

# NEW YORK'S FINGER LAKES



TOURISM ALLIANCE ★ FOUNDED IN 1919

309 LAKE STREET, PENN YAN NY 14527

315.536.7488 | 800.548.4386



## 2020 ANNUAL REPORT

# 2020 STAFF AND BOARD OF DIRECTORS

## 2020 FLTA STAFF

PRESIDENT - CYNTHIA KIMBLE - CINDYK@FINGERLAKES.ORG  
DIRECTOR OF MARKETING & SALES - JESSICA ROBIDEAU - JESSICAR@FINGERLAKES.ORG  
MARKETING & SALES ASSISTANT - (BEGINNING OF 2020) AMANDA MARKESSINIS  
OFFICE MANAGER - KAREN COLIZZI NOONAN - KAREN@FINGERLAKES.ORG



## 2020 FLTA BOARD OF DIRECTORS

COLEEN FABRIZI- CHAIR – CORNING’S GAFFER DISTRICT – STEUBEN COUNTY  
DANIELLE NEUSER- VICE-CHAIR – EMBASSY SUITES AT DESTINY USA –  
ONONDAGA COUNTY  
MICHELLE HYDE – SECRETARY – CLUTE PARK/VILLAGE OF WATKINS GLEN –  
SCHUYLER COUNTY  
MATT HUFNAGEL – TREASURER – SUBWAY RESTAURANTS – CHEMUNG COUNTY  
JOE GOBER- PAST CHAIR CHAIR – EMBASSY SUITES AT DESTINY USA –  
ONONDAGA COUNTY  
MANDY WEBSTER- HILTON GARDEN INN- CAYUGA COUNTY  
DAVID LANE – 1890 HOUSE – CORTLAND COUNTY  
TOM MAY – BEACHCOMBER OF CONESUS LAKE – LIVINGSTON COUNTY  
DANIELLE NEUSER- VISIT ROCHESTER – MONROE COUNTY  
ETHAN FOGG - CANANDAIGUA CHAMBER OF COMMERCE - ONTARIO COUNTY  
GENE PIERCE - KNAPP WINERY - SENECA COUNTY  
TODD CHANDLER – TIoga Downs Casino & Resort – TIoga County  
INEZ VERMAAS – ENFIELD MANOR BED & BREAKFAST – TOMPKINS COUNTY  
BONNIE HAYS – HISTORIC PALMYRA – WAYNE COUNTY  
PAUL CURCILLO – CK CELLARS – YATES COUNTY  
DON BENNETT – CAMPGROUND OWNERS OF NEW YORK – AT LARGE REPRESENTATIVE  
SUE A. POELVOORDE – CAYUGA LAKE SCENIC BYWAY – AT LARGE REPRESENTATIVE  
FRED BONN – FINGER LAKES STATE PARKS – EX - OFFICIO  
LAURY WARD – FINGER LAKES WINE COUNTRY – EX - OFFICIO  
KEVIN COSTELLO – FINGER LAKES STATE PARKS – EX OFFICIO

### FLTA Mission

SERVE AS THE HUB  
OF INFORMATION,  
COLLABORATION  
AND EDUCATION FOR  
GROWTH OF A VIBRANT  
HOSPITALITY AND  
TOURISM INDUSTRY

### Vision

THE LEADER FOR  
REGIONAL/TOURISM  
GROWTH AND  
SUSTAINABILITY IN THE  
FINGER LAKES.

### FLTA HISTORY

FOUNDED IN 1919, THE FINGER LAKES TOURISM ALLIANCE (FLTA) IS AN ASSOCIATION OF PRIVATE SECTOR ATTRACTIONS, TOURISM RELATED BUSINESSES AND PARTICIPATING COUNTY TOURISM OFFICES WORKING TOGETHER TO ENHANCE AND PROMOTE VISITOR BUSINESSES FOR THE 9,000 SQUARE MILE, STATE DESIGNATED TOURISM REGION. FLTA REPRESENTS PARTNERS IN ALL 14 COUNTIES OF THE REGION WHICH INCLUDE CAYUGA, CHEMUNG, CORTLAND, LIVINGSTON, MONROE, ONONDAGA, ONTARIO, SCHUYLER, SENECA, STEUBEN, TIoga, TOMPKINS, WAYNE AND YATES.

AT 101 YEARS OF AGE, THE FINGER LAKES TOURISM ALLIANCE IS THE LONGEST STANDING REGIONAL DESTINATION MARKETING ORGANIZATION IN THE NATION.

# A Message from Our President and 2020 Chairman of the Board

In 2020, the Finger Lakes Tourism Alliance (FLTA), like all other businesses, was faced with the uncertainties of a global pandemic. Being nimble and responsive became more than just a clever saying. It became crucial to the sustainability of a 100+ year old organization. Partners faced with the same uncertainty reduced advertising and partnership support as they watch their revenues dwindle or become nonexistent. FLTA knew that this pandemic had to be faced together with our partners and all from the tourism industry.

