

AGENDA

WARREN COUNTY
TOURISM DEPARTMENT

May 27, 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 April 29, 2009 meeting minutes with corrections and/or deletions
 2. **ACTION ITEM**
 - A. "Visitor Information" signage in front of Municipal Center
 - B. Passport for Tanya Brand
 3. **FOR YOUR INFORMATION**
 - A. Tourism Department Update – Kate Johnson
 - B. Group Tour/Meetings Update – Tanya Brand
 4. **OLD BUSINESS**
 - A. Pending Items - None
 5. **NEW BUSINESS**
 - A. Luisa Sherman
 1. Council of Chambers Update
 6. **ADJOURN**

The following comparison of Passports & EDL provided by fellow Count Mike Jankowski - Wayne County!

	Enhanced Driver's License, (EDL)	Passport Passbook	Passp
How long is it good for?	8 Years	10 Years	10
Cost: <i>Min - \$40 upto \$80</i>	Additional \$30 on license renewal	\$100 ^{175 DOS} + 25 For an Adult ¹⁰⁰	\$45
Amount Kept By County:	\$9.00	\$25	\$
Where and how can I travel?	Land and Sea between Canada, Mexico, and Caribbean	Air, Land and Sea Worldwide	Land between C and
Issued by:	NYS Department of Motor Vehicles	United States Department of State	United Depa
Documents Required to Apply:	Valid Driver's License, Six points of ID, Social Security Card, proof of US citizenship and proof of NYS residence	Photo ID and Government issued Birth Certificate, Passport, or other proof of US Citizenship	Photo ID & i Birth Passport, of US
Where to Apply:	YOUR COUNTY DMV	COUNTY CLERK	COUNT

Business Remarks - 2009

Date	Name of Business	Business Outlook: - Not Good - Average, same as usual - Very good - Other remarks	Initial
4/28	English Brook Cottages	positive outlook - calls are starting to come in.	J
4/28	L.G. Suites	slow reservations in may. Rates are reduced from last yr.	ST
4/28	Old Log Inn	Busier than Busy	AMC
05.04	Seasons B&B wby	Reservations off for Americade week in particular, too early to say on summer	JC
5.4	Bennetts Colonial Ridge	expecting Great Things	AMC
5.5	O'Sullivan's	Very Busy	AMC
5.5	Lake Crest	New Owners Weekends only starting to pick up	AMC
5.5	Cornerstone	Very Busy	AMC
5.5	Ann's Bart Shop	Busy	AMP
5.5	Beathouse	The best ever / next door to Sagamore	AMC
5.5	Brookside Motel	Busy	AMI
5.6	Quality Inn LG	Dead - Not Good	AMC
5.6	EZ Marine	Very Slow	AMC
5.6	LG B&B	Things look GREAT for the summer Reservations coming in! Very optimistic	JC
5.6	Holly Tree	Looking Good! Booked for Americade & almost full for Mother's Day weekend	JC

