



Lake George Regional Convention & Visitors Bureau

April CVB Report 2019
 presented by Kristen Hanifin
 Special Events & Convention Sales Director

Leads	Attendance	Room Nights
9	1766	1006
YTD	YTD	YTD
25	10,791	5481
Bookings	Attendance	Room Nights
2	541	641
YTD	YTD	YTD
16	37,056	4512
Lost Business (YTD)	Attendance (YTD)	Room Nights
10	1395	1941
Pending*	Attendance	Room Nights
40	11027	11345

MEETINGS/SHOWS/MARKETPLACES

The CVB held its monthly CVB meeting at the Surfside Resort on April 25th. There were 17 attendees. The agenda included updates on new/pending/booked/lost business, updates on convention services/marketing, and property/event updates for the month.

Attendance: Attendance: Gina Mintzer, Mike Wild, Denice Boussiato, Lynn Clausen, Bianca Lewis, Amanda Berrigan, Elizabeth LeClaire, Rachel Duell, Amy Collins, Alexis Coleman, Amanda Copeland, Jessica Gosselin, Gregory Smith, Danielle Taylor, Peter Temeles, Amanda Metzger, and Alex Garry.



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1. **BOOKED BUSINESS IN APRIL**

- **IREVA Junior Volleyball Championship –Hudson Valley Alliance VB Club** (overflow rooms) May 4-5, 2019. 6o ATT/35RN Mohican Motel
- **ATTA ELEVATE 2019 – Pre-fam – June 6-7, 2019.** Booked 6 rooms for ATTA ELEVATE media & dinner/reception at Inn at Erlowest. 6ATT/6RN

2. **NEW BUSINESS LEADS FOR APRIL**

- **Helms Briscoe – ADK Home Show (ROOMS) – July 11-13, 2019.** 50oATT/45RN
- **NYS Probation Administrators - COPA Summer 2020 Conference-** June 29-July 1, 2020 15oATT/16o RN
- **United Church of God Feast of the Tabernacles 2021 – Sept. 20-28, 2021.** 140oATT/120oRN
- **NY School Nutrition Association – 2020 Industry Conference - May 12-14, 2020 –** 13oATT/75 RN
- **ACT Institute/Center for Practice Innovations Team Leader Retreat – Oct. 10-11, 2019** 5o ATT/10oRN
- **VHB Corporate Meeting – Oct. 8-9, 2019.** 2o ATT/2oRN.
- **Northeastern Cider Conference Annual Conference – March 16-19, 2020** 35oATT/42oRN
- **Athletic Headquarters Summer Hoop Jam – June 21-23, 2019** 6oATT/75
- **Athletic Headquarters Hoop Summit – May 4-5, 2019** 2oATT/2oRN
- **St.Gregorios Church Religious Family Retreat – July 4-6, 2019** 8oATT/4oRN

3. **LOST BUSINESS APRIL**

- **NAIA 2020 and 2021 Women's Wrestling Invitational.** March 13-14, 2020, March 12-13, 2021. Referred to Cool Insuring Arena – turned down due to 2 home Thunder games and bids for AYHA NY State U14 hockey finals. 30oRN/25oRN
- **NY National Guard - Cyber Protection Team Post Deployment Yellow Ribbon Event – May 3-5, 2019.** Due to size and no availability at 4 properties. 10oATT/4oRN
- **Financial Group of Binghamton, Annual 2019 Financial Club Meeting – April 27-28, 2019.** 4oATT/4oRN (no response)
- **Cedars Health 2019 Fall Corporate Retreat – Oct. 16-18, 2019 – 7oATT/14oRN.** Selected downstate location.

A Division of the Lake George Regional Chamber of Commerce

P.O. Box 272 | 2176 State Rt. 9 | Lake George, NY 12845

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- **Educational Fund Company – Mpower Summit 2020.** 200ATT/700RN. Sent to Courtyard Marriott, Sagamore Resort & Fort William Henry (per planner request. Decided to go to NJ).

4. CONVENTION SERVICES

- **IREVA – Hudson Valley Alliance VB Club – May 4-5, 2019**(ROOMS only) Referred to Holiday Inn Lake George 20 rooms. Referred to Pies on Wheels food truck to provide concessions at Chase Sports. Called local Ads and Cheesy Does it food trucks for additional concessions. Not available for concessions at GF Rec Center.
- **Athletic Headquarters – Hoops Summer Jam – Traci Smith Group (ROOMS only).** June 21-24, 2019 Referred GF/Qbry hotels to NH Manchester Knights bball team for 20 rooms for June 22, 2019.
- **Athletic Headquarters – Hoop Summit – Llanes Group (ROOMS only) – May 4-5, 2019.** Referred 20 rooms to Surfside & Hampton Inn.
- **Athletic Headquarters – Hoop Summit – J. Frederick Group (ROOMS only) – June 21-24, 2019** 25 rooms. Referred to Holiday Inn LG.
- **Helms Briscoe – ADK Home Show (ROOMS) – June 11-13, 2019.** Referred to Stony Creek Ranch Resort and America's Best.
- **Women's NYS Bowling Championship – (BOOKED).** Packed 1524 Welcome Bags included County guide, travel toothbrush, Dine Around bracelet. Reached out to restaurants in the region through social media posting and direct contact for participation in Dine Around all 5 weekends. 4 businesses responded to date. Rooms booked at the Clarion, Holiday Inn Express, Fort William Henry and the Queensbury Hotel for this event.
- **ATTA ELEVATE 2019 - June 10-12, 2019.** Booked all transportation for Days of Adventure (June 10th). Referred/booked pre-fam dinner/reception at Inn at Erlowest for 6 media.
- **NAIA 2020 and 2021 Men's and Women's Bowling National Championships - March 26-28, 2020, March 25-27, 2021.** Referred to KingPin Bowling.

