



2023

A LETTER FROM THE CEO AND COO

As we look forward to 2024, the ROOST team is focused on preserving, enhancing, and showcasing the special qualities that make our region an exceptional experience for residents and visitors alike. We are excited to execute the 2024 plan, which reflects our commitment to sustainable development, community engagement, and the positive impact tourism has on the quality of life for those who live within our region.

Our marketing initiatives will focus on midweek group travel, sports tourism, and distributing the traveler geographically, while continuing to focus on – and advocate for – environmental sustainability. Our marketing decisions will continue to be data-driven, using the most advanced information available.

In 2024, we will continue to be focused on destination management by helping to address the individual needs of our communities, including destination development, long-term sustainability, community housing, and workforce development.

We are a passionate, hardworking team of individuals who are committed to working together to make our region the best place to live and visit.

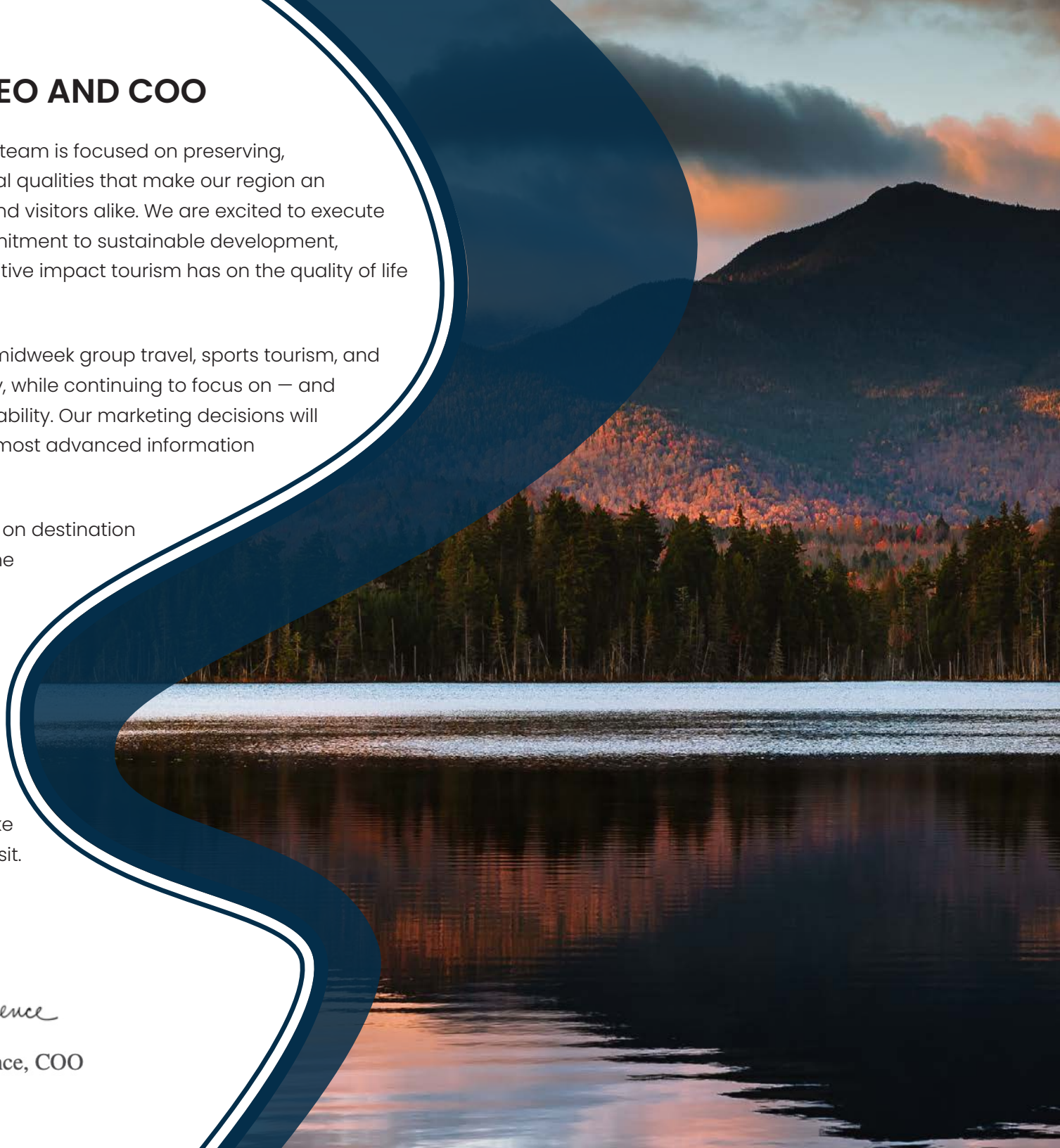
Cheers to 2024!



