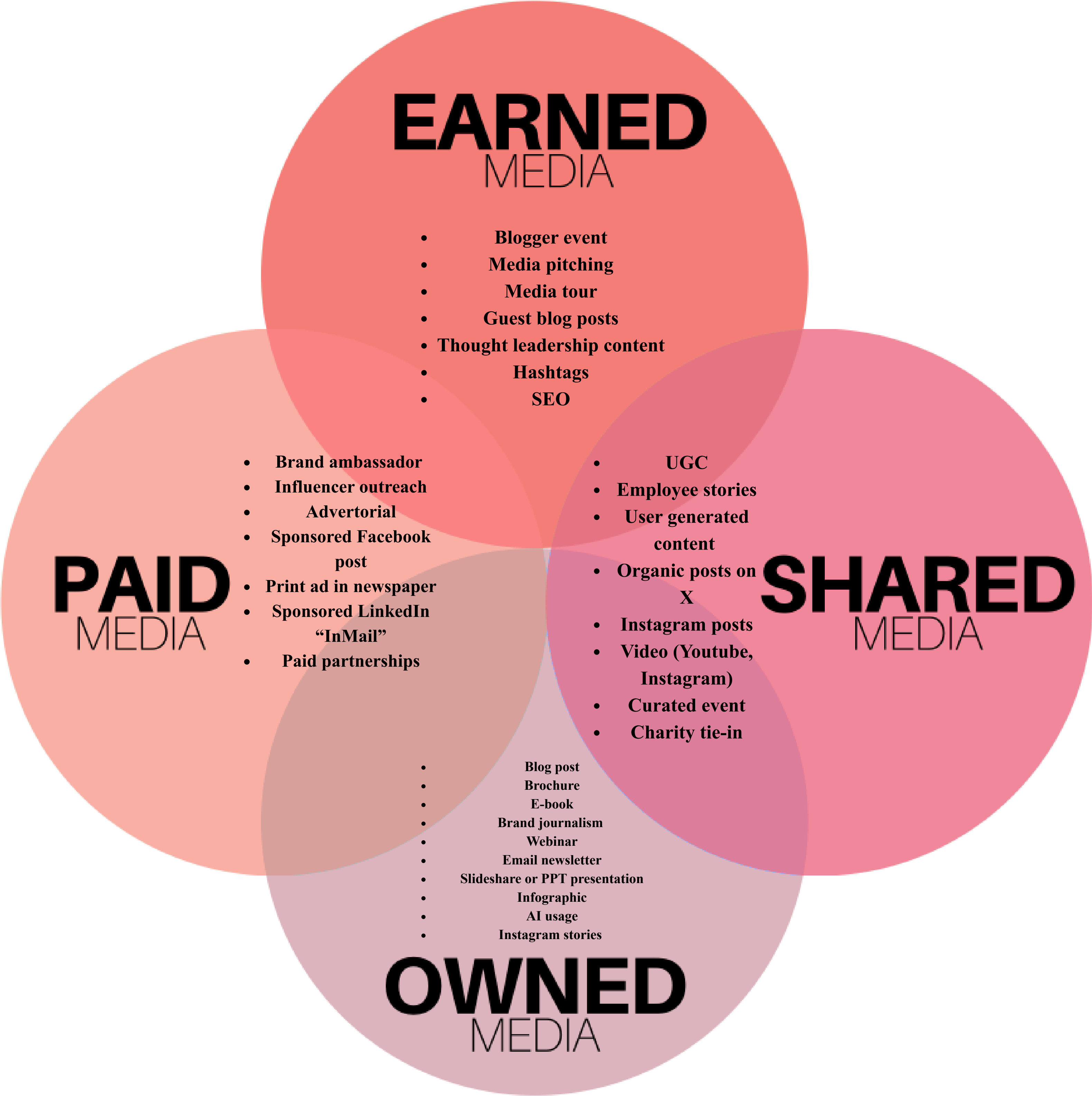


Part One

STEP 1
+
STEP 2
+
STEP 4



- **Which tactics would be most effective for promoting your tourism destination?**

STEP 3

1. Advertorial
2. Infographics
3. Brochures
4. Instagram posts
5. UGC
6. Brand ambassador
7. Blogger event
8. Media pitching
9. Influencer outreach

- **List 8 tactics you would actually use and briefly explain why each makes sense for this audience and goal**

Paid Media:

- **Influencer Collaboration with David Choi (@winewithdavid)**
 - David's wine-focused content directly targets millennial and Gen Z audiences who value experience-based travel. Partnering with him drives awareness of the Finger Lakes' wine scene while leveraging his authenticity to attract visitors interested in both nature and culture
- **Brand Partnership with Tentree**
 - This partnership would involve co-branded posts, giveaways, or limited edition merchandise. Tentree's sustainability mission connects with eco-conscious travelers who visit the Finger Lakes for nature driven experiences, strengthening Visit Finger Lakes' environmental values and encouraging ethical consumer behavior.

Earned Media:

- **Journalist Event Featuring Local Business Owners**
 - Inviting travel, lifestyle and sustainability journalists to meet successful Finger Lakes entrepreneurs would secure earned press coverage. It will build credibility and spread authentic stories about the region's thriving economy and environmental mission, helping it to appeal to socially responsible travelers.
- **SEO Optimization on Google**
 - Strategically improving search visibility for keywords such as "eco-friendly travel," "New York wine trips," or "sustainable outdoor vacations" ensures Visit Finger Lakes reaches potential visitors actively researching their next nature centered destination.

