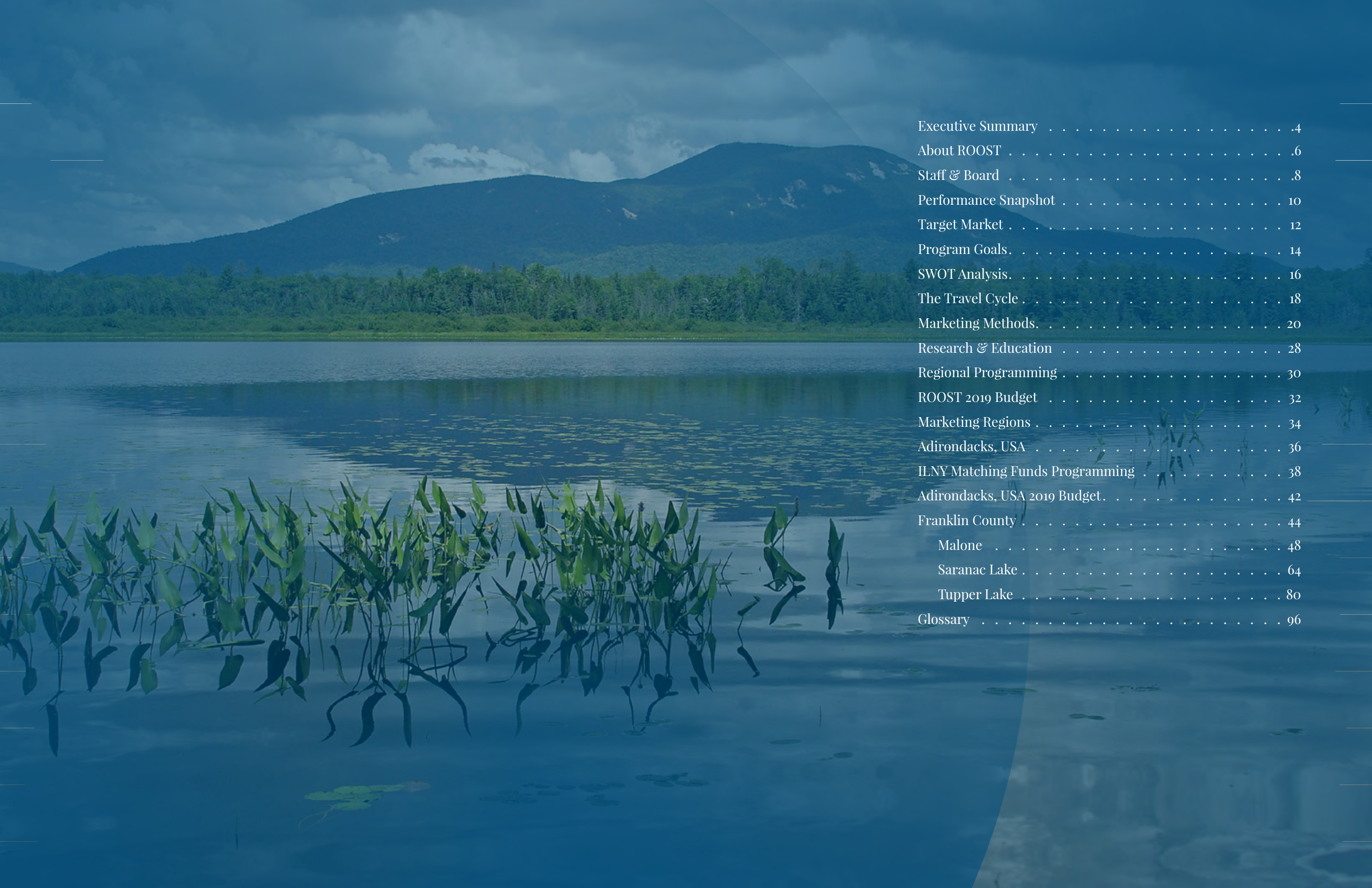


# 2019 Marketing Plan

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FRANKLIN CO.





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# EXECUTIVE SUMMARY

## Tourism in the Adirondacks

The Adirondack region is an incredibly special place that has cultivated a powerful connection between people and nature. So much so, that the very word vacation has its roots in those “vacating” the city to visit the area. Today, tourism continues to be a driving force behind the Adirondacks’ economy. According to The Economic Impact of Tourism in New York, tourism in the Adirondacks is a \$1.4 billion industry, supporting 21,347 jobs. Travel generated over six hundred million dollars in Essex, Franklin, and Hamilton Counties alone in 2016.

The Regional Office of Sustainable Tourism is the accredited Destination Marketing Organization (DMO) for Essex, Franklin, and Hamilton Counties. This includes the following 8 regional programs: Hamilton County, the Lake Champlain region, The Lake Placid/High Peaks region, the Malone region, the Saranac Lake region, the Schroon Lake region, the Tupper Lake region, and the Whiteface region. Collectively these programs come together under the Adirondacks, USA Supplemental Regional Program and Visit Adirondacks, to build awareness of the Adirondacks as a premier travel destination.

Developed by the Regional Office of Sustainable Tourism (ROOST), the strategies and tactics outlined throughout the following pages of the marketing plan are informed by a combination of the most recent industry standards, destination specific research, and performance tracking. Additionally, in an effort to develop a community based plan, ROOST hosted marketing plan workshops throughout the region to initiate the planning process. The following pages feature a planned approach and scope of work that comprise the overall destination marketing efforts for Essex, Franklin, and Hamilton Counties in 2019.



# ABOUT ROOST

*The Regional Office of Sustainable Tourism/Lake Placid CVB is a 501c6 not-for-profit corporation. ROOST is the accredited Destination Marketing Organization (DMO) for Lake Placid and Essex County, Franklin County, and Hamilton County in New York.*

## Mission

The Regional Office of Sustainable Tourism leads economic growth through tourism and is the destination marketing organization (DMO) of Essex County, Franklin County, Hamilton County, and their respective towns and villages.

## Vision

Our vision is to enrich the lives of visitors and residents alike by engineering a tourism economy that will sustain itself over time economically, socially, and environmentally.

ROOST has continuously evolved to stay ahead of the changing destination marketplace. Our destination marketing focus is based on traditional advertising, digital marketing, public relations, and by harnessing the power of electronic media.

## Infrastructure

The organization is governed by a Board of Directors representative of the membership, employs about 32 staff, and operates offices in Lake Placid, Saranac Lake, Tupper Lake, Crown Point, and Malone.

In-house staff manages all facets of our tourism marketing initiatives for the eight regional websites served including: website development, design, photography, videography, content development, media placement, and search engine optimization.

ROOST is also the NYS designated Tourism Promotion Agency for Essex County, Franklin County, and Hamilton County. Through this designation, the organization holds three board member seats on the Adirondack Regional Tourism Council (ARTC).



# ROOST TEAM

*The Regional Office of Sustainable Tourism is driven by a team of dedicated individuals who are passionate about the Adirondacks and the communities they serve.*

## ROOST Staff

In-house staff manages all facets of our tourism marketing initiatives for the eight website regions served, including website development, design, photography, videography, content development, media placement, and search engine optimization.

<b>James McKenna</b> CEO	<b>Kayla Hudson</b> CONFERENCE SERVICE COORDINATOR
<b>Mary Jane Lawrence</b> CHIEF OF STAFF	<b>John Huttlinger Jr.</b> WEB DEVELOPER
<b>Jasen Lawrence</b> DIRECTOR OF DIGITAL STRATEGY	<b>Zach Lacourse</b> WEB DEVELOPER
<b>Michelle Clement</b> DIRECTOR OF MARKETING	<b>Katie Kearney</b> PHOTOGRAPHER
<b>John Huttlinger</b> CFO	<b>Shaun Kittle</b> SENIOR CONTENT DEVELOPER
<b>Sabrina Alli</b> CONTENT DEVELOPER	<b>Suzanne Maye</b> LAKE CHAMPLAIN REGIONAL MARKETING MANAGER
<b>Kim Andresen</b> SPECIAL PROJECTS & GRANT ADMINISTRATION	<b>Pamela Merritt</b> CONTENT DEVELOPER
<b>Jay Bennett</b> DATA ANALYST	<b>Sharron Miller</b> VISITOR SERVICE MANAGER
<b>Kelly Brunette</b> SARANAC LAKE REGIONAL MARKETING MANAGER	<b>Angela Nevo</b> VISITOR SPECIALIST
<b>Dan Cash</b> SENIOR DESIGNER	<b>Brooke O’Neil</b> CONTENT MANAGER
<b>Erin Davis</b> ADMINISTRATIVE ASSISTANT	<b>Glenn Pareira</b> ADVERTISING SALES
<b>Savannah Doviak</b> PAID MEDIA COORDINATOR	<b>Kristin Strack</b> RESERVATIONS & ACCOUNTING COORDINATOR
<b>Catherine Ericson</b> LAKE PLACID & WHITEFACE REGIONAL MARKETING MANAGER	<b>Katie Stuart</b> TUPPER LAKE & HAMILTON COUNTY REGIONAL MARKETING MANAGER
<b>Carrie Gentile</b> COMMUNICATIONS COORDINATOR	<b>Cindy Sullivan</b> CONFERENCE CENTER SALES EXECUTIVE
<b>Phil Hans</b> NORTHERN FRANKLIN COUNTY REGIONAL MARKETING MANAGER	<b>Bethany Valenze</b> EVENTS COORDINATOR
<b>Emilee Hazelden</b> DESIGNER & WEB DEVELOPER	<b>Sarah Wheeler</b> CONFERENCE CENTER SALES DIRECTOR

## ROOST Board

The Regional Office of Sustainable Tourism/Lake Placid CVB’s Board of Directors, responsible for governing the organization, is comprised of 17 individuals. New board members will be elected in 2019.

<b>Ed Finnerty</b> CHAIR	<b>Marc Galvin</b> MEMBER	<b>James Lemons</b> MEMBER
<b>Jill Cardinale</b> VICE CHAIR	<b>Shawn Goodway</b> MEMBER	<b>Nick Politi</b> MEMBER
<b>Charlie Cowan</b> TREASURER	<b>Lisa Hess-Marks</b> MEMBER	<b>Chandler Ralph</b> MEMBER
<b>Robert Hockert</b> SECRETARY	<b>Beth Hill</b> MEMBER	<b>Garrick Smith</b> MEMBER
<b>Mike Beglin</b> MEMBER	<b>Andrea Holderied</b> MEMBER	<b>Sarah Wilson</b> MEMBER
<b>Mike Doran</b> MEMBER	<b>Mark Jessie</b> MEMBER	



# PERFORMANCE SNAPSHOT

*From economic and ROI, to website and social media statistics, at ROOST, we’re focused on data driven results.*

## Return on Investment

	2016	2017
Traveler Expenditures	\$144,443,603	\$240,416,938
Marketing Budget	\$2,339,890	\$3,889,219
Conversion Factor	83%	79%
Marketing Budget ROI	63:1	62:1

*\* For full research information and methodology please visit <http://www.roostadk.com/research>.*

## New York State Tourism Economics

### TRAVELER SPEND

	2015	2016	2017	2016 / 2017 %
Essex	\$405,767,000	\$435,815,000	\$470,902,000	8.1%
Franklin	\$82,617,000	\$85,387,000	\$88,132,000	3.2%
Hamilton	\$75,657,000	\$77,730,000	\$79,611,000	2.4%

*\* For full research information and methodology please visit <http://www.roostadk.com/research>.*

### LOCAL TAXES

	2015	2016	2017	2016 / 2017 %
Essex	\$28,371,000	\$30,715,000	\$32,821,116	6.9%
Franklin	\$5,388,000	\$5,925,000	\$6,278,543	6.0%
Hamilton	\$4,782,521	\$4,933,675	\$5,166,396	4.7%

*\* For full research information and methodology please visit <http://www.roostadk.com/research>.*

## Website & Social Media Performance

DATE RANGE	WEBSITE SESSIONS	FACEBOOK	INSTAGRAM	TWITTER
9/15-10/16	3,285,174	71,360	Not available	Not available
2016-2017	3,700,974	189,426	20,924	16,871
2017-2018	3,779,278	266,806	34,658	19,355



# TARGET MARKET

*The first step to developing a successful marketing campaign is identifying who the ideal target audience is. Just as no two communities or campaigns are the same, the target audience may vary based on region and topic.*

## The Adirondack Traveler

The Regional Office of Sustainable Tourism employs a data-driven strategy. In addition to following the latest industry trends, referencing tourism research (regional, state, national), and tracking campaign metrics, ROOST conducts an annual Leisure Travel Study to help gain a better understanding for the target market and the impact that ROOST's efforts have on their travel decisions.

PlaceMaking researchers have been conducting the Leisure Travel Study for Essex County for 14 years. This survey, in conjunction with other metrics, provides a comprehensive picture of the Adirondack traveler. While variations certainly exist among regions, in general the Adirondack traveler is:

- Primarily from Southern and Western New York
- Secondly from other Northeastern U.S. states, excluding Vermont, New Hampshire, and Maine.
- Canadian visitation is around 5%, but skews much higher in the Northern Adirondacks.
- Average age is 49-52, with strong populations in the 21-34 range and 55+ range.
- Average income is typically around \$100,000.

Most reach the Adirondacks either by rental vehicle or a vehicle they own.

The 2017 Leisure Travel Study also included a comprehensive breakout of day trippers and overnight visitors. This additional data reinforced some key differences between these two traveler types.

## Overnighter

- Average length of stay is 3.9 nights with a party size of about four people.
- Spend approximately three times what a day tripper will spend per trip, and represent 42% of visitation to the Adirondacks.
- Those staying in traditional lodging represent the largest per-day expenditures of all travelers at \$705 per day, but a lower per-trip expenditure at \$1,937 per trip.
- Those staying in short-term rentals spent on average less per day at \$463, but more per trip at \$2,039.
- Typically within a 2-8 hour driving distance.

## Day Tripper

- Approximately a 17% lower average income than overnighters at \$83,075.
- Less likely to participate in outdoor recreation, but more likely to participate in sightseeing.
- ROOST marketing was more likely to make day trippers "decide to take a trip I had not previously planned."
- While average expenditures were around 1/3 of those of overnight travelers, day trippers represent around 58% of all trips to the Adirondacks.
- Typically within a 1-3 hour driving distance.

## Conferences & Groups

Conference and group visitation can represent a significant boost during shoulder seasons within the Adirondacks. In 2019, ROOST will continue efforts to pitch events at the Conference Center at Lake Placid along with surrounding properties in the region that support these types of events. Marketing and outreach efforts will include but are not limited to regular conference show attendance, site tours, and sales calls to the surrounding area to solicit these conferences and groups.

## Inclusive Destination

In 2019, ROOST will continue to work with our partners throughout the region to advocate for and implement best practices for becoming a more diverse and inclusive destination. Some of the action points outlined on behalf of this initiative include:

- Implement cultural sensitivity workshops and trainings both internally with our staff and through educational programming such as the Adirondack Destination Marketing Summit.
- Develop more inclusive marketing materials.
- Recruit more models to assist with developing a more diverse image library for marketing purposes.
- Identify and pitch additional travel writers and influencers that appeal to a diverse audience.
- Explore developing translated landing pages for key languages.
- Identify and develop website resources that more clearly display accessible amenities.



# PROGRAM GOALS

*The goal of ROOST's programming is not only to attract travelers, but also to be an advocate for local tourism issues in order to reach a year-round tourism economy that aids in diversifying local communities.*

## The four main focal points of ROOST's programming

Aid ROOST beneficiaries in reaching a year-round sustainable tourism economy.

Help ROOST beneficiaries in attracting private tourism investment.

Continue to be a local advocate for tourism issues.

Use tourism development as a tool to diversify community economies.

### Performance Measures

Mechanisms over which ROOST has complete control that, when targets are applied, determine ROOST's success:

- Return on Investment (ROI) - Leisure Travel Study
- Bookings: traditional, convention, events, tours
- Leads generated
- Inquiries converted
- Media outreach, quality, and volume
- Social media followers, fans, and engagement
- Website performance analytics

### Performance Indicators

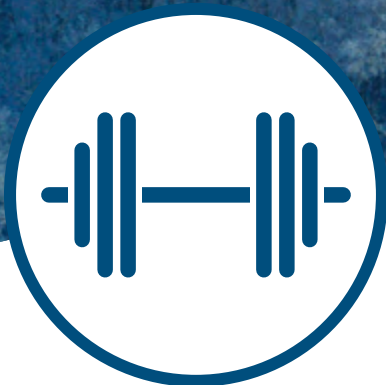
Mechanisms that determine the success of the tourism industry within a given destination and "indicate" the impact of ROOST's efforts:

- Economic impact of tourism (NYS ESD)
- Occupancy percentage
- Occupancy tax collections
- Length of stay
- Per party expenditures
- Attraction and event attendance
- Longwoods International Adirondack Research
- Potential new Canadian specific research becoming available in 2019 via ARTC



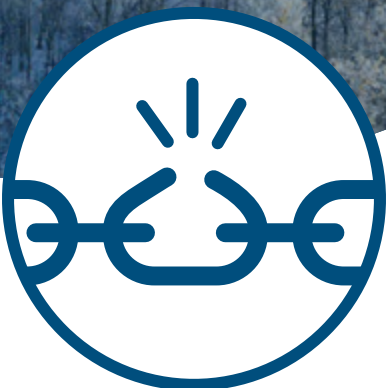
# SWOT ANALYSIS

*A study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.*



## Strengths

- Recreation: critical mass of varied recreational experiences.
- Amenities: diverse blend of amenities, attractions, and unique experiences.
- The Adirondack Park: largest publicly protected area in the contiguous United States.
- Mountains and water: diverse and beautiful topography of mountains and lakes.
- Location: within driving distance of major metropolitan areas in the Northeastern U.S. and Southeastern Canada.



## Weaknesses

- Seasonality: The natural seasonality of the Adirondacks poses challenges, everything from staffing to investment opportunities.
- Transportation infrastructure: limited air service, mass transit, and ground transportation.
- Capacity: Some resources are over capacity during peak travel times.
- Lodging: limited availability of modern lodging amenities in some areas of the region.



## Opportunities

- Transportation: new United/SkyWest connection between Plattsburgh Airport and Washington-Dulles.
- Midweek: room for growth mid week throughout all four seasons.
- Cultural experiences: increased awareness of Adirondack experiences beyond outdoor recreation, like cultural attractions, arts, and agritourism.
- Diversity: By focusing on establishing more inclusive marketing efforts and experiences, the Adirondacks has the opportunity to reach and attract a new audience.
- Seasonality: Through more focused efforts on cultural activities, groups/conferences, and events, the challenges of seasonality can be turned into an opportunity.



## Threats

- Economy: Factors like an economic downturn and U.S./Canadian exchange rates can impact travel patterns.
- Weather: With such a high concentration of tourism drivers being outdoor activities, the Adirondacks sees a large impact from unseasonable weather.
- Political: shifts in political policy, border crossing regulations, and perception of the U.S. can impact travel patterns.
- Workforce: Across the region, businesses are feeling the crunch from workforce shortages and workforce housing.



