

CAYUGA COUNTY CONVENTION AND VISITORS BUREAU
EXECUTIVE DIRECTOR'S REPORT
February 6, 2018

Meetings, etc.

- 12/5, Equal Rights Heritage Center mtg.
- 12/5, CLSB Digital Marketing mtg.
- 12/6, Historic & Cultural Sites mtg.
- 12/6, Equal Rights Heritage Center mtg.
- 12/7, Pinckney Hugo conference call
- 12/7, Coburn Design conference call
- 12/7, FLRTC Communications Committee conference call
- 12/8, Finger Lakes Sweet Treat Trail mtg.
- 12/8, staff mtg.
- 12/8, Adworkshop digital marketing plan review conf. call
- 12/11, ADP meeting re: Employee Manual
- 12/13, NYSTIA mtg.
- 12/15, staff evaluations
- 12/15, Equal Rights Heritage Center mtg.
- 12/18, new County Administrator reception
- 12/19, Group Sales mtg.
- 12/20, Canal NY conference call
- 12/21, Finger Lakes Regional Tourism Council mtg.
- 1/3, Finger Lakes Sweet Treat Trail mtg.
- 1/4, HR One conf. call re: Employee Manual
- 1/9, State of the State address @ Cayuga County Chamber
- 1/9, LOSPC mtg. (Gillian)
- 1/9, Historic & Cultural Sites Marketing Committee mtg.
- 1/10, Historic & Cultural Sites Committee mtg.
- 1/12, Staff mtg.
- 1/12, HR One Conference Call
- 1/17, Meeting with Doug Dello Stritto, new Parks & Trails Director
- 1/17, Equal Rights Heritage Center sub-committee meeting
- 1/17, Equal Rights Heritage Center Public Hearing
- 1/18, FLRTC meeting
- 1/22, Mtg. with new legislator, Charles Ripley

- 1/23, Mtg. with Destiny Marketing
- 1/23, County Legislature meeting/Air B&B resolution
- 1/24, Coop marketing meeting with B. Smock/MGR
- 1/24, Conf. call with M. Eriksen
- 1/25, Economic Forecast luncheon
- 1/30, Canadian Coop conference call
- 1/30, Historic & Cultural Sites conference call
- 1/31, Pre - Board meeting with M. Carnicelli and M. Eriksen
- 2/1, Equal Rights Heritage sub-committee mtg.
- 2/2, Pinckney Hugo digital press kit conference call
- 2/2, MGR coop ad meeting
- 2/5, Audit

Public Relations

Press Releases

- 1/11, *Snowmobile Trail Map Available at Cayuga County Tourism Office*

Editorial Placements

- 11/24, *3 Tips to Immediately Reinterpret Tours: A Case Study with The Cayuga County Office of Tourism*, ~~Museumhack.com~~
- 12/13, *18 Best Upscale Hideaways in the Northeast USA 2017*, ~~Huffington Post~~, UVM 22,910,627, (Springside Inn highlight) - **direct result of press tour**
- 12/19, *Hot Ideas: Spiked Teas, Meetings & Conventions*, 104,594 UVM (Inns of Aurora highlight)
- December 2017, *Wineries in Upstate's Finger Lakes*, ~~USA Today~~ Special Edition, 2.5 million readers daily, 5 million digital readers (Heart & Hands highlight)
- 12/27, *Springside Inn Honored by blogger*, ~~The Citizen~~
- 1/12, *Snowmobile trail maps feature CNY*, *Southern Tier*, ~~The Citizen~~
- 1/19, *The NoMad Wine Director Shares His Weekend Guide to New York's Finger Lakes*, ~~vogue.com (German version)~~, UVM 6,599,310 (Inns of Aurora/Heart & Hands feature)
- 1/24, *New York Has Its Own Sweet Treat Trail And You'll Wish You had Discovered it Sooner, Only In Your State* (Finger Lakes Sweet Treat Trail feature)
- January 2018, *Where to go in 2018*, ~~WestJet Magazine~~, 46k circulation, (Harriet Tubman National Historical Park feature)
- January 2018, *62 of the Best Barley Wines Blind Tasted and Ranked*, ~~Paste Magazine~~, 8 million unique monthly visitors (Prison City Pub & Brewery feature)
- January/February, *Bringing Harriet Tubman to Life*, *Life in the Finger Lakes*
- 1/27, *Band of Angels*, ~~Janus Adams Radio Show~~, (Seward House highlight) - **direct result of press tour**

