



ROOST DESTINATION MARKETING+ MANAGEMENT PLAN

2023-25



REGIONAL OFFICE of
SUSTAINABLE TOURISM

v. 221220



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A LETTER FROM THE CEO + COO

The Regional Office of Sustainable Tourism (ROOST) continues to evaluate our role as a destination marketing and management organization. As the tourism industry and its impacts continue to evolve, so must ROOST. We will focus on destination management by helping to address the individual needs of our communities, including destination development, long-term sustainability, community housing, and workforce development.

The recently completed 2021 NYS Tourism Economics study shows \$130.9 million local tax revenue is generated in the Adirondacks. The study also reveals that if not for tourism-generated state and local taxes, the average regional household would have to pay an additional \$2,172 to maintain the same level of local government services. In addition to the NYS annual study on tourism's impact on the region, ROOST works with a third party to evaluate our return-on-investment (ROI). In 2021, the study concluded a conservatively-estimated ROI of 75:1; for every dollar spent on marketing, seventy-five dollars is generated in revenue. We're encouraged by our ROI and the impact tourism has on reducing the local tax burden. We will continue our efforts to leverage tourism to benefit our communities.

Our marketing initiatives will continue to focus on distributing travelers seasonally, midweek, and geographically, while increasing our focus on environmental sustainability. Our marketing decisions will be data-driven, using the most progressive information available.

We are focused on cultivating stronger community relations while being industry leaders in destination marketing and management. We are a passionate team of individuals who work and live in the communities we serve, and are committed to working together to make our region the best place to live and visit.

Thank you,


Jim McKenna, CEO


MJ Lawrence, COO



DESTINATION MARKETING AND MANAGEMENT (DMMO)

The role of the typical Destination Marketing Organization, 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 that 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 has transitioned to a DMMO (Destination Management and Marketing Organization).

What is Destination Management?

Destination management brings together stakeholders to achieve the common goal of developing a well-managed, sustainable destination for visitors and a vibrant community for residents. It is an ongoing process that requires destinations to plan for the future and considers the social, economic, cultural, and environmental risks and opportunities.

In short, ROOST is no longer simply developing marketing campaigns. 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. 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.

Throughout this Destination Marketing and Management Plan and the updated ROOST Strategic 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. You will also notice continued attention to balancing the seasonality of travel and diversifying our storytelling. Additionally, throughout the region-specific section of this plan, you will find a variety of initiatives focused on destination management and sustainable destination development that meet the varying needs of our communities.

Did you know that ROOST's transition from DMO to DMMO was recognized by NYSTIA (New York State Tourism Industry Association) in 2022 for "Excellence in Tourism Stewardship, Economic Development & Destination Improvement." As part of their 2022 Tourism Excellence Awards, both ROOST as an organization, and our CEO, James McKenna, were honored recipients of this recognition.

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).

Mission

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

Vision

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

Meet the Roost Team

The Regional Office of Sustainable Tourism (ROOST) is not just a name. ROOST is a team of hard-working, collaborative, and creative individuals who work to enrich the lives of those communities we serve by sharing the uniqueness of the Adirondacks — the place where we live and raise our families.

We are...

Creative and Innovative

We approach all of our work with a desire to continually challenge ourselves creatively as we advance our program of work by being leaders in our communities, region, and industry.

Respectful and Inclusive

We welcome and respect our team members, our local community members, and our travelers. We recognize we may have different ideas and backgrounds, and treat one another as we would like to be treated.

Community-Driven

We are driven in our work because we are passionate about our communities. Collectively we guide our program to positively impact the place we are so lucky to call home.

Sustainability-Minded and Balanced

We are environmentally-conscious and family-oriented individuals who are mindful of the delicate balance between work and family, the economy, and our environment, and we continuously strive to make a positive impact.

ROOST Staff

Meet the dedicated individuals who work together to drive our program of work.

James McKenna CHIEF EXECUTIVE OFFICER	Daniel Cash SENIOR DESIGNER	Katie LaLonde TUPPER LAKE + HAMILTON CO. REGIONAL MANAGER
Mary Jane Lawrence CHIEF OPERATING OFFICER	Nick Donaghy WEB DEVELOPER	Kenzie Marine SARANAC LAKE REGIONAL MANAGER
Jasen Lawrence DIRECTOR OF DIGITAL STRATEGY	Savannah Doviak SPECIAL PROJECTS COORDINATOR	Suzanne Maye LAKE CHAMPLAIN VISITOR CENTER MANAGER
Michelle Clement DIRECTOR OF MARKETING	Layne Dowdall DATA ANALYST	Sharron Miller VISITOR SERVICE MANAGER
John Huttlinger FINANCE + ACCOUNTING CONSULTANT	Catherine Ericson LAKE PLACID COMMUNITY LIAISON	Angie Nevo VISITOR SPECIALIST
Eric Adsit VIDEOGRAPHER	Emilee Hazelden UI/UX DESIGNER	Glenn Pareira ADVERTISING SALES
Sydney Aveson COMMUNICATIONS COORDINATOR	Noah Franklin WEB DEVELOPER	Aurora Pfaff CONTENT COORDINATOR
Jay Bennett DATA ANALYST	Jane Hooper COMMUNICATIONS MANAGER	Buzzy Rickard SALES COORDINATOR
Isabelle Bureau SOUTHERN ESSEX CO. REGIONAL MANAGER	John Huttlinger, III WEB DEVELOPER	Kristin Strack OFFICE COORDINATOR
Marco Carbone WHITEFACE REGION REPRESENTATIVE	Zach LaCourse WEB DEVELOPER	Cody Updike MEDIA COORDINATOR

ROOST Board

ROOST is governed by a Board of Directors representing the regions we serve.

Sarah Wilson, Chair HIGH PEAKS REGION REPRESENTATIVE	Joe Gehm TUPPER LAKE REPRESENTATIVE	James Lemons HIGH PEAKS REGION REPRESENTATIVE
Chandler Ralph, Vice Chair HIGH PEAKS REGION REPRESENTATIVE	Jodi Gunther SARANAC LAKE REGION REPRESENTATIVE	Hillarie Logan-Dechene HAMILTON COUNTY REPRESENTATIVE
Marc Galvin, Treasurer HIGH PEAKS REGION REPRESENTATIVE	Charles “Chip” Grundon WHITEFACE REGION REPRESENTATIVE	Nick Politi HIGH PEAKS REGION REPRESENTATIVE
Lisa Hess-Marks, Secretary ADIRONDACK HUB REGION REPRESENTATIVE	Mark Jessie TUPPER LAKE REPRESENTATIVE	Marian Rapple LAKE CHAMPLAIN REGION REPRESENTATIVE
Karen Dalton LAKE CHAMPLAIN REGION REPRESENTATIVE	Leslie Karasin SARANAC LAKE REPRESENTATIVE	Garrick Smith HIGH PEAKS REGION REPRESENTATIVE

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, sexual orientation, body type, and disability.

To help ROOST weave DEI standards into our program of work, we have formed a DEI committee made of ROOST team members. The committee meets a minimum of once a month to review the progress made and set upcoming goals.

Some of our high level goals include:

- Hosting regular DEI staff training, covering a range of topics.
- Work to bring educational programming to our regional marketing partners.
- Build relationships with and pitch stories to travel writers and influencers that speak to a diverse audience.
- Foster relationships with diverse travel ambassadors to help create authentic content (images, stories, etc.) for the regional websites.
- Identify and develop website resources that more clearly display accessible amenities.
- Continue to grow the All Are Welcome Here campaign. See the Regional Programming section of this plan for more details.



STRATEGIC GOALS

In 2022, ROOST produced an updated 3-year Strategic Plan for the organization. The 2023-2025 ROOST Strategic Plan includes updates to the vision and mission as well as strategic objectives with actionable initiatives and annual timelines for achievement.

The ROOST team and its board of directors are united in our vision for the future. As agreed upon collectively, the strategic plan provides direction and goals to guide our program of work for the coming years.

The development of the strategic framework included:

- Reviewing progress and updating relevant strategies from the 2020-2022 ROOST Strategic Plan that continues to provide benefits for the community and industry.
- Introducing new actionable initiatives to provide benefits for the communities and industry.
- Analyzing strategies from the 2022 Lake Placid & North Elba Destination Management Plan that apply in communities across the greater region.

Furthermore, a Resident and Business Sentiment Survey was executed at the end of the 3rd quarter of 2022 to ensure that the strategic goals and objectives outlined in the plan are in alignment with the needs and wants of our stakeholders and community members in the regions that ROOST serves.

The following is a high-level summary of the Strategic Plan objectives. Throughout this plan, you will find information on different tactics we will take to achieve these objectives.

Strategic Sales & Marketing

- Distribute travelers seasonally, midweek, and geographically
- Position the region as a world-class sport and outdoor recreation destination
- Diversify customer base by expanding destination experiences

Destination Development & Management

- Increase focus on environmental sustainability
- Focus on supporting weather adaptive experiences
- Assist in the implementation of Lake Placid/North Elba DMP
- Foster sustainable communities

Community Engagement & Alignment

- Increase community involvement
- Deepen community awareness of the organization’s program of work
- Improve transparency
- Alignment with community priorities
- Resident quality of life

Sustainable Organization Strategy

- Nurture a strong team
- Foster strong management
- Industry leadership in destination marketing and management
- Cultivate strong community relations



ABOUT THIS PLAN

The 2023-24 Destination Marketing and Management Plan is designed to serve as a roadmap for the team as we work together with our community partners to implement our program of work and execute the goals outlined in the ROOST Strategic Plan.

Traditionally, this document has been created on an annual basis. As ROOST continues to transition into a scope that includes both destination marketing and management initiatives, we have strategically extended the longevity of this plan (two years) to be more accommodating of the wider vision and mission of the organization. To ensure that this document serves as a strong foundation to guide our program of work, while still maintaining the flexibility needed to pivot and address opportunities and challenges as they arise, it will no longer be a stand-alone document. In addition to this plan, we encourage you to check out the following supporting documents for additional details:

End-of-Year Report: Traditionally this document hosted the annual performance snapshot. This can now be found in ROOST's annual end-of-year report.

Additionally, with the transition in data reporting software (see "Data Strategy" in the following pages for more details), we will no longer wait for annual surveys and reports to report on Key Performance Indicators (KPIs). This will allow us the opportunity to report on a more frequent and detailed basis and as a result, improve transparency and deepen community understanding of our program of work - two strategic goals outlined in our 2023-25 Strategic Plan.

ROOST's Annual Budget: To improve understanding the 2023 budget will include a more detailed breakout of per-region expenditures and the priorities for each region.

These resources can be found on [ROOSTADK.com](https://roostadk.com).

DATA STRATEGY

ROOST is a data-driven organization. We utilize a variety of data sources and formats to focus the overall organization strategy and work as efficiently as possible. Utilizing the Zartico Destination Operating System (ZDOS) beginning in 2023, we are able to aggregate key data and reporting into an easy-to-use tool for team members to stay on top of emerging destination and marketing trends. The ZDOS suite also enables ROOST to provide near real-time information to government organizations and community members to be more informed. Some of the Key Performance Indicators (KPIs) monitored include occupancy, visitor-to-resident ratios, resident and visitor usage of areas and venues, visitor direct spending by category, employment and sales tax trends, and marketing reach/effectiveness. For specific KPIs and results, please see ROOST's annual end-of-year report.





SWOT ANALYSIS

By evaluating the strengths, weaknesses, opportunities, and threats to the region, we can develop a greater understanding of how to most effectively position our marketing and management initiatives to best support the communities we serve.



Strengths

- **Recreation:** Critical mass of varied outdoor recreational experiences.
- **Amenities:** Diverse blend of amenities, attractions, and unique experiences.
- **Space:** The Adirondack Park is the largest publicly protected area in the contiguous United States. Low population density provides ample space to spread out and explore.
- **Unique geography:** Diverse and beautiful topography of mountains and lakes.
- **Location:** Within driving distance of major metropolitan areas in the Northeastern U.S. and Southeastern Canada.
- **Comfortable:** Low population density, low crime rate, strong sense of community, and close-knit school systems are a few factors that make the region a strong destination to visit and call home.



Weaknesses

- **Seasonality:** The natural seasonality of the Adirondacks creates unbalanced visitation.
- **Peaks:** Capacity for some resources and experiences see overuse during peak times.
- **Transportation:** Limited air service, mass transit, and ground transportation.
- **Lodging:** Limited availability of modern lodging amenities in some areas. Pressure on housing stock created by short-term rentals in other areas.
- **Workforce:** Declining population, labor force, and housing shortage.
- **Connectivity:** Gaps in cell and high-speed broadband coverage.



Opportunities

- **Diversify experiences:** Expand awareness beyond outdoor recreation offerings to include a greater understanding of culinary, cultural attractions, arts, and agritourism experiences.
- **Inclusive communities:** Foster inclusive communities to attract a more diverse population.
- **Valleys:** Drive midweek and non-peak visitation to create a more consistent economy.
- **Adirondack Rail Trail:** New amenity that offers cross-community movement and new business and transportation opportunities.
- **Call it home:** Travelers see an attractive destination to relocate, raise a family, and start a business.



Threats

- **Economy:** Economic downturn and U.S./Canadian exchange rates can impact travel patterns.
- **Climate change:** With a high concentration of tourism drivers being outdoor activities, the Adirondacks may see a large impact from unseasonable weather.
- **Politics:** Shifts in political policy and perception of the U.S. can impact travel patterns.
- **Natural resources:** Overuse and/or misuse of natural resources will negatively impact communities, the environment, and the traveler experience.
- **Health and safety:** Public health outbreaks pose a threat to our communities and local economy.
- **Community decline:** Lack of destination management, sustainable development, services, regulations, and population decline can result in community decline.

REGIONAL PROGRAMMING

Together we are stronger! There is great value and strength in pooling resources to raise awareness of all the Adirondack region offers to 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

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. See “Visit Adirondacks Initiatives.” The program is coordinated by a part-time program administrator and contracted third-party vendors.

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 in 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 its award amount, the funding is used to support the Visit Adirondacks program, as well as county and multi-re-

gion initiatives that meet the ILNY Matching Funds program requirements.

Visit Adirondacks Program

Collaboratively, the 7 counties that make up the Adirondack Regional Tourism Council (Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren) execute the Visit Adirondacks program. The goal of the program is to build awareness with first-time visitors and position the region as a top destination for outdoor enthusiasts, adventure travelers, history buffs, and cultural and culinary aficionados. Annually, a plan is developed to focus on attracting new visitors through paid digital advertising, public relations, content development and SEO, social media, and in-market printed materials.

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:

REGIONAL DESTINATION MARKETING AND MANAGEMENT CAMPAIGNS

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. 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 marketing and/or sustainable tourism development and management messaging. You will note that with each of the following initiatives, the primary objective(s) from the 2023-25 ROOST Strategic Plan they best align with have been identified.

All Are Welcome ADK

FOSTERING INCLUSIVE COMMUNITIES

ROOST continues to strive to cultivate an environment of respect, compassion, and inclusiveness for the many differences that enrich our regions, including race, ethnicity, religion, gender, age, socioeconomic status, national origin, language, sexual orientation, body type and disability. Our internal DEI (Diversity, Equity, and Inclusion) Committee is dedicated to continuing to review all marketing and management efforts through the lens of DEI in order to identify ways in which we can continue to improve to be more authentically inclusive.

One prong to this initiative is the All Are Welcome Here ADK messaging. In the spring of 2022, ROOST released the first series of “All Are Welcome Here ADK” materials for businesses. The demand for these far exceeded even our own expectations. As a result, additional orders were placed, and All Are Welcome Here window clings are displayed in business windows across our region.

GOALS/PROGRAMMING NOTES

- Increase the number of “All are Welcome ADK” materials on display in businesses year-round.
- Inclusive recognition of holidays and diverse heritage days/months.
- Continued Pride Month recognition through the “Love is Love ADK” campaign each June.
- Continue to focus on authentically expanding the voices and imagery used in all destination marketing efforts.

- Curate thematic itineraries that elevate awareness of cultural attractions, historic sites, and accessible amenities.
- Support events and initiatives that foster a more inclusive Adirondacks.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing: Distribute travelers seasonally, midweek, and geographically.
- Destination Development & Management: Foster sustainable communities.

Adirondack Biking

MOUNTAIN BIKING AND GRAVEL RIDING

In recent years, we partnered with Barkeater Trail Alliance (BETA) and other mountain biking partners from around the region, and 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 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.

GOALS/PROGRAMMING NOTES:

- 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.
- Work with community partners and riders to develop an inventory of rides and supporting content for gravel riding.
- See “Adirondack Rail Trail” for more information.
- Collaborate with bike organizations including but not limited to: Bike Adirondacks, Barkeater Trail Alliance (BETA) and Adirondack Rail Trail Association (ARTA) in order to further advance cycling initiatives.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Position the region as a world-class sport and outdoor recreation destination.
- Destination Development & Management - Foster sustainable communities.

Adirondack Connectivity

LINKING COMMUNITIES TOGETHER

As outlined in ROOST 2023-2025 Strategic Plan, one of the defined marketing initiatives is to “improve interconnectivity across all destination websites through the development of both itineraries and cross-promotion.” The goal of this initiative is to distribute travelers geographically around the region through increasing awareness and understanding of the unique communities, attractions, amenities, and experiences the region has to offer as a whole. Furthermore, helping residents and visitors more easily learn about additional experiences available nearby only further helps increase both the quality of life and visitor experience.

GOALS/PROGRAMMING NOTES

- Redevelop AdirondacksUSA.com to effectively help travelers learn about the different regions ROOST serves and to be a strong platform for collaborative multi-region marketing campaigns (as outlined in the following pages).
- Create a regional online events calendar.

- Develop and implement a strategy to help travelers on one destination website to easily learn more about other nearby destinations as part of their vacation planning process.
- Print collateral for trade shows and in-market travelers to help inform and inspire travelers to explore more of the region.
- Stimulate regional movement by encouraging travelers to “explore more” and take “trails less traveled” while continuing to dovetail in educational messaging in order to avoid relocating tourism stress points from one region to another.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.
- Destination Marketing - Diversify customer base by expanding destination experiences.

