



## fast facts

56 North Main Street / Pittsford, NY 14534  
585.394.0787 / [breaktheicemedia.com](http://breaktheicemedia.com)

EMPLOYEES

9

ESTABLISHED

2009

NEW BUSINESS CONTACT

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CEO » 585.451.0050

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INDUSTRY NICHE

## travel & tourism

### Clients

We work exclusively with clients who benefit from the visitor economy including local and regional destinations, accommodations, attractions, craft beverage producers and restaurants.



TOUR **CAYUGA**  
in the FINGER LAKES



City of **Canandaigua**  
the Chosen Spot

**Finger Lakes**  
Regional Tourism Council



**HAUNTED HISTORY TRAIL**  
of New York State



**Sonnenberg**  
Gardens & Mansion  
State Historic Park

**LETCWORTH H**  
STATE PARK



**TAP INTO TRAVEL**



## capabilities



### strategic planning

Marketing Plans  
Social Media Strategy  
Attitudinal Audience  
Research & Segmentation



### tourism marketing

#### TRAVEL PR

Media Relations  
Influencer Marketing  
FAM Planning & Execution

#### CONTENT MARKETING

Blogs/Feature Articles  
Print/Online Content  
Feature Articles

#### DIGITAL MARKETING

Facebook Advertising / Social Media Marketing / SEO & SEM



### travel trade sales & marketing

Product Development  
Direct Sales Plans  
FIT and Motorcoach  
Market Development



### association management

Operational Management  
Meetings & Events Planning  
Marketing & Communications

# involvement

## We Know the Industry

- 1 We invest over 450 staff hours every year attending educational events and conferences, including Destinations International, ESTO, Content Marketing World, MANY Annual Conference, PRSA Travel & Tourism Conference, New York State Tourism Conference, NYSTIA Annual meeting, and PRSA Northeast District Conference.
- 2 We are where the buyers and media are, attending multiple travel shows and events throughout the year:  
ABA • Heartland Travel • OMCA • IPW  
NTA • TAP Dance • NYC Sales Exchange  
ILNY Media Marketplace • Discover America Day,  
Wine Bloggers Conference • Travel Bloggers Exchange  
TMAC • Travel Media Showcase  
TravMedia International Media Marketplace.
- 3 We are 100% committed to sharing our knowledge and teaching others. We frequently participate on panels and as presenters at workshops for the industry. We also produce the award-winning weekly podcast *Destination on the Left* where we interview professionals from all over the world, learning and teaching at the same time.



## affiliations

US Travel Association • American Bus Association  
Travel Media Association of Canada  
New York State Tourism Industry Association  
Museum Association of NY • NYS Brewers Association  
Visit Rochester • Canandaigua Chamber of Commerce  
Greater Rochester Chamber of Commerce  
Genesee County Chamber of Commerce  
Agency Management Institute  
Women Presidents Organization

## award winning

### Over 20 awards in the last 5 years

#### A FEW EXAMPLES...

##### 2018 » **PR Daily Award**

Publicity Stunt: Syracuse "Winter" Hacks  
Groundhog Day in Punxsutawney, PA

##### 2018 » **Canandaigua Chamber of Commerce**

Tourism Business of the Year

##### 2018 » **Davey Award**

Haunted History Trail "Spooky Social Media"

##### 2018 » **PRism Award**

Podcast: Destination on the Left

##### 2018 » **PRism Award of Excellence**

Magazine: Haunted History Trail  
2018 Visitors Guide

##### 2017 » **Telly Award**

Videos/Shows/Segments:  
Winter Needs a Home Video Series

##### 2017 » **MarCom Gold Award**

Syracuse "Official Home of Winter" Campaign

##### 2017 » **Gold HSMIA Adrian Award**

Syracuse "Official Home of Winter"  
Integrated Marketing Campaign

Break the Ice Media is a  
*certified NYS woman-owned business.*



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