

TRAVEL GUIDE 2023-24

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ABOUT THE LAKE PLACID GUIDE

This publication has been developed by the Regional Office of Sustainable Tourism (ROOST).

ROOST is the destination marketing and management organization for Essex and Hamilton counties, including the communities of Lake Placid, Tupper Lake and Saranac Lake, all located within the Adirondacks in New York state.

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COVER: Taking in the views from Baxter Mountain.

ABOVE: "The loons, Norman! Listen to the loons!"

Lake Placid Guide 23/24

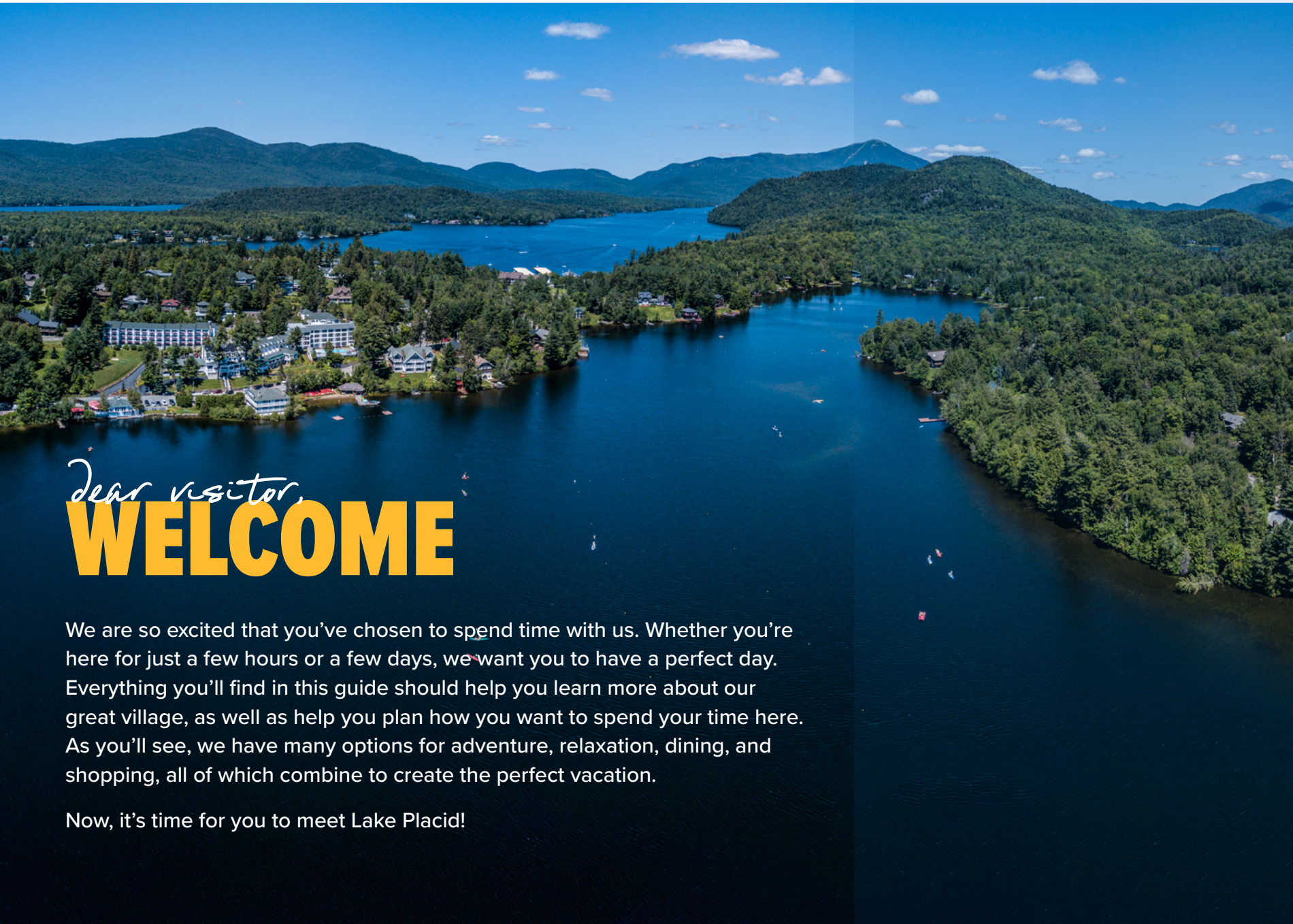


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Dear visitor,
WELCOME

We are so excited that you've chosen to spend time with us. Whether you're here for just a few hours or a few days, we want you to have a perfect day. Everything you'll find in this guide should help you learn more about our great village, as well as help you plan how you want to spend your time here. As you'll see, we have many options for adventure, relaxation, dining, and shopping, all of which combine to create the perfect vacation.

Now, it's time for you to meet Lake Placid!

ABOVE: Watercraft of all kinds enjoy Lake Placid and Mirror Lake. TOP RIGHT: Getting the inside scoop from the Visitors Center. BOTTOM RIGHT: Boarding a scenic boat tour on Lake Placid.

OUTSTANDING SHOPPING AND DINING

Pro tip: leave time for shopping and dining! You're on vacation, right, so you want to take your time. Relax while having a long lunch overlooking Mirror Lake, or explore course after course of fireside fine dining.

We're foodies by nature here and love sharing local flavor. Plus, you'll want to build up energy for adding shopping to that perfect day you're having. Lake Placid is full of great shops that have unusual, unique, and often totally one-of-a-kind offerings. Where else can you buy a moose lamp, an autographed book by an Olympian, handcrafted chocolates, an oil painting, and a new bike all in one spot, in one day?



ALL ARE WELCOME HERE

When you spend time in Lake Placid, you'll learn that this is a community made up of people from all over the globe, with a variety of backgrounds, cultures, experiences, ethnicities, abilities, and more. You belong here too. Lake Placid has always welcomed the world and we cherish all that each person brings here. It's part of what makes Lake Placid so special. If you have any doubts about whether or not you're welcome here, we're here to say yes, you are! To learn about all the accessible fun Lake Placid has to offer, such as ADA-compliant boat tours and Olympic sites, please visit LakePlacid.com/Accessible or give us a call! We love to help plan the perfect day that meets your needs.

PERFECT LODGING

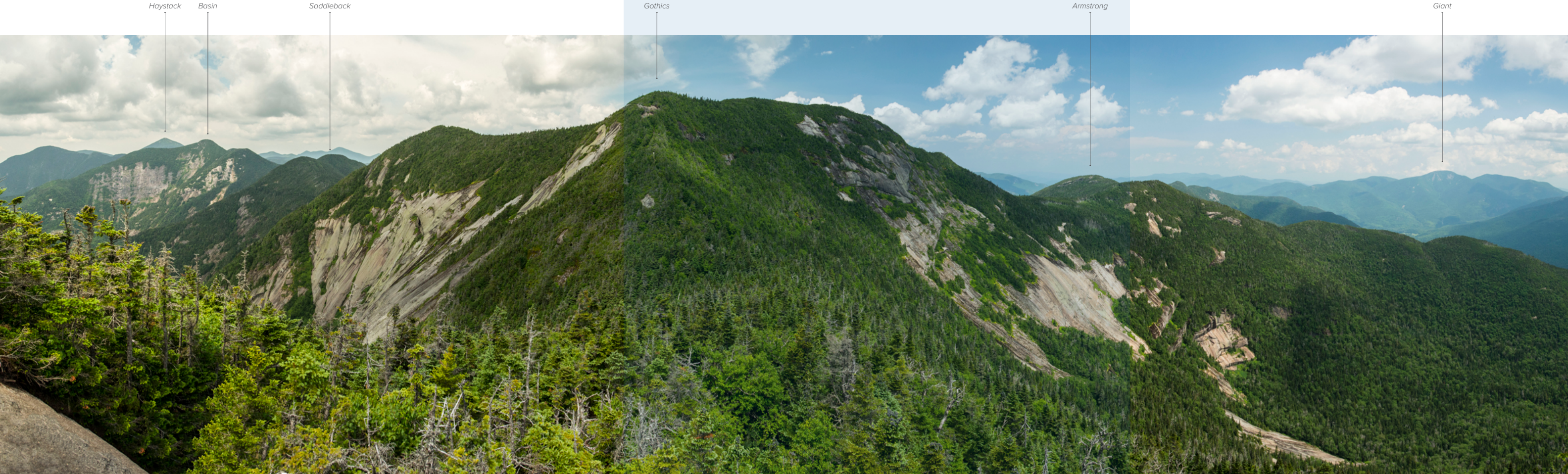
No matter how you spend your day, whether you've spent time on the trails, the ski jumps, or at the spa, you want to end the day in comfort. When you want to settle in for the night, Lake Placid's inns, hotels, motels, and resorts are ready; they're all distinctive, full of personality, history, and cool amenities like pools with scenic views, game rooms, fire pits, private beaches, and more. You can go for a retro motel or a lux resort, the choice is up to you.

PERFECT ATTRACTIONS

Everybody's perfect day is different. What's yours? Luckily, Lake Placid's various activities and attractions are so abundant that you can create the day that is perfect for you. By land, we have adventures ranging from dog sled rides and snowshoe trails to boat tours and mountain coasters. You can paddle, swim, soak at a spa, hike the highest peaks in the state, and ski and ride an Olympic peak! Speaking of the Olympics, don't miss out on visiting the array of Olympic Legacy sites, where history meets modern-day, world-class competition. From tours



MOUNTAIN VIEWS



FOREVER WILD

The Adirondack Park is a unique wilderness area that is larger than Yellowstone, Yosemite, Grand Canyon, Glacier, and the Great Smoky Mountain National Parks combined. The border of the park — called the "Blue Line" — surrounds over 6 million acres of privately and publicly owned land that is protected. There's no fee to enter and it never closes. In fact, it's home to more than 130,000 year-round residents.

For generations the Adirondacks have been a beloved vacation destination, a place where wilderness provides countless opportunities for adventure, exploration, and fun. In fact, it was because of the Adirondacks that the word vacation was created, when city dwellers would "vacate" the stifling city summers and escape to the cool, clean air of the wilderness. That legacy of scenic leisure endures, but the story of the Adirondacks could have gone much, much differently.

Human activity started thousands of years ago as rugged terrain and over 3,000 lakes and rivers were used by Native American peoples for hunting and fishing.

