



Lake Placid Image Study & Regional Visitor/ Market Opportunity Analysis

Executive Summary - May 2008

Purpose



- ◉ Longwoods International was engaged by the Lake Placid/Essex County Visitor Bureau to undertake research for the purposes of informing brand identity and positioning enhancement opportunities by:
 - ◉ *Identifying current awareness and perceptions of*
 - ◉ *Lake Placid*
 - ◉ *The Adirondacks*
 - ◉ *The Olympic Offering*

Purpose Cont'd.



- ◉ *Examining Lake Placid's image vs. other competitive destinations*
- ◉ *Determining the factors that motivate travelers to select Lake Placid as a destination*
- ◉ *Identify geographic and traveler segment opportunities*

Methodology

Methodology



- ◉ The study was conducted in January, 2008
- ◉ 20 minute Self completion survey divided among three markets - total sample of 2,057 respondents
 - ◉ 1,221 Regional (*Albany NY, New York Metro, Westchester NY, Burlington-Plattsburgh NY-VT, Boston MA, Springfield-Holyoke MA, Hartford-New Haven CT, Harrisburg-Lancaster-Lebanon-York PA, Philadelphia PA, Wikes Barre-Scranton PA, and New Jersey*)
 - ◉ 319 Rest-of-US
 - ◉ 517 Canada (*Toronto, Montreal and Ottawa*)

Methodology Cont'd.



- ◉ *Respondents 18 years of age and older were randomly selected from a national online consumer panel, so as to ensure a truly representative sample*
- ◉ *For a sample of 2,057, the error range within the sample at the 95% confidence level is + / – 2.2%, based on statistical probability.*
- ◉ *During the survey respondents were provided with one of two positioning ideas...*

Methodology



Version 1

- ◉ *Lake Placid has a rich Olympic history, having hosted the Olympic Winter Games in 1932 and 1980. Many of the historic Olympic venues are accessible to Lake Placid visitors; including the Olympic Ski Jumping Complex, the Olympic Bobsled and Luge Run, Whiteface Mountain and the Lake Placid Winter Olympic Museum. As importantly, the visitor can participate in numerous Olympic related activities, including skiing, taking a bobsled run, and ice skating in the historic Olympic Center, where the “miracle on ice” occurred.*

Methodology



Version 2

- ◉ *The Adirondacks of northern New York encompass over 6 million acres of wilderness area which make up the largest park in the continental United States. Roughly the size of the state of Vermont there are numerous Peaks surrounded by over 3000 lakes and ponds for swimming, fishing and paddling and over 2000 miles of hiking trails. Winter activities abound with skiing, snowshoeing, and skating to mention a few. Lake Placid, located in the heart of the Adirondacks contains extensive lodging choices from 4 star resorts to wilderness camping areas. The area is a haven for recreation of all kinds and is famous for the quintessential Adirondack Chair.*

So what did we learn?

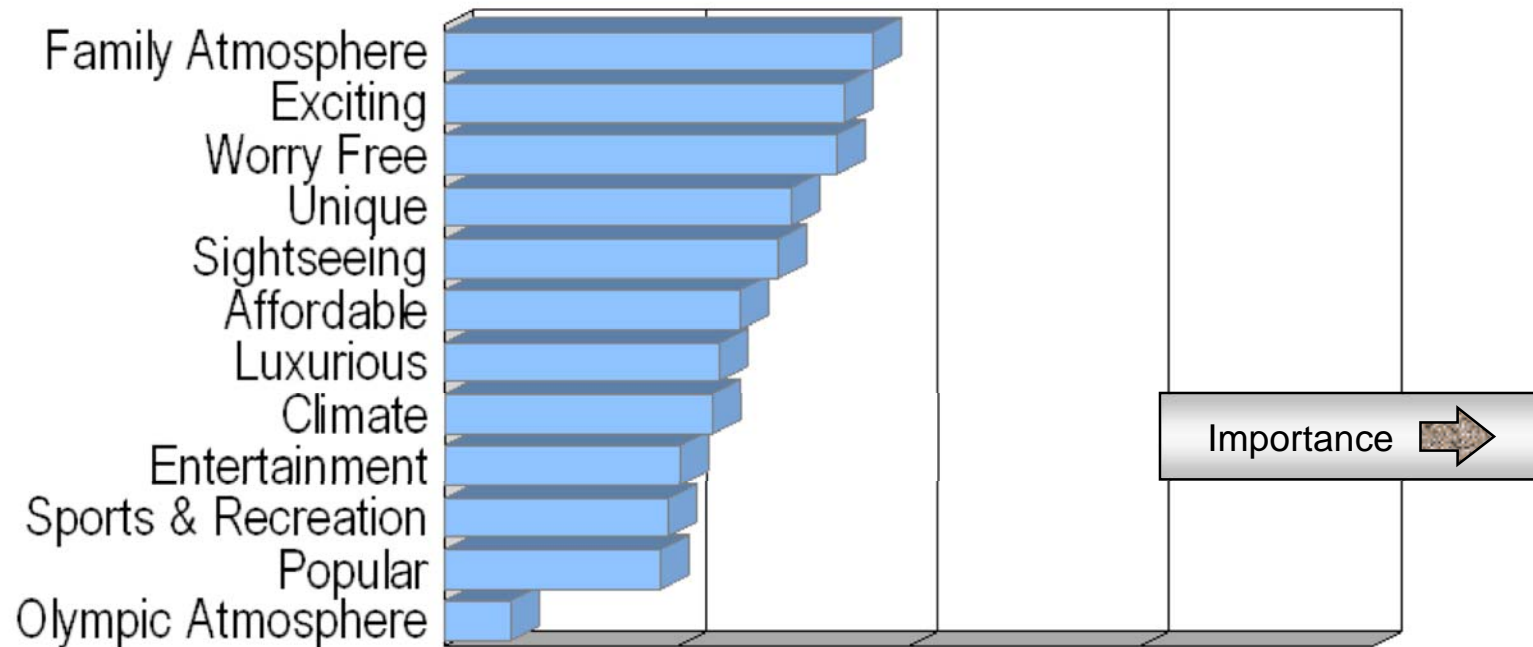


Regional Market Highlights

Travel Motivators



Base: Regional Market



Relative Importance*

•A measure of the degree of association between each factor and whether destination is a place "I would really enjoy visiting."

Hot Buttons



Base: Regional Market

TOP 10 ATTRIBUTES

- 1.) A fun place to visit
- 2.) Good place for a family getaway
- 3.) An exciting place
- 4.) Provides a unique travel experience
- 5.) Lots to see and do
- 6.) Safe and comfortable to tour around
- 7.) A great place for learning and discovery
- 8.) Warm, friendly people
- 9.) Great for walking/sightseeing
- 10.) Children would especially enjoy this place

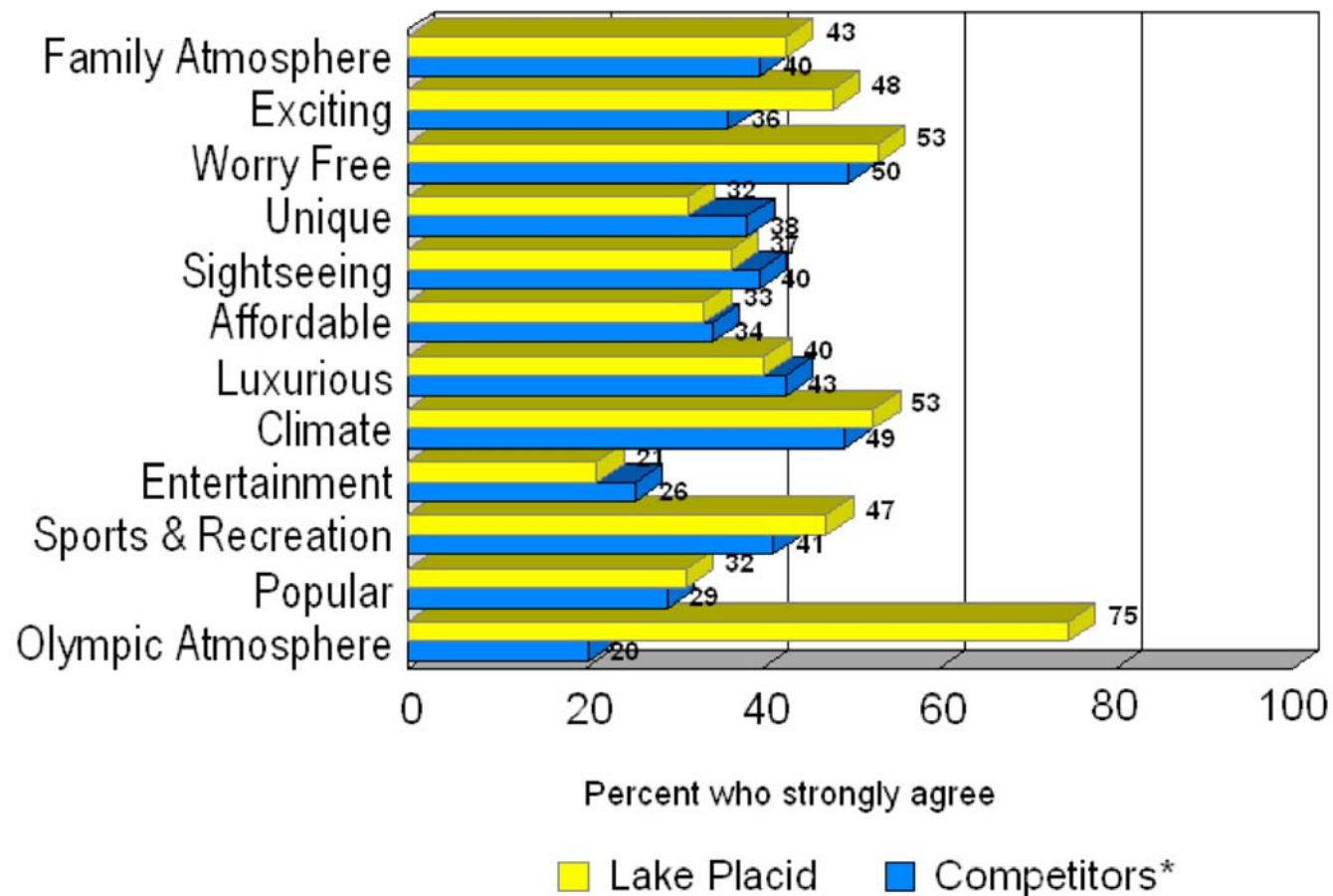
Observations - Regional



- ◉ *Lake Placid enjoys strength in terms of the top three Travel Motivators regionally;*
 - ◉ family atmosphere, exciting and worry free experience
- ◉ However there is limited differentiation in Lake Placid's "Overall Image" versus its competitors
 - ◉ The Adirondacks, Stowe, Tremblant with the exception of
- ◉ *Cape Cod which jumps ahead considerably in terms of being "a place I would really enjoy visiting"*

Lake Placid's Image vs. Competitors*

— Regional

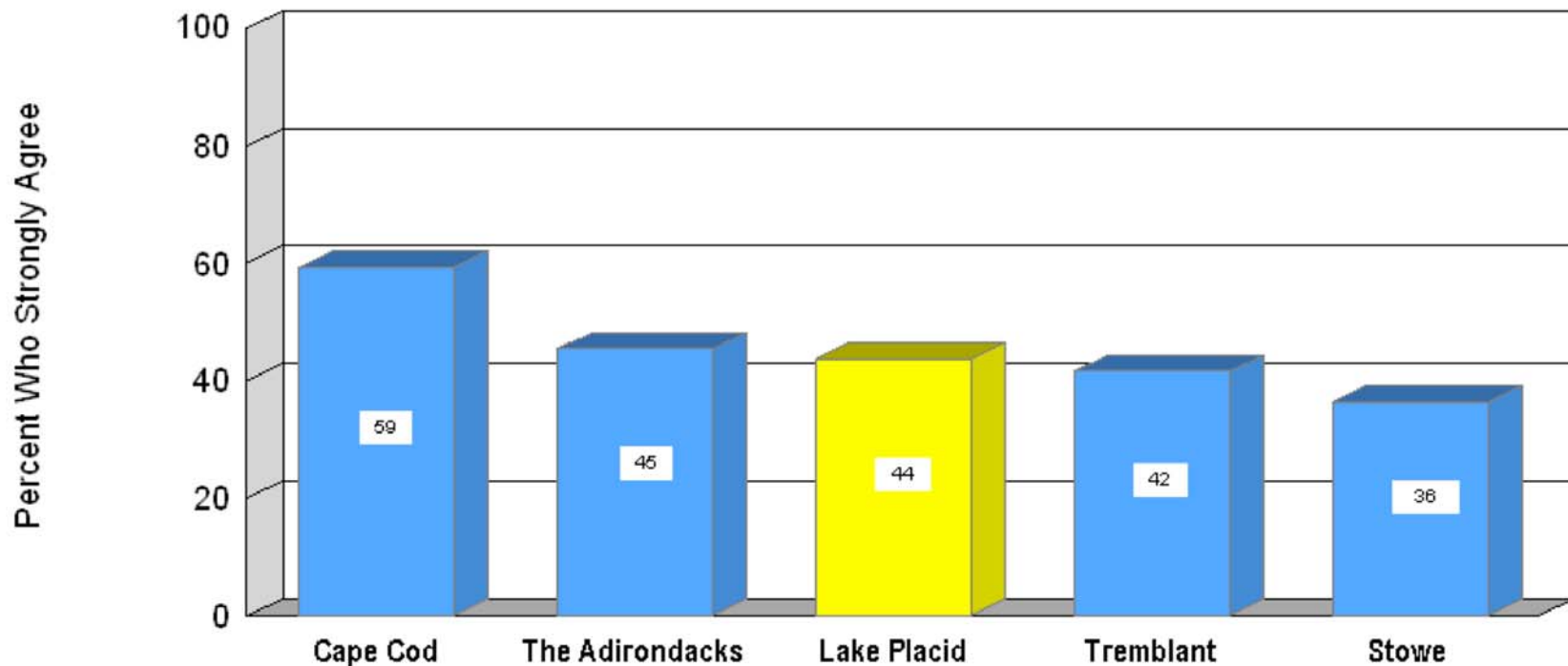


* Competitors Include: The Adirondacks, Stowe, Tremblant and Cape Cod.

Lake Placid's Image vs. Competitors — A Place I'd Really Enjoy Visiting



Base: Regional Market



Observations



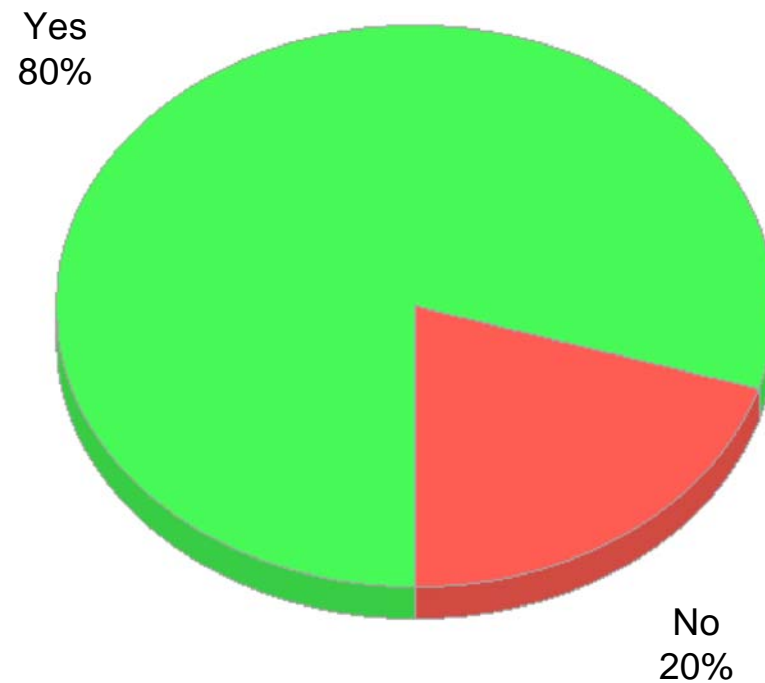
- ◉ *The lion-share of regional potential travelers (>80%) are well aware of:*
 - ◉ Lake Placid's Olympic heritage,
 - ◉ venue accessibility,
 - ◉ and to a lesser extent opportunity to experience such activities
- ◉ *Also less familiar with Lake Placid's proximity to The Adirondack Park*

Olympic Heritage

— Aware that Lake Placid has a rich Olympic heritage



Base: Regional Market

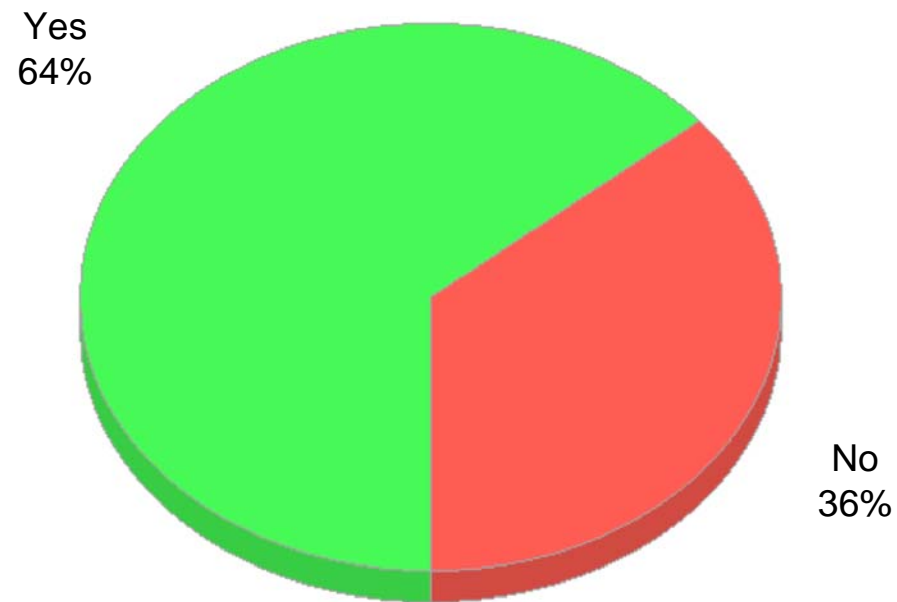


Olympic Venues

— Aware that the Olympic venues in Lake Placid are accessible to visitors



Base: Regional Market

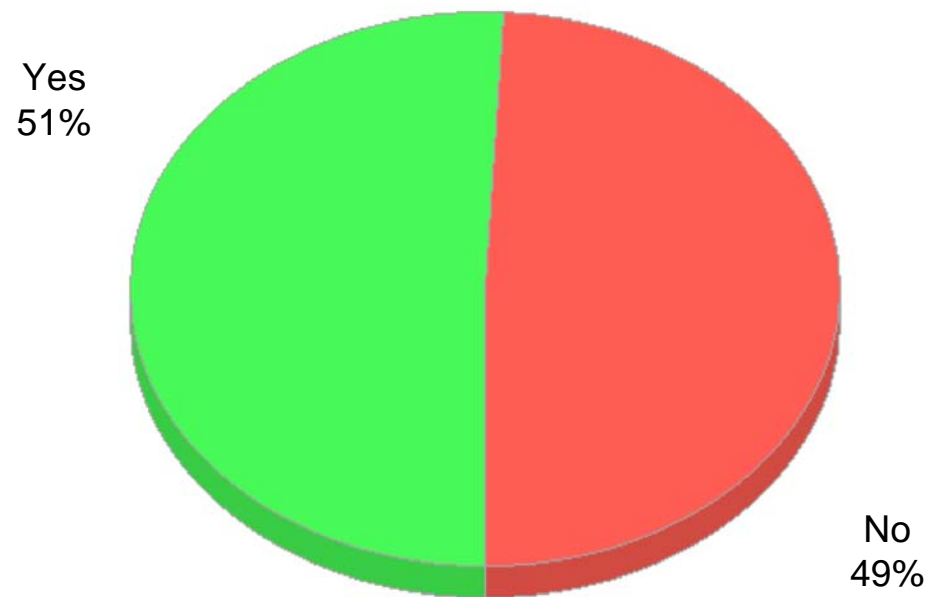


Olympic Activities

— Aware of the numerous participatory Olympic activities available to Lake Placid visitors



Base: Regional Market

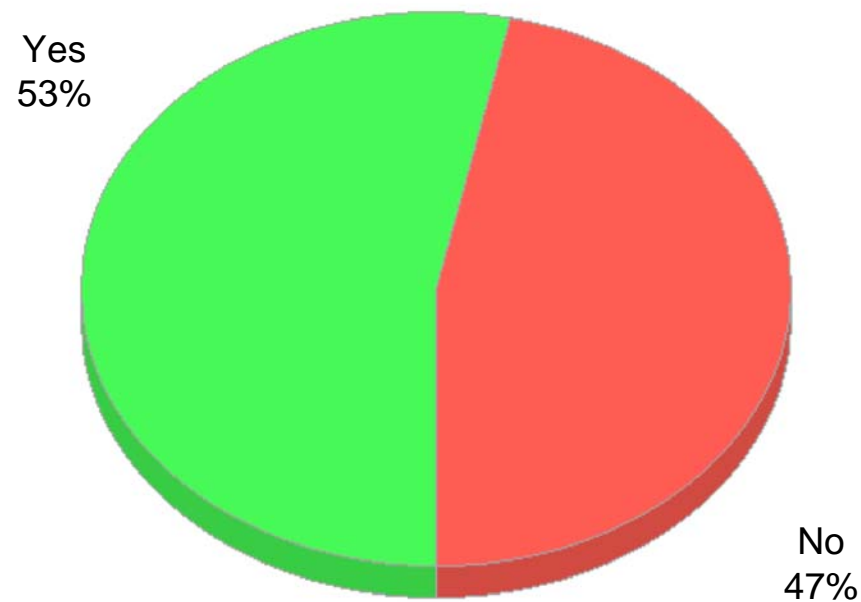


Access to Adirondacks

— Aware that you can stay in Lake Placid and have access to all activities that the Adirondacks offers



Base: Regional Market



Observations - Regional

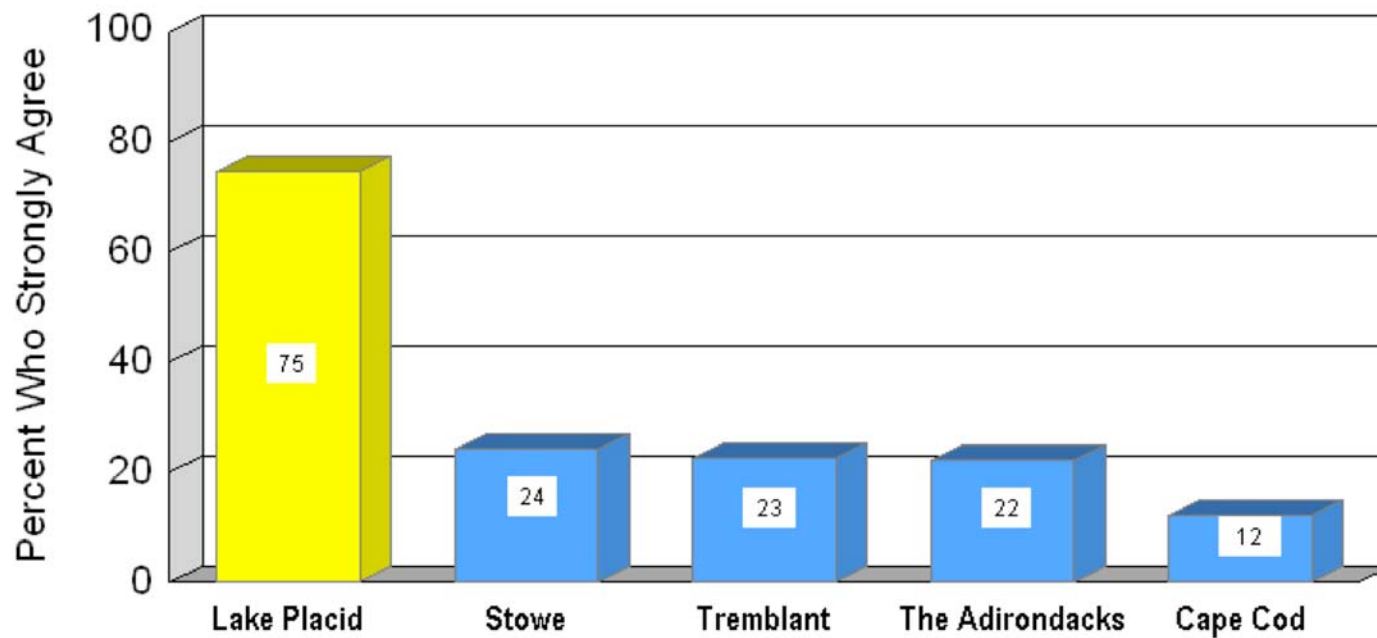


- ◉ *However strong awareness and substantial strength in terms of the Olympic offering unfortunately;*
 - ◉ *doesn't correlate very highly with overall destination appeal,*
 - ◉ *and is not viewed as very motivational*
- ◉ *It is clearly an asset that can help to not only differentiate Lake Placid, but also offers venues and experiences that are important in fulfilling the overall destination experience in line with key Hot Buttons and activities of interest*

Lake Placid's Image vs. Competitors — Olympic Atmosphere



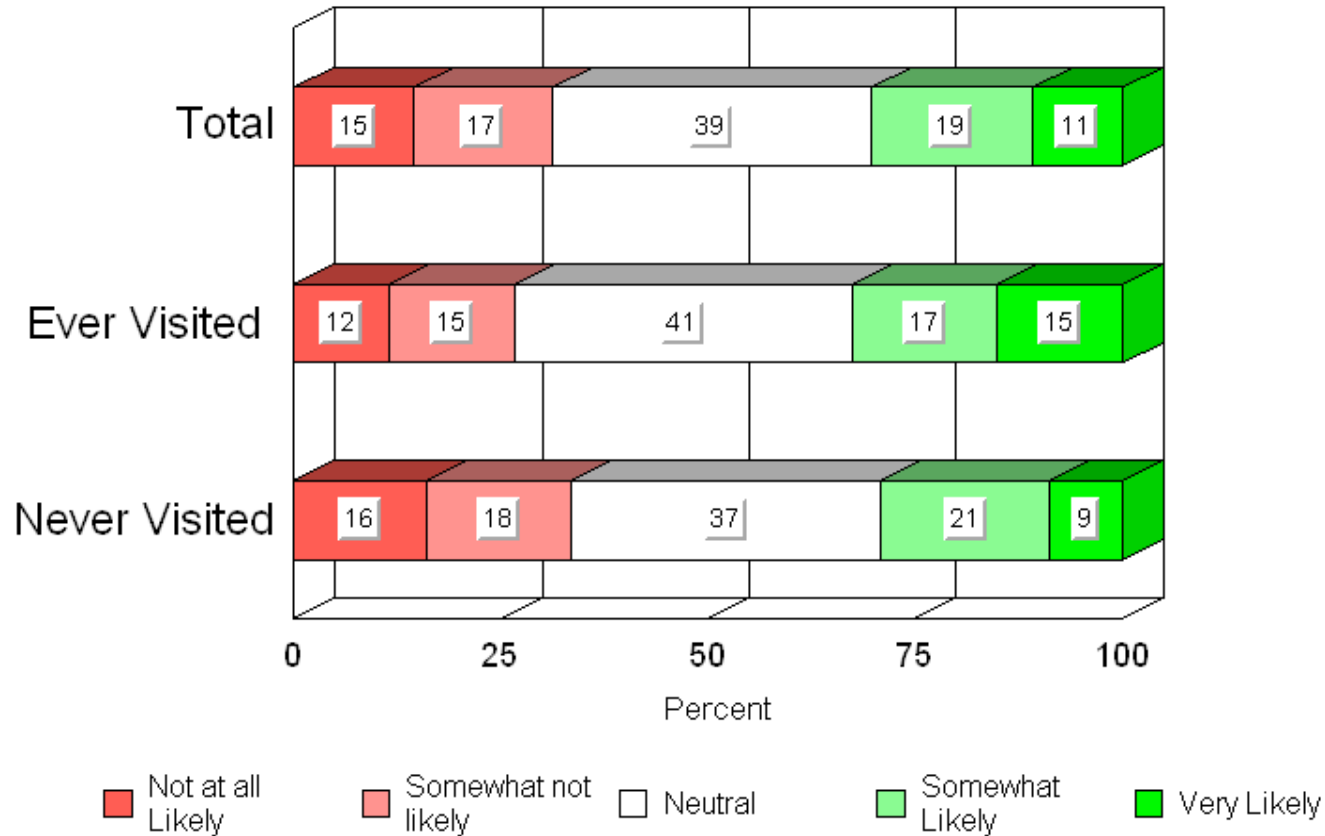
Base: Regional Market



Intent to Visit Lake Placid in the Next 2 Years Based on Olympic History Passage – Regional



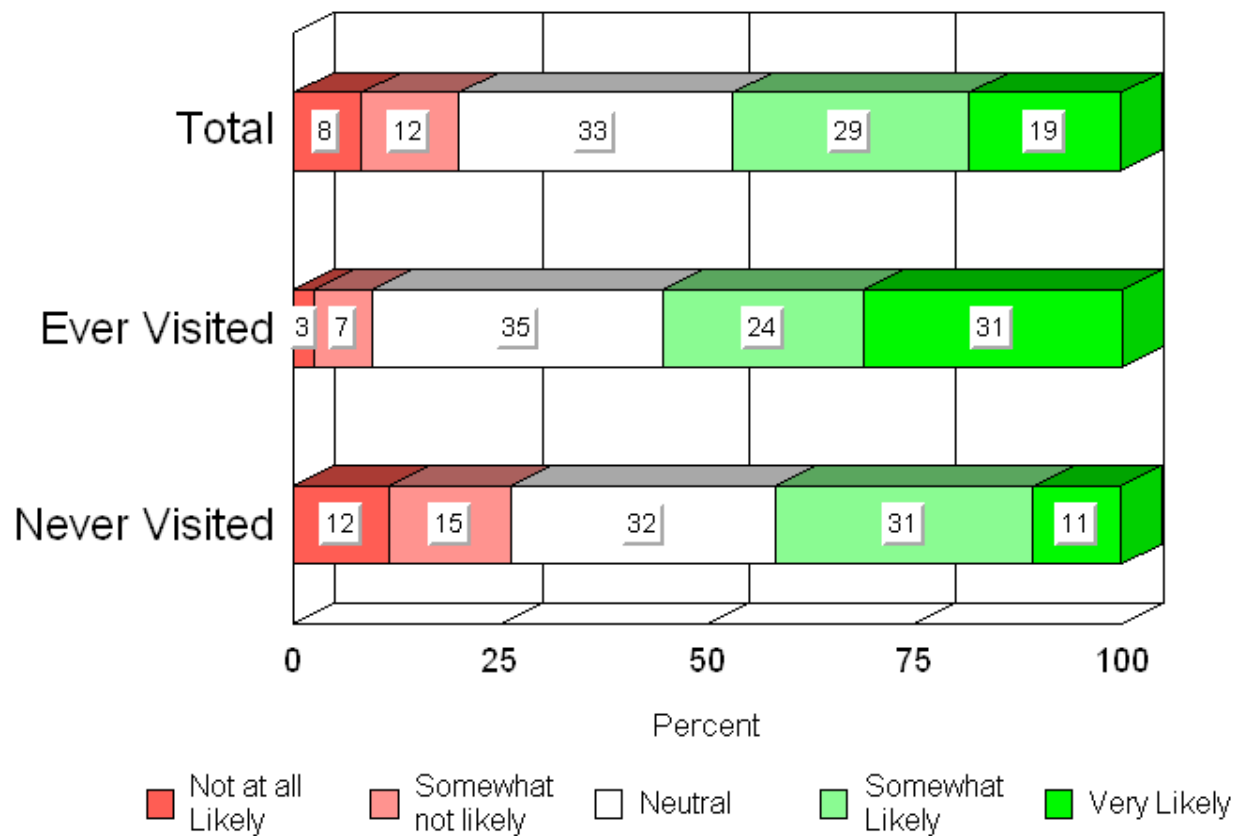
Base: Those who are **aware** of Lake Placid's Olympic heritage, venues and activities.



Intent to Visit Lake Placid in the Next 2 Years Based on Largest Park in U.S Passage – Regional



Base: Those who are **aware** of Lake Placid's location within the Adirondacks.

