



Greene County Destination  
Marketing Program

# Greene County Tourism Seminar 2012

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## WELCOME



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Marketing is our nature.

# AWAKEN TO ADVENTURE



Greene County Destination  
Marketing Program

## Greene County Tourism Seminar 2012

### Greene County Standing Committee Economic Development and Tourism

*“Without question, today’s tourism DMO should be well regarded for its local leadership position. Stakeholders (i.e. accommodations, attractions, art and cultural institutions, restaurants, retail, related businesses and other associations, government agencies, etc.) should look to the Greene Tourism Office, under the aegis of economic development, as the focal point for destination tourism marketing, planning, coordinating community stakeholder efforts, research and long-range visioning.”*



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## Greene County Tourism Seminar 2012

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### Greene County Standing Committee Economic Development and Tourism

Kevin Lewis (Chairman), [klewis@discovergreene.com](mailto:klewis@discovergreene.com)

Patricia Handel, [phandel@disocovergreene.com](mailto:phandel@disocovergreene.com)

Karen Deyo, [kdeyo@discovergreene.com](mailto:kdeyo@discovergreene.com)

James Hitchcock, [jhitchcock@discovergreene.com](mailto:jhitchcock@discovergreene.com)

James VanSlyke, [jvanslyke@discovergreene.com](mailto:jvanslyke@discovergreene.com)



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# Greene County Tourism Seminar 2012

## Greene County Tourism Advisory Committee (TAC)

*"To fulfill its mission, today's successful tourism agencies serve as a coordinating entity, effectively bringing together diverse community stakeholders — from local government to trade and civic associations to individual businesses — to attract visitors to their area. It consolidates community wide disparate marketing efforts under one integrated "umbrella" program for stronger impact.*



AWAKEN TO ADVENTURE

GREAT  
NORTHERN  
CATSKILLS  
OF GREENE COUNTY

- **Brian Christman**   
Christman's Windham House  
christmanswh@verizon.net

- **Kevin Smith**   
Sunny Hill Resort and Golf Course  
kevin@sunnyhill.com

- **Carol Schreiber**  
Baumann's Brookside  
caschrib@mhcable.com



- **Bernadette Gavin**   
Gavin's Irish Country Inn  
bernadette@gavins.com

- **Suzanne Oldakowski**   
Bavarian Manor Country Inn Restaurant  
suzy3261@yahoo.com

- **Chuck Tomajko**   
Fairlawn Inn  
finn1@hvc.rr.com

- **Peter Massmann**  
Blackhead Mountain Lodge and  
Country Club  
peter@blackheadmtn.com



- **Russ Coloton**   
Hunter Mountain,  
rcoloton@huntermtn.com

- **Troy Ketchum**   
Windham Mountain  
tketcham@windhammountain.com

- **Betsy Jacks**   
Thomas Cole National Historic Site  
director@thamascole.org



Greene County Destination  
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## Destination Marketing Organization (DMO)

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Connecting the DOTS, We are in it Together

Who we are

Our Agency of Record

Brand: Great Northern Catskills of Greene

Tagline: Awaken To Adventure

What we are selling – An Experience

A **destination marketing organization**, or "DMO," is a stand-alone business entity - governmental, corporate, or nonprofit - that is responsible for leading and coordinating all of the marketing efforts on behalf of a particular destination.

# GREAT NORTHERN CATSKILLS OF GREENE COUNTY

Greene County Destination  
Marketing Program



**AWAKEN TO ADVENTURE**

**Increase awareness!**  
Feature our new logo on your website and advertising materials and drive visitors to our new website, [GreatNorthernCatskills.com](http://GreatNorthernCatskills.com)

Greene County Tourism and its community of tourism partners have launched a regional destination marketing campaign and unveiled the county's new tourism website.

Visit [www.GreatNorthernCatskills.com](http://www.GreatNorthernCatskills.com)  
Check out the new website – the official and informative one-stop travel resource for Northern Catskill visitors.

**"Awaken to Adventure" in the Great Northern Catskills**  
The integrated strategic marketing campaign includes:

- a complete rebranding as the Great Northern Catskills
- new logo
- new tagline
- new website
- targeted, segmented media plan
- social media integration
- a proactive public relations campaign to attract travel writers & new visitors to the area
- high definition video and high resolution photos

Find the Great Northern Catskills on Facebook, link to [www.GreatNorthernCatskills.com](http://www.GreatNorthernCatskills.com) and use the new brand logo whenever possible! Increased traffic online and throughout the county will lead to more visitors finding more activities and attractions which will positively impact your business – and make the Great Northern Catskills a leading four-season destination.

**For more information, contact:**  
Greene County Economic Development, Tourism & Planning  
PHONE: 518-943-3223  
EMAIL: [Info@GreatNorthernCatskills.com](mailto:Info@GreatNorthernCatskills.com)

 Follow us!  
[Facebook.com/GreatNorthernCatskills](https://www.facebook.com/GreatNorthernCatskills)

# AWAKEN TO ADVENTURE



Greene County Destination  
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# Greene County Destination Marketing Program

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1. Advertising and Marketing (Paid Media, Pay Per Click, Billboard, Travel Guide)
2. Public Relations (Press Releases, Pitches, Placements, Travel Writers, Targeted Eblasts, Internal Communications)
3. Consumer Travel Shows
4. Social Media (Facebook, Youtube)
5. Key Words and Search Engine Optimization/Marketing SEO/SEM, Domain Authority, Domain Names
6. Web Production
7. Broadcast Production Television
8. Adventure Passport
9. ILNY Tourism Regions (Hudson Valley Tourism – HVT; Catskills - CATS) ILNY State Website



Greene County Destination  
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# Advertising and Marketing

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## TOURISM SEGMENTS

- Family Travel
- Golf
- Arts, Culture & History
- Fall Foliage
- Winter
- Events
- Travel Guide, Billboard
- Destination Weddings
- Profile Sheets

*“Today, the most successful Destination Marketing Organizations—particularly county, city or state programs-- fulfill the role of “umbrella” marketing agencies, under which stand the extensive collection of businesses that promote their own products and services and are involved in the front-line servicing of travelers.”*



Greene County Destination  
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## Family Travel Media Buy

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**Banners, print ads, text ads and mobile banners placed May 2012 – Summer.**

**Placements:**

- Millennial Mobile
- NorthJersey.com
- Facebook
- Newsday.com
- NY By Rail – Amtrak (Print)
- Hartford Courant/Hartford Magazine
- Billboard (spread across multiple plans)
- TV

# GREAT NORTHERN CATSKILLS OF GREENE COUNTY

Greene County Destination Marketing Program

## Family Travel Creative

NY By Rail (Print)

Hartford Courant  
Hartford Magazine

300x250

300x50 (mobile)

480x60 (mobile)

728x90

# AWAKEN TO ADVENTURE



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## Golf Media Buy

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**Banners, emails, advertorials and mobile banners placed 4/15/12 – 8/31/12 (some longer)**

**Placements:**

NYSGA.org  
Millennial Mobile  
NorthJersey.com  
GolfVacationsMag.com  
SnoNews eNewsletter  
Albany Golf Guide



## Golf Media Creative

250x250

**PLAY UNLIMITED GOLF**  
in the GREAT NORTHERN CATSKILLS!

Book a 2 night Stay & Play golf package at any of our 9 spectacular golf courses.

**CATSKILLS**  
AWAKEN TO ADVENTURE

Packages starting at **\$100**  
CLICK FOR DETAILS

220x90

**PLAY UNLIMITED GOLF**  
in the GREAT NORTHERN CATSKILLS!

Book a 2 night Stay & Play golf package at any of our 9 spectacular golf courses.

Packages starting at **\$100**...CLICK FOR DETAILS

480x60

**PLAY UNLIMITED GOLF**  
in the GREAT NORTHERN CATSKILLS!

Book a 2 night Stay & Play golf package at any of our 9 spectacular golf courses.

**CATSKILLS**  
AWAKEN TO ADVENTURE

Packages starting at **\$100**  
CLICK FOR DETAILS

320x53

**PLAY UNLIMITED GOLF**  
in the GREAT NORTHERN CATSKILLS!

Book a 2 night Stay & Play golf package at any of our 9 spectacular golf courses.

