

# Draft Strategic Tourism Plan

November 22, 2019

## Background

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The Strategic Tourism Plan guides the county's values, goals and proposed actions regarding tourism.

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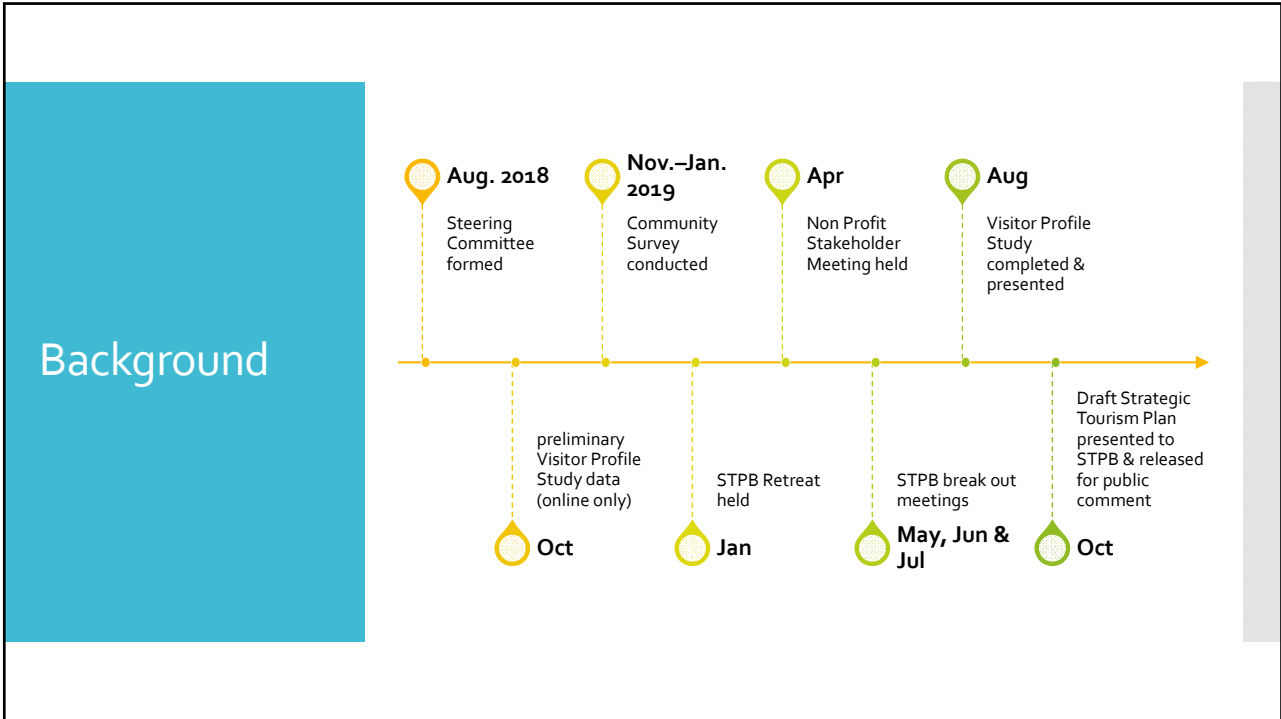
1<sup>st</sup> Strategic Tourism Plan: 2005-2010

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2<sup>nd</sup> Strategic Tourism Plan: 2013-2020

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3<sup>rd</sup> Strategic Tourism Plan: 2021-2027



- ## What we've learned so far
- Higher Education and Outdoor Recreation are the top reasons for travel to Tompkins County
  - Visitors and residents place high value on our parks, trails and access to Cayuga Lake
  - Many visitors are repeat visitors or previously lived here
  - Knowledge from past visits and college websites inform travel planning
  - Most overnight trips are only 2-3 nights
  - Most common travel parties are families and couples
  - Visitor spending has *not* grown since 2009 (adjusted for inflation)
  - Visitors report *very* high satisfaction with their experience in Tompkins County

# Values

- Leverage Local and Regional Assets
- Improve Connectivity within the County
- Create Multi Day and Off-Peak Travel Demands
- Develop Accountable and Transparent Programs
- Advocate for Policies that Affect Tourism
- Thoughtfully Support New Economic Growth
- Enhance Visitor Experience
- Present our Inclusive, Accessible, Vibrant and Sustainable Community

# Overall Goals

- Increase average overnight trip length by one night from 2-3 nights to 3-4 nights
- Increase average visitor spending by 5% from \$366 to \$384 per day in established downtowns and villages
- Offer indoor and outdoor visitor programming year-round
- Increase visual and physical access to Cayuga Lake through collaborative efforts with municipal and private stakeholders
- Increase the share of new visitors from 24% to 30%
- Provide accurate information to decision makers on legislation and policies that affect tourism
- Continuously refine communication techniques and media to grow awareness of our destination and its assets

Focus Areas

- PRIORITY**
  - Diversity & Inclusion (NEW)
  - Higher Education
  - Marketing & Sales
  - Outdoor Recreation
  - Transportation & Connectivity
  - Waterfront (NEW)
- FOUNDATION**
  - Agriculinary
  - Arts & Cultural Heritage
  - Downtown Ithaca
  - Festivals
  - Planning & Evaluation (NEW)
- EMERGING**
  - Sports
- DESTINATION SERVICES**
  - Beautification & Placemaking
  - Conferences & Groups
  - Visitor Experience

How will the plan be used?

- Review and revision to policies of STPB
- Changes to Tourism Program grant guidelines and related documents
- Development of new initiatives

