

2019 Marketing Plan

HAMILTON 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.

James McKenna
CEO

Mary Jane Lawrence
CHIEF OF STAFF

Jasen Lawrence
DIRECTOR OF DIGITAL STRATEGY

Michelle Clement
DIRECTOR OF MARKETING

John Huttlinger
CFO

Sabrina Alli
CONTENT DEVELOPER

Kim Andresen
SPECIAL PROJECTS & GRANT ADMINISTRATION

Jay Bennett
DATA ANALYST

Kelly Brunette
SARANAC LAKE REGIONAL MARKETING MANAGER

Dan Cash
SENIOR DESIGNER

Erin Davis
ADMINISTRATIVE ASSISTANT

Savannah Doviak
PAID MEDIA COORDINATOR

Catherine Ericson
LAKE PLACID & WHITEFACE REGIONAL MARKETING MANAGER

Carrie Gentile
COMMUNICATIONS COORDINATOR

Phil Hans
NORTHERN FRANKLIN COUNTY
REGIONAL MARKETING MANAGER

Emilee Hazelden
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Kayla Hudson
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Katie Kearney
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Shaun Kittle
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Suzanne Maye
LAKE CHAMPLAIN REGIONAL MARKETING MANAGER

Pamela Merritt
CONTENT DEVELOPER

Sharron Miller
VISITOR SERVICE MANAGER

Angela Nevo
VISITOR SPECIALIST

Brooke O’Neil
CONTENT MANAGER

Glenn Pareira
ADVERTISING SALES

Kristin Strack
RESERVATIONS & ACCOUNTING COORDINATOR

Katie Stuart
TUPPER LAKE & HAMILTON COUNTY REGIONAL MARKETING MANAGER

Cindy Sullivan
CONFERENCE CENTER SALES EXECUTIVE

Bethany Valenze
EVENTS COORDINATOR

Sarah Wheeler
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.

Ed Finnerty
CHAIR

Jill Cardinale
VICE CHAIR

Charlie Cowan
TREASURER

Robert Hockert
SECRETARY

Mike Beglin
MEMBER

Mike Doran
MEMBER

Marc Galvin
MEMBER

Shawn Goodway
MEMBER

Lisa Hess-Marks
MEMBER

Beth Hill
MEMBER

Andrea Holderied
MEMBER

Mark Jessie
MEMBER

James Lemons
MEMBER

Nick Politi
MEMBER

Chandler Ralph
MEMBER

Garrick Smith
MEMBER

Sarah Wilson
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 overnighers 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

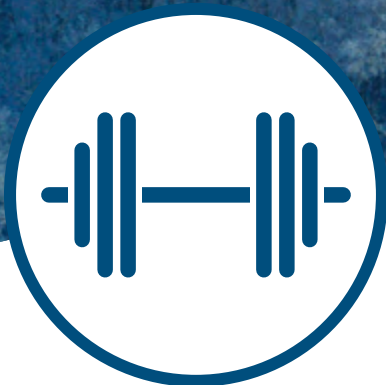
Performance Indicators

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

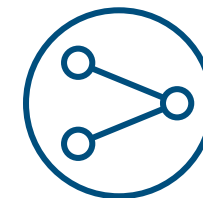
As consumer travel behaviors continue to demonstrate, consumers want transactions that are as smooth and seamless as possible. As a result, simplifying the user's booking process will continue to be a high priority. Younger travelers in particular would rather choose to book online at their convenience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

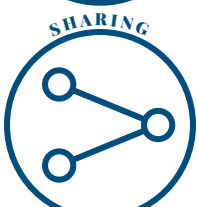
Inntopia has been integrated with many small and large partners from around ROOST’s regions. Most notably, the Olympic Regional Development Authority began the adoption process of Inntopia as their primary booking and online sales platform in 2018. This integration should make ORDA products seamlessly 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	

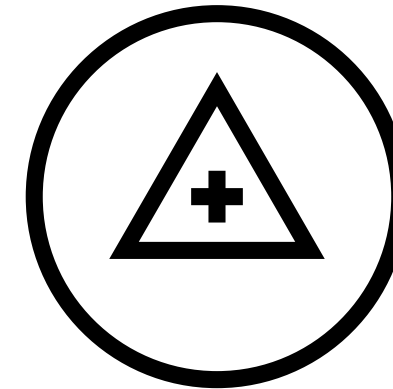
* Please see Adirondacks, USA Regional Program for budget detail.

