



**VisitRochester and I Love New York Work Together To Lure Canadian Visitors
June 10th Toronto Event Targets Media and Travel Industry**

Rochester's tourism industry is joining forces with the New York State Division of Tourism to remind our neighbors to the north that New York Loves Canada!

VisitRochester representatives and members will travel to Toronto to co-host a media luncheon and travel industry reception on June 10th. The program is part of the recently announced re-launch of the *I Love New York* brand and its focus on Upstate appeal. The day-long event featuring news and exhibits will be held at the Toronto Hilton. Rochester displays, brochures and door prizes will provide reasons Canadians should be considering our area as a premier close-to-home destination this summer and beyond.

Traveling along with VisitRochester and participating in the state's event will be representatives from George Eastman House, Strong National Museum of Play, Clarion Riverside Hotel, Wilmorite's collection of malls and shopping centers, The Seaway Trail and Waterloo Premium Outlets. Other destinations from throughout Upstate New York have been invited to participate as well.

"Capturing an increased share of the Canadian market in this period of opportunity is a significant component of VisitRochester's 2008 business plan," said Ed Hall, president and CEO of VisitRochester. "We had planned to do a series of promotional events with our members, but coordinating with the state is smart and being part of their new campaign is a great opportunity for us."

The parity of the U.S. and Canadian dollars, coupled with gas prices (actually cheaper in the U.S.) and the diversity of options make travel to Upstate New York very appealing. Border cities have seen a significant influx of Canadians over the past year.

In late June, using information from this event, VisitRochester will commence an advertising campaign that will feature special offers and incentives. The advertising will be coordinated with other plans for I Love New York promotions.