

Press Release

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For Immediate Release

**The Adirondack Coast Visitors Bureau Continues Aggressive Outreach
Tourism Representatives Promote Adirondack Coast at 2016 Trade shows**

Plattsburgh, NY– 4/6/2016 – The Adirondack Coast Visitors Bureau (ACVB), a division of the North Country Chamber of Commerce, hits the road throughout the year exhibiting our area’s many strengths at influential industry trade shows. Recently, ACVB attended two trade shows intended to increase our market outreach in accordance with the Destination Master Plan.

Alyssa Senecal, Group Marketing Specialist for the Adirondack Coast Visitors Bureau, attended the Yankee Trails World Travel Expo 2016 on Thursday, March 24th from 12PM-4PM at the Siena College Marcelle Athletic Complex. Over 100 exhibitors from New York and New England were present at this event, including group travel representatives from lodging sites, major attractions, cruise lines, resorts, and local companies.

This upcoming Saturday and Sunday, April 9th and 10th, Alyssa will also attend the Travel & Vacation Show at the Ottawa Convention Centre, where she will engage potential Canadian visitors on behalf of the Visitors Bureau. More than 25,000 potential visitors will attend the event to learn more about our area and the leisure opportunities it has to offer. This show’s purpose is to educate group leaders from across New York State about group-friendly lodging throughout the Adirondack Coast.

The Visitors Bureau believes these opportunities will allow our region to maintain high-priority status among Canadian travelers, in spite of the soft exchange rate. For more information on these shows and others the bureau will be present at throughout the rest of the year, contact Kristy Kennedy at 518.563.1000 or kristy@northcountrychamber.com.

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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).