

# THE ADIRONDACKS & THE NEXT GENERATION

*A Guide for*  
**MARKETING THE ADIRONDACKS  
TO MILLENNIALS**

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**TRAMPOLINE**  
ADVERTISING & DESIGN CO

**schireson:**

**ROOST**

*VISIT Adirondacks*  
NEW YORK • USA

**I ♥ NY**  
iloveny.com







# #Welcome to your MILLENNIAL Guide

*The thing is, you can't  
stereotype us and you  
can't ignore us.*

**80**  
**million**  
Millennials in the US

**2.4**  
**billion**  
Millennials globally

**40%**  
**larger**  
than X'ers

**50%**  
**larger**  
than Boomers



# Here's what you have to know about *Millennials*:

*Experiences* are so valuable to us.

We base a lot of our decisions on *recommendations*.

*We're sharers*, and not just with pictures.

A lot of us have *kids*!

**86%** of children born today are born to Millennial moms.



# When it comes to the *Adirondacks*:

We've heard about the  
Adirondacks and *want to visit*.

**86%** of Millennials polled have  
heard of the Adirondacks

**89%** of those would like to  
visit in the future

**only**  
**23%** of us would consider ourselves  
an "outdoors person"

**only**  
**38%** travel more for sporting/outdoor  
activities than anything else

**while**  
**62%** travel for leisure and  
cultural activities.



**What *don't* Millennials know  
about the Adirondacks?**





# Millennial *misconceptions*





We are pushing the outdoors side when **only 23%** of Millennials consider themselves *“outdoors people.”*

Find the **other 77%** and bring them to the Adirondacks, and let the outdoors people know about the *really awesome stuff to do* after their outdoor adventure.





