The official tourism promotion agency of Ontario County
Branding a Destination
Why Tourism Matters

County
- Ontario County represents 7% of the region’s tourism sales with $213,468,000 in traveler spending.
- Tourism in Ontario County supported 4,728 jobs in 2017.
- Tourism in Ontario County generated $26,709,958 in taxes.
- Average length of stay for overnight visitors is 3.1 nights. Two, 3 night stays are typical.
- New York State (40%) and Pennsylvania (25%) followed by Ohio (10%) are the most frequent point-of-origin.
Why Tourism Matters

**Region**
- 2017 Travelers spent $3 billion in the Finger Lakes across a diverse range of sectors.

**State**
- 2017 Tourism Direct spending of $67.6 billion generated nearly $109 billion in total business sales including indirect and induced impacts for New York State.
Our Mission

To drive increased visitation and economic vitality by marketing and developing the assets of Ontario County as a premier leisure and meetings destination.
Where is Ontario County?
Ontario County, NY Overview

- Central in New York State’s Finger Lakes Region
- Known for its beauty, hospitality, concentration of food and craft beverage assets, outdoor adventure, cultural assets and wellness amenities
Ontario County

• Primary Gateways to the Region:
  • Geneva
  • Victor
  • Canandaigua
  • Naples
Our Partners

Local

Regional

State

Ontario County

Finger Lakes

iloveny.com
How it works

• **Where do you get your funding?**
  • Lodging tax of 3% provides about 75% of our funding.
  • New York State Matching Grant.
  • 10% from cooperative fee based projects that we involve our industry with.

• **Are you a part of Ontario County government?**
  • Ontario County wanted to establish an organization to focus on the promotion of tourism as an economic development tool.
  • It was determined that the organization be established "outside" of the county government. Established as a 501 c3 local development corporation with a private board of directors. This BofD is approved and appointed by the Ontario County Board of Supervisors.

• **Are we a membership organization?**
  • Decision to not compete for members with other member organizations.
  • Non-restrictive promotions.
  • “Drumming up membership” would dilute efforts to “drum up” tourism.
Good ROI

We’re a sure thing...

• One of the few agencies whose funding is based on our own success.
• The more rooms we fill, the more our budget rises, the more we get to promote and move that needle upward.
• We have proven ourselves to be a better ROI than putting money in the bank at less than 2% interest.
Finger Lakes
Visitors Connection

The official tourism promotion agency for Ontario County
Responsible for marketing Ontario County to a broad range of travel segments

Primary Focus
• Drive leisure visitation in all twelve months of the year
  • Individual travel parties – couples, multi-generational groups, families & other small groups

Visitation measured in terms of hotel/motel occupancy
• 35 hotel/motel properties (1,868 rooms open year-round)
• 27 Bed and Breakfast locations representing 119 rooms
Ontario County – A Destination for ...
Brand Positioning

We invite you to experience the Finger Lakes like a local – to have authentic experiences that fuel your interests and passions – experiences that you’ll rave about and that will leave you wanting to come back.

So whether you are a foodie, a wellness seeker, an outdoor adventurist or cultural aficionado Ontario County, NY is waiting for you to Jump In!
Core Elements of Brand Positioning

• Unique community experiences found among the lakes
  • Scenic, relaxation spots
• Farm/wine-to-table
  • Culinary distinctiveness
• Native American Heritage
• Outdoor sports/recreation
  • Lakes
  • Biking, Skiing, Hiking
• Arts and entertainment
  • Connecting fun days into fun evenings
Our Focus
• Marketing Ontario County
• Group Tour and Travel
• Public Relations
• Relationship Management (CRM)
• Visitor Experience

We Must Be
• Creative/Innovative
• Technologically Savvy
• Research-based
VisitFingerLakes.com

Be it a meal with fine food and wine, a day on the water, a night at the theater, or a relaxing massage, your Finger Lakes experience awaits you. It all happens in a background of pristine lakes, forested hills, open farmland, and quaint small towns.

#FLXperience
Strategic Direction and Goals

• Promote Ontario County, NY as the premiere destination for Finger Lakes Region exploration where people who come here feel energized by their unique and authentic experiences and leave as raving fans with a desire to return again, and again and again.

