END OF YEAR REPORT 2022

REGIONAL OFFICE of SUSTAINABLE TOURISM

LOOKING BACK

We are proud of our team and are excited to share our accomplishments from 2022.

In 2023, we will speak to our region's unique assets in fun and engaging ways. Our tourism marketing and management programs will focus on a balance between the quality of life for residents and the quality of place for travelers.

2022 BY THE NUMBERS

194
BLOGS WRITTEN

455
PAID PLACEMENTS

20
FAM TOURS

354
DESIGN PROJECTS

2,094
EVENTS SUPPORTED

86
PHOTO/VIDEO SHOOTS

145
VIDEOS PRODUCED

EMAIL MARKETING

Industry Averages:
Open Rate: 20.44%
Click Rate: 2.25%

299
UNIQUE EMAILS DESIGNED

12,833,251
EMAILS DELIVERED

5.48%
CLICK-TO-OPEN RATE

4,315,533
EMAILS OPENED

WEBSITES

adirondacksusa.com
adirondackexperience.com
adirondackhub.com
lakechamplainregion.com
lakeplacid.com
saranaclake.com
tupperlake.com
whitefaceregion.com

2,320,115
UNIQUE VISITORS

2,992,267
SESSIONS

77
AVG SESSION (SECONDS)

2.16
AVG PAGES/SESSION

6,733,576
PAGEVIEWS

FACEBOOK

/adirondacksusa
/adirondackexperience
/adirondackhub
/lakechamplainregion
/lakeplacidadk
/saranaclakeadk
/tupperlakeny
/whitefaceregion

480K
LIKES

34K
COMMENTS

40K
SHARES

377K
FOLLOWERS

2.9M
VIDEO VIEWS

INSTAGRAM

@adksusa
@adirondackexperience
@adirondackhub
@lakechamplainregion
@lakeplacidadk
@saranaclakeadk
@tupperlakeny
@whitefaceregion

79K
FOLLOWERS

235K
LIKES

3K
COMMENTS

14K
SHARES

YOUTUBE

@adirondacksusa
@adirondackexperienceadk
@adirondackhub
@lakechamplainregion
@lakeplacid
@saranaclake
@tupperlakenewyork
@whitefaceregion

101
UPLOADS

1.2M
VIEWS

636K
MINUTES WATCHED

GROUP SALES

Home of the perfect get together.

$1,282,478
EST LODGING REVENUE

3,650
ROOM NIGHTS BLOCKED

COMMUNICATIONS

Keeping the world up to date and in the know.

29 PRESS RELEASES

146 STORY PLACEMENTS

20 FAM TOURS

TWENTY TWENTY-TWO HIGHLIGHTS

In 2022, the ROOST program of work focused on addressing the needs of our communities, while continuing to speak to the traveler in unique and engaging ways. The following pages of this report demonstrate some of the highlights from this program of work and our accomplishments.

2022
START

January - March

02.03 — Empire State Winter Games

After a year of hiatus, the 2022 Empire State Winter Games (ESWG) kicked off with one of the most memorable opening ceremonies to date.

1900+ ATHLETES

28 SPORTS

3 DAYS

10 VENUES

02.17 — Celebrated the Olympic Winter Games

In addition to celebrating our local athletes participating in the 2022 Beijing Olympic Winter Games, we celebrated the 80th anniversary of the 1932 Lake Placid Games.

2,400+ MEDIA MENTIONS OF LAKE PLACID

AdirondackExperience.com Launches

As a result of 6 months of working in Hamilton County to outline the goals and objectives for a new county-based tourism website, the new AdirondackExperience.com launches.

1,700+

WEB PAGES

Mountain Bike Survey Results Released

Partnered with organizations that build and maintain mountain bike trails throughout the Adirondacks to execute a survey to gain insight on the economic impact of mountain biking in the Adirondacks, as well as what drives riding/traveling decisions.

- Nearly half of all mountain biking travelers said that camping or short term rentals are the last type of lodging they use for an overnight trip.

3,649

COMPLETED RESPONSES

IRONMAN Task Force Recommendations Released

The IRONMAN Communities Task Force's goal is to objectively evaluate the impact of IRONMAN to determine the most beneficial approach to the future for businesses and communities impacted by the IRONMAN event. The committee worked for 8 months to compile the necessary information to formalize the recommendations proposed to the town of North Elba and the Village of Lake Placid boards. The committee will continue to meet regularly to adjust the recommendations as necessary.