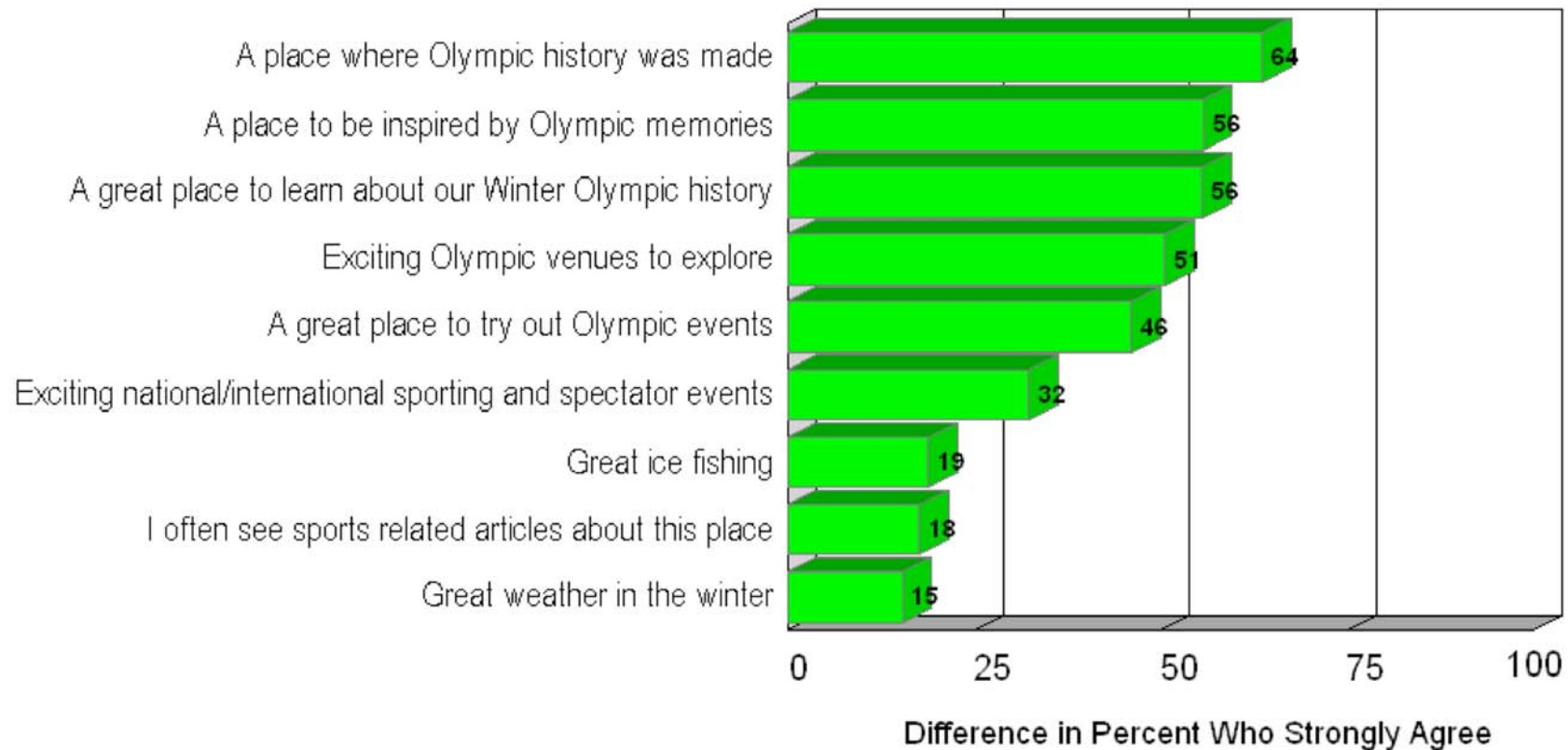


Observations – Regional Cont'd

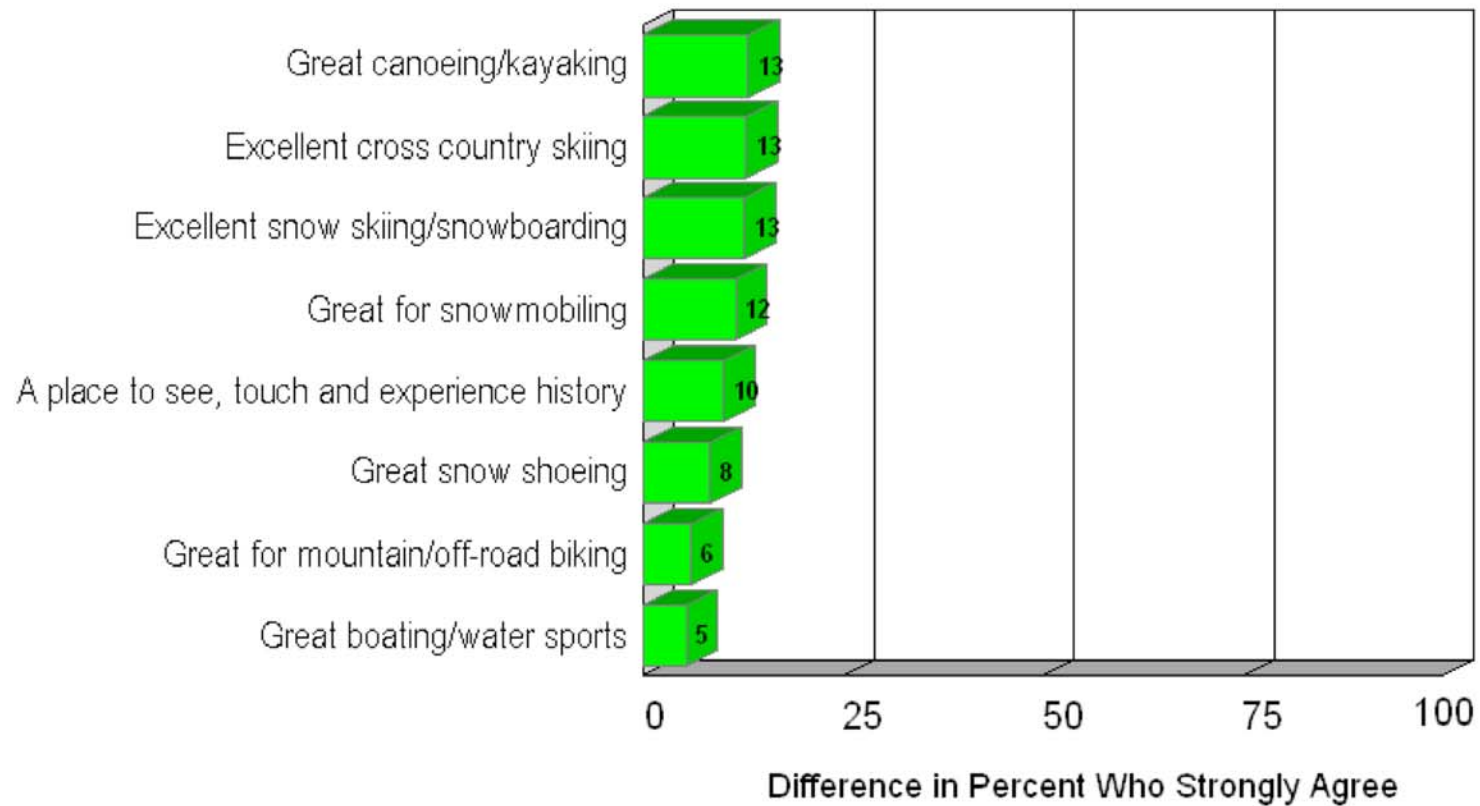


- ◉ *Unfortunately Lake Placid's major competitive strengths are for the most part related to the Olympic offering, while its weakness are in the areas of greater importance in elevating destination appeal and motivating visitation*

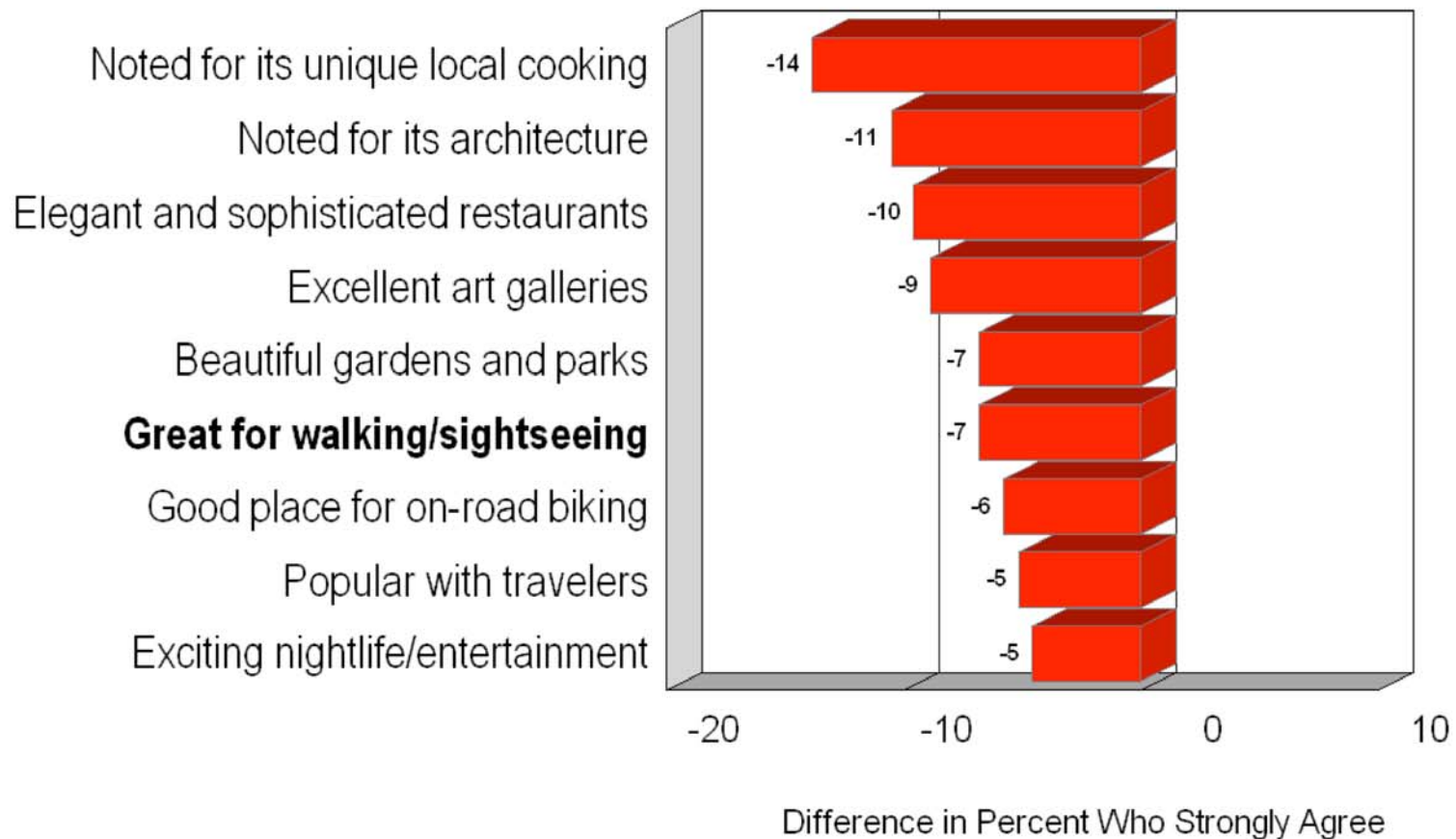
Lake Placid's Image Strengths vs. Competitors — Regional



Lake Placid's Image Strengths vs. Competitors — Regional (Cont'd)

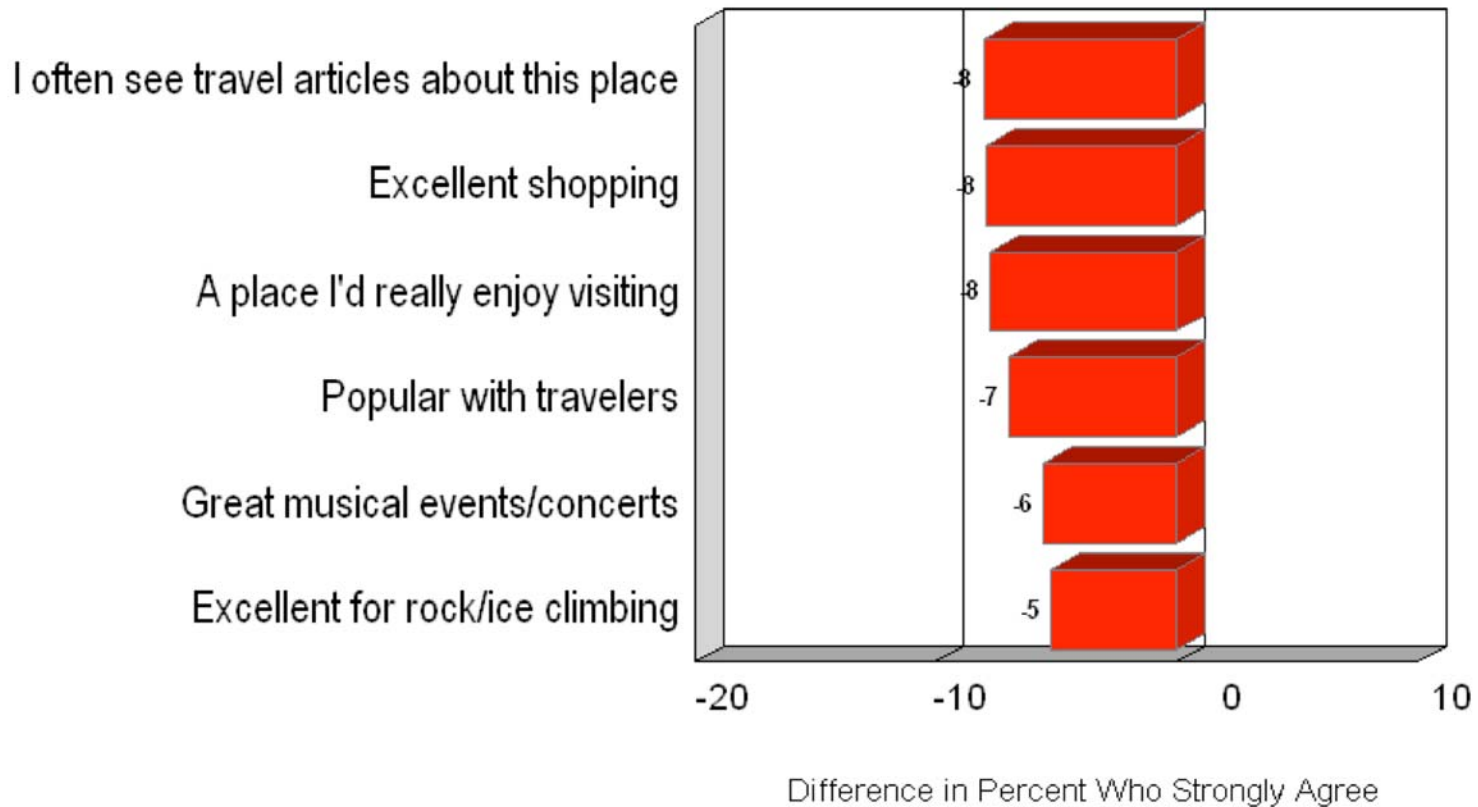


Lake Placid's Image Weaknesses vs. Competitors — Regional



Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

Lake Placid's Image Weaknesses vs. Competitors — National



Observations - Regional

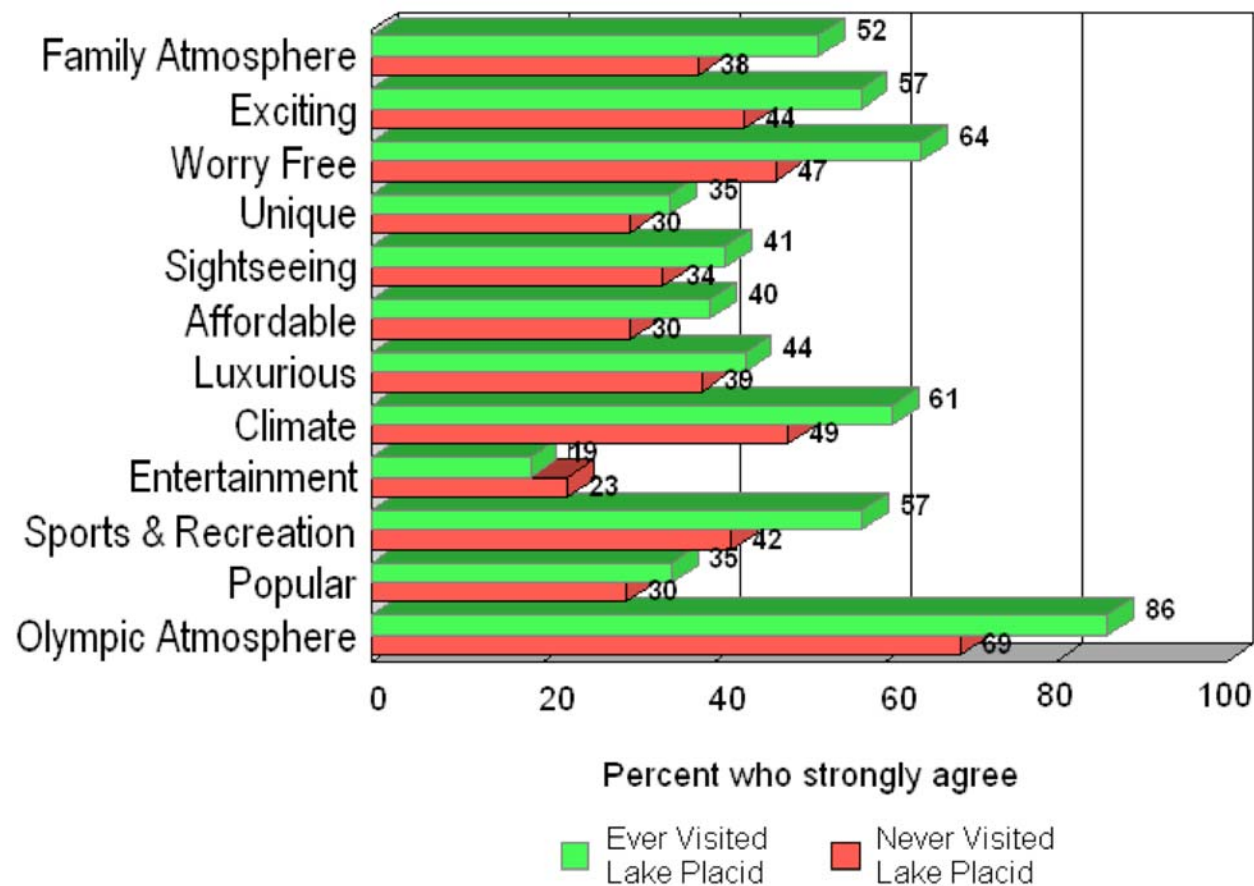


- ◉ *The good news is that when you look at product delivery vs. expectations, its clear that Lake Placid is:*
 - ◉ not as well understood/appreciated as one might have thought in terms of its summer/shoulder season offering
- ◉ *The only exception is in the area of entertainment where perception and reality are closely aligned and thus need attention*

Lake Placid's Product Delivery vs. Expectations On Travel Motivators



Base: Regional Market

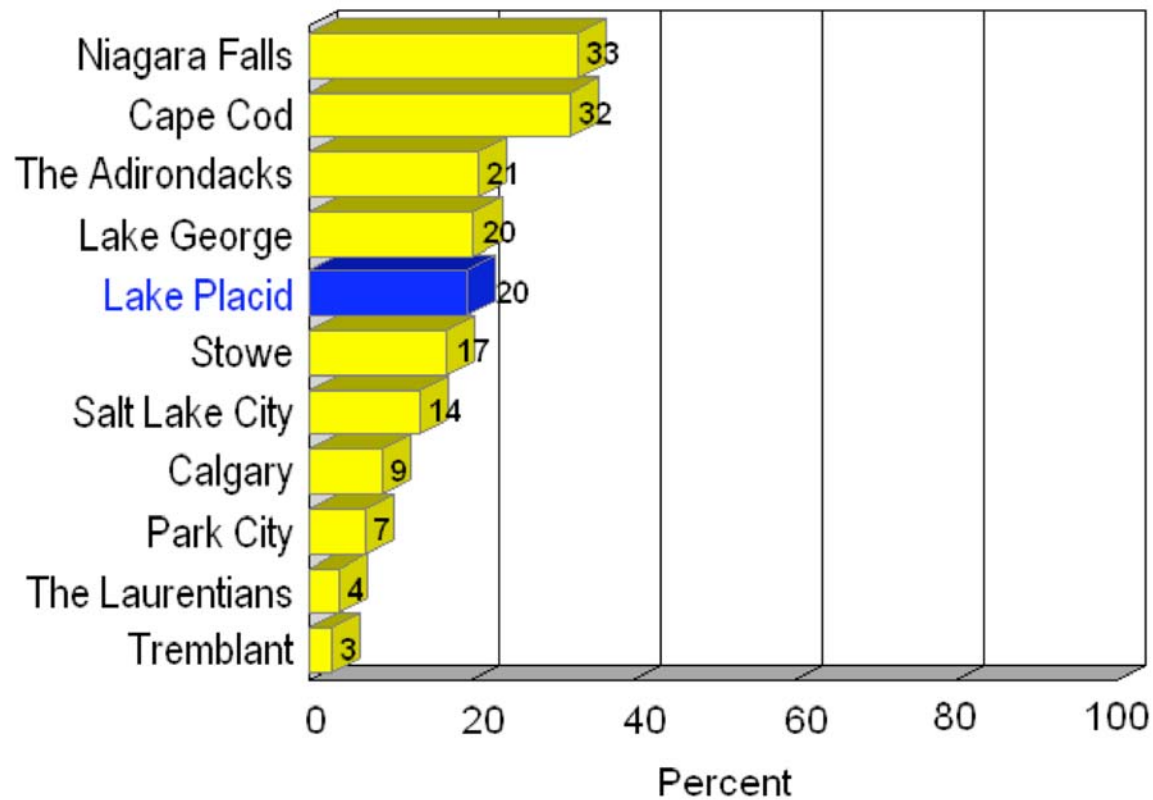


Observations - Regional



- ◉ *Therefore there is a substantial opportunity given:*
 - ◉ current levels of unaided communications awareness 20% and,
 - ◉ the gap in the percent of people who have ever visited vs. those that would like to (7%).

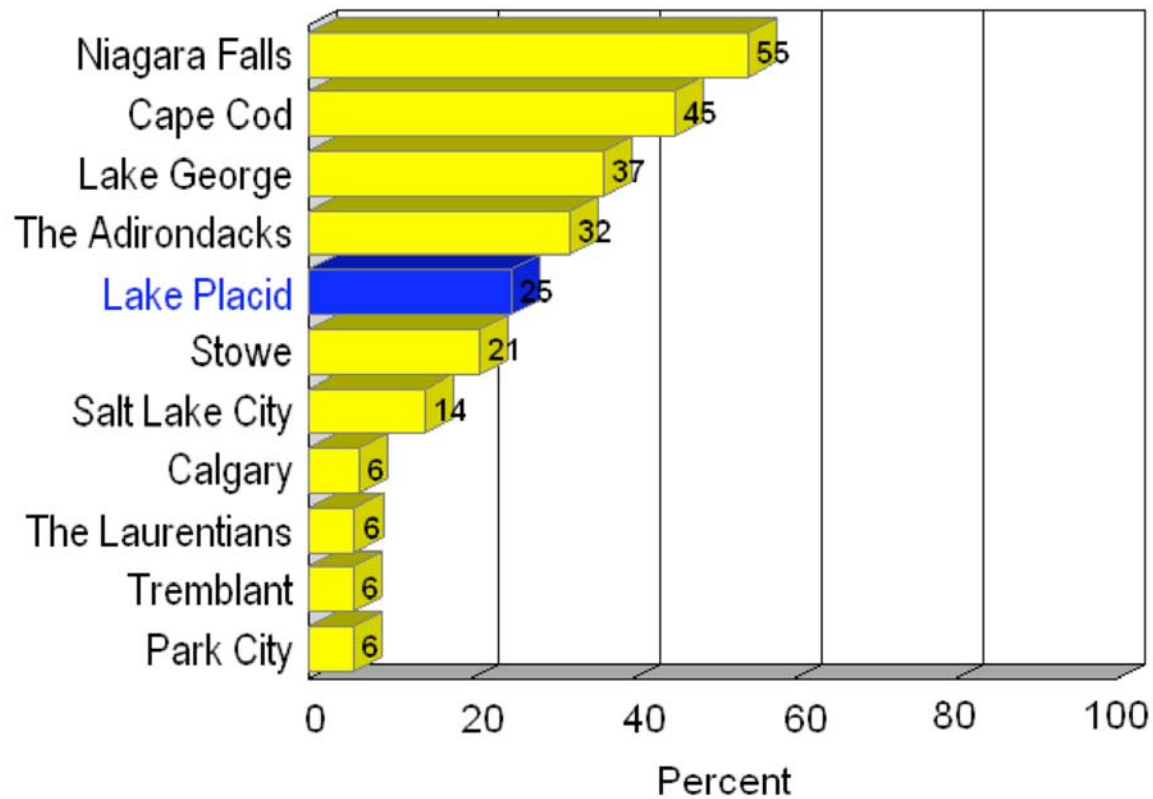
Seen or Heard Destination Advertising in the Past Year – Regional



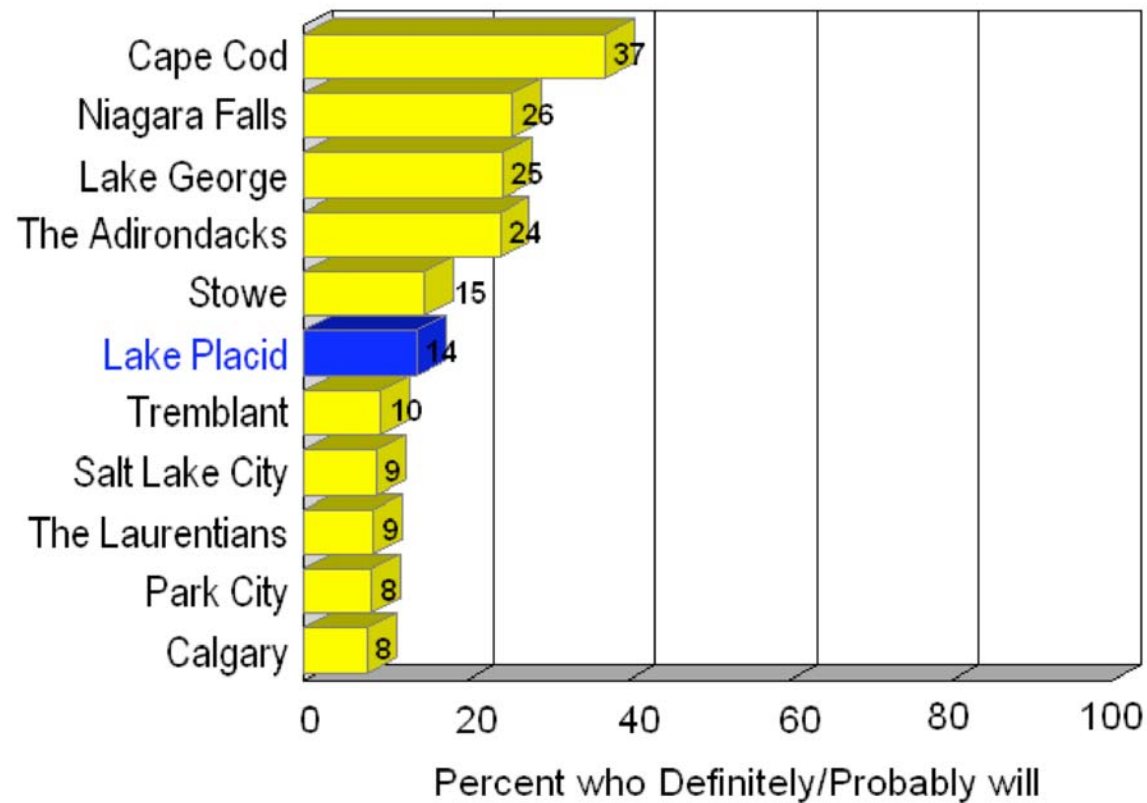
Ever Visited on a Day or Overnight Trip – Regional



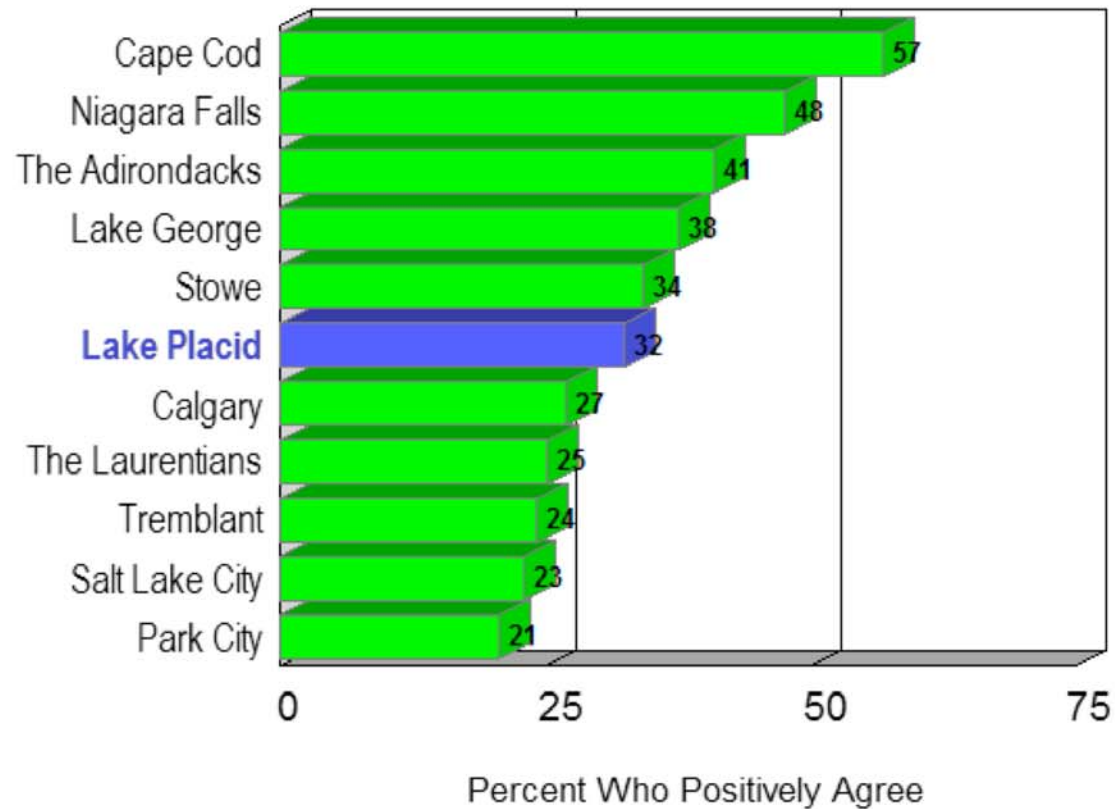
Base: Total travelers who took a Business or Pleasure trip



Intent to Visit within the Next 2 Years – Regional



Would Enjoy Visiting — Regional





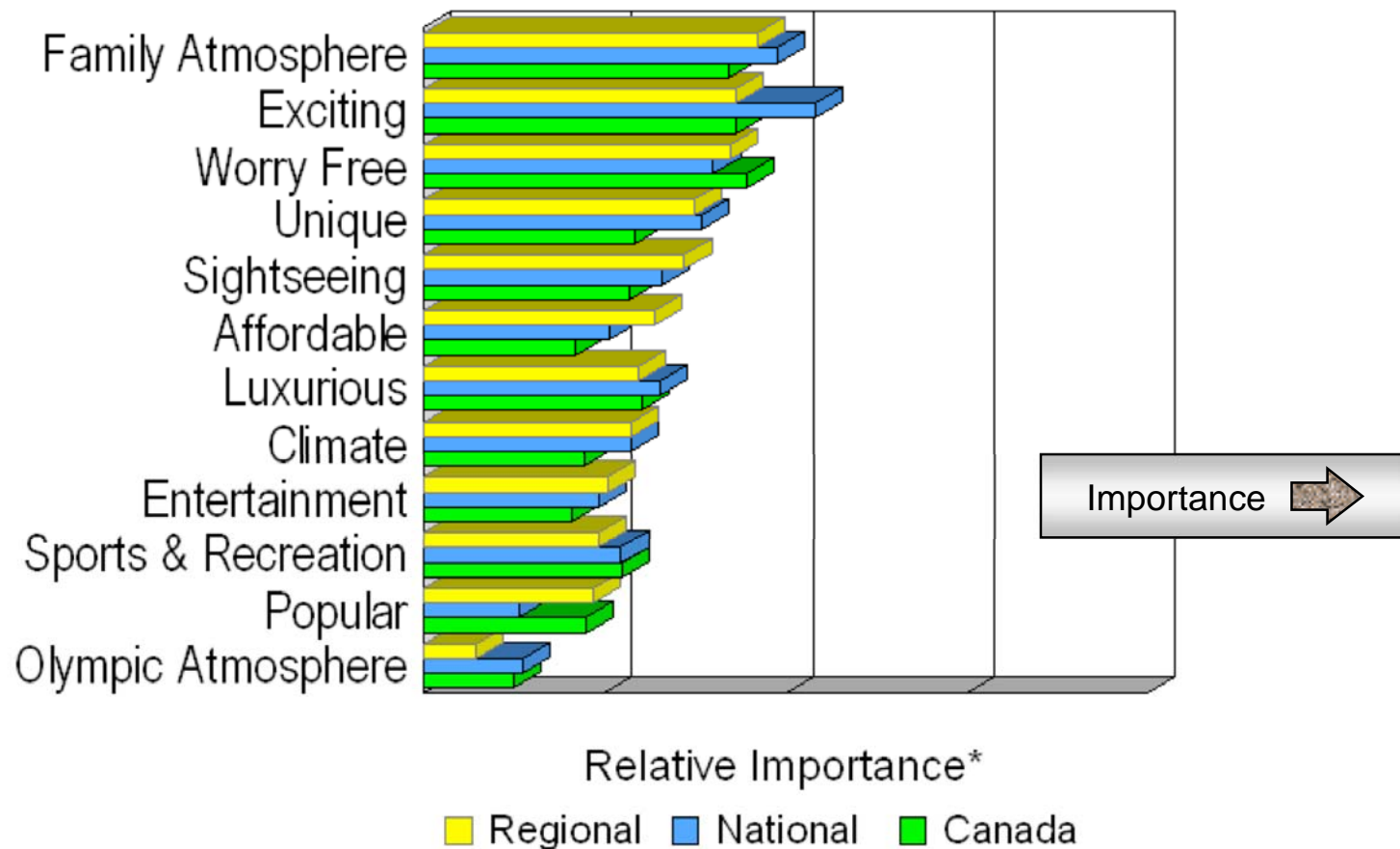
National Highlights

Observations - National



- ◉ Slight shifting of the deck in terms of Travel Motivators with excitement rising to number one, sports and recreation rising, and affordability becoming less important at the consideration stage

Travel Motivators



•A measure of the degree of association between each factor and whether destination is a place "I would really enjoy visiting."

