

**Destination Marketing Corporation for  
Otsego County, Inc.**

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*County Tourism Summary for  
Otsego County Board of Representatives Meeting  
- July 6, 2016 -*

# Organization & Purpose

# Otsego County Tourism

- **Purpose:**
  - To actively promote and market Otsego County for the purpose of encouraging overnight visitation, thus contributing to the economic impact of tourism in our communities through the generation of occupancy tax revenues.

# Otsego County Tourism

## • **Board of Directors:**

- **Chairman:** Jim Miles, General Manager/Chief Operating Officer, The Otesaga Resort Hotel/The Cooper Inn
- **Vice-Chairman:** Bill Michaels, Co-owner & Vice-President, Fly Creek Cider Mill & Orchard, Inc.
- **Treasurer:** Ken Meifert, Vice President, Sponsorship and Development, National Baseball Hall Of Fame & Museum
- **Secretary:** Camila Morris, General Manager, Eastern Travel/Oneonta Bus Lines
- Kathy Clark, Chair, Otsego County Board of Representatives
- Matt Hazzard, Executive Director, Cooperstown Chamber of Commerce

## • **Board of Directors, Cont'd:**

- Barbara Ann Heegan, President/CEO, Otsego County Chamber of Commerce
- Bob Holt, General Manager, Best Western Plus/Country Inn & Suites
- Hope Kabir, General Manager, Hampton Inn
- Todd Kenyon, Director of Marketing & Communications, New York State Historical Association
- 
- Executive Director, DMCOC - Deb Taylor (ex officio)

## • **County Tourism Contribution:**

Tourism generated for the region more than:

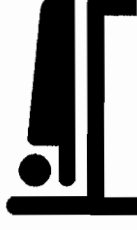
- \$175 million in direct spending
- 3,400 jobs in Otsego County
- \$12 million in local taxes
- \$900 in tax savings per household\*

\* Data from Tourism Economics 2014 New York State report on tourism

# Otsego County Tourism



133 Dining Facilities



630 Lodging Establishments



74 Attractions



72 Parks & Recreation Areas

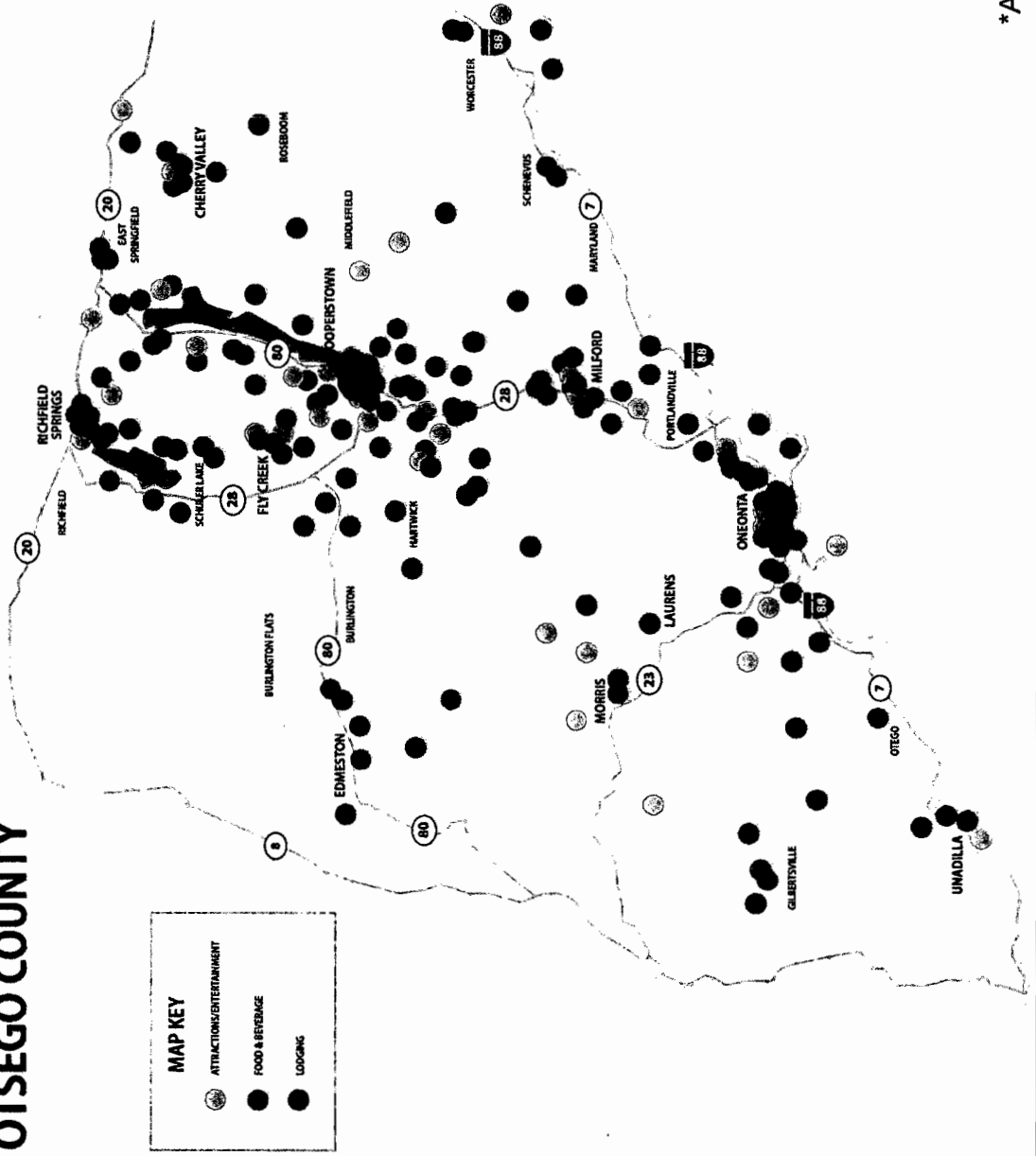


23 Campgrounds

\*Estimates, actual totals may vary

# Otsego County Tourism

## OTSEGO COUNTY



\*Approximate figures and locations

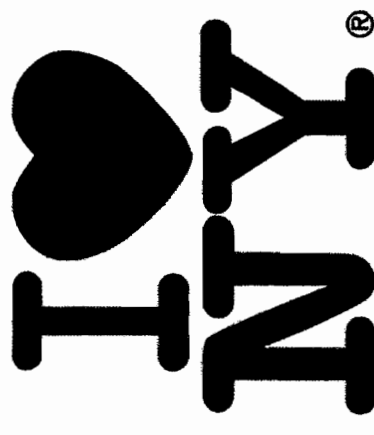




# 2014 / 2015 Initiatives

- **Consumer & Trade Shows:**
  - Consumer Shows: participated in over 35 shows
  - Group Tour Niche: met with over 600 tour operators
  - Familiarization (FAM) Tours: hosted over 70 writers
  - Itineraries: developed themed and custom itineraries for groups

- **Travel Writers/Media Events**
  - Domestic and International
- **I LOVE NY Collaborations:**
  - Programs (NY Cash and Travel Lottery, Bus programs) and partnerships (Viator)



- **Central NY Region Programs:**
  - Brew Central: Beverage attractions, supported by Market NY Grants
  - CNY Fresh: agri-tourism assets, supported by Ag & Markets and Market NY Grant
  - Path Through History: history assets, supported by Governor’s Office Initiative;
  - Brand USA: Destination Marketing Organization for US.

- **Tourism Industry Memberships:**
  - Active members in 10 state tourism-related associations
- **Marketing Integrated Plan:**
  - Comprehensive Media Plan
  - ThisIsCooperstown.com
  - Photo and Video library
  - Social Media
  - Email Marketing

# Otsego County Tourism

## • 2015 Media Stats:



**Impressions:**

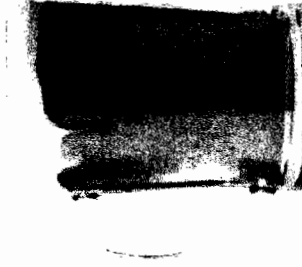
3,814,814

**CTR:**

0.09%

**Top Geos:**

New York DMA  
Washington DC  
Philadelphia DMA



**Impressions:**

3,106,828

**CTR:**

0.08%

**Top Geos:**

New York DMA  
Philadelphia DMA  
Boston DMA



**Impressions:**

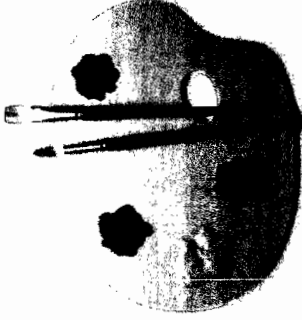
3,495,353

**CTR:**

0.09%

**Top Geos:**

New York DMA  
Boston DMA  
Philadelphia DMA



**Impressions:**

3,341,763

**CTR:**

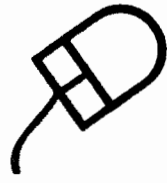
0.08%

**Top Geos:**

New York DMA  
Philadelphia DMA  
Boston DMA

Click Through Rate (CTR) industry avg. is 0.04%

## • Website Stats (2015 vs. 2013):



**639K Sessions**  
(# of visits within a given time frame)  
**76% Increase**

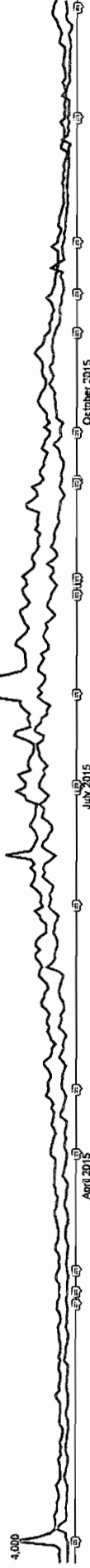


**482K Users**  
(# of people who visited the site)  
**79% Increase**



**2.2M Page Views**  
(# of pages viewed/clicked on a site)  
**29% Increase**

Jan 1, 2015 - Dec 31, 2015: ● Sessions  
Jan 1, 2013 - Dec 31, 2013: ● Sessions



# Otsego County Tourism

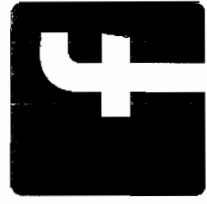
- **2015 Website Stats:**
  - Clicks to Online Bookings up 11%
  - Clicks to partner sites increased 53%
  - Significant rise in PDF downloads (lure piece, maps, etc.), up 54%

Event Action	2015	2014	Variance
<b>Lodging Action</b> (Jackrabbit or Listing 'Book Now' Button)	48,242	43,220	11.6%
<b>Outbound Click</b> (To partner websites)	276,065	179,937	53.4%
<b>PDF Download</b> (Brochure, Trolley Map, Biking Map, etc.)	17,423	11,263	54.7%

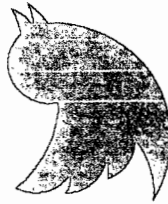


# Otsego County Tourism

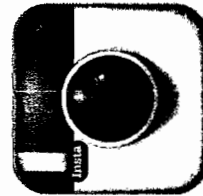
## • 2015 Social Media Stats:



14.3K Likes (27% growth since 2013)  
Avg. 2 to 3 posts/week



1,301 Followers (302% growth since 2013)  
Avg. 2 to 3 tweets/week



500 Followers (started in 2015)

Website Referrals from social channels have shown positive trends in 2015 compared to 2014:

- Sessions: Up 42%
- Conversions: Up 5%

# 2014 / 2015 Revenue Summary

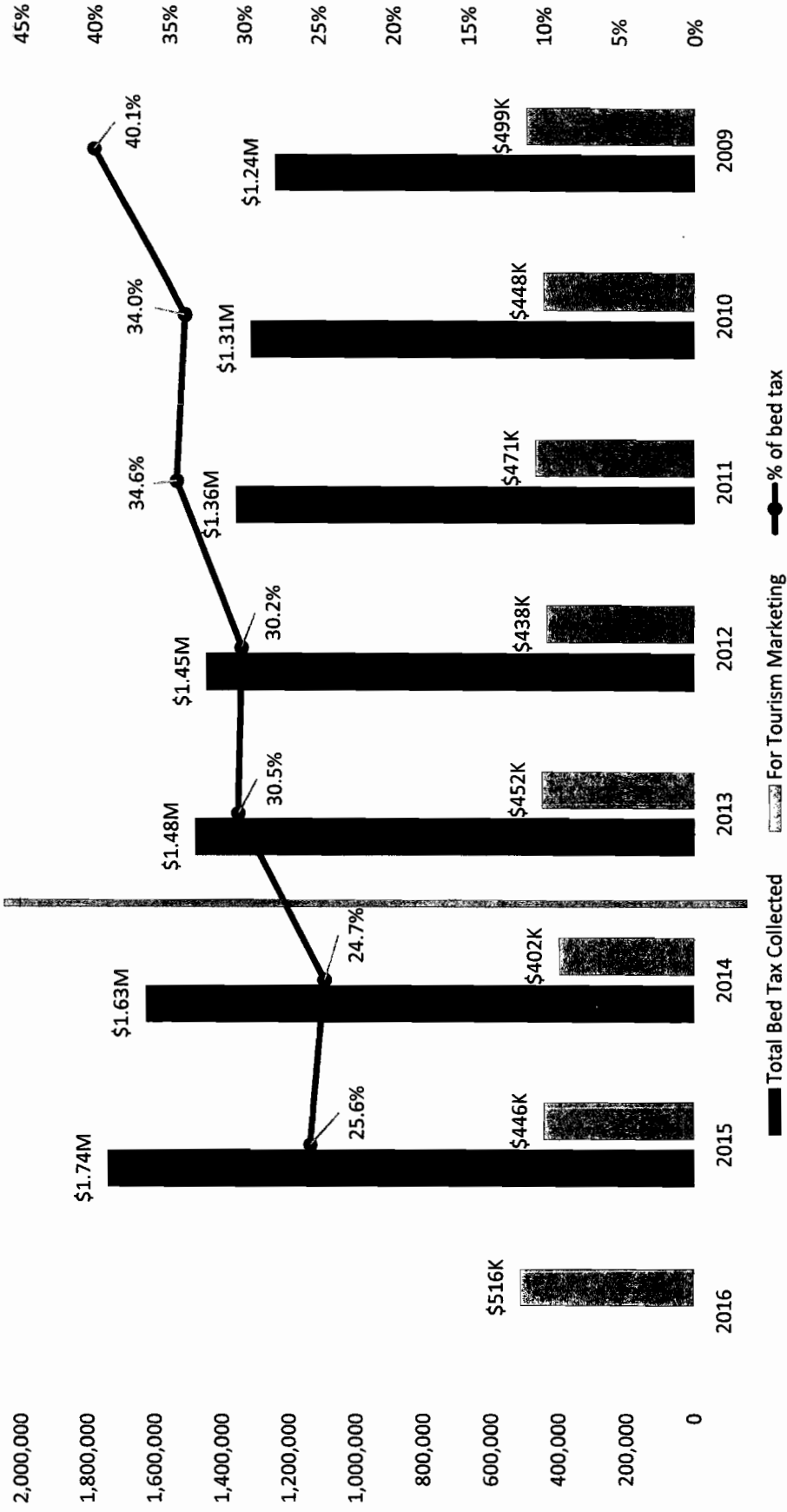
# Otsego County Tourism

Bed Tax Collected	2015	2014	2013	2012
Bed Tax Revenue	\$1,742,287	\$1,629,653	\$1,483,017	\$1,450,276
Increase Over prior year	6.9%	9.8%	2.2%	N/A

Source: County Treasurer

# Otsego County Tourism

Bed Tax Revenue & County Tourism Funding by Year



Demarcation between DMCO managed (2013 – 2016) and County managed (2009 – 2013)

## • DMCOC Marketing Expenditures:

Year	Marketing and Promotion	Bed Tax Funding	Total Funding	Marketing as % of Total Funding
2013	\$355,100	\$451,977	\$521,977	68.0%
2014*	\$319,984	\$402,000	\$543,426	58.9%
2015	\$469,198	\$445,834	\$609,494	77.0%
2016**	\$535,097	\$516,347	\$674,247	79.4%

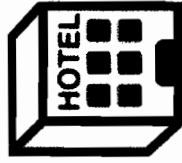
\* First of 3 year contract for DMCOC

\*\* 2016 Marketing expenses equal to budget

# Smith Travel Research Otsego County Benchmark Report

# Otsego County Tourism

## Reporting Statistics

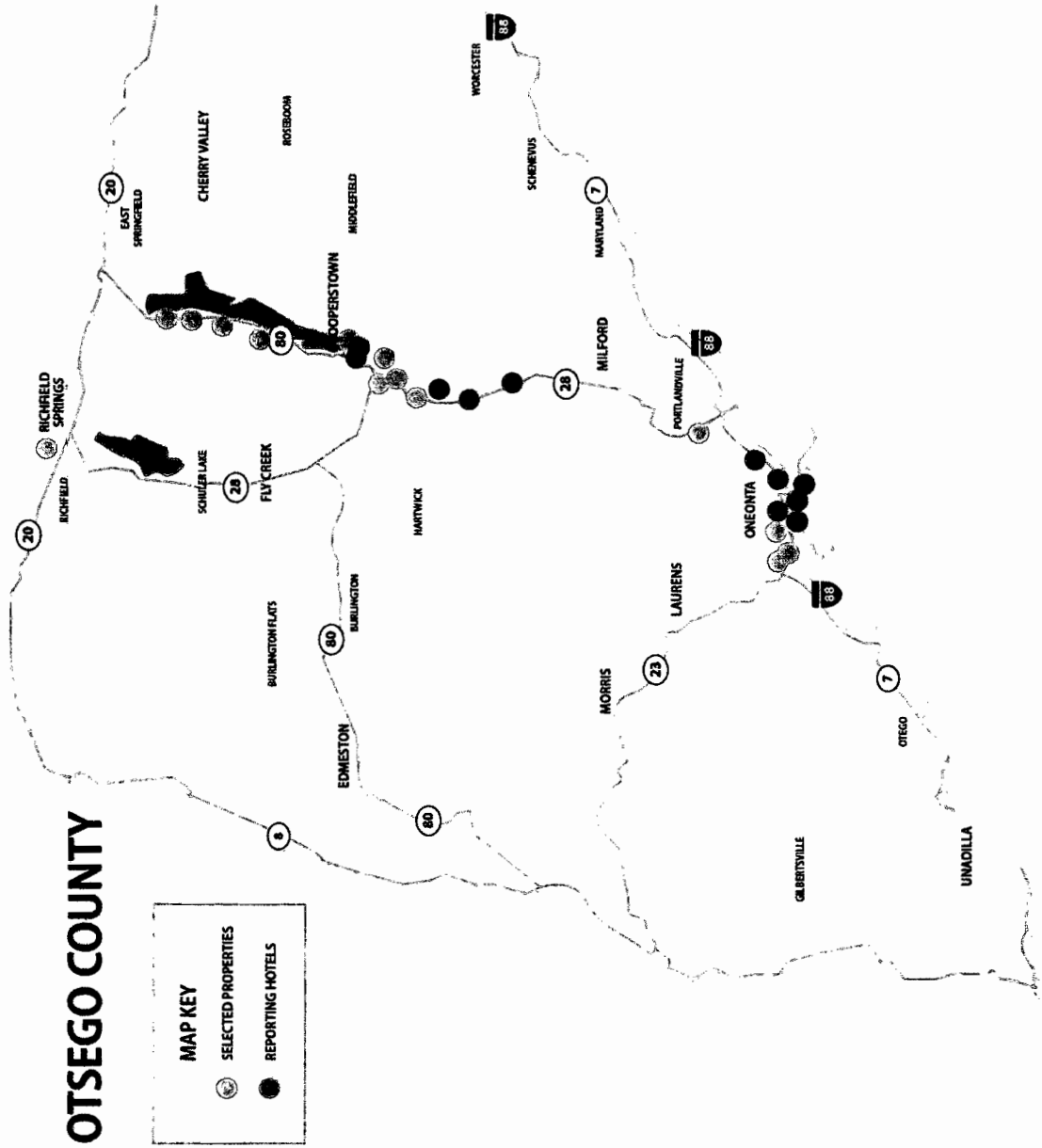


Total Properties – 25  
Total Reporting Properties – 10  
Percentage of Total Properties – 40%



Total Rooms – 1,326  
Total Reporting Rooms – 839  
Percentage of Total Rooms – 63%

