



**Tourism Committee
Warren County Tourism Department
AGENDA
January 24, 2017**

Committee Members:

E. Merlino, Chairman
D. Dickinson
J. Strough
E. Frasier
C. Leggett
R. Vanselow
R. Seeber
E. Wood
R. Montessi
M. MacDonald
K. Geraghty

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- I. Committee meeting called to order by Chairman Merlino
 - II. Motion to approve minutes of November 21, 2016 Committee Meeting
 - III. Action Agenda/New Business

Resolution Requests

1. **Request** to contract with Smith Trend Research to receive data reports including a custom forecast, daily by month report, multi-segment monthly report and multi-segment weekly report.
Rationale: STR reports will offer insight to hotel occupancy, ADR, supply, demand and other pertinent data.
Attachment #1
2. **Request to** authorize an agreement with the Adirondack Regional Tourism Council to continue the contractual relationship for regional marketing services.
Rationale: Warren County supports the Region's marketing efforts through the use of NYS Matching Funds; the regional program includes digital and social media, website, email marketing, public relations, video production and market research.
Attachment #2

- IV. Tourism Department Overview and Marketing Plan 2017 – Joanne Conley, Director
- V. Group Tour Update/Overview – Tanya Brand, Motorcoach Promoter
- VI. Tourism Advisory Board – Gene Merlino, Chairman
- VII. Great Escape Co-op Presentation – Rebecca Wood and Eric Gilbert, Six Flags Great Escape
- VIII. Lake George CVB Update - Kristen Hanifin, Special Events & Convention Sales Director
- IX. Privilege of the Floor to discuss any additional items to come before Committee
- X. Motion to adjourn

Attachments

- #1 Resolution Request - To contract with Smith Trend Research
- #2 Resolution Request – To authorize an agreement with the Adirondack Regional Tourism Council

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 1/24/17

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **To provide data reports including a custom forecast, daily by month report, multi-segment monthly report and multi-segment weekly report. STR reports will offer insight to hotel occupancy, ADR, supply, demand and other pertinent data.**
- (c) Name of Contractor: **Smith Travel Research**
- (d) Address of Contractor: **735 E. Main Street Hendersonville, TN 37075**
- (e) Contractor's Contact Person and Telephone Number:
Lynsie Bennett 615-824-8664
- (f) Has or will the Contract be provided, if so, please attach: **yes**
- (g) Commencement Date of Contract: **1/1/17**
- (h) Termination Date of Contract: **12/31/17**
- (i) Payment Provisions:
 - i) lump sum amount **\$6,817.50**
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$6,817.50**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Quarterly**)
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: A.6417 470, Contract \$6,817.50**

**Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx**

*as listed in budget and LOGOS

Attachment # 1 Resolution Request to contract with Smith Trend Research to receive data reports including a custom forecast, daily by month report, multi-segment monthly report and multi-segment weekly report. STR reports will offer insight to hotel occupancy, ADR, supply, demand and other pertinent data.

Custom Forecast - Will forecast 18 month of performance based on historical performance and specific market dynamics; one time report.

\$922.50

Daily by month - Will show data from each day of the month, by date, with comparison to the same day of the previous year.

\$1,800

Monthly multi-segment - Will show current and year-to-date comparisons.

\$2,047.50

Weekly Multi-Segment - Will show weekly Occupancy, ADR and RevPar for our competitive set.

\$2,047.50

Total = \$6,817.50 (Price includes 10% discount)

Empire State Tourism Conference

SAVE THE DATE!

"2020 Vision"

2017 Empire State Tourism Conference

April 24-26, 2017

Lake Placid, Adirondacks



Proud partner of



LODGING

The "I Love New York" Empire State Tourism Conference welcomes you to Lake Placid, and we hope you enjoy your stay at the High Peaks Resort or Crown Plaza Resort.

- **LODGING RESERVATIONS FOR THE CONFERENCE AT THESE TWO PROPERTIES CAN ONLY BE MADE BY TELEPHONE.** BOOK TODAY - ROOM BLOCK EXPIRES APRIL 9, 2017. RATES AND AVAILABILITY ARE NOT GUARANTEED AFTER THAT DATE.
- Both hotels are within a few minutes easy walking or driving distance of the Olympic Conference Center - the conference site - but are NOT physically connected to the Center. If you walk, plan your outer wear accordingly.
- **PRIMARY HOTEL:**

High Peaks Resort, 2384 Saranac Avenue, Lake Placid, NY 12946

(518) 523-4411, www.highpeaksresort.com

- Use CODE "EMPIRE STATE TOURISM CONFERENCE" when calling in reservation.
- Standard Guest Room, Sunday night, April 23rd, to Tuesday night, April 25th: High Peaks Resort will offer the conference rate of **\$119+tax**, per night. The conference rate will also be available for two days pre-conference and two days post-conference.

Conference Registration Fee: \$275

Agenda not available yet. 2016 sessions/speakers included:

- I Love New York update presented by Gavin Landry, Exec Director, Empire State Development
- Senator Rich Funke, Chairman, Committee on Cultural Affairs, Tourism, Parks & Recreation
- Audience targeting in a data driven world
- Google Analytics Boot camp
- The Evolution of Social Media

RESOLUTION REQUEST FORM NO. 4

Request for Extending, Rescinding or Amending Existing Contract

DEPARTMENT NAME: Tourism

DATE: 1/24/17

- (a) Purpose of Contract Change: to continue the contractual relationship with the Adirondack Regional Tourism Council, Inc. for regional marketing services. Warren County supports the Region's marketing efforts through the use of NYS Matching Funds, whose program includes digital and social media, website, email marketing, public relations, video production and market research.
- (b) Resolution Number, or Numbers if Amended, which Authorized the Original Contract: Res# 359 of 2010, #787 of 2010, #690 of 2011, #699 of 2012, #59 of 2014, #589 of 2014, #52 of 2016
- (c) Name of Contractor: Adirondack Regional Tourism Council, Inc.
- (d) Address of Contractor: Crestview Plaza, 1992 Saranac Ave. Suite 3, Lake Placid, New York 12946
- (e) Contractor's Contact Person and Telephone Number:
Ronald Ofner 518-597-3588 (home)
518-846-8016 (office)
- (f) Commencement Date of Extension: January 1, 2017
- (g) Termination Date of Extension: December 31, 2017
- (h) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed \$150,000
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc.

