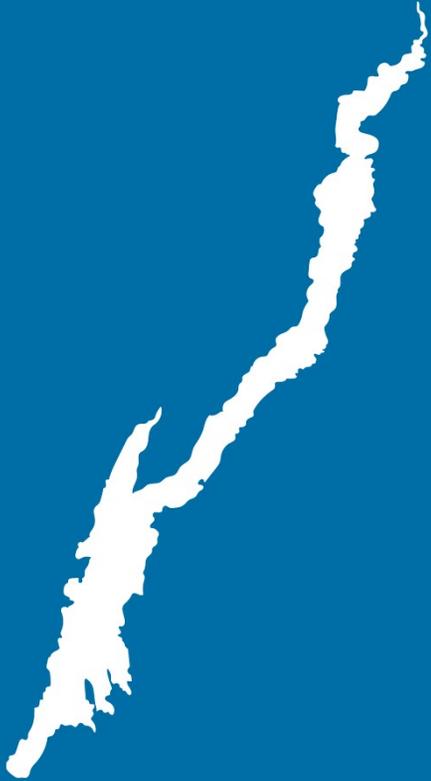


LGRCVB Q1 OUTCOMES

Warren County Occupancy Tax Committee
April 25, 2022

Gina Mintzer, Executive Director
LGRCC&CVB



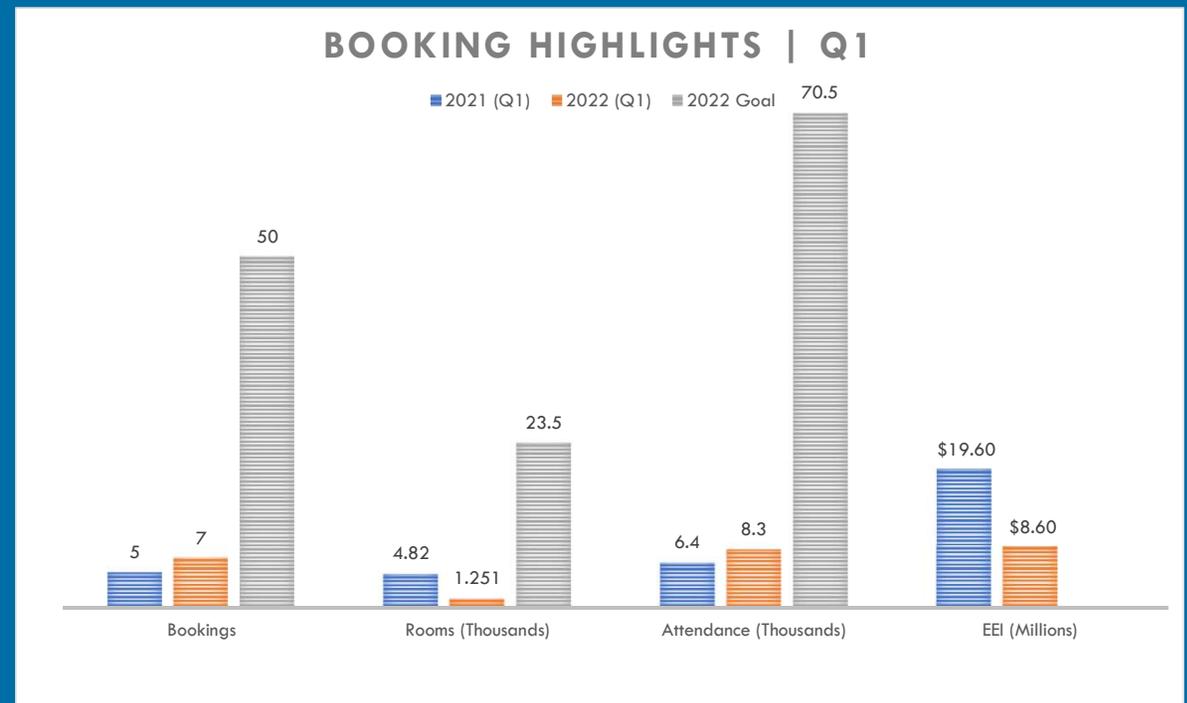
Outcomes Highlights

Investment in action

Sales Overview
Marketing & Advertising
Convention Services
Community Development
What's to Come

