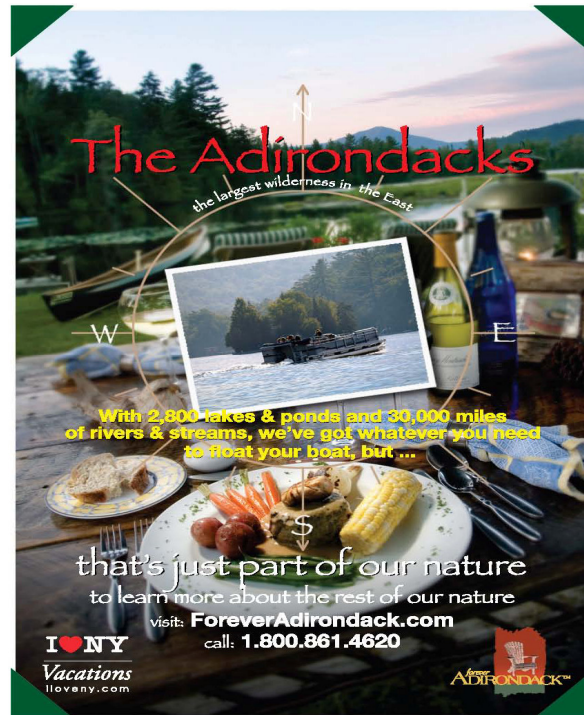


Taste of Place



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TUPPER LAKE, NY

April 18 2008

Lake Placid/Essex County Visitors Bureau

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Thursday, April 17, 2008



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Elevated dining in Lake Placid

LESLEY CHESTERMAN, Freelance

Published: Saturday, March 15

Planning for spring break should be done well in advance, or so I learned last week when I attempted to book a hotel in Mont Tremblant for three days but failed to come up with anything worthwhile. So my ski weekend fantasy was down the tubes until a friend recommended Lake Placid, or more specifically, the greatest vertical drop in the eastern U.S.: Whiteface Mountain. Whoa.

Having shunned U.S. ski stations for years when our dollar was teetering in 60-cent territory, I was eager, with our dollar at par, to give one a go. Considering lift-ticket prices are roughly the same (\$64.53 at Tremblant, \$67 at Whiteface), we tossed the skis in the trunk and started the 2 1/2-hour trip to the village that hosted both the 1932 and 1980 Olympic Winter Games.

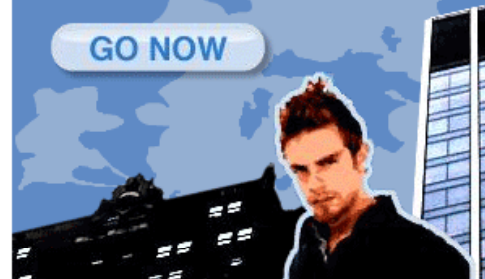
The weather was looking iffy, but my bigger concern was the food. Having experienced some of my worst meals in the Adirondacks (along the lines of grey roast beef, canned peas and bubblegum-pink mousse cakes), I knew the gourmet angle of the trip was a dicey proposition. Indeed, I hit a few duds over the weekend, but happily a few stellar meals gave me hope.

 **Email to a friend** **Printer friendly**Font:  **BOOKMARK** 

In 2000, I enjoyed a weekend at the Relais & Châteaux property Lake Placid Lodge, which featured one fabulous meal after another. Sadly, the lodge burned down in December 2005 and now counts but a few cabins and a small bistro-style restaurant for patrons only. The lodge is being rebuilt and is slated to reopen in September.

Happily, there is the Whiteface Lodge, another Adirondack-style resort located next door, which offers not only gorgeous suites (starting at \$450), but an excellent dining room open to guests, locals and tourists alike.

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Today's Gazette



Shriners to build

After years of uncertainty about the fate of the Montreal Shriners Hospital, high...

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- Torch greeted with protests in India
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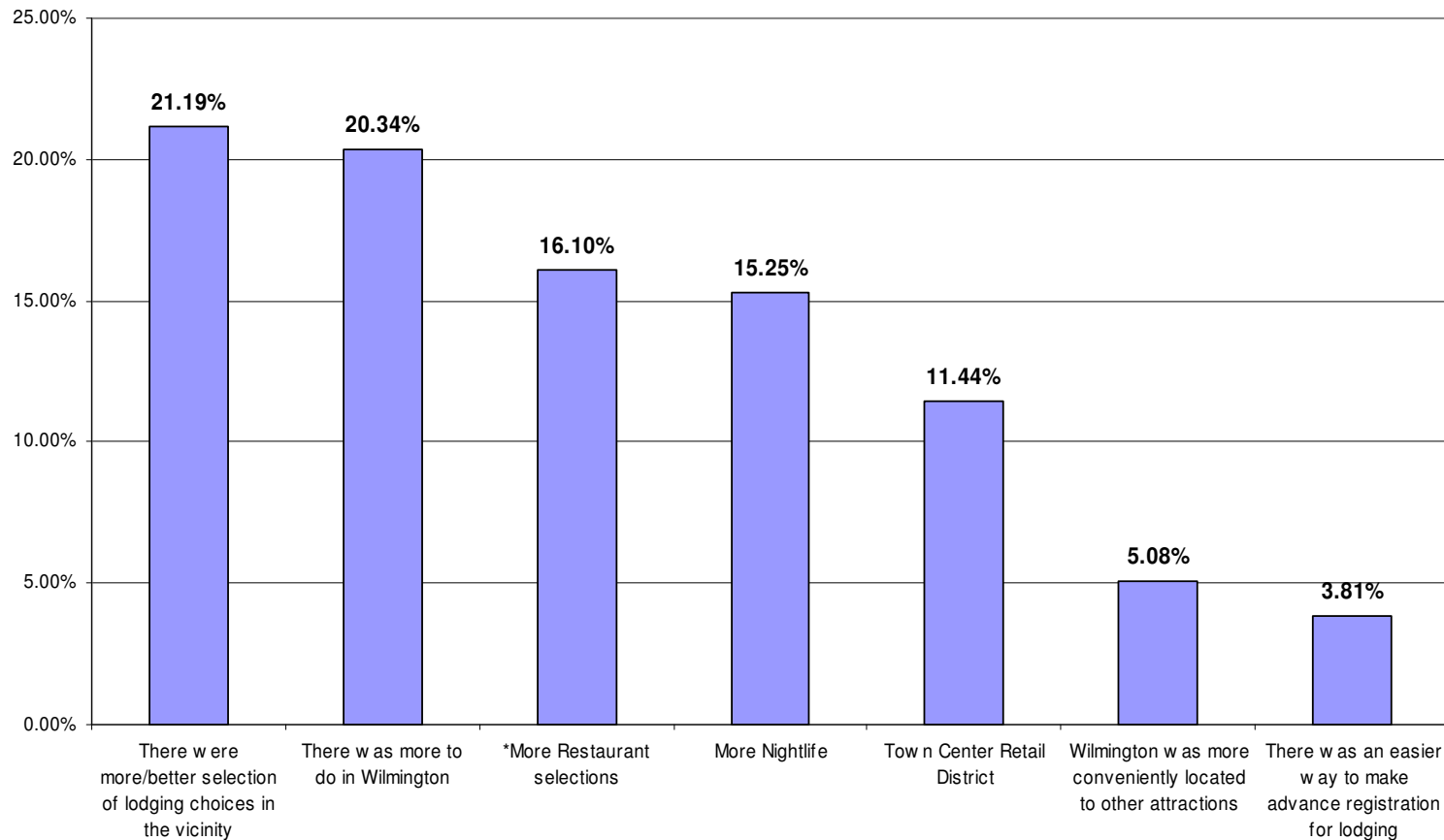


