

2026-2028

ROOST **Destination** **Marketing &** **Management** **Plan**

ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM





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A Letter from the CEO & COO

Dear Partners and Stakeholders,

We are pleased to present the 2026–2028 Destination Marketing and Management Plan for the Regional Office of Sustainable Tourism (ROOST). This plan reflects our continued commitment to fostering sustainable, vibrant communities while promoting the Adirondacks as a premier destination for visitors from near and far.

Over the past several years, ROOST has evolved from a traditional tourism marketing organization into a Destination Marketing and Management Organization (DMMO), focused not only on attracting visitors but also on ensuring that tourism benefits the communities we serve. This plan builds on that foundation by balancing economic growth with community priorities, environmental stewardship, and a focus on inclusivity and quality of life for our residents.

The initiatives outlined here demonstrate our dedication to collaboration with local governments, businesses, and residents to create experiences that are memorable, responsible, and sustainable. From workforce housing and tourism asset development to marketing strategies that highlight the region’s diverse stories and seasons, our goal is to advance both the visitor experience and the well-being of our communities.

We look forward to working with all of you to implement this plan, ensuring that the Adirondacks remain a thriving, resilient destination for generations to come. Thank you for your continued partnership and support.

Thank you,

Dan F. Kelleher
Dan Kelleher, CEO

Mary Jane Lawrence
Mary Jane Lawrence, COO

About ROOST

The Regional Office of Sustainable Tourism (ROOST) is a 501(c)(6) not-for-profit corporation responsible for Destination Marketing and Management (DMMO) in Essex and Hamilton counties, as well as the communities of Lake Placid, Saranac Lake, and Tupper Lake, all within New York State’s Adirondacks region.

ROOST has evolved from a traditional tourism marketing organization into a Destination Marketing and Management Organization. While our work continues to promote the region, our focus has broadened to ensure the economic benefits of tourism are balanced with the needs of our communities. This includes taking an active role in destination development initiatives, such as workforce housing and tourism asset development, that directly address community priorities.

Our work depends on collaboration with local governments, organizations, and residents to create a safe, welcoming, and inclusive destination for all. We also foster environmental stewardship and encourage responsible travel to protect the region’s natural beauty and culture. From balancing seasonality to diversifying our marketing stories, our efforts demonstrate a commitment to a holistic approach to tourism that benefits both visitors and residents alike.

Mission

“Enrich the lives of community members economically and socially by managing and diversifying the tourism economy.”

Vision

“Vibrant Adirondack communities where residents and visitors enjoy exceptional services, distinctive recreational experiences, and an unparalleled quality of life.”

About the People

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 & Innovative

We approach all our efforts 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 & 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 & 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 Board

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

Executive Committee Member

Chair

Nick Politi
Lake Placid/High Peaks Representative

Vice Chair

Chandler Ralph
Lake Placid/High Peaks Representative

Treasurer

Garrick Smith
Lake Placid/High Peaks Representative

Secretary

Lisa Hess-Marks
Adirondack Hub Representative

Mariann Rapple
Lake Champlain Region Representative

Members

Juliet Cook
Lake Champlain Region Representative

Andrea Crisafulli
Adirondack Hub Representative

Susan Delahanty
Tupper Lake Region Representative

Jon Donk
Lake Placid/High Peaks Representative

Jodi Gunther
Saranac Lake Representative

Leslie Karasin
Saranac Lake Representative

Rebecca Kelly
Whiteface Region Representative

Hillarie Logan-Dechene
Hamilton County Representative

Alex Madden
Lake Placid/High Peaks Representative

Dan Rivera
Lake Champlain Region Representative

Ex-Officio Members

Supervisor Cathleen Reusser
Town of Elizabethtown, Essex County

Supervisor Matt Stanley
Town of Jay, Essex County

ROOST Team

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

Dan Kelleher
President / CEO

Mary Jane Lawrence
Chief Operating Officer

Jasen Lawrence
Director of Digital Strategy

Michelle Clement
Director of Marketing

Adam DeSantis
Director of Economic Development

Sydney Aveson
Communications Coordinator

Jay Bennett
AI and SEO Strategist

Kim Beach
Event Support Manager and Whiteface Region Liaison

Isabelle Bureau
Southern Essex County Regional Manager

Leigh Campbell
Designer

Nick Donaghy
Web Developer

Layne Dowdall
Data & Paid Media Strategist

Catherine Ericson
Lake Placid Region Community Liaison

Noah Franklin
Web Developer

Ashley Garwood
Saranac Lake & Tupper Lake Regional Manager

Emilee Hazelden
UI/UX and Design

Jane Hooper
Communications Manager

John Huttlinger, III
Web Developer

Liam Hamilton
Web Developer

Crystal Lyons
Business Support Coordinator

Sharron Miller
Visitor Service Manager

KC Morrison
Adirondack Hub & Hamilton County Regional Manager

Krissy Navrat
Content Developer

Angelita Nevo
Visitor Service Specialist

Glenn Pareira
Email Marketing

Olivia Penrose
Content Developer

Aurora Pfaff
Content Manager

Suzanne Maye
Lake Champlain Region Visitor Center Manager

Hannah Sappah
Group Sales Coordinator

Kristin Strack
Office Coordinator

Troy Tetreault
Content Developer

Cody Updike
Media Coordinator

RST

About the Plan


The 2026–2028 Destination Marketing and Management Plan serves as our comprehensive roadmap for achieving the goals outlined in the ROOST Strategic Plan. This three-year document not only provides a solid foundation for our efforts but also offers the flexibility to pivot in response to emerging opportunities, market shifts, and unforeseen circumstances. The tourism landscape is constantly evolving, and this plan ensures that we remain adaptable, able to adjust our strategies quickly and effectively to meet shifting market dynamics.

Central to this plan is our commitment to implementing cutting-edge technologies. With the rapid pace of technological advancements, we are focused on integrating the latest tools (such as data analytics, artificial intelligence [AI], and virtual/augmented reality) to enhance visitor engagement, optimize marketing efforts, and improve operational efficiency. By embracing these technologies, we can stay ahead of the curve and make fast adjustments that often outpace industry trends.

In short, this plan provides both a stable foundation and the ability to evolve, ensuring sustained growth and success for the region we serve.

Stay informed on the latest updates, insights, and opportunities related to our programs. Subscribe to our newsletter today:

[www.roostadk.com/
email-preferences](http://www.roostadk.com/email-preferences)



Access Additional Information

To provide a more comprehensive view, this plan should be considered alongside the following supporting documents, all available on ROOSTadk.com:

- **ROOST Strategic Plan:** Details our three-year goals, strategies, and initiatives.
- **Annual Strategy Updates:** Outlines key programming for the upcoming calendar years (will be available for 2027 and 2028).
- **Leisure Travel Study:** Annual study tracks and measures the return on investment (ROI) for our marketing dollars.
- **Resident Sentiment Survey:** Annual survey gauges community feelings and opinions on the impact of tourism.
- **ROOST’s Annual Budget:** Offers a clear understanding of our financial plan.
- **Performance Reporting:** Our end-of-year reports now provide detailed annual performance snapshots, while our ROOST Newsletter provides regular detailed updates and information on ongoing projects and initiatives and shares the new releases for the above-listed documents.

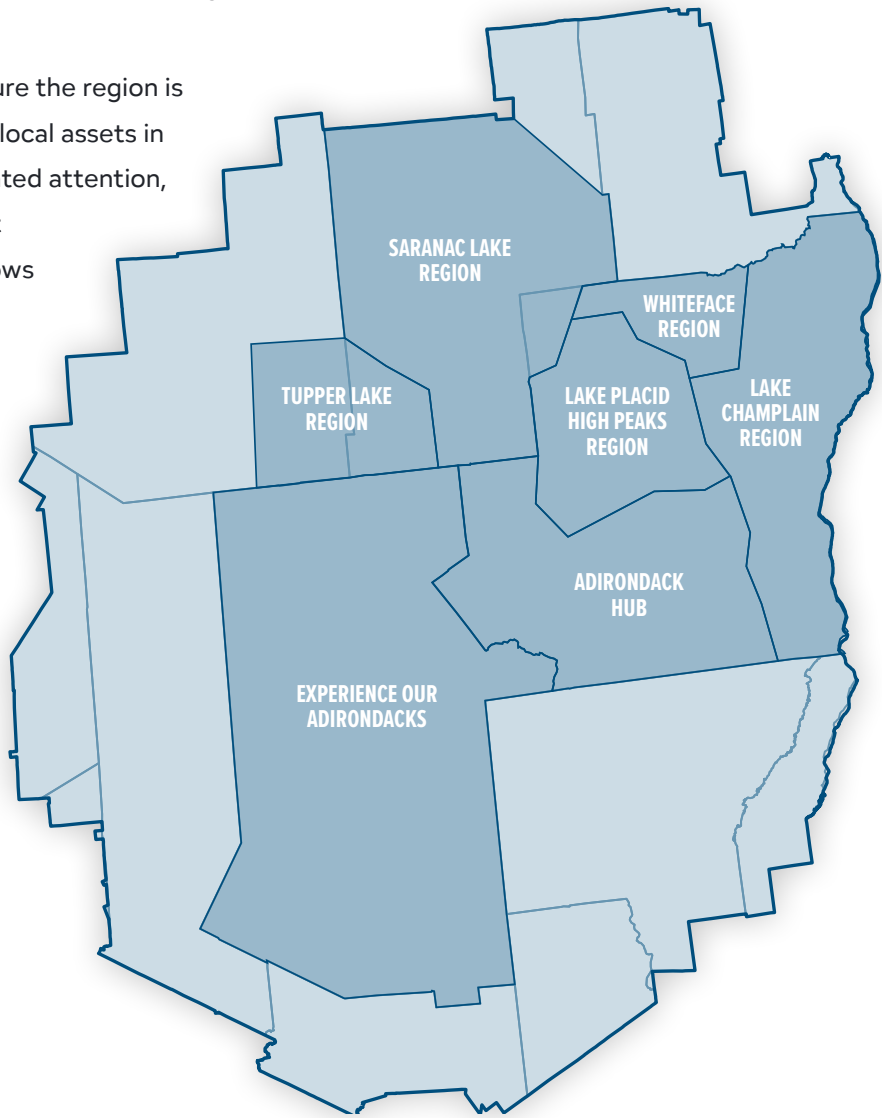


About the Place

The Regional Office of Sustainable Tourism (ROOST) officially represents a vast portion of the Adirondack Park, spanning Essex and Hamilton counties, as well as the Villages of Lake Placid, Saranac Lake, and Tupper Lake.

To effectively manage and promote this expansive territory, which is famously a unique patchwork of public and private lands, ROOST employs a dual-tier branding structure:

- Adirondacks, USA (The Umbrella Brand):** This brand provides the unified marketing voice and identity for the entire region, amplifying promotional efforts and supporting all communities under one cohesive program.
- Seven Unique Destination Zones:** To ensure the region is manageable for travelers and that unique local assets in our individual communities receive dedicated attention, the region is organized into seven distinct Destination Zones. This segmentation allows for tailored marketing and a deeper focus on the individual character and visitor experience of each area.



What is a Destination Zone? They are distinct clusters of communities within the larger region we serve, each with its own vibe, flavor, and story to tell. Think of them as chapters in a great travel novel: different settings, same amazing book.

DESTINATION ZONE	COUNTY	COMMUNITIES (Towns/Villages/Hamlets)
Adirondack Hub Region	Essex/Hamilton	Minerva Newcomb North Hudson Schroon * Long Lake * Indian Lake
Experience Our Adirondacks	Hamilton	Arietta Benson Hope Indian Lake/Blue Mountain Lake Inlet Lake Pleasant/Speculator Long Lake/Raquette Lake Morehouse Piseco Wells
Lake Champlain Region	Essex	Chesterfield/Keeseville Crown Point Elizabethtown Essex Lewis Moriah/Port Henry Ticonderoga Westport Willsboro
Lake Placid/ High Peaks Region	Essex	Keene/Keene Valley North Elba/Lake Placid
Saranac Lake Region	Essex/Franklin	Bloomingtondale Lake Clear Paul Smiths Ray Brook Saranac Lake St. Armand
Tupper Lake Region	Franklin	Piercefield Santa Clara Tupper Lake
Whiteface Region	Essex	Jay/Au Sable Forks/Upper Jay Wilmington

* Note: Long Lake and Indian Lake are part of Experience Our Adirondacks (Hamilton County) and also included in the ADK Hub through their Five Towns affiliation.

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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 communities: Low population density, low crime rate, a 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 to experience overuse during peak times.
- Transportation: Limited air service, public transit, and ground transportation.
- Lodging: Limited availability of lodging amenities in some areas.
- Connectivity: Gaps in cell and high-speed broadband coverage.



Opportunities

- Diversify experiences: Expand awareness of the Adirondacks beyond outdoor recreation offerings to include a greater understanding of culinary, cultural attractions, arts, and agritourism experiences.
- Soft periods: 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.
- Climate refuge: Our geographical area offers year-round desirable conditions for people to live in, despite the impacts of climate change.
- Call it home: Travelers see an attractive destination to relocate, raise a family, and start a business.
- Multi-region travel: Unique communities and experiences across the Adirondacks present an opportunity to increase repeat visitation and extended stays.

Threats

- Economy: Economic downturns and U.S./Canadian exchange rates can impact travel patterns.
- Housing: A housing shortage is resulting in a declining population and labor force.
- Politics: Shifts in political policy and perceptions 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.
- Climate change: Warmer temperatures threaten to reduce winter visitation and extend rainy weather patterns, reducing the attractiveness of the region to visitors.
- Health and safety: Public health outbreaks pose a threat to our communities and local economy.
- Economic concentration: Essex and Hamilton Counties are the two economies most reliant on tourism in New York, with 37.1% and 46.7% of all labor income, respectively, generated by this sector.

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Performance Snapshot

2024 Visitor Spend

\$1.294 billion

\$963.5M Essex County	\$108.9M Hamilton County	\$222.1M Franklin County
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3 Year Average ROI

90:1

\$90 to every \$1 spent

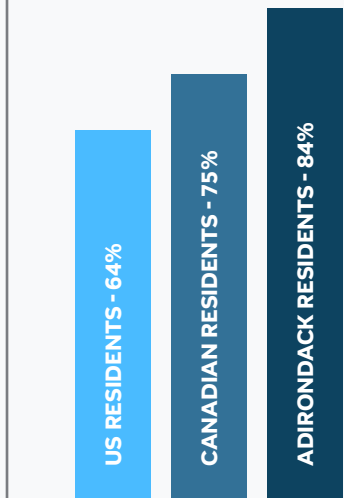
Without state and local tax revenue generated by travel and tourism each Essex County household would:

Pay an additional **\$6,305/** YEAR IN TAXES

And each Hamilton County household would:

Pay an additional **\$6,213/** YEAR IN TAXES

84% of residents think tourism has a positive impact.



Adirondack Resident Sentiment Survey, Longwoods International Tourism Sentiment Surveys.

Annual Reach of Marketing

EMAILS SENT **12,750,000+**

WEBSITE SESSIONS **3,870,000+**

SOCIAL FOLLOWERS **475,000+**

REEL PLAYS **2,700,000+**

VISITOR CENTER VISITORS **60,000+**

ANNUAL EVENTS SUPPORTED **2,500+**

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Strategic Goals

The 2026–2028 ROOST Strategic Plan is our new collaborative roadmap, developed by the ROOST team and Board of Directors. It refines our vision and mission with updated strategic objectives and actionable initiatives, all designed to meet the evolving needs of the communities we serve. This strategic framework builds on the success of the previous 2023–2025 plan by incorporating critical feedback from our annual Resident and Business Sentiment Survey and input from community stakeholders. The following summary outlines the plan's four key pillars and their associated goals, aligning this document's detailed programs and tactics with that strategic framework.

Destination Marketing

Increase visitation and/or visitor spend across all regions.

Destination Development & Management

Support public and private sector initiatives that benefit local communities, residents, and industry to ensure positive resident sentiment.

Community Alignment

Collaborate with residents, businesses, and community organizations to enhance quality of life.

Organizational Sustainability

Maintain the organization's ability to deliver on its mission over the long term by fostering strong partnerships, community support, and sustainable growth.

To review the 2026–2028 ROOST Strategic Plan in its entirety, please visit

RoostADK.com/strategic-plan.



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Tourism Industry Partnerships & Affiliations

Our success in promoting the Adirondacks is built on a strong network of partnerships at the state, regional, national, and international levels. This collaborative approach ensures our marketing efforts are aligned with key tourism entities and allows us to leverage shared resources for maximum impact.

I LOVE NY

I Love NY (ILNY) is the tourism division of New York State Empire State Development (NYSED), responsible for statewide tourism marketing. Counties work with ILNY through two designated roles, both appointed by the county board of supervisors. The Tourism Promotion Agency (TPAs) is the organization, and the Tourism Promotion Agent (TPA) is the individual who officially represents the county.

As the officially designated TPA for both Essex and Hamilton counties, ROOST serves as the primary liaison with I Love NY. This role includes managing comprehensive business and event listings on the I Love NY website, providing essential information for state PR efforts, and providing support on statewide tourism marketing campaigns and initiatives.

