



# Tourism & Placemaking Action Plan

*Westchester County, New York*

The Hunden Partners Team, including industry experts at Tourism Economics, MMGY NextFactor, and independent consultant Morgan Wortham, was engaged to create a tourism recovery and placemaking action plan for Westchester County, New York. Westchester is a thriving county in the Hudson Valley, directly north of New York City. It is composed of dozens of communities, industries, and a developing reputation as a unique destination for natural recreation with an historical, urban feel.

Hunden led the team through the discovery and research process, and conducted market demand, financial feasibility, and economic impact analyses on Hunden's ten pillars of place, market uses and opportunities in order to understand the possibility and modes of tourism recovery and expansion in the County. Critical to the success of the study was an understanding of visitor, community, and stakeholder sentiment, along with an historical understanding of business travel in the region, and the effects of the COVID-19 pandemic on the business travel industry.

The goal of the plan was to develop forward-looking short-, medium-, and long-term strategies for the region's future tourism development and growth based on market realities, best practices, and modern strategies for development implementation. The Hunden Team analyzed the current traditional and non-traditional tourism assets and programming, determined opportunities for expanding the tourism season, and produced actionable recommendations to ignite recovery for the regional tourism market.

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**Client:** Westchester County Tourism & Film

**Time Period:** 2023 - 2024