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# LGRCVB Overview

- Warren County Tourism/OT Tourism Committee extension
- LGRCC & CVB Board of Directors
- Community Concierge
- 2019-2021 Marketing Plan
- Pandemic Pivot

# LGRCVB Economic Impact



**2019**

## **Economic Engine**

- Booked Business: \$28M+
- Aggressive Approach



**2020**

## **Pandemic Realizations**

- Cancellations, Postponements, Re-schedulings
- Warren County Economic Recovery



**2021**

## **Restructure & Rebuild**

- Serving our Partnerships
- Supporting our Clients



# Pandemic Pivot



A New  
Reality



**Meetings and Sports**  
Current Trends & Guidelines



**Facility Availability**



**Messaging**



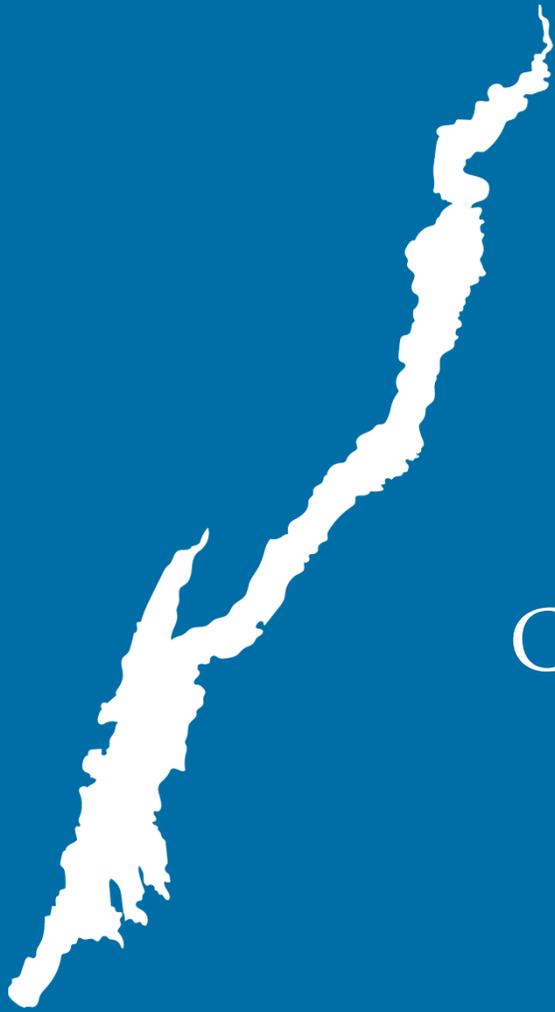
# Affinity Groups/ Collaborative Marketing

- Affinity Groups (January – Winter Groups | February – Artisan Groups | March – Religious Groups)
- Weddings
- Winterfest



## Marketing & Advertising

- Alignment with Warren County Tourism/Lake George Area
  - Spring (April – June)
  - Fall (August – October)
- State, Regional and National publications
- Leveraging Memberships



# Community Development



## Efforts

- Destination Partner Resource
  - Monthly Meetings
  - Trends & Guideline Communication
- Public Relations
- Arrival to Departure Tourism Awareness Training Program
- [lakegeorgeishiring.com](http://lakegeorgeishiring.com)
- Service & Support



# Wrap Up



## Final Thoughts

- LGRCVB Extension of Warren County Tourism
- Occupancy Tax Investment ROI 7:1
- Demonstrated Flexibility & Success