

# Tourism Committee Meeting

May 23, 2022

Warren County Tourism Department





# Smith Trend Hotel Demand

	2019	2020	2021	2022
Jan	34,778	40,853	31,562	40,390
Feb	43,438	50,610	39,244	55,119
Mar	42,753	27,295	38,702	46,475
April	51,847	20,758	51,467	70,645
YTD	172,153	138,998	160,975	210,606

**Demand is Number of Rooms Sold**



# Smith Trend

## Average Daily Rate

	2019	2020	2021	2022
Jan	111.72	112.96	108.15	131.84
Feb	128.78	125.04	123.93	150.63
Mar	111.49	97.20	103.38	121.86
April	110.38	79.09	108.88	122.35
YTD	115.75	109.61	111.08	131.38



# Smith Trend Revenue

	2019	2020	2021	2022
Jan	3,885,264	4,614,653	3,413,295	5,324,922
Feb	5,594,138	6,328,182	4,863,344	8,302,592
Mar	4,766,511	2,652,983	4,001,099	5,663,368
Apr	5,722,934	1,621,055	5,603,524	8,643,190
YTD	19,927,207	15,235,299	17,881,261	27,932,627

# Q1 Short-Term Rental Demand

	2019	2020	2021	2022
Jan	3,028	4,685	7,068	9,936
Feb	3,342	6,136	8,663	11,555
Mar	3,035	3,575	9,103	8,251
Apr	3,002	4,659	8,182	8,210
YTD	12,407	19,055	33,016	37,952

**\*90% of rentals are entire homes with a higher ADR**

- Source: Rove Analytics of Airbnb and Vrbo

# Q1 Website Analytics

## Visitor Sessions:

Jan-May 15, 2019	271,451
Jan-May 15, 2020	338,220
Jan-May 15, 2021	268,940
Jan-May 15, 2022	884,679

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Events that have not occurred in the past two years contributed to early season traffic increases.  
Ice Castles, Ice Bars, Winter Carnival, Winter Lodging

# Workshop - Paid Social

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# Workshop - Paid Social Canadian

Canadian

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Planning your trip across the border? We can't wait to welcome you back to the Lake George Area! We've missed you!



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We've missed you! Swing by the Lake George Area to see what's new and visit what's familiar.



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# Workshop – Native Advertising

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## **The Lake George Area is Perfect for Family Trips**

Plan your next family vacation in the Lake George Area. Go to a drive-in, race go karts, make s'mores & memories!

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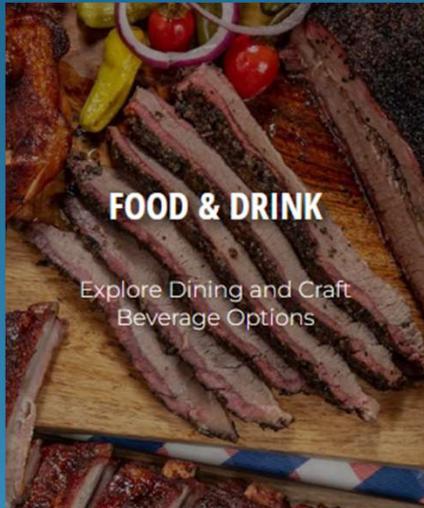
## **The Lake George Area is Perfect for Family Trips**

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# New BBG&G Website Launched



# Visual Categories



## FOOD & DRINK

Explore Dining and Craft Beverage Options



## FAMILY FUN

Discover non-stop adventure with kids



## OUTDOORS

Explore magnificent untouched wilderness



## CULTURE

Explore Museums and Art Galleries



## ON THE WATER

Explore charming beaches on the shores of picturesque lakes



## SHOPS & ANTIQUES

From hard to find antiques to locally-made creations

# Property Listings



North Creek

## REVOLUTION RAIL CO.

This one-of-a-kind excursion takes you into one of the most remote locations in the Adirondack Mountains on a pedal-powered railbike. On this guided tour, you will travel along once train-trafficked railroad tracks through beautiful Adirondack forests, along the banks of the Hudson River, and over a spectacular trestle bridge. Brand new second location! You can now check out their second location in Hadley, NY!

**3 Railroad Place  
North Creek, NY 12853  
(888) 731-0123  
Spring - Fall**

[Visit Website](#)



Lake George

## FORT WILLIAM HENRY MUSEUM

History comes alive at Fort William Henry! Join us to experience the history, the sights and sounds of the fort during the French and Indian War. Located at the strategic south end of Lake George, an important part of the water transportation system used by both Native Americans and the Europeans. The fort has been featured on NatGeoTV's "DeCrypters" and Syfy's "Ghost Hunters."

**48 Canada Street  
Lake George, NY 12845  
518-668-5471  
May - October**

[Visit Website](#)



Pottersville

## NATURAL STONE BRIDGE AND CAVES

Come see the largest marble cave entrance in the east. Explore Noisy Cave, check out the resident bats in Peter Pan's Peephole, dip under Arch Rock, and cross over the natural stone bridge itself! Take the self-guided, 20-stop trail as it winds from cave to cave, with potholes and deep natural pools in between. Take a rest while overlooking Trout Brook as it rushes into the mouth of the cave below.