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

ADIRONDACK FIVE TOWNS/UPPER HUDSON RECREATION HUB

The goal of this section is to provide clarity and succinct explanation of planned marketing initiatives for the Five Towns/Upper Hudson Recreation Hub as it appears within the Regional Office of Sustainable Tourism 2019 Marketing Plan.



Executive Summary

The Five Towns/Upper Hudson Recreation Hub primarily consists of the tourism assets surrounding and including the towns of Indian Lake, Long Lake, Minerva, Newcomb, and North Hudson. The area has a long history of hospitality, with several successful tourism hubs in place. These include exceptional four-season outdoor recreational opportunities that poise the area to leverage public and private investment in lodging, restaurant, attractions, and other types of tourism-related venues. Recently the area has seen significant commitment from New York State with the construction of the new Frontier Town Campground and Equestrian Center in North Hudson as well as significant trail build out over the last several years. Long term, the Five Towns/Upper Hudson Recreation Hub strives to position itself as an interconnected hub of multi-use trails that include activities such as hiking, horseback riding, snowmobiling, and biking.

Area Workplan

- 1. Establish the Five Towns/Upper Hudson Recreation Hub working group (completed)
- 2. Identify the existing product (completed)
- 3. Recognize differentiators for the area (completed)
- 4. Develop the message (ongoing: message needs to be refined for the traveler)
- 5. Outline a marketing/implementation strategy (this document/ongoing)

2019 Funding

As the area represents two counties and multiple towns, funding sources vary depending on specific assets being included in the marketing initiative. The largest funding source that allows for easy cross-county promotion is I Love New York Matching Funds under the Adirondacks, USA supplemental regional program.

The Five Towns/Upper Hudson Recreation Hub marketing is primarily funded via three sources:

- I Love New York Matching Funds
- Essex County Occupancy Tax
- Hamilton County General Fund

Additionally, partnerships with Inlet, Lake George, North Creek, Old Forge, Schroon Lake, and Speculator should be considered to complete the traveler experience when necessary.

Existing Documentation & Research

In March of 2014, a Tourism Destination Area workbook was completed by the primary communities with the assistance of the Regional Office of Sustainable Tourism.

In 2017, travelers were surveyed about their travel to the Five Towns/Upper Hudson Recreation Hub area. This survey reached 748 respondents and is available at www.roostadk.com/research.

In early 2018, the Tourism Destination Area workbook was reviewed and updated to match any new/altered assets in the tourism area.

In late 2018, the 2019 Regional Office of Sustainable Tourism Marketing Plan includes significant highlights of assets within the Five Towns/Upper Hudson Recreation Hub area to begin highlighting them to travelers.

From the 2017 Five Towns Survey it was determined:

- Snowmobiling, horseback riding, hiking on interconnected paths, snowshoeing, and cross-country skiing are more popular activities within the Five Towns region than in other regions. (2017 Five Towns Survey)
- The Five Towns region is a more popular hunting destination with travelers than other portions of Essex or Hamilton counties. (2017 Five Towns Survey)
- Travelers that have not been to one of the Five Towns perceive it as a destination for whitewater rafting more than any other region in the Adirondacks. (2017 Five Towns Survey)
- Average nights stayed: 3.31 (2017 Five Towns Survey)
- Over half of travelers come to the region to hike, fish, or canoe or kayak.

Lodging Preferences

- Hotel/motel: 27.78%
- Second home: 23.06%
- Campground: 14.98%
- Vacation Rental: 9.43%
- Other: 8.42%
- Primitive Camping: 4.38%
- Bed & Breakfast: 2.02%
- No answer: 9.93%

Target Audience

- Primary Destination Marketing Areas:
 - Albany-Schenectady-Troy, NY
 - Binghamton, NY
 - Burlington, VT-Plattsburgh, NY
 - New York, NY
 - Burlington, VT-Plattsburgh, NY
 - Rochester, NY
 - Syracuse, NY
 - Utica, NY
 - Wilkes Barre-Scranton, PA
- Age range: 21-65 (average 53)
- Income range: \$45,000 - \$150,000

Supporting Data

(Using the Leisure Travel Study and the Upper Hudson Recreation Hub Survey)

- Albany, NY-Schenectady, NY-Troy, NY: 24%
- New York City, NY: 15%
- Other popular DMAs
 - Rochester, NY
 - Burlington, VT-Plattsburgh, NY
 - Syracuse, NY
 - Buffalo, NY
- 45% Baby Boomers
- One-third of travelers make between \$80,000 and \$125,000 annually

Program Summary

The goal of 2019 marketing for the Five Towns/Upper Hudson Recreation Hub is to help establish further awareness for amenities and attractions currently available within and surrounding the five towns. This will be accomplished by using a combination of the Adirondack Trail Towns system, paid media, and content creation to connect via roadways these existing attractions and amenities. Additionally, the program will continue to plan for the future advancement of a system of interlinked trails further connecting the communities in future years.

