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**Contact:**

Eric Scheffel (I LOVE NY) | (518) 292-5274 | [eric.scheffel@esd.ny.gov](mailto:eric.scheffel@esd.ny.gov)

Lea Komitzky (MMGY) | (646) 589-0182 | [lkomitzky@mmgy.com](mailto:lkomitzky@mmgy.com)

## **NEW YORK STATE CELEBRATES THE ART OF WINTER TRAVEL WITH NEW HOTELS, BREWERY OPENINGS AND SEASONAL ACTIVITIES**

*Exciting new tourism developments, seasonal events and adventures await visitors  
across the Empire State this winter season*

**Albany, NY – November 20, 2024** – [New York State](#) welcomes winter's approach with new tourism developments, including exciting hotel openings and an array of new attractions that invite residents and visitors to embrace the beauty and excitement of seasonal travel. From breathtaking landscapes and outdoor adventures to cozy eateries and vibrant cultural festivities, New York State has something for everyone this winter.

**I LOVE NY Executive Director of Tourism Ross D. Levi** said, "Each year, New York State transforms into a winter wonderland, providing unparalleled experiences for travelers, and this year is no different. An incredible blend of new hotels, indoor and outdoor activities, and culinary adventures awaits visitors this season, making it easier than ever to discover how easy it is to love New York in winter."

Here's a glimpse of what's new across New York State this winter:

### **Sleep In Style: New Hotel Openings**

New York will welcome new and updated lodging options across the state, each blending comfort, style and local charm. From traditional stays to modern luxury hotels, these accommodations offer unique spaces to relax and recharge while exploring what each region has to offer.

- **[The Henson \(Catskills\)](#)**: This newly opened 16-room boutique hotel in the heart of the Catskill Mountains offers a luxurious yet tranquil escape for guests. The hotel features elegant and thoughtfully designed spaces, from a sky-lit living room and a meditative library to a roof deck with panoramic mountain views. Guests can also unwind in the sprawling garden with a fire pit.
- **[Hotel Brookmere \(Capital-Saratoga\)](#)**: Opening January 1, this modern luxury hotel located just minutes from downtown Saratoga Springs will feature contemporary guest rooms designed with natural woods and stone to reflect the area's natural surroundings. The Arbor Spa, open to the public, will pay homage to Saratoga Springs' heritage of healing, with each treatment room

designed to reflect the changing seasons. In addition, the hotel will feature refined dining and ten acres of wetlands to explore.

- [La Tourelle Hotel, Bistro and Spa \(Finger Lakes\)](#): This longstanding Ithaca gem is now under new ownership and undergoing renovations set to finish by March. Bringing modern updates to the first floor, lobby, and restaurant, the hotel will provide guests an upgraded home base as they visit the nearby Buttermilk Falls State Park and unwind at the luxurious August Moon Spa.

### **The Next Adventure: New Ski Area Upgrades**

New York State's ski mountains are constantly enhancing their facilities and programming to ensure a premier experience for skiers of all levels. From expanded trails to upgraded amenities, these mountains are committed to evolving alongside the latest trends in winter sports and outdoor recreation.

- [Gore Mountain \(Adirondacks\)](#) will debut its brand-new 18,300 square-foot [North Creek Ski Bowl Lodge](#). The lodge will feature a restaurant, two expansive patio levels, and a ski lift to elevate the mountain experience. Additionally, 73 newly upgraded cabins on the Northwoods Gondola, designed to accommodate wider skis and snowboards, will enhance the experience for skiers and outdoor enthusiasts, reinforcing Gore Mountain's status as a premier Adirondack attraction.
- [McCauley Mountain Ski Center \(Adirondacks\)](#) is enhancing its ski experience with a new 1,600 square-foot, three-sided deck at the chalet, complete with outdoor fire pits for added warmth, while introducing a new magic carpet lift in the learning area.
- [Whiteface Mountain \(Adirondacks\)](#) will expand its learning space by introducing an eco-friendly heated patio at the Bear Den Learning Center. Nearby, The Notch, a new detachable quad lift, will link skiers to two thrilling mountain destinations, including the Legacy Lodge, promising easy access to unforgettable experiences.
- [Snow Ridge \(Adirondacks\)](#) has expanded terrain park elements on the Arsenal trail for thrill-seekers. Guests will also be able to enjoy the newly renovated Wax House Café and visit the revamped Tavern230, which will soon be home to the "Loony Goony Gastropub" offering a unique dining experience.
- [Belleayre Mountain \(Catskills\)](#) is marking its 75th anniversary with a 28,000-square-foot expansion of its Discovery Lodge this winter season, providing enhanced services and more space for skiers. The season will also introduce an innovative learning area near the summit with a new moving carpet and a scenic plateau to inspire new skiers and riders with sweeping mountain views and a supportive space for developing their skills.
- [Holiday Mountain \(Catskills\)](#) has completed over \$5 million in improvements and three new trails, including "Hackledam" – the steepest in the Catskills. The upgrades include a rebuilt quad chairlift spanning 2,700 feet, extensive enhancements to the snowmaking system, and new fiber optic installations to improve race timing on the newly added Giant Slalom race trail. Holiday Mountain has also expanded its night skiing offerings, upgraded parking, and revamped its learning center tailored for terrain-based learning.
- [Plattekill Mountain \(Catskills\)](#) will welcome skiers to explore "Whiskeys Way," a new intermediate trail that brings the trail count to 41. Season pass holders will also gain access to "Platty Perks," with discounts at local businesses and free or discounted tickets at 37 partner mountains, along with "Buddy Passes" for friends on Fridays and Sundays.
- [Windham Mountain Club \(Catskills\)](#) has upgraded public spaces at the club, including a renovated lobby area for guest services and the introduction of "The Shop," an upscale retail outlet. Mid-mountain dining will include "Rocco's," an Italian market, and the scenic "Peaks"

