

Workgroup 2: Jim McKenna

Recreation/Destination planning

Vision Excerpts

Our mixture of public and private lands is the defining feature of the Park; it drives our diverse sustainable economy and increases our self-reliance.

The global parts of the strategy include:

- Attracting globally diverse visitors to enjoy and learn from our Park and expert guides

We upgrade and expand our visitor amenities in a sustainable manner that does not degrade the Forest Preserve and strengthens the regional economy.

We focus on attracting visitors that are interested in our protected environment and cultural heritage. By introducing the Park through our promotions to new and more diverse types of visitors, we continue to maintain a base of support among the next generation of voters of New York State.

- *Protect waters and forests* from degradation and overuse by working cooperatively with NYS Dept. of Environmental Conservation (DEC) and the Park Agency (APA)
- Build the infrastructure to attract visitors and give them a world class vacation experience.

The strategy . . . draws more income into the Park through more visitors.

The source of our strength is a diverse economy based on these pillars:

- *Recreational tourism* targeting a broader set of domestic and international visitors and offering greatly expanded services and goods for visitors to spend money on

Eco-Friendly, Sustainable Recreational Tourism for More Diverse Visitors

We brand the Adirondack wild experience as eco-tourism. The updates to our amenities are as green as possible.

Already we see the beginnings of a blending of tourism and agriculture in the Champlain Valley and green architecture is seen throughout the Park from Old Forge's View to the Lake Placid Conference Center. We want to attract those visitors that care about this superb landscape and who will take care of it. That segment can support a range of accommodations from backpacking to very high end resort.

We expand activities for a broader range of visitor groups, including families with small children, the physically challenged, senior citizens, multi-ethnic and international (non-English speaking) visitors. We target different visitor groups with a wide range of outdoor and indoor activities that fit the character and geography of our region. The size of our wild lands allows us to create new, longer, multi-use trails and deliver authentically wild experiences for visitors.

Diverse programs help us adapt to changing interests of the public and give our economy resilience in the face of no snow winters or extended droughts. *Sustainable* means the recreational uses of the land should not degrade it for the next user or the next generation. The State uses simple, user friendly, reservation systems to manage overuse when necessary; in the age of GPS smart phones and smart cars, this will become easy and necessary.

This strategy updates our approach to tourism across the region, *modernizing and supplementing visitor amenities* like places to eat, sleep, shop in order to attract more visitors and have them spend more while here. Achieving an expansion in visitor numbers and diversity requires much *better branding and marketing*. We've been a pretty well-kept secret. A unified brand experience makes it clear to visitors that they are in a special place. In-hamlet trail heads take people into adjacent Forest Preserve lands and we promote hamlet-hopping trips, encouraging each community to 'sell' the next hamlet along the trail.

Today, our protected landscape is our prime asset and it will remain a major part of our vision throughout. With investment by the for-profit, non-profit and governmental sectors, we will sustainably expand and diversify the tourism portion of our economy.

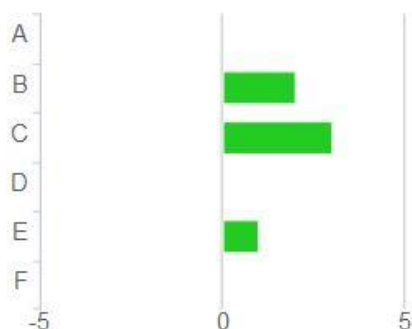
Events

#19 Adirondack Heritage Tourism Proves to be a Major Attraction
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Adirondack Heritage Tourism Proves to be a Major Attraction

The region has done a good job of promoting its history and culture, including the Great Camps and other architectural attractions.

Influenced Scenarios



Likelihood



Evidence

3 Warren Cty Towns Win \$554k for Heritage Corridor Work

This includes a number of park project, a white water area, and rest rooms in Hadley, Lake Luzerne and Stony Creek.

Turn to page 97 of the 2013 REDC booklet [here](#).