10

MEETINGS

14

MEMBERS

03.02-05 — FISU World Speed Skating Championship

Supported the Lake Placid 2022 FISU World Speed Skating Championship representing a test event for the Lake Placid 2023 FISU World University Games.

50+

ATHLETES

13

TITLES

5

DAYS

Fly Brother with Ernest White II

The Adirondack Region was featured on the PBS television and CreateTV docu-series "Fly Brother With Ernest White II" episode No. 208 (30 minutes). ROOST worked with the show's producers to bring the show's host and his team to the region, as well as scout locations, set up interviews, etc.

New Brand for the Whiteface Region

After months of work from the ROOST team and the brand committee made of community members from Wilmington, Jay, Upper Jay, and Au Sable Forks, the updated brand for the Whiteface Region was completed.

WHITEFACE REGION
adirondacks, usa

Get close!
WHITEFACE REGION
adirondacks, usa

Lake Champlain Region Adventure Guide

The first edition of a year-round regional guide featuring Champ, attractions, recreation activities, farm-fresh beer and food, winter fun, and Lake Champlain facts.

10,000 GUIDES PRINTED AND DISTRIBUTED

45 PAGES

1 LAKE MONSTER

JFK to SLK

We celebrated and promoted the addition of flight service between Adirondack Regional Airport and JFK International Airport.

April - June

New Lake Placid Guide

The new guide now features 4-season content and transitions into a magazine-style piece. In addition to an expansion of the guide itself, distribution to include the Hudson Valley.

50,000 GUIDES PRINTED AND DISTRIBUTED

13,360 WORDS

60 PAGES

Perfecting Placid Campaign Launch (again)

Spring construction resumes in Lake Placid with a relaunch of the Perfecting Placid campaign.

Lake Champlain Region joins Instagram

In preparation for the launch of a new website for the Lake Champlain Region, a new Instagram channel — @LakeChamplainADK — was created.

LEAF Grant Awards

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

17 PROJECTS FUNDED

$813,231 FUNDING PROVIDED

North Elba DMP Completed and Released

The Town of North Elba, the Village of Lake Placid, and ROOST released the destination management plan to guide efforts to balance community, resident, and business needs while enhancing the visitor experience.

23 COMMITTEE MEMBERS

15 KEY TAKEAWAYS

5 GUIDING PRINCIPLES

25 MEDIA RELEASES

Saranac Lake Featured in Paddling Magazine

As part of our efforts to support “Celebrate Paddling” and position Saranac Lake as a top paddling destination, we partnered with Paddling Magazine.

ROOST Takes Home 2 NYSTIA Tourism Excellence Awards

The NYSTIA “Economic Development & Destination Improvement” award recognized ROOST for its transition from a destination marketing organization (DMO) to a destination marketing and management organization (DMMO). ROOST CEO James McKenna also received an award for his leadership and contribution to the ROOST transition to a destination marketing and management organization.

WorkADK

In partnership with Essex County, the second year of the WorkADK campaign drove awareness for seasonal and full-time year-round employment opportunities in the region.

Adirondack Day

Facilitated Adirondack Day in the Albany Legislature. The event was canceled 10 days prior due to COVID-19 concerns.

Whiteface Region Guide

Brand new Whiteface Region Visitor’s Guides were created and distributed.

10,000 GUIDES PRINTED AND DISTRIBUTED

48 PAGES

“All Are Welcome Here”

As one part of our commitment to fostering 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, ROOST provided businesses with FREE “All Are Welcome Here” window clings and stickers to display year-round.

#LoveIsLoveADK

For Pride Month, we rolled out the #LoveIsLoveADK campaign as part of our "All Are Welcome Here" initiative as well as sponsored and promoted the first annual Tri-Lakes PRIDE event in Saranac Lake.

Saranac Lake Welcome Center Upgrades

Supported the Saranac Lake Area Chamber of Commerce with improvements at the Saranac Lake Welcome Center including new signage, fixtures, and a digital kiosk.

06.29 — New LakeChamplainRegion.com Website Launches

Summer kicked off with the launch of a new website for the Lake Champlain Region.

1,300

WEB PAGES

July - September

Share the Road

Through the implementation of the IRONMAN Communities Task Force recommendations, we ramped up our Share the Road initiative, which focuses on road cycling etiquette. Additionally, we focused on encouraging cyclists to discover riding in areas that had wider shoulders and lighter traffic to help elevate the pressure off of the "IRONMAN loop."

