

LAKE GEORGE AREA

IN NEW YORK'S ADIRONDACKS
VisitLakeGeorge.com

AGENDA

WARREN COUNTY TOURISM DEPARTMENT

May 30, 2012

Committee Members:

E. Merlino, Chairman
W. Kenny
D. Dickinson
D. Strainer
R. Conover
E. Wood
R. Vanselow

1. **COMMITTEE MEETING CALLED TO ORDER BY CHAIRMAN MERLINO**
2. **MOTION TO APPROVE March 28, 2012 MEETING MINUTES**
3. **RESOLUTION REQUESTS/ACTION ITEMS**
 - A. Resolution Request – Printing – Fall 2012 Brochure
 - B. Amend Resolution No. 694 of 2011
Kate Johnson–NYSTVA Board Meeting, Syracuse August 21-22
4. **FOR YOUR INFORMATION – UPDATES**
 - A. Tourism Department – Kate Johnson
 - B. Group Tour – Tanya Brand
 - C. Creative – Peter Girard
 1. Introduce Tom Connors, Ad Workshop.
Winter 2011/2012 & Summer 2012 Television updates
5. **SALES/SPECIAL EVENT/CONVENTION REPORT**
 - A. Christina Curley, Special Events & Sales Director,
Lake George Regional Chamber of Commerce & CVB
6. **COUNCIL OF CHAMBERS UPDATE**
 - A. Tanya Brand
7. **OLD BUSINESS**
 - A. No Pending Items
8. **NEW BUSINESS**
 - A. Smith Travel Reports
 1. Supervisor Kenny
 - B. Feedback/comments/insight/observations on your local tourism industry
 1. Supervisor Evelyn Wood, Thurman
 2. Next Supervisor to report?
9. **ADJOURN**

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: 5/30/12

(a) Is this a Result of a Bid or Request for Proposal? yes

(b) Purpose of Contract: Printing of 2012 Fall Brochure
100,000 copies

(c) Name of Contractor: Kenyon Press

(d) Address of Contractor: 1 Kenyon Press Drive Sherburne, NY 13460

(e) Contractor's Contact Person and Telephone Number: _____
Paul DeMarco (607) 674-9066 ext 245

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

(g) Commencement Date of Contract: 6/18/12

(h) Termination Date of Contract: 7/31/12

(i) Payment Provisions: i) lump sum amount \$7,336.00

ii) hourly rate amount N/A

iii) Total amount not to exceed \$7,336.00

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

upon completion of project

(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 (contract) \$7,336.00

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 - \$13,000.00

Department **Tourism** Date **5/25/12** 3:00 PM

Item: **2012 FALL BROCHURE**

2012 budget = \$7,000
2011 price = \$6827 for 105,000

Please print or type and submit with Purchase Order.
Public Works: Remember to include *prevailing wage rates* wherever applicable.

Vendor Name, Vendor rep, Phone #, City INSURANCE?	# Days Price held? References? Available when?	Price? Any Other Costs? Equipment? Warranty?
<p style="text-align: center;">Vendor # 1</p> <p>Benchmark Printing, Inc. PO Box 1031 Schenectady, NY 12308 Attn: Carl Roser 393-1361</p>		<p style="text-align: right;"><u>100,000</u></p> <p style="text-align: right;">\$7759</p>
<p style="text-align: center;">Vendor #2</p> <p>Fort Orange Press 11 Sand Creek Road Albany, NY 12205 Attn: Daniela Corvalan 518-489-3233</p>		<p style="text-align: right;"><u>100,000</u></p> <p style="text-align: right;">\$8900</p>
<p style="text-align: center;">Vendor #3</p> <p>Kenyon Press 1 Kenyon Press Drive Sherburne NY 13460 Attn: Paul DeMarco 607-674-9066 X 245-</p>		<p style="text-align: right;"><u>100,000</u></p> <p style="text-align: right;">\$7336</p>
<p style="text-align: center;">Vendor #4</p> <p>Offset House PO Box 8329 Essex, VT 05451-8329 Attn: Tim Bird 802-878-4440</p>		<p style="text-align: right;"><u>100,000</u></p> <p style="text-align: right;">\$7514</p>
<p style="text-align: center;">Vendor # 5</p> <p>Transcontinental 2850 Jean-Perrin Street Quebec, Canada G2C 2C8 Attn: Mario Lachance 418-840-5000</p>	<p>Declined bidding – could not be competitive</p>	<p style="text-align: right;"><u>100,000</u></p>
<p style="text-align: center;">Vendor #6</p> <p>Upstate Printing 319 Corinth Road, Suite 3 Queensbury, NY 12804 Attn: Deanna Canfield 518-798-8900</p>		<p style="text-align: right;"><u>100,000</u></p> <p style="text-align: right;">\$9880</p>
<p style="text-align: center;">Vendor #7</p> <p>Lane Press of Albany, Inc. 11 Kairnes Street Albany, New York 12205 Attn: Sylvia Daigle 518-438-7834 X26</p>	<p>Declined bidding – project too large to handle</p>	<p style="text-align: right;"><u>100,000</u></p>