I Love NY Matching Funds

ILNY offers Tourism Matching Funds to counties to boost local tourism economies. The I Love NY Matching Funds Program supports marketing initiatives that drive tourism growth and economic impact across New York State. Funds must be used in accordance with state guidelines, and programs must meet ILNY's requirements to qualify for funding.

As the Tourism Promotion Agency for Essex and Hamilton counties, ROOST applies for and is awarded these funds annually. As part of the requirements, a designated portion of the funding must be allocated to the official state-designated Adirondack region (Visit Adirondacks), with the remaining funds available to support other county-wide initiatives.

Adirondack Regional Tourism Council

The Adirondack Regional Tourism Council (ARTC) is made up of seven counties within the state-designated Adirondack Region: Clinton, Essex, Franklin, Hamilton, Lewis, St. Lawrence, and Warren. The ARTC is overseen by a board of directors, which consists of the Tourism Promotion Agent from each of these seven counties.

ROOST holds two seats on the ARTC Board:

- Essex County Tourism Promotion Agent: Mary Jane Lawrence
- Hamilton County Tourism Promotion Agent: Michelle Clement

Together, the ARTC executes the Visit Adirondacks marketing program, which is coordinated by a part-time administrator and third-party vendors.



Visit Adirondacks

Collaboratively, the seven counties that make up the Adirondack Regional Tourism Council execute the Visit Adirondacks program. This initiative aims to increase brand awareness, with an emphasis on attracting first-time visitors to the region. The core goals are to introduce visitors to the Adirondacks through a wide range of marketing efforts, expose them to the diverse activities across all seven member counties, and ultimately drive new and broader markets to the region using shared resources.

State, National, & Global Organizations

ROOST maintains active memberships with various state and national tourism organizations, including the New York State Tourism Industry Association (NYSTIA), New York State DMO (NYSDMO), New York State Hospitality & Tourism Association (NYSHTA), Destinations International, and the World Union of Olympic Cities. ROOST also has strong partnerships with Olympic Regional Development Authority (ORDA) and New York State Department of Environmental Conservation (NYSDEC). Through these organizations, ROOST regularly attends conferences, networking events, and participates in educational opportunities.

This engagement is crucial as it allows ROOST to stay abreast of industry best practices, emerging trends, collaborate with peers on a broader scale, and advocate for the Adirondack region's interests within the larger tourism landscape. These partnerships also enhance ROOST's ability to drive strategic marketing and management initiatives, ensuring the Adirondacks remain a competitive top travel destination.

ROOST also maintains memberships with industry organizations like the Public Relations Society of America (PRSA) and Leave No Trace Center for Outdoor Ethics, among others. These affiliations provide further industry benefits, enabling ROOST to stay connected to key networks and resources that support our mission.

Destination Marketing

Adirondacks, USA

Relaunched in 2025, Adirondacks, USA is the umbrella brand that unifies the region under a consistent identity, amplifying the visibility of individual communities and creating a stronger collective presence. As the essential first point of contact for new travelers, the platform introduces the Adirondacks’ scale, culture, and outdoor opportunities while inspiring exploration across multiple destinations. Focused on cross-regional promotion, evergreen content, and high-impact campaigns, the program is positioned to welcome both first-time and returning visitors alike to discover more of the Adirondacks.

Key Tactics:

- Focus paid, owned, and earned media specifically on the top-of-funnel to attract first-time visitors, effectively building brand recognition and increasing regional awareness among new audiences.
- Serve as the trusted guide and first point of contact for new visitors, introducing them to the sheer scale, depth, and variety of offerings in the Adirondacks.

ROOST’s Destination Marketing pillar, drawn directly from the 2026–2028 ROOST Strategic Plan, outlines our commitment to driving sustainable visitation across the entire region. This section details the programs and execution tactics designed to meet our core goal while enhancing the visitor experience, supporting the regional economy, and improving the quality of life for local residents.

- Act as a unified platform for large-scale, collaborative marketing campaigns.
- Efficiently funnel visitors to the individual Destination Zone websites for in-depth information, encouraging cross-regional discovery and exploration.
- Host major regional resources benefiting all areas, including the comprehensive Hiking Portal, Regional Events Calendar, and personalized itineraries.
- Develop content and experiences that are accessible, inclusive, and engaging for a wide range of visitors while emphasizing sustainability and stewardship of natural and cultural resources.
- Deploy high-performance paid media in top origin markets, layering privacy-compliant behavioral and demographic targeting to maximize conversion and impact. Strategically expand reach by leveraging data to penetrate new, high-potential audience segments.

The Big Shift: Centralized Campaign Hub

One of the most significant changes is elevating Adirondacks, USA, into a centralized campaign hub. This approach allows us to pool resources for maximum impact through strong regional messaging (examples include “10 Roadside Waterfalls to Slow Down and Enjoy” and “3 Days of Farms, Flavors & Hands-On Experiences”). Once a visitor engages with this content, we can retarget them with hyper-specific ads from individual Destination Zones that align with their interests, reducing wasted spend and maximizing ROI.

Individual Destination Programming (7 Destination Zones)

While the Adirondacks, USA brand builds regional awareness and fosters cross-promotion, the Destination Zone Programs serve as the key marketing channels for the seven distinct places we represent.

Just as the Adirondack Park is defined by its patchwork of public and private lands, each Destination Zone has its own unique character, spirit, and sense of place. Through powerful storytelling, distinct branding, and rich, hyper-focused content, we highlight the assets, small businesses, events, and community narratives that define each location. This intentional approach ensures every destination is authentically showcased, capturing visitor interest and driving deeper connections.

Key Tactics:

- Maintain and enhance destination websites for each of the seven Destination Zones, emphasizing unique experiences, attractions, and regional assets.
- Serve as the trusted source for visitor information, including lodging, dining, attractions, and events.
- Execute targeted marketing and social media campaigns that showcase each destination’s unique assets and experiences to drive visitation to specific

communities. This includes retargeting visitors to Adirondacks, USA.

- Develop and execute data-driven email marketing and public relations (PR) efforts to nurture leads, drive conversions, and secure earned media coverage.
- Provide marketing support for local events, attractions, and small businesses, highlighting what makes each Destination Zone distinct.
- Leverage data-driven insights and analytics to optimize campaigns, measure engagement, and refine strategies for maximum impact.

Seasonal Messaging & Campaigns

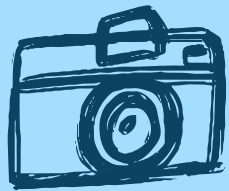
Seasonal campaigns are essential for promoting year-round visitation while positioning the region as a world-renowned outdoor recreation destination, as well as expanding awareness of the region's diverse leisure opportunities. These campaigns are built around the iconic seasonal activities, local flavors, outdoor recreation, cultural celebrations, and unique experiences that differentiate one season from the next. By aligning delivery with key booking windows, we ensure the Adirondacks remain top-of-mind for travelers throughout the year, including slower periods.

Key Tactics:

- Develop seasonal content tailored to each booking period, using audience insights to highlight activities and experiences that match visitor interests, keeping engagement high and messaging personalized.
- Encourage travel during slower periods and longer stays by promoting mid-week incentives, multi-day itineraries, suggested routes, and immersive experiences that inspire visitors to explore more.
- Maintain an “always-on” presence with consistent digital content while using paid media and social channels for timely campaign pushes, retargeting, and audience-specific promotions.
- Track results and use data-driven insights to refine messaging, adjust strategies, and identify the periods and offers that drive the most visitation.

TRAVEL TRENDS TO WATCH

Industry research and traveler insights help us shape marketing programs and campaigns. How and why are people traveling? Here are some of the latest and emerging travel motivators we are monitoring to guide our destination marketing strategies:



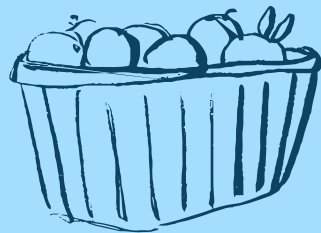
Slow Travel: Slower, intentional travel is extending stays with deeper cultural connection, shifting away from rushed "bucket list" travel plans.



Sustainable/ Low-Impact Travel: Increased demand for trips that prioritize environmental impact and ethical choices.



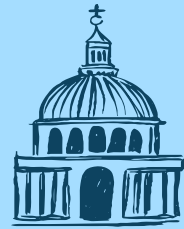
Focus on Wellness & Vitality: This applies to both a physical and mental perspective. People want to take better care of themselves and prioritize wellness when traveling. Terms like 'sleep tourism' (trips centered on improving sleep health) and 'forest bathing' (connecting with nature) are trending.



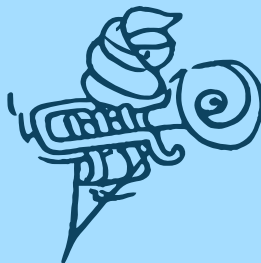
Agritourism: Experiential travel centered on local food production is growing rapidly. Travelers seek authentic connections to the source of their food, engaging in hands-on farm visits, tasting locally-sourced cuisine, and directly supporting craft beverage producers and the agricultural economy.



Hyper-Personalization: As AI (artificial intelligence) rapidly advances, travelers will expect real-time, tailored experiences based on party type, interests, and behavior, increasing engagement and bookings.



Authentic Historical Exploration: Travelers are increasingly seeking profound historical context, cultural immersion, and personalized connections to heritage. Key opportunities to leverage this trend include the America 250 commemoration in 2026 and New York State's Abolition Bicentennial in 2027.



Arts, Culture, & Local Immersion: The new luxury is an authentic, local experience. Travelers want to be participants, not spectators, whether through hands-on farm visits, tasting local cuisine, or engaging with the creative community via workshops, studio tours, and live performances. These immersive experiences foster deeper connections and lasting memories.



Noctourism & Dark Skies: Travelers are increasingly seeking destinations with low light pollution for stargazing, aurora viewing, and other nighttime natural experiences.

Interest-Driven & Audience-Tailored Campaigns

Building on our seasonal campaigns, these targeted efforts move beyond broad themes to spotlight a specific standout asset or experience, paired with tailored messaging for distinct traveler types. Focused on attracting high-value traveler interests and proven and emerging trends, including slow travel, noctourism, agritourism, and motorcycle touring, this approach enables deeper engagement and specialized content delivery. By aligning the Adirondacks experience with these movements, we craft highly-personalized narratives that capture niche markets and inspire longer, more purposeful stays. This strategy ensures unique assets such as mountain biking trails, scenic motorcycle routes, culinary offerings, and arts and culture receive dedicated promotional attention. By aligning content with both traveler interests and the makeup of the traveling party such as families, couples, and friend groups, we create even more relevant and meaningful engagement.

Key Tactics:

- Develop specialized content including videos, itineraries, stories, social posts, and emails dedicated to trending activities and unique assets, such as the region's dark skies, outdoor recreation, local flavors, arts, culture, history, and motorcycle touring, to capture high-intent

search traffic.

- Use advanced digital segmentation and media outreach to deliver personalized content that aligns with both visitor interests and party makeup at the optimal time.
- Create and promote personalized itineraries tailored to the travel party profile, encouraging deeper connections with the destination and maximizing visitor satisfaction.
- Work with business partners to curate packages, promotions, and events that align with the campaign themes and traveler interests, enhancing the overall visitor experience.
- Develop itineraries focused on slow travel, the practice of spending multiple days in one community for a deeper, more immersive experience.
- Implement check-in challenges and curated trails using platforms (e.g., Bandwango) to incentivize exploration, track visitor movement, and gather first-party data.
- Curate themed itinerary content and messaging targeted specifically during off-peak and mid-week periods to redistribute visitors and boost spending during need periods.

Note: These are emerging trends. Our team continuously monitors the evolving travel landscape and remains agile, adapting strategies to keep our offerings current, relevant, and aligned with visitor expectations.

Regional Event Promotion

The region is home to a broad spectrum of events, including community festivals, arts and cultural celebrations, and world-class sporting competitions. To maximize event awareness and visitor participation, ROOST maintains comprehensive event calendars on all Destination Zone websites while also integrating all major tourism-driving events into the Adirondacks, USA platform. This dual approach simplifies planning for visitors and provides targeted promotion for event coordinators.

Key Tactics:

- Maintain the Adirondacks’ largest regional event database, which feeds individual comprehensive event calendars to all seven Destination Zone websites, as well as a centralized calendar for the entire region on Adirondacks, USA.
- Manage the primary events calendar for each sub-destination.
- Promote events using our full marketing suite, including strategic PR outreach, targeted paid campaigns, and design support.

Stay in the Know! Sign up for the ‘Insider’ email for your region and get the upcoming events and happenings delivered directly to your inbox. Learn more at RoostADK.com/Event-Promotion

- Generate and display specialized event lists (e.g., “Farmers’ Markets,” “Live Music”) on Adirondacks, USA to personalize planning and drive interest-based visitation.
- Continue to power and enhance the “Insider” newsletter directly from the centralized calendar database, keeping locals informed and engaged with community happenings.
- Leverage the calendar database to deliver the “Insider,” an email newsletter designed to keep locals informed and engaged with community happenings.
- Focus on education and support to drive adoption and awareness of the power of this centralized event resource, emphasizing that its success requires collaborative effort.

Group Business

Group travel offers an opportunity to diversify the economy by strategically attracting meetings, conferences, conventions, and group business to help increase mid-week and shoulder season bookings. This strategy is anchored by a collaborative sales model, leveraging both the Conference Center at Lake Placid and our partnerships with hotels to drive traditional meetings and convention business. Simultaneously, we are building the high-value Adventure Group Travel market by leveraging the region’s unparalleled outdoor assets

and unique amenities to attract corporate retreats, groups, and experiential programs.

Key Tactics:

- Attend targeted trade shows to generate high-quality leads and showcase regional venues and partner hotels.
- Manage all operational sales support, including distributing RFPs, developing client proposals, and finalizing lodging contracts.
- Serve as the central liaison to connect planners with regional activity providers, unique venues, and transportation options.
- Create specialized marketing materials and curated itineraries that promote the Adirondacks’ assets for corporate retreats and experiential groups.
- Maintain current relationships with ORDA (Olympic Regional Development Authority) and partner hotels for group sales growth and opportunities, with a continued focus on expanding relationships in all regions represented by ROOST.

Traveler Engagement

Direct engagement builds lasting connections and inspires exploration across the region. While Adirondacks, USA, raises awareness and Destination Zone programs highlight unique destinations, our engagement initiatives focus

on guiding, welcoming, and inspiring travelers before, during, and after their visit. Through curated communication, strategic partnerships, knowledgeable visitor services, and targeted outreach, we create meaningful interactions that inspire exploration and repeat visitation.

Key Tactics:

- Attend targeted shows in feeder markets to connect with new and repeat visitors and share curated experiences.
- Gather segmented email leads and build trusted relationships through authentic, timely social media interactions, delivering personalized content and offers.
- Provide friendly, knowledgeable guidance to enhance trip planning and on-site experiences via our ROOST-managed visitor centers and support to area Chamber of Commerce-managed Welcome Centers.
- Set up informational booths at key events year-round to provide personalized travel guidance and resources and to generate leads for remarketing.





Destination Marketing Tactics

Our marketing strategy is built on three interconnected media types—Owned, Earned, and Paid—each playing a distinct role in reaching and influencing travelers. This framework strengthens both the Adirondacks, USA brand and the promotion of our seven Destination Zones.

These tactics are primarily executed by ROOST’s highly skilled in-house team. Investing in continued staff development, well-being, innovation, and technology is not only a core pillar of the strategic plan but also an essential requirement for ROOST's continued leadership and the effective delivery of this Destination Marketing and Management Plan.

Owned Media

This is the foundation of our marketing. Owned media consists of channels we fully control, providing comprehensive information for travelers to plan their trips and interact directly with the brand (destinations).

OWNED MEDIA	GOAL	OVERVIEW	MEASUREMENT / METRICS
Website Development and Apps	Serve as the trusted digital resource for planning, booking, and inspiration.	Maintain and enhance destination websites, implement UI/UX and accessibility best practices, manage apps (Snowmobiling & Adirondack Rail Trail), host partner sites.	Website traffic, session duration, bounce rates, leads generated, and impressions.
Content Development	Inspire travel, highlight experiences, and drive engagement.	Curate seasonal and topic-specific landing pages, produce and utilize high-quality, rich photo and video content, create engaging storytelling and personalized itineraries, and manage event and business listings.	Page views, engagement metrics, content downloads, SEO rankings.
Search Engine Optimization (SEO) & Generative Engine Optimization (GEO)	Connect travelers to ROOST websites using search engines (Google), AI tools, and voice search.	Implement keyword and local targeting strategies, and optimize content to answer questions posed to AI chatbots and voice assistants. Ensure Technical SEO (site speed, mobile optimization, schema) and site health.	Organic search traffic, AI referral traffic, keyword rankings.
Email Marketing	Build engagement, drive conversions, and maintain a consistent brand presence.	Execute personalized, segmented email campaigns based on interest and engagement, conduct weekly outreach, run seasonal/ regional campaigns for the 7 unique Destination Zones as well as the region as a whole. Utilize A/B testing for optimization and retargeted, personalized email sequences based on site behavior.	Open rates, click-through rates, and email list size.
Social Media	Grow awareness, engagement, and brand affinity.	Prioritize video-first content (Reels, TikTok, YouTube), amplify User-Generated Content (UGC), manage influencer partnerships, and maintain always-on seasonal content.	Follower growth, engagement rates, video views, and click-throughs.
In-Market Materials & Visitor Services	Complement digital channels with in-market collateral that influences decisions.	Produce annual guides, maps, and brochures; use QR codes to direct visitors online; and capture leads for remarketing. Provide expert in-person support through visitor services.	Distribution numbers, visitor center foot traffic/inquiries, and QR code scans.

