

Minutes

AGENDA

WARREN COUNTY
TOURISM DEPARTMENT

January 28, 2009

Committee Members:

L. Tessier, Chairman
D. Belden
W. Kenny
J. Sheehan
E. Merlino
K. Simmes
D. Strainer

F. Monroe, Chairman Board of Supervisors
H. Payne, County Administrator
J. Sady, Clerk of The Board

-
1. **MINUTES:** Acceptance of December 3, 2008 meeting minutes with corrections and/or deletions
 2. **WELCOME SUPERVISORS TO 2009 TOURISM COMMITTEE**
 3. **FOR YOUR INFORMATION**
 - A. Tourism Dept. – Kate Johnson
 - B. Group Tour/Meetings – Tanya Brand
 - C. Creative – Peter Girard
 4. **OLD BUSINESS**
 5. **NEW BUSINESS**
 6. **ADJOURN**

Minutes

AGENDA

WARREN COUNTY
TOURISM DEPARTMENT

January 28, 2009

Committee Members:

L. Tessier, Chairman
D. Belden
W. Kenny
J. Sheehan
E. Merlino
K. Simmes
D. Strainer

F. Monroe, Chairman Board of Supervisors
H. Payne, County Administrator
J. Sady, Clerk of The Board

-
1. **MINUTES:** Acceptance of December 3, 2008 meeting minutes with corrections and/or deletions
 2. **WELCOME SUPERVISORS TO 2009 TOURISM COMMITTEE**
 3. **FOR YOUR INFORMATION**
 - A. Tourism Dept. – Kate Johnson
 - B. Group Tour/Meetings – Tanya Brand
 - C. Creative – Peter Girard
 4. **OLD BUSINESS**
 5. **NEW BUSINESS**
 6. **ADJOURN**

AGENDA

WARREN COUNTY TOURISM DEPARTMENT

January 28, 2009

Committee Members:

L. Tessier, Chairman
D. Belden
W. Kenny
J. Sheehan
E. Merlino
K. Simmes
D. Strainer

F. Monroe, Chairman Board of Supervisors
H. Payne, County Administrator
J. Sady, Clerk of The Board

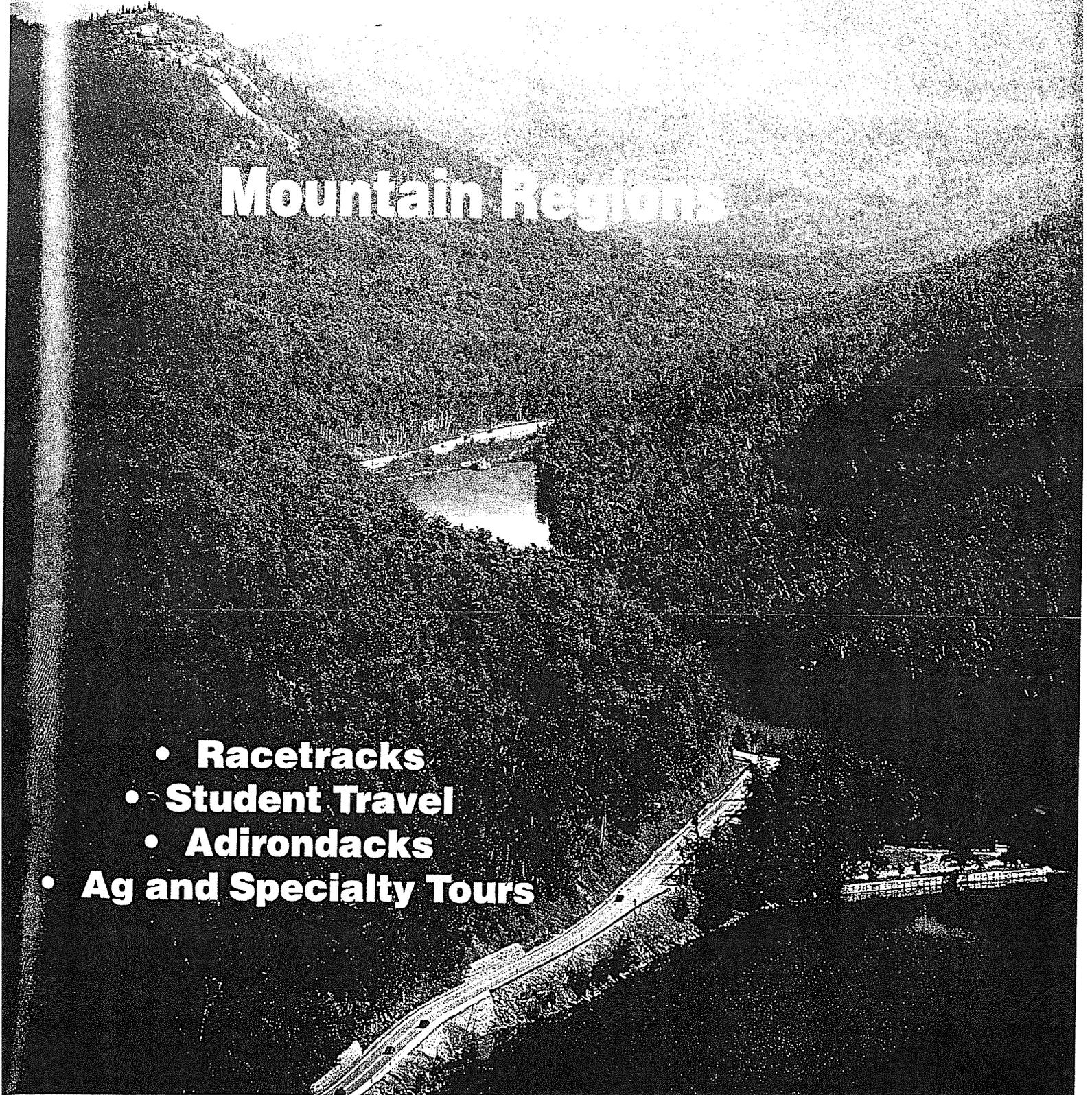
1. **MINUTES:** Acceptance of December 3, 2008 meeting minutes with corrections and/or deletions
2. **WELCOME SUPERVISORS TO 2009 TOURISM COMMITTEE**
3. **FOR YOUR INFORMATION**
 - A. Tourism Dept. – Kate Johnson
 - B. Group Tour/Meetings – Tanya Brand
 - C. Creative – Peter Girard
4. **OLD BUSINESS**
5. **NEW BUSINESS**
6. **ADJOURN**

Bus Tours Magazine

Serving bus and group tour planners since 1979
Visit us at www.bustourismagazine.com

Mountain Regions

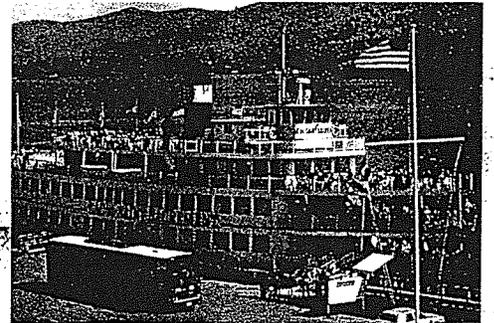
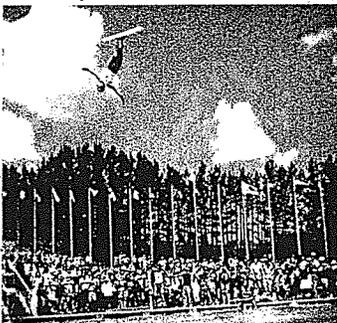
- Racetracks
- Student Travel
- Adirondacks
- Ag and Specialty Tours



I ♥ NY



Beauty, history, adventure, and a gorgeous window view.



Whether you are looking for a shimmering blue lake with majestic mountain views, an historic fort or interactive museum to explore, or a charming mountain hamlet with quaint shops, all roads lead to memorable experiences and gorgeous scenery in the Adirondacks.

Historic Lake Champlain • Fort Ticonderoga • Plattsburgh - Gateway to Montreal • Lake Placid Olympic Sites • High Falls Gorge
The Adirondack Museum • The Wild Center • Ausable Chasm • Spectacular Fall Foliage
Lake George lake cruises, themed events and outdoor theme parks

VisitAdirondacks.com 518.846.8016


ADIRONDACKS
COME TO LIFE

To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour and Meeting/Convention Update
Date: January 2009

Group Tour:

- Approximately 1,000 copies of the 2009 Group Tour Adventure Planner have been distributed as follow up to shows and as inquiry fulfillment since delivery in October

Meeting & Conventions:

- 2009 Meeting & Convention Site Planner opportunity to update has been mailed to 53 of its current listings as well as 6 potential listings to include Copperfield Inn, Top of the World Resort, Glens Falls City Park, Crandall Park, Carl R's Café, and Echo Lake Lodge. In addition, the Request for Proposal form has been updated with mention of the Special Event Funding Incentive Application on backside. New Cover and Spiral binding system designed by Peter Girard.
- 720 piece mailing to Meeting Planners that attended the Meetings Quest Tradeshow in Washington DC in November. Mailing included a cover sheet directing planners to VisitLakeGeorge.com online RFP and Occupancy Tax Funding Assistance Application.

Shows attended:

- Meetings Quest Tradeshow: Held in Washington D.C. on Nov. 25th. Janice Fox of Lake George Steamboat attended as a 2nd Warren County delegate
- Career Day: Held at Warrensburg High School on November 19th, 2008. 15 schools attended and 100 packets were distributed.
- American Bus Association Marketplace: Held in Charlotte, NC January 7-12th was very successful with 53 pre-scheduled appointments with Tour Operators. 8 area and regional tourism representatives attended the show including Alice Grether of City of Glens Falls, Doreen Brown, Lake George Steamboat Company, Amanda Copeland, Surfside on the Lake Resort, Donna Pohl, Raquette Lake Navigation, Cassandra Cherry, Hampton Inn & Suites Lake George, Kristie Kennedy, Adirondack Coast Visitor and Convention Bureau, Sally Wood, The Wild Center and Tillie Youngs of 1000 Islands Seaway Region. ABA introduced a new high-tech networking feature at this year's Marketplace, The Mingle Stick which allowed delegated to exchange business information using a device half the size of a cell phone. A press release and photo was issued to the local media upon return from this show.

Print Advertising Placements:

- Rejuvenate Magazine: 1/3 page square 4-c
- Meetings East Magazine: ½ page vertical 4-c
- Connect Magazine: ½ page Vertical 4-c
- Bus Tours Magazine: Regional co-op Ad ran in November issue with feature Article on the Adirondacks (see attached)

Promotion:

- 700 promotional Adirondack Aerial Footage DVD's (6 min.) produced by Ad Workshop for distribution in all attendee registration bags at American Bus Marketplace held on Jan. 7-12th in Charlotte, NC.
- 375 Promotional Tour Operator Profile Binders were distributed at American Bus Association. Many operators extended their thanks for our sponsorship and commented during appointments that the binder is a valuable tool used year-round in their offices.
- The Lake George Area will be featured on an Electronic FAM (E-FAM) produced by Adirondack Coast Visitors & Convention Bureau on Feb 25th. The E-FAM will introduce Tour Operators to a 30 minute overview of the Lake Champlain/Adirondack Region and provide ideas for easy stop-overs and multi-day tours and what's new for 2009 to incorporate into itineraries.

