

Tourism Destination Area Nomination Workbook

New York's North Country Region

Why is tourism important to the North Country?

Tourism offers the most viable opportunity to diversity and ignite the North Country economy by capitalizing on existing demand to attract a wide variety of private investment that will transform communities. Tourism is already a \$1 billion industry in the North Country and with its low upfront investment cost and quicker return on investment than many other industries, it is well-positioned to drive a new North Country economy as well as complement other strategic clusters of economic activity. Year-round tourism promotes a more sustainable, stable economy and more jobs; it's the most likely growth industry for this region and will help recruit other types of investment.

The region has a history of hospitality and several successful tourism hubs in place and exceptional four-season outdoor recreational opportunities are poised to leverage private investment in lodging, restaurant, attraction and other types of tourism related venues. Recognizing the transformative potential that tourism has in the North Country, the Regional Economic Development Council is advancing the following strategies:

Put tools in place to attract private investment in tourism which will drive demand to revitalize and diversify communities and create a climate that will allow entrepreneurs to flourish.

Develop tourism infrastructure to transform the Region by driving community development and leveraging private investment in tourism destination area communities and corridors.

The key to these strategies is that they recognize and focus attention on the need to attract and foster development in attractions, facilities and infrastructure conducive to attracting the 21st century traveling public. This is critical to sustaining, spreading and maximizing the North Country's tourism sector and revitalizing communities that have committed to tourism as a major component of their economy and quality of life.

An important element of advancing these tourism strategies is the definition, designation and advancement of “Tourism Destination Areas.” A TDA is a community (or group of communities) that have the critical mass of attractions, amenities, tourism support services, accommodations and infrastructure that enable them to sustain their economy and quality of life in the tourism economic sector. These are centers of activity and enterprise along the Byways and Blueways of the North County in a broadly defined “community” that demonstrates a commitment to making tourism a key economic driver by having engaged in tourism development planning and having initiated local projects whose primary goal is tourism demand generation. The designation as a TDA is an economic development tool to help provide communities with access to programs, financing and opportunities to advance their tourism-related economy.

A TDA has:

- A planning document (such as a destination master plan) that clearly shows success or viable intent to use tourism as an economic development tool;
- A leadership commitment in writing stating that the area is committed to the development of tourism, because it takes many resources within a community to create a successful destination;
- Infrastructure capacity or the capacity for expansion to meet future needs;
- A marketing mechanism (Chamber of Commerce, Visitor’s Center);
- Demonstrated regional leadership by being a “voice” in the region or forging regional connections to foster economic development.

These are some of the key attributes that reviewers will be looking for when evaluating TDA Nomination forms. A TDA is not only a community that currently exhibits all the characteristics mentioned above; communities that demonstrate clear progress and/or potential in key areas will also be considered for TDA designation.

Designated TDAs may have access to financing programs and will be positioned for Priority Project status for CFAs they submit for consideration by the North Country Regional Economic Development Council. Additionally, Tourism Investment Funds will be targeted at private sector investments in designated TDAs.

What is the Tourism Destination Area Self-Guided Nomination Form? And why should you use it?

Around the world tourism destinations are constantly working to distinguish themselves in the marketplace. The emphasis of Tourism Destination Areas (TDA) is to enable your destination and community to operate at the highest level it can achieve and to have access to the tools necessary to achieve your goals. This Form focuses on providing a clear appraisal of your current tourism situation and as part of a process provides the forum to generate discussion for tourism potential in your destination.

The Nomination Form is organized into sections to accompany critical elements identified for a TDA. The Form is designed to ask thought-provoking questions which will allow your destination to realistically assess its current situation. In some cases, the answer may not be a simple yes or no, or the required information may not be readily available. The questions are guides, designed to broaden the way you creatively think about your destination and forcing you to examine everything your destination has to offer, as well as what it lacks. Do not be discouraged if you cannot answer all the questions. Be realistic, gauge where your destination stands. A Glossary of Terms is included to clarify key words.

We recognize that these are challenging questions which we hope will generate much discussion and mobilize your community to take future action. Consider the answers or in some cases blanks, to be measurements to which you can compare future tourism activity. While this process requires a commitment of time and energy, your community's investment will be rewarded through the insights and directions gained.

The Nomination Forms will be reviewed and evaluated by a third-party committee of tourism experts. This process will also help the Regional Council identify clusters of projects or types of projects that are needed in multiple areas of the region so programmatic activity and planning can be directed to those critical areas.

What are the goals your community would like to achieve by undertaking the Tourism Destination Area (TDA) process? (e.g. to increase tourism revenues, improve quality of life, etc.)

1. The quarter-million seasonal visitors we have seek fresh, affordable food.
2. All-season attractive and sustainable mixed use downtown.
3. A business infrastructure to sustain a healthy community with employment opportunities for children to work after their education is complete.
4. Increase and upgrade our lodging capability year-round.
5. Utilize tourism as a means to obtain a year-round economy.
6. Prioritize fixing dam that creates three-season tourism attraction.
7. Easier waterfront access for visitors.
8. Become the significant hub of the Upper Hudson Recreational Hub.

