

Top Product Development and Enhancement Opportunities for Ontario County 2008 List

This list is generated annually by the Board of Directors of Finger Lakes Visitors Connection. It is intended to be a dynamic, kinetic instrument; not a directive. These are the items that our tourism experts feel are the most marketable for our area, are most closely aligned with our sense of place, and have the greatest potential for tourism market success.

Agriculture/Food Related

Geneva Experiment Station museum

Wine trail clusters – cheese shops, artisans galleries, hard cider making enterprises and artisanal distilleries

Presentation of “the farming thing”

Age Specific Needs Attractions

Kids activities

Young adults

Hospitality/Product Presentation Services

Concierge services

Signage

Trails and theme clusters, packaging of products for better understanding

Outdoor Recreation

Preservation and enhancement of open space, parks, etc.

Off-peak season activities

Resources for individual “outdoor enthusiasts”

e.g. trails, bike rentals, canoes, lessons, winter

Transportation

To and from the airports

Within the region

Related to touring – especially the wineries, major attractions and skiers

Other

Conference facilities with seating for 400+

Factory tours

Lodging/Hotel with consideration for:

Geographic balance

Amenities – contemporary communications technology

Those which promote environmental sustainability

Tourism is Economic Development Strike Team

List refined by the Board of Directors after discussion of product development plan and direction as noted below.

Derived from the cooperative regional research study and two meetings in 2006 (one in Canandaigua and one in Geneva) during which over 100 ideas were generated.