# THE TRAVEL CYCLE

*The overall leisure travel marketing strategy that ROOST implements is derived from research conducted by Google Corporation. Google has a division of experts that specifically research the travel industry.*

*The strategy is referred to as the **Travel ZMOT (Zero Moment of Truth) Journey**. In order to reach a final purchase decision, a traveler will experience touch points in the following stages: Dreaming, Researching, Booking, Experience, and Sharing.*



## Dreaming

### THE STIMULUS

Travelers love to dream about their next vacation or weekend getaway. During the initial dreaming phase of travel, the audience is made aware of the general product and experiences the Adirondacks has to offer.



## Researching

### ZERO MOMENT OF TRUTH

As the traveler moves from the dreaming to the research or planning phase of the travel ZMOT journey, they begin to explore what travel experiences meet their desires, budget, etc. ROOST employs a significant amount of resources to ensure that the information the traveler is looking for is easily accessible as they plan their trip.



## Booking

### FIRST MOMENT OF TRUTH

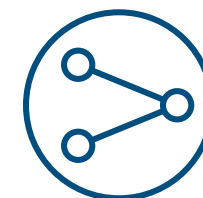
As consumer travel behaviors continue to demonstrate, consumers want transactions that are as smooth and seamless as possible. As a result, simplifying the user's booking process will continue to be a high priority. Younger travelers in particular would rather choose to book online at their convenience over speaking with someone on the phone.



## Experience

### SECOND MOMENT OF TRUTH

The customer has chosen the Adirondacks as their vacation destination. While marketing is important, the outcome of the Experience Stage is largely reliant on the experience the traveler has while staying in the region. A great customer experience is critical to ensuring the person leaves happy and shares this positive experience. With sharing now happening in real time, travelers are sharing both positive and negative experiences while here.



## Sharing

### ULTIMATE MOMENT OF TRUTH

Even though their trip is over, their journey through the travel cycle is not. Now they are not only telling the world what they did, they are also stimulating the dreaming phase for others. This is our chance to make them our ambassadors.

In 2019, ROOST will look to further encourage the sharing of user-generated content across all of our digital platforms. Additionally, through our relationships with our marketing partners and continued workshops such as the Adirondack Destination Marketing Summit, we will encourage others to follow suit.

## Crossover

**Researching/Booking:** According to Google, "over 40% of travelers say they bounce back and forth between dreaming and researching their next trip, zooming in on the details for one destination and then zooming out to reconsider all the options again."

**Experience/Sharing:** With the growth in popularity of social media and travel review sites, sharing now begins while travelers are in the Experience Stage of travel, and can even begin in the early stages of the travel cycle.



# MARKETING METHODS

*From inspiring travel through authentic stories, videos, and social media posts, to data driven and targeted ad placements with a strong call to action, ROOST employs a wide mix of marketing efforts to reach our intended target audience. These methods are driven by industry standards and research, which are then adapted and closely monitored to provide the greatest return for the region.*

## Content Marketing Strategy

Not too long ago, content marketing was a bonus or “add-on” to an overall marketing program. Once things like traditional ads and PR were in place, any leftover time and resources would then be put toward some limited content development. That perspective has changed significantly in recent years. Today, most successful organizations are putting approximately 40% of their overall marketing budget into their content strategy (Forbes).

A strong content strategy is about building relationships with your customers. Taking a trip is a personal thing and authentic content that builds relationships with potential travelers matches that sentiment. Furthermore, according to a recent study, 70% of internet users want to learn about products and experiences through content versus traditional paid advertisements (Cision).



### Authentic Stories

Authentic stories, also known as blogs, continue to be powerful vehicles for destinations to stimulate the dreaming phase of travel and build good relationships with potential visitors. Story content has been and will continue to be a major component of the overall marketing strategy that ROOST employs.

By the numbers (October 1, 2017 - September 30, 2018):

- 929,137 unique pageviews were generated from story content.
- Year-over-year unique pageviews were up by 29.7% over the same time period in the previous year.
- An average 34.5% of all website entrances were generated from story content.
- For younger websites such as VisitMalone.com, story content accounted for nearly 49% of all website entrances.

\*Data referenced above includes the eight destination area sites and the Adirondacks, USA umbrella site.

As a result, story content continues to play a major role in the leisure travel marketing strategy in 2019. This will include a blend of the following:

- **Long form content (800-2,000 words)**  
Even with people reading less, and Google

adjusting their algorithms to be mobile first, the average content length for Page 1 search results is still around 1,900 words.

- **Short form content or “micro-moments” (500-800 words)**  
With more than half of travel inquiries now coming from a mobile device, having short, digestible content that answers their inquiries is imperative.
- **Photo essay**  
Short blog featuring primarily images with captions.
- **Listicles**  
A listicle is a piece of writing or other content presented wholly or partly in the form of a list.
- **Infographics**  
Infographics are liked and shared on social media 3 times more than any other type of content.
- **FAQ**  
Frequently Asked Questions with a narrative/first-hand component.
- **Human interest pieces (local and visitor-based profiles)**  
Today, travelers want to know what it’s like to be members of the community, experiencing local culture, cuisine, and adventures just as longtime residents do.
- **UGC (User Generated Content)**  
Blogs highlighting user generated content and testimonials.

Good content needs to inform, educate, and entertain the target audience. The following are questions that we continually ask ourselves as we plan, create, edit, and publish content on the destination websites:

- Is it helpful to the traveler?
- Is it on message?
- Is it authentic?
- Is it unique enough to stand out against other content?
- Is it digestible? Does the content have strong headlines and great photos? Is it well-written and does it leave the audience with answers to their questions?

For a more detailed content outline for each region, visit the specific region in the Appendix.





## ADKData.com

### Business & Activity Listings

ROOST maintains a database of all known travel-related businesses and activities in the region. Across all ROOST regions these businesses and activities receive a free basic listing. In some regions, businesses can purchase an enhanced listing on their respective destination website to increase their visibility in marketing programs. In other regions, long-standing agreements have been made in which ROOST supports the Chamber of Commerce by providing enhanced listings to their business members. In 2019, we will begin a shift toward providing photos alongside all business and activity data, even if that business does not have an enhanced listing. These basic listings will simply not link to a full business page.

### Events

Events steadily remain a primary driver to the region as well as a great activity once travelers have arrived. Geared toward the leisure traveler, ROOST houses one of the most comprehensive listings of events in the region. Entering content into this database is accessible to anyone from the public. ROOST ensures quality control of this database and continuously monitors the events listings to make sure all major events are listed with the most up-to-date information.

In an effort to raise frontline staff and public awareness of upcoming events, 2018 saw the launch of the event “insider” program. This system generates an automated email to subscribers featuring upcoming events in a given region. This email may contain events that are non-travel related as well. A primary goal in 2019 is to expand this subscriber list to include more locals and travelers interested in this kind of communication.



## Page Content

Page content is a critical part of the Research Phase of travel. A good, persuasive landing page grabs the attention of the user and compels them to convert from a website user to a traveler. Since page content is often an inbound landing page for targeted paid advertising efforts, it is essential that the landing pages feature a clean layout, boast vivid images, display information in an



easy to navigate manner, and answer any questions the potential traveler may have.

Continuously updating and improving page content will continue to be a high priority in 2019, as it not only ensures that the most relevant content is available for travelers, but also triggers search engines to reindex the pages resulting in higher SEO rankings. Additionally, new pages will be created on many of the websites in order to better meet the needs of the traveler.

For a more detailed outline for page content improvements planned for each region in 2019, visit the specific region in the Appendix.



## Itineraries

Research from Longwoods International has highlighted the high percentage of travelers that visit the Adirondacks as part of a larger touring trip. Providing touring routes with themes to this segment of the travel audience and encouraging them to extend their tour is an opportunity for growth. Additionally, millennial research shows that

millennials seek itineraries for inspiration; however, they also desire flexibility to make room for spontaneity.

Studies have demonstrated that individuals who are not familiar with the Adirondacks have a challenge digesting the overall scope and scale of the Adirondacks. In particular, when it comes to travelers who are accustomed to measuring distance in city blocks, 6-million acres can seem a bit daunting. Recent studies have also indicated that potential travelers who have heard of the Adirondacks but have never visited are less aware of the food, cultural, and non-outdoor recreational opportunities that the region offers. It is prudent that as a destination we help showcase these amenities in an easily digestible way. Theme-based itineraries are one of the platforms we will implement in 2019 to accomplish this.

Itineraries will be integrated into existing destination platforms and made adaptable to all device sizes.

A mapping component will be linked to the itineraries to assist with ease of navigation as well as a general understanding of where these experiences are in relation to one another.

Itineraries will be mapped based on themes, and a toolkit will be developed to assist businesses with building itineraries and partnerships with other similar businesses to provide their customers with a greater overall travel experience.



## Photography

Photography can make or break a marketing campaign. Compelling and inspiring photography increases engagement across all media applications, whether it is increasing the click-through rate on a display ad, improving the view rate of an article, or strengthening social media engagement.

### Guided by numbers

There is an overwhelming amount of research and statistics that support the importance of incorporating great images with your marketing message. The following statistics from Hubspot help frame this statement:

- Posts with visual content are 40 times more likely to get shared on social media than other types of content.
- Blog articles with images get 94% more views than those without.
- Studies show that people have the ability to recall 65% of the visual content they see almost three days later.
- Articles with an image once every 75-100 words receive double the number of social shares than articles with fewer images.
- 60% of consumers who use online search say they prefer to contact a business whose listing includes an image.

Great photography that captures the beauty and uniqueness of the region has been and will continue to be a priority in 2019. As a result of this continued effort, ROOST has accumulated and indexed more than 57,000 professional images of the region. These images are being used in all facets of our marketing efforts. Additionally, these resources are made available to marketing partners upon request for use in enhancing their efforts.



The priorities for photography in 2019 are as follows:

- Fill in identified gaps in the media library (see regional sections for specific details).
- Continued effort to increase diversity in images.
- Assist marketing partners with improving the photo assets.
- Incorporate high-profile influencers into photos for use in content and paid campaigns.
- Increased incorporation of user-generated content.



## Video

In an era in which video consumption continues to grow at a staggering rate, ROOST is positioned to continue to deliver strong video content to inspire the Dreaming and Research

phases of travel. Our 2019 digital video strategy aligns with our overall strategy of continuing to build awareness of the destination by leveraging our unique assets to position the Adirondacks as a premier travel destination.

### Guided by numbers

Users:

- Online video now accounts for 74% of internet traffic.
- 85% of Americans with internet watch videos online.
- 75% of millennials watch video on social media daily.
- 20% of people will read the text on a page, but 80% of people will watch a video.

Search:

- Video content is 50 times more likely to drive organic search results than text.
- Including a video in a post increases organic traffic from search results by 157%.

ROI:

- Using videos on landing pages will increase conversions by 86%.
- 52% of marketing professionals worldwide cite video as the content with the best ROI.



In 2019, the following initiatives have been set with regard to video:

- Increase brand awareness through video content by developing one signature four-season promotional video per region.
- Continue to fill in identified gaps in the media library (see regional sections for specific video acquisition and production details).
- Production of raw material gathered in 2018.
- Continued effort to increase diversity in video.
- Follow industry trends and implement best practices for video content.
- Social media.
- Dreaming, Research, Experience, and Sharing phases of the travel cycle.



### Social Media

Social media continues to be a key component in almost all facets of the ZMOT Travel Journey, from stimulating the Dreaming Phase and carrying the traveler through their experience, travel is one of the top topics shared across social media. As a result, ROOST will continue to engage our growing audience by sharing unique content via social platforms.



### Guided by numbers

- 30% of U.S. travelers turn to social media to find trip inspiration.
- 74% of travelers use social media while on vacation.
- 52% of Facebook users say their friends' photos inspire their travel plans.

In 2019, the goal for Adirondacks, USA channels will continue to create and share captivating and informative content that focuses on encouraging followers to participate and engage in the brand as opposed to only receiving static messaging. Additionally, ROOST will continue to leverage influencers and ambassadors to continue to build brand awareness in the marketplace.

### Ambassadors

In 2018, ROOST launched an Adirondacks, USA ambassador program. The goal of the ambassador program is to promote travel in Essex, Franklin, and Hamilton counties in a fresh manner and unique voice. Adirondacks, USA ambassadors work with ROOST's social media team to post captivating and authentic content, encouraging travelers to visit the Adirondacks. From events and area attractions to informing the public on best practices for backcountry hiking, to date we have seen great success with the content and exposure gained through the ambassador program.

In 2019, we plan to continue to grow the ambassador program both in expanding the number of posts by the existing Adirondacks, USA ambassadors and by recruiting additional ambassadors into the program.



### Email Marketing

Direct email marketing continued as a strong form of remarketing in 2018, and that will remain true in 2019. Regular emails will continue to be sent using the Adirondacks, USA umbrella, which currently has a subscriber list of over 143,000 active emails. 2018 saw an increased effort in bettering the list segmentation by interest. This was the first step toward 2019's plan of more frequent customized emails per subscriber.

The long-term solution will begin implementation in 2019 with the usage of Inntopia Marketing Cloud. This platform allows for fully customized profiles and segmentation per subscriber. With this enhanced segmentation, customized imagery, and content blocks can be automatically and seamlessly swapped out per subscriber for a fully customized email experience. The result should be smaller, more frequent sends targeted at specific interests and demographics.

In 2017 ROOST, along with the Lake Placid Development Commission, implemented the "Lake Placid Insider," an automated email that sends subscribers the upcoming events schedule. In 2018 ROOST implemented the insider program for the remainder of its marketing regions. This program will continue in 2019 with an increased focus on building this subscriber list to increase local exposure.

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### Paid Media

Paid media continues to be a strong component of our strategy in 2019. The main tactics that ROOST anticipates employing in 2019 are:

#### Native advertising

Native advertising continues to be a strong performer in ROOST-driven efforts. In particular, it is a useful tool for attracting a specific audience to a specific piece of targeted content.

When placing native content advertising we will primarily use pieces written by our in-house content team; however, at times (depending on the platform, as well as the size and scope of the media buy) it may also include content written by third-party contributors.

Some of the native content platforms that ROOST will employ in 2019 include, but are not limited to: Pulsepoint, Taboola, Facebook, and Instagram.

#### Digital Display

Display ads are helpful for remarketing as well as for targeting a specific website audience. The majority of display ads placed will be retargeting ads, reaching out to individuals who have previously engaged with our website or social media content and/or have expressed a recent interest in travel. They will typically have a stronger call to action aimed at conversion.

Additionally, we often partner with specific websites that have an audience which aligns well with the specific product we are trying to sell. The latter form of display ads is usually part of a larger media mix that also may include other forms of paid media such as print and sponsored content.

#### Sponsored Content

Depending on the audience we are trying to reach, sponsored content with a source trusted by the audience is an opportunity to gain awareness and credibility. ROOST will seek out partnerships with travel- and activity-based platforms which align well with the Adirondack brand.

#### Video Distribution

Video is only as good as the audience it reaches. With video being an integral part of the overall strategy, ROOST will amplify its effectiveness by disseminating these assets to a target audience through pre-roll and post-roll video placement and native placements.

### Print

Print continues to be a strong component for building awareness for the destination. Typically we seek out print opportunities that also carry a digital component to retarget the distributors' audience.

### Influencers

Personal recommendations are considered the most effective form of advertising, especially when it comes to travel recommendations. As a result, influencer marketing will continue to be an avenue to expand awareness. When choosing influencers to work with, a detailed vetting process will be undertaken to ensure that the right audience and values align with the particular destination's brand.

Beyond the primary tactics, ROOST may continue to include a mix of television, radio, and paid search as part of the overall paid strategy.



### Public Relations and Communications

ROOST's Communications Coordinator creates demand for visitation through earned media coverage that excites and inspires

travelers, while elevating brand awareness and enforcing key messages about regions which fall within the Adirondacks, USA umbrella.

As part of its overall proactive communications strategy, ROOST pursues earned media exposure for all Adirondacks, USA destinations. To acquire earned media, the Communications Coordinator develops and maintains relationships with media to gain publicity through various channels. The media may include any mass media outlets such as newspaper, television, radio, and the internet, and may include a variety of formats such as news articles, television shows, travel editorials, blogs, vlogs (video blogs), and polls.

2019 PR strategy:

- Develop story pitches that differentiate the destination. For a more detailed outline of the PR pitches for each region, visit the specific region in the Appendix.
- Search national media databases for relevant media outlets to pitch story ideas to, and send out press releases with the goal of securing regional and national press coverage.



- Work with our PR firm, JMCPR, to secure regional, national, and international press coverage on new development, seasonal offerings, and specific differentiators for each region.
- Fulfill media inquiries from partner entities such as ILNY (Finn Partners) and ARTC (Adworkshop).
- Evaluate and fulfill independent media inquiries.
- Attend press events such as ILNY Media Nights, ATTA (Adventure Travel Trade Association), and Elevate Conference.
- Host travel writers and organize FAM tours based on vetted leads acquired by above listed activities.
- Leverage paid media strategies through earned PR programs such as in-kind editorial content.
- Write and distribute press releases for regional promotions, seasonal “what’s new” pieces, and events.
- Amplify regional and partner PR efforts.



### Organic Search

#### Search Engine Optimization

Trends continue to show that travelers are using the internet and mobile devices more and more to find travel information and inspiration when booking their trips. Online search has become a key part of how people look for travel ideas and plan their trips.



Each of our websites employ a particular keyword strategy specific to that region’s products and differentiators. By creating content that’s focused around these targeted keywords and phrases, we improve search engine visibility. While the



overall strategy is decided upon in advance, to keep up with shifts in market demand, individual pieces of content may be adopted or developed to target emerging trends.

#### Changes in Search

In recent years, organizations have faced increasing challenges with regard to growing their organic traffic due to a few key factors. Examples include:

- Ongoing changes in Google algorithms.

- Top search results continuing to fall further down the page as the pay-to-play market increased with more ads at the top.
- Emerging technologies such as voice search.
- Local listings becoming more prominent, pulling attention away from organic results and again resulting in lower positioning of the top ranking organic result.
- Google, similar to other platforms, is trying more and more to keep users on their platform, especially on mobile, where they are pulling information from other websites and displaying that information in search results.
- As a result, research shows that 40% of organic traffic is answered by Google rather than resulting in an organic click.

#### Managing Online Reputation

With these changes, DMOs need to pay more attention to how their destination is represented across Google and other third-party platforms. To offset the challenges, Google has created the Google DMO Content Program.

In 2019, ROOST will need to put further emphasis on evaluating and ensuring that the destination is displayed in a good light. An increased effort to improve the completeness, quality, and accuracy of content across Google Maps, Destination and Travel Guide Pages, the Google Trips App, and more, in return for reporting and recognition, should be considered.

Similarly, we will continue to ensure listings are up to date with partners such as I Love New York, Visit Adirondacks, and other third-party platforms.



### Booking

The Inntopia booking engine began its roll out in April 2016. This has been completed for the Lake Placid / High Peaks Region, Saranac Lake, and the Whiteface Region. Since then

Inntopia has been integrated with many small and large partners from around ROOST’s regions. Most notably, the Olympic Regional Development Authority began the adoption process of Inntopia as their primary booking and online sales platform in 2018. This integration should make ORDA products seamlessly available to not only ROOST, but for large and small properties to create and manage packages for travelers that include

these products.

Additionally, we will continue outreach and setup for other regions that have not yet completed onboarding, as well as increase efforts on available packages for travelers through the platform.