As English settlers moved into the region, they began harvesting the forests for its highly valuable pine. This continued until much of the Adirondacks was bare.

Clear-cutting became a growing concern for many in the late 1800s, and in 1894 the Adirondack Forest Preserve was established as a constitutionally protected Forever Wild area. Of the Adirondack Park's

6 million acres, 2.6 million acres are owned by New York state. The remaining 3.4 million acres are privately owned. The region's mix of public and private land allows for conservation and civilization to thrive.

Soon after the formation of the Adirondack Park, a new industry began — tourism. Great camps and lodges began to sprout up around mountain lakes. The mountains became a playground for the rich and famous. Names like Rockefeller, Roosevelt, and Coolidge pepper the records of visitors, as well as countless

authors, movie stars, and celebrities.

As more and more people experienced the Adirondacks, more and more people came. With the dawning of the age of the automobile, suddenly a trip to the Adirondacks wasn't just for the rich and famous. Activities like hiking, camping, paddling, and fishing exploded in popularity in the mid-twentieth century — and so did the Adirondacks. Even winter activities flourished here, making the Adirondacks a year-round recreation destination.

The Adirondacks are a powerful symbol for conservation and how nature can be both enjoyed and allowed to thrive. The mix of protected wilderness, welcoming communities, and travelers is unique. It's the responsibility of everyone to make sure that the rugged beauty of the Adirondacks is protected and treasured for future generations. Together, the small actions we all take can make a world of difference to keep the Adirondacks forever wild.

SPRING



A SEASON OF RENEWAL

Spring is the season of renewal, and there's no better time of year to experience Lake Placid. The face of the landscape shifts, sometimes seemingly overnight, from the blue hues of winter to a vast array of color. As the season advances, waterfalls rush with snowmelt and the forests burst with life and activity. With a region so packed with options to enjoy both indoors and out, there is no place you'd rather be to invent your own perfect day!

PLAY ALL DAY

You don't have to work hard at finding ways to play hard in Lake Placid. There are tons of opportunities to play all day in this Olympic town! Whether you're

hitting the slopes on a bluebird day at nearby Whiteface Mountain, getting in an early round or two at one of the local golf

courses, frolicking in the springtime woods or splashing in one of the local pools, you'll find the perfect opportunity to end your day feeling blissfully worn out. Lake Placid has plenty of options for low-key mode as well, and a lovely main street lined with unique shops where you can find everything from Adirondack keepsakes and art to books and sporting goods.

DISCOVER SOMETHING NEW

Plans for outdoor activities can sometimes be difficult during this season when the weather

can be fickle and hard to predict. Fortunately, Lake Placid is loaded with great things to discover around every bend. A few can't-miss attractions include the Lake Placid Olympic Museum and the John Brown Farm, or check out the new rock climbing center at Mt Van Hoevenberg. The beauty of Lake Placid is that when the weather won't cooperate, there's always something to do or discover.

TIMING IS EVERYTHING

Spring is the perfect time of year to take advantage of seasonal specials offered by many of the local hotels, restaurants, and spas. Indulge in a wine tasting, a special dinner, a room with an amazing view, or a spa experience. Don't be shy - treat yourself! After months of scraping ice and shoveling snow, you've earned it!

BE IN THE MOMENT



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SUMMER BREEZE

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With roads that wind around and among lakes, mountain views at every turn, history everywhere, endless outdoor adventures, in-town adventures, and an array of unique shops, attractions, special events, and restaurants, Lake Placid is a mountain town packed with activities all summer long. It's a place where a love for the outdoors and the natural beauty of the Adirondacks is front and center, and that's just the beginning. It's where families of all shapes and sizes can make memories together, couples can find romance, and where the opportunities for fun are as plentiful as the mountains on the outside of town.

ABOVE: Not every activity has to be extreme. Sometimes sitting on a dock with your feet in the cool water is the best family time. UPPER RIGHT: A family enjoys some sandy fun at the Lake Placid Public Beach. LOWER RIGHT: Everyone loves listening and dancing to music in Mid's Park.

PLAY BY DAY

Let's be honest: you didn't come to Lake Placid to sit in your hotel room and watch T.V. No, you came here to experience the best of the Adirondacks!

The Adirondacks have a legacy of being a vacation destination, from the very first travelers to the modern families of today. The common theme has always been a love for the outdoors. And that makes sense because there's a lot of outdoors here! Whether

you're an active family, a solo hiker, or a couple on honeymoon, we promise you won't be bored here. Is canoeing or kayaking your thing? Perfect! There are over 3,000 lakes and ponds in the Adirondacks, many not far from Lake Placid, waiting for you to dip your paddle in the cool waters. Hiking? We have that, too, with trails that range in difficulty from mellow and gentle to long and challenging. Road cycling and mountain biking? Some of the best spots around are in or near

Lake Placid! When the sun sets, relax with a night out, visiting a brew pub or sipping on wine while mixing with visitors and locals alike. No matter what you want to do, there's always something to keep



you active in Lake Placid.

MAKE A SPLASH

Lake Placid is a village in the mountains, and few things make that more evident than Mirror Lake. Its sparkling water beckons from behind the downtown buildings, loons float alongside kayakers, and standing on the lake's shore reveals stunning panoramic views of the High Peaks. And like any good Adirondack lake, there are a



number of ways to enjoy it year-round. We're talking canoeing, swimming, fishing, paddle boating, and walking around it in the summer. There's even a free weekly concert series called Songs

at Mirror Lake, which takes place right on the shore in Mid's Park, so you can find a spot on the terraced lawn or paddle up in a canoe, kayak, or stand up paddleboard for the best seat in the house! Remember, gas-powered boats are not allowed on Mirror Lake. So, grab your SUP

or rent a hydrobike and make a splash this summer!

CENTRALLY LOCATED FOR SUMMER FUN

The Adirondacks are a big place, 6-million acres to be exact, but Lake Placid is easily accessible and there are a lot of attractions in town or just a short drive away. Summer is especially fun for families because of this extensive list. Lake Placid is, of course, home to many Legacy Sites, where Olympic Winter Games took place. The nearby communities of Wilmington, Saranac Lake, and Tupper Lake also boast many family-friendly activities and attractions. With Lake Placid as your basecamp, it's possible to make the most out of exploring the area.





FALLING IN LOVE

It's always hard to let go of summer, but the colorful fall season makes the goodbye a little easier. Lake Placid is the perfect place to enjoy nature's dazzling display. So grab your favorite flannel or cozy sweater and get ready to embrace the fall season with its crimson reds, golden yellows, and vibrant oranges. Here are some options to get you started.

MID'S PARK

Don't miss a single second of fall's fiery display. Grab food to-go from one of the restaurants downtown or grab a hot beverage and sink into an Adirondack Chair at Mid's Park. Enjoy lakeside dining al-fresco style.

LAKE PLACID MARINA

Hand over the reins and prepare to sit in awe, as you cruise the pristine waters of Lake Placid Lake in an enclosed pontoon boat. You will see and hear about the stately manors and Great Camps nestled in between autumn's vibrant colors.

Whiteface Mountain adds to the spectacle and is a view wholly different from the water. A Lake Placid boat tour is a must for all visitors to the Adirondacks. It is truly a delightful experience.

OLYMPIC JUMPING COMPLEX

Enjoy summit views without the effort. Climb aboard for a short gondola ride, followed by a glass, enclosed elevator, which ends at an observation deck atop the 128-meter ski jumping tower. The panoramic vista of the Adirondack Mountains and village of Lake

Placid is all the more breathtaking with the glorious fall colors extending as far as the eye can see.

THE NOTCH

No trip to Lake Placid would be complete without driving through "The Notch," the section of Route 86 between Lake Placid and Wilmington. Windy roads hug the West Branch of the Ausable River with huge cliff faces towering overhead. If you're lucky, you might spot a fisherman or even a moose at one of the small parking pull-offs, so don't forget to bring your camera.



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too much fun to be cold
WINTER

Winters here will have you snow-bound all season! Create your perfect winter getaway in Lake Placid. Fill your days with nostalgic rides down the toboggan chute or skating out on the lake. Ski until your legs give out, and take in the mountain views as you recover on the streets of this incredible town. We love the cold months here, but preparing for the unique temperatures and weather forecasts is essential to making the most of your winter stay. Remember proper gear on your hikes, sled rides, and ski days to ensure plenty of winter fun all season long. So get out, explore, stay warm and make this winter perfect!



on Ice would be full of places to skate. Located in the heart of town, Mirror Lake offers outdoor, all-day, full-lake loops and skating on the open ice. Want to go fast? The historic Olympic Speed Skating Oval is just



across the way, offering rentals and skating under the lights! Be a part of the Olympic legacy! Ask about open skate hours at either the 1932 Jack Shea or 1980 Herb Brooks Olympic Arenas.

SKI THE SIGHTS!

Skiing, in all forms, is woven into the fabric of Lake Placid. Once the blanket of snow falls over the trails, the opportunities are endless. From gentle cross-country ski trails to steep slides down the epic Whiteface Mountain, the Adirondacks are a skier's dream, and Lake Placid is located right in the center of them! Ski through the rolling hills of the trail

FUN ON MIRROR LAKE

Dog sled rides and toboggan slides might not be your first thought when you think of a day on the lake, but Mirror Lake is full of fun year round. Slide down the toboggan chute out onto the ice, or load up the dog sled and catch a ride around the lake. Tucked into the heart of town, Mirror Lake is one of the best places to create your perfect winter day.

A PERFECT MAIN STREET

Take a stroll down Lake Placid's charming Main Street. Unique shops filled with artisan crafts, clothes, outdoor gear, and snacks line the street. Stop in for a look, or sit by the fire for a cozy meal or drink. With historic Olympic sites and Adirondack Mountains as your backdrop, a walk through town can't get any better.

systems surrounding town. Try your hand at the biathlon course. Test your skills on the iconic face of Whiteface Mountain, and wind down with some of our other incredible winter experiences.

TONIGHT, WE SKATE WITH THEM!

Motivational speeches aside, it's only fitting that the home of Miracle

BEING PREPARED = HAVING MORE FUN

We know winter preparedness isn't exactly fun or glamorous and doesn't make for the greatest shots for the 'gram, but it makes a big difference in having fun!

