



VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

WARREN COUNTY TOURISM DEPARTMENT
2020 MARKETING PLAN



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 of 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. Our staff members are 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 incorporate into their vacation plans.

TOURISM COMMITTEE MEMBERS

Eugene Merlino (Chairman) – Lake Luzerne Town Supervisor

Dennis Dickinson (Deputy Chairman) – Lake George Town Supervisor

Edna Frasier – Hague Town Supervisor

Jack Diamond – Glens Falls First Ward Supervisor

Ben Driscoll – Glens Falls Fifth Ward Supervisor

Andrea Hogan – Johnsbury Town Supervisor

Michael Wild – Queensbury Supervisor at Large



THE Original VACATION!

... OVERVIEW ...

Positioning the Lake George Area as an iconic vacation destination consists of year-round brand awareness and thematic campaigns to generate demand. A high-performing mix of traditional advertising and digital media highlight the natural beauty of the area, an incredible array of events, and myriad activities that offer something for everyone! Destination marketing decisions are based on research, industry standards and performance tracking.

Within a day's drive for 60 million people, the Lake George Area is situated in 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 the east and west.

The primary market is the Metro New York/New Jersey DMA, with secondary markets in Connecticut, Massachusetts, Montreal, Quebec, northern Pennsylvania and Western New York. The Lake George Area has been a generational and perennial favorite of families for decades. Women averaging 50+ years of age are the primary decision makers. Additionally, as Millennials become parents and Gen Z enters the workforce, tactics adapt to changing media consumption habits.

TOURISM DEPARTMENT STAFF

Joanne Conley – Tourism Director

Peter Girard – Creative Director

Paul Tackett – Assistant Tourism Coordinator

Leisa Grant – Principal Account Clerk

Tanya Brand – Group Tour Promoter

Eric Pfau – Communications Specialist

Kacey O'Brien – Communications Assistant

Maggie Cafaro – Tourism Assistant



THE *Original* VACATION!

THE BRAND



A new logo was launched in mid-2016 and continues to be incorporated across all platforms through 2020. The font, color and flow of the logo harkens back to the days of vintage vacation signage and postcards evoking memories of an authentic Adirondack experience.

THE *Original* VACATION!

The Original Vacation was launched in early 2016 after considerable thought and research by the Tourism Department staff seeking to “find our famous.” It is incorporated across all campaigns, platforms and collateral. This slogan is based on the premise that the Lake George Area (in the Adirondack Mountains) 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 Department has trademarked “The Original Vacation” and has further developed the storyline to include connections to flagship attractions such as the Lake George Steamboat Company, Storytown, U.S.A. and Gore Mountain, to name just a few. “The Original Vacation” will continue to be the cornerstone of the Lake George Area marketing message.



THE Original VACATION!

2020 TOURISM DEPARTMENT BUDGET.....\$2,479,073

Funded by Occupancy Tax, New York State Matching Funds and Travel Guide revenue

PROMOTION: \$1,584,673

Media spending consists of a matrix of advertising tactics including digital and social media marketing, content marketing, broadcast and print media campaigns, and industry partnership programs.

A vendor for media buy services is used for purchasing broadcast, cable and Connected TV ads, programmatic display ads and location-based advertising.

Print, digital and social media buys are placed by the department, with a shift toward increasing in-house placement for cost savings, more control and monitoring, and faster deployment.

Under the guidelines of the New York State Matching Funds program, funds are dedicated to our partnership with the Adirondack Regional Tourism Council (ARTC) for regional promotion.

CONTRACT: \$285,297

Services are outsourced for website development, video production and traffic to stations, travel guide printing, analytics reporting from Smith Trend Research and AllTheRooms, as well as IT support.