Lake-to-Locks Geo Tourism Trail Effort Wins \$100k Grant

Ski Museum Being Proposed for Gore Mtn

ADK Museum Gets \$1.4m for New Exhibits

Restoration Work at Former Mining Village of Adirondac

Students Overlay Old County Maps to Produce Historic Data

ADK Museum in Blue Mtn Lake gets NCREDC grants for display renovations

Great Camp Sagamore gets REDC grants for restoration

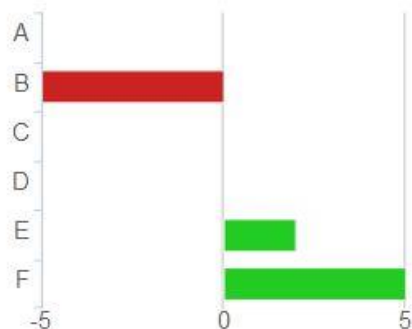
Ft Ticonderoga Wins a Big Grant

2022 : Climate Change

Three No Snow Winters in a Row Close Many Businesses

Three winters in a row with very low snowfall have forced many winter recreation businesses to close. Winter visitors used to account for 1/3 of annual tourism revenue, but that has dropped by half. The activities worst hit are snowmobiling and cross country skiing. Ski areas w/o snowmaking close or open only occasionally, often staffed by volunteers. In general, the Adirondacks loses winter visitors to other regions.

Influenced Scenarios



Likelihood



Evidence

Snowmobile Registrations Grew 22.5% in 2012-13

Snowmobile registrations in 2012-13 increased 26,300 to 116,725. That is a 22.5% increase in one year!

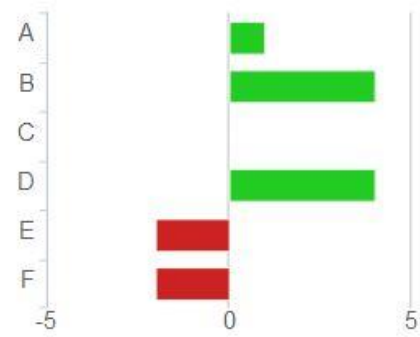
Read the news story [here](#).

[Log in to add evidence](#)

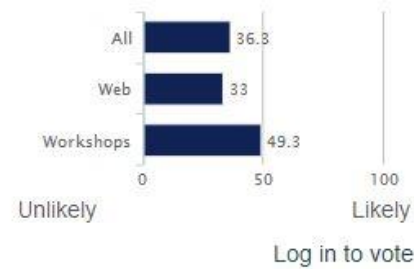
Adirondack Brand Now Leads Yellowstone and Vermont

A study of global brands related to rural/parkland tourism shows that Adirondack now leads Vermont in recognition in North America, Europe and Japan/China. Serious work on developing the Adirondack brand did not begin until 2014 when the project was funded under State-wide program to follow up on the I Love New York campaign.

Influenced Scenarios



Likelihood



Evidence

NYS Launches Hunting, Fishing, Wildlife App

The new app is on both Apple and Android phones and uses GPS features to show current activity.

[Read the news story here.](#)

