

oneida
county Tourism.com

2022 Annual Report

CENTRAL NEW YORK'S GETAWAY REGION

**UTICA, ROME, VERONA
& SYLVAN BEACH**

I ♥
NY
iloveny.com

IN REMEMBRANCE



Bill Guglielmo 1949 – 2023
Rome Area Chamber of Commerce



Robin Dropkin 1952 – 2023
Parks & Trails New York

LEADERSHIP



Executive Committee

2022 & 2023

Lee Arthur, Chairman
Delta Hotels by Marriott Utica

Chris Destito, Jr., Vice Chair
CRUST Kitchen & Bar

Lisa della Santina Wilsey, Secretary
The Stanley

Heather Lessels, Treasurer
Bonadio Group

Kylie Pierce, Immediate Past Chair
Rome Capitol

Kelly Blazosky, President

LEADERSHIP



Ex-Officio Directors

Anthony J. Picente, Jr.
County Executive

Gerald Fiorini, Chairman
Oneida County Board of Legislators

George Joseph, Majority Leader
Oneida County Board of Legislators

Tim Julian, Minority Leader
Oneida County Board of Legislators

LEADERSHIP



At-Large Directors

Dan Cifonelli

Sylvan-Verona Beach Resort Assoc

Andria Heath

Utica Zoo

David Heymann

Hampton Inn Verona @ Turning Stone

Nicole Kelly

Utica University Nexus Center

Cassandra Miller

Munson-Williams-Proctor Arts Institute

Tara Ritchko

FX Matt Brewing Company

Amanda Stanek

Hampton Inn & Homewood Suites, New Hartford

GOVERNANCE



BOARD SEAT RENEWALS

Nicole Kelly

Utica University Nexus Center

3-Year Term

Expiring 12/2025

Cassandra Miller

Munson-Williams-Proctor Arts Institute

3-Year Term

Expiring 12/2025

Tara Ritchko

F X Matt Brewing Company

3-Year Term

Expiring 12/2025

GOVERNANCE



BYLAW AMENDMENT

Article IV – Directors

1. Management of the Corporation amended:

The Majority Leader of the Oneida County Board of Legislators and the Minority Leader of the Oneida County Board of Legislators shall each designate one (1) Director to serve a one (1)-year term, which Director shall be a voting Director. This designation shall be provided in writing to the Secretary of the Corporation on or before January 1 of each calendar year.

Adopted March 9, 2023
Effective March 23, 2023

Christopher P. Destito Tourism Leadership Award

Each year Oneida County Tourism honors select Oneida County individuals and/or businesses whose vision and commitment help make our region a remarkable tourism destination. These individuals/organizations lead by example, take action on their ideas, and represent the very best of our community.

Chris Destito was a founding director of the Oneida County Convention & Visitors Bureau, dba Oneida County Tourism, establishing the bureau in 1984 and spearheaded legislation to create the occupancy tax which funds tourism promotion for Oneida County. To commemorate his countless contributions to the tourism industry, the award program was created in 2010 and named in his honor.



PREVIOUS HONOREES:

2011: **Mark Cherry**, Radisson Hotel
2012: **The Stewart Family**, Sylvan Beach
2013: **Patrick Goodenow**, Sylvan-Verona Beach Resort Association
2014: **Gene Falvo**, Adirondack Scenic Railroad
2015: **John Felhner**, Broadway Utica
2016: **Elizabeth Irons**, Oneida County Public Market

2017: **The Matt Family**, FX Matt Brewery
2018: **Joe Rizzo**, What the Scoop
2019: **Robert Esche**, Utica Comets
2020: **Anna D'Ambrosio**, Munson-Williams-Proctor Arts Institute
2021: No award due to COVID-19 pandemic
2022: **Mayor Jacqueline Izzo**, City of Rome

Lisa A. della Santina Wilsey

Lisa arrived in Utica in January of 2014 having been recruited to work for the Utica Comets. A native of San Francisco, she started her career in the music business working in tour sponsorship for such artists as ELO, Steely Dan and Lenny Kravitz. She moved to LA, to work with Aerosmith, Jimmy Buffett, Fleetwood Mac, the Rolling Stones, Mick Jagger, and Michael Jackson, with whom she worked closely on his 2001 album *Invincible*.

Her post-music business career led her into auto racing sponsorship with teams and drivers from NASCAR to Le Mans, Formula One and Grand Am series.

After motorsports, she found hockey working for the NHL's San Jose Sharks team overseeing corporate sponsorships for their ECHL affiliate based in San Francisco. In 2013 the president of the Utica Comets called. She was invited to visit the team over New Year's and was introduced to this incredible city.

