



LGRCVB Q4 Executive Summary

The activities the LGRCVB has undertaken this past year point back to the goals set forth in the marketing plan that included: Community Development, Marketing and Messaging and Sales Activities.

The Community Development efforts during Q4 focused mainly on Ice Castles, NYS Public High School Athletic Association events – current and future, and Winterfest. All of these have significant investment by Warren County and the LGRCVB is committed to working closely with these signature events to ensure tremendous success. Other community outreach included DEI initiatives with the first community-wide event featuring guest presenter Roni Weiss of Travel Unity; Arrival to Departure Tourism Awareness training (155 trained to date); enhanced monthly *Partner News* email; and monthly partner meetings. The team has also finalized all the reporting processes to ensure timely After Action Reports for client bookings and submission to the County.

Marketing and messaging focused on association and corporate meetings, sporting events opportunities. Destination weddings in the Lake George area are the priority for November – February as these are the highest months for “engagements”. Outreach target markets are the Capital Region, New Jersey, and Long Island. All metrics for activities are included in the *Outcomes Report*. Activities included advertising, e-news outreach, meetlakegeorge.com blog posts, social media outreach through LinkedIn, Facebook, and Instagram with @meetlakegeorge handles. A comprehensive video was produced and is being used on several platforms. Condensed version: <https://youtu.be/vTIAIU5-UFI>. Significant earned media for the Lake George Triathlon and Ice Castles, \$12,378 and \$89,971 (advertising equivalency) respectively, through press release distribution and media interview efforts. Significant targeted traffic has been delivered to visitlakegeorge.com/meetings pages monthly with a total year-to-date of 4,517 Pageviews by 3,633 Users. In the meantime, we launched meetlakegeorge.com in July and are now able to direct visitors to visitlakegeorge.com for events, dining, shopping, attractions and more.

Sales activities included attendance at many appointment-based trade shows many that had been canceled in 2020 and some that had been postponed from early 2021 and rescheduled for the fourth quarter. In total, we attended 8 industry events met with 103 association, corporate and sports events planners many of whom have future business for the Lake George Area.

The goals for 2021 were to book 50 events, with 19000 room nights and 14000 visitors. The LGRCVB realized 38 bookings with 31,336 attendees and 37,797 room nights. All metrics and back up are enumerated in the Q4 Outcomes Report that includes economic impact values.

From an administration standpoint, the LGRCVB Board of Directors and LGRCVB staff have embraced all the recommendations made during the Warren County Treasurer’s Office Financial Review that included additional accounting reporting procedures. All have been put into the standard operating procedures of the LGRCVB for 2022 and beyond.



Q4 2021 LGRCVB Outcomes Report

LEADS	ATTENDANCE	ROOM NIGHTS
20	22433	6666
YTD	YTD	YTD
69	36,891	46,788
LY – YTD	LY – YTD	LY – YTD
40	15,433	7,798

BOOKINGS	ATTENDANCE	ROOM NIGHTS
8	6610	7184
YTD	YTD	YTD
38	31,336	37,797
LY -- YTD	LY – YTD	LY – YTD
8	5,222	2,119

LOST BUSINESS (YTD)**	ATTENDANCE (YTD)	ROOM NIGHTS
51	20,912	13,031

PENDING (YTD)**	ATTENDANCE (YTD)	ROOM NIGHTS (YTD)
25	19,115	9,300
LY – YTD	LY – YTD	LY – YTD
23	10,287	6,965

**Includes rollover of outstanding business leads from previous years for future dates not booked, cancelled and/or postponed.

STR REPORTS Shown on a Run of 28 Days

October: Occ. 59%, ADR \$156.58, Demand 25.9%, Census: 186 Properties, 7,048 Rooms

November: Occ. 35.9%, ADR \$116.49, Demand 62.5%, Census: 186 Properties, 7,048 Rooms

December: Occ. 34.6%, ADR \$128.88, Demand 60.6%, Census: 186 Properties, 7,048 Rooms