Adirondack Culinary Experiences

FARMS, FLAVORS, AND FOODIE FINDS

From cuisine trails and farm-to-table dining to working farms, award-winning breweries, and food-based events, the Adirondacks offer a wide palate of food and culinary experience. As outlined in our 2023-25 ROOST Strategic Plan, we will focus on elevating awareness of the region’s unique cultural and culinary experiences to meet the interests and demands of more diverse leisure travelers.

GOALS/PROGRAMMING NOTES:

- Support Cornell Cooperative and Adirondack Harvest in the elevation of awareness of and user experience with the NY State-designated Adirondack Cuisine Trails.
- Work with community and regional partners and business owners to cultivate and promote food and agriculture events.
- Identify opportunities for storytelling through various media/mediums to support agriculture, food, and beverage industry partners throughout the region.
- Leverage Adirondack Wayfinder as well as other content platforms to showcase farms, restaurants, breweries, distilleries, and other culinary experiences.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.
- Destination Marketing - Diversify customer base by expanding destination experiences.
- Destination Management & Development - Focus on supporting weather-adaptive experiences.

Adirondack Rail Trail

A NEW, YEAR-ROUND MULTI-USE PATH

The 34-mile segment of the Remsen-Lake Placid rail bed is currently being converted to establish a four-season, multi-use path for bikers, hikers, cross-country skiers, and snowmobilers. The new Adirondack Rail Trail will connect Lake Placid, Ray Brook, Saranac Lake, Lake Clear, and Tupper Lake. The first of the three stages is currently scheduled to open in September 2023. The complete trail will open in 2025.

Throughout the planning of this new regional amenity, ROOST has been closely engaged with NYS DEC as a member of their stakeholder group. Additionally, we worked with DEC to develop the official logo and branding package for the Adirondack Rail Trail.

GOALS/PROGRAMMING NOTES:

- Continue to work closely with the NYS DEC, ARTA (Adirondack Rail Trail Association), and the communities along the Adirondack Rail Trail to position the trail as a premier destination for biking, snowmobiling, and outdoor recreation.
- Work with the above-listed entities to coordinate cohesive wayfinding, educational signage, and supporting amenities both along and adjacent to the Adirondack Rail Trail.
- Coordinate with partners to develop a unified marketing message and strategy for the Adirondack Rail Trail.
- Work with communities to identify opportunities for community enhancement and interconnectivity that spurs off from the Adirondack Rail Trail.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Position the region as a world-class sport and outdoor recreation destination.
- Destination Development & Management - Foster sustainable communities.

Adirondack Snowmobile App

SNOWMOBILING IN THE ADIRONDACKS

Snowmobiling continues to be a strong activity throughout the Adirondacks. Data from recent snowmobile surveys show 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 continue to update the Adirondack Snowmobile App. The app helps travelers learn about snowmobiling in the area and navigate the trails/amenities once they are here.

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.
- Work with snowmobile clubs and community entities to help disseminate snowmobile trail conditions.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Position the region as a world-class sport and outdoor recreation destination.
- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.

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 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 and research phases through to the experience phase in their travel journey.

In 2023, 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 (including, but not limited to, targeted motorcycle touring initiatives).
- Increase visitation to unique amenities and attractions.
- Diversify the customer base by expanding the variety of content on food, art, and cultural experiences.
- Distribute travelers from high-use areas and into less frequented communities throughout the region.
- Work with communities and businesses to leverage Adirondack Wayfinder to create and promote thematic tours and itineraries.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Diversify customer base by expanding destination experiences.
- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.

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 in 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 (DEC), the Adirondack Council, and the Adirondack Mountain Club and together launched 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.
- Coordinate with partners to create centralized resources for hiking information.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Development & Management - Increase focus on environmental sustainability.
- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.

Politely Adirondack

SHARING RESPONSIBLE TRAVEL INFO IN A KIND AND FRIENDLY WAY

The “Politely Adirondack” campaign was born from necessity during the COVID-19 pandemic 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 Yardbirds became the unofficial mascots for this message in the Adirondack region as they delivered the message 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.

Since its inception, ROOST has continued to use the “Politely Adirondack” campaign throughout the region to create a cohesive message on expectations and important issues. Since their creation, the “Politely Adirondack” animals have transitioned from strictly

speaking about health and safety protocols to communicating messaging on demonstrating kindness when facing staffing shortages, encouraging residents and businesses to support locally-owned businesses, and communicating information about the Main Street Lake Placid construction project.

As we continue to closely monitor the impacts and pressure points of tourism, the well-recognized “Politely Adirondack” animals will stand ready to be deployed in quick order to introduce preventive and/or corrective measures whenever necessary.

GOALS/PROGRAMMING NOTES:

- Mitigate and prevent negative industry impacts on our communities.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Development & Management - Foster sustainable communities.
- Community Engagement - Resident quality of life.

Regional Event Promotion

CRITICAL MASS OF UNIQUE EVENTS

From arts, music, and cultural events to community-based festivals to world-class sporting events, the region is home to a broad range of events. Gaining a full understanding of all events in the region is not a quick and easy task as currently, you need to visit a variety of sources. With that said, ROOST does maintain the most comprehensive events database for each of the regions ROOST serves. To support our community events we will develop a platform that integrates all of these calendars in one user-friendly events hub.

GOALS/PROGRAMMING NOTES:

- Develop a regional events calendar fed by the database that hosts the 7 regions ROOST serves. That allows users to sort by date, event time, and community.
- Leverage the events calendar to drive website traffic to each of the destination websites to learn more about other amenities and assets the region has to offer.
- Support event planners and coordinators in increasing awareness of their events.
- Support arts and cultural organizations by creating a platform to showcase arts and cultural events on a regional scale.

- Develop and implement a marketing campaign for the new, centralized events calendar.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.
- Destination Marketing - Diversify customer base by expanding destination experiences.
- Destination Development & Management: Foster sustainable communities.

#SkiADK - Ski the Adirondacks

ALPINE SKIING / CROSS-COUNTRY SKIING

ROOST has been continuing to work 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 a 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, 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. Additionally, as climate change continues to negatively impact winter sports, a more concerted effort to raise focus on sustainable practices to save winter will be dovetailed into this campaign.

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).
- Generate leads for remarketing.
- Include messaging on actions the average person can take to reduce their carbon footprint and help mitigate climate change.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Position the region as a world-class sport and outdoor recreation destination.
- Destination Development & Management - Increase focus on environmental sustainability.

#ShopADK

SHOP SMALL AND MAKE A BIG IMPACT

Supporting locally-owned businesses is a critical component of building and maintaining vibrant communities.

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

GOALS/PROGRAMMING NOTES:

- Foster a buy local, support local, state of mind in our communities.
- Support community-driven initiatives and events in collaboration with regional partners (i.e. chambers of commerce, business associations, etc.).
- Raise awareness with visitors of the unique shopping and dining opportunities in the Adirondacks.
- Expand #ShopADK into year-round messaging.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Diversify customer base by expanding destination experiences.
- Destination Development & Management - Foster sustainable communities

2024 Solar Eclipse

THE GREAT AMERICAN ECLIPSE

On April 8, 2024, the Adirondacks will be one of the best locations in the northeast to view a total solar eclipse. A solar eclipse is an astronomical phenomenon in which the sun is obscured by the moon. Total solar eclipses happen over the same place on earth about once every 400 years; this time around, the Adirondacks are directly in the path of totality. This positioning is already attracting the attention of many travelers and journalists.

GOALS/PROGRAMMING NOTES:

- Work with our communities, businesses, attractions, and other regional partners to prepare for a large influx of travelers during what is normally a soft point in the tourism cycle.

- Leverage the 2024 Solar Eclipse to position the Adirondack as a premier destination for stargazing and night sky viewing.
- Often travelers are looking for locations such as mountain peaks to view the solar eclipse. Due to the timing of the Eclipse, in early April, strong messaging and preparation will need to take place to inform travelers about the safety risks and impact on natural resources associated with back-country exploration during mud season.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Marketing - Diversify customer base by expanding destination experiences.
- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.
- Destination Development & Management - Increase focus on environmental sustainability.

Road Cycling Etiquette

SHARE THE ROAD

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.
- Continue to 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 regard to sharing the roadways with cyclists.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Development & Management - Resident quality of life.
- Destination Development & Management - Foster sustainable communities.
- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.

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, and 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 land within these communities, an alliance was formed. As part of this alliance, these five towns identified the opportunity to combine 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 Open Space Institute (OSI) 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.

PROGRAMMING GOALS:

- Continue to build awareness of recreational opportunities available in the Upper Hudson Recreation Hub through the development of website and social media content, public relations efforts, and paid media campaigns.
- Increase UHRH itineraries on Adirondack Wayfinder that interlink the assets between the five communities.
- Leverage the Upper Hudson Recreation Hub to create cross-promotion campaigns between Essex and Hamilton Counties.

- Work with our community partners in the Five Towns to identify ways we can further support their initiative of positioning the region to be an interconnected hub of multi-use trails.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Development & Management - Foster sustainable communities.
- Destination Marketing - Distribute travelers seasonally, midweek, and geographically.

Work ADK

TRANSITION TO LIVE, WORK ADK

Staffing shortages across all industries continue to be a challenge across the nation. In the Adirondacks, the impacts of a shrinking workforce have been amplified by challenges with limited workforce housing, and an aging and declining population. But with challenges, comes a new opportunity. Through a variety of efforts and initiatives, and both public and private sector investment, a variety of new housing opportunities are on the horizon. With this comes an opportunity to support our existing residents as well as to attract new residents to relocate to the region to live, work, do business, and raise a family.

In recent years, in conjunction with supporting these new housing developments, ROOST initiated a Work-ADK campaign that focused on creating awareness around seasonal job opportunities. As more housing opportunities continue to get closer to coming online, this program will transition to focus on attracting new full-time residents to relocate to the region.

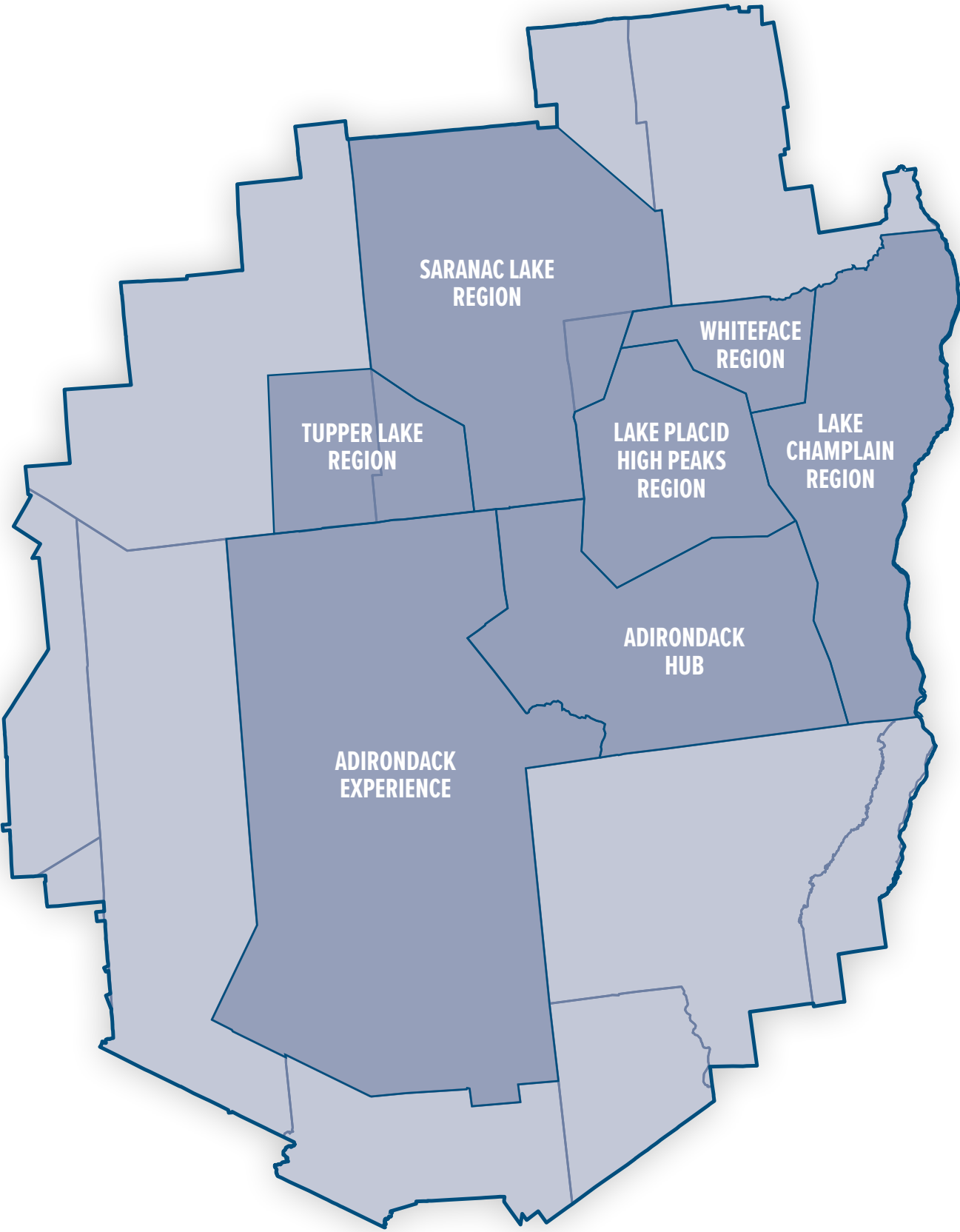
GOALS/PROGRAMMING NOTES:

- Partner with stakeholders to develop a centralized location to find relocation information.
- Continue to support housing and workforce development projects and programs.
- Increase awareness of the Adirondacks as a place to live and work.
- Drive awareness of new housing opportunities.

STRATEGIC PLAN OBJECTIVE(S):

- Destination Development & Management: Foster sustainable communities.
- Community Engagement: Alignment with community priorities.

MEET THE REGIONS



Adirondack Expereince

AdirondackExperience.com

Communities: Arietta, Benson, Blue Mountain Lake, Hope, Indian Lake, Inlet, Lake Pleasant, Long Lake, Morehouse, Raquette Lake, Speculator, Wells

Slogan: Small Towns, Big Outdoors

SOCIAL

- /AdirondackExperience
- Coming in 2023
- @ADKExperience
- /AdirondackExperienceADK

Adirondack Hub

AdirondackHub.com

Communities: Minerva, Newcomb, Schroon Lake, North Hudson

Slogan: Relax, we'll be here

SOCIAL

- AdirondackHub
- Coming in 2023
- AdirondackHub

Lake Champlain Region

LakeChamplainRegion.com

Communities: Chesterfield/Keeseville, Willsboro, Essex, Lewis, Elizabethtown, Westport, Moriah/Port Henry, Crown Point, and Ticonderoga

Slogan: Open Spaces, Legendary Places

SOCIAL

- /LakeChamplainRegion
- @LakeChamplainADK
- /LakeChamplainRegion

Lake Placid/High Peaks Region

LakePlacid.com

Communities: Keene, Keene Valley, Lake Placid

Slogan: Invent Your Own Perfect Day

SOCIAL

- /LakePlacidAdk
- @LakePlacidADK
- @LakePlacidADK
- /LakePlacid

Saranac Lake Region

SaranacLake.com

Communities: Saranac Lake, Ray Brook, Bloomingdale, Lake Clear, Gabriels

Slogan: Decidedly Different

SOCIAL

- /SaranacLakeNewYork
- @SaranacLakeADK
- /@SaranacLake
- /SaranacLakeADK

Tupper Lake Region

TupperLake.com

Communities: Tupper Lake, Santa Clara, Piercefield

Slogan: Connect & Discover

SOCIAL

- /TupperLakeNY
- @TupperLakeNY
- @TupperLakeNY
- /TupperLakeNewYork

Whiteface Region

WhitefaceRegion.com

Communities: Wilmington, Upper Jay, Jay, Au Sable Forks.

Slogan: Get Close

SOCIAL

- /WhitefaceRegion
- @WhitefaceRegion
- @WhitefaceRegion
- /WhitefaceRegion



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.



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



BRAND POSITIONING

Tagline

Adirondack Experience - Small Towns, Big Outdoors.

Brand Statement

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.