When she moved to Utica, a beautiful Mexican-Baroque building caught her eye. She stopped and thought, "Wow, how beautiful." Little did she know that one day she would be running that very venue, The Stanley Theatre.

Lisa has entirely rewritten the economics of this epic theatre. She runs this facility like no other historic theatre in upstate New York. The attention to detail, caution with programming, the above and beyond care she takes can't be ignored.

Today her leadership contributes to the growth in tourism, the quality of life for people living here, and as a cultural asset for people to move here. By expanding the scope of the venue's calendar, she has solidified The Stanley Theatre as the leader in live entertainment.



CELEBRATING



ANNIVERSARIES

- 10 Years – Utica Comets
- 20 Years – Capitolfest
- 25 Years – Cycle the Erie (PTNY)
- 30 Years – Turning Stone Resort Casino
- 30 Years – Vettes at the Beach
- 40 Years – Honor America Days
- 50 Years – World Series of Bocce
- 55 Years – Rome Art & Community Center
- 70 Years – Rome Community Theater
- 95 Years – Capitol Theatre
- 100 Years – Mystic Stamp Company
- 100 Years – Carpenter House @RACC
- 130 Years – Masonic Care Community



Shondel Beverly
Welcome Center
Manager



Sarah Calero
Director of
Communications,
Film & TV



Madison Cermak
Director of Sales



Marcie Dyar
Director of
Membership, Digital
Asset & CRM



Liz Fuertes
Visitor Information
Specialist

OPERATIONS

The Convention and Visitors Bureau for Oneida County, Inc. d/b/a Oneida County Tourism is a not-for-profit 501(C)6 membership organization.

Membership and representation is FREE for any Oneida County tourism and tourism-related business or organization.

Staffing is comprised of:

5 full-time and 1 part-time

President

Director of Communications, Film/TV

Director of Sales

Director of Membership, CRM & Digital Assets

Welcome Center Manager

Visitor Information Specialist

Agency of Record:

C&D Advertising, Rome NY

Financial Overview December 31, 2022 (unaudited)

Occupancy Tax Receipts	\$ 903,454	40% net
I Love NY Matching Funds	\$ 50,277	
Cooperative Marketing	\$ 26,300	
Interest Income	\$ 1,613	
PPP Forgiveness	\$ 164,900	
Miscellaneous	<u>\$ 850</u>	

TOTAL REVENUE	\$ 1,147,394
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		% of Budget
Marketing Activities	\$ 342,803	30.00%
Operational Expenses	\$ 137,817	12.00%
Wages & Benefits	<u>\$ 389,950</u>	34.00%

TOTAL EXPENSES	\$ 870,570
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Change in Net Assets	\$ 276,824
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DMO industry standards by Destinations International recommends staffing expense is typically maintained in the range of 30% - 45% of the total budget to remain competitive and efficient.

2021 Visitor Spending
\$2.7 Billion

FTE Employment
19,939 People

Household Wages
\$1.2 Billion

State Sales Tax
\$134.3 Million

Local Sales Tax
\$123.7 Million

Tax Relief
\$2,846 per household

Travel Marketing and Promotion



New Jobs & Tax Revenues

Increased Visitor Trips



Additional Visitor Spending

**TRAVEL
PROMOTION'S
VIRTUOUS
CYCLE**



Traveler spending

Amounts in millions of nominal dollars

	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
Total	\$1,456.5	\$678.3	\$663.2	\$588.9	\$97.2	\$183.4	\$3,667.6
Broome	\$91.4	\$7.7	\$119.4	\$48.4	\$19.0	\$9.1	\$295.0
Chenango	\$2.8	\$0.9	\$8.7	\$2.7	\$1.3	\$22.3	\$38.7
Herkimer	\$45.9	\$5.5	\$27.3	\$13.8	\$7.0	\$37.6	\$137.1
Madison	\$22.2	\$3.2	\$38.0	\$17.0	\$3.3	\$18.1	\$101.8
Montgomery	\$14.0	\$1.9	\$17.4	\$5.4	\$21.1	\$3.3	\$63.0
Oneida	\$1,185.9	\$644.8	\$364.8	\$459.6	\$42.4	\$31.2	\$2,728.7
Otsego	\$64.9	\$12.2	\$72.9	\$34.4	\$3.0	\$33.9	\$221.3
Schoharie	\$29.4	\$2.2	\$14.7	\$7.6	\$0.1	\$28.0	\$81.9

Source: Tourism Economics

REGIONAL DETAIL: CENTRAL NEW YORK

COUNTY DISTRIBUTION

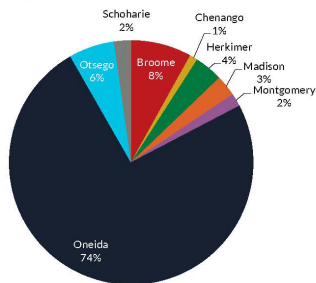
In 2021, visitor spending and tourism-related employment grew to \$3.7 billion and 33,630 jobs, respectively. The increase in direct spend of 80% versus 2020 was the fastest across New York State, resulting in the best performance versus pre-pandemic (142% of 2019 levels).

