



# Itinerary Planning Exercise

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**Create a 2-day itinerary in your region for the following people (or choose your own target audience):**

- A family with young children
- A local resident on a long weekend
- An out-of-state visitor
- An individual with mobility limitations
- A young couple/group of friends in their 20s
- A group of seniors

**Where would they go and what would they do? Think about where they would...:**

- Recreate
- Buy or rent gear, supplies, and guide services
- Eat, drink, shop, sleep
- Get information
- How they would get around
- What they would do in different weather conditions; at different times of the year

**Itineraries should be based in reality, not aspirational.**

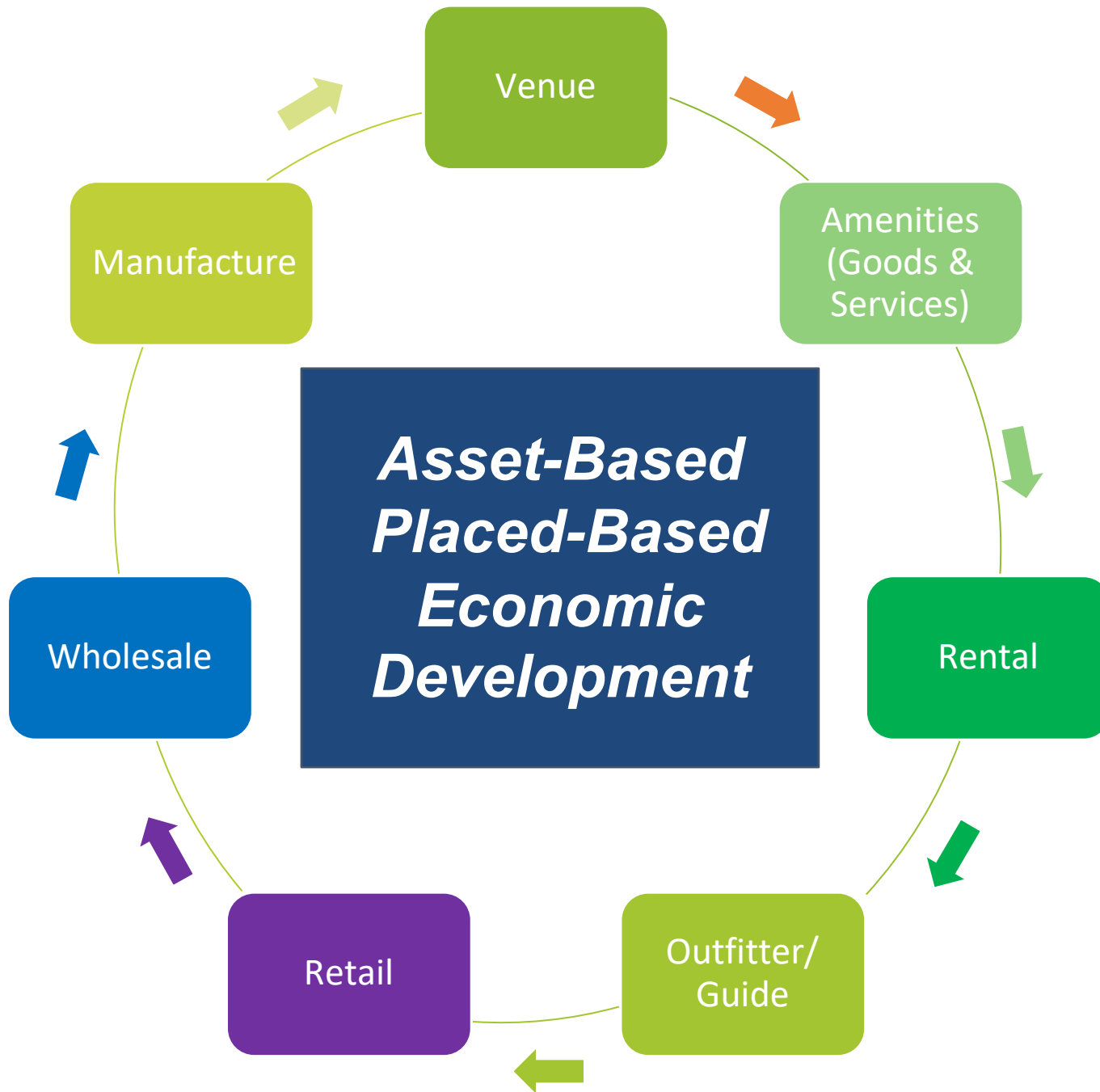
**SAMPLE ITINERARY: For a family with children visiting the region in July**

**Day 1**

<b>Activity</b>	<b>Location/destination</b>	<b>Supplies and services needed, source</b>	<b>Transportation/route to next stop</b>
Arrive, have lunch downtown	Walt's Diner	Information from downtown kiosk	Drive Rts. 28 and 1
Canoe and swim	Big Moose Lake	Canoes from inn, maps? Snacks? Waterproof bags for phones?	Walk
Check in, have dinner	Big Moose Inn		
Evening activities?	Big Moose Inn/ nearby?		

**Day 2**

<b>Activity</b>	<b>Location/destination</b>	<b>Supplies and services needed, source</b>	<b>Transportation/route to next stop</b>
Short, easy hike	Bald Mountain	Snacks from convenience store?	Drive Rts. 1 and 28
Have lunch downtown	Adirondack Dog House		Drive
Scenic chairlift ride	McCauley Mountain	Souvenirs?	Drive
Ice cream	Pied Piper		Walk
Etc...			



### Identify the following:

- **Strengths:** What kinds of recreation and downtown amenities do you have a lot of/in high quality to leverage?
- **Gaps:** What are you missing? What could make your region more attractive to locals and visitors who want to recreate?
- **Opportunities:** What strengths could you build on or gaps could you address for maximum impact?

**As you answer, think about the items on the asset-based place-based economic development wheel, what opportunities exist to build up this value chain, particularly in your downtown?**

# Your Task

1

Choose one of the perspectives (young family, group of seniors, etc.) and write your community/region's name at the top

2

Think about your community/region's current assets and complete the itinerary to the best of your ability

3

Keep in mind what you *wish* you could have added to your itinerary (what's still missing)

4

When everyone is done working on their own, we will discuss and share!