Wilmington/Whiteface Visitor Survey Results

April 22, 2008
Essex County Visitors Bureau

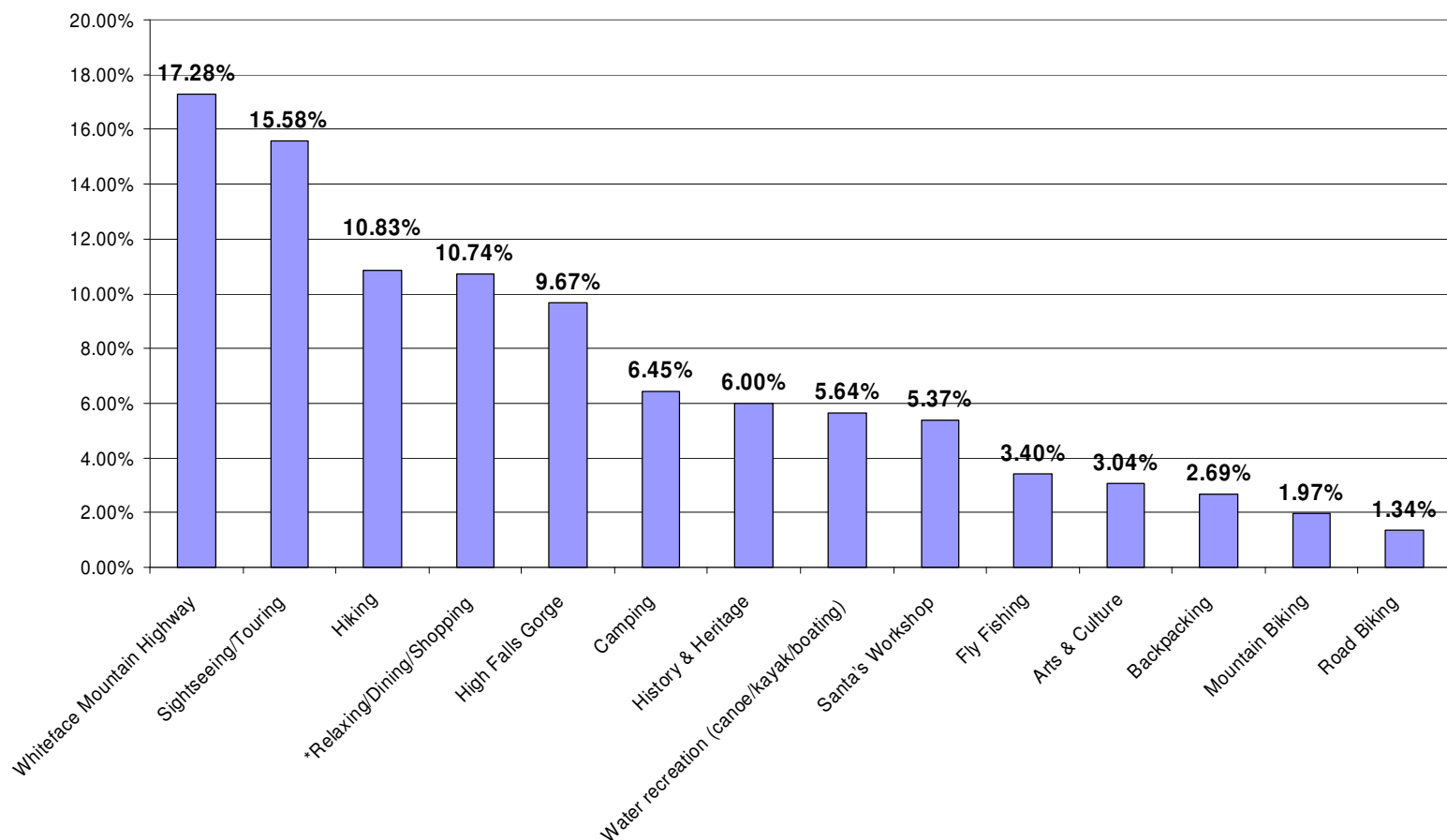
I would be more inclined to extend my stay in Wilmington if there was...

The first five categories suggest that people are looking for a destination.



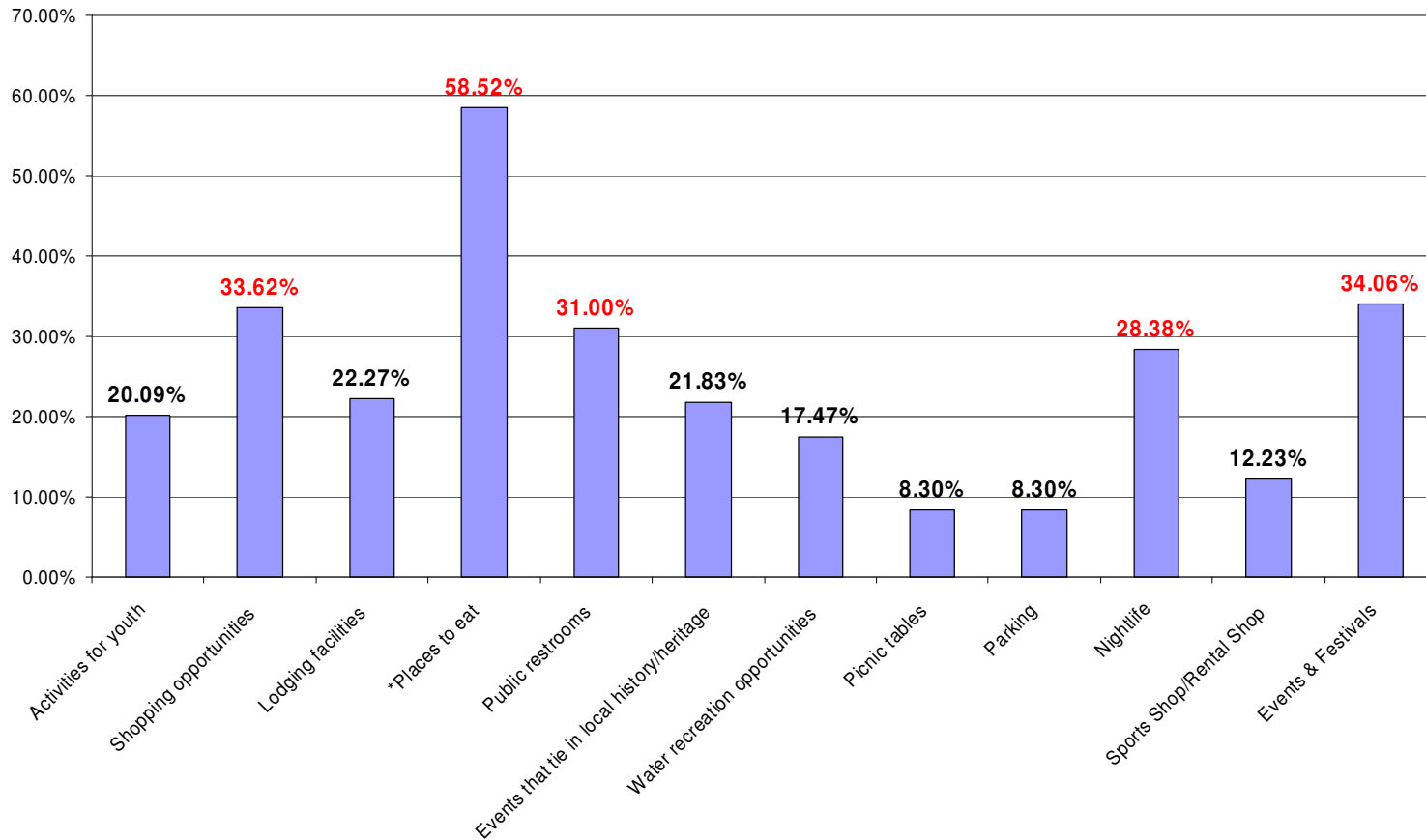
Which of the following activities attracted you to the region?

Need to get the visitor to stop on the way up or on the way down from the Whiteface Mountain Memorial Highway.

