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Media Kit

A promotional toolkit
for media outreach

Adirondacks, USA

Lake Placid | High Peaks Region

Experience Our Adirondacks |
Hamilton County Region

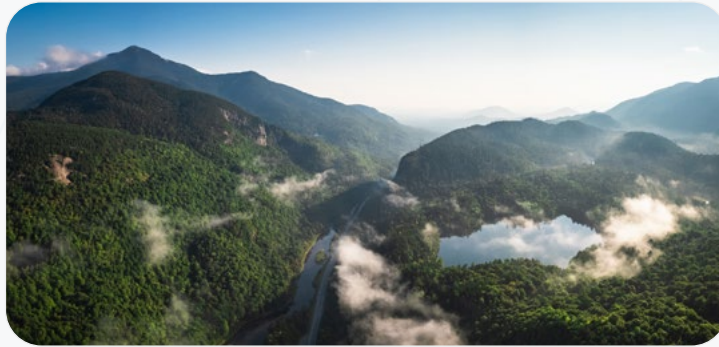
Adirondack Hub Region

Saranac Lake Region

Whiteface Region

Tupper Lake Region

Lake Champlain Region



Adirondacks, USA New York

The Adirondack region of upstate New York offers some of the best opportunities for outdoor recreation in a beautiful, natural setting. The Adirondacks have been a beloved vacation destination for generations of visitors; a place where the wilderness provides countless opportunities for adventure, exploration, and fun throughout its beautiful forests, high peaks, deep lakes and cool rivers.

The Adirondack region is the original vacation destination. The area became a popular destination for wilderness adventure with the publication of "Adventures in the Wilderness" by William H.H. Murray in 1869. The Adirondack Park was created in 1892, enshrined as a protected area in the New York state constitution. Ultimately, the word "vacation" originated in the early 1900s, in reference to the Adirondacks, as the region became a popular destination among wealthy families who would "vacate" the stifling heat of the city and travel to the Adirondacks, where the air was cool and clear.

Today, whether it's for a day, a long weekend, or a whole season, the Adirondack region continues to provide a perfect vacation getaway filled with small towns and big outdoors - a natural wonderland of fresh air, pristine water, and breathtaking landscapes giving visitors an opportunity to relax, visit legendary places, reconnect with the natural world, and discover all that the area has to share.

Size and Population

- At 6.2 million acres, the Adirondack Park is bigger than Grand Canyon, Great Smoky Mountains, Yellowstone, Yosemite, and Glacier parks, combined.
- The Adirondack Park is within a day's drive for 25% of the entire North American population.
- The Adirondack Park is the largest protected area in the contiguous United States, delineated by a "blue line" on maps of New York state.
- Unlike other parks, there are no entrance gates or fees.
- Approximately 137,000 people live in the Adirondacks full-time (avg. of 14 people / sq mile).
- Hamilton County is the least populated county in the state; it does not have a single traffic light.

Fun History

- In 1892, the state legislature created a law that public lands within the Adirondacks are to remain "forever wild," ensuring that the region will be enjoyed for generations.
- The first hotel in the world to have electricity in every room was located on the shores of Blue Mountain Lake.
- Theodore Roosevelt was hiking in the High Peaks region when he learned President McKinley would not recover from a gunshot wound. Roosevelt became president in the middle of the night while traveling to the train station in North Creek.
- In the late 1800's, Saranac Lake was a world-famous center for tuberculosis treatment and research.

Geography

- The Adirondacks continue to rise about 2mm annually, due to geologic uplift.
- The Adirondacks boast 30,000 miles of rivers, brooks, and streams.
- There are more than 3,000 ponds and lakes in the Adirondacks.
- The Adirondacks contain more than 2,000 miles of designated hiking trails, from challenging high peaks to lower-elevation hikes throughout the park.
- Essex County contains the most waterfalls in the state, with 47 throughout the county.

Travel

- The Adirondacks welcome more than 18 million visitors each year.
- The Adirondack Park offers opportunities for hiking, downhill and cross-country skiing, snowshoeing, boating, fishing, camping, hunting, golf, cycling, skating, birding, ice climbing, mountain biking, and much more.
- The region offers more than 11,000 rental rooms in hotels, motels, inns, cabins, and cottages, along with almost 12,000 campsites.
- The region comprises a mix of private and public lands; some of the best scenery is free and open to the public.
- The region offers activities and adventures that are family-friendly; from award-winning nature centers to sandy beaches with mountain views.