Earned Media

Earned media builds authenticity and credibility by securing third-party validation and high-value exposure through media placements, press coverage, and strategic creator partnerships. Its relationship to AI is critical to ensuring accurate information and leading results when users search for various topics—media placements drive AI search results.

EARNED MEDIA	GOAL	OVERVIEW	MEASUREMENT / METRICS
Public Relations	Generate high-value media coverage focused on target markets to: inspire visitation; build brand credibility; drive AI results.	Strategic and intentional proactive and reactive media relations, focused on target market by: pitching writers and publications to encourage story development; hosting targeted journalist trips; issuing media releases; fostering journalist relationships; and executing crisis communication and mitigation plans.	Media impressions, ad value equivalency, story count, social amplification, along with AI-focused metrics.
Influencer / Creator Partnerships / User-Generated Content	Reach targeted audiences, increase awareness, and generate authentic content.	Partner with diverse influencers and content creators (video, photo, blog) for authentic storytelling; actively curate and amplify high-quality UGC across owned channels; and manage ongoing creator relationships that reach priority target audiences.	Impressions, engagement, content assets produced, website clicks.



Paid Media

Paid media is the amplification engine, strategically extending the reach of our owned media to priority travelers and providing immediate lifts in awareness and visitation.

PAID MEDIA	GOAL	OVERVIEW	MEASUREMENT / METRICS
Paid Media Campaigns	Expand awareness and drive visitation.	Utilize integrated channels (Search, Social, Display, Streaming Video, OOH, Print); employ geographic, demographic, and behavioral targeting; time campaigns to key booking trends; execute conversion-focused retargeting and remarketing campaigns based on site behavior; continuous data-driven optimization.	Impressions, clicks, conversions, cost per result, engagement, visitation lift.
Travel Shows & Event Activations	Build awareness, relationships, and qualified leads through face-to-face engagement.	Participate in high-impact travel shows and events that align with target audience interests. Engage directly with travel trade, media, and consumers to inspire visitation, capture qualified leads, and support partnership development through structured post-event follow-up.	Qualified-leads generated.

Destination Development & Management

Destination Management Programs

The Destination Development & Management pillar focuses on initiatives that strengthen the Adirondack region's foundation. We support public- and private-sector projects that benefit local communities and industry, ultimately ensuring positive resident sentiment and a resilient regional economy.

Live, Work ADK

Staffing shortages remain a challenge nationwide, and in the Adirondacks, these pressures are intensified by limited workforce housing and a shrinking population. With new housing developments now advancing through both public and private investment, there is an opportunity to better support current residents while also attracting new families and professionals to the region.

Originally launched as a seasonal job awareness campaign, WorkADK will evolve into a platform for resident recruitment and workforce attraction. This effort will highlight the Adirondacks as a place to live, work, do business, and raise a family—reinforcing the direct link between housing development, community vitality, and workforce growth.

Programming Notes:

- Partner with stakeholders to create a centralized relocation information hub.
- Support housing and workforce development projects and programs.
- Increase awareness of the

Adirondacks as a place to live and work through Adirondacks, USA.

- Drive awareness of new housing opportunities as they come online.

Adirondack Stewardship Toolkit

Sustaining the region's environment, quality of life, and visitor experience requires careful management of tourism impacts. Building on the Love Your ADK campaign, ROOST will create an Adirondack Stewardship Toolkit that provides towns, businesses, and organizations with resources to integrate stewardship into their operations and messaging.

This initiative will also expand visitor flow monitoring, stewardship education, and resident sentiment tracking to ensure that tourism remains a positive force for both communities and visitors.

Programming Notes:

- Develop and distribute the Adirondack Stewardship Toolkit for towns and businesses.
- Expand the reach of Love Your ADK campaigns.
- Conduct annual Resident Sentiment Surveys to measure impacts.



- Integrate stewardship messages into visitor centers and regional event calendars.

Economic Diversification and Optimization

Essex and Hamilton Counties are the two most reliant economies on tourism in New York, with 37.1% and 46.7% of all labor income, respectively, generated by this sector. ROOST's marketing prowess and substantial leads database (email, social media) provide an opportunity to assist local businesses in reaching customers during periods when they aren't physically in the region, helping to

support new and diversified job opportunities. Efforts to help Adirondack craft manufacturers, farmers, artisans, retailers, and other small businesses will reduce seasonal cash flow challenges, enhance year-round employee retention opportunities, and expand overall income for local entrepreneurs.

Programming Notes:

- Develop the Adirondack Multi-vendor Marketplace to create a centralized online market for customers to shop for Adirondack-made and branded

products while enabling sellers to maintain complete control over inventory, fulfillment, and product updates via their existing back-end systems.

- Provide new and affordable opportunities for businesses to reach new customers by offering premium visibility products, such as targeted ad placements and newsletter spots, that enable them to bypass crowded markets and tap directly into ROOST's large, high-intent audience.

Essex County
Destination
Development
Programs

Climate &
Year-Round Resilience

Adapting to climate variability and shifting visitor patterns requires diversifying the Adirondack experience beyond traditional peak seasons. ROOST will work with partners to develop and promote new weather-independent attractions, cultural experiences, and indoor venues that strengthen community vibrancy and sustain visitation year-round. Expanding these offerings will help local businesses maintain consistent activity during shoulder seasons, reinforce the region’s long-term economic and social resilience, and safeguard against a changing climate.

Programming Notes:

- Identify opportunities to develop new weather-independent assets in collaboration with towns, organizations, and private investors.
- Support the creation of off-season events, cultural programming, and indoor experiences that appeal to both residents and visitors.
- Encourage investment in infrastructure and amenities that sustain year-round activity (e.g., arts, wellness, and culinary facilities).
- Integrate climate-resilient and four-season messaging into regional marketing campaigns.
- Monitor visitation data to evaluate growth in shoulder-season and off-peak travel.

Housing Development
& Success Stories

Housing is central to the region’s ability to sustain its communities and workforce. ROOST will continue to support housing development efforts, share critical data with partners, and highlight progress through storytelling that demonstrates the impact of new projects.

This initiative will help attract new investment, showcase best practices, and build momentum around a regional housing vision. By promoting success stories and supporting complementary infrastructure, such as childcare, this project will reinforce the Adirondacks as both a livable region and a competitive destination for workforce attraction.

Programming Notes:

- Share housing demand research and data with developers and investors.
- Highlight completed and in-progress projects through case studies and storytelling.
- Promote the Pro-Housing Designation efforts across towns to increase grant eligibility.
- Support related infrastructure projects (childcare, broadband, transportation) that make housing viable.
- Conduct targeted developer outreach to attract private-sector investment.

Expanding
Economic Opportunities

Sustaining the Adirondack economy requires supporting a balance of tourism and non-tourism industries that offer stable, year-round employment. ROOST will work with local partners to highlight and strengthen business sectors with growth potential, such as technology, creative industries, and professional services, while helping communities attract essential goods and service providers that improve resident quality of life. By extending ROOST’s marketing expertise and community partnerships to business recruitment and retention, this effort will enhance local resilience and reduce dependency on seasonal visitation cycles.

Programming Notes:

- Encourage sector diversification by supporting the growth of non-tourism industries with strong year-round employment potential.
- Identify business gaps within communities and assist local leaders in attracting enterprises that meet resident and visitor needs.
- Highlight ROOST’s marketing and promotional tools as incentives for new business recruitment and expansion.
- Track progress by monitoring business mix, employment stability, and community service availability over time.

Supporting New
Lodging Opportunities

Expanding lodging options across Adirondack communities is essential

to meeting visitor demand, supporting local businesses, and strengthening year-round tourism. Building on insights from the 2025 Lodging Market Analysis, ROOST will lead a targeted outreach campaign to attract qualified developers and investors interested in creating new accommodations that reflect community character and enhance available amenities. These efforts will help diversify the region’s lodging portfolio, ranging from boutique hotels to small-scale private lodging, and ensure that growth aligns with both visitor needs and community priorities.

Programming Notes:

- Execute a targeted outreach campaign informed by the 2025 Lodging Market Analysis.
- Promote identified development opportunities to lodging developers, investors, and operators.
- Partner with local governments and property owners to advance shovel-ready sites.
- Encourage lodging concepts that complement community goals and enhance visitor experience.
- Track new lodging development activity and amenity growth across communities.

Business &
Community Support

Communities, organizations, and small businesses across the Adirondacks need resources to thrive. ROOST will provide targeted support through data sharing, grant awareness, and technical assistance, helping partners secure resources that strengthen both tourism

and community development.

This initiative will also reinforce ROOST’s role as a connector—helping towns and organizations prepare competitive applications for programs such as DRI, NY Forward, Market NY, and other state and federal opportunities.

Programming Notes:

- Share quarterly data insights with partners and businesses.
- Maintain a clearinghouse of eligible grant opportunities.
- Provide grant writing and application support to communities and organizations.
- Assist towns in pursuing major state and federal programs (DRI, NY Forward, Market NY, etc.).
- Offer technical assistance to small businesses and entrepreneurs.



Community Alignment

Community Visibility & Engagement

This program ensures ROOST remains a community-first organization by dedicating staff time to proactive engagement, listening, and dialogue. By increasing our team's participation and visibility at local events, municipal meetings, and regional forums, we can continue to align our marketing and management efforts with local community wants and needs.

Key Tactics:

- ROOST Road Show: The team represents the organization at local events with high community attendance (e.g., local festivals) to proactively share information on how ROOST can support the community, listen to feedback, and learn about community needs.
- Team Volunteer Program: Staff is offered three paid days per year to volunteer within Adirondack communities for events, causes, or initiatives that help us align with the communities we serve.
- Proactive Listening and Feedback: Ensure ROOST has consistent representation at community conversations to actively learn and listen to local concerns.

The Community Alignment pillar outlines ROOST's dedication to working collaboratively with residents, businesses, and organizations to improve the quality of life in the Adirondack region. This part of the 2026–2028 Strategic Plan focuses on initiatives that build trust, enhance communication, and actively support local priorities.

- Conduct the annual “Resident Sentiment Survey” to measure the local sentiment on tourism impacts.
- Proactive Communication: Share regular updates that highlight ROOST's services, regional initiatives, and success stories to keep the public informed and engaged with ROOST programs.

Data Access & Stakeholder Outreach

This program positions ROOST as a trusted and accessible resource by ensuring all stakeholders (businesses, municipalities, and residents) have access to critical data and support. Through expanded communication channels and regular reporting, we aim to increase data sharing and transparency while proactively addressing community needs.

Key Tactics:

- Enhanced Data Access & Reporting: Share useful data and resources with regional stakeholders through clear, regular reports, consistent communication, and transparent online resource hubs.
- Trusted Resource Positioning: Establish ROOST as a go-to resource for business and community support by sharing practical toolkits that help local businesses use marketing tools and access research easily.

**REGION
PROGRAM
OVERVIEW**





ADIRONDACKS, USA

AdirondacksUSA.com

Adirondacks, USA

Brand Statement:

Six million acres to explore and enjoy: the Adirondacks is a world of experiences rooted in a love for the natural landscape and living a life immersed in big views and adventure. Adirondack spirit thrives here, a place where you'll be welcomed into a mixture of lively, unique small towns and expanses of forests, mountains, and waterways so big and easy to get to that you won't stop at just one visit.

Adirondacks, USA is your trusted guide to finding the activities and adventures that are just right for you, and we'll help you craft your adventure. From rugged hikes in the backcountry to relaxed road trips, all amid uniquely Adirondack culture, savor the place that invented the American vacation. Relaxation and high-energy activities go hand in hand in the Adirondacks, where anything from a mountain peak

to an Olympic gold medal or a lakeside sunrise can leave you in awe. No matter what you do when you're here, you'll experience the timeless fresh air getaways we've long been famous for. Come meet the Adirondacks; we can't wait to welcome you.

Brand Principles:

- Warm/Welcoming** – We lead with hospitality and friendliness, sharing a patchwork of small-town charm and expansive outdoor opportunities. Everyone is welcome here, regardless of ability or experience. Our small towns mix local flavors, locally owned shops, and unique personalities.
- Inspirational** – We are a place that sparks creativity and wonder through scenic beauty, inspiring arts, cultural experiences, food, history, and a passion for the natural world. See the location through imagery and descriptions.
- Adventurous Experiences** – We encourage exploration and discovery of our open roads, trails, and waterways, and seemingly limitless outdoor recreation opportunities for a wide range of abilities in all seasons. From pillow to peak, wilderness experiences are woven together with small towns, each with their own unique identity.
- Stewardship** – As a world leader in preservation since 1892, the Adirondacks is also a living classroom where visitors can learn about ecology, conservation, climate, and sustainable outdoor recreation.

Tone and Messaging:

- Informative & helpful
- Playful, cheerful
- Relaxed
- Natural
- Curious
- Cozy, warm, & inviting

Adirondacks, USA Brand Guide

BRAND LOGOS



01 Primary Badge Logo



02 Stacked Logo



04 Split Logo





Demographic Profile

by cardholder

- Family Cardholders: 36.2%
- Cardholders 55+: 37.9%
- Share of Cardholders \$101k+: 55.5%
- Overnight Trips: 50.6%



Look-to-Book Window

(Time between visiting website and arrival in destination)

WINTER | 209 days

SPRING | 247 days

SUMMER | 194 days

FALL | 169 days

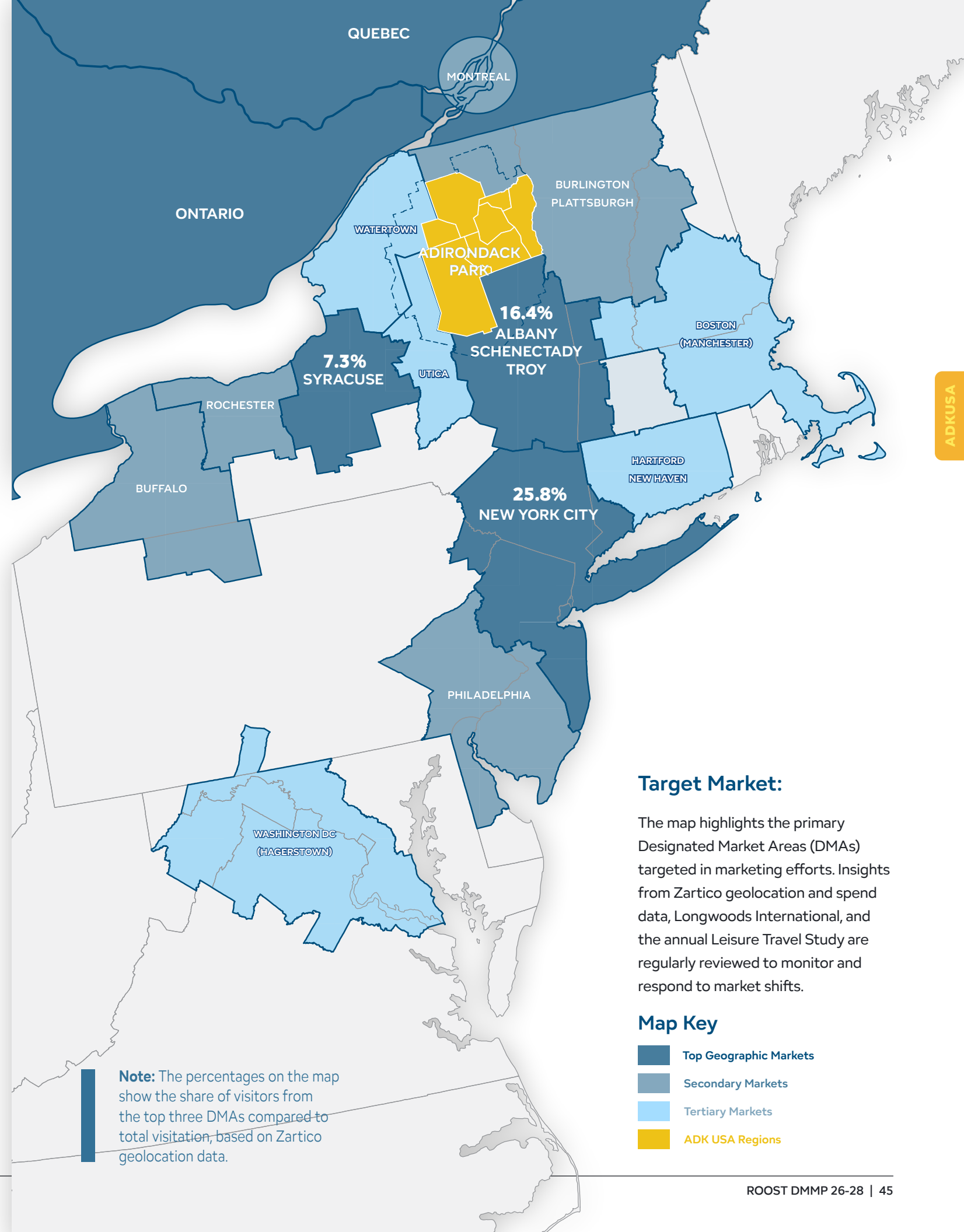
Social

f /AdksUSA

@adksusa

/Adirondacksusa

TikTok: Coming in 2026



Program Overview

Adirondacks, USA provides a cohesive platform to unify the region’s diverse offerings while highlighting its distinctive destination zones. By positioning all our subregions under a single, recognizable brand, we can more effectively research, identify, and prioritize new market opportunities, tailoring messaging to attract high-potential visitors. Additionally, the brand can be strategically used to encourage cross-visitation by building recognition across all subregions and guiding visitors to explore multiple destinations, maximizing the impact of marketing efforts for each individual brand within the Adirondacks.

