

TOUR
CAYUGA
in the FINGER LAKES

2025
Public
Relations
Plan



Where you go matters. Make it count.



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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



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Destination Attributes

HISTORY

Steeped in history, our destination features many historical figures and sites to visit.

HEALTH & WELLNESS

Highlighting the Inns of Aurora Spa, nature walks, and healthy dining options will position us well. Accessibility efforts ensure our destination is inclusive, welcoming, and enjoyable for all visitors, regardless of physical ability.

OUTDOOR RECREATION

The Sterling Nature Center, our numerous parks, preserves, trail systems, and bountiful fishing will continue to position us as a prime outdoor destination, and as a proud partner of Leave No Trace, we encourage visitors to embrace their principles to help protect and sustain these natural treasures.

CULTURE

We will be promoting the Pride of Place campaign, small businesses based on historic trailblazers, and our communities.

THE ARTS

Visitors and residents can engage with traditional, fiber, and theatrical arts in many ways, including exploring the Auburn Public Arts Trail.

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.”



PR Strategies

REACTIVE PR

Reactive PR efforts encompass a wide range of activities aimed at maintaining strong relationships with media partners and responding promptly to opportunities for visibility. These efforts include addressing content collection requests from notable industry leaders such as MADDEN Media, MMGY Global, and ILNY, ensuring our stories and assets are well-represented in various campaigns and publications. Additionally, we handle media inquiries from FINN Partners and other outlets, providing timely and accurate information to support their coverage. Press releases play a key role in these efforts, as they are issued to highlight major developments within our organization, announce initiatives, and extend invitations to media events that foster engagement and collaboration.

PROACTIVE PR

In 2025, we plan to broaden our reach and increase content generation and placements by incorporating proactive PR strategies alongside our ongoing reactive efforts. This will involve, in addition to the tasks mentioned above, proactively creating and distributing "cold" press releases and pitches through MuckRack to a carefully selected list of media outlets.

Pitching will manifest in 4 key ways each month



1 pitch relating to Harriet Tubman or historical figure



1 pitch relating to the outdoors and outdoor adventure



1 pitch relating to the county's food & beverage scene



1 pitch relating to special events / seasonal offerings

PR collaborations amplify our financial reach

STATE AGENCY	PR AGENCY
ILNY	MMGY
FLRTC	MADDEN
NYSTIA	TAP

Press Releases

SCHEDULED PRESS RELEASES

In 2025, alongside “wild card” press releases issued in response to unexpected opportunities such as awards, events, or other unforeseen developments, we will also distribute planned press releases tied to the following marketing campaigns, holidays, and key initiatives dependent on PR worthiness:



