



FLVC Packages, Deals and Event (Special Offers) Guidelines:

Below is a quick overview of how FLVC will be handling content for packages, deals and events for the Finger Lakes Visitors Connection Extranet. Photos are required for all content posted to VisitFingerLakes.com

Travel Packages (Special Offers):

- Must contain, at minimum, three basic elements, including lodging. Examples:
- Lodging (required)
- Meal(s)
- Activity/Attraction(s)
- All taxes and gratuities must be included or noted that they are not included.
- Packages must not run longer than 6 months - content becomes outdated.
- Packages are native to lodging properties, and must be submitted in cooperation with a lodging property.
- A room special or "Buy One, Get One night free" would be considered a *deal*, not a package.
- Descriptions must not exceed 800 characters.
- If you have multiple prices, please use "starting at..." (lowest package price).

Deals (Special Offers):

- Deals must be clearly defined with simple restrictions and easy access to the deal.
- Deals should last no longer than 30 days.
- Deals can be created and offered by any Ontario County establishment that is visitor-friendly.
- Deals must contain a value for the visitor; cannot simply be an advertisement.

Events:

- The event must be located within Ontario County or promote visitation to Ontario County.
- The event must be visitor-friendly and open to the public.
- The event must contain full contact information for ticketing, if necessary.
- Seasonal and holiday-based meals are not considered events (ex: Mother's Day brunch).
- The listing must disclose any costs or admission fees for attendance.

General:

- An account is required to submit content to VisitFingerLakes.com. All packages, deals and events must be tourism-focused and visitor-friendly to be approved.
- Photos are required for all content posted to VisitFingerLakes.com

Approval is at discretion of FLVC staff.

If I submit a deal, event or travel package where does it go?

Once you have submitted your information, we will approve your content and continue our third party seeding efforts: VisitFingerLakes.com, ILOVENY.com, various PR and media efforts, FLVC digital channels.

Please contact our office at 585-394-3915 or 877-386-4669 for account creation or with any questions!

Updated: 9/13/16