

FRANKLIN COUNTY TOURISM

Situation

Franklin County is located on the Canadian border between Montreal and Ottawa and runs south through the Adirondack Park. This county has been branded as "Adirondack Lake Country" because the majority of Adirondack lakes can be found within its border, including Saranac Lake and Tupper Lake. The niche campaign we will focus on is "Golf in Adirondack Lake Country."

Positioning

Franklin County has four championship golf courses, two of which have been designated with Golf Digest's five-star rating. All of the golf courses are located in the beautiful Adirondack Lake Country setting surrounded by mountains and water. Since Montreal and Ottawa have crowded golf courses and are located less than an hour and a half away from Adirondack Lake Country, these geographic markets make the perfect target for our golf campaign.

Actions

The Canadian exchange rate has fluctuated between 10% and 40% over the past ten years. Our strategic plan was to run all golf packages at par. This golf campaign was branded as "Golf at Par" and small space newspaper ads were purchased in Kingston, Ottawa, and Montreal driving golfers to the website "GolfatPar.com." Banner ads were purchased at the top Canadian golf websites including Ontariogolf.ca, Ontgolf.ca, and Scoregolf.ca. All newspaper and banner ads directed golfers to the two-day golf packages on GolfatPar.com. In addition, Ontario Golf Club members were targeted with broadcast e-mails for exclusive golf vacation package giveaways.

Results

All "Golf at Par" packages include two nights lodging and two rounds of golf with an option for a third round. Every package purchased has a "Golf at Par" voucher which is obtained at participating hotels and motels and redeemed at the golf courses. This method has been proven to work extremely well at calculating return-on-investment. The higher the exchange rate is, the greater the return-on-packages.

YEAR	AD BUDGET	2-DAY GOLF PACKAGES PLUS 3RD DAY OPTION	REVENUE	RETURN FOR EACH AD \$
2008	\$42,000	3,947	\$857,000	20.40
2007	\$33,000	4,200	\$870,800	26.48
2006	\$36,000	4,747	\$975,610	27.10
2005	\$40,000	5,483	\$1,096,450	27.41

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 For information on events, accommodations, activities and attractions:
 Franklin County Tourism, Malone, NY 12953. 800-709-4895
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