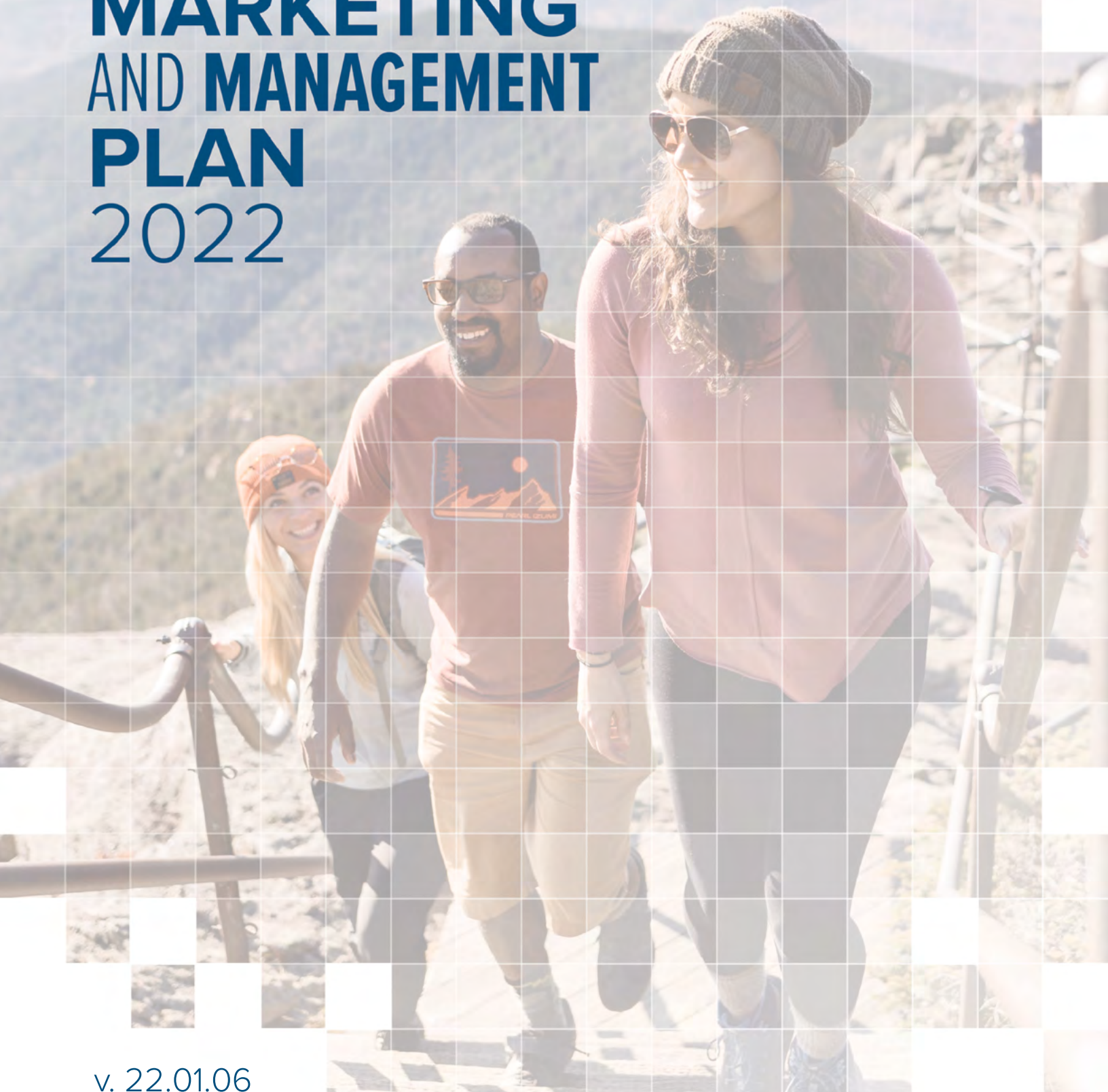


ROOST DESTINATION MARKETING AND MANAGEMENT PLAN 2022



v. 22.01.06



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A LETTER FROM THE CEO AND COO

As we plan for 2022, we will embrace the changes in our world today. As a Destination Marketing and Management organization (DMMO), we are committed to building stronger relationships across tourism, community organizations, and residents region-wide and supporting our communities in which we serve. Our tourism-based economy will be utilized to enhance the lives of those who live here. In addition to a balanced tourism economy, we will focus on some of the challenges our communities face, such as workforce housing and increasing the population of full-time residents. Our marketing initiatives will focus on decreasing the seasonality of travel and the sustainability of our natural resources.

This plan will be used as a road map for the strategy we will use to support the visitor economy in all of our regions.

We will continue to be a data-driven organization, using new and creative marketing initiatives to speak to the travel market. Our community-driven, fun, creative, passionate, and dog-friendly team are excited to tackle 2022!

Thank you for your support,

Jim Mckenna, CEO

MJ Lawrence, COO



ABOUT ROOST

The Regional Office of Sustainable Tourism/Lake Placid Convention and Visitors Bureau is a 501c6 not-for-profit corporation. ROOST is the accredited Destination Marketing and Management Organization for Essex County, Hamilton County, Lake Placid, Saranac Lake, and Tupper Lake in New York.

ROOST is also the NYS-designated Tourism Promotion Agency for Essex County and Hamilton County. Through this designation, the organization holds two board member seats on the Adirondack Regional Tourism Council (ARTC).

Vision

“Fostering connections between locals, visitors, and the world to elevate our communities.”

Mission

“To enrich the lives of residents and visitors by creating a tourism economy that sustains itself over time - economically, socially, and environmentally.”

From DMO to DMMO

The role of the typical Destination Marketing Organization (DMO), like ROOST, is evolving across the globe. Traditionally, the goal of tourism has been to simply boost the economic impact of tourism - but this is a delicate balance. Great attention needs to be focused to ensure that the economic engine tourism provides to the region positively impacts our communities with minimal stress.

As a result, in addition to executing traditional destination marketing for the region, ROOST is transitioning to a DMMO (Destination Management and Marketing Organization). This step forward into destination management means that we are focused on collaborating with local government, organizations, and residents to strike a sustainable balance between the economics of the tourism industry and community needs.

In short, ROOST is no longer simply developing marketing campaigns but instead, we are committed to the larger goal of fostering the delicate balance of quality of life for residents and quality of place for visitors.

Throughout the 2022 Destination Marketing and Management Plan, you will see examples of this through campaigns, such as Love Your ADK, which centers on reducing the recreational impacts on our lands and waterways, and the Politely Adirondack Campaign, which delivers important information around pressure points faced with COVID-19, construction, staff-shortages, and more. You will also notice increased attention on balancing the seasonality of travel and diversifying our storytelling.

Additionally, we are in the final stages of developing a Destination Management Plan in conjunction with the Village of Lake Placid, the Town of North Elba, and community stakeholders. In the coming year, as we move forward together to focus on the implementation of the plan, we will also employ it as a case study that can set the groundwork for collaborating on similar strategies in other regions of the Adirondacks.

MEET THE ROOST TEAM

ROOST Staff

ROOST is driven by a team of dedicated individuals who are passionate about the Adirondacks and the communities they serve.

James McKenna CHIEF EXECUTIVE OFFICER	Nick Donaghy WEB DEVELOPER	Brooke O’Neil LAKE PLACID REGIONAL MARKETING MANAGER
Mary Jane Lawrence CHIEF OPERATING OFFICER	Savannah Doviak SPECIAL PROJECTS COORDINATOR / WHITEFACE REGION MARKETING MANAGER	Glenn Pareira ADVERTISING SALES
Jasen Lawrence DIRECTOR OF DIGITAL STRATEGY	Emilee Hazelden DESIGNER / UI/UX	Aurora Pfaff CONTENT COORDINATOR
Michelle Clement DIRECTOR OF MARKETING	John Huttlinger, III WEB DEVELOPER	Buzzy Rickard SALES COORDINATOR
John Huttlinger FINANCE AND ACCOUNTING CONSULTANT	Janelle Jones CONTENT COORDINATOR	Kristin Strack OFFICE COORDINATOR
Eric Adsit VIDEOGRAPHER	Zach LaCourse WEB DEVELOPER	Bethany Valenze-Jones EVENTS COORDINATOR
Sydney Aveson COMMUNICATIONS COORDINATOR	Katie LaLonde TUPPER LAKE AND HAMILTON CO. REGIONAL MARKETING MANAGER	
Noah Ball CONTENT DEVELOPER AND LAKE CHAMPLAIN REGION ASSISTANT MARKETING MANAGER	Kenzie Marine SARANAC LAKE MARKETING MANAGER	
Rhiannon Berry MEDIA AND CONTENT ASSISTANT	Suzanne Maye LAKE CHAMPLAIN REGIONAL MARKETING MANAGER	
Jay Bennett SEARCH ENGINE OPTIMIZATION (SEO) STRATEGIST	Sharron Miller VISITOR SERVICE MANAGER	
Daniel Cash SENIOR DESIGNER	Angie Nevo VISITOR SPECIALIST	

ROOST Board

ROOST is governed by a Board of Directors representative of the membership and the regions they serve.

Sarah Wilson CHAIR - HIGH PEAKS REGION REPRESENTATIVE	Charles “Chip” Grundon WHITEFACE REGION REPRESENTATIVE
Chandler Ralph VICE CHAIR - HIGH PEAKS REGION REPRESENTATIVE	Mark Jessie TUPPER LAKE REPRESENTATIVE
Marc Galvin TREASURER - HIGH PEAKS REGION REPRESENTATIVE	Leslie Karasin SARANAC LAKE REPRESENTATIVE
Lisa Hess-Marks SECRETARY - ADIRONDACK HUB REGION REPRESENTATIVE	James Lemons HIGH PEAKS REGION REPRESENTATIVE
Karen Dalton LAKE CHAMPLAIN REGION REPRESENTATIVE	Hillarie Logan-Dechene HAMILTON COUNTY REPRESENTATIVE
Michael Doran MEMBER	Nick Politi HIGH PEAKS REGION REPRESENTATIVE
Jodi Gunther SARANAC LAKE REGION REPRESENTATIVE	Marrian Rapple LAKE CHAMPLAIN REGION REPRESENTATIVE
Joe Gehm TUPPER LAKE REPRESENTATIVE	Garrick Smith HIGH PEAKS REGION REPRESENTATIVE

SWOT ANALYSIS

By evaluating the strengths and weaknesses of, opportunities for, as well as threats to, the region, we can develop a greater understanding of the market environment and how to most effectively position the region’s marketing initiatives.



STRENGTHS

- Outdoor recreation: Critical mass of varied outdoor recreational experiences.
- Amenities: Diverse blend of amenities, attractions, and unique experiences.
- The Adirondack Park: Largest publicly protected area in the contiguous United States.
- Mountains and water: Diverse and beautiful topography of mountains and lakes.
- Location: Within driving distance of major metropolitan areas in the Northeastern U.S. and Southeastern Canada.
- Space: 6-million acres and with low population density, the Adirondacks provide ample space to spread out and explore.



WEAKNESSES

- Seasonality: The natural seasonality of the Adirondacks poses challenges, including everything from staffing to investment opportunities.
- Transportation infrastructure: Limited air service, mass transit, and ground transportation.
- Capacity: Some resources are over capacity during peak travel times and major events.
- Lodging: Limited availability of modern lodging amenities in some areas of the region.
- Workforce: Across the region, businesses are feeling the crunch from workforce shortages and workforce housing.
- Cell coverage and broadband: Gaps in cell and high-speed broadband.



OPPORTUNITIES

- Transportation: New United/SkyWest connection between Plattsburgh Airport and Washington-Dulles. Work with regional partners to expand air connections.
- Mid-week: Room for growth mid-week throughout all four seasons.
- Cultural experiences: Increased awareness of Adirondack experiences beyond outdoor recreation, cultural attractions, arts, and agritourism.
- Diversity: By focusing on cultivating more inclusive destinations, the Adirondacks has the opportunity to reach and attract a new and growing audience.
- Seasonality: Through more focused efforts on cultural activities, groups/conferences, and events, the challenges of seasonality can be turned into an opportunity.



THREATS

- Health and safety: As witnessed through the health crisis (i.e. the COVID-19 pandemic) will impact travel.
- Economy: Factors like an economic downturn and U.S./Canadian exchange rates can impact travel patterns.
- Weather: With such a high concentration of tourism drivers being outdoor activities, the Adirondacks see a large impact from unseasonable weather.
- Political: Shifts in political policy, border crossing regulations, and perception of the U.S. can impact travel patterns.
- Natural resources: Increased use of natural resources has a negative impact on communities, the environment, and the traveler experience (e.g. the High Peaks).

PERFORMANCE SNAPSHOT

New York State Tourism Economics

TRAVELER SPEND

	2018	2019	2020	2019/2020 %
Essex	\$494,822,000	\$508,000,000	\$509,000,000	0.1%
Hamilton	\$82,978,000	\$83,000,000	\$73,000,000	-11.6%

LOCAL TAXES

	2018	2019	2020	2019/2020 %
Essex	\$34,124,000	\$34,961,000	\$33,976,000	-2.8%
Hamilton	\$5,097,000	\$5,193,000	\$4,912,000	-5.4%

RETURN ON INVESTMENT (LEISURE TRAVEL STUDY)

	2018	2019	2020
Traveler Expenditures	\$259,401,298	\$333,390,990	\$261,345,113
Marketing Budget	\$4,444,201	\$4,512,724	\$3,266,422
Conversion Factor	77%	79%	82%
Marketing Budget ROI	58:1	74:1	70:1

SOCIAL MEDIA PERFORMANCE

Includes followers from each of our seven regions, Adirondacks USA, and VisitAdirondacks

	2018	2019	2020	2021
Facebook	349,461	393,913	416,762	443,421
Instagram	77,912	103,731	125,000	136,510
Twitter	18,350*	35,124	36,830	40,405

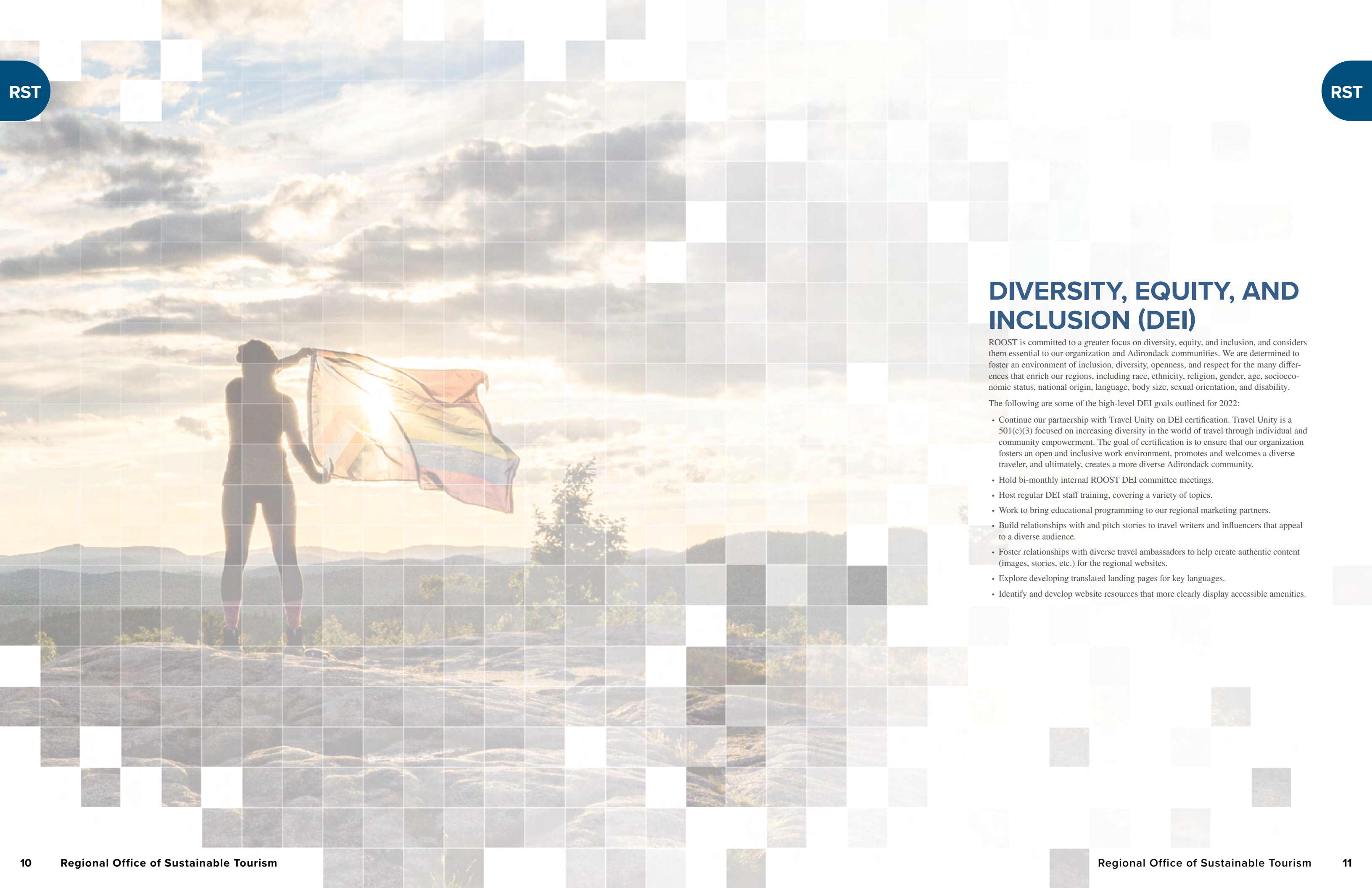
*Does not include @VisitADKs followers

** As of Sept 30 each year

WEBSITE PERFORMANCE

Includes each of our seven regions, Adirondacks USA, and VisitAdirondacks

	10/01/2018 - 09/30/2019	10/01/2019 - 09/30/2020	10/01/2020 - 09/30/2021
Sessions	4,449,800	4,253,940	3,929,903



DIVERSITY, EQUITY, AND INCLUSION (DEI)

ROOST is committed to a greater focus on diversity, equity, and inclusion, and considers them essential to our organization and Adirondack communities. We are determined to foster an environment of inclusion, diversity, openness, and respect for the many differences that enrich our regions, including race, ethnicity, religion, gender, age, socioeconomic status, national origin, language, body size, sexual orientation, and disability.

The following are some of the high-level DEI goals outlined for 2022:

- Continue our partnership with Travel Unity on DEI certification. Travel Unity is a 501(c)(3) focused on increasing diversity in the world of travel through individual and community empowerment. The goal of certification is to ensure that our organization fosters an open and inclusive work environment, promotes and welcomes a diverse traveler, and ultimately, creates a more diverse Adirondack community.
- Hold bi-monthly internal ROOST DEI committee meetings.
- Host regular DEI staff training, covering a variety of topics.
- Work to bring educational programming to our regional marketing partners.
- Build relationships with and pitch stories to travel writers and influencers that appeal to a diverse audience.
- Foster relationships with diverse travel ambassadors to help create authentic content (images, stories, etc.) for the regional websites.
- Explore developing translated landing pages for key languages.
- Identify and develop website resources that more clearly display accessible amenities.



STRATEGIC GOALS

The Regional Office of Sustainable Tourism developed a 3-year strategic plan for the organization in January of 2020. The purpose of this plan is to provide an updated vision and mission, as well as strategic goals for the organization. The ROOST team and its board of directors united in our vision for the future. As agreed upon collectively, the following strategic goals provide direction for the sustainable growth of the region, based on the shared interests of stakeholders, visitors, and the local community.

The following are the actionable initiatives from the strategic plan that will be the focus of the program of work in 2022. Throughout this plan, you will see specific strategies identified to move these initiatives forward.

Strategic Sales & Marketing

1. Develop specific initiatives to decrease the seasonality of travel while focusing on mid-week business and the average length of stay.
2. Expand the customer base by diversifying the destination experience.

Destination Development & Management

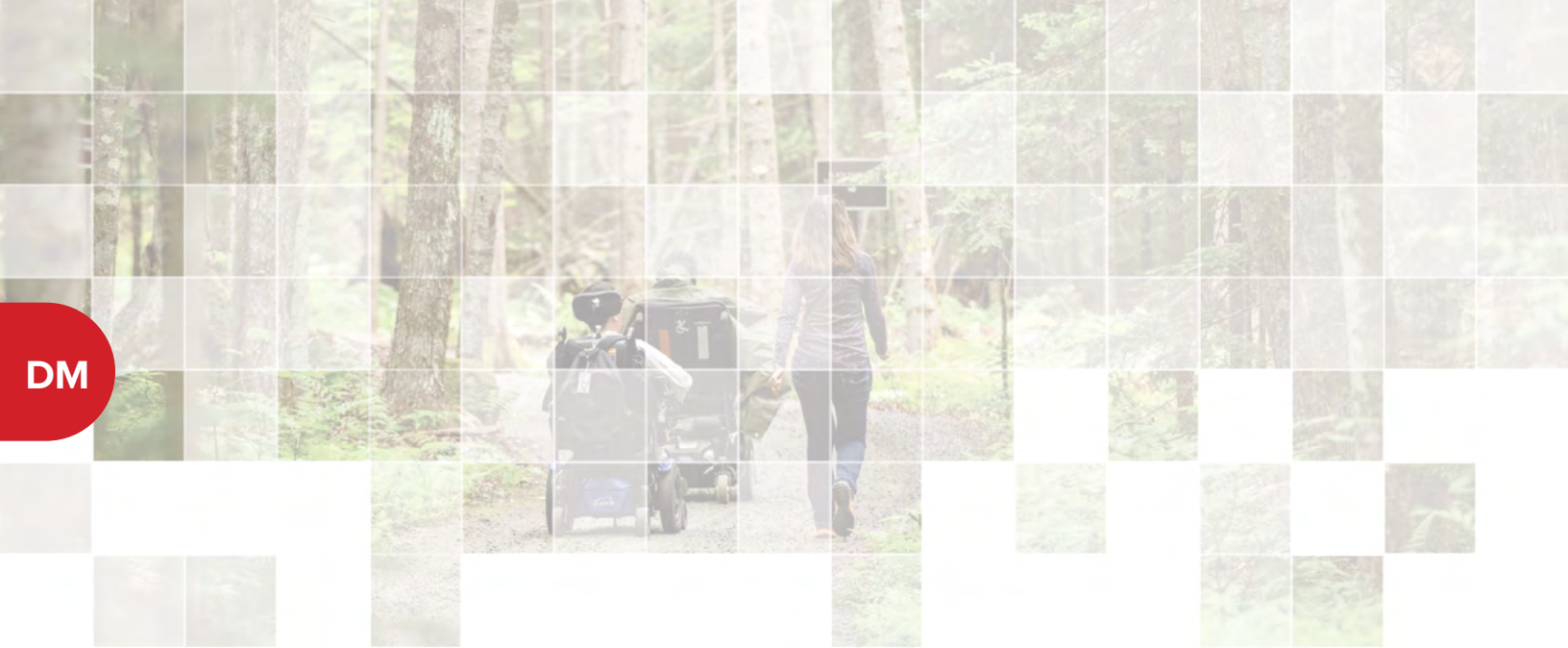
1. Improve the overall transportation ecosystem (e.g. hiking shuttles, biking, etc.).
2. Develop a destination management plan for the Town of North Elba/Village of Lake Placid.
3. Work with partners to support product and destination development throughout the region.
4. Expand promotion of environmental marketing.

Intentional Community Alignment

1. Build stronger relationships across tourism, community organizations, and residents regionwide.
2. Facilitate more community housing.
3. Develop initiatives to increase full-time residents and youth retention.
4. Collaborate with partners to improve customer service.

Sustainable Organization Strategy

1. Evaluate and improve how the organization supports/promotes regional events.
2. Evaluate staff program of work in order to effectively implement the destination marketing and management plan.
3. Continue to evaluate and update the organization’s strategic plan.



REGIONAL PROGRAMMING

Together we are stronger. There is great value and strength in pooling resources to raise awareness of all the Adirondack region offers the traveling public. Collaboratively through the Adirondack Regional Tourism Council and ROOST’s Adirondacks, USA programming, we will continue this mission.

Adirondack Regional Tourism Council (ARTC)

The Adirondack Regional Tourism Council (ARTC) is made up of the seven counties in the NYS Empire State Development-designated Adirondack Region: Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren counties. ARTC is overseen by a board of directors made up of the Tourism Promotion Agent (TPA) from each of the seven counties. ROOST holds two seats on the ARTC Board:

- Essex County: Mary Jane Lawrence
- Hamilton County: Michelle Clement

Together, ARTC executes the marketing program “Visit Adirondacks.”

I LOVE NY Matching Funds

The New York State Department of Economic Development has traditionally awarded counties with I Love NY (ILNY) Tourism Matching Funds. The purpose of the I Love NY Matching Funds Program is to provide county funding for the planning and execution of marketing programs designed to stimulate and increase the economic impact of tourism for New York state. All efforts administered using ILNY funds must follow the ILNY Matching Funds requirements. The program also encourages TPAs to participate in regional, multi-county, and thematic-based programs that are aligned with those of the state. Additionally, ILNY encourages TPAs to base their plans on consumer research that identifies marketing opportunities for sustainability and growth.

ROOST has annually applied for and been awarded matching funds on behalf of Essex County and Hamilton County. Once each county has matched their award amount, the funding is used to support the Visit Adirondacks regional program, as well as other county and regional initiatives.

In 2020 the ILNY Matching Funds Program was placed in a holding pattern due to budget constraints created by the COVID-19 pandemic. In the second half of 2021, a scaled-back Matching Funds program was reintroduced to support tourism promotional efforts for the second half of the calendar year.

Visit Adirondacks Initiatives

With reinstated ILNY Matching Funds programming, as well as donated services from each of the counties, we were able to accomplish the following for Visit Adirondacks:

- Launch and make improvements to the new Visit Adirondacks website. (Originally funded in 2019, but put on pause during 2020).
- Execute a new contract for services with Workshop to focus on:
 - SEO optimization
 - Content updates
 - Relaunch a paid strategy for fall and winter.
- Reinstated a regional Visit Adirondacks email campaign.
- Continue to manage the Visit Adirondacks social media channels by rotating weekly takeovers among the 7 counties that make up ARTC.
- Support the production of the Visit Adirondacks Day Hikes, Fishing, and Paddling Guides.
- Gain additional insight on the Adirondack traveler by investing in the acquisition of ROVE Mobile Tracking and STR (short-term rental) data.

In the coming year, we will continue to work together with the other counties that make up the Adirondack Regional Tourism Council to most effectively and efficiently accomplish the shared goal of elevating the awareness of the Adirondacks.

The Adirondacks, USA Initiatives

In addition to the ARTC/Visit Adirondacks program, ROOST continues to identify ways to efficiently pool together resources from 7 ROOST regions in order to have a larger reach and make a greater impact. These multi-region initiatives run under the Adirondacks, USA program.

The Adirondacks, USA programming touches on and enhances many aspects of the overall ROOST marketing strategy, from PR and communications to content development and email marketing to media placements. The following section breaks down the major regional initiatives.

Destination Marketing

Along with leveraging Adirondacks, USA for general Adirondack awareness and seasonal campaigns, over the years some specific regional campaigns have been established to promote specific tourism drivers.

Adirondack Snowmobile Mobile App

SNOWMOBILING IN THE ADIRONDACKS

Snowmobiling continues to be a strong activity throughout the Adirondacks. A recent survey of snowmobilers completed by ROOST found that snowmobilers have a higher average income and spend more on average than other leisure travelers per party. Snowmobilers are also very likely to tour multiple communities throughout their stay, spreading their economic impact throughout the Adirondacks. These travel patterns make this demographic a prime target for multi-region campaigns and marketing efforts.

In recent years, ROOST worked with community partners to develop and launch a new snowmobile app to help travelers learn about snowmobiling in the area and navigate the trails/amenities once they are here. In 2020, we invested in making additional upgrades to the app to improve its functionality.

In preparation for the 2020-21 season, we worked with community partners to help create signage and other materials to help connect snowmobilers with the information they need to “know before they go.” In the coming year, a focus will be placed on building awareness of snowmobiling in the area and encouraging users to download the app. Additionally, we will continue to work with community partners to ensure the accuracy of trail and amenity information.

Goals/Programming Notes

- Continue to work with community partners to ensure all trail information is accurate and remains up-to-date.
- Increase visitation by snowmobilers.
- Leverage snowmobiling to boost the economy during a slower season.
- Build awareness of the improved riding along the C7 corridor as part of the development of the new Adirondack Rail Trail.

Adirondack Biking

MOUNTAIN BIKING AND GRAVEL RIDING

In 2021 in partnership with Barkeater Trail Alliance (BETA) and other mountain biking partners from around the region, we conducted an Adirondack Mountain Bike Survey. The goal of the survey was to gain a better understanding of the economic impact of mountain biking trail system development, identify the type of trails locals, regional travelers, and other travelers are looking to explore, understand the crossover of use between trail systems in different communities, and more.

