

What We Value Most

Aims

These Aims, drawn from the 2005-2010 Strategic Tourism Plan, are the highest-level description of values that advance the mission of the STPB and the Tompkins County Tourism Program. All policies, goals, objectives, and actions in this plan must further these overarching Aims. The Aims are shown in a circle because none has priority over any others.



Provide memorable experiences and legendary service that will educate, delight, and relax visitors, compel them to tell others, and motivate repeat visits.

Create demand through excellent marketing of appropriate tourism sites and services, and cultural and recreational assets in Tompkins County.

Present this unique place by building on special characteristics of its people, culture, history, geography, environment, economic activity, and institutions.

Tompkins County Tourism Aims

Improve and never harm the quality of life for local residents, businesses, and institutions. Tourism programs should enrich the lives of all who live here.

Improve economic climate through a vibrant tourism program that builds jobs, raises tax revenues, and helps make our county a great place to live, work, and invest.

Encourage development of strong programs and facilities to serve as the tourism “infrastructure” upon which future projects can be developed.