

EXPLORE FINGER LAKES

Partnership & Opportunities Guide



Eat. Drink. Play. Stay.

Marketing Your Business Alongside the Best
of the Finger Lakes for over 100 Years

About Finger Lakes Tourism Alliance

Since 1919, Finger Lakes Tourism Alliance has been the destination marketing organization for the Finger Lakes Region, driving visitation through strategic marketing, industry-building networking, and promotional efforts shared with our more than 500 tourism-reliant and hospitality-based business partners.

Letter from the President & CEO, Meghan K. Nulty



Welcome to the Finger Lakes Tourism Alliance and Explore Finger Lakes!

For more than 100 years FLTA has worked to strengthen tourism across our 14-county region, connecting industry partners, promoting the great things there are to do here, for residents and visitors alike, and creating opportunities for businesses to grow. Our strength comes from collaboration; when we work together we create a bigger, stronger story for the entire region and inspire more visitors to experience all that this region has.

As an FLTA partner, you are part of something bigger than your individual business. You become part of a network of tourism professionals who share a commitment to welcoming visitors, supporting our residents and communities, and building a thriving regional tourism economy. Whether you are a longtime partner or are just discovering the opportunities available through FLTA, we invite you to connect, collaborate and grow with us.

**Together, we promote the Finger Lakes.
Together, we make it unforgettable.**



Eat. Drink. Play. Stay.

**Follow Explore Finger
Lakes Online**



www.ExploreFingerLakes.com

EXPLORE FINGER LAKES

Welcome to the
Award-Winning
Explore Finger Lakes
Brand Family!



In 2024, through valuable market research, **Finger Lakes Tourism Alliance** established a new consumer-facing look and call to action to inspire travelers to look beyond their initial impression of the Finger Lakes region and **Explore More**. This award-winning rebrand is a long term effort to expand reach and recognition for **your business**.

Meet the Hands-On Team Behind Your Success

The Explore Finger Lakes Team is available to connect with you on administrative, marketing, advocacy, and account-related issues. Reach out and schedule a meeting with the appropriate staff member at your convenience.



Meghan K. Nulty
President & CEO

meghan@fingerlakes.org



Jerakah Heady
Director of Partner
Relations

jerakah@fingerlakes.org



Molly Hoke
Director of Marketing

molly@fingerlakes.org

Become a Partner

We conservatively reach 5 million people a year about what makes the Finger Lakes a great place to eat, drink, play and stay. Get your business in front of a highly targeted audience made up of people already planning visits to the Finger Lakes.

Partnership Levels

Gold Partnership \$1,980 *\$2965 Value*

- Inclusion in 150,000 printed travel publications
 - Customizable partner page on ExploreFingerLakes.com
 - Access to our online events calendar
 - Free admission to annual partner events
- + Featured Partner Listing on ExploreFingerLakes.com**
+ Homepage banner ad on ExploreFingerLakes.com
+ Homepage feature linked to your partner page on ExploreFingerLakes.com

Silver Partnership \$925 *\$1665 Value*

- Inclusion in 150,000 printed travel publications
 - Customizable partner page on ExploreFingerLakes.com
 - Access to our online events calendar
 - Free admission to annual partner events
- + Featured Partner Listing on ExploreFingerLakes.com**
+ Internal page banner ad on ExploreFingerLakes.com

Bronze Partnership \$546 *\$961 Value*

- Inclusion in 150,000 printed travel publications
 - Customizable partner page on ExploreFingerLakes.com
 - Access to our online events calendar
 - Free admission to annual partner events
- + Internal page banner ad on ExploreFingerLakes.com**

Basic Partnership \$415

- Inclusion in 150,000 printed travel publications
- Customizable partner page on ExploreFingerLakes.com
- Access to our online events calendar
- Free admission to annual partner events

Consider Higher Partnership Levels to Enhance Your Digital Advertising Strategy.

YOU Choose the Months Your Additional Advertising Opportunities are Placed on Our Site.

EXPANDING YOUR REACH



Be a part of a single Finger Lakes brand that's easily accessible to new and returning audiences!

TOTAL ANNUAL USERS

370,000+

TOTAL ANNUAL PAGEVIEWS

450,000+

OVERALL ENGAGEMENT RATE

42.50%

Up 10% since Explore Finger Lakes rebrand

LANDING PAGE ENGAGEMENT RATE

Homepage - 52.68%

Events Page - 65.73%

Travel Guide Request/
Download Page - 65.12%

Eat Page - 32.14%

Drink Page - 43.61%

Play Page - 73.93%

Stay Page - 76.78%

Plan Page - 73.85%



**Data based on averages
between 2025-2026*

PARTNER BENEFITS

Event Access

Take full advantage of your partnership by accessing our extensive partner network at our events! Be involved in partner networking, connection, collaboration, and education.