Hot Buttons



TOP 10 ATTRIBUTES

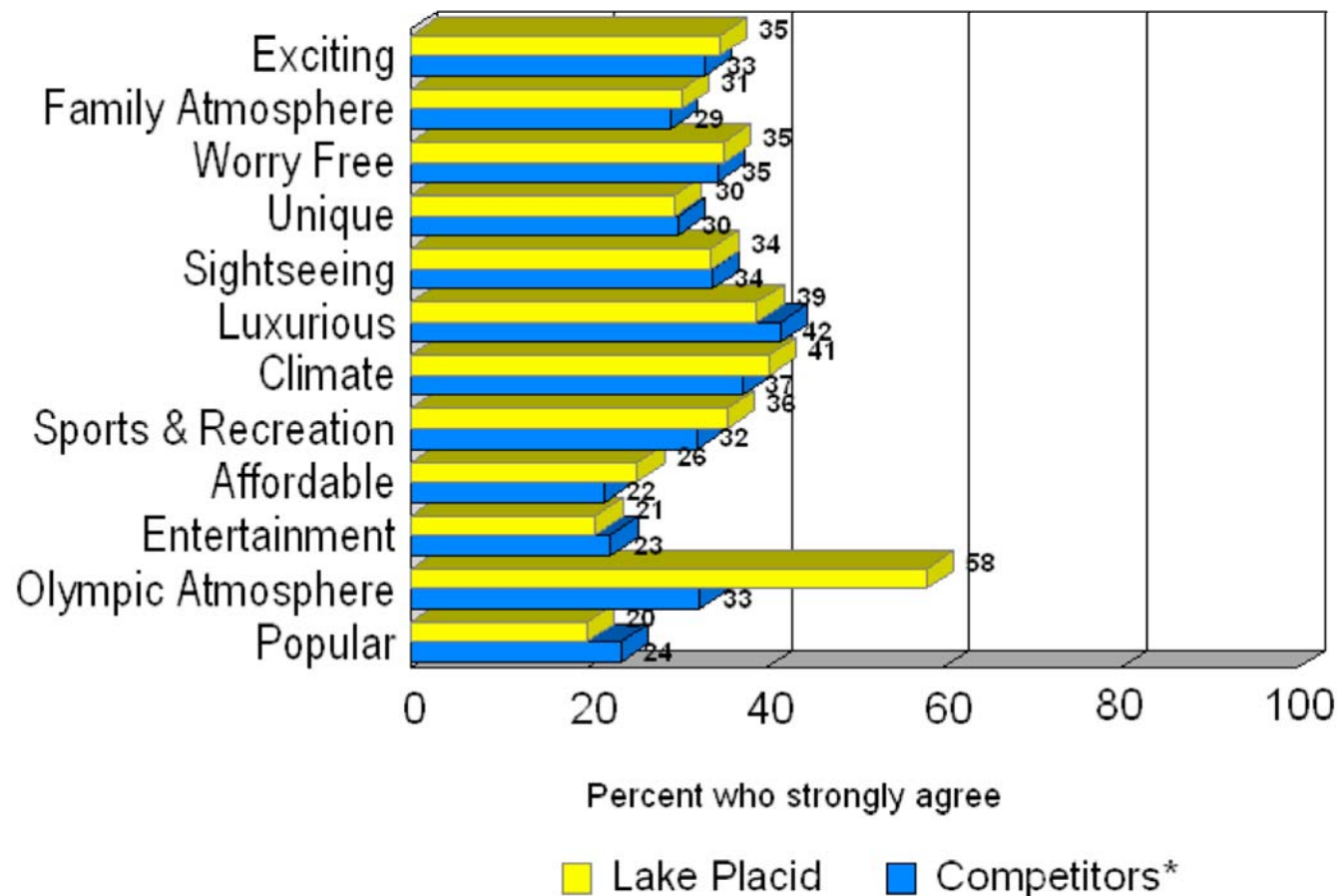
REGIONAL	NATIONAL	CANADA
1.) A fun place to visit	1.) A fun place to visit	1.) A fun place to visit
2.) Good place for a family getaway	2.) An exciting place	2.) Warm, friendly people
3.) An exciting place	3.) Good place for a family getaway	3.) An exciting place
4.) Provides a unique travel experience	4.) Lots to see and do	4.) Good place for a family getaway
5.) Lots to see and do	5.) Provides a unique travel experience	5.) Lots to see and do
6.) Great for walking/sightseeing	6.) Good for viewing wildlife/birds	6.) Great for walking/sightseeing
7.) Safe and comfortable to tour around	7.) Unique scenery/setting unlike anywhere else	7.) Children would especially enjoy this place
8.) A great place for learning and discovery	8.) Safe and comfortable to tour around	8.) Truly beautiful scenery/setting
9.) Warm, friendly people	9.) Truly beautiful scenery/setting	9.) Unique scenery/setting unlike anywhere else
10.) Children would especially enjoy this place	10.) Children would especially enjoy this place	10.) Safe and comfortable to tour around

Observations - National



- ◉ When compared to its competitors on the national level, Lake Placid lacks overall destination appeal relative to the competitive set of Salt Lake City, Vail and the Adirondacks

Lake Placid's Image vs. Competitors* — National

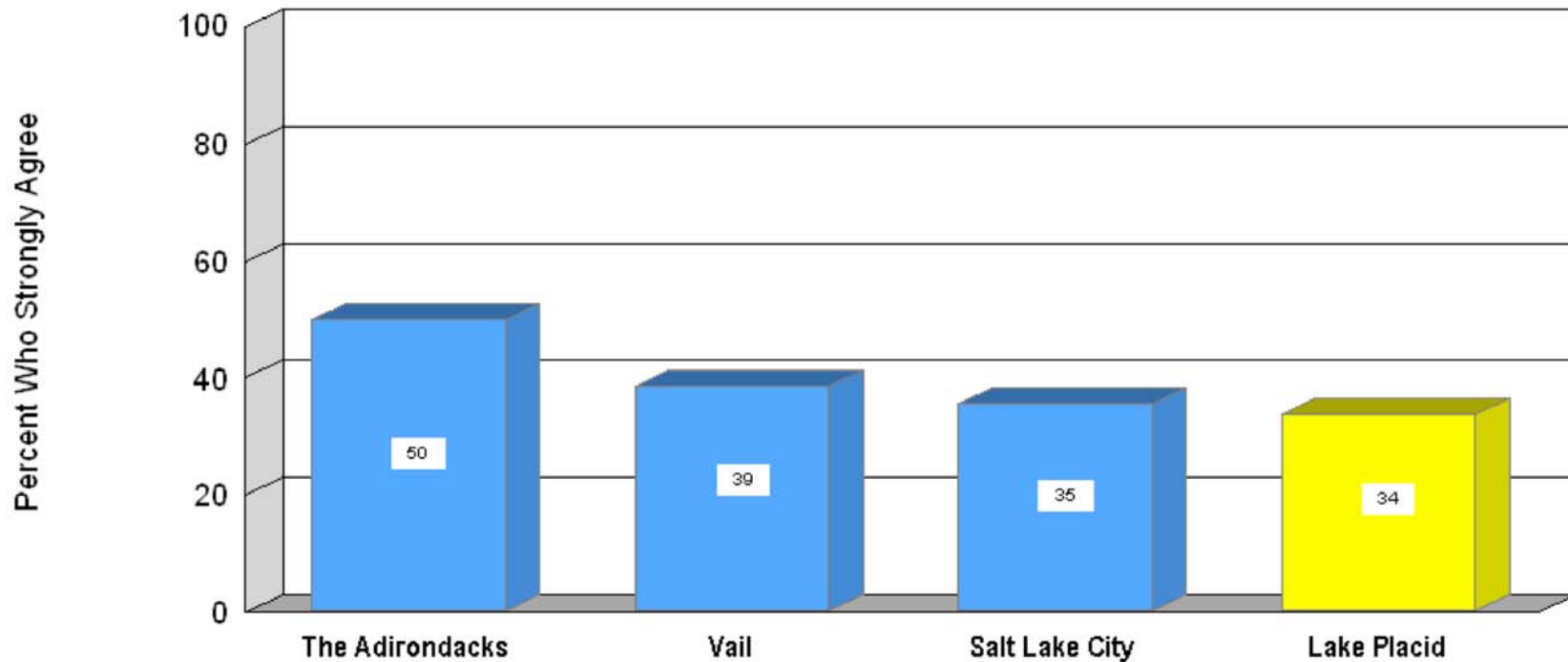


* Competitors Include: The Adirondacks, Salt Lake City and Vail.

Lake Placid's Image vs. Competitors — A Place I'd Really Enjoy Visiting



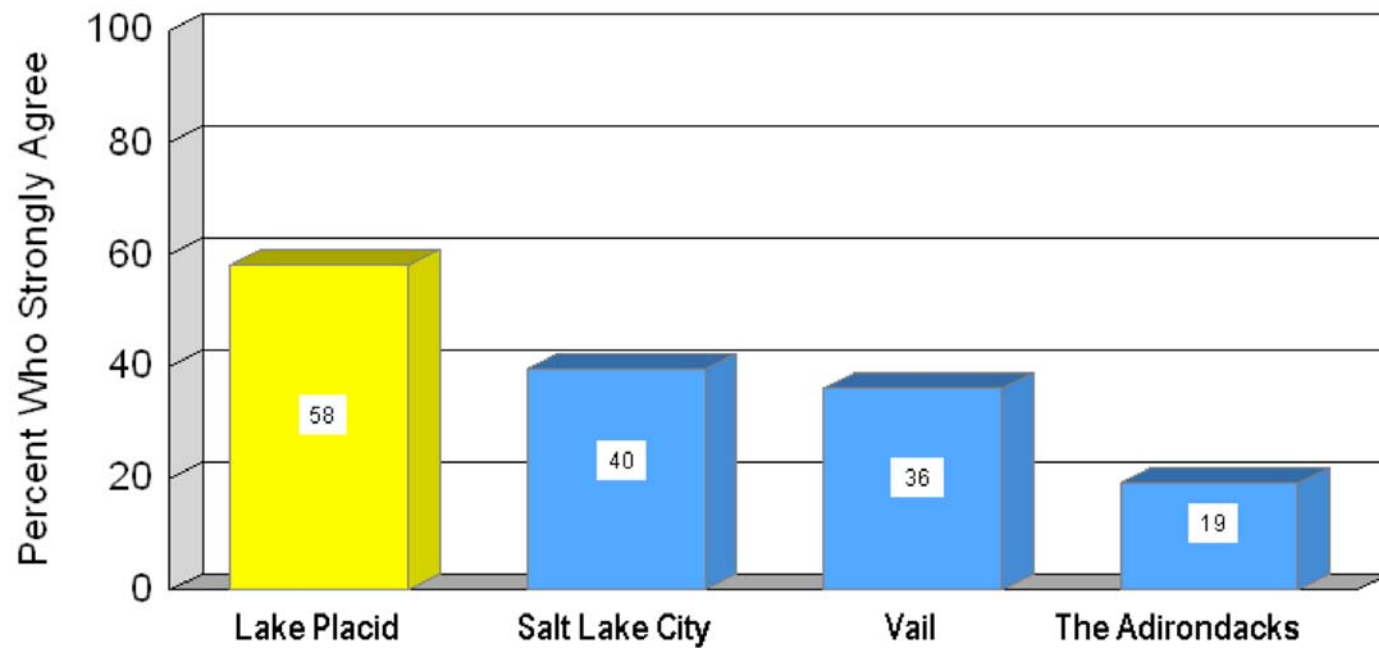
Base: National Market



Lake Placid's Image vs. Competitors — Olympic Atmosphere



Base: National Market



Observations - National

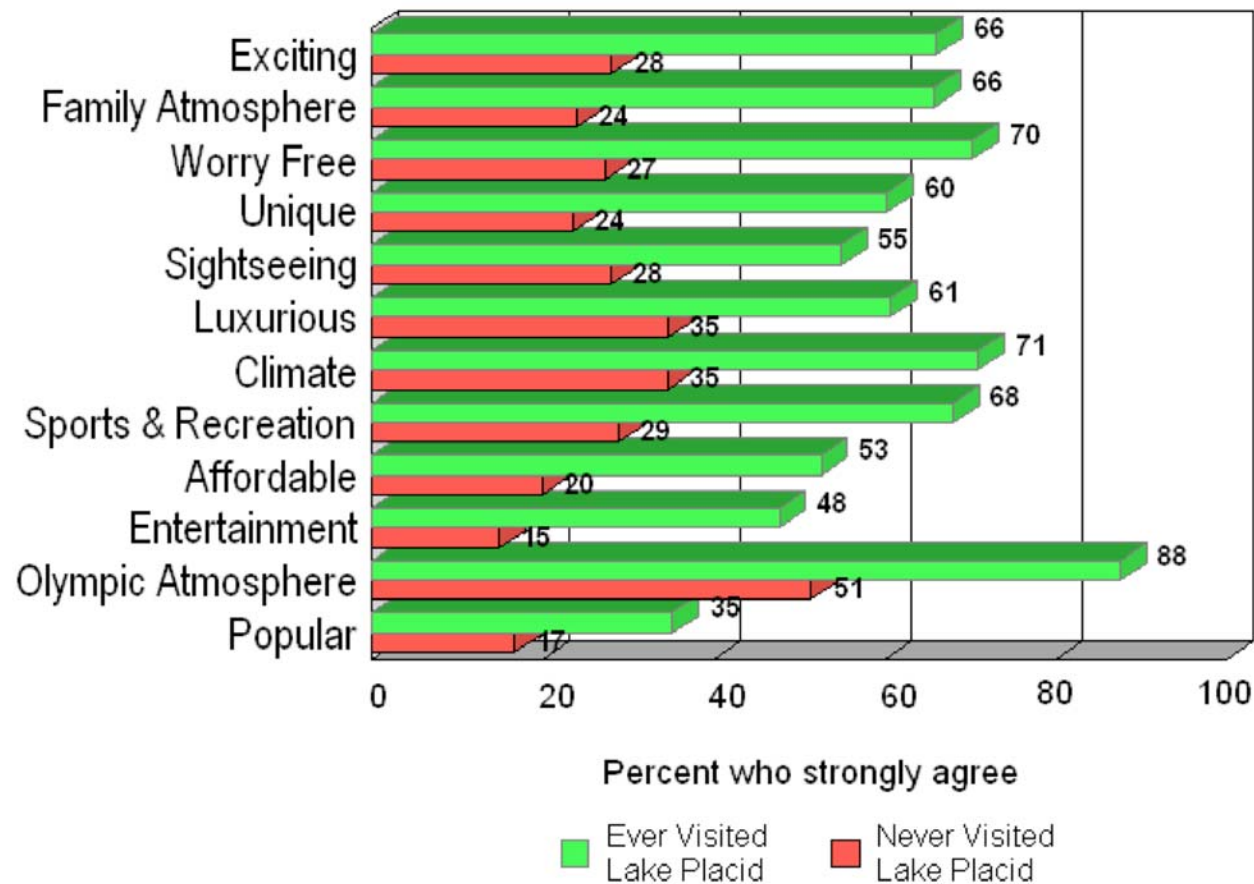


- ⦿ Although individual image attribute rankings are seemingly neutral to favorable in many instances, when we combine these ratings with the substantial difference in perception vs. reality, its clear that Lake Placid is not well understood on the national level and thus, may be the reason for the potentially misleading image rankings

Lake Placid's Product Delivery vs. Expectations On Travel Motivators



Base: National Market



*caution small base size

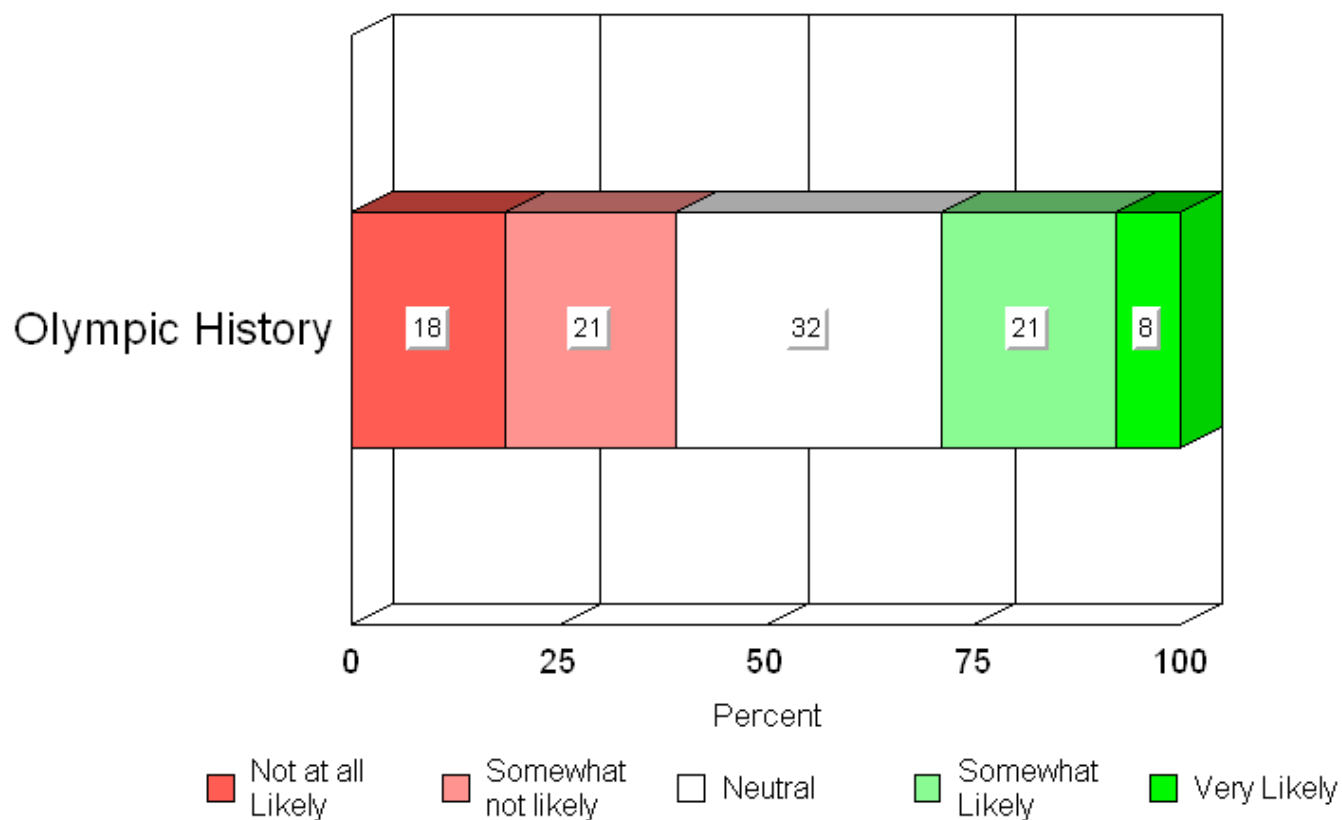
Property of Lake Placid/Essex County Visitors Bureau

Observations - National



- ◉ Unlike the regional market, one could conclude that:
 - ◉ *the Olympic offering is more appealing nationally given that intent to visit measures after reading the Adirondack Park and Olympic Passages are not as different, even though the Park is still higher*

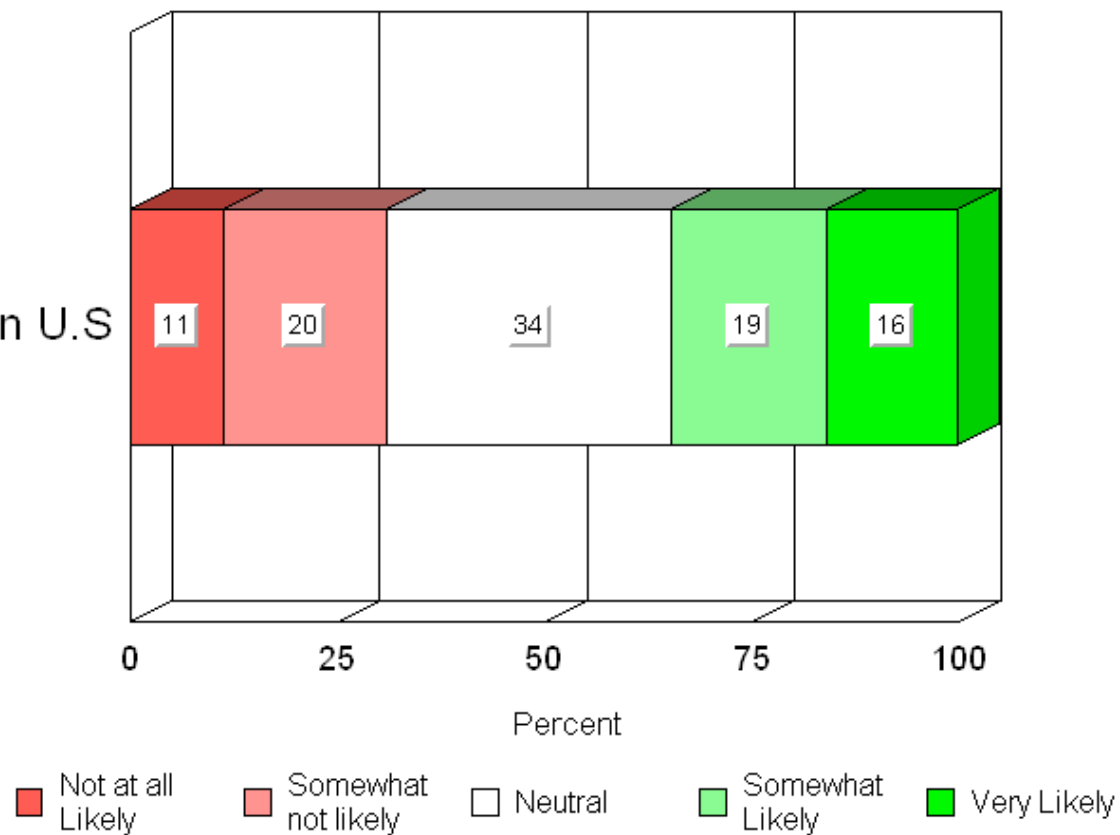
Intent to Visit Lake Placid in the Next 2 Years Based on Olympic History Passage – National



Intent to Visit Lake Placid in the Next 2 Years Based on Largest Park in U.S Passage – National



Largest Park in U.S



Observations - National



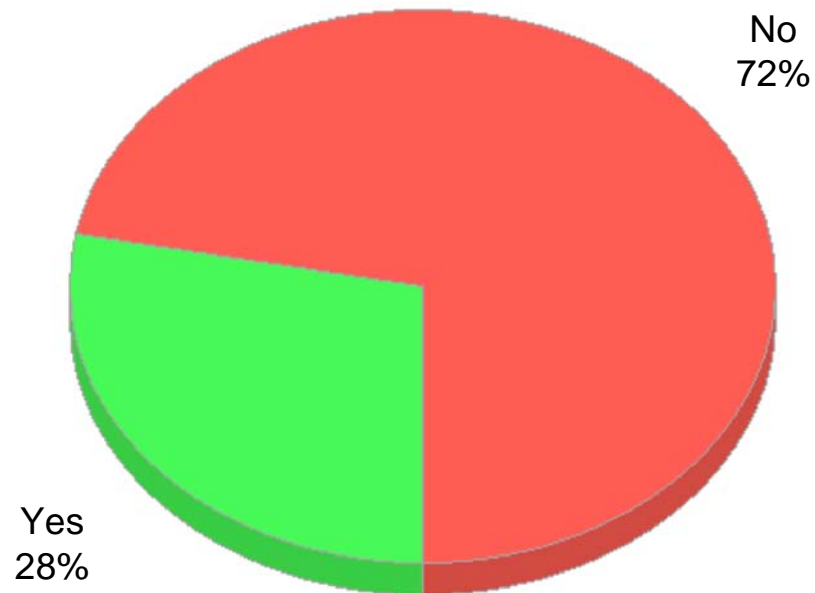
- ⦿ However, given:
 - ⦿ *the lack of familiarity of the Adirondack Park's existence relative to Olympic Heritage,*
 - ⦿ *and respective lifts in intent after reading the respective passages,*
- ⦿ the Adirondacks appears to once again be a more appealing asset nationally

Access to Adirondacks

— Aware that you can stay in Lake Placid and have access to all activities that the Adirondacks offers



Base: National Market



Observations - National

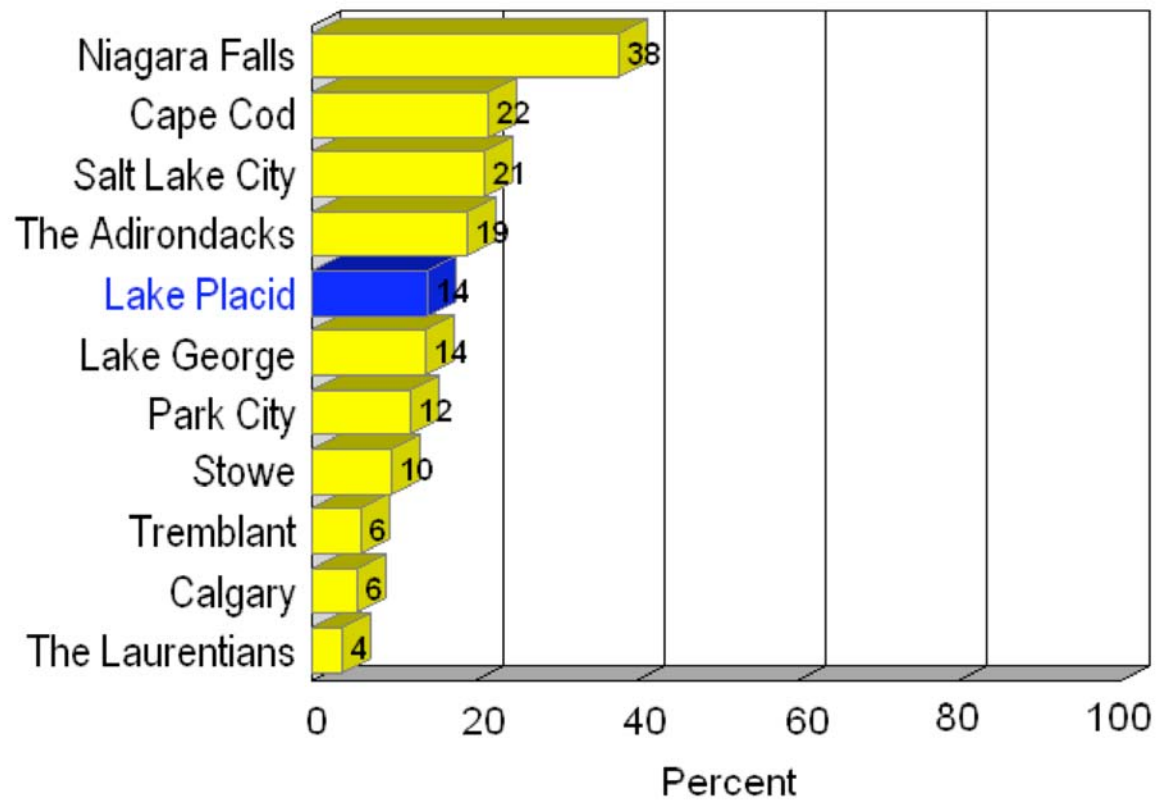


- ◉ Lake Placid also clearly lacks appreciation for it's offering with:
 - ◉ *only 14% of adults 18+ having ever visited Lake Placid,*
 - ◉ *an estimated 17-22% awareness of communications and,*
 - ◉ *over 38-45% of adults 18 plus indicating a desire to visit Lake Placid or the Adirondacks respectively*
- ◉ Therefore the opportunity for growth in visitor volumes is clearly there

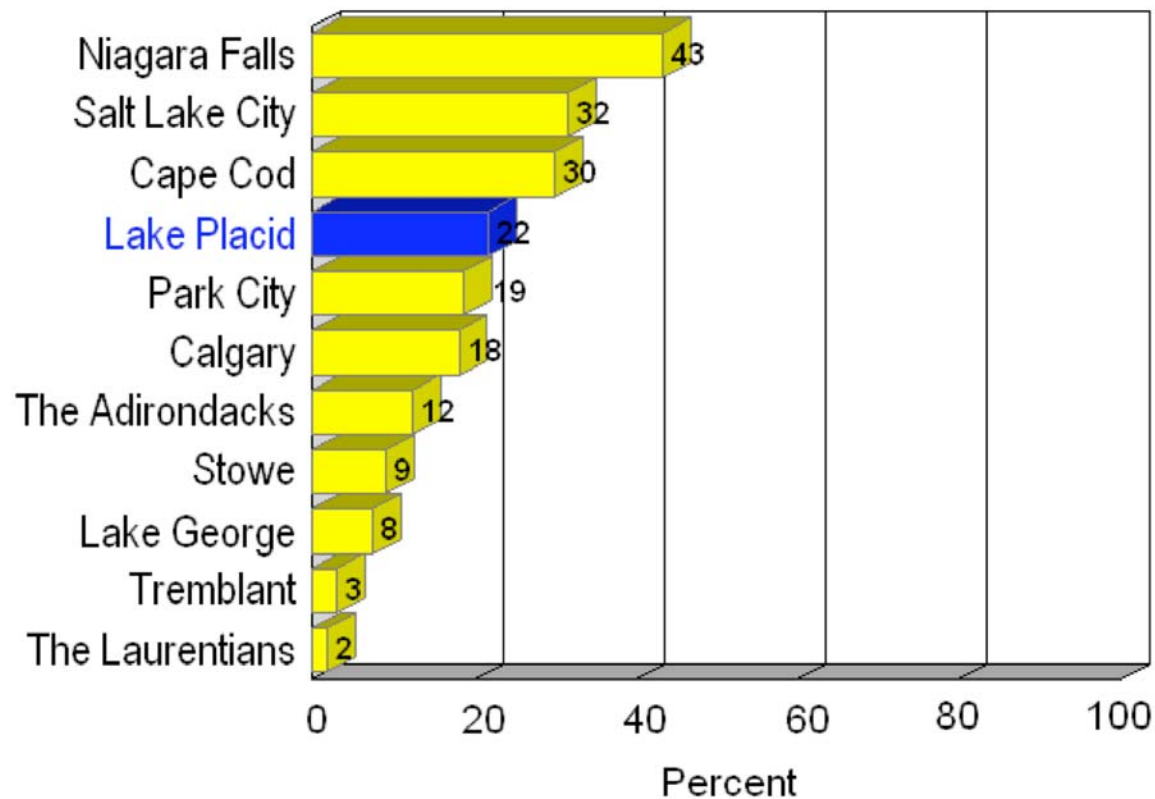
Ever Visited on a Day or Overnight Trip – National



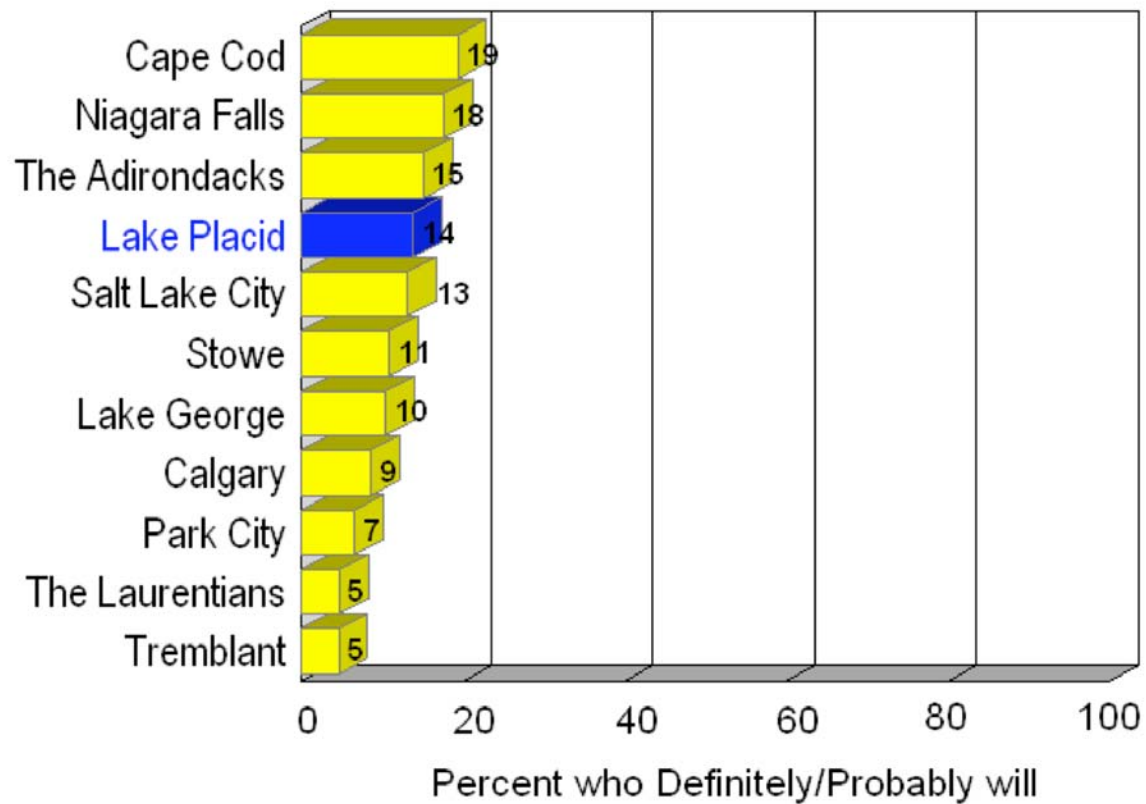
Base: Total travelers who took a Business or Pleasure trip



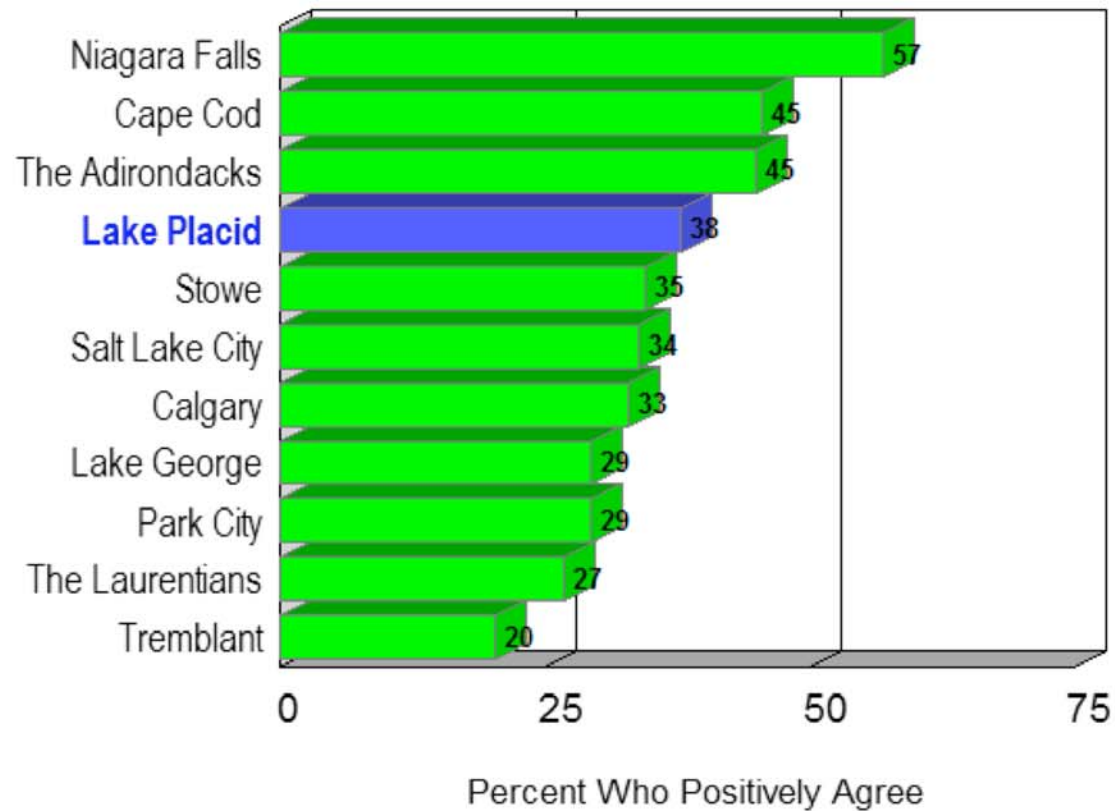
Seen or Heard Destination Advertising in the Past Year – National



