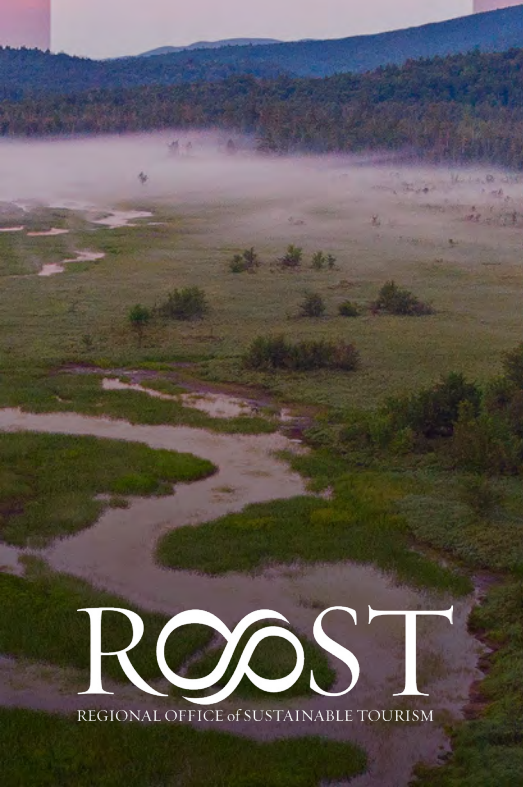


2024



ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM

END OF YEAR REPORT

A LETTER FROM THE CEO AND COO

As we reflect on 2024 and look ahead to 2025, the Regional Office of Sustainable Tourism (ROOST) remains committed to driving destination marketing and management with strategic, data-driven initiatives. Our focus continues to be on supporting our seven regions through innovative approaches that balance economic growth with community sustainability.

Key priorities for 2025 include expanding the Adirondacks, USA platform, which will centralize travel information and support cross-regional marketing, leveraging the 250th Commemoration of the American Revolution to highlight our rich heritage, and advancing key regional initiatives like the Adirondack Rail Trail and targeted destination development.

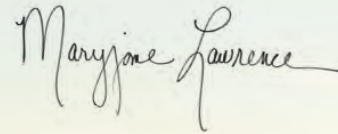
Our efforts will leverage emerging technologies to create marketing strategies that continue to attract travelers at targeted times of the year. We will also continue to support community-driven projects, from housing initiatives and large event management to economic diversification and new business development, ensuring the Adirondacks remain a vibrant, welcoming destination.

Thank you for joining us in our efforts to improve the lives of Adirondack residents.

Cheers to 2025!



