

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



QUARTERLY REPORT

APRIL - JUNE 2023



Lake George Regional Convention & Visitors Bureau

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Key Performance Indicators

Key Performance Indicator	Q2 2023	YTD 2023	2023 % Target	2023 Year End Target	Q2 2022	YTD 2022	2022 Year End
Leads	44	100	65%	153	36	70	118
Conventions and Sports Bookings	11	26	46%	56	23	30	55
Convention & Sports Assists	13	35	NA	—	4	7	15
Booked Attendees*	1,300	7,600	23%	32,600	15,200	22,900	32,000
Definite Room Nights (in thousands)	1,200	3,700	22%	17,200	6,900	7,700	16,600
Economic Impact	\$1.4M	\$7.5M	19%	\$40M	\$17.3M	\$19.31M	\$37M
Meetlakegeorge.com Visits	19,000	38,000	48%	80,000	9,200	16,000	36,000
Social Media Reach	280,000	501,000	25%	2M	164,000	253,000	472,000
Meeting/Wedding Guide Requests**	6	32	13%	255	38	102	143

* New business only.

** Traffic for Meeting and Wedding guides has been redirected to other website URLs due to refreshing of guides in-house.

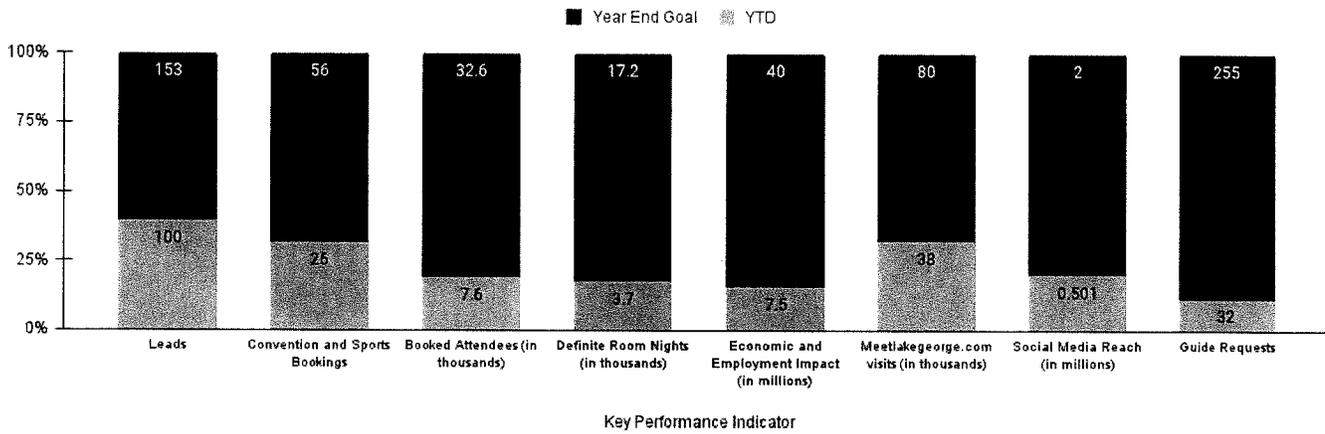
The LGRCVB is pleased to present the Quarterly Report for April - June 2023.