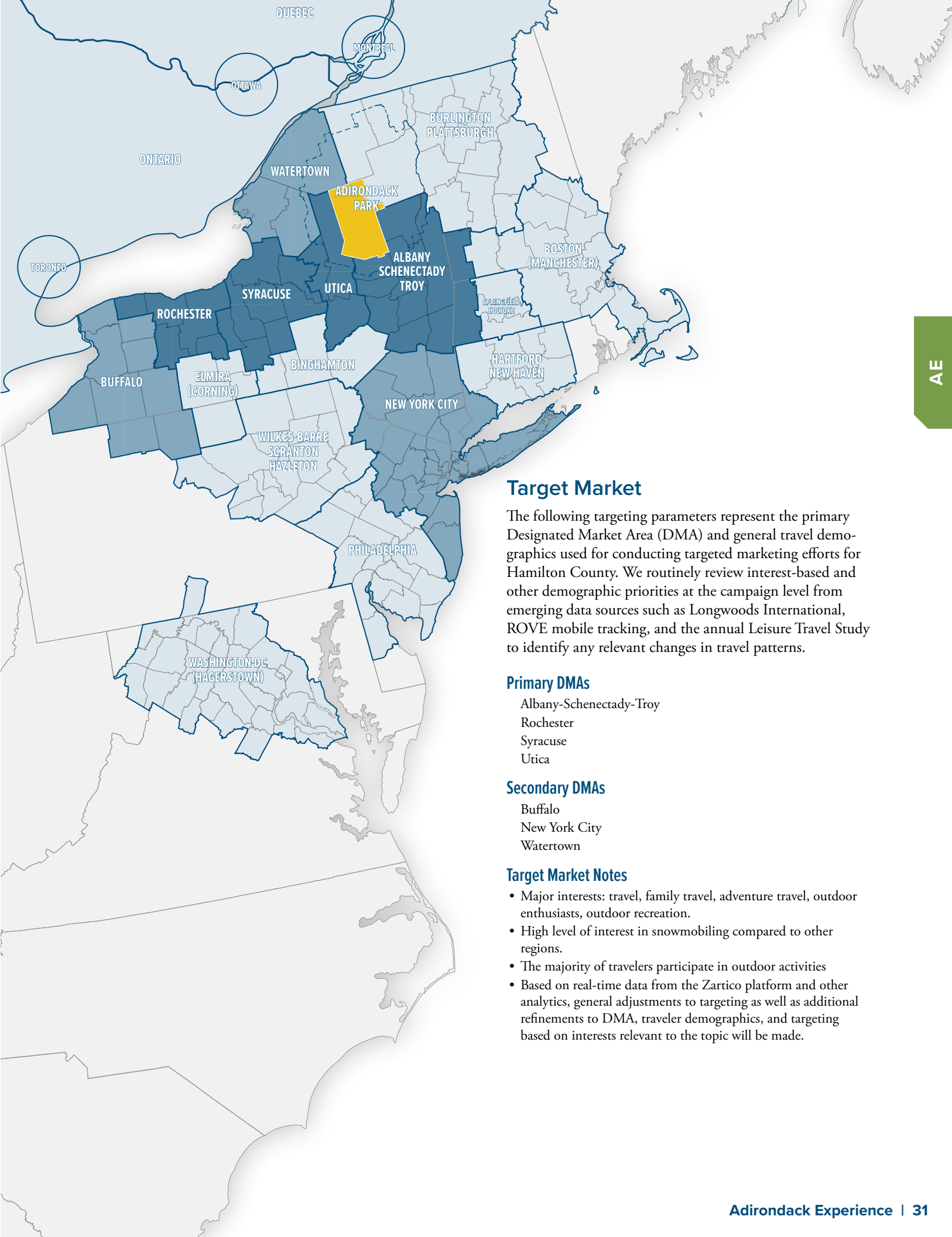
With one-million acres of undisturbed woods, majestic mountains, cascading waterfalls, and pristine lakes, Hamilton County is big on outdoor experiences in all four seasons. This region is especially rich with lakes and myriad waterways, making Hamilton County ideal for enjoying time on the water. Adventurous 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 and Messaging

- | | | |
|-------------------|---------------------------------------|-----------------|
| • Small towns | • Expansive | • Relaxed |
| • Big outdoors | • Rich history | • Timeless |
| • Big adventure | • Eccentric events | • Uninterrupted |
| • Big experiences | • Birthplace of the American vacation | |
| • Charming | | |



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.
- High level of interest in snowmobiling compared to other regions.
- The majority of travelers participate in outdoor activities
- Based on real-time data from the Zartico platform and other analytics, general adjustments to targeting as well as additional refinements to DMA, traveler demographics, and targeting based on interests relevant to the topic will be made.

PROGRAMMING HIGHLIGHTS

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

Brand Strategy

In recent years, ROOST has worked in collaboration with our tourism partners throughout Hamilton County to refine the county’s “Adirondack Experience” brand. The process included a full evaluation of the brand name, messaging, and logo mark. The consensus based on feedback and data tracking was that, rather than pivoting away from the name, to focus on establishing more of a sense of place by showcasing the communities within Hamilton County. The result was the refinement of the messaging and the development of a new logo mark and the “Small Towns, Big Outdoors” tagline to help further showcase the unique towns that make Hamilton County a truly special place to experience.

The brand strategy for Hamilton County is leveraging the “big outdoors,” the hook, to link travelers to the “small town” destinations and experiences within 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.

Website: AdirondackExperience.com

The Hamilton County destination website, AdirondackExperience.com, was launched in early 2022. The new site was developed through input from tourism stakeholders throughout the county by garnering feedback through each stage of development.

Since the new site launched, we have and will continue to track and monitor website performance to make strategic adjustments that improve the user experience and help users easily find and consume informative and inspiring information.

Content Development and SEO

Content marketing continues to prove to be a major cornerstone for informing and inspiring travelers. This includes planning, creating, publishing, and distributing content via the website, social media, email, video, paid advertorial, etc. A high-level overview of our content and social media strategy for Hamilton County includes:

- Planning and executing a regular schedule of new stories and page content updates for the Adirondack Experience website.
- Reviewing existing content for accuracy and formatting to improve Search Engine Optimization (SEO) or, more simply put, the likelihood that the content will appear in search results.
- Developing new content to fill gaps in information and to continue to build awareness for the specific communities within Hamilton County.
- In addition to guiding new content creation, the Search Engine Optimization (SEO) keyword strategy regularly monitors, reviews, and optimizes site content to improve search rankings.

Social Media

By managing social media channels for Hamilton County, we are able to take the story of our region to where our audience is in order to cultivate relationships and inspire the next trip.

- Plan and execute a regular social media content strategy that distributes, shares, and amplifies the major campaign priorities.
- Follow industry best practices to share real-time information and experiences to inspire responsible travel.
- Leverage social media to share and amplify messaging from our community and tourism partners.
- Cultivate relationships with influencers to reach new and diverse audiences.
- Expand social strategy to include Instagram.

Media (photo/video)

ROOST continuously focuses on acquiring rich imagery (both photo and video) for use in all facets of our promotional efforts. In recent years we have intentionally placed a strong emphasis on filling gaps in our media library with authentic images that are inclusive of more people from varying backgrounds so that we can help all feel welcome to experience the joy of exploring Hamilton County.

Additionally, we have been and will continue to acquire and roll out photo/video content focused on showcasing the individual communities’ unique “Small Town” character.

Public Relations/Communications

Public relations activities, and media relations in particular, will support the advertising and other marketing initiatives in Hamilton County by sharing stories of that region - its people, activities, history, and the opportunity for local adventure. Hamilton County’s focus, from a media relations perspective, will include combining information about the undisturbed wilderness of Hamilton County with traditional outdoor Adirondack experiences.

Regional priorities and messaging for Hamilton County includes Adirondack history combined with unspoiled wilderness and local culture. ROOST will share information with writers and editors about this area as a remote, peaceful summertime vacation destination, its fall splendor and as an area that is spectacular for stargazing - summer nights and cool, fall evenings. Spectacular by day, or night, in any season. Undisturbed wilderness, small-town charm, Adirondack fire towers, and unique Adirondack experiences will be highlighted throughout communications efforts.

Email Marketing

Email outreach will continue to focus on strengthening our overall 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 based on the content they have engaged with on our websites.
- Adirondack Experience Behavior-based Emails: Abandoned site emails, sign-up welcome emails, etc.
- The Insider: A twice-weekly roundup of community highlights, events, and other important notices from the region.

Print Materials and In-Market Collateral

Ensuring that resources are available to help travelers and residents learn about and navigate the area is important for ensuring a positive experience. In collaboration with our county tourism partners, ROOST has developed rack cards, brochures, travel maps, snowmobile maps and signage, and other materials for use in-market, for information request fulfillment, and for travel/trade shows. ROOST will continue to work with Hamilton County to identify and fulfill these needs as they arise.

Event Support

Events are an excellent tool for showcasing the communities in Hamilton County to a new audience, strategically driving traffic to particular soft points (i.e. mid-week, shoulder season, etc.), and stimulating community pride. ROOST is committed to working with the region and its various event organizers to promote and support events.

ROOST’s support for events in Hamilton County includes:

- Event calendar management:
 - » Management of the most comprehensive events calendar for Hamilton County (AdirondackExperience.com/events).
 - » Working with event organizers to ensure all events are included with a strong listing on the events calendar.
- The “Adirondack Experience Insider” is an email that is delivered twice a week with upcoming events, important local notices, and more. In addition to focusing on the content in the Insider, increasing the local subscriber list for the Insider is also a priority.
- Raising awareness of events through content writing, photo/video, PR support, and paid targeted ad placement as applicable.
- Assisting community partners with adding major events to the I Love NY website.

See the Regional Event Promotion in the Regional Programming Section of this plan for additional event promotion activities.

Supporting Destination Development & Management

- In 2022, we collaborated with Hamilton County to transition the popular Fire Tower and Waterfall Challenges to an online registration format. In coordination with the Hamilton County Tourism office, we took the opportunity to collect donations that can go towards further trail improvements. With that structure now in place, we look forward to working with the county to utilize funding to advance these improvements.
- Continue to foster conversation and action that create synergy between local grassroots, organization, and community based initiatives. Some of these Recreational Amenity Enhancement initiatives include: Hamlets to Huts, Trails to Prosperity, Adirondack Cycling Strategies, 5-Towns Initiative, etc.
- Promotion and support of new business development and existing business expansion.
- Work with cultural attractions and community partners to develop collaborative promotional strategies and itineraries.
- 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).

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 Travel

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

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:

- Host 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.*

overhead, while plants and trees burst with picturesque new growth in this natural playground.

Major Components:

- Whitewater rafting
- Birding
- Waterfall hikes

- Low elevation hikes and nature walks

Campaign Notes:

- Date Range: Late March - Mid-May
- In addition to traditional targeting, target day-trippers from the Capital District.

Summer Travel

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:

- Hiking
 - » Waterfall Challenge
 - » Firetower Challenge
 - » Trails less traveled
- Watersports
 - » Whitewater rafting
 - » Paddling
 - » Boating
 - » Swimming
- Camping
- Biking
- Cultural attractions
- Small town experiences

Campaign Notes:

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

Fall Travel

SMALL TOWNS, BIG ROADTRIPPING ADVENTURES

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 Travel

SMALL TOWNS, BIG WINTER EXPERIENCES

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-town charm
 - » Events

Campaign Notes:

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

Birding

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

Cultural Attractions

THE BIRTHPLACE OF THE AMERICAN VACATION

Experience small towns packed with big opportunities to explore the arts, culture, and 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, and 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. Durrant

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,

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

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

Long-term campaigns and initiatives that are not season-specific and do not have an expiration date.

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

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

With its rich boreal forests, Hamilton County is well-known among birders for being home to unique species all year long, including many that prefer cold temperatures. During the winter and spring months, birding 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, and Mt Sabbatis Recreation Park in Long Lake, visitors will have more trails to experience.

Cycling

With excellent single-track mountain biking trails such as those at Fern Park and Oak Mountain, unique back-country roads such as those in Speculator and Moose River Plains for gravel riding, 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 Boreal 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 two 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 both 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 experi-

ence: 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.

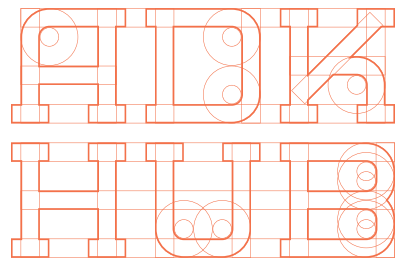
Whitewater Rafting

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 whitewater 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 POSITIONING

Tagline

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

Brand Statement

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.

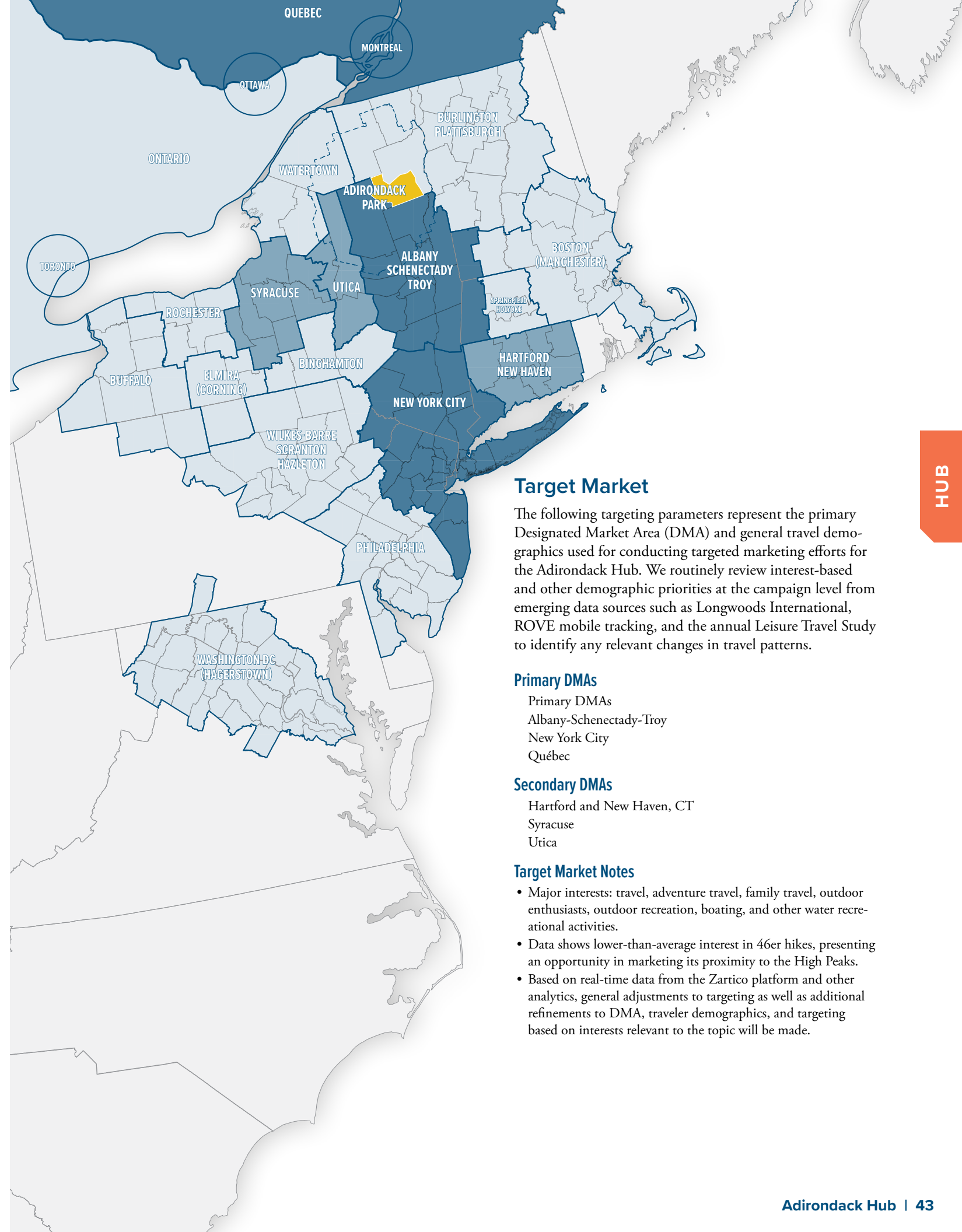
The Adirondack Hub is a central launching point for year-round adventure. The four towns that comprise the hub — Minerva, Newcomb, North Hudson, and Schroon Lake — are easy to get to, and the space between them includes vast tracts of public land. These impressive and beautiful expanses of mountains, 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 back-country 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 cornerstones for the tone and messaging to differentiate the Adirondack Hub region.

The Adirondack Hub Is...

- Adventure
- Family
- Interconnected
- Unplugged
- Refreshingly nostalgic
- Unspoiled wilderness
- Embracing Adirondack roots
- Launch point
- Easy to get to
- Expansive



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 DMAs

Primary DMAs
Albany-Schenectady-Troy
New York City
Québec

Secondary DMAs

Hartford and New Haven, CT
Syracuse
Utica

Target Market Notes

- Major interests: travel, adventure travel, family travel, outdoor enthusiasts, outdoor recreation, boating, and other water recreational activities.
- Data shows lower-than-average interest in 46er hikes, presenting an opportunity in marketing its proximity to the High Peaks.
- Based on real-time data from the Zartico platform and other analytics, general adjustments to targeting as well as additional refinements to DMA, traveler demographics, and targeting based on interests relevant to the topic will be made.

PROGRAMMING HIGHLIGHTS

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

Brand Strategy

When it comes to brands, the Adirondack Hub brand is relatively new for the region and a continued focus will be on educating locals, travelers, and regional residents on what/where the Adirondack Hub is and the unique opportunities the region offers. Leveraging the location of the communities that make up the Adirondack Hub (the region’s ease of access) as well as the interconnectivity of the region will be cornerstones of our destination marketing campaigns outlined in the following pages.

Furthermore, we will continue to work with community leaders and tourism partners on the continued implementation of the brand. This will include, but not be limited to, identifying opportunities for placemaking efforts and consistent regional use of the branding. As part of this collaborative effort, we will review the messaging and tagline tied to the branding to ensure that it is clear, concise, memorable, and accurately depicts the experiences throughout the region.

Website: AdirondackHub.com

The destination’s website, AdirondackHub.com, was launched in 2020 with the rollout of the new brand for the region. Since its initial launch, we have been monitoring and tracking the site’s website performance to make adjustments to improve the user experience.

In the coming year, we will execute a full site audit to identify strategic structural improvements that will help travelers easily and accurately use the website to plan their trips to the Adirondack Hub region. Additionally, we will work closely with businesses throughout the region to ensure all are taking advantage of having a strong presence on the site.

Content Development and SEO

Content marketing continues to prove to be a major cornerstone for informing and inspiring travelers. This includes planning, creating, publishing, and distributing content via the website, social media, email, video, paid advertorial, etc. A high-level overview of our content and SEO strategy for the Adirondack Hub includes:

- Planning and executing a regular schedule of new stories and page content updates for the Adirondack Hub website.
- Reviewing existing content for accuracy and to improve Search Engine Optimization (SEO) or, more simply put, the likelihood that the content will appear in search results.
- Developing new content to fill gaps in information and to continue to help travelers understand what/where the Adirondack Hub is.
- In addition to guiding new content creation, the Search Engine Optimization (SEO) keyword strategy regularly monitors, reviews, and optimizes site content to improve search rankings.

Social Media

By managing social media channels for Adirondack Hub, we are able to take the story of our region to where our audience is in order to cultivate relationships and inspire the next trip.

- Plan and execute a regular social media content strategy that distributes, shares, and amplifies the major campaign priorities.
- Follow industry best practices to share real-time information and experiences to inspire responsible travel.
- Leverage social media to share and amplify messaging from our community and tourism partners.
- Cultivate relationships with influencers to reach new and diverse audiences.
- Expand social strategy to include Instagram for the Adirondack Hub.

