

Goals for Wilmington Tourism

- Grow tourism economy
- Stand as an independent destination
- Maintain small town character (and livability)
- Strengthen Wilmington's position in the family vacation market
- Revitalize lodging
- Generate business and employment revenue that stays in Wilmington
- Increase civic pride
- Establish a pedestrian visitor-oriented retail and dining zone
- Build a partnership between Whiteface Mountain and Santa's Workshop
- Keep Wilmington's strong position in fly fishing, outdoor recreation, and bicycling markets
- Attach Wilmington's name to Whiteface Mountain, Santa's Workshop, and the Ausable River
- Work to get a higher percentage of people who access Whiteface Mountain to interface with Wilmington's tourism businesses