

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 will have access to financing programs and will receive 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.)

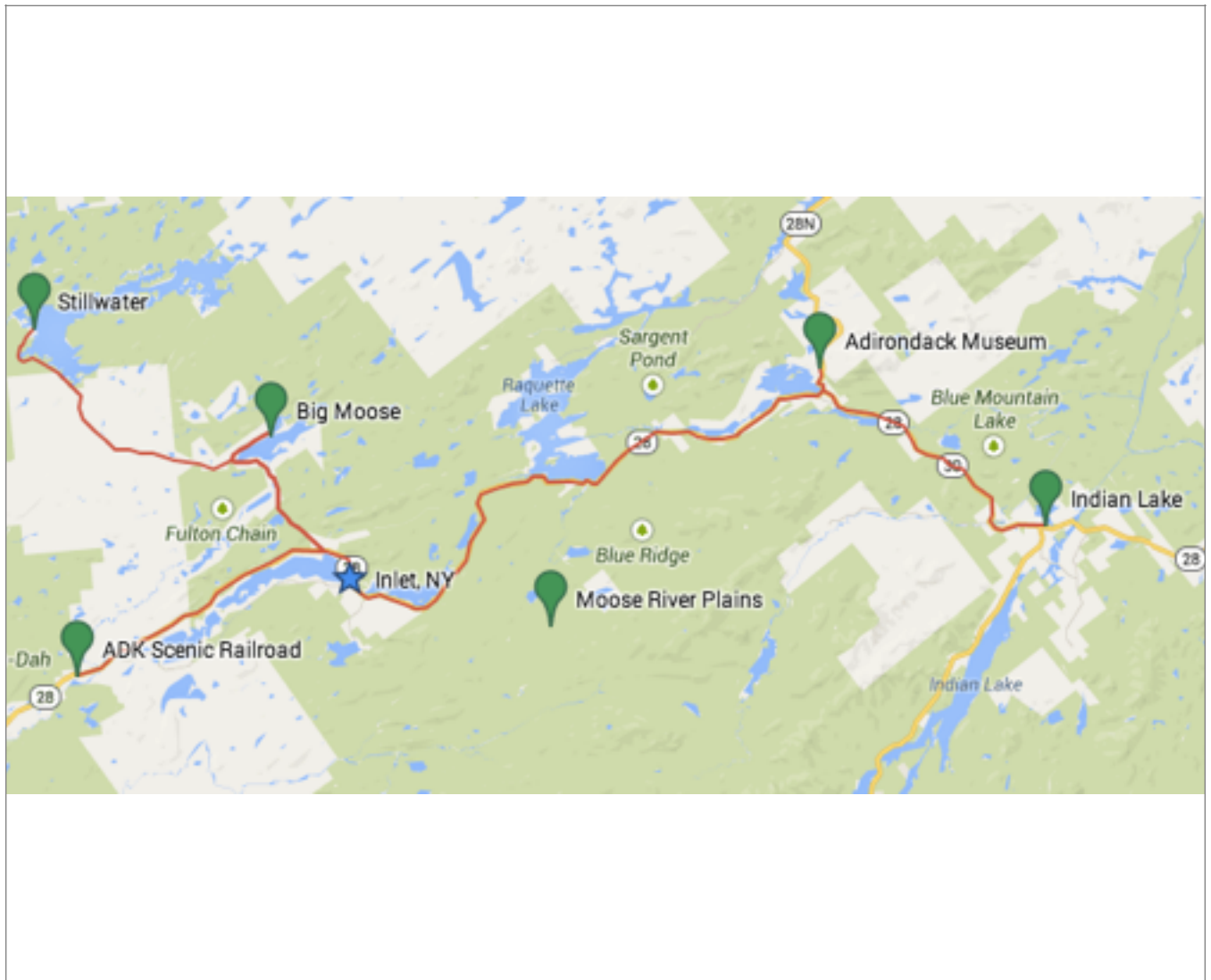
- Open up more information about the many forms of eco-tourism that remain untapped.
- Create sound workforce housing to assist our region with quality employees.
- Encourage state DOT to repair roads so guests can travel to our destination safely.
- Expand cell and broadband connections for our visitors and business destinations.
- Quality updates to Forest Preserve infrastructure like trailheads, campgrounds and boat launches.
- Better marketing of all assets by county or park-wide agencies.
- Increase revenues for Inlet.
- Diversify winter activities to supplement snowmobile business.

