



ROOST DESTINATION MARKETING+ MANAGEMENT PLAN

2025 MARKETING & MANAGEMENT STRATEGY UPDATE

Supplemental Documentation
for the 2023-2025 ROOST
Destination Marketing and
Management Plan



ABOUT THIS UPDATE

As we approach 2025, the Regional Office of Sustainable Tourism (ROOST) is continuing to drive our efforts with the guidance of the 2023-2025 Destination Marketing and Management Plan (DMMP). The three-year plan addresses the unique needs of our communities, focusing on destination development, long-term sustainability, community housing, and workforce development, while also outlining marketing priorities and strategies for the seven regions we serve.

Looking ahead to our program of work for the upcoming year, the DMMP will remain central to our strategy. Alongside it, the “2025 Marketing & Management Strategy Update” highlights key projects and initiatives for the year that may not necessarily be called out in the three-year plan.

LAYING THE GROUNDWORK FOR 2025

In 2024, we made significant advancements to position our program for future success in destination marketing and management. We began the year by supporting our communities through the excitement surrounding the total solar eclipse, which showcased the power of regional collaboration through unified messaging and shared goals. This initiative also served as a valuable case study, demonstrating how effective destination management prioritizes comprehensive planning and sustainable practices over simply increasing visitation and economic impact.

Throughout the year, we also focused on important behind-the-scenes work. Specifically, we completely rebuilt our central database (ADK Data), which powers all our digital platforms, enhancing our efficiency in managing content and processing public submissions. We initiated a brand refresh and website rebuild for Adirondacks, USA, our umbrella brand that connects all of ROOST’s regions. In 2025, this program will be revived to assist travelers from their first awareness of the Adirondacks as a vacation destination, facilitate cross-region visitation, and serve as a hub for larger regional campaigns. These initiatives are just a few examples of the work we completed in 2024, setting the stage for an exciting 2025.

In our commitment to sustainable growth that supports both visitors and local communities, ROOST reinforced its focus on destination management in 2024. We supported towns across the region in applying for grants such as Downtown Revitalization Initiative (DRI) and NY Forward, which will fund transformative projects enhancing infrastructure, improving quality of life, increasing access to housing, and driving long-term economic growth. These efforts have laid the groundwork for continued success and vibrant community development in the years ahead.

As we advance our destination marketing and management efforts, we will maintain our commitment to data-driven decision-making. We will utilize regional data and the latest industry trends, allowing us to adapt to the evolving needs of our communities. Our talented team will continue harnessing the growing power of AI in our marketing efforts, enhancing analytical capabilities, optimizing marketing initiatives, and creating targeted strategies to engage our audiences.

REGIONAL PROGRAMMING

In 2025, a key initiative is to increase awareness of the Adirondacks by expanding into new markets, with a parallel focus on boosting repeat visitation. Through aspirational positioning, we will target qualified new audiences poised to bring sustainable economic benefit to the region.

Aligned with our strategic plan, cross-promotion will play a central role in our programming by strategically distributing travelers across the region. This approach will enhance the visitor experience by encouraging exploration of the diverse areas within the Adirondacks, exposing them to the region’s variety of activities, natural beauty, and local culture. This strategy fosters a deeper connection to the entire region, extending both the length of stay and repeat visitation.

Adirondacks, USA

In 2024, ROOST initiated the rebranding and redevelopment of AdirondacksUSA.com. The platform, set to launch in 2025, will feature a refreshed brand and updated messaging, incorporating key regional programs such as Adirondack Wayfinder, Love Your ADK, All Are Welcome Here enhancement, and dedicated landing pages for multi-region campaigns.

Key highlights of the new platform include but are not limited to:

- Fresh branding and messaging to better capture the essence of the larger Adirondacks region and complement our individual region programs.
- Enhance the “All Are Welcome Here” message to foster an inclusive and respectful environment. This consistent message will be conveyed in both tone and campaign, encouraging everyone to treat others as they

wish to be treated—whether it’s respecting trailhead stewards and front-line staff, sharing the road, or embracing the diverse qualities that make each of us feel welcome.

- Increased cross-region visitation through multi-regional marketing initiatives.
- Enhanced Adirondack Wayfinder offering themed itineraries and curated trip ideas.
- Outdoor recreation including a centralized hiking platform. (See the following section).
- Mountain Biking and Road Biking route information as well as bike safe/share the road messaging.
- Craft Beverage and Agritourism Experiences highlighting local producers.
- Snowmobiling opportunities across the region including the Adirondacks ADK Snowmobile App.

- Heritage Tourism focuses on the cultural and historical richness of the Adirondacks.
- Attractions and Cultural Activities to showcase year-round experiences.
- Adirondacks, USA Regional Events Calendar to promote local and regional events.

This platform will act as a catalyst, centralizing travel information and supporting cross-regional marketing initiatives. With the launch of the new website and branding, Adirondacks, USA will leverage TikTok to engage a broader audience and enhance cross-promotional efforts. We will also identify opportunities to pool resources for individual initiatives like printed materials and guides, collaborating under the Adirondacks, USA umbrella to maximize impact and reach.

Love Your ADK / Centralized Hiking Platform

With the launch of the new Adirondacks USA website, the Love Your ADK campaign will evolve into a comprehensive, centralized hiking platform, focusing on Leave No Trace principles and connecting travelers with the hike that is right for them. This initiative will streamline hiking information across all ROOST-managed sites, consolidating it into one easily accessible location.

Key highlights include:

- Enhanced presentation of hiking details across all ROOST-managed websites, making information more user-friendly.
- Quick facts for each hike to help users find the trail that best suits their needs.
- Providing visitors with detailed trailhead parking information, including parking restrictions, and alternative parking/transportation options.
- Messaging on being respectful to all visitors.
- Continued emphasis on Leave No Trace principles integrated into all hiking content to promote responsible outdoor recreation.

This revamped platform will provide visitors with all the information they need to make informed decisions while enjoying the Adirondacks responsibly.

250th Commemoration

Starting in 2025, the Adirondacks and Lake Champlain Region will participate in the national America250 celebrations, commemorating the 250th anniversary of the American Revolution and the signing of the Declaration of Independence. Our campaign will showcase our significant contributions to the nation’s founding, including the first American offensive victory. As we approach 2026, we will expand the program to highlight our region’s legacy of leadership over the past 250 years, from being the “Birthplace of the American Vacation” to our commitment to environmental stewardship.

Key components and themes include:

- **Historic Significance:** The Lake Champlain Region, home to Fort Ticonderoga and Crown Point State Historic Site, played a vital role in the American Revolution. We will commemorate key battles and locations, highlighting Lake Champlain’s impact on the nation’s fight for independence and anchoring a broader heritage tourism effort across the Adirondacks.
- **Collaboration:** Partner with historic sites, local communities, and educational institutions to promote the commemoration.
- **Experience Development:** Cultivate cultural and heritage experiences that will endure beyond the 250th commemoration, ensuring that visitors leave with lasting memories and connections to the region’s rich history.
- **Engagement:** Coordinate with New York State and broader regional initiatives to connect the Adirondacks and its historic sites to state and nationwide 250th celebrations.
- **The Birthplace of the American Vacation:** The Adirondacks’ unique legacy as the birthplace of American vacation will be highlighted, positioning the region as a destination of “firsts.” This commemoration will showcase both its historical and cultural significance, with a focus on heritage and leisure tourism.

MULTI-REGION PROGRAMS/CAMPAIGNS:

THE FOLLOWING ARE SOME OF THE HIGH-LEVEL PROJECTS:

Adirondack Rail Trail

ROOST will promote the Adirondack Rail Trail as a unique recreational asset, attracting outdoor enthusiasts and visitors to the region in all seasons and will continue to develop wayfinding/placemaking signage for the communities.

