

Board Workshop

September 29, 2021

Tourism & Occupancy Tax Coordination



Occupancy Tax Collection in Warren County

4% tax collected on
traditional overnight
lodging and
short-term rentals

Occupancy Tax

2022 Budget Breakdown

Tourism Department

A.6410 0001 \$2,448,689

Occupancy Tax

A.6417 0002 \$3,227,000

Tourism Department Mission Statement

Warren County Tourism works to responsibly promote and support the tourism industry in the Lake George Area through marketing, collaboration and honest communication with regional tourism partners and visitors.

How do we promote Warren County The Lake George Area?

Website VisitLakeGeorge.com

Social Media

Print Collateral

Digital Media Advertising

Connected TV ♦ Broadcast Television

Traditional Print Advertising

FAM Visits ♦ Influencers ♦ Bloggers

Shows ♦ Newsletters ♦ E-Blasts

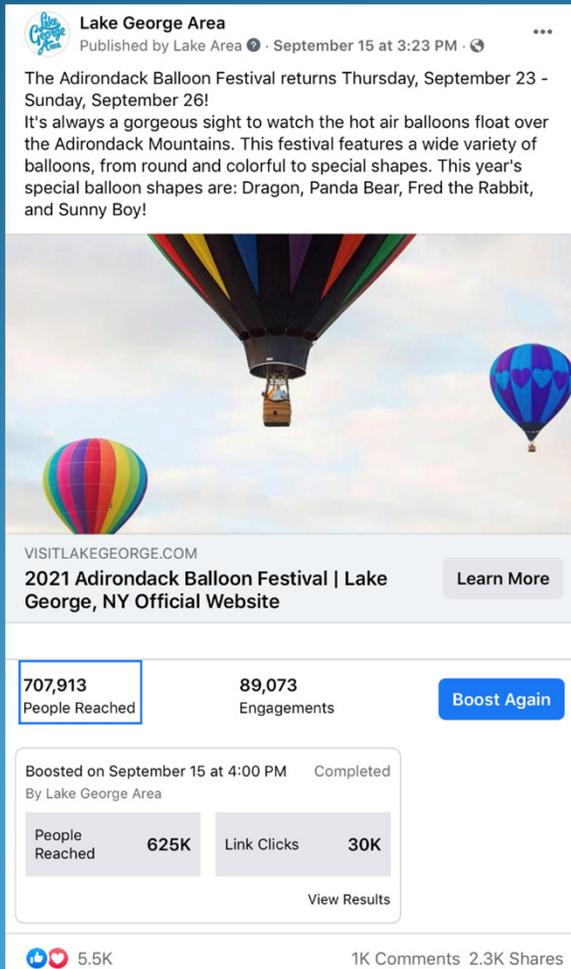
Website Analytics Year-to-Date



Sessions up 18% over 2020
Sessions up 27% over 2019
Currently at 1,900,000 sessions

Organic Search up 28%
Paid Search up 88%

Social Media Profiles



Lake George Area
Published by Lake Area · September 15 at 3:23 PM ·

The Adirondack Balloon Festival returns Thursday, September 23 - Sunday, September 26!
It's always a gorgeous sight to watch the hot air balloons float over the Adirondack Mountains. This festival features a wide variety of balloons, from round and colorful to special shapes. This year's special balloon shapes are: Dragon, Panda Bear, Fred the Rabbit, and Sunny Boy!



VISITLAKEGEORGE.COM
2021 Adirondack Balloon Festival | Lake George, NY Official Website [Learn More](#)

707,913 People Reached **89,073** Engagements [Boost Again](#)

Boosted on September 15 at 4:00 PM Completed By Lake George Area

People Reached	625K	Link Clicks	30K
----------------	-------------	-------------	------------

