

Monroe

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

AGENDA

WARREN COUNTY
TOURISM DEPARTMENT

April 28, 2010

Committee Members:

E. Merlino, Chairman
W. Kenny
D. Belden
D. Strainer
S. Goodspeed
F. McCoy
R. Conover

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

-
1. **MINUTES:** Acceptance of March 26, 2010 meeting minutes with corrections and/or deletions
 2. **ACTION ITEM**
 - A. Transfer of funds to Computer Hardware - \$42.00
 - B. 2010 Tourism Budget amendments – Leisa Grant
 3. **FOR YOUR INFORMATION**
 - A. Tourism Dept. – Kate Johnson
 - B. Group Tour/Meetings – Tanya Brand
 - C. Creative – Peter Girard
 4. **PRESENTATION – 2010 SUMMER BROADCAST PLAN**
 - A. Tom Connors, Ad Workshop
 5. **PRESENTATION – INTERSTATE HOTELS & RESORTS CO.**
 - A. Andrew Gottehrer, Area Senior Sales Manager
 6. **PENDING ITEMS**
 - A. None
 7. **OLD BUSINESS**
 8. **NEW BUSINESS**
 - A. April Council of Chambers Report
 9. **ADJOURN**

Warren County Tourism Department, Municipal Center, 1340 Rt 9, Lake George, NY 12845
518-761-6366 - 800-365-1050 - FAX 518-761-6368
www.visitlakegeorge.com E-mail: wctour@co.warren.ny.us

RESOLUTION REQUEST FORM NO. 10

Request for Transfer of Funds

TO: JOAN SADY, CLERK, WARREN COUNTY BOARD OF SUPERVISORS

FROM: TOURISM
Name of Department

SIGNED: **DATE:** 4/28/10

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A. 6417 410	SUPPLIES	A.6417 220	OFFICE EQUIPMENT	\$42.00

Please state reason for transfers requested: We have no money budgeted for .2s. We needed to replace a memory module in the Director's computer. A memory module is considered to be a piece of equipment since it becomes part of the computer; it's expected life is greater than one year.

CONTINGENT FUND TRANSFER REQUESTS

<u>FROM CODE</u>	<u>TITLE</u>	<u>TO CODE</u>	<u>TITLE</u>	<u>AMOUNT</u>
A.1990 469	Contingent Fund			

Please state reason for transfer request:

Please file original request with Clerk of the Board and retain copy for your records.

Matching Funds/Region request

Current 2010 Budget 144,000.00
funds from:
NYS Matching Funds 72,000.00
2009 Occupancy Tax Receipts 72,000.00

Currently budgeted as follows:

Postage 14,400.00
Travel Guide 4,400.00
Fall Brochure 5,000.00
Winter Brochure 5,000.00
Adk Regional Tourism Council 115,200.00
144,000.00

NYS may not match our 72,000 in 2010.

We would like to retain the 72,000 allocated from 2009 Occ. Tax Receipts to use as follows:

Adk Regional Tourism Council 40,320.00
Summer TV fulfillment 15,000.00
Travel Guide 4,400.00
Fall Brochure 5,000.00
Winter Brochure 5,000.00
Postage for Summer TV fulfillment 2,280.00
72,000.00

Savings since 2010 Budget was put in place

Senior Tourism position not filled 24,103.00 (unused portion)
Fringe associated with position 14,700.00 (includes County share of Hospitalization & Dental premiums, SS/Medicare, Retirement)
Photography contract - will not use 16,000.00

Payments to Towns

Initial Distribution (30,000 x 13) 826,000.00
Final Distribution of 2009 funds 390,000.00
leftover 346,830.10
89,169.90

Shortage in Fringe

Senior Tourism portion (Hosp/Dental only) (45,300.00)
Difference 10,900.00
(34,400.00)

Estimate Balance to Reserve 54,769.90

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS

VisitLakeGeorge.com

Winter 2009 – 2010 Conversion Survey – People who entered online Winter Contest

<u>Surveys sent</u>	<u># Completed</u>	<u># visited</u>	<u>% responded</u>	<u>% converted</u>
2,914	577	194	19.8%	33.62%

577 (completed) of 2,914 (sent) is 19.8% Survey Response Rate

194 (visited) of 577 (completed) is 33.62% Conversion Rate based on those who responded



Winter 2008 – 2009 Conversion Survey – People who entered online Winter Contest

<u>Surveys sent</u>	<u># Completed</u>	<u># visited</u>	<u>% responded</u>	<u>% converted</u>
3,507	645	207	18.39%	32.01%

645 (completed) of 3,507 (sent) is 19.28% Survey Response Rate

207 (visited) of 645 (completed) is 32.1% Conversion Rate based on those who responded



Winter 2007 – 2008 Conversion Survey – People who entered online Winter Contest

<u>Surveys sent</u>	<u># Completed</u>	<u># visited</u>	<u>% responded</u>	<u>% converted</u>
1,897	400	124	21.1%	31%

400 (completed) of 1,897 (sent) is 21.1% Survey Response Rate

124 (visited) of 400 (completed) is 31% Conversion Rate based on those who responded

survey title:

Winter Conversion Survey 2009-2010 [Edit Title](#)

[design survey](#)

[collect responses](#)

[analyze results](#)

[View Summary](#)

[Browse Responses](#)

[Filter Responses](#)

[Crosstab Responses](#)

[Download Responses](#)

[Share Responses](#)

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

Response Summary

(21%)
19.8%

Total Started Survey: 613

Total Completed Survey: 577 (94.1%)

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Page: Lake George Area in New York's Adirondacks

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

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	95.1%	580
No	4.9%	30
answered question		610
skipped question		3

[Show this Page Only](#)

Page: Please tell us your Zip Code

1. What is the zip code where you reside?

[Download](#)

Response	Response Count
Hide replies 32	
1. 06779	Thu, Mar 25, 2010 11:35 PM Find...
2. 12603	Thu, Mar 25, 2010 8:41 PM Find...
3. G7H 2N3	Thu, Mar 25, 2010 8:44 AM Find...
4. 12883	Wed, Mar 24, 2010 8:50 AM Find...
5. J7V7A7	Tue, Mar 23, 2010 10:58 PM Find...
6. 12020	Tue, Mar 23, 2010 8:58 PM Find...
7. 11762	Tue, Mar 23, 2010 8:54 PM Find...
8. 12189	Tue, Mar 23, 2010 6:30 PM Find...
9. j1k2v7	Tue, Mar 23, 2010 6:27 PM Find...
10. 11580	Tue, Mar 23, 2010 9:58 AM Find...
11. 06078	Tue, Mar 23, 2010 9:29 AM Find...
12. 11783	Mon, Mar 22, 2010 11:10 PM Find...
13. 12309	Mon, Mar 22, 2010 9:51 PM Find...
14. 12061	Mon, Mar 22, 2010 9:49 PM Find...
15. 06105	Mon, Mar 22, 2010 9:32 PM Find...
16. 07421	Mon, Mar 22, 2010 8:37 PM Find...
17. 07728	Mon, Mar 22, 2010 8:27 PM Find...
18. 11210	Mon, Mar 22, 2010 7:50 PM Find...
19. 08098	Mon, Mar 22, 2010 7:26 PM Find...

50 responses per page

answered question 32
skipped question 581

1. What is the zip code where you reside?

[Download](#)

20. 11375	Mon, Mar 22, 2010 7:05 PM	Find...
21. 07444	Mon, Mar 22, 2010 5:13 PM	Find...
22. 11797	Mon, Mar 22, 2010 5:07 PM	Find...
23. 11385	Mon, Mar 22, 2010 5:03 PM	Find...
24. 08614	Mon, Mar 22, 2010 4:22 PM	Find...
25. 02806	Mon, Mar 22, 2010 4:04 PM	Find...
26. 44406	Mon, Mar 22, 2010 3:56 PM	Find...
27. 07054	Mon, Mar 22, 2010 3:50 PM	Find...
28. 06488	Mon, Mar 22, 2010 3:08 PM	Find...
29. 07675	Mon, Mar 22, 2010 2:15 PM	Find...
30. 13456	Mon, Mar 22, 2010 2:06 PM	Find...
31. 12077	Mon, Mar 22, 2010 2:05 PM	Find...
32. 14702	Mon, Mar 22, 2010 2:03 PM	Find...

50 responses per page

answered question 32

skipped question 581

[Show this Page Only](#)

Page: Name and address

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

[Download](#)

		Response Percent	Response Count
Show replies	Name:	100.0%	558
Show replies	Company:	11.5%	64
Show replies	Address 1:	100.0%	558
Show replies	Address 2:	5.7%	32
Show replies	City/Town:	100.0%	558
Show replies	State:	100.0%	558
Show replies	ZIP/Postal Code:	100.0%	558
Show replies	Country:	100.0%	558
		answered question	558
		skipped question	55

[Show this Page Only](#)

Page: How did you find us?