2021 Q4 Leads Report

Account Name	Lead Name	Meeting Dates	Meeting Dates	EEl Type	EEl Value	ATTN	RN
Lake George Music Festival	2022 Lake George Music Festival	8/10/2022	8/18/2022	Special Event	\$5,647,500	2500	1800
Lake George Music Festival	2022 Lake George Music Festival - Musician Accommodations	8/10/2022	8/18/2022	Special Event	\$4,419,000	10	90
NYS Optometric Association	2022 NYSOA Annual Meeting	6/2/2022	6/5/2022	Conference	\$235,500	100	242
Sydney/Edwards Wedding	Elizabeth Sydney/Nico Edwards Wedding	10/7/2022	10/9/2022	Wedding	\$171,750	150	55
Mistuloff/Jordan Wedding	Ariel Mistuloff/Andre Jordan Wedding	6/3/2022	6/6/2022	Wedding	\$279,000	250	50
Law Enforcement Officers (LEO)	2022 LEO Weekend	6/16/2022	6/20/2022	Conference	\$946,875	325	545
United Church of God	2022 Feast of the Tabernacles	10/9/2022	10/17/2022	SMERF/Reunion	\$1,153,200	400	1700
McGraw-Hill Global Education Holdings, LLC	2022 MHE K12 Tri-State Team Meeting	1/10/2022	1/12/2022	Board Meeting	\$21,255	13	26
American Optometric Association	2022 AOA SGRC Regional Advocacy Meeting - Northeastern	10/7/2022	10/8/2022	Board Meeting	\$42,600	50	38
Adirondack Winery	2022 Adk Wine & Food Festival - Vendor Rooms	6/25/2022	6/26/2022	Special Event	\$2,973,300	7500	75

Maxwell/Gilbert Wedding	Kate Maxwell/Joe Gilbert Wedding	10/14/2022 2	10/16/2022 2	Wedding	\$163,500	100	60
United University Professions	2022 UUP Officer Retreat	1/10/2022	1/11/2022	Board Meeting	\$7,400	10	5
Americade	2022 Winterfest	12/30/2021 1	1/2/2022	Special Event	\$4,360,000	2000	300
NYS Association of County Health Officials (NYSACHO)	2022 Board Retreat	8/1/2022	8/3/2022	Board Meeting	\$65,400	40	50
NYSPHSAA-NYS Public High School Athletic Assn	2022 Alpine and Nordic Skiing	2/26/2022	3/1/2022	Tournament	\$319,100	295	400
NYSPHSAA-NYS Public High School Athletic Assn	2023 Alpine and Nordic Skiing	2/27/2023	2/28/2023	Tournament	\$236,500	295	275
NYSPHSAA-NYS Public High School Athletic Assn	2024 Alpine and Nordic Skiing	2/26/2024	2/27/2024	Tournament	\$236,500	295	400
NYSPHSAA-NYS Public High School Athletic Assn	2021 Girls Volleyball Championships	11/19/2021 1	11/21/2021 1	Tournament	\$1,292,175	2700	185
NYSPHSAA-NYS Public High School Athletic Assn	2022 Girls Volleyball Championships	11/18/2021 2	11/20/2021 2	Tournament	\$1,292,175	2700	185
NYSPHSAA-NYS Public High School Athletic Assn	2023 Girls Volleyball Championships	11/17/2021 3	11/19/2021 3	Tournament	\$1,292,175	2700	185
TOTAL LEADS & ASSISTS					\$25,154,905	22433	6666

2021 LGRCVB Q4 Bookings

Lead Name	Account Name	Meeting Dates	Meeting Dates	EEl Type	EEl Value	ATTN	RN	Venue(s)
2022 Ice Castles	Ice Castles	10/15/2021	4/15/2022	Special Event	\$3,888,750	100	1479	Charles R. Wood Park, McEnaney's Lincoln Log Colony
2023 World University Games	FISU World University Games	1/7/2023	1/24/2023	Tournament	\$4,590,000	600	3600	Fort William Henry Hotel & Conference Center, Six Flags Great Escape Lodge & Indoor Waterpark
2022 LEO Weekend	Law Enforcement Officers Weekend (LEO)	6/16/2022	6/20/2022	Conference	\$946,875	325	545	Fort William Henry Hotel & Conference Center, Quality Inn
2022 Winterfest	Americade	12/30/2021	1/2/2022	Special Event	\$4,360,000	2000	300	Best Western of Lake George, Chic's Lakeview Lodging, Comfort Inn & Suites, Country Inn & Suites, Courtyard by Marriott Lake George, Dunham's Bay Resort, Fairfield Inn & Suites Queensbury - Lake George Area, Fern Lodge, Fort William Henry Hotel & Conference Center, Holiday Inn Express & Suites Queensbury - Lake George Area, Holiday Inn Resort, Lake George Beach Cottages, Lake George Suites, Nordick's Inn, Phoenix Inn Resort, Queensbury Hotel, Sagamore Resort, Sleep Inn & Suites, Super 8 Lake George Downtown, The Bell House Inn (B&B), The Inn of Lake George, The Lodges at Cresthaven

