

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

WHAT IS ROOST?

MARKETING AND PROGRAMS AT A GLANCE



ROOST MARKETING AREAS

FRANKLIN COUNTY

- MALONE
- SARANAC LAKE
- TUPPER LAKE
- PIERCEFIELD

ESSEX COUNTY

- LAKE CHAMPLAIN
- LAKE PLACID
- SCHROON LAKE
- WHITEFACE REGION

HAMILTON COUNTY

- ADIRONDACK
EXPERIENCE



ROOST STAFF OVERVIEW

32 FULL-TIME STAFF

- ADMINISTRATION
- REGIONAL MANAGERS
- VISITOR SERVICE
- COMMUNICATIONS / PR
- RESERVATIONS
- EVENTS
- CONTENT DEVELOPMENT
- WEB DEVELOPMENT
- ADVERTISING SALES
- PHOTOGRAPHY
- VIDEOGRAPHY
- MEDIA PLACEMENT
- DESIGN
- DATA ANALYSIS



SPECIFIC PROGRAMMING

HAMILTON COUNTY - BRIEF OVERVIEW

Adirondacks
Experience It!



ROOST - HAMILTON COUNTY STAFF OVERVIEW

**22 STAFFERS REGULARLY
WORK ON HAMILTON
COUNTY PROGRAMS.**

WHO TO CONTACT?

- **KATIE STUART**
HAMILTON CO. & TUPPER LAKE
MARKETING ASSISTANT
- **RACHELLE HOSLEY**
HAMILTON COUNTY DEPARTMENT
OF TOURISM

2016 WEBSITE TRAFFIC



USERS
226,744



SESSIONS
296,977



PAGEVIEWS
673,068

Adirondacks
Experience It!

WHERE TO STAY

DISCOVER

RECREATION

BLOG

ADIRONDACK TOWNS

EVENTS

CONTACT US



GET OUTSIDE!



SPRING IS IN THE AIR.



WIN AN ADIRONDACK GETAWAY FOR TWO!



DO YOU LOVE FOOD?



WE'RE FAMILY FUN.

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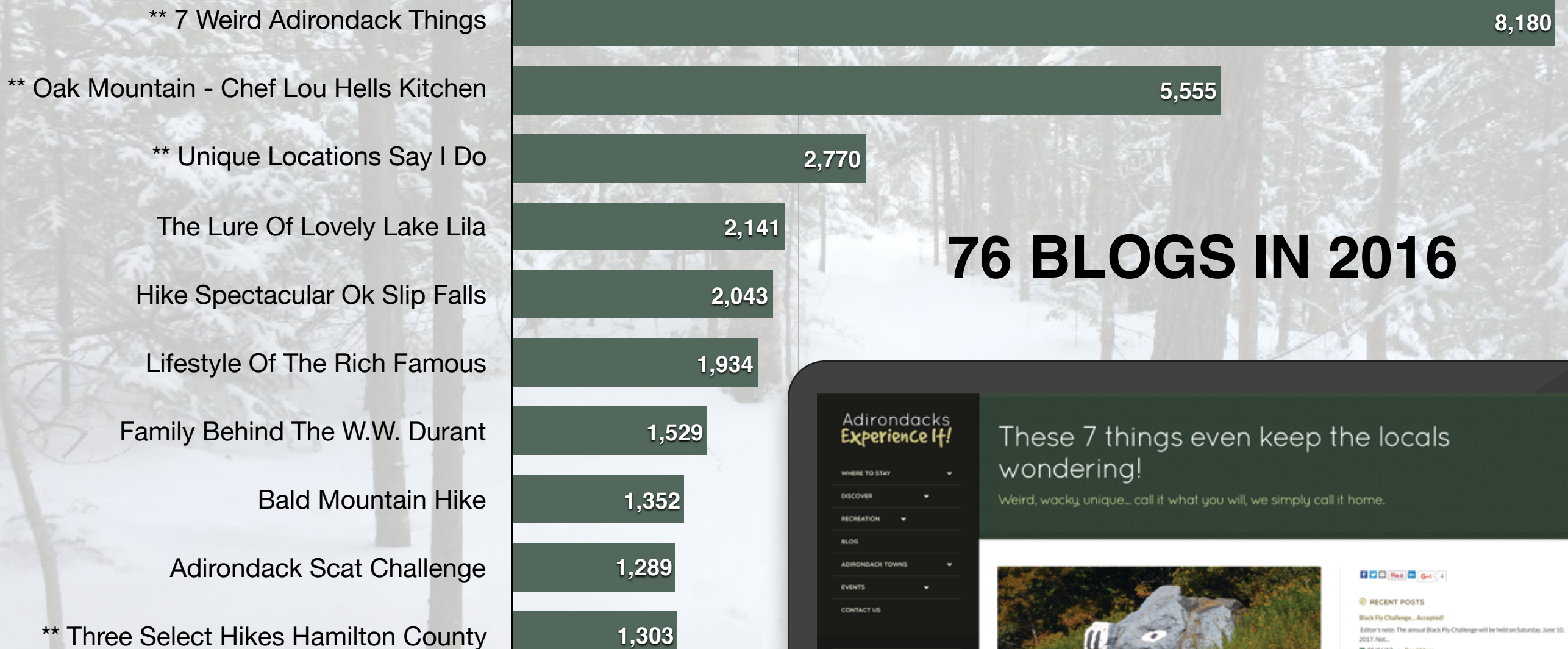
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CONTENT MARKETING