High-Impact Content

Strategy: Create multi-region itineraries, audience focused landing pages, engaging listicles, etc. designed for top-of-funnel discovery. This content will showcase the region's scale, culture, and variety to attract first-time visitors and inspire cross-regional exploration.

Centralized Digital Platform & Funneling: Establish the new website as the unified campaign hub, hosting major regional resources like a centralized events calendar, holiday happenings, farmers’ markets, mountain bike trail networks, etc. The platform will be optimized to efficiently funnel visitors to individual “Destination Zone websites” for conversion (bottom-funnel) details and booking.

Lead Generation & Conversion Campaigns: Build and leverage high-value audience

segments through direct outreach, including targeted travel/trade show attendance and in-market traveler engagement. Execute robust, segmented email marketing campaigns to nurture leads and drive direct conversions.

Comprehensive, Centralized Hiking Platform: The new website will include an essential Hiking Portal to streamline trail information across all ROOST sites. This platform will enhance the user experience by providing quick facts for trail selection, detailed trailhead parking information (including restrictions and alternatives), and connecting travelers with the hike that is right for them.

Responsible Recreation & Accessibility: Integrate responsible travel and stewardship messaging (Love Your ADK) across all content and the Hiking Portal. Ensure all content is developed to be

accessible and inclusive, supporting the program's goal of sustainable destination management.

Major Cross-Regional Asset Programs: Create robust, year-round content and dedicated sections to amplify new and existing cross-regional programs, including:

- Adirondack Cuisine Trails (Agritourism)
- #SkiADK (Downhill & Cross-Country Skiing)
- Adirondack Rail Trail (and Companion App)
- Adirondack Snowmobile App
- #ShopADK (Retail Initiative)
- Activity/Event Round-Ups (Farmers’ Markets, Live Music, etc.)
- Season Features (Maple, Fall Foliage Reporting, etc.)
- ADK Celebrates USA 250 (America 250 Commemoration)
- Dark Skies/Noctourism
- Challenges/Curated Trails
- Science & Education Tourism (Nature and Attractions as Classroom)
- Large Multi-Zone Resources (Northern Forest Canoe Trail, Essex Chain Lakes, Northville-Placid Trail)





Slogan |

New slogan coming in 2026!

AdirondackHub.com | ADKHub.com

Adirondack Hub Region

Brand Statement:

Visiting the Adirondack Hub 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 blend Adirondack history and 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, while surrounded by stunning public lands. These vast expanses of mountains, forests, and lakes are untouched and waiting to be explored, with trailheads, campgrounds, and boat launches within easy reach. The Upper Hudson Recreation Hub, which

Communities:



- Minerva
- Newcomb
- North Hudson
- Schroon Lake
- Long Lake*
- Indian Lake*

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 and their 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 loons. When it's time to come back to civilization, classic Main Streets await.

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.

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



Demographic Profile

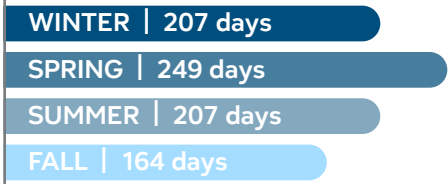
by cardholder

- Family Cardholders: 37.6%
- Cardholders 55+: 34.0%
- Share of Cardholders \$101k+: 60.4%
- Overnight Trips: 50.4%



Look-to-Book Window

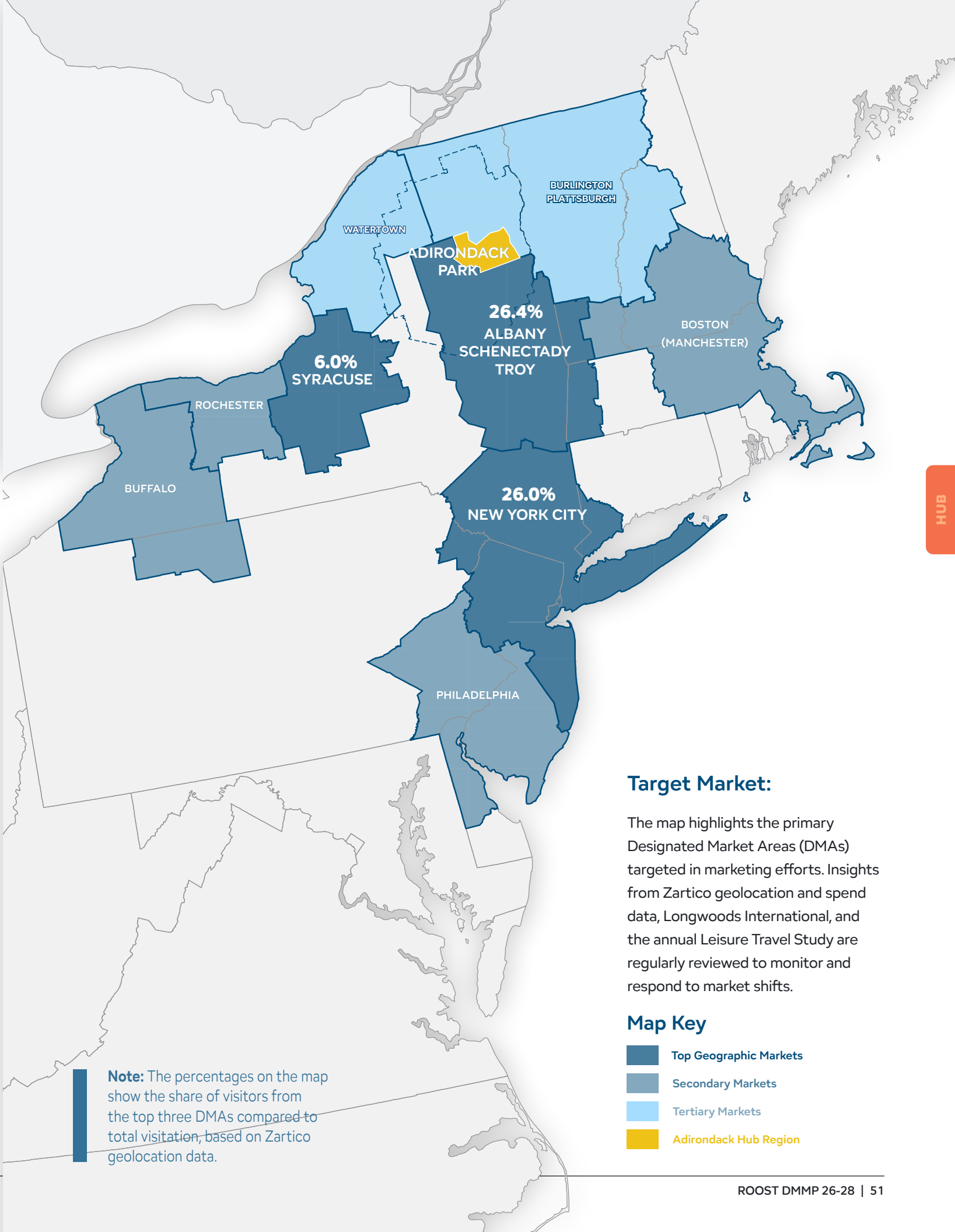
(Time between visiting website and arrival in destination)



Social

- /AdirondackHub
- @AdirondackHub
- /AdirondackHub

* Note: Long Lake and Indian Lake are part of Experience Our Adirondacks (Hamilton County) and also included in the ADK Hub through their Five Towns affiliation.



Projects & Initiatives

Following the completion of key studies and digital upgrades in 2025, the 2026 projects are aimed at redefining the region's identity, enhancing interconnectivity between the communities, and actively recruiting new hospitality assets.

- **Brand Refresh and Tagline Development:** Initiate a comprehensive process for a brand refresh and new tagline development for the Adirondack Hub, ensuring the identity accurately reflects the region's current strengths, ease of access, and authentic experiences.
- **Wayfinding and Placemaking Plan Development:** Upon completion of the brand review and update, we will help community partners develop a comprehensive plan for placemaking and wayfinding in alignment with the new brand, and help local businesses with implementation. Buy-in and engagement from businesses will be key to ensuring successful adoption across the region.
- **Enhanced “5 Towns” Regional Cross-Promotion:** Enhance cross-promotional efforts with the 5 Towns (Newcomb, North

Hudson, and Minerva in Essex County, and Long Lake and Indian Lake in Hamilton County). This initiative emphasizes that the communities are stronger together, encouraging movement across the region, and is built off their great advocacy successes. This will include, but not be limited to developing compelling itineraries and programs that are designed to move travelers around the region, encouraging them to experience more of the diverse communities, attractions, and outdoor activities within the Adirondack Hub. Note: Schroon Lake will also be included in this initiative.

- **Hospitality Investment Recruitment:** Based on the 2025 market analysis, execute a targeted outreach campaign to attract developers for new lodging opportunities, increasing amenity options across Hub communities.

- **Visitor Services Support:** Provide financial and technical assistance to the Schroon Lake Chamber of Commerce to manage visitor services and ensure travelers receive consistent, high-quality information and assistance while exploring the region. Continue to host, maintain, and support the Schroon Lake Chamber of Commerce website, following rebuild and launch in late 2025, ensuring it remains an integrated and highly functional resource for local businesses and travelers.



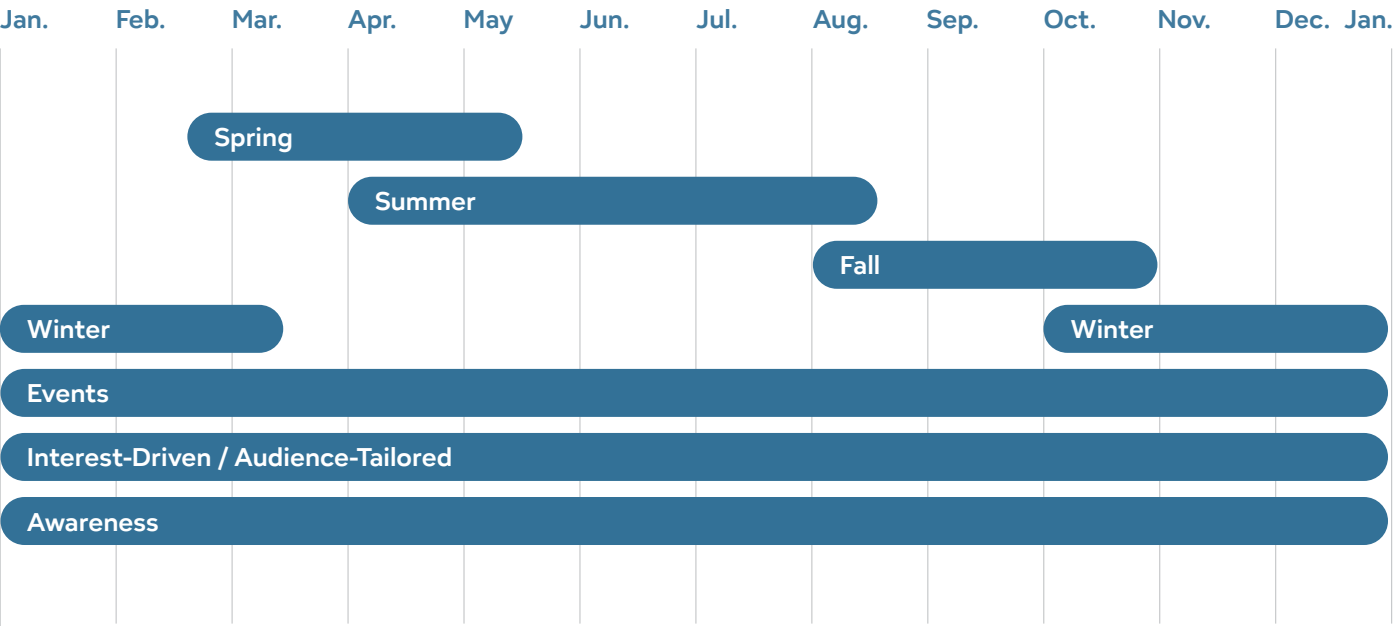
Campaign Overview

CAMPAIGN	KEY TOPICS INCLUDED	AUDIENCE SEGMENTING AND SPECIAL NOTES/TACTICS
Spring Travel	Amenities Birding Low-Elevation Hiking Road Cycling Fishing Curated Itineraries Shopping & Dining	Promote early-season travel as snow recedes. Highlight low-impact recreation and accessible trails to disperse visitors across the region. Use curated itineraries to guide exploration.
Summer Travel	Attractions & Amenities Arts & Culture Outdoor Recreation Family Activities Lodging/Camping Wilderness Areas Events	Drive visitation with targeted content by interest (families, outdoor enthusiasts, cultural travelers). Promote diverse recreation opportunities and community events that showcase the region's character and public lands.
Fall Travel	Fall Foliage Drives & Itineraries Outdoor Recreation Attractions & Amenities Shopping & Dining Lodging/Camping Events	Feature road trip itineraries linking towns, shops, and attractions. Target travelers seeking scenic drives, festivals, and extend the season by focusing on late-season outdoor activities such as hunting.
Winter Travel	Snowshoeing Skiing Ice Fishing Snowmobiling Shopping & Dining Lodging Events	Promote curated itineraries highlighting winter-specific activities and events to drive visitation and bookings.
Interest-Driven / Audience-Tailored Campaigns	Geographic Location Family Hiking "Southern Access to the High Peaks" Adventure Lodging/Camping Retargeting Events	Leverage proximity to I-87 to position the region as an easy, year-round destination. Reinforce brand through consistent visual storytelling and regional identity.
Evergreen "Always-On"	Brand Awareness Meet the Towns Lead Generation Responsible Travel	Consistent, high-level messaging across all platforms focused on building brand trust, capturing email leads, and integrating responsible travel and stewardship principles.

Explore local marketing resources, tourism updates, and ways to get involved at [ROOSTadk.com/Adirondack-Hub](https://roostadk.com/Adirondack-Hub).



REGIONAL CAMPAIGN SCHEDULES





Experience Our
ADIRONDACKS
Hamilton County - NY



Slogan |

Small Towns, Big Outdoors

ExperienceOurAdirondacks.com | OurADK.com

Experience Our Adirondacks (Hamilton County)

Brand Statement:

Hamilton County offers the classic Adirondack experience, attracting nature lovers for well over a century. In the heart of the Adirondacks, this region is many things: a historical gem, a sportsman’s paradise, and a vacation destination for its tranquil woods and small towns. We call it home.

With more than one million acres of undisturbed woods, majestic mountains, cascading waterfalls, and pristine lakes all around us, we’re big on outdoor experiences in every season. Hamilton County is especially rich with lakes and myriad

waterways, making it the ideal destination 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. During the Gilded Age, Hamilton County was a major destination for the wealthiest travelers, who left behind

Communities:



- Arietta
- Benson
- Hope
- Indian Lake/Blue Mountain Lake
- Inlet
- Lake Pleasant/Speculator
- Long Lake/Raquette Lake
- Morehouse
- Piseco
- Wells

W.W. Durant’s landmark Adirondack architecture and the 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, when we celebrate everything from Adirondack art to wildlife and the winter season.

Big on outdoors and small-town charm, we invite you to Hamilton County to “Experience Our Adirondacks.”

