

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

AGENDA

WARREN COUNTY TOURISM DEPARTMENT

April 27, 2011

Committee Members:

E. Merlino, Chairman
W. Kenny
D. Belden
D. Strainer
S. Goodspeed
F. McCoy
R. Conover

1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE March 30, 2011 MEETING MINUTES**
3. **RESOLUTION REQUESTS/ACTION ITEMS**
 - A. Resolution Request – Matching Funds! Amend 2011 budget
 - B. Resolution Request – Contract with Adirondack Regional Tourism Council
 - C. Resolution Request – Contract – Data Entry for printed brochures
 - D. Resolution Request – Amend Reso. No. 793 of 2010 Travel
4. **FOR YOUR INFORMATION – UPDATES**
 - A. Tourism Department – Kate Johnson
 - B. Group Tour – Tanya Brand
5. **SALES/SPECIAL EVENT/CONVENTION REPORT**
 - A. Michael Consuelo, Lake George CVB
6. **OLD BUSINESS**
 - A. No pending items
7. **NEW BUSINESS**
8. **ADJOURN**

RESOLUTION REQUEST FORM NO. 7

Request to Amend County Budget*

****If this is the result of a grant award, also complete and submit Form No. 5 or 6***

DEPARTMENT NAME: TOURISM

DATE: 4/27/11

(a) Purpose of Amendment: to increase revenues and appropriations to reflect the receipt of Matching Funds from New York State in the amount of \$79,912.

(b) Appropriation Code, Object Code, Full Title and Amount:

A.6417 470 - Contract - \$74,122

A.6417 424 - Postage- \$ 5,790

Sample: A.1010 470 Legislative Board – Contract

(c) Revenue Code (with title), and Amount: A.6417 3715 (Tourism Promotion)
\$79,912

Sample: A. 6417.2654 Tourism Occupancy – Minor Sales – Tourism

*Please note all amount must be in whole dollars – no cents.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: April 27, 2011

(a) Is this a Result of a Bid or Request for Proposal? No

(b) Purpose of Contract: To authorize contract for Matching Funds portion of Adirondack Regional marketing services.

(c) Name of Contractor: Adirondack Regional Tourism Council, Inc.

(d) Address of Contractor: Crestview Plaza 1992 Saranac Ave. Suite 3, Lake Placid, NY 12946

(e) Contractor's Contact Person and Telephone Number: Karen Meister 518-523-4433 fax 518-523-4434

(f) Has or will the Contract be provided, if so, please attach: No

(g) Commencement Date of Contract: January 1, 2011

(h) Termination Date of Contract: December 31, 2011

(i) Payment Provisions: i) lump sum amount Payments as invoiced

ii) hourly rate amount N/A

iii) Total amount not to exceed \$127,778.00

iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project etc.)
Payments as invoiced

(j) Where are the Funds for this Contract ? List Budget Code, (with title), Object Code (with title), and Amount: OR Capital Project OR Capital Reserve Project Number, and Title, and Amount: A.6417470
(Contract) = \$127,778.00

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 4/27/11

- (a) Is this a Result of a Bid or Request for Proposal? Yes
- (b) Purpose of Contract: Assist with data entry for printed brochures – updating and positioning data/text.
- (c) Name of Contractor: Sue Pierson Design
- (d) Address of Contractor: 42 Castle Pines Clifton Park, NY 12065
- (e) Contractor's Contact Person and Telephone Number: Sue Pierson (518) 877 - 7166
- (f) Has or will the Contract be provided, if so, please attach: no
- (g) Commencement Date of Contract: 6/12/11
- (h) Termination Date of Contract: 12/31/13
- (i) Payment Provisions:
- i) lump sum amount _____
 - ii) hourly rate amount \$25.00/hr.
 - iii) Total amount not to exceed \$6,000.00
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project etc. as invoiced
- (j) Where are the Funds for this Contract ? List Budget Code, (with title), Object Code (with title), and Amount: OR Capital Project OR Capital Reserve Project
Number, and Title, and Amount: A.6417 470 – \$6,000.00

WARREN COUNTY PURCHASING

WRITTEN/FAX PROPOSAL SUMMARY

PLEASE SUMMARIZE ACQUIRED WRITTEN PROPOSALS *ON THIS FORM*

(Purchasing Department MAY request back-up at any time.)

PUBLIC WORKS \$2,001.00 - \$7,000.00

PUBLIC WORKS \$7,001.00 - \$20,000.00

Department	Tourism	Date	4/15/11 10:00 AM
Item:	Request for proposals for updating and positioning data/text in various printed materials for the Warren County Tourism Department		
<p>Please print or type and submit with Purchase Order. Public Works: Remember to include <i>prevailing wage rates</i> wherever applicable.</p>			
Vendor Name, Vendor rep, Phone #, City INSURANCE?	# Days Price held? References? Available when?	Price? Any Other Costs? Equipment? Warranty?	
<p align="center">Vendor # 1 Sue Pierson Design 42 Castle Pines Clifton Park, NY 12065 518-877-7166</p>		<p align="center">\$25.00/hour</p>	
<p align="center">Vendor # 2 Jaclyn Britz 9 Leo Street Queensbury, NY 12804 518-225-9036</p>	Envelope returned - undeliverable		
<p align="center">Vendor # 3 Shannon – Rose Design Attn: Richard Kline 65 Clinton Street Saratoga Springs, NY 12866 518-587-7572</p>	no response		

REQUEST FOR WRITTEN QUOTATION
THIS IS AN INQUIRY, NOT AN ORDER. PLEASE QUOTE PROMPTLY

To: (Vendor/Address)

From: Warren County

Sue Pierson Design
42 Castle Pines
Clifton Park, NY 12065

Warren County Tourism
1340 State Route 9
Lake George, NY 12845
Department: Tourism

PLEASE QUOTE US PRICES ON ITEMS LISTED BELOW. NOTE DELIVERY REQUIREMENTS AND STATE FIRM DATE.

