



2024 Marketing Plan

TOUR
CAYUGA
in the FINGER LAKES



Contents

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- 2. Destination Attributes: Definition of our unique selling position and traditional marketing themes.
- 3. Personas: Who are we marketing to, and how we are reaching them & budget percentage spend.
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- 5. Content & Collateral: Print, digital, and website. It will all be found here.
- 6. The Numbers: Here you will see our KPI's, metrics,
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TOUR CAYUGA

in the FINGER LAKES

Mission



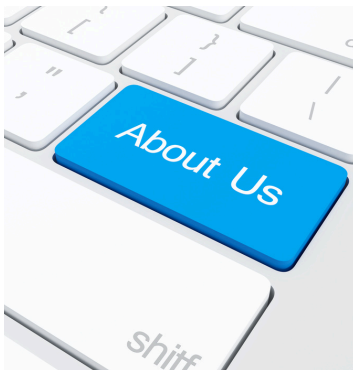
The Cayuga County Convention & Visitors Bureau (CCCVB) is Cayuga County's tourism promotion agency. We increase tourism and related revenues through promotion and research based targeted marketing, and we improve the visitor experience by providing data and training to local hospitality industry providers. We continuously work to increase tourism and improve the visitor experience, which in turn stimulate economic growth and sustain recreational and cultural opportunities in the County.

Vision



The CCCVB will be the primary catalyst for the ongoing development of a dynamic, collaborative and innovative Cayuga County tourism industry which: Enhances economic development throughout the county, improves quality of life for its residents and provides an unparalleled Finger Lakes visitor experience.

About us



Executive Director:
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DESTINATION ATTRIBUTES

History

Our destination is steeped in historical figures and sites to visit.

Health & Wellness

Trends tell us this will be a big theme for travelers, highlighting the Inns of Aurora Spa, nature walks, healthy dining will position us well.

Outdoor Recreation

Sterling Nature Center opening, our trail systems, bountiful fishing will continue to position us as a prime outdoor destination.

Culture

We will be promoting the pride of place campaign, small business based on historic trailblazers and our communities.

The Arts

We have many ways that the visitors and residents can engage, participate, and enjoy traditional, fiber and theatrical arts.

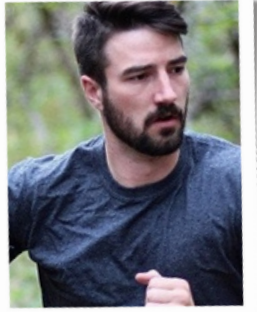
Food & Wine

Agriculture is a large part of the culture of our destination, highlighting farm to table, sustainable, and family run establishments will keep our destination “on trend”.



PERSONAS

Michael-James 15%



Cayuga County

Product matches:

Social Movements
Authentic Experiences
Breweries
AirBnB
Brave Women
Go Beyond
Live Entertainment

Research:

Social Media
Top 10/Best of...
I LOVE NY
Word of Mouth
Mobile first content
UGC

Tactics:

Visual focus - combination
Video
Ambassadors
Sponsored Blogs
Media Trips/Influencers

Marianne 25%



Cayuga County

Product matches:

Health & Wellness
Culinary & Wine
Arts & Culture
Multiple lodging types

Research:

Social Media
I LOVE NY
Word of Mouth
Curated content

Tactics:

Visual focus - curated
Ambassadors
Media Trips
Paid social ads

Shawn 11%



Cayuga County

Product matches:

Social Movements
Authentic Experiences
Breweries
AirBnB
Brave Women
Go Beyond
Live Entertainment

Research:

Social Media
Top 10/Best of...
I LOVE NY
Word of Mouth
Mobile first content
UGC

Tactics:

UGC - visual focus
Video
Ambassadors
Sponsored Blogs
Media Trips/Influencers

PERSONAS

George 11%



**Cayuga County
Product matches:**

Outdoor & Fishing
Family friendly attractions
State & local parks
Sporting events

Research:

Print Journals
Social Media
Word of Mouth
Tourism Call Center

Tactics:

Digital curated content
Print journals
Paid social ads

Monica 25%



**Cayuga County
Product matches:**

Health & Wellness
Culinary & Wine
Arts & Culture
Luxury lodging

Research:

Facebook
Trip Advisor
ILNY
Word of Mouth

Tactics:

Paid Social ads
PR
Group tours
Video

Jayson 11%



**Cayuga County
Product matches:**

Family friendly attractions
Culinary & Wine
Outdoors
Scenic Drives
Chain hotel

Research:

Social Media
Word of Mouth
Tourism Website

Tactics:

Paid social ads
Geo & re-targeting
Website

Quarter 1

Campaign: Brave Women

- Quiz & itineraries
- Women profiles
- Events

Campaign: Hibercation

- Lodging
- Retail
- Outdoors

Campaign: Sweet Treat Trail Planning

- Participation confirmation
- Collateral updates
- Theme
- Map implementation

Erie Canal Bicentennial

- Events
- Announcements
- App
- Itineraries

Total Solar Eclipse

- Education of partners and visitors
- Science, fun facts, viewing locations
- Itinerary ideas
- Things to do in addition to eh eclipse

