

# Allegany COUNTY

## STRATEGIC TOURISM MARKETING 2013 PLAN



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## INTRODUCTION

### **Allegany County Tourism Marketing**

Allegany County has a unique and attractive rural character, which makes it a wonderful place to visit and explore in a relaxed atmosphere. Tourism in Allegany County will utilize our existing and new attractions. These attractions will be expanded, improved, and advertised locally and nationally. New Tourism attractions will be established, making Allegany County a primary tourist destination for the future.

The Allegany County Tourism and contracted Promotion Agency Greater Allegany County Chamber of Commerce will continue a positive and aggressive approach in marketing and promoting Allegany County in 2013. Our goal is to establish Allegany County as a major player in tourism in pursuing the very competitive tourism dollar.

In developing our marketing plan for 2013, we reviewed and assessed the results of our past marketing to refine our effectiveness as well as stretch our dollars to reach our target markets. Adjustments will be made in the locations we choose for placement of advertising by expanding our market with other larger marketing effects being considered. A large portion of our Matching Funds goes to the production costs and distribution costs for our assortment of county marketing brochures. We plan to include information for *Nearby Gems/Day Trips*, and the many festivals & events so that readers will see what is close to us such as Letchworth State Park, etc. These marketing brochures are used at trade/travel shows and also mailed out across the county to the many requests we receive on-line and via telephone. We also use distribution services in several areas to broaden the reach of our guides in our neighboring counties as well as other states.

#### **Allegany County Tourism Promotion Agency's mission statement:**

*“Progressively impact the economy of Allegany County by aggressively marketing all aspects of tourism including cultural, Agri-tourism, Festivals & Events, Historical Gems, Hunting & fishes, green way & blue way trails, all season outdoor recreation and other related travel to our area.”*

Our slogan has been **“Allegany by Choice”** which has worked well. The County Comprehensive and implementation group has a focus group which is researching our slogan for best fit or to look at other slogans. Another slogan which has created some interest is **“Allegany by Choice”**

The goals and objectives are to ultimately increase revenue for Allegany County, create jobs, generate additional outside tourism dollars to boost the local economy, and improve the awareness and importance of tourism to the business community.

Objectives 1-6 of the following pages outline our continuing program strategies and actions.

## **OBJECTIVE 1**

### **Increase Tourist Trade to Allegany County from Major Domestic Markets**

#### **STRATEGY**

Promote Allegany County, primarily, but not limited to a 400-mile radius, as an attractive tourist destination with emphasis on our ideal location, unique attractions, events and affordable life-style.

#### **ACTIONS**

- 1) Promote Allegany County as being an affordable, ideal location for overnight stays, while traveling through, or visiting Western New York.
- 2) Increase lodging opportunities.
- 3) Produce and distribute 75,000 tourism brochures highlighting our tourism assets within the county, as well as the close proximity to regional attractions.
- 4) Develop and place advertising promoting Allegany County in print media.
- 5) Promote Allegany County through Universal Studio's FireBall run as a national campaign.
- 6) Monitor and maintain a monthly/yearly inquiry chart to track all tourism inquiries.
- 7) Foster collaboration with in-county tourism partners to produce overnight hotel and camping packages. Chamber to coordinate partnerships, produce collateral pieces, secure a "booking agent", advertise and promote the packages.
- 8) Develop an ambassador program through the Greater Allegany County Chamber that provides a friendly and informative welcome to people that our visiting or considering moving to or investing in Allegany.
- 9) Retain brochure distribution service (Yankee Doodle Distribution) to distribute Allegany County brochures to over 280 Western and Central New York locations. Additional distribution service in the Chautauqua-Alleghany Region, Erie PA areas. Ensure the fulfillment of all generated inquiries in a timely fashion.
- 10) Promote tourism through Social Media and smart phone Apps.
- 11) Conduct basic market research study to evaluate advertising efforts.
- 12) Promote our wide selection of affordable accommodations, diverse dining, and multitude of year round events, attractions and shopping opportunities through various advertising and promotional campaigns.

