

ANNUAL MEETING & TOURISM EXCELLENCE AWARDS



*NYSTIA Annual Meeting & Tourism Excellence Awards, October 27 & 28, 2022*

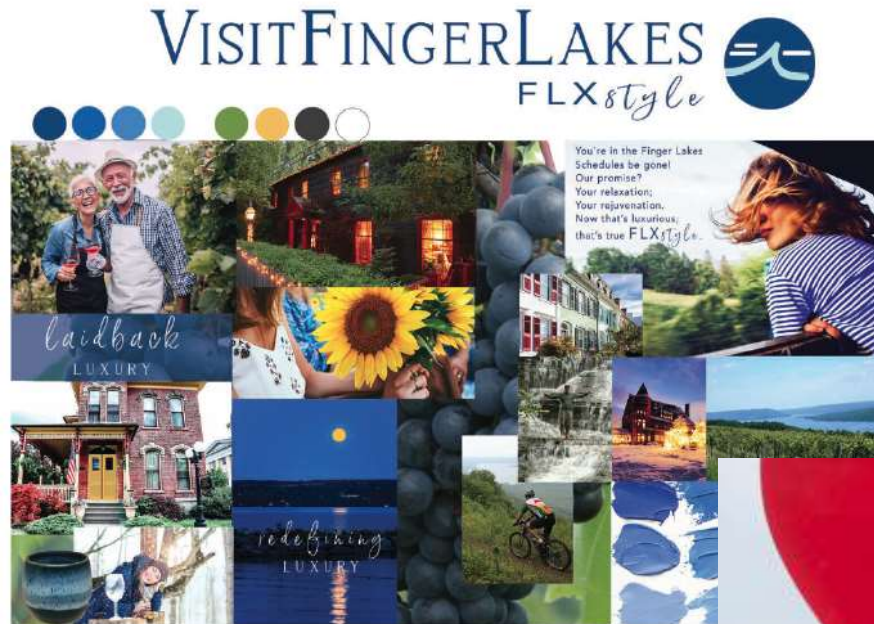


**THE NEW YORKER**

A WYNDHAM HOTEL

**Friday, October 28**  
**Workshop**

**The Journey to  
Best Practice Destination  
Brand Management**



**Valerie Knoblauch**  
**President & CEO**  
***Finger Lakes Visitors Connection***



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**T♥URISM®**  
***It's Everybody's Business!***





Finger Lakes  
Visitors Connection

Ontario County, NY

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**NYSTIA**

**October 27, 2022**







Finger Lakes Visitors Connection  
www.VisitFingerLakes.com

AJ Shear  
Communications Manager

25 Gorham Street  
Canandaigua, NY 14424

585.394.3915 x 307  
AJ@VisitFingerLakes.com  
MySpace/VisitFingerLakes  
on Twitter @FingerLakesAJ

Visit  
FingerLakes  
.com

I  
♥  
NY

SLICE, DICE  
& SPICE NEW YORK

585-394-3915  
585-394-4067  
rebecca@visitfingerlakes.com  
www.slicediceandspicenyc.com

FINGER LAKES  
VISITORS CONNECTION  
Ontario County, New York

585-394-3915  
Meg@VisitFingerLakes.com

www.VisitFingerLakes.com

Meetings  
that  
"Sizzle"

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I  
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NY

Sue Schmidt, CMP  
Director of Sales  
Finger Lakes Visitors Connection  
25 Gorham Street  
Canandaigua, N.Y. 14424

585.394.3915  
Toll Free 1.877.FUN.IN.NY  
Fax 585.394.4067

Sue@VisitFingerLakes.com  
www.VisitFingerLakes.com

Make your next meeting  
Sizzle!

# Brand Standards 2010 to Brand Management 2020

## 2010 - Branding

- Pretty Standard
- Logos
- Fonts
- Pictures

## 2020 – Brand Management

- Comprehensive
- Graphics
- Words
- Team Core Values
- Dress
- Social Media examples



# Branding – Why Now?

A brand must reflect modern trends and sensibilities

A brand must be authentic

A brand must be human centric

A brand must tell the story

A brand must recognize your distinctiveness







**Our FLX  
Distinctiveness**

**Our County's  
Product  
Changes**





**Who is our  
consumer?**

**What are our  
customer  
touch-points?**

**What is the  
experience we  
want to/can  
promise them?**



# Who are we?

# Who are our Partners?

# Who is our competition?



## Passionate for the FLX

We love living here. We know our roots and respect the connections between the past and our present. We are proud of our communities, we are eager to share our local brag book! We have "tips" on how you can enjoy the FLX.

## Laidback

We are calm, easy going, and approachable. We are free of fuss - but appreciate ceremony. We can hold a conversation well, tell a story well. We can chat about what interests you.

## Friendly & Fun

We are energized by being around interesting and diverse people. We are mentally active, creative, and expressive. We inspire positivity; seek happiness and joy!



## FLVC CORE VALUES

## Genuine

We foster a fresh style, rooted in FLX traditions. We are of the new world - embrace new amenities - encourage innovation in our guest experiences. We listen; we are kind; we care about you. We cherish smiles and view them as a reward of happiness.

vk 2020 Brand personality.xlsx







## Our Team

- Cindy Harris, Harris Studios
- Internal Team Members
- Board Members
- Dana Events
- Meg Vanek, writer







# Rough Spots?

- My internal popularity rankings probably took a big of a hit
  - Zoom code of conduct, really?
- I don't wear hats!
- You favor certain properties too much!
- Ongoing monitoring and updating is critical. We're still finding "things to change."





## What difference has this made?

- Time saving
- Money/resource saving
- Reputation management
- Employee “ownership and focus”
- Employee recruitment – cultural match





1. Campaign = Leads
2. Experience = Conversion
3. Cultural = Culture
4. Reputation = Sustainability







**It's Not a  
Shelf Piece  
AND  
It's Not Done**

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[VisitFingerLakes.com/Partners/  
Brand-resources-and-logos/](https://www.visitfingerlakes.com/Partners/Brand-resources-and-logos/)



# Finger Lakes Visitors Connection

Ontario County, NY



Glad to share:

[Valerie@VisitFingerLakes.com](mailto:Valerie@VisitFingerLakes.com)