Tupper Lake Contracts With ROOST for Tourism Marketing

Lake Placid Getting Lots of TV Time During the Olympics

Essex Cty Bed Tax Revenue Data Proves Value of ROOST Promotion

New Guide for 235 Long Trek Highlights Scale of the Park

ROOST Plans a Big Promotional Tie-In to the Sochi Olympics

NY Times Run a Big Lake Placid Feature

ROOST Takes on Marketing Work for Essex and Hamilton

ADK Economic Dev Council wins \$2.3 million for tourism promotion

Whiteface Wins "Top 10" International Ski Ranking

Cuomo Launches \$4.5m Winter Sports Promotion

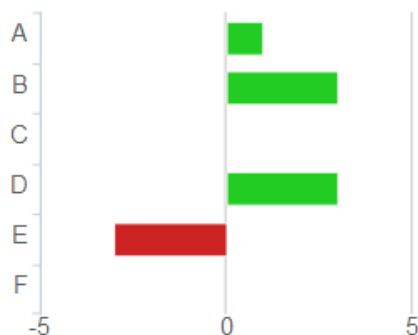
2017 : Promotion

2 Comments

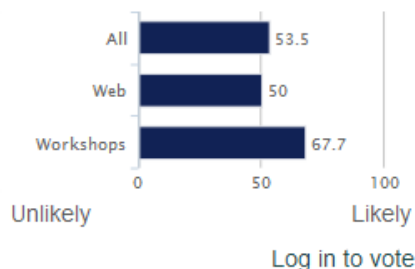
ADK Pass Program Widely Marketed

The Adirondack Park Pass grants visitors admission to a wide variety of cultural/historical/scenic institutions (e.g., Wild Center, Adk Museum, Sagamore, Ticonderoga, Whiteface Highway, etc.), making the larger Park a vacation destination with many attractions on a par with New England. Now the Pass is being widely marketed through the I Love NY campaign, local Chambers of Commerce, tour operators and hotels.

Influenced Scenarios



Likelihood



Evidence

State Boating, Hunting, Fishing Doc Can be on your Driver's License

NYS hunting and fishing permits, a boating safety certificate and certain state park passes will be listed on a driver license, eliminating the need to carry multiple documents.

The program, known as the New York State Adventure License

[Log in to add evidence](#)

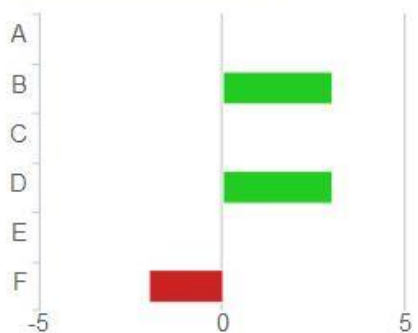
2027 : Promotion

1 Comments

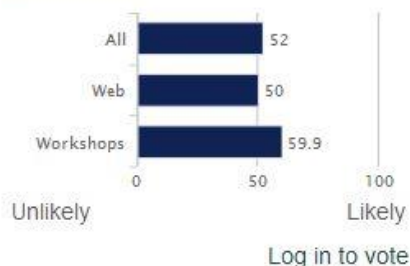
Broader Marketing Changes the Profile of Visitors

Efforts to brand and market the region to Asian, Latino and other non-white communities are working, as are efforts to attract more international visitors. Non-white and foreign people are now 25% of visitors to the Park and their numbers are still climbing. To many international visitors, especially Canadians, the US is an affordable vacation destination. The issue is attracting them to the Park versus other US destinations.

Influenced Scenarios



Likelihood



Evidence

NYS Tourism Promotion Budget Doubles

The State's promotion budget for tourism will hit \$45m, higher than any other State. Only a few years ago it was just \$4m

[Read the announcement here.](#)

Promoting the Adks as a "Wellness Destination"

Cuomo Brings a Winter Sports Challenge to the Park

Cuomo's whitewater challenge brings press to Indian Lake

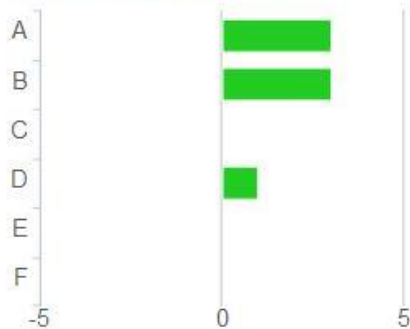
Fishing Tournaments Aim to Broaden Exposure

National Parks Do Not Appeal to Minorities

Park Leverages Its UNESCO Biosphere Reserve Designation

The UNESCO Man and Biosphere Programme established in 1977 promotes research, training and communications in ecosystem conservation and rational use of natural resources. In the early 1990s, the program's focus shifted to promoting interactions of mankind with nature in terms of sustainable living, income generation and reducing poverty. The Park leverages its Champlain-Adirondack Biosphere designation (made in 1989) to increase research attention on the area as well as boosting domestic and international tourism.

Influenced Scenarios



Likelihood



Evidence

Champlain Adirondack Biosphere Reserve

The region was designated in 1989. It appears to be largely about research. At the time of the designation, there was all sorts of anti-UN feeling so it is largely unused as a marketing asset. You can find more details [here](#).

