

Media Kit  
'22

# *Weekender*

Live a Life of Adventure!

[weekenderhotels.com](http://weekenderhotels.com)







# Who We Are

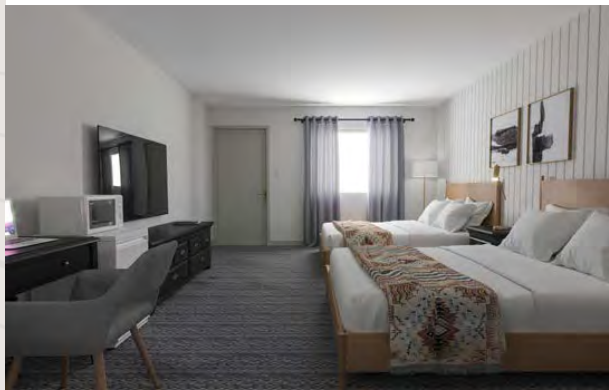
Our Vision is to inspire the next generation of  
travelers to adventure more into the great  
outdoors.

Our mission is to bring “The Weekend” back to the  
lives of our guests.

*Weekender*

# What We Stand For

- Outdoor adventure activities and exploration
- Environmental sustainability and consciousness within our community and environment
- Promoting health and wellness and personal growth with our guests and team
- Providing new experiences and design-forward hotels for people to bring the weekend back to their lives
- Implementing state of the art technology as smart hotels as well as exploring how hospitality will interplay with the metaverse and the NFT world







# Potential Questions

- How is hospitality and traveler trends changing due to the pandemic?
- What role is technology playing in hospitality?
- Where do you see leisure hospitality and travel going in the coming years as we emerge from the pandemic?
- What role will the metaverse and NFT's play in the hospitality industry moving forward?
- How are travelers' preferences changing coming out of the pandemic for where they stay and how they vacation?





# Storylines



New Generation of travelers prioritizing independent, boutique, and novel hotels and experiences over the familiar



Travelers' average spend on accommodations and length of stay increasing, as priorities have shifted post-pandemic



More travelers gravitating to the Great Outdoors and locations that support that desire for adventure and getting “back to nature”



Weekender embraces a technology-first approach to modern hospitality, making all hotels “Smart Hotels” with state-of-the-art tech to seamlessly integrate and improve travelers' experiences



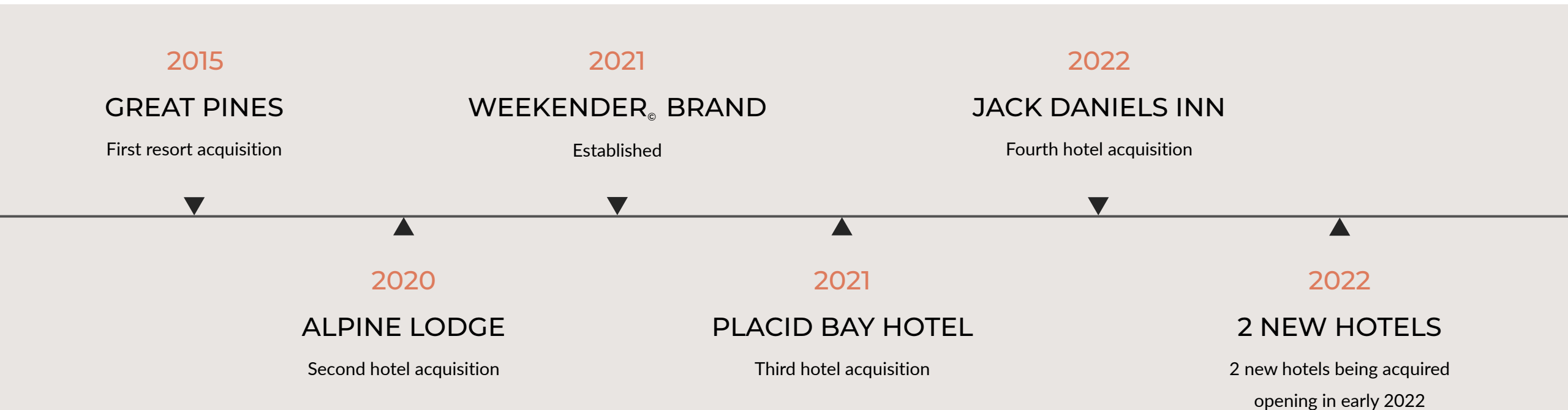
Weekender embraces innovation, pioneering what hospitality today looks like in the metaverse, web 3.0, and with work on a novel hospitality NFT project

# Our Journey

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Weekender started with a property in the Adirondack Mountains of Upstate NY. It was a refocus on what makes life worth living: the sense of adventure of heading out into the great outdoors on a new hike, the calm and freedom of slowing down to watch the sunrise over the lake, the community and connection of gathering around a warm campfire to share stories after a day full of outside adventures.