International:

- Received media coverage from Warren County Tourism participation in Receptive Serviced Association of America FAM Tour for German Writers(see attached article and translation)

Local Events & Outreach:

- Attended Lakes to Locks Meeting on January 22 to discuss Co-op advertising opportunities, public relations strategy, Quad activities and calendar, updates on Lakes to Locks website and recently awarded byway grants.
- Listed Warren County Events on the ILNY Quad Centennial Website and provided events to be listed on Quad Calendar to be distributed by the Quad Marketing Committee to various publications for promotion. Warren County will post the Quad Logo on VisitLakeGeorge.com.
- Attended meeting with The Chazen Companies to gather information needed to develop a concept plan for festival space proposed for the Westbrook Conservation Initiative. Discussions included possible uses for the Festival Space, needs of event organizers and attendees, needs of Warren County in its use of the Festival Space and desired connectivity to adjoining properties. This meeting will be repeated with the Village and Town of Lake George and 3 concept plans will be developed for future public presentation and review.

Upcoming Shows:

- Heartland Travel Showcase: Pittsburgh, PA Feb. 19-22, 2009
- Yankee Trails World Travel Show: Siena College, Feb. 26, 2009
- Pennsylvania Bus Association: Harrisburg, PA March 22-23, 2009

Leads Received: (November 2008-January 2009)

- 40 New York State Division of Tourism NTA Leads
- 52 New York State Division of Tourism ABA Leads
- 14 City of Glens Falls ABA Leads
- 4 Packaged Travel Insider Magazine Leads
- 105 Group Travel Planet Magazine Leads
- 7 Direct Group Tour Leads via Internet
- 3 Direct Meeting Leads via Internet

Success Stories:

- Catholic Alumni Clubs International will be hosting their annual event in the area in July 2009 with approx. 250 attendees. Warren Co. and LG Regional Chamber of Commerce are partnering to provide support for lodging, site inspections, dine-around information and welcome bags. Tina DeMarsh of North Country Tours has confirmed that she will be providing 7 days of step-on guide service for local tours while they are in the area. She will be chartering 3 buses from L&S Transportation for these tours.

Meetings Quest Marketing to 120 Meeting Planners

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

How nice it was to meet you at the Meetings Quest Tradeshow in Washington D.C. last November. With the New Year just arriving, I hope you will consider The Lake George Area in New York's Adirondacks as the ideal location when planning your meeting and special event schedules for 2009 and beyond.

The Lake George Area provides an exceptional setting from small to large meetings and special events, executive retreats, sales incentive programs and team building activities.

- 4 season destination ideally located 3 hours from Manhattan, Montreal & Boston
- Over 400,000 sq. ft of unique indoor and outdoor exhibition space
- 9,900 overnight rooms, 300 restaurants & 145 attractions
- Albany International Airport & Amtrak located nearby
- Spousal & Family Activities: 9 Golf courses, 5 Cruise ships, Outlet shopping & Theme Parks
- Team Building Options: River Rafting, Hiking, Horseback Riding, Skiing, Kayaking, Parasailing & Tree-top Adventure Course
- Entertaining Special Events: Balloon Festival, Jazz & Blues Festival, Car Shows & Americade Motorcycle Rally

Offering convenient facilities, comfortable accommodations and a variety of dining, attractions and entertainment to fit all meeting and event sizes and budgets, the area is an intimate yet satisfying alternative to larger city destinations.

And our unmatched natural scenic beauty is sure to inspire your attendees! Our spectacular mountain vistas and crystal clear lakes and rivers ensure plenty of opportunities for adventure after the meeting adjourns for the day.

Plus we offer up to \$50,000 funding incentive to qualified applicants for selecting this location for new special events!

Log on to VisitLakeGeorge.com to submit your online Request for Proposal, request a free meeting site planner, download an application for funding or just to learn more about successful meetings and events held in the Lake George Area.

Best Regards,

Tafya Brand


Meeting Promoter

Warren County Tourism Dept.

www.capitalnews9.com

Reviving the Empire State's economy

Updated: 01/22/2009 05:22 AM

By: Jaime Kazlo

ALBANY, N.Y. -- "There will be a focus on Wall Street. There will be a focus on upstate." That's the message President and CEO of the Empire State Development Corporation Marisa Lago wants Upstate New Yorkers to hear.



Lago said she knows times have been tough for many families across the state, but she wants residents to know that brighter days are on the horizon.

"Wall Street and upstate are not two entirely different worlds," she said. "We know that we have financial services industry throughout the state. But also we know we have in our state other gems."

One of those other gems is the rich tourism industry that Upstate New York offers. Lago said places like the Adirondacks may prove to be just the shot in the arm the Empire State's economy needs.

She said, "We'll focus our efforts on folks who, rather than flying on a vacation, might choose to drive to the Adirondacks, might choose to see Niagra Falls again. So people will continue to take vacations, and we will make sure we are capturing those tourism dollars within New York State."

Lago was in Albany as the keynote speaker for the New York State Economic Development Council's annual Industrial Development Agency Conference. Her speech focused on one main theme.

"We need to take stock of the current economic climate," she said. "It is not just New York State. It's not just the U.S. It's a global economic climate that poses challenges."

Lago said the state will meet those challenges by investing in high-tech, bio-tech and clean technology industries. Despite some proposed cuts in funding to these sectors by Governor Paterson, Lago said they are still priorities.

"We will continue to invest," she said. "Even as we cut back and prioritize, we have to be focused on investing wisely and investing in that infrastructure that will set the stage for future recovery."

It's that future recovery Marisa Lago is banking on.

Copyright ©2007 TWEAN News Channel of Albany, L.L.C d.b.a. Capital News 9

No cost to you...FREE Promotion!

2009 Mid-Week

“Fill ‘er Up”

Lodging Program

From Warren County Tourism Dept.

Offering GOOD VALUE in 2009 will be vital, as guests will be more sensitive with respect to discretionary spending. This is an opportunity for you to make an offer that will book your rooms!

What do you get?

- E-blast to over 95,000 opted-in vacation subscribers
- Mid-week discount banner on VisitLakeGeorge.com home page with... link to program landing page featuring your discounts and link to your website

What do you do?

Create value-packed, mid-week discounts and /or packaging!

- Must be valid mid-week, Sunday-Thursday, May 1 through July 31, 2009
It's alright to have restrictions!
- Must represent a greater savings than standard mid-week rates

We will feature up to 3 of your offers

Suggestions:

- Stay 2 nights, get 3rd night free
- Percentage off normal mid-week rate
- Pay for one room, get 2nd room free
- Package with area attractions & restaurants

Create a custom offer all your own!

Email your offers to Kate Johnson by March 6
johnsonk@co.warren.ny.us

Big, big smiles! Big Summer Savings on your best vacation ever!



An idyllic setting on the Hudson River.
COUNTRY ROAD LODGE BED & BREAKFAST
Winner of 2008 Guest's Favorite Award
 Serving many happy returns since 1974.
countryroadlodge.com

10% discount on 2 or more midweek nights.

LAKE GEORGE STEAMBOAT COMPANY

LAC DU SAINT SACREMENT • M/V MOHICAN • STERNWHEEL MINNE-HA-HA

**\$2.00 OFF ADULT FARE OR
 \$1.00 OFF CHILD FARE**

BEACH RD., LAKE GEORGE • 800-553-BOAT • lakegeorgesteamboat.com
 Good for up to 4 people • Not valid with any other coupon • This coupon valid May - October 08

Admiral Motel

In Village
 Unique Atmosphere
 One of a kind rooms
 New Pool Area

Stay 3 nights, get 4th night FREE OR
 Stay 2 nights - 3rd night 1/2 price
 Not Valid with other Discounts or Coupons

Excludes Holidays, Special Events • Subject to Availability • Advanced Reservations Required
 401 Canada St., Lake George, NY 12845 • 518-668-2097 • admiralmotel.com



Dinner and Show Special
 \$32.95 +tax Crab Cake Dinner
 Coupon good for up to
 6 persons in the same party.

Expires October 2008 • Call for show dates.

2 Canada St, Lake George • 518-668-5744 • tikiresort.com

LAKE GEORGE, NEW YORK
THE GREAT ESCAPE
 & SPLASHWATER KINGDOM
 A Six Flags Theme Park

Up to 6 people—receive
\$5.00 OFF
 General Use (over 48") Admission
 Rate when you present this coupon.

**The Great Escape has over 135 rides,
 shows & attractions, including roller
 coasters & a full outdoor water park.**

Cannot be combined with any other offer and must be used on the day of purchase.

518-792-3500

expires
 11/2/08

sixflags.com

PLU 2185



Hot Air Balloon Rides

Join us for a unique, unforgettable good time.
 Experience counts!—Over 30 years—3,000 flights

Adirondack Balloon Flights

Discounts available for reservations of 4 or more.

518-793-6342 adirondackballoonflights.com

*Live the moment—
 make a memory*

Order your Memory Maker at

VisitLakeGeorge.com

or call: 800-365-1050

BEAVER BROOK OUTFITTERS



\$5 OFF Whitewater Rafting

Hudson River Gorge—wild summer action! Family pricing available.

10% OFF Canoe, kayak & tubing trips
 Paddle scenic Hudson River only 15 min from LG

888-454-8433 • beaverbrook.net
 Not valid with any coupons or discounts

GORE MT. ACCOMMODATIONS

VACATION RENTALS IN THE ADIRONDACK REGION

GORERENTALS.COM • 800-666-3757

Rent 2 nights/weekends and get

**ONE FREE
 ADDITIONAL NIGHT**

-OR-

Rent 2 nights/midweek and get

**TWO FREE MIDWEEK
 ADDITIONAL NIGHTS**

TOWNHOUSES • CONDOS • CABINS • CHALETs



\$2.00 off regular fare
 coupon good for up to 5 tickets.

Scenic Train Rides along the Hudson River.

3 Railroad Place, North Creek
 518-251-5334 • UHRR.com

Not valid for 'Day Out with Thomas'

the Boardwalk

Lake Front Restaurant

SAVE 15% off your total bill dining room only

Lower Amherst Street, Lake George • (518) 668-5324
 lakegeorgeboardwalk.com

Rancho Pines Campground



Stay 2 nights get
\$5 off the third night

518-494-3645 • ranchopines.com

Reservations required, holidays not included. Not to be used
 with any other discount. Present coupon at time of check-in.

ANTIGUA RESORT

on Plum Point

SPRING SPECIAL, pay for 2 nights, receive 3rd night free. Offer good 4/1-5/22.

JUNE SPECIAL, pay for 3 nights, receive 4th night free. Offer good 5/23-6/2 and 6/8-6/20.

700 feet of gorgeous Lake George shore front, located on exclusive East Shore off Rt 9L.
 Free row boats & canoes, sandy beach. Jacuzzi & whirl pool suites, beautiful sunsets.