Within days of the New York State shut down, FLTA working with Glenn Clark of Crafting a Brand donating services by issuing a video that could provide just a few moments of peace to our tourism partners as well as potential visitors. With the mantra that the Finger Lakes has been here for millions of years and we will be here and ready to welcome all back as soon as we can, a marketing effort was started. Inviting those to visit was off the table, but asking them to relax and enjoy a scene from the Finger Lakes, not only offered respite during a surreal time in everyone's life, it worked to keep the Finger Lakes top of mind. When it became apparent that travel within the State would be allowed, then marketing shifted from our typical 5–8-hour drive range to target those in New York State. This year tested our "nimble skills" beyond all prior expectations.

We moved forward with our travel guide production as work/sales had already been on going for the 2020 guide. It was a very good thing that production continued as requests for our travel guide grew by leaps and bounds. Visitation to the website was also strong. It was soon understood that people were using their down time to dream about a time after the pandemic when travel could commence once again. We conducted an informal survey to help our partners understand the mindset of our potential visitors. We learned that plans were being postponed, not canceled. Visitors were of course mostly influenced by the spread of the virus, but that economics was not a consideration for their travel desires. With this information, we decided to also move forward with the 2020 map/mini guide production to be included in all the fulfillment packages that were being sent along. Social media and e-mail blast worked to stay in touch with our partners and potential visitors. The work culminated with the release of the "Journey through the Finger Lakes", a documentary produced in partnership with WXXI. The initial release in 2020 was to the Rochester market, then the New York State market which helped to cement our New York State marketing efforts. Since then, this documentary has gone on to be distributed nationally, it has earned the New York State Broadcasters award and been nominated for a New York State Emmy. We at FLTA are extremely proud of the program of work that was delivered against all pandemic related hurdles.

In March, pre-pandemic restrictions, a group of 7 went to Washington D.C. to meeting with Federal legislators and the National Park Service about next steps as we work to have the Finger Lakes designated as a National Heritage Area. As we left D.C., the country was literally closing down to prevent additional spread. The doors of D.C. closed behind us, but at least we had a plan in place. Those from the National Park Service would put feet on the ground to learn about our region, after all at this point, we thought things would open back up shortly. The plan for May 2020 was to have the representatives from the National Park Service visit our region as they work through their feasibility study process. As you can imagine, that was not possible. We pivoted and scheduled virtual meetings, one in each of our fourteen counties asking those to participate that match the themes being sought by the National Park Service. From these virtual meetings the National Park Service worked to compile a context document, which later appeared on the National Park Service website as they worked to gain public comment. Not even a pandemic could stop our progress on seeking a National Heritage Area designation for the Finger Lakes region.

Continued on next page...

# A Message from Our President and 2020 Chairman of the Board

Continued from Page 3

As was previously mentioned, our partners were forced to cut their marketing budgets as their revenue vanished. This impact to the revenues for our organization caused FLTA to reduce staff by 50%, March to July. In July 75% of staff had returned. Even with reduced staff, FLTA stayed on track to execute the program of work listed above. COVID-19 operational guides were put in place and all meetings moved to virtual platforms. Even our Holiday Party was virtual for the first time ever. Door prizes were still won and we saw each other through screens, but the warmth and support that we all have come to expect at the Holiday Party was a distant pre-pandemic memory.... not to mention the great food that we missed. It was difficult to not see our partners at the Literature Exchange or the annual Holiday Party. In spite of all this, the Board continued to meet each month virtually and other Committee meetings continued as scheduled to ensure the work of FLTA continued.

The 2019 Tourism Economic reports from the State indicate that visitor spending increased by 2.9% over the prior year, making tourism a \$3.3 billion dollar business for the Finger Lakes region. The State as a whole posted a growth rate of 2.5% for the same period. The results for the 2020 Tourism Economic report should be made available by September of 2021 and once provided can be found in the research section at FingerLakes.org. It will certainly be interesting to see the 2020 numbers.

FLTA looks forward to once again welcoming back visitors and seeing in person, our partners! As we work towards another hundred years in business, we know this year will certainly stand out as it tested all our skills, patience and perseverance, but we survived and look forward to 2021 and beyond.

It will be through the efforts of FLTA's Board of Directors, the staff and our private/public partners' investment and cooperation that we will continue to promote the region as a desired destination, grow visitation, and nurture that sense of regional pride!