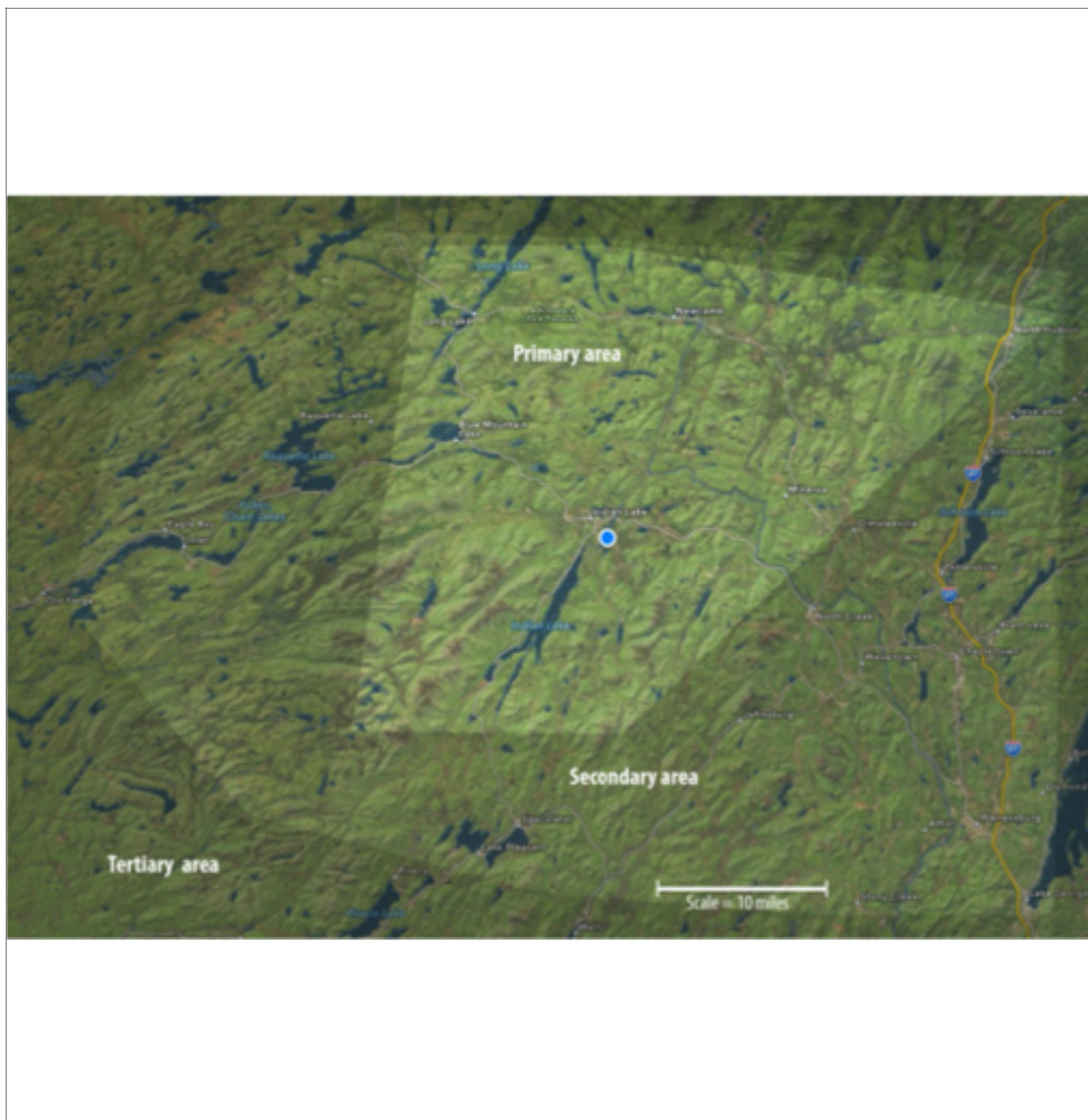
Identify the geographic boundaries covered by your destination. (Remember a TDA can be more than one municipality)

Our geographic boundaries include Indian Lake, Sabael and Blue Mountain Lake.

In certain case-by-case situations, we may refer to the Upper Hudson Recreational Hub (Long Lake, Indian Lake, Minerva, North Hudson and Newcomb) because all these towns face similar issues.

Partnerships also exist between Speculator, North Creek, Inlet, Old Forge, Lake George.

Provide a map of your Tourism Destination Area:



What category best describes this destination?

Core Destination: A clearly defined area of intense tourism activity that can be marketed as a destination. Such a destination likely impacts adjacent neighborhoods and communities.

Area Destination: A zone or group of communities that is brandable for tourism attraction and development. Likely an area based on a cluster of recreational activities or developments associated with a geographic feature or a “trail” of connected thematic attractions.

Hub & Spoke Destination: A destination that has a central community providing key visitor services, but relies on “spoke” activities and attractions in surrounding areas to complete the tourism experience.

What best describes tourism’s current position in the economy of this destination?

Primary activity: Tourism is the primary economic driver for this destination.

Significant activity: Tourism is a significant part of the destination economy, but not the overriding personality of the destination.

Supplemental activity: Tourism plays an important role, but other types of activity substantially drive the economy.

Potential activity: Tourism current role is minor, but planning is underway to increase its contributions to be substantial.

Does the geography of this destination overlap with other tourism destinations?

Please check: Yes No

If so, discuss the other brands that support tourism to this destination or explain how this destination shares things in common with other destinations.

- Upper Hudson Recreation Hub
- Adirondack Experience
- ORDA/Gore Mountain
- Northville/Lake Placid Trail
- Gore Mountain
- Oak Mountain

The rivers are the arteries that cross different boundaries of towns, hamlets, etc. share through snowmobiling, hiking, mountain biking, rafting, camping, paddling, Cross Country skiing, snowshoeing, ice skating, ice fishing, mountain biking Arts Center, Museum, other cultural experiences.

What types of visitors does the destination want target? (I.e. recreational travelers vs. sightseers; vacation home owners vs. hotel users; couples vs. families, etc.)

- All!
- Whitewater rafters
- outdoor recreationalists
- snowmobilers
- families
- sea plane riders
- second-home owners
- generational visitors who come as part of family heritage museum visitors grandparents/parents/kids

What geographic and or niche market does the destination believe it can effectively attract?

- Pennsylvania
- NYC Area of Dominant influence
- Utica
- Albany
- New Jersey
- Syracuse/Rochester
- Lake Placid
- Canada

Section 1: Competitive Advantage

A tourism destination area must possess a competitive advantage over other destinations, something recognizable by visitors as a unique or appealing asset. This competitive edge affords the potential to draw new, significant visitor traffic to an area.

A This area is considered to stand out from other destinations because:

Cultural Assets: Adirondack Museum, Adirondack Lake Center for the Arts, Indian Lake Theater, and Indian lake Museum.

