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## 2020-21 WINTER MARKETING UPDATE

OCTOBER 16, 2020

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

# Summer/Fall Recap





## **Messaging:**

Discover Tupper Lake for fresh air and wide-open fun.

## **Primary Topics:**

- XC skiing
- Snowshoeing (winter Hiking Triad)
- Winter at the Wild Center
- Ice fishing (family focus)

## **Secondary Topics:**

- Snowmobiling
- Retail and dining opportunities
- Dark skies and stargazing

**Notes of Interest:** Information on traveling during this time, backcountry preparedness





## **Targeting:**

Local/Regional Campaign (November 1)

## **Topics:**

- Support local
- Shop small - shop ADK
- Shop early
- Importance of supporting local businesses this holiday season and beyond

## **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 Tupper Lake
- “Learn to” experiences



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
- Tupper Lake specific emails
- Interest-based segmented emails - different content based on preferences
- Behavior-based “abandoned content emails”





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THANK YOU!

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