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**Media Pitch:**

To: [erin\\_florio@condenast.com](mailto:erin_florio@condenast.com)  
Subject: Upstate New York: The New Napa

Hi Erin,

As *Condé Nast Traveler* continues to spotlight destinations where culture and sustainability converge, the Finger Lakes feels like a natural fit for your next feature. Fresh off *Wine Enthusiast's* 2025 "Wine Region of the Year" honor, Visit Finger Lakes and the Finger Lakes Wine Alliance have launched "Elevating Excellence," an initiative that's redefining wine tourism in upstate New York.

The project includes upgraded tasting rooms, new scenic overlooks, and culinary partnerships that showcase the region's creativity and terroir. The Finger Lakes Wine Academy will also train hospitality professionals, ensuring every experience meets world-class standards. With an international marketing campaign aimed at Toronto, New York, Chicago, and London, the initiative taps into the growing millennial and Gen Z traveler segment which is currently driving over 60% of U.S. wine tourism growth.

I'd love to connect you with Chloe Davis, our Partner Engagement Coordinator, for a brief conversation about how this recognition is transforming the Finger Lakes into the East Coast's most desired wine destination.

Warmly,  
Ella Maniloff  
PR Director  
Visit Finger Lakes  
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