

# ADIRONDACK SAFARI

Jazz & Glamping Tour

**ALL New for 2017!**

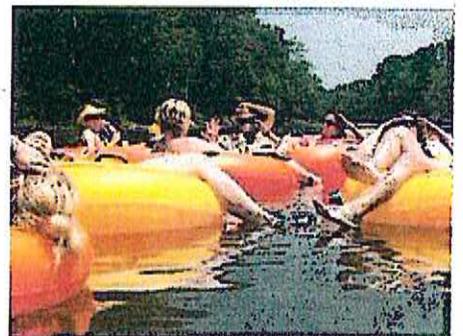
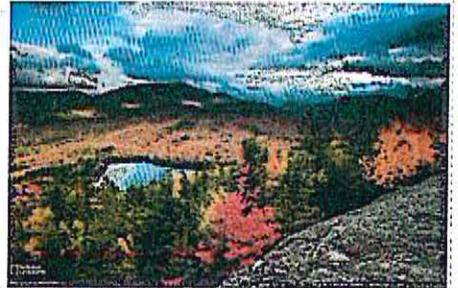
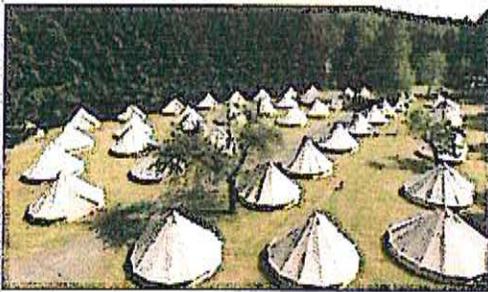
60 Luxury Sleeping tents