- (i) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: A.6417 470 \$150,000

Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx

*as listed in budget and LOGOS

Attachment # 2 Resolution Request to authorize an agreement with the Adirondack Regional Tourism Council to continue the contractual relationship for regional marketing services. Warren County supports the Region's marketing efforts through the use of NYS Matching Funds; the regional program includes digital and social media, website, email marketing, public relations, video production and market research.

ADIRONDACK REGIONAL TOURISM COUNCIL

Warren County is a participating member of the Adirondack Regional Tourism Council (ARTC), a consortium of seven counties that share resources to promote economic development through destination marketing. This organization is officially recognized by New York State/Empire State Development/I Love New York.

As such, we fund ARTC with NYS Matching Funds dollars. This funding is used to promote the Adirondacks as a destination, and also focus on the unique experiences that Warren County has to offer. This is facilitated through a comprehensive marketing program that includes the website VisitAdirondacks.com, digital and social media, public relations and email marketing.

As outlined below, ARTC commissioned Longwoods International to collect travel data in 2015 and 2016. These visitor reports will offer a regional level of insight that can be factored into local and statewide trends.

We recognize the importance of aligning ourselves in this strategic partner program, as we know we are a destination for outdoor enthusiasts in our primary markets, those seeking the authentic Adirondack experience!

ADIRONDACK REGION RESEARCH

Longwoods International of Toronto Ontario, Canada conducts the largest ongoing study ever of American Travelers. The firm has conducted large scale visitor research since 1990, of a random, sample of adults ages 18 and over. The Adirondack Region, of which Warren County is a participating regional member county, commissioned Longwoods to collect data in 2015 and 2016. The 2015 Visitor Report has included questioning relative to the Adirondack Region as a whole, with a breakout comparison of Lake Placid. In 2016, the same survey was undertaken with a breakout for Lake George. These results will be available to us in mid-2017 and will prove to compliment other state and local findings.



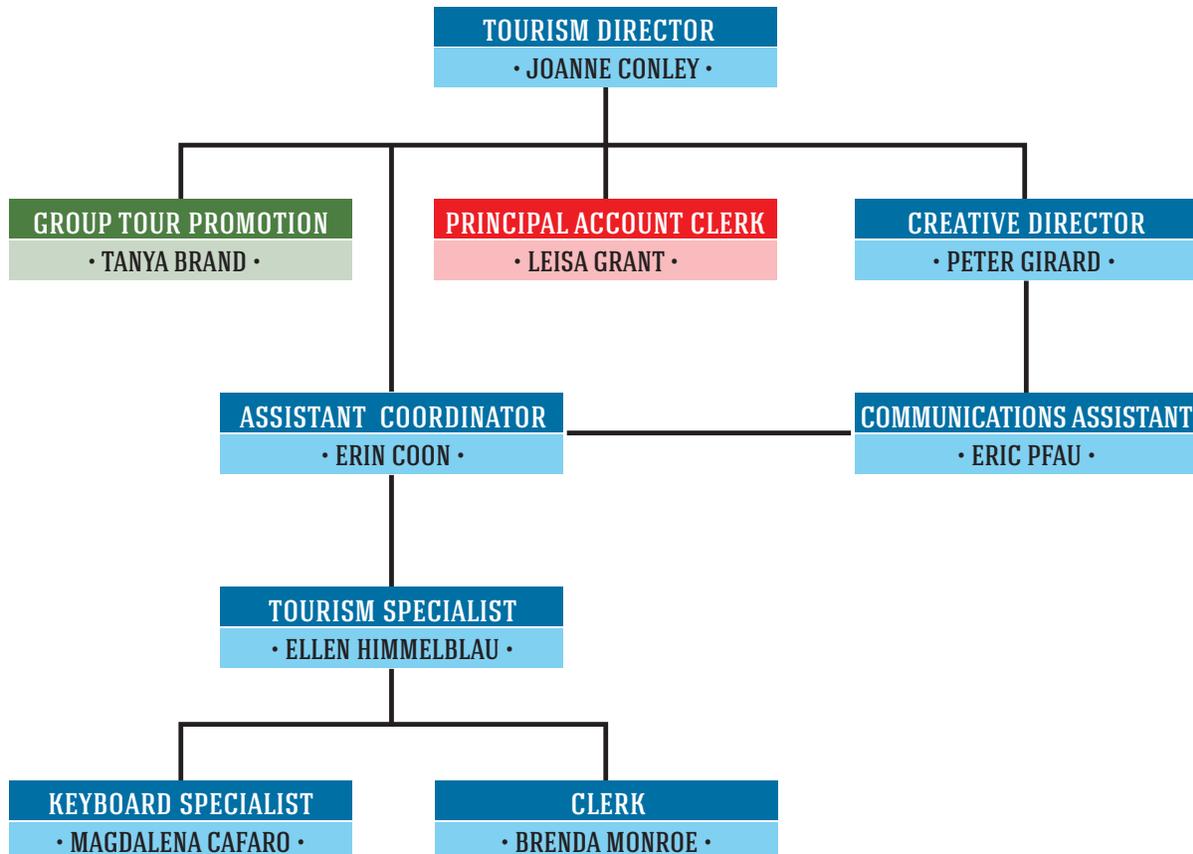
2017 TOURISM MARKETING OVERVIEW

INTRODUCTION

2017 will be a pivotal year for Warren County/The Lake George Area. The Tourism Department, in cooperation with County Supervisors and business stakeholders, has embarked on a journey to work collaboratively to unify, strengthen and grow the tourism industry in Warren County.