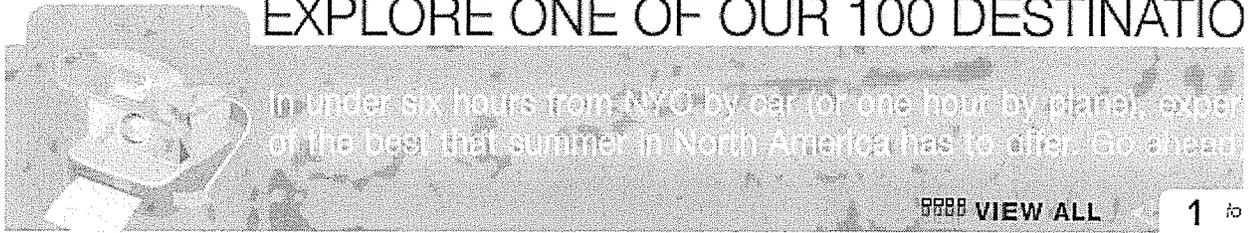
Business Remarks - 2009

Date	Name of Business	Business Outlook: - Not Good - Average, same as usual - Very good - Other remarks	Initial
5/6	The Manor Inn	Very Slow beginning to pick up	AMC
5/6	Friends Lake Inn	Bad winter Looking better for Summer	AMC
5/7	Carey's	Too early to tell - okay so far	JC
5/7	Lodges @ Crestview	Slow	AMC
5/7	Warrensburg Travel	O-K	AMC
5/7	Adk. Motel ^{at}	not bad. / better than expected	AMC
5/7	Burger King ^{Quebec}	Very Good	AMC
5/7	CB Spirits	Good	AMC
5/7	Schran ^{Comp} River	Good & Busy	AMC
5/8	Sleep Inn	Rough Winter Picking Up	AMC
5/11	Sac ^{Outdoor}	more early Spring business - optimistic	JC
5/12	Super 8	Average - not Bad	AMC
5.13	Northward Ho	off to a slow start	JC
5/18	Potters Diner	Slow, picking up	AMC
5/19 3PM	Whispering Pines	Terrible, looking bad	JC

Business Remarks - 2009

Date	Name of Business	Business Outlook: - Not Good - Average, same as usual - Very good Other remarks	Initial
5/19 ³²⁵	King Hendrick	"We'll see"	E H
5/19	Log Inn	Very Good	AMC
5/19	Islander	Looking Good	AMC
5/19	Botton Chamber	Very Good	AMC
5/19	Nassau Motel	Not Good, Nothing for memorial wk	AMC
5/19	Lake Haven	Not Bad, Looking better	AMC
5/21	Rancho Pines	Very Slow	AMC
5/21	Country Inn	Very Good	AMC
5/21	Schroon River Camp	Very Busy	AMC
5/22	Nordiques Katnys	Very good, more Canadians - Katnys busier because of demand for full kitchen	J
5/26	Motel Montreal	great sector - good W-E.	J

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In under six hours from NYC by car (or one hour by plane), experience some of the best that summer in North America has to offer. Go ahead.

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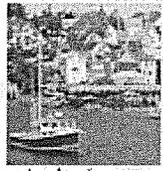
NY Post.com



Wilmington, DE



Lake George, NY



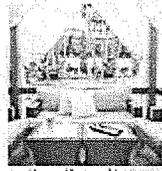
Stonington, ME



Montauk, NY



Chester, CT



Atlantic City, NJ



Wa



Provincetown, MA



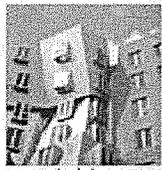
Great Barrington, MA



Phoenicia, NY



Norfolk, CT



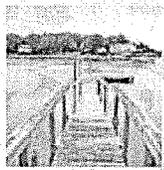
Cambridge, MA



Philadelphia, PA



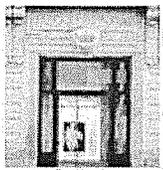
C



Sag Harbor, NY



Berkeley Springs, WV



Pittsburgh, PA



Cape May, NJ



Orient, NY



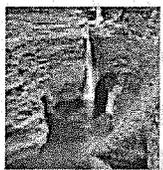
Buffalo, NY



To



Portland, ME



Watkins Glen, NY



Waitsfield, VT



Livingston Manor, NY



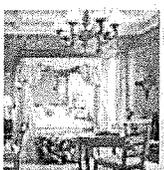
Providence, RI



Martha's Vineyard, MA



N



Westport, CT



Staunton, VA



Watch Hill, RI



Brattleboro, VT



Camden, ME



Hammondsport, NY



N

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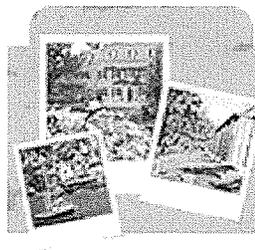
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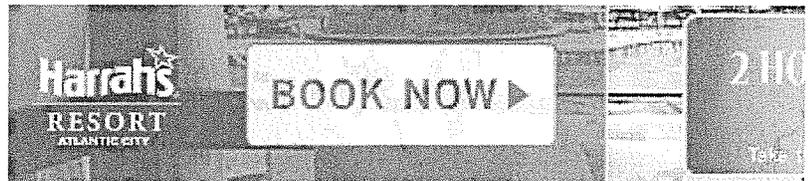


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EXPLORE ONE OF OUR 100 DESTINATIONS

In under six hours from NYC by car (or one hour by plane), experience some of the best that summer in North America has to offer. Go ahead.