Accounts

Visit these accounts to find additional inspiration.





Lake Placid | High Peaks Region

Hit the Road

Lake Placid is a comfortable drive from several major metropolitan centers.

- Boston: 4 hr, 55 min
- New York City: 4 hr, 59 min
- Montreal: 2 hr, 7 min
- Toronto: 5 hr, 40 min
- Albany: 2 hr, 19 min
- Ottawa: 3 hr, 5 min

The Lake Placid / High Peaks Region comprises Keene, Keene Valley, and Lake Placid. It's home to the highest mountains in the state and offers plenty of outdoor adventure for families, couples or solo adventurers. Outdoor adventure opportunities, along with the area's traditional and unique main street shops, restaurants, and a variety of amenities and attractions allow visitors to invent their own perfect day, every day.

Located between two lakes and surrounded by mountains, Lake Placid is an Olympic village, winter sports legend, and quaint lakeside destination. This village offers lakeside hotels, award-winning restaurants, unique shops, art galleries, elite international events and Olympic venues that are both modern and historic. It has a main street made for walking, nights where you can see the stars, and community members who love their hometown. Lake Placid is a place where visitors fill their days with things that make life more adventurous, romantic, and fun.

Nestled amidst the picturesque beauty of the Adirondack Mountains, the towns of Keene and Keene Valley offer a charming escape for travelers seeking a blend of natural wonders, outdoor adventure, and unique shopping experiences. Located approximately 20 minutes from Lake Placid, Keene and Keene Valley are well-known by hikers, offering access to the High Peaks - surrounded by the Dix and Giant Mountain Wilderness Areas, and leading directly to the highest mountains in the state. Known for Adirondack wilderness adventure opportunities including wilderness hiking, rope- and ice-climbing opportunities, backcountry adventures, and challenging hikes that skirt the edge of waterfalls, the villages also offer an abundance of small-town charm for those who prefer a more laid-back approach to their adventures.

Invent Your Own Perfect Day

Visit LakePlacid.com for additional information.



Top Attractions

- Lake Placid Olympic sites
- Main Street, Lake Placid
- John Brown Farm State Historic Site
- Mirror Lake
- Hiking in the High Peaks Region
- Local breweries
- Lake Placid Center for the Arts
- Mid's Park



Events

- Adirondack Backcountry Ski Fest (March)
- Lake Placid Marathon & Half Marathon (June)
- IRONMAN and IRONMAN 70.3 (July)
- Lake Placid Summit Classic Lacrosse (July)
- Lake Placid Summit Youth Classic Lacrosse (July)
- LP & ILNY Horse Shows (June - July)
- Lake Placid Film Festival (November)
- Lake Placid Holiday Village Stroll (December)

Accounts

Visit these accounts to find additional inspiration.





Experience Our Adirondacks | Hamilton County Region

Hit the Road

Blue Mountain Lake, in central Hamilton County, is an easy drive from major metropolitan areas.

- Boston: 4.6 hours
- New York City: 4.75 hours
- Montreal: 3 hours
- Toronto: 5.75 hours
- Albany: 2 hours
- Ottawa: 3.25 hours

Big outdoors and big adventures await in Hamilton County, the heart of the Adirondack wilderness and the ideal destination for curious, adventurous visitors. It presents a charming balance of unspoiled Adirondack wilderness paired with unique small towns that are packed with character.

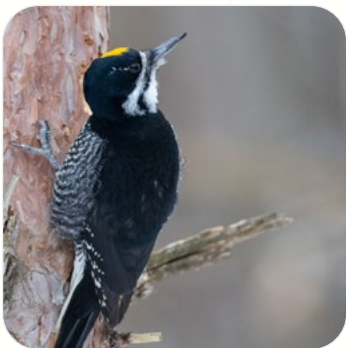
Hamilton County offers a classic Adirondack experience, attracting nature lovers for over a century. Travelers are able to step back in time to explore Adirondack history in the birthplace of the American vacation. Hamilton County was a major destination for the wealthiest travelers during the Gilded Age, leaving behind W.W. Durant's landmark Adirondack architecture and the famed Great Camps.

One million acres of undisturbed woods, majestic mountains, cascading waterfalls, and pristine lakes offers outdoor experiences during all four seasons. Charming, unique, and historic towns rich with eccentric events and warm hospitality welcome visitors to their lakes, stores, festivals and attractions. Big on outdoors and small-town charm, Hamilton County is adventure and nature, away from it all.