518-668-2556 • ANTIGUAONPLUMPOINT.COM

**THE MANOR INN
 BED & BREAKFAST**

Open Year Round

Stay 2 midweek nights, get 3rd night 1/2 price

518-793-2699 themanorinn.net

*Live the moment
make a memory*

Order your Memory Maker at
VisitLakeGeorge.com

or call: 800-365-1050



Directly on Beautiful Lake George Sandy beach,
sundeck, docks, launching available.
Motel Rooms 10% Off

Reservations of 2 nights or more

teaislandresort.com

3020 Lake Shore Dr, Lake George NY • 518-668-2776

Must mention coupon when making reservations & present coupon upon arrival



Beautiful hillside property with Lake views
1/2 mile from Village - on trolley route

20% Off One night only

Please refer to coupon when booking
and present it at check-in

Inn on the Hill - 3007 Lake Shore Drive Lake George NY 12845
innhill.com • 800-677-9020 • email; hilarys@innhill.com

E & R Sport Fishing Charters

Lake Trout, Landlocked Salmon & Bass Fishing

**\$10.00 off any weekday
Fishing Charter with this
coupon.**

May 1st—Nov. 1st, 2008

on Beautiful Lake George, NY
www.lakegeorge-fishing.com
Call 1-800-336-6987

Docked @ 4410 Lake Shore Drive
Diamond Point @ Cool Ledge Motel

Flower Drum Song CHINESE RESTAURANT

20% OFF Eat-in or Take-out

Present coupon when ordering • Not valid w/other offers - Maximum discount \$15
Lunch 11-3 - Dinner 3-10:30 - Sun. noon-10

Route 9, Queensbury (Next to Wal-Mart) 798-0455



Boat rentals on Lake George
3910 Lake Shore Drive
Diamond Point, NY 12824
518-668-2862

**FREE Tube or Waterski Package
with Boat Rental**

www.yankeeboat.com • Better boats, better prices!

The Lamplight Inn Bed & Breakfast

Award winning, Romantic Getaway for couples

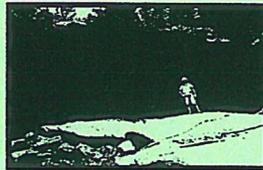
Jacuzzi/Fireplace Suites, full breakfast menu

Good for 2 breakfast Mimosas'

or 2 glasses of House Wine with any length stay

lamplightinn.com • 231 Lake Ave (9N), Lake Luzerne 800-262-4668
exp.12/31/08

Natural Stone Bridge & Caves Park



\$1.00 off each adult admission

StoneBridgeAndCaves.com

NY Natural Wonder formed during the last ice age
• Adventure Cave Tour! • Bouldering Wall!
• Dino Dig and more!

Pottersville, NY • 187, exit 26 • 518-494-2283

2nd Admission 1/2 Price!

with this coupon & the Purchase of One Single Admission for the
same Activity. Enjoy By: Oct. 31, 2008 www.thefunspot.net



LEMAN'S
GO-KARTS
& MINI RACERS



Gold Rush Adventure Golf
Lasertron Laser Tag
Roller Skating & Inflatables

1035 Route 9, Queensbury, NY 12804 Phone: (518) 792-8989 252



\$3.00 off Adult

\$1.50 off Child (Ages 3-11)

Lunch or Dinner Cruises

Good for up to 4 people
Not Valid with other coupons or offers.

Shoreline Cruises | 2 Kurosaka Lane | Lake George, NY

(518) 668-4644 | (888) LG-BOATS

LakeGeorgeShoreline.com

Expires: 10/31/08



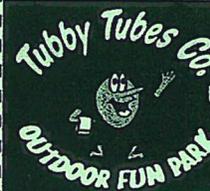
10% off

Discount on total food bill.
Not valid with other coupons, offers or specials.
Discount before tax and gratuity.

4 Kurosaka Lane | Lake George, NY

(518) 668-2875 | LakeGeorgeShoreline.com

Expires: 10/31/08



Lazy River Tubing!

2 & 4hr. Guided float trips for all ages!

New! Moonlight Tubing!

Hike & Tube

Snack Bar

\$2.00

OFF!
ANY TUBING
TRIP

518-696-5454

www.tubbytubes.com



Save up to \$6.00

\$1.00 OFF

Adult admission

Up to 6 people in your party with coupon

Rt. 9, Lake George • 668-2700

Summer 08



Stay where it's peaceful and quiet. Be only seconds from the action.
Lake George's newest hotel! Indoor & Outdoor Pools.

Free Breakfast, Internet, HBO

25% off 3 consecutive night stay
or longer

800-965-2203 • 518-668-4884 • WingateInnLakeGeorge.com

4054 Rt 9L Lake George—across from Waterslide World

Must mention coupon when making reservations & present coupon upon arrival

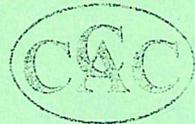
*Based on availability, not to be used with any other discounts or specials, expires 5/22/09.



Adirondack Mini Golf at Bon's Ice Cream

\$1.00 off

Adult Admission of up to 6 people in your party with coupon
Route 9N, Lake Luzerne • 518-696-2436



COOPER'S CAVE ALE COMPANY, LTD

10% off all "CAVE-WEAR"

Micro-Brewery Ales, Lagers, Gourmet Sodas, Ice Cream

Open 7 days • 792-0007 • CoopersCaveAle.com

Corner Dix & Sagamore, on the Warren County Bike Trail. Glens Falls NY



Green Mansions Golf Club

"Golf" at Green Mansions • greenmansionsgolf.com
Par 36-Driving Range-Putting Green-Bar & Grill.

**Golf for two (2) w/cart-9 holes just \$36 (\$48 for 18 holes)
(receive coupon for 2nd visit at just \$30 or \$42 for 18)**

Offer good Mon-Fri 7-2 and Sat-Sun 12-6 • Not valid with any other offer. Please call for tee time

207 Darrowsville Road, Warrensburg • 494-7222

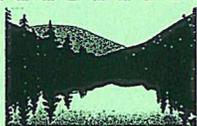
WATERSKI & WAKEBOARD SCHOOL

Water Skiing, Wake Skating, Wakeboarding, Wake Surfing, Tubing
\$10.00 off any 1 hour lesson or \$15.00 off any 2 hour lesson

Located at Chic's Marina in Bolton Landing, next to the Algonquin Restaurant

Top of the line equipment

adkwaterski.com - call for an appointment 518-644-3726 - Beginners to Advanced

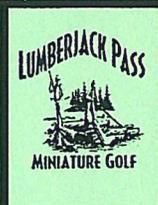


THE BOULDERS Resort

Directly on beautiful Lake George
Sandy beach, free use of rowboats
canoes, kayaks & more!

Motel rooms **15% off**, reservations of 3 nights or more

3036 Lake Shore Dr., Lake George, NY 12845 • 518-668-5444 • bouldersresort.com
Must mention coupon when making reservations and present coupon upon arrival.



MINI GOLF BUY ONE GET ONE HALF PRICE!

3 MILES SOUTH OF LAKE GEORGE VILLAGE ON RT 9
AT THE OUTLETS - 1/2 MILE NORTH OF EXIT 20 OFF I-87
518-793-7141 WWW.LUMBERJACKMINIGOLF.COM
NOT VALID WITH ANY OTHER OFFER OR DISCOUNT EXPIRES 10/14/08

**CONES \$1.00 + tax VAN, CHOC
REGULAR SIZE OR TWIST**



Last year
over 45,000
slices sold-

there's a
reason why....

FREE order of Garlic Knots
w/purchase of a Med Pizza or Larger

518.668.4411 (For pizza Emergencies) • Pizza Subs Wings
59 Iroquois Street, Lake George Village (Next to Price Chopper)
Not to be used in conjunction with any other offers, expires 10/15/08

RUGGIERO'S PUBLIC HORSEBACK RIDING

Located at Mt. Kenyon Family Campground

\$3 OFF per rider—cash sales—ages 7+ up
6 and under, pony rides

Exit 21 of The Northway, to Rte 9N South 3.9 miles towards lake Luzerne
518-696-2905 Resv/walk-ins. Not valid with other offers or coupons

<p>GUIDED TRIPS H2Whoa.</p>	<p>RENTAL CRAFT \$3 OFF</p>	<p>ENJOY THE RIDE Sacandaga Outdoor Center RESERVATIONS RECOMMENDED 518-696-RAFT WWW.4SOC.COM</p>
<p>RAFTING • TUBING • KAYAKING • CANOEING</p>		

The Austin Inn

AustinInn.com

15% OFF 2nd Night Stay

Overlooking Lake George - 1/2 mile north of Lake George Village

Quaint • Peaceful Bungalows - Cabins • Efficiencies

Mention coupon when making reservation & present coupon upon arrival.

Located off I-87 • Exit 22 - 8 Hill Dr, Lake George, NY

Reservations Call Toll Free: 1-866-668-2105 Or Call: 518 668-2105



Save \$6.00

off the regular DINNER SHOW Price

Reservations Required at 518-668-5781 ext 411

lakegeorgedinnertheatre.com • Route 9 Canada Street

Valid for up to 4 guests through 10/18/08. Not valid with any other discount.

10% off

Half or Full Day Boat Rental
with this coupon
expires 10/1/08

F.R. SMITH & SONS MARINA

Gas • Ships Store • Cold Beer
Snacks • Ice • Boat Sales • Water Taxi
We rent boats: Motor, Pontoon, Canoes,
Kayaks, Water Skis & Tubes

518-644-5181 • Bolton Landing • frsmithandsonsmarina.com

Lake George Schroon Valley Resort

Adirondack Camping on the River

Camp 7 Nights & your 7th Night is FREE
Valid for 2008 season
Not valid with any other discounts

800-958-2267 www.lakegeorgecamping.com/wct

Live the moment—
make a memory

Order your Memory Maker at
VisitLakeGeorge.com
or call: 800-365-1050

Johnson, Kate

From: Johnson, Kate
Sent: Wednesday, January 07, 2009 11:06 AM
To: Fosbrook, Len; 'Elaine Behlmer'
Cc: Girard, Peter
Subject: Keep the communication in 2009

Len & Elaine:

Glad we were able to receive a supply of EDC brochures. Tourism staff headed out to New Jersey yesterday for the first show of this new year. We will keep track of distribution, and when appropriate, try to secure a business card from interested parties. I am hopeful that EDC will in turn use the 2009 Warren County travel guide as a tool when selling this beautiful county and region!

Peter has emailed our logo to Elaine. Kindly position it within the EDC website along with a reciprocating link. We will continue to provide EDC with a 1/3 page ad/mention in our annual travel guides free of charge and provide a link to your website from our "area links" on www.VisitLakeGeorge.com

I have several ideas for possible future collaboration. Certainly nothing cast in stone and certainly nothing with a budget, just some ideas. I thought I would briefly mention them and maybe, if warranted, discuss further.

① Partner on the creation of a new video that would sell this area to future visitors, conventions, special events and new business/industry. I am sure we both could use it in various functions and applications. So much could be highlighted. Possibly you already have such a video, and if so, when the time is right it could be reconfigured to include more of the area's beauty and attractions from some of our existing film??

② Installation of a kiosk at Albany Airport or Amtrak, or other high traffic location that captures both business and leisure travelers. An opportunity for a captive audience to learn more about our area.

I just wanted to keep communicating as the new year moves on.