Intent to Visit within the Next 2 Years – National



Would Enjoy Visiting — National



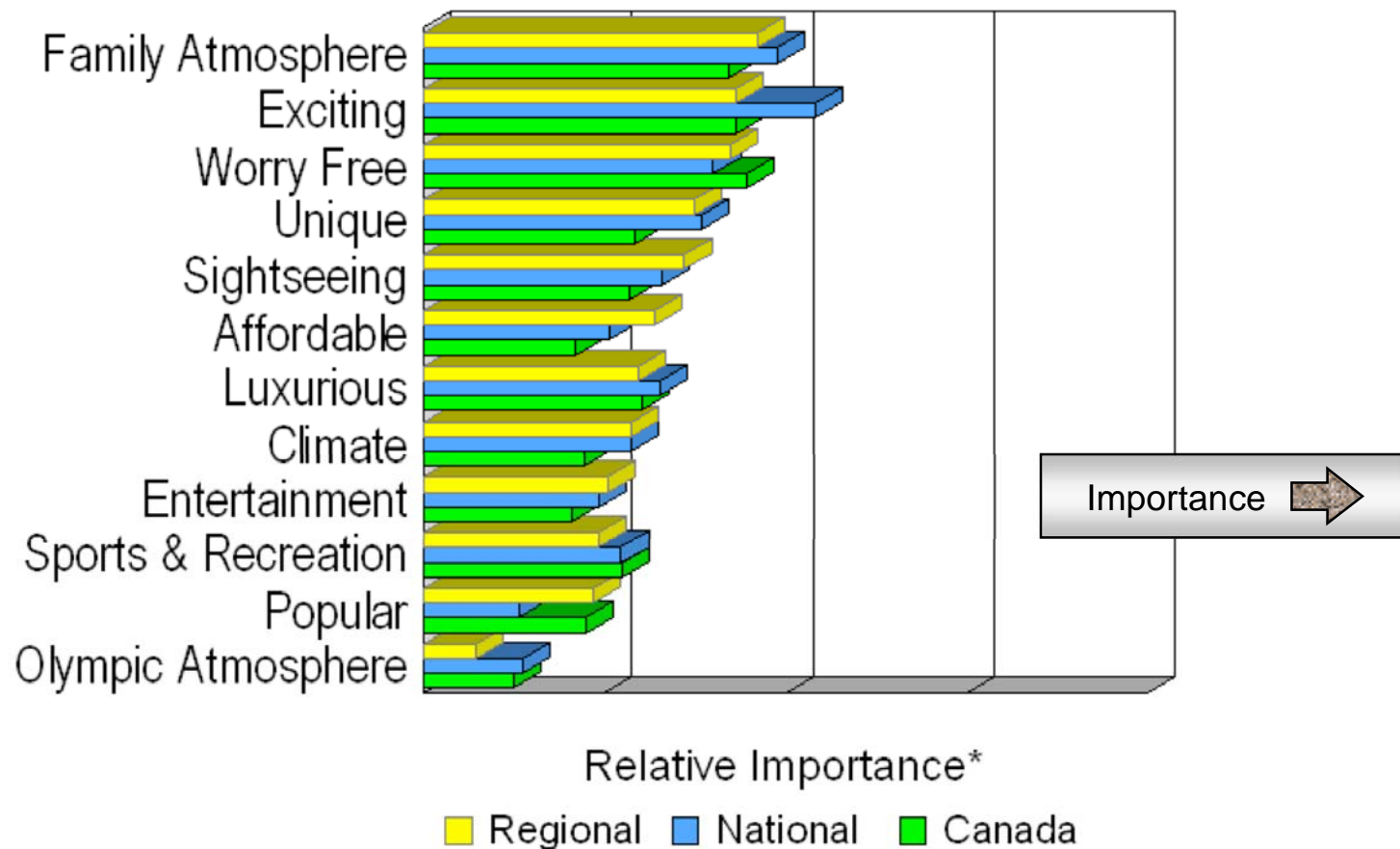
Canadian Highlights

Observations - Canada



- Unlike American adults, Canadians residing in Ottawa, Toronto and Montreal seem to place a greater importance on selecting a resort community/destination that is:
 - *worry free, is more luxurious, offers sports and recreation, and is popular*
 - *Although slight differences between cities nothing notable*

Travel Motivators

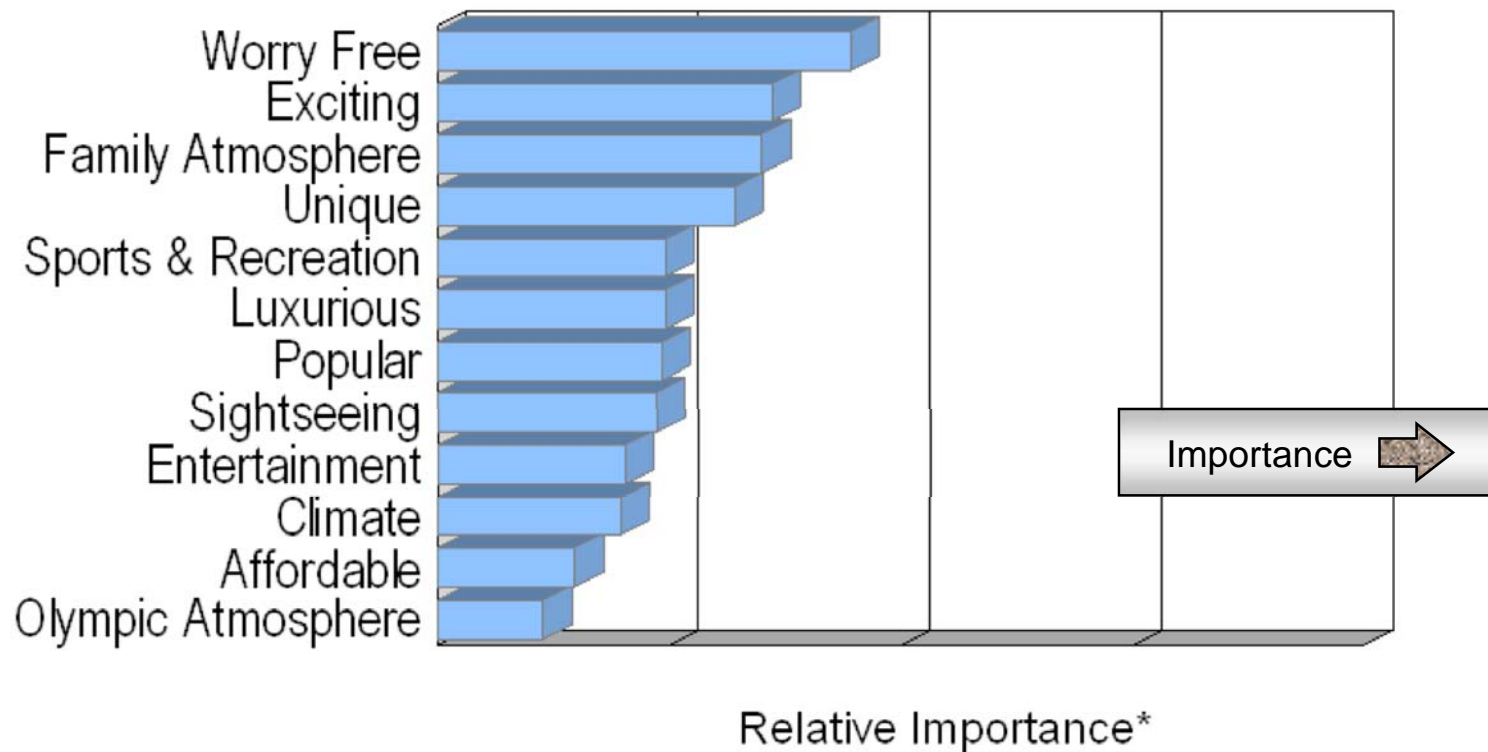


•A measure of the degree of association between each factor and whether destination is a place "I would really enjoy visiting."

Travel Motivators



Base: Toronto Market



•A measure of the degree of association between each factor and whether destination is a place “I would really enjoy visiting.”

Hot Buttons



Base: Toronto Market

TOP 10 ATTRIBUTES

- 1.) Warm, friendly people
- 2.) A fun place to visit
- 3.) An exciting place
- 4.) Unique scenery/setting unlike anywhere else
- 5.) Good place for a family getaway
- 6.) Provides a unique travel experience
- 7.) Safe and comfortable to tour around
- 8.) Good place for camping
- 9.) Lots to see and do
- 10.) Great snow shoeing

Observations - Canada

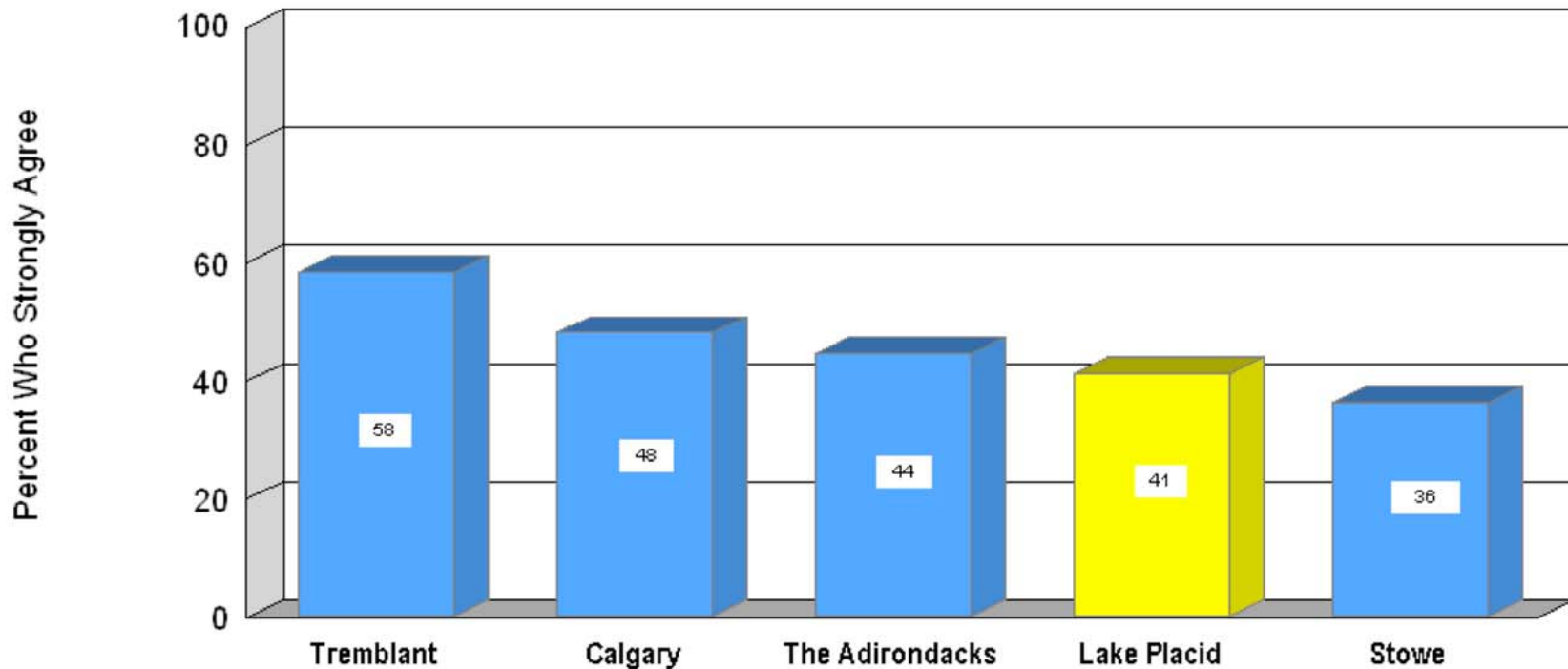


- ◉ Like in the U.S. Canadian residents in these cities rank Lake Placid as overall less appealing than its competitors; Tremblant, Calgary and the Adirondacks, by preferable to Stowe
- ◉ These feelings can be seen in the individual attribute rankings across the board, with the exception of Olympic atmosphere and experiences which are ranked substantially higher than the competitive set

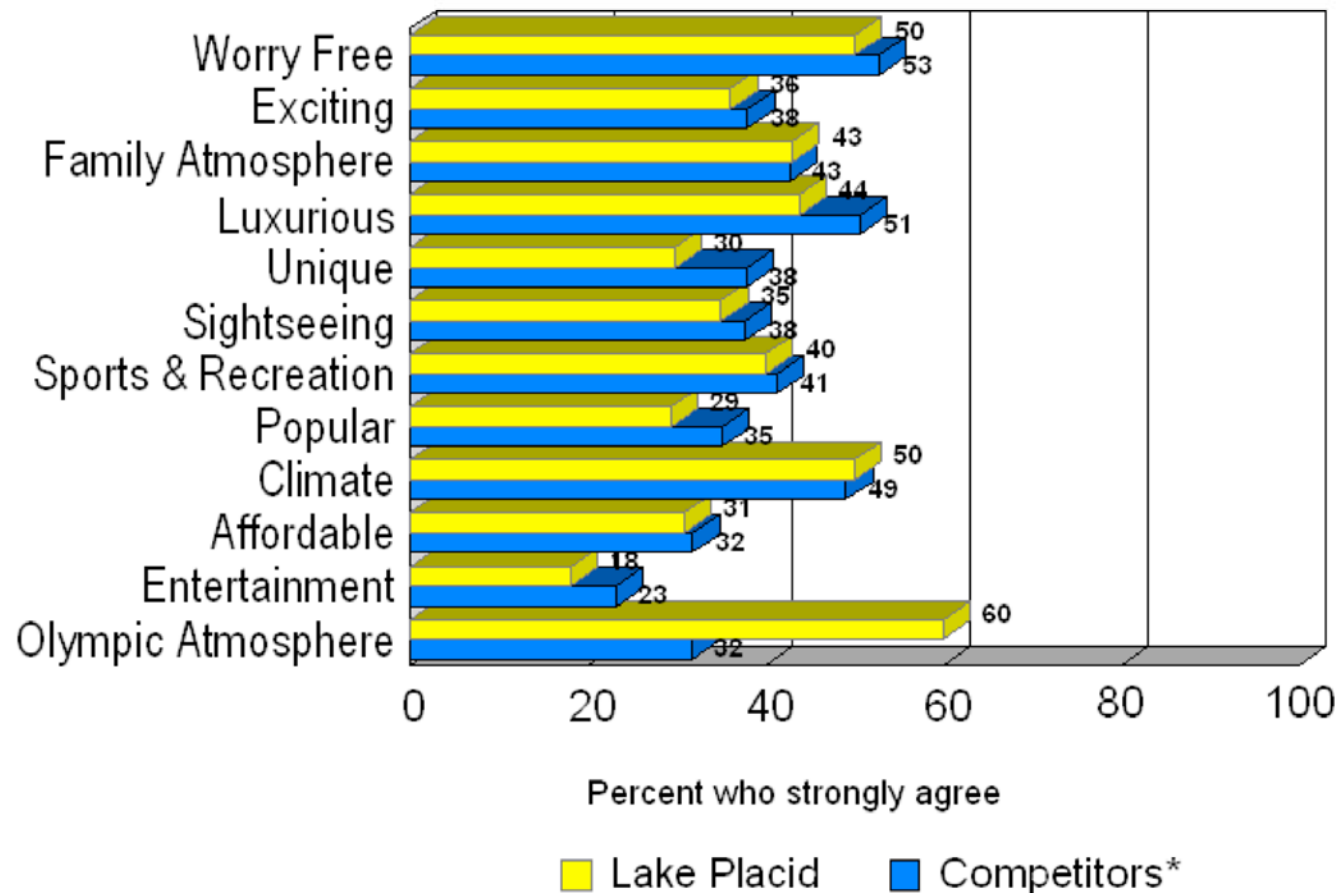
Lake Placid's Image vs. Competitors — A Place I'd Really Enjoy Visiting



Base: Canadian Market



Lake Placid's Image vs. Competitors* — Canada



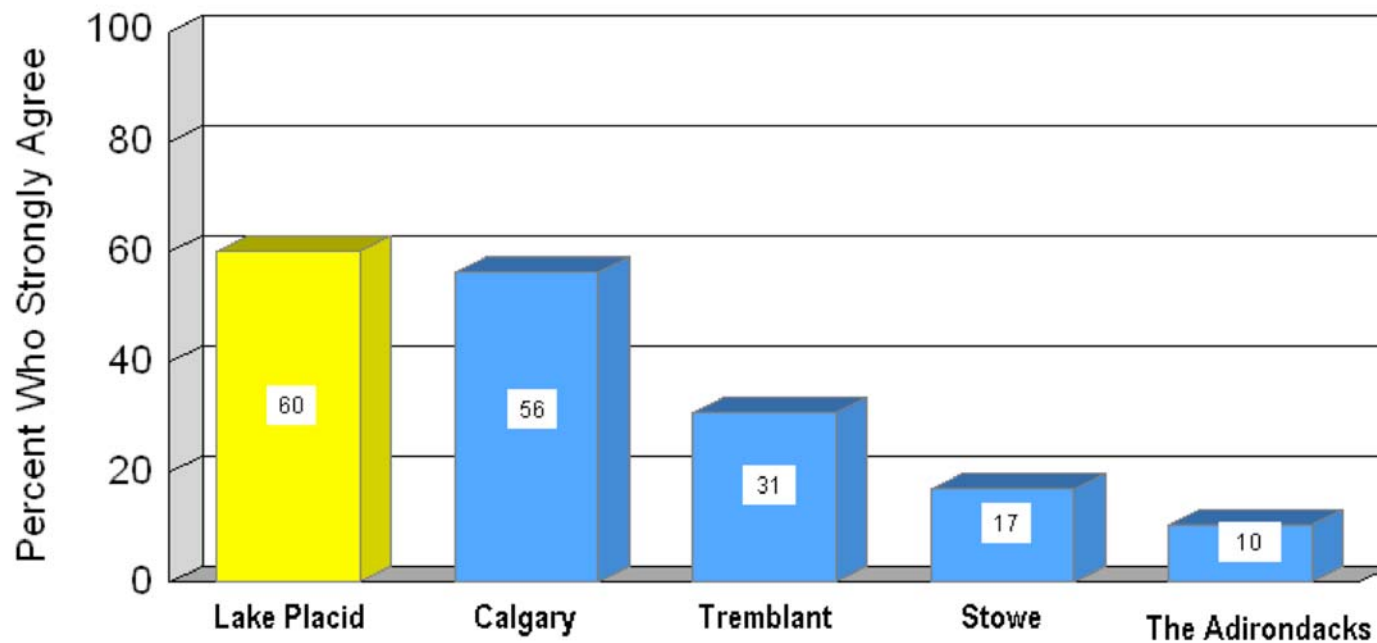
* Competitors Include: The Adirondacks, Stowe, Calgary, Tremblant.

Property of Lake Placid/Essex County Visitors Bureau

Lake Placid's Image vs. Competitors — Olympic Atmosphere



Base: Canadian Market

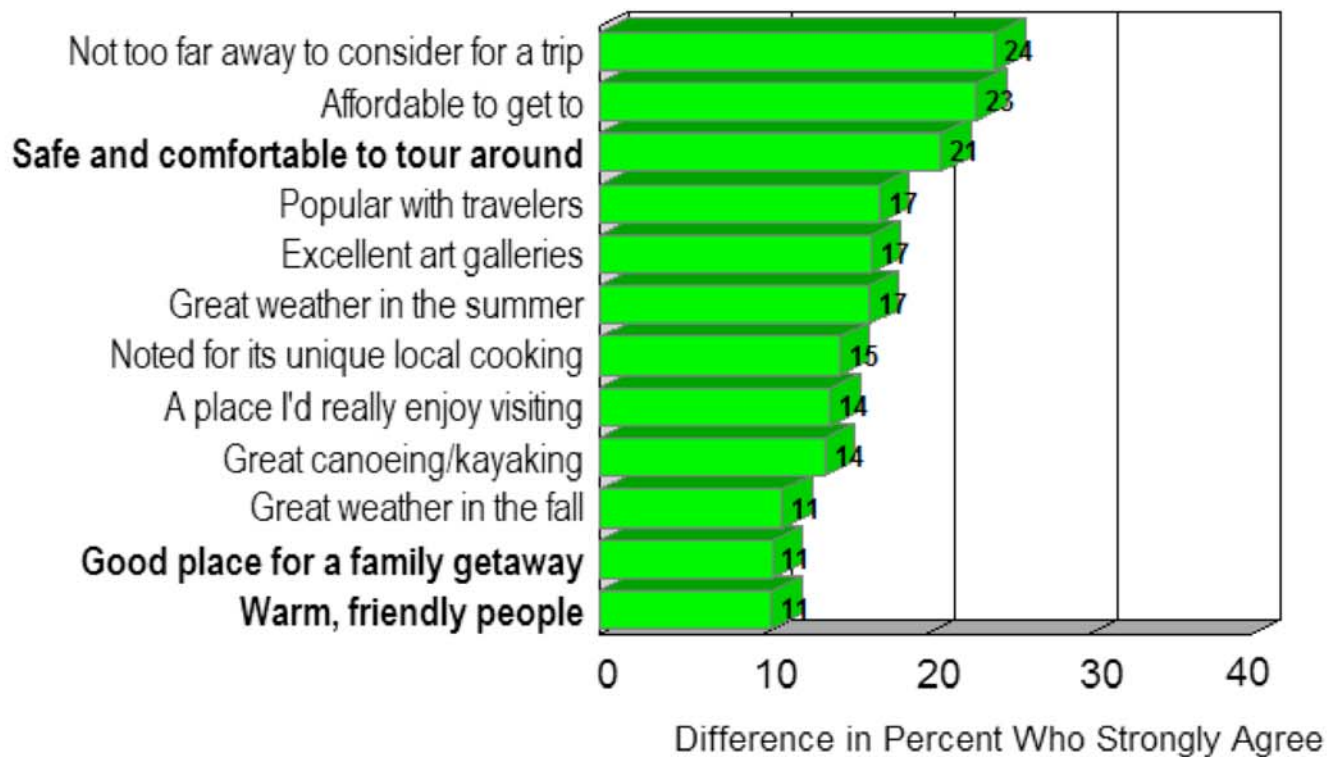


Observations - Canada



- However, unlike U.S. national and regional residents, Canadians seem to be more familiar and favorable towards the Lake Placid offering, and as such, the gap is not as great between perception and reality

Lake Placid's Product Strengths vs. Competitors — Canada



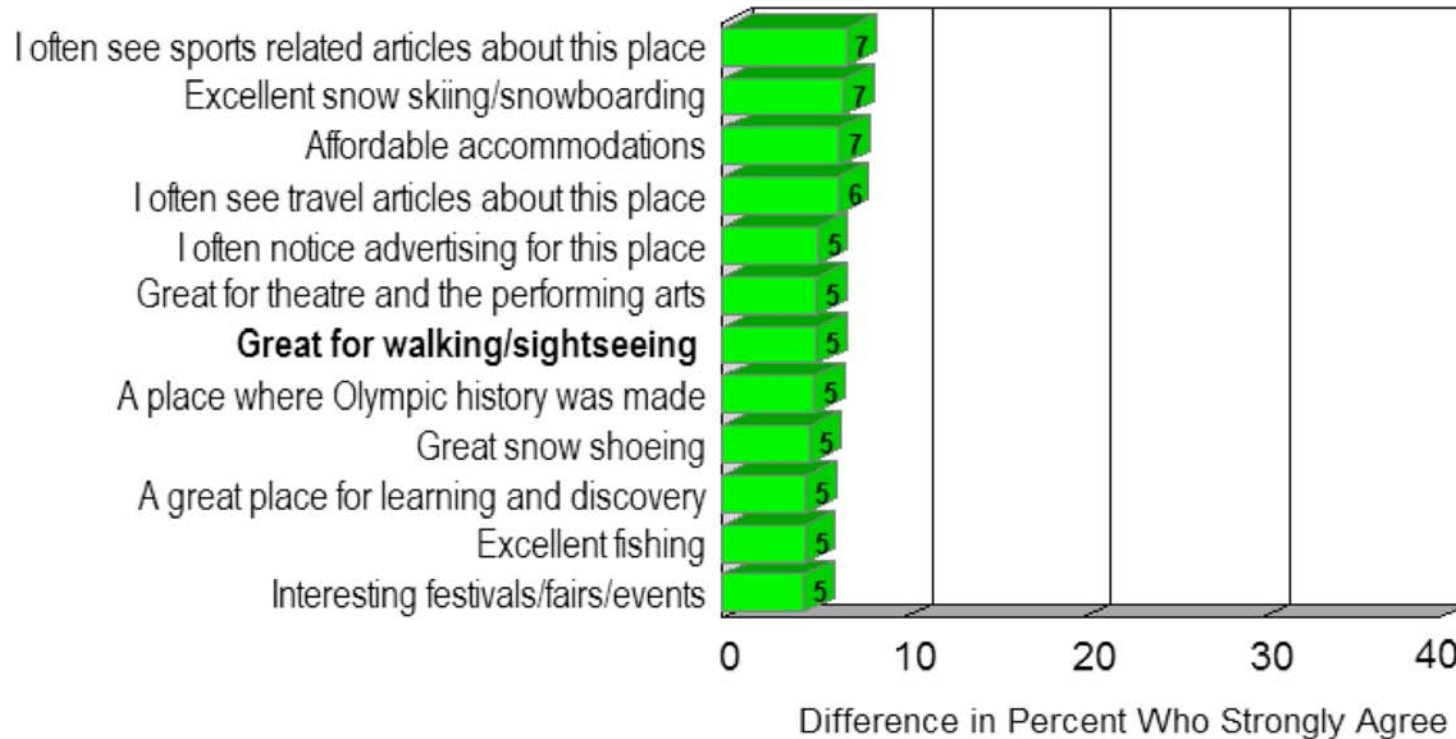
Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

Lake Placid's Product Strengths vs. Competitors — Canada (Cont'd)



Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

Lake Placid's Product Strengths vs. Competitors — Canada (Cont'd)



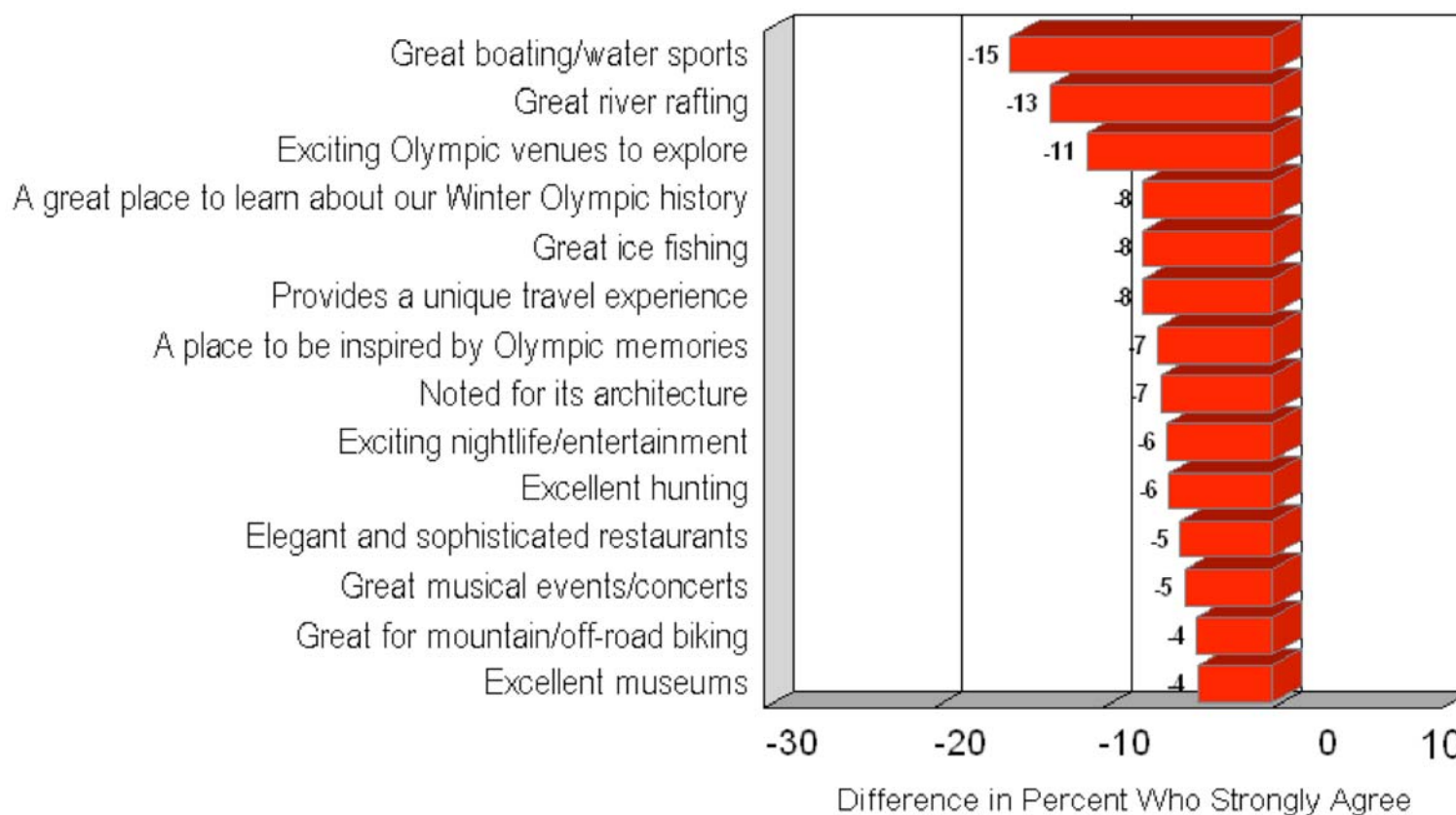
Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

Observations - Canada



- ⦿ Competitive weaknesses of note are things that not only align with the top five motivators, but can also be overcome through greater appreciation for the Lake Placid and Adirondack Park offering

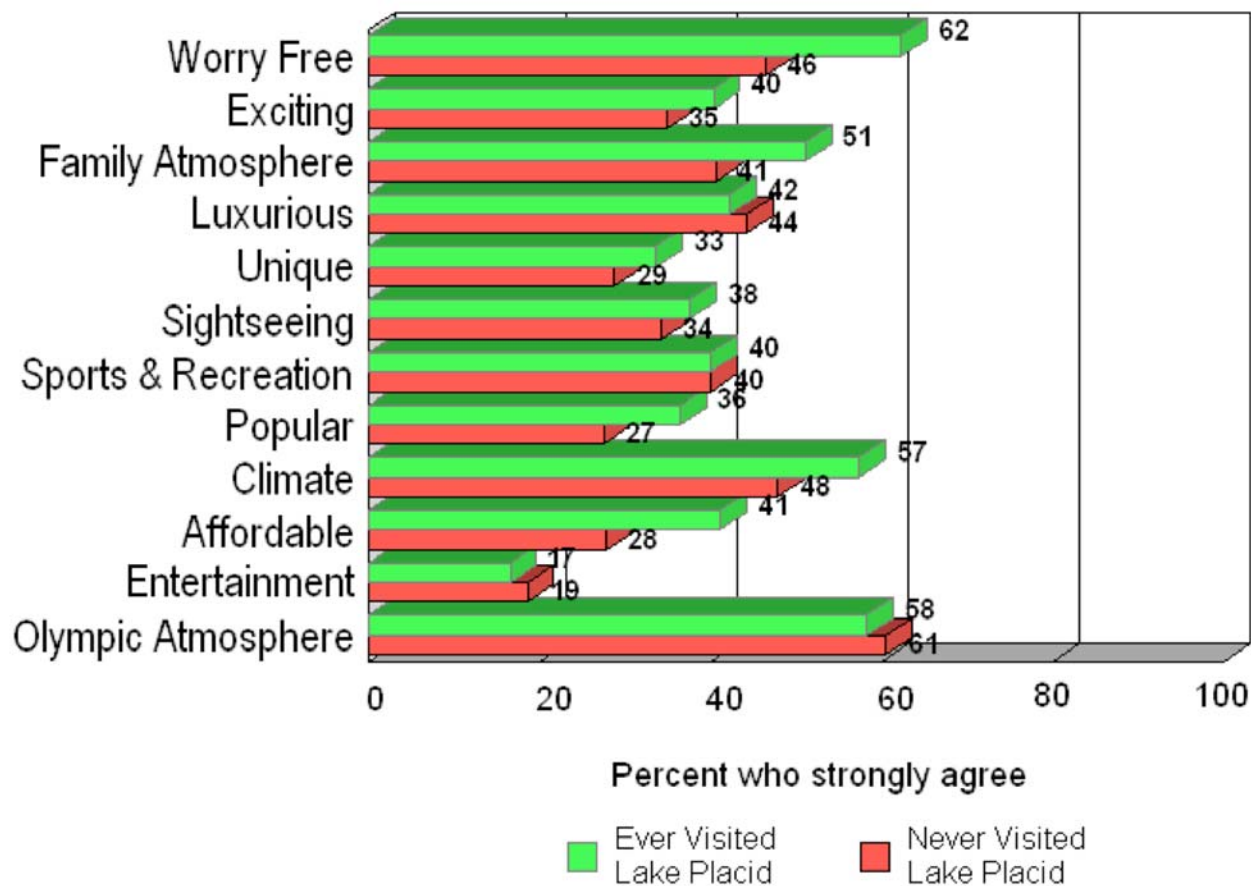
Lake Placid's Product Weaknesses vs. Competitors — Canada



Lake Placid's Product Delivery vs. Expectations On Travel Motivators



Base: Canadian Market



Observations - Canada



- ◉ There also seems to be a similar lack of appreciation for the proximity of Lake Placid to the Adirondack Park so;
 - ◉ *given the towns image and product strengths,*
 - ◉ *coupled with the fact that there are strong intent levels based on a review of the Adirondack Park and Olympic passages in Canada overall,*

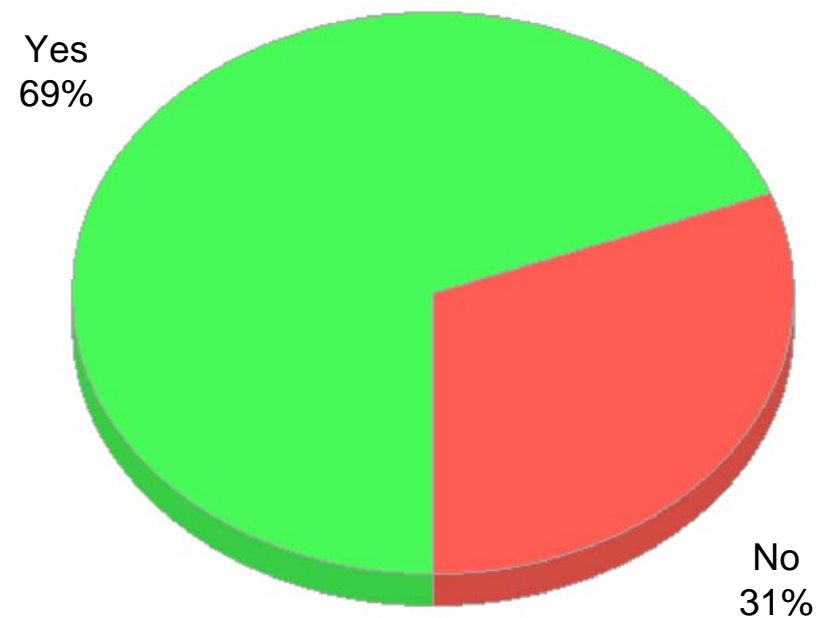
it would appear that the Adirondacks offers a point of differentiation, complementary assets and is motivational.