Dan Kelleher, President & CEO



Mary Jane Lawrence, COO



2024 BY THE NUMBERS

OVERVIEW

VISITOR CENTER VISITORS

60,000+



2,972

TOTAL EVENTS SUPPORTED



321

TOTAL PAID PLACEMENTS



26

TOTAL FAM TOURS & INFLUENCERS HOSTED



85

TOTAL PHOTO/VIDEO SHOOTS



52

TOTAL PROFESSIONAL VIDEOS PRODUCED



268

TOTAL INSTAGRAM REELS CREATED



137

TOTAL DESIGN PROJECTS



137

TOTAL BLOGS WRITTEN

WEBSITES

WEBSITES INCLUDE SEVEN REGIONAL SITES, ROOST, ADKUSA, LYADK, WORKADK, 2024 ECLIPSE, NPT100

UNIQUE USERS

3,711,867

ORGANIC SEARCH SESSIONS

2,485,549

PAGE VIEWS

7,684,220

AVG SESSION LENGTH

41 SECONDS

SESSIONS

4,805,448

AVG VIEWS/USERS

2.1

EMAIL MARKETING

UNIQUE EMAILS DESIGNED

338

EMAILS OPENED

5,450,995

EMAILS DELIVERED

14,235,361

CLICK-TO-OPEN RATE

3.67%

SOCIAL MEDIA



FACEBOOK

POSTS

2,690

FOLLOWERS

396,139

ENGAGEMENT

POST LINK CLICKS

97,891

LIKES

208,316

COMMENTS

15,473

SHARES

20,946

VIDEO VIEWS

524,946



INSTAGRAM

POSTS

1,647

FOLLOWERS

97,801

ENGAGEMENT

LIKES

272,407

COMMENTS

11,259

REEL PLAYS

2,759,929



YOUTUBE

VIEWS

812,258

39

UPLOADS

MINUTES WATCHED

471,370

COMMUNICATIONS

75

TOTAL PRESS RELEASES

22

FAM TOURS HOSTED

907+

MEDIA MENTIONS FROM ROOST EFFORTS

GROUP SALES

CONFERENCES HOSTED

26

CONFERENCE PROPOSALS PREPARED & SENT

40

CONFERENCE/MEETING GROUPS CONTRACTED LODGING

18

NUMBER OF ROOM NIGHTS BLOCKED

8,589

JANUARY – MARCH



ECLIPSE PREPARATION

We kicked off the year by hosting eclipse preparation sessions across the region.

20+ preparation meetings hosted

AMERICAN BUS ASSOCIATION (ABA) MARKETPLACE

We hit the road for the 2024 Travel and Trade Show season with our first stop in Nashville for the ABA Marketplace.

52 quality appointments

6 partners from the Adirondacks

AD SALES BEGIN FOR OUR 2024 SEASONAL GUIDES

New guides kick-off for Lake Placid, Whiteface Region, and Tupper Lake.



NEW GUIDES



BUSINESSES
ADVERTISED



PAGES OF
CONTENT



COPIES

NYC TRAVEL & ADVENTURE SHOW

Attended one of the largest travel shows in the Northeast at the Javits Center in NYC.

Over **20,000** attendees

We gave out over **2,500** pieces of literature on the Adirondacks

NEW ROOST BOARD MEMBERS

Alex Madden and Jon Donk were welcomed as new additions to the ROOST board of directors.

LAKEPLACID.COM REBUILD BEGAN

In February, we presented the initial wireframe for the new Lake Placid website, officially kicking off the rebuild set to launch in early 2025.

THE 2024 CONFERENCE SEASON BEGAN

The first of **18** groups arrives at the Conference Center at Lake Placid, marking the start of the 2024 meeting & convention season.





2024 NYS ECONOMIC DEVELOPMENT COUNCIL CONFERENCE

Attended economic development conference to network and learn about the latest economic development trends, initiatives, and state incentives.

ADK SPORTS SUMMER EXPO

Alongside regional partners, the team took part in the Adirondack Sports & Fitness Summer Expo in Saratoga, offering travel information to attendees.

ROOST HONORED WITH ZARTICO HERO AWARD

Released the first annual visitor data report for the Adirondack Region, powered by Zartico, a platform that analyzes destination data, and received the 2024 Zartico Hero Award.



UCI MOUNTAIN BIKE WORLD SERIES PREPARATION

Co-hosted a public meeting with the Town of North Elba, Village of Lake Placid, and the Olympic Authority to share plans for the UCI World Cup, one step in months of collaboration with businesses and the mountain biking community to welcome athletes and spectators in September.

EMPIRE STATE WINTER GAMES ECONOMIC IMPACT STUDY COMPLETED



ADK DATA REBUILD BEGAN

The ROOST team began the massive undertaking of a complete rebuild of the centralized database software that is the engine behind all of ROOST's websites.



APRIL – JUNE

NEW PACKAGE & PROMOTIONS TOOL

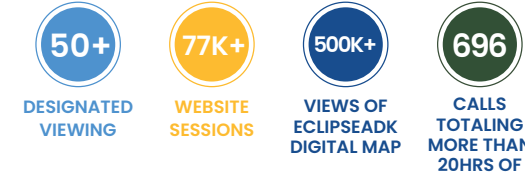
A new tool came online across all regional sites, enabling businesses to share their packages, shopping promotions, and dining offers.