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

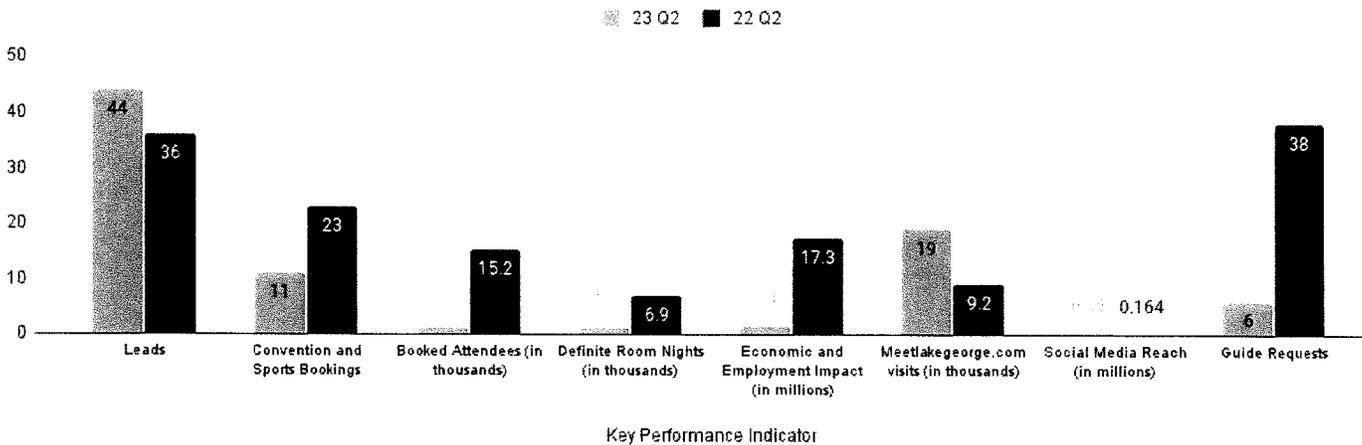
YTD 2023 vs Target Goal

23 YTD vs. Year End Goal



Q2 2023 vs Q2 2022

2023 Q2 vs. 2022 Q2



Q2 Highlights

of events that occurred from April 1 to June 30, 2023



Disabled American Veterans

Brought convention to the Six Flags Great Escape Lodge for the first time. Over **300 room nights booked, 200 attendees, and economic impact of \$213K**. Provided convention services, including; activity planning, welcome bags, partner discounts, welcome signage, press and radio promotions, and local business donations, and more.

Kayak Bass Fishing

Brought back event for first time since 2020 - over **200 attendees, 130 room nights, and economic impact of almost \$422K**. Connected planners to local partner, Fish307, to host related events.

Convention Services

Provided convention services for **18 groups** coming to the Lake George Area with **34 partner referrals, 400+ welcome bags, 3 on-site registration tables, and 8 microsites**.

Pierce Arrow Society

Antique car show returning to the Lake George Area for first time in over 20 years with **300+ attendees** staying at The Queensbury Hotel. Provided welcome bags and microsite for registrants.

Sales Activities

Attended several networking events with state, regional and national membership organizations. Participated with local partners; Fort William Henry Hotel, The Sagamore Resort, and The Queensbury Hotel at the Empire State Society of Association Executives (ESSAE) Trade Show in Albany to connect with meeting planners.

Participated in a virtual panel discussion with Meeting Professionals International (MPI) Upstate NY Chapter among meeting planners and vendors. Attended NYS Destination Marketing Organization (DMO) quarterly executives and sales/marketing meeting held in the Catskills.



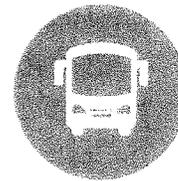
Meetings & Events

- Hosted **7 conferences and 2 weddings with 1,100+ attendees.**
- Booked **11 groups** for upcoming meetings, weddings, and events. Won bid for New York School Nutrition Association with **over 200 attendees.**



Sports

- Hosted 1 sports event on Lake George - Kayak Bass Fishing with over **200 attendees.**
- **Working with 3 Warren County properties to host US Disc Golf event in October 2023** and Submitting a bid for **2024 Quad Ball.**



Group Tour

- Booked 1 group tour with **50 attendees.**
- Contacted **38 tour companies with 4 operators** requesting hotel information and itinerary ideas.
- Created **group tour section on meetlakegeorge.com** with digital itineraries and contact information.

Trade Show Attendance



Sports

Attended Sports Events and Tourism Associations (ETA) Trade Show in Kansas City, MO. Met with 20 planners, making 35 connections with vendors, planners, and other attendees.

Attended Adventure Travel Trade Association (ATTA) Elevate in Portland, ME. Met with 10 event planners and made 25 connections with media, vendors, and other attendees.

MAY 8 - 11, 2023
Kansas City, MO

Sports Market

20 Appointments

ADVENTURE ELEVATE.
PORTLAND, MAINE
9 - 11 MAY 2023

Sports Market

10 Appointments

60 Connections
generated from trade show attendance in Q2

Marketing & Communications

19K
Visitors on
meetlakegeorge.com

191K
Website Page
views

281K
Social Reach

E-Blasts

Summer Tours in Lake George, New York
Summer Spaces and Fun in the Lake George Area
Spring into Meetings in the Lake George Area
Meet & Retreat in the Lake George, New York

2,000 views

On the Blog

"Surfside goes solar!"
"SUNY Adirondack opens new sports facility"
"Lakegeorge.TV streaming platform now live"
"New York American Gold Star Mothers returns to Lake George for Annual Convention"
"Summer attractions in the Lake George Area for your group or gathering"

Social Media

Focus on **corporate and association markets** through LinkedIn ads with lead generation form for conversions.

Over **139K organic reach** on Facebook and **over 230 Facebook and 1K Instagram followers** for @meetlakegeorge handle.

