

# FAMILY TRAVEL TO CORTLAND NY REPORT

## FAMILY TRAVEL ASSIGNMENT

DATE OF VISIT	TRAVEL PARTNERS	PREPARED BY
February 19, 2016	Hope Lake Lodge & Greek Peak Mountain Resort, Central City Bar & Grill, Hairy Tony's, Downtown Cortland	Jennifer Auer

## OVERVIEW OF FAMILY TRAVEL ASSIGNMENT

Melanie Cortese, from Jersey Family Fun, and family visited the Cortland, New York area from Friday, February 19, 2016 through Sunday, February 21, 2016 for the purpose of covering ski lessons, family attractions, and lodging in order to promote family travel to the Cortland area across the Jersey Family Fun site and social media channels.

## RESULTING FEATURE ARTICLES ON JERSEY FAMILY FUN

TITLE	LINK
Eat, Stay, and Play in Cortland New York	<a href="http://www.jerseymfamilyfun.com/eat-stay-play-cortland-new-york/">http://www.jerseymfamilyfun.com/eat-stay-play-cortland-new-york/</a>
Hope Lake Lodge at Greek Peak Mountain Resort	<a href="http://www.jerseymfamilyfun.com/hope-lake-lodge-greek-peak-mountain-resort/">http://www.jerseymfamilyfun.com/hope-lake-lodge-greek-peak-mountain-resort/</a>
So Much To Do At Greek Peak Mountain Resort	<a href="http://www.jerseymfamilyfun.com/greek-peak-mountain-resort-activities/">http://www.jerseymfamilyfun.com/greek-peak-mountain-resort-activities/</a>
Dining at Greek Peak Mountain Resort	<a href="http://www.jerseymfamilyfun.com/dining-greek-peak-mountain-resort/">http://www.jerseymfamilyfun.com/dining-greek-peak-mountain-resort/</a>
Learning to Ski At Greek Peak Mountain Resort	<a href="http://www.jerseymfamilyfun.com/learning-to-ski-at-greek-peak-mountain-resort/">http://www.jerseymfamilyfun.com/learning-to-ski-at-greek-peak-mountain-resort/</a>

## SOCIAL MEDIA MENTIONS

FACEBOOK LINK	DATE	TYPE	ENGAGEMENT NOTES
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153481969465745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153481969465745/?type=3</a>	3/4	Pic w/li	1772 imp.
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153481950635745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153481950635745/?type=3</a>	3/4	Pic w/li	1892 imp.

<a href="https://www.facebook.com/media/set/?set=a.10153455061385745.1073742340.71658875744&amp;type=3">https://www.facebook.com/media/set/?set=a.10153455061385745.1073742340.71658875744&amp;type=3</a>	2/21	Album	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153458408465745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153458408465745/?type=3</a>	2/21	Pic	964 imp.
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153458260565745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153458260565745/?type=3</a>	2/21	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153458164820745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153458164820745/?type=3</a>	2/21	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/videos/10153457201200745/">https://www.facebook.com/JerseyFamilyFun/videos/10153457201200745/</a>	2/20	Video	1422 imp/ 423 views
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153457052230745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153457052230745/?type=3</a>	2/20	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456974585745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456974585745/?type=3</a>	2/20	Pic	1406 imp.
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456793240745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456793240745/?type=3</a>	2/20	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456647310745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456647310745/?type=3</a>	2/20	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456390620745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456390620745/?type=3</a>	2/20	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456216335745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153456216335745/?type=3</a>	2/20	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153455995350745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153455995350745/?type=3</a>	2/20	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/posts/10153455069065745">https://www.facebook.com/JerseyFamilyFun/posts/10153455069065745</a>	2/19	Check In	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153455028600745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153455028600745/?type=3</a>	2/19	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454774030745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454774030745/?type=3</a>	2/19	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/videos/10153454689315745/">https://www.facebook.com/JerseyFamilyFun/videos/10153454689315745/</a>	2/19	Video	852 imp/ 202 views
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454547160745/?type=3&amp;theater">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454547160745/?type=3&amp;theater</a>	2/19	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454411250745/?type=3&amp;theater">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454411250745/?type=3&amp;theater</a>	2/19	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454265860745/?type=3">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454265860745/?type=3</a>	2/19	Pic	
<a href="https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454165315745/?type=3&amp;theater">https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153454165315745/?type=3&amp;theater</a>	2/19	Pic	

