

ROOST End of Year Report

ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM

NOVA





A Letter from the CEO & COO

Dear Partners and Stakeholders,

As 2025 comes to a close, we are proud to reflect on a year of progress and collaboration at the Regional Office of Sustainable Tourism (ROOST). Over the past year, we have continued to support our communities while promoting the Adirondacks as a premier destination for visitors from near and far.

ROOST is not only focused on attracting visitors but also on ensuring that tourism benefits the communities we serve. This year, we have advanced initiatives that balance economic growth with community priorities, environmental stewardship, and inclusivity, all while enhancing the quality of life for residents.

From workforce housing and tourism asset development to marketing strategies that highlight the region's diverse stories and seasons, our efforts work towards strengthening the visitor experience and community well-being. The accomplishments reflected in this document are a result of the dedication and collaboration of local governments, businesses, and residents who help make the Adirondacks a thriving, resilient destination.

We thank you for your partnership and support throughout the year and look forward to continuing this work together in 2026.

Thank you,

Dan Kelleher, CEO

Mary Jane Lawrence, COO



2025 BY THE NUMBERS

Estimated Total
Overnight Visitor Nights
Essex County

3,036,275

Estimated Overnight
Visitor Spending
Essex County

\$411,165,938

Region	All Spending	Local Business	Restaurants	Grocery Stores	Gas & Service
Essex County Total	35%	42%	43%	10%	30%
ADK Hub Region	66%	39%	69%	62%	62%
Lake Champlain Region	34%	21%	52%	30%	29%
Lake Placid/High Peaks Region	18%	48%	41%	6%	12%
Saranac Lake Region	8%	39%	16%	5%	7%
Whiteface Region	19%	58%	34%	7%	7%
Experience Our Adirondacks	25%	40%	50%	13%	29%
Tupper Lake Region	25%	25%	38%	19%	24%

Source: Zartico. Percentages represent the share of spending attributed to visitors (non-residents). Data are anonymized and aggregated and reflect general trends.

