

END OF YEAR REPORT

IN THIS UNPRECEDENTED TIME...

2020

TWO THOUSAND AND TWENTY

REGIONAL OFFICE OF SUSTAINABLE TOURISM

2020 was ... a year.

2020 was a year of unique and historic challenges. We reorganized staff, reconstructed our program of work, and adjusted budgets to increase efficiencies and productivity. But most of all we are proud to have found our successes in working with community residents, businesses, governments, and visitors during this unprecedented time.

The following pages of this report demonstrate some of the highlights from the ROOST adjusted program of work for 2020.

START
2020

JANUARY — FEBRUARY

NEW STRATEGIC PLAN

In January 2020, the Regional Office of Sustainable Tourism (ROOST) developed a new 3-year strategic plan for the organization. The purpose of this plan is to provide an updated vision and mission, new strategic goals and actionable initiatives, and new targets and timelines.

MMGY NextFactor engaged ROOST's executive leaders, board members, team, and tourism stakeholders to ensure the broadest possible range of input to develop the plan.

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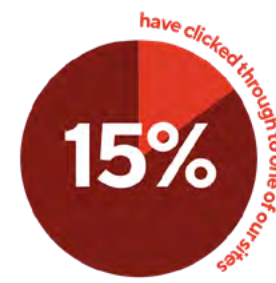
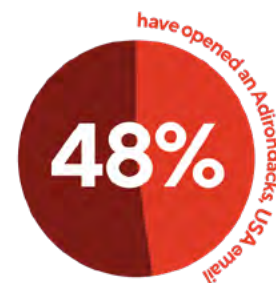


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NEW YORK TIMES TRAVEL SHOW

ROOST represented the Adirondacks at the New York Times Travel Show. The New York Times Travel Show attracts more than 35,000 attendees with over 750 exhibitors from more than 175 countries, making it the largest travel trade and consumer show in North America.

651 leads



1980 OLYMPIC WINTER GAMES 40TH ANNIVERSARY

We celebrated the 40th anniversary of Lake Placid hosting the Olympic Winter Games with 12 days of fun and festivities.

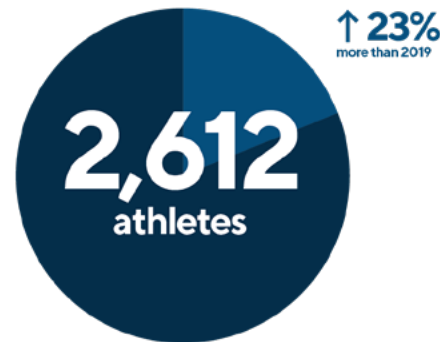


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ESWG

In 2020 the Empire State Winter Games celebrated its 40th anniversary! The Adirondacks welcomed athletes of all ages for 3 days of competition and comradery.



28
sports

6
adaptive
sports

1st
adaptive
bobsled

45K
spectators

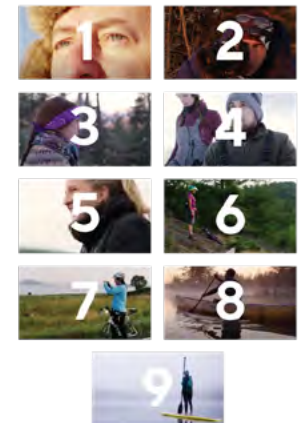
\$2.5M
economic impact

DAWN PATROL

In January we launched the first episode of a new video series. Appropriately titled “Dawn Patrol,” each video follows a passionate local outdoor enthusiast as they venture out in the early morning hours to savor the beauty of the Adirondacks. Not only did this project speak to the Adirondacks as a great place to visit, but it also touches on the lifestyle the region offers to people who live here.



DAWN
PATROL
season one



A vertical graphic on the left side of the page. It features a misty forest scene with evergreen trees. Overlaid on the scene is the year '2020' in large, white, stylized numbers. Below the numbers, the text 'END OF YEAR REPORT' is written in a smaller, white, sans-serif font. At the bottom left, there is a logo for the 'REGIONAL OFFICE of SUSTAINABLE TOURISM' which consists of a stylized infinity symbol or loop.

MARCH

TRAVEL ALERT UPDATES

Travel alerts were added to all region sites and AdirondacksUSA.com to bring important information about travel restrictions to the attention of potential travelers.

94,576
unique users

116,883
pageviews

March 13 - First large community update meeting on COVID-19.

Public community calls / COVID-19 communication

THE INSIDER PIVOTS

The regional insiders pivoted focus from being an events calendar to helping connect local residents with important information such as business offerings (take-out, curbside pick up, etc), COVID-19 testing information, and other important community notices.

PATHWAY FORWARD STRATEGY

The team created the “Pathway Forward” strategy, an initiative with the mission of reopening the tourism economy in four mindful phases: Mitigation, Local Kick Start, Regional Movement, and Reinvented Travel Market.



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◀ #WEWILLBEHEREADK

During the mitigation phase we implemented #WeWillBeHereADK which spoke to the messaging of “Pause now, play later.” We clearly shared the story with travelers that now is not the time to visit, but that we will be here ready to welcome you back when the time is right. Additionally, people were looking for hope and something to look forward to and #WeWillBeHereADK focused on keeping the Adirondacks top of mind during this time.