Hibernation
January 1, 2025

Black Business Month
August, 2025



**Harriet
Tubman Day**
March 10, 2025



**Fall in The
Finger Lakes**
September, 2025



Sweet Treat Trail
April 1, 2025



**Underground
Railroad Month**
September, 2025



**National Travel
& Tourism Week**
May 4, 2025



**Hispanic
Heritage Month**
October, 2025



Pride Month
June, 2025



**Indigenous
Peoples' Day**
October 13, 2025



Juneteenth
June 19, 2025



**Native American
Heritage Month**
November, 2025

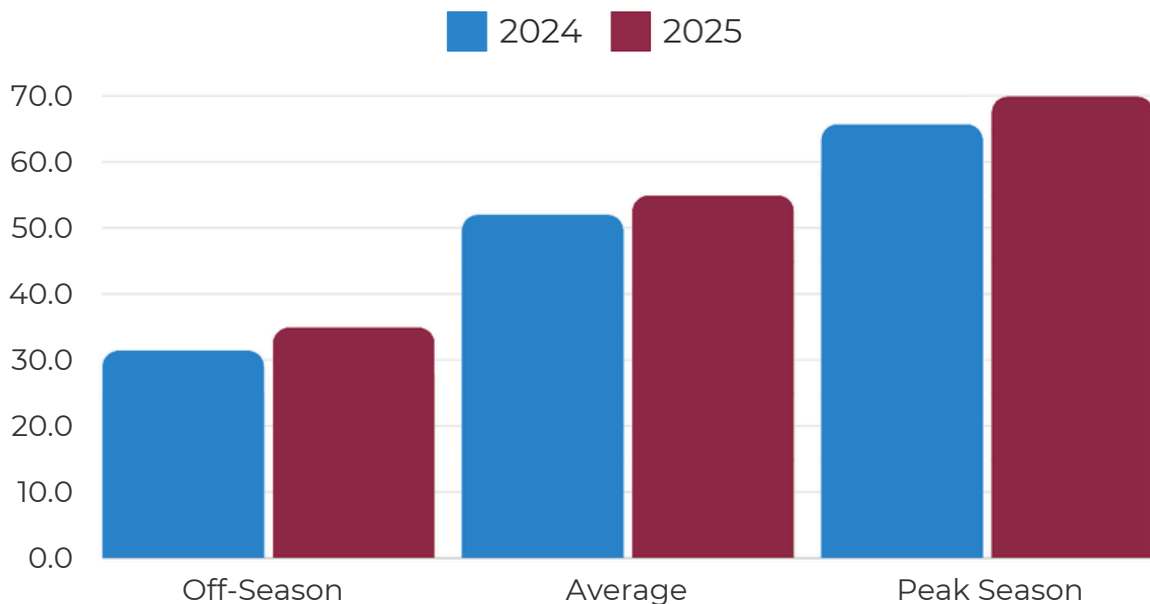
Placement Goals

2024 CALCULATIONS

Our eleven-month placement analysis for 2024 provides a comprehensive overview of media activity spanning December 2023 through October 2024. Data for December 2024 is not yet available, so it will be included in a future update. During this period, December 2023 recorded the fewest media placements, with a total of 9, reflecting a traditionally quieter month for media engagement. In contrast, August emerged as the standout month with 83 placements, showcasing the peak of our efforts and outreach success during the summer season. Across the year, our placements averaged 52 per month, demonstrating consistent performance and steady growth in media presence throughout the analyzed timeframe.

2025 GOALS

In 2025, we aim to significantly boost our average monthly placements as part of our broader **growth strategy**. During the off-season, our target is to secure 35 placements per month, focusing on consistent outreach and strategic engagement. In the peak season, we plan to maximize opportunities and achieve 70 placements monthly. By maintaining this momentum throughout the year, we aim for an **annual average of 60 placements per month**, reflecting our commitment to sustained performance and impactful results.



FAM & Media Goals

FAM & MEDIA TRIP OVERVIEW

Each year, we organize three main types of FAMs and media trips: frontline FAMs, single-writer FAMs, and group media trips. In 2025, we plan to expand the number of these visits, building on the strong success we achieved in 2024. Our goals for the upcoming year are detailed below.

In 2025 the Tour Cayuga team looks forward to collaborating with writers, motivational speakers, and founder Evita Robinson, whose work with her Nomadness Travel Tribe aligns perfectly with our mission to amplify unique, underrepresented voices in travel.

The Office of Tourism will host the "Sweet Treat Trail" Market Takeover event at the Downtown Auburn Saturday Market, transforming the Equal Rights Heritage Center into a hub of delicious discovery.

Also in 2025, Tour Cayuga is thrilled to support the Black Travel Alliance Creators Weekend. With its mission of empowering creators with practical skills in photography, writing, and editing, while showcasing Cayuga County as a destination of choice.



FRONTLINE FAMs (x2)



These FAMs will happen once each spring (April) and fall (October) in order to boost our tourism professionals' knowledge and understanding of our county's assets.

SINGLE WRITER FAMs (x10)



The cheapest way to host media and travel writers, single writer FAMs will occur on a near-monthly basis and should cover a variety of our county's assets.

GROUP MEDIA TRIPS (x2)



Like in 2024, these group trips will coincide with media events and/or major celebrations for Juneteenth and International Underground Railroad Month.

Website Pressroom

DEVELOPMENT

Inspired by best practices from other Tourism Promotion Agencies (TPAs), Destination Marketing Organizations (DMOs), and Convention and Visitor Bureaus (CVBs), a dedicated media page has been developed on the Tour Cayuga website. This new pressroom serves as a comprehensive resource hub for journalists, offering six key sections that provide all the necessary information to fully understand our destination and effectively craft engaging stories about it. These sections have been carefully curated to highlight the unique features and experiences Cayuga County has to offer. To maintain accuracy and relevance, the pressroom will undergo a review twice annually, ensuring it remains up-to-date with the latest developments and resources for media professionals.

PR Manager's Contact Information

This will let media representatives know how to contact us and who to reach out to.

Destination Description

This brief overview will give journalists a taste of our destination—and should leave them wanting more.

Photos & Videos

Separated by category/season/etc, this will contain all the imagery we want journalists to use and its rights.

Story Starters & Ideas

These should give journalists an overview of our destination's highlights and unique selling points.

Logos & Branding Kit

This will house our outward-facing style guide and should include logos, fonts, color palettes, etc.

Awards & Accolades

This should contain any major awards or features earned by our office, employees, and partners.

Budget & Costs

OVERVIEW

The general operating budget for public relations in 2024 is outlined in the chart to the right, providing a comprehensive overview of the financial framework for the year. While there is some flexibility in reallocating funds within specific categories to address emerging needs or opportunities, the overall budget remains relatively fixed to ensure alignment with organizational goals.

In addition to these expenses, conferences detailed below support skill development, networking, and events that advance the department's strategic objectives.

PR OPERATING COSTS

EXPENSES	AMOUNTS
Media Trips & Fams	\$11,000
MuckRack	\$9,000
IMM	\$8,000
Brave Women (PR Campaign)	\$16,000
NYSTIA, NATJA, PRSA, OWAA	\$5,800
Other	\$8,000
Media Activations	\$40,000
ER/HT Contract - BTI	\$60,000
	\$157,800

CONFERENCES

NYSTIA

IMM

IPW

NATJA

