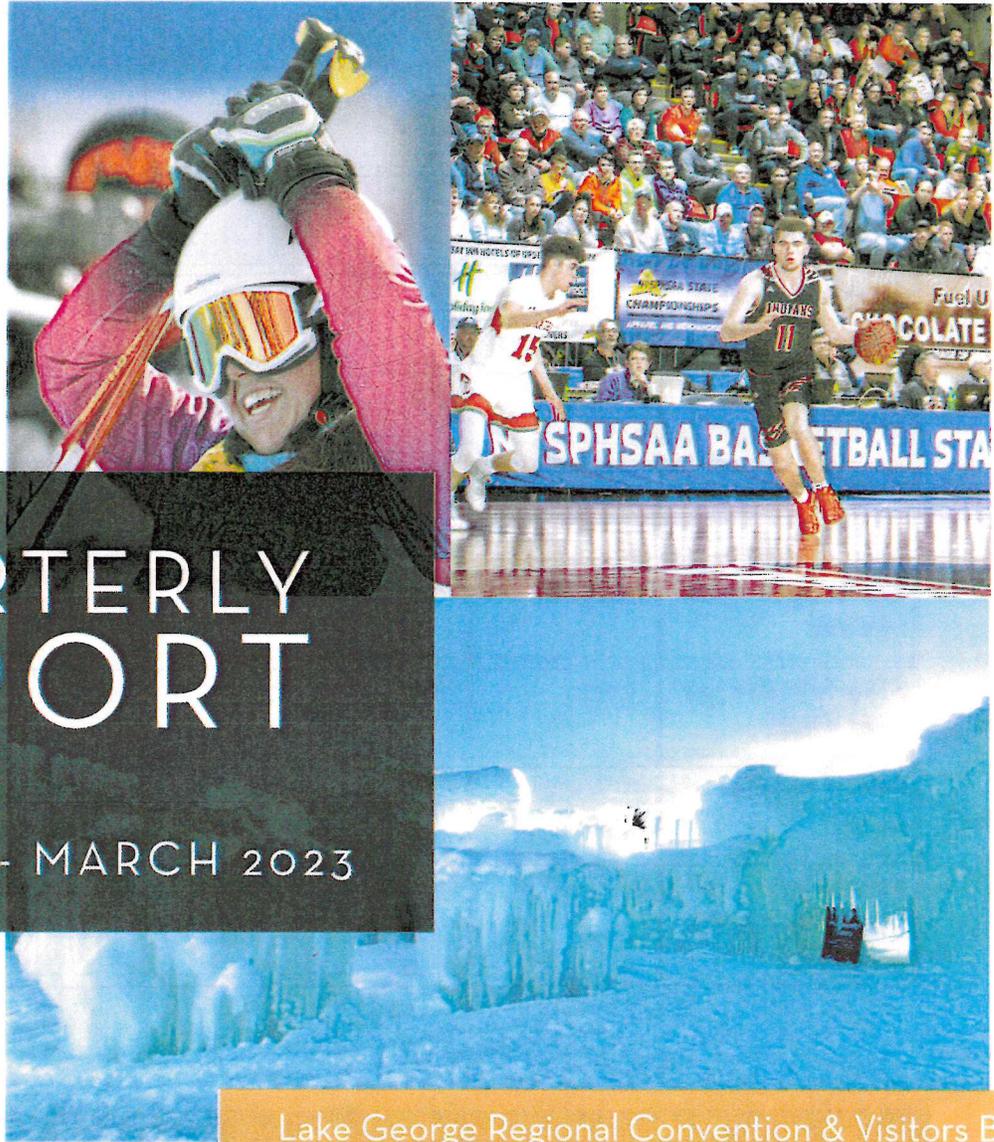


VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS
Lake George Regional Convention & Visitors Bureau



QUARTERLY REPORT

JANUARY - MARCH 2023

Lake George Regional Convention & Visitors Bureau

ADDRESS:

PO Box 272
Lake George, NY

CONTACT:

Phone : 518-668-5755
Email : lgrcvb@lakegeorgechamber.com

Key Performance Indicators

Key Performance Indicator	Q1 2023	2023 % Target	2023 Year End Target	Q1 2022	2022 Year End
Leads	56	37%	153	34	118
Conventions and Sports Bookings	16	29%	56	7	55
Convention & Sports Assists	22	--	--	3	15
Booked Attendees	6,700	21%	32,600	8,200	32,000
Definite Room Nights	3,000	17%	17,200	1,200	16,600
Economic Impact	\$6.90M	17%	\$40M	\$4.16M	\$37M
Meetlakegeorge.com Visits	13,900	17%	80,000	7,200	36,000
Social Media Reach	530,000	27%	2M	110,000	470,000
Meeting/Wedding Guide Requests	26	10%	255	63	143