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

Central Adirondack Region

- the Fulton Chain of Lakes to the Eckford Chain of Lakes
- Thendara (railroad) to Blue Mountain Lake (museum), with Inlet as the eco-tourism center
- Including Indian Lake, Moose River Plains, Big Moose and Stillwater.

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.

Old Forge, Raquette Lake, Blue Mountain Lake, Indian Lake, Long Lake, and Inlet are all inter-dependent and share Adirondack brand with the entire park.
We are the Central Adirondacks.

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.)

We are looking for recreational travelers, sightseers, vacation home owners, hotel users, couples, families, solo-travelers. Also, people looking for a family experience with outdoor activities like snowmobiling, snowshoeing, hiking, paddling, camping, etc.
We are a four season eco-tourism area and a family brand.

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

Inlet can attract areas within a half-day drive (Northeastern United States, Quebec, Ontario, Pennsylvania, New York City, New Jersey, Long Island, Ohio).

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:

- In top 3 for various trail rankings, including snowmobiling, biking and hiking trails.
- Family-friendly.
- Horseback riding - people bring horses or get a tour here.
- Float planes
- Free primitive camping near the roadside and accessible.
- Can ride mountain bikes between two wilderness areas. (Moose River Plains).
- Authentic small-town feel with walkable Main Street.
- 4.5 of the 8 Fulton Chain of Lakes - can travel from Inlet to Old Forge in a boat.
- 5 state campgrounds within our footprint.

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.):

- Seaplanes
- Moose River Recreational Area
- Over 100, free drive up primitive camping sites
- Flatwater canoe routes
- horseback rides
- kayak, canoe, snowmobile, snowshoe, bicycling, ski and skate rentals
- Fishing
- 90-Miler
- 2 cruise lines - Raquette Lake and Old Forge
- Cross-country skiing
- McCauley Mountain
- Arts: The View, Adirondack Lakes Center for the Arts
- Screamen Eagle (50 beers on tap)

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:

We have been a feature destination for families for eco-tourism for over 100 years - with more activities than can be accomplished in a one-week stay. Our events make us a first-stop destination.

D Does the destination respect heritage preservation by protecting heritage corridors/sites/buildings?

Please check: Yes No

If yes, briefly describe:

- The community/municipality and ARCH worked together with a private investor to rehabilitate and put back in use the Woods Inn after a 31 year shut down.
- Adirondack Museum in Blue Mountain
- Great Camp Sagamore
- Two local historical societies
- Goodsell Museum in Old Forge
- The W.W. Durant
- Arrowhead Park
- Casino building

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.

Yes. Our community is and always has been almost 100 percent tourism driven. Many of them volunteer to help the community, like the Barnstormers, a community group of mostly retired people who do trail-grooming and other work. Events wouldn't happen without 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:

Our municipality works with Old Forge's on a number of initiatives. CAA, broad-based area events, 90-Miler, Webb/Inlet snowmobile pass, IABA, CAP-21, NCGC

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:

Through the advancement of all our assets, from Thendara to Blue Mountain to the Moose River Recreation Area, our area has more to offer so we market together and share the expense. Inlet continues cooperative community corridor development of our more than 100 years of tourism infrastructure by helping the advancement of the region's economic viability. Inlet drives community development and partnerships with stewardships, grants, direct marketing and advancement of assets and infrastructure in our tourism hub communities and corridors. This creates a climate that allows workforce development and empowers residential entrepreneurs to continue to flourish. Inlet provides a key role of leadership as a gateway to the Adirondack eco-tourism experience, which brings progress and opportunity to the entire region.

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	Total # of units	% open year round	Price range in peak season
Cottages/Cabins	15		64	80%	100 - 400
Resorts **CONDOS**	2		27	50%	250
Hotels	1		24	100%	180 - 300
Motels	2		24	100%	150 - 200
Bed & Breakfast Inns	2		6	100%	120
Fishing/Hunting Lodges	15		30		250
Campground(Public & Private)	4		579	0%	0 - 22
Vacation Rental Homes	50		50	30 - 40%	350
Total	67 (?)		804		

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				Serves Breakfast	Serve Lunch	Serve Dinner
8	2	7	0	6				6	10	7

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

Inlet has three destination restaurants that are assets to our community:
The Woods Inn, a wonderfully restored great Adirondack Hotel experience that is well known as a wedding destination and a perfect on water sunset dining experience. Built by Inlet’s Founder Fred Hess it exemplifies turn of the 19 and a small town intimate charm.
The Ole Barn, a 300 seat family styled restaurant with great portions and no long waits. This eatery has been know for 30 years as that destination pit stop on the snowmobile trails between Inlet and Indian Lake. Known for its 5 pound burger special and spacious eating accommodations the Ole barn allows for lingering conversation while a model train circles in the rafters overhead.
Screamers Eagle/Matts Draft House, featuring fifty craft beers on tap, and more than a dozen flavors of homemade chicken wing recipes that draw visitors from hours away to make a day trip just to savor the flavors. Overlooking the channel between Fourth and Fifth Lakes with a large open-air deck for dining, this eatery offers the perfect place for a day-trip getaway by boat, bike or car.

