



2023 Tourism Marketing Plan

Kelly Rapone, Tourism Marketing Director

Genesee County Chamber of Commerce & Visitor Center * 8276 Park Road Batavia, NY 14020 * (585) 344-4152 * www.VisitGeneseeNY.com

Genesee County, NY Tourism Marketing Plan 2023

Introduction

Situational Analysis:

2022 is a mixed bag of developments. The good news is that we are anticipating record bed tax earnings, likely to exceed pre-pandemic levels. This is solely being driven by increased rates that are offsetting improving, but still low occupancy rates. 2022 rates are 19% higher than 2019, with occupancy being down as much as 47% in peak months as compared to 2019. YTD revenue through July is up 41% over last year, same period.

The tourism industry continues to recover from the Covid-19 pandemic but is not yet back to pre-pandemic levels on many fronts. Locally, our tourism industry is heavily dependent on the millions of Canadians who visit for recreation each season. Due to continued border crossing (vaccination, testing, ArriveCAN) requirements for Canadians, we estimate that our Canadian visitor base is less than 50% of what we would normally see. We are hopeful that on September 30, 2022 when the Canadian government next changes travel requirements that we will see the restrictions removed so that Canadians can easily return to Canada from a visit to the US, which will increase our visitation. Sports tourism returned in 2022 but declined hotel product saw a large majority of room nights be placed out of county by housing bureaus, as well as a reluctance of some hotels to participate in room blocks given their resistance to required commissions and room rebates associated with these tournaments. High gas prices that began in spring and continued through summer negatively impacted our ability to draw visitors from outer markets (feeder states). We shifted our marketing early to more easily attract those within a 3-hour drive. High inflation was also a negative factor for leisure travel with consumers having less discretionary income for travel and other “extras”. The motorcoach group travel industry is also slow to return as many companies have had to rebuild, particularly with international tours. Chinese bus tours were a major factor in our normal summer through fall visitor base, with multiple daily buses heading from NYC to Niagara Falls. Our hotels and Chinese restaurants had strong business from these groups. We are working with regional partners and I Love New York to rebuild the domestic and international group tour business.

The TPA 2023 funding request is \$470,000. As always, these monies are totally dependent on bed tax revenue generated through hotel occupancy, and are not funded by local taxpayer dollars. We anticipate a flat funding level from the I Love New York grant but have submitted a grant application to ESD for the **Tourism Partner Sub-Awards Grant Program**, which is a competitive grant made available through the federal American Rescue Plan. It is intended to assist DMOs as we all work to support the state’s post-pandemic recovery for tourism. The Chamber will also continue to raise nearly \$100,000 from our own initiatives to further support the Genesee County Tourism program in 2023. As was the case in 2022, we will keep a flexible approach to marketing our destination as the year unfolds. The goal of our program will be to increase economic impact to Genesee County through visitor expenditures. The following pages detail our strategies and actions. Program adjustments will be ongoing.

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2023 Developments and Highlights:

Stand-out Events:

- Wings Over Batavia Airshow Returns – Sept. 15-17, 2023
- Great American Solar Eclipse – October 14, 2023, a partial eclipse preview to the 2024 Total Eclipse
- Total Solar Eclipse – April 8th, 2024

The Chamber is pleased to be an active planning and marketing partner with local and regional task forces as we work toward attracting visitors to Genesee County to experience the return of the airshow, as well as the Total Eclipse that will occur in April 2024. Specific tactics will be developed as the details unfold on these events.

Cultural/Heritage Program Development:

- LeRoy Area Barn Quilt Trail
- Genesee County Murals
- Jam In Genesee

The Barn Quilts of Le Roy began as a 2012 bicentennial project for Le Roy and quickly became a popular heritage tourism asset for Genesee County. Now a decade later, the trail has grown, quilts have come down, others have gone up. This fall the Genesee County Chamber of Commerce and Le Roy Town/Village Historian Lynne Belluscio, have begun to inventory the quilt trail as we work together to present an expanded Quilt Barn program in 2023.

