

Subject:	Summer E-Newsletter 2015
From:	Meg Vanek (meg@tourcayuga.com)
To:	liberty1307@yahoo.com;
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Summer 2015



Dear Monika,

There is nothing like summertime in New York's Finger Lakes Region. The rolling bountiful farmlands and shimmering blue lakes, make this the perfect time of year to escape to the Finger Lakes for sightseeing, wine tasting, and outdoor adventures. There is truly something for every member of the family when it's summertime in the Finger Lakes.



Tourism Office appoints new Administrative & Project Coordinator

The Cayuga County Office of Tourism is pleased to announce the addition of Gillian Sears to our tourism team, as the Administrative & Project Coordinator. Gillian is from Weedsport and brings with her experience in retail, bookkeeping, and banking and is a recent graduate of Cayuga Community College. Her upbeat personality, knowledge and professionalism will represent Cayuga County well to our visitors and tourism partners!



Cayuga County now on the Lake Ontario Wine Trail

Fair Haven's Colloca Estate Winery is Cayuga County's newest winery and is a member of the Lake Ontario Wine Trail that runs along the southern shores of Lake Ontario. The Lake Ontario wine trail is unique as it includes wineries and distilleries as well as associate member bed & breakfasts, restaurants, farm markets, and shops. For more information on the Lake Ontario Wine Trail visit lakeontariowinetrail.com.



Tourism Industry Exceeds \$100 Billion in New York State

Governor Andrew M. Cuomo has announced the total economic impact of New York State's tourism industry in 2014 reached an all-time high of \$100.1 billion. Also, for the 14th consecutive year, New York was the most visited state by overseas travelers in 2014 with a total of 9.98 million overseas visitors coming to the Empire State last year. Cayuga County's tourism partners should be proud to be part of this industry that drives economic activity and jobs in Cayuga County!



Cayuga County Convention & Visitors Bureau Annual Meeting

The Cayuga County Convention and Visitors Bureau (CCCVB) held their annual meeting on June 2, 2015 at the Inns of Aurora and elected three new board members to serve two-year terms:

Meghan Clary, Marketing Director & DEC Coordinator at Auburn Public Theater
 Pam Porter, Retail Store Manager, MacKenzie-Childs, LLC
 Tim Quill, Director, Ward W. O'Hara Agricultural Museum

In addition, 'Outstanding Tourism Partner' awards were presented to:

Prison City Pub & Brewery

Colloca Estate Winery Tinker's Guild

Outstanding Tourism Partner awards are given out annually to recognize tourism partners than have made significant contributions to Cayuga County's tourism industry.

2015 Front Line Familiarization Tour

Twenty-four people attended the Cayuga County Office of Tourism's front line fam tour in June that focused on culinary experiences in and around Aurora. 'Culinary Tourism' or 'Food Tourism' is the exploration of food as a vital component of the tourism experience with food ranking alongside accommodations and scenery in importance to tourists. This tour gave some great examples of the unique dining options that Cayuga County has for both visitors and residents. In addition to local tourism partners, tourism representatives from Syracuse, Ithaca, the NYS Travel Industry Association, Gateway Information Center (Binghamton), Tioga County and Ontario County attended this informational and fun tour.



Summer Hours

The Cayuga County Office of Tourism is now open Saturday's 10 a.m. to 2 p.m. through August 29th in addition to our normal hours, Monday-Friday, 9 a.m. - 5 p.m.

Route 90 Garage Sale

The annual Route 90 50 Mile Garage Sale, to be held July 25 and 26, 2015, runs from Montezuma to Homer and is one of Cayuga County's most popular events. Always held the last full weekend in July, the sale stretches along the roadside of Route 90, a designated New York State Scenic Byway, and offers 50 miles of collectibles, antiques and bargains. To help visitors navigate their way along the route, the Cayuga County Office of Tourism teamed up with Cortland County Tourism to produce a simple brochure and map. Please feel free to direct inquiries about the sale to the Tourism Office and we will be happy to send them this free brochure. Please note: we do not have information for vendors. We suggest they contact the local town or village offices along the route.



CNY Visitor Profile Study Presentation

You are invited to attend the Young Strategies Presentation of the Central New York Visitor Profile study to be held on Monday, July 27 from 10 a.m. - 1 p.m. at the NYS Fairgrounds in the Marthy Eddy Room. This presentation will be an expanded version of the Cayuga County

study, including all 5 counties of the CNY Economic Development Region. We intend to use the data from this study for future regional collaborative efforts. Please feel free to invite any tourism partners and/or community leaders you think would be interested. There will be plenty of room and there is no need to RSVP. In addition, David Holder, President of Visit Syracuse, will do a brief presentation on the regional marketing program targeting Toronto and Ottawa being spearheaded by Visit Syracuse.

News to Share

The new Auburn Public Art Trail is an art walk through downtown Auburn that highlights over a dozen public art pieces, including signature community mosaics, murals and sculptures. The trail can be followed at your convenience by using your handheld device or the printed brochure/map available at several locations including the Cayuga County Office of Tourism. First time visitors and life long residents will be surprised and delighted by the amazing works of local art that make up the trail. To learn more visit auburnarttrail.com



Have news to share?

If you have news to share, please submit your news to Meg Vanek, Executive Director, Cayuga County Office of Tourism, meg@tourcayuga.com

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