

EGRET

Communications

*Helping protect special places, species, and communities
Through the development and promotion of sustainable tourism - Worldwide*

Destination Master Planning Clinton County, New York

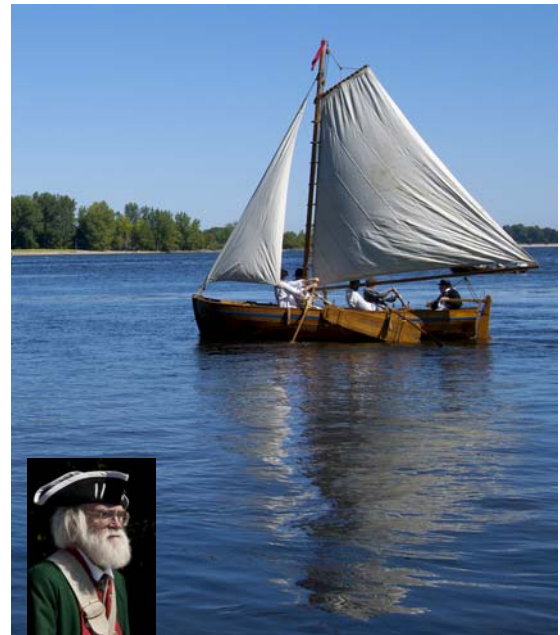
The Adirondack Coast, that magic place where the Adirondack Mountains tumble down toward historic Lake Champlain, sits in the very northeastern corner of upstate New York. With Montreal across the border to the north, the region is on a major transportation route between Montreal and New York City – and is full of great outdoor experiences and steeped in history that shaped the destinies of four nations.

Egret Communications led the Adirondack Coast through a Destination Master Planning process in 2010, culminating in a plan that reflects a huge momentum to build a new leisure component to the already solid hospitality economy.

What will we see?

First, we'll see the hospitality industry working closely with the "keepers of history" to make the historic land and naval battles of the Revolutionary War and the War of 1812 approachable, immersive, interactive and exciting. The industry has outlined a number of exciting actions including

- rebuilding the entire British and American fleets from the Battle of Plattsburgh (1814),
- expanding re-enactments of that battle so that visitors can witness "action" year round,
- creating a historic district where history comes to life,
- creating a focused state of the art interpretive center,
- operating "boot camps" in which visitors can learn historic skills and practices,
- creating history cruises on Lake Champlain, and
- re-invigorating the region's history museums.



We'll see the hospitality industry working together with public and private sector interests all up and down the Adirondack Coast to refine outdoor recreation visitor experiences, agritourism products, and basic tourism infrastructure. The industry, in an unprecedented cooperative venture, will generate tourism data that will provide marketers a "year's head start" on the competition.



Egret commends the industry, the private sector, and the public sector for working closely and energetically through a process that has engineered huge opportunities to grow tourism in a way that will benefit businesses, create new jobs, and improve quality of life.

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