



## 2017/2018 Finger Lakes Visitors Connection Partnership Opportunities

### Examples by Page:

1. Rotation on Finger Lakes TripAdvisor Destination Page
  - a. Homepage takeovers on VisitFingerLakes.com
2. Video Feature or Home Page Slider Image Feature
3. Production of 1 Brand Journalism Video
4. Display Listing within Tablet Map and front of map presence
5. Visitors Guide (Pages 5-8).
10. Brochure Distribution Map
11. Image Feature on Gateway Mini-Hub (Year 2)
12. Inclusion within Blog Posts
13. Features within Social Media
14. Inclusion within Special Promotion
15. Feature within monthly email marketing campaign



## Rotation on Finger Lakes TripAdvisor Destination Page

tripadvisor® Finger Lakes Tourism: Best of Finger Lakes

Finger Lakes Hotels Flights Vacation Rentals Restaurants Things to Do Forum Best of 2016 More

Find: Hotels, Restaurants, Things to Do Near: Finger Lakes, New York Search

United States > New York (NY) > Finger Lakes Tourism

**FIND YOUR adventure!** Visit FingerLakes.com

### Finger Lakes, New York

291,049 reviews and opinions

- Hotels (303) 96,218 Reviews
- Vacation Rentals (237) 600 Reviews
- Flights from \$127
- Things to Do (1,275) 48,284 Reviews
- Restaurants (5,304) 143,419 Reviews
- Forum 2,454 Posts

Overview Places to Stay Popular Destinations Location Things to Do Official Resources provided by Visit Finger Lakes

New York's Finger Lakes region takes its name from 11 freshwater lakes placed like a handprint between Lake Ontario and the Pennsylvania border. Skiing, hiking and biking trails traverse the landscape; visitors can also indulge in various wine, cheese and beer trails. The area

Discover Finger Lakes, New York

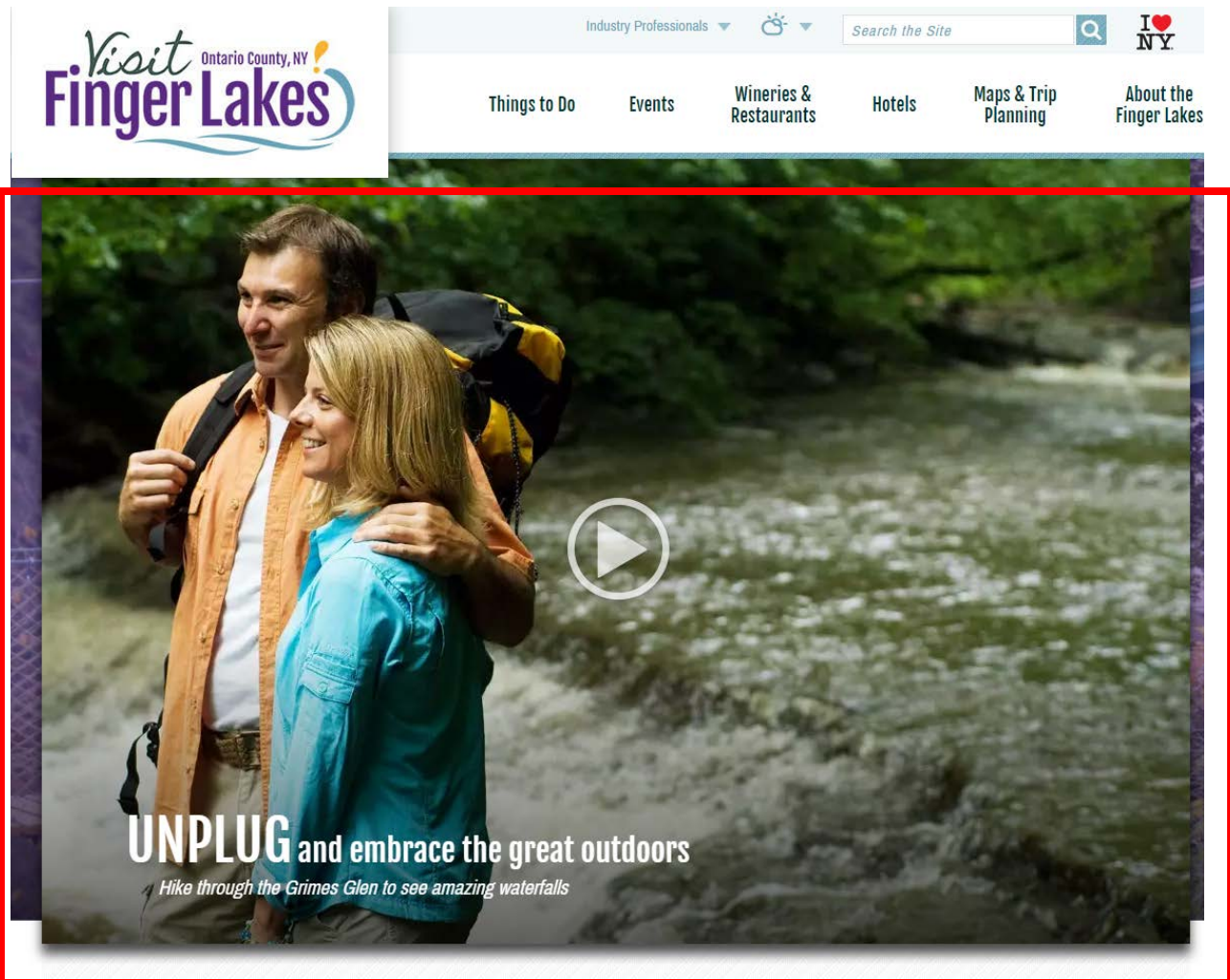
- History of Christmas Traditions
- Geneva Night Out
- What to Pack for a vacation in the Finger Lakes
- How to Beer and Wine Trail
- Canandaigua Treaty Day
- See more