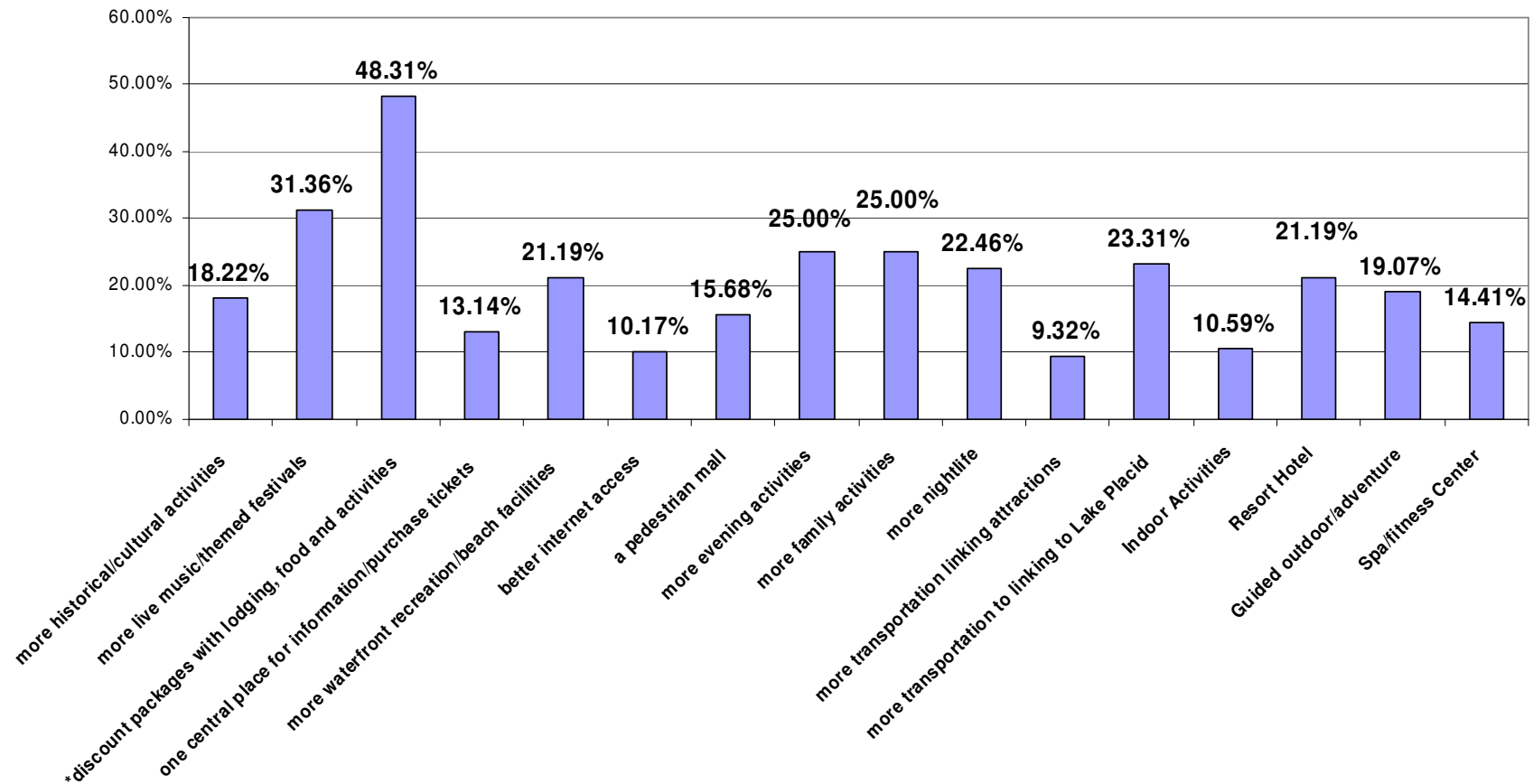


Wilmington could use more...

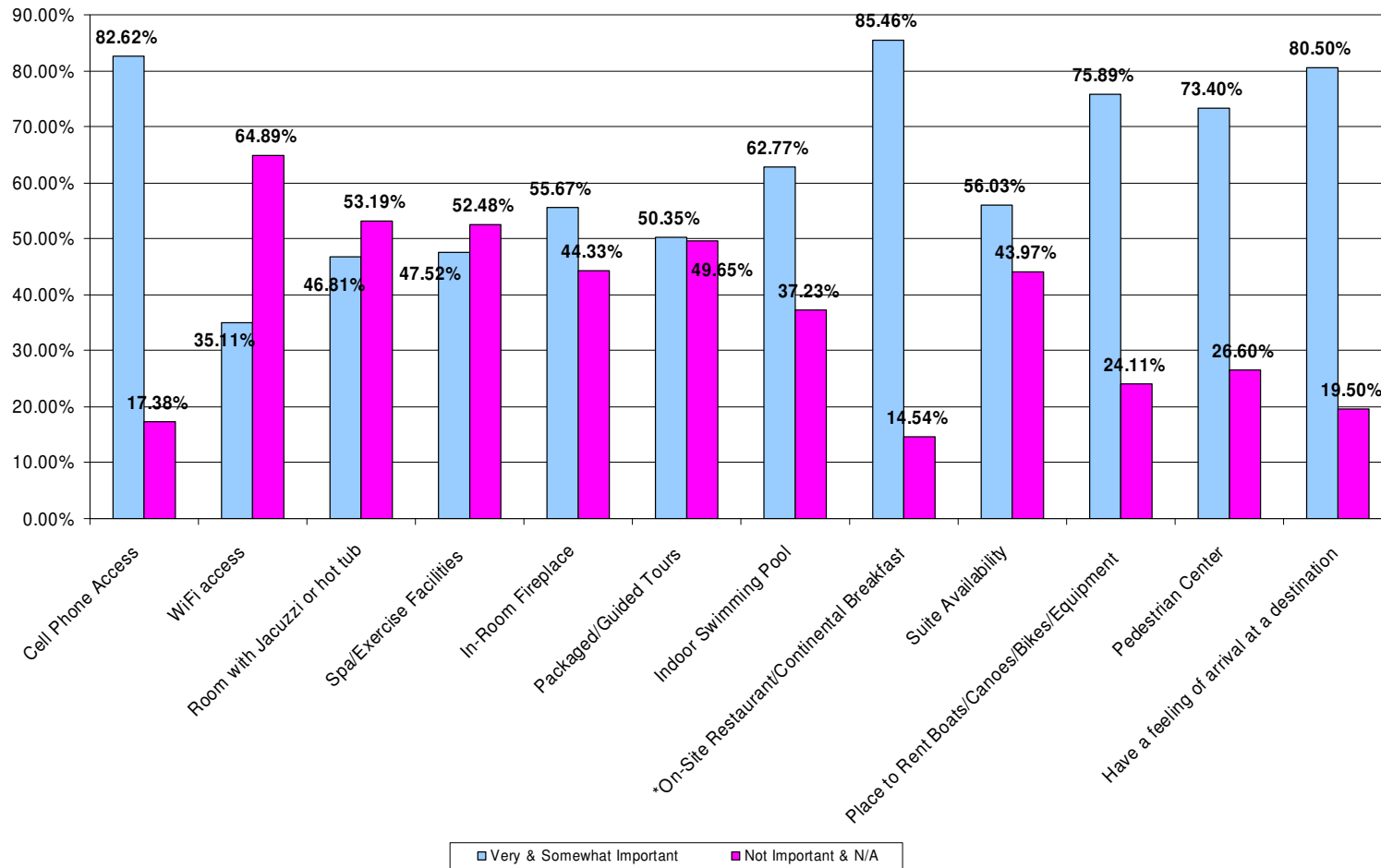
Five highest rankings speak to Destination Planning.



I would be more inclined to extend my stay in Wilmington if there was...



Please rank the importance of the following amenities when taking a pleasure trip.