48,419
video views

559,929
email updates

79,902
email opens



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APRIL

Public community calls / COVID-19 communication

POLITELY ADK MATERIALS

The “Politely Adirondack” campaign was introduced, which promoted the CDC guidelines using Adirondack animals to tell the story in a polite and friendly way.



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◀ LOVE YOUR ADIRONDACKS LAUNCHED

In honor of Earth Day, the launch of the Love Your ADK pledge and website is announced. Created in partnership with the Adirondack Mountain Club, the Adirondack Council, and the NYS DEC to inspire the ethical, sustainable, and proper use of recreational resources.



6,028
users

7,154
sessions

1,047
pledges

◀ MAY

◀ COMMUNITY JUMPSTART

As the North Country navigated through Phase 3 of the state's reopening strategy, ROOST rolled out the Community Jumpstart to get residents back out in the community, supporting local businesses. Well over 100 businesses of all stripes participated to promote that they were reopening, re-expanding operations, to highlight featured products/services, etc.





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JUNE

RESIDENT SENTIMENT SURVEY

Prior to advancing into Phase 3 of reopening, ROOST conducted a Resident Sentiment Survey to help better gauge the sentiment of North Country locals with regard to their comfort level in reopening the economy and people moving around again.

ADIRONDACK HUB

In collaboration with the communities of Newcomb, North Hudson, Minerva, and Schroon Lake, the new ADK Hub brand and website were rolled out. This program also included matching marks for each of the towns within the region as well as logo marks and a landing page for the Upper Hudson Recreation Hub.

June 1
launch date

65,099
unique users

83,206
sessions

↑ 9%
session duration

JULY

Summer Focus: Wide-open spaces, outdoor activities, road trip inspiration.

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TUPPER LAKE PADDLING TRIAD

To build off of the success of the Tupper Lake Triad hiking challenge, a committee including ROOST, community leaders, and business owners worked together to establish the Tupper Lake Paddling Triad. The Paddling Triad was the first water-based challenge within the Adirondacks and had more than 85 complete and register in its inaugural season.



AUGUST

SO YOU WANT TO...

To help continue to educate travelers on etiquette and expectations for visiting our communities we launched a series of "So you want to..." social graphics.



SEPTEMBER — OCTOBER

◀ **ADIRONDACK WAYFINDER RELAUNCH**

In 2020, as New York state navigated from “NY Pause” to the “NY Forward” reopening strategy, so did the demand for safe and “close to home” travel experiences. As a result, in fall 2020, a new and improved Adirondack Wayfinder was launched to help meet that demand by inspiring the Adirondack road trip. For the initial launch, the content was focused around themes and itineraries that were timely for travel in 2020, highlighting outdoor wide-open spaces as well as attractions, businesses, and experiences that were open and could safely accommodate travelers at the time.



◀ Fall foliage reports

◀ **TRAVEL UNITY PARTNERSHIP**

The Regional Office of Sustainable Tourism (ROOST) became one of five organizations to participate in a diversity, equity, and inclusion (DEI) pilot program with Travel Unity.

Travel Unity, a nonprofit focused on diversity in travel, recently launched DEI Standards for Travel & Tourism. This was developed with input from more than 100 professionals



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across a variety of industries. The DEI Standards aim to assist travel companies and organizations in benchmarking their commitment to enhancing DEI in three primary categories – management and workforce, visitorship, and community impact – and serve as a roadmap for future efforts.

◀ November 11 – Hit 1,000 #LoveYourADK pledges

◀ Hosted 7 community meetings on winter marketing

NOVEMBER – DECEMBER

◀ New and improved Adirondack Snowmobile App launched on the App store.

◀ SNOWMOBILE SIGNAGE

In collaboration with our partners in Hamilton County and the Adirondack Hub, signage was developed to help connect snowmobilers with important information about what they needed to know before riding this season.

◀ #SHOPADK

For the holiday season, we challenged our communities to make a big impact by shopping small and shopping Adirondack. A corresponding #ShopADK Toolkit was developed for businesses to utilize as part of the promotion.

◀ Kick off new SaranacLake.com build



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POLITELY ADK MATERIALS WINTER



LEAF

In December 2020, The North Elba Local Enhancement and Advancement Fund (LEAF) rolled out its first round of applications. LEAF is a dedicated and ongoing fund available to nonprofits, local governments, and public sector organizations within the Town of North Elba. Its mission is to provide funds for programs, activities, and facilities that will have direct benefits to North Elba communities and improve the quality of place for both residents and visitors.



SUMMARY METRICS

SOCIAL MEDIA



Facebook

317,720 followers
(↑ 18,454, 6.2%)
590,283 likes
39,654 comments
51,405 shares
931,489 video views



Twitter

23,534 followers
(↑ 2,967, 14.4%)
7,616 likes
1,421 retweets



Instagram

65,770 followers
(↑ 2,967, 4.7%)
381,768 likes
4,061 comments
123,877 video views



YouTube

239,853 views
165,884 minutes watched

EMAIL MARKETING

6,110,123
emails delivered

826,494
emails opened

114,637
click throughs

WEB TRAFFIC

1,577,301
unique users

2,186,611
sessions

4,574,081
pageviews

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