Website visitors increased 36% and pageviews increased by 16% from Q1 to Q2. due to advertising push and changes in Google search keywords. Added events listings feed for users to find upcoming events in Warren County.

Advertising & Digital

"Ask the Expert" highlight in *Albany Business Review* hospitality section and branded article in NJ publication with regional reach focusing on business travel and itinerary.

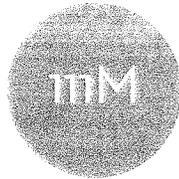
Advertising - presence in several print ads in various **regional and national market segments**: Sports, Corporate/ Meetings, Group Tour, and Weddings.

Media Outlets - *ABA Magazine, Albany Business Review, Corporate and Incentive Travel, NY by Rail, Northstar Meetings Group, RCMA, Saratoga Bride, Sports Destinations Management, USAE.*

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.

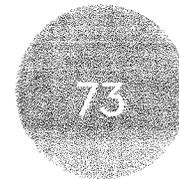
Potential reach gives insight into the number of potential viewers that have been exposed to an event or topic. Articles and Mentions measures media exposure.



Potential Reach



AVE



Articles & Mentions

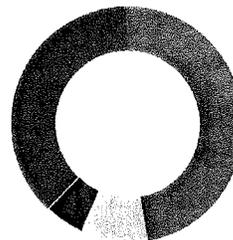
Highlights

Coverage in over **33 publications** in local and regional markets.

Topics covered: Dept of NY American Gold Star Mothers, Disabled American Veterans, SUNY Adk new facility, Southern Adirondack Wine & Food Festival, Lake George Tourism

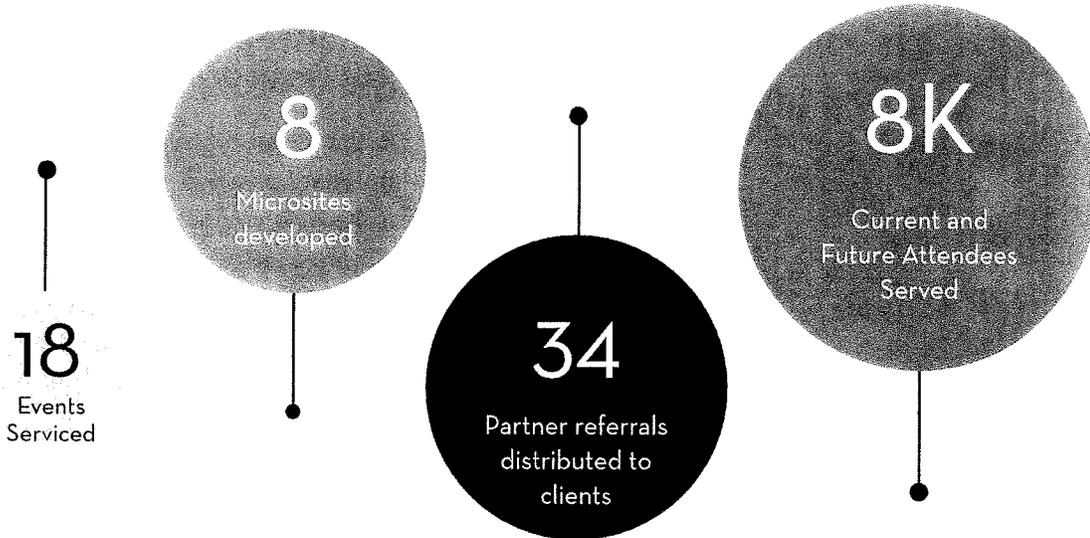
Adirondack Winery wines Gold Star mothers
 artisan food vendors attendees children VIP pass
 community connections downtown area
 food trucks families weekend
 vendors community restaurants course
festival food access
 new policy summer events event storage buildings
 wine breweries Glens Falls council
 outdoor dining nearby self-storage
 Adirondack Brewery and Mean Max beers opening ceremony

Share of Voice by Search



Adk Wine & Food Fest	47.3%	35
AGSM	9.5%	7
DAV	5.4%	4
LGRCC & CVB in the News	37.8%	28

Convention Services



Assisted booked business with activity **planning ideas**. Provided **referrals** to clients and meeting planners with **34 partner listings** and contact information.

Attended and/or provided on-site registration table items at 3 events to guests and clients with Lake George Area marketing materials, travel guides, local business brochures and incentives.



CSEA registration table at Courtyard by Marriott Lake George

Microsites developed for booked events with over **560 views from visiting attendees**.

