

AGENDA

WARREN COUNTY TOURISM DEPARTMENT

December 2, 2009

Committee Members:

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

F. Monroe, Chairman Board of Supervisors
J. Sady, Clerk of The Board

-
1. **MINUTES:** Acceptance of October 28, 2009 meeting minutes with corrections and/or deletions.
 2. **ACTION ITEMS:**
 - A. 2010 Resolution Requests:
 1. Travel - Consumer Shows
 2. Travel – Group Tour/Corporate Shows & Marketplaces
 3. Paid Brochure Distribution Contracts
 4. Stipend for Model Usage
 5. Smith Travel Research
 3. **FOR YOUR INFORMATION**
 - A. Tourism Department Update – Kate Johnson
 - B. Group Tour/Meetings Update – Tanya Brand
 - 2010 Group Tour Planner
 - Velo Quebec Status
 - C. Creative Update- Peter Girard
 - Winter Website
 - Winter TV/VOD
 - NYC Subway Posters
 4. **OLD BUSINESS**
 - No pending items
 5. **NEW BUSINESS**
 - Luisa Sherman – Warren County Council of Chambers Update
 - Mike Hoffman
 6. **ADJOURN**

Warren County Tourism • 1340 State Route 9 • Lake George • New York 12845-9803
518.761.6366 • Fax: 518.761.6368 • VisitLakeGeorge.com • wctour@co.warren.ny.us

“Bet’cha we can make you smile!”

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS*

***Please List All Other Requests Not Covered by Previous Resolution Request Forms Here. Please attach any backup information available and be as detailed as possible.**

DEPARTMENT NAME: Tourism

DATE: 12/2/09

(a) Purpose of Request: Continue to authorize attendance at 2010 in-state and out-of-state consumer shows and conferences by Tourism Department personnel and County Supervisors.

(b) Details: See attached for details.

(c) Previous Resolution Number: 810 of 2008

SCHEDULE "A"

TOURISM DEPARTMENT

2010 CONSUMER SHOW/CONFERENCE SCHEDULE

<u>PLACE</u>	<u>TYPE</u>	<u>DATES</u>
Edison, NJ	Sport/Outdoor	January 14 - 17
Albany, NY	NYSTVA Conference	February 8 - 10
Suffern, NY	RV/Camp	February 12 - 15
Springfield, MA	Sport/Outdoor	February 18 - 21
New York, NY	NY Times Travel	February 26 - 28
Suffern, NY	Sport/Outdoor	March 4 - 7
Atlantic City, NJ	RV/Camp	March 5 - 7
Albany, NY	Travel Fair	April 28
Hartford, CT	Women's Expo	September 11 - 12
Albany, NY	Travel Fair	September 29
Albany, NY	Snow Expo	November 5 - 7

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

- Tourism Director
- Assistant Tourism Coordinator
- Senior Tourism Specialist
- Group Tour/Convention Promoter
- Creative Director
- County Supervisors

27 10/20/09

Warren County Board of Supervisors

RESOLUTION NO. 810 OF 2008

Resolution introduced by Supervisors Tessier, Belden, Kenny, Sheehan, Merlino, Simmes and Strainer

²⁰¹⁰
**AUTHORIZING ATTENDANCE AT ~~2009~~ IN-STATE AND OUT-OF-STATE
CONSUMER SHOWS BY TOURISM DEPARTMENT PERSONNEL AND COUNTY
SUPERVISORS - TOURISM DEPARTMENT**

WHEREAS, the Tourism Department has presented the calendar of Consumer Shows to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the ²⁰¹⁰~~2009~~ Tourism budget, and

WHEREAS, the Tourism Department encourages County Supervisors to attend and take part in such Consumer Shows whenever possible, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any of the employees within the Tourism Department designated by the Tourism Director and those Supervisors having an interest in such Consumer Shows be, and hereby are, authorized to attend the in-state and out-of-state ²⁰¹⁰~~2009~~ Consumer Shows as set forth in Schedule "A", attached hereto, with the understanding that if a County Supervisor attends a show and vouchers expenses, a report on his/her attendance will be made at the next Tourism Committee meeting, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof.

SCHEDULE "A"

TOURISM DEPARTMENT

2009 CONSUMER SHOW SCHEDULE

CONSUMER SHOWS

<u>PLACE</u>	<u>TYPE</u>	<u>DATE</u>
<u>WARREN COUNTY PARTICIPATION IN COUNTY SHOWS:</u>		
Edison, NJ	Sport/Outdoor	January 8-11
New York, NY	NY Times Travel	February 6-8
Suffern, NY	RV/Camp	February 13-16
W. Springfield, MA	Sport/Boat	February 19-22
Suffern, NY	Sport/Outdoor	March 5-March 8
Atlantic City, NJ	RV/Camp	March 6-March 8
Albany, NY	Travel Fair	April 15
Hartford, CT	Women's Expo	Sept 12-13
Albany, NY	Travel Fair	Sept 30
Albany, NY	Snow Expo	November 6-8

*new
new
schedule*

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

- ① Tourism Director Catherine Johnson
- ② Assistant Joanne Conley
- ③ Tourism Annie McMahon
- ④ Coordinator Susan Tucker
- ⑤ Senior Ellen B. Himmelblau
- ⑥ Tourism Peter L. Girard
- ⑦ Specialist Tanya Brand
- ⑧ County Supervisors
- ⑨ Creative Director
- ⑩ Group Travel Convention Promoter

*Jan 2010
LIST TIMES*

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS*

***Please List All Other Requests Not Covered by Previous Resolution Request Forms Here. Please attach any backup information available and be as detailed as possible.**

DEPARTMENT NAME: Tourism

DATE: 12/2/09

(a) Purpose of Request: Continue to authorize attendance at 2010 in-state, out-of-state, and Canadian Motorcoach trade shows/sales blitzes/marketplaces/conferences by Tourism Department personnel and County Supervisors

(b) Details: See attached for details.

(c) Previous Resolution Number: 809 of 2008

SCHEDULE "A"
TOURISM DEPARTMENT

2010 MOTORCOACH TRADE SHOW/SALES BLITZ/MARKETPLACE/CONFERENCE SCHEDULE

<u>PLACE</u>	<u>ASSOCIATION</u>	<u>DATES</u>
Washington, DC	American Bus Association	1/15 - 1/19/10
Albany, NY	The NYS Travel & Vacation Association	2/8-2/10/10
Columbus, OH	Heartland Travel Showcase	2/19 - 2/21/10
Harrisburg, PA	Pennsylvania Bus Assoc.	3/23/10
Niagara Falls, NY	African American Travel Conference	4/21-4/23/10
New York, NY	Amtrak's NY by Rail Day	May 2010
Saratoga Springs, NY	ESSAE (Empire State Society of Assoc. Executives)	June 2010
New York - location TBA	Travel Expo	August 2010
New Orleans, LO	Teams Conference	October 2010
Montreal, Quebec	National Tour Association	11/13 - 11/17/10
Holyoke, MA	King Ward Travel Show	8/19/10
Boston, MA	Meetings Quest	to be announced
Chicago, IL	Destinations Showcase	2/24-2/25/10
Louisville, KY	Connect	August 2010

NOTE: Above dates are exclusive of travel to and from shows

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE
 AT SUCH SHOWS BY THE TOURISM DIRECTOR:

Tourism Director
 Assistant Tourism Coordinator
 Group Tour/Convention Promoter
 Senior Tourism Specialist
 Creative Director
 County Supervisors

Warren County Board of Supervisors

RESOLUTION NO. 809 OF 2008

Resolution introduced by Supervisors Tessier, Belden, Kenny, Sheehan, Merlino, Simmes and Strainer

²⁰¹⁰
AUTHORIZING ATTENDANCE AT ~~2009~~ IN-STATE AND OUT-OF-STATE AND CANADA MOTORCOACH TRADE SHOWS/SALES BLITZ/MARKETPLACES BY TOURISM DEPARTMENT PERSONNEL AND COUNTY SUPERVISORS - TOURISM DEPARTMENT

WHEREAS, the Tourism Department has presented the calendar of Motorcoach Trade Shows/Sales Blitz/Marketplaces to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the ²⁰¹⁰ ~~2009~~ Tourism budget, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any employee within the Tourism Department designated by the Tourism Director and those Warren County Supervisors having an interest in attending the In-State and Out-of-State and Canada ²⁰¹⁰ ~~2009~~ Motorcoach Trade Shows/Sales Blitz/Marketplaces be, and hereby are, authorized to attend the in-state and out-of-state and Canada ²⁰¹⁰ ~~2009~~ Motorcoach Trade Shows/Sales Blitz/Marketplaces as set forth in Schedule "A", attached hereto, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and Warren County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof.

see new schedule

SCHEDULE "A"

TOURISM DEPARTMENT

2009 MOTORCOACH TRADE SHOW/SALES BLITZ/MARKETPLACE SCHEDULE

<u>PLACE</u>	<u>ASSOCIATION</u>	<u>DATES</u>
Charlotte, NC	American Bus Association	1/7-1/12/2009
Pittsburgh, PA	Heartland Travel Showcase	2/20 - 2/22/2009
Siena College Loudonville, NY	Yankee Trails	2/26/2009
Harrisburg, PA	Pennsylvania Bus Association	3/24/2009
New York City	Amtrak's NY by Rail Day	May 2009 (exact date TBA)
Saratoga Springs, NY	ESSAE	6/25/2009
New York City	DONYS/NYC Sales Exchange	7/14/09
Connecticut	DONYS/CT Sales Exchange	8/5 - 8/6/2009
Washington, DC	Affordable Meetings - National	9/9 - 9/10/2009
Chicago, IL	Meetings Quest	10/21/2009
Quebec City, Canada	Quebec Bus Owners Assoc.	11/2 - 11/4/2009
London, Ontario	Ontario Motorcoach Assoc.	11/8 - 11/11/2009
Atlantic City, NJ	Greater NJ Motorcoach	Nov. 2009 (exact date TBA)
Boston, MA	Meetings Quest	Dec. 2009 (exact date TBA)

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

- ① Tourism Director - Catherine Johnson
- ② Assistant Tourism Coordinator - Joanne Conley
- ③ Senior Tourism Specialist - Annie McMahon
- ④ Creative Director - Susan Tucker
- ⑤ County Supervisors - Fanya Brandt
- ⑥ - Ellen B. Himmelblau
- ⑦ - Peter Girard

next year, use table only, not names per Amy Bartlett, Kelli

⑧ Group Tour / Convention Promoter

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 12/2/09

- (a) Is this a Result of a Bid or Request for Proposal? No
- (b) Purpose of Contract: to authorize contracts for 2010 brochure distribution
- (c) Name of Contractor: three contracts
- (d) Address of Contractor: see attached list
- (e) Contractor's Contact Person and Telephone Number: see attached list
- (f) Has or will the Contract be provided, if so, please attach: no
- (g) Commencement Date of Contract: January 1, 2010
- (h) Termination Date of Contract: December 31, 2010
- (i) Payment Provisions:
- i) lump sum amount lump sums
 - ii) hourly rate amount N/A
 - iii) Total amount not to exceed \$8,715.00
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project etc. when invoiced for the year
- (j) Where are the Funds for this Contract ? List Budget Code, (with title), Object Code (with title), and Amount: OR Capital Project OR Capital Reserve Project
Number, and Title, and Amount: A.6417 470 (contract) \$8,715.00
See attached list for breakdown.

