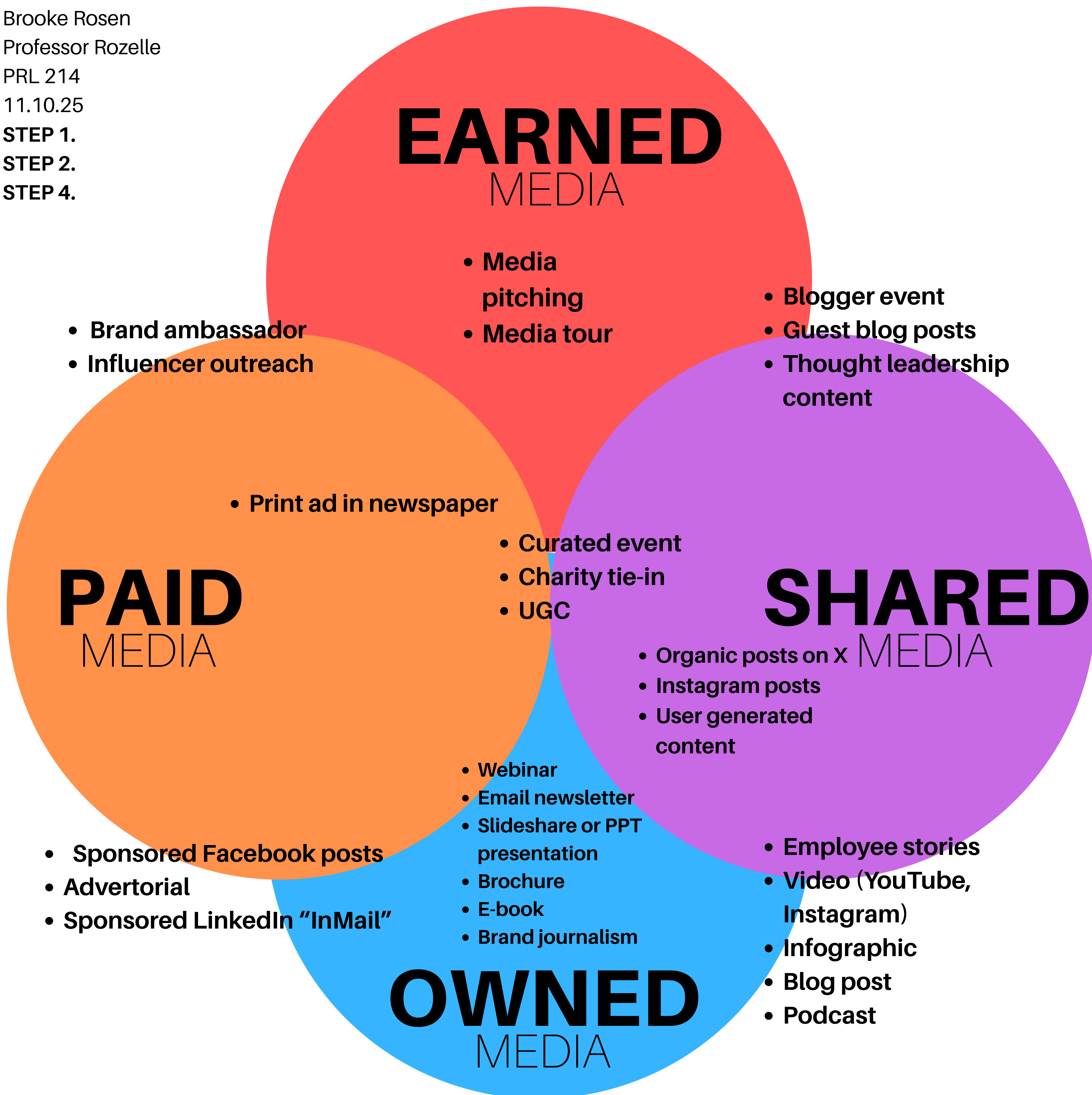


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PRL 214  
11.10.25  
STEP 1.  
STEP 2.  
STEP 4.



## STEP 3.

### **Which tactics would be most effective for promoting your tourism destination?**

The most effective tactics for promoting tourism within the Finger Lakes would involve a balance between digital marketing, influencer partnerships, and promoting media relations through community-focused storytelling. Specifically, tactics would include influencer outreach, brand journalism, and media pitching.