Proper traction is essential to winter travel in the Adirondacks. In fact, skis or snowshoes are frequently required for any backcountry adventures in the winter months. The extra surface area on the snow will make your trip not only safer, but more fun as well! In snowy conditions, skis or snowshoes will prevent you from postholing, or sinking your feet deep into the snow, with every step. This makes moving on-trail safer, faster, and much more enjoyable for those that come after you.

For icier conditions, such as mountain summits, microspikes offer better traction than snowshoes or skis. They're small and packable, so be sure to throw them in your bag just in case.



ABOVE: Take a dog sled ride on Mirror Lake and take in the scenic vista. Left: Kids enjoy one of the many "rinks" on Mirror Lake.





TAKE A HIKE *responsibly*

The word vacation originated in the Adirondacks. So did the word “hiking.” Wait, that’s not true. Maybe we can pretend for a moment. When you’re standing amidst the natural beauty of the Adirondacks, it’s not hard to imagine that this is where it all began. Picture this: mountains, lakes, rivers, valleys, meadows, ponds. This is Lake Placid, and there are so many hikes that traverse this diverse landscape and lead to the most incredible views

ABOVE: A hiker takes in the view from the top of Mount Van Hoevenberg. RIGHT: A hiker crosses one of the many mountain streams along the trails in the High Peaks.



HIKE SMARTER, NOT HARDER

The ever-popular 46 High Peaks tower above the horizon on the outskirts of town. Yes, the 46 High Peaks are special. We know them, we love them. But, truth be told, there are loads of adventurous hiking options to choose from, all memorable, and all brag-worthy! In fact, the best kept secrets in the Lake Placid hiking world are the lower elevation hikes. Many of these shorter, family-friendly hikes will bring you stunning panoramic views, and leave you with a new appreciation for the grandeur of the landscape (and also with plenty of energy left for added adventure throughout the rest of your day!) Don’t worry, you’ll encounter all of the same delights of the longer, steeper Adirondack trails, with all of the roots, mud, rocks, boulders and photo opportunities!

CHOOSE THE RIGHT HIKE

One of the most important rules of hiking (besides having fun) is to choose a hike that’s right for you. While an extra long High Peaks hike with thousands of feet of elevation change might sound adventurous and thrilling, it may not be a realistic goal for you right now or for the beginning of your hiking season. Keep safety in mind and know your own limits before embarking on a hike. We highly recommend planning well, purchasing a guidebook, map and compass, and talking to local experts or guides. Summer can be a busy time at trailheads, and local experts can also help you plan for alternate hikes in case of unforeseen challenges like difficulties finding parking. Each hike offers something different, unique and satisfying.

LOVE YOUR ADK

Every hiker is encouraged to practice responsible recreation. Love Your ADK is a pledge, a commitment to support the messages and values of Leave No Trace. Millions of people visit the public lands inside the Adirondacks each year, many of them hikers. By pledging to Love Your ADK, you commit to protecting the lands, waters, and communities we all know and love. For hikers, that might mean staying on the trail to prevent further erosion to fragile landscapes, being mindful to watch wildlife from afar, or only sharing respectful, educating messages online. Remember, an ounce of prevention is worth a pound of cure. Taking steps to be a good steward of the land today, means that others will be able to enjoy Adirondack hiking trails for years to come.



SHUTTLE IT

In the Adirondacks and the Lake Placid area in particular, hiking is a beautiful, fulfilling activity that many people enjoy. Because this is a popular activity, especially on weekends, parking lots at and near trailheads can fill up quickly and roadside parking is not permitted in many areas.

To help mitigate the crush during peak seasons, take a hiker shuttle! A shuttle route offers easy access to some of the most popular trailheads in the High Peaks region. Please note that while there may be a fee for riding the shuttle, the peace of mind of not having to find parking is priceless! For updates on current schedules and routes, visit the Department of Environmental Conservation or Town of Keene websites.

Scan this code with your phone for the most up-to-date shuttle information.



BIG MOUNTAIN *big fun*

With 3,430 feet of vertical, 90 trails, and the East's only lift-serviced double black backcountry skiing, Whiteface Mountain is a true icon.



ABOVE: A skier carves down from the summit on Paron's Run and gets a view of the top of Little Whiteface below. RIGHT: Spring time is the right time for fun at Whiteface..

ALPINE SKIING

Whiteface Mountain's peak creates an iconic silhouette against the sky over Lake Placid. Take the short scenic drive yourself or catch the free shuttle from town. This Olympic mountain is a skiing and snowboarding paradise. Boasting 3,430 feet of vertical drop, Whiteface has the greatest in the east. 25 miles of terrain spread across 90 trails and three peaks.

Beginners will be happy to know that there's plenty of fun terrain and experts will be thrilled by the steeps, slides, glades, and terrain parks. Add in the cozy gondola, plenty of slopeside amenities, and the best scenery imaginable, and you've got yourself a world-class ski destination.



BEAR DEN LEARNING CENTER

We want everyone to get to experience skiing in the Adirondacks. That's why the Bear Den section of the mountain is dedicated to learning and improving your skills in the safest way possible. Professional instructors, its own lodge,

beginner-friendly chairlifts, and a magic carpet make Bear Den the perfect place for first timers and newcomers to the sport.

GLADES

Whiteface has its share of tree skiing at every pitch. From the low-angle, open trees at Hoot Owl, to the steeper pockets of fresh snow at Slide View, skiers and boarders

of any level can find something to enjoy.

Skiing the East Coast trees is a great way to add a little adventure to your lap, but be sure not to overstep your skill level.

THE SLIDES

Whiteface Mountain offers the only lift-accessible, off-piste skiing on the East Coast. These natural

backcountry lines are the proudest on the mountain! Opened under ski patrol's discretion, this expert-only terrain is a unique experience for skiers and riders with the skills to drop in.

TERRAIN PARKS

Here for the features? Whiteface has plenty of parks filled with jumps and rails of various sizes, depending on your skill level. Start small in the Flying Squirrel park, and head to Broadway and Brookside when you're ready to take your tricks up a notch.

APRÈS-SKI

The good times don't stop when the skis hit the rack! Whiteface offers tons of amazing slopeside pit stops to refuel and get you ready for the next lap. Find yourself craving a mid-run snack? Stop by the Legacy Lodge for food, drinks, and a place to sit while you take in the views.



TAKE THE LONG WAY DOWN

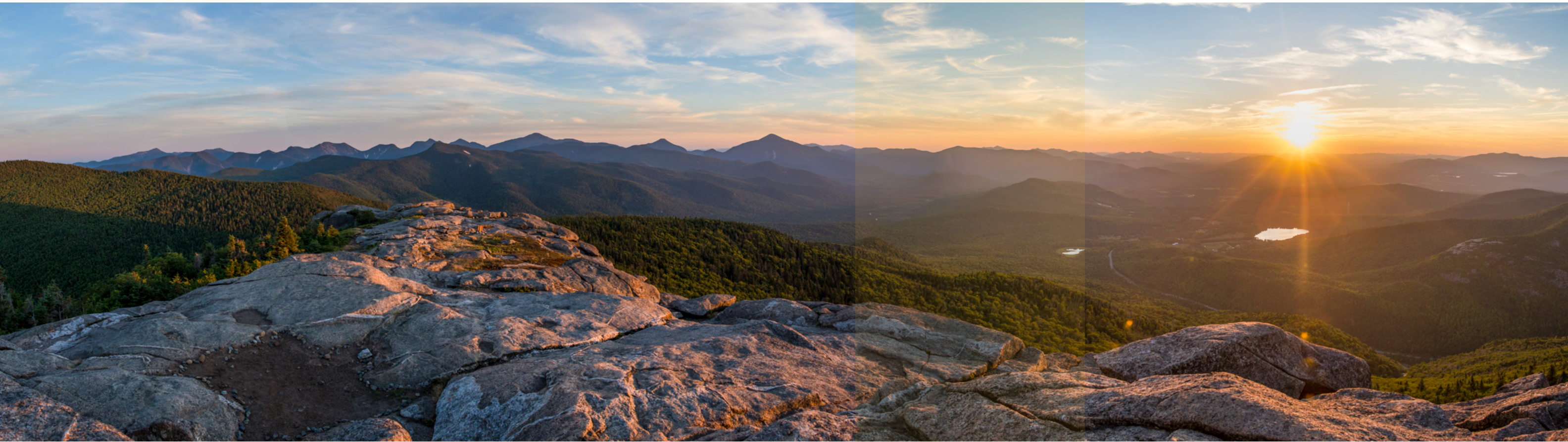
Want to get the most out of this lift ride? Whiteface Mountain's longest run, the Wilmington Trail, can give you just that.

With 2.1 miles of sweeping turns and mountain vistas, this run is a local favorite from the top of Lookout Mountain.

Starting below the summit of Whiteface itself, the Lookout Mountain Chair has spectacular views of the snow-capped peaks and the distant Lake Champlain. After a few turns on this stellar, intermediate trail, the sky opens up to the gorgeous Adirondack High Peaks. Ski this winding run over several mellow headwalls, through a moderate narrow section, and down to the base to jump back on the lift and get out for more!

This run is great for fresh groomers in the early morning, or for weekdays with the trail all to yourself.

PERFECTION



The summer sun sets casts alpenglow over the Adirondack Mountains.

GOLDEN adventures

Lake Placid isn't just where Olympic dreams come true, it's also an Olympic legend itself as host to not one but two Olympic Winter Games. The famous "Miracle on Ice" happened right here, and its impact is still felt today, while many still excitedly recall the golden glories of speed skater Eric Heiden. Today, our Olympic sites host international competitions and curious, adventurous visitors just like you with tailor-made experiences and activities. From tours to interactive experiences, from soaring to sliding, Lake Placid's Olympic sites offer golden excitement and activity.



MT. VAN HOEVENBERG

Site of Nordic and sliding events at the 1980 Olympic Winter Games, Mt. Van Hoevenberg remains an outdoor adventure destination in all seasons.

In the sunshine of spring, summer, and fall, mountain bikers go with the flow on a trail system that offers more than 30km of great riding amid pine forests and mountain views. Beginner or expert, the perfect trail for you to have fun and improve your skills is right here. Didn't bring a bike? No problem; they have rentals!

If mountain biking isn't your thing, but great views are, then check out the hiking trail that takes you up the mountain. East Trail offers an energetic hike with a 4.7 mile round trip adventure

on a newly created, sustainably designed trail that's great for hikers and even better for the mountain.

