



Tourism Committee Meeting
October 2, 2018



Smith Trend Report

- **July Demand** = **Up 2.1%** (3,195 rooms)
- **Aug Demand** = **Up 1.8%** (2,979 rooms)
- **YTD Demand** = **Up 5%** (34,246 rooms)

July Supply (Inventory) = **212,102**
July Demand (Rooms Sold) = **154,821**
72% Occupancy

August Supply (Inventory) = **212,133**
August Demand (Rooms Sold) = **170,331**
80.2% Occupancy

2017 Supply (Inventory) = **1,913,426**
2017 Demand (Rooms Sold) = **983,664**
51.4% Occupancy

Other Factors

Through August 31, 2018:

- Sales Tax Collections Up 5.1%**
- Occupancy Tax Collections Up 15.3%**
- More data available when collections begin on short term vacation rentals**
- Campgrounds & Day Trip Visitors**

Website Updates

- **Fall Landing Page**



- **Recreation Mapper**



Social Media Event Promotion



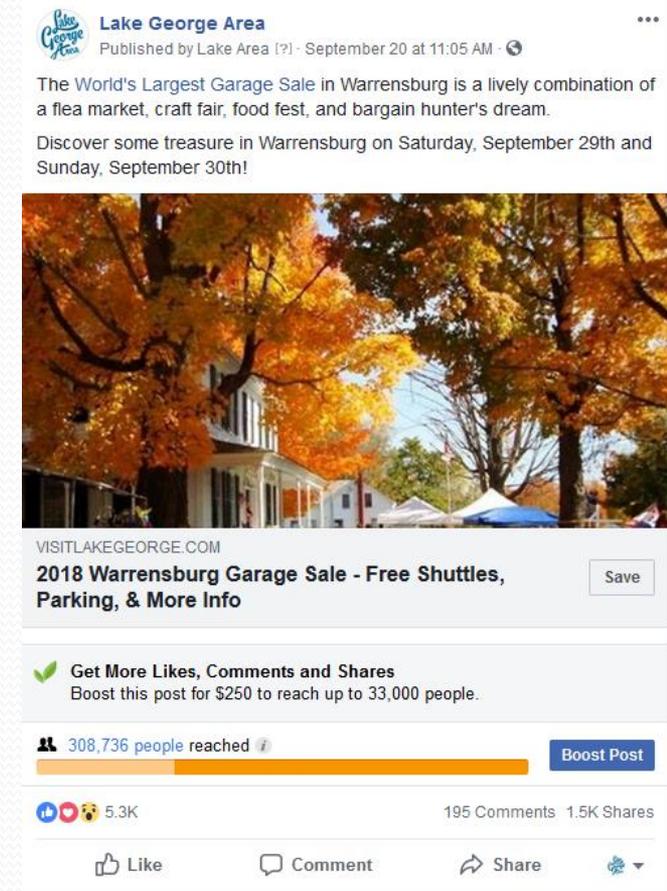
Instagram: 10,000+ followers

Facebook: 282k followers

Garage Sale: 308k reach; 5,300 likes; 1,500 shares

Balloon Festival: 276k reach; 5,000 likes; 1,100 shares

Adk Nationals: 449k reach; 9,700 likes; 2,400 shares





NYSTIA Annual Meeting

October 18-19, 2018

Thursday:

- Six Flags Great Escape Lodge - Jim Siplon, Guest Speaker
- Downtown Glens Falls – Queensbury Hotel, Park Theater, Downtown Social

Friday:

- Cruise on Lake George Shoreline
- Fright Fest at Great Escape

Complimentary visits offered by:

Adirondack Winery
Fort William Henry

In coordination with LG CVB and City of Glens Falls

NYS Haunted History Trail

HAUNTED HISTORY TRAIL *of New York State*





Tbex Conference

Travel Blogger Exchange • September 11-13

5-Day GoNorth Post-FAM • Five Bloggers

Texas, Toronto, Australia, Italy and Nigeria

Prospect Mountain



Martha's Dandee Cream



City of Glens Falls



Queensbury Hotel