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

TO: Kenyon Press
Attn: Paul DeMarco
1 Kenyon Press Drive
Sherburne, NY 13460

FROM: WARREN COUNTY (Dept. address)
Warren County Tourism
1340 State Route 9
Lake George, NY 12845

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

DATE: 5/4/12 REPLY DUE DATE: 5/25/12 3pm DELIVERY REQUIRED BY: 7/31/12 - Drop ship locations
Call 201-7305 *\$ 7336⁰⁰* 7/31/12 - Warren County

ADDRESS REPLY TO THE ATTENTION OF: "BID ENCLOSED FALL"

Specifications for the following: **2012 FALL BROCHURE**

Option 1: Qty: 100,000
Stock: 60# gloss text. Must supply paper sample, folded per specs.
Size: *4 1/8* panel, double gate fold, 3 folds finished to 8.5" X 11"
Ink: 4-color, bleeds throughout

Project to successful printer from Warren County Tourism 7/3/12. Warren County will upload final design to ftp site OR send pdf to printer via email (send it global). Indesign files. **Color proofing system & 1 set of blues to be furnished to Tourism Dept. 5 business days after receipt of project.** Upon approval of proofs by Tourism Dept., printer to proceed with job. **Printer to shrink-wrap brochures in quantities of 50. Bulk in small cartons, weight not to exceed 20 lbs. per carton. All cartons to be labeled with quantity.** Price to include all delivery charges. **No overages permitted.** Proofs, etc. property of Warren County & must be returned at completion of project & prior to payment of printer. **Inside Delivery:** Finished brochures delivered to 7 drop ship locations (inside delivery). **All deliveries to be complete by July 31, 2012. Balance to Warren County (provide 2 day notice of delivery 7/27/12).** **All locations below must receive 2 business day notice of delivery. See enclosed drop shipment info. sheets!**

- 1. Binghamton Gateway Info. Ctr. Route 81 North, Kirkwood, NY 13795. 607-775-0156. Attn: Kathi Murphy. **3,000 COPIES**
- 2. Clifton Park Info. Ctr. I-87 northbound, exit 9, Clifton Park, NY 12065. 518-371-3763. Fri or Sat delivery. Attn: Verna. **6,000 COPIES**
- 3. Travel Plaza Info. Ctr. New York State Thruway, Milepost 65N, Plattekill, NY 12568. 845-313-7125. Mon or Fri delivery. Attn: Lenny Wheat. **7,000 COPIES**
- 4. Travel Plaza Info. Ctr. New York State Thruway, Milepost 33N, Sloatsburg, NY 10974. 845-246-8733. 2nd floor, Info Center. Attn: Dave. **1,500 COPIES**
- 5. Travel Plaza Info. Ctr. New York State Thruway, Milepost 127N&S, New Baltimore, NY 12124. 845-246-8733. Attn: Dave. **1,500 COPIES**
- 6. High Peaks Rest Area: Southbound I-87 mile marker 100, North Hudson, NY 12855. Attn: Colette, 518-873-2170. **1,500 COPIES**
- 7. High Peaks Rest Area, Northbound I-87 mile marker 99, North Hudson, NY 12855. Attn: Colette, 518-873-2170. **2,500 COPIES**

Balance brochures (77,000) delivered to Warren County Tourism by August 4, 2011. Call Sue Tucker 518-761-6366, minimum 2 days prior to delivery. \$250/business day penalty past delivery deadline.