Overview

VISITOR CENTER VISITORS:
62,000+

TOTAL PAID
PLACEMENTS:
230

TOTAL FAM TOURS +
INFLUENCERS HOSTED:
19

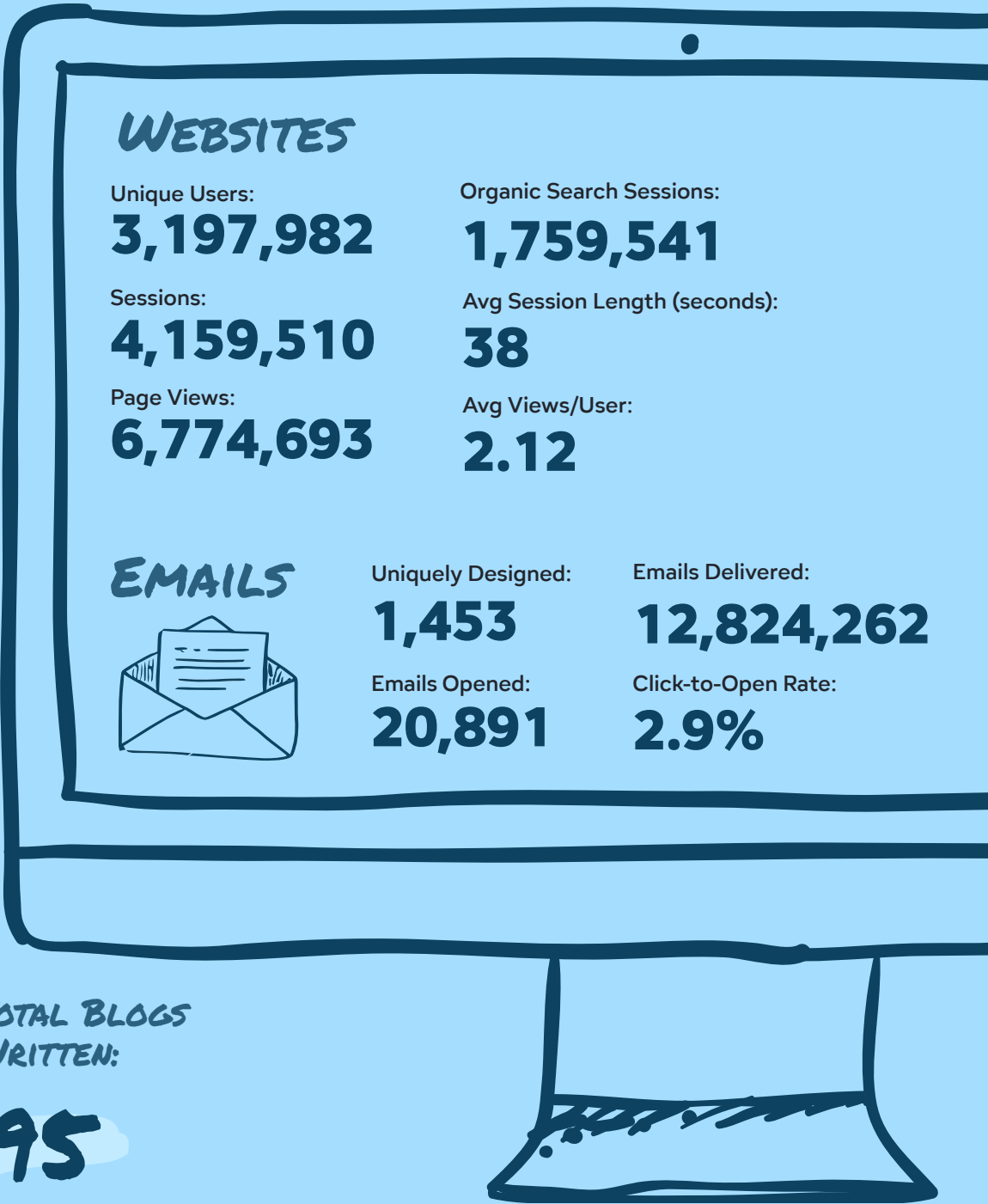
TOTAL PHOTO/
VIDEO SHOOTS:
70

TOTAL
PROFESSIONAL
VIDEOS PRODUCED:
17

TOTAL
INSTAGRAM
REELS CREATED:
349

TOTAL DESIGN
PROJECTS:
259

TOTAL BLOGS
WRITTEN:
95



FACEBOOK

Posts 2,064	Followers 430,596	
Post Link Clicks 29,859	Likes 261,218	Comments 11,382
Shares 33,347	Video Views 2,714,792	

YOUTUBE

Posts 2,690	Followers 396,139	
Uploads 41	Views 1,173,160	Minutes Watched 134,061

INSTAGRAM

Posts 1,449	Followers 109,366	
Likes 218,855	Comments 1,911	Reels Minutes Viewed 134,061

COMMUNICATIONS

Press Releases 59	FAM Tours Hosted 17	Media Mentions 2,053
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GROUP SALES

Estimated Lodging Revenue for 2025 \$1,444,371	Conference/Meeting Groups Contracted Lodging 14
	Room Nights Blocked 8,018

Q1 JANUARY – MARCH

We opened 2025 focused on winter performance while laying critical groundwork for the year ahead. Seasonal campaigns, Snow Alerts, and ongoing marketing initiatives captured winter demand. Meanwhile, travel and trade shows and early group business activity helped build future pipelines. Behind the scenes, the team was deep in preparation mode, coding new websites, rebuilding core databases, developing summer content, and setting up campaigns months ahead of launch. This work positioned ROOST to move into the year with stronger systems, clearer data, and strategies in place to drive performance.

NYC Travel & Adventure Show

Attended one of the largest travel shows in the Northeast at the Javits Center in NYC.

- Over 21,000 attendees
- We gave out over 2,700 pieces of literature on the Adirondacks

The 2025 Conference Season Began

The first of 11 groups arrived at the Conference Center at Lake Placid, marking the start of the 2025 meeting & convention season.

- 14 groups estimating 8,000 room nights



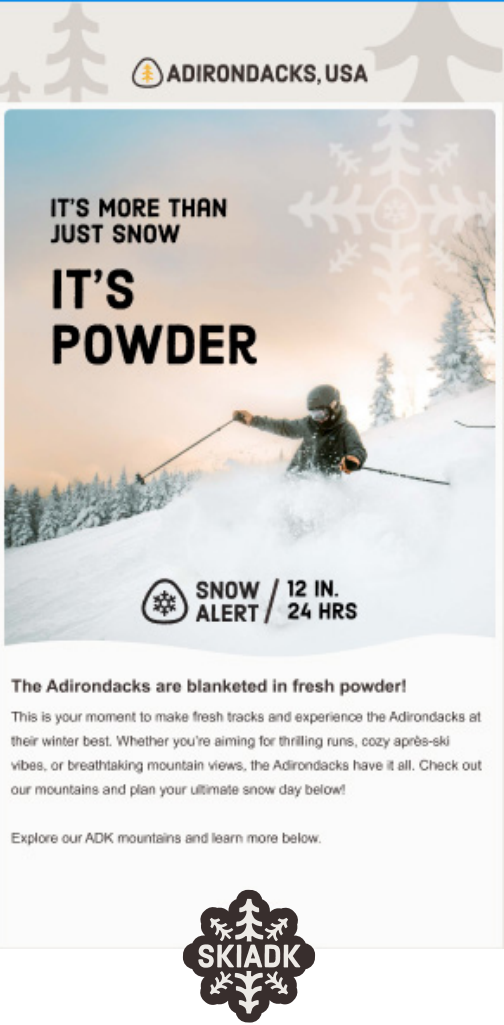
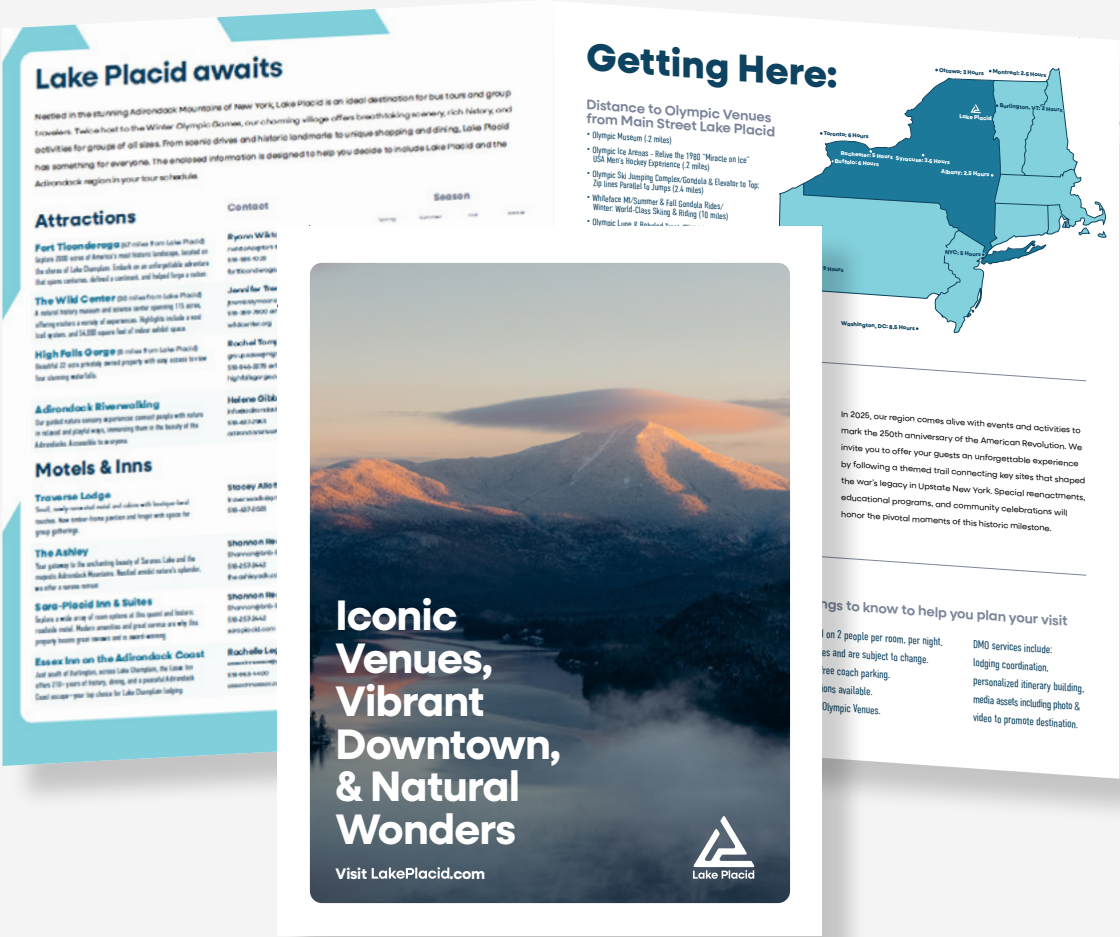
American Bus Association (ABA) Marketplace

