



ADIRONDACK EXPERIENCE

SMALL TOWNS — BIG OUTDOORS

adirondacks, usa

2020-21 WINTER MARKETING UPDATE

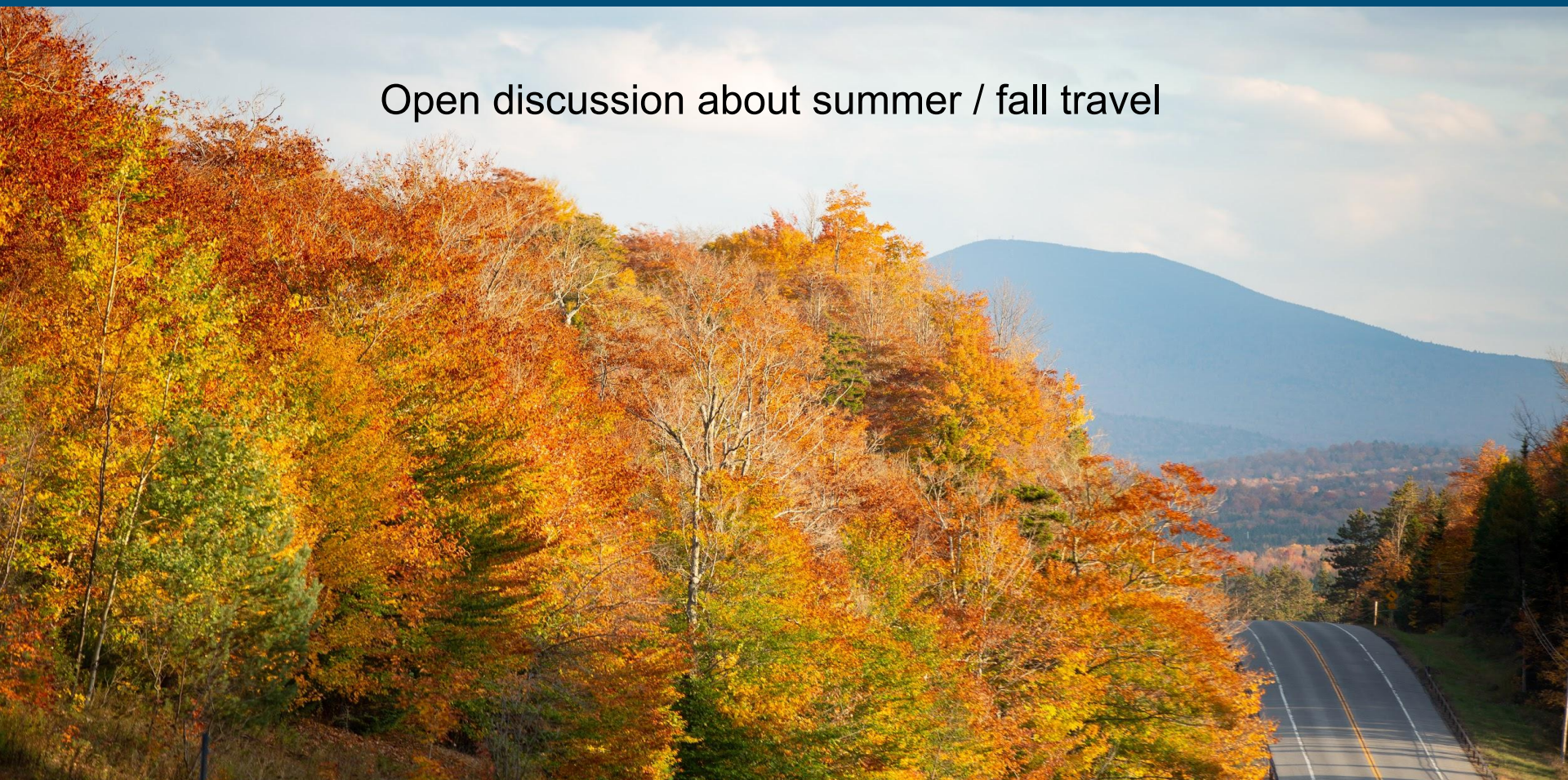
OCTOBER 14, 2020

ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM
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Summer/Fall Recap



Open discussion about summer / fall travel



2020-21 Winter Marketing Priorities



Campaign A: Snowmobiling

Messaging:

Small towns, big adventures

Primary Topics:

- Highlight the communities
- Miles of riding
- Great trails through wilderness
- Snowmobile app
- Tips for snowmobiling during this time



SMALL TOWNS BIG ADVENTURES

Ride from town to town through the Adirondack Mountains, a truly unique wilderness experience! Each town you come to is an oasis offering amenities to rest and refuel before the next leg of your adventure.

For more information, go to www.GoSnowmobile.com

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Check out the ADK Snowmobile app!

Get it on Google Play | Download on the App Store



Campaign B: Winter leisure travel

Messaging:

Experience small towns, big outdoors

Primary Topics:

- X-C skiing
- Snowshoeing
- Winter hiking
- Ice fishing
- Alpine skiing and riding - Oak Mountain
- Winter backcountry preparedness (Love Your ADK)
- Highlight the communities

Targeting:

Local/Regional Campaign (November 1)

Topics:

- #ShopADK
- Importance of supporting local businesses this holiday season (fill void and/or amplify efforts of events that traditionally drive local retail traffic during the holidays)
- Winterize the Politely Adirondack posters

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
- Highlight what you can experience this winter in Hamilton County
- 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
- “Abandoned content emails”

Other updates:

- Review and update data on Snowmobile App
- Developing additional Wayfinder trails for winter
- Focus on reviewing and updating ILNY listings



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THANK YOU!

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