



Press Release

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For Immediate Release

Adirondack Coast Visitors Bureau hosts 7th annual Hospitality Training *Area tourism partners showcase offerings to residents and visitors at Champlain Centre*

Plattsburgh, NY – 5/24/2017 – Today, Wednesday, May 24th, the Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, hosted its 7th annual Hospitality Training at Champlain Centre outside of JCPenney from 10:30am to 1:00pm. Over 50 guests met with more than 20 tourism partners and countless shoppers to discuss the Adirondack Coast’s appeal to visitors seeking history, agritourism, and outdoor recreation experiences!

Group Marketing Specialist Alyssa Senecal commented, “Front desk associates, general staff, and even residents are usually the first point of contact for visitors. For that reason, they should be equipped with up-to-date information on things to do in the area. This type of training provides them with first-hand knowledge, ultimately translating into a better visitor experience, which everyone benefits from!”

Tourism partners set up booths in tradeshow format, displaying information and answering questions, while guests circulated the room learning about area events and opportunities available to visitors.

Attendees were able to explore stores within the mall and enjoyed a delicious lunch brought from Rouses Point by Sandy’s Deli & Catering.

Attractions in attendance included:

- Adirondack Coast Visitors Bureau
- Ausable Chasm
- Akwesasne Mohawk Casino and Resort
- Babbie Rural and Farm Learning Museum
- Bluff Point Golf Resort
- Battle of Plattsburgh Museum & Plattsburgh Air Force Base Museum
- Champlain Centre
- Clinton County Historical Association
- Clinton Essex Franklin Library System
- Country Dreams Farm
- Elfs Farm Winery & Ciderhouse
- Kayak Shack
- Kent-DeLord House Museum
- Kids' Station/CVTM

-more-

- Miner Institute
- North Star Underground Railroad Museum
- Tiny Boat Rentals
- Titus Mountain Family Ski Center & Moon Valley Maple
- Town of Plattsburgh Parks & Recreation
- Whiteface Mountain

Industry staff included:

- Area lodging properties
- Area media
- Area realtors
- SUNY Plattsburgh
- University of Vermont Health Network - CVPH
- ...and many more!

May is the perfect month to host Hospitality Training because many tourism partners are gearing up for summer, our busiest season! This annual event helps guarantee that everyone on the Adirondack Coast, from residents to frontline staff, is ready to share the best possible travel experience with area visitors.

For more information on Visitors Bureau initiatives to create community awareness of area tourism and its significance, contact **Kristy Kennedy** (Vice President of Marketing and Director of Tourism) by e-mail at kristyk@northcountrychamber.com or phone at 518.563.1000.

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About the Adirondack Coast Visitors Bureau

The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, was established in 1994 as the official tourism promotion agency for the travel and tourism industry in Clinton County, NY. Based in Plattsburgh, NY, the Adirondack Coast Visitors Bureau contributes to the county's economic development and quality of life by promoting the region as a destination for leisure and group travel with a particular focus on history, agriculture and outdoor recreation including cycling, paddling, fishing, boating and skiing. For more information about Clinton County tourism, please contact the Adirondack Coast Visitors Bureau at 518.563.1000, visit goadirondack.com or log onto [Facebook.com/AdkCoast](https://www.facebook.com/AdkCoast).