Date: 4/4/11 Reply Due Date: 4/15/11
10:00 am

ADDRESS REPLY TO THE ATTENTION OF: "BID OPENING"

Specifications for the following:

REQUEST FOR PROPOSALS FOR UPDATING AND POSITIONING
DATA/TEXT IN VARIOUS PRINTED MATERIALS FOR THE WARREN
COUNTY TOURISM DEPARTMENT

See attached

VENDOR PLEASE COMPLETE THIS INFORMATION:

Date Delivery Promised: AS NEEDED TO

F.O.B. Point:

Terms:

\$25 PER HOUR

Date of Quotation:

4-10-11

Signature

Sue Pierson

42 CASTLE PINES
CLIFTON PARK, NY
MEET DEADLINES OF WARREN COUNTY.

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS*

***Please List All Other Requests Not Covered by Previous Resolution Request Forms Here. Please attach any backup information available and be as detailed as possible.**

DEPARTMENT NAME: Tourism

DATE: 4/27/11

(a) Purpose of Request: To amend the 2011 Motorcoach Trade Shows/Sales Blitz/Marketplace schedule as per attached.

(b) Details: Eliminate ^{ESSAC,} Connect & Wade Tours; add Royal Tours & Cruises, Inc. Holyoke, MA for 8/11/11; amend dates for SYTA to 8/19 - 8/22/11; add DONYS - ANNUAL SUMMER SALES EXCHANGE 7/12/11

(c) Previous Resolution Number: 793 of 2010

Warren County Board of Supervisors

RESOLUTION NO. 793 OF 2010

Resolution introduced by Supervisors Merlino, Kenny, Belden, Strainer, Goodspeed, McCoy and Conover

AUTHORIZING ATTENDANCE AT 2011 IN-STATE AND OUT-OF-STATE AND CANADA MOTORCOACH TRADE SHOWS/SALES BLITZ/MARKETPLACES BY TOURISM DEPARTMENT PERSONNEL AND COUNTY SUPERVISORS - TOURISM DEPARTMENT

WHEREAS, the Tourism Department has presented the calendar of Motorcoach Trade Shows/Sales Blitz/Marketplaces to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the 2011 Tourism budget, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any employee within the Tourism Department designated by the Tourism Director and those Warren County Supervisors having an interest in attending the In-State and Out-of-State and Canada 2011 Motorcoach Trade Shows/Sales Blitz/Marketplaces be, and hereby are, authorized to attend the in-state and out-of-state and Canada 2011 Motorcoach Trade Shows/Sales Blitz/Marketplaces as set forth in Schedule "A", attached hereto, and be it further

RESOLVED, that the County Treasurer be, and hereby is, authorized to pay the reasonable and necessary expenses for Tourism Department employees and Warren County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof.

SCHEDULE "A"

TOURISM DEPARTMENT

2011 MOTORCOACH TRADE SHOW/SALES BLITZ/MARKETPLACE SCHEDULE

<u>PLACE</u>	<u>ASSOCIATION</u>	<u>DATES</u>
Philadelphia, PA	American Bus Association	1/8 - 1/12/11
Detroit, MI	Heartland Travel Showcase	2/18 - 2/20/11
Latham, NY	Brown Coach/Upstate Tours	Feb. '11 (exact date TBA) 2/20/11
Loudonville, NY	Yankee Trails World Travel	2/25/11
Albany, NY	The NYS Travel & Vacation Association	3/1 - 3/3/11
Harrisburg, PA	Pennsylvania Bus Association	3/22/11
Poughkeepsie, NY	DONYS Destinations Travel Show	4/5 - 4/6/11
New York, NY	Amtrak's NY by Rail Day	May '11 (exact date TBA) May 19
Saratoga Springs, NY	ESSAE (Empire State Society of Assoc. Executives)	June '11 (exact date TBA)
Connecticut	DONYS Sales Blitz	7/13 - 7/14/11
Holyoke, MA	Wade Tours	Aug. '11 (exact date TBA) 8/14
Milwaukee, WI	Connect ROYAL TOURS & CRUISES, INC.	8/11 - 8/15/11 8/19 - 8/22/11
New York, NY	SYTA (Student & Youth Travel Assoc.)	8/25 - 8/29/11
Hartford, CT	Hartford Women's Expo	9/10 - 9/11/11
Quebec	Quebec Bus Owners Association	Oct. '11 (exact date TBA) 10/25-27
Charlotte, NC	Teams Conference	10/19 - 10/23/11
Rhode Island	Conway Tours	10/25/11
Windsor, ON	Ontario Motorcoach Association	11/6 - 11/9/11
Atlantic City, NJ	Gtr. New Jersey Motorcoach Association	Nov. '11 (TBA)
Las Vegas, NV	National Tour Association	12/5 - 12/9/11

New York, NY

DONYS - Annual Summer Sales Exchange July 12, 2011

NOTE: Above dates are exclusive of travel to and from shows.

