



*Showcase*  
*Your Accommodations*

2023-24 LODGING ADVERTISERS

## PROMOTE YOUR PROPERTY!

### AMAZING BENEFITS FOR LODGING ADVERTISERS!

Gore Mountain offers businesses several promotional outlets. Advertising with Gore Mountain provides an opportunity for all regional businesses and organizations to work together to bring more visitors to the area, and customers through your doors.

#### WEB-BASED OPTIONS FOR 23/24!

##### Bronze Level- \$165

- Web Listing: Small promo on our lodging page including your property's name, address, and a link to your website.
- QR code to our lodging page displayed in our lodges.

##### Silver Level- \$330

- Web listing: Medium promo on our lodging page including your property's name, address, and a link to learn more with a full page containing your description, amenities, and a link to your website.
- Lodge TV Advertising: 2 weeks.
- QR code to our lodging page displayed in our lodges.
- Podcast Shout Out: 1 during the snow season.

##### Gold Level- \$670

- Web listing: Large promo on our lodging page including your property's name, a brief description, address, and a link to learn more with a full page containing your description and amenities, additional photos, and a link to your website.
- Lodge TV Advertising: 2 weeks.
- QR code to our lodging page displayed in our lodges.
- Podcast shout outs: 1 during snow season + 1 during summer/fall 2023.
- Featured Social Media Posts: 1 post
- Social Media link within the body of your web listing.
- Inclusion on our Lodging Flyer.
- Advertisers can get 50% off any dining advertisement.

Bronze Level

Silver Level

Gold Level

\$165

\$330

\$670

## WEB LISTING OPTIONS


Every level receives a web listing on GoreMountain.com. Your listing will appear within the Lodging page, under the Plan Your Visit menu. Gold Level listings appear at the top of the page, followed by Silver Level listings, with Bronze level listing at the bottom. All listings amongst each level are displayed in random order each time the page is opened in a new browser.

Gold & Silver listings feature one main image, your location, and a link to your own page on our website with a description of up to 250 words and a list of your amenities. Gold Level listings also feature up to 4 additional images in a gallery at the bottom of your page.

**Guests can find you based on your lodging property type, amenities, and/or distance from the mountain!**

The content submitted with your Lodging Advertisement agreement will be published on the Gore Mountain website. Should your operational details change, simply submit your new copy and/or images to us, and your listing will be updated. Please send us copy and image updates frequently; it helps search engine positioning and keeps people informed about your new offerings.

### LODGING PAGE EXAMPLE:




**[Vacations] are Better at Gore**

A Gore Mountain vacation means outstanding value for winter fun at the largest ski area in New York State and a satisfying stay at one of our partner accommodations. Browse through all of our lodging partners below, or use the lodging search bar to narrow down options based on the type of property, distance from the mountain, or amenities you like best while traveling. From grand hotels and rustic lodges to cozy chalets and welcoming B&Bs, you're sure to find the perfect shelter for your winter getaway!

Are you interested in advertising your lodging property with us? [Click here](#) to request more information.

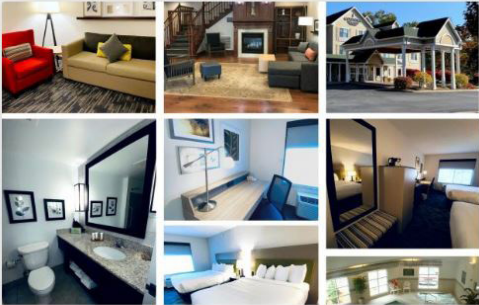
**LODGING SEARCH** +



### Alpine Lodge


From the foothills of the mountain, the Alpine Lodge provides quintessential access to the heart of North Creek. Featuring beautiful rustic-style rooms and suites with tons of Adirondack charm.

264 MAIN STREET, NORTH CREEK NY 12853  
518-251-2451 [LEARN MORE >](#)



### Country Inn & Suites By Radisson Lake George-Queensbury

1130 STATE ROUTE 9, QUEENSBURY NY 12804 [LEARN MORE >](#)



### The Phoenix Inn Resort

307 MAIN STREET, NORTH CREEK NY 12853 [LEARN MORE >](#)

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## WEB LISTING OPTIONS CONTINUED