INDICATE "BID ENCLOSED"-NO FAXES-PAPER SAMPLES MUST BE ENCLOSED

VENDOR PLEASE COMPLETE THIS INFORMATION:
DATE DELIVERY PROMISED: *Aug. 4, 2012*
TERMS: *Net 30*

F.O.B. POINT:
DATE OF QUOTATION: *5/23/12*

Paul DeMarco
SIGNATURE

\$ 7,336⁰⁰ plus 5/23/12

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: May 30, 2012

(a) Purpose of Request: Amend 2012 travel resolution for Consumer Shows to add NYSTVA Conference/Board Meeting to be held 8/21 – 8/22/12 in Syracuse, N.Y.

(b) Details: see attached for details

(c) Previous Resolution Number: 694 of 2011

Warren County Board of Supervisors

RESOLUTION NO. 694 OF 2011

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

AUTHORIZING ATTENDANCE AT 2012 IN-STATE AND OUT-OF-STATE CONSUMER SHOWS BY TOURISM DEPARTMENT PERSONNEL AND COUNTY SUPERVISORS

WHEREAS, the Tourism Department has presented the calendar of Consumer Shows to the Tourism Committee for approval, and

WHEREAS, funds necessary for travel to and attendance at such shows have been included in the 2012 Tourism budget, and

WHEREAS, the Tourism Department encourages County Supervisors to attend and take part in such Consumer Shows whenever possible, now, therefore, be it

RESOLVED, that upon recommendation of the Tourism Committee, any of the employees within the Tourism Department designated by the Tourism Director and those Supervisors having an interest in such Consumer Shows be, and hereby are, authorized to attend the In-State ^{and Canadian} and Out-of-State, 2012 Consumer Shows as set forth in Schedule "A", attached hereto, with the understanding that if a County Supervisor attends a show and vouchers expenses, a report on his/her attendance will be made at the next Tourism Committee meeting, 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 County Supervisors to travel to and for attendance at said shows upon presentation of verified vouchers thereof.

over →

SCHEDULE "A"

TOURISM DEPARTMENT

2012 CONSUMER SHOW/CONFERENCE SCHEDULE

<u>PLACE</u>	<u>TYPE</u>	<u>DATE</u>
Edison, NJ	Sport/Outdoor	January 12 - 15, 2012
Edison, NJ	Camp	January 20 - 22, 2012
Suffern, NY	RV/Camp	February 17 - 20, 2012
Springfield, MA	Boat/Sport	February 23 - 26, 2012
Albany, NY	NYSTVA Conference	March 6 - 7, 2012
Suffern, NY	Sport/Outdoor	March 1 - 4, 2012
Ottawa, Canada	Ottawa Travel Vacation	March 10 - 11, 2012
Hartford, CT	Women's Expo	September 22 - 23, 2012
Albany, NY	Snow Expo	November 2 - 4, 2012

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

Syracuse, NY

NYSTVA Conference /
Board Meeting

August
21-22

To: Warren County Tourism Committee
From: Tanya Brand, Group Tour Promoter
Re: Group Tour Update
Date: April-May 2012

Group Tour:

- **The Group Loop Newsletter Electronic Blast:** The May edition of the group tour newsletter was sent as an email blast on May 22nd to a list of approximately 3,500 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 a group tour media list. The featured itinerary for this quarter was *The Summer of O'Keeffe events* which include The Hyde Collection's *Modern Nature: Georgia O'Keeffe and Lake George* exhibit for 2013 and the sneak preview and script-in-hand, reading of Adirondack Theatre Festival's *Filming O'Keeffe* July 21-22, 2012.
- **The 2013 Group Travel Planner solicitation** will be mailed to all Warren County tourism related businesses who support group tours, Chambers, Events, Towns and City of Glens Falls. Mailing is expected to be distributed by June 15th. Deadline to return all contracts is scheduled for July 6th.

Promotional Efforts:

- **American Bus Association's Top 100 Events:** Three local events, Adirondack Balloon Festival, My Summer Place: Georgia O'Keeffe events and activities, and Last of the Mohican Outdoor Drama were submitted as nominations for this prestigious designation of North America's Top 100 Events and Festivals. ABA launched the Top 100 program in 1982 to help motorcoach and tour operators plan itineraries. Now in its 31st 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. Winners will be announced in September. In the past area events selected were Adirondack Balloon Festival and Plattsburgh's War of 1812 Bicentennial.
- **New Pull Up Display:** A new group tour pull up display was created to be used at upcoming shows featuring a locator map.
- **Lowee's Pre-Fam Tour:** Tour Operator, Jo Rusesky from Lowee's Tours out of Harrisburg, PA will be traveling to the area June 23-24th in order to conduct site inspections for a larger, pre-formed FAM Tour that this office is organizing for her Group Leader clients this September. While she is here, she will be staying at the Georgian Resort, cruising on the Minnie Ha-Ha, and sightseeing on Prospect Mountain. These are just some of the activities

that the group will be experiencing this September. In addition they will be seeing two dinner shows. One at the Georgian and one at the Tiki Resort.

