



Syracuse Convention & Visitors Bureau
A Division of the Greater Syracuse Chamber of Commerce
572 South Salina Street, Syracuse, NY 13202
(315) 470-1910 • Fax: (315) 471-8545
www.VisitSyracuse.org

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Contact:
Danica Bryant
Communications Manager
Syracuse Convention & Visitors Bureau
(315) 470-1903
DBryant@VisitSyracuse.org

Tune In To Be Surprised

Flight of Syracuse Television Advertisements Hits the Air Waves

SYRACUSE, NEW YORK— The Syracuse Convention & Visitors Bureau (SCVB) is full of surprises, including the recent **launch** of a series of fantastic **television advertisements** that highlight the many “surprises” of Onondaga County and Syracuse.

The **30-second** television (TV) spots are airing in three primary geographic target markets – Albany, NY; Wilkes-Barre/Scranton, PA; and Kingston/Ottawa, Ontario. Although TV is the main media vehicle for promoting the SCVB’s message (“Syracuse...We’ll Surprise You”), banner advertisements on media Web sites are being used for additional support. The spot will also be available for viewing on the homepage of the SCVB Web site, at www.VisitSyracuse.org.

The spots are filled with quick and current action shots of different attractions and events in the Greater Syracuse area, set to upbeat background music. Throughout the commercial, the audience watches, as action words are typed across the screen inside of an internet search bar. The spot ends with the voice of a woman directing the viewer to visit the SCVB Web site for further information.

The **purpose** of the television advertisements includes the following:

- Drive the target audience to the SCVB Web site
- Educate them on what Syracuse has to offer
- Make the target audience aware of Syracuse as a travel destination
- Get the target audience excited about Syracuse
- Urge them to book overnight stays in Syracuse

The price of the **4,012 television spots** that will be airing in all three markets is **\$90,000**. The banner

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advertisements on media Web sites cost an additional **\$30,000**. The SCVB paid for both advertisements with part of **\$175,000** in funding allocated from Onondaga County Room Occupancy Tax. The money was secured for the SCVB, in addition to the organization’s normal allocation, to be used specifically to help promote the current Syracuse image and destination marketing campaign.

“The \$175,000 in funding was approved late in 2007 by the County Legislature and comes from the Onondaga County Room Occupancy Tax. Therefore we’re taking money that is generated by tourism and using it to keep telling people what a great place our destination is,” said SCVB President, David Holder. “The Room Occupancy Tax is driven by people staying in Onondaga County hotels so, the more guests we welcome into our county, the more dollars we’ll see in our local communities.”

	Total TV Spots out of 4,012	Total Cost of TV Spots out of \$90,000	Total Cost of Online Banner Ads out of \$30,000
Albany-Schenectady-Troy	1472	\$35,700	\$8,900
Wilkes-Barre-Scranton	2442	\$22,000	\$7,000
Kingston-Ottawa Ontario	98	\$32,300	\$7,900
Syracuse	n/a	n/a	\$6,200

This is the first flight of television advertising spots in a four-part campaign series. Updated versions of the spot will also air at a later date, highlighting different seasons, different areas and different attractions in Syracuse.

Cable TV is the broadcast vehicle for the Albany and Wilkes-Barre/Scranton markets, while local Network TV will be the broadcast vehicle for Ottawa/Kingston, Ontario.

Cable network spot schedule placements in Albany and Wilkes-Barre/Scranton include: BRAVO, HGTV, FOOD NETWORK, TRAVEL CHANNEL, FOX News, USA, Lifetime, TLC.

Spot schedule placements in the Canadian Television Channel Network include News programming and local newscasts branded as CTV News, in addition to Oprah and Jeopardy.

The television advertisements are part of the SCVB’s three-tiered destination marketing efforts that were developed after receiving the results of the ‘Visitor Intercept Study’. The study was paid for with funds secured by Assemblyman William Magnarelli.

Beginning March 30, 2008, an informational magazine insert was distributed to over 420,000 households and the SCVB’s Web site (www.VisitSyracuse.org) was redesigned, redeveloped, and launched. The specific target audience for all SCVB destination marketing efforts includes adult leisure travelers; women age 25-54 with a household income of \$80,000 and above.

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