

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

2010 Group Tour Adventure Planner:

- 2010 Group Tour Planner will be delivered this week. Please notice the exciting new cover design, Frequently Asked Questions page, 4 new Sample Itineraries, Scenic Drives & Services and a Request for Additional Information & Feedback Form
- A press release was issued to Tour Operators, local media and on VisitLakeGeorge.com regarding its debut and availability. Packaged Travel Insider will pick up the press release in its January Issue which has additional circulation at American Bus Association Marketplace
- The 4 New Itineraries have been added to the Groups Page of the Website and live links have been added to "Fun Things to See & Do" on the Groups Landing Page

2009 Meeting & Convention Planner:

- New listing additions include Park Street Theatre

Promotion & Follow-up to leads:

- Provided resource materials to NYS Association of School Psychologists who will be having their annual meeting at the Sagamore in 2010. This group has requested additional materials from this office for the main 2010 event, specifically Welcome Bags.
- Conducted group tour mailing to 53 East Coast Bank Clubs
- Conducted group tour mailing to 41 Outdoor Clubs
- Compiled Database of 25 Tour Operator names for future mailing to Southern Central Motorcoach Association
- Assisted ILNY with coordination of promotional Upstate New York Tour for German prize winners. Secured complimentary lodging at The Sagamore and Fort William Henry, complimentary admission and lunch on the Sacrament along with resource materials and personal meet & greet

Local Events & Outreach:

- Currently collaborating with Velo Quebec Voyages to assist with coordination and site inspections for Le Grand Tour, A 2,000+ participant bicycling tourism event proposed for August of 2010. This event was started in 1994 and is essentially an organized, 6 day vacation for bicycle aficionados. The Tour would depart from Lake George Village, travel to Ticonderoga, Plattsburgh, and end in Montreal. Cyclists would arrive in Lake George on busses from southern Montreal. Bicycles will follow in 53' tractor trailers. Most cyclists would camp outdoors the night prior to the departure but organizers are interested in hotel facilities also to accommodate approximately 250 and indoor space at the departure site with showers, restrooms and areas for registration and possible emergency shelter for inclement weather. Depending on the departure site selection, participants would be utilizing area restaurants, and attractions for entertainment the night of arrival. Although it is not the preferred scenario, If a centrally located departure site cannot be secured, the group would utilize caterers and vendors for entertainment to be brought in. Warren County site inspections included the following properties: The Lake George Forum and Wild West, Battlefield Park and additional DEC facilities such as Million Dollar Beach, Lake George High School and Elementary Schools, The Lake George Recreation Center, The Dome and Adirondack Community College. Not only does this event offer a positive economic impact for the host and potential large-scale media visibility both regionally and internationally but also lends support to the Quebec/New York State cross-border tourism initiative, with a emphasis on eco-tourism...a concept in which tourists leave a low "carbon footprint" on the landscape as they travel
- Met group of 75+ Seniors at 1000 Acres for photo opportunity. 3 separate groups from Beaverton, New Jersey rode the Upper Hudson Railroad to 1000 Acres for lunch and then planned to do the Thurman Station Farmers Market

Ad Placements:

- **Packaged Travel Insider: March/April, July/August, Nov/Dec Issues**

Upcoming Shows:

- **Greater NJ Motorcoach Marketplace: Atlantic City, NJ Nov 4, 2009**  
This has proven to be a very successful show and 500+ pre-packed bags are expected to be distributed this year
- **Ontario Motorcoach Association: Ontario, Canada Nov. 9-11, 2009. 35 appointments scheduled (maximum allowed)**
- **Meetings Quest: Chicago, Illinois Nov 12, 2009**  
*(Michael Consuelo of Lake George Regional Chamber of Commerce will be 2<sup>nd</sup> delegate for this show)*  
450 pre-show incentive postcards will be mailed to encourage planners to share their Request for Proposal Forms
- **American Bus Association: Washington D.C., Jan 15-19, 2010**  
**NEW Promotion for ABA 2010: Incentive Postcard & Adirondack Chair Booth Giveaway**  
Warren County Participants of ABA Binder are as follows:  
Lake George Steamboat, Tiki Resort, Six Flags Great Escape Lodge & Queensbury Hotel. All participants must be members of ABA

Success Stories:

**Paragon Tours:** Is already working on promotion for the 2010 Balloon Festival  
Pioneer Valley School Seniors (approx 75) will be staying at the Surfside Resort, Memorial Day Weekend and has packaged with them to visit a choice of attractions: Whitewater rafting, Six Flags or Adirondack Extreme Adventure Course. (2 breakfast and 1 dinner will be provided at the hotel, additional meals will be on their own