**3.1 Map Tourism and Cultural Assets**

**Create a Tourism and Cultural Asset Map** - The Town has performed an extensive inventory of tourism and cultural assets including Art Galleries, Beaches, Farmers Markets, Golf, Libraries, Movies, Museums, Nature & Outdoors, Sports Activities, Theaters and Performing Arts, Food, Lodging, Transportation and Retail Stores. This includes location, description (including detailed description of venues), hours of operation, contact information and websites.

The Town’s tourism and lifestyle-oriented website, [Experience Fairfield](https://experiencefairfieldct.org/), which provides a listing of upcoming events, as well as things to do, and places to stay, eat and shop, was developed in collaboration with our tourism and hospitality partners.  The website is updated regularly, at least once a week, by staff within the Office of Community & Economic Development.  The listing of local of “Events,” things to “Do,” places to “Stay,” “Eat,” and “Shop,” as well as ways of “Getting Here” are all available as filters to refine your search via the menu at the top of the webpage.

The Town, through its Office of Community & Economic Development, established a tourism committee, which meets roughly 3-4 times per year.  The Committee meets to share best practices, plan events, coordinate strategies with a goal of increasing visitation and duration of stay to Fairfield.  In addition to the Experience Fairfield website, the Tourism Committee created a new tourism map & guide, which it distributes to more than 280 outlets in the NY metro area.  The Town also participates in the Metro North’s Getaway Day in Grand Central, orientation programs for incoming students and families at both universities as well as other promotional events.  The Tourism Committee recently hosted a visit by CT Office of Tourism staff so that they might better understand the breadth of what Fairfield has to offer.

The Fairfield Museum and History Center (which is included in the Experience Fairfield site), a public/private partnership, maintains a dedicated [website](https://www.fairfieldhistory.org), that includes much information on historical assets as well as arts and education programs. The Town also hosts a page about Historic Properties on its [website](https://www.fairfieldct.org/historicproperties).

**Update Your Profile on CTVisit** - The Town of Fairfield maintains an attraction profile on the State’s tourism [website](http://www.ctvisit.com/listings/town-fairfield) (CTVisit), which is updated seasonally by staff in the Office of Community & Economic Development.  The Office actively encourages its tourism and hospitality partners to create and maintain listings on the State’s tourism site, and shares information from the State Office of Tourism with its partners such as Open House Day, the Big-E, and other initiatives and marketing opportunities.