Media (photo/video)

ROOST continuously focuses on acquiring rich imagery (both photo and video) for use in all facets of our promotional efforts. To help build brand awareness for the Adirondack Hub as a must-visit travel destination, media acquisition and production will be focused on road trip itineraries that showcase the region’s ease of access off of I-87, its interconnectivity, and its variety of offerings.

Additionally, in recent years we have intentionally placed a strong emphasis on filling gaps in our media library with authentic images that are inclusive of more people from varying backgrounds so that we can help all feel welcome to experience the joy of exploring the communities within the Adirondack Hub.

Public Relations/Communications

Public relations activities and media relations for the Adirondack Hub will also align with advertising and other marketing initiatives. The Adirondack Hub has a great deal to offer, from a media relations perspective. ROOST will share information that positions the region as a family-friendly vacation area, serving as a gateway to the High Peaks region. The focus will be on the Adirondack Hub as easily accessible and centrally located, with small towns, quaint shops, charming restaurants, and diverse cultural events that allow families to share a “classic” Adirondack vacation. Another key message that will be included is that this region provides the perfect launch point for year-round Adirondack adventure.

Regional priorities and messaging for the Adirondack Hub includes developing the idea of vacation nostalgia. ROOST will encourage story ideas that offer the region as a classic vacation destination - a road trip that ends with a charming place to stay, cute villages to explore, and clear Adirondack lakes for swimming and paddling. This area offers relaxing vacation opportunities, with an introduction to Adirondack adventure. ROOST will highlight myriad outdoor adventure opportunities and showcase their interconnectivity to areas and activities throughout the Adirondacks.

Email Marketing

Email outreach will continue to focus on strengthening our overall 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: A twice-weekly roundup of community highlights, events, and other important notices from the region.

Print Materials and In-Market Collateral

Recently, we worked with the communities within the Adirondack Hub to develop a series of seasonal rack cards for the Upper Hudson Recreation Hub,* a partnership with Indian Lake and Long Lake in Hamilton County. In addition to supporting this effort, a focus will be made on creating materials that help strengthen travelers’ understanding of and ability to navigate around the Adirondack Hub region (Minerva, Newcomb, North Hudson, and Schroon Lake).

As part of the evaluation of the brand messaging mentioned above, we will identify where the gaps in information are and then determine what type of printed collateral can best assist with fulfilling that gap.

* See the Upper Hudson Recreation Hub section in the Regional Programming Section of this plan for more details.

Event Support

Events are an excellent tool for showcasing the communities in Hamilton County to a new audience, strategically driving traffic to particular soft points (i.e. mid-week, shoulder season, etc.), and stimulating community pride. ROOST is committed to working with the region and its various event organizers to promote and support events.

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 (Adirondack-Hub.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. In addition to fo-

- cusing on the content in the Insider, increasing the local subscriber list for the Insider is also a priority.
- Raising awareness of events through content writing, photo/video, PR support, and paid targeted ad placement as applicable.
- Assisting community partners with adding major events to the I Love NY website.

See the Regional Event Promotion in the Regional Programming Section of this plan for additional event promotion activities.

Supporting Destination Development & Management

As outlined in our 2023-25 ROOST Strategic Plan, one of the primary objectives of our program of work is fostering sustainable communities through supporting actionable destination development and management initiatives. Specific to Minerva, Newcomb, North Hudson, and Schroon Lake, some of these initiatives will include, but are not limited to:

- Upper Hudson Recreation Hub Initiatives (Formerly Known As 5 Towns)
 - » Supporting the advancement of interconnectivity of the Upper Hudson Recreation Hub, which 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.
 - » Advocate for further planning and execution of the Upper Hudson Recreation Hub Master Plan.
 - » Identify and execute cross-promotional opportunities between Essex County and Hamilton County.

See Upper Hudson Recreation Hub under Regional Programming for additional marketing opportunities.

- Support the development of main streets and community enhancement initiatives

- » In collaboration with our community partners, advocate for placemaking and improved accessibility throughout the region as identified in the brand strategy.
- » Support initiatives that advance the destination and increase the quality of life for residents in the Adirondack Hub.
- » Engage with community members to stay ahead of and mitigate tourism pressure points.

Fostering Regional Collaboration

Working collaboratively and building strong partnerships 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 organizations, communities, regions, and projects. Some of the activities to help continue to move us in this direction include:

- ROOST will coordinate working groups to execute initiatives outlined in this plan in order to help stimulate and execute forward-thinking regional strategies.
- Regular email updates to community and business partners in the Adirondack Hub, highlighting the current program of work and identifying what is coming up next.
- Support efforts and initiatives of the Schroon Lake Chamber of Commerce, Town of Newcomb Tourism Office, and the business community throughout the region.
- Develop and enhance programs that move travelers around the region (regional event calendar, guides, itineraries, etc).
- Identify and support regional partnership opportunities between the communities within the Adirondack Hub 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.

Summer Family Travel

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.

Major Components:

- Nostalgic travel experience
 - » Arts and culture
 - » Family activities
 - » 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+

Summer Adventure Travel

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.

Major Components:

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

- Paddling
- Camping
- Biking, birding, fishing, and horseback riding

Campaign Notes:

- Date range: April - October

Fall Travel

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.

Major Components:

- Fall foliage
- Camping
- Hiking
- Fall drive itineraries - Upper Hudson Recreation Hub
- Curated outdoor activities: Great Camp Santanoni / Adirondack Interpretive Center / Open Space Institute at Upper Works / outfitters / Frontier Town Gateway
- Hunting

Campaign Notes:

- Date Range: August - October
- Leverage Adirondack Wayfinder for fall touring
- Late Fall: Hunting-specific content development and placements.

Winter Travel

THE ADIRONDACK HUB IS...WINTER ADVENTURE

Snow-capped trees and mountains make winter travel in the Adirondack Hub just as picturesque as ever. Snowshoeing, skiing, snowmobiling, and ice fishing fill your itinerary with boundless winter fun.

Major Components:

- Brand awareness
- Short drive, right off of I-87
- Snowshoeing
 - » Easy - AIC
 - » Moderate - Wilderness areas
 - » Hard - High Peaks hiking
- Winter preparedness
- Cross-country skiing
- Alpine - Gore Mountain

Campaign Notes:

- Low-hanging fruit: Short drive/day trips from Albany/Capital District
- After the hook, make the sale to “make it a long weekend” to tie in lodging and extend the length of stay.
- Snowmobiling - See Adirondacks, USA Snowmobiling and Upper Hudson Recreation Hub

Brand Positioning

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 breath-taking 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.

Major Components:

- 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:

- 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 the length of stay.
- Snowmobiling - See Adirondacks, USA Snowmobile / Upper Hudson Recreation Hub
- Targeting: Retargeting campaign
- Develop a new landing page as part of the new “First Time Visitor” content.
- Update seasonally

Evergreen Campaigns

Long-term campaigns and initiatives that are not season-specific and do not have an expiration date.

Major Components:

- Brand awareness
- Location positioning
- Community awareness and storytelling
- Lead generation
- Leave No Trace / Love Your ADK

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 Adirondack Hub is centered around the lake itself, Schroon Lake, Lake Harris, and Minerva Lake provide many family-friendly opportunities for boating, paddling, water sports, fishing, and swimming. Public beaches are always popular sunny spots for travelers of all ages. Motels and cottage rentals provide travelers with a slice of lakefront living.

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 in northern New York, the Adirondack Hub is easily accessible for visitors from southern and western New York. Communities are within easy driving distance of each other, while activ-

ities and adventures, such as popular hikes, paddles, and adventures 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:

- Newcomb Winterfest (Newcomb, February)
- Ice Fishing Derby (Schroon Lake, March)
- Minerva Day Celebration (Minerva, July)
- Schroon Lake 4th of July Celebration (Schroon Lake, July)
- Folk Music Festival (Schroon Lake, August)
- Teddy Roosevelt Weekend (Newcomb, September)
- Adirondack Marathon Distance Festival (Schroon Lake, September)
- Schroon Lake Labor Day Weekend (Schroon Lake, September)
- Olde Tyme Christmas Celebration (Schroon Lake, December)

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 access to the High Peaks, exploration of the Pharaoh Lake Wilderness Area, and wilderness walks perfect for all ages at the Adirondack Interpretive Center. During the Winter months, snowshoeing options are endless; whether you decide to snowshoe up the High Peaks or choose a nature trek through the woods, the options are endless in the Adirondack Hub.

Horseback Riding

In addition to being the home of Frontier Town Campground, Equestrian and Day Use Area, the Adirondack 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 at further positioning the Adirondack Hub as a premier destination for horseback riding.

Hunting

Vast open areas of the Adirondack Hub make it an ideal area for hunting those big bucks. Licensed outdoor guides are available to help navigate the wild terrain. Lodging properties and restaurants often stay open longer to help accommodate for the influx of hunters.

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, which now involves a new paddling challenge, 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 its 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, snowmobiling, 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/Keeseville, 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 POSITIONING

Tagline

Open Spaces, Legendary Places.

Brand Statement

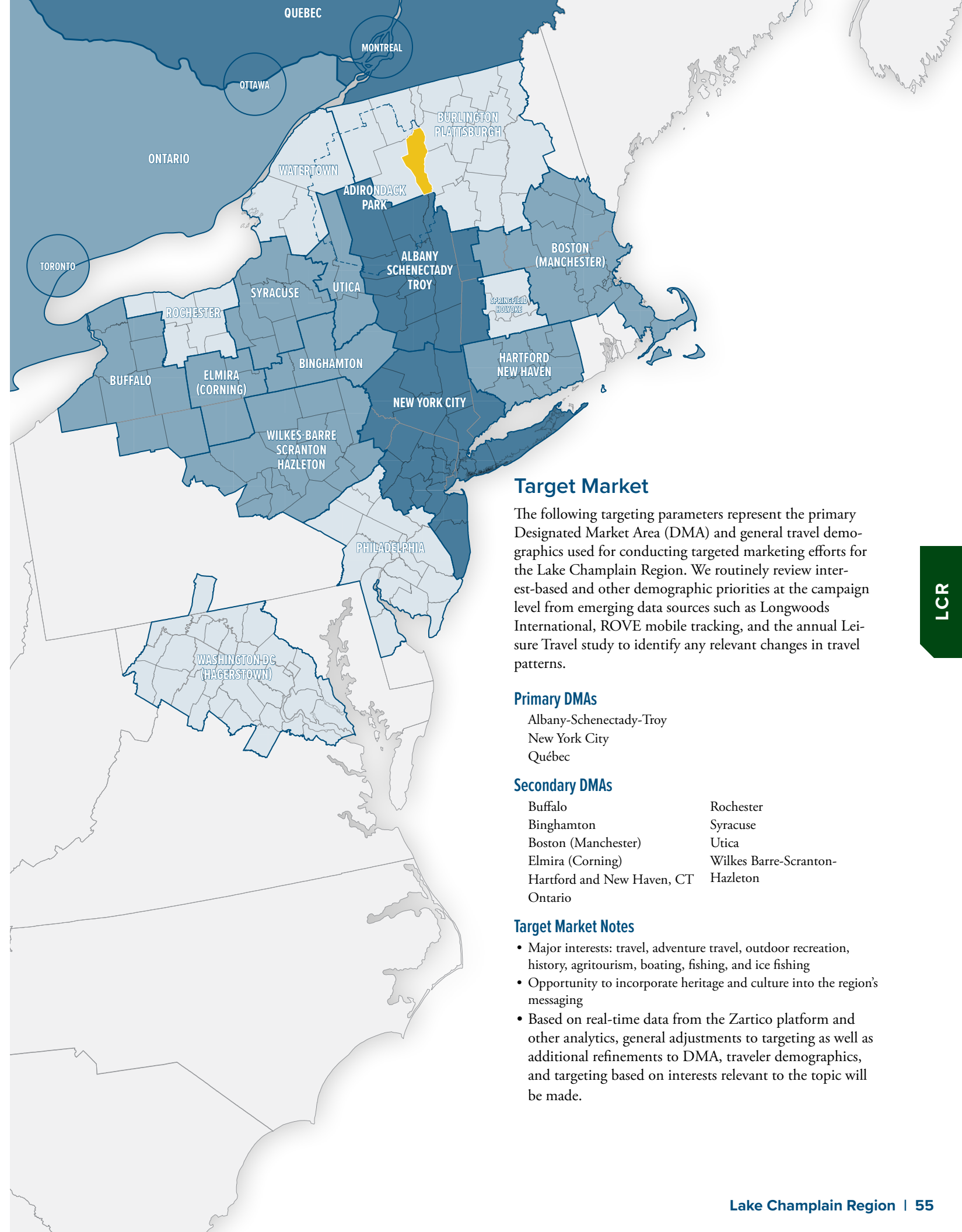
Situated where New York's Adirondack Mountains meet breathtaking Lake Champlain, the Lake Champlain Region offers a calm, laid-back destination only a few hours driving distance from major metropolitan areas in the Northeast.

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
- Legendary vistas
- Quaint communities
- Interconnected
- Flourishing
- Historic
- Champ's place



PROGRAMMING HIGHLIGHTS

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

Brand Strategy

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

This effort has been instrumental in developing stronger and more cohesive campaign messaging for the Lake Champlain Region. Following the branding, a new guide and website were developed (see the following sections for further details), leveraging this new brand. As we move forward for the Lake Champlain Region, we will work with the communities as well as our tourism partners to identify opportunities for placemaking and other in-market awareness. This will allow us to reinforce the brand that travelers engage with prior to their visit as they navigate and enjoy this legendary area.

Website: LakeChamplainRegion.com

The destination website for the Lake Champlain Region, LakeChamplainRegion.com, was redeveloped and launched in 2022. A committee of tourism and community stakeholders representing various sectors was instrumental in guiding the website design by providing feedback through each stage of development.

Since the new site launched we have and will continue to track and monitor website performance to make strategic adjustments that improve the user experience and help users easily find information and inspiring content.

Content Development and SEO

Content marketing continues to prove to be a major cornerstone for informing and inspiring travelers. This includes planning, creating, publishing, and distributing content via the website, social media, email, video, paid advertorial, etc. A high-level overview of our content and SEO strategy for the Lake Champlain Region includes:

- Planning and executing a regular schedule of new stories and page content updates for the Lake Champlain Region website.
- Reviewing existing content for accuracy and to improve Search Engine Optimization (SEO), or more simply put, the likelihood that the content will appear in search results.
- Developing new content to fill gaps in information and to continue to help travelers discover the Lake Champlain Region’s “Open Spaces” and “Legendary Places.”
- With the launch of the new website, new community pages were created for each of the communities that make up the Lake Champlain Region. We will work with businesses, organizations, and community partners in each of the communities to ensure all are aware of these pages and identify ways to improve and enhance the information available on each.
- In addition to guiding new content creation, the Search Engine Optimization (SEO) keyword strategy regularly monitors, reviews, and optimizes site content to improve search rankings.

Social Media

By managing social media channels for Lake Champlain Region, we are able to take the story of our region to where our audience is in order to cultivate relationships and inspire the next trip.

- Plan and execute a regular social media content strategy that distributes, shares, and amplifies the major campaign priorities.
- Follow industry best practices to share real-time information and experiences to inspire responsible travel.
- Leverage social media to share and amplify messaging from our community and tourism partners.
- Cultivate relationships with influencers to reach new and diverse audiences.

Media (photo/video)

ROOST continuously focuses on acquiring rich imagery (both photo and video) for use in all facets of

our promotional efforts. As we move forward, media acquisition and production will be focused on curating brand stories that are in alignment with the major campaigns for the Lake Champlain Region. Alongside these high-production efforts for paid media placements, we will create short format real-time story content that will drive conversations and engagement on social media (e.g., Instagram Reels, YouTube Shorts, etc.).

Additionally, in recent years we have intentionally placed a strong emphasis on filling gaps in our media library with authentic images that are inclusive of more people from varying backgrounds so that we can help all feel welcome to experience the joy of exploring the communities within the Lake Champlain Region.

Public Relations/Communications

Public relations activities and media relations for the Lake Champlain region communities will showcase abundant opportunities for exploration, activity, and relaxation. ROOST will highlight the region by offering information about the area’s wide open spaces and legendary, historic places. Hiking through the region’s history, learning about local agritourism, and taking part in outdoor activities within the region will introduce adventure, history, and local culture.

Regional priorities and messaging for the Lake Champlain region include highlighting the local communities as well as agritourism - focusing on food and drink in the Adirondacks, all combined with information for history buffs. Mountain biking and lower-elevation hiking will also be significant topics of conversation with writers and editors.

Email Marketing

Email outreach will continue to focus on strengthening our overall 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 requested, as well as behaviors learned based on the content they have engaged with on our websites.

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

Print Materials & In-Market Collateral

Ensuring that resources are available to help travelers and residents learn about and navigate the area is important for ensuring a positive experience. These materials can take a variety of forms from banners, signage, posters, and flyers to rack cards, brochures, and maps. For example, in 2022, in conjunction with the launch of a new website, a new Lake Champlain Region guide was developed to help visitors navigate the region and discover all it has to offer. ROOST will continue to work with partners and initiatives throughout the Lake Champlain Region to produce materials for projects that fill an identified need and are in alignment with our strategic goals and objections.

Event Support

Events are an excellent tool for showcasing the communities in Lake Champlain Region to a new audience, strategically driving traffic to particular soft points (i.e. mid-week, shoulder season, etc.), and stimulating community pride. Additionally, they are a great opportunity to highlight history and agriculture, two key differentiators for the region. ROOST is committed to working with the region and its various event organizers to promote and support events throughout the region.

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

- Event calendar management:
 - » Management of the most 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.
- The “Lake Champlain Region Insider” is an email that is delivered twice a week with upcoming events, important local notices, and more. In addition to focusing on the content in the Insider, increasing the local subscriber list for the Insider is also a priority.

- Assisting event coordinators with adding major events to the I Love NY website.
- Raising awareness of events through content writing, photo/video, PR support, and paid targeted ad placement as applicable.