Love Your ADK 2022

Love Your ADK continued to expand throughout the year. From wrapping additional shuttles and the "go before you go" partnership with Stewart's Shops, to new in-market materials and social campaigns, the #LoveYourADK initiative is truly a cornerstone of our outdoor recreation programming.

2,250+

PLEDGES

350+

PARTICIPATING STEWART'S SHOPS

TupperLake.com Website Rebuild Kicks Off

New Hamilton County Map

Produced a new Adirondack Experience Travel Map for Hamilton County, the third largest county in New York state. In addition to the Wayfinder, the map provides detailed information for the region's main attractions.

10,000

MAPS PRINTED

1,808

SQUARE MILES

0

TRAFFIC LIGHTS

Upper Hudson Recreational Hub Brochure (Summer/Fall Edition)

To support our partners in the 5 towns of Indian Lake, Long Lake, Newcomb, North Hudson, and Minerva, we created a tri-fold brochure for the Upper Hudson Recreation Hub. The piece promotes points of interest and events happening during the summer and fall seasons.

Annual Leisure Travel Study Results Release

Results of the 2021 Leisure Travel Study, which analyzes non-business travel to the regions ROOST serves.

211,930
TRACEABLE LEADS

$242.7M
REVENUE GENERATED

75:1
RETURN ON INVESTMENT

New Insider Rolls Out

Redesigned the community Insider, an email that delivers events, local notices, and promotions directly to inboxes twice a week. To coincide with the roll out, we focused on growing our local email list and created informational promotional materials for distribution locally.

2,094
EVENTS

7
REGIONS

702
EMAILS SENT

SCAN TO SIGN UP

Upgrades to LakePlacid.com

Major upgrades to LakePlacid.com were undertaken to help users find information more quickly. This included, but was not limited to:

- Expanded navigation
- New visual modules and content restructuring
- Enhanced first-time-visitor experience
- Improved search

Strategic Plan Updated

The ROOST Board kicked off the review and update of the strategic plan for 2023-2025.

4 Primary Strategic Objectives

- Destination Marketing
- Destination Development & Management
- Community Engagement
- Organizational Sustainability

Hiker Shuttle

As part of our Love Your ADK initiative we promoted the Essex County hiker shuttle, to assist with the limited parking at the region's trailheads. Two new routes piloted in 2022:

- Frontier Town Gateway to ADK Loj (with pickup at Upper Works in Newcomb)
- Frontier Town Gateway to Marcy Field Loop

Battle of the Cones

The dog days of summer brought the first annual Battle of the Cones! This fun bracket competition helped elevate awareness of the plethora of amazing ice cream stands and shops throughout the region.

22
ICE CREAM STANDS

7,108
VOTES

1
WINNER (WINDCHILL FACTORY)

The Schroon Paddle Challenge "Paddles Off"

Worked with the Schroon Lake Chamber of Commerce, Town of Schroon, and Schroon Lake Association with patch design, online registration, and promotion for the new Schroon Paddling Challenge featuring 3 paddles.

Resident and Business Tourism Sentiment Survey

Survey aimed to gather feedback from residents and business owners within our region on their perception of how tourism affects the region.

- 1,743 survey responses
- About 36% of respondents to this survey were business owners.
- More business owners responded that they would benefit from increased business in March, April, May, and November than any other time of year.
- 83% of respondents from the communities as a whole feel supporting businesses with sustainable practices is important to them.

Adirondack Wayfinder Fall Touring

Ramped up promotion of Adirondack Wayfinder to promote road touring and exploring more of the regions during the fall touring season.

85
TRAILS

Annual ILNY Fall Foliage Reports Begin

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

- 40+ fall foliage reports submitted for our regions.

October - December

Hosted the United States Biathlon Board

Tour and reception to introduce the new venues with the goal of having United States Biathlon relocate their headquarters to Lake Placid.

Zartico Onboarding Begins

With a focus on being a leader in providing real-time information to community members and leaders on the impact of tourism, we signed a contract and began onboarding with Zartico Destination Operating System (ZDOS).

First Passenger Train in Tupper Lake

Celebrated the arrival of the First Passenger Train in Tupper Lake since 1981.

Perfecting Placid: And that's a wrap!

