

# Brochure shows where to go, stay

## Hotels highlighted in new booklet

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THE CITIZEN

AUBURN — When visitors come to the city to tour its historic and cultural sites listed in a new brochure, they won't have to search out another brochure to find a place to stay.

Information about seven of the city's hotels and one bed and breakfast is included in "Finger Lakes — Historic Auburn, NY." This is the first time the brochure, in its third printing since 2000, lists overnight accommodations.

Cayuga County Tourism Director Meg Vanek said people who have received the 11-by-17-inch fold-out brochure previously were surveyed about its helpfulness.

The overwhelming response was that there was plenty of detail about the sites — the Harriet Tubman Home, Fort Hill Cemetery, Seward House, the Schweinfurth Memorial Art Center and others — but nothing about where to stay once a day of touring was over.

Visitors who received the brochure expected to see information on accommodations, which would allow them to make buying decisions with just one piece of literature, according to a press release from the city's Historic and Cultural Sites Commission.

They also wanted a summary of other attractions, since visitors have different areas of interest.

Additional attractions listed include city, county and state parks, the Auburn Doubledays,



The Citizen Willard Chapel is among the many sites found in the tourism office's new brochure, "Finger Lakes — Historic Auburn, N.Y."

wine trails, Sterling Renaissance Festival, Village of Aurora, Merry-Go-Round Playhouse, the Fingerlakes Mall and others.

To make finding those sites easier, the new brochure has a bigger and more detailed map.

In 2003, there were 10,806 requests for the brochure, which was up 79 percent from 2002. The survey revealed that about half of those who requested the brochure actually came to the city.

"This percentage, which calculates into new money spent in the city, is very high," said Jessica Kline, communications specialist for the Cayuga Office of Tourism and the liaison for the historic and cultural sites commission.

Originally, there were 47,000

copies of the brochure printed in November 2000. In February 2002, another 50,000 were produced. The recent printing was also 50,000.

In addition to direct mailings, the brochures are distributed at a number of Thruway and other visitor information points, international travel shows and regional fairs and festivals.

"The brochure also provides a nice opportunity for Auburn residents to learn more about what the sites offer, for their own enjoyment, or when entertaining guests," Kline said.

For a copy of the brochure, call 255-1658.

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## **Historic & Cultural Sites Commission**

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### **Auburn's Historic & Cultural Sites Commission Produces new Brochure**

CAYUGA COUNTY, New York --For Immediate Release: (February 13, 2004):

The Commission, which is funded by the City of Auburn, has just printed 50,000 brochures to lure new visitors to the area to enjoy Auburn's rich history. Last year, direct requests for the Commission brochures totaled 10,806. These inquiries were up 79% over 2002. The brochure is now in its third reprint in four years. In November of 2000, 47,000 brochures were produced, and 50,000 more were printed in February of 2002.

This run, the brochure has been greatly improved upon. With information gleaned from a conversion study conducted by the Cayuga County Office of Tourism in 2003, visitors that received the brochure expected to see information on accommodations, which would allow them to make a buying decision with just one piece of literature. They also wanted a summary of other attractions, since visitors have different areas of interest. In response, the new brochure now lists hotels, motels and Bed & Breakfasts located in the City, and within a one-mile radius. Additional attraction listed include City, County and State Parks, the Auburn Doubledays, wine trails, Sterling Renaissance Festival, Village of Aurora, Merry-Go-Round Playhouse, the Fingerlakes Mall and more. To make navigation to these sites easier, the new brochure has a bigger and better map.

In the conversion study, when visitors were asked what they liked best about their visit to Auburn, the largest majority responded the historic sites and museums. Another interesting statistic revealed in the study was approximately 50% of the people that requested the brochure actually came. This percentage, which calculates into new money being spent in the City, is very high. In addition to direct mailings, the brochures are distributed at numerous Thruway and visitor information centers, international travel shows and regional fairs and festivals. The brochure also provides a nice opportunity for Auburn residents to learn more about what the sites offer, for their own enjoyment, or when entertaining guests.

The Historic & Cultural Sites Commission was created by Auburn City Council and sponsored by Councilor Chuck Mason in 1999. The Commission works to ensure cooperative marketing of Auburn's sites, which include Auburn Schine Theater, Case Research Lab/Cayuga Museum, Harriet Tubman Home, Seward House, Schweinfurth Memorial Art Center and Willard Memorial Chapel. The Commission also has representatives from Cayuga County Historian's Office, Cayuga County Chamber of Commerce, Downtown Auburn B.I.D. and Cayuga County Office of Tourism.

For a copy of the brochure, stop by the Office of Tourism, 131 Genesee St., Auburn, or call 315/255-1658.