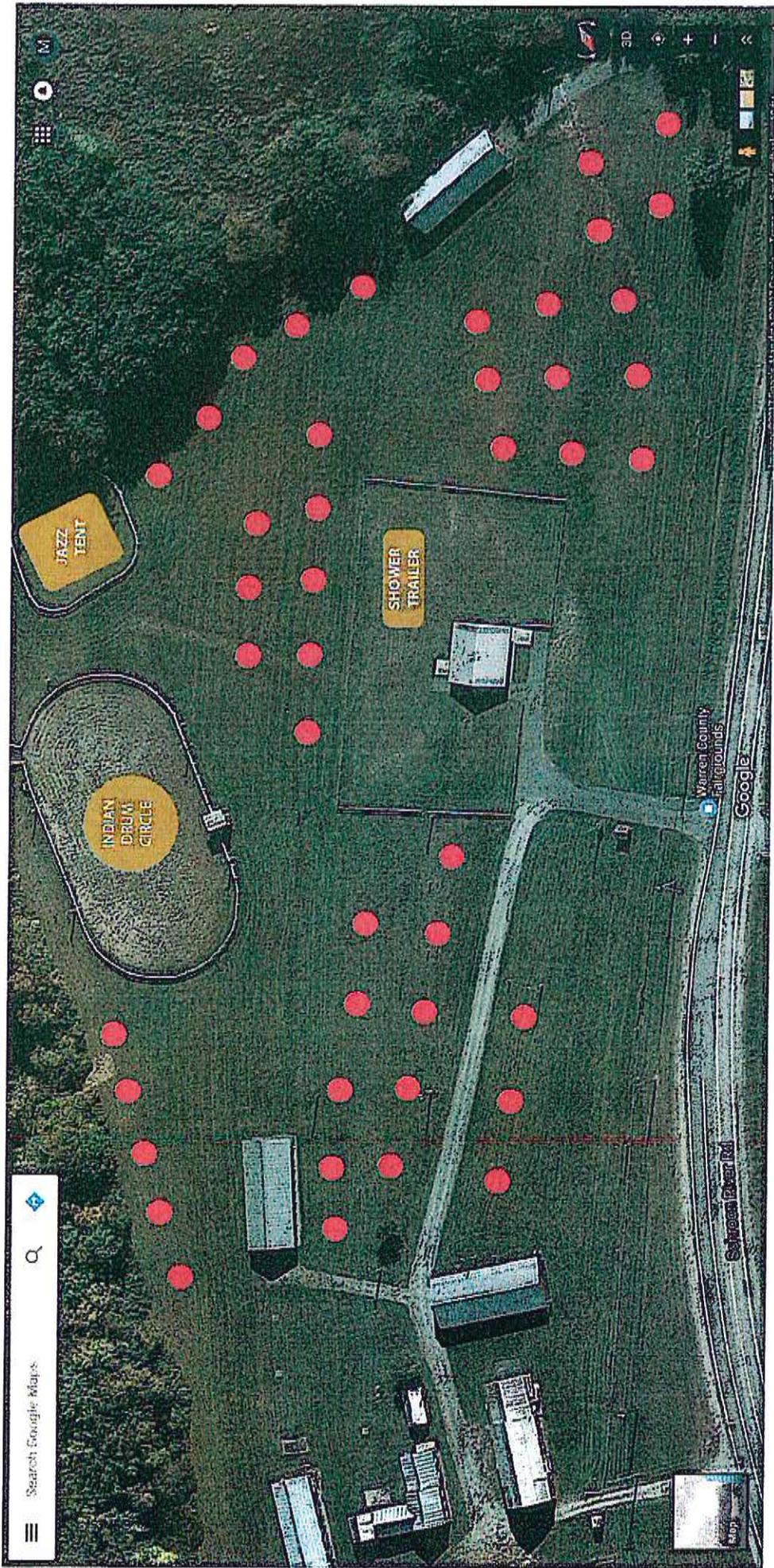
Dining & Lounge Tents

Live Jazz / Bluegrass / Comedy Performances

Native American Drum Circle

Outdoor Movie Theater





# SUMMER 2017 MARKETING PLAN

**SOCIAL MEDIA**  
**\$15,000 BUDGET FOR SOCIAL MEDIA ADVERTISING**



A circular graphic with a textured grey background. At the top, the text 'SOCIAL MEDIA' is in a bold, black, sans-serif font. Below it, '\$15,000 BUDGET FOR SOCIAL MEDIA ADVERTISING' is written in a smaller, bold, black font. At the bottom, there is a blue oval containing the word 'facebook' in white lowercase letters, followed by a white thumbs-up icon.

**TOUR BUS INCENTIVES**  
**\$10,000 MARKETING ASSISTANCE**



A circular graphic with a textured grey background. At the top, the text 'TOUR BUS INCENTIVES' is in a bold, black, sans-serif font. Below it, '\$10,000 MARKETING ASSISTANCE' is written in a smaller, bold, black font. At the bottom, there is a photograph of a white tour bus with a blue stripe, parked on a road.

**EVENT PROMOTION**  
**\$10,000 FOR CORPORATE & PRIVATE EVENT MARKETING**



A circular graphic with a textured grey background. At the top, the text 'EVENT PROMOTION' is in a bold, black, sans-serif font. Below it, '\$10,000 FOR CORPORATE & PRIVATE EVENT MARKETING' is written in a smaller, bold, black font. At the bottom, there is a photograph of a group of people, including a bride and groom, at an outdoor event.