Genesee County has a wide assortment of murals across the county that we would like to present as we share the cultural offerings of our towns and villages with visitors. We plan to collaborate with GO ART! to develop a strategic development and marketing plan for the murals as they work to increase public art throughout our communities.

Jam in Genesee was developed in the summer of 2022 to highlight the robust live music scene in Genesee County. JamInGenesee.com is a one stop resource for finding live music that is happening nearly nightly in restaurants, taverns, parks, and concert venues across the county. The Chamber has rounded up and promoted over 200 live music opportunities so far this year. We will expand on this promotion of the arts in 2023.

Lodging Developments: Holiday Inn and Cottonwood

We are excited about the news of the Quality Inn/Palm Island Water park being sold to owners who have plans to invest millions of dollars to renovate our largest hotel. With the redevelopment of the site to include two hotels (a full-service Holiday Inn and an extended stay Cottonwood), we look forward to greatly

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improving visitor experiences and reputation, increasing revenues through increased occupancy and rates. We can also anticipate that our shoulder/off season lodging sales will increase as we maximize waterpark packaging during this time.

Top Geographic Targets:

- Western/Central New York
- Eastern Ohio
- Western/Central Pennsylvania
- New England (Mass/Conn)
- Mid-Atlantic
- Toronto/Southern Ontario

Other International: UK, Germany, China

Top Destination Driving Assets:

- Six Flags Darien Lake -theme park, concerts, lodging opportunities
- Exit 48 hotel base, eight area campgrounds
- Batavia Downs Gaming, racing, concerts and lodging
- Terry Hills Golf Course
- Batavia Sports Park
- Palm Island Indoor Waterpark
- Meetings/convention spaces
- Several destination restaurants/special events

Top Market Segments: (Within a 6-hour drive)

- Theme park/water park enthusiasts (Median-income families with children)
- Special interest Groups (SMERF – Social, Military, Educational, Religious, Fraternal)
- Sports teams/Tournaments
- Golfers
- Individual leisure travelers

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- Transient Travelers/NYS Thruway, major state routes
- In-county visitors

Additional Market Segments

- Outdoor enthusiasts
- History, Heritage, Arts & Cultural travelers
- Foodies/Culinary/ Craft Beverage Enthusiasts
- Paranormal Enthusiasts
- Visiting Families and Friends
- Regional Visitors
- Domestic/International Motor Coach Operators
- International FIT (China, UK, German travelers)

Visitor Information Center

Visitor Center Objective: The objective the visitor center is to provide travelers with information on our county-wide tourism-related businesses. Grow our ability to increase visitation to our tourism and retail establishments, thereby increasing economic impact by having direct interaction with hotel guests, transient travelers, and those exiting the NYS Thruway in Batavia.

- Operate year-round, with vestibule open 24/7.
- Provide the visitor with a point of welcome into our community.
- Provide the visitor with Genesee County (and the greater region) area travel brochures, visitor coupons, I love NY state travel guides and wayfinding materials.
- Provide the visitor with personal guest services such as dining and lodging recommendations, assistance with reservations, as well as personal and automotive needs while traveling away from home.
- Provide the visitor with one stop shopping for attraction/event admission tickets, as well as daily information on community events such as farmer's markets, free in-park concerts, picnic and park locations, and other community events.
- Provide area retailers and attractions the opportunity to display their business brochures and discounts.
- Track vital statistics

Segment: Individual Travelers

Rationale: A broad based approach to positioning Genesee County as an affordable, fun, and diverse destination that is easily accessible by car, or by air with major nearby airports. Proximity to nearby regional attractions is a prominent message.