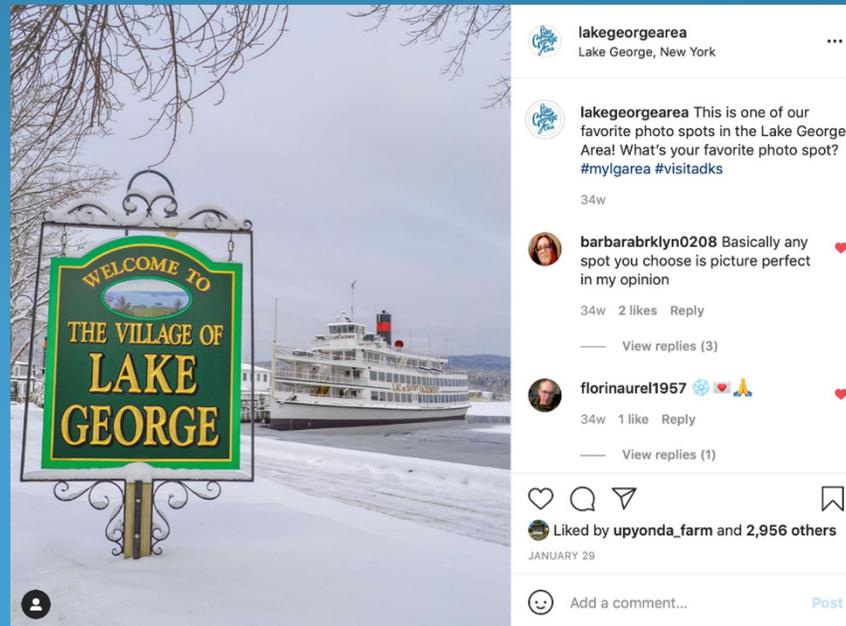
[View Results](#)

👍❤️ 5.5K 1K Comments 2.3K Shares



Facebook

Instagram



lakegeorgearea
Lake George, New York

lakegeorgearea This is one of our favorite photo spots in the Lake George Area! What's your favorite photo spot? #mylgarea #visitadks

34w

barbarabrkllyn0208 Basically any spot you choose is picture perfect in my opinion
34w 2 likes Reply
[View replies \(3\)](#)

florinaurel1957 🌨️🍷🙏
34w 1 like Reply
[View replies \(1\)](#)

👍💬🚩
Liked by **upyonda_farm** and 2,956 others
JANUARY 29

😊 Add a comment... [Post](#)

Working Pictures Commercial Shoot Six Flags Great Escape



Workshop Media Buy

GOALS

- ◆ Drive brand awareness
- ◆ Increase qualified website traffic
- ◆ Position the Lake George Area as “the” place to visit

AUDIENCE SEGMENTS

- ◆ Leisure Travelers
- ◆ Outdoor Enthusiasts

Workshop Media Buy

GEOGRAPHIC TARGETS

- ◆ Primary: New York City DMA
(#1 market in organic website visits over the past 5 years)
- ◆ Secondary: Albany, Syracuse/Utica, Hartford/New Haven, and Boston DMAs

TACTICS USED

- ◆ Traditional Television ◆ Digital Connected TV ◆ Paid social
- ◆ Native advertising ◆ Video event retargeting ◆ Paid search

Workshop Media Buy

Broadcast, Connected TV and Digital Ads



Paid Key Word Search

Visit Lake George | Things To Do | Complete List of Things To Do +3 more
www.visitlakegeorge.com/attractions
We are way more than just a lake. There is never a shortage of things to do in Lake...

Visit the Lake George Area | Complete List of Events | Learn More +5 more
www.visitlakegeorge.com/events
Event season never stops in the Lake George Area. There's no such thing as a boring stay i...

Paid Social

Lake George Area
Sponsored · 🌐

We're ready for summer vacation! Are you? Join the official Lake George Area page today!

Lake George Area
Discover the Original Vacation! Pristine wilder...