#2 LAKE GEORGE, NEW YORK

COME SAIL AWAY

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TRAVEL TIME 3 hours 30 minutes by car

WHY? The jewel of the Southern Adirondacks isn't just a good-times summer resort -- with miles of lakefront, Lake George is whatever you want it to be.

MUST DO Rent a power, sail or pontoon boat for the day or take sailing lessons

from **Yankee Boating Center**. Boating skills aren't up to snuff? Opt for a cruise instead. **Lake George Shoreline Cruises** and **Lake George Steamboat Co.** offer all types, including morning, afternoon, lunch, dinner, historic, moonlight and fireworks excursions. If you want to do some paddling, **Lake George Kayak Co.** rents kayaks, canoes and all the necessary gear. Learn about the French and Indian War (on which "The Last of the Mohicans" was based) at the recreated **Fort William Henry**, complete with 18th-century costumed soldiers and firing demonstrations of cannons, but sadly, no bare-chested Daniel Day-Lewis. Lake vistas are best appreciated from on high: Hike one of the many area trails (all levels), including **Deer Leap** on the north side of the lake, or **Buck Mountain** on the southern end. For shopping and dining, there's **Lake George Village** (that's the tacky one) and **Bolton Landing** (that's the quiet one). On rainy days people pack the former's four outlet malls -- all within walking distance of one another.



Jump in!



STAY HERE The granddaddy of the lake is Bolton Landing's Sagamore Resort located on the private 72-acre Green Island. Its 350 rooms are spread out at the property, with newer, spacious lodges as well as rooms and suites in the historic 1883 main hotel. Amenities are great here and include six restaurant, tennis center, indoor pool, spa, golf course, sailing school and its own cruise (From \$169; [866] 385-6221). The cozy Boathouse B&B is set right on the lake at Bolton Landing; rooms in the original 1917 building are nicely decorated (some have porches), while the two carriage-house suites boast gas fireplaces, two person Jacuzzis and private balconies (from \$225; 44 Sagamore Rd., [518] 625-2554). If you want to rough it, there are literally hundreds of camping sites (both state and private) around the lake and on its islands (from \$21; www.visitlakegeorge.com/camping).

FESTIVALS The **Lake George Elvis Festival** celebrates The King with professional and non-professional competitors, a Sunday morning gospel concert, Vegas-style performances and a classic car show (May 28-31). Harp and other hogs roar into town for the **Americade Bike Tour And Rally** (June 6), while 300 decorated trucks roll through the streets of Lake George Village for the **Mammoth Tractor Trailer Parade** on June 13. Fourth of July is celebrated with fireworks over Lake George from Bolton Landing. And Aug. 22 is the 36 annual **Lake George Antique & Classic Boat Rendezvous**.

HOT TIP The Six Flags Great Escape is a major draw, but the **Magic Forest** amusement park is a true slice of Americana. Looming above the parking lot is a 38-foot statue of Uncle Sam (said to be the world's tallest) and a huge Santa Claus. Inside are 20 slightly creepy dioramas of fairy-tale staples like the Three Little Pigs and Hansel and Gretel (push a button for audio) and more giant statues, including Smokey the Bear, Paul Bunyan and Lady Liberty. There are

also rides, a train and a mini-roller coaster for the kiddies. Kitschy, weird and worth it (Hwy. 9 North, just south of Lake George; [518] 668-2448).

LEARN MORE www.lakegeorge.com

CLICK HERE TO EXPLORE 99 MORE DESTINATIONS

COMMENTS

Newest first

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Empty text input box for user comments.