Events are open to everyone in your business/organization!

Virtual Roundtable Discussion Series



Quarterly

Roundtable sessions with our extensive partner network combines focused discussion on consumer outreach and exchanging business ideas as a region.

Literature Exchange



Spring

A gathering of FLTA Partners to exchange business information ahead of the busy seasons.

@ The Windmill
(Location may vary)

End of Year Celebration



December

An evening in celebration of another successful year with tourism partners.

Location TBD

Sponsorship opportunities available for events- Inquire directly

***Request the
Explore
Finger
Lakes Van!***



Request us to stop by your business or event, and we'll be there with travel guides and maps in hand featuring your business!

PARTNER BENEFITS All in One Hub

There's so much that comes with your partnership, ***of course you have questions!***
We make it easy with answers and resources all in one place at our **Partner Hub**.



www.fingerlakes.org/hub

Look at partnership levels and ways to maximize your benefits

Maximize Your Partnership

Stay in Touch with FLTA Events & Opportunities

Utilize this page as a guide to partnership basics. View partnership resources, events and recent communications at a glance. If you have additional questions, reach out and contact the appropriate staff listed below.

PARTNERSHIP LEVELS & BENEFITS

We are so honored to partner with you!

"Individually, we are one drop. Together, we are an ocean."

— Ryunosuke Satoro



Join our Partner Network Facebook Group to promote your business & ask questions!



Join our Partner Network Facebook Group

Haven't joined the group yet? Be a part of an extensive network of partners where you can post news about your business or organization, pose questions to business owners/community leaders facing the same circumstances, as well as stay in the loop with FLTA communication & opportunities!

Click the link below to request access! You can join from your personal page OR your business page.

[Finger Lakes Tourism Alliance Partner Network | Facebook](#)

Questions about how to manage your partner page? We can help!



Managing Your Partner Page

Update your business information and post events to our community calendar.

- [How to Update your Partner Page](#)
- [How to Post Events](#)
- [Add Someone New to Manage Your Page or Re-Establish Account Access](#)

View upcoming partner events and access a vast and growing partner network

Upcoming Events



JUL 9

Roundtable Discussion Series
July 9th at 10 a.m.



OCT 20

Mix & Mingle Networking Event Series
October 20th 5-8 p.m.

All events are free admission to partners unless otherwise noted in the event registration form. **Click above to register.** A variety of sponsorship opportunities exist for all Finger Lakes Tourism Alliance events.

[EXPLORE EVENTS SPONSORSHIP](#)

View all of your advertising options anytime by accessing a digital copy of this opportunities guide and reach out to our marketing team



Advertising Opportunities

Looking for more targeted advertising opportunities, above and beyond your basic partnership benefits? From digital ads on our website to print ads in our Travel Guide, we offer a variety of enhanced advertising opportunities to place your business front and center in the eyes of the consumer. Click the link below to view all opportunities or click on any of the images in the slider to learn about specific placements.

[VIEW ALL ADVERTISING OPPORTUNITIES](#)

View recent public and partner newsletters

View Recent Newsletters

Partner Newsletter (Business to Business)

Q1 2026 | [January](#) | [February](#) | [March](#)

Q2 2026 | [April](#) | [May](#) | [June](#)

Public Interest Newsletter (Visitor Facing Publication)

Q1 2026 | [January](#) | [February](#) | [March](#)

Q2 2026 | [April](#) | [May](#) | [June](#)

[ADD STAFF TO OUR PARTNER EMAIL LIST](#)

Contact us at your convenience and know who to reach out to!

Meghan Nulty

- Business Collaboration
- Major Projects
- Contracts Approval

Molly Hoke

- Marketing/Communications Questions
- Social Media
- Blog Posting

Jerakah Heady

- Partner Benefits Questions
- Advertising Inquiries & Billing
- FLTA Events Planning

Digital Advertising

ExploreFingerLakes.com



- ✓ **Over 370,000 Active Users Annually**
With continued investment in our online presence
- ✓ **Dynamic Advertising Options**
Blog posts, itinerary inclusions, highlighted website ads, in-app promotion

