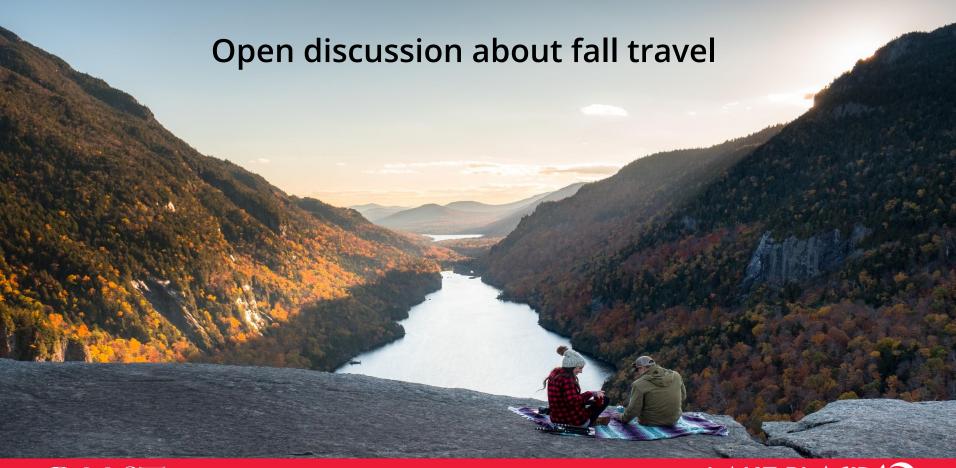




2020/21 LAKE PLACID WINTER MARKETING

September 30, 2020





LAKE PLACID ©

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



