



ADIRONDACK TOURISM STRATEGY

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PATHWAY FORWARD

ROOST

May 6 2020

Pathway Forward

Current Position
(MAY 6, 2020)



**BUSINESS
AS USUAL**

MITIGATION

**LOCAL
KICKSTART**

**REGIONAL
MOVEMENT**

**REINVENTED
TRAVEL MARKET**



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Mitigation:

Actions:

- Paused paid advertising and modify messaging - empathy and sensitivity are important.
- Encourage stay home.
- Focus on local communication.
- Keep top-of-mind-awareness with travelers by providing a positive distraction.
- Plan and position the Adirondacks for the re-emergence of travel market.

Messaging:

“We’ll Be Here”

#WeWillBeHereADK”

- We’ll be here, ready to welcome you back when the time is right.
- Pause now - play later
- Wish you were here, glad you are staying home.
- Share your favorite Adirondack moments.
- Enter now, travel later

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Local Kickstart

Expectations:

- Businesses will begin to reopen.
- Locals will start to want to move around within their communities.
- Local sentiment toward tourism will be cautious.
- Travel desire will need to be built.

Focus:

- Activate locals; recovery will begin with the local community first.
- Target audience: local and regional communities.
- Cleaning up communities - fresh and clean.
- Additional flowers, hand sanitizing stations, etc.
- Messaging the need and value for business activity.
- Local government engagement.

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Local Kickstart

Actions:

- Continue to keep top-of-mind-awareness with travelers.
- Continue to prepare to welcome visitors back and engage our communities in this.
- Consider appropriate community events.
- Promote road trip itineraries, walking tours, etc.

Messaging:

“We’ll Be Here”

#WeWillBeHereADK

- Get inspired (include imagery of preparations)
- Saving a place for you.
- Getting ready to welcome you back.

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Regional Movement

Expectations:

- Travel sentiment will begin to improve.
- Travelers will have new expectations.
- Discretionary income will be lower.
- People will be ready for experiences, but travel distance will remain closer to home.
- Drive-to destinations will be favored.

Focus:

- Target audience: within a 3-4 hour radius.
- Focus on strengths:
 - Fresh air and open spaces
 - Road trip itineraries
 - Reconnect with nature
 - Affordable experiences
 - Return to traditional vacation experiences

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Regional Movement

Actions:

- Ensure cleanliness protocols are in place and easy for travelers to find as part of their travel planning process.
- Messaging should focus on: clean, fresh, open air spaces, road trips, etc.
- Be prepared to remain agile with messaging.

Messaging:

“The Adirondacks, We’re Open”

#WeAreOpenADK”

- Tell the story with imagery that speaks to the strengths of the Adirondacks and the new priorities of the traveler.

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The Reinvented Travel Market

What does the destination look like in the future?

What opportunities does this present?

How do we leverage the new travelers needs/wants to our advantages?

Together, we can transform challenges into opportunities.

Message Delivery

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- **Social Media** (8 regional channels with a consistent message).
- Agile **content development strategy** (stories, photos, listing, website information).
- **Strong paid media strategy** ready to go.
- Revamped **weekly Adirondacks, USA email** to 145K+ subscribers.
- Focused **PR Strategy**.
- The development and relaunch of Adirondack Wayfinder to build **road trip itineraries**.
- Launch of **Love Your ADK** tomorrow (Earth Day).
- Leveraging **ILNY matching funds** to maximize the impact of messaging.
- Coordinating with our **regional partners**.

Summary of Messaging