CYNTHIA KIMBLE  
FLTA PRESIDENT



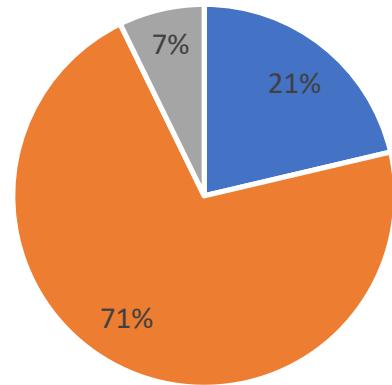
COLEEN FABRIZI  
2020 FLTA CHAIR OF THE BOARD

# 2020 Financial Overview

**Finger Lakes Tourism Alliance  
Balance Sheet  
As of December 31, 2020**

	Dec 31, 20
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1002 · Lyons National Bank Operating	109,380.41
1009 · NYS Contract	209.62
1011 · Scholarship	
1001 · CD At Lyons National Bank	10,269.01
1004 · Scholarship Fund	4,181.75
Total 1011 · Scholarship	14,450.76
1600 · FLRTDC	5.00
Total Checking/Savings	124,045.79
<b>Accounts Receivable</b>	
2000 · Accounts Receivable	85,419.83
Total Accounts Receivable	85,419.83
<b>Other Current Assets</b>	
Accrued Revenue	462.00
13700 · Payroll Service Customer Asset	-0.08
3020.1 · Prepaid Insurance Exp.	10,246.51
3020.2 · Prepaid Property Taxes Exp.	1,793.17
3020.3 · Prepaid Expenses - Other	18,899.36
3020.4 · Prepaid Health Insurance	3,288.15
Total Other Current Assets	34,689.11
Total Current Assets	244,154.73
<b>Fixed Assets</b>	
<b>3500 · Office Furniture &amp; Equipment</b>	
3501 · Original Cost Furn. & Equip.	70,697.09
3502 · Depreciation Furn.&Equip.	-69,276.29
Total 3500 · Office Furniture & Equipment	1,420.80
<b>3505 · Vehicles</b>	
3511 · 2019 Eqinox	28,105.81
3558 · Vehicle Depreciation	-8,900.17
Total 3505 · Vehicles	19,205.64
<b>3550 · FLA Office Building</b>	
3551 · Original Cost-Building	84,310.12
3552 · Depreciation	-83,630.12
Total 3550 · FLA Office Building	680.00
Total Fixed Assets	21,306.44
<b>TOTAL ASSETS</b>	<b>265,461.17</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
4000 · *Accounts Payable	60.00
Total Accounts Payable	60.00
<b>Other Current Liabilities</b>	
2100 · *Payroll Liabilities	307.28
5010 · Accrued Payroll	6,164.79
5020 · Accrued Expense	45.05
5972 · 2021 Deferred Revenue	245,728.67
5973 · 2022 Deferred Revenue	174.00
Total Other Current Liabilities	252,419.79
<b>Total Current Liabilities</b>	252,479.79
Total Liabilities	252,479.79
<b>Equity</b>	
6000 · Net Worth - Open.Bal Equity	209,512.47
6500 · Retained Earnings -Oper. P & L	-239,529.66
Net Income	42,998.57
Total Equity	12,981.38
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>265,461.17</b>

## Expenses by Department



■ Admin Exp ■ Marketing Exp ■ Sales Exp

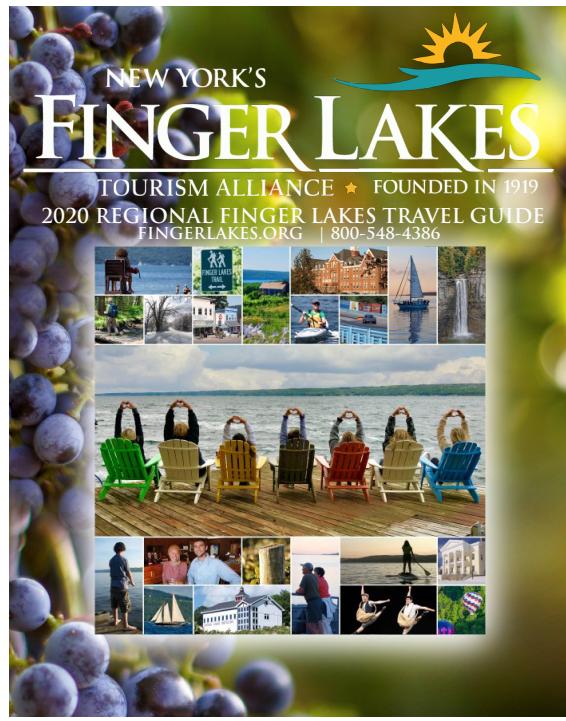
## 2020 Profit & Loss

	Jan - Dec 2020
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
10-7000 · ADMIN Income	12,165.22
20-7000 · MARKETING Income	508,491.50
<b>Total Income</b>	520,656.72
<b>Gross Profit</b>	520,656.72
<b>Expense</b>	
void	0.00
10-8000 · ADMIN Expenses	100,553.96
20-8000 · MARKETING Expenses	336,818.63
30-8000 · SALES Expenses	34,139.87
<b>Total Expense</b>	471,512.46
<b>Net Ordinary Income</b>	49,144.26
<b>Other Income/Expense</b>	
<b>Other Income</b>	
Finance Charge	19.15
Washington DC Trip	-0.05
<b>Total Other Income</b>	19.10
<b>Other Expense</b>	
Payroll Accrual	6,164.79
<b>Total Other Expense</b>	6,164.79
<b>Net Other Income</b>	-6,145.69
<b>Net Income</b>	<b>42,998.57</b>