LEISURE TRAVEL INFORMATION STUDY

2006 RETURN ON INVESTMENT

CONVERSION RATE ANALYSIS

VISITOR PROFILE

PREPARED BY

TECHNICAL ASSISTANCE CENTER

SUNY PLATTSBURGH

For the

LAKE PLACID - ESSEX COUNTY

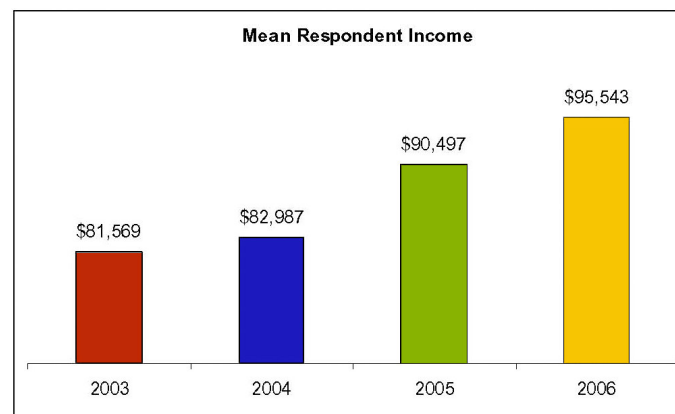
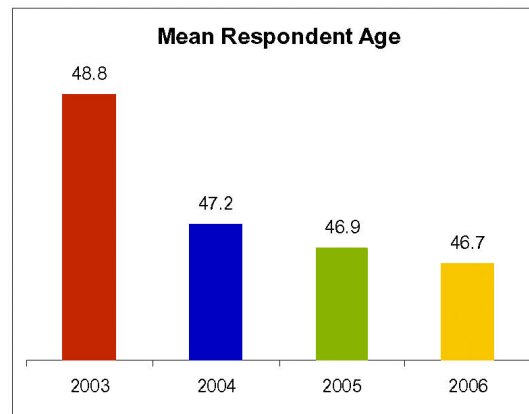
CONVENTION AND VISITORS BUREAU

June 1, 2007



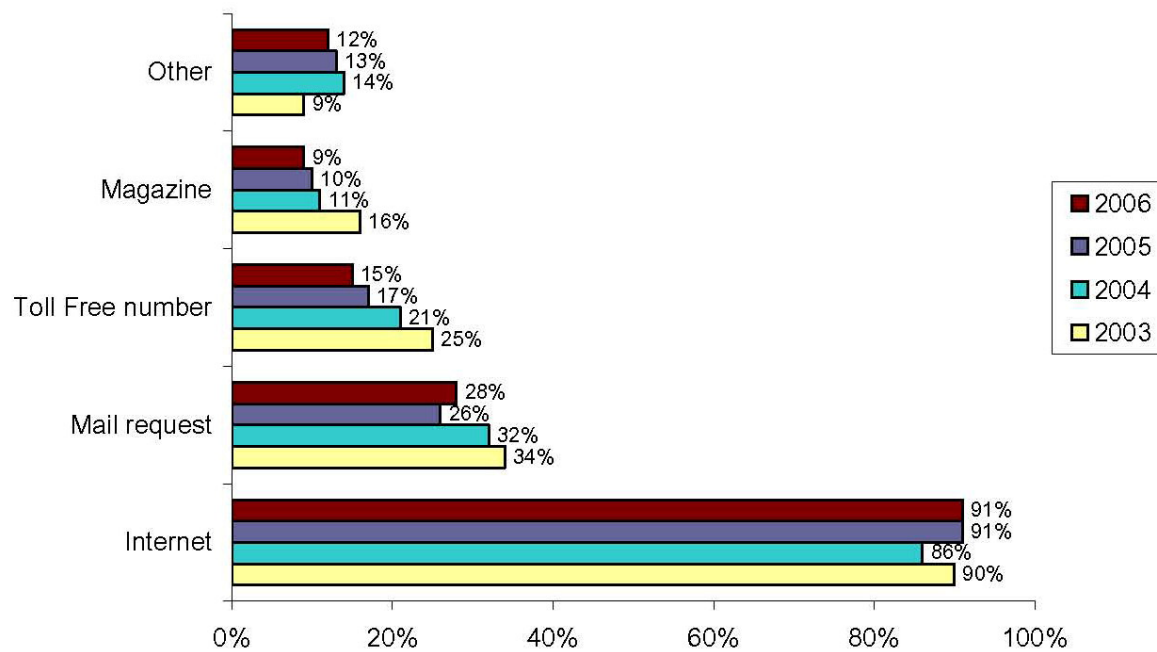
SURVEY RESPONDENTS' DEMOGRAPHIC PROFILE

The survey respondents' demographic profile is consistent with previous findings and indicates that the average respondent age is 46.7 years and has a mean income of \$95,543. This compares to 2005 results of 46.9 years and \$90,497. Visitors surveyed in 2006 were slightly younger and more affluent than in previous years. Recent industry trends reveal a similar demographic profile trend resulting in a younger, more affluent traveler especially for resort market destinations.



TRAVEL RESEARCH INFORMATION

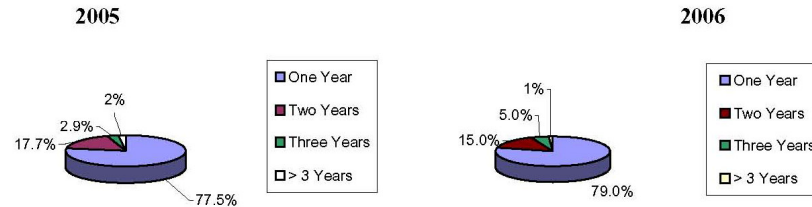
National research documents the growing popularity of the Internet for vacation research. The 2006 study again found that a large percentage of respondents (91%, consistent with 2005 and compared to 86% in 2004) used the Internet as a primary source for their vacation research. Traditional vacation research methods such as the toll-free 800 numbers have continued to drop in popularity and in this study were used by only 15% of the respondents, down 2% from last year. The primary research methods used for vacations are shown in the graph below:



The percentages add to more than 100% because many respondents used multiple information sources.

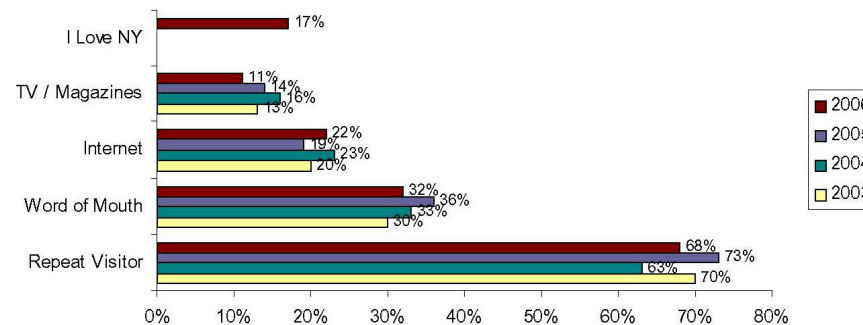
ANTICIPATED VISITS TO THE REGION

Ninety six percent of respondents stated that they plan to visit the region in the future, a very strong result. This year there was a shift indicating more visits to the region are planned within a one year period and as a result, slightly less within two years. The timeframe indicated for the visits was relatively immediate and breaks down as follows:



MOTIVATION TO INQUIRE ABOUT THE REGION

Survey respondents were asked to indicate all of the reasons that inspired their visit to the Essex County region. This year was the first year the I Love NY marketing campaign impact was measured. The data indicates that a variety of motivators inspired travel to the region. The motivators were consistently dispersed in 2006, with repeat visitors and word of mouth continuing to predominate. This reinforces that visitors are very satisfied with their experience while visiting the region. The Bureau has developed a customer list (database) that serves as the foundation for all of its marketing and communications efforts. The database is used to facilitate the Bureau's customer relationship management (CRM) strategy, which revolves around an annual schedule of targeted promotional emails. New leads are regularly added to the database. Once the contact is entered into the database, the Bureau communicates with them regarding their interest categories. They are notified throughout the season of upcoming events or special offers that might entice them to visit. The information gleaned is considered in the development of the Bureau's overall marketing and communications plan.



LEISURE VISITOR SPENDING

Leisure traveler expenditures in 2006 increased from twenty-two percent over last year. Higher lodging and entertainment expenditures accounted for most of the increase. Respondents in the 2006 survey were asked to report their total expenditures as in past studies. The reported spending pattern of guests visiting this region was less than the amount spent by survey participants at alternate locations. Expenditures were up in all categories this reporting period.