Q1 Sales Overview

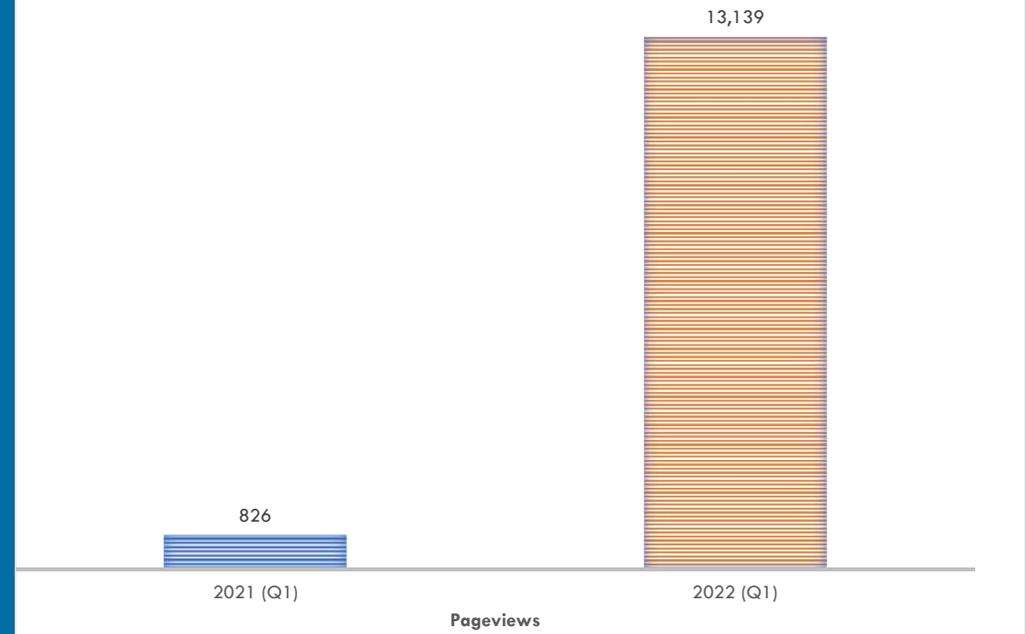
- 7 Bookings
- 8280 attendees; 1251 Room nights
- \$3,960,990 EEI (EEI = Economic and Employment)
- Connect NYC Tradeshow – 40 Appointments



Q1 Marketing Websites

- MeetLakeGeorge.com & VisitLakeGeorge.com analytics combined
- Website Traffic
- 13,139 Pageviews in Q1 2022