2022 Alpine and Nordic Skiing	NYSPHSAA (NYS Public High School Athletic Association)	2/26/2022	3/1/2022	Tournament	\$319,100	295	400	Gore Mountain, Holiday Inn Resort
2023 Alpine and Nordic Skiing	NYSPHSAA (NYS Public High School Athletic Association)	2/27/2023	2/28/2023	Tournament	\$236,500	295	275	Gore Mountain, Holiday Inn Resort
2024 Alpine and Nordic Skiing	NYSPHSAA	2/26/2024	2/27/2024	Tournament	\$236,500	295	400	Gore Mountain, Holiday Inn Resort
2021 Girls Volleyball Championships	NYSPHSAA	11/19/2021	11/21/2021	Tournament	\$1,292,175	2700	185	Cool Insuring Arena, Country Inn & Suites, Holiday Inn Express & Suites Queensbury - Lake George Area, Quality Inn of Lake George, Queensbury Hotel, Sleep Inn & Suites
TOTAL Q4 BOOKINGS					\$15,869,900	6610	7184	

LGRCVB ACTIVITY REPORT

LGRCVB Monthly Meeting

- Held 10/20/21, at The Queensbury Hotel, 10 Attendees, 3 Phone Participants
- Held 11/17/21 at Sleep Inn & Suites, 10 attendees, 3 phone participants
- Held 12/15/21 via Zoom, 19 attendees

Trade Shows, Industry Events & Meetings

- 10/3 - 10/5: NYSHTA Tourism Conference
- 10/11 - 10/14: SPORTS Conference
 - 15 Appointments with Sports Rights Holders (4 no shows due to weather / air travel issues)
- 10/14 - 10/16: Northstar Meeting's Destination East Trade Show & Conference
 - 12 Appointments with Planners
- 10/24 - 10/28: Sports ETA Conference
 - 12 Appointments with Sports Rights Holders (2 no shows due to weather / air travel issues)
- 10/26 - 10/29: Connect Faith
 - 38 Appointments with Planners
- 11/15 - 11/19: Adventure Travel Trade Association Adventure Elevate
 - 3 Appointments with Members of the Adventure Travel Community, 17 New Connections
- 11/29 - 12/2: Connect DC
 - 23 Appointments with Corporate and Association-Based Planners
- 12/16: ESSAE Holiday Party, (Hilton Garden Inn, Troy), silent auction item garnered \$150 for ESSAE Charity

Convention Services

- New York Special Olympics Fall Games - Donated 500 Water Bottles, Secured Light Tower Donation, Secured Hand Sanitizer Donation
- NYS Association of Clerks of County Legislative Boards (NYSACCLB) - Provided Marketing Materials for County- Provided Welcome Bags
- Variety of assistance for Ice Castles (1/2022), Blinker Fluid Jeep Invasion (6/2022), LEO Weekend (6/2022), FISU World Games (1/2023).

Community / Professional Involvement

- Participated in NY Special Olympics Fall Games Organizing Committee
- Volunteered at NY Special Olympics Fall Games
- MPI Fall Focus
- SUNY Adk Cultural Awareness & Diversity Program SEE Marketing Conference- Crowdriff ECCA Business / Entrepreneur Advisory Committee
- SUNY Delhi Advisory Board Meeting
- FISU World University Games Public Meeting
- Veteran's Day Memorial Event at Fort William Henry
- ILNY Webinar
- Hunden Strategic Partners Site Visit
- Women in Business Meeting Monthly Meetings
- Lake George Regional Chamber Holiday Mixer/Holiday Open House
- Forum for Executive Women Events
- Christkindlmarkt
- Tourism/Occupancy Tax Committee Meetings
- NYSDMO Quarterly Meeting
- Board of Supervisors Meetings
- Economic Recovery Task Force (weekly)