[Log in to add evidence](#)

Biosphere Reserve Information

United States of America

CHAMPLAIN-ADIRONDAK

General

Research & Monitoring

Contact

Links

View all

General Description

The Champlain-Adirondack Biosphere Reserve straddles the border of north-central New York and northwestern Vermont. Lake Champlain, the sixth largest lake in the United States, and the Adirondack and Green Mountains are the central features of the biosphere reserve. It includes extensive temperate coniferous and deciduous forests as well as large numbers of lakes, bogs, and freshwater wetlands. The primary goal of the Champlain-Adirondack Biosphere Reserve is to use education, research, and demonstration projects to encourage social and economic vitality and to preserve and improve the environmental health of the region.

The biosphere reserve and its outlying areas are inhabited by over 400,000 people (1994) and are within a day's drive of 60 million people living in the U.S. and Canada. Forestry and tourism are the economic base in the Adirondack region on the New York side of Lake Champlain. The more diverse economy on the Vermont side of the lake is based on forestry, farming, tourism, light manufacturing, and production of specialty agricultural products.

Major ecosystem type

Temperate broadleaf forest

Major habitats & land cover types

Location

43°00' to 45°00'N; 73°15' to 73°30'W

Area (hectares)

Total

3,990,000

Core area(s)

960,000

Buffer zone(s)

1,130,000

Transition area(s) when given

1,900,000

Altitude (metres above sea level)

+29 to +1,629

Year designated

1989

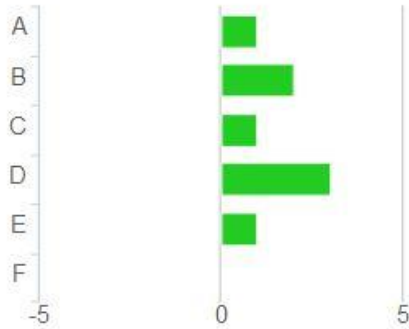
Administrative authorities

Adirondack Park Agency; U.S. Department of Agriculture, Forest Service; Vermont Agency of Natural Resources

Park Wide Tourism Portal Operational

An online information system provides conditions on trails (ski, hiking, biking, snowmobile, x-country, etc.), downhill skiing, campsite availability, overcrowding, etc. It is used by visitors and government departments at all levels. The information is accurate and constantly updated and it is widely publicized and used by the public. Visitors want to know the conditions before they leave home. The info helps spread out visitors across the Park. The site also contains info on all events in the Park.

Influenced Scenarios



Likelihood



Evidence

High Peaks Digital Trail Guides Available Now

The 46 high peaks now have digital trail guide. Download any one or the whole set to your phone. GPS tracks, photos, descriptions and turn-by-turn guidance included.

Get your digital trail guide here.

ARTC Get's \$75k for Paddling Events

New Recreational Portal is Now a Mobile App

New ADK Visitor Web Portal Online Now

Portal Work Wins \$82k for Phase 2 Work

ROOST Takes on Marketing Work for Essex and Hamilton

Work on the Portal Moving Ahead

AATV awarded \$108,000 to build Park wide recreation portal

The Adirondack Forty-Sixers **BUNDLE**

How does this work?

A complete guide to all the Adirondack 4,000 ft peaks including gps tracks, photos, description and turn by turn details



Viewed 62917 times

★★★★★ (8 votes, 4 reviews)

Difficulty: Difficult

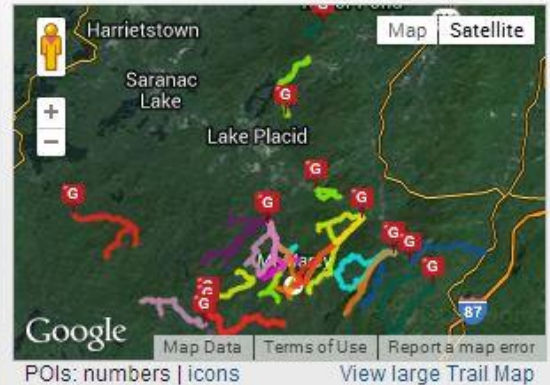
Length: 300 miles / 483 km

Duration: Multiple days

Dog Friendly



The Adirondack Forty-Sixers Trail Map



Have an iPhone or Android?