LGRCVB WEBSITE TRAFFIC | Q1

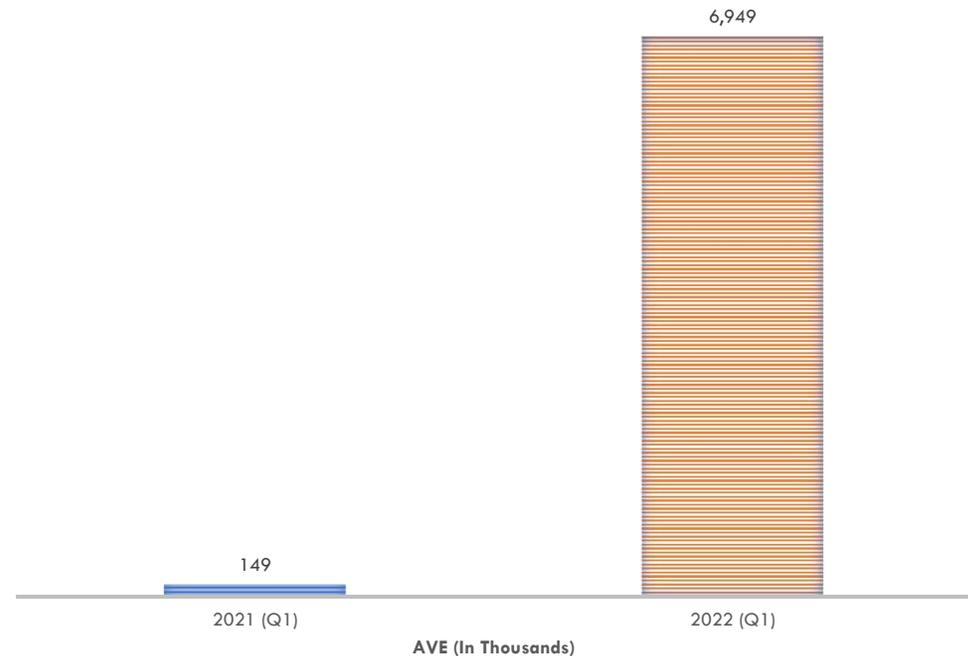


Q1 Marketing Press

- Total Earned Media - \$6,949,000
- LGRCVB “In the News” (Industry and organization updates)
- Ice Castles
- NYSPHSAA Ski Championships
- NYSPHSAA Boys Basketball Championships

AVE=Advertising Value Equivalency \$

LGRCVB PRESS (ADVERTISING VALUE EQUIVALENCY) | Q1



Re-Discover Meetings in Lake George, New York

More than Meetings

Re-discover and reconnect with your colleagues and professional networks in the Lake George Area. With over 200,000 sq ft of flexible meeting space, the region offers all the luxuries and amenities without sacrificing the beauty and charm of a small destination. We take pride in our unique venues, Upstate New York culture, and convenient places and spaces for you and your groups and guests to meet!

Explore the Lake George Area

So Much to Do!

The Lake George Area offers unique experiences -- boasting a rich history, a perfect stage for outdoor adventure, and a stunning backdrop of natural beauty. With over 200 attractions, the place of "The Original Vacation" earns its title! Take a stroll lakeside, participate in team building activities, or bring the family for an extended trip year-round to experience our waters (inside or out), shopping, and fun-filled attractions. Centrally located in the northeast and under an hour from Albany International Airport, the Lake George Area is accessible and easy to navigate!

Explore Free Time

Team Building & Cooperative Group Activities in the Lake George Area

Request Digital Meeting Guide | Request a Meeting Guide

Whether you're looking for team building activities, cooperative group activities, or just want to enjoy the outdoors, the Lake George Area has everything you need. Our scenic views, fresh air, and beautiful water provide the perfect backdrop for your next team building or group activity. From hiking and kayaking to fishing and boating, there's something for everyone. Contact us today to learn more about the many activities and experiences we have to offer.

RE-DISCOVER MEETINGS

Lake George Area
in New York's Adirondacks



Luxury & Excellence Assured

As a bustling Northeast tourist destination, there are countless amenities and accommodations with top-notch, personalized service your group will need for a successful event. Come stay in one of the 7000+ guest rooms, with lodging options from hotels, to 4 Star Resorts and all the luxuries you can think of! The 6 our expansive resorts and sprawling "looking for something 'out of the box'", into, meetings, or entertainment that is

Want to learn more about meeting in Lake George?

View our facilities, attractions, and offerings in the Lake George Area.

Request your Digital Meeting Guide

Pick Your Experience

Outdoor Activities & Team Building



meetings

Request Meeting Guide | Meet@LakeGeorge.com

Whether you are searching for a meeting space or need a place to hold your next meeting, the Lake George Area offers a wide variety of meeting spaces and services. Our meeting and event spaces are located in a variety of venues throughout the region, offering a range of options to suit your needs. From intimate meeting rooms to large event spaces, we have everything you need to make your next meeting a success. Contact us today to learn more about the many meeting and event options we have to offer.

6 Large Venues for Indoor Gatherings in the Lake George Area

Lake George Regional Center | Fort William Henry Hotel | The Queensbury Hotel | Roaring Brook Ranch Resort | Six Flags Great Escape Lodge & Indoor Waterparks | The Sagamore Resort



Request Meeting Guide | Meet@LakeGeorge.com

Whether you are searching for a meeting space or need a place to hold your next meeting, the Lake George Area offers a wide variety of meeting spaces and services. Our meeting and event spaces are located in a variety of venues throughout the region, offering a range of options to suit your needs. From intimate meeting rooms to large event spaces, we have everything you need to make your next meeting a success. Contact us today to learn more about the many meeting and event options we have to offer.