In the fall we ran our last round of the Perfecting Placid campaign as the 2-year Main Street Lake Placid infrastructure project wrapped up.

Adirondacks, USA - Interconnectivity Initiative

Kicked off an initiative to revamp our Adirondacks, USA program to increase interconnectivity and cross-promotion in the coming years for the 7 regions ROOST represents.

LEAF Grant Awards

The 4th round of North Elba LEAF (Local Enhancement & Advancement Fund) awards were announced.

10
PROJECTS FUNDED

$606,825
FUNDING PROVIDED

Attended ILNY Media Night & NYSTIA Annual Meeting

Whiteface Region New Website

ROOST assembled an external committee of community leaders and began the process of creating a new website. The new site will launch for the summer of '23.

Developed a new logo for the Town of Jay

ESTD 1798 TOWN OF JAY NEW YORK

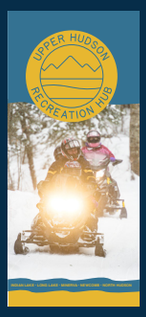
TOWN OF JAY
NEW YORK

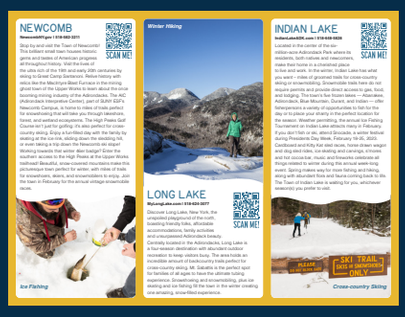
#ShopADK Campaign to Promote Local Businesses

Supported our local shops and restaurants with the annual #ShopADK campaign which included a new business toolkit, promotional materials, paid ads targeting local shoppers, social media, etc. As well as holiday shopping event support and promotion on various levels throughout the region.

Upper Hudson Recreation Hub Winter Brochure

Created a tri-fold brochure for the Upper Hudson Recreation Hub. The piece promotes points of interest and events happening during winter in the 5 towns of Indian Lake, Long Lake, Newcomb, North Hudson, and Minerva.





Destination Optimization Kicks Off

In collaboration with Miles Partnership, we launched a Destination Optimization program to audit and improve the online presence on major travel platforms (i.e. Google, Trip Advisor, Yelp, etc.).

1000+
LOCAL BUSINESSES

2
2023 WORKSHOPS

FREE
1:1 TRAINING FOR BUSINESSES

12.14 New TupperLake.com Launches

After months of work from the ROOST team and feedback from the community-based website committee, a new destination marketing website launched for Tupper Lake.

16,000
WEB PAGES

END

ONGOING PROGRAM OF WORK

LAKE PLACID 2023 FISU WORLD UNIVERSITY GAMES

- Work with our community partners and the Adirondack Sports Council to prepare
- Plan/host regional informational sessions for World University Games
- Work with LP23 on Main Street festivities and local communication
- Organize World University Games meetings for regions
- Work with Eventus on planning Main Street Festival
- Create information on ROOST and regional websites to share information for the traveler and community members
- Work with Saranac Lake and Wilmington to highlight the community during the Games.

MISCELLANEOUS

- Ongoing training with Linda Galindo, a professional coach to create a high functioning, accountable team with strong leadership.
- Represented Hamilton and Essex counties as board members on the Adirondack Regional Tourism Council board.
- Held monthly internal DEI (Diversity, Equity, and Inclusion) committee meetings to help continue to advance our DEI goals and initiatives.
- Represented ROOST on the Tupper Lake DRI (Downtown Revitalization Initiative) Local Planning Committee.

TEAM HIGHLIGHTS

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.

1
RETURNING TEAM MEMBER

1
WEDDING

3
RELOCATIONS TO THE ADIRONDACKS

17
CATS

2
BABIES

1
BABY ON THE WAY

7
NEW TEAM MEMBERS

22
DOGS

5
CONFERENCES ATTENDED

3
FAMILIES ADOPTED FOR CHRISTMAS

52
A FEW THINGS FROM THE WEEK... EMAILS

1
ROOSTY TURKSTY

60
COFFEE MAKERS

26
ROOSTY TUESDAYS

1,110
ZOOM MEETINGS

11

13

280+

300+

30

2

BOARDS/CIVIC GROUPS LOCAL STUDENTS BIKE RIDES SKI DAYS TEAM MEMBERS NYSTIA AWARDS

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM