



ROOST DESTINATION MARKETING+ MANAGEMENT PLAN

2024 STRATEGY UPDATES

Supplemental Documentation
for the 2023 - 2025 Destination
Marketing and Management
Plan



OVERVIEW

In 2023, the Regional Office of Sustainable Tourism (ROOST) unveiled a 3-year Destination Marketing and Management Plan (DMMP). The DMMP addresses the individual needs of our communities, including destination development, long-term sustainability, community housing, and workforce development. Furthermore, it outlines destination marketing priorities and strategies for the 7 regions ROOST serves.

As we approach our 2024 program of work, the 2023-2025 Destination Marketing and Management Plan will continue to guide our strategy as we focus on midweek group travel, sports tourism, and distributing the traveler geographically, while continuing to focus on — and advocate for — environmental sustainability. In conjunction with the DMMP, this “2024 Marketing & Management Strategy Update” calls out some of the key projects and initiatives for the year, some aspects of which may not be fully detailed in the 3-year plan.

REGIONAL PROGRAMMING

In addition to the key programs detailed in the “Regional Programming” section of the DMMP (pages 18-25), the following are some projects scheduled for 2024 that will have an impact on all regions.

Total Solar Eclipse

Business and community preparation leading up to and during the April 8, 2024 eclipse. Marketing messaging focused on community viewing areas and events as an alternative to backcountry locations.

Adirondacks, USA Revamp

Development and launch of a new website with a brand refresh, incorporating regional programs such as Adirondack Wayfinder, Love Your ADK, and landing pages for multi-region campaigns.

New Packages and Promotions

All websites will introduce a new content type for displaying and sorting lodging packages and business promotions. Onboarding with businesses will begin in the first quarter of 2024.

Centralized Hiking Information Platform

In addition to significant improvements in how hiking information is presented on all ROOST-managed sites, the details will be consolidated into one site for easy access.

Regional Events Calendar

Development of a new regional events calendar that pulls information from all regions.

REGIONAL DESTINATION MARKETING AND MANAGEMENT CAMPAIGNS

Adirondack Rail Trail Launch Strategy

Northville-Placid Trail 100th Anniversary

Adirondack Cuisine Trails

Work ADK - Employee Recruitment

INCLUDING A FOCUS ON HEALTHCARE WORKERS

Group Travel

SMALL GROUPS AND MOTORCOACH



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

Adirondack Experience (Hamilton County)

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

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.

KEY PROJECTS AND INITIATIVES

Snowmobile Map

Updating the snowmobile map.

Community-based Websites

Develop and implement a long-term plan for community-based websites

Campground Occupancy

Emphasis on boosting campground occupancy, with a particular focus on fall visitation

Gravel Biking

Develop materials and information to promote gravel biking opportunities.

Hamilton County Trail Fund

Transition challenges to standard registration fees to increase fund collection for the Hamilton County Trail Fund.

Hamilton County Branding

Re-evaluate and update the “Adirondack Experience” brand to offer stronger contextualization of the region’s location.

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 52.3%
- Cardholders 55+: 41.7%
- Overnight Trips: 52.9%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 20.0%
- Albany-Schenectady-Troy, NY: 15.5%
- Syracuse, NY: 14.0%

