



This metropolitan region situated on the southern shore of Lake Ontario is also part of New York's breathtaking Finger Lakes region. Known for its vast selection of family-oriented activities and attractions, Rochester hosts nearly two million visitors each year. The third largest city in New York State, the greater Rochester region is inhabited by a little more than one million people. Conveniently located, Rochester is a six hour drive from New York City, 3 1/2 hours from Toronto and 90 minutes from Niagara Falls.

Rochester is home to world-class events throughout the year. The festival season kicks-off with the world's largest lilac collection at Highland Park's Lilac Festival (May) where hundreds of thousands visitors enjoy 10 days of brilliant floral colors, fragrance and entertainment. Downtown is alive with the sounds of jazz during the Xerox Rochester International Jazz Festival (June) held in the City's East End Entertainment District, home to the renowned Eastman School of Music. Rochester has been named one of the 10 best golf cities in the country. It is the only city in the U.S. to host both the PGA championship (Oak Hill Country Club) and LPGA championship (Locust Hill Country Club) tournaments in one summer- 2013.

Rochester sits at the center of 100 Must-See Miles of the Erie Canal which when opened in 1825, made Rochester the country's first "boomtown." Today, the historic canal thrives as an active recreational waterway with towpaths, shops and charming towns telling America's story of "how the west began!" Rochester is home to two national historic landmarks open to the public, the National Susan B. Anthony Museum & House and George Eastman House International Museum of Photography and Film. Adults and children are entertained in the second largest children's museum in the U.S., at the National Museum of Play at The Strong also home to the National Toy Hall of Fame.