



Lake George Regional Convention & Visitors Bureau

## Proposed Lake George Regional Convention & Visitors Bureau (LGRCVB) 2019 Sales & Marketing Plan

### Overview

The Lake George Region comprises more than 9,000 guest rooms (2,400+ seasonal), over 200,000 square feet of flexible meeting space, a 2.5-acre festival/concert space, multiple natural and man-made sporting venues, and unique event spaces. With its picturesque lake and mountain views, easy access off I-87, walkable towns, local attractions and year-round events, the area offers ample assets and opportunities unlike any other regions in upstate New York.

The LGRCVB works closely with many local partner organizations to successfully host and service new and existing events to enhance the visitor experience while developing repeat business. Both marketing and hosting strategies are designed to competitively position and brand the Lake George Region as one of the nation's premier meetings, conventions, sport, and festival event destinations.

The purpose of the LGRCVB is to be an active economic driver for the region to support a year-round economy through the solicitation of meetings, conventions, sporting, and special events. As the designated Destination Marketing Organization (DMO) for the region, the LGRCVB is the conduit for the hospitality industry in the area to create guaranteed business, oftentimes booked months and years in advance. To create a strong economic impact on the local economy and be competitive within the New York State marketplace, an integrated sales and marketing strategy is outlined, and will include increased market outreach, cultivation of existing relationships, and clear and consistent messaging across multiple platforms (print, digital, and social media.)



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In addition, the LGRCVB proposes adding key tracking tools and resources to monitor national and regional market trends, to better forecast seasonal regional needs, and identify regional/annual marketplace gaps. These shall include adding a subscription to Smith Travel Research, a Customer Relationship Management system, and an economic impact calculator to better track the return on investment on meetings, conventions, sports, festivals, and events booked in the Lake George region.

**2017 – 6,120 room nights booked**

**2018 goal 7,000 room nights, an increase of 13.4% over 2017**

**YTD\*\* 2018 room nights booked 5,019**

**(\*\* as of August 2018, 4 months remaining and 27 pending bookings)**

**Goal for 2019: 8,050 room nights, 15% increase over 2018**

**The 2019 CVB Sales & Marketing Plan proposes the following strategies to realize the 2019 goals:**

**STRATEGY 1: CONTINUE TO DEVELOP NEW BUSINESS OPPORTUNITIES FOR THE REGION TO SUPPORT A YEAR-ROUND ECONOMY**

- 1) Prospect and book new business including Association, Corporate and Religious meetings, and conventions. Leverage existing memberships and relationships with regional partners, organizations and associations including: Empire State Society of Association Executives (ESSAE), NYS Society of Human Resource Management (NYSSHRM), National Association of Sports Commissions (NASC) among others to draw more business and create stronger awareness of the region's assets.
  
- 2) Actively solicit group tour, reunions (military, fraternal, family) through marketing, one on one meetings, membership opportunities and social media campaigns pre/post annual marketplaces including: NASC, GOVBUY, SBA Marketplace, ASAE, CONNECT, ESSAE Expo and Conference, Travel Media Showcase, Adventure Travel Trade Association (ATTA Conference), Small Market Meetings and SPORTS Relationship Conference.

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Lake George Regional Chamber of Commerce & LGRCVB  
2176 State Route 9, PO Box 272 | Lake George, NY 12845

p. 518-668-5755 f. 518-668-4286

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- 3) Continue to grow and actively solicit sporting events by cultivating existing relationships with events rights holders and local sport venues/facilities, marketplace appointments, sponsorship opportunities and advertising.
- 4) Develop an annual Meetings/Conventions/Sporting Events calendar to clearly identify activity in the region and better identify gaps for future business prospects.
- 5) Produce high quality bid proposals and presentations for select events, including conferences, special events and sporting events.
- 6) Develop a more updated, comprehensive database of event planners and rights holders and categorize by market for e-marketing purposes. Expand the database by developing new contacts at marketplaces and through prospecting efforts.