Community Development

- Arrival 2 Departure Program - 155 People trained to date
 - 3 people trained in December
- DEI Series event: "Cultural Awareness Program" (DEI w/Roni Weiss)
 - Hybrid format
 - 15 in attendance
- www.lakegeorgeishiring.com, discussions to revamp this website are underway for 2022.
 - Other hiring initiatives with career services professionals in the SUNY system.
- Ice Castles Locals Night GGFT Shuttle Discussions

Partner & Client Relationships

- Barkeater Chocolates corporate holiday gifts delivered to 32 partners
- Holiday cards sent to 100 planners and clients

SIMPLEVIEW CRM DATABASE TRACE ACTIVITY REPORT

Trace Activity Report for Management

User: -- All Users --
 Amanda May Metzger
 Christine Molella
 Gina Mintzer, CMP, MHA
 Jennifer Kraft

Trace Type: -- All Types --
 ALL-Account Update - Global
 ALL-Call - Global
 ALL-Communication Sent - Global
 All-Covid 19 - Global

Date Range: 10/01/2021 12/31/2021 Display Notes: Display Details:

Trace Activities Summary:

Member/Partner	Meeting Sales	DMO Events
Gina Mintzer, CMP, MHA	Gina Mintzer, CMP, MHA	Megan Seeley
Type Not Selected 1	ALL-Account Update 1	ALL-Communication Sent 1,845
ALL-Account Update 4	ALL-Communication Sent 6	Total Megan Seeley 1,845
ALL-Call 2	CVB-Account Update 1	Total DMO Events 1,845
ALL-Communication Sent 2	CVB-Advertising/Marketing 1	
ALL-General Follow-up 1	CVB-Client Follow-Up 5	
AWC-Jotform received/needs review 27	CVB-Community Development 2	
AWC-Marketing 1	CVB-Convention Services 15	
CVB-Account Update 1	CVB-Definite-Resell 1	
CVB-Advertising/Marketing 3	CVB-Lead Follow-up 6	
CVB-Community Development 1	CVB-Lost-Prospect 1	
CVB-Convention Services 1	CVB-Prospecting 2	
CVB-Partner Correspondence 2	CVB-Trade Show Follow-up 4	
Mem-Member Touch 15	Mkt-Advertising 1	
Mem-New Member Admin Tasks 17	Total Gina Mintzer, CMP, MHA 46	
Mem-Personal Visit 1	Meg Bell	
Mem-Prospect-Initial 1	ALL-Communication Sent 45	
Mkt-Media Outreach 6	CVB-Client Follow-Up 1	
Mkt-Social Media Post 4	CVB-Convention Services 1	
Trace-AM 1	CVB-Lead Follow-up 4	
Trace-SD 2	CVB-Lost-Prospect 1	
Total Gina Mintzer, CMP, MHA 93	CVB-Partner Correspondence 1	
Megan Seeley	CVB-Trade Show Follow-up 1	
ALL-Communication Sent 4	Mem-Prospect-2nd Time Around 3	
Total Megan Seeley 4	Total Meg Bell 57	
Total Member/Partner 97	Megan Seeley	
	CVB-Client Follow-Up 1	
	CVB-Convention Services 1	
	Total Megan Seeley 2	
	Total Meeting Sales 105	

LGRCVB MARKETING & ADVERTISING

Paid Print

- **SportsEvents Magazine**
 - [Full page print ad and advertorial](#) (page 52-53)

Paid Digital

- **NYSPHSAA (November only)**
 - Ad for statewide championship volleyball tournament held in Warren County/Cool Insuring Arena
 - [Digital program](#): 894 Digital view
- **Times Review (October- December)**
 - October
 - Display Ads: 75,615K Impressions, 134 Clicks, CTR: .18%
 - November
 - Display Ads: 73,341K Impressions, 77 Clicks, CTR: .1%
 - SEM: 4,964 Impressions, 245 Clicks, 4.06% CTR
 - December
 - Weddings
 - Display: 24,531
 - Paid Search: 2,412 Impressions, 111 Clicks, 4.6% CTR
 - Facebook Boosted Post: 32, 275 Impressions, 947 Clicks, 2.76% CTR
 - Destination EBlast
 - Initial send: 32,500 Sent, 845 Clicks, 2.6% CTR
 - Redeploy: 3818 Sent, 114 Clicks, 2.99% CTR
- **NJWeddings.com (November - December)**
 - Contacts gained: 300 total
 - Profile views: 25
- **Google Adwords (October - December)**
 - Campaign Name: Discover Meetings and Events in the Lake George Area
 - Regional focus (Northeast)
 - October: 11.7 Impressions, 1.17K Clicks, CPC: \$0.65
 - November: 23.2K Impressions, 673 Clicks (this decrease could be due to funds distributed to retargeting ads with display), CPC: \$1.15
 - December: 10.2K Impressions (Campaign paused for verification purposes), 865 Clicks, CPC: \$1.06
- **Mannix (December)**
 - December Wedding Marketing Facebook Posts
 - Impressions: 49,668, Reach: 34,542, Clicks: 149
- **LinkedIn Event Planner Brand Awareness Campaign (November only)**
 - Discover Meetings & Events in the Lake George Area
 - Regional Focus (Northeast)
 - Total November: 20K Impressions, 77 Clicks
- **SportsEvents Magazine (December only)**
 - Ad boxes
 - Website Banner: 2700 Impressions, 2 Clicks
 - Newsletter Ad: 4K sent, 1K Opens, 6 Clicks

