



Generate Your Own PR for Finger Lakes Tourism Businesses

Simple Steps to Build Buzz, Get Coverage & Connect

This document outlines simple steps your small FLX tourism business can use to create your own marketing, promotions, and public relations (PR) by connecting to the larger FLX Outdoor Experiences campaign and beyond.

1. Define Your Story*

- What makes you unique? Consider seasonal experiences, local history, sustainability, stewardship, food, people, or scenery.
- Tie your story to the Finger Lakes' tourism themes (e.g., outdoor adventure, nature, agritourism, active pursuits, slow travel, communities).

*Download the [Content Strategy Development Guide](#) to learn how to tell your story

2. Build a Media Toolkit

Have these essentials ready to share:

- Short business bio (who you are, what you do, where you are)
- Contact info & social handles
- One-sheeter or brochure (PDF or web-based)
- High-resolution photos and videos. Start with anything you have of your guests enjoying your services/location, any scenic shots you have related to your business, and even behind-the-scenes stories/videos that help folks get to know you. You can also visit the Local Lift Portal at <https://www.fingerlakestravelny.com/sustainable-tourism/> to access the photos and videos that were created as part of the FLX Outdoor Experience Campaign.
- Pre-made social carousels and other social content offered by Leave No

Trace as part of your DMO's partnership with LNT. You can access them on the [Local Lift Portal site](#). Please let your DMO know that you are taking advantage of this opportunity - this will help them determine if they want to continue the partnership past the current end time of September 2026.

3. Create a Simple Press Page

- Add a "Media" or "Press" page to your website:
 - Highlight awards, past press, and high-quality images
 - Include your media contact info

4. Make a List of Targets

- Research local/regional reporters, travel writers, bloggers, and influencers who cover the Finger Lakes or rural tourism.
- Use Instagram and TikTok to find creators who already visit the Finger Lakes.
- Look at past coverage of similar businesses or events.

5. Write a Pitch

- Craft a short, personal message:
 - Start with: "I love your coverage of [similar places]."
 - Suggest a timely angle or visit: "We'd love to host you for [fall foliage, bike race, farm stay, etc.]."
 - Keep it under 200 words and include links and images.

6. Build Relationships, Not Just Coverage

- Follow your favorite writers and creators on social media.
- Share and comment on their work (authentically).
- Invite them to events, new offerings, or shoulder-season visits.

7. Leverage Local + Regional PR

- Submit updates to the Finger Lakes Regional Tourism Council and your local Destination Marketing Organization (DMO) or Tourism Board (exp: Visit Ithaca, Tour Cayuga, etc.).
- Get listed in seasonal guides and round-up stories (pitch early!).
- Reach out to radio shows, newsletters, or podcasts that cover local life and

business.

8. Collaborate with Other Businesses

- Team up for co-hosted influencer visits or giveaways.
- Cross-promote each other's news.
- Bundle experiences into "weekend getaway" ideas for press or creators.

9. Track & Reuse Your Wins

- Screenshot or save links to every mention.
- Share coverage on your website, socials, and in newsletters.
- Thank the writer/creator—and stay in touch.

10. Stay Consistent

- Schedule monthly outreach or seasonal campaigns.
- Don't worry if you don't hear back right away—PR is a long game.

Questions?

Contact FLRTC :

<https://www.fingerlakestravelny.com/local-resources/contact/>

Regional DMO Contacts:

Cayuga County, admin@tourcayuga.com

Chemung County, info@ChemungChamber.org

Cortland County, info@experiencecortland.com

Livingston County, info@visitlivco.com

Monroe County, info@visitrochester.com

Onondaga County, info@visitsyracuse.com

Ontario County, info@visitfingerlakes.com

Schuyler County, hello@watkinsglenchamber.com

Seneca County, smaslyn@discoverseneca.com

Steuben County, kpeterston@exploresteuben.com

Tioga County, info@experiencetioga.com

Tompkins County, Peggy@visitithaca.com

Wayne County, cworth@co.wayne.ny.us

Yates County, info@yatesny.com