



**WELCOME**  
**Orville A. Slutzky Tourism**  
**Seminar Series**

Presented by Greene County Tourism:  
Warren Hart, Director  
Heather Bagshaw, Marketing Manager

April 22, 2014

# Greene County Tourism Advisory Committee (TAC)

**Brian Christman**, Christman's Windham House



**Kevin Smith**, Sunny Hill Resort and Golf Course



**Carol Schreiber**, Baumann's Brookside



**Bernadette Gavin-Palmieri**, Gavin's Irish Country Inn



**Suzanne Oldakowski**, Bavarian Manor Country Inn Restaurant



**Chuck Tomajko**, Fairlawn Inn



**Peter Maassmann**, Blackhead Mountain Lodge and Country Club



**Russ Coloton**, Hunter Mountain



**Troy Ketchum**, Windham Mountain



**Betsy Jacks**, Thomas Cole National Historic Site



# Marketing Generates Website Visits

## 2013 Results

Mobile & Table traffic  
represent 28% of total traffic  
(doubling from last year)

**264,683**

***People Visited***

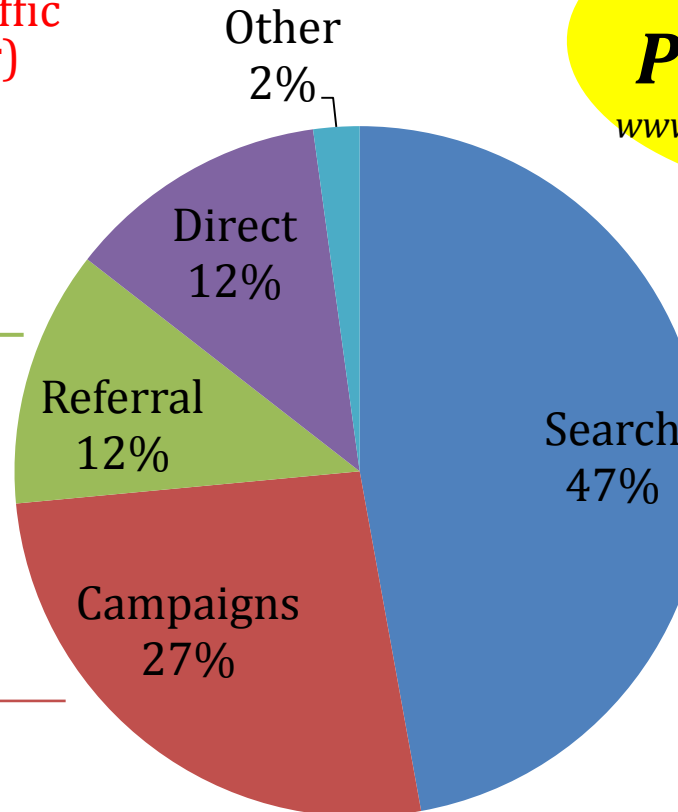
*www.greatnortherncatskills.com*

### Top 5 Referral Sites

1. visitthecatskills.com
2. Registerstar.com
3. Greengovernment.com
4. Facebook.com
5. Greyfoxbbluegrass.com