REGIONS: LAKE PLACID, SARANAC LAKE, TUPPER LAKE
PROJECT TYPE: DESTINATION MARKETING AND MANAGEMENT

Agritourism

ROOST will work with Essex County non-profits, local governments, farmers, and value-added producers to position the region as a destination for local food as well as to build new markets for the region's agricultural producers to sell into.

REGIONS: ESSEX COUNTY
PROJECT TYPE: DESTINATION MARKETING AND MANAGEMENT

Group Travel

In 2025, we will expand our conference and group business by strategically targeting group and business travel to boost mid-week and shoulder season bookings. This effort will focus on increasing occupancy during typically slower periods to offset seasonality.

REGIONS: ESSEX COUNTY
PROJECT TYPE: DESTINATION MARKETING

New Lodging Opportunity Study and Hospitality Recruitment

ROOST will engage a market research firm to conduct a comprehensive market analysis of new lodging opportunities in the LCR and HUB regions, which will then be leveraged to attract new hospitality assets.

REGIONS: LAKE CHAMPLAIN AND ADIRONDACK HUB
PROJECT TYPE: DESTINATION MARKETING

Pro-Housing Designation

ROOST will collaborate with all interested towns in Essex County to achieve Pro-Housing Certification from New York State, ensuring eligibility for key economic development and infrastructure grant opportunities.

REGIONS: ESSEX COUNTY
PROJECT TYPE: DESTINATION MANAGEMENT

Resident Recruitment Initiative for Essex County

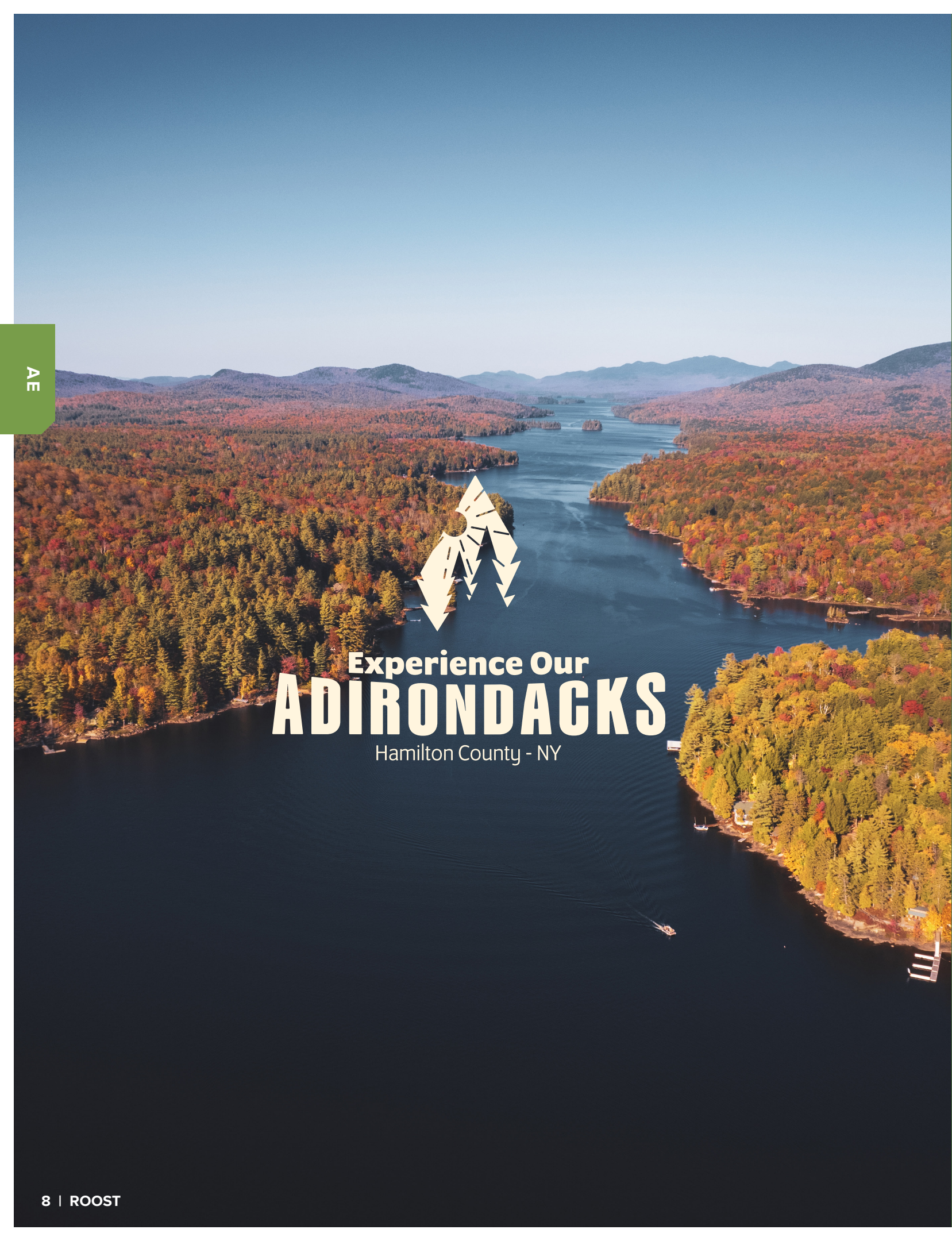
ROOST will launch a website and marketing campaign to attract a new generation of families and workers to Essex County, aiming to grow the population, support local schools, diversify and expand the workforce, and increase the local tax base.

REGIONS: ESSEX COUNTY
PROJECT TYPE: DESTINATION MARKETING AND MANAGEMENT

Targeted Developer Outreach

ROOST will launch a targeted outreach campaign to attract developers to new housing and hospitality development opportunities within the county.

REGION: ESSEX COUNTY
PROJECT TYPE: DESTINATION MANAGEMENT



Experience Our ADIRONDACKS

Hamilton County - NY

EXPERIENCE OUR ADIRONDACKS

EXPERIENCEOURADIRONDACKS.COM | OURADK.COM

Communities: Arietta, Benson, Blue Mountain Lake, Hope, Indian Lake, Inlet, Lake Pleasant, Long Lake, Morehouse, Piseco, Raquette Lake, Speculator, Wells

BRAND STATEMENT

Hamilton County offers the classic Adirondack experience, attracting nature lovers for well over a century. In the heart of the Adirondacks, this region is many things: a historical gem, a sportsman's paradise, and a vacation destination for its tranquil woods and small towns. We call it home.

With more than one million acres of undisturbed woods, majestic mountains, cascading waterfalls, and pristine lakes all around us, we're big on outdoor experiences in every season. Hamilton County is especially rich with lakes and myriad waterways, making it the ideal destination for enjoying time on the water. Adventurous travelers can enjoy whitewater rafting, snowmobiling miles of uninterrupted trails, and hiking to fire towers and waterfalls. The more casual travelers can enjoy camping in tracts of uninterrupted forest and birding in diverse habitats. Travelers can also take a step back in time to explore Adirondack history in the birthplace of the American vacation. During the Gilded Age, Hamilton County was a major destination for the wealthiest travelers, who left behind W.W. Durant's landmark Adirondack architecture and the Great Camps.

Intertwined with the outdoors are unique, historic towns rich with eccentric events and warm hospitality reflected in timeless general stores and quaint downtowns. Each season brings festivals, when we celebrate everything from Adirondack art to wildlife and the winter season.