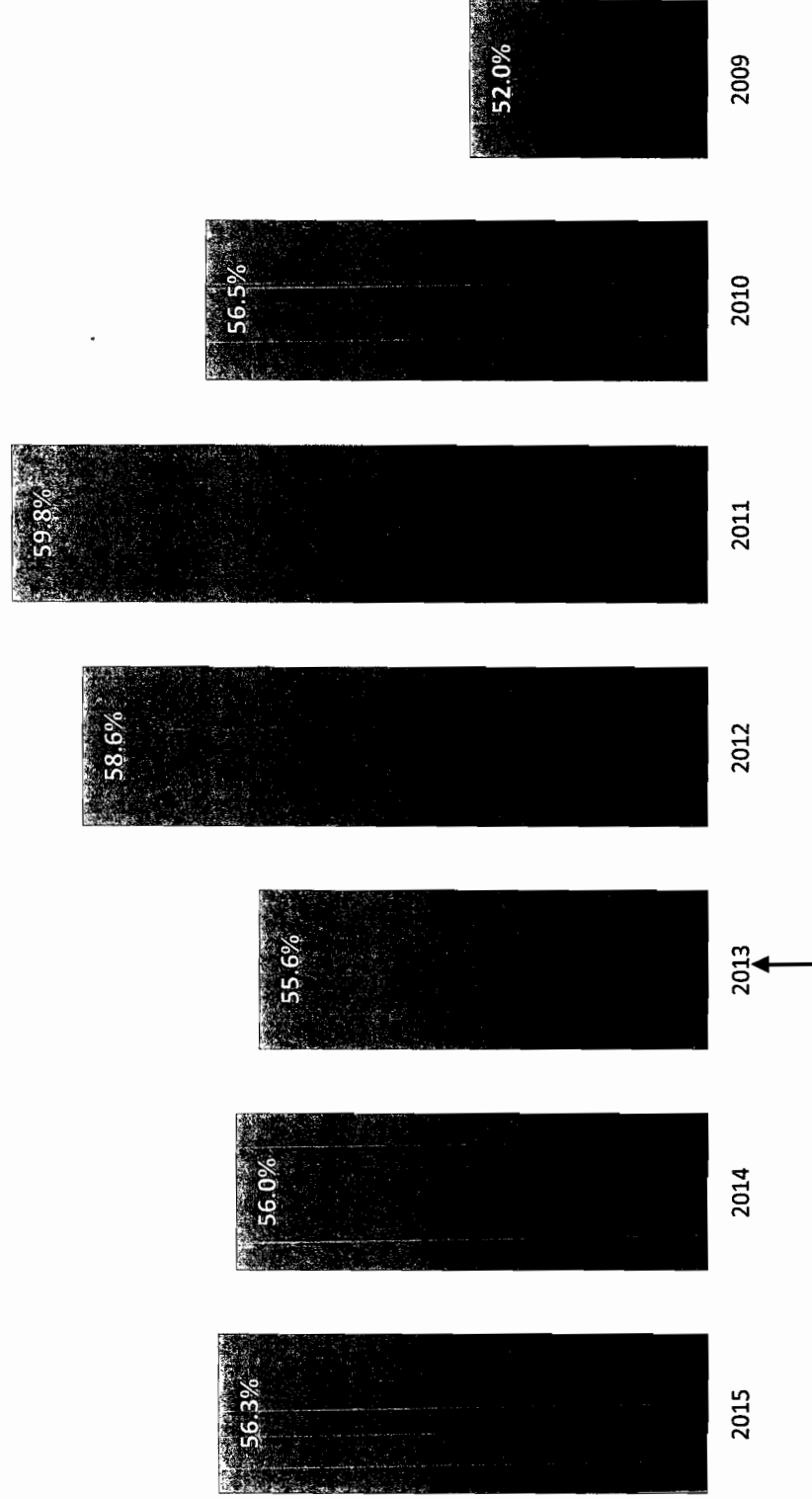
# Otsego County Tourism





# Otsego County Tourism

Occupancy by Year

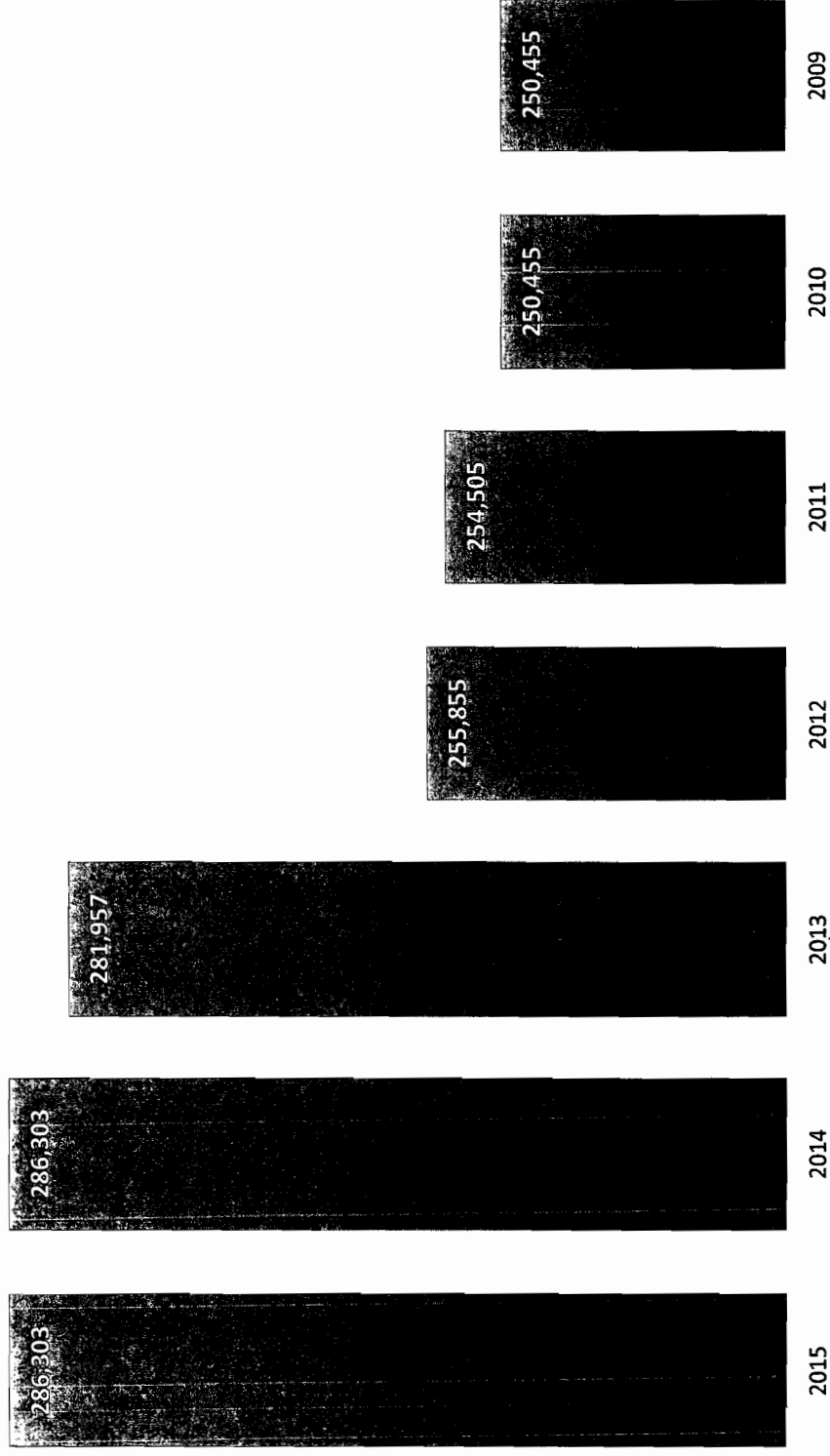


Courtyard by Marriott opened in 2013

Source: Smith Travel Research for Otsego County

# Otsego County Tourism

Available Guest Rooms by Year

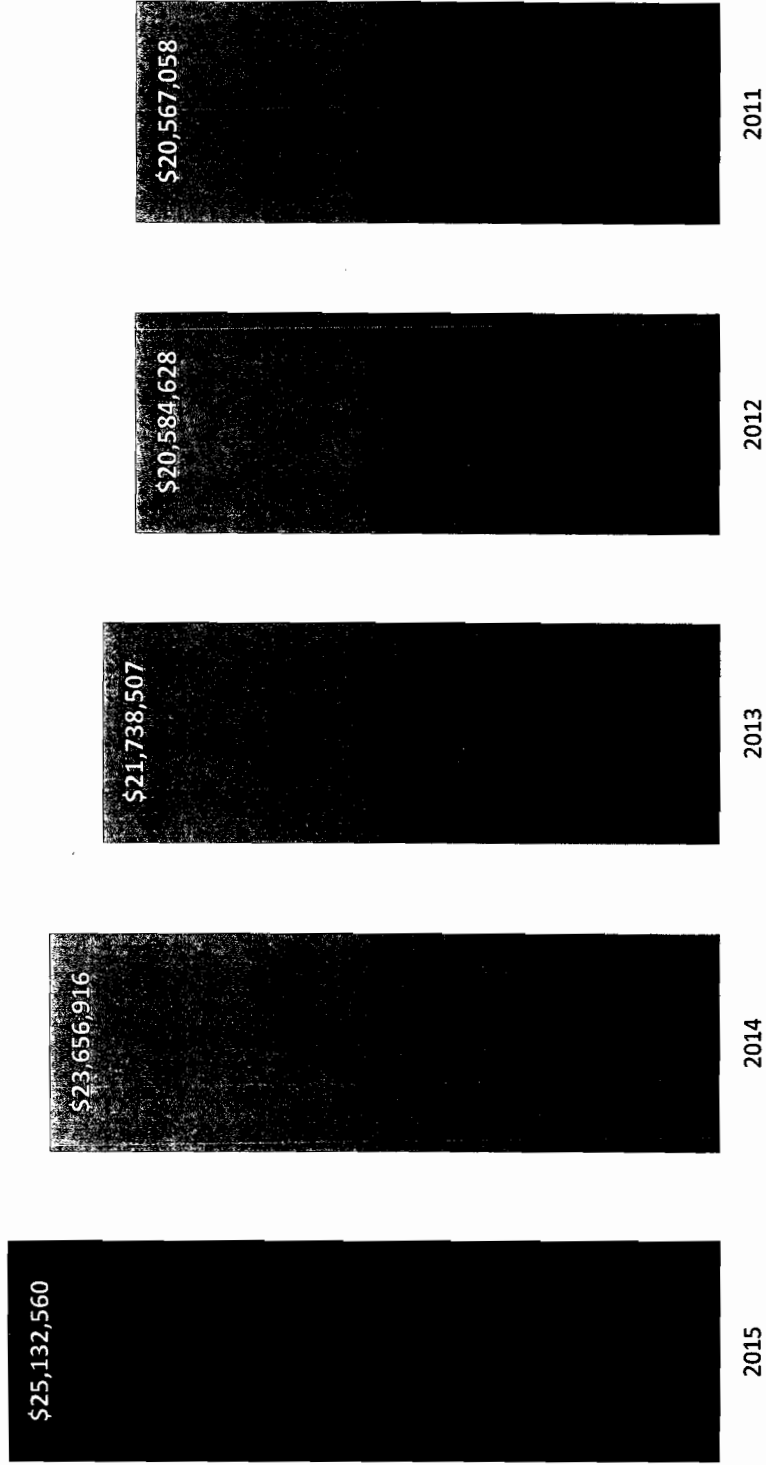


Courtyard by Marriott opened in 2013

Source: Smith Travel Research for Otsego County

# Otsego County Tourism

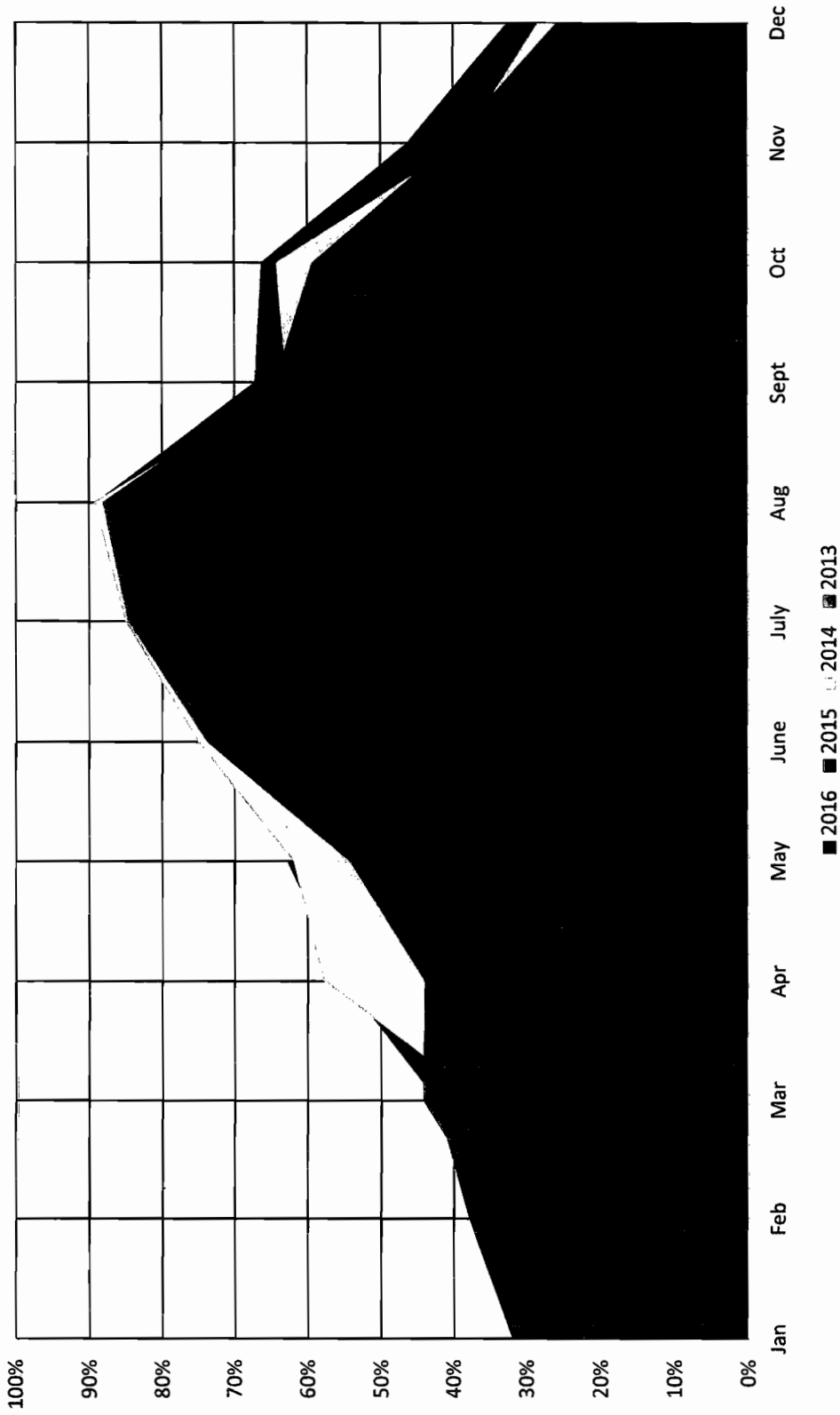
## Revenue by Year



Source: Smith Travel Research for Otsego County

# Otsego County Tourism

SALES OPPORTUNITY VS. ACTUAL OCCUPANCY (2013 - 2016)