**PUBLIC RELATIONS**  
**MULTIPLE PRESS RELEASES IN NORTHEAST REGION**



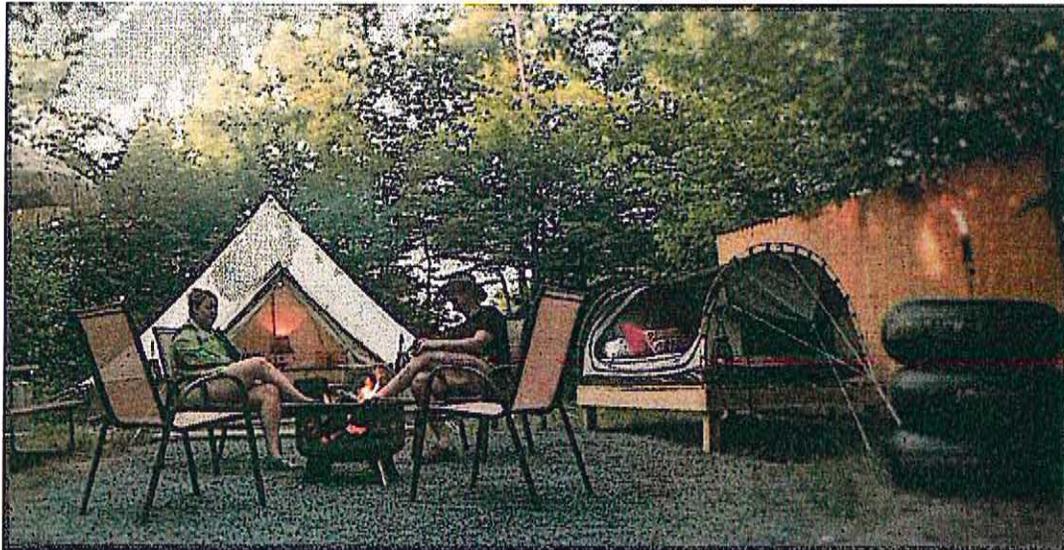
A circular graphic with a textured grey background. At the top, the text 'PUBLIC RELATIONS' is in a bold, black, sans-serif font. Below it, 'MULTIPLE PRESS RELEASES IN NORTHEAST REGION' is written in a smaller, bold, black font. At the bottom, there is a photograph of a group of people sitting around a table in a meeting.

## BENEFITS TO COUNTY

Adirondack Safari will have 60 tents in 2017 that will bring over 3,000 guests to Warrensburg for an average of a 3 night stay.

Guests are given a local directory of businesses to visit upon arrival promoting local restaurants, tourist attractions, and more.

We intend to hire 6 full time employees to staff our encampment.



# **Media Coverage**

**6/2015 – 8/2016**

## **BROADCAST NEWS**

**News Channel 10**

**News Channel 13**

## **PRINT MEDIA**

**Times Union**

**Lake George Mirror**

**Post Star**

**Chronicle**

**Adirondack Sun Times**

# Diamond Point Couple Making a New Life with a New Adirondack Business

By Anthony F. Hall

People come to the Adirondacks for the woods, the waters, the mountains. Some have come for their health, others to make their fortunes. And some for the chance to re-invent themselves.

Mark and Jennifer Matteo may have moved to Diamond Point for some or all those reasons. They were certainly looking for a second chance. During the last recession, they lost their businesses, their Adirondack camp and even their home.

They were the creators of Simply Certificates, a Capital District company selling gift certificates redeemable in 32 cities in 11 states. They sold that company before it began to fail under new owners, and became equally well-known in the Albany area for bringing franchises such as Quizno's Sub and Nothing but Noodles to the region. "We lost everything."

With their new business, Adirondack Safari, they may well have found their second chance.

Put simply, Adirondack Safari is a business that will erect a luxury tent for you anywhere from an island in the Narrows to the Adirondack backcountry. And that's just the start.

Whether it's a private chef or a massage, gourmet provisions or vintage Bordeaux, fishing trips or rock climbs, they'll find a way to provide it.

"Tell us your goal, we'll put it together; the answer is always 'yes,'" said Mark.

"If you can envision it, we'll make it happen," says Jennifer.

Their first customer was a young man who wanted to propose marriage to his girlfriend. The couple had planned to camp on one of the islands over Memorial Day weekend. When the young man heard about Adirondack Safari, he decided to forego roughing it and chose luxury. Reader, it did the trick. She accepted.

Since then, the Matteo's phones, email inboxes, web site and social media pages have been jammed with traffic.

"Even though Mark has been thinking about this for a couple of years, and we've been planning the business for a while, we're stunned by the response," says Jennifer.

"We'd been following the glamping trend as it worked its way east, so something like this was on our radar," Mark explains. "We also knew that the African Safari trade had all but disappeared because of Ebola. So we asked ourselves, 'what if we brought something new to the Adirondack hospitality business?'"

And we thought, maybe, we can do something even more than just start a small business. Maybe we can help create a new industry.