**STRATEGY 2: IMPLEMENT A COMPREHENSIVE MARKETING EFFORT ACROSS ALL PLATFORMS**

- 1) Create a strong brand identity for the Lake George Regional LGRCVB which clearly identifies the region as a world class destination for meetings and events through the following tactics:
  - a) Create new print/digital advertising campaigns aimed at specific target markets (i.e.: association, corporate, sport)
  - b) Create a digital marketing campaign pre/post marketplace attendance and track results.
  - c) Provide updates for the Lake George Area website pages with new imagery and resources to demonstrate the Lake George regional assets in a more positive and updated manner.
  - d) Provide consistent convention services, including opportunities for familiarization tours for prospective new business, pre-promotion, and attendance building assistance for booked events.
  - e) Continue to work cooperatively with Chamber/business partners across the region with collaborative cross-promotional activities.

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- f) Utilize sponsorship as key opportunities to activate new markets and cultivate existing relationships.
- g) Revise the existing meetings/conventions video and create promotional sports video.
- h) Increase public relations outreach and messaging through traditional media outreach, social media, and advertorial opportunities.
- i) Develop market-specific advertising creative, increase advertising placement in trade publications and develop a comprehensive database of all market contacts for repeat outreach and messaging opportunities.

**STRATEGY 3: CONTINUE TO POSITION THE LAKE GEORGE REGION AS THE "SPORTCATION DESTINATION" IN THE NORTHEAST**

- 1) Actively pursue, solicit, and cultivate year-round sporting event opportunities for man-made and natural venues within the Lake George region.
- 2) Develop consistent messaging through public relations and marketing campaigns, social media, familiarization tours, event support and sponsorships.
- 3) Increase local awareness with local and regional stakeholders, organizations, and businesses to clearly demonstrate the economic value of sporting events to the region.
- 4) Continue to develop and strengthen relationships with local host partners and organizations, including AAU, NYSPHAA, NAIA, NJCAA and others.
- 5) Attend national marketplaces to meet one on one with event owners, rights holders (NASC and Sport Relationship Conference).
- 6) Redevelop sport-specific page on LGRCVB website to better identify regional sport assets and facilities, as well as LGRCVB services.

The Lake George Regional Convention and Visitors Bureau is tasked with promoting the area's properties, meeting/event/sporting venues, attractions, and festival spaces to the following markets:

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- Meetings/Convention (SMERF - Social, Military, Education, Religious, Fraternal, Association, Corporate)
- Sporting Events
- Reunions
- Weddings
- Festivals/Events

**TRADE SHOWS:** Attend 12 conferences/marketplaces in 2019 to generate new business, as well as mine existing leads for new business. Attending these marketplaces will allow the CVB to continue to cultivate existing relationships, as well as prospect for new event opportunities. Seven marketplaces are meetings/convention focused, three are sport-focused, one is focused on adventure travel and one on travel media.

They would include the following:

ATTA ELEVATE 2019 Conference (Lake George Region is the host)  
National Association of Sports Commissions Symposium (NASC)  
CONNECT NYC  
GOVBUY  
ESSAE (Empire State Society of Assoc. Exec.) Conference  
SBA Marketplace  
CONNECT Specialty/Assoc.  
ASAE (NYSDMO Assoc. Co-op)  
SPORTS Relationship Conference  
Small Market Meetings Conference  
SPORT Relationship Conference  
Travel Media Showcase  
CONNECT Faith

**MEMBERSHIPS:** Keep current and active membership levels and add National Council of Youth Sports, Reunion Friendly Network, and Religious Conference Management Association. Adding these memberships will increase the LGRCVB's visibility and provide marketing opportunities through social media, newsletters, and advertising.

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**ADVERTISING:** Visibility and promotion has been a challenge for the LGRCVB due to lack of resources. To increase exposure - and, ultimately, booked business- the LGRCVB proposes a mix of traditional advertising in various print/digital publications, association websites and organizations, as well as cultivating continued PR and earned media including blog posts, articles, interviews, advertorial/free editorial. In addition, there is also funding allocated for professional graphic design.