- Map your route while you move
- Add trip photos to your map instantly
- Share trips right from your phone
- Find and follow trips from other travelers



Available For:
[iPhone](#) | [Android](#)

[Download to Phone](#) [View Large Map](#) [View Photos](#)

Overview: As an Adirondack 46er myself I am very excited to share this guide bundle with aspiring 46ers. As far as I can tell this is the most comprehensive digital guide to the Adirondack High Peak 46ers that exists. I have taken great care to include very accurate gps tracks for each peak. For any one of the mountains there are multiple routes to the top but I have used my experiences in the High Peaks to detail the routes that I find are the most rewarding to climb. In most cases these are the standard routes to the summits but in a few cases such as Giant and Rocky Peak and the peaks of the Dix Range I have included routes that will take you on more enjoyable trails to the top with better views or on trails that allow you a bit more solitude in the woods away from the crowds. In each case I've explained my route decision clearly and have detailed all the major trail intersections often including the actual trail signs for each intersection. Some peaks such as the Santanoni's, Searows, the Dix Range and Allen don't have maintained trails to their summit but over years a system of herd paths has been beaten down and I have included the best ones to follow to the tops.

Finally, in our digital world instead of ripping pages out of guidebooks we can now take along these digital guides with our smartphones. Not only will these guides direct you with driving directions to the trailhead but you will also be able to follow along the gps tracks included in these guides and see photos of what you will encounter later on the trail. These guides can be downloaded to your phone for offline use in areas where you don't have cell phone reception in the high peaks. That way you'll always have a terrain map beneath the track.

Pursuing the summits of the 46 high peaks is an admirable goal and the feeling of accomplishment having climbed them all is really amazing. You'll be inducted into the 46er club and be able to stitch a patch onto your favorite backpack. You'll also be given an official roster number (I am #4092 - see link).

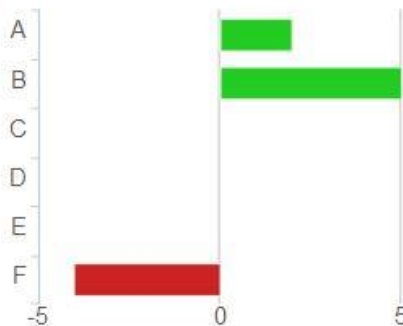
Tips: The Adirondack High Peaks are located in Upstate NY in the Adirondack State Park. Most can be accessed from Rte. 73 off of exit 30 from I-87 headed west. The main trailheads are The Garden, The Ausable Club, and Heart Lake. There are many camping areas within the region with the most popular being Johnsbrook Lodge and Marcy Dam. The region is becoming very popular and trailheads now cost \$5 to \$10 a day for parking. Bears have become a problem as well requiring all campers to bring a bear canister for food. I believe that during the fall foliage season may be the most wonderful time to hike (see the Giant & Rocky Peak Guide) while some try to climb all the 46 within the winter months. In the summer you will want to bring bug spray. These peaks are often tough and above treeline and don't be fooled by their low elevation. Some, like Allen and Haystack, require long hikes deep into the woods so make sure you have broken in boots and warm, non-cotton, clothing with you. Be safe and abide by all trail signs and trail closures. Make sure you bring your smartphone with you but be



Back Country Usage Showing Growth

Outdoor recreation is growing. 46'ers in record numbers. A new back country skiing group has formed. The Governor is promoting the region's resources.

Influenced Scenarios



Likelihood



Evidence

▼ Snowmobile Registrations Grow 22.5% in 2012-13

Snowmobile registrations in 2012-13 increased 26,300 to 116,725. That is a 22.5% increase in one year!