  • Continuously create a high curiosity factor about our region
  • Elevate our desirability factor by leveraging the unique, authentic experiences and beauty of our natural surroundings
  • Drive new and repeat visitation annually
Our Objectives

• Drive increased visitor engagement and spending once travelers arrive

• Generate travel tour and trade leads (small meetings & events, small business for conferences) for hotel & event facilities

• Grow FLVC CRM database and implement on-going communications specifically targeted to audience preferences
  • Data collection & friend gathering
  • Online surveys to measure satisfaction & engagement
Target Audiences

Primary Target Audience (Leisure Travel)
Maintain interest and engagement from:
- Boomers (55+)
  - Adults without children
  - 55-72 – drive weekday visitation marketing efforts
- Upscale (spenders) GenXers (35-54)
  - Tend to come on weekends
  - With children (families)
  - Winter sports enthusiasts
- Millennials (born 1980 to 2000)
  - Appeal to this younger demo to maximize their spending
- Multi-generational travelers
Target Audiences

*What are they coming here for?*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General relaxation/getaway</td>
<td>36.1%</td>
</tr>
<tr>
<td>Visit wineries/breweries</td>
<td>27.4%</td>
</tr>
<tr>
<td>Other</td>
<td>6.1%</td>
</tr>
<tr>
<td>Special package offer/travel deal</td>
<td>5.9%</td>
</tr>
<tr>
<td>Visiting friends and relatives</td>
<td>5.6%</td>
</tr>
<tr>
<td>Outdoor recreation</td>
<td>3.3%</td>
</tr>
<tr>
<td>Overnight as part of longer trip (Canadians heading to Boston or NYC)</td>
<td>3.0%</td>
</tr>
<tr>
<td>Wedding</td>
<td>2.7%</td>
</tr>
<tr>
<td>Snow Skiing/snow boarding</td>
<td>2.7%</td>
</tr>
<tr>
<td>Festival/Event/Concert</td>
<td>2.7%</td>
</tr>
<tr>
<td>Historic Site/Museums</td>
<td>1.5%</td>
</tr>
<tr>
<td>Shopping</td>
<td>1.4%</td>
</tr>
<tr>
<td>Dining</td>
<td>0.8%</td>
</tr>
<tr>
<td>Attend a sporting event</td>
<td>0.4%</td>
</tr>
<tr>
<td>Reunion</td>
<td>0.1%</td>
</tr>
<tr>
<td>Participate in a sporting event</td>
<td>0.1%</td>
</tr>
<tr>
<td>Attend a class/educational program</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Source: Young Strategies, Inc. 2014/15 Travel Market Research and Strategic Direction for Finger Lakes Visitors Connection
Data Drives Everything!

Where did this data come from?

- Connection 2020: A Strategic Plan for the Travel Industry
- Young Strategies Inc. specializes in research and strategic planning for the travel industry with a focus on destinations.
- Market Research: July to November 2015
- Plan Adopted: March 2016

Who do we market to?

- Highway corridor drive markets (all within a 6-hour drive or less)
- Interstate 90 West – Rochester to Buffalo/Niagara Falls
- Southern Ontario Province, Canada – Metro Toronto and south
- Central & West Pennsylvania – Harrisburg to Pittsburgh
- Interstate 90 East – Syracuse, Utica; Albany
- International – partner with I Love NY
We Use this Data
to:

- Guide planning and vision.
- Determine marketing plan.
- Work with other DMOs in the region and state to build awareness beyond drive market.
Finger Lakes Visitors Connection Branding
Persona Marketing

Outdoor Adventurist
Experience

Wellness Seekers
Experience

Foodies
Experience

Cultural Aficionados
Experience
Specific FLVC Branding

• Tagline: an easily recognizable and memorable phrase which often accompanies a band name in marketing communications programs.
Brand Guidelines

Visit Finger Lakes
Ontario County, NY

Jump In!

PANTONE
143
527
549
218

PANTONE
7648
315
367
7790

PRIMARY
SECONDARY

ARCHIVO NARROW
FJALLAONE REGULAR
HOMEMADEAPPLE
LATO

February, 2018
Visitor Decision Making Cycle

- Awareness
- Consideration
- Intent to Travel
- Book a Trip
- On Trip
- Repeat
- Recommend
Visitor Decision Making Cycle

Mktg Funnel now a Continuum

- Consumer Action: Dream, Research/Plan, Book, Experience, Share
- Consumer Role: Consumer, Visitor, Ambassador
- Help Them Feel: Inspired, Motivated, Confident, Amazing, Rewarded
- DMO Role: Inspire, Activate with Partners, Amplify
Visitor Decision Making Cycle
Amplifying Content

CONTENT

- Visitfingerlakes.com
- Email
- Social Media
- Pubs
- PR & Media Buys
Power of VisitFingerLakes.com as an owned space

WEBSITE
- Engaging content
- Optimized for search
- Designed for target audiences
- Clear paths to conversion
- Supports advertising
- Measurable

Social Media
Public Relations
Publications
Advertising
Email & Newsletters

Goals/KPIs
Why Content Marketing?

