



**Tourism and Occupancy Tax Coordination Committee
Warren County Tourism Department
AGENDA
April 19, 2021**

Committee Members: GERAGHTY, Merlino, Braymer, Wild, Hogan, Beaty, Strough

- I. Committee meeting called to order by Chairman Geraghty

 - II. Motion to approve minutes of March 22, 2021 Tourism and Occupancy Tax Coordination Committee Meeting.

 - III. Action Agenda/New Business Items: **None**

 - IV. Discussion Items:
 - a. Report on revenues by Treasurer, Mike Swan
 - b. Tourism Department Quarterly Report, Joanne Conley
 - c. Lake George CVB Quarterly Report, Gina Mintzer
 - d. Cool Insuring Arena Quarterly Report, Jeff Mead
 - e. Occupancy Tax Spending Plan Update, Chairman Geraghty

 - V. Referrals/Pending Items: A referral from the March 19th Board Meeting where Supervisor Geraghty agreed to bring Supervisor Braymer's request that the Committee consider deleting the Communications Specialist, Annual Salary \$42,216, whose salary was used to fund a portion of the newly created Tourism Development & Events Coordinator to a future Committee meeting for discussion. (03.19.21)

 - VI. Privilege of the floor and public comment
(Please allow for 15-second delay on live stream meetings).