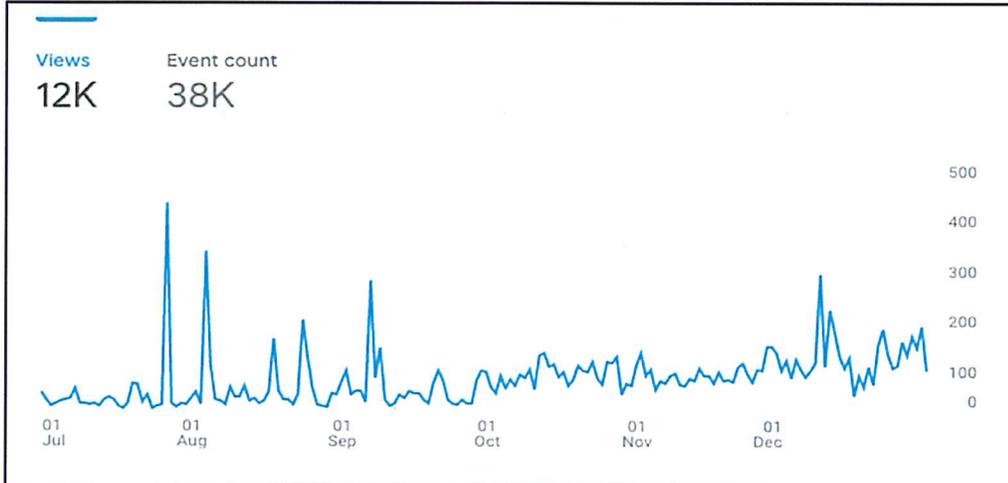
Organic/In-House Marketing

- **Meltwater Report (Organic Media Equivalencies to Paid Ads)**
 - October
 - Lake George Triathlon: \$123.78K

- LGRCC and CVB: \$51,200
 - November
 - Ice Castles: \$8.79K
 - LGRCC and CVB News: \$43,497
 - December
 - Ice Castles: \$564.25K
 - LGRCC and CVB News: \$25K
- **Social Media**
 - **LinkedIn**
 - October: Unique Pageviews: 92, Unique Visitors: 54
 - November: Unique Pageviews: 87, Unique Visitors: 39
 - December: Unique Pageviews: 41, Unique Visitors: 33
 - **Launch of new handles (@meetlakegeorge) - November - December 2021**
 - Facebook: Reach: 18, 214, 44 Followers
 - Instagram: Reach: 1,200, 204 Followers
- **Digital Wedding/Meeting Guide Requests**
 - Q4 Meeting and Wedding Guide Requests: 19
- **Mail Chimp E-Blasts**
 - October:
 - Partner E-Blast: "Monthly Updates": Sent: 943, Opened: 272, Clicks: 137
 - "Upcoming Programs | Local Events": Sent: 1,658, Opened: 943, Clicks: 136
 - Meetings & Events:
 - "Fall Foliage": Sent: 3,905, Opened: 1,011, Clicks: 146
 - "Why Meet in Lake George?": Sent: 2,509, Opened: 510, Clicks: 61
 - Wedding Follow ups
 - Sent: 105, Opened: 38, Clicks: 12
 - Sports: Sent:
 - "Moving Indoors": Sent: 392, Opened: 95, Clicks: 36
 - November:
 - Partner E-Blast: "Monthly Updates": Sent: 944, Opened: 343, Clicks: 148
 - Happy Thanksgiving: Sent: 938, Opened: 342, Clicks: 59
 - Meetings & Events:
 - Winter Events & Activities: Sent: 2,488, Opened: 508, Clicks: 68
 - December
 - 12/8/21: [Wedding Follow Up](#)
 - Segment 1: 174 Sends, 38.2% open, 1.3% Click Rate
 - Segment 2: 76 Sends, 37.8% Open, 0 Click
 - 12/9/21: [Ice Castles Vouchers Announcement](#)
 - 4k sends, 19.6% Open Rate, 2.7% Click Rate
 - 12/15/21: [Winter Meetings & Events](#)
 - 2k sends, 6.3% Open Rate, .4% Click
 - 12/22/21: Happy Holidays
 - 4k sends, 17.8% Open Rate, 2% Click Rate
 - 12/30/21: [Partner Newsletter](#)
 - 934 Sends, 24.1% Open Rate, 6% Click Rate
- **Website: www.MeetLakeGeorge.com**
 - October: Google Analytics for www.meetlakegeorge.com October 1-31, 2021
 - Page views: 2,244, First Visit: 1,526