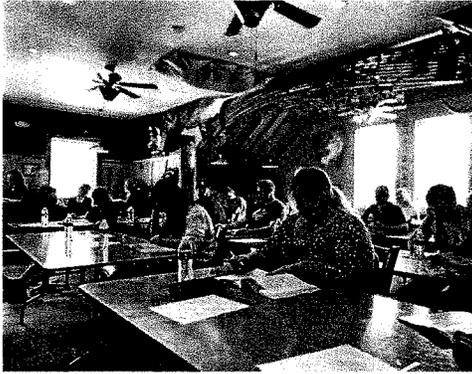
Provided **400+ welcome bags** for those events serviced in the quarter.

Distributed and developed **welcome signage** for visiting CSEA group coming to Lake George Village.

Provided services for Disabled American Veteran Group, including; **activity planning, welcome bags, partner discounts, welcome signage, press and radio promotions, local business donations, and community service project for Hudson River Piecemakers Quilt Guild**.

Assisted with Dept of NY American Gold Star Mothers Convention through various services, including; **microsite, welcome bags, press, activity planning, and village-wide scavenger hunt**.

Community & Partners



ServSafe Training at Adirondack Pub & Brewery

ServSafe® Food Safety Training

Provided a FREE ServSafe® Food Safety Training opportunity for those partners with employees in the Food and Beverage industry. Worked with partner, Adirondack Pub & Brewery to host training while hiring local instructor to execute course and distribute exam with **20 students in attendance.**

Monthly LGRCVB Meetings

Held in-person meetings at various partner venues in **April (Advokate), May (Six Flags Great Escape Lodge & Indoor Waterpark), and June (The Lighthouse Grill)** with a total of 44 attendees in Q2.

Volunteer Coordination for Visitors

Conducted outreach to partners for National Grid convention regarding voluntourism opportunities. **Connected 70 person group to the Lake George Land Conservancy and Wiawaka Center for Women** to assist with general cleanup and maintenance for an afternoon.

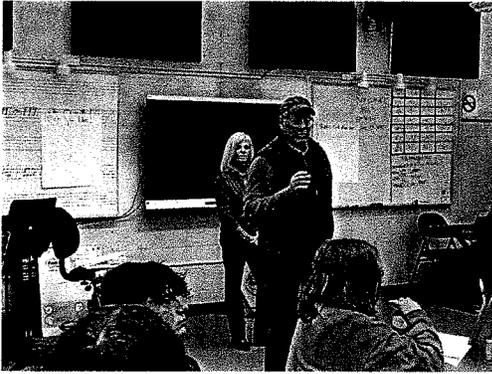
SUNY Adk Facility Grand Opening

Spoke at grand opening of new sports facility at SUNY Adk regarding the economic impact of sports tourism and travel from visitors booking tournaments in the area.



SUNY Adirondack Sports Facility Grand Opening Ceremony

Community & Partners



Focus Group at Hudson Falls CSD

Partnership for Community Belonging DEI Committee Focus Group

A series of discussions taking place throughout Warren County. Focus groups conducted at **Hudson Falls CSD**. These discussions were facilitated by a committee of business and educational leaders in Warren County

lakegeorgeishiring.com

Continued marketing campaign of **lakegeorgeishiring.com** targeted to job seekers in the region. Efforts include; digital pre-roll, Facebook, paid search, and targeted ads to Warren County and 30-mile radius surrounding county lines. **Over 95 local employers use portal to post jobs with 7k+ visits to the websites.**

Professional Development

Attended national educational conferences for platforms utilized by partners and the LGRCVB: **The Simpleview Summit in Houston, TX and Zarticon in Tampa, FL**. Both digital platforms provide insights into industry trends, event attendance, consumer spending, and group visitor traffic.

Zonta District 2 Spring Workshop

Provided media promotion and convention services to group in addition to a **request for Gina Mintzer, Executive Director, to speak at event** on tourism and economic impact of groups coming to the Lake George Area.