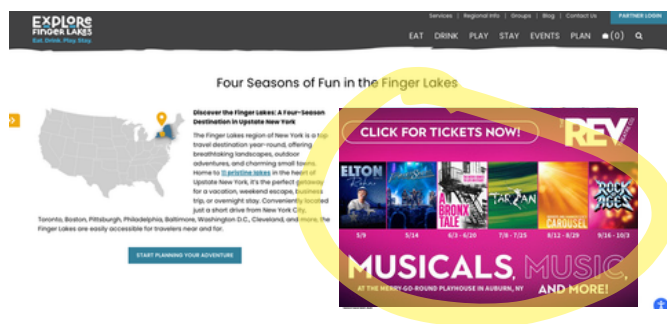
- ✓ **Integration with the Finger Lakes Brand**
Be apart of the larger Finger Lakes brand that's accessible and recognizable to tourists
- ✓ **Tracked & Reported Results**
Google analytics and website traffic results delivered after each campaign upon request

Digital Advertising Options

Banner Ads

A static, linkable image able to be featured near the top of any main category website page.

Ad Copy Specifications:
840px W x 520px H @ 72 dpi



Homepage Banners

\$750/month



Internal Page Banners

EAT, DRINK, PLAY, STAY, EVENTS, OR SERVICES PAGES

\$650/month

Partner Highlight

Large ad block featured prominently on the homepage of our website.

Homepage Feature

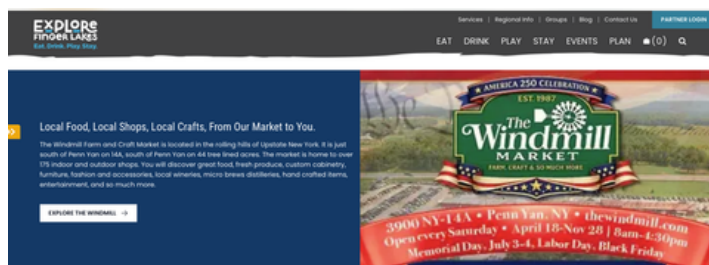
\$1,200/month Linked to Partner Page

\$1,500/month Linked to Featured Article

Ad Copy Specifications:

2400px W x 1486px H @ 72 dpi

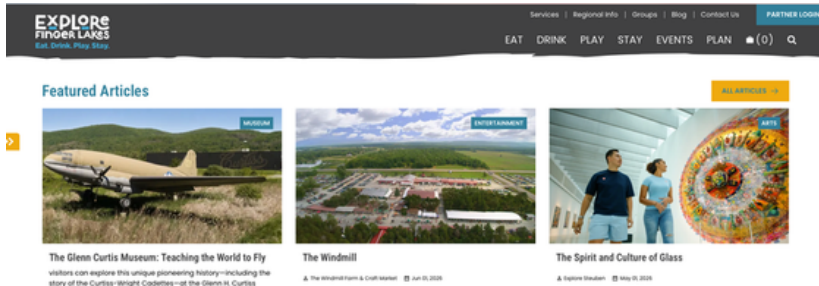
Text: 25 word heading, 275 word description



Featured Article

Provide a blog post to be prominently featured on the homepage and blog page.

Limited to only 3 available spots per month.



Homepage Feature

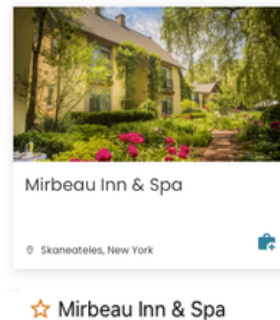
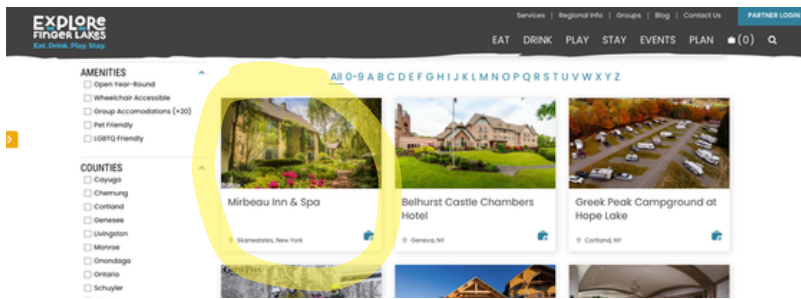
\$650/month

Ad Copy Specifications:

Unlimited text and photos

Featured Partner Listing

Enhance visibility by having your business listing elevated to the top of each of its categories for one month.