**CATSKILLS**  
AWAKEN TO ADVENTURE

Packages starting at **\$100**  
CLICK FOR DETAILS

728x90

**PLAY UNLIMITED GOLF**  
in the GREAT NORTHERN CATSKILLS!

Book a 2 night Stay & Play golf package at any of our 9 spectacular golf courses.

**CATSKILLS**  
AWAKEN TO ADVENTURE

Packages starting at **\$100**  
CLICK FOR DETAILS



Greene County Destination  
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## Arts, Culture, History Media Buy

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### Placements:

Millennial Mobile Banner Ads

L Magazine

Newsday.com

Facebook

Chronogram

Albany Symphony Guide

GREAT NORTHERN CATSKILLS OF GREENE COUNTY

# Arts, Culture, History Creative

Discover art, culture and history in the Great Northern Catskills - home to museums, galleries, performing arts and approximately 180 sites listed on the National Historic Registry including Cedar Grove, home to Hudson River School of Art founder and renowned landscape painter Thomas Cole.

[www.GreatNorthernCatskills.com/arts-culture](http://www.GreatNorthernCatskills.com/arts-culture)  
800-355-CATS

AWAKEN TO ADVENTURE

Home to Thomas Cole and the Hudson River School of Painters, the Northern Catskills boast a rich cultural heritage that attracts art enthusiasts from near and far.

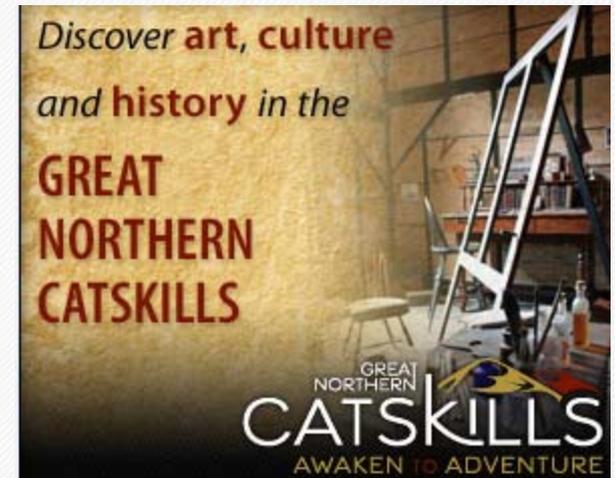
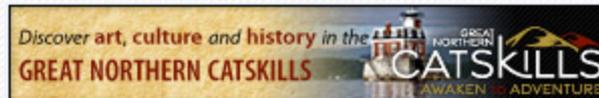
800-355-CATS • [www.GreatNorthernCatskills.com/arts-culture](http://www.GreatNorthernCatskills.com/arts-culture)

AWAKEN TO ADVENTURE



## Arts, Culture, History Creative

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Greene County Destination  
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## Fall Foliage Media Buy

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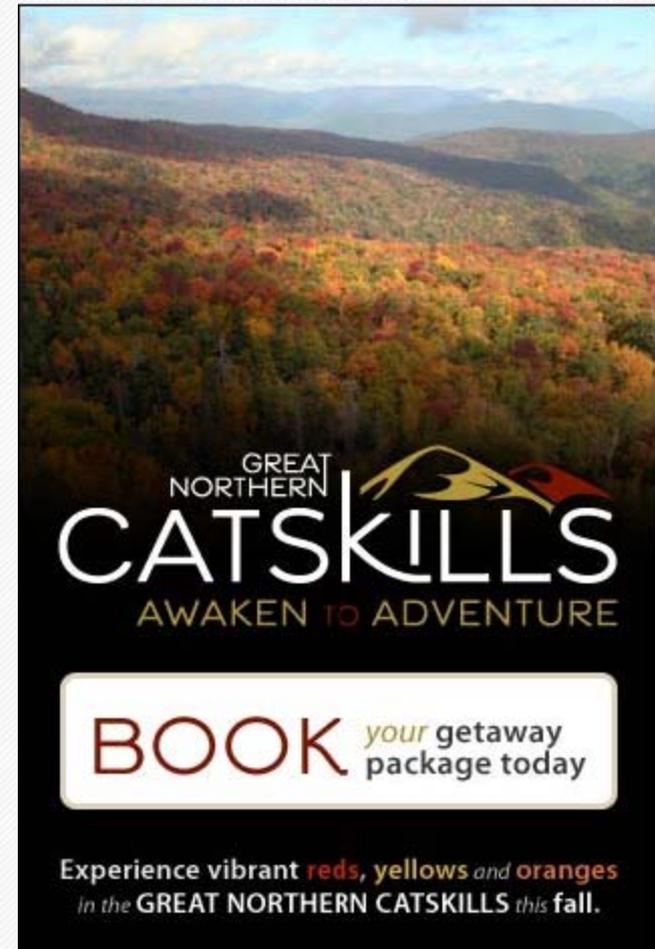
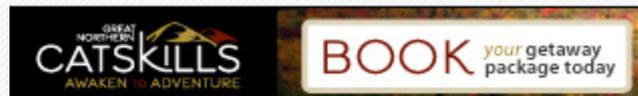
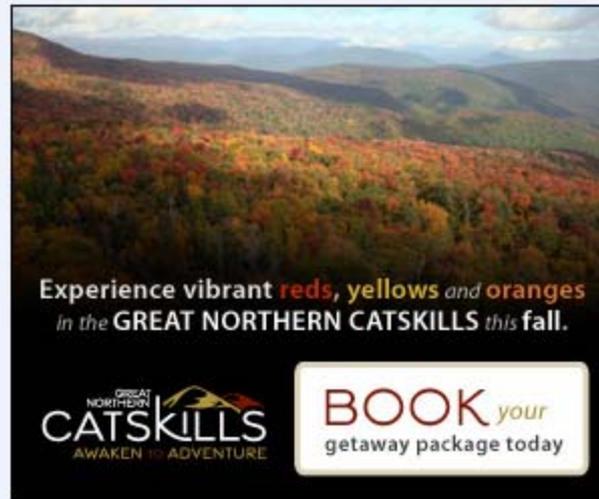
### Placements:

Millennial Mobile  
Resorts and Lodges  
Times Union  
Weather.com  
Weatherbug.com



Greene County Destination  
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## Fall Foliage Creative



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Greene County Destination  
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## Winter Media Buy

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**Banners, texts, advertorials and mobile banners placed  
2012/2013 Ski Season**

**Placements:**

- Facebook (co-op)
- OnTheSnow.com
- SnoNews eNewsletter
- SnoCountry.com
- Weather.com
- Mobile Vendor

2011/2012 Winter co-op PPC campaign in Albany/Philly  
markets (test)

# Winter Media Creative

## Flash Banner Ads

300x250



320x50

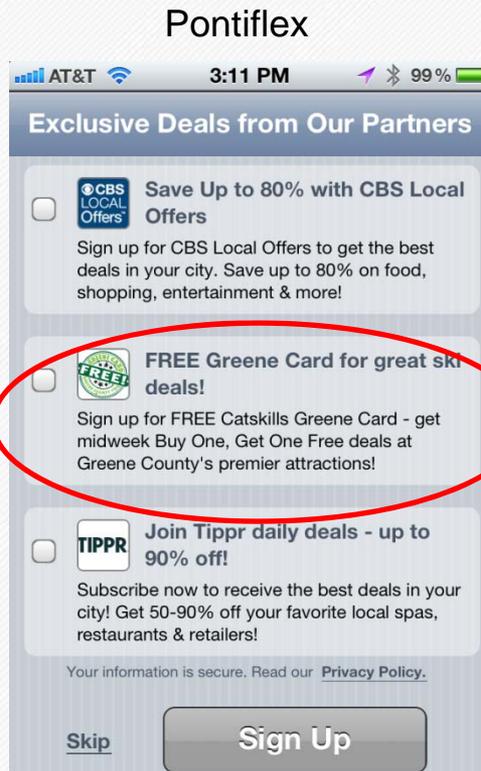


320x48





# Winter Media Creative



300x250



300x50 (weatherbug)

728x90



160x600



Greene County Destination  
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## Events Campaign - Festivals, Music, Activities - Big Business (225 and Growing)

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### Placements:

WRIP Radio

1010Wins.com (CBS)

