

Listening, Learning, and Celebrating What Makes Cayuga County Shine

Our Goals

Local Voices Lead the Way

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- Build community support for responsible tourism.
- Create partnerships that highlight local businesses and attractions.
- Turn neighbor conversations into shared stories that strengthen our identity.

WORLD CAFÉ STYLE CONVERSATIONS

Each Tourism Community Day feels more like a gathering than a meeting. Tables are set café-style, with small groups rotating through three rounds of discussion.

The format encourages creativity, connection, and collaboration—each voice matters, and every idea counts.

Round 1:

Favorite spots, from the best-known to the best-kept secrets.

Round 2:

Challenges, what could make visiting or promoting the area easier?

Round 3:

Describing the region in one word (or one perfect adjective).



WORLD COMMUNITY STOPS SO FAR

Auburn – Cayuga Museum Carriage House (December 2022)

Weedsport / Port Byron / Montezuma – Lunkenheimer's (December 2023)

Moravia / Locke / Summerhill – Southern Tier Stables (November 2024)

Fair Haven / Sterling – Colloca Estate Winery (April 2025)

Cayuga / Union Springs / Aurora – (October 2025)



Alignment with Tour Cayuga's 5-year Plan

Goal 1.2:

Strengthen community engagement by hosting interactive events that increase awareness of tourism's role in economic and quality-of-life impacts.

Application

Tourism Community Days directly engage residents as contributors to how their region is represented.

Goal 2.3:

Expand the Tourism Ambassador Program to include residents, business owners, and social media storytellers with aligned values and authentic connections to place.

Application

These gatherings identify potential ambassadors and help define authentic local narratives.

Goal 3.1:

Develop storytelling initiatives that reflect local pride and preserve Cayuga County's cultural and natural identity.

Application

Insights from residents guide marketing themes rooted in local character.

Goal 4.2:

Build regional partnerships that foster collaboration across communities and strengthen the countywide visitor experience.

Application

Community Days bring together multiple towns and tourism partners for shared dialogue and vision.

LOOKING AHEAD

As we continue these conversations, we're gathering stories and insights that will shape future campaigns, itineraries, and programs. Tourism Community Days aren't just about feedback, they're about connection. They return us to the roots of our work: listening to the people who call Cayuga County home.

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