



MEDIA KIT - 2020





adirondacks, usa

Adirondacks, USA

For generations the Adirondacks have been a beloved vacation destination, a place where wilderness provides countless opportunities for adventure, exploration, and fun. In fact, it was because of the Adirondacks that the word vacation was created, when city dwellers would escape stifling heat to the cool, clean air of the wilderness. Today, whether it's for a day, a long weekend, or a whole season, the Adirondacks are still a natural wonderland of fresh air, pristine water, and breathtaking landscapes, perfect for a dream getaway.

Adiron-facts

Size and Population

- At over 6 million acres, the Adirondack Park is bigger than five national parks combined: Grand Canyon, Great Smoky, Yellowstone, Yosemite, and Glacier.
- The Adirondack Park is the largest protected area in the contiguous United States, delineated by the famous "Blue Line."
- Unlike a national park, there are no entrance gates or fees. You're free to come and go as you please.
- Only about 137,000 people live in the Adirondacks full-time. That's fewer people than live in the city of Syracuse alone.
- Hamilton County, the third-largest geographically, is the least populated county in the state, and does not have a single traffic light. That means plenty of wilderness to explore and enjoy.

Geography

- The mountains you hike here are getting taller every year! Because of geologic uplift, the Adirondacks continue to rise about 2mm annually.
- Put end to end, the length of all of our rivers, brooks, and streams would go all the way around the Earth, with plenty left over.
- More than 3,000 lakes and ponds of all shapes and sizes offer fun year-round, from summer swimming, picnicking, and boating, to the lure of winter ice fishing.
- The Adirondacks contain more than 1,500 miles of designated hiking trails, from the ambitiously difficult High Peaks to serene strolls through the woods.
- Essex County contains the most waterfalls in the state, with 47 in the county.



adirondacks, usa

Adiron-facts

Fun History

- The first hotel in the world to have electricity in every room was located on the shores of historic Blue Mountain Lake. You can learn more at the Adirondack Experience, the Museum on Blue Mountain Lake.
- Theodore Roosevelt was in North Creek when he learned that he was to be President after the death of President McKinley.
- In 1892, the state legislature created a law that public lands within the Adirondacks are to remain “forever wild,” ensuring that future generations will enjoy this amazing natural playground.
- The Adirondacks have long been known as a place of healing. Starting in the late 1800’s, Saranac Lake was a world-famous center for tuberculosis treatment and research.

Travel

- Ready for adventure? In the Adirondacks there are many incredible opportunities for hiking, skiing (alpine and cross-country), boating, fishing, camping, hunting, golf, cycling, skating, birding, and more.
- The Adirondacks welcome more than 7 million visitors each year, more than the Grand Canyon, but it never feels crowded! We have plenty of room for you to stretch your legs.
- The region offers over 11,000 rental rooms in hotels, motels, inns, cabins, and cottages, along with almost 12,000 campsites. Love s’more’s? We’re your destination.
- With a mix of private and public lands, you’ll find some of the best scenery is free and open to the public, ideal for selfies and making unforgettable memories.
- Bring the kids! We have numerous destinations, activities, and adventures that are super family-friendly, from award-winning nature centers to sandy beaches with mountain views.



www.AdirondacksUSA.com



www.facebook.com/AdksUSA



[@Adirondacks, USA](https://www.instagram.com/Adirondacks_USA)



[@adkUSA](https://twitter.com/adkUSA)



Our Neighborhood





Lake Placid

Olympic village, winter sports legend, quaint lakeside destination.

Lake Placid is all of those things, and more. For families, romantic couples, or solo adventures, this mountain village has the best of everything: lakeside hotels and award-winning restaurants; unique shops, art galleries, and special events; and Olympic sites that are both modern and historic. Try a bobsled ride or watch the pros compete in a World Cup event before dipping into our glorious lakes. Invent your own perfect day in Lake Placid.

Hit the Road

Lake Placid is a comfortable drive from several major metropolitan centers.