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	62000	both	18	May - October
Adirondack Saddle Tours	1680	both	40	May - October
Arrowhead Park	3000	supporting	free	May - October
Clarks Marina	1000	both	350	Year-round
Fern Park	1000	supporting	free	Year-round
Frisky Otter Tours	1000	both	40	May - October
Great Camp Sagamore		both	16	May - October
Inlet Golf Club	6000	both	45	May - October
Inlet Marina		both		May - October
Lakes & Trails		both	free	Year-round
Paynes Seaplane Rides	800	both	90	May - October
Pedals & Petals		supporting	varies	Year-round
Putter Fingers Golf	2000	supporting	6	May - October
Raquette Lake Navigation Company		both	7	May - October
Water Safari		both	28.95	May - October

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:

- 1) A few day paddle with Frisky Otter
- 2) A back country saddle camp with Adirondack Saddle Tours
- 3) Weekend golf tournament

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
Hunting	2	N/A
Birding		N/A
Kayaking	4	N/A
Snowshoeing	3	N/A
Skiing	3	N/A
Hiking	3	N/A
Mountain Biking	2	N/A
Primitive camping	1	N/A
Fishing	4	N/A
Snowmobiling	3	N/A

Events & Festivals:

Does your area offer events that are designed to draw tourists or have more than 50% of their attendance supported by tourists?

Please check: Yes No

If yes, complete the following table:

Event Name	Event theme	Month of event	Average visitor attendance
Adirondack Ice Bowl	Pond Hockey Tournament	January	1,000+
Barnstormers Poker Run	Snowmobiling	January	200+

Frozen Fire & Lights	Winter activities, cardboard sled race, bonfires, fireworks	February	300+
The "Otter" Paddlesports Event	paddling demo & sales	May	200+
The Great Adirondack Garage Sale	garage sale	May	unknown
Hamilton County Birding Festival	birding	June	50 for Inlet portion (2-3 events in Inlet)
Black Fly Challenge	destination mountain bike race	June	600+ (plus spectators)
Ping Pong Ball Drop	children's event	July	600+ (children only)
4th of July Music & Fireworks		July	400+
Saturday Evening Concerts	live music on water	July & August	40-200+
"Arts in the Park"	handmade craft fair	July	300-800+ each day
"An Evening with the Symphony"	children's concert, cocktail benefit, symphony	July	250+
Adirondack Car Cruise-In	classic car show	July	100+
Shakespeare in the Adirondack Park	theater/play	July	20-60+
10th Mountain Division Army Band	live music	July	200+
Ice Cream Social		August	60+
Cousins That Care 5K Run/Walk	5K Run/Walk	August	50+
One Square Mile of Hope	Breast Cancer Research/Awareness	September	2,000+
Fall Festival	craft fair and festival	September	100-500+ each day
Adirondack Kids Day	authors, animals, children's activities, fishing derby	October	150+
Adirondack Christmas on Main Street	shopping, children's activities	November	300+

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)
The Woods Inn	2	100	24
St. Anthony's Community Hall	1	300	0
Inlet Town Hall	2	150	0
Inlet Library	1	50	0
Great Camp Sagamore			

(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
0	0	6	11	4	5	12

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

Please check: Yes No

Completely walkable downtown with access to shops, restaurants, parks, and multiple lakes.

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

Many quaint shops including an Adirondack furniture store, antique shop, bike and flower shop combination, hardware store, marinas, outfitters, book store and unique gift shops featuring items like traditional Adirondack gifts, and from clothes to collectibles.

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

Fern Park, Arrowhead Park
Boardwalk
Tennis courts (public)
Lifeguarded beach
Municipally owned beachfront rental cabins
Playgrounds at beach
Free public ice-skating rink
Baseball Fields
Basketball courts
Free groomed cross-country ski trails
Free snowshoe trails
Free hiking trails
Free, maintained, single track mountain bike trails

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:

ANCA
Central Adirondack Scenic Byway
Northern Forest Canoe Trail
USDA camping collaborative

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?

Comprehensive Master Plan
New Destination Master Plan process starting in September 2014

If yes, when will the implementation be complete?

