

AGENDA

WARREN COUNTY
TOURISM DEPARTMENT

July 29, 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 May 27, 2009 meeting minutes with corrections and/or deletions
 2. **ACTION ITEMS**
 - A. Printing – 2010 Warren County Travel Guide
 - B. Printing – 2010 Group Tour Planner
 - C. Authorization to apply for 2010 NYS Matching Funds Grant
 - D. Revisit sharing of email address – Paul Dusek
 3. **FOR YOUR INFORMATION**
 - A. Tourism Department Update – Kate Johnson
 - B. Group Tour/Meetings Update – Tanya Brand
 - C. Creative Update – Peter Girard
 4. **OLD BUSINESS**
 - A. Pending Items - None
 5. **NEW BUSINESS**
 - A. Luisa Sherman
 1. Council of Chambers Update
 6. **ADJOURN**

Johnson, Kate

From: info@visitlakegeorge.com
Sent: Wednesday, July 22, 2009 9:57 AM
To: Johnson, Kate
Subject: TODAY show LIVE in Lake George!

TUNE IN:  **JULY 27th**

 **TODAY**

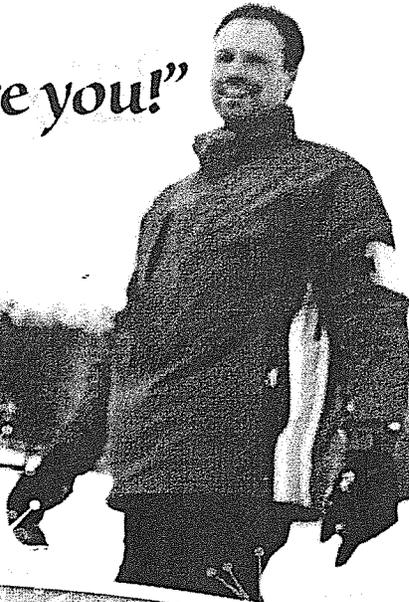
· takes a vacation · LIVE in LAKE GEORGE ·

CLICK FOR MORE SHOW INFORMATION

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS

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

"I dare you!"



Let the snow
 and the fun fly!

- Three Challenging downhill ski areas brimming with new improvements and expansions! The perfect mix of beginner, intermediate and expert trails, glades, terrain parks, tubing and twilight skiing, mixed with awesome views, easy access and value!
- Over 200 miles of the best groomed snowmobile trails in the northeast, with lots of lodging, dining and services on or nearby the trails!
- Kilometers of serene and scenic back country and groomed trails for cross country skiing and snowshoeing.
- Ice fishing, skating, hiking, sledding & winter carnivals to amuse and return for more.
- For those seeking indoor warmth and comfort, try out community museums, main streets and local eateries.
- From cozy, fireplace cabins, to rustic lodges, B&B's and full service resorts and hotels, this is where winter rules!

Go online to VisitLakeGeorge.com or call 800-365-1050 X67
 Start planning your best winter vacation yet!



- Hampton Inn & Suites Lake George
 Lake George
 518-668-4100
 lakegeorgehamptoninn.com
- South Warren Snowmobile Club Inc.
 Southern Warren County
 Snow Phone: 518-696-3152
 southwarrenclub.snowclubs.com
- America's Best Inn
 Queensbury
 518-793-8891
 Americasbestinns.com
- Hide-A-Way Waterfront Cottages
 Lake Luzerne (5 miles from Lake George)
 518-696-2248
 HideawayWaterfrontCottages.com

- The Log Jam Restaurant
 Lake George
 518-798-1155
 logjamrestaurant.com
- Cooper's Cave Ale Company Pub & Brewery
 Glens Falls
 518-792-0007
 cooperscaveale.com
- The Alpine Lodge
 North Creek
 518-251-2451
 adirondackalpinelodge.com
- The Fern Lodge
 Chestertown
 518-494-7238
 thefernlodge.com
- Sleep Inn & Suites / Unō Chicago Grill
 Queensbury
 518-955-3000
 sleepinnlakegeorge.com

- Country Cottages & Motel
 Lake George
 518-668-0488
 LakeGeorgeCottages.com
- Ridin Hy Ranch
 Warrensburg
 518-494-2742
 ridinhy.com
- Clarion Inn & Suites
 Lake George
 518-793-3196; 800-274-7111
 ClarionLakeGeorge.com
- Trout House Village Resort
 Hague on Northern Lake George
 800-368-6088
 trouthouse.com
- Adirondack Winery & Tasting Room
 Lake George
 518-668-WINE
 AdirondackWinery.com

- The Summit at Gore
 Gore Region
 518-251-4180; 866-672-1433
 goremountainkiresorts.com
- The Quarters at Lake George
 Lake George
 518-668-4901
 lakegeogeresorts.com
- Fort William Henry Resort & Conference Center
 Lake George
 518-668-3081; 800-234-0267
 fortwilliamhenry.com
- Hickory Ski Center
 Warrensburg
 518-623-5754
 skihickory.net
- Ski West Mountain Area / The Westside Grille
 Queensbury
 518-793-6606
 skiwestmountain.com; thewestsidegrille.com