### In-Market Services



#### Visitor Services

Visitor services continue to be an integral part of our operation either through ROOST-managed visitor service offices or through support of continued partnership with local area chamber of commerces and/or community-based tourism departments. Additionally, having Regional Marketing Managers on

the ground in each region further encourages the collaborative effort between our marketing partners’ front line staff and the overarching tourism program.

### Printed Guides

While printed guides are no longer used to the scale that they once were — as a fulfillment piece to aid in the research phase of travel — today’s traveler still appreciates maps and guides while in market.

In 2019 ROOST will continue to produce a select number of printed materials.

For a detailed outline of the planned print projects for each region, please visit the specific region in the Appendix.



# RESEARCH & EDUCATION

*While incorporating a variety of research into marketing planning and initiatives, ROOST also strives to be a source of research and information. Through a variety of annual and semi-annual, in-house and partner research projects, we've been helping investors and small businesses understand the Adirondack tourism economy for decades.*

## Leisure Travel Study

Each year, as part of our commitment to tracking performance, the Regional Office of Sustainable Tourism conducts a conversation study. Known as the Annual Leisure Travel Study, this research is administered by an independent third-party researching company. PlaceMaking consultants have been conducting this research for Essex County for 13 years, and in 2016 the survey was expanded to include Franklin and Hamilton counties.

The research includes polling visitors to the region through a survey designed jointly by ROOST and PlaceMaking consultants. The survey is distributed through ROOST's trackable leads database. Leads represent the contact information collected from individuals who have responded to ROOST's destination marketing efforts, such as online contest entries, newsletter sign-ups, or engaged social media followers. The survey's goal is to measure detailed visitor information and estimated expenditures. This data is then analyzed by PlaceMaking consultants and published for use by all regional tourism related businesses.

## Adirondack Destination Marketing Summit

In 2019 ROOST will continue to put an emphasis on providing access to affordable opportunities for local businesses and marketing partners to learn about tourism trends and how to best leverage local services for success. In doing so, ROOST will host the 4th annual Adirondack Destination Marketing Summit in March.

Additionally, in the coming year, ROOST will look to continue bringing components of this educational programming into the different communities we serve via workshops, digital seminars, and partnerships with business associations, chambers of commerce, and other organizations who have similar goals.



## Destination Development

ROOST will continue to increase their encouragement of Destination Master Plan (DMP) development. Destination Master Plan programming will work with the tourism goals of the region, the North Country Regional Economic Development Council (REDC), and New York state. We will continue to assist with the development and encourage engagement with the Economic Development offices and chambers of commerce for assistance with implementation.

## Canadian Research

While working with partners in 2018, ROOST has discovered a variety of gaps in understanding travel and spending patterns of Canadians. In 2019 ROOST, in partnership with the Adirondack Regional Tourism Council (ARTC), will undertake research specifically geared toward better understanding the Canadian traveler.



# REGIONAL PROGRAMMING

*There is great value and strength in pooling resources to raise awareness of all the Adirondacks have to offer the traveling public. Collaboratively through the Adirondack Regional Tourism Council and the supplementary regional program Adirondacks, USA, we will continue this mission.*

## Adirondack Regional Tourism Council

The Adirondack Regional Tourism Council (ARTC) is made up of the seven counties in the NYS Empire State Development-designated Adirondack Region: Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren counties. ARTC functions with an executive director and is overseen by the board of directors made up from the Tourism Promotion Agent (TPA) from each of the seven counties.

ROOST holds three seats on the ARTC Board — Franklin, Essex and Hamilton counties — and in 2019 we will contribute approximately 41% of the annual programming budget. Together we operate as “Visit Adirondacks.” Some of the key components of this program include, but are not limited to:

- Building awareness of the Adirondacks through maintaining VisitAdirondacks.com and related marketing programs.
- Attending ILNY Media nights and trade shows such as “Adirondack Day” Saratoga Race Day Activation.
- Underwrite Regional Research Longwoods International (2017 and Canadian focus research).
- Sponsoring annual publications such as the Visit Adirondacks Paddling Guide, Fishing Guide, Hiking Guide, and Snowmobile Map. In 2019, ARTC will develop a new regional guide for distribution at the new Adirondack Welcome Center and other regional information centers.

The Visit Adirondacks program has consistently been a good partner for Essex, Franklin, and Hamilton counties. 2019 will see an increased level of funding from each of these participating counties in an effort to continue good success and partnerships with other Empire State Development-designated Adirondack Region counties, and with the region as a whole.

### WEBSITE TRAFFIC

VisitAdirondacks.com has regularly been a source of web traffic sessions for Essex, Franklin, and Hamilton counties. While VisitAdirondacks.com represents a smaller portion of referral traffic compared to some other sources, it is of a fairly high quality. With this continued relationship, good quality referral traffic should continue, resulting in a better experience for the traveler and increased visitation to the respective county regions.

### LEADS

VisitAdirondacks.com routinely receives requests for information regarding the Adirondacks. These leads (name, address, requested information) are forwarded by Beekmantown, NY, visitor center staff for fulfillment. This relationship has been a successful way to reach people with traditional marketing materials and an effective way to reach people looking for information in printed format.

### SOCIAL MEDIA PARTNERSHIP

The Visit Adirondacks brand has also been a great way for smaller regions with a smaller reach within Essex, Franklin, and Hamilton counties to garner additional exposure. This has been effective through sharing and cross-posting related content across Facebook, Instagram, and Twitter.

## Adirondacks, USA

The Adirondacks, USA umbrella brand ties many of the sub-destinations in the Adirondacks to a cohesive, exciting, and innovative approach that focuses on attracting different audiences and travelers than traditional marketing efforts have focused on in the past. The “USA” alludes to and underscores the international reputation of the region. Under this umbrella brand, we have gained tighter control on the overarching messaging of the region and the priorities of the individual destinations

Furthermore, it has allowed for greater funding of specialized programming such as partnership with large travel publications such as Lonely Planet, Budget Travel, Powder Magazine, Matador Network, Bike Magazine, Outdoor Project, and many others.

In 2019, we will build on the progress we have made with Adirondacks, USA and continue to explore ways to create awareness for the Adirondack region while amplifying the message of our individual destinations.

For a detailed outline of Adirondacks, USA programming, visit the Adirondacks, USA Supplemental Regional Program in the Appendix.



INCOME

INCOME	AMOUNT	% BUDGET
Essex County Occupancy Tax	\$2,870,000	63.59%
Essex County ILNY Matching Funds	\$115,800	2.57%
Franklin County Occupancy Tax	\$510,000	11.30%
Franklin County ILNY Matching Funds	\$115,800	2.57%
Hamilton County Contract	\$195,000	4.32%
Hamilton County ILNY Matching Funds	\$115,800	2.57%
Town of North Elba	\$45,000	1.00%
Village of Lake Placid	\$7,500	0.17%
Conference Center at Lake Placid	\$21,500	0.48%
Central Reservation System	\$30,000	0.66%
Sales	\$176,500	3.91%
Village of Saranac Lake	\$12,500	0.28%
Town of Harrietstown	\$12,500	0.28%
Village of Tupper Lake	\$11,000	0.24%
Town of Tupper Lake	\$11,000	0.24%
Town of Piercefield	\$3,000	0.07%
Ticonderoga Branding	\$0	0%
Short Term Rental Helper (Grant)	\$50,000	1.11%
Events	\$73,400	1.63%
Adirondack Trail Towns (Grant)	\$75,000	1.66%
Donated Services/Facilities	\$49,824	1.10%
Miscellaneous	\$12,100	0.27%
ALL INCOME TOTAL:	\$4,513,224	

EXPENSES

EXPENSE	AMOUNT	% BUDGET
Administrative		
Adirondack North Country Sports Council	\$25,000	0.55%
Admin Staff	\$251,895	5.58%
Destination Master Planning (DMP)	\$5,000	0.11%
Equipment and Software	\$23,000	0.51%
Interest	\$4,000	0.09%
Miscellaneous	\$16,500	0.37%
Occupancy Tax Enforcement Support	\$73,000	1.62%
Office Expenses	\$41,600	0.92%
Office Space	\$69,824	1.55%
Professional Services	\$98,600	2.18%
Travel	\$34,500	0.76%
ADMINISTRATIVE EXPENSES TOTAL:	\$642,919	14.25%
Marketing		
Program Specific	\$447,900	9.92%
Essex Co.. ILNY Marching Funds Programs*	\$171,600	3.80%
Essex Co. ILNY Matching Funds ARTC	\$60,000	1.33%
Franklin Co. ILNY Matching Funds Programs*	\$171,600	3.80%
Franklin Co. ILNY Matching Funds ARTC	\$60,000	1.33%
Hamilton Co. ILNY Matching Funds Programs*	\$171,600	3.80%
Hamilton Co. ILNY Matching Funds ARTC	\$60,000	1.33%
Media and Content	\$62,000	1.37%
Special Programs Reserve	\$40,000	0.89%
Adirondack Trail Towns	\$15,000	0.33%
PAID ADVERTISING TOTAL:	\$1,259,700	27.91%
Central Reservation System	\$25,500	0.57%
Conference Center at Lake Placid	\$60,500	1.34%
Dues/Subscriptions	\$6,300	0.14%
Essex County Fish Hatchery	\$50,000	1.11%
Event Support/Marketing	\$163,250	3.62%
Ironman Marketing	\$190,000	4.21%
Tourism Enhancement Fund (TEF)	\$45,000	1.00%
Marketing Staff	\$1,862,560	41.27%
Marketing Fulfillment	\$31,200	0.69%
Public Relations	\$13,000	0.29%
Regional Marketing Support	\$99,295	2.20%
Regional Materials	\$47,000	1.04%
Research	\$2,500	0.06%
Web Hosting/IT	\$14,500	0.32%
MARKETING EXPENSES TOTAL:	\$3,870,305	85.75%
ALL EXPENSES TOTAL:	\$4,513,224	

\* Please see Adirondacks, USA Regional Program for budget detail.



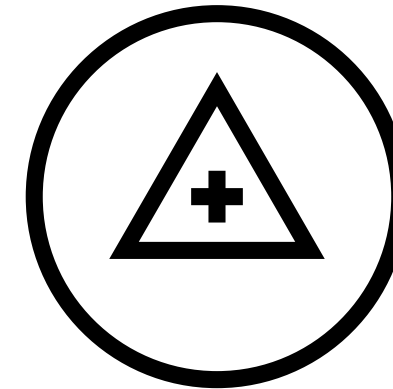
# Marketing Regions





# ADIRONDACKS, USA

*Adirondacks, USA is a designated Supplemental Regional Program under the ILNY Matching Funds guidelines. It also serves as the umbrella brand tying together all eight regions for collaborative efforts.*



**adirondacks, usa**

## Executive Summary

The Adirondacks, USA umbrella brand was established in late 2014 as a vehicle for collaborative programming between the regions within Essex County, Franklin County, and Hamilton County. As a result, we now have a tool for telling the greater story of everything the region has to offer the traveling public.

In 2017, the most notable change in strategy came with running paid programming for the first time via the Adirondacks, USA umbrella. This allowed for a more controlled approach on larger regional initiatives that most directly benefited all of the individual regions. Through 2017 and 2018, the paid programming resulted in some high profile, collaborative campaigns with media partners such as Matador Network, Lonely Planet, Budget Travel, Outdoor Project, CTV, and many others. Additionally, large collaborative efforts such as #SkiADK have been made possible through the development of Adirondacks, USA.

The Adirondacks, USA program was designated as a Supplemental Regional Program under ILNY Matching Funds Guidelines by a majority vote from the Adirondack Regional Tourism Council in 2018. As a result, Adirondacks, USA is able to qualify as a regional program and therefore maximize the ILNY Regional Bonus available for Essex, Franklin, and Hamilton counties, as well as the collective ILNY Adirondack Region.

The following pages outline the planned programming for ILNY Matching Funds in 2019.



## I Love NY (ILNY) Matching Funds

The New York State Department of Economic Development has been provided with \$4,908,000 to award to New York Tourism Promotion Agencies (TPAs) for the 2019 Tourism Matching Funds Program Year. More specifically, Essex, Franklin, and Hamilton counties have been awarded \$115,800 each. Each county is responsible for matching their award amount. As a result, the funding for matching funds programming in 2019 is \$691,800.



The purpose of the ILNY Matching Funds Program is to provide matching funds to TPAs for the planning and execution of marketing programs designed to stimulate and increase the economic impact of tourism for

New York state. The program's priorities are to reach new market areas and expand current efforts that have the potential to result in new or sustainable overnight visitation. All advertising purchased under the program should support efforts to strengthen the state's I LOVE NY brand and further the branding strategy. The program also encourages TPAs to participate in regional, multi-county, and thematic-based programs that are aligned with those of the state. This can be accomplished through coordinated efforts with two or more counties through the officially designated region, as well as thematic marketing programs that can work across regions. Additionally, ILNY encourages TPAs to base their plans on consumer research that identifies marketing opportunities for sustainability and growth.

All efforts administered using ILNY Matching Funds must meet ILNY requirement and follow the ILNY Matching Funds Requirements. The following pages outlines the 2019 programming which will be implemented using the ILNY Matching Funds.

## Adirondack Regional Tourism Council (ARTC)

As outlined in the marketing plan, Essex, Franklin, and Hamilton county participated in the ILNY designated regional program, Visit Adirondacks. In 2019, Essex, Franklin, and Hamilton counties have each committed to contributing \$60,000 to regional programming (\$180,000 total).

*See page 31 for more details.*

## Research

Using a data driven strategy and tracking the ROI of marketing efforts continues to be a major priority in 2019. As outlined in the marketing plan, ROOST will contract with PlaceMaking consultants to conduct and analyze the annual Leisure Travel Study.

## Public Relations

As part of its overall proactive communications strategy, the ROOST communications team pursues earned media exposure for all Adirondack destinations. While the internal public relations team has been effective with day-to-day pitch and PR management, we recognize that the region would not want to miss out on additional opportunities in other markets we are not able to easily reach, and where we don't have a wide range of contacts. With this in mind, the Adirondacks, USA supplemental program becomes the perfect vehicle to make use of various PR firms in our target markets. Mostly notably the New York metro area and international markets through our contract with JMCPR. Contract services per county is \$10,000.

*See page 25 for more details.*

## Email Marketing

The email marketing component of the strategy is a collaborative effort under the Adirondacks, USA supplemental regional programming. As outlined in the 2019 marketing plan, fully customized emails to segmented audiences is a priority in our overall strategy. This will be possible through the implementation of Inntopia Marketing Cloud. The contracted fee per county is \$13,600.

*See page 24 for more details.*

## Content Development

As outlined in detail in the marketing plan, content marketing is an integral component of the overall marketing strategy. While in-house writers are a key component in developing strong content, it is also important to have other perspectives and voices tell the story.

### Marketing Agency Content Development

Content generated by local marketing agencies has several advantages over content generated by contracted writers, media partners, or influencers. Most importantly, content can be generated consistently and reliably since a variety of staff at the agency is available

to devote the time in researching, experiencing, and writing a specifically outlined story.

### Media Partners Content Development

What large media partners lack in local knowledge about the region, they make up for in overall targeted reach. Using brands like Powder Magazine or OutdoorProject.com, these partners offer a large audience and access to a traveler market that they understand how to communicate with effectively. Producing branded content with these partners has yielded good success in 2017 and YTD 2018. The Adirondacks, USA program will continue to build these partnerships in 2019 as well.

### Influencers

Sometimes our brand is not who our audience wants to hear from, even though they do want to hear about the Adirondacks. Cue influencers. The right influencer partnership can greatly elevate a campaign, taking audience engagement to a new level. When combined with more traditional digital advertising and retargeting, influencer campaigns can be perfectly positioned to reinforce what we've been telling a traveler for some time. This can often result in the final push to get travelers over the line to the booking stage.

## Content Promotion

Writing great content is only half of the equation — just because you write it, doesn't mean they will come. The Adirondacks, USA Supplemental Regional Program works with a variety of partners and agencies to ensure that all of the great experiential content gets put in front of the right target audience.

### Agency Digital Content Promotion

Working with an advertising agency is a good way to help make these complex campaigns manageable and effective. It also opens up a variety of platforms for promotion, such as StackAdapt. In 2019, we will continue to work with an agency to promote the agency-developed content.

### Media Partner Digital Content Promotion

Utilizing a variety of media partners for content creation is a great way to get a range of unique voices for our regions. Utilizing these media partners to promote this and other content is even better! Many of these partners boast extremely large reaches on social media and through web traffic. Custom-tailored takeovers and featured content by these media partners is a fantastic

way to effectively reach new individuals.

## In-market Print

Like content marketing and promotion, the marketing plan outlines that print is another tool employed for building awareness for the region and for providing travelers with the tools to have a positive experience while they are here. Additionally, in-market materials are an excellent way to build awareness of important principles we would like them to adhere to while they are experiencing the region, such as Leave No Trace hiking ethics and sharing #SkiADK to build awareness for skiing. With regard to the Adirondacks, USA Supplemental Regional Program, funding will be allocated for the following in-market printed materials: centerfold of LOCALadk, Visit Adirondack Guides (fishing, paddling, and hiking), and the Adirondacks, USA travel map.

## Specific Programming

### #SkiADK (Ski the Adirondacks)

In late 2017, regional alpine ski mountains started working on a co-op marketing effort to raise awareness of quality and availability of the great skiing within the Adirondacks. A small roll out of consistent use of the hashtag #SkiADK began, as well as small amounts of physical advertising such as stickers and banners utilized by ski mountains throughout the 2017-18 ski season. The 2018-19 and 2019-20 ski season will continue to build on the use of the #SkiADK brand. This will be accomplished through an increased brand presence throughout the year starting with ski shows featuring pop-ups, feathers, and banners. The awareness campaign will continue online and in print with magazine and digital advertising promotions, as well as a domain, SkiTheADK.com, which lands on a page at the Adirondacks, USA program site AdirondacksUSA.com

# #SKIADK

Co-op opportunity: In 2019, a #SkiADK co-op program will also be available to businesses. Applications will be made available to businesses to participate and leverage the #SkiADK brand.



## Golf

Golf continues to be a strong driver of travel in the region, and in particular it is a great tool for moving the dial on midweek travel. In 2019, ADK.golf will be the landing site for golfers looking for Adirondack golf information.

### CANADIAN SPECIFIC

The northern part of the Adirondacks, USA Supplemental Regional Program has a very strong tie to the Canadian market, especially in terms of visitation with the primary intent of playing golf. As a result, historically there has been a strong Golf at Par program which includes, but is not limited to: TV, print, email, digital, content development, and Ottawa Golf show sponsorship. In 2019 we will continue to build on this effort of targeting Canadian golfers with programming highlighting the great opportunities to golf at par in the Adirondacks.

### CO-OP OPPORTUNITY

In 2019 a golf co-op program will be available to businesses. Applications will be made available to businesses to participate in the golf program and continue to extend the reach and awareness of golf opportunities in the region.

## Bird Watching

The Adirondacks is a very seasonal destination, with spring being the most trying on businesses that rely on tourism as their primary income driver. That said, spring is a great time for birding as both migration and the height of breeding season happen before peak summer travel. This is also the time in which there are growing festivals centered around birding. As a result, in 2019 the Adirondacks, USA Supplemental Regional Program will continue to build awareness on the excellent birding opportunities in the Adirondacks. This programming will target midweek winter and spring travel — two soft spots — with the intent to increase occupancy.