# THE FINGER LAKES TOURISM ALLIANCE WELCOMED THE FOLLOWING ORGANIZATIONS AS NEW PARTNERS IN 2020

- BOB CARR 2.0 PRINTING & MAILING
  - THE BRINDLE & BLONDE BED AND BREAKFAST
  - CLUTE PARK EVENT CENTER
  - CONSENTINO'S RISTORANTE
  - CORTLAND COUNTY HISTORICAL SOCIETY
  - DEER HAVEN PARK
  - EARLY OWEGO ANTIQUE CENTER
  - ESPERANZA MANSION DINING  
  - FINGER LAKES DESIGNATED DRIVERS
  - FINGER LAKES GOODS
  - GET RED-Y VACATIONS
  - GRAYHAVEN MOTEL
  - HOTEL CANANDAIGUA, A TAPESTRY COLLECTION BY HILTON
  - LIVING WELL FURNITURE
  - LOS GATOS BED & BREAKFAST
  - RAVINES WINE CELLARS - KEUKA LAKE LOCATION
  - SEASONS ON KEUKA LAKE AT THE HAMPTON INN PENN YAN
  - SENECA LAKE SCENIC BYWAY
  - THE STRAND CAFE



## BY THE NUMBERS

### IN 2020...

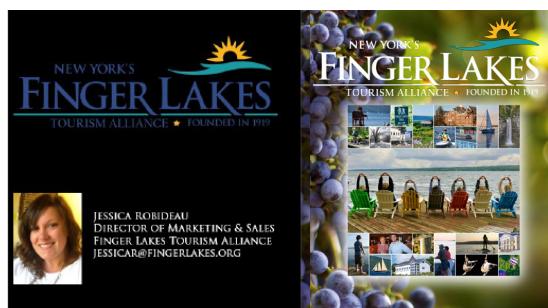
- A TOTAL OF 100,000 FINGER LAKES TRAVEL GUIDES AND 75,000 MAP & MINI GUIDES WERE PRODUCED.
- THROUGH ISSUU.COM, THE 2020 TRAVEL GUIDE WAS VIEWED 6,973 TIMES, THE FINGER LAKES GROUP TOUR PLANNER WAS VIEWED 111 TIMES AND THE NEW YORK'S FINGER LAKES FISHING & HUNTING GUIDE WAS VIEWED 867 TIMES.
- FINGERLAKES.ORG SAW 552,837 VISITORS. THESE VISITS LED TO 1,334,395 TOTAL PAGE VIEWS ON FINGERLAKES.ORG.
- A TOTAL OF 19 BUSINESSES JOINED FLTA AS NEW PARTNERS EVEN AMIDST THE COVID-19 PANDEMIC.
- FLTA REFERRED 31,861 FINGERLAKES.ORG VISITORS TO FLTA ACCOMMODATION PARTNER WEBSITES THROUGH BOOK A ROOM NOW. THIS REPRESENTS A 34% INCREASE OVER 2019.

## 2020 AAA OUTREACH

FLTA TOOK THE SAME ROUTE FOR 2020 AS IN 2019 WITH DAN BELLIVEAU STEPPING BACK FROM THE PROGRAM AND THE AAA/CAA PROGRAMMING COMING IN HOUSE. JESSICA ROBIDEAU CONDUCTED EMAIL, PHONE AND VIRTUAL MEETINGS AS WELL AS VIRTUAL PRESENTATIONS TO AAA/CAA OFFICES.

TRAVEL TO DIFFERENT CLUBS DID NOT TAKE PLACE AS THE EMPHASIS ON DIGITAL TRAINING AND INFORMATION TRANSFER IS BECOMING MORE STRONGLY PREFERRED ALONGSIDE TRAVEL RESTRICTIONS FROM COVID-19 BEING PUT INTO PLACE. THE 2020 PRESENTATION ALSO INCLUDED A VOICE RECORDING OUTLINING THE DETAILS OF EACH SLIDE ABOUT THE BUSINESS IT REPRESENTED. THIS VOICE OVER APPROACH AIDED TO CONTINUAL TRAINING OPPORTUNITIES FOR NEW HIRE AAA AGENTS.

THE INTEREST IN THIS PROGRAM REMAINS FOR 2021 CONTINUATION.



INTRODUCTORY SLIDE TO 2020 AAA POWERPOINT PRESENTATION

## 2020 CONSUMER SHOWS

AT THE START OF 2020, FLTA HAD FULL INTENTION TO PRESENT AT A NUMBER OF CONSUMER SHOWS THROUGH ANDERSON BROCHURE DISTRIBUTION. THE MAJORITY OF CONSUMER SHOWS THAT ANDERSON WAS INTENDED TO PARTICIPATE IN GOT CANCELLED DUE TO COVID-19 GROUP GATHERING RESTRICTIONS.