- Small towns
- Big outdoors
- Quaint
- Rich history
- Eccentric events
- Birthplace of the American vacation
- Relaxed
- Timeless
- Uninterrupted

Social

- /ExperienceOurAdirondacks
- Coming in 2026
- /AdirondackExperienceADK



Demographic Profile

by cardholder

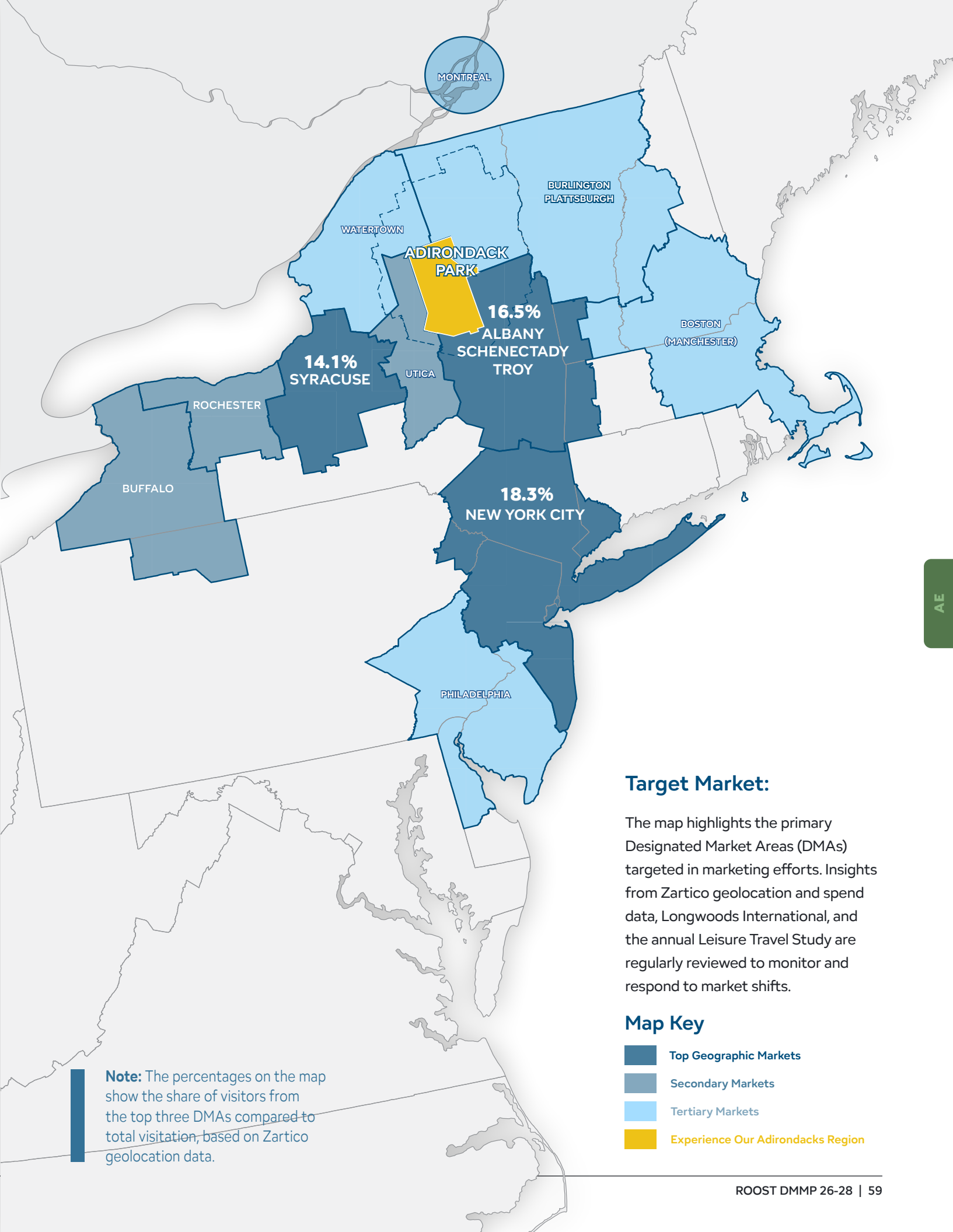
- Family Cardholders: 36.8%
- Cardholders 55+: 39.9%
- Share of Cardholders \$101k+: 52.7%
- Overnight Trips: 48.8%



Look-to-Book Window

(Time between visiting website and arrival in destination)

- WINTER | 218 days
- SPRING | 257 days
- SUMMER | 169 days
- FALL | 183 days



Target Market:

The map highlights the primary Designated Market Areas (DMAs) targeted in marketing efforts. Insights from Zartico geolocation and spend data, Longwoods International, and the annual Leisure Travel Study are regularly reviewed to monitor and respond to market shifts.

Map Key

- Top Geographic Markets
- Secondary Markets
- Tertiary Markets
- Experience Our Adirondacks Region

Projects & Initiatives

Building upon the successful brand refresh and initial implementation in late 2024 and early 2025, our 2026 special projects are designed to fully integrate the new brand across the digital ecosystem, elevate individual communities, and strengthen key regional collaborations.

- **Website Relaunch & Brand Integration:** Execute a full website rebuild and launch of ExperienceOurAdirondacks.com, to further integrate the updated "Small Town, Big Outdoors" brand identity through more dynamic and flexible content displays.
- **Community Site Maintenance & Support:** Continue to host, maintain, and support the community-based websites which were rebuilt and launched in 2025, ensuring they remain integrated hubs for local information.
- **Hamilton County Printed Materials Production:** Produce and distribute key printed materials essential for visitor wayfinding and experience, including the official travel map, the snowmobile map, and various topic-specific informational brochures.
- **Challenge Registration:** Continue to manage the online registration and tracking platforms for Hamilton County's popular waterfall and fire tower challenges. As we proceed forward, we will bring other local challenges online to increase ease of use for travelers and grow email leads for remarketing purposes. Additionally, we will work with partners to implement new cultural (front country) challenges.
- **5-Towns Regional Cross-Promotion:** Enhance cross-promotional efforts with the 5 Towns (Newcomb, North Hudson, and Minerva in Essex County, and Long Lake and Indian Lake in Hamilton County). This initiative emphasizes that the communities are stronger together, encouraging movement across the region, and is built off their great advocacy successes.



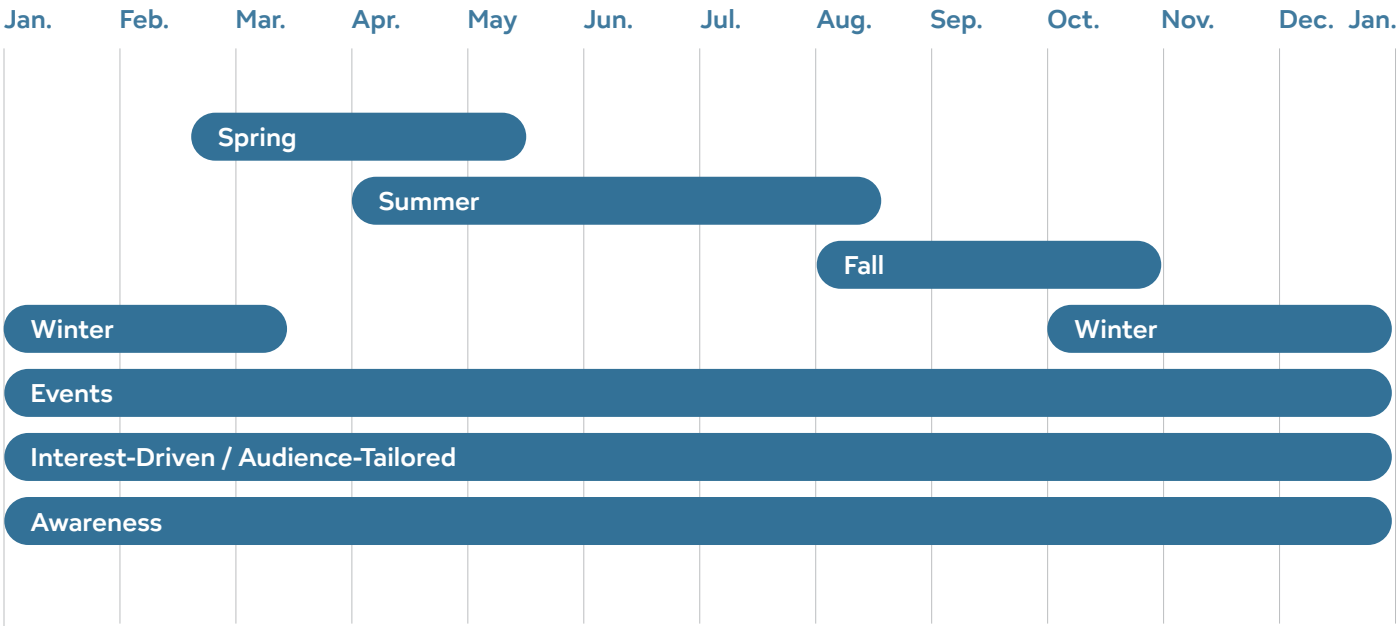
Campaign Overview

CAMPAIGN	KEY TOPICS INCLUDED	AUDIENCE SEGMENTING AND SPECIAL NOTES/TACTICS
Spring Travel	Birding Whitewater Rafting Waterfall Challenge Low-Elevation Hikes Small Town Experiences	Reach early-season visitors interested in outdoor adventure and scenic exploration. Segment audiences by interests in waterfall chasing, birding, paddling, and low-impact hikes.
Summer Travel	Waterfall Challenge Fire Tower Challenge Cultural Attractions Outdoor Recreation Water Activities Trails Less Traveled Camping Small Town Experiences	Encourage visitors to explore less-traveled areas, utilize official challenges for data collection, and promote stewardship while balancing high-season demand. Opportunity to grow younger demographics through personalized content strategies and targeted placements.
Fall Travel	Fall Foliage Fire Tower Challenge Outdoor Recreation Paddling Cultural Attractions Camping Road Tours Hunting Small Town Experiences Fall Festivals	Target travelers seeking scenic fall landscapes, outdoor adventure, and history. Segment by foliage enthusiasts, outdoor adventurers, and festival-goers. Opportunity to extend camping season.
Winter Travel	Cross-country & Downhill Skiing Snowshoe Family Outdoor Recreation Ice Fishing Relaxing Small-Town Charm Winter Festivals	Reach travelers seeking immersive winter experiences and authentic small-town culture. Target audience based on interest and travel party makeup. Retargeted summer visitors.
Interest-Driven / Audience-Tailored Campaigns	Snowmobiling Birding Camping Cultural Attractions Events Community-Specific Retargeting	Deliver personalized content through email and digital retargeting based on specific traveler interests (e.g., target 'snowmobilers' with trail maps; target 'birders' with specific regional hotspots).
Evergreen "Always-On"	Brand Awareness Lead Generation Responsible Travel	Consistent, high-level messaging across all platforms focused on building brand trust, capturing email leads, and integrating responsible travel and stewardship principles.

Explore local marketing resources, tourism updates, and ways to get involved at [ROOSTadk.com/Hamilton-County](https://roostadk.com/Hamilton-County).



REGIONAL CAMPAIGN SCHEDULES





Slogan |

Open Spaces, Legendary Places

LakeChamplainRegion.com

Lake Champlain Region

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-

Communities:



- Chesterfield/Keeseville
- Crown Point
- Elizabethtown
- Essex
- Lewis
- Moriah/Port Henry
- Ticonderoga
- Westport
- Willsboro

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.

- Open spaces
- Legendary places
- Active relaxation
- Immersive
- Legendary vistas
- Quaint lakeside communities
- Interconnected
- Flourishing
- Champ’s place

Social

- [/LakeChamplainRegion](#)
- [@LakeChamplainADK](#)
- [/LakeChamplainRegion](#)



Demographic Profile

by cardholder

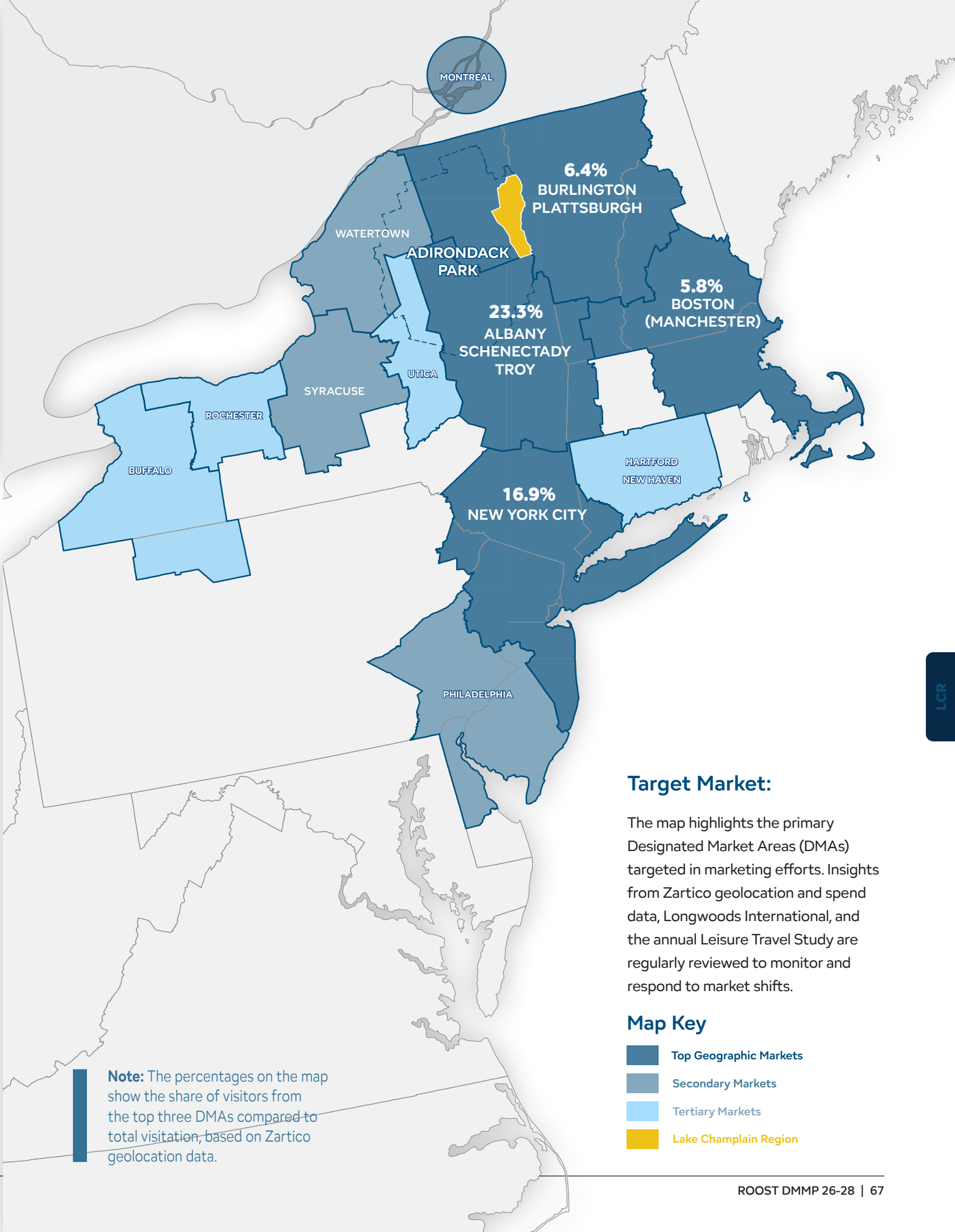
- Family Cardholders: 32.2%
- Cardholders 55+: 42.4%
- Share of Cardholders \$101k+: 53.8%
- Overnight trips: 49.2%



Look-to-Book Window

(Time between visiting website and arrival in destination)

WINTER	208 days
SPRING	239 days
SUMMER	179 days
FALL	171 days



Projects & Initiatives

Building upon the refreshed visual brand launched in 2025, 2026 will be defined by the full execution of major heritage experiences, strategic growth in the agritourism sector, and the launch of a new, highly functional regional website.

- **Website Rebuild and Launch:** Execute a full website rebuild and launch of LakeChamplainRegion.com. This new site will seamlessly integrate the refreshed visual brand and deliver a modern, high-quality user experience consistent with the region's elevated status.
- **250th Commemoration:** Advance and fully promote the multi-year commemorative program for the 250th anniversary of the Signing of the Declaration of Independence, building on the American Revolutionary War dates launched in 2025. This initiative leverages the region's historic significance (Fort Ticonderoga, Crown Point) to drive high-value, long-term heritage tourism.
- **Agritourism Experience Expansion:** Fully implement and execute the distinct brand and marketing strategy for agritourism, expanding visitor awareness of local food, farm-to-table experiences, and events like harvest festivals to diversify the tourism market.
- **Hospitality Investment Recruitment:** Based on the 2025 market analysis, execute a targeted outreach campaign to attract developers for new lodging opportunities, increasing amenity options and supporting economic growth across the region.
- **Elizabethtown Website Support:** Continue to host, maintain, and support the new community website for the Town of Elizabethtown, following its successful launch, ensuring it remains a dedicated, integrated digital hub for local resources and enhanced visitor information.
- **Visitor Services & In-Market Materials:** Manage the Lake Champlain Region Visitors Center in Crown Point to ensure consistent, high-quality visitor support. Develop and ensure that all necessary printed materials are available throughout the region and in feeder markets. Financial and technical support for the Ticonderoga Area Chamber of Commerce Visitors Center.
- Collaborate with the Town of Moriah to prepare a strong NY Forward application by helping identify priority downtown projects, engage stakeholders, and align proposed investments with local and regional development goals.