Top Attractions

- Fire tower and waterfall challenges
- Adirondack Experience, the Museum on Blue Mountain Lake
- W.W. Durant cruise with Raquette Lake Navigation Co.
- Seaplane rides
- Great Camp Sagamore
- Whitewater rafting through the Hudson River Gorge
- Oak Mountain Ski Center



Events

- Great Camp Sagamore Snowday (February)
- Great Adirondack Garage Sale (May)
- The Black Fly Challenge (June)
- Adirondack Boreal Birding Festival (June)
- Rustic Fair / Rustic Furniture Fair (September)
- Adirondack Moose Festival (September)

Accounts

Visit these accounts to find additional inspiration.

 @ExperienceOurAdirondacks

 youtube.com/c/experienceouradirondacks



Adirondack Hub Region

Hit the Road

Newcomb, the heart of the Adirondack Hub, is an easy drive from major metropolitan areas.

- Boston: 4.6 hours
- New York City: 4.5 hours
- Montreal: 2.5 hours
- Toronto: 6 hours
- Albany: 2 hours
- Ottawa: 3.2 hours

The Adirondack Hub is the ideal basecamp, and a central launching point for year-round adventure. The region is perfect for the rugged outdoor enthusiast, along with families seeking a memorable getaway. 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.

There's no need to determine if travelers prefer beach or mountain getaways; this region offers opportunities for both. Interconnected trail networks take travelers along gentle terrain to scenic ponds, while more adventurous explorers can enjoy easy access to the High Peaks, where they'll find challenging ascents beginning at the Upper Works trailhead. Boating on the area's lakes is popular, along with sharing a quiet backcountry paddle with a couple of loons.

The region offers plenty of arts and culture as well - it has a long history of combining great arts and wild outdoor adventure. Visitors can enjoy the Seagle Festival, Adirondack Shakespeare Company, community events and celebrations, one of the most beautiful Great Camps and the Adirondack Interpretive Center which shares information about the region's natural world.



Top Attractions

- Great Camp Santanoni
- Adirondack Interpretive Center
- Schroon Lake Beach
- Seagle Festival and Adirondack Shakespeare Company
- Frontier Town Gateway
- Paradox Brewery
- The Adirondack Buffalo Company
- Hiking from Upper Works (Southern access to High Peaks)
- Paddling/canoe camping the Essex Chain Lakes and the Boreas Ponds Tract



Events

- Vintage Snowmobile races (February)
- Schroon Lake Ice Fishing Derby (March)
- Santanoni Winter Weekends (March)
- Great Adirondack Garage Sale (May)
- Adirondack Folk Music Festival (August)
- Adirondack Marathon Distance Festival (September)
- Olde Tyme Christmas Celebration (December)

Accounts

Visit these accounts to find additional inspiration.





Saranac Lake Region

Hit the Road

Saranac Lake is an easy drive from several metropolitan areas.

- Boston: 5.25 hours
- New York City: 5.3 hours
- Montreal: 2 hours
- Toronto: 5.75 hours
- Albany: 2.5 hours
- Ottawa: 2.75 hours

Enjoy the village of Saranac Lake, where the winters are cold and beautiful, summers are full of adventure, and there are always plenty of great activities to keep visitors busy and entertained. Saranac Lake is a place that's both 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.

The village celebrates its fascinating history along with vibrant love for the arts, along with serious dedication to hiking and paddling. In fact, visitors can hike, paddle, dine, and shop without having to leave downtown. An even closer look reveals a downtown with an incredibly 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. This is a place where a beautiful balance is struck: a nature lover's paradise infused with bold, fun ideas and originality.



Top Attractions

- Saranac Lake 6er hiking challenge
- Paul Smith's College VIC (Visitor Interpretive Center)
- Historic Saranac Lake and Laboratory Museum
- Local breweries
- Adirondack Carousel
- Island camping on the Saranac Lakes
- Cross-country skiing on the Jackrabbit Trail
- Pendragon Theatre, BluSeed Studios, and live music venues
- White Pine Camp
- Paddle through downtown or the St. Regis Canoe Area
- Dewey Mountain & Mt. Pisgah (cross-country ski, snowshoeing, alpine ski, tubing, mountain biking, etc.)