See the *Regional Event Promotion in the Regional Programming Section of this plan for additional event promotion activities.*

Visitor Services

ROOST manages the Lake Champlain Visitors Center, located next to the Crown Point Bridge and Crown Point State Historic Site.

Supporting Destination Development & Management

As outlined in our 2023-25 ROOST Strategic Plan, one of the primary objectives of our program of work is fostering sustainable communities through supporting actionable destination development and management initiatives. Specific to Lake Champlain Region, some of these initiatives will include, but are not limited to:

- Support the development of main streets and community enhancement initiatives
- In collaboration with our community partners, advocate for placemaking and improved accessibility throughout the region as identified in the brand strategy.
- Support initiatives that advance the destination and increase the quality of life for residents in the Lake Champlain Region.

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.

Fishing

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 end-

- Support destination development projects and initiatives within the varying communities within the Lake Champlain Region.

Fostering Regional Collaboration

Working collaboratively and building strong partnerships 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 organizations, communities, regions, and projects. Some of the activities to help continue to move us in this direction include:

- ROOST will work with community members, businesses, and organizations to share updates on our overall program of work, garner updates on community based initiatives, and identify ways in which we can collaborate to advance the region as a strong destination and place to live, work, and raise a family.
- Provide regular email updates to community and business partners in the Lake Champlain Region highlighting the current program of work and identifying what is coming up next.
- Support efforts and initiatives of chambers, developmental groups, and business committees throughout the region.
- Develop and enhance programs that move travelers around the region (regional event calendar, guides, itineraries, etc).
- Identify and support regional partnership opportunities between Lake Champlain Region and other areas of the Adirondacks. For examples, please see Adirondack Wayfinder, Linking Community Together, and Regional Event Promotion under the “Regional Programming” section of this document for some examples.

less. Extensive and interconnected waterways provide 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

Road Cycling

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

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 Travel

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:

- 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 Travel

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 agricultural 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, Fort Ticonderoga’s Heritage, Harvest & Horse Festival, and AppleFolkFest offer an opportunity to connect with local communities and experience the sites that have shaped American history.

Campaign Notes:

- Fall foliage

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

Campaign Notes:

- Date Range: August - October

Winter Travel

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 the 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

- Long-term campaigns and initiatives that are not season specific and do not have an expiration date.
- 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 and Mountain Weavers Farm Store serve as year-round retail markets, 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 community space, small business studios and retail vendors with room and

plans for expansion. Also, Whitcomb's offers special classes and workshops during the summer season.

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. Ausable Marsh WMA, Bouquet River Nature Preserve and Whitcomb's Marsh WMA offer accessible viewing platforms and trails.

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

A diverse selection of events throughout the region packs 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.

- Fort Ticonderoga's Living History Events (Ticonderoga, select dates year round)
- Vintage Snowmobile Races (Port Henry, February)
- Best 4th in the North (Ticonderoga, July)
- Ballard Park Summer Concert Series (Westport, July and August)
- Ticonderoga Area Antique and Classic Car Show (Ticonderoga, August)
- Champ Day (Port Henry, August)
- Essex County Fair (Westport, August)
- Trekonderoga Weekend (Ticonderoga, August)

- Moriah's Labor Day Celebration (Moriah, September)
- Adirondack Harvest Festival (Westport, September)
- Fort Ticonderoga's Heritage, Harvest & Horse Festival (Ticonderoga, October)
- Ticonderoga's North Country Christmas (Ticonderoga, November and December)
- Festival of Trees at the Hancock House (Ticonderoga, November and December)

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. 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 which 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 includes Seymour's Restaurant, a refined dining experience fea-

turing local cuisine and The Taproom, offering regional brews. Seymour’s is 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 (CATS) has in excess of 80 easy to moderate trails totaling more than 200 miles in its collection, and this organization adds more annually. 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. During the Winter months, 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.

Mountain Biking

Elizabethtown is quickly becoming the fastest growing area for mountain biking in the Adirondacks. Emerging mountain biking opportunities include Blueberry Hill Trails and Otis Mountain which create the opportunity for Elizabethtown to become an Adirondack mountain biking mecca. Fat tire biking on these trails during the winter months expands the season. Chasm Trails is another opportunity located near America’s oldest natural attraction, Ausable Chasm.

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: a cyclists’ warning light along a narrow section of winding roadway on 9N & 22 south of Port Henry, as well as maintenance stations with racks and air pumps in Westport and Essex. Lodging properties love catering to traveling cyclists, and most offer bicycle-friendly accommodations and amenities.

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). Sail Adirondacks offers 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 through Lake Champlain’s interconnected waterways from both the north and south ends. The region hosts many Canadian visitors arriving via water every year. The Essex NY-Charlotte VT Ferry operates year round while the Fort Ticonderoga Ferry operates seasonally, both giving the opportunity to get out on the water. Numerous ponds with public access offer paddlers additional options beyond the big lake.



LAKE PLACID

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 POSITIONING

Tagline

Lake Placid - Invent your own perfect day.

Brand Statement

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.

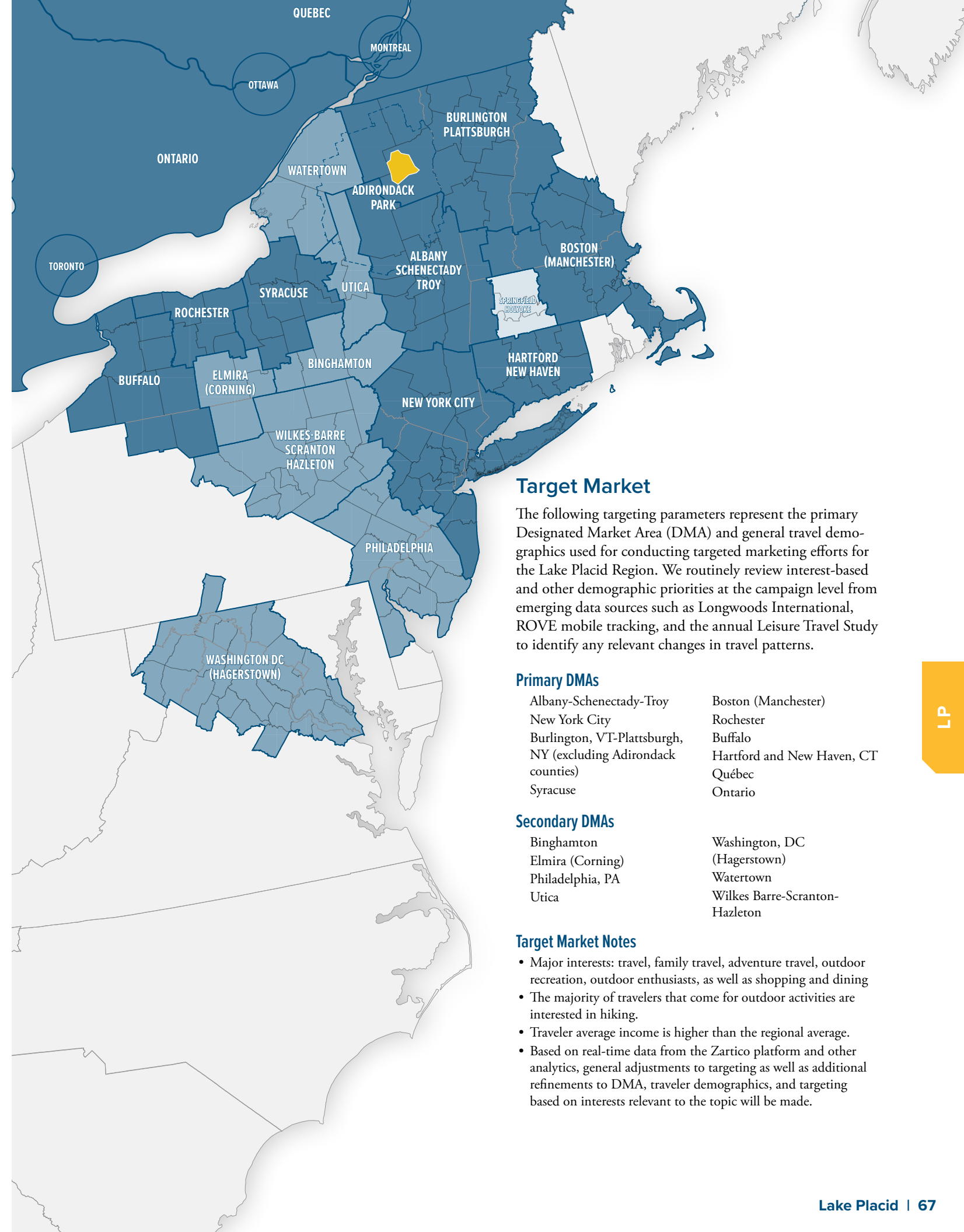
Families like to call this place home because it has a thriving sense of community and it is set away from the more hectic world. A legendary park, bigger than any other in the contiguous United States, protects us. We have clear skies, deep forests, high peaks, lakes of all sizes and shapes, and moose.

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 and phrases have been identified as cornerstones for the tone and messaging for differentiating the Lake Placid region.

- Part of a perfect day
- Perfect getaway
- Romantic
- Be Lake Placid
- Perfect vacation
- Gold standard
- I am Lake Placid
- Adventurous
- Mountain town



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 Placid 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.

Primary DMAs

- | | |
|--|----------------------------|
| Albany-Schenectady-Troy | Boston (Manchester) |
| New York City | Rochester |
| Burlington, VT-Plattsburgh, NY (excluding Adirondack counties) | Buffalo |
| Syracuse | Hartford and New Haven, CT |
| | Québec |
| | Ontario |

Secondary DMAs

- | | |
|------------------|--------------------------------|
| Binghamton | Washington, DC (Hagerstown) |
| Elmira (Corning) | Watertown |
| Philadelphia, PA | Wilkes-Barre-Scranton-Hazleton |
| Utica | |

Target Market Notes

- Major interests: travel, family travel, adventure travel, outdoor recreation, outdoor enthusiasts, as well as shopping and dining
- The majority of travelers that come for outdoor activities are interested in hiking.
- Traveler average income is higher than the regional average.
- Based on real-time data from the Zartico platform and other analytics, general adjustments to targeting as well as additional refinements to DMA, traveler demographics, and targeting based on interests relevant to the topic will be made.

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 Implementation

The Village of Lake Placid, The Town of North Elba, and ROOST have completed the Destination Management Plan (DMP) for Lake Placid/North Elba. The DMP provides 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, to ensure the quality of life for residents, and quality of place for visitors.

Here are the six primary objectives of the Destination Management Plan.

- 1.Diversify and Optimize the Local Economy
- 2.Increase Long-term Resident Housing Diversity
- 3.Address Environmental Sustainability Regionally
- 4.Develop a Dedicated Event Management Strategy
- 5.Align Industry Investments to Benefit Everyone
- 6.Engage All Local and Visitor Audiences

This primary objective related to diversifying and optimizing the local economy is the north star of the Destination Management Plan. The other five objectives in the strategic framework are designed to help support and accomplish that overarching theme.

ROOST is currently working with a committee comprised of representation from the Town of North Elba, the Village of Lake Placid, and local organizations on an implementation strategy for diversifying and optimizing the local economy. The goal of this committee is to establish tactics, timelines, and measurable goals in 2023-2024.

Local Enhancement and Advancement Fund (LEAF)

The North Elba LEAF (Local Enhancement and Advancement Fund) is a perpetual and dedicated fund

for community and tourism enhancements paid for by visitors.

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 Essex County occupancy tax.

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 for final approval. ROOST provides support to the committee in the service of grant administration and compliance. Since the inception of the LEAF program, the Town of North Elba has awarded 35 grants to local nonprofits, public organizations, and municipalities. To learn more about LEAF, visit ROOSTadk.com/LEAF.

Town of Keene

Situated in the High Peaks, Keene and Keene Valley are 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:

- Continue to support the Town of Keene with technical support for the Town of Keene website.
- In collaboration with Essex County, the Town of Keene, NYS DEC, and other partners, support and promote initiatives to help alleviate the stress of

To learn more about the Lake Placid/North Elba Destination Management Plan, visit ROOSTadk.com/Lake-Placid-DMP.

hiker traffic. This includes, but is not limited to, support for the Town and County Hiker Shuttles, providing educational support on Leave No Trace Principles, and supporting the development of a long-term sustainable plan to mitigate challenges and impacts on our natural resources and communities, while improving the overall hiker experience.

- Work with the Town of Keene to identify ways to support the implementation of the 2021 Town of Keene Strategic Plan.
- Position and promote Marcy Field as a recreation hub including, but not limited to, assistance with messaging, signage, and supporting the advancement of recreation goals of the Town of Keene Strategic Plan.

Brand Strategy

Lake Placid has seen, and continues to undergo, a major transformation, from infrastructure upgrades on Main Street and major improvements of the Olympic Legacy Venues to the creation of a new Destination Management Plan which identifies diversifying the economy as its key objective. As these changes take shape, it is the perfect time to review the Lake Placid brand, “Invent Your Own Perfect Day,” which was developed in 2010 ,to ensure that the message is in alignment with the experience Lake Placid offers current residents and future residents as well as travelers to the region.

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.

Website: LakePlacid.com

In 2022, LakePlacid.com saw major enhancements to both help users more efficiently find the information they are looking for, and to help get the information we want users to find in front of them. Some of these improvements included expanding the navigation menu, enhancing the page layout by adding a variety of new display modules, and improving the search functionality. These updates were a result of continu-

ously tracking and monitoring website performance to ensure the best user experience.

LakePlacid.com was originally developed to meet the needs of the traveler first. Times are changing, and so is the website. In late 2023, we will begin the process of a complete redesign for LakePlacid.com. The new website will be created to meet the needs of both residents and travelers. To ensure the website successfully accomplishes this goal, we will be forming a website committee and seeking public input. The committee will consist of members of varying industry and community partners in order to garner input at each stage of development. The anticipated launch of the new site is in early 2024.

Content Development and SEO

Content marketing continues to prove to be a major cornerstone for informing and inspiring travelers and locals alike. This includes planning, creating, publishing, and distributing content via the website, social media, email, video, paid advertorial, etc.

A high-level overview of our content and SEO for Lake Placid includes:

- Planning and executing a regular schedule of new stories and page content updates for the Lake Placid website.
- Reviewing existing content for accuracy and to improve Search Engine Optimization (SEO); more simply put, the likelihood that the content will appear in search results.
- Developing new content to fill gaps in information and/or support new developments.
- In addition to guiding new content creation, the Search Engine Optimization (SEO) keyword strategy regularly monitors, reviews, and optimizes site content to improve search rankings.

Social Media

By managing social media channels for Lake Placid, we are able to cultivate relationships as we inform and inspire people about all that Lake Placid has to offer.

- Plan and execute a regular social media content strategy that distributes, shares, and amplifies the major campaign priorities.

- Follow industry best practices to share real-time information and experiences to inspire responsible travel.
- Engage with residents to provide information on community happenings and stimulate community pride.
- Cultivate relationships with influencers to reach new and diverse audiences.
- Share and amplify messaging from our community and tourism partners.

Media (photo/video)

ROOST continuously focuses on acquiring rich imagery (both photo and video) for use in all facets of our promotional efforts. As we move forward, media acquisition and production will be focused on curating branded visual media that is in alignment with our major campaigns. Alongside these high-production efforts for paid media placements, we will create short format, real-time story content that will drive conversations and engagement on social media (e.g. Instagram Reels, YouTube Shorts, TikTok, etc.).

Additionally, in recent years we have intentionally placed a strong emphasis on filling gaps in our media library with authentic images that are inclusive of more people from varying backgrounds so that we can help all feel welcome to enjoy all that Lake Placid and the High Peaks Region have to offer.

Public Relations/Communications

Public relations activities and media relations for the Lake Placid and High Peaks region will showcase the region as a perfect vacation getaway, its commitment to winter sport, its natural beauty as a mountain community, and easy access to outdoor recreation, while offering visitors comfortable amenities and restaurants. We anticipate that the region will receive a great deal of media attention due to the World University Games early in the year. ROOST continues to support travel writers who visit the Lake Placid area by sharing information about hiking, skiing, mountain biking, and other adventurous outdoor recreation opportunities, often in a reactive manner.

Proactively speaking, one regional goal involves elevating the Keene and Keene Valley communities by sharing what makes them unique. Communication initiatives will showcase Keene and Keene Valley - their location in the middle of the High Peaks, the region's

hiker shuttle service, and stunning scenery. The local amenities, proximity to other regions, and local charm will highlight this area as a must-see destination.

Email Marketing

Email outreach will continue to focus on strengthening our overall 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.

Print Materials and In-Market Collateral

Ensuring that resources are available to help travelers and residents learn about and navigate the area is important for ensuring a positive experience. ROOST creates a variety of these resources throughout the year, including, but not limited to: an annual guide, destination management signage, travel brochures and rack cards, event promotional materials, signage, etc.

Note of Interest: In 2022, ROOST rolled out a new layout for the Lake Placid guide. Rather than being a seasonal guide, the new guide is an annual piece which speaks to the 4-seasons. It was designed to be a useful tool for travelers looking to navigate the region while they are here, as well as to provide the opportunity to upsell travelers on a return visit in a different season. This guide will be updated on an annual basis.

In addition to the guide, a new annual piece will include a culture and recreation map for Lake Placid. Scoping for this project will include community outreach and collaboration with business partners, attractions, etc.

Event Support

Not all events are the same. Some events are exciting opportunities to pull together both community members and travelers to showcase arts, culture, and food while stimulating community pride. Other events are tools for elevating the Lake Placid brand on the world stage in order to reach new audiences and position the region as a location of sports excellence. Events can also be an opportunity for strategically driving traffic to particular soft points (i.e., mid-week, shoulder season, etc.) to strike a more balanced tourism economy.

ROOST is committed to working with the community and its various event organizers to promote and support events throughout the region, while also identifying and executing strategies to alleviate any pressure points that may arise as a result.