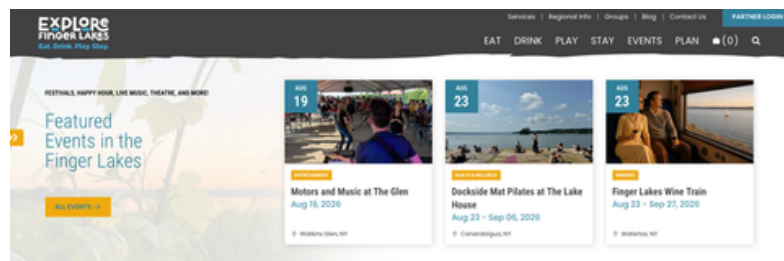


Category Feature

\$600/month

Featured Event

Elevate your event to one of **only 3 available spots** on our homepage.



Homepage Feature

\$400/month

Ad Copy Specifications:

Event must be posted to Events Calendar to be featured.

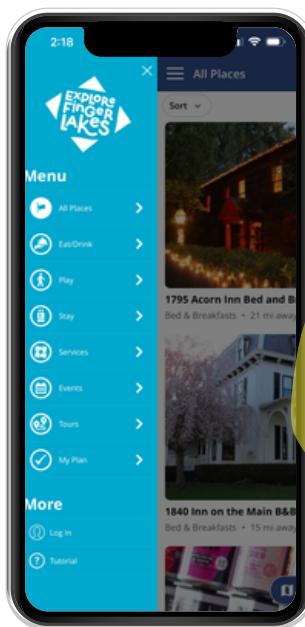
EXPLORE FINGER LAKES

Mobile App



Advertise on our Explore Finger Lakes App!

Correlates with all of our listings on our website, with additional opportunities for advertising and listing exposure.



Over 100,000+ Active Users & Growing!

With visitors being able to save their favorite locations, easily search listings, and even build their own itineraries, the demand in downloads keeps growing!



High Ad Impressions & Click Conversions

Make your dollar matter when visitors have high interactions with your ad



Averaging 70,000+ Page Views Monthly

High engagement rate with your ad



Majority New Visitors Utilizing App

Tap into brand new audiences eager to experience the Finger Lakes

Banner Ads

A static, linkable image able to be featured near the top of any main category page.

\$400/month

Ad Copy Specifications:

840px W x 520px H @ 72 dpi

Digital Advertising Packages

Choose from longer term plug and play advertising strategies and let us help you customize your campaigns.

WANDERER \$2,500

- 1 Homepage Banner
- 1 Inside Banner
- 1 Featured Article
- 1 Featured Event
- 1 Featured Partner Listing

[\$3,200 value]

ADVENTURER \$5,000

- 1 Homepage Banner
- 2 Inside Banners
- 3 Featured Articles
- 3 Featured Events
- 1 Featured Partner Listing

[\$6,200 value]

EXPLORER \$10,000

- 3 Homepage Banners
- 3 Inside Banners
- 6 Featured Articles
- 6 Featured Events
- 1 Partner Highlight

[\$13,750 value]

Plan once. We take over the rest.

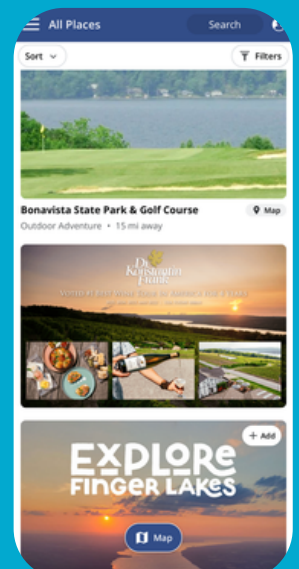


★ Dr. Konstantin Frank Winery



Dr. Konstantin Frank Winery

Hammondsport, NY



EXPLORE FINGER LAKES

Email Marketing



36% Open Rate

Exceeding industry benchmarks



53,000+ Active, Opt-In Subscribers

Making up the region's largest tourism and hospitality marketing email list, and growing!



Over 1.3 Million Annual Sends

Continually cultivating active engagement

EXCLUSIVE NEWSLETTER

Your Email Sent to Our Mailing List

Provide us your exclusively branded marketing email content and we'll blast it out to our 53,000+ person subscriber list.

\$1,500/month

PUBLIC NEWSLETTER

Your 600px wide x 200px tall banner ad included in our public e-newsletter

\$600/month

PARTNER NEWSLETTER

Your 600px wide x 200px tall banner ad included in our partner e-newsletter. Best for Business-to-Business Announcements & Offers

\$150/month



PRINT ADVERTISING

Regional Travel Guide



70%

Requesting a travel guide visit the region within 1 year.