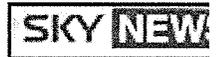
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TODAY'S HEADLINES AROUND THE WEB



- [Hangovers: 5 Things You Didn't Know...](#)
- [Tuesday Trivia: Words You Didn't...](#)
- [Vue Personal Video Network](#)
- [Hercules DeeJay Trim 4&6](#)
- [Keith Olbermann vs. Rush Limbaugh](#)
- [Pre-E3 2009: Aliens vs. Predator...](#)
- [Internet Radios: Guy Gear](#)
- [MacBook Pro 17?](#)
- [EcoSmart Zeta Fireplace](#)
- [PowerLite Home Cinema](#)
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- [Mike Tyson's daughter on life sup...](#)
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- [Mike's Daughter](#)
- [Mel B: From LA](#)
- [Kinky Cakes](#)
- [Guess The Movie](#)
- [Jade's Musical](#)
- [Dan's Club](#)
- [Pete's Anniversary](#)
- [Tinseltown](#)

News

- Local News
- National News
- International News
- News Columnists
- Weird But True
- NYPD Daily Blotter
- Liberty Medals

Sports

- Yankees
- Mets
- Giants
- Jets
- Knicks
- Nets
- Rangers

Gossip

- Page Six
- Cindy Adams
- Michael Riedel
- Celebrity Photos
- Celebrity Sightings
- Page Six Magazine
- Delonas Cartoons

Entertainment

- Movies
- Movies Blog
- Oscars
- Food
- Fashion
- Fashion Blog
- Music

Post Opinions

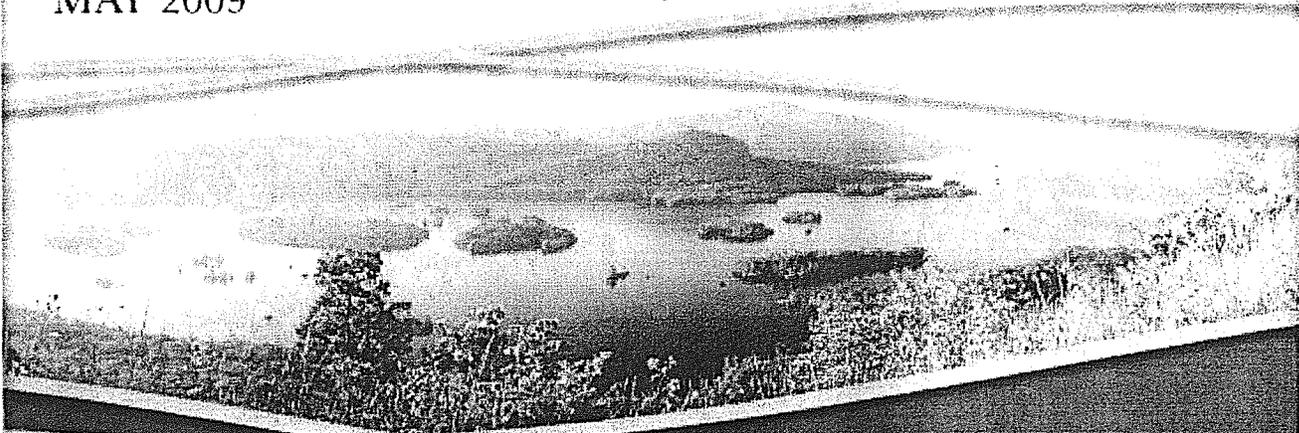
- Editorials
- Oped Columns
- Letters
- Books
- Ramirez Column
- Send a Letter

Johnson, Kate

News BULLETIN

FROM THE WARREN COUNTY TOURISM OFFICE
MAY 2009

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



Seems like just the other day

that the snow was flying, and here we are approaching Memorial Day! It was a wonderful winter and hard to let go of for many. The snow provided great winter sports activities and a great end of the season photo shoot for the Tourism Department at the Lake George Recreation Center and West Mountain. **Check out these links**

Moving along to the warmer weather seasons and spring advertising, the messaging has been about *accessibility, affordability, and the diversity of activities found in our area*, and specifically, *"family fun is still in your budget this summer."* **Click here for samples.**

Recently www.VisitLakeGeorge.com has had some new components. (Click name to see)

Media Buzz – shares some recent print and online articles that were a result of press visits and responses to tips.

