



# TUPPER LAKE & PIERCEFIELD MARKETING UPDATE

---

DECEMBER 7, 2017

---

**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
- Destination Development





# Data Driven Strategy

- Annual Leisure Travel Study - Essex, Franklin, Hamilton (ROOST)
- Longwoods International - Adirondacks (ARTC)
- NYS Tourism Impact - Adirondack Focus (ILNY)
- Tupper Lake Tinman Economic Impact Study (2017)
- Tupper Lake Brand Image Study (2016)
- Google Analytics, Facebook Insights, etc.

[roostadk.com/research](https://roostadk.com/research)

# 2017...

## by the numbers

# 18,752

# Facebook followers

As of 12.4.17



# 1,283

# Instagram followers

As of 12.4.17



# 142,000+

## Email subscribers

As of 12.4.17

# 217,661

# Visitors on TupperLake.com

As of 12.4.17



800+

pages of content on  
TupperLake.com

As of 12.4.17

755,311  
Pageviews on  
TupperLake.com

As of 12.4.17

# Regional growth

Traveler Spend '000s	2014	2015	2016	2016 / 2015 %
Clinton	\$ 131,161	\$ 128,565	\$ 130,198	1.3%
Essex	\$ 408,122	\$ 405,767	\$ 435,815	7.4%
Franklin	\$ 83,657	\$ 82,617	\$ 85,387	3.4%
Hamilton	\$ 75,007	\$ 75,657	\$ 77,730	2.7%
Lewis	\$ 40,591	\$ 39,944	\$ 40,396	1.1%
Warren	\$ 556,720	\$ 570,430	\$ 577,899	1.3%
<b>TOTAL</b>	<b>\$ 1,295,259</b>	<b>\$ 1,302,981</b>	<b>\$ 1,347,424</b>	<b>3.4%</b>

State Taxes, \$	2014	2015	2016	2016 / 2015 %
Clinton	7,159,871	7,129,814	7,264,410	1.9%
Essex	22,278,689	22,502,540	24,316,396	8.1%
Franklin	4,566,684	4,581,692	4,764,163	4.0%
Hamilton	4,094,524	4,195,721	4,336,992	3.4%
Lewis	2,215,802	2,215,148	2,253,890	1.7%
Warren	30,390,359	31,634,262	32,244,013	1.9%
<b>TOTAL</b>	<b>70,705,929</b>	<b>72,259,177</b>	<b>75,179,865</b>	<b>4.0%</b>

Local Taxes, \$	2014	2015	2016	2016 / 2015 %
Clinton	8,708,593	8,604,757	8,750,539	1.7%
Essex	28,258,427	28,371,724	30,715,864	8.3%
Franklin	5,426,142	5,384,377	5,925,790	10.1%
Hamilton	4,714,544	4,782,521	4,933,675	3.2%
Lewis	3,102,073	3,065,895	3,101,630	1.2%
Warren	38,759,354	40,157,700	40,802,631	1.6%
<b>TOTAL</b>	<b>88,969,132</b>	<b>90,366,973</b>	<b>94,230,130</b>	<b>4.3%</b>



## Telling the Tupper Lake story

- **248** original stories on TupperLake.com
    - Insider tips
    - Experience sharing
    - Listicles (e.g., 10 ways to play in the snow).
    - Human interest -- local profile/favorites
  - **5,400+** professional photos
  - Video & 360-degree virtual tours
- 
- Primary Topics
    - Outdoor recreation
    - Family fun
    - Connect outdoors & attractions to amenities & local culture



# TUPPER LAKE

SUMMER FUN IN THE WATER



Little Wolf Beach

**3 FOOTBALL FIELDS**  
Worth of Sandy Beach

Beachfront Shoreline  
**+ 2,000 FEET**



- Fun For Everyone
- 2 Beaches
- 1 Trampoline
- 1 Rope Swing



Little Wolf Beach Campground **50 CAMPSITES**

Additional Nearby Camping

Blue Jay Campsite **100 CAMPSITES**

D.E.C. Primitive Sites  
**12 SITES**



Big Tupper Lake Fishing



Avg. Depth  
**36 FEET**  
Max. Depth  
**+ 100 FEET**

**13 FISH SPECIES**

Big Tupper Connects  
**2 RIVERS**

Boag River  
Raquette River

**28 MILES**  
at Shoreline Around Big Tupper

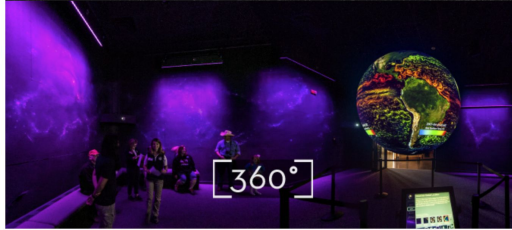
**LOCAL POND PICKS**

Right off of Big Tupper Lake

Simon Pond

Raquette Pond

## adirondacks, usa



Did you know?



Tupper Lake, NY shared Adirondacks, USA's post.

October 2 · 🌐

Ohana's 1950's Diner #1 on the list! We love our ADK hometown diners!



Adirondacks, USA

October 2 · 🌐

Good Monday morning! After a day of adventuring in the Adirondacks, you deserve a good meal, and we've got plenty of places where you can refuel!

