

Don't Keep Your Events a Secret

Promote them on Tour Cayuga's Event Calendar



Tour Cayuga uses a platform that automatically searches the web for public events posted on websites, Facebook Events, Google, and Eventbrite. These events are gathered into a collection that is reviewed by our staff and, once approved, published on the Tour Cayuga Events Calendar.

Your event listing does more than just appear on our website. The information and images from your listing help fuel our marketing efforts, including social media posts, blogs, newsletters, and other promotional opportunities designed to inspire visitors to explore Cayuga County. The more complete and accurate your event information is online, the more opportunities we have to showcase it and help connect you with potential visitors.

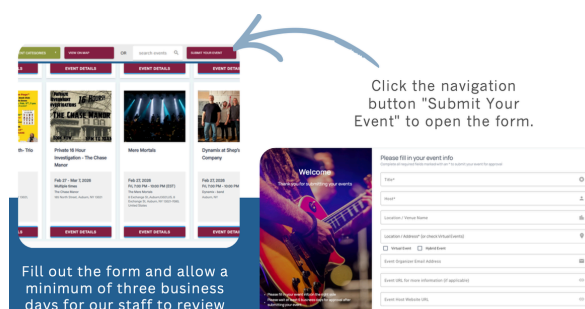
Four Ways to Promote Your Events on Tour Cayuga



Create a Facebook Event

Create a dedicated page for each event. Include all the details—date, time, location, ticket information, and a promotional image.

Search engines love complete event listings.



Submit Directly

You can also submit your event directly through the Tour Cayuga website. Be sure to allow at least three business days for review and approval and double-check that your listing appears on the calendar.



Use Eventbrite

Eventbrite is free to use and gives your event access to millions of people searching for things to do. Public events are automatically indexed by major search engines, helping you reach a wider audience.



Contact Us

E-mail or call Tour Cayuga with your event information and we will enter the information for you.

dawn@tourcayuga.com
or 315-255-1658

Remember, accurate, up-to-date event information improves discoverability and turns online visibility into real attendance and business growth.

[Click here to view a pdf of the full report](#)