LoHud

Newsday.com

Today in the Catskills

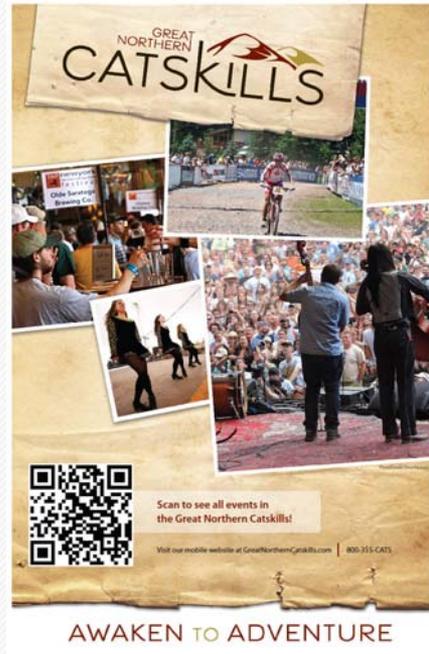
Daily Mail Web Banner

Daily Mail Destinations Flyer



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## Events Campaign Creative



Poster – 11x17

### Internal Event Advertising

Banner – 4'x2'



AWAKEN TO ADVENTURE

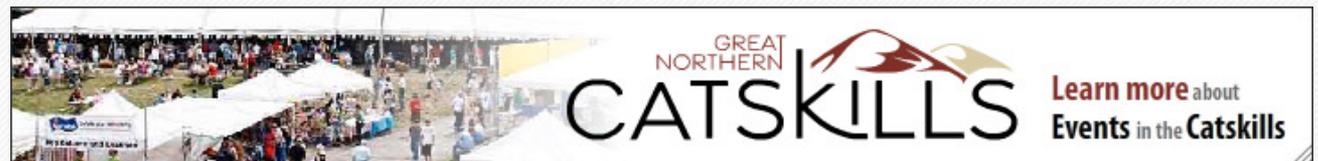


## Events Campaign Creative



External Event Advertising

300x250



728x90





Greene County Destination  
Marketing Program

## Public Relations

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### Public Relations Services:

- Press Releases (SEO) – Monthly, Coordinated with Advertising Campaigns
- Press Releases – Internal Audience (New 2012/13)
- E-Mail Data Base Development (Almost 9,000 Subscribers, and growing – Tied to Adventure Card/ TV Advertising – Catskill Mountain Getaways.
- Pitching Stories, Packages, Itineraries to Travel Writers, Media and Bloggers
- Tracking Placements
- Bi-Weekly Reports

*“During the last decade a veritable sea change has occurred in the culture of domestic tourism advertising, according to most industry experts. Traditional advertising, which in past decades had been a mainstay for building destination brand awareness, is now on the wane-- and being replaced by new aggressive public relations and media publicity initiatives, particularly social media tools.”*



Greene County Destination  
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## Public Relations

### Google Alert - greene county new york

Google Alerts [googlealerts-noreply@google.com]

Sent: Wed 11/14/2012 8:44 AM|

To: whart@discovergreene.com

Web

1 new result for greene county new york

#### [Announcing New Great Northern Catskills of Greene County ...](#)

Greene County, N.Y. - This winter, enjoy buy-one, get-one passes to some of the Great Northern Catskills of Greene County's top attractions with the all-new, ...  
[thebeatloveny.com/announcing-new-great-northern-catskills-...](http://thebeatloveny.com/announcing-new-great-northern-catskills-...)



THE  
BEAT

### Announcing New Great Northern Catskills of Greene County Adventure Passport for 2012-2013

November 13, 2012 4:50 pm | [The Catskills](#), [View by THEME](#), [Winter](#), [places to stay](#),  
[road trips](#), [tourist services](#)



*Stay and Play at Greene County  
Attractions with Buy-one, Get-one Deals*

Greene County, N.Y. - This winter,  
enjoy buy-one, get-one passes to some  
of the Great Northern Catskills of Greene County's top attractions with the  
all-new, totally Free [Adventure Passport](#). Enjoy BOGO deals throughout

AWAKEN TO ADVENTURE

# Public Relations

TRAVEL FEATURE, HUDSON RIVER VALLEY

ADVERTORIAL



## THE GREAT NORTHERN CATSKILLS OF GREENE COUNTY

OFFER CULTURE AND HISTORY IN THE HUDSON RIVER VALLEY

BY REBECCA STEFFAN

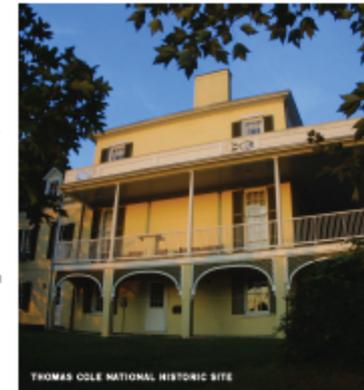
The Great Northern Catskills of Greene County New York are home to the nation's first wilderness – a beautiful landscape that inspired America's first school of art – Thomas Cole's Hudson River School. Since the early 1800s, the scenic river valleys and rolling Catskill Mountains have been the muse of painters, poets and writers – inspiring the works of Washington Irving, Frederick Church and Albert Bierstadt. Today, the Great Northern Catskills remain unspoiled, offering plenty of opportunities to enjoy the natural surroundings that so captivated the 19th century artistic elite.

HUDSON-ATHENS LIGHTHOUSE

The Thomas Cole National Historic Site is the beginning of the Hudson River School Art Trail, offering a glimpse into British expatriate Cole's daily life. Find information about 17 mapped Art School sites, maps and directions at [www.HudsonRiverSchool.org](http://www.HudsonRiverSchool.org) and walk in the footsteps of painters and poets from two centuries ago. Greene County is home to several historic sites, heritage attractions and cultural locations representing a variety of mediums. Visit the ongoing exhibits at the Bronx Museum in Crossack and the Athens Cultural Center, hike to Masterson Park, depicted in Thomas Cole's iconic painting which captures the fierce beauty of the Catskills, or enjoy an afternoon at one of the Catskills many art galleries and exhibitions.

From historic main streets, to scenic overlooks, don't miss these top attractions.

- **WINDHAM CHAMBER MUSIC FESTIVAL** in Windham runs from July through September. Featuring the music of celebrated composers – visitors can enjoy a wonderful evening of music in one of the Catskills' most unique settings – the 200-seat Windham Performing Arts Center.
- **STEVEN E. GREENSTEIN PIANO MUSEUM** in Harter features a large collection of rare vintage pianos from the days of Mozart and Beethoven. Fascinating visual exhibits and guided tours are provided by professional concert pianists. Stop by the bookstore and arts/craft gallery where local artists are on hand to discuss their work, and enjoy a meal prepared



THOMAS COLE NATIONAL HISTORIC SITE

by a French Culinary Institute Chef. Tours by appointment only.

- **ATHENS WALKING TOUR** takes visitors through the oldest incorporated village in Greene County. This self-guided tour features stops at the Athens Cultural Center and offers views of the Hudson-Athens Lighthouse from the Riverfront Park. Enjoy easy access to unique waterfront dining and Crossroads Brewery. A printed brochure is available at the Greene County Tourism office on Route 238 in Leeds.
- **MAHAYANA BUDDHIST TEMPLE** in Cairo offers a unique look at Buddhist culture and architecture. Open to the public year-round, visitors are invited to tour the temple and grounds, which span 130 acres. This is

the rural retreat of the Eastern States Buddhist Temple of America in New York City.

- **UKRAINIAN CHURCH AND GRAVEYARD IN JEWETT** is an architectural wonder. Built without using nails, the visually striking church and Graveyard feature one of the oldest classical summer music concert series in the Catskills, going on now through September.



ATHENS CULTURAL CENTER

FOR MORE INFORMATION AND OTHER CULTURAL ATTRACTIONS IN THE GREAT NORTHERN CATSKILLS, VISIT [WWW.GREATNORTHERNCATSKILLS.COM](http://WWW.GREATNORTHERNCATSKILLS.COM)

## Public Relations

The following is the public relations and analytics reports for October 15, 2012 through October 26, 2012.

