



**Tourism Committee  
Warren County Tourism Department  
AGENDA  
March 29, 2018**

Committee Members:

E. Merlino, Chairman  
D. Dickinson  
J. Strough  
E. Frasier  
K. Wild  
K. Geraghty  
J. Diamond  
A. Hogan  
B. Driscoll

- 
- I. Committee meeting called to order by Chairman Merlino.
  - II. Motion to approve minutes of February 27, 2018 Tourism Committee Meeting.
  - III. Tourism Department Update – Joanne Conley, Tourism Director
  - IV. Motorcoach and Update – Tanya Brand, Group Tour Promoter
  - V. Lake George CVB Update - Kristen Hanifin, Special Events & Convention Sales Director
  - V. Privilege of the Floor to discuss any additional items to come before Committee.
  - VI. Motion to adjourn.

Pending Item:

The Committee requested that Joanne Conley develop tangible goals for the Assistant Tourism Coordinator position and review them with the Committee. (02.27.18)

### Assistant Tourism Coordinator Goals

- Will serve as the department's liaison to Empire State Development/I Love New York and our Adirondack Regional partner counties, facilitating matching fund and other grant applications. State and Regional media leads, FAM tours, public relations, social media and more.
- Will serve as the department's community liaison to work with towns to cultivate new and existing events to facilitate smart growth, help with funding application processes, scheduling, event promotion at local, regional and state levels, etc.
- Will work with/report to the Director relative to analytics, travel trends, industry metrics, surveys, etc.
- Will coordinate Social Media responsibilities with the Department's Communications Assistant to grow the Lake George Area's social media channels via content stories, photography, postings, advertising and tracking.
- Will assist in day-to-day operations of the department, working toward an overall understanding of how the entire department functions, with the capacity to ultimately step into a decision making role, as needed.

2017 Occ Tax ↑ 3.8%

## Vacation Planning

Top of the funnel now

#Plan for vacation

RS ads begin March-April

Digital ramping up

TV begins in May

Lead in perfect timing Money Magazine (Meredith pub)

## Time.com/Money Magazine Accolades

- 2 million circulation

Named Lake George to the "Top 20 places to visit in 2018"

10 in U.S. and 10 International

- Lonely Planet recommended destinations – 2017 The Adirondacks Top 10
- Money Magazine – dozens of sources considered – cost, trends, customer satisfaction

Website – accolade on Home page and each footer

Travel Guide – accolade sticker on TG

Social:

Reach	1.6m
Likes	17,000
Shares	3,800
Comments	3,400
Link clicks	37,000

Time on site (reading linked article) 1:24

ILNY BRACKET  
COMPETITION

Final Week

Sagamore vs

Animal Adv.  
Parr

## American Advertising Awards 2017 - ADDY

Summer 2017 TV spot - You Tube now

Will begin again late April

NEW Fall commercial in production now + micro videos

Combine contracts 2 years ago to make this easier

\$ 4,331,652

↑ 3.77%

\$ 163K ↑

## Adk Day Albany – April 16 – W/Adk partners

Sectors: Tourism, History & Culture, Education, Government, Economic Development

Matt Simpson and Bill Farber and our Adirondack partners at Roost and Clinton County

Adirondack Cycling Strategy: Phase 1, The Great South Woods: \$60

**Create a bicycle tourism program** including a regional marketing strategy to promote existing assets to travelers.

- a) enhance cycling related infrastructure
- b) create bicycling-friendly destination communities;
- c) develop a collaborative partnership to grow the bicycle tourism economy.



Work with CVB



Goals for the Asst Tourism Coordinator position:

25+ applicants

Description allows us to work with strengths of the individual and needs of the department

# WARREN COUNTY TREASURER

MICHAEL R. SWAN  
*County Treasurer*

ROBERT V. LYNCH II  
*Deputy Treasurer*

## OCCUPANCY TAX REPORT

Thursday, March 29, 2018

Revenue Collected Through 12/31/17	\$ 4,331,652.82
Revenue Collected Through 12/31/16	<u>4,168,325.15</u>
Increase/Decrease for 2017 over 2016	163,327.67
Percent Change	3.77%
Revenue Collected Through 3/28/2018	\$ 219,597.63
Revenue Collected Through 3/28/2017	<u>\$ 208,774.17</u>
Increase/Decrease	\$ 10,823.46
Percent Change	4.93%



Lake George Regional Convention & Visitors Bureau

February 2018

CVB Report presented by Kristen Hanifin  
Special Events & Convention Sales Director

Leads	Attendance	Room Nights
9	3350	7465
YTD	+/- LY	+/- LY
15	6,990	10,350
Bookings	Attendance	Room Nights
3	1,015	653
YTD	+/- LY	+/- LY
5	2,175	2,572

**CVB BOOKED EVENTS OCCURRING IN FEBRUARY 2018**

- **Rock Maple Racing** - February 3, 2018 in Lake Luzerne. Repeat event for 2018 (NEW in 2017). The snowmobile racing event is in its 2'd year in Lake Luzerne, brought approximately **300 attendees** and approximately **40-50 room nights**. Racing registrations were up from 2017 and they anticipate returning in 2019.

