



Marketing

Rochester Shines at Toronto Trade and Media Event; Perseverance Pays Off

Ask almost anyone there and they'll agree, *VisitRochester* was the most significant presence at June 10th's *I Love New York* event at the Toronto Hilton. Over 150 media representatives, tour operators and senior travel trade representatives attended various parts of the day-long event co-sponsored by the New York State Division of Tourism and participating partners from various Upstate destinations. Programs included a media luncheon, travel trade reception, destination exhibits, media campaign announcements and lots of door prizes.

Included in *VisitRochester's* substantial presence were representatives from Wilmore's Collection of Shopping Centers (Marie Cornelius-Eastview Mall), Strong National Museum of Play (Susan Trien), Clarion Riverside Hotel (Kelsey Shores), Waterloo Premium Outlets (Karen Dodson), George Eastman House (Dresden Engle) and Seaway Trail (Teresa Mitchell). Patti Donoghue, Paula Savage and Greg Marshall attended on behalf of VisitRochester.

The Visitor Industry Council's Cross Market Sales and Promotion Committee chaired by Karen Dodson worked diligently to encourage New York State to embrace the Canadian market as a part of their new "re-branding" of the *I Love New York* program. Largely because of the committee's efforts, the State allowed individual businesses to participate in the June 10th event.

"I'm very pleased and proud of the impact our committee made in Toronto," said Dodson. "For a first-time event, we were quite pleased with the results. In fact, several of those who participated have already reported booked business."

Dodson's committee has turned their focus to a similar event in New York City. Discussions with New York State officials will be held later this month.

Altman To Chair VIC's "Talkin' Rochester..." Committee

Lisa Altman, vice president of Technology Rentals of America, has been named new chair of the Visitor Industry Council's project titled "Talkin' Rochester on the Web!" The project started and stopped earlier this year due to some staff and member transition.

This important VIC project will review the vast amount of user-generated content on the internet that may or may not accurately depict Rochester as an appealing destination. The first order of business will be to review current Rochester content on sites such as Trip Advisor, Travelocity, Wikipedia and others. Secondly, the group will recommend a system for ongoing monitoring and appropriate reaction to inaccurate or troubling content. Lastly, the committee will focus on ways VisitRochester can enhance its e-marketing programs and take advantage of today's social and viral marketing opportunities.

More details about the committee's work and meeting schedules will be presented at the next full VIC meeting, Tuesday, July 15th, 8:30 a.m. at George Eastman House.

Co-op Canadian Ad Program Moves Focus to Autumn & Holidays

Based on information from members who've indicated they prefer help in generating September through December business, the start of *VisitRochester's* co-op Canadian advertising program will be eight weeks later than originally announced. The campaign, ***The Road To Rochester is Paved With Prizes and Surprises***, will kick off the first week of September using radio advertising in Greater Toronto and newspaper tip-in's throughout the "Golden Horseshoe" communities of Mississauga, Burlington, Hamilton and St. Catherine's. *VisitRochester* member Bob Scott is developing the program and cultivating interested members. Member interested in campaign details can reach Bob directly (585) 413-3580.

According to *VisitRochester's* vice president Greg Marshall, "Our resources are such that we will be able to mount only one, eight-ten week campaign in Ontario. Since business levels appear to be quite stable for the upcoming summer months, we decided to move in the direction preferred by our co-op partners. The autumn months have traditionally been strong cross-border travel months for Canadians and moving the campaign will allow us to increase our market share against some other destinations."

The campaign includes a website component that provides contests with participant prizes. A unique component is that each co-op partner will receive the names and addresses of all those who enter the contests so that they can undertake individual follow-up if they choose.

New Markets Information Expanded for VisitRochester Website

New, expanded information has been developed for niche market interests and it will be placed on *VisitRochester's* website this month. Expanded information about Travel with Kids, Film and Photography, Women's Heritage, Outdoor Recreation, Golf, Music and Flowers was recently completed. Logos representing each category will greet visitors to the website. A click on their topic of choice will take them to expanded text with hot links to individual locations and services related to that area of interest.

The program is part of the continued implementation of the Visitor Industry Council's New Markets Committee. Another program of the group in development is a special web section of interest to gay and lesbian travelers.