TOURISM DEPARTMENT PERSONNEL WHO MAY BE DESIGNATED FOR ATTENDANCE AT SUCH SHOWS BY THE TOURISM DIRECTOR:

- Tourism Director
- Assistant Tourism Coordinator
- Group Tour/Convention Promoter
- Senior Tourism Specialist
- Creative Director
- County Supervisors

Warren County Tourism Department Marketing Plan 2011

Goals:

1. Generate/increase number of qualified leads for all seasons;
2. Increase brand awareness and visitation to the Lake George Area in New York State's Adirondack Region;
3. Increase number of first time visitors;
4. Focus on cross-marketing winter season to summer guests;
5. Stimulate visitation/spending during mid-week and shoulder seasons;
6. Increase regional and multi-county marketing partnerships;
7. Broaden social media opportunities as appropriate;
8. Drupal CMS website development;
9. Development of mobile website;
10. Develop online audio/video partner opportunity on VisitLakeGeorge.com
11. Establish interest, understanding in sustainable "Geotravel" within region

Markets:

The Lake George Area in New York's Adirondack Region is a "drive to" destination, ideally positioned and accessible to key markets within a day's drive.

Warren County is poised within a days' drive of 60 million people.

Markets within a day's drive, requiring an overnight stay, are predominantly targeted.

Domestic advertising is directed to drive markets of up to six hours from the region, including the states of New York, New Jersey, Massachusetts, Connecticut, Pennsylvania and across the boarder to the Montreal, Quebec region. Markets beyond the primary areas may include Ohio and some portions of the mid-Atlantic region to the south (Washington DC, Virginia, Delaware, Maryland, parts of Pennsylvania), as well as Toronto and Ottawa in Ontario. These domestic markets are typically reached through mid-Atlantic circulations of some dominant print publications,

Message:

It's all about the message!

"Four great seasons ~ one outstanding destination!" this is the messaging to be utilized to enforce and stimulate consumer travel to the Lake George Area in New York's Adirondacks throughout 2011. This messaging will assist in reaching the goal to cross market the winter season to the summer guest.

The Lake George Area in New York's Adirondacks is well known to many as a traditional summer vacationland. While others' may realize this is a year round

destination, the message needs to be clearer. With a leading northeast ski industry, a portion of lodging and dining venues which remain open, and a multitude of other recreation, events and attractions, the message needs to reach the prospective visitor that there is a travel experience awaiting them all seasons of the year in the Lake George Area in New York's Adirondacks.

Marketing Tools:

Warren County will utilize a mixture of media and marketing programs to target potential visitors via multiple channels, following up to date industry trends and practices for lead generation and branding.

Advertising

Traditional media remains a crucial part of any campaign. The goal is to combine the right balance and mix of traditional and social media that reaches our audiences and segments.

Traditional print and broadcast advertising drive online leads.

Print Media – Leisure Market (newsprint/magazine)

Warren County will continue to emphasize seasonal recreation and events with specific online calls to action. Publications selected for 2011 to be similar to those in 2010 with several exceptions, including TPA Council program changes, and the lack of participation in this program from I Love NY. There are several deletions based upon past high cost per inquiry (CPI). Flexibility is important as new opportunities arise, rates are reduced, and editorial calendars are formed. Added value opportunities are expected when buying print, ie: online links, bonus reader service months, advertorials, inclusion in newsletters and email blasts. We will continue to target the female consumer, age 25-54, key decision maker for family travel.

Print ads commence early spring for summer travel planning and run through December for winter travel planning.

Travel Brochure ads with Reader Service listings will be utilized.

All print ads will be individually coded with a unique extension number following the toll free number. Those requesting information online (driven by print ads) are asked what media prompted them to the website and are provided a list of sources to select from. All campaigns are tracked for response.

All buys in this program are based on receiving a cost-per-inquiry (CPI) of \$3.00 or under. This goal has consistently been met. Advertising plans are coordinated by season, past performances, editorial calendars and travel sections, added value, partnering, and cost. Schedules change as plans evolve.

Primarily Northeast, some Mid-Atlantic and Quebec markets will be targeted.

Social/On-Line/Electronic Marketing

All marketing is driven to increase visitation to VisitLakeGeorge.com, whether through specific calls to action and/or great visuals and exciting offers, or recently

through QR codes (Quick Response). This technology enables us to attract new visitors to a mobile or specific landing page to request information by submitting an email address for inclusion in future promotions.

Plans include continued email broadcasts, created and distributed monthly to an in-house, permission-based, list of 130,000+ subscribers who have requested deals, incentives and promotions, throughout all four seasons. This list represents a very important qualified customer, and this is our top online marketing tactic. The ability to distribute various messages to specific market segments versus the entire list is utilized as appropriate, however disseminating entire blasts assists in cross-marketing the seasons.. A minimum of fifteen electronic blasts will be delivered. Themes and blast dates are determined for the communications. For a fee, sponsorships of a maximum of three partners are afforded. Partners are offered a specified space and a live link to their specific call to action or landing page. This partnering affords an opportunity to share the list without compromising the integrity that has been earned and maintained by the Warren County Tourism Dept.

Television station banner ads and online market showcase opportunities as added value, enhance seasonal television buys.

Maintain images/text/links/event listings on several highly recognized travel related websites (away.com, discoverboating.com, takemefishing.org, tripadvisor.com, etc.). In addition to YouTube, other popular video sites (Flickr and Photo Bucket) will host video clips from Warren County at no charge.

Utilize value added opportunities from print publications for online links to media sites. Working hand-in-hand, print marketing is a leading driver of web traffic.

2011 premier of "show only" giveaways while at consumer shows. This promotion will garner new email addresses and allows for connecting to first time visitors. All names, email addresses and zip codes garnered from this promotion will be shared with the individual show sponsor.

The expansion into additional social media sites is certain.

Facebook postings maintain interest in the area, while the number of "friends" increases. Possible utilization of Twitter deck will pick-up Facebook uploads and post them as they are entered.

All promotions and advertising prominently display VisitLakeGeorge.com, always maintaining top of mind awareness of the destination.