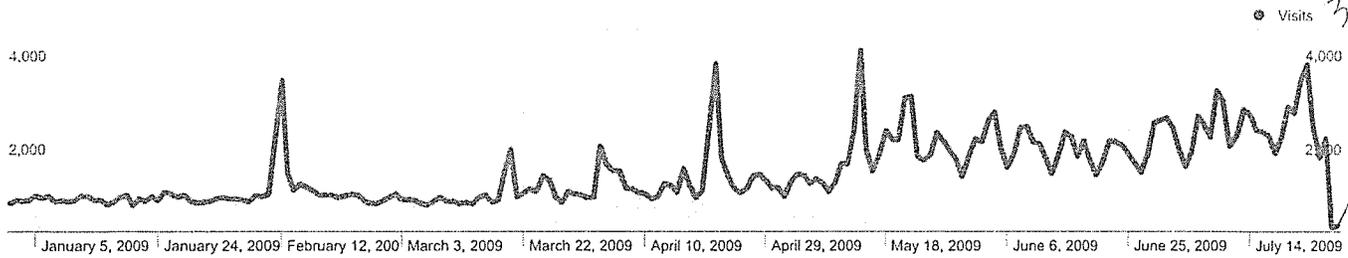
TG Blast
Feb 12
3,239

Camp
Contest
Blast
Apr 21
3,583

Compan
Blast
May 14
3,877

Ticket
Snow
5,1683

Jan 1, 2009 - Jul 28, 2009
Comparing to: Site



Site Usage

269,493 Visits

27.40% Bounce Rate

1,378,910 Pageviews

00:05:08 Avg. Time on Site

5.12 Pages/Visit

74.97% % New Visits

Top Landing Pages

Page	Entrances	% visits
/ Home	160,179	59.44%
/lodging.php	13,310	4.94%
/attractions.php	10,505	3.90%
/contest/	5,976	2.22%
/guides.php	5,493	2.04%

New vs. Returning

Visitor Type	Visits	% visits
New Visitor	202,446	75.12%
Returning Visitor	67,047	24.88%

Top Content

Page	Pageviews	% visits
/http://www.visitlakegeorge.com	5,519	54.22%
/http://www.visitlakegeorge.com	3,204	31.48%
/http://www.visitlakegeorge.com	1,169	11.48%
/http://www.warrencountypw.c	94	0.92%
/http://www.co.warren.ny.us/tra	82	0.81%

Referring Sites

Source	Visits	% visits
visitadirondacks.com	3,729	8.35%
webmail.aol.com	3,031	6.79%
co.warren.ny.us	1,617	3.62%
optimum.net	911	2.04%
google.com	790	1.77%

Keywords

Keyword	Visits	% visits
lake george new york	48,592	26.76%
lake george	26,962	14.85%
lake george ny	26,300	14.48%
lake george, ny	9,831	5.41%
visit lake george	1,867	1.03%

JULY 27 ONLY

- Dashboard
- Saved Reports
- Visitors
- Traffic Sources
- Content
- Goals

Custom Reporting ^{Beta}

- Settings
- Advanced Segments ^{Beta}
 - Email

- Help Resources
- About this Report
 - Conversion University
 - Common Questions

Visits	6,000
	3,000

Site Usage

- **5,683** Visits
- **24.25%** Bounce Rate
- **29,628** Pageviews
- **00:04:29** Avg. Time on Site
- **5.21** Pages/Visit
- **84.57%** % New Visits

Top Landing Pages

Page	Entrances	% visits
1 HOME	4,388	77.21%
/lodging.php	125	2.20%
/press/release/2009-07-21.php	89	1.57%
/directions.php	87	1.53%
/attractions.php	76	1.34%
view report		

New vs. Returning

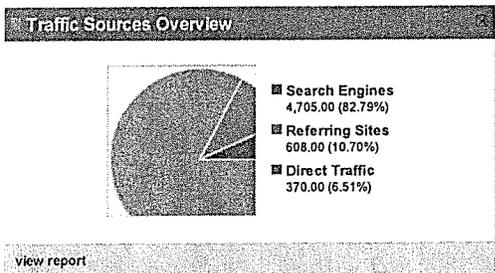
Visitor Type	Visits	% visits
New Visitor	4,806	84.57%
Returning Visitor	877	15.43%
view report		

Top Content

Page	Pageviews	% visits
http://www.visitlakegeorge.com/download	92	45.77%
http://www.visitlakegeorge.com/download	71	35.32%
http://www.visitlakegeorge.com/download	30	14.93%
http://www.warrencountypw.com/Parl	4	1.99%
http://www.visitlakegeorge.com/temp/s	2	1.00%
view report		

Referring Sites

Source	Visits	% visits
visitadironacks.com	93	15.30%
today.msnbc.msn.com	91	14.97%
google.com	25	4.11%
optimum.net	21	3.45%
en.wikipedia.org	20	3.29%
view report		



Keywords

Keyword	Visits	% visits
lake george ny	1,213	25.78%
lake george new york	812	17.26%
lake george	679	14.43%
lake george, ny	539	11.46%
lake george, new york	59	1.25%
view report		

Top Content

Page	Pageviews	% visits
1 HOME	6,727	22.70%
/lodging.php	2,673	9.02%
/directions.php	1,216	4.10%
/attractions.php	1,138	3.84%
/get-coupons.php	929	3.14%
view report		

Downloads
Coupons
TG
WWR

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

2010 Group Tour Adventure Planner:

- 2010 Group Tour Planner will include redesigned front and back covers, 8 new advertisers, 3 new sample itineraries, and a page to include motorcoach friendly events and escort notes. To be delivered to typesetter August 3rd

Promotion:

- Hosted and assisted with site inspections of the Warren County Fairgrounds for potential logging Expo proposed for shoulder season of 2010. Currently working with Sawlex Expo Management representative, Ted Hugger on final site selection. Saratoga and Washington County Fairgrounds are also under consideration. This lead came directly from ad placed in May issue of Expo Magazine
- Provided contact information and resource materials to Jim McGlaughlin, Owner and Promoter of Mac Events a Home and Flower Show out of New Jersey. Jim is currently working with Adirondack Sports Complex and Glens Falls Civic Center on site inspections for a potential 2011 show. This lead came directly from ad placed in May issue of Expo Magazine
- Bus Tours Magazine Fam Tour: Hosted 2 Group Leaders, Erma Kern and Peggy Stringfellow of Boston Seniors on 2 day FAM Tour of The Glens Falls and Lake George Area before moving on to Plattsburgh and Lake Placid. I would like to thank the following participants who offered complimentary admissions, rooms and services: Queensbury Hotel, Tiki Resort and Waikiki Supper Club, Chapman Museum, Hyde Museum, Prospect Mountain and Lake George Steamboat Company and Pam Morin for her guide service. These group leaders were pre-qualified as decision makers and have great potential to return to the area with their senior group
- Regional Group Tour Marketing Initiative: We received our first Regional leads from the promotional postcard designed by Ad Workshop and placed as a blow-in for the August Issue of Group Tour Magazine. The postcard will promote an online Regional FAM Tour to be hosted September 23, 2009. Additional registering for The FAM will be available on the Groups page of the Regional Website

- Regional Binder: Received Final Design of the Regional Binder. This binder will be used as a follow up to requests for group tour information on the Regional Website VisitAdirondacks.com The Lake George profile sheet will be listed behind the Visitors Bureaus tab
- ILNY Group Tour Advisory Committee: Volunteered for TPA committee to advise and provide feedback to ILNY on future state involvement in group tour programs, shows and marketing strategies. Participated in first conference call June 1st to discuss ILNY show sponsorships and advertising placements
- Groups Page and Sample Itineraries Page of VisitLakeGeorge.com has finally been updated to match the general website design!
- “Busses Welcome” Checkbox to be added to Events Page of VisitLakeGeorge.com

Local Events & Outreach:

- Provided hospitality exhibit and promotional materials for NYS Realtors Association Annual Meeting at the Queensbury Hotel on July 9, 2009
- Currently providing assistance to the Warren County District Attorney’s Office for the NYS District Attorney’s Association 2010 Summer Conference to be held in July at the Sagamore Resort
- Contacted David Ferris of Boston Candy Kitchen to address his interest in attraction Group Tours to his facility. His property will be included in a “Taste of the Town” Sample itinerary in the 2010 Group Tour Planner
- Attended Adirondack North Country Association (ANCA) Scenic Byways Meeting to review the recently launched website and discuss the newly released Visitors Survey and Market Trend Assessment

Shows attended:

- ESSAE: (Empire State Society of Association Executives)
Warren County exhibitors presented a unified Adirondack themed aisle with Adirondack style decorations and evergreen trees at each booth. Additional Warren County exhibitors included Fort William Henry, The Great Escape Lodge, Copperfield Inn, Queensbury Hotel, The Sagamore, Lake George Steamboat and The Lake George Chamber of Commerce/CVB representatives.
- Destinations of New York State’s NYC Sales Exchange: Met with Domestic and International Tour Operators for 7 minute appointments focusing primarily on new attractions, lodging and sample itineraries for the area

Upcoming Shows:

- Destination of NYS's Connecticut Sales Mission: August 4-5th, 2009
- I Love New York Montreal Media Event: August 20th, 2009
- HSMIA's Affordable Meetings: Washington D.C., Sept. 9-10, 2009
(*Michael Consuelo of Lake George Regional Chamber of Commerce will be the 2nd delegate for this show*)
- Hartford Women's Expo: Hartford, CT, Sept 12-13th, 2009

Ad Placements:

Placed print ad and received additional editorial coverage in the following publications:

- Packaged Travel Insider May/June Issue: Road Trippin' Through the Countryside Itinerary
- Mid Atlantic Events Magazine: July/August Issue: Location Report on New York State
- Connect Magazine July Issue: At a Glance Section
- Packaged Travel Insider: July/August Issue: What's New Section

Leads Received and Distributed:

5 Group Tour Leads via Internet

6 Meeting Leads via Internet

1 Request for Proposal via Internet

35 leads from ESSAE Show

44 leads from Destination's NYC Sales Exchange

Information Packet Requests:

- Provided 100 Welcome bags for Shelly Cook August wedding guests
- Provided 60 Welcome Bags for Denise Beatty July wedding guests
- Provided 100 Welcome Bags for NY Public Transit Association Meeting at Queensbury Hotel
- Provided 500 Welcome Bags for Lake George Community Band Festival
- Provided 20 Welcome Bags for NYS Divers Association Annual Meeting

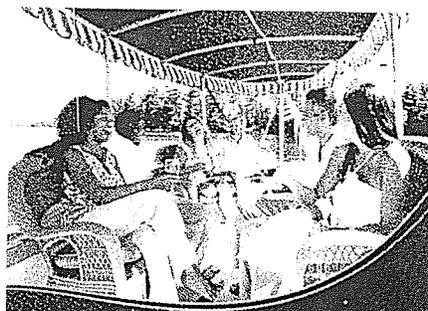
'Road Trippin' Through the Countryside' Tour

Wonderful discoveries await your group as you visit some of the most unique Adirondack attractions on this creative itinerary from the Warren County Tourism Department (800-365-1050, www.visitlakegeorge.com).