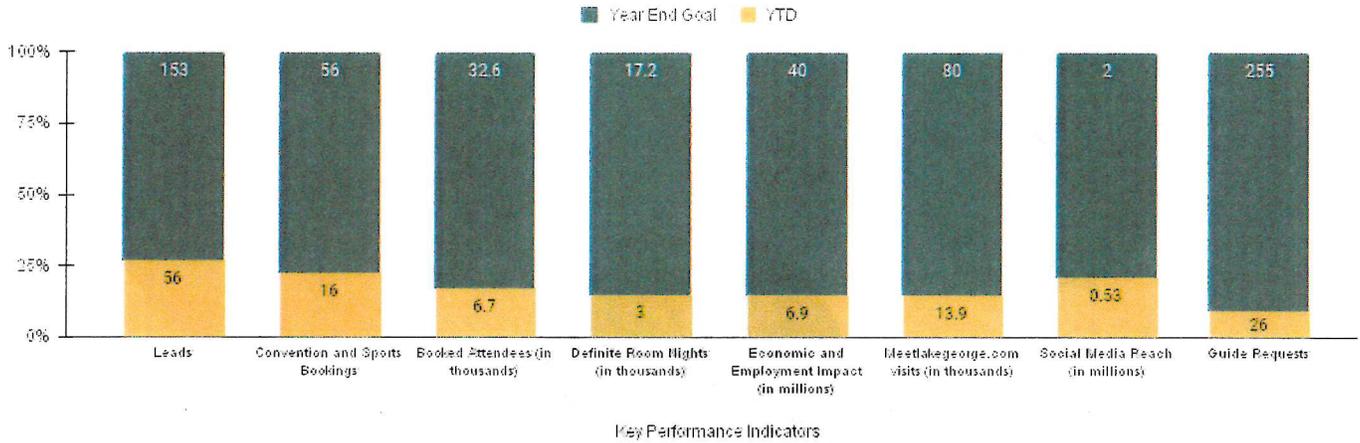
The LGRCVB is pleased to present the Quarterly Report for January - March 2023.

All programs and services tie back to LGRCVB's 2023 Sales and Marketing Plan and drive toward the imperative to increase visitor-related economic impact through five core markets: Meetings, Sports, Weddings, SMERF (Social, Military, Educational, Religious and Fraternal Organizations) and Group Tour.

A Closer Look

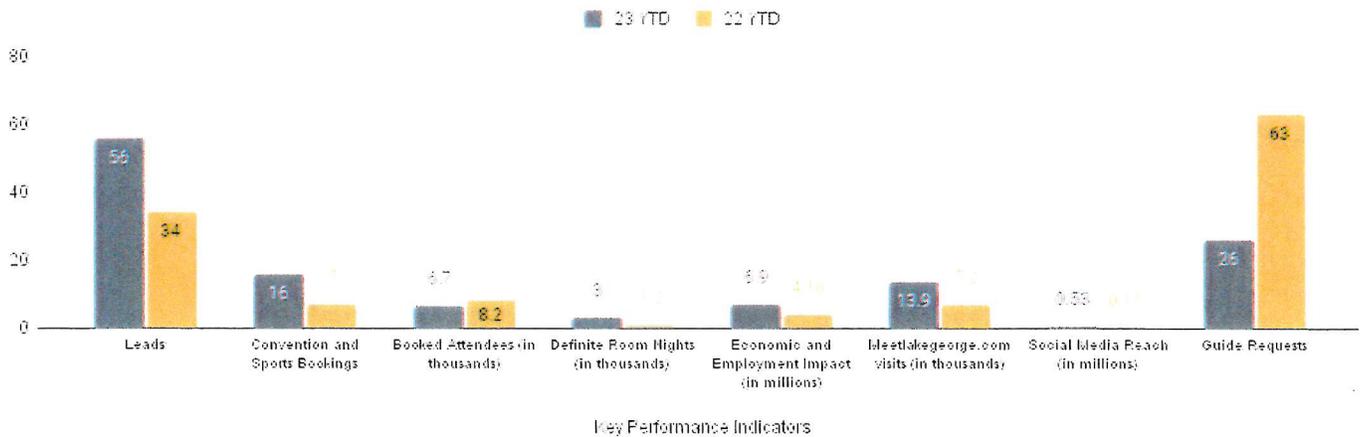
YTD 2023 vs Target Goal

23 YTD vs. Year End Goal



YTD Q1 2023 vs YTD Q1 2022

2023 YTD vs. 2022 YTD



Q1 Highlights

of events booked January 1 - March 31, 2023



Winter Events

Assisted in the promotion of winter events occurring within the County, including; **Winterfest, Winter Carnival, and Ice Castles.**

FISU World University Games

Serviced event including; registration support, welcome signage and buttons, volunteer recruitment, social and PR support.