We invite you to experience for yourself the freedom of the great outdoors, the power of connecting with others and experiencing new things, the joy of a life lived on purpose, and the transformation available through adventure. This message is resonating with guests around the world because our organization is growing quickly. We're now headed into our second year with 4 hotels and 2 new upcoming launches in summer of 2022, and we have several more hotels and experiences planned for the next few years.



# Our Properties



Old Forge, NY

[Website >](#)

[greatpines.com](http://greatpines.com)



Lake Placid, NY

[Website >](#)

[placidbay.com](http://placidbay.com)



North Creek, NY

[Website >](#)

[adirondackalpinelodge.com](http://adirondackalpinelodge.com)



Peterborough, NH

[Website >](#)

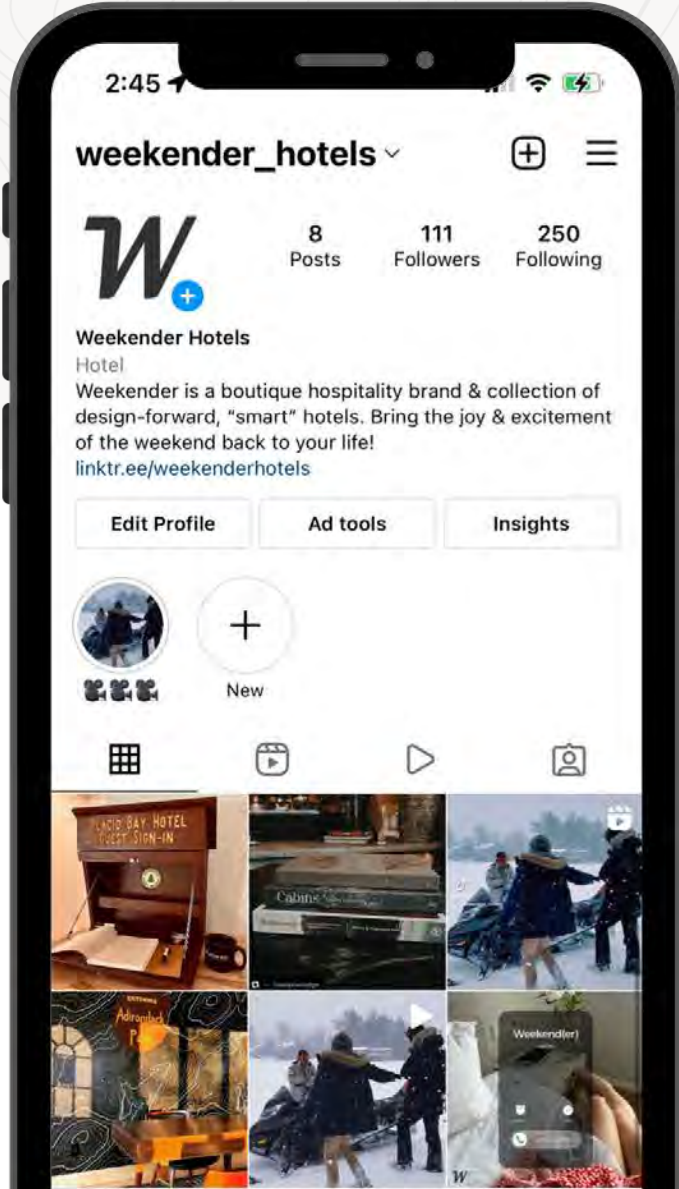
[jackdanielsinn.com](http://jackdanielsinn.com)

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S O C I A L

# Where You Can Find Us



@weekender\_hotels

[instagram.com/weekender\\_hotels](https://www.instagram.com/weekender_hotels)



Weekender Hotels

[linkedin.com/company/weekender-hotels](https://www.linkedin.com/company/weekender-hotels)



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[facebook.com/weekenderhotels](https://www.facebook.com/weekenderhotels)



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[tiktok.com/@weekender\\_hotels](https://www.tiktok.com/@weekender_hotels)



Weekender Hotels

[youtube.com/channel/  
UCj0pq5wecLXAwAxM-ou8-rQ](https://www.youtube.com/channel/UCj0pq5wecLXAwAxM-ou8-rQ)



@weekender\_hotels

[pinterest.com/weekender\\_hotels/](https://www.pinterest.com/weekender_hotels/)



