

Tourism Committee Meeting

August 28, 2019

Warren County Tourism Department



Key Performance Indicators

STR + ATR

Source	2018 Demand	2019 Demand	Change
July STR	154,707	161,879	+ 7,172 ▲ 4.6%
July ATR	11,067	13,435	+ 2,368 ▲ 21.4%
YTD STR	551,107	558,107	+ 8,081 ▲ 1.3%
YTD ATR	35,943	46,335	+ 10,392 ▲ 28.9%

KPI - Web

Year-to-date
Website Analytics

Sessions up 32%

New users up 34%

Bounce rate down 6.5%

Users:

71.6% mobile + 10% tablet

20% desktop



Earned Media

AFAR

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8 Great Lakeside Beaches in the U.S.

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Photo by Amanda Metzger/Lake George Regional Chamber of Commerce & CVB

The sandy swath at Lake George Beach—better known as Million Dollar Beach—fronts New York's Lake George.

Lake George, New York

Million Dollar Beach

Dubbed the "Queen of American Lakes," [Lake George](#) is about four hours north of [New York City](#) in the Adirondacks, where gilded age tycoons like the Rockefellers and the Vanderbilts vacationed in the late 1800s and early 1900s. This picturesque lake is home to [Lake George Beach](#), better known as Million Dollar Beach, a sandy stretch of lakefront that opened in 1951 at a cost of—you guessed it—a million dollars. The state-run beach has plenty of public facilities, including a boat launch, picnic tables, and grills. Down the boardwalk, in Lake George Village, you can go parasailing, take a cruise aboard the [Lake George Steamboat Company](#), or try your hand at water-skiing, wakeboarding, or tubing with [Ski Air Watersports](#). There are affordable places to stay, as well as upscale options, like [the Sagamore Resort](#).

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Guilty Pleasures in the Adirondacks: Top 10 places to indulge yourself

By Ngoc Huynh | nhuynh@nyup.com | Posted August 09, 2019 at 04:20 PM | Updated August 20, 2019 at 07:26 AM



Martha's Dandee Creme

1133 U.S. 9, Queensbury, NY 12804
(518) 793-0372

Enjoy a sweet treat at this Lake George staple that has been around for over 50 years. With flavors that change daily, there's always an excuse to head over for some ice cream.

KPI - Facebook

Followers up 17% (280,781 to 327,293)
Gen X and Boomers • 75% women

 **Lake George Area** Published by Lake Area [?] · 22 hrs ·

Fire up your engine and head for Lake George Village - the Adirondack Nationals Car Show is back on September 5th-8th!
Walk the rows of classic cars and trucks, cruise on Canada Street, watch the awards show, browse the vendors, and more.



VISITLAKEGEORGE.COM
2019 Lake George Car Show | Adirondack Nationals - September 5 - 8 [Learn More](#)

 **Lake George Area** Published by Lake Area [?] · July 22 ·

Channel your inner Adirondack lumberjack at the Stony Creek Mountain Days Festival! This cherished event features the New York State Lumberjack Competitions and two full days of family fun.
Be there on August 3rd-4th.



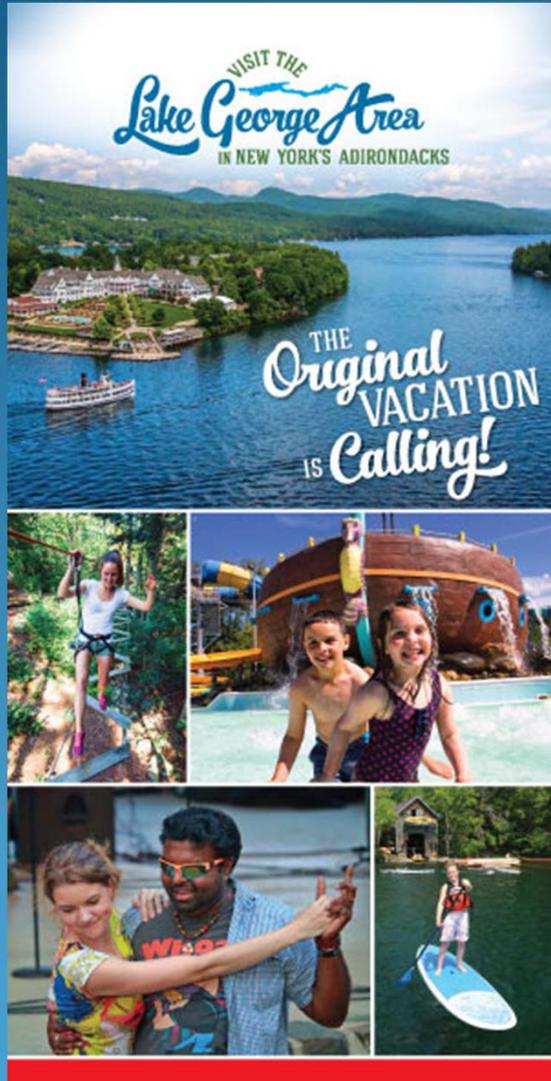
VISITLAKEGEORGE.COM
Stony Creek Mountain Days Festival | Lake George, NY Official Tourism Site [Learn More](#)

KPI - Instagram



Followers up 35% (11,100 to 15,000)
Millennial and Gen X
69% women

Location Based Advertising



Digital ad run in
NYC market

Impressions:
1,900,000

Verified Walk-ins:
3,784







Adirondack & 1000 Islands Festival



Adirondacks Day at the Track





Gift Basket Winners!





BRINGING CANALWAY TRAIL TOURISM TO YOUR COMMUNITY

Glens Falls | September 10 & 11

9.10.19 | Evening Roundtable

Queensbury Hotel, 88 Ridge Street

6:00 PM - 9:00 PM

Discuss ways communities can attract cyclists and capitalize on bicycle tourism

9.11.19 | Community Bike-Around

Meet at Queensbury Hotel

9:00 AM - 12:00 PM

Experience services and infrastructure from the perspective of a visiting cyclist



ABA Tour Operator Itinerary 2nd Quarter



TPA's from around New York State attend IPW with I Love NY





GO North

The sights, shops & stories of Northern New York

2019 Successes!



Tour Operator Itinerary Initiatives