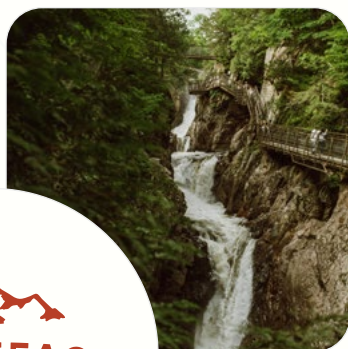
Events

- First Night (December 31)
- Winter Carnival (February)
- Adirondack Winter Fest (February)
- Saranac Lake 3P (March)
- Great Adirondack Birding Celebration (June)
- Celebrate Paddling ADK (June)
- Tri-Lakes Pride (June)
- Music on the Green @ Riverside Park (July - August)
- Northern Current Music Festival (Labor Day Weekend)
- Farm2Fork Festival (Labor Day Weekend)

Accounts

Visit these accounts to find additional inspiration.





Whiteface Region

Hit the Road

Wilmington is an easy drive from several major metropolitan areas.

- Boston: 5 hours
- New York City: 5 hours
- Montreal: 2 hours
- Toronto: 6 hours
- Albany: 2.25 hours
- Ottawa: 3.25 hours

Natural wonders of the Whiteface Region define this prime destination for adventure, fun, and amazing experiences for those looking to get close to nature. The Whiteface Region is situated quietly between two of the Adirondacks' most remarkable features - Whiteface Mountain and the Ausable River. The communities of Au Sable Forks, Jay, Upper Jay, and Wilmington are linked together by two branches of this river; it's a place connected to nature in every way possible.

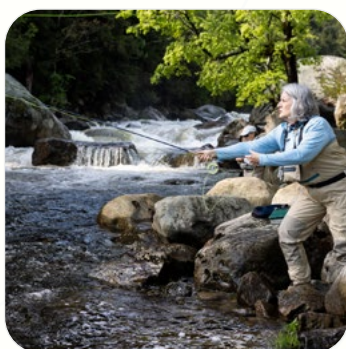
Playing outside is encouraged in every season; from the ski slopes to the river and hiking trails, an entire vacation's worth of activity presents itself. Visitors can explore world-famous skiing and riding, prized fly fishing, and extensive mountain biking trails. The variety of family-friendly attractions and destinations highlight distinctive wildlife, farms, history, and art. Inspirational scenery abounds, especially on the area's many hiking trails. Nowhere else can visitors explore an Adirondack High Peak in any season, by ski, car, or on foot; then end their day by descending into a billion-year-old chasm carved by glaciers and a roaring river.

Pristine trout streams, talented artisans, fresh mountain biking and Whiteface Mountain's greatest vertical in the East, offers adventure that is conveniently located, easily accessible, and surprisingly affordable.



Top Attractions

- High Falls Gorge
- Whiteface Mountain
- Whiteface Veterans' Memorial Highway
- Santa's Workshop
- Wilmington mountain bike trails and pump track
- Fly fishing the Ausable River
- The Jay Covered Bridge



Events

- Ausable River Two-Fly Challenge (May)
- Whiteface Uphill Bike Race (June)
- Wilmington Whiteface Whiskey Run (June)
- Wilmington Whiteface 100k (June)
- Wilmington Mountain Bike Festival (September)
- Festival of Colors (September)
- Christmas in the Forks (December)

Accounts

Visit these accounts to find additional inspiration.

 @WhitefaceRegion

 @whitefaceregion

 youtube.com/@Whitefaceregion



Tupper Lake Region

Hit the Road

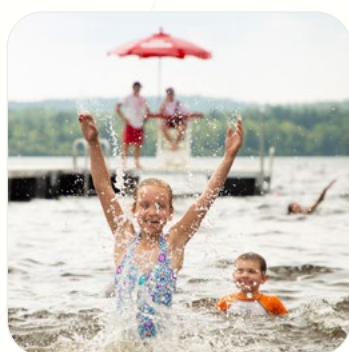
Tupper Lake is an easy drive from several major metropolitan areas.

- Boston: 5 hours, 9 minutes
- New York City: 5 hours, 16 minutes
- Montreal: 2 hours, 30 minutes
- Toronto: 5 hours, 3 minutes
- Albany: 2 hours, 37 minutes
- Ottawa: 2 hours, 39 minutes

Connect and discover adventure in the quintessentially classic Adirondack community of Tupper Lake. It is a region for self-guided discovery at its attractions while connecting with local guides, residents, artists and retailers. 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 low-elevation hiking trails, rich heritage, summer concerts, sporting events, and community festivals, Tupper Lake is a natural place to connect and discover.