## Winter

In 2018 the Adirondacks, USA Supplemental Regional Program partnered with media partners such as CTV, Outdoor Project, and Lonely Planet to build awareness of the Adirondacks as a winter destination. Additionally, it drilled down some of the specific differentiators throughout the region. It's important to note that activities and the specific demographics interested in winter activities vary heavily depending on the region;

for instance Tupper Lake has great cross-country skiing, Indian Lake has great snowmobiling, and Malone has excellent family friendly alpine skiing at Titus Mountain.

This programming will continue in 2019 with additional media partners/placements. Specifically, it will also emphasize some of the midweek opportunities that continue to be a soft spot for occupancy.



## Empire State Winter Games

The 2019 Empire State Winter Games is a multi-day sports event from January 31 - February 3 with events hosted in Lake Placid, Saranac Lake, Tupper Lake, Malone, Wilmington, Brighton, and Paul Smiths.

In its 39th year, the Games bring together athletes from across New York and beyond to compete in over 30 winter sports events. The 2018 Games included more than 2,100 athletes of all ages, including master divisions, and the 2019 Games are expected to exceed that number. Funding from the Adirondacks, USA Supplemental Regional Program is used to market the event to both athletes and spectators, as well as ensure those attending the event have a positive experience.

## Mountain Biking

Mountain Biking in recent years has continued to grow as a tourism driver for the region. As emphasis is placed on the continued development of trail networks and planning for the Adirondack Rail Trail advances, growth in travel due to mountain biking is a real opportunity. In 2019 ROOST will continue to work with partners such as Barkeater Trails Alliance and BIKE Magazine to drive awareness and visitation to the region.

## Snowmobiling

Weather permitting, snowmobiling continues to be a strong activity throughout the Adirondacks. A recent survey of snowmobilers completed by ROOST found that snowmobilers have a higher average income and spend more on average than other leisure travelers per party. Snowmobilers are also very likely to tour multiple communities throughout their stay, spreading their economic impact throughout the Adirondacks. These travel patterns make this demographic a prime target for multi-region campaigns and marketing efforts.

2019 marketing will make heavy use of a newly created snowmobile map for the southern part of the Adirondacks, USA Supplemental Regional Program.

This map provides an easy way to show interconnected communities and trail access, as well as amenities and lodging options along routes. A partnership with NYS Snowmobiler and SuperTraxx media will also continue in 2019 to further create targeted digital ads to these riders and customized content that is shareable on social media.

Additionally, in 2019 GPS data will be collected of the snowmobile corridors and community connector trails so that a digital web map or app can be developed for the traveler in advance of the 2019-20 snowmobile season.

## Getting Here!

Due to limited air service, the Adirondacks has traditionally been a rubber tire destination. As a result, the bulk of marketing has been targeted to the drive-to markets. Cape Air pioneered a shift with the introduction of air service between Boston and the Saranac Lake Regional Airport. Following suit, in August of 2018 United Express/SkyWest added a connection between Plattsburgh International Airport and Washington/Dulles International Airport. This is a huge opportunity for the region, as it reduces the barriers for domestic and international travelers.

In 2019 the Adirondacks, USA Supplemental Regional Program will be committed to working with other regional partners to build awareness of this growth in air service to the region. This will include promotion of both of the above mentioned flight opportunities.

## Shows

### “Adirondack Day” Saratoga Race Day Activation

In 2016 Essex County took advantage of an opportunity to showcase its tourism assets to attendees in Saratoga. This activation featured vendors from around the county and was an overall success. In 2017 it was rolled into the primary Visit Adirondacks body of work, inviting other counties to participate in the activation. The event featured a large tent where a variety of vendors from the region could set up tastings, demos, and wares for attendees entering and leaving the trip to interact with. This program continued again in 2018, with additional vendors and regions in participation, and we look forward to another successful activation in 2019.

### ATTA Adventure Elevate

From June 10 - 12, Lake George will host AdventureELEVATE 2019. AdventureELEVATE is an annual North America-based two-day intensive

educational and networking conference that brings together thought-leaders and practitioners for inspiration, education, and insights into the trends that shape our industry year-round. It is hosted by ATTA (Adventure Travel Trade Association).

This presents a great opportunity for collaboration. As part of the 2019 program, the Adirondacks, USA Supplemental Regional Program will dedicate funding toward showcasing the Adirondacks to the attendees of AdventureELEVATE.

## CO-OP

New in 2019, ROOST will work with our partners to provide co-op opportunities via the Adirondacks, USA Supplemental Regional Program. Specifically, these co-op opportunities are built around #SkiADK, golf, and general Adirondacks, USA leisure travel. This program will be monitored throughout 2019 to track performance and gauge interest. Should it prove successful, it is anticipated that co-op opportunities will be expanded in 2020.



Adirondacks, USA 2019 Budget

INCOME

INCOME	AMOUNT
Essex County Match	\$115,800
I Love New York Matching Funds	\$115,800
Franklin County Match	\$115,800
I Love New York Matching Funds	\$115,800
Hamilton County Match	\$115,800
I Love New York Matching Funds	\$115,800
TOTAL:	\$694,800

Expenses

EXPENSE	ESSEX	FRANKLIN	HAMILTON	AMOUNT
Transfer to ARTC	\$60,000	\$60,000	\$60,000	\$180,000
Research (Leisure Travel Study)	\$9,661	\$9,661	\$9,661	\$28,982
Public Relations	\$10,000	\$10,000	\$10,000	\$30,000
Email Marketing	\$13,600	\$13,600	\$13,600	\$40,800
CONTENT CREATION				
Marketing Agency	\$10,000	\$10,000	\$10,000	\$30,000
Media Partners	\$15,000	\$15,000	\$15,000	\$45,000
Influencer Content	\$10,000	\$10,000	\$10,000	\$30,000
CONTENT PROMOTION				
Agency Digital Content Promotion	\$10,000	\$8,000	\$10,000	\$28,000
Media Partner Digital Content Promotion	\$10,000	\$10,000	\$10,000	\$30,000
IN-MARKET PRINT				
Print (LOCALadk)	\$4,533	\$4,533	\$4,533	\$13,600
Visit Adirondack Guide Ads	\$3,850	\$3,850	\$3,850	\$11,550
Regional Printed Travel Map	\$1,456	\$1,456	\$1,456	\$4,368
SPECIFIC PROGRAMMING				
#SkiADK (Ski the Adirondacks)	\$15,000	\$15,000	\$15,000	\$45,000
CO-OP #SkiADK	\$5,000	\$5,000	\$5,000	\$15,000
Golf	\$2,000	\$20,000	\$2,000	\$24,000
CO-OP Golf	\$5,000	\$5,000	\$2,500	\$12,500
Bird Watching		\$1,000	\$10,000	\$10,000
Winter Travel		\$18,000	\$8,000	\$26,000
Empire State Winter Games	\$10,000	\$5,000		\$15,000
Mountain Biking	\$15,000	\$1,000	\$1,000	\$15,000
Snowmobiling	\$3,000	\$3,000	\$18,000	\$24,000
Getting Here (Dulles Connection)	\$10,000	\$1,000	\$1,000	\$12,000
CO-OP Leisure Travel	\$5,000	\$5,000	\$10,000	\$20,000
SHOWS				
Saratoga Race Day Activation	\$1,000	\$1,000	\$1,000	\$3,000
ATTA Elevate	\$2,500	\$2,500	\$2,500	\$7,500
TOTAL:	\$231,600	\$231,600	\$231,600	\$689,800



# FRANKLIN COUNTY

*Franklin County lies at the northern part of the Adirondacks and New York state. The bottom half of the county is within the Adirondacks, while the northern part of the county lies outside of the Adirondacks.*

Visit  
**MALONE**  
New York



Franklin County is comprised of three specific tourism promotion programs: Visit Malone, the Saranac Lake Region, and the Tupper Lake Region. The following section outlines in detail the specific marketing strategy developed for each of these regions in 2019.

Additionally, county-wide programming will include the continuation of the “Golf at Par” promotion, which specifically targets Canadian golfers. Furthermore, regional programming via Visit Adirondacks and Adirondacks, USA allows for Franklin County to maximize its exposure via an increased regional bonus from ILNY Matching Funds. For more details on these regional programs and ILNY funding allocation, please reference the Adirondacks, USA Supplemental Regional Program section of this document.



# Franklin County 2019 Budget

## INCOME

INCOME	AMOUNT	% BUDGET
Franklin Co. Occupancy Tax	\$510,000	71.45%
Franklin Co. ILNY Matching Funds	\$115,800	16.22%
Sales	\$11,000	1.54%
Village of Saranac Lake	\$12,500	1.75%
Town of Harrietstown	\$12,500	1.75%
Village of Tupper Lake	\$11,000	1.54%
Town of Tupper Lake	\$11,000	1.54%
Town of Piercefield	\$3,000	0.42%
Short Term Rental Helper (Grant)	\$17,150	2.40%
Events	\$9,213	1.29%
Miscellaneous	\$600	0.08%
ALL INCOME TOTAL:	\$713,763	

## EXPENSES

EXPENSE	AMOUNT	% BUDGET
<b>ADMINISTRATIVE</b>		
Administration Staff	\$34,661	4.86%
Destination Master Planning (DMP)	\$688	0.10%
Equipment and Software	\$2,890	0.40%
Interest	\$550	0.08%
Miscellaneous	\$2,270	0.32%
Occupancy Tax Enforcement Support	\$17,150	2.40%
Office Expenses	\$5,444	0.76%
Office Space	\$8,800	1.23%
Professional Services	\$13,361	1.87%
Travel	\$5,871	0.82%
ADMINISTRATIVE EXPENSES TOTAL:	\$91,686	12.85%
<b>MARKETING</b>		
Program Specific	\$121,888	17.08%
Franklin County ILNY Matching Funds Programs*	\$171,600	24.04%
Franklin County ILNY Matching Funds ARTC	\$60,000	8.41%
Media and Content	\$10,193	1.43%
PAID ADVERTISING TOTAL	\$363,681	50.95%
Dues/Subscriptions	\$839	0.12%
Event Support / Marketing	\$11,601	1.63%
Marketing Staff	\$229,740	32.19%
Marketing Fulfillment	\$3,234	0.45%
Public Relations	\$1,789	0.25%
Regional Materials	\$10,250	1.44%
Research	\$344	0.05%
Web Hosting / IT	\$599	0.08%
MARKETING EXPENSES TOTAL	\$622,077	87.15%
	\$713,763	

\* Please see Adirondacks, USA Regional Program for budget detail.



# MALONE & NORTHERN FRANKLIN CO. REGION



## Executive Summary

The Malone Region encompass Northern Franklin County and is the northernmost point of the Adirondacks, USA umbrella. The nature of its amenities and close proximity to Canada make it a popular destination for Canadian travelers.

The following pages outline the detailed program of work for 2019. Some of the key goals that have been outlined as part of the program include:

- Improving VisitMalone.com's organic reach through a focused content strategy. In comparison to some of the other regions, in 2019 the Malone Region will have one of the largest focuses on adding new page and listing content in order to better assist travelers with better information on all of the experiences and amenities northern Franklin County has to offer.
- Increase business participation in the overall program by increasing overall awareness, expanding the number of enhanced business listings, and increasing the use of the events calendar.
- Leveraging the strength of key tourism drivers — skiing and golfing — to build the brand for the Malone Region.
- In comparison to other regions in the Adirondacks, USA umbrella, the Malone Region will have the highest concentration of Canadian-targeted advertising.



# Malone & Northern Franklin Co. 2019 Budget

## INCOME

INCOME	AMOUNT	% BUDGET
Franklin Co. Occupancy Tax	\$170,000	75.3%
Franklin Co. ILNY Matching Funds	\$38,600	21.26%
Short Term Rental Helper (Grant)	\$5,717	3.15%
Events	\$538	0.30%
ALL INCOME TOTAL:	\$214,855	

## EXPENSES

EXPENSE	AMOUNT	% BUDGET
ADMINISTRATIVE		
Administrative Staff	\$10,145	4.72%
Destination Master Planning (DMP)	\$201	0.09%
Equipment & Software	\$846	0.39%
Interest	\$161	0.07%
Miscellaneous	\$665	0.31%
Occupancy Tax Enforcement Support	\$5,718	2.66%
Office Expenses	\$1,551	0.72%
Office Space	\$3,250	1.51%
Professional Services	\$3,911	1.82%
Travel	\$1,987	0.92%
ADMINISTRATIVE EXPENSES TOTAL:	\$28,433	13.23%
MARKETING		
Program Specific	\$35,840	16.68%
Franklin Co. ILNY Matching Funds Programs*	\$57,200	26.62%
Franklin Co. ILNY Matching Funds ARTC	\$20,000	9.31%
Media and Content	\$3,090	1.44%
PAID ADVERTISING TOTAL:	\$116,130	54.05%
Dues/Subscriptions	\$246	0.11%
Event Support/Marketing	\$822	0.38%
Marketing Staff	\$67,242	31.30%
Marketing Fulfillment	\$946	0.44%
Public Relations	\$524	0.24%
Regional Materials	\$250	0.12%
Research	\$101	0.05%
Web Hosting/IT	\$161	0.07%
MARKETING EXPENSES TOTAL:	\$186,422	86.77%
ALL EXPENSES TOTAL:	\$214,855	

\* Please see Adirondacks, USA Regional Program for budget detail.



WEBSITE TRAFFIC (10/1/17 - 9/30/18)

	VISITMALONE.COM	ADK.GOLF	SKIATPAR.COM
Pageviews	206,297	92,801	11,442
Users	116,607	56,077	7,965
Sessions	134,019	77,729	9,485
Paid	51,860	72,036	2,319
Organic Search/ Direct Traffic	43,341	3,479	5,424
Social Referrals	8,727	-	-
Adirondacks, USA Newsletter	20,729	-	-
Avg Session Length	0:51	-	-
Avg Pages/Session	1.54	-	-

TOP WEBSITE CONTENT

PAGE	PAGEVIEWS	SHARE
/enter-to-win	16,009	7.87%
Home page	14,137	6.95%
/activities/titus-mountain	4,716	2.32%
/blog/2017/10/roll-dice	4,594	2.26%
/activities/almanzo-wilder-homestead	4,565	2.25%
/shopping	4,507	2.22%
/events	4,453	2.19%
/recreation/hiking	4,130	2.03%
/blog/2017/07/malone-golf-club-through-eyes-first-timer	4,098	2.02%
/events/franklin-county-fair	3,734	1.84%

 13,409 followers (2,652 increase)

 542 followers (313 increase)

Target Audience

- Primary destination marketing areas:
  - Binghamton, NY
  - Buffalo, NY
  - Burlington, VT-Plattsburgh, NY
  - Ontario - *primary focus*
  - Quebec - *primary focus*
  - Rochester, NY
  - Syracuse, NY
  - Utica, NY
  - Watertown, NY
  - Wilkes Barre-Scranton, PA
- Age range: 21-65 (average 53)
- Income range: \$45,000 - \$135,000

Supporting Data

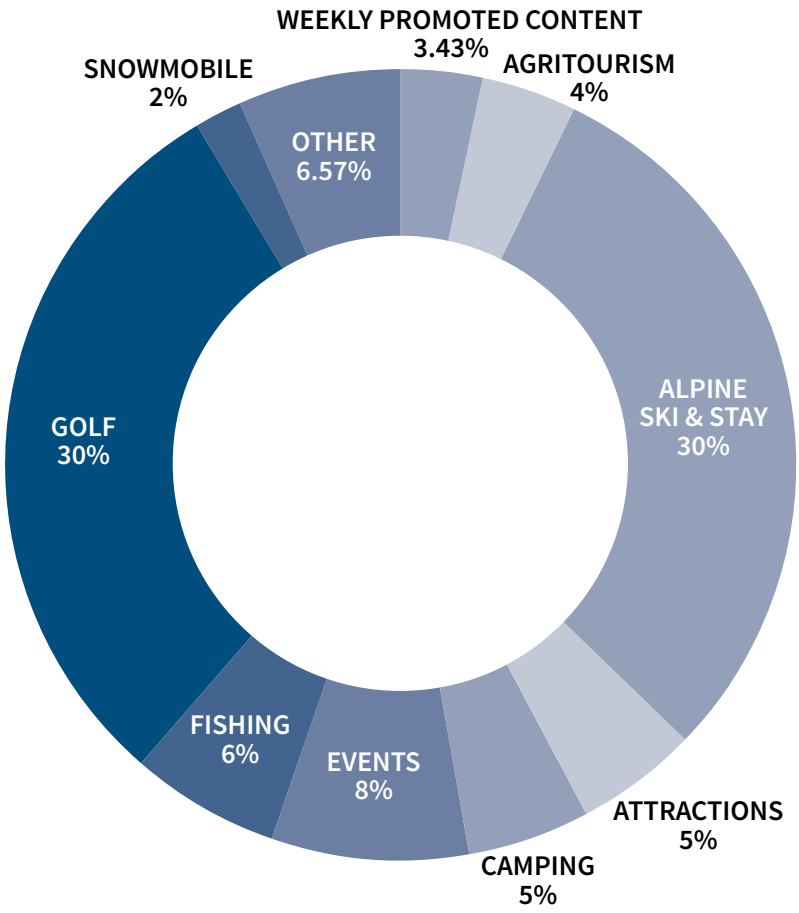
- 49.04 average age (Malone Study)
- 43% of travelers fall between \$60,000 and \$125,000
- Highest percentage of Canadian visitation of all ROOST regions
- Highest interest in golf in Franklin County
- High share of travelers from Canada
  - Leisure Travel Study: 13.57%
  - Malone Study: 17.6%
  - Web traffic: 21.94%
- High share of travelers from Plattsburgh/Adirondacks
  - Leisure Travel Study: 12.8%
  - Malone Study: 23.3%
  - Web traffic: 12%
- Albany, NY
  - Leisure Travel Study: 12.30%
  - Malone Study: 9.60%
  - Web traffic: 9.69%
- Ontario
  - Leisure Travel Study: 8.52%
  - Malone Study: 11.20%
  - Web traffic: 10.11%



# Program Summary

CATEGORY	PAGE CONTENT DEVELOPMENT	STORIES	PHOTO ACQUISITION	VIDEO ACQUISITION	VIDEO PRODUCTION	DATE RANGE	PAID
Visit Adirondacks - ILNY							✓
Adirondacks, USA - ILNY							✓
CO-OP - Adirondacks, USA							✓
Weekly Promoted Content						Jan-Dec	✓
Agritourism	New Page(s)	4	✓			Feb-Mar Jun-Sep	✓
Alpine Skiing and Riding (Ski & Stay)	Refresh / Seasonal Updates	6	✓	✓	✓	Oct-Mar	✓
Attractions	Major Content Updates / Additions	9	✓			May-Oct	✓
Biking	Major Content Updates / Additions	2	✓	✓			
Birding	Refresh / Seasonal Updates	3					
Camping	Major Content Updates / Additions	2	✓	✓	✓		✓
Cross-Country Skiing and Snowshoe	Major Content Updates / Additions	3	✓				
Events	Refresh / Seasonal Updates	5	✓		✓	4-6 weeks out	✓
Fishing	Refresh / Seasonal Updates	2	✓	✓	✓	Mar-Jun	✓
Golf	Refresh / Seasonal Updates	5	✓	✓	✓	Feb-Oct	✓
Group Travel	New Page(s)	1					
Hiking	Major Content Updates / Additions	2	✓				
Ice Fishing	Refresh / Seasonal Updates	1	✓				
Shopping	Refresh / Seasonal Updates	2	✓				
Snowmobiling	Major Content Updates / Additions	2	✓	✓		Dec-Feb	✓
Towns in Northern Franklin Co.	New Page(s)		✓				
Other/Reserves		3				TBD	✓
52							

# Region Specific Programming



# Paid Media Summary

CATEGORY	AMOUNT	% BUDGET
Visit Adirondacks - ILNY	\$20,000	-
Adirondacks, USA - ILNY	\$32,280	-
CO-OP - Adirondacks, USA	Up to \$15,000	-
Region Specific Programming		
Weekly Promoted Content	\$1,200	3.4%
Agritourism	\$1,400	4%
Alpine Ski & Stay	\$10,500	30%
Attractions	\$1,750	5%
Camping	\$1,750	5%
Events	\$2,800	8%
Fishing	\$2,100	6%
Golf	\$10,500	30%
Snowmobile	\$700	2%
Other	\$2,300	6.6%
\$82,280		

Represents 1/3 of the Franklin County ILNY paid media buys. See Adirondacks, USA Supplemental Regional Program for ILNY Matching Funds paid media details.



