

Winning More First Time Visitors

By: Josiah Brown
The New York Sherpa



FAMOUS
DESTINATION
MARKETING
BY JOSIAH BROWN



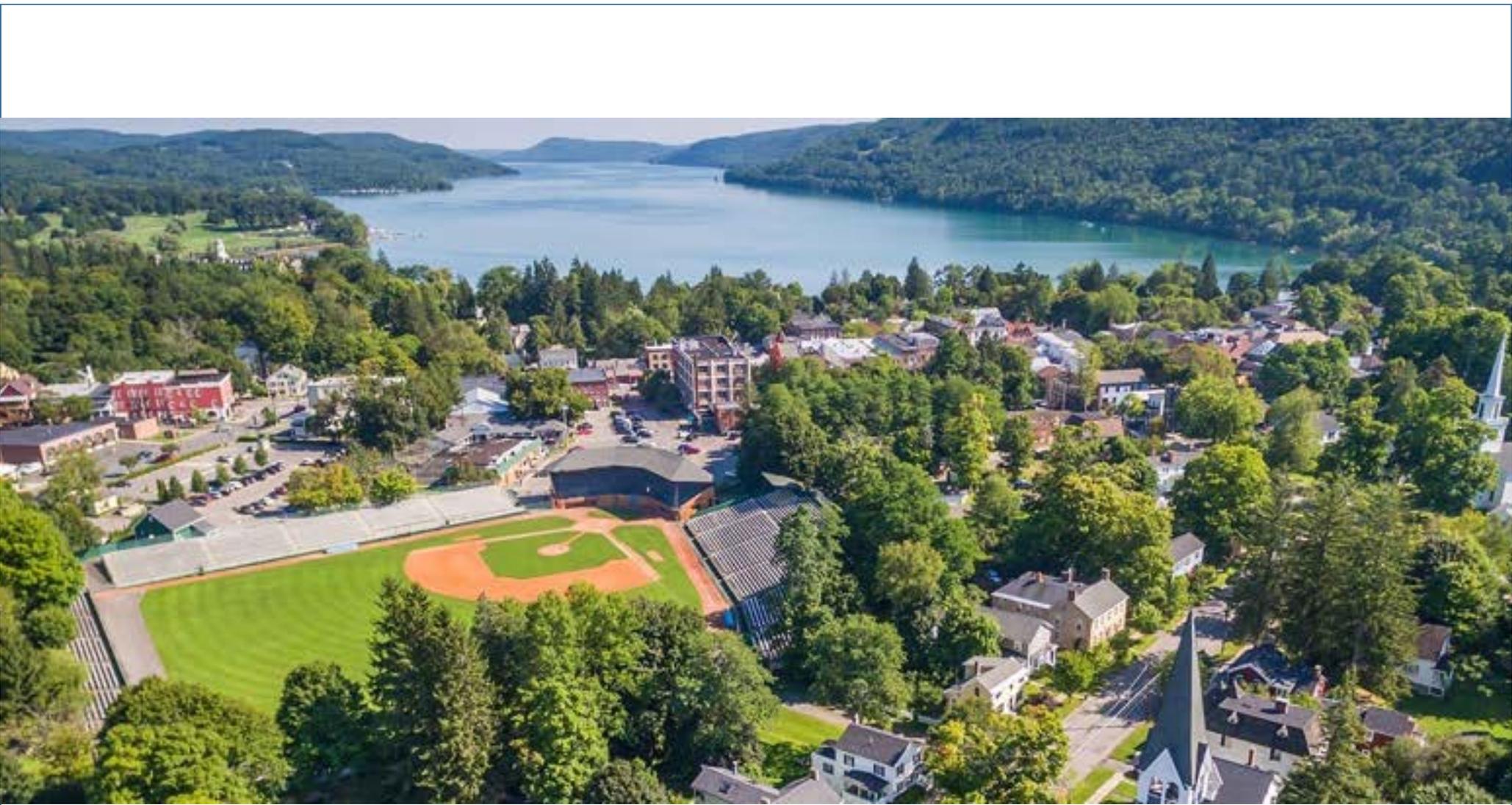
“I’m From New York”

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1st Time Visitors

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- THE NEW YORK -
SHERPA



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What is a Sherpa?

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I believe...

1. Personal Interests
2. Recommendations

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GET A PERSONALIZED TRAVEL RECOMMENDATION TODAY.