In 2022, we will leverage the data received through the survey to outline a regional approach to promoting the growing critical mass of mountain biking in the region.

- Increase awareness of the Adirondacks as a mountain biking destination.
- Pool resources from regions to develop larger campaigns that demonstrate multiple days of riding opportunities.
- Help connect riders directly with the best resources for planning their trip.

In addition to mountain biking, “gravel riding” (riding on dirt or gravel roads) continues to see a boom in growth. The state’s investment in the development of the new 34-mile Adirondack Rail Trail, in addition to the Adirondacks’ critical mass of old logging roads, has the Adirondacks positioned well to welcome riders of this class of biking.

- Work with community partners and riders to develop an inventory of rides and supporting content for gravel riding.
- Acquire additional photo and video assets for promotional purposes.
- Continue to work closely with the NYS DEC and the community along the Adirondack Rail Trail to position the trail as a premier destination for riding.

#ShopADK

SHOP SMALL AND MAKE A BIG IMPACT

Supporting local-owned businesses is a critical component to building and maintaining vibrant communities. The #ShopADK messaging is part of our regional holiday shopping campaign. While the #ShopADK message will extend year-round, the first component focused on holiday shopping with the goal of:

- Supporting community-based holiday shopping events hosted by our regional partners.
- Foster a “buy local, support local” state of mind in our communities.
- Highlighting the unique variety of one-of-a-kind gifts and experiences you can find locally this holiday season.

The #ShopADK message was developed strategically so that it could speak to both local community residents, regional residents, and travelers who love the Adirondacks. It is Adirondack-focused and allows a way to promote the “Shop Local” message to all three of these audiences who consider “local” to be

a different location based on where they are geographically.

In 2022, the #ShopADK messaging will continue to expand year-round and will continue to focus on unique retail opportunities. Additionally, we will work to incorporate additional industries such as restaurants.

Goals/Programming Notes

- Foster a buy local, support local, state of mind in our communities.
- Support community-driven initiatives by regional partners (i.e. chambers, business associations, etc).
- Raise awareness with visitors of the unique shopping and dining opportunities in the Adirondacks.



#SkiADK

(Ski the Adirondacks)

ALPINE SKIING / CROSS-COUNTRY SKIING - DESTINATION MARKETING

In recent years, ROOST began working with regional alpine ski mountains to develop a collaborative marketing effort to raise awareness of the quality and availability of great skiing within the Adirondack Mountains. We started off small with the focus on the consistent use of the hashtag #SkiADK and a small amount of physical in-market advertising such as stickers, banners, and flags. In the following seasons, we worked together to launch larger awareness campaigns through partnerships with industry media outlets.

As we move forward in 2022, a continued effort will be placed on building awareness of the critical mass of ski opportunities in the Adirondacks in order to position the region as a major destination for ski vacations.

Goals/Programming Notes

- Increase awareness of the Adirondacks as a ski destination.
- Increase mid-week skiing/riding at area mountains and Nordic ski centers (where available).
- Help connect skiers/riders with important information they need to “know before they go.”
- Generate leads for remarketing

Destination Management Focused Campaigns

To achieve the goal of sustainable tourism, we will continuously monitor the impacts and pressure points of tourism, and introduce preventive and/or corrective measures whenever necessary. The following are some of the major regional campaigns that focus on destination management and/or sustainable tourism development messaging.

Love Your ADK

LEAVE NO TRACE EDUCATION

Outdoor recreation continues to be a primary tourism driver for the Adirondacks. Like many outdoor destinations, the increased interest and use of our trails, waterways, and backcountry have brought challenges. In an effort to protect these natural resources, educate travelers, and sustain our outdoor recreation economy, ROOST partnered with the New York State Department of Environmental Conservation, the Adirondack Council, and the Adirondack Mountain Club and together launched the a destination management initiative called “Love Your ADK.”

The campaign is centered around cultivating mindful backcountry stewardship by providing useful resources and information to reduce the impacts recreational use has on our lands and waterways.

Goals/Programming Notes

- Educate travelers on how to minimize their impact on our natural resources.
- Inform travelers on how to be prepared for their backcountry experience.
- Align our efforts with the nationally recognized Leave No Trace Seven Principles.
- Maintain our Community Partnership level with the Leave No Trace Center for Outdoor Ethics.
- Partner with businesses and nature organizations to create cohesive and consistent messaging.
- Encourage hikers to find “trails less traveled” in order to reduce traffic on high-use trails and waterways.

Politely Adirondack

CONVEYING IMPORTANT INFORMATION IN A KIND, FRIENDLY, AND ADIRONDACK WAY

The “Politely Adirondack” campaign was born from necessity in 2020 when the need for communicating expectations for the traveler as to health guidelines was required. Very quickly, Milton Moose, Rezzie Raccoon, Buster Bear, Otto Otter, and the Yard-Birds became the unofficial mascots for this message in the Adirondack region as



they delivered the messaging in a “friendly and Adirondack way.”

Did you know that ROOST received a Tourism Excellence Award from NYSTIA (New York State Tourism Industry Association) for this campaign? It was one of three honors the team took home in 2021.

Throughout 2021, ROOST continued to use the “Politely Adirondack” animals to develop signage, digital materials, handouts, and other resources for communities to use throughout the region to create a cohesive message on expectations and important issues. Along with being deployed for information on health and safety, the “Politely Adirondack” animals have also communicated messaging on demonstrating kindness when facing staffing shortages, supporting small, locally-owned Adirondack businesses, communicating information about the Main Street Lake Placid construction project, and other important issues as they arise.

We anticipate that the “Politely Adirondack” campaign will continue to be relevant in 2022 as we continue to navigate through these unique times. Additionally, as necessary, we may use Milton and his pals as a tool to continue to mitigate any pressure points that arise.

Road Cycling Etiquette

The biking industry across all segments has seen a major boom in recent years and the Adirondacks are witnessing this as well. When it comes to road cycling, our breathtaking landscapes, challenging hills, and unique roadways attract cyclists of varying skill levels and backgrounds. Unfortunately, with the increased use of roadways in some areas (most notably that of the famed Lake Placid IRONMAN course), there is increased tension between cyclists and motorists. As part of the destination management strategy, steps will be taken to alleviate these challenges.

Goals/Programming Notes

- Increase messaging of road cycling etiquette both in-market and in advance of arrival.
- Work with IRONMAN organizers and training camps to educate athletes on expectations when training on our roadways, and establish mitigation plans for dangerous practices.
- Encourage leisure cyclists to explore more of the Adirondacks, pairing them with unique trips, stops, and roadways that are most accommodating to road cyclists (e.g. wider shoulders, lighter traffic, unique cycling-friendly stops, etc.).
- Alert motorists on proper safety and etiquette with regards to sharing the roadways with cyclists.

Adirondack Wayfinder

INSPIRING THE ADIRONDACK ROAD TRIP

Adirondack Wayfinder is a theme-based approach to connecting communities and a tool to help travelers be inspired, dream, and plan. The premise of the program is to create road-based itineraries that are curated based on the theme, traveler interests, and/or travel party make-up. The itineraries are mapped, can be modified to start from any address, and can be used for navigation. This allows the tool to follow the traveler from the dreaming phase and research phase through to the experience phase in their travel journey.

In 2022, we look forward to working with our community partners to continue developing itineraries and creating thematic connections. Additionally, we will leverage Adirondack Wayfinder as part of our overall communications strategy to help showcase seasonal offerings that are relevant to media inquiries and pitches.

Goals/Programming Notes

- Increase awareness of the Adirondacks as a touring destination.
- Increase visitation to unique amenities and attractions.
- Diversify the customer base by expanding the variety of content on destination experiences.
- Move travelers from high-use areas to discover less frequented communities throughout the region.
- Work with communities and businesses to leverage Adirondack Wayfinder to create and promote thematic tours and itineraries.

“Linking Communities Together” Initiative

In 2021, ROOST gathered a group of community ambassadors and natural resource advocates from around the region to work on a strategy where communities can work together regionally to accomplish sustainable economic growth through hiking, while protecting our natural resources.

Together we developed two-pronged strategies that focused on “regional movement” and “education.”

For the regional movement, the group focused on cultivating an “Explore More ADK” message that focused on highlighting “trails less



traveled.” To deliver this message we developed Adirondack Wayfinder itineraries, leveraged our regional social media channels by executing a robust editorial calendar through the fall hiking season, used remarketing tactics, emails, etc.

The education component focused on amplifying Leave No Trace messaging through the #LoveYourADK campaign and associated resources.

Goals/Programming Notes

- Work with partners to further refine and implement a strategy with a unified message.
- Develop toolkits for community partners to leverage this messaging and promotional opportunity.
- Identify the best way to develop and promote a centralized resource for hiking information, Leave No Trace information, and other important notices for backcountry users. This resource will focus on assisting users in finding the right resources in an easy, efficient, and inspiring manner.

Upper Hudson Recreation Hub

THE FIVE TOWNS INITIATIVE

The Upper Hudson Recreation Hub (formerly known as Five Towns) consists of the Essex County towns of Minerva, Newcomb, North Hudson, and the Hamilton County towns of Long Lake and Indian Lake. Several years ago, following the state acquisition of several large tracts of lands within these communities, an alliance was formed. As part of this alliance, these five towns identified the opportunity of combining efforts to market and promote the

unique geographical surroundings and world-class recreational experiences the area offers.

Recently, the Upper Hudson Recreation Hub has seen a significant commitment from New York state with the construction of the new Frontier Town Campground and Equestrian Center in North Hudson. In addition, recent projects such as new mountain biking trails in Long Lake, new interpretive signage installed by OSI (Open Space Institute) at Tahawus/Upper Works, and the opening of the Frontier Town Gateway, and other new business developments are just a few examples of the thoughtful rejuvenation this area is seeing. Long term, the Upper Hudson Recreation Hub strives to position itself as an interconnected hub of multi-use trails that include activities such as hiking, horseback riding, snowmobiling, and biking.

Recent UHRH Achievements:

- Rebranding of the two regions that fall within the Upper Hudson Recreation Hub
 - Adirondack Hub (Essex County) - 2019.
 - Adirondack Experience (Hamilton County) - 2019.
- Development of a new logo mark for the Upper Hudson Recreation Hub - 2019.
- Website design and launch development for the Adirondack Hub and UHRH - 2020.
- Relaunched a new and improved Adirondack Wayfinder with a dedicated section for Upper Hudson Region Hub itineraries - 2020.
- Website design development for the Adirondack Experience (incorporating the UHRH) - 2021-2022.
- Increased emphasis on media acquisition for promotional purposes - 2020-2022.





Major Multi-Region Winter Sports Events

Besides some concentrated times and/or locations, winter proves to be a time of year that has the ability to facilitate growth in visitation in order to create a more balanced seasonality of travel demand. One of the many ways that we will look to increase sustainable growth for the winter is through leveraging winter sports and sporting events to showcase the area.

The following are the largest showcases of winter sports for the region.

Beijing 2022 Olympic Winter Games

As media attention covers the 2022 Olympic Winter Games, naturally the interest in winter sports spikes across the globe. We will leverage this heightened interest to showcase the Adirondacks as a place to experience winter sports regardless of your experience and level of ability. From showcasing competitive sports to adaptive programs, and from hard-core outdoor adventures to family-friendly novice experiences, winter sports will be showcased for the Olympic year.

The Empire State Winter Games

From February 3-6, 2022, the Empire State Winter Games (ESWG) will return after a year of hiatus. ESWG is a multi-day winter sporting event hosted in Lake Placid, Saranac Lake, Tupper Lake, Wilmington, Brighton, and Paul Smiths. The games bring together more than 2,700 athletes from across New York and beyond to compete in over 30 winter sports events.

In addition to the sporting competitions, Empire State Winter Games boasts festivities and pageantry, including a state-wide torch run, opening ceremonies, athlete parade, and a variety of other pop-up events.

In 2022, ROOST will work in partnership with the Lake Placid Sports Council, ORDA, the sports venues, sports coordinators, and a team of dedicated volunteers to execute the games. Additionally, we will market the event to both athletes and spectators, as well as ensure those attending the event have a positive experience.

2023 World University Games

In 2023 Lake Placid and the greater Adirondack Region are preparing to host the Lake Placid FISU 2023 World University Games. This 11-day competition and festival will take center stage from January 12-22, 2023.

As the largest winter multi-sport collegiate event in the world, the World University Games are expected to bring more than 2,500 student-athletes and coaches from 50 nations and 600 universities to Lake Placid and the North Country region to compete in 86 events in 12 sports. Student-athletes will contend for medals in alpine and Nordic skiing, ski jumping, Nordic combined, biathlon, curling, figure skating, freestyle skiing, ice hockey, short track, long track speed skating, and snowboarding.

Throughout 2022 we will work with our communities, the Lake Placid Sports Council, New York State ESD, and The Olympic Regional Development Authority to set the stage for the games. Along with promoting the event and its related festivities to spectators, we will also leverage the opportunity to use the games to create brand awareness for the region as a place for excellence in winter sports.



MARKETING REGIONS



AE



**ADIRONDACK
EXPERIENCE**
SMALL TOWNS — BIG OUTDOORS
adirondacks, usa

ADIRONDACK EXPERIENCE

Completely bound within the Adirondacks, Hamilton County uniquely has the lowest population density in the eastern U.S. at approximately three people per square mile. It is made up of a charming balance of unspoiled Adirondack wilderness paired with unique small towns that are packed with character.

Brand Statement

Adirondack Experience - Small Towns, Big Outdoors.

Hamilton County offers the classic Adirondack experience, attracting nature lovers for over a century. In the heart of the Adirondacks, this region remains a historical gem, a sportsman’s paradise, and a vacation destination for its tranquil woods and small towns.

With one-million acres of undisturbed woods, majestic mountains, cascading waterfalls, and pristine lakes, Hamilton County is big on outdoor experiences in all four seasons. This region is especially rich with lakes and myriad waterways, making Hamilton County ideal for enjoying time on the water. Adventurous travelers can enjoy whitewater rafting, snowmobiling miles of uninterrupted trails, and hiking to fire towers and waterfalls. The more casual travelers can enjoy camping in tracts of uninterrupted forest and birding in diverse habitats. Travelers can also take a step back in time to explore Adirondack history in the birthplace of the American vacation. Hamilton County was a major destination for the wealthiest travelers during the Gilded Age, leaving behind W.W. Durant’s landmark Adirondack architecture and the famed Great Camps.

Intertwined with the outdoors are unique, historic towns rich with eccentric events and warm hospitality reflected in timeless general stores and quaint downtowns. Each season brings festivals celebrating everything from Adirondack art, to wildlife, to winter.

Big on outdoors and small-town charm, Hamilton County is adventure and nature, away from it all.

Tone & Messaging

SMALL TOWNS	RICH HISTORY	BIRTHPLACE OF
CHARMING	WATERFALLS	THE AMERICAN
BIG OUTDOORS	FIRE TOWERS	VACATION
BIG ADVENTURE	ENDLESS	RELAXED
BIG EXPERIENCES	ADVENTURE	TIMELESS
EXPANSIVE	FREEDOM TO	UNINTERRUPTED
	EXPLORE	

AE

PERFORMANCE SUMMARY

Website Performance

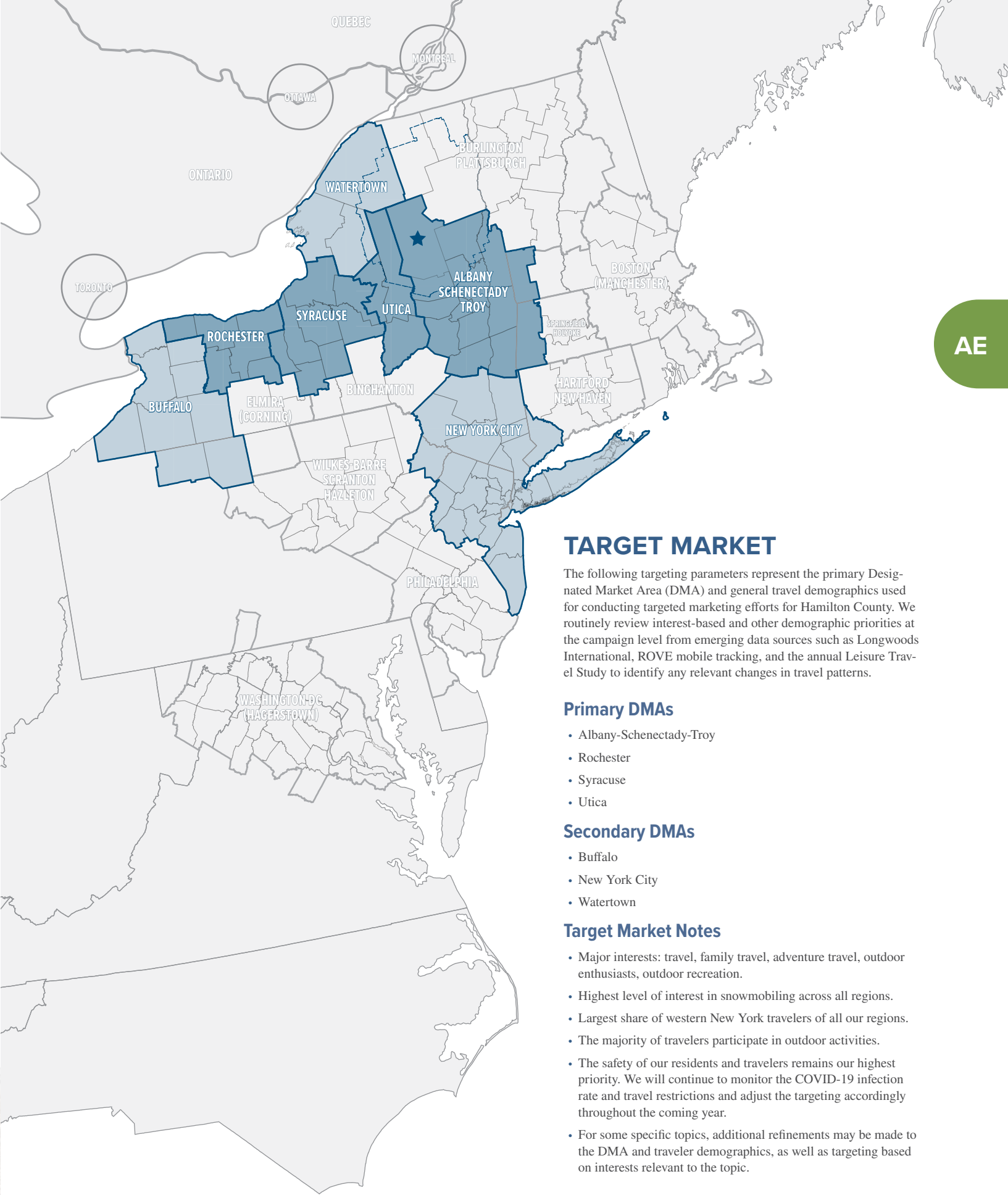
AdirondackExperience.com Traffic 10/01/20 - 09/30/21		
Pageviews	863,709	
Users	396,172	
Sessions	497,787	
Paid	68,390	
Organic Search	292,293	
Direct Traffic	60,741	
Social Referrals	15,848	
Email Marketing	27,442	
Avg Session Length (seconds)	83	
Avg Pages/Session	1.74	

Top Site Content

Page	Pageviews	Share
Homepage	58,562	6.78%
Enter To Win	32,462	3.76%
Adirondack Outdoor Recreation	17,110	1.98%
Adirondack Moose Festival	16,062	1.86%
Fall	13,056	1.51%
A Day in the Gilded Life	12,602	1.46%
Adirondack Cabins and Cottages	10,052	1.16%
Webcams	9,700	1.12%
Where to Stay in the Adirondacks	9,677	1.12%
Cottages	9,659	1.12%



46,522 (77 increase)



TARGET MARKET

The following targeting parameters represent the primary Designated Market Area (DMA) and general travel demographics used for conducting targeted marketing efforts for Hamilton County. We routinely review interest-based and other demographic priorities at the campaign level from emerging data sources such as Longwoods International, ROVE mobile tracking, and the annual Leisure Travel Study to identify any relevant changes in travel patterns.

Primary DMAs

- Albany-Schenectady-Troy
- Rochester
- Syracuse
- Utica

Secondary DMAs

- Buffalo
- New York City
- Watertown

Target Market Notes

- Major interests: travel, family travel, adventure travel, outdoor enthusiasts, outdoor recreation.
- Highest level of interest in snowmobiling across all regions.
- Largest share of western New York travelers of all our regions.
- The majority of travelers participate in outdoor activities.
- The safety of our residents and travelers remains our highest priority. We will continue to monitor the COVID-19 infection rate and travel restrictions and adjust the targeting accordingly throughout the coming year.
- For some specific topics, additional refinements may be made to the DMA and traveler demographics, as well as targeting based on interests relevant to the topic.



PROGRAMMING HIGHLIGHTS

In alignment with the ROOST Strategic Plan, the following are some high-level programming notes outlined for Hamilton County.

Brand Development

In collaboration with our tourism partners throughout the county, ROOST worked to refine the county’s “Adirondack Experience” brand in 2019. A full evaluation of the brand name was reviewed. Rather than pivoting away from the name, the partners feedback and supporting performance data showed that the Adirondack Experience brand was well embraced and bolstered the region well; however, there was the need to establish more of a sense of place and tie it to the communities within Hamilton County. For example, ads placed under the Adirondack Experience brand were getting high engagement and click-through rates, but the message of where “Adirondack Experience” is was not as clear. The result was the refinement of the messaging and the development of the “Small Towns, Big Outdoors” tagline to help further showcase the unique towns throughout Hamilton County.

The next step in the brand development process is to leverage the “big outdoors” that is drawing attention via the Adirondack Experience brand and connect travelers with the “small town” destinations throughout the county. Throughout the following pages you will find a variety of examples that focus on telling the “small towns” stories in order to accomplish this goal.

The New AdirondackExperience.com

Throughout the second half of 2021, we worked with our community tourism partners on the development of a new website for Hamilton County. During the process we have hosted a series of meetings to garner feedback at each stage of development.

The new website is scheduled to roll out in early 2022. Some of the major components found on the new website are a more visual and less text driven design, a stronger community presence through the entirety of the website, a more streamlined navigation, and increased focus on accessibility.

New Adirondack Experience Map Guide

As a follow-up to the launch of a new website, a new map guide is being developed to help visitors navigate Hamilton County and all that it has

to offer. The goal is to have the new collateral ready for distribution for summer 2022.

Content Development and Social Media

Content development and social media continue to prove to be a major cornerstone for reaching and inspiring travelers. A high-level overview of our content and social media strategy will include:

- Develop a regular schedule of new stories and social media content for the Adirondack Experience website.
- Review and update existing content and fill gaps in information with new content.
- Implement a Search Engine Optimization (SEO) audit and updated keyword strategy for the new Adirondack Experience website.
- Implement best practices for social media to share real-time stories and experiences across each social media channel.

Photo/Video Priorities

A large quantity of photo/video assets has been successfully acquired over the last few years for Hamilton County. In the past year, an intentional focus was placed on acquiring imagery to fill gaps in the media library with authentic images that represented a more diverse traveler as well as capturing footage for the “Small Towns” video series.

The 4-season “Small Towns” videos will focus on the individual communities’ unique character. The goal of the videos is to further tell the story of these unique destinations and how they complement the “big outdoors” the region offers. The first two videos will roll out with the launch of the new site. Two additional videos will be produced during the first half of 2022 and the acquisition of footage for additional community videos will follow.

In 2022, in addition to continuing work on the “Small Towns” video series, we will continue to work on diversifying our media library.

Public Relations/Communications

Third-party validation provides “social proof” from trusted sources and experts that the region is a premier travel destination. As part of its over-all proactive PR and communications strategy, ROOST pursues earned media exposure for Hamilton County. The strategy includes developing story pitches, writing press releases, updating kit resources, and hosting familiarization tours (FAM) that focus on elevating key messaging that heighten interest in the region.

PR pitches and press releases will highlight new developments, seasonal happenings, and unique travel opportunities that differentiate the region. More specifically, PR pitches, press releases, and FAM trips will focus on highlighting new development, unique cultural experiences, trails less traveled, and other unique opportunities that showcase the region’s “Small Town, Big Outdoors” brand.

Email Marketing

From October of 2020 through September of 2021, a robust email schedule drove over 26,000 sessions to AdirondackExperience.com. During this time period, a more targeted and personalized email strategy was put in place.

In 2022, we will continue to focus on strengthening our email marketing strategy and growing our email lists for Hamilton County. The different emails we will employ will include, but not be limited to:

- Adirondacks, USA Newsletter: collaborative inspirational email featuring multiple regions.
- Adirondack Experience Interest-Based Emails: targeted emails based on the type of information people have requested as well as behaviors learned based on content they have engaged with on our websites.
- Adirondack Experience Behavior-Based Emails: abandoned site emails, sign-up welcome emails, etc.
- The Insider: twice weekly roundup of community highlights, events, and other important notices from the region.

Event Support

While events saw a major setback in 2020, which continued through early 2021, they began to repopulate the calendar during the second half of 2021. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable events calendar in 2022 and beyond.

ROOST’s support for events in Hamilton County includes:

- Event calendar management:
 - Management of the most comprehensive events calendar for Hamilton County. (AdirondackExpereince.com/events).
 - The “Adirondack Experience Insider” delivered twice a week with upcoming events, dining specials, important local notices, and more. The design and layout are currently being refreshed.
- Working with event organizers to ensure all events are easily found and showcased.
- Developing a more robust events navigation menu as part of the new Adirondack Expereince.com.
- Raising awareness of events through content writing, photo/video support, social media, and targeted ad placement for other larger tourism driving events.
- Website management and promotion of the annual Great Adirondack Garage Sale.
- PR support as applicable.

Supporting Destination Development and Management Projects

- Currently there are a number of Recreational Amenity Enhancement projects underway in Hamilton County. Some of these include, but are not limited to: Hamlets to Huts, Trails to Prosperity, Adirondack Bike Strategies, etc. In the coming year, ROOST is committed to continuing to identify ways to create synergy between these initiatives and developing ways the marketing effort can dovetail and support the various efforts happening at the grassroots level.
- With the launch of the new Adirondack Experience website in early 2022 will come the online registration option for the popular Fire Tower and Waterfall Challenges, as well as the Wildlife and Wildflower Challenges. In coordination with the Hamilton County Tourism office we see this as an opportunity to collect donations that can go towards further trail improvements. Together we will work through the establishment of this fund.
- Work with cultural attraction and community partners to develop a new History Challenge for Hamilton County.
- Increased emphasis on leveraging Adirondack Wayfinder to connect tourism amenities throughout Hamilton County and surrounding regions of the Adirondacks. (See Adirondack Wayfinder in the “Regional Programming Section” of this document for additional detail).
- Continue to work with community partners to amplify the message of the importance of practicing Leave No Trace when in the backcountry. (See Love Your ADK in the “Regional Programming Section” of this document for additional detail).
- Additionally, we will look to identify regional opportunities that can be leveraged to advance connections to the experiences and amenities in Hamilton County.

Fostering Regional Collaboration

Working collaboratively and building strong partnerships within Hamilton County and the greater Adirondack region is the cornerstone of advancing the region as a strong destination. The goal is to continue to build off of these relationships and create collaborative partnerships between communities, regions, and projects. Some of the activities to help continue to move us in this direction include:

- Quarterly meetings with Hamilton County chamber/tourism offices.
- Continued weekly communication and “Monthly Meet Ups” with the Hamilton County Tourism Office to review the upcoming program of work and any new initiatives, challenges, ideas, etc.
- Quarterly presentation to Board of Supervisors marketing committee.
- Monthly email update to Hamilton County marketing partners highlighting the current program of work and identifying what is coming up next.
- Support initiatives that support businesses and increase the quality of life for Hamilton County residents.
- Identify and support regional partnership opportunities between Hamilton County and other Adirondack regions. *For examples, please see Adirondack Wayfinder, Upper Hudson Recreation Hub, and Linking Community Together under the “Regional Programming” section of this document.*

DESTINATION CAMPAIGNS

Campaigns are a cohesive way to put together information for the traveler in an organized way with a consistent message. The following is a high level overview of the major destination campaign strategy for the region.

Spring: Spring is for New Experiences

When spring is in the air, new adventures take flight in the big outdoors of Hamilton County. Winter’s snows melt to show off stunning, roaring waterfalls, while the Hudson River and whitewater rafting beckon the adventurous. All the while, songbirds chirp and sing overhead, while plants and trees burst with picturesque new growth in this natural playground.

