



TOUR
CAYUGA
in the FINGER LAKES

What is a DMO?

Destination Management Organization

Tour Cayuga Governance

Tour Cayuga is guided by a Board of Directors, comprised of 19–21 dedicated community leaders, business owners, and tourism professionals who represent the diverse cultural, historical, and economic interests of Cayuga County. A team of five tourism professionals carries out the Board's strategic plan, turning vision into action.

Role

DMO's work in partnership with local government, businesses, and the community to improve the attractiveness and competitiveness of their destination.



Why are DMOs Important?



Residents sustain businesses – visitors grow businesses.

DMO's enhance the competitive advantage of our local businesses and this helps drive a stronger county economy.

With intimate knowledge about Cayuga County, Tour Cayuga help tourists understand what makes the area special and unique.

How we do it

- Offer assistance in business development
- Run a grant program to grow county events
- Provided resources to improve Google Business Listings
- Promote our destination's unique stories
- Elevating local history in a relevant modern way
- Drive long lasting business growth
- Engage Cayuga County communities to discuss the value of tourism