### Placements:

- [Yahoo.com](#), October 15, 2012, "Great Northern Catskills Ski Resorts Offer Savings All Season Long" (UMV: 157 million)
- [Examiner.com](#), October 15, 2012, "Golf Getaways: Sunny Hill Resort and Golf Course in The Catskills" (UMV: 7,967,016)
- [Examiner.com](#), October 13, 2012, "Golf Getaways: Christman's Windham House in The Catskills" (UMV: 7,967,016)
- [PR-USA.net](#), October 21, 2012, "Great Northern Catskills Ski Resorts Offer Savings All Season Long" (UMV: 15,930)

### Pending Placements:

- New York Family, November 2012 – Windham Mountain
- Table Magazine, November 2012 – Catskills Adventure
- FamilyVacationCritic.com, 2012 – Catskills Vacation review
- Examiner.com, October 2012 – Christman's feature
- Daily Telegraph, Spring 2013 – Thomas Cole House

### Upcoming Media Stays:

- October 26-29 – Samantha Feuss – HaveSippyWillTravel.com

### Media Contact:

- Followed up with Ron Patey, the golf writer for [Examiner.com](#) after his media visit. Placements above. Discussed 2013 media coverage when golf courses re-open for the season.
- Corresponded with Shana D'Attilio from Starr Motorcoach Company about using images from [www.greatnortherncatskills.com](http://www.greatnortherncatskills.com). Permission was granted provided the images are credited back to the county.
- Followed up with Amanda Geronikos from [FamilyVacationCritic.com](#) following media visit. Placements pending.
- Followed up with Paul Schultz from [NY Daily News](#) after media visit. Placements pending.
- Coordinated media visit for Samantha Feuss from [HaveSippyWillTravel.com](#).
- Corresponded with Bill Jones from [Snoweast Magazine](#) following press release send about possible winter feature.



Greene County Destination  
Marketing Program

## Public Relations

- Pitched skiing in the Catskills to Becky Lock from the *Sun Gazette*, Dennis McLaughlin from the *Times News*, Anne Woelfel from the *Times Leader*, Kent Jackson from the *Standard Speaker*, Josh McAuliffe from the *Scranton Times Tribune* and Larry Holeva from the *Citizen's Voice*.
- Submitted information about one-tank trips from NYC for consideration in a travel story.
- Submitted Catskills ski areas to Heather End from *Family Circle* for consideration in a travel feature about "Family Ski Destinations Close to Home."
- Corresponded with Eileen Ogintz from *Takingthekids.com* following press release send.
- Corresponded with Christine Wei from *New York Family* following press release about upcoming Windham Mountain travel feature. Placement pending.

### Organization:

- Distributed "Great Northern Catskills Ski Resorts Offer Savings All Season Long" release October 15.
- Submitted "Great Northern Catskills Ski Resorts Offer Savings All Season Long" to [I Love NY](#) to post.
- Social Media amplification.
- Print and web media monitoring.
- Preparation and distribution of this report.

### Year over Year comparison for this two week period (10/12-10/25):

- Overall Site visits are UP (36.56% increase), and UNIQUE site visits are up 40%
- Fall in the Catskills page had an over 1000% increase from this time period last year: 737 visits vs 62 visits.
- Packages are up 59%.
- People are interested in outdoor activities: Hiking is up 99% over last year and the general outdoors page is up 18%
- Organic search is up 89% for this time last year, but paid is down 55%.  
OVERALL your site visits are up 50% as a result of search.

### Overall performance for 10/12-10/25:

- Top overall pages were Home, Events, and Resorts and Lodging. Family Resorts and Fall in the Catskills round out the top 5.
- Top visits came from the following sources: google/organic, direct (this means the visitor typed the URL in directly), facebook/paid-text-link, google/cpc (paid) and referrals from [visitthecatskills.com](#)
- Top performing campaigns on DESKTOP site are Fall-foliage as well as the Arts & Culture.



## Public Relations

- Top performing campaign on MOBILE site are Arts & Culture and fall-foliage.
  - ARTS & CULTURE MOBILE BANNER AD: produced 3512 visits (up from the 751 the previous 2 weeks) with over 1:45 on site. Campaign winding down as of Oct 23.
    - Best performing banner size was the 480x60.
  - FALL FOLIAGE banner ads:
    - High volume of visits, but low time on site, same as last reporting period. Fall campaign ended 10/15.

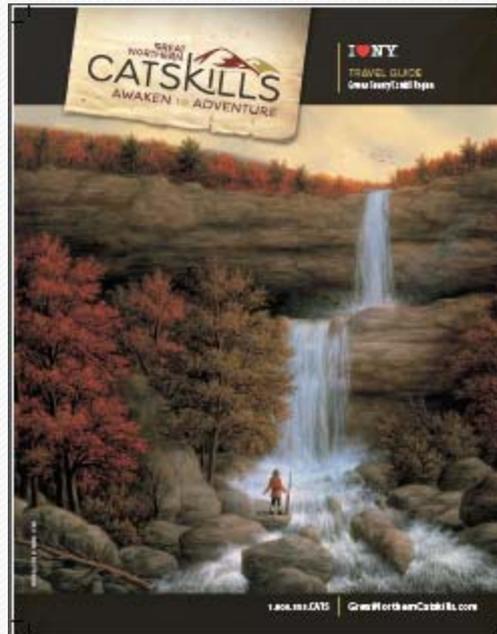
#### Other:

- Searches entered on your site for this time period were "Catskill point", "Gavins", "halloween", "hiking trails", "Historic Catskill point", "lake", "theatre", "windham". Each search resulted in people staying on the site, so that ensures they are finding what they are looking for.
  - Of note: the search for "hiking trails" resulted in a 16 minute visit which is phenomenal. The minimum time on site as a result of the search was Halloween at 13 seconds and lake at 25 seconds. This means they did not find what they were looking for.

Thank you,  
Rebecca, Kelly and Emily

# Travel Guide

Annually Print and Distribute 95,000 Copies of the Travel Guide and New Map



### Greene County Travel Guide 2013 Display Advertising Reservation Form

SPACE RESERVATION DEADLINE: NOVEMBER 13, 2012

**Dear Tourism Partner,**

We invite you to take advantage of the new sales opportunities offered for the 2013 Travel Guide. Here is an Overview of the results generated by the 2012 Travel Guide:

- 35,000 travel guides were mailed and handed out to consumers through print advertising, online campaigns, regional websites and travel shows.
- 60,000 travel guides were distributed to:
  - Thruway rest stops in Gloosburgh, Plattsburgh, and New Baltimore.
  - Information Centers across NY.
  - Hotels, convenience stores, attractions, rail stations, airports in New York, New Jersey and Pennsylvania.
  - AAA offices throughout PA and NJ.
  - Hotels, attractions, restaurants and visitor centers throughout Greene County.

New this past year we designed an 8 page pullout map with places of interest and driving hours. We also had 5,000 print copies of these maps to distribute.

Please refer to the right column for rates and advertising specifications. We look forward to your advertising support and to the success of our cooperative efforts in 2013.

**Warren Hart, Director**  
 Nancy Petrusale, Marketing and Sales Coordinator  
 Dept. of Economic Development, Tourism & Planning  
 Oneida County, New York

| Size      | Dimensions                | Price   | Ad Rate |
|-----------|---------------------------|---------|---------|
| Full Page | 3.5" x 11" (3.5" x 11")   | \$1,500 | ☐       |
| Half Page | 7.25" x 11" (7.25" x 11") | \$1,000 | ☐       |
| 1/3 Page  | 4.33" x 11" (4.33" x 11") | \$600   | ☐       |
| 1/4 Page  | 3.37" x 11" (3.37" x 11") | \$400   | ☐       |
| 1/5 Page  | 2.8" x 11" (2.8" x 11")   | \$400   | ☐       |

My ad is 100% in color  
 Please make the following changes:

I am a new advertiser

If you have any questions, please contact Nancy Petrusale at 518-643-3223 OR: [npetrusale@econdev.greene.com](mailto:npetrusale@econdev.greene.com)

Greene County Tourism  
 700 Rt. 21B (Exit 21 off NY 219wayway) - Lewis, NY 12453 - 518-643-3223 - [www.GreatNorthernCatskills.com](http://www.GreatNorthernCatskills.com)



Greene County Destination  
Marketing Program

## Billboard

Summer 2012



Winter 2011



Winter 2012



AWAKEN TO ADVENTURE



Greene County Destination  
Marketing Program

## Destination Weddings

A collage of five photographs showcasing wedding venues in the Catskills. The photos include: a bride and groom standing on a grassy hill with mountains in the background; a group of people sitting on a boat on a river; a large group of people sitting on a lawn overlooking a valley; a close-up of colorful flowers; and a view of a modern, well-lit interior space, likely a restaurant or event space. The collage is set against a light-colored, textured background that resembles a piece of paper or parchment. At the top right of the collage is the Great Northern Catskills of Greene County logo.