# 2020 HIGHLIGHTS

## NATIONAL HERITAGE AREA

EFFORTS CONTINUED TO DESIGNATE THE FINGER LAKES AS A NATIONAL HERITAGE AREA EVEN THROUGH THE PANDEMIC. WHILE PLANS FOR NATIONAL PARK SERVICE (NPS) PERSONNEL TO VISIT IN PERSON WERE THWARTED BY THE PANDEMIC, NOTHING COULD QUELL THE WORK OF FLTA'S NATIONAL HERITAGE AREA COMMITTEE! THE COMMITTEE, COMPRISED OF CURRENT AND PAST FLTA BOARD MEMBERS PIVOTED ON A DIME WHEN IT BECAME EVIDENT THAT TRAVEL FOR THE NPS TEAM WOULD NOT BE POSSIBLE. THE NPS ASKED THE COMMITTEE TO COORDINATE 14 COUNTY MEETINGS WITH MEMBERS FROM EACH COUNTY THAT COULD REPRESENT CERTAIN GENRES OF LOCAL INFORMATION. THE COMMITTEE SUCCESSFULLY BOOKED 14, TWO HOUR MEETINGS, WITH 8 COUNTY MEMBERS FOR EACH MEETING IN TWO WEEKS!! NOT ONLY DID THEY BOOK THESE MEETINGS THEY ISSUED REMINDERS AND WHEN ALL WAS DONE WE HAD 100% ATTENDANCE AT EACH OF THE 14, VIRTUAL COUNTY MEETINGS. NO SMALL FEAT.

THANK YOU TO OUR COMMITTEE MEMBERS AS FOLLOWS:

COLEEN FABRIZI (CHAIR)  
DANIELLE NUESER  
SUE A. POELVOORDE

MATT HUFNAGEL  
MICHELLE HYDE  
JOE GOBER

JOHN SOCHA  
SARAH WILES  
FRED BONN



Public News Letter '18 Year End Summary				
	Recipients	Bounce Rate	Open Rate	Click Rate
Q1 Totals	91,990	3.25%	20.625%	3.00%
Q2 Totals	44,315	1.50%	33.889%	1.56%
Q3 Totals	100,062	4.70%	13.625%	1.88%
Q4 Totals	52,385	2.69%	14.214%	1.50%
Year End Totals	288,752	3.04%	20.588%	1.98%

### EMAIL MARKETING



USING TWO SEPARATE NEWSLETTERS, FLTA INFORMS THE GENERAL PUBLIC AND OUR OVER 800 PARTNERS ON WHAT IS HAPPENING IN THE REGION AND WHAT IS GOING ON AT THE FINGER LAKES TOURISM ALLIANCE.

THE FLTA PUBLIC NEWSLETTER IS RECEIVED BY OVER 66,000 PEOPLE WHO HAVE SHOWN INTEREST IN VISITING THE FINGER LAKES AND THE FLTA PARTNER NEWSLETTER GOES OUT TO OUR ROUGHLY 800 BUSINESS POINTS OF CONTACT. FLTA IS HITTING A STEADY AVERAGE OF 1% BOUNCE RATE AND OPEN RATES HOVERING AROUND THE 20% MARK OR HIGHER. AS REPORTED BY CONSTANT CONTACT, TRAVEL AND TOURISM EMAIL BENCHMARKS RATE AT 16% OPEN RATES AND 11% BOUNCE RATES.

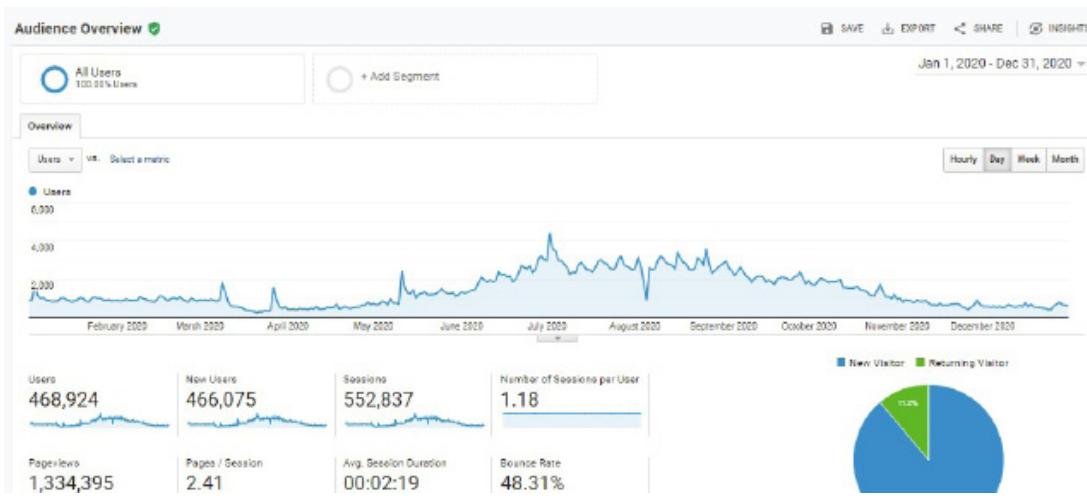
RELEASED EVERY OTHER MONTH, THE FLTA PUBLIC NEWSLETTER KEEPS THE INTERESTED PUBLIC INFORMED OF WHAT'S GOING ON IN THE FINGER LAKES, INCLUDING IMPORTANT NEWS FROM THE FLTA OFFICES, FLTA PARTNERS, AS WELL AS SEASONAL, INFORMATIONAL ARTICLES ABOUT THE REGION.