Ongoing, continual and revisited

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

- Community Development: Year round viable business growth, Attraction of new entrepreneurs, and progress.
- Growth of infrastructure assets: Cell, Broadband, State Highways, Workforce housing
- Workforce development: Small Business Seminars, Partnerships, Job sharing, Housing, and living wage year round positions.
- Continue leadership role in area brand marketing: Partnerships, Examining visitors needs based on data collections and trends, Locating and making connections with new visitors.

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 **IN PROGRESS**

If yes, these are measured by:

Will be in Destination Master Plan 2014

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? September 2014

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?

Track visitor requests - have for 15 years
Track markets and activities

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:

Info Office, Hamilton County Tourism, North Country Chamber of Commerce, ROOST, IABA

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

DEC - Partnerships, DOT - Partnerships, Invasive Plant Partnerships, NYS Tech - broadband and cellular partnerships, CAP - 21, ANCA, Eco committee
North Country Chamber, ROOST, Hamilton County Tourism,

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:

Central Adirondack Association, Hamilton County Tourism, ROOST, Town Office	
Organization budget	325,000
Percent public funds	80%
Percent private funds	20%
Number of full time paid staff	12
Number of part time paid staff	
Number of volunteers	400 - 500

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:

Solicits small conference business.

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:

Printing and distribution done through the Central Adirondack Association (60,000 for 2013)

Website:

Please check: Yes No

If yes, describe including current statistics on use:

www.inletny.com has information on events, lodging, dining, attractions, etc.
2012 visits: (June - December) 87,875 (average of 240/day)
2013 visits: 161,729 (average of 443/day)
2014 visits: (as of May 20) 53,669 (average of 385/day)

Brochures:

Please check: Yes No

If yes, describe:

Brochures specific to outdoor activities available, trails, activities, businesses.

Other:

Please check: Yes No

If yes, describe:

Social Media - Twitter, Facebook
Constant Contact for outreach and e-blasts

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	30	10	60	10
2012	30	10	60	10
2013	30	10	60	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	65	10	90	10
2012	65	10	90	10
2013	65	10	90	10

The annual average occupancy rate is: 60%

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

We monitor accommodation listings and help book openings
Lodging availability and vacancy information is gathered by the Information Office.
Snowmobile trail passes are also tracked as sold.

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?

Effort to increase special events community wide
Stewardships with DEC trails
Conferences and weddings during shoulder seasons
Special promotions (by local events in the off season)
IABA - resurrected

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:

Partnerships between rental agencies and accommodations (to kayak, snowmobile, skiing, snowshoeing, horseback riding)
Packages through Great Camp Sagamore

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

Unknown at this time

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

Please check: Yes No

If yes, how do you know this?

Large bus companies bring tours to Inlet
WW Durant and Great Camp Sagamore do a lot of tours

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

Please check: Yes No

If Yes, which shows and by whom?

New York State Fair, N.E. Snowmobile Show, some smaller shows
Big East power-sports show
Sports and fitness expo in Saratoga

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:

NYS DEC has provisions for primitive camping and public camping facilities, they monitor trail wear and infrastructure for capacity usage.

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?

Residents' life increases in quality when visitation increases. To express opinion, residents can call officials, attend public meetings and contact venues.

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:

Town zoning is in place.

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:

Trails Day, Community Pride Day
We invite our consumers to be part of our stewardships committees, volunteer at events, sit on our organizational board to be a part of our future.
Multiple trail organizations to help maintain trails.

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?

So far water qualities are sound.

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 NoIf Yes, how long until it is in place? 1 year

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:

Fern park
Arrowhead park
Town Hall
Boat launches

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:

It is in the Master Plan for Arrowhead Park to get more parking

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:

Inlet Volunteer Emergency Services, NYS DEC, Central Adirondack Search & Rescue Team, Inlet PD, Encon/Ranger, Sheriff

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:

On special event days alternate modes are sought out. Small shuttle busses and use private parking lots

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?

Town Hall (160 Route 28, Inlet, NY)

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:

Inlet Public Library (162 Route 28, Inlet, NY)
Inlet Town Hall (160 Route 28, Inlet, NY)
Inlet Historical Society (149 Route 28, Inlet, NY)

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?

Need to strengthen: cell service, broadband, workforce housing, NYS DOT roadway updates, off season/shoulder season capacity, more package deals.

Need to address: NYS needs to step in and take on a role of maintenance to keep small business through good infrastructure.

The local area industry needs to make an effort to offer deals that share services at a rate off season price that can attract more visitors.

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.