1. What directed you to the website www.VisitLakeGeorge.com?

[Create Chart](#) [Download](#)

	Response Percent	Response Count	
Email Blast	23.2%	136	
TV ad	3.6%	21	
Warren County Brochure	9.6%	56	
Internet/website	27.0%	158	
Referred by friend/family	4.4%	26	
		answered question	586
		skipped question	28

1. What directed you to the website www.VisitLakeGeorge.com?

Create Chart Download

Response	Response Percent	Response Count
Been there before	44.4%	260
Search Engine	8.5%	50
Consumer or trade show	0.2%	1
Magazine ad	2.2%	13
Newspaper ad	0.7%	4
Other (please specify)	3.4%	20

Response	Date	Time	Action
1. Searching for Commercial Real Estate to purchase	Sat, Mar 27, 2010	3:50 PM	Find...
2. Don't recall	Sat, Mar 27, 2010	3:48 PM	Find...
3. I've been going to Lake George on vacation since 1988	Tue, Mar 23, 2010	11:44 PM	Find...
4. ADIRONDACK CAR SHOW	Tue, Mar 23, 2010	8:19 PM	Find...
5. We have vacalloned in Lake George.	Tue, Mar 23, 2010	8:33 PM	Find...
6. past visits	Tue, Mar 23, 2010	10:03 AM	Find...
7. I (we) enjoy spending time in Lake George.	Mon, Mar 22, 2010	10:43 PM	Find...
8. Thru Lake George RV Park site	Mon, Mar 22, 2010	9:37 PM	Find...
9. my own searching	Mon, Mar 22, 2010	5:56 PM	Find...
10. word of mouth	Mon, Mar 22, 2010	4:42 PM	Find...
11. Ad in Great Vacations Getaways	Mon, Mar 22, 2010	4:31 PM	Find...
12. I search all mountain places	Mon, Mar 22, 2010	4:24 PM	Find...
13. sell	Mon, Mar 22, 2010	4:01 PM	Find...
14. e-mail	Mon, Mar 22, 2010	3:21 PM	Find...
15. Phantoms Hockey Team	Mon, Mar 22, 2010	3:02 PM	Find...
16. RECEIVE PERIODIC EMAILS FROM TOURISM DEPARTMENT.	Mon, Mar 22, 2010	2:38 PM	Find...
17. Phantoms giveaway	Mon, Mar 22, 2010	2:24 PM	Find...
18. We go to Lake George often	Mon, Mar 22, 2010	2:10 PM	Find...
19. Today Show	Mon, Mar 22, 2010	1:47 PM	Find...
20. Always wanted to visit	Mon, Mar 22, 2010	1:38 PM	Find...

25 responses per page

answered question 585

skipped question 28

Show this page only

Page: Did You Visit the Lake George Area in New York's Adirondacks for a Winter G...

1. Did you visit the Lake George Area in New York's Adirondacks between December 1, 2009 and March 31, 2010?

Create Chart Download

Response	Response Percent	Response Count
Yes	33.4%	194
No	66.6%	389

answered question 580
skipped question 33

Show this page only

Page: Additional Research

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

Create Chart Download

Response	Response Percent	Response Count
skipped question		

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

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
Internet	88.1%	155
Request information by mail	40.3%	71
Call our toll free number	1.7%	3
Travel agent/AAA	4.0%	7
Other	9.7%	17
Hide replies Other (please specify) 20		

1. Ask family in area	Sun, Apr 4, 2010 11:12 AM	Find...
2. ben there	Fri, Mar 26, 2010 8:17 PM	Find...
3. Asked ? to owners of B&B we stay at.	Wed, Mar 24, 2010 12:06 PM	Find...
4. Asked Family because they live near by	Tue, Mar 23, 2010 6:32 PM	Find...
5. I speak to my mother and other family friends who are frequent visitors and part-time residents in the Adirondack Park.	Tue, Mar 23, 2010 5:27 PM	Find...
6. RCI (My Timeshare Program Agent)	Tue, Mar 23, 2010 4:08 PM	Find...
7. phone calls	Tue, Mar 23, 2010 8:35 AM	Find...
8. we have been going for years	Tue, Mar 23, 2010 8:29 AM	Find...
9. live here	Tue, Mar 23, 2010 7:50 AM	Find...
10. We grew up near Lake George and we visit it often! We love Lake George!	Tue, Mar 23, 2010 7:41 AM	Find...
11. just went for a drive	Tue, Mar 23, 2010 12:18 AM	Find...
12. Had already made arrangements with friends	Mon, Mar 22, 2010 7:09 PM	Find...
13. Just like Lake George	Mon, Mar 22, 2010 6:21 PM	Find...
14. None	Mon, Mar 22, 2010 3:05 PM	Find...
15. none live in the area	Mon, Mar 22, 2010 2:43 PM	Find...
16. New York State Thruway Tourist Info	Mon, Mar 22, 2010 2:37 PM	Find...
17. didn't do further research	Mon, Mar 22, 2010 2:19 PM	Find...
18. No Research, been there many times	Mon, Mar 22, 2010 2:11 PM	Find...
19. None	Mon, Mar 22, 2010 2:09 PM	Find...
20. phone call	Mon, Mar 22, 2010 2:08 PM	Find...

25 responses per page

[answered question](#) 176

[skipped question](#) 437

[Show this page only](#)

Page: If no, why not?

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

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
Did not vacation during this time period	57.5%	219
Plan to visit at a future date	31.8%	121
Prefer a warm weather getaway	17.8%	68
Went somewhere else	12.6%	48
Not the type of vacation I am looking for	0.5%	2
Other	8.7%	33

[answered question](#) 381

[skipped question](#) 232

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

1. Working 70+ hours a week.	Fri, Apr 9, 2010 6:08 PM	Find...
2. Got sick in Jan. 2010	Tue, Mar 30, 2010 8:55 PM	Find...
3. no money	Tue, Mar 30, 2010 6:14 PM	Find...
4. caring for family member with cancer	Thu, Mar 25, 2010 9:55 PM	Find...
5. visited in nov. 2009	Thu, Mar 25, 2010 5:43 PM	Find...
6. I did come to Lake George the weekend after Thanksgiving and Dec 1 was our last day there	Thu, Mar 25, 2010 1:28 AM	Find...
7. Wanted to go, but events home kept us from going	Wed, Mar 24, 2010 10:49 PM	Find...
8. economy	Wed, Mar 24, 2010 8:32 PM	Find...
9. finances	Wed, Mar 24, 2010 9:04 AM	Find...
10. I just started a new job and have no time off right now	Tue, Mar 23, 2010 11:45 PM	Find...
11. NASCAR RACE	Tue, Mar 23, 2010 9:24 PM	Find...
12. visited the end of November 2009	Tue, Mar 23, 2010 7:37 PM	Find...
13. Had already booked a Colorado ski vacation	Tue, Mar 23, 2010 1:33 PM	Find...
14. Mostly hike in area. Just did not get there for a winter hike.	Tue, Mar 23, 2010 9:16 AM	Find...
15. LIVE TOO FAR AWAY FOR A SHORT TRIP	Tue, Mar 23, 2010 8:36 AM	Find...
16. Was overseas w/ the military.	Tue, Mar 23, 2010 5:34 AM	Find...
17. Financial situation	Tue, Mar 23, 2010 1:54 AM	Find...
18. There were no much snow also, therefore it is hard to drive on the highway.	Tue, Mar 23, 2010 1:01 AM	Find...
19. WIFE ILL	Tue, Mar 23, 2010 12:02 AM	Find...
20. family business	Mon, Mar 22, 2010 10:23 PM	Find...
21. recovering from recent surgery	Mon, Mar 22, 2010 9:53 PM	Find...
22. Family illness	Mon, Mar 22, 2010 9:32 PM	Find...
23. Money too short	Mon, Mar 22, 2010 9:18 PM	Find...
24. Visited Lake Placid and the High Peaks this past year	Mon, Mar 22, 2010 9:11 PM	Find...
25. Didn't get enough snow to snowmobile.	Mon, Mar 22, 2010 8:23 PM	Find...
26. Visit only in summer	Mon, Mar 22, 2010 7:43 PM	Find...
27. couldn't get time off	Mon, Mar 22, 2010 7:25 PM	Find...
28. too busy with winter sports	Mon, Mar 22, 2010 7:15 PM	Find...
29. there was 3 blizzards here at home	Mon, Mar 22, 2010 6:17 PM	Find...
30. Did not vacation this winter	Mon, Mar 22, 2010 6:12 PM	Find...
31. weather wasn't that good - didn't see activities advertised at all	Mon, Mar 22, 2010 5:04 PM	Find...
32. operation	Mon, Mar 22, 2010 5:03 PM	Find...
33. Serious illness	Mon, Mar 22, 2010 4:28 PM	Find...
34. We had to make 1 trip this winter to Eagle bay and 2 to Lake placid in that time	Mon, Mar 22, 2010 4:26 PM	Find...
35. Was there in Sept for 4 days loved it	Mon, Mar 22, 2010 4:08 PM	Find...
36. DIDN'T HAVE THE MONEY	Mon, Mar 22, 2010 3:45 PM	Find...
37. vacationed in October	Mon, Mar 22, 2010 2:27 PM	Find...
38. weather was against us when we tried in Feburary	Mon, Mar 22, 2010 2:19 PM	Find...
39. Didn't have the extra money this winter	Mon, Mar 22, 2010 1:56 PM	Find...
40. Would have love to, finances didn't allow	Mon, Mar 22, 2010 1:49 PM	Find...