Warren County Board of Supervisors

RESOLUTION NO. 808 OF 2008

Resolution introduced by Supervisors Tessier, Belden, Kenny, Sheehan, Merlino, Simmes and Strainer

AUTHORIZING AGREEMENTS WITH VARIOUS COMPANIES/AGENCIES FOR BROCHURE DISTRIBUTION FOR THE TOURISM DEPARTMENT

RESOLVED, that Warren County continue the contractual relationship, (the previous contracts being authorized by Resolution No. ~~801~~ ⁸⁰⁸ of ~~2007~~ ²⁰⁰⁸), with the following companies/agencies for brochure distribution, for a term commencing January 1, ~~2009~~ ²⁰¹⁰, and terminating December 31, ~~2009~~ ²⁰¹⁰, for the amounts set forth below, and the Chairman of the Board of Supervisors be, and hereby is, authorized to execute agreements in the form approved by the County Attorney:

COMPANIES/ AGENCIES	ADDRESS	DESCRIPTION	AMOUNT
Getaways On Display, Inc. Chad Landis, Acct Rep.	147 Arrowhead Dr. Manheim, PA 17545	MD, NJ, & PA Brochure Distribution	\$ 3,295.00
The Lake Placid Chamber of Commerce, Inc. (James McKenna, CEO)	Lake Placid - Essex Co. Visitor's Bureau 49 Parkside Drive Lake Placid, NY 12946	Crown Point & 2 High Peaks Rest Areas Brochure Distribution	\$ 650.00
Henry Hudson Tours, Inc. Inc. c/o Charles Daley dba Travel Plaza Information Centers	PO Box 10 Saugerties, NY 12477	Brochure Distribution- Thruway Info Ctrs.	\$ 5,495.00
HA-PE-DE, Inc. (Kathleen Barrie)	4 Stonegate Dr. Queensbury, NY 12804	Exit 9 - Cliffon Park Information Center * Ex. 17 Brochure Distribution	\$ 1,550.00 \$ 2,570.00

CODE A.6417 470

TOTAL ~~\$10,990.00~~

\$ 8,715.00

and be it further

RESOLVED, that unless there should be a material change in contract terms, a change in rates/costs or a change or addition of a new contractor/agency, a further Board resolution will not be necessary for the Chairman of the Board of Supervisors to execute new contracts and continue the contracts in future years for one year terms, provided appropriations for such contracts are made in the Tourism budget and the Tourism Director recommends continuation of the contracts, and be it further

RESOLVED, that the Board may, at any time upon the adoption of further resolutions, rescind and/or amend this authority or limit appropriations with regard to any one or more of the contracts listed below and request to terminate the contract pursuant to the terms thereof, and the Department Head shall be responsible for acting in accordance with such actions, and be it further

RESOLVED, that the Chairman of the Board be, and hereby is, authorized to execute agreements, and from time to time as may be necessary, further contracts consistent with the term set forth herein, with said contractors/agencies in the form approved by the County Attorney.

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: TOURISM

DATE: 12/2/09

- (a) Purpose of Request: to authorize the Director of Tourism to utilize models for Warren County/Adirondack photography and video in 2010

- (b) Details: not to exceed fifteen (15) models; \$50.00 stipend per model

- (c) Previous Resolution Number: 807 of 2008

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: A.6417 481 Tourism - Promotion; \$750.00

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 807 OF 2008

Resolution introduced by Supervisors Tessier, Belden, Kenny, Sheehan, Merlino, Simmes and Strainer

AUTHORIZING THE DIRECTOR OF TOURISM TO UTILIZE MODELS FOR PHOTOGRAPHY AND VIDEO WITH A FIFTY DOLLAR (\$50) STIPEND TO EACH MODEL FOR SERVICES - TOURISM DEPARTMENT

RESOLVED, that the Warren County Tourism Director, Kate Johnson, be authorized to recruit a number of models (not to exceed fifteen [15] models) for the purpose of tourism advertising and promotion in all forms of media, and pay each model a stipend of Fifty Dollars (\$50) for a term commencing January 1, 200¹⁰~~9~~ and terminating December 31, 200¹⁰~~9~~, for a total not to exceed Seven Hundred Fifty Dollars (\$750), with funding to be paid out of Tourism Promotion monies.

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: 12/2/09

(a) Purpose of Contract Change: to extend existing contract for 2010 to provide hotel occupancy and rate data to Warren County

(b) Resolution No., or Nos. if Amended, which Authorized the Original Contract: 796 of 2007, 910 of 2008

(c) Name of Contractor: Smith Travel Research Inc.

(d) Address of Contractor: 735 East Main Street Hendersonville, TN 37075

(e) Contractor's Contact Person and Telephone Number: Duane Vinson (615) 824-8664 ext. 310

(f) Commencement Date of Amended Contract: January 1, 2010

(h) Termination Date of Amended Contract: December 31, 2010

(i) Payment Provisions: i) lump sum amount \$1,900.00

ii) hourly rate amount N/A

iii) Total amount not to exceed \$1,900.00

iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project etc. as invoiced)

(j) Where are the Funds for this Contract ? List Budget Code, (with title), Object Code (with title), and Amount: OR Capital Project OR Capital Reserve Project
Number, and Title, and Amount: A.6417 470 (Contract); not to exceed \$1,900.00

Warren County Board of Supervisors

RESOLUTION NO. ~~910~~ OF 2008

Resolution introduced by Supervisors Tessier, Belden, Kenny, Sheehan, Merlino, Simmes and Strainer

AUTHORIZING AGREEMENT WITH SMITH TRAVEL RESEARCH, INC. TO PROVIDE HOTEL OCCUPANCY AND RATE DATA TO WARREN COUNTY - TOURISM DEPARTMENT

RESOLVED, that the Warren County Board of Supervisors hereby authorizes an agreement with Smith Travel Research, Inc., 735 East Main Street, Hendersonville, Tennessee 37075, to provide hotel occupancy and rate data to Warren County from the period of January 1, ²⁰¹⁰~~2009~~ to December 31, ²⁰¹⁰~~2009~~, at a cost of ^{NINE}~~Three~~ Thousand ^{1,900}~~Three~~ Hundred Dollars (\$~~3,300~~), and the Chairman of the Board of Supervisors be, and hereby is, authorized to execute an agreement in the form approved by the County Attorney, and be it further

RESOLVED, that the funds for said agreement shall be paid out of Tourism Promotion monies.

Grant, Leisa

From: Johnson, Kate
Sent: Tuesday, August 18, 2009 10:43 AM
To: Grant, Leisa
Subject: FW: STR Destination Reports

From: Karrie Keen [mailto:karrie@wwstar.com]
Sent: Tuesday, August 11, 2009 4:05 PM
To: Johnson, Kate
Cc: Jenny Trotter
Subject: STR Destination Reports

Good Afternoon Kate,

Great talking with you today.

As discussed, for the 2010 contract year, you will be dropping the weekly trend and keeping the weekly multi-segment report for \$1,900 annually.

At the end of January 2010, you can email the trend department at trend@smithtravelresearch.com to order the custom trend report for \$425 that would end December 2009.

Please let me know if you have any questions.

Regards,

Karrie

Karrie C. Keen
Client Services Account Manager
STR
735 East Main St, Hendersonville, TN 37075, USA
Tel: +1 615-824-8664 ext. 3331
Fax: +1 615-824-3848
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8/18/2009

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: December 4, 2009

- (a) Is this a Result of a Bid or Request for Proposal? No
- (b) Purpose of Contract: to authorize an agreement with McGillivray Consulting Group to provide consulting services with regard to the suitability for use of the Gaslight Village property, as a performance venue.
- (c) Name of Contractor: McGillivray Consulting Group
- (d) Address of Contractor: 7380 Sand Lake Road, Suite 500, Orlando, FL 32819
- (e) Contractor's Contact Person and Telephone Number: Michael A. Pharr, VP of Operations 407-481-0019
- (f) Has or will the Contract be provided, if so, please attach: no
- (g) Commencement Date of Contract: 12/10/09
- (h) Termination Date of Contract: 12/31/09
- (i) Payment Provisions: i) lump sum amount \$3,000.00
 ii) hourly rate amount _____
 iii) Total amount not to exceed \$3,000.00
 iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project etc. upon completion of the project
- (j) Where are the Funds for this Contract? List Budget Code, (with title), Object Code (with title), and Amount: OR Capital Project OR Capital Reserve Project
Number, and Title, and Amount:
A.6417 481 Tourism - Promotion \$ 3,000



Fred Monroe
Chairman, Warren County Board of Supervisors
1340 State Road 9
Lake George, New York 12845

November 18, 2009

Dear Fred,

It was a pleasure to speak to you by phone yesterday with regard to the revitalization of the Gas Light Village district of Lake George. McGillivray Consulting Group (MCG) would be pleased to use our experience in themed entertainment to assist you in this matter.