MAJOR COMPONENTS

- Whitewater rafting
- Birding
- Waterfall hikes

CAMPAIGN NOTES

- Date range: late March - mid-May
- In addition to traditional targeting, target day-trippers from the Capital District

Summer in the Big Outdoors

Big outdoors means big adventure in Hamilton County! Explore expansive, unspoiled wilderness areas for a summer to remember, full of outdoor activities that put the fun in vacation. Whether you’re taking on a waterfall challenge, hiking to historic fire towers, or soaking in the extraordinary historic sites, summer in Hamilton County is all about making the most of the great outdoors. Tucked in among the trees and lakes find charming small towns for timeless shopping, lodging, and dining.

MAJOR COMPONENTS

- Waterfall Challenge
- Firetower Challenge
- Biking
- Whitewater rafting
- Camping
- Cultural attractions
- Small town experiences

CAMPAIGN NOTES

- Date range: late April - August
- Focus on mid-week / longer length of stay

Fall: Small Towns, Big Color

When you think of a fall adventure, do you imagine millions of colorful leaves, scenic road trips, and classic small towns? Hamilton County’s peaceful, winding roads, foliage-covered mountainsides and small towns with great amenities and cultural attractions are just what you need for a fall full of big experiences and endlessly vibrant scenery.

MAJOR COMPONENTS

- Fall foliage
- Fire Tower Challenge

- Outdoor recreation
- Paddling
- Camping
- Hiking
- History / Culture
- Road tours - expand to include the Upper Hudson Recreation Hub
- Small town experiences
- Including festivals

CAMPAIGN NOTES

- Date range: August - September
- Targeting: empty nesters
- Event specific placements
- Cultural attraction focus

Winter: Small Towns, Big Outdoors

With more than 1,800 square miles of forests, mountains, lakes, rivers, and a few quaint towns, Hamilton County is where snow-lovers go to get away from it all. Amid vast expanses of pristine wilderness, winter adventures are around every tree and over every mountain. Exceptional snowmobile opportunities join legendary ice fishing and high-quality Nordic skiing for a winter to remember, along with family-friendly relaxation and classic activities for all.

MAJOR COMPONENTS

- Cross-country ski
- Snowshoe
- Downhill skiing/tubing
- Ice fishing
- Small town experiences

- Sledding hills / ice skating
- Relaxing small to charm linked to amenities

CAMPAIGN NOTES

- Date range: November - February
- See snowmobile campaign for additional winter marketing.

Experience Birding in the Adirondacks

The boreal forests of Hamilton County are a paradise, both for birds and those who love to observe them! Whether you’re here for spring migration or looking to round out your life list with our northern species, the birds that make the area home are a delight to observe in a variety of habitats. Birding is such a great way to experience nature here that regular outings and birding festivals are part of the calendar.

MAJOR COMPONENTS

- Species and habitat
- Locations

- Birding hikes
- Accessible/easy to get to spots

- Birding tips
- Adirondack Boreal Birding Festival

CAMPAIGN NOTES

- Date range: May-June, end of August
- Retarget with event specific ads and lodging

Experience Cultural Attractions

Nowhere else in the Adirondacks will you find so many opportunities to explore the arts and cultural history of the Adirondack Mountains. Experience the refined rusticity of Adirondack Great Camp life, sail through time, and explore the wide range of Adirondack history, from mining to indigenous people, lumberjacks to the elite. Fine art, antiques, live theater, and music make the mountains echo with uniquely Adirondack events.

MAJOR COMPONENTS

- The Adirondack Experience, the Museum on Blue Mountain Lake
- Great Camp Sagamore
- Raquette Lake Navigation - W.W. Durant
- Arts / Theater

- Adirondack Lakes Center for the Arts
- Indian Lake Theater
- Events / performances
- Etc.

CAMPAIGN NOTES

- Date range: May - September
- Targeting: history lovers

Snowmobiling: Small Towns, Big Adventures

This is the fluffy stuff that snowmobile dreams are made of! Make the most of Hamilton County’s deep snows, dense forests, and timeless scenery for the ride of your life. Classic small towns offer rider-friendly lodging, hearty dining, and that all important fuel. Whether you’re riding for a few hours or a few days, the snowy wonders and well-groomed trails of Hamilton County will get your motor running.

MAJOR COMPONENTS

- Places to ride
- Services/amenities
- Adirondack Snowmobile app

CAMPAIGN NOTES

- Date range: November - February

Evergreen Campaigns

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK

REFERENCE: GENERAL TOPIC DESCRIPTION

The following list of topics have been outlined and refined over years of community collaboration developing marketing priorities for the region. These topics will be referenced and built upon for both our paid and organic strategies throughout the coming year.

Alpine Skiing/Riding

Oak Mountain in Speculator boasts 22 trails (most are rated easy to intermediate), a 650-foot vertical drop, and a quad chairlift that can carry 3,000 skiers to the summit per hour. Additionally, the mountain offers night skiing, a tubing hill, great on-site dining, rentals, a ski school, and plays host to a variety of events that appeal to travelers.

Arts and Culture

Well-polished history attractions, such as Adirondack Experience, the Museum on Blue Mountain Lake, Great Camp Sagamore, and Raquette Lake Navigation (W.W. Durant and Avery May), provide an iconic differentiator for Hamilton County. Additionally, arts and music attractions and events such as the Adirondack Lakes Center For the Arts, Indian Lake Theater, and popular outdoor music series provide travelers with additional cultural experiences.

Birding

Birding during the winter and spring months poses a great opportunity to fill rooms during the shoulder season, including midweek stays. Additionally, activity picks up during spring migration and the mating season. In June, the popular county-wide Adirondack Birding Festival will continue for four days.

Camping and Beaches

Over 20 state and local campgrounds form the foundation of the summer experience in Hamilton County. Strengthened by an abundance of outdoor recreation opportunities, the area makes for perfect family, couple, or solo adventures. Additionally, many communities provide beautiful beaches, making a great spot for families to enjoy and cool off on a hot summer day.

Cross-Country Ski and Snowshoe

From groomed trail networks such as Lapland Lake Nordic Vacation Center and Inlet’s Fern Park to a wide variety of ungroomed scenic trails, Hamilton County has much to offer cross-country skiers and snowshoers. With additions being made at Fern Park, visitors will have more trails to experience.

Cycling

With excellent mountain biking trails such as those at Fern Park, unique backcountry roads to ride on such as those in Speculator and Moose River Plains, and breathtaking byways for road touring, Hamilton County is a great destination

for any type of bike enthusiast to experience on two wheels. Also, new mountain biking trails recently opened in Long Lake will provide an opportunity for riders to enjoy the trails, then bike right into town to enjoy local shops.

Events

Hamilton County boasts a robust events schedule throughout the year that enhances the traveler experience, and supporting them will be a priority. Major events include, but are not limited to:

- Long Lake Birding Weekends (Long Lake, January)
- Fire & Light Festival (Inlet, February)
- Long Lake Winter Carnival (Long Lake, February)
- Snocade (Indian Lake, February)
- Maple Weekend (Speculator, March)
- Great Adirondack Garage Sale (County-wide, May)
- Black Fly Challenge (Indian Lake and Inlet, June)
- Adirondack Birding Festival (County-wide, June)
- Long Lake Water Ski Show (Long Lake, July)
- Great Adirondack Moose Festival (Indian Lake, September)
- Rustic Furniture Fair (Blue Mountain Lake, September)
- Adirondack Antique Show (Indian Lake, September)
- Adirondack Kids Day (Inlet, October)
- Annual NY Shootout (Inlet, December)

Fishing

The natural features of Hamilton County not only offer great fishing, they also provide an opportunity for increasing visitation during the spring shoulder season. Hamilton County is home to numerous lakes, ponds, and streams where different species of fish can be found. Guides and boat rental options in Hamilton County add to the experience of a fishing vacation.

Golf

With three golf courses in Hamilton County, there is an opportunity to market the county as a golf destination. Each course has differentiators, which could draw groups to play them all as a longer vacation plan.

Group Travel

A variety of venues in Hamilton County support larger groups, from weddings and family reunions to larger bus tours. Choose a gorgeous scenic backdrop for a wedding or special event.

Hiking

The unspoiled beauty and unique topography of Hamilton County lends itself to excellent hiking opportunities for travelers. Unique differentiators include the popular Hamilton County Waterfall Challenge and Hamilton County Fire Tower Challenge. Additionally, the trails of Hamilton County can help disperse hikers from areas of high use such as that of the High Peaks Wilderness Area. We will focus on the Leave No Trace principles when promoting hiking in Hamilton County to help conserve the lands.

The Upper Hudson Recreation Hub encompasses unspoiled lands and some of the most incredibly sought-after outdoor recreation experiences. Tying these lands into the hiking available in Hamilton County will benefit both areas. Additional points of interest with regard to hiking in Hamilton County will include increasing awareness and practice of Leave No Trace backcountry ethics and National Trails Day in partnership with NYSDEC.

Hunting

White-tailed deer, black bear, grouse, turkey, duck, coyote, and small game are just a few of the Adirondack wildlife species that can be hunted on the massive tracts of state land in Hamilton County. Attracting hunters during the late fall/early winter offers the opportunity to increase occupancy during a soft spot.

Ice Fishing

The myriad lakes and ponds in Hamilton County, as well as the number of fishing derbies held throughout the season, provide an authentic Adirondack experience: ice fishing. Fishing derbies provide an opportunity to fill rooms and restaurants in the winter months.

Paddling

Travelers have the opportunity to enjoy the many waterways in Hamilton County through numerous paddling trips for beginner, intermediate, or advanced paddlers. Outfitters in the region provide the traveler the chance to try kayaking, canoeing, or SUP in many different communities.

Snowmobiling

With more than 750 miles of snowmobile trails, snowmobiling is a driver of overnight and day trip traffic for Hamilton County. Snowmobilers love the well maintained trails they find in Hamilton County, and being able to travel from community to community, along with great lodging and food.

Whitewater Rafting

Hamilton County is home to whitewater rafting on the Indian River and Hudson River Gorge. This is a differentiator compared to other ROOST regions. Hamilton County offers white-water rafting for both adventure travelers in the spring and leisure travelers in the summer.





ADIRONDACK HUB

The Adirondack Hub encompasses the communities of Minerva, Newcomb, North Hudson, and Schroon Lake in Essex County. Located in the southern/central Adirondacks, the area makes the perfect launch point for your Adirondack adventure.

Brand Statement

The Adirondack Hub — relax, we’ll be here.

A legacy of mountain life is thriving beneath the Adirondacks’ towering pines. Visiting our towns is like stepping back in time in a refreshingly nostalgic kind of way. Tucked among our lakes and peaks is a collection of communities that embrace their Adirondack roots while still offering modern amenities. This is a hub of all things Adirondack, and if the quaint shops, vibrant eateries, and diverse arts and culture don’t pull you in, the down-to-earth hospitality and endless opportunities for outdoor recreation surely will.

The Adirondack Hub is a central launching point for year-round adventure. The four towns that comprise the hub — Minerva, Newcomb, North Hudson, and Schroon Lake — are easy to get to, and the space between them includes vast tracts of public land. These impressive and beautiful expanses of mountains, forests, and lakes are untouched by human development and waiting to be explored. Instead of billboards, travelers in the Hub will see dozens of iconic brown-and-yellow signs marking trailheads, campgrounds, and boat launches. Within this area, the Upper Hudson Recreation Hub, which also includes the towns of Long Lake and Indian Lake, has extensive offerings. Interconnected trail networks take travelers along gentle terrain to scenic ponds. More adventurous explorers can enjoy easy access to the High Peaks, where they’ll find challenging ascents. Boating on one of our numerous lakes is not just encouraged, it’s a way of life — but so is sharing a quiet backcountry paddle with a couple of loons. When it’s time to come back to civilization a classic Main Street is waiting.

Tone and Messaging

Through brand research, community collaboration, and internal discussions over the years, the following words have been identified as the cornerstone for the tone and messaging for differentiating the Adirondack Hub region.

The Adirondack Hub is....

CONNECTED

REFRESHINGLY
NOSTALGIC

ADVENTURE

FAMILY

UNPLUG

UNSPOILED
ADIRONDACK
WILDERNESS

EMBRACING
ADIRONDACK
ROOTS

LAUNCH POINT

EASY TO GET TO
EXPANSIVE

DOWN-TO-EARTH

PERFORMANCE SUMMARY

Website Performance

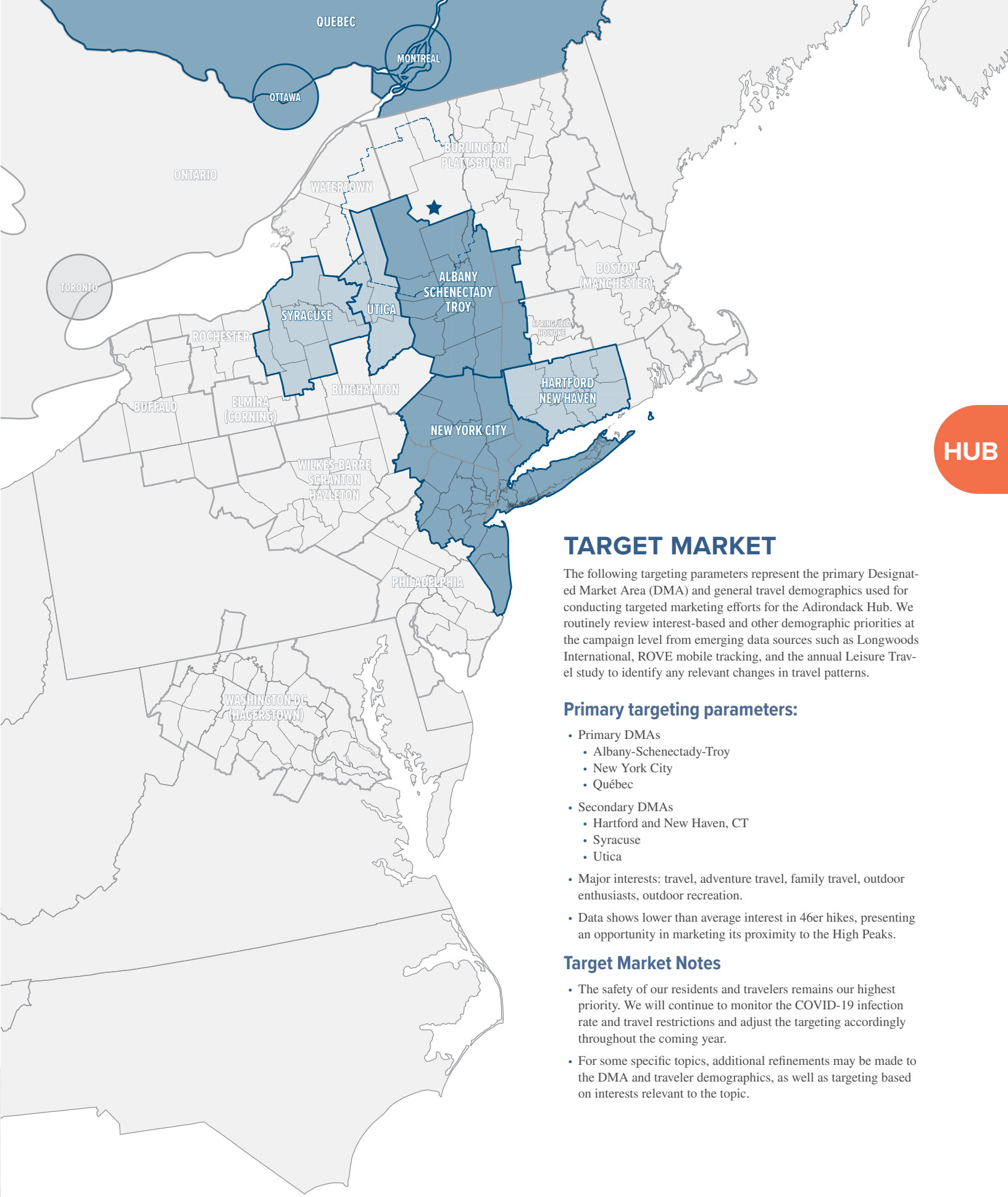
AdirondackHub.com Traffic 10/01/20 - 09/30/21		
Pageviews	251,406	
Users	118,267	
Sessions	149,537	
Paid	48,899	
Organic Search	41,671	
Direct Traffic	10,891	
Social Referrals	5,491	
Email Marketing	31,579	
Avg Session Length (seconds)	63	
Avg Pages/Session	1.68	

Top Site Content

Page	Pageviews	Share
Enter to Win	38,686	15.39%
Summertime in the Adirondack Hub	19,642	7.81%
Thanks for Entering!	13,800	5.49%
Home Page	9,587	3.81%
Stay in the Adirondack Hub	5,586	2.22%
5 Ways to Experience Winter in the Adirondack Hub	4,815	1.92%
Adirondack Hub	3,608	1.44%
A Hiking We Will Go	3,560	1.42%
Fall in the Adirondack Hub	3,347	1.33%
Six Family-Friendly Adventures In the Adirondack Hub	3,333	1.33%



24,311 (881 increase)



TARGET MARKET

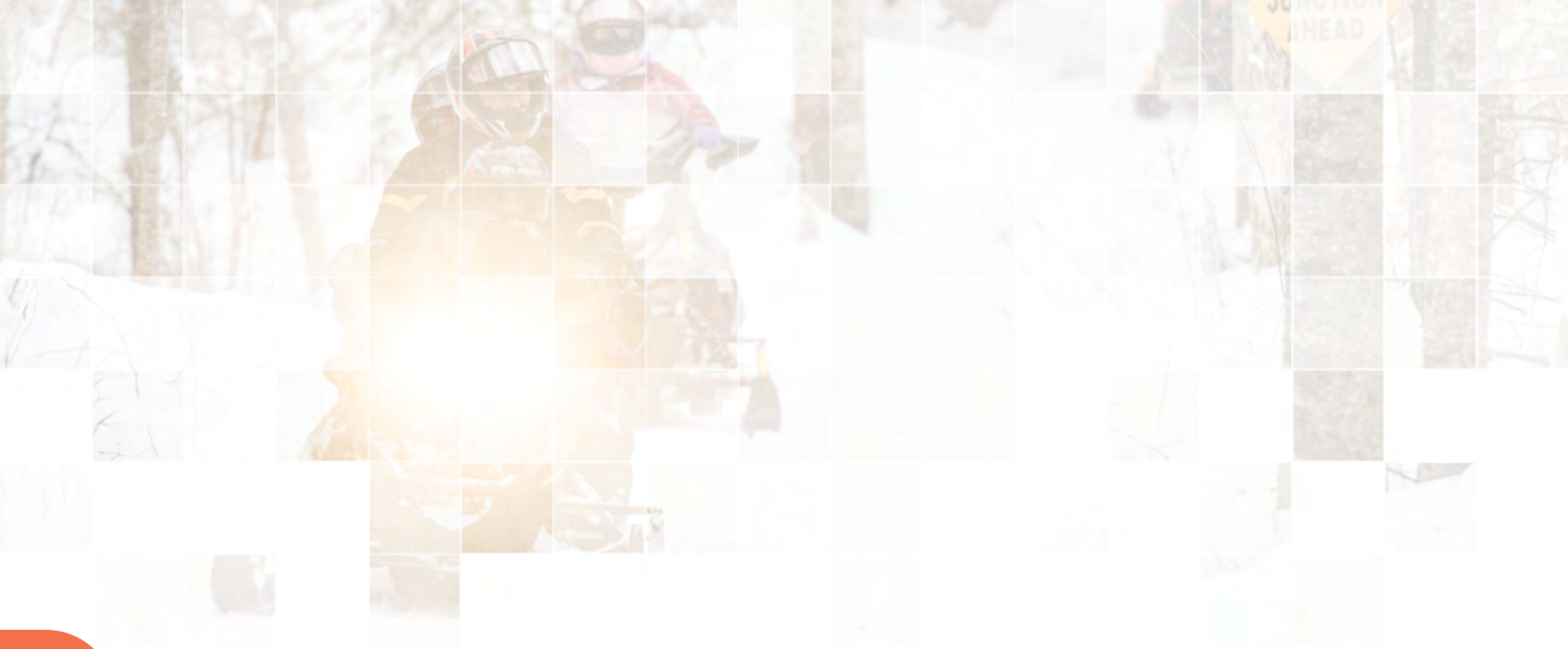
The following targeting parameters represent the primary Designated Market Area (DMA) and general travel demographics used for conducting targeted marketing efforts for the Adirondack Hub. We routinely review interest-based and other demographic priorities at the campaign level from emerging data sources such as Longwoods International, ROVE mobile tracking, and the annual Leisure Travel study to identify any relevant changes in travel patterns.

Primary targeting parameters:

- Primary DMAs
 - Albany-Schenectady-Troy
 - New York City
 - Québec
- Secondary DMAs
 - Hartford and New Haven, CT
 - Syracuse
 - Utica
- Major interests: travel, adventure travel, family travel, outdoor enthusiasts, outdoor recreation.
- Data shows lower than average interest in 46er hikes, presenting an opportunity in marketing its proximity to the High Peaks.

Target Market Notes

- The safety of our residents and travelers remains our highest priority. We will continue to monitor the COVID-19 infection rate and travel restrictions and adjust the targeting accordingly throughout the coming year.
- For some specific topics, additional refinements may be made to the DMA and traveler demographics, as well as targeting based on interests relevant to the topic.



PROGRAMMING HIGHLIGHTS

In alignment with the ROOST Strategic Plan, the following are some high-level programming notes outlined for the Adirondack Hub.

Brand Awareness

As a continuation of the rollout of the new brand and website for the Adirondack Hub, a focus will remain on educating travelers, locals, and regional residents on what/where the Adirondack Hub is and the unique opportunities the region offers. The success of the relatively new brand will only be as strong as the adoption and implementation of the brand.

Over the past year, we have worked with community leaders on place-making efforts which included pole banners, signage, and more. In 2022, we will continue to work with the community stakeholders on increasing the consistent use of the brand. Additionally, brand awareness will continue to be a cornerstone of our destination marketing campaigns outlined in the following pages.

Website Content and Social Media

Content development and social media continue to prove to be a major cornerstone for reaching and inspiring travelers. A high-level overview of our content and social media strategy will include:

- Executing a regular schedule of new stories on the Adirondack Hub website.
- Review and update existing content and fill gaps in information with new content.
- Implement Search Engine Optimization (SEO) audit and keyword strategy for the Adirondack Hub.
- Implement best practices for social media to share real-time stories and experiences via a variety of formats.

Photo/Video Priorities

A large quantity of photo/video assets have been successfully acquired over the last few years in Newcomb, Schroon Lake, North Hudson, and Minerva.

In 2021, an intentional focus was placed on acquiring more diversity in the imagery acquired in the region. In addition to continuing this initiative in 2022, acquisition for the Adirondack Hub will focus on capturing authentic stories that align with the campaign themes outlined below and fill gaps in the media library. A more robust production calendar will focus on brand awareness and telling the story of what the Adirondack Hub has to offer.

Public Relations/Communications

Third-party validation provides “social proof” from trusted sources and experts that the region is a premier travel destination. As part of its overall proactive PR and communications strategy, ROOST pursues earned media exposure for the Adirondack Hub. The strategy includes developing story pitches, writing press releases, updating kit resources, and hosting familiarization tours (FAM) that focus on elevating key messaging that heighten interest in the region.

PR pitches and press releases will highlight new developments, seasonal happenings, and unique travel opportunities that differentiate the region. In 2022, we will also continue to focus on aligning the Adirondack Hub as a destination that is positioned to provide travelers with unique opportunities, a high caliber outdoor experience, and limited crowds.

Email Marketing

From October of 2020 through September of 2021, a robust email schedule drove over 30,000 sessions to AdirondackHub.com. During this time period, a more targeted and personalized email strategy was put in place.

In 2022 we will continue to focus on strengthening our email marketing strategy and growing our email lists for the Adirondack Hub region. The different emails we will employ will include, but not be limited to:

- Adirondacks, USA Newsletter: Collaborative inspirational email featuring multiple regions.
- Adirondack Hub Interest-Based Emails: Targeted emails based on the type of information people have requested, as well as behaviors learned based on the content they have engaged with on our websites.
- Adirondack Hub Behavior-Based Emails: Abandoned site emails, sign-up welcome emails, etc.
- The Insider: Twice weekly roundup of community highlights, events, and other important notices from the region.

Event Support

While events saw a major setback in 2020, which continued through early 2021, they began to repopulate the calendar during the second half of 2021. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable events calendar in 2022 and beyond.

ROOST’s support for events in Minerva, Newcomb, North Hudson, and Schroon Lake includes:

- Event calendar management:
 - Management of the most comprehensive events calendar for the Adirondack Hub (AdirondackHub.com/events).
 - Working with event organizers to ensure all events are included with a strong listing on the events calendar.
- The “Adirondack Hub Insider” is an email that is delivered twice a week with upcoming events, important local notices, and more. A new design and layout will launch in early 2022. Additionally, attention will be placed on increasing the subscriber list for the Insider.
- Raising awareness of events through content writing, photo/video, PR support, and paid targeted ad placement as applicable.

New Printed Collateral Piece

As part of the goal of strengthening brand awareness, we will collaborate with our community partners to develop a printed collateral piece for the Adirondack Hub. The goal of the piece is to showcase the geographic ease the region has to access, outlines the communities that make up the Adirondack Hub, and the vast opportunities for recreation throughout the region.

Upper Hudson Recreation Hub

The Upper Hudson Recreation Hub consists of the tourism assets surrounding and including the Essex County towns of Minerva, Newcomb, North Hudson, and the Hamilton County towns of Long Lake and Indian Lake.

The Upper Hudson Recreation Hub strives to position itself as an interconnected hub of multi-use trails that include activities such as hiking, horseback riding, snowmobiling, and biking. In 2022, we will work with our community partners to continue to showcase this connection.

See the Upper Hudson Recreation Hub in the Adirondacks, USA Initiatives section for additional details.

DESTINATION CAMPAIGNS

Campaigns are a cohesive way to put together information for the traveler in an organized way with a consistent message. The following is a high level overview of the major destination campaign strategy for the region.

The Adirondack Hub is...Family

The Adirondack Hub provides travelers with the ideal basecamp for their family getaway to the Adirondacks. Nearby natural and historic attractions supply families with unique opportunities and learning experiences. Evenings serve up family dining experiences, outdoor music, square dancing, or simply the chance to slow down and connect around the campfire.

- Brand awareness
- Iconic nostalgia - Classic travel experience
 - Arts, culture, and events
 - Dining

- Beaches
- Boating
- Ease of access
 - Close to attractions away from distractions

- Family-friendly hiking and outdoor recreation

CAMPAIGN NOTES

- Date range: May - August
- Targeting age range: 30+

The Adirondack Hub is...Adventure

The Adirondacks we know today exist because generations before us wanted to preserve the natural lands here. Large tracts of wilderness, wild forests, and accessible paths define this land, but that is not to say that’s all that’s here in the Adirondack Hub. Communities, complete with amenities, allow visitors to spend a few hours, or even a few days, exploring woods and waters before returning to the communities where they’ll find gear shops, restaurants, and lodging. Adventurers can hike, paddle, bird, cross-country ski, camp, and much more in the large outdoor recreation hubs.

- Wilderness areas of the Adirondack Hub / Upper Hudson Recreation Hub and the Towns “tucked among them.”

- Brand awareness
- Boreas - North Hudson (hiking, paddling, birding)
- High Peaks - Newcomb (Open Space Institute)
- Essex Chain Lakes - Newcomb (camping, hiking, paddling, mtn biking, whitewater)
- Pharaoh Lake Wilderness - Schroon Lake (hiking, camping)
- Vanderwhacker - Minerva (fire tower)
- BONUS Wilderness - Hoffman Notch - Schroon (hiking - romantic appeal of wilderness)

CAMPAIGN NOTES

- Date range: April - October

The Adirondack Hub is...Easy to Get to, Easy to Love

In a region that is largely defined by some of the tallest mountains in the state and some of the most breathtaking scenic beauty, the Adirondacks are unique, but it doesn’t require scaling a mountain to get to the Adirondack Hub. The communities here are easily accessible right off major transportation routes. For those who love the outdoors, recreation opportunities are never very far from town.

- Brand awareness
- Geographic location - Right off of I-87 (The Northway)
- Meet the towns - Lodging / Camping
- Frontier Town Gateway (launch point)
- Activities
 - Introduction to the Upper Hudson Recreation Hub and activities that are right off of the Northway
 - Link to Adventure Campaign Landing Pages
 - Link to Family Campaign Landing Pages

CAMPAIGN NOTES

- Targeting: Retargeting Campaign
- Develop a new landing page as part of the new “First Time Visitor” content.
- Update seasonally

The Adirondack Hub is...Fall Adventure

Autumn is a spectacular time for travelers to experience the Adirondack Hub. As your launching point for all sorts of adventures, the roads connecting the communities of Minerva, Newcomb, North Hudson, and Schroon Lake are great for leaf-peeping and touring. Don’t worry: all the hiking, paddling, camping, fishing, cycling, and attractions are still here; the backdrop has just changed from green to red, orange, and yellow. The Adirondack Hub is the place to experience nature’s best show.

