

# Hamilton County Tourism Update Day

June 22, 2011

# Tourism

Part of an integrated economic development plan:

- ▣ **Promotion**
- ▣ **Infrastructure**
- ▣ **Jobs**

# Hamilton County is *the Adirondack Wild*



# *Why the Adirondack Wild?*

- More than 30 Hamilton Counties in US
- Differentiates our product
- Takes advantage of known brand
- Plays to our strengths

# Adirondack Wild Marketing

- Promote summer outdoor recreation
- Drive Visitors to Hamlets
- Connect Fall Travelers with heritage attractions
- Reach Snowmobile Market
- Spring = fishing and birding

# Summer TV Campaign

- Summer outdoor recreation
- Co-op with the ARTC
- TV buys in Buffalo, Rochester, Syracuse and Albany
  - May 15 through August 15
- Information requests: 30,000

# Events Publicity Match

- Drives visitors to hamlets
- 1-to-1 Match towards publicity
- Pay bills first, then get 50% reimbursement
- Media plans reviewed in advance

# Events selected for maximum appeal for drawing out-of-county visitors

- *An Adirondack Affair* acting, writing and “guerrilla” video workshop with SAG actors in Long Lake
- The Moose Festival and the Antiques Show in Indian Lake
- ALCA’s Theater Festival and events at Sagamore
- One Square Mile of Hope and Sled Dog Races in Inlet

# Fall TV Co-op

- Cable TV buy with Franklin County
  - Aug. 15 through Sept. 15
- Rochester market
- Emphasizes Heritage Attractions and Wild Center
- Inquiries estimated at 4,000 to 6,000

# Fall Travelers

- Older
- Higher Income
- Interested in history
- Tend to travel mid-week

# Snowmobile Campaign

- December-January Cable TV Advertising
  - Rochester, Syracuse, Albany markets
  - Up to 6,000 inquiries
- Regional Snowmobile Map
- Big East Power Sports Show

# Spring Fishing

- Regional Fishing Guide
- Advertising in DEC Fishing Regs
  - 750,000 distribution
  - Banner on website
- Suffern NY and New Jersey Sportsmen's Shows

# Spring Birding

- Boreal Birding Festival early June
- Cornell Lab of Ornithology Advertising
- NYS Audubon Society e-mail blast
- Up to 65 participants
- From Calif., Arkansas, Ohio, Virginia & NJ

# AdirondackExperience.com for All Seasons

- More than 70,000 users annually
- 80% new to site, 60% search engine
- Organic optimization
- Full-time effort to update - **EVENTS**

# Like The Adirondack Wild on Facebook

The screenshot shows the Facebook page for 'Adirondack Wild'. The browser address bar displays 'www.facebook.com/AdirondackWild'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, Find Friends, and Account. The main content area features a cover photo of a lake and mountains, a profile picture, and a bio: 'Adirondack Wild Travel/Leisure · Edit Info'. Below the bio are several event cards, including 'Living Fly Challenge' and 'Bog River Falls [HQ]'. The 'Wall' section shows a post from 'Adirondack Wild' with a video player for 'Bog River Falls [HQ]' and engagement metrics: '407 Impressions · 1.72% Feedback'. The right sidebar contains administrative tools like 'Admins (4)', 'Use Facebook as Adirondack Wild', and 'View Insights', along with a 'You and Adirondack Wild' section showing likes and a 'Quick Tips' section.

DISCOVER  
The Adirondack Wild

RECREATION ATTRACTIONS  
CAMPING LODGING

Hamilton County Dept. of Economic Development & Tourism  
102 County View Drive,  
P.O. Box 57  
Lake Pleasant, NY 12108  
www.adirondackexperience.com

Adirondack Wild  
Travel/Leisure · Edit Info

Living Fly Challenge  
show your colors!  
the legendary mountain

BIRDS  
FESTIVAL  
PARKING

Adirondack Wild · Most Recent

Share: Status Photo Link Video Question

Write something...

Adirondack Wild  
Just 13 miles north of Long Lake, this falls is viewable right from the road. For more info on the Hamilton County Waterfall Challenge, visit [www.adirondackexperience.com](http://www.adirondackexperience.com) today!

Bog River Falls [HQ]  
Length: 0:35

407 Impressions · 1.72% Feedback  
Friday at 11:38am · Like · Comment · Share

3 people like this.  
View all 4 comments

Admins (4) [?] See All

Use Facebook as Adirondack Wild  
Notifications  
Promote with an Ad  
View Insights  
Suggest to Friends

You and Adirondack Wild

4 friends like this.  
Lapland Lake In The Adirondacks

Quick Tips  
Get more people to like your Page with Facebook Ads today!

Sample Ad: Adirondack Wild  
Your ad text here

Chat (2)

# People on Facebook

- 500 million active users
- 250 million log on to Facebook daily
- People spend over 700 billion minutes per month on Facebook

# Activity on Facebook

- 900 million pages, links, albums etc.
- Average user connects to 80 pages
- More than 30 billion pieces of content shared monthly

# Social Media

- Adirondack Wild on Facebook
  - 400 to 600 interactions per week
- Follow us on Twitter
- More video on YouTube

# Working Together

- Packages, packages, packages
- Get event updates to us
- Help each other extend visitor stays



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

Tourism Update powerpoint

Cornell/I Love NY Tourism  
Study