Big on outdoors and small-town charm, we invite you to Hamilton County to "Experience Our Adirondacks."

Slogan: Small Towns, Big Outdoors

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 54.32%
- Cardholders 55+: 44.16%
- Overnight Trips: 40%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 18.6%
- Albany-Schenectady-Troy, NY: 16.2%
- Syracuse, NY: 14.7%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 51 days
- New York, NY: 54 days
- Albany-Schenectady-Troy, NY: 4 days
- Syracuse, NY: 49 days



AE

UPDATE & OVERVIEW

In 2024, the Hamilton County marketing program reached several key milestones. A highlight of the year was the celebration of the Northville-Placid Trail's 100th Anniversary. This effort involved extensive collaboration with regional partners to elevate the trail's visibility and need for long-term investment through comprehensive branding, a dedicated marketing campaign, and a season-long series of special events. In addition to these efforts, Hamilton County underwent a brand refresh to increase location positioning while also reinforcing the brand's "Small Town, Big Outdoors" message.

Looking ahead to 2025, the focus will be on leveraging this updated branding to strengthen Hamilton County's position as a leading travel destination. We will continue to amplify this messaging across key platforms, encouraging visitors to discover the county's natural beauty, outdoor opportunities, and unique communities. This strategy is designed to attract a broader audience, particularly travelers seeking authentic, off-the-beaten-path Adirondack experiences.

KEY PROJECTS & INITIATIVES

Website Upgrade

With the introduction of a new centralized database, ExperienceOurAdirondacks.com will gain enhanced capabilities. In 2025, we will upgrade the website to provide more versatile and dynamic ways to display content, improving user experience.

Updated Brand Implementation

In 2024, Hamilton County rebranded to "Experience Our Adirondacks," with the geographic positioner "Hamilton County." The tagline "Small Towns, Big Outdoors" has been amplified with its own visual identity. In the coming year, we will focus on updating existing materials and identifying new opportunities

to enhance brand recognition among both travelers outside the region and in-market visitors as well as business partners.

Community-based Websites Development

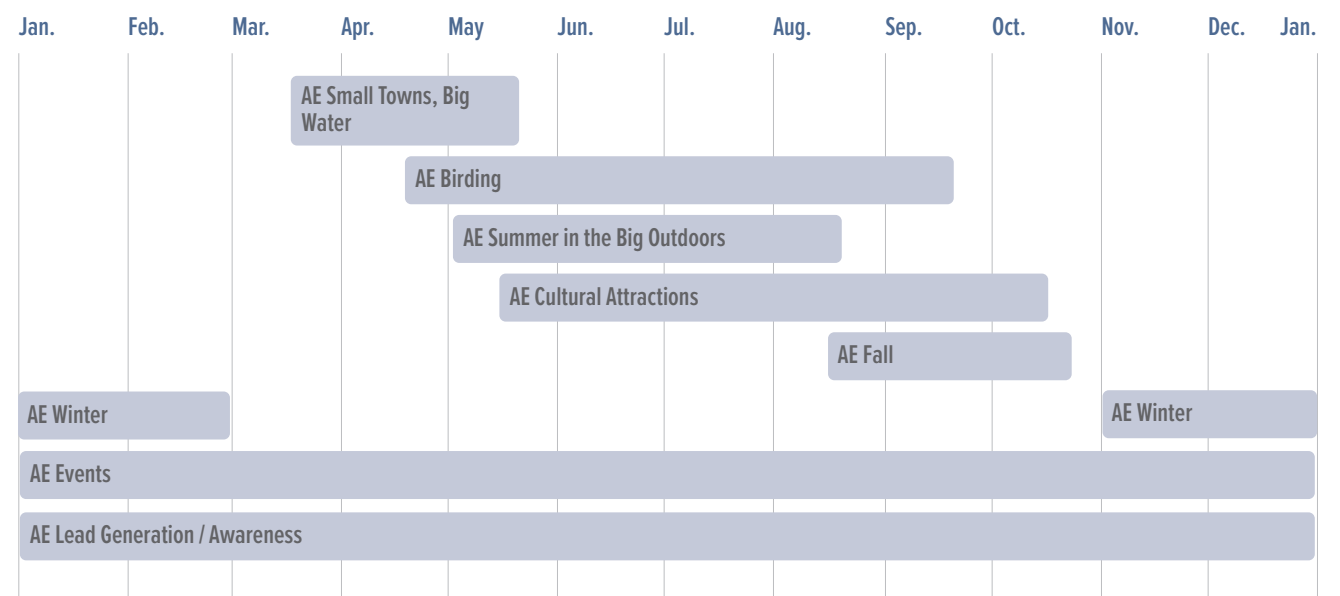
In the first quarter of 2025, updated community-based websites will be launched as part of ExperienceOurAdirondacks.com for Inlet, Speculator Area Chamber of Commerce, and Indian Lake Chamber of Commerce.

Snowmobile Map

We will update and reprint the Hamilton County snowmobile map.

AE

CAMPAIGN TIMELINE



*For additional Hamilton County programming details, see pages 28-39 in the ROOST Destination Marketing & Management Plan (2023-2025).

ADIRONDACK HUB REGION

ADIRONDACKHUB.COM | ADKHUB.COM

Communities: Minerva, Newcomb, North Hudson, Schroon Lake

BRAND STATEMENT

Visiting the Adirondack Hub is like stepping back in time in a refreshingly nostalgic kind of way. Tucked among our lakes and peaks is a collection of communities that blend Adirondack history and modern amenities. This is a hub of all things Adirondack, and if the quaint shops, vibrant eateries, and diverse arts and culture don't pull you in, the down-to-earth hospitality and endless opportunities for outdoor recreation surely will.

The Adirondack Hub is a central launching point for year-round adventure. The four towns that comprise the Hub — Minerva, Newcomb, North Hudson, and Schroon Lake — are easy to get to, while surrounded by stunning public lands. These vast expanses of mountains, forests, and lakes are untouched and waiting to be explored, with trailheads, campgrounds, and boat launches within easy reach. The Upper Hudson Recreation Hub, which also includes the towns of Long Lake and Indian Lake, has extensive offerings. Interconnected trail networks take travelers along gentle terrain to scenic ponds. More adventurous explorers can enjoy easy access to the High Peaks and their challenging ascents. Boating on one of our numerous lakes is not just encouraged, it's a way of life — but so is sharing a quiet backcountry paddle with loons. When it's time to come back to civilization, classic Main Streets await.

Slogan: Relax, We'll Be Here!

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 51.25%
- Cardholders 55+: 42.75%
- Overnight Trips: 50%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 24.9%
- Albany-Schenectady-Troy, NY: 26.6%
- Syracuse, NY: 6.6%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 47 days
- New York, NY: 44 days
- Albany-Schenectady-Troy, NY: 55 days
- Syracuse, NY: 45 days



HUB

HUB



HUB

HUB

KEY PROJECTS & INITIATIVES

Website Upgrade

With the introduction of a new centralized database (ADK Data), AdirondackHub.com will gain enhanced capabilities. In 2025, we will upgrade the website to offer more flexible and dynamic content displays, improving user experience and access to key information.

Schroon Lake Chamber Website

In early 2025, ROOST will support the Schroon Lake Chamber of Commerce with the launch of a new website, fully integrated with the updated ADK Data, enhancing functionality and access to chamber information.

Positioning / Ease of Access

We will focus on building awareness that the Adirondack Hub is easy to reach and rich with amenities and experiences. A priority will be promoting Exit 29 as a key access point, driving more traffic to the North Hudson and Frontier Town areas.