Ease of Access

Heading to the Lake George Area is easy, and getting around is even easier! Centrally located in the Northeast and under an hour from Albany International Airport, the Lake George Area is accessible and easy to reach. Whether you're driving or flying, we have everything you need to make your next meeting a success. Contact us today to learn more about the many meeting and event options we have to offer.

1 Hour from Albany Airport, 3.5 Hours from New York City, 2.5 Hours from Boston, and 2.5 Hours from Montreal, and 4 Hours from Philadelphia

Winter Fun for Meetings and Events in the Lake George Area

The Lake George Area offers a safe and enjoyable destination for colleagues and professional networks to get away and get together. Bring along your family, extend your stay, or enjoy the local resources during those "in-between" times all year round.

RE-DISCOVER MEETINGS

in the Lake George Area

Lake George Area
in New York's Adirondacks

Here is a list of the 6 Largest Indoor Venues for Area (in alphabetical order).

Courtney by Marriott Lake George | Fort William Henry Hotel & Conference Center | The Queensbury Hotel | Roaring Brook Ranch Resort | Six Flags Great Escape Lodge & Indoor Waterparks | The Sagamore Resort

Marketing Recap | Meetings

Messaging: "Re-Discover Meetings", transitioning messaging to "More than Meetings" (all the things you can do in the area), imagery of people engaging Channels: E-Blasts, Blogs, Social, Video ads, Display, Regional & National scope (166,000 Impressions based on analytics from digital campaigns)

The Cool Inaugural Arena Hosts the NYSPHSAA Boys Basketball State Championship Presented by the American Dairy Association North East

PHSAA BASKETBALL STATE CHAMPIONSHIP

NYSPHSAA Boys Basketball Finals

"Sport-Cation" Destination

GAME TIME

PLAY TIME.

Offering year-round sports facilities, over 7000 guest rooms, and 200+ attractions, the Lake George Area is the perfect place to experience a true "sport-cation".

meetlakegeorge.com/sports

GINA MINTZER | EXECUTIVE DIRECTOR
LGRCVB@LAKEGEORGECHAMBER.COM | 518.668.5755

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

Brought to you by the Lake George Regional Convention & Visitors Bureau (LGRCVB)

21	24	3	2	2	32	200+
SPECTATOR FRIENDLY	ESTABLISHED TRACKS	SOFTS ARENAS	SPORTS FACILITIES	ICE SKATING RINKS	LAKE TRAILS	TRAILS OF TRAILS

The Lake George Area is a natural playground for athletes. Whether it is skiing one of our 2,000 miles of groomed trails, diving into the pristine waters of our 32-mile lake, or using one of our state of the art facilities -athletes, coaches, and visitors will never fall short on things to see and do!

Complete List of Sports Events in the Lake George Area

GAME TIME.

PLAY TIME.

Offering year-round sports facilities, over 7,000 guest rooms, and 200+ attractions, the Lake George Area is the perfect place to experience a true "sport-cation".

meetlakegeorge.com/sports

GINA MINTZER | EXECUTIVE DIRECTOR
LGRCVB@LAKEGEORGECHAMBER.COM | 518.668.5755

From mountains to lakes, arenas to fields, the Lake George Area enables athletes and spectators to combine world-class sport facilities with affordable lodging, exciting activities, walkable streets, and a family-friendly atmosphere all year round.

- 200+ Outdoor Recreational Activities and Cultural Attractions - white-water rafting, rail biking, zip-lining, historical forts, and a Six Flags Amusement Park.
- 7000+ Guest Rooms - the Lake George Area is a bustling Northeast destination with waterfront hotels, nationally recognized brands, and budget-friendly rooms for your team and family to stay.
- Year-round Events - the Lake George Area has annual city-wide events such as the Adirondack Balloon Festival, Ice Castles and Winter Carnival, Americade, and the Adirondack Nationals Car Show.
- Adventure Sports Galore - with 200+ miles of local trails, a nationally recognized 12-mile pristine lake, two groomed peaks, and various natural wonders, the Lake George Area offers adventure at every turn!