Have your destination wedding in Greene County! Overlook the gorgeous Great Northern Catskill mountains as you say "I Do." Or, have an intimate ceremony at a Bed & Breakfast or on the charming river front. We have many beautiful locations for you to choose from.

[www.GreatNorthernCatskills.com/about/destination-weddings](http://www.GreatNorthernCatskills.com/about/destination-weddings)  
800-355-CATS

# GREAT NORTHERN CATSKILLS OF GREENE COUNTY

## Profile Sheets

**GREAT NORTHERN CATSKILLS**

**SO MUCH TO DO!**

The Great Northern Catskills of Greene County are home to a rich history, stunning landscape and a multitude of family-friendly attractions. From art to adventure – the Catskills offer an unparalleled vacation experience just 2 hours north of New York City and 3 hours west of Boston. Tour along the scenic woods and stirring summits that inspired America's first artistic movement, fly over the forest on the highest and longest zipline in North America, or hike to Kaaterskill Falls – the highest cascading water fall in New York State.

*Attractions in Greene County*

|   |  |   |  |
|---|--|---|--|
| <p><b>Armstrong's Elk Farm</b><br/>936 Hervey Swaside Road<br/>Cornwallville<br/>518-422-8452</p> <p><b>Bailwick Ranch &amp; Zoo</b><br/>118 Castle Road, Catskill<br/>518-478-5665<br/><a href="http://www.bailwickranch.com">www.bailwickranch.com</a></p> <p><b>Bronck Museum</b><br/>90 County Route 42<br/>Catskill<br/>518-731-6490<br/><a href="http://www.gobronck.org/">www.gobronck.org/</a><br/><a href="http://bronckmuseum.html">bronckmuseum.html</a></p> <p><b>Five State Lookout</b><br/>Mohican Trail – Route 23<br/>East Windham</p> <p><b>Historic Catskill Point</b><br/>1 Main Street, Catskill<br/>518-943-3223</p> | <p><b>Hudson Athens Lighthouse</b><br/>Athens<br/>518-828-5294<br/><a href="http://www.hudsonathenslighthouse.org">www.hudsonathenslighthouse.org</a></p> <p><b>Hunter Mountain Skyride</b><br/>Route 23A, Hunter<br/>888-486-8376<br/><a href="http://www.huntermtn.com">www.huntermtn.com</a></p> <p><b>Kaaterskill Falls</b><br/>Route 23A, Haines Falls<br/>518-589-5958</p> <p><b>Lazy's Ranch</b><br/>637 Hervey Street<br/>Cornwallville<br/>518-239-8995<br/><a href="http://www.lazysranchny.com">www.lazysranchny.com</a></p> <p><b>Mountain Top Arboretum</b><br/>Route 23C, Tannersville<br/>518-589-3903<br/><a href="http://www.mountainarboretum.org">www.mountainarboretum.org</a></p> | <p><b>New York Zipline Adventure Tours</b><br/>Route 23A, Hunter<br/>518-263-4800<br/><a href="http://www.ziplinesny.com">www.ziplinesny.com</a></p> <p><b>North South Lake State Park</b><br/>Cay Rd 16, Haines Falls<br/>518-589-5058</p> <p><b>Pratt Rock</b><br/>Route 23, Catskill<br/>518-299-3125</p> <p><b>Rip Van Winkle Monument</b><br/>Route 23A, Hunter<br/>518-263-4223</p> <p><b>Supersonic Speedway Inc.</b><br/>Route 145, East Durham<br/>518-634-7200</p> <p><b>Thomas Cole National Historic Site</b><br/>218 Spring Street, Catskill<br/>518-948-7465<br/><a href="http://www.thomascole.org">www.thomascole.org</a></p> |  <p><b>Windham Mountain Adventure Park</b><br/>33 Clarence D. Lane Road, Windham<br/>808-754-1463<br/><a href="http://www.windhammountain.com">www.windhammountain.com</a></p> <p><b>Zoom Flume Water Park</b><br/>91 Skady Glen Road, East Durham<br/>518-239-4559<br/><a href="http://www.zoomflume.com">www.zoomflume.com</a></p> |
|---|--|---|--|

**AWAKEN TO ADVENTURE**

Greene County Destination  
Marketing Program

# Profile Sheets



Whether visiting for the day or for a week, find an array of attractions and activities for the whole family to enjoy. Catskills' Suggested Itineraries can be found at [www.GreatNorthernCatskills.com/attractions/suggested-itineraries](http://www.GreatNorthernCatskills.com/attractions/suggested-itineraries), and offer several ideas for trips that cater to groups, golfers, artists and outdoorsmen. Take the kids to the Zoom Flume, Pract Rock and Windham Mountain Adventure Park, travel along the Hudson River Art Trail and paint "en plein air" like the 19th century masters, or simply get away with friends for a golf weekend.

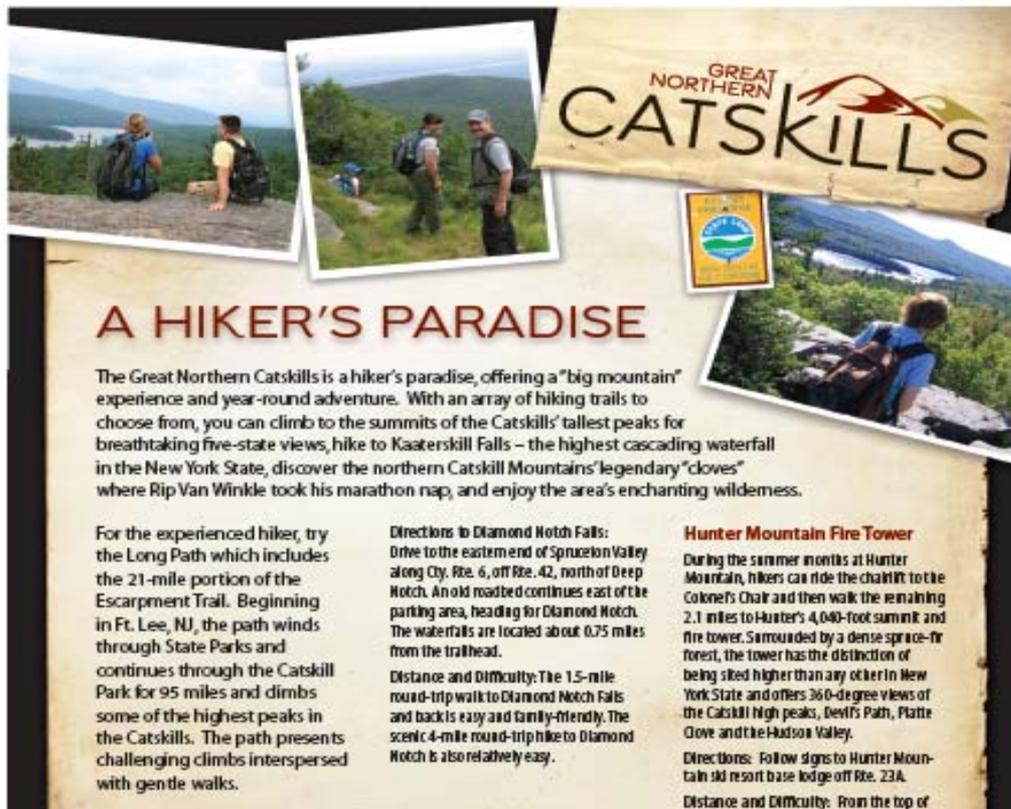
*Attractions near Greene County*

Nearby, the east coast's many attractions offer added interest to any Catskills visit. Just a short drive from your hotel or resort in the Catskills, visit national landmarks, historic sites and so much more. (Distance from Great Northern Catskills Visitor Center in Leeds):