Destination Development and Hospitality Recruitment

ROOST will engage a market research firm to conduct a comprehensive market analysis of new lodging opportunities in Hub communities. The study will then be promoted to attract new hospitality investment in communities that are seeking increased visitation.

Interconnectivity & Wayfinding

To strengthen the connection between the communities of Newcomb, North Hudson, Minerva, and Schroon Lake, we will enhance wayfinding tools. Develop signage and/or map kiosks that will help visitors understand the proximity and unique offerings of each town. This will foster a cohesive visitor experience across the Hub communities.

UPDATE & OVERVIEW

In 2025, the Adirondack Hub, encompassing Newcomb, North Hudson, Minerva, and Schroon Lake, will implement key initiatives to boost tourism and strengthen community connections. A major component of this effort will be upgrading AdirondackHub.com to enhance the site's functionality, providing a dynamic and user-friendly experience that allows visitors to easily access essential information and resources.

To promote the Adirondack Hub as an accessible and amenity-rich destination, we will emphasize convenient access from I-87 and the interconnectivity of the towns. Curated itineraries will highlight the diverse activities and attractions available, simplifying adventure planning for visitors. Additionally, leveraging the new

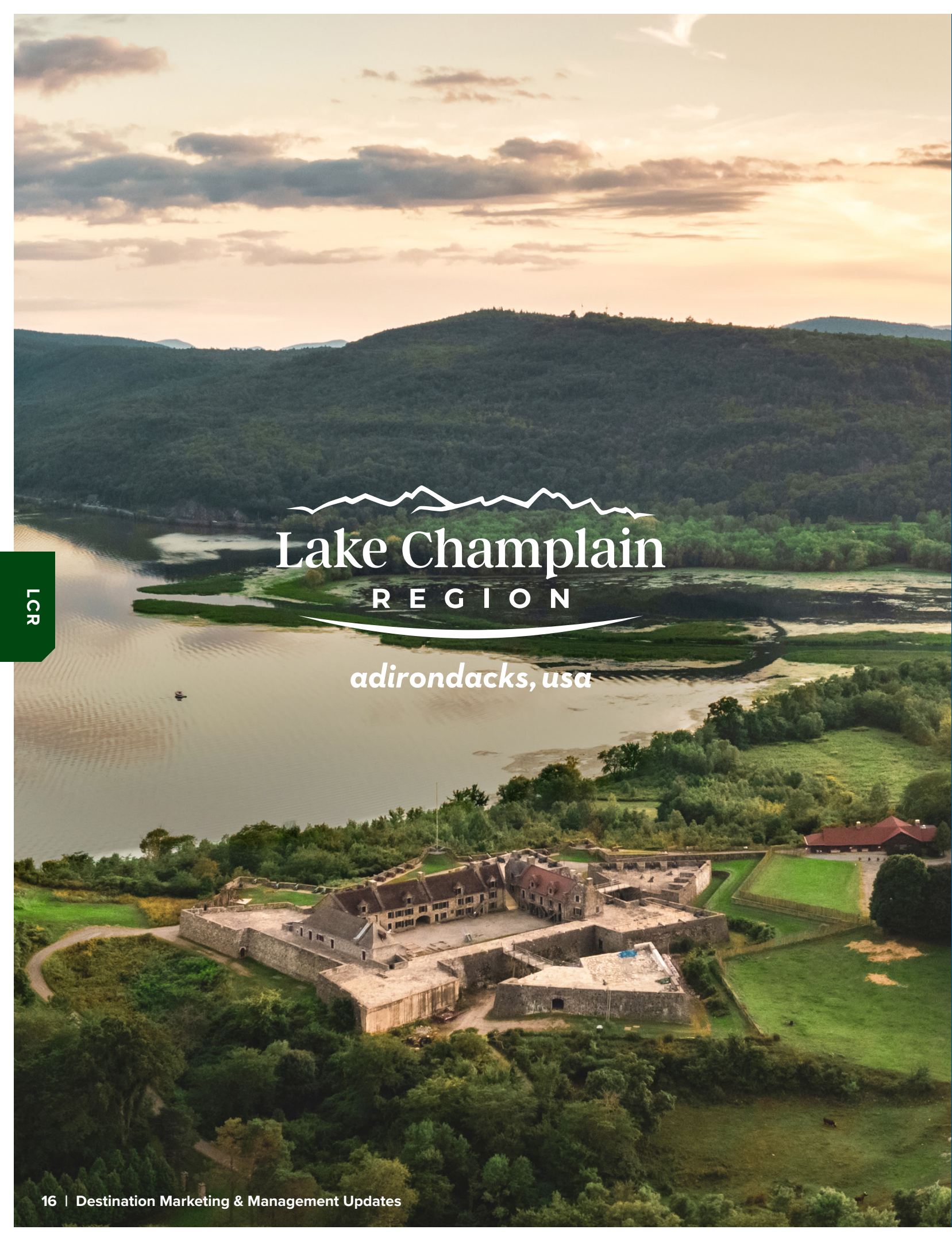
Adirondacks, USA initiative will be crucial for building awareness and driving traffic to our website and the region. Our long-term strategy will focus on developing a comprehensive plan that identifies funding opportunities for wayfinding tools, such as signage and map kiosks, to effectively showcase each community's unique offerings. In 2025, we will collaborate with community partners to initiate this important work.

Alongside regional efforts, we will support individual towns and chambers with tailored website solutions to enhance their community-based initiatives. Through these efforts, ROOST aims to create a cohesive visitor experience and position the Adirondack Hub as a premier destination for exploration and adventure.

CAMPAIGN TIMELINE



* For additional Adirondack Hub programming details, see pages 40-51 in the ROOST Destination Marketing & Management Plan (2023–2025).



LCR

LCR

LAKE CHAMPLAIN REGION

LAKECHAMPLAINREGION.COM

Communities: Chesterfield/Keeseville, Crown Point, Elizabethtown, Essex, Lewis, Moriah/Port Henry, Ticonderoga, Westport, and Willsboro.

BRAND STATEMENT

Situated where New York’s Adirondack Mountains meet breathtaking Lake Champlain, the Lake Champlain Region offers a calm, laid-back destination only a few hours’ driving distance from major metropolitan areas in the Northeast.

Here, visitors will find something special around every corner, with abundant opportunities for exploration and active relaxation. Play on one of the largest interconnected freshwater lakes in North America, surrounded by the Adirondacks and the Green Mountains. On land, an extensive trail network brings together flourishing nature, quaint communities, and gorgeous vistas. Diverse outdoor destinations offer a range of experiences from thrilling adventures to memorable leisure activities.

In this region, discover a distinctive, relaxed area, full of rolling hills, high-quality farm and food experiences, a legendary lake monster, and immersive historic sites that have shaped American history. Adirondack peaks and iconic waterfalls complete this unique blend of striking scenic beauty. Endless outdoor recreation possibilities make the Lake Champlain Region’s open spaces and legendary places a memorable destination.

Slogan: Open Spaces, Legendary Places

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 51.17%
- Cardholders 55+: 46.4%
- Overnight Trips: 39%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 22.5%
- Albany-Schenectady-Troy, NY: 21.0%
- Burlington, VT - Plattsburgh, NY: 6.6%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 47 days
- New York, NY: 45 days
- Albany-Schenectady-Troy, NY: 39 days
- Burlington, VT - Plattsburgh, NY: 50 days



LCR

LCR

UPDATE & OVERVIEW

In 2024, we engaged community partners for feedback as we refreshed the visual identity of the Lake Champlain Region. This revitalized brand will be an essential component as we prepare for several exciting initiatives launching in 2025, including positioning the Lake Champlain Region as a premier travel destination for cultural and heritage experiences. By leveraging the national 250th Commemoration, we aim to attract both immediate and long-term visitors who seek authentic experiences rooted in our rich history.

