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For Immediate Release

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Surveying Tool Finishes its First Year of Tracking Preble Visitors Outstanding Opportunity for Area Businesses

SYRACUSE, NEW YORK, MAY 2, 2008—An overhead heat sensor that records the number of visitors to the Preble Visitor Information Center, located 25 miles south of Syracuse on I-81, northbound, has produced its first year of results. The sensor's findings have provided the Syracuse Convention and Visitors Bureau (SCVB) with a reliable and continuous stream of data to help effectively track visitor numbers.

Over 175,000 visitors have passed through the center's doors since the sensor was installed in April of 2007. The sensor's results show that the visitor center is most visited in July and August, when the center averages approximately 900 guests each day. Even though school is still in session, the center is also visited frequently during off-peak times of the year, averaging nearly 700 visitors each day in the spring and fall, and 300 visitors per day in the winter. The SCVB uses these figures to more specifically identify peak visitation times, and adequately staff the center based on the average volume of visitors.

The sensor operates by recording visitors entering the center and digitally uploading the figures automatically onto a spreadsheet. This allows for a real-time look at visitor traffic. "It's fabulous," says Partnership Development Coordinator, Linda Levy. "These results give us concrete data which confirms that we are serving large numbers of travelers as they seek information about what to do, where to stay, what to eat and how to get there in our beautiful part of the country."

The sensor is one of many additions to the Preble Visitor's Center. The information kiosks and glass display cases provide Central New York businesses with an opportunity to showcase their products and services to 175,000 incoming tourists each year. If you are a local vendor who would like to have your literature displayed in one of the kiosks, or showcase your food and drink product in a "Made in Central New York" display, please contact Linda Levy at 470-1905 or email her at llevy@visitsyracuse.org.

(Photo Included)

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