## In The Press

Placid Bay Inn changes hands after four decades

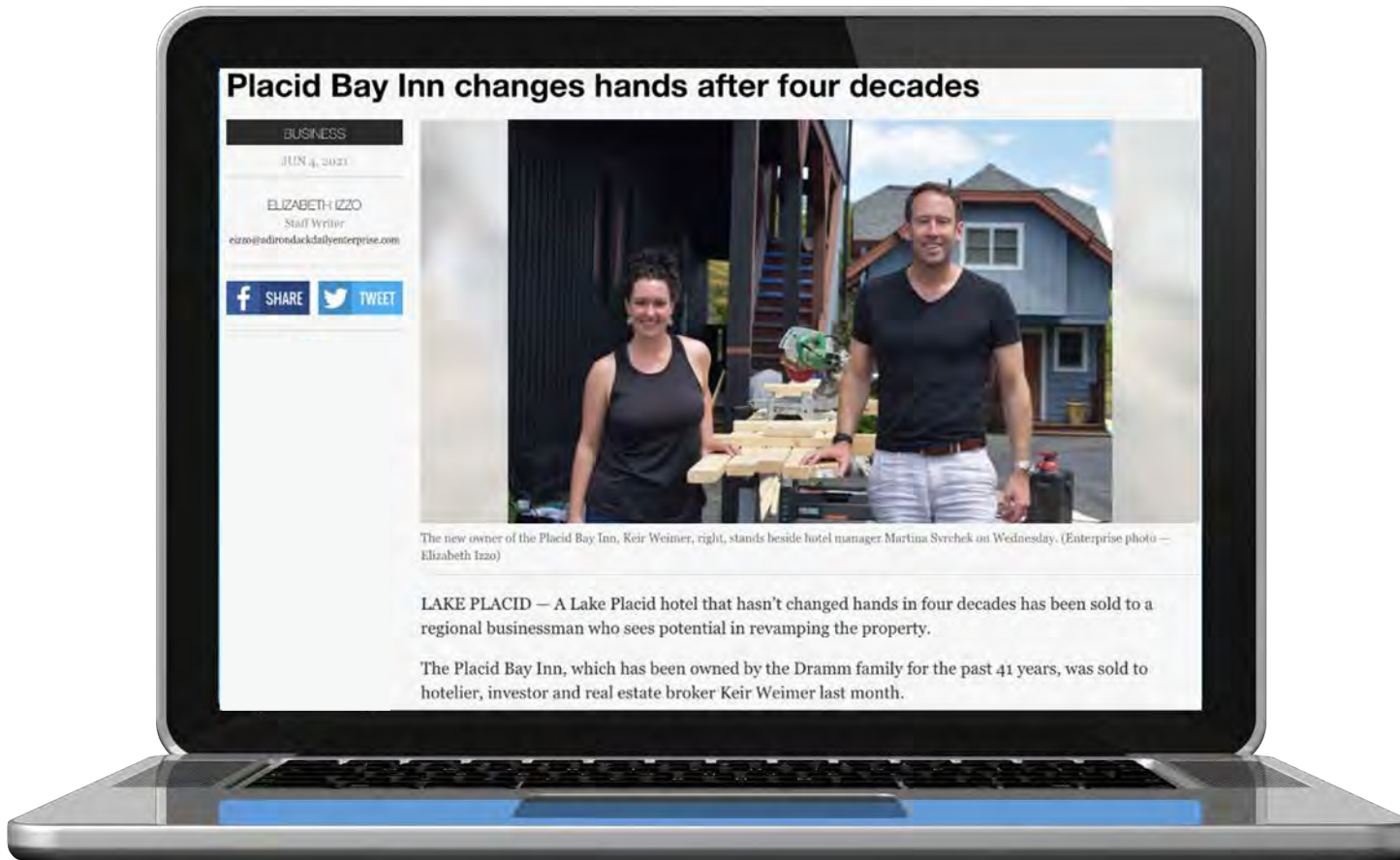
[Article >](#)

Real estate broker buys third  
Adirondacks resort property.  
New England is next

[Article >](#)

2021 Best Of The  
Adirondacks Winners

[Article >](#)



# Our Founder & CEO



Growing up I would escape to the Adirondack Mountains of Upstate NY with my family. It was a magical place for me, where I created some of my best memories growing up: exploring nature and the great outdoors – hiking the High Peaks, swimming and fishing in the lakes and rivers, building campfires with my friends, or experiencing the ultimate rush of skiing down a mountain.