Your first stop will be Glens Falls, known for its small city charm and architecturally delightful downtown. Famous for the legendary "Cooper's Cave" and the world-class Hyde Collection, Glens Falls is reminiscent of "Home Town USA." Enjoy a relaxing lunch at one of its unique bistros or cafes before departing for Lake George Village. The next back road adventure heads directly up Prospect Mountain Memorial Highway. Your coach will ascend the scenic five-mile drive to the summit for a spectacular one hundred-mile view of Lake George and the mountains beyond. Your evening will be spent aboard one of the many cruise ships, where you will enjoy a delightful dinner cruise and entertainment. Disembark to a brilliant fireworks display over the lake.

Day two is all about horses, lakes, and rivers. Travel to Lake Luzerne, a lovely Victorian town, bordered by the Hudson River. Saddle up and take a mountain top horseback ride for a fabulous view, or gather a group for white-water rafting or a lazy river tubing excursion down the Hudson. Enjoy lunch at a unique riverside eatery where the owner's collection of antique milk bottles is almost as fun as the food. As you wind down your afternoon of soft adventure, head north along Route 9 to Bolton Landing. As your coach cruises along the shoreline, storytelling begins as you are reminded of those wealthy entrepreneurs that came to the area and built wonderful mansions and ornate hotels at the turn of the century. Visit one such hotel, the famous Sagamore Resort, situated on its own private island. Your day of adventure is finally complete with a slow sunset over the lake and fabulous dinner at one of the Sagamore's five restaurants.

The first stop on day three is Gore Mt. Alpaca Farm, where you will learn about this gentle animal and how its wool is harvested, dyed, and woven into beautiful handmade products. Enjoy an up-close encounter with these unusual animals or just browse the gift shop for that special Adirondack souvenir.



IF YOU WANT A LOT MORE...

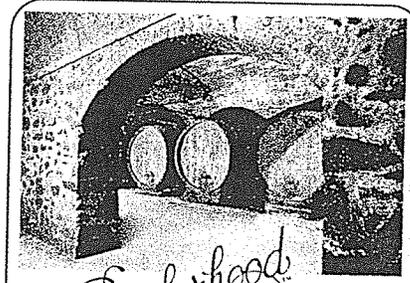
We have it all!

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 XM858 OR
VISITLAKEGEORGE.COM

Reader Service Card #442



Brotherhood
EST. 1839
AMERICA'S OLDEST WINERY

GROUP RATES
FROM \$5

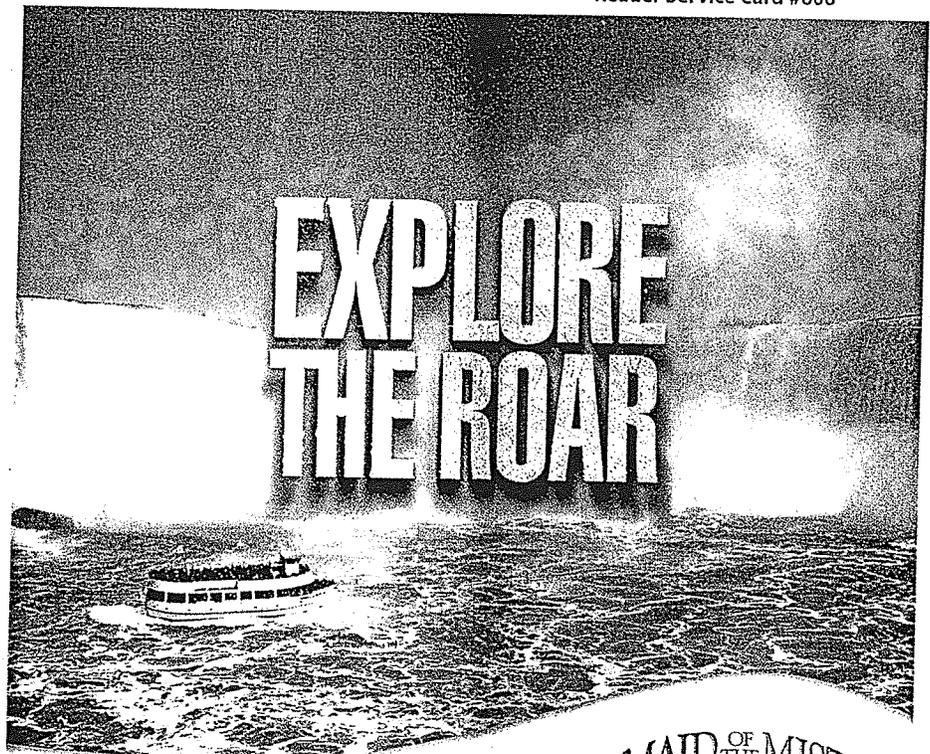
WINERY TOUR & TASTINGS

LUNCH PACKAGES

WWW.BROTHERHOODWINERY.NET
100 BROTHERHOOD PLAZA DR.
WASHINGTONVILLE, NY
845-496-3661



Reader Service Card #606



For more information, call 716.284.8897
or visit www.maidofthemist.com.

Reader Service Card #504

Over →

NEW YORK

Travel through North Creek, home to three of the best foliage viewing rides in the area, Gore Mountain's gondola, rafting trips through the Hudson River Gorge, and train rides on the Upper Hudson River Railroad. Next, ramble down the road to Thurman's Nettle Meadow Goat Farm and Cheeses where happy, sanctuary goats produce healthy, handcrafted artisan goat cheeses. The owners and herd manager of this 160 head goat dairy will explain the principles of using natural ingredients to

create this delicious gourmet cheese. Enjoy the beautiful Adirondack scenery as you head to a picnic lunch among the pines at Pack Demonstration Forest in the town of Warrensburg. A relaxing, riverside boxed-lunch awaits you and your group and afterward those who feel like exploring can walk the self-guided nature trail before boarding the bus to discover the quaint shopping in town. Whether it's collectible antiques, fresh farmers markets, or rustic accessories you seek, treasures await in this

quaint Adirondack village. Don't forget to visit Oscar's, it's a family-owned smokehouse where savory smoked meats and cheeses are crafted according to a handed down family recipe. In the early evening your group will reconvene for a delicious dinner that will be served at one of the many area bed and breakfasts. With this enjoyable day coming to a close, partake in some pleasant conversation porch-side, as you take in the views of scenic Adirondack Mountains before retiring for the evening. **■**



Do you have your tickets yet??