**MARKETING:** To enhance traditional advertising, the LGRCVB will update the current sales/marketing toolkit to better promote and service the various target markets. The creation of compelling e-marketing campaigns for pre- and post-conferences/events will target attending meeting/event planners. Research and relationship management tools are pivotal to reach our goals. They include: Simpleview customer relationship management system, Destinations International (DMAI) event economic impact calculators for meetings, conventions, sports events, and festivals/special events, as well as the Smith Travel Research Reports. All these tools combine to ensure we reach our customers, stay on track with customer management, destination management, media, and the added ability to assist the County and individual towns evaluate current business as to the economic impact, taxes generated, jobs sustained and more.

In addition, increasing convention services, travel trade marketing and community outreach will only further bolster the LGRCVB's opportunities to service clients and visitors and increase economic impact throughout the Lake George region. The LGRCVB will also increase visibility through social media and direct e-marketing tactics through specific messaging to targeted market segments. Ongoing digital marketing, such as e-newsletters and market-targeted e-blasts to meeting/event planners highlighting regional properties and venues shall continue.

**SPONSORSHIP:** Technically part of a marketing/promotional function, sponsorships play an integral role in industry relationship development at various events throughout the year and allows the LGRCVB to reach key audience through non-traditional brand activations.

**ADMINISTRATIVE/OPERATING COSTS:** Operating costs, mileage, office rental, internet, phone, salaries, CSEE (Certified Sport Event Executive) certification, website maintenance and equipment fall under this category.

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Respectfully submitted by: Gina Mintzer, Executive Director; Kristen Hanifin, Special Events & Convention Sales Director

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## 2019 Proposed LGRCVB Budget

<b>TRADE SHOWS</b>	<b>Dates</b>	<b>Location</b>	<b>Type</b>	<b>Registration Fee</b>
ATTA ELEVATE 2019 marketplace & conference (x2)	June, 2019	Lake George, NY	Appt. based	\$ 2,850.00
NASC (National Assoc. of Sport Commissions)	April, 2019	Minneapolis, MN	Appt. based	\$ 1,595.00
CONNECT NYC	May, 2019	NYC	Appt. based	\$ 4,595.00
GOVBUY	May, 2019	Albany	local exhibit show	\$ 3,500.00
ESSAE - Empire State Society of Ass. Exec)	June, 2019	Saratoga, NY	local exhibit show	\$ 3,000.00
SBA Marketplace	July, 2019	Albany	Appt. based	\$250.00
CONNECT Marketplace - SPECIALTY/ASSOC.	Aug, 2019	TBD	Appt. based	\$ 4,595.00
ASAE (NYSDMO Co-op)	Aug, 2019	TBD	Appt. based	\$ 1,500.00
SPORTS Relationship Conference	Sept, 2019	TBD	Appt. based	\$ 2,795.00
Small Market Meetings Conference	Sept. 2019	TBD	Appt. based	\$ 1,595.00
Travel Media Showcase	Sept. 2019	TBD	Appt. based	\$ 2,095.00
CONNECT FAITH	Nov. 2019	TBD	Appt. based	\$4,595.00
Trade Show registration totals				\$ 32,965.00
Estimated Travel Costs				\$ 18,000.00
<b>TOTAL</b>				<b>\$ 50,965.00</b>
<b>MEMBERSHIPS</b>				
Adventure Travel Trade Assoc (ATTA)				\$ 1,000.00
Destination Marketing Association International (DMAI)				\$ 1,400.00
Empire State Society Assoc. of Executives (ESSAE)				\$ 350.00
National Assoc. Of Sports Commissions (NASC)				\$ 995.00
National Council of Youth Sports (NCYS)				\$ 250.00
NYS Destination Marketing Organization Association (NYSDMO Assoc)				\$ 900.00
Reunion Friendly Network				\$ 300.00
RCMA (Religious Conference Management Assoc)				\$ 100.00
Small Market Meetings (SMM)				\$ 400.00
Alliance for the Creative Economy (Cultural Tourism)				\$ 750.00
Membership maintenance (incl. regular updates)				\$ 900.00
<b>TOTAL</b>				<b>\$ 7,345.00</b>