Take care driving today!
Kate

Kate Johnson
Director
Warren County Tourism Dept.
1340 State Route 9
Lake George NY 12845
Tele: 518-761-6369
Fax: 518-761-6368
email: johnsonk@co.warren.ny.us

January Snowsports and Microbrewery FAM Tour for the Lake George-area/North Creek and Lake Placid

Familiarization

Tour in Lake George area January 9-11
Conducted through ARTC PR firm Inphorm through ILNY

Michael Nassar, on assignment for NY Daily News
Elizabeth Sanchez, Assistant Editor - Men's Fitness
Christy Speer, Senior Editor - Philadelphia Magazine
Elissa Richard, Associate Editor - Sherman's Travel
Kathy Baruffi, regular contributor to USA Today

Arrive January 9

Pick up group at Albany-Rensselaer Train Station at 10:50 A.M.
555 East St.
Rensselaer, NY 12144

First Stop:
Adirondack Alpine Lodge.
264 Main Street, North Creek, NY 12853

Next Stop:
Lunch
Fern Lake Lodge
46 Fiddlehead Bay Road
Chestertown, NY 12817

Next Stop:
Skiing and dinner:
Garnet Hill Cross (cross country skiing)
Thirteenth Lake Road, North River, NY 12856
Dinner at lodge at 7:30

Next Stop:
9:00
Bar Vino
272 Main Street, North Creek, NY 12853

Last:
Return to Alpine Lodge

January 10

First Stop:
9:00 a.m.-Noon
Breakfast, Skiing at Gore Mountain and Lunch
Peaceful Valley Road
North Creek, NY 12853

Next Stop:
2:00 p.m.
High Peaks Resort
2384 Saranac Avenue
Lake Placid, NY 12946

Next Stop:
3 p.m.
Mt. Van Hovenberg
220 Bobsled Run Lane
Lake Placid, NY 12946
(518) 523-4436
Bobsledding

Next Stop:
Time TBD
Lake Placid Pub
813 Mirror Lake Dr
Lake Placid, NY 12946

Next Stop:
Time TBD
The Great Adirondack Brewing Company
2442 Main St
Lake Placid, NY 12946

Free Time

Next Stop:
7:30
Dancing Bears Lounge – dinner
Located in the High Peaks Resort
Contact: Heidi Stone (518) 523-4411

January 11
Breakfast from 7-9 a.m. High Peaks Resort

Next Stop:
Whiteface Mountain Ski Center – skiing and lunch
Route 86, Wilmington, NY 12997

Last Stop:
Albany-Rensselaer Train Station
555 East St.
Rensselaer, NY 12144

Doug Singer

Millionaire Magazine (23,000 subscribers worldwide)
The Metropolitan Report

Friday, February 6

Check in Alpine Lodge, North Creek; 518.251.2451
(Sharon Taylor will upgrade to Fern Lodge if a room is available)

Dinner To be determined (Friend's Lake Inn, Inn at Erlowest, Bar Vino)

Saturday, February 7

Gore Mountain – Gondola ride up and down the mountain
Snowmobile tour over to new Burnt Ridge Quad
Noah Howard, Marketing Department; 518.251.2411

3:00 pm Horse drawn sleigh ride – Circle B Ranch
Chris Boggia, Owner; 518.494.4888

Dinner To be determined (Friend's Lake Inn, Inn at Erlowest, Bar Vino)

Sunday, February 8

Check out Breakfast and tour at Garnet Hill Lodge

David Wells, Freelance writer and Ted Perkins, Photographer/Videographer

Snow Goer Magazine

February 9-13, 2009

Lodging at Holiday Inn Lake George

Monday, February 9

Arrival Check in at Holiday Inn
 Meet with Mike Fazio, President, So Warren Snowmobile Club

Tuesday, February 10

Ride with Thurman Connection Snowmobile Club members
Lunch and Dinner in Thurman Area at location TBD

Wednesday, February 11

Ride with North Warren Snowmobile Club members
Lunch on the trail at location TBD
Dinner at Waterhouse Restaurant, Lake Luzerne

Thursday, February 12

Ride with ^{So}uth Warren Snowmobile Club members
Lunch on the trail at location TBD
Dinner at Ciro's Restaurant, Lake Luzerne

Friday, February 13

Departure

* Trying to arrange some time with Hague Snowgoers

Warren County Tourism Department Marketing Plan 2009

Goals:

1. Generate/increase number of qualified leads for all seasons
2. Increase brand awareness and visitation to the Lake George Area in New York State's Adirondack Region
3. Increase number of first time visitors
4. Stimulate visitation/spending during mid-week and shoulder seasons

Markets:

The Lake George Area in New York's Adirondack Region is first and foremost a "drive to" destination, ideally situated and easily accessible to key markets within a day's drive.

Domestic advertising is directed to drive markets of up to six hours away, including the states of New York, New Jersey, Massachusetts, Connecticut, Pennsylvania and the Montreal, Quebec region. Further growth markets include the state of Ohio to the west and some portions of the mid-Atlantic region to the south (Washington DC, Virginia, Delaware, Maryland, parts of Pennsylvania). Markets within a day's drive and that warrant an overnight stay are targeted.

Message:

The Adirondack Region of New York State possesses magnificent scenery comprised of mountains, lakes, ponds, rivers, and streams. Essentially any activity or experience takes place in this ideal setting.

In addition to the setting, a key element of our messaging is the close proximity of the region to our primary markets. We want the traveler to recall that the region is close-by, easily accessible, and offers value as a vacation destination, relative to other destinations, throughout the seasons of the year.

The slogan in 2009 will become "your best vacation yet," as it aligns itself with prospective visitors as well as with loyal and repeat customers. The Adirondack Region will supersede the perceived expectations of a first time visitors' expectations, and it will offer something new to a valued visitor who knows the area well.

Marketing Tools:

Advertising

Print Media (newsprint/magazine)

Continued emphasis primarily on three seasons with specific calls to action. Publications selected to be similar to those in 2008 with several exceptions, including TPA Council program changes, addition of I Love NY coop print program and several deletions based upon historically high cost per inquiry (CPI). From January – October of 2008 over 42,400 requests for information were generated from print advertising campaigns. 2009 goals are to increase this figure by 1.5%.

We will continue to target the female consumer, age 25-54, the key decision maker for vacation planning.

Annually, print ads commence early spring for summer vacation planning and run through December for winter vacation planning.

Primarily Travel Brochure ads with Reader Service will be utilized.

All print ads will be individually coded with a unique extension number following the toll free number. Those requesting information online (driven by print ads) are asked what prompted them to the website and are provided a list of sources to select from. All campaigns are tracked.

Desire to maintain low CPI, under \$3.00 for total seasonal print programs.

Advertising plans are coordinated by season, past performances, editorial calendars and travel sections, partnering, and cost. Schedules change as plans evolve.

Primarily Northeast, Mid-Atlantic and Quebec markets will be targeted.

On-Line/Digital Marketing

Continued emphasis to increase traffic to VisitLakeGeorge.com

The website address will be positioned for dominant visibility on all advertisements and promotions, encouraging traffic to the website.

78% of visitors in 2008 (through 11/17) were new visitors to the site. 73.38% of 319,941 visits to the site came through the use of search engines without the purchase of any key words.

Plans will continue seasonal broadcasts to in-house list of more than 96,000 opt in subscribers requesting deals, incentives and promotions on the area. Some messages will be directed to specific market segments versus entire list.

Minimum of six electronic blasts will be issued in 2009.

Warren County will consider sponsoring a New York Times "Travel Getaways" e-newsletter to subscribers with an electronic message linking to VisitLakeGeorge.com

Continue banner ads as added value to seasonal television buys.

Maintain images/text/links on several highly recognized travel related websites (away.com, discoverboating.com, takemefishing.org, tripadvisor.com) and YouTube at no charge.

Introduce online sign-ups for vacation package giveaways while at consumer shows with laptop.
All promotions and advertising will prominently display the easy to recall website domain, thus keeping top of mind awareness of the destination.

Television

Based on past successes, television advertising will remain an integral component to the 2009 media buy for the summer, fall and winter seasons. 2009 will represent buys in proven markets including Albany, Hudson Valley and metro New York markets through network, Time-Warner and Cablevision. Costly television advertising in Quebec will limit summer 2009 on air presence. All responses are tabulated by campaign, and results are expected to be similar to 2008. 2008 early winter, summer and fall television advertisements resulted in more than 55,264 requests for information with a cost effective CPI of \$12.86. 2009 goal is to exceed this rewarding response rate. 2009 television budget remains at 2008 level.

A separate 800 telephone number is utilized for television commercials, allowing for accurate tracking of all inquiries by telephone.

Television advertising will continue to have a distinct call to action, such as a particular brochure and/or join a contest for a giveaway.

Seasonal television advertising will encourage viewers to call an 800 number, click their remote to reply, or go online to request information or to register for a giveaway or download savings coupons. Supplying an email address is required to complete the download.

Interactive television, available through several cable television companies, produces timely and favorable response rates and will continue on all buys. Both 15 and 30-second commercials will air each season and will be rotated throughout the flight. Specific seasonal videos for VOD in digital households are accessible through Journey TV.

Value added opportunities include banner ads, weblinks, bonus spots, as well as billboard sponsorships.

- Spring-Summer television scheduled to run early May through early August (13 weeks). Programming selected based on effectiveness and cost to reach primarily women, ages 25-54. Call to action will be savings coupons with value offers totaling more than \$1,300 on area lodging, camping, attractions and dining. Theme of family vacations focusing on attractions, the lake and a short drive. Conversion study will be conducted on campaign.
- Fall television targets women and men, ages 25-54. Mix of 15 and 30 second commercials will run mid-August through mid-October. Message is focused on couples and escaping. Call to action includes registering for several romantic getaways. Arts, culture, dining, scenic drives and exploring round out the message.
- Winter television scheduled to air January 2009 and December 2009 with messaging reaching women and men, ages 25-54. Markets include metro

New York, Hudson Valley, New Jersey and Albany (day-trips). Creative messaging including fabulous winter footage, engaged with happy people of various ages partaking in winter activities. Theme is "Winter's Magic."

- Warren County Tourism consults with a broadcast media buyer.

Direct Mail

Annual direct mail of a custom post card will be sent to the inquirers from the summer 2007 television campaign (mailing of a post card to two years' prior inquirers). The card will encourage a call to action to request a free 2009 travel guide and the opportunity to receive the 2009 summer savings coupons. The message encourages visitors to return for another summer vacation, especially when we "sweeten" the offer with summer savings.

Timing of this program will commence prior to the 2009 summer TV campaign. Additional direct mail will be conducted to inquirers of the 2008 summer, fall and winter television campaigns and will include the most recent travel guide, event collateral and coupons as seasonally appropriate.

Out of Home

Based on a trial program of advertising on subway platform posters in 13 high traffic locations of the New York City subway system for 4 weeks during summer of 2008, similar sources will be researched and considered for 2009. Signage inside commuter rail cars of Metro North trains is another option. The message of VisitLakeGeorge.com would be highly visible and commuters could quickly bring up the website on their laptops. The hook is the close proximity of the Lake George area, and that it provides a totally refreshing getaway from the daily grind. TV, print and online messages also running at this time in this key market.

Travel Guides & Collateral

Annual travel guide

- Align ILNY logo with county logo through bridge when appropriate through new brand alignment requirements
- Print approximately 250,000, distribute all
- Primary response piece to all inquiries
- Generates approximately \$90,000 in ad revenue
- Available online to download. Flip page option and to order by mail

Summer Rates, Dates & Events Brochure

- Print quantity of 100,000 (decrease from 2008), distribute all
- Change size and fold for 2009 brochure

Autumn Events & Activities Brochure

- Align ILNY logo with county logo through bridge when appropriate through new brand alignment requirements
- Print 2008 quantity of 75,000, distribute all

Winter Events & Activities Brochure

- Align ILNY logo with county logo through bridge when appropriate through new brand alignment requirements
- Maintain 2008 print quantity, distribute all

Whitewater/Tubing/Canoe & Kayak Brochure

- Print quantity to remain as 2008, distribute all

Group Tour Planner

- Maintain focus of "Adventure Planner"
- Print quantity similar, distribute all
- Generates approximately \$9,000 in ad revenue

Meeting Planner

- Print minimum of 300 books, possibly more as dictated by demand
- Increase focus of "special events"

Distribution of consumer collateral is tracked as closely as possible.