Search Engine Marketing

VisitLakeGeorge.com, the official site for Lake George, NY (Warren County), continues to rank in the resulting top three positions of most popular search engines, without the cost to optimize. This is evident by searching "Lake George," "Lake George NY," and "Lake George New York" through Google, Yahoo, Bing, MSN and AOL. Additionally, the Lake George Area will continue benefits received from the extensive list of Adirondack key words and search terms purchased by the Adirondack Regional Tourism Council, through its pay per click campaign. VisitAdirondacks.com continues to be our strongest referring site year after year.

Television

Proven results determine television advertising will remain an integral component to the 2011 media buy for the summer, fall and winter seasons.

2011 will represent buys in established markets including Albany, Hudson Valley and metro New York through network, Time-Warner and Cablevision. English speaking summer television advertising in Montreal will be bought through CTV and CBC, in expectation of reaching families utilizing the favorable exchange rate. All responses will be tabulated by campaign, results are expected to go beyond a very successful 2010.

For viewers who prefer to seek information by use of the telephone, Warren County Tourism utilizes a separate 800 telephone number for television commercials, allowing for accurate tracking of all inquiries that may come in by telephone. For viewers who pursue the call to action via computer, are directed to a specific landing page, lakegeorgeny.com.

Television advertising will continue to have a distinct call to action, such as a particular brochure, value pak and/or entering a contest/giveaway.

Seasonal television advertising encourages viewers to make contact through several options; call an 800 number, click their remote to reply (I-TV), or go online to a specific landing page to register for a giveaway, guide or coupons. Supplying a name, email address and zip code is required to complete the download.

Interactive television (I-TV), available via specific cable television companies, produces timely and favorable response rates and will continue on all buys where available.

Both 15 and 30-second commercials will air, depending on the season and will be rotated throughout the flight. Specific seasonal videos for VOD (video on demand) in digital households are accessible through Journey TV.

Value added opportunities round out the campaigns including banner ads, web links, bonus spots, billboard sponsorships and unique giveaway opportunities occasionally through market showcase.

- Late Spring-Summer television will be scheduled to run early May through early August (13 weeks) and will utilize creative from the previous year. Programming selected is based on technology, effectiveness and cost to reach primarily women, ages 25-54. Call to action will be savings coupons with value offers totaling in a range of \$1,300 on area lodging, camping, attractions, recreation, and dining. The message will focus on area activities, the lake itself, and a short driving distance to reach the destination. Annual conversion study will be conducted on this campaign in late October 2011.
- Fall television targets women and men, ages 25-54. A mix of 15 and 30 second commercials (new creative to be utilized) will run mid-August through mid-October. Markets include Albany, Springfield, Hartford, New Haven and Metro New York. A focus of area fall events and activities will

round out the message. Call to action includes registering for several getaways and a fall events and activities brochure.

- Winter television airs during the months of December and January with messaging reaching women and men, ages 25-54. Markets include metro New York, Hudson Valley, New Jersey and Albany (day-trips). Creative messaging (repeat winter 2010-2011 ad), including fabulous winter footage, engaged with happy people of various ages partaking in winter recreation and activities, easy access and unbeatable value. Theme is "Winter's Frolic."
- Warren County Tourism contracts with a broadcast media buyer.

Direct Mail

With the ever increasing high postal costs, minimal direct mail campaigns will be considered and if warranted, would utilize a postcard and presort mailing rates, Such mailings would be limited to select seasonal inquirers who left mailing addresses. Direct mail is not effective with the younger market.

Out of Home

New Jersey platform posters on high traffic locations, with high HHI riders, will continue winter 2011-2012. The message will include our tagline, logos of three area downhill ski resorts and QR code. Three NYS Thruway Information Centers will air 60 seconds of winter footage on built in kiosks alongside a static ad for winter in the Lake George Area. All OOH, where applicable, will display a QR code which links to three area downhill ski areas and winter activities on VisitLakeGeorge.com.

OOH messaging will continue seasonally reaching varied demographics in varied applications.

Travel Guides & Collateral

Although sometimes costly to print and expensive to mail, there is a need for the continuation of an integration of marketing disciplines. The printed guides prevail!

Annual Travel Guide

- 2012 guide condensed from 2011 version;
- Print quantity similar to 2011;
- Align ILNY logo with county logo through brand alignment requirements;
- Primary response piece to all inquiries;
- Advertisements generate approximately \$80,000 in revenue;
- Downloadable online, flip page option online which includes advertisements, and ability to be sent by mail, also produced on cd;

Summer Rates, Dates & Events Brochure

- Print quantity of 100,000, distribute all

Autumn Events & Activities Brochure

- Align ILNY logo with county logo through brand alignment requirements;
- Print quantity of 75,000, distribute all

Winter Events & Activities Brochure

Consumer Shows

Consumer show participation is due to change annually. The presence of the Lake George Area at proven, annual shows is tremendously positive. Consumer shows in particular bring out feelings in individuals who visit our exhibit and have been previous visitors or are connected to the area from previous generations. Visitors are simply pleased to see representation of the Lake George Area and have the opportunity to talk one on one to staff. Partnering with Adirondack Regional counties for distribution of travel guides at shows not on the Warren County roster is subject to take place as well as paid brochure distribution through the New York Travel & Vacation Association (NYSTVA).

2011 - premier of "show only" giveaways at consumer shows. This promotion will garner new email addresses and allows for connecting to first time visitors. All names, email addresses and zip codes garnered from this promotion will be shared with the individual show sponsor.

Warren County will produce graphics which are able to be interchanged on hardware of existing pull-up displays, thus keeping down costs of creating all new displays.