Jim McKenna, CEO



MJ Lawrence, COO



2023 BY THE NUMBERS

OVERVIEW

WEBSITES

UNIQUE USERS
2,990,173

SESSIONS
3,813,289

PAGE VIEWS
6,578,727

AVG SESSION
LENGTH
43 SECONDS

AVG PAGES/
SESSION
1.71



153

TOTAL BLOGS
WRITTEN



398

TOTAL PAID
PLACEMENTS



27

TOTAL FAM
TOURS &
INFLUENCERS
HOSTED



50

TOTAL PHOTO/
VIDEO SHOOTS



55

TOTAL
PROFESSIONAL
VIDEOS
PRODUCED



70+

TOTAL
INSTAGRAM
REELS CREATED



384

TOTAL DESIGN
PROJECTS



2,489

TOTAL EVENTS
SUPPORTED



SOCIAL MEDIA



FOLLOWERS
85,280

POSTS
1,013

ENGAGEMENT

LIKES
156,774

COMMENTS
2,084

VIDEO VIEWS
3,499



UPLOADS
88

LIKES
394,977

MINUTES WATCHED
298,745



FOLLOWERS
389,904

POSTS
2,413

ENGAGEMENT

POST LINK CLICKS
72,271

LIKES
313,500

COMMENTS
25,112

SHARES
28,172

VIDEO VIEWS
978,029



COMMUNICATIONS

54

TOTAL PRESS
RELEASES

24

FAM TOURS
HOSTED

564

MEDIA
MENTIONS
FROM ROOST
EFFORTS

GROUP SALES

32

PROPOSALS FOR CONFERENCES
IN THE YEARS OF 2023 - 2026
WERE COMPLETED IN 2023

10

OF WHICH ARE CURRENTLY
UNDER CONTRACT

4,635

NUMBER OF
ROOM NIGHTS
BOOKED

\$725,520.33

ESTIMATED
LODGING
REVENUE

EMAIL MARKETING

UNIQUE
EMAILS
DESIGNED

263

CLICK-
TO-OPEN
RATE

3.68%

EMAILS
DELIVERED

11,265,438

EMAILS
OPENED

4,564,410



JANUARY



**LAKE PLACID
2023 FISU WORLD
UNIVERSITY GAMES**

From January 12 - 22, 2023
the world gathered in the
Adirondacks for the Lake Placid
2023 FISU World University Games.



6

HOST TOWNS

85

COMPETITIONS

46

**COUNTRIES
REPRESENTED**

NYC TRAVEL & ADVENTURE SHOW

The ROOST team took to the road for the 2023 Travel Show season with the first stop being the Travel & Adventure Show (formerly known as the New York Times Travel Show) at the Javits Center in New York City.

21,000+ SHOW ATTENDEES



FEBRUARY

— ABA MARKETPLACE

In collaboration with area lodging properties and attractions, ROOST attended the American Bus Association (ABA) annual trade show in Detroit to connect with group tour operators and suppliers.

