

Allegany County Tourism 2015 Annual Report
Greater Allegany County Chamber of Commerce – Tourism Office

A marketing and communications plan was developed, with an overview of our target market. This plan describes our marketing plan based on county, region, and state objectives.

In an effort to keep the public informed, the Chamber of Commerce and Tourism Office have continued to maintain, and update our respective websites utilizing Facebook, twitter and YouTube. We continue to develop the tourism website which has a social media package and interactive maps, Allegany adventure packages, and 11 web travel shows “Discovering Allegany County”

We are developing Regional programs for the “Chautauqua/Allegany” “I Love NY” region with a TourBlend phone app. and winter travel show. We continue to participate in the film productions, “Fireball Run 2015”, generating more than 60 million dollars in promotional marketing/efforts on a national and global platform. The 2015 Fireball Run was air to 1.7 million visitors worldwide. Allegany County, Salamanca and Ellicottville “Western NY” has been selected as the opening destination for the 2016 10th Fireball Run series.

We continue to develop other bus tour contacts, and feel the need to work with towns and county locations to develop packages to solicit other bus companies for bus tour packages. We continue the “Bounty of the County” and “Shop Local-Buy Local” programs; and continue the progress made with the AC Manufacturing Council & Leadership Allegany. These projects are designed to foster and increase tourism and economic development for Allegany County.

We utilize promotional campaigns utilizing radio, media and print advertising in and out of the county to promote Allegany County and the many festivals and events we offer. We have set up regular spots with the local radio station to be used through multiple radio sources. Target Promotion and marketing for AC covers, local, NYS, out of state, national, Canada and global through the website and social media.

We have continued to maintain and improve the quality and content of our brochure series catering to the specific traveler and/or season. These brochures include: Scenic Drives, Festivals & Events Rack cards, Hunting & Fishing, and Historic Allegany County. An Allegany County Travel guide that highlights and covers all aspects of Allegany County was developed and published for a comprehensive representation of Allegany County.

We continue to adhere to all state guidelines throughout the year in good faith.

We prepared and submitted the Annual RFP for the “I Love NY” funding for 2016, along with all necessary paperwork. That funding has now been approved for 2016, for \$61,756.00. This is a increase of \$7,845.00 from last year’s “I Love NY” grant funding.