

Goals for Saranac Lake Tourism

- Grow existing tourism economy
- Base Saranac Lake brand on Adirondack outdoor recreation, wellness, history and arts
- Create jobs and business opportunities
- Make historic downtown more inviting to visitors
- Grow quantity and quality of local lodging
- Enhance nightlife for residents and visitors
- Encourage people who recreate in Saranac Lake to lodge in Saranac Lake
- Increase accessibility
- Improve approaches to Saranac Lake
- Increase guided tour options
- Strengthen relationship with neighboring destinations
- Increase diversity and number of dining options
- Make sure tourism contributes to quality of life in Saranac Lake
- Foster public/business/resident partnerships to share homegrown fun with visitors