Additionally, we will enhance our agritourism initiative by assessing local farms, identifying target audiences, and collaborating with farmers and community

organizations like Cornell Cooperative Extension and Adirondack Harvest. This effort will promote regional assets through a distinct brand for events like harvest festivals and farm tours, thereby increasing visitor awareness and expanding this segment of the tourism market.

Regular programming will continue to highlight the region's stunning landscapes, outdoor recreation opportunities, and high-quality attractions. With these initiatives and a fresh visual brand, 2025 promises to be a "legendary year" for our programming in the Lake Champlain Region.

KEY PROJECTS & INITIATIVES

Website Upgrade & Visual Brand Implementation

With the upgraded centralized ADK Data system, LakeChamplainRegion.com will gain enhanced functionality. In 2025, we'll upgrade the site to offer more flexible and engaging content displays, improving the user experience. This upgrade will also incorporate the updated visual branding for the Lake Champlain Region, which will be integrated across the website and marketing efforts. Additionally, we will focus on in-market representation to boost awareness of the region's offerings.

250th Commemoration of the American Revolution

Set along America's first superhighway (Lake Champlain) and home to Fort Ticonderoga and Crown Point State Historic Site, the Lake Champlain Region played a vital role in the formation of our country. Throughout the multi-year commemoration of the 250th anniversary of the American Revolution, we will leverage this exposure to position the region as a premier destination for cultural and heritage tourism. (See page 5 for more details on this initiative.)

Lake Champlain Region Printed Guide

We will reproduce the popular Lake Champlain Region Adventure Guide to provide updated information on outdoor activities, agritourism, heritage experiences, and local businesses. This guide will also feature suggested itineraries to help visitors plan their trips and explore all the region has to offer.

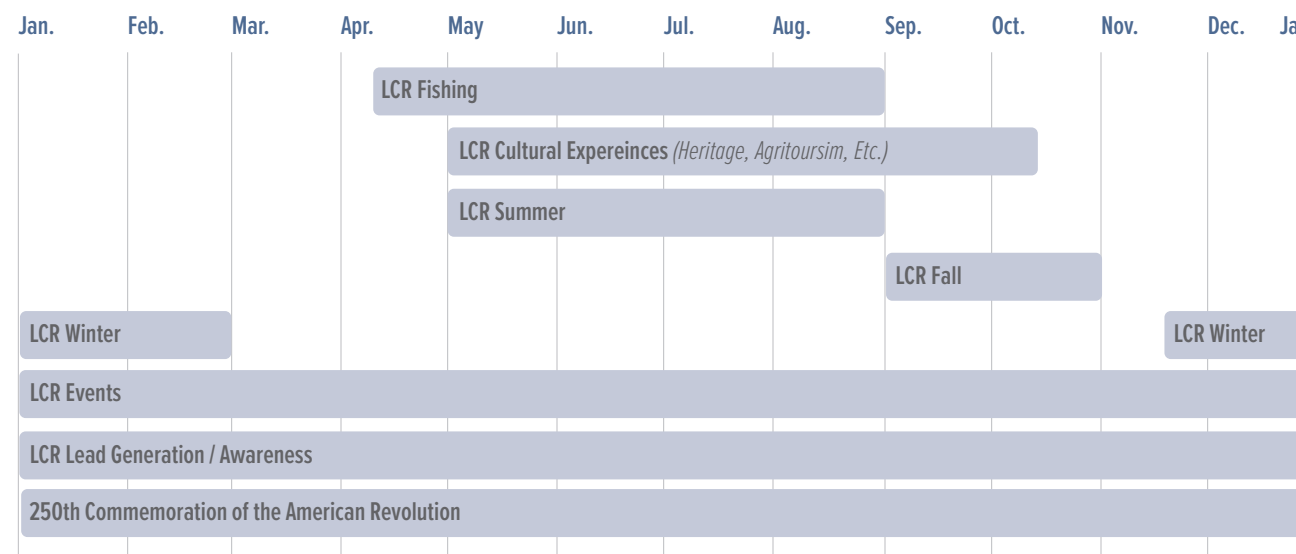
Elizabethtown Website

ROOST will collaborate with the Town of Elizabethtown and the Elizabethtown Social Center to develop a new community website.

Destination Development and Hospitality Recruitment

ROOST will engage a market research firm to conduct a comprehensive market analysis of new lodging opportunities in the Lake Champlain Region, which will then be leveraged to attract new hospitality assets to the region.

CAMPAIGN TIMELINE



* For additional Adirondack Hub programming details, see pages 52-63 in the ROOST Destination Marketing & Management Plan (2023-2025).

LAKE PLACID / HIGH PEAKS REGION

LAKEPLACID.COM

Communities: Keene, Keene Valley, Lake Placid, Town of North Elba

BRAND STATEMENT

There is an Adirondack village nestled amidst New York's highest mountains, where all are welcome to invent their own perfect day. Lake Placid is a community where a rich sporting legacy, modern culture, and unparalleled natural beauty balance in perfect harmony. Elite international events and iconic venues offer everyone a chance to experience and embrace Lake Placid's thriving Olympic spirit alongside the athletes themselves. Our historic Main Street offers a vibrant downtown scene where people gather to shop, dine, explore arts and live music, and stroll along the shores of Mirror Lake—the heart of our alpine village. Whether your version of outdoorsy is lounging lakeside, hiking to a scenic view, or seeking thrills with high-adrenaline activities, opportunities to connect with nature abound in every season. For days and nights filled with things that make life more adventurous, romantic, and fun, join us in Lake Placid.

Slogan: Invent Your Own Perfect Day



Lake Placid

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 53.71%
- Cardholders 55+: 38.49%
- Overnight Trips: 40%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 31.8%
- Albany-Schenectady-Troy, NY: 13.9%
- Syracuse, NY: 6.8%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 52 days
- New York, NY: 46 days
- Albany-Schenectady-Troy, NY: 55 days
- Syracuse, NY: 49 days



KEY PROJECTS & INITIATIVES

Brand Implementation

In 2024, we collaborated with the Lake Placid community to develop a unified brand that reflects the destination's unique character. In 2025, we will focus on brand implementation and placemaking initiatives, creating recognition and building a stronger identity that resonates with both visitors and residents.

region will be central to this initiative, positioning the area as a premier cycling destination.

Destination Management for Large Events

We will focus on enhancing the Lake Placid Horse Show to ensure its prominence in the regional calendar. Our destination management support will extend to major events like IRONMAN, lacrosse, rugby, and the UCI Mountain Biking World Series, aiming to maximize their benefits and mitigate pressure points. This will position Lake Placid as a world-class outdoor recreation destination.

Printed Guides

We will assess and develop a long-term strategy for the Lake Placid Guide to ensure it remains a valuable resource for new and returning visitors while advancing sustainability initiatives. Additionally, we will introduce new resources, including an Essex County Transportation Guide.

Bike-Friendly Community

With increased bike traffic from the Adirondack Rail Trail and the growing popularity of road cycling and mountain biking, we will collaborate with community partners to ensure safe and enjoyable experiences for both locals and visitors. Safety and infrastructure improvements in Lake Placid and the surrounding

LP Destination Management Plan

In October 2024, ROOST supported Lake Placid in applying for New York State's Downtown Revitalization Initiative, proposing new commercial spaces, workforce housing, and expanded access to local, accessible recreation. This opportunity will continue to be pursued through 2025.

