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Lodging

Research of our visitors tells us that more than 70% of the visitors to our area actually stay someplace else (usually Lake George Village or Lake Placid Area). Surveys indicate that it's for a variety of reasons.

- The visitor did not find the *type* of lodging they sought
- The visitor did not find the *quality* of lodging they sought
- Or the visitor did not find any *vacancies* in the kind of lodging they sought

With an average nightly revenue of \$81/visitor/night and an average stay of 2.5 nights/visitor, that translates to almost \$10 million dollars in tourism capital each year that could be supporting our local economy. Add to that the additional restaurant and shopping revenues that come with a stay, and that's enough revenue to support a lot of families, plus our tax base.

We could recapture this revenue with new accommodation offerings. We need more lodging and better choices. It could take a number of forms.

1. We absolutely need to be sure that we sustain and continue to improve our current hotel/motel offerings. Businesses like The Circle Court must find new owners and continue to operate and reinvent to stay current and desirable. Shuttered motels like the one on Wicker Road can be revived or replaced with updated versions. Check out the opportunities at the Businesses for Sale page or bring others to the table. There are some great models of updated ideas and trending themes that would appeal to travelers of all tastes (try www.lonestarcourt.com for a great idea on a countryfied retro concept that would be popular in the Adirondacks).
2. New family-style rentals through Airbnb, VRBO, and others. The Wedding Barn, Ticonderoga Golf Club, and many local events desperately need accommodations for attendees. When you visit a place as beautiful as this, you want an authentic experience with your family and friends. We need more online house rental options and Bed and Breakfasts for visitors.



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