- **Bus Tours Magazine Fam Tour:** We have a winner!! Group Leaders, Mike and Rose Ruyak from Solid Gold Travelers located in Emmaus, PA have been selected to receive a complimentary 3 day, FAM Tour to the Lake George Area in order to promote it as a travel destination to their travel club partners. Mike and Rosie are currently determining the best time in their schedule to plan their visit. Assistance will be ongoing.
- **Walking Club Mailing:** Following up on the success of the walking club last year, research was conducted into Walking Clubs and we selected 50 East Coast Club Chapter's that were mailed a full packet of group tour information including a list of options for walking tours and attractions that can be incorporated into a walking tour itinerary.

Local Outreach:

- **Lions Club Presentation:** Peter and I delivered a power point presentation to the Glens Falls Lions Club Luncheon held at the Queensbury Hotel on April 10th. The power point provided an overview of the department's marketing strategies as well as services and partnering opportunities available to local business owners and the general public.
- **Council of Chambers Meeting:** Attended monthly Council of Chambers Meeting hosted by the Adirondack Regional Chamber of Commerce at the Sagamore, May 10th. Senator Betty Little attended this meeting to announce the first annual New York State Museum Week to be held May 31-June 6th. During the delegates session of the meeting it was decided that Warren County Tourism would co-staff a tourism informational booth with the Council at this year's Centurion Cycling Event.
- **Clinton County Tourism Seminar:** As a long time partner with the Plattsburg Chamber and Adirondack Region, I have been invited to participate in Clinton County's 2012 Business Expo Marketing Seminar on June 7th. As a panelist for the Group Tour Marketing segment of the expo, I will provide details on how local businesses can attract this lucrative market.
- **Great Escape & Splashwater Kingdom:** Kate and I met with Steve Greene, General Sales Manager and Pam Corsones Group Tour Sales for the park in order to discuss tourism programs, marketing and partnering opportunities offered throughout the year. I was invited to attend the Americade Great Escape Night in order to get images for future office use as well as Girl Scout Day at the Park. Both events are held in June.

Meetings, Conventions & Events:

- **2012 Meeting Site Planner:** The new planner features a redesigned cover, inside front cover with welcome page, regional amenities page and locator map, mileage and transportation options on outside back cover.

- **International Coleman Collectors Club Concierge:** Met with event hosts Robyn and Steve Miller to discuss staffing a concierge table at the Fort William Henry Resort during the June 28-30, event to assist conference registrants with local information, welcome bags, maps, coupons etc.

Ad Placements: Teach and Travel Magazine (will pass)

Successes: Wade Tours will be doing a day trip in July
 Bob Neff Tours is in town June 11-13
 Brown Coach will be doing a day trip and Taste of our Towns Itinerary
 Saratoga North Creek Railway has reported they have already booked 40 buses and anticipate that they will surpass 100 buses this season!!!!

Shows Attended:

- Destinations Travel Show, Poughkeepsie, April 11-12th, 2012
- New York By Rail Day, Penn Station, May 17, 2012
- Denton Publications will writing an article on our attendance

Upcoming May Shows:

- Destinations of New York State, Western NY/Ontario Sales Blitz, June 12-14, 2012

***Council of Chambers:** Meeting was held at the Sagamore on May 10th. No Supervisor were able to attend but we did hold our regular delegates meeting prior to the regular meeting. Speakers were Senator Betty Little who announced NYS Museum Week, Thom Guay of the Sagamore, who discussed renovations and improvements at the Sagamore and Dr. Chandler Atkins of SUNY Adirondack who discussed strategies for tourism growth
Next meeting to be held at Martucci's Northern LG Resort June 14th.