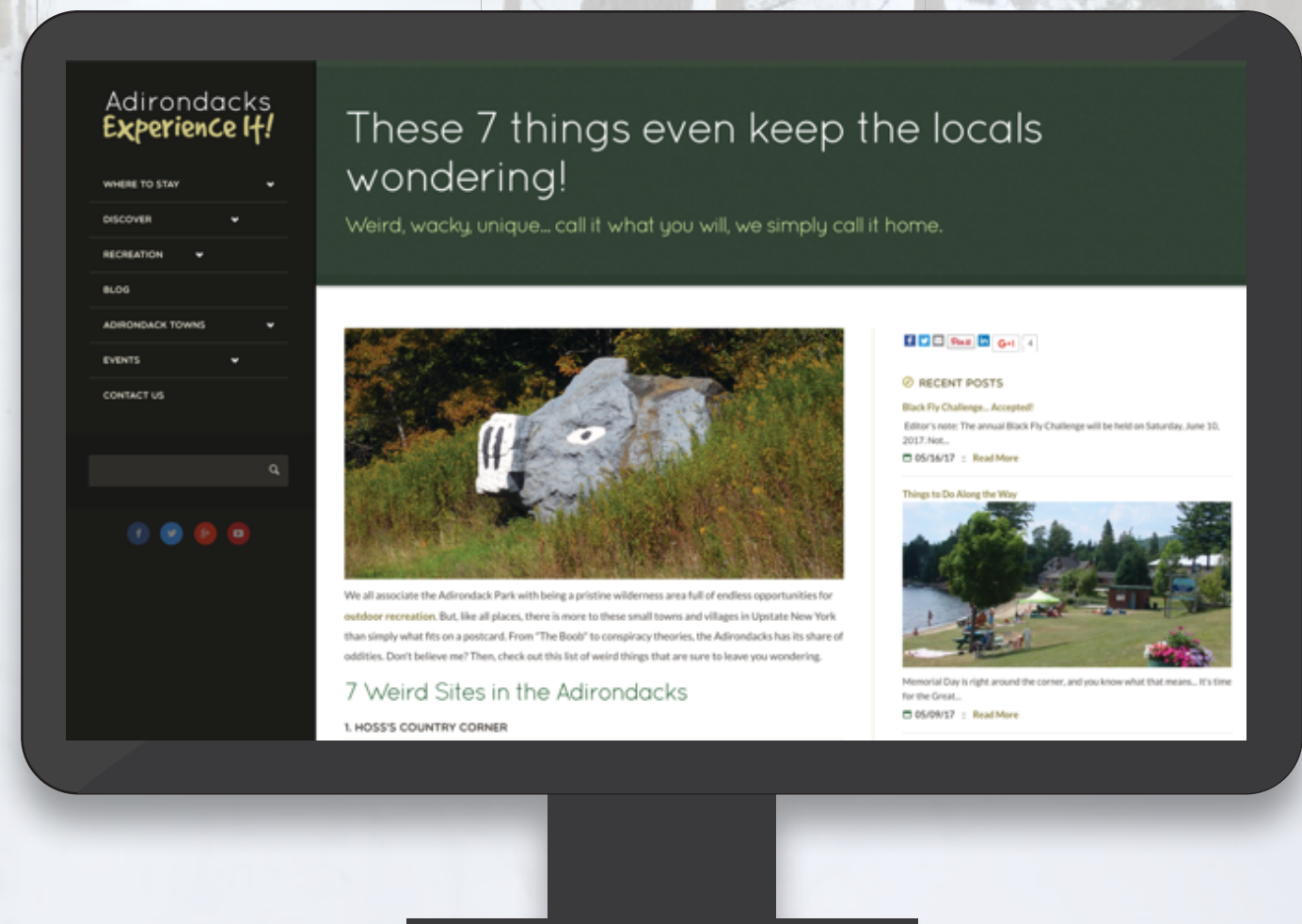
DIGITAL

76 BLOGS IN 2016



Pageviews Per Blog
(Top 10 Performing BLOGS In 2016)

** Content Features Speculator Region



Chasing waterfalls a beautiful challenge

I think of spring as a time of renewal and inspiration. It's a season in which there are more hours of daylight, the landscape transforms from its stark winter white to a lush combination of bright greens, and I make an unrealistic list of warm-weather goals.

Last year, I set out to conquer at least three Adirondack river hikes, and though I ended up with a total of zero for the season, I did surpass my goal for total road bike miles.

Goals are good to have, and if they have a built-in bonus, success rates are sure to increase. The bonus for last year was I gained a new riding buddy and incentive to cycle more frequently — in my very own sister.

This year, I think I've set an achievable goal, primarily because it comes with bonuses galore. I'll see some awesome stuff, get some exercise, and earn a pretty sweet commemorative patch to boot.

I've decided to complete the Adirondack Waterfall Challenge. There are a total of 19 waterfalls on the list collectively, each with an assigned point value from one to four based on difficulty. To acquire the patch, one needs to achieve 12 or more total points.

This challenge can be achieved over any period of time, but I'm planning to begin my attempt this spring. The following is an itinerary with short descriptions of the waterfalls (snagged from the adirondackexperience.com website) that's complete with some unique pit stops along the way — all in one of the most gorgeous parts of the Adirondacks!

By Kim Rielly
Powered by ROOST

Kim's ADIRONDACK Waterfall Challenge ITINERARY

LONG LAKE

1 BUTTERMILK FALLS

Challenge points: 7

Located 5 miles southeast of Long Lake, a total of 40 feet of falls are accessed via a short, steep path.

Pit stop: Visit John Dillon Park where's nothing like it. I recommend a tour of this fully accessible wilderness facility, complete with a trail network, campground, picnic areas, and canoe and kayak access. And while in town, be sure to stop at Hoag's Country Corner to hug the tree growing right through the roof.

BLUE MOUNTAIN LAKE

Pit stop: There is no waterfall challenge in Blue Mountain Lake, but you might want to augment your itinerary with a visit to the Adirondack Museum, which can occupy a full day for sure. I can't wait to check out their brand new Adirondack Experience exhibit this year. And for another treat, check out the Blue Mountain Lake Boat Livery. They offer rentals, and historic wooden boat tours with Crabby Bob, an animated storyteller.