A **"What's New"** list now appears on the group tour section of VisitLakeGeorge.com. Be sure to contact Tanya if we are not aware of any new lodging properties, restaurants or attractions.

FREE Activities now have a prominent button on our home page. Warren County has plenty of great opportunities to keep all ages and abilities active... Hiking, biking, self-guided walking tours, historic sites and markers, birding, fish hatchery, alpaca farm, goat farm, tree farm and on and on, and they are all **NO COST!** This list will adjust with the seasons.

A **Sports Venue List** appears on the group tour section for athletes, their families and coaches looking for sports/tournament facilities.

Now AVAILABLE

The 2009 **Summer Guide & Events Brochure** is now available! This brochure provides information on local events, places throughout the summer with the hours and dates of operation, admission costs and other important details. The brochure is available online and in the brochure centers found from the middle of May through September. Stop into get a copy, your guests will love it. **Click here for more info.**

Summer placement is available and free of charge in area restaurants. What better way for your visit than to stay in the know and have the ability to recommend upcoming events and activities encouraging guests to realize of stay another day. **Click here for placement.**

Creatively designed electronic blasts produced and sent to over 96,000 subscribers who have specifically requested to be kept aware of our promotions have begun. So far in 2009 communications have included *2009 travel guide available in 3 formats, spring skiing, whitewater rafting, mid-week lodging specials and camping*. Here are some of the statistics of each blast. Upcoming blasts will include *summer coupons, "Welcome Canadians", arts and arts events, and hike, bike, climb, tent, camp*. A refer a friend initiative has been, and will continue to be, implemented in an effort to obtain more interested subscribers.

Johnson, Kate

From: info@visitolakegeorge.com
Sent: Wednesday, May 13, 2009 11:49 AM
To: Johnson, Kate
Subject: Great Summer Savings in the Lake George Area!



FAMILY FUN IS STILL IN YOUR BUDGET
SUMMER CHECK OUT THESE GREAT VALUES

Follow the link to download Deals & Discounts worth more than \$1,400 on lodging, dining, attractions and activities in the Lake George Area in New York's Adirondacks. The time is right, so go have some fun on *your best vacation yet!*

CLICK FOR SUMMERCOUpons

LAKEGEORGEAREA
IN NEW YORK'S ADIRONDACKS

Johnson, Kate

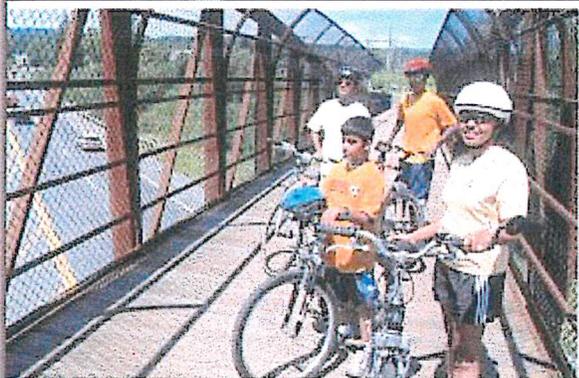
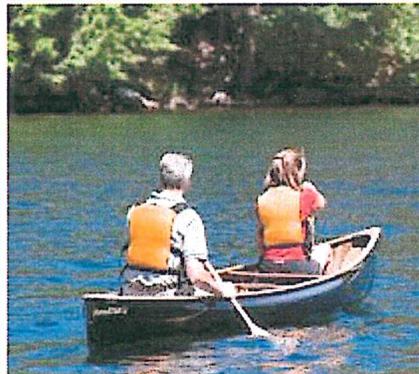
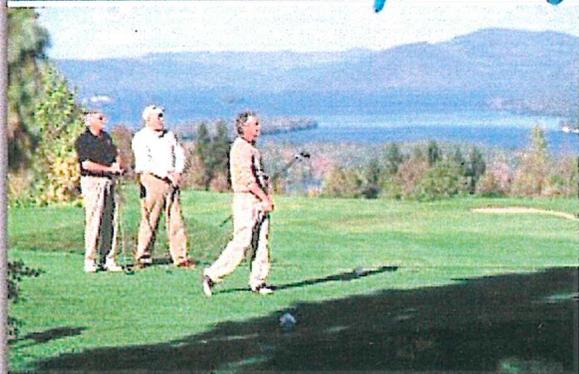
From: info@visitlakegeorge.com