Partner Newsletter 2020 Views & Summary	Recipients	Bounce Rate	Open Rate	Click Rate
1 <sup>st</sup> Q Average	822	0.01%	26%	11%
2 <sup>nd</sup> Q Average	803	0.67%	34%	6%
3 <sup>rd</sup> Q Average	824	0.27%	30%	10.60%
4 <sup>th</sup> Q Average	902	4%	30%	4%
YEAR END TOTALS	838	1%	30%	8%

THE FLTA PARTNER NEWSLETTER, RELEASED EVERY MONTH, KEEPS OUR PARTNERS INFORMED OF UPCOMING AND NEW OPPORTUNITIES AND PROGRAMS OFFERED BY FLTA. THIS NEWSLETTER WILL ALSO INCLUDE ANY IMPORTANT NEWS FROM FLTA OR FLTA PARTNERS THAT COULD BE RELEVANT TO PARTNERS.

# RANKING FOR FINGERLAKES.ORG

FINGERLAKES.ORG IS A COMPREHENSIVE COLLECTION OF ORGANIZATIONS LOCATED IN THE FINGER LAKES REGION AND IS THE PREMIER SOURCE OF FINGER LAKES TRAVEL INFORMATION ON THE INTERNET. IN 2020, THERE WERE 552,837 SESSIONS ON FINGERLAKES.ORG. THERE WERE ALSO 1,334,395 PAGEVIEWS. DUE TO TRAVEL RESTRICTIONS AND STAY AT HOME ORDERS AS A RESULT OF THE PANDEMIC, VISITATION AND PLANNING FROM VISITORS RESULTED IN AN INCREASE OF 4% NEW VISITATION FROM THE PRIOR YEAR.



## SOCIAL MEDIA

FLTA CONTINUED TO USE FACEBOOK AND EXPANDED OUTREACH THROUGH INSTAGRAM TO PROMOTE ITSELF AND PARTNER ORGANIZATIONS.

ALL EFFORTS FOR SOCIAL MEDIA WERE COMPLETED IN HOUSE WITH THE EXCEPTION OF A PROMOTIONAL VIDEO COMPLETED AND DONATED BY CRAFTING A BRAND TO WELCOME VISITORS BACK AFTER TRAVEL RESTRICTIONS FROM THE COVID-19 PANDEMIC SUBSIDED. IN HOUSE SOCIAL MEDIA PROMOTION WAS ESSENTIAL VERSUS HIRING A VENDOR AS PARTNER BUSINESSES COULD NOT AFFORD TO SIGNIFICANTLY INVEST IN ADDITIONAL MARKETING/ADVERTISING PROGRAMS DUE TO THEIR OWN BUSINESSES HAVING TO CLOSE, REDUCE HOURS AND SOMETIMES STAFF.

### PINTEREST

AS THE INTEREST AND WAVE IN PARTICIPATION IN TWITTER DIED DOWN OVER THE PAST YEARS, AN INCREASED DRAW TO PINTEREST AS A SOCIAL PLATFORM OCCURRED. AS A WAY TO TIE TOGETHER VISUALLY INTERESTING PHOTOS TO A WEBSITE THAT PROVIDES MORE INFORMATION ON A TOPIC, FLTA CONTINUED ITS EFFORTS ON PINTEREST AND CREATED ENGAGING CONTENT ON FINGERLAKES.ORG TO DRAW WEB TRAFFIC AND SOCIAL INTEREST. THE NUMBER OF FOLLOWERS OF FINGER LAKES TOURISM ALLIANCE CONTENT ON THIS PLATFORM AT THE END OF 2020 REACHED 3,780 INDIVIDUALS REPRESENTING A 5% INCREASE OVER 2019.

### INSTAGRAM

EXPANDING OUR SOCIAL MEDIA REACH ON INSTAGRAM, WE WERE ABLE TO SHOWCASE THE BEAUTY OF THE FINGER LAKES, AS WELL AS PARTNER'S SPECIAL EVENTS AND PACKAGES THROUGH IMAGERY. AT THE END OF 2020 THE FLTA HAD 3,780 FOLLOWERS.