Top Messaging for 2023:

- Destination Dining, Concerts & Live Music Scene, Quaint Downtowns & Villages, Boutique Lodging, Specialty Shopping, golf getaways, theme park thrills

Key Programs:

- Targeted multi-media advertising to support the County's diverse tourism products.
- Co-op advertising programs with destination driving tourism partners
- Rove Data Insights
- Develop and support existing overnight accommodations packages, tied to area attractions. (Getawaypackages.net)
- Maintain and continually enhance the VisitGeneseeNY.com web site
- Develop and effectively distribute the Genesee County Visitor Guide and additional special interest brochures
- Participate in consumer travel shows in feeder markets, brochure distribution and advertising in outer markets
- Regional and cross regional tourism collaborations, advertising, sales missions, brochure, web
- Greater Niagara /Fresh Air Adventures/Finger Lakes Region collaborations.
- Social media Marketing
- Content creation for all digital & printed platforms
- Photography/Video Image library development
- Maintain up to date and accurate information on other industry sites
- Maintain inquiry database, remarket to previous inquiries.
- Full brochure distribution program: key information centers, AAAs/CAA's, NYS Thruway info centers, State-wide tourist points, brochure distribution company.
- AAA/CAA sales calls for destination training
- Attend state-wide media events and story pitches to media outlets
- Promote county-wide events, maintain online events at www.GeneseeCalendar.com

Segment: Golf Enthusiasts

Rationale: Genesee County has multiple high quality golf courses that can accommodate both couples and large groups. The affordability of our golf in relation to courses in Southern Ontario and larger cities make us a destination for golfers. Our hotel base and number of dining establishments create the perfect environment for getaway packages. Lastly, booking the packages in-house at the Chamber provides customers one-stop shopping with a high level of customer service that builds a relationship that lasts for years. Key messages include: affordability, proximity, & convenience.

Top Messaging for 2023:

- Championship Course, affordable packages at 4 courses, choice of participating hotels
- Shoulder season savings

Key Programs:

- Establish rates for packages, be the booking agent for overnight golf getaway packages.
- Arrange all tee times, lodging reservations, financials for all transactions -payout to courses/hotels, post stay surveys.
- Strategic digital advertising and paid search campaigns
- Content creation for all digital & printed platforms
- Attend Golf Shows to promote packages
- Golf Brochure distribution
- Create welcome packets for golf customers and provide to hotels
- Brochure mailing to past & potential customers
- E-blasts to past & potential customers
- Maintain up to date and accurate information on other industry sites
- Exposure through the Genesee County Visitor Guide and its distribution program
- Marketing and promotion through the VisitGeneseeNY.com web site
- Promotion and advertising through Social Media
- Content creation for all digital & printed platforms
- Photography/Video Image library development
- Golf Commercial in select markets
- Remarket to past guests.

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Segment: Median-income families with children, who may be accompanied by grandparents

Segment: Theme Park/Waterpark enthusiasts

Rationale: Genesee County is an affordable, and easy to get to family- oriented destination rich with family-friendly tourism product. Additionally, with its central Western New York location, it is an easy day-trip to key regional, family- oriented attractions.

Top Messaging for 2023:

- Six Flags Darien Lake lodging packages /Palm Island Indoor Waterpark getaway packages, Farm visits/animal adventures, parks & recreation.

Key Programs:

- Targeted multi-media advertising to support the County's diverse tourism products.
- Rove Data Insights
- Develop and support existing overnight family-friendly accommodations packages, tied to area attractions. (Getawaypackages.net)
- Co-op advertising programs with interested tourism partners
- Maintain and continually enhance the VisitGeneseeNY.com web site
- Content creation for all digital & printed platforms
- Develop and effectively distribute the Genesee County Visitor Guide
- Participate in Consumer Travel shows in feeder markets
- Greater Niagara /Fresh Air Adventures/Finger Lakes Region collaborations.
- Social media marketing programs.
- Photography/Video Image library development
- Full brochure distribution program: key information centers, AAAs/CAA's, NYS Thruway info centers, State-wide tourist points, brochure distribution company.
- AAA/CAA sales calls for destination training
- Collaborative state-wide advertising buys
- Attend state-wide media events and story pitches to media outlets
- Collaborative Marketing programs with Darien Lake, Palm Island and other in-county tourism partners.
- Promote county-wide events, maintain online events at www.GeneseeCalendar.com
- Discounts/Deals coupon program for all Genesee County Visitors