5. ONGOING DISCUSSIONS FOR NEW BUSINESS/BID OUT - "IN PROGRESS"

- **ATRA 2020 Trail Running Conference – Sept. 2020.** 300ATT/600RN (bid fee \$10K – In review)



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- **International Senior Softball Association** – Set up meeting at NASC for follow up.
- **NYS Assoc. of Clerks of County Boards Annual Conference** – May 13-15, 2020 – 30 ppl/60 rooms. IN PROGRESS. Proposals sent from FHW, Sag & Queensbury hotels. Under review.
- **LLBean/LocoSport 5K running event** – NEW EVENT. Partnering with LLBean for a new 5K race in Lake George. Estimate @500 runners/50 RN.
- **Phi Kappa Theta Fraternity** – Ongoing discussions & interest for winter alumni event for winter 2019-20. 32ATT/32RN, Social Impact Event for August 2020 150 ATT/75 RN, Bi-annual Convention July/Aug. 2021 150ATT/75RN. Follow up in May.
- **WPBA Tour 2020-23**. Estimate 3,500ppl/8,800 rooms. **CONFIRMED**. Have won 2020/22 bid for July. IN PROGRESS
- **NJCAA (National Junior Collegiate Athletic Association) Bowling Championship** – March 1-3, 2019 IN PROGRESS
- **IREVA/TEAM USA Juniors Beach Volleyball Tournament** – July 19-21, 2019. IN PROGRESS – FINALIZING DATES. 120RN/300 ATT

6. TRADE SHOWS/ MARKETING

- **NASC – pre-event marketing/joint New York SPORTS event May 8th**. NYSDMO Sports Sales Directors initiative. Event will include a two-hour networking event (invite only) on May 9th sponsored by the following NYSDMO sports organizations: Buffalo Niagara Sports Commission, Discover Albany, Discover Long Island, Rochester NY Sports Commission, Visit Syracuse, Discover Saratoga, NYC & Co., Visit Binghamton. Planners have been invited via email blast & preliminary list of 20 RSVPd.
- Wrote/submitted advertorial copy & ½ page ad for **Sport Event Magazine May issue**
- Distributed **Sport Event Magazine Digital eblast - Destination of the Month Sport Highlight**
- **CVB Eblasts:**
 - **April 16 — Spellos Client/Colleague Event** —39% open rate; 5% CTR
 - **April 18 — Spellos Client/Colleague Event** — 53% open rate; 10% CTR
 - **April 29 — CVB Gov Buy Pre-marketing (1,373)** — 18% open rate; 100% CTR
- **GOVBUY Trade Show Social Media** — \$80 Spend for Paid Reach of 4,438 People
GovBuy Trade Show April 29: \$80 spent: 4,438 people reached; 45 landing page views; 1.78 cents CPC. Organic Photos May 1 — 987 people reached; 134 engagements
ORGANIC TOTAL: 987 engagements; 134 engagements

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- Exhibited with Ft. William Henry; Wax 'N' Wix hired to make candles in booth. Gathered 384 enter to win inquiries; many votes as most unique, fun booth.

7. ADIRONDACK CHRISTKINDLMARKT 2019 (Planning committee update)

- Facebook page updated with new call out for vendor applications. Over 20 received to date. Reached 998 on Facebook and 180 on Instagram, (+3% increase)
- Banking account opened for new 501-c 3
- Planning committee held 2 meetings in April. Vendor solicitation ongoing. Sponsorship letters being reviewed and re-drafted. Need to do outreach to local propane companies

8. ATTA ELEVATE LAKE GEORGE – 2019 NY

- Registrations are full at 268. Will expand to 300. Most DOAs are full. Adventure CONNECT portal open for appointment bookings.
- Held 2 planning calls in April with ATTA for Days of Adventure and pre-fam tour planning.
- Finalized pre-fam trips with DEC, ROOST and Adirondack Coast. Travel & logistics coordinated.
- Booked transportation for DOAs and Painted pony event.

9. IN THE COMMUNITY

- CVB meeting April 25th