<b>ADVERTISING - Print/Digital</b>				
Graphic Design				\$ 5,000.00
ESSAE (State Association)				\$ 500.00
NASC (Sports)				\$ 3,000.00
NYS Society for Human Resource Management (Corporate)				\$ 3,000.00
Albany Business Review (Corporate)				\$ 4,000.00
Radio, Digital on Demand (Albany Corporate)				\$ 5,000.00
NYSDMO Assoc. (Sales collaboration)				\$ 1,400.00
Business Council of NYS				\$ 1,000.00
Sport Events Magazine (Sports)				\$ 2,500.00
Trade Show Attendance Marketing (Digital)				\$ 18,000.00
<b>TOTAL</b>				<b>\$ 43,400.00</b>
<b>MARKETING</b>				
Graphic design				\$ 5,500.00
Sales and Marketing Materials (Meetings/Conventions/Sports)				\$ 7,500.00
Video - mtg plnning updates & sport updates				\$ 7,000.00
Convention and Visitor Services				\$ 25,000.00
County/CVB Website update				\$ 10,000.00
Travel Trade Marketing (FAM Tours)				\$ 23,000.00
<b>RESEARCH TOOLS</b>				
Smith Travel Research/SKIFT Trends Report				\$ 3,800.00
Economic Impact Calculator (Meetings/Conv./Sports/Festivals/Events)				\$ 5,500.00
<b>TOTAL</b>				<b>\$ 87,300.00</b>
<b>SPONSORSHIP</b>				
ESSAE (year round)				\$ 3,000.00
ATTA General (?)				\$ 15,000.00
NYS DMO (CONNECT/ASAE Mktplc.)				\$ 3,500.00
Meetings/Convention/Sports Sales				\$ 18,000.00
<b>TOTAL</b>				<b>\$ 39,500.00</b>
<b>ADMINISTRATIVE</b>				
Simpleview CMS				\$ 9,600.00
Local Mileage/Entertainment				\$ 5,400.00

Office Rental/Equipment				\$ 10,800.00
CVB Sales Staff (2FT, 1PT)				\$ 119,000.00
Contract Administration				\$ 15,000.00
Member and Community Sales and Services				\$ 4,500.00
Internet/Phone				\$ 3,300.00
CSEE Certification				\$ 1,500.00
<b>TOTAL</b>				<b>\$ 169,100.00</b>
<b>TOTAL PROPOSED 2019 CVB BUDGET</b>				<b>\$ 397,610.00</b>

# PLAY TIME!



From amusement parks, to ropes courses, unique festivals and amazing sites to explore, come discover a place where you can play all day long in a destination that truly does have it all. Love history? See it come to life at our living museums and forts. Want local flavors? Come taste some of the best craft beverages along our ADK Beverage Trail and enjoy great farm-to-table restaurants in the area. Looking for affordable lodging? We've got you covered with more than 9,000 guest rooms at affordable prices. Make the Lake George region your next sport-cation destination.



## GETTING HERE:

**BY CAR:** The Lake George Area is 4 hours north of NYC; 3 hours south of Montreal and 3 hours northwest of Boston.

**BY AIR:** Albany International Airport is approximately 1 hour south of Lake George and is serviced by all major airlines, including Southwest and Jet Blue Airlines.

Uber, Lyft, the Greater Glens Falls Transit System and local transportation companies are available.