THE TOURISM DEPARTMENT

The 2017 Warren County Tourism Department is comprised of 7 full-time and 2 part-time employees. Staffing was restructured and position titles were reevaluated in 2016 to meet the changing needs of the department. Two vacant positions were filled in late 2016.





THE *Original* VACATION!

MISSION

Warren County Tourism works to responsibly promote and support the tourism industry in the Lake George Area through marketing, collaboration and honest communication with regional tourism partners and visitors.

VISION

Warren County Tourism will be the official leading source for year round promotion and visitor services for the Lake George Area, working cooperatively with business partners to manage and cultivate the Lake George Area's brand as *The Original Vacation*.

VALUES

Warren County Tourism uses a professional, team-based approach to provide unbiased, innovative and honest promotion about the Lake George Area. Staff is dedicated to sharing their enthusiasm for our region using multiple media platforms to provide accessible and timely information that visitors to the region can reliably and efficiently put to good use.



THE Original VACATION!

2017 MAJOR PROJECTS

WEBSITE

Warren County/The Lake George Area has partnered with AdWorkshop to develop a new website that will launch in early 2017. A fully responsive design will provide increased functionality across all platforms (phones, tablets, desktops) and restructuring the navigation, based on analytics, will allow users to quickly find the content they are looking for. The new site will also include better features through out such as rich text and photo carousels for listings, a content hub, better video integration, and architecture & keywords that are much more search engine friendly.

CONTENT HUB

Our **existing blog will become a content hub in 2017**, developed by AdWorkshop, as part of our website redesign. Relevant content will be curated by areas of interest that can be easily accessed by site visitors and will remain evergreen. Blog content will be populated by in-house staff and guest writers.

MEDIA STRATEGY

Media buying services (\$1,000,000 contract) was restructured in 2016 to include much more digital capabilities as well as traditional broadcast TV. The contract was awarded to AdWorkshop and preliminary strategy sessions have started to establish goals, tactics and time lines. See 'Warren County Tourism 2017 Media Summary' for a detailed outline.

MONTHLY MARKETING OUTLINE

Establishing a blueprint for the department and our business partners that features monthly primary and secondary promotional initiatives, as well as detailed implementation. Strategies and content will be developed cooperatively with our committee in the first quarter.

THE BRAND

Our new logo was launched in mid-2016 and will be incorporated across all platforms in 2017. The font of the logo harkens back to the days of vintage vacation signage and postcards. The color was pulled directly from the brilliant blues and greens of the Adirondacks.

THE MESSAGE

Finding Our Famous!

The Original Vacation was launched in early-2016 after considerable thought and research on behalf of Tourism Department seeking to “find our famous.” The objective of this exercise was to identify a trait or quality of the area that no other destination could claim. Something that clearly set us apart from the generic “We have it all!” or “Something for everyone!”

Turns out, **The Lake George Area is the birthplace of the American vacation.** City dwellers would “vacate” their homes in New York and Boston in the mid-1800s to travel by train to the lakes and mountains.

To that end, The Tourism Department has trademarked “The Original Vacation” and will expand upon the story in the coming year. “The Original Vacation” will be the cornerstone of the Lake George Area marketing message. Some of the ideas to further this message include, but are not limited to:

- **First Wilderness Heritage Corridor** as a means of exploration along the Hudson River communities of Lake Luzerne, Thurman and North Creek;
- **Adirondack Experience of the Johnsburg/North Creek via the D&H Railroad;**
- **Lake George Steamboat Company** celebrating 200 years;
- **Fort William Henry Hotel** and the restored French & Indian War era Fort;
- **Great Escape and Storytown, U.S.A.** Opened one year before Disney World;
- **Downtown Glens Falls**, featuring the historic Hyde Collection.

THE *Original* VACATION!

Discover the birthplace of the American vacation. Reconnect, explore, and escape to a timeless place of treasured moments, pristine wilderness, charming towns, and must-see attractions. It's the quintessential getaway destination... and America's first.

The American vacation was born in the Adirondacks

The idea of leaving the city for the mountains and lakes was viewed as an outrageous idea, until a guidebook written by a young preacher from Boston in the mid-1800s touted the idea of an excursion into nature as a way to escape the demands of civilized life. A mere 36-hours by train from Boston or New York City brought cloistered city-dwellers to an expanse of mountains, lakes, and rivers largely unexplored. Readers were charmed and fascinated that such a getaway was within reach.

The D&H Railroad shuttled visitors to the southern shores of Lake George where a stunning view of the lake and mountains beckoned them to further discover the natural beauty of the "North Woods." The Adirondack Railway took riders to North Creek, and the foothills of the Adirondacks, where the rugged mountains inspired visitors to become adventurers.

From the wealthy scions of industry who built summer homes and great camps in the late 1800s to the post-World War II era of motels and lakeside cottages; from the legendary dude ranches to the iconic amusement parks of the 50s, 60s and 70s, the American vacation was, quite literally, born here.

Visiting the Adirondacks has become tradition. Year after year, generation after generation, families pack up their bathing suits, fishing rods, and ski gear for a weeklong visit. Memories have been made of days on a sandy beach, hikes to pristine mountain summits, ice skating on a frozen lake, catching trout from back-country streams, the loop-de-loops of an amusement park or Nordic skiing through snow-covered trees.

It's the vacation you remember...

It's the vacation you wish would never end!



THE *Original* VACATION!

MARKETS

Geographically, there are 44 million people in the four state drive markets of New York, New Jersey, Pennsylvania and Connecticut. Additionally, we know from our research and input from local businesses that our key primary markets include metro New York/New Jersey, Springfield, CT, Hartford, MA, and Montreal, Quebec.

New secondary markets to consider include Western New York, Northern PA, Boston, and Toronto.

The Lake George Area is an enviable geographic location with the primary travel corridors of I-87 bringing visitors from the north and south, and I-90 bringing visitors from east and west.

