

VISIT FINGER LAKES DEI ANALYSIS

IN THE FINGER LAKES

FINGER LAKES VISITORS CONNECTION
BROOKE ROSEN



TOURISM MARKETING

FINGER LAKES VISITOR GUIDE



Ganondagan State
Historic Site



New York Kitchen
nonprofit



Picture Perfect
Weddings

50+ FINGER LAKES MUST-DOS



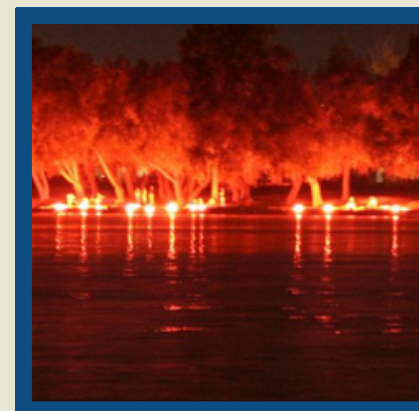
Ganondagan State
Historic Site: Seneca
Art and Culture
Center



Canandaigua
Cobblestone
Cottage

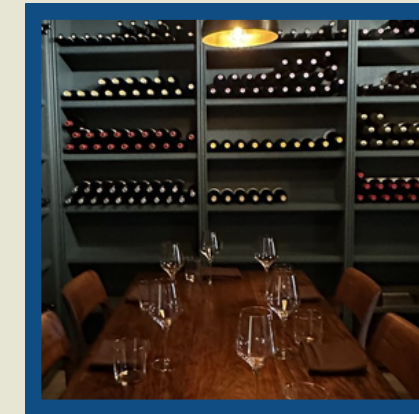


Ganondagan
Indigenous Music
& Arts Festival



Ring of Fire,
Canandaigua and
Honeoye

50+ MUST-DOS (WINTER EDITION)



Pintxo: Spanish
wine bar



Ontario County
Historical Society
Museum



Ganondagan State
Historic Site: Seneca
Art and Culture
Center

TOURISM MARKETING

REPRESENTATION ON THE WEBSITE

RECENT SOCIAL MEDIA POSTS



Accessible biking

Motion Junction:
Accessible
playground



Passports: A Fall
Performance
highlighting
various cultures



TAKEAWAYS

- Promotional materials remain heavily influenced by cis white communities.
- Features of diverse communities (i.e., Latino, Black, LGBTQ+, Native American) are disproportionately represented and brief.
- Religious holiday promotions are limited to Christmas.
- Limited international representation.
- Promotions strongly target rural audiences.

VISITOR EXPERIENCE

VISITOR EXPERIENCE FUND

Application-based grant system supporting tourists with disabilities by prioritizing accessible services.

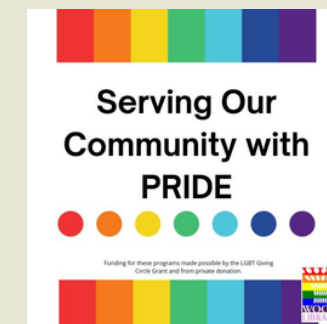
COMMUNITY CONVERSATION

In 2018, the Finger Lakes Solidarity Network partnered with the Geneva Historical Society and Welcoming America to host an open dialogue session on Hispanic history in the Finger Lakes.

DESTINATIONS INTERNATIONAL PLEDGE

Finger Lakes Visitors Connections is committed to promoting diversity, equity, and inclusion in its practices.

PRIDE IN THE FINGER LAKES



CAMPAIGN: THE POWER OF SIX

“Six nations, eleven lakes, one story.”

“The Power of Six” positions the Finger Lakes region as the ideal blend of natural beauty and cultural heritage through heritage trails, annual festivals, and informative storytelling across digital platforms, highlighting the Haudenosaunee Confederacy. The campaign features interactive experiences, cross-cultural engagement, and community awareness initiatives to present the Finger Lakes as a vibrant cultural landscape, inviting visitors to participate.