Descriptive Statistics

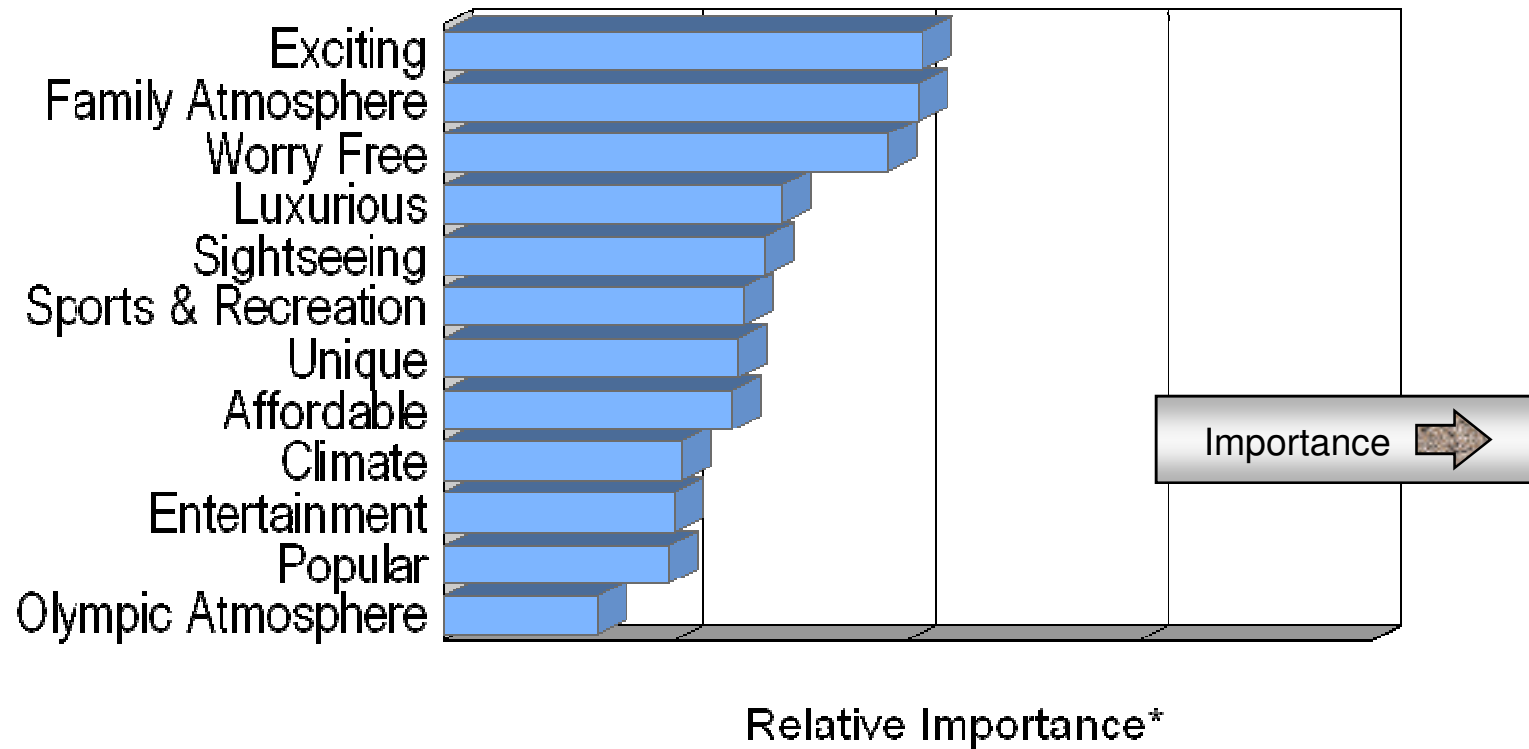
CATEGORY	2006 Mean Expenditure Essex County per Visitor Party per Day	2005 Mean Expenditure Essex County per Visitor Party per Day	2004 Mean Expenditure Essex County per Visitor Party per Day	2003 Mean Expenditure Essex County per Visitor Party per Day
ATTRACTIONS	\$26.44	\$28.15	\$20.47	\$17.81
ENTERTAINMENT	\$63.68	\$32.80	\$21.36	\$24.95
TRANSPORTATION	\$31.50	\$32.10	\$19.15	\$13.62
LODGING	\$122.98	\$103.75	\$87.68	\$70.00
MEALS	\$62.80	\$69.18	\$52.93	\$44.11
SOUVENIRS	\$43.00	\$50.50	\$27.36	\$22.38
ALL OTHER	\$53.00	\$15.50	\$14.45	\$30.38
AVERAGE DAILY EXPENDITURE	\$405.45	\$331.98	\$243.40	\$223.25