# Additional Programs

## FAM Tour, Influencer, and Ambassador Priorities

Familiarization tours (FAMs) and social media influencer campaigns will focus on alpine skiing and golfing in Northern Franklin County. These attractions stand on their own as destination differentiators and tourism drivers. The audience of the publications and/or following that the FAMs or influencers reach must align with the particular audience targeted as part of the overall campaign. Additionally, influencers can easily be plugged into other attractions such as Almanzo Wilder Homestead as part of larger regional campaigns.

Over the course of the year, Adirondack Ambassadors will be focused on attending events in the region. Events make for great, engaging stories that can be told by our regional social media contributors.

## Public Relations/Communications

The PR and Communications strategy includes developing story pitches and campaigns that heighten interest in the region. More specifically, PR pitches will highlight new developments, seasonal event calendars, and the unique cultural and outdoor travel opportunities that differentiate the region.

## Photo/Video Summary

A large quantity of photo/video assets have been successfully acquired over the last few years during the Malone marketing execution. Even so, there are still several new assets that require media acquisition in Northern Franklin County. 2019 will focus on filling in those gaps in our photo/video library, and on producing the raw video footage acquired in 2018 for promotional purposes throughout the year. In addition, ROOST will coordinate a photo shoot at Titus Mountain with ski photographer Jake Sporn to acquire ski imagery that matches the look and feel of the greater #SkiADK campaign.

## Special Projects

A major priority of Malone for 2019 is the acquisition of accurate GPS data collection for snowmobile trails. While good data exists for state designated trails from New York State Department of Environmental Conservation, additional data for connector trails and those that make use of easements are greatly lacking. Malone will take part in a large scale collection of snowmobile trail data across the Adirondacks as a multi-county initiative in 2019.

# Detailed Topic Summary

The following is a list of planned topics for Malone’s marketing initiatives.

## Agritourism

Northern Franklin County has a storied history and a present-day variety of agritourism opportunities. From homesteading and harvest festivals, to farming-related amenities such as the Almanzo Wilder Homestead and McCadam Cheese Store, to a growing number of popular farmers markets and increased awareness and production of maple syrup in the area, Malone is approaching a critical mass of agritourism amenities that are attractive to travelers.

### Goal

- Leverage the growing interest in agritourism to increase awareness, visitation, and interest in agricultural focused amenities, activities, and events around the region

### Audience

- Age: 21-45
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: people interested in food and travel, agritourism, farm-to-table

In comparison to other campaigns, this agritourism paid efforts will be more U.S. focused due to border crossing regulations and/or interest in the particular amenity. For example, maple syrup advertising may exclude Canadian travelers as there is already a strong maple syrup product in Canada.

### Content

- Stories: 4
  - Maple Season: during NY Maple Weekends, Northern Franklin County offers a variety of sugarbush tours, sugarhouse demonstrations, Titus Mountain Maple Weekend, and more
  - Summer: summer travel opportunities and family experience at the Wilder Homestead and Merry Den Alpacas
  - Fall: family harvest experience such as apple picking and family orchard experience at Prairie’s Orchards or pumpkin picking at Bonesteel’s
  - Events: variety of agritourism-centric events like Sundae on the Farm, farmers markets, Maple Weekends, Paul Smith’s College VIC Homesteading Festival

- Site content
  - A new agritourism page, associated listings, and event listings will be added.

### Paid Advertising

- Date range: late February-March, June-October
- Budget: 4%
- Promoted content

### Additional Notes

- Leverage existing programming including, but not limited to, New York Maple Weekends (March 23-24 and March 30-31, 2019) and the recently designated North Country Cuisine Trails.

## Alpine Ski and Stay

Titus Mountain in Malone offers an excellent family-friendly skiing opportunity. A short drive from Ottawa and Montreal, the ski area is easy to get to and easy to love. Affordable and discounted packaging options, on and off mountain. In 2018, Titus was voted #1 Family Friendly Ski Area in North America by Liftopia.

### Goals

- Increase overnight skier visitation
- Increase lift ticket sales at Titus Mountain
- Increase event attendance at Titus Mountain

### Audience

- Age: 35+
- Income: \$50,000+
- Geo: Ottawa/Ontario, Montreal/Quebec
- Interests: leisure skiing, family skiing, night skiing, beginner skiing

### Primary Campaign Topics

- Book discounted ski and stay packages
- Your family friendly ski destination, voted #1 Family Friendly Ski Area in North America by Liftopia
- Easy to get to, easy to love

### Content

- Stories: 4
  - Season preview: what’s new, events, old favorites
  - Family ski and stay experience
  - Easy to love
  - Date nights will never be the same
  - Story refresh and re-purpose from previous seasons
- Site content
  - Migrate content from SkiAtPar.com to VisitMalone.com. Add packaging details
  - Provide easier pass through to Titus Mountain and participating lodging for packaging information



- Photo
  - Jake Sporn photo shoot to have a similar look and feel for all of the areas in the #SkiADK campaign

#### ***Paid Advertising***

- Date range: October-March (weather dependent)
- Budget: 30%
- Promoted content

#### ***Additional Notes***

- See Adirondacks, USA/ILNY Matching Funds (#SkiADK Campaign and Winter Travel)

### **Attractions**

With one-of-a-kind attractions such as the Wilder Homestead, Chateaugay Chasm, the Akwesasne Cultural Center, Paul Smith’s College VIC, the House of History, and a variety of beautiful public parks and spaces, Northern Franklin County can drive or extend overnight visitation with increased awareness.

#### ***Goals***

- Increase and extend length of stay of overnight visitors through increased awareness of area attractions
- See year-over-year growth in attraction attendance as well as event participation at area attractions

#### ***Audience***

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: varies based on attraction

#### ***Content***

- Stories: 9
  - Wilder Homestead experiential story, overview of Wilder Homestead’s event lineup
  - Highlight of history attractions including, but not limited to: the House of History, historic walking tours
  - Overview of outdoor attractions, parks, and public spaces, like Paul Smith’s College VIC, Chateaugay Chasm, tubing at Titus Mountain (summer and winter version)
  - Overview of arts and cultural attractions
  - A series of human interest pieces (meet the faces) highlighting the volunteers, artists, musicians, and staff who breathe life into the area attractions and share their passion for Northern Franklin County
- Site content
  - The attractions page on VisitMalone.com will be

built out to include more robust and detailed information and photos of area attractions

#### ***Paid Advertising***

- Date range: May-October
- Budget: 5%
- Promoted content

### **Biking (Road Cycling)**

The wide shoulders and naturally rolling landscape of Northern Franklin County provide excellent terrain for bicycle touring. Increased activity in both the form of community planning and visitation show that there is an opportunity for growth in road cycling in Northern Franklin County. Tying in amenities such as cultural attractions, agritourism experience, and dining will enrich this travel experience.

#### ***Goals***

- Increase overnight bike visitation in Northern Franklin County
- Increase sales at local bike and sporting goods shops

#### ***Audience***

- Age: 21+
- Income: \$65,000+
- Geo: default regional DMAs
- Interests: cycling, cycling races, cycling clubs

#### ***Content***

- Stories: 2
  - Bike route listicle: Northern Franklin County’s roads provide a variety of unique loops and routes
  - Touring experiences: tie bike touring to area attractions and agritourism amenities and experiences
- Site content
  - Events page is good
  - Add listing information on bike routes and loops

#### ***Paid Advertising***

- Promoted content

### **Birding**

Birding has become one of the fastest growing hobbies in North America, and the marshes and wetlands of the St. Lawrence Valley provide prime birding habitat. The less heavily used trails around Malone also provide the quiet locale that bird watchers most enjoy. Additionally, natural events such as the annual snow goose migration and the unforeseen arrival of a unique or

rare bird provide additional awareness of the excellent birding opportunities in Northern Franklin County.

#### ***Goals***

- Increase overnight visitation in the shoulder season with birding

#### ***Audience***

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: birding, birding clubs, birding publication subscribers

#### ***Content***

- Stories: 3
  - Spring: spring birding hot spots
  - Fall: autumn birding adventure
  - Winter: winter birding tips
- Site content
  - Refresh, seasonal changes, review of listings.
- Photo
  - Support story and page content

#### ***Paid Advertising***

- Promoted content

### **Camping/Paddling/Boating**

With campgrounds such as Deer River Campsite, St. Regis Falls Campsite, Meacham Lake Campground, Babbling Brook, and High Falls Park Campsite, Northern Franklin County offers a diverse variety of excellent camping opportunities. Northern Franklin county offers camping at all levels, from sites and campgrounds with electricity to others that offer a bit more seclusion for tent camping. Most of these campgrounds are within a short commute to local amenities such as dining and museums for day trips.

#### ***Goals***

- Increase occupancy at area campgrounds. Increase sales at sporting goods stores
- Increase/extend overnight visitation in traditional lodging through more enjoyment of local waterways

#### ***Audience***

- Age: 21+
- Income: \$45,000-125,000+
- Geo: default regional DMAs
- Interests: outdoor adventure seekers, leisure camping, family camping, couple camping

#### ***Content***

- Stories: 3
  - Camping experiences: stories sharing both a family and couples camping experience
  - Paddling: experiential or listicle blog highlighting the best places to get on the water in Northern Franklin County
- Site content
  - Review and refresh pages and listings
  - Work with campground owners to increase enhanced listings on the camping page

#### ***Paid Advertising***

- Date range: May-September
- Budget: 5%
- Promoted content

### **Cross-country Skiing and Snowshoeing**

From the trails of the Malone Fish & Game Club and Paul Smith’s College VIC to area mountain trails, Malone offers a variety of unique opportunities to get out for some winter fun on both cross-country skis and snowshoes.

#### ***Goal***

- To increase activity around the excellent cross-country skiing and snowshoeing opportunities in Northern Franklin County

#### ***Audience***

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: winter enthusiasts, outdoor adventure seekers, snowshoers

#### ***Content***

- Stories: 3
  - Two snowshoe adventures highlighting unique routes in Northern Franklin County
  - Cross-country ski listicle highlighting the top places for Nordic skiing in Northern Franklin County
- Site content
  - Review, refresh cross-country ski and snowshoe trail listing information
  - Add additional trail information for missing resources on VisitMalone.com

#### ***Paid Advertising***

- Promoted content



Events

Northern Franklin County offers a variety of different events to appeal to different traveler segments. Focusing on events that would drive or extend overnight visitation includes, but is not limited to: the Franklin County Fair, End of Summer Bash, and Star of the North Race, as well as events at attractions such as Titus Mountain and Almanzo Wilder Homestead

Goals

- Increase overnight visitation with event attendance
- Increase event attendance

Audience

- Varies based on event

Content

- Stories: 7
  - Story highlight the must-attend events of the winter season
  - From the annual Color Your Hyde and Start of the North Race to a variety of 5K and 10K races, Malone has a critical mass of running opportunities to appeal to both overnight and day trip visitors
  - Fall brings harvest festivals, farmers markets, Oktoberfest, and much more to Northern Franklin County
  - Insiders’ guide to the best days to attend, where to park, must see exhibits, what’s new, and more
  - Other (2): TBD
- Site content
  - Increase use of events calendar by event organizers
  - Increase subscription to the Malone Insider

Paid Advertising

- Date range: varies based on event. Typically starts 4-6 weeks prior to the event
- Budget: 8%
- Promoted content

Golf

Malone is a world class golf destination, featuring the 36-hole Malone Golf Club, Highland Greens Golf Course, and the nearby Saranac Inn Golf Club. Malone is in a prime location, with 72 holes of play. Additionally, Malone’s close proximity to Canada and Canadian cash at par on golf packages makes Malone attractive to Canadian golfers.

Goals

- Year-over-year growth in overnight golf visitation
- Increase golf packages sold and increase overall golf rounds

Audience

- Age: 34+
- Income: \$50,000+
- Geo: Ottawa/Ontario, Montreal/Quebec
- Interests: golfing

Content

- Stories: 5
  - Tips & Overview 2019 “Golf at Par” Preview
  - Insiders’ Guide to the Malone Golf Club
  - The ultimate golf week sampler: Stay in Malone and golf at the Malone Golf Club’s East and West courses, Saranac Inn, Highland Greens, and Tupper Lake
  - Experiential stories written by golfers about their experiences at the Malone Golf Club
- Site Content
  - Cleaner integration between GolfAtPar.com (Franklin County program) and the Malone-specific golf page on VisitMalone.com

Paid Advertising

- Date range: Feb. 1 - Oct. 15
- Budget: 30%
- Ottawa Golf Show support

Additional Notes

- See Adirondacks, USA / ILNY Matching Funds (Golf Campaign and Golf CO-OP)

Hiking

Malone has some of the most attractive beginner and intermediate hiking trails in the region, including paths to Debar Mountain, Owl’s Head, Elephant Head, and High Falls Park. These easy trails provide great family friendly experiences. Additional hiking opportunities are also available in the region, such as Malone’s Recreation Park and Paul Smith’s VIC, which offers a variety of beautiful walks. All of these trails are day hikes and will bring the visitors back in the Malone area for dinner and lodging. Additionally, highlighting these underutilized resources can help disperse hikers from over-utilized trails.

Goals

- Increase trail usage around the Malone area

Content

- Stories: 2
  - Easy hikes and scenic walks, Paul Smith’s VIC,

- Malone Recreation Park
  - Listicle: Must-see views
- Site content
  - Clean up hiking listings
  - Improve navigation to “best hiking locations”

Paid Advertising

- Promoted content

Additional Notes

- See Adirondacks, USA / ILNY Matching Funds

Fishing

With popular fishing locations such as the Salmon River and Chateaugay Lake, Northern Franklin County is gaining popularity as a fly fishing destination, and for good reason. The Salmon River is stocked annually with brown and rainbow trout, and in the spring bullhead fishing at Deer River Flow also provides an opportunity for some evening recreation. After the traveler is finished, lodging and dining is all within close proximity, making extended stays easy to plan.

Goals

- Increase overnight visitation driven by fishing
- Increase awareness of the excellent fishing opportunities in Northern Franklin County
- Increase participation in fishing derbies

Audience

- Age: 35+
- Income: \$45,000+
- Geo: default regional DMAs within a 6 hour radius
- Interests: fly fishermen, bass fishermen

Content

- Stories: 2
  - Fish tales from a day fishing the Salmon River
  - Insider tips: where to fish, find bait, eat, and stay

Paid Advertising

- Date range: March-June, September
- Budget: 8%
- Promoted content

Ice Fishing

Northern Franklin County has some excellent ice fishing destinations. Lower Chateaugay Lake, Buck Pond, and Meacham Lake are all great for northern pike fishing. When travelers come to the area to ski, snowshoe, or winter hike, ice fishing is another opportunity to help extend the visitor’s stay.

Goals

- To increase activity/visitation around the excellent ice fishing available in Northern Franklin County

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: ice fishermen, snowmobilers who fish

Content

- Stories: 1
  - A day on the ice: ice fishing experiential story
- Site content
  - Improve listing information, access points

Paid Advertising

- Promoted content

Shopping

Improve awareness of the unique shops and shopping opportunities in Malone and the surrounding communities. Shopping additionally provides a great “weatherproof” activity. The VisitMalone.com website will be updated to showcase all of the shopping opportunities that may appeal to a traveler.

Goals

- Increase retails sales due to travelers

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: general leisure DMAs

Content

- Stories: 2
  - Gearing up: where to find the best gear
  - Bring it home: where to find the best gifts and items to keep for yourself.
- Site content
  - Refresh content
  - Increase number of enhanced business listings

Paid Advertising

- Promoted content

Snowmobiling

Snowmobiling trails in Malone will be mapped out to add to the winter offerings in Northern Franklin County. With the opportunity to rent equipment and sleds in Malone, it makes it easy for someone to try snowmobiling for the first time. It’s also a great way to increase winter activity in Northern Franklin County,



resulting in longer stays and the use of other amenities such as dining and lodging.

*Goals*

- Increase overnight visitation of snowmobilers in Northern Franklin County
- Increase patronage at snowmobile stops like restaurants and gas stations

*Audience*

- Age: 21+
- Income: \$60,000+
- Geo: default regional DMAs, regional snowmobile clubs
- Interests: snowmobiling, snowmobile clubs

*Content*

- Stories: 2
  - A day on the trails: experiential snowmobile blog
  - Get there from here: trail ride listicle
- Site content
  - Update trails on listings
  - Complete trail route data

*Paid Advertising*

- Date range: December-February
- Budget: 2%
- Promoted content

*Additional Notes*

- See Adirondacks, USA/ILNY Matching Funds (snowmobile campaign)

**Towns and Hamlets in Northern Franklin County**

Develop a section of VisitMalone.com dedicated to exploring the Northern Franklin County region. Each community will have a dedicated page developed.

*Goals*

- Increase awareness of communities within Northern Franklin County

*Audience*

- Locals and regional travelers

*Content*

- Stories
  - Integrated into supporting content for Malone Region
- Site content
  - Regional section with navigation to a dedicated page per town

**Annual/Ongoing**

- Other/reserves: 5%
- Weekly content promotion
- Lodging packages integrated into topic programming
- Contests/lead generation: ILNY Matching Funds



# SARANAC LAKE AREA



The Saranac Lake Region offers a unique balance between the creative, urban vibe of downtown Saranac Lake and the serene, natural paradise of the greater Saranac Lake Region. In 2018, extensive work was taken to develop the brand for Saranac Lake that highlights this decidedly different balance.

The following pages outline the detailed program of work for 2019. Some of the key goals that have been outlined as part of the program include:

- Work with community leaders and partners on advancing the implementation of the Saranac Lake brand. This will include, but not be limited to, the design of new gateway signage, new welcome center signage, business flags, and assisting businesses, organizations, and events with leveraging the new brand to amplify their marketing efforts.
- Assist the community with the execution of the DRI.
- Develop an inventory and supporting content for group opportunities.