- Brand awareness
- Fall foliage
- Camping
- Hiking
- Fall drive - Upper Hudson Recreation Hub
- Fall flavors
- Curated outdoor activities: Santanoni / AIC / OSI at Upper Works / Outfitters & Frontier Town Gateway

CAMPAIGN NOTES

- Date Range: August - October
- Leverage Adirondack Wayfinder for fall touring.

The Adirondack Hub is...Winter Adventure

- Brand awareness
- Short drive - Frontier Town Gateway, I-87
- Snowshoeing
 - Easy - AIC
 - Moderate - Wilderness areas
 - Hard - High Peaks hiking

- Winter preparedness
- Cross-country skiing
- Alpine - Gore Mountain

CAMPAIGN NOTES

- Date Range: November - March
- Low hanging fruit: day trippers from the Capital District.
- Use the related content section to “make it a long weekend” and tie in lodging for extending length of stay.
- Snowmobiling - See Adirondacks, USA Snowmobile / Upper Hudson Recreation Hub

Evergreen Campaigns

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK

REFERENCE: GENERAL TOPIC DESCRIPTION

The following list of primary topics has been outlined and refined over years of community collaboration developing marketing priorities for the region. These topics will be referenced for both our paid and organic strategies throughout the coming year.

Arts and Culture

Home to the oldest summer vocal training program in the nation, travelers in the Adirondack Hub can enjoy professionally staged theater performances, lakeside music, and community dances. Additionally, events, interactive classes, and dining experiences throughout the region provide a unique balance of cultural activities to complement the outdoor activities.

Attractions

The Adirondack Hub is close to attractions, but away from distractions! Within a short drive, a number of attractions are waiting to be visited. Museums, guided outdoor experiences, natural wonders, and amusement parks are all so close. Spend the day learning about Adirondack history at the Adirondack Experience, the Museum on Blue Mountain Lake, or ride roller coasters at Great Escape. To experience the great outdoors, try whitewater rafting on the nearby Hudson River or walk underground at Natural Stone Bridge & Caves. For a more relaxing adventure, saddle up at Circle B Ranch for some horseback riding.

Biking

Two-wheel exploration abounds in the Adirondack Hub. Low-traffic roads, paved and gravel, are perfect for cycling and gravel biking. Cyclists can opt for more family-friendly routes, like on the roads around the quiet communities of Newcomb, North Hudson, Minerva, or Schroon Lake, or challenge themselves with bigger gains and distances, riding between communities and over rolling hills.

Boating

In summer, life in the hamlet of Schroon Lake is centered around the lake itself, which provides many family-friendly opportunities for boating, paddling, water sports, fishing, and swimming. The public beach is always a popular sunny spot for travelers of all ages. Motels and cottage rentals provide travelers with a slice of lakefront living, while historic Main Street’s shops and restaurants are within walking distance of the lake and many lodging options.

Camping

Together, the communities of Minerva, Newcomb, North Hudson, and Schroon Lake are home to both public and private campgrounds, RV sites, primitive campsites, and even equestrian and glamping sites. When it comes to camping, the Adirondack Hub provides campers with the amenities they desire to make their campsite a launch point for memorable Adirondack adventures.

Cross-Country Skiing

The woods and mountains of the Adirondack Hub are home to cross-country ski trails that offer both short out-and-back trips and longer full-day excursions. There are hundreds of miles of trails to choose from that are part of large trail networks in wilderness areas.

Easy to Get To

Just off Interstate 87, the Adirondack Hub is easily accessible for visitors from southern and western New York. Communities are within easy driving distance to each other, while activities and adventures, such as popular hikes, are readily accessible.

Events

From live music and square dancing to nature walks and marathons, events and activities provide unique experiences for travelers. Larger events include, but are not limited to:

- Teddy Roosevelt Days
- Folk Music Festival
- Adirondack Marathon Distance Festival
- Olde Tyme Christmas Celebration
- Ice Fishing Derby
- Newcomb Winterfest

Hiking

Discover an array of hiking options for all levels of outdoor adventurers. Some of these unique opportunities include, but are not limited to: southern (less populated) access to the High Peaks, exploration of the Pharaoh Lake Wilderness Area, and new hiking such as the trail to Boreas Ponds.

Horseback Riding

In addition to being the home of the newly opened Frontier Town Campground, Equestrian and Day Use Area, the Upper Hudson Recreation Hub has a growing network of equestrian-friendly trails. These trails include, but are not limited to: Boreas Ponds, Great Camp Santanoni, the Essex Chain Lakes Complex, and new multi-use trails connected directly to Frontier Town. Future developments are aimed to further position the Adirondack Hub as a premier destination for horseback riding.

Nostalgia → Classic Travel Experience

Just a few hours from Albany, Boston, and New York City, the Adirondack Hub isn’t just easy to get to, it also offers a relaxed vacation with the charm of yesteryear. Quaint cabins overlook picturesque lakes, while mom and pop diners

and walkable, friendly downtowns are the norm. This is a classic vacation destination.

Paddling

The lakes, ponds, and rivers of the Adirondack Hub provide ample opportunities for water sports of all speeds. Whether the traveler is interested in a quiet, backwoods paddle, or a day on the lake, the Hub has plenty of options, including the expansive Essex Chain Lakes, Hudson River, Schroon Lake, and Boreas Ponds Tract.

Snowmobiling

The Adirondack Hub is a winter sports paradise, featuring hundreds of miles of both groomed and backcountry trails, perfect for exploring for days or simply an afternoon. Whether the traveler is looking for a short loop, or a day trip throughout some of the communities of the Upper Hudson Recreation Hub, the conditions and scenery won’t disappoint.

Wilderness Areas

A classic Adirondack wilderness experience is something that uniquely defines this area. There are three designated Wilderness Areas in the Adirondack Hub, each different and exciting in their own way. Other wild places see record-breaking visitor numbers each year, but the wilderness in the Adirondack Hub is quieter, with ample opportunities for solitude. Between hiking, cross-country skiing, snowshoeing, paddling, birding, and fishing, there are so many opportunities to explore the wild Adirondacks in these fantastic Wilderness Areas.



LAKE CHAMPLAIN REGION

Together, the charming Essex County towns of Chesterfield, Willsboro, Essex, Lewis, Elizabethtown, Westport, Moriah/Port Henry, Crown Point, and Ticonderoga make up the breathtaking Lake Champlain Region. The lake, history, and touring continue to be the primary drivers for the region; however, the emergence of agritourism experiences and the flourishing arts and cultural amenities provide exciting opportunities for growth.

Brand Statement

Open Spaces, Legendary Places.

Situated where New York's Adirondack Mountains meet breathtaking Lake Champlain, the Lake Champlain Region offers a calm, laid-back destination only a few hours driving distance from major metropolitan areas in the Northeast.

Here, visitors will find something special around every corner, with abundant opportunities for exploration and active relaxation. Play on one of the largest interconnected freshwater lakes in North America, surrounded by the Adirondacks and the Green Mountains. On land, an extensive trail network brings together flourishing nature, quaint communities, and gorgeous vistas. Diverse outdoor destinations offer a range of experiences from thrilling adventures to memorable leisure activities.

In this region, discover a distinctive, relaxed area, full of rolling hills, high-quality farm, and food experiences, a legendary lake monster, and immersive historic sites that have shaped American history. Adirondack peaks and iconic waterfalls complete this unique blend of striking scenic beauty. Endless outdoor recreation possibilities make the Lake Champlain Region's open spaces and legendary places a memorable destination.

Tone and Messaging

OPEN SPACES

LEGENDARY PLACES

ACTIVE RELAXATION

IMMERSIVE

BIG VISTAS

QUAINT
COMMUNITIES

INTERCONNECTED

FLOURISHING

PERFORMANCE SUMMARY

Website Performance

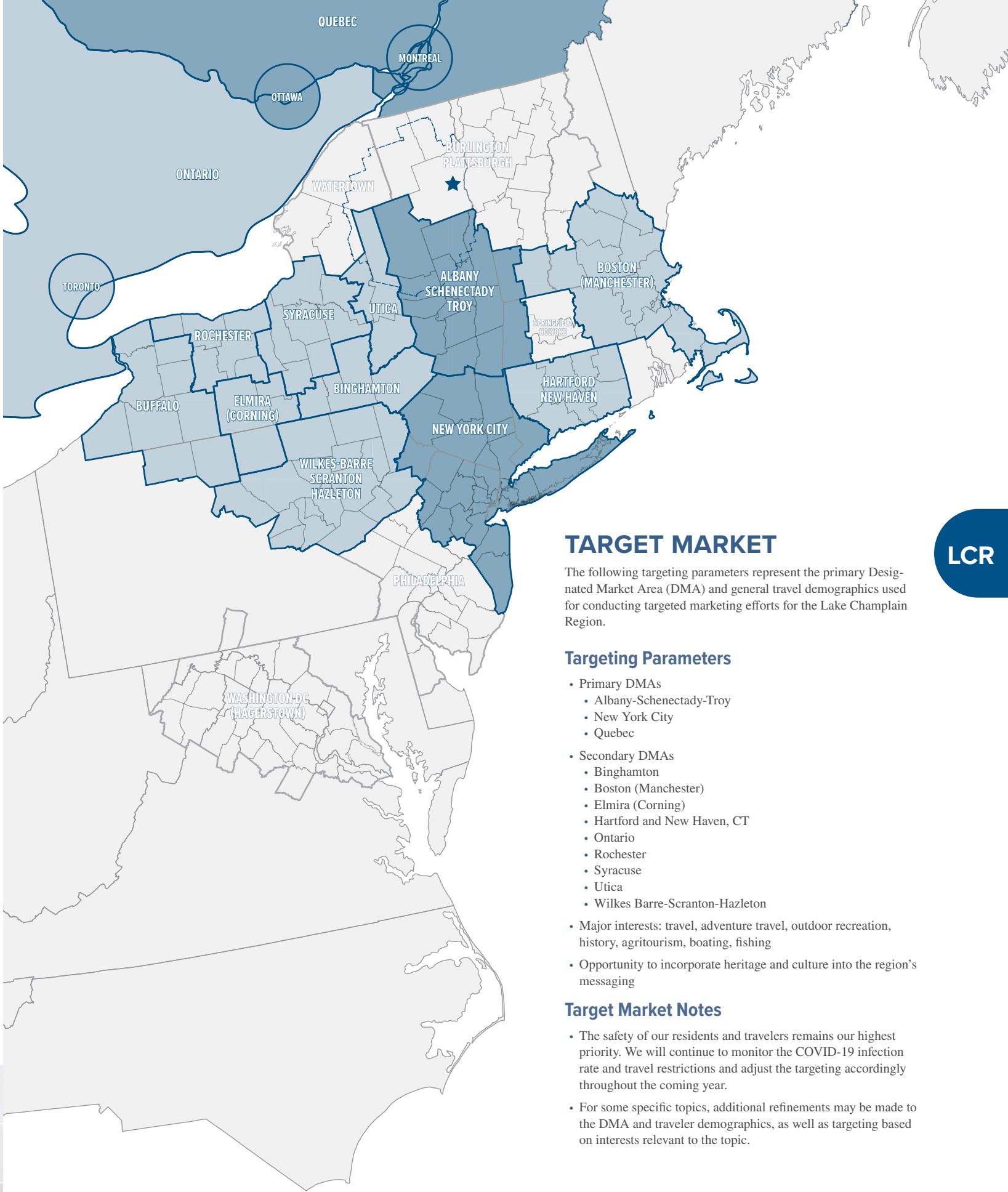
LakeChamplainRegion.com Traffic 10/01/20 - 09/30/21		
Pageviews	418,476	
Users	210,762	
Sessions	257,456	
Paid	29,490	
Organic Search	157,224	
Direct Traffic	26,630	
Social Referrals	7,529	
Email Marketing	21,700	
Avg Session Length (seconds)	73	
Avg Pages/Session	1.63	

Top Site Content

Page	Pageviews	Share
Enter to Win	44,845	10.72%
Homepage	36,142	8.64%
Champ, the Lake Champlain Monster	27,824	6.65%
Accommodations	12,089	2.89%
Top 10 Things To Do In Ticonderoga, NY	10,770	2.57%
Thank you for entering!	9,937	2.37%
What to do in the Lake Champlain Region	9,663	2.31%
Camping in the Lake Champlain Region	7,353	1.76%
Fishing	5,668	1.35%
Staying Here	5,216	1.25%



24,348 (291 increase)



TARGET MARKET

The following targeting parameters represent the primary Designated Market Area (DMA) and general travel demographics used for conducting targeted marketing efforts for the Lake Champlain Region.

Targeting Parameters

- Primary DMAs
 - Albany-Schenectady-Troy
 - New York City
 - Quebec
- Secondary DMAs
 - Binghamton
 - Boston (Manchester)
 - Elmira (Corning)
 - Hartford and New Haven, CT
 - Ontario
 - Rochester
 - Syracuse
 - Utica
 - Wilkes Barre-Scranton-Hazleton
- Major interests: travel, adventure travel, outdoor recreation, history, agritourism, boating, fishing
- Opportunity to incorporate heritage and culture into the region's messaging

Target Market Notes

- The safety of our residents and travelers remains our highest priority. We will continue to monitor the COVID-19 infection rate and travel restrictions and adjust the targeting accordingly throughout the coming year.
- For some specific topics, additional refinements may be made to the DMA and traveler demographics, as well as targeting based on interests relevant to the topic.



PROGRAMMING HIGHLIGHTS

In alignment with the ROOST Strategic Plan, the following are some high-level programming notes outlined for the Lake Champlain Region.

Website Content and Social Media

Content development and social media continue to prove to be a major cornerstone for reaching and inspiring travelers. A high level overview of our content and social media strategy will include:

- Developing a regular schedule of new stories and social media content for the Lake Champlain Region website.
- Review and update existing content and fill gaps in information with new content.
- Implement Search Engine Optimization (SEO) audit and keyword strategy for the Lake Champlain Region website.
- Implement best practices for social media to share real time stories and experiences via a variety of formats.
- In 2021, a new Instagram channel was established for the Lake Champlain Region. We will leverage this to further amplify the new brand messaging.

Brand Implementation and New Website

In 2021, we formed a brand development committee that was made up of community representatives from around the region. Together, we created the new “Open Spaces, Legendary Places” branding which included the development of statement, tagline, and updated brand.

In 2022, we look toward further implementation of the branding throughout our scope of work as well as through the development and launch of a new destination website for the Lake Champlain Region. For the development of this new website an advisory committee will be set up similar to the one mentioned for the brand development.

New Lake Champlain Region Guide

In conjunction with the launch of a new website, a new Lake Champlain Region guide will be developed to help visitors navigate the region and discover all it has to offer. The goal is to have the new collateral ready for distribution for summer 2022.

Photo/Video Priorities

A large quantity of photo/video assets has been successfully acquired over the last few years in the Lake Champlain Region.

In 2022, the acquisition of photo and video assets for the Lake Champlain Region will be focused on filling the gaps identified through the development of the new Lake Champlain Region website. Additionally, a more robust production calendar will focus on brand awareness and telling the story of what the Lake Champlain Region has to offer.

Public Relations/Communications

Third party validation provides “social proof” from trusted sources and experts that the region is a premier travel destination. As part of its overall proactive PR and communications strategy, ROOST pursues earned media exposure for the Lake Champlain Region. The strategy includes developing story pitches, writing press releases, updating kit resources, and hosting familiarization tours (FAM) that focus on elevating key messaging that heighten interest in the region.

PR pitches and press releases will highlight new developments, seasonal happenings, and unique travel opportunities that differentiate the region. In 2022, we will focus on pitching the Lake Champlain Region to journalists and influencers specifically interested in covering cycling, cultural/agritourism attractions, and fishing.

Email Marketing

From October of 2020 through September of 2021, a robust email schedule drove over 20,000 sessions to LakeChamplainRegion.com. During this time period, a more targeted and personalized email strategy was put in place.

In 2022, we will continue to focus on strengthening our email marketing strategy and growing our email lists for the Lake Champlain Region. The different emails we will employ will include, but not be limited to:

- Adirondacks, USA Newsletter: collaborative inspirational email featuring multiple regions.
- Lake Champlain Region Interest-Based Emails: targeted emails based on the type of information people have requests as well as behaviors learned based on content they have engaged with on our websites.

- Lake Champlain Region Behavior-Based Emails: abandoned site emails, sign-up welcome emails, etc.
- The Insider: twice weekly roundup of community highlights, events, and other important notices from the region.

Event Support

While events saw a major setback in 2020, which continued through early 2021, they began to repopulate the calendar during the second half of 2021. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable events calendar in 2022 and beyond.

ROOST’s support for events in the Lake Champlain Region includes:

- Event calendar management:
 - Management of a comprehensive events calendar for the Lake Champlain Region (LakeChamplainRegion.com/events).
 - Working with event organizers to ensure all events are included with a strong listing on the events calendar.
- Raising awareness of events through content writing, photo/video support, social media, targeted advertisement placement, and PR support (as applicable per event).
- The “Lake Champlain Region Insider” is an email that is delivered twice a week with upcoming events, dining specials, important local notices, and more. A new design and layout will launch in early 2022. Additionally, attention will be placed on increasing the subscriber list for the Insider.

DESTINATION CAMPAIGNS

Campaigns are an organized way to put together information for the traveler in a cohesive fashion with a consistent message. The following is a high level overview of the major destination campaign strategy for the region.

Legendary Fishing

Cast off on one of the largest freshwater lakes in North America. With 90 species, 70 islands, and over 400 square miles of area to cover, the opportunities are endless. Extensive and interconnected waterways provided abundant access and ways to explore as well as a unique perspective on the gorgeous landscape of the Champlain Valley.

MAJOR COMPONENTS

- Big lake fishing tips and inspiration
- Species
- Access points
- Beyond the lake
- Leave No Trace / Love Your ADK

CAMPAIGN NOTES

- Date Range: April - October
- Target those interested in fishing

Legendary Road Cycling

Nestled between the Adirondack and Green mountains, the Lake Champlain Region offers extensive lengths of scenic roads. Pedal your way along the vast Lake Champlain, take in gorgeous vistas, and end your ride with local harvests and brews. With numerous pre-existing routes and plenty of gorgeous cultural stops along the way, make the Lake Champlain Region the place for your next legendary ride.

MAJOR COMPONENTS

- Empire State Trail
- Themed road cycling loops
- Points of interest
- Agritourism
- Scenic/cultural stops
- Amenities

CAMPAIGN NOTES

- Date Range: April - October

Hiking with Champlain Area Trails

An expanse of water to the East, mountain giants to the West, and luscious fields all around: the Lake Champlain Region holds a distinct blend of rolling hills, open spaces, peaks, and waterfalls. An ever-expanding Champlain Area Trails (CATS) system contains diverse offerings for every visitor. From easy walks and active relaxation to thrilling adventures and striking views, these hikes are guaranteed to give you a memorable experience.

MAJOR COMPONENTS

- Open spaces - vast trail system CATs offers
- Legendary places - big views
- Leave No Trace / Love Your ADK

CAMPAIGN NOTES

- Date Range: May - October / December - February
- Summer and winter

Summer is Legendary in the Lake Champlain Region

The sun sets low in the horizon over the distant peaks and ridges of the Lake Champlain Region. A golden glow, warm summer air, and rolling fields provide views for miles. That makes summer the perfect time to get outside and dig into all the historic, adventurous, and agricultural experiences that the Lake Champlain Region has to offer. Whether you're exploring the mountains, lakes and attractions, or immersing yourself in the local communities and fresh foods, these open spaces are sure to give you a legendary summer.

MAJOR COMPONENTS

- Attractions
- History and attractions
 - Ausable Chasm
 - Fort Ticonderoga
 - Star Trek Original Series Set Tour
 - Historic sites
 - Farms & flavors
- Watersports
- Hiking

CAMPAIGN NOTES

- Date Range: May - August

Fall is Legendary in the Lake Champlain Region

Even as the air cools and the colors warm, outdoor recreation doesn't change at all. No matter the activity - hiking, biking, golfing, or paddling - these open spaces and legendary places make a gorgeous and colorful backdrop for every fall adventure. An extensive series of trails and pathways lead to stunning vistas of the surrounding mountain ranges. When you're not on the trail, immerse yourself in the agriculture heritage of the Lake Champlain Region during the harvest season with high-quality local farm and food experiences. Autumn festivals like the Adirondack Harvest Festival, Heritage Festival, Harvest & Horse Festival, and AppleFolkFest offer an opportunity to connect with local communities and experience the sites that have shaped American history.

- Fall foliage
- Legendary landscapes
- Hiking and big views
- History
- Flavors

CAMPAIGN NOTES

- Date Range: August-October

Winter in the Lake Champlain Region

The open spaces of the Lake Champlain Region offer legendary views and intimate experiences. A visit to Ausable Chasm in the winter might mean having one of the largest natural attractions in the Adirondack Park all to yourself. Active relaxation comes in heaps. With plenty of interconnected cross-country ski trails, snowshoeing, and cultural experiences, like Crown Point State Historic Site, you're sure to find an enriching and unique activity for any occasion. The Champlain Valley also provides space for birders to see rare species not found anywhere else in the Adirondacks.

MAJOR COMPONENTS

- Birding
- Cross-country skiing and snowshoeing
- Legendary views: Ausable Chasm, Crown Point State Historic Site
- Active relaxation

CAMPAIGN NOTES

- Date Range: November - February
- Develop curated itineraries linking together winter experiences in the Lake Champlain Region.

Evergreen Campaigns

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK

REFERENCE: GENERAL TOPIC DESCRIPTION

The following list of topics have been outlined and refined over years of community collaboration developing marketing priorities for the region. These topics will be referenced and built upon for both our paid and organic strategies throughout the coming year.

Agritourism

Small farms are blossoming around the Champlain Valley, offering organic, locally-produced meats, vegetables, dairy products, and baked and preserved goods. The Hub on the Hill serves as a year-round retail market, many farms offer farm stands directly on-site, and farmers markets are plentiful during the growing season. Some farms offer tours (via Adirondack Architectural Heritage) or invite public visitation during pre-planned events (e.g., Adirondack Harvest Festival Open Farm Week). In addition, some farms, such as Triple Green Jade Farm, offer classes and workshops making use of locally grown products. More area restaurants are offering farm-to-table, with DaCy Meadow Farm and Fort Ticonderoga offering food that is grown and/or raised on-site. Two breweries, Ledge Hill and Ausable, make use of local products. Crown Point Farm and Dairy opened in 2021 and joins North Country Creamery in offering cheeses and fresh dairy products in the region. Gunnison Orchards produces apples for the commercial market, offers pick-your-own apples and berries in season, as well as on-site baked goods, and fresh garden produce grown on-site. The Essex County Fair and Adirondack Harvest Festival offer opportunities to see the region's abundance of locally grown, raised, and produced food in one collective event.

Arts and Culture

The Lake Champlain Region boasts both professional (Depot Theatre) and amateur (Essex Theatre Company and Boquet River Theatre Festival) theatre performances, world-class concerts and musical performances (Ballard Park Concerts, Meadowmount, Ti Festival Guild), and numerous art galleries. Adirondack architecture is promoted and preserved by AARCH and its many regional tours. The Star Trek Original Series Set Tour and special events like Trekonderoga attract new audiences. The Whallonsburg Grange Hall, a performing arts and community center in Essex, expanded their venue in 2020 to include a greenspace and a transformation of the adjacent Whitcomb's Garage and property. This transformation opened the door for small business studios and retail space for a blacksmith, woodworker, ceramics studio, jeweler and florist, with room and plans for expansion. An exterior deck was added in 2021. Also, Whitcomb's began offering special classes and workshops during the summer of 2021. The acquisition of the greenspace allowed for some open-air events under a large tent during the summer months.

Birding

The Lake Champlain Region is on the Atlantic Flyway for major spring and fall migration. The Lake Champlain Birding Trail, hailed as one of the country's top five, has established several key public access sites within the region for birders. Late winter months are popular for birders to spot unusual Arctic species that make their way south to this region, and occasionally a rare sighting is experienced on the lake. Crown Point State Historic Site, a key location along the Lake Champlain Birding Trail, offers guided birding hikes and hosts the Crown Point Bird Banding Station for two weeks every May.

Cross-Country Skiing

There are numerous opportunities for a variety of cross-country skiing challenges when the weather permits: from wide open, relatively flat spaces at Crown Point State Historic Site and Cobble Hill Golf Course to a variety of terrain on many Champlain Area Trails suitable for cross-country skiing.

Events

In a typical year, a diverse selection of events throughout the region pack the weekends in summer and fall. Several communities host multi-day Independence Day celebrations. History and heritage events, encampments, reenactments, and festivals are hosted by several communities, the region's many historic landmarks, and numerous area museums. Many events focus on the harvest throughout the growing season. Concerts, theatre, architectural tours, presentations, and exhibit openings abound, and are often held midweek. While the pandemic forced some cancellations in 2020, a good share returned in 2021. Organizers creatively arranged social distancing in the region's abundant outdoor space, went virtual, or even added virtual offerings to their list of attended events.

- Crown Point's Memorial Day Celebration
- Best 4th in the North
- Ticonderoga Area Antique and Classic Car Show
- Fort Ticonderoga's Living History Events
- Ticonderoga Festival Guild Summer Concert Series
- Ballard Park Summer Concert Series
- E'town Day
- Champ Day
- Summer A'fair at the Hancock House
- Essex County Fair
- Moriah's Labor Day Celebration
- Adirondack Harvest Festival
- Trekonderoga Weekend
- Fort Ticonderoga's Heritage, Harvest and Horse Festival

- Fall Lyceum at the Whallonsburg Grange
- Ticonderoga Area HalloweenFest
- Crown Point State Historic Site's Haunted Histories at the Forts
- Ticonderoga's North Country Christmas
- Festival of Trees at the Hancock House

Fishing

Known as one of the nation's top sportfishing lakes, Lake Champlain draws numerous bass fishing tournaments June through September. Kayak fishing is becoming an increasingly popular sport. Sport anglers also seek lake trout and freshwater salmon during the spring, fall, and winter months. Ice fishing is popular when conditions permit. Numerous public launches are available for those with a boat, and guides and some public fishing areas offer the experience for those without. Putnam Creek accommodates trout fishermen and the Essex County Fish Hatchery stocks many Essex County water bodies and allows families to learn about several trout species.

History

Centuries and layers of history permeate this region as part of America's interconnected waterways. From early Native Americans through significant military history (French and Indian, Revolutionary, and 1812 wars), to America's early settlement, transportation, and development. The region boasts numerous historic sites and museums that each tell a specific story about America's — and the region's — past. The region is home to significant National Historic Landmarks at Fort Ticonderoga and Crown Point State Historic Site that offer a connection to the past for today's visitors through detailed interpretation and living history demonstrations and events.

Golf

The region offers several options for golfers, from welcoming, 9-hole community courses to historic championship 18-hole courses, all set amidst the incredibly scenic backdrops of the Adirondack Mountains and majestic Lake Champlain. The 100-year-old Westport Golf Course is widely considered one of the best golf courses in the Adirondacks, and the picturesque Ticonderoga Golf Course is nestled in the scenic and historic Lord Howe Valley. Ticonderoga Golf opened a rebuilt clubhouse in 2021 that includes Seymour's Restaurant, a refined dining experience featuring local cuisine and The Taproom, offering regional brews. Seymour's intends to be open year-round.

Hiking

The Lake Champlain Region offers a trail for every interest and ability, creating the perfect destination for families with outdoor interests. Champlain Area Trails has in excess of 80 easy to moderate trails totaling more than 200 miles in its collection, and this organization adds more annually. 2021 saw the grand opening of the Essex Quarry Nature Trail and Preserve which spans over 35 acres, offers numerous looping trails and 450 million year old fossils. There are a multitude of opportunities to connect with nature and enjoy the region’s scenic beauty. Some trails are challenging, some connect communities, while others offer incredible vistas.

Mountain Biking

Elizabethtown is quickly becoming the fastest growing area for mountain biking in the Adirondacks. Emerging mountain biking opportunities include Chasm Trails, Blueberry Hill Trails, Otis Mountain, Dirt Church, and the Thursday Night Group Ride. A potential connection between the Blueberry Hill Trails and Otis Mountain, as well as tentative development of a mountain biking “ranch” with community connections creates the opportunity for Elizabethtown to become an Adirondack mountain biking mecca. Fat tire biking on these trails during the winter months expands the season. Most are very family-friendly, and a few are fully accessible trails.

Road Cycling

Rolling hills and scenic beauty draw vacationing cyclists from around the world. The Lake Champlain Region is home to the Adirondack Coast Bikeways, a collection of 14 cycling-themed routes, and a significant link along the Lake Champlain Bikeway’s 363-mile route around Lake Champlain. The newly developed Empire State Trail encourages road cyclists to come to this region. Special safety and maintenance features for cyclists have been added in the region during 2021: a cyclists’ warning light along a narrow section of winding roadway on 9N & 22 south of Port Henry, and a maintenance station with rack and air pump in Ballard Park at Westport. Lodging properties love catering to traveling cyclists, and most offer bicycle-friendly accommodations and amenities.