Recreational assets: Both flat and whitewater (4 lakes and 3 rivers); Indian Lake is the Whitewater Capital; authentic Adirondack outdoor activities are available here w/ acres of public lands; 3 peaks providing 360 degree panoramic views; 3 DEC campgrounds and Moose River Plains (250,000 campers); Bicknell thrush boreal habitat;

Events: Home of the Governor's Inaugural Adirondack Challenge and NYS's only Great Adirondack Moose Festival.

B The area has the following unique tourism products/services/experiences that are authentic to the North Country (e.g. biking, hiking paddling; mountains, lakes, rivers etc.):

While we have all the typical authentic ADK experiences, we are unique from other communities because:

1. Both flat and white water
2. Islands and leantoos for camping
3. Lakeside lodging
4. ADK Museum which is a featured destination for NYS Path Through History Tour (62,000 visitors)
5. Recent acquisition of Finch Pryn property
6. A stop on the Cycle the ADK movement and ADK MTN Club Ididaride; wide shoulders are great for biking!
7. State land which provides free unlimited recreational opportunities

C Would non-residents, who are seeing the sights in the North Country, consider your destination area to be a first-choice destination, or a must-do experience?

Please check: Yes No

If yes, please identify why:

For outdoor recreation activities like camping and whitewater rafting, we are a first-choice destination. Not necessarily the traditional leisure traveler, but for those looking for adventure and wilderness

We attract 62,000 museum goers; 250,000 campers (mostly families); 25,000 whitewater rafters annually.

D Does the destination respect heritage preservation by protecting heritage corridors/sites/buildings?Please check: Yes No

If yes, briefly describe:

- Located on two scenic byways;
- Region is part of I Love NY's Path through History campaign;
- Historic walking tours have been revitalized in Indian Lake and Blue Mountain Lake;
- Hudson River corridor and the logging history;
- Indian Lake Museum;
- Adirondack Lakes Center for the Arts; and
- Indian Lake Theater.

Section 2: Leadership

Enhancement of an area's existing tourism infrastructure requires community support. Tourism industry operators and municipalities must play an integral leadership role in strategic tourism development.

A Do local residents actively support tourism within the community and welcome additional tourism growth? Provide examples of how they actively support.

By supporting and promoting tourism, we will be improving the quality of life for not only visitors but year-round and seasonal residents.

1. Revitalized and engaged Chamber of Commerce
2. Newly formed Community Development Corporation w/ active committees (Main Street Revitalization, Hamlets 3, Economic Development, & Access to Foods)
3. Tourism related events supported by local volunteers

B Do the tourism business leaders in the area work together in partnership with other stakeholders to grow tourism?

Please check: Yes No

Please provide examples:

Tourism leaders are the volunteers on many of the town's committees and boards. A new non-profit economic development organization was recently formed with board members representing all hamlets of Indian Lake as well as town, school, chamber and key organization representatives. All key leaders participated in this Tourism Destination Area Nomination Workbook.

C Does the municipalities in the area have in place documented tourism objectives, policies or priorities?

Please check: Yes No

If yes, do these objectives, policies, and priorities fit with the North Country Regional Economic Development Strategy?

Please check: Yes No

If yes, describe how they advance the strategies:

1. Delivering cultural entertainment throughout the park via Adirondack Center for the Arts Summer Art Program.
2. Strengthen and expand opportunities for “green” jobs in the area through the promotion of Adirondack teleworks, which will also increase job training opportunities.
3. Use tourism as an economic driver by supporting enhancements to our #1 tourist destination - the Adirondack Museum.
4. Enhance the infrastructure of another tourism attraction - the Indian Lake Theater - by promoting training for staff and board and creating new jobs.

Section 3: Tourism Infrastructure

Capacity of your existing tourism infrastructure must be identified and defined to better understand your current situation.

Accommodations:

Does the area offer accommodations with a variety of quality levels and price points?

Please check: Yes No

If yes, complete the following table:

Please note: Classifications for the type of accommodations can.

Type of Property:	Number Properties	% rated AAA 3 star & up higher	Total # of units	% open year round	Price range in peak season
Cottages/Cabins	18	N/A	143	42%	\$80-\$100
Resorts	5	N/A	33	20%	\$200-\$400
Hotels	N/A	N/A	N/A	N/A	N/A
Motels	7	N/A	42	60%	\$65
Bed & Breakfast Inns	N/A	N/A	N/A	N/A	N/A
Fishing/Hunting Lodges					
Campground(Public & Private)	5	N/A	514	0%	\$20
Vacation Rental Homes	36	N/A	36	50%	\$150-\$500
Total	71		768		

Dining & Restaurants:**Does the area offer a variety of dining options at different price points?**

Please check: ___Yes ___No

If yes, complete the following: (tally count restaurants in appropriate boxes)

Check all that apply										
Family Dining	Fine Dining	Fast Food	Ethnic	That offer Full Bar	Beer	Wine list	Local foods menu	Serves Breakfast	Serve Lunch	Serve Dinner
10	2	8	6	5	10	3	5	11	12	14

Can you describe destination dining or signature experience? (Restaurants that are an attraction in themselves)

Destination or signature dining for our purposes is described as:

- Reservations are required and/or recommended;
- Table cloths, napkins, fine dinnerware and silverware utilized;
- Gourmet meals with local, cultural and culinary uniqueness are served;
- Outdoor dining that captures the essence of our natural environment;
- May be located “out-of-the-way” but provides quality dining and ambience.

Attractions:

Does the area offer core and supporting attractions that are linked to the area's physical setting and/or history and augment the visitor experience?

Please check: Yes No

If yes, complete the following table:

Attraction	Annual Visitation	Core or Supporting attraction?	Adult admission price	Months of operation
Adirondack Museum	62,000	Core	\$18	May-Oct
Whitewater Rafting	25,000	Core	\$70	April-Oct
Camping	250,000	Core	\$20/site	May-Oct
Fishing/Ice Fishing (license req.)	2,500	Core	\$5-\$50	Year-round
Hunting (license req.)	2,500	Core	\$5-\$565	year-round
Indian Lake Theater	4,000	Core	\$5	Year-round
Historic Boat Tours	1,000	Supporting	\$18	Seasonal
Adirondack Lake Center for the Arts	2,000	Supporting	\$20	Seasonal

From the attractions identified above, is there a wide range of core and supporting attractions that would sustain visitor interest for more than 24 hours?