— “SMALL COMMUNITIES. BIG OPPORTUNITIES.” CONFERENCE

Saranac Lake Regional Manager Kenzie Marine was a guest speaker at ANCA’s North Country Center for Businesses in Transition (CBIT) “Small Communities. Big Opportunities.” Conference in Saranac Lake. The conference welcomed entrepreneurs to our region to promote business ownership.

— NORTH COUNTRY TRAVEL TRADE ACTIVATION

Partnered with The Wild Center and Akwesasne Travel to provide 3 training workshops led by ALON Tourism Solutions, aimed at helping tourism partners improve their abilities in growing international and group travel enterprises.



— NEW ROOST BOARD MEMBERS

The Town of Jay and North Hudson supervisors joined the board as ex officio members.



MARCH

ZARTICO ONBOARDING & TRAINING COMPLETE

With a focus on continuing to streamline and improve how we use data to drive decision-making across all facets of our work, the initial onboarding and team training with Zartico Destination Operating System (ZDOS) was completed. This equips the team with quick access to aggregated data for campaign planning and more.

TOWN OF JAY LOGO

Developed a new logo for the Town of Jay, guided by their insights and feedback.



ADIRONDACK SPORTS & FITNESS EXPO

Celebrated the first weekend of spring with an exhibitor booth at the 2023 Adirondack Sports & Fitness Expo in Saratoga Springs.

CREATED A NEW EVENTS COMMITTEE

The goal of this committee is to bring major event organizers together quarterly to discuss collaboration and community engagement. We continued to meet with the IRONMAN subcommittee to enhance the experience for the communities on the race course and the athletes.

STAFF VOLUNTEER INITIATIVE IMPLEMENTED

The team volunteer initiative is back! Implemented a program allowing staff to dedicate 3 work days per year to volunteer in a community within our regions.

A man with a beard, wearing a light blue long-sleeved shirt, dark blue pants, and a blue and white baseball cap, is standing on a blue kayak. He is holding a fishing rod and reel, looking down at it. The kayak is on a calm lake. In the background, there are green hills and a blue sky with white clouds. A large, dark blue, stylized graphic element, resembling a fish or a wave, is overlaid on the left side of the image, containing text and decorative circles.

APRIL

NORTH ELBA LEAF AWARDS ANNOUNCED

Announced the 5th round of award funding for the North Elba Local Enhancement and Advancement Fund (LEAF).

THE OTTAWA TRAVEL & VACATION SHOW

The team brought the excitement of the Adirondacks to one of Canada's top travel shows.

UPPER HUDSON RECREATION HUB BROCHURE

To support our partners in the 5 towns of Indian Lake, Long Lake, Newcomb, North Hudson, and Minerva, we updated and printed new brochures for the Upper Hudson Recreation Hub.

ONE YEAR UNTIL THE 2024 ECLIPSE!

In anticipation of the one-year mark of the total solar eclipse, we launched a new website and unified Adirondack brand for the once-in-a-lifetime event. The Eclipse ADK task force was also established and a B2B survey was sent to garner community and business feedback to assist with planning and preparation. #EclipseADK



GOOGLE DESTINATION OPTIMIZATION

Teamed up with Miles Partnership for a destination optimization program, auditing and enhancing consumer-facing content for the region on Google's platforms. In addition to the virtual workshops, businesses had access to free resources and 1:1 office hours to assist with optimizing their online presence on Google, Yelp, and Tripadvisor.

4 **2K+**

WORKSHOPS **LOCATIONS AUDITED**

ROOST SPRING SOCIAL

After a 3-year hiatus, ROOST hosted our annual social on April 29, 2023, at the Lake Placid Center for the Arts.



SARANAC LAKE WELCOME CENTER SUPPORT

ROOST sponsored the new Saranac Lake Area Chamber of Commerce maps, as well as the reprint of the popular Saranac Lake Visitor's Guide.

10K

MAPS PRINTED

5K

REPRINT OF GUIDES

WORKADK CAMPAIGN

As an extension of our WorkADK campaign, we developed a new sponsorship opportunity for organizations hosting job fairs across the region.





