



LAKE CHAMPLAIN REGION

ROOST Review

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa



Scope of Work

- Regional Presence
- Destination Website Development
- Content Development
- Communications/PR
- Social Media
- Photo/Video
- Data Analysis
- Design
- Paid Marketing Strategy
- Direct Email Marketing
- Event Support



Data Driven Strategy

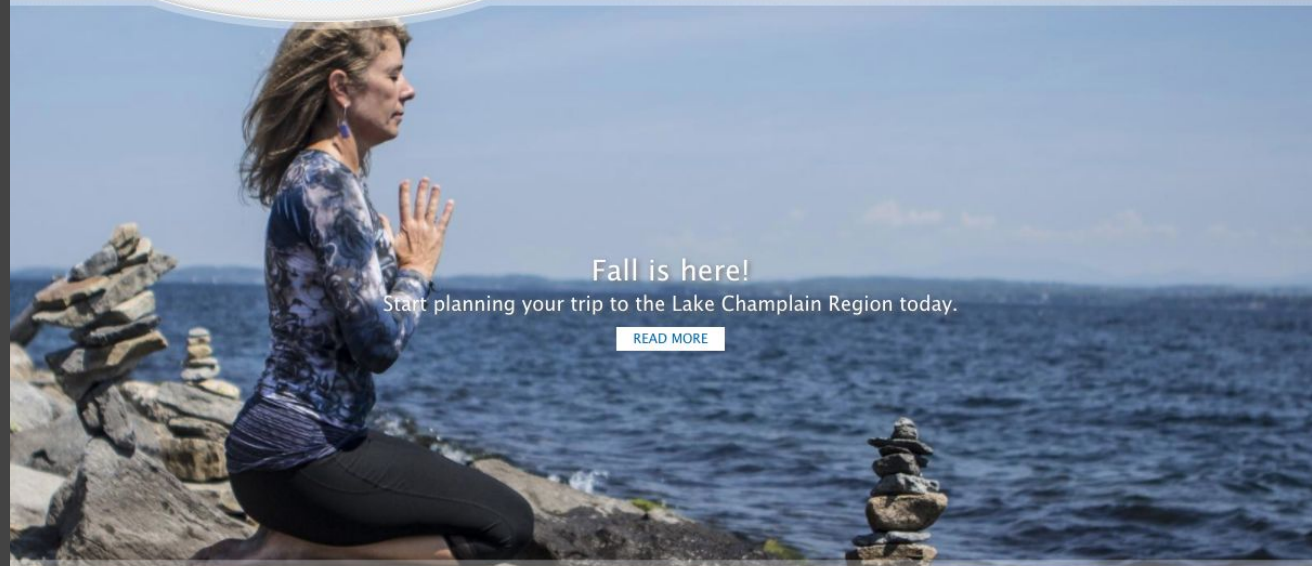
- Annual Leisure Travel Study - Essex, Franklin, Hamilton (ROOST)
- Longwoods International - Adirondacks (ARTC)
- NYS Tourism Impact - Adirondack Focus (ILNY)
- Lake Champlain Bass Fishing Survey (ROOST/TACC)
- Fort Ticonderoga Economic Impact Study (Fort Ticonderoga)

www.roostadk.com/research



Destination Website

- 73 stories written this year
- 1780+ content pages
- 21+ staff: content writers, coders, media buyer, designers, PR, administrative staff, data analyst
- Recent website upgrade



Fall is here!

Start planning your trip to the Lake Champlain Region today.

[READ MORE](#)

Visit the Lake Champlain Region

Welcome to Lake Champlain.

Accept our invitation to soak up the splendor of autumn in the Lake Champlain Region. As the landscape ignites into a profusion of color, you can enjoy sparkling vistas of awesome beauty. The tapestry of color doubles when reflecting off the water of our many lakes and ponds.



E-NEWSLETTER SIGNUP

Sign up for our weekly newsletter.

Enter Email...

