

# Gina Mintzer, CMP, MHA

## Executive Director

Lake George Regional Convention & Visitors Bureau



# LGRCVB Overview

- Warren County Tourism/OT Tourism Committee extension
- Q2 Outcomes
- Sales/Marketing Activities

# Q2 Outcomes



## Strategic Marketing

Supplementation of Warren County Tourism Brand Awareness



## Booked Business

Pre-event Marketing

Convention Services

On-site Assistance

Post-con



## Serving Partnerships

Continuous Communication (Internal & External)

Meetings

Development



# Outcomes



# Back on Course



## Lead Generation

15 of 27 leads YTD happened in this QTR

F2F Meetings

Trade Shows



## Destination Marketing

Contact Collection

Digital Marketing traffic

Venue Features



## Evolved Messaging

“We’re open safely”

“Smaller is better/easier”,  
“less travel and hassle”





# Sales & Service S Activiti es

- **Leads, Bookings, Lost, Pending Business**
- **Referrals – 17+ (on behalf of clients)**
- **Highlights:**
  - Ice Castles - 100,000 ppl potential
  - Disabled Veterans NY - 200 Att, 375 RN
  - Adk Jeep Invasion - Generated \$78,000 in advertising value equivalency (AVE), 1500 Att, 1000 RN
  - Women on Wheels - Generated \$60,000 in AVE, 49 states represented, 350 Att, 590 RN



# Lake George Area Brand Alignment

- **New Website** – landing site – driving traffic [meetlakegeorge.com](http://meetlakegeorge.com) to [visitlakegeorge.com](http://visitlakegeorge.com)
- **State, Regional and National** publication schedule
- **Community Development-** Press, Hiring, Partner Showcasing



# Marketing Outcomes Q2

**Website Traffic**

**Increased Views**

200% growth in pageviews on VisitLakeGeorge.com/meetings

2,300 Pageviews on MeetLakeGeorge.com

**Benchmarks**

**Exceeded Benchmarks**

All Digital Efforts at or Above Industry Standards

Successful Advertising Value Equivalency

**Inquiries**

**New Communications**

Newsletters

Website

Blog

Convention Services



# Community Development



# Efforts - Ongoing

## Destination Partner Resource

- Monthly Meetings
- Trends & Guideline Communication

## Public Relations

### Arrival to Departure Tourism Awareness Training Program

- 51 Trained (135 To Date)
- Increased Promotion and Marketing Materials

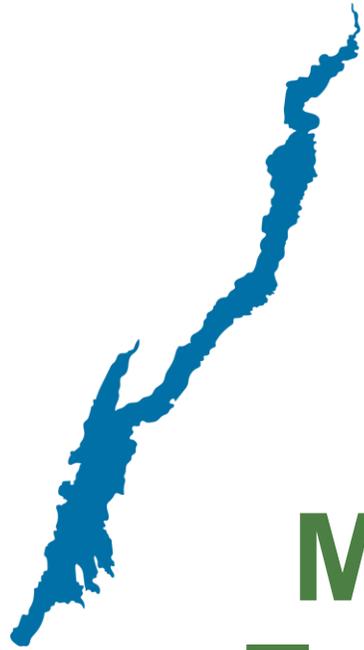
[lakegeorgeishiring.com](http://lakegeorgeishiring.com)

- Paid and Organic outreach

## Partner Service & Support



# Wrap Up



# Q3 Moving Forward

## **Live F2F Sales Trade Shows**

- July 15 – Small Market Meetings
- August 12 – NYSDMO Luncheon
- August 30-September 1 – Connect Marketplace
- September 14 – ESSAE Annual Conference & Expo

## **Routine “Sales & Services Activities”**

- Referrals
- Pre-event Marketing / Public Relations / Onsite Assistance
- Post Event Evaluation

## **Advertising / Marketing**

- State, Regional, National