 - VII. Motion to adjourn
-

Tourism and Occupancy Tax Coordination Committee Meeting

April 19, 2021

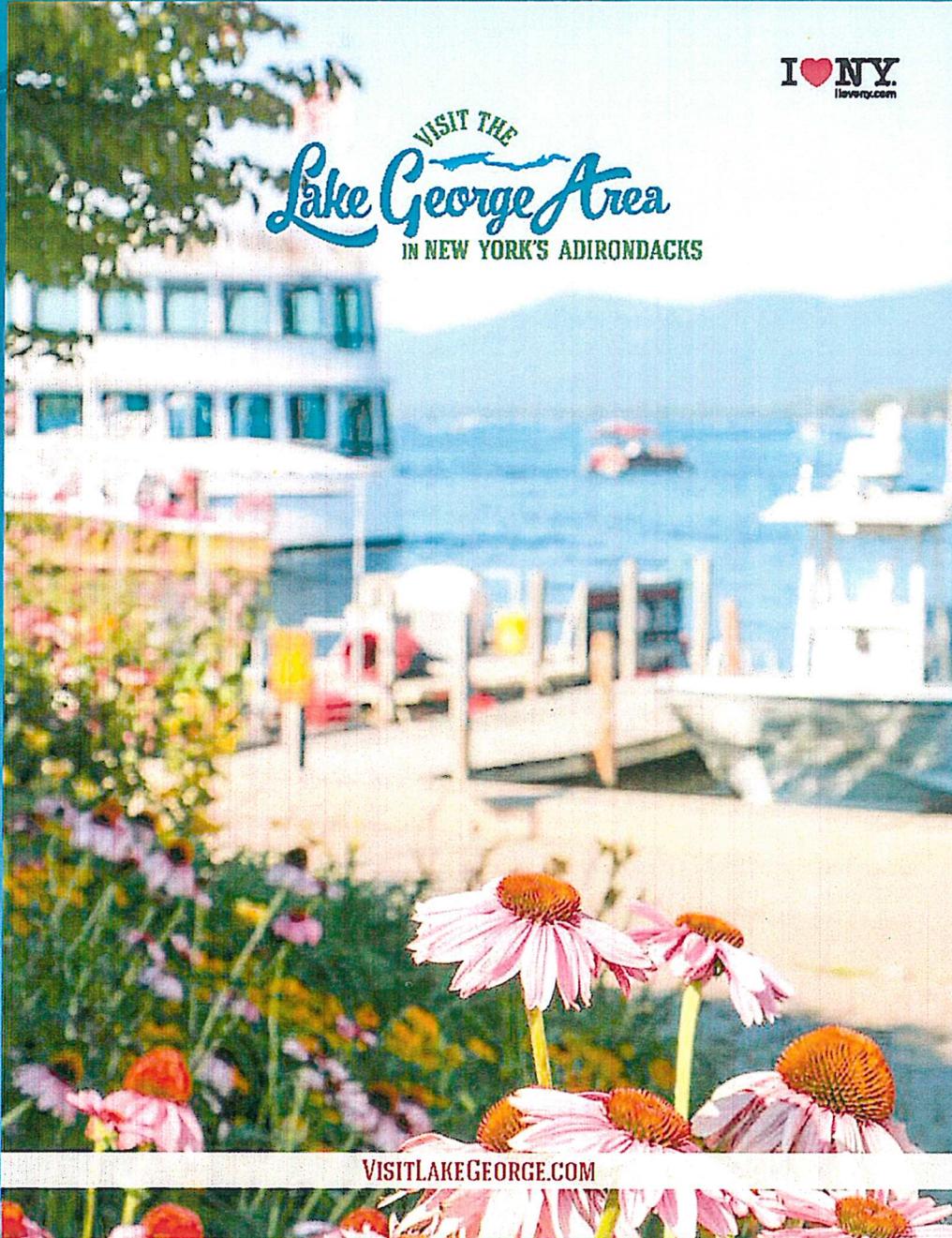
Warren County Tourism Department



04162021

I ♥ NY.
iloveny.com

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS



VISITLAKEGEORGE.COM



Scan for Events!

Q1 Key Performance Indicators

- **Occupancy Tax Collections**
- **Smith Trend Hotel Demand**
- **Short-Term Rental Demand**
- **Website Analytics**
- **Facebook Analytics**
- **Instagram Analytics**

Occupancy Tax Collections

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	↓ 12.87%



Smith Trend

Q1 Hotel Demand

	2019	2020	2021
Jan	34,778	40,853	32,794
Feb	43,438	50,610	39,726
Mar	42,753	29,269*	38,166*
YTD	120,969	120,732	110,686

Demand is Number of Rooms Sold

*** March figures derived from Weekly Reports**

AirDNA

Q1 Short-Term Rental Demand

	2020	2021		ADR*
Jan	4,136	6,827	Up 65%	\$354
Feb	5,414	8,257	Up 53%	\$380
Mar	3,136	9,436	Up 200%	\$360

*90% of rentals are entire homes with a higher ADR
ADR above is 2021

Q1 Website Analytics

Visitor Sessions:

Jan-Feb-Mar 2019	271,451
Jan-Feb-Mar 2020	338,220
Jan-Feb-Mar 2021	268,940
<hr/>	
2019 Total Sessions	1,853,801
2020 Total Sessions	1,883,609