TOPIC	PAGE CONTENT DEVELOPMENT	STORIES	PHOTO ACQUISITION	VIDEO ACQUISITION	VIDEO PRODUCTION	DATE RANGE	PAID
ILNY - Visit Adirondacks							✓
ILNY - Adirondacks, USA							✓
ILNY - CO-OP Adirondacks, USA							✓
Weekly Promoted Content							✓
Arts and Culture	Major content updates/additions	✓	✓	✓	✓	May-Oct	✓
Camping	Refresh/seasonal updates	✓				Apr-Sep	✓
Events	Refresh/seasonal updates	✓	✓	✓		4-6 weeks out	✓
Fall travel	Refresh/seasonal updates	✓	✓	✓	✓	Aug-Oct	✓
Family (Summer)	Refresh/seasonal updates	✓	✓	✓	✓	Apr-Aug	✓
Fishing	Refresh/seasonal updates	✓	✓			Mar-Jul	✓
Hiking	Refresh/seasonal updates	✓	✓	✓	✓	May-Oct	✓
Hunting	Major content updates/additions	✓					
Snowmobiling	Refresh/seasonal updates	✓	✓	✓		Nov-Feb	✓
Whitewater Rafting	Refresh/seasonal updates	✓				Apr-Jun	✓
Outdoor Adventure	New page(s)	✓	✓				✓
Winter Recreation	Refresh/seasonal updates	✓	✓	✓	✓	Dec-Mar	✓
Winter Travel	Refresh/seasonal updates	✓				Oct-Feb	✓
Other/Reserves	Refresh/seasonal updates						✓

Additional Programs

Adirondack Trail Towns

The goal of utilizing the Adirondack Trail Towns project is to link together the five communities, while continuing to build off of the individual identities of each community. This grant project via Hamilton County provides a great stopgap program for the Five Towns/Upper Hudson Recreation Hub marketing. The program, due for completion in April of 2019, consists of creating an interface for looping road tours throughout the Adirondacks that are centered around certain themes. At this time, several key connecting trails are in various stages of completion throughout the Five Towns/Upper Hudson Recreation Hub area. Utilizing the new Trail Towns tool, awareness for existing trail and other traveler assets can be linked together via roadways. This allows travelers to become aware of assets and encourage usage before their linkage is completed.

Photo/Video Summary

A large quantity of photo/video assets have been successfully acquired over the last few years in Long Lake, Indian Lake, Newcomb, North Hudson, and Minerva. As such, a more streamlined acquisition calendar with a more robust production calendar is possible. One of the primary photo and video priorities for 2019 is acquiring family imagery to support family focused campaigns. Additionally, a focus will be placed on the acquisition and production of fall travel and winter recreation.

Public Relations

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 events calendars, and the unique cultural and outdoor travel opportunities using road-based looping tours among the Five Towns/Upper Hudson Recreation Hub communities.

FAM Tours/Influencers/Ambassadors

Familiarization tours (FAMs) and social media influencer campaigns will focus on highlighting the Five Towns/Upper Hudson Recreation Hub for outdoor recreation on and around a robust trail system. 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 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.

HAMILTON COUNTY

Completely bound within the Adirondacks, Hamilton County has the lowest population density in the eastern U.S. at approximately three people per square mile.

Adirondacks Experience It!

Hamilton County is made up of the towns of Inlet, Long Lake, Lake Pleasant, Indian Lake, Hope, Arietta, Benson, Wells, and Morehouse. It's a charming balance of unspoiled Adirondack wilderness paired with iconic small communities that are packed with character, making Hamilton County a unique place for an authentic Adirondack experience.

The county runs county-specific programming under the Adirondack Experience brand. The following pages outline the detailed program of work for 2019.

Additionally, regional programming via Visit Adirondacks and Adirondacks, USA allows Hamilton County to maximize their 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.