Sent: Thursday, May 21, 2009 8:50 AM

To: Johnson, Kate

Subject: Short Drive, Perfect Weather, Long Weekend! VisitLakeGeorge.com

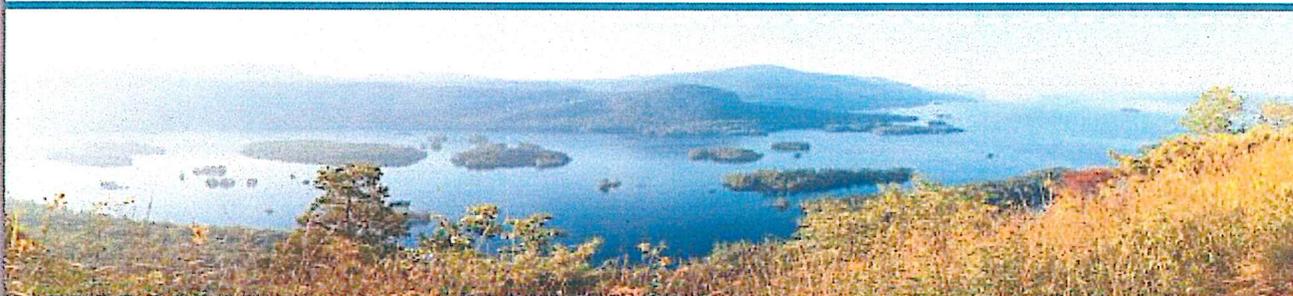
SHORT DRIVE perfect PLACE



LONG WEEKEND

Spend some time with family, friends and loved ones during this Memorial Day weekend in the Lake George Area in New York's Adirondacks. With so much going on right now you will find plenty of things to do and see while you enjoy *your best vacation yet!*

Follow the link to get the most out of your holiday weekend with deals and discounts and lots of information on area activities and events!



CLICK HERE
FOR YOUR BEST VACATION YET!

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS

FOR IMMEDIATE RELEASE

May 5, 2009

CONTACT: Joanne Conley
Warren County Tourism Department
(518) 761-7653
conleyj@co.warren.ny.us

Canadian Friendship Week - May 17 - 22, 2009

We Value Your Friendship!

Where can you vacation within a reasonable drive that offers lakes and mountains, water sports and amusement parks, indoor and outdoor adventures, arts and culture? And where can you find the best variety of affordable lodging, camping and dining options? The answer, of course, is the Lake George Area in New York's Adirondacks! The weather has warmed up, our doors are open, the crowds of summer have yet to find us. Why not visit during Canadian Friendship Week, May 17-22, 2009?

Enjoy family-friendly attractions ranging from cruises on the lake, amusement parks, 18-hole championship golf courses, haunted attractions, factory outlet shopping, antiques, history, galleries and museums and so much more.

Outdoor enthusiasts can enjoy whitewater rafting, fishing, horseback riding, hiking, a high ropes course, bicycle trails, canoeing and kayaking, water sports and scenic drives.

For added value, go to our website at www.VisitLakeGeorge.com to download \$1700 worth of valuable Summer Savings Coupons. And if that's not enough, check out our Vacation Packages and click on our "Free Activities" button!

Special events taking place within this time frame include a chamber music concert, theater workshop, art walk and model railroad open house in the City of Glens Falls, as well as a scenic train ride with Thomas the Tank Engine in North Creek.

If you are looking for value and service with a smile – visit the Lake George Area in New York's Adirondacks during Canadian Friendship Week – or whenever you need a getaway close to home.

