The Power of the Partnership
Best Practices from the Visit Rochester Visitor Industry Council
The Power of Partnership

- Greg LaDuca, Vice President, Industry Relations
- Visit Rochester
- 20+ years in Hospitality Industry
Who We Are: About Visit Rochester

- Visit Rochester is the official tourism promotion agency for Rochester and Monroe County.
- Our mission is to sell and market Greater Rochester as a preferred destination in order to grow and maximize visitor spending and to enhance the economy.
- Membership organization with 420+ members representing, lodging, retail, restaurants, services, and community organizations.
- Budget: $3 Million
- 2 million annual visitors to Monroe County
- $1 billion in annual economic impact; supports 20,000 jobs
- 22 full time employees, 10 part time employees
- 8 departments, including membership
The Visit Rochester Visitor Industry Council (VIC)

- About VIC
- History: Founded in 1981
- Structure: By members for members.
- Member-run steering committee, volunteer committees, monthly meetings, networking and engagement.
- Programs and Results
Power of the Partnership

➢ A strong Visitor Industry Council advances the mission of Visit Rochester
➢ Meaningful member-to-member engagement
➢ Personal and professional fulfillment.
➢ In-kind investments
➢ Areas of opportunity
Putting the Power of Partnership to Work for You

- What can you do today... this year?
- What can you plan for in 2020?
- What will you never do?
Let’s Discuss!

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