

Community Focus Statement F: Manage tourism within the community

Action Statement F.2: Promote off-season activities such as hiking and the local zip line to attract tourists during the fall and summer months.

F2

Benchmark: An effective marketing strategy is centered on Wrightwood summer tourism.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: approximately \$20,000; dependent on programs proposed

Action	Action Leader	Timeline	Resources
1. Form an off-season tourism marketing committee to promote off-season activities.	Champion	Month 1	Practical Steps for Marketing Tourism Certification, Center for Ecotourism and Sustainable Development http://www.ecotourism.org/sites/ecotourism.org/files/document/Certification/Ecotourism%20Handbook%20III%20-%20Practical%20steps%20for%20Marketing%20Tourism%20Certification.pdf Mountain High Resort http://www.mthigh.com/site San Bernardino County Economic Development Agency http://www.sbcountyadvantage.com/home.aspx Wrightwood Chamber of Commerce http://www.wrightwoodchamber.org/
2. Conduct a market analysis of existing off-season tourism conditions, including a study of opportunities for local growth in ecotourism and marketing potential for summer activities.	Off-Season Marketing Committee	Months 1 – 6	
3. Create resources to assist new and expanding local businesses in growing off-season tourism.	Off-Season Marketing Committee	Months 1 – 6	
4. Gather community input on areas to designate as off-summer tourism hotspots and compile information.	Off-Season Marketing Committee	Month 7 – On-going	
5. Monitor the effectiveness of marketing and tourism growth during the off-season, and revise the campaigns as needed.	Off-Season Marketing Committee	Month 13 – On-going	
6. Compile and make available information on existing spaces, tourism statistics (visitors, activities), permitting processes, and a market analysis report if available.	Off-Season Marketing Committee	Month 13 – On-going	