



**Southern Tier Regional Economic Development Council  
COMMUNITY FORUM  
Corning, NY  
September 13, 2011**

**Tourism Group Ideas**

- Branding corridors
  - Wineries
  - Cultural
  - Historical
  - Lakes and waterfalls
  - Natural beauty
  - WGI auto racing
  - Corning Museum of Glass
  - National and State Parks
  - Outdoor recreation
- Assets:
  - Automobile Access
  - Proximity to populated areas
- Transportation
  - Needs mass transit
- Destination
  - Develop experiential based
- Standardized Signage
  - Maps consolidate “smart” technology

- Needs
  - Lodging
  - Evening activities
- Arts related “shoulder” extend tourism season to four seasons
- Improve customer relations