NY SKYRIDE

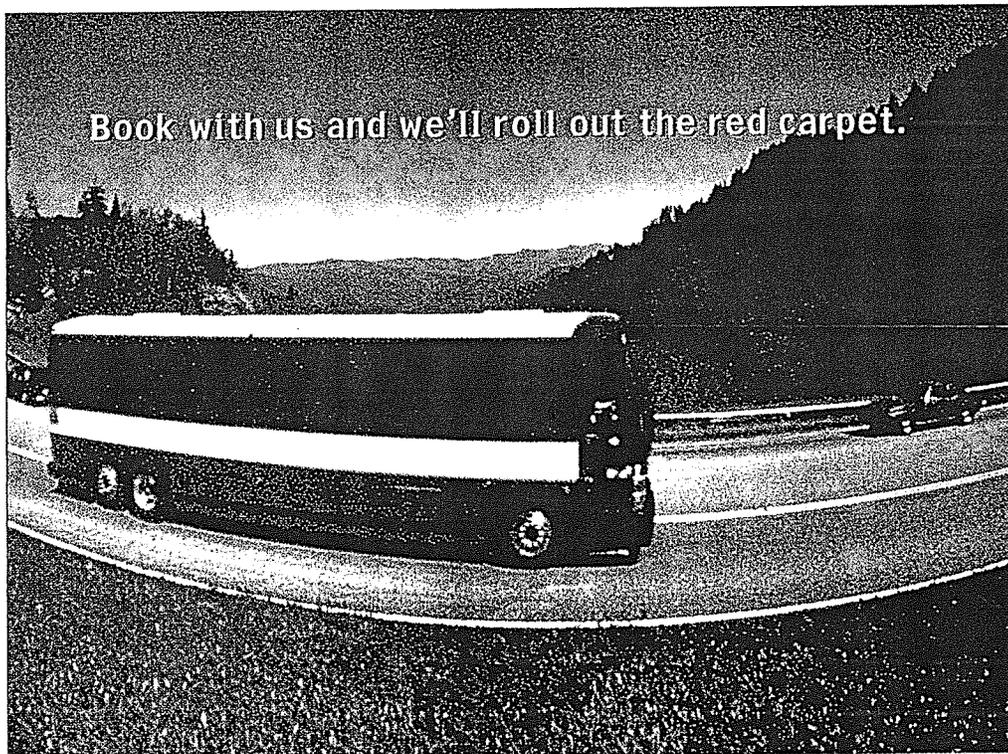
at the Empire State Building, 2nd fl

A visit to New York starts at NY SKYRIDE

NY SKYRIDE, located in the Empire State Building, is New York's **ONLY** virtual tour simulator and a unique introduction to the city. Experience an exciting tour of NY combining digital technology, moving platforms and a 18 foot high screen! Open 365 days a year. Save time with our **COMBO Fast Track Program** to the Observatory.

Empire State Building • 350 Fifth Avenue, NYC 10118 • T: 212 279 9777 • www.nyskyride.com • reservations@skyride.com

Reader Service Card #561



Book with us and we'll roll out the red carpet.

Send your group to the Northeast for premium service at participating Choice hotels.

You book travel to the Northeast for all kinds of groups. And different groups want different things. That's why with Choice hotels in the Northeast, you'll find numerous brands, each with the amenities and price points your group is looking for. With over 150 locations throughout the Northeast, there's always a Choice hotel nearby. For group reservations, call our group sales specialist at 800.544.4444. For hotel information, visit us online at choicehotels.com/northeast.

800.544.4444
choicehotels.com/northeast



We'll see you there

© 2008 Choice Hotels International, Inc. All rights reserved.

Reader Service Card #658

Adirondacks, NY

What's New

The Lake George Area in New York's Adirondacks is a four-season meeting and special events destination just three hours from New York City, Boston and Montreal.

With nearly 10,000 rooms, 300 restaurants, six cruise boats, 145 attractions, a state-of-the-art airport and more than 400,000 square feet of indoor and outdoor exhibit space, plus a \$50,000 incentive being offered for new incoming conferences and special events, the Lake George area in New York's Adirondacks is ideal for corporate and association gatherings.

The Warren County Tourism Department is offering up to a \$50,000 incentive for new special events that choose to host their gathering in the Lake George area.

It's all about natural beauty here, as virtually everywhere there are panoramic vistas, mountains galore, as well as lakes, rivers and ponds.

The Lake George area also has plenty of new and exciting group activities to offer for the 2009-2010 season. Newly opened attractions include a challenging eco-adventure course (Adirondack Extreme Adventure Course) set in the treetops, and even a goat and alpaca farm tour.

Or groups can choose to peruse the new micro-winery (Adirondack Winery & Tasting Room) in the heart of Lake George Village or take in a performance at this season's dinner theater.

Twenty-three new restaurants offer dining experiences from sophisticated gourmet to efficient and affordable buffet-style, so there's something for everyone. And with over 15 hotels either newly built or recently renovated, there are plenty of lodging options to suit virtually any need.