Visit Finger Lakes Official Resources provided by Finger Lakes, NY Visitors Bureau

- **Banner Placement(s)** on [https://www.tripadvisor.com/Tourism-g1480313-Finger\\_Lakes\\_New\\_York-Vacations.html](https://www.tripadvisor.com/Tourism-g1480313-Finger_Lakes_New_York-Vacations.html)



Homepage takeovers on VisitFingerLakes.com  
Video Feature or Home Page Slider Image Feature



## Ready to jump in?

Find the places, people, and activities that ignite your passion!

- Rotations available: (1) November – April and (1) May – October

Production of 1 Brand Journalism Video



**Examples:**

- [Stony Brook Oils](#)
- [MMB - Iron Smoke Whiskey](#)
- [MMB - Red Jacket Orchards](#)

See examples at [www.VisitFingerLakes.com/partners/flvc-partnership-examples](http://www.VisitFingerLakes.com/partners/flvc-partnership-examples)

## Display Listing within Tablet Map and front of map presence

*Featured Listings*

- 21 Bristol Mountain Aerial Adventures
- 8 New York Wine & Culinary Center
- 24 Roseland Waterpark and Wake Park
- 8 The Inn on the Lake
- 40 Homewood Suites Victor
- 43 Ramada Geneva Lakefront
- 64 Naples, NY
- 72 Simply Crepes
- 4 Finger Lakes Gaming and Racetrack

**Front of Tablet Map**

**Accommodations**

- 8 The Inn on the Lake  
770 South Main St., Canandaigua 14424  
585-394-7800 or 800-228-2801  
theinnontheLake.com See display ad
- 30 1795 Acorn Inn Bed & Breakfast  
4508 Route 645, Canandaigua 14424  
585-229-2834  
AAA Four-Diamond inn nestled in beautiful  
Bristol valley. Luxuriously appointed guest rooms  
with TV/DVD. Private modern baths. Gourmet  
breakfast. A/C. Gardens with outdoor jacuzzi.  
acorninnbb.com
- 31 1840 Inn on the Main Bed and Breakfast  
176 North Main St., Canandaigua 14424  
585-394-0139 or 877-659-1643  
Highly rated on TripAdvisor. Features 5 luxurious  
guest rooms, en suite baths, with amenities  
discriminating traveler desires. Walking distance  
to historic downtown and lake. A/C, Free Wi-Fi.  
innonthemain.com
- 32 Belhurst Castle & Winery  
4069 W. Lake rd., Geneva 14456  
315-781-0201  
Rich history, beauty and breathtaking views.  
Three distinct hotels, lakeside restaurants, wine  
tastings, spa and salon. Open year-round.  
belhurst.com
- 33 Best Western Plus Victor Inn & Suites  
7449 Rt. 96, Victor 14564 585-924-3933  
Beautiful hotel with award winning guest service  
and satisfaction. Right off Exit 45 of the NYS  
Thruway- a hot romantic getaway breakfast pool