NEW YORK'S
BEST
EXPERIENCES

What kind of
Traveler
are you?

www.NewYorksBestExperiences.com

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Mobile Visitors Center

- Fairs/Festivals
- Travel Shows
- Malls
- Tactical Locations

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Sherpa Mobile



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- 3 Takeaways

What mattered most to the public was an education to me

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Belgiumville

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#1: Where is it?

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Where are you?

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Lesson #1:

Getting a traveler to understand
where you are is vitally important

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Distance + Sense of Place

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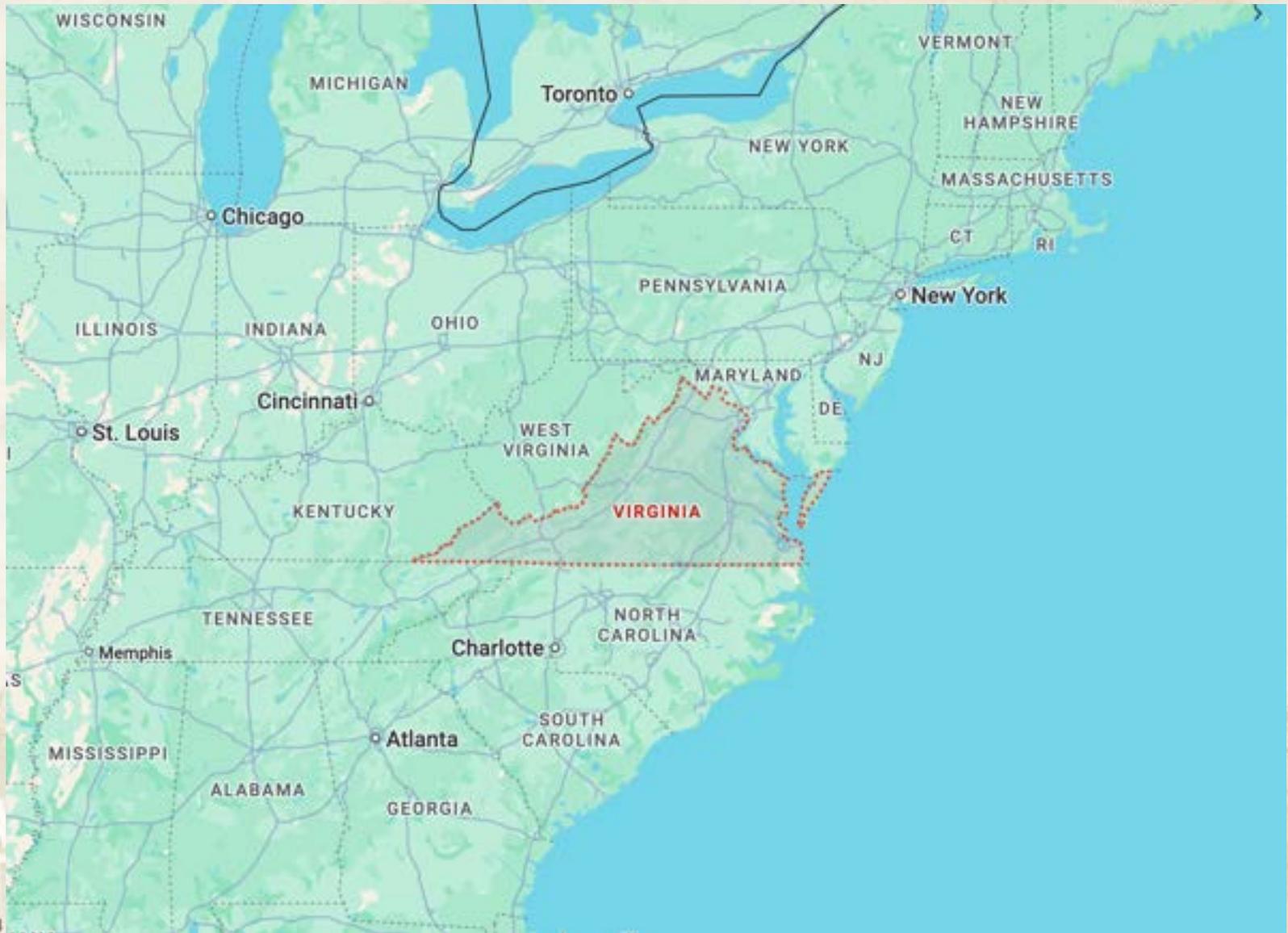