**MEETINGS/SHOWS/MARKETPLACES**

The CVB held its monthly CVB meeting on February 15<sup>th</sup> at the Lake George Chamber of Commerce offices . There were 14 attendees. The agenda included updates on new/pending/booked/lost business, updates on convention services/marketing, an overview of trade shows for 2018 and property/event updates for the month of February.

**Attendance:** Eric Rottingen, Winefred Martin, Randy Galusha, Rachel Duell, Samantha Adameczyk, Stephanie Howard, Amanda Copeland, Gina Mintzer, Liz Burtch, Rhonda Sullivan, James Joseph, Jennifer McVay, Kathy Miller, Kristen Hanifin



## Lake George Regional Convention & Visitors Bureau

### 1. NEW BUSINESS/LEADS SENT IN FEBRUARY – 9 leads sent out

- **Hafter School -Long Island** - School Trip
- **Porsche Club of America – June 2022** 10-day event across multiple venues. Will consider multiple housing properties.
- **Strategic Events Management/Client Incentive Trip – Sept. 15-22, 2018**
- **SUNY Summer/Fall meetings - 2018 - June/Sept. 2018** Faculty Planning meetings
- **US Trail Running Conference 2019** Late Aug-mid-October timeline. 3.5-day conference, geared towards trail race directors, industry professionals, and trail running athletes.
- **NYSTIA Annual Dinner & Awards – Oct.18-19, 2018** -NYS Tourism industry annual mtg.
- **Prime Time Lacrosse/Traveling Teams – July 6-8, 2018**- 2'd request for more rooms (596 already booked!)
- **Executive Success, Annual Corporate Retreat – Aug. 19-30, 2018**
- **Institute for Traffic Safety Management and Research (ITSMR) – Oct. 21-24, 2019** – Annual Meeting

POTENTIAL NEW ROOM NIGHTS FROM FEB. LEADS: 7,465

### 2. BOOKED BUSINESS IN FEBRUARY

- **(NEW) Biodynamics – Nov. 6-10, 2018** – 519 ROOM NIGHTS, 800 ATTENDEES – *Sagamore Hotel & Resort*
- **(NEW) British Reliability Car Group – Sept.14-16, 2018** – 50 ROOM NIGHTS – 60-70 ATTENDEES – *Queensbury Hotel*
- **Henrietta HS Class Trip – June 15-17, 2018** – 84 ROOMS, 150 ATTENDEES – *Surfside Hotel*

NEW ROOM NIGHTS BOOKED IN FEBRUARY FOR 2018: 653

### 3. PENDING BUSINESS/ONGOING

- **(NEW) Lax Bash/Prime Time – October 2018** – Golden Goal in negotiations now.
- **(NEW) North American College Showcase – May 28-30, 2019** PROPOSAL SUBMITTED by Golden Goal to host.
- **Special Olympics – Winter Feb. 2020/21**

**PENDING PROPOSAL ROOM NIGHTS: 6,270**

A Division of the Lake George Regional Chamber of Commerce  
P.O. Box 272 | 2176 State Rt. 9 | Lake George, NY 12845

[WWW.VISITLAKEGEORGE.COM/MEETINGS](http://WWW.VISITLAKEGEORGE.COM/MEETINGS) | 518-668-5755 | FAX 518-668-4286



## Lake George Regional Convention & Visitors Bureau

### 4. LOST BUSINESS

- **Family Travel Association Summit – Oct. 2018.** NO from all 3 local properties. *LOST – too many concessions/no property interest*
- **USA Field Hockey Regional Championships – June 16-17, 2018 - LOST – selected other location.** *Will consider for 2019*
- **USA Field Hockey Summer Bash – June 9-10, 2018 - LOST – Selected other location.** *Will consider for 2019.*
- **Journeyman Wrestling – LOST – LG Forum rejected bid request.**

