

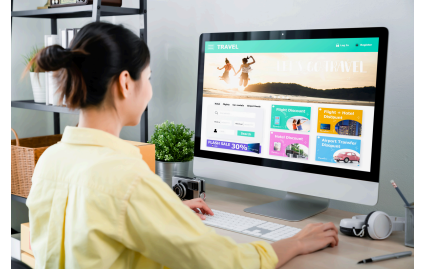
Be Summer Ready

Summer travel season is right around the corner, and now is the perfect time to make sure your business is ready to welcome visitors. A few small updates can make a big impact on the guest experience.

Let's Get Ready

✓ Fine-Tune Your Social Media Presence

- Update seasonal hours and contact information
- Refresh profile & cover photos
- Check your website link works properly
- Highlight outdoor spaces, waterfront views, patios, trails, or summer products.
- Use authentic content, photos of real guests perform better than polished graphics



✓ Be Destination Ambassadors

Your team plays a huge role in shaping the visitor experience. Encourage staff to go beyond answering questions & help guests discover more of Cayuga County.

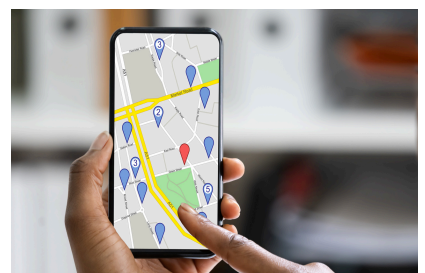
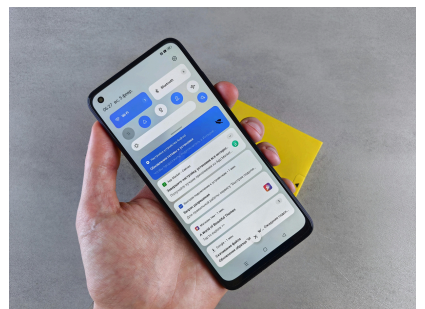
- Keep brochures or visitor guides easily accessible
- Review FAQs with staff before the busy season
- Encourage friendly greetings & local recommendations
- A great interaction can encourage repeat visits



✓ Check Your Google & Online Listings

Many visitors will discover your business through a quick mobile search so it is important that this information is up to date.

- Verify summer hours are correct on Google
- Respond to recent reviews
- Add new photos
- Double-check directions and phone numbers
- Update seasonal amenities or offerings



✓ Refresh the Guest Experience

Take a walk through your business with fresh eyes. Is signage easy to read? Are outdoor spaces clean & inviting? Are menus, brochures, & displays current?

- Add flowers or seasonal décor
- Restock brochures & rack cards
- Create a simple photo-worthy moment for visitors
- Ensure bathrooms & entryways are guest-ready



✓ Capture Content All Summer Long

Summer is your best opportunity to gather photos & videos for future marketing.

- Guests enjoying experiences
- Staff in action
- Seasonal products or menu items
- Events and live music
- Sunrise/sunset or waterfront moments



Here's to a successful & busy summer season!