Weekender started with a property in the Adirondack Mountains of Upstate NY. In many ways it was a coming home for me. And, most importantly, it is my hope that Weekender is an invitation and an inspiration to others to create their own memories just like the ones I created and hold so deeply.

As an avid outdoor enthusiast and athlete, you can often find me summiting a mountain, skiing in the backcountry, flying down a single-track mountain bike trail, or out on the open water boating, sailing or kayaking. It's out in the great outdoors where I feel most free and at home, and where I invite you to come along for the adventure!

THE  
WALL STREET  
JOURNAL.

Forbes

Entrepreneur



The  
New York  
Times

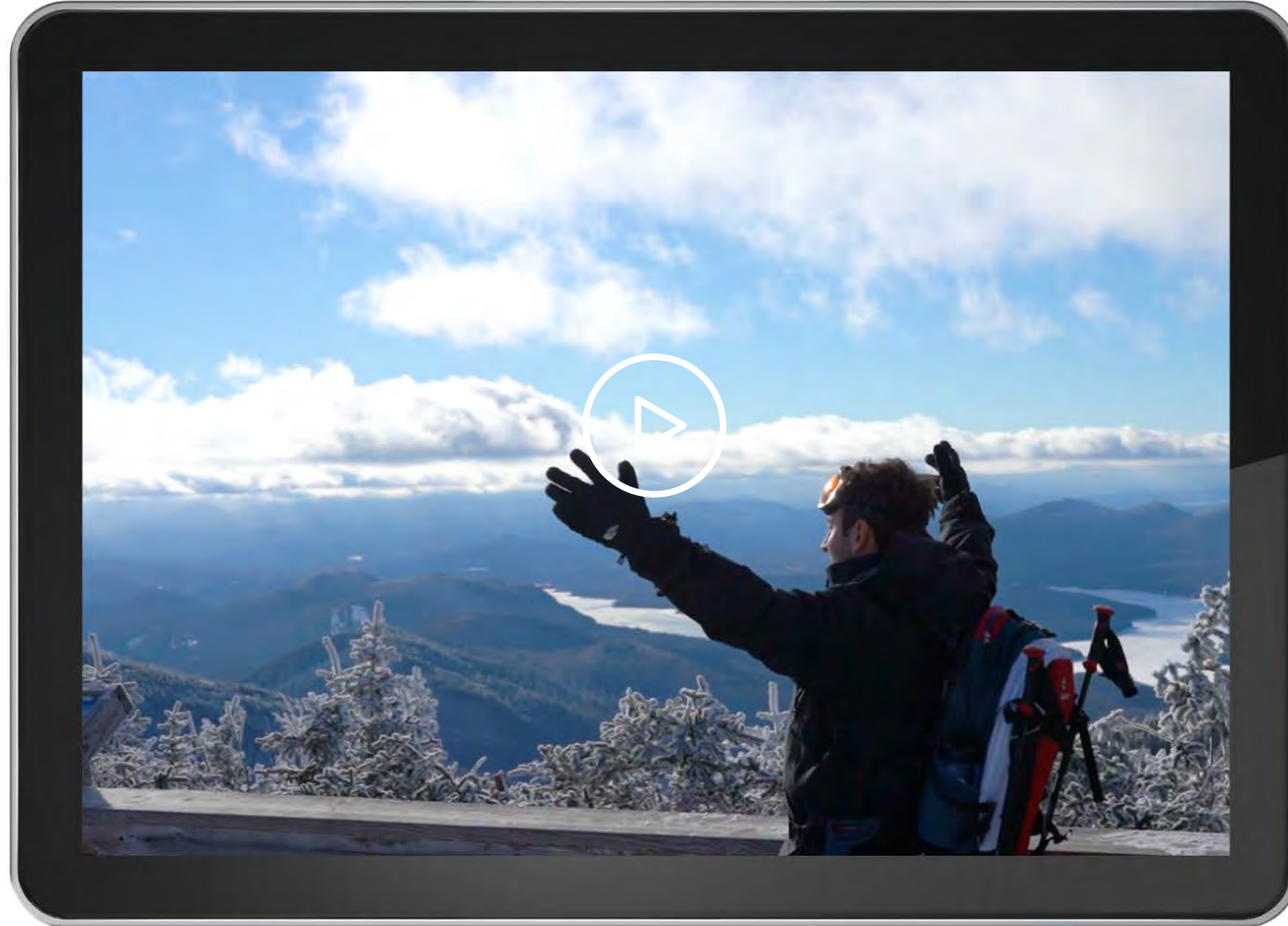