The journey rewards  
those who choose  
the *unbeaten path.*



**Let's talk about**  
*social media.*



# Things to *consider*:

*Investment*  
*Assessment*  
*Authenticity*  
*Restraint*



**At the core of social media  
endeavors should be a  
*trueness to self.***



# *social media* outlets to consider:

Instagram

facebook

 snapchat

twitter

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You Tube

 yelp

Pinterest

 tripadvisor®

 flickr

Linked in

vimeo

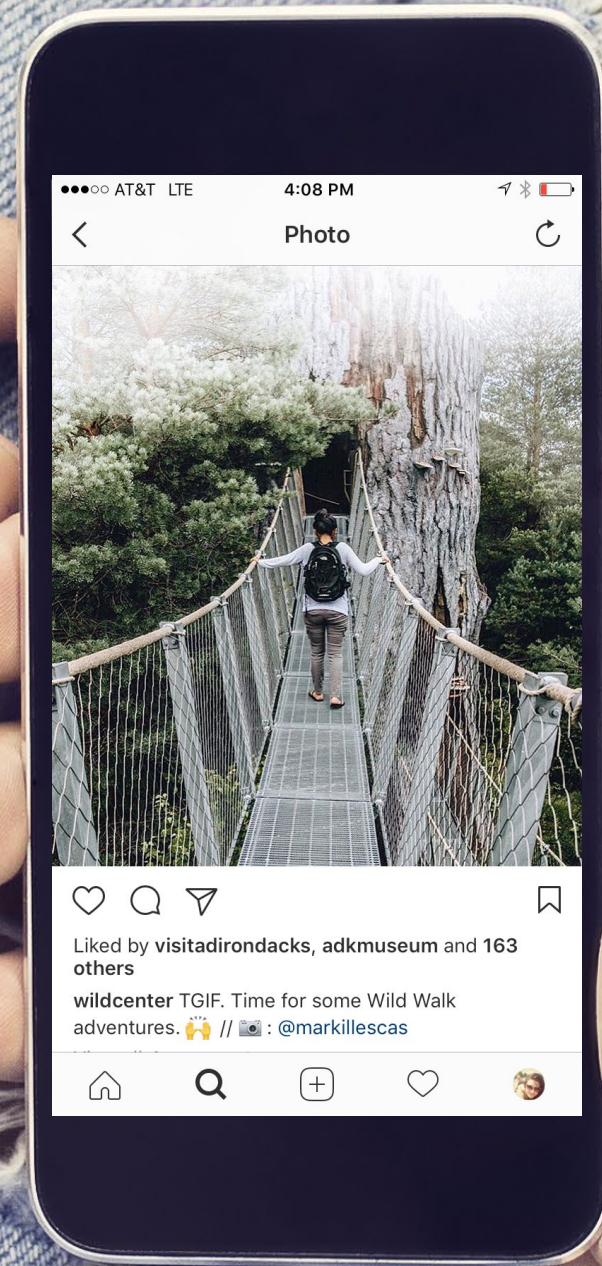
 Periscope



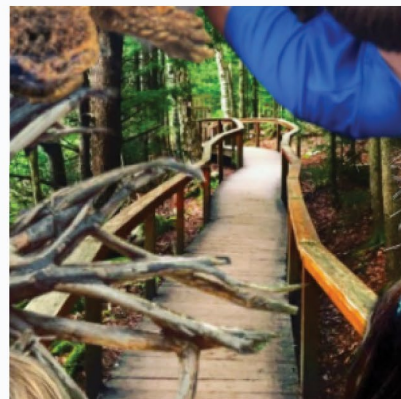
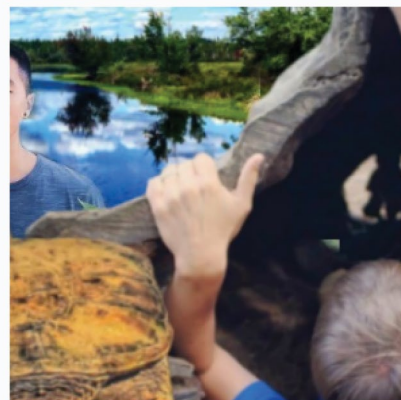
# Millennial work *in action*



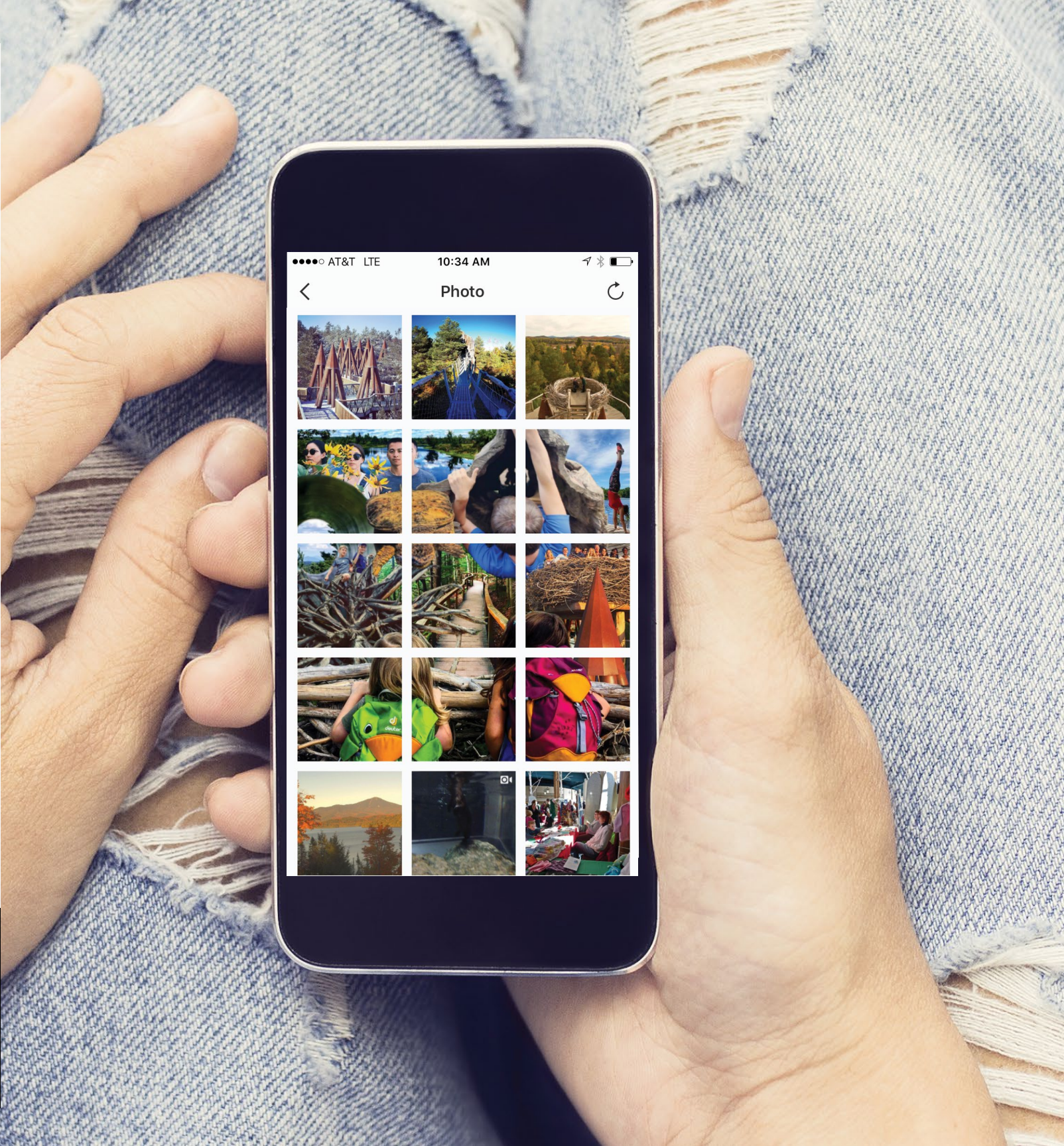
show content  
that highlights  
*the experience*