Sample itineraries are available online at www.visitlakegeorge.com under "Groups." While there, planners can request a group tour adventure guide and see what else is new and happening in the Lake George area.

In Clinton County, the Adirondack Bike Ranch is a mountain bike park offering hundreds of bike trails for a group craving soft-adventure.

The Ausable Equine Center is open year round, offering trail, sleigh and wagon rides through Ausable Chasm's woodland forest. Ausable Chasm, one of the Adirondack's most beloved attractions, now offers even more excitement for groups with: Rim Walk, where visitors can walk the entire rim and peer into the vast chasm below - nearly two miles deep; and Wildflower Meadow, a haven for bird enthusiasts with great blue heron, bluejays, robins, peregrine falcons and even bald eagles.

Where to Meet

Originally built in 1883, the Historic Sagamore on Lake George has been extending hospitality to its visitors along Bolton Landing for more than a hundred years.

The property has been undergoing some major renovations recently - all of which are either now completed or scheduled for completion at the beginning of July 2009. Rich in both history and charm, The Sagamore is adding a 10,000 square foot lakeside swimming pool, 36 additional guest rooms in the Main Hotel, a completely transformed Dining Room, and a new 14,000 square foot Event Center. Other upgrades include a renovation to the lobby, docks and common areas.

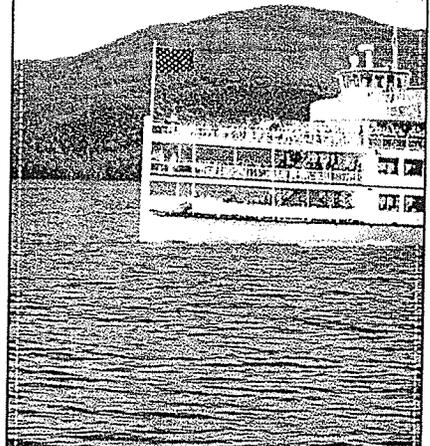
Perhaps the most exciting addition is the resort's brand-new, outdoor pool area, which provides views of Lake George and the mountains. The new pool area will feature a 95,000-gallon swimming pool and a large warming pool for adults. It is scheduled for completion in July 2009.

Inside the hotel, the Sagamore Dining Room has already been completely transformed into an elegant yet comfortable space that will now serve as the resort's signature restaurant offering breakfast, lunch and dinner daily. Running along the entire side of the Dining Room is a brand-new outdoor deck.

The 36 new rooms that have been added to the Sagamore's Main Hotel offer spectacu-

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

Expect the perfect convention, meeting or special event in the energetic Lake George Area in New York's Adirondacks. Impress your attendees with a setting so beautiful and inspirational, it's sure to pique their interest and have a long lasting impact!

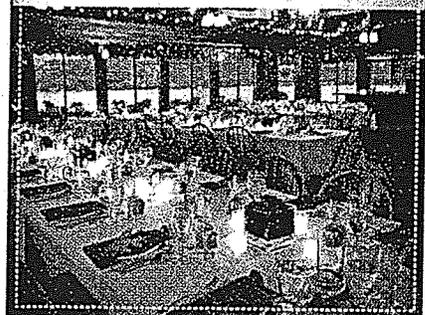


Affordable · Accessible · Versatile

PLUS A \$50,000 INCENTIVE!

Go online or call for a free
MEETING SITE PLANNER
2009 TRAVEL GUIDE
REF FORM & INCENTIVE APPLICATION

Call: 800-365-1050 X-C856
or VisitLakeGeorge.com



Over →

lar views of the lake and are very well appointed. Another enhancement to its Main Hotel is the new Caldwell's Lobby Bar, located in the foyer of the Dining Room.

In addition, the Main Lobby in the hotel has been restored to its former glory and now extends out onto the Veranda, which has become an open-air outdoor porch, as it was in the original design.

Situated on a private 70-acre island, The Sagamore features a Donald Ross championship golf course, a European-style spa and a replica 19th century sightseeing tour boat, The Morgan. Lake George offers a myriad of recreation options including boating, sailing, water skiing, parasailing, fishing, swimming, a private beach and marina, kayak lessons and rentals, plus kayaking and hiking guided tours and cruises.

What to Do

Natural Stone Bridge and Caves offers a self-guided 3/4-mile tour of caves, grottoes, waterfalls, a gorge and the natural stone bridge, the largest marble cave entrance in the east.

Whitewater excursions offer heart racing team building challenges on local river waterways. Other attendees might prefer a quiet and peaceful paddle down a lazy river as part of a group tubing adventure.

Adirondack scenery can be enjoyed as part of a gondola ride, while breathtaking vistas await groups at the summit of Gore Mountain.

The 2009 Quadricentennial is an international celebration of the 400th anniversary of Samuel de Champlain's arrival at Lake Champlain.

Adirondack Park is a six-million acre wilderness larger than Yellowstone, Yosemite, Grand Canyon, Glacier and Great Smoky Mountains national parks combined with more than 30,000 miles of rivers, streams and brooks, 3,000 lakes and ponds, 2,500 miles of hiking trails, and world-class venues for summer sports.

The Gilded Age Tour takes visitors on a land and sea journey back through time. Great Camp Sagamore on Raquette Lake was the summer retreat for the Vanderbilt family. Designed by famed architect W.W. Durant, the 27 structures on the property include a spectacular three-story main lodge. Groups of up to 70 can even rent the lodge for overnight stays.

The venues of two Olympic Winter Games are in Lake Placid. Visit the Olympic Center where the U.S. hockey team beat the Russian juggernaut in the 1980 Games, or the 1932 and 1980 Winter Olympic Museum.