STAFF: \$587,703

The staff collectively implements and oversees every aspect of promotion through front-end roles such as creation, distribution and tracking of print and digital advertising collateral, digital content creation and placement, social media management, and website management; and back-end roles including oversight of database-inquiry systems; research, analysis and reporting of tourism data, trends and statistics; and community outreach. The Tourism Department, through longstanding collaboration with state, regional and media entities, continues to enhance its in-house expertise to both diminish reliance on costly vendor resources and to provide unparalleled service to our visitors and stakeholders, maintaining that hands-on relationship that only a local staff intimately familiar with the area can deliver.

MISCELLANEOUS: \$21,400

Office supplies, furnishings, telephone, software, presort postage software, etc.

STRATEGY

Marketing for the Lake George Area as a quintessential vacation destination revolves around a year-round approach of targeted strategies that drive brand awareness. Each month is marketed with an iconic theme that connects existing events and activities with both new audiences and past visitors.

Promotional spending is divided into three primary categories corresponding to season, each of which consists of themes and budget allocations specific to that category. The budget breakdown and strategies applied are described below.

- **SPRING/SUMMER (65% OF PROMOTION BUDGET)**

The focus in 2020 is to continue generating growth in a season that impacts all stakeholders. While this has historically been our strongest season, there is room for growth, as evidenced by Smith Trend reporting.

Other East Coast destinations offer activities similar to those found in the Lake George Area. Our spring and summer marketing works to maintain our market share and keep our destination top-of-mind.

- **FALL (25% OF PROMOTION BUDGET)**

The fall season has been strong in recent years with favorable weather extending the momentum of summer into September and October. A strong core of annual fall events, festivals, Oktoberfests and weddings has bolstered our fall weekends into a robust Fall Festival Season.

- **WINTER (10% OF PROMOTION BUDGET)**

Our winter campaign focuses on proven assets such as downhill skiing, factory outlet shopping and weatherproof indoor activities, while remaining responsive to other weather-related opportunities. The weather-dependent nature of this season is best served through nimble digital marketing that can be quickly adapted as needed. As infrastructure develops for a 365 destination, we can readily shift our spending to further this growth.

CONTENT CALENDAR

The Department's staffing capabilities allow us to be laser focused on development of thematic content throughout the year. Each month has primary and secondary themes, with room for expanded content creation.

JANUARY – Ice Bars –

Additional: Downhill Skiing, Snowmobiling, Winter Recreation

FEBRUARY – Winter Carnivals –

Additional: Snowshoeing, Cross-Country Skiing, Snowmobiling

MARCH – Maple Days –

Additional: High School Basketball, Barrel Fest, Brew Fest

APRIL – Whitewater Rafting, Staycation –

Additional: Spring Hiking, Vacation Planning

MAY – Summer Kickoff –

Additional: Elvis Festival, Americade, Adirondack Wine & Food Festival

JUNE/JULY/AUGUST – Family/Adventure/On The Water –

Additional: Fireworks, Cruising/Boating, Beaches, Fishing, Events, Camping

SEPTEMBER/ OCTOBER – Fall Festivals and Oktoberfests –

Additional: Adirondack Nationals, Balloon Festival, Music Festivals, Garage Sale, Thurman Fall Farm Tours, Film Festival, Fright Fest, Leaf Peeping