Please describe:

Yes, Indian Lake offers the outdoor enthusiasts a plethora of recreational, social, and memory-making opportunities that are not available in metropolitan areas. They can come here and camp, raft the Hudson River in the morning/afternoon, then visit the Adirondack Museum in the late afternoon or enjoy a historic boat ride, and see a movie in the evening at the Indian Lake Theater or a play at the arts center.

Experiences:

Does the area offer a variety of commercial, natural, cultural or heritage experiences/activities (e.g. birding, wildlife watching, tours, culinary classes, learning vacations, rafting/paddling, guided tours, fishing/hunting, etc.)?

Please check: Yes No

If yes, complete the following table:

Experience	Number of operators/ guides	Number of visitors served
Birding Guides: Hamilton County Birding Fest in June	2	
Whitewater Rafting Guides	12	25,000
Fishing Guides	1	
Biking		Thousands
Paddling	3	Thousands
Snowshoeing		Thousands
Ice skating	1	200
Fall Foliage Rides	N/A	Thousands

Events & Festivals:

Does your area offer events that are marketed outside the region and are designed to draw tourists or have more than 50% of their attendance supported by tourists? Please list events that are tourism draws; not events that depend upon tourists already in the market for other reasons.

Please check: Yes No

If yes, complete the following table:

Event Name	Event theme	Month of event	Average visitor attendance
Fishing Derby	Kids Fishing Derby	July (4	220
Fishing Derby	Ice Fishing Derby	January (2rd Saturday)	220
Winterfest /Snocade	Winter sports & activities for all ages	February- around MLK and Winter School breaks	
BlackFly Challenge (Shared event with Inlet, NY)	Mountain Biking	June (2	600+
ADK Challenge	Flat & Whitewater; NYS Vendors	July (varies)	1,000
July 4 celebration	parade, music, fireworks, kids fishing derby, Chix BBQ	July 4	1,200
AM Mountain Men Encampment	1840S TRAPPER LIFE	August (3	1,500
AM Antiques Show & ADK MTN Antiques Show	Antiques	September (3rd week)	2,500
AM Rustic Fair	ADK Furniture	September (2nd week)	2,500
Great ADK Moose Festival	ADK & Moose related activities	September (4	2,000
Country Christmas Tour	ADK arts & crafts	November (Thanksgiving weekend)	500
Irish Road Bowling	Sporting event	March (St. Patrick's Weekend)	200
Civil War Encampment	Historical reenactment	October	200
Regional Rummage sale	Rummage & yard sales	May (Memorial Day weekend)	500

Meetings/Conventions:**Does the area afford the ability to host meetings, workshops and conventions?**

Please circle: less than 10 people 11-50 people 50+ people

Specify meeting space available for meetings of more than 50:

Facility Name	Number of Meeting Rooms	Largest Banquet Capacity	Number of sleeping rooms (if lodging)
Minnowbrook Conference Center	2	100	56
Adirondack Museum Auditorium	1	150	0
Indian Lake Theater	1	240	0
Adirondack Lakes Center for the Arts	1	100+	0
Byron Park	1	100	0
Ski Hut	1	150	0
High School	Multiple rooms	100-1,000	0
Town Hall	1	100	0
Church meeting rooms			0
American Legion	1	100	0
Fire Hall- Indian / Blue Mtn	2	500/100	0

(i.e. halls, community centers, meeting rooms, convention centers, etc.)

Shopping:

Does the area offer a range of retail shopping opportunities that cater to the tourist trade, including clothing, crafts, and souvenirs at different price points?

Please check: Yes No

If yes, provide a tally of the number of store fitting in each category:

Mass Market/ Chain	Boutique	Specialty/ Niche	Souvenirs	Grocery/ Food/Deli	Year Round Operation	Seasonal Operation
2	7	17	11	5	7	11

Does the area have one or more shopping districts/developments that would be of special appeal to tourists?

Please check: Yes No

If yes, briefly describe the shopping district(s):

There are three Shopping districts are in each hamlet of Indian lake: Indian Lake, Sabaal and Blue Mountain Lake.

What other amenities does your community offer that help position it as a destination?

- Library
- Indian Lake Theater
- Adirondack center for the Arts Farmers Market
- Public beaches (2)
- Free recreation and picnic areas Free Skating rink and ski hill
- Free boat launches (non-motorized)

Section 4: Marketability

Ideally, this section involves recognized branding of your destination's national/international significance.

A The area has received a designation by a recognized state, national and/or international entity for being a destination. (for example, state/National Historic District; Blueway Trail, Scenic Byway, etc.)

Please circle: Yes No

If yes, specify designation by whom and date received:

Indian Lake is in the center of the ADK Park which is a state designated park with both public and private lands which is bigger than all our national parks put together. This represents a world class example.

Indian Lake is located on several scenic, natural and historic byways:

- Scenic: Adirondack Trail and Central Adirondack Trail;
- Historic: Path through History Trail; and
- Natural: Raquette Blue Ways and Northern Canoe Trail.

Section 5: Strategic Planning

This section focuses on the collective commitment to invest in tourism development, marketing, research, human resources and partnerships.

A Has a tourism destination development plan/strategy been developed for your community/area?

Please check: Yes No

If yes, how many years ago was it developed and what are the key initiatives implemented to date?

In 2010, the Town of Indian Lake received a grant for strategic planning. In 2011, Guiding the Boat - the Town of Indian Lake's Community Plan was completed and presented to the public. Many action items were identified including economic development, marketing and tourism, job creation and training, access to local foods, affordable housing, and Main Street revitalization. In 2012 and 2013, committees worked to address these topics and ultimately a new community economic development organization was founded.

