



**Tourism Committee
Warren County Tourism Department
AGENDA
April 30, 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 March 29, 2018 Tourism Committee Meeting.
 - III. Tourism Department Update – Joanne Conley, Tourism Director
 - IV. Web Metrics Update – Peter Girard, Creative Director
 - IV. 2018 Media Presentation – Advertisers Workshop
 - V. Privilege of the Floor to discuss any additional items to come before Committee.
 - VI. Motion to adjourn.

THE Original Vacation
IS Calling!

QUARTERLY
RECAP



VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS



CAMPAIGNS & MEASURABLES

JANUARY · FEBRUARY · MARCH

(AD WORKSHOP)

MAJOR MIXED MEDIA CAMPAIGN

· FEATURING A GORE MOUNTAIN CO-OP

(TOURISM)

THEMED CONTENT CAMPAIGNS

· CONTENT CURATION / PACKAGING FOR ICONIC BRANDING

(THE PUSH & IMPACT; USING WEB ANALYTICS / STR / STAKEHOLDER INSIGHT)

JANUARY: ICE BARS { 22,880 Pageviews / 26,796 Engagements }

2 CONTENT ARTICLES & 4 EVENT HIGHLIGHTS



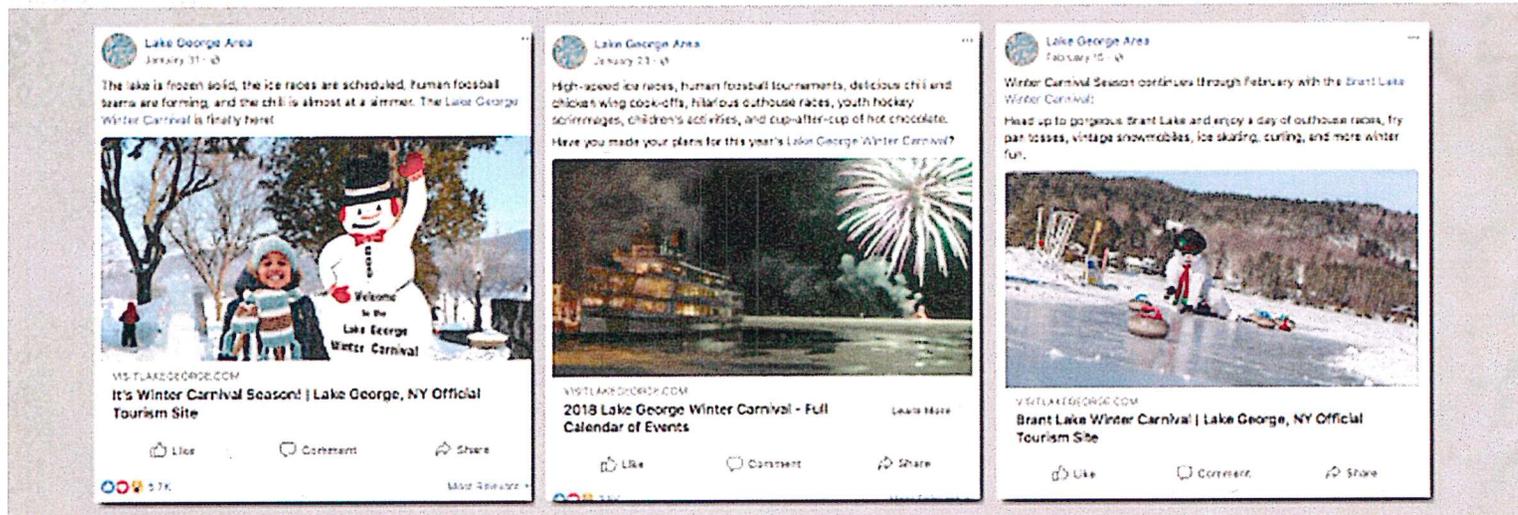
STAKEHOLDER INSIGHT:

- *As a whole, I noticed a decline in the two weekends*
- *We felt it is beginning to plateau...*
- *Both weekends up 20%! Wow!*



FEBRUARY: WINTER CARNIVALS { 38,164 Pageviews / 34,867 Engagements }

2 CONTENT ARTICLES & 3 EVENT HIGHLIGHTS



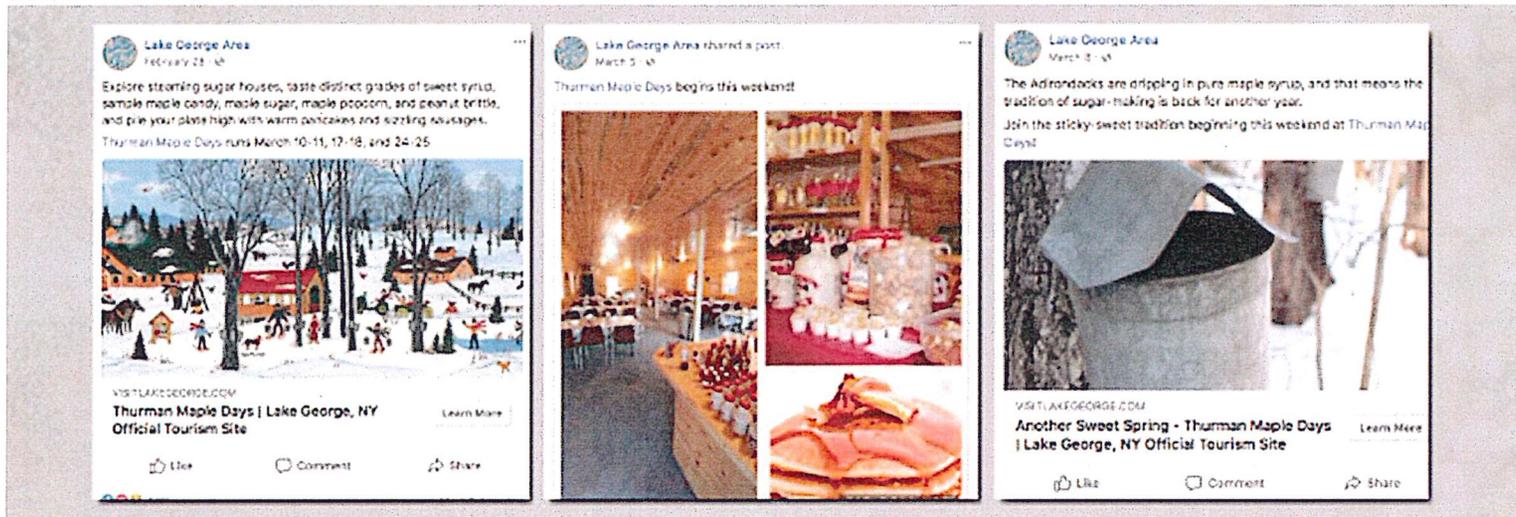
STAKEHOLDER INSIGHT:

- *This year's Carnival was by all accounts one of the most successful in history.*
- *Winter Carnival was quite successful...*
- *Winter Carnival one of the best in many years...*



MARCH: MAPLE MONTH { 11,870 Pageviews / 17,038 Engagements }

1 CONTENT ARTICLE, 1 EVENT HIGHLIGHT, & 1 SHARED POST



STAKEHOLDER INSIGHT:

- *We associated with Thurman Maple Days are wowed by the huge efforts you made to help publicize the event. We were just blown away by all the great publicity... early reports indicate that several farms on the tour had outstanding turnouts and sales... **Whatever you did - it worked!***



LODGING INDUSTRY KEY METRICS (Q1) PER STR DATA

- 2018 YTD: DEMAND: +7.5%

- 2017 YTD: DEMAND: +7.1%

- 2018 YTD: AVERAGE DAILY RATE: ~~+4.9%~~

0.9%

- 2018 YTD: REVENUE: +8.5%