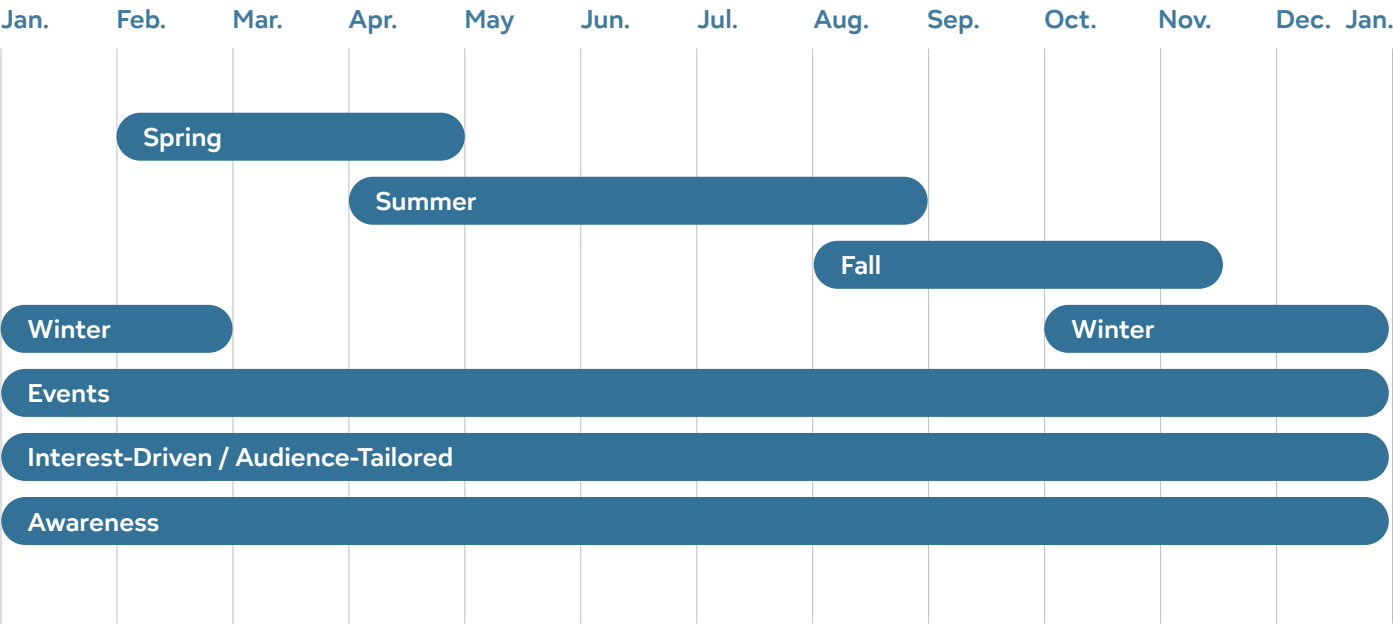
Campaign Overview

CAMPAIGN	KEY TOPICS INCLUDED	AUDIENCE SEGMENTING AND SPECIAL NOTES/TACTICS
Spring Travel	Amenities & Attractions Agricultural Experiences Spring Outdoor Recreation Town Exploration Cultural Experiences	Target birders, anglers, and travelers seeking peaceful, early-season escapes. Promote quiet scenic routes, farm visits, and cultural offerings that highlight the region's spring renewal.
Summer Travel	Amenities & Attractions Agricultural Experiences & Dining Lake Activities Historic Sites & Culture Road Cycling Hiking (CATS) Town Exploration	Target active travelers, culinary explorers, and history enthusiasts. Highlight "active relaxation" on the lake (boating, paddling, and swimming). Feature itineraries that connect outdoor adventure with agricultural and cultural experiences.
Fall Travel	Agritourism & Farm Visits Amenities & Attractions Fall Foliage Viewing Historical Sites/Tours Outdoor Recreation Town Exploration	Target scenic road trippers, families, and cultural travelers. Showcase harvest activities alongside foliage drives and history-based events. Encourage midweek and late-season visits through themed itineraries.
Winter Travel	History/Heritage Experiences, Culinary Events Arts & Culture Cozy Amenities Outdoor Activities	Focus on pushing personalized, curated content with "slower-paced" activities that offer deep connection to the region's history, culture, and attractions during the quiet season.
Interest-Driven / Audience-Tailored Campaigns	250th Commemoration, ADK Celebrates USA Agritourism Hiking (CATS) History/Historic Sites Fishing "Champ" (Legendary Lake Monster)	Target segments such as history buffs, anglers, outdoor adventurers, and family travelers with tailored digital content and itineraries. Special Note: Use the legend of Champ for fun, family-friendly storytelling.
Evergreen "Always-On"	Brand Awareness Lead Generation Responsible Travel	Consistent, high-level messaging across all platforms focused on building brand trust, capturing email leads, and integrating responsible travel and stewardship principles.

Explore local marketing resources, tourism updates, and ways to get involved at [ROOSTadk.com/Lake-Champlain-Region](https://roostadk.com/Lake-Champlain-Region).



REGIONAL CAMPAIGN SCHEDULES





Slogan |

Invent your own perfect day

LakePlacid.com

Lake Placid High Peaks Region

Brand Statement:

There is an Adirondack village nestled amidst New York’s highest mountains, where all are welcome to invent their own perfect day. Lake Placid is a community where a rich sporting legacy, modern culture, and unparalleled natural beauty balance in perfect harmony. Elite international events and iconic venues offer everyone a chance

to experience and embrace Lake Placid’s thriving Olympic spirit alongside the athletes themselves. Our historic Main Street offers a vibrant downtown scene where people gather to shop, dine, explore arts and live music, and stroll along the shores of Mirror Lake—the heart of our alpine village. Whether your version of outdoorsy is lounging

Communities:



- Keene
- Keene Valley
- North Elba
- Lake Placid

lakeside, hiking to a scenic view, or seeking thrills with high-adrenaline activities, opportunities to connect with nature abound in every season. For days and nights filled with things that make life more adventurous, romantic, and fun, join us in Lake Placid.

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/ High Peaks region.

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

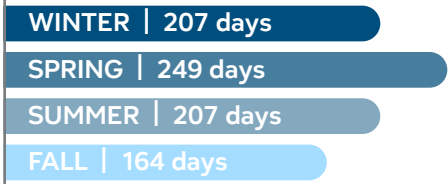


Demographic Profile by cardholder

- Family Cardholders: 37.6%
- Cardholders 55+: 34.0%
- Share of Cardholders \$101k+: 60.4%
- Overnight Trips: 50.4%

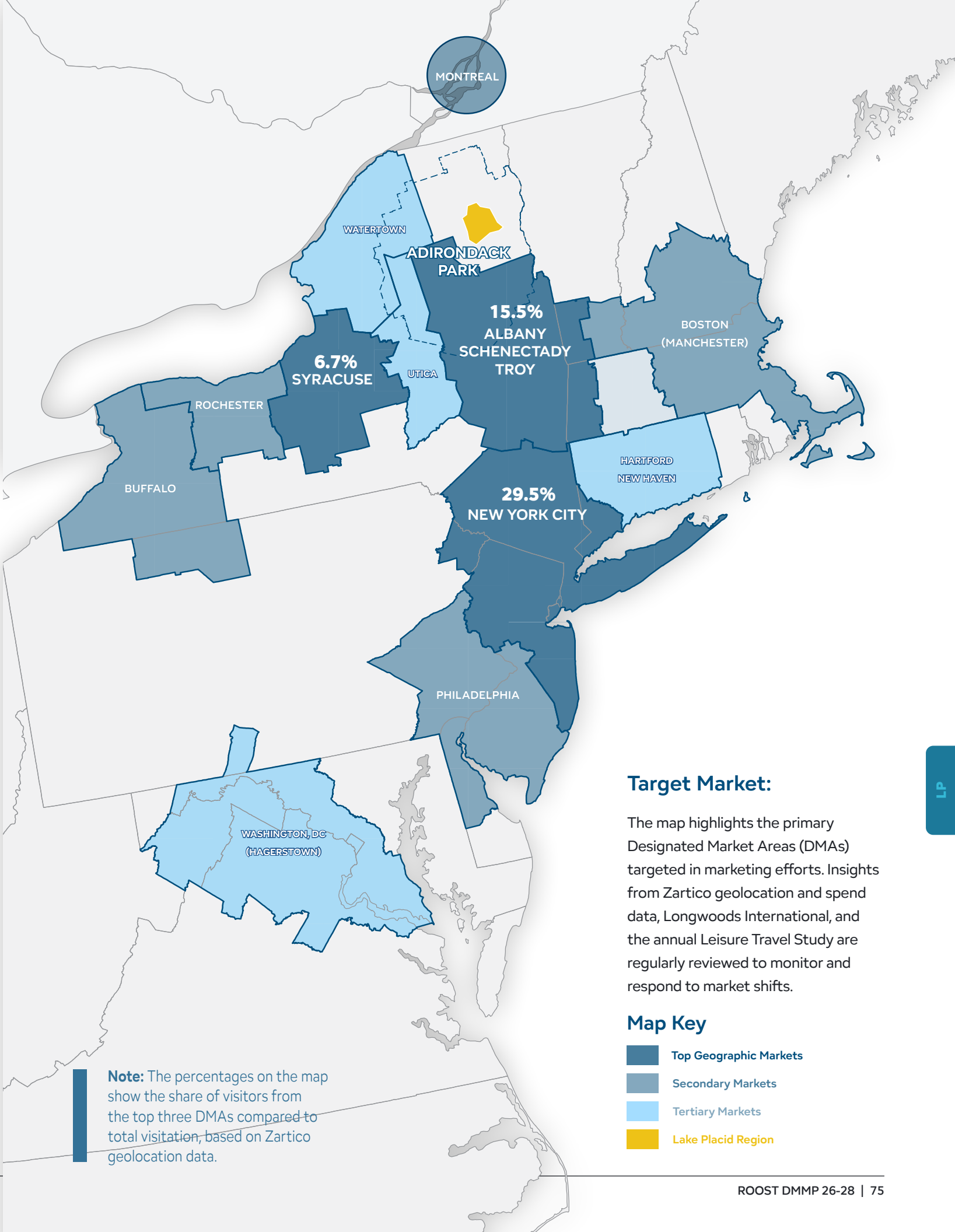


Look-to-Book Window (Time between visiting website and arrival in destination)



Social

- /LakePlacidAdk
- @LakePlacidADK
- /LakePlacid



Target Market:

The map highlights the primary Designated Market Areas (DMAs) targeted in marketing efforts. Insights from Zartico geolocation and spend data, Longwoods International, and the annual Leisure Travel Study are regularly reviewed to monitor and respond to market shifts.

Map Key

Projects & Initiatives

In addition to the tactics outlined throughout this plan, the three-year focus for the Lake Placid/High Peaks region is on translating destination management plans into sustainable community outcomes, strengthening the region’s status as a world-class outdoor recreation destination, and fully integrating the new unified brand across all visitor touchpoints throughout the 2026–2028 planning period.

- **Brand Integration and Placemaking:** Build on the 2024 brand development and 2025 implementation by advancing placemaking initiatives throughout the community. This creates physical recognition and reinforces the unified brand identity to both visitors and residents.
 - **Destination Management Plan and DRI Advancement:** Actively support the Town of North Elba in the continued pursuit and implementation of projects proposed under the Downtown Revitalization Initiative (DRI), focusing on new commercial spaces, workforce housing, and expanded access to local, accessible recreation.
 - **Bike-Friendly Community:** Advance the bike-friendly community initiative by collaborating with partners on safety and infrastructure improvements to ensure safe and enjoyable experiences for
- all users, solidifying the area as a premier cycling destination for both road and mountain biking.

 - **Advance Sustainable Community Initiatives:** Focus on initiatives that enhance the community's environmental and social well-being, including promoting eco-friendly practices and supporting infrastructure projects that drive long-term sustainability for both residents and the tourism industry.
 - **Visitor Services & In-Market Materials:** Manage the Lake Placid Visitors Bureau to ensure consistent, high-quality visitor support. Develop and ensure that all necessary printed materials (like the Lake Placid Guide, Lake Placid Pocket Map, etc.) are available in-town and in feeder markets.
 - **Destination Management for Large Events:** Continue to provide high-level destination management support for major events, including the Lake
- Placid Horse Show, IRONMAN, lacrosse, rugby, and the UCI Mountain Biking World Series, aiming to maximize community benefits and mitigate potential challenges.

 - **Sustainable Trail Promotion:** Highlight hiking opportunities outside the High Peaks to disperse crowds toward less-used trailheads.
 - **Olympic Partnerships:** Collaborate with the Olympic Regional Development Authority (ORDA) to promote large-scale events and the Olympic legacy, leveraging ORDA's unique assets and ROOST's regional marketing approach.
 - **Local Business Support:** Lean into Keene's unique positioning as a local business hotbed, highlighting the weekly farmer's market and other regionally-owned businesses.

Explore local marketing resources, tourism updates, and ways to get involved at [ROOSTadk.com/Lake-Placid](https://roostadk.com/Lake-Placid).

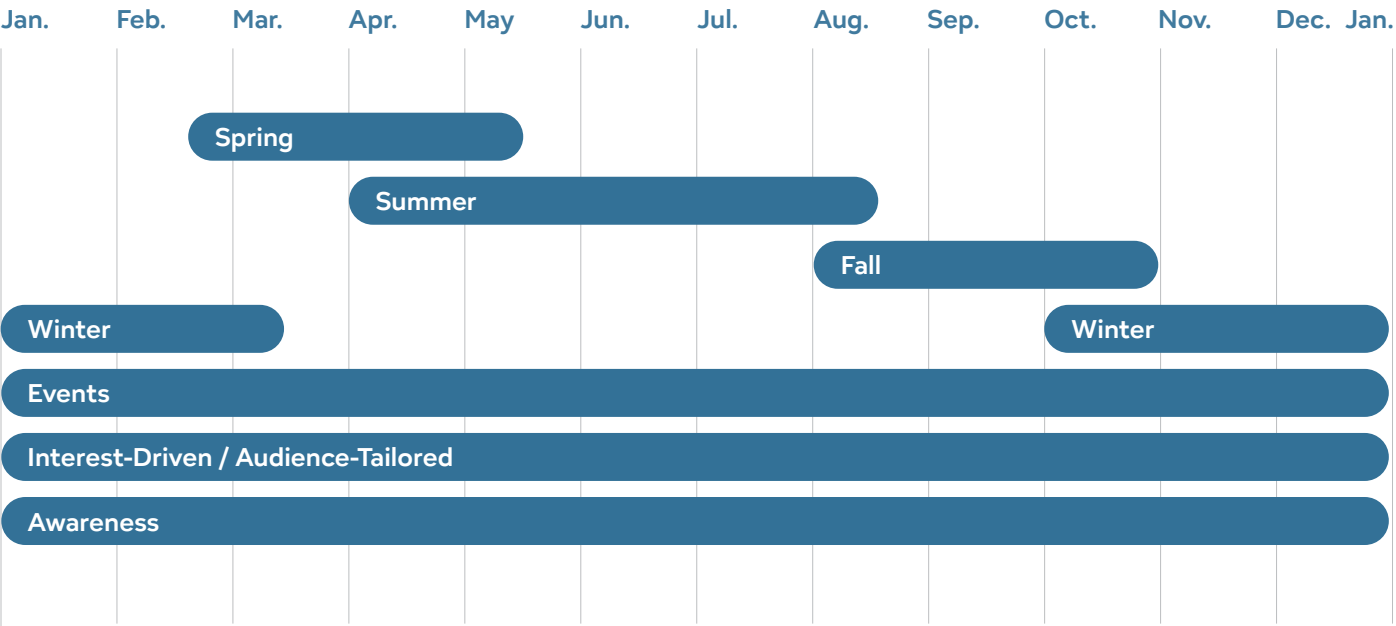


Campaign Overview

Campaign	Key Topics Included	Audience Segmenting and Special Notes/Tactics
Spring Travel	Spring Skiing Rejuvenation (Spas & Wellness) Shopping & Dining Arts & Culture Olympic Sites Lodging & Amenities Spring Outdoor Activities (Fishing, Golf, Biking, Low-Elevation Hiking) Lodging & Amenities	Target travelers seeking a mix of early-season recreation and indoor/wellness activities. Promote the transition from winter sports to spring recreation. Shorter drive market for spring "staycation."
Summer Travel	Hiking ("The Right Way") Outdoor Recreation Olympic Sites Shopping & Dining Arts & Culture Lodging & Amenities Spas & Wellness Activities & Events	Target families, active travelers, and event participants/spectators. Mid-week, extended length of stay. Focus on safety messaging for hiking and highlight the convenience of walkable village amenities.
Fall Travel	Fall Foliage Scenic Drives Olympic Sites Shopping, Dining & Breweries Fall Hiking/Preparedness Outdoor Recreation Arts & Culture Spas & Wellness Lodging & Amenities Fall Festivals	Target empty nesters, couples without children, mountain bike enthusiasts.
Winter Travel	Olympic Sites Activities on Mirror Lake Spas & Wellness Outdoor Recreation Arts & Culture Dining and Après Ski Winter Backcountry Preparedness Holiday Travel & Shopping World Cup & Winter Sporting Events Lodging & Amenities	Target winter sports enthusiasts and travelers seeking holiday/wellness experiences. Focus on premium lodging, winter sports events, and energy.
Interest-Driven / Audience-Tailored Campaigns	Events Hiking Golf Mountain Biking Alpine Skiing & Snowboarding Cross-country Skiing Shopping Family Luxury	High-value audience segmentation for tailored content delivery (e.g., target 'Luxury' with premium lodging/dining; Family, Couples without children, Multi-general).
Evergreen "Always-On"	Brand Awareness Lead generation Responsible Travel Packages & Promotions	Maintaining consistent, high-quality messaging across all platforms to build brand trust, grow email engagement, and promote responsible travel and stewardship.