Relative to 2019, traveler spending was up most in Oneida County at 164% of 2019 levels – the highest of any county in the State.

Oneida County represents 74% of the region's tourism sales, with \$2.7 billion in direct tourism spending.

Visitor Spending by County

Percentage of visitor spend



TRAVELER SPENDING

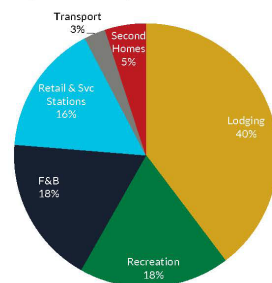
Travelers spent \$3.7 billion in the Central New York region in 2021 across a diverse range of sectors.

Spending on lodging and recreation comprised 40% and 18% of total, respectively.

Food & beverages also generated significant economic activity in the region, tallying \$663 million (18% of total spend).

Visitor Spending by Sector

Percentage of visitor spend



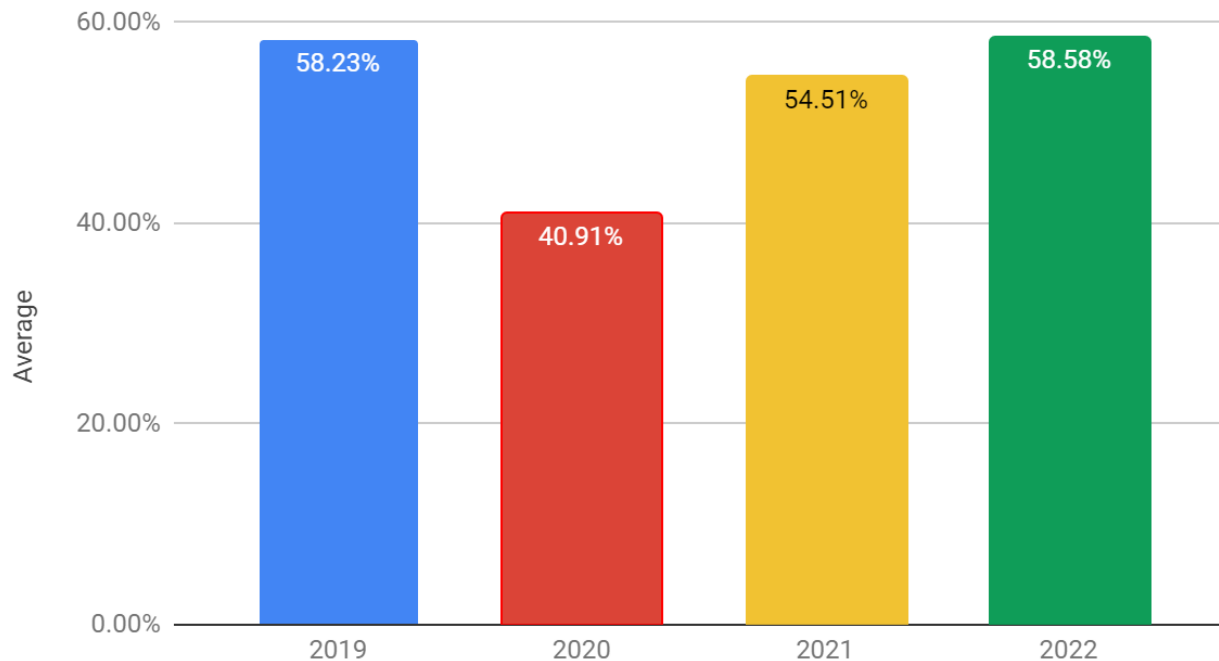
Source: Tourism Economics

ECONOMIC IMPACT

Source: Tourism Economics 2021 Report

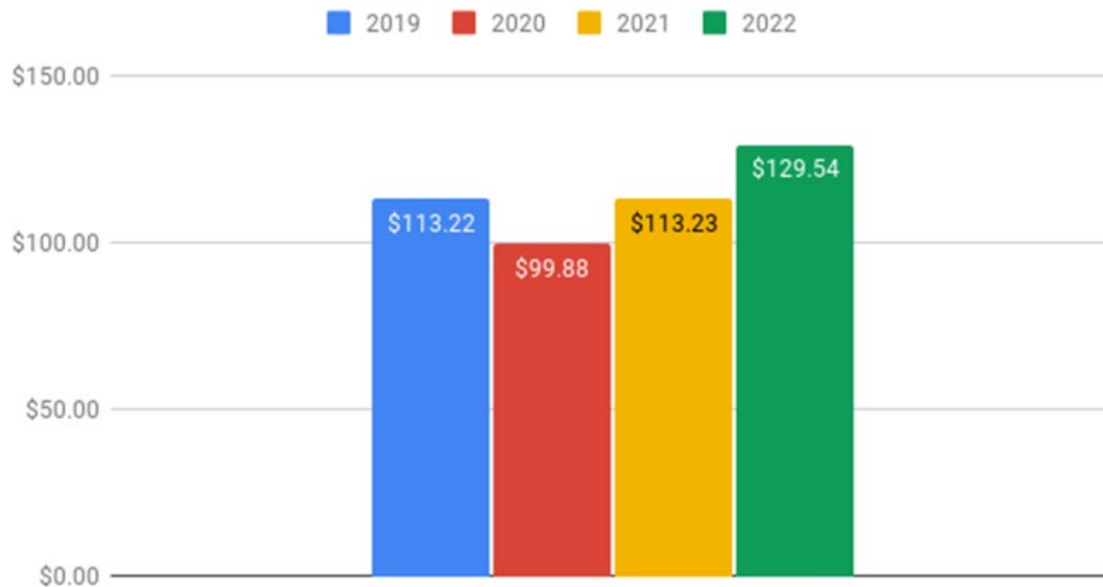
HOTEL OCCUPANCY

Average Annual Occupancy Rate



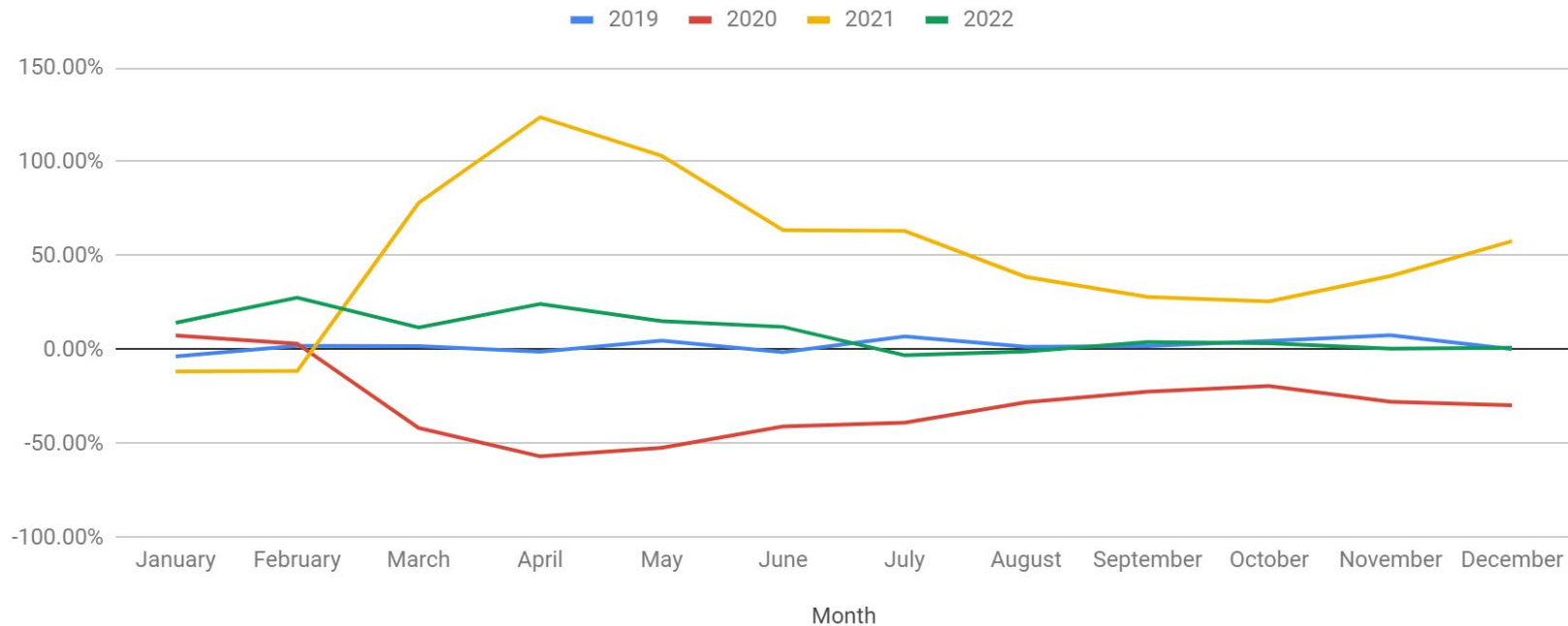
OCCUPANCY RESEARCH

AVERAGE DAILY RATE 2019 - 2022