coffee bar at the summit. Members will also enjoy exclusive amenities like a state-of-the-art fitness center, a dedicated adventure concierge, and dining options inspired by the Italian Alps, further establishing Windham Mountain Club's reputation as a premier year-round destination.

- [HoliMont Ski Resort \(Chautauqua-Allegheny\)](#) is enhancing its winter offerings with major snowmaking upgrades, including over 4,000 feet of new snowmaking pipe to keep the slopes in top condition. Beyond the slopes, HoliMont is expanding its appeal for mountain bikers with four new year-round trails—bringing the total to 20—and an 18-hole tournament-level disc golf course.
- [Greek Peak Mountain Resort \(Finger Lakes\)](#) is implementing various upgrades to improve the ski experience, including a widened Castor Connection for safer merging from Castor Trail, and a new online purchasing portal and hand scanners to maximize time on the slopes. Additionally, Greek Peak is in the first stage of their three-year plan to replace all rental equipment with newer models.
- [Mount Peter Ski Area \(Hudson Valley\)](#) is taking family fun to new heights with cutting-edge upgrades, including a new 1,500-square-foot lodge at the tubing area. Additionally, a new snowmaking system will ensure snow-covered tubing conditions even when temperatures are above freezing, perfect for peak winter fun.

### **New On the Slopes: Winter Programming**

New York's array of new outdoor winter adventures invites visitors to experience exciting attractions and enhancements across the State.

- **New York State Pride Ski Weekends (Adirondacks and Catskills):** The first ever [Adirondack Winter Pride Weekend](#) is scheduled for March 7-9. The weekend of programming will feature a wide range of indoor and outdoor activities for all ages and abilities throughout the Village of Lake Placid and the region's historic Olympic venues including a welcome party, downhill skiing at Whiteface Mountain, cross-country skiing on 55 kilometers of Olympic trails, ice skating inside the historic Olympic Center, and an après-ski party with music and dancing on Saturday. Additionally, [New York State Pride Ski Weekend](#) returns to the Catskills for the second annual event at Belleayre Mountain February 7-9. Events will include a special "Pride Glide," group ski lessons and après-ski events complete with music and cocktails.
- **SKI NY Free for Kids Passport Program (Statewide):** Celebrating its 25th season, the SKI NY Free for Kids Passport Program will offer free skiing for third, fourth, and now fifth graders at 25 participating New York ski areas. With a one-time \$45 processing fee, parents can easily apply online at [iskiny.com](http://iskiny.com), and the Passport will be ready for immediate use once processed. Designed to make skiing more accessible and foster a love for winter sports, this program introduces more young skiers to New York's slopes.
- **Legacy Sites Passport (Adirondacks):** The Olympic Authority will bring back the Lake Placid Legacy Sites Passport for the winter ski season, allowing visitors to experience activities at all four sites – the Olympic Center, Olympic Jumping Complex, Mt. Van Hoevenberg and Whiteface Mountain – and save 10% on all shopping and dining.
- **Mt. Van Hoevenberg (Adirondacks):** As a beacon of Olympic heritage and winter sports, Mt. Van Hoevenberg will add a dynamic layer to its offerings by hosting exciting new international events this season, including the IBSF Bobsled & Skeleton World Championships. With unmatched snowmaking capabilities and state-of-the-art fiber infrastructure, this Nordic center will be primed for global broadcast, showcasing the venue's world-class appeal and commitment to excellence.