RAQUETTE LAKE

2 DEATH FALLS

Challenge points: 1

Don't be dismayed by the name, there is an easy 5-minute walk to the falls, where Death Stream is said to drop 70 feet over a broad-faced cliff.

Pit stop: If you like history, scenic views, and great food, here you can combine a boat tour on the W.W. Durant/Raquette Lake Navigation with a tour of Great Camp Sagamore. And, be sure to stop at The Tap Room at the Raquette Lake Hotel.



INLET

3 CASCADE FALLS

Challenge points: 3

A reportedly "skinny" waterfall that drops over 40 feet into a beautiful shade pool. Just over a 2-mile moderate hike from the trailhead.

4 LIMEKILN FALLS

Challenge points: 2

A half-mile long series of falls along a cedar- and hemlock-lined trail. They start after an approximate 1.75-mile, easy-to-moderate hike.

Pit stop: Whet your whistle at Screamer Eagle Taphouse, with 50 beers on tap. And a visit to Arrowhead Park is a great complement to the waterfalls, complete with swimming, tennis, baseball, a picnic area, playground, boardwalk, and beautiful art work.

INDIAN LAKE

5 OK SLIP FALLS

Challenge points: 4

One of the highest waterfalls in the Adirondacks. It's a 3.2-mile hike on a trail that just opened in 2014, culminating in access to the more than 100-foot waterfall.

6 SQUAW BROOK FALLS

Challenge points: 1

Roadside falls formed on the Squaw Brook. The falls are located on private property but can be viewed from the road, 3.2 miles southwest of Indian Lake.

Pit stop: Continue about a half mile past OK Slip Falls to see the whitewater rafters float by. Best bet is to join a rafting tour yourself — trust me — the whitewater is fastest in spring!

ARIETTA

7 BRAY HOUSE FALLS

Challenge points: 1

A series of falls that drop over 15 feet on a section of East Canada Creek. Easy walk.

8 BUCKHORN LAKE OUTLET

Challenge points: 2

Located at the outlet of Buckhorn Lake, the hike follows along the Northville-Placid trail for about 1.3 miles with a slight elevation gain. Easy to moderate.

BENSON

9 WEST STONY CREEK FALLS

Challenge points: 3

A level walk for 1.5 miles takes you to this small waterfall located along part of the Northville-Placid trail.

HOPE

10 GROFF CREEK FALLS

Challenge points: 3

Located in Hope, this is a series of waterfalls accessed via a difficult 1.8-mile

WELLS

11 COLD BROOK FALLS

Challenge points: 4

A 2.4-mile hike over uneven terrain — wet chasers are urged to check this one out mid-summer when water levels are lower.

SPECULATOR

12 DUG MOUNTAIN BROOK FALLS

Challenge points: 4

Located on the south end of Indian Lake, best reached by canoe from the Indian Lake Islands DEC boat launch, there is a small falls and a larger, 40-foot falls a short bit upstream. Difficult.

13 WHISKEY BROOK FALLS

Challenge points: 1

Easily accessible right along the side of Route 30, these falls are very small.

14 CHRISTINE FALLS

Challenge points: 1

Easy to access waterfalls that drop about 20 feet into a great local swimming hole.

Pit stop: Look for the famous landmark aptly named Pig Rock on your way from Indian Lake. Plan to stay a bit and try mountain biking at family-friendly Oak Mountain, and while you're there, enjoy the casually-creative menu at the Acorn Pub & Eatery.

Here's to chasing waterfalls — a challenge I hope to complete by the end of...fall.

More information about all of these pit stops and the Adirondack Waterfall Challenge, including a downloadable guide, can be found at AdirondackExperience.com.

See you on the trails!



THE ONLY WAY TO SEE MORE IS TO BE HERE.



adirondacks, usa

Check out thousands of 360° virtual tours of the Adirondacks. From high mountain summits to exciting events, you can see it all right now.


www.adirondacksusa.com

DIGITAL AD & GRAPHIC DESIGN SAMPLES



Adirondacks Experience It!