Hamilton Co. 2019 Budget

INCOME

INCOME	AMOUNT	% BUDGET
Hamilton County Contract	\$195,000	49.35%
Hamilton County ILNY Matching Funds	\$115,800	29.31%
Short Term Rental Helper (Grant)	\$8,800	2.23%
Events	\$538	0.14%
Adirondack Trail Towns (Grant)	\$75,000	18.98%
ALL INCOME TOTAL:	\$395,138	

EXPENSES

EXPENSE	AMOUNT	% BUDGET
ADMINISTRATIVE		
Admin Staff	\$12,467	3.16%
Destination Master Planning (DMP)	\$247	0.06%
Equipment and Software	\$1,039	0.26%
Interest	\$198	0.05%
Miscellaneous	\$817	0.21%
Occupancy Tax Enforcement Support	\$8,800	2.23%
Office Expenses	\$916	0.23%
Professional Services	\$4,806	1.22%
Travel	\$3,213	0.81%
ADMINISTRATIVE EXPENSES TOTAL:	\$32,503	8.23%
MARKETING		
Program Specific	\$22,300	5.64%
Hamilton County ILNY Matching Funds Programs*	\$171,600	43.43%
Hamilton County ILNY Matching Funds ARTC	\$60,000	15.18%
Media and Content	\$3,597	0.91%
Adirondack Trail Towns	\$15,000	3.80%
PAID ADVERTISING TOTAL	\$272,497	68.96%
Dues/Subscriptions	\$120	0.03%
Event Support / Marketing	\$2,396	0.61%
Marketing Staff	\$86,690	21.94%
Marketing Fulfillment	\$120	0.03%
Public Relations	\$491	0.12%
Research	\$124	0.03%
Web Hosting / IT	\$198	0.05%
MARKETING EXPENSES TOTAL	\$362,636	91.77%
ALL EXPENSES TOTAL:	\$395,138	


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

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

	ADIRONDACKEXPERIENCE.COM
Pageviews	814,963
Users	341,790
Sessions	417,466
Paid	74,077
Organic Search/Direct Traffic	241,647
Social Referrals	23,591
Adirondacks, USA Newsletter	25,914
Avg Session Length	1:29
Avg Pages/Session	1.95

TOP WEBSITE CONTENT

PAGE	PAGEVIEWS	SHARE
Home Page	54,316	6.53%
/enter-to-win	24,648	2.96%
/adirondack-camping	20,780	2.50%
/where-to-stay/cabins-cottages	19,994	2.40%
/recreation/hiking/waterfall-hikes-challenge	18,491	2.22%
/where-to-stay	15,284	1.84%
/recreation/snowmobiling	13,913	1.67%
/recreation/hiking/fire-tower-hikes-challenge	13,018	1.57%
/events/great-adirondack-moose-festival	10,194	1.23%
/events	9,771	1.17%

 38,324 followers (11,365 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 53)
- Income range: \$45,000 - \$135,000

