

Business Resources

Help customers find your business!

Before we head into the busy summer months, take a moment to review your businesses digital presence with these three important action items:

1. Review Your Business Listing on LakePlacid.com.

Make sure your description and photos are up-to-date. If you offer online booking, make sure there is a "book now" button that helps the customer get directly to your booking platform.

Send your updates to
Glenn@roostadk.com.

2. Complete the Accessibility Survey.

Take our accessibility survey to help customers find important information about available amenities for guests with accessibility needs. Your responses will only be used to highlight accessibility features.

Scan the QR code to take the survey.



3. Optimize Your Google Places

Your Google Business Profile is the single largest source of organic (non-paid) exposure for your business online. Take a few minutes and verify your Google Places has been claimed, ensure all information is accurate, and showcase captivating photos.

Get tips and training tools at roostadk.com/business-workshops.

Scan the QR code to get tips and tools.



2024 Solar Eclipse Preparation

On April 8, 2024, Lake Placid and a large portion of the Adirondacks will be directly in the path of totality for a Total Solar Eclipse.

If you are planning to host a public viewing party, a special event, have package info, or anything else special for the 2024 Total Solar Eclipse, please share that information with us. Simply scan the QR code and complete the form.

Find our growing 2024 Eclipse Toolkit by visiting
roostadk.com/eclipse2024.

Scan the QR code to complete the form.



Data and Analytics

Zartico

Zartico is a data analytics and insights company that aggregates and analyzes various data sources, including geolocation and credit card spend data, to help us understand visitor behavior, identify trends, and uncover actionable insights to drive sustainable tourism.



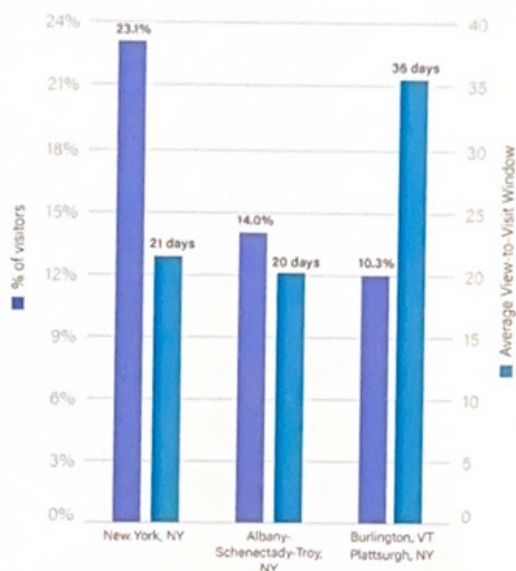
ZARTICO

Top Origin Markets

Top origin markets for Lake Placid region and the average view-to-visit window from those markets*

5/1/2022 - 5/1/2023

*View to visit represents those who viewed lakeplacid.com and were observed in the destination



Top 3 Origin Markets Visitor Demographics

5/1/2022 - 8/31/2022

*Spend data reflects on-site transactions only

New York, NY

Age: 35-65+

Income: \$151k+

56.7% % visitor spend from DMA

Albany, Schenectady, Troy

Age: 35-64

Income: \$61k-\$150k

53.2% % visitor spend from DMA

Burlington-Plattsburgh

Age: 35-44

Income: \$61k-\$150k

55.6% % visitor spend from DMA

Spending Category

Lake Placid spending by category*

5/1/2022 - 8/31/2022

*Spend data reflects on-site transactions only