Enter to win a
NORDIC SKIING GETAWAY!

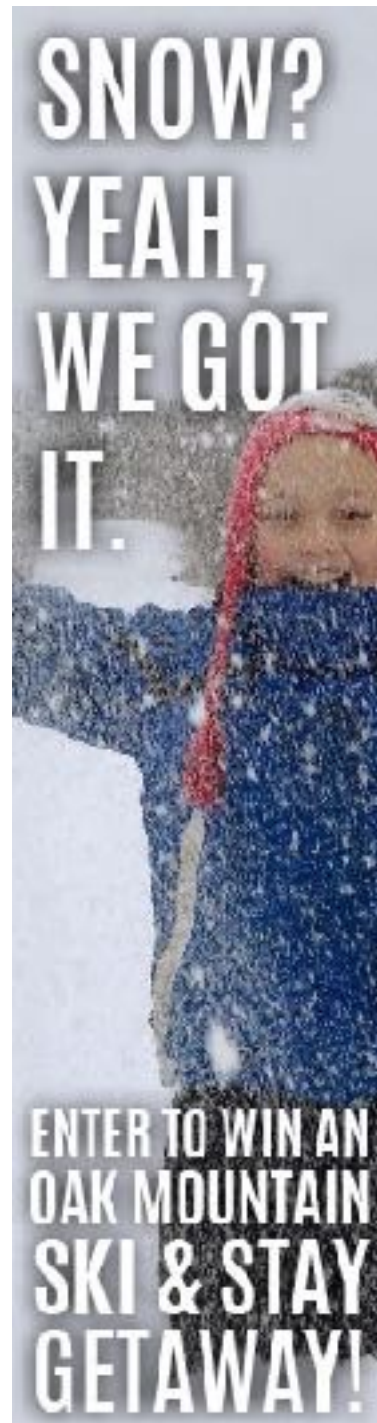


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OAK MOUNTAIN
Enter to win your Adirondack Winter Getaway!