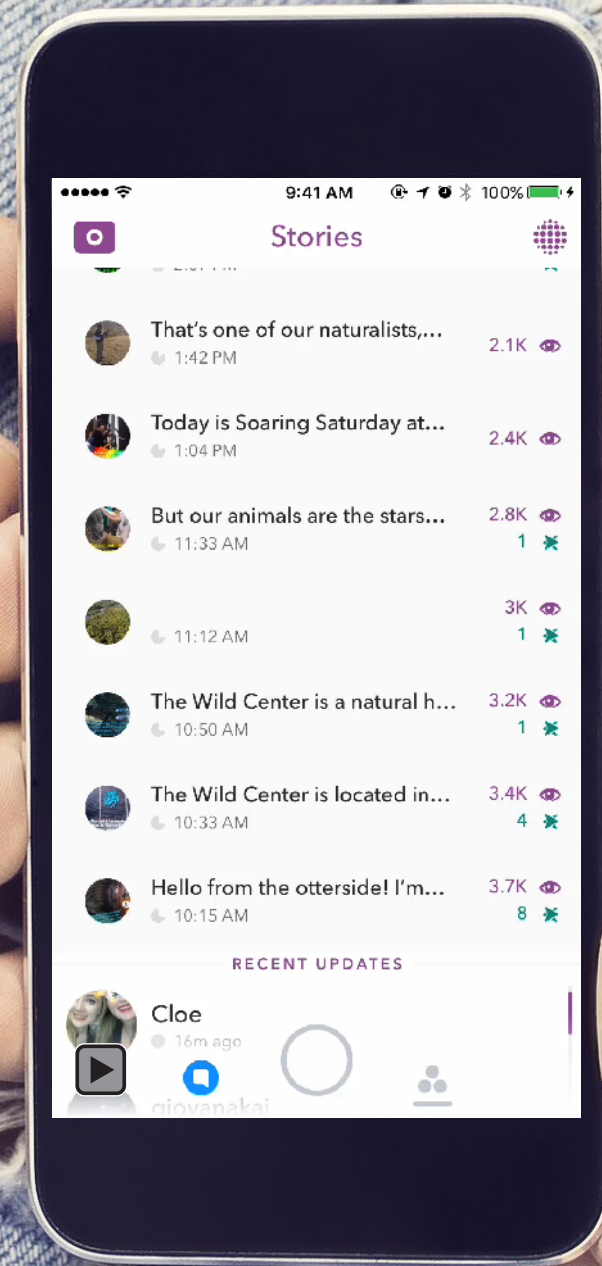


get *creative* with posts





**use video and**  
*be interactive*





Consider the strength of  
*Social Media Takeovers*  
and *User-Generated Content*