### Campaigns

1. Family Travel
2. Events
3. Golf
4. Arts, Culture & History
5. Fall Foliage
6. Winter



Pay-Per-Click  
AdWords  
Organic

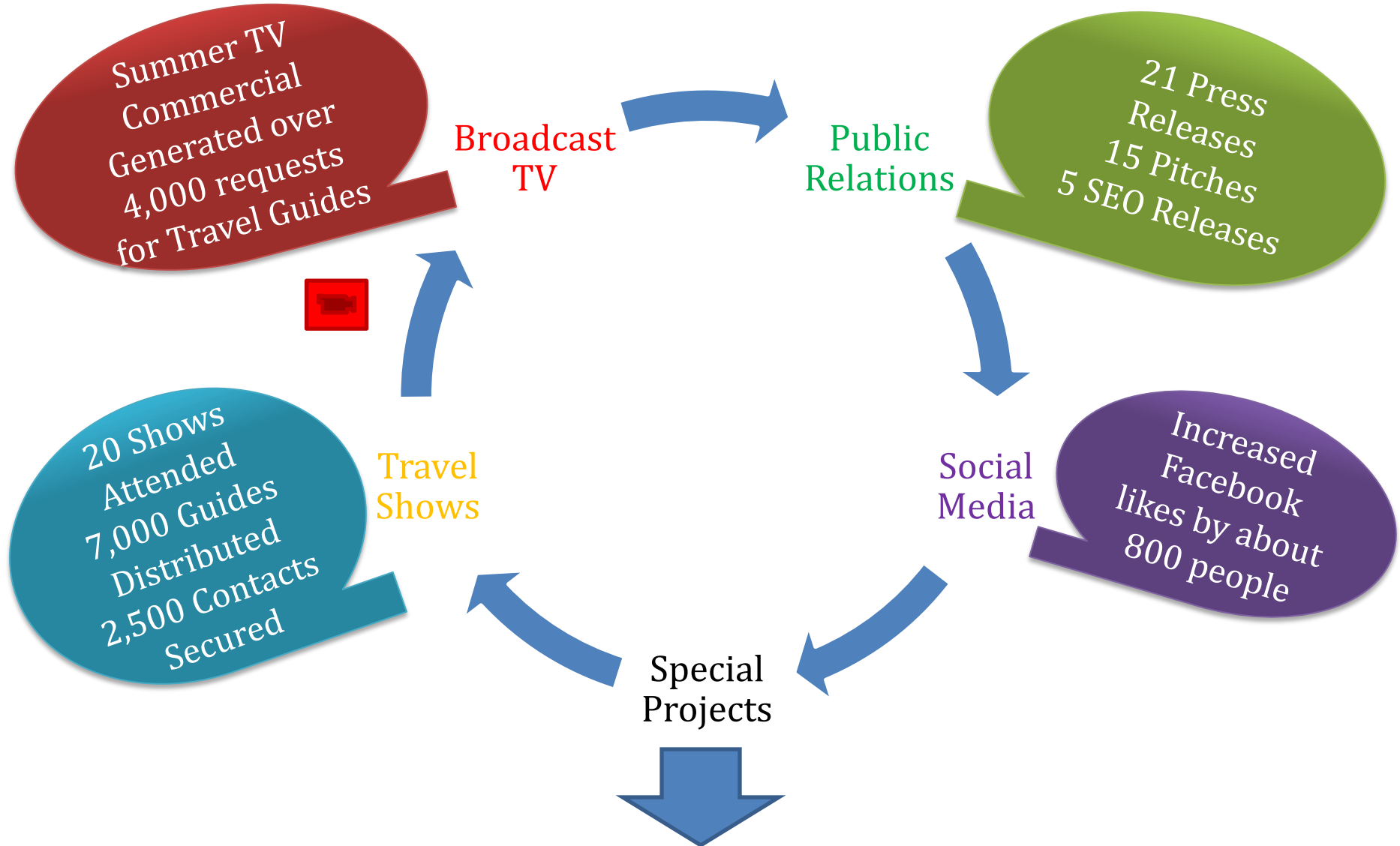
### Top 5 Locations:

1. NYC
2. Hudson
3. Albany
4. Saugerties
5. Catskill

**Visitors are Searching from these areas:**

# Marketing Increases Tourism

## 2013 Results



# Special Projects

Photo / Video Shoot

– Summer Focus

– Fall Focus





OFFICIAL TOURISM VEHICLE

GREENE COUNTY, NY

Jeep





# Adventure Mobile Tour



**WHAT'S NEW FOR 2014**



# Marketing Plan

- Campaigns
  - ✓ Travel
  - ✓ Outdoor
  - ✓ Golf
  - ✓ Skiing
  - ✓ Events
  - ✓ Arts, Culture, History
  - ✓ Wedding
- Target Audience
  - ✓ Leisure Seeker
  - ✓ Adventure Seeker
  - ✓ Family



## Target Markets

- ✓ Primary: NYC Metro (NY, Boroughs, NJ, PA)
- ✓ Secondary: Capital Region / Hudson Valley

# Photo / Video Shoot

## 1. Winter Focus



## 2. Spring/Summer Focused on Hiking and Arts, Culture & History





# Vacation Map

## STATE AND LOCAL PARKS

The Great Northern Catskills of Greene County is host to several public parks offering outdoor adventure for all. From hiking, mountain biking, and rock climbing to an afternoon picnic by a play area, Greene County parks offer unlimited natural beauty.

