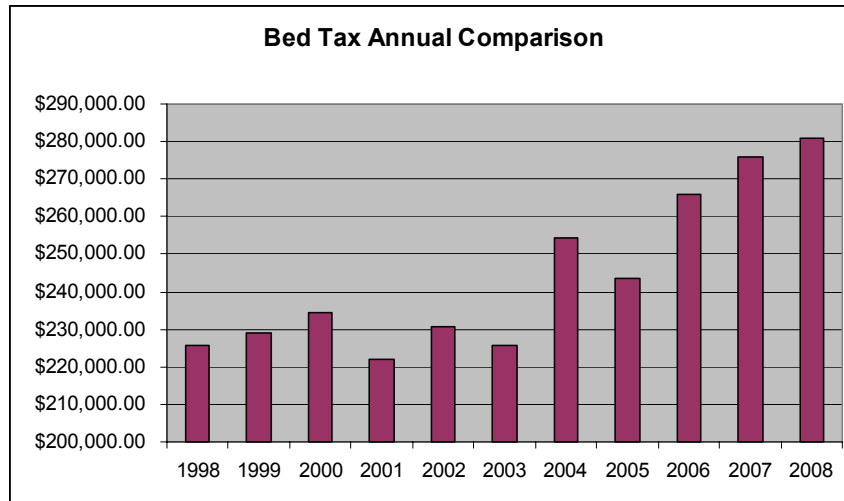


2008 Year In Review Tourism and Public Information Office

Despite the economic collapse of late 2008 and early 2009, the tourism industry in Oswego County remains strong. Oswego County closed 2008 with record high occupancy tax revenues of \$280,992.92.



Web Site:

Oswego County's new tourism Web site, www.visitoswegocounty.com, was launched in May 2008. From May - Dec 2008 the site received 88,472 visits; 39,297 unique visitors, and 279,113 page views. Includes 3 blogs on "Outdoor Adventures," "Arts and Nature," and "Fishing and Hunting," with 15 combined postings in 2008.

Tollfree Fish and Fun Line:

Received 21,839 contacts. Includes information on year-round fishing conditions, events calendar, skiing and snowmobile trail conditions. Leading call states were PA (5,444); NJ (2,238); MA (746); VT (614) CT (514) and NH (299).

Non-Resident Fishing License Sales: 28,769 from Oct. 2007 – Sept. 2008.

Brochures:

Completely updated and revised 30-page Fishing and Hunting Guide. Printed 86,030 copies; distributed 40,000. Reprinted and distributed 20,000 Visitor Guides. Reprinted Trails Guide of parks, hiking trails and wildlife management areas. Distributed 4,925. Developed new, more cost-effective mapfold calendars publicizing Summer and Winter events. Distributed 28,000.

Print advertising:

Created to attract new visitors and extend tourism season. Ads were placed in more than 20 publications promoting the sportfishery, historic sites, and soft adventure such as snowmobiling, boating, camping, family activities, and community events. Received requests for information from each state in the U.S. as well as Spain, Indonesia, Poland, Germany, France, Sri Lanka, Ireland, Netherlands, Serbia, UK, New Zealand, Russia, Norway, Israel, Italy, Egypt, Australia, Philippines, Puerto Rico, Iraq and Belgium.

New in 2008: Ad and editorial coverage in “Guest Quest” Traveler Vacation Guides in PA, NJ and Virginia; ad and editorial coverage in Great Lakes Seaway Review; In Fisherman magazine; co-op 2-page partnership in Salmon Trout Steelheader magazine with private and public Lake Ontario partners; “Summer fun” ads in CNY and Adirondack summer publications.