NOVEMBER – Shopping –

Additional: ADK Thunder Hockey

DECEMBER – Winter Recreation, Downhill Skiing –

Additional: Holiday Events, Christkindlmarkt, Small Business Saturday, Indoor

MEDIA BUY CALENDAR

TACTICS/MARKETS	JANUARY				FEBRUARY				MARCH					APRIL				MAY				JUNE						
	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24		
WINTER																												
FACEBOOK	BOOSTED POSTS																											
NATIVE ADVERTISING	ICE BARS																											
GOOGLE ADS	SKIING, THINGS TO DO, EVENTS, GENERAL TRAVEL, MAPLE WEEKENDS																											
YOUTUBE PPV									MAPLE WEEKENDS																			
RETARGETING	WINTER																											
PROGRAMMATIC	WINTER																											
SPRING																												
YOUTUBE PPV													INDOOR FUN															
SUMMER																												
GOOGLE ADS									AMERICADE																			
TELEVISION - LIVE NEWS PROGRAMMING																	SUMMER VACATION PLANNING, BEACHES, BOATING, OTHER TOPICS TBD											
CONNECTED TV																												
NATIVE ADVERTISING																												
FACEBOOK																												
PROGRAMMATIC ADVERTISING																												
RETARGETING																												
LOCATION BASED ADVERTISING																												
GOOGLE ADS																	SUMMER VACATION PLANNING, BEACHES, BOATING, EVENTS, THINGS TO DO,											
TRIPADVISOR																												
FALL																												
GOOGLE ADS																												
TELEVISION																												
CONNECTED TV																												
FACEBOOK																												
NATIVE ADVERTISING																												
PROGRAMMATIC																												
RETARGETING																												



THE Original VACATION!

SUMMER TACTICS: APRIL - AUGUST

AUDIENCE SEGMENTS

Leisure Travelers (couples and families) – Female decision makers, 25-64, HHI \$75k+ who are in the market for leisure travel and family-friendly activities for all generations to enjoy.

Value Travelers – Female decision makers, 25-64, HHI \$75k+, families and Baby Boomers, who are in the market for travel that meets their budgetary needs.

Outdoor Enthusiasts – Male and female decision makers, 25-64, HHI \$75k+ who are in the market for travel and recreational pursuits and/or health and wellness.

SUMMER MEDIA

– Television –

- NYC DMA – Due to the high cost per click (CCP) for broadcast in this market (over \$1000 CPP), the suburbs will be zone-targeted with a high frequency cable campaign.
- Albany – Albany is a mature market for the Lake George Area, :15 sec spots will be used for both broadcast and partial cable. :30 sec spots will also be used for cable.
- Syracuse – Because of the extremely low cable rates and addition of Utica and Watertown at no additional cost, Spectrum Cable will be used in these markets as well as broadcast stations.
- Hartford/New Haven/Springfield – Broadcast TV will be used exclusively due to the high CPP of cable in these markets.
- Boston/Philadelphia (Eastern PA) – Digital tactics, including Connected TV and pre-roll video will be used in these markets as well as both broadcast and cable TV.
- Montreal – A mix of TV and digital tactics will be placed in the Montreal market.

– Connected TV –

Connected TV will be bought in all markets where it's available.

– Paid Search –

The building of price per click (PPC) campaigns reflects the overall structure of the site. Particular campaigns will be based upon events, attractions, lodging and other topics promoted on VisitLakeGeorge.com. Ads will be shown to users based on the queries they place within the search engines (Google, Bing, etc.)

SUMMER TACTICS: APRIL - AUGUST

SUMMER MEDIA (*continued*)

– Native Advertising –

Will be utilized to drive interest and engagement on the website through value-added stories that showcase aspects of the Lake George Area.

Promotion of the blog on VisitLakeGeorge.com highlighting new and exciting things to do in the Lake George Area during the summer will be an effective way to gain clicks to the site as well as consumer engagement. For example, boat tours, shopping, craft beverages, etc.

– Paid Social Media –

All forms of Facebook advertising along with Instagram will be used for the summer campaign to drive specific messages to target audiences.

– Programmatic Display –

Banners will be used to target specific audiences both contextually and behaviorally. Pre-roll video will also be bought programmatically.

– Location-Based Advertising –

A large portion of the summer budget will be allocated to this tactic as it can be an extremely successful measurement of ROI.

– Retargeting –

Retargeting will keep the Lake George Area top of mind and bring consumers back to the website to complete a specified goal, i.e. time on site, travel guide sign-up, etc. For example, lodging ads will be served to consumers after signing up for a travel guide.

– YouTube PPV –

YouTube has proved to be successful for shopping in the Lake George Area. We will use the newly produced factory outlet shopping video on this platform.