**Recreation**

- 14 Clifton Springs Area Chamber of Commerce  
2 East Main St. Clifton Springs, 14432  
315-462-8200  
Charming Victorian era downtown featuring  
specialty shops, restaurants, museum and  
parks. Check out our calendar of events online  
at clifflongspringchamber.com
- 20 We're ready to have some fun!  
Bristol Mountain  
5662 Rt. 64, Canandaigua 14424  
585-374-6000  
Premier winter snowsport resort. 1,000' vertical  
rise, 35 trails, 2 high speed quad lifts, a variety of  
terrain parks, NASTAR Race Park open to the  
public, night skiing and snowmaking.  
bristolmountain.com See display ad
- 21 Bristol Mountain Aerial Adventures  
5589 South Hill Rd., Canandaigua 14424  
585-374-1180  
The only Aerial Adventure Park in the Finger  
Lakes. Seven fun and challenging courses; plus  
two courses for ages 4-7. Zip line Canopy Tour  
comprised of seven zip courses totaling over  
5,000 ft.  
bristolmountainadventures.com See display ad
- 23 Ravenwood Golf Club  
929 Lynagh Rd., Victor 14564  
585-924-5100  
18-hole championship course. Selected #5  
"Best Public Course" in America.  
Year-round banquet facility for up to 225.  
ravenwoodgolf.com
- 10 Roseland Bowl Family Fun Center  
4357 Recreation Dr., Canandaigua 14424  
585-394-5050  
Enjoy our huge arcade, bumper cars, laser tag

**Back of Tablet Map**

- 43 Ramada  
Rts. 5 & 2  
315-789-  
genevarea
- 8 TH  
ON  
Winery  
• Waterfront!  
• Full Service  
• 134 Well-Aq  
• 10 Lakeview  
• Outdoor an  
• Whirlpool a  
• Free Wirele  
770 S.  
H  
The Shor  
Reser  
tl
- Camping**
- 50 Bristol W  
4835 Sou  
585-239-  
Modern  
spectacu  
wildere
- Family ca  
Outlet fo  
activities  
Free Wi-i  
mid-Oct.
- 52 KOA Can  
5374 Car  
Farmint  
Camping  
Fishing, s  
minigolf,  
dog play  
koa.com
- 40 HC
- Featuring J

**Finger Lakes  
Visitors Connection**

25 Gorham Street  
Canandaigua, NY 14424  
585-394-3915 or 1-877-386-4669  
VisitFingerLakes.com

**Attractions, Art and Culture**

- 1 Bristol Valley Theater  
151 S. Main St. (Route 21), Naples 14512  
585-374-6318 box; 585-374-9032 admin  
Live from New York! Professional summer theater,  
presenting musicals, comedies, mysteries & more.  
bvnaples.org
- 3 CMAC Performing Arts Center  
3355 Marvin Sands Dr., Canandaigua 14424  
585-394-4400 cmacevents.com
- 4 Finger Lakes Gaming & Racetrack  
Rt. 96, east of Rt. 332, Farmington 14425  
585-924-3232  
fingerlakesgaming.com See display ad
- 5 Seneca Art & Culture Center at Ganondagan  
State Historic Site  
7000 County rd. 41 585-924-5848  
17th C. Native American Historic Site, exhibit  
gallery, auditorium, full size Bark Longhouse  
replica (seasonal) tours, events, trails and gardens.  
ganondagan.org
- 6 Granger Homestead & Carriage Museum  
295 North Main St., Canandaigua 14424  
585-394-1472  
1816 Federal mansion & Carriage Museum  
(70 horse-drawn vehicles). Guided tours.  
May-October. Christkindl Market & Festival of  
Trees in November. Available for private events.  
grangerhomestead.org
- 7 Lazy Acre Alpacas  
8830 Baker Rd., W. Bloomfield 14469  
585-455-1203  
Visit a 160 year old working Alpaca farm. Vintage  
barns, gift shop, guided tours beautiful landscape  
and lots of Alpacas! Please call ahead for tours.  
lazyacrealpacos.com
- 8 New York Wine & Culinary Center  
800 South Main St., Canandaigua 14424  
585-394-7070  
Sample all of New York in one place. Wine, beer,  
& spirits tastings. Hands-on cooking classes. Enjoy  
our culinary boutique & lakeview dining at the  
Upstairs Bistro. nywcc.com
- 64 Naples Valley Visitors Association  
Google or GPS "Naples, NY"