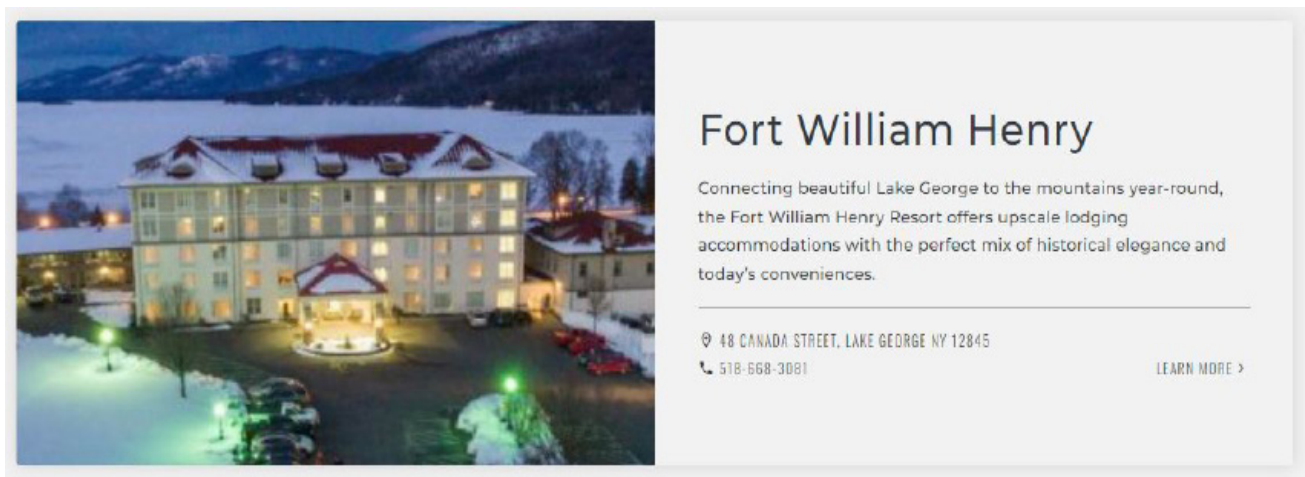
**GOLD LEVEL** A large promo on the lodging page includes your property's name, main image, a brief 20-word description, address, and a link to learn more with a full page containing your description and amenities, photos, a link to your website, and one link to your choice of social media channel within the body of your page.

**PRICE:** \$670

**DESCRIPTION:** 250 WORDS

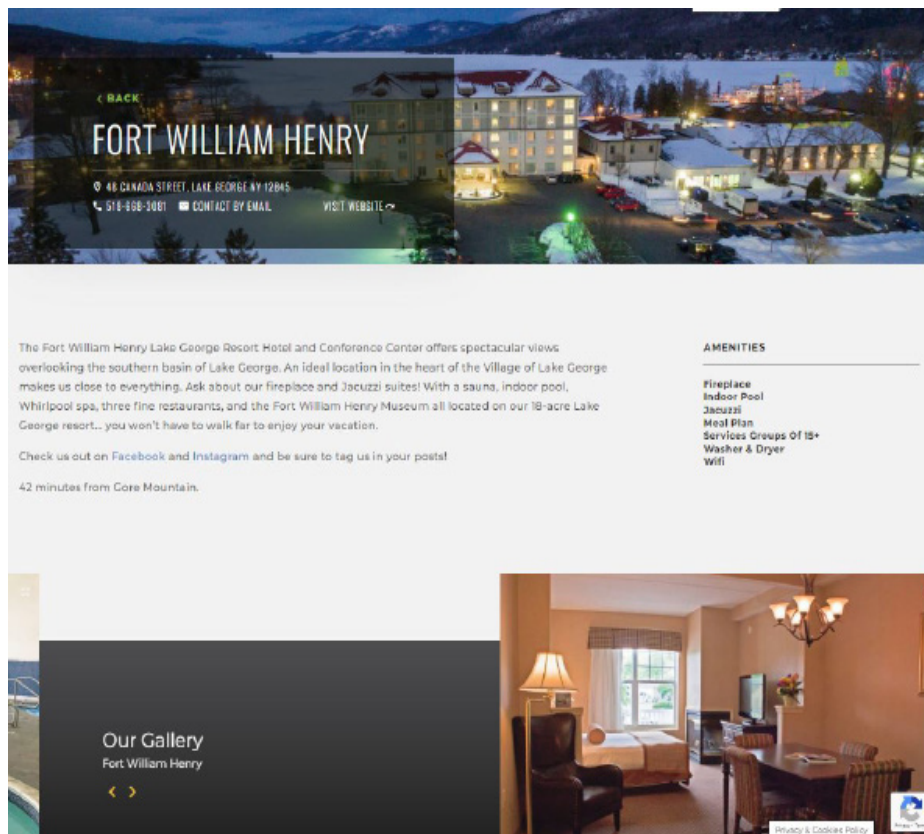
**PHOTO GALLERY:** 4 ADDITIONAL IMAGES

### LARGE PROMO EXAMPLE:



The image shows a large promotional banner for the Fort William Henry resort. On the left is a photograph of the resort building at night, illuminated against a snowy landscape. On the right, the text reads: **Fort William Henry**. Below the title is a short description: "Connecting beautiful Lake George to the mountains year-round, the Fort William Henry Resort offers upscale lodging accommodations with the perfect mix of historical elegance and today's conveniences." Further down, the address "48 CANADA STREET, LAKE GEORGE NY 12845" and phone number "518-668-3081" are listed. A "LEARN MORE" link with a right-pointing arrow is positioned at the bottom right of the text area.