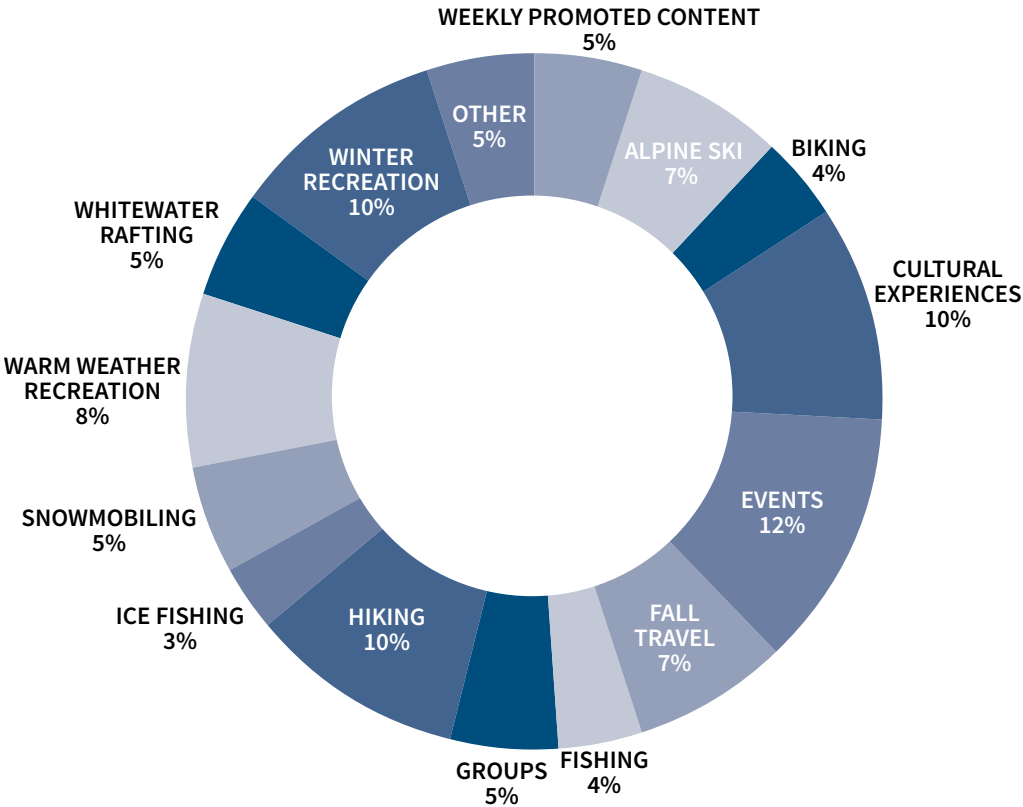
Supporting Data

- High share of visitors from Albany-Schenectady-Troy DMA
 - Leisure Travel Study: 26.30%
 - Web traffic: 21.84%
- Second most popular DMA is Syracuse
 - Leisure Travel Study: 16.54%
 - Web traffic: 8%
- Other popular DMAs
 - Utica (10.9%)
 - Rochester (10.1%)
 - New York City (9.51%)
 - Watertown (4.5%)
 - Binghamton (3.5%)
 - Buffalo (3.5%)
- 70% of visitors, web traffic, and Facebook followers are Generation X or older
- Nearly half of travelers make between \$60,000 and \$125,000 (2017 Leisure Travel Study)
- Large number of campers (Leisure Travel Study: 21.65%)
- July and August account for over 40% of visitation (2017 Leisure Travel Study)
- Fishing is a travel motivator for one in three travelers (2017 Leisure Travel Study)

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	--	--	--	--	--		✓
Alpine Ski	Refresh / Seasonal Updates	3	✓	✓	✓	Nov-Mar	✓
Biking	Refresh / Seasonal Updates	3					✓
Birding	Refresh / Seasonal Updates	4	✓			Jan-Jun	✓
Community Enhancement	Major Content Updates / Additions		✓				
Cultural Experiences	Major Content Updates / Additions	4				May-Oct	✓
Events	Refresh / Seasonal Updates	5	✓	✓		4-6 weeks out	✓
Fall Travel	Refresh / Seasonal Updates	3	✓	✓	✓	Aug-Oct	✓
Fishing	Refresh / Seasonal Updates	2	✓			Mar-Jul	✓
Group Tours/Family Reunions/Weddings	New Page(s)	2				Jan-Sep	✓
Hiking	Refresh / Seasonal Updates	6	✓	✓	✓	May-Oct	✓
Hunting	Major Content Updates / Additions	2					
Ice Fishing	Refresh / Seasonal Updates	2				Jan-Feb	✓
Snowmobiling	Refresh / Seasonal Updates	3	✓	✓		Nov-Feb	✓
Warm weather recreation - Camping, Paddling	Major Content Updates / Additions	7	✓		✓	May-Sep	✓
Whitewater Rafting	Refresh / Seasonal Updates	2				Apr-Jun	✓
Winter Recreation, XC Ski, Snowshoe	Refresh / Seasonal Updates	5	✓	✓	✓	Dec-Mar	✓
Other Reserves							✓
53							

Region Specific Programming



Paid Media Summary

CATEGORY	AMOUNT	% BUDGET
ILNY - Visit Adirondacks	\$60,000	
ILNY - Adirondacks, USA	\$92,839	
ILNY - CO-OP Adirondacks, USA	Up to \$15,000	
Region Specific Programming		
Weekly Promoted Content	\$1,100	5%
Alpine Ski	\$1,540	7%
Biking	\$880	4%
Cultural Experiences	\$2,200	10%
Events	\$2,640	12%
Fall Travel	\$1,540	7%
Fishing	\$880	4%
Group Tours/Family Reunions/Weddings	\$1,100	5%
Hiking	\$2,200	10%
Ice Fishing	\$660	3%
Snowmobiling	\$1,100	5%
Warm Weather Recreation - Camping, Paddling	\$1,760	8%
Whitewater Rafting	\$1,100	5%
Winter Recreation, XC Ski, Snowshoe	\$2,200	10%
Other Reserves	\$1,100	5%
\$189,839		

* Represents the 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

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.