THE OTTAWA TRAVEL & VACATION SHOW

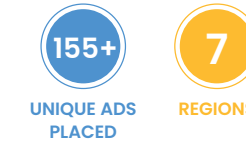
The team shared the magic of the Adirondacks at a top Canadian travel show. Promoted the Adirondack Region to **over 17,000 attendees.**

TOTAL SOLAR ECLIPSE

After months of preparation, on April 8, 2024, our region experienced and celebrated the total solar eclipse!



SUMMER ADVERTISING CAMPAIGNS LAUNCHED



NORTHERN NY TOURISM SUMMIT

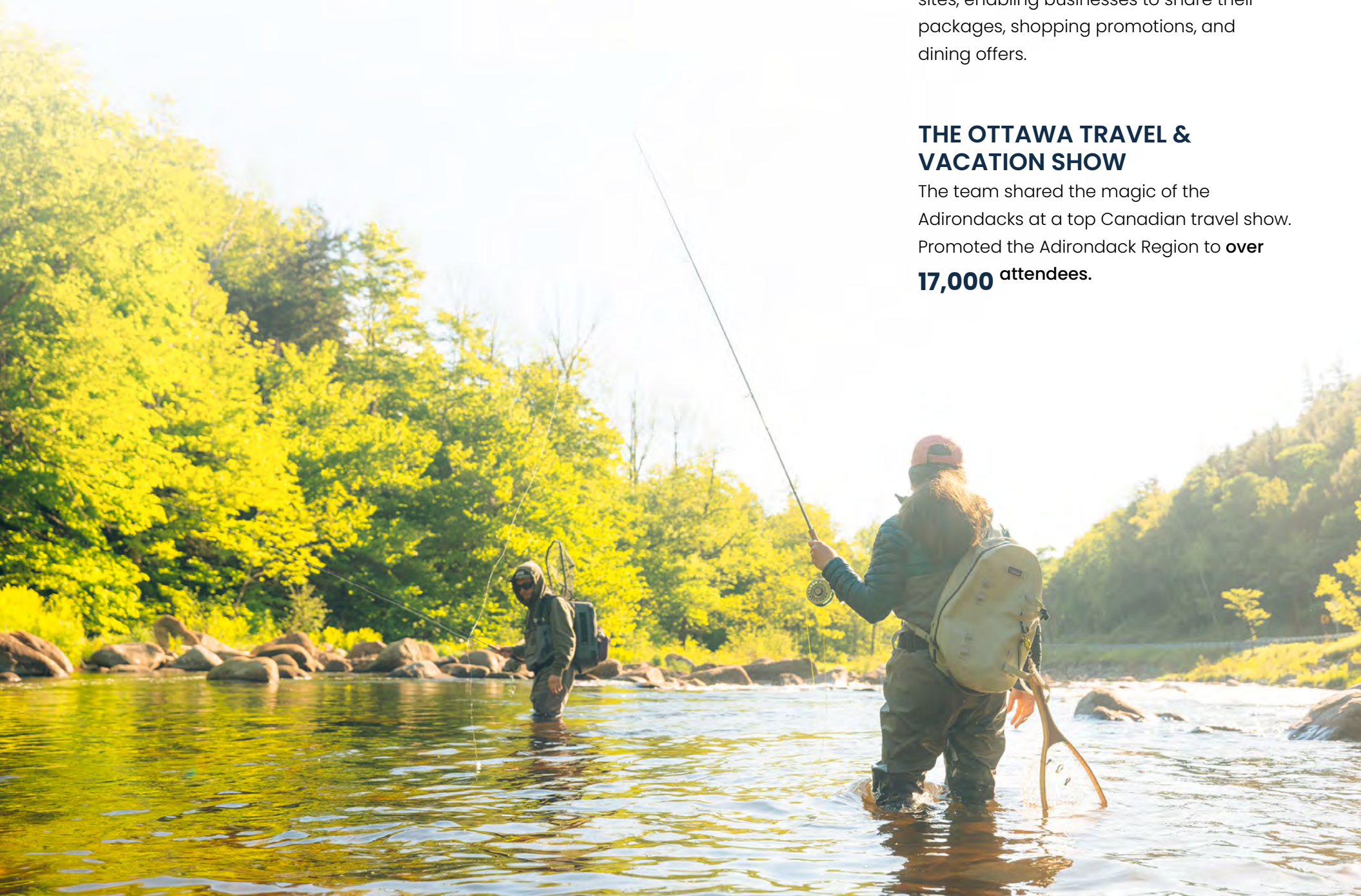
We joined **25 representatives** from the North Country and Canada at the Akwesasne Mohawk Casino to collaborate on itineraries promoting group travel to the region.

