

Allegany County Tourism 2014 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 web sites 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 in development; a web show “Discovering Allegany County”

Through regional and county efforts we attended many shows and fairs throughout the year. We are also a contributing partner in “The 8 County Branding project”, with funding of \$300,000 through WNYREDC. We continue to participate in the film productions, “Fireball Run 2014,” generating more than 60 million dollars in promotional marketing/efforts on a national and global platform. 2014 Fire ball Run was air to 1.7 million visitors worldwide.

We continue to secure bus tour stops with a global tour bus company, County Travel Discoveries that will continues in 2015. We continue to develop other bus tour contacts, and feel the need to work with towns and county locations to developed packages to solicit other bus companies. “Bounty of the County”, a buy local program; 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 have developed 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 a 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.

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. Funding has now been approved for 2015, for \$53,911.00; a decrease of \$686.00 from 2014 funding. This is a total of \$1,372.00 decrease of tourism budget, including county’s match.