Park Street's burgeoning array of shops, restaurants, attractions and arts offerings provide a fun complement to the wide range of outdoor activities in the area. Trails lead to scenic summits, the award-winning Wild Center celebrates the Adirondacks' natural history and its local beach and waterfront hosts events and activities. Nighttime in Tupper Lake is equally interesting; its dark skies are ready to be explored at the Adirondack Sky Center and Observatory.

Full of rustic charm, family-oriented Tupper Lake is a great vacation waiting to happen.



Top Attractions

- The Wild Center
- The Adirondack Sky Center and Observatory
- Tupper Lake Triads (hiking and paddling challenges)
- Little Wolf Beach and Campground
- The Tupper Lake Waterfront Park and Sunset Stage
- Tupper Lake Arts
- Tupper Lake Golf Club
- Bog River Falls
- Raquette River Brewing
- The James C. Frenette Sr. Recreation Trails



Events

- Tupper Lake Northern Challenge (February)
- The Brew-Ski (February)
- Colby Classic Ice Fishing Derby (March)
- Great Adirondack Garage Sale (May)
- Annual Tinman Triathlon (June)
- Festival of Lights (December)
- Wild Lights at The Wild Center (Winter)

Accounts

Visit these accounts to find additional inspiration.





Lake Champlain Region

Hit the Road

Westport, centrally located in the Lake Champlain Region, is an easy drive from major metropolitan areas.

- Boston: 4.2 hours
- New York City: 4.75 hours
- Montreal: 2 hours
- Toronto: 6.5 hours
- Albany: 2 hours
- Ottawa: 3.5 hours

Situated where New York's Adirondack Mountains meet breathtaking Lake Champlain, the Lake Champlain Region offers a calm, laid-back destination. Its charming towns of Chesterfield, Willsboro, Essex, Lewis, Elizabethtown, Westport, Moriah, Port Henry, Crown Point, and Ticonderoga comprise the Lake Champlain Region. The lake, regional history, the emergence of agritourism, farm-to-table dining options and flourishing arts and cultural amenities provide myriad opportunities for visitors.

Modern-day explorers will find something special around every corner. Play on one of the largest interconnected freshwater lakes in North America. On land, an extensive trail network brings together flourishing nature, quaint communities, and gorgeous vistas. Travelers will discover a distinctive, relaxed area, full of rolling hills, farms, low-elevation hiking, immersive historic sites that have shaped American history, boating on one of the most beautiful lakes in America, and even a legendary lake monster.

Explore history at Fort Ticonderoga, float through the "Grand Canyon of the East" at Ausable Chasm or sail and fish legendary Lake Champlain, surrounded by views of the Adirondacks and Vermont's Green Mountains. The awe-inspiring Lake Champlain Region offers a unique blend of activities and recreational opportunities, with farm-fresh food, historic sites, and views at every gentle curve in the road. Adirondack peaks and iconic waterfalls complete this unique blend of striking scenic beauty, open spaces and legendary places.



Top Attractions

- Fort Ticonderoga
- Lake Champlain
- Ausable Chasm
- North Star Underground Railroad Museum
- Crown Point State Historic Site
- Champlain Area Trail System (CATS)
- Otis Mountain and the Blueberry Cobble mountain bike trails
- Agritourism and breweries
- Star Trek Original Series Set Tour



Events

- Crown Point's Memorial Day Celebration (May)
- Ticonderoga's Best 4th in the North (July)
- Port Henry's Champ Day Festival (August)
- Ticonderoga Festival Guild Summer Concert Series (July - August)
- Summer Concert Series at Ballard Park in Westport (July - August)
- E'town Day (July)
- Essex County Fair (August)
- Otis Mountain Music Festival (September)
- Moriah's Labor Day Celebration (September)
- Trekonderoga Weekend (August)
- Adirondack Harvest Festival (September)
- Fort Ticonderoga's Heritage, Harvest and Horse Festival (September)
- Christmas in Essex (December)

Accounts

Visit these accounts to find additional inspiration.

 @LakeChamplainADK

 youtube.com/LakeChamplainRegion

 @LakeChamplainADK