Zonta District 2 Workshop Presentation at Courtyard by Marriott Lake George

PR Content Stream

highlights from Q2

Headline	Source	Reach	A/E
<u>Gold Star Mothers convention back in Lake George</u>	WTEN	548,913	\$5k
<u>Adirondack Wine & Food Fest pouring a bigger glass this summer</u>	WTEN	548,913	\$5k
<u>Lake George businesses hiring for busy summer season</u>	WRGB-TV	458,739	\$4K
<u>Adirondack Wine and Food Festival to return with additional vendors</u>	NBC5	383,445	\$3.5K
<u>SUNY Adirondack holds ribbon-cutting for new turf field</u>	The Post-Star	199,917	\$2K
<u>Lake George retirement celebration set for country's longest-serving mayor</u>	The Post Star	166K	\$1.5K
<u>Southern Adirondacks tourism industry eyes pre-COVID normal summer</u>	Saratogian	25,431	\$1.5K
<u>Dr. Cohen named citizen of the year. Poitras joins Lake George CVB. Stauderman joins Skidmore. Golisano-VanNeil joins Roohan.</u>	Foothills Business Daily	5,440	\$50
<u>Greene County's Bagshaw new Warren County tourism director</u>	Foothills Business Daily	5,440	\$50
<u>CVB Update May 15, 2023</u>	TheMeetings Magazine.com	1,523	\$15

Advertising

Ask the expert: Business travel to Lake George, New York



The beauty of Lake George is that it gives you both scenic natural beauty and a vibrant atmosphere. Whether you have an event or are looking for a getaway, the area has it all. The lake and surrounding area offer a wide range of activities, from water sports to hiking and skiing. The area is also known for its excellent dining and shopping options. So why is Lake George a great place to have a corporate meeting or retreat?

The Lake George Area is a great place to have a corporate meeting or retreat because of its scenic beauty, excellent dining and shopping options, and a wide range of activities. The area is also known for its excellent service and attention to detail. So why is Lake George a great place to have a corporate meeting or retreat?

Publication: *Atlantic City Press* (and regional targeting), Market: Corp./ Assn., pending analytics

More than Meetings

The Lake George Area is a great place to have a corporate meeting or retreat because of its scenic beauty, excellent dining and shopping options, and a wide range of activities. The area is also known for its excellent service and attention to detail. So why is Lake George a great place to have a corporate meeting or retreat?

Publication: *USAE*, Market: Corp./ Assn., 54 K sent, 8,438, Open Rate: 15.48%, Total Opens: 9,554, Total Open Rate: 17.53%, Unique Clicks: 2,902, Unique CTR: 5.32%



Get Away and Get Together in the Lake George Area

Just a short drive to the Southern Adirondacks of Upstate New York, the Lake George Area is your ideal destination to meet and retreat. The region can host large groups and conferences with expansive resorts, hotels on an international scale, and sprawling ballrooms. If you're looking for something "out of the box," our team will work with you to service catered events, meetings, or entertainment that is sure to enhance your gathering experience! Marvel at the fireworks on a dinner cruise, meet and mingle in a fitness center, or get in touch with your inner child at an outdoor waterpark.

Publication: *Albany Business Review*, Market: Corp./ Assn., 25K Sent, 8K Opened, 192 Clicks, 0.77% Click thru Rate, 2.35% Click thru Open Rate

ask THE EXPERTS

Bring your Conference or Retreat to the Lake George Area

Q: I'm looking for a venue for a corporate meeting. What are my options?

A: The Lake George Area offers a variety of venues for corporate meetings, from intimate dining rooms to large ballrooms. We can help you find the perfect location for your event.

Q: What are the best times to visit Lake George?

A: The best time to visit Lake George depends on your interests. Summer is great for water activities, while fall is perfect for scenic views and hiking.

Q: How can I book a venue for my event?

A: You can book a venue for your event through our website or by contacting us directly. We'll be happy to assist you in every step of the process.

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

Call us today to learn more about the Lake George Area. 518.688.5755 | meetlakegeorge.com