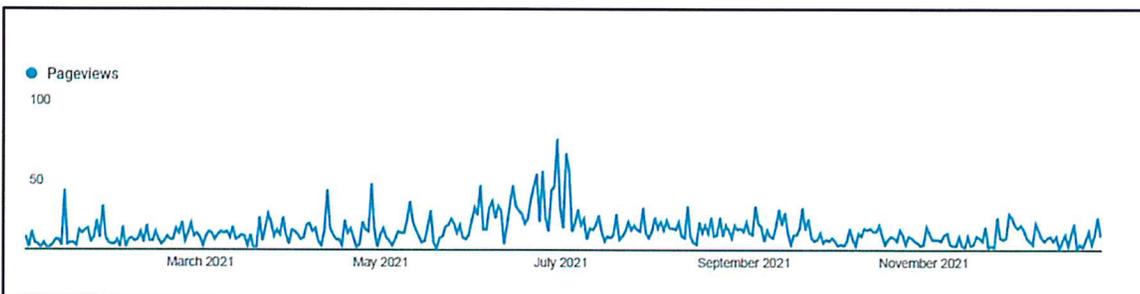
- November: Google Analytics for www.meetlakegeorge.com November 1-30, 2021
 - Page views: 2.3K, First Visit: 1.3K
- December: Google Analytics for www.meetlakegeorge.com December 1-31, 2021
 - Page views: 3.4K Unique Visit: 2.1K
- July-December: Google Analytics for www.meetlakegeorge.com Year to Date
 - Pageviews:14K, Users: 8.9K

YTD (July-December) 2021



- **Website: www.Visitlakegeorge.com/meetings**
 - October: Google Analytics for www.visitlakegeorge.com/Meetings October 1-30
 - www.visitlakegeorge.com/meetings: Pageviews, 257, unique pageviews: 221
 - November: Google Analytics for www.visitlakegeorge.com/Meetings November 1-30
 - www.visitlakegeorge.com/meetings : Pageviews, 329, unique pageviews: 274
 - December: Google Analytics for www.visitlakegeorge.com/Meetings December 1-31
 - www.visitlakegeorge.com/meetings : Pageviews, 291, unique pageviews: 236
 - Google Analytics for www.meetlakegeorge.com Year to Date
 - Pageviews:4,517K, Users:3,633

YTD 2021



- **WordPress Blog: (<https://lgrcvblakegeorgechambercom.wordpress.com/lake-george-regional-cvb/>)**
 - October
 - Views: 113
 - Visitors: 75
 - Published Posts: 2
 - [Cultural Diversity Program Offered](#)
 - [Indoor Facility Snapshot in Lake George Area](#)
 - November

- Views: 330
- Visitors: 211
- Published Posts: 2
 - [Where to Host Your Holiday Party](#)
 - [Winter Events and Activities You can't miss in the Lake George Area](#)
- December
 - Views: 696
 - Visitors: 557
 - Published Posts: 3
 - ["2 Historic Hotels in the Lake George Area undergoing Large Renovations"](#)
 - ["Winter Wedding Venues in the Lake George Area"](#)
 - ["Welcome Back Canadians!"](#)