|   |   |  |
|---|---|--|
| <p>Olana State Historic Site (5 miles)<br/>Hudson, NY<br/>518-428-4135<br/><a href="http://www.olana.org">www.olana.org</a></p> <p>Hudson River Cruise (24 miles)<br/>Kingston, NY<br/>811-843-7472<br/><a href="http://www.hudsonrivercruises.com">www.hudsonrivercruises.com</a></p> <p>Historic Sites of Hyde Park (31 miles)<br/>Hyde Park, NY<br/>845-223-5111</p> <p>Hoyo Caverns (47 miles)<br/>Hoyos Cave, NY<br/>518-236-8300<br/><a href="http://www.hoyocaverns.com">www.hoyocaverns.com</a></p> <p>Dolanoma-Historic Rail Bids (58 miles)<br/>Arville, NY<br/>811-225-4132<br/><a href="http://www.dart.org">www.dart.org</a></p> | <p>Saratoga Race Course (65 miles)<br/>Saratoga Springs, NY<br/>518-584-6200 (July 20 - September 3)<br/><a href="http://www.saratogacrack.com">www.saratogacrack.com</a></p> <p>Saratoga Performing Arts Center (65 miles)<br/>Saratoga Springs, NY<br/>518-587-3330<br/><a href="http://www.spac.org">www.spac.org</a></p> <p>Cooperstown (76 miles)<br/>Oneonta, NY<br/>607-643-0059<br/><a href="http://www.thisiscooperstown.com">www.thisiscooperstown.com</a></p> <p>The National Baseball Hall of Fame (79 miles)<br/>Cooperstown, NY<br/>888-425-5683<br/><a href="http://www.baseballhall.org">www.baseballhall.org</a></p> | <p>Bethel Woods Center for the Arts (85 miles)<br/>Bethel, NY<br/>866-701-2922<br/><a href="http://www.bethelwoodcenter.org">www.bethelwoodcenter.org</a></p>  |
|---|---|--|

Great Northern Catskills Visitor Center, Rte. 23B, Leeds, NY 12451  
800-355-CATS  
[www.greatnortherncatskills.com/attractions](http://www.greatnortherncatskills.com/attractions)  
[Facebook.com/GreatNorthernCatskills](https://www.facebook.com/GreatNorthernCatskills)

## Profile Sheets



### A HIKER'S PARADISE

The Great Northern Catskills is a hiker's paradise, offering a "big mountain" experience and year-round adventure. With an array of hiking trails to choose from, you can climb to the summits of the Catskills' tallest peaks for breathtaking five-state views, hike to Kaaterskill Falls – the highest cascading waterfall in the New York State, discover the northern Catskill Mountains' legendary "cloves" where Rip Van Winkle took his marathon nap, and enjoy the area's enchanting wilderness.

**For the experienced hiker,** try the Long Path which includes the 21-mile portion of the Escarpment Trail. Beginning in Ft. Lee, NJ, the path winds through State Parks and continues through the Catskill Park for 95 miles and climbs some of the highest peaks in the Catskills. The path presents challenging climbs interspersed with gentle walks.

**Directions to Diamond Notch Falls:** Drive to the eastern end of Spruce Run Valley along Cty. Rte. 6, off Rte. 42, north of Deep Notch. An old roadbed continues east of the parking area, heading for Diamond Notch. The waterfalls are located about 0.75 miles from the trailhead.

**Distance and Difficulty:** The 1.5-mile round-trip walk to Diamond Notch Falls and back is easy and family-friendly. The scenic 4-mile round-trip hike to Diamond Notch is also relatively easy.

**Hunter Mountain Fire Tower**  
During the summer months at Hunter Mountain, hikers can ride the chairlift to the Colonel's Chair and then walk the remaining 2.1 miles to Hunter's 4,040-foot summit and fire tower. Surrounded by a dense spruce-fir forest, the tower has the distinction of being sited higher than any other in New York State and offers 360-degree views of the Catskill high peaks, Devil's Path, Flatte Clove and the Hudson Valley.

**Directions:** Follow signs to Hunter Mountain ski resort base lodge off Rte. 23A.

**Distance and Difficulty:** From the top of

# Profile Sheets

## ALONG THE HUDSON

NEW — Take a scenic journey along the Mighty Hudson River and Awaken to New Adventures. Travel the rivers shores and discover charming villages, vibrant communities and so much more.

**RESTAURANTS**

- 1 **Yanni's Cucina at Shady Harbor Marina**  
New Baltimore, 518-756-8988
- 2 **Dockside Grill**, Brick Row Ext., Athens, 518-444-8080
- 3 **Dionysos Italian Restaurant\***  
11 North Water St., Athens, 518-945-3225
- 4 **Crossroads Brewery**, 21 Second St., Athens, 518-945-BEER  
[www.crossroadsbrewingco.com](http://www.crossroadsbrewingco.com)
- 5 **Cameo's Restaurant\***, 7 Second St., Athens, 518-945-2375
- 6 **Riverside Café\***, 6 South Water St., Athens, 518-945-1110
- 7 **Cone-E Island\***, 8W Bridge St., Catskill, 518-943-1979
- 8 **Frank Guido's Port of Call**, 7 Main St., Catskill, 518-943-5088  
[www.marinersharbormy.com](http://www.marinersharbormy.com)
- 9 **Dutchman's Galley\*** (snack bar), Dutchman's Park, Catskill
- 10 **Creekside Restaurant**, 162 West Main St., Catskill, 518-943-6522  
*\*short walk from dockage*

**MARINAS**

- 1 **Riverview Marine Services, Inc.**, 103 Main St., Catskill  
518-943-5311. Boat, canoe, and kayak rentals. TS(6), G, P/O, W/C  
[www.riverviewmarineservices.com](http://www.riverviewmarineservices.com)
- 2 **Catskill Marina**  
10 Greene Street, Catskill, 518-943-4640. TS(20), G, W/C, P/O
- 3 **Hop-O-Nose Marina**  
162 West Main Street, Catskill, 518-943-4640. TS(20), G, W/C
- 4 **Forlini's Marina and Restaurant**, 70 West Main Street, Catskill  
518-943-3321. TS(8), W/C
- 5 **Shady Harbor Marina**, Route 144, New Baltimore, 518-756-8001.  
TS(20) G, W/C P/O [www.shadyharborholding.com](http://www.shadyharborholding.com)

**MAP KEY:**  
● Restaurants



Greene County Destination  
Marketing Program

## Consumer Travel Shows – Greene County in the Marketplace

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### Typical Travel Show Schedule

