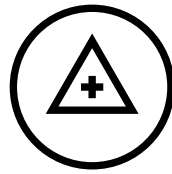




# 2022 Media Kit





**adirondacks, usa**  
adksusa.com

## Accounts



AdirondacksUSA.com



@adksusa



@AdksUSA



@adkusa



youtube.com/c/  
Adirondacksusa

## Adirondacks, USA

The Adirondack region offers some of the best opportunities for outdoor recreation in a beautiful, natural setting. The Adirondacks have been a beloved vacation destination for generations of visitors; a place where the wilderness provides countless opportunities for adventure, exploration, and fun.

The word “vacation” came into existence when the Adirondack region became a popular destination in the early 1800s, as wealthy people would “vacate” the stifling heat of the city and travel to the Adirondacks, where the air was cool and clear.

Today, whether it’s for a day, a long weekend, or a whole season, the Adirondack region continues to provide a perfect vacation getaway filled with small towns and big outdoors. A natural wonderland of fresh air, pristine water, and breathtaking landscapes give visitors an opportunity to relax, visit legendary places, reconnect with the natural world, and discover all that the area has to share.





## Size and Population

- At over 6 million acres, the Adirondack Park is bigger than five national parks combined: Grand Canyon, Great Smoky, Yellowstone, Yosemite, and Glacier.
- The Adirondack Park is the largest protected area in the contiguous United States, delineated by a “blue line” on maps of New York state.
- Unlike other parks, there are no entrance gates or fees. You’re free to come and go as you please.
- Only about 137,000 people live in the Adirondacks full time (an average of 14 people / sq mile).
- Hamilton County, the third-largest geographically, is the least populated county in the state, and does not have a single traffic light, offering plenty of wilderness to explore and enjoy.

## Fun History

- The first hotel in the world to have electricity in every room was located on the shores of Blue Mountain Lake. You can learn more at the Adirondack Experience, the Museum on Blue Mountain Lake.
- Theodore Roosevelt was on vacation hiking in the High Peaks when he learned President McKinley, who had suffered from a gunshot wound, might not recover. Roosevelt became president in the middle of the night while traveling to the train station in North Creek.
- In 1892, the state legislature created a law that public lands within the Adirondacks are to remain “forever wild,” ensuring that future generations will enjoy this amazing natural landscape.
- The Adirondacks have long been known as a place of healing. Starting in the late 1800’s, Saranac Lake was a world-famous center for tuberculosis treatment and research.

## Geography

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

## Travel

- Ready for adventure? In the Adirondacks, there are many incredible opportunities for hiking, skiing (alpine and cross-country), boating, fishing, camping, hunting, golf, cycling, skating, birding, and more.
- The Adirondacks welcome more than 7 million visitors each year, more than the Grand Canyon, but with 6 million acres, there is plenty of room for you to stretch your legs.
- The region offers over 11,000 rental rooms in hotels, motels, inns, cabins, and cottages, along with almost 12,000 campsites. Love s’mores? This is your destination.
- With a mix of private and public lands, you’ll find some of the best scenery is free and open to the public, ideal for selfies and making unforgettable memories.
- Bring the kids! We have numerous destinations, activities, and adventures that are super family-friendly, from award-winning nature centers to sandy beaches with mountain views.





## Hit the Road

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

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

## Accounts



LakePlacid.com



@LakePlacidADK



@LakePlacidAdk



@LakePlacidADK



youtube.com/c/lakeplacid

## Lake Placid and the Adirondack High Peaks Region

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

## Top Attractions

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

## Events

- June, 2022  
Lake Placid Marathon & Half Marathon
- June, 2022  
Lake Placid Summit Youth Classic
- June, 2022  
LP & ILNY Horse Shows
- July, 2022  
Ironman and Ironman 70.3
- August, 2022  
Lake Placid Summit Classic Lacrosse
- December, 2022  
Lake Placid Holiday Village Stroll





## Hit the Road

*The Whiteface Region is a comfortable drive from several major metropolitan centers.*

- Boston: 4 hr, 55 min.
- New York City: 4 hr, 48 min
- Montreal: 1 hr, 55 min
- Toronto: 5 hr, 49 min
- Albany: 2 hr, 16 min
- Ottawa: 3 hr, 15 min

## Accounts



[WhitefaceRegion.com](http://WhitefaceRegion.com)



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



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



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



[youtube.com/c/Whitefaceregion](https://youtube.com/c/Whitefaceregion)

## The Whiteface Region

For those looking to get close to nature, the wonders of the **Whiteface Region** make a prime destination for adventure, affordable fun, and amazing experiences. Nowhere else can visitors explore an Adirondack High Peak in all seasons, by ski, car, or on foot, then top off their day by descending into a billion-year-old chasm carved by glaciers and a roaring river.

Iconic fishing, a community of talented artisans, and exciting and fresh mountain biking help make the Whiteface region a great adventure that is conveniently located, easily accessible, and surprisingly affordable.

