



# Visitability?

(You Betcha.)

As a resident, you might take all the unique things that Rochester has to offer for granted but, last year, nearly two-million people visited the Flower City and left an economic impact of almost one-billion dollars while they were here. That translates into more jobs, tax revenue and lots of other real benefits to everyone who lives in Monroe County and the surrounding area.

From conventions and meetings to visiting family and friends, out-of-towners are all around you. Believe it or not, people actually come here for vacation.

Lots of people. So if you don't think Rochester is a "destination," think again.

If your family or organization is planning a reunion, convention or meeting, remember all the reasons why friends

and associates should **visit Rochester**

**I ♥ NY**

Pictured: The Frederick Douglass/Susan B. Anthony Memorial Bridge over the Genesee River including, at left, Corn Hill Commons, a great place to eat, drink and be merry.



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## Pike Place Market? No, Rochester Public Market.

Recently selected as America's favorite large farmers market in a contest sponsored by American Farmland Trust, Rochester's Public Market is a feast for all your senses with sights and sounds as diverse as the merchandise itself. From farm-fresh produce and organic products to meat and seafood, it's the local professional chefs' choice for the freshest and best food available just about anywhere.

Our Public Market is just one of the things that gives Rochester visitability. In fact, last year, nearly two-million people visited the Flower City and left an economic impact of almost one-billion dollars while they were here. That translates into more jobs, tax revenue and lots of other real benefits to area residents and businesses.

Savor all our fertile community has to offer by inviting family, friends and business

associates to

visit  Rochester

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Savor the sweet smells of spring at Flower Days at the Market every Sunday from May 8 through June 5, plus Monday, May 30.



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## Snow Season? No, Show Season.

While it's still cold outside, the arts and cultural season remains red hot throughout the Rochester region. Catch *Disney's The Lion King*, choreographed by Rochester's own Garth Fagan. Drink in *Wine and Spirit: Rituals, Remedies and Revelry* at the Memorial Art Gallery's exhibition. Witness history at *Between the States* Photographs of the American Civil War at the George Eastman House International Museum of Photography and Film.

Our vibrant cultural scene is just one reason Rochester's got visitability. In fact, last year, nearly two-million people visited the Flower City, leaving an economic impact of almost one-billion dollars. That translates into more jobs, tax revenue and lots of other real benefits to area residents and businesses.

Discover a winter wonderland, both indoors and out, with lots of great reasons to