### PAGE EXAMPLE:



The image displays a full webpage layout for the Fort William Henry resort. At the top is a wide banner image of the resort at night, overlaid with a semi-transparent dark box containing a "BACK" link, the property name "FORT WILLIAM HENRY", the address "48 CANADA STREET, LAKE GEORGE NY 12845", the phone number "518-668-3081", and links for "CONTACT BY EMAIL" and "VISIT WEBSITE". Below the banner is a text block describing the resort's location and amenities. To the right of this text is a list of amenities: Fireplace, Indoor Pool, Jacuzzi, Meal Plan, Services Groups Of 15+, Washer & Dryer, and Wifi. Below the text is a social media link: "Check us out on Facebook and Instagram and be sure to tag us in your posts!" and a note: "42 minutes from Core Mountain." At the bottom of the page is a "Our Gallery" section with a "Fort William Henry" sub-header and navigation arrows. The gallery image shows an interior view of a room with a dining table and chairs. A "Privacy & Cookie Policy" link is visible in the bottom right corner of the gallery image.

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## WEB LISTING OPTIONS CONTINUED

**SILVER LEVEL** A medium promo on the lodging page includes your property's name, main image, address, and a link to learn more with a full page containing your description, amenities, and a link to your website.

**PRICE:** \$330

**DESCRIPTION:** 250 WORDS

### MEDIUM PROMO EXAMPLE:




**Fern Lodge**

46 FIDDLEHEAD BAY ROAD, CHESTERTOWN NY 12817

[LEARN MORE >](#)

### PAGE EXAMPLE:



[BACK](#)

## FERN LODGE

46 FIDDLEHEAD BAY ROAD, CHESTERTOWN NY 12817

518-814-7238 [CONTACT BY EMAIL](#) [VISIT WEBSITE](#)

In the midst of the majestic Adirondack Mountains, overlooking pristine Friends Lake, there stands a wondrous guesthouse where luxurious Adirondack lodging, sumptuous beds, indulgent baths, and unforgettable breakfasts join in an atmosphere of rustic elegance and lakeside living. Your Fern Lodge accommodation is a choice of five intimate guest rooms that are uncommonly comfortable – both rustic and elegant, even magnificent. Other hotels in the Adirondack Mountains cannot live up to our resort standards. All guest accommodations have king-size beds, large stone fireplaces, and private porches offering wonderful lake and/or mountain views. All rooms have private luxury baths with deep-soaking Jacuzzi tubs, and a small wet bar, refrigerator, and television. The nightly rate at Fern Lodge includes an unforgettable breakfast, nightly turndown service, Wi-Fi, and a wide variety of on-site activities including a pool table, theatre, snowshoeing, and numerous roaring fireplaces.

18 minutes from Gore Mountain.

#### AMENITIES

- Fireplace
- Jacuzzi
- Meal Plan
- Wifi

**BRONZE LEVEL** A small promo on the lodging page includes your property's name, main image, address, and a link to your website.

**PRICE:** \$165

### SMALL PROMO EXAMPLE: (low-res)



**Roaring Brook Guesthouse**

847 PEACEFUL VALLEY ROAD  
NORTH CREEK NY 12853

## ADDITIONAL PROMOTIONS

### LODGE TV SCREEN ADS

Mounted TV screens located at the Base Lodge, Northwoods Lodge, North Creek Ski Bowl, and Saddle Lodge feature a rotating slideshow that includes Gore promotions and your advertisement.

Each TV screen ad appears for 0 seconds, totaling an average of 66 times a day.

- Silver Level Listing (2 Weeks)
- Gold Level Listing (2 Weeks)

These TV advertisements are professionally designed by Gore Mountain.

#### EXAMPLE:



### QR CODE TO OUR AREA DINING PAGE ON DISPLAY

A QR code to our lodging page will be on display in all of our lodges directing guests to access your listing.

- Bronze Level Listing
- Silver Level Listing
- Gold Level Listing

### PODCAST SHOUT OUTS

Let us speak highly of you with a podcast shout out! We release a daily More Gore podcast to let our skiers and riders know anticipated snow conditions and exciting news. Skiers and riders frequently tune into the podcast- your feature(s) will just be a few seconds but have high impact on listeners.

- Silver Level Listing (1 Shout Out)
- Gold Level Listing (2 Shout Outs)

### FEATURED SOCIAL MEDIA POST

Tap into our social media followers! Gore Mountain will craft a social media post for our Facebook, Instagram, and Twitter. This post will feature one of your images, text, and a link.

- Gold Level Listing (1 post on Media Channels)

### LODGING FLYER

Have your property in print! A flyer featuring other Gold Level properties will be displayed in our lodges, directing guests to your property. This flyer will also be on the road as we visit travel shows and expos for the ski season.

- Gold Level Listing

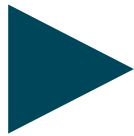
### ADVERTISER SKI DAY & MIXER:

Thursday, January 4, Plan to join us for a fun day of skiing & networking! Enjoy discounted tickets this day for paying advertisers and their designees, along with a mixer in the Tannery.



## SIGN UP TODAY!

Fill out our Lodging Ad Signup  
Form located at:



**[goremountain.com/lodging-  
advertisements/](https://goremountain.com/lodging-advertisements/)**

Scan with your phone or visit:



## CONTACT US

If you would like more information or to request a PDF or hard copy of the Signup Form, please reach out to Andrew Short:

Email: [ashort@GoreMountain.com](mailto:ashort@GoreMountain.com)

Phone: (518) 251-2411, x 1124