UPDATE & OVERVIEW

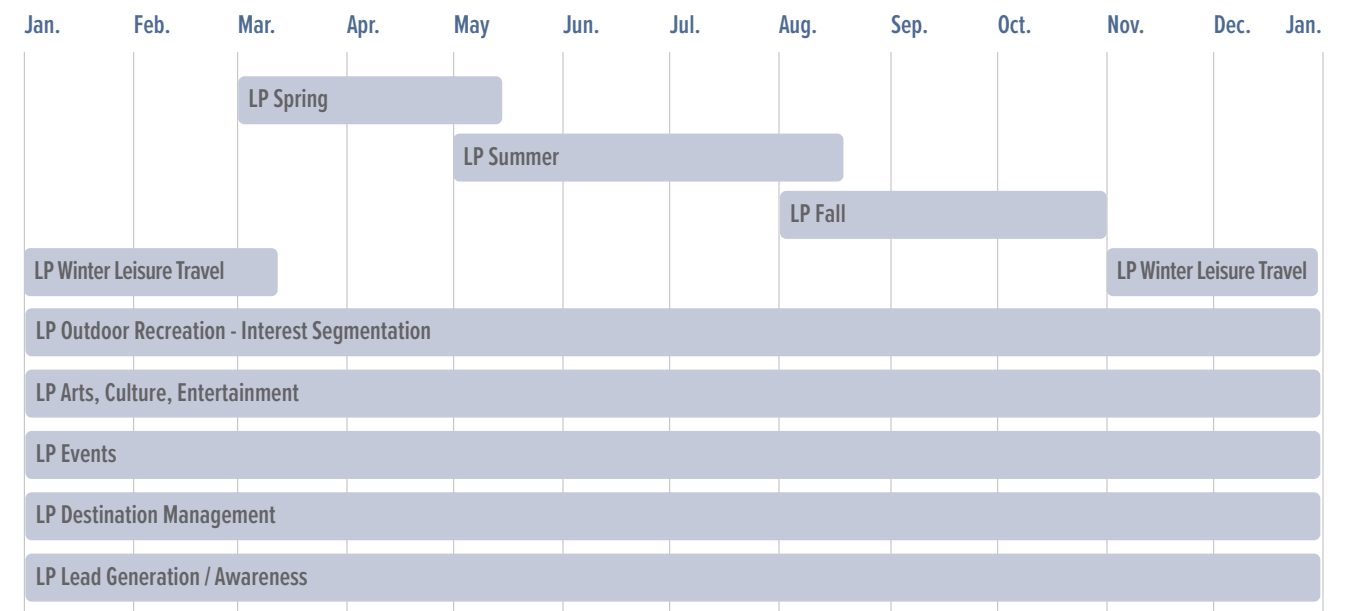
In 2024, we worked with the community to refresh the branding and website, enhancing visibility and recognition. The new branding fosters a cohesive identity that resonates with residents while positioning the region as both a top destination and a desirable place for investment. Our new website will be key in delivering this message and driving the success of our marketing efforts as we move forward.

On the destination management front, we partnered with event organizers and community leaders to manage the impact of large events, focusing on maximizing benefits while mitigating negative effects. We also advanced the Lake Placid/North Elba Destination Management Plan by submitting a

Downtown Revitalization Initiative (DRI) application for Lake Placid.

Looking ahead, our focus will be on aspirational messaging designed to attract high-value visitors who appreciate the unique offerings of the Lake Placid and High Peaks Region. We will also emphasize sustainability in our initiatives, promoting eco-friendly practices that protect our natural resources and enhance the visitor experience. By showcasing our stunning landscapes and diverse weather-resistant cultural experiences, we are committed to elevating the region's status as an exceptional travel destination while preserving its beauty and authenticity for future generations.

CAMPAIGN TIMELINE



* For additional Lake Placid/High Peaks Region programming details, see pages 65-77 in the ROOST Destination Marketing & Management Plan (2023–2025).



SARANAC LAKE REGION

SARANACLAKE.COM

Communities: Lake Clear, Paul Smiths, Gabriels, Bloomingdale, Ray Brook, Saranac Lake, St. Armand

BRAND STATEMENT

Saranac Lake is a place that's authentically Adirondack and decidedly different. At first glance, it's a historic village where the lakes and mountains are as accessible as the fresh air.

A closer look reveals a downtown with a lively atmosphere where creative energy flows freely. Art, music, and healthy living help define the culture of this inspiring place, while shops and cafes provide waypoints for connecting with locals.

Here is a hub that connects surrounding communities, and it's all intertwined with waterways, forests, and roads that roll past one scenic vista after another. This is a place where a beautiful balance is struck: a nature-lover's paradise infused with bold, fun ideas and originality, all done in a way only Saranac Lakers can pull off.

Slogan: Decidedly Different

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 52.80%
- Cardholders 55+: 43.82%
- Overnight Trips: 50%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 19.6%
- Albany-Schenectady-Troy, NY: 17.5%
- Syracuse, NY: 8.2%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 49 days
- New York, NY: 43 days
- Albany-Schenectady-Troy, NY: 41 days
- Syracuse, NY: 44 days



KEY PROJECTS & INITIATIVES

Website Upgrade

With the implementation of the new centralized ADK Data system, SaranacLake.com will gain enhanced functionality. In 2025, the site will be upgraded to offer more flexible and engaging content displays, improving the overall user experience.

Group Travel

ROOST will collaborate with regional partners to develop and execute a strategy aimed at increasing utilization and revenue for the Saranac Lake Civic Center, focusing on attracting group travel while enhancing mid-week and shoulder season opportunities and promoting local lodging options to support this growth.

Adirondack Rail Trail

We will continue building out our integrated marketing initiative to showcase the Adirondack Rail Trail. This includes working with community stakeholders to create cohesive signage and promotional materials that

highlight the trail and local business amenities. Both printed and digital resources will assist with access points, trip planning, distance, amenities, and points of interest. We will also support communities along the trail with marketing and signage to promote new recreational and business opportunities.

Baker Mountain Parking Signage

In 2025, we will assist the Town of St. Armand by designing new signage at Moody Pond to manage parking and visitor flow for Baker Mountain.

Destination Management Plan

We will work with community partners to identify funding opportunities and update Saranac Lake's Destination Management Plan (DMP). Through stakeholder engagement, this plan will address current needs, support sustainable tourism, and align with long-term community goals.