INSTAGRAM LINK	DATE	TYPE	ENGAGEMENT NOTES
<a href="https://www.instagram.com/p/BB-crszhRy5/">https://www.instagram.com/p/BB-crszhRy5/</a>	2/19	Pic	15 likes
<a href="https://www.instagram.com/p/BB-iqXYhR R/">https://www.instagram.com/p/BB-iqXYhR R/</a>	2/19	Video	16 likes
<a href="https://www.instagram.com/p/BB-pp9FhR9n/">https://www.instagram.com/p/BB-pp9FhR9n/</a>	2/19	Pic	15 likes
<a href="https://www.instagram.com/p/BB-rhuvBRyF/">https://www.instagram.com/p/BB-rhuvBRyF/</a>	2/19	Video	12 likes
<a href="https://www.instagram.com/p/BB-z3YSBRzw/">https://www.instagram.com/p/BB-z3YSBRzw/</a>	2/20	Pic	17 likes
<a href="https://www.instagram.com/p/BB- Z3BhR6J/">https://www.instagram.com/p/BB- Z3BhR6J/</a>	2/20	Pic	17 likes

<a href="https://www.instagram.com/p/BB_F1mnBR1p/">https://www.instagram.com/p/BB_F1mnBR1p/</a>	2/20	Pic	15 likes
<a href="https://www.instagram.com/p/BB_ZB72hR1A/">https://www.instagram.com/p/BB_ZB72hR1A/</a>	2/20	Pic	21 likes
<a href="https://www.instagram.com/p/BCAkJfQBR5V/">https://www.instagram.com/p/BCAkJfQBR5V/</a>	2/20	Pic	18 likes
<a href="https://www.instagram.com/p/BCA17UNBR-s/">https://www.instagram.com/p/BCA17UNBR-s/</a>	2/20	Pic	16 likes
<a href="https://www.instagram.com/p/BCA5v8JhR4w/">https://www.instagram.com/p/BCA5v8JhR4w/</a>	2/20	Video	19 likes
<a href="https://www.instagram.com/p/BCBCB1pBR8a/">https://www.instagram.com/p/BCBCB1pBR8a/</a>	2/20	Pic	12 likes
<a href="https://www.instagram.com/p/BCBNG-HBR5q/">https://www.instagram.com/p/BCBNG-HBR5q/</a>	2/20	Pic	11 likes
<a href="https://www.instagram.com/p/BCBX888hR1U/">https://www.instagram.com/p/BCBX888hR1U/</a>	2/20	Pic	18 likes
<a href="https://www.instagram.com/p/BCBoHj-BR5f/">https://www.instagram.com/p/BCBoHj-BR5f/</a>	2/20	Pic	14 likes
<a href="https://www.instagram.com/p/BCBqwqFhR-2/">https://www.instagram.com/p/BCBqwqFhR-2/</a>	2/20	Pic	12 likes
<a href="https://www.instagram.com/p/BCBvzC6hR4x/">https://www.instagram.com/p/BCBvzC6hR4x/</a>	2/20	Pic	19 likes
<a href="https://www.instagram.com/p/BCB8XP_BRxr/">https://www.instagram.com/p/BCB8XP_BRxr/</a>	2/20	Video	16 likes
<a href="https://www.instagram.com/p/BCDVsm1BRwn/">https://www.instagram.com/p/BCDVsm1BRwn/</a>	2/21	Pic	9 likes
<a href="https://www.instagram.com/p/BCDfZ9LBR5K/">https://www.instagram.com/p/BCDfZ9LBR5K/</a>	2/21	Pic	13 likes
<a href="https://www.instagram.com/p/BCDnX-YBR82/">https://www.instagram.com/p/BCDnX-YBR82/</a>	2/21	Pic	17 likes
<a href="https://www.instagram.com/p/BCDpnPEBRys/">https://www.instagram.com/p/BCDpnPEBRys/</a>	2/21	Pic	20 likes
<a href="https://www.instagram.com/p/BCiiGgGBRwk/">https://www.instagram.com/p/BCiiGgGBRwk/</a>	3/4	Pic	31 likes
<a href="https://www.instagram.com/p/BCjIntThR96/">https://www.instagram.com/p/BCjIntThR96/</a>	3/4	Pic	26 likes
<b>TWITTER LINK</b>	<b>DATE</b>	<b>TYPE</b>	<b>ENGAGEMENT NOTES</b>
<a href="https://twitter.com/jerseyfamilyfun/status/701193645882523648">https://twitter.com/jerseyfamilyfun/status/701193645882523648</a>	2/20	Pic	141 impressions
<a href="https://twitter.com/jerseyfamilyfun/status/701182559854657536">https://twitter.com/jerseyfamilyfun/status/701182559854657536</a>	2/20	Pic	127 impressions
<a href="https://twitter.com/jerseyfamilyfun/status/701141224342863872">https://twitter.com/jerseyfamilyfun/status/701141224342863872</a>	2/20	Pic	137 impressions
<a href="https://twitter.com/jerseyfamilyfun/status/701094280937480192">https://twitter.com/jerseyfamilyfun/status/701094280937480192</a>	2/20	Pic	365 impressions
<a href="https://twitter.com/jerseyfamilyfun/status/701092978463547392">https://twitter.com/jerseyfamilyfun/status/701092978463547392</a>	2/20	Pic	194 impressions
<a href="https://twitter.com/jerseyfamilyfun/status/701066372575535104">https://twitter.com/jerseyfamilyfun/status/701066372575535104</a>	2/20	Pic	178 impressions
<a href="https://twitter.com/jerseyfamilyfun/status/700862080715456513">https://twitter.com/jerseyfamilyfun/status/700862080715456513</a>	2/19	Pic	127 impressions
<a href="https://twitter.com/jerseyfamilyfun/status/700861449346936832">https://twitter.com/jerseyfamilyfun/status/700861449346936832</a>	2/19	Pic	144 impressions