# Saranac Lake Area 2019 Budget

## INCOME

INCOME	AMOUNT	% BUDGET
Essex Co. Occupancy Tax	\$57,400	18.14%
Franklin Co. Occupancy Tax	\$170,000	53.74%
Franklin Co. ILNY Matching Funds	\$38,600	12.20%
Central Reservation System	\$600	0.19%
Sales	\$2,000	0.63%
Village of Saranac Lake	\$12,500	3.95%
Town of Harrietstown	\$12,500	3.95%
Short Term Rental Helper (Grant)	\$5,717	1.81%
Events	\$538	0.17%
Donated Services/Facilities	\$16,500	5.22%
ALL INCOME TOTAL:	\$316,355	

## EXPENSES

EXPENSE	AMOUNT	% BUDGET
<b>ADMINISTRATIVE</b>		
Administrative Staff	\$14,621	4.62%
Destination Master Planning (DMP)	\$290	0.09%
Equipment and Software	\$1,236	0.39%
Interest	\$232	0.07%
Miscellaneous	\$958	0.30%
Occupancy Tax Enforcement Support	\$6,716	2.12%
Office Expenses	\$2,335	0.74%
Office Space	\$19,824	6.27%
Professional Services	\$5,636	1.78%
Travel	\$2,222	0.70%
ADMINISTRATIVE EXPENSES TOTAL:	\$54,070	17.09%
<b>MARKETING</b>		
Program Specific	\$54,358	17.18%
Franklin Co. ILNY Matching Funds Programs*	\$57,200	18.08%
Franklin Co. ILNY Matching Funds ARTC	\$20,000	6.32%
Media and Content	\$4,067	1.29%
Special Programs Reserve	\$500	0.16%
PAID ADVERTISING TOTAL:	\$136,125	43.03%
Central Reservation System	\$500	0.16%
Dues/Subscriptions	\$356	0.11%
Event Support/Marketing	\$1,714	0.54%
Marketing Staff	\$98,527	31.14%
Marketing Fulfillment	\$1,402	0.44%
Public Relations	\$755	0.24%
Regional Marketing Support	\$22,000	6.95%
Regional Materials	\$500	0.16%
Research	\$145	0.05%
Web Hosting/IT	\$261	0.08%
MARKETING EXPENSES TOTAL:	\$262,285	82.91%
ALL EXPENSES TOTAL:	\$316,355	

\* Please see Adirondacks, USA Regional Program for budget detail.



WEBSITE TRAFFIC (10/1/17 - 9/30/18)

	WEBSITE
Pageviews	787,474
Users	316,133
Sessions	403,867
Paid	77,144
Organic Search/Direct Traffic	247,305
Social Referrals	16,641
Adirondacks, USA Newsletter	30,873
Avg Session Length	1:36
Avg Pages/Session	1.95

TOP WEBSITE CONTENT

PAGE	PAGEVIEWS	SHARE
Home Page	59,295	7.65%
/activities/outdoor/saranac-lake-6	43,875	5.66%
/enter-to-win	30,297	3.91%
/lodging	27,736	3.58%
/events	17,735	2.29%
/camping	16,356	2.11%
/activities/outdoor/hiking	12,576	1.62%
/alpine-skiing/mt-pisgah-recreation-center	12,560	1.62%
/activities/attractions	12,237	1.58%
/activities	11,273	1.45%

 33,626 followers (9,171 increase)

 5,913 followers (4,642 increase)

Target Audience

- Primary Destination Marketing Areas:
  - Albany-Schenectady-Troy, NY
  - Binghamton, NY
  - Buffalo, NY
  - Burlington, VT-Plattsburgh, NY
  - New York, NY
  - Rochester, NY
  - Syracuse, NY
  - Utica, NY
  - Watertown, NY
  - Wilkes Barre-Scranton, PA
- Age range: 21-65 (average 54)
- Income range: \$45,000 - \$135,000

Supporting Data

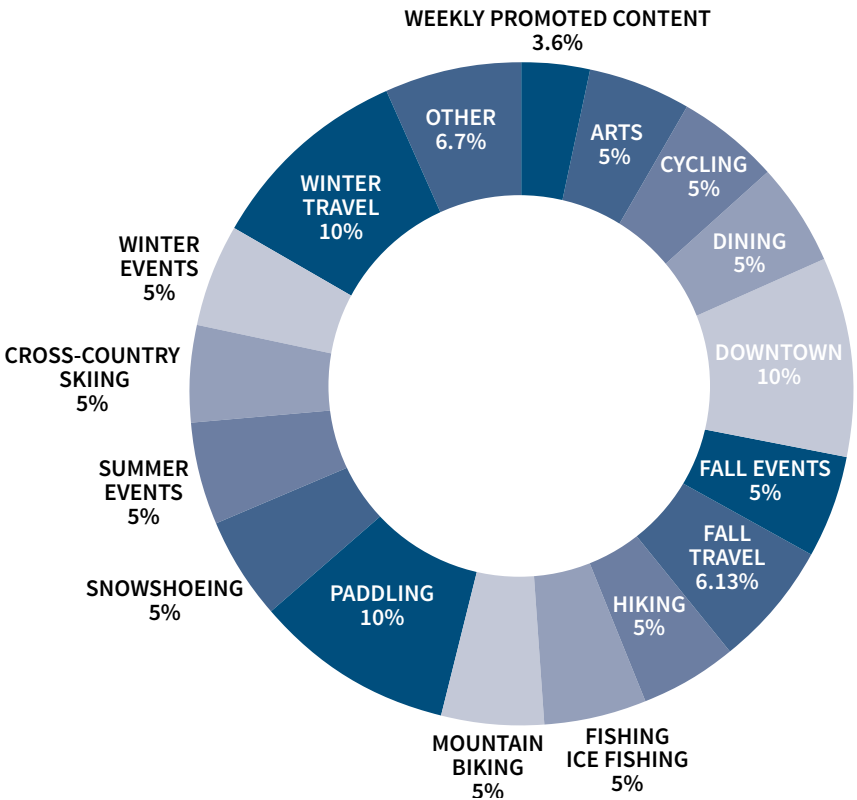
- High share of visitors from Albany and New York City (15%-17% in the Saranac Lake Image Study, 2017 Leisure Travel Study, and web traffic)
- Watertown, Rochester, and Syracuse (DMAs between 7% and 8%)
- Average age of traveler: 52 (Saranac Lake Image study)
- The 25-34 age range is the largest share of web traffic (21.34%)
- Over 25% of visitors make between \$80,000 to \$124,999
- Highest interest in Franklin Co. for canoeing/kayaking
- Highest interest in Franklin Co. for snowshoeing/cross-country skiing



Program Summary

TOPIC	PAGE CONTENT DEVELOPMENT	STORIES	PHOTO ACQUISITION	VIDEO ACQUISITION	VIDEO PRODUCTION	DATE RANGE	PAID
Visit Adirondacks - ILNY							✓
Adirondacks, USA - ILNY							✓
CO-OP Adirondacks, USA - ILNY							✓
Weekly Promoted Content						Jan-Dec	✓
Arts	Major Content Updates / Additions	4	✓	✓	✓	Jan-Dec	✓
Cycling	New Page(s)	2				May-Oct	✓
Dining	Refresh / Seasonal Updates	4	✓			Jan-Dec	✓
Downtown	Refresh / Seasonal Updates	6	✓	✓		Jan-Dec	✓
Fall Events	Refresh / Seasonal Updates	1				Aug-Oct	✓
Fall Travel	Refresh / Seasonal Updates	4	✓	✓	✓	Aug-Oct	✓
Group Travel Opportunities	New Page(s)	1	✓				
Hiking	Major Content Updates / Additions	4	✓	✓		May-Oct	✓
History	Refresh / Seasonal Updates	2	✓	✓			
Fishing / Ice Fishing	Refresh / Seasonal Updates	4				Jan-Mar May-Oct	✓
Mountain Biking	New Page(s)	2	✓	✓		May-Oct	✓
Paddling	Refresh / Seasonal Updates	6	✓			May-Oct	✓
Snowshoeing	Refresh / Seasonal Updates	2	✓	✓	✓	Nov-Mar	✓
Summer Events	Refresh / Seasonal Updates	1	✓	✓		Apr-Aug	✓
XC Skiing	Refresh / Seasonal Updates	2				Nov-Mar	✓
Winter Events	Refresh / Seasonal Updates	1	✓	✓		Nov-Feb	✓
Winter Travel	Refresh / Seasonal Updates	4	✓	✓	✓	Nov-Mar	✓
Other/Reserves							✓
50							

Region Specific Programming



Paid Media Summary

CATEGORY	AMOUNT	% BUDGET
ILNY - Visit Adirondacks	\$20,000	-
ILNY - Adirondacks, USA	\$32,280	-
ILNY - Adirondacks, USA	Up to \$15,000	-
Region Specific Programming		
Weekly Promoted Content	\$1,200	2.3%
Arts	\$2,650	5%
Cycling	\$2,650	5%
Dining	\$2,650	5%
Downtown	\$5,300	10%
Fall Events	\$2,650	5%
Fall Travel	\$3,250	6%
Hiking	\$2,650	5%
Fishing / Ice Fishing	\$2,650	5%
Mountain Biking	\$2,650	5%
Paddling	\$5,300	10%
Snowshoeing	\$2,650	5%
Summer Events	\$2,650	5%
XC Skiing	\$2,650	5%
Winter Events	\$2,650	5%
Winter Travel	\$5,300	10%
Other/Reserves	\$3,500	6.6%
\$120,280		

\* Represents 1/3 of the Franklin County ILNY paid media buys. See Adirondacks, USA Supplemental Regional Program for ILNY Matching Funds paid media details.

\*\* Categories may at times be grouped by topic or season as a way of extending reach of the media placements.



# Additional Programs

## FAM Tour, Influencer, and Ambassador Priorities

Familiarization tours (FAMs) and social media influencer campaigns will focus on paddling, hiking, and cultural activities in the Saranac Lake area. The audience of the publications and/or following that the FAMs or influencers reach must align with the particular audience targeted as part of the overall campaign. Additionally, influencers can easily be plugged into other attractions and events such as Winter Carnival as part of larger regional campaigns.

Over the course of the year, Adirondack Ambassadors will be focused on attending events in the region. Events make for great engaging stories that can be told by our regional social media contributors.

## Public Relations/Communications

The PR and Communications strategy includes developing story pitches and campaigns that heighten interest in the region. More specifically, PR pitches will highlight new developments, seasonal event calendars, and the unique cultural and outdoor travel opportunities that differentiate the region.

## Photo/Video Summary

A large quantity of photo/video assets have been successfully acquired over the last few years during the Saranac Lake Region marketing execution. As such, a more streamlined acquisition calendar with a more robust production calendar is possible.

## Special Projects

Continued implementation of the Saranac Lake brand. This includes, but is not limited to, the design of new gateway signage, funding a new welcome center sign, development of Saranac Lake business flags, working with the community on a public mosaic art project.

- Development of a new in-market print piece to provide an overview of the Walk of Fame through a self-guided tour.
- 6er signage in Berkeley Green to replace the existing signage in the bandshell.
- Mount Pisgah printed piece/promoting summer activities, include in biking section.
- Celebrate Paddling ADK print pieces.

# Detailed Topic Summary

The following is a list of planned topics for Saranac Lake’s marketing initiatives.

## Arts

The arts community has grown over the last 25 years and has led to abundant choices for creative outlets.

The largest collective of artists is the Saranac Lake ArtWorks, which is a collaboration of 41 artists, arts-related businesses, and organizations with the goal of promoting the arts in Saranac Lake and the surrounding Adirondack communities.

BluSeed Studios is a one-of-a-kind venue that hosts live performances and art exhibitions, and offers classes and workshops for all ages facilitated by professional artists. It also offers residencies to international artists to come and work, teach, and display their art. Pendragon Theatre serves 4,000 patrons including year-round and seasonal residents and tourists from the U.S. and Canada. The theater has committed to moving downtown and helping drive downtown revitalization. Pendragon is becoming a regional destination, offering productions that challenge boundaries, captivate the imagination, and enrich and engage the community.

## Goals

- Make the connection between travelers and the arts
- Increase awareness of Saranac Lake as a creative community
- Increase overall sales at galleries
- Increase non-local Pendragon ticket sales

## Audience

- Age: 25+
- Income: \$100,000+
- Geo: default regional DMAs
- Interests: cultural experiences, artists, art

## Content

- Stories: 4
  - Art galleries and openings
  - BluSeed and Pendragon
  - Public art
  - Artist highlight
- Site content
  - Refresh
  - Studio tours
  - Develop a digital itinerary and map of studio tours

## Paid Advertising

- Date range: Jan.-Dec.
- Budget: 5%
- Promoted content

## Cross-Country Skiing

Winter is a great time to get outside in Saranac Lake. Promote the ease of access as well as the health benefits and tranquility of Nordic skiing. Explore Saranac Lake cross-country skiing and experience the outdoors in solitude.

## DEWEY MOUNTAIN

Lower trails are groomed for skate and classical cross-country skiing. Lower trails also lighted for night skiing. Upper Mountain trails are un-groomed for a backcountry experience. Vertical drop from the summit is 440 feet. Options are clearly marked for a variety of abilities, including beginner loops. There are 13 km of ski trail. A warming lodge with cocoa, coffee, and restrooms is open during winter. Ski and snowshoe rentals are available in the lodge. There’s also a wax room with benches and irons for ski prep. Events include Friday night ski jams.

## Goals

- Increase sales of Dewey and VIC passes and rentals
- Increase event attendance

## Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: winter enthusiasts, cross-country skiing, winter travel, winter outdoor recreation

## Content

- Stories: 2
  - Venues: Dewey and VIC
  - Wilderness experience
- Site content
  - Refresh

## Paid Advertising

- Date range: Nov.-Mar.
- Budget: 5%
- Promoted content

## Cycling

The Saranac Lake area has desirable terrain — wide shoulders, open roads, and sweeping views — for multiple looping tours.

Goals

- Increase bike shop sales
- Increase tandem bike rally participants
- Increase Stratton Bike Ride participants
- Increase DEC bike numbers at area campgrounds

Audience

- Age: 34+
- Income: \$100,000+
- Geo: default regional DMAs
- Interests: cycling, cycling clubs, triathlons

Content

- Stories: 2
  - Spring loop
  - Fall loop
- Site content
  - New page for mountain biking and road cycling
  - Digital map of cycling loops

Print

- Map of four cycling loops

Paid Advertising

- Date range: May-Oct.
- Budget: 5%
- Promoted content

Dining

Saranac Lake has a variety of eateries that satisfy a wide range of taste and price preferences. Offerings include a bakery, French bistro, gastropub, diner, two cafés, fine dining, family-style dining, pizza parlors, fast food, and ethnic cuisine.

Goals

- Increase patrons to restaurants
- Increase awareness of Saranac Lake as a unique dining destination

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: leisure travel, foodies

Content

- Stories: 4
  - Takeout
  - Different dining
  - Fresh baked goods and coffee
  - Dinner options: date night, girls’ night, family dining
- Site content
  - Refresh

Paid Advertising

- Date range: Jan.-Dec.
- Budget: 5%
- Promoted content

Downtown/Creative Community

Perhaps the most striking feature of downtown Saranac Lake is the interplay of an urban oasis in the wilderness. The Saranac River winds through downtown intersecting both Broadway and Church Street. The river flows from Lake Flower, which forms the southern border of the downtown. The downtown is framed by Dewey Mountain to the south, Mount Pisgah to the north, and Baker Mountain to the east.

Downtown also owes much of its attractiveness to its history as a cultural and business center.

SARANAC LABORATORY MUSEUM

Operates to Saranac Lake’s unique role in history as a world-famous center for the fresh air treatment of tuberculosis. The museum hosts changing exhibits, talks, and special events for thousands of visitors year-round.

ADIRONDACK CAROUSEL

Twenty-four handcrafted Adirondack animals, 18 of which are displayed at one time, and a wheelchair-accessible chariot, a Chris Craft boat, make up the carousel. Each piece was created by an Adirondack artist.

HOTEL SARANAC

Upscale lodging, fine dining, event space, a salon and spa. It is the crown jewel of downtown and a source of great pride for residents.

THE WATERHOLE MUSIC LOUNGE

A major music venue hosting local, regional, and national bands. The Waterhole also hosts a free outdoor Party on the Patio every Thursday in May through September, which creates a festive vibe and draws large crowds. These are events that leave lasting impressions and elicit strong emotional attachments to Saranac Lake.

OTHER NOTABLES:

- 200 businesses, predominately locally owned, fill downtown storefronts
- Riverwalk/whitewater park
- Skatepark
- Walk of Fame

Goals

- Increase year-round and evening activity
- Fill vacant storefronts
- Increase overnight visitation and occupancy at downtown lodging establishments

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: leisure travel

Content

- Stories: 6
  - A day downtown
  - Skatepark
  - Adirondack Carousel
  - The Waterhole Upstairs Music Lounge
  - Retail shopping
  - Nightlife
- Site content
  - Refresh downtown page

Print

- Walk of Fame guide

Paid Advertising

- Date range: Jan.-Dec.
- Budget: 10%
- Promoted content

Events

Fall events (6er Relay/Rural Skills and Homesteading Fest) that showcase and encourage people of all ages to display their creative side, their outdoorsy side, and their competitive side.

Goals

- Increase attendance

Audience

- Varies depending on event

Content

- Stories: 1
  - General overview/listing all
- Site content
  - Refresh event pages
  - Use homepage to promote events

Paid Advertising

- Date range: Aug.-Oct.
- Budget: 5%
- Promoted content

Fall Travel

Capitalize on the Adirondacks’ reputation for colorful fall foliage by pushing Saranac Lake as a destination for leaf-viewing by promoting road trips and scenic drives.

Goals

- Increase overnight visitation

Audience

- Age: 55+
- Income: \$50,000+
- Geo: default regional DMAs
- Interests: leisure travel, leaf peeping, sightseeing, museum experiences

Content

- Stories: 4
  - General fall travel
  - Find fall foliage
  - Foliage by car
  - Slower pace vacation
- Site content
  - Refresh
  - Use home page
  - Link to foliage report

Paid Advertising

- Date range: Aug.-Oct.
- Budget: 5%
- Promoted content

Fishing/Ice Fishing

Saranac Lake’s abundant waterways provide quality fishing opportunities for anglers. Aquatic plant life, vegetated shorelines, and diverse depths make fishing in the Saranac Lake region ideal. Species such as trout, landlocked salmon, bass, and pike are found in the region.

Goals

- Increased participation in the Colby Classic Ice Fishing Tournament and the Kids’ Fishing Derby on Lake Colby
- Increased sales at local bait, tackle, sporting goods shops, and marinas
- Increase overnight visitation driven by anglers during the spring shoulder season

Audience

- Age: 21+
- Income: \$50,000+
- Geo: default regional DMAs
- Interests: fishing, fly fishing, snowmobilers, ice fishing



*Content*

- Stories: 4
  - Spring fishing
  - Summer fishing
  - Fall fishing
  - Ice fishing
- Site content
  - Refresh pages
  - Update listings

*Paid Advertising*

- Date range: April-Oct. and Jan.-March
- Budget: 5%
- Promoted content

**Group Travel**

Saranac Lake has been actively collaborating on ways in which the Saranac Lake Region can attract more group tours. This includes, but is not limited to: weddings, family groups, groups and clubs, and bus tours.