We hit the road for the 2025 Travel and Trade Show season with our first stop in Philadelphia, PA, for the ABA Marketplace.

- 55 appointments
- 5 partners from the Adirondacks

New ROOST Board Members

We were pleased to welcome Juliet Cook, Andrea Crisafulli, Susan Delehanty, Rebecca Kelly, and Dan Rivera as new members of the ROOST Board of Directors, bringing valuable regional perspectives and expertise to our leadership team.



Snow Alerts

Great snow creates great opportunities, and the winter delivered. Our Snow Alert program activated in real time, sending targeted updates to visitors ready to take advantage of fresh conditions across the region.

- 10 real-time snow alerts triggered
- 550K+ total emails sent

Hosted SnowTrax

We hosted SnowTrax, a Canadian snowmobiling production company, to film two long-form travel itineraries. One will feature the Adirondack Rail Trail, while the other will feature a ride through Newcomb, Indian Lake, etc.

Inaugural Adirondack Winter Pride

In partnership with I LOVE NY, the Olympic Authority, and the Adirondack North Country Gender Alliance, we proudly hosted the first-ever Adirondack Winter Pride, expanding our All Are Welcome ADK initiative into a joyful, inclusive winter celebration.

Spring Campaigns Launch!

Our spring marketing campaigns launched across all 7 regions, highlighting seasonal experiences and inspiring early travel to communities throughout the Adirondacks.

