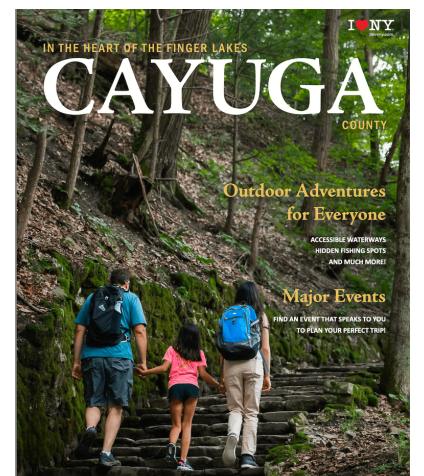
Pride of Place: Local residents share why they are Proud to Live in Harriet Tubman's Chosen Hometown.

Make it Count: A culturally conscious marketing campaign reaching over 7.3 million impressions.



Publications

New in 2023 was the publication of our first travel magazine featuring our State Parks and outdoor venues. Our publications are strategically distributed in the Finger Lakes region and along the Rt 90 and 81 corridors. Ensuring we have digital versions of the publications available for download from our website is part of our sustainability promise.



Public Relations

Proud to have Ash Murray as the new Public Relations Manager to guide and oversee our PR efforts. The continued contracts with Break the Ice Media and the Culturlist Group secured significant placements in Travel & Leisure, Forbes and The Washington Post among many others.

Significant Placements

15 Media Familiarization Tours

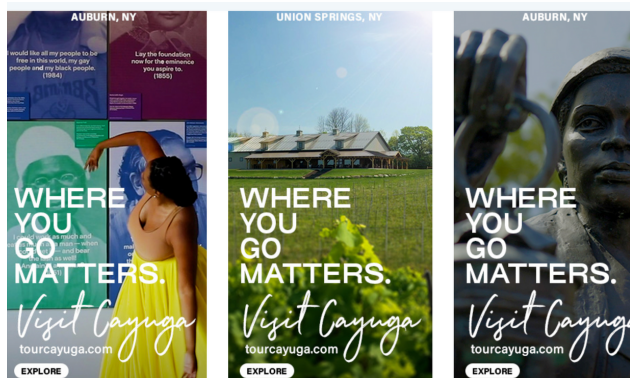
96 articles posted to outlets that receive over 1 million unique visitors each month

9.85 Million Average Impressions (UVM)

571 Million Total Impressions (UVM)

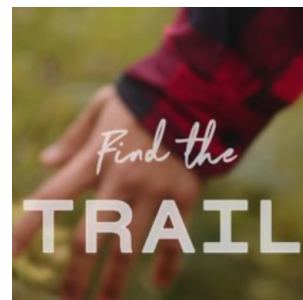
Digital Marketing

- Monthly E-mail Newsletters and Pro-Tips continue to produce above the national average open rates.
- Paid Social Media Campaigns
- In 2023, Facebook received engagement from 2.1 million people and Instagram reached 32.6 thousand people.



Videos

- Summer/Wineries
- Outdoor Winter Fun
- Where you Go Matters
- Pride of Place
- Fall/Trials
- Fall/Apple Picking
- Bow Fishing with Frontenac Flowers



Regional Partnerships

2023 was a very busy year with regional partnerships and included a significant role in the FLX Outdoor Experience as well as the Harriet Tubman Underground Railroad Byway which will cross all of New York State.

- Cayuga Lake Scenic Byway
- Erie Canalway National Heritage Trail
- Brave Women FLX
- Lake Ontario Wine Trail
- Finger Lakes Regional Tourism Council
- Travel Unity
- Underground Railroad Consortium of New York State
- Finger Lakes Tourism Alliance
- Lake Ontario Sportfishing Promotional Council



Research

Utilized Zartico platform to track tourism spending and visiting patterns. As members of multiple organizations, the tourism staff is constantly learning of new tourism trends and needs.

Advocacy

Hosted tourism conversations in Weedsport, developed Annual Report for distribution to elected officials and sponsored 18 events throughout the county with over 4,200 attendants.

Education

Two front line familiarization (FAM) tours were hosted in 2023. The Summer FAM headed to the Erie Canal Corridor from Montezuma to Weedsport. The Fall FAM headed towards Cayuga Lake from Cayuga to Aurora.

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:

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



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.

2023 Board of Directors

Chair

Erin Katzker: The Rev Theatre

Vice Chair

Stephen Lynch: Cayuga County Planning

Treasurer

Doug Dello Stritto: Cayuga County Parks & Trails

Secretary

Erin McElhinney: Inns of Aurora

Sara Douglass: ARISE

Nancy Gable: Salt of the Earth

Kate Grindstaff: Seward House Museum

Kirsten Gosh: Cayuga Museum

Chuck Mason: Auburn City Clerk

Brian Muldrow: Cayuga County Legislature

Jennifer Haines: City Planning & Economic Development

Amanda Hennessey: Hilton Garden Inn

Kirsten Lunkenheimer-Slocum: Lukenheimer Brewery

Andrea Seamans: Old Erie Canal Heritage Park

Melody Smith-Johnson: Melody's

Sallee Ten Eyck: Summerhill Brewing

Ahna Wilson: National Park Service

Tour Cayuga Staff

Karen Kuhl
Executive Director

Claire Dunlap
Director of Marketing & Sales

Ash Murray
Public Relations Manager

Dawn Lubaszewski
Marketing Assistant

Lynne Sweet
Office Manager

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