

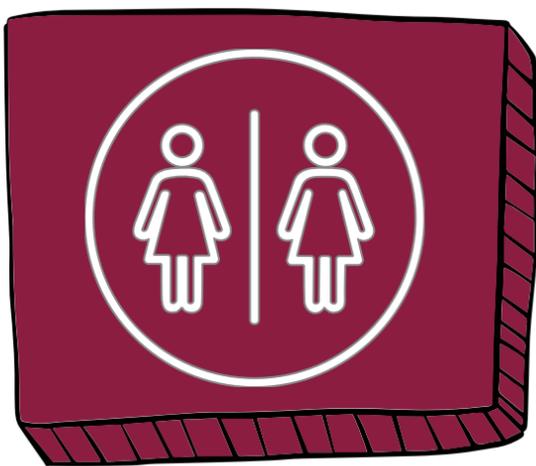
The smallest details often result in the biggest impressions. Visitor's experiences aren't defined by just one moment, they're built on a series of interactions that either make them feel seen and welcome, or leave them feeling unwelcome and unseen. The good news? Simple adjustments can strengthen visitor satisfaction, encourage repeat visitation, and generate valuable word-of-mouth recommendations.

Small Changes



Big Visitor Impact

4 Easy Actions That Make a Difference

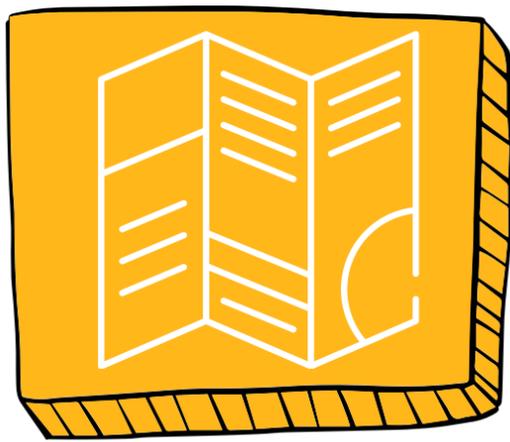


Clear, visible signage

Help guests feel confident navigating your business, from parking to entrances to restrooms and checkouts. Clarity reduces stress and builds comfort.

Friendly welcome scripts

A consistent greeting ensures every guest feels acknowledged and valued. Something as simple as: **"Welcome!** Let us know if you need assistance," can make a visitor feel welcome.

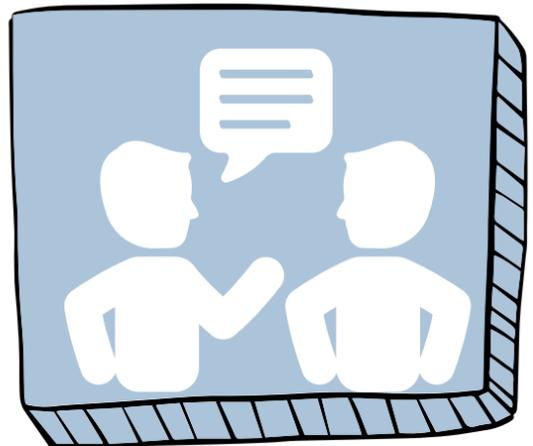


Printed maps or local flyers and collateral

Offering information about local places to visit gives visitors tools to explore. It also positions your business as a trusted local resource.

Knowledge Staff

When employees can recommend a trail, museum, winery, or dining option, you're helping visitors build fuller experiences.



Why This Matters

Visitor experience drives success. When guests feel welcome they...

- **Stay longer**
- **Spend more locally**
- **Share positive feedback**
- **Return in the future**

Every interaction contributes to the collective story of Cayuga County and together we build a destination where people feel welcome, connected, and excited to explore.