In winter, Nordic skiing once again takes center stage and it's been kicked up a notch. 55km of trails, ranging from comfortably easy to "so you want to be an Olympian?" levels of challenging fun. Non-skiers can still get in on the snowy fun — Van Ho now has snowmaking, too! — with snowshoe trails and rentals, so there's no excuse to miss out.

At Mt. Van Hoevenberg, the speedy fun isn't just on two wheels, it's on runners, too! Create your own Olympics with the bobsled and skeleton experiences, where you'll ride down a real sliding track with a trained pro! You can also observe world-class and local athletes practice and compete in some of the fastest, iciest adventures you'll ever see.

The newest treat is the Cliffside Coaster, the longest mountain coaster in the USA. The track follows the 1980 Olympic bobsled track, has amazing views, and with you in control, your ride can be as zippy or leisurely as you like. Exhilarating and family-friendly, it's a unique ride!



When you're ready to rest up, warm up, and shop for the latest gear and Olympic souvenirs, the Mountain Pass Lodge has all that you need, and more, including the only Swix concept store in North America. It's also a great base camp for events, such as cross-country ski races and World Cup luge, bobsled, and skeleton races that prep and decide future Olympians!

OLYMPIC JUMPING COMPLEX

Part of the magic of the Olympic Winter Games and its sports is the sheer daring and awesome skill required. Perhaps none of these sports is more astonishing than ski jumping and now, you can get some idea of just how high and how fast these elite athletes go!

The Olympic Jumping Complex, in addition to hosting competitions, lets visitors experience epic views just like a ski jumper. Year-round, glide up the hill on the SkyRide, a pulse gondola with sweet views that brings you up the jumping hill to the glass enclosed elevator at the 128-meter jump tower. Your ski jump adventure is far from over, however! Let the elevator whisk you to the observation deck, where panoramic, 360-degree views of the Adirondacks await! Return to the base by gondola or, in the summer, accelerate

FAR LEFT: Reaching for the next hold at the Mt Van Ho climbing wall. ABOVE: A bobsledder hangs on through one of Lake Placid's infamous turns. LEFT: The mountain coaster follows the 1980 bobsled course for a thrilling ride.

your descent by way of the zipline! The zipline is the best way for you to feel what the ski jumpers experience as they zoom down the hill!

Be sure to keep your eyes peeled for athletes in training, including the dizzying skills of aerialists!

WHITEFACE MOUNTAIN

Sure, you know that Whiteface Mountain is a skiing and

forget, but be sure to take a few photos too!

In fall, some of the prettiest sights in the entire region are from the gondola to the summit of Little Whiteface. Expansive stretches of bright hues of red, orange, and yellow surround you and stretch as far as the eyes can see. At the top, fresh air and crisp leaves fluttering in the wind make for fall magic.

history, excitement, and get in on the athletic action yourself, this is the place to do it.

The Lake Placid Olympic Museum, full of artifacts and multimedia exhibits, is a must see for casual fans and die-hard Olympic obsessives (like us). Whether you want to relive the glories of 1980 or teach your kids or grandkids about our Olympic heritage, you'll have a great time here. We're partial to the gold medals.

The Olympic Center isn't just about the past, it's about the present and the future! The 1932 and 1980 rinks, home to historic Olympic moments such as the 1980 US defeat of the Soviet hockey team, and the gold medal-winning wonders of figure skater Sonja Henie in 1932, have been kept in world-class shape and host athletic events big and small. Hockey tournaments here are the norm, from collegiate championships to peewee hockey, maintaining the spirit of

hockey magic in Lake Placid. You don't have to be a champion skater yourself to enjoy the rinks here. Take a tour to learn more about the history or enjoy public skating hours. The only requirement is that you have fun!

Just off Main Street, with views of the High Peaks in the distance and the comforts of dining, shopping, and lodging just steps away, the Olympic Oval is one of the best outdoor rinks you'll ever encounter. Created for the 1932 Olympics, the rink has been modernized, hosted the 1980 Winter Olympic speedskating events, and is a beloved spot for public skating. Families, couples, and adventurous

Looking to put a little effort into your trip to the mountain? No problem! Experienced hikers and snowshoers will love the trails, which offer challenges and extraordinary views. At roughly 12 miles round-trip it's a big adventure with some rugged terrain, so please only undertake this if you're an experienced hiker. No matter how you visit the mountain, we want you to have fun and be safe!

OLYMPIC CENTER

While you're downtown, be sure to visit the Olympic Center, the heart of the 1932 and 1980 Olympic Winter Games. If you want to immerse yourself in Olympic

snowboarding paradise (and if not, check out our section on alpine skiing!), but did you know that year round it's a remarkable, easily accessible destination?

Thanks to the Whiteface Veterans' Memorial Highway, the summit of the fifth-highest peak in the state is accessible to all! Cruise up the winding, 5-mile road as amazing views of the Adirondacks unfold around you. At the top, a stone castle awaits with amenities, while the rocky summit may be reached by an elevator or a short scenic hike. The views, which on clear days can reach Vermont and Canada, are something you'll never



visitors all love spending time at the historic rink. You never know: in Lake Placid you just might find yourself on the ice with a true Olympian!

Lake Placid's Olympic sites are the place where everyone can come together to enjoy winter sports. Kids can take to the ice with their Olympic dreams and baby steps, and long-time sports lovers can fulfill their dreams. Lake Placid is all about miracles and believing in the magic of sports!



LEFT: Skating in the 1932 Rink. TOP: Outdoor skating on the Olympic Speed Skating Oval ABOVE: Riding on the gondola to the ski jumps. RIGHT: There are few views to compare with the 360° panorama from the summit of Whiteface.



ADVENTURE on two wheels

The Adirondack Mountains are famous for skiing and hiking, but the region is becoming increasingly known for awesome mountain biking.



ABOVE: Riders enjoying the berms on Blue Ribbon Trail in Scott's Cobble. RIGHT: Heaven Hill is the perfect place to ride through fall colors. FAR RIGHT: The Lumberyard in the Lussi/Loggers Trails has tons of features both natural and built by Barkeater Trails Alliance.

COME PLAY IN THE DIRT!

The Adirondack Mountains are famous for skiing and hiking, but the region is becoming increasingly known for awesome mountain biking. Away from the frequented hiking paths and skiing slopes exist trails quietly traveled on two wheels (or skis and snowshoes in the winter). In Lake Placid, we take mountain sports seriously, and we've been working hard on creating and expanding top-notch mountain biking trails that are suitable and immensely fun for beginner and expert riders alike. This region is now one giant mountain biking playground waiting to be explored! We are spoiled rotten with our trail networks — seemingly endless, rugged, twisting and turning trails allowing us to ride as little or as much as we would like, typically without moving our cars thanks to their close proximity to town and to one another. Mountain bikers can stay and play in one fun-filled network, or connect surrounding trail systems for an epic day of riding.

MEET THE BETA CREW

The mountain bike trails of Lake Placid are a local labor of love, the majority of them being built and maintained by a volunteer-based organization known as the Barkeater Trails Alliance (BETA). BETA organizes numerous trail building days throughout the warmer seasons with volunteers collectively putting in thousands of hours of labor. Even more work goes on behind-the-scenes with volunteers consistently maintaining trails as different maintenance needs arise. With so much TLC going into the trails, the incredible scenery afforded each and every ride, and the variety of terrain offered at every turn, it's easy to see why the mountain biking culture in the Adirondacks has continually grown from year to year with no end in sight. The continued

advocacy from their group within the context of continued growth, "Ride With Gratitude," provides the community and visitors with a stewardship-oriented mindset that will only serve to protect the land we recreate on. Find yourself riding at Logger's Loop's or Lussi Trails in Lake Placid, and you'll see BETA's efforts first-hand.

SO MUCH TO RIDE

New to mountain biking? The trails at Mount Van Hoevenberg, Henry's Woods, and Heaven Hill are a perfect place for any beginner to put their wheels down and see what all the fuss is about. For more seasoned riders who love riding technical trails and wooden features, the Lussi and Logger Trails offer Lake Placid's highest concentration of single track. In the mood for a mixture of berms, rocks, roots, climbs and descents? The Craig Wood and Scott's Cobble Trails were built on the side of an old ski hill abandoned in the 1970s, and they are awaiting your arrival.

No bike? No problem! You can rent everything you need from one of our local gear shops. Be sure to ask the staff about trail conditions and recommendations before heading out.

JUST A HOP, SKIP, AND A PEDAL AWAY

The best part of all: all trails are close to town, allowing your perfect day in Lake Placid to have endless possibilities! Fuel up before or after a ride with a bite (and a pint) at one of the many restaurants around town, peruse our local shops, or enjoy some live music.