While luxurious compared to a portable tent and a sleeping bag, Adirondack Safari's platform tents and furnishings provide a relatively inexpensive experience, making a vacation affordable to working families, for whom the cost of hotels may be excessive, the Matteos emphasize.

"We're trying to open up the market to a different demographic," says Mark. "We have millions of acres in the Adirondack protected for public use. Why not take advantage of it? We can serve people

who wouldn't ordinarily come to the Adirondacks, who wouldn't know where to go or how to secure a good campsite. We'll go in, set up the site, and take you there," says Mark.

He says they've already established a good working relationship with the Department of Environmental Conservation, which sees their product as something that can make an Adirondack camping experience more appealing to the average citizen.

Jennifer adds that the requests they've received have educated her about the range of the tents' uses.

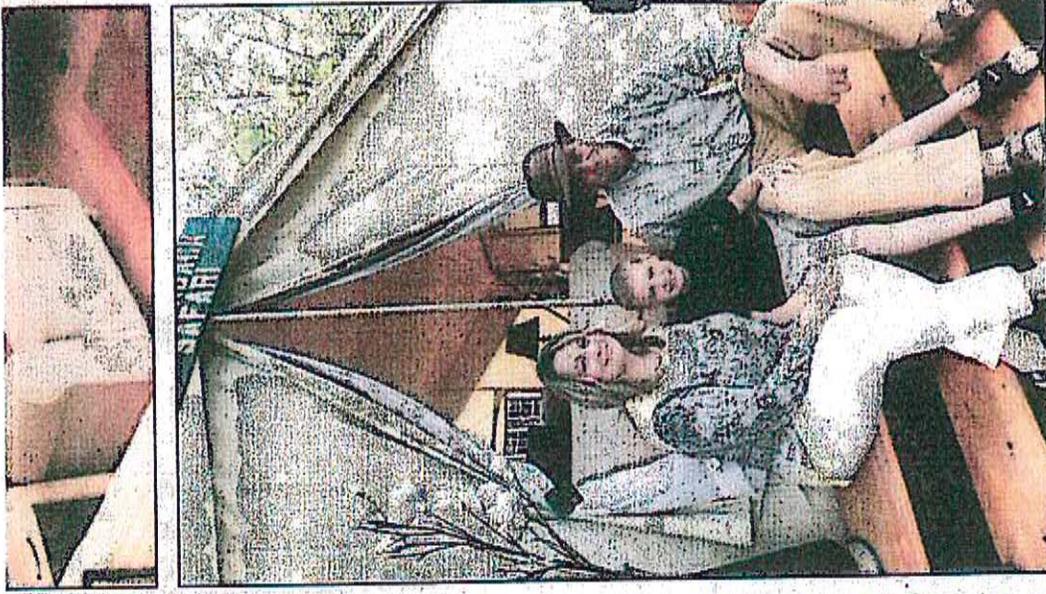
"They can be used to create extra rooms at a lake house over a busy weekend. We've also been asked to provide housing for a wedding; the tents will be set up in a semi-circle, around a campfire," she said.

Describing herself as an unrepentant history major, Jennifer says part of the appeal of the business for her is its Victorian antecedents.

"During the Great Camp era, platform tents were part of the accommodations. We like to think we're bringing back something of that era," she said.

And, as people who visited Lake George fifty years ago, or who grew up here, remember, outfitters like the Lambs and the Conertys provided the same kinds of services that the Matteos offer. They'd set up your campsite on an island, make certain you had everything you would need, deliver you there in their boats and bring you back to shore.

Doing the same thing at 5:30 one recent morning, Mark said, "I can't think of a better job. We're following our dream."



Jennifer, Nicholas and Mark Matteo

1980 • Our 35<sup>th</sup> Year! • 2015

35 years ago Wednesday > 6  
 Pets Monthly > 12 • Events calendar > 32

# Chronicle

Northern New York's Leading Newspaper • Down to earth and growing • Vol. 35, No. 1,602 • Ave. 27-Sept. 2, 2015

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**Next week:  
 Adk. Family!**

## George Washington's dog!

Liberty the peech, with George Washington, portrayed by Coburn and Williamsburg actor-antiquary Ron Curcio. ▶ 12



# LG real estate market



Lake George island camping in style — Adirondack Safari set up this tent at one of the state's island camps. Photo provided by Adirondack Safari.