ADK Sports Summer Expo

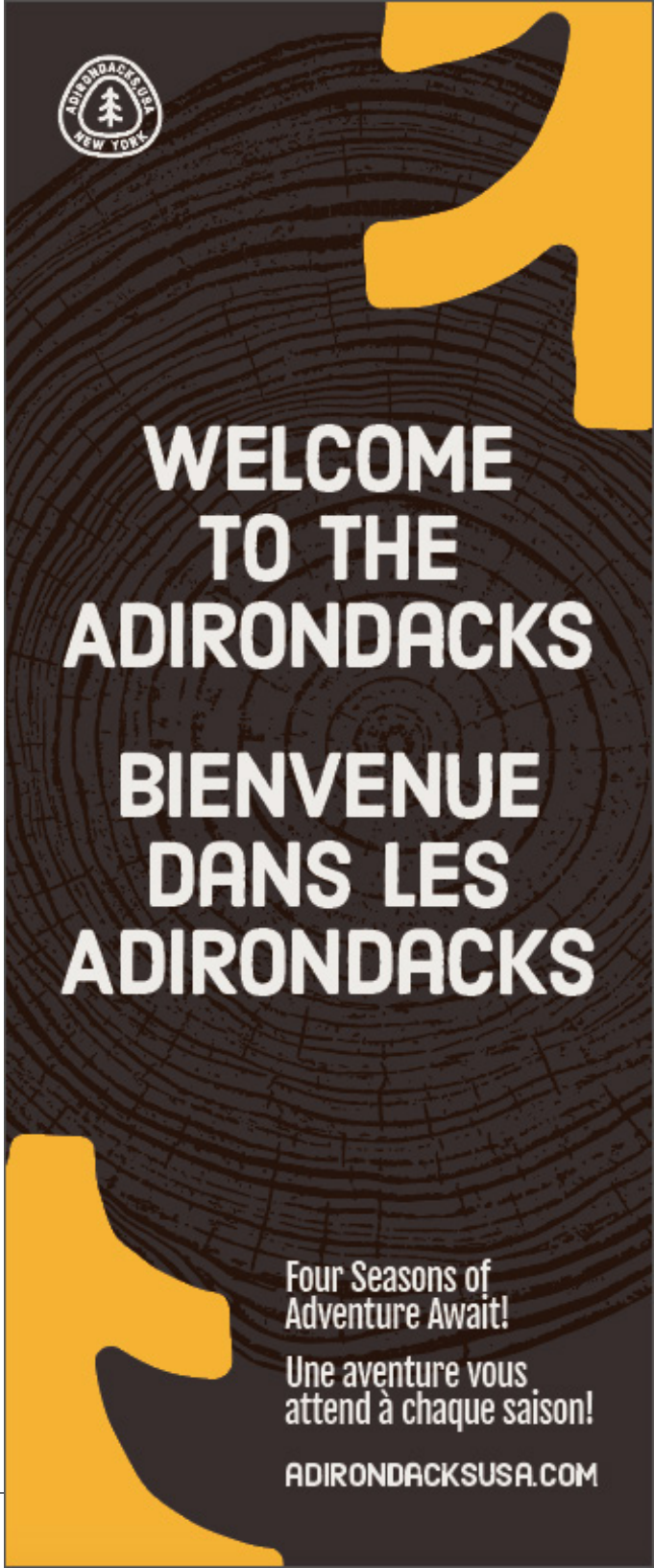
Alongside regional partners, the team took part in the Adirondack Sports & Fitness Summer Expo in Saratoga, offering travel information to attendees.

- 7 regions represented
- 5,200 approximate attendees

The Adirondacks Say “Bienvenue”

Our new Canada-focused welcome initiative, “Bienvenue dans les Adirondacks,” rolled out bilingual materials that highlight how much we appreciate our Canadian visitors.

- 500 flags
- 1,500 posters
- 1 unified message



ADK Celebrates USA 250 Toolkit

In anticipation of the 250th anniversary of the American Revolution and the signing of the Declaration of Independence, we launched phase one of our 250 Resource Toolkit to help businesses and communities position themselves to seize upcoming opportunities.

NY Forward Project Support – Keeseville

ROOST continued to assist project sponsors and the Town of Chesterfield with next steps following the successful 2025 Keeseville NY Forward award, helping refine project scopes and prepare materials for the State’s strategic implementation planning process.

Construction Trades Program Site Visits

ROOST conducted tours of CV-TEC and the Franklin–Essex–Hamilton BOCES construction trades programs to better understand regional training capacity, workforce pipelines, and opportunities to support the development of the Adirondack Construction Workforce Development Center.

2026–28 Strategic Plan Development Kick-Off

We began the update of our three-year plan by surveying stakeholders for insights that will guide our programming in the years ahead.

Summer Campaign Activate

Our summer campaigns went live across all seven regions, and we began diligently tracking the data and making real-time adjustments to ensure we are delivering the best possible return on investment.

Spring built on winter momentum, supported by fresh content, social media, email marketing, and targeted digital campaigns launched across the region. Major initiatives went live, including the rebuilt LakePlacid.com, refreshed branding for the Lake Champlain Region, and updated regional tools and promotional guides. Destination management and community engagement accelerated through expanded business outreach, support for housing, heritage, and agritourism initiatives, and the launch of the 2025 ROOST Roadshow.

Regional Agritourism Networking Event

ROOST co-hosted an agritourism networking event with Cornell Cooperative Extension focused on strengthening the North Country’s agritourism industry.

NEW ADK Data Launches

After a massive undertaking, ROOST completed a full rebuild of the centralized database software that powers all of its websites.