**535 Stone Bridge Road  
Pottersville, NY 12860  
518-494-2283  
Memorial Day - Columbus Day; December -  
March**

[Visit Website](#)

# Featured Events

## FEATURED EVENTS

There's no such thing as a boring stay in the Lake George Area. Festivals, fireworks, free events – there's always an event to attend and celebrate. An amazing event can be the cherry on top of any vacation. Which one will you drop in on?



### AMERICADE MOTORCYCLE TOURING RALLY

Fire up your motorcycle - it's time for Americade! Americade is a massive ...

[Read More →](#)



### LARAC JUNE ARTS FESTIVAL

Join over 100 exhibitors at the free LARAC Arts Festival! The annual ...

[Read More →](#)



### ADIRONDACK WINE & FOOD FESTIVAL

Take your taste buds on an unforgettable journey! Purchase your tickets online ...

[Read More →](#)

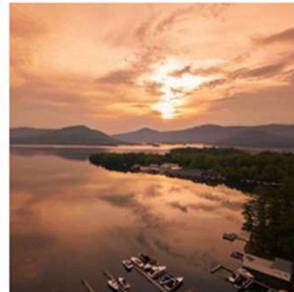
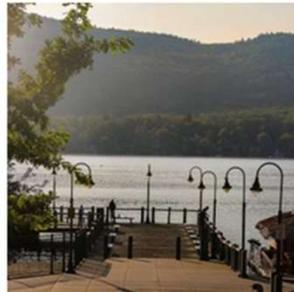
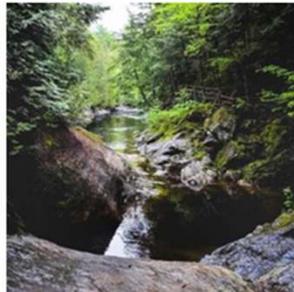
See All Events 

# Instagram Feed

## VISITOR PHOTOS



LAKEGEORGEAREA



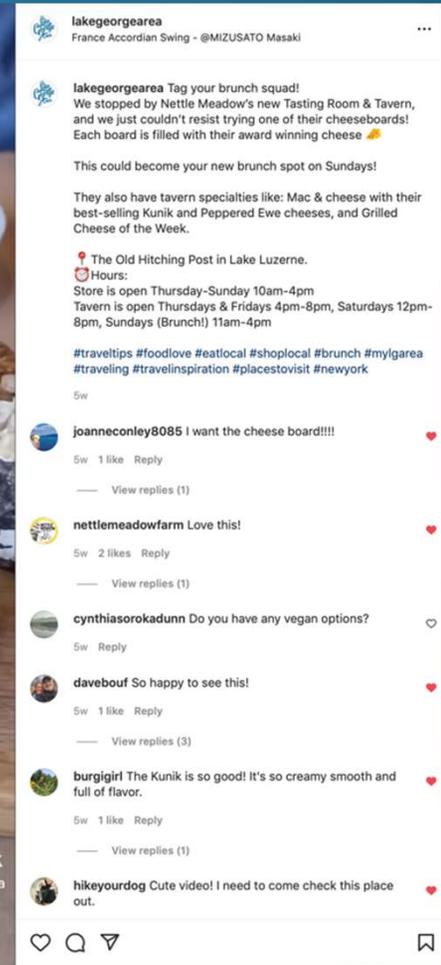
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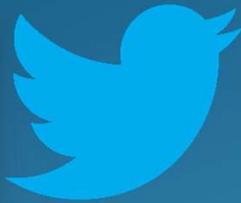
# TikTok Becomes Multi-Platform