Bloomberg

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# Founder Story Video

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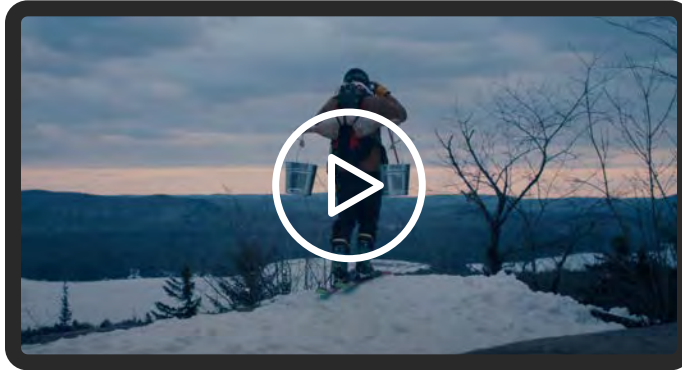


Watch Now



EXPERIENCE THE #1 RATED  
ADIRONDACK HOTEL & RESORT

Watch Now



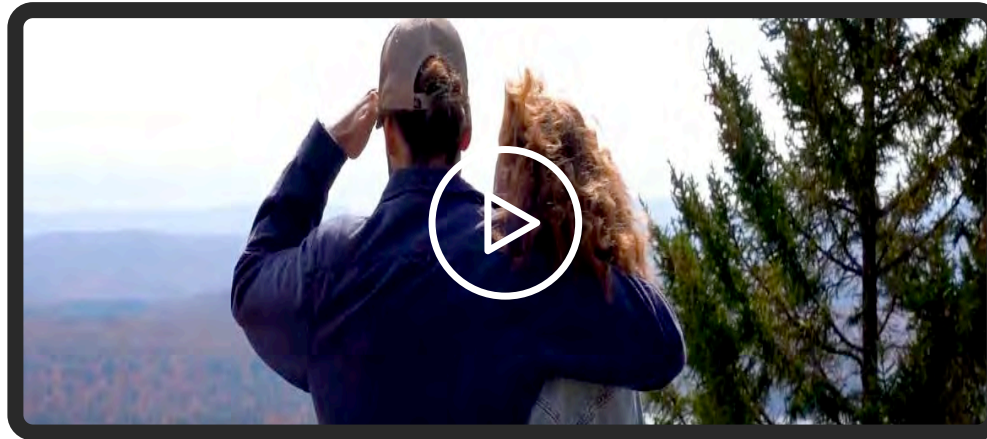
GATHERING | GREAT PINES

Watch Now



LEARN MORE ABOUT GREAT PINES

Watch Now



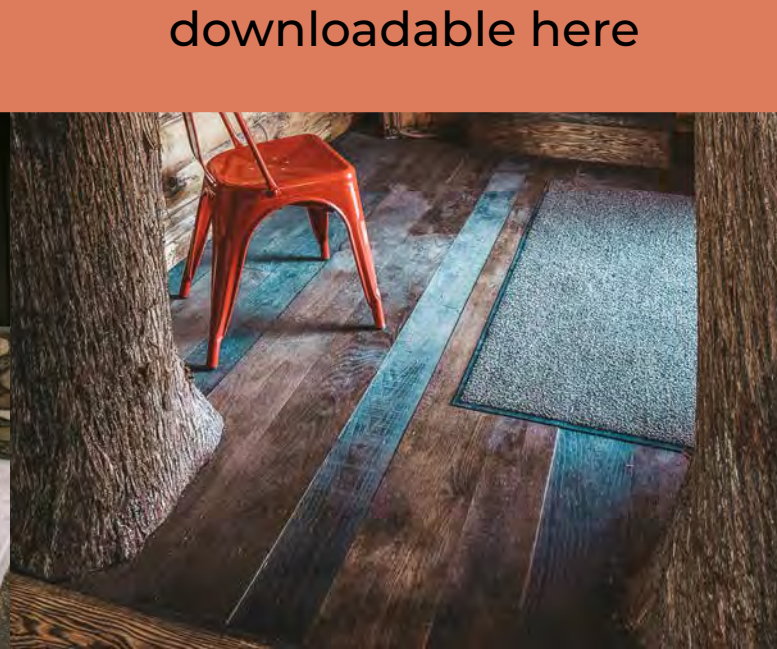
FALL LIFESTYLE VIDEO

Watch Now





View our properties' images,  
downloadable here





# *Weekender*

Schedule a call with Keir to discuss how Weekender is disrupting the hospitality space and how we can answer any questions.

Schedule Now

keir@weekenderhotels.com

315.663.7022

weekenderhotels.com