MAY

ADIRONDACKS, USA EMAIL REVAMP

Following weeks of testing, the Adirondacks, USA regional email received a fresh new design, offering the opportunity to promote a wider variety of content and activities per region.

THE LAKE PLACID GUIDE

The 2023-2024 Lake Placid Visitor Guide headed off to the printer.



45K

COPIES

64

PAGES

8,231

WORDS

ECLIPSE ADK MEETINGS BEGIN

ROOST hosted the first of many community calls and meetings to assist our communities with preparation for the 2024 total solar eclipse.



ADIRONDACK DAY

In collaboration with sector captains, ROOST hosted Adirondack Day at the NYS Legislative Office Building to showcase the Adirondacks.

ILNY SPRING MEDIA

We represented the region at ILNY Media Night in New York City to share the latest updates in travel with writers and influencers.

ALL ARE WELCOME ADK

To gear up for the summer season, new All Are Welcome ADK materials rolled out to help foster an inclusive and friendly space for visitors and residents alike.





ROOST ROADSHOW ROLLS INTO MOTION

As a part of our community support initiatives, ROOST attended a variety of community events around the region, from job fairs and community days to street festivals and sporting events.

LAKE PLACID LARGE EVENTS ECONOMIC IMPACT STUDY

Greg Pepitone from Tourism Economics Inc. joined ROOST for a virtual community meeting to present findings from the Lake Placid Large Events Economic Impact Study.

TOWN OF JAY WEBSITE

Supported the Town of Jay with the development of a new local government website.

JUNE

A NEW PADDLING CHALLENGE IN SARANAC LAKE

The Saranac Lake Paddling Challenge launched on June 1, 2023, as a part of Celebrate Paddling. In addition to our work on the challenge, ROOST helped support the outfitters that host Celebrate Paddling by offering in-kind marketing support, paid advertising, social media management, and attendance at several key events.



5 DISTINCT
PADDLING
ROUTES

1 DECIDEDLY
DIFFERENT
PATCH

WHITEFACE MOUNTAIN UPHILL RUN RETURNS



After nearly a decade hiatus, the Whiteface Mountain Uphill Foot Race returned to join the popular Uphill Bike Race. In addition to marketing support, we produced an evergreen rack card to help continue to promote the races year-round.

LOVE IS LOVE ADK

As a part of our continued DEI efforts, we launched our 2023 Pride Campaign "Love is Love ADK" and supported the 2nd annual Tri-Lakes PRIDE event. #LovelsLoveADK





ANNUAL LEISURE TRAVEL STUDY RESULTS RELEASED

Results of the 2023 Leisure Travel Study, which analyzes non-business travel to the regions ROOST serves.

215,944
TRACEABLE LEADS

\$300M+
REVENUE GENERATED
BY ROOST EFFORTS

94:1
RETURN ON
INVESTMENT (ROI)

NEW BIKE AMENITIES IN TUPPER LAKE

With support from a Town of Tupper Lake Smart Growth Grant and the Healthy Heart Network, new bicycle amenities were put in motion which included the creation and installation of new bike maps, bike racks, bike fix-it stations, and water bottle filling stations for the community.



LAKE PLACID COMMUNITY DAY

Participated in the organization of and hosted a table at Lake Placid Community Day. This is an annual event that highlights the members of the community as a thank you for supporting and volunteering for events and other not-for-profit organizations.

ADIRONDACK HUB ADVENTURE GUIDE

A brand new 4-season printed guide for the communities of Minerva, Newcomb, North Hudson, and Schroon Lake rolled out.



4

TOWNS

20K

COPIES



JULY

NEW WEBSITE FOR THE WHITEFACE REGION



Months of dedicated effort, combined with valuable input from the website committee, representing the communities of Jay, Au Sable Forks, Upper Jay, and Wilmington, culminated in the successful launch of the new Whiteface Region website.

4

COMMITTEES

21

COMMITTEE
MEMBERS

Significant growth in users, sessions, and pageviews on the new site when compared to the traffic on the previous site during the same period last year.