– Organic Social Media –

Robust Facebook and Instagram campaigns are placed internally. They drive traffic to our event pages and promote activities through content articles, first-hand experiences, and real-time conversations/engagement.

FALL TACTICS: AUGUST - OCTOBER

AUDIENCE SEGMENTS

Families – Female decision makers looking for family-friendly activities for weekend family trips.

Outdoor Recreation Enthusiast – Male and female travelers who plan trips around outdoor recreational pursuits.

Health/Wellness (Couples and Baby Boomers) – Male and female travelers who want to unwind, unplug, rejuvenate and connect with nature at a tranquil retreat while enjoying the fall foliage.

FALL MEDIA

– Television –

Broadcast, cable and connected TV will be bought in the NYC DMA, Albany, Hartford and Syracuse/Utica markets.

– Native Advertising –

Will be utilized to drive interest and engagement on the website through value-added stories that showcase aspects of the fall season.

Promotion of the blog on VisitLakeGeorge.com highlighting fall foliage and fall getaways will be an effective way to gain clicks to the site as well as facilitate consumer engagement.

– Paid Social Media –

Facebook newsfeed ads and video ads will be used along with Instagram to drive specific messages to target audiences.

– Programmatic Display –

Banners will be used to target specific audiences both contextually and behaviorally. Pre-roll video will also be bought programmatically.

– Retargeting –

Retargeting will keep the Lake George Area top of mind and bring consumers back to the website to complete a specified goal. i.e. time on site, travel guide sign-up, etc.

– YouTube PPV –

Any relevant fall videos will be utilized for this tactic.

– Organic Social Media –

Robust Facebook and Instagram campaigns are placed internally. They drive traffic to our event pages and promote activities through content articles, first-hand experiences, and real-time conversations/engagement.

WINTER TACTICS: NOVEMBER - APRIL

AUDIENCE SEGMENTS

Families/Couples – Male and female decision makers, 25-54, HHI \$75k+ who are in the market for indoor and outdoor family winter activities.

Outdoor Winter Recreation Enthusiasts – Millennials who are looking to plan trips around outdoor recreational pursuits.

Staycationers – Families that have not already booked a vacation during school breaks.

WINTER MEDIA

– Native Advertising –

Will be utilized to drive interest and engagement on the website through value-added stories that showcase aspects of the winter season.

Promotion of the blog on VisitLakeGeorge.com highlighting winter getaways will be an effective way to gain clicks to the site as well as consumer engagement.

– Paid Social Media –

Facebook newsfeed ads and video ads will be used along with Instagram to drive specific messages to target audiences.

– Programmatic Display –

Banners will be used to target specific audiences both contextually and behaviorally. Pre-roll video will also be bought programmatically.

– Retargeting –

Retargeting will keep the Lake George Area top of mind and bring consumers back to the website to complete a specified goal. i.e. time on site, travel guide sign-up, etc.

– YouTube PPV –

Relevant winter videos, including Ice Bars, Winter Carnivals and Maple Days, will be utilized for this tactic.

– Organic Social Media –

Robust Facebook and Instagram campaigns are placed internally. They drive traffic to our event pages and promote activities through content articles, first-hand experiences, and real-time conversations/engagement.



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2019 PERFORMANCE SNAPSHOT

SMITH TREND DEMAND

The Tourism Department contracts with Smith Trend Research to provide hotel lodging analytics that include daily, monthly and annual trend performance reports.

1,020,841 Demand (rooms sold) in 2018.

1,029,362 Demand (rooms sold) in 2019 – increase of 10,319 rooms or 1%

2019 Average Daily Rate (ADR) = \$152.21

2019 was the second year since 2008 that Warren County has exceeded 1 million rooms sold.

ALLTHEROOMS

The Tourism Department contracts with AllTheRooms to provide short-term rental analytics that include daily, monthly and annual trend performance reports for both Airbnb and HomeAway/Vrbo.