Show attendees are provided the opportunity to receive printed collateral as well as sign up to have the travel guide mailed. 2011 will continue to distribute CD's of the entire 2011 Travel Guide, focusing on less paper, less waste, thus addressing environmental concerns. The poly bag used for literature is now biodegradable.

2011 consumer show circuit follows:

A new Camp/RV show has been added in Edison, New Jersey, a key market for the Lake George Area, while the Atlantic City Camp/RV show has been eliminated. Warren County will continue show participation through partnering with NYSTVA which allows for greater exposure while keeping travel costs down.

data will be released spring 2011. This annual document reveals findings from a survey of area lodging and camping properties and attractions in Warren County. 2010 findings will attempt to reveal seasonal populations in the county. Participation and submission of useable and valid data continues to be problematic, although an incentive is offered. There were no responses from are campgrounds for the 2010 study while the attempt to collect data from annual conversion reports and incorporate into the spending habits of guests for the occupancy report were near futile.

Two online conversion surveys will be conducted which follow various online promotions taking place in both the summer and winter of 2011.

Warren County utilizes economic impact studies provided through I Love New York.

Warren County Tourism Dept. subscribes to Smith Travel Research for occupancy trends of member properties and comparison data from other select tourism destinations.

The New York State TPA Council supplies tourism employment figures and spending figures to its members.

Further research coordinated through I Love New York is desirable. The goal for our state, regional and local tourism is to capture more visitors, who stay longer and spend more.

Groups and Group Touring

New marketing initiatives for Warren County in the Group Tour industry will appear in 2011 as the focus to this industry is ramped up. Warren County will introduce a quarterly group tour e-newsletter, "Group Loop," focusing on new itineraries, new photography, lists of new and developing lodging, dining and attractions within the County, as well newsworthy stories pertaining to group touring.

The 2011 Group Tour manual for the first time is enhanced with 4-color process and a QR code on the cover. Scanning of the QR code takes one to the Group Tour landing page on VisitLakeGeorge.com

New in 2011, local businesses interested in the group tour market will be asked to partner in specific marketplaces by providing their brochures for distribution. 2011 plans include collaboration with the Adirondack Region through online FAM tours, the annual ABA binder coop, and a new presence at NTA, along with website development on VisitAdirondacks.com

Sales Blitzes serving the group tour market to new and existing marketing areas and moveable marketplaces continues in 2011.

A variety of new themed group trips will be introduced by the utilization of a variety of itineraries produced by the Group Tour Promoter for Warren County.

FAM tours will be offered.

Enforcing top of mind awareness of the Lake George Area in New York's Adirondacks to group leaders, tour operators and bus owners, Warren County plans to exhibit and/or hold appointments at Group Travel tradeshow and marketplaces such as PBA, Yankee Trails Expo, New Jersey Motorcoach

within the Region will return efforts to collectively promoting the Adirondack Region of NYS. The Adirondack Region manages the I Love New York Welcome Center in Beekmantown, NY.

Communication/Outreach

Quarterly electronic newsletters produced by the Tourism Department will be issued to area businesses, chambers of commerce, towns and legislators, a list of approximately 700+unique addresses.

Conclusion

Maintain flexibility to focus on the future, stay current with new marketing trends, and not fail to notice opportunity. Maintain a marketing presence through an integration of traditional, digital, social and mobile programs that reaches our target audience. Capture the attention of the traveling market within a days' drive, through the expansion of public-private, four seasonality, marketing partnerships with local tourism businesses and attractions.

Midweek Getaway Lodging Deals May 1 through July 31, 2011

The Summit at Gore Mountain

North Creek 866-672-1433

- Buy 2 nights lodging and get 2 nights Free
- Buy 4 nights lodging and get 3 nights Free

Gentleman Johnny's Motel

Lake George 800-794-3864

- June 13 - July 1, 2011, stay one night, get 2nd night at 50% off
- July 5 - July 31, 2011, stay 2 nights get 3rd night at 50% off

Sleep Inn & Suites

Queensbury 518-955-3000

- **Stay Two Get One Free!!!** Stay any two nights Sunday thru Thursday at the standard room rate and get the 3rd night free!

(Must be three consecutive nights.) Not valid Americade Week.

- **\$25 to Uno's and a Good Night's Sleep !!!** Stay two consecutive Sunday - Thursday nights at the standard room rate and receive a \$25.00 gift certificate to Uno Chicago Bar & Grill of Queensbury for free!!! Valid on standard rooms and jacuzzi suites! (Uno's gift certificate is valid only at Uno's of Queensbury anytime.) Valid until 7/1/11 and not valid during Americade Week.

Cornerstone Victorian Bed & Breakfast

Warrensburg 518-623-3308

- **Adirondack Extender** Stay two nights midweek (Sun. – Thurs.) and take 50% off the third midweek night!
- **Adirondack Pleaser** Stay three nights midweek (Sun. – Thurs.) and get the fourth midweek night free!

All special packages include Award-Winning Five Course Gourmet Breakfast, daily Homemade Dessert, 24-Hour Beverage Pantry. All Guest Rooms with Private Bath, Satellite TV, Complimentary Wi-Fi, Air Conditioning – some with Two-Person Whirlpool.

Surfside on the Lake

Lake George Village 800-342-9795

- **Memorial Day Getaway Package:** May 27-29, 2011
- **Early Summer Getaway Package:** June 19-30, 2011
- **Mid Summer Getaway Package:** July 5-21, 2011

The Glenmoore Lodge

Lake George 518-792-5261

Pay for three nights, get fourth night free deal on cottages and rooms in the lodge.

The Fern Lodge

Chestertown 518-494-7238

Purchase any 2 night, get a 3rd night free - no restrictions between 5/1-6/30 and may be used on weekends!