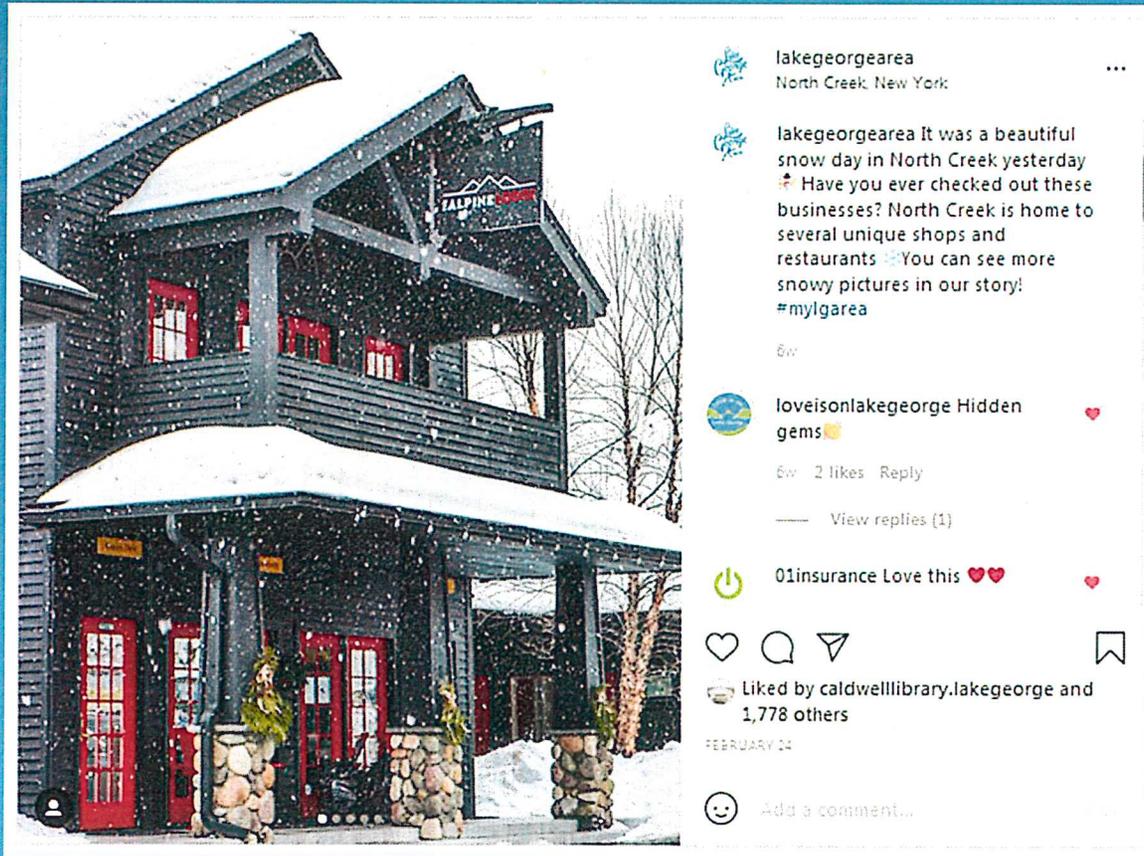


Social Media Followers

	<u>Facebook</u>	<u>Instagram</u>
Lake George Area	330,397	31,200
Saratoga Co Chamber	14,000	6,549
Lake Placid	70,000	39,800
I Love NY	1,400,000	219,000
Visit Adirondacks	109,000	66,000
Visit Myrtle Beach	1,784,000	63,600
Finger Lakes Alliance	36,000	4,464



Organic Social Media



Impressions 22,441

Likes 1,779



Organic Social Media



lakegeorgearea
Warrensburg, New York

lakegeorgearea What a tremendous trail 🌲🌲 This is located in the Pack Forest Nature Trails! An easy trail you'll find here is Grandmother's Tree Nature Trail! It's a 1.1 mile flat loop through a hemlock-white pine forest. On the trail you'll see The Grandmother Tree, which is over 300 years old and one of the tallest white pines recorded in New York! It's one of New York's historic trees 🌲 #mylgarea

Ed

+

👍 🗨️ 📌

▶ Liked by barkeaterchocolates and 1,458 others

5 DAYS AGO

😊 Add a comment...

Impressions 28,0261

Likes 1,459



Paid Social Media



Lake George Area

January 14 · 🌐



Break that cabin fever! Get outside - hike, ski, snowshoe, snowmobile, fat-tire mountain bike! A brisk outdoor adventure, a great meal, a cozy fire.....the Lake George Area has it all!



VISITLAKEGEORGE.COM

The 12 Best Towns for a Winter Escape | Lake George, NY Official Tourism Site

[Learn More](#)



Paul Tackett and 5.2K others

358 Comments 617 Shares

Facebook Analytics:

Impressions 1,683,272

Link Clicks 21,948

Likes 5,203

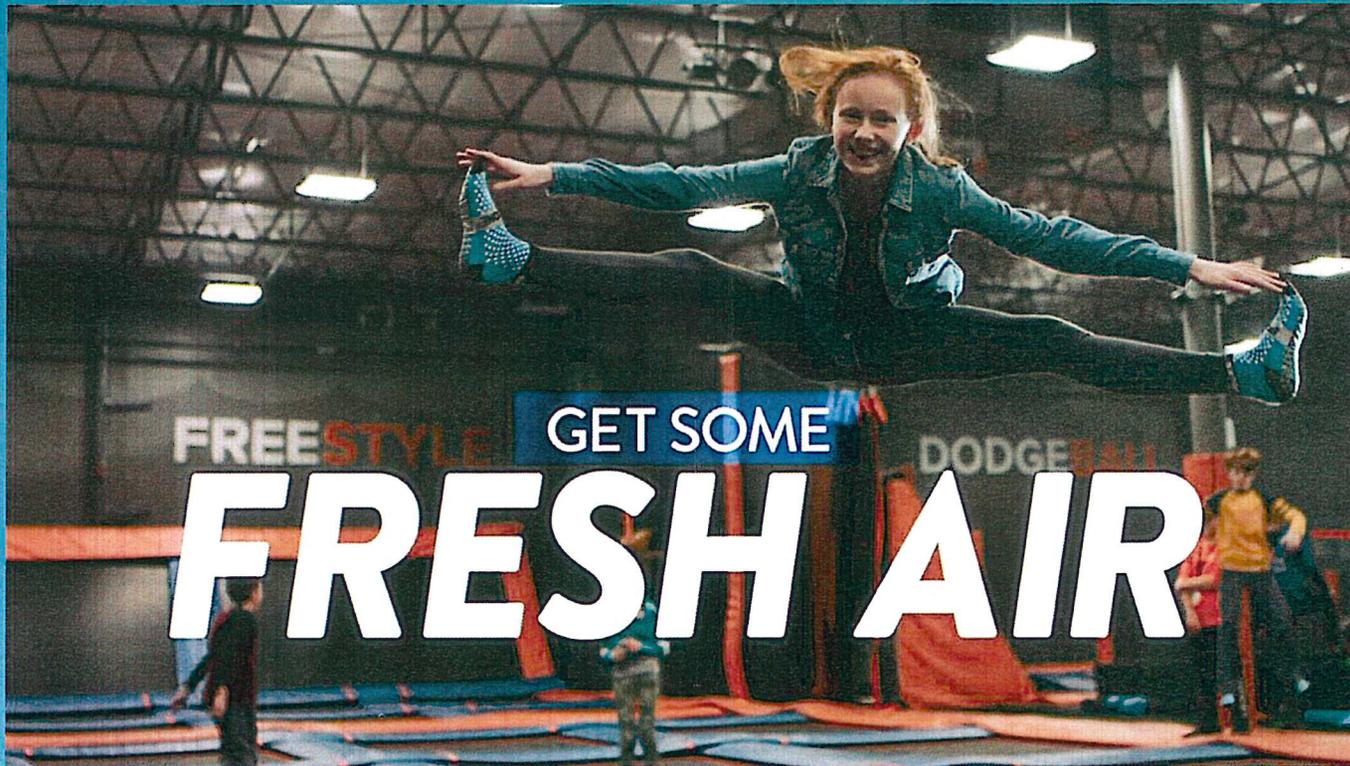
Cost Per Click \$0.23

Google Analytics:

Pageviews 24,855

Time on page 1:58

Paid Social Media



Facebook and Instagram

Impressions 938,528

Link Clicks 16,177

Likes 3,477

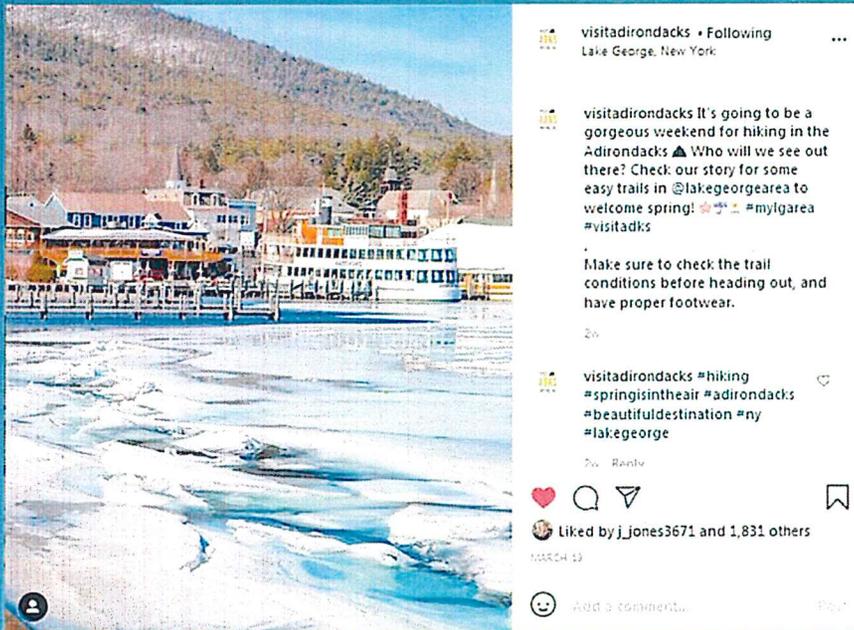
CPC \$0.36



VISIT

ADIRONDACKS

NEW YORK, USA



Above: Impressions 38,799

Likes 1,832

Right: Impressions 22,942

Likes 747



Optimistic Outlook

- **Google search for resorts/hotels highest in a decade**
- **87% of American travelers plan to travel within the next six months** Longwoods Traveler Sentiment Survey
- **54% of Travelers will travel within their own state** Destination Analysts
- **Domestic travel will dominate** Expedia
- **Proclivity for spontaneous, short-term travel**
- **NYS Matching Funds**