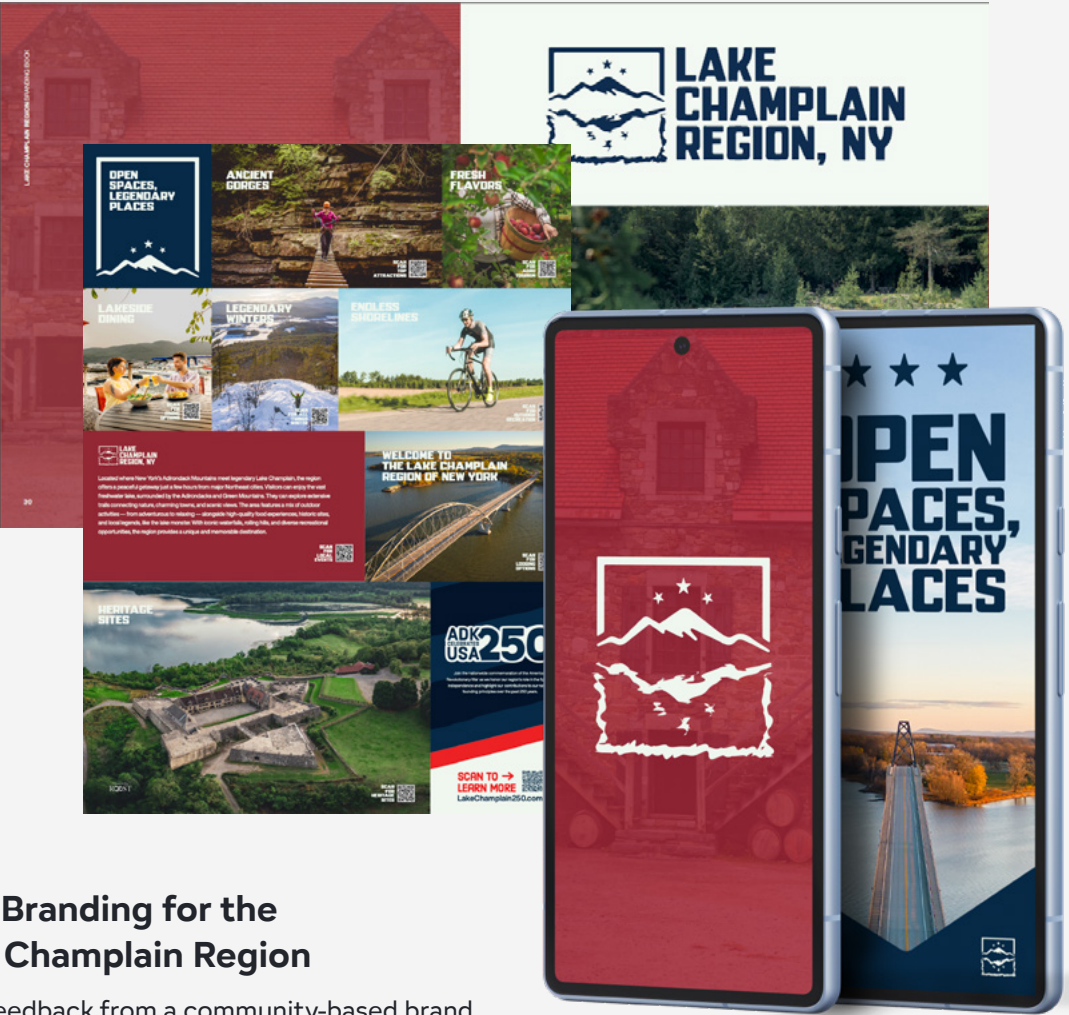
- 7 regional websites
- 6 partner sites

J-1 Summer Welcome Orientation

ROOST hosted a J-1 Student Visa Welcome Orientation in June, providing international student workers with an introduction to Lake Placid and the resources available to them during the summer season. The session covered local policies, transportation, safety, recreation, and community services.

Inaugural ROOST Newsletter

Our new quarterly ROOST newsletter launched for the first time, offering partners valuable insights, including snapshots of recent travel trends, emerging opportunities, and new tools to support businesses' planning and decision-making.



New Branding for the Lake Champlain Region

After feedback from a community-based brand committee representing different communities and sectors within the Lake Champlain Region, we launched a fresh new look for all Lake Champlain Region marketing.

- Refreshed website and social media channels
- Updated and printed Lake Champlain Region map
- New signage and materials to refresh the Lake Champlain Region Visitor Center

Lake Placid Guide

Hot off the press, distribution of the 2025 Lake Placid Guide began.

- 40+ businesses advertised
- 160 pages of content

The Ottawa Travel & Vacation Show

The team shared the magic of the Adirondacks at a top Canadian travel show.

I LOVE NY Media Night

We attended and connected with travel writers at a Gilded Age-themed media event where we shared travel info on our historic Great Camps, our legacy as the birthplace of the American vacation, and other must-visit spots.

Adirondack Day in Albany

Adirondack Day, an annual event highlighting the region’s economic diversity, took place in Albany on May 6 at the Legislative Office Building. The event, co-sponsored by Senators Neil Breslin and Jose M. Serrano, showcased the breadth of Adirondack-based organizations, businesses, educational institutions, environmental preservation groups, and various industry sectors.

ROOST/ORDA Spring Business After Hours

In partnership with the Olympic Authority, we hosted the spring Business After Hours for networking and seasonal updates.

Lake Champlain Revolutionary Quest Launched

An interactive, self-check-in heritage trail guides visitors to Revolutionary-era sites around Lake Champlain at their own pace. Along the way, they’ll learn local history and earn points to redeem for free prizes.