The Alpine Lodge

North Creek 518-251-2451

Purchase any 2 night, get a 3rd night free - no restrictions between 5/1-6/30 and may be used on weekends!

Six Flags Great Escape Lodge & Indoor Water Park

Queensbury 800-708-2684

Book any night Sunday – Thurs, May 1 – July 14 & receive a \$25 gas card per night stay.

Must mention promotional code “Gas” to receive the offer or put this code in our promotional box on our website.

The offer will not be available on the following dates as our water park will be closed: 5/2-5/5, 5/9-5/11, 5/17-5/18, 5/27-5/29, 5/31-6/1, 7/1-7/3.

Landon Hill Bed & Breakfast

Chestertown 518-494-2599

- Mid-Week Offer May 1-July 31, 2011
- \$100 per night - 2 night minimum
- Non-holiday - some restrictions apply \$100 per night - 2 night minimum

Griffin House Bed and Breakfast

Warrensburg 518-623-2449

Enjoy a two night stay, including dinner (salad, entree, coffee and dessert) and breakfast for two for a total of \$338.30 including taxes!

Admiral Motel

Lake George 518-668-2097

Located in Lake George Village, unique atmosphere, one of a kind rooms, new pool!

- **Family Special (up to \$60 value)**
 - Kids stay FREE – 3 night minimum
 - May 16 thru June 29
 - (children up to 18 years old, limit 4 persons per room – not valid with other discounts & coupons subject to availability. Excludes holidays & special events. Advanced reservations required)

- **Stay 3 nights, get 4th night free or stay 2 nights, 3rd night ½ price!**
 - Off season. Sun. thru Thurs.
 - (Not valid with other discounts & coupons subject to availability. Excludes holidays & special events. Advanced reservations required)
- **Spring Special – Sunday thru Friday nights**
 - Stay 4 nights get 1 night FREE or late departure!!
 - May 16 thru June 29th
 - (Not valid with other discounts & coupons subject to availability. Excludes holidays & special events. Advanced reservations required)

Brookside Motel

Lake George 518-668-3344 or 800-438-6827

- **Special Brookside Motel "Economic Stimulus" Package!!! *Receive a discount of \$5 per night* during individual stays of 5 consecutive nights or longer. Please inquire at time of reservation.**

Offer not valid in conjunction with holiday stays, certain special event stays or during period of 9/5 - 9/8.

- **Special Brookside Motel "Fill'er Up" Package!!! *Receive a discount of \$5 per night* during individual stays of 3 consecutive nights or longer during any of the following periods in 2011:**
 - May 20 - May 26
 - May 30 - June 2
 - June 12 - June 14
 - June 19 - June 30

The King Hendrick Motel

Lake George 866 521-6883 or 518 792-0418

Stay 2 nights get third one free. Exception: week of June 4-12 and July 3-9, 2011

Rancho Pines Campground

Chestertown 518-494-3645

- Stay 2 nights in an RV rental and get half day rental on a canoe free.
- Stay 3 nights, get 4th night free. Tent or RV sites.
- Excludes holidays.

Americas Best Value Inn and Suites

Lake George 800-795-6680

Sunday thru Thursday midweek specials:

- **Offer #1:** Stay 2 nights and get the third night FREE
- **Offer #2:** Stay one night and get 20% off second night

Offers valid on traditional guest rooms. Offers do not apply to specialty rooms or during holidays or special events. Cannot be combined with other discounts.

Econo Lodge Lake George

Lake George 800-477-3529 or 518-668-2689



Econo Lodge Lake George Downtown on Facebook

15% off Best Available Rate. Valid Sun.-Thurs. May 1- July 31, 2011. Taxes not included. Special events excluded.

Dillon Hill Inn & Cabin Rentals

Wevertown 518-251-2912

Stay 2 nights get the 3rd night 1/2 price! Full breakfast included.

Restrictions: Monday-Thursday, non-holiday, B&B only--cabins not included. Guests must mention promotion to get special pricing.

Fort William Henry Hotel

Lake George 800-234-0267

Spring Gas Buster Package

- Mid-week Sunday-Thursday
- 1 Night Accommodations for 2
- Breakfast in the White Lion Restaurant
- \$20 Gas Card
- Buy One Meal Get One Free-Village Blacksmith
- Couple Package Price Starting at \$170.31 + taxes and fees

Not valid with other discounts-Subject to availability, excludes special events & holidays-
Blackout periods: May 29th, Americade, July 3 and 4, Firemen's Convention.

Best Western Lake George

Lake George 800-234-0265

Spring Gas Buster Package

- Mid-week Sunday-Thursday
- 1 Night Accommodations for 2
- Continental Breakfast
- \$20 Gas Card
- Couple Package Price Starting at \$167.49+tax and fees

Not valid with other discounts-Subject to availability, excludes special events & holidays-
Blackout periods: May 29th, Americade, July 3 and 4, Firemen's Convention.

Wingate by Wyndham

Lake George 518-668-4884

The Wingate by Wyndham~ Lake George is easily accessible from I-87 and is only a short walk to the Village of Lake George. We offer a complimentary breakfast buffet to all registered guests, have an indoor and outdoor pool, and complimentary Wi-Fi.

Hotel Mid-Week Special

May 1st-July 31st

- Stay 1 night get 10% off
- Stay 2 nights get 20% off
- Stay 3 nights get 30% off

Offer valid Sunday - Thursday

To redeem offer mention code phrase: "Let's Make a Deal"

Offer not valid on holidays or during special events. This special will not be available week of June 5th 2011. Offer cannot be combined with any other offers or discounts. This discount is subject to availability and does sell out. Some restrictions & limitations apply.