HAMILTON COUNTY BRAND REFRESH BEGAN

A committee of county partners was formed to strengthen brand identity and recognition.

ADIRONDACK DAY IN ALBANY

ROOST, in collaboration with regional partners, led Adirondack Day on May 6 at Albany's Legislative Office Building. Co-sponsored by Senators Neil Breslin and Jose M. Serrano, the event showcased the region's economic diversity, highlighting Adirondack businesses, organizations, educational institutions, and environmental groups.





WE CELEBRATED JAMES MCKENNA

Hundreds gathered to celebrate Jim McKenna’s remarkable career as he retired as President and CEO. The event brought together colleagues, community leaders, and tourism partners to honor his decades of dedication and visionary leadership. Thank you for **42 incredible years of ROOST!**

NEW LAKE PLACID BRAND

After months of collaboration with community stakeholders, we launched the new Lake Placid brand at the Spring Business After Hours, which we co-hosted with the Olympic Authority.



THE 2024 ROOST COMMUNITY ROADSHOW ROLLS INTO MOTION

Starting with the Saranac Lake Community Resource Day & Job Fair, the ROOST team kicked-off the 2024 ROOST Roadshow to engage with local residents and businesses, sharing how ROOST can help. Participated in **16** community events.

LAKE PLACID GUIDE DISTRIBUTION

Distributed **45K** guides throughout New York state.



NORTHVILLE PLACID TRAIL 100TH ANNIVERSARY

After months of planning, the season-long **100th Anniversary Celebration** kicked off in Northville.



NYS DMO DESTINATION DISCOVERY EVENT

Co-hosted Albany-based meeting planners with NYS Destination Marketing Organization in Clifton Park for a day of mini golf and networking over happy hour.



NORTH ELBA LEAF AWARDS ANNOUNCED

6 grants were awarded to non-for-profits, government, and public entities.

ESSAE ANNUAL CONFERENCE & TRADESHOW

Attended the 45th ESSAE Annual Conference & Tradeshow, connecting with **150 meeting planners**.

ALL ARE WELCOME ADK

To gear up for the summer season, fresh All Are Welcome ADK materials rolled out to help foster an inclusive and friendly space for visitors and residents alike. Participated in the 2024 Tri-Lakes Pride event and announced Adirondack Winter Pride, coming in March 2025.



ADIRONDACK CUISINE TRAIL MAPS

We supported Adirondack Harvest and Cornell Cooperative Extension in producing new maps to promote the NYS-designated Adirondack Cuisine Trails, enhancing our agritourism industry and building excitement for the Adirondack Harvest Festival in September.



MAPS ORDERED



UNIQUE TRAILS



PARTICIPATING BUSINESSES

ANNUAL LEISURE TRAVEL STUDY RESULTS RELEASED

Results of the 2023 Leisure Travel Study, which analyzed non-business travel to the regions ROOST served, were released.

TRACEABLE LEADS

228,324

RETURN ON INVESTMENT (ROI)

91:1

REVENUE GENERATED BY ROOST EFFORTS

\$330 MILLION+



JULY – SEPTEMBER

WELCOME, DAN KELLEHER!

ROOST welcomed Dan Kelleher as our new President and CEO. With a background in economic development and a passion for fostering sustainable tourism, Dan brings fresh perspectives and a strategic approach to advancing our work in supporting vibrant communities and strengthening the region's tourism economy.

25TH ANNUAL IRONMAN LAKE PLACID

Supported the community as we welcomed athletes for their 25th year by providing training messaging, promoting the Code of Conduct for athletes and spectators, hosting an information booth at IRONMAN Village, and organizing the dine-around program.