UPDATE & OVERVIEW

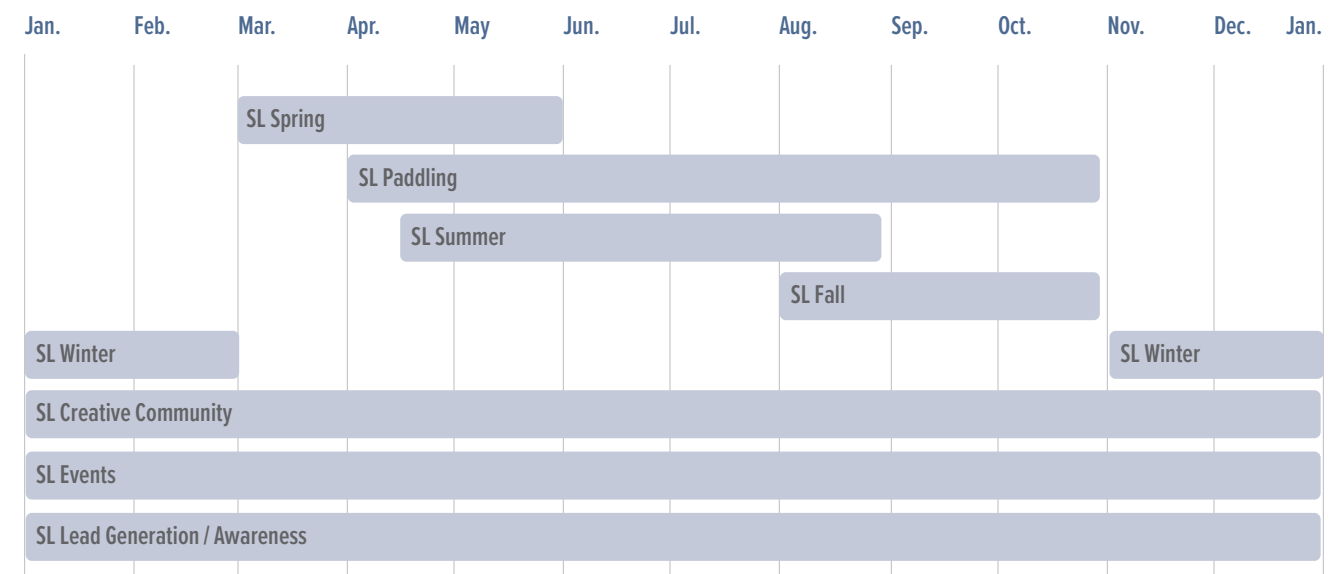
In 2024, highlights of our programming for Saranac Lake included substantial marketing support for both new and returning events, such as festivals, community celebrations, and outdoor activities that attract residents and visitors alike. We collaborated closely with event organizers to create promotional materials and marketing campaigns while also providing organizational support. Additionally, we focused on raising awareness for the launch of the Adirondack Rail Trail, a significant new 4-season attraction. Looking ahead to 2025, we will enhance our support for the Adirondack Rail Trail by implementing comprehensive tools such as improved signage, wayfinding, and integrated digital and print marketing strategies designed to elevate the visitor experience.

In addition to our promotional efforts, we facilitated the transition of the Saranac Lake 6er program, a

popular outdoor recreation initiative, to the Saranac Lake Area Chamber of Commerce. We also developed updated materials focusing on the Baker Mountain hike, starting at Berkeley Green, to mitigate parking overflow around Moody Pond. Additionally, we assisted the Town of St. Armand in creating and installing a new logo and signage for Bloomingdale.

In 2025, we will introduce initiatives aimed at balancing seasonality and enhancing group travel, particularly targeting mid-week and shoulder season opportunities. We will continue collaborating with stakeholders to advance destination management efforts. These initiatives reflect our commitment to fostering tourism growth while preserving the area's "decidedly different" character and natural beauty.

CAMPAIGN TIMELINE



* For additional Saranac Lake Region programming details, see pages 78-91 in the ROOST Destination Marketing & Management Plan (2023–2025).



TUPPER LAKE REGION

TUPPERLAKE.COM

Communities: Santa Clara, Tupper Lake, Piercefield

BRAND STATEMENT

Tupper Lake is a natural place to connect and discover.

Connect - Tupper Lake is a community of real, hard-working, creative, and adventurous people who thrive in their natural surroundings, and it has been ever since its founding as one of the highest-producing lumber communities in the world. Whether over coffee in a local diner at the break of dawn, or a cold beer at the end of a long day, travelers will find it easy to connect with locals as they share stories, experiences, and advice.

Discover - Tupper Lake is a center for learning via both self-guided discovery and today's version of the classic Adirondack guide. The Wild Center, the Adirondack Public Observatory, and professional paddling and hiking guides all support learning about the Adirondacks and its surroundings. Tupper Lake is a place for discovering the natural environment, authentic culture, seemingly limitless recreational opportunities, and the secrets of the dark skies overhead. With accessible trails, rich heritage, and real people who live and work here, Tupper Lake is a natural place to connect and discover.

Slogan: Connect & Discover

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 50.80%
- Cardholders 55+: 43.3%
- Overnight Trips: 44%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 14.8%
- Albany-Schenectady-Troy, NY: 16.8%
- Syracuse, NY: 9.5%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 51 days
- New York, NY: 51 days
- Albany-Schenectady-Troy, NY: 45 days
- Syracuse, NY: 56 days



KEY PROJECTS & INITIATIVES

Website Upgrade

With the implementation of the new centralized ADK Data system, TupperLake.com will gain enhanced functionality. In 2025, we will upgrade the site to provide flexible and engaging content displays, improving the overall user experience.

Adirondack Rail Trail & Scenic Railroad

We will launch an integrated marketing initiative to showcase the Adirondack Rail Trail, arriving in Tupper Lake in 2025. This effort will involve collaborating with community stakeholders to create cohesive signage and promotional materials that highlight the

trail and local business amenities. Printed and digital resources will assist visitors with access points, trip planning, distances, amenities, and points of interest specific to Tupper Lake. Additionally, we will support the Adirondack Scenic Rail service at the new Train Depot and collaborate with the Town to advance the Junction Planning efforts, promoting new recreational and business opportunities in the area.

Tupper Lake Recreation Department Collaboration

Continue to work with the Tupper Lake Recreation Department to support the events, programming, and initiatives through our marketing channels and initiatives.

UPDATE & OVERVIEW

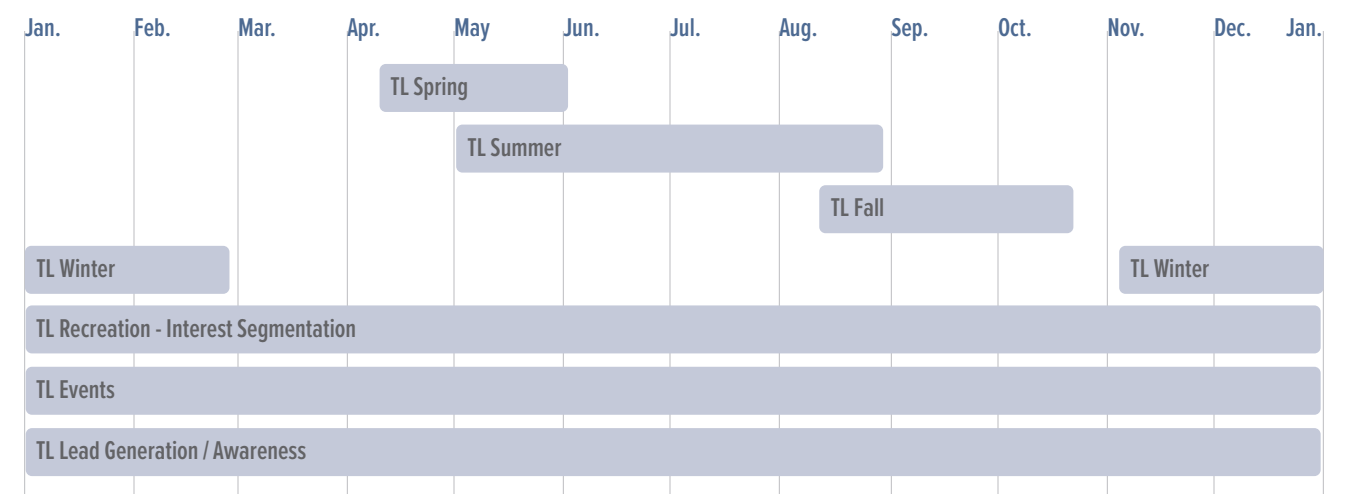
In 2024, some key highlights from our work in Tupper Lake focused on developing a new guide and establishing a universal community events calendar to better promote local happenings and boost engagement. With support from Franklin County Tourism and the Town of Tupper Lake, we will elevate our program in 2025 by upgrading TupperLake.com with the ADK Data system, providing more flexible and engaging content to enhance the overall user experience.

