

Preliminary Saranac Lake Tourism Actions

- Brand Saranac Lake as an independent destination under the Adirondack brand umbrella
- Build a strong practice of stewardship
- Promote and sell local products
- Expand Dining Options
- Expand Nightlife Options
- Add two shoulder season events
- Build a critical mass of “learning vacation” components
- Make Saranac Lake arrival more welcoming
- Engage in hospitality training
- Increase guided tourism
- Expand the selection of current and competitive lodging
- Pursue hotel/small conference center
- Cluster dining and retail in downtown area
- Complete Riverwalk and line it with visitor-related retail and dining
- Create a pedestrian-friendly, visitor-friendly downtown
- Improve and/or establish public transportation
- Make parking easily available and easy for visitors to find – signage, add to maps
- Enhance accessibility, downtown and trails, for visitors and residents
- Develop Trail Masterplan to integrate paths, RiverWalk, trails, corridors
- Establish recreational path between Saranac Lake and Lake Placid
- Accommodate road biking opportunities – county actions
- Work with DEC on winter access to trails
- Tap into existing demand for learning vacations
- Erase the county line in terms marketing and online sales
- Establish a new point to disburse visitor information and make visitor contact
- Establish a base-line of data on visitor quantities, spending, demographics
- Track changes in visitor quantities, spending, demographics
- Incubate new tourism businesses
- Market to campground visitors
- Develop coop advertising opportunities with the private sector
- Engage in website development (www.saranaclake.com)
- Establish an ongoing “Saranac Lake Tourism Council”
- Oversee the execution of this plan
- Meet annually to “renew” this plan