The Lake George Area in New York's Adirondacks is an easy-to-reach, affordable, year round vacation destination for the whole family. For free information on lodging, camping, dining, events and activities, 800-365-1050 X5100 or www.VisitLakeGeorge.com

###

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

2010 Group Tour Adventure Planner:

- Mailing completed to 300+ attractions, lodging, dining, chambers, communities/museums and special events for 2010 Group Tour Planner ad opportunity. Deadline for returned contracts is June 19th, 2009.

Shows attended:

- Amtrak NY By Rail Day: Held in Penn Station on May 19th. Over 400 Travel Guides and travel guides on disk were distributed along with summer rates & dates, whitewater rafting, lakes to locks, maps and posters. Quite a few people that stopped by the booth commented that they were coming to Lake George this summer and would use the information for those trips.

Promotion:

- Bus Tours Magazine Fam Tour: Received list of interested Tour Operators from Bus Tours Magazine for a 3 day Regional FAM Tour of the Adirondacks. 2 Tour Operators will be chosen from this list to spend two days in the Glens Falls/Lake George area with the following participating hosts of our area: Queensbury Hotel, Adirondack Adventures and Tours (Pam Morin as tour guide), Prospect Mountain Memorial Highway and Lake George Steamboat Company before they move on to Lake Placid.
- Regional Group Tour Marketing Initiative: Promotional postcard has been designed by Ad Workshop and will be used as a blow-in for the August Issue of Group Tour Magazine. The postcard will promote an online FAM Tour to be hosted September 23, 2009. (see attached)
- Sport Venue link is currently live on Group Tour Page of VisitLakeGeorge.com
- What's New link is currently live on Group Tour Page of VisitLakeGeorge.com
- 2 press releases issued to Group media regarding the Sports Venue Links and What's New link on VisitLakeGeorge.com (see attached)
- Submission of "10 Fun & Free Things for Moms and Kids To Do" was picked up by TravelingMom.com a monthly newsletter-type website.
- A phone call follow up will be conducted to Canadian Tour Operators met at 2008 Shows to assess travel plans for 2009-2010 and offer assistance with meet & greets & resource materials.

OVER...

- Currently working on creating two new sample itineraries to include a agriculture tour (agri-tour) and a shop and sample (shopping and beer, wine soda tour of Glens Falls/Lake George)

Local Events & Outreach:

- Provided assistance and promotional materials as well as attended the Glens Falls portion of a Glens Falls/Lake George Tour of 45 mixed adults from Brooklyn, NY. Along with Alice Grether of City of Glens Falls, Pam Morin of Adirondack Adventures & Tours and Donna Pohl of Raquette Lake Navigation, the group met the mayor, presented him with a gift and had a photo opportunity before they toured the city and had a wine and beer sampling at NY Wine Cork and Davidson Brothers. The group later saw a show at the Tiki Resort and cruised at Lake George Steamboat Company. The group stayed at Hampton Inn & Suites for the weekend.
- Attended monthly meeting with Future Directions Committee of Glens Falls to discuss and review current and future Warren County Tourism Dept. marketing strategies, cooperative advertising opportunities and promotional efforts. As a result of this meeting, address labels were provided to the Hyde Collection for a mailing to Tour Operators promoting the Degas and Music Exhibit.
- Made a presentation to the host committee at the Hudson Valley Volunteer Fire Association Press Conference to welcome the conference to the area in June.

Upcoming Shows:

- Empire State Society of Association Executives (ESSAE): Saratoga Springs, June 25. 2009
In an effort to generate excitement and encourage meeting planners to stop at all Lake George Area booths, Warren County exhibitors will have a booth block with a casino theme to fit the "Play to Win" Show theme. Each exhibitor will host a game at their booth at which attendees can earn tickets to be entered into a raffle. All casino props will be provided by Vicky Eastwood.
- Destinations of NYS International Sales Reception: To be held in NYC on July 14th. Show is an appointment format with International Receptive Operators followed by Marketplace.

Success Stories:

- Provided New Jersey YMCA youth group with 18 Welcome bags for an upcoming trip to Camp Chingachgook where they will spend a week and learn to sail on Lake George.