How do we measure success?

a.k.a. Key Performance Indicators

Occupancy Tax Collections

Sales Tax Collections

Smith Trend Hotel Analytics

AirDNA Short-term Rental Analytics

Mobile Tracking Data

NYS Tourism Economics

Key Performance Indicators

Historic Occupancy Tax Collections

YTD Occupancy Tax Collections already exceed 2020!
\$4,438,850



YEAR	REVENUE
2004	2,597,870.94
2005	2,792,447.68
2006	3,033,733.76
2007	3,478,027.50
2008	3,302,214.30
2009	2,947,320.39
2010	3,279,998.68
2011	3,373,848.02
2012	3,533,154.97
2013	3,707,382.54
2014	3,814,804.68
2015	4,148,376.97
2016	4,171,995.34
2017	4,331,907.90
2018	4,510,948.31
2019	4,864,331.73
2020	4,238,439.27

Key Performance Indicators

Sales Tax

Year	Collection	Year	Collection
2004	42,631,345.94	2013	51,493,565.15
2005	43,645,798.85	2014	52,121,198.32
2006	47,542,350.73	2015	52,991,743.93
2007	48,034,860.49	2016	54,010,637.52
2008	48,577,149.85	2017	55,212,947.42
2009	44,639,912.54	2018	58,301,516.21
2010	45,382,655.71	2019	59,545,966.90
2011	48,974,883.45	2020	58,844,667.36
2012	50,242,971.52	2021	29,838,402.30

Key Performance Indicators

Smith Trend Hotel Analytics

YTD thru August

Supply	1,368,358
Demand - Rooms Sold	711,354
Occupancy Rate	52%
Average Daily Rate	\$181.13
Revenue	\$128,849,000

Key Performance Indicators

AirDNA Short-term Rental Analytics

YTD Through August

Supply	219,500
Demand	116,700
Occupancy rate	53.2%
Average Daily Rate	\$392
Revenue	\$45,221,888

Mobile Tracking Data

FILTER VIEWS ▾



Tourism Region in Adirondacks ▾

Year in 2019 2020 2021 ▾

County in Warren ▾

Choose Date ▾

Number of Tourist Mobile Device Visits
2.1M

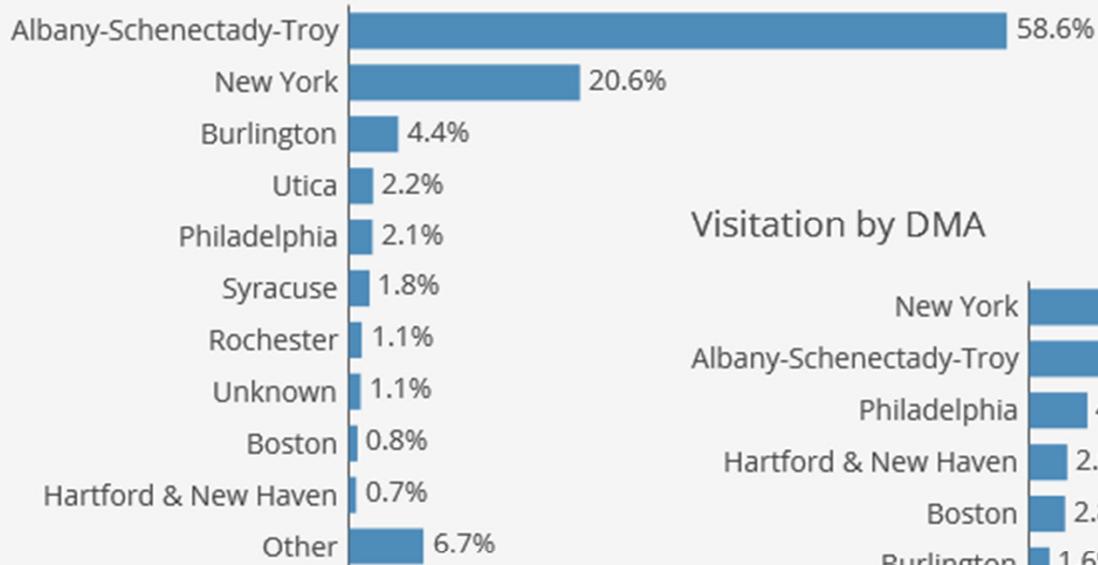


- Local Visitors: Tourists who reside within the same tourism region or county.
- In-State Visitors: Tourists who reside outside the tourism region or county but within New York State.
- US Domestic Visitors: Tourists who reside in a different US state.
- International Visitors: Tourists who reside outside of the United States.