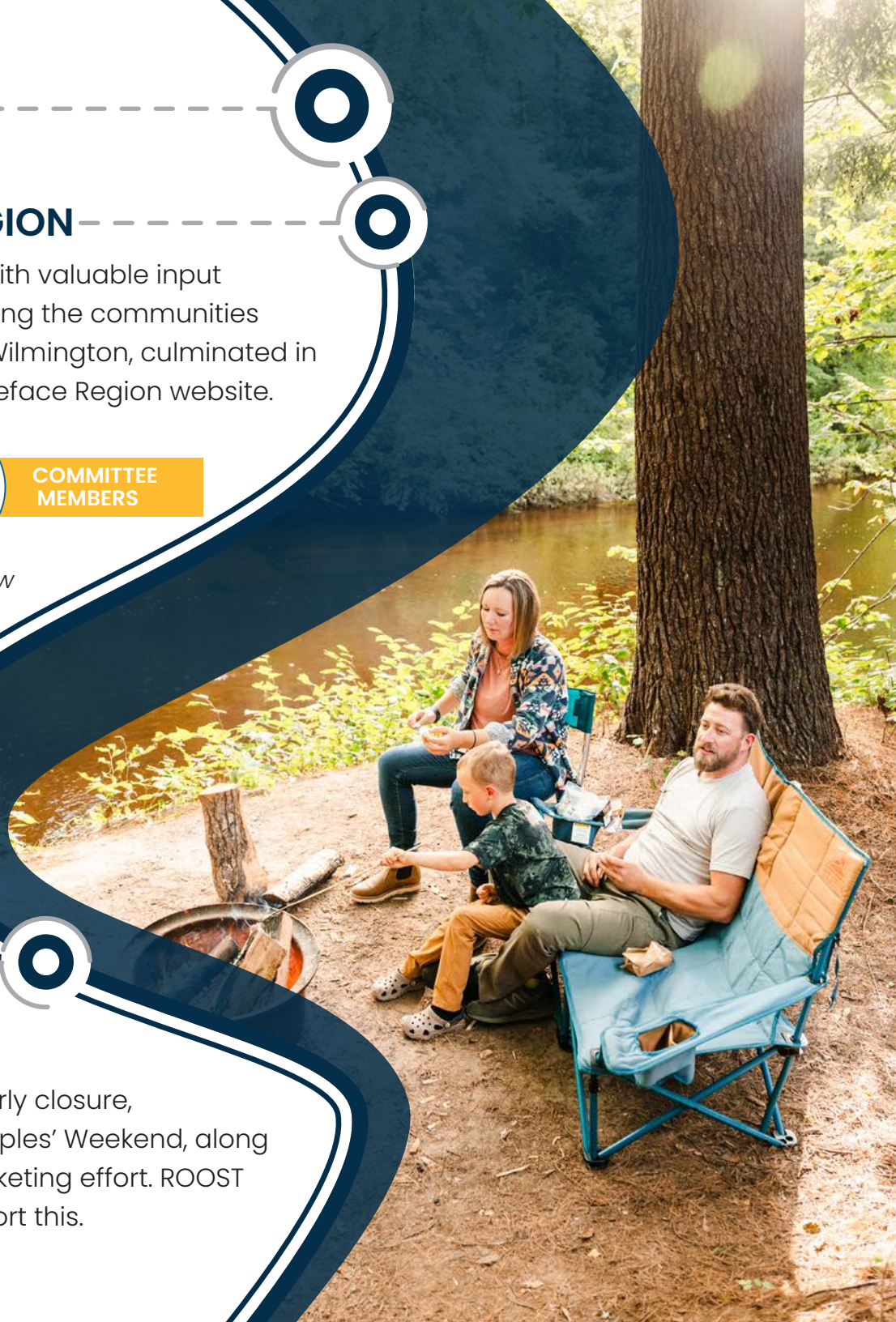
TINMAN ECONOMIC IMPACT STUDY

Results of the 2023 Leisure Travel Study, which analyzes non-business travel to the regions ROOST serves.

