



Plan Your Visit

VISIT
ROC
ROCHESTER, NY

Rochester, NY— Where memories are made.

As the birthplace of modern day photography, Rochester has a rich heritage in capturing moments that last a lifetime.

But Rochester is not just about looking back— its about making memories of your own. Nestled alongside the southern shore of Lake Ontario, savor farm-to-table cuisine, experience a vibrant arts scene, and join in the more than 140 annual festivals and events that bring the city to life.

Whether you're capturing the beauty of our landscape, the spirit of our festivals, or simply the smiles of your friends or family, Rochester is where your story comes to life.

Credit: Mike DiNardo