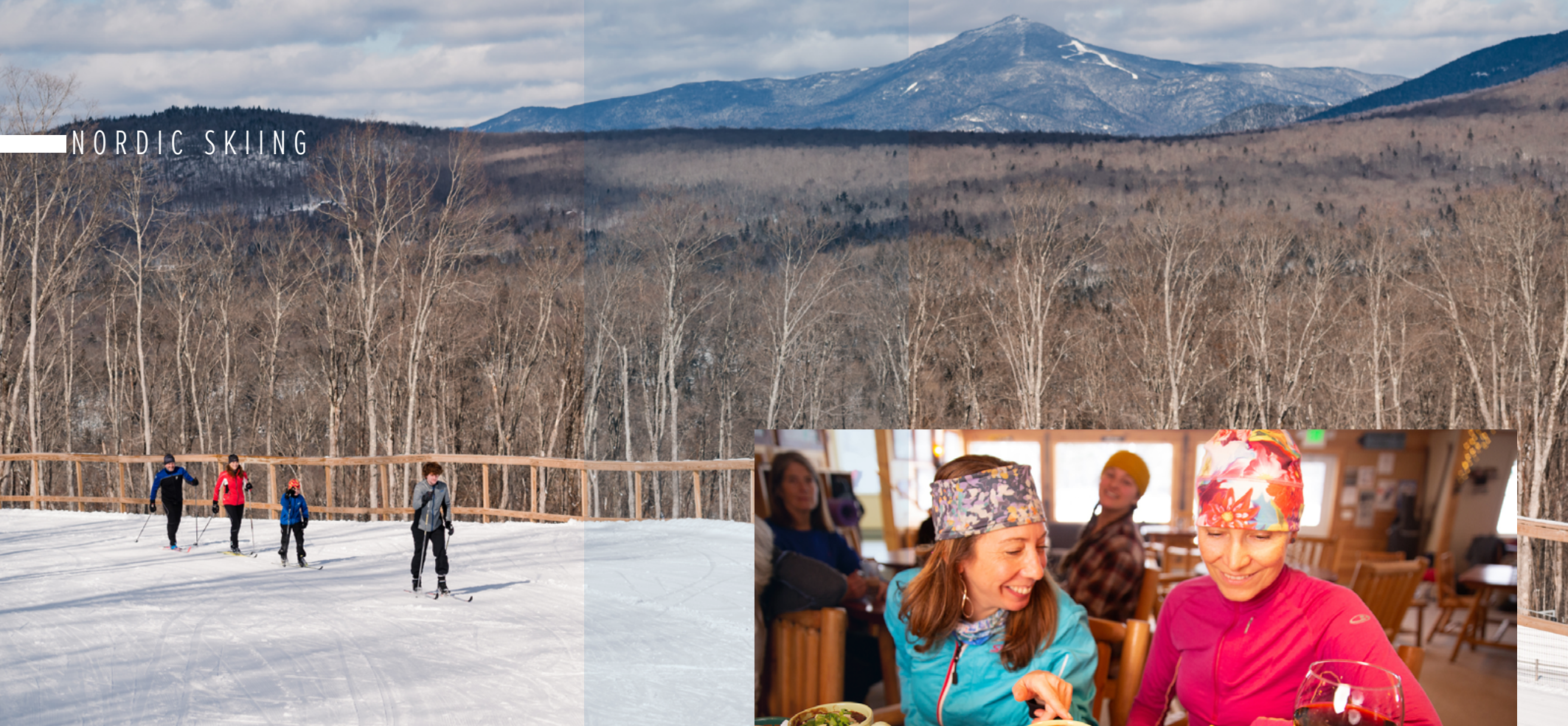
CRAIG WOOD + SCOTT'S COBBLE

Construction of this fast and "flow-y" network of trails began in the summer of 2012 and is still ongoing. While flat sections are hard to come by in Craig Wood, the fun comes at every turn.

Riders will see the influence of the Craig Wood Trails being located adjacent to the Craig Wood Golf Course, with trail names such as "19th Hole," "Back Nine," "Putt Putt," and "Duffers Delight" appearing throughout the network. As you enjoy the trails, please be sure to avoid riding your bike on or through the golf course except when you have to connect to Poppa Wheelie from the clubhouse parking lot.

If you're in the mood to climb, a trip up to the top of Scott's Cobble — a trail directly adjacent to Craig Wood — will certainly wake up your legs. But what goes up must come down. Your climb will earn you a fast, flowy, berm-filled descent that is a must-do upon every visit to Craig Wood. Another great descent involves climbing Back Nine before another fun, flowy, fast descent through 19th Hole.

NORDIC SKIING



SLIDE & GLIDE THIS WAY

The beauty of cross-country skiing in the Lake Placid area is that there are enough trails to keep you skiing throughout the winter, and enough variations in terrain that you'll never be bored. From groomed cross-country ski centers to untouched backcountry thrills, the Nordic skiing here is incredible, and it's one of the best ways to experience winter in Lake Placid.

Our groomed trail networks make getting out a snap, and warmth and food are never far. Cross-country ski centers are also great places to try skiing, rent equipment, get some pointers from the staff, and master the basics on wide, well maintained paths.

OLYMPIC DREAMS

Within minutes from downtown, you'll find groomed trails at Mount Van Hoevenberg, where you can cross-country ski on the same trails as Olympians, and at Cascade X-C Ski Center (now owned by Adirondack Mountain Club). Seasoned skiers and those new to the sport will appreciate the services and amenities, variety of well-maintained trails, and tasty après ski hot cocoa offered at both ski centers! The new Scotts Cobble Nordic Center features groomed trails on a lit trail network for magical night skiing with motion-detector lights. More advanced skiers may opt to blaze



their own trail down an exciting backcountry route, or enjoy a classic tour like the Jackrabbit Trail or Avalanche Pass.

EXPLORE MORE

Groomed ski centers are great. You can learn, refine skills, and still explore. But when you're ready to take your skis into the backcountry, there are some good options around Lake Placid that shouldn't be missed! Even beginner and novice skiers will delight in knowing incredible trails are close to town and close to nature. Trail networks like those at Heaven Hill, Henry's Woods, and the Brewster Peninsula Trails are mellow and perfect for families and even more intrepid explorers seeking rolling hills.

With so much good skiing in and around Lake Placid, it's possible to make an entire winter out of cross-country skiing. So, grab your skis, poles, and maybe a mug of hot chocolate and hit the trails this winter! Inside the Lake Placid snowglobe, there are always new Nordic ski adventures to be had.



