

MAY NEWSLETTER – 2015

PRESIDENT'S MESSAGE

As you probably already know, the Genesee County Chamber of Commerce serves as Genesee County's designated Tourism Promotion Agency. Your Chamber promotes and markets throughout New York State and beyond on a daily basis all the great reasons to visit our wonderful county.

Probably the best known tool for tourism promotion that we have is our Visitor Guide. We publish 85,000 copies of the guide and distribute them to information centers and at consumer travel shows throughout the Northeast and Canada. This year's Travel Guide has feature articles on the new visitor center at the Iroquois National Wildlife Refuge, expansion at Batavia Downs Gaming, new displays at the Genesee County Park, the Stafford Museum of History, Alpaca Farms and so much more. Copies of our Visitor Guide are available at the Chamber office.

Our tourism website at www.visitgeneseeny.com is also loaded with features and information designed to attract visitors to Genesee County. We represent the county and its assets at bus tour trade shows, golf shows, fishing shows and leisure travel shows throughout the Northeast and Canada. We produce a Dining Guide, map pads, sports park map pads and an event calendar.

We also collaborate with other counties to promote our entire region. Our staff developed the Haunted History Trail of New York, a tourism initiative that has grown to include 26 counties in New York State. And that's just the tip of the iceberg of what we do to promote tourism in Genesee County.

Serving as Genesee County's Tourism Promotion Agency fits in perfect with your Chamber's mission to create an environment for business success that will enhance the quality of life for all the citizens of Genesee County. In 2014 alone, visitor spending generated an estimated \$72 million in revenue in our county.

Tourism is big business in Genesee County and it's good not only for the local hotels, restaurants and attractions but for everyone. Every tourism dollar brought in to the county is recirculated many times throughout many non-tourist businesses in our area.

You can be assured that your Genesee County Chamber of Commerce is hard at work making sure everyone knows what a great place Genesee County is to visit!

Tom Turnbull

Tom Turnbull
Chamber President