# 2020 FINGER LAKES TOURISM ALLIANCE ACHIEVEMENTS

## JANUARY

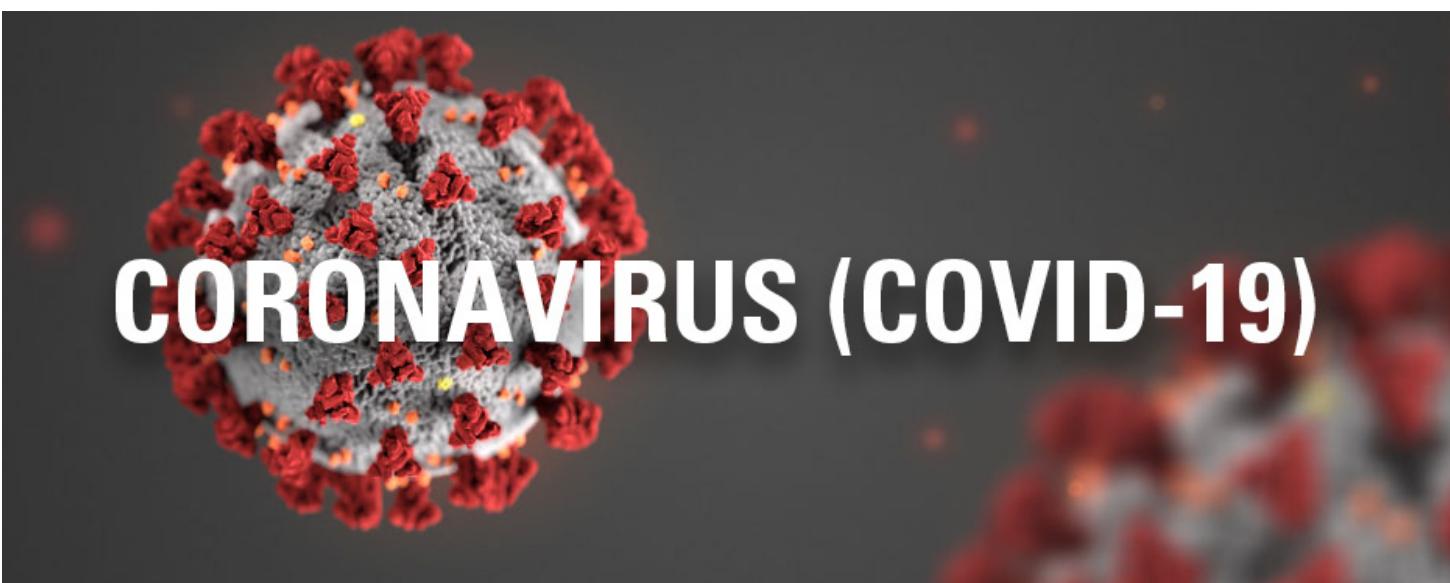
- JESSICA ROBIDEAU MET WITH 35 OPERATORS REPRESENTING WELL MORE THAN THE AVERAGE NUMBER OF APPOINTMENTS FOR A DESTINATION MARKETING ORGANIZATION SELLER AT THE AMERICAN BUS ASSOCIATION MARKETING SHOW THAT TOOK PLACE IN OMAHA, NEBRASKA

## FEBRUARY

- FLTA'S JESSICA ROBIDEAU MET WITH 34 OPERATORS FOR 1:1 MEETINGS WITH GROUP TOUR PLANNERS AT THE HEARTLAND TRAVEL SHOWCASE IN LANSING, MICHIGAN TO DISCUSS GROUP TRAVEL OPPORTUNITIES AND GROUP FRIENDLY BUSINESSES IN THE FINGER LAKES.
- WXXI PRESENTED A PREVIEW OF THE FINGER LAKES REGIONAL DOCUMENTARY IN ROCHESTER WHICH CINDY KIMBLE ATTENDED VIRTUALLY.

## MARCH

- EFFORTS CONTINUED DOWN THE PATH TOWARDS FINALIZATION TO DESIGNATE THE FINGER LAKES REGION AS A NATIONAL HERITAGE AREA WITH CINDY KIMBLE AND THE FLTA BOARD OF DIRECTORS TRAVELING TO WASHINGTON DC TO MEET WITH FEDERAL LEGISLATURES AND REPRESENTATIVES TO SEEK THEIR SUPPORT FOR THIS DISTINCTION.
- AT THE END OF THE MONTH THE FINGER LAKES TOURISM ALLIANCE OFFICE MOVED TO REMOTE OPERATIONS AND STAFF WAS REDUCED BY 2 INDIVIDUALS.



## APRIL

- WXXI AND CINDY KIMBLE WORKED TOGETHER TO DETERMINE AND COORDINATE THE RELEASE PROCESS FOR THE FINGER LAKES REGIONAL DOCUMENTARY BOTH REGIONALLY AS WELL AS ACROSS NEW YORK STATE.

