

**NY RECREATION  
INTERACTIVE  
WEB MAP AND  
TRIP PLANNER**



## Entering Our Second Year

Featuring the Central Adirondack Association Region

Big Moose

Indian Lake

Raquette Lake

Blue Mt. Lake

Inlet

Sabael

Eagle Bay

Long Lake

Thendara

Forestport

Old Forge

Webb

We went live on July 1st last year and featured hiking and mountain biking trails along with motorcycle riding loops for the initial release of the interactive web map. We have since added DEC campgrounds and boat launches, lean-tos and canoe/kayak waterways throughout the region.

The web map remains up year-round and is linked on the CAA website, the [www.nyrecwebmap.com](http://www.nyrecwebmap.com) website and all participating towns' websites.

## **Join Us as a Sponsor**

**Only \$75 for the entire year**

Featured business categories include: Attractions, Cultural, Food/Beverages/Spirits, Fuel/Food, Insurance, Lodging, Real Estate, Shopping, Sports/Recreation, and Other businesses

# What does your listing look like?



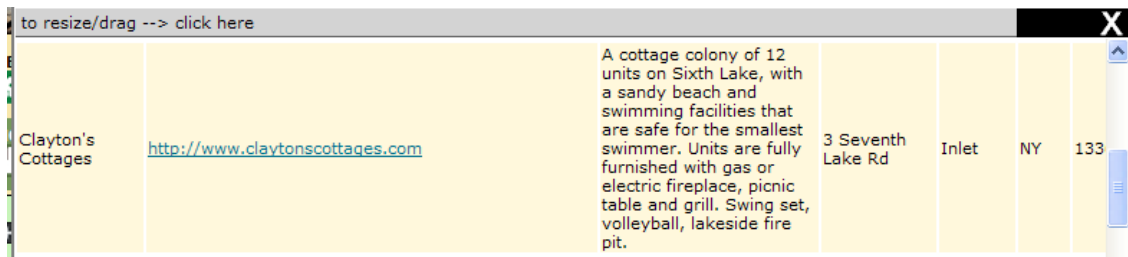
In the web map, symbol and name



In Google Maps, similar to look on a smart cell phone. For GPS receivers, your point location is shown along with category



Pop-up from mouse over display



A search for lodging listing (more to the right upon scrolling)

Please call or email with any questions or suggestions.  
We want this site to meet your needs!



## Benefits for Your Business

- \* Your business name and symbol in the interactive map and in the GPS and smart cell phone download files
- \* Your map listing includes all contact information, website link, short descriptive paragraph so you can “strut your stuff”, and the GPS coordinates of your location
- \* Your choice of one or more categories to list your business
- \* Users can find you visually within the map or search for you:
  - By Category, By Name, By Town
  - By Keyword (ie, pizza or Victorian)
- \* Website marketing can be tracked
- \* Be part of an exciting new regional marketing effort



## How is the site being marketed and monitored?

- \* Through the Central Adirondack Association’s marketing efforts, along with those of the participating towns in the CAA region and by Mohawk Valley GIS, developer of the web map
- \* At trade shows and events throughout the region
- \* Through links from other sites
- \* Press releases to all area newspapers
- \* E-mail notification to NY and surrounding states’ biking, hiking, canoeing & kayaking and motorcycling clubs
- \* Handing out business cards with the URL and brief description of the site, everywhere!
- \* Facebook and Twitter social marketing
- \* Traditional print advertising (tourism guides, seasonal publications)
- \* Through the latest search engine optimization techniques
- \* Google Analytics used to track visitors to site



New York State

## Summer Recreation Map and Trip Planner



### If your business already participates:

You don't have to do anything right now.

Your invoice will go out early May, payable by June 15th please.\*

There's no obligation, but we certainly hope you will remain a part of this promotional website for your region.

### If your business did not participate the first year:

Enclosed is a participation form, please mail back as soon as possible. Your invoice will go out early May, payable by June 15th please.\*

We hope you will join us!

*\* Note for seasonal businesses. If June 15th is a difficult deadline to meet, please contact Mohawk Valley GIS to arrange for an alternative payment date.*

**Don't miss out!**  
**We are now entering "the internet season"**

Since last July 1st, hiking has been the most popular activity search among hiking, mountain biking and motorcycle riding. Canoeing/kayaking waterways data was added and announced on February 27th.