### **List 8 tactics you would actually use and briefly explain why each makes sense for this audience and goal**

1. **Influencer Outreach:** Well-known travel influencers targeting New York, Toronto, and the New England area will encourage visitors to share their blog posts, photos, and videos of their visit. This will introduce an authentic narrative that resonates with younger generations.
2. **Brand Journalism:** Publishing engaging stories on the Visit Finger Lakes website positions the travel destination as a leader in trip organization. This method could include behind-the-scenes looks at notable locations, spotlights of the local community, and lists of activities.
3. **Media Pitching:** Reaching out to journalists who cover topics such as travel and lifestyle enhances the region's reputation by incorporating third-party voices. Articles written on sustainability efforts and interactive tourism by trusted media outlets would be specific topics to increase national recognition.
4. **User-Generated Content (UGC):** User-generated content enables a diverse array of authentic voices while inspiring new visitors to do the same. Organic materials from visitors can be encouraged through the use of common hashtags and opportunities for features.
5. **Sponsored Facebook Ads:** These ads can be used to target tailored audiences through interactive visuals that promote the region's attractions. This paid form of advertising ensures content visibility and provides a way to measure engagement.
6. **Email Newsletter:** An Email Newsletter that highlights local stories, exclusive offers, and insider knowledge serves as a recurring marketing technique that works to maintain relationships with visitors. This newsletter would foster community engagement through brand loyalty.
7. **Media Tours:** Media tours offer journalists and content creators the opportunity to experience the Finger Lakes in a spotlight that is best suited for the media. This tactic enables a curated experience of events that showcase the region's diverse aspects, including wine, culture, and adventure.
8. **Video Storytelling:** Video storytelling allows prospective visitors to visualize the kinds of activities and experiences they can expect. Promoting trust through footage engages visitors and can be accomplished through local interviews, montages, and landscapes.

**STEP 5.**

**EARNED**  
MEDIA

- Media pitching
- Media tour

- Influencer outreach

**PAID**  
MEDIA

- User generated content
- UGC

**SHARED**  
MEDIA

- Sponsored  
Facebook  
post

- Email newsletter
- Brand journalism

- Video  
(YouTube,  
Instagram)

**OWNED**  
MEDIA

## PART 2

For this campaign, a variety of content will be pulled from different sections of the PESO model, including a press release, media pitch, email newsletter, and a series of social media posts. The strategy for developing these materials would begin with the research, as I would seek information surrounding trending travel topics, competitor messaging, and recurring themes such as sustainability and adventure. I would first write the press release to centralize my thoughts and ideas and turn them into strong talking points. I would then make the necessary adjustments to any media channels to ensure visual consistency with the brand's messaging. To further promote consistency across channels, a unified brand voice would be apparent throughout every form of text. Whether it be in captions or articles, a tone that focuses on authenticity and connection will help bridge consistency across all forms of media.

The target audience for this tourism campaign includes young working professionals, couples, and families aged 25-45. Focusing on the areas of New York, Toronto, and New England, this campaign targets individuals seeking a convenient weekend getaway from their busy nine-to-five routines. With interests in outdoor recreation and wine-country experiences, the psychographics of these visitors are rooted in values of authenticity and sustainability. Their travel behaviors lead them to seek out “hidden gem” locations that blend relaxation with adventure. In terms of social media habits, these visitors are socially active, relying on the reviews of influencers and their friends, while favoring visually engaging content that displays scenic storytelling. This approach will influence the writing style by featuring short videos (15-30 seconds), adventurous narratives, and professional visibility to drive credible media coverage. The tone and messaging that best resonates with this campaign should feel warm and inviting while encouraging exploration.

In terms of key messaging, the campaign would feature two recurring phrases that promote personable storytelling and accessible experiences. One vital message would read, “Discover authenticity with each adventure in the Finger Lakes,” while the other reads, “Sip and stay: the Finger Lakes, do it your way.” These messages are sure to resonate with the targeted audience as they invite travelers to experience a personalized getaway, representing more than just a region on the map. Further partnerships that could enhance this campaign include collaborations with local wineries, tourism organizations, hotels and cultural centers. Specifically partnering with Indigenous small businesses would introduce a new layer of mutual benefits that lies within the collaboration and promotion of authentic storytelling. By doing so, the campaign’s impact will be strengthened under a shared roof of credibility, diversity and sustainability.