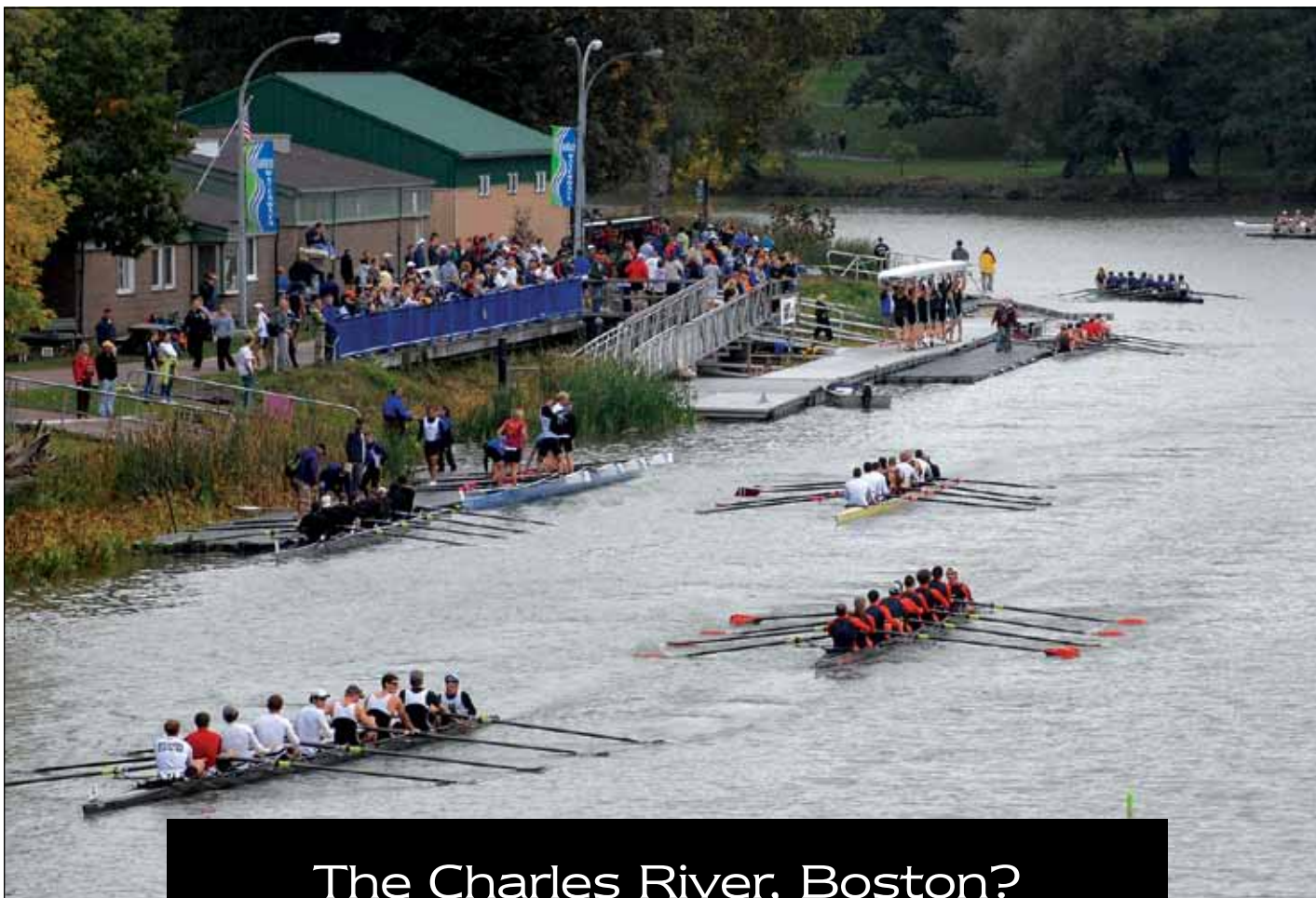
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Pictured: *Disney's The Lion King*, choreographed by native Garth Fagan, runs March 22 – April 17 as part of Rochester Broadway Theater League's current season.



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## The Charles River, Boston? No, The Genesee River, Rochester.

Intersecting the Genesee River at the Fredrick Law Olmsted-designed Genesee Valley Park, the historic Erie Canal provides recreational opportunities of all kinds on water and land. Coupled with Lake Ontario to the north and the nearby Finger Lakes, the Genesee River and Erie Canal are part of an extensive watery ecosystem that lets residents and visitors enjoy pristine vistas and settings just about anywhere in the Greater Rochester area.

Get a taste of these extraordinary waterways at two back-to-back events: the Head of the Genesee Regatta at the Genesee Waterways Center, October 8 – 9 & 15, and Rochester River Romance along the Genesee River Corridor October 7 – 9.

Aquatic abundance is just one of the things that gives the Greater Rochester area so much visitability. So get out there and enjoy the area's natural beauty by boat, bike or feet.

It's hundreds of square

miles of more reasons to

visit **Rochester**

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The 365-mile long Erie Canal crosses the Genesee River at Genesee Valley Park, located in the City of Rochester's southwest quadrant.



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## The Grand Canyon Of The West? No, The Grand Canyon Of The East.

Letchworth State Park, a short drive south of Greater Rochester, was dubbed “The Grand Canyon of the East” by early visitors who marveled at its time-worn river gorges, waterfalls and scenic beauty. With 66 miles of hiking trails, guided tours, whitewater rafting and kayaking available, Letchworth is still a magnificent setting for all kinds of outdoor recreational activities.

If following fall foliage is on your to-do list, a weekend in the Greater Rochester area is like visiting New England but more affordable and closer to home. From Lake Ontario, the Genesee River and the Erie Canal to the nearby Finger Lakes, we really show our colors during autumn.

Spectacular leaf peeping is just one of the things that gives our community so much visitability. So get out there and enjoy the area's leafy palette by car, bike, feet or boat. They're just a few million

more reasons to **visit Rochester**



Open year round, the Genesee River roars through Letchworth State Park's gorge over three major waterfalls between cliffs, some as high as 600 feet.



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