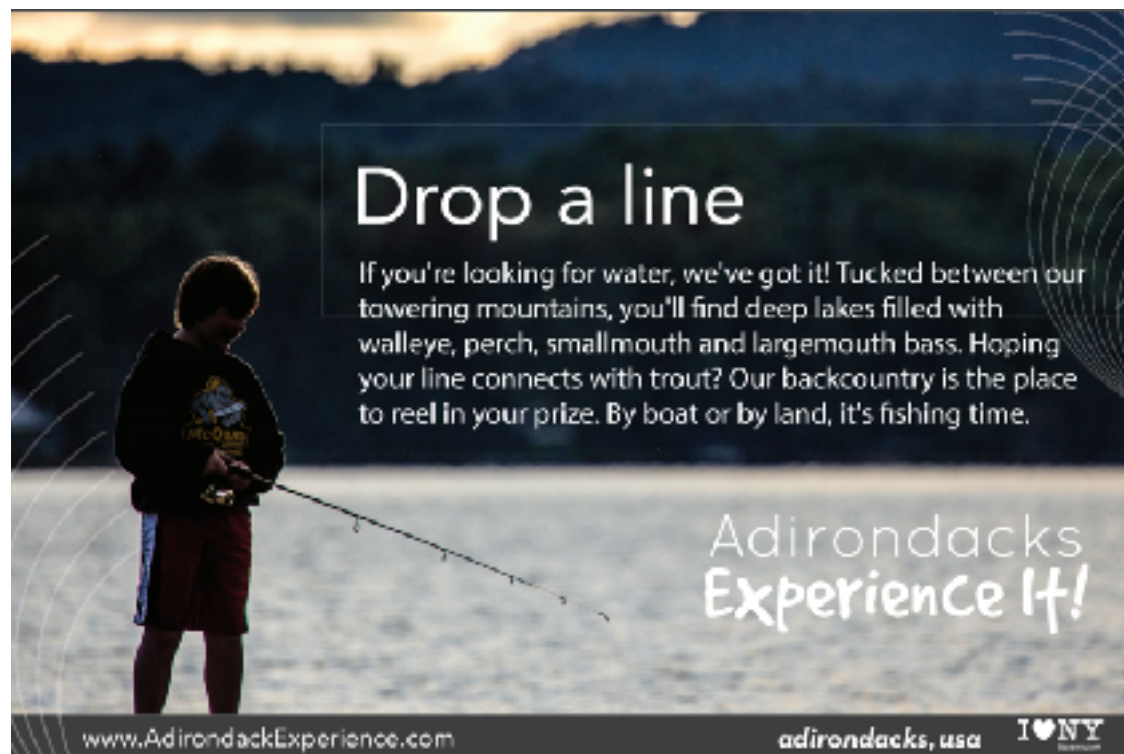


Come find the who's who
of the Adirondacks.



**SNOW?
YEAH,
WE GOT
IT.**

**ENTER TO WIN AN
OAK MOUNTAIN
SKI & STAY
GETAWAY!**




Drop a line

If you're looking for water, we've got it! Tucked between our towering mountains, you'll find deep lakes filled with walleye, perch, smallmouth and largemouth bass. Hoping your line connects with trout? Our backcountry is the place to reel in your prize. By boat or by land, it's fishing time.

Adirondacks Experience It!

www.AdirondackExperience.com adirondacks.usa I♥NY



The Great Adirondack Garage Sale is a weekend-long event that takes place along some of the most scenic roadways in the world. Take your time perusing the sales, and when you need a break there are plenty of things to explore along the way. Great deals aren't the only thing you'll find waiting for you in the Adirondacks!

MAY 27-29

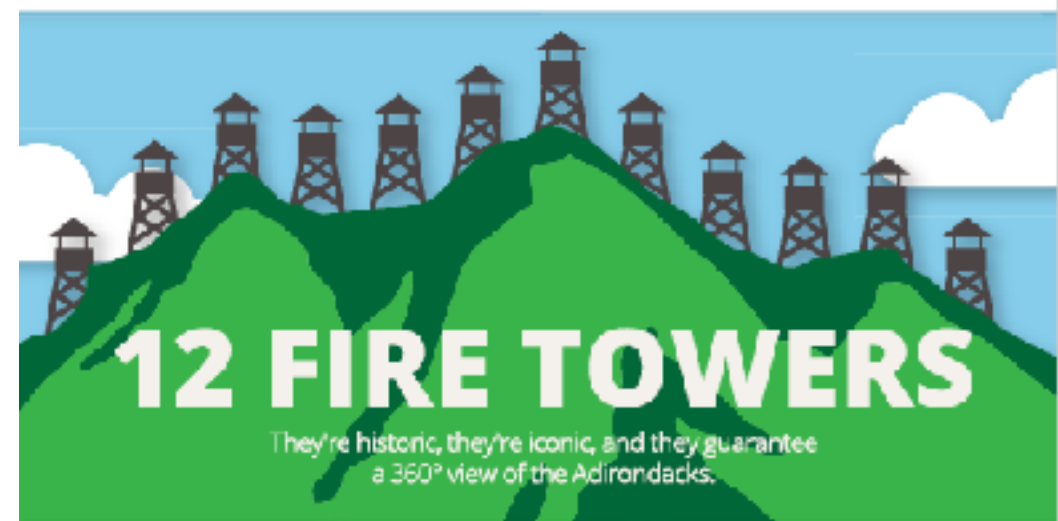
200+ MILES That's a lot of asphalt! But there are also a lot of mountains, lakes, and rivers to see along the way, so relax and enjoy some scenery with your shopping.

20 COMMUNITIES

Once you've been to our communities you'll want to come back long after the sales are over. Take some time to explore them and you'll see what we mean.

200+ SALES

But wait, there's more! Along the way, you can also find...



12 FIRE TOWERS

They're historic, they're iconic, and they guarantee a 360° view of the Adirondacks.