[Read the news article here.](#)

► Outdoor Recreation is a Large Growing Industry

► Some Back Country Snowmobile Trails Abandoned

► Backcountry Powder Skiing Association Formed

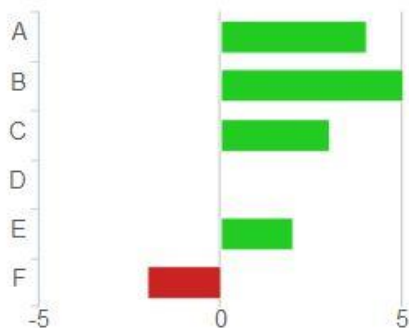
► Boulderling is a growing sport

► 46er Registrations are exploding

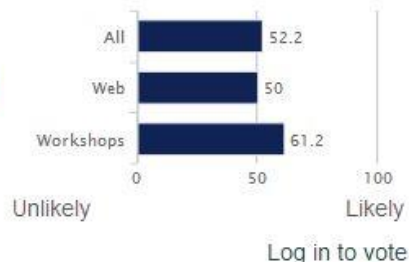
New Style Guide and Outfitter Businesses Do Well

These guide services create once-in-a-lifetime experiences for visitors of all income levels. They arrange everything from tents to great camps for your stay, all sorts of activity options and almost any food you can imagine. These services are offered as a menu of choices at the low end to completely custom at the high end. The guides have all the expected outdoor skills but also dispense history and environmental topics as easily as campfire stories. There are training programs to give people the skills to do this work and a number of businesses in the Park are using this model.

Influenced Scenarios



Likelihood



Evidence

▼ Expectations Changing for Guide Skills

New generation guides specialize in areas like backcountry ski touring, ice and rock climbing, birding, naturalist studies, wildlife photography, SuP tours, and more. 5 star food or specialized food are in. It really is a very different business from the past.

[Read Joe Hackett's story about these changes here.](#)

► Legislation Would Change Guiding S6663

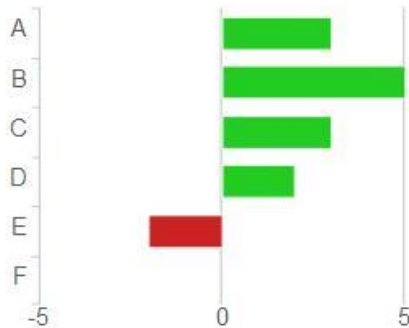
► Glamping on the Rise in the Park

► Newcomb Guides Wait to Invest

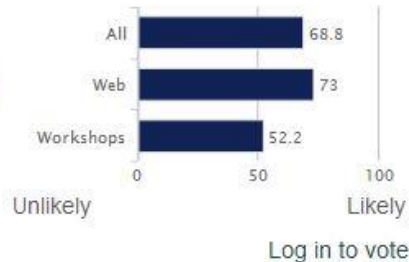
New Trails Connect Hamlets to Backcountry and to Hamlets

New trails (bike, ski, snowmobile and hiking) make it easier for people to get between hamlets. They also enable people to get to and from the back country directly from hamlets. Most are safeways, separate from existing highways. Less use of cars and fewer parking issues are one result.

Influenced Scenarios



Likelihood



Evidence

Three \$80k NYS Grants for Snowmobile Trail Groomer

The machines will be used on trails around the Inlet, Speculator, Lake Pleasant areas. Snowmobile registrations increased 22.5% state-wide last year. There are grants for machines in the Tug Hill area as well

Turn to page 79 of the 2013 REDC grants booklet here.

Hiking Wadhams to Essex

Protect the Adks files suit over new inter-hamlet trail

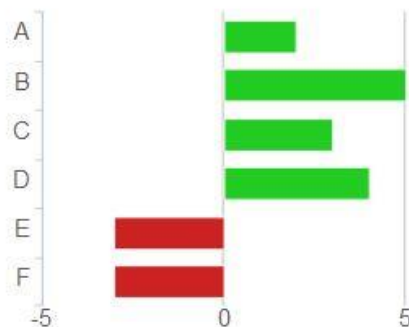
The same inter-hamlet trail allows closure of other trails and a new wilderness designation

New multiuse trail connect Inlet and Raquette Lake

Park-Wide Recreation Strategy Published with Approval

A combination of State agencies, the Adirondack Partnership and NGOs have worked together to create a single, integrated, recreation plan that covers the entire Park. A task force with members from across the Park produced the plan with much input from other groups. The plan has been approved and implemented by DEC with wide support from the public and NGOs.