FALL CAMPING SEASON EXTENDS



After months of discussions, the announcement came that some campgrounds, initially scheduled for early closure, will now stay open until Indigenous Peoples' Weekend, along with the initiation of an expansive marketing effort. ROOST collaborated with influencers to support this.



IRONMAN SPECTATOR CODE OF CONDUCT CAMPAIGN

To encourage sustainable, respectful behavior on the part of spectators during IRONMAN, ROOST developed a Spectator Code of Conduct Campaign. Spectators had the opportunity to sign the pledge to be entered to win a prize.



POSTERS



RACK
CARDS



POP-UPS &
TABLE TOPS



PORTABLE
BATHROOM
WAYFINDING

RESILIENCE SHINES THROUGH IN THE AFTERMATH OF FLOODING

After heavy rains caused extensive damage in the Central Adirondacks, including washed-out roads, property damage, and breached dams and bridges, we stepped in to support the hardest-hit communities with a robust We're Open campaign, urging visitors to return and bolster local business.



NEW MOUNTAIN BIKE TRAIL KIOSKS

ROOST supported the Barkeaters Trail Alliance (BETA) with the creation of new kiosks which are being created for: Blueberry Hill and Cobble Hill in Elizabethtown as well as Mt. Pisgah and Dewey Mountain in Saranac Lake.

2ND ANNUAL BATTLE OF THE CONES

On National Ice Cream Day, we announced the return of Battle of the Cones.

21

ICE CREAM STANDS

43,917

VOTES CAST

517%

INCREASE IN VOTES



SARANAC LAKE SOLARFEST PLANNING BEGINS

The Saranac Lake Eclipse Task Force, including the Saranac Lake Regional Manager, hosted the first Saranac Lake Community Meeting at the Harrietstown Town Hall, featuring guest speaker Seth McGowan and the committee members.

9

SARANAC LAKE SOLAR ECLIPSE COMMITTEE MEETINGS

2

PUBLIC MEETINGS

1

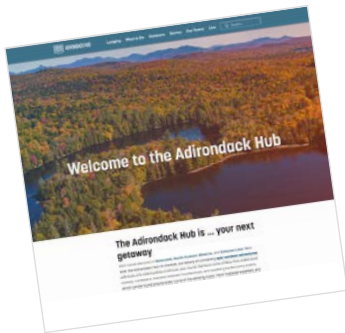
DECIDEDLY DIFFERENT SARANAC LAKE SOLARFEST

GRANT AWARD HELPS EXPAND PROGRAMMING

The NYS Economic Development Administration's Tourism Partner Sub-Award Grant Program, funded by the American Rescue Plan, granted ROOST \$250,000 to support the advancement of four major initiatives in the upcoming year.

AUGUST

ADIRONDACK HUB WEBSITE RELAUNCHES



Using data from the recent website rebuild and insights from industry best practices, we enhanced and updated the Adirondack Hub website, initially introduced in 2020, to elevate the user experience.

ADIRONDACK DAY AT THE SARATOGA RACE TRACK

Teamed up with the counties that make up the Adirondack Regional Tourism Council (ARTC), to orchestrate the return of Adirondack Day at the Saratoga Race Track.

215,944
ATTENDEES

~800

INCREASE IN ATTENDEES
FROM LAST EVENT IN 2019





ADIRONDACK CUISINE TRAIL MAPS & SIGNAGE

Supported Adirondack Harvest & Cornell Cooperative Extension with the production of new maps and signage to help promote the NYS-designated Adirondack Cuisine Trails as part of the lead-up to the Adirondack Harvest Festival in September.

TUPPER LAKE JUNCTION READINESS TASK FORCE

In partnership with the Tupper Lake Community Development Director, ROOST took a leading role in the Rail & Trail Readiness Task Force, tasked with preparing Tupper Lake for the Adirondack Rail Trail and expanded Adirondack Scenic Railroad operations.