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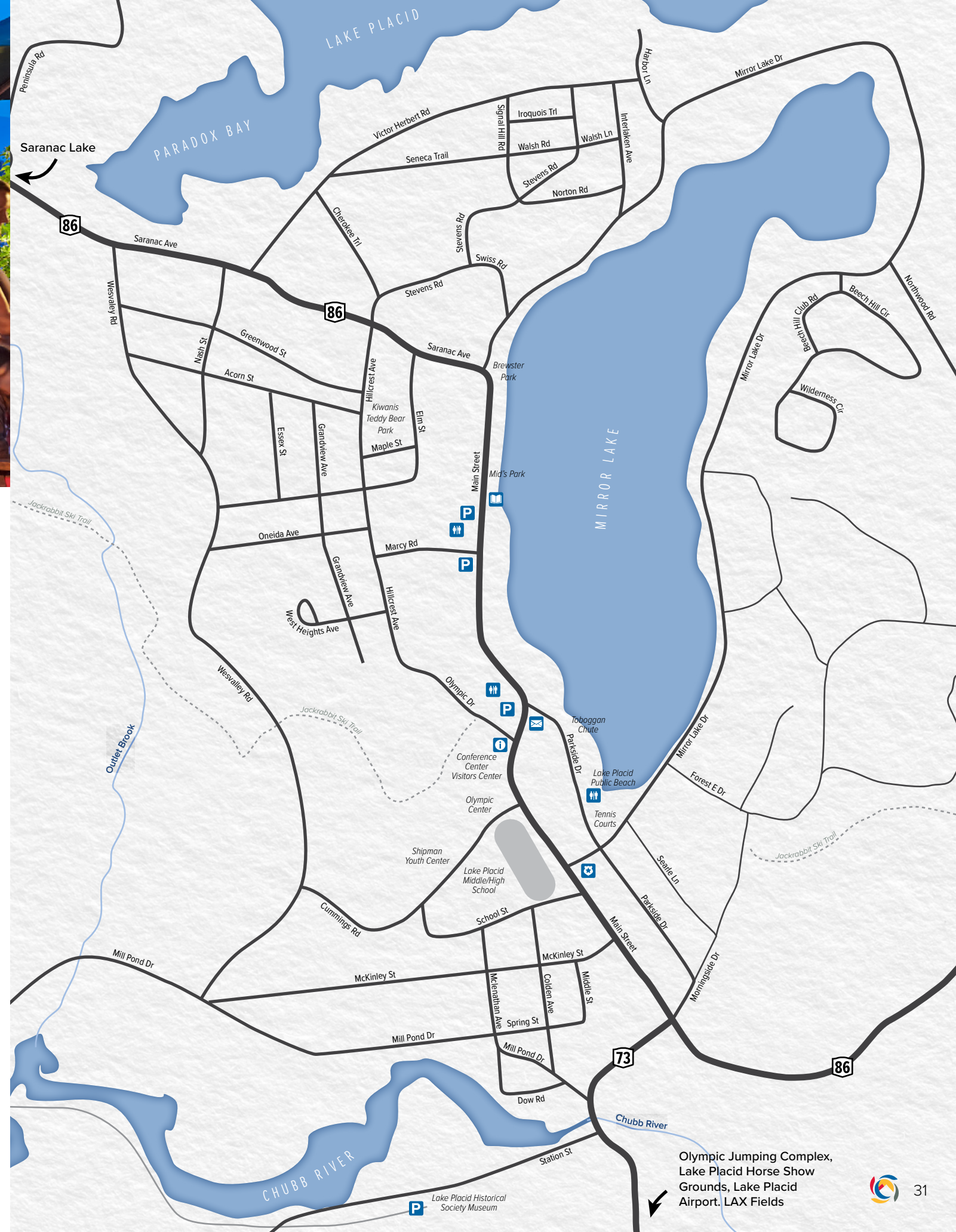
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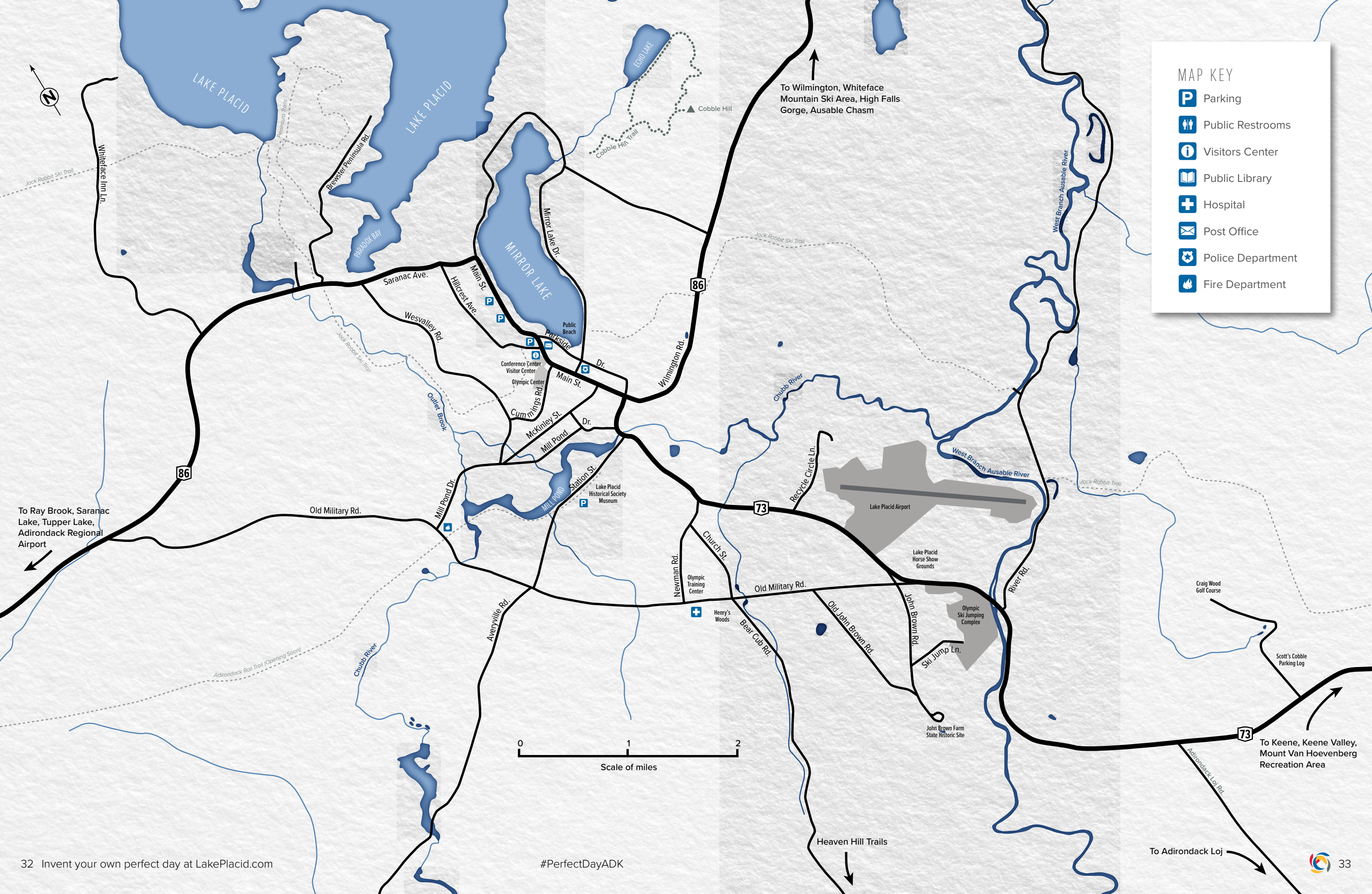
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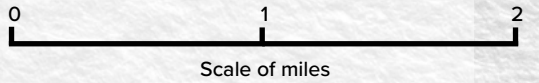
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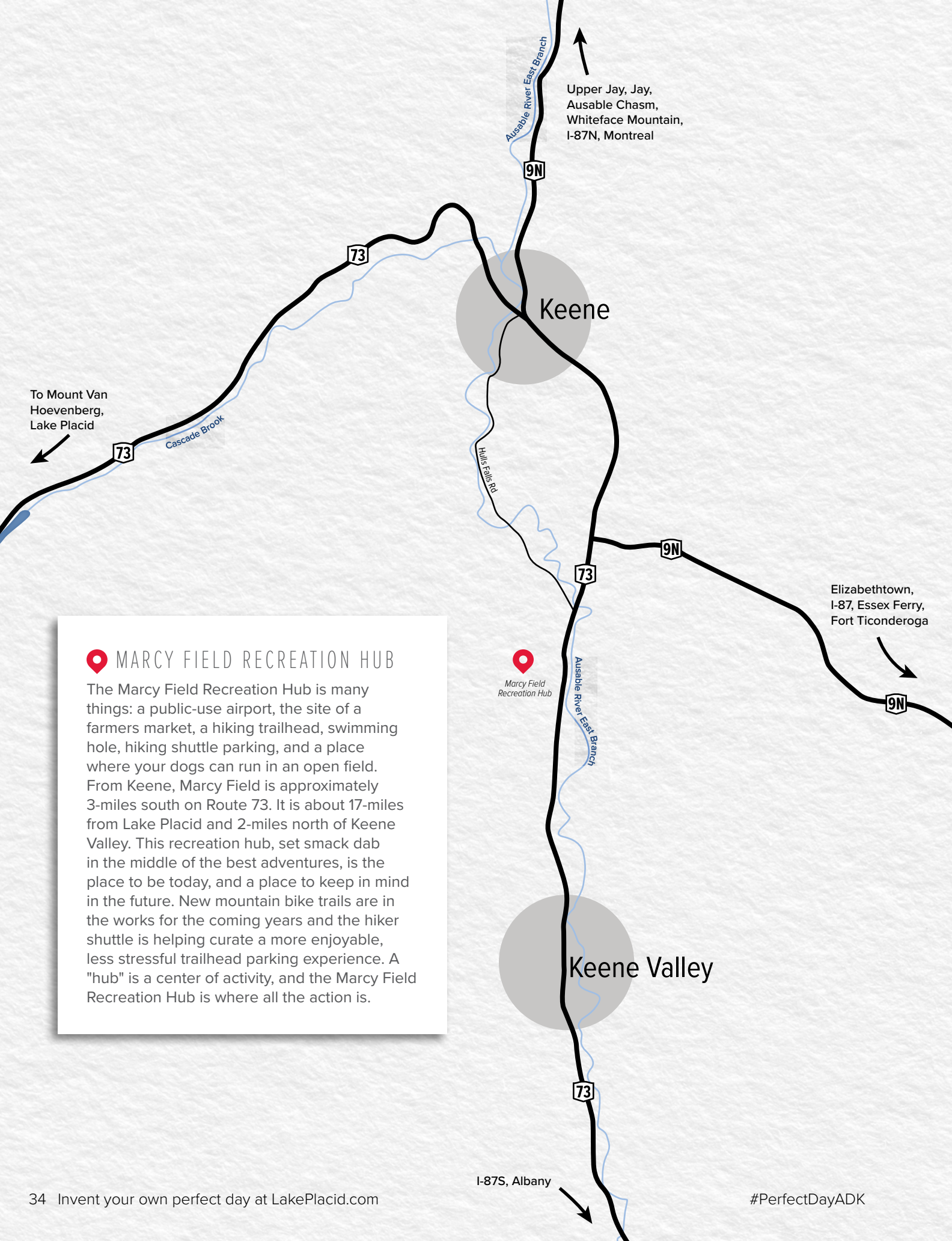
To Wilmington, Whiteface Mountain Ski Area, High Falls Gorge, Ausable Chasm

To Ray Brook, Saranac Lake, Tupper Lake, Adirondack Regional Airport

To Keene, Keene Valley, Mount Van Hoevenberg Recreation Area

To Adirondack Loj





Upper Jay, Jay, Ausable Chasm, Whiteface Mountain, I-87N, Montreal

To Mount Van Hoevenberg, Lake Placid

Elizabethtown, I-87, Essex Ferry, Fort Ticonderoga

Marcy Field Recreation Hub

I-87S, Albany

MARCY FIELD RECREATION HUB

The Marcy Field Recreation Hub is many things: a public-use airport, the site of a farmers market, a hiking trailhead, swimming hole, hiking shuttle parking, and a place where your dogs can run in an open field. From Keene, Marcy Field is approximately 3-miles south on Route 73. It is about 17-miles from Lake Placid and 2-miles north of Keene Valley. This recreation hub, set smack dab in the middle of the best adventures, is the place to be today, and a place to keep in mind in the future. New mountain bike trails are in the works for the coming years and the hiker shuttle is helping curate a more enjoyable, less stressful trailhead parking experience. A "hub" is a center of activity, and the Marcy Field Recreation Hub is where all the action is.

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“There should be more places like this everywhere! Interesting choices and tons of them. And all so delicious. Brought friends there and they loved everything they got as well (2 days in a row). Fresh food, amazing bread, innovative menus ... love it all. And service is fast. Love the place. Thanks.”
Global Guy Miami

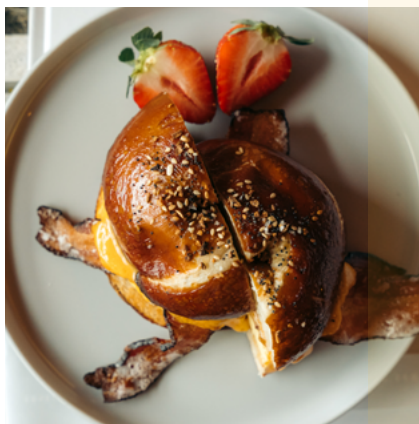


CULINARY DELIGHTS

Whoever said vacations are just an opportunity for us to eat in a different place was correct. We measure how much we like a place by the variety and quality of food available. Thankfully, Lake Placid is not short on either. From family-style comfort foods to elegant, fine dining, there is something to please every palate and taste bud in this mountain town.

FLAVORS AND VARIETY

Lake Placid's dining scene is diverse and innovative, with many restaurants featuring locally sourced food from small, family-run farms. Choose from Adirondack-style barbecue, farm-to-table, vegan and vegetarian fare, comfort food, and gourmet innovation, to name a few of the delights local chefs lovingly prepare. In summer, lakeside dining is simply



gorgeous alongside Mirror Lake. In winter, cozy restaurants will keep you warm as you indulge in soups, hearty meals, and maybe s'mores! Do you have dietary restrictions? Eager to find a vegan-friendly destination? No worries,

Lake Placid restaurants are here to accommodate all diets! Peruse local menus and see for yourself. The proof is in the pudding.

ON THE GO

It's not all sit-down meals;

to-go options fit for the most active Adirondackers and visitors make dining a breeze! From deli sandwiches to pre-made salads to light snacks, it's all here. Need a morning or afternoon pick-me-up? Head to a local coffee shop for some delicious, caffeinated beverages! Bakeries also grace our town with warm, sweet, and savory bites, from flaky, filled croissants to fresh-baked breakfast sandwiches!

DON'T FORGET DESSERT!

Dessert may just be the best part of any day, so you don't want to miss your chance to get some maple ice cream, homemade chocolates, hot donuts, or something else heavenly while in town. The wonderful array of outdoor activities might be sweet in Lake Placid, but the desserts are sweeter. After a long day exploring, as you drift off in your cozy bed, visions of your Lake Placid meal might be dancing in your head!





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LOCAL SPOTLIGHT



THE HOLDERIEDS

“A Golden Legacy,” the perfect quote not only for the village's storied Olympic history, but the one used to describe the impact that the Holderied family has had on Lake Placid.

Wini and Stefanie Holderied's story of traveling from Germany to New York City, and eventually landing in our small village in the heart of the Adirondack Mountains, is the embodiment of the American dream. From their purchase of the original property on Mirror Lake, to what is now the Golden Arrow Lakeside Resort, the Holderieds formed a foundation for generations of their family, and for hundreds of thousands of locals and travelers who love Lake Placid.