FUNDING ALLOCATION STRATEGY

60% SUMMER: The focus in 2017 will be to reclaim our summer season. While the period of May – August has historically been our strongest season, there is room for growth in these months, as evidenced in Smith Trend reporting, that demand has slipped (July – Aug, specifically) in the past two years.

15% FALL: This season has seen considerable growth in recent years and we will aim to keep the momentum of summer rolling into this valuable shoulder season. A strong core of fall events and festivals has bolstered September and October weekends. Development of festivals/packages needs to continue.

15% WINTER: We will focus on proven winter assets such as Gore Mountain, outlet shopping and other weatherproof activities, as we build infrastructure for a more well-rounded winter season.

10% FLOATING ENHANCEMENT: Specifically used to augment a season, rotating every year, that coincides with the launch of a new TV campaign spot. 2017 Floating Enhancement will be allocated to the Summer Season.

50/50 SPLIT: Each season's funding will split 50% digital, 50% traditional. Digital campaigns have proven to be very successful, providing an abundance of engagement and metrics to evaluate within each initiative.



THE *Original* VACATION!

DEMOGRAPHICS

The Lake George Area has been a generational and perennial favorite of families for decades. Approximately **50% of our visitors are from within New York State**; 12% from New Jersey; 8% from Connecticut, followed by Massachusetts, Pennsylvania and Montreal, Canada. Women are the primary decision makers, the average age of that decision maker is 50 years of age and 59% have a college degree.

AUDIENCE SEGMENTS

- Families have been a staple of the Lake George Area for generations. The Lake George Area is clearly a family friendly destination offering an infinite array of events and activities.
- Outdoor enthusiasts can experience a range of adventure tourism activities from recreational to rugged, all within a short drive of comfortable amenities.
- Authentic Americana travelers are searching for an off-the-beaten-path experience.
- Millennials are a market segment that spans 1977 - 2000. Two important characteristics of this group of 80 million are that they are looking for new experiences they can share socially with their friends, and they are starting families.
- Health and Wellness travelers want to unwind, relax and connect with nature.
- Value Travelers are looking for a fun and safe experience that fit their budget.



THE *Original* VACATION!

EARNED MEDIA

Earned Media (coverage as a result of PR efforts other than paid media advertising) will be curated through our own media Familiarization (FAM) visits and leads, and in cooperation with the leads received from the Adirondack Regional Tourism Council and I Love New York.

PAID MEDIA

PRINT ADVERTISING

Traditional print media will be a combination of visual top-of-mind-awareness ads and reader service call-to-action ads.

Reader Service: We will leverage the industry expertise, targeted media buys and negotiated rates of the New York State Travel Industry Association (NYSTIA), in partnership with I Love New York, to place reader service ads in proven publications. As a call to action, readers provide a name and mailing address and receive a Lake George Area Travel Guide.

Top of Mind Awareness: Print media in targeted and content rich magazines, such as Adirondack Life and USA Today Travel Guide, provide readers with inspiration to travel to the Lake George Area.

SOCIAL MEDIA CHANNELS

Trampoline Design of Glens Falls, NY assists with content creation across Facebook, Instagram, Twitter and Pinterest. The contract runs through May 31, 2017, with an option to renew. Details of their plan for the first half of 2017 is found in a separate document.

In-house staff curate relevant blog content that is posted and shared on Facebook.

Added-value social media is tied to several print advertising agreements. A post by an advertiser with a link or hashtag to our page results in increased engagement with new audiences.



THE Original VACATION!

TELEVISION COMMERCIAL PRODUCTION AND PHOTOGRAPHY ASSETS

Working Pictures of Albany, NY provides comprehensive video and photography production for our summer, fall and winter campaigns. Their services include casting, scouting locations, sourcing sets & wardrobe and completing the project by shooting, recording, and editing. The finished product will be delivered to the Tourism Department for review and subsequent use on our website and will be delivered to media outlets in the needed format.

In 2016, Working Pictures began the process of collecting robust new footage on a seasonal basis. 2017 will feature an entirely new concept in broadcast media using footage obtained in 2016.

BROADCAST AND DIGITAL MEDIA

Advertisers Workshop of Lake Placid, NY provides both broadcast and digital media. By researching target audiences and determining their media consumption habits, they can target our markets based on behavior, context, geographic location and even time of day. AdWorkshop purchases media directly through a programmatic platform, which will cut out the middleman and provide the best ad rate. Campaign performance is regularly reviewed and continuously optimized. **Detail about this program can be found in the “2017 Media Summary”.**

EMAIL MARKETING

The focus of the E-blast program shifted in 2016 to include timely content driven messages. Each E-blast was anchored by a blog story that captured the reader’s interest and provided an immersable experience the reader could relate to. Web analytics show that readers clicked on the blog stories and spent several minutes reading. Link clicks within the blast are redirected to content on the website of paid co-op partners. The department’s house list had grown to 130,000+ addresses over the course of many years, but the open rate was not growing at the same rate. Through our email software program we were able to monitor which addresses had opened our E-blasts over a period of months and deleted those who had not performed. While this resulted in a drop to approximately 50,000 recipients, the resulting list is viewed as more qualified. Co-op E-blast cost is \$100 per advertiser.

It is our goal in 2017 to be able to share qualified email addresses with our business partners.



THE Original VACATION!

PRINT COLLATERAL - TRAVEL GUIDE

In 2017, the Tourism Department consolidated print collateral from multiple seasonal and niche pieces to a comprehensive annual Travel Guide. The 88-page guide is content rich and has the feel of a travel magazine that visitors will want to keep. Our goal in 2017 is to mail fewer copies and repurpose those resources spent on postage to other initiatives, while using other distribution outlets to promote our destination to prospective visitors. We strive to have a copy of the guide in each hotel room so visitors can see the breadth of our offerings and opt to stay another day, return for another visit or share with family and friends.

Travel guides will be mailed to those who specifically request them; are distributed at highway information centers, airports, chambers of commerce, AAA offices and other high traffic traveler locations. In 2017, the Department will make a concerted effort to have an Official Warren County Travel Guide in as many hotels, motels, resorts and campgrounds as possible. This comprehensive guide will serve as a vacation planner while guests are visiting and serve to invite them to visit again.