Lake Placid Image Study - Montreal DMA Analysis

March 5, 2008

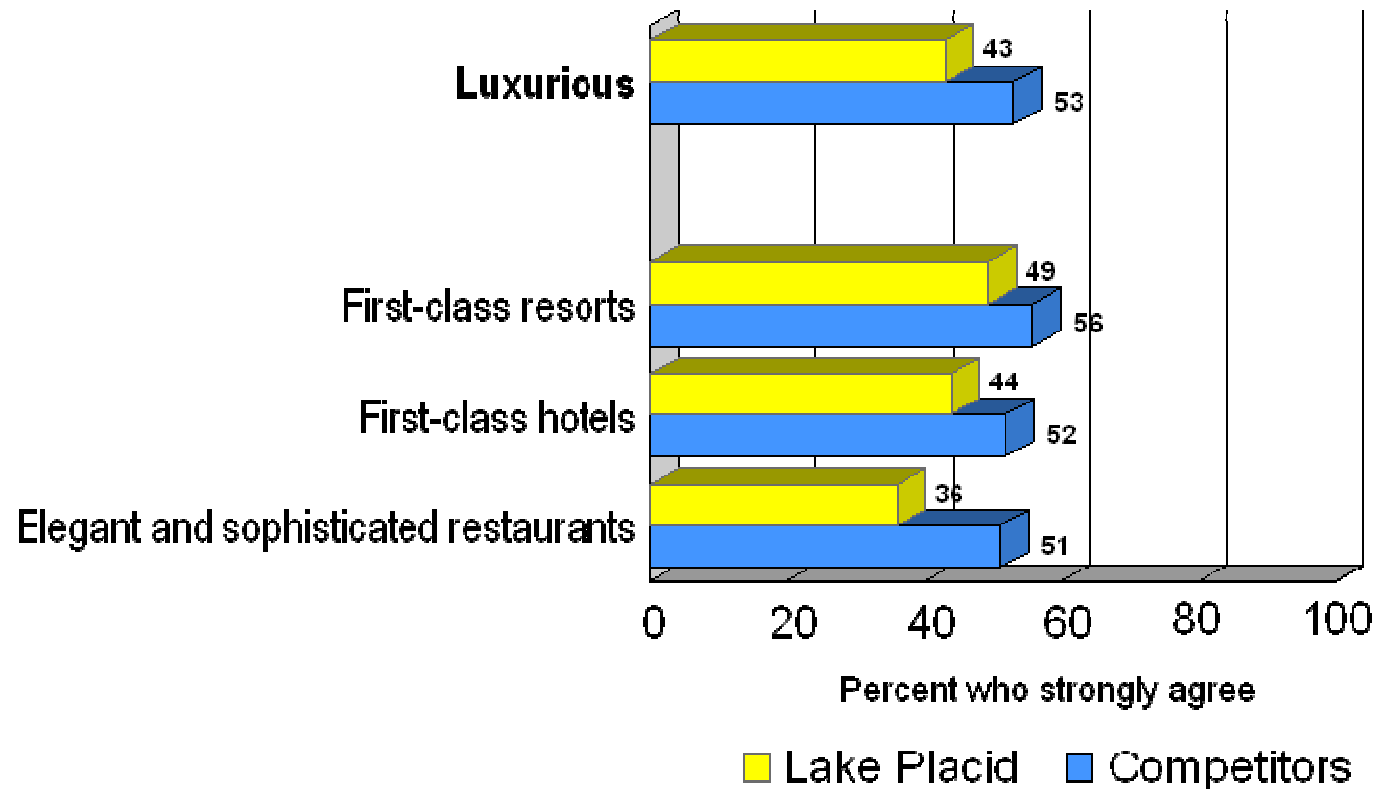
Draft

Travel Motivators

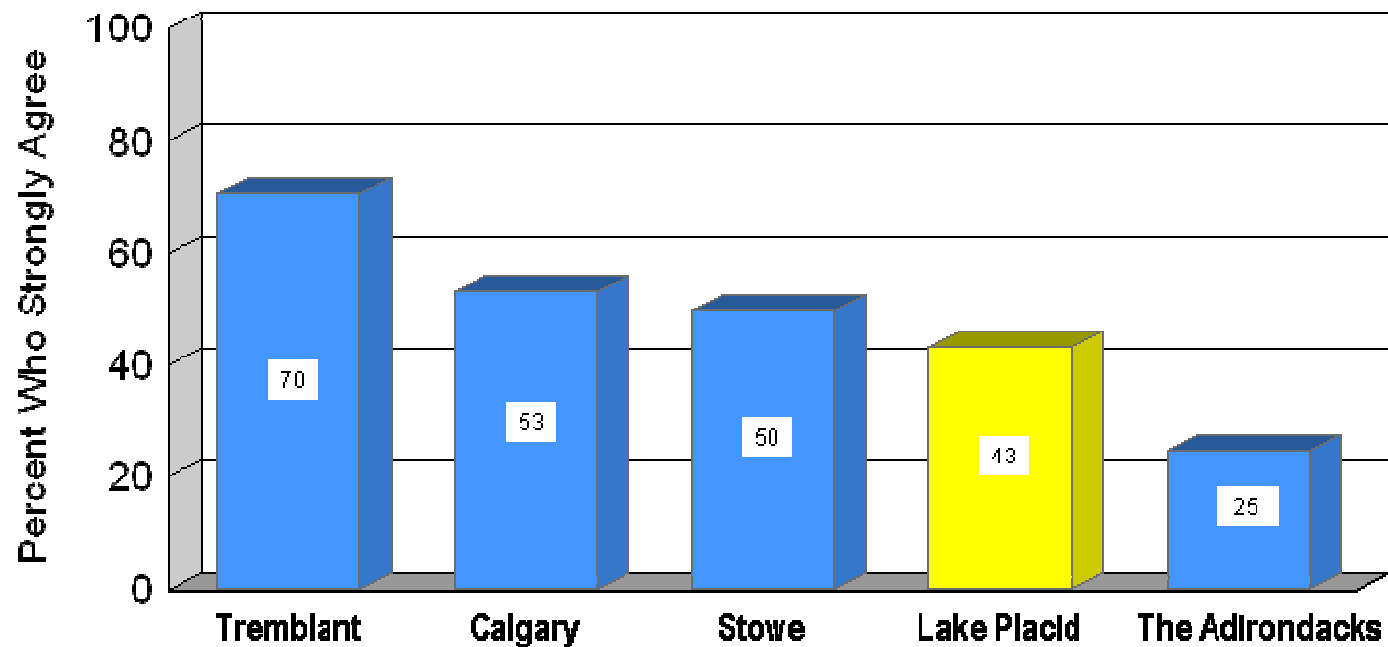


•A measure of the degree of association between each factor and whether destination is a place "I would really enjoy visiting."

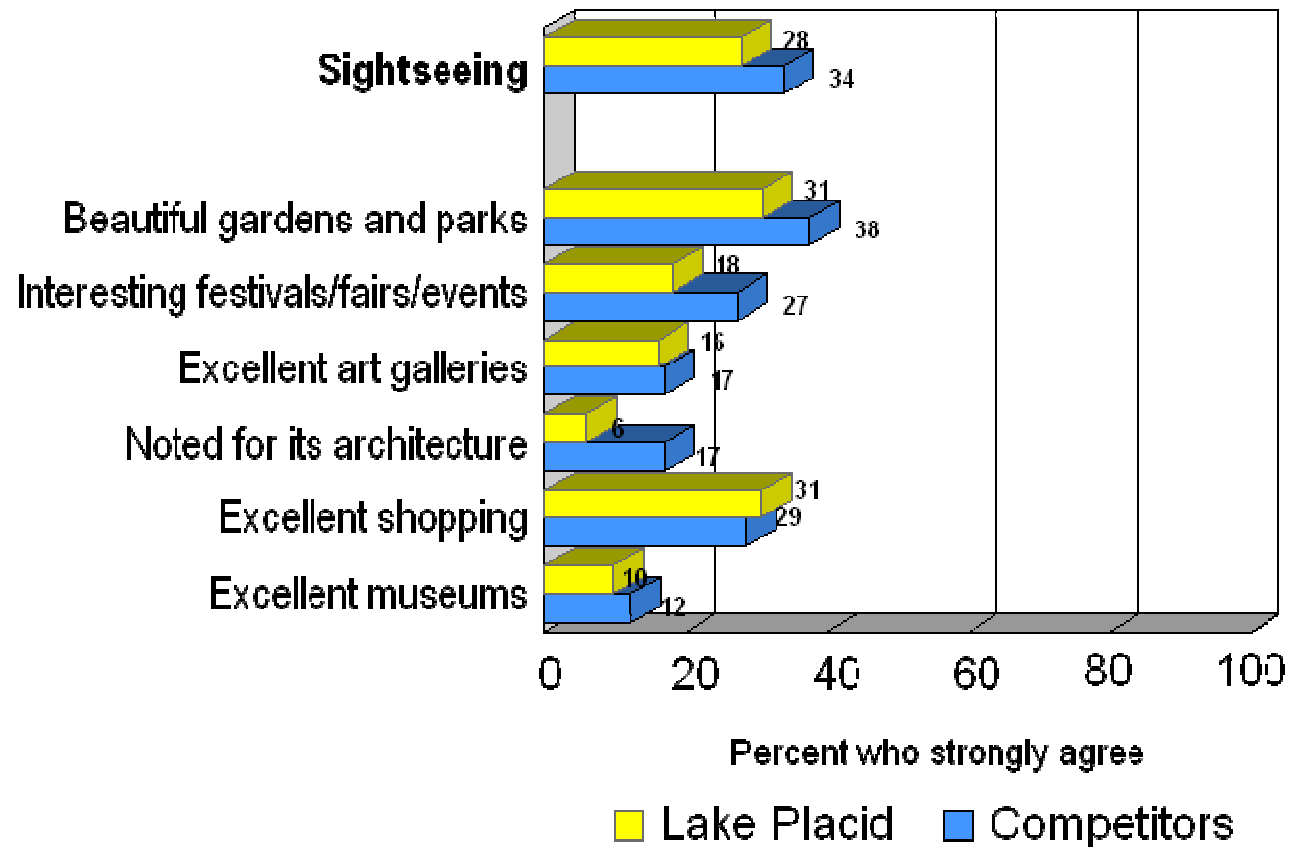
Lake Placid's Montreal Image — Luxurious



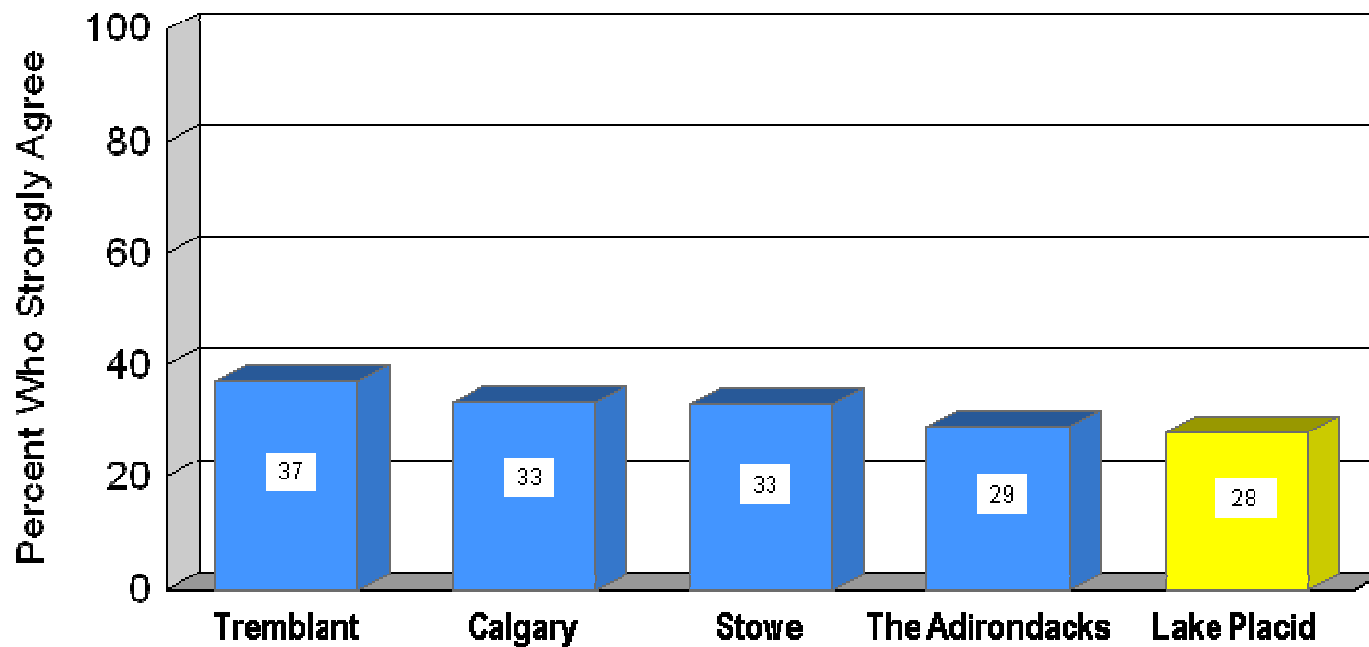
Lake Placid's Image vs. Competitors — Luxurious