White Pine Camp on Osgood Pond in the town of Paul Smiths served as the summer White House for President Calvin Coolidge in 1926. The grounds include six guest cabins and a Japanese Tea House.

www.visitadirondacks.com
www.visitlakegeorge.com

Westchester County, NY

Westchester County is the ideal all-season destination for meetings and events. Gateway into the Hudson River Valley, it is located just north of New York City. This diverse community consisting of large cities and small towns combines the flavor of both urban and suburban life.

Westchester is easily accessible via major thoroughfares, the Metro-North Railroad, Amtrak service, the Westchester County Airport in White Plains, as well as the nearby LaGuardia, Stewart and JFK airports.

What's New

The many first-class hotels, motels and bed-and-breakfasts in Westchester offer great places to stay. There are 30 hotels, 10 motels, four B&Bs, and more than 5,600 rooms in the county.

The Courtyard by Marriott in Rye is a new Marriott prototype, one of five in the nation, reflecting their reinvented concept. It is perfect for small meetings, groups and business travelers.

The Westchester Marriott in Tarrytown recently completed upgrades that include an innovative lobby with a stylish environment, indoor swimming pool, retractable atrium, fitness center, and 26,000 square feet of renovated meeting space.

Other notable meeting and event venues in the area include the Castle on the Hudson in Tarrytown. It is the only "green" castle of its kind.

Doubletree Hotel in Tarrytown is newly opened with 24,000 square feet of flexible meeting space, a spa, and a restaurant.

Hilton Rye Town is currently undergoing a four-year renovation program that remains open and offers 32,000 square feet of meeting and banquet space.

The Tarrytown House Estate and Conference Center was recognized as the nation's "First Conference Center" certified by IACC. It offers a complete sports center along with ten meeting rooms.

Offering 5,500 video gaming machines along with live entertainment is Empire City Casino at Yonkers Raceway. Those looking for even more excitement can race open wheel cars at Grand Prix New York in Mt. Kisco.

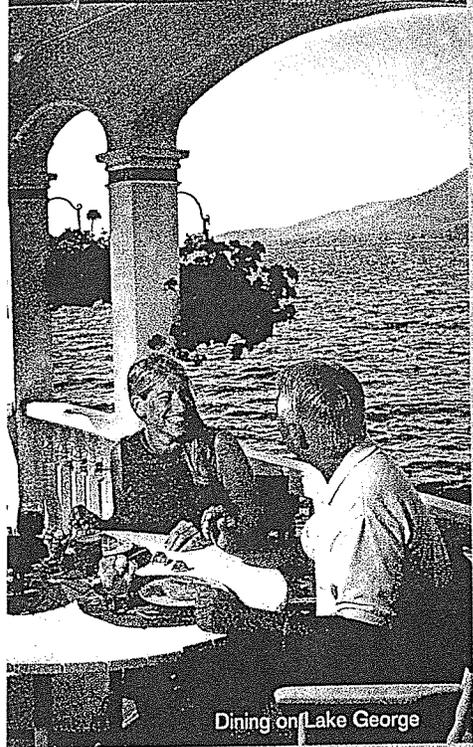
The Ritz-Carlton Westchester, located in White Plains, and the Doubletree Hotel in Tarrytown recently opened. Opening this summer will be a Hampton Inn and Suites and a Residence Inn by Marriott, both of which are in Yonkers.

What to Do

Shopping enthusiasts can visit The Westchester (a superlative shopping mall), The Galleria Mall as well as nearby Bloomingdale's. More great buys can be found in downtown White Plains. For antique shopping, the areas of Tarrytown and Larchmont have much to offer.

Westchester is home to several impressive historical sites and castles. The "Wonders of Westchester" are comprised of the county's most-visited venues of this type, including: Kykuit, the Rockefeller Estate in Sleepy Hollow; the Philipsburg Manor of

WARREN COUNTY, NEW YORK



Dining on Lake George

Warren County Tourism Dept.
visitlakegeorge.com
 800-365-1050 ext. C854
 Tanya Brand, Meeting & Special Event
 Promoter; brandt@co.warren.ny.us

AT A GLANCE With more than 400,000 square feet of versatile indoor and outdoor meeting space to choose from, site selection's a breeze! From traditional conference centers and exposition halls to rustic Adirondack-themed lodges and island resorts accompanied by spacious outdoor festival space, our diversity and affordability guarantees your event will be the highlight of the year.

SPOTLIGHT ON The Warren County Tourism Department looks forward to exceeding your expectations at each step of the planning process. Our representatives will take the time to understand your plans and offer resources and services. We offer an online RFP form for efficient responses to your proposal and can assist with site selections, publicity, promotional materials, welcome bags and hospitality exhibits. Plus we offer an incentive of up to \$50,000 for new events that take place here!

The Lake George Area in New York's Adirondacks is a four-season destination filled with adventurous meeting possibilities. Whether it's whitewater rafting, boat cruises, hiking or horseback riding, Lake George means big fun and beautiful scenic settings for your gathering. With our world-class attractions, year-round recreational activities, vast array of lodging and dining options and fascinating indoor and outdoor meeting space, we are the perfect fit for your meeting criteria. Let us help you get your plans underway. We have an unforgettable meeting or special event reserved just for you in the Lake George Area in New York's Adirondacks.