Methods of distribution include, but are not limited to the following sources:

- Fulfillment to advertising/public relations leads
- Consumer/trade show distribution
- Paid and non-paid brochure distribution locations, visitor centers and local businesses

Website Development

In 2009, VisitLakeGeorge.com will continue its momentum to be visually exciting and enticing, easy to navigate, offer stimulating incentives, while at the same time continue to include critical details for vacation planning and exploring.

For 2009 there will be a redesign of the optimized navigation system for the ever increasing content, streamlined seasonal changing graphics and unified content. VisitLakeGeorge.com is growing and developing all of the time. 2009 is expected to see a rise in total visits above the 479,350,000 experienced in 2007 (final 2008 stats not available at this time).

Target markets include families (female decision maker), young adults, seniors, trade professionals and special event producers.

Consumer Shows

Consumer show participation is subject to change annually. The presence of the Lake George Area at proven, annual shows is tremendously positive. Consumer shows in particular tend to bring out emotion in many individuals who have been previous visitors or have history in their family that is connected to the area and who just happy to see the booth and have the opportunity to talk to a real person. Attendees are given the opportunity to receive printed collateral as well as sign up to have it mailed. For 2009 we will introduce CD's of the entire 2009 Travel Guide. This will allow for the reduction of distributing paper.

2009 consumer show circuit includes two new shows; a Camping/RV show in Atlantic City NJ and a Women's Expo in Hartford CT. A Camping Show in Hartford CT has been eliminated along with a change of exhibit location at the Springfield Sport Show into the boating exhibit space, versus the sportsman's hall. Warren County will continue show participation through NYSTVA.

2009 show schedule follows:

Edison Sport Edison, NJ	Jan 8-11, 2009
New York Times New York City	Feb 6-8, 2009
Suffern Camp	Feb 13-16, 2009
Springfield Boat/Sport Springfield, MA	Feb 19-22, 2009
Suffern Sport Suffern, NY	March 5-8, 2009
Atlantic City Camp Atlantic City, NJ	March 6-8, 2009
Albany Spring Travel	April 15, 2009
Women's Expo Hartford, CT	Sept 12-13, 2009
Albany Winter Travel	September 30, 2009

Public Relations

Warren County Tourism will eliminate its contract with a public relations firm it has worked with for two years. The Department will bring this work in-house in addition to utilizing the Public Relations agencies of I Love New York (LHA) and the Adirondack Regional Tourism Council (Inphorm).

Creating press releases, scheduling visits with writers, pitching of story ideas and responding to "Hot Tips" will be the focus.

It is possible "The Beat" will produce additional interest in the Lake George Area. All press releases and stories utilize a specific extension number following the 800 telephone number for tracking. Google Alerts are an additional tracking method.

Approximately 12 press releases will be created in 2009.

Research

A collaborative 2008 Occupancy Report conducted by the Tourism and Planning Departments of Warren County will be generated as usual in 2009. This annual report reveals findings of a survey of lodging and camping properties and attractions in Warren County.

Online conversion surveys will follow various online promotions taking place in both the summer and winter of 2009.

Warren County utilizes economic impact studies provided through I Love New York in addition to Adirondack Regional conversion reports on seasonal programs.

Warren County Tourism Dept. subscribes to Smith Travel Research for weekly occupancy trends.

The New York State TPA Council supplies tourism employment figures and spending figures to its members. Further research coordinated through I Love New York is desirable. The goal for our state, regional and local tourism is to capture more visitors, who stay longer and spend more money.

Group Tour

Sales Blitzes serving the group tour market to new and existing marketing areas and moveable marketplaces will continue in 2009. Visits to new locations including Connecticut and Upstate New York and a New York City Sales Exchange are scheduled.

Development of an Adirondack Regional marketing initiative is underway and includes coop advertising in key group tour publications, post card direct mailing, development of an Adirondack Regional group tour planner, enhanced website presence and sponsorship and exhibit at ABA.

Additionally, Warren County will exhibit at PBA, Yankee Trails Expo, New Jersey Motorcoach Association, OMCA, Brown Coach, Travel Expo and NTA.

Conference/Special Events

Warren County will maintain memberships and participate at ESSAE and HSMAL's Affordable Meetings in 2009.

Aggressive plans to locate and secure additional special events for Warren County and its facilities will commence in 2009. Occupancy Tax Funding Incentive will be highly visible. Possible partnering with local organizations will contribute to the momentum. The great need for additional shoulder season business is the impetus for these efforts.

Branding

New logo to debut prior to 2009. Mountains and water incorporated in the letter "O" of Lake George, enforcing the gorgeous natural beauty that is everywhere.

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

Photography/Video

Annually, new images and footage are taken through the region. Specific seasons and activities are captured for all marketing efforts.

Adirondack Regional Marketing

Additionally, Warren County participates and partners with the Adirondack Regional Tourism Council in various seasonal programs including; snowmobile, fishing, and group tour campaigns through the use Matching Funds.

AUSABLE CHASM

Explore it for Yourself

EXIT 34 AND 35 OFF I-87
12 MI. SOUTH OF PLATTSBURGH
ON ROUTE 9 • (518) 834-7454
AUSABLECHASM.COM

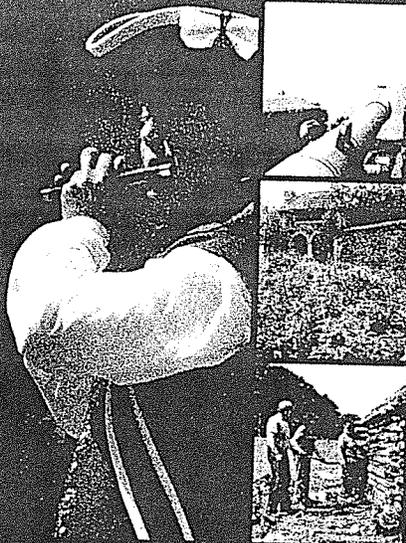
TUBING!

Rafting!

Stunning Scenery!

FORT TICONDEROGA & The KING'S GARDEN

Exciting Stop on your Adirondack Tours



1909-2009 Our Centennial Groups Welcome • Restaurant Guided Tours • Bus Parking Conference and Event Space

forticonderoga.com
(518) 585-2822

Alright, Indoor Pool!

Here at The Best Western® Ticonderoga Inn & Suites, we offer a Fitness Center, Spa and yes, there's an Indoor Pool as well!

Also:

- 54 New Comfortable Rooms
- 40 Double Queens
- 12 King Suites
- 2 VIP Suites
- Game Room
- Pub Style Restaurant



Ticonderoga Inn & Suites

Call now for reservations (518) 585-BEST
www.bestticonderogahotel.com

Reserve Now

for your... Wedding, Graduation, Banquets and Meetings.

OUR BANQUET FACILITY FOR UP TO 250 PEOPLE! PARTY ROOM FOR UP TO 30 GUESTS



IF you WANT a LOT MORE...

We have it all!

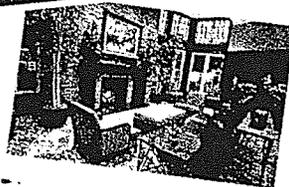
Four seasons full of spectacular activities, millions of acres of beautiful mountain wilderness, crystal clear lakes, rivers and streams and abundant entertainment and shopping destinations.

You'll need multiple trips just to scratch the surface!

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS

800-365-1050 XM848 OR
VISITLAKEGEORGE.COM

Lake Placid, NY



New Hotel
Free Bus Parking
Group Rates
Breakfast Buffet on site

5920 Cascade Rd ~ Lake Placid
(518) 523-2900
CourtyardLakePlacid.com

THE ADIRONDACKS' MOST BREATHTAKING 30-MINUTE WALK.

High Falls Gorge

It's Gorge-ous!

Modern steel bridges and groomed pathways provide a safe and easy access for self-guided tours for all ages.

- Mine for arrowheads and fossils
- Adirondack Gift Shop
- Grab 'n Go restaurant
- Snowshoe, snowboard and ski rentals and accessories



4761 Route 86, Wilmington, NY
(8 miles east of Lake Placid, 1 mile west of Whiteface Mtn.)
518-946-2278 www.HighFallsGorge.com
Privately owned & operated by ROANKA Attractions Corp.

For Immediate Release

Contact: Tanya Brand, Group Tour Promoter

Tel: 518-761-6575

Adirondack Tourism Officials Attend Industry Gathering To Promote Tourism

Charlotte, NC – Looking to increase group travel and tourism to the Adirondack Region, the following tourism professionals were part of the more than 3,000 participants who attended the 2009 American Bus Association Marketplace in Charlotte, NC Jan. 7-12: Tanya Brand, Warren County Motorcoach Promoter; Kristy Kennedy, Champlain Shores Visitors & Convention Bureau; Alice Grether, Tourism Director for the City of Glens Falls; Donna Pohl, Raquette Lake Navigation; Doreen Brown, Lake George Steamboat Co.; Amanda Copeland, Surfside on the Lake Resort; Cassandra Cherry; Hampton Inn & Suites; Sally Wood, The Wild Center; Tillie Youngs, 1000 Islands Seaway Region along with various New York State Tourism Representatives.

The show helps businesses increase their share of the group travel market, an important segment of the travel industry that generates much needed dollars to local economies. Maintaining Tour Operator awareness of the Adirondack Region and all it has to offer group tour visitors is a year round objective for these tourism professionals. Many attend various shows such as this throughout the year. The energy and enthusiasm of this year's Marketplace sent a clear signal that the motorcoach, tour and travel business is thriving despite U.S. economic uncertainty.

Registered Marketplace delegates also included 628 destination marketing organizations (DMOs), 559 lodging representatives, 719 attraction representatives, and 194 associate members, including suppliers and manufacturers. Marketplace's new show-within-a-show for equipment providers to meet with operators, the Product Pavilion, featured the most complete exhibit of new motorcoaches anywhere, with 13 models on the event floor, some offered for test drives.

This year's Marketplace also featured a new high-tech networking feature, the MingleStick, which allowed delegates to exchange business information using a device half the size of a cell phone. More than 1,000 MingleSticks used during the show cut the time-consuming exchange of

plänen der Engländer von 1753. Das Original wurde im August 1757 während des „French and Indian War“ zerstört. In diesem Krieg, der in Europa als „Siebenjähriger Krieg“ bekannt war, kämpften England und Frankreich auch auf dem nordamerikanischen Kontinent um die Vorherrschaft. Nach einer einwöchigen Belagerung durch den Marquis de Montcalm und eine Streitmacht aus Soldaten und verbündeten Indianern waren die Engländer am 9. August 1757 gezwungen, das Fort aufzugeben. Die Franzosen brannten es nieder. Heute erzittern die Palisaden nur noch, wenn ein Guide in der roten Uniform englischer Soldaten eine Musketen- oder Kanonenabfeuert.