- 13) Utilize audience specific web addresses pointed to informative sections of the [www.discoverallegany.com](http://www.discoverallegany.com) , [www.alleganychamber.org](http://www.alleganychamber.org) in promotional ads for Allegany County.
- 14) Continue to develop online marketing programs and opportunities in cooperation with the "I Love NY" team as well as regional and three-county partners.
- 15) Participate with consumer travel shows directed at the individual market, in our 400-mile driving radius.
- 16) Maintain an online database of Allegany County's tourism interests, on the state's [www.ILoveNY.com](http://www.ILoveNY.com) website.
- 17) Participate in state-wide tourism promotion programs and efforts.
- 18) Produce and encourage cooperative advertising efforts with local tourism partners.
- 19) Increase travelers' awareness of NYS historic districts, monuments, museums and destinations:
  - i. Increase visitation to historic sites
  - ii. Increase travelers' total spending
  - iii. Strengthen partnerships between New York Pathway program sites and NYS travel industry
  - iv. Stimulate media to cover NYS's historic treasures and assets
  - v. Interactive map providing heritage tourists with detailed information about key sites
- 20) Develop an Allegany Amish trail as part of the Cattaraugus and Chautauqua county Amish trails
- 21) Develop a marketing signage plan, attraction signage, roadway directional signage, scenic drives and historic site interpretive signage.
- 22) Promote our superior hunting and fishing locations
- 23) Promote Swain Ski resort, Tall Pines' ATV park
- 24) Promote all season tourism activities, such as Hunting fishing, Snowmobiling, Skiing, Museums, festivals/events, and the many more "Allegany County Gems"

## **OBJECTIVE 2**

### **Reputation and Image**

#### **STRATEGY**

Improve appearance and sense of community to encourage people to stay and thereby support companies to locate in the County.

#### **ACTIONS**

- 1) Promote a more positive image for Allegany County:
  - a. Clean it up and talk it up.
  - b. Promote Allegany County's Slogan
  - c. Promote County Gems and events. (Facebook) and other social media
  - d. Promote Allegany County through print and media
  
- 2) County identity
  - e. Reduce fragmentation such as newspapers, shopping, radio, TV, area codes, etc.
  - f. Develop and promote a county branding
  
- 3) Promote a "County-wide pride" program.
  - a. Ambassadors program
  - b. Leadership Allegany
  - c. Public Relations (P.R.)
  - d. FireBall Run
  - e. Buy Local Program
    - i. Farmers Markets
    - ii. "Bounty Of the County" box program
  
- 4) Campaign across the County to make the people think of their community as the County, not just a particular Village or Town, utilizing events, Public Relations, social medial and websites.
  
- 5) Promote unified countywide sources for delivery of news and information within Allegany County.
  
- 6) Promote a positive image through positive news in the papers and on the radio. County leaders can assist in these efforts by creating positive press releases for government, education, and businesses

## **OBJECTIVE 3**

### **Increase The U.S. And Motor Coach Tours To Allegany County**

#### **STRATEGY**

Continue to create awareness and increase visitation to Allegany County. Promote ideal location for "hub & spoke" Western New York itineraries, unique group touring options, advantage of lower hotel rates for those buses touring the area or passing through. Concentration on increasing visitor spending by encouraging overnight stays and multi-day touring.

#### **ACTIONS**

- 1) Tour video/podcast to be developed through the Greater Allegany County Chamber of Commerce's Ambassadors Program.
- 2) Develop an international marketing plan.
- 3) Develop and produce an Allegany County Video Program through CGI Communications, Inc.
- 4) Represent and promote Allegany County at national and regional trade shows when funding allows:
- 5) Develop and maintain relationships with tour operators and tour planners.
- 6) Conduct telephone sales calls to tour planners on a regular basis.
- 7) Continue to develop suggested group tour itineraries, incentive programs, and services provided to tour planners. Work with tour planners to customize programs based on their wants/needs.
- 8) Continue to develop more Scenic Driving tours.
- 9) Advertise where appropriate in trade publications.
- 10) Encourage travel writers to write editorials on our unique attractions and ideal location.
- 11) Generate qualified group tour sales leads to area tourism businesses that are equipped to accept motor coach business.

## **OBJECTIVE 4**

### **Increase Visitation of Canadian Tourists to Allegany County**

#### **STRATEGY**

Promote Allegany County (within southern Ontario and Quebec) as a visitor destination, with emphasis on attractions, shopping, fall foliage, and overnight accommodations.

#### **ACTIONS**

- 1) Promote Allegany County and region through some of the approved following Ontario shows where funding allows:
  - a. Fall Travel and Leisure Show (Toronto, Ont.)
  - b. Spring Travel and Leisure Show (Toronto, Ont.)
  - c. Cottage Show (Toronto, Ont.)
  - d. London Ontario Golf Show (London, Ont.)
  - e. Ontario Motor coach Association (Toronto, Ont.)
  
- 2) Distribute our visitor guides, and current marketing materials to Canadian tourism locations throughout Ontario and Quebec.
  
- 3) Invite Canadian travel agents & Canadian tourism staff for Tours.
  