<a href="https://twitter.com/Jerseyfamilyfun/status/700819891515957248">https://twitter.com/Jerseyfamilyfun/status/700819891515957248</a>	2/19	Pic	137 impressions
<a href="https://twitter.com/Jerseyfamilyfun/status/700816422751105024">https://twitter.com/Jerseyfamilyfun/status/700816422751105024</a>	2/19	Pic	121 impressions
<a href="https://twitter.com/Jerseyfamilyfun/status/700805774080131073">https://twitter.com/Jerseyfamilyfun/status/700805774080131073</a>	2/19	Pic	125 impressions
<a href="https://twitter.com/Jerseyfamilyfun/status/700805267701764096">https://twitter.com/Jerseyfamilyfun/status/700805267701764096</a>	2/19	Text	119 impressions
<a href="https://twitter.com/Jerseyfamilyfun/status/700780489607614464">https://twitter.com/Jerseyfamilyfun/status/700780489607614464</a>	2/19	Pic	234 impressions
<a href="https://twitter.com/Jerseyfamilyfun/status/700757978971037696">https://twitter.com/Jerseyfamilyfun/status/700757978971037696</a>	2/19	Pic	145 impressions
<a href="https://twitter.com/Jerseyfamilyfun/status/700729379308097541">https://twitter.com/Jerseyfamilyfun/status/700729379308097541</a>	2/19	Pic	291 impressions
<a href="https://twitter.com/Jerseyfamilyfun/status/705791881603649536">https://twitter.com/Jerseyfamilyfun/status/705791881603649536</a>	3/4	Pic w/link	213 impressions
<a href="http://twitter.com/JenniferAuer/status/705791879103836160">http://twitter.com/JenniferAuer/status/705791879103836160</a>	3/4	Pic w/link	
<a href="https://twitter.com/Jerseyfamilyfun/status/705837509184503809">https://twitter.com/Jerseyfamilyfun/status/705837509184503809</a>	3/4	Pic w/link	133 impressions
<a href="https://twitter.com/JenniferAuer/status/705837509482303488">https://twitter.com/JenniferAuer/status/705837509482303488</a>	3/4	Pic w/link	
<a href="https://twitter.com/Jerseyfamilyfun/status/706103095097487360">https://twitter.com/Jerseyfamilyfun/status/706103095097487360</a>	3/5	Pic w/link	116 impressions
<a href="https://twitter.com/JenniferAuer/status/706128667206938624">https://twitter.com/JenniferAuer/status/706128667206938624</a>	3/5	Pic w/link	
<b>YOUTUBE LINK</b>	<b>TYPE</b>		<b>ENGAGEMENT NOTES</b>
<a href="https://youtu.be/ePVFCP7ICCo">https://youtu.be/ePVFCP7ICCo</a>		Greek Peak Mountain Resort Room Tour	
<b>PINTEREST LINK</b>			
<i>Still to be posted.</i>			

## UPCOMING COVERAGE

The Cortland accommodations and restaurant articles will be featured in the Jersey Family Fun spring tourism guide and promoted across our social media channels. All articles related to travel to Cortland, New York will be shared in the 2016/2017 winter tourism guide and across the Jersey Family Fun social media channels during the winter. Ski lessons at Greek Peak Mountain Resort will be promoted next winter as our Learn to Ski series resumes.

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All articles from our family travel to Cortland, New York series are viewable from the Jersey Family Fun navigation bar under [Family Travel](#), [Family Travel to the Northeast](#), and [Family Travel to New York](#) as well as the tag [family travel to Cortland, New York](#).

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## ADDITIONAL OPPORTUNITES & FUTURE COVERAGE

Jersey Family Fun is open to a return visit to Cortland, New York in the future. In the meantime, we do offer sponsored posts, email blasts, and advertising in our online tourism guides as well as our site. Please contact Jennifer Auer, [jenniferauer@jerseyfamilyfun.com](mailto:jenniferauer@jerseyfamilyfun.com), (609) 445-4159 for more information.