**I** **NY** iloveny High Falls Gorge Following

1,738 likes 10w

iloveny Explore the beauty of High Falls Gorge this winter. #ILoveNY 📸 : @noelledowning

iloveny #nys#newyork#winterinNY#NYwinter#adk#adkoutdoors#hikeny#adirondacks#snow

hjsmith27 @smitalai We should go here and the drive is beautiful too 🥰🥰

theupstateproject Great pic!!

nanawelter @dkabral

tomh05 Overpriced for a short walk photoin.nyc 📷

kris\_10\_leigh @jennifermonster High Falls Gorge! 🥰

phillipvn Yay @noelledowning!

❤️ Add a comment... 📄



**l.l.Bean** llbean High Falls Gorge Following

4,113 likes 53w

llbean And we thought waterfalls were beautiful in the summertime. (Photo: @lizprairie) #LLBeanMoment #PureADK

view all 41 comments

emullins5 @klmull103 is this where you were??

cserling lol the place we got banned from @sophiagott @natalierosenstein @wendihalpryn @gabi\_maya

laducb @lizprairie 🍷

schlic7192 @akisaacson8

jasonloetterle @nloetterle

sophiagott all because of Katie Bully's mom smh @gabi\_maya @cserling @wendihalpryn @natalierosenstein

dgwrestler @klairington @marinageller12

lizziewilde21 @andrew.berlanga the homeland?!

❤️ Add a comment... 📄



**theyellownote** theyellownote High Falls Gorge Following

1,146 likes 1w

theyellownote A "gorges" day in the ADK 🥰 So much fun exploring the falls @highfallsgorge 🌲❤️❄️

theyellownote .

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. .  
. .  
. .

#wheretofindme #rslove #rsroadtrip #flashesofdelight #livefolk #theeverygirl #llbeanmoment #tlpicks #huffpostgram #iloveny #perfectdayadk #andnorth #newyorkexplored #thatsdarling #ciscenery #cltravel #sodomino #lakeplacid #adirondacklife #adklife #iloveny #perfectdayadk #adklife #adk #adirondacklife #adirondacks #lakeplacid #mytinyatlantis #iamatraveler

humblechristine Beautiful!

itsstomis 🌟

❤️ Add a comment... 📄



**erichinman** erichinman High Falls Gorge Follow

408 likes 5w

erichinman Sometimes, you have to slow down to speed up. #betterthanyesterday #putyourselfoutthere 📸 @love\_light\_lens @terrameenan @matador.up

highfallsgorge Love this! Mind if we repost with credit? ✕

erichinman @highfallsgorge of course! 🙌

terrameenan 🐾

noryruns\_2liv lovely!💕

honeybadger68 Soooooo happy for you

june.pomeroy Love this!!

coachpips Really nice!

smash\_nyc Cute

pedale88\_bicycles Awww

completebodygym 🍷

thearchivegallery This is great :)

Thank you all for the love! 🙌📸

❤️ Add a comment... 📄





2016 Case *Study*







# MONUMENTAL WATERFALLS

ADVENTURE  
OVER THE RIVER

SAFE FOR  
ALL AGES

GEMSTONE  
MINING

1 MILE FROM  
WHITEFACE  
MOUNTAIN SKI  
CENTER



OPEN ALL YEAR LONG!