Segment: Outdoor Enthusiasts

Rationale: Genesee County is home to NYS's largest wildlife refuge, the State's oldest County Forest, and the unique Bergen Swamp. Recreational opportunities exist for canoeing, kayaking, x-country skiing, sledding, snow-shoeing, birding, fishing and hunting. The Ellicott Trail offers multi-recreational opportunities. The Tonawanda Creek is a common fishing spot; The Oatka Creek is popular for fly-fishing along the Oatka Trail. Additional fishing is available at Dewitt Park, The Iroquois National Wildlife Refuge and the Oak Orchard State Wildlife Management Area. The Batavia Wastewater Treatment Plant is an unusual, but popular locale for birding, as is the Bergen Swamp and Iroquois National Wildlife Refuge. Genesee County is fortunate to have 8 area campgrounds that cater to outdoor enthusiasts. Proximity to Niagara Falls and Letchworth State Park are key messages, particularly to the UK/German International traveler. Genesee County's Agri-tourism opportunities include dairy farm tours, alpaca farm tours, an arboretum and many farm-market type businesses. We have a healthy collection of Alpaca Farms, several who provide tours of their farms and Alpaca Fiber products for sale.

Top Messaging for 2023:

- INWR, County Park, Ellicott Trail, Bergen Swamp/special events and activities

Key Programs:

- Advertising to support the outdoor/recreational tourism products and opportunities.
- Rove Data Insights
- Exposure through the Genesee County Visitor Guide and its distribution program.
- Marketing and promotion through the VisitGeneseeNY.com web site
- Update and print brochures for outdoor opportunities (Ellicott Trail Brochure, County Park brochure)
- Promotion through Social Media (nature events, opportunities)
- Content creation for all digital & printed platforms
- Marketing of special events online at GeneseeCalendar.com (direct link to VisitGeneseeNY.com event section)
- Maintain up to date and accurate information on I Love NY and regional websites
- Regional and cross regional tourism collaborations
- Social media programs
- Photography/Video Image library development
- Attend state-wide media events and story pitches to media outlets
- Discounts/Deals coupon program for all Genesee County Visitors
- International: Market to UK/German Travel Trade

Segment: History, Heritage, Arts & Cultural travelers

Rationale: Genesee County has significant historical offerings, heritage product and a wealth of Arts & Cultural programming. Genealogical research is a common reason why people visit Genesee County. The Holland Land Office Museum, The County’s History Department, Historic LeRoy House, JELL-O Gallery, The Tonawanda Indian Reservation, and Stafford Museum offer historical exhibits as do smaller municipal historical societies. Civil War, Pioneer, Native American, early farming, and even JELL-O are popular historical themes for Genesee County. The Honorary International Peace Garden (Trail) and the LeRoy Barn Quilt Trail are heritage tourism products for Genesee County. Historical related events such as Cemetery Tours, Gas & Steam Engine Association, Antique Truck and Tractor show all have history and heritage appeal to visitors. Rolling Hills Asylum and its historical and paranormal offerings is another popular historic/cultural tourism asset. We often align our history/heritage with nearby regional attractions such as Lockport Locks and Erie Canal Cruises, The Medina Railroad, and points east, in an effort to extend visitor stays. Arts and cultural offerings are offered year-round in Genesee County. GO ART! Cultural Center and Genesee Center for the Arts (Roz Steiner Gallery/Stuart Steiner Theatre) are primary entities offering cultural programs. Main Street 56 Theatre, Genesee Symphony and Genesee Chorale, Batavia Players all offer cultural opportunities to visitors. Country Cottage, Art of Mandy and others provide “hands on” programs and artisan workshops. Murals across the county continue to expand. We are working to photograph and provide storytelling for these sightseeing opportunities.