50 responses per page

answered question 381

skipped question 232

2. What type of vacation did you select?

skipped question 413

2. What type of vacation did you select?

Create Chart Download

	Response Percent	Response Count
Cruise	8.0%	16
Gaming	4.0%	8
City	7.5%	15
Beach	15.5%	31
Mountains	24.0%	48
Resort/Spa	5.0%	10
Golf	2.0%	4
Tour	1.0%	2
Theme Park	9.5%	19
International Travel	5.5%	11
Other US destination	18.0%	36
<i>answered question</i>		200
<i>skipped question</i>		413

3. Where was your alternate vacation destination?

Download

	Response Count
Hide replies	176
1. Had none	Tue, Mar 30, 2010 8:55 PM Find...
2. none	Tue, Mar 30, 2010 6:14 PM Find...
3. college search	Mon, Mar 29, 2010 8:12 PM Find...
4. Myrtle Beach, SC	Mon, Mar 29, 2010 7:51 PM Find...
5. Puerto Rico, Las Vegas	Mon, Mar 29, 2010 12:44 PM Find...
6. Knoebels	Sun, Mar 28, 2010 10:02 AM Find...
7. Various	Sat, Mar 27, 2010 3:49 PM Find...
8. OLD ORCHARD BEACH	Fri, Mar 26, 2010 10:49 PM Find...
9. Did not Vacation during this period.	Thu, Mar 25, 2010 11:37 PM Find...
10. none	Thu, Mar 25, 2010 6:43 PM Find...
11. alaska	Thu, Mar 25, 2010 7:34 AM Find...
12. Biking	Thu, Mar 25, 2010 6:04 AM Find...
13. St. Louis MO	Thu, Mar 25, 2010 1:51 AM Find...
14. see above we did come to lake george	Thu, Mar 25, 2010 1:28 AM Find...
15. None	Wed, Mar 24, 2010 11:24 PM Find...
16. none	Wed, Mar 24, 2010 8:32 PM Find...
17. Las Vegas	Wed, Mar 24, 2010 7:14 PM Find...
18. Great wolf Sandusky	Wed, Mar 24, 2010 3:32 PM Find...
19. did not take one	Wed, Mar 24, 2010 1:00 PM Find...
20. NYC	Wed, Mar 24, 2010 8:52 AM Find...
21. cooperstown, ny	Tue, Mar 23, 2010 10:47 PM Find...
22. Did not go anywhere, I do not go on vacation until the summer.	Tue, Mar 23, 2010 10:10 PM Find...
23. LAS VEGAS NASCAR RACE	Tue, Mar 23, 2010 9:24 PM Find...
24. Hershey, PA	Tue, Mar 23, 2010 4:42 PM Find...
250 responses per page	
<i>answered question</i>	176
<i>skipped question</i>	437

3. Where was your alternate vacation destination?

[Download](#)

25. caribbean	Tue, Mar 23, 2010 3:44 PM	Find...
26. n/a	Tue, Mar 23, 2010 3:35 PM	Find...
27. Atlantic City, NJ	Tue, Mar 23, 2010 3:28 PM	Find...
28. Colorado	Tue, Mar 23, 2010 1:33 PM	Find...
29. Mauricie region in Quebec Province	Tue, Mar 23, 2010 11:29 AM	Find...
30. thousand islands	Tue, Mar 23, 2010 11:01 AM	Find...
31. Outer Banks NC	Tue, Mar 23, 2010 10:49 AM	Find...
32. none	Tue, Mar 23, 2010 10:37 AM	Find...
33. new york city	Tue, Mar 23, 2010 10:33 AM	Find...
34. DID NOT GO ON VACATION AT THAT TIME	Tue, Mar 23, 2010 10:32 AM	Find...
35. New Hampshire	Tue, Mar 23, 2010 10:12 AM	Find...
36. NJ shore	Tue, Mar 23, 2010 9:31 AM	Find...
37. Will be taking vacation to England/France	Tue, Mar 23, 2010 9:16 AM	Find...
38. India	Tue, Mar 23, 2010 9:00 AM	Find...
39. Beach	Tue, Mar 23, 2010 8:58 AM	Find...
40. LAKE GOGEBIC MI	Tue, Mar 23, 2010 8:36 AM	Find...
41. Stayed home during winter months due to husband's occupation	Tue, Mar 23, 2010 8:01 AM	Find...
42. Florida	Tue, Mar 23, 2010 7:55 AM	Find...
43. Ballimore, maryland	Tue, Mar 23, 2010 6:32 AM	Find...
44. nj shore	Tue, Mar 23, 2010 6:23 AM	Find...
45. Phoenix	Tue, Mar 23, 2010 5:07 AM	Find...
46. Austria	Tue, Mar 23, 2010 5:07 AM	Find...
47. none	Tue, Mar 23, 2010 3:19 AM	Find...
48. Friends home in Vermont	Tue, Mar 23, 2010 1:54 AM	Find...
49. Palm Springs, CA	Mon, Mar 22, 2010 11:49 PM	Find...
50. none	Mon, Mar 22, 2010 11:32 PM	Find...
51. Alaska	Mon, Mar 22, 2010 10:48 PM	Find...
52. Home - Did not take a winter vacation this year.	Mon, Mar 22, 2010 10:45 PM	Find...
53. tennessee	Mon, Mar 22, 2010 10:39 PM	Find...
54. Philadelphia	Mon, Mar 22, 2010 10:22 PM	Find...
55. no other	Mon, Mar 22, 2010 9:53 PM	Find...
56. Orlando Spring Break	Mon, Mar 22, 2010 9:46 PM	Find...
57. Las Vegas	Mon, Mar 22, 2010 9:43 PM	Find...
58. Florida	Mon, Mar 22, 2010 9:20 PM	Find...
59. New Bern, NC	Mon, Mar 22, 2010 9:14 PM	Find...
60. Chicago	Mon, Mar 22, 2010 9:10 PM	Find...
61. lovs!	Mon, Mar 22, 2010 8:52 PM	Find...
62. none	Mon, Mar 22, 2010 8:44 PM	Find...
63. Fl. Myers, Florida	Mon, Mar 22, 2010 8:32 PM	Find...
64. las vegas	Mon, Mar 22, 2010 8:31 PM	Find...
65. we did not vacation due to loss of job	Mon, Mar 22, 2010 8:31 PM	Find...
66. not at this time	Mon, Mar 22, 2010 8:02 PM	Find...
67. Stowe, VT	Mon, Mar 22, 2010 7:46 PM	Find...
68. none	Mon, Mar 22, 2010 7:43 PM	Find...
69. Disneyland , Florida	Mon, Mar 22, 2010 7:28 PM	Find...
70. none	Mon, Mar 22, 2010 7:18 PM	Find...

250 responses per page

[answered question](#) 176

[skipped question](#) 437

3. Where was your alternate vacation destination?

[Download](#)

71. lake placid	Mon, Mar 22, 2010 7:09 PM	Find...
72. Overseas	Mon, Mar 22, 2010 7:06 PM	Find...
73. okemo mnt	Mon, Mar 22, 2010 6:57 PM	Find...
74. Seaside helghts, nj	Mon, Mar 22, 2010 6:29 PM	Find...
75. none this year	Mon, Mar 22, 2010 6:25 PM	Find...
76. Cruise out of New York	Mon, Mar 22, 2010 6:22 PM	Find...
77. key west fla	Mon, Mar 22, 2010 6:17 PM	Find...
78. florida	Mon, Mar 22, 2010 6:17 PM	Find...
79. Did not vacation this winter	Mon, Mar 22, 2010 6:12 PM	Find...
80. Florida	Mon, Mar 22, 2010 6:09 PM	Find...
81. Did not travel	Mon, Mar 22, 2010 6:06 PM	Find...
82. do not remember	Mon, Mar 22, 2010 6:01 PM	Find...
83. Poconos	Mon, Mar 22, 2010 5:57 PM	Find...
84. québec and lake george are always my destination during summer	Mon, Mar 22, 2010 5:57 PM	Find...
85. atlantic city, nj	Mon, Mar 22, 2010 5:47 PM	Find...
86. Bahamas	Mon, Mar 22, 2010 5:43 PM	Find...
87. Connecticut, visit family	Mon, Mar 22, 2010 5:42 PM	Find...
88. poconos	Mon, Mar 22, 2010 5:42 PM	Find...
89. No winter vacalion	Mon, Mar 22, 2010 5:41 PM	Find...
90. Bahama's	Mon, Mar 22, 2010 5:38 PM	Find...
91. atlantic city, cape may nj	Mon, Mar 22, 2010 5:31 PM	Find...
92. Florida	Mon, Mar 22, 2010 5:20 PM	Find...
93. Bahamas	Mon, Mar 22, 2010 5:18 PM	Find...
94. aruba	Mon, Mar 22, 2010 5:17 PM	Find...
95. Disney	Mon, Mar 22, 2010 5:06 PM	Find...
96. lake placid	Mon, Mar 22, 2010 5:04 PM	Find...
97. Getttsburgh	Mon, Mar 22, 2010 5:03 PM	Find...
98. none	Mon, Mar 22, 2010 5:03 PM	Find...
99. N/A	Mon, Mar 22, 2010 5:02 PM	Find...
100. Los Angeles,	Mon, Mar 22, 2010 5:02 PM	Find...
101. Casino	Mon, Mar 22, 2010 4:54 PM	Find...
102. Florida	Mon, Mar 22, 2010 4:44 PM	Find...
103. Hawaii	Mon, Mar 22, 2010 4:40 PM	Find...
104. Orlando	Mon, Mar 22, 2010 4:37 PM	Find...
105. Florida	Mon, Mar 22, 2010 4:32 PM	Find...
106. Hawaii	Mon, Mar 22, 2010 4:21 PM	Find...
107. Florida	Mon, Mar 22, 2010 4:19 PM	Find...
108. N/A	Mon, Mar 22, 2010 4:15 PM	Find...
109. Did not pick a alternate just come every Septl	Mon, Mar 22, 2010 4:08 PM	Find...
110. White Mountains, NH	Mon, Mar 22, 2010 4:03 PM	Find...
111. key westl	Mon, Mar 22, 2010 4:00 PM	Find...
112. Did not vacalion	Mon, Mar 22, 2010 3:59 PM	Find...
113. India	Mon, Mar 22, 2010 3:57 PM	Find...
114. Virginia	Mon, Mar 22, 2010 3:56 PM	Find...
115. Vermont	Mon, Mar 22, 2010 3:56 PM	Find...
116. None	Mon, Mar 22, 2010 3:55 PM	Find...

