

# Tourism Committee Meeting

January 25, 2019

Warren County Department of Tourism





# Smith Trend Report

- October Demand Up 1.9%
  - November Demand Up 7.2%
  - December Demand Down 1.4%
  - YTD Demand Up 3.9%
  - 2018 Demand 1,020,841 rooms
- Increase 38,185 rooms**

# Other factors

Through December 31, 2018

Sales Tax Collections

Up 5.5%

Occupancy Tax Collections

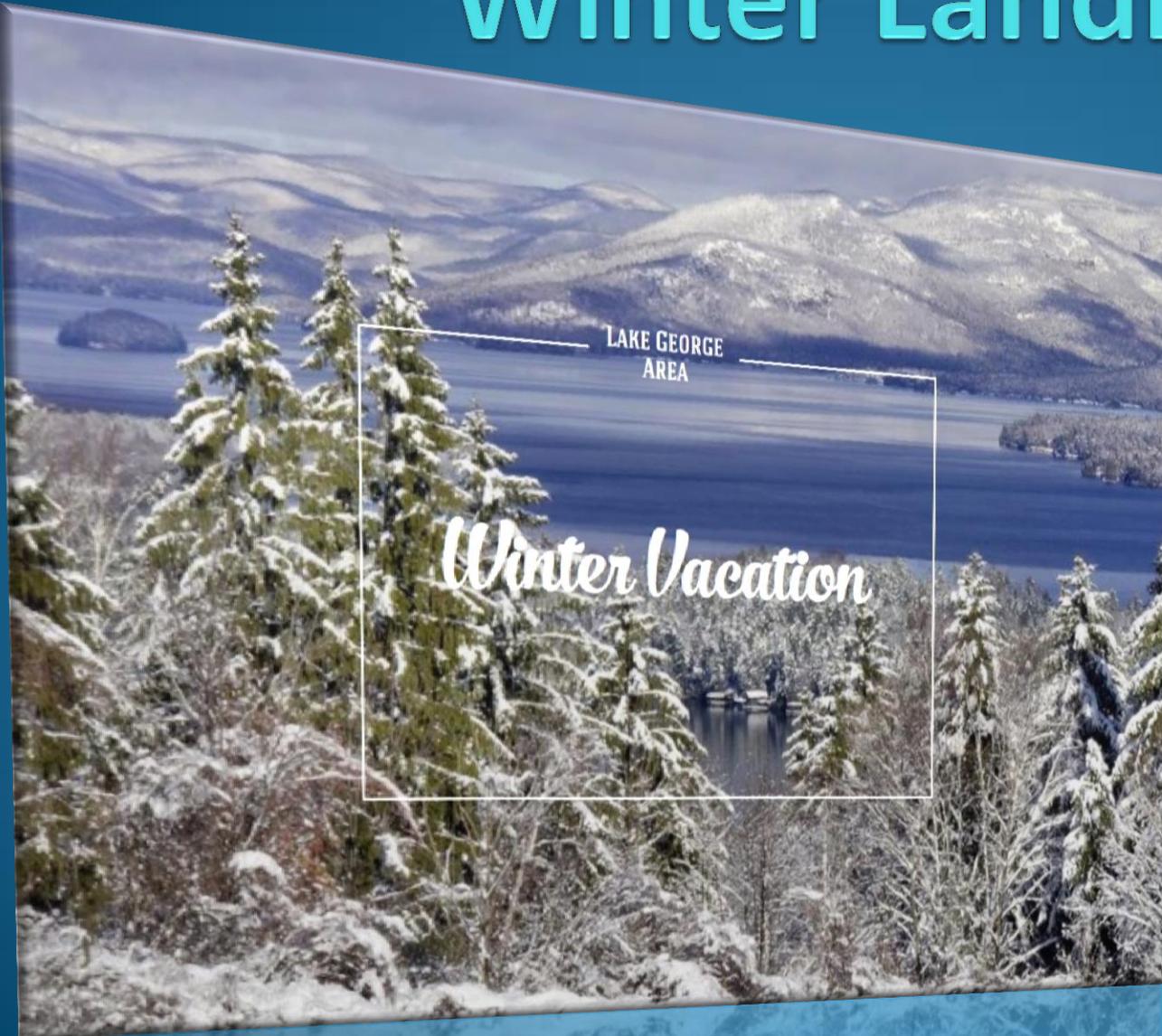
Up 4.2%

Short-term Rentals



**AllTheRooms.**Analytics

# Winter Landing Page



Everything  
you need  
to plan  
your  
winter  
vacation!

Image courtesy of  
Luke Dow Photography

# Social Media



Facebook Followers went from 232,672 to 280,841 = Up 20.7%



Instagram Followers went from 6,761 to 11,400 = Up 68.6%

# Social Media

## December Facebook Post Performance

- 2,500 Likes
- 500 Shares
- 12,500 link clicks back to our website to read the article



The image shows a Facebook post from the 'Lake George Area' page. The post is sponsored and features a photograph of a rustic interior with a stone fireplace and a fire. The text of the post asks if the user is planning a winter vacation and suggests renting an Adirondack cabin. Below the photo, the website 'VISITLAKEGEORGE.COM' is mentioned, along with the article title 'Adirondack Cabins Perfect for Cold Winter Nights' and a 'Learn More' button.

**Lake George Area**  
Sponsored · 🌐

Are you planning a winter vacation in the Lake George Area? Rent one of these rustic Adirondack cabins for your stay!



VISITLAKEGEORGE.COM  
**Adirondack Cabins Perfect for Cold Winter Nights** [Learn More](#)

# Social Media

## January Facebook Post Performance

- 4,800 Likes
- 606 Comments
- 2,500 Shares
- 19,816 link clicks back to our website

**Lake George Area**  
Sponsored · 🌐

Belly up! It's ice bar season in the Lake George Area.  
Here's a list of seven frozen watering holes serving handcrafted cocktails on ice this winter.

VISITLAKEGEORGE.COM  
**7 Amazing Ice Bars in Lake George to Visit in 2018-2019** [Learn More](#)

👍 🍻 🍷 Paul Tackett and 4.8K others      606 Comments 2,481 Shares

# Short Length Videos

## Outlet Shopping Production



# Short Length Videos

## Indoor Activities Production



# Adirondack Regional Tourism Council

VISIT  
*Adirondacks*  
NEW YORK • USA

I ♥ NY  
loveny.com

## Season to Season



A Visitor's Guide to Spring, Summer, Fall, and Winter in the Adirondacks



# Adirondack Regional Tourism Council



Adirondacks, USA

December 24, 2018 at 11:00 AM · 🌐

Don't forget to enter our #SkiADK giveaway for a chance to win passes to West Mountain Ski Area!

The next drawing is Thursday: [www.adirondacksusa.com/enter-to-win](http://www.adirondacksusa.com/enter-to-win)



# #SKIADK