



Group-Ready Survey Results

Prepared for: Finger Lakes Visitors Connection

SECTION I: GROUP READINESS EVALUATION

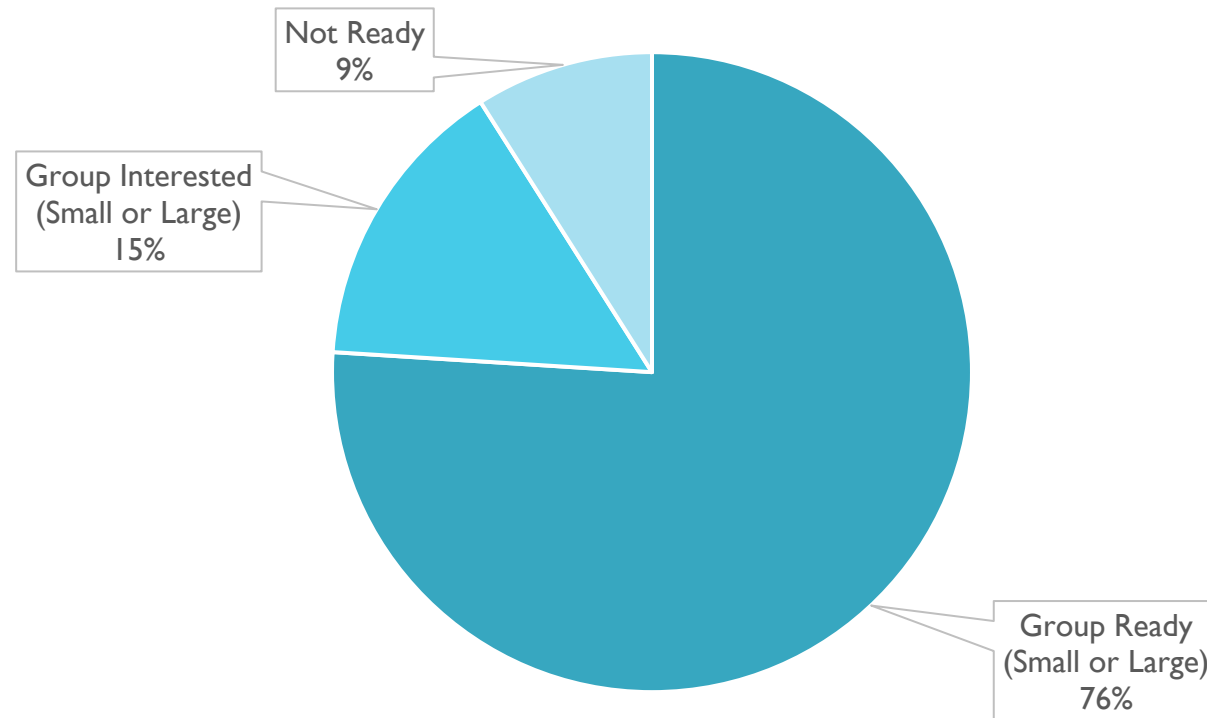


GROUP READINESS EVALUATION

When evaluating survey responses and grouping assets into the five categories, we identified some aspects of being group ready to be of higher importance than others. In order to be considered “Group Ready,” an organization does not have to be perfect, but must meet these six criteria:

1. Has the capacity to take on groups
2. Has the staff to handle groups
3. Has a place for a motorcoach to drop off guests
4. Has a clear path from the bus to the entrance and throughout the facility for guests to walk through
5. Partially to fully accessible
6. To be large group ready, the organization has the capacity to take on 20+ people in a group at one time

FINGER LAKES VISITORS CONNECTION GROUP READINESS SCORE: 76





KEY OPPORTUNITIES

- Multiple organizations say they are “extremely confident” in their ability to welcome groups, but still have room to grow their offerings and better prepare for groups
- 48 organizations are interested in training and a phone call with FLVC to become group ready
- 53 organizations would participate in a county-wide group program, with new leads coming from FLVC