- [The Olympic Center \(Adirondacks\)](#): With its new Miracle Plaza and beloved museum, this popular attraction continues to honor Lake Placid's Olympic legacy. Visitors will be able to skate on the newly renovated historic James C. Sheffield Speedskating Oval or attend events on one of the nation's few remaining outdoor rinks. Behind the scenes, the center's sustainable features like upgraded ice rink refrigeration and an outdoor snow-melt system underscore its commitment to environmental stewardship.
- [Ice at Canalside \(Greater Niagara\)](#): The popular Buffalo waterfront ice rink reopens for the season on Friday, November 22 with a [full slate](#) of special events and theme nights. This year, ice bumper cars are back after a one-year hiatus, with a new fleet of vehicles available for guests.

### **Stay Warm & Explore: New Indoor Attractions**

New York has a variety of new indoor attractions set to open throughout the winter season. From interactive exhibits to family-friendly entertainment, these spots offer travelers exciting ways to stay active, engaged, and inspired—all in the comfort of a warm, welcoming environment.

- [Sciencenter's Attack of the Bloodsuckers Exhibit \(Finger Lakes\)](#): The Sciencenter in Ithaca is home to a new [Attack of the Bloodsuckers](#) interactive exhibit exploring the world of parasites, mosquitoes and ticks. Open now through January 2025, it is perfect for kids and families seeking a fun and educational experience.
- [The Castle Fun Center \(Hudson Valley\)](#): This popular family-friendly attraction is expanding this winter, adding a new roller-skating rink and bowling alley to its offerings, which already include go-karts, mini-golf, ax-throwing, laser tag and mini golf, creating a one-stop destination for endless entertainment.
- [The National Comedy Center \(Chautauqua-Allegheny\)](#): The nation's official museum and archive dedicated to the art of comedy unveiled a new exhibit in October honoring the late Norman Lear and his legacy of comedy and civic engagement. The famed comedy writer and producer is remembered with a special installation recognizing his life's work, including promoting equal participation for all Americans in the democratic process. The exhibit runs through 2025.

### **Shop Local & Savor Fresh Flavors: New Culinary Offerings**

New York State is welcoming a series of culinary and shopping experiences that celebrate the region's local artisans, flavors, and creative talent, offering residents and visitors alike a fresh perspective on its unique offerings.

- [Bella's Brewery at Océane Vineyards \(Hudson Valley\)](#): Nestled within Chester's renowned Océane Vineyards, the new Bella's Brewery offers craft beers made with locally sourced ingredients. The vineyard's historic barn is also currently undergoing restoration to serve as a unique event space for weddings and seasonal gatherings.
- [Big Eddy Brewing Co. \(Catskills\)](#): Narrowsburg's first craft brewery offers a range of traditional beers alongside local ciders, wines, seltzers and cocktails. The craft beverage pair perfectly with wood-smoked meats from nearby partner restaurant [Smōkd](#), including brisket, ribs, and even pulled mushrooms.
- [Gray Willow \(Catskills\)](#): The recently opened bar, restaurant and brewery offers a cozy, rustic atmosphere with a focus on craft brews made from locally sourced ingredients. Formerly the Brennan Schoolhouse Inn in Earlton, the inviting taproom features wooden decor and outdoor seating with stunning mountain views, and serves small-batch IPAs, stouts and seasonal brews inspired by the region's natural beauty.

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### **About I LOVE NY**

New York State is a premier vacation destination with world-class attractions, picturesque natural beauty, locally sourced cuisine and a vibrant craft beverage scene, an array of accommodations, and iconic, year-round festivals and events. Its 11 diverse vacation regions feature some of the world's top-ranked beaches; two out of America's top three favorite state parks; breathtaking Niagara Falls; more ski areas than any other state; one of the nation's longest foliage seasons; multiple Halls of Fame; the largest publicly protected area in the contiguous United States; and the country's longest multi-use trail. Add in the state's unique museums, historic landmarks, cultural sites, charming small towns and urban playgrounds, and it's no wonder New York has been consistently chosen as a top getaway by travel publications and experts.

For more information on new developments and other happenings in New York State, visit [iloveny.com](https://iloveny.com). Press releases and other media assets can be found online in the press room or on [X](#) (formerly Twitter).

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