



Tourism Sales

Student Tours

We are in the process of creating a list of *performance opportunities* for visiting school groups during 2009 and beyond. This is a very important component in being able to attract youth tour groups to the Rochester area. If you are hosting a special event such as a festival where you can guarantee an audience – we would like to know! The music groups are often choirs, jazz ensembles and school bands and in order to receive necessary school credit they need to fulfill suitable performance opportunities. It would be great for area businesses if they choose Rochester! Please let us know if potential opportunities exist. Contact Sonia Asencio or Paula Savage at 585-279-8309.

Annual Phone Blitz

VisitRochester is conducting our annual Phone Blitz on June 16th and is currently looking for volunteers to assist. For those interested, you will be given complete orientation prior to performing calls, with breakfast and lunch being provided. However, we do ask for a two hour time slot minimum. This is a great opportunity to get acquainted with tour companies who visit the Rochester area. Many of our members in past years have booked new business during the Phone Blitz. Please call Sonia Asencio to RSVP at 585-279-8309.

Sharpen Your Packaging Skills

“Hospitality U” is hosting a packaging workshop on the morning of June 18th. The workshop is scheduled to last three hours. There is an enrollment fee of \$25 for the workshop. Learn about the many packaging opportunities available to you through your VisitRochester membership. This is a hands-on workshop targeting the leisure market. You will be given all the tools you need to create appealing and fun-filled packages geared towards today’s consumer demands. Please contact Sonia Asencio for location and times at 585-279-8309.

Snyder Tours Mini Marketplace

On July 22nd VisitRochester will host a Mini Marketplace for group leaders belonging to Snyder Tours. Display tables are being offered on a first-come basis. There is a \$50 charge per company to provide a table top display. Door prizes, lunch and entertainment are being planned during the event. One hundred group leaders are being invited from Syracuse, Utica, Southern Tier and Buffalo. Don’t miss this outstanding opportunity to boost your group business. Only VisitRochester members are invited to display. For more information and to RSVP contact Sonia at 585-279-8309.

We Need Your Packages and Special Offers

VisitRochester provides this member-benefit to all members interested in advertising their special offers and hotel packages on our web site. Don't miss this unique and cost-saving opportunity to attract "new" business.

Your overnight stays will be posted on the VisitRochester web site and the I Love NY web site. You decide the dates for your packages, black outs, etc. To submit your packages please complete a special form provided by VisitRochester (included in May VizBiz under Tourism Sales). Contact Sonia Asencio if you have any questions at 585-279-8309. Use this form for overnight stays and special offers. In addition, VisitRochester is exploring opportunities with internet booking engines that will help drive more business to our members.