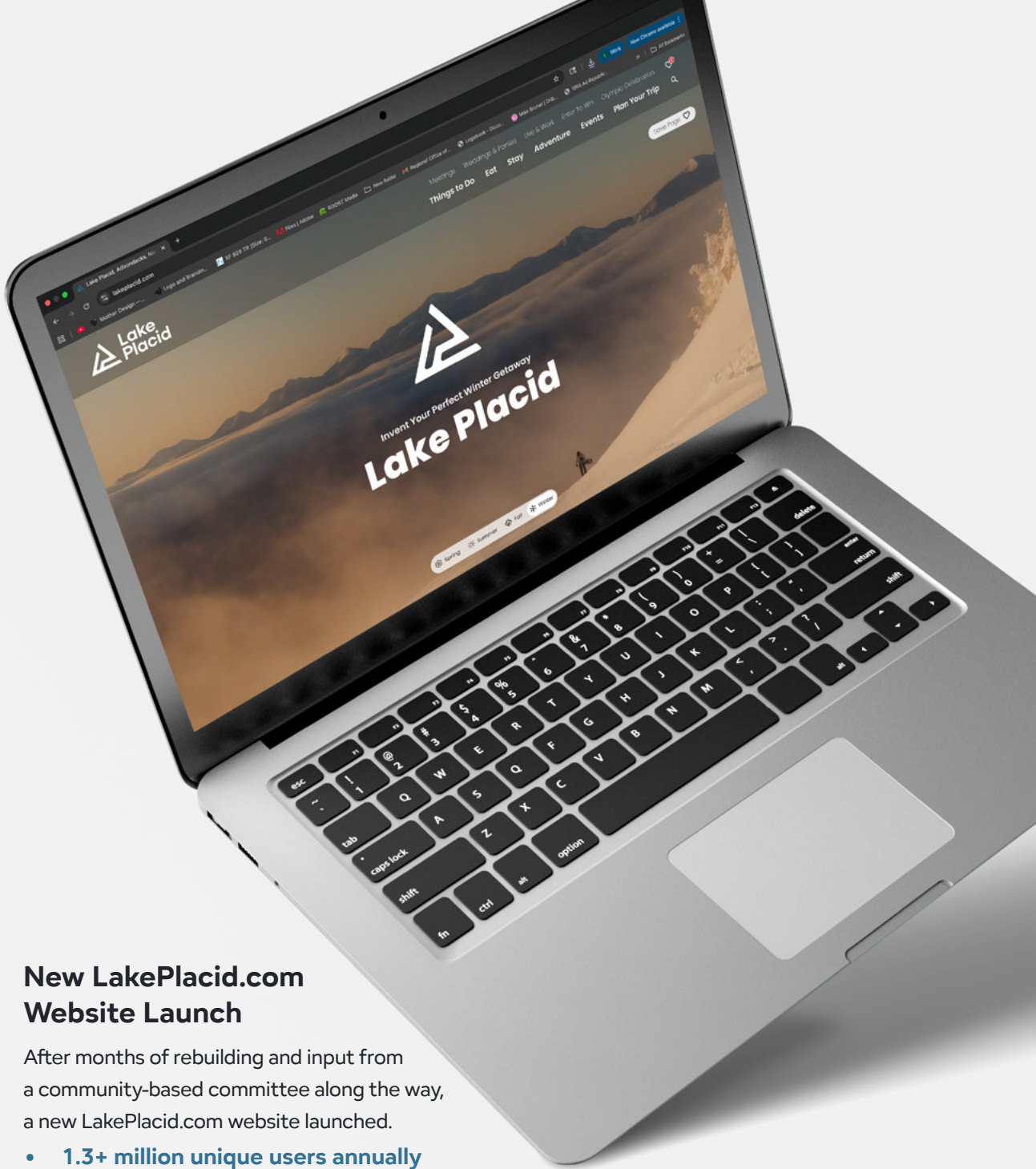
- **9 Towns**
- **14 Stops**
- **250 Years of History**

250th Commemoration Events Began

May marked the beginning of the Lake Champlain Region’s commemoration of its pivotal role in the American Revolution. To strengthen local readiness for the multi-year commemoration, we led planning workshops to align businesses and community around the opportunity.

NYS Award Secured for North Elba Showgrounds Upgrade

New York State announces a \$6 million investment to replace the Long Building at the North Elba Showgrounds. ROOST supported the Town of North Elba throughout the process, helping position the project for state funding and align it with broader community and economic development goals. The upgraded facility will modernize operations for the Lake Placid Horse Shows, expand year-round event capacity, and strengthen a key regional economic driver.



New LakePlacid.com Website Launch

After months of rebuilding and input from a community-based committee along the way, a new LakePlacid.com website launched.

- **1.3+ million unique users annually**
- **3,750+ total content pages**

Annual Leisure Travel Study Results Released

Results of the 2024 Leisure Travel Study, which analyzes non-business travel to the regions ROOST serves, were released.

\$314M+
Generated in tourism revenue

Achieved a return on investment **84:1**
(every \$1 spent generated \$84 in tourism revenue)

\$435 Visitor spending per day stayed near historic highs

Outdoors still dominates: **64%**
64% of respondents came for the outdoors

4.1 Nights Average stays got longer across the region:

Q3 JULY – SEPTEMBER

Summer, the busiest travel period of the year, focused on sustaining visitation while actively managing impact and performance across the region. Summer campaigns carried through July, while fall campaigns launched in parallel to capture late fall demand. Content creation, social storytelling, and email marketing continued at full pace, while destination management efforts supported businesses, communities, and visitor flow through peak periods. New tools, including expanded event-planning resources, strengthened coordination and improved information sharing for partners. State tourism economic impact data released during this period reinforced the scale of visitor spending and clearly demonstrated the essential role tourism plays in Essex County’s economy, underscoring the importance of coordinated, regional marketing.

Business Support & Welcome Packet Launched

ROOST launched a new Business Support & Welcome Packet to help prospective and existing businesses better understand available resources, marketing opportunities, and community contacts.

New Seasonal Toolkits Released

To help businesses more easily access resources for seasonal promotion, we rolled out new seasonal toolkits for each region, including “Beat the Heat” assets designed to attract travelers to our refreshing mountain towns.