MORE THAN MEETINGS
in the Lake George Area

meetlakegeorge.com

1-800-662-6622 | 518-688-5755 | meetlakegeorge.com

Publication: *Coastal Communications*, Market: Corp./ Assn., Circ: 40K

A PLACE TO EXPLORE
in New York's Southern Adirondacks

meetlakegeorge.com

Publication: *Destinations Magazine*, Market: Bus, Circ: 12,500

Advertising



Digital Banners (local targeting), 57K Impressions, 44 Clicks, 0.08% CTR



LGRCC Sponsored E-Blast, Market: All, Sent: 21K, 5.5% CTR, 38 Clicks to website



Publication: Saratoga Bride Spring Issue, Market: Wedding, Circ: 10,000



Q2 Bookings

Lead Name	Account Name (Sort)	Meeting Dates	Meeting Dates	Location	EET Type	Attendees	Rooms	EET Value	New/Existing
2023 Varlamos Family Reunion	Varlamos Family Reunion	6/26/2023	6/29/2023	The Lodges at Bolton Landing	SMERF/Reunion	20	45	\$20,720.00	New
2023 Kayak Bass Fishing Tournament	Kayak Bass Fishing	5/18/2023	5/22/2023	Georgian Lakeside Resort	SMERF/Reunion	200	320	\$194,600.00	Existing
2023 Fall Board Retreat	New York Association for the Education of Young Children	10/13/2023	10/15/2023	Fort William Henry Hotel	Board Meeting	30	30	\$46,950.00	New
2023 Six Flags Summer Fun	Camp Kaylie	7/4/2023	7/5/2023	Best Western	SMERF/Reunion	176	68	\$91,168.00	New
Mucha/Eaglestone Wedding	Mucha/Eaglestone Wedding	6/16/2023	6/18/2023	Blue Water Manor	Wedding	115	30	\$119,775.00	New
12th Workshop on Sensitivity Analysis and Data Assimilation	GESTAR II	5/12/2024	5/17/2024	Fort William Henry Hotel	Conference	70	275	\$197,400.00	New
2024 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	5/14/2024	5/16/2024	Courtyard by Marriott	Conference	200	130	\$222,000.00	New
2023 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/23/2023	6/25/2023	Holiday Inn Express	Trade Show	65	130	\$40,495.00	Existing
63rd Annual ASD Convention	The American Society of Dowzers	6/7/2023	6/11/2023	SUNY Adirondack, Home2 Suites	Convention	200	100	\$413,750.00	New
Matt Alverson/Tabitha McGills Wedding	Alverson/McGill Wedding	7/14/2023	7/15/2023	The Queensbury Hotel	Wedding	140	25	\$72,100.00	New
2024 Beyond Horizons Tour	Beyond Horizons Tours	9/19/2024	9/20/2024	Holiday Inn Express	Group Tour	50	25	\$9,200.00	New

11 Total Booked

Total: 1266 1178 \$1,428,158.00

YTD Bookings

Lead Name	Account Name (Sort)	Meeting Dates	Meeting Dates	Location	EET Type	Attendees	Rooms	EET Value	New/Existing
2022 Lake George Baseball Invitational	Diamond Kings	7/29/2022	7/31/2022	Clarion Inn, Country Inn & Suites, The Queensbury Hotel	Tournament	450	14	\$445,500.00	Existing
Ariel Mistuloff/Andre Jordan Wedding	Mistuloff/Jordan Wedding	6/2/2022	6/7/2022	Surfside on the Lake	Wedding	250	56	\$418,500.00	New
2023 Tsao Family Reunion	Tsao Family Reunion	8/2/2023	8/6/2023	Lake George Bear's Den	SMERF/Reunion	25	60	\$32,375.00	New
Shannon Robbins/Ryan Sherry Wedding	Robbins/Sherry Wedding	1/27/2023	1/28/2023	Holiday Inn Lake George, Lodge on Echo Lake	Wedding	150	55	\$84,750.00	New
2022 CNY Soccer Club	CNY Premier Soccer Club	10/21/2022	10/23/2022	Six Flags Great Escape Lodge	Tournament	300	25	\$160,200.00	New
Riley Catone/Joseph Yager Wedding	Catone/Yager Wedding	10/20/2023	10/22/2023	Holiday Inn Lake George	Wedding	180	130	\$273,300.00	New
2023 Retreat	iTech US, Inc.	5/5/2023	5/7/2023	Six Flags Great Escape Lodge	Conference	52	40	\$85,020.00	New
2023 Varlamos Family Reunion	Varlamos Family Reunion	6/26/2023	6/29/2023	The Lodges at Bolton Landing	SMERF/Reunion	20	45	\$20,720.00	New
2023 Queensbury Athletic Hall of Fame	Queensbury Athletic Hall of Fame	10/14/2023	10/15/2023	Courtyard by Marriott	SMERF/Reunion	150	20	\$50,100.00	New
2023 Kayak Bass Fishing Tournament	Kayak Bass Fishing	5/18/2023	5/22/2023	Georgian Lakeside Resort	SMERF/Reunion	200	320	\$194,600.00	Existing
2023 Trans-Bridge Tours Inc.	Trans-Bridge Tours Inc.	10/9/2023	10/11/2023	Courtyard by Marriott	Group Tour	50	50	\$27,600.00	New
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/2023	7/16/2023	Courtyard by Marriott, Inn at Erlowest	Wedding	55	75	\$58,425.00	New
2023 Fall Board Retreat	NY Association for the Education of Young Children	10/13/2023	10/15/2023	Fort William Henry Hotel	Board Meeting	30	30	\$46,950.00	New
2023 U-32 Middle High School Trip	U-32 Middle & High School	6/12/2023	6/13/2023	Fort William Henry Hotel	SMERF/Reunion	55	55	\$28,490.00	Existing
2023 Six Flags Summer Fun	Camp Kaylie	7/4/2023	7/5/2023	Best Western	SMERF/Reunion	176	68	\$91,168.00	New