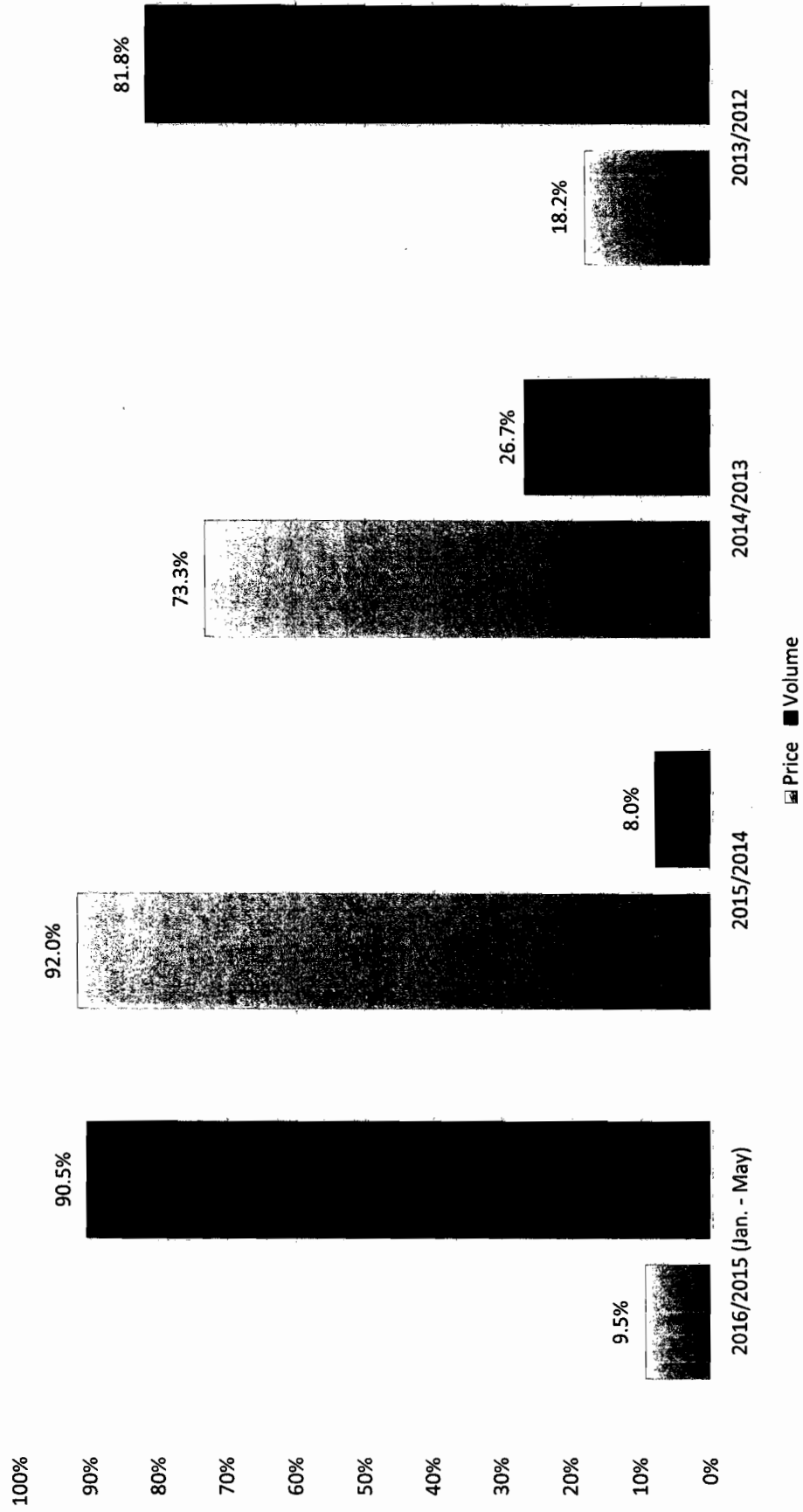
Source: Smith Travel Research for Otsego County



