

Preliminary Lake Placid Tourism Actions

- Destination support for continued funding for Olympic venues
- Facilitate tourism education for community
- Hospitality training
- Open a direct and ongoing channel of communications between the tourism community and local government
- Build a new sports council
- Build a better system for rewarding volunteers
- Evolve the retail district
- Develop a drive to become a greener community and tourism industry
- Forge a proactive partnership among tourism, conservation, and park management
- Manage growth of industry and support community efforts to manage growth
- Make tourism a factor in the success of local schools
- Work with nearby communities to “raise” regional success in tourism
- Bring the tourism community behind a day care solution for Lake Placid
- Improve Lake Placid dining experience
- Improve Lake Placid retail
- Improve Lake Placid nightlife
- Improve sporting events for both spectators and participants
- Add tourism’s energy and resources to the push for affordable housing
- Evolve all lodging products to be more current, competitive and green
- Renew, maintain, upgrade, and develop new competitive venues
- Strengthen public transportation
- Make Lake Placid bicycle friendly for residents and visitors
- Work on traffic routing to reduce congestion
- Upgrade arrival routes and tourism corridors
- Improve public access to waterways
- Facilitate better air and train access to Lake Placid
- Create a paved bike lane on the Ironman route and other routes
- Repair the walk around Mirror Lake
- Add infrastructure to support year-round tourism economy
- Fill gaps and valleys to achieve true year-round economy
- Balance drive market with some fly market
- Find opportunities in current economic crisis to build relationships with new visitors
- Increase percentage of “leisure” travelers
- Engage in cutting edge electronic marketing techniques
- Establish/reinforce LP as a healthy and healthful destination
- Use marketing to support air and train arrivals
- Showcase moves toward a greener destination
- Continue to pursue sporting events that are a match for Lake Placid
- Use marketing to reinforce Lake Placid’s association with competitive sports

- Market region as place to test oneself against the same challenges world class athletes face (and on the same courses/equipment)
- Brand Lake Placid for all entities to buy into
- Market the Adirondack strengths of Lake Placid
- Establish a base-line of data on visitor quantities, spending, demographics, broken down by season
- Track changes in visitor quantities, spending, demographics
- Incubate new tourism businesses
- Create incentives for new/upgraded lodging development
- Use the completed plan – and Lake Placid’s implementation track record – to attract new tourism investment
- Establish an ongoing “Lake Placid Tourism Council” led by the Essex County/Lake Placid Convention and Visitors Bureau
- Oversee the execution of this plan
- Meet annually to “renew” this plan

Template for Actions in Plan

Strengthen Public Transportation	
Related Goals:	<ul style="list-style-type: none"> • Improve quality of life for residents • Reduce congestion related to tourism • Become a greener destination • Improve visitor experience • Protect character of Lake Placid
Action:	<ul style="list-style-type: none"> • Strengthen public transportation <ul style="list-style-type: none"> ○ Solidify social and economic support ○ Increase local patronage ○ Extend routes ○ Introduce trolley to visitors before they arrive ○ Get visitors on trolley sooner after they arrive
Responsible Players:	
Timeline:	
Expected Outcomes:	<ul style="list-style-type: none"> • More local and visitor ridership • Reduced need for parking close to downtown • Reduced visitor traffic through downtown retail zone • Better feeling local environment • Better transportation options for employees living outside Lake Placid
Notes and Details:	<ul style="list-style-type: none"> •
Related Actions:	<ul style="list-style-type: none"> • Evolve the retail district • Develop a drive to become a greener community and tourism industry • Work on traffic routing to reduce congestion • Reduce the number of “signs” a visitor has to see • Upgrade arrival corridors • Reduce carbon usage by tourism industry in Lake Placid • Establish LP as a healthy and healthful destination • Showcase moves toward a greener destination • Use marketing to prepare visitors for more environmentally compatible behavior and practices • Build green traveler packages