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.
- 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. Through the implementation of the Destination Management Plan, we look forward to creating a sustainable Event Management Plan.
- Arts, culture, and entertainment event support:
 - » 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
 - » Lake Placid 4th of July celebration

- » Lake Placid Community Day
- » The Holiday Village Stroll
- » Misc. 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 was to gather information through surveys, interviews, and conversation with Ironman representatives. Once the information was reviewed, a series of action items was created to help address the concerns and impacts the communities experience during the Lake Placid IRONMAN training and race weekend. The task force will continue to be an active committee through the current contract to continue to improve the training and race environment for the communities impacted by the race and the athletes.

• 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.

See the Regional Event Promotion in the Regional Programming Section of this plan for additional event promotion activities.

Community Support and Engagement

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

- 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).

Visitor Services

ROOST operates the Lake Placid Visitors Bureau located within the Conference Center at Lake Placid. Our knowledgeable team of Visitor Service Specialists

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 Travel

SUBHEADER

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 snow-shoeing, 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 Travel

SUBHEADER

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

manages this busy information hub 7 days a week. Additionally, this is the headquarters for information inquiries and fulfillment of phone and online requests.

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.

Major Components:

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

Campaign Notes:

- Date Range: March - May

Summer Travel

SUBHEADER

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 Legacy Sites 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 sites
- 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 Travel

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 have been working 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.
- Promote the cultural festivities happening in conjunction with the games.
- Showcase the major recent capital infrastructure improvements on Main Street Lake Placid and the Olympic sites.
- To continue to leverage the games to attract attention and investment to address community needs; for example, increasing the diversity of housing stock.

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 getaways
- Mountain biking
- Skiing
- Cross-country skiing
- Shopping as part of your day

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, of the hiker shuttles.

- » Leave No Trace messaging will be woven into campaigns, social media, content development, etc. Additionally, the hiking content on Lake-Placid.com will be reviewed and updated to align with the “hiking the right way” messaging.

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, concerts, and festivals 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 and the Songs at Mirror Lake Music Series brings a show to Mid’s Park every Tuesday evening. 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. We will continue

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

WorkADK

- Hiring toolkits, getting employees here (using on-line resources like Indeed, support from ROOST)

Evergreen Campaigns

Long-term campaigns and initiatives that are not season-specific and do not have an expiration date.

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK
- Event support and promotion

to promote events such as live music, celebrations, and weekly specials through our Insider, social media, influencers, and stories. A special emphasis will be on chefs in the area to draw more here and feature skills and training. There is an abundance of outdoor dining with views of mountains and lakes on and off of Main Street, Lake Placid.

Events

The Lake Placid region boasts a diverse and robust event schedule. Every year, Lake Placid is host to world-class sporting events, a unique variety of arts, music, and cultural events, and recurring farmers markets in Keene and Lake Placid. Events bring people together, celebrate the community, and are a useful tool for driving traffic to soft points throughout the year. Some of the major annual events on the calendar include, but are not limited to:

- 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 Classic Half-Marathon and 10K
- Lake Placid Center for the Arts (LPCA) events

- Lake Placid Community Day
- Lake Placid Film Festival
- Lake Placid Holiday Village Stroll
- Lake Placid Marathon and Half Marathon
- Lake Placid Sinfonietta
- Open Sky Music Festival
- Songs at Mirror Lake
- Summit Lacrosse
- World Cup events
- 2023 Lake Placid FISU World University Games

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 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, and Santa Ski Day provide additional incentives to visit Lake Placid and invent your perfect holiday. Shopping in Lake Placid is perfect for finding unique gifts and supporting small businesses.

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. Lake Placid is known for its reasonable season and day passes. Ambassadors and Influencers will add to the golfing experience in Lake Placid and show the popularity.

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 recreationists to discover the Adirondacks in a deeper and more meaningful way.

Hiking Responsibly

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 focus on alternative hiking “hidden gems” and unique nature walks. Additionally, distributing important information on hiking shuttles, hiker parking and permits (Adirondack Mountain Reserve), as well as hiker alerts (weather, etc.) will be at the forefront of all hiking promotional efforts.

Lake Placid Legacy Sites

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. There have been many updates and changes to these venues aimed at enhancing user experience. Mount Van Hoevenberg recently opened the Mountain Pass Lodge, which serves as the Nordic center, Mountain Coaster check-in, and dining locale. 5km of new ski trails were also 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 continue to 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 from 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 is the new Legacy Lodge at Midstation. This spacious lodge offers skiers and riders food and beverage, multiple seating areas (indoor and out), and restrooms. In 2022-23, 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 and continues to show significant growth in Lake Placid and beyond. The Lake Placid region hosts some of 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 (BETA). There are also two bike shops in Lake Placid: High Peaks Cyclery and Placid Planet, both offering bikes, accessories, rentals, maintenance, and more. We will continue to promote mountain biking and the events around the sport in Lake Placid and surrounding towns such as Wilmington, Elizabethtown, 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 offers a playground for all kinds of outdoor activities. From pastimes like golfing, leaf peeping, 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. See “Love Your ADK” for information about alerts and leave no trace information.

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. From canoeing, kayaking and SUP (Stand Up Paddleboarding), to boating, boat tours, and swimming, watersports are the perfect way to cool down on a hot summer day, or to soak up the fall foliage on beautiful autumn days. The region is positioned well as it offers boat rentals, guides, tours, and lessons, all available for locals and visitors to take part in. Similar to other outdoor recreation activities, emphasis on water safety and education on Leave No Trace principles are part of the overall messaging for water activities in the Lake Placid region.

Weddings

The Lake Placid region is a perfect destination for weddings and reunions. There are a number of 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.

Wellness & Spas

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. A perfect place for brides and grooms to complete their wedding bliss. 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

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.



BRAND POSITIONING

Tagline

Decidedly different, authentically Adirondack

Brand Statement

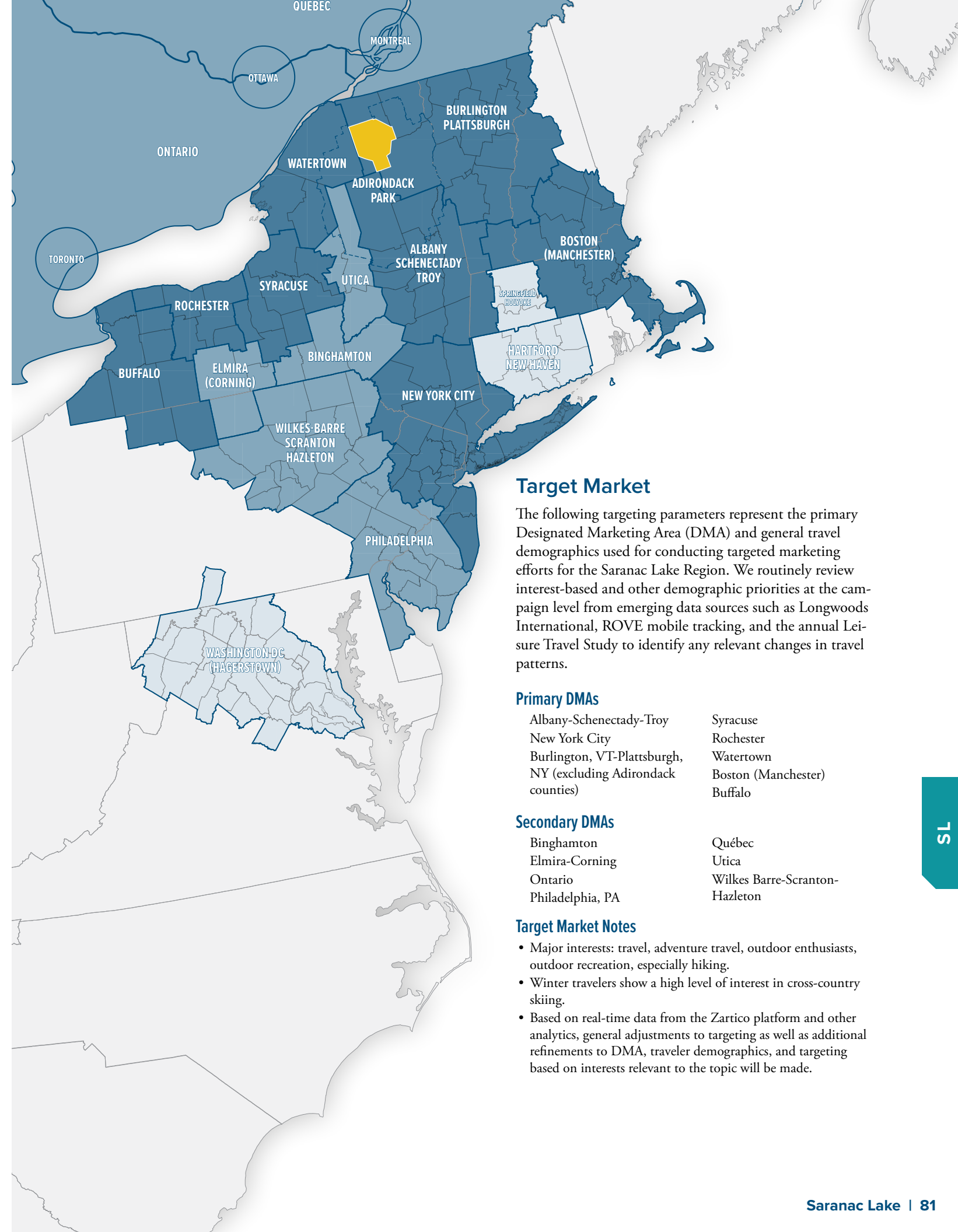
Saranac Lake is a place that's authentically Adirondack and decidedly different. At first glance, it's a historic village where the lakes and mountains are as accessible as the fresh air.

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 community
- Vibrant and colorful
- Independent and strong
- Casual
- Historic
- Lively atmosphere
- Interconnected waterways
- Bold and fun energy
- Downtown
- A beautiful balance is struck



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.

Primary DMAs

- | | |
|--|---------------------|
| Albany-Schenectady-Troy | Syracuse |
| New York City | Rochester |
| Burlington, VT-Plattsburgh, NY (excluding Adirondack counties) | Watertown |
| | Boston (Manchester) |
| | Buffalo |

Secondary DMAs

- | | |
|------------------|--------------------------------|
| Binghamton | Québec |
| Elmira-Corning | Utica |
| Ontario | Wilkes Barre-Scranton-Hazleton |
| Philadelphia, PA | |

Target Market Notes

- Major interests: travel, adventure travel, outdoor enthusiasts, outdoor recreation, especially hiking.
- Winter travelers show a high level of interest in cross-country skiing.
- Based on real-time data from the Zartico platform and other analytics, general adjustments to targeting as well as additional refinements to DMA, traveler demographics, and targeting based on interests relevant to the topic will be made.

PROGRAMMING HIGHLIGHTS

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

Brand Strategy

If there were an award for a community quickly embracing and implementing its brand, Saranac Lake would definitely be in the lead. With that said, the “decidedly different” brand is still relatively new and as noted through the following pages we look forward to collaborating with the community to identify ways in which to assist with further advancement of in-market implementation through continued placemaking and adoption. Additionally, we will strive to execute strong and creative marketing campaigns and initiatives that help the outside world truly understand why Saranac Lake is a “decidedly different” and special place to spend a day, week, and a lifetime.

Website: SaranacLake.com

Saranac Lake’s destination website, SaranacLake.com, was redeveloped and launched in late 2021. A committee of tourism and community stakeholders representing various sectors was instrumental in guiding the website design by providing feedback through each stage of development.

Since the new site launched we have been, and will continue, to track and monitor website performance to make strategic adjustments that improve the user experience and help users easily find and consume information and inspiring content.

Content Development and SEO

Content marketing continues to prove to be a major cornerstone for informing and inspiring travelers and locals alike. This includes planning, creating, publishing, and distributing content via the website, social media, email, video, paid advertorial, etc. A high-level overview of our content and SEO strategy for Saranac Lake includes:

- Planning and executing a regular schedule of new stories and page content updates for the Saranac Lake website.
- Reviewing existing content for accuracy and to improve Search Engine Optimization (SEO); more simply put, the likelihood that the content will appear in search results.

- Developing new content to fill gaps in information and support new developments.
- Increased focus on building out information that connects to strong resources and tells the story of why Saranac Lake is a great place to live, work, do business, and raise a family.
- In addition to guiding new content creation, the Search Engine Optimization (SEO) keyword strategy regularly monitors, reviews, and optimizes site content to improve search rankings.

Social Media

By managing social media channels for Saranac Lake, we are able to cultivate relationships as we inform and inspire people with the story of our special and decidedly different place.

- Plan and execute a regular social media content strategy that distributes, shares, and amplifies the major campaign priorities.
- Follow industry best practices to share real-time information and experiences to inspire responsible travel.
- Engage with our Saranac Lake residents to inform on community happenings and stimulate community pride.
- Cultivate relationships with influencers to reach new and diverse audiences.
- Share and amplify messaging from our community and tourism partners.

Media (photo/video)

ROOST continuously focuses on acquiring rich imagery (both photo and video) for use in all facets of our promotional efforts. As we move forward, media acquisition and production will be focused on curating “Decidedly Different” brand stories in alignment with our major campaigns that tie the creative and vibrant community to the natural beauty of our landscape. Alongside these high-production efforts for paid media placements, we will create short format real-time story content to drive conversations and engagement on social media (e.g., Instagram Reels, YouTube Shorts, etc.).

Additionally, in recent years we have intentionally placed a strong emphasis on filling gaps in our media library with authentic images that are inclusive of more people from varying backgrounds so that we can help all feel welcome to enjoy all that Saranac Lake has to offer. This will continue to be a top priority as we move forward.

Public Relations/Communications

Saranac Lake offers a decidedly different community - one where the arts and outdoor activity sit adjacent to one another; this sentiment will be communicated throughout ROOST’s media relations initiatives. The Saranac Lake region is like many other Adirondack towns, surrounded by lakes and mountains with adventure waiting at its doorstep. What makes it a bit unique is its lively atmosphere where creativity flows, next to the river. The easy access to cultural activities, art, and music coupled with its proximity to outdoor adventure activities offers Saranac Lake a clear differentiator. Outdoor adventure is, quite literally, adjacent to the downtown businesses.

Paddling is one of the area’s key activities - and in true Saranac Lake fashion, visitors can easily combine exploration of the unique downtown with outdoor adventure by paddling through the center of town and near the lake that hugs the village.

Regional priorities and messaging for Saranac Lake also include its position at the intersection of Adirondack adventure and local culture, paddling, and all manner of cold-weather activities.

Email Marketing

Email outreach will continue to focus on strengthening our overall 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.

Print and In-Market Collateral

Ensuring that resources are available to help travelers and residents know about and navigate the area is important for ensuring a positive experience. Often the solution is the development of print materials and/or other in-market collateral. These materials can take a variety of forms from banners, signage, posters, and flyers, to rack cards, brochures, and maps. ROOST will continue to work with community partners and initiatives to produce materials for projects that are in alignment with our strategic goals and objections. For example, a need was recently identified for a map of amenities in Saranac Lake. To fulfill this priority we will be partnering with the Saranac Lake Area Chamber of Commerce to develop a printed map to help travelers who are visiting navigate and learn about the many hidden gems Saranac Lake offers.

Event Support

Events are an excellent tool for showcasing our community, strategically driving traffic to particular soft points (i.e. mid-week, shoulder season, etc.), reinforcing the decidedly different brand, and stimulating community pride. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable year-round events calendar. We will facilitate discussions with community leaders and organizers to identify a plan to take advantage of opportunities, as well as overcome challenges for event execution.

Additionally, ROOST’s support for events in Saranac Lake includes:

- Event calendar management:
 - » Management of the most comprehensive events calendar for the Saranac Lake region (SaranacLake.com/events).
 - » Working with event organizers to ensure all events are included with a strong listing on the events calendar.
- The “Saranac Lake Insider” is delivered twice a week with upcoming events, dining specials, important local notices, and more. In addition to focusing on the content in the Insider, increasing the local subscriber list for the Insider is also a priority.

- Event support and sponsorship and production of in-market staging materials.
- Position Saranac Lake to welcome the world as a host site for the 2023 FISU World University Games and assist with the facilitation of community festivities surrounding the games.
- Raising awareness of events through content writing, photo/video support, PR support, social media, and targeted ad placement for events.

See the *Regional Event Promotion in the Regional Programming Section of this plan for additional event promotion activities.*

Visitor Services

Annually, ROOST financially supports the Saranac Lake Area Chamber of Commerce for the operations of the Saranac Lake Area Welcome Center located at 39 Main Street (inside the Harriestown Town Hall). Additionally, we regularly collaborate to execute projects that further enhance the visitor experience.

Supporting Destination Development & Management

As outlined in our 2023-25 ROOST Strategic Plan, one of the major pillars of our program of work is supporting destination development and management for the region. Specific to Saranac Lake, fostering sustainable communities will be a key driver of our overall program of work. Some of the initiatives to achieve this goal will include, but are not limited to:

- Support of the development of main streets and community enhancement initiatives:
 - » Advocacy, promotion, and support of new community and business developments and expansions.
 - » Work with the community of Saranac Lake to develop a strategy to update the 2009 Destination Master Plan.
 - » Support the Village of Saranac Lake with the continued implementation of the Downtown Revitalization Initiative (DRI).
 - » Work closely with the Saranac Lake Downtown Advisory Board on executing enhancement initiatives.
- Adirondack Rail Trail:

- » With construction underway on the Adirondack Rail Trail, ROOST will work with the community of Saranac Lake, neighboring communities along the corridor, NYS DEC, Adirondack Rail Trail Association (ARTA), and other partners to best position Saranac Lake as the heart of the Adirondack Rail Trail.
- » Ensure a positive user experience through unified wayfinding and interpretive signage, and to help identify funding opportunities for community and regional amenities that support the usage of the trail.
- » See Adirondack Rail Trail under the Regional Programming section of this plan.
- Fostering Sustainable Communities:
 - » 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.
 - » Leverage the implementation of the Lake Placid/ North Elba Destination Management Plan to provide valuable insight and solutions to the community of Saranac Lake for similar community challenges, such as how to handle the impact of short-term rentals on communities as well as tackling housing, workforce, and childcare shortages.
 - » Advocate for placemaking and improved accessibility as we continue to identify opportunities that further enhance the community and the “Decidedly Different” brand.
 - » Support and advocate for improvements in the overall transportation ecosystem including, but not limited to, supporting enhancements to the Adirondack Regional Airport; leveraging the Adirondack Rail Trail, driving supply and demand for interconnected ground transportation linkage through the tri-lakes communities; and improving various bicycle amenities.
 - » As outlined in the event support section of this document, facilitate discussion around devel-

oping a long-term sustainable event execution strategy for Saranac Lake.