REGIONAL CAMPAIGN SCHEDULES





Slogan |

Decidedly Different

SaranacLake.com

Saranac Lake Region

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,

Communities:



- Bloomingdale
- Lake Clear
- Paul Smiths
- Ray Brook
- Saranac Lake
- St. Armand

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:

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 Saranac Lake Region.

- Decidedly different
- Authentically Adirondack
- Creative community
- Casual
- Historic
- Lively atmosphere
- Interconnected waterways
- Bold and fun energy
- Balance



Demographic Profile

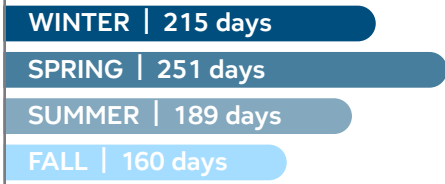
by cardholder

- Family Cardholders: 36.1%
- Cardholders 55+: 37.7%
- Share of Cardholders \$101k+: 54.2%
- Overnight Trips: 57.3%



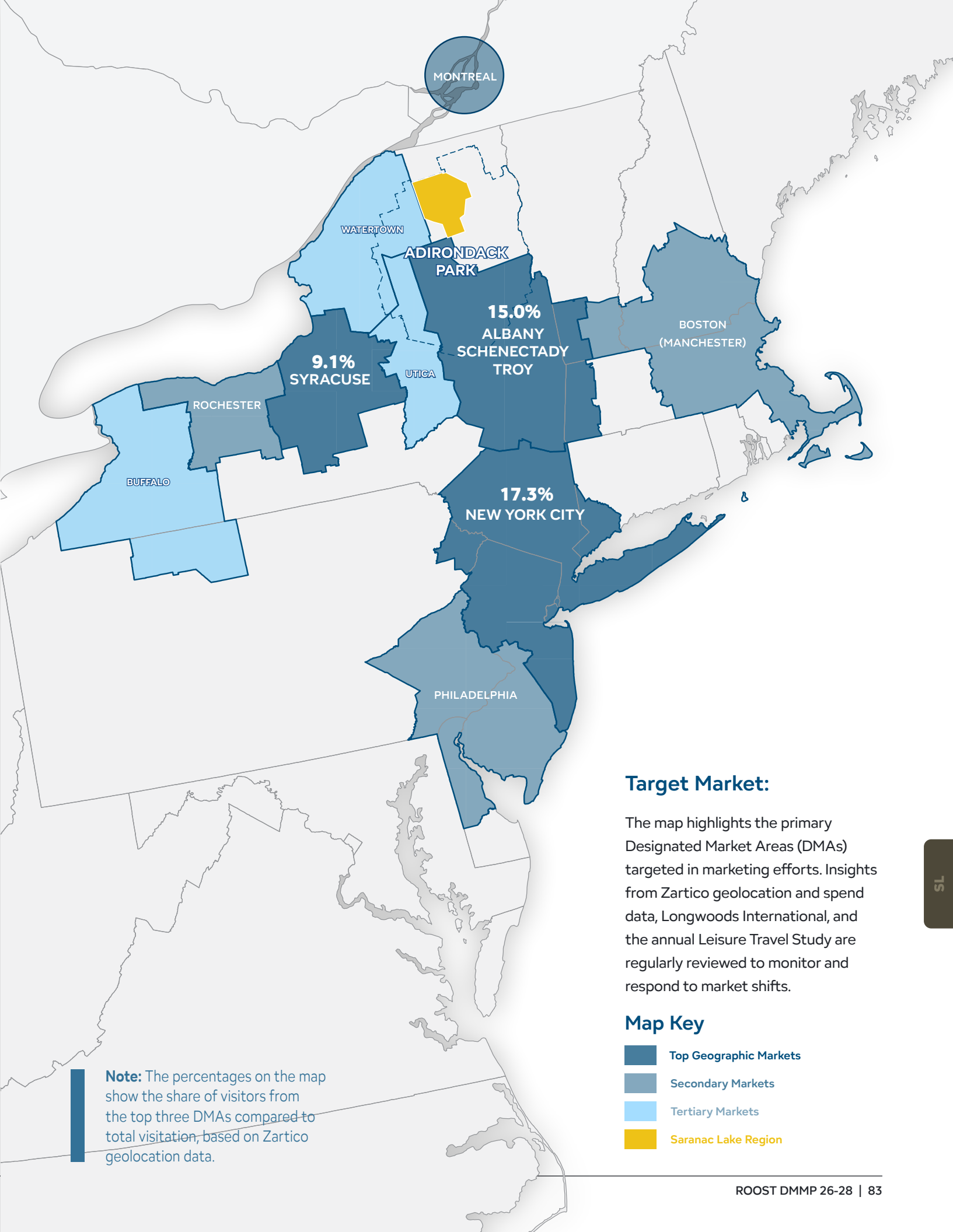
Look-to-Book Window

(Time between visiting website and arrival in destination)



Social

- /SaranacLakeNewYork
- @SaranacLakeADK
- /SaranacLakeADK



Projects & Initiatives

In addition to the tactics outlined throughout this plan, the following special projects will define the Saranac Lake Region’s focus for the 2026–2028 planning cycle. The strategy centers on maximizing the impact of the Adirondack Rail Trail, launching the rebuilt SaranacLake.com, and strengthening community partnerships through robust event marketing and destination management efforts.

- **Website Rebuild and Launch:** Execute a full rebuild and launch of SaranacLake.com. The new site will feature an enhanced events calendar and deliver a modern, high-quality user experience that reflects the region’s distinct identity and elevated brand positioning.
- **Adirondack Rail Trail Integrated Marketing:** Leverage the newly completed Adirondack Rail Trail as a premier, multi-season recreational asset. Collaborate with stakeholders on physical signage, promotional materials, and key print and digital resources to highlight access points, amenities, and local business connections along the trail. Ongoing enhancement and promotion of the Adirondack Rail Trail app, launched in late 2025, will further support visitor engagement and trip planning.
- **Visitor Services Support:** Provide financial support to the Saranac Lake Area Chamber of Commerce to manage visitor services and ensure travelers receive consistent, high-quality information and assistance while exploring the region.
- **Local Event Marketing Support:** Deliver targeted marketing support for Saranac Lake events, including community festivals, arts and cultural celebrations, and sporting events, to strengthen community engagement and drive visitation during key and need periods.
- **Destination Management Plan (DMP):** Collaborate with community partners to assess interest in updating Saranac Lake’s Destination Management Plan. Determine next steps upon assessment completion.
- **Town of St. Armand Support and Assistance:** Support the town of St. Armand with technical assistance, marketing support for events and community improvement projects.



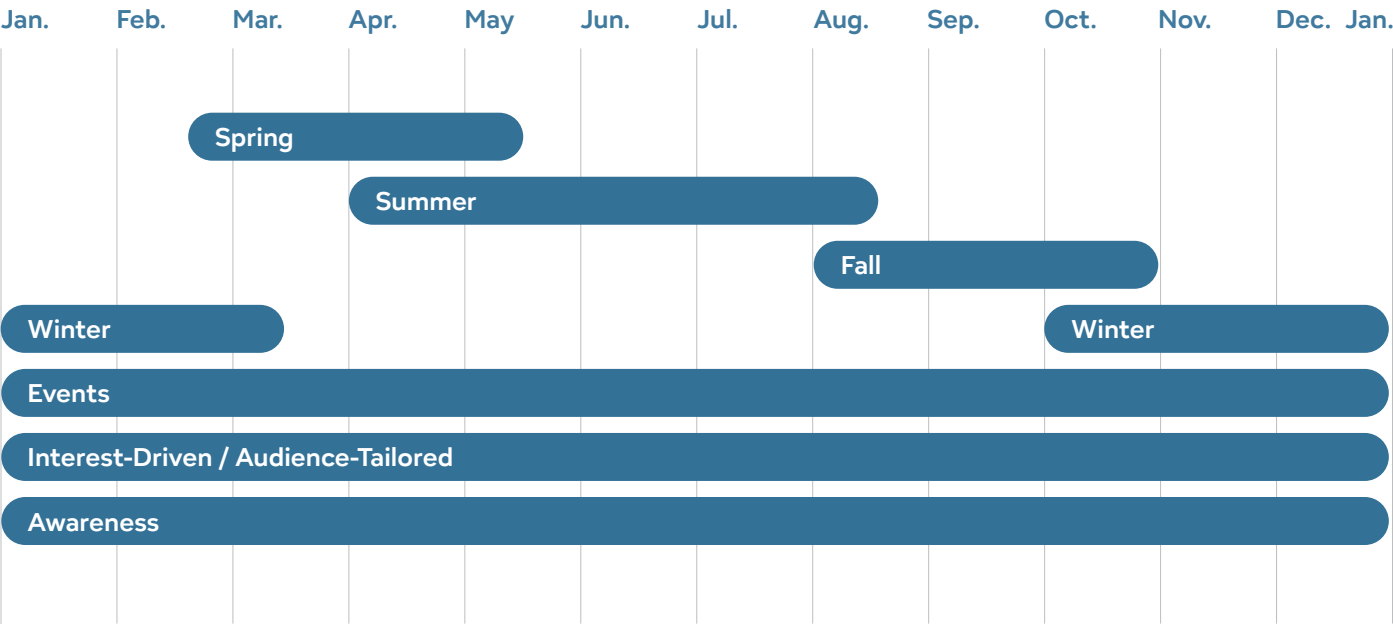
Campaign Overview

CAMPAIGN	KEY TOPICS INCLUDED	AUDIENCE SEGMENTING AND SPECIAL NOTES/TACTICS
Spring Travel	Amenities Attractions Shopping & Dining Arts & Culture Low-Elevation Hikes Paddling Spring Recreation Events	Reach early-season travelers interested in outdoor recreation and authentic local experiences. Segment audiences by interest. Use Rail Trail enthusiasts and culture-seekers as key entry points.
Summer Travel	Amenities Arts & Culture Outdoor Recreation Attractions Dining & Farmers' Markets Shopping Camping Downtown Events	Target active travelers, families, and those interested in the region's creative and cultural scene. Emphasize family-friendly activities and outdoor adventures.
Fall Travel	Agritourism Arts & Culture Dining & Craft Beverages Shopping Fall Foliage Outdoor Recreation Amenities Seasonal Attractions Events	Promote seasonal hikes, paddling routes, harvest festivals, and local culinary experiences through paid social, email marketing, and content partnerships.
Winter Travel	Amenities Arts & Culture Attractions Dining & Shopping Outdoor Recreation Events	Highlight indoor and outdoor winter activities, cultural events, and winter events.
Interest-Driven / Audience-Tailored Campaigns	Adirondack Rail Trail, Arts & Culture, Family Travel, Paddling, Events	High-value audience segmentation for tailored content delivery based on specific interests and trip types.
Evergreen "Always-On"	Brand Awareness Lead Generation Responsible Travel	Consistent, high-level messaging focused on building brand trust, securing email leads, and integrating responsible travel and stewardship principles.

Explore local marketing resources, tourism updates, and ways to get involved at [ROOSTadk.com/](https://roostadk.com/) Saranac-Lake.



REGIONAL CAMPAIGN SCHEDULES





Slogan |

Connect & Discover

TupperLake.com

Tupper Lake Region

Brand Statement:

Tupper Lake is a natural place to connect and discover.

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 Public Observatory, and professional paddling and hiking guides all support learning about the

Communities:

- Santa Clara
- Tupper Lake
- Piercefield

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.

- Natural discovery
- Authentic culture
- Family-friendly
- Bite-sized adventures, big on reward
- Dark skies - limited light pollution
- A hub for natural science
- Hardworking
- Crossroads / Junction
- Spread out and explore more



Demographic Profile

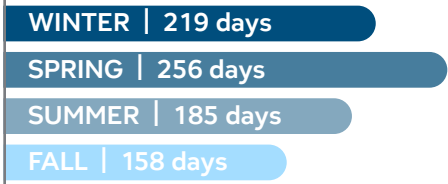
by cardholder

- Family Cardholders: 36.4%
- Cardholders 55+: 39.7%
- Share of Cardholders \$101k+: 50.4%
- Overnight Trips: 52.0%



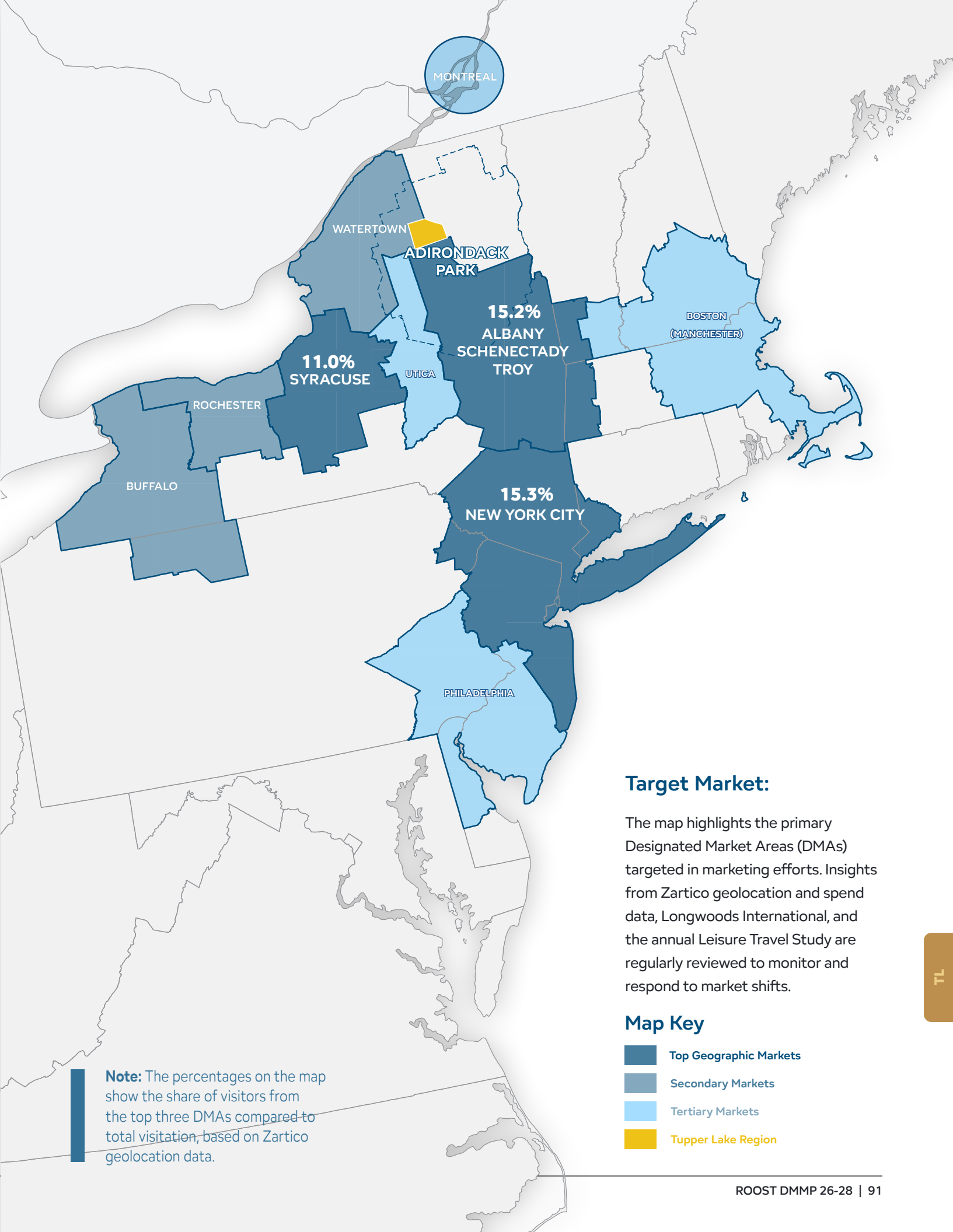
Look-to-Book Window

(Time between visiting website and arrival in destination)



Social

- /TupperLakeNY
- @TupperLakeNY
- /TupperLakeNewYork



Projects & Initiatives

Along with executing the tactics outlined throughout this plan, these are just some of the special projects that will define the Tupper Lake Region's focus for the 2026–2028 planning cycle. The strategy is centered on maximizing the impact of the rebuilt TupperLake.com website, fully leveraging the Adirondack Rail Trail and Scenic Rail service, and supporting the community through continued collaboration with the Recreation Department.