WELCOMED THE SUNSHINE RALLY

The region welcomed **over 75 car teams** for scavenger hunt-style expedition through the Adirondacks and across the Northeast, hosted by Rally North America

TUPPER LAKE GUIDES DISTRIBUTED

Distribution began for the **20,000** newly arrived Tupper Lake Guides.

3RD ANNUAL BATTLE OF THE CONES

On National Ice Cream Day, we launched the 2024 Battle of the Cones.

16

ICE CREAM STANDS

43,917

VOTES

8,380

EMAILS COLLECTED

MID-SUMMER NPT 100TH ANNIVERSARY CELEBRATION

Supported Hamilton County's Trail Mix & Tunes, a Northville-Placid Trail celebration in Piseco.

MTB TRAIL KIOSKS

Supported BETA in developing new trail kiosk maps for the mountain bike trail systems at **Dewey, Pisgah, Blueberry, and Cobble Hill.**
4 new MTB kiosks





WHITEFACE REGION VISITOR'S GUIDE DISTRIBUTED

Distributed **15,000 guides** throughout the region.



2023 VISITOR SPEND NUMBER RELEASED

The New York State report, 2023 Tourism Economic Impact of Visitors in New York, highlights the performance of the seven counties within the "Adirondack Region."

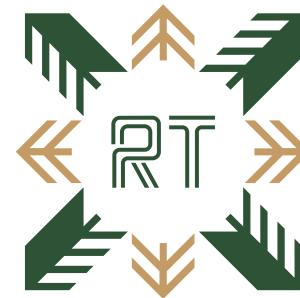


WE CELEBRATE THE SUMMER OLYMPICS

Celebrated the 2024 Summer Olympics with a town-wide scavenger hunt, organized by ROOST and the Olympic Authority, engaging local businesses, kids, and travelers while keeping the Olympic spirit alive.

ADIRONDACK RAIL TRAIL SIGNAGE

We supported the communities of Lake Placid and Saranac Lake with the design and purchase of Adirondack Rail Trail signage.



TINMAN ECONOMIC IMPACT STUDY COMPLETED

The 2024 race had an estimated economic impact of **\$256,995**.

LAKE CHAMPLAIN REGION BRAND REFRESH

Work began on a brand refresh for the Lake Champlain Region with the formation of a community-based committee.





FALL MARKETING CAMPAIGNS LAUNCHED

55+

UNIQUE ADS PLACED

40+

FALL FOLIAGE REPORTS SUBMITTED

BLOOMINGDALE SIGNS INSTALLED

Supported the Town of St. Armand with the design of new gateway signs for Bloomingdale.



ADIRONDACK DAY AT THE SARATOGA RACE TRACK

Teamed up with the counties that make up the Adirondack Regional Tourism Council (ARTC) to orchestrate the return of Adirondack Day at the Saratoga Race Track.

2024 FALL FOLIAGE REPORT START

In partnership with I LOVE NY, ROOST spotters shared weekly updates to promote leaf peeping in all of the regions.

NEW Fall Foliage Email Alerts



ROOST RECOGNIZED WITH A TOURISM EXCELLENCE AWARD!

ROOST was honored with a New York State Tourism Industry Association (NYSTIA) Tourism Excellence Award at the Annual Meeting in Saratoga. The award celebrates ROOST's achievements in the category of "Creative Use of Data to Drive Success."

250TH COMMEMORATION PLANNING COMMITTEE FORMED

As part of our preparations for America 250 and the semiquincentennial of the American Revolution, we formed a regional planning committee to garner feedback and shape our programming for the 250th commemoration.

PRO-HOUSING COMMUNITIES CERTIFICATION

As part of a long-term strategy to support local efforts to build more housing, we began efforts to certify the towns of Essex County as pro-housing communities in order to help provide access to unique grants and other housing opportunities. **13 towns in Essex County** have been certified or have submitted letters of intent.

THE 100TH ANNIVERSARY CELEBRATION OF THE NPT CONCLUDED

We hosted the Trail's End Celebration for the 100th anniversary of the Northville-Placid Trail at the Lake Placid-North Elba Historical Society.