In addition, the town was presented with the results of a study to revitalize the downtown in 2012/2013. Hamlets 3, a comprehensive study commissioned by Roger Trancik, an Urban Design Consultant, provided information regarding planning for smart growth and the expansion of hamlets in the Adirondack Park. Using the smart growth principles of form and place; boundaries; walkability; human scale; access to nature; resource reuse; green design; energy; local power; sustainability; jobs and housing; travel choices; visual quality; and preservation, a new vision for Indian Lake was presented.

The new vision would create removal of empty and deteriorated buildings, creation of a new green space focusing on public and commercial use with direct access to waterfront. Indian Lake plans to review the recommendations and define the feasibility of embarking on such a project.

Currently, key stakeholders are working with the Regional Office of Sustainable Tourism (ROOST) to establish Indian Lake as a tourism destination.

If yes, when will the implementation be complete?

It is the intent of the Town and the Indian Lake Tourism Destination Planning Committee, with guidance from ROOST, to present a completed Destination Master Plan by Spring 2015.

Do the objectives and priorities outlined within the plan support the North Country Regional Tourism Strategies? Please identify these specific strategies and priorities.

Indian Lake's strategic goals are similar to those of the North Country Regional Economic Development Council as proven in the awards the town's businesses and nonprofits have received over the past two years. Our goals are to promote economic development, increase tourism, build collaborations with local and regional government, strengthen and enhance our workforce, promote cleaner, greener communities, and provide educational and workforce opportunities for all, especially underserved individuals.

We will accomplish this by:

- Delivering cultural entertainment throughout the park via Adirondack Center for the Arts Summer Art Program.
- Strengthen and expand opportunities for "green" jobs in the area through the promotion of Adirondack Teleworks, which will also increase job training opportunities.
- Use tourism as an economic driver by supporting enhancements to our #1 tourist destination - the Adirondack Museum.
- Enhance the infrastructure of another tourism attraction - the Indian Lake Theater - by promoting training for staff and board and creating new jobs.

B Is a program in place to monitor and track the progress made towards achieving the objectives outlined in the area's plan?

Please check: Yes No

If yes, these are measured by:

There is not one universal tracking device which monitors tourism at this time, but efforts are being made to compile, collect and analyze the current tracking mechanisms and information beginning fall 2014.

Currently, the various tracking mechanisms consist of the following:

- Statistics from the Indian Lake Chamber of Commerce website;
- Visitor inquiries made in person, by phone or email to the Indian Lake Chamber of Commerce/ Information Center;
- Hamilton County Visitor Survey;
- Statistic from tracking visitor zip codes to the Adirondack Museum;
- Admissions statistics from the Indian Lake Theater and Adirondack Lakes Center for the Arts;
- Daily whitewater rafting statistics; and
- Hamilton County Tourism websites.

If No, are there plans in place to develop a tourism destination development plan/strategy in the near future?

Please check: Yes No

If yes, when? We plan to begin fall 2014 and complete a formal plan in spring 2015.

If No, is the area already included in an existing larger municipal or county tourism development plan/strategy?

Please check: Yes No

C Visitation: What mechanisms do you currently have in place to measure visitation?

How long have these mechanisms been in place? Are they effective?

The Indian Lake Chamber of Commerce does track visitation manually:

- 2012:Visitors=2,566
- 2013:Visitors=1,618

Museum Attendance:

- 2012= 55,000
- 2013=57,000

Rafting Attendance:

- n/a

Indian Lake Theater

- 2012 = 9,000
- 2013 = 9,800

ALCA

- n/a

D What are the resources in place to manage future tourism plans for the area, and to move them forward?

Identify resources (staff, budget, organizations, volunteers, etc.) that are in place:

STAFF, VOLUNTEERS, AND ORGANIZATIONS:

- ROOST
- Town of Indian Lake Activities Coordinator, Town Supervisor and Board Members;
- Tourism Destination Planning Group which consists of the following organizations;
 - o Indian Lake Chamber of Commerce,
 - o Indian Lake Community Development Corp.,
 - o Hudson River Professional Outfitters Association,
 - o Adirondack Teleworks,
 - o Hamilton County Tourism, and
 - o Hamilton County Workforce Investment Council,

E List other resources needed that will help further tourism initiatives in the area.

1. Need to increase marketing efforts and dollars via websites and social media.
2. Invite/involve the Blue Mountain Lake Association, Adirondack Lakes Center for the Arts, Indian Lake Theater, and the Dept. of Conservation Area Rangers to participate in the tourism destination planning.
3. Distribute meeting minutes to the Indian Lake Central School so they are aware of these efforts.

F Is there an established “destination marketing organization” for the area?Please check: Yes No

If yes, please complete the following (if the DMO is part of a larger organization, only answer in reference to resources specifically designated for destination marketing)

Name of DMO:

Regional Office of Sustainable Tourism, Hamilton County Tourism	
	ROOST
Organization budget	250,000
Percent public funds	100
Percent private funds	0
Number of full time paid staff	10
Number of part time paid staff	0
Number of volunteers	0

Types of marketing done by DMO	Yes	No
Places print advertising	X	
Places TV advertising		X
Places Internet advertising	X	
Maintains website(s)	X	
Manages social media	X	
Publishes brochures/guidebook	X	
Solicits publicity	X	
Solicits group business	X	
Solicits convention business	X	
Commissions research	X	
Sponsors hospitality training	X	
Organizes events	X	
maintains information center	X	

Other information about DMO activity:

We attend three to four outdoor shows/year promoting lodging properties, events, activities, fishing, hunting, and snowmobiling.

E Through a DMO or other source, is current travel information on the area available through the following?

Travel Guides:

Please check: Yes No

If yes, describe including quantities printed and distribution program:

A print travel guide is published every 2/3 years - 150K pieces.