As Summer Heated Up, the ROOST Roadshow Hit Its Stride

As one of our initiatives to engage and share information within our local communities, the ROOST team set up at key events with strong local engagement. The 2025 ROOST Community Roadshow rolled into motion, connecting with residents and businesses to share how ROOST could support and strengthen the community.

2024 Tourism Economics Numbers Released

The New York State report, 2024 Tourism Economic Impact of Visitors in New York, highlighted the performance of the seven counties within the "Adirondack Region."

2024 Visitor Spend

\$1.294 Billion

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

Fall Travel Campaigns Roll Out

Autumn travel campaigns went live across all regions, focusing heavily on road trip ideas, leaf-peeping, events, festivals, and more.

2 NYSTIA Awards!

ROOST was honored with New York State Tourism Industry Association (NYSTIA) Tourism Excellence Awards at the Annual Meeting for the following categories:

- Excellence in Sustainable Tourism: Champions of Change**
- Creative Use of Data to Drive Success**

Essex County Ag Day

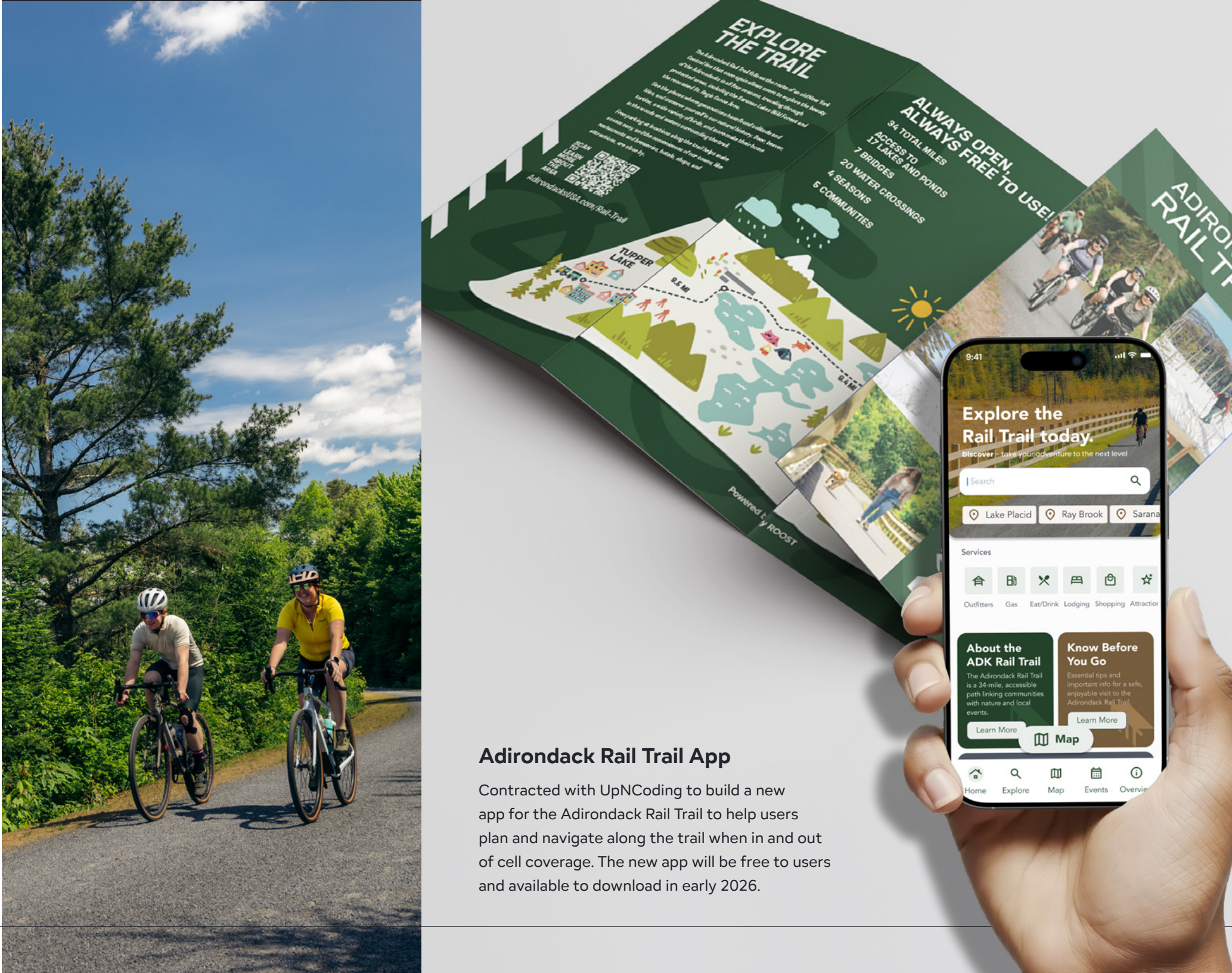
ROOST partnered with local food leaders at Ag Day in Elizabethtown to share updates on the Essex County Farmland Protection and Food System Plan, while farmers highlighted successes and challenges.

Market New York Grant Application Completed

We submitted a Market New York grant that was awarded later in the year to fund a marketing campaign promoting the new Adirondacks, USA brand and website work underway. This program will boost regional awareness, expand cross-promotion, and attract new visitors to the Adirondacks.