2018 Airbnb = 35,463 units rented

2019 Airbnb = 41,808 units rented

Note: 89% of Airbnb vacation rentals are entire homes with an Average Daily Rate of \$242.10

2018 Home Away/Vrbo = N/A

2019 Home Away/Vrbo = 51,092 units rented

Note: 95% of HomeAway/Vrbo vacation rentals are entire homes with an Average Daily Rate of \$326.67

2019 Airbnb + HomeAway/Vrbo = 93,000 units sold (Demand)

NEW YORK STATE TOURISM ECONOMICS

Tourism Economics is an annual analysis conducted by New York State that includes economic impact, traveler spending, employment levels, and trends.

2018 Warren County Tourism Impact:

Total Traveler Spending in Warren County of \$628,713,000 is up 4.3% over 2017. This amount represents 42% of total spending in the Adirondacks.

If it were not for tourism-generated state and local taxes, the average household in Warren County would pay an additional \$2,840.

Tourism accounts for 23.6% of employment in Warren County.

WEBSITE AND BLOG

WEBSITE

Warren County Tourism launched a new website in mid-April 2017. The site was created with a mobile-first design that can be accessed on all devices, noting that in 2019, 81% of our traffic came from mobile devices and tablets. It is a user-friendly site that is attractive and intuitive, incorporating Search Engine Optimization. Website redesign was recognized with a 2018 ADDY award.

The website provides engaging content that goes beyond listings. Information about properties is the heart of the site, but the content hub/blog is home to engaging stories that share first-hand experiences with readers. The stories then link back within the site to relevant events, recreation and businesses.

Events are a major focus of our website and social media campaigns. In 2019 we improved our event navigation, allowing users to filter event listings by month, the upcoming weekend or the upcoming two weeks. All social media event ads redirect to our website event pages.

Additional major enhancements to the website include new seasonal landing pages for fall and winter, with digital and social ads always redirecting back to the respective seasonal site.

Traffic to VisitLakeGeorge.com has grown steadily, which is notable considering the shift to voice search (Think Siri and Alexa) and automated snippets (The answer to your query that shows up BEFORE the search results).

Website Sessions

2017 1,068,745

2018 1,370,329

2019 1,853,801 (73% increase in sessions in last 3 years)

BLOG

The content hub/blog is arranged by areas of interest that can be easily accessed by site visitors and will remain evergreen. Blog content is created by in-house staff and occasional guest bloggers. Blog content is used on social media and in native advertising to promote events and activities that are relevant during each season. Blogs are also cross-promoted on related pages throughout the website. Content follows best Search Engine Optimization practices to ensure it is delivered on search engine result pages, resulting in more clicks.



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EARNED AND PAID MEDIA

EARNED MEDIA

Earned Media (coverage as a result of Public Relations efforts other than paid media advertising) is curated through our in-house team, in tandem with the Adirondack Regional Tourism Council, I Love New York and many other industry partners. Tourism Department staff hosts FAM tours, attends I Love New York sponsored media events, answers queries from media and follows up on leads from our partners.

PAID MEDIA

– Print Advertising –

Traditional print media is a combination of visual top-of-mind awareness ads and reader service call-to-action ads. Print media has been progressively scaled back as dollars are re-directed to digital and social placements. Print placement is trending downward, seeing a 42% drop since 2014, which translates into an 80% decrease in the postage budget over the same period.

– Reader Service –

We 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, mailing address and email address. They will receive a Lake George Area Travel Guide and be added to our e-blast list to receive our monthly e-blasts.

– Top-of-Mind Awareness –

Print media in top of mind awareness magazines is limited, but allows us to access specialty markets including campers through Campground Owners of New York, Amtrak passengers in *New York by Rail* and *East Coast Traveler*, which reaches the French-speaking Quebec market. In-market placement, such as *Adirondack Life Magazine*, drives home the messaging that the Lake George Area is an integral part of the world-renowned Adirondack Mountains. Placements with top of mind awareness inspire readers to travel to the Lake George Area.

