

Welcome to the Finger Lakes, where laid-back luxury is in the heart of New York



## MISSION

The Grand Canyon is 446km in length. Its width ranges from 6km to 29km and is 1.8km deep.

## CLIMATE

Weather varies depending on elevation.

Finger Lakes Visitors Connection (FLVC) is a tourism agency founded in 1984 that connects Ontario County to the Finger Lakes region of New York. With the intention of being a source of financial gain for the county through travel and leisure activities, FLVC is an experienced team capable of curating unique and personal experiences for each client. Finger Lakes

Visitors Connection, we are proud to share with those interested in on-and-off water activities a family-friendly atmosphere surrounding our gorgeous lakes.

## LIFE IN THE CANYON

The canyon is home to Native American tribes, as well as an abundance of wildlife, including bison, coyotes, squirrels, beavers, deer, eagles, toads and reptiles, to name a few.



## FUN FACTS

- Contains some of the oldest exposed rocks on earth.
- Became a national park in 1919
- The canyon is the site of many fossils - but none of them are dinosaur bones.

## FORMATION

The canyon was formed millions of years ago when the Colorado River cut a channel through layers of rock. The river continues to erode the rock sides. It is estimated to be between 5 and 70 million years old.



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Finger Lakes Visitors Connection (FLVC) is a tourism agency founded in 1984 that connects travelers to the world of adventure and relaxation in the Finger Lakes of Upstate New York. With the intention of being a source of financial gain for the county through travel and leisure activities, FLVC is an experienced team capable of curating unique and personal experiences for each client. Finger Lakes Visitors Connection, we are proud to share with those interested in on-and-off water activities a family-friendly atmosphere surrounding our gorgeous lakes.

## CULTURE AND COMMUNITY

The Finger Lakes region offers more than just scenic lakes and vineyards. As New York's largest wine producing region, the community is full of celebratory culture, ranging from indigenous history, locally owned businesses and small town charm. In preserving historic architecture, the area features a harmonious blend of culture through seasonal festivals, art museums, farmers' markets and historic gardens. Such experiences extend the destination's appeal beyond wine and nature by inviting visitors to connect with the roots of the region

## FAST FACTS

- Location: West-central New York, bordering the Catskills and the Genesee region.
- Composition: Along with rolling hills and small towns, the region encompasses 11 glacial lakes totaling nearly 9,000 miles.
- Vineyards: The region has over 140 wineries and over 10,000 acres of vineyards.
- Tourism: Across 14 counties, the region recorded \$4.382 billion in economic impact.
- Accessibility: The Finger Lakes can be reached by car, regional airport, interstate and rail.

## MISSION

To help foster the Finger Lakes' rich appeal in the world of travel and spark economic vitality for our stakeholders and community by providing high-quality experiences that benefit our residents.

## VISION

Finger Lakes Visitors Connection is a prominent leader in economic development and social and environmental responsibility in a region renowned for its happy, healthy atmosphere.

## REGIONAL TIMELINE

- **Pre-1800s** - Home to the Iroquois Confederacy, the Finger Lakes region continues to be shaped by Indigenous heritage through traditions, agriculture, and governance.
- **1825**: The Erie Canal opens, connecting the region to national trade and lakeshore communities.
- **1848**: Seneca Falls hosts the first Women's Rights Convention, establishing the region as a landmark for U.S. social justice and women's rights.
- **1860**: Pleasant Valley Wine Company establishes the region's first commercial winery
- **1960s**: Advancements in the winemaking industry set the stage for modern day achievements
- **1980s**: Tourism expands as historic landmarks are preserved.
- **2010s**: The region is nationally recognized as a major tourism destination for wine, recreation and culture.
- **2025**: Awarded Wine Enthusiast's Wine Star Award, reinforcing global recognition and leadership in cool climate winemaking.

### Finger Lakes Visitors Connection

19 Susan B. Anthony Lane, Canandaigua, NY 14424 [info@visitfingerslakes.com](mailto:info@visitfingerslakes.com) • (585) 394-3915 •

<https://www.visitfingerslakes.com/>

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