

Goals for Schroon Lake Tourism

- Maintain small town atmosphere – and keep Schroon Lake a place residents want to live
- Grow tourism economy
- Become a base camp for Adirondack adventures
- Increase number and competitiveness of lodging opportunities in Schroon Lake
- Generate jobs and business opportunities
- Make that economy function much of the year
- Generate higher return per visitor
- Have a higher percentage of visitors sleeping in Schroon Lake
- Recapture Schroon Lake's status as a leading Adirondack Lakeside Destination