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## **MONTAUK SEEKS ‘LEAVE NO FOOTPRINT’ VISITOR**



The Montauk Chamber of Commerce continues to step up outreach to family, nature lover and mature adult travelers by exhibiting at the New York Times Travel Show, January 28 and 29, 2017, at the Jacob K. Javits Center, NYC, announces Laraine Creegan, executive director. It is the largest travel consumer and trade show in North America representing more than 500 destinations and travel suppliers.

These targets are, for the most part, the “leave no footprint” visitors that Montauk seeks. They have as little impact as possible on the communities they visit, says the business group which also serves as a destination marketing organization for Montauk, Long Island.

“The targeted visitor campaign achieved 95 percent lodging occupancy in August 2016 and we saw more families and mature travelers than the year before,” says Creegan. “Nature lovers—surfers, fishermen, trail walkers, beach and ocean lovers—have always been a mainstay.”

The Chamber wants people to see and experience Montauk the way locals do: as a conserved resort community with a unique seaside character and laid-back quality of life.

For the first time, three videos, TV and digital ads, “This Is Montauk,” were produced. They depict Montauk as an authentic vacation spot for families, outdoors and culinary tourists. I family and outdoors videos were released in 2016. The culinary film premieres in spring, 2017.

The family video follows a Montauk family’s leisure time experiences doing activities it adores.

Witness a morning bike ride; surfing and yoga on the beach; fishing off the dock; on a fishing boat; at a horse ranch, playing mini-golf; sunfish sailing; lunching dockside; beach walking. The video ends at sunset at a beachside restaurant where the kids skip stones and mom and dad relax.

The outdoors video shows Montauk for visitors seeking an unspoiled fishing, watersports and outdoors vacation spot.

Watch fishing on charter and party boats; dockside fishing and surfcasting; stand up paddling; surfing; kayaking; sailing; golfing; horseback riding; biking; hiking the Walking Dunes and trails; and, sunbathing and swimming on beaches.

Both show breathtaking aerial views of Montauk's landscapes, seascapes and lighthouse.

The third video illuminates Montauk's farm, sea and vine fresh to table offerings for culinary tourists, "because food and drink are a pathway to experience the essence of a place," says Cregan.

"This is Montauk" family video is produced by Tauk Is Cheap Productions and KGMedia, LLC. The outdoors and culinary videos are produced by Colorbar Video and KGMedia.

*Montauk Chamber of Commerce is a member business organization dedicated to providing community leadership for developing and sustaining a sound economy, primarily through responsible tourism, for Montauk, NY. It provides leadership in the creation of constructive community action and a forum for the exchange of ideas and information for the betterment and care of the hamlet.*

Links to the videos:

Family: [This Is Montauk](#)

Outdoors: <https://www.youtube.com/watch?v=Cq4obnqdpwg>

Find them on our website: <http://www.montaukchamber.com/>

Link to current Montauk Vacation Guide:

[http://www.montaukchamber.com/template.html&merge=vacation\\_guide](http://www.montaukchamber.com/template.html&merge=vacation_guide)

[www.facebook.com/pages/montauk-chamber-of-commerce/296102421861](http://www.facebook.com/pages/montauk-chamber-of-commerce/296102421861)

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