Mobile Tracking Data

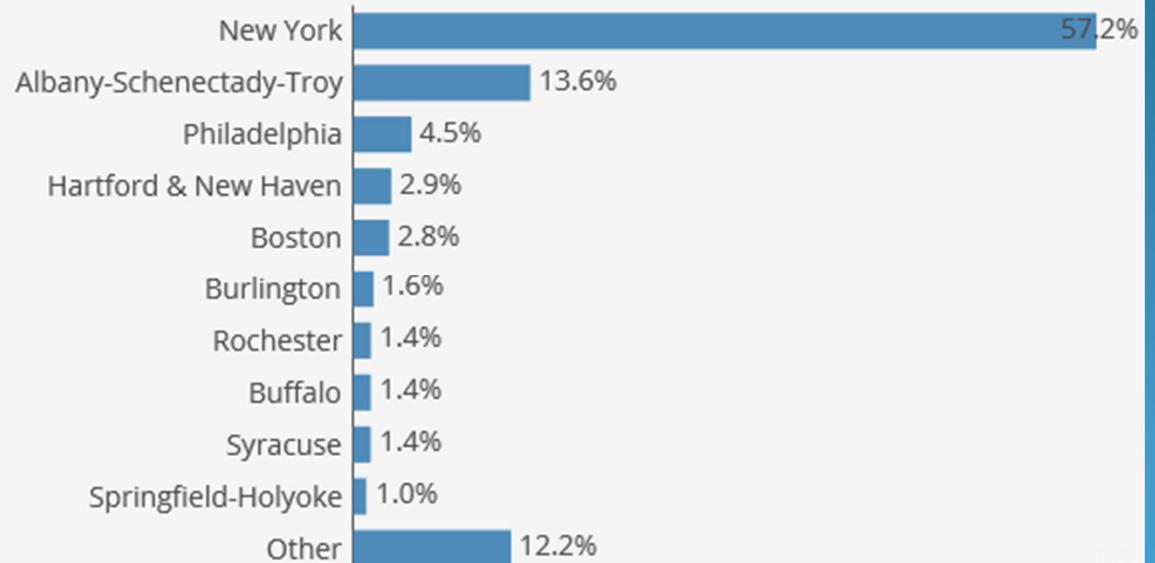
Gore Mountain

Visitation by DMA



Bolton

Visitation by DMA



Key Performance Indicators

2019 Tourism Economics

Traveler Spending \$654 million

Tourism-related Jobs 9,000 jobs

Property Tax Savings \$3,000

Tax Generated \$44.3 mil local taxes
 \$35.7 mil state taxes

(Tourism Economics 2019 State of New York)

Occupancy Tax Budget A.6417 0002

Code	Line Item	Amount
469	Other Payments / Contributions to Towns (25% of <u>estimated</u> 2021 collections \$5,000,000)	\$1,250,000
469.05	Municipal Application Funding	\$195,000
471	Administration Treasurer's fee of 3% based on previous year's collections	\$127,000
480	Special Event Fund	\$600,000
480.02	Convention Event Development Cool Insuring Arena	\$250,000
480.04	Warren County Projects Black Dog Festival Commons website and social media	\$5,000
480.05	Business Promotion LGRCC-CVB: \$550,000; Lake George Visitor Center: \$25,000	\$575,000
480.07	Environmental Projects Invasive Species Chester, Horicon, Luzerne	\$125,000
480.08	Civic Center / Cool Insuring Arena Capital Costs	\$100,000
	TOTAL	\$3,227,000



Disbursements to Municipalities

Payments based on 25% of previous year's collections

October 15 All municipalities receive \$30,000

June 1 Final distribution to municipalities, based on previous year's collections and based on the dollar amount collected within each municipality over and above the minimum distribution of \$30,000