Most print placements offer a digital added-value component which could be a destination landing page, banner ads or inclusion in media newsletters.

PRINT COLLATERAL

TRAVEL GUIDE



In 2017 the Tourism Department consolidated print collateral from multiple seasonal and niche pieces into a comprehensive annual Travel Guide. The 2020 guide is content rich and has the feel of a travel magazine that visitors will want to keep. Our goal 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 hotel rooms 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 and are distributed at highway information centers, airports, chambers of commerce, AAA offices and other high-traffic traveler locations. The Tourism Department makes a concerted effort to have a Travel Guide in as many hotels, motels, resorts and campgrounds as possible. Staff will deliver guides to those who request them. We know that many of our guests are repeat visitors and hear about us from family and friends. This comprehensive guide will serve as a vacation planner while guests are visiting and remind them and their families and friends to visit again.

ACCOLADES

Accolades and media placements help raise the profile and add value to a vacation destination. We are fortunate to have received some impressive placements:

The 20 Best Places to Go in 2018 – Money/Time Magazine

10 Hottest US Destinations for Summer – Trip Advisor

20 Most Beautiful Lakes in the US – Insider Magazine

Most Beautiful Lakes in Every State – Architectural Digest

North America's 18 Best Lake Towns – Trip Advisor

33 Most Scenic Towns in North America - Expedia



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SOCIAL MEDIA CHANNELS

In 2020 the Tourism Department will continue to internally curate its highly successful social media program. This includes organic content, paid content, stories, comment engagement and more.

– Facebook –

Warren County has a significant presence with 327,000 engaged followers. Content includes relevant event listings, blog articles and shared content. For our most popular events and attractions, we will “boost” the posts with a predetermined number of dollars to increase reach and engagement. As Facebook users interact with these posts we respond in real-time to answer questions and further the conversation. We also share Facebook posts from Warren County businesses and events on the Lake George Area page to help promote those entities.

Profile: 327,000 followers

9.4% New York City

75% Female

31% ages 25-44 Millennial

31% ages 45-64 Boomers

11% ages 65+

– Twitter –

We use the Twitter platform to share relevant event listings and blog articles which are posted weekly, in addition to retweet posts by Warren County businesses and events to help promote those entities.

Profile: 2,640 Followers

56% Female

62% New York State



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SOCIAL MEDIA CHANNELS

– Instagram –

Instagram growth is the main Social Media focus as it is the preferred platform of Millennials and Gen Z, which make up 58% of our audience. Posting on Instagram occurs daily Monday - Friday based on the season with content rotating throughout all Warren County communities.

We use Instagram stories to remind followers about upcoming events, as well as to post about any activities/recreation, restaurants, lodging, etc. Stories appear in a slideshow format, one after another, and can include text, hyperlinks, emojis and location markers. We will create seasonal “highlights” to save some of our stories, as a story will disappear 24 hours after posting.

Hashtags in posts and stories allow us to reach a larger audience than our current followers. Hashtags like #NYLovesSummer and #visitadks help us reach people who are our target audience. We created the hashtag #MyLGarea, which we use on every post, to share our name and brand, as well as create a community in which people are using the hashtags for their own pictures.

In 2020 we will launch boosted post campaigns, and micro-videos, as well as explore IGTV video content sharing.

Profile: 20,000 Followers

17% New York City

69% Female

53% ages 25-44 Millennial

36% ages 45-64 Boomers

5% ages 65+



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EMAIL MARKETING

The focus of the monthly e-blast program is to deliver timely content and current event-driven messaging.

Recognizing the importance of events, our blasts include upcoming event profiles that link the user back to our website for detailed information.

Relevant blog content provides an immersible experience the reader can relate to.

Analytics show that readers click on the blog story and spend several minutes reading an article.