As we discussed, a prudent first step would be for a MCG representative to visit the site. The goals of this trip would be the following:

- Meet with the local stake-holders to document specific needs and desires and to understand underlying financial constraints
- Establish immediate, short-term and long-term goals for the property
- Assess the facilities to determine their suitability for use as a performance venue
- Determine steps required to make facilities usable
- Agree on a work plan to move the project forward
- MCG will publish a written summary to stake-holders following the trip

Pursuant to the above, MCG proposes to send a representative to Lake George for a two-day preliminary investigation, arriving on the afternoon of day one, staying overnight in Lake George and departing late afternoon on day two. Our fee for this would be \$3,000 payable prior to booking the flight and hotel.

We look forward to helping to make this project a reality. Please contact me with any questions or comments.

Sincerely,

Michael A. Pharr
VP of Operations

7380 Sand Lake Road, Suite 500, Orlando, Florida 32819
Phone: 407-481-0019

Warren County Board of Supervisors

RESOLUTION NO. ___ OF 2009

Resolution introduced by Supervisors Kenny, Tessier, Merlino, Bentley, Champagne, Simmes and Goodspeed

AUTHORIZING AGREEMENT WITH MCGILLIVRAY CONSULTING GROUP (MCG) TO PROVIDE CONSULTING SERVICES WITH REGARD TO SUITABILITY FOR USE OF GASLIGHT VILLAGE AS A PERFORMANCE VENUE - OCCUPANCY TAX

RESOLVED, that Warren County enter into an agreement with McGillivray Consulting Group (MCG), 7380 Sand Lake Road, Suite 500, Orlando, Florida 32819, to provide consulting services with regard to the suitability for use of Gaslight Village as a performance venue, in an amount not to exceed Three Thousand Dollars (\$3,000) for a term commencing December 10, 2009, and terminating December 31 (C) 2009, and be it further

RESOLVED, that the Chairman of the Board be, and hereby is, authorized and directed to execute an agreement in a form approved by the County Attorney.

Summer Conversion Comparisons 2007 – 2009

Summer 2009 Conversion Survey – People who downloaded summer coupons (Link to online survey sent via email)

<u>Surveys sent</u>	<u># Completed</u>	<u># visited</u>	<u>% responded</u>	<u>% converted</u>
5,913	541	507	9.15%	93.72%

541 (completed) of 5,913 (sent) is 9.15% Survey Response Rate
507 (visited) of 540 (completed) is 93.72% Conversion Rate based on those who responded

Summer 2008 Conversion Survey – People who responded to Time Warner TV ads (Link to online survey sent on a postcard)

<u>Surveys sent</u>	<u># Completed</u>	<u># visited</u>	<u>% responded</u>	<u>% converted</u>
17,645	92	49	0.52%	53%

92 (completed) of 17,645 (sent) is 0.52% Survey Response Rate
49 (visited) of 92 (completed) is 53% Conversion Rate based on those who responded

Summer 2007 Conversion Survey – People who downloaded the summer coupons (Link to online survey sent via email)

<u>Surveys sent</u>	<u># Completed</u>	<u># visited</u>	<u>% responded</u>	<u>% converted</u>
3,970	483	481	12.2%	99.5%

483 (completed) of 3,970 (sent) is 12.2% Survey Response Rate
481 (visited) of 483 (completed) is 99.5% Conversion Rate based on those who responded

Summer Conversion (Coupon) Survey 2009

1. Do you wish to provide your name and address to be entered in the drawing?

		Response Percent	Response Count
Yes	<input type="checkbox"/>	84.8%	484
No	<input type="checkbox"/>	15.2%	87
			<i>answered question</i>
			571
			<i>skipped question</i>
			3

2. Please provide your name and address to be entered in the drawing.

		Response Percent	Response Count
Name:	<input type="text"/>	100.0%	469
Company:	<input type="text"/>	8.3%	39
Address 1:	<input type="text"/>	100.0%	469
Address 2:	<input type="text"/>	5.1%	24
City/Town:	<input type="text"/>	100.0%	469
State:	<input type="text"/>	100.0%	469
ZIP/Postal Code:	<input type="text"/>	100.0%	469
Country:	<input type="text"/>	100.0%	469
			<i>answered question</i>
			469
			<i>skipped question</i>
			105

3. What is the zip code where you reside?

Response
Count

85

answered question 85

skipped question 489

4. What directed you to VisitLakeGeorge.com

Response
Percent Response
Count

Magazine  1.5% 8

TV ad  3.3% 18

Search Engine  16.6% 90

Newspaper  0.2% 1

Referred by friend/family  7.0% 38

Consumer or trade show  0.9% 5

Been there before  **50.4%** **273**

Internet/website  20.1% 109

Other (please specify) 11

answered question 542

skipped question 32

5. Did you do additional research before you made travel plans to visit the Lake George Area? (Check all that apply)

		Response Percent	Response Count
Internet		85.7%	456
Request information by mail		61.5%	327
Call our toll free number		4.1%	22
Other (please specify)		4.9%	26
<i>answered question</i>			532
<i>skipped question</i>			42

6. Did you visit the Lake George Area in New York's Adirondacks between May 1 and October 12, 2009?

		Response Percent	Response Count
Yes		92.2%	507
No		7.8%	43
<i>answered question</i>			550
<i>skipped question</i>			24

7. Please tell us why you did not visit the Lake George Area.

		Response Percent	Response Count
Did not vacation during this time period		52.8%	19
Plan to visit at a future date		30.6%	11
Price		11.1%	4
Not the type of vacation I am looking for		0.0%	0
Went somewhere else - see next question		16.7%	6
	Other (please specify)		7
			<i>answered question</i> 36
			<i>skipped question</i> 538

8. What was your alternate vacation destination?

	Response Percent	Response Count
Cruise	9.1%	2
Gaming	13.6%	3
City	4.5%	1
Beach	27.3%	6
Mountains	13.6%	3
Resort	0.0%	0
Tour	0.0%	0
Theme Park	4.5%	1
International Travel	4.5%	1
Other US Destination	22.7%	5

answered question 22

skipped question 552

9. Where was your alternate vacation destination?

Response Count

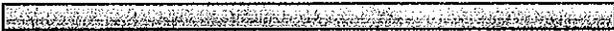
25

answered question 25

skipped question 549

3. Where was your alternate vacation destination?		Response Count
		Hide replies 25
1. Florida	Mon, Nov 9, 2009 7:01 PM	Find...
2. Key West	Sun, Nov 8, 2009 10:16 AM	Find...
3. NONE WE WENT TO LAKE GEORGE	Sat, Nov 7, 2009 1:48 PM	Find...
4. stayed at home	Wed, Nov 4, 2009 7:48 PM	Find...
5. stayed home	Wed, Nov 4, 2009 7:14 PM	Find...
6. did not vacation	Tue, Nov 3, 2009 7:48 PM	Find...
7. ni	Tue, Nov 3, 2009 7:05 PM	Find...
8. Cape Cod	Tue, Nov 3, 2009 7:01 PM	Find...
9. poconos sking	Tue, Nov 3, 2009 12:47 PM	Find...
10. Las Vegas	Tue, Nov 3, 2009 11:37 AM	Find...
11. Orlando, FL and Caribbean	Mon, Nov 2, 2009 9:44 PM	Find...
12. Portland, Maine	Mon, Nov 2, 2009 8:32 PM	Find...
13. oregon	Mon, Nov 2, 2009 7:55 PM	Find...
14. Az	Mon, Nov 2, 2009 7:15 PM	Find...
15. CT	Mon, Nov 2, 2009 5:43 PM	Find...
16. cooperstown	Mon, Nov 2, 2009 5:27 PM	Find...
17. I did not make other vacalino plans.	Mon, Nov 2, 2009 3:00 PM	Find...
18. llaly	Mon, Nov 2, 2009 2:21 PM	Find...
19. Old Forge, NY	Mon, Nov 2, 2009 2:10 PM	Find...
20. None	Mon, Nov 2, 2009 1:54 PM	Find...
21. HOME	Mon, Nov 2, 2009 1:54 PM	Find...
22. did not take a vacation this year	Mon, Nov 2, 2009 1:38 PM	Find...
23. Canton, Ohio	Mon, Nov 2, 2009 1:24 PM	Find...
24. Did not plan for one.	Mon, Nov 2, 2009 12:40 PM	Find...
25. niagara falls	Mon, Nov 2, 2009 12:17 PM	Find...
<i>answered question</i>		25
<i>skipped question</i>		548

10. Would you consider a visit to the Lake George area in the future?

		Response Percent	Response Count
Yes		100.0%	45
No		0.0%	0
<i>answered question</i>			45
<i>skipped question</i>			529

11. Have you visited the Lake George Area before?

		Response Percent	Response Count
Yes, I've been there before		87.3%	440
No, first-time visit		12.7%	64
<i>answered question</i>			504
<i>skipped question</i>			70

12. Did our Super Savings Coupons influence your decision to visit the Lake George Area?

		Response Percent	Response Count
Yes		28.6%	144
No		71.4%	359
<i>answered question</i>			503
<i>skipped question</i>			71

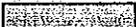
13. What type of coupons did you use? (Check all that apply)

	Response Percent	Response Count
Lodging <input type="checkbox"/>	10.6%	53
Attraction <input type="checkbox"/>	58.8%	295
Camping <input type="checkbox"/>	3.4%	17
Dining <input type="checkbox"/>	58.4%	293
Did not use coupons <input type="checkbox"/>	24.3%	122
<i>answered question</i>		502
<i>skipped question</i>		72

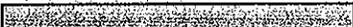
14. How many visits did you make between May 1 - October 12, 2009?