20 ICE CREAM SHOPS

That's 20 ice cream headaches if you don't pace yourself.

17 MUSEUMS

Take a history break and impress family and friends with your Adirondack knowledge.

30+ WATERFALLS

Stretch your legs, cool off, and enjoy the beauty.

SOCIAL MEDIA - FACEBOOK



FACEBOOK FOLLOWERS

21,886



UP SINCE
JAN 1, 2017


12,664 (57.86%)

Adirondack Experience

Published by Michelle Clement [?] · May 16 at 1:24pm · 🌐

Have you ever been to Kunjamuk Cave?

Experience it:
<http://www.adirondackexperience.com/recreation/kunjamuk-cave>



Kunjamuk Cave | Adirondacks, New York

Kunjamuk Cave in Speculator, New York is a very mysterious cave that keeps everyone wondering if it was manmade or not. You make the choice, just check it out.

ADIRONDACKEXPERIENCE.COM

Reported stats may be delayed from what appears on posts

38,484 People Reached

1,315 Reactions, Comments & Shares

812 Like	348 On Post	464 On Shares
20 Love	8 On Post	12 On Shares
2 Haha	0 On Post	2 On Shares
29 Wow	10 On Post	19 On Shares
146 Comments	34 On Post	112 On Shares
306 Shares	306 On Post	0 On Shares

3,311 Post Clicks

1 Photo Views	2,001 Link Clicks	1,309 Other Clicks ⓘ
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NEGATIVE FEEDBACK

29 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Get More Likes, Comments and Shares

Boost this post for \$25 to reach up to 8,700 people.

38,484 people reached

Boost Post

👍❤️😂 366

32 Comments 306 Shares

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SAMPLE ORGANIC POST FROM THIS WEEK

SOCIAL MEDIA CONTINUED



USING THE ADIRONDACK
EXPERIENCE PLATFORM
WE CAN AMPLIFY YOUR
MESSAGE. —————→




ADIRONDACK EXPERIENCE
ALSO HAS A PRESENCE
ON YOUTUBE, TWITTER,
YOUTUBE, GOOGLE+, ETC.

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Adirondack Experience shared [Adirondacks Speculator Region Chamber of Commerce's](#) video.
Published by Michelle Clement [?] · April 25 at 8:03am · 🌐

Love that sound!

6,988 Views

Adirondacks Speculator Region Chamber of Commerce in 📍 Piseco, New York.
April 24 at 9:31pm · 🌐

Ice is off the lake and you can hear the peepers. It's officially spring in the [#speculatorregion](#).

