

## **Adirondack Trail Scenic Byway Branding Session January 24, 2007**

### **Session Notes**

## **Tupper Lake Adirondack Trail Scenic Byway Branding Session January 24, 2007**

### **Session Notes**

These notes are transcribed from individual stakeholders' input and the outcomes of working group sessions. For that reason there is some random order and redundancy.

### **Why VISITORS COME TO THE ADK TRAIL-- Experiential**

Vacation/Relaxation

Wilderness Experience

loons, small lakes

Water

Water Sports

Leaf Peeping

Views

Driving Distances – accessible for many people /short drive easy to get to  
(changing vacation habits)

Camping

Snowmobiling

Learning more about nature

Healthy clean air

Affordable (range of choices)

Skiing,

Hiking

### **Why VISITORS COME TO THE ADK TRAIL—Emotional/Values**

Solitude

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Safe

Quiet

Family Destination

Authentic

Escape

### **WHAT IS THE ADIRONDACK 'EXPERIENCE?'**

Visit Beautiful Lakes

Scenery

Small town/Huge scale of place

Country stores

Snow in winter

Clean air, water, land

Paths along park trails – make people aware of the beauty

    Make them aware of things they don't see

    Wildlife—seeing a deer, hearing a loon

The park as a unique environment – guardrails, etc. specifically for park

Dark skies at night with so many stars

Fishing – fly fishing

Quietness

Music/Story Telling

Events – summer & winter

Interacting with locals

Cuisine

    Syrup

    Blueberries

    Venison

    Bison????

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Restaurants

Adirondack Harvest

Locally grown/produced foods

Farmers Markets

History – where they are why are people living, why is the park protected?

Railroads

Aboriginal visits

Guides

Logging

Early settlers

Pride of ownership in Adirondack identity

Handcrafts

Accessible – Dillon Park, easy access to water, trails

Tranquility

Overall ambiance

Culture

Geology

Timelessness -- like it was a million years ago

Shopping – adk products, artisans,

Leisure Vacation

### **ADIRONDACK BYWAYS TRAIL BRAND ATTRIBUTES**

ADK chair

Yellow birch furniture

REGIONAL UNIQUENESS

Our mountains

Lean tos

Lakes

Up close & personal with wildlife

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Small town feel

TIMELESSNESS – “you’ll often reflect on your visit here”

Other unique features

- Uninterrupted landscape
- Scenic vistas – mountains – big sky,
- sunrises and sunsets cover the whole sky
- No other place looks like this – no developments or buildings
- Lots of water
- Lots of choices for people of all ages & abilities

### BRAND BENEFITS

#### EMOTIONAL

Pleasure

Beauty  
Inspirational

Retreat to relax  
Exercise & recreation  
Variety for all interests  
Uniqueness of small communities  
“oh look there’s another lake”

#### SPIRITUAL

Calming  
A “pulse” alive feeling all  
the time

scenic views  
safe environment – family destination

#### PHYSICAL

Recreation  
Opportunities for all ages,  
abilities and interests  
Escape  
Health

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### BRAND VALUES expectations & experiences = getting something

Tangible = doing things  
= how experience is delivered  
= physical

Intangible = perception  
= emotion  
= the WOW factor

#### Tangible values

Connection with nature  
Escape  
Health  
Safe & quiet  
Ever-changing scenery  
Wildness experience  
Outdoor recreation  
Doing things in the woods

#### Intangible values

Tranquility & solitude  
Resident lifestyles  
Rejuvenation – wellness  
Diversity of recreation in each season  
Education in ecology, culture  
Excitement, energy

How experience is delivered  
photos, souvenirs, books

#### TEXTURES

- Crunch of leaves
- Silky water
- Woolen clothing
- Crunch of snow
- hard bark
- smooth "hills"
- moving water over fingers
- spongy bogs

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#### SMELLS

Every season has a smell

- Balsam
- Morning dew -- fresh
- Woodsmoke
- Maple
- After the rain
- leafmold
- bogs, swamps
- "wild raisins"
- nutmeg
- backyard cooking

#### COLORS

- Green
- Black
- Dark brown
- Sunsets
- blue
- orange, yellow, brilliant red
- white
- reflections

### **BRAND VOICE**

- Sounds of nature --- birds, water, wind in the trees
- Looks and feels clean & healthy place to be
- Waterfalls
- Silence, i.e. sunsets, scenery reflected in calm lake waters

Note: we now deliver this voice with theme "Woods, water & wilderness".  
Several comments made about need for improved hospitality training.

"God used feng shui when he made the Adirondacks"

Sensations: Wind through the trees, water over the falls, sunrise, sunset, beauty reflected in calm waters

### **WHAT COMES TO MIND WITH OUR THEME WORDS?**

#### WATER

Many lakes, streams, ponds, bodies of water

Fishing recreation

Very distinct water environment

Defines the landscape wildlife habitat

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(Great) Sacandaga lake                      wetlands environment  
Northern forest canoe trail                historical importance  
defines the byway: Erie Canal to the Salmon River

#### WOODS

Smells    natural evolution  
Basic resources, firewood                working landscape  
Beauty    edible plants  
Foliage color                                  shade, coolness  
Education                                        quiet  
Variety of habitats

#### WILDERNESS

Or "wildness"?                                confused meaning  
Negative connotation = stranded, uncultured, less accessible  
Untamed    Positive for tourists

### WHO / WHAT IS OUR COMPETITION?

National parks                                global packaged vacations  
Lack of cell phone coverage  
Recreation & relaxation resorts  
Price of gas                                      Amish country  
Manchester, VT                                'honey do' lists  
Too rustic                                        winter places with more snow  
Black flies                                        deer  
Perception of emptiness  
Quality of hospitality                        need for customer service training

We are ourselves, too much. We're here, pull up the drawbridge.

How to improve delivery?

- Interactive experiences
- Link activities and resources
- Low budget 'real' experiences
- Educate business owners – familiarization tours?
- Roadside interpretive signs