OCCUPANCY RESEARCH

DEMAND 2019 - 2022

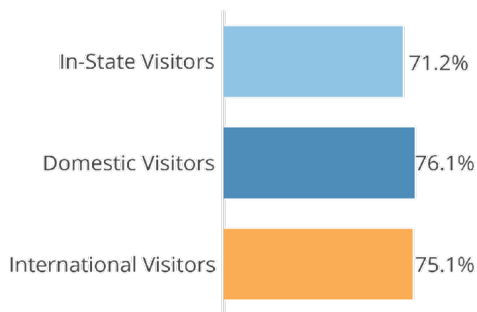


TOURISM REGION & COUNTY INSIGHTS

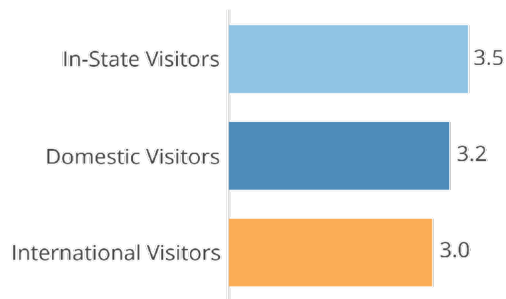
Use the following Tourism Region & County dashboards to uncover actionable insights about tourist visitation patterns, tourist origin markets, location affinity, visit times, visit duration, and tourist demographics to strengthen your tourism region promotion and destination development & management efforts.



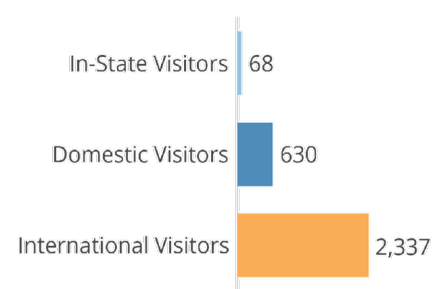
Percent Overnight Stay



Average Length of Stay (calendar days)



Average Distance Traveled (miles)



AGENCY PARTNER



DESIGN & MESSAGING

Bring your game to Central NY!

Nexus Center opening Nov 2022 in Utica.

oneida county **Tourism.com**



UTICA, ROME, VERONA & SYLVAN BEACH

Getaway to Angling

Fly Fishing • Lake Fishing • Ice Fishing

West Canada Creek

Some of the best fishing spots in upstate are found in Oneida County. Oneida Lake is a bass master's dream and a special destination for walleye and perch. Fly fishing? Cast