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For Immediate Release

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Finger Lakes Visitors Connection Launches Integrated Marketing Campaign to Bring Back Canadian Visitors

CANANDAIGUA --- In an effort to reverse the tide on waning Canadian visitorship, the Finger Lakes Visitors Connection has launched an integrated marketing campaign welcoming Canadians with discounts and specials.

Titled “More Loot for Your Loonies,” this shoulder season marketing campaign is offering Canadian visitors getaway packages and discounted rates and other specials for lodging in Victor, Farmington and Geneva, skiing at Bristol Mountain, golf courses and shopping at various retailers, including Eastview Mall. The program runs now through the end of May and then starts up again after November 1 until May 31, 2017.

“Canadians from the southern part of the Ontario province have been loyal visitors to the Finger Lakes for many years. The Canadian recession and the unfavorable currency exchange rate has led Canadians change their travel patterns,” says FLVC president Valerie Knoblauch.

“Our tourism industry partners in Ontario County tell us they have observed that Canadian travelers are either shortening their visits or canceling altogether. These special offers should help equalize the cost of their travel. The Finger Lakes is extending a warm welcome for Canadians to return,” adds Knoblauch.

FLVC’s marketing campaign targets young Canadian travelers ages 25-45 from specified Canadian postal codes in the southern province of Ontario. Industry research has determined that these postal codes are where most of the region’s Canadian visitors originate.

A complete list of these offers for Canadians is at <http://bit.ly/FLXLoot4Loonies>.

Finger Lakes Visitors Connection is the official tourism promotion agency for Ontario County, located at 25 Gorham St., Canandaigua, NY 14425. For more information, call (585) 394-3915 or go to www.visitfingerlakes.com.

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