NYSPHSAA Boys Basketball

Serviced event with registration, welcome signage, PR distribution, microsite development, hotel availability, and on-site support.

Bus Tour Promotion

Surveyed and updated database secured from Tourism Department; attended American Bus Association Trade Show, met with **22 tour operators** and conducted post-con debrief with partners.

Sales Activities

Attended and networked with regional, statewide, and local industry membership organizations, including; **Empire State Society of Association Executives (ESSAE)** and **Meeting Professionals International (MPI)**.

Collaborated with **New York State Destination Marketing Organizations (NYSDMO)** to plan and execute future national and regional events. Conducted follow ups on referrals generated for bus tour operators by third party with provided contact list.



Meetings & Events

- Hosted **4 conferences and 1 wedding with over 2,800 attendees.**
- Booked **12 groups** for upcoming meetings, weddings, and events.
- **Converted 9 pending leads to bookings** through partner and planner follow up.



Sports

- Hosted **2 sports** events at both indoor and outdoor facilities.
- Brought in over **4,800 room nights** through sports bookings.
- Booked **4 upcoming tournaments.**



Group Tour

- Expanded into Group Tour Market.
- Contacted **51 tour companies** from 23 different states and two provinces.
- Digital itineraries were distributed to regional and national operators.

Trade Show Attendance



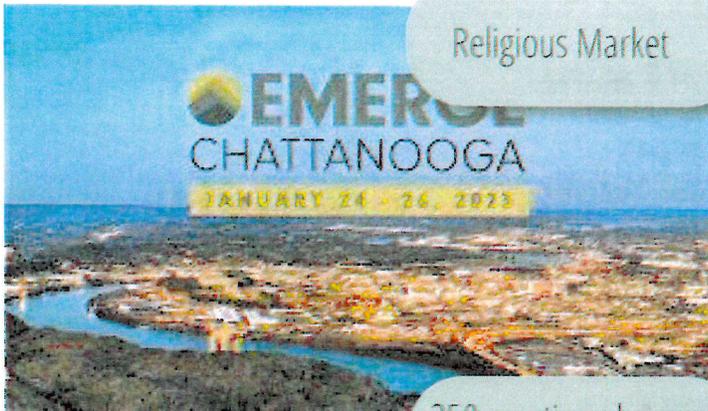
Meetings & Events

Attended Religious Managers Conference Association (RMCA) Emerge. Promoted the Lake George Area with a booth and showcase of print and digital promotional materials.



Group Tour

Attended American Bus Association (ABA) Marketplace. Met with 22 tour operators. Collaborated with local partners: **LG Steamboat Company, Queensbury Hotel, Wild Center, and Adk Coast.**



Religious Market

350 meeting planners
700 attendees



Bus Tour Market

22 Appointments
with Operators

250 Connections, 6 leads
generated from trade show attendance in Q1

Marketing & Communications

13.9K

Visitors on
meetlakegeorge.com

165K

Website Page
views

530K

Social Reach

E-Blasts

Say "I Do" in Lake George!

Bring Your Group to the Lake George Area this Winter

Meet & Retreat in the Lake George Area

Explore Winter Sports in the Lake George Area

1,500 views

On the Blog

"Poitras Leads Sales Team"

"Celebrating Global Meetings Industry Day!"

*"The Cool Insuring Arena Hosts the
NYSPHSAA Boys Basketball Championship"*

*"Lake George Area Prepares for 2023 FISU
Winter World University Games"*

Social Media

Targeted affinity group Facebook/Instagram marketing with over **41K impressions and 6.5K clicks** to various **meetlakegeorge.com** pages.

Targeted wedding marketing through Facebook/Instagram to newly engaged couples and geo-targeting regional wedding expos. Clicks to **meetlakegeorge.com/weddings** page: 1.4K, 183K impressions.

Over **80K organic reach** on Facebook and **over 1K followers** on IG for **@meetlakegeorge** handle. Expansion into **TikTok** platform.

Advertising & Digital

Wedding Expos - Distributed promotional materials on-site at Long Island Bridal shows with follow up emails and targeted ads.