Top Messaging for 2023:

- JamInGenesee.com -Live music scene: Batavia Downs Concert Series, Jam at the Ridge, Darien Lake, Jackson Square, restaurants, taverns, parks and more offering live music nearly nightly. Barn Quilts of Le Roy, County-wide events calendar, Ag related Events (Antique Truck Show/WNY Gas & Steam Engine Fall Rally, Batavia Ramble – Music & Arts Fest

Key Programs:

- Targeted multi-media advertising to support the County’s diverse tourism products.
- Rove Data Insights
- Exposure through the Genesee County Visitor Guide and its distribution program.
- Marketing and promotion through the VisitGeneseeNY.com web site
- Maintain up to date and accurate information on other industry sites
- Promotion through Social Media & paid search campaigns
- Content creation for all digital & printed platforms
- Photography/Video Image library development
- Exposure through GeneseeCalendar.com
- Co-op advertising programs with interested tourism partners (JELL-O/LeRoy area billboard on NYS Thruway)
- Barn Quilt Trail Brochure, Haunted History Trail

Segment: Foodie/Culinary/Craft Beverage Enthusiasts

Rationale: Genesee County’s agricultural base provides many opportunities for “foodies” to enjoy our culinary experiences. Culinary tourism is a growing niche market, and one that is an easy fit for Genesee County’s culinary tourism product. Green/Agritourism locations are plentiful in Genesee County. Our culinary treats, such as local sponge candy, to Kutter’s/Yancey’s Fancy Cheese products, to The Pok-A-Dot’s famous Beef on ‘Weck’ and it’s interesting poetry/purple bench twist are all reasons for visitors to come to Genesee County. Alex’s Place is known regionally, and is a People Choice best pick for their BBQ Ribs. The Red Osier Landmark Restaurant is equally famous for its prime rib. From classic diners like Sport of Kings, to the charming D&R Depot, to the scenic overlook at the Log Cabin Restaurant in Indian Falls – each of these unique restaurants draw from out of the area. Our downtowns have greatly expanded opportunities for outdoor dining as a result of the pandemic. With the NYS Thruway offering 3 exits into Genesee County, and major state highways intersecting the area, Genesee County is an ideal place for visitors to stop for a meal while passing through, or for regional visitors to daytrip here to enjoy our specialties. Craft Beverage offerings continue to expand. Eli Fish, Circle B Winery in Elba and Autumn Moon Winery in Bergen. Midgard Winery/Potoczak Bee Farm in Corfu is working to make their return in 2023 after their location was destroyed by fire in 2019. Midgard Winery makes Mead from their family’s bee farm.

Top Messaging for 2023:

- Take the Short Drive to Genesee County to explore great dining, craft beverage.
- **Key Programs:**
 - Multi-media Advertising to support the culinary tourism product.
 - Co-op advertising programs with interested tourism partners
 - Batavia and Genesee County Dining Guide
 - Exposure through the Genesee County Visitor Guide and its distribution program.
 - Marketing and promotion through the VisitGeneseeNY.com web site and blog
 - Promotion through Social Media
 - Content creation for all digital & printed platforms
 - Photography/Video Image library development
 - Marketing to sports, special interest and domestic/international motor coach groups
 - Maintain up to date and accurate information on other industry sites
 - Attend state-wide media events and story pitches to media outlets

Segment: Gaming Motivated Travelers

Rationale: Batavia Downs Gaming offers year-round gaming product, located in the Batavia hotel district. The gaming, restaurants, bars, racing and entertainment options provide for a “nightlife” component to staying in Genesee County. Special interest/motor coach groups also enjoy casino action. The Hotel at Batavia Downs, which has easy access to dining and entertainment has provided us with an upscale hotel lodging option increasing our opportunity to capture room nights from those travelers who prefer more than a standard hotel room when traveling.