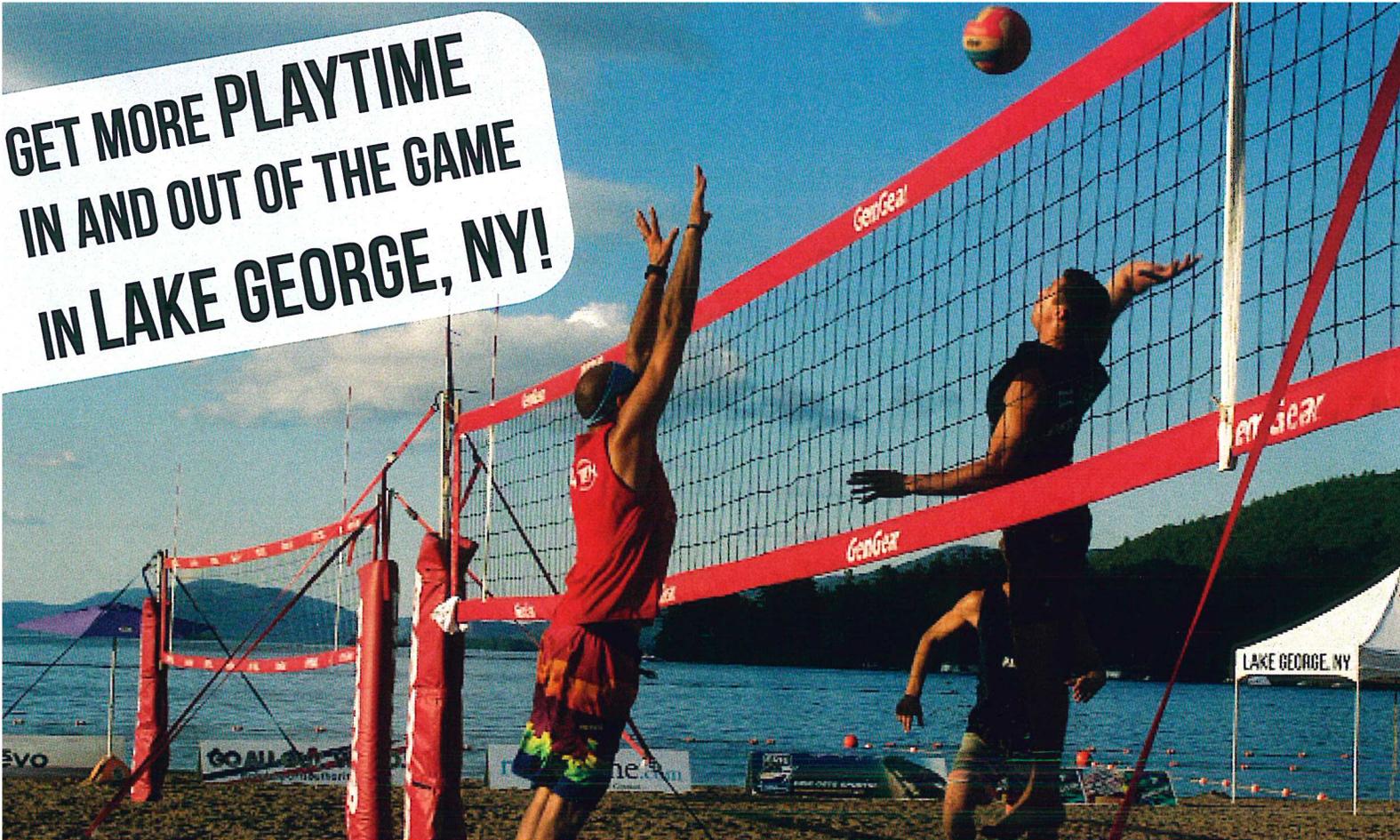


Lake George, known as the "Queen of American Lakes" is located in **New York's 6-million acre Adirondack Park**. The area offers **over 9,000** guest rooms and **more than 200** outdoor recreational activities as well as cultural and historical attractions.