Advertising - presence in several print ads in various **regional and national market segments** (Sports, Corporate, and Wedding)

Media Outlets - *Saratoga Living, Springfield Republican, Corporate and Incentive Travel, Sports Destinations Management, Destination Reunions, New York Business Journal, RCMA, LGRCC Travel Guide.*

Press

The LGRCVB uses the Meltwater platform to track Advertising Value Equivalency (AVE): Typically, AVE's are calculated from a range of metrics such as comparing the equivalent cost of coverage in a publication based on paid advertisements.

Potential reach gives insight into the number of potential viewers that have been exposed to an event or topic.

174M

Potential Reach

\$1.6M

AVE

28

Articles & Mentions

Highlights

Almost **\$700K in AVE** for press covered for NYSPHSAA Boys Basketball Tournament and **\$825K** for FISU World University Games (assisted with press release distribution and event promotion for both events).

Coverage in over **28 publications** in local, regional, and international markets.

Topics covered: NYSPHSAA Boys Basketball, FISU World University Games, Winter events, seasonal hiring (lakegeorgeishiring.com).



[Banner year expected for Lake George Winter Carnival](#)



[Boys Basketball Tourney starts today. \\$5M economic impact last year.](#)



[Lake George businesses make it easy to get hired for summer](#)



[FISU winter games welcomed to the Adirondacks](#)

Convention Services



Assisted booked business with activity **planning ideas**. Provided **referrals** to clients and meeting planners with **37 partner listings** and contact information.

Attended and serviced 2 major sporting events hosted at the Cool Insuring Arena and Gore Mountain. **Provided guests and clients with Lake George Area marketing materials, travel guides, local business brochures and incentives.**



Microsites developed for booked events with over 900 hits.

Provided **welcome bags** for employee retreat hosted at The Sagamore Resort.

Distributed and developed **welcome signage** and **welcome buttons** for hospitality partners and volunteers for FISU World University Games.

Attended **Event Service Professionals Association (ESPA) annual conference** to learn ways to expand and execute successful convention services to incoming groups.



Community & Partners

Partnership for Community Belonging DEI Committee Focus Group

Discussion took place at The Queensbury Hotel on Tuesday, February 28, 2PM. This event was facilitated by committee with a total of **25 community focus group members** in attendance. This is the first of a series of discussions in Warren County.

A2D Tourism Training Awareness Program

Total Visitor Champions to Date: 254

Monthly LGRCVB Meetings

Conducted two in-person LGRCVB meetings at the following partner properties: Holiday Inn Resort Lake George and The Queensbury Hotel with 23 in total attendance.



JOIN US!
Sustainability Tips for the Meetings & Events Industry

WHEN:
Thursday, February 16
from 2 p.m. - 3 p.m. (EST)

WHERE:
Via Zoom

DETAILS:
Get ideas and practical tips from industry experts on ways that properties and planners can facilitate more sustainable events with a lower carbon footprint.

Corey Clark
Senior Sustainability Manager

Lauren Lichterman
Senior Sustainability Manager

HONEYCOMB STRATEGIES

Virtual Program | Sustainability Tips for the Meetings & Events Industry

Webinar program promoted and offered to clients and partners, **60 registered and 25 attended.**

lakegeorgeishiring.com

Refreshed launch of **lakegeorgeishiring.com** to employers with kick-off marketing campaign for spring and early summer season. Marketing efforts include digital pre-roll, Facebook, paid search, and targeted ads to Warren County and 30-mile radius surrounding County lines.

Attended local high school job fairs and distributed flyers to promote to employers and potential employees. Over **2,100 students and 50 employers** in attendance.

PR Content Stream

Headline	Source	Reach	AVE
Lake Placid 2023 FISU World University Games opening ceremony celebrate heritage, sustainability and the athletes!	Presse Sportive	194,000	\$1,795
Banner year expected for Lake George Winter Carnival	Sun Community News	4,5136	\$1,961
Lake George Winter Carnival kicks off with a 'BRRRR!	The Post Star	142,905	\$1,321
Lake George Ice Castles to Extend Hours for Final Weekend	WGNA	62,000	\$2,174
Insider Destinations: New York State Showcases a "Season of Winter Fun" for Travelers	Insider Travel Report	171,005	\$1,320
Lake George businesses make it easy to get hired for summer	Times Union	1,077,640	\$9968
Always a boost': Glens Falls merchants excited for expanded basketball tournament	The Post Star	154,000	\$1,425
Glens Falls welcomes 20 teams to state basketball tourney	WWLP-TV	457,000	\$5,957
FISU winter games welcomed to the Adirondacks	WWTI-ABC	38,131	\$352
Boys Basketball Tourney starts today. \$5M economic impact last year.	Foothills Business Daily	7,708	\$71