250 responses per page

[answered question](#)

176

[skipped question](#)

437

3. Where was your alternate vacation destination?

[Download](#)

117. costa rica	Mon, Mar 22, 2010 3:54 PM	Find...
118. Visit in-laws in Fla.	Mon, Mar 22, 2010 3:52 PM	Find...
119. Caribbean	Mon, Mar 22, 2010 3:51 PM	Find...
120. I don't vacation in the winter.	Mon, Mar 22, 2010 3:46 PM	Find...
121. Virginia	Mon, Mar 22, 2010 3:43 PM	Find...
122. Boulder, CO.	Mon, Mar 22, 2010 3:41 PM	Find...
123. ST LUCIA	Mon, Mar 22, 2010 3:37 PM	Find...
124. foxwoods, mohegan sun,mystic seaport,tanger outlets	Mon, Mar 22, 2010 3:34 PM	Find...
125. Caribbean	Mon, Mar 22, 2010 3:34 PM	Find...
126. disney world	Mon, Mar 22, 2010 3:32 PM	Find...
127. we stayed home	Mon, Mar 22, 2010 3:26 PM	Find...
128. LAS VEGAS	Mon, Mar 22, 2010 3:25 PM	Find...
129. Florida	Mon, Mar 22, 2010 3:23 PM	Find...
130. Naples Florida	Mon, Mar 22, 2010 3:21 PM	Find...
131. Florida	Mon, Mar 22, 2010 3:19 PM	Find...
132. Hilton Head SC	Mon, Mar 22, 2010 3:13 PM	Find...
133. beach	Mon, Mar 22, 2010 3:09 PM	Find...
134. none	Mon, Mar 22, 2010 3:06 PM	Find...
135. Boston	Mon, Mar 22, 2010 3:05 PM	Find...
136. California	Mon, Mar 22, 2010 3:04 PM	Find...
137. family another state	Mon, Mar 22, 2010 3:04 PM	Find...
138. Ft Lauderdale, Fl	Mon, Mar 22, 2010 3:03 PM	Find...
139. Vermont	Mon, Mar 22, 2010 3:01 PM	Find...
140. Costa Rica	Mon, Mar 22, 2010 2:58 PM	Find...
141. Carribean	Mon, Mar 22, 2010 2:54 PM	Find...
142. L.A	Mon, Mar 22, 2010 2:49 PM	Find...
143. vermont	Mon, Mar 22, 2010 2:45 PM	Find...
144. Nashville	Mon, Mar 22, 2010 2:44 PM	Find...
145. Stayed focally	Mon, Mar 22, 2010 2:38 PM	Find...
146. disney	Mon, Mar 22, 2010 2:37 PM	Find...
147. stayed home during the winter	Mon, Mar 22, 2010 2:36 PM	Find...
148. Camping	Mon, Mar 22, 2010 2:35 PM	Find...
149. stratton vt	Mon, Mar 22, 2010 2:33 PM	Find...
150. Florida	Mon, Mar 22, 2010 2:33 PM	Find...
151. las vegas & phoenix & scottsdale & los angeles	Mon, Mar 22, 2010 2:32 PM	Find...
152. we vacationed in October	Mon, Mar 22, 2010 2:27 PM	Find...
153. did not vacallon	Mon, Mar 22, 2010 2:25 PM	Find...
154. Tennessee	Mon, Mar 22, 2010 2:23 PM	Find...
155. Davis Park, Fire Island, New York	Mon, Mar 22, 2010 2:20 PM	Find...
156. hawaii	Mon, Mar 22, 2010 2:18 PM	Find...
157. Virginia	Mon, Mar 22, 2010 2:13 PM	Find...
158. Holiday World and Six Flags	Mon, Mar 22, 2010 2:13 PM	Find...
159. Deep Creek, MD & Thendara, NY	Mon, Mar 22, 2010 2:13 PM	Find...
160. Albany, NY	Mon, Mar 22, 2010 2:10 PM	Find...
161. BOSTON	Mon, Mar 22, 2010 2:10 PM	Find...
162. We did not travel during that time.	Mon, Mar 22, 2010 2:09 PM	Find...

250 responses per page

answered question

176

skipped question

437

3. Where was your alternate vacation destination?

[Download](#)

163. Warsaw, Poland	Mon, Mar 22, 2010 2:08 PM	Find...
164. stayed at home	Mon, Mar 22, 2010 2:06 PM	Find...
165. Ft. Lauderdale, FL	Mon, Mar 22, 2010 2:03 PM	Find...
166. Greece	Mon, Mar 22, 2010 2:03 PM	Find...
167. Indoor Waterpark	Mon, Mar 22, 2010 2:02 PM	Find...
168. no where	Mon, Mar 22, 2010 1:56 PM	Find...
169. Utah canoeing on Green River	Mon, Mar 22, 2010 1:53 PM	Find...
170. FL	Mon, Mar 22, 2010 1:52 PM	Find...
171. Chassell, Michigan	Mon, Mar 22, 2010 1:48 PM	Find...
172. Indian Lake, NY	Mon, Mar 22, 2010 1:44 PM	Find...
173. alaska	Mon, Mar 22, 2010 1:44 PM	Find...
174. No vacation, Visif family. Trinidad & Tobago	Mon, Mar 22, 2010 1:42 PM	Find...
175. Wildwood Crest	Mon, Mar 22, 2010 1:38 PM	Find...
176. OBX	Mon, Mar 22, 2010 1:35 PM	Find...

250 responses per page

answered question 176

skipped question 437

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

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Yes	100.0%	380
Hide replies		
No (please tell us why not)		2

1. will be there in august 2010

Mon, Mar 22, 2010 5:31 PM [Find...](#)

2. It's too far away.

Mon, Mar 22, 2010 2:13 PM [Find...](#)

answered question 380

skipped question 203

5. If yes, during what season (check all that apply).

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Spring	36.2%	134
Summer	87.7%	334
Fall	56.4%	215
Winter	20.7%	79

answered question 368

skipped question 232

[Show this Page Only](#)

Page: Have you visited before?

1. Have you visited the Lake George Area before?

[Create Chart](#) [Download](#)

Response Percent Response Count

answered question 138

skipped question 415

1. Have you visited the Lake George Area before?

[Create Chart](#) [Download](#)

Yes, I've been there before

96.5% 191

No, first-time visit

3.5% 7

answered question 198

skipped question 415

[Show this Page Only](#)

Page: Length of visit

1. How many visits did you make between December 1, 2009 - March 31, 2010?

[Create Chart](#) [Download](#)

Response Percent Response Count

1

50.5% 99

2

24.5% 48

3 or more

25.0% 49

answered question 198

skipped question 417

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

[Create Chart](#) [Download](#)

Response Percent Response Count

Day Trip

28.6% 56

1 night

13.8% 27

2-3 nights

32.1% 63

4-5 nights

10.7% 21

6-7 nights

7.7% 15

8 or more nights

7.1% 14

answered question 198

skipped question 417

[Show this Page Only](#)

Page: Tell us about yourself

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

[Create Chart](#) [Download](#)

Response Percent Response Count

1

2.1% 4

2

78.9% 150

3-4

15.9% 31

5 or more

5.1% 10

answered question 195

skipped question 418

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

[Create Chart](#) [Download](#)

Response Percent Response Count

answered question 194

skipped question 419

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

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
None	64.4%	125
1-2	27.8%	54
3-4	5.2%	10
5 or more	2.6%	5
<i>answered question</i>		194
<i>skipped question</i>		419

3. What is your annual household income?

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
Less than \$40,000	8.7%	15
\$41,000 - \$60,000	32.4%	56
\$81,000 - \$120,000	32.4%	56
121,000 - \$150,000	14.5%	25
More than \$150,000	12.1%	21
<i>answered question</i>		173
<i>skipped question</i>		440

