

**Tourism Thursday  
October 6, 2022  
Coho Pizza & Wine Bar**

*Table Topic: Bring on winter – and more tourists*

**How do we proactively promote the off-season – the group shared ideas and challenges.**

- **Focus on drive market**
- Meg Fuller stated that Bristol Mountain sees their primary winter **market coming from Toronto and Cleveland**
  - While here for skiing, they also want to know what more to do – in particular, they enjoy breweries/wineries
- **Canadian business is good**
- **How are we using social media?** Could there be a Facebook community/forum that is a collection of Ontario County businesses to create a one stop shop for social interactions
- Have some **training presentations – especially for the frontline staff members** in the seasonal attractions where higher turnover is present
- **Create some day itineraries** to help people/groups know what to do
  - Audrey Carrier, No Adventure Too Far, has experienced that in the group market, a lot of the people want to DO and not just SEE. Looking for more hands-on activities instead of just sightseeing.
- **Focus on what the locals love in the winter**
- Experiences don't necessarily have to be discounted to drive folks to coming – the **experiences themselves just need to be created & provided.**