## TOUR CAYUGA in the FINGER LAKES

## TOURISM COMMUNITY DAYS



# Listening, Learning, and Celebrating What Makes Cayuga County Shine

Tourism Community Days bring together residents, businesses, and local leaders to share what makes their region special. Each gathering helps us listen, learn, and celebrate how communities want to be seen. These conversations shape how Tour Cayuga tells the story of Our Cayuga, the authentic version residents love and want to share with visitors.

## **Our Goals**

Tourism works best when it reflects the people who live here. By creating space for open conversation, we're ensuring that tourism in Cayuga County grows with purpose, guided by local perspectives and a shared vision for the future.

## **Local Voices Lead the Way**

- Hear directly from residents about how they'd like their region promoted.
- Gather insider tips, hidden gems, and community pride points.
- Ildentify local ambassadors who naturally share their community's voice.



## **Strengthen Connections**

- 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 qualityof-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.