- 4) Collaborative and develop marketing programs to promote with Darien Lake Theme Park and Letchworth State park to increase Canadian visitation.
  
- 5) Develop a tourism market in Canada, while expanding our marketing reach and collaborations to other states.

## **OBJECTIVE 5**

### **Market and Promote Allegany County as a Location for Special Events**

#### **STRATEGY**

Promote Allegany County's attractive central locations, to host various tourist events.

#### **ACTIONS**

- 1) Promote various events in Allegany County by promoting our seasonal Allegany County Calendar of Events to be included in all tourist packets and on the [www.discoveralleganycount.com](http://www.discoveralleganycount.com) , and Greater Allegany County Chamber website [www.alleganychamber.org](http://www.alleganychamber.org)
- 2) Work closely with area event coordinators and regional TPA's on co-op ads and shared marketing efforts to increase the tourist traffic to regional specific event.
- 3) Advertise events in relevant publications.
- 4) Promote Swain Ski Resort and Tall Pines ATV trails. Continue to promote expanded marketing opportunities with Swain Ski Resort Tall Pine ATV Trail Park.
- 5) Design advertising and promotion to entice tourists to "cross the threshold" into Allegany County. Once they have stopped in the County or have deliberately come to the County for an event or attraction, they will discover something else in Allegany County that appeals to them and, if so, will be more likely to return.
- 6) Develop "Digital Marketing" On-line marketing with the Office of Tourism and social media
- 7) Develop the new county chamber and tourism website which highlights our cultural events, outdoor/winter recreational events, and many festivals and weekend events.
- 8) 2013 Universal Studios production "FireBall Run" Country wide Public Relations
- 9) Letchworth State Park brochure print advertisement (spring and fall editions)
- 10) Promote and market our rural characteristics " Allegany by Choice"
- 11) Develop a plan for designated area for ATV Tourism and recreation.
- 12) Develop a plan for branding our Interstate Exits showing our unique local attractions.
- 13) Create Special Events and provide aggressive support.



- 14) Develop more Equestrian events and market the availability of trails.
- 15) Investigate means of rehabilitating existing historical signs and obtain additional signs.
- 16) Front-line marketing effort for tourism lodging, and restaurants
- 17) Develop a package summarizing tourism opportunities for our visitors.
- 18) Create educational seminars for owners and managers on how to present Allegany County to visitors.
- 19) Capitalize on current tourism attractions and identify new ones.
- 20) Promote Allegany County as a tourism destination.
- 21) Implement I-86 Exit Plan with each community supporting the beautification scheme with trees, flowers and attractive signs welcoming tourists to the community. (example; implement the I-86 Exit Strategies).
- 22) Encourage and assist local establishments to purchase "blue signs" for I-86 exits.
- 23) Attract a major sporting goods retailer.
- 24) Encourage the development of nationally recognized lodging, resorts, and restaurants
- 25) Develop and promote trail systems for all season use:
  - a. Craft & artisans' trail
  - b. Genesee Valley Greenway trails
  - c. Finger Lake Trails
  - d. Genesee River Wilds
  - e. Blue Way Trailhead Parks
- 26) Develop a Trail system with accommodations.
- 27) Investigate Scenic By-Way Status for some of our roads.
- 28) Increase the marketing of snowmobile opportunities.
- 29) Develop complete tourism packages including visits to attractions, tours, lodging.

## **OBJECTIVE 6**

### **Increase Group and Individual Tourism Business for Allegany County through Cooperative Efforts with Regional Partners**

#### **STRATEGY**

Promote Allegany County as an attractive destination in the Western New York Region with our rural tourism partners and addressing the County's comprehensive Plan that provides a quality of life identity that conveys a sense of "Americana", homespun offerings, the country life and working farm families. Yet, we acknowledge that nearby Buffalo, Rochester, Corning are economic engines that offer an urban and awe-inspiring experience. Leverage Allegany County and Western NY's wealth for visitor opportunities to enhance awareness of Allegany County's location within New York State.

#### **ACTIONS**

- 1) Develop and participate in regional marketing programs to "sell" our Western New York area
- 2) Promote Allegany County as an attractive destination in the Western Region along with our Regional partners, Chautauqua and Cattaraugus County.
- 3) Participate as a region in state-wide tourism promotions when funding allows.
- 4) Develop content and maintain a tourism website, [www.discoverallegnycounty.com](http://www.discoverallegnycounty.com) and the "I love NY" website.
- 5) Incorporate the regional concept into our county initiatives and comprehensive plan.

