



# 2020/21 LAKE PLACID WINTER MARKETING

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September 30, 2020

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**ROOST**  
REGIONAL OFFICE of SUSTAINABLE TOURISM  
*adirondacks, usa*



# Open discussion about fall travel



ROOST

LAKE PLACID  
adirondacks, usa



# November Pre-Holiday

- Quiet and cozy
  - Shopping package
  - Romantic and quite
  - Work and learn remote





# Community Focused - Holiday Shopping

## Targeting:

Local/Regional Campaign (November 1)

## Topics:

- Shop early
- Shop small - shop ADK
- Importance of supporting local businesses this holiday season (fill void from events that drove local traffic i.e. Small Business Saturday, Holiday Village Stroll)
- Develop a ROOST toolkit

# Campaign 1: Lake Placid Holiday Travel

## Messaging:

Escape to Lake Placid for the holiday season (December travel)

## Topics:

- Beautiful setting for a getaway
  - Snow, nature, holiday lights, open spaces
- Focus on activities families can enjoy in Lake Placid this holiday season
  - Creating new (old) family traditions
- Restaurants and retail (online and in-person)
- Travel tips for traveling this winter

# Campaign 2: Winter Leisure Travel

## Messaging:

As America's first winter resort, Lake Placid has been perfecting playing in the snow for over 100 years. Fresh air destination, plenty of activities, safeguards in place, etc.

## Primary Topics:

- New Olympic Site (Van Ho/Ski Jumps) Developments
- Mirror Lake activities
- Ski and Ride / Whiteface
- Snowshoe
- XC-Skiing
- Winter backcountry preparedness (Love Your ADK)

# Campaign 3: Skiing and Riding

## Messaging:

Big mountain skiing close to home.

## Topics:

- Help travelers find the information they need to “know before you go”
  - Make it easy to answer the questions skiers/riders may have
- What’s new
- History of the mountain
- Beyond the mountain

# Winter PR Activity

## Trending topics of interest:

- What's new - new developments
- Creative alterations - above and beyond to accommodate travelers during this time
- Work and learn remotely from Lake Placid - packages, converted spaces, etc.

## Focus for writers/bloggers

- Actively engaged in pitching/hosting FAM Tours
- Highlighting what you can experience this winter in Lake Placid
- Midweek incentives - more space, less waiting, cost savings



# New Additions to our Email Strategy

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



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**THANK YOU!**

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