



## Marketing

### Canadian Market Is Target for June Tourism Promotions

*VisitRochester* is working on two major programs intended to attract Canadians to the area this summer and through the year. A previously announced cooperative advertising campaign on radio and in print will commence in June and will be offered to members for participation later this month. Additionally, a day-long showcase on June 10<sup>th</sup> for Toronto-area media, travel-trade companies and meeting planners is being developed in conjunction with New York State's re-launch of the *I Love New York* program which will now be more focused on Upstate.

"For our Canada advertising, we'll be building upon what we learned from last year's program," said Greg Marshall, VP of marketing for *VisitRochester*. "We had great feedback from members and visitors that will help us build an even stronger campaign this year. Our media partners on both sides of the border are working hard on an innovative program that I believe will be very effective for our members."

*VisitRochester* member Karen Dodson, of Waterloo Premium Outlets and chair of the VIC's Cross Market Sales Promotion Committee is focused on the Toronto event. "It was always our plan to do high impact Rochester events for various market groups in Toronto and New York City," Dodson said. "By working with New York State and being able to benefit from their new programs, we'll attract a much broader audience in Toronto. It's very exciting and worthwhile," she added.

Details on both the co-op advertising program and the cross-market Toronto event will be provided at the May 20<sup>th</sup> Visitor Industry Council meeting, 3:00 p.m. at the Memorial Art Gallery. Members with questions or comments should contact Greg Marshall at 585-279-8318.

### New Markets Implementation Committee Concludes Its Work

After eighteen months of work that brought forth a strong focus on new, promising markets for *VisitRochester*, the Visitor Industry Council's New Markets Implementation Committee completed their work on April 29<sup>th</sup>. Chairperson Susan Morris of Realty USA had these final words for her committee:

"I just wanted to thank everyone on the New Markets Implementation Committee for the wonderful experience I had working with you. I feel that we brought to light some important realizations about under-served Rochester visitor markets and audiences. We created an atmosphere in our meetings where members could feel free to express thoughts and want to share their ideas. I think that contributed a great deal toward what we accomplished together.

During the committee's work, it developed and distributed a series of brochures focused on seven new special interest markets: Flowers, Golf, Photography and Film, Outdoors, Travel with Kids, Women's Heritage and Music. The group discussed and evaluated the community's strength in each market, attended travel shows to evaluate market reaction, and interviewed several leaders in each category. As part of its final few meetings, the committee developed a wide range of advertising and promotional programs that will be utilized by VisitRochester staff as it develops future marketing campaigns. A first step will be a prominent "Special Interests" section on VisitRochester's new website, which was launched this past week.