

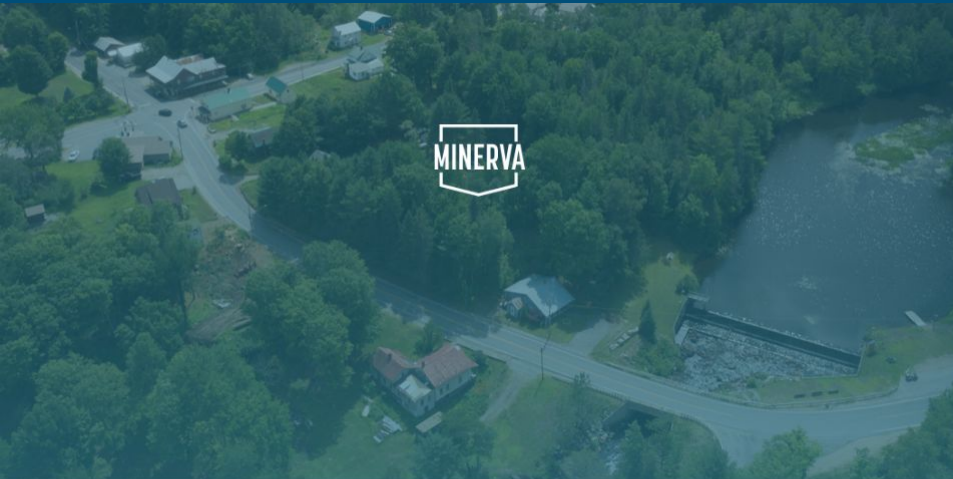


2020-21 WINTER MARKETING UPDATE

OCTOBER 15, 2020



Summer/Fall Recap





Messaging:

Building brand awareness for the Adirondack HUB as we highlight the outdoor opportunities throughout region/communities.

Primary Topics:

- Winter Hiking
- Snowmobiling
- Ice Fishing
- Snowshoeing
- XC Skiing
- Info for traveling during this time

Notes of Interest: Upper Hudson Recreation Hub



Targeting:

Local/Regional Campaign (November 1)

Topics:

- #ShopADK
- Shop small - shop ADK
- Importance of supporting local businesses this holiday season (fill void from events that traditionally drive local retail traffic during the holidays)
- Showcasing stores, products, etc.



Trending topics of interest:

- What's new - new developments
- Creative alterations - above and beyond to accommodate travelers during this time

Focus for writers/bloggers

- Actively engaged in pitching/hosting FAM Tours
- Highlighting what you can experience this winter in the Adirondack Hub
- Snowmobiling



wayfinder

Choose Your Route

A different kind of path through the Adirondacks, Adirondack Wayfinder connects you with unique routes through the region. Choose whatever interests you — and let Adirondack Wayfinder map the route from one destination to the next. Along the way, you'll be introduced to Adirondack communities that are as diverse as the forests themselves and discover all the options available during a visit to the Adirondacks.





Email Marketing:

- Weekly Adirondacks USA email
- Interest-based segmented emails - different content based on preferences
- New welcome emails
- Behavior based “Abandoned content emails”



THANK YOU!