Top Messaging for 2023

- Gaming/entertainment/dining & lodging packages
- Concert/gaming/lodging packages

Key Programs:

- Promote packaging opportunities
- Exposure through the Genesee County Visitor Guide and its distribution program.
- Marketing and promotion through the VisitGeneseeNY.com web site
- Promotion through Social Media
- Content creation for all digital & printed platforms
- Photography/Video Image library development
- Maintain up to date and accurate information on other industry sites
- Exposure through the printed calendar of Events and online at GeneseeCalendar.com
- Marketing to sports, special interest and domestic/international motor coach groups
- Attend state-wide media events and story pitches to media outlets
- Advertising and co-op advertising to support the gaming tourism product.
- Develop Discounts/Deals coupon program for all Genesee County Visitors

Segment: Sports Teams & Tournaments

Rationale: With a range of quality sports facilities, and its central western New York location, Genesee County is a popular destination for large sporting events such as tournaments and clinics. Facilities such as the Batavia Sports Park and Genesee Community College serve as multi-sport complexes that bring in events during the summer and shoulder seasons

Top Messaging for 2023:

- Batavia Sports Park, Darien Lake Baseball Tournaments, Visitor Center services, new hotels, upgraded hotels

Key Programs:

- Work with coordinators and hoteliers to encourage that Genesee County hotels are being utilized in contracts for housing.
- Liaison between tournament/event coordinators and local businesses
- Welcome materials for teams/spectators
- Discounts/deals programs
- Exposure through the Genesee County Visitor Guide and its distribution program
- Exposure through press releases
- Marketing and promotion through the VisitGeneseeNY.com website
- Promotion through Social Media
- Visitor Center referrals and recommendations

Segment: Special Interest Groups (SMERF Market – Social, Military, Educational, Religious, Fraternal)

Rationale: Genesee County’s accessible central location, “small-town feel” make us an attractive location for special interest groups to meet. Well-kept roads; small, safe, welcoming communities; availability of hotels; and a variety of facilities all contribute to Genesee County being a destination for special interest gatherings. Additionally, our museums and other attractions offer visitors an affordable and unique experience. Key messages include location, proximity to regional attractions, facilities, hotel base, & dining establishments.

Key Programs:

- Dedicated liaison between event coordinators and local businesses. This is particularly valuable to this market due to the fact that the group leaders are not usually professional planners
- Recommendations & referrals
- Housing Program – coordinate rate requests, rebates, commissions
- Welcome packets for event participants/attendees
- Discounts/deals programs
- Exposure through the Genesee County Visitor Guide and its distribution program
- Exposure through press releases
- Marketing and promotion through the VisitGeneseeNY.com website
- Event specific landing pages on VisitGeneseeNY.com website
- Promotion through Social Media
- Utilize testimonials in marketing and promotion
- Attend niche specific marketplaces when available

Segment: Domestic & International Motor Coach Operators

Rationale: Genesee County is an affordable and easy-to-get-to group destination rich with a diverse range of group-friendly tourism products. Additionally, our central Western New York location makes for easy daytrips to key regional, group-oriented attractions. Key messaging is accessibility, affordable hotels, large dining selection, unique attractions, as well as an ideal hub-and-spoke destination

Key Programs:

- Attend Motor Coach Shows & sales missions to promote group travel destinations
- Itinerary Planning and Liaison between tour operators and local businesses
- Regional Collaborations
- Recommendations & referrals
- Pass qualified leads to local constituents/attractions
- Mailing to qualified leads
- Membership with Motor Coach Associations, American Bus Association
- Maintain up-to-date information online & print directories
- Advertise where appropriate in trade publications
- Encourage travel writers to write editorials on unique attractions and ideal location
- Dining Guide
- Profile Sheets
- FAM Tours/Individual Site Visits
- Exposure through the Genesee County Visitor Guide and its distribution program
- Marketing and promotion through the VisitGeneseeNY.com websites

Segment: UK and German Trade/Travel

Rationale: A multi-county outreach to this market segment in program participation with I Love NY Team. Regional outdoor assets such as Letchworth State Park, Niagara Falls, and the Finger Lakes Region are conveyed in messaging. UK and Germany are in top 5 visiting New York State. Key messaging is to explore America's countryside, communities and natural attractions – beyond NYC. We will work with state and regional partners to attract international travelers from these key markets under the regional Fresh Air Adventures (5-county) program.