Business partners are invited to advertise on each blast. Readers are then redirected to content on the website of paid co-op partners. The department's qualified list of 58,000 email subscribers is monitored through our software program that allows us to keep the list current, deleting those who had not engaged.

STAKEHOLDER NEWSLETTER

The department sends a bi-monthly newsletter to stay in touch with our business partners. Newsletters include Key Performance Indicators, industry happenings, business opportunities, and upcoming event information. Members of the department are regularly in the community at local events, joining town-and county-wide functions, and meeting with local business owners to gain insight for our content features, social media and more.



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CONSUMER SHOW PARTNERS

– New York State Travel Industry Association (NYSTIA) –

Attends targeted travel and outdoor consumer shows in the US and Canada. The booths are professionally staffed and incorporate dynamic imagery and I Love New York branding. Warren County Tourism has selected eight of these shows and provides our Travel Guide for distribution. Venues include travel and outdoor shows in proven markets such as Hartford, CT, Springfield, MA, and Harrisburg, PA, Long Island and Montreal, Quebec.

– Campground Owners of New York (CONY) –

Attends targeted RV and campground shows, of which we have selected 11 for Travel Guide distribution. These include key markets such as Edison, NJ, Hershey, PA, Springfield, MA, 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. Attending as many as 17 consumer shows and high-traffic 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.

– Tourism Centre, USA –

Represents us and distributes our Travel Guide to the Canadian market at nine travel shows in Montreal, Ottawa and Ontario, at the Quebec Welcome Center and to Canadian Automobile Clubs.



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TRAVEL TRADE

GROUP TOUR

The Lake George Area is a perennial favorite for motor coach and group travel. Tanya Brand, Group Tour Promoter, works collaboratively with group tour-friendly suppliers to facilitate and strengthen motor coach tourism to the area. Our marketing strategy focuses on strategic market segments and group tour trends, attending appointment-based Tour Operator Travel Shows, tracking and regular outreach to incoming leads, implementing an effective print and digital advertising campaign, facilitation of Familiarization Tours and more. Additional details on this program can be found in the 2020 Travel Trade Marketing Plan.

INTERNATIONAL

Recognizing that 13.5 million international visitors come to the United States through New York City annually, in addition to the gateway cities of Boston and Montreal, Warren County is partnering with I Love New York and its Adirondack counterparts to attract visitors from the United Kingdom, Germany, Australia, and China.

– **Brand USA** –

Warren County has aligned with Brand USA, the recognized destination marketing organization for the United States, to showcase our destination to the world. As part of an I Love New York partnership, we will introduce an Enhanced Destination Page on VisitTheUSA.com that will include an overview of our destination, must-see places, fun facts, photos and video, Google Map integration, trip ideas and a link back to VisitLakeGeorge.com. This content will be evergreen and will be translated into nine languages.

– **Go North** –

GoNorth is a collaborative group of Capital-Saratoga and Adirondack partners that has developed suggested multi-day itineraries for international visitors. This program is promoted by all partners at International Pow Wow, the New York City Sales Exchange and Receptive Tour Operator (RTO) Summit East. There we meet with New York City-based Receptive Tour Operators whose clients are International Inbound to the US. These clients could be FIT (Foreign Independent Travelers), MICE (Meetings, Incentive, Corporate, Exhibition) or groups.

An initial community partner outreach has already taken place and this education component will continue in 2020 as local businesses understand how to attract international guests as well as how to contract with Receptive Tour Operators who work directly with this market.

The Go North program was named a 2018 Tourism Excellence Award winner by the New York State Tourism Industry Association.



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INDUSTRY PARTNERSHIPS

– New York State Tourism Promotion – I Love New York –

The Warren County Tourism Department is recognized as the official Tourism Promotion Agency (TPA) 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 I Love New York website, organize media and press FAM tours, facilitate photo/video shoots and more. Our relationship with I Love New York is invaluable in terms of their global recognition and advertising reach.

