

In conjunction with  
WCBS Newsradio  
stations in major  
metropolitan areas

# Short Escapes

## Getaways for Meetings and Business Retreats

### A Co-op Marketing Program Designed for Meeting Getaways Convenient to Top Metro Areas

Everybody knows about the nation's top meetings centers. **Short Escapes Getaway Meetings Program** provides a unique opportunity for business and association meeting planners seeking destinations and facilities conveniently located near major metropolitan areas and tourist locations. Short Escapes offers select destinations highly efficient, measurable, fully integrated business development opportunities in both the corporate and leisure

markets, incorporating print, Web, e-mail, and WCBS business radio in targeted metropolitan areas.

**Shortescapes.net** identifies special destinations near major metropolitan areas that offer businesses and associations the ability to hold conveniently located meetings or intimate retreats of special appeal to attendees with interest in the out-of-doors. We provide a complete branding and marketing program designed

to help these destinations increase their business tourism by providing a website portal to highlight select destinations and provide complete information for meeting planners; a high-impact radio advertising campaign; and Web and print advertising to reach national meeting planners through *Engagement Strategies* and *SMERF Meetings Journal* magazines, websites, and e-mail newsletters that cover the business and association meetings marketplaces.

“ We offer a cooperative marketing approach to help selected destinations generate far more visibility than would be possible on their own. ”

Short Escapes  
Getaways for People Who Love to Explore

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12 Great Experiences Near New York City, with More D

Featuring:

- Walks and bike rides
- Detailed directions and walking maps
- Hotels, romantic inns and B&Bs
- Restaurants and
- Special places to
- Historic sites

Inaugural Escapes

Here are the first dozen of many more special Experiences to come. Most drive from a major city in New York, New Jersey or Connecticut. Each Escape is for a complete getaway for an afternoon, a day, or a weekend.

Escape 1: Piermont, N.Y. The Footpath From Gotham. Sweeping river views, ancient forest roads, an abandoned industrial site, a picturesque village, and terrific country dining.

Escape 2 and 3: The Rivertowns of Dobbs Ferry, Hastings on Hudson, and Irvington, N.Y. Two walks along the scenic 19th century Croton Aqueduct, and the opportunity to explore quaint riverside villages and to enjoy shops, galleries, day spas, casual and fine dining, and breathtaking river views... Plus a historical bike ride along the Old Putnam railroad.

Escape 4: Pocantico Hills & Sleepy Hollow, N.Y. In the Land of Ichabod Crane. Stunning Hudson River views, colonial footpaths in legend-filled forests, and the remains of a large

Escape 8: New Paltz "Gunks." Excellent Hudson River formations, a serene escape in a bustling college town.

Escape 9: Litchfield A preserve with wide marshlands, and Connecticut New England town views.

Escape 10: Ringwood Friends. Spectacular views of Manhattan skyline; an

Stay close to the beaten path.

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Find Your Escape

Click on a region to find an Escape. Twelve are near New York City — 8 in New York, 3 in New Jersey and 1 in Connecticut — and an inaugural international Escape is in France.

Share | Facebook | Twitter | LinkedIn

Featured Listings

Click for Marriott Springhill Suites weekend specials or for exquisite weekend experiences at the Castle.

Find an Escape

United States

- Connecticut
  - Litchfield County
- New York
  - Hudson River Valley
  - Long Island
- New Jersey
  - Near New York City

France

- Normandy
  - Near Mt.-St-Michel

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## The Opportunity

Join the **Shortescapes.net Getaway Meetings Marketing Program** to:

- Cost-effectively attract corporate and association meetings to your community by working with other Short Escapes destinations to increase the impact and lower the costs for all.
- Brand your destination for meeting planners seeking a unique venue for meetings and retreats.
- Take advantage of a regional radio advertising package and national campaign to cost-effectively reach corporate and association meeting planners.

## The Shortescapes.net Concept

**Shortescapes.net** is a website and cooperative marketing program based on a series of travel books originally produced for Random House's Fodor's Travel division. The free website points tourists and regional residents to special places for a memorable afternoon walk or an extended stay, featuring information on walks, bike rides, history, what it's like to live there and local tourism attractions and services.

**Shortescapes.net** features locations selected by the editors based on:

- Meeting facilities
- Beauty and historic interest
- Access to walking trails, or biking, canoeing and kayaking
- Picturesque areas
- Proximity to cities and tourism attractions
- Availability of restaurants, lodgings, shops and other travel services
- Events and farmers markets

**Shortescapes.net** leverages the power of the Internet – and a proven format combining nature, history, recommended restaurants, lodging and shops – and targeted radio promotions to help meeting planners find wonderful getaway locations. It offers a cooperative marketing approach to help selected destinations generate far more visibility than would be possible on their own.

**ShortEscapes.net**  
Getaways for People Who Love to Explore

**A Walk Along the Aqueduct**  
Escape 2:  
Hastings-on-Hudson and Dobbs Ferry, N.Y.

**Walk Highlights**  
A shady walk along the Old Croton Aqueduct, a 19th-Century engineering triumph that once supplied water to New York City and is now a National Historic Landmark; impressive Hudson River views; two old river towns with galleries, shops and top restaurants.

**About ShortEscapes.net**  
A free on-line guide for people who like to explore.  
• Day and weekend escapes to the countryside  
• Walks and bike rides

**Other Places Nearby**  
A riverside museum displaying the works of the Hudson River Valley; the legendary home of Washington Irving; a castellated mansion overlooking the Hudson River; the land of Ihabod Crane; the home of the

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**Escape 2:**  
Hastings-on-Hudson and Dobbs Ferry

**MAP KEY**  
P Parking  
Waypoint numbers corresponding to directions  
Start  
End  
H History  
V Viewpoint

Maps by Google Maps

**Short Escapes for Getaway Meetings** is specifically designed for those destinations that also provide an infrastructure for business and association meetings and retreats.

## A Cooperative Marketing Program to Put Your Destination on the Map

**Shortescapes.net provides a turnkey, fully integrated leisure and business tourism development program tailored to your community, including:**

- A portal to selected destinations at <http://www.Shortescapes.net> for both business and leisure travelers.
- A website for your destination with a history, what it's like to live there, walking maps and listings for local travel services – *See inaugural destination at <http://www.rivertownsnyc.org>.*
- Creation of tourism and walking maps for distribution at local attractions, restaurants and hotels. *See sample at: <http://rivertownsnyc.org/A-Walk-Along-the-Aqueduct.4039067.html>*
- Complete information for meeting planners for those destinations with

appropriate facilities.

- A three-week radio advertising program on WCBS news radio to reach business decision-makers in the nearby metro area leading up to peak business meeting planning periods in the fall and spring in which your organization's name will be featured.

- An integrated e-mail and print marketing campaign to reach business meeting and incentive travel planners throughout the U.S. in *Engagement Strategies Magazine* and *SMERF Meetings Journal*, which reach a large percentage of the leading corporate and association meeting planners for the business marketplace.

- An integrated e-mail and print marketing campaign to reach meeting planners for societies, fraternal organizations and educational organizations seeking more affordable yet convenient locations.

## Cost

- \$7,500 for one year program for the Getaway Meetings marketplace;
- \$12,500 if combined with Leisure Co-Op Marketing program (*See Leisure Co-Op Marketing proposal*)