



VISIT FINGER LAKES DEI ANALYSIS

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DEI WITHIN MARKETING

PROMOTIONAL MATERIAL

Visual imagery across most pages remains dominated by Caucasian families enjoying wineries, hiking and lakefronts. There is a need for an increased DEI presence within photographs.



Located on the homepage



Located in the guide



Located on the homepage

DIVERSE EXPERIENCES, CULTURAL SITES, AND COMMUNITIES

Historical sites, The Women's History Trail and Indigenous music festivals are highlighted, along with many multi-cultural restaurants.

URBAN/RURAL, DEVELOPED/EMERGING DESTINATIONS

Marketing brochures highlight rural attractions like wineries, trails and farms as well as smaller cities like Geneva and Canandaigua, which are renowned for their eating and artistic offerings.

DEI WITHIN MARKETING

DIFFERENT DEMOGRAPHIC GROUPS

The primary marketing is through family-friendly messaging that appeals to a wide range of visitors. While this creates inclusive general appeal, there is limited targeted outreach toward specific demographic groups such as BIPOC, LGBTQ+, or international travelers.



EQUITABLE REPRESENTATION ACROSS THE REGION

Ontario County attractions includes cultural landmarks, lakefront destinations, and seasonal celebrations. Smaller cities and specialized attractions are included through alternating campaigns and event features, while larger locations enjoy more constant exposure.



DEI WITHIN TRAVEL EXPERIENCE

EXPERIENCES FOR ALL VISITORS

Inclusive experiences emphasized through accessibility grants and promotion of welcoming environments.

DEI TIMELINE

- Accessibility grants start in 2019 via the Visitor Experience Fund
- Visit Finger Lakes joined the Destinations International DEI Pledge to commit to equity (unknown date).
- Internal DEI planning, board-level accountability, and inclusion statements under the “Diversity / Accessibility” section have continued.

LGBTQ+ TRAVELERS, FAMILIES AND SENIORS

Families, seniors, and travelers with disabilities noted in programming; fewer visible efforts for LGBTQ+ visitors.

INCORPORATION OF DIVERSE CULTURAL NARRATIVES

Cultural narratives present via women’s rights and Indigenous heritage; broader histories less featured.



FINGER LAKES FOR ALL

CAMPAIGN IDEA:

"Finger Lakes For All" presents the region as a welcoming destination for all travelers. Increased partnerships with minority-owned businesses and remote areas expand access. Improved inclusive imagery will replace out-of-date graphics. A digital story hub promotes the learning and acceptance of different cultures and traditions. Authenticity is increased by seasonal activities that are related to cultural events. When combined, these touchpoints improve equity, increase attraction and boost diverse tourism in the Finger Lakes.

New website



Promotional advertisements

