

2019 Lodging Report

Lodging Staff:

Rachel Karp, Director of North Country Operations
Baylee Crowningshield - Front Desk Supervisor
Ashley Vu - Front Desk Staff
Tammy "Cat" Hadlow - Front Desk Staff
Pat Bixler - Front Desk Night Manager
Tom Donavon - Front Desk Night Manager
Dan Winkler – Chef
Edward Gries – Chef
Felomina Ramos - Housekeeping Supervisor
Ryan Miller - Head Loj Crew
Ambie Garcenila - Loj Crew/Hungry Hiker

Kevin McDonough - Maintenance Director
Darren LaRocque - Maintenance Assistant
Mark Minnoe - Maintenance Assistant
Dick Nickles - Maintenance Assistant
Henry Liebers - Johns Brook Property Coordinator
Robert Clark - High Peaks Information Center
Manager
Mary Dougherty - High Peaks Information Center
Assistant Manager
Noah Haber - High Peaks Information Center Staff

The Heart Lake Property and Johns Brook Property strive to provide our guests with not only a safe and comfortable place to stay but giving our guests an experience they will remember. By offering a variety of overnight accommodations including lodging, cabins and camps, tent sites, lean-tos, and canvas tents ADK is able to appeal to a wide range of visitors.

Throughout the year we accommodated 15,370 overnight guests ranging in all ages and from places as far away as Australia and Singapore but with most guests from the Mid-Atlantic and New England states as well as Quebec and Ontario, Canada. This is a 5.2% increase in the actual number of people from 2018. As overnight guests, they are typically spending additional dollars on food, merchandise, and/or rentals which allows us to have additional points of contact with each person. With this we are not only able to provide them with the goods and services they need for their stay but the experience they are seeking as well as information about the Adirondack Mountain Club. So, as we are making points of contact on the peaks and in the parking lots, we are also making these contacts at the front desk, in the dining room, in the campground, and throughout the properties.

In 2019 we saw an average occupancy increase of 3.4% of our 15-year average. This means we are not only seeing an increase in the people we are able to make contact with but also increasing our revenues which in turn supports the mission of ADK. We have been working closely with the communications department to increase the marketing of our facilities, highlighting various facilities when occupancy looks low.

Our net promoter score is essentially a measure of guest loyalty; it reflects the willingness of guests to recommend us to others and is measured on a scale of -100 to 100. A rating of 85.6 is excellent in the hospitality industry. The net promoter score is gathered directly from the question “You would likely recommend the Adirondack Mountain Club to a friend or colleague?” We have an overall 92% rating through our post stay surveys in which our guests are able to reflect on their stay and rate their experience with everything from the booking process to the food service to the quality of the facilities. The net promoter score really tells us how we are doing industry wide and is a key factor in one of our most important forms of communication, word of mouth. We rely on our guests and visitors to talk about their experience, share it with their friends and family, and encourage people to stay with us.