Shared Media:

- **Instagram Hashtag #FLXPICS**
 - Encouraging tourists and locals to tag their photos of anything Finger Lakes related to boost a community driven feed that organically increases their social media presence. This visual storytelling connects audiences to the region while motivating others to visit.
- **UGC Campaign with Gen Z Finger Lakes Content Creators**
 - Empowering local Gen Z content creators to produce authentic, aesthetic visual content provides peer-to-peer credibility. Their relatable storytelling voice will connect with digital audiences seeking destinations that balance relaxation with environmental awareness.

Owned Media:

- **AI Powered Itinerary Website Extension**
 - Creating a customizable itinerary tool keeps traffic within Visit Finger Lakes' digital platform while adding real value for visitors. It enhances user experience, encourages trip planning and shows how each visitor can shape their own sustainable adventure.
- **Interactive Instagram Story Series**
 - This feature humanizes the Visit Finger Lakes brand, allowing followers to engage through Q&A's and see authentic daily life within the region. It will strengthen loyalty and help travelers feel personally connected before they even arrive.

PESO MODEL

PAID

- Influencer Collaboration with David Choi (@winewithdavid)
- Brand Partnership with Tentree

EARNED

- Journalist Event Featuring Local Business Owners
- SEO Optimization on Google

SHARED

- Instagram Hashtag #FLXPICS
- UGC Campaign with Gen Z Finger Lakes Content Creators

OWNED

- AI Powered Itinerary Website Extension
- Interactive Instagram Story Series

Part Two

Content Development Plan

To execute this campaign, I would need to write a press release announcing the Tentree partnership, social media content for Instagram and TikTok promoting the #FLIXPICS hashtag and influencer collaboration, website copy for the AI itinerary tool and sustainability messaging, a media pitch for travel and lifestyle journalists and an email newsletter to share upcoming events and trip ideas. These materials would work together to position Visit Finger Lakes as both an environmentally responsible destination and an innovative digital resource for travelers by leveraging the PESO model. Each piece of writing would serve a distinct purpose as press materials would drive awareness and credibility, while owned and shared content would extend audience engagement and build a consistent narrative focused on sustainability and personalization in travel. The three core messages that would appear consistently across all PESO channels are: (1) sustainable travel creates lasting environmental impact, (2) every visit to the Finger Lakes supports the local community, natural restoration and their economy and (3) travelers can create personalized, meaningful experiences through Visit Finger Lakes' digital tools. These messages will connect with the target audience because they value authenticity and eco-conscious travel. I would start with the press release, as it establishes the campaign's key initiatives, including its brand narrative, focus on sustainability and partnerships, which define the campaign's voice and connection to Visit Finger Lakes and Tentree. From there, I'd develop the website copy, ensuring that all other materials reflect the same language and visual identity. This would be followed by social content and the email newsletter, which would expand reach through interactive storytelling, user-generated posts and updates about new experiences within the region. Finally, the media pitch would adapt this messaging for journalists, emphasizing the intersection of sustainability and nature-based travel, which highlights the Finger Lakes as a strong subject for coverage. Research would include reviewing Tentree's sustainability initiatives, recent Finger Lakes tourism data, local demographic influences and media outlets that cover eco-friendly tourism, as well as examining competitors' digital strategies and audience behavior to inform tone and posting frequency. Consistency would be maintained through a shared brand style guide that outlines tone, key phrases, color palette and visual direction, ensuring all copy highlights sustainability and innovation as core values across paid, earned, shared and owned channels.

The target audience for this tourism campaign includes eco-conscious millennials and Gen Z travelers aged 18-35 who value sustainability, outdoor experiences and authentic local culture. They're drawn to destinations that reflect their environmental and social values, often preferring activities such as hiking, wine tasting and scenic exploration over crowded attractions. This group primarily consumes its content through Instagram, TikTok and Facebook, relying on influencer recommendations, user-generated content and short-form videos to plan trips and research potential travel destinations. Because they primarily engage through mobile devices, writing for this audience must be concise, visually engaging and conversational to effectively connect viewers to the content. Paid and shared tactics should use approachable language that feels organic to social platforms, while earned and owned content should maintain clarity and credibility to appeal to media and information seekers. The tone should balance between authenticity and expertise, with an optimistic approach that emphasizes sustainability and community within the Finger Lakes. This approach should demonstrate that each visitor can create a unique experience while helping to protect the environment.

Partnerships that would enhance this campaign include Tentree, local Finger Lakes wineries and eco-lodges, the New York State Tourism Board, and influencers such as @winewithdavid. These collaborations would operate through shared social media campaigns, co-hosted events and cross-promotional content highlighting sustainable travel and community involvement. Tentree could feature the Finger Lakes on its sustainability platforms and offer co-branded merchandise where every purchase supports local restoration within the Finger Lakes specifically. Local businesses can offer discounts or unique experiences to travelers who engage with the #FLXPICS campaign or itinerary building tool. Influencers like David Choi can create authentic, experience-based content that attracts a wine-focused audience, while the New York State Tourism Board can amplify visibility through statewide digital promotions. These partnerships would be mutually beneficial, as Tentree and Visit Finger Lakes share environmental values. Local businesses would gain exposure and increased traffic, while the tourism board connects with eco-conscious travelers, all working together to promote the Finger Lakes as a sustainable and community-driven destination.