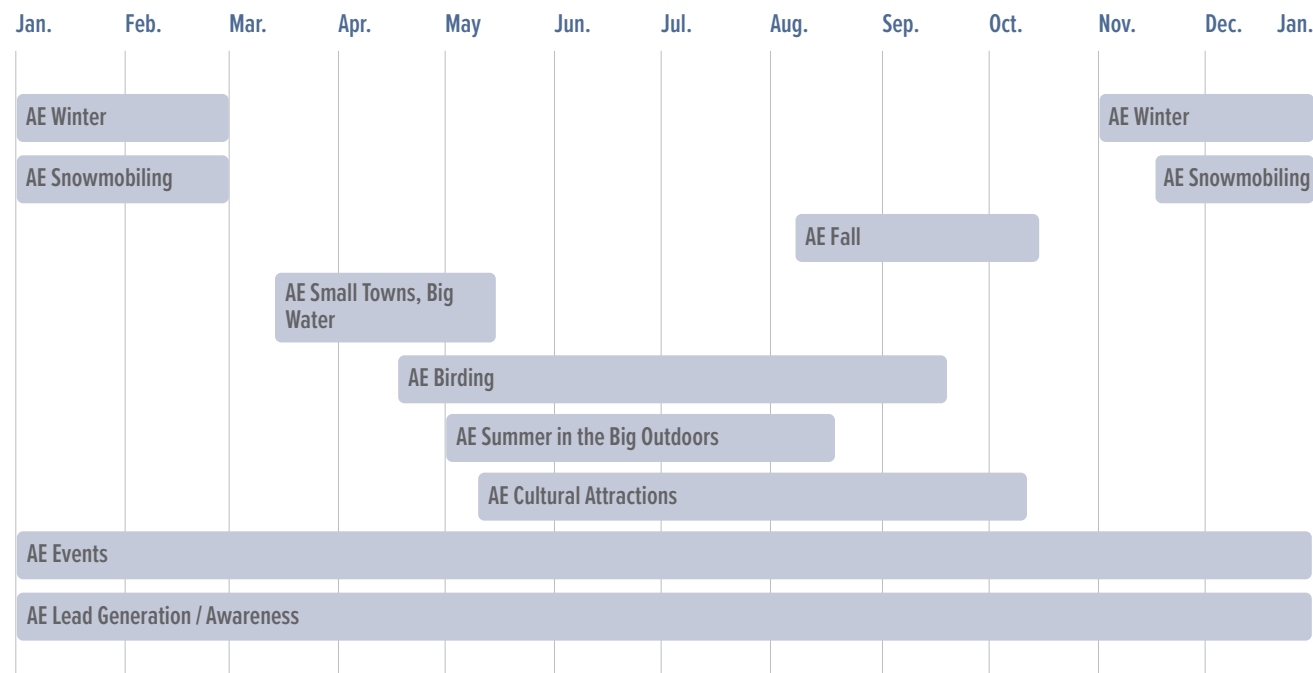


Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 48 days
- New York, NY: 38 days
- Albany-Schenectady-Troy, NY: 42 days
- Syracuse, NY: 45 days

REGIONAL CAMPAIGN SCHEDULES



* Refer to the Regional Programming section for an outline of additional programs and initiatives that will enhance the Adirondack Experience Region.



Adirondack Hub Region

AdirondackHub.com

Communities: Minerva, Newcomb, North Hudson, Schroon Lake

Slogan: 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 backcountry paddle with a couple of loons. When it’s time to come back to civilization a classic Main Street is waiting.

KEY PROJECTS AND INITIATIVES

North Hudson / Frontier Town Area

Focus on building awareness for access to amenities and experiences at and from Exit 29 to expand traveler impact on the North Hudson/Frontier Town area.

Overnight Visitors

Extend the initiative to attract more overnight visitors to the region by highlighting available lodging options alongside activities/itineraries.

Placemaking and Awareness

Placemaking and awareness for the communities of Newcomb, North Hudson, Minerva, and Schroon Lake.

REGIONAL CAMPAIGN SCHEDULES



ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 53.2%
- Cardholders 55+: 40.1%
- Overnight Trips: 54.9%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 25.1%
- Albany-Schenectady-Troy, NY: 30.6%
- Syracuse, NY: 5.5%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 44 days
- New York, NY: 18 days
- Albany-Schenectady-Troy, NY: 44 days
- Syracuse, NY: 40 days

* Refer to the Regional Programming section for an outline of additional programs and initiatives that will enhance the Adirondack Hub Region.



Lake Champlain Region

LakeChamplainRegion.com
Communities: Chesterfield/Keeseville, Crown Point, Elizabethtown, Essex, Lewis, Moriah/Port Henry, Ticonderoga, Westport, Willsboro
Slogan: 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.

KEY PROJECTS AND INITIATIVES

Lake Champlain Region Logo

Develop and implement a refreshed logo for the Lake Champlain Region that aligns with the recently crafted brand statement and slogan, ensuring a cohesive and compelling representation of the region.