<http://www.adirondacksusa.com/.../adirondack-diners-worth-the-...>



Adirondack Diners Worth The Drive

Diners. A staple establishment within the Adirondacks. Think about the last long hike, campout, backpacking trip, sunrise hike, etc. you were on. When you got out of the woods you gravitated towards a good, solid meal...

ADIRONDACKSUSA.COM



## Delivering the story

- Website
- Email
- Social Media
- Paid Digital Distribution
- Video Distribution Platforms
- Print
- Communications/PR



## adirondacks, usa

# Matador Network + Tupper Lake



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.



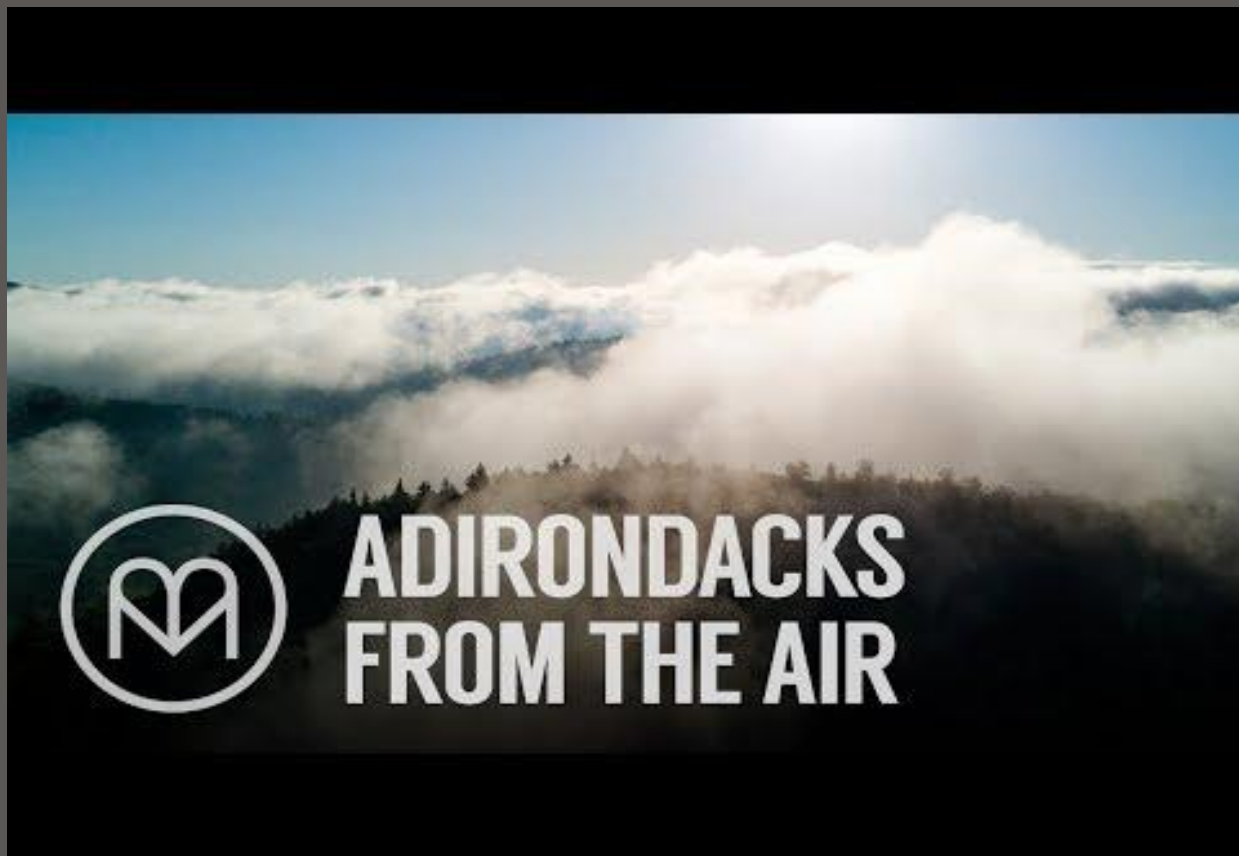
Tupper Lake: Discover a family day in Tupper Lake.

	Facebook	YouTube
Published Date	8/25/17	8/26/17
Views	182,531	26,314

# 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





# 2017 Tinman

- ROOST assisted the Tupper Lake Chamber with the marketing for the 2017 race.
  - Content development/Video production
  - Map design, etc.
  - Email
  - Ad placement
- 27% increase in registration.
- Post-race economic impact study completed.
  - \$398,927 direct athlete spend
  - [roostadk.com/research](http://roostadk.com/research)









# Partnership Opportunities

- Check your listing (text/photo)
- Events calendar
- Blogs/stories
- Contests
- FAM Tours (hosting travel writers)
- Photo shoots
- Facebook/Instagram/Twitter
- Adirondack Destination Marketing Summit (March 14)
- [Email promotion](#)
- [Virtual tour of your business](#)
- **NEW** - Inntopia online reservations for lodging and attractions



## Stay Connected

- Adirondacks, USA Newsletter
- ROOST E-news
- ADK Alert
- Tupper Lake Insider  
(events email coming soon)
- Your Regional Marketing  
Manager — *“That’s me!”*





*Connect & Discover*  
**TUPPER LAKE**  
*adirondacks, usa*