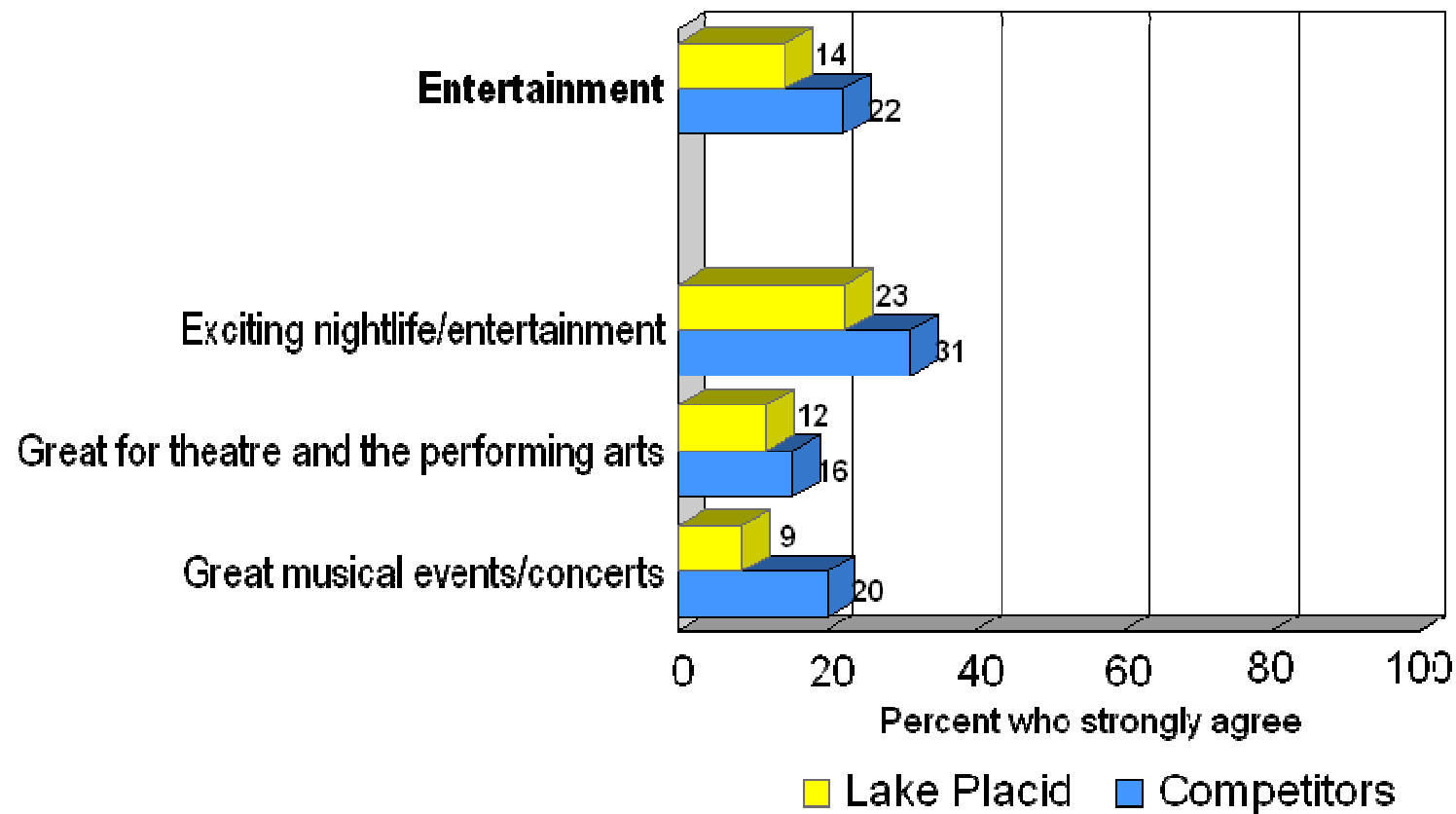
Lake Placid's Montreal Image — Sightseeing (Cont'd)



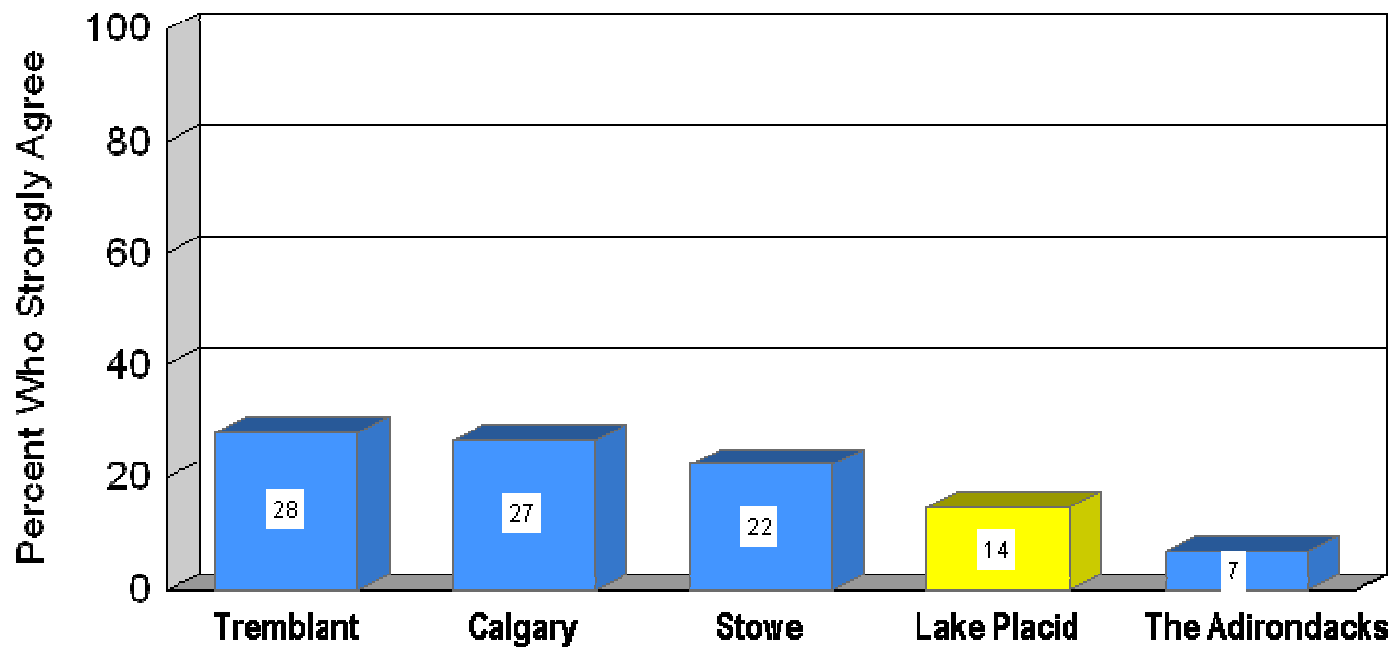
Lake Placid's Image vs. Competitors — Sightseeing