**LOST ROOMS: 1500**

### 5. CONVENTION SERVICES/SALES/MARKETING

- Convention Services provided to: Commsoft, British Reliability Group, Hemming Car Group, NE Barbershop Quartet, Golden Goal, ADK Dome & Sportsplex
- Wrote/submitted new advertorial & ad for Sport Events Magazine for Annual Guide to Sport Event Planners.
- Provided research for Journeyman Wrestling – bid lost due to no interest from the LG Forum.
- Set meeting with event organizer for repeat event, NE Barbershop Quartet to schedule to discuss pre-event promotion. Meeting will be later in March.
- Expand the CVB Committee met on 2/23. The meeting was attended by Rebecca Wood, Gina Mintzer and Kristen Hanifin.
- KH (board member) attended Lakes to Locks Passage meeting.
- CVB met with Warren County Tourism to discuss collaborative efforts. CVB is incorporating the Warren County Tourism brand/logo into its marketing efforts, per request, including letterhead, business cards, ATTA materials, and future advertising efforts.
- The CVB purchased the DMAI Economic Impact Calculator & has begun to run pilot tests on local events. This calculator will be able to demonstrate economic impact of local events to the region.

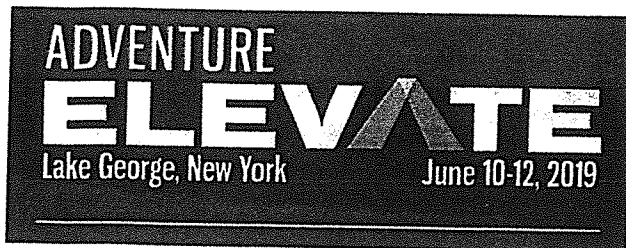
### ATTA ELEVATE 2018/19

- CVB was awarded \$15,000 in Occupancy Tax funding from Town of Lake George in support of the ATTA ELEVATE conference and promotional efforts.



## **Lake George Regional Convention & Visitors Bureau**

- CVB was awarded \$5,000 in Occupancy Tax funding from the joint Town/Village of Lake George in support of the ATTA ELEVATE conference & promotional efforts.
- KH wrote/produced new promotional video for ATTA ELEVATE 2018 Banff luncheon
- KH wrote/designed with Amanda Metzger, ATTA ELEVATE 2018/19 promotional brochure for Banff luncheon.
- Gina Mintzer created NY-themed playlist for the Banff Lake George CVB luncheon
- KH produced one page "Day of Adventure" sample itineraries page & story ideas for ELEVATE 2018
- CVB met with Warren County Tourism to discuss future collaborative efforts and financial support relating to the adventure travel conference and its overall impact to the region.



## Sample Day of Adventure Itineraries and Story Ideas

- **Combination Hike & Paddle at Tongue Mountain Range and the Narrows with Adirondack Hamlets to Huts.** A full day of hiking with spectacular views of Lake George and hike to Montcalm Point. Kayak/paddle around Lake George and the Narrows. Lunch along the way. Return to Lake George at the end of the day.
- **Raft the Hudson River.** Enjoy a full day of thrills and spills of 17-miles of whitewater rafting on the Indian and Hudson River through the wild and scenic Hudson River Gorge. Meet up with your guides from Square Eddy Outfitters in North Creek and head down river at Indian Lake. Enjoy lunch along the way and return to North Creek.
- **Summit Brew Tour Along the Adirondack Beverage Trail.** On this half day trip with Hoppy Brew Tours, discover some of the region's best craft beer, hard cider and local distilled spirits as part of the Adirondack Craft Beverage Trail. Meet the Hoppy Brew Tours bus at 11:30am at Adirondack Pub & Brewery, as you head to Springbrook Hollow Distillery, Argyle Brewing Co., and Common Roots Brewery. Enjoy samples & behind-the-scenes tours at our various stops, including plenty of storage for any purchases you make along the trail.
- **Cheese, Beer and Wine Tour.** Join Hoppy Brew Tours at 11:30am for this half day excursion through Washington County, to explore local cheese, wine and beer, all handcrafted in the region. Stops will include Victory View Vineyard, Moxie Ridge Farm, Argyle Cheese Farmer and R.S. Taylor & Sons Brewery.
- **Kayak the whitewater of Sacandaga River or enjoy nature at Stewards Pond.** Combining options of both flatwater and Class II-III whitewater, meet your guides at SOC Outfitters in Lake Luzerne where you can either put in at the top of the Sacandaga River, or for those looking for a more relaxed experience, explore the tranquility and scenery of Stewart's Pond. Possibilities abound for sighting wildlife ranging from whitetail deer, beaver, minks, wild turkeys, loons, blue heron, and even golden eagles.
- **"Last of the Mohicans" Historical and Art Tour.** Meet at the authentically restored French and Indian War fort, the historic Fort William Henry, located at the south end of Lake George. Enjoy an educational tour that includes military demonstrations, guided tours and colonial artifacts. After the tour, board the bus to the city of Glens Falls, and enjoy a guided interpretive tour of the ride down from our Lakes to Locks Passage interpretive guides. Once in Glens Falls, tour the world-class Hyde Collection art museum and historic home. This museum houses the first American edition and English editions of James Fenimore Cooper's 1826 novel, "The Last of