ORDA EVENT CALENDAR INTEGRATION

An automated solution designed to continuously scrape ORDA websites, guaranteeing the accuracy and real-time updates of ORDA events on ROOST-managed sites. This system ensures that event information remains current and reliable for residents and visitors.

TOWN OF JAY MAP KIOSK

Working with Adirondack Research, the Town of Jay Supervisor, and representatives from the Au Sable River Valley Business Association, ROOST finalized the design of a map kiosk showcasing businesses and attractions in the Town of Jay. The kiosk will be installed come spring of 2024.

SEPTEMBER

— FALL FOLIAGE REPORTS BEGIN

The ROOST team of leaf peepers began their annual updates on the fall foliage to keep travelers informed on the best times and places to visit.



**OFFICIAL ILNY
LEAF PEEPERS**

40+

**FALL FOLIAGE
REPORTS
SUBMITTED**

— NEW 3-YEAR STRATEGIC PLAN ADOPTED

Following a rigorous review, the ROOST Board has officially adopted a strategic plan to steer the organization's goals and strategies for the next three years.

— THE 40TH ADIRONDACK CANOE CLASSIC "THE 90 MILER"

ROOST continues to offer support for this multi-regional event.

- 🕒 Designed 40th Anniversary logo
- 🕒 Event sponsor lawn signs
- 🕒 Feather flags
- 🕒 Largest event to date, with over 600 paddlers!



— TRI-LAKES BUSINESS EXPO

Hosted a booth at the Saranac Lake Area Chamber of Commerce's 1st Annual Tri-Lakes Business Expo, a new multi-regional networking event.



LAKE PLACID BRAND SURVEY

Survey designed and sent out to residents of and employees working in Lake Placid village to gather feedback on the Lake Placid brand.



ADKX XPERIENCE FOR ALL

The DEI Committee spearheaded participation in and hosted a booth at the 2nd Annual Xperience for All event which brings first-time visitors to the Adirondacks and introduces them to outdoor recreation and activities.



PREPARATION BEGINS FOR THE 100TH ANNIVERSARY OF NPT

A steering committee forms and planning commences for the centennial celebration of the Northville-Placid Trail.



ROOST RECOGNIZED WITH 2 EXCELLENCE AWARDS!

Categories:



CREATIVE USE OF
DATA TO DRIVE
SUCCESS



EXCELLENCE IN
TOURISM STEWARDSHIP:
SHAPING A BETTER
FUTURE





OCTOBER

LAKE PLACID POCKET MAP

Finalized design and ordered Lake Placid pocket maps – a small, accordion-style map that showcases amenities and attractions in and around Lake Placid. A large map on one side features a variety of trail systems and points of interest in and around the village, while the reverse side features a detailed map of downtown.

TEAMS CONFERENCE

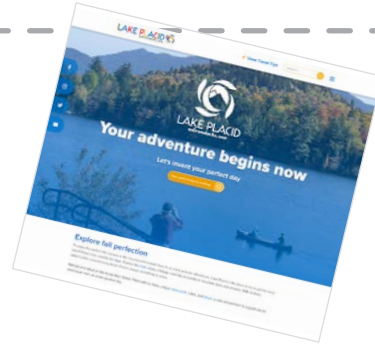
ROOST collaborated with the Sports Council and ORDA to attend TEAMS in Palm Beach, FL. TEAMS (Travel, Events, and Management in Sports) is the world's leading conference and expo for the sports event industry.

BLOOMINGDALE SIGNAGE

ROOST presented to the Town of St. Armand Board, who unanimously approved the design process for entry signs into Bloomingdale. The project is to be completed in the spring of 2024.

NEW HOMEPAGE ON THE LAKE PLACID WEBSITE

A new, multi-season homepage for LakePlacid.com debuted with user-driven enhancements from feedback garnered over a year of beta testing of features and user interaction.