Spukinsel im Lake George

An der See treffen wir John Orlando und seine Frau. Der Besitzer mehrerer Grundstücke und einer Marina lädt

uns zu einem Bootstrip auf den riesigen Lake George ein. 32 Meilen ist der See lang und 172 Inseln erheben sich aus dem klaren Wasser. „Das Wasser kannst du getrost trinken“, meint John stolz. Seit über 20 Jahren wohnt er an dem See, der mit zahlreichen Ferienhäusern und einer „Millionaire's Row“ Prachtvillen reicher New Yorker aufwartet. Dennoch ist Wildnis garantiert: Ein Drittel des Sees fällt unter das „Forever Wild“-Programm, steht unter einem strengeren Naturschutz als ein Nationalpark. Nur die Klapperschlangen auf Diamond Island hat man gejagt. „Die ersten Siedler brachten Schweine mit, dann war der Spuk bald vorbei.“

Vor Recluse Island drosselt John den Motor. Auf der Insel soll es spuken, und er will selbst schon gesehen haben, wie eine ganz in Weiß gekleidete Frau am Fenster der Villa stand. Das Haus

ist seit vielen Jahrzehnten unbewohnt. Wer die geheimnisvolle Lady ist, weiß niemand zu sagen, doch man vermutet, dass sie mit dem ersten Bewohner der Insel in Verbindung stand. Der Jesuitenpater St. Bernard versteckte sich im 18. Jahrhundert vor den Indianern auf der Insel, über ein Jahr hielt er in der Wildnis aus. Uns winkt die unbekannte Schöne leider nicht zu.

Auch Phantom Island ist inzwischen verlassen, dort wohnte lange Zeit ein sehr menschenscheuer Exzentriker, der sich unter der Erde in Tunneln versteckte – und später in einer Zwangsjacke von der Insel geführt wurde. „Aber die meisten Inselbewohner sind normal“, erklärt John lachend. In der Paradise Bay, einer einsamen Bucht am äußersten Rande des Sees, sind wir völlig allein, nur das Krächzen einiger Wasservögel und das Plätschern des Wassers sind zu hören.

Rund um den Otsego Lake – der „Glimmerglass Lake“ bei James Fenimore Cooper – fällt ein Drittel der Natur unter das „Forever Wild“-Programm.



Translation of article written by Thomas Jeirer of German Magazin Conde Nast

World- Wide New York State

New York can offer more than sky scrapers and the Statue of Liberty. Upstate attracts the nature of the Adirondack Mountains and the romantic Finger Lakes.

On the Lake, we meet John Orlando and his wife. The owner of several pieces of real estate [actually a representative of the Sagamore Resort] and of one marina dockhands. He [john] invites us [along with Warren County Tourism rep] to a boat trip on Lake George. It is 30 [32] miles in length and 172 islands rise from its clear water. You can drink it without fear, opinions John proudly.

Since more than 20 [35] years he lives on the Lake with numerous vacation homes and a millionaires row of houses and fancy villas. The villas belong to wealthy New Yorkers.

Despite the wealth nevertheless the wilderness is guaranteed. One third of the Lake falls under "Forever Wild" program and is under a stronger nature protection than as a national park.

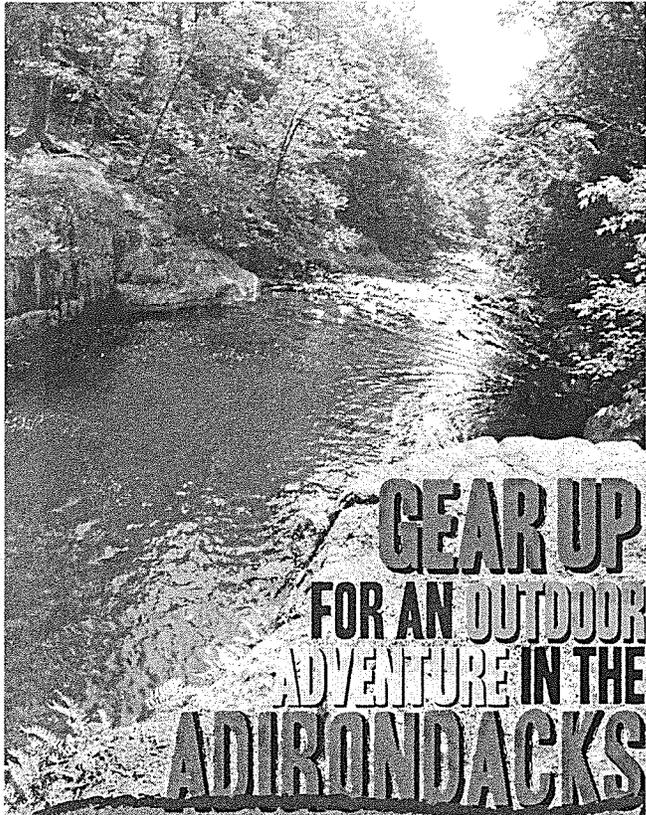
Only the rattlesnakes on Diamond Island were chased away. The first settlers brought pigs [to get rid of the snakes] and then the scary magic was soon gone [?????]

Before Recluse Island, John stops the motor. On the Island there seemed to be ghosts [spookiness], and he himself pretends to have seen a woman fully clothed in white [ghost] stood at window of her villa. The house has been vacant for decades [not true]. Who is this mysterious woman? Nobody can say, but it is thought that she was in touch with the first people who lived on the island. The Jesuit father St. Bernard hid on the island in the 18th century and lasted over a year in the wilderness. The unknown beauty unfortunately did not wave to us.

Also Phantom Island has been abandoned [now camping]. There for a long time lived a shy very eccentric artist who hid under the earth [tunnels] and later on, he was led from the island in a straight-jacket.

" Most of the People" on the islands are normal says John laughingly. In Paradise Bay, a lovely inlet on the extreme margin of the Lake, we are completely alone, only the sounds of some water birds and the lapping of the blue water are to be heard.

The author Thomas Jeier and his wife thoroughly enjoyed the trip and his article just adds to the "Fact and Fiction" of our beloved Lake George.



**GEAR UP
FOR AN OUTDOOR
ADVENTURE IN THE
ADIRONDACKS**

The Lake George area is the place to be!
Hike our trails. Fish our waters. Soak in
the peaceful sounds of nature while you
sleep under a star filled sky. *Camp here for
"Your best vacation yet!"*

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

FOR A FREE TRAVEL GUIDE CALL 800-365-1050 X172

44 Lakes... 44 Choices



Fulton County, NY

www.44lakes.com

1-800-676-3858



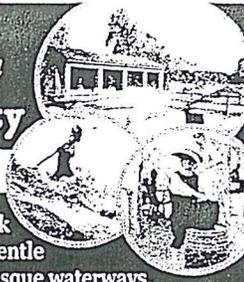
Experience
Montgomery County

We're closer than you think!

Escape to upstate New York with our tranquil waterfalls, gentle breezes, rolling hills and picturesque waterways.

Explore Sundae on the Farm, the Erie Canal, unique architecture, Native American heritage and Revolutionary War history.

Enjoy festivals, farmers markets, fine dining, quaint bed and breakfasts and our hospitality.



Request Your Free Travel Guide
www.montgomerycountyny.com



Escape the traffic
and noise.

Discover a peaceful place
crystal lakes and open spaces
where the pace is slow
the wine is abundant
and the scenery is
Exceptional

www.GetOuttaNYC.com

or call 866-WINE FUN
(866-946-3386)

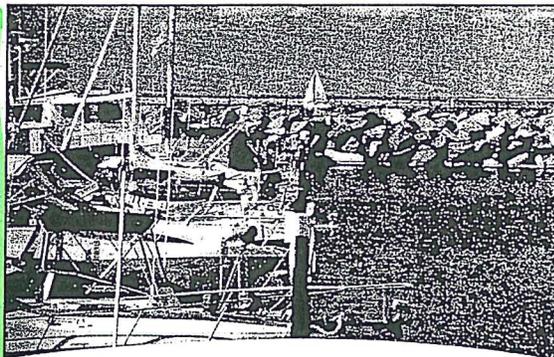
YOU'RE JUST
THREE HOURS
FROM BEING
TOTALLY COOL.

Big, beautiful, crystal clear
lakes, lush mountains,
fabulous resorts—
one hot destination!

LAKE GEORGE AREA
in New York's Adirondacks
800-365-1050 x105



VISIT LAKEGEORGE.COM



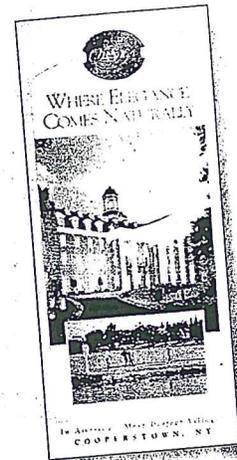
Journey to a Great Lake, America's Grape Country, Chautauque Institution, Allegany State Park and the Enchanted Mountains. Start planning your getaway to southwestern New York. Call or visit online for a free travel guide.

1.800.242.IILNY(4569) chautauque
VisitWesternNY.com

I NY

Chautauque, Cattaraugus and Allegany Counties

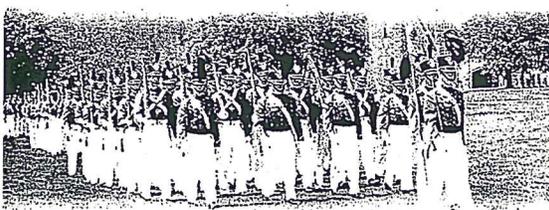
COOPERSTOWN
THE OTESAGA RESORT



Nestled on
pristine Lake
The Otesaga
includes first
the championship
Leatherstocking
Course, a
tennis, and
cultural at
historic Cooperstown
800-348-
www.Otesaga.com

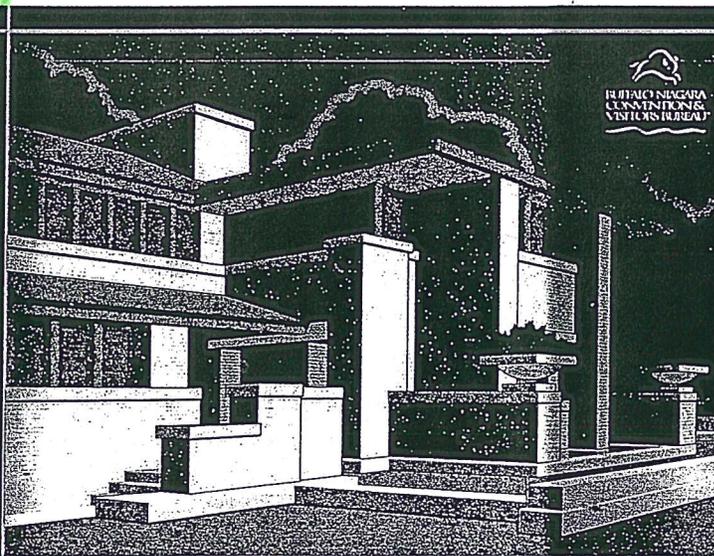
HISTORIC HOME
of AMERICAN
COURTESY, VISIT COOPERSTOWN.COM

Hudson Valley I NY
Orange County



Visit Hudson Valley's celebrated destination. Taste vintages from our wineries, then dine at our four star restaurants. Power shop our premium outlets, antiques stores, and Sugar Loaf Craft Village. Cruise the Hudson and visit West Point.