THE AREA
Located in the Adirondack Mountains in Ulster County, the Lake George Area is centrally located to many large cities in the Northeast: 3.5 hours from New York City and Boston, 2.5 hours from Montreal 4 hours from Philadelphia, easily accessible by Interstate I-87, and one hour from Albany International Airport.

OUTDOOR VENUES
While nature has provided the area with incredible spaces for adventure, the region possesses numerous man-made outdoor venues, including baseball and softball fields, as well as large outdoor fields, turf, and grass for sports such as soccer, lacrosse, quidditch, and ultimate frisbee. An on-site, residential training facility with an Olympic-style village and central position is located just miles from the village of Lake George.

Looking for some competitive golf? The region boasts golf courses, including a championship par 70 Donald Ross-designed course. What about disc golf? A new course was built just minutes from downtown Glens Falls.

INDOOR VENUES
The region is also home to high level indoor sports venues. From ice rinks and arenas to sports domes, bowling alleys, and courts, the Lake George area is the perfect sports destination for volleyball, basketball, ice hockey, bowling, indoor rock climbing, wrestling, and more.

OUTDOOR ADVENTURE
The Lake George Area never falls short on outdoor adventure and recreation! Nestled in the heart of the six million-acre Adirondack Park, the region is a mecca of outdoor and year-round activities. If adventure is what you seek enjoy year-round hiking, climbing, cycling, rail-biking, zip-lining, snowmobiling, snowshoeing, horseback

riding, and skiing. If you prefer the sea, try your hand at regular or ice fishing, sailing, skating, parasailing, paddle-bouncing, canoeing, or kayaking.

SPORTS EVENTS HOSTED
The area has been home to numerous high-level events and tournaments over the years, including the Prime-Time Lacrosse Nationals Invitational, Firecracker Baseball's "Battle of the Borders Collegiate Showcase, BREVA-TEAM USA Regional Volleyball Championships, New York's Red Bull soccer training camp, the Lake George Triathlon Festival, the Special Olympics Fall Games, and NYS Public High School Athletic Association's basketball, volleyball, Nordic, and downhill skiing championships.

Lake George Regional Convention & Visitors Bureau

Gina Mintzer, CRP, MHA, Executive Director
The Lake George Area is the birthplace of the American vacation with amazing landscapes, 200+ attractions and year-round events. Bring your family, extend your stay, and make it a "sport-cation"!

518.668.5755
lgrcvb@lakegeorgechamber.com
meetlakegeorge.com/sports

www.SportsEventsMediaGroup.com



Marketing Recap | Sports

Messaging: "Sport-Cation", "Game Time. Play Time." Family friendly.

Channels: National publications, organic IG posts, Blogs, E-blasts

5 Ways to say "I Do" in the Lake George Area

[Lake George Regional CVB](#)
[March 26, 2018](#)
[10 views](#)
[weddings](#)
[lake george](#)
[wedding](#)

Request Lake George Area Wedding Guide | View Weddings Page

The Lake George Area makes the perfect destination for your wedding with unique venues, attractions and amenities from historic outdoor architecture to spectacular outdoor, conference centers and unique spaces. Explore 5 ways that you can experience the Lake George Area on your special day!

With a short drive from New York City and less than an hour drive from Albany International Airport, the Lake George Area offers endless opportunities for the gateway to the Adirondack Park.

Lakeside (Lake George)

Chateau's Bay Resort

Whether it's an intimate get-together or a grand affair, **Chateau's Bay Resort** makes you will ease, consideration, and the constant knowledge that it is your special day. Our wedding is why allows guests to receive their very own destination for your ceremony and reception. The spectacular and intimate, award-winning venue is consistently ranked for Adirondack Overnight accommodations, great convenience and comfort for you and your out-of-town guests. Chateau's Bay Resort offers ample parking, award-winning "The View Restaurant" and a panoramic view of Lake George.

See more on Instagram

Have you considered...
Lake George

The Lake George Area offers a wide variety of unique venues, attractions, and amenities, from historical and waterfront spaces to classic ballrooms and rustic barns. There's a venue for everyone set somewhere the beauty that encompasses the Lake George Area.

