



Tourism Committee Meeting
August 21, 2018



Smith Trend Report

- June Demand = Up 4.1%
- July Demand = Up 2.1%
- YTD Demand = Up 6%



Tourism Economics

From 2016 – 2017:

NYS Traveler Spending up 4.4%

Warren County Traveler Spending up 4.3%

Warren County Tax Savings per household is \$2,814 (up from \$2,573)



Google Analytics

Year-to-date

Pageviews: 2,150,000

Sessions: 932,000

Session Duration: 1:48

...

Blog: Sherpas of the Lake · 32,000 Pageviews

Attraction: Revolution Rail · 25,000 Pageviews

Event: Adirondack Nationals Spike in Pageviews

Social Media



Facebook Followers = 277,000
Up 18% from Jan 1



Instagram Followers = 8,700
Up 28% from Jan 1

Current campaign: Hashtag #mylgarea
Share user-generated images on social media
Use images in Travel Guide

Facebook Event Promotion

 **Lake George Area**
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On June 23-24, over 80 New York State wineries, craft beverage makers, artisan food vendors, food trucks and more, will be dishing out samples at the Adirondack Wine & Food Festival.

Take your taste buds on a journey. Grab your tickets now!



VISITLAKEGEORGE.COM
Adirondack Wine & Food Festival | Lake George, NY Official Tourism Site [Learn More](#)

👍❤️👤 1.6K 227 Comments 528 Shares

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Live music, an auction, karaoke, children's games, fireworks, and the tastiest chicken BBQ you'll have all summer!

Head to the Smoke Eaters Jamboree for classic summertime fun in Warrensburg on July 27-28.



VISITLAKEGEORGE.COM
Smoke Eaters Jamboree | Lake George, NY Official Tourism Site [Learn More](#)

👍❤️👤 1K 84 Comments 257 Shares

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Americade is coming! Ride gorgeous Adirondack roads, attend concerts and the block party, explore the massive Americade Expo, and much more.

The Americade Motorcycle Rally roars into Lake George Village on Monday, June 4th!



VISITLAKEGEORGE.COM
Lake George Americade | Lake George, NY Official Tourism Site [Learn More](#)

👍❤️👤 3K 269 Comments 1.1K Shares

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Do you love hunting down handmade jewelry, fine art, textiles, decorative items, and more? Take a summertime stroll through the LARAC June Arts Festival on June 16-17!



VISITLAKEGEORGE.COM
LARAC June Arts Festival | Lake George, NY Official Tourism Site [Learn More](#)

👍❤️👤 1.1K 75 Comments 431 Shares

Instagram #mylgarea



Fall Campaign

- **Television** - August 27 in our Primary Markets
NYC/NJ, Syracuse/Utica, Montreal, Albany
- **Digital** - August 27 – Native, Pre-roll, Banners
- **Radio** - WABC in New York August – September
“The Travel Show with Pauline Frommer”
Radio spots, video in email, social media posts
- **Print** - AAA drive markets
- **Social Media** – Event Promotion

Adirondack Day at the Track



Lake George Land Conservancy Hike-a-thon



Adirondack Challenge



Adirondack Welcome Center Exterior



Adirondack Welcome Center Interior



Adirondack Welcome Center Taste New York



Instagram Influencer

- **Trusted Travel Girl – Valerie Wilson**
- **141,000 Instagram Followers**
- **Deliverables:**
 - **Blog Post**
 - **IG Story**
 - **Two IG posts**
 - **65% discount**



trustedtravelgirl • Following
Mount Hood, Oregon

trustedtravelgirl One of my favorite views is My Hood from Trillium Lake! 🌲
When hiking and exploring new destinations, I always pack one of my favorite travel snacks, @wolosnacks 😊
They are packed with key ingredients (like protein & zinc) to keep me powering through long travel days and boost my immune system.
Get these travel-friendly bars at WoloSnacks.com

#wolosnacks #wolobar #brandambassador

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2,775 likes

JULY 17





Tbex Conference

Travel Blogger Exchange

Corning, NY

September 11-13

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45 Appointments

Social Media Bloggers

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5-Day GoNorth Post-FAM

Six Bloggers