The I Love New York 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 \$89,557 in 2020. A portion of these funds is used to support an Adirondack Regional Tourism Council and to offset the cost of our Lake George Area Travel Guide.

– New York State Travel Industry Association –

Warren County is a member of the New York State Travel Industry Association (NYSTIA), an organization that is aligned with the mission of the NYS Division of Tourism and works to support the tourism industry on a business-to-business platform. NYSTIA facilitates the success of its members through collaborative initiatives, research, and legislative awareness. Additionally, the organization offers co-op marketing programs that raise the awareness of travel and vacation opportunities in New York State, offers a consumer show program for members, and hosts the Annual New York State Tourism Conference.

– Adirondack Regional Tourism Promotion –

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.

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.

ARTC has commissioned Longwoods International to collect Adirondack travel data. These reports offer a regional level of insight that can be factored into local and statewide trends.

For a three-year term spanning 2020-2022, the Warren County Tourism Director will serve as the ARTC President and will work closely with the Executive Director toward the end goal of increasing brand awareness of the Adirondacks as a vacation destination.

CONTRACT - MEDIA BUYING

WORKSHOP

Provides both broadcast and digital media services. 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. Workshop purchases media directly through a programmatic platform, which cuts out the middleman and provides the best ad rate. Campaign performance is regularly reviewed and continuously optimized.

Workshop provides annual media recommendations, seasonal recap reports that detail the performance of every campaign and a comprehensive year-end report.

– Broadcast/Television –

Workshop has developed relationships with media vendors in the US and Canada which allows them to target audiences and negotiate low costs. They provide us with a media campaign, developed in collaboration with the Tourism Department each season, outlining the markets and subscribers, then monitor and analyze viewership. Television is used as a brand awareness tactic and includes traditional, cable and Connected TV.

Traditional broadcast and cable capitalizes on the high ratings of live news programming on broadcast and high frequency on cable. This is just a small percentage of our broadcast budget as viewers are shifting to emerging Connected TV programming. Connected TV is served to “cord cutters” who have left traditional television and are viewing video on their mobile devices and Smart TVs. Inventory is served on devices such as Apple TV, Roku, and Amazon Fire Stick, for example. Video completion is generally at 95% or higher.

– Digital Advertising Tactics –

Workshop provides an integrated approach to digital advertising through the use of programmatic buying, digital video, native advertising, retargeting, paid search, and paid social media, among others.

Programmatic advertising is automated buying used to segment audiences so that advertisers only pay for ads delivered to targeted audiences.

Native advertising conforms to the look and feel of the content on a site and is less disruptive to the user experience (YAHOO! sponsored ads for example.) Native ads are typically non-promotional, but rather feature content. Our native advertising results in above industry average click-thru rates virtually 100% of the time.



THE Original VACATION!

CONTRACT - VIDEO PRODUCTION

WORKING PICTURES

Provides comprehensive video and photography production for our summer, fall and winter campaigns. Their services include casting, scouting locations, sourcing sets and wardrobe and completing the project with directing, 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 required format.

In 2016 Working Pictures began the process of collecting robust new footage on a seasonal basis. A brand new summer video was released in 2017 and fall production took place for the introduction of a Fall 2018 TV commercial. A new initiative in 2018-2019 was short-form, 30-second video clips that are promoted on digital and social media platforms. Our current micro-videos include Ice Bar Season, Maple Season, Spring Break Indoor Fun, and Factory Outlet Shopping.

The Tourism Department has won three ADDY awards for its video campaigns including:

- ***2017 Summer Video Regional/National Campaign***
- ***2018 Fall Video Regional/National Single Spot***
- ***2018 Fall Film/Video Regional/National Campaign***

CONTRACT - CVB

– Lake George Regional CVB –

Warren County is committed to supporting the Lake George Regional Convention and Visitors Bureau and will fund the organization at \$550,000 in 2020. The role of the CVB is to focus on convention sales, sports tourism, weddings, business and specialty markets. The CVB has developed its own marketing plan.