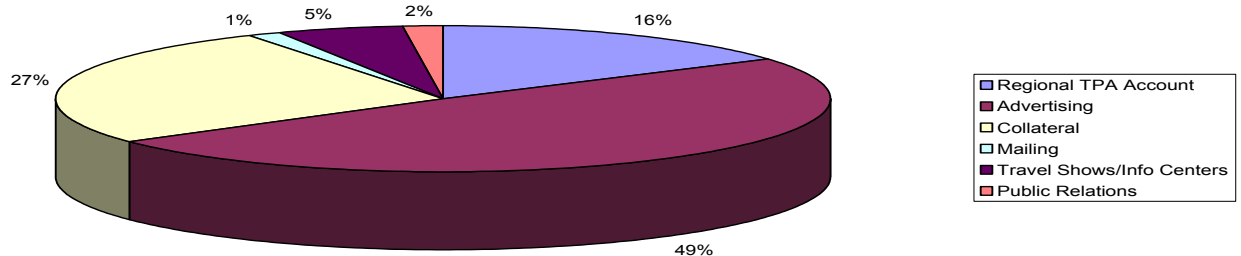


Continued in 2008: Lake Ontario Outdoors, New York/Ohio/PA Outdoor News, Journey Magazine, Salmon Trout Steelheader, Great Lakes Angler, New York Game and Fish, Auburn Citizen, Campground Owners of New York, Woodall’s, Eastern Fly Fisherman, Snowbelt Snowmobile guide, Bus Tour Magazine, Canadian Traveler. Also participated in Meredith Publishing and co-op buys with regional partners.

Digital: Campaign included 4-month regional Summer Fun Web campaign; 12-month sponsorship of NYS TPA Council getaways program; 12-month sponsorship NY Outdoorsman Web site; Clear Channel Web links and Google words campaign. Generated more than 361,893 impressions.

Radio: Placed 11 30-second regional radio spots promoting unique community events in Oswego County, between Oct. 2007 and December 2008. Twenty events were promoted in a total of 275 radio spots.

Matching Funds '07-'08 Distribution



Special Events and Programs:

- Participated in Fort Drum marketing events
- Developed military discount program
- Hosted fam tour for Fort Drum community outreach staff
- Coordinated 14th annual Oswego County Pro-Am Salmon and Trout Team Tournament
- Sponsored 2 ½- hour marketing program on heritage and cultural tourism itineraries for local businesses and non-profits
- Oswego County Fair – coordinated county government and tourism displays
- Arranged for video coverage of Lake Ontario fishing tournaments with regional partners

Earned Media Coverage - International, national and regional media:

Articles and photos covering Oswego County tourism and recreational assets were published in Japanese Carpfishing, Field and Stream magazine, New England Outdoor Writers newsletter, Fort Drum Mountaineer, Outdoor Life magazine, NY Outdoor News, Audubon magazine, Watertown Daily Times, Great Lakes Angler, Fishing and Hunting News, Adirondack Life, Lakeland Boating, Palladium-Times, Oswego County Weeklies, Oswego County Today, Valley News, Syracuse Post-Standard, Queen Central News, Fulton Patriot, I Love New York Web site, News10Now, News Channel 9, Vacations on the Fly, and Outdoor Channel Ultimate Match Fishing College Edition.

Consumer and Motorcoach Shows:

Re-instituted motorcoach marketing program. Participated in Wade Tours, Destinations of NY Upstate Sales Blitz and partnered with NYSTVA on 9 regional consumer shows. Attended NYS Outdoor Writers Conference, NE Sports Show, New York State Fair, NY Loves Canada show in Toronto, several Lake Ontario Sportfishing Promotion Council events, and Bass Pro Shop Lake Ontario Showcase.

News releases/public information

- Issued 339 news releases including 45 tourism news releases and 96 photos. Distributed to all local media outlets, regional tourism partners and outdoor writers, depending on topics.
- Issued 12 media advisories to local and regional media partners
- Updated, produced, delivered annual County Government Directory
- Conducted 6 press tours and media visits
- Continued daily updates of County Government Web site
- Staff received two “Golden Quotes” awards from Oswego County Professional Communicators and Journalists Association

Oswego County Tourism and Public Information Staff:

Janet Clerkin, Tourism and Public Information Coordinator
Mary Ellen Barbeau, Tourism and Public Information Liaison
Jessica Burt, Public Information Officer
Kelly Jordal, Public Information Officer
Laurie Spicer, Receptionist, Typist
Dave Turner, Department Director

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www.visitoswegocounty.com