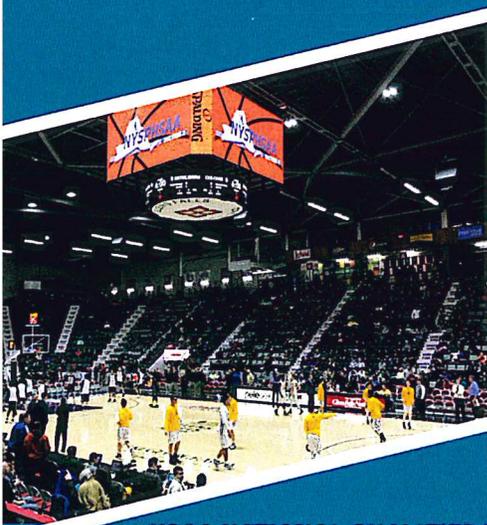
To plan your event, contact **Kristen Hanifin, Special Event & Convention Sales Director** at (518) 668-5755 or [lgccccvb@lakegeorgechamber.com](mailto:lgccccvb@lakegeorgechamber.com).

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**GET MORE PLAYTIME  
IN AND OUT OF THE GAME  
IN LAKE GEORGE, NY!**



**21 SOCCER/ LACROSSE FIELDS ✓ 24 BASEBALL FIELDS ✓ 3 MULTIPURPOSE ARENAS ✓  
2 RODEO FACILITIES ✓ 2 SKI MOUNTAINS ✓ 32-MILE LAKE ✓ 200+ MILES OF TRAILS ✓**



**USSA NATIONAL QUALIFIERS | PERFECT GAME COLLEGIATE BASEBALL | ECHL ALL STAR HOCKEY GAME  
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PRIME TIME LACROSSE NATIONAL INVITATIONAL**

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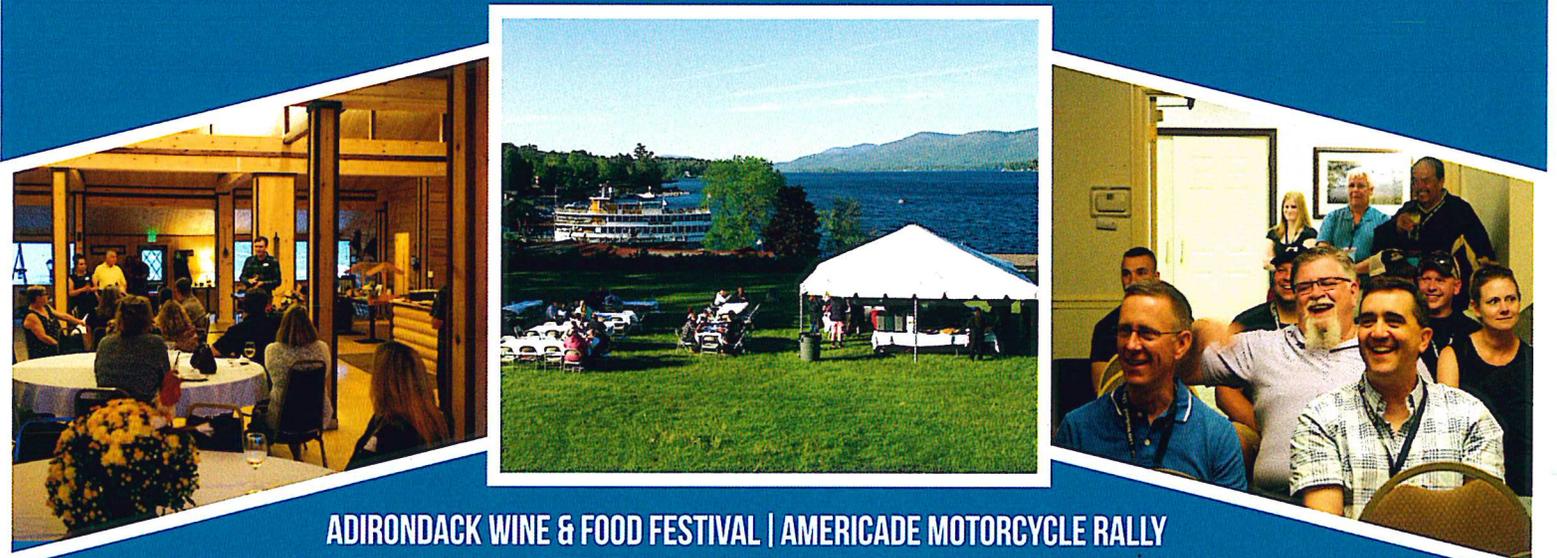
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# A ROOM WITH A VIEW.