Spotlight On: Museum Week

Join the celebration! All across New York State, museums, zoos and botanical gardens, historic homes, living history museums, arts centers and cultural organizations cordially invite you to discover a fascinating world of art, photography, history, science, pop-culture and more during the first New York State Museum Week—May 31 to June 6, 2012. Learn more about New York State Museum Week and see a list of participating museums at ILOVENY.com/museumweek!

or access to previous I LOVE NEW YORK e-newsletters, click the month of interest: March 2012, January 2012, December 2011, October 2011, September 2011, August 2011, June 2011, May 2011, April 2011, March 2011.

**Museum Week List
of Participants**

Overview

Participating Museums - By Region

Adirondacks

Adirondack History Center - Elizabethtown
Adirondack Museum - Blue Mountain Lake
The Alice T. Miner Museum - Chazy
Champlain Valley Transportation Museum - Plattsburgh
Chapman Historical Museum - Glens Falls
Clinton County Historical Association - Plattsburgh
Constable Hall - Constableville
Hancock House Museum and Research Library - Ticonderoga
The Hyde Collection - Glens Falls
Kent-Delord House Museum - Plattsburgh
Lake Placid Olympic Museum - Lake Placid
Lake Placid-North Elba Historical Society - Lake Placid
Lyon Mountain Mining and Railroad Museum - Lyon Mountain
North Star Underground Railroad Museum - Ausable Chasm
Northern New York American-Canadian Genealogical Society - Dannemora
Parks Bentley Place - Glens Falls
Stevenson Society of America - Saranac Lake
The Wild Center - Tupper Lake
World Awareness Children's Museum - Glens Falls

Capital-Saratoga

Albany Institute of History & Art - Albany
Albany Visitors Center - Albany
ALCO Heritage Museum - Schenectady
The Children's Museum at Saratoga - Saratoga Springs
The Children's Museum of Science and Technology (CMOST) - Troy
Empire State Aerosciences Museum - Glenville
Gallery of New York Traditions: Folk Art, Folk Music, and Folklife - Schenectady
National Museum of Dance - Saratoga Springs
National Museum of Racing and Hall of Fame - Saratoga Springs
New York State Military Museum & Veterans Research Center - Saratoga Springs
New York State Museum - Albany
Rensselaer County Historical Society - Troy
Rogers Island Visitor Center - Fort Edward
Schenectady Museum & Suits-Bueche Planetarium - Schenectady
Slate Valley Museum - Granville, NY
Ulysses S. Grant Cottage - Wilton
USS SLATER/Destroyer Escort Historical Museum - Albany
Washington County Historical Society - Fort Edward
Waterford Historical Museum and Cultural Center - Waterford
The Wildlife Sports & Educational Museum - Vail Mills