	Response Percent	Response Count
1 <input type="checkbox"/>	61.8%	310
2 <input type="checkbox"/>	23.3%	117
3 or more <input type="checkbox"/>	14.9%	75
<i>answered question</i>		502
<i>skipped question</i>		72

15. What was your TOTAL length of stay for all combined visits?

	Response Percent	Response Count
Day Trip 	5.2%	26
1 night 	2.4%	12
2-3 nights 	27.2%	137
4-5 nights 	21.2%	107
6-7 nights 	23.2%	117
8 or more nights 	20.8%	105
<i>answered question</i>		504
<i>skipped question</i>		70

16. Tell us the number of adults in your travel party.

	Response Percent	Response Count
1 	2.6%	13
2 	57.5%	287
3-4 	25.9%	129
5 or more 	14.0%	70
<i>answered question</i>		499
<i>skipped question</i>		75

17. Tell us the number of children under 18 years of age in your travel party.

		Response Percent	Response Count
None	<input type="checkbox"/>	45.1%	225
1-2	<input type="checkbox"/>	36.7%	183
3-4	<input type="checkbox"/>	14.8%	74
5 or more	<input type="checkbox"/>	3.4%	17
<i>answered question</i>			499
<i>skipped question</i>			75

18. What is your annual household income?

		Response Percent	Response Count
Less than \$20,000	<input type="checkbox"/>	2.1%	9
\$20,000 - \$40,000	<input type="checkbox"/>	7.3%	31
\$41,000 - \$60,000	<input type="checkbox"/>	18.5%	79
\$61,000 - \$80,000	<input type="checkbox"/>	23.4%	100
\$81,000 - \$150,000	<input type="checkbox"/>	38.9%	166
More than \$150,000	<input type="checkbox"/>	9.8%	42
<i>answered question</i>			427
<i>skipped question</i>			147

19. Tell us the sex of the person who downloaded the Super Saver Coupons.

	Response Percent	Response Count
Male	34.1%	168
Female	65.9%	324
<i>answered question</i>		492
<i>skipped question</i>		82

20. Tell us the age of the person who downloaded the coupons.

	Response Percent	Response Count
Under 18	0.0%	0
18 to 30	6.1%	30
31 to 45	32.4%	159
46 to 60	51.3%	252
61 and up	10.2%	50
<i>answered question</i>		491
<i>skipped question</i>		83

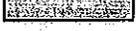
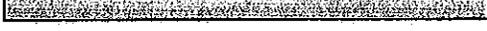
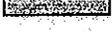
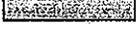
21. What is the highest level of education attained by the person who downloaded the coupons?

	Response Percent	Response Count
Some high school	0.2%	1
High School	28.4%	139
2-year college	24.9%	122
4 year college	25.7%	126
Graduate degree	19.2%	94
Doctorate degree	1.6%	8
<i>answered question</i>		490
<i>skipped question</i>		84

22. What type of lodging did you choose? (check all that apply)

		Response Percent	Response Count
Efficiency (motel room with kitchenette)	<input type="checkbox"/>	7.3%	36
Did not stay overnight	<input type="checkbox"/>	4.7%	23
Campground	<input type="checkbox"/>	13.2%	65
Hotel	<input type="checkbox"/>	20.3%	100
Motel	<input type="checkbox"/>	31.4%	155
Housekeeping Cottage	<input type="checkbox"/>	14.8%	73
Cabin (no kitchen)	<input type="checkbox"/>	3.0%	15
Bed & Breakfast/Country Inn/Lodge	<input type="checkbox"/>	2.0%	10
Friends or family	<input type="checkbox"/>	5.1%	25
Condominium	<input type="checkbox"/>	1.6%	8
Resort	<input type="checkbox"/>	11.6%	57
Ranch	<input type="checkbox"/>	0.6%	3
Second home owner	<input type="checkbox"/>	4.3%	21
Year round resident	<input type="checkbox"/>	1.4%	7
<i>answered question</i>			493
<i>skipped question</i>			81

23. Tell us what type of activities you participated in when you vacationed in the Lake George Area. (check all that apply)

		Response Percent	Response Count	
Family amusements (i.e., fun parks, boat cruises, mini golf)		73.4%	362	
Sports events		8.1%	40	
Arts/Culture (art events, exhibits, performances)		21.1%	104	
Bicycling		5.5%	27	
Scenic touring		60.2%	297	
Shopping for antiques		20.7%	102	
Shopping for local crafts and/or produce		53.5%	264	
Outlet/mall shopping		67.5%	333	
Dining experiences		79.5%	392	
Hiking		17.0%	84	
Fishing		20.9%	103	
Water sports (includes paddling, whitewater rafting, boating, waterskiing, parasailing)		40.4%	199	
Horseback riding		12.6%	62	
Golf		12.2%	60	
History and Heritage		34.1%	168	
Nature/Natural Attractions/Ecological		33.5%	165	
		Other (please specify)	35	
			answered question	493
			skipped question	81

1. car show	Fri, Nov 6, 2009 1:54 PM	Find...
2. Warrensburg Garage Sales	Wed, Nov 4, 2009 7:00 PM	Find...
3. Business	Wed, Nov 4, 2009 10:08 AM	Find...
4. Just enjoying the lake. reading, being with other vacationers	Tue, Nov 3, 2009 9:28 PM	Find...
5. visiting friends at the cabin	Tue, Nov 3, 2009 8:53 PM	Find...
6. family reunion	Tue, Nov 3, 2009 7:41 PM	Find...
7. Americade, Car Show	Tue, Nov 3, 2009 11:02 AM	Find...
8. Car Show	Tue, Nov 3, 2009 10:53 AM	Find...
9. Adirondack Annual Car Show	Tue, Nov 3, 2009 7:49 AM	Find...
10. Relaxing, enjoying the lake	Tue, Nov 3, 2009 7:13 AM	Find...
11. Car show	Mon, Nov 2, 2009 8:32 PM	Find...
12. Shopping in the Village is a big attraction	Mon, Nov 2, 2009 8:18 PM	Find...
13. ENJOYING THE BEAUTY	Mon, Nov 2, 2009 8:13 PM	Find...
14. Today Show	Mon, Nov 2, 2009 8:04 PM	Find...
15. looking for property to build on	Mon, Nov 2, 2009 8:03 PM	Find...
16. Americade	Mon, Nov 2, 2009 7:40 PM	Find...
17. Adirondack Extreme	Mon, Nov 2, 2009 7:37 PM	Find...
18. Saratoga Race Tract	Mon, Nov 2, 2009 7:19 PM	Find...
19. garage sales	Mon, Nov 2, 2009 7:04 PM	Find...
20. Adirondack Extreme	Mon, Nov 2, 2009 6:59 PM	Find...
21. ropes course	Mon, Nov 2, 2009 6:15 PM	Find...
22. motorcycle rally	Mon, Nov 2, 2009 3:34 PM	Find...
23. Americade	Mon, Nov 2, 2009 3:24 PM	Find...
24. Firemen's Parade	Mon, Nov 2, 2009 3:09 PM	Find...
25. scuba diving	Mon, Nov 2, 2009 3:05 PM	Find...
26. gaming	Mon, Nov 2, 2009 2:46 PM	Find...
27. Elvisfest	Mon, Nov 2, 2009 2:11 PM	Find...
28. Spa	Mon, Nov 2, 2009 2:10 PM	Find...
29. Americade	Mon, Nov 2, 2009 1:53 PM	Find...
30. Lake tour on cruise.	Mon, Nov 2, 2009 1:39 PM	Find...
31. wedding at the Sagamore	Mon, Nov 2, 2009 1:37 PM	Find...
32. zip lining	Mon, Nov 2, 2009 1:25 PM	Find...
33. Fireworks	Mon, Nov 2, 2009 1:20 PM	Find...
34. saratoga	Mon, Nov 2, 2009 12:59 PM	Find...
35. balloon festival	Mon, Nov 2, 2009 11:49 AM	Find...

24. Please tell us which communities you visited. (check all that apply)

		Response Percent	Response Count
Bolton	<input checked="" type="checkbox"/>	56.2%	278
Chester	<input checked="" type="checkbox"/>	5.9%	29
Hague	<input checked="" type="checkbox"/>	9.3%	46
Horicon	<input checked="" type="checkbox"/>	1.8%	9
Johnsburg (North Creek, North River)	<input checked="" type="checkbox"/>	7.7%	38
Lake George Village/Town	<input checked="" type="checkbox"/>	97.0%	480
Queensbury	<input checked="" type="checkbox"/>	53.7%	266
Stony Creek	<input checked="" type="checkbox"/>	4.4%	22
Thurman	<input checked="" type="checkbox"/>	1.6%	8
Warrensburg	<input checked="" type="checkbox"/>	35.8%	177
Glens Falls	<input checked="" type="checkbox"/>	51.1%	253
Lake Luzerne	<input checked="" type="checkbox"/>	24.4%	121
		<i>answered question</i>	495
		<i>skipped question</i>	79

25. Please rate your overall stay in the Lake George Area.

	Response Percent	Response Count
Poor	0.2%	1
Fair	1.0%	5
Good	8.9%	44
Very Good	42.3%	208
Excellent	47.6%	234
<i>answered question</i>		492
<i>skipped question</i>		82

26. If you spent one or more nights in the Lake George Area, how much did you spend on accommodations per night?

	Response Percent	Response Count
Less than \$50	10.3%	48
\$51 - \$100	28.6%	133
\$101 - 200	48.4%	225
More than \$200	12.7%	59
<i>answered question</i>		465
<i>skipped question</i>		109

27. Whether you visited overnight or visited for the day, please attempt to recall as accurately as possible the TOTAL DAILY expenditures for your party.