# Otsego County Tourism

## Price/Volume Chart

Room Revenue Increase Components Year Over Year

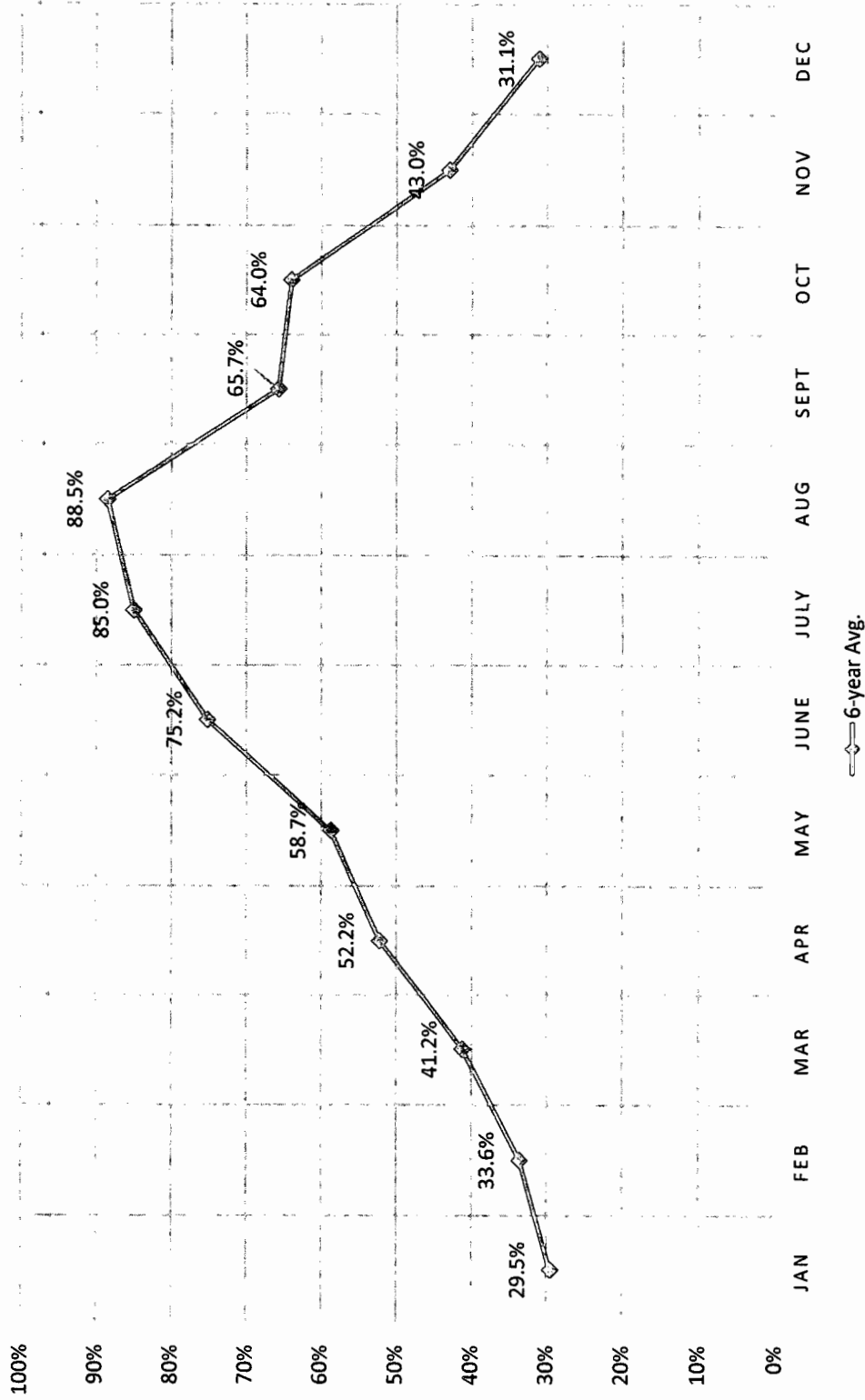


Source: Smith Travel Research for Otsego County



# Otsego County Tourism

## OCCUPANCY BY MONTH (2010 - 2016) - AVERAGE

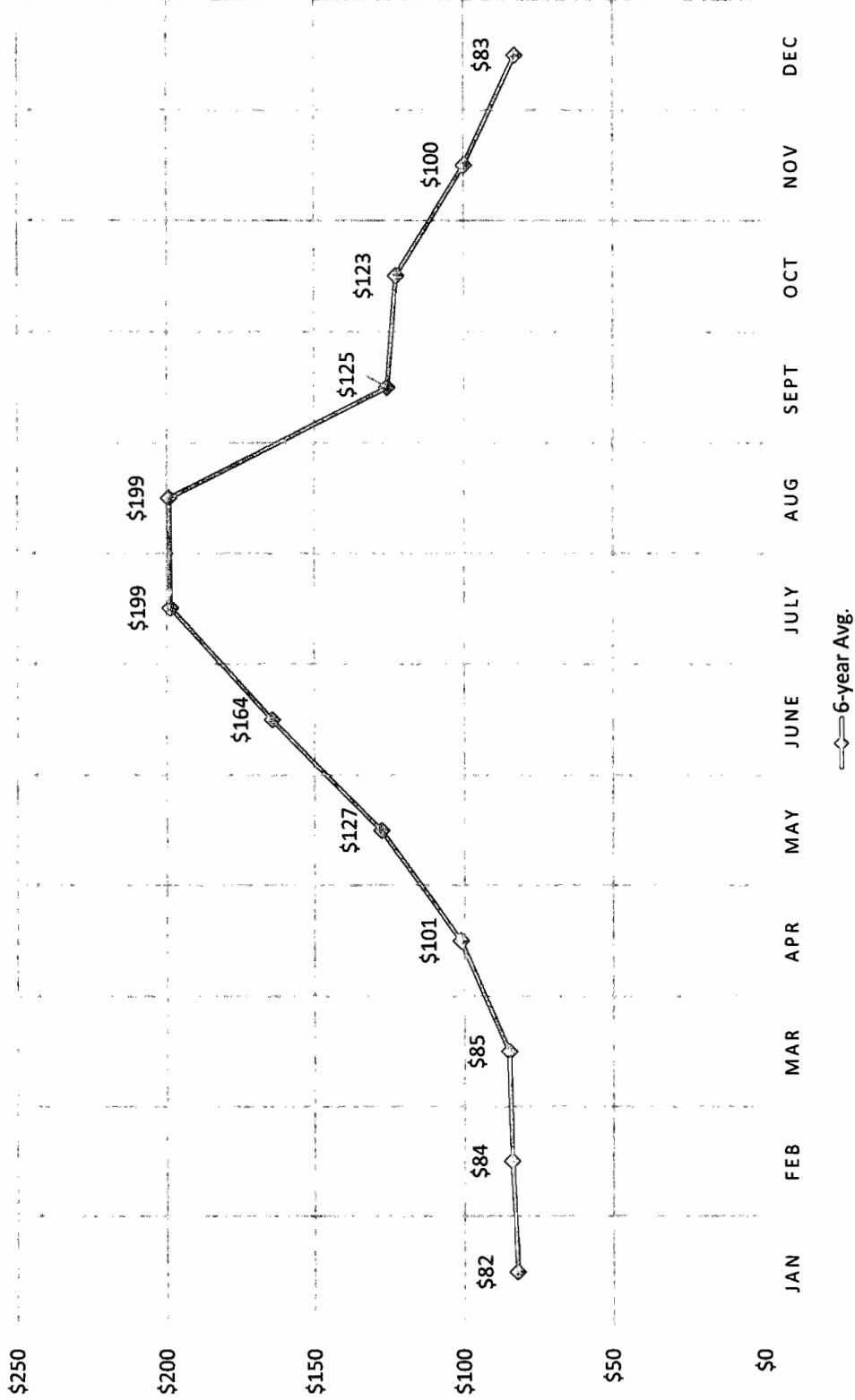


Source: Smith Travel Research for Otsego County



# Otsego County Tourism

## ADR BY MONTH (2010 - 2016 ) - AVERAGE

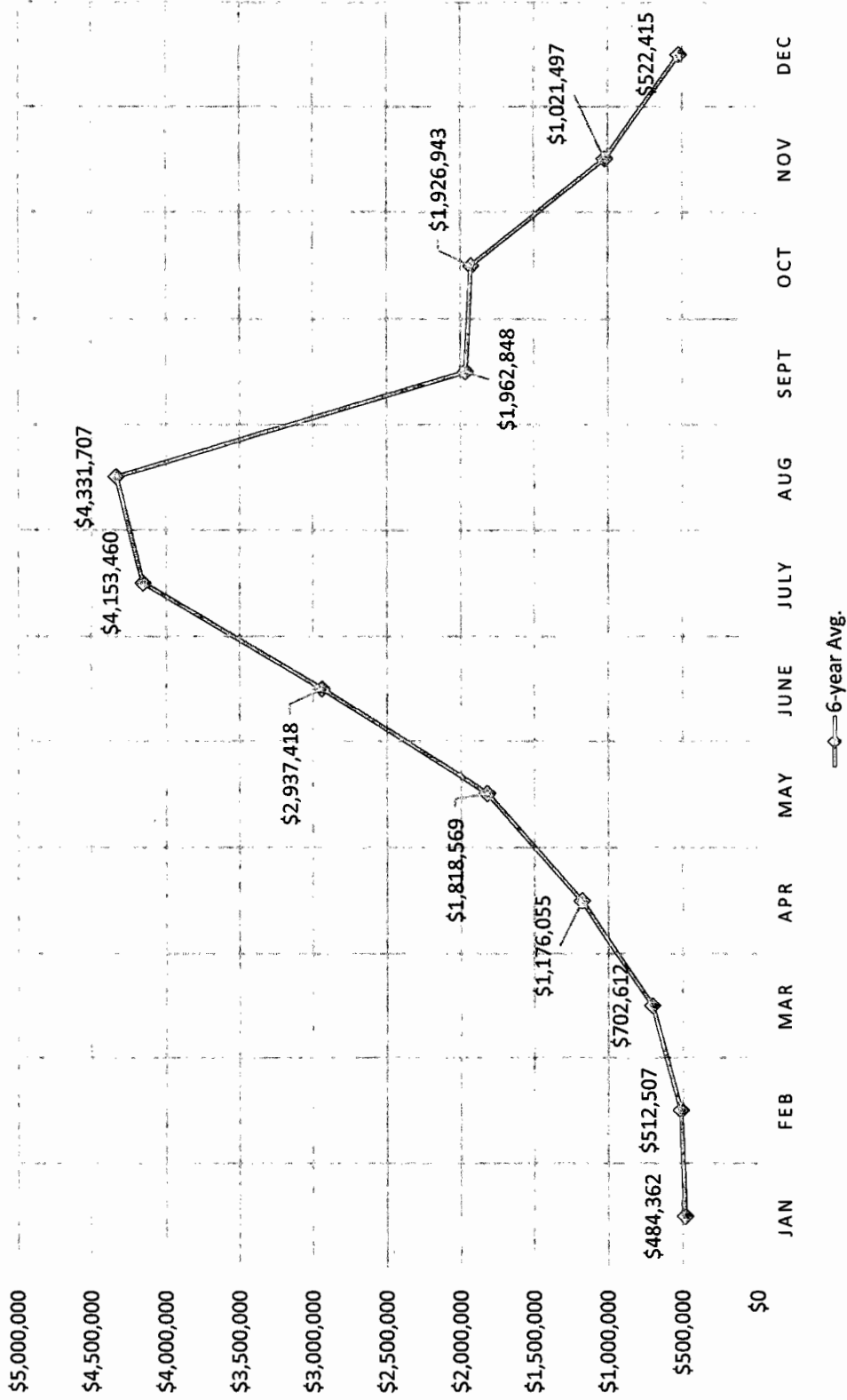


Source: Smith Travel Research for Otsego County



# Otsego County Tourism

REVENUE BY MONTH (2010 - 2016) - AVERAGE

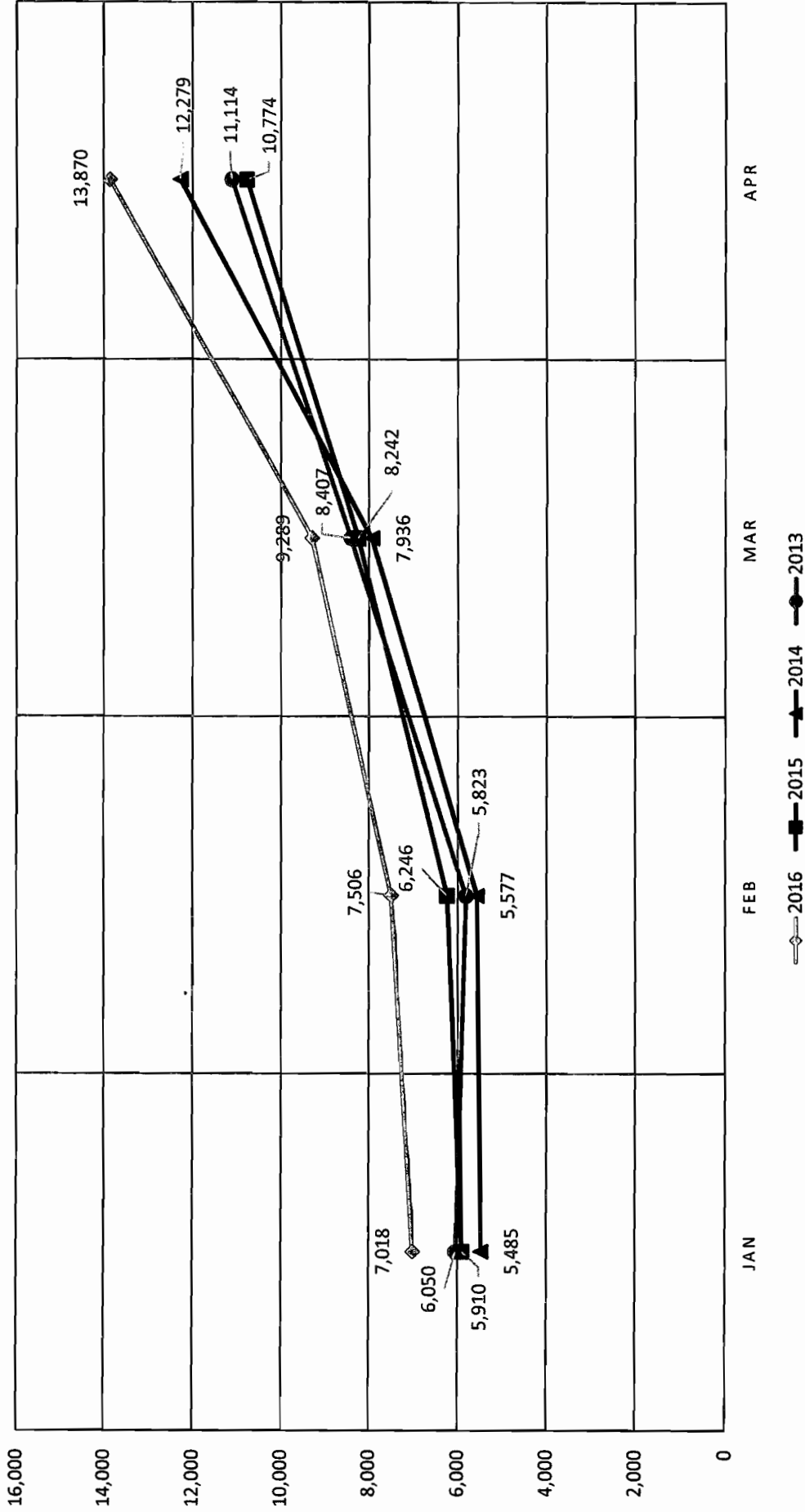


Source: Smith Travel Research for Otsego County



# Otsego County Tourism

SHOULDER SEASON COMPARISON CHART - OCCUPIED ROOMS

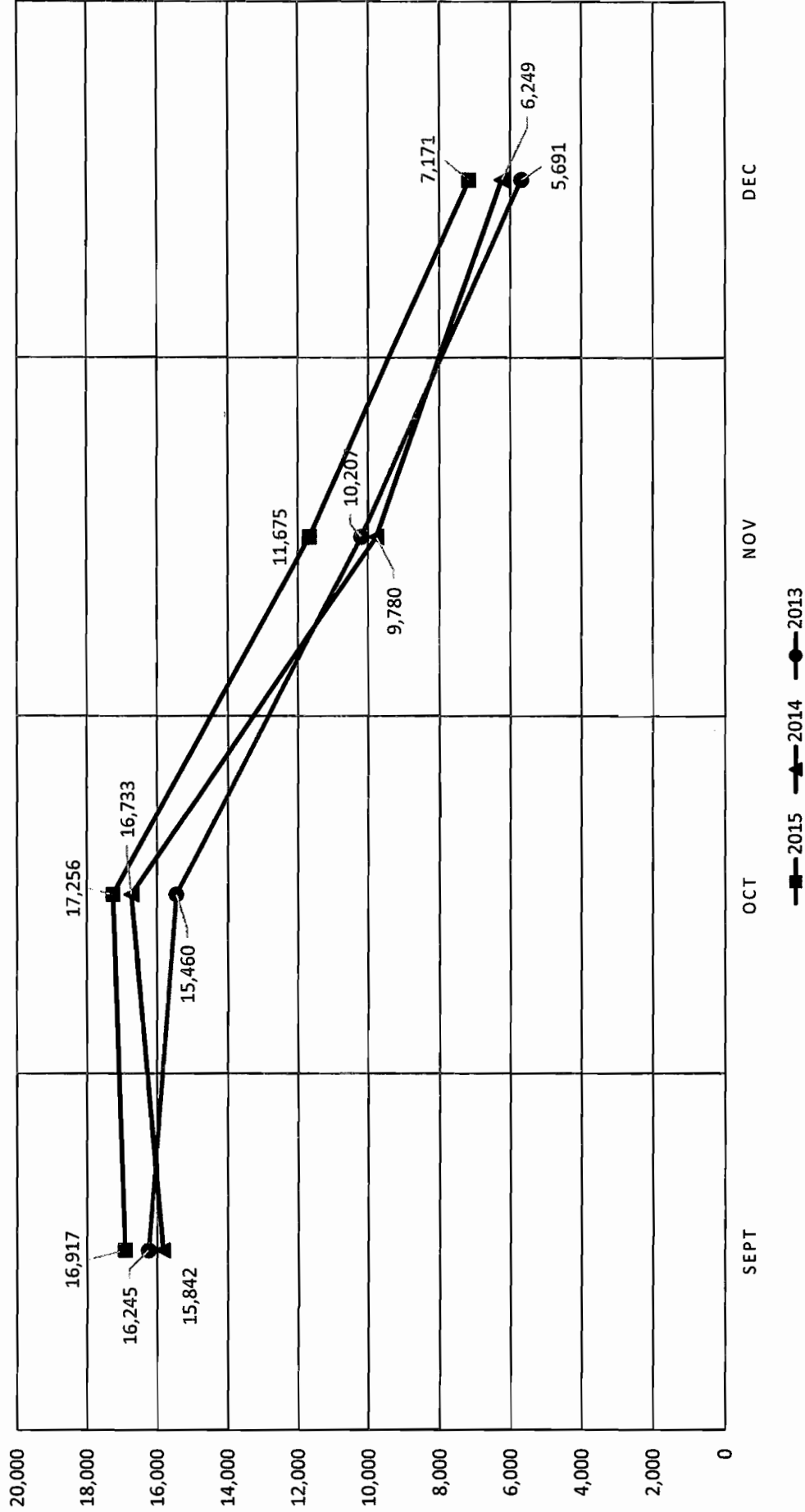


Source: Smith Travel Research for Otsego County



# Otsego County Tourism

SHOULDER SEASON COMPARISON CHART - OCCUPIED ROOMS



Source: Smith Travel Research for Otsego County



# Otsego County Tourism

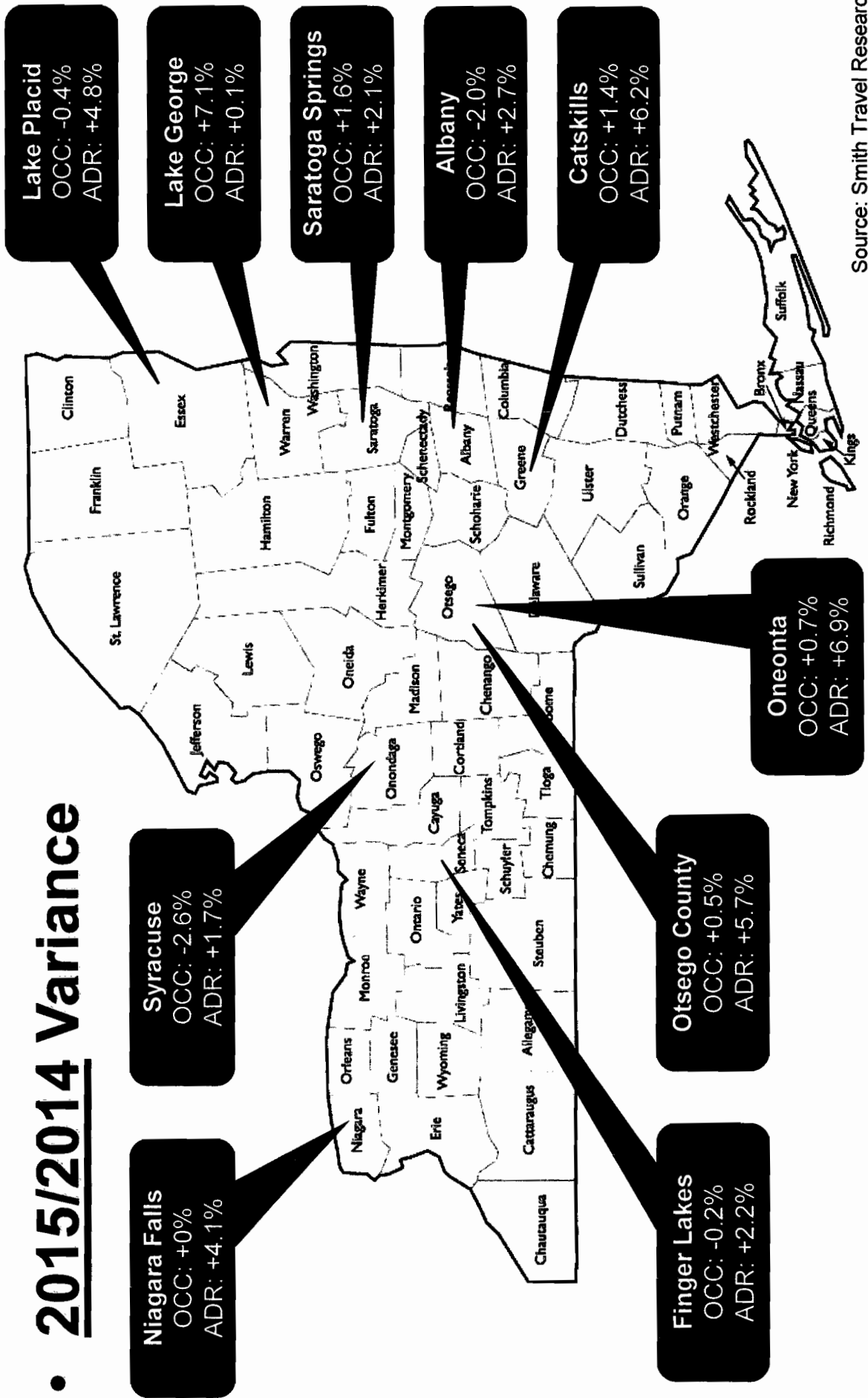
## • 2015/2014 Occupancy/ADR Comparison:

REGION	OCCUPANCY			ADR		
	2015	2014	VAR	2015	2014	VAR
NY State	73.4%	73.1%	0.4%	\$204	\$205	-0.5%
Otsego County	56.3%	56.0%	0.5%	\$156	\$148	5.7%
Albany	64.7%	66.0%	-2.0%	\$111	\$108	2.7%