4. Tell us the gender of the person who planned the Winter Getaway?

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
Male	45.4%	88
Female	54.8%	108
<i>answered question</i>		194
<i>skipped question</i>		419

5. Tell us the age of the person who planned the Winter Getaway.

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
Under 18	0.0%	0
18 to 30	6.7%	13
31 to 45	30.6%	59
46 to 60	53.8%	104
61 and up	8.8%	17
<i>answered question</i>		193
<i>skipped question</i>		420

6. What is the highest level of education attained by the person who planned the Winter Getaway.

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
Some high school	0.5%	1
High School	22.3%	42
2-year college	50.3%	97
<i>answered question</i>		188
<i>skipped question</i>		425

6. What is the highest level of education attained by the person who planned the Winter Getaway.

[Create Chart](#) [Download](#)

4 year college	<input type="checkbox"/>	26.1%	49
Graduate degree	<input type="checkbox"/>	18.1%	34
Doctorate degree	<input type="checkbox"/>	2.7%	5
		answered question	188
		skipped question	425

[Show this Page Only](#)

Page: Tell us about your spending

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

[Create Chart](#) [Download](#)

	\$0-25	\$26-50	\$51-75	\$76-100	\$101-300	Response Count	
Meals	12.9% (25)	20.1% (39)	21.1% (41)	24.7% (48)	21.1% (41)	194	
Shopping & Souvenirs	30.7% (55)	24.0% (43)	14.5% (26)	18.8% (30)	14.0% (25)	179	
Entertainment/Attractions/Events	33.1% (57)	24.4% (42)	17.4% (30)	15.1% (26)	9.9% (17)	172	
Transportation	49.1% (82)	25.7% (43)	15.0% (25)	6.6% (11)	3.6% (6)	167	
All Other	41.3% (50)	14.9% (18)	19.8% (24)	17.4% (21)	6.6% (8)	121	
						answered question	195
						skipped question	418

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

[Create Chart](#) [Download](#)

	Response Percent	Response Count	
Less than \$50	13.3%	20	
\$51 - \$100	30.0%	45	
\$101 - 150	42.7%	64	
\$150 - \$200	7.3%	11	
More than \$200	6.7%	10	
		answered question	150
		skipped question	163

[Show this Page Only](#)

Page: Tell us about your vacation

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

[Create Chart](#) [Download](#)

	Response Percent	Response Count	
Efficiency (motel room with kitchenette)	1.7%	3	
Did not stay overnight	14.6%	25	
Hotel	32.0%	55	
Motel	20.3%	35	
Housekeeping Cottage	2.9%	5	
Cabin (no kitchen)	1.2%	2	
		answered question	172
		skipped question	441

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

[Create Chart](#) [Download](#)

Bed & Breakfast/Country Inn/Lodge	<input type="checkbox"/>	9.9%	17	
Friends or family	<input type="checkbox"/>	12.8%	22	
Condominium	<input type="checkbox"/>	2.9%	5	
Resort	<input type="checkbox"/>	10.5%	18	
Ranch	<input type="checkbox"/>	0.0%	0	
Second home owner	<input type="checkbox"/>	4.1%	7	
Year round resident	<input type="checkbox"/>	1.7%	3	
RV Park	<input type="checkbox"/>	4.1%	7	
			answered question	172
			skipped question	441

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

[Create Chart](#) [Download](#)

		Response Percent	Response Count	
Downhill skiing, cross-country skiing, snowboarding, tubing, ice skating, snowshoeing	<input type="checkbox"/>	22.5%	43	
Spectator sports events	<input type="checkbox"/>	10.5%	20	
Arts/Culture (art events, museums, exhibits, performances)	<input type="checkbox"/>	11.0%	21	
Scenic touring	<input type="checkbox"/>	46.1%	88	
Antiquing	<input type="checkbox"/>	11.0%	21	
Shopping for local crafts and/or furniture	<input type="checkbox"/>	33.0%	63	
Outlet/mail shopping	<input type="checkbox"/>	59.2%	113	
Dining experiences	<input type="checkbox"/>	60.2%	115	
Winter Hiking	<input type="checkbox"/>	16.8%	32	
Ice fishing	<input type="checkbox"/>	4.7%	9	
Winter horseback/sleigh ride	<input type="checkbox"/>	7.3%	14	
History and Heritage	<input type="checkbox"/>	13.6%	26	
Nature/Outdoor attractions	<input type="checkbox"/>	36.1%	69	
Conference/Meeting	<input type="checkbox"/>	1.6%	3	
Snowmobiling	<input type="checkbox"/>	11.5%	22	
Winter Carnival	<input type="checkbox"/>	29.8%	57	
Indoor Water Park	<input type="checkbox"/>	12.6%	24	
			Hide replies Other (please specify)	15

1. bingo, amusement parl, beach	Thu, Mar 25, 2010 10:27 AM	Find...
2. visiting	Tue, Mar 23, 2010 9:47 PM	Find...
3. I love exhibits related to the gilded edge of the Adirondacks.	Tue, Mar 23, 2010 5:33 PM	Find...
4. Visiting Friends	Tue, Mar 23, 2010 4:14 PM	Find...
5. Camping	Tue, Mar 23, 2010 2:50 PM	Find...
6. Adirondack Nationals	Tue, Mar 23, 2010 10:55 AM	Find...
7. Bands & Beans, Operalon Santa Claus Ball	Mon, Mar 22, 2010 6:29 PM	Find...

25 responses per page

answered question **181**

skipped question **422**

2. Tell us what type of activities you participated in when you vacationed in the Lake George Area. (check all that apply) [Create Chart](#) [Download](#)

8. delivered items to second home	Mon, Mar 22, 2010 5:07 PM	Find...
9. sledding	Mon, Mar 22, 2010 4:05 PM	Find...
10. biking	Mon, Mar 22, 2010 3:09 PM	Find...
11. evening activities	Mon, Mar 22, 2010 2:45 PM	Find...
12. You need to do a better job with the winter carnival. Very unorganized.. signed up for the barbaqu tasting and the food was gone over an hour before it was over. Also, there was only one guy named sean renting small 50cc quads on the ice.... where's hoirse draw sleigh and snowmobiles? Parents, children, good families want practical good things to do. Thank god for Tubby Tubes new snow lubing and Pizzaria Mangia for being open and catering to visitors!	Mon, Mar 22, 2010 2:37 PM	Find...
13. visiting w/ friends	Mon, Mar 22, 2010 2:21 PM	Find...
14. wine tasting event/grand opening of Oscar's/restaurant closed for season that we had downloaded online hope to go back when open for season had to eat elsewhere on way home	Mon, Mar 22, 2010 2:15 PM	Find...
15. snow tubing, ice skating	Mon, Mar 22, 2010 2:08 PM	Find...

25 responses per page

answered question 191

skipped question 422

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

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Cloverdale	4.1%	8
Diamond Point	24.7%	48
Lake Luzerne	19.1%	37
Bolton	40.7%	79
Chestertown/Brant Lake/Pottersville /Adirondack	13.4%	26
Hague/Silver Bay	5.2%	10
Gore Min Area - Johnsbury, North Creek, North River, Bakers Mills, Wevertown	25.8%	50
Lake George Village/Town	88.1%	157
Queensbury	41.2%	80
Stony Creek	5.2%	10
Thurman/Aithol	2.6%	5
Warrensburg	38.1%	74
Glens Falls	47.4%	92

answered question 194

skipped question 419

[Show this page only](#)

Page: How would you rate your visit?

1. Please rate your overall stay in the Lake George Area in New York's Adirondacks.

[Create Chart](#) [Download](#)

	Response Percent	Response Count
Poor	0.0%	0
Fair	0.0%	0

answered question 193

skipped question 420

1. Please rate your overall stay in the Lake George Area in New York's Adirondacks.

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
Good	14.0%	27
Very Good	43.6%	84
Excellent	42.5%	82
answered question		193
skipped question		420

2. Please rate your overall customer service experience as it pertains to your vacation planning and/or visit to the Lake George Area.

[Create Chart](#) [Download](#)

Response	Response Percent	Response Count
Poor	0.5%	1
Fair	0.5%	1
Good	17.6%	34
Very Good	44.0%	85
Excellent	37.3%	72
answered question		193
skipped question		420

[Show this Page Only](#)

Page: Would you recommend the Lake George Area in New York's Adirondacks?

1. Would you recommend the Lake George Area in New York's Adirondacks to friends and family?

[Create Chart](#) [Download](#)

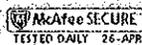
Response	Response Percent	Response Count
Yes	100.0%	193
No	0.0%	0
answered question		193
skipped question		418

[Show this Page Only](#)

Page: Why not?

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

Response	Response Count
	0
answered question	0
skipped question	613



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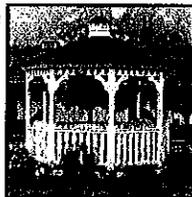
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April 2010

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April 25, 2010

Escaping the Crowds

By LIONEL BEEHNER

BARBADOS

WHY NOW The sugary beaches of Barbados have long been a Caribbean playground for Britain's elite. But while the gated plantation homes and polo grounds are still there, hoteliers are angling to attract a hipper and younger crowd. In the spring, when the high season tapers off, you're just as likely to see fashionistas from New York City throwing back cocktails at the pompously chic Sandy Lane Hotel as tea-sipping octogenarians. Getting there is also easier. JetBlue has new, daily nonstop flights from Kennedy Airport, which means you can leave in the morning and hit the beach by lunch.

