



Press Release

For More Information Contact:

Alina Walentowicz

518.563.1000

alina@northcountrychamber.com

For Immediate Release:

Tourism Stands Debut at Sites Throughout the Adirondack Coast

Conveniently located stands allow visitors to access tourism information via goadirondack.com

Plattsburgh, NY – 6/6/2016 – Last week, the Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, revealed its collection of Tourism Stands located at hotels and resource centers throughout the coast. Designed by the Adirondack Coast Visitors Bureau and the North Country Chamber of Commerce in partnership with Boire Benner Group and Signmaker, these 16 stands will give visitors access to goadirondack.com, the official bilingual tourism website for Clinton County, providing information on the area's many history, agriculture and outdoor recreation opportunities.

To ensure visitors experience the best possible stay on the Adirondack Coast, this online resource is now available on-demand at tourism partner sites. These permanent displays feature an Adirondack Coast branded metal stand and tablet with functionality to stay open to goadirondack.com, encouraging users to browse the site while making daily plans or looking for things to do. The idea is to help increase visitors' stays by showcasing the endless opportunities we offer.

In 2015, goadirondack.com received over 65,000 visits and was the first step for travelers considering a trip to the area. The website's easy usability allows visitors to find and choose the activities and attractions they want to explore, boosting efforts to promote the local tourism industry and creating new economic opportunities and impact for the area.

Find Adirondack Coast Visitors Bureau Tourism Stands at the following locations:

- Town of Plattsburgh
- City Marina
- City Beach
- Hampton Inn
- Microtel
- La Quinita
- Econo Lodge
- Days Inn
- Best Western

-more-

- Holiday Inn
- Comfort Inn
- Liquor and Wine Warehouse
- Point Au Roche Lodge
- Bluff Point Golf Course and Community
- Rulf's Orchard
- North Country Chamber of Commerce and ADK Coast VCB

Kristy Kennedy, Vice President of Marketing for the North Country Chamber of Commerce and the Adirondack Coast Visitors Bureau, says, "The Chamber of Commerce and Visitors Bureau are constantly looking at ways to get the latest, most up-to-date information into visitors' hands. These tablet stands reinforce our brand, featuring information about happenings on the Adirondack Coast and answering questions about the area when front-line staff is busy. This is another great tool developed to showcase all our county has to offer as a destination and experiences that can be had here. We are very excited about this program and hope to see stands pop up in several more locations."

The tourism stands are already receiving positive feedback from local hoteliers. Vicki Demarse-Giroux, General Manager at LaQuinta Inn & Suites in Plattsburgh, says, "The addition of the tourism stand to our lobby has been a huge hit with visitors. It showcases all the Adirondack Coast has to offer! It puts the visitor in the driver's seat and brings the coast to life."

Interested in purchasing a tourism stand for your business? Final cost for the stand, wrap and tablet is \$650. Coordinate order, set-up and delivery through the North Country Chamber of Commerce via **Kristy Kennedy** at 518.563.1000.

Discover all the Adirondack Coast has to offer online at goadirondack.com.

###

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).