Presentations

- 1/11, Springport Seniors

Misc

- 12/18, WAUB
- 1/12, Citizen interview re: trails
- 1/20, West End Theater Open House
- 1/22, WAUB
- 1/27, New York Times Travel Show with Canal NY

Professional Development

- 1/17, Wednesday Morning Roundtable (Meg & Maureen)

Inquiries

- See Inquiry reports in BOD packet

Occupancy/RevPar/ADR

- Occupancy for November was 40.2% (-13% from 2016), 51.5% ytd. (-5.3% from 2016)
- ADR for November was \$91.60 ((+2.8% from 2016), \$106.29 ytd (+2.4 % from 2016)
- RevPar for November was \$36.84 (-10.8% from 2016), \$54.69 ytd (-3.1% from 2016)
- Occupancy for December was 33.7% (-14.1% from 2016), 49.9% ytd (-5.9% from 2016)
- ADR for December was \$88.14 (-.3% from 2016), 105.25 ytd. (+2.4% from 2016)
- RevPar for December was \$29.66 (-14.4% from 2016), \$52.57 ytd (-3.7% from 2016)

E-marketing

- December & January e-marketing reports included in packets
- January e-blast, sent to 24,075 emails, Valentine's Day theme, included in packet
- Winter e-newsletter included in packet
- 2041 unique visits to tourcayuga.com for the month of December, 49,219 for total year 2017(up 7% from 2016)
- 2563 unique visits to tourcayuga.com for the month of January 2018

Visitor stats

The Tourism Office displays a wall map to capture points of origination for our walk-in visitors. In 2017 we had visitors from 27 States plus the District of Columbia and 13 foreign countries. The top 3 States were New York (NYC, Syracuse, Buffalo & Rochester being the top feeders), Pennsylvania (predominantly greater Philadelphia) and Ohio in that order. The top three foreign countries were Canada followed by England and Australia (tied). Approximately 2000 people used the Tourism Office as a walk-in resource (48% local/52% non-local).

Audit

- Cuddy & Ward began our annual audit on February 5 and plan to issue the report on approximately April 5, 2018. I am scheduled to present the report to the County Planning Committee on April 10th. Audit letter to Board of Directors included in packet.

Occupancy Tax Law

Every three years the County Occupancy Tax Local Law comes up for renewal and 2018 is the renewal year. The law will expire September 21, 2018. The first step in this process is to request that the County Planning Committee authorize the resolution to set a public hearing date and then move the adoption of the resolution. I have requested and been granted a place on the April Planning Committee agenda to begin the process. Occupancy Tax income is vital to the sustainability of the Cayuga County Tourism Office.

Air B&B

The Cayuga County Legislature unanimously approved the resolution authorizing Cayuga County to enter into an agreement with Air B&B to pay occupancy tax on room rentals at the regularly scheduled legislative meeting on January 23, 2018.

Legislative Appointment

Ryan Foley has stepped down from serving on the CCCVB Board and in his own words said, "It's been an honor to serve in my role for 4 years. I've worked and have had the pleasure to meet so many active people in our community that are trying to help the county promote tourism. Working with you and the rest of the Board was always a great experience, and I am, in part, able to make this move knowing full well it'll be in good hands moving forward." We are waiting for our new legislative appointment to be made. In the meantime, I have set up meetings with new legislators to brief them on the work of the Tourism Office.

2018 Marketing Plan

The 2018 Marketing Plan has been created and is posted on the tourcayuga.com web site under the 'partners' tab. If there are any areas where you feel we can work cooperatively, please feel free to contact me.

Human Resources

I have received the first draft of our new employee manual and in the process of reviewing the document. We should have a final version by the end of the first quarter.

Training Needs

As part of the Education Committee's plan of work we have sent a Training Needs survey to our tourism partners via Survey Monkey to gauge their needs in this area. So far, we have 34 responses. If you have not responded to the survey it is still open, so please take the time to complete it. The Education Committee will review the results to determine what type of educational sessions would be most useful to our partners.

Annual Report

The 2017 Annual Report on Tourism is included in your packet. It is also posted on our web site. This is a good synopsis of what the Tourism Office does and useful tool for advocacy purposes. If you would like additional hard copies to distribute, please stop by the Tourism Office and we are happy to give you a supply.

Upcoming Activities

- February 8, Finger Lakes Sweet Treat Trail 2018 kick-off meeting
- February 10-15 Meg on vacation
- March 6, 2018 - e-learning presentation, during regularly scheduled BOD mtg.

Misc. items in packet

- Group Sales Report