

First Name	Last Name	Business Name	Type of Business Sector	December Occupancy Increase/Decrease (%) - applies to lodging partners only	December Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	December Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	January Occupancy Increase/Decrease (%) - applies to lodging partners only	January Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	January Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	February Occupancy Increase/Decrease (%) - applies to lodging partners only	February Average Daily Rate Increase/Decrease (%) - applies to lodging partners only	February Total Sales Increase/Decrease (%) - applies to attractions, dining and retail partners	If you are seeing an increase in sales/occupancy, what events/attractions do you attribute this to? (Please select all that apply)	Comments on overall traffic and sales?
Joan	Jenkin	Adirondack Cycling Advocates, Inc.	Attraction	N/A (Cycling is mainly a 3-season sport - May-November) However, fat tire biking is the new popular winter sport.	N/A (see above)	Fat Tire cyclists come to this area from all over the northeast. Sales of fat tire bikes has increased - inventory has been depleted. Cyclists come to bike, enjoy the local winter attractions (Winter Carnival, Ice palace), eat in our restaurants, shop in our stores, Bike shops report increase in sales in the winter months compared to previous years.	no statistics available.	no numbers available	no actual numbers, just significant increase.	no statistics available	no statistics available.		Fat Tire Biking	Lake Geroge has had a banner year for vistiros attending all the recreational activities available.
Scott	Hayden	Adirondack Folk School, Inc.	Attraction										Holiday Festival of Lights Adirondack Christkindlmarkt Lake George Winterfest Ice Castles Lake George Winter Carnival Our own internal marketing and outreach within our community.	It's on the rise as people are seeking us out.
Laura	Kohls	Lake George Lanes & Games	Attraction			234%			193%			187%	Ice Castles Lake George Winter Carnival reduced covid restrictions	Dec still -31% from 2019, Jan -12%, Feb +22% +
Louis	Tokos	Lake George Winter Carnival	Attraction							Increased traffic and sales from last 3 years events		Increase 30 percent	Lake George Winter Carnival	Sales and traffic up. Great winter carnival
Mike	Zilm	Swsc	Attraction										Lake George Winterfest Lake George Winter Carnival	

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David	Brindle	The Luxury Box	Attraction			+20			+200			+400	Lake George Winterfest Ice Castles Lake George Winter Carnival	We opened in Oct 2021. My increases are month over month.
Wayne	Smith	Tow boat lake george llc	Attraction			10% down			10%down			10% down		Im a marina and im basing my stats on reservation for the 2022 boat rental season ,also ive been hit hard buy park comm regulations, im being discriminatnated against because i work inside the park.sombody please listen to what they done to me after 30 yeRs of working the lake im being told to changebthe wzy i do bussness.
Teri	Rogers	Warren County Historical Society	Attraction			approx +10			approx +10%			approx +10%	Lake George Winterfest Ice Castles Lake George Winter Carnival	Even during the past two difficult years of covid, our museum and historical society has really "held its own." We've continued to grow, be profitable, and to engage proactively with the LG region. Our membership in the LGRCC has helped us tremendously, and we thank you for your support.
Jim	Ferris	Wax 'n' Wix	Attraction			0			0			40%	Ice Castles Lake George Winter Carnival	People are looking for fun things to do.

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Edward	Pagnotta	Barnsider Smokehouse BBQ	Dining			Up 25%			Up %32			Up 40%	Ice Castles	All other events are important to winter activity, but Ice Castles provided thea significant boost in sales. That's my opinion.
Jim	Hume	Battle Hill Brewing Company	Dining			+5%			+5%			+5%	Decrease in Covid.	Traffic increased people getting out.
Laura	Kohls	Charlies Bar & Kitchen	Dining			66%			49%			69%	Ice Castles Lake George Winter Carnival	Very strong results
Matt	Parobeck	Gore Mountain Lodge, Inc (aka becks TAVERN)	Dining	25% decrease	0, no change in rates	79% increase	19% decrease	0% change in rates	93% increase	31% increase	10% increase	56% increase	Skiing at Gore Mountain	Holidays would have been busier if Gore did not limit ski ticket sales
Joe	Mondella	The Lagoon	Dining			+29%			-2%			+84%	Holiday Festival of Lights Ice Castles	
Tony	Grecco	The Log Jam Restaurant	Dining			Plus 20%			plus 20%			Plus 30%	Lake George Winterfest Ice Castles Lake George Winter Carnival	Busiest February ever!
Deb	Eves	Comfort Inn Lake George	Lodging							+64%	+63%	+38%		
Laura	Kohls	Courtyard by Marriott	Lodging	13.74%	24.47%	41.5%	-2.5%	32.25%	31.9%	10.42%	38.4%	52.8%	Ice Castles Lake George Winter Carnival	Skiing as well
Andrew	Nolan	Dunham's Bay Resort	Lodging	-0.10	+0.63	-2.95	-0.90	+23.14	-5.83	+18.80	+28.85	+193.35	Lake George Winterfest Ice Castles Lake George Winter Carnival	February was fantastic, we need to do more in the January/March shouldered to give folks a reason to come to the area.
Howard	Jones	North Creek Lodge	Lodging	+20	+10	+20	+20	+10	+20	+20	+10	+20		In North Creek, we see very little impact of Lake George area activities outside of overflow on lodging. The biggest winter driver is snow and foolish policies implemented by other ski area.

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Scott	Coers	Quality Inn	Lodging	0	0	0	+20	+20		+20	+20		Ice Castles Lake George Winter Carnival	Ice castles brought the crowds
Mark	Dawson	Surfside on the Lake	Lodging	N/A	N/A	N/A	N/A	N/A	N/A	+ 51.69%	+ 49.19%		Ice Castles Lake George Winter Carnival	The ice castle made a huge impact on our February Occupancy. Hopefully we can host them again in 2023!
Sharon	Taylor	The Fern Lodge	Lodging	-11%	0		-8%	0		-21%				
Laurie	Jones	The Inn at Erlowest	Lodging	+30%	+5%		+5%	+3%		+12%	+10%		Lake George Winterfest Ice Castles Lake George Winter Carnival	
Frank	Dittrich	The Inn at Erlowest	Lodging	+2 pct but against over 90 pct prior years	Plus \$10	Plus 4pct	Same as December			Same as December			Lake George Winterfest Ice Castles	I
Jaime	Rose Underwood	Twin Birches Cottages	Lodging											We are not open in the winter, only Memorial Day weekend thru Car show
Marc	Mularz	Beach Road Bait and Tackle	Retail			Flat			flat			down 20%	Ice Castles Lake George Winter Carnival	For me, the really cold start to the winter resulted in a lot of ice fishing to the south of upstate which cuts down on my business. So I actually did less because it was TOO COLD! It happens...
Jeff	Goldberg	FISH307.com	Retail			+10%			+10%			+10%	The weather cooperated for ice fishing	
Penny	Capolino	Lake George Mermaids	Retail						100%				Holiday Festival of Lights Lake George Winterfest Ice Castles Lake George Winter Carnival	definitely lots of traffic and worth being open off season

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Alina	Rosu	Lake George Olive Oil Co	Retail			+20% increase			-5% decrease			+ 40% sales increase	Holiday Festival of Lights Lake George Winter Carnival	
Kelly	O'Neil-Teer	Serendipity Boutique	Retail			Level with last year			38%			18%	Lake George Winterfest Ice Castles Lake George Winter Carnival	My customers were very excited to visit the Ice Castles