Adirondack Day at the Saratoga Race Track

We teamed up with the counties that make up the Adirondack Regional Tourism Council (ARTC) to orchestrate the return of Adirondack Day at the Saratoga Race Track.



Adirondack Rail Trail App

Contracted with UpNCoding to build a new app for the Adirondack Rail Trail to help users plan and navigate along the trail when in and out of cell coverage. The new app will be free to users and available to download in early 2026.

2025 Fall Foliage Report Began

Our ROOST fall foliage spotters began sharing their popular weekly updates, helping promote leaf peeping across all regions.

- 42 unique reports from around the region**
- 184,417 emails sent**

Westport Achieves Pro-Housing Community Certification

ROOST worked with the Town of Westport in September to complete its Pro-Housing Community application. The town successfully received its certification from New York State, positioning Westport for priority access to future housing, infrastructure, and community development resources.

New All-Region Event Planning Calendar

This calendar provides an overview of events happening in each town, region, or across the entire area. It's designed to help organizers make informed decisions and coordinate event planning more effectively.

Q4 OCTOBER – DECEMBER

The final quarter balanced winter marketing with a comprehensive review of the 2025 program of work to help direct future planning. Winter campaigns launched across all regions, supported by content, social media, and email engagement. Destination management efforts focused on completing key studies, including housing demand and lodging opportunity analyses, alongside resident and business sentiment surveys. Website launches, partner resources, and internal reviews informed priorities for 2026–2027. The year concluded with the completion of the 2026–2028 Strategic Plan and Destination Marketing and Management Plan. These efforts aligned ROOST’s priorities and resources for the next phase.

Winter Campaigns Went Live

Our winter marketing campaigns launched for all seven regions, showcasing seasonal experiences and inspiring winter travel to communities throughout the Adirondacks.

ILNY Winter Media Night

ROOST represented the Adirondacks at the ILNY Media Night in New York City, engaging with 65 prominent travel writers and editors.

Essex County Housing Demand Analysis Completed

ROOST completed the Essex County Residential Market Demand Analysis in partnership with Zimmerman/Volk Associates. The analysis examines primary and second-home markets across Essex County regions, estimating demand by housing type and price point and projecting absorption over time. Findings provide a shared, data-driven foundation for local and countywide planning, development outreach, and future funding applications.



#ShopADK + Holiday Event Support

ROOST launched updated #ShopADK resources with streamlined tools for businesses and supported community holiday shopping events that showcased our region and its locally owned shops, restaurants, and experiences.

Resident and Business Sentiment Survey Issued

We distributed a survey to gain insight into business owners’ and residents’ perceptions and opinions about a number of topics as they relate to tourism within the region.

TEAMS Conference & Expo

In Columbus, Ohio, ROOST attended the TEAMS conference to meet with prospective event organizers and planners.

ADK Hub Brand Revisit

We kicked off a collaboration with partners in Essex and Hamilton counties to refresh and enhance branding for Newcomb, North Hudson, Minerva, and Schroon Lake, while integrating their “Five Town” partners, Indian Lake and Long Lake.

Hosted Our Winter Business After Hours

In partnership with the Olympic Authority, we hosted the winter Business After Hours.

North Hudson Website

In partnership with the Town of North Hudson, a new town website, www.townofnorthhudsonny.gov, launched.

2026–28 Strategic Plan Finalized

After collaboration with our team, board, and community stakeholders, we finalized our new three-year strategic plan.

Lodging Opportunity Market Analysis Underway

ROOST advanced the New Lodging Opportunity Market Analysis in partnership with CBRE Hotels Advisory Group. The study evaluates lodging demand and investment potential in the Adirondack Hub, Northern Lake Champlain Region, and Southern Lake Champlain Region. This work will support future private-sector investment decisions and inform community and regional planning once finalized.

2026–28 Destination Marketing & Management Plan

ROOST rolled out the updated 3-year Destination Marketing & Management Plan to help guide our programming for the upcoming years.

Hamilton County Snowmobile Map

Updated and reprinted the popular Hamilton County Snowmobile Map.

ROOSTY Turksty

We celebrated the season together with our annual potluck luncheon—ROOSTY Turksty.

ROOST Presented at Statewide Agritourism Panel

ROOST participated in a statewide agritourism panel hosted by Cornell Cooperative Extension, sharing insights on regional tourism trends and opportunities to strengthen farm-based businesses. The discussion focused on connecting agritourism operators with marketing resources, partnerships, and strategies to support both visitor engagement and local economic benefit.



Adirondack Cuisine Trails

We transitioned the Adirondack Cuisine Trails to a new, easy-to-use digital pass, enhancing the user experience while providing businesses along the trail with fresh opportunities to showcase their offerings.

Saranac Lake Website Rebuild Began:

Formed a community committee and held a kickoff meeting to launch the rebuild of SaranacLake.com.

Adirondacks, USA Pre-Launch

The new Adirondacks, USA website entered pre-launch review and is moving toward an early 2026 debut. Designed as a multi-region platform, it will enhance cross-promotion, streamline trip planning, and strengthen shared resource pooling.

Partner Websites Launch

Launched the first of five new partner websites, supporting the Elizabethtown Social Center, Speculator Area Chamber of Commerce, Indian Lake Chamber of Commerce, Schroon Lake Area Chamber of Commerce, and the Town of Inlet.

Holiday Helpers

The ROOST team came together again this year to help make the holidays brighter for 10 children through Essex County's Families First program.

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