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.

Winter Travel

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
- Snowshoeing
- Family activities (Mt. Pisgah, Adirondack Carousel, sledding, open skate, PlayADK, events, etc.)
- Amenities (arts and culture, music, history, lodging, dining, shopping, etc.)
- Snowmobiling - Adirondack Rail Trail

Campaign Notes:

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

Spring Travel

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

Summer Travel

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 biking, 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
- Targeting: family travel, young couples, adventure travelers
- Follow-up campaign with retargeting and in-market targeting for upcoming events and other happenings.

Fall Travel

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.

Paddling

CELEBRATE 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
- Event support: Celebrate Paddling, Willard Hammer Guideboat and Canoe Race, 90-Miler Canoe Classic, ‘Round the Mountain Canoe and Kayak Race.

Campaign Notes:

- Date Range: April - October
- Interest-based targeting

- Event-specific ad placements

Arts, Culture, & Events

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).
- Event support and promotion: 3rd Thursday Art-Walks, ArtMarkets, Music on the Green, Northern Current Music Festival, Plein Air Festival, Winter Carnival.

Campaign Notes:

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

Evergreen Campaigns

Long-term campaigns and initiatives that are not season-specific and do not have an expiration date.

- Brand awareness
- Lead generation
- Leave No Trace / Love Your ADK
- Live Here - youth retention and relocation efforts

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. Saranac Lake is also a centralized hub for families seeking skiing at neighboring Whiteface Mountain, in Wilmington, NY and Titus Mountain in Malone, NY.

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.

Cross-Country Skiing

Winter is a great time to get outside in Saranac Lake. Enjoy 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.

Adirondack Rail Trail

The removal of the former rail ties has provided a flat, packed surface ideal for cross-country skiing. The 34 mile stretch of trail from Tupper Lake to Lake Placid through Saranac Lake and surrounding areas such as Lake Clear and Ray Brook provide plenty of skiing opportunities and connect to other trail systems. Note that these trails are heavily used for snowmobiling as well, so safety measures are strongly encouraged.

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 visit 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, 3rd Thursday ArtWalks, ArtMarkets, Stratton Ride, Olga Race, Northern Current Community Music Festival, Farm2Fork Festival, and the Saranac Lake Farmers Market. In the fall, there is the Indoor Farmers Market & Outdoor Park-it, as well as the Turkey Trot. In winter, some events include Light Up Downtown, First Night, Winter Carnival, ADK Snowshoe Fest, and the Colby Classic. In the Spring enjoy MudFest and the month-long Celebrate Paddling. Throughout the year, enjoy monthly celebrations of First Friday.

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.

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

Family Travel

Saranac Lake is a very family-friendly destination, with activities for families of all ages and abilities. With a wide variety of amenities and interests, there’s something for everyone, in every season. Family attractions include the Adirondack Carousel, local play parks and beaches, hiking trails, paddling excursions, and mountain bike trails, including the BETA trails, Adirondack Rail Trail, and the recently built Pump Track. Enjoy attractions like Paul Smith’s VIC, Adirondack Center for Loon Conservation, and Charles Dickert Wildlife Museum. Find family resources at PlayADK and the Saranac Lake Free Library, or partake in children’s programs at ADK ArtRise, Adirondack Brick, or Goody Goody’s.

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, landlocked 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 and John F. Kennedy International Airport in New York 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 Ray Brook. 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. 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 NYSDEC. Take 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 cultural 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.

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.

Saranac Lake Pump Track

The recently built pump track is within close proximity to the Adirondack Rail Trail and other accessible trails, allowing bikers of all ages to safely access the track. Besides being an innovative play park amenity trending in more and more public spaces, a pump track is a track for wheeled sports equipment that, when ridden properly, does not require pedalling or pushing, but a “pumping” action to maintain momentum.

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. The VIC offers 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 month-long 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.

Snowmobiling

When the snow starts to fall in the Adirondacks, it can only mean one thing: winter is coming and it's time to ride. Home to mile after mile of groomed trails, Saranac Lake and the surrounding area is the best destination for your next snowmobiling adventure. From main corridor trails (7 and 7B) to secondary loops, explore the stunning scenery of the Adirondack Park. Fuel, food, and fun are all trailside here, too, with amenities located right on some of the finest trails around.

Corridor 7

This main trail follows the railroad tracks through Gabriels, Rainbow Lake, and Onchiota. Mostly flat and level route, with a variety of different ecosystems. Midway through the route is Charlie's Inn at Lake Clear, a popular lodging and dining property which welcomes snowmobiles! Total Mileage: 41.74 Club: Franklin Snowmobilers, Inc.

Corridor 7B

Level and flat, between different mountain ranges. Total Mileage: 26.95 Club: Franklin Snowmobilers, Inc. and the Lake Placid Snowmobile Club.

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.

Adirondack Riverwalking & Forest Bathing

Adirondack Riverwalking and Forest Bathing offers winter forest bathing and a fleet of available snowshoes. Winter forest bathing immerses you in the sights, sounds, scents and textures of the forest. Experience mindfulness without trying.

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.

The Adirondack Snowshoe Fest is held annually on the last weekend of February. This all-ages event combines the love of snowshoeing with other fun activities!

Spring in Saranac Lake

As the snows of winter fade and spring enters Saranac Lake, it becomes time to embrace quiet rejuvenation and a 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.

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

Tupper Lake is home to two natural science centers, two “downtown” business districts, and an emerging art scene – all surrounded by the natural beauty of lakes, ponds, and mountains. Since 2014, ROOST has partnered with the Town and Village of Tupper Lake to position the community as a great place to visit, while also focusing on improving the quality of life for its residents/future residents. It is an exciting time for Tupper Lake, and we look forward to working with our partners to continue to advance Tupper Lake as a natural place to connect & discover.



BRAND POSITIONING

Tagline

Tupper Lake is a natural place to connect and discover.

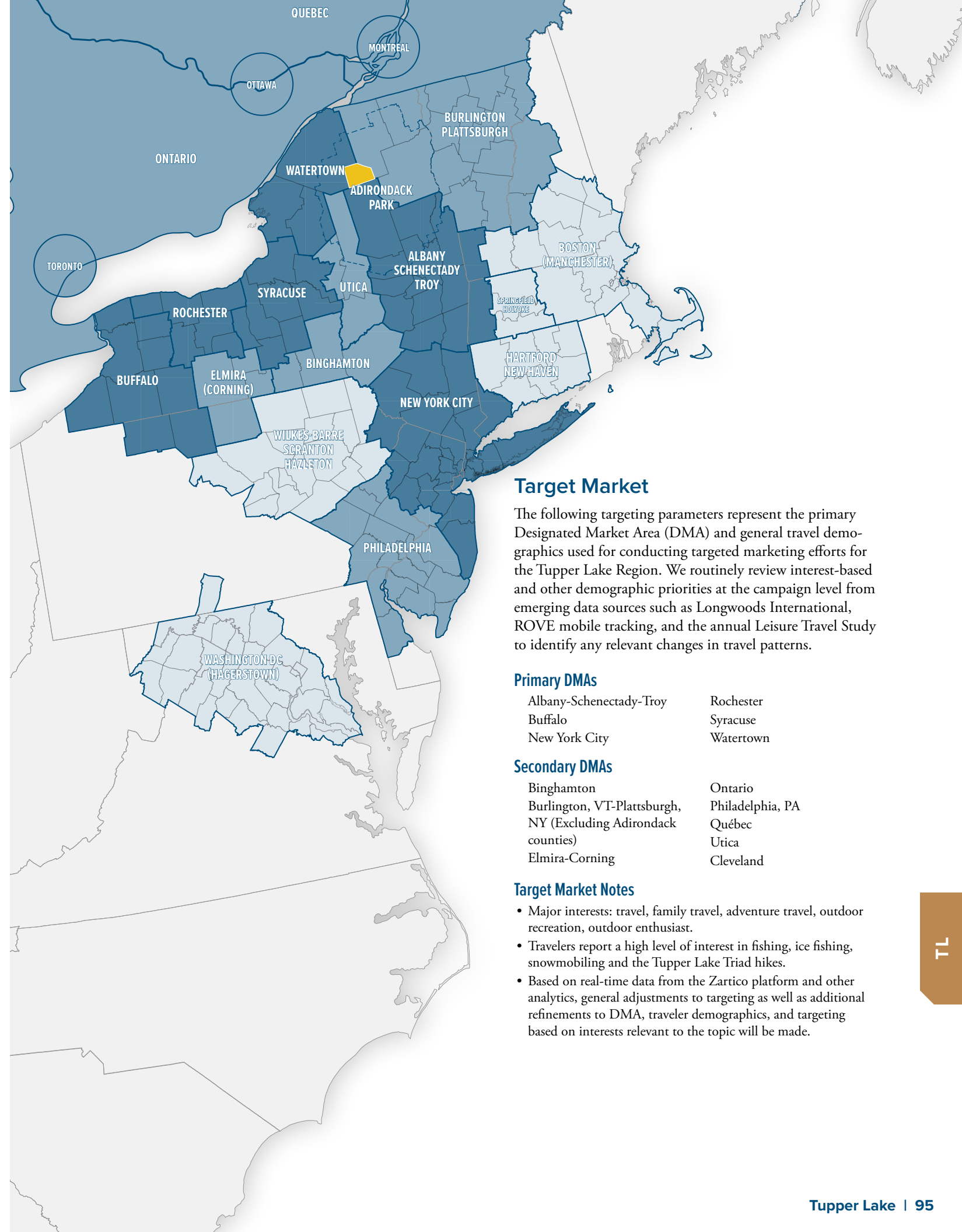
Brand Statement

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

- Natural discovery
- Authentic culture
- Family-friendly adventures
- Snack-sized adventures
- Connect with family and friends
- Connect with nature
- Connect with the stars
- Dark skies - limited light pollution
- Night sky
- A hard-working community
- Spread out and explore



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.

Primary DMAs

Albany-Schenectady-Troy	Rochester
Buffalo	Syracuse
New York City	Watertown

Secondary DMAs

Binghamton	Ontario
Burlington, VT-Plattsburgh, NY (Excluding Adirondack counties)	Philadelphia, PA
Elmira-Corning	Québec
	Utica
	Cleveland

Target Market Notes

- Major interests: travel, family travel, adventure travel, outdoor recreation, outdoor enthusiast.
- Travelers report a high level of interest in fishing, ice fishing, snowmobiling and the Tupper Lake Triad hikes.
- Based on real-time data from the Zartico platform and other analytics, general adjustments to targeting as well as additional refinements to DMA, traveler demographics, and targeting based on interests relevant to the topic will be made.

PROGRAMMING HIGHLIGHTS

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

Brand Strategy

Tupper Lake’s brand “Connect and Discover” was established in 2016 based on data and research resulting from a comprehensive, collaborative study, along with the vision shared by Tupper Lake’s stakeholders and residents. Since its inception it has been well receive and implemented by partners throughout the community.

In anticipation of the advancement of the DRI (Downtown Revitalization Initiative) for Tupper Lake which in addition to new housing and business developments, will include new streetscaping, signage, and placemaking installation, ROOST will review and update the branding package and guidelines for Tupper Lake. The goal of this review is to ensure that the band has the flexibility and ease of use necessary for successful implementation as part of these new developments.

Website: TupperLake.com

Tupper Lake’s destination website, TupperLake.com, was redeveloped throughout 2022. A committee of tourism and community stakeholders representing various sectors was instrumental in guiding the website design by providing feedback through each stage of development.

After the launch of the new website, we will continue to track and monitor website performance to make strategic adjustments in order to ensure that users can easily find and consume information and inspiring content.

Content Development and SEO

Content marketing continues to prove to be a major cornerstone for informing and inspiring travelers and locals alike. This includes planning, creating, publishing, and distributing content via the website, social media, email, video, paid advertorial, etc. A high-level overview of our content and SEO strategy for Tupper Lake includes:

- Planning and executing a regular schedule of new stories and page content updates for the Tupper Lake website.

- Reviewing existing content for accuracy and to improve Search Engine Optimization (SEO); more simply put, the likelihood that the content will appear in search results.
- Developing new content to fill gaps in information and support new developments.
- Increased focus on building out the new “Discover My Tupper Lake” section of TupperLake.com that features videos, relocation information, downtown revitalization efforts, and more.
- In addition to guiding new content creation, the Search Engine Optimization (SEO) keyword strategy regularly monitors, reviews, and optimizes site content to improve search rankings.

Social Media

By managing social media channels for TupperLake, we are able to cultivate relationships as we inform and inspire people with the story of why people should connect with and/or discover Tupper Lake for the first time.

- Plan and execute a regular social media content strategy that distributes, shares, and amplifies the major campaign priorities.
- Follow industry best practices to share real-time information and experiences to inspire responsible travel.
- Engage with our Tupper Lake residents to inform on community happenings and stimulate community pride.
- Cultivate relationships with influencers to reach new and diverse audiences.
- Share and amplify messaging from our community and tourism partners.

Media (photo/video)

ROOST continuously focuses on acquiring rich imagery (both photo and video) for use in all facets of our promotional efforts. As we move forward, media acquisition and production will be focused on curating brand stories in alignment with our major campaigns. Alongside these high-production efforts for paid media placements, we will create short format real-time story

content to drive conversations and engagement on social media (e.g., Instagram Reels, YouTube Shorts, etc.).

Additionally, in recent years we have intentionally placed a strong emphasis on filling gaps in our media library with authentic images that are inclusive of more people from varying backgrounds so that we can help all feel welcome to enjoy all that Tupper Lake has to offer. This will continue to be a top priority as we move forward.

Public Relations/Communications

Public relations activities and media relations supporting the Tupper Lake region will focus on a community that can be considered up-and-coming, even though it has been there for many, many years. The community is undergoing a bit of a renaissance and people are discovering all that it has to offer - from quirky Adirondack offerings to the traditional outdoor adventure. Story ideas shared with writers and influencers will include information about family adventure opportunities, attractions, and easy outdoor recreation - perfect for introducing people to Adirondack adventure.

Regional priorities and messaging for the Tupper Lake region include stargazing, family-friendly adventure, information about the rail trail, and lower-elevation hiking.

Email Marketing

Email outreach will continue to focus on strengthening our overall 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: A twice weekly roundup of community highlights, events, and other important notices from the region.

Event Support

Events are an excellent tool for showcasing our community, strategically driving traffic to particular soft points (e.g., mid-week, shoulder season, etc.), reinforcing the Tupper Lake brand, and stimulating community pride. ROOST is committed to working with the community and the various event organizers to foster a strong and sustainable year-round events calendar. We will facilitate discussions with community leaders and organizers to identify a plan to take advantage of opportunities, as well as overcome challenges for event execution.

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

- Event calendar management:
 - » Management of the most comprehensive events calendar (TupperLake.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.)
 - » Continuing a partnership with the Tupper Lake Free Press to help disseminate information among their readership.
- Supporting the Town of Tupper Lake as they expand their recreation department to focus on event coordination.
- 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.
- 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.

As we move forward, 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.

Visitor Services

ROOST has office space on Park Street which is home to the Tupper Lake Information Center. The Information Center is a resource for businesses to distribute information, for visitors to learn more about the community and region, and for Triad participants to stop in and pick up their patches when they complete the challenge.

Supporting Destination Development and Management

As outlined in our 2023-25 ROOST Strategic Plan, one of the major pillars of our program of work is supporting destination development and management for the region. Specific to Tupper Lake, fostering sustainable communities will be a key driver of our overall program of work. Some of the initiatives to achieve this goal will include, but are not limited to:

Supporting Community Revitalization Efforts:

- Working in coordination with Tupper Lake’s 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 community-focused grant implementation.
- Supporting the implementation of the Tupper Lake DRI (Downtown Revitalization Initiative) as well as future grant opportunities.
- Promotion and support of new business developments and existing business expansion.
- Support the Tupper Lake Business Group and other community-focused organizations working to advance Tupper Lake as a travel destination.

Supporting Adirondack Rail Trail and Rail Readiness:

- Tupper Lake is in a unique position with the ongoing construction of the Adirondack Rail Trail,

a 34-mile multi-use trail connecting Tupper Lake to Lake Placid. A distinct focus will be placed on positioning Tupper Lake to take advantage of this new recreational attraction. Some of these activities will include, but not be limited to:

- Assisting the Town of Tupper Lake with the implementation of a DEC Smart Growth Grant to improve biking amenities.
- Advocating for a user-friendly trailhead that is positioned to drive bike traffic into the downtown business district.
- Working with the business community on the installation of amenities to welcome bicyclists in the warmer months and snowmobile amenities in the winter months (e.g., hooks/shelves for helmets, bike racks, etc.).
- In collaboration with community and regional partners advocate for and support efforts that will advance a transportation plan for train passengers and trail users.

Community Engagement

Strong community outreach, engagement, and communication are critical components to successful strategy development and implementation for Tupper Lake. We look forward to continuing to build relationships with our community leaders, business partners, and the 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 Tourism and the Adirondack Regional Tourism Council (ARTC) to foster a collaborative relationship that allows for our marketing initiatives 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.

- Identify and support regional partnership opportunities between Tupper Lake and the greater Adirondack region.

- Continue to collaborate with our partners to set and achieve goals.

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 Travel

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.

Summer Travel

DISCOVER SUMMER IN TUPPER LAKE

In summer, visitors can discover a region bursting with family fun and adventure. In Tupper Lake, summer-time 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.