- **The Great Belgium Region**
- **Next to the Great Peaks**
- **In the Wide Lake Valley**

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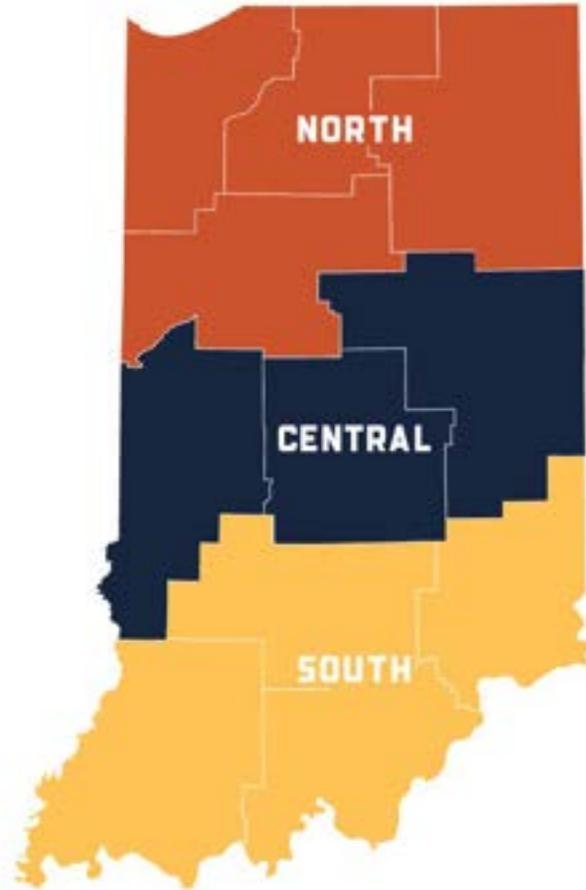
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REGIONS IN INDIANA

The Hoosier State is a huge state with many different regions that each have a unique feel, interesting locations, amazing people, and more! There are tons of things to do and information available in every region IN Indiana. Use the map below to discover the hidden gems in each region IN Indiana.



NORTH

NORTH WEST	10
NORTH CENTRAL	20
NORTH EAST	30
WABASH	40

CENTRAL

WEST CENTRAL	50
CENTRAL	60
EAST CENTRAL	70

SOUTH

UPLAND	80
SOUTH WEST	90
SOUTH EAST	100
SOUTH CENTRAL	110



- A word about “Regions” and “Counties”

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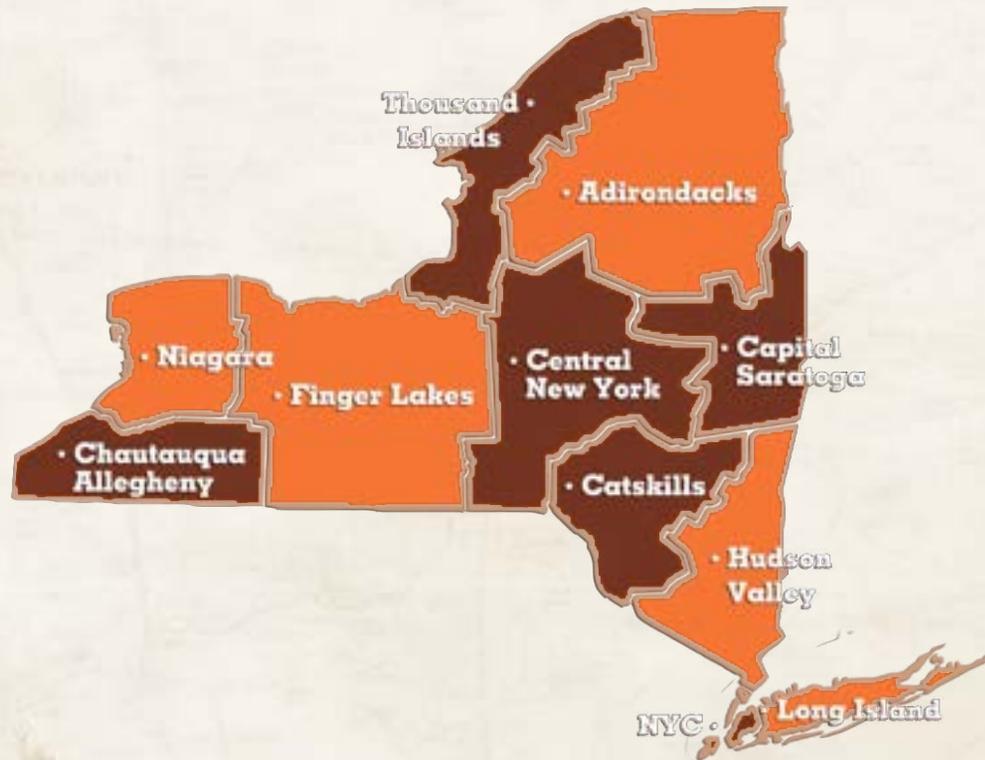
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- p.s. What is a region or a county in our world?

