

Press Release

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For Immediate Release

Adirondack Coast Visitors Bureau returns to American Bus Association Marketplace in 2017 *North Country Chamber of Commerce tourism representative attends leading annual bus tour event*

Plattsburgh, NY– 1/17/2017 – The Adirondack Coast Visitors Bureau, a division of the North Country Chamber of Commerce, continued its aggressive outreach to the “group travel” market by attending the American Bus Association Marketplace, the industry’s premier business event, for the 10th year this past weekend.

More than 3,500 buyers and suppliers were at the show held January 14-17, including Kristy Kennedy, Vice President of Marketing for the Adirondack Coast Visitors Bureau and North Country Chamber of Commerce.

The ABA Marketplace is a vital way to connect with tour operators to maintain and grow the Adirondack Coast brand’s visibility in the bus tour industry. While at the tradeshow, Kristy conducted over 50 one-on-one meetings with tour operators designed to discuss what the Adirondack Coast has to offer and how it can help increase operators’ tour portfolios.

Group travel is a vital part of the Adirondack Coast Visitors Bureau’s marketing efforts. Economic impact studies show:

- Motorcoach based tourism generates as many as 1,389,670 jobs in communities across the United States, paying almost \$55.7 billion in wages and benefits
- On average one bus tour spends \$3,493 in the local community on an overnight trip (This does not include individual spending)

For more information on group travel on the Adirondack Coast visit goadirondack.com/groups. For more information on the American Bus Association Marketplace visit buses.org/marketplace.

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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).