



2020-21 WINTER MARKETING UPDATE

OCTOBER 15, 2020

ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM
adirondacks, usa

Summer/Fall Recap



Open discussion about fall travel





Targeting:

Local/regional campaign (November 1)

Topics:

- Support Local campaign
- Shop ADK / #ShopADK
- Importance of supporting local businesses this holiday season (fill void from events that traditionally drive local retail traffic during the holidays)
- Collaborating with the Saranac Lake Area Chamber of Commerce



Messaging:

It's a decidedly different winter.

Primary Topics:

- Lodging
- Downtown
 - Arts - galleries, outdoor art, Winter Carnival
 - Food - good food “10Best” USA Today, Brews, Winter Farmers’ Market
- Outdoor Recreation - cross-country skiing, snowshoeing, winter hiking, etc.
- Info for traveling during this time

Other notes of interest: History, Pisgah

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 Saranac Lake



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:

- Contest & lead generation
- Weekly Adirondacks USA email
- Interest-based segmented emails - different content based on preferences
- New welcome emails
- Behavior based “abandoned content” emails

New Website...

- Updating SaranacLake.com - will be forming advisory committee soon
- Updated 6er database, user photos



DECIDEDLY
**SARANAC
LAKE**
adirondacks, usa
DIFFERENT

THANK YOU!

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