1. Distribute in various locations in NYS, along Thruway and Western/Southern NYS.
2. Distributed at Consumer Shows
3. Distribute several regional pieces printed every other year: Hiking, Paddling, Snowmobiling map (10K pieces)

Website: www.indian-lake.com AND www.adirondackexperience.comPlease check: Yes No

If yes, describe including current statistics on use:

Indian Lake Chamber of Commerce website information :

2012=31,202 unique visitors;	155,338 page views;	1,513,709 hits
2013=32,840 unique visitors;	17,597 page views;	1,307,030 hits

Brochures:

Please check: Yes No

If yes, describe:

Indian Lake Town Map
 Indian Lake Hiking Map
 Indian lake Chamber Rack card
 Hamilton County brochures=Travel guide, ADK Challenge series (fire towers, waterfalls, wildflowers, Birding), Birding map, Hot Deals, Golfing, Boating, Guide services.
 ARTC brochures: Hiking/paddling, Fishing, Snowmobile map.

Other:

Please check: Yes No

If yes, describe:

NYS Vacation Guides for all sports: hiking, hunting, fishing, and biking.
 Also brochures through ARTC

Section 6: Seasonal Capacity

This section focuses on: sufficient capacity to service visitors on a year round basis.

Using the information identified in Sections 4 and 6 provide the following statistics:

Please Note:

- Q1 January - March
- Q2 April - June
- Q3 July - September
- Q4 October - December

A Distribution of total visitation is as follows:

Yea	% visitation in Q1	% visitation in Q2	% visitation in Q3	% visitation in Q4
2011	10 %		80 %	10 %
2012	10 %		80 %	10 %
2013	10 %		80 %	10 %

B Accommodation occupancy is distributed throughout the year at the following percentage rates:

Year	% occupancy in Q1	% occupancy in Q2	% occupancy in Q3	% occupancy in Q4
2011	10 %		80 %	10 %
2012	10 %		80 %	10 %
2013	10 %		80 %	10 %

The annual average occupancy rate is: ___N/A___% - STR report not available

C Visitation: What mechanism do you currently have in place to measure visitation?

- Statistics from the Indian Lake Chamber of Commerce website;
- Visitor inquiries made in person, by phone or email to the Indian Lake Chamber of Commerce/ Information Center;
- Hamilton County Visitor Survey;
- Statistic from tracking visitor zip codes to the Adirondack Museum;
- Admissions statistics from the Indian Lake Theater and Adirondack Lakes Center for the Arts;
- Daily whitewater rafting statistics; and
- Hamilton County Tourism websites.

**D What are operators/businesses within the area doing to extend the tourism season?
What initiatives have they indicated an interest in pursuing in the future?**

Indian Lake:

- Snocade (Feb);
- Moose Fest (Sept);
- Moving ADK Museum's Antiques Show back to Sept. to coordinate w/Indian Lake's Show;
- Indian Lake Chamber of Commerce Packing/Discounting Promotions for shoulder season;
- 90 miler in September

Hamilton County:

- Hot Deals Program (encourages off season visits;
- matching funds available to help promote existing and especially new events;
- Promote new events/off season - ie: Birding;
- ARTC's web portal and new app

Region:

- 3 season 90 miler road and water w/ Tupper Lake

Section 7: Travel Trade

This section is focused on the potential to develop packages that extend the season and diversify the product offering, by maximizing partnerships with the travel trade.

A Can the area be experienced through the purchase of multi-activity/day packages?

Please check: Yes No

If yes, please identify examples of these packages:

The Gilded Age Tour consists of visits to Adirondack Museum, Great Camp Sagamore and WWW Durant.

In May 2014, the chamber will be launching "Around the Town" and "Around the Region" discount program featuring more than 25 deals at area businesses.

B Is there a demand for the area's type of packages? This demand is demonstrated by:

Yes, visitors appreciate receiving discounts on activities offered. We will be able to track the effectiveness of the discount program.

C Is the area considered "friendly", or "very hospitable", by tour operators?

Please check: Yes No

If yes, how do you know this?

Word of mouth from tour operators, rafting guides and the museum; Raquette Lake Navigation is the only receptive service organization for Hamilton County.

D Is the area represented at consumer and travel trade shows?

Please check: Yes No

If Yes, which shows and by whom?

Yes, At Consumer Trade Shows.

1. Biggest Powersports Show in Syracuse for snowmobiling in October.
2. ASA Eastern Fishing & Outdoor Show in Suffern for hunting in March.

Section 8: Sustainable Tourism Practices

Meeting the needs of present tourists, while protecting and enhancing opportunities for the future; on managing all resources in such a way that economic, social and aesthetic needs can be fulfilled—while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

A Is an environmental monitoring program in place to ensure the carrying capacities of the natural systems are not overwhelmed by destination visitation?

Please check: Yes No

If yes, it is described in:

Adirondack Park Agency and DEC

B Does the area consider the impact of increased visitation on the residents' quality of life?

Please check: Yes No

If yes, what mechanisms are in place for residents to express their opinion?

Mechanism is not necessary at this time.

C Has your community established land-use laws that support the preservation and management of natural assets and tourism sector growth.

Please check: Yes No

If yes, please list:

Indian Lake has a comprehensive land use plan.

D Does the destination currently demonstrate sustainable tourism practices (practices that minimize tourism's negative economic, environmental and socio-cultural impacts and/or make positive contributions to the cultural, heritage and natural assets available in the community)?

Please check: Yes No

If yes, briefly describe:

The area is served by DEC Park Rangers who monitor and support tourism.

Section 9: Support Services Infrastructure

Visitor amenities, services and infrastructure

A Do you have a water treatment facility in place which has the capacity to accommodate existing levels of visitation/attractions/services?Please check: Yes No

If No, are you planning to implement a water treatment system?

Please check: Yes No

If yes, how long until it is in place? _____

Will this provide sufficient capacity to accommodate projected levels of visitation?

Please check: Yes No

If no, how will the area address this issue?

B Do you have a sewage treatment facility to accommodate existing levels of visitation/attractions/services?Please check: Yes No

If No, is there a plan to develop a sewage treatment facility?

Please check: Yes No

If Yes, how long until it is in place?

Will this provide sufficient capacity to accommodate projected visitation?

Please check: Yes No

If no, how will the area address this issue?