Advertising

WEDDINGS SPORTS EVENTS MEETINGS

VENUE | FIELD | HOTEL
for every occasion in the Lake George Area

Contact the Lake George Regional Convention & Visitors Bureau for group bookings, venue selection, referrals & more!
518.668.5755 | meetlakegeorge.com

Publication: *Springfield Republican*, All market segments, Circulation: 40K Print, 100K Digital

WORLD-CLASS FACILITIES IN THE NORTHEAST
Host your next sports event in the Lake George Area

meetlakegeorge.com/sports

Indoor & Outdoor Winter Events Hosted:
Cool-Inning Arena - MICHIGAN State Basketball & Girls Volleyball Championships
Arlowicz & Sports Complex - Various Hockey, Softball & Baseball Tournaments
Clare Museum - FISH Model Dredge by GEORGE, NY SENATOR ARLOW & HON. JERRY
Lake George Regional Convention & Visitors Bureau | 518.668.5755

Publication: *Sports Destinations Management*,
Market: Sports, Circulation: 18K

meetlakegeorge.com/weddings

picture yourself
in the Lake George Area

Publication: *Saratoga Living "I Do" Issue*,
Market: Weddings, Circulation: 21K Print

MORE THAN MEETINGS
in the Lake George Area

meetlakegeorge.com

Centrally located in the northeast, the Lake George Area boasts over 7000 guest rooms, 200+ attractions, and year-round events to keep your professional networks and colleagues engaged, entertained, and productive!
Contact the Lake George Regional Convention & Visitors Bureau for venue selection, referrals, services, and more!
518.668.5755 | grevb@lakegeorgechamber.com

Publication: *Coastal Communications*, Market:
Corporate/Association, Circulation: 40K

Advertising

MEET
in the Lake George Area

Bring your group to experience and explore!
With over 2000+ sq. ft. flexible meeting space, the Lake George Area offers the opportunity to experience the beauty of the Adirondack Park and Lake George. With multiple meeting and dining options, you can enjoy the beauty of the Adirondack Park and Lake George during your visit.

meetlakegeorge.com

CONTACT THE TEAM FOR MORE INFORMATION
Lake George Area Convention & Visitors Bureau
1000 Lake George Turnpike
Lake George, NY 12845
800-452-4663
www.meetlakegeorge.com

VENUE | FIELD | HOTEL
for every occasion

There's always something to do in the Lake George Area. We have large groups, meetings, sports events, weddings and more to showcase the beauty, attractions, and activities you'll find in the Adirondack Park. Enjoy the scenic views, accommodations and events, all in one place. Bring your family and enjoy the magic of getting away and putting together in the Adirondack region.

meetlakegeorge.com

CONTACT THE TEAM FOR MORE INFORMATION
Lake George Area Convention & Visitors Bureau
1000 Lake George Turnpike
Lake George, NY 12845
800-452-4663
www.meetlakegeorge.com

Publication: LGRCC Travel Guide, Market: All Segments, Circulation: 75K

LAKE GEORGE AREA, NY

THE "ORIGINAL VACATION" SPOT

FESTIVALS, FOOD & FUN

Publication: Destination Reunions, Market: Family Reunions, Circulation: 10K, 28K Digital

More than meetings

Meet & Retreat in Lake George, New York

Publication: New York Business Journal, Market: Corporate/Association, Analytics: 49K Delivered, 14K Open, 29% Open Rate, 122 Clicks, 0.24% CTR*, 0.84% CTOR**

RCMA DESTINATION SPOTLIGHT

Rediscovered with Four Seasons in Lake George, New York

Publication: RMCA, Market: Religious, Analytics Pending

Bookings

Meetings and Events							
Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	EEl Type	EEl Value	Attendees	Rooms
2023 DAV Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/2023	3/12/2023	SMERF/Reunion	\$ 60,606.00	78	50
2023 Retreat	iTech US, Inc.	5/5/2023	5/7/2023	Conference	\$ 85,020.00	52	40
2023 LEO Weekend	Law Enforcement Officers Weekend (LEO)	6/8/2023	6/11/2023	Conference	\$ 778,500.00	325	460
2023 U-32 Middle High School Trip	U-32 Middle & High School	6/12/2023	6/13/2023	SMERF/Reunion	\$ 28,490.00	55	55
Zonta District 2 Spring Workshop	Zonta District 2	5/19/2023	5/21/2023	Conference	\$ 111,000.00	100	20
2023 Queensbury Athletic Hall of Fame	Queensbury Athletic Hall of Fame	10/14/2023	10/15/2023	SMERF/Reunion	\$ 50,100.00	150	20
2023 Tsao Family Reunion	Tsao Family Reunion	8/2/2023	8/6/2023	SMERF/Reunion	\$ 32,375.00	25	60
Total:					\$ 1,146,091.00	785	705