# TOWERING FLAVORS



CASUAL FARE

LOCAL CRAFT  
BEER AND WINE

ADIRONDACK  
GIFT SHOP

**HIGH FALLS  
GORGE** 1890  
SINCE

THE  
**RIVER VIEW  
CAFE** WINE  
BEER &

4761 STATE ROUTE 86 WILMINGTON, NY  
518-946-2278 WWW.HIGHFALLSGORGE.COM

**AMAZING**

**WELCOME**  
Visit a destination that's a billion years in the making! High Falls Gorge offers the most breathtaking 30 minute walk in the Adirondacks. The Ausable River flows through a series of four cascades and our network of steel bridges and groomed paths allow guests to feed the rush of the falls!

Experience outdoor adventure up close in a safe environment that's easy for all ages to enjoy.

**Available French for:**  
"with or of sand"

**JR. EXPLORER CLUB**  
Kids, you can read about the rocks, trees and river on our signs along the trail. Answer questions from our quiz and receive a prize!

**HISTORY:**  
Once owned and managed by lumber and power companies, this remarkable section of the Ausable River opened as a public of the Adirondack State Park in the 1890s. Today, High Falls Gorge is owned and operated by Ramka Attractions Corp., family owned since 1976.

**QUICK FACTS:**  
The series of waterfalls that make up High Falls Gorge travel over 700 horizontal feet.  
There are rocks in the Gorge that date back 1.5 billion years.  
Over 1 million gallons of water flow through the Gorge every day.  
Native Americans called High Falls Gorge "The Ancient Valley of the Foaming Water".

**LEGEND**  
PARKING  
PHOTO OP  
PICNIC AREA  
RESTROOMS  
DINING  
ACCESSIBLE

**EAST PATH (1/4 MI. LOOP)**  
ACCESS TO CENTER OF GORGE WITHOUT STAIRS

**WATERFALL WALK (1/2 MI. LOOP)**

**NATURE TRAIL (1 MI. LOOP)**  
STEEP INCLINES AND LIMITED SHADIES

**NATURE TRAIL (3/8 MI. VERTICAL CLIMB)**

**FIRE PIT & PICNIC AREA**

**WEST BRANCH OF AUSABLE RIVER**

**MAIN LODGE & GIFT SHOP**

**WHITEFACE MT. SKI CENTER TRAIL**

**LAKE PLACID 8 MILES**

**66**

**THE RIVER VIEW CAFE**

**NATURAL**

**AUSABLE RIVER MINING COMPANY**  
Mine for generations, arrowheads and ancient fossils. Educational fun for all ages! In a trough of running water, sift through treasures from your bag of enriched soil.

**ADIRONDACK GIFT SHOP**

**THE RIVER VIEW CAFE**  
BEER & WINE  
Featuring local beers, New York State wines, baked goods, lunch and a little more!

**DIRECTIONS**  
**HIGH FALLS GORGE**  
MONTELL  
CANADA  
LAKE GEORGE  
BINGHAMTON  
ALBANY  
NEW YORK CITY  
PA  
MA  
BOSTON  
CT

**Drive Distances:**  
Plattsburgh, NY: 40 miles | 1 Hour  
Lake George, NY: 78 miles | 1.5 Hours  
Albany, NY: 140 miles | 2.5 Hours  
Montreal, Canada: 150 miles | 2.5 Hours  
New York City, NY: 286 miles | 5 Hours

**GPS: 4761 NYS Route 86, Wilmington, NY**  
53.67°N 73°52'30.22"W

**4761 NYS RT. 86, WILMINGTON, NY - 8 MILES EAST OF LAKE PLACID**

**SUMMER**  
Look, green and cool. Experience it!

**AUTUMN**  
Take in all the colors of the Adirondacks.

**WINTER**  
Hiking available to safely access the Gorge.

**SPRING**  
Watch the Falls at full force!

**FOR MORE INFORMATION, PLEASE CALL**  
518-946-2278  
**HIGHFALLSGORGE.COM**  
4761 NYS RT. 86, WILMINGTON, NY - FREE PARKING  
1 MILE WEST OF WHITEFACE MT. SKI CENTER, 8 MILES EAST OF LAKE PLACID