Snowshoeing

With adequate snow cover, snowshoeing options are endless; from wide-open spaces at Crown Point State Historic Site to numerous terrain choices on the miles of CATS trails.

Water Sports

Lake Champlain accommodates every aspect of boating, and its many protected bays suit all levels of paddlers. Numerous public boat launches and marinas are available for those with a boat; canoe and kayak rentals are available for those without. Options for guided boat tours are available at Fort Ticonderoga and the Lake Champlain Maritime Museum (located in Vermont). Special event boat tours are occasionally available from the Port Henry or Westport marinas. Sail Adirondacks began offering sailing excursions, specialty cruises, and “Learn to Sail” adventures out of Bridge View Harbour Marina in Port Henry, expanding the opportunities in the region for an on-the-water experience. Boaters can connect to the Atlantic Ocean via Chambly Canal and Richelieu and St. Lawrence rivers to the north, and Champlain Canal and Hudson River to the south. Canadian visitors arriving via water are expected to return once cross-border travel is restored. There are three options for ferries in the summer months (one available year-round) that also provide an opportunity to get out on the water. The Fort Ticonderoga Ferry anticipates reopening in 2022. Numerous ponds with public access offer paddlers additional options beyond the big lake.



LAKE PLACID REGION

The Lake Placid/High Peaks Region comprises Keene, Keene Valley, and Lake Placid in Essex County. The many outdoor activities, combined with traditional and unique Main Street shops, restaurants, and a variety of amenities and attractions, allow the traveler to create their own perfect day.

Brand Statement

Lake Placid — Invent your own perfect day.

There is a village sheltered high in the Adirondack Mountains where all are welcome to come and invent your own perfect day.

Lake Placid is a real community, with a Main Street made for walking, nights where you can see the stars, and people who love their hometown. It shows.

Families like to call this place home because it has a thriving sense of community and it is set away from the more hectic world. A legendary park, bigger than any other in the contiguous United States, protects us. We have clear skies, deep forests, high peaks, lakes of all sizes and shapes, and moose.

The world came here twice to hold its Olympic Winter Games. Today, Lake Placid is a place where you're free to join in and fill your days with the things that make life more adventurous, romantic, and fun.

Tone and Messaging

Through internal discussions, brand research, and community collaboration over the years, the following words have been identified as cornerstones for the tone and messaging for differentiating the Lake Placid region.

PERFECT GETAWAY

BE LAKE PLACID

GOLD STANDARD

PART OF A PERFECT DAY

ADVENTUROUS

MOUNTAIN TOWN

PERFORMANCE SUMMARY

Website Performance

LakePlacid.com Traffic 10/01/20 - 09/30/21		
Pageviews	2,807,730	
Users	886,755	
Sessions	1,252,805	
Paid	71,204	
Organic Search	907,973	
Direct Traffic	145,246	
Social Referrals	33,037	
Email Marketing	47,911	
Avg Session Length (seconds)	151	
Avg Pages/Session	2.24	

Top Site Content

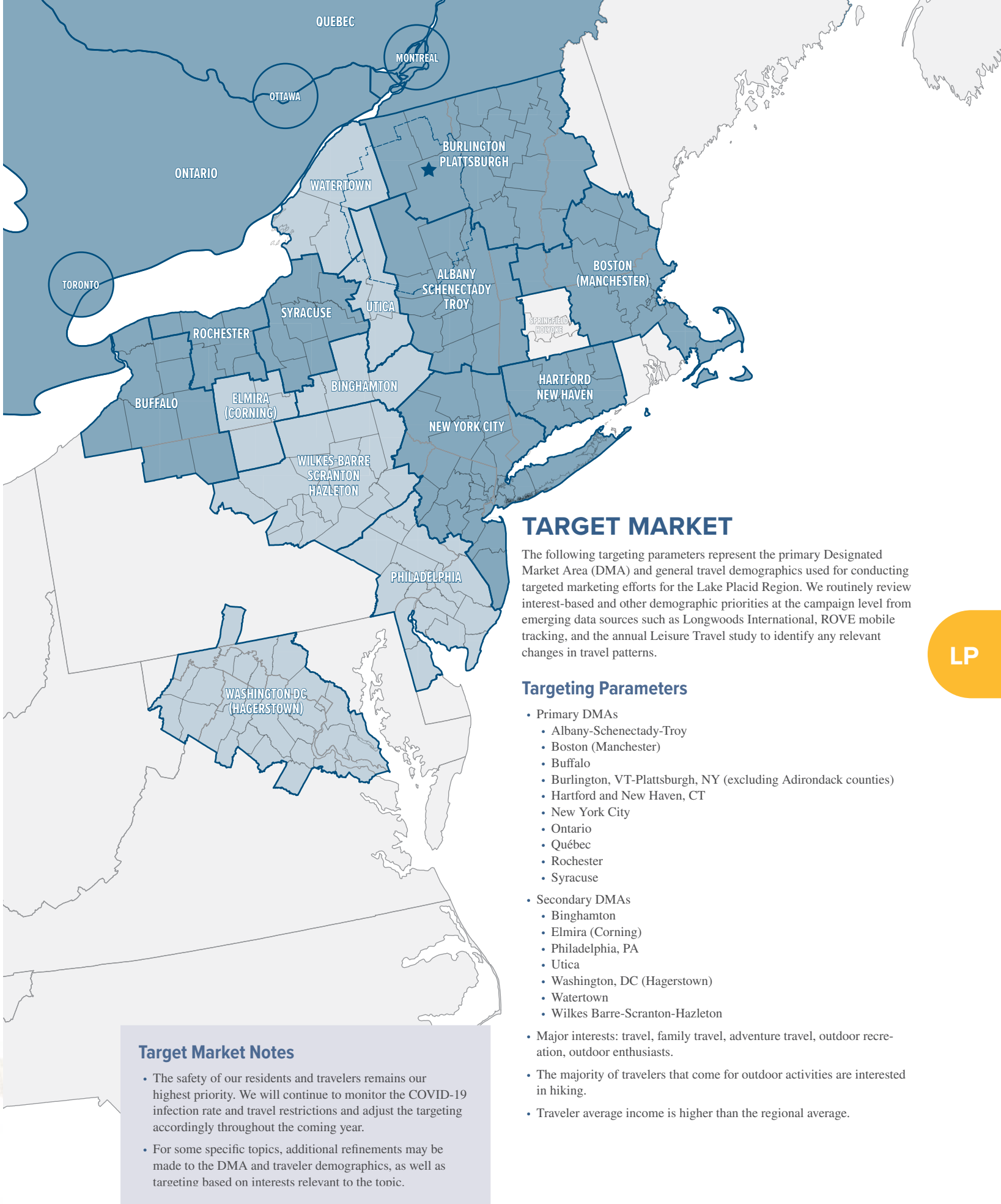
Page	Pageviews	Share
Lake Placid, Adirondacks	246,878	8.79%
What to Do	92,066	3.28%
Enter to Win	77,216	2.75%
Stay in Lake Placid	61,961	2.21%
Travel Updates	57,635	2.05%
Events in Lake Placid	54,235	1.93%
Dining in Lake Placid	51,388	1.83%
Dog Sled Rides	41,231	1.47%
Mount Marcy	35,082	1.25%
Lake Placid Shopping	31,613	1.13%



80,723 (5,434 increase)



39,436 (4,134 increase)



PROGRAMMING HIGHLIGHTS

In alignment with the ROOST Strategic Plan, the following are some high-level programming notes outlined for the Lake Placid/High Peaks Region.

Destination Management Plan

The Village of Lake Placid, The Town of North Elba, and ROOST are currently developing a Destination Management Plan (DMP) for Lake Placid/North Elba. The DMP will provide a 10-year road map that aligns the priorities of local government, economic development, community organizations, and residents to balance the tourism industry with community needs. The goal is to ensure the quality of life for residents, quality of place for visitors, and it is being facilitated by MMGY Next Factor with the guidance of the community’s DMP Steering Committee.

When complete, Lake Placid and North Elba will have a plan that:

- Diversifies the local economy and the opportunities that it provides.
- Elevates the region as a desirable place to live, work, visit, and invest.
- Enhances the overall well-being and resilience of the community.

Upon completion of the Destination Management Plan in early 2022, ROOST will work with the community of Lake Placid, including the parties listed above, to outline, as well as begin, the execution of an implementation strategy with tactics, timelines, and measurable goals.

To learn more about the Lake Placid/North Elba Destination Management Plan, visit [ROOSTadk.com/Lake-Placid-DMP](https://roostadk.com/Lake-Placid-DMP).

LEAF (Local Enhancement and Advancement Fund)

In 2021, after a three-year process of developing a perpetual and dedicated fund for community and tourism enhancements paid for by visitors, we assisted in the establishment of the North Elba LEAF (Local Enhancement and Advancement Fund).

The mission of LEAF is “To provide funds for programs, activities, and facilities that will have direct benefits to our communities and improve the quality of place for both residents and visitors.” Non-profits, local governments, and public sector organizations that serve the Town of North Elba community can apply for grant funding derived from a dedicated 2% Essex County occupancy tax that was implemented by the Essex County Board of Supervisors in June of 2020.

The North Elba LEAF committee is made up of 11 members who review the grant applications and make recommendations to the North Elba Town Board (NETB) for final approval. ROOST provides support to the committee in the service of grant administration and

compliance. To learn more about LEAF, visit [ROOSTadk.com/LEAF](https://roostadk.com/LEAF).

LakePlacid.com Website Upgrades

It has now been a few years since we launched the current website for Lake Placid. In early 2022, we will be launching updates to the site to more efficiently help users find the information they are looking for and/or provide inspiration for travel.

We have been reviewing website performance data and user feedback to outline changes and improvements for the site. Some of the high level updates include, but are not limited to:

- Enhancements to the navigation menu
- Improved layout for category pages - designed to help the traveler find information using rich imagery and visual icons.
- Adjustments to site layout in order to help users easily find site search, page filters, etc., on both desktop and mobile.

Content Development and Social Media

Content development and social media continue to prove to be a major cornerstone for reaching and inspiring travelers. A high-level overview of our content and social media strategy will include:

- Develop a regular schedule of new stories and social media content for the Lake Placid website.
- Review and update existing content and fill gaps in information with new content.
- Implement SEO (Search Engine Optimization) audit and updated keyword strategy for the Lake Placid website.
- Implement best practices for social media to share real-time stories and experiences across each social media channel.

Photo/Video Priorities

A large quantity of photo/video assets has been successfully acquired over the last few years for the Lake Placid region. In the past year, an intentional focus was placed on acquiring imagery to fill gaps in the media library with authentic images that represented a more diverse traveler.

In 2022, acquisition will focus on continuing to diversify our media library, as well as acquire new images that showcase the upgrades on Main Street, the Olympic venues, and new business developments. Additionally, a more robust production calendar will be executed for Lake

Placid in 2022 to align with the destination campaigns.

Public Relations/ Communications

Third-party validation provides “social proof” from trusted sources and experts that the region is a premier travel destination. As part of its overall proactive PR and communications strategy, ROOST pursues earned media exposure for Lake Placid. The strategy includes developing story pitches, writing press releases, updating kit resources, and hosting familiarization tours (FAM) that focus on elevating key messaging that heighten interest in the region.

PR pitches and press releases will highlight new developments, seasonal happenings, and unique travel opportunities that differentiate the region. We will begin 2022 by leveraging the hype of the 2022 Olympic Winter Games to garner positive press coverage for Lake Placid. Throughout the year, we will focus on pitching Lake Placid to journalists and influencers specifically interested in covering family travel destinations and sustainable outdoor recreation practices. Additionally, we will prioritize hosting FAM tours for travel writers and influencers who represent and speak to a diverse audience.

Email Marketing

From October of 2020 through September of 2021, a robust email schedule drove over 33,000 sessions to LakePlacid.com. During this time period, a more targeted and personalized email strategy was put in place.

In 2022 we will continue to focus on strengthening our email marketing strategy and growing our email lists for Lake Placid and the High Peaks area. The different emails we will employ will include, but not be limited to:

- Adirondacks, USA newsletter: Collaborative inspirational email featuring multiple regions.
- Lake Placid interest-based emails: Targeted emails based on the type of information people have requested as well as behaviors learned based on content they have engaged with on our websites.
- Lake Placid behavior-based emails: Abandoned site emails, sign-up welcome emails, etc.
- The Insider: Twice weekly roundup of community highlights, events, and other important notices from the region.

Printed Collateral - New Lake Placid Guide

In May of 2022, ROOST will be rolling out a new layout for the Lake Placid guide. The new

guide will be a 4-season piece with a magazine-style layout that is printed annually. The goal of the year-round piece is to be a useful tool for travelers looking to navigate the region while they are here. Additionally, with multiple seasons represented in the one guide, it will provide the opportunity to upsell travelers on a return visit in a different season.

Brand Evaluation/Update

The current Lake Placid brand, “Invent Your Own Perfect Day,” was developed in 2010. Since then, Lake Placid has seen and continues to undergo a major transformation. As a result, in 2022, ROOST will work with community members, organizations, and local leaders to evaluate the brand and how it aligns with the experience Lake Placid delivers to both residents and visitors. From those discussions, we will outline a program that identifies how to proceed with the Lake Placid brand to ensure that it represents the Lake Placid experience now and into the future, that is embraced by community partners, and that has a strong plan for implementation.

Event Support

While events saw a major setback in 2020 which continued through early 2021, they began to repopulate the calendar during the second half of 2021. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable events calendar in 2022 and beyond.

ROOST’s support for events in Lake Placid includes:

- Event calendar management
 - Management of the most comprehensive events calendar (LakePlacid.com/events).
 - The “Lake Placid Insider” delivered twice a week with upcoming events, dining specials, important local notices, and more. (This will include a newly refreshed design and layout.)
- Long-term event management strategy
 - Through the discussions surrounding the development of the Destination Management Plan, an emerging theme was the need for a dedicated event management strategy with input from residents, local government, and event industry leaders. In 2022, through the implementation of the Destination Management Plan, we look forward to creating a sustainable Event Management Plan.
- Arts, culture, and entertainment event marketing
 - Paid ad placement for community and cultural events that showcase local arts, culture, entertainment, and the creative/maker economy.
 - Increase awareness of arts, cultural, and entertainment events in Lake Placid through content writing, photo/video support, social media, and targeted ad

placement for other larger tourism driving events.

- Planning and execution assistance for:
 - The Empire State Winter Games
 - 2022 Olympic Year celebration
 - Lake Placid 4th of July celebration
 - Lake Placid Community Day
 - The Holiday Village Stroll
 - Holiday Fun Zone (TBD)
 - As well as support for a variety of other community-driven events.
- Lake Placid IRONMAN
 - In 2021 we coordinated the “IRONMAN Communities Task Force” to evaluate the economic and community impacts of the Lake Placid IRONMAN Triathlon. The goal of this committee is to gather information through surveys, interviews, and data, to determine the impact of the IRONMAN Triathlon on our communities. Once due diligence is completed, the task force will make recommendations on how best to proceed with IRONMAN in the future.
 - ROOST will continue to serve as the Lake Placid IRONMAN volunteer coordinating body for the 2022 event while the determination for the future of IRONMAN is configured.
- Lake Placid 2023 World University Games
 - See 2023 World University Games in the “Regional Programming” section of this document as well as “The Lake Placid Welcomes the World” campaign in the following section.
- Event Funding
 - ROOST maintains a fund to support event efforts that bring overnight visitors to communities within the Lake Placid Region. Funds must be used for marketing efforts only and not for operational expenses. Funding support is requested via application and is distributed on a first come, first served basis.

Town of Keene

Just down the road from Lake Placid are the communities of Keene and Keene Valley. This is where big mountains meet relaxing adventures. Local favorites for dining away from the crowds along with unique shops offer a more rustic experience. Neighboring the restaurants and shops are the High Peaks and other mountains, which draw people from all over the world to witness their beauty and rugged terrain.

In addition to being part of the larger Lake Placid/High Peaks Region, the following are some specific actions we will take to provide support for the Town of Keene:

- We recently assisted the Town of Keene with the development of a new website, content transfer, and training on the site. In the coming year we will continue to provide support on this site as needed.

- During the second half of the 2021 hiking season a pilot hiker shuttle was put into place. In the coming year we will work with the Town of Keene, Essex County, and NYS DEC to increase ridership and alleviate pressure points with parking. This will include, but not be limited to create consistent messaging for shuttles, leveraging social media, paid advertising, in-market rack cards, and educating front line staff.
- Work with the Town of Keene to identify ways to support the implementation of the Town of Keene Strategic Plan which was adopted in June of 2021.
- Position and promote Marcy Field as a recreation hub including, but not limited to, assistance with messaging, signage, and advancing short-term goals in the 2021 Strategic Plan.

Community Support and Engagement

In 2022 a continued focus will remain on bridging the gap between ROOST and the community. Some of the initiatives in place to assist with this include:

- Community-Focused advisory committees: Continuing to develop project advisory committees which are made up of representatives from different community sectors and perspectives to help guide the scope of the projects. Examples of this from 2021 include the DMP Steering Committee and the Ironman Task Force.
- ROOST Community Outreach Committee: ROOST and community members joined together in 2020 to create this committee with the purpose of better understanding the wants and needs of residents. Committee members are an assembly of residents representing schools, public organizations, retail, food and beverage, and the non-tourism related work force. This committee directly influenced the “Community Jump Start” initiative, 4th of July Celebration, and Halloween. We look forward to continuing to work with this committee as we navigate through 2022.
- Organizational collaboration: Having strong partnerships is a critical component to continuing to advance Lake Placid as both a vibrant community and a must-visit destination. ROOST is proud to collaborate and engage with a variety of organizations throughout the community. Some of these committees include the Lake Placid Business Association (LPBA), The Lake Placid Sports Council, Arts Alliance, the Appearance Committee, the Development Commission, and the Olympic Regional Development Authority (ORDA).

DESTINATION CAMPAIGNS

Campaigns are a cohesive way to put together information for the traveler in an organized way with a consistent message. The following is a high level overview of the major destination campaign strategy for the region.

Winter

As America’s first winter vacation destination, if there is one thing the Lake Placid Region knows, it’s how to get the most out of winter. The frozen lake in the center of town is truly a perfect winter escape for visitors and locals alike, as it provides both beauty and activities such as skating, dog sled rides, and a toboggan chute. Beyond the heart of downtown, you will find that the area is full of cross-country ski trails, endless opportunities for winter hiking and snowshoeing, downhill skiing and riding, and much more. Pairing these activities with many amenities, shops, restaurants, and cultural attractions creates the perfect balance for a winter getaway.

MAJOR COMPONENTS

- Activities on ice
- Alpine skiing
- Cross-country skiing
- Snowshoeing
- Winter backcountry preparedness
- Warm & Cozy: culinary, culture, fireplaces

CAMPAIGN NOTES

- Date Range: October - March
- Specific media placements for events and cultural activities
- Additional placements for targeted marketing based on interests/activity

Spring

Spring travel in the Lake Placid Region is full of great indoor recreation such as pools, spas, movies, and arts and culture. Spring means premium lodging opportunities at perfect rates. Travelers can rejuvenate and pamper themselves with Lake Placid’s award-winning spas and amenities. Or they can choose to beat cabin fever by partaking in activities such as spring skiing, visiting a maple sugar house, fishing, etc.

- Spring skiing
- Staycation opportunities
- Rejuvenation - spas, shopping, dining, etc.

Summer

In the summer, the Lake Placid Region is full of activity and adventure, from outdoor experiences such as hiking, biking, and days spent on the water, to unique events. Visit any of the Olympic venues for a one-of-a-kind experience and finish the day dining outdoors by the water. However you choose to invent your perfect day, Lake Placid is ready to welcome you during the summer months.

MAJOR COMPONENTS

- Hit the town

- Shopping
- Dining
- Spas
- Arts and entertainment
- Mountain biking
- Hiking “the right way”
- Olympic venues
- Area attractions
- Golf courses, family-friendly attractions, historic sites, etc.

CAMPAIGN NOTES

- Date Range: April - August
- Specific media placements for events and cultural activities
- Additional placements for targeted marketing based on interests/activity
- Audit and update of hiking information

Fall

Fall foliage, festivals, and crisp air make the Lake Placid Region a perfect destination in fall. Autumn is an excellent time for scenic drives, nature walks, golf, hiking, mountain biking, and many other outdoor activities. Complement your daily activity at one of the region’s restaurants and breweries, which offer unique dishes and a showcase for locally made and harvested specialties. As events return to the calendar, travelers can pair scenic beauty with cultural activities, and the result is a perfect fall experience.

MAJOR COMPONENTS

- Fall foliage/touring
- Hit the town - shopping, dining, spas, arts and entertainment.
- Dining
- Fall hiking + preparedness
- Golf

CAMPAIGN NOTES

- Date Range: August - September
- Specific media placements for events and cultural activities
- Additional placements for targeted marketing based on interests/activity

Lake Placid Welcomes the World

In 2023 Lake Placid and the greater Adirondack Region will welcome the world as we host the Lake Placid FISU 2023 World University Games. This 11-day competition and festival will take center stage from January 12-22, 2023.

Throughout 2022 we will work with the Lake Placid Sports Council, New York State ESD, The Olympic Regional Development Authority, and other community entities to build excitement and awareness for the games with a consistent tone in message. In addition to having

strategies and campaigns specific to the World University Games, awareness messaging will be included in many facets of our destination marketing campaigns.

The goal is not only to promote the event and its related festivities in order to encourage visitation during the games but also to:

- Create brand awareness for Lake Placid as a place for excellence in winter sports.
- Showcase the major recent capital infrastructure improvements on Main Street Lake Placid and the Olympic venues.
- To continue to leverage the games to attract attention and investment to address community needs; for example, increasing the diversity of housing stock.

Additionally, Lake Placid will host the 2022 FISU World University Championship in Beach Volleyball from August 24-28, 2022.

Activity Specific Campaigns

In addition to seasonal leisure travel campaigns, our team will utilize content, paid advertising placements, media pitches, etc., to target travelers based on specific tourism driving activities.

The primary activities these campaigns will be based on include:

- Arts, culture, and entertainment
- Hiking “the right way”
- Golf
- Mountain biking
- Skiing

Destination Management Campaigns

To achieve the goal of sustainable tourism, we have and will continue to monitor the impacts and pressure points associated with travel, and introduce preventive and/or corrective measures whenever necessary. The following are some of the major regional campaigns that focus on destination management and/or sustainable tourism development messaging.

LOVE YOUR ADK - LEAVE NO TRACE

- In addition to the Love Your ADK campaign outlined in the “Regional Programming” section of this plan, in 2022 the following priorities have been identified for the Lake Placid/High Peaks Region:

- Coordinate with frontline staff to develop resource materials as part of a more robust “toolkit” for businesses.
- Work with Essex County and the Town of Keene to increase ridership, and ease of use, for the hiker shuttles.
- Leave No Trace messaging will be woven into campaigns, social media, content development, etc. Additionally, the

hiking content on LakePlacid.com will be reviewed and updated to align with the “hiking the right way” messaging.

PERFECTING PLACID - CONSTRUCTION/ INFRASTRUCTURE IMPROVEMENTS

- Continue to coordinate with the Village of Lake Placid and LPBA (Lake Placid Business Association) and other entities to ensure timely and accurate sharing of project information to Main Street businesses, community residents, and travelers.
- Encouraging travelers and community residents to continue to patronize Main Street businesses. This will include, but not be lim-

ited to, continuing to provide resources and co-op marketing opportunities for businesses in Lake Placid to encourage

- Coordinating with the Village of Lake Placid and other entities to assist in mitigating inconveniences.

SHARE THE ROAD - ROAD CYCLING

- See the “Regional Programming” section of this plan.

POLITELY ADIRONDACK TRAVEL INFORMATION

- See the “Regional Programming” section of this plan.

REFERENCE: GENERAL TOPIC DESCRIPTION

The following list of topics has been outlined and refined over years of community collaboration developing marketing priorities for the region. These topics will be referenced and built upon for both our paid and organic strategies throughout the coming year.

Arts and Culture

The Lake Placid Region is proving to be a destination for arts and culture, with performances, shows, and concerts throughout the year. The Lake Placid Center for the Arts brings in many national acts and consistently offers cultural experiences to locals and travelers. There are art galleries on and off Main Street featuring paintings, photography, and artisan crafts. There are weekly concerts of national and regional acts throughout the summer in Mid’s Park downtown. The Sinfonietta adds to the cultural experience with “The Orchestra of the Adirondacks” during the summer months. Events centered around the arts such as the Lake Placid Film Festival and ballets are growing each year. Lake Placid offers a wide range of arts and cultural amenities that complement the traveler’s experience. The historic Palace Theater is typically open year-round, with the latest movies on multiple screens. The Lake Placid History Museum highlights fascinating local history and hosts special events.

Dining

The Lake Placid Region has award-winning restaurants, breweries, and chefs. Studies show that millennials consider where they are eating as much as where they are staying when planning a trip. In 2021, we will continue to focus on supporting the restaurant industry as we navigate through the challenges of operating at reduced capacity and other factors associated with the pandemic. Additionally, we will showcase the hidden gems in the region, and unique and creative alterations being made to accommodate patrons during this time.

Events

Traditionally, the Lake Placid Region boasts a diverse and robust event schedule. Every year, Lake Placid is host to world-class sporting events such as Lake Placid IRONMAN, World Cup bobsled, luge, and skeleton races, the Lake Placid and I Love NY Horse Shows, Summit Lacrosse, Can-Am Rugby, Empire State Winter Games, and CAN/AM Hockey, to name a few. Additionally, Lake Placid has a unique variety of arts and cultural events such as the Songs at Mirror Lake series, Lake Placid Sinfonietta, and recurring farmers markets in Keene and Lake Placid. Family-friendly events including the I Love BBQ Fest and Lake Placid Holiday Village Stroll make Lake Placid a perfect destination for everyone.

List of Major 2022 Events:

- CAN/AM Hockey
- Can-Am Rugby
- ECAC Division I Hockey Championships
- I Love BBQ Festival
- IRONMAN Lake Placid
- Empire State Winter Games
- Figure skating events
- Lake Placid and I Love NY Horse Shows
- Lake Placid Center for the Arts (LPCA) events
- Lake Placid Film Festival
- Lake Placid Holiday Village Stroll
- Lake Placid Marathon and Half Marathon
- Lake Placid Sinfonietta
- Songs on Mirror Lake Music Series
- Summit Lacrosse
- World Cup events
- Supporting arts, music, and other community-based events

Holiday Season

When it comes to the holiday season, the Lake Placid Region is an iconic winter wonderland. Enjoy outdoor activities such as ice skating, dog sled rides, and skiing (alpine and Nordic), then cozy up next to a fire, and enjoy roasting

- ROOST will continue to leverage the campaign to mitigate any new pressure points identified throughout the year.

Evergreen Campaigns

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK

marshmallows and eating s’ mores. The opportunities to make holiday memories are plentiful in Lake Placid. Additionally, seasonal events and activities such as a visit to Santa’s Workshop, the Lake Placid Holiday Village Stroll, the Holiday Fun Zone, and Santa Ski Day provide additional incentives to visit Lake Placid and invent your perfect holiday.

Golf

Panoramic Adirondack High Peaks scenery, coupled with lush fairways and well-manicured greens, make for a one-of-a-kind golfing experience that is unique to Lake Placid. There are five golf courses in Lake Placid, making it an ideal destination for golfers and groups.

Guided Services

Lake Placid is the home base to a variety of knowledgeable Adirondack wilderness guides to help travelers explore the mountains, lakes, and rivers surrounding Lake Placid. In addition to bringing a wealth of knowledge about the backcountry and local folklore, Adirondack guides are licensed and certified in first aid, CPR, and water safety. Guided services offer the opportunity for both first-time explorers and experienced recreationalists to discover the Adirondacks in a deeper and more meaningful way.

Hiking

Hiking, and in particular hiking in the High Peaks, continues to draw a large number of visitors to the Lake Placid Region. As a result, all promotional efforts for hiking in the Lake Placid/High Peaks Region are focused on educating travelers on the importance of backcountry preparedness and choosing the right hike to fit their abilities and expectations. As a result, the primary marketing messages are Love Your ADK (Leave No Trace principles) and alternative hikes and unique nature walks. Additionally, we will continue to leverage relationships

with ambassadors and influencers to help relay these important messages.

Lake Placid Olympic Venues

The Olympic Regional Development Authority (ORDA) manages several Olympic venues in the Lake Placid/Wilmington area, including Whiteface Mountain, Mount Van Hoevenberg, the Olympic Jumping Complex, and the Olympic Oval. For the 2020-2021 season, there are many updates and changes to these venues aimed at enhancing user experience. Mount Van Hoevenberg recently opened the Mountain Pass Lodge, which will serve as the Nordic center, Mountain Coaster check-in, and dining locale. There were also 5km of new ski trails added to the property. At the Olympic Jumping Complex, the SkyRide and Sky Flyer Zipline will remain open year-round, as COVID safety allows, so visitors can experience the thrill of soaring to new heights as ski jumpers do. All venues will adhere to strict COVID health and safety protocols.

