

CAYUGA COUNTY CONVENTION AND VISITORS BUREAU
EXECUTIVE DIRECTOR'S REPORT
April 3, 2018

Meetings, etc.

- 3/7, Employee handbook conference call
- 3/7, staff meeting
- 3/7 Crowdrift presentation
- 3/7, Tourism Industry Coalition conference call
- 3/8, Mtg. with Brandi Miller, DOS, Holiday Inn
- 3/8, Aurora tour and mtg. with Lisa Burns, new ED, Finger Lakes Tourism Alliance
- 3/9, CCCVB Education Committee mtg.
- 3/9, Auburn Doubledays mtg.
- 3/9, Passport to History mtg. (Gillian)
- 3/12, Tourism Action Day
- 3/14, Historic Sites Commission mtg. (Gillian & Maureen)
- 3/15, Finger Lakes Regional Tourism Council mtg.
- 3/19-3/23, Vacation
- 3/19, LOSPC mtg. (Gillian)
- 3/27, Group Leader breakfast
- 3/27, CCCVB Audit & Finance Committee, Audit Review
- 3/27, Public Hearing for Shakelton project
- 3/29, Pre-Board mtg. with M. Eriksen
- 3/29, State of the City/County luncheon

Public Relations

Editorial Placements

- 3/7/18, *10 Places You Need To Visit in Honor of Women's History Month*, ~~NewNowNext~~, 1.5 unique monthly visitors, Harriet Tubman Home highlight
- 3/8/18, *16 Must-see U.S. Landmarks That Celebrate Women's History*, ~~Travel & Leisure~~, 3.1 million unique monthly visitors, Harriet Tubman Home highlight – also posted on Instagram page (3.3 million followers) and Facebook page (2.9 million followers)
- 3/9/18, *16 must-see U.S. landmarks that celebrate women's history*, ~~Boston Herald~~, 8.9 million unique monthly visitors, Harriet Tubman Home highlight

- March 2018, *9 Feminist Trips to Take With Your Friends this Spring*, ~~Bustle~~, 16.3 million unique monthly visitors, Harriet Tubman Home highlight
- 3/12/18, *Cayuga County Tourism Guide Now Available*, fingerlakesdailynews.com
- 3/27/18, *5 Cities that Celebrate Women's History*, ~~livability.com~~, Harriet Tubman National Historical Park highlight

Misc

- 3/15, WAUB interview regarding new Travel Guide
- 3/28, The Citizen interview re: ERHC

Professional Development

- 3/20, Simpleview webinar (Maureen)

Inquiries

- See Inquiry report in BOD packet

Occupancy/RevPar/ADR

- Occupancy for February 2018 was 35.4%, ytd 33.3%
- ADR for February was \$89.06, ytd \$88.51
- RevPar for February was \$31.56, ytd. \$29.52

E-marketing

- March e-marketing report included in packets
- March e-blast, with National Goof Off Day theme sent to 29,545 emails, included in packet
- 2700 unique visits to tourcayuga.com for the month of March, 7797 unique visits ytd (up 3%).

Finger Lakes Sweet Treat Trail

The 2018 Finger Lakes Sweet Treat Trail brochure is in your packets. This year the Trail runs May 5 - November 25 and includes 19 stops. There will be a spring kick-off at Va Va Bloom at Dickman Farms, April 14 & 15 and a Fall kick-off at event on September 7 at the Schweinfurth Art Center.

2018 Cayuga County Visitors Guide

A copy of the 2018 Visitors Guide is in your packets. Gillian has boxes of guides for you to pick up after the meeting. This year's guide features a new centerfold, pull-out map, new photography and informational updates.

Tourism Action Day

I attended Tourism Action Day in Albany on March 7, 2018 with other members of the tourism industry from across New York State. The purpose of the event is to discuss the importance of tourism to the State's economic well-being. It is an opportunity to remind our elected officials that tourism works, and it needs their continued support. Tourism is a \$3 billion dollar industry in the Finger Lakes Region (which includes portions of 3 economic development regions). In addition to attending the scheduled programming, we had private meetings with Senator Rich Funke, Chair, Cultural Affairs, Tourism, Parks & Recreation and Cayuga County Senator, Pam Helming, who also serves on this committee. I Love NY funding was restored to last year's level in the State budget the day after we visited Albany.

Upcoming Activities

- April 10 - County Planning Committee, audit review and request resolution to renew occupancy tax law for another 3 years
- April 12, e-learning presentation to key industry partners and The Citizen
- April 23-24, Empire State Tourism Conference, Schenectady
- April 24- Occupancy Law resolution goes before full Legislature and Public Hearing set

Misc. items in packet

- Group Sales Report
- 2018 Cayuga County Visitors Guide
- Finger Lakes Sweet Treat Trail 2018 brochure