Catskills	44.4%	43.8%	1.4%	\$110	\$103	6.2%
Finger Lakes	58.2%	58.3%	-0.2%	\$139	\$136	2.2%
Lake George	46.7%	43.6%	7.1%	\$197	\$197	0.1%
Lake Placid	54.9%	55.1%	-0.4%	\$193	\$184	4.8%
Niagara Falls	61.8%	61.8%	0.0%	\$104	\$100	4.1%
Oneonta	56.6%	56.2%	0.7%	\$123	\$115	6.9%
Saratoga Springs	72.0%	70.9%	1.6%	\$169	\$166	2.1%
Syracuse	56.9%	58.4%	-2.6%	\$102	\$100	1.7%

Source: Smith Travel Research

# Otsego County Tourism

## • 2015/2014 Variance



Source: Smith Travel Research



# Otsego County Tourism

## • 2016 Occupancy/ADR Comparison:

REGION	OCCUPANCY			ADR	
	2016 YTD	2015 YTD	VAR	2016 YTD	2015 YTD
NY State	67.8%	67.8%	0.0%	\$183.2	\$186.1
Otsego County	47.1%	41.4%	13.8%	\$111.9	\$110.5
Albany	56.3%	60.9%	-7.6%	\$110.6	\$108.7
Syracuse	51.9%	52.2%	-0.6%	\$98.9	\$99.2
Buffalo	52.0%	54.3%	-4.2%	\$94.9	\$95.2
Ithaca/Binghamton	45.6%	44.8%	1.8%	\$105.0	\$105.3
Upstate NY	43.7%	43.7%	0.0%	\$105.5	\$105.3

Results through May 2016

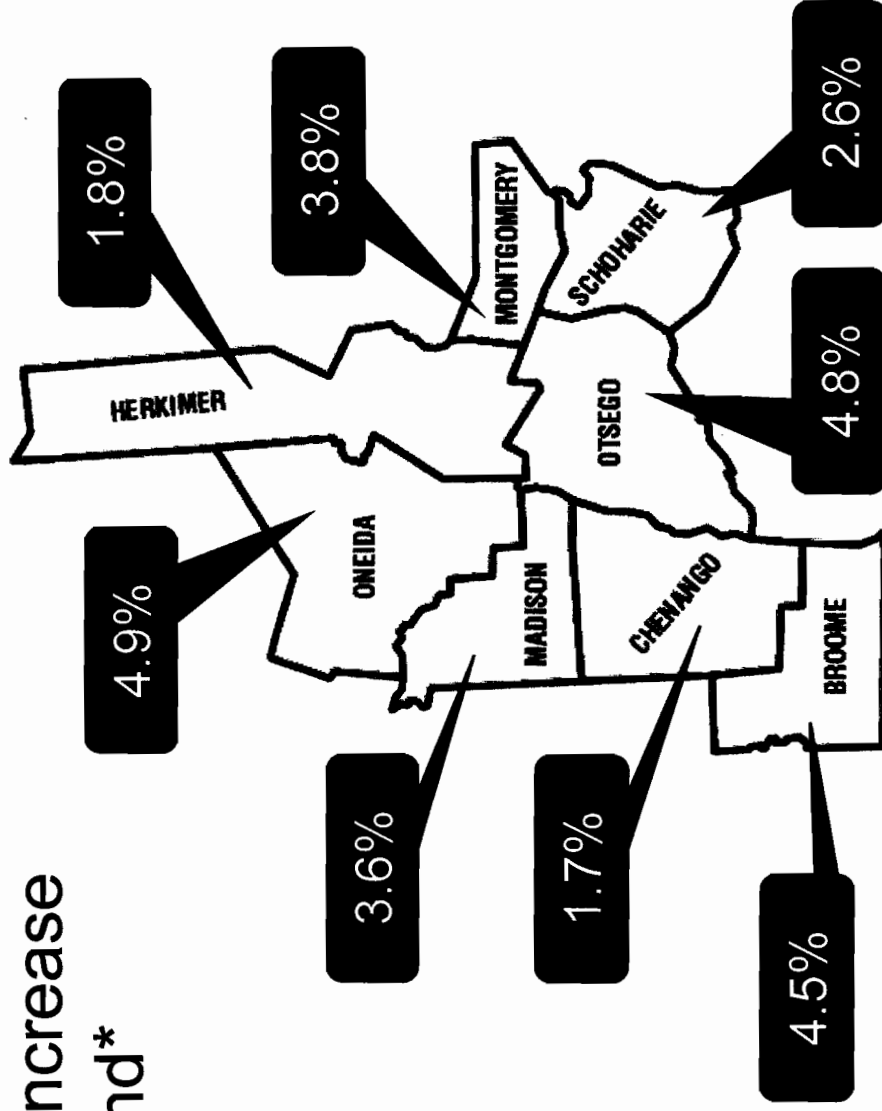
Source: Smith Travel Research

# Tourism Economic Impact 2013 – 2014

# Otsego County Tourism

## – Central New York

- 2013-2014 % increase in traveler spend\*



\*Source: Tourism Economics, a Division of Oxford University, commissioned by I Love NY