for brook and brown trout in over 100 miles of public fishing rights on 14 trout creeks and rivers. West Canada Creek is regarded as one of New York's top trout streams. See millions of trout nurtured at Rome Fish Hatchery.

Fishing By Species	Angling	Ice	Winter	Summer	Autumn	Spring	Year Round	Other
Bass	✓	✓	✓	✓	✓	✓	✓	✓
Brook Trout	✓	✓	✓	✓	✓	✓	✓	✓
Brown Trout	✓	✓	✓	✓	✓	✓	✓	✓
Channel Catfish	✓	✓	✓	✓	✓	✓	✓	✓
Cod	✓	✓	✓	✓	✓	✓	✓	✓
Croaker	✓	✓	✓	✓	✓	✓	✓	✓
Crappie	✓	✓	✓	✓	✓	✓	✓	✓
Catfish	✓	✓	✓	✓	✓	✓	✓	✓
Bluegill	✓	✓	✓	✓	✓	✓	✓	✓
Blackchin Shiner	✓	✓	✓	✓	✓	✓	✓	✓
Whitefish	✓	✓	✓	✓	✓	✓	✓	✓
Rock Bass	✓	✓	✓	✓	✓	✓	✓	✓
Smallmouth Bass	✓	✓	✓	✓	✓	✓	✓	✓
Striped Bass	✓	✓	✓	✓	✓	✓	✓	✓
Trout	✓	✓	✓	✓	✓	✓	✓	✓
Walleye	✓	✓	✓	✓	✓	✓	✓	✓
Yellow Perch	✓	✓	✓	✓	✓	✓	✓	✓

Getaway to Angling

oneida county **Tourism.com**

Your guide to all things Oneida County

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so close to *the Outdoors!*

I ♥ NY
iheartny.com

The Getaway Region
ONEIDA COUNTY NY
GetawayRegion.com

Your guide to all things Oneida County.