800-762-8687
OrangeTourism.org



BUFFALO NIAGARA
CONVENTION CENTER
VISITUS.BUFFALO

We're not trying to
build Buffalo
—
Frank Lloyd Wright
Louis Sullivan
H.H. Richardson
already did

BUFFALO
NIAGARA

American Made
American Travel

1-800-BUFFALO * www.visitbuffaloniagara.com

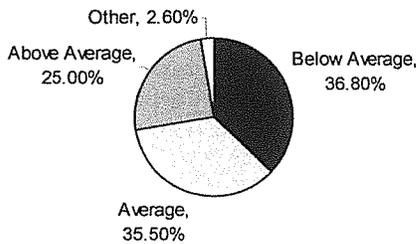
I NY

iloveny.com

I NY

**Warren County Council of Chambers 2008 Year End Survey Results to
Member Businesses (Total of 76 Survey respondents)**

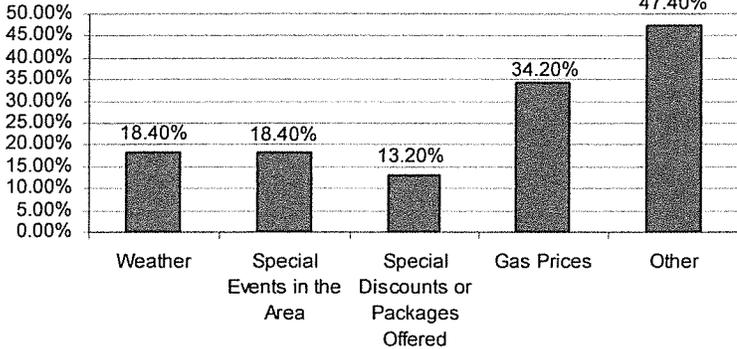
Rate Overall Season from Memorial Day to Columbus Day



How would you rate your overall season from Memorial Day to Columbus Day?

The majority of business felt that business was below average and/or close to average.

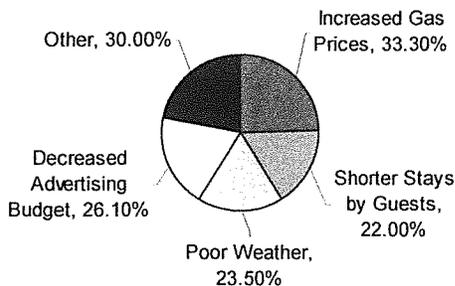
Attribute Increase In Business To



“Other” comments listed as possible reason for increase in business ;

- 3- Good Marketing/Increased Advertising
- 2- Stimulus Checks from IRS
- 2- Did not see increase
- 2- New owners, second season-word of mouth
- > Wireless Internet Access – as a library this is a draw
- > Blue Flame is a new propane supplier in the area
- > Lake George Chamber Advertising
- > Hotel has been open 2 years and has "ramped up".
- > Right price point. always money for ice cream/candy
- > Excellent web site and exposure
- > I opened a 3rd store
- > More visitors' w/laptops.
- > Lake George vacations are not expendable.
- > Saw a decrease in June offset by an increase in the Fall
- > Our business continues to grow and get better
- > Reputation

Most Reason for Decrease in Business



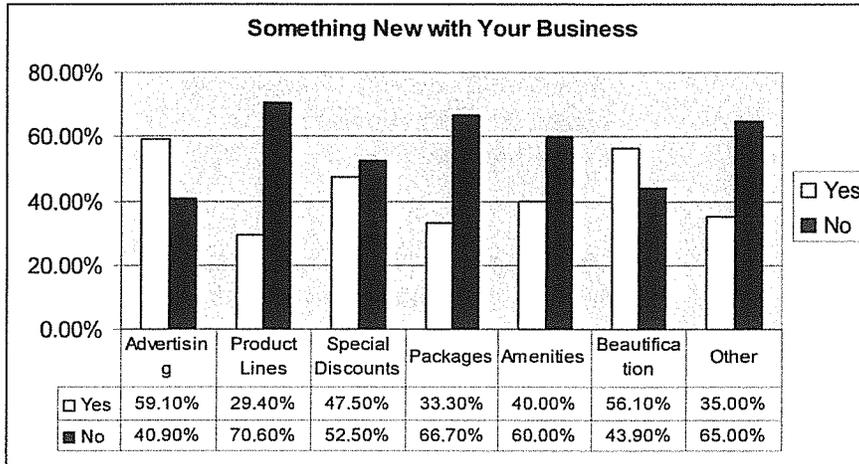
On a scale from 1-5 businesses were given the opportunity to rate the biggest reason for a decrease in business this year.

The top 3 reasons:

1. Increased Gas Prices
2. Other
3. Decreased Advertising Budget

Others listed as;

- 16- Various reasoning related to the economy
- 2 - June decrease was primarily due to timing -- season starting early (with Labor Day so early this year -- pushed beginning of season early) and many students were still in school.
- 1 - New local competition
- 1 - I think Lake George is expensive for families to visit comparing it to other areas.
- 1 - Usage has been up a little at the library
- 1 - Great snow pack for Spring Rafting.

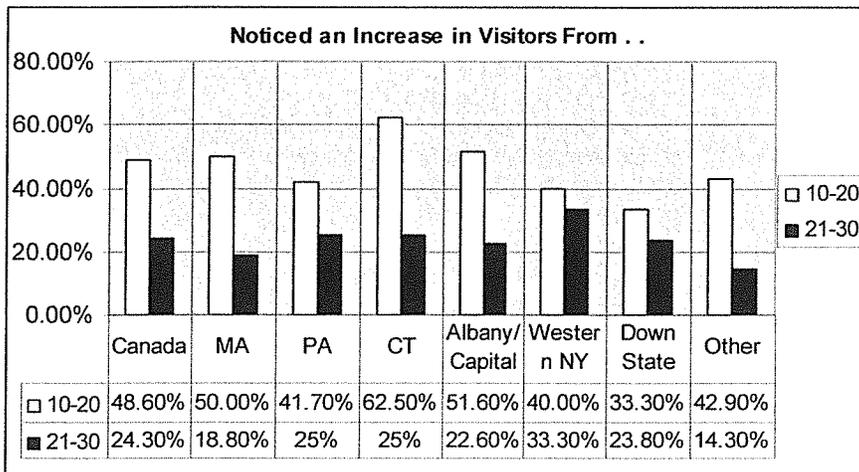


What was added? For businesses checking yes;

1. Advertising
2. Beautification
3. Special Discounts

Noted as things that were done:

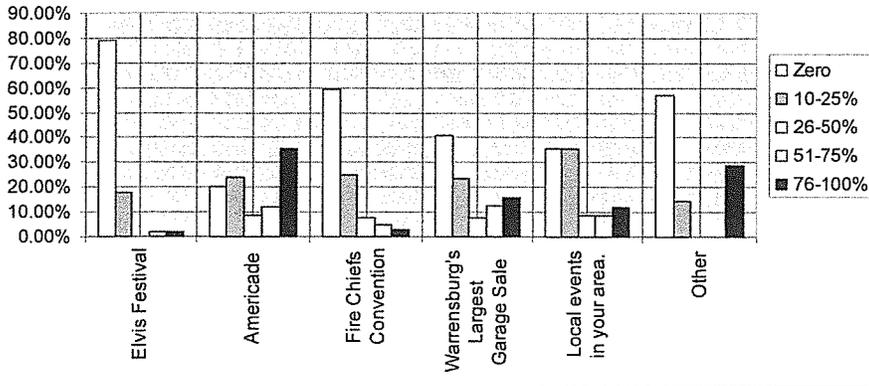
- Redecorating of some of our cottages
- Great referrals from networking, weekly specials and good programs with hotels
- Provided wireless Internet access and handed out our recent accomplishments to market
- Doubled the size of our service facility and became an AAA Towing provider
- New exhibit
- The City of Glens Falls has received a large amount of press and I also think that people are curious to see what's going on. We also have numerous festivals and events that have enticed people downtown.
- New updated web site
- Placed photos of trailer rental interior
- I increased advertising, added a new business, planted trees. Still, there just weren't that many customers here.
- I increased my herd and offered discounts on lessons.
- Continued to selectively increase advertising; continually invest back in our business.



Have you noticed an increase in visitors from the following areas? Please check the percentage increase boxes if you have noticed an increase in visitors from the areas listed.

The largest percentage of businesses noticed a 10-20% or 21-30% increase in visitors from the listed geographic areas.

Indicate Level of Business/Occupancy Derived from Event



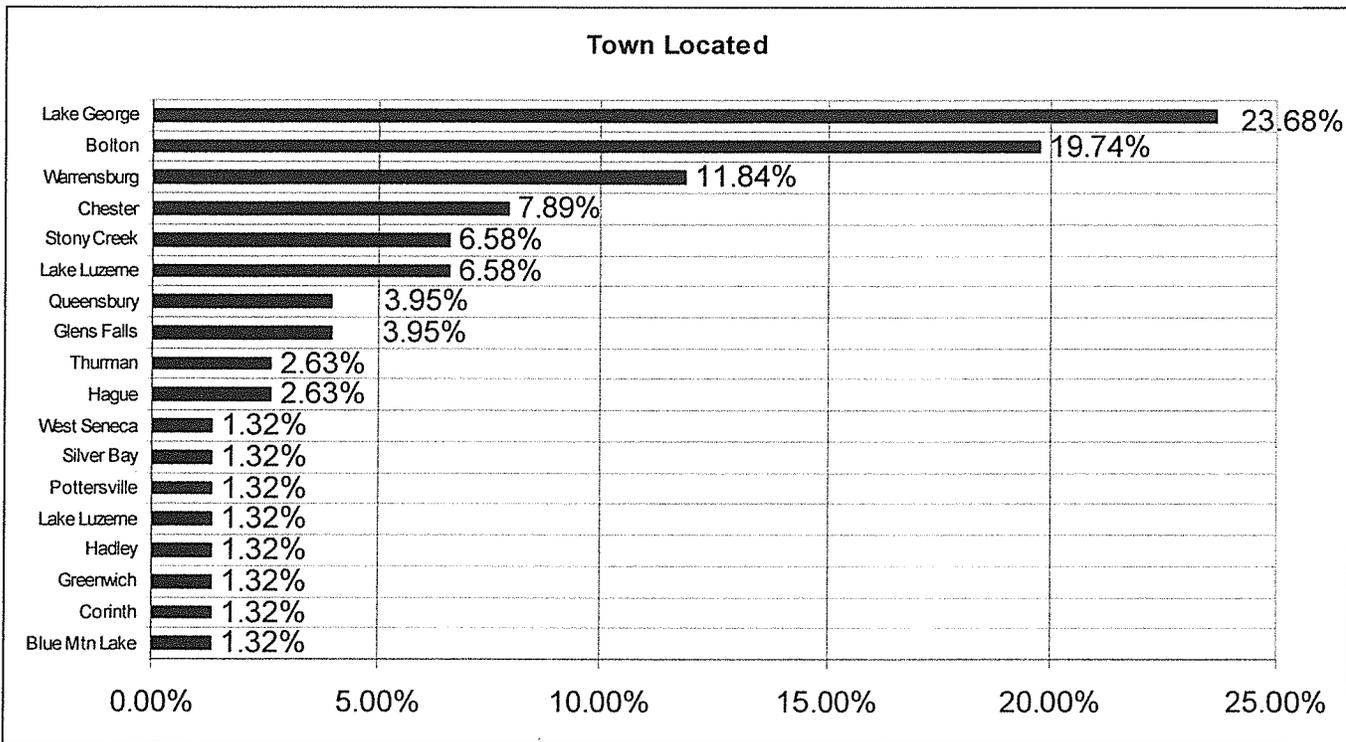
During the following Special Events please indicate the level of business/occupancy that you feel you derive directly due to these events in the area. Please check the percentage of business derived from each. Zero=no effect on business