	\$0-25	\$26-50	\$51-75	\$76-100	\$101 +	Response Count
Meals	6.6% (32)	21.8% (106)	24.7% (120)	21.0% (102)	25.9% (126)	486
Shopping & Souvenirs	25.8% (122)	27.1% (128)	22.2% (105)	10.8% (51)	14.0% (66)	472
Entertainment/Attractions & Events	11.1% (50)	26.5% (120)	24.3% (110)	18.4% (83)	19.7% (89)	452
Transportation	68.0% (276)	19.5% (79)	5.9% (24)	3.4% (14)	3.2% (13)	406
All other	29.2% (94)	33.2% (107)	14.3% (46)	12.4% (40)	10.9% (35)	322
					<i>answered question</i>	489
					<i>skipped question</i>	85

28. Would you recommend the Lake George Area to friends and family?

	Response Percent	Response Count
Yes	99.8%	492
No	0.2%	1
	<i>answered question</i>	493
	<i>skipped question</i>	81



survey title:

Summer Conversion (Coupon) Survey 2009 [Edit Title](#)

[design survey](#)

[collect responses](#)

[analyze results](#)

[View Summary](#)

current report: [Default Report](#) [Add Report](#)

[Browse Responses](#)

Response Summary

Total Started Survey: 573

Total Completed Survey: 540 (94.2%)

[Filter Responses](#)

Select a page to view below or [view all pages](#):

[Crosstab Responses](#)

[#16. Please tell us why not](#)

[Download Responses](#)

Page: [Please tell us why not](#)

[Share Responses](#)

1. Tell us why you would not recommend the Lake George Area.

[Download](#)

Response
Count

[Hide replies](#)

1

1. I don't want it bull up more that it is. Let's keep this area the way it is or even better the way it was. Walmart on the north end of the lake?? I feel for the small shop owners.

Tue, Nov 3, 2009 7:13 PM

[Find...](#)

answered question

1

skipped question

572

Select a page to view below or [view all pages](#):

[#16. Please tell us why not](#)

29. Will you visit the Lake George Area in the future?

	Response Percent	Response Count
Yes	100.0%	3
No	0.0%	0
<i>answered question</i>		3
<i>skipped question</i>		571

30. Tell us why you would not visit the Lake George Area in the future.

	Response Count
	0
<i>answered question</i>	0
<i>skipped question</i>	574

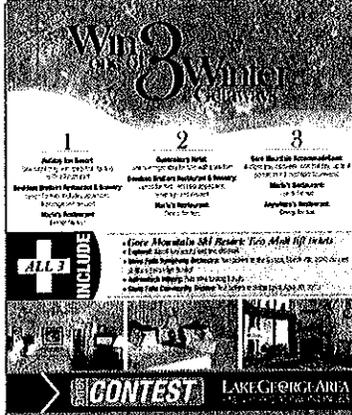
31. Tell us why you would not recommend the Lake George Area.

	Response Count
	1
<i>answered question</i>	1
<i>skipped question</i>	573

2010 Partner Email Blast Program Participants

Blast Date	Subject	Business # 1	Business # 2	Business # 3
Jan 13	Winter Activities and Events	Fort William Henry 11.06.09		
Feb 10	Request & Share 2010 Travel Guide w/friend	Lake George RV 11.02.09		
Mar 3	Spring Skiing and Maple Sugaring			
Mar 17	Whitewater Rafting & Giveaway			
Apr 7	Camping and Giveaway	Lake George RV 11.02.09	Adk Sports Complex 11.03 Adk Sportsmen's Show	
Apr 21	Mid-Week Travel Deals and Travel w/pets		Adk Sports Complex 11.03 Adk Living Show – (April)	
May 5	Summer Savings Coupons and Family Travel	Lake George RV 11.02.09		
May 19	Memorial Day Activities and Events	Lake George RV 11.02.09		
Jun 9	Cultural and Arts Activities and Events	Lake George RV 11.02.09	Adk Events&Festivals 11.03	Adk Theater Festival 11.03
Jun 30	Fourth of July Activities and Events	Lake George RV 11.02.09	Fort William Henry 11.03	Lake George Chamber 11.05
Jul 14	Nature and Outdoor Activities and Events	Lake George RV 11.02.09	Lake George Forum 11.03 Adk Living Show-(7.30-8.01)	Fort William Henry 11.03
Aug 4	Hot Weather Escape	Lake George RV 11.02.09		
Aug 25	Fall Giveaway	Lake George RV 11.02.09	Fort William Henry 11.06.09	
Sep 8	Fall Activities and Events	Lake George RV 11.02.09		
Oct 13	Scenic Drives and Couples Travel			
Nov 3	Vacation Packages –Adk Getaways			
Nov 24	Winter Giveaway			
Dec 8	Winter Activities and Events			

Blast full

	
Winter Events	Winter Giveaway *
Date: Nov 18, 2009	Date: Nov 30, 2009
Sent to: 100,179	Sent to: 100,179
Opened: 8,984; 9%	Opened: 10,651; 10.6%
Avg Session: 6:04	Avg Session: 2:26
Sessions: Nov 18 = 561 Nov 19 = 333 Nov 20 = 349	Sessions: Nov 30 = 2,597 Dec 1 = N/A Dec 2 = N/A
Entrance Page Home = 51% View in email = 10% Unsubscribe = 4.5%	Entrance Page Contest = 60% View in email = 12% Home = 11%
Pageviews (most requested pages) Home = 41.4% Lodging = 4% Attractions = 3%	Pageviews (most requested pages) Contest = 32% Contest submit = 20% Home = 15%
Traffic Sources Google = 45% Direct = 22% Bing = 5.5%	Traffic Sources Direct = 41% Google = 11% AOL = 8%
Referrals Clicked Phantoms = 96 Hickory = 175 Gore = 212 Frostbite Cruise = 323 Polar Plunge = 84 Big Air at West = 99 Winter brochure = 917 Website = 67 Holiday in the Park = 492	Referrals Clicked Contest = 3079 VisitLakeGeorge.com = 38 Davidson Bros = 14 Marios = 32 Queensbury Hotel = 43 Gore Mt Accom = 80 Anywhere Rest = 13 Gore = 22 Explore = 6 GF Symphony = 7 Adirondack Winery = 13 GF Community Theatre = 3 Holiday Inn = 66
Total Clicks = 2465	Total Clicks = 3416
Click Thru Rate = 27.4%	Click Thru Rate = 32%

Sessions, traffic, downloads, etc. – Google Analytics
 Email Sent – IT Department, Bill Mahar
 Email Opened, clicks per link – www.visitlakegeorge.com/admin

*November 30, 2009 blast statistics are current through Dec 1, 2009 at 4:30pm.

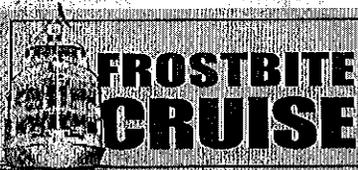
Winter
full of thrills and excitement!



Holiday
IN THE PARK



HICKORY SKI CENTER
SNOCROSS
DECEMBER 12 + 13



**FROSTBITE
CRUISE**

**POLAR
PLUNGE SWIM**

01-01-10



ADIRONDACK
PHANTOMS
AHL HOCKEY SEASON

**LUMBER JACK
LOG JAM**



DECEMBER 19



**BIG AIR
CONTEST** / JAN 15TH

CLICK

EVENTS & ACTIVITIES
NOVEMBER – MARCH

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS

Win one of 3 Winter Getaways

1

Holiday Inn Resort:

One night stay with breakfast for two in TR's Restaurant

Davidson Brothers Restaurant & Brewery:

Lunch for two, includes appetizers, beverage and dessert

Mario's Restaurant:

Dinner for two

2

Queensbury Hotel:

One overnight stay for two with breakfast

Davidson Brothers Restaurant & Brewery:

Lunch for two, includes appetizers, beverage and dessert

Mario's Restaurant:

Dinner for two

3

Gore Mountain Accommodations:

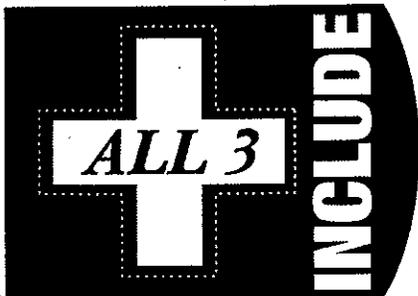
4-night stay midweek, non-holiday; up to 4 people in a 2-bedroom townhouse

Mario's Restaurant:

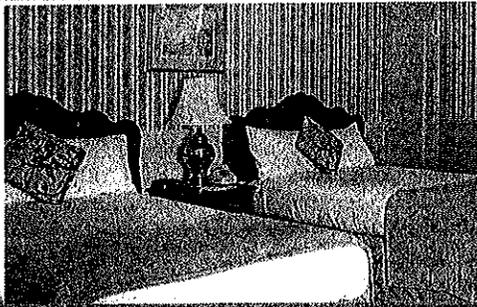
Lunch for two

Anywhere's Restaurant:

Dinner for two



- **Explore!** Admit two adults and two children
- **Glens Falls Symphony Orchestra:** Two tickets to the Sunday March 7th, 2010 concert at Glens Falls High School
- **Adirondack Winery:** Two wine tasting tickets
- **Glens Falls Community Theatre:** Two tickets to Blithe Spirit, April 30, 2010
- **Gore Mountain Ski Resort:** Two Adult lift tickets



ENTER **CONTEST**

LAKE GEORGE AREA
IN NEW YORK'S ADIRONDACKS

2010 Matching Funds Application Part 2

Exit this survey**3. MARKETING TOOLS*****Too many characters****1. ADVERTISING**

Indicate below, which of the following tools you plan to use by listing placements, (e.x. NYTimes, Toronto Star, Better Homes and Gardens). Also, please indicate with a "MF" if you intend to use Matching Funds for the media type.

Newspaper	USA Weekend, NY Times, America's Best Vacations,
Magazine	Better H&G, Ladies Home Journal, Family Circle, Mor
Billboard	
TV	Cable & Network - WRGB, WTEN, WNYT, Fox, WFSB, WT
Radio	
Digital Ads	News Station websites (pre-roll)
Online Search	Through Adirondack Regional Tourism Council
Online Other (please specify)	TripAdvisor, TakeMeFishing, YouTube, DiscoverBoating
Other (please specify)	Out of Home NYC Subway Platform Posters

Too many characters**2. PRINTED MATERIALS/PUBLICATIONS**

Indicate, and briefly describe, which of the following print materials you will produce. Also, note which items will be paid with Matching Funds with a 'MF'.