Influenced Scenarios



Likelihood



Evidence

ADK Park Recreation plan published

This public/private effort published its plan to promote the Whole Park

Read the plan here.

Log in to add evidence

Private Investments in Tourism Growing Throughout the Park

While the State invests in recreational assets, private investors are stepping up to invest in new and upgraded hotels along with other projects - basically the things tourists spend money on.



Evidence

New Marriott in Permitting for Lake George

A new Courtyard Marriott hotel in the Village of Lake George approved by LG Planning Board. It still needs APA approval

[Read the new story here.](#)

Glamping at Camp Orenda Hits the NY Times

Sagamore in Bolton Landing to be Open Year-Round

Lake Placid Lodge Sold

New 100 Room Hotel Opens in Lake Placid

Lake Flower Hotel in Saranac Lake in Permitting

Marina Project in Port Henry Gets Permits

Marina Rebuild on Lower Saranac Lake Under Review

Camp-o-The-Woods Completes \$25m Renovation

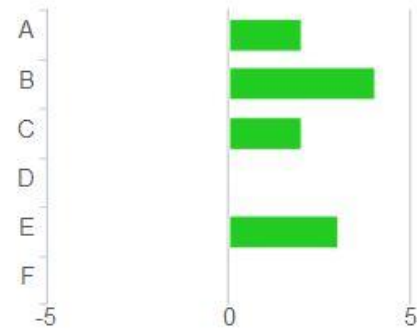
Hotel Saranac Reconstruction Under Way

Schroon Lake Hotel Project Moving Ahead

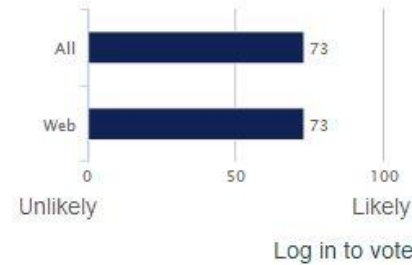
Small Trail Systems Attracting Interest

There are examples of these small systems getting new attention. The Saranac Lake 6'ers has 300 members and is planning a winter 6'er program. The Cranberry Lake 50 and the Champlain Area Trail System (CATS) are two more examples. These trails provide the 2 hour long hikes that visitor surveys say are most desired.

Influenced Scenarios



Likelihood



Evidence

▼ **DEC to Adopt Trails Near Tupper**

These will add 7 miles of hiking and maintained x-country ski trails near Tupper Lake.

[Read the news story here.](#)

▶ **CATS Organized Inn-to-Inn Hike in May 2014**

▶ **Hike-a-Thon to Promote Lake George Area Trails**

▶ **New 350 Acre Wildlife Refuge Being Created**

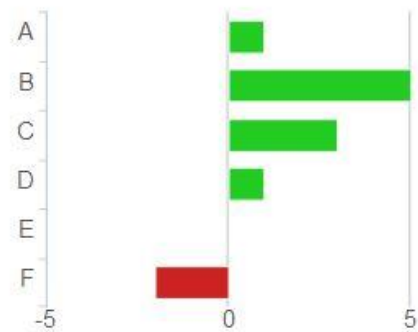
▶ **DEC Releases New Plan for Easement Tract**

▶ **Plan to Launch the "Winter 6'ers in Saranac Lake**

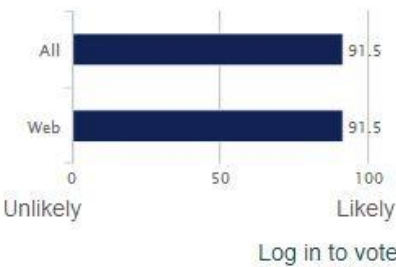
State Invests in Upgraded and New Visitor Amenities

The State has been investing in replacing old facilities like docks and also building infrastructure to access new lands and build new water front parks all around the region.

