

A General Overview of the Roles and Responsibilities of the Tioga County Tourism Office

The **TOURISM OFFICE** was established in 1994 as an office of the Tioga County Local Development Corporation. Its mission is simple: to significantly increase the number of visitors to Tioga County through development of new and existing attractions, properties, programs and events. Our relationship with the property managers and event-organizers is very important. We strive to provide the best service possible through good communication and superior cooperation, while providing you with the best advice and counsel we possibly can.

The Tourism Office is the administrator for the **I LOVE NEW YORK** matching grant program within Tioga County. Under this program, the State will match funds with us and, in turn, we offer the opportunity for tourism events and property owners to become cooperative partners in implementing their marketing and advertising program. Guidelines and an application process is available from the Tourism Office.

As the official TPA (**TOURISM PROMOTIONAL AGENCY**) for Tioga County to the state, our office has the responsibility for keeping property information updated on the New York State Tourism website, www.iloveny.com. Please make sure you keep us informed about changes or the addition of new facilities that should be listed on this website, as well as our own.

The **TOURISM ADVISORY COUNCIL** is available to provide a structure through which the needs of the industry are accurately communicated to the TPA of Tioga County, namely the Tourism Office. This is done through discussions of ideas and activities that will help benefit the tourism industry of Tioga County; development of marketing and promotional projects that improve the tourism economy; serve as a voice for concerns of the tourism industry and to communicate those concerns to the appropriate agencies or legislative bodies; provide opportunities for networking among the industry organizers. An active member shall be any tourism business or activity in Tioga County that applies for membership. There are no dues at this time. Attractions, events, lodging and services are eligible.

The Tourism Office employs an **ADVERTISING AGENCY** to serve as a conduit to receive additional benefits from our collaborative advertising efforts. They are our representative to various media outlets throughout the region. As our representative, they serve as our “gatekeeper” in controlling the flood of information from the various media organizations throughout the area. They also have the capability of providing updated research on our targeted markets. This is something our office is willing to help you with regardless of *I Love New York* participation level.

The Tourism Office will also work on these areas with each of you on an individual basis: Brochure design, design of collateral materials such as flyers, ads, news articles, etc. All of these services are offered regardless of participation in the *I Love New York* Program. We work hard to help you save between 10% and 20% on every advertising purchase you make.

VISITTIOGA.COM—The Tourism Office is online with www.visittioga.com, our website presence. This is an expanded website and will continually be updated to provide the consumer immediate satisfaction. The website is maintained by the Tourism Office, and are in full control of the website, from development to updates.

LITERATURE DISTRIBUTION—The Tourism Office maintains around 20 literature racks throughout the county, and we are responsible for distributing several thousand pieces of literature every year. We also exchange material with CVB’s and Chambers across the state and the region. If you have literature or brochures that you need distributed on a local or regional basis, we’ll help integrate that into your marketing plan. Answering requests for visitor information is an everyday part of what we do at the Tourism Office. So keep us well stocked and well informed, and we’ll keep sending out your materials.

800# PHONE SYSTEM—Our 800# is used by visitors wishing more information about Tioga County. What you don’t know is that **YOU** also can take advantage of our 800# and receive those incoming calls for your tourism business. We can assign your business an extension from that number, and the call is then transferred directly into your phone line. This is available 24-7. The offer is extended to those with events, lodging and attractions. An annual cost of \$85 covers this service for our partners.