Visit Oneida County, NY

Sponsored

Family friendly music festival featuring and promoting Irish traditions and culture in the Mohawk Valley Region. ...See more

CNY IRISH FESTIVAL

FRIDAY & SATURDAY
JULY 22 & 23
MKJ FARM
DEANSBORO, NY

FRI, JUL 22 - JUL 23
CNY Irish Festival
July 22 - July 23 · MKJ Farm

Interested

Like Comment Share

The Getaway Region
ONEIDA COUNTY NY

Getaway to the Extravaganza!

Bank of Utica NEW YEAR'S EVE!

Utica POLICE DEPARTMENT
UTICA FIRE DEPARTMENT

BANK OF UTICA NEW YEAR'S EVE
December 31, 2022 • 7PM - 12AM

Bring in the New Year in downtown Utica. Hosted by Barry Seibert (Bank of Utica), Robert Palmer (Mayor of Utica) and Karl Polos (Utica's Director, Great Utica Chamber of Commerce). Enjoy food, entertainment and a midnight fireworks show.

LEARN MORE

Luminaire Christmas!
Turning Stone Resort Casino
Dec 10, 2022

Overseeing this holiday light display is the legendary Sir Genesis (Sir) (SYK) and as the lead keyboardist for Mainwilde (Shilohville, John Bonner) and Luminaire has created a new, high energy holiday tradition.

LEARN MORE

Gingerbread Village
Turning Stone Resort Casino
Now through the holidays

Gingerbread Village is a holiday town with eight independent stations, most of which are decorated with intricate detail with a seasonal theme. And be sure to check out the rest of the property with their largest display of decorations ever!

LEARN MORE

Bright Nights at the Utica Zoo!
Nov 25 - Dec 18, 2022

Experience an evening of holiday music, crafts, a scavenger hunt, Santa Claus, a highly trained Twink the Night before Christmas, food trucks, hot beverages, and more!