## MAY

- NO TRADE SHOWS OR SPECIAL EVENTS TOOK PLACE IN THE SECOND QUARTER OF 2020 DUE TO THE COVID-19 OUTBREAK.
- PUBLIC GATHERING RESTRICTIONS WERE IN PLACE WHICH POSTPONED THE 2020 LITERATURE EXCHANGE AND MORE.



# 2020 FINGER LAKES TOURISM ALLIANCE ACHIEVEMENTS

## JUNE

- AS OF THE END OF JUNE, 114 INTERVIEWS WITH THE NATIONAL PARK SERVICE HAVE BEEN SCHEDULED AND HAVE TAKEN PLACE TO MOVE THE NATIONAL HERITAGE CORRIDOR LEGISLATION FORWARD.

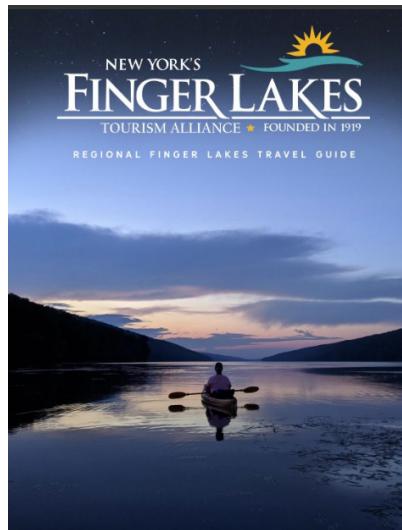


## JULY

- THE 2021 MARKETING PLAN WAS CREATED AND DISTRIBUTED TO PARTNER BUSINESSES WITH PROGRAMS AND OFFERINGS REMAINING THE SAME AS 2020 SINCE MANY BUSINESSES DID NOT HAVE THE BUSINESS OR OPERATION TIME TO UTILIZE FLTA SERVICES IN 2020.
- THE FINGER LAKES TOURISM ALLIANCE BOARD OF DIRECTORS VOTED TO HOLD PARTNERSHIP INVESTMENT RATES AT THE 2019 LEVEL FOR NO INCREASE IN 2020.

## AUGUST

- FLTA REACHED OUT TO PARTNER BUSINESSES FOR THEIR INCLUSION IN THE GROUP TRAVEL PLANNER THAT WOULD BE CREATED AS A DIGITAL EDITION FOR DISTRIBUTION IN THE 4TH QUARTER OF 2020 AND INTO EARLY 2021 WITH HOPES TO STAY AHEAD OF PLANNING WITH ANTICIPATION THAT GROUP TRAVEL ACTIVITIES WOULD RESUME AND SWING BACK WITH ACTIVITY BY 2021.
- THE RELEASE OF THE FINGER LAKES DOCUMENTARY TOOK PLACE WITH A SLOW RELEASE NATIONALLY AND ACROSS THE STATE.



## NOVEMBER

- PLANNING AND DESIGN BEGAN ON THE 2021 FINGER LAKES REGIONAL TRAVEL GUIDE AND THE FINGER LAKES TOURISM ALLIANCE MARKETING COMMITTEE DECIDED TO SELECT A COVER IMAGE OF A SOLITARY PERSON OUT IN NATURE TO REFLECT ON THE NATURE OF WHAT TOURISM COULD LOOK LIKE DESPITE A PANDEMIC TAKING PLACE.

## DECEMBER

- FLTA HELD THEIR ANNUAL HOLIDAY PARTY DECEMBER 15TH FROM 3-4PM IN A VIRTUAL MEETING PLATFORM.
- VIRTUAL HOLIDAY PARTY ATTENDANCE REACHED ROUGHLY 50 PARTNER BUSINESS REPRESENTATIVES AS WELL AS KEY LEGISLATIVE REPRESENTATIVES & GUESTS.



FEATURED: THE PLUM POINT TEAM  
L-R: BRUD HOLLAND, NATALIE TRAVIS, JASON BUNNELL

- AT THE HOLIDAY PARTY, FLTA RECOGNIZED THE 2020 EXCELLENCE IN CUSTOMER SERVICE AWARD TO THE TEAM AT PLUM POINT LODGE ON SENECA LAKE AND THEIR RESTAURANT TEAM AS WELL. THIS AWARD IS SELECTED BY YEARS' PRIOR WINNERS.



**PLUM POINT LODGE**  
*a lakefront hideaway*



NIKITA BLACKBURN, 2020 FINGER LAKES REGION SCHOLARSHIP RECIPIENT

## DECEMBER, CONTINUED

- THE FLTA ALSO ANNOUNCED THE FINGER LAKES REGION SCHOLARSHIP RECIPIENT, NIKITA BLACKBURN, A STUDENT AT TOMPKINS COMMUNITY COLLEGE. SHE WAS AWARDED THESE FUNDS TO HELP FURTHER HER EDUCATION TO GAIN EMPLOYMENT IN THE FINGER LAKES REGION AFTER COMPLETION OF HER STUDIES.



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