Speaking of generations, their family operates Generations on Main Street, as well as the nearby Alpine Mall. The theme of full-service hospitality runs in their blood. Dating back to pre-WWII times, Wini's family owned a bed & breakfast in Balderschwang, Germany. Anyone who has booked a room at the Golden Arrow, or had brunch at Generations, has experienced the family-friendly atmosphere. It comes naturally, as a majority of the family actually works at these establishments, and take pride in doing so as part of their heritage.

Leaders in the community, for decades the family has provided input, support, and knowledge to several boards they've been a part of, in addition to keeping their business a Lake Placid staple. Stefanie played a crucial role in bringing the 1980 Olympic Winter Games to our village, advocating for the bid, and traveling to Austria as our representative to the International Olympic Committee. Following the Games, she trail-blazed the advocacy of maintaining our Olympic facilities for continued use, and worked on bringing tour groups in for the benefit of all businesses.

Woven into the family's legacy of lifting up businesses and championing Lake Placid as a world-class destination, is a sustainability-minded



approach to everything they work on. Being located adjacent to Mirror Lake, they've made improvements to benefit the environment that include green roofs, better stormwater management, and a limestone beach that counteracts the effects of acid rain. Through the Holderied Family Community Fund, they've helped research efforts on salt use in the community.

As the enterprising and community-focused Holderied family continues to grow, so will Lake Placid. Their “Golden” legacy is evident in all they do, and we're excited to see what's next as they help write another chapter of our Olympics village's history.



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TOTAL ECLIPSE *of the lake*

On April 8, 2024, Lake Placid — along with the rest of the Adirondacks — will be one of the best locations in the northeast to view an exceptional event, a total solar eclipse. This isn't just an amazing sight, it's also rare! Total solar eclipses happen over the same place on earth about once every 400 years, so you won't want to miss this.

A total solar eclipse is what happens when the moon passes between the earth and the sun, blocking the sun in our sky. It's an amazing sight from the path of totality, which Lake Placid is in the middle of! Mid-afternoon on April 8, 2024, the entire sky will dim and carefully outfitted viewers — special, protective glasses are a must! — will see the stunning sight of long streamers of light emanating from behind the moon!

Lake Placid is an amazing, dare we even say stellar, spot to view the eclipse, not just because we're in the path of totality, but also because the area has so many great natural spots for viewing! Parks, open fields, historic sites, and many hiking and snowshoeing trails will allow viewers to be totally (see what we did there?!) immersed in the beauty of nature. Lake Placid is such a perfect spot to view totality that Road Trippers Magazine named us one of the best places to see the eclipse!

Best of all, visiting Lake Placid for the eclipse means you'll get to enjoy all the amazing other wonders the village has to offer, from the fresh flavors of local breweries and chef-run restaurants to unique experiences you won't find anywhere else. Plus, special events to coincide with the eclipse are being planned, helping to make April 8, 2024 a truly special day we'll all remember.

There aren't many things that could eclipse the natural beauty of Lake Placid and the Adirondacks, but this total solar eclipse will do it!



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SHOPPING



RETAIL THERAPY

From unique Adirondack keepsakes to outdoor outfitters, shopping in Lake Placid is a must-do for every visitor!

Shopping in Lake Placid is a must-do for every visitor! The region is home to a host of creative local artisans specializing in everything from books to clothing, artwork to jewelry, popcorn to specialty oils and vinegars, artisanal furniture to chocolates, bath and body products made with Adirondack water, and locally sourced vegan treats. And you certainly can't leave here without taking home some maple syrup as a souvenir! Lake Placid shopping is where eclectic meets tradition. Enjoy the spectacular views as you are warmly welcomed into each and every establishment! Feeling adventurous? A number of our stores provide rentals of outdoor gear to help you take full advantage of your time in the great outdoors! Talk about options!

Our collection of shops provides the perfect sampler of Lake Placid flair and is uniquely located near a number of our most sought after attractions: the Olympic speed skating oval, the 1932 and 1980 Olympic ice rinks, the Lake



Placid Visitor Center, the Olympic Museum, the toboggan chute, and Mirror Lake. To top it off, the Olympic bobsled track and Olympic ski jumps are only a short drive from downtown.

When you come to Lake Placid, you'll immediately be struck by how many local artisans and business owners have thrived serving this community and visitors alike! Here, local shop owners and crafters work hard and play hard. Lake Placid is a lifestyle, and when you're not seeing your favorite boutique owners out front, check the slopes! There's year-round fun to be had here, and we're not missing a beat. Indulge in a beautiful shopping experience, and connect with the heart of Lake Placid.



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THE BOOKSTORE PLUS

The Bookstore Plus is your one stop shop in Lake Placid for all things creative. On Lake Placid’s bustling Main Street, co-owners Marc and Sarah Galvin welcome readers from far and wide to come to The Bookstore Plus for their reading, writing, and even painterly pursuits! We got a chance to talk with one of the owners, Sarah, on the experience of running a business and living in Lake Placid.

The Bookstore Plus has been a staple in Lake Placid for decades. In 1973, Sarah’s mother Nancy Beattie, started a music and arts shop; four years later in 1977, Nancy acquired a local bookstore, and then in 1978, the two combined to create The Bookstore Plus we know today.

The Bookstore Plus isn’t just a bookstore either, that “Plus” packs a punch! The store offers art supplies, notebooks, and different materials necessary to spark your own creativity. When the store isn’t crowded with readers on the search for their next book, Sarah and Marc are busy hosting skype author talks, book signings, children’s storytime and crafts, and even adult coloring nights. The Bookstore Plus is just one of the many family-run businesses that flourish in Lake Placid season after season. Sarah notes that having a family-run business means, “being fully invested in our community, from working with local schools to seeing our seasonal customers once a summer.”

Main Street thrives thanks to the hard work and passion from business-owners like Sarah and Marc. Lake Placid is a way of life, and the businesses here have made



a home for generations. Sarah explains that she and her family love being part of the Lake Placid community, “It’s amazing, we love it. Winter is our downtime, we love to go skiing if we have extra time during the day, and then in the summer if we have to run the store all week, we work all week. It’s a great balance if you get out and enjoy your time outside.” Whether it’s The Bookstore Plus or any of the other fine establishments around, discover everyone’s story here in Lake Placid.

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WINTER
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THE HOME OF RELAXATION

The Adirondacks are famous for natural beauty and endless recreational opportunities, but Lake Placid is also renowned for its relaxed, luxurious wellness offerings. This postcard-perfect village is already naturally relaxing, even before you add in a full body massage. You're on vacation, so rejuvenate and treat yourself with a visit to one of the area's many spas and salons.

Lake Placid is a feel-good haven that offers everything you can dream of, from massage therapy to cupping, acupuncture, skincare services, aromatherapy, and so much more. Pick a full service spa where you can linger all day, or take a break from shopping by popping into a soothing sanctuary, no reservations needed. Treatments are inspired by the Adirondacks, with options from maple sugar body scrubs and mineral wraps to soaks infused with hops from a local brewery.

Local spas offer treatments that aren't just about feeling good, but about looking good and treating yourself, too. Gather your friends and away from it all with an afternoon spent getting a massage-filled pedicure, luminous facial, and new hairstyle. By the end of the day, you'll be glowing inside and out!



Lake Placid is the perfect place to reconnect with yourself and offers numerous opportunities for sweet self-care amid Adirondack luxury. A trip to the spa is exactly what your feet need after a day spent exploring Main Street or hiking in the stunning Adirondack mountains. Book a treatment and do what makes your soul — and soles — happy.



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PERFECT COURSES, PERFECT ROUNDS

There's golf, and then there's Lake Placid golf. With award-winning, historic courses featuring an array of challenges and big mountain views, golfing in Lake Placid is the perfect way to spend a summer day.

Seven public courses in the area offer both beginners and experts wooded mountain courses and Scottish links. Several courses have executive length holes, and all are around par 72.

History buffs will tell you some of golf's greats have refined their games and even designed the courses here in Lake Placid. Names like Ben Hogan, Joe Kirkwood Sr., Seymour Dunn, and Lake Placid native Craig Wood have put their

stamp on exceptional golf in Lake Placid.

FUN FOR EVERYONE

Whether you're a lifelong putter or you're still sorting out which iron is which, the right option is here for you. Want to try golf for the first time while on your perfect vacation? Lessons are available for all levels. What better place to learn to golf than in the fresh air and breathtaking backdrop of the Adirondacks?

Make a weekend of it and try a round at each course. You'll be rewarded with views of the Olympic ski jumps and the High Peaks — including nearby Whiteface Mountain — and a taste of the variety that golfing in Lake Placid has to offer.

After you finish enjoying a round or two, clubhouses offer relaxing settings, chef-crafted meals and cool drinks. When you want to give your feet a break, stroll over to Mirror Lake, where you can take a refreshing dip or lay in the sunshine on the beach. If you've worked up an appetite or want to wet your whistle, treat



yourself at one of the village's breweries or restaurants. Indulge your golf dreams this summer in Lake Placid. Whether your round is perfect or not, your vacation certainly will be!



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LODGING



A PERFECT PLACE TO STAY

From luxurious resorts and cozy bed and breakfasts to rustic cabins, Lake Placid has a variety of options to choose from for your basecamp.

LUXURY RESORTS

There are many elegant lodges that combine luxury with forest-inspired decor that is reminiscent of the Great Camps of the Gilded Age. These properties are adult playgrounds with amenities to suit your needs, more entertainment options, and many have their own private beach access.

DOWNTOWN LODGING

Are you looking for a place to stay that is right where all the action is? Then make a reservation at one of the fantastic resorts along Main Street, where shopping, restaurants, and lake access are just outside your back door.

QUIETER SIDE OF TOWN

If you are looking to get away from the hustle and bustle of Main Street, there are picturesque inns and cabins available on the quieter side of town, perfect for an elegant getaway from everyday life. No matter where you stay, downtown Lake Placid is always just a few minutes away, which offers great restaurants, fun shopping, and lakeside views of the Adirondack mountains.

UNPARALLELED ACCESS

Book your stay and get ready to renew yourself on the shores of Mirror Lake and enjoy the



unparalleled access to both the lake and the village. The public beach offers a great place to hang out lakeside, where you can swim, fish, paddle, and take in the view of the Adirondack mountains. Access doesn't get any better than this!