*Goals*

- Increase awareness of group travel opportunities in the Saranac Lake Region
- Increase group bookings

*Content*

- Stories: 1
  - Group travel tips
- Site content
  - Develop a group opportunities landing page

*Paid Advertising*

- Promoted content

**Hiking**

The Saranac Lake 6er hiking challenge has proven to be a popular attractor for travelers. To date, nearly 2,000 individuals have completed the challenge with home addresses reaching all over the world.

Additional points of interest with regard to hiking in the Saranac Lake Region include:

- Increase awareness and practice of Leave No Trace backcountry ethics
- Annual Trails Day in partnership with village and NYSDEC

*Goals*

- Increase 6er registrations

*Audience*

- Age: 21+
- Income: \$45,000+

- Geo: default regional DMAs
- Interests: hiking, adventure travel, novice hikers, family hikers

*Content*

- Stories: 4
  - Winter hiking
  - Spring hiking
  - Summer hiking
  - Fall hiking
- Site content
  - Refresh hiking page

*Print*

- 6er signage in Berkeley Green

*Paid Advertising*

- Date range: May-Oct.
- Budget: 5%
- Promoted content

**History**

Through its time as a health destination, Saranac Lake became home to people from all over the world, which added to the eclectic nature of its culture. Today Saranac Lake is a popular heritage tourism destination. There are an array of fascinating historical sites, museums, tours, and special events.

*Goals*

- Increase visitation to the Saranac Laboratory Museum and other historic sites

*Audience*

- Age: 35+
- Income: \$55,000+
- Geo: default regional DMAs
- Interests: history

*Content*

- Stories: 2
  - Saranac Laboratory Museum offerings
  - Historic sites
- Site content
  - Refresh

*Paid Advertising*

- Promoted content
- See Downtown Saranac Lake section

**Mountain Biking**

Mountain biking opportunities continue to grow in the Saranac Lake Region. This includes, but is not limited to:

- Mount Pisgah features a 5-mile network of fun, flow

mountain bike trails plus the region’s only machine-built flow trail, The Cure. The views of the Saranac River, the McKenzie Range, and Whiteface Mountain are prime.

- Dewey Mountain/BETA recently completed about four miles of free mountain biking trails that include steep climbs, winding descents, and wooded terrain. Find great views at the top of Dewey Mountain, two beginner trails, one intermediate, and two expert trails.
- BETA (Barkeaters Trail Alliance) and their ties to Saranac Lake.

*Goals*

- Increase bike shop sales

*Audience*

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: mountain biking, mountain biking clubs

*Content*

- Stories: 2
  - Dewey, Pisgah, Jackrabbit Trail
  - BETA’s ties to Saranac Lake
- Site content
  - Breakout mountain biking content from road cycling

*Paid Advertising*

- Date range: May-Oct.
- Budget: 5%
- Promoted content

**Paddling**

Saranac Lake is the perfect destination for paddlers because it’s surrounded by lakes, ponds, and rivers. Lake Flower, Lower Saranac Lake, Lake Colby, and the Saranac River are all readily accessible. In addition, there are numerous paddling options located within a short drive from Saranac Lake, including the St. Regis Canoe Area. Because of the abundance of nearby waterbodies, the Saranac Lake area is home to several canoe outfitters and licensed outdoor guides. June brings “Celebrate Paddling ADK,” a month-long celebration of events, guided trips, and other activities centered around paddling.

*Goals*

- Increase awareness of Saranac Lake as the paddling destination in the northeast
- Increase boat rentals, and overall sales at local outfitters
- Increase overnight visitation

*Audience*

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: paddling, paddling races, kayaking, canoeing, island camping

*Content*

- Stories: 6
  - April-Oct.
- Site content
  - Refresh

*Print*

- Celebrate Paddling ADK banners, rack card

*Paid Advertising*

- Date range: May-Oct.
- Budget: 10%
- Promoted content

**Snowshoeing**

Winter is a great time to get outside in Saranac Lake. Snowshoeing is a great choice for a fun winter activity because it’s easy to learn, inexpensive, and can be enjoyed by people of all ages, fitness levels, and experience.

**PAUL SMITH’S VIC**

Located on approximately 2,700 acres with over 20 miles of trails. In the winter the trails are perfect for snowshoeing.

**DEWEY MOUNTAIN**

Enjoy the 2.5 mile snowshoe trail. Climb to the top and enjoy views of the Saranac Chain of Lakes.

*Goals*

- Increase passes, rentals, and event attendance at Dewey Mountain and Paul Smith’s College VIC. In particular, we’re interested in tracing zip codes to identify non-local skiers

*Audience*

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: winter enthusiasts, snowshoeing, winter travel, winter outdoor recreation

*Content*

- Stories: 2
  - Venues: Dewey and the VIC (include Adirondack Snowshoe Fest)
  - Wilderness experience

- Site content
  - Refresh

***Paid Advertising***

- Date range: Nov.-March
- Budget: 5%
- Promoted content

**Summer Events**

Events that showcase and encourage people of all ages to display their creative side, their outdoorsy side, and their competitive side.

***Goals***

- Increase attendance

***Audience***

- Varied depending on event

***Content***

- Stories: 1
  - General overview listing all
- Site content
  - Refresh
  - Use home page

***Paid Advertising***

- Date range: April-Aug.
- Budget: 5%
- Promoted content

**Winter Events**

Events that showcase and encourage people of all ages to display their creative side, their outdoorsy side, and their competitive side (First Night, Winter Carnival, ADK Snowshoe Fest, Colby Classic).

***Goals***

- Increase attendance

***Audience***

- Varied depending on event

***Content***

- Stories: 1
  - General overview/listing all
- Site content
  - Refresh
  - Use home page

***Paid Advertising***

- Date range: Nov.-Feb.
- Budget: 5%
- Promoted content

**Winter Travel**

Saranac Lake is a town that loves winter, and it shows. Saranac Lake is a destination of snow experiences and winter traditions. Outdoor recreation activities, downtown dining and shopping, Winter Carnival, family fun.

***Goals***

- Increase overnight visitation

***Audience***

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: leisure travel, family travel, winter outdoor recreation

***Content***

- Stories: 4
  - Winter family fun
  - Winter spa experience (health and wellness aspect)
  - Winter Carnival specific
  - Winter lodging experience
- Site content
  - Refresh
  - Use home page

***Paid Advertising***

- Date range: Nov.-March
- Budget: 10%
- Promoted content

**Annual / Ongoing**

- Other/reserves: 6.6%
- Weekly content promotion
- Lodging packages: Integrated into topic programming
- Contests/lead generation



# TUPPER LAKE REGION



Tupper Lake and Piercefield are natural places to connect and discover. The region continues to be a popular family travel destination. In 2019, much of the programming will continue to be focused around family experiences.

The following pages outline the detailed program of work for 2019. Some of the key goals that have been outlined as part of the program include:

- Further implementation of the Tupper Lake brand through assisting with the design and grant implementation of new gateway and wayfinding signage as part of an overall community signage plan.
- Leveraging The Wild Center and developments at the Adirondack Sky Center to highlight the unique natural science learning experiences that differentiate the Tupper Lake Region.
- Positioning Tupper Lake as a ski destination with the anticipated reopening and redevelopment of Big Tupper Ski Area.
- Assumption of administration and promotion of the Tupper Lake Triad program.
- Develop an inventory and supporting content for group opportunities.

# Tupper Lake Area 2019 Budget

## INCOME

INCOME	AMOUNT	% BUDGET
Franklin Co. Occupancy Tax	\$170,000	65.62%
Franklin Co. ILNY Matching Funds	\$38,600	14.90%
Sales	\$11,000	4.25%
Village of Tupper Lake	\$11,000	4.25%
Town of Tupper Lake	\$11,000	4.25%
Town of Piercefield	\$3,000	1.16%
Short Term Rental Helper (Grant)	\$5,716	2.21%
Events	\$8,138	3.14%
Miscellaneous	\$600	0.23%
ALL INCOME TOTAL:	\$259,054	

## EXPENSES

EXPENSE	AMOUNT	% BUDGET
ADMINISTRATIVE		
Administrative Staff	\$12,006	4.63%
Destination Master Planning (DMP)	\$238	0.09%
Equipment and Software	\$1,001	0.39%
Interest	\$191	0.07%
Miscellaneous	\$786	0.30%
Occupancy Tax Enforcement Support	\$5,716	2.21%
Office Expenses	\$1,906	0.74%
Office Space	\$5,550	2.14%
Professional Services	\$4,628	1.79%
Travel	\$2,168	0.84%
ADMINISTRATIVE EXPENSES TOTAL:	\$34,190	13.20%
MARKETING		
Program Specific	\$43,348	16.73%
Franklin Co. ILNY Matching Funds Programs*	\$57,200	22.08%
Franklin Co. ILNY Matching Funds ARTC	\$20,000	7.72%
Media and Content	\$3,496	1.35%
PAID ADVERTISING TOTAL:	\$124,044	47.88%
Dues/Subscriptions	\$291	0.11%
Event Support/Marketing	\$9,131	3.52%
Marketing Staff	\$79,575	30.72%
Marketing Fulfillment	\$1,120	0.43%
Public Relations	\$620	0.24%
Regional Materials	\$9,750	3.76%
Research	\$119	0.05%
Web Hosting/IT	\$214	0.08%
MARKETING EXPENSES TOTAL:	\$224,864	86.80%
ALL EXPENSES TOTAL:	\$259,054	

\* Please see Adirondacks, USA Regional Program for budget detail.



WEBSITE TRAFFIC (10/1/17 - 9/30/18)

	TUPPERLAKE.COM
Pageviews	671,699
Users	260,057
Sessions	324,159
Paid	86,316
Organic Search/Direct Traffic	177,227
Social Referrals	14,310
Adirondacks, USA Newsletter	27,726
Avg Session Length	1:31
Avg Pages/Session	2.07

TOP WEBSITE CONTENT

PAGE	PAGEVIEWS	SHARE
Home page	37,771	5.57%
/enter-to-win	29,240	4.31%
/lodging	24,428	3.60%
/do	19,684	2.90%
/lodging/motels-inns	19,028	2.81%
/do/sights-attractions	16,262	2.40%
/activities/wild-center	13,260	1.96%
/recreation/tupper-lake-triad	13,221	1.95%
/events/northern-challenge-fishing-derby	11,937	1.76%
/lodging/camping	11,621	1.71%

 27,648 followers (9,977 increase)

 1,612 followers (368 increase)

Target Audience

- Primary Destination Marketing Areas:
  - Albany-Schenectady-Troy, NY
  - Binghamton, NY
  - Buffalo, NY
  - Burlington, VT-Plattsburgh, NY
  - New York, NY
  - Rochester, NY
  - Syracuse, NY
  - Utica, NY
  - Watertown, NY
  - Wilkes Barre-Scranton, PA
- Age range: 21-65 (average 54)
- Income range: \$45,000 - \$135,000

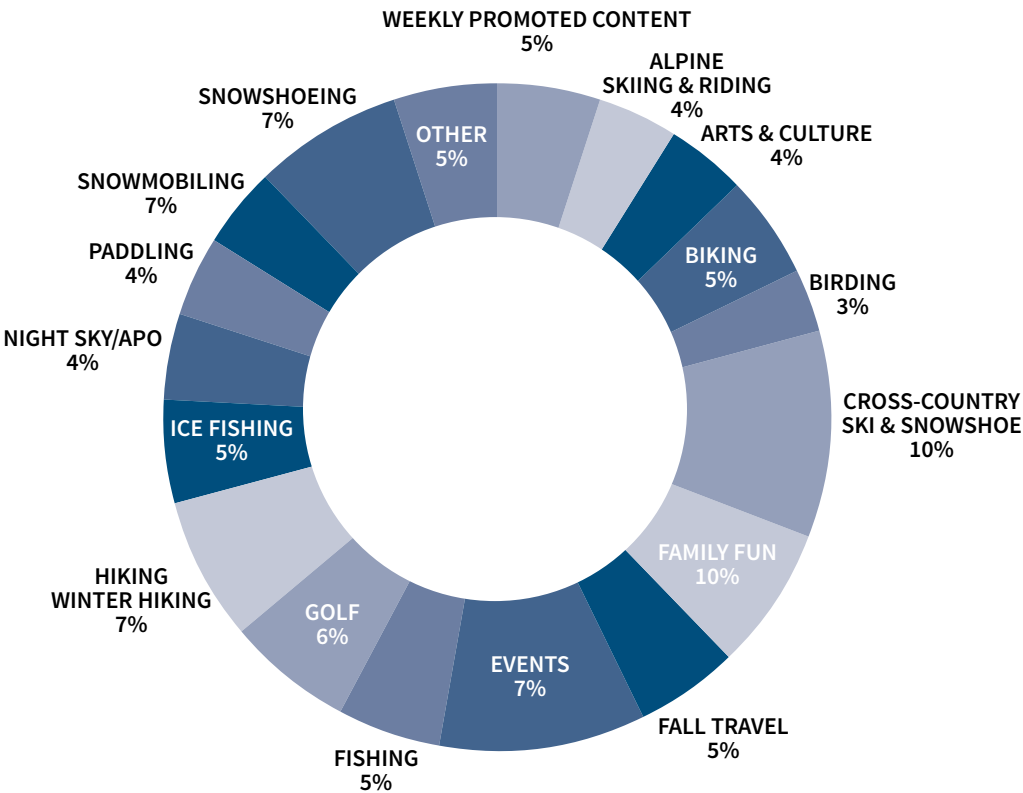
Supporting Data

- Highest percentage of Tupper Lake visitors come from the Albany-Schenectady-Troy, NY DMA
  - Leisure Travel Study: 18.68%
  - Web traffic: 16.33%
- Second most popular DMA is New York City
  - Leisure Travel Study: 11%
  - Web traffic: 17%
- Other popular DMAs are Watertown, Syracuse, and Rochester
- 50% of visitors are Baby Boomers
- Strong New York City metro visitation for Tinman (>20% for last two years) followed by Albany (>16% for the last two years)
- 10% of visitors show interest in Tupper Lake Triad hikes
- Largest average party size in Franklin County
- Largest number of average children per party in Franklin County

Program Summary

TOPIC	PAGE CONTENT DEVELOPMENT	STORIES	PHOTO ACQUISITION	VIDEO ACQUISITION	VIDEO PRODUCTION	DATE RANGE	PAID
Alpine Skiing & Riding	Refresh / Seasonal Updates	2	✓	✓		Nov-Feb	✓
Arts and Culture	Major Content Updates / Additions	4				Jan-Dec	✓
Attractions	Refresh / Seasonal Updates	1					
Biking	Refresh / Seasonal Updates	4				May-Sep	✓
Birding	Refresh / Seasonal Updates	4	✓			Mar-Jun	✓
Cross-country Ski and Snowshoe	Refresh / Seasonal Updates	4	✓			Dec-Mar	✓
Dining and Shopping	Refresh / Seasonal Updates	2					
Events	Refresh / Seasonal Updates	2				Jan-Mar Jun-Sep	✓
Fall Travel	Refresh / Seasonal Updates	2	✓			Aug-Oct	✓
Family Fun	Major Content Updates / Additions	8	✓	✓		Jan-Dec	✓
Fishing	Refresh / Seasonal Updates	2			✓	Mar-Jun	✓
Golf	Refresh / Seasonal Updates	2			✓	May-Sep	✓
Group Travel	New Page(s)	1					
Hiking/Winter Hiking	Refresh / Seasonal Updates	4	✓	✓		Jan-Mar May-Sep	✓
Ice Fishing	Refresh / Seasonal Updates	2				Dec-Feb	✓
Stargazing and Night Sky Viewing	Major Content Updates / Additions	3	✓	✓	✓	Apr-Aug	✓
Paddling	Refresh / Seasonal Updates	3			✓	May-Sep	✓
Snowmobiling	Major Content Updates / Additions	2			✓	Dec-Mar	✓
Snowshoeing	Refresh / Seasonal Updates	2					
Other/Reserves	Refresh / Seasonal Updates	0					
54							

Region Specific Programming



Paid Media Summary

CATEGORY	AMOUNT	% BUDGET
Visit Adirondacks - ILNY	\$20,000	-
Adirondacks, USA - ILNY	\$32,280	-
Adirondacks, USA - ILNY	Up to \$15,000	-
Region Specific Programming		
Weekly Promoted Content	\$1,200	2.86%
Alpine Skiing & Riding	\$1,680	4%
Arts and culture	\$1,680	4%
Biking	\$2,100	5%
Birding	\$1,260	3%
Cross-Country Ski & Snowshoe	\$4,200	10%
Events	\$2,940	7%
Fall Travel	\$2,100	5%
Family Fun	\$4,679	11.14%
Fishing	\$2,100	5%
Golf	\$2,520	6%
Hiking/Winter Hiking	\$2,940	7%
Ice Fishing	\$2,100	5%
Paddling	\$2,100	5%
Snowmobiling	\$1,680	4%
Stargazing and Night Sk	\$1,680	4%
Other/Reserves	\$2,100	5%
\$89,280		

\* Represents 1/3 of the Franklin County ILNY paid media buys. See Adirondacks, USA Supplemental Regional Program for ILNY Matching Funds paid media details.

\*\* Categories may at times be grouped by topic or season as a way of extending reach of the media placements.



# Additional Programs

## FAM Tour, Influencer, and Ambassador Priorities

Familiarization tours (FAMs) and social media influencer campaigns will focus on activities in the Tupper Lake Region that complement a visit to The Wild Center. The Wild Center continues to be a major tourism driver for the region. This approach will not only raise awareness of The Wild Center, but will also demonstrate the critical mass of unique activities the Tupper Lake Region offers. The audience of the publications and/or following that the FAMs or influencers reach must align with the particular audience targeted as part of the overall campaign. Additionally, influencers can easily be plugged into other attractions such as the Tupper Lake Groomed XC Ski Center, hiking the Tupper Lake Triad, and visiting local breweries as part of larger regional campaigns.

Over the course of the year, Adirondack Ambassadors will be focused on attending events in the region. Events make for great engaging stories that can be told by our regional social media contributors.

## Public Relations/Communications

The PR and Communications strategy includes developing story pitches and campaigns that heighten interest in the region. More specifically, PR pitches will highlight new developments, seasonal event calendars, and the unique cultural and outdoor travel opportunities that differentiate the region.

## Photo/Video Summary

A large quantity of photo/video assets have been successfully acquired over the last few years for the Tupper Lake Region. In 2019, the focus will be on editing raw video footage acquired in 2018 for use throughout the year. In addition, photo and video acquisition has been prioritized for: fall foliage, winter hiking, stargazing, and family activities. Having a more diverse collection of family photos is a top priority in 2019.

## Special Projects

In addition to the marketing campaigns outlined on the following pages, in 2019 ROOST will be assisting the Tupper Lake Chamber of Commerce with the development and publication of a new Tupper Lake Recreation Guide. The new guide will be out in the spring of 2019.

Along with the development of a new guide, ROOST will also be assisting with continued implementation of branding. One major priority is the design and installation of new gateway and way finding signage as well as the development of an overall signage plan for Tupper Lake.

# Detailed Topic Summary

The following is a list of planned topics for Tupper Lake’s marketing initiatives.