CONSUMER SHOWS PARTNERS

New York State Travel Industry Association (NYSTIA) in cooperation with Campground Owners of New York (CONY) attends targeted travel and outdoor consumer shows in the United States and Canada. The booths are professionally staffed and incorporate dynamic imagery and I Love New York branding.

Warren County Tourism selects approximately 12 of these shows and provides our Travel Guide for distribution. Shows include travel, outdoor and camping industry shows in proven markets such as Hartford, CT, Springfield, MA and Harrisburg, PA and Montreal, Quebec.

New York's Best Experiences (NYBE) (Josiah Brown, a.k.a. The New York Sherpa), represents the Lake George Area through multiple levels of promotion. Over the course of four consumer shows and multiple events across New York State, NYBE knows the Lake George Area well and represents us with great enthusiasm and recommendations based on first-hand experiences.



THE *Original* VACATION!

GROUP TOUR

The Lake George Area is a perennial favorite for motorcoach and group travel. Tanya Brand, Group Tour Promoter, works collaboratively with group tour friendly suppliers to facilitate and strengthen motorcoach tourism to the area. Detail on this program can be found in the 2017 Travel Trade Marketing Plan.

INTERNATIONAL

In the coming year, attracting international visitors to the Lake George Area will focus on Foreign Independent Travelers (FIT) and Tour/Receptive Operators with whom they work. The goal will be to introduce our area as a two-day stop, by coordinating with both the Capitol-Saratoga and Adirondack Regions as a multi-day itinerary. Details of this program are outlined in the 2017 Travel Trade Marketing Plan.

CVB

The Warren County Tourism Department contracts with and provides oversight to the Lake George Chamber of Commerce & CVB to focus on convention sales, sports tourism and specialty markets. Detail on this program can be found in the Lake George Regional Convention & Visitors Bureau 2017 Sales & Marketing Plan.

NEW YORK STATE TOURISM PROMOTION

The Warren County Tourism Department is recognized as the official Tourism Promotion Agency to the I Love New York program and Empire State Development. The department works closely with I Love New York and their partners to populate the ILNY website, facilitate FAMS, provide media/press FAM trips, facilitate photo/video shoots and so much more. Our relationship with I Love New York is invaluable in terms of their global recognition and advertising reach.

The Matching Funds grant program is an annual request for funding offered to TPAs around the state. The Lake George Area is fortunate to have been awarded \$88,000 in 2017. A portion of these funds are used to support an Adirondack Regional Tourism Council Advertising and Marketing Plan, as well as to offset the cost of our Lake George Area Travel Guide.



THE Original VACATION!

ADIRONDACK REGIONAL TOURISM PROMOTION

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As such, we fund ARTC with NYS Matching Funds dollars. This funding is used to promote the Adirondacks as a destination, and also focus on the unique experiences that Warren County has to offer. This is facilitated through a comprehensive marketing program that includes the website VisitAdirondacks.com, digital and social media, public relations and email marketing.

As outlined below (Data Collection), ARTC commissioned Longwoods International to collect travel data in 2015 and 2016. These visitor reports will offer a regional level of insight that can be factored into local and statewide trends.

We recognize the importance of aligning ourselves in this strategic partner program, as we know we are a destination for outdoor enthusiasts in our primary markets, those seeking the authentic Adirondack experience!

DATA COLLECTION

WARREN COUNTY RESEARCH

A Comprehensive Destination Research and Strategic Review was undertaken by BBG&G Advertising and Public Relations from May-November 2016. The Department and the Tourism Committee will work together to delve into the report and its recommendations and address each singularly.

MILLENNIAL RESEARCH

“The Adirondacks & the Next Generation” is a 2016 report that was coordinated by the Wild Center in Tupper Lake and the Adirondack Regional Tourism Council with the support of a Market NY Grant funding. Schireson Associates of New York, NY conducted this research in Phase I of the project and a practical application handbook was designed by Trampoline Advertising & Design of Glens Falls. All of this data has been shared with us so that the Adirondacks can collectively move forward to attract the Millennial Market, the next generation of Adirondack enthusiasts.

SMITH TREND REPORTS

The Tourism Department will contract with Smith Trend Research to receive the following reports:

- **Custom Forecast** - Will forecast 18 month of performance based on historical performance and specific market dynamics; one time report.
- **Daily by month** - Will show data from each day of the month, by date, with comparison to the same day of the previous year.
- **Monthly multi-segment** - Will show current and year-to-date comparisons
- **Weekly Multi-Segment** - Will show weekly Occupancy, ADR and RevPar for our competitive set.

NEW YORK STATE RESEARCH

“The Economic Impact of Tourism in New York” is an annual survey conducted by Tourism Economics. This report includes all of New York State with an Adirondack Focus, with breakdowns for each county, including Warren. The current 2015 report includes economic impact, traveler spending, employment levels, and trends.

ADIRONDACK REGION RESEARCH

Longwoods International of Toronto Ontario, Canada conducts the largest ongoing study ever of American Travelers. The firm has conducted large scale visitor research since 1990, of a random, sample of adults ages 18 and over. The Adirondack Region, of which Warren County is a participating regional member county, commissioned Longwoods to collect data in 2015 and 2016. The 2015 Visitor Report has included questioning relative to the Adirondack Region as a whole, with a breakout comparison of Lake Placid. In 2016, the same survey was undertaken with a breakout for Lake George. These results will be available to us in mid-2017 and will prove to compliment other state and local findings.

Travel Trade 2017 Marketing Plan

Motorcoach/Group Tour and International

MOTORCOACH INTRODUCTION

The Lake George Area continues to be a popular destination for motorcoach/group travel. The Group Tour Division of the Tourism Department plans to work collaboratively with its group tour friendly suppliers to continue to facilitate and strengthen motorcoach tourism to Warren County. Day trips make up a large segment of Lake George's incoming group tours. Emphasis for 2017 will be on increasing overnight and multi-day stays for motorcoach groups during peak travel months thus increasing the economic impact to the local economy. This will be achieved by designing unique multi-day itinerary packages, promoting popular multi-day events to build out tours and recommendation for hub-and-spoke day trips to Regional offerings while overnighing in Lake George.