C Are there public, well-maintained permanent bathrooms available at strategic locations throughout the area.Please check: Yes No

If yes, please identify:

- Byron Park (seasonal)
- Indian Lake Chamber of Commerce
- Blue Mountain Lake near Fire Dept.
- Indian Lake town hall

D Is the road, transit, and parking capacity in place to accommodate existing levels of visitation?Please check: Yes No

If No, is there a plan in place to address issues of road (maintenance/construction), transit (route creation/expansion), and parking capacity for existing levels of visitation?

Please check: Yes No

If yes, please outline what is planned:

E Does your community have emergency services to respond to the range of emergencies that may occur as a tourism destination:Please check: Yes No

Please describe:

Indian Lake and Blue Mountain Lake both have volunteer fire and ambulance departments. Indian Lake has paid employees on the ambulance squad.

Hamilton County Sheriff Department, NYS Police local office, 2 NYS DEC Forest rangers

F Do the main transportation routes to the destination core have:

- | | | | |
|--|----------------|------------|----|
| i) frequent and easy to read directional signage | Please circle: | Yes | No |
| ii) well maintained road surfaces | Please circle: | Yes | No |
| iii) attractively maintained public spaces | Please circle: | Yes | No |

To prevent traffic congestion, are there alternate modes of transportation available? (e.g. public transit, shuttle service, satellite parking facilities)

Please check: Yes No

If no, do you plan to address this issue?

If yes, identify modes of transportation:

Yes, during major events, shuttle service is available to move visitors between hamlets - example - Rustic and Antiques Show shuttle between the museum and Indian Lake Town center.

- Shuttle buses;
- Pedal cabs and school buses were utilized for the ADK Challenge

Section 10: Visitor Support Services

A tourism destination area consistently offers high-quality, visitor support facilities and services in response to market demand

A Is there a Visitor Information Center in the area?

Please check: Yes No

If yes, where is it located?

Indian Lake Chamber of Commerce on Main Street
Local mounted maps with paper brochure maps in 4 strategic locations

B Is there access to 24/7 information for visitors available through kiosks or some other means?

Please check: Yes No

C Is there public Internet or public Wi-Fi access easily available to visitors?

Please check: Yes No

If yes, identify these internet access sites:

- Indian Lake Chamber of Commerce
- Indian Lake Library
- Marty's Chili Nights
- Adirondack Center for the Arts
- Adirondack Museum

D Is a trained, qualified labor force available to serve visitor demands at a level that maintains guest satisfaction?

Please check: Yes No

Is there a sufficient pool of trained, qualified labor to accommodate future tourism needs in the area?

Please check: Yes No

If No, please specify areas of concern:

Now that you have completed the workbook, use the results to identify gaps, opportunities and competitive strengths. Describe in a narrative how you feel you are a Tourism Destination area. What are your opportunities to strengthen your destinations and how you would like to address the needs identified in the workbook?

Indian Lake offers the entire Adirondack experience. We have a range of outdoor activities: from miles and miles of family friendly, scenic hiking trails to Class III to V Whitewater for amazing rafting; from snowmobiling to sea plane rides; camping and flat water paddling for all abilities, as well as Hamilton County's number one cultural tourism attraction, the Adirondack Museum. Indian Lake currently has a solid base of summer visitors that utilize our many camping facilities and rustic style lodges and motels, however we would like to continue to extend our "season" to be a year-round economy using tourism as our economic driver. As we grow as a destination, we aim to upgrade our local infrastructure to improve the quality of life for our residents and visitors in a variety of ways, including but not limited to, more restaurants, updated lodging facilities with increased capacity, a grocery store, and a mix of unique retail stores.) Indian Lake plans on working with ROOST to create a Destination Master Plan, which will assist Indian Lake and addressing issues in the future.

TOURISM TERMS

Attraction a natural site, a man-made facility or an area which draws visitor traffic by providing an opportunity for individuals to participate in an experience away from home. Local attractions are often based on a resource unique to that particular local area or community. For example: a natural resource (tides); cultural resource (theatre); historical resource (historic site) or a local industry (fishing).

Brand/Branding Is the sum of the experiences a person has with a product. It embodies the organizations/ destinations promise to consistently deliver a specific set of features, benefits and services to the visitor. (Marketing Partners Inc., 2004)

Business Plan a comprehensive planning document which clearly describing the business developmental objective of an existing, or proposed, business. The plan addresses the What, Why, How and When of starting or expanding a business and demonstrates its viability/feasibility. Typically a business plan is a critical step in developing a successful business, and is required when applying for assistance or lending programs.

Carrying Capacity The maximum number of people who can use a site without an unacceptable alteration in the physical environment; a decline in the quality of experience gained by visitors; or adverse impact on the society, economy, and culture of the tourism area. ((Mathieson and Wall, 1982) Inskip, 1991)

Channel of Distribution methods by which sellers reach potential buyers; travel agents, tour operators and tour wholesalers are part of this system within the tourism industry.

Competitive Advantage an advantage a business has over its competitors due to the quality or superiority of products or services; this advantage will persuade consumers to buy from that business, versus a competitor.

Cooperative Marketing the sharing of marketing costs for mutual benefit. Participants in a cooperative marketing initiative may include one or more travel product suppliers, a destination marketing organization, and travel-trade companies (i.e. tour operators or wholesalers). Usually all participating organizations share in the administration and/or cost of the marketing program.

Core Attraction the feature(s), facility(i.e.), and/or experiences which act as the primary motivators for most travel to the destination; the attractions with the most tourist visits in the destination. Core attractions can differ from season to season. (there may be golf and skiing at a four seasons resort destination.) A core attraction can also be a grouping of assets, all relating to a specific theme (e.g., forts and battlefields), or an experience enabled by a grouping (e.g., a resort experience supported by fishing, canoeing, dining and accommodations) See: Supporting Attraction)

Demand generators activities available at a destination—attractions, things to do and see—that can, on their own, generate new visits from certain market segments particularly for special interest/special activity visits, and special-event visits. Demand generators include:

- a critical mass of unique and appealing attractions, events, cultures, entertainment and leisure activities;
- quality, appealing experiences of special interest to visitors, different from those available at home;
- scenery and natural areas for recreation, relaxation and enjoyment;
- programming and packages to appeal to special interests; and
- a sufficient level of high impact marketing activities to highly targeted market segments.

