

Vision for Saranac Lake Tourism

Saranac Lake will grow its tourism economy, extend its visitor season, and strengthen its identity as an Adirondack destination by courting visitors seeking experiences in nature, wellness, history, and arts. Saranac Lake will work to improve both quality and quantity of lodging, expand dining, increase tour offerings, cluster retail in a more welcoming downtown, and make the approaches to Saranac Lake more attractive and inviting. These actions will enhance the quality of life of Saranac Lake and help Saranac Lake maintain its hometown character.