



Greene County Tourism Advisory Committee Meeting Minutes

Date: Tuesday, July 23, 2013 9:30 a.m.

Location: Baumann's Brookside

Attendance:

Committee Members Attending – Kevin Lewis, Chairman, Greene County Legislature Economic Development and Tourism Committee; Chuck Tomajko, Fairlawn Inn B&B; Troy Ketcham, Windham Mountain; Suzanne Oldakowski, Bavarian Manor Country Inn and Restaurant; Bernadette Gavin, Gavin's Irish Country Inn; Kevin Smith, Sunny Hill; Carol Schreiber, Baumann's Brookside;

Legislators in Attendance - Linda Overbaugh, Gene Hatton,

Others in attendance - Kurt Goettsche, Thompson House; Leslie Trossett, Sunny Hill; Tinker Pachter, Sunny Hill; Lenore Whitcomb, Winter Clove; Vincent Wase, Green Lake Resort; Anthony Petrianni, Green Lake Resort.

Staff - Heather Bagshaw, Nancy Petramale, Teri Weiss, Karl Heck

Minutes:

The minutes of the June 25, 2013 meeting were approved.

Heather opened the meeting and thanked Carol Schreiber and Kevin Lewis for hosting the meeting.

Carol Schreiber then thanked everyone for attending and gave a brief history of Bauman's Brookside.

Destination Marketing Report:

Heather and Warren travelled to Adworkshop this week to discuss the midyear review with our advertising and marketing agency and to do a strategic assessment of the destination marketing campaign in preparation for 2014. She then highlighted some of the agency results. We have seen a 77% increase in web page views. Top hits coming from NY, NJ, MA, PA and the Philadelphia area. Our primary top visits coming from our Family and All inclusive Resorts. The top links during this reporting period being Blackthorn Resort and Taste of Country.

The mobile site that was launched in May 2012 had an enormous increase representing a full 57% referral traffic, with 31% attributable to the Adventure Campaign and 11% from organic search. Our top mobile page views are, the home page, events, family and golf.

We've made some recent changes to our website including the placement of the county map locator on the home page as well as the creation of fishing and golf tournament pages. Additionally, packages are now featured on the lodging property listing pages for easy navigation

In the future we are looking at changing to an adaptive and responsive website, which will enable us to become more user friendly through the ability to view content on different devices; i.e., Tablets, PC, Mobile Devices, etc. It will also allow us to become more efficient in our tracking and performance measurements.

Other item's the agency has assisted with is the Catskill Pass, New Dining Guide, Events PDF updates, and the Hunter Welcome banner. We will be hosting a video shoot for approximately 2-3 days in August, focusing on summer activities throughout the County and adding to our current library of b-roll video.

Heather also reminded everyone about the 50/50 Website Assessment grant available through our office, in coordination with our vendor KathodeRay Media.

An open discussion with everyone took place focusing on Family Friendly Resorts. Some of the areas of discussion were:

- Grandparents and the travel industry. More Moms traveling, younger more active clientele.
- Who is staying and for how long.
- Packages, both weekend and mid-week, and day trippers.
- Golf Now, online booking, family golf.
- Last minute deals and specials to increase last minute bookings.
- Seeing an increase in Family Reunions, more people from the Capital Region, Interest in adventure experiences, obstacle courses, mountain biking and the various trails in the area.
- Paid media and co-op advertising.

The next meeting will be held on August 27, 2013 at The Catskill Golf Course from 9:30 to 11:00am. Adworkshop will be attending.