Motorcoach Market Audience Segments

- Senior Citizens and Baby Boomers
- Students and Educators
- Niche Groups: Walking Clubs, Gardening Clubs, Bank Clubs
- Sports and Performance Groups

Motorcoach Industry Tour Trends

- Outdoor Adventure Tours
- Hands-On Experiences
- Mystery Tours
- Culinary Tours
- History & Heritage
- Mix of different genres to appeal to diverse groups traveling together

Print Collateral and Print Collateral Distribution

The Group Travel Planner is the comprehensive piece used to promote the Lake George Area as a group-friendly destination. It continues to be developed in 2017 to include a new design. A new call to action page will appear in the front of the planner in an effort to prompt tour decision makers to contact the Group Tour Promoter for personal planning assistance with tours. 2,500 Group Travel Planners will be distributed throughout the year via travel trade shows and mailings to qualified leads.

Itineraries

Itineraries continue to be a strategic and useful way to encourage tour groups to visit our area. Itineraries offer inspiration, provide suggestions for popular group friendly offerings, assist groups with maximizing their tour time and help the Operators manage tour expenditures. The improved design will focus heavily on highlighting group friendly attractions in niche itineraries which will appeal to audience segments and tour trends specified above. These itineraries will be at least 2-3 days in duration to encourage incoming groups to do more and stay longer. Each itinerary will have a call to action to contact the Group Tour Promoter directly to get plans underway.

Tracking

A working document will assist tracking developing business with follow up and feedback from Tour Operators throughout the year. This information will be shared with the Tourism Committee on a monthly basis. During peak season, The Group Tour Promoter will query Warren County group tour suppliers monthly as to their incoming tours, number of group admissions and room nights sold. The Tourism Department recognizes the importance of tracking to evaluate ROI's and effectiveness of its current group tour programs and will continue to research potential software programs that provide tracking capabilities.

Research & Data Collection

The Group Tour Promoter will conduct outreach to its Tour database of 14,000+ contacts via Survey Monkey to obtain visitor information from Tour Coordinators such as group's origin, size, type, months of travel, duration of stay, attractions and lodging utilized and visitors' experience. The Group Tour Promoter will also conduct outreach to the Warren County Group Tour Suppliers via Survey Monkey to obtain information about their group tour marketing efforts, motorcoach statistics, feedback about travel trade shows, lead distribution program, follow up to lead efforts etc. This information will be used to evaluate and review future marketing plans and build stronger partnerships with Warren County group tour suppliers.

Travel Trade Shows

Attending travel industry trade shows is a key element in group tour promotion. Meeting travel buyers in a face- to- face forum is an important tool in negotiating business and building lasting industry relationships.

The Group Tour Promoter will continue to evaluate the effectiveness of the travel trade shows the department attends by providing a detailed report within two weeks of show conclusion. Personal outreach and follow up to tour decision makers met at these shows will occur at least 2 months after the conclusion of each show.

A synopsis of the current 2017 travel trade show schedule is provided. All leads obtained from shows will be shared with Warren County businesses requesting group tour leads.

American Bus Association Marketplace: 55 pre-scheduled appointments with domestic Tour Operators and Receptive Operators.

Brown Coach Group Leader Expo: One day Group Leader Marketplace with exhibitor booth.

Heartland Travel Showcase: 35-40 pre-selected appointments primarily with Central US based Tour Operators.

Pennsylvania Bus Association: Group Leader Marketplace with an exhibitor booth.

Yankee Trails World Travel Expo: One day Group Leader Marketplace.

Destination Group Travel Show: Group Leader, Domestic & International Tour Operator Marketplace with exhibitor booth.

Greater New Jersey Motorcoach Association: Group Leader Marketplace with an exhibitor booth.

International Pow Wow: IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Warren County will be joining eight additional NYS DMO's for three days of intensive pre-scheduled appointments under the umbrella of I love New York Inc.

Destinations of New York State Sales Exchange : Appointments with 40 key New York City based International Receptive Operators whose clients are International Inbound to US.

Ontario Motorcoach Association: Pre-scheduled appointments with 30+ Canadian Tour Operators bringing inbound US tours.

Group Travel Trade Show Partners

The Lake George Area will offer a 2nd annual co-op booth at the Destinations of New York State Group Travel Show in 2017. Co-ops increase exposure for the Lake George Area and offer reduced cost for stakeholders to attend shows. The 2016 co-op was very successful with six partners joining the Tourism Department in showcasing Warren County offerings.

The Lake George Area will partner with the Adirondack Region in sponsorship at American Bus Association Marketplace in January 2017. The Adirondack Region will receive sponsorship recognition with its name and logo on the appointment time clock for the duration of the 5 day marketplace. This sponsorship allows Warren County Tourism and its regional partners additional exposure with a booth on the selling floor to network with Tour Operators.

Print and Digital Advertising

Print and digital advertising placements will be scaled back for 2017 as a result of fewer Group Tour related media outlets providing qualified Reader Service. The ads that continue to be placed will be those media outlets that have proven to be successful such as Group Tour Magazine and Student Group Tour Magazine. Ads placed will have less frequency but increase in size and provide unique itineraries or engaging advertorial to prompt the reader to reach out to the Group Tour Promoter for personal planning assistance. Group Tour ads will also be strategically placed as part of I Love New York Inc.'s co-op advertising programs where available.

Familiarization Tours

The Warren County Tourism Department has found that experiencing a destination first-hand provides great potential for return visits both with the leisure and group markets. At least (4) Individual FAM tours will be offered to key Tour Operators throughout the year. These individuals will be pre-qualified and selected according to their potential to bring NEW business to the area. The Group Tour Promoter will conduct outreach from the American Bus Association 2017 Motorcoach Marketer Guide and customize individual tours according to the specific need of the Operator. All services, lodging, admissions, meals for the Operator will be offered complimentary with the exception of travel to and from our destination.