Annual Travel Guide	MF-2011 Travel Guide (lodging, camping, dining, att
Seasonal Guide	Spring/summer Rates & Dates, Fall Events & Activiti
Map	
Events Calendar	Monthly print out
Mtg/Conv Guide	Annual brochure (meeting sites, room dimensions, lo
Activity Guide	seasonal activities listed within seasonal guides
Other (specify)	Group Tour Planner (group friendly lodging, attractio

***3. WEB SITE DEVELOPMENT**

Will you be building/launching a new site, or planning on enhancements to your current site? If, yes please describe your updates.

- Yes
 No

Yes, I will be updating our site with the following changes.

New images throughout, incorporate images on sub pages (history, lodging, golf, etc.). Add image gallery to group tour section

4. WEB SITE DEVELOPMENT

If you are not planning any updates please indicate the reason why.

5. INTERNET OPTIMIZATION

Will you use paid search advertising to drive traffic to your web site? If yes, what are the top 3-5 keywords will you buy?

- Yes
- No

Keywords

Utilize Adirondack Regional Tourism Council search program

6. INTERNET OPTIMIZATION

If you indicated "Yes" above, select which service you plan to use:

- Google
- Bing
- Yahoo
- Other

Other (please specify)

7. INTERNET OPTIMIZATION

If you indicated above that you will be purchasing search optimization services, what do you estimate the annual cost to be on this service?

8. INTERNET OPTIMIZATION

What is the primary URL (website address) you promote?

VisitLakeGeorge.com

9. PUBLIC RELATIONS

Indicate below which of the following PR tools you utilize, with brief descriptions of your plans for each.

- PR Representation/Name of Firm: In-House
- Site Familiarization Tours: Upon request
- Press Releases: monthly, follow theme of email blasts

Press Conferences	<input type="text" value="As warranted"/>
B-Roll	<input type="text" value="As requested"/>
Other	<input type="text"/>

10. FAM TOURS

List planned FAM Tours in your county/region for this 2010. Identify if it is for Trade, or Media.

1.
2.
3.
4.

11. SHOW ATTENDANCE

List the MEETING & CONVENTION shows that you plan to attend this program year. Also, denote which you plan to use Matching Funds for with a 'MF'.

Show 1	<input type="text" value="Meetings Quest"/>
Show 2	<input type="text" value="Affordable Meetings"/>
Show 3	<input type="text" value="ESSAE"/>
Show 4	<input type="text" value="Destinations Showcase"/>
Show 5	<input type="text"/>
Show 6	<input type="text"/>

12. SHOW ATTENDANCE

List the CONSUMER travel shows that you plan to attend this program year. Also, denote which you plan to use Matching Funds for with a 'MF'.

Show 1	<input type="text" value="Suffern Sport, Suffern Sport"/>
Show 2	<input type="text" value="NY Times Travel"/>
Show 3	<input type="text" value="Atlantic City Camp"/>
Show 4	<input type="text" value="Hartord CT Women's Expo"/>
Show 5	<input type="text" value="Albany Spring/Winter Travel"/>
Show 6	<input type="text" value="Albany Snow Expo"/>

13. SHOW ATTENDANCE

Indicate the DOMESTIC TRADE shows that you plan to attend.

<input checked="" type="checkbox"/> ABA Marketplace	<input type="checkbox"/> Ontario Sales Mission
<input checked="" type="checkbox"/> Heartland Travel Showcase	<input type="checkbox"/> New Jersey Sales Mission
<input checked="" type="checkbox"/> Travel Expo	<input type="checkbox"/> Connecticut Sales Mission
<input checked="" type="checkbox"/> NTA	<input type="checkbox"/> Maryland/Virginia Sales Blitz
<input type="checkbox"/>	<input type="checkbox"/>

- SYTA Upstate Sales Mission
- OMCA Central Pennsylvania Sales Mission
- DONYS Sales Missions California Sales Mission
- Florida Sales Mission

14. SHOW ATTENDANCE

Indicate the **INTERNATIONAL** shows you would be interested in participating in cooperation with **I LOVE NY**. For more information about each show please contact Markly Wilson (mwilson@empire.state.ny.us).

- ITB (Berlin, Germany) Hotel Contracting Workshop-International
- International Pow Wow (Orlando, FL) Tourism Sales Mission (Toronto, Ottawa, Montreal)
- WTM (London, England) Go Fishing Show (Farnborough, England)
- Individual Special Interest FAM Trips Pay to Play (UK and European tour operators)
- Special Interest Media FAM Trips NYS Itinerary Development (Select receptive operator)
- Annual Receptive Operator Fam Trip

*** 15. RESEARCH**

List the primary sources of industry research data you you rely on throughout the year.

- Data Type/Source 1 Smith Travel
- Data Type/Source 2 Annual County-wide occupancy survey of loding & at
- Data Type/Source 3 Seasonal Conversion Surveys
- Data Type/Source 4 TPA, Council/I Love NY Research

*** 16. KEY METRICS/GOALS**

Indicate below your projected 2009 performance measures and goals for 2010 for each category listed. These numbers are estimates only.

- Website Hits (Total Unique Visitors)2009 Projected 450,000
- Website Hits (Total Unique Visitors)2010 Goal 460,000
- Phone Calls 2009 Projected 6,000
- Phone Calls 2010 Goal 6,000
- # Stories/Publicity from FAMS 2009 Projected 1
- # Stories/Publicity from FAMS 2010 Goal 1
- e-Newsletter Sign-ups 2009 Projected 30,600

e-Newsletter Sign-ups 2010 Goal	30,000
# Room Bookings/Getaway Packages Sold 2009 Projected	749
# Room Bookings/Getaway Packages Sold 2010 Goal	1000

17. I LOVE NY CO-OP PARTNERSHIPS

Would you generally be interested in participating in an I Love New York Coop Program?

- Yes
- No

18. Please indicate what type of media you prefer for a Coop with I Love New York.

- Magazine
- Newspaper
- Digital
- PR
- Other

Please comment on the types of Co-ops that interest you

consumer, family travel

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4. MARKETING MESSAGE & PROGRAM

*1. Are you using more than 1 theme/message throughout the year?

Yes

No

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5. SINGLE MARKETING MESSAGE

1. You have indicated that you will run one theme/slogan/tagline throughout the year. Indicate that theme/slogan/tagline here.

Make this summer (fall/winter) one to remember!

2. Briefly describe what you hope to convey with the above message. That is, what are the 2-3 key attributes of your destination you rated to promote (e.x. offers & deals, adventures, etc.)

unforgettable memories, return again and again.
Many seasonal opportunities; Lodging deals,
summer, autumn, winter

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7. CO-OP MARKETING

***1. Are you planning to run a Co-operative Marketing Program? (e.x. where local businesses can buy into an overall campaign advertised by your county/region)**

- 1. Yes
- 2. No

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2010 Matching Funds Application Part 2

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The information in this section will help I LOVE NEW YORK in developing its marketing materials for 2010.

1. List the top 10 VISITED ATTRACTIONS/DESTINATIONS in your area:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

2. List the top ATTRACTIONS/DESTINATIONS/EVENTS you plan to promote MORE in your area this year :

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

3. List the top 3 ANNUAL EVENTS in your area:

1.
2.
3.

4. List any ANNIVERSARIES or SPECIAL OCCASIONS that will occur in your area this year:

1. 49th Lake George Winter Carnival
2. 28th Americade
3. 53rd Hudson River Whitewater Derby
4. 37th Adirondack Balloon Festival
5. 30th Adirondack Drums

5. List NEW ATTRACTIONS/LODGING planned to open in your area this year:

1. Sites/Sounds Last of Mohicans Outdoor Theater Dram
2. Theater performances at Gaslight Village
3. Fairfield Inn/Suites
4. J. Crew Factory Outlet Store
5. Gore Mt interconnect to North Creek

6. GREEN TOURISM is defined as "responsible travel to natural areas and eco-friendly destinations that promotes conservation and sustains the well being of the local people". NYS looks forward to launching a GREEN TOURISM program in 2010. Please help us by identifying those destinations in your area that offer the most compelling reasons to love a Green New York. (Do not list hotel properties that are eco-certified). We are interested your parks, farmers markets, golf courses, etc. that stand out as the best examples of the green movement.

1. Garnet Mine tours
2. Gore Mt Farm - Alpaca
3. Nettle Meadow Farm - goat cheese factory
4. Adirondack Extreme Adventure Course
5. Warren County Fish Hatchery
6. Martin's Tree Farm
7. Pack Demonstration Forest
8. Natural Stone Bridge & Caves
9. Up Yonda Farm
10. Hudson Point Nature Preserve

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1. List the specific promotional programs your area/region is planning for the month of JANUARY (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

2. List the specific promotional programs your area/region is planning for the month of FEBRUARY (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

3. List the specific promotional programs your area/region is planning for the month of MARCH (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

4. List the specific promotional programs your area/region is planning for the month of APRIL (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

5. List the specific promotional programs your area/region is planning for the

month of **MAY** (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

6. List the specific promotional programs your area/region is planning for the month of **JUNE** (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

7. List the specific promotional programs your area/region is planning for the month of **JULY** (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

8. List the specific promotional programs your area/region is planning for the month of **AUGUST** (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

9. List the specific promotional programs your area/region is planning for the month of **SEPTEMBER** (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.

- C.
- D.
- E.

10. List the specific promotional programs your area/region is planning for the month of OCTOBER (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

11. List the specific promotional programs your area/region is planning for the month of NOVEMBER (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

12. List the specific promotional programs your area/region is planning for the month of DECEMBER (e.x. seasonal, themes, retail promo., getaway packages, activities). Repeat themes/programs each month as necessary.

