



## Packaging Workshop

**Accommodations-Restaurants-Attractions working together to lure visitors**

***2010 is a year of changes...and great opportunity!***

Putting together a pre-planned package for visitors is a highly effective way to get customers to come to your location.

We will look at some of the trends in the travel/tourism industry to get an idea about what is currently in demand. Then we will take a bit of time to learn some brainstorming techniques.

It's creativity and value that will attract customers and the same old ideas won't work as well as in past.

Group will work in teams and develop packages – for leisure visitors as well as for niche markets.

The last portion of this workshop will focus on the administrative and marketing efforts that will be needed for success.

At the end of the workshop all attendees will be included in at least one package that the

Livingston County Tourism Office will help to promote via our “package exclusive”

HaveAFieldDayNY.com website, on the county's official visitors website FingerLakesWest.com and on New York State's GetawayNewYork.com & ILOVENY.com websites.

**Instructor: Sally Berry, Bristol Creek Tourism Consulting, LLC.**

**Date:** Tuesday, April 20, 2010  
**Time:** 9:00 am – 12:00 noon  
**Location:** Livingston County Chamber of Commerce  
4635 Millennium Drive, Geneseo, NY 14454  
**Cost:** \$15.00 per person  
(Includes professional program and refreshments)



Attendee \_\_\_\_\_

Organization/Business \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

Email address \_\_\_\_\_

**Seating is limited. CALL THE CHAMBER TO MAKE YOUR RESERVATION**  
To ensure your participation, mail your registration form and payment  
before Friday, April 9, 2010



Livingston County Chamber of Commerce, 4635 Millennium Drive, Geneseo, NY 14454.  
Make checks payable to Livingston County Tourism.

**Questions? Call 585 243-2222**