Fall Travel

DISCOVER FALL IN TUPPER LAKE

With wide open vistas and sweet peaks, fall in Tupper Lake can’t be beaten. 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

Winter Travel

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
- Sledding
- Snowmobiling

Campaign Notes:

- Snowmobiling specifically targeted at snowmobilers
- Date range: November - February

Evergreen Campaigns

Long-term campaigns and initiatives that are not season-specific and do not have an expiration date.

- 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.

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.

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 sites 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 habitats around Tupper Lake and Piercefield. The Wild Center has multiple bird exhibits along with programming based 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, there is always something fun to do in Tupper Lake.

- Spring/Summer: Gary LaQuay Fishing Derby, Tinman Triathlon, 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 enjoyed 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, as well as 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. 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, when linked with winter preparedness information, has great potential for growth as we leverage it to link hikers with excellent opportunities suited for less seasoned winter hikers.

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 also creates opportunities for conferences and school field trips.

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 its kind in the Adirondacks. It provides travelers a challenge to complete three beginner paddles around the Tupper Lake area with the 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 buildout 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, including the expansion of The Wild Center’s winter offerings: Winter Wild Walk, Wild Lights, kick sledding, 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. As the branding states, the Whiteface Region is where locals and travelers alike can “get close” to activities such as mountain biking, skiing, fly fishing, and the arts. We look forward to supporting our community partners in the coming years as we work together to foster vibrant communities and position the region as a “must-visit” destination.



BRAND POSITIONING

Tagline

Get Close

Brand Statement

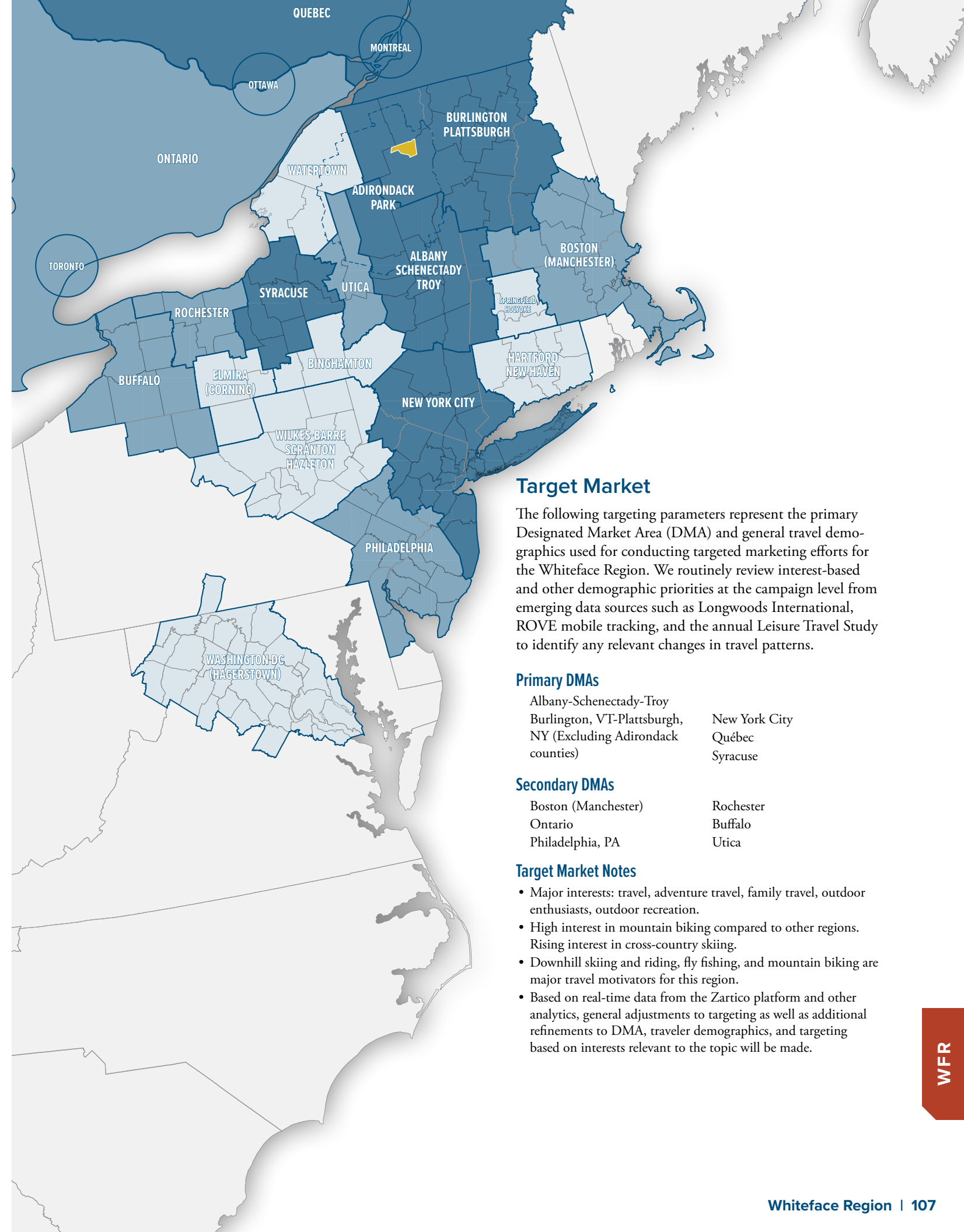
The Whiteface Region begins where Whiteface Mountain and the Ausable River dramatically meet. Situated quietly between remarkable natural features in the Adirondack Mountains of Northern New York, the communities of Au Sable Forks, Jay, Upper Jay, and Wilmington are linked together by the two branches 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
- Bike-friendly
- Family-friendly
- The Ausable River Valley
- Home of Whiteface Mountain
- Just a step away...



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.

Primary DMAs

Albany-Schenectady-Troy	New York City
Burlington, VT-Plattsburgh, NY (Excluding Adirondack counties)	Québec
	Syracuse

Secondary DMAs

Boston (Manchester)	Rochester
Ontario	Buffalo
Philadelphia, PA	Utica

Target Market Notes

- Major interests: travel, adventure travel, family travel, outdoor enthusiasts, outdoor recreation.
- High interest in mountain biking compared to other regions. Rising interest in cross-country skiing.
- Downhill skiing and riding, fly fishing, and mountain biking are major travel motivators for this region.
- Based on real-time data from the Zartico platform and other analytics, general adjustments to targeting as well as additional refinements to DMA, traveler demographics, and targeting based on interests relevant to the topic will be made.

PROGRAMMING HIGHLIGHTS

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

Brand Strategy

In partnership with an advisory committee made up of community members from the Town of Wilmington and the Town of Jay we embarked on a brand development project for the Whiteface Region in 2021-22. Through the committee feedback, leveraging existing data, and a specific brand research survey we evaluated the region name, developed a new brand statement, refined the brand tagline, and designed a new logo and graphic package for the region.

As we move forward, we will work with the Whiteface Region Visitors Bureau, The Ausable River Valley Business Association, local government, and the greater communities to execute an implementation strategy for the new branding. Many of these initiatives are highlighted throughout the following pages.

Website: WhitefaceRegion.com

As part of the implementation strategy for the new branding, the destination website for the Whiteface Region, WhitefaceRegion.com, is undergoing redevelopment. This will include a complete rebuild of the region's website. 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. Some of the major goals of the new site will be to help travelers better understand the region, showcase the communities that make up the Whiteface Region, and focus on greater business participation.

Content Development and SEO

Content marketing continues to prove to be a major cornerstone for informing and inspiring travelers and locals alike. This includes planning, creating, publishing, and distributing content via the website, social media, email, video, paid advertorial, etc. A high-level overview of our content and SEO strategy for the Whiteface Region includes:

- Planning and executing a regular schedule of new stories and page content updates for the Whiteface Region website.

- Review existing content for accuracy and to improve Search Engine Optimization (SEO); more simply put, the likelihood that the content will appear in search results.
- Develop new content to fill gaps in information and support new developments.
- As part of the buildout of the new WhitefaceRegion.com, new community portals will be created to showcase the communities of Jay, Upper Jay, Au Sable Forks, and Wilmington.
- In addition to guiding new content creation, the Search Engine Optimization (SEO) keyword strategy regularly monitors, reviews, and optimizes site content to improve search rankings.

Social Media

By managing social media channels for the Whiteface Region, we are able to cultivate relationships as we inform and inspire people with the story of our special and close to nature place.

- Plan and execute a regular social media content strategy that distributes, shares, and amplifies the major campaign priorities.
- Follow industry best practices to share real-time information and experiences to inspire responsible travel.
- Engage with our Whiteface Region residents to inform on community happenings and stimulate community pride.
- Cultivate relationships with influencers to reach new and diverse audiences.
- Share and amplify messaging from our community and tourism partners.

Media (photo/video)

ROOST continuously focuses on acquiring rich imagery (both photo and video) for use in all facets of our promotional efforts. As we move forward, media acquisition and production will be focused on curating brand stories in alignment with our major campaigns and spotlighting the unique communities that make up the Whiteface Region. Alongside these high-production efforts for paid media placements, we will

create short format real-time story content that will drive conversations and engagement on social media (e.g. Instagram Reels, YouTube Shorts, etc.).

Additionally, in recent years we have intentionally placed a strong emphasis on filling gaps in our media library with authentic images that are inclusive of more people from varying backgrounds so that we can help all feel welcome to enjoy all that the communities in the Whiteface Region have to offer. This will continue to be a top priority as we move forward.

Public Relations/Communications

The Whiteface Region benefits from media attention due to its most famous destination: Whiteface Mountain. Communications initiatives for the Whiteface Region will focus on the connection between the natural environment and outdoor activities - the region's thrilling outdoor adventures along with more laid-back, family-friendly activities and attractions. Hiking, skiing, and mountain biking provide serious adventure while the region's variety of family-friendly attractions and destinations highlight distinctive wildlife, farms, history, and art.

Regional priorities and messaging for the Whiteface Region include profiling the region's small communities, outdoor adventure opportunities, mountain biking, and the unique combination of family-friendly recreation and charming places to stay.

Email Marketing

Email outreach will continue to focus on strengthening our overall 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 requested, as well as behaviors learned based

on the content they have engaged with on our websites.

- Whiteface Region Behavior-based Emails: abandoned site emails, sign-up welcome emails, etc.
- The Insider: a twice-weekly roundup of community highlights, events, and other important notices for the Whiteface Region.

Event Support

Events are an excellent tool for showcasing the communities in Whiteface Region to a new audience, strategically driving traffic to particular soft points (i.e., mid-week, shoulder season, etc.), and stimulating community pride. ROOST is committed to working with the region and its various event organizers to promote and support events.

ROOST's support for events in Wilmington, Jay, Upper Jay, and Au Sable Forks includes:

- Event calendar management:
 - » Management of the most 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.
- "The Whiteface Region Insider" is an email that is delivered twice a week with upcoming events, important local notices, and more. In addition to focusing on the content in the Insider, increasing the local subscriber list for the Insider is also a priority.
- Raising awareness of events through content writing, photo/video, PR support, and paid targeted ad placement as applicable.
- Assisting community partners with adding major events to the I Love NY website.

See the Regional Event Promotion in the Regional Programming Section of this plan for additional event promotion activities.

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

GET CLOSE TO EPIC ADVENTURE

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 singletracks and dramatic scenery. This sense of community is strengthened by the efforts of volunteer organizations like Barkeater Trails Alliance and events such as the Whiteface 100k and Wilmington Mountain Bike Festival. You can get outside and get close to nature no matter where you choose to spend your day.

Major Components:

- Trails
- Bike-friendly community
- Lodging

Campaign Notes:

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

Fly Fishing

GET CLOSE TO FISHING BLISS

From April 1 through to the colors of fall, the Whiteface Region’s 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.

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

BIG CLIMBS. BIGGER FUN.

Scenic 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 the Whiteface Mountain Uphill Bike Race, 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:

- 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 Travel: Family

SUBHEADER

Get the whole family close to nature this summer. With family-friendly attractions like the last covered bridge in the Adirondacks, 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 close throughout the day. Looking for a challenge? Check out the Wonders of Wilmington challenge, 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

Summer Travel: Couples

GET CLOSE TO HOT ADVENTURES

Looking for an easy place to getaway with your partner? The Whiteface Region can offer you a unique and romantic experience in the heart of the mountains. Get close to any of the scenic farm stays, campsites, glamping options, or affordable alternatives. Help your partner experience one of your favorite hobbies, or try out something new 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 Travel

GET CLOSE TO FALL COLORS

The colors of fall envelop everything in the Whiteface Region. Famous scenic drives and gorgeous overlooks put you in the middle of it all. A ride up the Cloud-splitter Gondola or a drive down a winding road makes the Whiteface Region a quick way to get outside and get your fall foliage fix, while there are options indoors and out for quiet relaxation. 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

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 events such as cheese tours and maple weekends, cuisine trails, and lodging, agritourism at Asgaard Farm, Blue Pepper Farm, and the Sugar House Cream-

- Quiet retreat

Campaign Notes:

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

Winter Travel

GET CLOSE TO BIG WINTER ADVENTURE

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. You don’t have to go too far: stay close this winter and avoid long drives to attractions. Stay, play, and explore right here. Surrounded by big views and a snowy landscape, the Whiteface Region has what you need for any winter adventure. A wide range of winter hikes make it easy to spread out and explore, no matter your skill level.

Major Components:

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

Campaign Notes

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

Evergreen Campaigns

Long-term campaigns and initiatives that are not season-specific and do not have an expiration date.

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

ery is another unique way for the traveler to experience the Whiteface Region.

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.

Arts/Culture

The Upper Jay Art Center, Tahawus Center, and Amos & Julia Ward Theater serve as hubs for creativity in the Whiteface Region. The Upper Jay Art Center is a unique venue where community members can watch live music, plays, magic shows, and more. Tahawus Center in Au Sable Forks offers the community a chance to view art showcases and a space for professional dance lessons. The Amos & Julia Ward Theater in Jay offers live performances for the community. Young’s Studio, Arts & Antiques, and the Jay Craft Center allow visitors a place to buy and view locally produced art from the Whiteface Region.

Attractions

Whiteface Mountain, Whiteface Veterans’ Memorial Highway, High Falls Gorge, Santa’s Workshop, Asgaard Farm, the Jay Covered Bridge, and natural attractions such as the Flume Trail System and the Ausable River are just some of the things that enrich the travelers’ experience in this region. The Whiteface Region is full of adventure in every season.

Camping/Lodging

The Whiteface Region offers many choices when it comes to lodging, including backcountry, tent and RV camping, glamping, cabins with fireplaces, rentals, bed and breakfasts, 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. Wilderness Van in Wilmington, NY offers travel trailers so the traveler can camp in comfort.

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 of exploring. A growing nightlife scene is evident with craft beer and live music. Pourman’s Taphouse, Rudy’s Scar Bar and Grille, and R.F McDougall’s offer classic

menus and fully stocked bars. Ice Jam Inn and The Hungry Trout offer eclectic menus in an upscale setting. Fratelli’s offers pizza and Italian cuisine. Adirondack Coffee Cafe and The Country Bear offer breakfast and lunch for the region. The A & W Restaurant offers a unique fast food experience for travelers from May to October.

Events

Events capture the essence of what a region and community are all about. From high-caliber sporting events that draw athletes to the region to unique cultural events like live performances at the Upper Jay Art Center, the Amos Theater & Julia Ward Theater to community-based festivals and events that showcase and celebrate local communities, events are a staple of local culture. Some of these major events include, but are not limited to:

- Kidding Day at Asgaard Farm (Au Sable Forks, March and April)
- Ausable River Two Fly Challenge (Wilmington, May)
- Uphill/Whiteface 100k (Wilmington, June)
- Wilmington-Whiteface Whiskey Run (Wilmington, June)
- JEMS Summer Concert Series (Jay, June - September)
- Festival of Colors (Wilmington, September)
- Wilmington Bike Fest (Wilmington, September)
- Whiteface Mountain Oktoberfest (Wilmington, October)
- Yuletide Weekends at Santa’s Workshop (Wilmington, November and December)

Fall Travel

Exceptional 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, affordable lodging and rentals, Santa’s Workshop, and Whiteface

Mountain’s Adventure Zone. The Little Supermarket in Wilmington offers a place to get groceries, quick meals, and gas. Au Sable Forks offers a Stewart’s gas station and a Tops grocery store. Parks, playgrounds, and short trails are plentiful throughout Jay and Wilmington and allow families more avenues for recreation and relaxation.

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. For a real challenge, hikers can try their hand at Whiteface Mountain, Esther Mountain, or Jay Mountain. For more moderate adventures, Cobble Lookout, the Flume Trails, and more offer an easier adventure. The Wonders of Wilmington Challenge offers hikers a fun way to hit the region’s trails. Many of the trails in this region are less traveled than those found in other regions of the Adirondacks, making the area 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

Widely regarded as the “mountain biking capital of the Adirondacks,” Wilmington continues to see growth in its mountain biking community. Trails range from beginner to expert over a wide variety of terrain. The Flume Trails, Hardy Road, Three Sisters Trails, the Wilmington Bike Skills Park, and more keep mountain bikers entertained for the entire season. The Whiteface Mountain Bike Festival, located at the Wilmington Bike Skills Park, is an annual event, bringing bike enthusiasts from all over to enjoy the park, and the area’s trails, and connect with like-minded individuals.

Road Cycling

From IRONMAN to the Whiteface Mountain Uphill 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, quiet backroads, and the Whiteface Veterans’

Memorial Highway offer beautiful roads for more relaxed touring.

Snowshoeing

The Whiteface Region offers plentiful backcountry snowshoeing opportunities. There is 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 an 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, live music at local establishments, the summer concert series at the Village Green in Jay, Wilmington’s family beach, exploration of the Flume Trails, 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 Whiteface Region offers a wide variety of wedding opportunities.

Winter Travel

World-class skiing and snowboarding trails at Olympic-sized Whiteface Mountain are the ultimate driver of traffic to the area during the winter months. The region also has trails for fat tire biking, cross-country skiing, winter hikes, and snowshoeing. High Falls Gorge remains open in the winter and allows for convenient sightseeing in the colder months when other hikes are more challenging. Nature is easily accessed in the region and there is winter fun for all ages. Santa’s Workshop drives families with children to the region during the holiday season.





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