2023 DAV Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/2023	3/12/2023	Six Flags Great Escape Lodge	SMERF/Reunion	78	50	\$60,606.00	Existing
2023 NYS Senior Women's Bowling Tournament	New York State USBC	8/18/2023	8/20/2023	Home2 Suites	Tournament	450	500	\$445,500.00	New
Mucha/Eaglestone Wedding	Mucha/Eaglestone Wedding	6/16/2023	6/18/2023	Blue Water Manor	Wedding	115	30	\$119,775.00	New
2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/2023	7/16/2023	Holiday Inn Express	Tournament	4000	1400	\$3,836,000.00	Existing
Zonta District 2 Spring Workshop	Zonta District 2	5/19/2023	5/21/2023	Courtyard by Marriott	Conference	100	20	\$111,000.00	New
12th Workshop on Sensitivity Analysis	GESTAR II	5/12/2024	5/17/2024	Fort William Henry Hotel	Conference	70	275	\$197,400.00	New
2024 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	5/14/2024	5/16/2024	Courtyard by Marriott	Conference	200	130	\$222,000.00	New
2023 Adirondack Wine & Food Vendor Rooms	Adirondack Winery	6/23/2023	6/25/2023	Holiday Inn Express	Trade Show	65	130	\$40,495.00	Existing
63rd Annual ASD Convention	The American Society of Dowzers	6/7/2023	6/11/2023	SUNY Adirondack, Home2 Suites	Convention	200	100	\$413,750.00	New
Matt Alverson/Tabitha McGills Wedding	Alverson/McGill Wedding	7/14/2023	7/15/2023	The Queensbury Hotel	Wedding	140	25	\$72,100.00	New
2024 Beyond Horizons Tour	Beyond Horizons Tours	9/19/2024	9/20/2024	Holiday Inn Express	Group Tour	50	25	\$9,200.00	New

26 Total Booked

Total: 7611 3728 \$7,545,524.00

Q2 Events Serviced

Lead Name	Account Name (Sort)	Meeting Dates	Meeting Dates	Location	EEl Type	Attendees	Rooms	EEl Value	New/Existing
2023 Department of NY Gold Star Mothers 86th Convention	American Gold Star Mothers	4/27/2023	4/30/2023	Holiday Inn Lake George	Convention	150	17	\$215,000.00	Existing
DeNicola/Jacovino Wedding	John DeNicola/Danielle Jacovino Wedding	7/21/2023	7/23/2023	Courtyard by Marriott, Inn at Erlowest	Wedding	105	105	\$171,675.00	New
2023 Retreat	iTech US	5/5/2023	5/7/2023	Six Flags Great Escape Lodge	Conference	52	52	\$85,020.00	New
2023 National Grid VolunTourism Opportunity	National Grid	6/27/2023	6/28/2023	Fort William Henry Hotel	Other	70	30	\$48,300.00	New
New York State School Boards Association (NYSSBA)	New York State School Boards Association	6/2/2023	6/4/2023	The Sagamore Resort	Conference	100	100	\$163,500.00	Existing
New York ASPE	New York Association of People Supporting Employment	11/6/2023	11/8/2023	Fort William Henry Hotel, Quality Inn	Conference	250	125	\$277,500.00	New
Public Employee Risk Management Association (PERMA)	Public Employee Risk Management Association (PERMA)	5/10/2023	5/12/2023	The Sagamore Resort	Conference	250	220	\$377,250.00	New
2023 June Bus Tour	Tours of Distinction	6/18/2023	6/21/2023	The Queensbury Hotel	Group Tour	25	25	\$18,400.00	New
2023 Widow/Widowers Retreat	Widow/Widowers Retreat Lake George	6/8/2023	6/11/2023	Trekker	Reunion/Retreat	20	20	\$20,720.00	New
Zonta District 2 Spring Workshop	Zonta District 2	5/19/2023	5/21/2023	Courtyard by Marriott	Conference	100	50	\$111,000.00	New
2023 CSEA Local Presidents Meeting	CSEA State Operations	6/20/2023	6/23/2023	Courtyard by Marriott	Conference	80	111	\$114,900.00	New
2023 CSEA Education & Programs Committee	CSEA State Operations	6/9/2023	6/10/2023	Surfside on the Lake	Conference	120	100	\$116,800.00	New
2023 CSEA Region 1	CSEA State Operations	6/4/2023	6/6/2023	Fort William Henry Hotel	Conference	135	90	\$173,475.00	New
2023 Windo Conference	Wholesale Independent National Distributors Organization	9/9/2023	9/14/2023	The Sagamore Resort	Conference	145	475	\$379,650.00	New
New York Institute of Technology College	2023 Wilderness and Wellness CME Conference	10/16/2023	10/19/2023	The Sagamore Resort	SMERF/Reunion	125	82	\$97,852.00	New

