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a County Tourism

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A photograph of a paved walkway along a body of water. On the left, there is a wooden structure with a balcony. The walkway is lined with young trees and plants. The water is blue, and the sky is clear. The title '2014 Tourism Marketing Plan' is overlaid in yellow text.

2014 Tourism Marketing Plan



Executive Summary

The Tourism Office opened its office in October of 1994, making 2014 the 20th year in operation. The mission of the Tourism Office since its inception has been clear. Our primary role is to serve as the promotional arm for events, activities and tourism attractions on both a local and regional level. This includes management of the *I Love New York* matching grant marketing program, printing the Tioga County Travel Guide and other companion publications, keeping our websites current and social media activities active, as well as public relations activities that encourage writers and news resources to run stories on our tourism activities and attractions.

Another primary role is handling of visitor information requests. Tourists interested in traveling to or through Tioga County contact our office via telephone, website, email or mail to request information about Tioga County. This is an ever-expanding and demanding role of our official activities.

A secondary role is to develop infrastructure to provide for the betterment of the touring consumer. This is a method by which we improve the overall experience for the visitor, ensuring that their positive encounter with Tioga County manifests itself in pleasant word-of-mouth to others outside of our area. Creating significant and effective information and beatification resources includes signage, information racks, hanging flowers, self-guided tours, river accessibility, improved hospitality, partnering with attractions such as Tioga Downs Casino and the Historic Owego Marketplace, and more, which all have an impact upon the overall visitor experience.

THE INVESTMENT OF TOURISM IN TIOGA COUNTY

The Competitive Advantage

- Surrounding counties in New York and Pennsylvania remain the primary target markets for tourism promotion by Tioga County.
- Tioga County is in a very competitive environment with other counties for every available discretionary dollar.
- During a time when it is critical to capitalize on a tourism economy driven by day trippers, now is a time to be aggressive in enticing visitors here to spend money, thus increasing sales tax revenues.
- With such great public relations being driven by the Finger Lakes Regional PR program and other efforts by the Tourism Office, now is the time to capitalize on momentum to increase visitor traffic and discretionary tourism spending.

No other agency in the county is directly responsible for attracting people to the county solely to spend their money with our local businesses. No other agency in the county works to provide an increased revenue stream to the county and relief to its taxpayers.