George. "If I could do that every day, I would do it. It was glorious. We both agreed that it was the best time we had ever had camping."

The service was just extraordinary, and they even brought out a birthday cake for me, which was very nice of them. Ellen enjoyed it as much as I did. My husband had a business called

from \$750 to \$1,250. "We provide custom furnishings: electricity, tiled torches, and you can add on a grill, coolers and games," said Mrs. Matton. She said she was an area developer for Quilzios before the sandwich company bought her out, and that she and her

# Adk. Safari success

By Gordon Woodworth  
 Chronicle News Editor

Count Lake George Mayor Bob Blais as a highly satisfied client of Adirondack Safari, the new Diamond Point-based camping outfitter.

The business, owned by Jenny and Mark Matton and their son Nick, 10, rents, sets up and takes down pop-up Pinnacle tents furnished with folding beds, tables

**Camping the easy way: lots of takers, including Bob Blais**

# Adirondack Safari offers local adventure, comfort

By Christina Scanlon  
christina@adirondackjournal.com

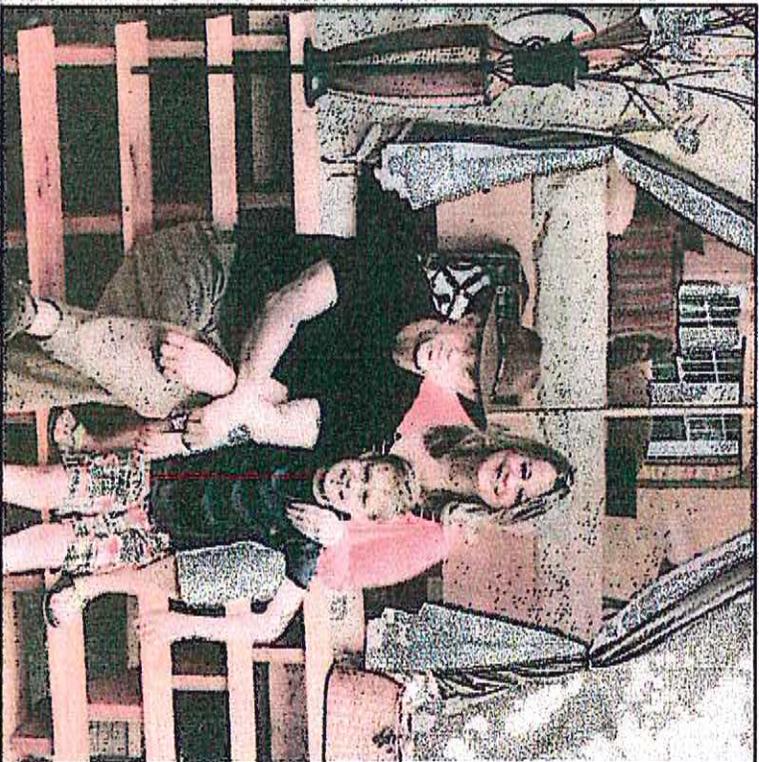
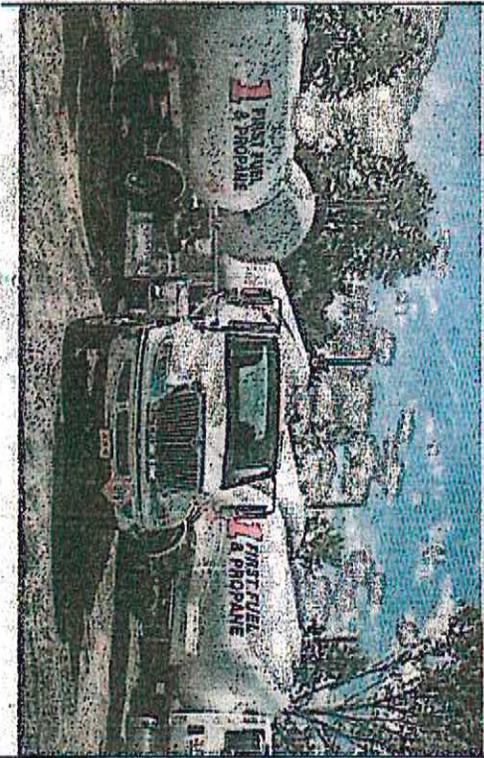
**DIAMOND POINT** — A safari-themed venture bringing safari-themed adventure to the Lake George region is quickly gaining a

