

Website Advertising Options

Pricing varies-CCVB membership is required

- Premium Listings—ensure that your business shows up as one of the first few (six) listings in a specific website category (ie. golf, B & B, campground, art gallery, wineries, etc.). A member may purchase a premium position listing in more than one category. Costs range between \$225 and \$350 annually.

Discounts offered with a Travel Guide Ad!

- Digital Display Ads provide your business with a digital ad on a Section page and all related sub-Category pages within that section. Your ad can be placed on the Home Page section, the Stay page section, the Play page section, the Explore page section, or the Shopping and Dining pages. Costs range between \$250 and \$800 annually, varying with location on the website. **Discounts offered with a Travel Guide Ad!**

Newsletter Marketing Options

Pricing varies-CCVB membership is required

- A Featured Enewsletter allows a business to be exclusively featured in an enewsletter mailing to more than 30,000 CCVB enewsletter subscribers. A participating business will be the sole feature of the enewsletter.
- Enewsletter Ads provide the opportunity to display your businesses in one or more of our regular Consumer enewsletters. We send out 12-15 General Consumer Enewsletter issues annually. We allow two advertisers per issue.

716.357.4569

One Massey Avenue

PO Box 1441 Chautauqua, NY 14722

Information Resources Available for Your Customers

CCVB has many information resources for you to use in helping visitors learn about things to see and do in Chautauqua County.

- TourChautauqua.com Visitor Website a comprehensive mobile and desktop resource with **400,000+ annual visitors**
- Chautauqua County Travel Guide—comprehensive visitor resource with a detailed foldout map -- **150,000+ copies distributed annually**
- Online Calendar of Events housed on TourChautauqua.com
- Enewsletters distributed to **30,000+ interested travelers**
- Chautauqua Institution Main Gate Welcome Center with CCVB staff, member brochures, guides, digital display screen on attractions and upcoming events visited by more than **100,000 guests annually**
- I-86 Chautauqua Lake Rest Area with CCVB information center volunteers, member brochures, guides, and **more than 200,000 visitors per year**
- **Over 33,000 social media followers**, with regular posts, blogs, and press releases distributed to a robust media list
- Print and digital Accommodations Directory of all member hotels, vacation homes, cottages, condos, campgrounds
- Packages/Special Offers, Group Itineraries, Trip Ideas and more on TourChautauqua.com, plus detailed listings for every member.

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Let Us Help You Connect with Visitors

Chautauqua County Visitors Bureau offers area tourism businesses several targeted ways to market to visitors, trip planners, and local residents.

Our marketing programs reach customers who are in the process of making decisions about where to go, what to buy, and where to book.

Let us help your business connect with Chautauqua County's important travel and tourism market.

TourChautauqua.com

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Membership Benefits

Membership Cost is \$100 Annually

- A detailed listing on the official tourism website for Chautauqua County TourChautauqua.com, which is utilized by more than 400,000 visitors per year.
- A description and a photo(s) of your business is included with your website listing as well as a link to your website. Your listing will also indicate a map location, and can be saved for reference in the Trip Planner function of the website.
- Member brochures are placed at the Chautauqua Main Gate Welcome Center at Chautauqua Institution, accessible to over 100,000 visitors annually.
- Accommodation members are listed in the Chautauqua County Accommodations Directory which is included in travel packets mailed out to visitors as well as distributed at our information center locations.
- Members can feature their packages and special offers on www.tourchautauqua.com.
- Members receive CCVB's member e-newsletter which highlights important industry issues, news, and opportunities.
- Events will be included in the Calendar of Events on TourChautauqua.com as well as in printed event calendar updates that we distribute.
- CCVB is your liaison for tourism industry issues with local, regional, state and federal agencies, organizations and officials.

www.tourchautauqua.com/about/membership/ccvb-member-programs

"I Love New York"

Chautauqua County Travel Guide

Costs Vary Based on Ad Size

CCVB membership not required



The annual Chautauqua County Travel Guide is the area's most comprehensive and informative visitor resource. The Travel Guide is mailed to thousands of visitors prior to their trip here, distributed through brochure rack networks locally and in our visitor market areas, and at AAA and Chamber offices and information centers in the multi-state region.

The Travel Guide is a full color magazine, directory, and map devoted to the activities and visitor amenities in Chautauqua County. More than 150,000 Travel Guides are distributed.

I-86 Chautauqua Lake Rest Area

Cost is \$50 for a standard brochure and \$80 for an oversized brochure or booklet (CCVB membership is required)

Display your brochure or rack card at this heavily utilized rest area, overlooking scenic Chautauqua Lake. More than 200,000 travelers stop at the rest area each year, with 35,000-40,000 picking up information about things to do, places to eat, and lodging. The rest area and information display are open 24 hours a day on a year-round basis.

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Public Relations/Press Releases

Included with Membership

We provide PR in the form of calendar listings, press releases, social media posts, story inquiries, and media referrals. If you have news or special events, be sure to send us the information as far in advance as possible.

Calendar of Events - No Fee Required

Group Function Marketing

Included with Membership

CCVB provides itinerary suggestions and referrals to group function planners, including motorcoach tours, tournaments, meetings & conferences, and weddings.

Please contact CCVB directly to discuss programs in more detail. The office phone is 716-357-4569.

President/CEO

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I-86 Information Center Coordinator

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