FAMS/Influencers/Ambassadors

Familiarization tours (FAMs) and social media influencer campaigns will focus on major cultural attractions within the region. These attractions fit well with other outdoor recreation priorities and stand on their own as differentiators among other destinations. Additionally, influencers can easily be plugged into several full-day outdoor recreation activities. Adirondack Ambassadors will be primarily focused on attending events in the region. Events make for great engaging stories that can be told by our regional social media contributors.

Photo/Video Summary

A large quantity of photo/video assets have been successfully acquired over the last few years during Hamilton County marketing execution. As such, a more streamlined acquisition calendar with a more robust production calendar is possible. Some of these key assets that are still needed in 2019 include Snocade, Adirondack Kids Day, Fire & Light Festival, Oak Mountain via #SkiADK, and Waterfall Challenge photos.

Special Projects

One of the primary goals in 2019 is the evaluation of the Adirondack Experience brand for Hamilton County. Over the past year, a challenge of confusion in the marketplace has arisen between Hamilton County’s Adirondack Experience brand and the rebranding of the Adirondack Museum to the Adirondack Experience, the Museum on Blue Mountain Lake. In 2019, we will work with our tourism partners to develop a cohesive and collaborative plan to position Hamilton County as a travel destination that can complement and enhance the ongoing efforts of these communities.

Detailed Topic Summary

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

Alpine Ski

Oak Mountain in Speculator boasts 22 trails (most are rated easy to intermediate), a 650-foot vertical drop, and a quad chairlift that can carry 3,000 skiers to the summit per hour. Additionally, the mountain offers night skiing, a tubing hill, great on-site dining, rentals, a ski school, and plays host to a variety of events that appeal to travelers.

Goals

- Increase lift tickets sold
- Increase overnight visitation
- Increase Oak Mountain event participation.

Audience

- Age: 21+
- Income: \$45,000+
- Geo: default regional DMAs
- Interests: family skiing, beginner skiing

Content

- Stories: 3
 - Season preview: why Oak?
 - Family day at Oak Mountain
 - Don’t ski or ride? No worries! Lessons, tubing, dining
- Site content
 - Refresh

Paid Advertising

- Date range: Nov.- March
- Budget: 7%
- Promoted content and inclusion of the #SkiADK campaign

Mountain Biking and Road Cycling

With excellent mountain biking trails such as those at Fern Park, unique backcountry roads to ride on such as those in Speculator and Moose River Plains, and breathtaking byways for road touring, Hamilton County is a great destination to experience on two wheels.

Goals

- Increase overnight visitation of bicyclists

Audience

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

- Interests: mountain biking, mountain bike clubs

Content

- Stories: 3
 - Road cycling loops
 - Single track mountain biking adventure
 - Family backcountry riding experience
- Site content
 - Refresh
 - Improve listings

Paid Advertising

- Date range: May-Sept.
- Budget: 3%
- See Adirondacks, USA/ILNY Matching Funds
- Promoted content

Birding

Birding during the winter and spring months poses a great opportunity to fill rooms during the shoulder season, including midweek stays. Additionally, during spring migration and mating season activity picks up. In June, the popular county-wide Adirondack Birding Festival will extend to four days.

Goals

- Increase visitation in winter and spring
- Increase participation in birding events

Audience

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

Content

- Stories: 4
 - Spring migration birding adventure
 - Adirondack Birding Festival
 - Listicle on best places to get your bird fix
 - Summer birding adventures
- Site content
 - Refresh

Paid Advertising

- See Adirondacks, USA/ILNY Matching Funds
- Promoted content

Community Enhancement

Utilize the county program to increase awareness and amplify messaging of the individual communities within Hamilton County.

Goal

- Increase traffic referral to community websites

Content

- Site content
 - Improve navigation and ease of access to community resources

Paid Advertising

- See ILNY Matching Funds CO-OP Programming
- Promoted content

Cultural Experiences

Well-polished history attractions such as Adirondack Experience, the Museum on Blue Mountain Lake, Great Camp Sagamore, Raquette Lake Navigations (W.W. Durant and Avery May), provide an iconic differentiator for Hamilton County. Additionally, arts and music attractions and events such as the Adirondack Lakes Center For the Arts, Indian Lake Theater, and popular outdoor music series provide travelers with additional cultural experiences.