Located in the Southern Adirondack Park, the charming villages downtown streets of the Lake George Area are sprinkled with treasuries, mountainous landscapes, and Update New York cheer. While in town searching for your dream venue, take time to explore the Adirondack Craft Beverage Trail, drive the pristine Lake George coastline, or shop at the local boutiques and outlets. Regardless of the season, the Lake George Area provides breathtaking views that are the perfect backdrop for your special day.

PRE- AND POST-WEDDING ACTIVITIES:

The Lake George Area offers over two hundred attractions that wedding party, family, and friends will be able to enjoy while in for your wedding. Turn your wedding day into a wedding week by hosting a welcome party on a steamboat cruise to view the lake, planning a post-wedding all day at one of the best ski areas, or celebrating your inner child on the rides at the Flag Great Escape amusement park.

VENUES FOR ALL:

With properties ranging from four-star resorts featuring internationally recognized accommodations to historic hotels offering modern amenities in a classic setting, each wedding venue within the area is special in its own way. The event teams at each property are seasoned professionals who will be with you every step of the way - from the first site visit to the last dance. Whether you dream of a mountain-top elopement overlooking an unspoiled view, an elegant reception in a historic site surrounded by lush gardens, or a lakeside celebration set under the stars, there's something for every couple in the Lake George Area.

WHERE TO START:

The **Lake George Regional Convention & Visitors Bureau (LCRCVB)** offers complimentary concierge services that will help you with all your destination-based wedding planning needs. With services ranging from venue and vendor referrals to assistance with securing overnight accommodations, the team at the LCRCVB is available to make your wedding planning experience within the area as seamless and stress-free as possible.

The Lake George Regional Convention & Visitors Bureau can be reached at 518-668-5755 or by visiting meetlakegeorge.com/weddings

40 | SARATOGA BRIDE | SPRING/SUMMER 2022

saratogaCIVICnewspaper.com

explore weddings

meetlakegeorge

Getting married can be an adventure - literally! In the Adirondacks, there are beautiful venues, dazzling ballrooms, and breathtaking backdrops "I do". If you want to walk the wild side, we've got places for that! Get in touch with nature and experience the wonders of pristine waters, alpine trees, and unspoiled terrain!

Contact the team at the LCRCVB for venue and lodging options for your wedding party. We can make booking easier and connect couples to accommodations and services in the area.

[#weddinggoals](#) [#lakegeorgeweddings](#) [#adriandowning](#) [#adriandowningwedding](#) [#adriandowningwedding](#)

deborahsphotography Loved photographing this beautiful afternoon day!

picture yourself in the Lake George Area

Whether you are a wedding planner, bride-to-be, or the special event organizer, the Lake George Area offers a wide variety of venues, attractions, and amenities, from historical outdoor and waterfront facilities, to spacious ballrooms, conference centers and unique spaces. Contact the Lake George Regional Convention & Visitors Bureau lgrcivb.com | 518-668-5755

Marketing Recap | Weddings

Messaging: "Love is an adventure". "Picture Yourself" (Here)

Channels: Social, Display, Regional Publications,, Regional expos, Blogs, E-blasts (568,700 Impressions based on analytics from digital campaigns)

Wedding Promotional Video





Visit the Lake George Area IN NEW YORK'S ADIRONACKS in the know!

NYSPHSAA Boys Basketball Visitor Information

2022 BOYS BASKETBALL CHAMPIONSHIPS
COOL INSURING ARENA • SECTION 2
PRESENTED BY CHOCOLATE MILK

Tournament Website

March 18 – March 20, 2022

About the Lake George Area

The Lake George Area
Glens Falls

Visit the Lake George Area IN NEW YORK'S ADIRONACKS in the know!

Gore Mountain Hosts Skiing State Championships

Lake George Regional Convention & Visitors Bureau

What a great day exploring the mountains and enjoying welcome signage for the Adirondack Alpine & Nordic Ski State Championships! The first race starting and finishing at approximately 7:30 a beautiful place for families and guests to enjoy in the Adirondacks! Use this link for info on the ski State Championships: #meetlakegeorge #nysphsaa #nysphsaa #nysphsaa #nysphsaa

The Adirondack State Championships are returning to the Adirondack region on March 18 - 20! Tickets are now on sale! Visit this link for info on tickets and schedule: #meetlakegeorge #nysphsaa #nysphsaa #nysphsaa #nysphsaa

