



*In the Travelers  
Own Words  
By  
The New York  
Sherpa™*

**THE  
NEW YORK SHERPA**



The New York Sherpa has traveled over 500k miles in New York and can give you a great recommendation for just about anything you want to do.

#SherpaWisdom  
@NewYorkSherpa

**Have a question about New York?**  
Ask your resident expert.



**NEW YORK SHERPA'S HOURS TODAY:**





# Our Vision

We believe...

- **Personal Interests**
- **Recommendations**





GET A PERSONALIZED TRAVEL RECOMMENDATION TODAY.



What kind of  
Traveler  
are you?

[www.NewYorksBestExperiences.com](http://www.NewYorksBestExperiences.com)





# Epicenters of Experiences

[NewYorksBestExperiences.com](http://NewYorksBestExperiences.com)

Because We've Been There.



# Mobile Visitors Center

- **Fairs/Festivals**
- **Travel Shows**
- **Malls**
- **Tactical Locations**





## Sherpa Mobile





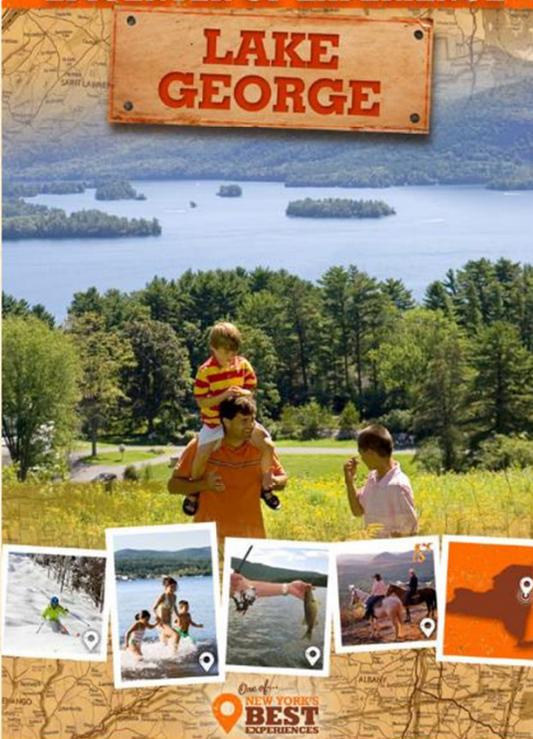
## Northeast RV Show, Suffern, NY





EPICENTER OF EXPERIENCE

# LAKE GEORGE



[NewYorksBestExperiences.com](http://NewYorksBestExperiences.com)

#MakingNYMemories

# LAKE GEORGE



ASK US ABOUT:  
THE LAKE GEORGE STEAMSHIP COMPANY  
LAKE GEORGE, NY

[NewYorksBestExperiences.com](http://NewYorksBestExperiences.com)