lot of fans, while eyeing a expansion throughout the Adirondacks.

With just 12 weeks in operation last season, Mark and Jennifer Matco and their son, Nicholas, earned more than 13,000 fans on their Facebook page and have streamlined

## WANTED: New Customers!

By excellent, locally owned family business.



their delivery of services.

Last season, Mark and Jennifer set up their offerings, safari-styled tents that sleep two, four or six around the area. The tents are complete with real beds and comfortable linens.

"There's no sleeping on the ground, here," said Jennifer of the unique camping experience.

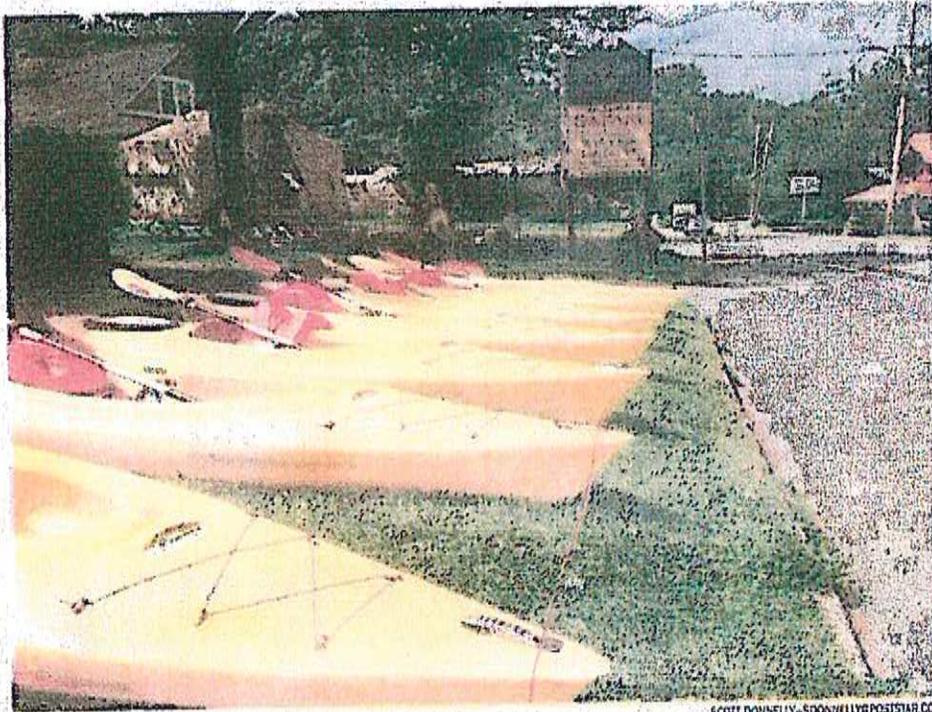
It's that experience that drew so many guests last year, half right from the area. This year, they've set up 20 camp sites at

There's no prep time or exhaustive clean up when it's time to leave.

"We take care of all of that," said Jennifer. Instead, guests can focus on nature and the many recreational activities the Adirondacks has to offer.

"They just show up and start the party," she said.

Mark and Jennifer have more than 40 years combined experience in the hospitality industry. Nicholas is polishing his hospitality skills, as well.



Kayaks are lined up Tuesday, ready to be added to 'glamping' packages offered by Adirondack Safari, in Diamond Point. The business delivers and sets up fully furnished, luxury tents at campsites throughout the region.