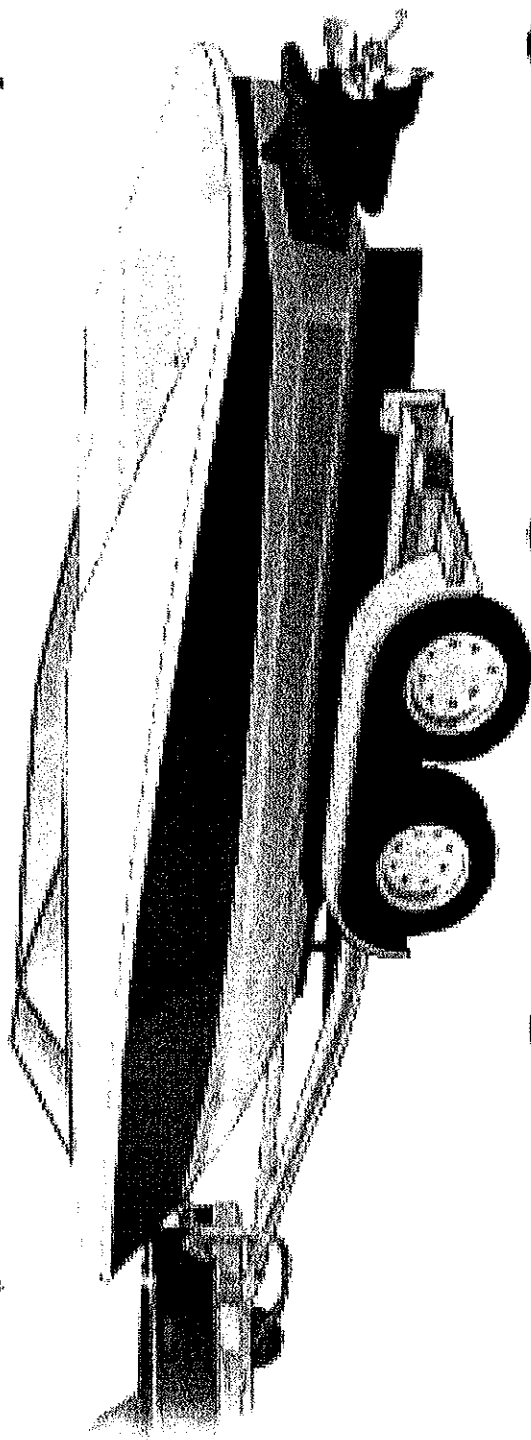
The Catskills

Audubon New York - Rheinstrom Hill, Buttercup Farm, Ramshorn-Livingston Centers and Sanctuaries - Various Locations
Bethel Woods Center for the Arts - Bethel
Delaware County Historical Association - Delhi
The Time and The Valleys Museum - Grahamsville

Central New York

The Bundy Museum of History & Art - Binghamton
Children's Museum of History, Science & Technology - Utica
Chittenango Landing Canal Boat Museum - Chittenango

STOP AQUATIC HITCHHIKERS!