Weddings							
Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	EEl Type	EEl Value	Attendees	Rooms
Shannon Robbins/Ryan Sherry Wedding	Robbins/Sherry Wedding	1/27/2023	1/28/2023	Wedding	\$ 84,750.00	150	55
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/2023	7/16/2023	Wedding	\$ 58,425.00	55	75
Riley Catone/Joseph Yager Wedding	Catone/Yager Wedding	10/20/2023	10/22/2023	Wedding	\$ 273,300.00	180	130
Ariel Mistuloff/Andre Jordan Wedding	Mistuloff/Jordan Wedding	6/2/2022	6/7/2022	Wedding	\$ 418,500.00	250	56
Total:					\$ 834,975.00	635	316

Sports							
Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	EEl Type	EEl Value	Attendees	Rooms
2023 NYS Senior Women's Bowling Tournament	New York State USBC	8/18/2023	8/20/2023	Tournament	\$ 445,500.00	450	500
2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/2023	7/16/2023	Tournament	\$ 3,836,000.00	4000	1400
2022 CNY Soccer Club	CNY Premier Soccer Club	10/21/2022	10/23/2022	Tournament	\$ 160,200.00	300	25
2022 Lake George Baseball Invitational	Diamond Kings	7/29/2022	7/31/2022	Tournament	\$ 445,500.00	450	14
Total:					\$ 4,887,200.00	5200	1939

Group Tours							
Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	EEl Type	EEl Value	Attendees	Rooms
2023 Trans-Bridge Tours Inc.	Trans-Bridge Tours Inc.	10/9/2023	10/11/2023	Group Tour	\$ 27,600.00	50	50
Total:					\$ 27,600.00	50	50