WE'RE NOT REALLY THE POT OF GOLD AT THE END OF THE RAINBOW BUT, IF YOU'RE PLANNING A SPECIAL EVENT WE'RE DARN CLOSE

IT'S MORE THAN LUCK — *WE WORK HARD FOR YOUR SUCCESS!*

We are a **FOUR SEASON** destination, 3 hours from NYC, Boston and Montreal, located directly off I-87, close to Amtrak and Albany International Airport. We have nearly 10,000 rooms, 300 restaurants, 6 cruise boats, more than 400,000 sq. ft. of indoor exhibition space and acres of vibrant green outdoor space, 145 amazing attractions and a local ILS state-of-the-art airport! All of this and more located in the beautiful, scenic landscape of towering mountains and crystal clear lakes.

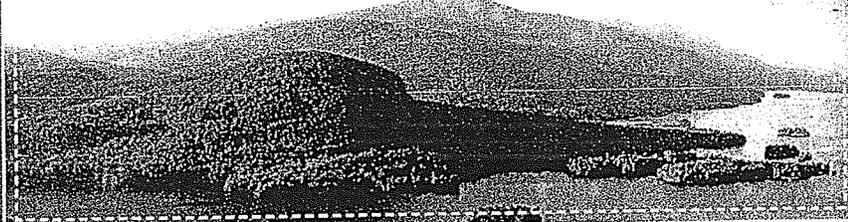
PLUS A \$50,000 INCENTIVE!

For meeting and special event planning assistance contact:

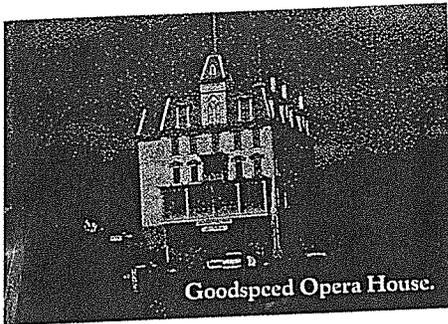
Tanya Brand
 Meeting and Special Event Promoter
 Warren County Tourism Department
 1340 State Rt. 9, Lake George, NY 12845
 800-365-1050 x C854

Or complete your Request for Proposal and Special Events Funding Incentive application online:
visitlakegeorge.com/meetings.php

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



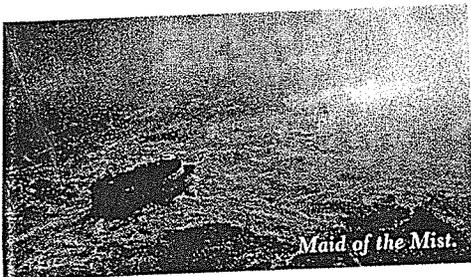
WHAT'S NEW



Goodspeed Opera House.

Goodspeed Musicals

Goodspeed Musicals is home of the American Musical and winner of two special Tony awards for outstanding achievements. Enjoy the Goodspeed experience at the historic and intimate Goodspeed Opera House set alongside the tranquil Connecticut River. For more information, call 60-873-8668, visit www.goodspeed.org, or circle Reader Service Card #665. See ad on page 58.



Maid of the Mist.

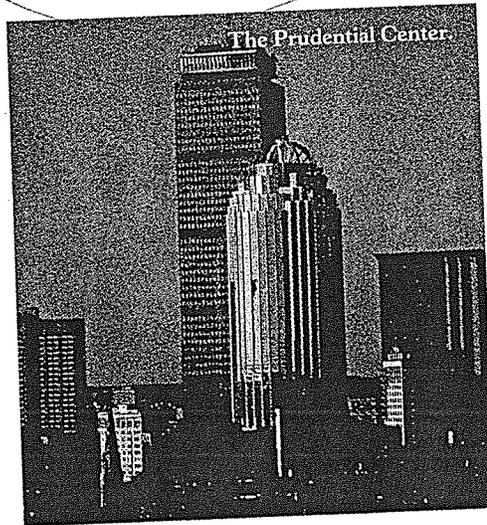
Maid of the Mist

Explore the roar of Niagara Falls on the Maid of the Mist, a world-famous boat ride that cruises right up to the base of the mighty falls. For more information, call 716-284-8897, visit www.maidofthemist.com, or circle Reader Service Card #504. See ad on page 60.

What's New in Warren County

The Warren County Tourism Department (New York) 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. Don't delay! Receive these tools today by calling 800-365-1050 and asking for Tanya or logging on to www.visitlakegeorge.com and clicking on "Groups." For more information, circle Reader Service Card #442. See ad on page 60.



The Prudential Center.

The Shops at the Prudential Center

Located in the heart of Boston's Back Bay, The Shops at Prudential Center features more than seventy-five shops, restaurants, and attractions, including the region's only Saks Fifth Avenue, New England favorite Vineyard Vines, and Boston's only sky-high observation deck at the Skywalk. Summer events at the Center include the Magic 106.7 Family Film Festival out on South Garden featuring family friendly movies each Saturday night from July 25 through August 29, as well as a Not Your Average Night Out movie series featuring themed movie events Thursday nights in June. For more information, please visit www.prudentialcenter.com or circle Reader Service Card #671. See ad on page 68.

- 58 CONNECTICUT
- 70 DELAWARE
- 61 MAINE
- 66 MARYLAND
- 68 MASSACHUSETTS
- 70 NEW BRUNSWICK
- 70 NEW HAMPSHIRE
- 64 NEW JERSEY
- 59 NEW YORK
- 70 NEWFOUNDLAND & LABRADOR
- 70 NOVA SCOTIA
- 61 PENNSYLVANIA
- 70 PRINCE EDWARD ISLAND
- 70 QUÉBEC
- 65 RHODE ISLAND
- 70 VERMONT
- 70 WASHINGTON, D.C.

Make your Reader Service requests online by visiting www.packagedtravelinsider.com.