## Top Attractions

- High Falls Gorge
- Whiteface Mountain
- Whiteface Veterans' Memorial Highway
- Santa's Workshop
- Wilmington mountain bike trails and pump track
- Fly fishing the Ausable River
- The Jay Covered Bridge
- Sugar House and Asgaard creameries

## Events

- May, 2022  
Ausable River Two-Fly Challenge
- June, 2022  
Whiteface Uphill Bike Race
- June, 2022  
Wilmington Whiteface Whiskey Run
- June, 2022  
Wilmington Whiteface 100k
- September, 2022  
Wilmington Mountain Bike Festival
- September, 2022  
Festival of Colors
- December, 2022  
Christmas in the Forks





## Hit the Road

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

- Boston: 4 hr, 10 min.
- New York City: 4 hr, 40 min
- Montreal: 1 hr, 49 min
- Toronto: 6 hr, 22 min
- Albany: 1 hr, 58 min
- Ottawa: 3 hr, 31 min

## Accounts

-  [LakeChamplainRegion.com](http://LakeChamplainRegion.com)
-  [@LakeChamplainADK](https://www.facebook.com/LakeChamplainADK)
-  [@LakeChamplainADK](https://www.instagram.com/LakeChamplainADK)
-  [youtube.com/c/LakeChamplainRegion](https://www.youtube.com/c/LakeChamplainRegion)

# The Lake Champlain Region

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

## Top Attractions

- Fort Ticonderoga
- Lake Champlain
- Ausable Chasm
- North Star Underground Railroad Museum
- Crown Point State Historic Site
- Champlain Area Trails (CATS)
- Otis Mountain and the Elizabethtown mountain bike trails
- Agritourism (farm stays, markets, farm stores, etc.)
- Breweries: Ausable Brewing and Ledge Hill Brewing Company
- Star Trek Original Series Set Tour

## Events

- May, 2022  
Crown Point's Memorial Day Celebration
- July, 2022  
Ticonderoga's Best 4th in the North
- August, 2022  
Port Henry's Champ Day Festival
- Tuesdays at 7 p.m.  
Ticonderoga Festival Guild Summer Concert Series
- August, 2022  
Essex County Fair
- (TBD)  
Otis Mountain Music Festival
- September, 2022  
Moriah's Labor Day Celebration
- (TBD)  
Trekonderoga Weekend
- September, 2022  
Adirondack Harvest Festival
- (TBD)  
Fort Ticonderoga's Heritage Harvest and Horse Festival



## Hit the Road

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

- Boston: 4 hr, 40 min.
- New York City: 4 hr, 26 min
- Montreal: 2 hr, 30 min
- Toronto: 6 hr
- Albany: 1 hr, 52 min
- Ottawa: 3 hr, 13 min

## Accounts



AdirondackHub.com



@adirondackhub



youtube.com/c/  
Schroonlakeregion

## Adirondack Hub

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

## Top Attractions

- Great Camp Santanoni
- Adirondack Interpretive Center
- Schroon Lake Beach
- Seagle Festival and Adirondack Shakespeare Company
- Frontier Town Gateway
- Paradox Brewery
- The Adirondack Buffalo Company
- Hiking from Upper Works (southern access to High Peaks)
- Paddling/canoe camping the Essex Chain Lakes and the Boreas Ponds Tract
- Horesback riding and camping at the new Frontier Town

## Events

- September, 2022  
Adirondack Marathon Distance Festival
- December, 2022  
Olde Tyme Christmas Celebration





## Hit the Road

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

- Boston: 5 hr, 12 min.
- New York City: 5 hr, 17 min
- Montreal: 2 hr
- Toronto: 5 hr, 42 min
- Albany: 2 hr, 30 min
- Ottawa: 2 hr, 45 min

## Accounts



SaranacLake.com



@SaranacLake



@SaranacLakeADK



@SaranacLakeADK



youtube.com/c/  
SaranacLake

## Saranac Lake Region

Enjoy the decidedly different village of **Saranac Lake**, where the winters are cold but beautiful, summers are full of adventure, and there are always plenty of activities to keep visitors busy and entertained. In Saranac Lake, the fun is always close by. Celebrate its fascinating history at the Historic Saranac Lake Laboratory Museum and its vibrant love for the arts at numerous galleries and a beloved theater. That's not to mention its abundance of hiking, paddling, and birding. What's even better? Visitors can do all of these things without ever having to leave downtown.

## Top Attractions

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

## Events

- June, 2022  
Celebrate Paddling ADK
- June, 2022  
Great Adirondack Birding Celebration
- Every Wednesday in July & August  
Music on the Green at Riverside Park
- August, 2022  
Can-Am Rugby Tournament
- August, 2022  
Plein Air Festival
- 3rd Thursday ArtWalks
- Labor Day Weekend  
Northern Current Music Festival at Riverside Park
- Labor Day Weekend  
Farm2Fork Festival at Riverside Park





## ADIRONDACK EXPERIENCE

SMALL TOWNS — BIG OUTDOORS

*adirondacks, usa*

### Hit the Road

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

- Boston: 4 hr, 38 min.
- New York City: 4 hr, 44 min
- Montreal: 3 hr
- Toronto: 5 hr, 42 min
- Albany: 2
- Ottawa: 3 hr, 15 min

### Accounts



[AdirondackExperience.com](https://AdirondackExperience.com)



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



[@AdirondackExperience](https://facebook.com/AdirondackExperience)



[youtube.com/c/  
AdirondackExperienceAdk](https://youtube.com/c/AdirondackExperienceAdk)

## Adirondack Experience

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

### Top Attractions

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

### Events

- June, 2022  
Adirondack Boreal Birding Festival
- June, 2022  
The Black Fly Challenge
- September, 2022  
Adirondack Moose Festival



## Hit the Road

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

- Boston: 5 hr, 9 min.
- New York City: 5 hr, 16 min
- Montreal: 2 hr, 30 min
- Toronto: 5 hr, 3 min
- Albany: 2 hr, 37 min
- Ottawa: 2 hr, 39 min

## Accounts



TupperLake.com



@TupperLakeNY



@TupperLakeNY



@TupperLakeNY



youtube.com/c/  
TupperlakeNewYork

## Tupper Lake Region

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

## Top Attractions

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

## Events

- June, 2022  
40th Annual Tinman Triathlon

