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Adirondack Relocation Assessment Survey indicates high potential to attract new residents to communities within the Park

Lake Placid, New York - New research conducted by Camoin 310 of Saratoga Springs for the Regional Office of Sustainable Tourism (ROOST) in Lake Placid and the Economic Development Corporation of Warren County (EDC) shows there is a strong interest for relocation to the Adirondacks across all income brackets in the Regional Market Area. This area includes New York, Connecticut, Massachusetts, Pennsylvania, Vermont, New Hampshire, and New Jersey.

A total of 6,733 responses were collected and analyzed by Camoin 310 from January 19, 2021 to January 29, 2021. More than 80% of respondents now live in the Northeast, but there were responses from as far away as Florida, California, Texas, Colorado, Missouri, Minnesota, and Oregon, as well as international locations.

Key findings indicate that nearly 25% of respondents said they were either "very likely" or "somewhat likely" to relocate here in the next five years. Some indicated they have already moved here. The majority of the respondents said living in the Adirondack communities with access to high-speed internet, health care, and dining and shopping opportunities is a priority.

Nearly 23% of Regional Market Demand is between ages 25 to 45. Quality housing and outdoor recreation were the most important factors cited when selecting a community. Remote workers and retirees present the greatest opportunity and over 40% of respondents who are working have the ability to work remotely either full time or a majority of the time.

"This is positive for the Adirondacks and provides data to support the Northern Forest Center's report and strategy for 'Attracting New Residents' to the Adirondacks. Remote workers are a growing industry in which the Adirondacks are positioned well to pursue," said James McKenna ROOST's CEO. "They bring their jobs with them and provide for a new economic base and year-round economy less dependent on the seasonal swings of tourism. We must use this data to drive private investment in new and redeveloped housing stock within the hamlets of the Adirondacks. Planned properly, new residents can sustain our communities, bring our school

enrollments back to pre-2000 levels, and provide a better quality of life and services for our current residents."

Of the respondents who are working, many currently work in professional services, education, health care, finance and insurance sectors, information technology, and skilled trades.

"We have known professional relocation to our area was under way, but this survey validates that the combination of world-class recreation and regional assets make this truly one of the most desired relocation sites in the world," said Jim Siplon President of EDC. "It is clear we must work with our municipal, business, and professional partners throughout the region to better understand, plan for, and meet this exciting opportunity to enhance our local economies while keenly addressing the attendant demand for housing, broadband, and infrastructure this movement is also highlighting. "

Full results of the assessment can be found here: [Adirondack-Relocation-Assessment-Survey](#)

ROOST is the Destination Marketing & Management Organization for Essex & Hamilton counties and the communities of Saranac Lake & Tupper Lake.

EDC is the economic development engine for Warren County, New York, attracting new investment, industry and jobs to the area, and helping our existing businesses expand and thrive.

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