Join us for the 2022 NYSPHSAA Boys Basketball State Championships! Tickets are now on sale! Visit this link for info on tickets and schedule: #meetlakegeorge #nysphsaa #nysphsaa #nysphsaa #nysphsaa

Join us for the 2022 NYSPHSAA Boys Basketball State Championships! Tickets are now on sale! Visit this link for info on tickets and schedule: #meetlakegeorge #nysphsaa #nysphsaa #nysphsaa #nysphsaa

WELCOME

NYSPHSAA 2022 BOYS BASKETBALL CHAMPIONSHIPS
COOL INSURING ARENA • SECTION 2
PRESENTED BY CHOCOLATE MILK



March 18 - 20, 2022

Visit the Lake George Area IN NEW YORK'S ADIRONACKS

meetlakeorge.com @meetlakeorge

WELCOME



February 28 - March 1

Here's your digital access to event and area information as well as discounts for local retailers, restaurants, and attractions!

Visit the Lake George Area IN NEW YORK'S ADIRONACKS



Visit the Lake George Area IN NEW YORK'S ADIRONACKS in the know!

Ice Castles is Coming to the Lake George Area!

Request Meeting Guide | MeetLakeGeorge.com | More Events

The Winter of 2022 for the Lake George Area will be no other as you'll enjoy the award-winning Ice Castles. Ice castles, ice slides, lighting and more to Charles Wood Park's Festival Center Square.

The Lake George Regional Convention & Visitors Bureau will work with groups of 50+ to obtain ticket blocks to Ice Castles!

CONNECT WITH THE TEAM

Convention Services

Events served: NYSPHSAA Alpine & Nordic Skiing, NYSPHSAA Boys Basketball, Ice Castles

Services: Welcome signage, Blogs, Microsite, Social, PR, Registration Assistance, Show Your Badge Pass, Services Referrals



Community Development

- Partner resources and support
- Winterfest Economic Impact Survey (Hospitality, Retail and Restaurant partners)
- Jim Spellos “Hot Technologies” virtual program offered to clients and partners
- DEI Initiative – Partnership for Community Belonging Steering Committee
- Arrival to Departure (A2D) Tourism Training – 168 Trained to date



VISIT THE Lake George Area
IN NEW YORK'S ADIRONDACKS

LAKE GEORGE REGIONAL CONVENTION & VISITORS BUREAU
276 SHIPLEY Lake George, New York 12845
518.668.5755 | lgcvb@lakegeorgechamber.com

SERVICES we offer

meet THE TEAM

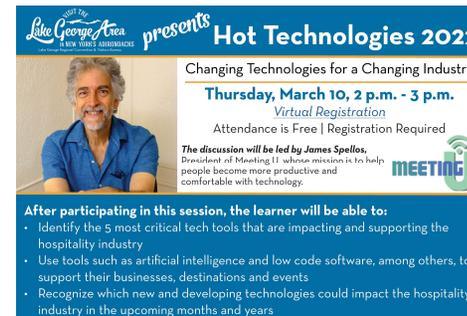
As local experts with extensive in-market relationships, the team at the Lake George Regional Convention & Visitors Bureau (LGRCVB) is here to provide you with a comprehensive view of the region and to offer whatever assistance might be necessary to ensure your event is both successful and memorable.

Our complimentary convention services include, but are not limited to:

- ✓ Welcome bags containing comprehensive travel guides and regional brochures that describe local attractions, dining, and shopping opportunities.
- ✓ Custom designed micro-website providing event details and area information.
- ✓ Resources and referrals for offsite activities, attractions, and third-party vendors.
- ✓ Registration assistance.
- ✓ Retailer and attraction discount coupons offered exclusively to attendees.
- ✓ Welcome signage design and distribution.
- ✓ Marketing assistance, including collateral design, imagery inventory, press and media coverage coordination, and social media support.