In 2025, the Adirondack Rail Trail will arrive in Tupper Lake, and we will launch a comprehensive marketing initiative to highlight this new attraction. This effort will involve collaborating with local

stakeholders to create cohesive signage and promotional materials, as well as developing printed and digital resources to guide visitors to access points, amenities, and points of interest along the trail. Additionally, with the completion of the DOT's construction for the Adirondack Scenic Railroad from Utica/Thendara/Old Forge, we will provide support for both the rail trail and scenic railroad, promoting these two unique recreational opportunities.

We will also continue our partnership with the Tupper Lake Recreation Department, offering marketing support to promote their events and programming throughout the year.

CAMPAIGN TIMELINE



* For additional Tupper Lake Region programming details, see pages 92-103 in the ROOST Destination Marketing & Management Plan (2023–2025).



WHITEFACE REGION

adirondacks, usa

WHITEFACE REGION

WHITEFACEREGION.COM

Communities: Au Sable Forks, Jay, Upper Jay, and Wilmington

BRAND STATEMENT

The Whiteface Region begins where Whiteface Mountain and the Ausable River dramatically meet. Situated quietly between remarkable natural features in the Adirondack Mountains of Northern New York, the communities of Au Sable Forks, Jay, Upper Jay, and Wilmington are linked together by the two branches of the Ausable River. This is a place connected to nature in every way possible.

Playing outside is encouraged in every season; all-season fun is around every corner. From the slopes down to the river, an entire vacation's worth of activity lies before you. After taking in the view, spread out and explore world-famous skiing and riding, prized fly fishing, and extensive mountain biking trails. For a more laid-back approach, the region's variety of family-friendly attractions and destinations highlight distinctive wildlife, farms, history, and art. Inspirational scenery abounds, especially on the many hiking trails.

It's not far to travel here from major metropolitan areas in the Northeast United States and Canada. Always close by are the comforting sounds of the Ausable River and Whiteface Mountain's rising silhouette. Surrounded by tranquil nature, the Whiteface Region is a memorable place to relax after a day of exploring. In the end, waterways, communities, attractions, and mountains all blend together to form the Whiteface Region.

Slogan: Get Close

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 53.71%
- Cardholders 55+: 38.49%
- Overnight Trips: 42%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 29.6%
- Albany-Schenectady-Troy, NY: 13.2%
- Rochester, NY: 7.3%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 52 days
- New York, NY: 54 days
- Albany-Schenectady-Troy, NY: 39 days
- Rochester, NY: 56 days



KEY PROJECTS AND INITIATIVES

Website Upgrade

With the implementation of the new centralized ADK Data system, WhitefaceRegion.com will gain enhanced functionality. In 2025, we will upgrade the site to provide flexible and engaging content displays, improving the overall user experience.

Updated Outdoor Recreation Map & Guide

We will release a comprehensive updated Outdoor Recreation Map for the Whiteface Region, highlighting trails, parks, and outdoor activities. This guide will include key information on access points, amenities, and points of interest, making it easier for visitors to plan their adventures.

Partnership Support

In the Whiteface Region, we will continue to support key community organizations, including the Whiteface Region Visitors Bureau and the Ausable River Valley Business Association (ARVBA). Our involvement will

include promoting events and supporting projects and initiatives that align with our goals. Additionally, we will support the new executive director of the Whiteface Region Visitors Bureau to help build on the organization's established foundation.

Leverage Events to Drive Awareness

We will leverage a variety of events—ranging from skiing at Whiteface Mountain to mountain biking and fly fishing—to showcase the region's unique attributes. By promoting these events, we aim to increase not only visitation during the events but also encourage repeat visits for key recreational activities throughout the year and build awareness of the Whiteface Region's offerings.

Economic Development and Community Planning - Town of Jay

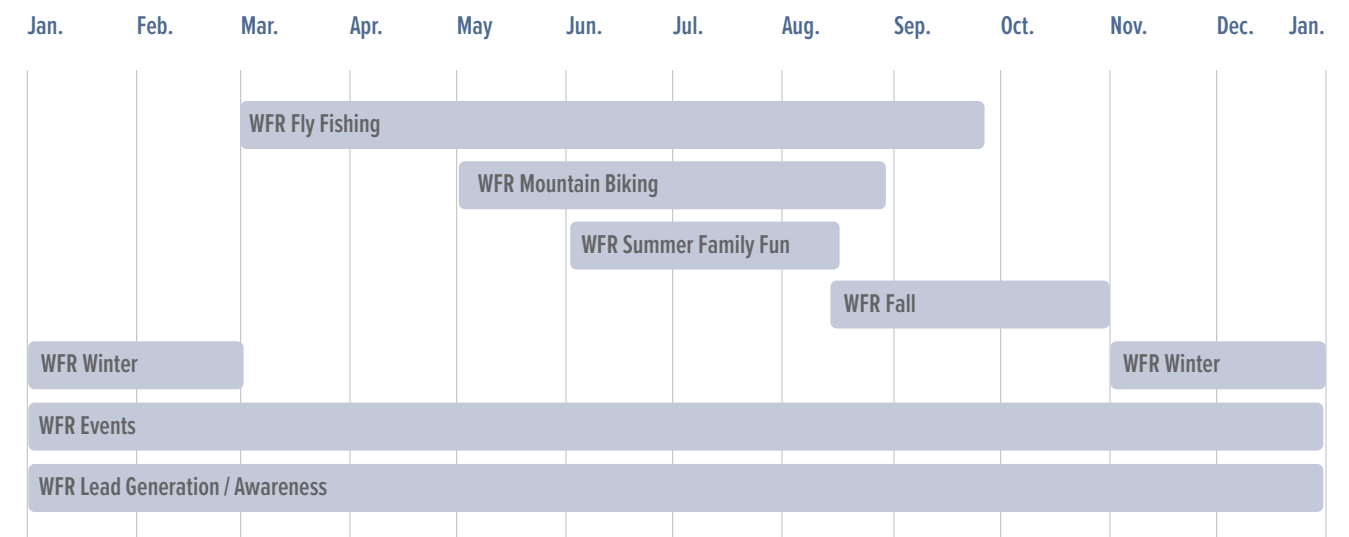
We will continue to support the Town of Jay in their efforts to update their comprehensive plan and participate in the planning process to revitalize Main Street in Au Sable Forks.

UPDATE & OVERVIEW

In 2025, the Whiteface Region, encompassing Wilmington, Jay, Upper Jay, and Au Sable Forks, will implement key initiatives to enhance tourism and foster community development. Building on the reprint of the region's guide in 2024, we will upgrade WhitefaceRegion.com with the ADK Data system to deliver more engaging and flexible content, improving the overall visitor experience. A new Outdoor Recreation Map & Guide will also be released, highlighting trails, parks, and outdoor activities, with essential details for visitors.

Additionally, ROOST will work with these towns to achieve Pro-Housing Certification from New York State, unlocking valuable opportunities for economic development and infrastructure grants. A resident recruitment initiative will aim to attract new families and workers, diversifying the local workforce. We will also emphasize the region's offerings in mountain biking, agritourism, and arts and culture, showcasing the unique experiences available. These efforts will ensure the Whiteface Region continues to thrive as both a travel destination and a vibrant community.

CAMPAIGN TIMELINE



* For additional Whiteface Region programming details, see pages 104-113 in the ROOST Destination Marketing & Management Plan (2023–2025).



REGIONAL OFFICE of
SUSTAINABLE TOURISM