

EGRET

Communications

*Helping protect special places, species, and communities
Through the development and promotion of sustainable tourism - Worldwide*

Destination Master Planning Essex County, New York

Essex County New York is, in many respects, the heart of the Adirondacks and is home to Lake Placid. Egret has completed a multi-year destination



master planning project in Essex County, targeting six communities, developing both community and regional destination master plans.

Lake Placid enjoys a vibrant, nearly year round, tourism economy that centers around events drawn to the Olympic venues and to other competitive facilities. There are some issues with tourism's growth creating negative impacts for the residents of Lake Placid and proactive desires to plan for and manage the future.

The other five target communities have varying degrees of tourism activities and economies. All five are working to "grow" tourism's benefits while "building" tourism on their own terms. Each of the six target communities has crafted a course that will generate jobs and business opportunities for residents while maintaining its cultural identity.

These proactive plans will give Essex County and the six targeted communities a competitive edge, enabling them to work together as six destinations and as a regional destination to improve the quality and variety of tourism experiences they offer, and to zero in on clientele that are a match for both individual destination themes and the social/economic goals of businesses and residents.

We're already seeing significant changes in the development of new visitor experiences and in the way the broader destination is working to position itself for potential visitors.

Contact:

James McKenna

President/CEO

Lake Placid Essex County Visitors Bureau

518 523 2445 extension 102

james@lakeplacid.com