INTERNATIONAL INTRODUCTION

The way in which International travelers vacation tends to differ from that of the U.S. The average European receives 4 weeks of vacation in a year and most take that time not in increments of 2-3 days as do Americans, but all at once. During this time they travel further to their destinations of choice and stay longer when they get there.

New York City continues to be a popular gateway city for overseas travel to the U.S. with International NYC visitation recorded at 12.3 million dollars for 2015. Top International Markets for that year were United Kingdom, Canada, Brazil, China, France, Australia and Germany respectively.¹

A growing segment of these International visitors have traveled to the United States several times and have visited the popular New York State destinations such as Manhattan, Niagara Falls and Finger Lakes Regions. They are now interested in exploring what additional travel experiences Upstate New York has to offer therefore emphasis will be on promoting regional product to this market, both Capitol-Saratoga and Adirondack, as many International Travelers may be more familiar with Upstate New York Regions than they are with the individual communities within the Lake George Area. The goal will be to introduce our area as at least a two day stop on a multi-day tour of Upstate or as a home base for a hub and spoke tour.

This promotion will focus primarily on the Foreign Independent Traveler and the Tour/Receptive Operators with whom they work directly.

IPW

Warren County Tourism will be returning to International Pow Wow (IPW) after more than 13 years of not attending. IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. More than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than 4.7 billion in future visit USA travel. Warren County will be joining eight additional NYS DMO's for three days of intensive pre-scheduled appointments under the umbrella of I love New York Inc. Those DMO's include: Buffalo, Syracuse, Oneida County, Dutchess County, Sullivan County, The Finger Lakes, and Capital-Saratoga Regions.

ILNY International Division Partnership

The Group Tour Promoter will continue to be a member of the I Love New York International Marketing Advisory Committee for 2017 and Warren County Tourism will partner with I Love New York's International programs, workshops, FAM tours and initiatives where appropriate. Partnering enables Warren County to benefit from the highly recognized I Love New York Inc. brand.

Regional Itinerary

It will also be important to facilitate Regional partnerships throughout 2017. Warren County can capitalize on brand recognition of other tourism Regions such as The Adirondack Region and Capitol-Saratoga Region and will collaborate with them to design a multi-day itinerary collateral piece to be used in promoting our areas to the Foreign Independent Traveler (FIT) inbound to the U.S. via New York City. This printed piece will be used as a marketing tool at International Travel Trade shows such as IPW and Destinations of New York State's NYC Sales Exchange.

Tour Mappers

Warren County Tourism will conduct a workshop in the Spring of 2017 for its stakeholders in order to introduce them to Tour Mappers, a full-service Receptive Operator wholesaling accommodations, attractions and services to International Tour Operators. Tour Mappers is specifically looking for Lake George product and the goal of this workshop is to educate our suppliers about the benefits of working with the International Market and facilitate contracts between Warren County properties and Tour Mappers. Partnering with an agency like Tour Mappers will be a key strategy for Warren County and its stakeholders as International Travelers almost always use a Tour Operator, Travel Agent or Booking engine within their country to plan their trips to destinations they are visiting for the first time. There will be an

opportunity for Warren County lodging and attractions to offer site inspections in order for Tour Mappers to experience their product.

¹ NYCandcompany.org



The Great Escape & Splashwater Kingdom
Warren County Tourism Advertising Co-op
January 23, 2017

DMA Coverage Miles

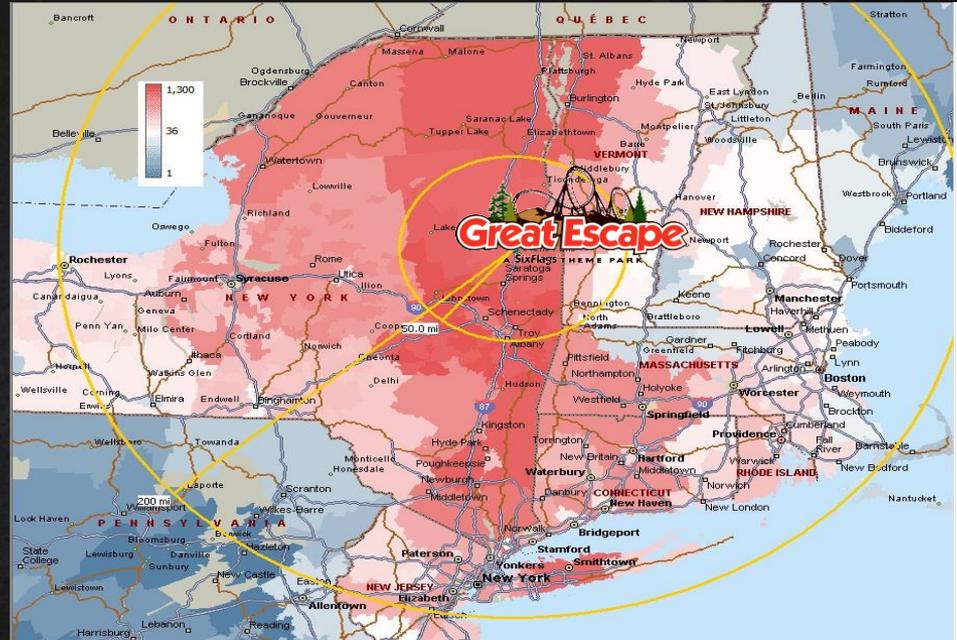
Albany	59
Burlington	102
New York City	199

Radius %

0-25 Miles	22
26-50 Miles	28
51-100 Miles	19
101-150 Miles	13
151-200 Miles	8
201-300 Miles	1
300+ Miles	2
Outside US	7

ETHNICITY	%
Caucasian	89
African American	4.3
Hispanic	4.8
Asian	2.4
Other	2.8

AGES	%
3-11	32.2
12-17	18.2
18-34	21.9
35-49	20.9
50+	6.9



MARKETS REACHED

Albany, Syracuse, Burlington, Canada, NYC, Hudson Valley

FEATURED ATTRACTIONS

Comet, Sasquatch, Splashwater Kingdom

Total Area Room Nights

103,681

Six Flags Great Escape Resort

- Located in the beautiful Lake George Region
- New York's largest and most thrilling Theme & Water Park
- Rich in history- founded in 1954 by Charley Wood as Storytown, USA
- FREE Splashwater Kingdom outdoor water park
- New rides and attractions every season



Create a compelling, dynamic tourist marketing campaign, using The Great Escape as an anchor to promote the entire Lake George region.