FOR IMMEDIATE RELEASE
CONTACT: Tanya Brand
Warren County Tourism Department

Brandt@co.warren.ny.us
518-761-6575

“Families That Play Together Stay Together”

The Lake George Area in New York’s Adirondacks is rapidly becoming a popular destination for amateur athletes, their parents and coaches seeking both an idealic athletic tournament venue and an affordable family getaway.

During these uncertain economic times, sports tourism has emerged as a growing trend, as parents combine their children’s athletic competitions, training and camps with the family vacation as a money-saving alternative to planning both.

A variety of sports benefit from Lake George’s Adirondack Mountain backdrop. From soccer to skiing, basketball to boating, The Lake George area offers not only the natural scenic beauty of its mountains, lakes and rivers, but also numerous 4-season sporting venues to include a 17,000 sq.ft. sports arena for court and ice related competitions, a 98,000 sq. ft., climate controlled, multi-sports facility for indoor and outdoor field sports, A soccer/lacrosse tournament park with team lodging facilities on site, as well as two downhill ski centers, parks, stadiums, and even a tree top adventure course!

Incoming athletes can take advantage of the 300+ facilities, offering a variety of lodging experiences from popular chain hotels and country cottages to Adirondack lodges, resorts and campgrounds. And with 145 attractions and 300+restaurants to keep families busy when the game isn’t in play, the area is sure to become a popular family vacation destination even after the competition is over.

For more information on unique sports competition venues in the Lake George Area in New York’s Adirondacks Visit LakeGeorge.com/groups

Over →

FOR IMMEDIATE RELEASE
CONTACT: Tanya Brand
Warren County Tourism Department

brandt@co.warren.ny.us
518-761-6575

What's New List Available to Tour Operators

Tour Operators considering the Lake George Area in NY's Adirondacks for group tours can now receive a free update on What's New since their last visit!

The Warren County Tourism Department has released its *What's New List*, along with the *2009 Group Tour Planner* to assist with planning adventurous tours for groups of all ages and interests.

The *What's New List* is essential for Operators who are familiar with the area but are interested in returning for another visit. Details about exciting new lodging, attractions, dining and tour opportunities are provided for easy reference and tour consideration.

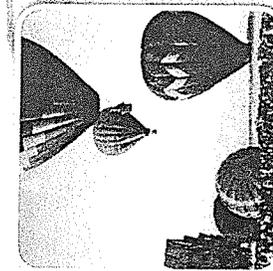
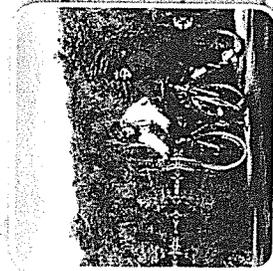
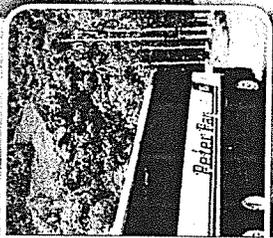
The *2009 Group Tour Planner* provides sample itineraries, group tour rates, admissions and complimentary policies for local group tour facilities and attractions. A must have for first time tours or just for updating.

Don't delay! Receive these tools today by calling 800-365-1050 and asking for Tanya or logging on to VisitLakeGeorge.com and clicking on "Groups."

* * * *

Take a Tour of the Adirondacks... Online

September 23, 2009 - 2pm ET



Give us 30 minutes and we'll give you:

- An overview of the Lake Champlain/Adirondack Region
- Ideas on easy stopovers and multi-day tours including:
Montreal, Plattsburgh, Lake Placid, Lake George & Saratoga
- What's new and what you can expect from us in 2010



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Beyond the picturesque views, historic attractions and miles of beaches you'll find the thing for which we are most proud — our famous Adirondack hospitality. Experience it for yourself as you plan your next group tour or meeting in New York's beautiful Adirondack region. Experienced Group Marketing Specialists are available to assist you with all of your planning needs:

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- Welcome bags
- Marketing tools
- Souvenir postcards
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