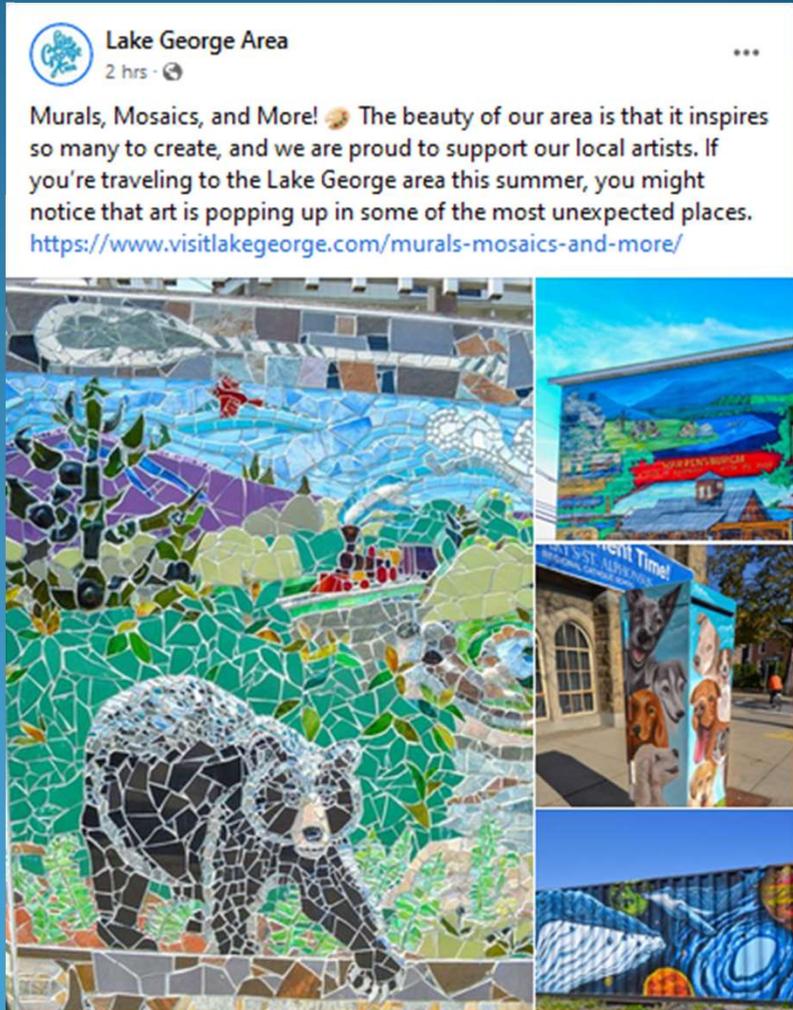
TikTok  
Reels  
Pinterest



# Blog Becomes Multi-Platform



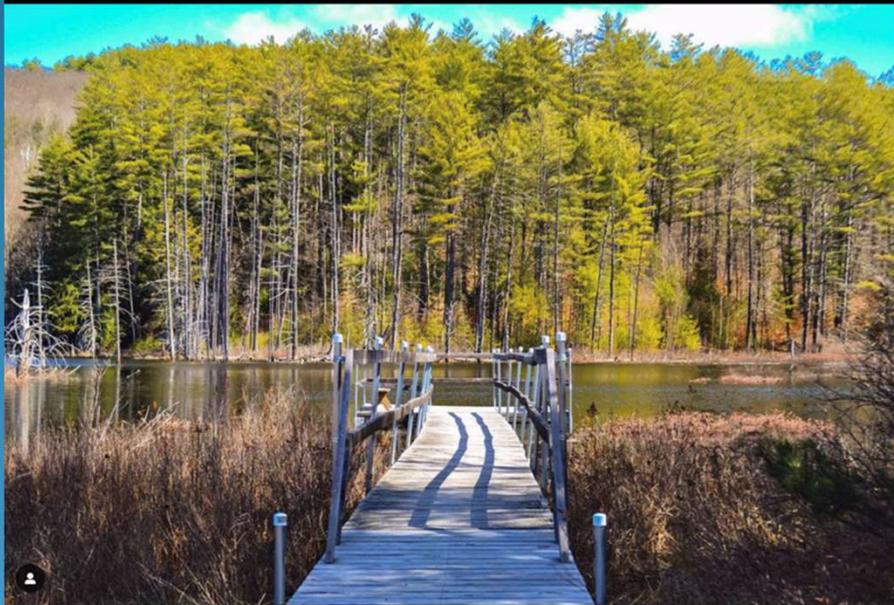
Blog  
Facebook  
Twitter  
Pinterest





# Organic Social Media

## Dean Farm Trails



**lakegeorgearea**  
Stony Creek, New York

lakegeorgearea Save this hiking post for your trip to the Lake George Area this spring! 🌿

👉 Recover from the winter blues on these five easy trails in the Lake George Area: (🔗 in bio for blog)

- Dean Farm Heritage Trail in Stony Creek (pictured) - 13 trails that are great for families, anyone with impaired mobility, and those looking for a peaceful nature walk.
- Warren County Nature Trail in Warrensburg - This trail runs along the banks of the Hudson River.
- Meadowbrook Preserve in Queensbury - This is a great trail for naturalists, and there's a little dock where you can dip your fit in the water.
- Hovey Pond Park in Queensbury - It has beautiful floral gardens, observation decks, and a handicapped fishing dock.
- Palmer Pond Trail in Chestertown - This trail is part of the 8 trail Chester Challenge.

6w

**joanneconley8085** I need to do this! ❤️

6w 1 like Reply

— View replies (1)

📌

👍👍👍 Liked by visitadironacks and 609 others

MARCH 30

“Save this hiking post for your next trip to the Lake George Area”

# Blog and Tik Tok Video become multi-platform



## RAINY DAY FUN AT THE AVIATION MALL

Posted in [Family Fun](#)

Written by Jaynie Ellis When the rain drives you indoors during your vacation to the Lake George Area, continue the fun at the Aviation Mall! Located in Queensbury, the Aviation Mall has a range of activities that everyone will enjoy while managing to stay dry. Adirondack Axe Aim for the bullseyes at Adirondack Axe, the northeast's premier axe throwing venue. Learn the sport of axe throwing, an experience that will take you back in time to the Adirondack North Country's golden years when...

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Thank  
you!