Demand supporter an activity that may not directly contribute to motivating a tourism visit, but may be of sufficient interest to motivate a market segment to include it in their agenda while at the destination. Demand supporters include:

- interesting and unique shopping, particularly for indigenous products and crafts;
 - quality dining, including unique indigenous cuisine;
 - quality accommodations of various types;
 - easy access to information, reservations and visitor services;
 - quality travel routes and signage;
 - access to a well-developed tourism product distribution network, i.e., tour operators, packagers, travel agents;
 - convenient, fast and affordable transportation to access the destination;
 - trained, professional service and hospitable staff;
- and
- a safe environment.

Direct selling a method of securing business through direct contact with potential customers.

Direct marketing the use of marketing media that involves direct contact with individual consumers. This includes direct mail and email that is sent to targeted individuals.

Familiarization or “fam” tours (also called product knowledge tours) a complimentary or reduced-rate travel program for tour operators, travel agents or travel writers, designed to improve knowledge about a particular destination or package. The purpose in the first two cases is to encourage active marketing support; in the third it is to encourage the writing and publication of positive media stories about the destination, thereby raising its public profile.

Feasibility study a preliminary study to assess the potential of an opportunity, and to determine if it is financially viable. The study addresses issues including the project's benefits, costs, effectiveness, alternatives considered, analysis of alternative selection, environmental impacts, public opinions, and other factors.

Goals tourism goals are clear, concise statements that broadly outline what the community/organizations would like to see happen to tourism in the community. Goals should provide direction for the accomplishment of more specific, immediate, and related objectives.

Marketing Collateral print materials used for marketing (i.e. brochures, flyers, information sheets, etc.)

Market-driven strategy a strategy in which market demand directly impacts the product development process.

Market-readiness the state of preparedness of a tourism operation, or a destination as a whole, in meeting the expectations of its customers; refers to the entire spectrum of things affecting customer satisfaction: i.e. quality of facilities and services, range of services provided, information services, business policies and practices that affect the customer directly or indirectly, etc. This term can also refer to the state of preparedness in meeting needs and expectations of the travel trade.

Market Segment a group of consumers who respond in a similar way to a given set of marketing efforts. Different market segments can exist within a target market.

Niche Markets the tailoring of products to meet the needs and wants of narrowly defined market segments. An example would be avid birdwatchers that are prepared to travel for that activity.

Objectives specific outcomes that can be measured using agreed criteria (see Goals above). Tourism objectives are more specific than goals and represent the ends to which community action should be directed.

On-Site Spending spending by visitors. This usually includes: admission fees or tickets; retail purchases (gifts and souvenirs) and food and beverage purchases.

Package a mix of tourism attractions and/or activities and associated visitor services that is organized into a single product and sold as such.

Paid Media media advertising that is paid for rather than obtained free as publicity.

Primary research collection of new data that is not available from existing sources. Doing primary research on visitors to your community could involve doing surveys or interviews (see secondary research).

Product-Market Match matching the products and resources of an area with the markets that offer the best opportunity.

Receptive Tour Operator a person or company that specializes in particular destinations, and provides services at the destination to group travel organizers and tour operators. Some operators limit their services to the community and area in which they are based; others provide services to entire regions.

Seasonal Capacity The ability to provide tourism products and services, throughout different seasons of the year, to meet tourism demand.

Secondary Research data and information that has already been collected or compiled by someone else (see primary research).

Stakeholder those individuals, groups, and parties that either affect, or who are affected by, an action of an organization or an event that may take place. As a general rule, stakeholders include all internal (community) and external (visitors) individuals.

Strategic Planning the process by which an organization envisions its future and develops strategies, goals, objectives and action plans to achieve that future.

Supporting Attraction secondary attractions with features or facilities that draw visitors to the destination area by augmenting the experience. Typically, these attractions are distinguished from core attractions by their smaller visitation numbers; however, supporting attractions can be primary travel motivators (i.e. core attractions) for some markets — typically niche markets.

SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) a technique that provides scope for an organization/community to list all its strengths, weaknesses, opportunities and threats. This analysis should lead to identifying priority markets and opportunities/needs for growing and/or strengthening tourism in the area. Typically, strengths and weaknesses are internal attributes of the organization/community. Opportunities and threats are external, and tend to be much more difficult to control.

Target Market a clearly defined group of customers (i.e. specific individuals, sharing common needs or characteristics); because a high probability exists that members of this group will purchase your product or service, you have selected them as the targets for your focused marketing activities.

Tour Operator a business that designs, develops, markets and operates packaged travel and tourism products and tours. Tour operators sell through travel agents and/or directly to consumers.

Tourism the activities of persons traveling to, and staying in, places outside their usual environment for leisure, business and other purposes and staying for not more than one consecutive year.

Tourism demand all visitors and travelers who meet the definition of tourists.

Tourism suppliers all businesses that provide facilities and services used by tourists; includes businesses that cater solely to tourists, (i.e. accommodations, car rental businesses) as well as those that cater to tourists markets in addition to resident markets (i.e. restaurants, attractions).

Tourist 1. someone who travels for pleasure. 2. a temporary visitor, staying for at least a day in the region, and travelling for a purpose classified as either: holiday (recreation, leisure, sport and visit to family, friends or relatives); business; official mission; convention; health reasons.

Travel Agent/Agency a licensed, travel-product retailer that provides travel information, reservations and other forms of assistance to consumers, companies and groups in making travel arrangements (sometimes referred to as a retailer).

Travel Experience an activity that replaces goods and services, and addresses consumer demand for activities which stimulate and enhance creative capacities through travel.

Travel Trade a term describing the full range of organizations that operate as intermediaries in the travel and tourism industry; these typically include tour operators, wholesalers, receptive operators, and travel agents.

Travel Media writers, reporters and bloggers who specialize in covering destinations and travel experiences for travel journals, magazines, newspapers, websites, radio and television.