#### Family/Consumer

NY Times Travel Show

AAA Southern NE

NY By Rail

NYS Fair

#### Outdoor Consumer

Springfield Motorcycle Show

NYC International Motorcycle Show

Springfield RV Camping

Hartford Courant Winter Travel

#### Motorcoach/Group Tours

American Bus Association

NJ Sales Blitz

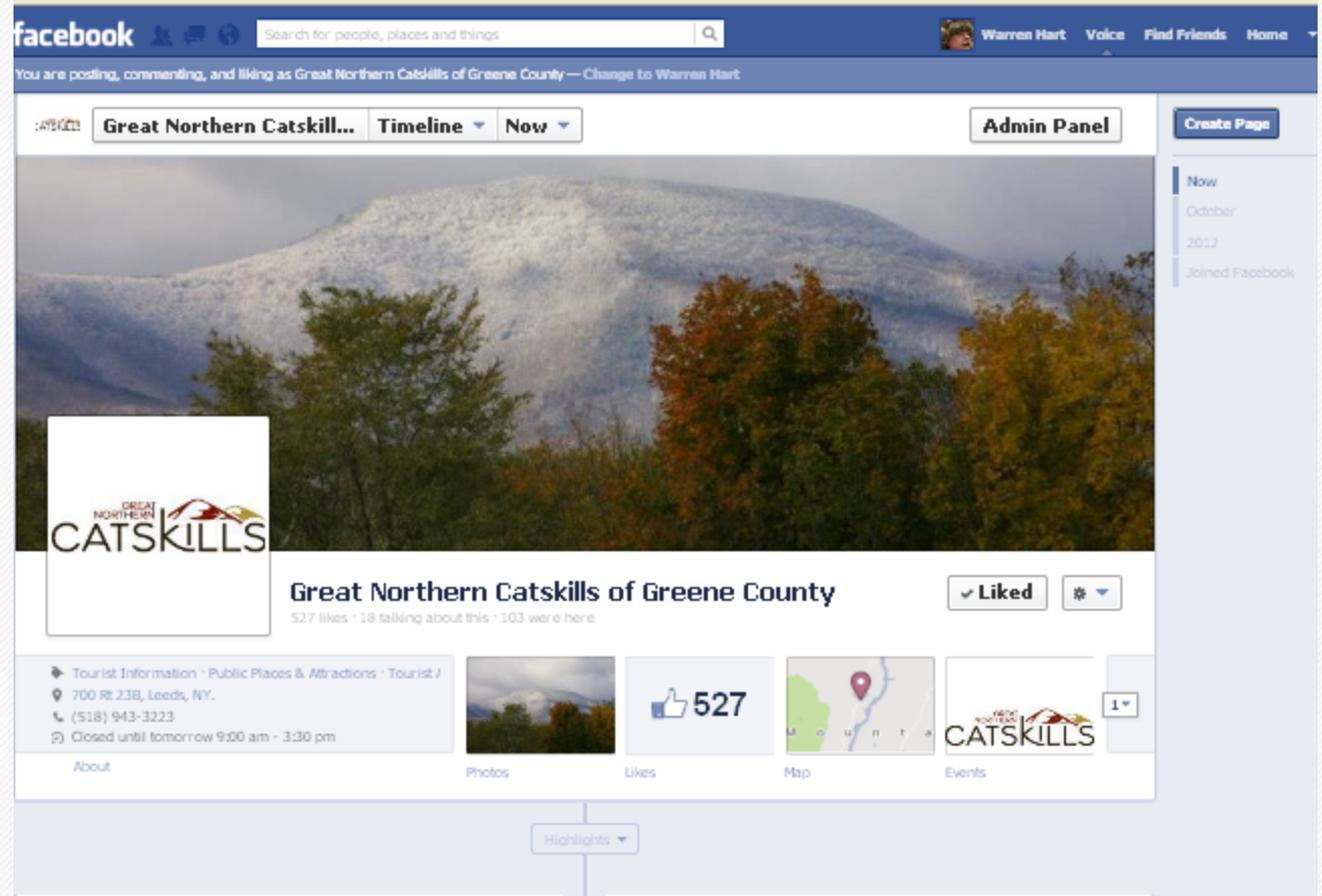
Destinations Group Travel

NJ Motorcoach



Greene County Destination  
Marketing Program

## Social Media (Facebook)



AWAKEN TO ADVENTURE



Greene County Destination  
Marketing Program

## Social Media (Youtube)

CatskillsNY [+ Subscribe](#)

Browse videos

Uploads Playlists Feed Comments [View ▾](#)

Search results for "great northern catskills":

- **Autumn in the Great Northern Ca...**  
249 views | 2 months ago
- **Spring in the Great Northern Cats...**  
199 views | 7 months ago
- **Awaken to Adventure in the Grea...**  
922 views | 8 months ago
- **Great Northern Catskills - Golf**  
1:02
- **Great Northern Catskills - Motorc...**  
1:02
- **Great Northern Catskills, NY - To...**  
1:15

# AWAKEN TO ADVENTURE



Greene County Destination  
Marketing Program

## Key Words and Search Engine Optimization/Marketing SEO/SEM, Domain Authority, Domain Names

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- Visits to the GNC Website have increased by 27%
- Our Domain Name Ranking has increased to number 1 for counties in the Catskills and the Regional CATS website.
- Our Keyword Rankings were number 1 for Catskills Events, Catskills Outdoor, Catskills Family Friendly, Catskills Attractions, Catskills Vacation, Catskills Festivals, Catskills Museums

*“Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid (“organic”) search results. As an Internet marketing strategy, (SEO) considers how search engines work, what people search for, the actual search terms or “keywords” typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.”*



Greene County Destination  
Marketing Program

## Web Production

Internet, Internet, Internet .... Did I Say Internet!!!!



# AWAKEN TO ADVENTURE



## Broadcast Production - Television

### Greene County TV Buy - A July-August 2012 NYC and Local

#### Television:

| System/Network  | Market:                                  | Dates:        | Spot Total | Cost:            |
|---|--|---------------|------------|------------------|
| News 12 - Cablevision<br><i>Subscribers - 2.5 mil</i> | NY, NJ, Long Island                      | 07/23 - 08/26 | 78         | \$ 3,500         |
| Time Warner<br><i>Subscribers - 1.6 mil</i>           | NYC, NJ, Hudson Valley                   | 07/23 - 08/19 | 192        | \$ 17,435        |
| TNT, USA, DISC, A&E, CNN, FNC, FOOD                   |  |               |            |                  |
| Mid-Hudson Cable<br><i>Subscribers -21,000</i>        | Greene, Columbia &<br>S. Albany counties | 07/23 - 08/19 | 175        | \$ 2,641         |
| TNT, USA, DISC, A&E, CNN, FNC, FOOD                   |  |               |            |                  |
| <b>TOTAL CAMPAIGN:</b>                                |  |               |            | <b>\$ 23,576</b> |



## Broadcast Production - Television

### Greene County TV Buy - B July-August 2012 NYC Only

#### Television:

| System/Network   | Market:   | Dates:                                  | Spot Total | Cost:     |
|--|---|---|------------|-----------|
| <b>Time Warner</b><br><i>Subscribers - 1.6 mil</i><br>TNT, USA, DISC, A&E, CNN, FNC, FOOD                            | NYC, NJ, Hudson Valley                                  | 08/20-08/26<br>(add'l week to TV Buy A) | 64         | \$ 5,125  |
| <b>NY Interconnect - Cablevision/Comcast*</b><br><i>Subscribers - 3.2 mil</i><br>TNT, USA, DISC, A&E, CNN, FNC, FOOD | NYC, NJ, W. Conn<br>Westchester, Rockland & Long Island | 07/30 - 08/26                           | 120        | \$ 13,875 |
| <b>TOTAL CAMPAIGN:</b>   |   |   | \$         | 19,000    |

\*7 additional networks for 3.2 million subscribers

# GREAT NORTHERN CATSKILLS OF GREENE COUNTY

Greene County Destination Marketing Program

## Adventure Passport

GREAT NORTHERN CATSKILLS OF GREENE COUNTY

### ADVENTURE PASSPORT

**Your Passport to the Adventure Capital of the Catskills**

*From the thrilling vertical of Hunter and Windham Mountains, to the New York Zipline Adventure Tour – enjoy buy-one-get-one-FREE passes to 13 of Greene County's top attractions with the all new Adventure Passport.*

Just two hours north of New York City, the passport is perfect for families and groups looking to explore the Great Northern Catskills. Get away and save year round. Awaken to Adventure!

**3 Easy Steps to Adventure:**

- ✓ Sign up
- ✓ Save to smartphone or print paper copy
- ✓ Present pass at participating attractions

**Participating Attractions:**

- Hunter Mountain Lift Tickets
- Windham Mountain Lift Tickets
- New York Zipline Adventure Tour
- The Zoom Flume Water Park
- Hunter Mountain's Skyride
- Great Northern Catskills' 8 Golf Courses:

|   |                          |
|---|--------------------------|
| Blackhead Mountain Lodge & Country Club | Catskill Golf Club       |
| Christman's Windham House Golf Resort   | Rainbow Golf Club        |
| Thunderhart Golf Club at Sunnyside Hill | Rip Van Winkle Golf Club |
| Sunnyside Hill Resort & Golf Course     | Windham Country Club     |

**Terms & Conditions:**

One time offer per participant at each location. Limit one card per person. Cannot be combined with other offers. Certain restrictions may apply. Partners are not responsible for any changes, errors or omissions to the participation in or by the program. BOGO ticket redeemed at the time of sale. Offer valid through October 31 2013.