## Alpine Skiing and Riding

Big Tupper opening this year will provide a boost to Tupper Lake in the slower winter season. Big Tupper is a great ski mountain that has terrain for everybody, from beginner to expert. It is a bit more challenging than other mountains in the area. There will be an upgraded lodge and lifts for visitors, and skiing will be relatively inexpensive. Big Tupper should drive overnight visitation this winter.

### Goals

- Increase Big Tupper’s out-of-region lift ticket sales

### Audience

- Age: 21+
- Income: \$45,000+
- Geo: in-region, former Big Tupper skiers, Fort Drum (military members)
- Interests: alpine skiing, novice skiing, family skiing

### Content

- Stories: 2
  - Highlight opening
  - Skiing natural snow
- Site content
  - Update and enhance landing page for skiing and riding, including mountain improvements

### Paid Advertising

- Date range: Nov.-Feb.
- Budget: 4%
- Promoted content

## Arts and Culture

Arts and culture are making a place for themselves in Tupper Lake. With the new Arts Center on Park Street, the amount of classes and events offered continues to grow. The yearly art show has seen growth throughout the last few years and has sustained itself as a multi-week event. The new bandshell will also be completed for the upcoming summer season, with the Summer Sunset Series holding a concert every Friday night.

### Goals

- Increase attendance at art shows/bandshell

### Audience

- Age: 35+

- Income: \$60,000+
- Geo: default regional DMAs
- Interests: art, cultural experiences, leisure travel, family travel

### Content

- Stories: 4
  - Concert series/bandshell complete
  - Winter events/concerts at arts center
  - Local artists and artisans
  - Arts show
- Site content
  - Update and refresh arts and culture page
  - Review existing listings, add listings for new opportunities such as the bandshell
  - Work with community to ensure all arts and cultural-related events are on the Tupper Lake calendar well in advance of their event dates

### Paid Advertising

- Date range: Jan.-Dec. (throughout the year, but not constant)
- Budget: 4%
- Promoted content

## Attractions

Tupper Lake’s primary attraction, The Wild Center, gives visitors a chance to connect with nature in so many ways. From the Wild Walk to iForest and the nature trails connecting to the Raquette River, plus indoor exhibits, visitors can spend a whole day at the museum. The Wild Center increases visitation to Tupper Lake and drives overnight stays. Tupper Lake can leverage The Wild Center brand to promote tourism in Tupper Lake.

Attractions such as the Adirondack Sky Center and Observatory, Big Tupper Ski Area, Little Wolf Beach, and other natural amenities also provide unique opportunities and experience to potential travelers.

Additionally, the close proximity to other tourism attractions such as the Adirondack Experience museum, Paul Smith’s College VIC, and Lake Placid’s Olympic Venues provide the opportunity to demonstrate the critical mass of varied activities for the traveler. This critical mass could help convert the audience from potential to actual visitor and/or extend their length of stay.

### Goals

- Increase ticket sales at The Wild Center
- Increase multi-day attendance

*Audience*

- Age: 34+
- Income: \$50,000+
- Geo: default regional DMAs, in-region
- Interests: leisure travel, museums

*Content*

- Stories: 1
  - General programming at The Wild Center — what’s new in 2019
- Site content
  - General maintenance and content refreshEnsure that The Wild Center and other attractions’ events are displayed on TupperLake.com and shared via social channels when appropriate

*Paid Advertising*

- See inclusion in other categories such as family fun and fall travel
- Promoted content

**Biking**

Tupper Lake has seen a recent increase in leisure/family riding. The Junction Pass Trail connects uptown and downtown Tupper Lake, providing bikers an alternative to riding on the road. Unique hiking and biking opportunities such as those at Horseshoe Lake and Massawepie provide travelers with the opportunity to connect with nature on two wheels. Additionally, with plans for other trails in the Tupper Lake area, we will continue to see a rise in biking.

*Goals*

- Increase growth in biking

*Audience*

- Age: 34+
- Income: \$50,000
- Geo: default regional DMAs
- Interests: family travel, family and beginner biking

*Content*

- Stories: 4
  - Family bike loops
  - Cycling loops
  - Rollins Pond
  - Piercefield bike routes
- Site content
  - Expand bike loops listings

*Paid Advertising*

- Date range: May-Sept.
- Budget: 5%
- Promoted content

**Birding**

Tupper Lake is at the crossroads for bird migrations. There is a wide range of habitat around Tupper Lake and Piercefield. The Wild Center has multiple bird exhibits and programming around birding each year. Massawepie Mire, Lows Ridge (Hitchen’s Pond Overlook), and Spring Pond Bog are some of the most popular birding destinations. Additionally, Wild Walk, Moody Flow Causeway, and Piercefield Flow provide fully accessible birding locations. The promotion of birding provides the opportunity for growth in the spring and midweek, two definite soft spots for travel in the region.

*Goals*

- Increase visitation during shoulder seasons and midweek

*Audience*

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: birding, birding clubs, birding publication subscribers

*Content*

- Stories: 4
  - Early story about migrations
  - Piercefield birding hot spots
  - The Wild Center, birding on Wild Walk
  - Lows Ridge birding
- Site content
  - Refresh birding listings

*Paid Advertising*

- Date range: March-June
- Budget: 3%
- Promoted content

**Cross-Country Skiing and Snowshoeing**

The Tupper Lake Groomed XC Ski Center provides fantastic free groomed cross-country skiing and snowshoeing. There is also great un-groomed skiing and snowshoeing on mountains and other trails. A groomed sledding hill is also at the cross-country ski center.

*Goals*

- Increase ski center sign-ins, event attendance to ski and snowshoe events

*Audience*

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: snowshoeing, cross-country skiing, winter enthusiasts, family travel

*Content*

- Stories: 4
  - Family ski loops
  - Full moon parties at the Tupper Lake Groomed XC Ski Center
  - Snowshoe adventure
  - Beginners guide to snowshoeing
- Site content
  - Digital map of cross-country ski trails

*Print*

- Print map of cross-country ski trails

*Paid Advertising*

- Date range: Dec.-March, post-hunting season
- Budget: 10%

**Dining and Shopping**

The Tupper Lake Region has seen a significant increase in recent years with regard to dining opportunities. With additional growth projected in 2019, highlighting the unique dining opportunities will continue to be a priority. Additionally, the opening of unique shops and locally made products has also seen growth with the addition of store such as Jane’s Place, The Row, Birch Boys Chaga, and the expansion of Spruce and Hemlock Country Store.

*Goals*

- Increased patronage at local shops, restaurants, and breweries

*Audience*

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs, in-region
- Interests: Leisure travel, food

*Content*

- Stories: 2
  - Locally made products
  - Tupper Lake dining tour
- Site content
  - Refresh of page content
  - Work with businesses to add/improve listings

*Print*

- Work with the community to design and implement way finding signage in time for the 2019 summer

season. Identify other opportunities to capture Adirondack travelers and make them more aware of the dining and shopping opportunities in Tupper Lake.

- Potential printed piece for The Wild Center visitors.

*Paid Advertising*

- Promoted content

**Fall Travel**

Tupper Lake is the perfect place to make your basecamp during your fall trip. Being in the center of the Adirondacks, visitors can tour the region while leaf peeping. The Wild Center has many fall events including walks and paddling. The Wild Walk is one of the best vantage points for fall foliage. Tupper Lake also boasts many easy short hikes that bring you to the perfect foliage viewing points.

*Goals*

- Increase midweek visitation to The Wild Center

*Audience*

- Age: 55+
- Income: \$50,000+
- Geo: default regional DMAs
- Interests: leisure travel, leaf peeping, sightseeing, museum experiences

*Content*

- Stories: 2
  - Leaf peeping spots
  - The Wild Center fall events
- Site Content
  - Improve foliage reports
  - Sample itineraries

*Paid Advertising*

- Date range: Late July-Oct.
- Budget: 5%
- Promoted content

**Family Fun**

Tupper Lake offers a wide range of activities like paddling, The Wild Center, Adirondack Sky Center, the beach, easy hikes like the Tupper Lake Triad, and Paul Smith’s College VIC. With these family-minded amenities and attractions there is something to please most members of the family, whether it’s going to a movie or on an easy bike ride. The majority of establishments in town are family friendly, including the breweries, which have board games for kids, or restaurants with kids’ specials.



Goals

- Increase kid ticket sales at The Wild Center

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: Family travel, leisure travel

Content

- Stories: 8
  - Family day at the beach
  - Kids conquer the Tupper Triad
  - Family day in Tupper Lake
  - Kid friendly dining
  - Family night out
  - Arts Center kid activities
  - Try out snowshoeing at The Wild Center, cross-country ski trails, sledding hill
  - Learning activities at Adirondack Sky Center, Arts Center
- Site Content
  - Refresh family fun page
  - Update listings
  - Create sample itineraries

Paid Advertising

- Date range: Jan.-Dec.
- Budget: 11%
- Promoted content

Fishing

With many connecting waterways in the Tupper Lake Region, fishing areas are abundant. And with the continued annual stocking in many of our area waterways, and the growing popularity of fishing derbies such as Gary LaQuay Fishing Challenge, Tupper Lake has the opportunity for increased growth occupancy during the spring season from anglers.

Goals

- Increase patronage to bait shops
- Increase occupancy in April, May, and June

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs, in-region
- Interests: fishing, fishing tournaments, bass and fly fishing

Content

- Stories: 2
  - Top fishing spots
  - Spring fishing

- Site content
  - Refresh and add listings for fishing points
  - Refresh listings for bait and tackle shops

Paid Advertising

- Date Range: March-June
- Budget: 5%
- Promoted content

Golf

The Tupper Lake Golf Club is a great course for any golfer from beginner to pro. Designed by Donald Ross, holes 1-9 are fairly new. The course is built into the side of Mount Morris and features mountain and lake views as you play. The low cost is a draw for people, along with the on-site restaurant. Holes 10-18 are a bit older but feature long difficult terrain. Golf packages are also available with certain Tupper Lake lodging properties.

Goals

- Increase golf rounds
- Increase golf packages booked

Audience

- Age: 34+
- Income: \$45,000+
- Geo: default regional DMAs, in-region
- Interests: golf, leisure travel, regional golfers

Content

- Stories: 2
  - Tupper golf is good for all levels, from beginner to expert
  - Fall golf
- Site content
  - Content refresh

Paid Advertising

- Date range: May-Sept.
- Budget: 6%

Group Travel

Tupper Lake businesses and attractions have the ability to host groups of varied sizes. Depending on the venue this includes, but is not limited to: weddings, family groups, groups and clubs, and bus tours.

Goals

- Increase awareness of group travel opportunities
- Increase group bookings

Content

- Stories: 1
  - Group activities centered around family/friends reunions

- Site content
  - Develop a group opportunities landing page on TupperLake.com

Paid Advertising

- Promoted content

Hiking/Winter Hiking

Since the Tupper Lake Triad was established, summer and winter hiking has grown in Tupper Lake. The Triad has great potential for more growth, especially in winter. It provides easy hiking for beginners, and provides travelers with a great experience, making them want to come back. The trails are well-maintained and family friendly. Other mountains around the Tupper Lake area provide some of the same hiking, and the next step up for a little bit more of a challenging experience.

Goals

- Increase Triad participants
- Increase trailhead sign-in

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: hiking, leisure hiking, outdoors

Content

- Stories: 4
  - Winter Triad
  - Summer Triad
  - Top mountain peaks outside of Tupper Lake Triad
  - Tougher hikes
- Site content
  - Triad integration into TupperLake.com with online registration platform
  - Continued use of Leave No Trace hiking ethics in all hiking promotions

Paid Advertising

- Date range: Jan.-Dec.
- Budget: 7%
- Potential PR: Triad challenge (if cap is removed)
- Influencers: Yes

Ice Fishing

Tupper Lake has one of the largest ice fishing tournaments in New York state. It is a great driver for overnight stays during a slower time of year. Lodging properties are always full in town and in surrounding communities. The good buzz around tournaments can

build awareness for the leisure traveler. Fishermen buy bait at bait shops, eat at restaurants, gas up their sleds at gas stations, and stay in hotels.

Goals

- Increase tournament attendance
- Increase patronage at bait shops
- Increase ice shanty/official weigh-in count

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: ice fishing, snowmobilers

Content

- Stories: 2
  - Northern Challenge tips
  - Ice fishing hot spots around Tupper Lake and Piercefield
- Site content
  - Refresh ice fishing page, review listings, add additional ice fishing listing

Paid Advertising

- Date range: Dec.-Feb.
- Budget: 5%
- Promoted content

Paddling

The Tupper Lake region has endless paddling opportunities. The Raquette River, The Wild Center, and various ponds and lakes make Tupper Lake a paddling destination. With Raquette River Outfitters rentals are available for beginners, and various paddling events in town give an option for more competitive paddling.

Goals

- Increase boat rentals
- Increase paddling trips at The Wild Center
- Increase participation in the 7 miler

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: leisure paddling, stand up paddle boarding

Content

- Stories: 3
  - The perfect day trip
  - Paddling at The Wild Center
  - Whitewater paddling in Piercefield
- Site Content
  - Seasonal refresh

***Paid Advertising***

- Date Range: May-Sept.
- Budget: 5%
- Promoted content

**Snowmobiling**

The Tupper Lake region is located in the perfect spot to be the snowmobiling hub connecting communities together. With a groomed trail system, riders can access different communities in all directions. Additionally, with the anticipated build out of the Adirondack Rail Trail in future years, building awareness of Tupper Lake and Piercefield is critical for maximizing the economic impact the trail can have on the winter economy.

***Goals***

- Increase occupancy due to snowmobiling
- Increase patronage to key snowmobile stops

***Audience***

- Age: 21+
- Income: \$60,000+
- Geo: default regional DMAs
- Interests: snowmobiling, snowmobile clubs

***Content***

- Stories: 2
  - Trip to Thirsty Moose
  - Listicle of rides
- Site Content
  - Review and update trail listings
  - Acquire complete trail GPS data

***Paid Advertising***

- Date Range: Dec-March
- Budget: 4%
- Promoted content

**Stargazing and Night Sky Viewing**

The Tupper Lake region provides some of the best stargazing in the East. Low light pollution and high elevations contribute to great stargazing conditions. The Roll Off Roof Observatory (RORO) and further build out of the Adirondack Sky Center and Observatory are a differentiator for Tupper versus other destinations. Being a Dark Sky town with state-of-art facilities creates opportunities for conferences and school field trips.

***Goals***

- Increase overnight visitation due to stargazing and visitation to the Adirondack Sky Center and Observatory
- Increase attendance of stargazing events

- Increase donations to Adirondack Sky Center and Observatory.

***Audience***

- Age: 21+
- Income: \$60,000+
- Geo: default regional DMAs, in-region
- Interests: astrophotographers, science enthusiasts

***Content***

- Stories: 4
  - Night sky photography
  - Night hiking
  - Workshops at Sky Center
  - Astrophotography conference
- Site content
  - Update contact information
  - Add rendering for new facility.
  - Event listings: ensure events added to TupperLake.com calendar.

***Paid Advertising***

- Date range: April-Aug. (plus inclusion/mentions in winter campaigns)
- Budget: 5%
- Promoted content

**Annual/Ongoing**

- Other/reserves: 5%
- Weekly content promotion
- Lodging packages: Integrated into topic programming
- Contests/lead generation



# Glossary

## Adirondack Regional Tourism Council (ARTC)

The Adirondack Region is one of eleven designated vacation regions promoted through New York state’s I LOVE NEW YORK brand. It is not defined by the Blue Line; instead it is made up of Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren counties. The Adirondack Regional Tourism Council (ARTC) oversees the official regional program for the Adirondack Region under the Visit Adirondacks brand. Structure for ARTC includes an executive director and Board of Directors made up from the Tourism Promotion Agent (TPA) from each of the seven counties.

## Ambassador

Ambassadors are simply people who represent and share the story of your region in a positive way, preferably in front of a lot of potential customers (i.e. their friends, family and social media followers). A brand ambassador is someone who embodies the brand he or she is endorsing.

## Boomer

The Baby Boomer generation includes all Americans born between the years 1946 and 1964.

## Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content (stories/blogs, press releases, photos, videos, infographics) to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.

## Destination Marketing Area (DMA)

A defined geographic area of varying size and/or combination of town, city, and state jurisdictions representing a core marketing area that can be reached with advertising. The industry standard often used is the DMA list provided by Nielsen Media Research.

## Destination Marketing Organization (DMO)

A destination organization, often referred to as a destination marketing or management organization, convention and visitors bureau, or tourism board, is responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work.

## Earned Media

Different than paid media, earned media is defined as exposure that is not bought or owned; it can only be gained organically, when content receives recognition and a following through communication channels such as social media and word of mouth.

## FAM

A FAM trip is a Media Familiarization Tour, offered to media on behalf of an organization to get the media familiar with the destination. They are also called Press Trips. They can be either a group or an individual Media FAM trip.

## Influencer

An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with his/her audience. Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential customers, and orients marketing activities around these influencers.

## Infographic

An infographic, also known as an informative graphic, is a representation of data presented in a format that is more engaging than usual written copy. People use infographics to quickly communicate a message or to simplify the presentation of large amounts of data.

## Millennial

The Millennial generation includes all Americans born between the years of 1981 and 1996.

## Native Advertising

Native advertising is the use of paid ads that match the look, feel, and function of the media format in which they appear. Native ads are one of the fastest growing digital ad formats, more likely to get clicked compared to display ads, achieving greater cost efficiencies.

## Page Content

Page content refers to landing pages that have been developed to display one specific topic. For example hiking, dining, shopping, historic attractions, and events each have designated pages on individual websites. These pages house the database listings discussed in the previous section.

## Pageview

Each time a user visits an individual page on a website it is called a pageview. Pageviews are recorded whenever a full page on a website is viewed or refreshed. A user can have multiple pageviews during one session if they click on multiple pages. Unique pageviews only count a single user’s pageviews once, even if they view the same page multiple times within a given time period.

## PR

PR is the abbreviation for public relations. Public relations represent a unique way of promoting a destination by building a higher visibility in the public space. Public relations represent a strategic form of communication that focuses on gaining the audience’s understanding and acceptance, as well as on the process of building a good relation between an organization and the public. In the tourist sector, public relations includes everything from traditional press releases to pitching and/or hosting travel writers.

## Sponsored Content

Sponsored content is a piece of brand journalism that lives on a publisher’s website. It’s usually written by the publisher’s staff so the article matches the tone and the voice of rest of their content.

## Stimulus

Factors that influence or stimulate a person’s consumption choices.

## Tourism Promotion Agent (TPA)

The individual who has been officially designated by the county to be the official state contact for all matters relating to tourism promotion and marketing. Additionally, the Tourism Promotion Agent represents the region on the board of directions of the Adirondack Regional Tourism Council (ARTC).

## Tourism Promotion Agency (TPA)

Any not-for-profit corporation or other nonprofit organization, association, or agency designated by resolution of the county legislature or other governing body of any county, or upon designation of the mayor of the city of New York, as the agency authorized to apply for and receive Tourism Matching Funds.

## Umbrella Brands

Umbrella brands are brand names that are utilized by a range of different related products; sometimes this is referred to as family branding. An umbrella brand strategy is a marketing practice that involves marketing many related products under a single brand name.

## ZMOT

The ZMOT (Zero Moment of Truth) refers to the moment in the buying process when the consumer researches a product prior to purchase. The Travel ZMOT Journey is defined by five steps: Dreaming, Research, Booking, Experience, and Sharing.





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