ABOUT THE LGRCVB
The LGRCVB is a division of the Lake George Regional Chamber of Commerce & CVB and works as an extension of the Warren County Tourism Department. While the Tourism Department markets Warren County to the leisure consumer tourism market, the mission of the LGRCVB is to bring year-round, weatherproof group business to Warren County in the form of meetings, conventions, reunions, sports events, weddings, and more.

meetlakegeorge.com
[@meetlakegeorge](https://www.facebook.com/meetlakegeorge)



VISIT THE Lake George Area
IN NEW YORK'S ADIRONDACKS

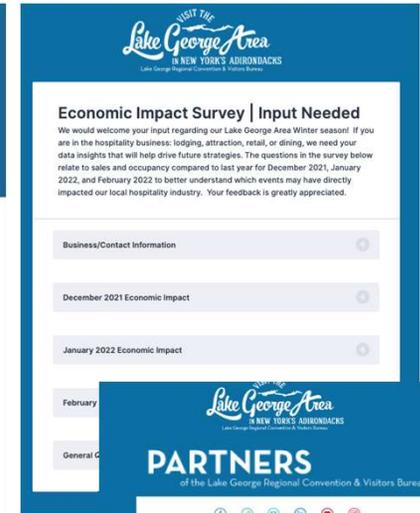
Hot Technologies 2022

Changing Technologies for a Changing Industry
Thursday, March 10, 2 p.m. - 3 p.m.
Virtual Registration
Attendance is Free | Registration Required

The discussion will be led by **James Spellos**, President of Meeting II whose mission is to help people become more productive and comfortable with technology.

After participating in this session, the learner will be able to:

- Identify the 5 most critical tech tools that are impacting and supporting the hospitality industry
- Use tools such as artificial intelligence and low code software, among others, to support their businesses, destinations and events
- Recognize which new and developing technologies could impact the hospitality industry in the upcoming months and years



VISIT THE Lake George Area
IN NEW YORK'S ADIRONDACKS

Economic Impact Survey | Input Needed

We would welcome your input regarding our Lake George Area Winter season! If you are in the hospitality business, lodging, attraction, retail, or dining, we need your data insights that will help drive future strategies. The questions in the survey below relate to sales and occupancy compared to last year for December 2021, January 2022, and February 2022 to better understand which events may have directly impacted our local hospitality industry. Your feedback is greatly appreciated.

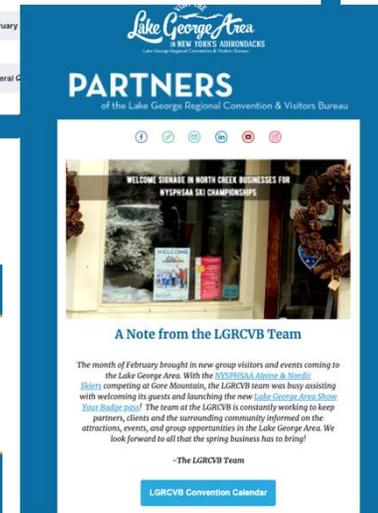
Business/Contact Information

December 2021 Economic Impact

January 2022 Economic Impact

February

General C



VISIT THE Lake George Area
IN NEW YORK'S ADIRONDACKS

PARTNERS

of the Lake George Regional Convention & Visitors Bureau

WELCOME SIGNAGE IN NORTH CREEK BUSINESSES FOR WYSPRASA SKI CHAMPIONSHIPS

A Note from the LGRCVB Team

The month of February brought in new group visitors and events coming to the Lake George Area. With the [WYSPRASA Ski & Nordic Skiers](#) competing at Gore Mountain, the LGRCVB team was busy assisting with welcoming its guests and launching the new [Lake George Area Shows Your Spring Good!](#) The team at the LGRCVB is constantly working to keep partners, clients and the surrounding community informed on the attractions, events, and group opportunities in the Lake George Area. We look forward to all that the spring business has to bring!

-The LGRCVB Team

[LGRCVB Convention Calendar](#)

What's to Come

- New Staff – Nick Kelly, Sports & Reunion Coordinator
- A2D Training – Lunch & Learn for Business Leaders
- Lakegeorgeishiring.com and meetlakegeorge.com - refreshed websites, easy to use, promotion
- F2F trade shows / appointments
 - Adventure Travel Trade Association - Oregon
 - Sports ETA - Texas
 - GovBuy – Albany (w/Fort William Henry Staff)
 - Empire State Society of Association Executives – Albany