Regional Events

Collaborating with the Adirondack Sports Council to draw regional events that bring positive contributions to communities across Essex County.

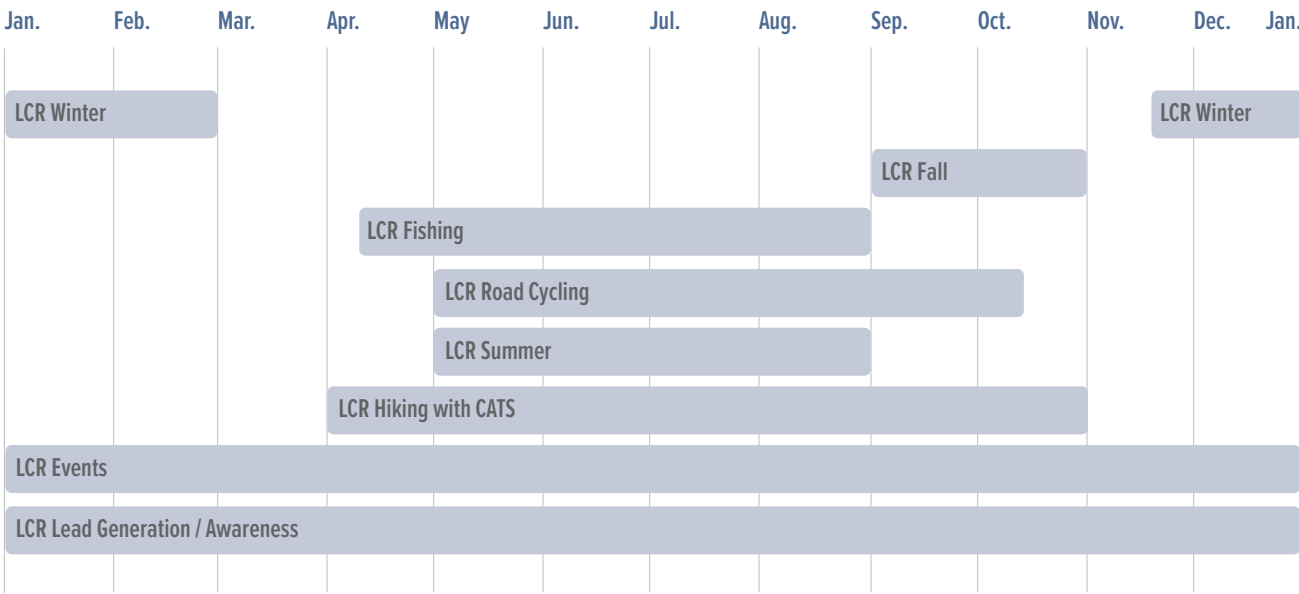
Lake Champlain Website Community Pages

Create fresh content to enhance individual community pages on the Lake Champlain Region website, increasing awareness of amenities, activities, events and resources for both residents and visitors.

Community Destination Development

Supporting community destination development initiatives including, but not limited to, the implementation of the Ticonderoga DRI.

REGIONAL CAMPAIGN SCHEDULES



ZARTICO AUDIENCE INSIGHTS

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Demographic Profile

BY CARDHOLDER

- Family Cardholders: 52.8%
- Cardholders 55+: 43.2%
- Overnight Trips: 60.4%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 18.9%
- Albany-Schenectady-Troy, NY: 21.7%
- Burlington, VT-Plattsburgh: 6.3%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 41 days
- New York, NY: 31 days
- Albany-Schenectady-Troy, NY: 43 days
- Burlington, VT-Plattsburgh: 32 days

* Refer to the Regional Programming section for an outline of additional programs and initiatives that will enhance the Lake Champlain Region.



Communities: Keene, Keene Valley,
Lake Placid



Saranac Lake Region

SaranacLake.com

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

Slogan: Decidedly Different

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.

KEY PROJECTS AND INITIATIVES

Saranac Lake Civic Center

Collaborate with regional partners to formulate and execute a strategy aimed at boosting utilization of and revenue for the Saranac Lake Civic Center.

Town of St. Armand

Work with the Town of St. Armand to create a brand mark and design signs for the entrance of Bloomingdale.

