

Goals for Lake Placid Tourism

- Protect character of Lake Placid (small town, friendly place to live and visit)
- Develop a better partnership between tourism and the community
- Reduce congestion from visitor traffic
- Manage tourism growth and support community's effort to manage community growth
- Improve quality of life for all residents
- Become a factor in helping Lake Placid achieve affordable housing
- Build a year-round economy
- Strengthen the Adirondack side of the Lake Placid brand
- Recreate passion/engage community
- Strengthen facilities and programs related to competitive events
- Regain community support for events
- Raise spending per arrival
- Contribute to a reasonable cost of living for Lake Placid residents
- Build a better system for rewarding volunteers
- Reduce tourism's negative impacts and engineer positive benefits on the park
- Be a greener destination
- Improve visitor experience
- Achieve a balance among event-related, recreational, and leisure tourism patronage
- Bring tourism's energy and resources to support making Lake Placid a more youth-friendly and youth-oriented community