First Name

Top Pages for 2017

Page	Sessions
Homepage	24,187
LakeChamplainRegion.com/enter-win	22,770
LakeChamplainRegion.com/recreation/heritage/champ	11,574
LakeChamplainRegion.com/recreation/outdoors/fishing	8,204
LakeChamplainRegion.com/recreation/outdoors/biking	4,060
LakeChamplainRegion.com/recreation/attractions	3,304
LakeChamplainRegion.com/blog/2017/08/reeling-big-one	3,220
LakeChamplainRegion.com/stay/lodging	3,121
LakeChamplainRegion.com/recreation/outdoors/hiking/rattlesnake-mountain-trail	2,067
LakeChamplainRegion.com/stay/camping	1,973



Blog Topics

- Arts (49)
- Attractions (91)
- Birding (73)
- Bushwhacking (3)
- Conservation (20)
- Cross Country Skiing (14)
- Cycling (16)
- Dining (28)
- Events (65)
- Heritage (72)
- Hiking (82)
- History (45)
- Hunting (7)
- Fall (46)
- Fishing (32)
- Gear (9)
- Guides (9)
- Literary (2)
- Lodging (6)
- Music (19)
- Natural History (65)
- Outdoor Recreation (170)
- Paddling (25)
- Shopping (17)
- Snowshoeing (18)
- Spring (35)
- Summer (63)
- Theatre (9)
- Wildflowers (7)
- Wildlife (78)
- Winter (76)

Social Media

- 11,454 Facebook followers
 - 145.8% increase in 2017
- 25,553 website sessions generated



Lake Champlain Region
<https://www.facebook.com/AdirondackCoast/>



E-Mail / Adirondacks, USA

- LakeChamplainRegion.com is featured to 142,000+ subscribers every week
- 48,787 sessions since multi-region email started
- YTD: 15,450 website sessions generated



Mix it up



Colorful mountains, colorful lakes



Discover fall here



Small town love

Pedal of the Week

Take a spin along an 18.5 mile road loop that winds past views of the Adirondacks and Lake Champlain. For even better scenery, take a 1 mile hike to Coon Mountain's summit.

[Learn more](#)

EVENTS

 <p>LP Classic Half Marathon October 7</p>	 <p>Titus Mountain Oktoberfest October 7</p>
 <p>Gore Mountain Harvest Fest October 7</p>	 <p>Essex County Cheese Tour October 8</p>
 <p>Penfield's AppleFolkFest October 8</p>	 <p>Saranac Lake 6er Relay October 14</p>



Matador Network + The Lake Champlain Region



Over the summer, ROOST worked with Matador Network on a large regional campaign to raise awareness of the Adirondacks. Matador Network is one of the largest independent travel publishers in the world, with over 12 million unique monthly visitors on their platforms.



Lake Champlain Region: Take a trip back in time at Fort Ticonderoga

	Facebook	YouTube
Published Date	8/21/17	8/20/17
Impressions	236,143	18,407
Views	24,876	11,322
Engagements	2,074	N/A

Matador Network + Adirondacks USA

	Facebook
Published Date	8/15/17
Impressions	655,311
Views	272,272
Engagements	5,221

	YouTube
Published Date	8/14/17
Impressions	65,939
Views	34,663
Engagements	N/A



Lake Champlain Region Special Projects

- Lake Champlain Region Map Guide
- Bass Fishing Survey
- Adirondack Harvest Festival
- Lake Champlain Bridge Heritage Area
- Essex County Fish Hatchery (2018)



Marketing Opportunities

- Photo Listings
- Contest
- Blogs
- FAM tours
- Events calendar
- Lake Champlain Visitors Center
- Facebook
- Database



The mission of the Regional Office of Sustainable Tourism is to showcase the destinations within Essex County to the traveling public. Each week we write multiple blogs showcasing the Lake Champlain Region and push content to hundreds of thousands of people via lakechamplainregion.com, our weekly emails, Social Media, and more! When you use the marketing tools that ROOST has made available to you, you have committed to promote your business on a grand scale. The programs available include print and electronic formats as well as other promotional mechanisms for advertising. Move your business into the main stream by taking advantage of these great marketing programs!

Promotional opportunities include:

- ✓ Website Business Listings (text and photo)
- ✓ Adirondacks USA Virtual Tour
- ✓ Promotional Email Sponsorship
- ✓ Brochure Display
- ✓ Online Contests
- ✓ Online Reservation Inventory
- ✓ Lodging Packages and Promotions
- ✓ Inclusion in ROOST Publications
- ✓ Hosting Travel Writers

Lake Champlain
REGION

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A photograph of two women on a golf course. The woman on the left is wearing a pink jacket and black shorts, holding a white flag on a green pole. The woman on the right is wearing an orange long-sleeved shirt and black shorts, holding a golf club. The background features a line of tall pine trees and a mountain range under a clear blue sky.

Questions?

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adirondacks.usa