### Catskill Park

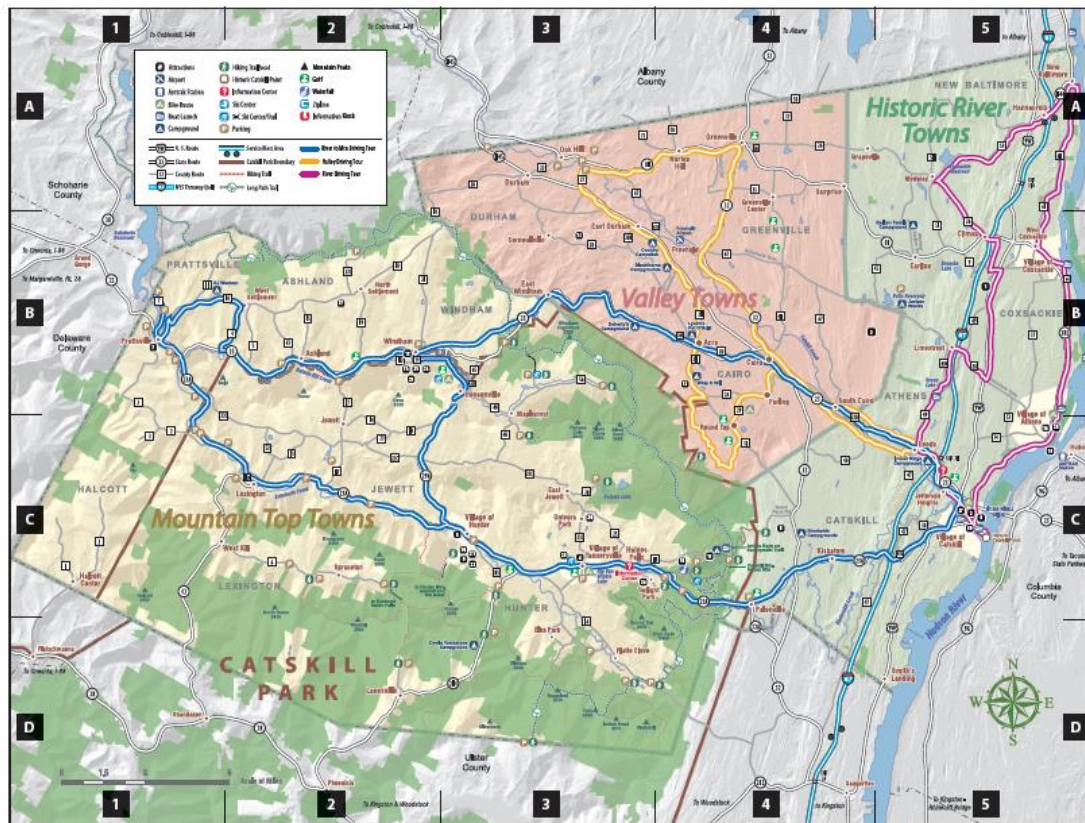
The Catskill Park is a mountainous region of public and private land. Within the park, the Catskill Forest Preserve is protected public land boasting natural beauty that includes lakes, waterfalls, cliffs, wildlife and plant life. In addition to the preserve, the Catskill Park features several high peaks—Greene County is host to over 20 of them.

### North-South Lake/Esplanade Trail Loop Hike

(Moderate to Difficult: 10.5 mile trail loop located on Shawangunk Mountain)

Map Location: Indian Hill Road, Windham, NY

## PLACES TO VISIT AND THINGS TO DO IN THE GREAT NORTHERN CATSKILLS OF GREENE COUNTY



## GOLF

Experience superb golf in the Great Northern Catskills of Greene County and play at any one of our nine breathtaking courses offering mountain and valley views.

Open April to October (weather permitting), the courses provide a unique, enjoyable golf experience for all with great options for lodging, dining, and more. For more information, visit [www.greencountyny.org](http://www.greencountyny.org)

1. Blackhead Mountain Country Club
2. Catskill Golf Club
3. Chertmont's Windham House Country Inn & Golf Resort
4. Colonial Country Club
5. Rainbow Golf Club
6. Play Van Winkle Country Club
7. Sunny Hill Resort & Golf Course
8. Thunderhart at Sunny Hill
9. Windham Country Club



For more info, visit [GreatNorthernCatskills.com](http://GreatNorthernCatskills.com)





# This summer Rip will be riding around on the Adventure Mobile Tour visiting local events, festivals, attractions and family resorts. During his ride visitors will be inspired to “Take a Pic with Rip!”

1. Tourists will look for Rip hanging out in our Adventure Mobile



Tour Vehicle throughout Greene and surrounding counties



- 3a. Post your photo to Twitter with hashtag #picwithrip

Not on Twitter yet?

- 3b. You can email your PIC to



[RIP@discovergreene.com](mailto:RIP@discovergreene.com)

2. Visitors will take a photo of themselves and Rip on tour (adventure vehicle must be present in image)



Upon receipt of photos you are automatically entered into the Pic with Rip promotion



HOT OFF THE  
PRESS

# Additional Funding

- Greene County

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

- ✓ Kaaterskill Clove Grant in the amount of \$150,000 via the Regional Economic Development Council (REDC)

- Catskill Association for Tourism Services (CATS)

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

- ✓ Marketing Plan grant in the amount of \$270,000 to enhance, including an Adaptive Website update
- ✓ State Legislative approval from the tourism budget in the amount of \$100,000.

- Hudson Valley Tourism (HVT)

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

- ✓ Marketing Plan grant in the amount of \$300,000



# Workshops

- **How Can I Compete in the Digital Marketing World?**

Location: Main Room

- Learn about new digital marketing tactics, how to advertise your businesses, create packages, and then measure the results of a campaign.

- **How Can I Leverage the Greene County Tourism Department to Better Market My Business?**

Location: Club Day Room

- Hear about how the Tourism Department uses social media and other digital marketing techniques. Learn how your business is featured on GreatNorthernCatskills.com and how you can leverage the website.