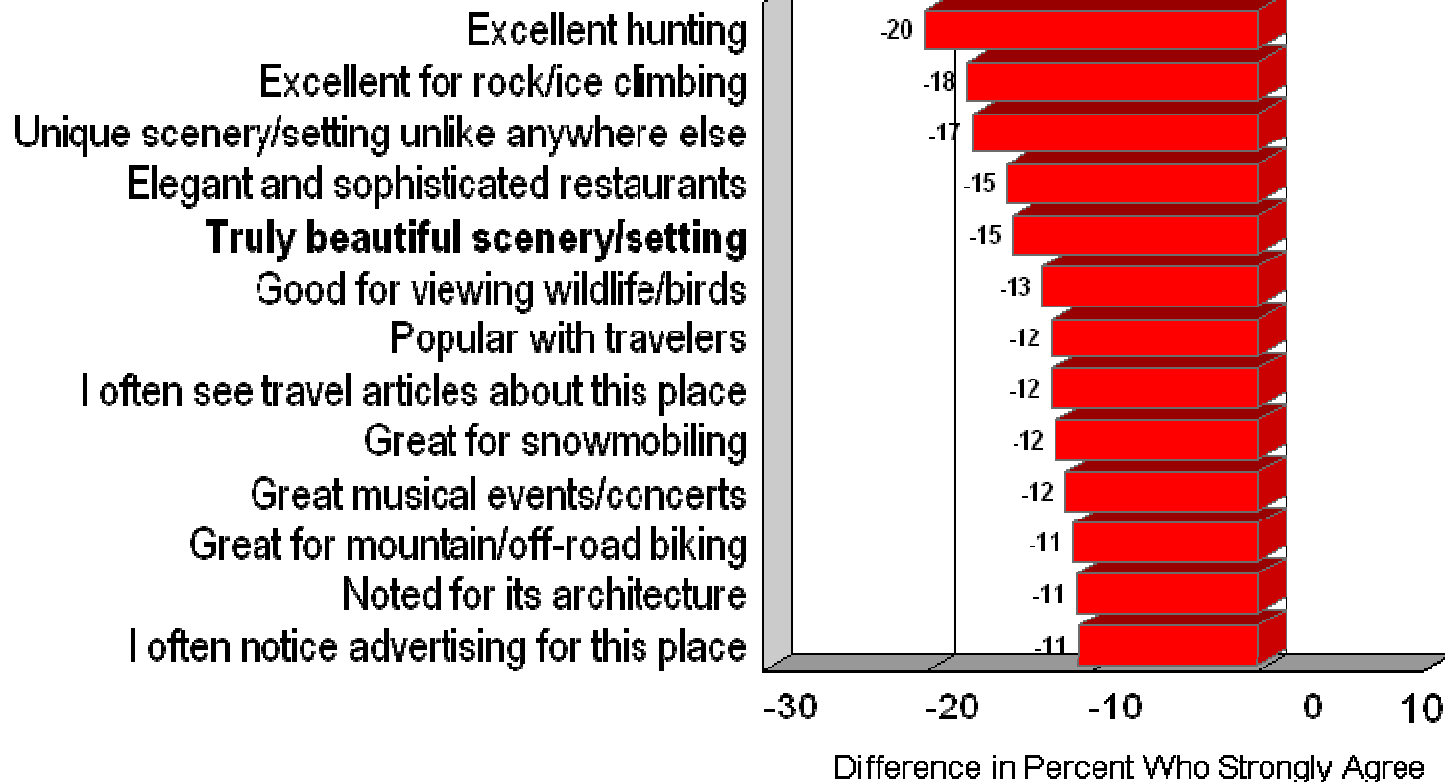
Lake Placid's Montreal Image — Entertainment



Lake Placid's Image vs. Competitors — Entertainment

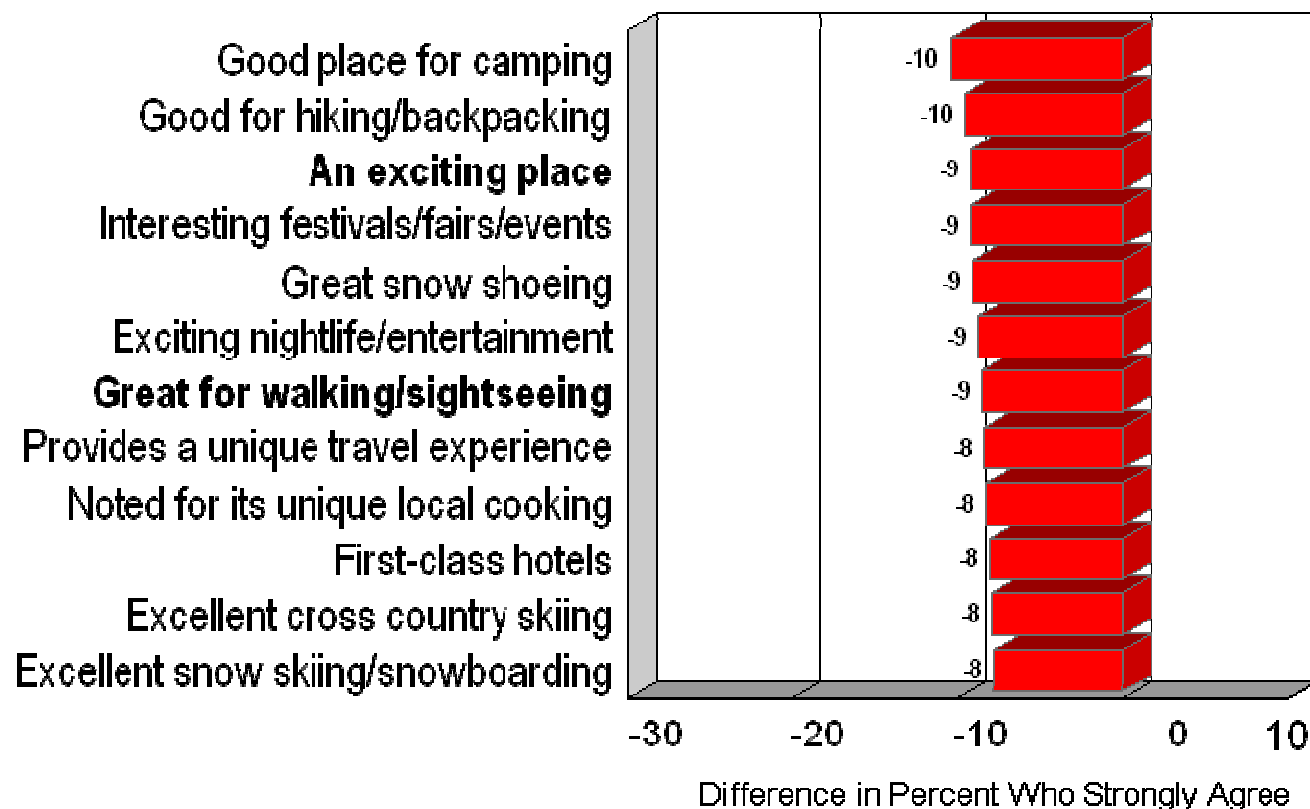


Lake Placid's Image Weaknesses vs. Competitors — Montreal



Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

Lake Placid's Image Weaknesses vs. Competitors — Montreal



Note: Bolded items are attributes that are some of the most important image hot buttons for travelers

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Text:	24,827	404	1.63%

Targeted E-mail Tracking Report			
Segment:	Chillin'		
Sub-Segment:	Events		
Date Sent:	5/10/2007		
Title:	Farm & Greenhouse Tours		
# of Emails Sent:	120,078	HTML: 95251	Text:
Bad Addresses:			
Sign Up for Emails:			
Word Count:	postcard		
Click Throughs:			
Open Rate			Hits
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http://lakeplacidmedia.com/uploads/Email/redirect/postsummer_redirect.htm?greenhouse07			61
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http://lakeplacidmedia.com/uploads/Email/redirect/4adk_redirect.htm?greenhouse072			63
http://lakeplacid.com?greenhouse07			53
http://www.lakeplacid.com/shared/email_offers.cfm?greenhouse07			25
http://www.lakeplacid.com/email/sendToFriend/greenhouse07.cfm			89
http://lakeplacidmedia.com/uploads/Email/redirect/ilny_redirect.htm?greenhouse07			34
Totals as of 5/29/07			2,790

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