6,853 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

SPECIFIC PROGRAMMING SPECULATOR



NEW WEBSITE

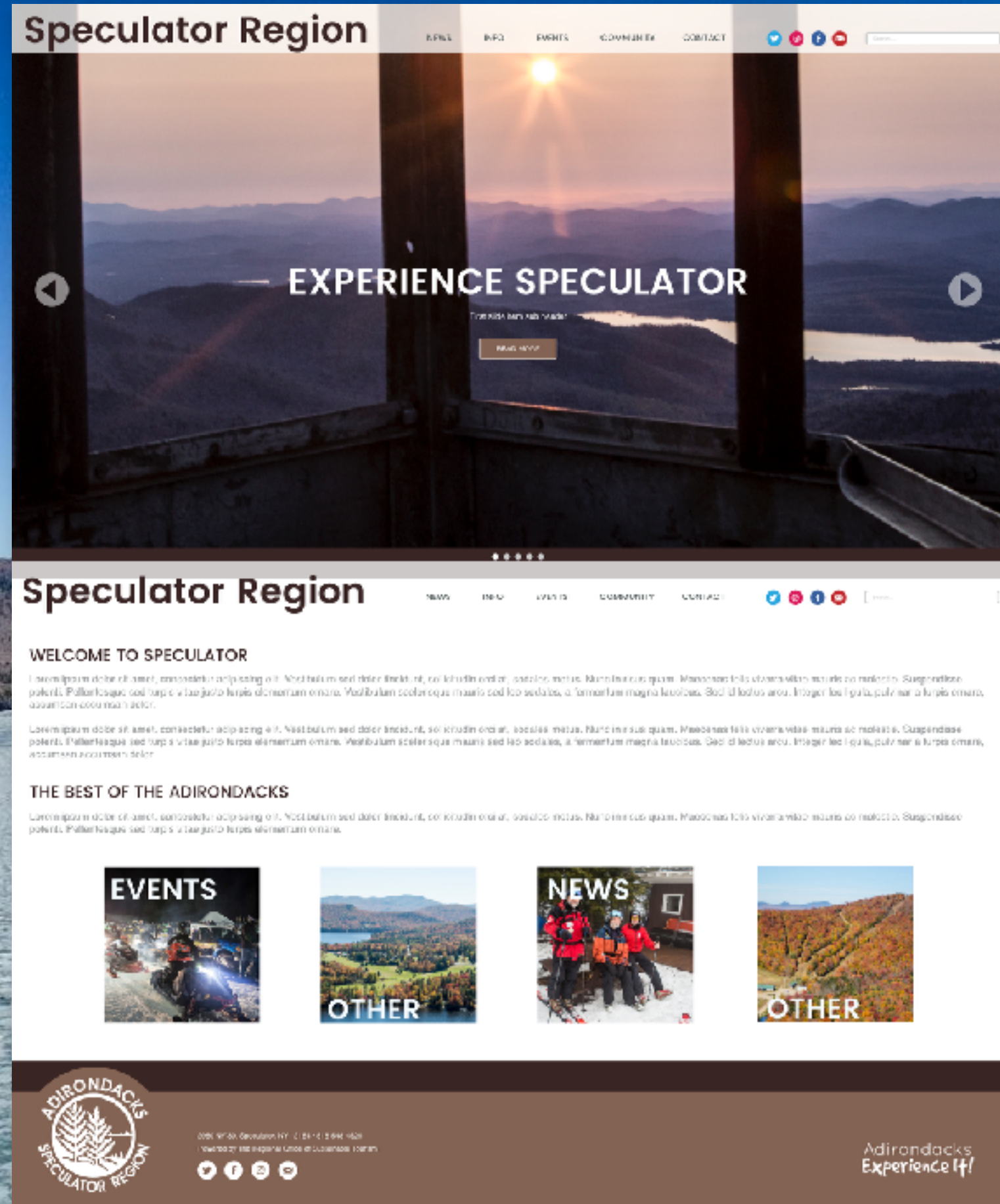
ROOST IS WORKING WITH THE ADIRONDACK SPECULATOR REGION CHAMBER OF COMMERCE TO BUILD A NEW WEBSITE.

- **PROGRESS** - DESIGN HAS BEEN APPROVED AND CODING IS UNDERWAY.
- **EARLY TO MID-SUMMER LAUNCH IS ANTICIPATED.**

SCREENSHOT TO THE RIGHT IS A DESKTOP PREVIEW OF THE NEW WEBSITE DESIGN.

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NEW WEBSITE CONTINUED

WEBSITE OVERVIEW:

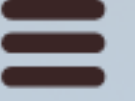
- **EASY** TO MAINTAIN CONTENT MANAGEMENT SYSTEM.
- **ADAPTIVE DESIGN** - THE SITE WILL ADJUST TO FIT THE SCREEN SIZE FROM DESKTOP TO TABLE, TO MOBILE, ETC.
- INTEGRATES INTO ADIRONDACK EXPERIENCE SHARING DATABASE, ETC.

SCREENSHOT TO THE RIGHT IS A MOBILE PREVIEW OF THE NEW WEBSITE DESIGN.

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Speculator Region 

EXPERIENCE OAK MOUNTAIN

Second slide item sub header

READ MORE



THE REGIONAL APPROACH

ADIRONDACKS, USA





Digital Hub
The Power of Content Aggregation