Saranac Lake 6er

Support the Saranac Lake Area Chamber of Commerce in the ownership transition of the Saranac Lake 6er, integrating information into SaranacLake.com, and creating a new brochure. We will assist the Town of St. Armand to establish an information kiosk for the Mt. Baker Trailhead, incorporating alternative parking details.

Adirondack Rail Trail

Execute an integrated marketing initiative to showcase the Adirondack Rail Trail. Work with community stakeholders to develop and implement cohesive signage and promotional materials to highlight the trail and access to local businesses and amenities in the communities along the trail.

Destination Management Plan

Identify a process to assist the community of Saranac Lake with updating their Destination Management Plan (DMP).

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 54.3%
- Cardholders 55+: 39.5%
- Overnight Trips: 67.78%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 20.0%
- Albany-Schenectady-Troy, NY: 15.2%
- Syracuse, NY: 8.1%

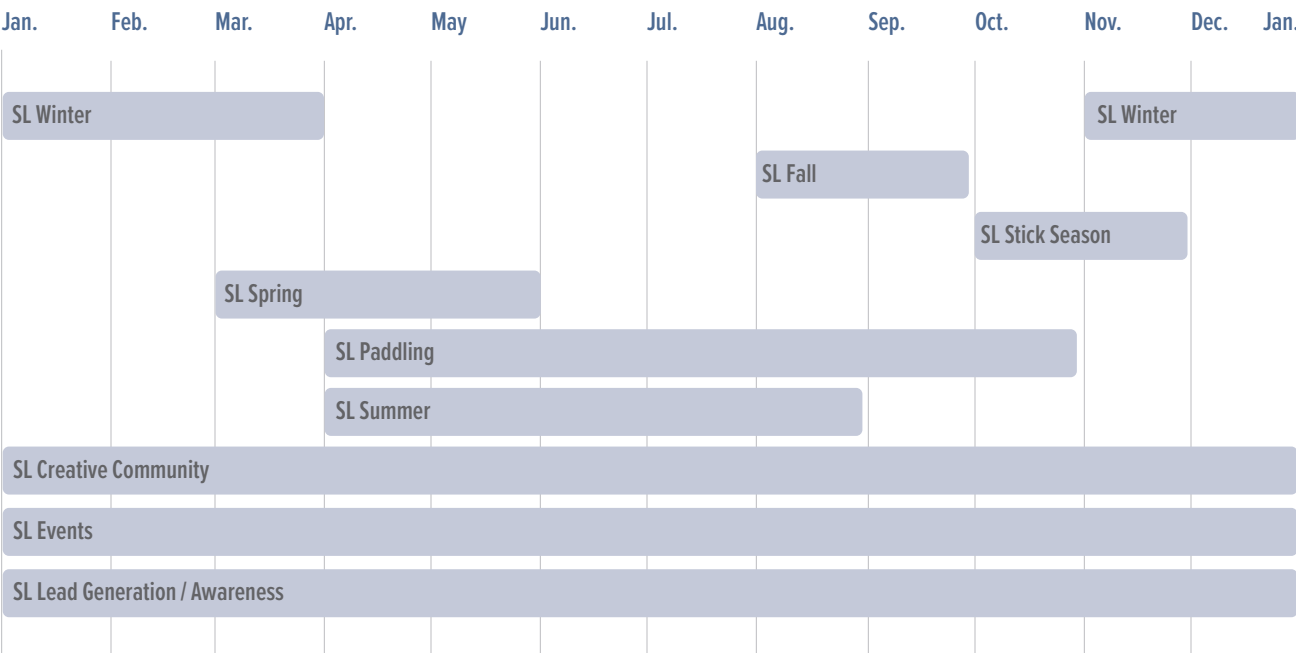


Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 46 days
- New York, NY: 33 days
- Albany-Schenectady-Troy, NY: 36 days
- Syracuse, NY: 44 days

REGIONAL CAMPAIGN SCHEDULES



* Refer to the Regional Programming section for an outline of additional programs and initiatives that will enhance the Saranac Lake Region.



Tupper Lake Region

TupperLake.com

Communities: Santa Clara, Tupper Lake, Piercefield

Slogan: 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.