100,000

Guides distributed in the US and Canada



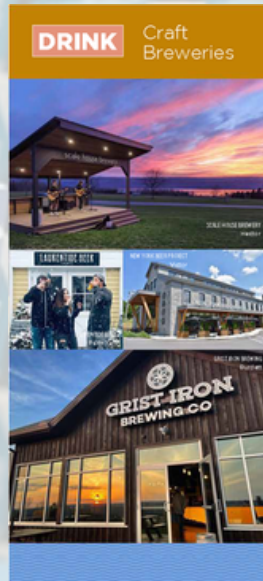
12,000+

Online views



3,600+

Travel guides distributed at The Windmill Farm & Craft Market at Explore Finger Lakes tourist booth



Back Cover

\$5,000

1/2 Page

\$2,200

Inside Front Cover

\$4,500

1/4 Page

\$1,750

Inside Back Cover

\$4,000

1/8 Page

\$1,500

Full Page

\$3,500

Featured Photo Set \$750



PRINT ADVERTISING

Regional Travel Guide

Full Page

Non-Bleed 7" wide x 9" tall

Bleed 8.25" wide x 10.75" tall

Half Page

6.875" wide x 4.625" tall

Quarter Page

4.583" tall x 3.333" wide

Eighth-Page

3.333" wide x 2.166" tall

1/2 PAGE

FULL PAGE

1/4 PAGE

1/8 PAGE

Featured Photo Set

We'll design your Photo Set!

All you have to do is supply two high quality photos



INTERLAKEN

Lively Run Goat Dairy LLC
8978 County Road 142, Interlaken
607.532.4647
www.livelyrun.com

Plan your visit
cornimg.org

KIDS FREE

Relax at your site.
Have fun around the lake.

Conesus Lake
CAMPGROUND

Campsites, Rental Units, Watersport Rentals.
Learn more & make reservations at:
ConesusLakeCampground.com

the1890house.org

Within these walls lived inventor Chester Wickwire, a local industrialist. His company manufactured a variety of wire products: window and fireplace screens, fences, and more. His success in the wire industry provided him with an opportunity to build this unique, castle-like Victorian home. Chester, his wife Sarah, and their sons Frederic and Charles lived in this elegant home. After the death of his parents, Frederic returned to the home with his wife Marian and their four children. The museum welcomes community use for a variety of events: birthday parties, weddings, bridal showers, corporate events, celebrations of life, book club meetings, or a "murder mystery" with friends. Highlights also include the newly renovated Carriage House. Explore our entertainment packages or build your own firing your own refreshments, or work with a caterer of choice to make your day special. The 1890 House also welcomes the public to annual events such as Victorian tea, ice cream socials, open houses, and various holiday celebrations. A current list public event information: the1890house.org/events. Hours: the1890house.org/hours. Thursday-Saturday, 11:00am to 4:00pm. Sunday, 12:00pm to 4:00pm. Photo by: Chad Beckett/Chad Beckett

Capture your
LAGO MOMENT
AT DEL LAGO RESORT & CASINO

Visit us! 1133 NY-414, Waterloo, NY
dellagoresort.com

MUST BE 21 OR OLDER. FOR HELP WITH PROBLEM GAMBLING
CALL 877.8.HOPENY OR TEXT HOPENY (467369). SCAN HERE
TO TALK WITH SOMEONE NOW ABOUT YOUR GAMBLING.

PRINT ADVERTISING

Road Map

Old School Utility Meets Modern Style



50,000

Road maps distributed in the US & Canada



5,000+

Road maps distributed at The Windmill Farm & Craft Market at Explore Finger Lakes tourist booth



Print with a Long Shelf Life

Travelers use maps beyond the initial planning phase and often keep them long-term



ONLY Regional Road Map Available

Be featured in the only regional road map produced



Block Ad

A 3"x3" block ad featured alongside the road map's margins. (Only 12 spots available)

\$3,000

Featured Business Highlight

Your logo featured on the business information side of the map. (Only 10 spots available)

\$1,000

Enhanced Listing

Your business entry consisting of business name and phone number highlighted in color.

\$225



FEATURED BUSINESSES



GENEVA C-2*

EAT

- Edgar's Steakhouse and Stonecutters Casual Dining Restaurants at Belhurst | 315.781.0201
- F2T Kitchen | 315.789.0400
- Kindred Fare | 315.787.0400



EXPLORE FINGER LAKES

Eat. Drink. Play. Stay.

315.536.7488