LEARN MORE

The Polar Express
at Utica Station
Nov 18 - Dec 3, 2022

THE POLAR EXPRESS

Email Marketing: 182,407 Delivered; 11.12% Open Rate

Social Media
Marketing Update



VisitOneidaCountyNY.com
Marketing Update



Social Media Marketing Analytics Overview



Oneida County Tourism Analytics Overview



USER GENERATED CONTENT

Homepage: 28,000 Views

Events Page: 15,000 Views

Where to Stay: 7,800 Views



STREAMING CAMPAIGN

663,652

Impressions

652,483

Completions

98.32%

Completion Rate

Geography

Syracuse

Albany-Schenectady-Troy

Watertown

Utica

Binghamton

Top Devices

Device

Roku

Samsung Smart TV

Apple TV

STB VOD

iOS

Networks

NEWS

Spectrum News

FOX

Fox News

ESPN

ESPN

CNN

CNN

MSNBC

MSNBC

ID

Investigation Discovery

USA

USA

TLC

TLC

Discovery

Discovery

TV Land

TV Land

Animal Planet

Animal Planet

Nickelodeon

Nickelodeon

HGTV

HGTV

Hallmark Channel

Hallmark Channel

Oxygen

Oxygen



SPECTRUM: SYRACUSE, ALBANY, WATERTOWN, UTICA

HEART OF NEW YORK BEVERAGE TRAIL



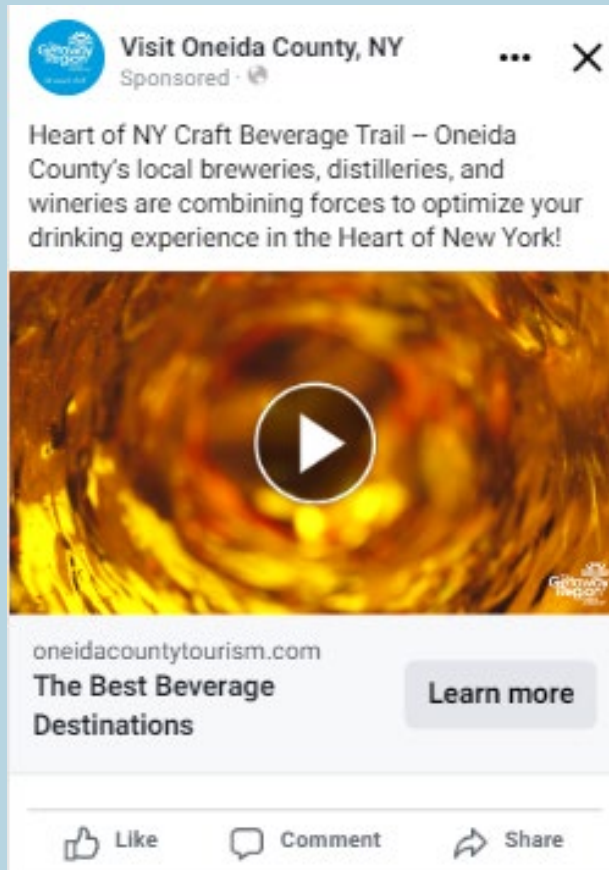
5,132 WEBSITE PAGE VIEWS

22,104 ORGANIC REACH

163,305 PAID REACH



Galaxy Media



CNY CHEESE TRAIL



CNYCheeseTrail.com Analytics Overview

13,509 PAGEVIEWS

4,304 NEW VISITORS

1:05 AVERAGE TIME
ON PAGE (PER MINUTE)

Nine locations in Madison, Oneida, Otsego &
Herkimer Counties. MOOH!



DIGITAL COOP PROGRAM



MUNSON
WILLIAMS
PROCTOR
ARTS
INSTITUTE



Munson-Williams-Proctor Arts
Institute

Sponsored · 🌐

🚩 Now Open!

NORMAN ROCKWELL

📅 June 11 through September 18

📍 Museum of Art, Munson-Williams

Visit our event page and get your tickets now!



NORMAN ROCKWELL Summer 2022
Exhibition

Jun 11 - Aug 10 · Munson-Williams-Proctor...

FRIDAY, JUL 8

10 AM – 5 PM

☆ INTERESTED

SATURDAY,

10 AM – 5 PM

☆ IN



Jenn Brillante and 27 others



Like



Comment



Share

FAM TOURS



Since 2020 OCT has produced 28 Familiarization (FAM) Videos to help share positive messaging about local businesses and attractions.

27,870 THRUPLAYS

49,970 REACH

121,226 IMPRESSIONS

68,603 POST ENGAGEMENTS

**Visit Oneida County, NY**

Sponsored · 

... X

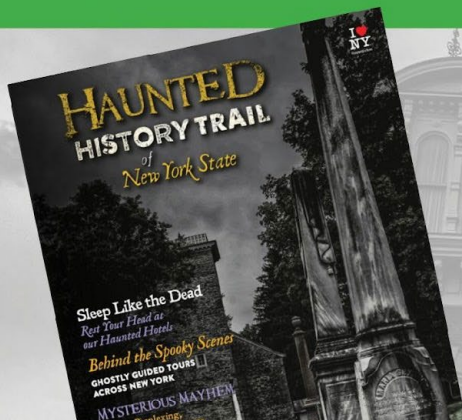
It's March Mapele Madness! 🍁🍷 For our last Winter Wednesday, we went and toured [Tibbitts Maple](#) in New Hartford! New York State designates the last two weekends in March as Maple Weekends to celebrate this amazing industry. Tibbitts and other producers will host family-friendly events March 19th-20th and 26th-27th! You can take a tour, get your hands on some great maple products, and support local!





 Marj DeFazio... 2 comments 7 shares

Haunted History Trail of New York State



235,590

WEBSITE VISITS

99,583

SOCIAL MEDIA FOLLOWERS

185,770

WEBSITE USERS

22,122

EMAIL SUBSCRIBERS

113,823

BROCHURE REQUESTS

hauntedhistorytrail.com



A – to – Z FOOD TOUR



New York State Tourism Industry Association

Marketing Awards

Excellence in Tourism Marketing, Campaigns & Programs

Recovery & Resurgence: To assist community and local business recovery



TRAVEL SHOWS, MEETINGS & MEDIA



148 MEDIA LEADS &
APPOINTMENTS

293 TRAVEL TRADE
APPOINTMENTS & LEADS

846 MEETING PLANNER
APPOINTMENTS & LEADS

7 MEDIA & TRAVEL TRADE
SHOWS ATTENDED

20 PARTICIPATION IN
CONSUMER TRAVEL SHOWS

2 INDUSTRY FAMS HOSTED

Sentiment values are up 227% since 2020!