KEY PROJECTS AND INITIATIVES

Tupper Lake Recreation Guide

Development, printing, and distribution of a new Tupper Lake Recreation Guide.

Tupper Lake Events Schedule

Work with community partners to strengthen the Tupper Lake events schedule by fostering growth and promotion of events, with a specific focus on optimizing the utilization of a shared “community calendar.”

Junction Readiness Task Force

Continued support for the Town of Tupper Lake’s Junction Readiness Task Force, aiming to effectively position Tupper Lake for the arrival of the Adirondack Rail Trail and expanded services from the Adirondack Scenic Railroad.

“Living Here” Content Upgrades

Major “Living Here” content development upgrades will involve close collaboration with the Tupper Lake Recreation Department to promote and support youth activities and events, including the development of new resources on TupperLake.com that specifically support the department. Additionally, we will collaborate with the Tupper Lake Economic Development Director to add resources for individuals looking to do business or relocate to the area.

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 50.3%
- Cardholders 55+: 43.2%
- Overnight Trips: 65.65%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 15.2%
- Albany-Schenectady-Troy, NY: 15.8%
- Syracuse, NY: 9.6%

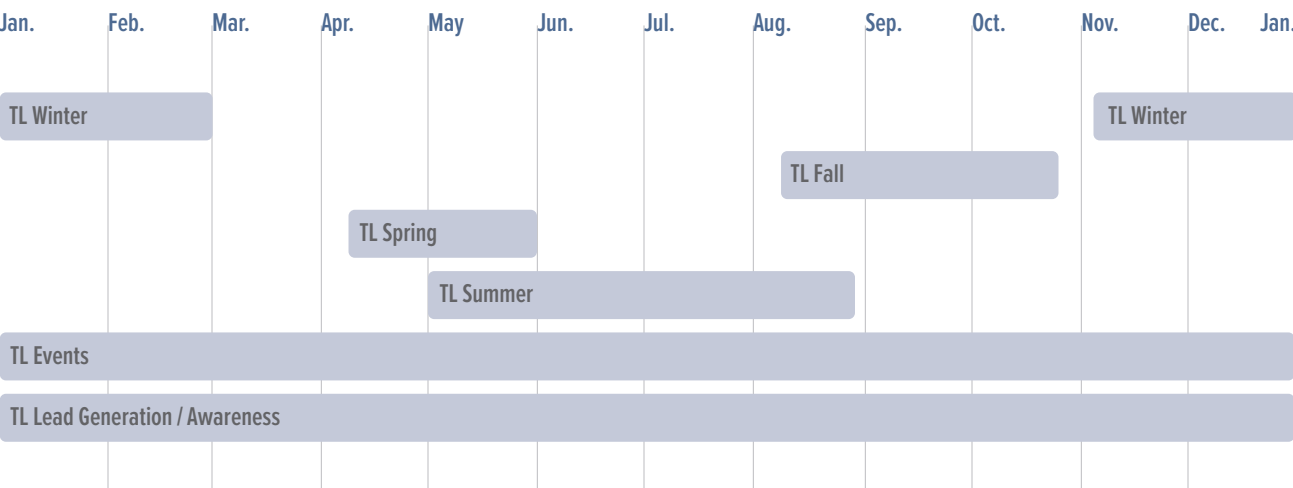


Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 37 days
- New York, NY: 33 days
- Albany-Schenectady-Troy, NY: 38 days
- Syracuse, NY: 38 days

REGIONAL CAMPAIGN SCHEDULES



* Refer to the Regional Programming section for an outline of additional programs and initiatives that will enhance the Tupper Lake Region.



Whiteface Region
WhitefaceRegion.com
Communities: Au Sable Forks, Jay, Upper Jay, Wilmington
Slogan: 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.

ZARTICO AUDIENCE INSIGHTS

Zartico insights are based on a sample of observed devices and credit card transactions over an entire year for U.S. travelers only.