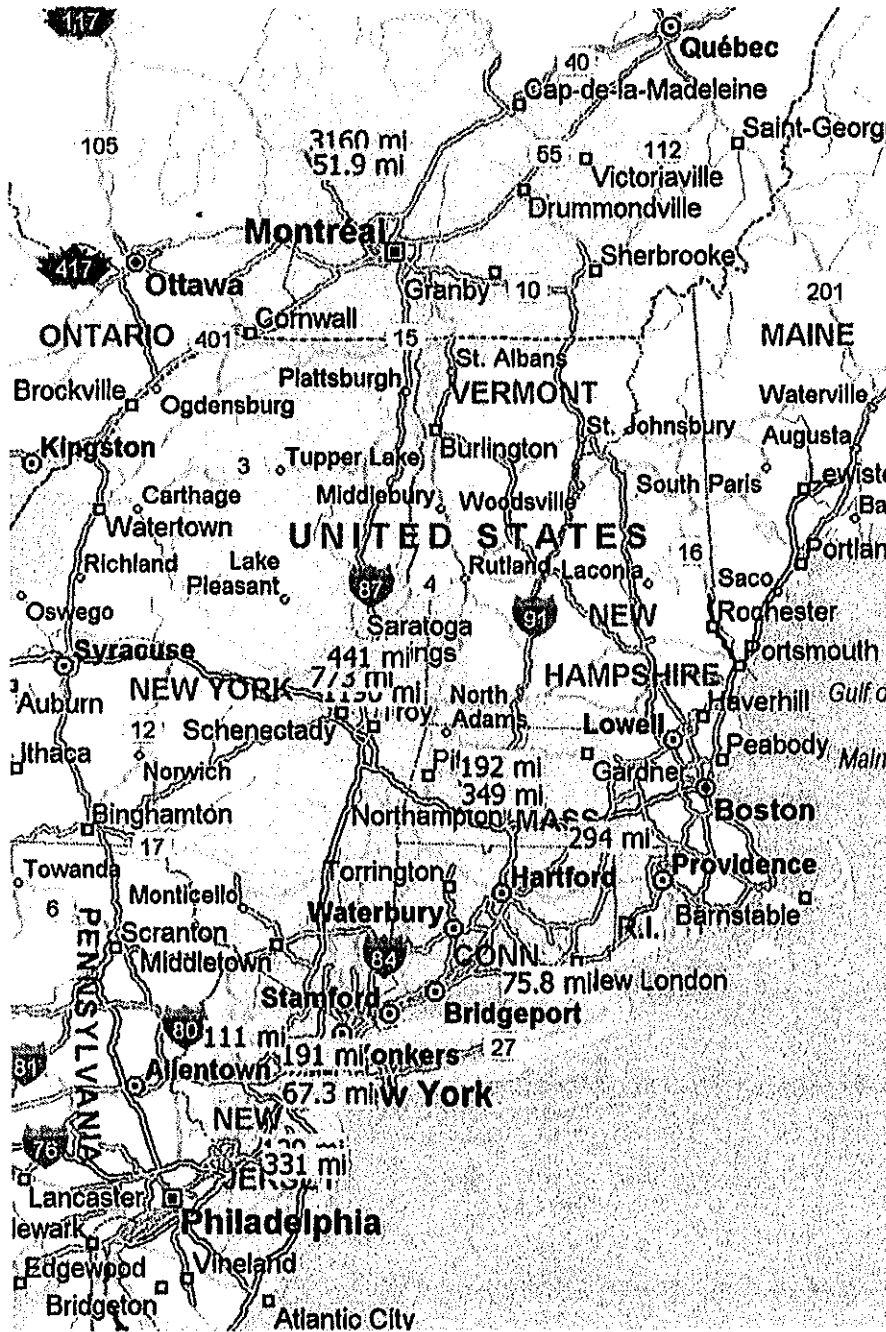


Arrive Cleaned Drained Dry

PROTECT LAKE GEORGE

Warren County Summer/Fall TV 2011

7,300,000 Households





CVB May 2012 Monthly Report
Christina Curley
Special Events & Convention Sales Director

Being new to the CVB and somewhat new to Warren County I have spent much of my 5 weeks familiarizing myself with the area and all it has to offer. This includes visiting hotels and attractions around county to introduce myself to the sales and management teams and touring the properties/facilities.

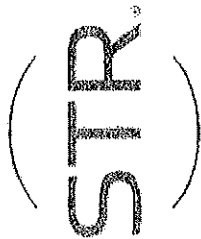
Also I have had the opportunity to visit a couple of the area Chambers of Commerce and County Supervisors to introduce myself. Gore Mountain Regional Chamber has invited me to attend a North Creek Business Alliance morning meeting over the summer and allow me a few minutes at to speak.

OTHER HIGHLIGHTS

- Became a member of **MPI (Meeting Professionals International)** - a professional membership organization for corporate, association, and independent meeting planners. Attended a seminar presented by the **Northeastern NY chapter**, the chapter which I will be affiliated. Will continue to attend seminars and networking events.
- Became a member of **ESSAE (Empire State Society of Association Executives)** – a membership organization for association meeting planners and suppliers (CVB's, hotels, convention centers, etc...). Will regularly attend seminars and networking events as well as exhibit at annual trade show.
- Attended monthly meeting with **Tanya Brand, Kate Johnson and Supervisors Merlino and Kenny**. Will continue to do this and continue communication with Tanya Brand on regular basis.
- Attended the **Big Apple Circus** press conference and met group contacts with whom I will be working on housing for performers.
- Have attended a couple **WCCC** events to introduce myself and network
- Met with **NY Capital District Region representatives** and the **International President** of the **Cadillac and LaSalle Club**. I will be working with them moving forward on their **Grand Nationals 2014** event being held at Fort William Henry

- Recently began making **Sales Calls:**
AGC-DOT, NYS Society of Professional Engineers, SAANYS (School Administrators Assn), NY Construction Materials Association, NYS Nurses Association, NYSPHSAA (Public High School Athletic Assn) and Site Solutions (meeting planning company).
Had many great conversations about area, 2 requests for information.
- **Leads for SUNY Student Assembly Conference (October 2012) and the FAA (July 2012)** were sent out to hotels.
- Michael Consuelo & I will be **exhibiting** at the **ESSAE Annual Trade Show on Thursday May 31st**. This show is held **annually at the Saratoga Springs City Center** and is attended by meeting planners from across NYS and surrounding areas.
- I will be attending the **NYS Association of Destination Marketing Organizations June 1st** at Saratoga CTB offices. This meeting is for NYS CVB/CTB directors and is held quarterly.

Respectfully Submitted by:
Christina Curley
Special Events & Convention Sales Director



County of Warren

For the Week of May 13, 2012 to May 19, 2012

- Table of Contents
- Translation Table
- Multi-Seg-Occ
- Multi-Seg-ADR
- Multi-Seg-RevPAR
- Response Essex County, NY
- Response Saratoga County, NY
- Response Warren Co Select Props
- Help

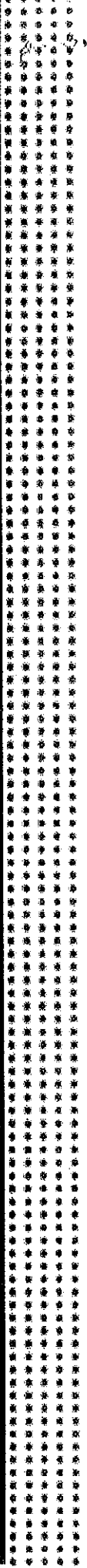
- Tab
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