*the Mohicans,*” as well as art from Picasso and Rembrant. End the day Fenimore’s Bar & Grill at the historic Queensbury Hotel with appetizers and a glass of local craft beverage from Coopers Cave.

- **Be a Cowboy (or Cowgirl) for the Day.** Did you know that the Lake George area is the land of the Adirondack Cowboy? The Dude Ranch trail is a 40 mile loop which includes riding, rodeos and all inclusive ranch resorts. This full day tour begins at Stony Creek Ranch and Resort. Saddle up in the morning and join the ranchers in a real, authentic cattle drive. After a few hours, rustling up cattle, come back to the ranch for a hearty-family-style “cowboy lunch” cooked over an open flame outdoors. Take some time after to explore the ranch on a hayride or try your hand at lassoing. Later that afternoon, head over to Painted Pony Championship Rodeo for the exciting spills and thrills of a professional rodeo, complete with tough cowboys, beautiful cowgirls, rodeo clowns and outstanding animals. This rodeo is the oldest continuously running rodeo in the entire US.

Other options being considered include a day at Adirondack Extreme Aerial Park, a trip to newly built Frontier Town Equestrian Center & Paradox Brewery, and a day of exploration at the Wild Center Interpretive Museum and a ride on Revolution Rail Bikes.

**We invite you to join us in June of 2019 in Lake George NY. With so many choices to choose from, where will your 2019 ELEVATE Day of Adventure begin?**

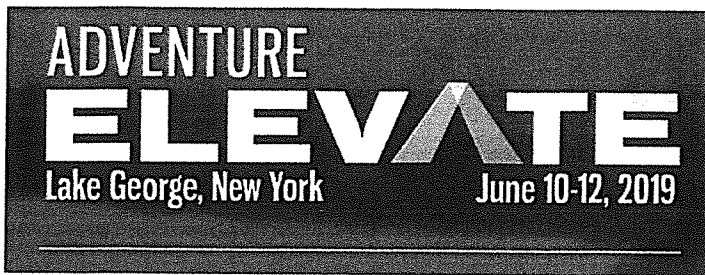
---

For more information on the 2019 ATTA ELEVATE event in Lake George, please contact Kristen Hanifin, Lake George Regional CVB Special Events & Sales Director at [lakegeorgecvb@gmail.com](mailto:lakegeorgecvb@gmail.com)

For all media inquiries please contact Amanda Metzger, Lake George Regional CVB Marketing Director at [lakegeorgemarketing@gmail.com](mailto:lakegeorgemarketing@gmail.com)

Both may be contacted by phone at 518-668-5755

---



## **2019 LAKE GEORGE REGION TRIP GIVEAWAYS**

**Trip 1:     **A sampling of the North Creek-Indian Lake Hamlets to Huts Circuit**  
**(5 nights, 4 days - fall)****

Come enjoy the spectacular fall foliage, woods, waters and wilderness of the Central Adirondacks. This 5-night, 4 day guided trek with **Adirondack Hamlets to Huts** includes 3 days of hiking, from North Creek to Indian Lake (approx.. 35 miles) and 17 miles of whitewater rafting through the majestic Hudson River Gorge. All meals and lodging are included (5 breakfasts, 4 lunches, 5 dinners), as well as guided hikes and rafting.

**Trip 2:     **Create Your Own Adventure in the Lake George Region**  
**(1 night, 2 days – spring-fall)****

Sample some of the best activities Lake George Region has to offer through this “create your own adventure” trip package. This trip includes a wine tasting and local cheese sampling at Adirondack Winery, an island exploration cruise on Lake George aboard the historic boat *The Mohican*, 4 passes to Adirondack Extreme Adventure Course, a guided tour at the historic Fort William Henry Museum and an overnight stay at the 2019 ATTA ELEVATE Host hotel, The Fort William Henry Resort & Conference Center.