WHAT TO DO Barbados's two most famous exports -- rum and Rihanna -- also sum up your to-do list. To learn how the "white gold" gets distilled into spicy rum, take a tour of the Mount Gay Distilleries (Exmouth Gap, Brandons, St. Michael; 246-425-8757; mountgayrum.com) for \$7. Or hike inland to explore the vast sugar fields. For music, follow the well-dressed partygoers to any of the clubs pumping out reggae and calypso along a strip known as the St. Lawrence Gap.

WHERE TO STAY Hotels in Barbados used to be geared toward pensioners, but that's changing. The Crane (St. Philip; 246-423-6220; thecrane.com), which opened in 1887, has undergone a major renovation that includes a new village, a cocktail lounge and a 1.5-acre pool area. Off-season rates are slashed by a third, with the coral suites starting at about \$300, compared with around \$500 during peak season.

WHERE TO EAT Barbados -- the only Caribbean island with its own Zagat guide -- likes to eat well. In winter, reservations are a must. But come spring, diners can stroll right in and snag that seat overlooking the coral reef. Slip into the elegant courtyard of Nishi (Second Street, Holetown; 246-432-8287; www.nishi-restaurant.com), a fusion restaurant opened in 2009 by the Londoner Paul Edwards that serves up peppery steaks and fresh sushi. Or try the Bajan cuisine of the cookbook author Laurel Ann Morley, who reopened the Cove (St. Joseph; 246-433-9495) in January after renovations.

DON'T MISS The waves still rock, but there's no line of surfers paddling out in front of you. Beaches along the island's east coast, especially Soup Bowl, are favored for their pink sands and surfer-friendly breaks.

CHARLESTON, S.C.

WHY NOW High temperatures in Charleston average about 76 degrees in April and May, near-perfect weather for exploring its refurbished historic downtown. A new waterfront park and pier were installed last summer in the town of Mount Pleasant, just over the Cooper River. And the nearby Union Pier Terminal will

be welcoming more Carnival cruise ships next month, conveniently coinciding with the opening of new hotels, a renovated open-air market and the restoration of cultural landmarks.

WHAT TO DO The Dock Street Theater (135 Church Street; 843-720-3968), which opened in 1736 and calls itself America's first theater for performing arts, is set to reopen to audiences next month after a \$19 million face-lift. That's just in time for the [Spoleto Festival USA](#) (843-579-3100; [spoletousa.org](#)), the annual celebration of live music, dancing and theater that begins May 28. The outdoor City Market (between North and South Market Streets; [thecharlestoncitymarket.com](#)), which predates the Civil War, was spruced up this spring with wider walkways and roomier stalls to hold even more sweetgrass baskets.

WHERE TO STAY The Restoration on King (75 Wentworth Street; 877-221-7202; [restorationonking.com](#)), a 16-suite boutique hotel in a former office building wedged between the Antiques District and the French Quarter, opened this month. Rates start at about \$300 for rooms that offer plenty of antebellum charm, like exposed brick walls and knotty pine floors; in-room breakfast is included.

WHERE TO EAT Low Country cuisine is all about seafood and raw bars. And in the middle of the historic district is Amen Street Fish and Raw Bar (205 East Bay Street; 843-853-8600; [amenstreet.com](#)), which opened in November in a 19th-century brick building. Young professionals cram the black-leather booths, nibbling on raw oysters until 2 a.m. Or drive a little out of town to 17 North (3563 Highway 17; 843-606-2144; [17north.net](#)), a roadside kitchen that also opened in November, in a ranch-style house. The menu features sustainable and seasonal fare, including smoked pulled pork, and a rib-eye steak drizzled with truffle oil.

DON'T MISS Low humidity, few crowds and flowers in full bloom are ideal conditions for exploring Charleston's many parks and nearby plantations. The [Francis Marion Hotel](#) (387 King Street; 843-722-0600; [francismarionhotel.com](#)) hands out picnic coolers stuffed with fried chicken, buttermilk biscuits and assorted jams. Packages, which include the cooler and a one-night stay for two, start at \$189.

GREECE

WHY NOW The bad news from Greece — striking workers, mounting debt crisis — may be good news for tourists. The crisis has depressed prices and made Greece a better bargain for Americans. "It's a golden opportunity to visit Greece right now," said Nikolas Zoulakis, a spokesman for Greece's tourism office in New York City. The hot Mediterranean is also milder now through June, with temperatures on the islands hovering in the high 70s. And the beaches are not yet packed with pasty-white vacationers.

WHAT TO DO Spring on the mainland tends to be gray and rainy, so head to the sunnier Greek islands in the south. Watch the wildflowers bloom from the rustic tavernas, beautiful beaches and countless gorges of Crete, Greece's largest island. Or enjoy the rare solitude of [Santorini's](#) seaside hamlets, while taking in the spectacular views of the island's volcano at sunset. Ferry schedules are nearly fully operational now.

WHERE TO STAY Even the Greek Islands' most exclusive hotels are dropping their prices. On Santorini, the Astarte Suites (Kaldera Akrotiri; 30-2286-0833-88; [astartesuites.gr](#)), a family-run boutique that overlooks Santorini Volcano, has a pair of junior suites with private verandas and whirlpool tubs encased in Swarovski crystals that start at 220 euros, or about \$290 at \$1.32 to the euro (jumps to 330 euros, or \$436, after June 1). In Crete, the Elounda Ilios Hotel (72053 Elounda; 30-2841-0417-03; [elounda-iliou.com](#)) renovated its

expansive pool deck and 30 minimalist rooms last year. Doubles with bay views start at 94 euros before June.

WHERE TO EAT Chances are, your travel plans will take you through Athens. A scenic spot to ease into the bustling capital is Dionysos Zonars (43 Robertou Galli Street; 30-210-9233182; dionysoszonars.gr), a modern Greek restaurant overlooking the Acropolis. On Santorini, Selene (30-2286-0222-49; selene.gr), a food lover's favorite known for creative Cycladic dishes, is moving to the town of Pyrgos this month, to a yellow house facing the Aegean. And on Crete, Avli (Xanthoudidou 22, Rethymnon; 30-28310-58250; avli.gr), tucked within a leafy Venetian-style courtyard, serves traditional Cretan dishes like fouriariko, slow-roasted goat smothered in thyme and honey.

DON'T MISS The black sand beaches of Santorini, like Kamari and Perissa, can be scorching in summer. But in May, it's less risky to go barefoot, and sun worshipers can work on their tans.

LAKE GEORGE

WHY NOW Things come cheaper in Lake George. Campsites go for \$25. New Yorkers can zip up on one tank of gas. And hiking peaks like Tongue Mountain requires no fees or parking permits. Lake George is especially enticing before school lets out. Route 9N, the artery that hugs the west side of the lake, is not backed up with Winnebagos, the water is not crammed with kids on water skis, and lakefront motels are even cheaper than usual.

WHAT TO DO Avoid Lake George Village, a tacky lakeside strip mall. Instead, follow the lake north to Bolton Landing, an unpretentious town with classic Adirondack-style motels, family-owned gear shops and pubs that serve good grub. Bolton also offers the most scenic vistas of Lake George, where the mountains, forested islands and quiet blue waters form a Switzerland-like tableau. Golfers can continue north to the Sagamore Golf Course (Federal Hill Road; 518-743-6380; thesagamore.com), one of upstate New York's finest public links. Before Memorial Day, reserving a tee time is a breeze and just \$100 on weekdays, \$110 weekends (\$10 less for guests at the Sagamore Resort).

WHERE TO STAY The Sagamore Resort (110 Sagamore Road; 866-385-6221; thesagamore.com) is the stately face of Lake George. The face looks a little younger this spring, thanks to a \$20 million renovation that includes a new lakeside pool, a fine Italian restaurant and 37 new rooms with lakeside verandas. Rooms with lake views start at \$179 in spring, not the \$539 of summer. A budget-friendly choice is the Chelka Lodge (4204 Lake Shore Drive; 518-668-4677; chelkalodge.com), which has recently renovated rooms just steps from the lake, starting at \$165 this time of year.

WHERE TO EAT For alfresco dining with lake views, the new La Bella Vita at the Sagamore Resort (518-644-9400) serves homemade gnocchi (\$10) and Maine lobster ravioli (\$28). Also opening this spring is Son of a Sailor (4933 Lake Shore Drive; 518-470-9991; sonofasailor.com), a family-style restaurant with gray-and-white trim and lobster on the menu.

DON'T MISS Lake George may be too cold for swimming before June, but mountain runoff and open dams turn the surrounding region into a whitewater rafting bonanza every spring. Adirondack River Outfitters (4527 Route 28; 800-525-7238; aroadventures.com) organizes trips down the Hudson River in wetsuits starting at \$76, including lunch, beer and a barbecue afterward.

MONTAUK, N.Y.