- **Website Rebuild and Launch:** Execute a full website rebuild and launch of TupperLake.com. This new site will deliver a modern, high-quality user experience consistent with the region's elevated status.
- **Adirondack Rail Trail & Scenic Rail Integrated Marketing:** Execute a sustained, multi-year integrated marketing initiative to showcase both the Adirondack Rail Trail and the Adirondack Scenic Rail service at the Train Depot. This effort includes collaborating with stakeholders on cohesive signage, promotional materials, and digital resources (including the Adirondack Rail Trail app) to highlight access points, amenities, and local business opportunities related to both recreational assets.
- **Tupper Lake Triad Challenge Management:** ROOST will continue to manage the entire registration process for the popular Tupper Lake Triad (hiking and paddling challenges). As we move forward, we will focus on enhancing the participant experience and look to identify ways to expand the program. A portion of the proceeds will continue to be donated back to trail maintenance projects in the region.
- **Visitor Services & Information Center Management:** Manage the Tupper Lake Information Center, serving as a key resource for visitors, a distribution point for local business information, shared meeting space, and the headquarters for the Triad patch fulfillment.
- **Tupper Lake Recreation Department Collaboration:** Maintain and strengthen the partnership with the Tupper Lake Recreation Department to support their events, programming, and initiatives through our marketing channels and resources throughout the planning cycle.

Explore local marketing resources, tourism updates, and ways to get involved at ROOSTadk.com/Tupper-Lake.

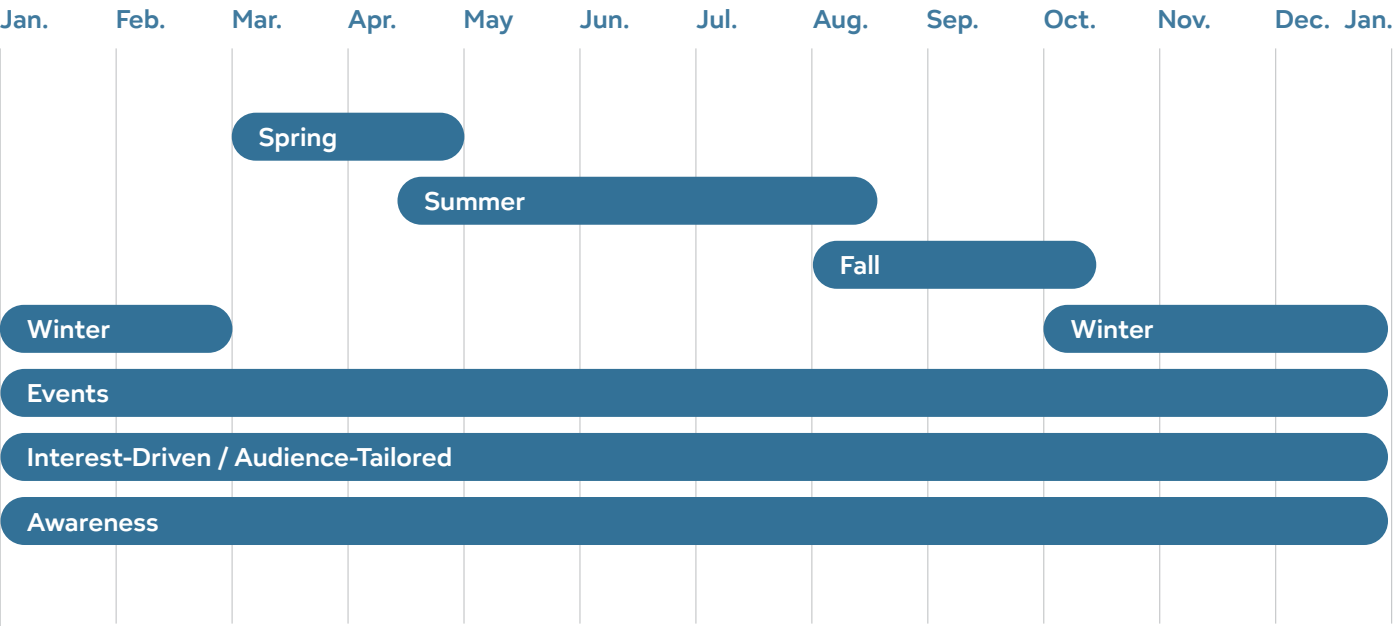


Campaign Overview

CAMPAIGN	KEY TOPICS INCLUDED	AUDIENCE SEGMENTING AND SPECIAL NOTES/TACTICS
Spring Travel	Low-Elevation Hikes Bird Migration, Fishing Paddling Adirondack Rail Trail Attractions & Amenities	Focus on leveraging the Rail Trail and natural events (birding, fishing) to encourage early-season travel.
Summer Travel	Outdoor Recreation Attractions & Amenities Dining & Shopping Arts & Music Nature Night Sky Viewing Family Activities Events	Target families and outdoor enthusiasts. Emphasize The Wild Center and the region's accessible night sky viewing.
Fall Travel	Fall Foliage Outdoor Recreation Attractions Amenities Dining & Shopping Arts & Culture Nature Night Sky Viewing Events	Promote a blend of natural beauty (foliage) and unique regional attractions for family travel.
Winter Travel	Attractions Amenities Dining & Shopping Cross-Country Ski & Snowshoe Ice Fishing Snowmobiling Relaxing Winter Experiences Events Night Sky Viewing	Target winter enthusiasts seeking both high-impact recreation (snowmobiling) and cozy, slow-paced small-town experiences. Focus on extending stay for visitors who attend events and visit The Wild Center for Wild Lights
Interest-Driven / Audience-Tailored Campaigns	Adirondack Rail Trail Golf Family Travel Events	Audience segmentation for tailored content delivery based on specific interests and trip types. Family Travel, Young Couples/Friend Groups. Leverage "Natural Science Center" from brand positioning.
Evergreen "Always-On"	Brand Awareness Lead Generation Responsible Travel	Consistent, high-level messaging focused on building brand trust, securing email leads, and integrating responsible travel and stewardship principles.



REGIONAL CAMPAIGN SCHEDULES





Slogan |

Get Close

WhitefaceRegion.com

Whiteface Region

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.

Communities:

- Jay
- Au Sable Forks
- Upper Jay
- Wilmington

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 of exploring. In the end, waterways, communities, attractions, and mountains all blend together to form the Whiteface Region.

- 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...



Demographic Profile

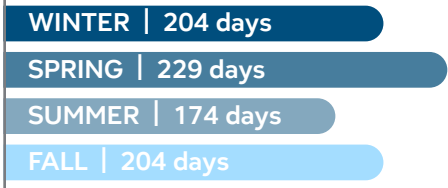
by cardholder

- Family Cardholders: 39.7%
- Cardholders 55+: 38.0%
- Share of Cardholders \$101k+: 51.7%
- Overnight Trips: 47.7%



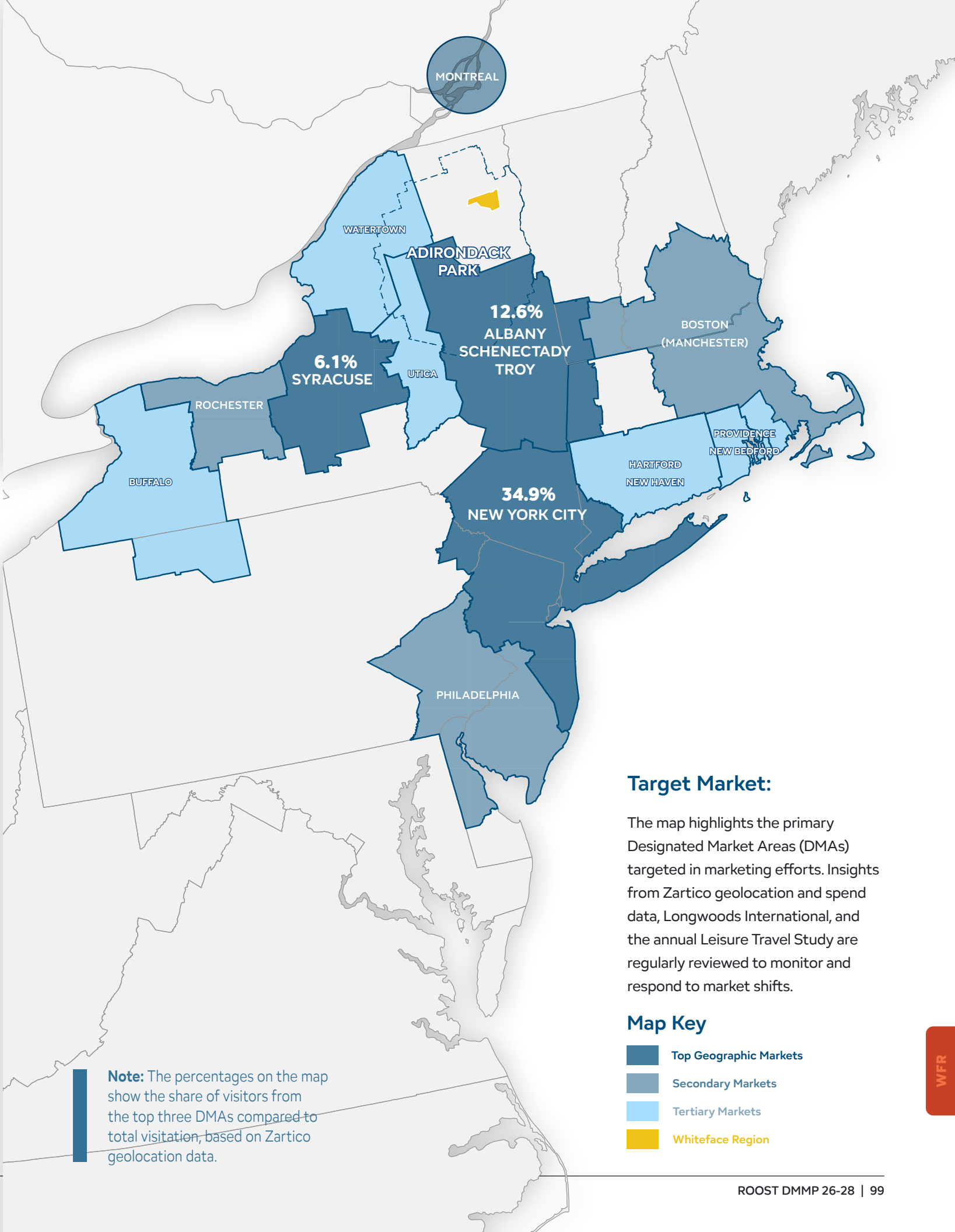
Look-to-Book Window

(Time between visiting website and arrival in destination)



Social

- /WhitefaceRegion
- @WhitefaceRegion
- /WhitefaceRegion



Target Market:

The map highlights the primary Designated Market Areas (DMAs) targeted in marketing efforts. Insights from Zartico geolocation and spend data, Longwoods International, and the annual Leisure Travel Study are regularly reviewed to monitor and respond to market shifts.

Map Key

- Top Geographic Markets
- Secondary Markets
- Tertiary Markets
- Whiteface Region

Projects & Initiatives

In addition to executing the tactics outlined throughout this plan, these are just some of the special projects that will define the Whiteface Region's focus for the 2026–2028 planning cycle. The strategy is centered on maximizing the impact of the WhitefaceRegion.com website, strengthening key community partnerships, and supporting local economic development and planning.

- **Website Rebuild and Launch:** Execute a full website rebuild and launch of WhitefaceRegion.com. This new site will deliver a modern, high-quality user experience consistent with the region's focus on outdoor recreation and natural beauty.
- **Visitor Services and Printed Material Support:** Provide financial and technical support to the Whiteface Region Visitors Bureau to enhance visitor services. This includes ensuring the production and distribution of an updated Outdoor Recreation Map & Guide and other essential printed materials to visitors.
- **Strategic Partnership Support:** Continue to support key community organizations including the Whiteface Region Visitors Bureau and the Ausable River Valley Business Association (ARVBA). Our involvement will include promoting events, supporting projects, and assisting the new Executive Director of the Visitors Bureau to build on the organization's established foundation.
- **Economic Development and Community Planning:** Continue to support the Town of Jay in their efforts to update their comprehensive plan and actively participate in the planning process to revitalize Main Street in Au Sable Forks.



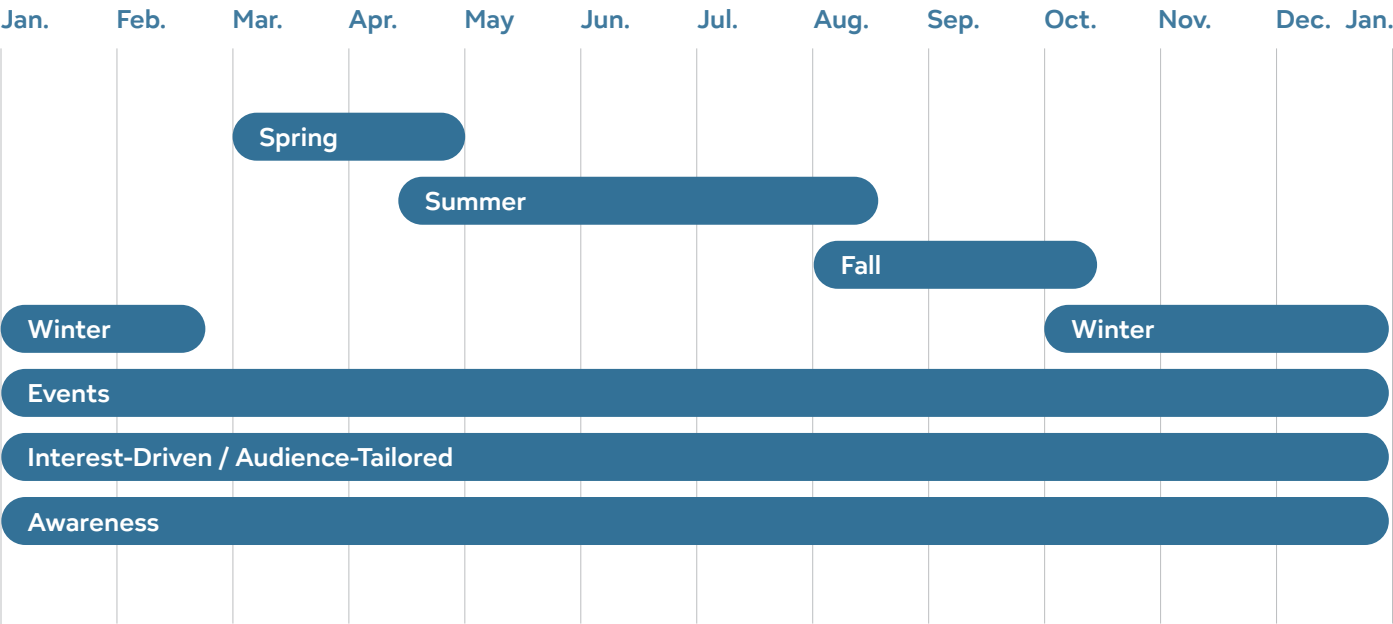
Campaign Overview

CAMPAIGN	KEY TOPICS INCLUDED	AUDIENCE SEGMENTING AND SPECIAL NOTES/TACTICS
Spring Travel	Alpine Skiing & Snowboarding Outdoor Recreation Attractions & Amenities Arts & Culture Sporting Events Events	NY and major metro areas in the Northeast. Ages skew older, while incomes outside of NYC skew lower. Leverage shorter booking windows by promoting spring ski and early-season fishing trips. Target athletes and event participants with messaging tied to training and registration.
Summer Travel	Attractions Arts & Culture Lodging & Amenities Agritourism & Farm Stays Shopping & Dining Outdoor Recreation Events	Strong out-of-state visitation. Focus on young families and avid outdoor recreationists. Event-based content focused largely on running and biking athletes. Position the region as a basecamp for adventure with cross-promotion to major attractions in nearby regions.
Fall Travel	Fall Foliage & Scenic Drives Attractions Agritourism & Farm Stays Arts & Culture Shopping & Dining Lodging & Amenities Outdoor Recreation Events	Northeast major metro areas with age demographics skewing slightly higher than other seasons. Focus on younger dual-income, no-kids couples and empty nesters for general topics, with avid outdoorspeople targeted for sports-centric events.
Winter Travel	Alpine Skiing & Snowboarding Lodging & Amenities Dining (Après) Arts & Culture Outdoor Recreation Attractions Events	Broad audience, including younger audiences interested in skiing and high-intensity outdoor recreation as well as family travelers and empty nesters. The focus on alpine skiing & snowboarding encompasses a wide socioeconomic range as well, with lodging and dining appealing to a variety of ages/income levels and has high out-of-state visitation.
Interest-Driven / Audience-Tailored Campaigns	Alpine Skiing & Snowboarding Mountain Biking Fly Fishing Events	Focus on alpine skiing, snowboarding, mountain biking, fly fishing, and major events to capture high-intent audiences.
Evergreen "Always-On"	Brand Awareness Lead Generation Responsible Travel Travel Guide	Drive year-round awareness, email sign-ups, and responsible travel through key visitor resources.

Explore local marketing resources, tourism updates, and ways to get involved at [ROOSTadk.com/Whiteface-Region](https://roostadk.com/Whiteface-Region).



REGIONAL CAMPAIGN SCHEDULES





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