



AGENDA

GREENE COUNTY TOURISM ADVISORY COMMITTEE (TAC)

Greene County Office Building, 411 Main Street, Catskill

August 16, 2012

3:00 pm to 5:00 pm

1. Committee Introductions

2. Committee Organization

- Interaction with Tourism Department
- Role of the TAC

3. Destination Marketing Program

- Staff
- Agency of Record
- Offices
- Destination Marketing Program
- Web

Great Northern Catskills of Greene County www.greatnortherncatskills.com

Catskills ILNY Travel Region www.visitthecatskills.com

Hudson Valley ILNY Travel Region www.travelhudsonvalley.org

ILNY Tourism www.iloveny.com

- Advertising (Digital, TV, Radio, Print, Out of Home, Adwords)
- Social Media (Facebook, YouTube)
- Public Relations (Internal and External)
- E-blasts (Bronto, Escapemaker)
- Greene Card, Travel Pack
- Trade and Travel Shows
- ILNY Catskill Travel Region
- ILNY Hudson Valley Travel Region

GREENE COUNTY TOURISM

700 Rte 23 B
Leeds, NY 12451
800-355-CATS



4. What's Next in 2012?

- Arts, Culture & History Media Plan
- Fall Foliage Media Plan
- Winter Media Plan – Adventure Card to Replace Greene Card
- Winter Billboard
- Start of 2013 Travel Guide
- ILNY – CFA Grants Initiative
(Rediscover the Catskills – The Birthplace of American Tourism)
- Discussion on County-wide Lodging Reservation System
- Tourism Conference in Partnership with Great Northern Catskills Chamber of Commerce

5. Special Projects

- Non-motorized Transportation Plan (Tourism Focus)
- TAC Initiatives, Report Back to Legislature (Agenda for Second TAC Meeting)

6. Meeting Schedule and Locations