## Northeast RV Show, Suffern, NY





# 15 Destinations on Tour





## Jones Beach Air Show, Jones Beach, NY





## Baseball Hall of Fame Induction





## Grand Central Terminal



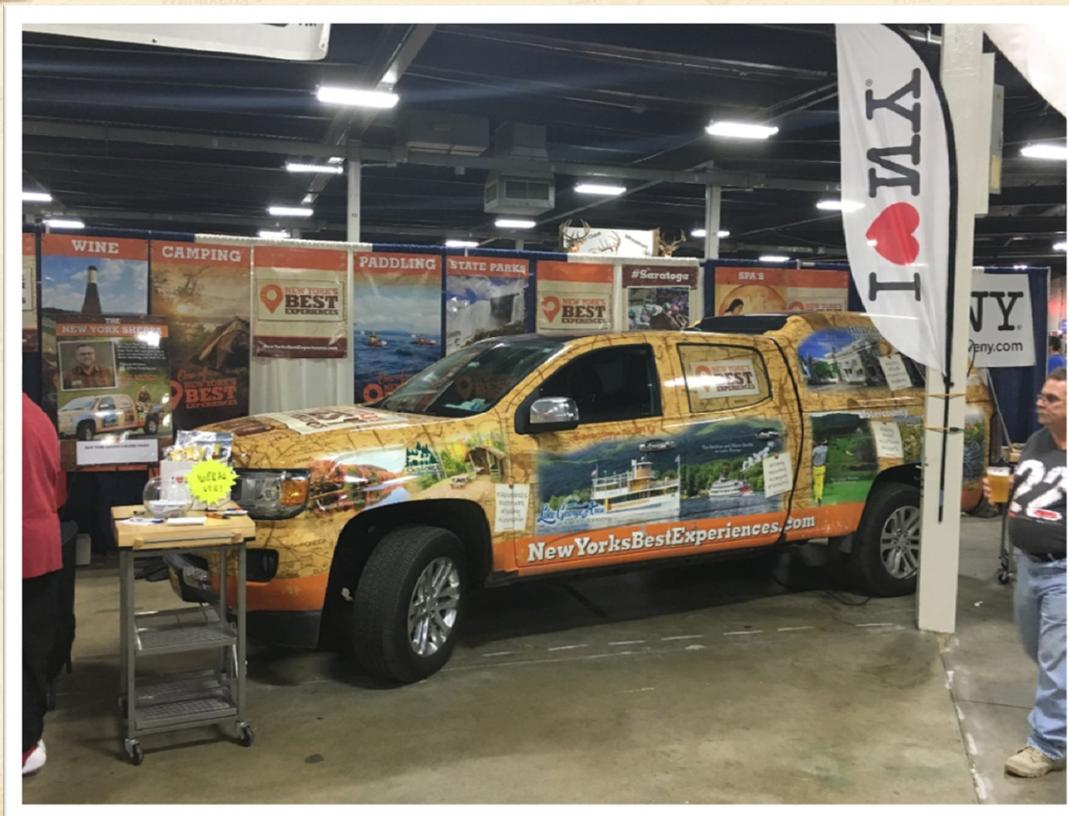


## Warwick Apple Fest, Warwick, NY





## Sherpa Mobile





# New York's Best Experiences Travel Guide

**NEW YORK'S BEST EXPERIENCES** Travel Guide Free

Featured Destinations in New York by **SHERPA**

Because We've Been There.

This Guide Belongs To:

**NEW YORK'S BEST EXPERIENCES** Your Guide Free

## Personal Interests

- FAMILY FUN
- CAMPING / RV
- EVENTS
- AUTUMN
- HIKING
- HISTORY
- CRAFT BREWS
- FISHING
- WINE
- ART / CULTURE
- WINTER FUN
- FOODIE
- ADVENTURE
- LODGING
- COOL TOWNS

... and many more

Because We've Been There.





- **Brand Advocacy**
- **PR Value**





### Tour Locations Planned 2016

#### Shows where you are represented by New York's Best Experiences

- New York Times Travel Show – Jan 8-10<sup>th</sup> – NYC
- Northeast RV Show – Feb 12-15<sup>th</sup> – Suffern, NY
- Northeast Outdoor Show – Feb 19-21<sup>st</sup> - Springfield, MA
- World Fishing & Outdoor Show – March 10-13<sup>th</sup> – Suffern, NY
- Philly Travel and Adventure Show – March 19-20<sup>th</sup> - Philly, PA
- Hartford Travel Show – May 14<sup>th</sup> - Hartford, CT
- Penn Station Travel Show – May 19<sup>th</sup> – NYC
- Grand Central Travel Show – May 21<sup>st</sup> - NYC
- Jones Beach Air Show – May 28-29<sup>th</sup> – Jones Beach, NY
- New Jersey Balloon Festival – July 30<sup>th</sup> – Readington, NJ
- New York State Fair – Aug 25<sup>th</sup> –Sept 5<sup>th</sup> – Syracuse, NY
- New York Air Show –Sept 3<sup>rd</sup> – Stewart Airport, NY
- Hudson Valley Wine and Food Fest – Sept 10-11<sup>th</sup> – Rhinebeck, NY
- 92<sup>nd</sup> Street Y Festival Sept 18<sup>th</sup> – Manhattan, NYC
- Warwick Apple Fest – Oct 2<sup>nd</sup> - Warwick, NY
- Hartford Winter Travel Show – Hartford CT

#### Cost to send own rep:

\$5000  
\$2100  
\$1800  
\$2100  
\$5000  
\$1300  
\$600  
\$1200  
\$2000  
\$2000  
\$400  
\$2400  
\$1350  
\$2000  
\$2100  
\$900  
**\$32,250**

**New York's Best Experiences Tour Cost \$9,000**



# Lake George Details

- **Travel Guide Very Popular**
- **Niagara Falls, Finger Lakes, Lake George**
- **#1 Distributed Guide**





# Lake George Details

- **Lake George = Adirondacks**
- **“I was there as a kid”**
- **“We love Lake George”**





# 3 Lake Georges

- 1 Mile South
- 1 Mile north
- Boaters





## Lake George Details

- **Take what we do into your marketing**
- **Talk about them**
- **“Something for everyone”?**





**Instagram**

**@NewYorkSherpa**