Evergreen content

- Culinary
- Holidays
- Events

Quarter 2

Campaign: Go Beyond

- Horseback Riding
- Hot air ballooning
- Hiking

Campaign: Sweet Treat Trail

- Social Media launch
- Website, blogs, homepage updates

Total Solar Eclipse

- Actual event
- Follow up - image sharing
- Crowdriff - Photo contest

National Travel & Tourism Week

- Ambassador event
- Tourism education & impact

Evergreen Content

- Spring
- Wine & Craft beverage
- Farm to table dining
- Theater
- Health & Wellness

Museums & Historians

- America 250 planning
- Museums reopenings

Quarter 3

Campaign: Hibercation

- Partner outreach
- Vendor contract
- Content planning

Campaign: Go Beyond

- Road Trips
- Fishing
- Scuba diving
- Foraging

Museums & Historians

- Historical posters launch
- Geographic outline posts

Evergreen Content

- Scenic Drives
- Health & Wellness

America 250 - continue planning

- Partner education
- Slogan/logo/poster design
- Blog ideas

Apps

- Underground Railroad Month
- UGRR apps
- Erie Canal Apps

Quarter 4

Campaign: Hibercation

- Finalize partners
- Contract creative

Campaign: Go Beyond

- Snow shoeing
- Winter hikes

Campaign: Sweet Treat Trail

- Wrap up
- 2025 Planning

America 250 planning

- Teaser of logo, poster, web page

Museums & historians

- Holiday events

Evergreen Content

- Health & Wellness
- Holidays
-

CONTENT & COLLATERAL

Going Digital

In efforts to be a more sustainable organization, in the environmental aspect specifically, we will work to digitize all of our collateral pieces. This will also allow us to respond to queries faster, spread it more widely, and enhance the user experience on our website thus increasing the time on site.

Traditional Print

The traditional print that we do in both our in house created pieces and our advertisements we will incorporate QR codes to increase measurability, encourage digital use and website visitation, and work to ensure that the material that is printed on is recycled and/or recyclable.

Focus

Our 2024 focus will be heavy on our communities and inviting visitors to get to know us, our destination and why we think it is so special, and worth the trip. We will continue to use local models in our video and image shoots, we will increase the run of our Pride of Place campaign throughout the year in it's 3rd season. Trends for 2024 are for connection and immersion in the destinations that are visited.

Sustainability

The future depends on the sustainable work we do today. Travelers are selecting destinations that demonstrate environmental responsibility. 80% of travelers indicate sustainability is important to them.

In 2024 our office will strive to reduce our dependence on printed collateral by: Digitalizing our collateral, using the QR codes, sending out surveys via e-mail, communicating with partners and visitors in a digital manner whenever possible.

THE NUMBERS



KPI's

Due to the changes in trends, information consumption, and the heavy emphasis on videos and digital we will be tracking the following key performance indicators:

YouTube

- Subscribers
- Views
- Completion rate on videos
- Number of "shorts" uploaded

Website

- Page views
- Top pages
- Traffic acquisition
- New vs. returning visitor
- Time on site

Email

- Sign-ups
- CTR
- Open rate

Socials

- Engagements
- Profile views
- Reach

Crowdriff

- Gallery Views
- Impressions
- Rights approved assets

DEI

While diversity, equity, and inclusion is incorporated into everything that we do from planning, vendor selection, visual & written marketing, partner education we will continue to focus on the diversity of our target markets, social media audience and campaigns we run.

STRATEGY & TACTICS

Groups

Our destination is steeped in historical figures and sites to visit. Continuing to market to the Group Tour operator and incorporating small meetings and corporate retreats will help us grow. Those that participate in group tours and those that travel for business (business) is the same group that trusts word of mouth marketing to bring back their families and friends on another trip to our destination. We will use email marketing, digital ads, trade shows and memberships for this target audience.

Digital Platforms

In 2024 we will rely heavily on digital platforms such as YouTube, Meta (Facebook), Instagram, TikTok, website, SEM (Search engine marketing - Google Ads). This more sustainable messaging allows us to track and adjust while campaigns and themes are running to attain better engagement, listing placement and brand awareness with our audiences.

Audience Engagement

We will use the trend of visitors looking for a more connective, engaging, personal experience to drive visitation to all of our communities. We will leverage local residents, organizations and business owners and community leaders to extend the invitation to visit Cayuga county to experience who we are as a destination. This invitation with a matched welcome with increase word of mouth recommendations, digital tags and shares, and thus higher destination recognition, brand awareness and increased visitation.

GOALS

OKAR

our reach goal

- Partnership with the Auburn Art Trail group, and surrounding community art centers.
 - Building relationships
 - Create project ideas
 - Complete mutually beneficial goals such as a digital trail, customizable and downloadable map & itineraries and enhanced website and social media content.

SMART

Specific, Measurable, Achievable, Relevant, Time bound

1. Gain national recognition/award for marketing our DEI work by the end of 2024. In 2023 we received state and local recognition and awards, we would like to capitalize on that momentum and create a large buzz about what we are doing and who we are in Cayuga County in 2024.
2. Create & post 12-15 short form videos per quarter. Our investment in to a new feature on Crowdriff will help us streamline our content creation, increase our productivity around creating short form videos and help us reach our audience and communities with relevant, time appropriate content.
3. Reorganize and restructure or Constant Content account by end of Quarter 2. As our main connection with visitors and partners, Constant Contact needs to be up to date with contacts, lists based on interest, campaign and original sign up intentions. By eliminating old contacts, clearing bounces we will clear space and allows us a longer time inbetween needing to upgrade the tier at which we are paying, keeping costs as low as possible for as long as possible.