Leads

Lead Name	Account Name (Sort)	Meeting Dates (Start)	Meeting Dates (End)	EE Type	EE	Show Attendees	Requested Rooms
Falocchio/Powell Wedding	Falocchio/Powell Wedding	7/27/2023	7/30/2023	Wedding	\$218,000.00	100	225
Girls Northstar Winter Classic	Adirondack Youth Hockey	1/13/2023	1/16/2023	Tournament	\$2,030,400.00	2160	540
Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey	1/20/2023	1/22/2023	SMERF/Reunion	\$474,400.00	900	450
On Scene Fire-Rescue Conference and Expo	On Scene Fire-Rescue Conference & Expo	3/29/2023	4/2/2023	Conference	\$545,000.00	200	100
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/2023	7/16/2023	Wedding	\$58,425.00	55	75
2023 Fall Board Retreat	New York Association for the Education of Young Children	10/13/2023	10/15/2023	Board Meeting	\$46,950.00	30	30
Ross-Hixson/Erickson Wedding	Ross-Hixson/Erickson Wedding	10/6/2023	10/8/2023	Wedding	\$94,650.00	90	40
AWAH Thunder & Lightning Tournament	Adirondack Youth Hockey	2/24/2023	2/26/2023	Tournament	\$489,750.00	250	450
NYCWC Conference	NYCWC	4/13/2023	4/15/2023	Convention	\$224,875.00	175	150
2023 U-32 Middle High School Trip	U-32 Middle & High School	6/12/2023	6/13/2023	SMERF/Reunion	\$28,490.00	55	55
Livonia Middle High School Senior Trip Class of '23	Livonia Middle High School Class of 2023	6/9/2023	6/11/2023	SMERF/Reunion	\$46,620.00	60	50
2023 Centers Health Care	Centers Health Care	5/24/2023	5/29/2023	SMERF/Reunion	\$310,800.00	200	450
2023 Annual School Attorney Law Conference	NYS School Boards Association	6/2/2023	6/4/2023	Conference	\$163,500.00	100	100
2023 Kornlos Family Reunion	Kornlos Family Reunion	7/30/2023	8/5/2023	SMERF/Reunion	\$72,520.00	40	120
2023 Appleman Family Reunion	Appleman Family Reunion	8/5/2023	8/11/2023	SMERF/Reunion	\$43,512.00	24	60
2023 Six Flags Summer Fun	Camp Kaylie	7/4/2023	7/5/2023	SMERF/Reunion	\$91,168.00	176	68
2023 DAN Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/2023	3/12/2023	SMERF/Reunion	\$60,606.00	78	50
2023 NYS Senior Women's Bowling Tournament	New York State USBC	8/18/2023	8/20/2023	Tournament	\$445,500.00	450	500
DELLA Auto Group Annual Meeting	DELLA Auto Group	2/10/2023	2/12/2023	Conference	\$245,250.00	150	146
Mucha/Eaglestone Wedding	Mucha/Eaglestone Wedding	6/16/2023	6/18/2023	Wedding	\$119,775.00	115	30
DeNicola/Jacovino Wedding	John DeNicola/Danielle Jacovino Wedding	7/21/2023	7/23/2023	Wedding	\$171,675.00	105	50
2023 Department of NY Gold Star Mothers 86th	American Gold Star Mothers, Inc.	4/27/2023	4/30/2023	Convention	\$152,600.00	70	120
2027 Porsche Parade	Porsche Club of America Zone 1 (PCA Zone 1)	6/17/2027	6/27/2027	Convention	\$10,170,000.00	2000	4334
2023 Battle of the Borders Collegiate Showcase	Freerackler Sports	7/13/2023	7/16/2023	Tournament	\$3,836,000.00	4000	1400
New York ASPE	New York Association of People Supporting Employment	11/6/2023	11/8/2023	Conference	\$277,500.00	250	250
2024 School's Out Make It Count Conference	New York State Network for Youth Success (NYSNYS)	4/12/2024	4/13/2024	Convention	\$222,000.00	300	75
Bela Rachel High School Class Trip 2023	Bela Rachel High School	5/18/2023	5/18/2023	SMERF/Reunion	\$24,750.00	330	0
2023 August Garden State Getaways	Garden State Getaways	8/23/2023	8/24/2023	Group Tour	\$20,608.00	56	112
1024 September 19th-22 Garden State Getaways Bus	Garden State Getaways	9/19/2024	9/22/2024	Group Tour	\$41,216.00	56	168
2023 July Twin Travel Concepts Bus Tour	Twin Travel Concepts	7/18/2023	7/21/2023	Group Tour	\$41,216.00	56	168
2023 September Bus Tour Twin Travel Concepts	Twin Travel Concepts	9/14/2023	9/15/2023	Group Tour	\$20,608.00	56	56
2023 Widow/Widowers Retreat	Widow/Widowers Retreat Lake George	6/8/2023	6/11/2023	SMERF/Reunion	\$20,720.00	20	60
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/2023	10/7/2023	Wedding	\$100,500.00	100	40
2023 Warrensburg Garage Sale	Warrensburg Chamber of Commerce	9/29/2023	10/1/2023	Special Event	\$395,750.00	200	400
2023 Koushik College Reunion	Koushik College Reunion	10/5/2023	10/8/2023	SMERF/Reunion	\$25,900.00	25	42
2023 October Eventive Productions Meeting	Eventive Productions	10/8/2023	10/12/2023	Conference	\$136,250.00	50	170
Zonta District 2 Spring Workshop	Zonta District 2	5/19/2023	5/21/2023	Conference	\$111,000.00	100	20
2023 Houshian Lokey CF NY Event	Martiz Global Events	9/3/2023	9/8/2023	Conference	\$174,400.00	80	240
BD IQSC Meeting	Becton Dickinson	10/9/2023	10/13/2023	Convention	\$917,950.00	266	800
Town of East Fishkill Seniors	Town of East Fishkill Seniors	8/16/2023	8/16/2023	SMERF/Reunion	\$13,986.00	54	54
2024 Youth Practitioner's Forum	New York Association of Training and Employment	3/11/2024	3/14/2024	Conference	\$457,500.00	250	300
2024 King of Prussia Ski Trip	King of Prussia Ski Club	2/29/2024	3/3/2024	SMERF/Reunion	\$51,800.00	50	72
2024 Petty Family Reunion	Petty Family Reunion	8/5/2024	8/11/2024	SMERF/Reunion	\$54,390.00	30	36
2024 International Physical Mediums Conference	International Physical Mediums Conference	4/10/2024	4/14/2024	Convention	\$253,125.00	125	300
2023 June Bus Tour	Tours of Distinction	6/18/2023	6/21/2023	Group Tour	\$18,400.00	25	75
2023 August Bus Tour	Tours of Distinction	8/22/2023	8/23/2023	Group Tour	\$20,608.00	56	25
12th Workshop on Sensitivity Analysis and Data	GESTAR II	5/12/2024	5/17/2024	Conference	\$197,400.00	70	275
2023 NYS Conference of Mayors and Municipal	NYS Conference of Mayors	5/17/2023	5/19/2023	Conference	\$391,650.00	350	356
2023 Lake George Music Festival	Lake George Music Festival	8/6/2023	8/17/2023	Special Event	\$510,000.00	200	110
2024 Fall SUNYRA	Sedulo Events	10/2/2024	10/4/2024	Conference	\$140,935.00	71	153
2024 GCBA Summer Meeting	Golf Course Builders Association of America (GCBA)	7/22/2024	7/25/2024	Conference	\$418,500.00	200	360
2023 J-24 Sailing Championship	J-24 United States National Championship	5/27/2023	5/21/2023	SMERF/Reunion	\$417,500.00	500	1000
2023 Lake George Triathlon	Alpha Win Lake George Triathlon	9/1/2023	9/3/2023	Tournament	\$1,644,000.00	1200	1160
2024 NYSNNA Annual Conference	New York School Nutrition Association (NYSNA)	5/14/2024	5/16/2024	Conference	\$222,000.00	200	130
2023 Adirondack Wine & Food Festival - Vendor	Adirondack Winery	6/23/2023	6/25/2023	Trade Show	\$1,572,675.00	6857	130
2023 Wilderness and Wellness CME Conference	New York Institute of Technology College of Osteopathic	10/16/2023	10/19/2023	SMERF/Reunion	\$97,852.00	125	246
				Total:	\$28,893,155.00	23791	16976