- Includes all Tablet Maps printed within the 24-month partnership
- Approx. distribution: 60,000



### Sample Full Spread Layouts



Visit **FingerLakes.com**

- See partnership offerings document for placement and mentions detail.
- Approx. distribution: 50,000

## Visitors Guide – Continued



## Sample Half Page Layouts



## Visitors Guide - Continued

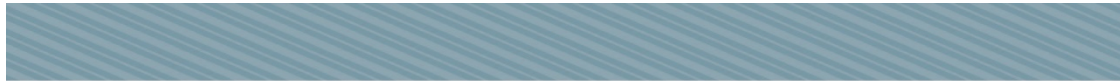


## Sample Quarter Page Layouts





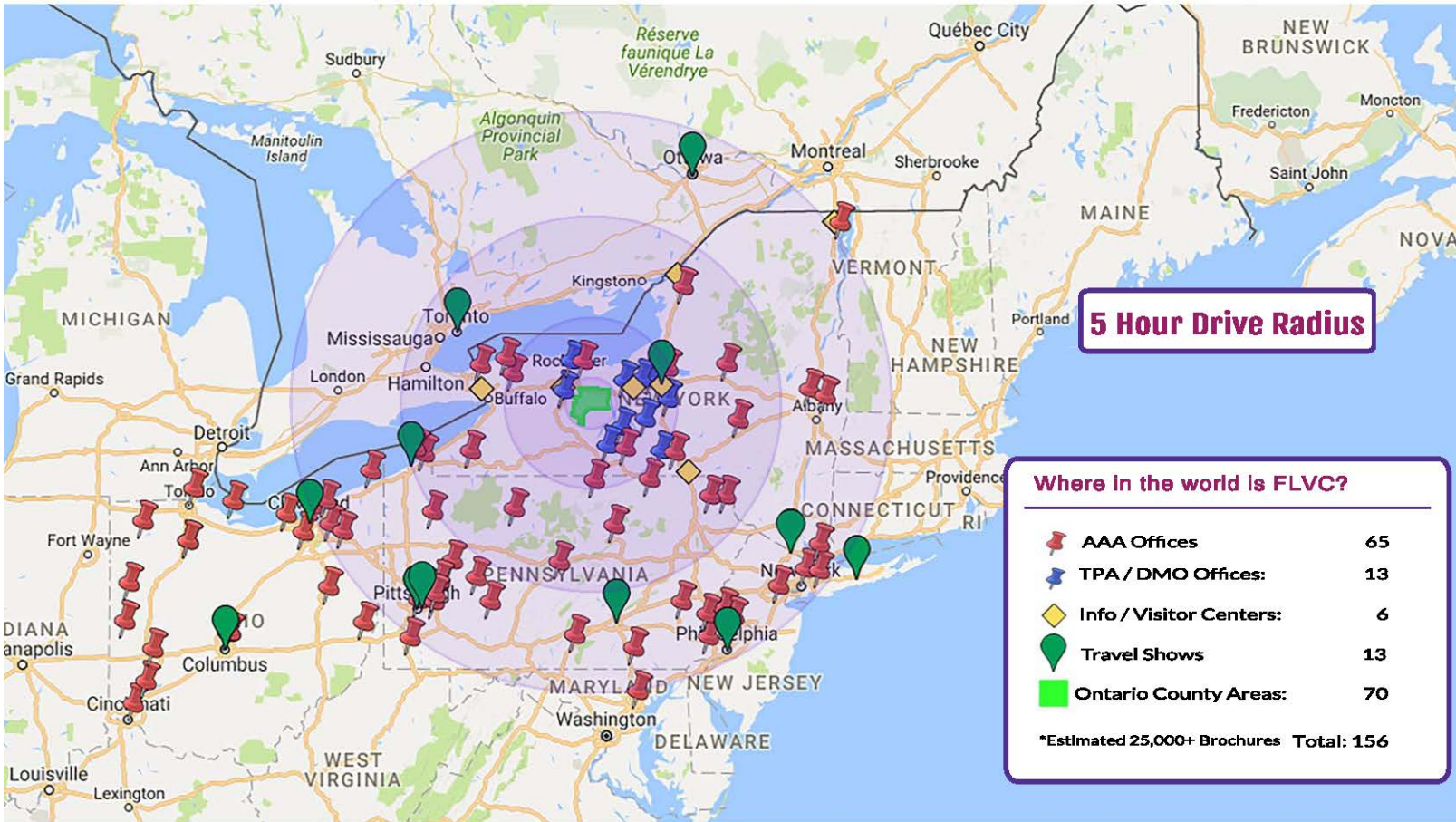
Visitors Guide - Continued



## Sample Eighth Page Layouts



# FLVC Literature Distribution 2017





Picture located at Eastview Mall (corridor near Three Brothers)

- Poster/Display prominence
- Brochure prominence

## Inclusion within Blog Posts

The screenshot shows the website's navigation menu with categories like 'Things to Do', 'Events', 'Wineries & Restaurants', 'Hotels', 'Maps & Trip Planning', and 'About the Finger Lakes'. The blog post 'Walk into the vineyard life!' is dated Tuesday, July 5, 2016 9:04 AM by Carol Hicks. The post includes a photo of a man in a vineyard, a search bar, and a list of categories such as 'Arts and Cultural Activities (25)', 'Foods (33)', and 'Wines (16)'. The author list includes Carol Hicks (9) and AJ Shear (20). The post content describes a vineyard tour at Heron Hill Tasting Room, mentioning viticulture student Andrew Mavromatis and the Ingle family vineyards. It also includes a photo of a picnic table overlooking the vineyards and a photo of Andrew sharing his passion for viticulture.

- <http://www.visitfingerlakes.com/blog/>

## Features within Social Media

**Visit Finger Lakes**  
 Published by Dixon Schwabl [?] · October 7 · 🌐