- A.
- B.
- C.
- D.
- E.

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2010 Matching Funds Application Part 2

11. TARGET MARKETS

***1. Rank the following markets according to the relative percentage of your budget invested in each market.**

	100-76%	75-51%	50-26%	25-0%	N/A
NYS (Non-NYC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
NYC Metro	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
NJ	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
PA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
New England	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Mid-Atlantic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Ohio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Ontario	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Quebec	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
UK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Germany	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Japan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

2. When thinking of your Top 3 Target Markets by total spend (see question 1), please indicate the percentage of your ADVERTISING budget spent each season on these three markets combined.

	75-100%	50-74%	25-49%	0-24%
Spring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Summer	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fall	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Winter	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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2010 Matching Funds Application Part 2

12. BUDGET

1. TOTAL MATCHING FUNDS BUDGET

Indicate how much you have planned, using your total MF budget, for each category below. Reminder your total MF budget would be your award PLUS your match. So if your grant is \$50k you would show your total project budget of \$100k below.

Newspaper	
Magazine	
Online/Digital	
Radio	
TV	
Other	
TOTAL ADVERTISING (Total of 6 lines above)	
Collateral/Printed Material	34,177
Mailing/Distribution	17,089
Sales Mtgs./FAMS	
Toll Free #	
Website Maint.& Development	
Audio/Visual Services	
Research	
PR	
Show Attendance	
Transfer to Region	119,622
Other 1(specify)	
Other 2(specify)	
Other 3(specify)	
TOTAL BUDGET	170,888

2. MARKETING BUDGET IN ADDITION TO MATCHING FUNDS

We request the following information on your total budget beyond Matching Funds to demonstrate how state funds leverage a match beyond the 1:1 required for the program.

Indicate how much you have planned, for your overall budget above & beyond your

MF budget indicated above, for each category below. DO NOT include your Matching Funds program budget.

Newspaper	36,180
Magazine	91,488
Online	10,000
Radio	
TV	720,000
Total Advertising	857,628
Collateral	94,300
Mailing/Distribution	276,725
Sales Mtgs./FAMS	57,375
Toll Free #	800
Website Development	55,405
Audio/Visual	42,900
Research	1,900
PR	
Show Attendance	24,000
Other 1(specify)	4,000 (OOH)
Other 2(specify)	10,465 (paid brochure distribution)
Other 3(specify)	4,100 (memberships/dues)
TOTAL BUDGET	1,429,598

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Warren County Tourism Department Marketing Plan 2010

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;
5. Increase regional and multi-county marketing partnerships;
6. Utilize "Today Show" spotlight as appropriate

Markets:

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

Warren County is extremely well poised within a days' drive of 60 million people.

Markets within a day's drive and warrant an overnight stay are targeted. Domestic advertising is directed to drive markets of up to six hours from Warren County, including the states of New York, New Jersey, Massachusetts, Connecticut, Pennsylvania and across the boarder to the Montreal, Quebec region. Markets warranting growth and expansion may include the state of Ohio and some portions of the mid-Atlantic region to the south (Washington DC, Virginia, Delaware, Maryland, parts of Pennsylvania), as well as Toronto and Ottawa in Ontario.

Message:

"Make this Summer (winter, fall, spring) One to Remember!" will carry the message to stimulate seasonal consumer travel to the Lake George Area in 2010.

The various seasons, activities and natural beauty of the Adirondack Region of New York State make for desirable memories along with its backdrop of millions of acres of magnificent natural scenery of mountains, dramatic vistas, lakes, ponds, rivers, and streams.

Additionally, a key element of our messaging will be 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, throughout each season.

We will continue to align with prospective visitors as well as with loyal and repeat customers.

2009 national television coverage of the area through the number one morning show, "The Today Show," has greatly contributed to the positive messaging being built for The Lake George Area in New York's Adirondacks.

Marketing Tools:

Warren County utilizes a mixture of media and marketing programs to reach potential visitors via multiple channels.

Advertising

Print Media – Leisure Market (newsprint/magazine)

Continued emphasis primarily on three seasons with specific calls to action. Publications selected for 2010 are expected to be similar to those in 2009 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). Flexibility is important as new opportunities arise, rates are reduced and editorial calendars are formed. From January – October of 2009 over 79,470 requests for information were generated from print advertising campaigns. The 2009 goal to increase leads generated from print advertising by 50% were met and exceeded.

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

All buys in this program are based on receiving a cost-per-inquiry (CPI) of \$3.00 or under. This goal has consistently been met for many years.

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

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

On-Line/Electronic Marketing

All marketing driven to increase visitation to the VisitLakeGeorge.com website. The website address is positioned for dominant visibility on all advertisements, promotions and marketing tools, encouraging traffic to the site.

74.32% of visitors in 2009 (through 11/16/09) were new visitors to the site. 66.42% (269,133) of 405,206 visits to the site came through search engines without purchase of key words. The average length of stay on the site is 5 minutes, 3 seconds.

Plans include continued email broadcasts, created and distributed monthly, to a valuable in-house, permission-based list of over 100,000 subscribers requesting deals, incentives and promotions on the area. This list represents our most important customer. Some messages will be directed to specific market segments versus the entire list, for example the Canadian subscriber, snowmobilers and cross country skiers. Collaborating with our internal IT Dept. in 2010 will allow us to segment into many specific areas of interest of our subscribers. Nineteen electronic blasts will be issued in 2010. Themes and blast dates have been determined for the communications. For the first time in 2010, partners will be offered space on each of the blasts for a charge, as an opportunity to share the list without compromising the integrity that has been earned.

Continue banner ads as added value to seasonal television buys.

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

Utilize value added opportunities from print publications for online links to media sites. Print marketing is a leading driver of traffic to the web, working hand in hand.

Continue online sign-ups for giveaways while at consumer shows using the laptop when cost effective, otherwise using manual sign-ups. This promotion has garnered new email addresses and allows for connecting to first time visitors. To date in 2009, 1,200 new email sign-ups have been collected from consumer shows.

All promotions and advertising will prominently display the easy to recall website domain, thus keeping top of mind awareness of the destination.

Possible expansion into additional social media sites and activity in 2010.

Search Engine Marketing

VisitLakeGeorge.com will continue to rank in the top three positions resulting from search engines without paying to optimize. This is evident by searching "Lake George" through Google, Yahoo, Bing and AOL. Additionally, the Lake George area will continue benefits from the extensive list of Adirondack key words and search terms purchased by the Adirondack Regional Tourism Council through its pay per click campaign.

Television

Based on past successes, television advertising will remain an integral component to the 2010 media buy for the summer, fall and winter seasons. 2010 will represent buys in proven markets including Albany, Hudson Valley and metro New York markets through network, Time-Warner and Cablevision. Costly summer television advertising in Montreal will be redirected to the Plattsburgh NY station WPTZ, and reach Montreal, Plattsburgh and Burlington VT.

All responses are tabulated by campaign, and results are expected to be similar to 2009. 2009 early winter, summer and fall television advertisements resulted in

more than 52,011 requests for information. 2010 television budget remains at 2009 level.

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

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

2010 television will utilize for the first time, news pre-roll on several news station websites.

Seasonal television advertising will encourage viewers to access us through several options; call an 800 number, click their remote to reply, or go online to request information or to register for a giveaway or 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.

Cablevision will add this technology in 2010.

Both 15 and 30-second commercials will air, depending on the season and will be rotated throughout the flight. Specific seasonal videos for VOD (video on demand) 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 over \$1,400 (2009) on area lodging, camping, attractions and dining. Message will focus on area activities, attractions, the lake itself and a short driving distance to get here. Annual conversion study will be conducted on campaign in late October 2010.
- Fall television targets women and men, ages 25-54. Mix of 15 and 30 second commercials will run mid-August through mid-October. Markets include Albany, Springfield, Hartford, New Haven and Metro New York. Message focused on a deserved getting away, primarily for couples. Call to action includes registering for several romantic getaways. Fall events, arts, culture, dining, scenic drives and exploring and discovering area towns and villages, round out the message.
- Winter television airs during the months of December and January 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 Frolic." Late winter 2010 (December) may promote 3 area downhill ski resorts who are uniting with a common theme.
- Warren County Tourism consults with a broadcast media buyer.

Direct Mail

Due to the high cost of postage, seasonal direct mail campaigns may take place occasionally, and would be limited to select seasonal inquirers who left mailing addresses.

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 2010. Winter messages are scheduled for December 2009. Signage inside commuter rail cars of Metro North trains is another option. The message of VisitLakeGeorge.com would be highly visible so as commuters could quickly bring up the website on their laptops, etc. The hook is the close proximity of the Lake George area, and that a totally refreshing getaway from the daily grind is easy to achieve. TV, print and online messages would run simultaneously in this market.

Travel Guides & Collateral

Annual travel guide

- 2010 guide number of pages reduced by 4
- Opening spread features Today Show talent and text relating to the segment;
- Align ILNY logo with county logo through bridge when appropriate through brand alignment requirements;
- Print approximately 250,000, distribute all;
- Primary response piece to all inquiries;
- Advertisements generates approximately \$80,000 in revenue;
- Downloadable online, flip page option online which includes advertisements, request to be sent by mail and produced on cd

Summer Rates, Dates & Events Brochure

- Print quantity of 100,000, distribute all

Autumn Events & Activities Brochure

- Align ILNY logo with county logo through bridge when appropriate through brand alignment requirements;
- Print 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;
- Print quantity of 60,000, distribute all

Whitewater/Tubing/Canoe & Kayak Brochure

- Print quantity of 50,000 to 60,000, distribute all

Group Tour Planner

- Maintain focus of "Adventure Planner";
- Continue reduced number of pages in 2010;
- Print quantity of 4,500, distribute all;

- Keep reduction of 4 pages as introduced in 2009;
- Generates approximately \$8,000 in ad revenue

Meeting Planner

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

Distribution of consumer print 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 through local businesses;
- Packets for local meetings and conferences

Website Development

Design and content of the home page of VisitLakeGeorge.com will change seasonally.

