



VISIT
ROCHESTER
LIMITLESS

2015 ANNUAL REPORT

Dear Friends,

Our logo includes the tag line LIMITLESS, and we believe 2016 continues to illustrate that there is no limit when we work together promoting our region. Our dedicated team of employees has worked year-long to leverage our partnerships with each member, promoting our region and ensuring every visitor to our community returns. We measure success in many ways, but most importantly by the successes of our partners. This year we have many!

Tourism spending in Monroe County totaled more than \$1 billion in economic impact for the second year in a row. This influx of revenue to our community generated \$76.1 million in local taxes and directly supported more than 13,000 jobs. The impact of tourism spending grew to \$2.9 billion in 2015 across the 14 county Finger Lakes vacation region last year.

The partnership between Visit Rochester and Monroe County Sports Commission continues to identify efficiencies while growing our ability to sell Monroe County as a premier destination for sporting events.

Our festival partners the Xerox Rochester International Jazz Festival and the (newly-renamed) KeyBank Rochester Fringe Festival each enjoyed record attendance this year, and the Rochester Lilac Festival saw 500,000 attendees pass through Highland Park.

26 partners joined Visit Rochester and New York State in 2016 through the Cross Border Showcase (formerly "A Welcome Surprise!") initiative targeting the Canadian tourism market. The program intends to attract 40,000 Canadian tourists to the Finger Lakes and Central New York by the end of 2017 with direct expenditures estimated at over \$20 million.

Visit Rochester was named a winner of the Smart Meetings Platinum Choice Award for the second year in a row. Our sales team continued to cultivate new opportunities in our key meetings and convention markets.

The New York City Presence program, an initiative established to identify and connect a qualified network of 200+ ambassadors in New York City, continues to expand. Local development partners from higher education, economic development and civic organizations, in partnership with Delta Airlines work collaboratively to showcase our community to our downstate neighbors.

The Visitor Industry Council (VIC)—the active arm of Visit Rochester's membership—has enjoyed a productive year with more than 35 members actively serving on Visit Rochester committees. The Travel Trade and Group Tour committee conducted 5 sales missions, hosted numerous site visits and promoted our area at travel tradeshows. Meanwhile, the MEET committee introduced a landing page on the Visit Rochester website designed to assist convention attendees in planning trips. Further details on the great work of VIC committees this past year will be outlined in the full annual report to be distributed in early 2017.

We congratulate our partners on some recent and exciting infrastructure improvement announcements.

The Rochester Hyatt Regency announced a planned multi-million dollar renovation, a new marina at the Port of Rochester was unveiled, Geva Theatre Center completed renovations and Bill Gray's Regional Iceplex underwent more than \$2.5 million in improvements. The recent \$40 million award from the state of New York will help transform ROC Airport into a state-of-the-art transportation hub.

Visit Rochester would like to extend our gratitude to all of our members and partners, County Executive Cheryl Dinolfo, Mayor Lovely Warren and our board of directors for your continued support.

Our vision for the next year is that of continued partnership with our members, a renewed effort on engaging local ambassadors to attract meetings and conventions to our region, a strong presence for Monroe County in the broader Finger Lakes Region and, most importantly, continue to deliver a LIMITLESS experience for all visitors to our community.



Don Jeffries
President & CEO, Visit Rochester

K. William Gunther
Chairman of the Board of Directors, Visit Rochester

2015 AREAS OF SUPPORT

- Membership, Grant & Other Income **14%**
- In-Kind Member & Partner Support **7%**
- Monroe County Hotel Tax **79%**

2015 RESOURCE ALLOCATIONS

- Convention/Meeting Sales & Service **30%**
- Tourism/Leisure Marketing **24%**
- Visit Rochester Operations, Facilities, Overhead **15%**
- Visitor Services & Information Center Operations **8%**
- Public Relations, Communications & Publication Development **7%**
- Community Partnership Marketing **3%**
- Rochester/Finger Lakes Film Office **5%**
- Membership & Incremental Income **5%**
- County Initiatives **2%**
- Product Development & Industry Facilitation **1%**

2015 BY THE NUMBERS

Convention Sales

- 382** leads issued (*2016 YTD: 289)
- 61,668** room nights booked by staff (*2016 YTD: 53K)
- 245** meetings booked in 2015 (*2016 YTD: 210)
- 257** meeting groups (*2016 YTD: 232)

Convention Services

- 148** service requests and partner referrals
- 1,398** personnel hours provided to convening groups and events

Film Office

- 689** shoot days
- 322** phone and email inquiries
- \$17.8M** total economic impact

Membership

- 414** member organizations (*2016 YTD: 425)

Public Relations/Communications

- \$3,502,830** value of media coverage

Sports Commission

- 40,800** room nights booked by staff

Visitor Services

- 22,322** visitors to airport information desk
- 757** individuals trained through frontline staff training
- 798,857** unique visits to VisitRochester.com

ECONOMIC IMPACT OF VISITORS TO MONROE COUNTY IN 2015

For the second year in a row, the economic impact of visitors to Monroe County totaled more than \$1 billion

- Economic impact of the Tourism/Hospitality industry in Monroe County: **\$1,005,205,000**. That's a compilation of the following indicators:

Lodging **\$283 million** | Recreation **\$47.4 million**

Food & Beverage **\$294.7 million** | Retail **\$178.7 million**

Transportation **\$194.9 million**

Second Homes/Vacation Rentals **\$6.3 million**

**According to a study by Tourism Economics, an Oxford Economics Company*

TOURISM IMPACT ON MONROE COUNTY

\$76.1 million in local taxes

\$55.7 million in state taxes

DIRECT TOURISM-GENERATED LABOR INCOME

\$319 million **13,881** direct tourism jobs

TOTAL OF DIRECT, INDIRECT AND INDUCED TOURISM JOBS IN MONROE COUNTY

19,851 jobs

TOURISM IN THE 14-COUNTY FINGER LAKES REGION

\$2.9 billion **59,293** jobs

MONROE COUNTY REPRESENTS THE REGION WELL!

Over **\$1 billion** in traveler spending **35%** of Finger Lakes' region traveler spend

2016 BOARD OF DIRECTORS

K. WILLIAM GUNTHER

Board Chair, Executive Chair

President & CEO,
Gunther & Associates, LLC
Executive Director,
RIT Inn & Conference Center

KATE BENNETT

Vice Chair

President, Rochester Museum
& Science Center

JIM PESTKE

Treasurer—Finance Chair

Vice President of Hotel Operations,
E.J. Del Monte Corporation

FRAN ANTONELLI

Principal, Antonelli Development, LLC

VIRGINIA CLARK

Vice President—Community Relations
Constellation Brands

CRAIG CURRAN

President, DePrez Travel Bureau

HONORABLE ANTHONY DANIELE

President,
Monroe County Legislature

HONORABLE CHERYL DINOLFO

Monroe County Executive

BOB DUFFY

President, Greater Rochester
Chamber of Commerce

FRED GRABOSKY

General Manager, Woodcliff Hotel & Spa
President, Rochester Hotel Association

ROB NORRIS

President & General Manager, Seabreeze Park

JOHN URLAUB

Owner, Rohrbach Brewing Company

JOSEPH RULISON

Co-Founder and CEO
Three plus One Advisors

GREGORY SMITH

President & COO, Jay Advertising

BILL STRASSBURG

Vice President—Strategic Planning, Wegmans

AMY TAIT

Chairman & CEO, Broadstone Real Estate

HONORABLE LOVELY WARREN

Mayor, City of Rochester