The first year Meghanne Freivald entered the The Naples Grape Festival pie competition she didn't even place. This year? Winner. See what makes her grape pie recipe special.



**Bake a Naples grape pie like a Finger Lakes native!**  
 Naples is the kind of place where the heart and soul ends up in the stomach.  
 VISITFINGERLAKES.COM

17,659 people reached

👍 Like    💬 Comment    ➦ Share

👤 Linda Rathbone, Krystyna Motyka and 207 others

**Visit Finger Lakes**  
 August 25 · 🌐

Journey inside Naked Dove Brewing Company's 15-barrel brew house to see the art and science of brewing.



1,637 people reached

Boost Post



## Inclusion within Special Promotion



- Contest
- Special Guide (Foodie Guide, Wedding Guide, etc. TBD based on annual planning & market trends)




## Feature within Email Marketing Campaigns

Having trouble viewing this email? [View it in your browser.](#)

I ♥ NY. Visit **FingerLakes.com** Jump In!

October 2016



Bristol Mountain Aerials Adventures & Canopy Tours

### Your Finger Lakes Adventure starts now!


Hello!

It was great seeing you at the 2016 Great New York State Fair, where you told us you wanted more information about visiting the Finger Lakes. Whether you're a foodie, an outdoor adventurer, a cultural aficionado or a wellness seeker, Finger Lakes Visitors Connection is like a good friend you can trust when it comes to planning truly great vacations. Sign up for our friendly and reliable e-Newsletter for timely insider tips and information on special events, attractions, restaurants, wineries, breweries, hotel deals, and more.


Plus, we'll send you lots of pretty pictures.

Isn't that what friends are for?


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[Events](#)



Get more ideas!



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