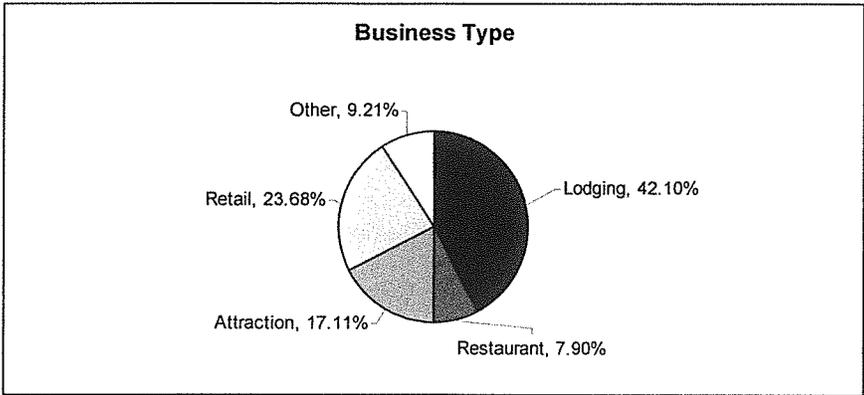
The majority of businesses felt that the – Elvis Festival, Fire Chiefs Convention and Local Events derived no business for them.

The top score was Americade.

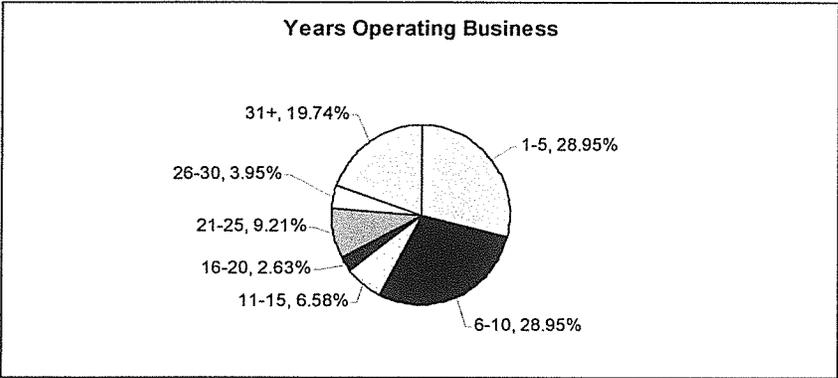
Demographic Information about the Businesses who took the survey.

Town Located





*Other includes service businesses e.g.: Professional offices, Contractors, Etc.

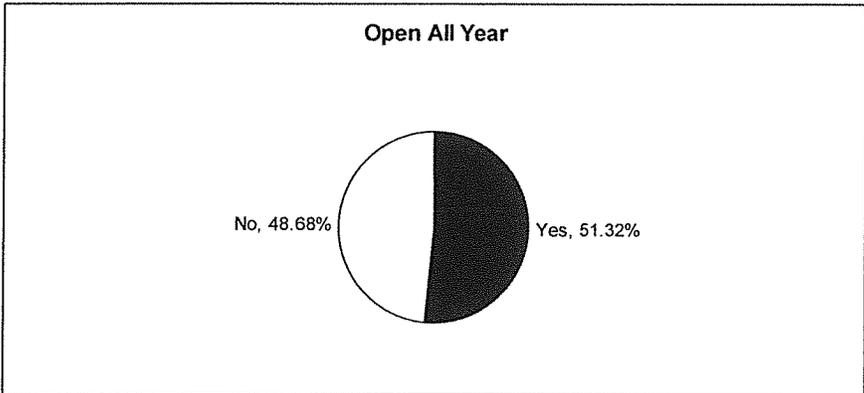


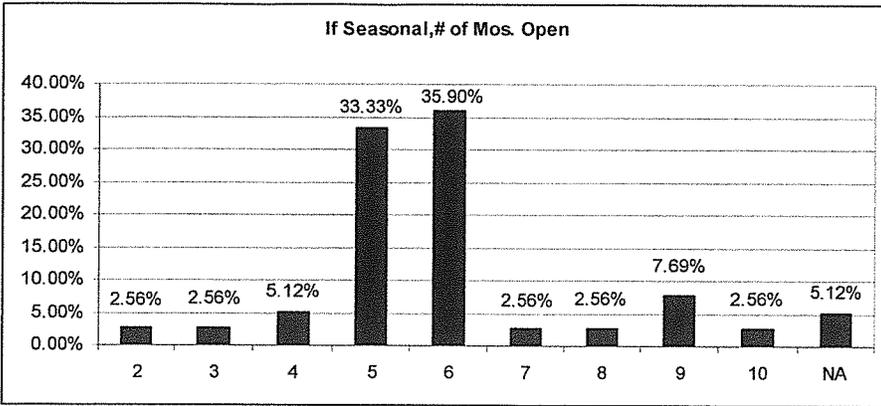
How long have you operated your business?

Top 3 Years Operating Business

1. 1-5 years
2. 6-10 years
3. 30+ years

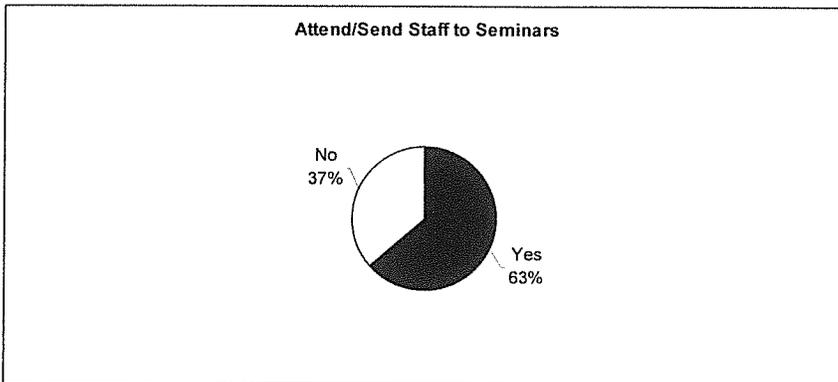
57.9% have operated their businesses 10 or less years.





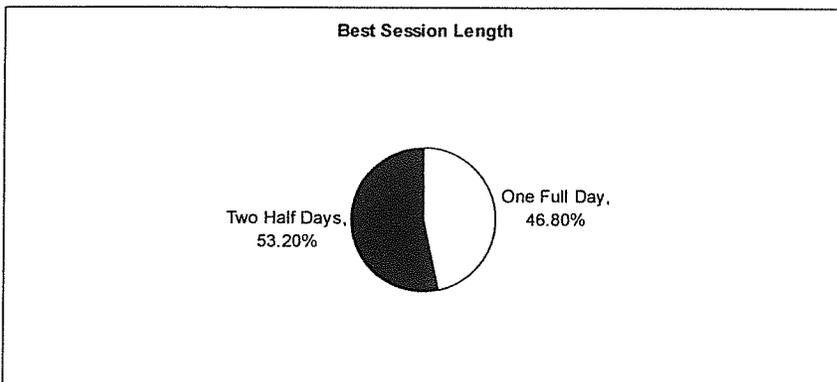
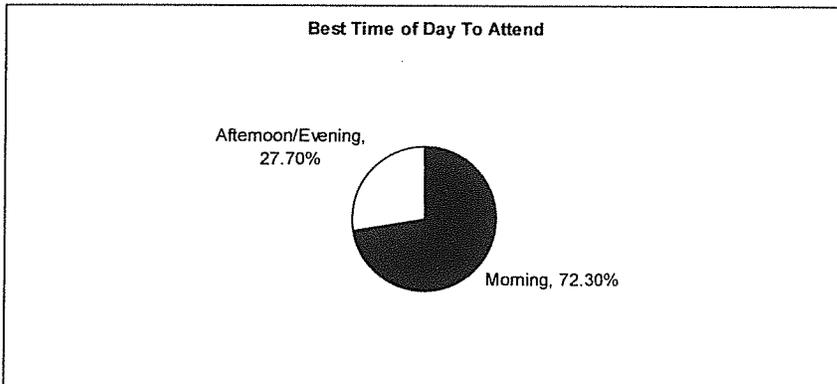
If operating seasonally,

33.33% are open 5 months
 35.90% are open 6 months
 7.69% are open 9 months

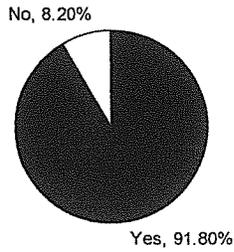


When asked if the business would attend or send staff to a business enhancement and/or hospitality seminar workshops

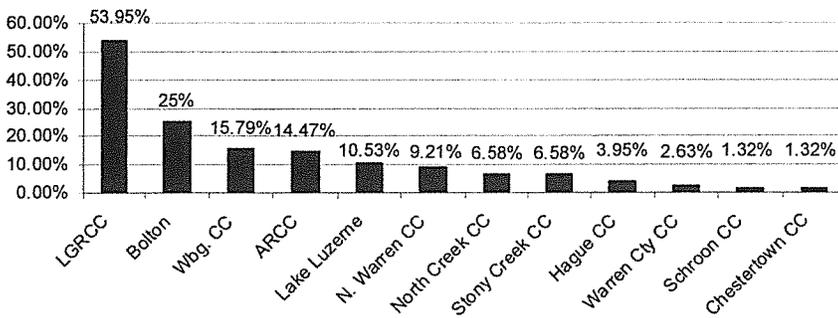
overwhelming majority would do so.



Willing to Pay Small Registration Fee



Chamber(s) Do You Belong To?



When asked: Are there specific topics that you would like to see the WCCC cover with guest speakers at either our monthly WCCC dinner meetings or for educational seminars?

The answers/comments were as follows:

- Cooperative marketing efforts
- Marketing, advertising, PR
- Ins - ands outs of advertising, what works and what doesn't
 - Advertising, building web site
- How to tell if specific advertising is working
 - Collections, advertising
 - Internet marketing industry resources
- INTERNET SALES, PROFESSIONAL SALES, DEPOSITS
- Tourism related items that can benefit the entire warren county and Lake George Region
 - HOW TO PACKAGE EFFECTIVELY.
- Packaging with restaurants, attractions. Maximizing Internet presence. Website enhancement.
 - Promoting Successful Family Vacation Packages via the internet

How do you attract visitors in the shoulder season to the area when so many facilities are closed, i.e. museums, restaurants, historic sites, etc. ?

Would like to see 'advertising' for off-season events in the Warrensburg & Bolton Areas. Stimulate more people to come to these areas.

- Occupancy tax money distribution
- The importance of good customer service!
- Front of house and customer service
- Coordinated tourism town beautification
- I would attend a health insurance seminar if a program could be found that was truly affordable for my employees.
- Not sure of topics -- but answer to #9 depends on time of year. Best to hold these sessions between Oct and April.
 - We would be happy to provide you with a guest speaker on any topic of insurance, business or personal