Olympic Heritage

— Aware that Lake Placid has a rich Olympic heritage



Base: Canadian Market

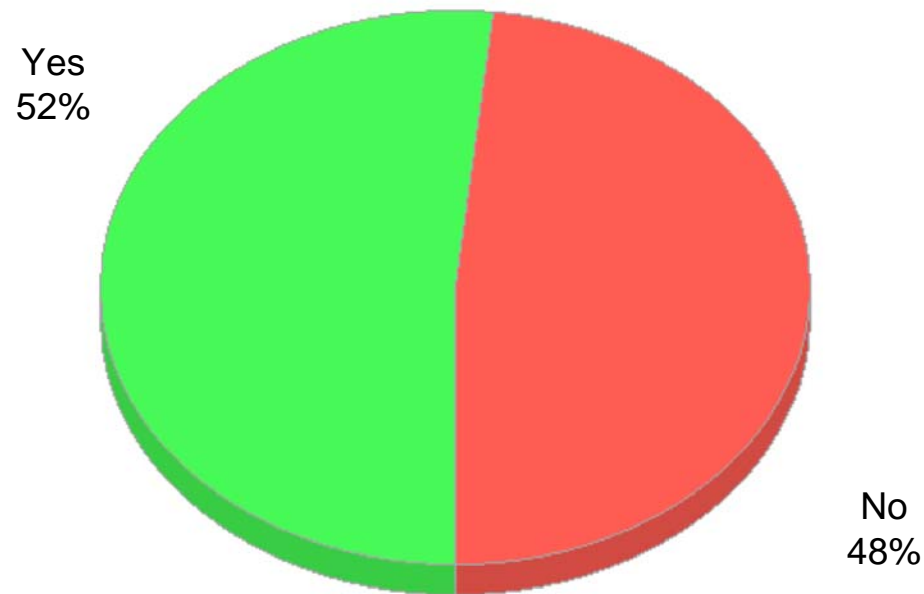


Lake Placid Location

— Aware that Lake Placid is located in the heart of the Adirondacks



Base: Canadian Market

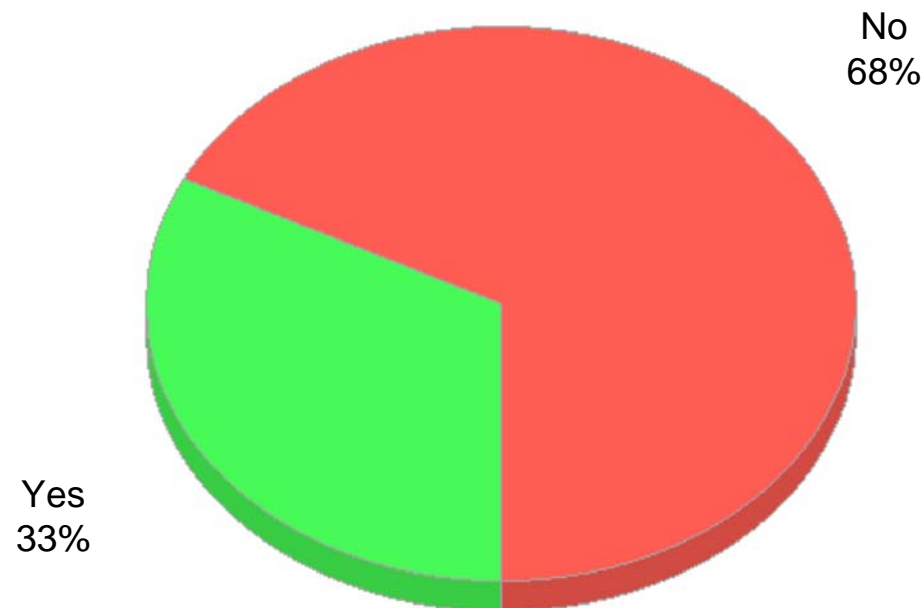


Access to Adirondacks

— Aware that you can stay in Lake Placid and have access to all activities that the Adirondacks offers



Base: Canadian Market



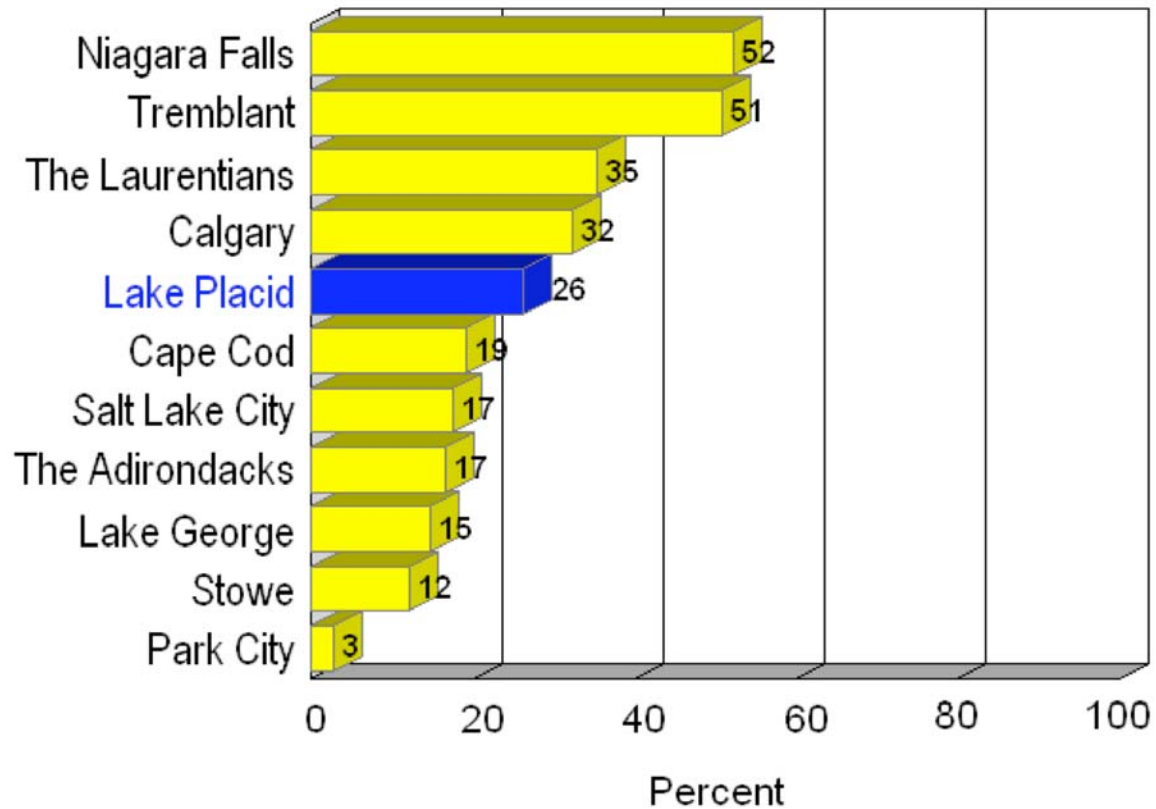
Observations - Canada



- ◉ When coupled with:
 - ◉ *communications awareness levels of 26% and*
 - ◉ *only 18% of adults 18+ having ever visited Lake Placid, vs. some 40% indicating they would enjoy visiting,*
 - ◉ *Lifts in intent as appreciation for the Adirondack Park increases,*

there appears to be low hanging fruit for the taking
however the balance between the Adirondack and Olympic
offering varies market-to-market and should be considered
when developing communications.

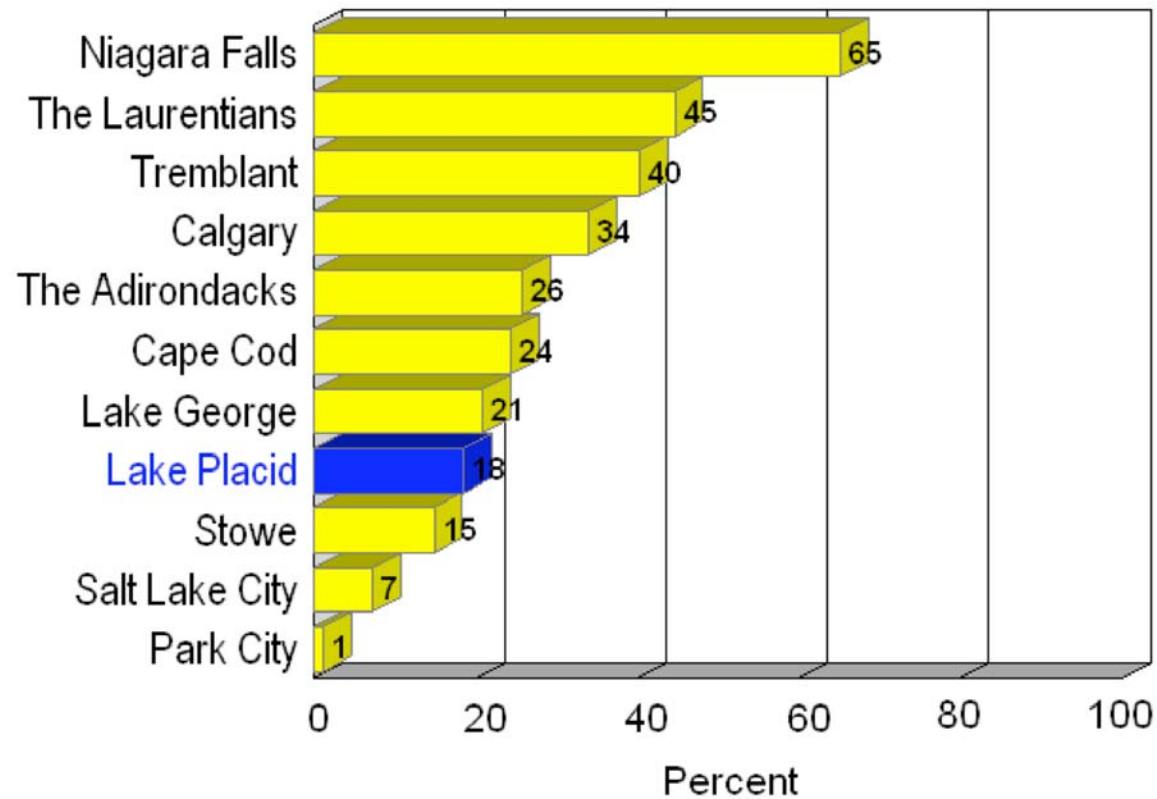
Seen or Heard Destination Advertising in the Past Year – Canada



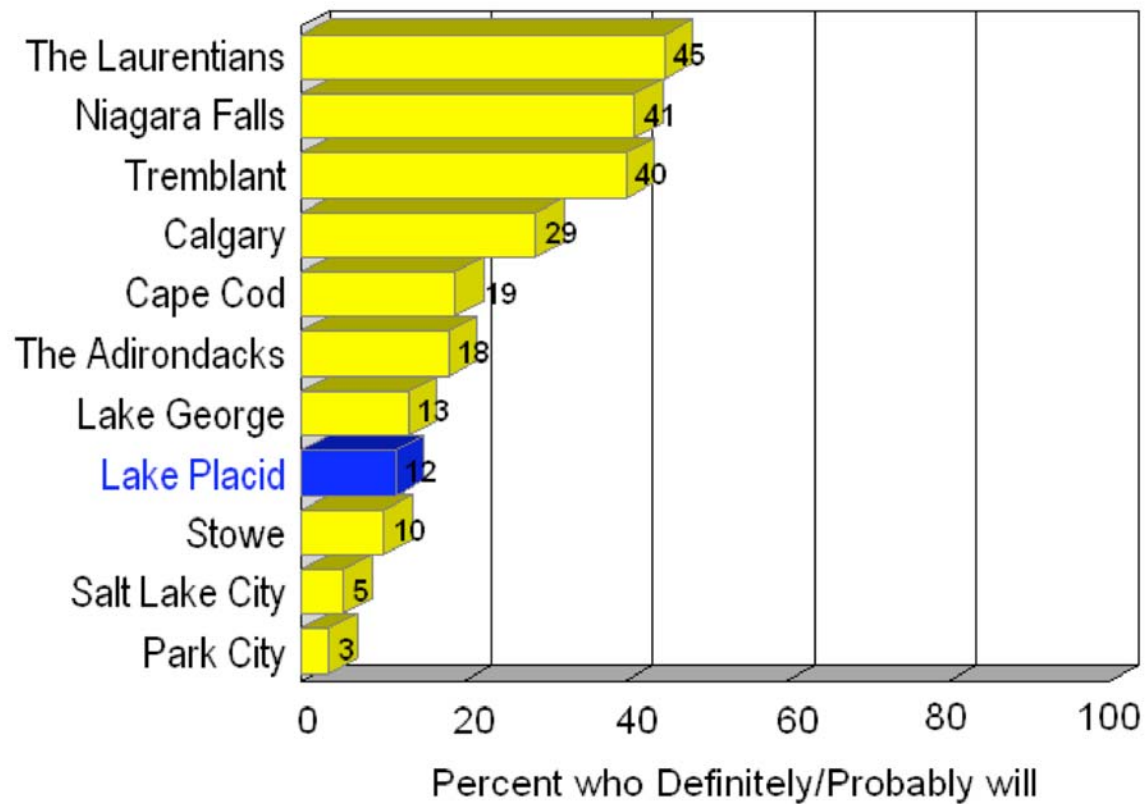
Ever Visited on a Day or Overnight Trip – Canada



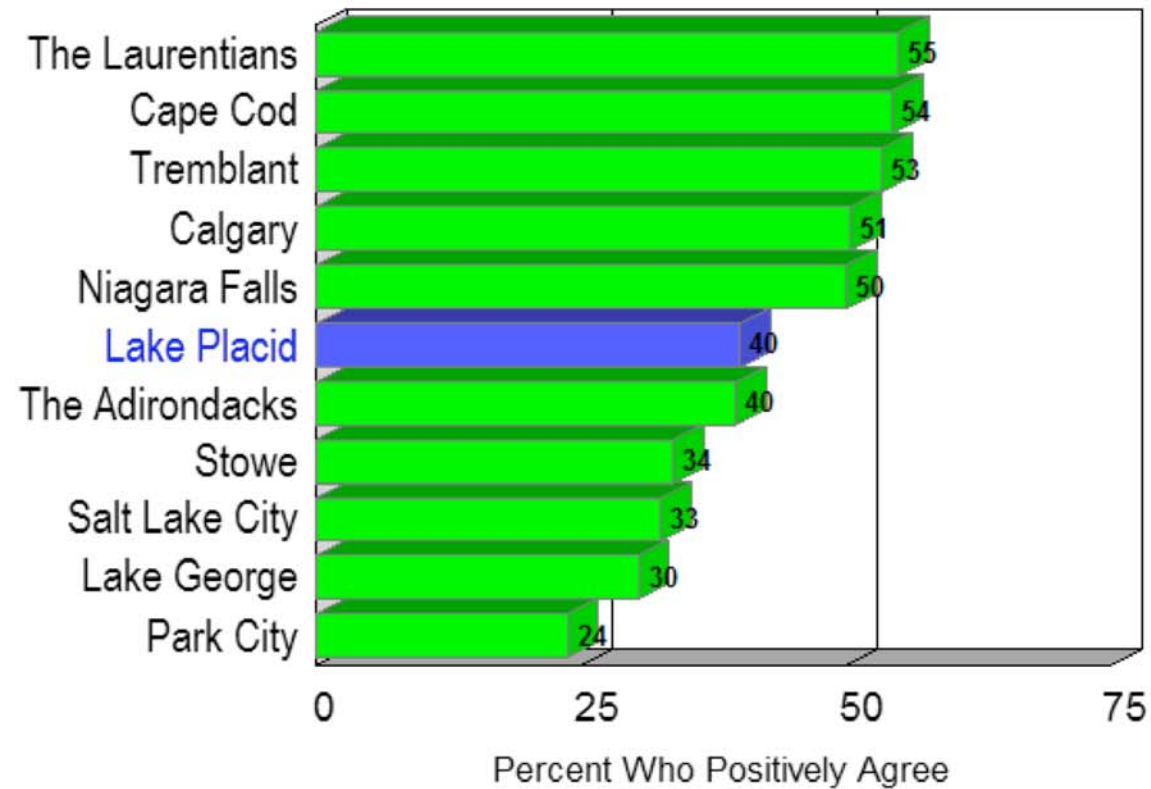
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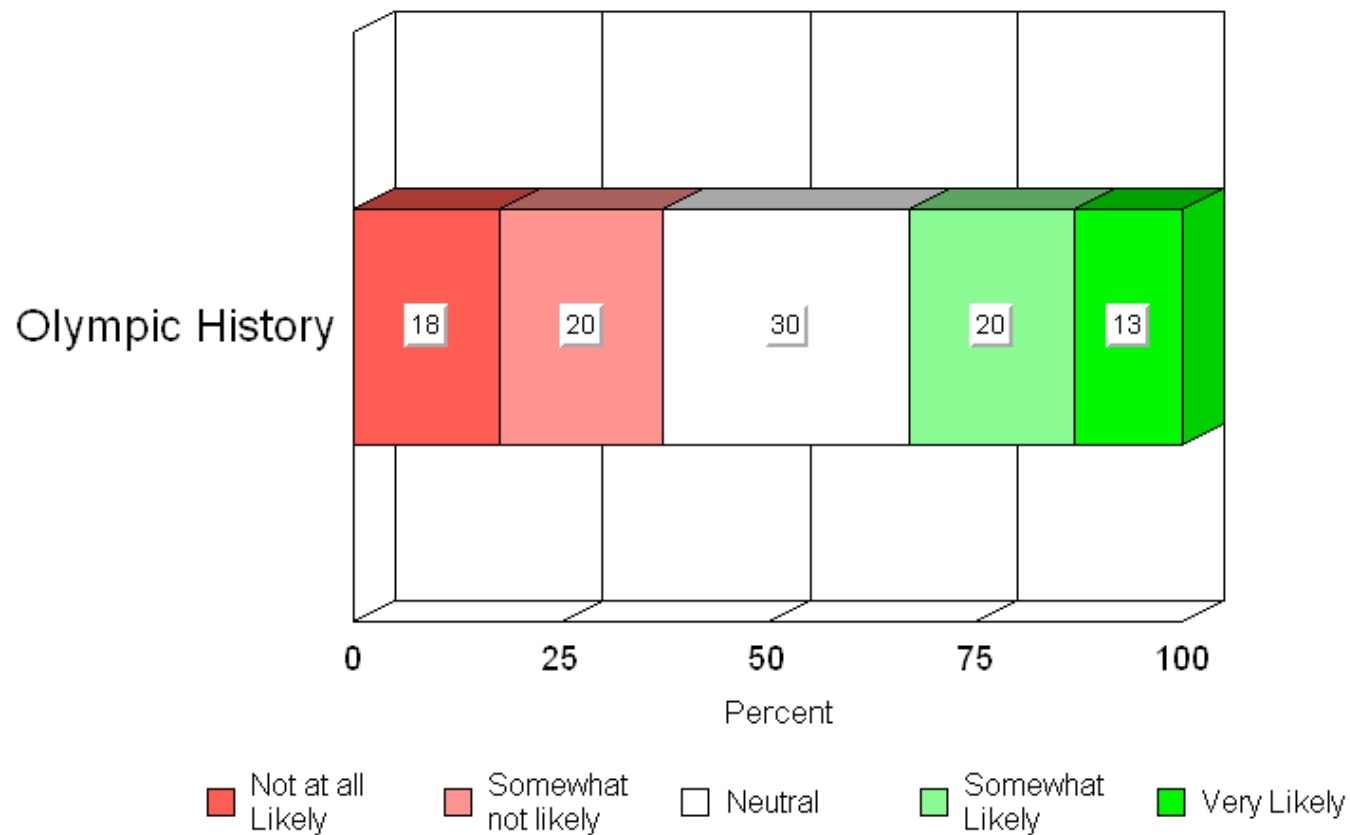
Intent to Visit within the Next 2 Years – Canada



Would Enjoy Visiting — Canada



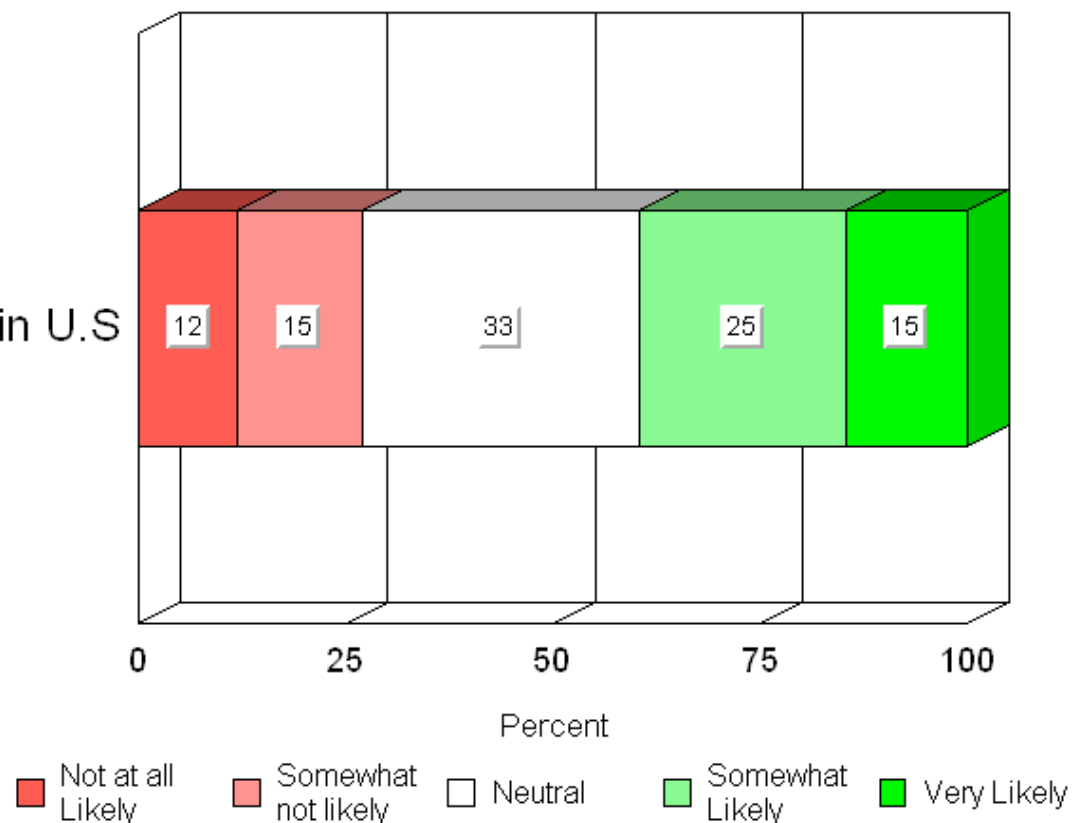
Intent to Visit Lake Placid in the Next 2 Years Based on Olympic History Passage – Canada



Intent to Visit Lake Placid in the Next 2 Years Based on Largest Park in U.S Passage – Canada



Largest Park in U.S



Observations - Canada



- ⦿ However, of particular note, Montréal adults 18+ although less favorable towards Lake Placid vs. select competitors, they find the Adirondack offering exceptionally appealing
 - ⦿ *over 46% intending to visit after reading the passage vs. general intent in select Canadian cities of 12%.*

	<u>Ottawa</u>	<u>Toronto</u>	<u>Montreal</u>
<i>Large Park*</i>	49%	31%	46%
<i>Olympic History*</i>	30%	34%	32%

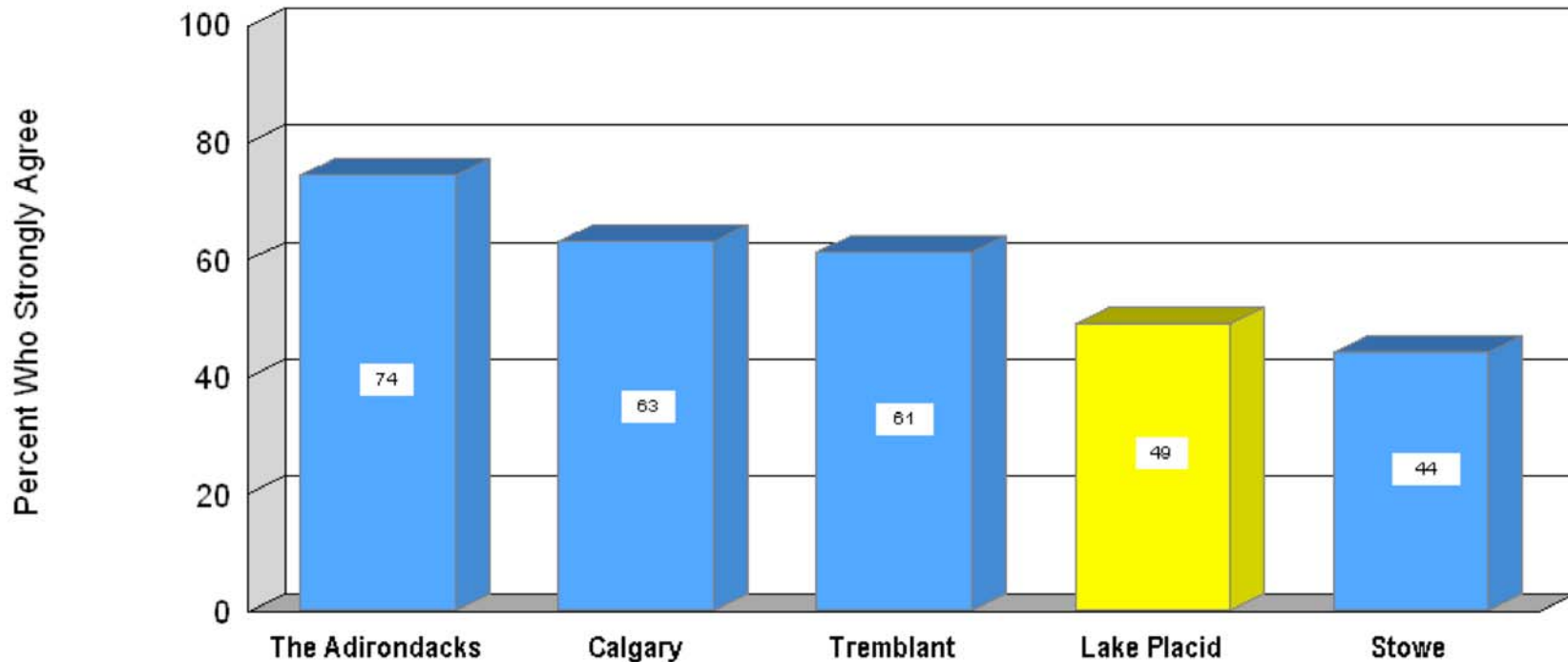
- ⦿ Ottawa residents also show similar promise

* Percent somewhat or very likely to visit in the next two years” following a review of the passages

Lake Placid's Image vs. Competitors — A Place I'd Really Enjoy Visiting



Base: Ottawa Market

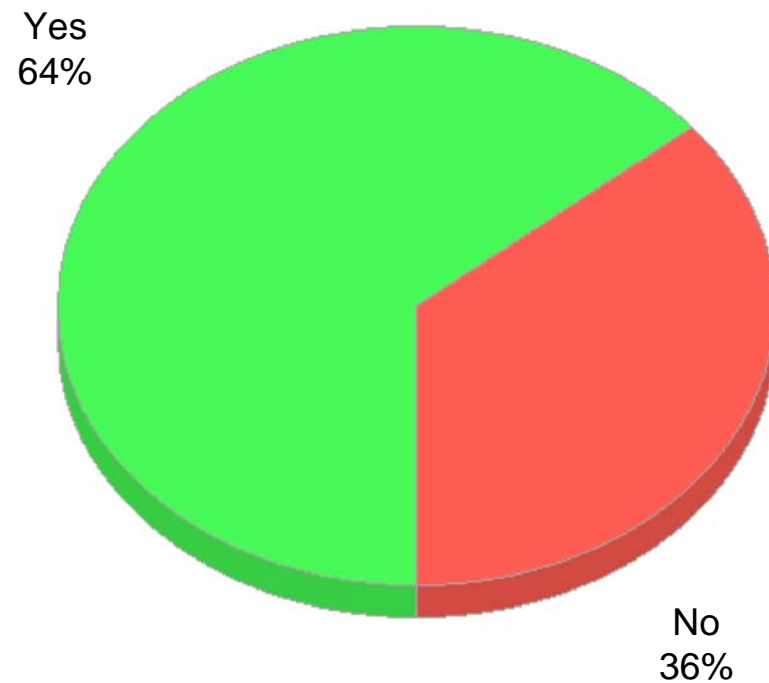


Olympic Heritage

— Aware that Lake Placid has a rich Olympic Heritage



Base: Montreal Market

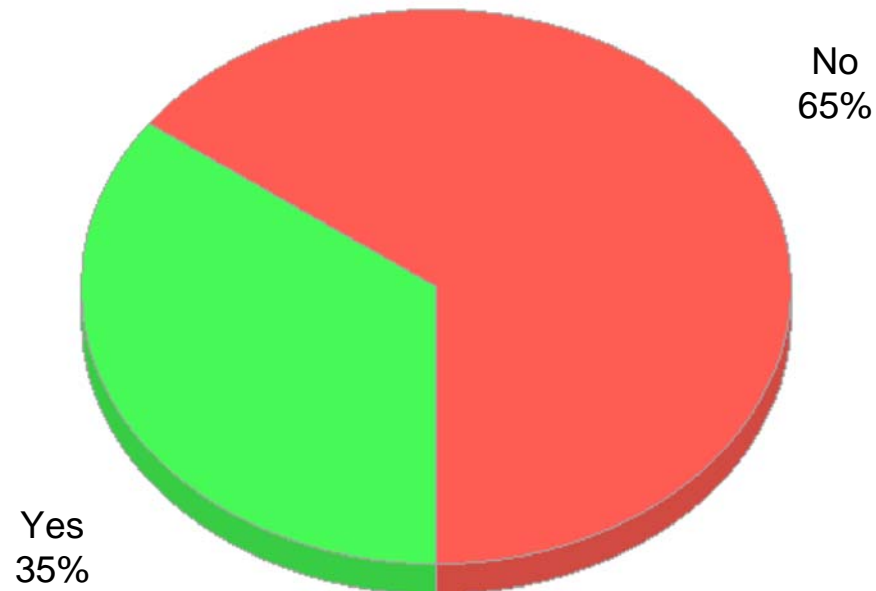


Access to Adirondacks

— Aware that you can stay in Lake Placid and have access to all activities that the Adirondacks offers



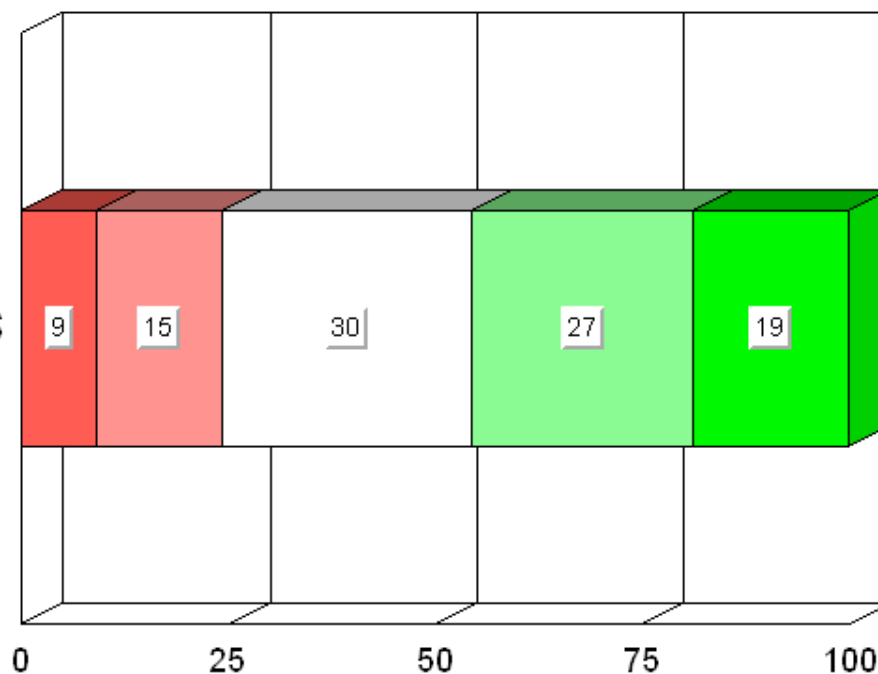
Base: Montreal Market



Intent to Visit Lake Placid in the Next 2 Years Based on Largest Park in U.S Passage – Montreal