WHY NOW Montauk prides itself on being the poor man's side of the Hamptons, where bars cater to deep-sea fishermen, not deep-pocketed hedge-funders. But sandy-haired surfers are showing up in greater numbers, hotels have upped their thread counts, and the Jitney set has started to make inroads. To experience the old Montauk, visit before Memorial Day, when the secluded coves and sweeping dunes are calm, and the cool breezes off the Atlantic make the place feel more like Maine than Long Island.

WHAT TO DO If it's too chilly to surf at Ditch Plains Beach, no worries: May is fast becoming festival season in Montauk. May 13 to 16 will be the premiere of the Montauk Music Festival (themontaukmusicfestival.com), with performances ranging from rock and rap to blues and jazz, and May 29 and 30 is the third annual Montauk Fine Arts Festival (montaukartshow.com). For bicycle enthusiasts, there's the Montauk Century bike ride on May 16 (5bbc.org) along the South Shore of Long Island to Montauk, with starting points in either Manhattan (for a 145-mile ride) or on Long Island (for a 100- or 65-mile trip).

WHERE TO STAY Don't let the ritzy name fool you: the Montauk Yacht Club Resort and Marina (32 Star Island Road; 631-668-3100; montaukyachtclub.com) is open to anyone, even if your yacht is in the shop. The resort completed a \$100 million upgrade last year, adding full-size bathtubs and nautical touches. A double room with sea views starts at \$209 (and jumps to \$269 after Memorial Day). Stay Mother's Day weekend and receive a \$100 credit for meals and drinks. The trendy Surf Lodge (183 Edgemere Street; 631-668-1562; thesurflodge.com), which brought a dash of the swankier Hamptons to Montauk, opens for the season in mid-May, with rooms starting at \$275 in the spring. Get there now before the stretch Hummers arrive.

WHERE TO EAT Sean MacPherson, the bold-faced restaurateur, recently bought the Crow's Nest Inn and Restaurant (4 Old West Lake Drive; restaurant: 631-668-2077; crowstnestrest.com), which offers a time capsule of a dining experience complete with lobster tanks. So, when it opens for the season in May, it could be the last time before the humble place goes hip. Meanwhile, the Gulf Coast Kitchen, at the yacht club, has just recruited a chef from South Florida, Robbin Haas, to add more seasonal sizzle to the menu.

DON'T MISS Tennis enthusiasts can take advantage of the pre-Memorial Day \$150 package offered by the Manhattan-based Gotham Tennis Academy (gothamtennis.com), which has just partnered with the yacht club. The deal, starting May 1, includes a private lesson and a group clinic, each an hour long, and all the court time you can squeeze into a day.

MONTREAL

WHY NOW Montreal's cultural awakening seems most acute this time of year, when long winters give way to mild spring days, and the city's artists and musicians come out of their studios. Cafes along Boulevard Saint-Laurent and Rue Saint-Denis fill up with night owls; the city's 300 miles of European-style pathways are crisscrossed with cyclists; and street festivals turn entire blocks into all-day rave parties.

WHAT TO DO Montreal architects and designers open their doors during the Design Montreal Open House (designmontrealopenhouse.com), held May 1 and 2 to highlight the city's designation as a Unesco City of Design. Mutek (mutek.org) kicks off its annual festival from June 2 to 6 to showcase digital creativity and audiovisual art. And starting in May, electronic music devotees converge every Sunday from 2 to 9 p.m., for

an outdoor D.J.-fueled ritual known as Piknic Electronik (piknicelectronik.com) in Jean-Drapeau Park. Get there early, though, as the concrete dance floor fills up fast.

WHERE TO STAY About a decade ago, Old Montreal became saturated with boutique hotels trying to steal guests away from the faceless chains near downtown. It's still happening. One of the newest and most popular is Le Petit Hôtel (168, rue Saint-Paul Ouest; 877-530-0360; petithotelmontreal.com), a smartly designed hotel housed in a 19th-century stone building. Its 24 rooms with bamboo wood floors start at 158 Canadian dollars (about \$161 at .98 Canadian dollars to the U.S. dollar), compared with 188 Canadian, or \$191, in summer. Chain hotels are also muscling into Old Montreal. Le Westin Montréal (270, rue Saint-Antoine Ouest; 866-837-4262; westinmontreal.com) opened last summer, with 424 rooms starting at 199 Canadian dollars.

WHERE TO EAT New restaurants seem to pop up every week in Montreal. La Salle à Manger (1302, avenue Du Mont-Royal Est; 514-522-0777; lasalleamanger.ca), a modern French bistro that opened in Le Plateau in 2008, is still generating buzz for its suckling pig, which serves 12 and must be ordered two days in advance, and for a long bar made from wood salvaged from bowling lanes. And Jérôme Ferrer, the chef at Europea (1227, rue de la Montagne; 514-398-9229; europea.ca), recently opened a more casual and Catalan-inspired counterpart, Andiamo (1083, côte du Beaver Hall; 514-861-2634; andiamo.ca).

DON'T MISS May 30 is Montreal Museums Day, which means free admission to 30 museums. To cover more ground, try out the city's one-year-old BIXI bike-sharing program (bixi.com), which has 400 stations around town. Bikes are 5 Canadian dollars for 24-hour access, with the first 30 minutes included and charges of 1.50 to 6 Canadian dollars for each additional half-hour.

RIO DE JANEIRO

WHY NOW Caipirinha and samba keep the party going in Rio de Janeiro, no matter the season. Despite pounding rains that devastated certain Rio neighborhoods, the city's famed beaches are relatively unharmed and attract plenty of bronzing Cariocas through May. Meanwhile, because the months between Easter and July are Rio's low season, hotels slash prices by as much as half, and flights from New York City drop to about \$700, which shaves another \$300 or so from high-season prices.

WHAT TO DO Be sure to see Maracanã Stadium (www.suderj.rj.gov.br) before the temple of Brazilian soccer, which was opened in 1950, receives a \$280 million primping this year for the 2014 World Cup and the 2016 Summer Olympics. A new subway stop in Ipanema makes the Hippie Fair (feirahippieipanema.com) — an open-air arts and crafts market held every Sunday in General Osório Square — that much more convenient. That leaves you just a few blocks from the beach, which should be empty come June as the whole city fixates on the World Cup in South Africa.

WHERE TO STAY Off-season deals exist all along Copacabana Beach. The new Arena Copacabana Hotel (Avenida Atlântica 2064; 55-21-3034-1501; arenahotel.com.br), with the requisite rooftop pool, is offering low-season rates from \$156 for a double. For a less touristy area, the hilltop neighborhood of Santa Teresa has a swarm of boutique hotels, with some of the best views of the city's skyline and rock formations. The recently opened Hotel Santa Teresa (Rua Almirante Alexandrino 660; 55-21-2222-2755; santateresahotel.com) has 44 rooms starting at around 750 reais (about \$440 at 1.7 reais to the dollar).

WHERE TO EAT Good luck getting a table at [Aprazível](#) (Rua Aprazível 62; 21-2508-9174; [aprazivel.com.br](#)) during the high season. But this Santa Teresa favorite, known for its sweet views, outdoor garden and inventive Brazilian cuisine, frees up in May. For something more casual, head to Chico e Alaíde (Rua Dias Ferreira 679, 21-2512-0028; [chicoealaide.com.br](#)), a recent addition to Leblon's botequim scene. Its appetizers of shrimp and jerked meat may taste familiar to patrons of [Bracarense](#) (Rua José Linhares 85; 21-2294-3549); the two bars share the same chef.

DON'T MISS So you think you can dance? Before hitting Lapa 40 Graus (Rua do Riachuelo 97; 55-21-3970-1338; [lapa40graus.com.br](#)), a steamy samba lounge spread across three floors, learn a few steps. Carlinhos de Jesus Dance House (Rua Álvaro Ramos 11, Botafogo; 21-2541-6186; [carlinhosdejesus.com.br](#)) offers classes for beginners starting at 45 reais a person.

YELLOWSTONE NATIONAL PARK

WHY NOW Yellowstone National Park, where snowplows are deployed to clear icy roads well into May, might not seem like an obvious choice for a spring fling. But as the frost recedes, the snowmobiles empty out, yet the roads are still mostly off-limits to cars. It's an almost magical time, when you can glide past geysers and hot springs by bike and breathe in the colorful scenery without the crush of RVs and tourists, who have been flocking to national parks during the recession.

WHAT TO DO The fauna springs to life. Grizzly bears awake from hibernation, wolves slip out of their dens and bison give birth to bright orange calves that look from afar like little pumpkins. Hike up the Rose Creek trail from the historic Buffalo Ranch in Lamar Valley to experience what park rangers call the American Serengeti. For do-it-yourselfers, grab a copy of National Geographic's "Yellowstone Country" by Seymour L. Fishbein, which was rereleased in January; it offers detailed maps, gorgeous photos and primers on the park's ecology. There is also a new iPhone app, GeoRoamer ([georoameryellowstone.com](#)), that offers GPS-guided audio tours for \$8.99. It's lighter than the 200-page book.