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. A prominent link on the home page to The Today Show segment filmed in Lake George will remain with access to video and stills of the show.

For 2010 seasonal redesign will continue as well as focus on 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. 2010 is expected to see a rise in total visits above the 341,304 experienced in 2008 (now use Google Analytics). Final 2009 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 some individuals who have been previous visitors or are connected to the area from previous generations. Many visitors are simply pleased to see representation of the Lake George Area and have the opportunity to talk to staff. Partnering with some Adirondack Regional counties for distribution of travel guides at shows not on the Warren County circuit will take place (ie. Clinton and Hamilton Counties).

Warren County will create 2 new pull-up displays which will represent images of the Today Show feature held in Lake George, keeping the positive identity the show portrayed for the region. Four new winter displays were created late 2009. Show attendees are given the opportunity to receive printed collateral as well as sign up to have the travel guide mailed. 2010 will continue to distribute CD's of

the entire 2010 Travel Guide. CD's were well received in 2009, less paper, less waste, thus addressing environmental concerns that many consumers possess. 2010 consumer show circuit will replicate the 2009 schedule. Two new shows attended by Warren County in 2009 round out exposure in key marketing areas, Camping/RV show in Atlantic City NJ and a Women's Expo in Hartford CT. Warren County will continue show participation through NYSTVA which allows for greater exposure while keeping travel costs down.

Edison Sport/Outdoor Edison NJ	January 14-17, 2010
New York Times Travel Show New York City	February 26-28, 2010
Suffern Camp/RV Suffern NY	February 12-15, 2010
Springfield Boat/Sport Springfield MA	February 18-21, 2010
Suffern Sport/Outdoor Suffern NY	March 4-10, 2010
Atlantic City Camp/RV Atlantic City NJ	March 5-7, 2010
Albany Spring Travel Show Albany NY	April or May, 2010
Women's Expo Hartford CT	September 11-12, 2010
Albany Winter Travel Show Albany NY	September, 2010
Ski and Snowboard Expo Albany NY	November, 2010

Public Relations

The Warren County Tourism Department will continue this work in-house in addition to utilizing the PR firms of I Love New York (LHA) and the Adirondack Regional Tourism Council (Inphorm).

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

It is possible "The Beat" will produce additional interest in the Lake George Area. method.

In 2010 approximately 12 press releases will be written and distributed. Through The Gebbie Press, an electronic list of publications along with contact names for editors, has been obtained for press release distribution both domestically and in Ontario and Quebec in Canada.

Due to lack of attention given to traditional press releases, monthly electronic email blasts has replaced written releases and are sent out with similar timing and theme of in-house email blasts.

Research

A collaborative 2009 Occupancy Report conducted by the Tourism and Planning Departments of Warren County will be generated as usual in early 2010. This annual report reveals findings of a survey of lodging and camping properties and attractions in Warren County. 2010 findings will attempt to reveal seasonal populations in the county.

Online conversion surveys will follow various online promotions taking place in both the summer and winter of 2010.

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 occupancy trends of member properties.

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

Marketing Warren County to the Group Tour market will prevail in 2010. Warren County has many attributes for groups of all ages and sizes. Sales Blitzes serving the group tour market to new and existing marketing areas and moveable marketplaces will continue in 2010. Appointments in Massachusetts/Rhode Island are scheduled.

Development of an Adirondack Regional marketing initiative is underway and includes coop advertising in key group tour publications, an Adirondack Regional group tour planner, enhanced website presence and sponsorship and exhibit at ABA. Warren, Essex and Clinton Counties are primary players.

Niches to be focused on in 2010 include, African/American (travel planners serving the African American community), Reunions (including Military), the Sports Travel Industry and adventure travel.

To keep top of mind awareness of the Lake George area to group leaders, tour operators and bus owners, Warren County plans to exhibit at PBA, Yankee Trails Expo, New Jersey Motorcoach Association, OMCA, Brown Coach, Wade Tours, Travel Expo, NTA. African American Travel Conference, Teams Conference and Expo, and King Ward in Massachusetts.

Conference/Special Events

Warren County will maintain memberships and participate at ESSAE and HSMAI's Affordable Meetings and Meetings Quest in 2010.

Aggressive plans to locate and secure additional special events for Warren County and its facilities will continue in 2010 through a contract with the Lake George Chamber of Commerce. Occupancy Tax Funding Incentive will be highly visible in advertising and public relations. The great need for additional shoulder season business is the impetus for these efforts. Warren County will attend, for the first time Destinations Showcase, Conference and Expo.

Branding

Logo includes mountains and water incorporated in the letter "O" of Lake George, emphasizing the stunning natural beauty that abounds.

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

Photography/Video

Annually, new images and footage are secured. Shooting sites are selected based on campaign themes, seasonal spontaneity and replacement of dated technology. 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.

Conclusion

Maintain flexibility to focus on what is next. Keep our view wide so as not to miss out on opportunity.

LODGING PROPERTIES IN WARREN COUNTY 2010

LOCATION	TOTAL # LODGING PROPERTIES	% OF TOTAL PROPERTIES	# PROPERTIES OPEN OFF SEASON (YEAR ROUND)	# ROOMS AVAILABLE OFF SEASON **	# ROOMS AVAILABLE SUMMER **	% OF TOTAL ROOMS AVAILABLE IN SUMMER	AVG DAILY RATE IN SEASON
Bolton	22	8.03%	3	48	789	8.19%	\$135
Chestertown/Pottersville	22	8.03%	14	146	217	2.25%	\$149
Glens Falls	4	1.46%	4	140	140	1.45%	\$143
Hague (Silver Bay)	10	3.65%	5	91	446	4.63%	\$155
Horicon (Brant Lake/Adirondack)	6	2.19%	2	15	39	0.40%	\$136
Johnsburg (B. Mills, N. Creek, N. River, Johnsburg, Wewertown)	22	8.03%	21	362	367	3.81%	\$125
Lake George-Town (incl Diamond Point)	104	37.96%	20	1,042	4,238	43.97%	\$142
Lake George - Village	38	13.87%	9	750	2,005	20.80%	\$132
Lake Luzerne	14	5.11%	6	82	226	2.34%	\$123
Queensbury (incl Cleverdale)	14	5.11%	11	767	836	8.67%	\$121
Stony Creek	4	1.46%	1	2	118	1.22%	\$58
Thurman	0	0.00%	0	0	0	0.00%	\$0
Warrensburg	14	5.11%	11	178	218	2.26%	\$116
Totals	274	100.00%	107	3,623	9,639	100.00%	\$128

NOTE: LODGING PROPERTIES USED WERE TAKEN FROM 2010 TRAVEL GUIDE GRIDS. DAILY RATES WERE ROUNDED TO THE NEAREST DOLLAR. SEVERAL PROPERTIES COULD NOT BE INCLUDED IN THE CALCULATIONS AS RATES WERE STATED "ON REQUEST".

** INCLUDES ROOMS, CABINS, COTTAGES & EFFICIENCIES

COLONEL WILLIAMS RESORT, INC.
ROUTE 9
LAKE GEORGE, NY 12845

November 18, 2009

Catherine Johnson, Director
Warren County Tourism Department
1340 State Route 9
Municipal Center
Lake George, NY 12845

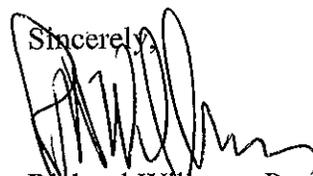
Dear Ms. Johnson:

As a tourism occupancy tax vendor, I am deeply concerned about the 2010 Tourism Budget. With the occupancy tax revenue down 20% and the anticipated administration costs exceeding \$ 360,000, cut backs must be made in staffing and salaries. These expenses need to be cut back in proportion with the revenue decreases.

We must start operating the government agencies as we operate our private business during these difficult economic times. In excess of \$ 358,000 in administrative costs is entirely too much to administer \$3.5 million received in occupancy tax revenue.

When I initially introduced the occupancy tax program to the County Board of Supervisors it was intended to help benefit the tourism publicity for Warren County, not to create a Bureaucracy of overpaid staff members. More of the revenue needs to go directly to the advertising to benefit the businesses of the county.

Sincerely,



Richard Wilmen, President
Colonel Williams Resort, Inc.

cc: L. Tessier, Supervisor
Town of Lake George

Johnson, Kate

From: Mike Hoffman [mhoffman@turfhoteles.com]
Sent: Friday, November 27, 2009 9:20 AM
To: Kenny, William; Johnson, Kate
Cc: Michael Spilman
Subject: tourism

Bill and Kate, I hope that you both had a great Thanksgiving and that everyone is healthy and doing well. I thought that I would once again touch base about tourism and see if another group meeting could be set up.

Bill - I know that elections recently took place and to be honest I do not even know what the election changes mean for tourism (maybe nothing). I do know that the tourism industry in general has struggled (off about 18%) in 2009 and that many believe that it will fall off another 2.5% in 2010.

My fears remain simple. They are:

1. Slowly but surely the tourism occupancy tax dollars will be spent on items that are farther and farther away from solid tourism promotions. The need in the short term will kill the golden goose in the long term. We need to maximize the results of every dollar spent on tourism.
2. Tourism promotions and plans are still being made without solid input from those that have the largest investments. There is a tremendous amount of talent in the area that is not being used to its best advantage. To many if they simply had an opportunity for input they would be more on board with the work that does come out of the tourism office. From my point of view I can not understand why we do not meet periodically. Every 4-6 weeks would be great. I know that together we would be stronger.
3. We all know that times are tough in all businesses. Could we as a group meet and go over our competitive star reports? How are we doing and are we out performing our competitors?

Personally I believe that for many (hoteliers) the worst is yet to come. I say that because for many the summer season was not great and it is very dangerous to start the slow winter season without a stock pile of cash.

Saying all of that, my business is OK being down under 5%. Not good but very manageable. Please let me know if we can meet? MH

11/30/2009