SCOTT DONNELLY - SDONNELLY@POSTSTAR.COM

# Pampered campers

New 'glamping' businesses open in Adirondacks

SCOTT DONNELLY  
sdonnelly@poststar.com

New options are popping up for those who want to embrace the outdoors, but on very comfortable terms.

In Diamond Point, Mark and Jennifer Matteo have launched Adirondack Safari, a company that offers a new twist on the "glamping" trend.

Rather than providing a luxurious tent in a resort setting, Adirondack Safari invites would-be glampers to pick a place to camp. Then, the tent and all the amenities needed for a comfortable outing are delivered and set up before guests arrive.

"A lot of people want the camping experience without necessarily roughing it, and we're having a great time,"



COURTESY PHOTO

A 'glamping' campsite at Posh Primitive in Chestertown is shown, ready for visitors. Posh Primitive, which also provides meals made with locally sourced meats and produce, has two such sites ready now but plans to expand to 10 or more in the future.

So, Adirondack Safari is family's campsite before on the family? The business has a dozen  
entire to have a tent — com — they arrive

	Regular	Diesel
Yesterday	\$2.86	\$3.10
Last month	\$2.77	\$3.11
Last year	\$3.81	\$4.16



## rate watch

### Freddie Mac mortgage rates

15-year	3.23 percent
30-year	4 percent
Prime rate	3.25 percent

### Certificates of deposit

30 days	0.10 percent
90 days	0.20 percent
180 days	0.37 percent

TELEPA

## business trivia

The outdoor recreation industry supports more than 6 million American jobs.

Approximately \$646 billion is spent on outdoor recreation in the United States each year.

Outdoor recreation spending accounts for approximately \$39.9 billion in federal tax revenue each year.

Approximately \$39.7 billion in state/local tax revenue comes from spending on outdoor recreation nationwide each year.

Source: Outdoor Industry Association

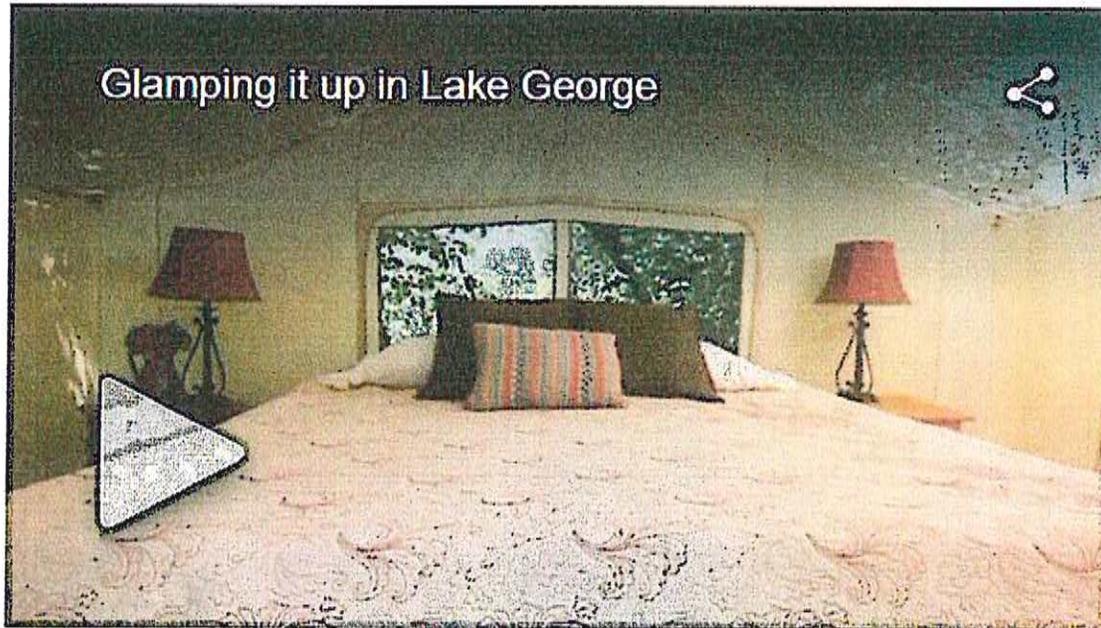
## CONTACTS

For questions about a st

## When camping turns glamorous: Glamping comes to Lake George

By Noel McLaren

Published: June 30, 2016, 7:24 pm | Updated: June 30, 2016, 7:28 pm



LAKE GEORGE, N.Y. (NEWS10) – It's the time of year when people are pitching their tents and spending time in the great outdoors. But imagine going camping without leaving behind any of the comforts of home.