Demographic Profile

BY CARDHOLDER

- Family Cardholders: 56.2%
- Cardholders 55+: 39.8%
- Overnight Trips: 63.7%



Top Geographic Markets

BY DMA VIA GEOLOCATION DATA

- New York, NY: 29.0%
- Albany-Schenectady-Troy, NY: 11.3%
- Rochester: 6.9%



Look-to-book Window

TIME BETWEEN VISITING WEBSITE AND ARRIVAL IN DESTINATION

- Overall: 39 days
- New York, NY: 33 days
- Albany-Schenectady-Troy, NY: 34 days
- Rochester: 25 days

KEY PROJECTS AND INITIATIVES

Whiteface Region Guide

Update and reprinting of the Whiteface Region Guide in collaboration with the Whiteface Mountain Visitors Bureau and the Ausable River Valley Business Association.

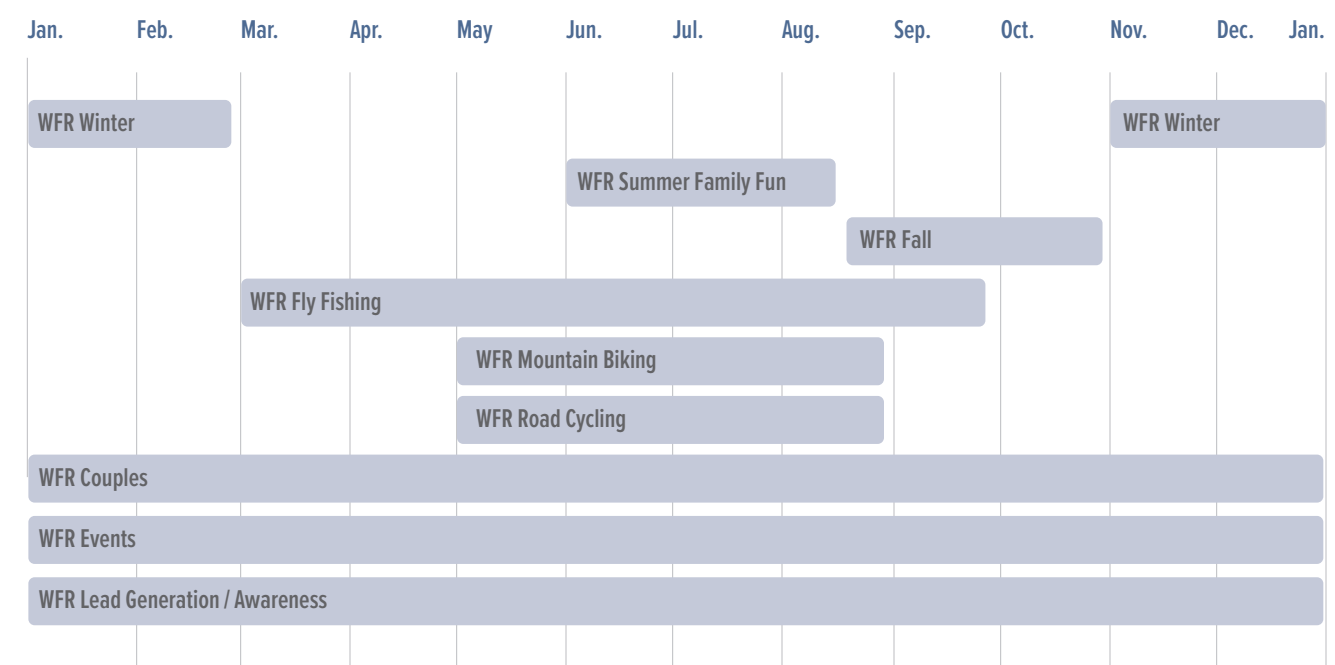
Map Kiosk Projects

Supporting communities in the Whiteface Region with the map kiosk projects, including, but not limited to, mountain bike signage and kiosks in the Town of Wilmington and a new town map kiosk installation in the Town of Jay.

Town of Jay Downtown Revitalization

Participate in and provide assistance to the Town of Jay in their Au Sable Forks downtown revitalization initiative.

REGIONAL CAMPAIGN SCHEDULES



* Refer to the Regional Programming section for an outline of additional programs and initiatives that will enhance the Whiteface Region.



REGIONAL OFFICE *of*
SUSTAINABLE TOURISM

