

**In conjunction with
WCBS Newsradio
stations in major
metropolitan areas**

Short Escapes

Getaways for People Who Love to Explore

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

Shortescapes.net identifies special destinations that are ideal for leisure travelers or business meeting planners seeking affordable, green-oriented destinations. We provide a complete branding and marketing program designed help these destinations increase their tourism by targeting

specifically the people most likely to enjoy them—travelers of all ages who enjoy walking, bike rides, canoeing and kayaking, as well as discovering the special history, culture, shopping, restaurants and lodging opportunities that can turn a weekend into a memorable getaway.

In conjunction with WCBS Newsradio stations in your region and in other leading metro areas, the program reaches a targeted audience of educated “experiential” travelers of all ages. Short Escapes offers select destinations a unique way to measurably increase tourism at a very low cost.

“ Each Escape awakens walkers to the moods and flavors of a place and its people, and evokes a real sense of the past ”

The Opportunity

Join the **Shortescapes.net** Cooperative Marketing Program to brand your destination as a great place for people who love to explore.

- Cost-effectively attract tourism and regional visitors to your community via radio advertising by working with other Short Escapes destinations to increase the impact and lower the costs for all.

- Brand your destination to appeal to upscale, educated visitors.

The Shortescapes.net Concept

Shortescapes.net is a web site and cooperative marketing program based on a series of travel books originally produced for Random House's Fodor's Travel division. The free web site 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:

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

Only destinations with these features are selected – not all communities qualify.

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 consumers find wonderful escapes. It offers a cooperative marketing approach to help selected destinations generate far more visibility than would be possible on their own.

Join the inaugural Rivertowns, NY communities of Dobbs Ferry, Hastings-on-Hudson and Irvington in suburban New York City in an effort to build a network of destinations that can benefit by marketing themselves together.

The graphic is divided into several sections. At the top left, it says 'ShortEscapes.net' in a stylized font, with 'Getaways for People Who Love to Explore' below it. A central photo shows a dirt path through a lush green landscape with trees and a body of water in the distance. Text over the photo reads 'A Walk Along the Aqueduct' and 'Escape 2: Hastings-on-Hudson and Dobbs Ferry, N.Y.'. To the right, a green box says 'Sponsored by:' above an advertisement for Spring Hill Suites by Marriott in Tarrytown, NY, including the website 'tarrytownspringhill.com' and phone number '914.366.4600'. Below the photo is a map titled 'Escape 2: Hastings-on-Hudson and Dobbs Ferry' with a 'MAP KEY' showing icons for Parking, Waypoint numbers, Start, End, History, and Viewpoint. Text below the map describes the walk highlights and other places nearby.

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 Ichabod Crane; the home of the

The Benefits to Your Community

Shortescapes.net is designed to create a new source of business for your merchants by attracting:

- New York, New Jersey and Connecticut residents who want a nearby place to get away
- U.S. and foreign visitors to New York City or the tri-state region who seek to experience the local countryside
- Locals who want to rediscover the richness of their community.

A Cooperative Marketing Program to Put Your Destination on the Map

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

- 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.rivertownsny.org>.
- Creation of tourism and walking

maps for distribution at local attractions, restaurants and hotels. See sample at: <http://rivertownsny.org/A-Walk-Along-the-Aqueduct.4039067.html>

- A direct link from the **Shortescapes.net** website featuring other Shortescapes.net in the New York area.
- An informational campaign to attract foreign and domestic travel guides and writers to your destination.
- If applicable, an effort to educate tour operators seeking new packages that appeal to visitors.
- An integrated public service radio, Web, and e-mail campaign with WFUV.org to reach the demographic segments of travelers most likely to appreciate a Shortescapes.net destination.
- An *optional* Shortescapes.net Travel Information signage program: We provide a co-branded, high-impact informational sign that links the Shortescapes.net experience to your local travel resources.

Cost

The Short Escapes program is \$7,500 for one year, or \$12,500 if combined with the Meetings Co-op Marketing program.