Influenced Scenarios



Likelihood



Evidence

▼ Gore Mtn Get's \$6.2m to Replace 30yo Chairlift

The new lift will be faster, increasing capacity. It will also be more comfortable.

[Read the news story here.](#)

▶ Hawk Pond Trout Restoration Underway

▶ Bolton Wins \$350k for Rogers Park Improvements

▶ Lake George Wins \$200k for Enviro Signage and Water Feature

▶ Clifton Fine Wins \$68k to Implement 2007 Plan

▶ Newcomb Grant for Plan Waterfront and Economic Revitalization

▶ \$625k Grant for Waterfront Improvements in 3 Counties

▶ 100 New Snow Guns at Gore Mtn

▶ Lower Sargent Pond Trout Fishery Restoration Project

▶ State spends \$11.4 million on Finch access

▶ Lake Placid and Saranac Lake get \$450,000 for new fields

▶ Second Pond docks to be replaced and upgraded

▶ Lake George gets new public docks and park improvements

▶ Northville's 2 lakefront parks get renovations

▶ Tupper Lake and the 90 mile canoe classic route project

▶ 3 New Waterfront Parks on the West Branch of the AuSable

▶ Reconstruction of Bulwagga Bay campground in Port Henry

2017 : Economic Dev.

1 Comments

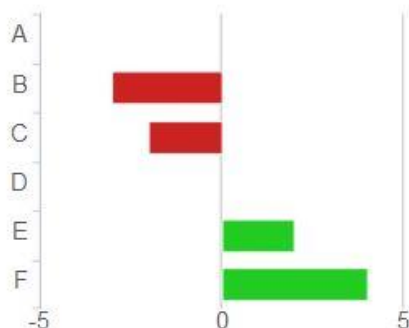
Attracting Capital to Adirondack Ventures Difficult

New businesses or businesses seeking to expand within the Park continue to find it difficult to attract financing from either banks or investment firms.

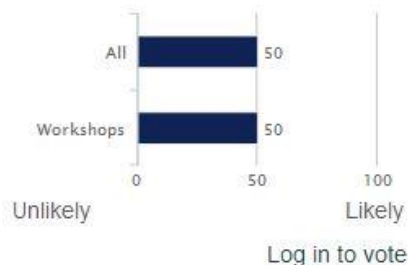
Evidence

[Log in to add evidence](#)

Influenced Scenarios



Likelihood



2022 : Economic Dev.

0 Comments

Ecotourism is a Fast Growing Sector of Tourism Industry

A large new tourism sector has developed that is focused on learning about the environment and food production. For example, ecology tours take people into the far interior sectors of the Park to learn about forests, lakes and wildlife. Farm vacation stays teach people about food production, care and feeding of animals, etc. These are offered at a range of prices from very inexpensive involving hands-on work to very luxurious tent camping in the wilderness.

Evidence

TNC and DEC Team to Offer \$500k to '5 Towns' Area

The 5 towns are in the Upper Hudson area impacted by the Finch land acquisitions by NYS. The \$500k grant program can be used for community and recreational tourism development.

[Read about the program and find a link to the grant application here.](#)

Influenced Scenarios



Likelihood



New iPhone App Helps Beginners Identify Birds

ADK Telescope to Open Summer 2014

Wild Center Gets \$250k for Wild Walk Exhibits

Visitors Decline as Private Sector Declines in Park Interior

The Park's interior is seeing declines in visitors as the economy shrinks. Common services like gas stations and food stores are unavailable without a long drive, especially in winter. Cell phones and broadband are often unavailable. Fewer visitors want to vacation in a place without basic services or where most of the store fronts are empty and "For Sale" signs are in front of everything. It's just not attractive.



Evidence

North Hudson Gas Station to Reopen

I-87 Exit 28 gas station will re-open in July 2014. Closed for many years, it was the only gas station in North Hudson, near all the new State lands.

[Read the news story here.](#)

Brant Lake to Get its Store Back

M&M Diner in Ausable Forks to Close

Newcomb branch bank will close

Reports say the last food market in Long Lake will close off season

Last gas station closes in Wilmington