Summer packages available, call hotel for details. Follow us on Facebook for more specials and local information.

Adirondack Pines B&B

Adirondack 518-494-5249

3 rooms with remote cable tv, free Wi-Fi, full country breakfast, Stay 2 nights Sun – Thurs., take 75% off the 3rd night.

To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour and Meeting/Convention Update
Date: April 2011

Group Tour:

- **The Group Loop Newsletter Electronic Blast:** The new quarterly group tour newsletter was sent as an email blast on April 25th to a list of approximately 5,000 Tour Operator, Group Leader and Travel Agent contacts along with a list of local group tour businesses, Chambers of Commerce, Board of Supervisors, Towns and group tour media list. The email blast is designed to keep planners updated on group friendly events, suggested itineraries, and new attractions in the area, as well as provide a call to action to reach out to this office for additional information and assistance.

Promotional Efforts:

- **American Bus Association's Top 100 Events:** Three local events, Adirondack Balloon Festival, Adirondack Nationals Car Show and Lake George Elvis Festival were submitted as nominations for this prestigious designation of North America's Top 100 Events and Festivals. Balloon Festival received Top 100 honors in 1996 and 2001. ABA launched the Top 100 program in 1982 to help motorcoach and tour operators plan itineraries. Now in its 30th year, the Top 100 Events receive worldwide attention via the media--television, radio, and print--such as USA Today and CNN. ABA distributes some 10,000 copies of the Top 100 Events in North America magazine, featuring the winners, to all of its members and to thousands of travelers worldwide. There is an opportunity to nominate one additional event and Winners will be announced in September.
- **Team Benns Fam Tour:** In partnership with I Love NY, a 2 day FAM Tour has been organized for 2 Tour Operators from Denmark and they will be arriving from Burlington, VT on May 2nd to experience our area and in turn promote it to their clients. An itinerary has been designed to include a variety of attractions such as Adirondack Extreme Adventure Course, Bennett's Riding Stable, Painted Pony and the History of Rodeos and Rafting & Ranches in the Lake Luzerne Area, Last of the Mohicans Outdoor Drama, The Hyde Museum & Outlet Shopping. The Operators have been offered lodging by Clarion Inn & Suites.
- Completed a mass mailing of 2011 Group Travel Planner promotional kits to 650 Group Leaders in New Jersey and New York with a call to action to complete a response worksheet for additional information.

- **Lakes to Locks Partnership with National Geographic:**
Reminder! Last month we facilitated a meeting to discuss the geo tourism project between Lakes to Locks Passage and National Geographic Maps, in which a newly designed website with an innovative map guide has been designed to highlight historic, cultural and recreational attractions situated along New York's Scenic Byway. It was so well attended that two additional local seminars will be hosted so that area businesses learn more about the project and be instructed on how to enter information onto the website to be nominated for inclusion in the map guide. The first seminar will be held on May 17th at the Lake Luzerne Town Hall at 3pm and the second at Thurman Town Hall on May 25th at 7pm. As the Thurman Town Building is Wi-Fi enabled, attendees of the meeting will be able to make nominations to the website directly during the meeting by utilizing their personal laptops.

Local Outreach:

- **Golden Goal Tournament Park:** Delivered 500 travel guides & Rates & Dates Brochures to Golden Goal for distribution to incoming team members and their families. The Milan Cup, an International Soccer Tournament will bring approximately 750 players to the area Memorial Day Weekend. The Golden Goal is currently under new ownership and management and is actively partnering with 14 Warren County hoteliers on their website for this Tournament and others throughout the 2011 season.
- **Motel Montreal:** Discussed Group Tour opportunities and marketing strategies with the new owner of the Motel Montreal. An appointment was set up to discuss additional tourism programs and opportunities and how we can best partner.

Meeting & Conventions:

- Monthly meeting conducted with Michael Consuelo to discuss ongoing event coordinator projects on the part of the LGRCC and CVB. A monthly calendar of large meeting and functions taking place in Warren County will be produced and submitted by the LGRCC and CVB in order to create community awareness. In addition, this office will contribute to the calendar by including confirmed group tour business in the area. All information will then be shared on the monthly e-newsletter that is distributed to Warren County businesses as well as at monthly Council of Chambers Meetings. During the month of April, one Independent Meeting Planner lead was forwarded to Michael for follow up assistance.

Confirmed Events:

- **Tour of the Adirondacks:** Met with Deiter Drake, Event Promoter for Tour of the Battenkill to discuss his plans to organize a similar event here in Warren County September 17-18th, 2011. The race will be a stage race with several races occurring over a two day period of time. Deiter expects the race to draw upwards of 500 riders the first year and is promoting it on his website www.touroftheadirondacks.com as well as marketing it through his personal biking contacts. Online registration begins May 1, 2011. This new special event was shared with the Lake George Chamber of Commerce and CVB.
- **Backyard Bike Tours:** Starting in June, a New Jersey based bike touring company, will begin to bring groups of cyclists from NYC to Montreal on a monthly basis. Day 4 will begin in Saratoga Springs and end in Ticonderoga, utilizing many routes throughout Warren County's Lake Luzerne, Lake George, Bolton Landing and Hague area. They are interested in stopping at various points of interest along their Warren County portion of the tour. A complete packet of area information including maps detailing potential bike routes from Saratoga County and Warren County along with resources to be used for potential attractions, dining, lodging restroom stops etc was included.
- **Warrior Run:** 5K challenge course to be held at West Mountain June 18-19th has confirmed as of April 7th that they have 820 registrants for Saturday's event and 160 kids registered for the family fun run on Sunday.
- **USRA Lake George Half Marathon:** Despite less than ideal weather conditions, the half marathon attracted 299 runners and the 5K, 75 runners. Race results reflected that 12 states were represented although the majority of participants came from the Albany Area.