LET NATURE INSPIRE YOUR MEETING WITH  
**200,000+ SQ FT** OF COMBINED FLEXIBLE INDOOR &  
OUTDOOR SPACE IN THE LAKE GEORGE AREA.



- ✓ 9,000+ GUEST ROOMS
- ✓ 50+ RESTAURANTS
- ✓ 200+ ATTRACTIONS
- ✓ \$1 TROLLEY TRANSPORTATION
- ✓ 32-MILE LAKE
- ✓ 200+ MILES OF TRAILS
- ✓ 6 FLAGS AMUSEMENT PARK
- ✓ 10+ MUSEUMS
- ✓ 50+ FACTORY OUTLETS
- ✓ 30+ BOUTIQUES



ADIRONDACK WINE & FOOD FESTIVAL | AMERICADE MOTORCYCLE RALLY

BARBERSHOP HARMONY SOCIETY | BIODYNAMICS ANNUAL CONFERENCE | CHURCH OF GOD

FEAST OF THE TABERNACLES | HEMMINGS CONCOURS D'ELEGANCE | LAW ENFORCEMENT OFFICERS WEEKEND

PLUG POWER BOARD MEETING | ROTARY DISTRICT MEETINGS | NYSDMO QUARTERLY MEETING

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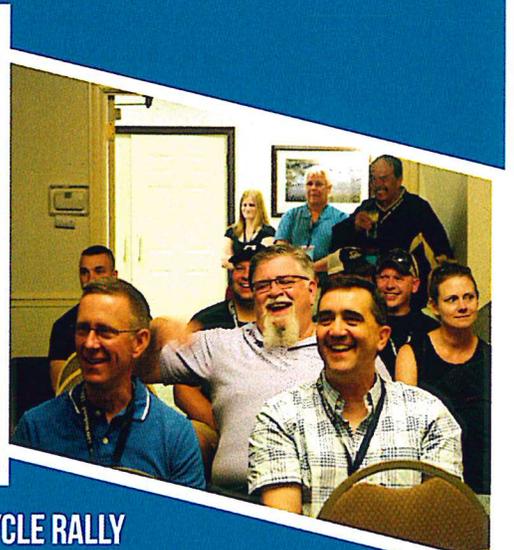
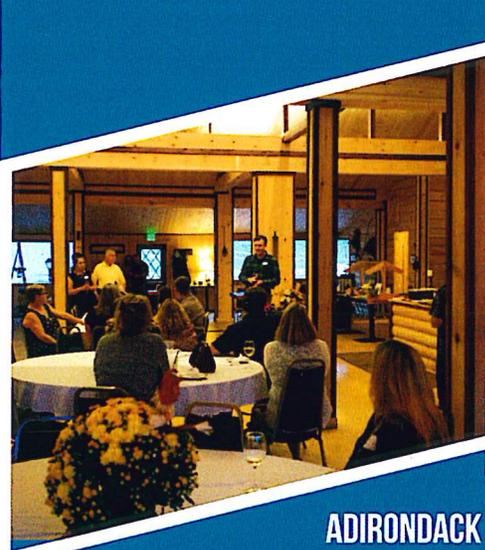
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ADIRONDACK WINE & FOOD FESTIVAL | AMERICADE MOTORCYCLE RALLY  
BARBERSHOP HARMONY SOCIETY | BIODYNAMICS ANNUAL CONFERENCE | CHURCH OF GOD  
FEAST OF THE TABERNACLES | HEMMINGS CONCOURS D'ELEGANCE | LAW ENFORCEMENT OFFICERS WEEKEND  
PLUG POWER BOARD MEETING | ROTARY DISTRICT MEETINGS | NYSDMO QUARTERLY MEETING

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