<http://passport.greatnortherncatskills.com>  
800-355-CATS

GREAT NORTHERN CATSKILLS OF GREENE COUNTY

# Adventure Passport

GREAT NORTHERN CATSKILLS OF GREENE COUNTY  
**ADVENTURE PASSPORT**

2012/2013 Season - Sign up and here's what you'll get!

**Hunter Mountain**  
  
 Good for a BOGO (valid off a full-priced adult lift ticket), Monday-Thursday only (non-holiday). Offer valid during ski resort's perspective operating seasons. Cannot be combined with any other offers. Certain restrictions may apply. Cannot be sold or auctioned. One-time offer per person at each location.  
**Not valid during Holiday periods:**  
 • Christmas/New Years: December 22, '12 - January 1, '13  
 • Martin Luther King Jr.: January 19-21, 2013  
 • Presidents Weekend: February 16-18, 2013

**Windham Mountain**  
  
 Good for BOGO Free, Monday - Thursday only (non-holiday). Offer valid during ski resort's perspective operating seasons. Cannot be combined with any other offers. Certain restrictions may apply. One-time offer per person at each location.  
**Not valid during Holiday periods:**  
 • December 25, 2012 - January 1, 2013  
 • January 19-21, 2013  
 • February 18-21, 2013



**The Zoom Flume Water Park**  
  
 Buy One Get One Free! Full Park admission (receive one free of equal or lesser value) Monday-Friday. Cannot be used with any other discount or offer.

**New York Zipline Adventures**  
  
 Buy One Get One Free! Mid Mountain Tour only, Monday-Friday, non-holiday.  
**Not valid during Holiday periods:**  
 • December 25, 2012 - January 1, 2013  
 • January 18-20, 2013  
 • February 18-22, 2013  
 Not available from June 1, 2013 thru Sept 30, 2013. Cannot be combined with any other offers. Certain restrictions may apply. One-time offer per person throughout season. Reservations must be made in advance and BOGO must be mentioned. Phone reservations only.

**Hunter Mountain's Skyride**  
  
 \$2 off a full-priced adult ticket. Cannot be combined with any other offers. Certain restrictions may apply. Cannot be sold or auctioned. One-time offer per person at each location. SKYRIDE is only operational in the summer and fall. Check huntermtm.com for age/size restrictions and operating days and hours.

**Great Northern Catskills' 8 Golf Courses**

Monday-Thursday, non-holiday, at any of the eight courses. Tee times must be made in advance and BOGO must be mentioned at time of booking. Does not include cart rental. One-time offer per participant at each location:

- Blackhead Mountain Lodge & Country Club
- Catskill Golf Club
- Christman's Windham House Country Inn & Golf Resort
- Rainbow Golf Club
- Rip Van Winkle Golf Club
- Sunny Hill Resort & Golf Course
- Thunderhart Golf Club at Sunny Hill
- Windham Country Club



<http://passport.greatnortherncatskills.com> • 800-355-CATS



Greene County Destination  
Marketing Program

## ILNY Tourism Regions (Hudson Valley Tourism – HVT; Catskills - CATS) ILNY State Website

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### ILNY Regional Partners

#### Catskills State Travel Region

Greene County, Ulster County, Sullivan  
County, Delaware County  
[www.visitthecatskills.com](http://www.visitthecatskills.com)

#### Hudson Valley State Travel Region

[www.travelhudsonvalley.org](http://www.travelhudsonvalley.org)

#### I Love New State Tourism

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

GREAT NORTHERN CATSKILLS OF GREENE COUNTY

Greene County Destination Marketing Program

**Official Tourism Site of New York's Catskill Region | Weekend getaways, resorts, h...**

File Edit View History Bookmarks Tools Help

Official Tourism Site of New York's Catskill Re... +

www.visitthecatskills.com

Most Visited Getting Started Latest Headlines Free Hotmail Suggested Sites Web Slice Gallery

**CATSKILL REGION** *Four great counties. One cool set of mountains.* I ♥ NY.

Home Lodging Camping Attractions Activities About The Catskills Packages

# Explore the Catskills

Learn more...

Delaware Greene Sullivan Ulster

hunting hiking skiing events

## Escape to the Catskills

Adventure and peace. Fine cuisine. Friendly, homely towns. Breathtaking vistas. A quiet, covered bridge over a babbling brook... It's all here in the Catskills.

Delaware, Greene, Sullivan and Ulster counties were America's original frontier, and you can find the majesty from which our forefathers drew both inspiration and comfort.

So climb one of our peaks — or ski down them. Enjoy the fresh air, followed by a grand dinner or a cozy supper. Absorb the arts and culture we inspire. First an adventure. Or just kick back with a good book and a beverage.

The Catskill region is an easy — and beautiful — drive from Boston, Hartford, New York, Philadelphia, Buffalo and beyond. Practically a wilderness in your back yard. This is an adventure. An adventure you control. An adventure the Catskills inspire.

Available on the App Store

### Upcoming Events

**Sullivan County**  
**Cornucopia 2012: Artisan Farm Food Gift & Wine**  
 From November 17, 2012 to November 17, 2012

**Ulster County**  
**15th Annual International Pickle Festival**  
 From November 16, 2012 to November 16, 2012

**Delaware County**  
**Ice Harvest at Hanford Mills Museum**  
 From February 02, 2013 to February 02, 2013

**Greene County**  
**Northeast U.S.A. Vietnam Veterans Reunion**  
 From July 26, 2013 to July 29, 2013

**Packages**  
 Make your trip even sweeter. Check out our exclusive deals.

**Travel Guides**  
 Want more Catskills? Flip through our glossy brochures.

**eNewsletter**  
 Sign up to receive our e-newsletter. Enter your e-mail address.

Contact Travel Guides Press Privacy

GREAT  
NORTHERN  
CATSKILLS  
OF GREENE COUNTY

Greene County Destination  
Marketing Program

**Hudson Valley Tourism | Home - Mozilla Firefox**

File Edit View History Bookmarks Tools Help

Hudson Valley Tourism | Home

www.travelhudsonvalley.org

SEARCH  **Another reason, I♥NY**

Home | Maps/Transportation | Brochures | Media | Contact Us

# Hudson River Valley

explore  
FOUR SEASONS OF OUTDOOR ADVENTURE

SEE & DO ACCOMMODATIONS DINING EVENTS ITINERARIES GROUP TRAVEL MEETINGS & CONVENTIONS

### Mountains, Valleys and the Hudson River

**Follow the River and discover the Hudson Valley**

#### Visit New York's Hudson Valley!

Are you looking for a weekend getaway or family vacation?

The Hudson Valley is a getaway destination offering spectacular mountain views, historic estates, wine trails, shopping, outdoor adventures and much more. Millions of visitors have enjoyed our beautiful choices - just a stone's throw away from Manhattan.

Endless Options for Your Hudson Valley Vacation

Cruise the Hudson River or take in any one of the farmer's markets, events, fairs and festivals which abound in the Hudson Valley. Our charming villages boast antique treasures and unique shops, museums, art galleries, world-class restaurants and delicious farm-to-table dining as well as a wide variety of lodging options.

The Hudson Valley is home to some of the most visited sites in America. You won't want to miss a tour of the US Military Academy at West Point or Okauchee the home of Hudson River School Painter Frederic Church, dinner or stay at the Mohawk Mountain House, the gourmet delights of the Culinary Institute of America, or the happenings and sights of our state capital, Albany.

HUDSON VALLEY EVENTS

Check our calendar of events to see all the great things that you won't want to miss during your stay.

SHARE

LODGING PACKAGES

Come play and stay in the Hudson Valley. Check out lodging packages that offer everything from additional nights, tee, to spa packages, ski packages, wine and dine packages and more.

Search Packages

E-NEWS SIGN-UP

Find out what's the latest tourism-related news in the Hudson Valley. Sign up for our



## Communication and Partnerships “The Consolidated Approach”

---

What We Need from our Tourism Partners  
(Yes This Means You)

Package Deals

Photos/Videos

Enhanced Content About Your Business

Event Sign-Ups

Target Markets, Where Your Visitors Live

Review Your Website

GNC Logo and Tag Line on Your Site – Backlinks (Goal  
- 100% Participation, Currently Around 30%)

*The concept of “consolidated marketing” also recognizes that a stronger, more effective marketing program for a destination results when all visitor interests, market segments and regional interests are combined to leverage an expanded program.*