Strategies & Tactics

- Utilize the expertise of Six Flags' media planning, buying and creative agencies executing tourism based media plans all over the country
- Learn from our Resort/Lake George tourism marketing efforts to drive visitors
- Develop an impactful visual campaign with a strong call to action
- Metric and performance based buying

Requesting \$150,000 to launch a custom awareness advertising plan running June 12-July 24 including the following markets:

DAYPART MIX

Hudson Valley

Dayparts	'17 DPM
Zone Cable	100%

Syracuse

Dayparts	'17 DPM
Cable	20%
Early Morning	15%
Daytime	10%
Prime Time	30%
Late News	10%
Late Fringe	15%

Utica

Dayparts	'17 DPM
Cable	20%
Early Morning	15%
Daytime	10%
Prime Time	30%
Late News	15%
Late Fringe	10%

Cover the Hudson Valley area by purchasing 19 cable zones within: Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester county

Daypart mix varies by market based on the following criteria:

- Cable saturation
- Daypart index against W25-49
- Lowered Late Fringe where possible due to seasonality

Request & Plan

		Q2				Q3							
		Apr	May	Jun	Jul	Aug	Sep	Weeks On					
Hudson Valley													
Awareness	Video	W25-49 (#1953) Poughkeepsie Zone Cable (:30)			15	15	15	15	15	15	6	90	\$612
		W25-49 (#1157) Lower Hudson Valley Zone Cable (:30)			15	15	15	15	15	15	6	90	\$4,590
		W25-49 (#1156) Rockland County Zone Cable (:30)			15	15	15	15	15	15	6	90	\$918
		W25-49 (#0502) NJ-Mt. Vernon Zone Cable (:30)			15	15	15	15	15	15	6	90	\$3,443
		W25-49 (#0507) Ossining Zone Cable (:30)			15	15	15	15	15	15	6	90	\$5,738
		W25-49 (#0508) Yonkers Zone Cable (:30)			15	15	15	15	15	15	6	90	\$7,421
		W25-49 (#0514) Rockland Zone Cable (:30)			10	10	10	10	10	10	6	60	\$8,109
		W25-49 (#0967) Port Chester Zone Cable (:30)			15	15	15	15	15	15	6	90	\$2,448
		W25-49 (#1372) Poughkeepsie Zone Cable (:30)			15	15	15	15	15	15	6	90	\$2,219
		W25-49 (#1684) Wappingers Falls Zone Cable (:30)			10	10	10	10	10	10	6	60	\$6,630
		W25-49 (#1687) Newburgh Zone Cable (:30)			15	15	15	15	15	15	6	90	\$2,372
		W25-49 (#2089) Southern Westchester Zone Cable (:30)			10	10	10	10	10	10	6	60	\$6,273
		W25-49 (#2441) Warwick Zone Cable (:30)			15	15	15	15	15	15	6	90	\$6,044
		W25-49 (#3134) Bronx Zone Cable (:30)			15	15	15	15	15	15	6	90	\$5,585
		W25-49 (#3834) Yorktown Heights Zone Cable (:30)			15	15	15	15	15	15	6	90	\$5,049
		W25-49 (#5846) Orange County Zone Cable (:30)			15	15	15	15	15	15	6	90	\$5,126
		W25-49 (#5848) Sullivan County Zone Cable (:30)			15	15	15	15	15	15	6	90	\$1,683
		W25-49 (#6487) Kingston Zone Cable (:30)			15	15	15	15	15	15	6	90	\$3,366
		W25-49 (#8157) Putnam County Zone Cable (:30)			15	15	15	15	15	15	6	90	\$5,508
		A25-49 Pre-Roll (:30)			6	6	6	6	6	6	6	36	\$6,456
Total Video				\$59,724	\$29,862					1,656	\$89,586		
Total Awareness				\$59,724	\$29,862					1,656	\$89,586		
Engage	Facebook & Instagram									4	\$4,099		
		Total Engagement				\$2,099	\$2,000				\$4,099		
Hudson Valley				\$61,823	\$31,862					1,656	\$93,685		
Syracuse													
Awareness	Video	W25-49 Spot TV (:30)			50	50	50	50	50	50	6	300	\$30,861
		A25-49 Pre-Roll (:30)			8	8	8	8	8	8	6	48	\$3,576
		Total Video			\$22,824	\$11,613					348	\$34,437	
Total Awareness				\$22,824	\$11,613					348	\$34,437		
Engage	Facebook & Instagram									4	\$3,500		
		Total Engagement				\$2,000	\$1,500				\$3,500		
Syracuse				\$24,824	\$13,113					348	\$37,937		
Utica													
Awareness	Video	W25-49 Spot TV (:30)			50	50	50	50	50	50	6	300	\$13,317
		A25-49 Pre-Roll (:30)			14	14	14	14	14	14	6	84	\$1,560
		Total Video			\$9,835	\$5,042					384	\$14,877	
Total Awareness				\$9,835	\$5,042					384	\$14,877		
Engage	Facebook & Instagram									4	\$3,500		
		Total Engagement				\$2,000	\$1,500				\$3,500		
Utica				\$11,835	\$6,542					384	\$18,377		
Grand Total				\$98,483	\$51,517					2,388	\$150,000		