New 2023 Segment: Australia/New Zealand

Rationale: I Love New York has turned its focus to Australia and New Zealand as new international markets to pursue. This is due to Air New Zealand launching direct flights to NYC beginning September 17, 2022. These will be the first direct flights from this market to New York, which will also provide Australians to catch a flight in Auckland NZ without having to go through customs. For Australians this is similar to their domestic travel experience. There will be 870 seats weekly flying in to NYC and ILNY and state-wide tourism offices are laying the ground work to educate these travelers on the rest of NYS. The Aussies and Kiwis enjoy experiencing local culture, being in natural settings, culinary experiences and perceived value for the money remains important to them. Our 5-county regional assets are an attractive destination for this market.

Key Programs:

- Market internationally under the umbrella of the 5-county Fresh Air Adventures – New York's Falls to the Finger Lakes
- Participate on a regional level in sales and marketing initiatives lead by NYS Division of Tourism
- Participate in state-wide media events and story pitches to media outlets for this audience.
- Attend trade events such as IPW to have our area included in sales materials and planned trips.
- Develop relationships with receptive operators, market to these contacts.
- Advertising and partnership opportunities.

Segment: Visiting Families and Friends

Rationale: Encourage local residents to visit area attractions when hosting out of town family and friends.

Key Programs:

- County-wide events calendar online
- Provide local tourism maps and brochures for incoming wedding guests and family reunions, gatherings
- Visitor Information Center for referrals & recommendations.
- Social Media messaging – Facebook, Instagram
- Discounts/Deals coupon program for all Genesee County Visitors

Segment: Regional Visitors

Rationale: Niagara Falls is a top NYS destination for domestic and international travelers. Encourage travelers to hub & spoke from Genesee County – to stay in an attractive and affordable community that is not far from the famous falls. Encourage the extended stay for more things to see & do while visiting the falls region. Programming also slants toward attracting those visiting nearby Finger Lakes Region.

Key Programs:

- Develop and support existing overnight accommodations packages, tied to area attractions. (Getawaypackages.net)
- Maintain and continually enhance the VisitGeneseeNY.com web site
- Develop and effectively distribute the Genesee County Visitor Guide
- Participate in Consumer Travel shows in feeder markets
- Regional and cross regional tourism collaborations, advertising, sales missions, brochure, web
- Create special interest/niche collateral for special interest visitors
- Social Media messaging
- Maintain inquiry database, remarket to previous inquiries.
- Full brochure distribution program: key information centers, AAAs/CAA's, NYS Thruway info centers, State-wide tourist points, brochure distribution company.
- AAA/CAAA sales calls for destination training
- Collaborative state-wide advertising buys

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- Attend state-wide media events and story pitches to media outlets
- Collaborative Marketing programs with in-county tourism partners.
- Maintain online events at www.GeneseeCalendar.com
- Advertising to support the County's diverse tourism products.
- Discounts/Deals coupon program for all Genesee County Visitors

Segment: Transient Travelers

Rationale: Genesee County is fortunate to have 3 exits off of the NYS Thruway, as well as many major state routes crossing through, all of which bring visitors through the County. Our hotel base and area restaurants offer convenient and quick, "easy on/easy off" to travelers passing through who are in need of fuel, rest, or food.

Key Programs:

- Visitor Information Center
- Brochure distribution program along the NYS Thruway and key information centers across NYS.
- Brochure distribution program at key Travel Plazas and locations in PA
- Brochure distribution at key AAA/CAA offices
- AAA and CAA office training visits/FAM tours
- Regional collaborations – Greater Niagara, Fresh Air Adventures
- Billboard co-op with LeRoy area tourism businesses –NYS Thruway.