Additionally, nearby Whiteface Mountain in Wilmington offers skiers and riders access to the largest vertical drop east of the Rockies. With terrain to meet the needs of everyone, from the never-ever to the expert, the mountain is located just a short drive to Lake Placid’s rich offering of amenities, making the Lake Placid/High Peaks Region a true ski destination. There have been a few improvements to mountain operations, including facelifts to the gondola, Bear Den Mountain, and the snowmaking system. Perhaps the most noticeable improvement to Whiteface Mountain this winter will be the new Midstation Lodge. When complete, this lodge will offer skiers and riders food and beverage, multiple seating areas (indoor and out), and restrooms. Construction of Midstation is being done in two parts, with the first slated to be ready for the 2020-2021 ski season and the second projected to be completed in October 2021. In 2021, the marketing focus will be on helping connect travelers with the information they need to know before they go. In addition, an emphasis will be placed on avoiding the crowds to enjoy midweek skiing/riding.

Mountain Biking

Mountain biking has been on the rise in Lake Placid, and as an attraction saw huge growth in 2020. Lake Placid hosts the greatest concentration of single track in the Adirondacks with the two main trail systems being the Lussi Trails and the Craig Wood Trails. These trail systems are built and maintained by the Barkeater Trails Alliance. There are also two bike shops in Lake Placid: High Peaks Cyclery and Placid Planet, both offering bikes, accessories, rentals, maintenance, and more. In 2022, we will continue to promote mountain biking in Lake Placid and surrounding towns such as Wilmington and Saranac Lake.

Outdoor Recreation

Outdoor recreation continues to be one of the primary drivers for leisure travel in the Adirondacks. The abundance of breathtaking mountains, lakes, rivers, and streams offer a playground for all kinds of outdoor activities. From pastimes like golfing, boating, paddling, biking, and hiking in the warmer months to alpine skiing, cross-country skiing, ice skating, and dog sledding in the winter, the next outdoor adventure is waiting.

When promoting outdoor recreation a focus will be to continue to raise awareness of the Leave No Trace principles and to promote alternatives to the highly congested High Peaks.

Shopping

The Tourism Sentiment Index shows that Lake Placid shopping is a positive amenity in the region. Shopping in Lake Placid offers unique souvenirs, art, Olympic memorabilia, Adirondack food, and goods, and is a large part of a perfect day in Lake Placid.

Water Sports

Part of the outdoor adventures perfect for families, water sports is an integral part of the Lake Placid Region experience. The region offers boat rentals, guides, tours, and lessons, all available for visitors to take part in.

Weddings

The Lake Placid Region is a perfect destination for weddings and reunions. There are many venues that can host large groups for receptions, parties, and lodging. The views and venues in the region are different from any other destination and include lakes, mountains, and quaint towns. Wedding planners are ready to help organize and there are many photographers, florists, bakers, and event planning professionals in the region.

Due to the continued restrictions on large gatherings, there is a growing popularity for elopements and micro weddings. The Lake Placid backdrop and rich amenity offerings make the Lake Placid Region the perfect destination to meet this new demand.

Wellness

Wellness and the Adirondacks go hand in hand. With numerous full-service spas, Lake Placid is lauded as a relaxation destination. Many of the spas offer special packages, innovative services, and local specialties such as maple scrubs. The wide range supports the needs of the traveler and the Lake Placid Tourism Sentiment Index reflects a positive traveler experience at our award-winning spas.



SARANAC LAKE AREA

Like the community's slogan states: Saranac Lake is Decidedly Different, and so are its geographic boundaries. Saranac Lake is part of the towns of North Elba and St. Armand in Essex County, and Harrietstown in Franklin County. It is also the central hub for the surrounding region which is made up of several smaller hamlets and their distinctive communities. We look forward to continuing to work with all of these entities to support and advance the Saranac Lake Region in 2022 and beyond.

Brand Statement

Saranac Lake — Decidedly Different

Saranac Lake is a place that's authentically Adirondack and decidedly different. At first glance, it's a historic village where the lakes and mountains are as accessible as the fresh air.

A closer look reveals a downtown with a lively atmosphere where creative energy flows freely. Art, music, and healthy living help define the culture of this inspiring place, while shops and cafes provide waypoints for connecting with locals.

Here is a hub that connects surrounding communities, and it's all intertwined with waterways, forests, and roads that roll past one scenic vista after another. This is a place where a beautiful balance is struck: a nature lover's paradise infused with bold, fun ideas and originality, all done in a way only Saranac Lakers can pull off.

Tone and Messaging

**DECIDEDLY
DIFFERENT**

**AUTHENTICALLY
ADIRONDACK**

**CREATIVE
DESTINATION**

CREATIVE ENERGY

**CREATIVE
COMMUNITY**

VIBRANT AND

COLORFUL

INDEPENDENT

CASUAL

HISTORIC

CLOSE-KNIT

APPROACHABLE

**INTERCONNECTED
WATERWAYS**

BOLD AND FUN

DOWNTOWN

**SMALL TOWN
SURROUNDED BY BIG
OUTDOORS**

**CONNECTING THE
TRI-LAKES**

**A BEAUTIFUL
BALANCE IS STRUCK**

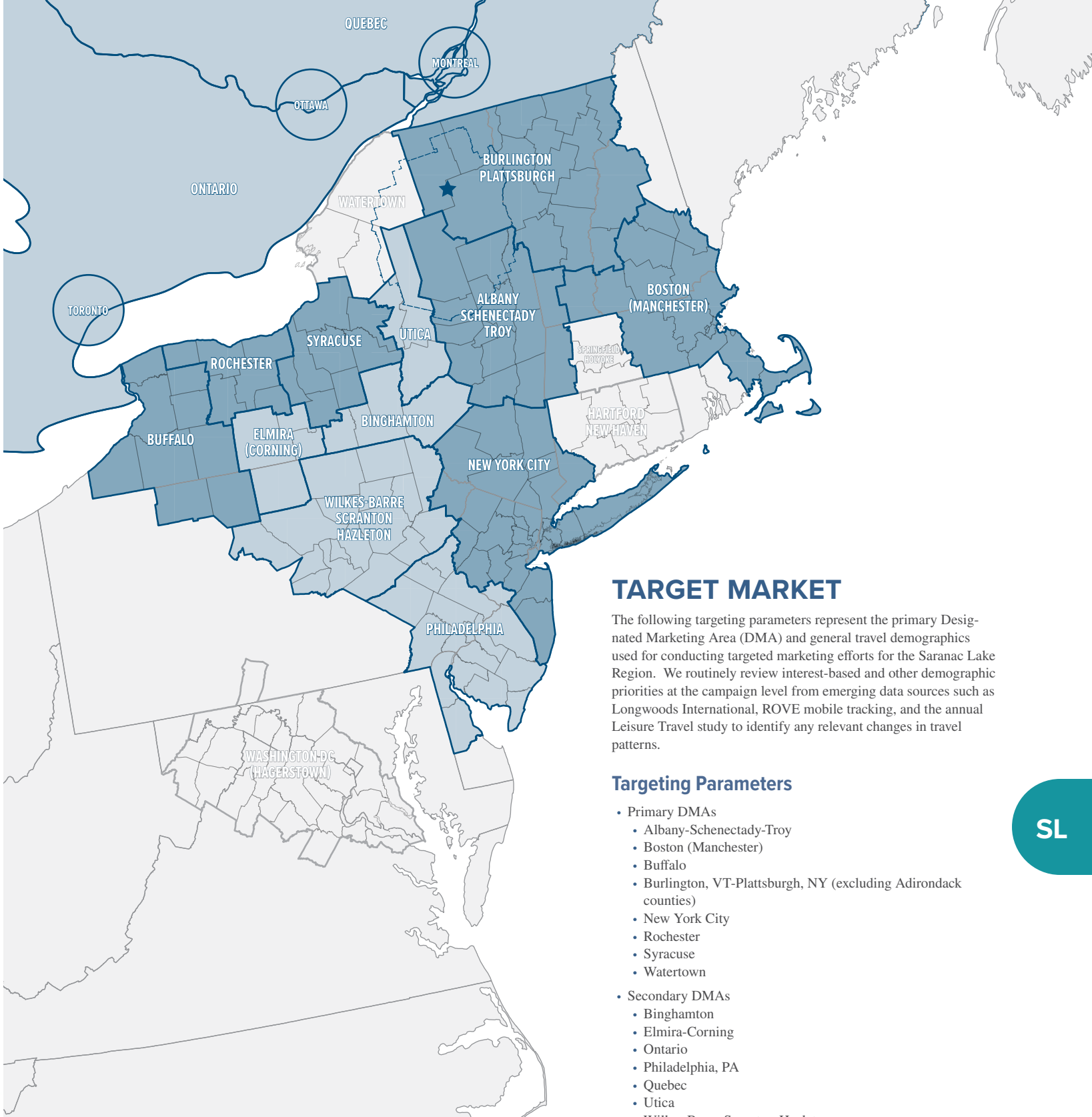
PERFORMANCE SUMMARY

Website Performance

SaranacLake.com Traffic 10/01/20 - 09/30/21	
Pageviews	750,377
Users	377,462
Sessions	457,535
Paid	26,878
Organic Search	259,364
Direct Traffic	113,226
Social Referrals	10,296
Email Marketing	29,881
Avg Session Length (seconds)	70
Avg Pages/Session	1.64

Top Site Content

Page	Pageviews	Share
Homepage	58,764	7.83%
Saranac Lake 6er	43,118	5.75%
Enter to win a Saranac Lake vacation	28,851	3.84%
Mt. Pisgah Recreation Center	18,935	2.52%
Fun in Saranac Lake	18,720	2.49%
Thank You	12,176	1.62%
A Decidedly Different Summer Getaway	9,975	1.33%
See and Do in Saranac Lake	7,794	1.04%
A Decidedly Different Fall Sampler	6,832	0.91%
Vacation Rentals	6,481	0.86%



TARGET MARKET

The following targeting parameters represent the primary Designated Marketing Area (DMA) and general travel demographics used for conducting targeted marketing efforts for the Saranac Lake Region. We routinely review interest-based and other demographic priorities at the campaign level from emerging data sources such as Longwoods International, ROVE mobile tracking, and the annual Leisure Travel study to identify any relevant changes in travel patterns.

Targeting Parameters

- Primary DMAs
 - Albany-Schenectady-Troy
 - Boston (Manchester)
 - Buffalo
 - Burlington, VT-Plattsburgh, NY (excluding Adirondack counties)
 - New York City
 - Rochester
 - Syracuse
 - Watertown
- Secondary DMAs
 - Binghamton
 - Elmira-Corning
 - Ontario
 - Philadelphia, PA
 - Quebec
 - Utica
 - Wilkes Barre-Scranton-Hazleton
- Major interests: travel, adventure travel, outdoor enthusiasts, outdoor recreation.
- Approximately one in five hikers staying in Saranac Lake report participating in a Saranac Lake 6er hike.
- Winter travelers show a high level of interest in cross-country skiing.

Target Market Notes

- The safety of our residents and travelers remains our highest priority. We will continue to monitor the COVID-19 infection rate and travel restrictions and adjust the targeting accordingly throughout the coming year.
- For some specific topics, additional refinements may be made to the DMA and traveler demographics, as well as targeting based on interests relevant to the topic.



42,398 (920 increase)



10,013 (3 increase)



PROGRAMMING HIGHLIGHTS

In alignment with the ROOST Strategic Plan, the following are some high-level programming notes outlined for the Saranac Lake Region.

Website Content and Social Media

Content development and social media continue to prove to be a major cornerstone for reaching and inspiring travelers. A high level overview of our website and social media strategy for 2022 includes:

- Developing a regular schedule of new stories on Saranac Lake website.
- Review and update existing content and fill gaps in information with new content.
- Implement a Search Engine Optimization (SEO) audit and keyword strategy for Saranac Lake.
- Implement best practices for social media to share real time stories and experiences via a variety of formats.
- Continue to review metrics on the new website developed for Saranac Lake in 2021 to make strategic adjustments to improve performance and user experience.
- Continued development of the “Decidedly Local” content to position Saranac Lake not only as an excellent vacation destination but also a great place to live, raise a family, start a business, etc.

Photo/Video Priorities

A large quantity of photo/video assets has been successfully acquired over recent years.

In 2021, an intentional focus was placed on acquiring more diversity in the imagery acquired in the region. In addition to continuing this focus in 2022, acquisition will be on developing specific campaign imagery as well as a year-round promotional video for Saranac Lake. Additionally, a more robust production calendar will focus on storytelling, short-format video.

Public Relations/Communications

Third-party validation provides “social proof” from trusted sources and experts that the region is a premier travel destination. As part of its overall proactive PR and communications strategy, ROOST pursues earned media exposure for Saranac Lake. The strategy includes developing

story pitches, writing press releases, updating kit resources, and hosting familiarization tours (FAM) that focus on elevating key messaging that heighten interest in the region.

PR pitches and press releases will highlight new developments, seasonal happenings, and unique travel opportunities that differentiate the region. In 2022, we will also continue to focus on aligning Saranac Lake as a destination that is positioned to provide travelers with a retreat destination that bolsters modern amenities (including new lodging) and a creative community balanced against the natural experiences the Adirondack region is well known for.

Email Marketing

From October of 2020 through September of 2021, a robust email schedule drove over 26,000 sessions to SaranacLake.com. During this time period, a more targeted and personalized email strategy was put in place which included sending segmented interest-based and behavior-based emails sent directly from Saranac Lake. These interests are determined by both the information provided when someone signs up for an email, as well as the content they engage with once they have signed up.

In 2022, we will continue to focus on strengthening our email marketing strategy and growing our email lists for the Saranac Lake region. The different emails we will employ will include, but not be limited to:

- Adirondacks, USA Newsletter: collaborative inspirational email featuring multiple regions.
- Saranac Lake Interest-Based Emails: targeted emails based on the type of information people have requested, as well as behaviors, learned based on the content they have engaged with on our websites.
- Saranac Lake Behavior-Based Emails: abandoned site emails, sign-up welcome emails, etc.
- The Insider: twice weekly roundup of community highlights, events, and other important notices for the Saranac Lake area.

Event Support

While events saw a major setback in 2020, which continued through early 2021, they began to repopulate the calendar during the second half

of 2021. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable events calendar in 2022 and beyond.

ROOST’s support for events in Saranac Lake includes:

- Management of the most comprehensive events calendar for the Saranac Lake region (SaranacLake.com/events).
- The “Saranac Lake Insider” is delivered twice a week with upcoming events, dining specials, important local notices, and more. The design and layout are currently being refreshed.
- Host the annual Empire State Winter Games with events at Paul Smith’s, Dewey Mountain, Mt. Pisgah, and the Saranac Lake Civic Center.
- Sponsorship of events (e.g. Music on the Green).
- Raising awareness of events through content writing, photo/video support, PR Support, social media, and targeted ad placement for event

Supporting Destination Development

Over the years, ROOST is proud to have been able to support the community of Saranac Lake in a variety of destination development projects. In the coming year, some of these initiatives include, but are not limited to:

- Supporting the Village of Saranac Lake with the continued implementation of the Downtown Revitalization Initiative.
- Promotion and support of new community and business developments and expansions.
- Working with the community of Saranac Lake, neighboring communities along the corridor, and the NYS DEC on positioning Saranac Lake to best welcome users of the Adirondack Rail Trail currently under construction.
- Since the rollout of the new “Decidedly Different” brand two years ago, ROOST has engaged in a number of special projects that have helped with placemaking efforts in line with the Saranac Lake brand. In 2022, ROOST looks forward to continuing to support the community with design and brand implementation needs.
- Continued support and grant administration for the North Elba Local Enhancement and Advancement Fund (LEAF). The mission of LEAF is “To provide funds for programs, activities, and facilities that will have direct benefits to our communities and improve the quality of place for both residents and visitors.” Non-profits, local governments, and public sector organizations from Saranac Lake that fall within the Town of North Elba are eligible to apply for this funding.
- Position Saranac Lake to welcome the world as a host site for the FISU Lake Placid 2023 World University Games.
- Other projects as they arise.

Community Partnership

ROOST works closely with a wide range of stakeholders in the Saranac Lake community. Our staff coordinate with the Saranac Lake Area Chamber of Commerce, the village community development office, and volunteer committees such as the Parks and Trails Advisory Board, Downtown Advisory Board, and Arts and Culture Board on many projects and initiatives.

In order to accomplish our goals, strong community outreach, engagement, and communication are essential components of the programming. In 2022, we look forward to continuing to build relationships with community leaders, business partners, and the greater Saranac Lake community via some of the following actions.

- Continue to collaborate with our partners to set and achieve goals.
- Host seasonal meetings with community stakeholders to share updates, garner feedback, and develop collaborative plans.
- Coordinate with the Franklin County LDC to foster a collaborative relationship that allows for initiatives by both organizations (ROOST and the FC LDC) to dovetail and enhance one another to support the goal of efficiently and effectively advancing the Saranac Lake community.
- Continued monthly email updates to Saranac Lake Marketing Partners highlighting the current program of work and identifying what is coming up next.
- Identify and execute projects to help to support community initiatives that elevate Saranac Lake as a community and a destination.

DESTINATION CAMPAIGNS

Campaigns are a cohesive way to put together information for the traveler in an organized fashion with a consistent message. The following is a high level overview of the major destination campaign strategy for the region.

Paddling

With “lake” right in the name, Saranac Lake is positioned to be a watersports paradise. The timeless Adirondack tradition of paddling is indeed celebrated here on the many waterways that dot the landscape. At first glance, there are the three main Saranac Lakes, but a closer look reveals a maze of connected ponds, streams, backcountry lakes, and rivers all waiting to be explored in a canoe or kayak, or on a SUP. Whether you want to kayak right in town to reach an ice cream parlor or canoe deep into a wilderness area, there are paddling options ready and waiting here in Saranac Lake.

MAJOR COMPONENTS

- Paddling routes / info
- Preparedness and Leave No Trace

CAMPAIGN NOTES

- Date Range: April - October
- Interest based targeting

A DECIDEDLY CREATIVE COMMUNITY

Saranac Lake is a creative destination, rich in unique arts and culture. It’s not hard to see how the community and landscape here influence the many painters, performers, photographers, sculptors, and writers. Creative energy flows freely in Saranac Lake! Everyone has the opportunity to visit art galleries, catch a live performance, or even create their own unique work of art.

MAJOR COMPONENTS

- Music and live entertainment
- Arts
- Performing arts
- Creative finds (outdoor art installation, experiential art, performing arts, events, etc).

CAMPAIGN NOTES

- Date Range: Year-round
- Good shoulder season driver, length of stay extender
- Retargeting campaign

A Decidedly Different Winter

Saranac Lake is a town that loves winter, and it shows. But winters here aren’t exactly what you’d expect. Sure, the typical snow experience and winter traditions are around, but so are unique events that are done in a way only Saranac Lakers can pull off. Saranac Lake has the reputation of being one of the coldest places in the country, so why not embrace the snow and celebrate?!

MAJOR COMPONENTS

- Cross-country skiing
- Snowshoe
- Family activities (Pisgah, Carousel, sledding,

- open skate, PlayADK, Goody Goody’s Game Nights, etc.)
- Amenities (arts and culture, music, history, lodging, dining, shopping, etc.)

CAMPAIGN NOTES

- Date Range: October - March
- Retargeting call to action: lodging opportunities

Spring: Decided to Rejuvenate

As the snows of winter fade and spring enters Saranac Lake, it becomes time to embrace quiet rejuvenation and the peaceful environment. A mellow low-elevation stroll might reveal blooming wildlife and birds returning to a reawakening habitat. There is peace in every nature walk. In town, spas provide a relaxing oasis. Troubles and worries melt away in Saranac Lake each spring.

MAJOR COMPONENTS

- Nature rejuvenates: low elevation nature walks, wildflowers, birds
- Refresh: health and wellness, spas, etc.
- Spring itineraries
- Food and lodging

CAMPAIGN NOTES

- Date Range: March - May
- Targeting: Couples traveling without children, remote workers, retirees

Decide to Have a “Different” Summer Getaway

Saranac Lake summers are adventure-filled and provide plenty of time to make lasting memories while also creating opportunities to unplug, unwind, and reconnect with family and friends. An accessible, creative community welcomes visitors and locals alike, while the woods and waters surrounding town allow for adventures of any size and flavor.

MAJOR COMPONENTS

- Hiking
- Paddling
- Other outdoor activities (mountain biking, gravel cycling, road cycling, camping, birding, etc.)
- Creative community (ArtWalk, ArtMarket, Plein Air Festival, Party on the Patio, Music on the Green, etc.)

CAMPAIGN NOTES

- Date Range: Late April - August
- Follow-up campaign with retargeting and in-market targeting for upcoming events and other happenings.

A Decidedly Different Fall

Nature takes on a whole new look in fall in Saranac Lake. The colorful and vibrant vibe of Saranac Lake’s art scene spills over into the forests as leaves blaze red, orange, and yellow. Outdoor enthusiasts will find the cooler temperatures perfect for exploration, and the incredible scenery is the perfect backdrop for any and all events, including fall weddings, hikes, bikes, and more!

MAJOR COMPONENTS

- Fall foliage tracker
- Hiking
- History hub
- Weddings and group meetings (especially later in the season)

CAMPAIGN NOTES

- Date Range: August - September
- Targeting: Older audience, retirees, corporate groups, etc.

Evergreen Campaigns

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK

REFERENCE: GENERAL TOPIC DESCRIPTION

The following is a list of topics that have been outlined and refined over years of community collaboration developing marketing priorities for the region. While the weight of promotion of these priorities will need to be flexible to accommodate the impacts of travel restrictions and business operations, the topics themselves will not change. As a result, this list will continue to be referenced on a regular basis as we outline the specific seasonal campaigns.

Alpine Skiing / Riding

Mt. Pisgah has gentle slopes, dedicated staff, and a welcoming atmosphere that make it especially inviting for family skiing and tubing. There are 15 skiable alpine acres with a vertical rise of 329 feet. The lift is a T-bar, which allows skiers to choose the length of their run and there are lights for night skiing. There are two runs for inner tubes and a rope tow to bring riders to the top. The mountain and lodge will abide by all health and safety guidelines this winter.

Arts and Culture

Saranac Lake is a creative destination, with a continuously expanding arts community that is the heartbeat of the village and a draw for visitors who want a decidedly different kind of Adirondack adventure. The creative outlets here are abundant and include a hip music scene, funky events, drop-in workshops, and fine art galleries where a bottomless pool of local artists and artisans shine. The arts represent a significant portion of the culture of Saranac Lake, and their growth is a major asset that differentiates this community from others in the region. From the galleries and studios that line Main Street and downtown to creative writing outlets, to live and virtual theater and music, Saranac Lake’s art community is a draw for new and returning travelers. ROOST will continue to promote the arts as our community adjusts to ever-changing conditions.

Cross-Country Skiing

Winter is a great time to get outside in Saranac Lake. ROOST will continue to promote the ease of access as well as the health benefits and tranquility of Nordic skiing. Explore Saranac Lake cross-country skiing and experience the outdoors in solitude.

DEWEY MOUNTAIN RECREATION CENTER

Dewey has 13km of ski trails with a vertical summit of 440 feet. Lower trails are groomed for skate and classic cross-country skiing. Lower trails are also lighted for night skiing. Upper mountain trails are ungroomed for a backcountry experience, and there are many trails designated for snowshoeing as well. A warming lodge and rentals are available. There’s also a wax room with benches and irons for ski prep.

PAUL SMITH’S COLLEGE VIC

The VIC has 40km of maintained trails for classic skiers and snowshoers and 15km of groomed trails for skate and classic skiing.

Dining

Rated in the 10 Best Small Food Scenes by USA Today, Saranac Lake’s culinary arts scene offers a wide range of taste and price preferences. Grab something quick to go and you can be on the lake or trail in no time. After a day of outdoor adventure or visiting our unique local shops, visitors and residents alike are invited to hit up one of our many casual, family-friendly restaurants. Or dress up and attend an art gallery before letting one of our world-class chefs surprise you with something unique and delicious!

Downtown

Downtown Saranac Lake is a great showcase of what happens when local pride, entrepreneurship, and creativity come together. It is here that this village’s decidedly different appeal is on full display. It’s an urban oasis surrounded by scenic mountains and lakes where music, art, and great mountain energy merge to create a lively scene. Enjoy galleries, music venues, bars, shopping, dining, and the landmark Hotel Saranac. Year-round, there is a reason to be downtown!

Events

Saranac Lake events that showcase and encourage people of all ages to display their creative side, their outdoorsy side, and their competitive side are abundant and fun for the visitor. In summer, there’s Music on the Green, Plein Air Festival, ArtWalk, ArtMarket, Stratton Ride, Olga Race, Northern Current, Farm2Fork Festival, Saranac Lake Street Fest, and the Saranac Lake Farmers Market. In fall, there is the 6er Relay, Rural Skills and Homesteading Festival, PumpkinFest, Indoor Farmers Market & Outdoor Park-it. In winter, some events include: Light Up Downtown, First Night, Winter Carnival, ADK Snowshoe Fest, and the Colby Classic.

Fall Travel

The landscape around Saranac Lake is ablaze with color, making it the perfect time to venture on a scenic fall tour. Winding roads lead to all sorts of beautiful vistas. New adventures are around every turn.

Fishing

Saranac Lake’s abundant waterways provide four seasons of quality fishing opportunities for anglers. Aquatic plant life, vegetated shorelines, and diverse depths make fishing in the Saranac Lake region ideal. Species such as trout, land-

locked salmon, bass, and pike are found in the region. Fishing can take place as close as right downtown or in a remote pond in the St. Regis Canoe Area.

Getting Here

The Saranac Lake Region is home to the Adirondacks’ only commercial airport. The Adirondack Regional Airport in Lake Clear is a full service operation offering commercial flights, charter flights, and a full service facility for private aircraft. The airport provides locals and travelers regularly scheduled flights to Logan International Airport in Boston via CapeAir.

Gravel Cycling

Gravel riding is an increasingly popular form of cycling that combines elements of road and mountain biking, and consists mostly of distance riding over unpaved roads. With an abundance of trails in our region, Saranac Lake has become a hub for gravel cycling.

ADIRONDACK RAIL TRAIL

Currently under construction, the Adirondack Rail Trail will provide 34-miles of trailways connecting the Tri-Lakes from Tupper Lake to Lake Placid, with stops in Saranac Lake, Lake Clear, and Raybrook. With no more than a 2% gradient, this trail is perfect for bikers of all abilities!

BLOOMINGDALE BOG TRAIL

The Bloomingdale Bog Trail is a scenic, end-to-end path that follows an old railroad corridor that connects Saranac Lake to Bloomingdale. The entire route is wide, level, and mostly straight, making it perfect for a casual stroll or bike ride.

Group Travel

Group travel is identified as ten or more people traveling together on the same itinerary. Saranac Lake has offerings that would appeal to group travel, from increasing locations to host meetings and conferences to destination weddings and family reunions to a wide variety of opportunities to focus on small-group themed travel itineraries.

Hiking

With its proximity to mountains, lakes, and wetlands, hiking in Saranac Lake has a ton of decidedly awesome options. Trails leading to open summits and mellow water-side rambles are all within a short drive — or, in some cases, walk — from downtown. The Saranac Lake 6er

hiking challenge was developed to encourage people to explore nearby mountains, and it has proven to be a popular attractor for travelers. To date, more than 4,000 individuals have completed the challenge, with home addresses reaching all over the world. But the options don’t end with the 6ers. Those less inclined to hike mountains will find an expansive network of mostly easy trails at the Paul Smith’s College VIC, and they’ll find plenty of jaw-dropping scenic vistas there, too. And for the thrill seekers who visit the region, the Western High Peaks are right down the road. Additional notes with regard to hiking in the Saranac Lake Region include: increasing awareness and practice of Leave No Trace backcountry ethics and National Trails Day in partnership with the village and NYS-DEC. ROOST has worked with Leave No Trace to develop the Love Your ADK pledge, which puts a local twist on LNT principles.

History

Through its time as a health destination, Saranac Lake became home to people from all over the world, which added to the eclectic and rich nature of its culture. Today, Saranac Lake is a popular heritage tourism destination. There is an array of fascinating historical sites, museums, tours, and special events.

SARANAC LABORATORY MUSEUM
The museum focuses on Saranac Lake’s unique role in history as a world-famous center for the fresh-air treatment of tuberculosis. The museum hosts changing exhibits, talks, and special events for thousands of visitors year-round. They established a mobile museum: the Cure Porch on Wheels. A symbol of local architecture and heritage, the Cure Porch on Wheels is a mobile public space that hosts a wide variety of arts and culture activities. When not on the road, the Cure Porch on Wheels is parked behind the Saranac Laboratory Museum in downtown Saranac Lake, and can be viewed during regular business hours.