• Since 2015, the two main drivers of website traffic to visitfingerlakes.com have been organic and social media driven, content marketing is the perfect combination of both

• There is only one “free” space left in advertising – organic search
  
  • Since May 2015 62% of FLVC web traffic originated from organic search
  
  • 78% of CMOs believe custom content is the future of marketing
  
  • Year-over-year growth in unique site traffic is 7.8 times higher for content marketing leaders compared to followers (19.7% versus 2.5%)

• FLVC has the assets and professional talent to tell great stories that fans will want to share
Content Marketing Strategy

GOAL/DIRECTION
What are the tangible goals that we want our content marketing strategy to achieve?

PURPOSE
What do we want to achieve?
What’s your content marketing mission statement?

AUDIENCE
Who are we talking to and where can we find them?
What’s their digital lifestyle?
What interests them? Inspires them?
What do they need?
What do they want?

CONTENT STRATEGY
What types of content will resonate with our target audience?
How can we make it consistent, meaningful and impactful?
How do we distribute content?

PROCESS
What’s the best workflow to achieve our content marketing goals?

ASSESSMENT
How will we measure success?
How do we leverage analytics to be beneficial?
“We don’t just collect data, we need to use it.”

VOICE
How do we talk to our target audience?

ROI

> ROI <
Purpose
“Help visitors experience the #FLX like a local by sharing authentic, engaging content through the eyes of an insider.”

Audience
• Three targets:
  • Boomers 55+, weekday visitors, empty nest
  • Upscale Gen Xers: 35-54, weekenders, have children
  • Millennials, 18-35, maximize spending and activities
  • Multigenerational
How will we measure success of Content Marketing?

• It’s not about immediate sales, it’s about cultivating a relationship that ends in loyalty and visitation.

• Measurements include:
  • Database growth (1,000 new friends per year)
  • Generate 10% web traffic every month
  • Engagement rate of 3.7% every month
  • Get 125,000 impressions per month
Owned Assets

• Websites
• Video Content
• In-house Blogs
• SEO
• Email
• Content
• Visitor Guide
Social Platforms & Referrals

- Facebook
- YouTube
- Pinterest
- Instagram
- Twitter
- Email
- Blogs
Voice

• According to Nielsen, 92% of consumers around the world say they trust recommendations from friends and family above all other forms of advertising – this means that consumers don’t want a sales pitch or stale content.

• Consumers want relationships, and they must be built on the foundation of trust and sincere connections. They expect every interaction to be meaningful, unique and engaging.

• Our voice?

Knowledgeable  Friendly  Confident  Energetic
Approach: Content Marketing

• Paid social media will be utilized to promote and increase awareness of content posted by bloggers

• Respond to comments that appear on FLVC’s social media channels on the blogger content in real time, encouraging social media users a “next-step”
  • Download Visitors Guide
  • Submit form to join enewsletter distribution list
  • Book a trip
Content Marketing

- Blog Outreach
- Social Media Influencers
- Photo Essays
- Listicles
- Email Newsletter
Content Marketing

• Social Media Influencers
Public Relations Plan

Develop Annual PR plan driven by Content Marketing Strategy

• Quinn Public Relationship Partnership
• Local PR
• Travel Writer Fam Tours
• Build relationships with key influencers
• Content developed to appeal to audience needs & desires
Paid Partnership Program

- Brand Journalism Videos
- Social Media Help
- Learn to Write a Press Release
- Promoted Posts
- Featured on VisitFingerLakes.com
Measurement Plan
How do we measure success of our marketing efforts?

Occupancy rates across 30+ hotel/motel properties

- Social Media Measures
- Website Reporting
- Inquiries and Friend Building
- Earned Media
What’s Next
Wellness Trail Map
The Outdoor Adventurist

She travels with her hiking boots at all times and an excitement to experience what’s just around the next curve on the trail.

Harriet Hollister Spencer State Recreation Area
Springwater, NY

Visitor Guide
Street Team Mobile Visitor Center
Gateway Displays

- Eastview Mall
- Airports
  - ROC
  - SYR
  - Canandaigua
- Gateway Locations
FeLiX the Mascot
Uncover Something Local

New Tagline
THANK YOU

VisitFingerLakes.com

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