- Boston: 4 hours, 55 minutes
- New York City: 4 hours, 59 minutes
- Montreal: 2 hours, 7 minutes
- Toronto: 5 hours, 40 minutes
- Albany: 2 hours, 19 minutes
- Ottawa: 3 hours, 5 minutes

Top Attractions

- Lake Placid Olympic Sites
- Main Street, Lake Placid
- John Brown Farm State Historic Site, Lake Placid
- Mirror Lake
- Hiking in the High Peaks Region
- Boat tours on Lake Placid lake
- Breweries: Big Slide, Lake Placid Pub & Brewery, Great Adirondack Brewing
- Lake Placid Center for the Arts
- Mid's Park
- Experience Outdoors

-
-  www.LakePlacid.com
 -  www.facebook.com/LakePlacidAdk
 -  [@LakePlacidADK](https://www.instagram.com/LakePlacidADK)
 -  [@LakePlacidADK](https://twitter.com/LakePlacidADK)



The Whiteface Region

For those looking to get close to nature, the natural wonders of the **Whiteface Region** make for a prime destination for adventure, affordable fun, and amazing experiences. Nowhere else can visitors explore a high peak in all seasons, by ski, car, or on foot, then top off their day by descending into a billion-year-old chasm carved by glaciers and a roaring river. Legendary fishing, a community of talented artisans, and an award-winning wildlife refuge help make the Whiteface Region a great adventure that is conveniently located, easily accessible, and surprisingly affordable.

Hit the Road

Wilmington is a comfortable drive from several major metropolitan centers.

- Boston: 4 hours, 52 minutes
- New York City: 4 hours, 48 minutes
- Montreal: 1 hour, 55 minutes
- Toronto: 5 hours, 49 minutes
- Albany: 2 hours, 16 minutes
- Ottawa: 3 hours, 15 minutes

Top Attractions

- High Falls Gorge
- Whiteface Mountain
- Whiteface Veterans Memorial Highway
- Santa's Workshop
- Adirondack Wildlife Refuge
- Wilmington Mountain Bike Trails and Pump Track
- Fly fishing the Ausable River
- The Jay Covered Bridge
- Sugar House and Asgaard Creameries



www.WhitefaceRegion.com



www.facebook.com/WhitefaceNY



[@WhitefaceRegion](https://www.instagram.com/WhitefaceRegion)



[@WhitefaceRegion](https://twitter.com/WhitefaceRegion)



The Lake Champlain Region

Explore history at America's Fort, Fort Ticonderoga. Float through the "Grand Canyon of the East" at Ausable Chasm or sail and fish the expanses of legendary Lake Champlain, surrounded by views of the Adirondacks and Vermont's Green Mountains. The awe-inspiring **Lake Champlain Region** offers a unique blend of activities and recreational opportunities, with farm-fresh food, historic sites, and views at every gentle curve in the road. A boater-friendly destination, visitors don't even need to step on shore, but they will find plenty of adventure if they do.

Hit the Road

Westport, centrally located in the Lake Champlain Region, is a comfortable drive from several major metropolitan centers.

- Boston: 4 hours, 10 minutes
- New York City: 4 hours, 40 minutes
- Montreal: 1 hour, 49 minutes
- Toronto: 6 hours, 22 minutes
- Albany: 1 hour, 58 minutes
- Ottawa: 3 hours, 31 minutes

Top Attractions

- Fort Ticonderoga
- Lake Champlain
- Ausable Chasm
- Crown Point State Historic Site
- Champlain Area Trails (CATS)
- Otis Mountain and the Elizabethtown Mountain Bike Trails
- Agritourism (farm stays, markets, farm stores, etc.)
- Breweries: Ausable Brewing and Ledgehill Brewing Company
- Star Trek Original Series Set Tour



www.LakeChamplainRegion.com



www.facebook.com/AdirondackCoast



The Adirondack Hub

Explore the ideal basecamp for adventure in the **Adirondack Hub**. The area is the perfect base camp for the rugged outdoor enthusiast and families seeking a memorable getaway. From beach days to hiking remote wilderness tracts and exploring caves, to enjoying the talents of Seagle Music Colony and the Adirondack Shakespeare Company, the hub of the Adirondacks has a long history of combining great arts and wild outdoor adventure in the communities of Newcomb, North Hudson, Schroon Lake, and Minerva.

Hit the Road

Newcomb, the heart of the Adirondacks, is a comfortable drive from several major metropolitan centers.

- Boston: 4 hours, 52 minutes
- New York City: 4 hours, 48 minutes
- Montreal: 1 hour, 55 minutes
- Toronto: 5 hours, 49 minutes
- Albany: 2 hours, 16 minutes
- Ottawa: 3 hours, 15 minutes

Top Attractions

- Great Camp Santanoni
- Adirondack Interpretive Center
- Schroon Lake Beach
- Seagle Music Colony
- Paradox Brewery
- The Adirondack Buffalo Company
- Hiking from Upper Works (Southern access to High Peaks)
- Paddling/canoe camping the Essex Chain Lakes
- Adirondack Shakespeare Company
- Horseback Riding



www.AdirondackHub.com



www.facebook.com/AdirondackHub



Saranac Lake Region

Enjoy the decidedly different village of **Saranac Lake**, where the winters are cold but beautiful, summers are full of adventure, and there are always plenty of great activities to keep visitors busy and entertained. In a village that celebrates its fascinating history at the Historic Saranac Lake Laboratory Museum and a vibrant love for the arts at galleries and a beloved theatre, alongside seriously fun dedication to hiking, paddling, and birding, the fun is always close by. Best yet: visitors can hike, paddle, dine, and shop without having to leave downtown.