SIX NATIONS IROQUOIS CULTURAL CENTER
The Six Nations Iroquois Cultural Center provides for the viewing of 3,000-plus artifacts with an emphasis on the culture of the Six Nations of the Iroquois Confederacy (Haudenosaunee). The Six Nations are: Mohawk, Oneida, Onondaga, Cayuga, Seneca and Tuscarora. The center features storytelling lectures; the gift shop carries Mohawk baskets, beadwork, books, t-shirts, silver jewelry, and acrylic paintings that reflect Six Nations culture.

Mountain Biking
Mountain biking opportunities continue to grow in the Saranac Lake Region.

MOUNT PISGAH RECREATION CENTER
Pisgah features a 5-mile network of fun mountain bike flow trails, plus the region’s only machine-built flow trail, The Cure. The views of the Saranac River, the McKenzie Range, and Whiteface Mountain are prime. Plans are also being developed for a pump track, which could be located at Mount Pisgah.

DEWEY MOUNTAIN RECREATION CENTER
BETA recently completed about 4-miles of free mountain biking trails that include steep climbs, winding descents, and wooded terrain. Find great views at the top of Dewey Mountain, two beginner trails, one intermediate, and two expert trails.

Natural Science and Conservation

Saranac Lake pays tribute to our spectacular surroundings with educational and informative collections about the surrounding ecosystem.

ADIRONDACK CENTER FOR LOON CONSERVATION
The Adirondack Center for Loon Conservation utilizes the results of its loon research to promote environmental education and inspire environmental stewardship in the communities and classrooms of the Adirondack Park and beyond. Through exhibits at the Adirondack Loon Center, interactive curricula, and engaging field experiences, they use the Common Loon to inspire passion for the natural world.

CHARLES DICKERT MEMORIAL WILDLIFE MUSEUM
The finest collection of Adirondack animals ever gathered in one place. The museum features one of the largest collections of taxidermy creations, displaying over 100 different species of Adirondack animals including bears and elk.

PAUL SMITH’S COLLEGE VIC
The Paul Smith’s College VIC (Visitor Interpretive Center) is a non-profit educational organization committed to providing access to the 2,800-acre campus for all. Offering a variety of programs and events throughout the year, through the museum, grounds and trails.

THE WILD CENTER
Located in Tupper Lake, just a short drive from many Saranac Lake attractions, the Wild Center encourages visitors to find new ways to connect with nature through outdoor experiences.

Paddling
Paddling in Saranac Lake is the perfect way to be immersed in breathtaking scenery, to observe wildlife, and to take in the fresh mountain air! We’re called Saranac Lake for a reason; three reasons, actually! There are three Saranac Lakes — Upper, Middle, and Lower — and they’re all connected by the Saranac River. Our decidedly different village is the perfect destination for paddle sports because we’re surrounded by lakes, ponds, and rivers. Lake Flower, Lower Saranac Lake, Lake Colby, and the Saranac River are all readily accessible. In addition, there are numerous paddling options located within a short drive from Saranac Lake, including the historic St. Regis Canoe Area, the only canoe wilderness in the state.

OUTFITTERS AND GUIDES
If you are interested in a day trip and don’t have the gear — no worries! Outfitters in Saranac Lake will hook you up with the gear you need, from kayaks and canoes to SUPs. If you are interested in longer trips, seek out a guide, also available at outfitters in and around town.

FESTIVALS AND EVENTS
Because paddle sports are so important to us, we celebrate it with a month-long festival! June brings “Celebrate Paddling ADK,” a celebration of events, guided trips, and other activities centered around paddling. Saranac Lake is also the landing spot for the Adirondack Canoe Classic, better known as the ‘90-Miler,’ the largest multi-day paddle sports event in the Northeast. This weekend-long race takes paddlers across the “Highway of the Adirondacks” and throughout the Blue Line, from Old Forge to Lake Flower Landing in Saranac Lake. This race is open to all levels of paddlers and all types of boats — just no boats with engines. Along the route, paddlers experience the stunning diversity and beauty of the Adirondacks.

NORTHERN FOREST CANOE TRAIL
Saranac Lake is a stop along the epic 740-mile canoe trail that takes paddlers across the Northeastern United States and parts of Canada. The trail runs from Old Forge, New York to Fort Kent, Maine. Whether you plan to paddle the entire route or just a portion, Saranac Lake is a great scenic stop along the way.

Road Cycling
The Saranac Lake area has desirable terrain — wide shoulders, open roads, little traffic, and sweeping views.

Snowshoeing
Winter is a great time to get outside in Saranac Lake. Snowshoeing is a wonderful choice for a fun winter activity because it’s easy to learn, inexpensive, and can be enjoyed by people of all ages, fitness levels, and experience.

DEWEY MOUNTAIN RECREATION CENTER
Dewey has 4km of snowshoe trails to enjoy. The lower trails are easier and lighted at night, while the upper mountain trails are ungroomed for a backcountry experience. A warming lodge and rentals are available. Events include the Adirondack Snowshoe Fest.

PAUL SMITH’S COLLEGE VIC
The VIC has 40km of maintained trails for classic skiers and snowshoers and 10km of snowshoe-only trails along ponds and up Jenkins Mountain. The trail network is expansive and the terrain is varied. A warming lodge and rentals are available. Events include the Jingle Bell Race and the Adirondack Snowshoe Fest.

Weddings
The Adirondack region is one of the world’s most beautiful places to marry. Saranac Lake offers an authentically Adirondack wedding experience, with stunning settings, one-of-a-kind venues, and access to all the vendors needed to plan the perfect wedding. Breathtaking scenery extends in all directions. Perch on a rock, pose on a bridge, hold hands on a dock, dance in a historic hotel, or say “I do” in a canoe. The possibilities are endless!



TUPPER LAKE REGION

Brand Statement

Tupper Lake is a natural place to connect and discover.

Connect

Tupper Lake is a community of real, hard-working, creative, and adventurous people who thrive in their natural surroundings, and it has been ever since its founding as one of the highest-producing lumber communities in the world. Whether over coffee in a local diner at the break of dawn, or a cold beer at the end of a long day, travelers will find it easy to connect with locals as they share stories, experiences, and advice.

Discover

Tupper Lake is a center for learning via both self-guided discovery and today's version of the classic Adirondack guide. The Wild Center, the Adirondack Sky Center and Observatory, and professional paddling and hiking guides all support learning about the Adirondacks and its surroundings. Tupper Lake is a place for discovering the natural environment, authentic culture, seemingly limitless recreational opportunities, and the secrets of the dark skies overhead. With accessible trails, rich heritage, and real people who live and work here, Tupper Lake is a natural place to connect and discover.

Tone and Messaging

UP AND COMING

DISCOVER EXPANSIVE SPACE

FAMILY-FRIENDLY ADVENTURES

SNACK SIZED

ADVENTURES

CONNECT WITH FAMILY AND FRIENDS

CONNECT WITH NATURE

CONNECT WITH THE

STARS

DARK SKIES - MILLION STAR HOTEL

LOCALLY MADE

CONNECT WITH ARTISANS

TL

TL

PERFORMANCE SUMMARY

Website Performance

TupperLake.com Traffic 10/01/20 - 09/30/21	
Pageviews	621,154
Users	234,135
Sessions	303,500
Paid	30,422
Organic Search	171,216
Direct Traffic	56,655
Social Referrals	8,505
Email Marketing	21,889
Avg Session Length (seconds)	94
Avg Pages/Session	2.05

Top Site Content

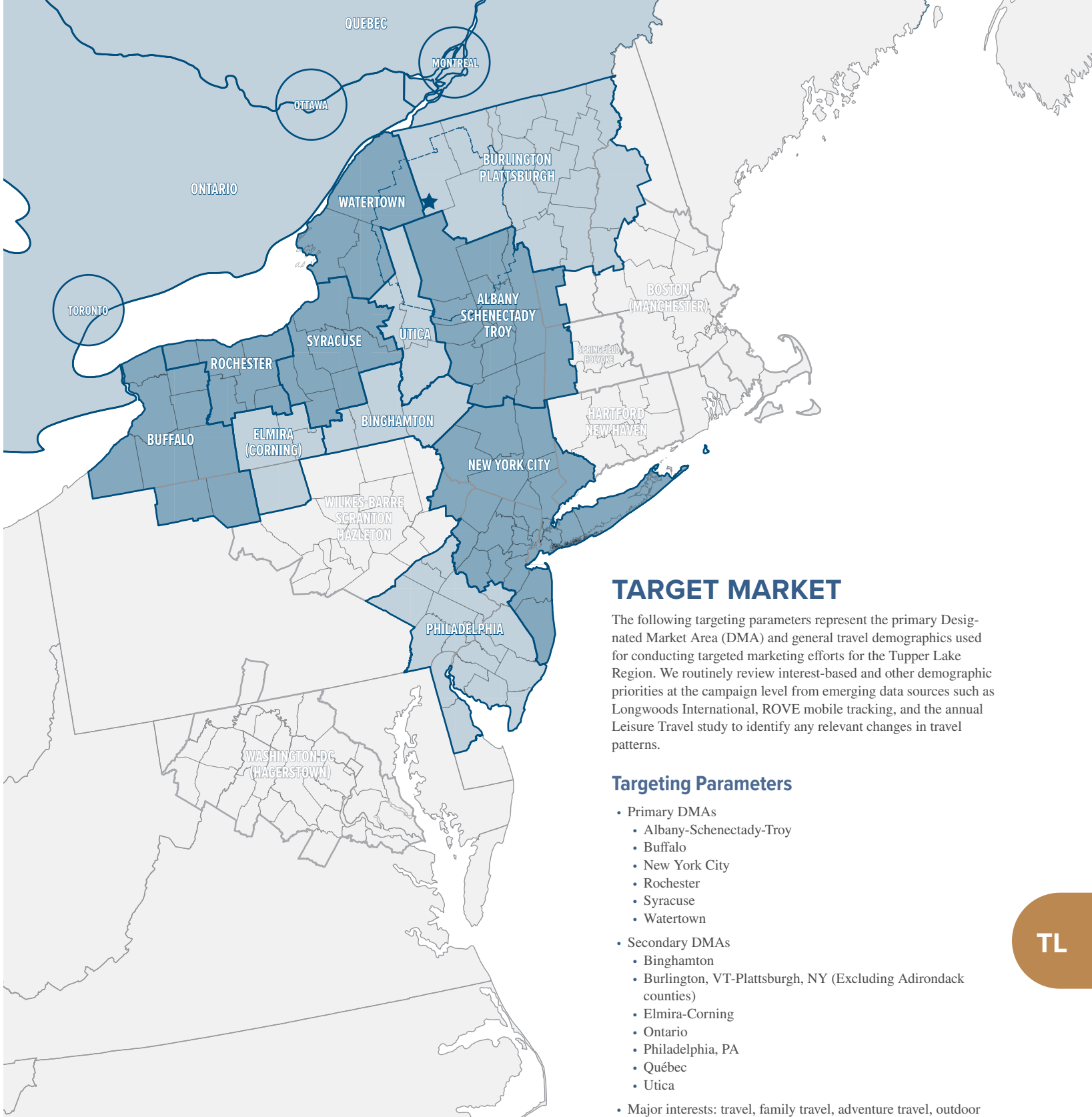
Page	Pageviews	Share
Tupper Lake, Adirondacks	34,846	5.61%
Win a Getaway	33,561	5.40%
Things to do in Tupper Lake	27,776	4.47%
Lodging	21,660	3.49%
Tupper Lake Hiking Triad	21,248	3.42%
The Wild Center	19,051	3.07%
Tupper Lake Triads	16,772	2.70%
Sights & Attractions	14,608	2.35%
Accommodations	11,693	1.88%
You've Been Entered!	10,362	1.67%



35,713 (538 increase)



3,584 (348 increase)



TARGET MARKET

The following targeting parameters represent the primary Designated Market Area (DMA) and general travel demographics used for conducting targeted marketing efforts for the Tupper Lake Region. We routinely review interest-based and other demographic priorities at the campaign level from emerging data sources such as Longwoods International, ROVE mobile tracking, and the annual Leisure Travel study to identify any relevant changes in travel patterns.

Targeting Parameters

- Primary DMAs
 - Albany-Schenectady-Troy
 - Buffalo
 - New York City
 - Rochester
 - Syracuse
 - Watertown
- Secondary DMAs
 - Binghamton
 - Burlington, VT-Plattsburgh, NY (Excluding Adirondack counties)
 - Elmira-Corning
 - Ontario
 - Philadelphia, PA
 - Québec
 - Utica
- Major interests: travel, family travel, adventure travel, outdoor recreation, outdoor enthusiast.
- Travelers report a high level of interest in fishing, ice fishing, and the Tupper Lake Triad hikes.

Target Market Notes

- The safety of our residents and travelers remains our highest priority. We will continue to monitor the COVID-19 infection rate and travel restrictions and adjust the targeting accordingly throughout the coming year.
- For some specific topics, additional refinements may be made to the DMA and traveler demographics, as well as targeting based on interests relevant to the topic.



PROGRAMMING HIGHLIGHTS

In alignment with the ROOST Strategic Plan, the following are some high-level programming notes outlined for the Tupper Lake Region.

Content Development and Social Media

Content development and social media continue to prove to be a major cornerstone for reaching and inspiring travelers. A high-level overview of our content and social media strategy will include:

- Develop a regular schedule of new stories and social media content for the Tupper Lake website.
- Review and update existing content and fill gaps in information with new content.
- Implement a Search Engine Optimization (SEO) audit and updated keyword strategy for the Tupper Lake website.
- Implement best practices for social media to share real-time stories and experiences across each social media channel.

TupperLake.com Website Rebuild

The current Tupper Lake website was designed and coded seven years ago. It has undergone multiple incremental updates to keep it as current as possible but is in need of a full software update. In the Fall of 2022, we will kick off the development of a new website for Tupper Lake.

As part of the kick-off, ROOST will assemble the website committee, which will help provide community feedback and input throughout the development of the new site. In 2022, there will be a series of initial committee meetings where we analyze data from the existing site, and gather input and recommendations from the committee. Based on that feedback we will have the initial framework set for design and coding in 2023.

Photo/Video Priorities

A large quantity of photo/video assets has been successfully acquired over the last few years for the Tupper Lake region. In the past year, an intentional focus was placed on acquiring imagery to fill gaps in the media library with authentic images that represented a more diverse traveler as well as developing the “Discover My Tupper Lake” video series, which shared first-hand accounts of why Tupper Lake is a great placid to live, work, and explore.

In 2022, the acquisition will focus on continuing to diversify our media library, as well as acquire new images that showcase the vibrant activity at Tupper Lake Waterfront Park, as well as other new business developments. Additionally, a more robust production calendar will be executed for Tupper Lake in 2022 to align with the destination campaigns.

Public Relations/Communications

Third-party validation provides “social proof” from trusted sources and experts that the region is a premier travel destination. As part of its overall proactive PR and communications strategy, ROOST pursues earned media exposure for Tupper Lake. The strategy includes developing story pitches, writing press releases, updating kit resources, and hosting familiarization tours (FAM) that focus on elevating key messaging that heighten interest in the region.

PR pitches and press releases will highlight new developments, seasonal happenings, and unique travel opportunities that differentiate the region.

Email Marketing

From October of 2020 through September of 2021, a robust email schedule drove nearly 22,000 sessions to TupperLake.com. During this time period, a more targeted and personalized email strategy was put in place.

In 2022 we will continue to focus on strengthening our email marketing strategy and growing our email lists for the Tupper Lake area. The different emails we will employ will include, but not be limited to:

- Adirondacks, USA newsletter: Collaborative inspirational email featuring multiple regions.
- Tupper Lake interest-based emails: Targeted emails based on the type of information people have requested as well as behaviors learned based on content they have engaged with on our websites.
- Tupper Lake behavior-based emails: Abandoned site emails, sign-up welcome emails, etc.
- The Insider: Twice weekly roundup of community highlights, events, and other important notices from the region.

Event Support

While events saw a major setback in 2020 which continued through early 2021, they began to repopulate the calendar during the second half of 2021. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable events calendar in 2022 and beyond.

ROOST’s support for events in the Tupper Lake area includes:

- Event calendar management:
 - Management of the most comprehensive events calendar (Tupper-Lake.com/events).

- The “Tupper Lake Insider” delivered twice a week with upcoming events, dining specials, important local notices, and more. (This includes a newly refreshed design and layout.)
- Tupper Lake Free Press Partnership
- Working with event organizers to coordinate a more robust events calendar, and to help mitigate the problem of having overlapping events on the same day or weekend.
- Providing full marketing support to the Tupper Lake Tinman Triathlon. This includes the development and execution of an extensive email marketing strategy, advertising design and placement, registration support, press release writing, and more.
- Provide online event registration support to the Northern Challenge and Gary LaQuay fishing derbies.
- Hosting the annual Empire State Winter Games at the Tupper Lake Civic Center, including hosting eight sled hockey teams and a stop on the kickoff torch relay.
- Raising awareness of events through content writing, photo/video support, social media, and targeted ad placement for other larger tourism-driving events.

Tupper Lake Triad Management

ROOST continues to manage the Tupper Lake Triad (hiking and paddling) challenges. Management includes the entire registration process, from managing the online roster to fulfilling orders for patches and stickers to answering participant questions. The headquarters for the Triad is the Tupper Lake office located at 121 Park Street. It is here that registrants can stop in to pick up the patches upon completion, in addition to mailing or completing the form online.

In the coming year, in partnership with the community, we will look to identify ways to expand the program as well as enhance the experience people have while participating in the challenges. Additionally, a portion of the proceeds will continue to be donated back to trail maintenance projects in the Tupper Lake region.

Supporting Destination Development

Over the years, ROOST is proud to have been able to support both the Town and the Village of Tupper Lake in a variety of destination development projects. Additionally, a strong working relationship exists between ROOST and Tupper Lake’s Director of Community Development. Some of the upcoming projects include:

- Working in coordination with the Director of Community Development to assist with community destination development projects, including, but not limited to, the continued development of the local Waterfront Park and the recently awarded DRI (Downtown Revitalization Initiative) grant.

- In anticipation of the arrival of the Adirondack Rail Trail, in 2022 we will work with the Town of Tupper Lake on the implementation of a DEC Smart Growth Grant to improve biking and snowmobile amenities. Additionally, we will coordinate with the business community on the installation of amenities to welcome bicyclists for the warmer months and snowmobile amenities for the winter months (e.g. water bottle filling stations, hooks/shelves for helmets, bike racks, etc.).
- Promotion and support of new business developments and existing business expansion.
- Support the Tupper Lake Business Group sitting on the Recreation & Tourism committee.
- Other projects as they arise.

Community Engagement

Strong community outreach, engagement, and communication is a critical component to successful strategy development and implementation for Tupper Lake. In 2022, we look forward to continuing to build relationships with our community leaders, business partners, and greater Tupper Lake community in order to enhance programming efforts. Some of the actions planned to accomplish this goal include, but are not limited to:

- Host seasonal meetings with community stakeholders to share updates, garner feedback, and develop collaborative plans.
- Ongoing support of community initiatives and destination development projects.
- Coordinate with the Franklin County LDC to foster a collaborative relationship that allows for the initiatives by both organizations (ROOST and the FC LDC) to dovetail and enhance one another to support the goal of efficiently and effectively advancing the Tupper Lake community.
- Continued monthly email updates to Tupper Lake marketing partners highlighting the current program of work and identifying what is coming up next.
- As event planning returns, working with event organizers to coordinate a more robust events calendar that evenly disperses events.
- Identify and support regional partnership opportunities between Tupper Lake and the greater Adirondack region.

DESTINATION CAMPAIGNS

Campaigns are a cohesive way to put together information for the traveler in an organized way with a consistent message. The following is a high level overview of the major destination campaign strategy for the region.

Connect with Nature This Spring

Springtime is a time of joy and rejuvenation, when returning birds burst into song and the world around us comes alive with greenery. Visitors can dip into cool waters with mini paddling adventures or savor the bloom of woods with low-elevation, trail-friendly hikes. Discovering Tupper Lake’s fresh air and blossoming scenery at destinations like The Wild Center will put a refreshing spring in everyone’s step.

MAJOR COMPONENTS

- Bird migration
- Spring fishing
- Paddling
- Short paddling trips
- Preparedness
- Spring hiking
- Low elevation hikes (new, sustainably built trails dry out sooner)
- Wildflowers
- Leave No Trace

CAMPAIGN NOTES

- Date range: April - May
- Develop a new page on Tupper Lake for spring.

Discover Summer in Tupper Lake

In summer, visitors can discover a region bursting with family fun and adventure. In Tupper Lake, summertime activities and cool attractions are abundant and unforgettable. From beach days to family-friendly hikes, stargazing to seeing stars on the ballfield, connecting with family and friends over a paddle, a cool microbrew, or a visit with a porcupine,

they’re all here in the relaxed, rejuvenated town of Tupper Lake.

MAJOR COMPONENTS

- Family attractions/activities
- Little Wolf Beach
- The Wild Center
- Waterfront Park
- River Pigs games
- Stargazing
- Paddling
- Hiking
- Arts/culture/dining

CAMPAIGN NOTES

- Date range: May - August
- Targeting refinements: families, young travelers (under 35 seeking affordable travel destinations)
- Sub-campaign - Discover the Tupper Triad Challenges (Hiking and Paddling), tied to amenities and Leave No Trace education.

Discover Fall in Tupper Lake

With wide open vistas and sweet peaks, fall in Tupper Lake can’t be beat. Visitors may immerse themselves in local color: whether on a mountain summit or the wide waters of a lake, where expansive views of foliage are all around, or at taverns and restaurants hopping with great flavors and welcoming locals. This fall, Tupper Lake’s unique scenic attractions and natural wonders are the ideal place to discover the magic of fall and connect with nature.

MAJOR COMPONENTS

- Fall foliage

- Attractions: The Wild Center
- Stargazing
- Triad Challenges: Hiking and Paddling
- Golf
- Dining/Lodging

CAMPAIGN NOTES

- Date range: August - October
- Targeting refinements: Empty nesters

Discover Your Love of Winter

Visitors can make this their best winter yet by discovering snowy, icy fun in Tupper Lake! Tupper Lake’s outdoor recreation opportunities are ideal for families and beginners, offering gentle trails, easily accessible fishing, and “learn to” outings at The Wild Center, all topped off by sparkling views and cozy local restaurants perfect for fueling up the whole family.

MAJOR COMPONENTS

- The Wild Center
- Cross-country skiing
- Snowshoeing
- Ice fishing
- Snowmobiling
- Winter preparedness

CAMPAIGN NOTES

- Date range: November - February

Evergreen Campaigns

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK

Additionally, the close proximity to other tourist attractions such as the Adirondack Experience, the Museum on Blue Mountain Lake, Paul Smith’s College VIC, and Lake Placid’s Olympic venues provides the opportunity to demonstrate the critical mass of varied activities for the traveler. This critical mass could help convert the audience from potential to actual visitors and/or extend their length of stay.

Note: See Night Sky Viewing for additional information about the Adirondack Sky Center and Observatory.

Birding

Tupper Lake is at the crossroads for bird migrations. There is a wide range of habitat around Tupper Lake and Piercefield. The Wild Center has multiple bird exhibits and programming around birding each year. Massawepie Mire, Lows Ridge (Hitchens Pond Overlook), and Spring Pond Bog are some of the most popular birding destinations. Additionally, Wild Walk, Moody Flow Causeway, and Piercefield Flow provide fully accessible birding locations. The promotion of birding provides the opportunity for growth in the spring and midweek, two definite soft spots for travel in the region.

Cross-Country Skiing

Tupper Lake is a nice destination for Nordic skiing. In particular, The James C. Frenette Sr. Recreational Trails provides fantastic, free groomed cross-country skiing with skate lanes available on the wider sections. Trails are suitable for skiers of all abilities. Snowshoeing, fat tire bikes, and dogs are also welcomed and encouraged (as long as they stay to the side of the set tracks). Adjacent to the trails, a groomed sledding hill also provides additional fun for the whole family. In addition to the JCF Recreation Trails, there is also great ungroomed skiing on other trails surrounding Tupper Lake.

Cycling

Tupper Lake has seen a recent increase in leisure/family riding. The Junction Pass Trail connects uptown and downtown Tupper Lake, providing bikers an alternative to riding on the road. Unique hiking and biking combo opportunities such as those at Horseshoe Lake and Massawepie provide travelers with the opportunity to connect with nature on two wheels. In recent years, Tupper Lake has also seen an increase in riders on e-bikes. This is a popular activity among the retired demographics that enjoy leisure riding.

Additionally, on the radar is the future buildout of the Adirondack Rail Trail which will have a terminus in Tupper Lake. This is a great opportunity for Tupper Lake and positioning for this new development is an important factor in its impact.

Dining and Shopping

Tupper Lake has seen a resurgence of unique shops and restaurants. True successes such as the continued revival of the Park Street Business District, Amado, and Raquette River Brewing are just a few examples of the types of new amenities travelers can discover in Tupper Lake. Connecting travelers to these newer businesses, as well as other local favorites that have been well established for years, will continue to be a priority.

Events

Year-round events in Tupper Lake increase overnight stays and make for a robust events calendar for residents and travelers alike. With events put on by different organizations or businesses, as well as the Chamber of Commerce’s event schedule, there is always something fun to do in Tupper Lake.

- Spring/Summer: Gary LaQuay Fishing Derby, Tinman Triathlon, Woodsmen’s Days, Warrior Run, Masonic Flea Market, Rock the ARC, Summer Sunset Series.
- Fall: OkTupperfest, Triad Challenge.
- Winter: Brew-ski, The Northern Challenge, Phil Edwards Hockey Tournament.

Fall Travel

Tupper Lake is the perfect basecamp for a fall trip. Being in the center of the Adirondacks, visitors can tour the region while leaf peeping. The Wild Center has many fall events including walks and paddling. The Wild Walk is one of the best vantage points for fall foliage. Tupper Lake also boasts many easy, short hikes that bring visitors to the perfect foliage viewing points. Autumn is also an excellent time for golf and paddling.

Family Travel

Tupper Lake offers a wide range of activities like paddling, The Wild Center, Adirondack Sky Center and Observatory, Little Wolf Beach, easy hikes like the Tupper Lake Triad, and Paul Smith’s College VIC. With these family-oriented amenities and attractions, there is something to please most members of the family, whether it’s going to a movie or on an easy bike ride. The majority of establishments in town are family-friendly, including the brewery, which has board games for kids, or restaurants with kids’ specials. Many establishments in Tupper Lake are also dog-friendly and enjoy when customers travel with their dogs. This is a differentiator for Tupper Lake.

Fishing

With many connecting waterways in the Tupper Lake Region, fishing areas are abundant. And with the continued annual stocking in many of our area waterways, and the growing popularity of fishing derbies such as Gary LaQuay Fishing Challenge, Tupper Lake has the opportunity for

increased growth occupancy during the spring fishing season.

Golf

The Tupper Lake Golf Club is a great course for any golfer from beginner to pro. Designed by Donald Ross, holes 1-9 are fairly new. The course is built into the side of Mount Morris and features mountain and lake views as you play. The low cost is a draw for people. Holes 10-18 are a bit older but feature long, difficult terrain. Golf packages are also available with certain Tupper Lake lodging properties. There is also an on-site restaurant and bar at the golf course.

Hiking

Since the Tupper Lake Triad hiking challenge was established, summer, winter, and canine hiking has grown in Tupper Lake. The Triad offers easy hiking for beginners, and provides hikers of all abilities with a unique experience, making them want to come back. The trails are well-maintained and family-friendly, and built sustainably to handle large hiker numbers. In particular the Winter Triad has great potential for more growth.

Beyond the Tupper Lake Triad, other mountains and trails around the Tupper Lake area provide some of the same level of hiking, as well as the next step up for a more challenging experience. In addition, the Tupper Lake area offers unique locations for accessible nature walks at locations such as The Wild Center, The Junction Pass Trail, and the Waterfront Park.

All hiking promotions in the Tupper Lake Region will remain focused on increasing awareness and increasing the practice of Leave No Trace backcountry ethics in partnership with NYSDEC and other regional partners.

Ice Fishing

Tupper Lake has one of the largest ice fishing tournaments in New York state. It is a great driver for overnight stays during a slower time of year. Lodging properties are always full in town and in surrounding communities during tournaments. The good buzz around tournaments can build awareness for the leisure traveler. Fishermen shop at bait shops, eat at restaurants, gas up their sleds at gas stations, and stay in local lodging.

