



Press Release

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For Immediate Release

Adirondack Coast Visitors Bureau and North Country Chamber of Commerce Host Hospitality Training Area Attractions Showcase Offerings to Front Line Associates

Plattsburgh, NY – 5/25/2016 – On Wednesday, May 25th the Adirondack Coast Visitors Bureau hosted the sixth annual Hospitality Training at Champlain Valley Transportation Museum & Kids' Station from 10:30am to 1:00pm. Over 50 front desk associates from local hotels, campgrounds, and marinas met with representatives from over 25 regional attractions to discuss the diverse recreational opportunities our area presents to visitors.

Alyssa Senecal, Group Marketing Specialist for the Adirondack Coast Visitors Bureau, said, “Front line associates are usually the first point of contact for visitors. For that reason, it’s important they’re armed with up-to-date information on things to do in the area. This type of training provides first-hand knowledge to front desk staff, ultimately translating into a better visitor experience, which everyone benefits from.”

Attractions set up booths in tradeshow format displaying information and answering questions, while front line staffers and other guests circulated the room meeting with local attractions to learn more about events and opportunities available to visitors.

Attendees also had the chance to explore the Museum Campus throughout the event, including the War of 1812 Museum, the Air Force Base Museum, Clinton County Historical Association & Museum and the Champlain Valley Transportation Museum & Kids’ Station. Additionally, the Adirondack Coast’s newest microbreweries, Oval Craft Brewing and Valcour Brewing Co., opened at 11:30am, offering attendees tastings and tours.

Attractions in attendance included:

- Adirondack Coast Visitors Bureau
- ADK Hard Cider & Elfs Farm Winery
- Akwesasne Mohawk Casino Resort
- Ausable Chasm
- Babbie Rural and Farm Learning Museum
- Bluff Point Golf Resort
- City of Plattsburgh
- Clinton County Historical Association
- Clinton Essex Franklin County Library System

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- Country Dreams Farm
- CVTM and Kids' Station
- The Kayak Shack
- Kent-Delord House Museum
- North Star Underground Railroad Museum
- ORDA
- Parker Family Maple Farm
- Plattsburgh Air Force Base Museum/War of 1812 Museum
- Plattsburgh State Art Museum
- Rulfs Orchard
- The Strand Center for the Arts
- Titus Mountain Family Ski Center & Moon Valley Maple
- Town of Plattsburgh Parks and Recreation Department
- W.H. Miner Institute
- The Wild Center

Front Line Staff in attendance included:

- Barber Homestead Park
- Best Western Plus the Inn at Smithfield
- UVM-CVPH
- Days Inn and Suites Plattsburgh
- ETS
- Hampton Inn and Suites
- La Quinta Inn and Suites
- Microtel Inn and Suites
- My Cup of Tea
- SUNY Plattsburgh
- Twin Ells Campsite
- And more!

Vicki Demarse-Giroux, General Manager for La Quinta Inn & Suites commented: "This is an outstanding opportunity for our front line ambassadors to learn more about the wonderful area we live in. They are excited with the knowledge they have gathered each year and look forward to assisting our guests in making their trip to the Adirondack Coast the best."

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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

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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).