BRAND USA



\$48,574

Booked Hotel
Revenue*



HOTELS

Expedia Group Post-View & Post-Click
Booked Hotel Revenue*

263

Booked Hotel
Nights*

Expedia Group Post-View & Post-Click
Booked Hotel Nights*

\$120,185

Booked Hotel
Revenue*



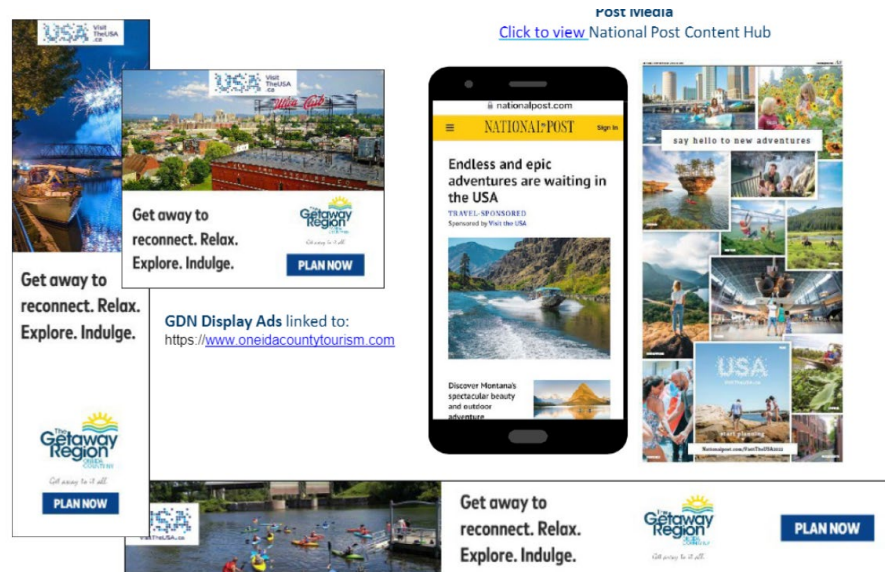
HOTELS

Expedia Group Post-View & Post-Click
Booked Hotel Revenue*

735

Booked Hotel
Nights*

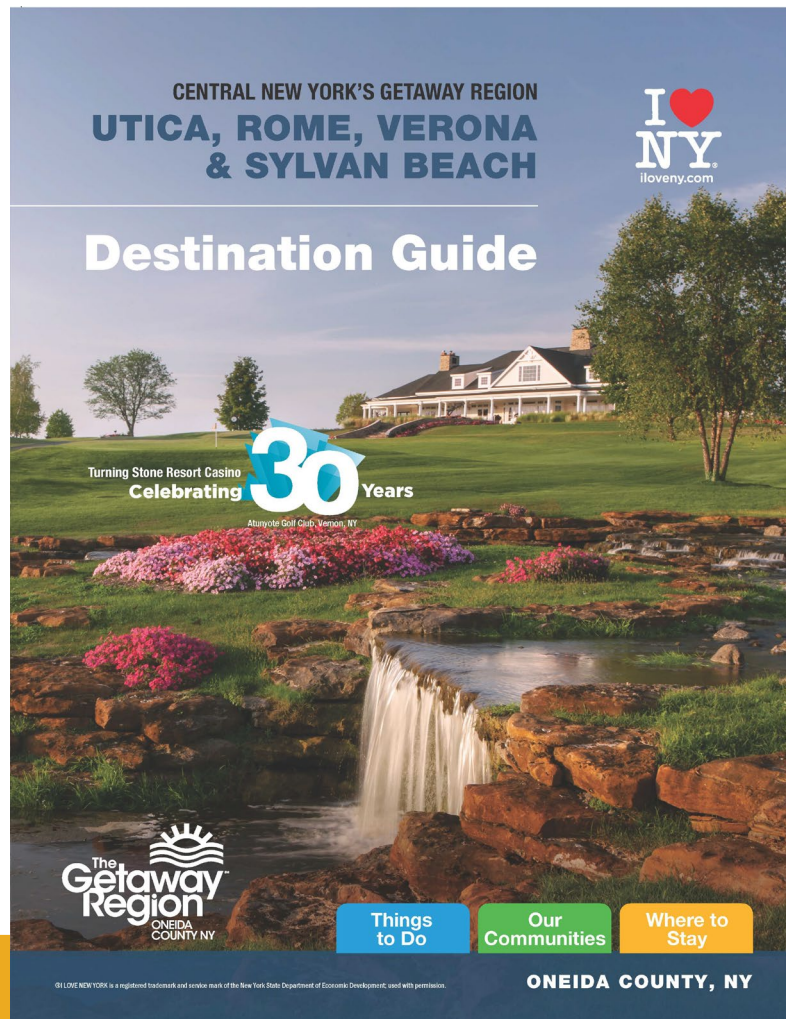
Expedia Group Post-View & Post-Click
Booked Hotel Nights*



CANADIAN CAMPAIGN ACTIVATIONS

2023 DESTINATION GUIDE

44-Page Full-Color Publication
End of March Release
Interactive Digital Version
50,000 Printed Copies
Lodging & Campgrounds
Visitor Centers
Reader Response
Consumer Travel Shows
New York State Fair
Travel Industry Shows
Relocation Packets
Welcome Packets



Thank You

