

Preliminary Town of Wilmington Tourism Actions

- Build more products and experiences to support family visitors
- Build a new Whiteface/Santa's Workshop partnership
- Create more family-oriented experiences in the winter at Whiteface
- Create a Wilmington party associated with the opening days of skiing at Whiteface
- Build a new Halloween component to the fall economy
- Build services to support biking
- Assess the fly fishing market
- Evaluate Events
- Work to coordinate trail-related activities and maintenance
- Build a trail map
- Expand available mountain bike routes
- Secure the development of appropriately scaled, current and competitive lodging
- Develop a pedestrian-friendly retail/dining zone
- Increase frequency of public transportation between Wilmington and Lake Placid
- Enhance demand for Wilmington as a family destination
- Generate positive press releases as positive changes develop
- Package lodging and experiences
- Use marketing to tie Wilmington to Whiteface Mountain
- Rebrand Whiteface as a family-friendly recreational ski resort
- Develop a daily activity listing
- Establish a base-line of visitor data
- Track changes
- Incubate new tourism businesses
- Create incentives for new lodging development
- Attract new tourism investment
- Establish an ongoing "Wilmington Tourism Council"
- Oversee the execution of this plan
- Meet annually to "renew" this plan