United Kingdom
 Blue Fin Building
 110 Southwark Street
 London SE1 0TA
 Phone: +44 (0)20 7922 1930
 Fax: +44 (0)20 7922 1931
 www.strglobal.com

United States
 735 East Main Street
 Hendersonville
 TN 370
 Phone: +1 (615) 824 86
 Fax: +1 (615) 824 38
 www.str.cc

STR/KRM

Date Created: May 22, 2012



Tab 3 - Multi-Seg-Occ

Currency: USD - US Dollar

supp. being

County of Warren
For the Week of April 22, 2012 to April 28, 2012

	Current Week Occupancy (%)							Total
	Sun	Mon	Tues	Wed	Thur	WD	WE	
Essex County, NY	22.6	36.0	37.8	38.5	43.5	35.7	73.6	46.5
Saratoga County, NY	51.5	63.1	74.3	70.8	74.4	66.8	88.4	73.0
Dauphin County, PA	33.6	51.1	58.4	64.6	64.5	54.4	66.2	58.4
York County, ME	27.9	41.7	44.2	44.2	48.9	41.4	58.5	46.3
Atlantic County, NJ	22.2	26.3	23.6	23.6	31.7	25.5	88.8	43.9
New London County, CT	31.8	44.0	50.8	48.4	42.9	43.6	82.8	54.8
Warren County, NY	22.9	32.7	37.1	42.1	43.2	35.5	70.3	45.6

	Current Week Occupancy Percent Change (%)							Total
	Sun	Mon	Tues	Wed	Thur	WD	WE	
Essex County, NY	6.9	26.7	8.8	-0.1	-12.8	3.3	11.1	6.7
Saratoga County, NY	90.5	15.8	15.5	-1.1	16.1	18.6	2.2	12.4
Dauphin County, PA	28.2	17.9	8.8	13.5	4.3	12.5	5.6	10.1
York County, ME	6.6	0.8	-3.6	-5.1	-6.4	-2.5	-3.5	-2.9
Atlantic County, NJ	6.7	26.7	0.4	-37.0	-34.2	-15.4	9.2	-2.6
New London County, CT	8.5	-9.9	-17.6	-11.1	-5.6	-9.1	2.3	-4.5
Warren County, NY	3.9	7.4	-0.5	18.4	28.5	11.9	24.3	17.3



	Running 28 Day Occupancy (%)							Total
	Sun	Mon	Tues	Wed	Thur	WD	WE	
Essex County, NY	22.4	33.8	36.0	36.0	41.6	34.0	65.4	42.9
Saratoga County, NY	44.8	66.1	73.6	70.5	68.3	64.7	73.8	67.3
Dauphin County, PA	37.5	56.4	61.1	60.8	63.5	55.8	69.9	59.9
York County, ME	29.4	42.2	46.0	46.7	45.5	42.0	51.3	44.6
Atlantic County, NJ	24.7	30.1	32.7	33.6	34.8	31.2	77.6	44.4
New London County, CT	35.5	48.6	53.7	51.6	50.2	47.9	71.3	54.6
Warren County, NY	27.3	37.9	40.7	41.3	42.7	38.0	57.4	43.7

	Running 28 Day Occupancy Percent Change (%)							Total
	Sun	Mon	Tues	Wed	Thur	WD	WE	
Essex County, NY	-1.1	6.4	-6.1	-8.9	-0.2	-2.4	22.8	7.2
Saratoga County, NY	19.4	14.6	15.6	5.4	14.6	13.3	8.8	11.8
Dauphin County, PA	-10.8	-3.1	0.2	0.5	-1.9	-2.5	-1.3	-2.1
York County, ME	1.3	3.1	1.4	-0.8	-2.7	0.3	-0.1	0.2
Atlantic County, NJ	4.5	21.8	7.1	-15.4	-26.7	-6.1	-1.1	-3.7
New London County, CT	-15.9	-4.8	-7.0	-8.5	-5.2	-7.9	-7.7	-7.8
Warren County, NY	8.6	10.3	0.5	0.9	5.6	4.6	18.8	9.9



A blank row indicates insufficient data.

Source 2012 SMITH TRAVEL RESEARCH, Inc.

DISCLOSURE Destination Reports are publications of Smith Travel Research, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either Smith Travel Research, Inc. or STR Global Ltd, is prohibited and subject to legal action. Site licenses are available. Please consult your contract with Smith Travel Research, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.