HIRED NEW POSITION: ECONOMIC DEVELOPMENT DIRECTOR

This position was identified in the North Elba Destination Management plan as needed to continue to create a healthy and sustainable community and destination completed in the spring of 2024.

INFLUENCER CAMPAIGN WITH INMAR INTELLIGENCE

ROOST partnered with Inmar Intelligence to bring two influencers to the Lake Placid and Whiteface Regions to promote fall travel through reels and stories on Instagram and a video on TikTok. The content promoted outdoor recreation, local lodging and dining, and attractions.

7 POSTS

TOTAL VIEWS
306,348
AND COUNTING

TOTAL ENGAGEMENTS
29,944
AND COUNTING



NOVEMBER

ILNY FALL MEDIA NIGHT

At ILNY Media Night in New York City, we served as the region's representatives, providing writers and influencers with the latest travel updates for the winter season.

#SHOPADK + HOLIDAY SHOPPING EVENTS

The 4th annual #ShopADK commences with the arrival of the first snow on November 1. From supporting community holiday shopping events, to showcasing locally owned shops, restaurants, and experiences.

The goal: Make a significant impact by supporting small and shopping ADK."





LEAF AWARDS ANNOUNCED

The 6th round of North Elba LEAF (Local Enhancement & Advancement Fund) awards were announced.

LAKE PLACID BRANDING & NEW WEBSITE KICK-OFF

Work begins on a brand refresh and new website for Lake Placid with the formation of a community-based committee. The new site and brand will launch in the summer of 2024!

UCI WORLD MOUNTAIN BIKE CHAMPIONSHIP

With the announcement that Van Hoevenberg will host the UCI Mountain Bike World Series in September of 2024, committee planning begins to help ensure that this is a positive impact for the region, our residents, and those who travel here for the event.

ROOSTY TURKSTY

We celebrated the season together with our annual potluck luncheon – ROOSTY Turksty.



NEW DIGITAL KIOSK ON MAIN STREET

A new interactive kiosk is installed in the main parking area off Main Street in Lake Placid, making it even easier for travelers to plan their perfect day.



ADIRONDACK ROAD MAP UPDATED

Refreshed and reproduced the widely
'Adirondacks, USA Traveler Map.

30K

COPIES



**WORLD-CLASS
DESTINATION**



'CAMPFIRE & COCOA'

ROOST brings daily hot cocoa and s'mores to Mid's Park in Lake Placid, easing the impact of the snowless holiday week while offering valuable tips for travelers visiting the region.



NORTH COUNTY NEW YEAR PLANNING KICKS OFF

The Saranac Lake Regional Manager, along with the other committee members, hosted a public meeting to plan the return of First Night Saranac Lake (now known as North Country New Year).

- ROOST attended 10 committee meetings
- Designed the new NCNY logo
- Created the local Button Coloring Contest
- NCNY will kick off with 12 participating Saranac Lake venues





DESTINATION DEVELOPMENT INITIATIVES (ESSEX COUNTY)

- Hired a new economic development director for Essex County.
- Reviewed and updated the organization's strategic plan to focus on
 - Ticonderoga Downtown Revitalization Initiative (REDC) participation.
 - Participating in the Town Jay Economic Development Committee meetings.
- Created a DMP committee to ensure implementation of the North Elba / Lake Placid Destination Management Plan.
- The IRONMAN Communities Task Force transitioned into the Lake Placid Major Events Committee which not only focused on implementing community-minded improvements for IRONMAN Lake Placid, but the impact that all large events have on the region.
 - Established a committee to focus on preparing our community for the 2024 UCI Mountain Bike World Series.
 - Developed marketing grant program for communities/ organization hosting job fairs to help with workforce recruitment.
 - Adirondack Rail Trail readiness planning.
 - Worked with communities throughout the region to prepare for the 2024 total solar eclipse.
- Aided the REDC (Regional Economic Development Council) Housing Task Force Committee which focused on encouraging state support for workforce housing.



ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