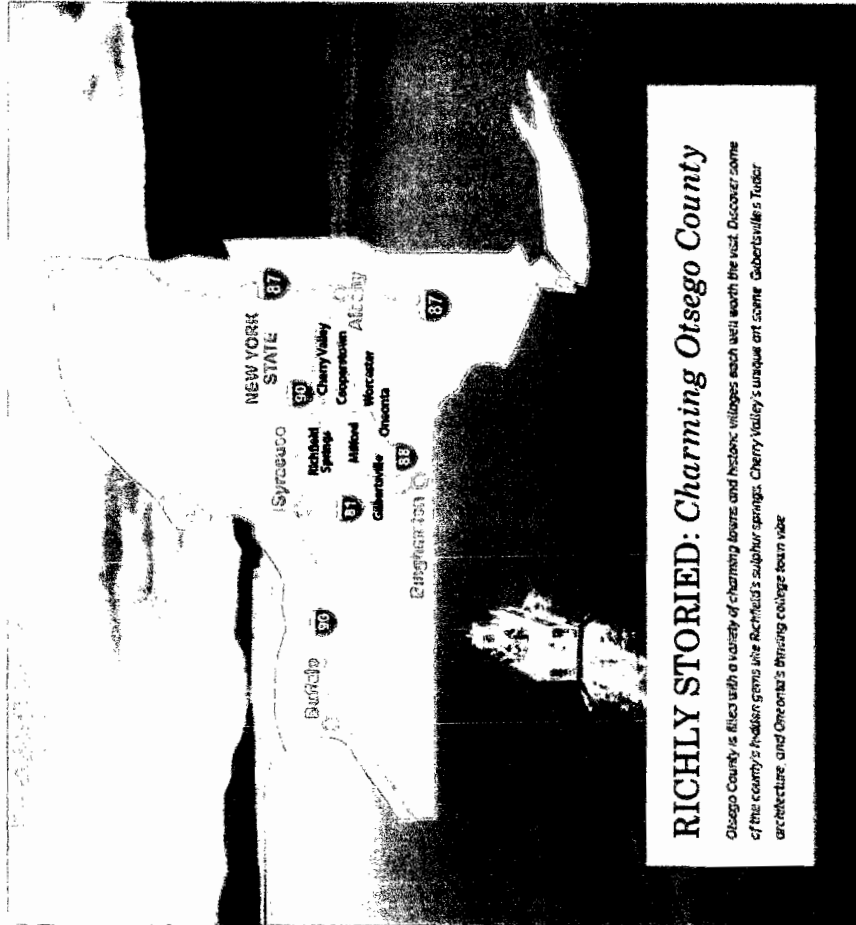
# 2016 County Wide Initiatives



- **Otsego County Historical Association:**
  - Develop and add a ‘History of Otsego County’ page on [ThisIsCooperstown.com](http://ThisIsCooperstown.com) working in conjunction with the Otsego County Historical Association and a small committee of local historians
  - Feature history facts and/or historical markers as sidebars on various email blasts

- **2016 Travel Guide:**
  - Travel guide will feature a two-page spread with map and descriptions of several areas throughout the County

# Otsego County Tourism



## RICHLY STORIED: Charming Otsego County

Otsego County is filled with a variety of charming towns and historic villages each well worth the visit. Discover some of the county's hidden gems like Richfield's sulphur springs, Cherry Valley's unique art scene, Gilbertville's Tudor architecture, and Oneonta's thriving college town vibe.



### Getting here

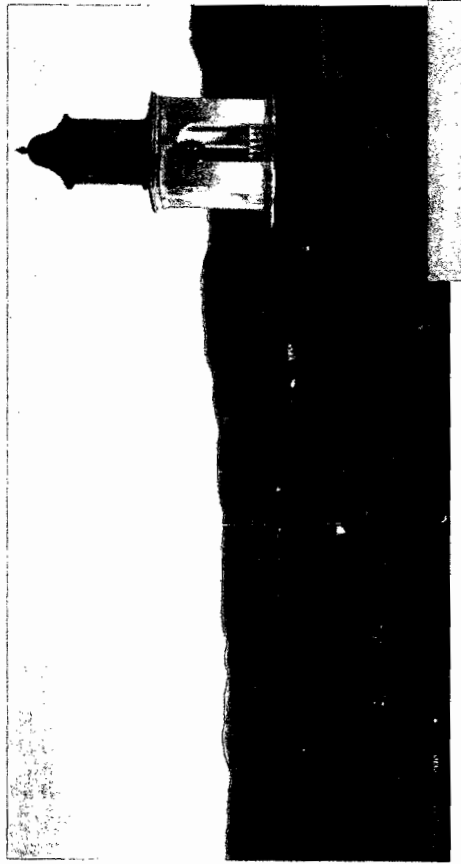
Slow down and enjoy the fantastic scenery on the winding roads to the Cooperstown/Otsego County area. We're an hour or two from two international airports, Albany and Syracuse, respectively. The Greater Binghamton Airport is about two hours from Cooperstown. There is taxi service to and from the airports.

To receive us from Penn Station, NYC, or Rochester, Search Albany is available on Amtrak. Enterpass Car Rental has cars at the station to pick up and on departure.

Because Cooperstown is a small village—the stop light—it is highly recommended that visitors take advantage of free peripheral parking and the trail system (\$3 per person) during the summer months. Look for the parking lot signs as you approach the village. The maps are available at the Cooperstown Chamber on 31 Chestnut Street, and at the Information Kiosk at Main and Pioneer Streets. Signs include Penn State Art Museum, The Farmers Museum and the Nicholas Biddle Hall of Fame & Museum.

For in-depth maps and more information, visit [ThisIsCooperstown.com](http://ThisIsCooperstown.com)

10 Learn more about Otsego County at [ThisIsCooperstown.com](http://ThisIsCooperstown.com)



Our countryside is filled with hidden gems, waiting to be discovered. The church steeples of many little hamlets dot our rural landscape, each with its own story.

**CHERRY VALLEY** was once the Gateway to the American Frontier. Its history includes notable events like the Cherry Valley Massacre and notable characters like Benjamin Franklin, General "Flick" Cherry Valley's home to shops and restaurants. Jena featured in *Food & Wine Magazine*, as well as Cherry Valley Artworks, which offers a Sculpture Trail and presents events at the Star Theatre.

**COOPERSTOWN** is a national treasure on the southern shore of Otsego Lake. With only one stop light and 1,800 year-round residents, the village is home to some of the finest of American history, culture, and art, from scenic attractions like the National Baseball Hall of Fame & Museum,

Farmers Art Museum, The Farmers' Museum, and the Gimingham Festival. Explore the Cooperstown Beverage Trail and more art town's taverns like the Cooperstown Summer Music Festival, Cooperstown Art Association and Smith Center for the Arts.

**GILBERTVILLE'S** unique Tudor architecture harkens to English heritage. The entire village is located in the Battlement Valley is on the National Register of Historic Sites. The Mayor's Inn is located in the heart of the charming village.

**MILFORD** is located halfway between Cooperstown and Oneonta. Although a cross-road village, it is home to the Cooperstown & Charlotte Valley Railroad, a fine art gallery and historic Sayre House.

**ONEONTA** is a small college town about 30 minutes south of Cooperstown. "Bohemian, funky, renaissance" are words that describe its historic downtown, a nostalgic setting for dining, shopping,

and seeing entertainment. The "huckle and huckle" of the Southside area offers a variety of shopping and dining experiences, in addition to art galleries like the Peedick Performing Arts Center, Main View Gallery Community Arts Network of Oneonta at the Wilber Mansion, Oneonta Theater along with several other performing arts organizations.

**RICHFIELD SPRINGS** cannot host the white sand and herb's because of its prolific sulphur springs. The hotels are gone, the springs dried up, but the village's location on Route 20 - NYS Scenic Byway keeps it buzzing. Canadatego Lake is one of New York's top fisheries with a large DEC boat launch.

A walk down **WORCESTER'S** Main Street is like taking a step back in time. Located conveniently off I-80, this small village is located mid-way between Oneonta and Cobleskill. The Worcester area is a spectator's paradise. The nearby Schoharie Creek is a NYS designated trout fishery. Fly-fishing and canoeing in the area are abundant.



Richfield Springs, Otsego County



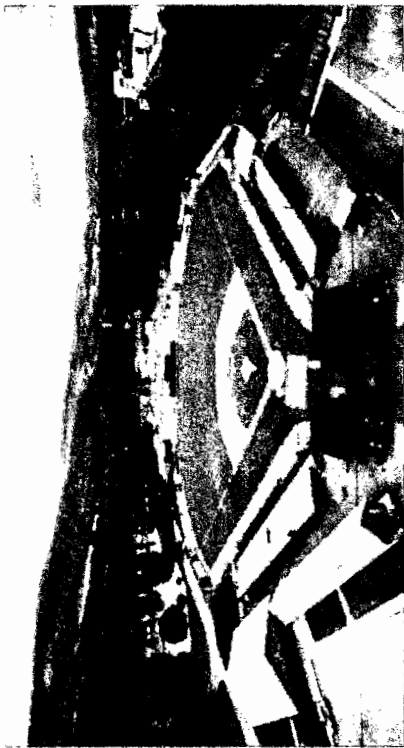
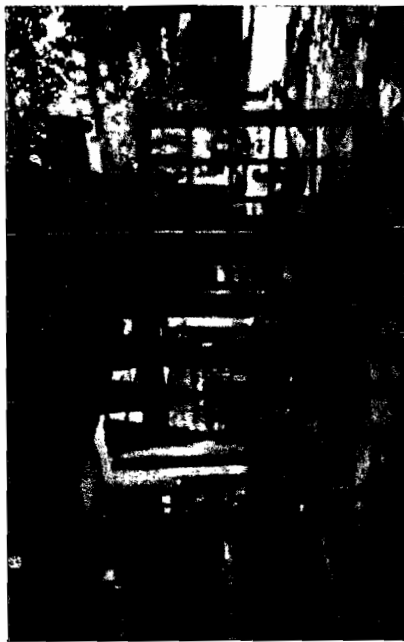
Cooperstown, Otsego County



Oneonta, Otsego County

Plan your trip to Otsego County at [ThisIsCooperstown.com](http://ThisIsCooperstown.com) 11

- **Oneonta Coalition:**
  - In order to drive the meeting business to Oneonta, the DMCOOC has organized the *Greater Oneonta Coalition for Small Meetings & Conferences*
  - Developed a profile sheet to distribute to meeting planners at various trade shows
  - DMCOOC staff will facilitate (receive/distribute RFPs and oversee connecting clients with the Coalition members)