Throughout the season-long celebration:

100

YEARS OF LEGACY

3

MAJOR EVENTS HOSTED

50+

MEDIA MENTIONS GARNERED

Top features: Backpacker, Sports Illustrated, and Travel + Leisure

SCHROON LAKE CHAMBER OF COMMERCE WEBSITE

Kicked off the rebuild of a new website for the Schroon Lake Chamber of Commerce.



OCTOBER – DECEMBER

SUBMITTED THE DRI FOR LAKE PLACID

We advanced the Lake Placid/North Elba Destination Management Plan by submitting a Downtown Revitalization Initiative (DRI) application for Lake Placid.

KEESEVILLE GRANT SUPPORT

Supported the Town of Chesterfield in their application for a NY Forward grant.

ELIZABETHTOWN WEBSITE WORK BEGAN

Kicked off the planning for a new website for Elizabethtown in collaboration with the Town of Elizabethtown, the Elizabethtown Social Center, and the Northern Forest Center. The new site will launch in 2025.

LAUNCH OF REFRESHED HAMILTON COUNTY BRAND

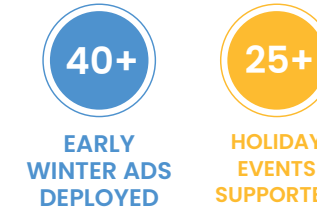
Launched the refreshed “Experience Our Adirondacks” brand for Hamilton County. The new branding includes new graphics to elevate the use of the county’s “Small Towns, Big Outdoors” tagline.



JAMES C. FRENETTE SR. RECREATIONAL TRAIL SIGNS

With support from a Healthy Heart Network grant, new trail maps and wayfinding kiosks for the Tupper Lake groomed trail network were designed and installed.

WINTER MARKETING CAMPAIGNS LAUNCHED



RESIDENT AND BUSINESS SENTIMENT SURVEY ISSUED

Distributed a survey to gain insight into business owners’ and residents’ perceptions and opinions about a number of topics as they relate to tourism within the region.

ADIRONDACKS, USA PROGRAM

We initiated a brand refresh and website rebuild for Adirondacks, USA, our umbrella brand connecting all ROOST regions. In 2025, this initiative will be revived to attract travelers, promote cross-region visitation, and serve as a hub for broader regional campaigns.



ADIRONDACK MARATHON ECONOMIC IMPACT STUDY RELEASED

ESTIMATED DIRECT SPEND

\$385,758

#SHOPADK + HOLIDAY EVENT SUPPORT

The 5th annual #ShopADK program commenced. ROOST supported community holiday shopping events and community celebrations to showcase our beautiful region as well as the locally-owned shops, restaurants, and experiences within them.

This season, consider supporting the communities that you LOVE!

Make a **BIG** impact—shop small!

#SHOPADK

Use this hashtag to share your favorite Adirondack finds!

Powered by ROOST

HOSTED OUR WINTER BUSINESS AFTER HOURS

ROOST partnered with the Olympic Authority to host the annual winter business after-hours to share upcoming events and marketing initiatives.

ILNY WINTER MEDIA NIGHT

ROOST represented the Adirondacks at the ILNY Media Night in New York City, engaging with prominent travel writers and editors.

65

TRAVEL WRITERS AND EDITORS

ROOSTY TURKSTY

We celebrated the season together with our annual potluck luncheon – ROOSTY Turksty.

TICONDEROGA FISHING TOURNAMENT ECONOMIC IMPACT STUDY COMPLETED

ESTIMATED DIRECT SPEND

\$2,270,851

NORTH ELBA LEAF AWARDS ANNOUNCED

12 grants were awarded in round 2 of 2024.

LAKE CHAMPLAIN REVOLUTIONARY QUEST

In anticipation of the launch of our 250th Commemoration Program, we rolled out teasers for the Lake Champlain Revolutionary Quest.



LAKE CHAMPLAIN REGION AND ADIRONDACK HUB HOSPITALITY GRANT

Submitted a grant request to National Grid to support ROOST's efforts to evaluate market opportunities for new lodging in the Lake Champlain and Adirondack Hub regions.





ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

