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Seven New Hotels Emerge in the Adirondacks

Lake Placid, NY (September 25, 2023) - The Adirondack Mountain region of upstate New York is experiencing a notable surge in its hospitality sector, with seven new resorts and hotels opening within the past 12 months. The development of these properties brings more than 500 additional rooms to the Adirondack region.

Many of the properties support the region's commitment to various sustainability initiatives, as most of them are renovations of lodging properties that once operated within the region but have been vacant for a number of years.

According to Mary Jane Lawrence, chief operating officer of the Regional Office of Sustainable Tourism, these new additions illustrate the enduring appeal of the Adirondacks as a year-round destination. "The establishment of these hotels is a testament to the ongoing popularity of the Adirondacks," she said. "It's also important to note that six of the properties were renovation projects, so it's exciting to see these properties embrace sustainability."

Lawrence also explained that Adirondack travel trends support the establishment of new lodging properties. "As part of ROOST's work as the destination management and marketing organization for the Adirondack region, we undertake an annual Leisure Travel Study that provides important insights regarding travelers' interests and preferences. This research confirms that the region is a year-round destination with more than 70 percent of visitors traveling to the Adirondacks between May and October and 30 percent between November and April," she said. "It confirms that more than 40 percent of all visitors surveyed stay at a hotel, motel or resort property for an average of 4 days, so ensuring an adequate number of hotel rooms is vital."

The new and newly renovated properties are located in Saranac Lake, Schroon Lake, Jay, and Lake Placid; many with pet-friendly options for those who travel with their furry family members. These new properties include luxury resorts, smaller boutique properties and others that align with the trend of offering smaller, more affordable, "micro" hotel options.

[Traverse Lodge](#) offers cozy cabins and rooms on the outskirts of Saranac Lake, just minutes from the Adirondack Rail Trail, downtown Saranac Lake, the nearby town of Ray Brook, and Lake Placid. Its seven rooms and two separate cabins were renovated with the adventure traveler in mind, making it ideal for planning Adirondack hiking, paddling, and other outdoor adventures.

[The Lodge at Schroon Lake](#) is a newly renovated 36-acre resort property on the shore of Schroon Lake. It features 116 lodging accommodations, including hotel rooms, standalone cabins, and chalets, along with upscale “glamping” sites. The resort offers a restaurant, bar, multipurpose sports courts, miniature golf, and a guests-only private beach with boat docks. Amenities also include an indoor pool, private marina, game room, and an array of both indoor and outdoor event spaces perfect for celebrations or corporate retreats.

[NewVida Preserve](#) is a unique resort property offering a blend of members' club and travelers' oasis. The 2,000-acre property has its own mountaintop with 360-degree views due to its previous existence as a ski lodge, and the architecture is everything visitors would expect from a mountain getaway. The preserve features a bistro, an evening craft bar, a holistic wellness center, and plenty of trails to hike, climb and ski. Memberships provide day-use access to all amenities, and overnight guests also have access to amenities during their stay.

[Bluebird Lake Placid](#) is one of the newest hotel properties in Lake Placid, nestled close to the shores of Mirror Lake. Bluebird offers a 90-room retreat with a Scandinavian-inspired design and Japanese influence. The on-site restaurant provides a convenient option for guests and visitors to the property. Its bar, called Aprés Only, is scheduled to open later this year.

[Cambria Hotel Lake Placid](#) is a contemporary lakeside resort on the shore of Lake Placid. The hotel features 4,000 square feet of meeting space, 185 rooms with flexible configurations, and an indoor pool. Its restaurant, Haystack Bar and Bistro, serves a menu of elevated American staples with a selection of local craft beers and a unique selection of wines and craft cocktails.

[Grand Adirondack Hotel](#) is centrally located on Main Street and evokes the historic, laid-back style of the Adirondack Great Camps of the past while offering a modern touch. Marcy, the on-site restaurant, offers locally inspired menus, while the rooftop Cloudsplitter Lounge allows visitors to see Lake Placid from a different perspective, open seasonally.

[Eastwind Hotel Lake Placid](#) is a renovated, historic motor lodge set on the edge of the Chubb River in Lake Placid. Eastwind Lake Placid's boutique feel differentiates it from the region's resorts and lodges. Accommodations include two types of freestanding wood-framed cabins - suites and petites - with outdoor patios. It offers a cozy bar and lounge, library, free-standing outdoor sauna, and swimming pool overlooking the river.

The new hotels represent a diverse range of property types for travelers seeking the beauty and adventure of the Adirondacks. Whether it's a historic gem-turned-resort, a lakeside sanctuary, or a cozy cabin, these new properties offer options that will appeal to different types of visitors.

The Regional Office of Sustainable Tourism (ROOST) is the destination marketing and management organization for Hamilton and Essex counties, along with the communities of Lake Placid, Tupper Lake, and Saranac Lake, all located within the Adirondacks in New York state.

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