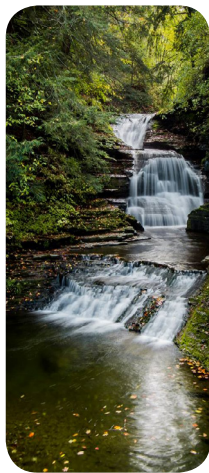
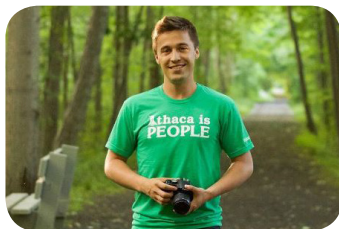
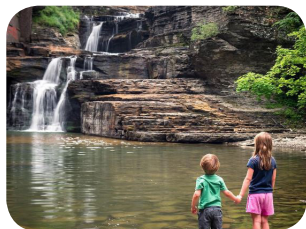


Ithaca/Tompkins County Convention & Visitors Bureau

Q2 2016 Report
Six Months, Ending June 2016

[Learn more>](#)



A Message from Peggy Coleman VP, Tourism & Community Relations

What a great first week! I've worked in the destination marketing industry for a long time, including as the Sales Manager here at the CVB in the 90s. Many moons later, I'm thrilled to be back as the VP, Tourism & Community Relations for the Tompkins County Chamber of Commerce & CVB.

So much has changed over the last 21 years: new hotel development, new product offerings, upgrades to area theaters and to the Commons, to name just a few. The one thing that has remained constant is a talented, dedicated, and professional CVB team who inspires visitation from across the globe and then provides stellar visitor services to encourage repeat visitation. I am honored to join the team of the Ithaca/Tompkins County Convention and Visitors Bureau. I look forward to meeting each of you in the coming weeks!

The county tourism economy for the first half of 2016 finished strong, with growth in occupancy, rate, demand, and revenue. All three departments of the CVB contributed to this economic growth. Marketing launched the "Ithaca is People" Instagram campaign featuring local influencers resulting in double the followers in just 25 days. 90% of our Facebook fans are from outside the destination, gaining us the highest potential for visitor conversion. Sales maintained its aggressive pace with over \$758,809 in projected revenue from business booked from leads generated by the CVB. For the first time, our sales team participated in the Administrative Professionals Celebrations on both Cornell and IC campuses, educating 700+ professionals who influence meeting site selection. Visitor Services opened a third visitor center at the Taughannock Falls Overlook. In the first three weeks of operation, the Visitor Services team already assisted 3300+ visitors at the new center.

We have many exciting programs in the pipeline for the rest of 2016, including updating the Visitor Profile Study and partnering with the County Tourism Program and Cornell Cooperative Extension on an agriculinary tourism project to develop and promote agriculinary tourism assets in Tompkins County. In the meantime, I encourage you all to get out and enjoy our destination as a visitor.

Safe travels,



Peggy Coleman, VP, Tourism & Community Relations
Ithaca/Tompkins County
Convention & Visitors Bureau



Q1-Q2 2016 Lodging Market Performance (STR)

	Ithaca-Tompkins		NY Ex. NYC		USA	
OCC Rate*	55.6%	+5.1%	67%	+0.3%	63.5%	0%
Avg Daily Rate**	\$149.45	+1.8%	\$183.16	-1.6%	\$122.18	+3%
RevPar	\$83.09	+7.0%	\$124.16	-1.3%	\$77.52	+3%
Supply	241,600	-3.4%		+2.2%		+1.5%
Demand	134,324	+1.5%		+3.5%		+1.5%
Revenue	\$20.075mil	+3.4%		+3.8%		+4%

*Occupancy Rate **Revenue per available room



Taughannock Visitor Center staff talks to 3,326 visitors over three weeks in June



Corning Museum of Glass brought 20 docents and volunteers to FAM Tompkins County



Visitor Services Department participated in Ithaca Today and Ithaca College Open Houses this spring

Taughannock Showing Tremendous Impact

Opening our third visitor center has demonstrated success in three short weeks. We assisted 3,326 visitors from 44 states and 33 countries.

New Visitors Center



Visitor Center Traffic

We have experienced an unprecedented 33% growth YoY in visitor touchpoints! 38% of our total visitor touchpoints are made through the three visitor centers. 84% of guests to our centers are from the US. Top 4 countries in descending order were Canada, UK, Germany, and Israel. Top 10 home states of our guests were NY, PA, NJ, OH, MA, CA, CT, FL, MD, VA.

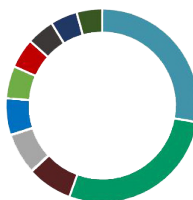
YTD Totals

	2016	2015	2014
ESD Walk ins	2540	2594	2786
DVC Walk ins	3337	2832	2446
Taughannock	3326	0	0
Chat Requests	1746	1698	0
TG Requests	3092	3640	7349
Off-Site Touchpoints	8705	3783	0
Phone Calls	949	1417	1726
Totals	23695	15964	14307

Chat Still Producing Inquiries

Chat component resulted in 435 lodging inquiries with an estimated impact of 789 room nights. 30% of chat inquiries are related to lodging and waterfalls.

Chat Top 10



- Lodging inquiries
- Waterfalls/State Parks/Hiking
- Events
- Directions/Transportation
- Outdoor Recreation
- Miscellaneous
- Camping
- Wineries/Breweries
- Travel Guide Request
- Restaurants

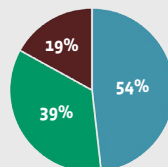
Town Gown Success

As part of our work plan, we have made a concerted effort to have more presence on both college campuses during orientations, grad fairs and the like this spring. Data indicates 36% of our documented touchpoints have been reached through this method of programming.



Visitor Center Top 3 Topics of Conversation

- Directions and/or Maps
- Waterfalls / State Parks / Hiking
- Downtown Information





- ✓ Mobile traffic to VisitIthaca.com nearly matches desktop at 46%
- ✓ Instagram relaunch increases followers by 101% in 3 weeks
- ✓ 2016 Sweepstakes lowers CPA by 48% YoY, our lowest ever in email marketing

'Ithaca is People' Launch

Our Instagram is now run by Tompkins County residents, with early results doubling our audience in less than a month. They are highlighted across all social mediums to drive traffic to our Instagram account.

Early Results

737
Followers on
June 5, 2016
(Relaunch Date)

1480
Followers on
June 30, 2016

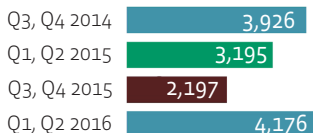
4359
Engagements from
June 5-30, 2016

Facebook Engagement at New High

With a strategized focus on four content pillars, we have seen numbers rise faster in this half year than the previous three.

With 90% of active fans living outside Ithaca and 76% women, Facebook is reaching a prime tourism audience.

Facebook Fan Growth



21% Growth YoY



Fans Living Outside of Tompkins County

Gorges Getaway Campaign Success

The six week campaign broke our record for lowest CPA (Cost Per Acquisition) of email addresses, and garnered us an additional 3,867 email newsletter subscribers.

Campaign ROI

\$5-8
Average CPA Cost
\$3.50
2015 Sweeps CPA Cost
\$1.48
2016 Sweeps CPA Cost



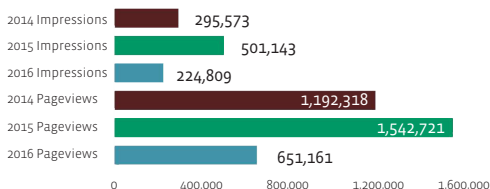
426K
Impressions
3,867
New Subscribers
34,415
Total Subscribers

Mobile Traffic Matches Desktop

Q1-Q2, mobile/tablet devices have brought in 46% of all site traffic, up from 36% in 2015.

While last year's Key West PR anomaly spiked traffic last year with over 200,000 unique site visits, we are seeing expected numbers for 2016, with our new site minimizing pageviews as users are directed towards relevant content easier than ever.

YTD Web Traffic



Ithaca Farm to Fork
1,023 Facebook Likes
25% increase

Post Engagement up 25% since Q4 2015



VisitIthaca.com 2.0 in preliminary phases to further refine User Experience after August 2015 launch



✓ 8 million+ regional impressions, including nearly 2.5 million local impressions

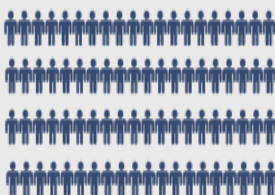
✓ Canadian tourism campaign continues to grow with 1 million + cross-border impressions

✓ BrandUSA Cayuga Lake Scenic Byway Video in production

Regional Tourism Council puts FLX in the Spotlight

The Finger Lakes Regional Tourism Council and QUINN PR brought 8.1million + impressions to the region from national media including Glamour Magazine, The Wall Street Journal and the Today Show.

Regional Impressions



8.13M
Impressions

Local Awards and Accolades

Ithaca/Tompkins County gathered nearly 20.5 million + impressions due to features and awards from media such as USA Today, Thrillist and Men's Journal magazine.

Local Impressions



20.5M
Impressions

International PR Continues to Grow:

A Welcome Surprise: Cross Border Showcase

Our partnership with the largest Canadian tourism campaign in the country resulted in 1 million + out-of-market media impressions since May including radio spots totaling an average of 20,000 listeners.



Brand USA: Cayuga Lake Scenic Byway Video

Tompkins, Cayuga and Seneca Counties have partnered for a production of a destination video and travel article that will be broadcasted worldwide. This video will be translated in numerous languages. We will own the rights to all content including b-roll video.



Notable 2016 Stories Include:

MEN'S JOURNAL **yoga JOURNAL** **redbook** **Southwest**





- ✓ Trade show attendance brings 59 appointments with tour operators YTD
- ✓ 51 leads booked YTD brings over \$758,809 in revenue, 2,294 room nights, +22% YoY
- ✓ Ithaca Motorcoach FAM tour brings booked business

Ithaca Sales by the Numbers:

51

Sales Leads
Booked YTD



\$759K

Projected Revenue



2,294

Projected Room Nights



33



American Bus Association

The number of appointments with tour operators that took place at the American Bus Association (ABA) Marketplace.



13



Pennsylvania Bus Association

The number of appointments conducted at the Pennsylvania Bus Association (PBA) annual meeting.



900



PBA Marketplace

The number of group leaders who attended PBA marketplace with 25 tour operators where Ithaca CVB had a booth.



13



Destinations of New York State

The number of appointments secured at the Destinations of New York State (DONYS) sales blitz, focusing on New England and Connecticut.



147



Empire State Society of Association Executives

The number of association executives at the Empire State Society of Association Executives exposition, where Ithaca CVB, Statler, and Hotel Ithaca were all exhibiting.



Ithaca Sales Motorcoach FAM

The June 2016 FAM tour has already resulted in multiple bookings for 2017.

Tourism Development Projects:

Visitor Profile Study to Be Updated

The Tompkins County Tourism Program, CVB, Discovery Trail, and other tourism partners are joining forces to update our Tompkins County visitor profile, and will be executing a contract shortly for these services. The Visitor Profile Study Client Committee received and reviewed two proposals from consultants interested in updating the oft-cited “Chmura Study” from 2010. Work on this important project is set to begin by fall 2016, with completion in late summer of 2017.



Ithaca Events Launch is on the Horizon

The Ithaca Events website is in its final phases! Venue landing pages have been created and events are currently being reorganized and curated for a cleaner, more user-friendly calendar. The default calendar design is being customized to create a seamless user experience while redirecting traffic to the Visit Ithaca website.



Sowing the Seeds of Agri-Culinary Tourism

In February, with the support of the CVB, over 100 local farmers and rural land owners attended a conference to learn about opportunities to grow their business and host visitors to our area. Community engagement continues to grow on social media platforms, and our recently launched social media campaign is inclusive of residents involved in the local farm-to-fork movement. The Tompkins County Tourism Program has secured a grant from the USDA to continue the development of marketing, product development and technical assistance aspects of the program.





*Do you/your business
want to be our featured
Guest Blogger?*

Contact livia@visitithaca.com for more information!



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