

Whiteface Region 2020/2021 Winter Marketing



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Winter Marketing Priorities:

Messaging: The Whiteface Region is quiet, close, and affordable

- Primary Topics:
 - Alpine Skiing and Riding
 - Outdoors and Open Spaces
 - Leave No Trace / Love Your ADK
- Secondary Priorities:
 - Events - Yuletide Weekends (as confirmed)
 - Snowshoeing
 - Skating rink
 - Fat tire biking
 - Wildlife refuge

PR / FAM Tours

PR Activity:

- Actively engaged in pitching/hosting FAM Tours
- Highlighting ways you can avoid the crowds and experience winter in the Adirondacks
- Midweek incentives - more space, less waiting, cost savings

Information we are looking for at this time:

- *What's New?* - We are putting together our seasonal list of new offerings/developments for the winter season. Please include details on your new developments or offerings as well as photos if you have them.
- *Creative Alterations* - We all know that the winter of 2020-21 will look a little different than past winters, and travelers know that too. What is the Whiteface Region doing to go above and beyond to accommodate travelers during this time? We are seeking any information on what lodging properties, restaurants, attractions, retail, etc., may be doing to “go above and beyond” to attract travelers by offering experiences and creative solutions to the challenges posed by limited indoor capacity.