



Finger Lakes
Visitors Connection

Introducing a New Era of Responsible Traveling

Dear Finger Lakes Community,

Visit Finger Lakes is thrilled to announce the launch of a new initiative: Responsible Finger Lakes, reflecting our commitment to promoting authenticity and awareness in the Finger Lakes Region, in partnership with Lauren Willis, a New York-based storyteller and travel enthusiast.



Today's travelers crave genuine connection. Did you know 76% of Gen Z and Millennial travelers are more likely to trust a travel organization when real visitors produce content instead of ads? That's why this campaign is centered around spotlighting the authentic voices, places and stories that make our region truly unforgettable.

By partnering with Lauren Willis, local businesses, family-owned wineries and hidden-gem sceneries will have their moment to shine through the showcasing of responsible travel habits that invite visitors to gain a fresh perspective on the Finger Lakes.



We hope you support us in helping these stories reach those who need a break from their busy

lives most: future travelers seeking meaningful and responsible memories.

[Learn more](#)

Finger Lakes Visitors Connection
19 Susan B. Anthony Ln.,
Canandaigua, NY 14424



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Our mailing address is:
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The following information is not intended to be factual but is part of a class writing assignment in December 2025 at the S.I. Newhouse School of Public Communications, Syracuse University. All information is intended to be sourced appropriately.