Largest Park in U.S



Percent

Not at all
Likely

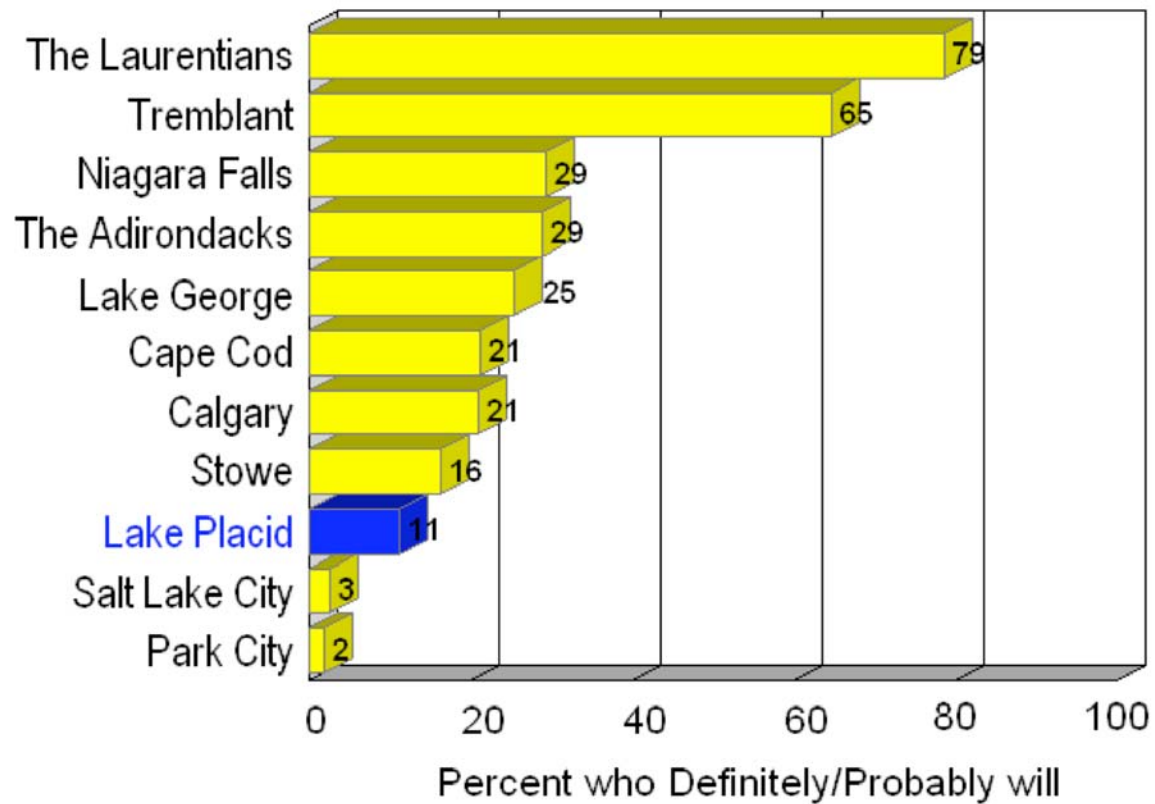
Somewhat
not likely

Neutral

Somewhat
Likely

Very Likely

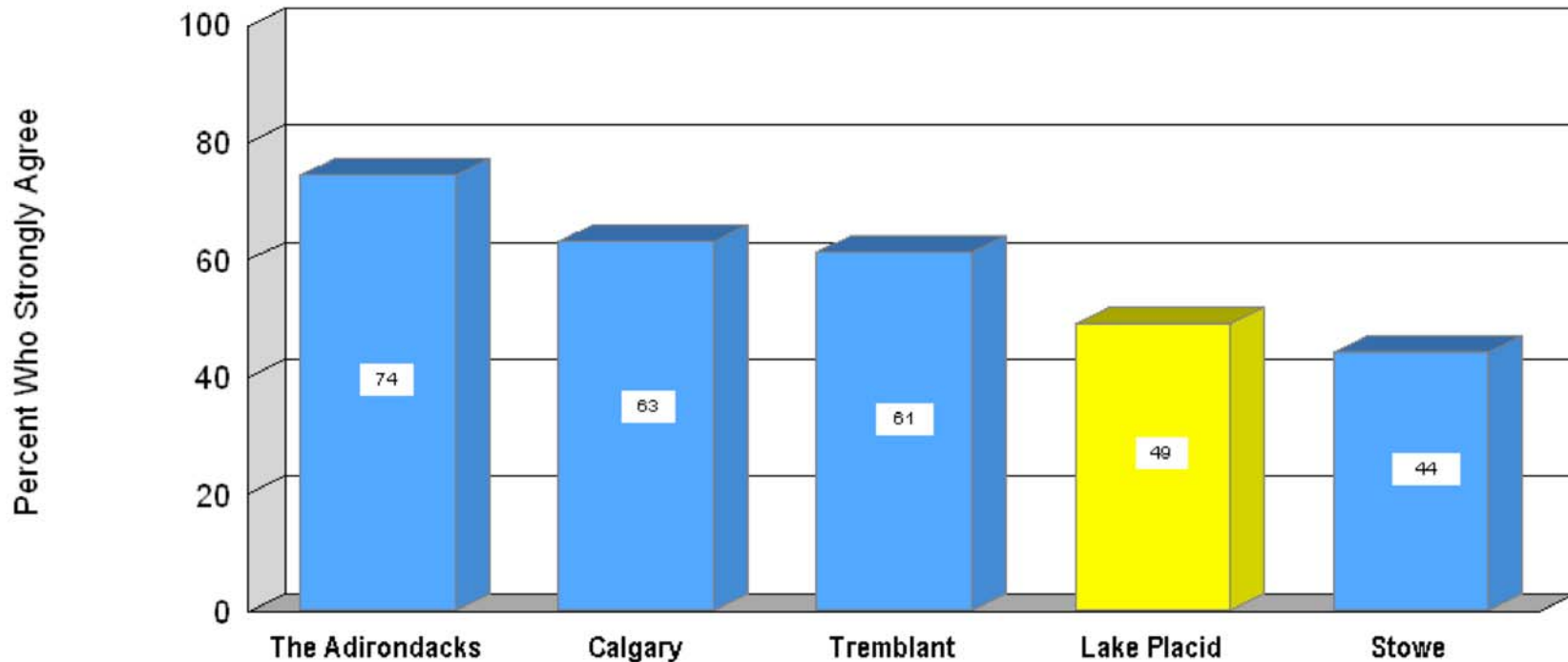
Intent to Visit within the Next 2 Years – Montreal



Lake Placid's Image vs. Competitors — A Place I'd Really Enjoy Visiting



Base: Ottawa Market

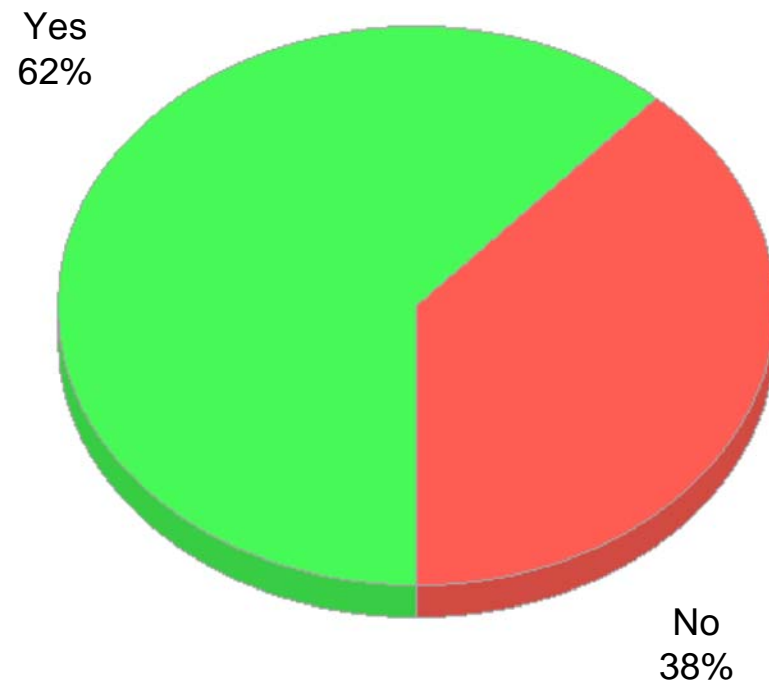


Olympic Heritage

— Aware that Lake Placid has a rich Olympic Heritage



Base: Ottawa Market

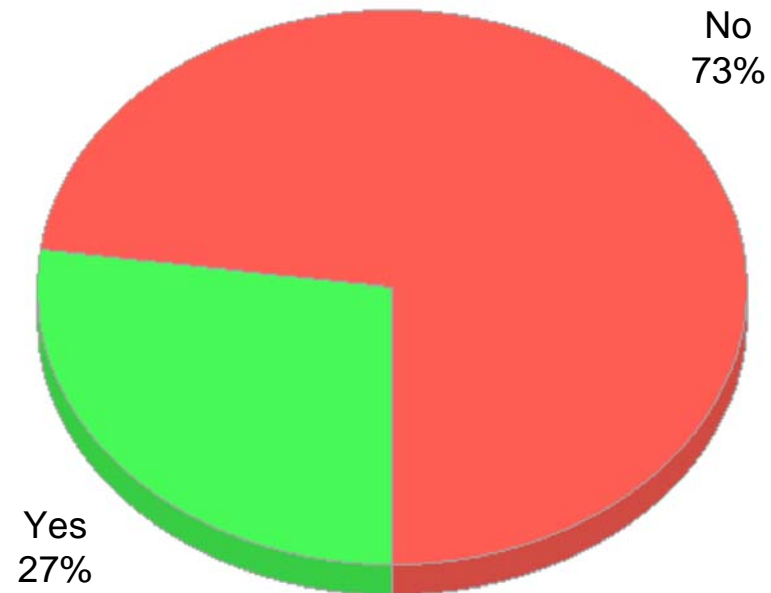


Access to Adirondacks

— Aware that you can stay in Lake Placid and have access to all activities that the Adirondacks offers



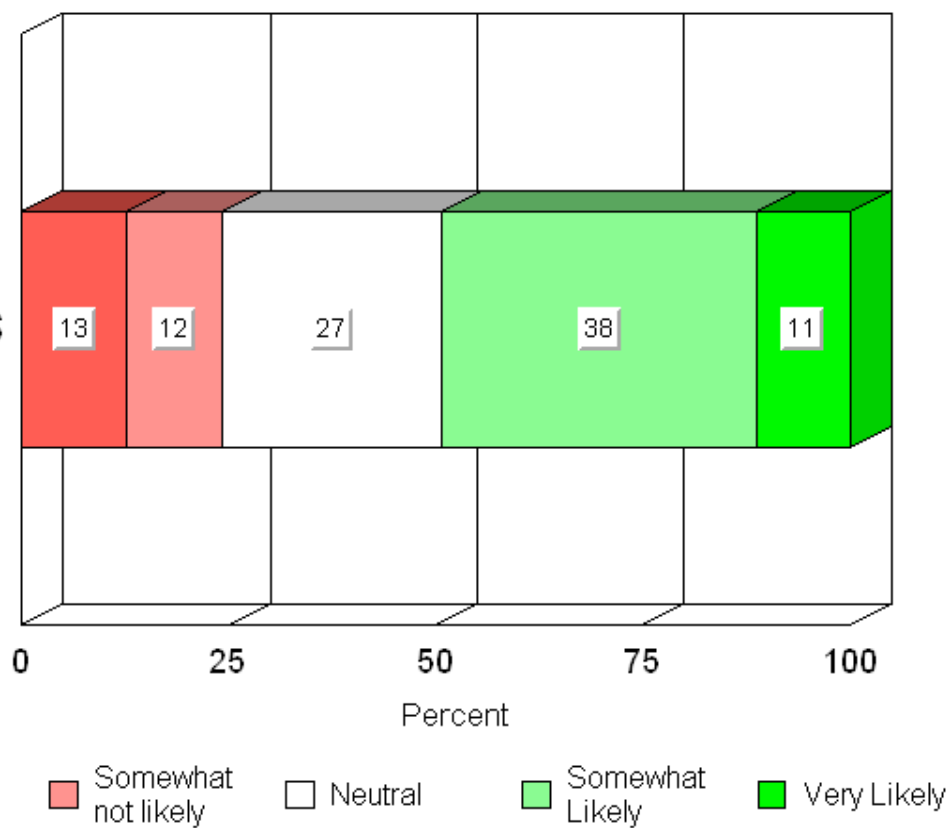
Base: Ottawa Market



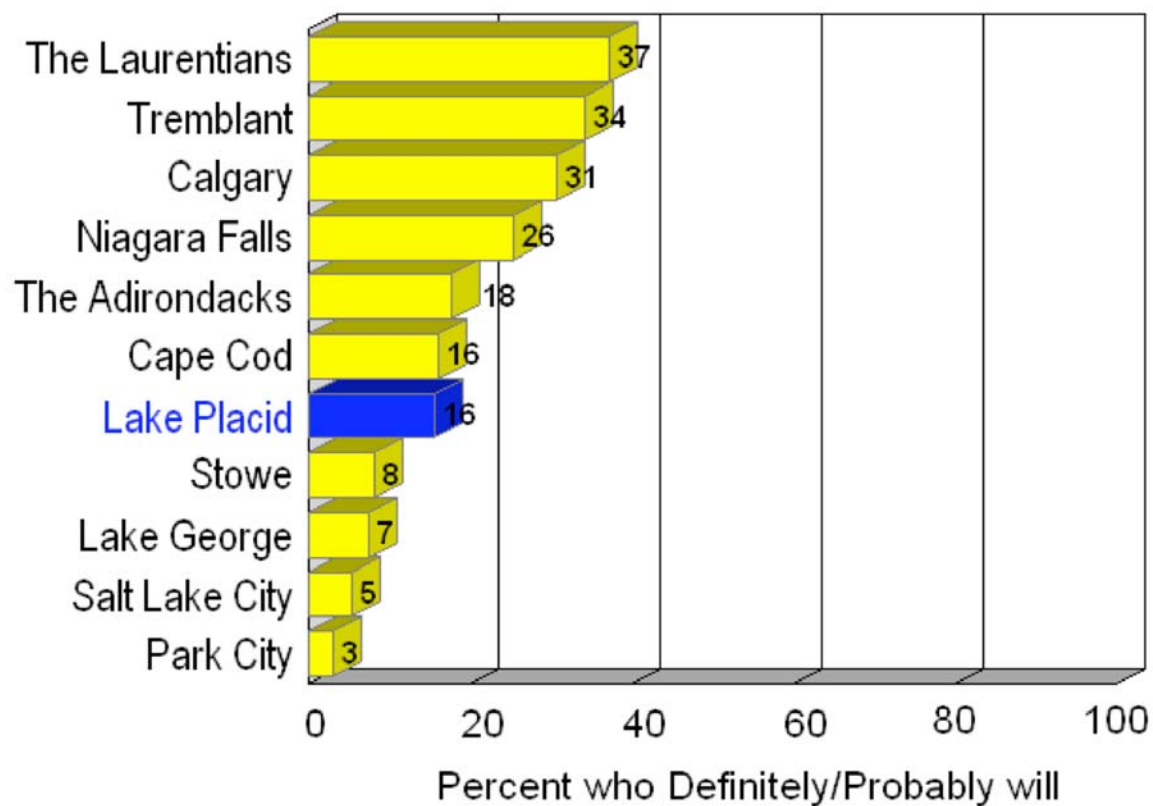
Intent to Visit Lake Placid in the Next 2 Years Based on Largest Park in U.S Passage – Ottawa



Largest Park in U.S



Intent to Visit within the Next 2 Years – Ottawa



So who should you
target, why and where?

Methodology



- ◉ **Longwoods Travel USA®** annually contacts about 2 million 18+ year-old individuals across the U.S. via a major online consumer panel which is balanced to be statistically representative of the population in terms of demographic characteristics.
 - ◉ *The panel is continuously refreshed to maintain this balance.*
 - ◉ *The survey is fielded quarterly to maximize accuracy of trip detail recall.*
 - ◉ *The response rate for the 2007 survey was approximately 10%.*
- ◉ Overnight marketable trip sample from the Region Q2 and Q4:
 - ◉ *Spring (April - June) = 2,102*
 - ◉ *Fall (Oct.- Dec.) = 1,752*

Regional Travel Market Area



- ◉ *Regional travel market consists of the following:*

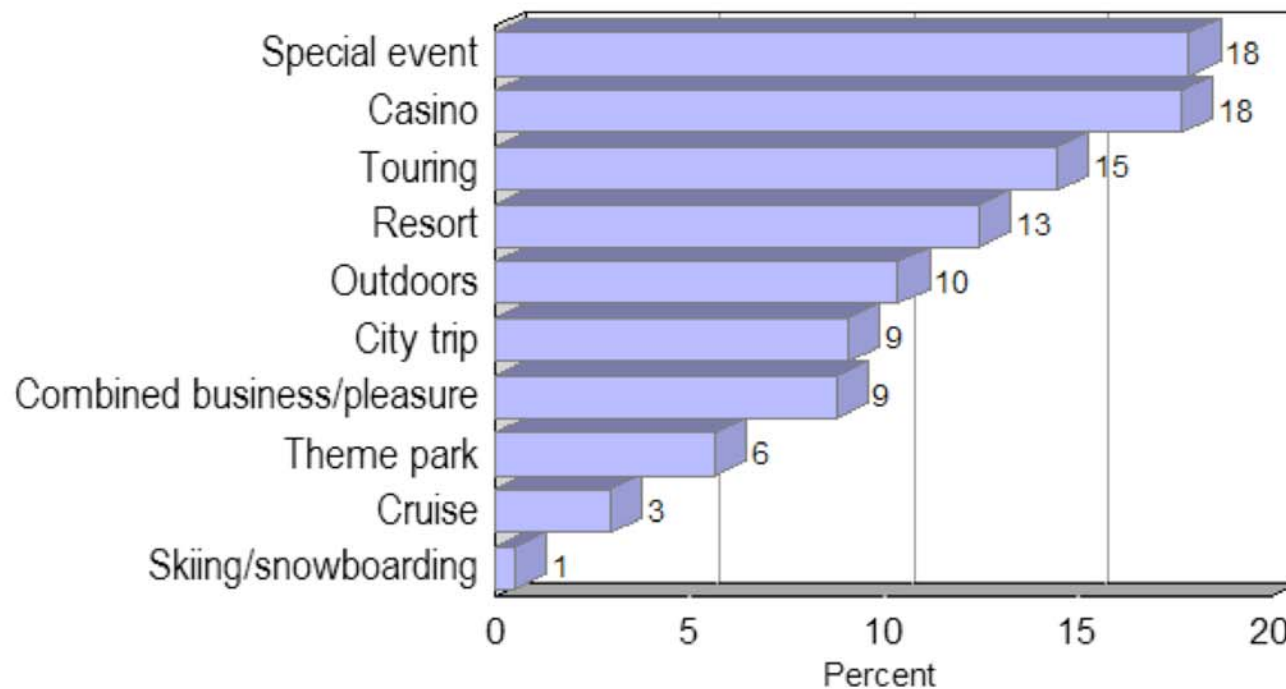
- ◉ Albany, NY
- ◉ New York Metro (Ex Westchester CT)
- ◉ Westchester, CT county
- ◉ Burlington-Plattsburg, NY-VT
- ◉ Boston, MA
- ◉ Springfield-Holyoke, MA
- ◉ Hartford-New Haven, CT
- ◉ Harrisburg-Lancaster-Lebanon-York, PA
- ◉ Philadelphia, PA
- ◉ Wilkes Barre-Scranton, PA
- ◉ New Jersey

The Spring Traveler April – June

Lake Placid Region Overnight Marketable Trip Mix — 2007 Travel Year



Base: Spring Travelers



Segment Definitions



Travel USA® analysis will focus on the most prominent trip types taken by residents of the Region in the spring and fall seasons.

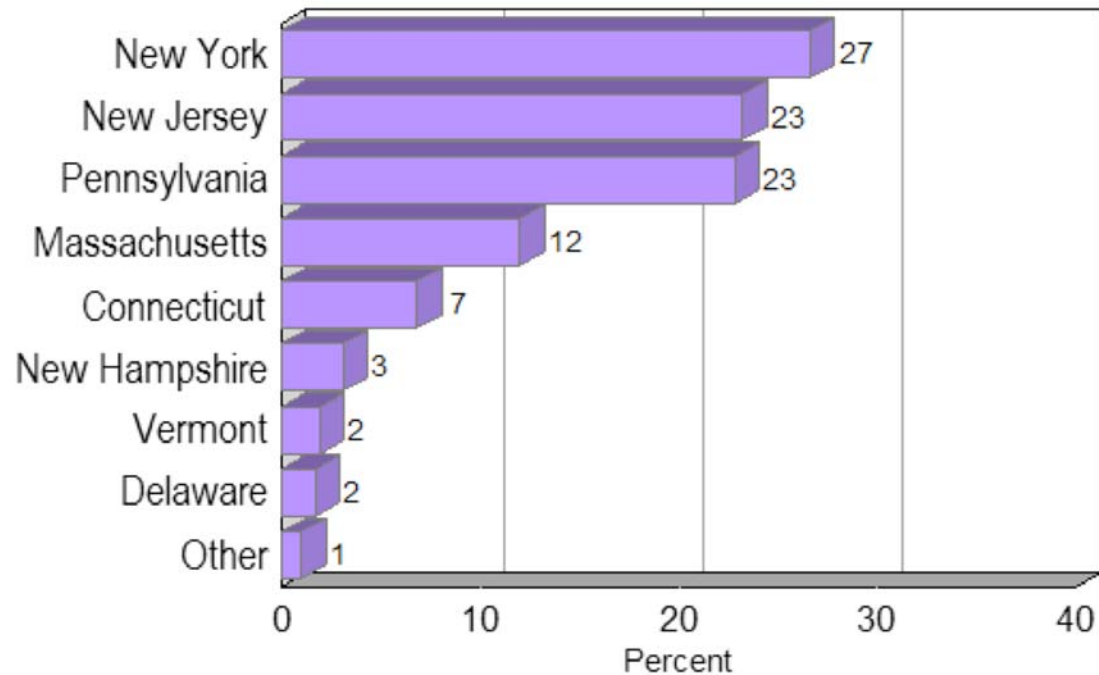
- ◉ A **Touring Trip** is a trip by car, bus, or train through areas of scenic beauty, cultural or general interest. You may have flown to a destination before beginning your trip through the region.
- ◉ A **Country Resort Trip** is a trip to a resort to relax, enjoy sports, recreation, etc.
- ◉ A **Special Event Trip** is a trip taken primarily for the purpose of attending an event such as a fair, festival, pageant, race, sports meet, or a professional or college ball game.
- ◉ An **Outdoors Trip** is a trip whose main purpose is to experience the natural environment where you may engage in outdoors activities such as camping, hunting, fishing, hiking, or rafting.

Potential Sources of Business

State Sources of Business



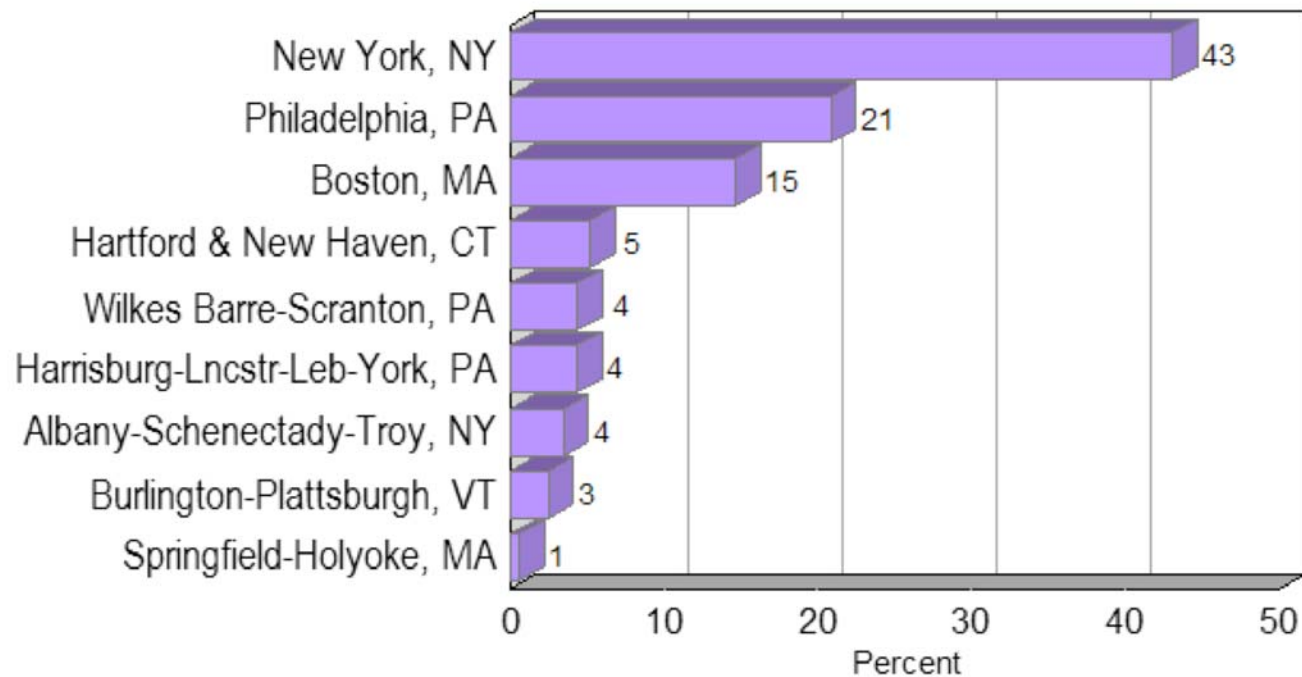
Base: Spring Travelers



Urban Sources of Business



Base: Spring Travelers

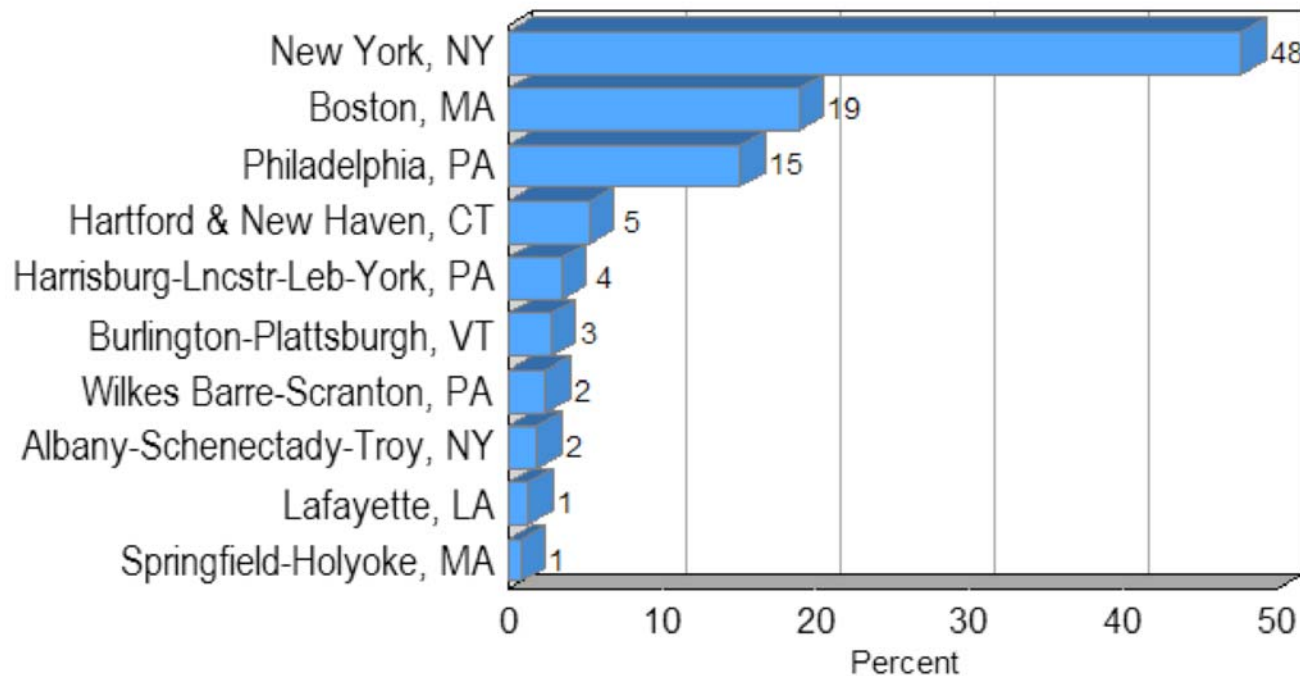


Urban Sources of Business by Trip Type

— Touring Trips



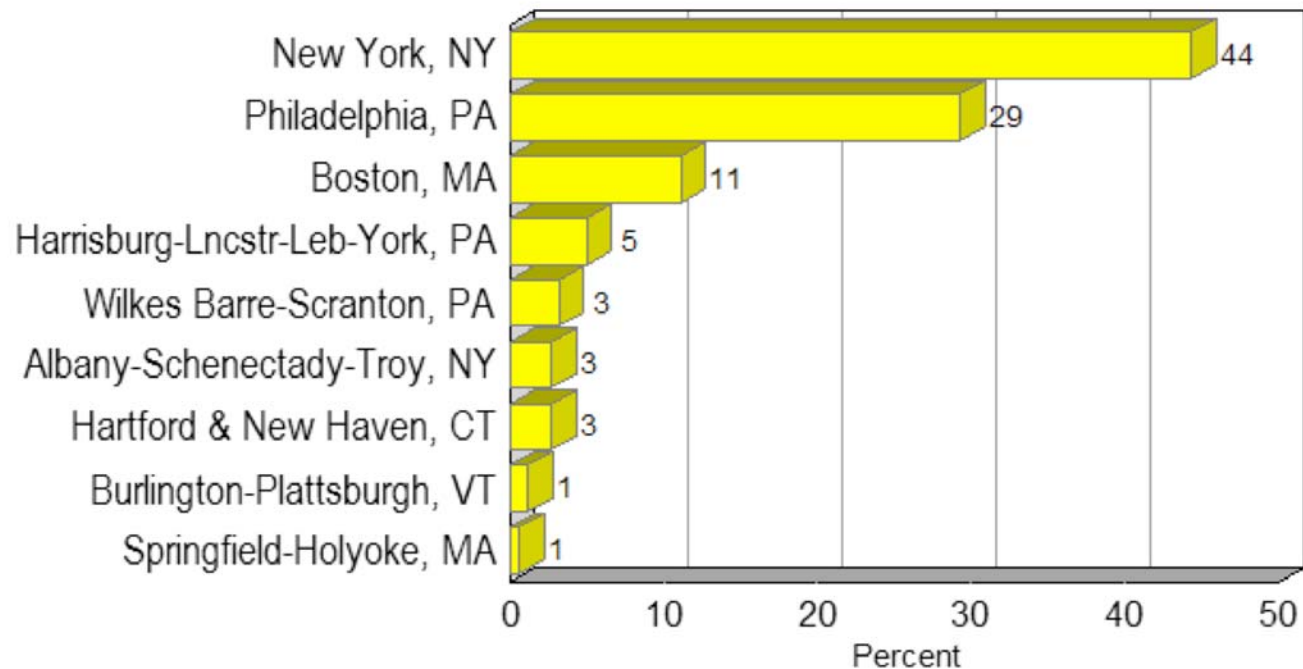
Base: Spring Travelers



Urban Sources of Business by Trip Type — Resort Trips



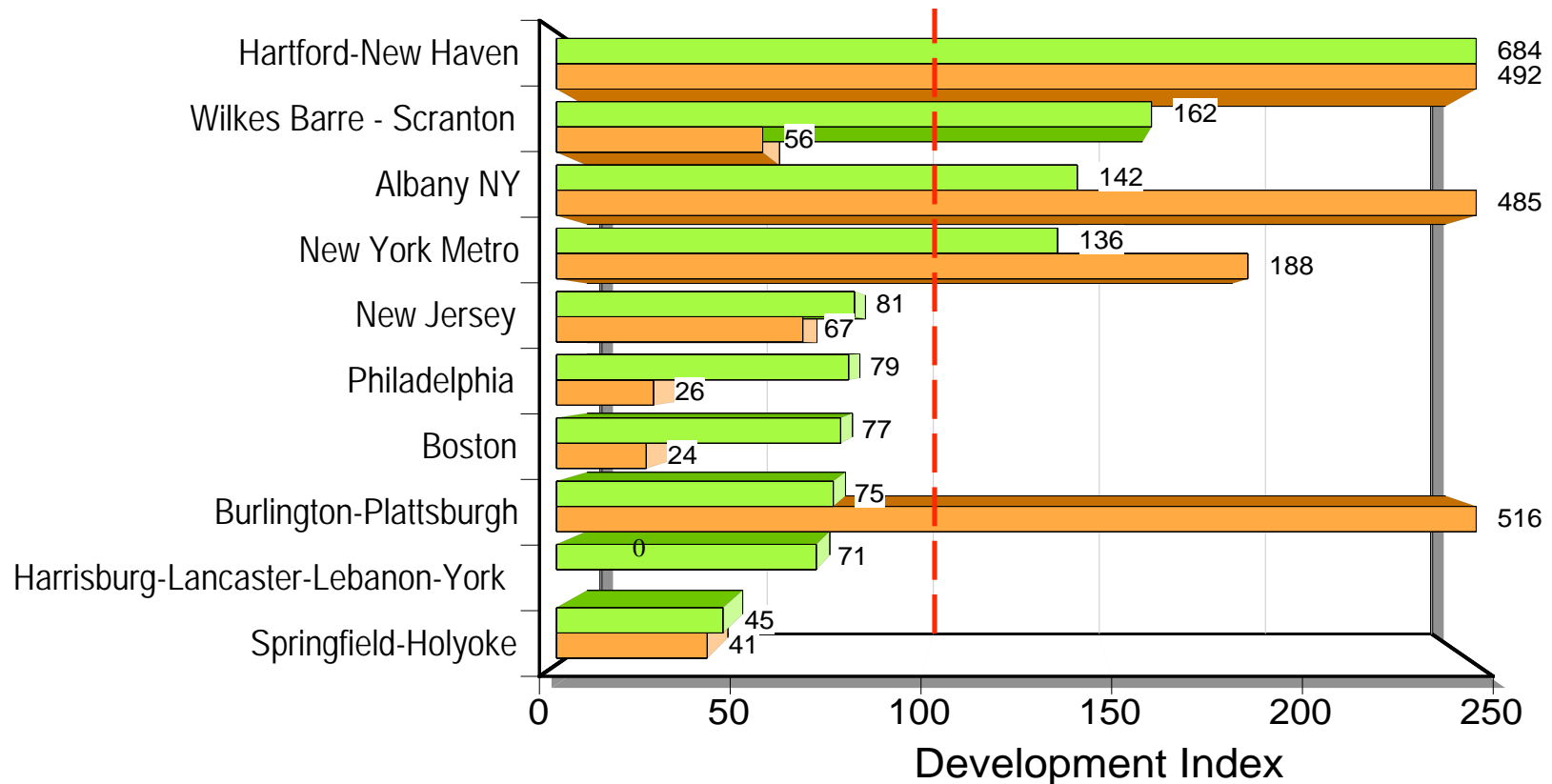
Base: Spring Travelers



Market vs. Brand (Lake Placid) Development — Region



MDI = % Traveling to anywhere in U.S. / % of Population
BDI = % Traveling to NYS / % of Population