Goals

- Increase visitation to cultural attractions
- Increase overnight visitation driven by attraction attendance

Audience

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

Content

- Stories :4
 - Gilded Age tours: Experiential story
 - Arts in the Adirondacks: Shops, tours, meet the makers
 - Music and performing arts
 - What’s new at area attractions: Summer programming at Adirondack Experience, the Museum on Blue Mountain Lake
- Site content
 - Refresh content and clean up pages/navigation

Paid Advertising

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

Events

Hamilton County boasts a robust events schedule throughout the year that enhances the traveler experience. Major events include, but are not limited to:

- Long Lake Birding Weekends (Long Lake, January)
- Fire & Light Festival (Inlet, February)
- Long Lake Winter Carnival (Long Lake, February)
- Snocade (Indian Lake, February)
- Maple Weekend (Speculator, March)
- Great Adirondack Garage Sale (county wide, May)
- Black Fly Challenge (Indian Lake and Inlet, June)
- Adirondack Birding Festival (county-wide, June)
- Quadrathlon (Indian Lake, June)
- Piseco Lake Triathlon (Piseco, July)
- Long Lake Water Ski Show (Long Lake, July)
- Lane 10K (Speculator, August)
- Great Adirondack Moose Festival (Indian Lake, September)
- Rustic Furniture Fair (Blue Mountain Lake, September)
- Applefest (Speculator, September)
- Inlet Fall Festival (Inlet, September)
- Adirondack Antique Show (Indian Lake, September)
- Adirondack Kids Day (Inlet, October)
- Long Lake Harvest Fest/Oktoberfest (Long Lake, October)

Goals

- Increase event participation
- Increase overnight visitation due to events

Audience

- Varies based on event

Content

- Stories: 5
 - Summer events preview
 - Spring/summer race specific: Quadrathlon, Piseco Lake Triathlon, Black Fly Challenge, Lane 10K
 - Fall events preview
 - Winter events preview
 - One reserve: anything new
- Site content
 - Increase participating in use of the events calendar

Paid Advertising

- Date range: Based on event
- Budget: 12%

Fall Travel

Hamilton County’s road network is ideal for fall touring as it weaves past scenic vistas, cuts through cute towns and villages, and connects unique cultural attractions.

Goals

- Increase event participation
- Increase fall occupancy

- Increase fall attraction visitation

Audience

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

Content

- Stories: 3
 - Best roadside spots to spot fall foliage
 - Experiential story following sample itinerary
 - Where to find the coolest stuff this fall: shopping focus, events, and one-of-a-kind stores
- Site content
 - Improve display of fall foliage reports
 - Addition of sample itineraries

Paid Advertising

- Date range: Aug.-Oct. 5
- Budget: 7%

Fishing

The natural features of Hamilton County not only offer great fishing, they also provide an opportunity for increasing visitation during the spring shoulder season.

Goals

- Increase fishing tournament attendance

Audience

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

Content

- Stories: 2
 - Experiential story: family fishing trip
 - Listicle: best fishing holes
- Site content
 - Improve existing page listing and add additional information about fishing locations and access points

Paid Advertising

- Date range: March-July
- Budget: 4%
- Promoted content

Group Tours/Family Reunions/Weddings

A variety of venues in Hamilton County support larger groups, from weddings and family reunions to larger bus tours.

Goals

- Increase number of buses visiting Gilded Age attractions
- Increase number of weddings at venues such as Oak Mountain, The W.W. Durant, Great Camp Sagamore, and The Woods Inn
- Increase overnight occupancy of groups

Audience

- Family groups, groups and clubs, bus tours

Content

- Stories: 2
 - Family reunion in the Adirondacks
 - An Adirondack wedding
- Site content
 - Develop a group page to highlight locations that can accommodate group travel

Paid Advertising

- Budget: 5% - ABA Marketplace Sponsorship, representation of Gilded Age Tours
- Promoted content

Hiking

The unspoiled beauty and unique topography of Hamilton County lends itself to excellent hiking opportunities for travelers. Unique differentiators include the popular Hamilton County Waterfall Challenge and Hamilton County Fire Tower Challenge. Additionally, the trails of Hamilton County can help disperse hikers from areas of high use such as that of the High Peaks Wilderness Area.