Shows Attended:

- Destinations Travel Show, Poughkeepsie, April 5-6th, 2011

Upcoming May Shows:

- New York By Rail Day, Penn Station, May 19, 2011

Media Coverage & Press Releases:

- See attached



REGIONAL CONVENTION & VISITORS BUREAU
A division of the Lake George Regional Chamber of Commerce

P.O. Box 272
Lake George, NY 12845
PH: 518-668-5755
FX: 518-668-4286

LGRCVB@lakegeorgechamber.com

**MONTHLY ACTIVITY REPORT
SALES/SPECIAL EVENTS
CONVENTION AGENCY/ASSOCIATION**

APRIL 2011

Respectively submitted by:

Michael Consuelo, CHME
Special Events & Convention Director

DEFINITE LGRCVB Leads Booked in Warren County**June 3, 2009 to March 31, 2011**

GROUP NAME	DATES Confirmed	DATES	LOCATION	# ATTENDEES	# ROOM NIGHTS	ECONOMIC IMPACT
IRS	7/23/09	September 14 -18, 2009	Wingate	68	272	\$23,376.00
JCI NYS Jaycees	7/26/09	October 23 – 25, 2009	Ft. Wm. Henry	120	85	\$25,920.00
Caldwell Retreat	10/10/09	February 5 – 6, 2010	Holiday Inn	100	50	\$12,500.00
US Cheerleading	2/19/10	July 11 – 15, 2010	Great Escape Lodge	150	150	\$27,700.00
Sweet 16 Seniors	2/23/10	September 21 -25, 2010	Georgian & Steamboat Company	40-46	80	\$19,872.00
Main Travel Service	3/11/10	June 19-21, 2010	Comfort Suites, Steamboat Co. & Hudson River Train	55	56	\$13,000.00
NYSACVB	4/24/10	September 23 & 24, 2010	Sagamore Hotel	18	18	\$3,800.00
NYS County Finance Assn	05/07/10	August 1-4, 2010	Wingate Hotel	60	90	\$38,880.00
US Marine Tankers Assn.	05/13/10	July 23, 2010	Lac du St.	200		\$9,000.00
Cadillac LaSalle Grand National	01/13/11	July 10 – 14, 2014	Ft. Wm Henry	550	400	\$135,000.00
Centurion Cycling LG Preview Ride	03/24/11	June 24 – 26, 2011	Ft. Wm. Henry	100	90	\$17,000.00
Centurion Cycling Lake George Ride	03/24/11	June 22-24, 2012	Area Hotels	2000	1200	\$832, 500.00
TOTAL				3461	2491	\$1,158,548.00

TENTATIVE LGRCVB Leads generated for Warren County: June 3, 2009 – March 31, 2011

GROUP NAME	DATE LEAD Generated	DATES	# ATTENDEES	# ROOM NIGHTS	POTENTIAL ECONOMIC IMPACT	STATUS
National Rifle Association	08/10/09	June 2011	75	135	\$24,300.00	Broadmoor, Colorado Springs
NYSAE	03/10/11	July 2011	30	100	\$16,000.00	Turning Stone
Union Settlement Association	02/17/11	June or July 2011 or 2012	100	100	\$12,000.00	Open, only considering 2012
Anderson Group Tours	12/15/10	September 22, 2011	280		\$10,000.00	Booked via WCTD
The Northeast Dairy Food Association	08/12/09	September 2011	100 – 125	300	\$90,000.00	On-going negotiations w/Sagamore
American Academy of Dental Practice	09/12/09	Sept/Oct. 2011	100	195	\$15,580.00	Chicago Hilton Hotel
United Methodist Association	10/07/10	June 2012	275 – 300	700	\$64,800.00	Site visit this coming June
United Church of God	06/20/09	September 2013	1000 – 1200	2117	\$1,574,400.00	On-going, pending site visit
National Association of Motor Vehicles	05/24/10	September 2012	160 – 175	340	\$94,000.00	Site Visit June 2011
TOTAL			2120	3987	\$1,901,080.00	

Leads Generated & Status Report for April 2011

Group Name	Date Lead Generated	Dates of Event	# Attendees	# Room Nights	Estimated Economic Impact	Status
USS Gherardi	07/17/10	September 7, 2011	70		\$1,750.00	LG Steamboat Co.
Morrisette & DeBonis Family Reunion	08/19/10	July 15 -- 20, 2012	125	100	\$28,000.00	Holiday Inn Resort Lake George
Northeast Bottled Water Assn	04/1/11	September or October 2012	150	135	\$24,000.00	Proposals sent from area hotels for review
2013 Lions Club	04/06/11	April or May 2013	1000	600	\$160,000.00	Proposal from Sagamore being reviewed
NYS Telecom Assoc.	4/13/11	June 4-6, 2012	225	475	\$36,000.00	Proposals sent for review
Totals			1570	1310	\$249,750.00	

ADDITIONAL HIGHLIGHTS FOR THE MONTH

- **American Gold Star Mother's Convention**, coordinated group transportation for conventioners. Thank you Town of Lake George/Supervisor McCoy and GGFT/Scot Sopczyk.
- **The Maverick Triathlon Series**; working with promoter, possible staging in Bolton Landing in 2012 or 2013.
- **Adirondack Sports & Fitness Expo** in Saratoga Springs promoted Centurion Cycling event.
- **Waters Corporation**, Franklin, MA. Meeting with key decision makers seeking destinations for future meetings and conventions (2000 employees).