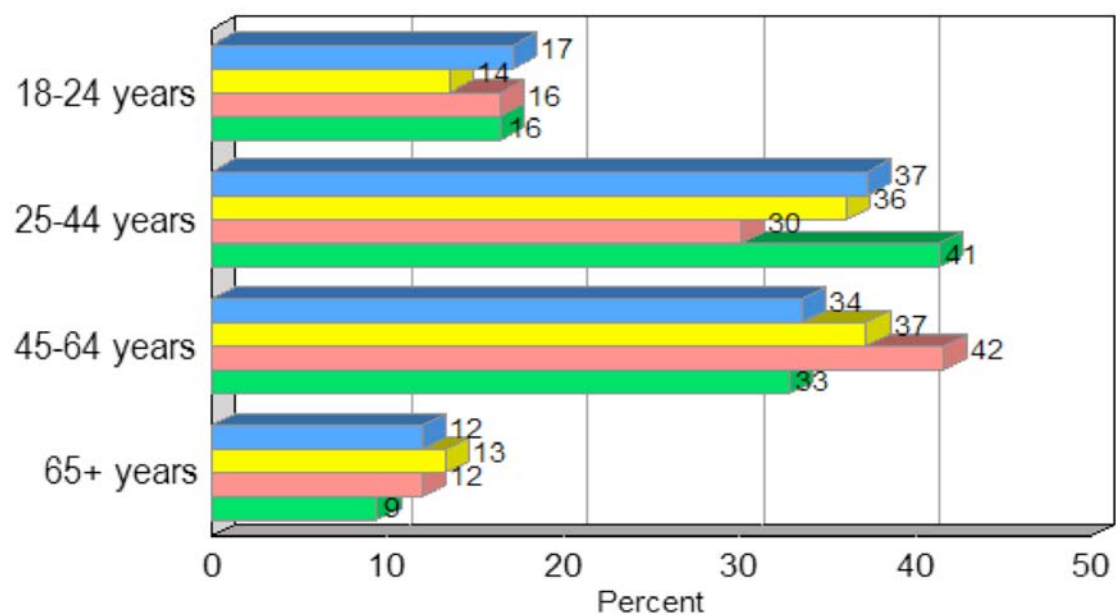
*Caution low base used for BDI
sample size =130

MDI *BDI

Age



Base: Spring Travelers



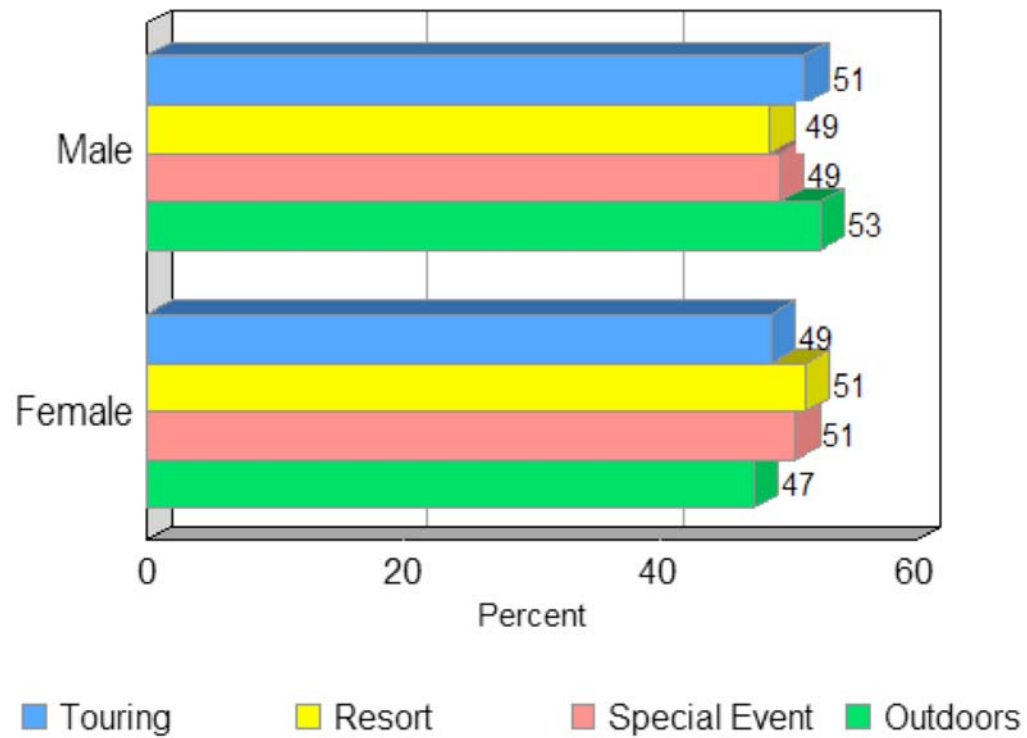
■ Touring
 ■ Resort
 ■ Special Event
 ■ Outdoors

	<u>Touring</u>	<u>Resort</u>	<u>Special Event</u>	<u>Outdoors</u>
Average Age:	43.6	46.4	45.6	41.8

Gender



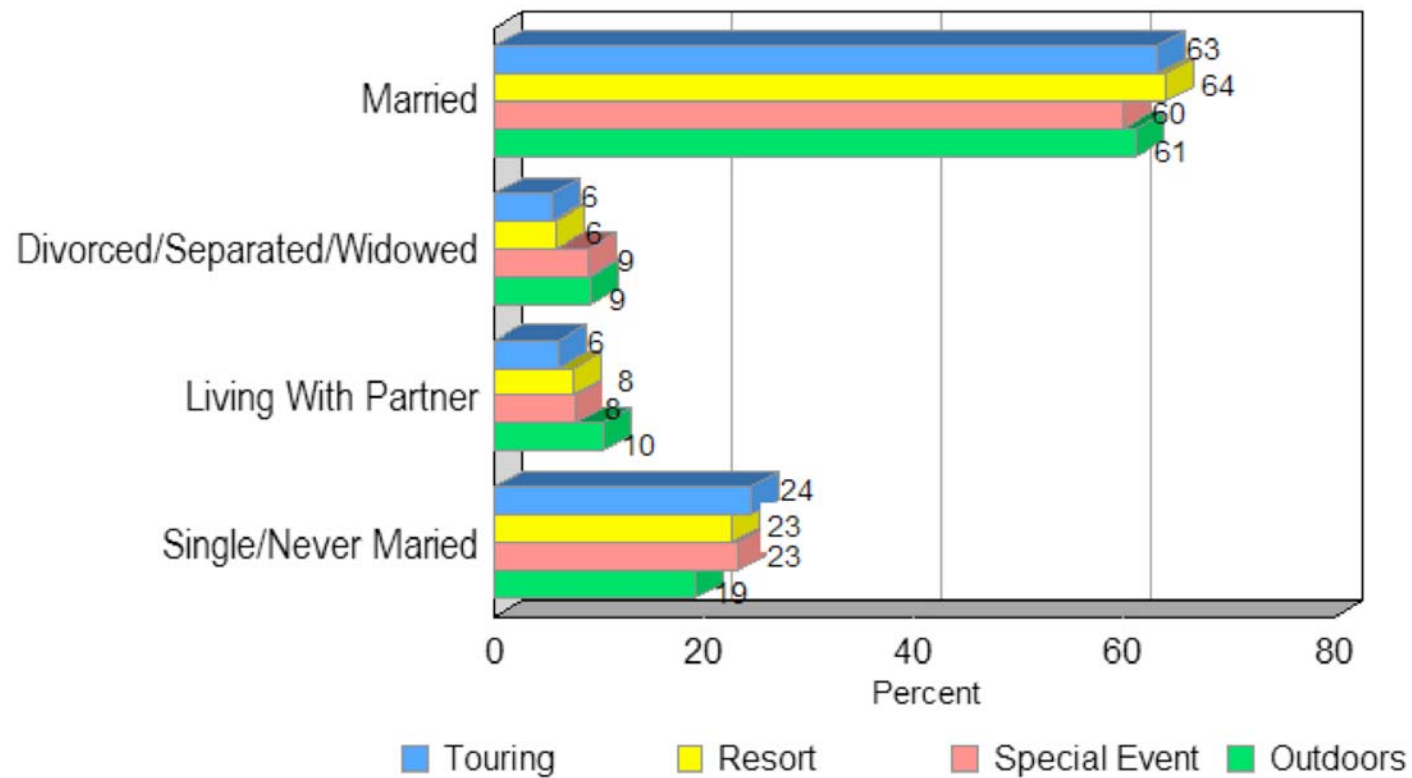
Base: Spring Travelers



Marital Status



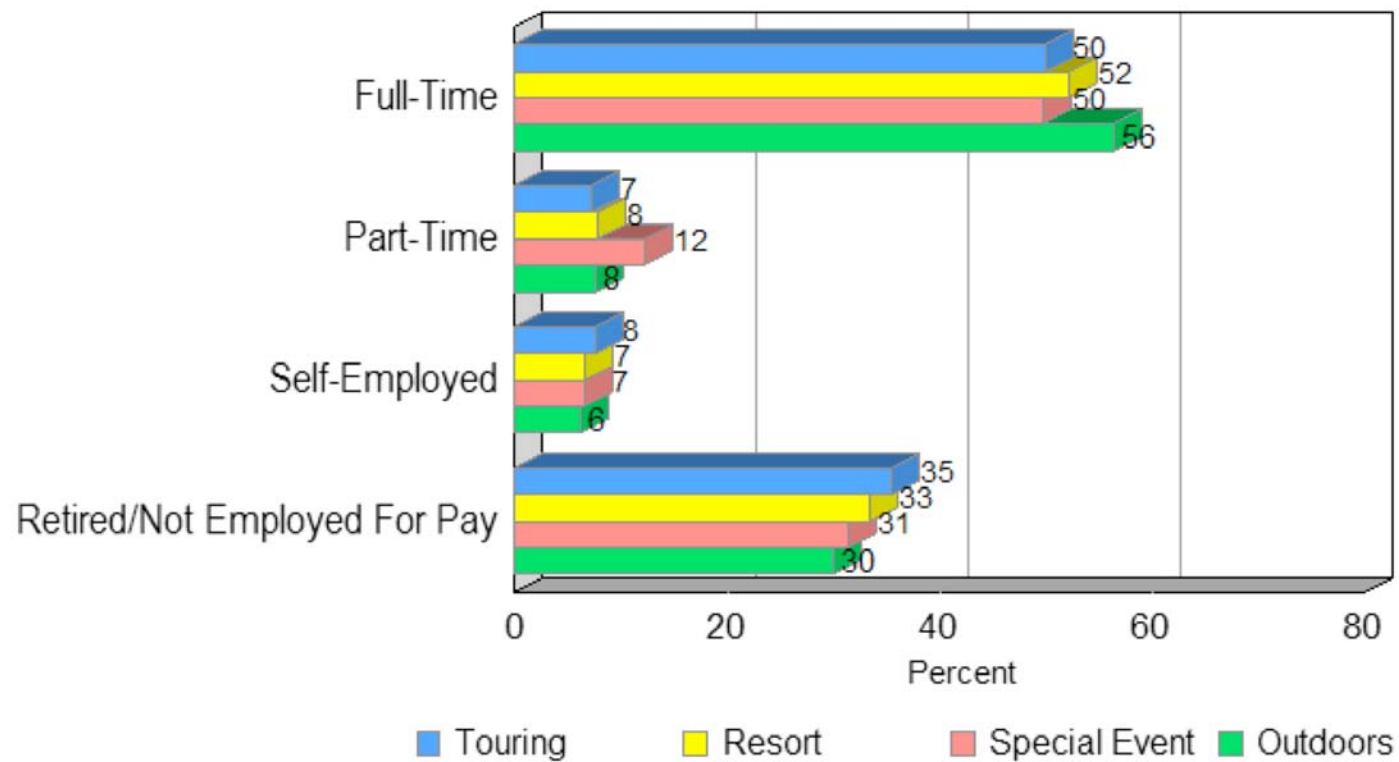
Base: Spring Travelers



Employment



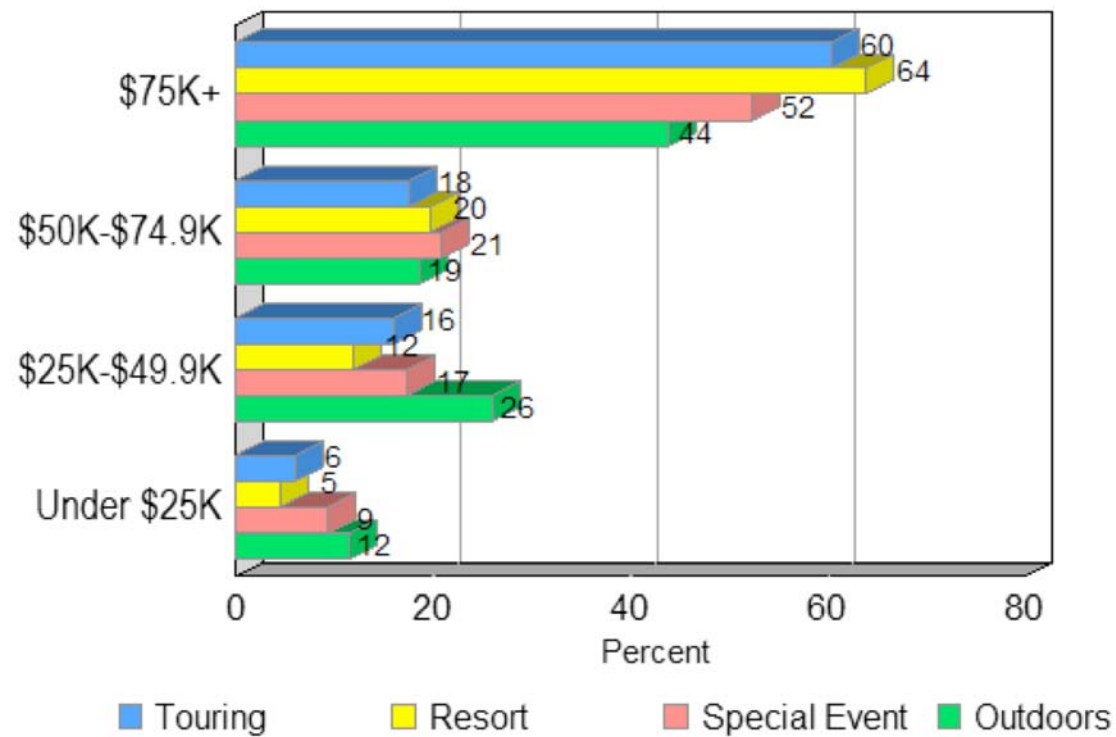
Base: Spring Travelers



Income



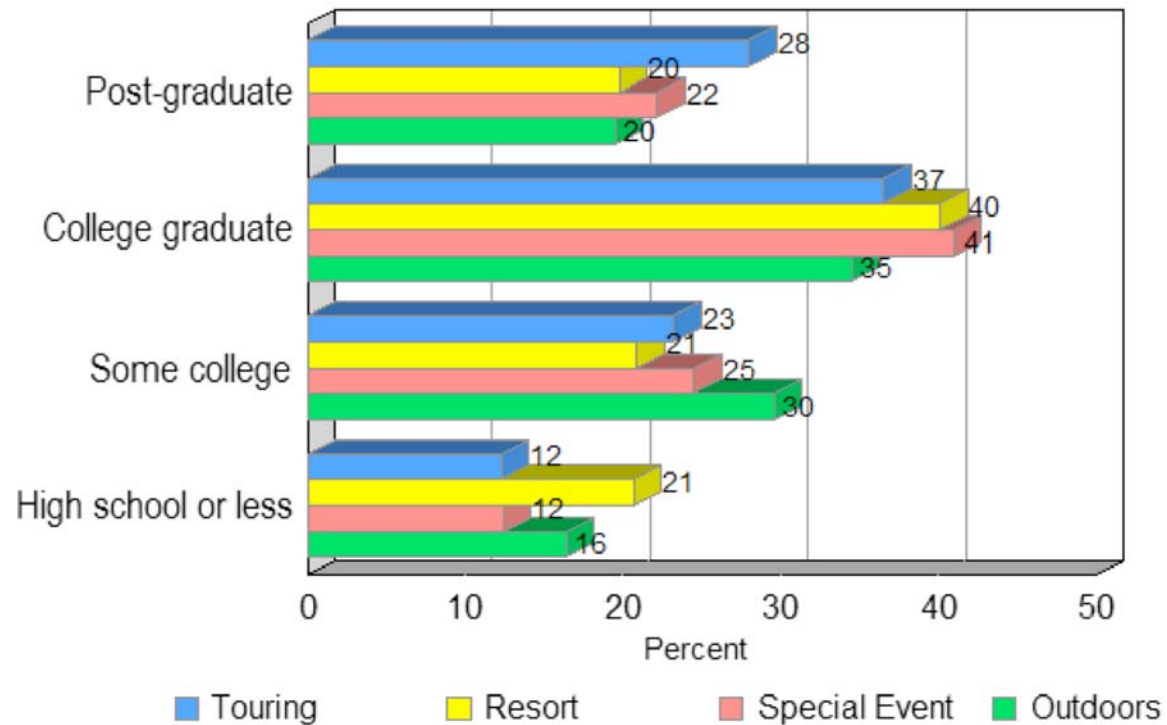
Base: Spring Travelers



Education



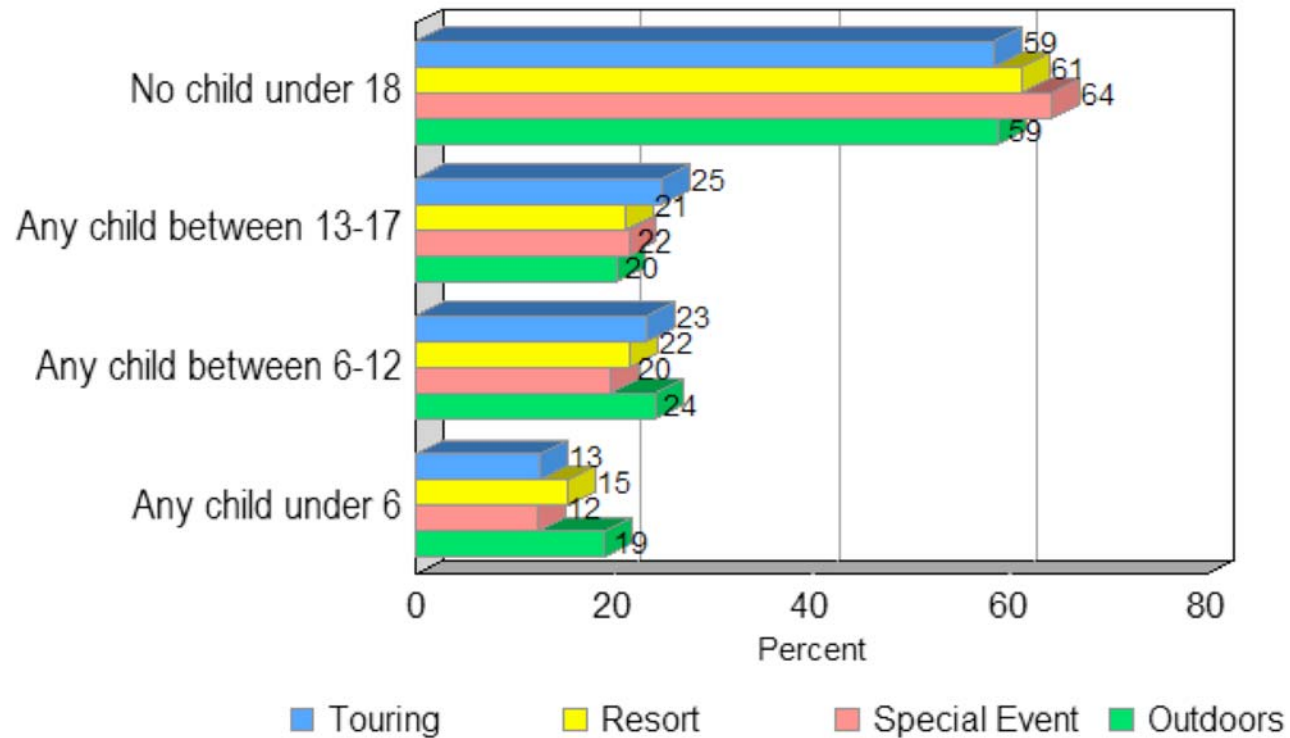
Base: Spring Travelers



Children in Household



Base: Spring Travelers

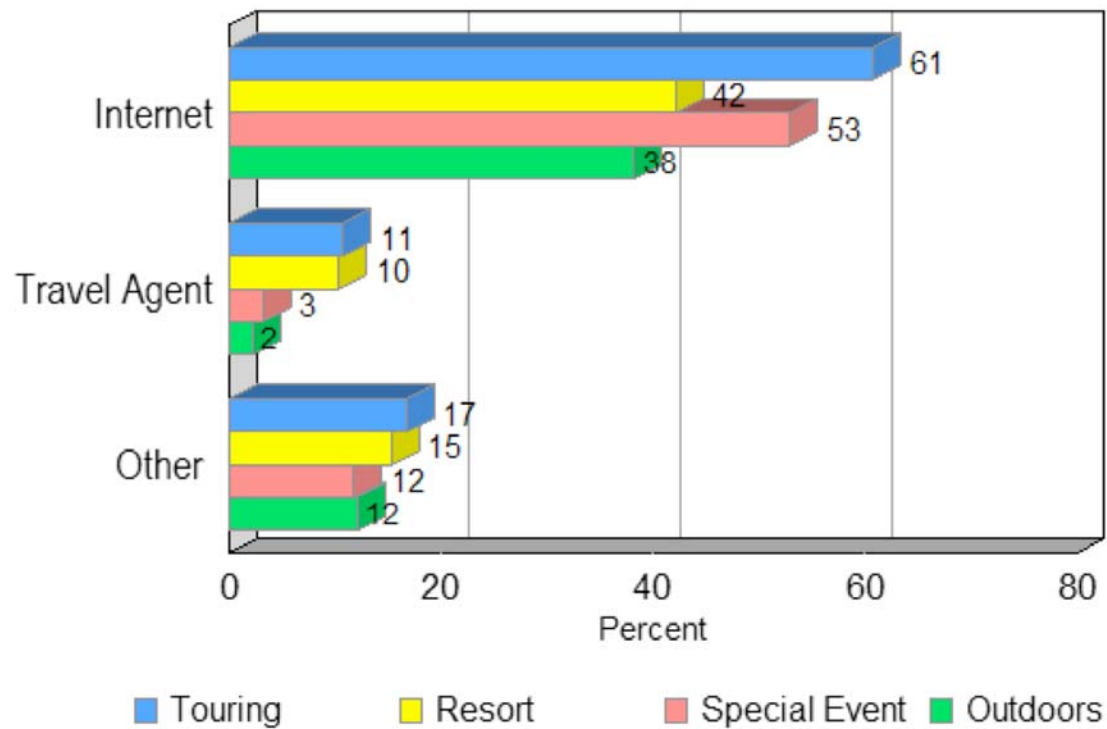


Trip Characteristics

Information Sources Used to Plan Trip



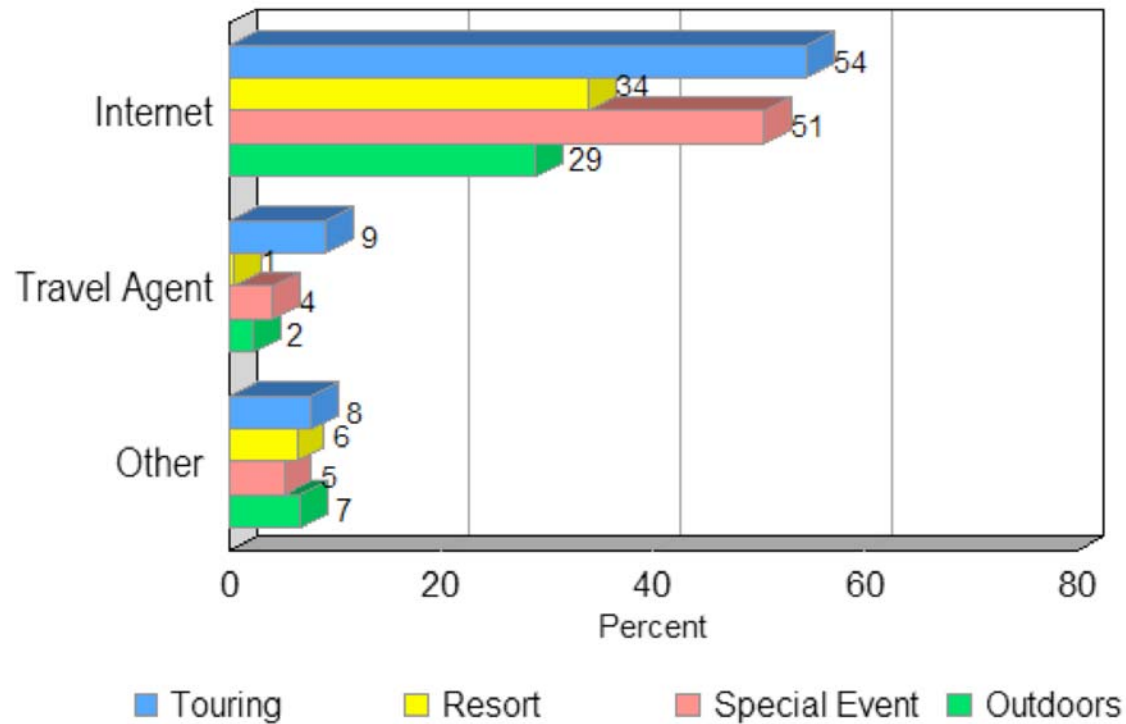
Base: Spring Travelers



Method Used to Book Trip



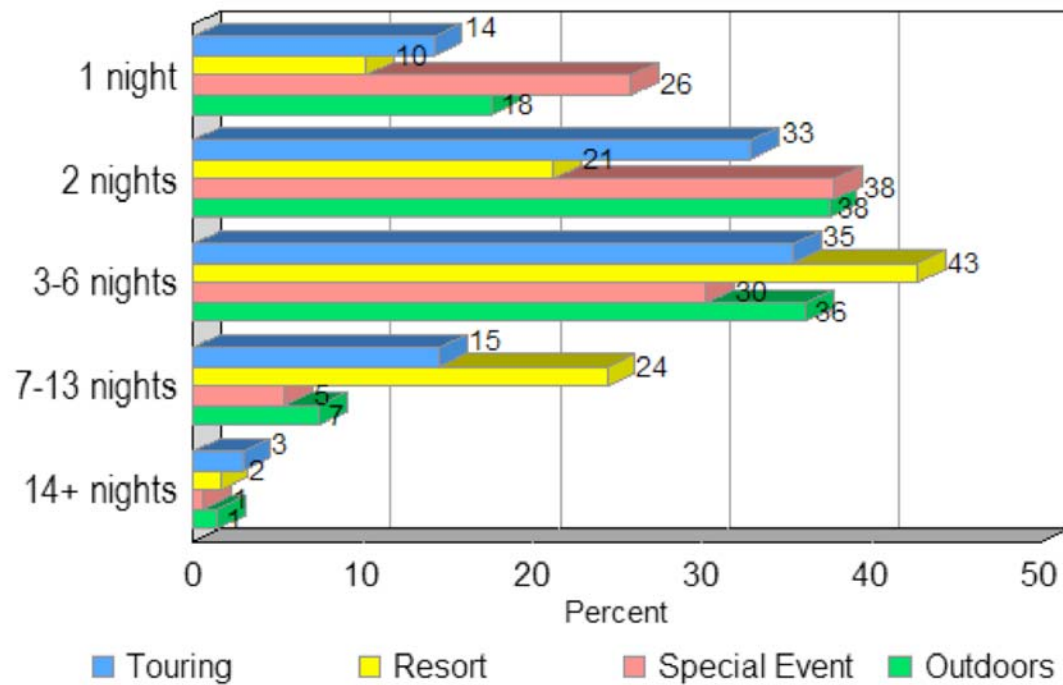
Base: Spring Travelers



Total Nights Away



Base: Spring Travelers

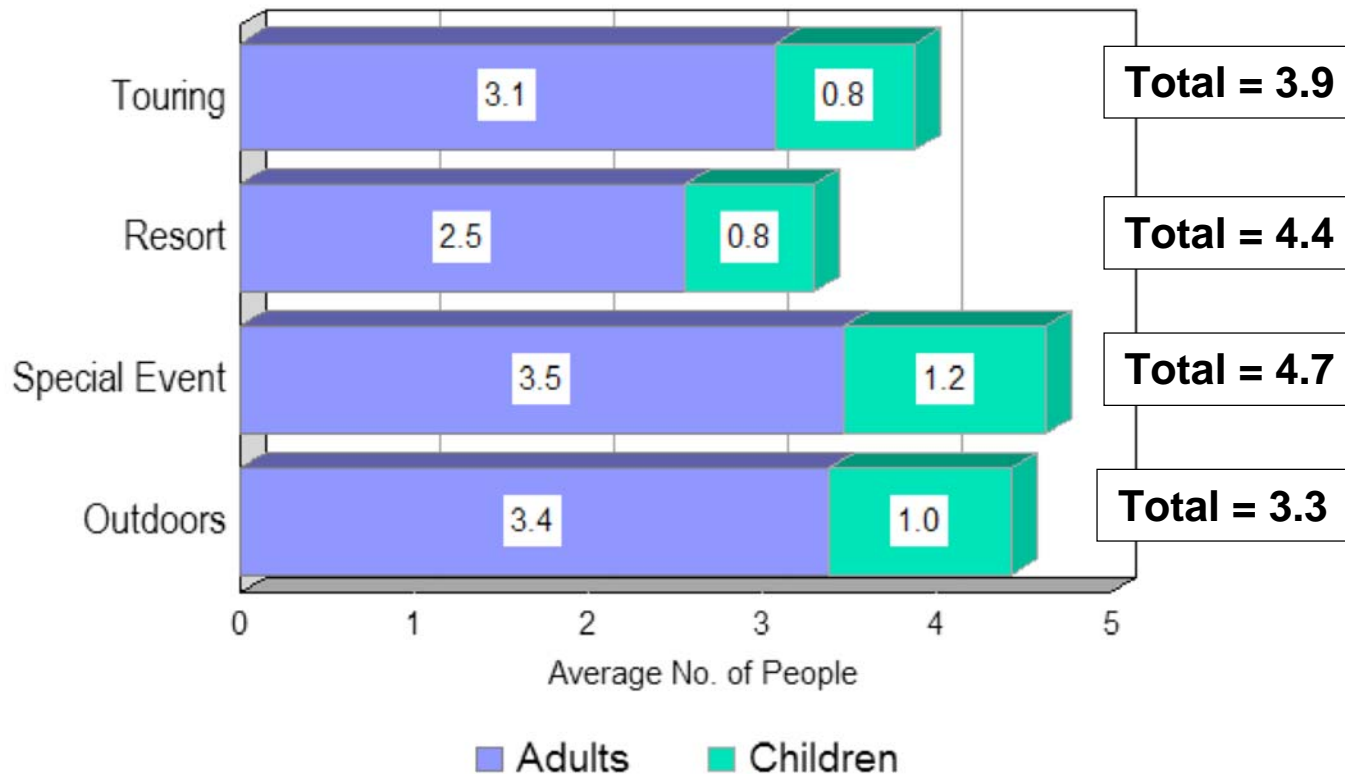


	<u>Touring</u>	<u>Resort</u>	<u>Special Event</u>	<u>Outdoors</u>
Average Nights Away:	4.27	4.62	2.71	3.41