WHERE TO STAY The nine lodges scattered throughout Yellowstone don't usually open until late May or early June. Most are also bare-bones. A more civilized option is the Three Bears Lodge (217 Yellowstone Avenue; 800-646-7353; [threebearlodge.com](#)), a 44-room hotel just outside the park in West Yellowstone. After a 2008 fire, the hotel fully reopened last summer with a modern makeover that retains its Goldilocks-inspired kitsch. Doubles start at \$109 before May 20 (\$189 after).

WHERE TO EAT Pack a lunch if you're exploring outdoors: there are slim pickings within the park during the spring. Ernie's Bakery and Deli in West Yellowstone (406 Highway Avenue; 406-646-9467; [erniesbakery.com](#)) makes sandwiches on homemade bread. The [Lake Yellowstone Hotel](#) (307-344-7311; [yellowstonenationalparklodges.com](#)) opens mid-May. After a long day, explorers can dig in to hearty fare like farm-raised bison, wild Alaskan salmon and organic chicken.

DON'T MISS Morning coffee at the Lake Yellowstone Hotel's Sun Room, just when the sun peeks over Mount Sheridan's 10,000-foot summit. A marine layer forms above the still-frozen lake, as if the mountain were floating above the clouds.

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To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour and Meeting/Convention Update
Date: April 2010

Promotion & Follow-up to leads:

Group Tour:

- Participated in GroupConnect Webinar on April 9th to learn of a new web portal collaboratively designed to represent the interests of the members of the American Bus Association and/or the Ontario Motorcoach Association. Membership organizations include Tour Operators, DMO's & CVB's, attractions, lodging and dining establishments. The goal of GroupConnect.com is to provide an online travel tool that will expedite lead generation, consolidate staff research efforts during itinerary development, increase low cost business-to-business exposure and aid in regional tourism tracking. This webinar walked participants through the 6 major components of the website and instructed participants on how to best utilize the portal to maximize individual exposure on the site.
- Submitted a 2nd nomination to American Bus Association's Top 100 Events for 2011. In addition to Warrensburg's World Largest Garage Sale, The Adirondack Balloon Festival has been nominated for this prestigious ABA award. Events that are added to the list receive worldwide media attention via television, radio and print- such as USA Today and CNN. ABA distributes 10,000 copies of the *Top 100 Events in North America Magazine*, featuring the winners to all its members and to thousands of travelers worldwide. As a DMO member of ABA there is an opportunity to add a 3rd event and the Lake George Jazz Weekend is currently being considered.
- Distributed RFP to local hotel properties that could meet the needs of the I Love NY ABA/OMCA Tour Operator Summit that is being proposed for March 2011. All RFP's are due back to this office on Friday for presentation to ILNY by May 6th, 2010. ILNY has specified the need for approximately 50 overnight rooms, and space for tradeshow, seminars, receptions, and all meals.
- Organized a meeting of local tourism officials Pathway Tours President, Bob VanKleek, to discuss promotion for "Shake on the Lake" event with Daniel O'Donnell and Charlie Prose to be held in June.
- Issued two press releases about upcoming group events that included Velo Quebec's The Grand Tour and also Promotional Meeting for Pathway Tours Daniel O'Donnell & Charlie Prose Event

- Reached out to the NYS Lumberjacks Association and Northeast Show Promoters in order to assess interest in hosting future events in Warren County.
- Model T Ford Event Update: After much consideration and assistance from this office, the Model T Ford Event has chosen Rutland, VT as the site of their 2012 Event. Event organizers stated that they were unable to secure a hotel rate in Lake George in season that was within their budget. Thanks to those hotels that did offer proposals.

Local Business:

- Currently collaborating with local partners to present a unified Warren County booth representation and theme at the June ESSAE show in Saratoga. Additional Warren County properties attending the show will be Lake George Steamboat Company, Fort William Henry Resort, The Sagamore Resort, The Queensbury Hotel, Great Escape Lodge and the Lake George Regional Chamber of Commerce.

Confirmed Events:

- Meeting scheduled for May 11th with organizers of Velo Quebec's The Grand Tour, Adirondack Community College's Facilities Director, Anthony Palangi and staff, and Lake George Village Mayor Bob Blais to discuss installation and set up of The Grand Tour's departure site on campus and also additional activities that will be provided in the Village of Lake George for that evening.
- Assisted with securing additional occupancy tax incentive funds for The Grand Tour from The Village of Lake George and The Town of Queensbury to be used for promotion of the event. Confirmed that each has a live link on Velo's website.
- Lake George souvenir lapel pin project for the Grand Tour was awarded to Adirondack Ad Specialties in Glens Falls. Received 1st proof of that pin this week. The souvenir pin will be available to all cyclists who stop at the tourism booth at ACC and provide an email address or additional contact information.
- Organizing the production of a welcome brochure to be distributed by Velo Quebec to cyclists prior to their arrival at ACC. This brochure will include a welcome message, facts and fun things to do in the area, as well as important information like transportation schedules into the village and an invite to stop by the booth to pick up the souvenir pin.
- Organizing the production of Welcome Banners for the ACC Campus

- Assisting with providing unique activities for the cyclists such as proposals for tethered hot air balloon rides for interested cyclists at ACC. Velo is very happy with the proposals they have currently received from our local balloonists and it is very likely that at least 1 balloon will be featured at the departure site.
- Please be aware that local route maps are available if you are not sure if your community is included in the Grand Tour route. Your municipality office should already have been contacted with a form to complete with emergency services contact information and also availability of community space with restroom facilities.

Print Ads to be Placed:

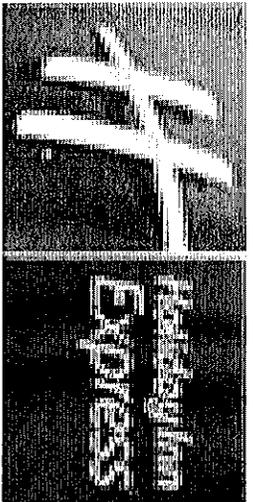
- ILNY Co-op Ad in Group Tour Magazine August Issue Special New York State feature section
- Mid Atlantic Events Magazine for July/August Issue
- Reunion Magazine Placement for July/August/Sept Issue
- Reunion Friendly News Magazine for July Issue

Recent & Upcoming Shows:

- Attended African American Travel Conference: held April 20-22, 2010 in Niagara Falls, NY
- Amtrak's New York By Rail Day: to be held at Penn Station May 12th, 2010
- Empire State Society of Association Executive Expo (ESSAE): to be held in Saratoga Springs, June 2, 2010

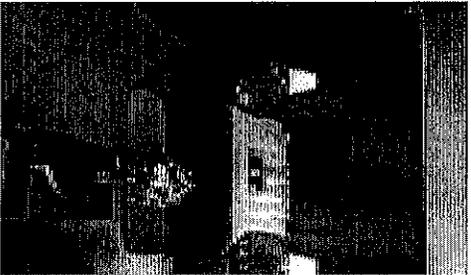
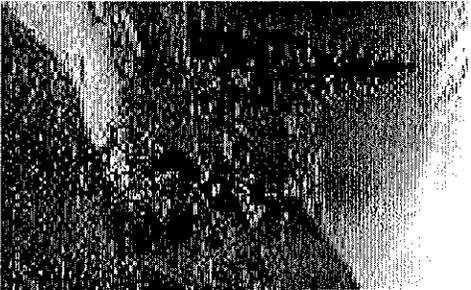
Success Stories:

- The Sagamore Resort booked the Adventist Care Centers Presidents Council Retreat to be held August 2010. The RFP for this retreat was received and distributed directly by this office. The Sagamore has booked 50 rooms for 5 days with 100 attendees from all over Florida. Activities of the 5 day event will include: business meetings & award banquet. Meals onsite and offsite, team building opportunities and spouse activities.
- Confirmed that Suburban Tours out of North Providence RI, will be bringing a group of Senior High School Students to the area this June. Currently assisting with accommodations and a curriculum based itinerary



**The Warren County
Council of Chambers**

Together Bringing Tourism to the Region



Objective

- Attract Tourism to Area
- Generate Revenue for local Business', HIE, and Tour Operators
- Establish Traditional Group Travel
- Create Visibility for HIE and Adirondacks
- Create Marketing Opportunities

Tour Vision

- Group Arrives to HIE in Evening
- Dinner, Overnight Downtown Albany
- Early Arrival at ADK point of Tour Departure
- Refreshments, Supplies, Mapping
- Lunch stop, tour shopping etc...
- Return to ADK point of departure
- Back to HIE, or Local Accommodations

Trip Options

- Rafting trips
- Hiking trips
- Biking Trips
- Eco Tours
- Camping Excursions
- Fishing Trips
- Shopping and Eating Tours

Tour Operators Needs

- Destinations
- Tour Details, food, mileage, maps etc...
- Area Info, food, medical, land
- Local Outfitters, business' relations
- Minimum out of pocket expense upon arrival
- Revenue

Holiday Inn Express

- Expanded Business Relations in the Adirondacks
- Relationships with Tour Operators
- Overnight rooms
- Marketing Opportunities

Warren County Business'

- Generate Tourism
- Maintain Level of Environmental Care
- Create Marketing
- Generate Revenue

Contact, Feedback

- **Contact** _____

- **Feedback** _____

Contact Andy

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