Night Sky Viewing

The Tupper Lake region provides some of the best stargazing in the East. Low light pollution and high elevations contribute to great stargazing conditions. The Roll-Off Roof Observatory (RORO) and further build-out of the Adirondack Sky Center and Observatory are differentiators for Tupper Lake versus other destinations. Being a Dark Sky town with state-of-the-art facilities creates opportunities for conferences and school field trips.

REFERENCE: GENERAL TOPIC DESCRIPTION

The following is a list of topics that have been outlined and refined over years of community collaboration developing marketing priorities for the region. While the weight of promotion of these priorities will need to be flexible to accommodate the impacts of travel restrictions and business operations, the topics themselves will not change. As a result, this list will continue to be referenced on a regular basis as we outline the specific seasonal campaigns.

Arts and Culture

Arts and culture are continuing to make a place for themselves in Tupper Lake. Arts and culture events will continue to be a focus for Tupper Lake. With Tupper Arts on Park Street, the amount of classes and events offered continues to grow. The yearly art show has seen growth throughout the last few years and has sustained itself as a multi-week event. The Sunset Stage will continue to host the Summer Sunset Concert Series, which saw hundreds of visitors and locals this past summer. Live music continues to be very popular at numerous restaurants, pubs, and breweries. With the Little Loggers

series and other kids programming at Tupper Arts, we will also be able to focus on families in our arts and culture programming.

Attractions

Tupper Lake’s primary attraction, The Wild Center, gives visitors a chance to connect with nature in many ways. In addition, attractions such as the Adirondack Sky Center and Observatory, Little Wolf Beach, Tupper Arts, and other natural amenities also provide unique opportunities and experiences to potential travelers.

The Wild Center

From the Wild Walk to iForest and nature trails connecting to the Raquette River, to indoor exhibits, visitors can spend days at the museum. The Wild Center increases visitation to Tupper Lake and drives overnight stays. With expanded winter offerings at The Wild Center including Winter Wild Walk, Learn to Ice Fish program, and Wild Lights, there is an opportunity to fill rooms in Tupper Lake during the quieter time. Tupper Lake can leverage The Wild Center brand to promote tourism in Tupper Lake.

Paddling

The Tupper Lake region has endless paddling opportunities. The Raquette River, The Wild Center, and various ponds and lakes make Tupper Lake a paddling destination. Raquette River Outfitters rentals are available for beginners, and various paddling events in town give an option for more competitive paddling. The Tupper Lake Paddling Triad is the first paddling challenge of it’s kind in the Adirondacks. It provides travelers a challenge to complete three beginner paddles around the Tupper Lake area with reward of a patch and sticker upon completion.

Snowmobiling

The Tupper Lake region is located in the perfect spot to be a snowmobiling hub connecting communities. With a groomed trail system, riders can access different communities in all directions. Additionally, with the current build-out of the Adirondack Rail Trail, building awareness of Tupper Lake and Piercefield is critical for maximizing the economic impact the trail can have on the winter economy.

Winter Travel

Winter in Tupper Lake offers some unique experiences; most notable in 2021 is the expansion of The Wild Center’s winter offerings, including Winter Wild Walk, Wild Lights, and a learn to ice fish experience. Additional outdoor activities include cross-country skiing, snowshoeing, snowmobiling, ice fishing, and the popular winter Tupper Lake Triad hiking challenge. This lineup is excellent for families, nature lovers, and those looking to discover outdoor winter experiences for the first time.



WHITEFACE REGION

The Whiteface Region comprises Wilmington, Jay, Upper Jay, and Au Sable Forks in Essex County. In recent years, much work has been accomplished to advance the region as a destination for travelers. Most notably, this includes community beautification including new signage and curb appeal, and major developments and improvements to the mountain biking trail network.

Brand Statement

Get close

The Whiteface Region begins where Whiteface Mountain and the Ausable River dramatically meet. Situated quietly between remarkable natural features in the Adirondack Mountains of Northern New York, the communities of Au Sable Forks, Jay, Upper Jay, and Wilmington are linked together by the two branches of the Ausable River. This is a place connected to nature in every way possible.

Playing outside is encouraged in every season; all-season fun is around every corner. From the slopes down to the river, an entire vacation's worth of activity lies before you. After taking in the view, spread out and explore world-famous skiing and riding, prized fly fishing, and extensive mountain biking trails. For a more laid-back approach, the region's variety of family-friendly attractions and destinations highlight distinctive wildlife, farms, history, and art. Inspirational scenery abounds, especially on the many hiking trails.

It's not far to travel here from major metropolitan areas in the Northeast United States and Canada. Always close by are the comforting sounds of the Ausable River and Whiteface Mountain's rising silhouette. Surrounded by tranquil nature, the Whiteface Region is a memorable place to relax after a day exploring. In the end, waterways, communities, attractions, and mountains all blend together to form the Whiteface Region.

Tone and Messaging

**GET CLOSE TO
ADVENTURE**

STAY CLOSE TO...

**CLOSER TO WONDER
WONDERS OF**

WILMINGTON

BIKE-FRIENDLY

FAMILY-FRIENDLY

**THE AUSABLE RIVER
VALLEY**

**HOME OF WHITEFACE
MOUNTAIN**

JUST A STEP AWAY...

PERFORMANCE SUMMARY

Website Performance

WhitefaceRegion.com Traffic 10/01/20 - 09/30/21	
Pageviews	271,668
Users	124,255
Sessions	159,384
Paid	29,277
Organic Search	64,654
Direct Traffic	22,973
Social Referrals	3,610
Email Marketing	22,713
Avg Session Length (seconds)	75
Avg Pages/Session	1.70

Top Site Content

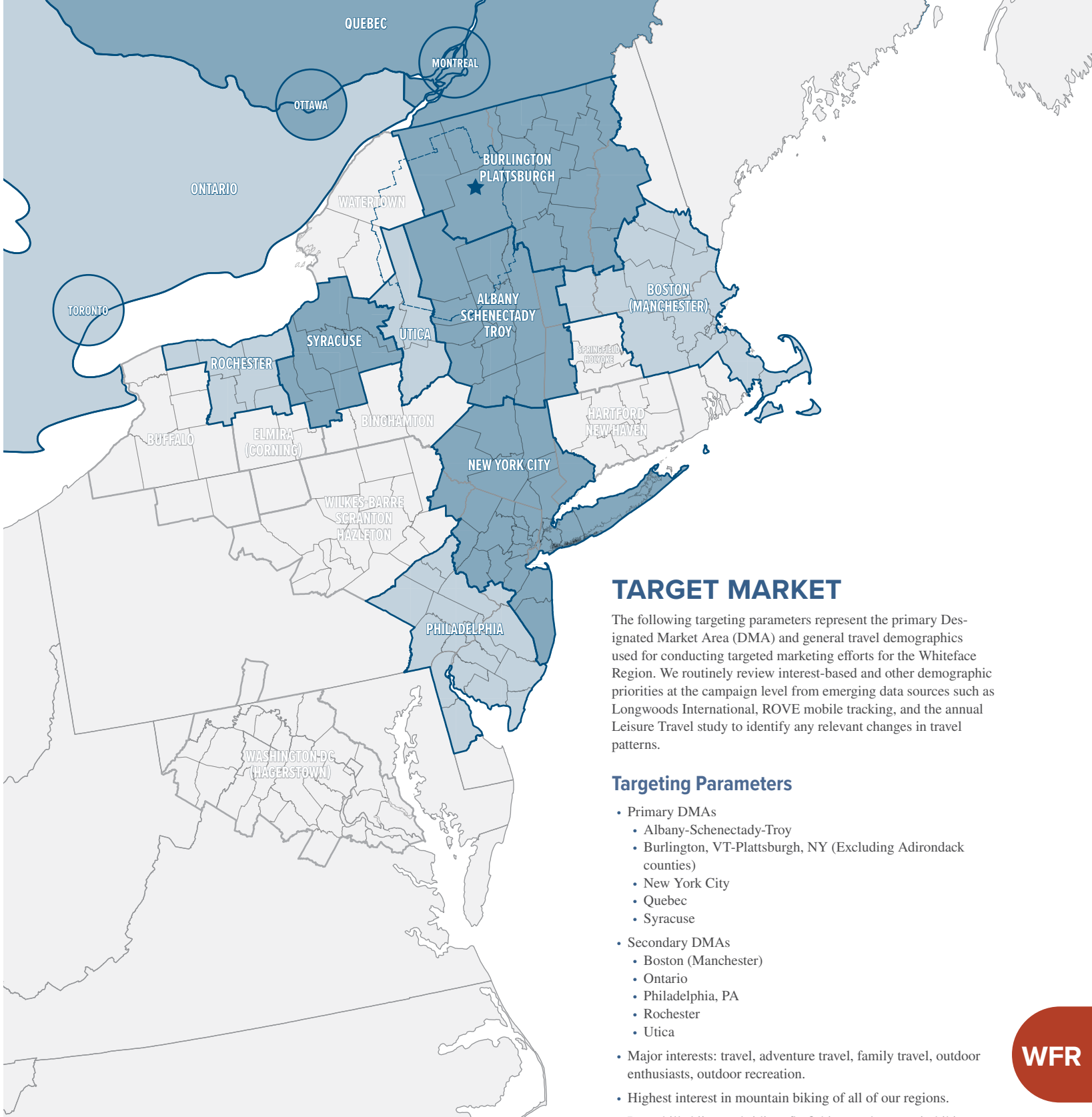
Page	Pageviews	Share
Enter to Win	38,214	14.07%
Whiteface Region, Adirondacks	15,228	5.61%
You've Been Entered!	14,950	5.50%
Adirondack Fishing	8,208	3.02%
Whiteface Mountain Uphill Bike Race	6,588	2.43%
Cabins and Cottages	5,229	1.92%
Attractions in the Adirondacks	4,247	1.56%
Scenic Drives in the Adirondacks	4,074	1.50%
High Falls Gorge	3,862	1.42%
Take a trip up the Whiteface Veterans' Memorial Highway	3,798	1.40%



23,670 (592 increase)



1,798 (80 increase)



TARGET MARKET

The following targeting parameters represent the primary Designated Market Area (DMA) and general travel demographics used for conducting targeted marketing efforts for the Whiteface Region. We routinely review interest-based and other demographic priorities at the campaign level from emerging data sources such as Longwoods International, ROVE mobile tracking, and the annual Leisure Travel study to identify any relevant changes in travel patterns.

Targeting Parameters

- Primary DMAs
 - Albany-Schenectady-Troy
 - Burlington, VT-Plattsburgh, NY (Excluding Adirondack counties)
 - New York City
 - Quebec
 - Syracuse
- Secondary DMAs
 - Boston (Manchester)
 - Ontario
 - Philadelphia, PA
 - Rochester
 - Utica
- Major interests: travel, adventure travel, family travel, outdoor enthusiasts, outdoor recreation.
- Highest interest in mountain biking of all of our regions.
- Downhill skiing and riding, fly fishing, and mountain biking are major travel motivators for this region.

Target Market Notes

- The safety of our residents and travelers remains our highest priority. We will continue to monitor the COVID-19 infection rate and travel restrictions and adjust the targeting accordingly throughout the coming year.
- For some specific topics, additional refinements may be made to the DMA and traveler demographics, as well as targeting based on interests relevant to the topic.



PROGRAMMING HIGHLIGHTS

In alignment with the ROOST Strategic Plan, the following are some high-level programming notes outlined for the Whiteface Region.

Brand Development

In partnership with an advisory committee made up of members of the Town of Wilmington and the Town of Jay we embarked on a brand development project for the Whiteface Region in 2021. Through the committee feedback, leveraging existing data, and a specific brand research survey we have evaluated the region name, developed a new brand statement, refined the brand tagline, and are finalizing the design of a logo and graphic package for the region.

In 2022, we will finalize the brand package and work with the Whiteface Region Visitors Bureau, The Ausable River Valley Business Association, local government, and the greater communities to develop and execute an implementation strategy for brand execution.

WhitefaceRegion.com Rebuild

As part of the roll out strategy for the new Whiteface Region brand there will be a complete rebuild of the region’s website: WhitefaceRegion.com. The goal is to kick-off the design in late winter/early spring and launch it in the fall of 2022. Similar to the brand development project, an advisory committee with members from Wilmington, Jay, Upper Jay, and Au Sable Forks will help guide this project.

Website Content and Social Media

Content development and social media continue to prove to be a major cornerstone for reaching and inspiring travelers. A high level overview of our website and social media strategy for 2022 includes:

- Developing a regular schedule of new stories on the Whiteface Region website.
- Review and update existing content and fill gaps in information with new content.
- Implement a Search Engine Optimization (SEO) audit and keyword strategy for the Whiteface Region.
- Implement best practices for social media to share real time stories and experiences via a variety of formats.

Additionally, as part of the overall brand implementation we will review and update the social media handles across the various platforms to be consistent and on brand.

Photo/Video Priorities

A large quantity of photo/video assets has been successfully acquired over recent years.

In 2021, an intentional focus was placed on acquiring more diversity in the imagery acquired in the region. In 2022, acquisition will focus on campaign focused imagery of Whiteface Mountain as well as media to support the new brand rollout and website development. Additionally, a more robust production calendar will focus on storytelling, short-format video.

Public Relations/Communications

Third party validation provides “social proof” from trusted sources and experts that the region is a premier travel destination. As part of its overall proactive PR and communications strategy, ROOST pursues earned media exposure for the Whiteface Region. The strategy includes developing story pitches, writing press releases, updating kit resources, and hosting familiarization tours (FAM) that focus on elevating key messaging that heighten interest in the region.

PR pitches and press releases will highlight new developments, seasonal happenings, and unique travel opportunities that differentiate the region. In 2022, we will also continue to focus on aligning the Whiteface Region as a destination that is positioned to provide travelers as a retreat destination that is just a step away from busier areas but still close to adventure.

Email Marketing

In October of 2020 through September of 2021, a robust email schedule drove over 26,000 sessions to SaranacLake.com. During this time period, a more targeted and personalized email strategy was put in place.

In 2022, we will continue to focus on strengthening our email marketing strategy and growing our email lists for the Whiteface Region. The different emails we will employ will include, but not be limited to:

- Adirondacks, USA Newsletter: collaborative inspirational email featuring multiple regions.
- Whiteface Region Interest-Based Emails: targeted emails based on the type of information people have requests as well as behaviors learned based on content they have engaged with on our websites.
- Whiteface Region Behavior-Based Emails: abandoned site emails, sign-up welcome emails, etc.
- The Insider: twice weekly roundup of community highlights, events, and other important notices for the Whiteface Region.

Event Support

While events saw a major setback in 2020, which continued through early 2021, they began to repopulate the calendar during the second half of 2021. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable events calendar in 2022 and beyond.

- ROOST’s support for events in Wilmington, Jay, Upper Jay, and Ausable Forks includes:
 - Event calendar management:
 - Management of a comprehensive events calendar for the Whiteface Region. (WhitefaceRegion.com/events).
- Working with event organizers to ensure all events are included with a strong listing on the events calendar.
- Raising awareness of events through content writing, photo/video support, social media, targeted advertisement placement, and PR support (as applicable per event).
- The “Whiteface Region Insider” is an email that is delivered twice a week with upcoming events, dining specials, important local notices, and more. A new design and layout will launch in early 2022. Additionally, attention will be placed on increasing the subscriber list for the Insider.
- In addition to the traditional annual events, in 2022, the Town of Wilmington will be celebrating its bicentennial and we look forward to aiding in the celebration of this historic milestone.

Wilmington Bicentennial

The Town of Wilmington will celebrate its bicentennial in 2022. Various events are being planned throughout the year to celebrate Wilmington’s historic milestone.

DESTINATION CAMPAIGNS

Campaigns are a cohesive way to put together information for the traveler in an organized way with a consistent message. The following is a high-level overview of the major destination campaign strategy for the region.

Mountain Biking

With trails to accommodate every skill level, and lodging for any taste and budget, the Whiteface Region is bound to suit every rider. Bike-friendly communities with flat paths are surrounded by delightfully technical single-tracks and dramatic scenery. This sense of community is strengthened by the efforts of volunteer organizations like Barkeater Trail Alliance and events such as the Whiteface 100k and Wilmington Bike Festival. You can get outside and get close to nature no matter where you choose to spend your day. These features all play a role in making the Whiteface Region the go-to destination for mountain biking in the Adirondacks.

MAJOR COMPONENTS

- Trails
- Bike-friendly community
- Lodging

CAMPAIGN NOTES

- Date range: May - October
- Targeting: Mountain biking interest
- Continue to build partnerships with mountain biking influencers.
- See biking in the “Regional Programming” section of this document for more information.

Fly Fishing

From April 1 through to the colors of fall, the Whiteface Region’s tranquil waterways provide a memorable backdrop for fly fishing. Under the silhouette of the mountains, the calming sounds are home to both native and stocked populations of rainbow, brown, and brook trout. Knowledgeable guides are ready to help you have the best experience possible. Experts and new anglers alike are sure to find that the help of these local guides is perfect for getting into nature worry-free.

MAJOR COMPONENTS

- River / species
- Guides
- Lodging

CAMPAIGN NOTES

- Date range: Late March - July / September
- Spring targeting: Interest in fly fishing
- Summer: Include family and more leisure anglers.

Road Cycling

Quiet roads weave along the legendary Ausable River, keeping you connected to nature even off the trails. Stay low, or climb high; riders can descend into the Ausable Valley to the East, or compete in Whiteface Mountain Uphill,

climbing the fifth highest mountain in New York State. Stay close to the action by staying in one of the various inn or B&B options. The Whiteface Region is your one stop destination for a road cycling getaway in the mountains.

MAJOR COMPONENTS

- Road cycling loop itineraries with bike-friendly stops
- Share the road etiquette
- Must see attractions

CAMPAIGN NOTES

- Date range: May - June / September-October
- Targeting Interest: Road cycling

Summer Family Travel

Get the whole family close to nature this summer. With family-friendly attractions like the last covered bridge in New York State, Santa’s Workshop, and easily accessible waterfalls, the Whiteface Region is sure to have something for everyone. Easy camping locations keep you close to nature all night long, and entry level bike trails, hiking, and paddling will keep you throughout the day. Looking for a challenge? Check out the Wonders of Wilmington challenges, and see if you and the family can complete them all!

MAJOR COMPONENTS

- Family attractions
- Camping
- Mountain biking (beginner-friendly, bike-friendly)
- Outdoor recreation / Wonders of Wilmington

CAMPAIGN NOTES

- Date range: May - August
- Targeting: 30+ / Families

Couples

Looking for an easy place to get away with your partner? The Whiteface Region can offer you a unique and romantic experience in the heart of the mountains. Get close at any of the scenic farm stays, campsites, glamping options, or affordable alternatives. Help your partner experience your world, or try out a new hobby together! In the Whiteface Region, it’s easy to explore together, and surround yourself with dramatic views no matter the season.

MAJOR COMPONENTS

- Attractions
- Unique lodging - farm stays, camping, glamping, affordable alternative
- Outdoor recreation basecamp

CAMPAIGN NOTES

- Date range: May - September

Fall in the Whiteface Region

The colors of fall envelope everything in the Whiteface Region. Famous scenic drives and gorgeous overlooks put you in the middle of it all. A ride up the Cloudsplitter Gondola or a drive down a winding road make the Whiteface Region a quick way to get outside and get your fall foliage fix. Autumn calls for vibrant sights and peaceful streams. Fall fly fishing is a great way to find yourself outside and close to nature.

MAJOR COMPONENTS

- Fall foliage
- Scenic attractions
- Fly fishing
- Scenic drives / motorcycle
- Quiet retreat

CAMPAIGN NOTES

- Date range: August - October
- Targeting: Empty Nesters

Winter in the Whiteface Region

Get out there and make some tracks! With the highest vertical drop east of the Rockies, Whiteface Mountain is a great place to make your mark this winter. Don’t go too far! Stay close this winter and avoid driving to attractions. Stay, play, and explore. The Whiteface Region has it all! Surrounded by grand sights and dramatic scenery, the Whiteface Region has what you need for any winter adventure. Winter hikes at any difficulty make it easy to spread out and explore no matter your skill level.

MAJOR COMPONENTS

- Ski/ride Whiteface
- Close to attractions
- Winter hikes
- Preparedness

CAMPAIGN NOTES

- Date range: October - March
- Additional holiday specific messaging/targeting in Nov/Dec.

Evergreen Campaigns

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK

REFERENCE: GENERAL TOPIC DESCRIPTION

The following list of topics have been outlined and refined over years of community collaboration developing marketing priorities for the region. These topics will be referenced and built upon for both our paid and organic strategies throughout the coming year.

Agritourism

With new cuisine trails, events such as cheese tours, maple weekends, and lodging at farms, agritourism is an increasingly important part of a traveler’s experience.

Alpine Skiing/Riding

Home to Whiteface Mountain, Wilmington is positioned to leverage skier/rider traffic that the East Coast’s largest vertical drop attracts. By tying the mountain to the amenities available in the region, there are opportunities to move the dial during the softer winter season.

Attractions

Whiteface Mountain, Whiteface Veterans’ Memorial Highway, High Falls Gorge, Santa’s Workshop, and natural attractions such as the Flume Trail System are some of the many things that enrich the travelers’ experience in this region. The Whiteface Region is full of adventure and enjoyment at these attractions in every season.

Camping/Lodging

The Whiteface Region offers many choices when it comes to lodging, including backcountry, tent and RV camping, glamping, cabins complete with fireplaces and cozy interiors, and hotels with outdoor recreation in mind. There are many family-friendly lodging properties with outdoor swimming pools and great gift shops on site. The Whiteface Region also has rentals for large groups and private spaces.

Dining

The Whiteface Region offers many styles of dining, from romantic, upscale options in cozy atmospheres to pubs and pizza places that are perfect after a day exploring. A growing nightlife scene is evident with craft beer and live music.

Events

Events such as the Wilmington-Whiteface Whiskey Run, Uphill/Whiteface 100k, Whiteface Mountain Oktoberfest, Wilmington/Whiteface Bike Fest, annual Festival of Colors, Kidding Day at Asgaard Farm, and the Ausable River Two Fly Challenge are just some of the events that draw travelers to the region.

Fall Travel

Leaf peeping along the scenic byways, past the covered bridge, and up the Whiteface Veterans’ Memorial Highway makes for a perfect fall trip. Mountain biking, fly fishing, hiking, camping, and fall events are great activities to highlight

this time of year. Attractions such as High Falls Gorge and gondola rides at Whiteface add unique experiences that differentiate the region from other fall destinations.

Family Travel

A variety of lodging and outdoor recreation opportunities make the region ideal for family travel with close proximity to great hiking, excellent mountain bike trails, unique natural attractions, Santa’s Workshop, and Whiteface Mountain’s Adventure Zone.

Fly Fishing

The region is a popular destination for anglers, especially when it comes to fly fishing. While the West Branch of the Ausable River offers trout, there are several other species of fish nearby, including landlocked salmon, pike, splake, bass, walleye, perch, and sunfish.

Hiking

The Whiteface Region offers hiking trails for a variety of skill and fitness levels across all seasons. Many of the trails in this region are less traveled than those found in some of the other areas of the Adirondacks, making the region a great escape with stunning views. There are over 2,000 miles of designated hiking trails in the Adirondacks, and the Whiteface Region offers immediate access to excellent terrain.

Mountain Biking

Mountain biking continues to see significant growth in Wilmington. Trails range from beginner to expert over a wide variety of terrain. The Whiteface Mountain Bike Festival is an annual event celebrating biking in the region, bringing bike enthusiasts from all over to enjoy the area.

Road Cycling

From IRONMAN to the Whiteface Uphill Mountain Bike race, there are a number of endurance events geared toward road cyclists in the Whiteface Region. In addition to these more extreme events, scenic byways offer beautiful roads for more relaxed touring.

Snowshoeing

The Whiteface Region offers plentiful backcountry snowshoeing opportunities. There are a wide range of trails with easy access. Snowshoeing is a great way to experience the Adirondacks and enjoy the region in the winter months. The Whiteface Region is the ideal place to blaze the trails, whether for a short walk or all-day adventure.

Summer Travel

Summer in the Whiteface Region is full of outdoor adventure, unique attractions, and lively events. The region offers a wide variety of outdoor activities, like hiking, world-class fly fishing, mountain biking, cycling, and more. Summer also attracts travelers to the region’s numerous attractions, scenic drives, summer concert series, family beach, and more!

Weddings

From iconic locations such as Whiteface Mountain, High Falls Gorge, and Asgaard Farm, to more traditional venues such as the area’s historic churches, the area offers a wide variety of wedding opportunities. Due to the continued restrictions on large gatherings, there is a growing popularity for elopements and mico weddings. The locations in the Whiteface Region can help fulfill this new demand.

Winter Travel

The Whiteface Region is home to Whiteface, the Olympic Mountain. The region also has trails for fat tire biking, cross-country skiing, and snowshoeing. Nature is easily accessed in the region and there is winter fun for all ages.

GLOSSARY

Adirondack Regional Tourism Council (ARTC)

The Adirondack Region is one of eleven designated vacation regions promoted through New York state’s I LOVE NEW YORK brand. It is not defined by the Blue Line; instead it is made up of Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren counties. The Adirondack Regional Tourism Council (ARTC) oversees the official regional program for the Adirondack Region under the Visit Adirondacks brand. Structure for ARTC includes an executive director and Board of Directors made up from the Tourism Promotion Agent (TPA) from each of the seven counties.

Ambassador

Ambassadors are simply people who represent and share the story of your region in a positive way, preferably in front of a lot of potential customers (i.e. their friends, family, and social media followers). A brand ambassador is someone who embodies the brand he or she is endorsing.

Boomer

The Baby Boomer generation includes all Americans born between the years 1946 and 1964.

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content (stories/blogs, press releases, photos, videos, infographics) to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.

Designated Marketing Area (DMA)

A defined geographic area of varying size and/or combination of town, city, and state jurisdictions representing a core marketing area that can be reached with advertising. The industry standard often used is the DMA list provided by Nielsen Media Research.

Destination Marketing Organization (DMO)

A destination organization, often referred to as a destination marketing or management organization, convention and visitors bureau, or tourism board, is responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work.

Earned Media

Different than paid media, earned media is defined as exposure that is not bought or owned; it can only be gained organically, when content receives recognition and a following through communication channels such as social media and word of mouth.

FAM

A FAM trip is a Media Familiarization Tour, offered to media on behalf of an organization to get the media familiar with the destination. They are also called Press Trips. They can be either a group or an individual Media FAM trip.

Influencer

An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position, or relationship with his/her audience. Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential customers, and orients marketing activities around these influencers.

Infographic

An infographic, also known as an informative graphic, is a representation of data presented in a format that is more engaging than usual written copy. People use infographics to quickly communicate a message or to simplify the presentation of large amounts of data.

Millennial

The Millennial generation includes all Americans born between the years of 1981 and 1996.

Native Advertising

Native advertising is the use of paid ads that match the look, feel, and function of the media format in which they appear. Native ads are one of the fastest growing digital ad formats, more likely to get clicked compared to display ads, achieving greater cost efficiencies.

Page Content

Page content refers to landing pages that have been developed to display one specific topic. For example hiking, dining, shopping, historic attractions, and events each have designated pages on individual websites. These pages house the database listings discussed in the previous section.

Pageview

Each time a user visits an individual page on a website it is called a pageview. Pageviews are recorded whenever a full page on a website is viewed or refreshed. A user can have multiple pageviews during one session if they click on multiple pages. Unique pageviews only count a single user’s pageviews once, even if they view the same page multiple times within a given time period.

PR

PR is the abbreviation for public relations. Public relations represent a unique way of promoting a destination by building a higher visibility

in the public space. Public relations represent a strategic form of communication that focuses on gaining the audience’s understanding and acceptance, as well as on the process of building a good relationship between an organization and the public. In the tourist sector, public relations includes everything from traditional press releases to pitching and/or hosting travel writers.

Sponsored Content

Sponsored content is a piece of brand journalism that lives on a publisher’s website. It’s usually written by the publisher’s staff so the article matches the tone and the voice of rest of their content.

Stimulus

Factors that influence or stimulate a person’s consumption choices.

Tourism Promotion Agent (TPA)

The individual who has been officially designated by the county to be the official state contact for all matters relating to tourism promotion and marketing. Additionally, the Tourism Promotion Agent represents the region on the board of directions of the Adirondack Regional Tourism Council (ARTC).

Tourism Promotion Agency (TPA)

Any not-for-profit corporation or other non-profit organization, association, or agency designated by resolution of the county legislature or other governing body of any county, or upon designation of the mayor of the city of New York, as the agency authorized to apply for and receive Tourism Matching Funds.

Umbrella Brands

Umbrella brands are brand names that are utilized by a range of different related products; sometimes this is referred to as family branding. An umbrella brand strategy is a marketing practice that involves marketing many related products under a single brand name.

ZMOT

The ZMOT (Zero Moment of Truth) refers to the moment in the buying process when the consumer researches a product prior to purchase. The Travel ZMOT Journey is defined by five steps: Dreaming, Research, Booking, Experience, and Sharing.