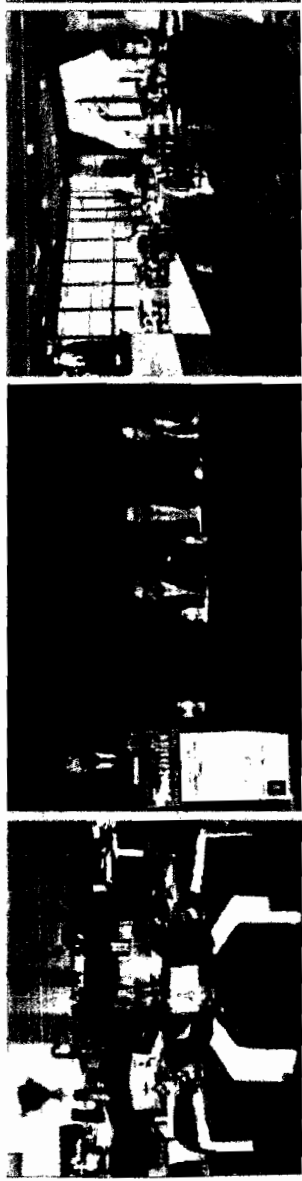
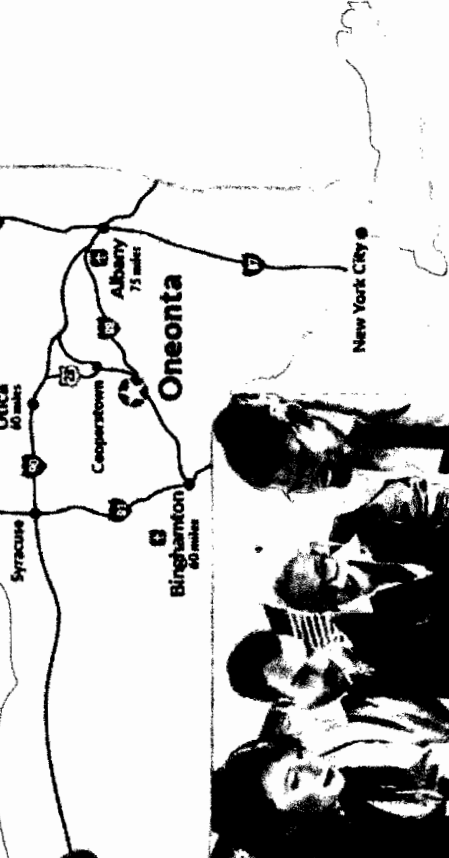
*Location, location, location!*

**ALL ROADS LEAD TO ONEONTA**

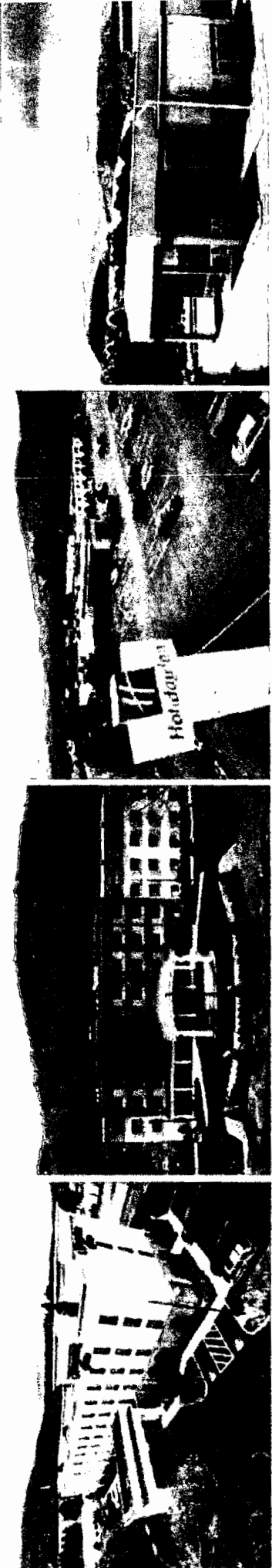


The Greater Oneonta Area is the perfect place for small meetings and conventions. Nestled in the northern foothills of the Catskill Mountains, the city is situated on Interstate 88 halfway between Albany and Binghamton, and an hour from the Utica area.

**A FRIENDLY AND AFFORDABLE PLACE TO DO BUSINESS**  
Historic Oneonta includes an intimate center city district brimming with arts, culture, boutique shopping, café-style dining and evening entertainment. In addition to a shopping district that includes big name stores and dining.



*greater*  
**ONEONTA, NY**  
THE PERFECT MEETING PLACE



*Oneonta: The Perfect Location*  
 for your **MEETINGS & CONVENTIONS**

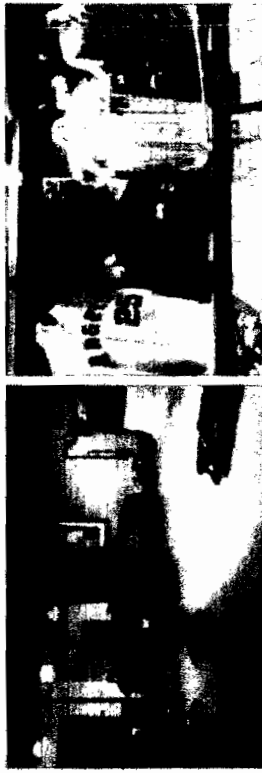
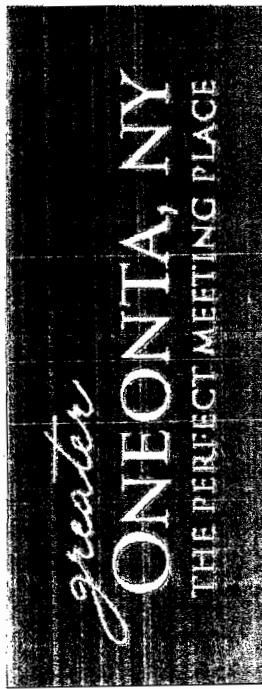


**Foothills Performing Arts and Civic Center**

At the center of it all is Foothills, a unique modern meeting space in a beautiful country setting with a convenient downtown address. The premier city destination features:

- 29,500 square feet of meeting space
- Large group meeting space and three smaller breakout rooms
- Theatre accommodates up to 600 people
- 425 conveniently located modern hotel rooms at Courtyard by Marriott, Hampton Inn and Holiday Inn
- Enjoy Downtown Oneonta's boutique shopping and sidewalk cafés, or Greater Oneonta's name-brand shopping and dining at Southside
- Thirty minutes from Cooperstown attractions for evening and/or spousal activities
- In-town transportation
- One hour from Albany International Airport and Greater Binghamton Airport

ONEONTA, NY - YOUR CHOICE FOR A FRIENDLY *and* AFFORDABLE PLACE TO DO BUSINESS!









ThisIsCooperstown.com/meetings  
 (607) 322-4046

- **Photography:**
  - Carry out professional photoshoots of various County locations in May, including Cherry Valley, Richfield Springs, Gilbertsville, Oneonta, etc.
  - The second phase of the photoshoot will continue during the fall season to capture the foliage/scenery throughout the county

# Otsego County Tourism

## • 2016 Media Plan:

<p>Family Travel 04/01 – 08/15</p>		<ul style="list-style-type: none"> <li>▶ Programmatic</li> <li>▶ Native</li> <li>▶ Digital Video</li> <li>▶ Retargeting</li> <li>▶ Facebook</li> </ul>
<p>Beer/ Wine 04/01 – 10/30</p>		<ul style="list-style-type: none"> <li>▶ Programmatic</li> <li>▶ Native</li> <li>▶ Geo-fencing</li> <li>▶ Digital Video</li> <li>▶ Retargeting</li> <li>▶ Facebook</li> </ul>
<p>Fine Arts/ Culture 04/01 – 11/15</p>		<ul style="list-style-type: none"> <li>▶ Programmatic</li> <li>▶ Native</li> <li>▶ Geo-fencing</li> <li>▶ Digital Video</li> <li>▶ Retargeting</li> <li>▶ Facebook</li> </ul>
<p>Baseball 04/01 – 12/31</p>		<ul style="list-style-type: none"> <li>▶ Programmatic</li> <li>▶ Native</li> <li>▶ Geo-fencing</li> <li>▶ Digital Video</li> <li>▶ Retargeting</li> <li>▶ Facebook</li> </ul>
<p>Shoulder Season 02/15-03/31, 09/01-12/31</p>		<ul style="list-style-type: none"> <li>▶ Programmatic</li> <li>▶ Native</li> <li>▶ Facebook</li> </ul>
<p>Branding TBD</p>		<ul style="list-style-type: none"> <li>▶ Programmatic</li> <li>▶ Native</li> <li>▶ Facebook</li> </ul>



# Otsego County Tourism

- **Website:**
  - Community Spotlight: Highlight a specific event in the County on the home page of ThisIsCooperstown.com:
    - Link to the event’s home page for details
    - Rotate every two weeks
  - Website redesign underway will allow more flexibility in showcasing the County and its various tourism assets

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- **E-mail:**
  - Highlight specific events throughout the County in the monthly emails with links to the event's home page (if event has a website)
  - A prototype of the concept can be seen on the next page

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## • Email Sample:



## Time Travel & Tasty Treats

Welcome to Summer in Cooperstown/Otsego County!



### Community Spotlight: Oneonta

Oneonta is a scenic 25 minute drive from Cooperstown and offers some of the best family friendly activities in Otsego County

- Marvel at butterflies, tropical birds and reptiles at the Oneonta Zoo, open daily, now open daily from 9am to 6pm
- Explore the great outdoors via Oneonta's extensive network of walking trails. Trails include Damaskie Field at Neahwa Park and watch the Oneonta Cubs as rising stars play ball
- Challenge your family to a round of mini golf, disc golf or horseshoes at Oneonta Sports Park
- Catch a production at the Oneonta Community Theatre
- Take a self-guided tour of historic Main Street, where you'll find a wide variety of bistros, dining, coffee shops, boutique shopping, and more, with the help from the Oneonta app

### Upcoming Events

Be sure to check out these events during your visit:

- Oneonta Community Theatre June 16, 20 21 25 Oneonta
- Taste of Fly Creek Series June 18 Fly Creek
- Oneonta Community Theatre June 18 & 19 Oneonta
- Oneonta Community Theatre June 19 Cherry Valley
- Cooperstown Summer Music Festival presents Oneonta Community Theatre June 19

### Where to Stay: Fan Favorites

Staying in Oneonta puts you close to the action at affordable rates

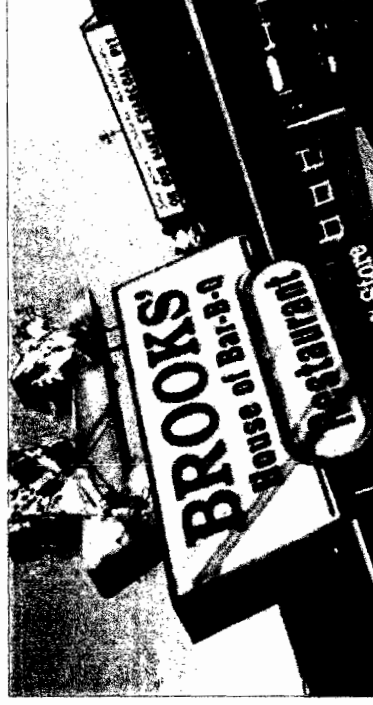
- Family Getaway Package
- Fly Creek Cider Mill Package
- Brewery Ommeegang Package
- Romance Package

Call for packages and special deals

- **Social Media**
  - Retweet/Share/Post County events through DMCOOC social media channels:
    - Twitter
    - Instagram
    - Facebook

This Is Cooperstown, NY

A big congratulations to Brooks' House of Bar-B-Q - Oneonta, NY for being named a 2016 America's Classics Honoree by the James Beard Foundation! A must-stop in Otsego County.



James Beard Foundation

We're sorry, but the content you are trying to view is only available to James Beard Foundation members at this time. Non-members can view three recipes per day without logging in.

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- **Social Media, cont'd**
  - Follow social media channels of tourism related businesses in the County for latest event information
  - List of channels currently being followed include Instagram, Twitter and Facebook