Consider *Coupon Tracking*  
and *Co-Op Advertising*



# 2016 *Growth*

**5% Increase  
in Annual Attendance Count**

**10% Increase  
in Total Sales, of which leading  
departments were:**

**35% Increase  
in Food and Beverage**

**3% Increase  
in Merchandise Sales**

## Social *Media*

### Strategy:

- Sharing our own photos
- Showcasing User Generated Content
- Steady increase in reviews/organic chatter
- Increased investment of time and money (boosting)
- Effort to remain authentic

# Social Media *Results*

## facebook

June 2016—March 2017:

**+58% followers**

## twitter

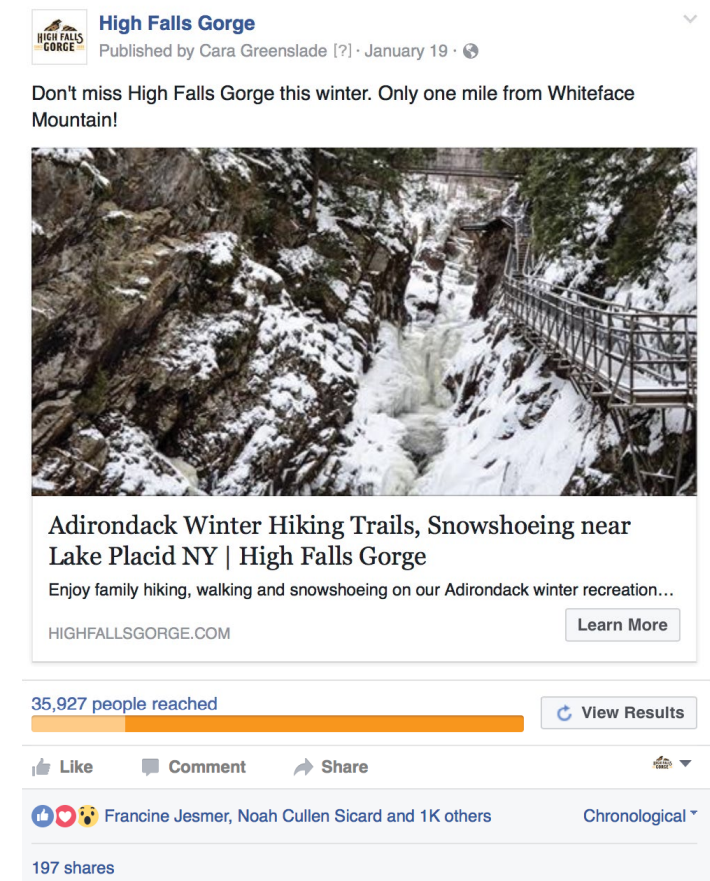
June 2016—March 2017:

**+46% followers**

## Instagram

June 2016—March 2017:

**+46% followers**





You can *do this*



# Stay *smart* with your goals:

**S**pecific

**M**easurable

**A**ttainable

**R**elevant

**T**ime frame





# Contact List: Adirondack TPAs

Official *I Love NY* Tourism Promotion Agents for counties in the Adirondack region, as of May 2016:

## ADIRONDACK REGIONAL TOURISM COUNCIL

**Ron Ofner**  
ron@adk.com

## CLINTON COUNTY

**Kristy Kennedy**  
kristyk@northcountrychamber.com

## ESSEX COUNTY

**Jasen Lawrence**  
jasen@roostadk.com

## FRANKLIN COUNTY

**James McKenna**  
james@roostadk.com

## HAMILTON COUNTY

**Michelle Clement**  
mclement@roostadk.com

## LEWIS COUNTY

**Anne Merrill**  
anne@lewiscountychamber.org

## ST. LAWRENCE COUNTY

**Brooke Rouse**  
brouse@stlawrencecountychamber.org

## WARREN COUNTY

**Joanne Conley**  
conleyj@warrencountyny.gov

## TOWN OF WEBB/OLD FORGE

**Mike Farmer**  
mikefarmer@oldforgeny.com

**I ♥ NY**  
iloveny.com





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ADVERTISING & DESIGN CO

**schireson:**

**ROOST**

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**Thank** *you*