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NYC 

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NIAGARA
FALLS



NYC 

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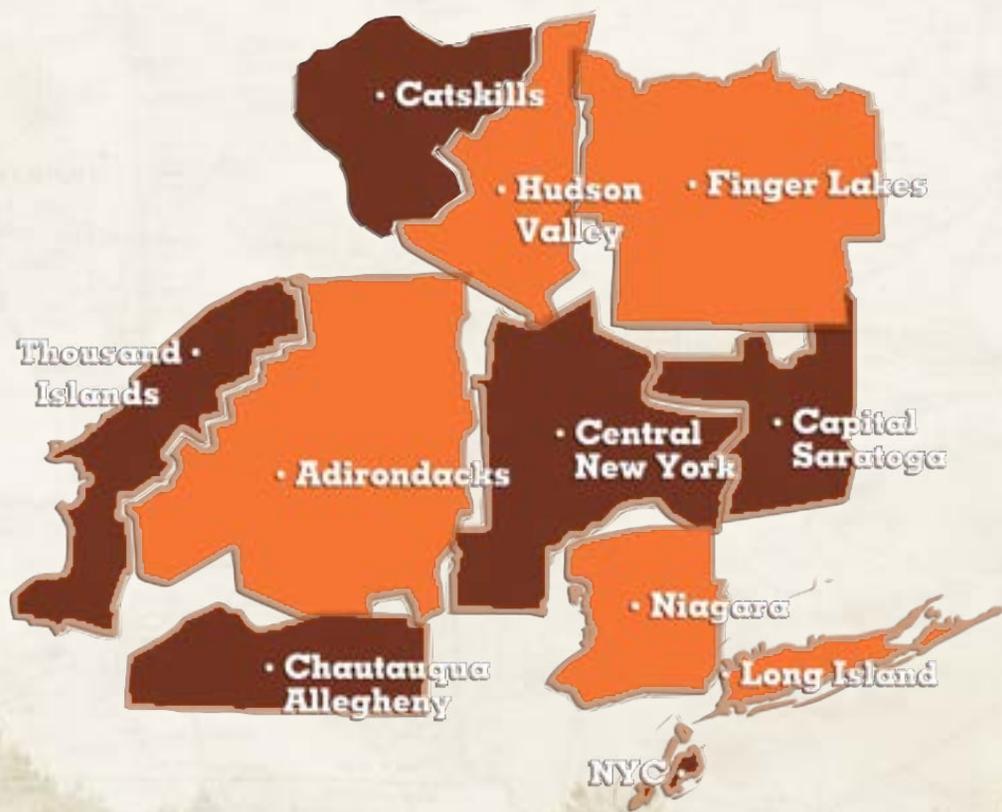


COOPERSTOWN
NIAGARA
FALLS
NYC

A map of New York State is shown with three specific locations highlighted. Cooperstown is marked with a dark brown dot and a dark brown outline of the state. Niagara Falls is marked with a white dot and an orange outline of the state. NYC is marked with a white dot and a small brown outline of the state.

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Corning & the Southern Finger Lakes

IT'S EASY TO GET HERE!



Approximate travel time from major cities to Corning, New York:

Albany	3½ hrs.
Boston	6 hrs.
Buffalo	2 hrs.
Cleveland	5 hrs.
Harrisburg	3 hrs.
New York City	4½ hrs.
Niagara Falls	2½ hrs.
Philadelphia	4 hrs.
Pittsburgh	5 hrs.
Rochester	1½ hrs.
Scranton	2 hrs.
Syracuse	2 hrs.
Toronto	4½ hrs.
Washington, D.C.	5 hrs.

FINGER LAKES REGION



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Use a map everywhere

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**I DON'T KNOW WHERE
YOU ARE,**



**BUT I WILL FIND YOU,
AND I WILL KILL YOU**

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Lesson:

We believe the regions matter for those who have already been

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Visit = Regional Loyalty

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#2: Personal Interests

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Interests:

- Hiking
- Foodie
- Paddling
- Farms/ Farm to Table
- Downtowns
- Wine/Spirits/Beer/Cocktails

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What are you selling?

Name vs. Interests

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- People are buying authenticity and experiences

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Attention and Engagement

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Lesson #2:

Talk to them about their personal interests

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BELGIUMVILLE





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#3: Be Famous

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The narrower your
focus the broader your
appeal

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“Something for Everyone”

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visit
THIS
CAMPGROUND

IN-GROUND POOL,
BINGO, ICECREAM,
HAYRIDES, CABINS,
CAMP STORE,
FULL HOOK UPS,
BASKETBALL,
PLAYGROUND

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visit
THAT
CAMPGROUND

**IN-GROUND POOL,
BINGO, ICECREAM,
HAYRIDES, CABINS,
CAMP STORE,
FULL HOOK UPS,
BASKETBALL,
PLAYGROUND**

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visit
**YOUR
CAMPGROUND**

**IN-GROUND POOL,
BINGO, ICECREAM,
HAYRIDES, CABINS,
CAMP STORE,
FULL HOOK UPS,
BASKETBALL,
PLAYGROUND**

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visit

MY CAMPGROUND

IN-GROUND POOL,
BINGO, ICECREAM,
HAYRIDES, CABINS,
CAMP STORE,
FULL HOOK UPS,
BASKETBALL,
PLAYGROUND

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visit

MY CAMPGROUND

IN-GROUND POOL,
BINGO, ICECREAM,
HAYRIDES, CABINS,
CAMP STORE,
FULL HOOK UPS,
BASKETBALL,
PLAYGROUND

visit

YOUR CAMPGROUND

IN-GROUND POOL,
BINGO, ICECREAM,
HAYRIDES, CABINS,
CAMP STORE,
FULL HOOK UPS,
BASKETBALL,
PLAYGROUND

visit

THIS CAMPGROUND

IN-GROUND POOL,
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BASKETBALL,
PLAYGROUND

visit

THAT CAMPGROUND

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We know people travel
by personal interest first

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HIKING DESTINATION

HIKE 'N' UNWIND

Enjoy a night's stay at the premier resort in the Adirondacks. Massage after trail blazing. *pg.6*

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FAMILY ACTIVITIES

FUN + FAMILY - MAGIC

Creating family memories makes you the hero.
pg.9

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FISHING DESTINATION

FLY BY YOUR FANCY

Fish until you fall asleep
under the stars. *pg.3*

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CAMP IN THE WOODS

TOAST TO THE STARS

Get warm and cozy with
with the feeling of taking
your time. *pg.9*

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The narrower your
focus the broader your
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Virginia is for...

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What happens in Vegas...

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What happens in Vegas... Ends up on Facebook

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What happens in
your destination?...

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Lesson #3:

People don't consider their valuable time and money at risk on a new destination famous for their interest

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Takeaways

You must look at yourself from your new customers eyes.

- Where are you? (Region)
- Speak in personal interests
- What are you famous for, why should I choose you



Make recommendations!

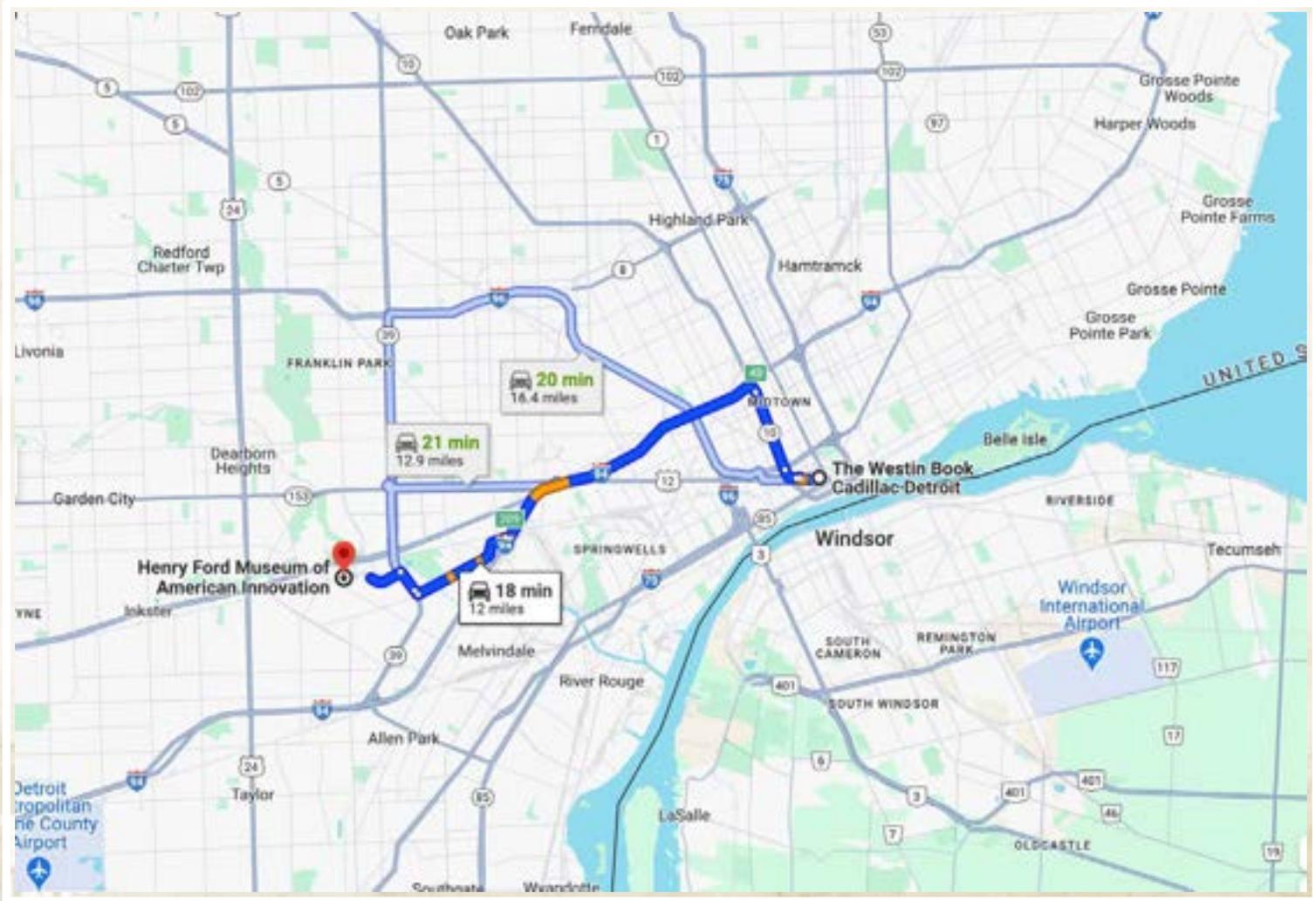
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- Personal Interests
- Distance and Sense of Place
 - Famous
 - Rule of 5





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Coming to a destination near you!

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Baby Boomers - 1946-1964
Generation X - 1965-1976
Gen Y/Millennials - 1977-1995
Gen Y Millennials experientially - 1985ish
Gen Z/Centennials - 2000
Gen Alpha - 2013 +



Baby Boomers

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Generation X

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Generation Stuck

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Millennials

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Quest for Relevance

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1 in 12 left a job
to not cancel a trip

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Travel as mental health

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Gen Z - Centennials

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Gen Alpha

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Millennials

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FA
DE
MA
BY



Tom



:-)

Male
30 years old
Santa Monica,
CALIFORNIA
United States

Last Login:
8/27/2006

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Tom is in your extended network

Tom's Latest Blog Entry [[Subscribe to this Blog](#)]

private profiles ([view more](#))

Top 8, 16, 20, 24 friends :) ([view more](#))

MySpace Concert & Parties -Georgia, Orlando, Miami! ([view more](#))

In Stores Today - MySpace Records Vol. 1 ! ([view more](#))

MySpace Records - in stores soon! ([view more](#))

[\[View All Blog Entries\]](#)

Tom's Blurbs

About me:

I'm here to help you with **MySpace**. Send me a message if you're confused by anything. **Before asking me a question, please check the FAQ to see if your question has already been answered.**

I may have been on your friend list when you signed up. If you don't want me to be, click "Edit Friends" and remove me!

Contacting Tom

Send Message

Forward to Friend

Add to Friends

Add to Favorites

Instant Message

Block User

Add to Group

Rank User

MySpace URL:

<http://www.myspace.com/tom>





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LinkedIn: Josiah Brown



bitly

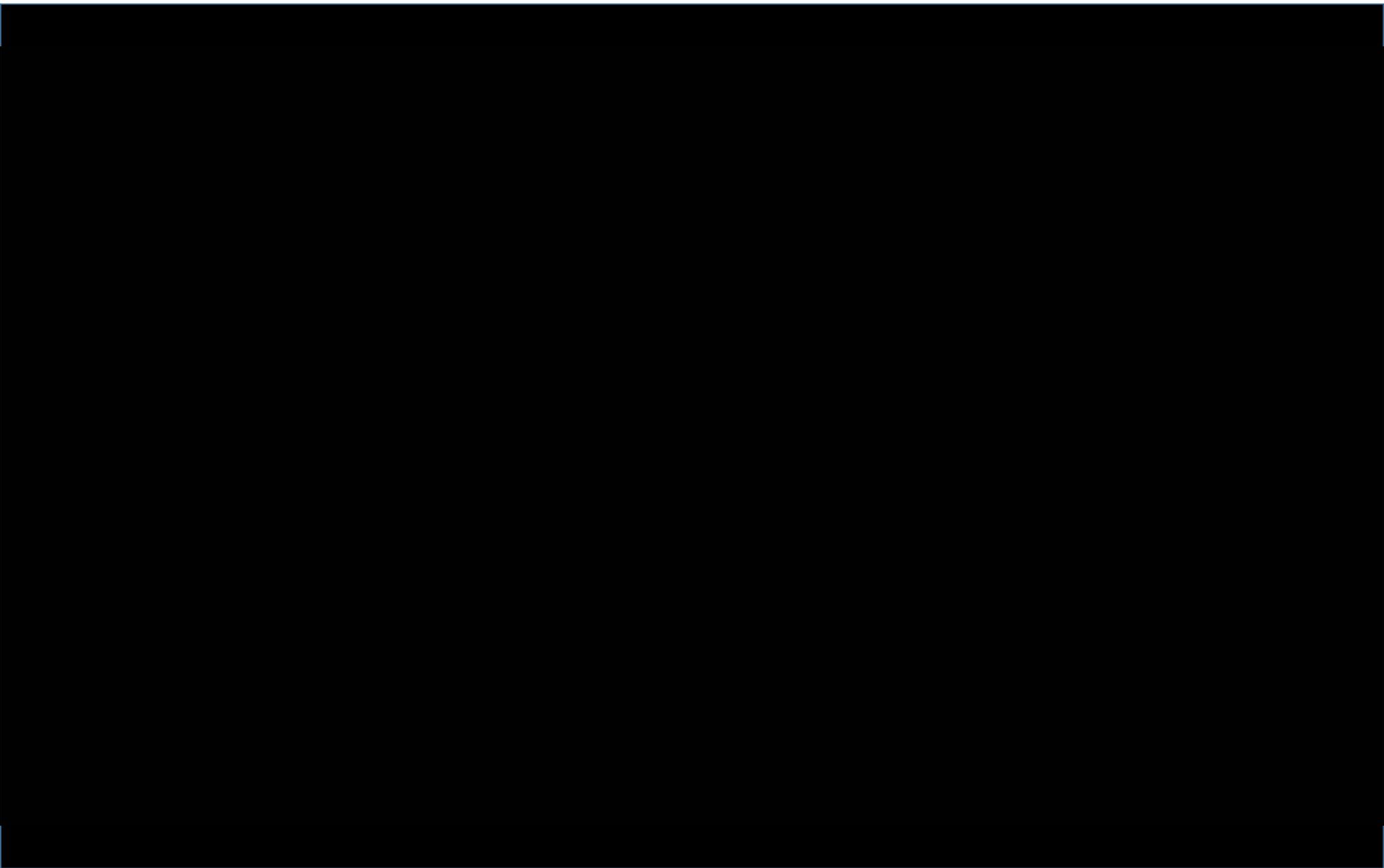
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Discover Allegany
COUNTY
New York

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western ny
wilds

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- THE NEW YORK -
SHERPA

Instagram: @NewYorkSherpa

Sherpa@NewYorksBestExperiences.com

LinkedIn:

Josiah Brown - Famous Destination Marketing

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