WARREN COUNTY SUMMER 2021 MEDIA PLAN

WORKSHOP

TACTICS/MARKETS	# SPOTS/IMPs	APRIL		MAY				JUNE				JULY				AUGUST				TOTAL	
		12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9		16
TELEVISION																					
ALBANY																					
Spectrum Cable - 365,000 subs (:15 sec spot)	TBD	\$13,665								\$5,935								\$ 19,600			
WNYT - 522,590 HH (:15 sec spot)		\$7,590								\$2,790								\$ 10,380			
WRGB - 522,590 HH (:15 sec spot)		\$4,955								\$1,935								\$ 6,900			
		ALBANY TOTAL:																		\$ 36,880	
SYRACUSE/UTICA																					
Spectrum Cable - 495,800 subs	TBD	\$9,415								\$3,735								\$ 13,150			
WSTM - 367,000 HH		\$7,680								\$3,270								\$ 10,950			
WSYR - 367,000 HH		\$4,620								\$2,000								\$ 6,620			
		SYRACUSE/UTICA TOTAL:																		\$ 30,720	
NYC DMA																					
News 12 - 3.9 mil subs	TBD	\$58,300								\$16,700								\$ 75,000			
Spectrum Cable - NY1 - 1.7 mil subs		\$21,565								\$6,200								\$ 27,765			
WFSB - Fairfield County		\$12,890								\$3,735								\$ 16,625			
		NYC TOTAL:																		\$ 119,390	
HARTFORD/NEW HAVEN																					
WFSB - 945,250 HH	TBD	\$20,665								\$6,335								\$ 27,000			
		HARTFORD TOTAL:																		\$ 27,000	
BOSTON																					
NECN (New England Cable News) - 3.8 mil subs	TBD	\$23,000								\$6,000								\$ 29,000			
WBTS - 2.4 mil HH		\$17,080								\$5,170								\$ 22,250			
		BOSTON TOTAL:																		\$ 51,250	
DIGITAL - FAMILY TRAVEL (ALL MARKETS)																					
Connected TV	2.8 mil	\$67,940								\$37,060								\$ 105,000			
Google Ads/YouTube	TBD	\$51,765								\$28,235								\$ 80,000			
Facebook/Instagram	75,000 results	\$48,530								\$26,470								\$ 75,000			
Native Advertising/Retargeting (Native/Video/Banners)	TBD	\$29,120								\$15,880								\$ 45,000			
Pre-roll	837,000	\$11,300								\$6,200								\$ 17,500			
Programmatic Banners	2.58 mil	\$8,735								\$4,765								\$ 13,500			
Retargeting	Dependent on site traffic	\$9,705								\$5,295								\$ 15,000			
Location Based Advertising & Audience Building	TBD	\$16,175								\$8,825								\$ 25,000			
		DIGITAL TOTAL:																		\$ 376,000	
MONTREAL																					
TBD	TBD	TBD																			
		MONTREAL TOTAL:																		TBD	
PRE-4TH BUDGET: \$444,640											POST-4TH BUDGET: \$196,535							TOTAL: \$641,175			

New in 2021

- Events
- Great Escape

Recurring Trends in 2021

Experiences • Local Travel

Outdoor Recreation

Lodging Pre-Season Booking Survey

1) Type of Lodging

2) Off to a strong start?

90% yes

3) Bookings so far?

58% Better than Average to Fantastic

Content Calendar

January: Outdoor Recreation, Downhill, XC

February: Winterfest, Downhill, XC

March: Maple, Spring Outdoor Rec

April: Whitewater Rafting, Indoor Fun

May: Summer Kickoff, Vacation Planning

June, July, August: Family, Adventure, On the Water

September, October: Fall Festivals, OktoberFests

November: Shopping, Indoor Adventure

December: Winter Recreation, Downhill Skiing

Travel Trade 2021 Outlook

- **Tour Operators are anxious to get back out on the road**
- **Seniors and Student Groups**
- **Focus:**
 - Reconnecting with Established Tour Operators**
 - Assisting with Itineraries**
 - Safety protocol**
 - Day trips or shorter overnight itineraries**

American Bus Association



- Premier Motorcoach Event of the industry
- 2021 Virtual Format - Appointments with Domestic Tour Operators, Receptive Operators and Travel Suppliers
- Research, Education and Networking