Average Size of Party



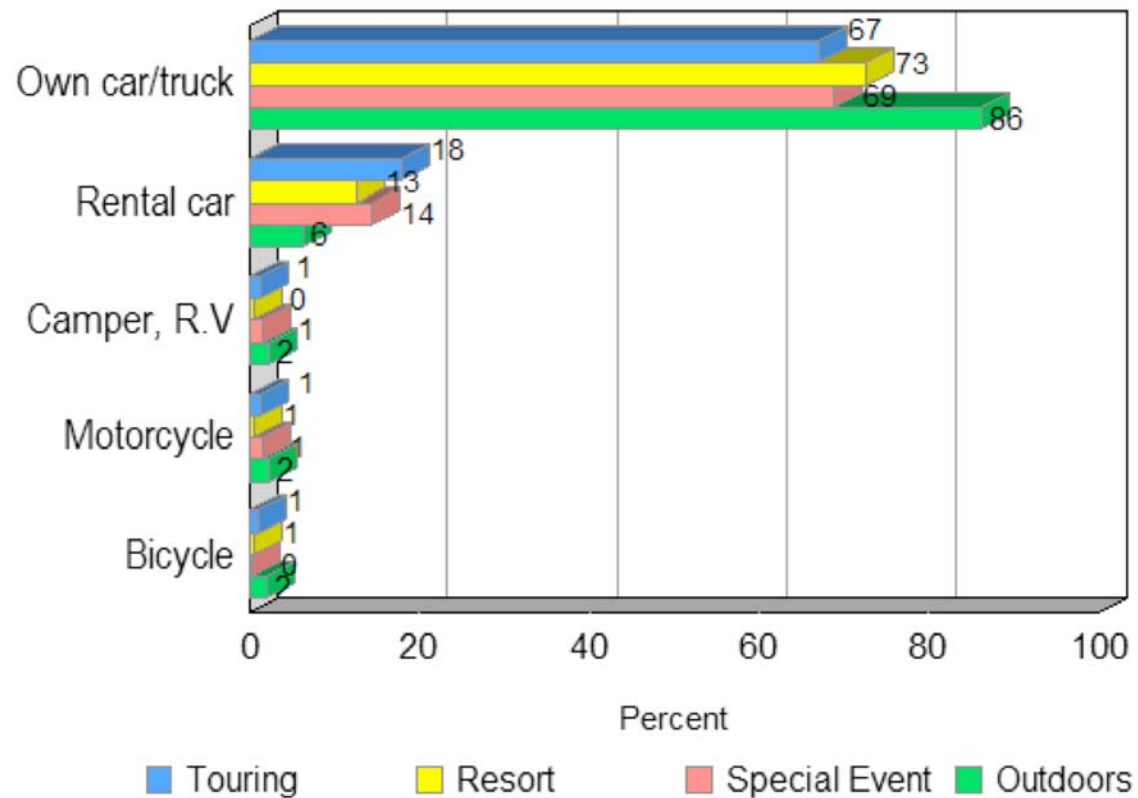
Base: Spring Travelers



Types of Transportation Used — Personal Vehicles



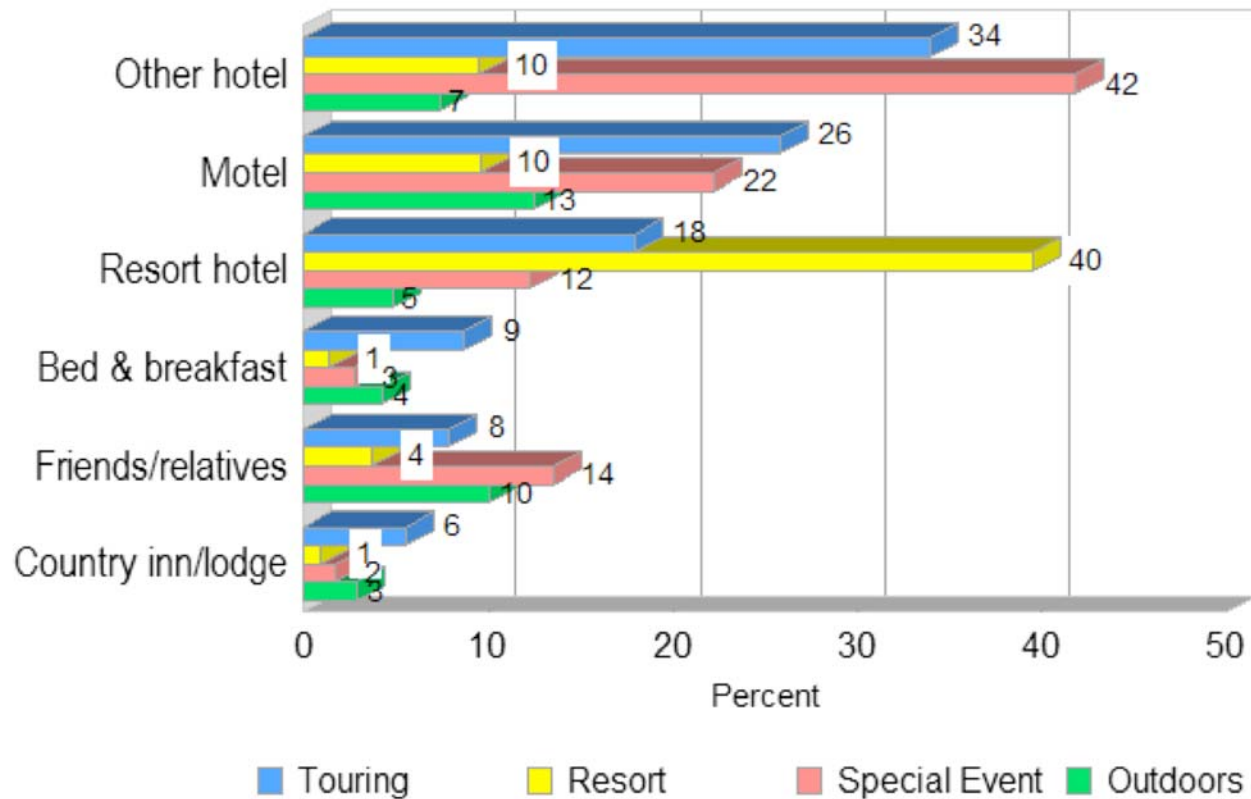
Base: Spring Travelers



Accommodations



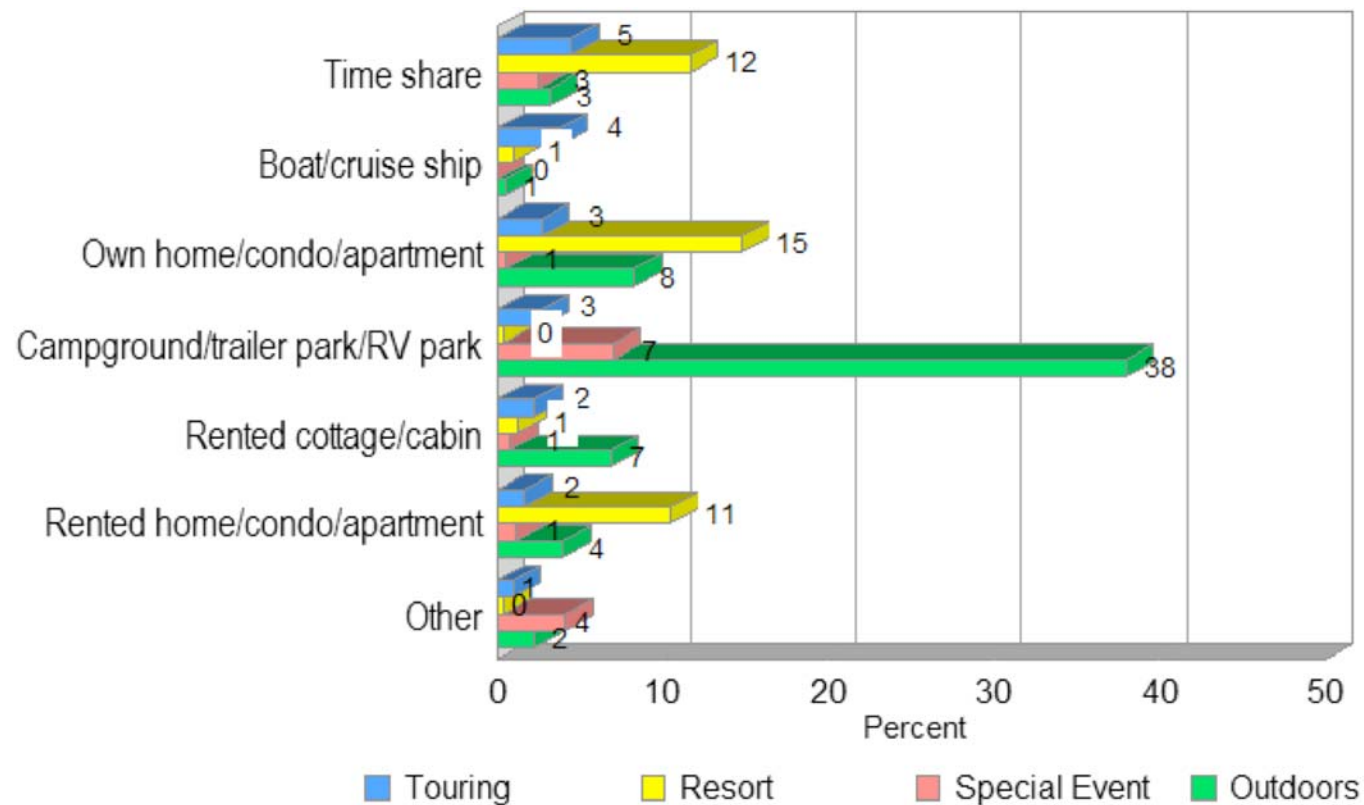
Base: Spring Travelers



Accommodations (Cont'd)



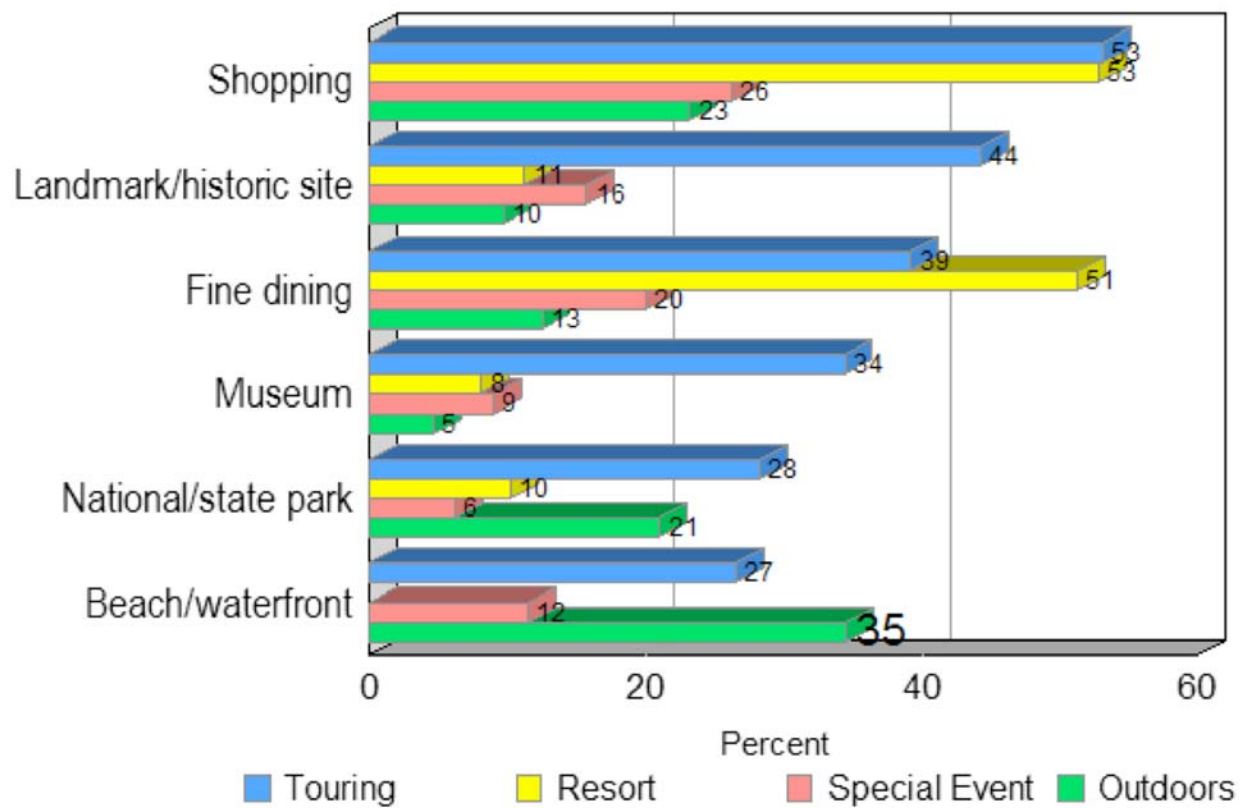
Base: Spring Travelers



Trip Experiences and Activities



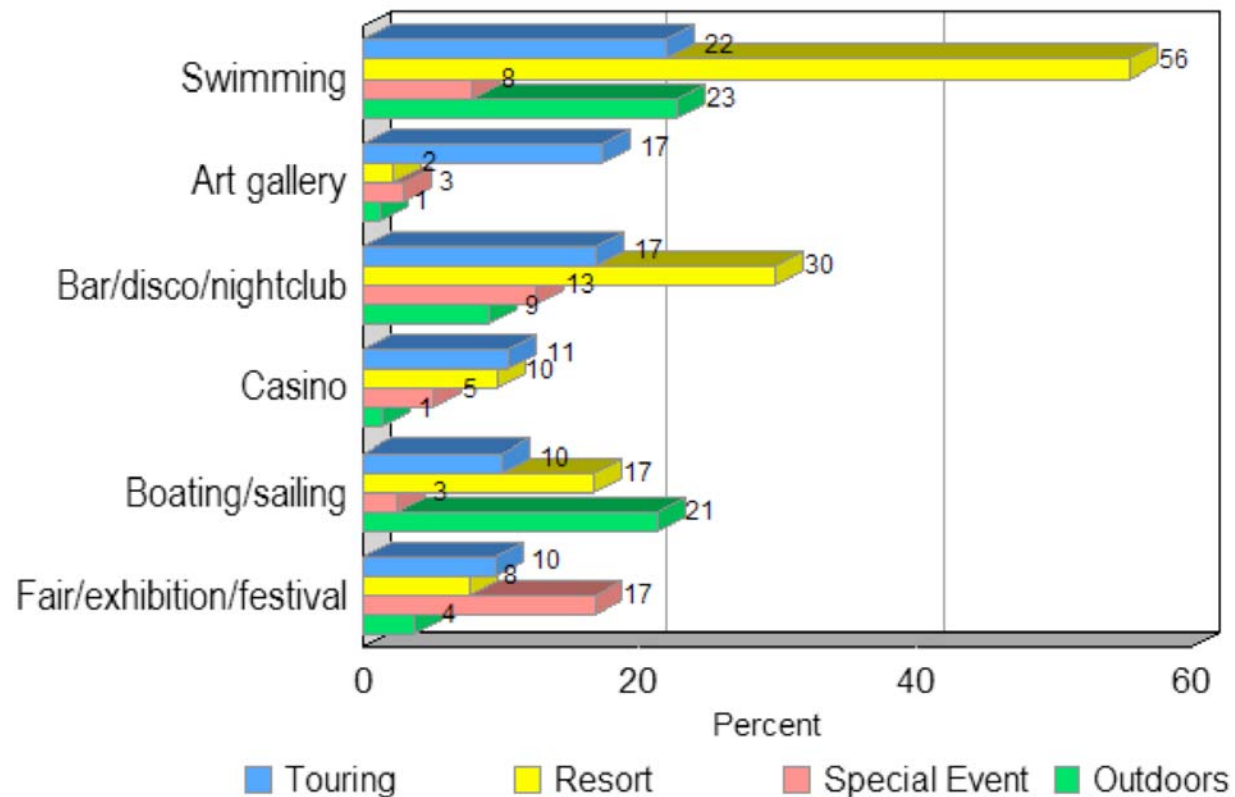
Base: Spring Travelers



Trip Experiences and Activities (Cont'd)



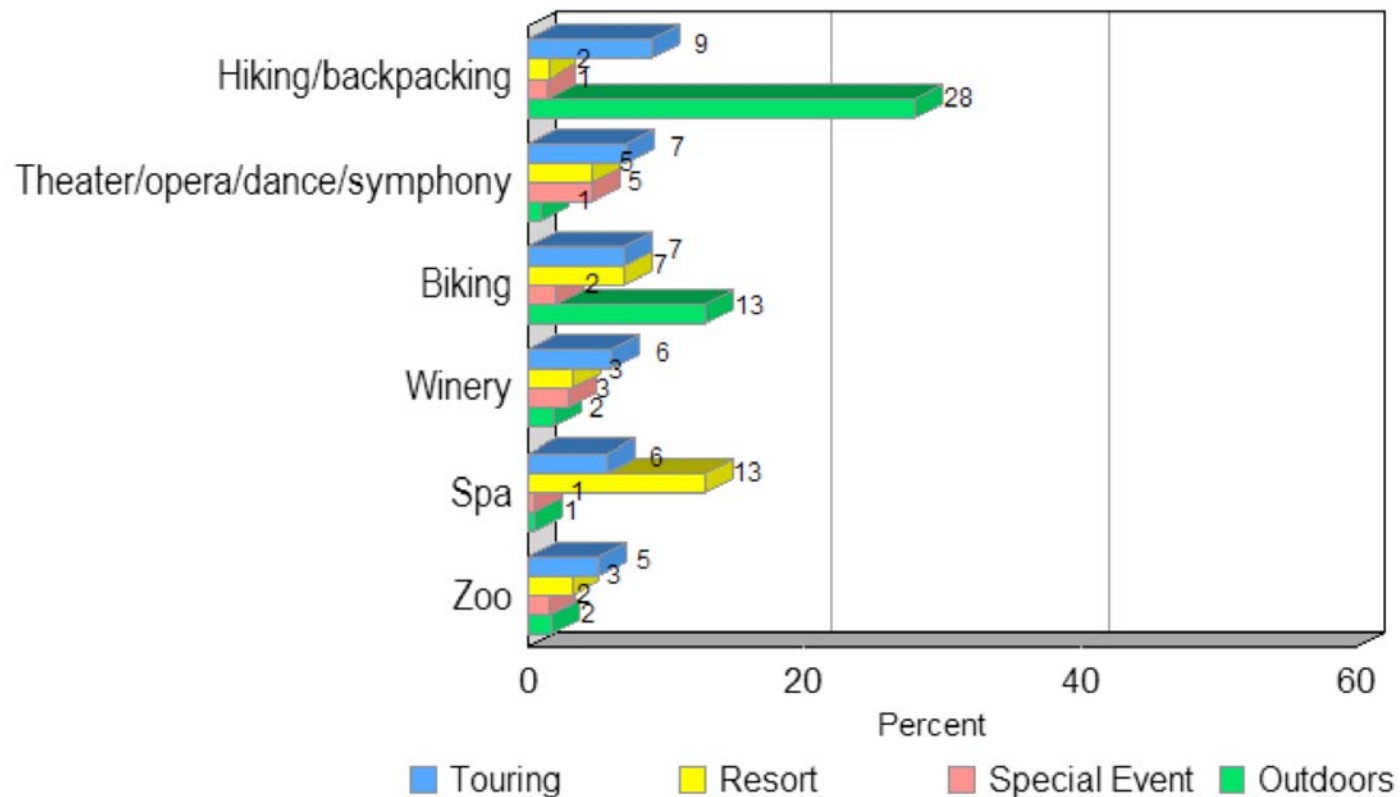
Base: Spring Travelers



Trip Experiences and Activities (Cont'd)



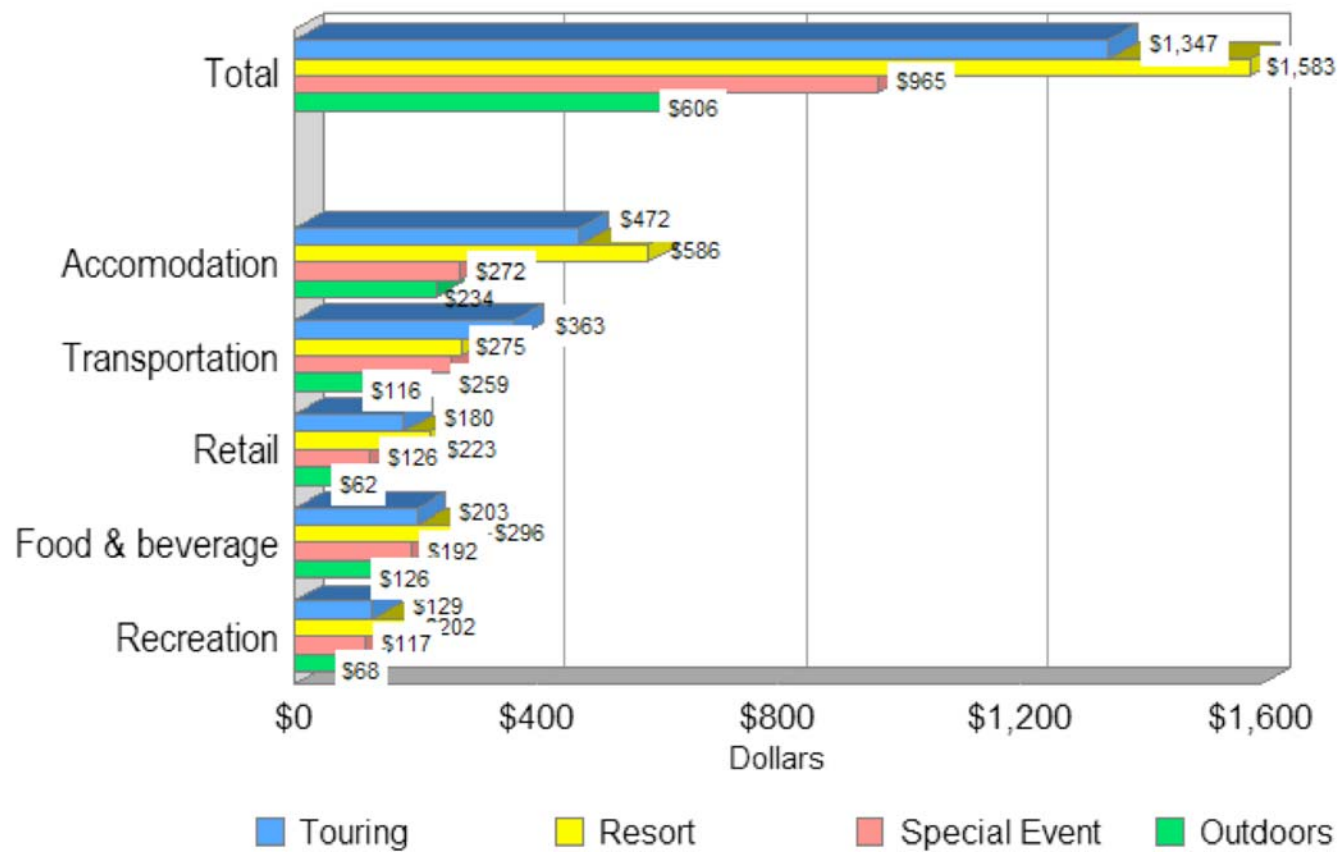
Base: Spring Travelers



Average Expenditures Per Trip



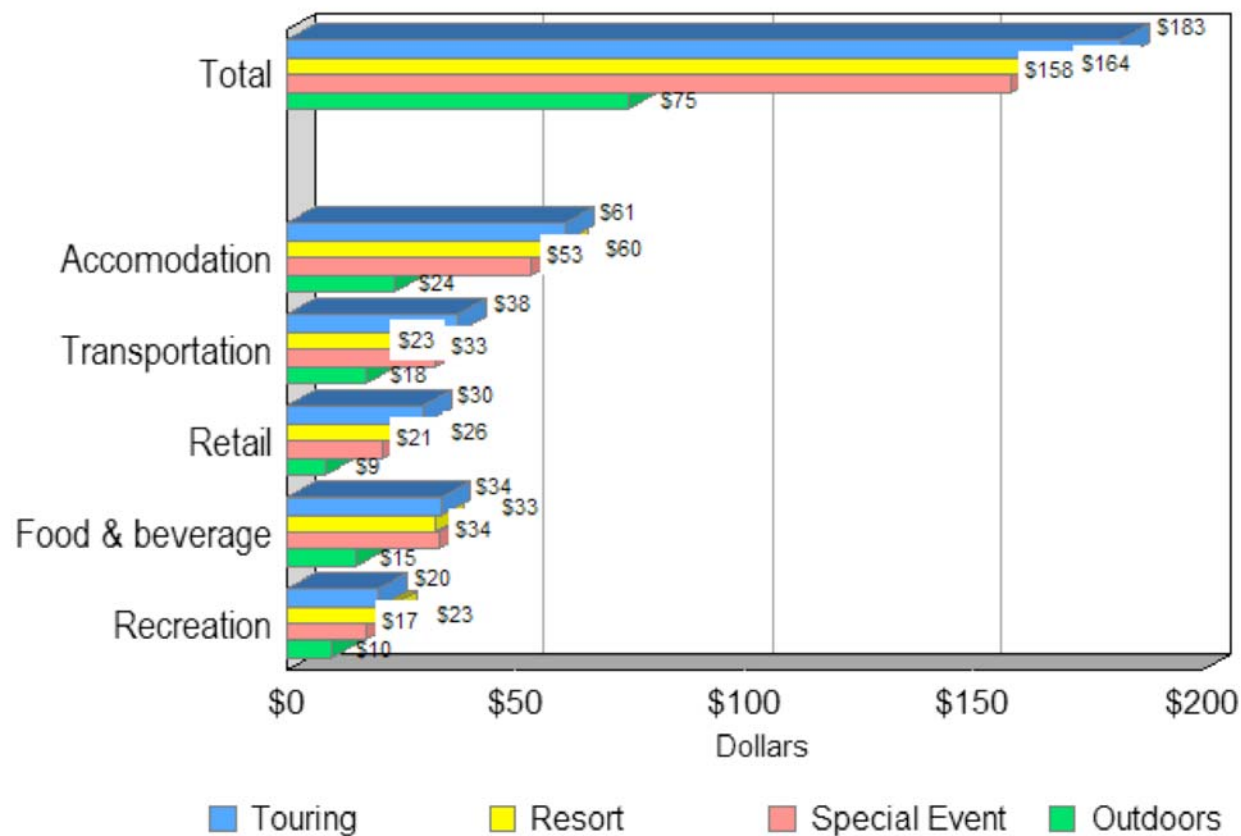
Base: Spring Travelers



Average Expenditures Per Person Per Day

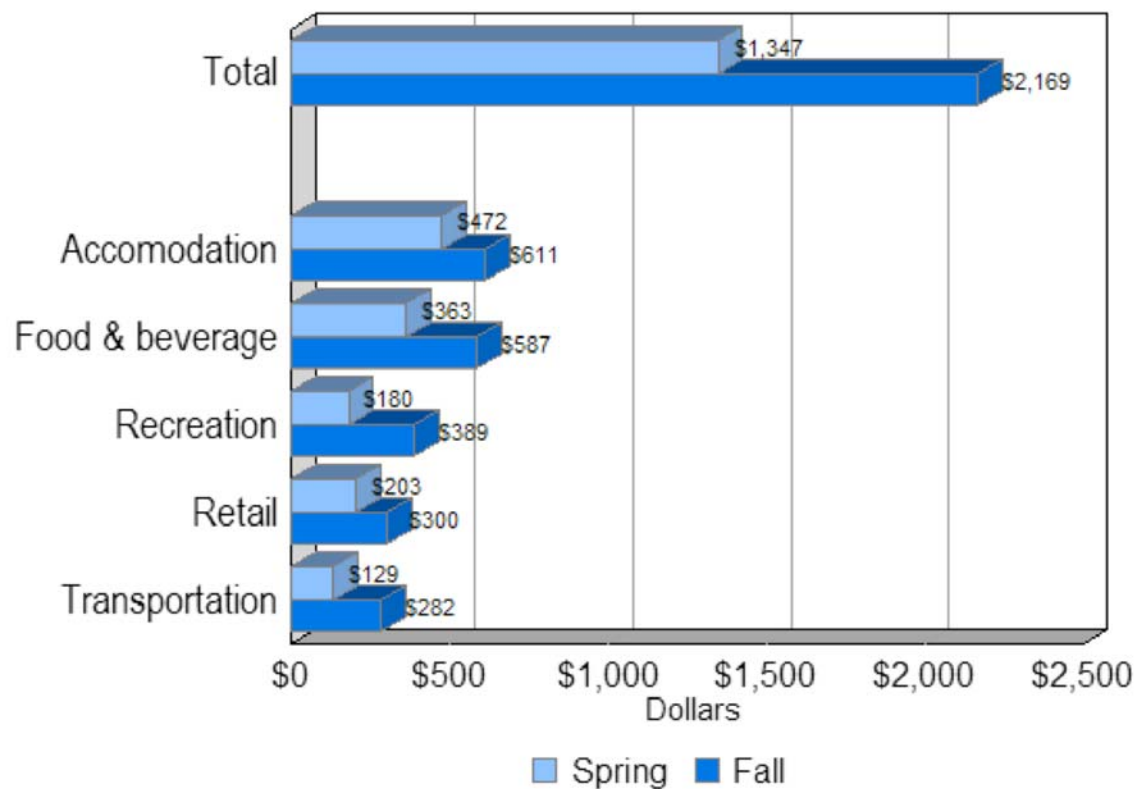


Base: Spring Travelers

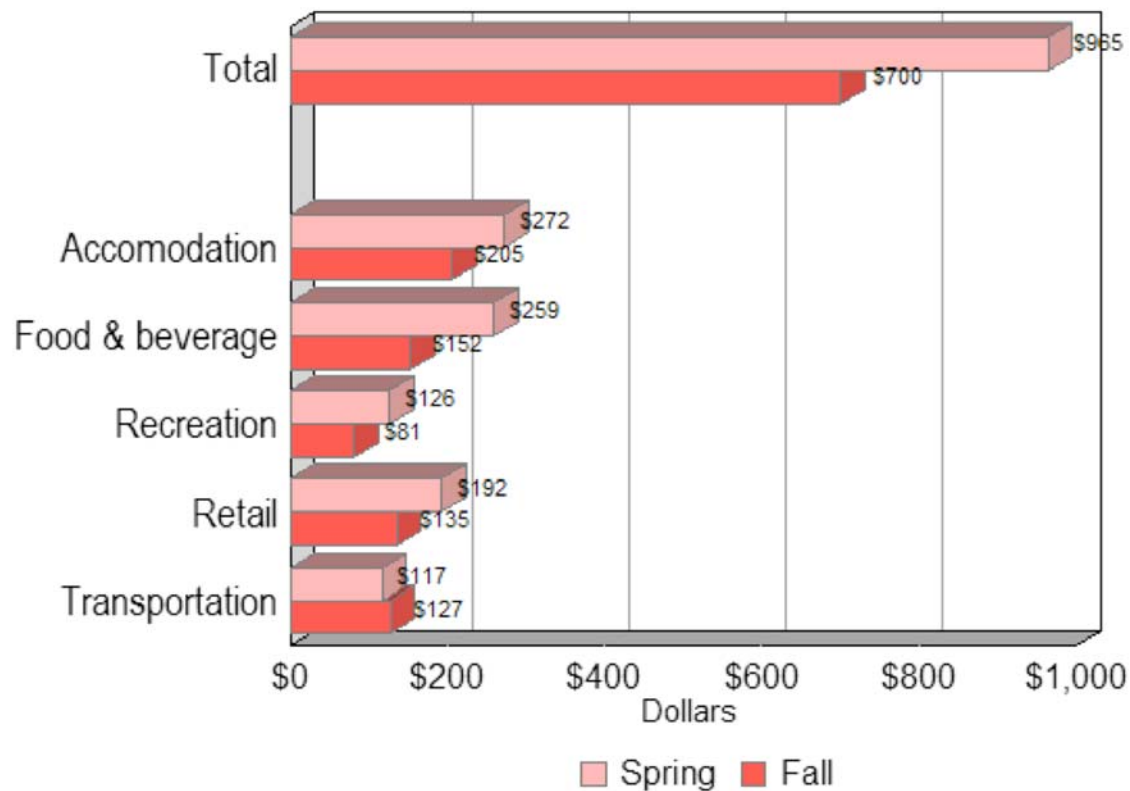


Spring vs. Fall Travelers

Average Expenditures Per Touring Trip— Spring vs. Fall



Average Expenditures Per Special Event Trip— Spring vs. Fall



So what does all this
mean?

Overall Conclusions



- ◉ Lake Placid is generally viewed as similar to, or slightly inferior to most selected competitors in terms of offering “a place I’d really enjoy visiting” regionally, nationally or internationally
- ◉ Regional, National and Canadian markets lack a true appreciation for the Lake Placid, Olympic and surrounding Adirondack Park offering

Overall Conclusions



- ◉ However, Lake Placid over-delivers on visitor expectations and thus has the potential to celebrate its competitive weaknesses, with few exceptions, and deliver on the promise
- ◉ Overall, the Adirondack Park offering is more appealing to Regional, National and Canadian adults than the Olympic Heritage with intent levels increasing well above the general 14% of adult residents to upwards of:
 - ◉ *44-54% after reading the Adirondack Park passage vs.*
 - ◉ *30-32% after reading the Olympic Heritage passage*

Overall Conclusions Cont'd.



- ◉ The Park also appears to offer a point of differentiation, complementary assets, and is more appealing and motivational in most markets, not to mention the Adirondacks
- ◉ That said, the Olympic offering/venues provide complementary assets enhancing the destination offering in line with important destination attributes, but should arguably not take center stage as part of a brand positioning or messaging platform

Overall Conclusions Cont'd.



- ◉ 15-25% of adults 18+ in the select markets have ever visited Lake Placid while 32 to 45% indicate they would enjoy visiting
- ◉ Unaided levels of communications awareness range between 16-26%
- ◉ In going to market, consideration should be given to differences in travel motivators in the three market areas, and thus the Lake Placid brand, although consistent, should be dimensionalized in different ways accordingly

Overall Conclusions Cont'd.



- ◉ Touring, Country Resort, Special Event and to a lesser extent Outdoor segments are ideal segments to target given regional propensities, potent economic return, and parallels between traveler segment desires and your product offering/visitor experience
- ◉ Tier-two regional markets offer low hanging fruit for shoulder seasons given travelers propensity to take trips (MDI) vs. Lake Placid/Essex County's current share of those trips (BDI)
- ◉ These markets are also more affordable to reach and sustain a marketing presence

Overall Conclusions Cont'd.



- ◉ Based on the findings of this study, a positioning that celebrates Lake Placid & Essex County as “the jumping off point for an ideal Adirondack experience” offers the best chance of:
 - ◉ *enhancing destination appeal*
 - ◉ *creating stronger brand differentiation*
 - ◉ *driving increases in visitor volumes in shoulder seasons*
 - ◉ *increasing visitation at Olympic venues*
 - ◉ *overall economic impact to the county*



Thank You

*Lake Placid Image Study & Regional Visitor/Market Opportunity
Analysis Executive Summary - May 2008*