Lost Business

Meetings and Events									
Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	EEl Type	EEl Value	Attendees	Rooms		
2023 DAV Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/2023	3/12/2023	SMERF/Reunion	\$ 60,606.00	78	50		
2023 Retreat	iTech US, Inc.	5/5/2023	5/7/2023	Conference	\$ 85,020.00	52	40		
2023 LEO Weekend	Law Enforcement Officers Weekend (LEO)	6/8/2023	6/11/2023	Conference	\$ 778,500.00	325	160		
2023 U-32 Middle High School Trip	U-32 Middle & High School	6/12/2023	6/13/2023	SMERF/Reunion	\$ 28,490.00	55	55		
Zonta District 2 Spring Workshop	Zonta District 2	5/19/2023	5/21/2023	Conference	\$ 111,000.00	100	20		
2023 Queensbury Athletic Hall of Fame	Queensbury Athletic Hall of Fame	10/14/2023	10/15/2023	SMERF/Reunion	\$ 50,100.00	150	20		
2023 Tsao Family Reunion	Tsao Family Reunion	8/2/2023	8/6/2023	SMERF/Reunion	\$ 32,375.00	25	60		
					Total:	\$ 1,146,091.00	785	705	

Weddings									
Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	EEl Type	EEl Value	Attendees	Rooms		
Shannon Robbins/Ryan Sherry Wedding	Robbins/Sherry Wedding	1/27/2023	1/28/2023	Wedding	\$ 84,750.00	150	55		
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/2023	7/16/2023	Wedding	\$ 58,425.00	55	75		
Riley Catone/Joseph Yager Wedding	Catone/Yager Wedding	10/20/2023	10/22/2023	Wedding	\$ 273,300.00	180	130		
Ariel Mistuloff/Andre Jordan Wedding	Mistuloff/Jordan Wedding	6/2/2022	6/7/2022	Wedding	\$ 418,500.00	250	56		
					Total:	\$ 834,975.00	635	316	

Sports									
Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	EEl Type	EEl Value	Attendees	Rooms		
2023 NYS Senior Women's Bowling Tournament	New York State USBC	8/18/2023	8/20/2023	Tournament	\$ 445,500.00	450	500		
2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/2023	7/16/2023	Tournament	\$ 3,836,000.00	4000	1400		
2022 CNY Soccer Club	CNY Premier Soccer Club	10/21/2022	10/23/2022	Tournament	\$ 160,200.00	300	25		
2022 Lake George Baseball Invitational	Diamond Kings	7/29/2022	7/31/2022	Tournament	\$ 445,500.00	450	14		
					Total:	\$ 4,887,200.00	5200	1939	

Group Tours									
Lead Name	Account Name	Meeting Dates (Start)	Meeting Dates (End)	EEl Type	EEl Value	Attendees	Rooms		
2023 Trans-Bridge Tours Inc.	Trans-Bridge Tours Inc.	10/9/2023	10/11/2023	Group Tour	\$ 27,600.00	50	50		
					Total:	\$ 27,600.00	50	50	

Trade Show Activity Report

Name	Date	Location	# Connections	# Appointments	# RFPs Distributed**	# RFPs Won	EEl Value
RCMA	1/24-1/26	Chattanooga, TN	100	N/A	TBD	TBD	TBD
ABA	2/4-2/7	Detroit, MI	150	22	6	TBD	134,758