



# STRATEGIC TOURISM PLAN COMMUNITY WORKSHOP

Tuesday January 10<sup>th</sup>, 2012  
4-6 p.m.

Tompkins County Public Library  
Ithaca, NY

*Tourism partners and community members are cordially invited to come and help answer these questions and more:*

- What would it look like to have vibrant winter tourism in Tompkins County?
- What are the most promising opportunities to grow mid-week visits and overnight stays?
- How can we further develop established types of tourism in the County?
- How can we best use our community assets to expand emerging types of tourism?
- How can we entice people who come for University or College-related visits to stay longer, spend more, and come back more often?
- How can we capitalize on underutilized assets to expand tourism in the County?

Hosted by the Tompkins County Strategic Tourism Planning Board: providing oversight and strategic direction for tourism initiatives that **promote economic development** and **enhance the quality of life** in Tompkins County.

Information: [tknipe@tompkins-co.org](mailto:tknipe@tompkins-co.org), 607-274-5560  
Web: [www.tompkins-co.org/ctyadmin/tourism/](http://www.tompkins-co.org/ctyadmin/tourism/)