Within in the Adirondacks and the Catskills, camping is part of the culture. But a local company has taken a new twist on camping. The concept was pitched a year ago in Lake George, and this year, glamping is growing faster than they ever thought possible.

As you enter the world of Adirondack Safari, camping as you know it is transformed.

New Season  
**DIESEL BROTHERS**  
Monday Jan 16 10p



WATCH SEASON 1 NOV

◀ Back



**Mark Mulholland**

@MulhollandWNYT · 1 year



#Glamping in #Lake George. Adirondack Safari will bring all this to your site and set it up and tear down. Story @WNYT



Share

+ Info





By [Scott Stevens](#) on July 22, 2015 1:39 PM

[Leave a comment](#) 0 Comments



1

I've been keeping my eye on these guys for a little while because I think this is a very cool idea. **Adirondack Safari** offers camping packages that include transportation and setup of luxury safari tents on state and private campgrounds, vacation properties, even the islands on Lake George!

Now, I know some of you will say, "this isn't *real* camping!" But not everyone is interested in "real" camping, and some may want to, but have physical limitations. People are clearly taking advantage of this service, there are photos up on their Facebook page every day showing another campsite that they just setup for the weekend!



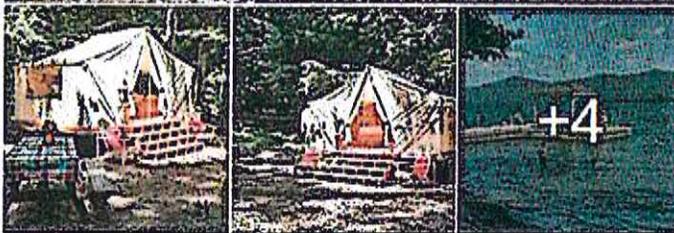
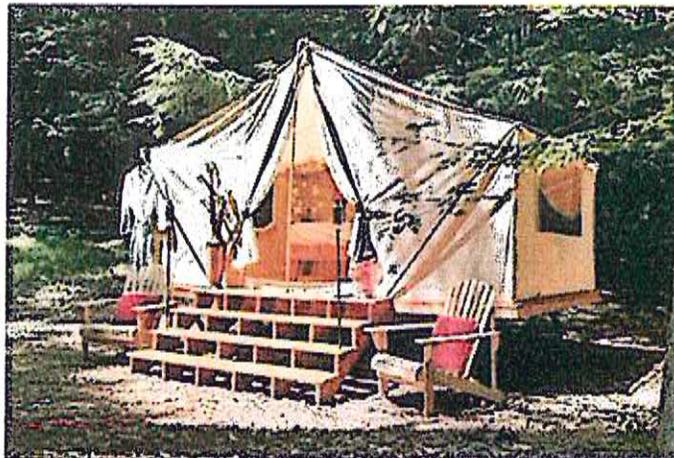
**Adirondack Safari**

about 2 years ago



It's time to come to Lake George for an Adirondack Safari! We are out setting up VIP luxury safari tents every day in the region. Today we have clients checking in to Hearthstone Campground, Bolton Landing, and the State forest. So much fun awaits you. We have kayaks and paddle boards available to rent for just \$45 for a 24 hour rental and we can deliver them in the Lake George area too.

Remember to like our page to see our posts in your news feed. Also visit our website at [www.Adirondacksafari.com](http://www.Adirondacksafari.com).



74 11 17

I have been getting into backpacking more and more, but this looks like so much fun! I think I'm going to keep my eye on their Facebook page for another last-minute special deal and jump on it!