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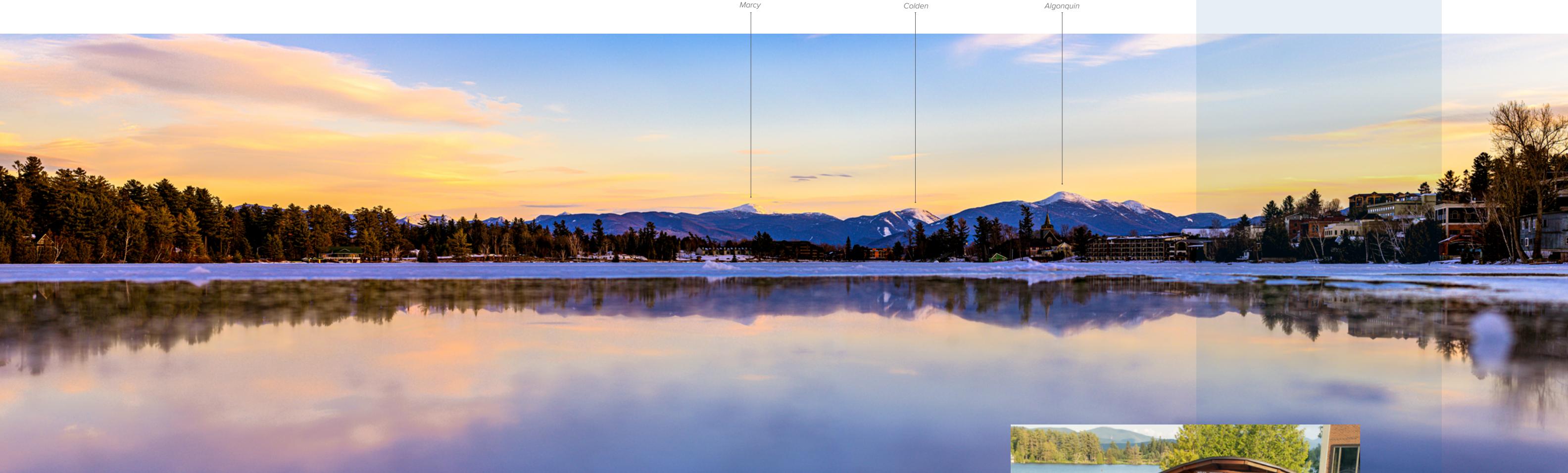
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WHAT'S IN A NAME?

That lake you can see from Main Street isn't actually Lake Placid. It's a beautiful body of water called Mirror Lake. And if you happen to be there on a calm day, it's easy to see how it got its name. Mirror Lake is more than just a pretty face. It's at the very heart of what makes Lake Placid so special.

Mirror Lake isn't all that big, especially when compared to Lake Placid, which is a mere stone's throw away. At about 1 mile long and 60 feet deep, you can walk around it in under an hour following Main Street and Mirror Lake Drive. But this little lake is the heart of downtown recreation. Lake Placid Public Beach is popular with families in the hot summer days. It's staffed by lifeguards and has a bathhouse with changing rooms and restrooms. It's common to see craft of all sorts floating out on the calm waters. Canoes, kayaks, stand up paddleboards, and small sail boats dot the clear waters. There are no motors allowed, so paddlers don't have to worry about wakes and fast-moving boats. Also in the summer you can find

triathletes swimming the famed Ironman course as they prepare for the big race.

FROZEN FUN

The fun doesn't stop when the lake freezes over. In the winter the village clears a skating path around the lake, as well as several hockey rinks. Pond hockey tournaments are held out on the ice. There's a toboggan ride that shoots riders across the frozen lake and you can even take a ride on a dog sled.

THE SOUND OF MUSIC

In the summer, the Songs at Mirror Lake concert series holds free concerts every Tuesday evening

at the Dr. Paul White Memorial Band Shell in Mid's Park. You can even enjoy the concerts while floating on the lake! The band shell is also home to weekly Wednesday concerts by the Lake Placid Sinfonietta.

MOUNTAIN PURE

Lakes need love too! The health of Mirror Lake, its plants, animals, and the quality of the water itself are so important to us.

To help protect and improve its quality, local and state leaders have



taken steps to cut the road salt and other pollutants that can get in the water. New snow plows, salt alternatives, and filtering systems for storm runoff all cut down what goes into the lake.

By working together with organizations like the Ausable River Association, the lake is showing promising improvements. You can help us care for it too! Clean up after Fido, trash your trash, properly dispose of fishing line, and leave the lake amazing for the next person and for future generations.

DINING

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(518) 523-1689

Bazzi's Pizza
2536 Main St, Lake Placid
(518) 523-9056

Ben & Jerry's
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(518) 302-5292

Big Mountain Deli & Creperie
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EatLakePlacid.com
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BigSlideBrewery.com
(518) 523-7844

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Black Bear Restaurant
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subway.com
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The Coffee Bar
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(518) 302-1616

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(518) 302-3045

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2384 Saranac Ave, Lake Placid
(518) 523-4411

The Great Room & MacKenzie Restaurant
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(518) 523-2556

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thegreeksadk.com
518-302-5088

The View Restaurant at the Mirror Lake Inn
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mirrorlakeinn.com
(518) 302-3000

Top of the Park
2407 Main St, Lake Placid
topofthepark.bar
(518) 523-3632

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(518) 219-3504

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Stagecoach Inn
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(518) 523-9698

The Boha Motel
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woodlakeinn.com
(518) 523-2750

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thehauslakeplacid.com
(518) 523-3005

The Lake Placid Inn Collection: Boutique Hotel
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lakeplacidinn.com
(518) 523-6162

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lakeplacidinn.com
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The Pines Inn
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tmax-n-topo.com
(518) 523-0123

Town House Lodge by the Lake
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townouselodge.com
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(518) 523-9572

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thewhitefacelodge.com
(518) 523-0505

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(518)566-4110

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(518) 946-6133

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2533 Main St, Lake Placid
lakeplacidjewelry.com
(518) 523-7829

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2531 Main St, Lake Placid
cinderellaslp.com
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(518) 523-1177

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2599 Main St, Lake Placid
cunninghamsskibarn.com
(518) 523-3706

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2416 Main St, Lake Placid
darrahcooperjewelers.com
(518) 523-2774

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2453 Main St, Lake Placid
easternmountainsports.com
(518) 523-2505

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2527 Main St, Lake Placid
(518)523-2388

G.H. Bass & Co. Factory Outlet
2466 Main St, Lake Placid
ghbass.com
(518) 523-7229

Gallery 46
2525 Main St, Lake Placid
lakeplacidarts.org
(518) 523-2512

Green Goddess Natural Foods
2051 Saranac Ave, Lake Placid
greengoddessfoods.com
(518) 523-4676

Hannaford Supermarket
45 Hadjis Way Lake Placid
hannaford.com
(518) 523-3279

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highpeakscyclery.com
(518) 523-3764

Identity
2427 Main St, Lake Placid
(518) 523-9300

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maginationstationlp.com
(518) 523-3971

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irishtreasureslp.com
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(518) 523-0064

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lpostrustics.com
(518) 837-5176

Lake Placid Center for the Arts
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lakeplacidarts.org
(518) 523-2512

Lake Placid Christmas Company
2435 Main St, Lake Placid
(518) 523-8210

Lake Placid Farmers Market
2051 Saranac Ave, Lake Placid

Lake Placid House of Jerky
2418 Main St, Lake Placid
lakeplacidhoj.com
(518) 302-5100

Lake Placid Ski & Board Shop
2532 Main St, Lake Placid
lakeplacidskiandboard.com
(518) 523-7245

Life is Good
2517 Main St, Lake Placid
(518) 837-5509

Little Blue House by Hatley
2501 Main St, Lake Placid
(518) 302-5482

Locker Room 5
2573 Main St, Lake Placid
lockerroom5.com
(518) 302-5549

Man and Beast
2779 Main St, Lake Placid
manandbeastlp.com
(518) 523-0157

Marshalls
45 Hadjis Way, Lake Placid
(518) 523-8790

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2428 Main St, Lake Placid
maryballouesign.com
(518) 837-5270

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(518) 837-5087

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placidboats.com
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2242 Saranac Ave, Lake Placid
placidplanetbicycles.com
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pureplacid.com
(518) 837-5345

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quantumapparellp.com
(518) 837-5549

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ruthiesrun.com
(518) 523-3271

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2439 Main St, Lake Placid
saratogaoliveoil.com
(518) 302-5236

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2423 Main St, Lake Placid
SimpliNature.com
(518) 302-5769

South Meadow Farm Maple Sugarworks
67 Sugarworks Way Lake Placid
maplesugarworks.com
(518) 523-9369

Sparkle
2523 Main St, Lake Placid
sparklelakeplacid.com
(518) 837-5098

Station St Wine & Liquor
6109 Sentinel Rd, Lake Placid
(518) 523-0310

Stouts and Stogies
2527 Main St, Lake Placid
(518) 837-5063

Super Shoes
2044 Saranac Ave, Lake Placid
(518) 523-4452

Terry Robards' Wines & Spirits
2047 Saranac Ave, Lake Placid
trwslpny.com
(518) 523-9072

The Bookstore Plus
2491 Main St, Lake Placid
thebookstoreplus.com
(518) 523-2950

The Fallen Arch
2537 Main St, Lake Placid
thefallenarch.com
(518) 523-5310

The Good Bite Kitchen
6115 Sentinel Rd. Lake Placid
thegoodbitekitchen.com
(518) 637-2860

The Lake Placid Flower & Gift Co.
5970 Sentinel Rd, Lake Placid
lakeplacidflowerandgift.com
(518) 523-9494

The Smoking Cork
2527 Main St, Lake Placid
(518) 302-5106

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1975 Saranac Ave, Lake Placid
adktrade.com
(518) 523-3047

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5730 Cascade Rd, Lake Placid
(518) 523-5361

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2458 Main St, Lake Placid
xpapparel.com
(518) 523-7207

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wygthat.com
(518) 523-8079

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45 Hadjis Way #3 Lake Placid
(518) 523-2333

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2420 Main St, Lake Placid
cbdrx4u.com
(518) 837-5104

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2527 Main Street, Lake Placid
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