Goals

- Increase overnight visitation of hikers
- Increase challenge completion
- Increase numbers at DEC trailhead sign-in

Audience

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

Content

- Stories: 6
 - Two experiential stories

- Waterfall Challenge
- Firetower Challenge
- Off-the-radar hikes you must see for yourself
- Great hikes for kids
- Site content
 - Refresh
 - Improve listing descriptions

Paid Advertising

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

Additional Notes

- Hiking will be included in some of the Adirondacks, USA regional campaigns, including a continued focus on emphasizing Leave No Trace hiking ethics.

Hunting

White-tailed deer, black bear, grouse, turkey, ducks, coyotes, and small game are just a few of the Adirondack wildlife that can be hunted on the massive tracts of state land in Hamilton County. Attracting hunters during the late fall/early winter offers the opportunity to increase occupancy during a soft spot.

Goals

- Increase occupancy from hunters during the fall/ winter shoulder season

Audience

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

Content

- Stories: 2
 - Experiential blog: deer hunting
 - Tips to hunting in Hamilton County: where to stay, where to eat, best spots to hunt
- Site content
 - Refresh
 - Direct hunters to detailed hunting information and regulations provided by DEC

Paid Advertising

- Promoted content

Ice Fishing

The myriad of lakes and ponds in Hamilton County, as well as the number of fishing derbies held throughout the season, provides an authentic Adirondack experience, ice fishing.

Goals

- Increase winter occupancy. Increase participation in fishing derbies

Audience

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

Content

- Stories: 2
 - Best places to drill your hole: tips, packages, guides
 - Experiential story
- Site content
 - Refresh, increase information available

Paid Advertising

- Date range: Jan. - Feb.
- Budget: 3%
- Promoted content

Snowmobiling

With more than 750 miles of free snowmobile trails, snowmobiling is a driver of overnight and day trip traffic for Hamilton County.

Goals

- Increase overnight visitation due to snowmobiling
- Increase participation in snowmobile events (Indian Lake Snocade, Vintage Snowmobile Shows),
- Increase requests for brochures (new map in 2018).

Audience

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

Content

- Stories: 3
 - Tips for riding: best loops, best stops
 - Two experiential stories: experience the trails
- Site content
 - Improve page content to include information on parking areas, more loop tours

Paid Advertising

- Date range: Nov.-Feb. (weather dependent)
- Budget: 5%
- See Adirondacks, USA/ILNY Matching Funds
- Promoted content

Warm Weather Recreation: Camping, Paddling, Beaches

Over 20 state and local campgrounds form the foundation of the summer experience in Hamilton County. Strengthened by an abundance of outdoor recreation opportunities, the area makes for perfect family, couple, or solo adventures.

Goals

- Increase campground numbers, outfitter boat rentals, plane rides

Audience

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

Content

- Stories: 7
 - Listicle: best private beaches — lodging properties with private beaches
 - Paddling adventure
 - Camping adventure
 - Tips to finding your perfect campsite
 - Best spots for a half-day paddle
 - Best spots for a full-day or multi-day paddle
 - Kid friendly outdoor experiences
 - One reserve
- Site content
 - Refresh content
 - Improve listings
 - Clean navigation

Paid Advertising

- Date range: May-Sept.
- Budget: 8%

Whitewater Rafting

Hamilton County is home to whitewater rafting in the Indian River and Hudson River Gorge. This is a differentiator compared to other ROOST regions.

Goals

- Increase riders

Audience

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

Content

- Stories: 2

- Experiential story
- Tips to experiencing the river
- Site content
 - Refresh

Paid Advertising

- Date range: April-June
- Budget: 5%

Winter Recreation, Cross-Country Ski, Snowshoe

From groomed trail networks such as Lapland Lake Nordic Vacation Center and Inlet’s Fern Park to a wide variety of ungroomed scenic trails, Hamilton County has much to offer to cross-country skiers and snowshoers.

Goals

- Increase winter occupancy
- Increase ski rentals

Audience

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

Content

- Stories: 5
 - Inlet ski/snowshoe adventure
 - Speculator area snowshoe/ski
 - Northville/Lapland Lake ski or snowshoe
 - Long Lake/Raquette Lake ski or snowshoe adventure
 - Blue Mountain Lake/Indian Lake ski or snowshoe adventure
- Site content
 - Refresh
 - Improve listings
- Photo
 - Fern Park winter
 - New trail in Long Lake
 - Outdoor skating rinks
- Video
 - Lapland Lake

Paid Advertising

- Date range: Dec. - March
- Budget: 10%

Annual / Ongoing

- Other/reserves: 5%
- Weekly content promotion
- Integrate lodging packages 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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