Hit the Road

Saranac Lake is a comfortable drive from several major metropolitan centers.

- Boston: 5 hours, 12 minutes
- New York City: 5 hours, 17 minutes
- Montreal: 2 hours
- Toronto: 5 hours, 42 minutes
- Albany: 2 hours, 30 minutes
- Ottawa: 2 hours, 45 minutes

Top Attractions

- 6er Hiking Challenge
- Paul Smith's VIC (Visitor Interpretive Center)
- Historic Saranac Lake and Laboratory Museum
- Breweries: Blueline Brewery, Hex & Hop, Ray Brook Brewery
- Adirondack Carousel
- Island camping on the Saranac Lakes
- Cross-country skiing on the Jackrabbit Trail
- Pendragon Theatre, BluSeed Studios, and live music venues
- White Pine Camp
- Paddle through downtown or the St. Regis Canoe Area
- Dewey Mountain & Mt. Pisgah (XC ski, Snowshoeing, Alpine Ski, Mountain Biking, Tubing, etc.)

 www.SaranacLake.com

 www.facebook.com/SaranacLakeNewYork

 [@SaranacLake](https://www.instagram.com/SaranacLake)

 [@SaranacLake](https://twitter.com/SaranacLake)



Hamilton County

Savor small towns and big outdoors in **Hamilton County**, the heart of the Adirondack wilderness and the ideal destination for curious, adventurous visitors. Backcountry hiking and camping abound in scenic forest preserves, while paddlers have a long list of lakes and ponds to choose from. Winter's deep snows and hundreds of miles of trails are a snowmobiler's dream come true. Cultural attractions celebrate the wild wonders here, from the interactive exhibits at The Adirondack Experience, the Museum on Blue Mountain Lake to the rustic luxury of Great Camp Sagamore. Big outdoors and big adventure await!

Hit the Road

Blue Mountain Lake in central Hamilton County is a comfortable drive from several major metropolitan centers.

- Boston: 4 hours, 38 minutes
- New York City: 4 hours, 44 minutes
- Montreal: 3 hours
- Toronto: 5 hours, 42 minutes
- Albany: 2 hours
- Ottawa: 3 hours, 15 minutes

Top Attractions

- Whitewater rafting
- Firetower Hiking Challenge
- Waterfall Hiking Challenge
- Adirondack Experience, the Museum on Blue Mountain Lake
- W.W. Durant cruise with Raquette Lake Navigation Co.
- Seaplane rides
- Great Camp Sagamore
- Whitewater rafting through the Hudson River Gorge
- Oak Mountain



www.AdirondackExperience.com



www.facebook.com/AdirondackExperience



[AdkExperience](https://twitter.com/AdkExperience)



Tupper Lake

Connect and discover adventure in the quintessentially classic Adirondack town of **Tupper Lake**. Park Street's burgeoning array of shops, chef-owned restaurants, and arts offerings are a fun complement to the wide range of outdoor activities in the area. Trails long and short lead to scenic summits, the award-winning Wild Center celebrates natural history with live exhibits, and the dark skies of the area are ready to be explored at the Adirondack Sky Center. Full of rustic charm, family-oriented Tupper Lake is a great vacation waiting to happen.





Hit the Road

Tupper Lake is a comfortable drive from several major metropolitan centers.

- Boston: 5 hours, 9 minutes
- New York City: 5 hours, 16 minutes
- Montreal: 2 hours, 30 minutes
- Toronto: 5 hours, 3 minutes
- Albany: 2 hours, 37 minutes
- Ottawa: 2 hours, 39 minutes

Top Attractions

- The Wild Center and Wild Walk
- The Adirondack Sky Center and Observatory
- Tupper Lake Triad (Hiking and Paddling Challenges)
- Little Wolf Beach and Campground
- The Tupper Lake Waterfront Park and Sunset Stage
- Tupper Lake Arts
- Tupper Lake Golf Club
- Bog River Falls
- Raquette River Brewing
- The James C. Frenette Sr. Recreation Trails

-
-  www.TupperLake.com
 -  www.facebook.com/TupperLakeNY
 -  [@TupperLake](https://www.instagram.com/TupperLake)
 -  [@TupperLake](https://twitter.com/TupperLake)