2023 Pierce Arrow Annual Meet	Pierce Arrow Society	6/18/2023	6/25/2023	The Queensbury Hotel	SMERF/Reunion	100	303	\$506,016.00	New
63rd Annual ASD Convention	American Society of Dowsters	6/7/2023	6/11/2023	SUNY Adirondack, Home2 Suites	Convention	200	125	\$413,750.00	New
2023 DAV NY State Convention	Disabled American Veterans	6/25/2023	6/29/2023	Six Flags Great Escape Lodge	Convention	200	150	\$213,000.00	Existing

18 Groups Serviced

Total: 2227 2180 \$3,503,808.00

Q2 Leads

Lead Name	Account Name (Sort)	Meeting Dates	Meeting Dates	EEL Type	Attendees	Rooms	EEL Value	New/Existing
2023 Federation of New York Solid Waste Conference	Federation of New York Solid Waste Association	5/21/2023	5/24/2023	Trade Show	700	400	\$528,400.00	New
2023 Fall Quilt Retreat	A Winding Thread Quilting	10/6/2023	10/8/2023	SMERF/Reunion	20	40	\$15,540.00	Existing
2023 Fall Quilt Retreat	A Winding Thread Quilting	11/10/2023	11/12/2023	Other	20	40	\$32,700.00	Existing
2024 Winter Quilt Retreat	A Winding Thread Quilting	1/9/2024	1/11/2024	SMERF/Reunion	30	60	\$23,310.00	Existing
2024 Winter Quilt Retreat	A Winding Thread Quilting	2/13/2024	2/15/2024	SMERF/Reunion	30	60	\$23,310.00	Existing
2024 Winter Quilt Retreat	A Winding Thread Quilting	3/15/2024	3/17/2024	SMERF/Reunion	30	60	\$23,310.00	Existing
2024 Winter Quilt Retreat	A Winding Thread Quilting	4/3/2024	4/5/2024	SMERF/Reunion	30	60	\$23,310.00	Existing
Taconic Leadership Retreat	World Travel Inc	9/20/2023	9/22/2023	Special Event	11	22	\$17,985.00	New
63rd Annual ASD Convention	The American Society of Dowsters	6/7/2023	6/11/2023	Convention	200	100	\$413,750.00	New
Public Employee Risk Management Association Conference	Public Employee Risk Management Association (PERMA)	5/10/2023	5/12/2023	Conference	250	395	\$377,250.00	New
2025 CACI Annual Convention	Catholic Alumni Club International	7/13/2025	7/19/2025	Convention	80	330	\$243,950.00	Existing
2023 NED WESTERN Regional Convention & Contests	NE District Barbershop Harmony Society	4/28/2023	4/30/2023	Special Event	400	220	\$409,000.00	Existing
2023 Krewe of Amalee	Krewe of Amalee	9/21/2023	9/24/2023	SMERF/Reunion	60	96	\$62,160.00	New
Curren/Ott Wedding	Valerie Curren/Mike Ott	6/24/2023	6/26/2023	Wedding	200	100	\$222,000.00	New
2024 Yarborough Davis Family Reunion	Yarborough Davis Family Reunion	7/19/2024	7/21/2024	SMERF/Reunion	120	80	\$59,200.00	New
May 2023 Sweet 16	May 2023 Sweet 16	5/13/2023	5/13/2023	Special Event	50	10	\$9,750.00	New
Matt Alverson/Tabitha McGills Wedding	Alverson/McGill Wedding	7/14/2023	7/15/2023	Wedding	140	25	\$72,100.00	New
2023 SUNYFAP Conference	SUNY Financial Aid Professionals	4/25/2023	4/28/2023	Conference	100	165	\$302,000.00	New
2023 Windo Conference	Wholesale Independent National Distributors Organization (WINDO)	9/9/2023	9/14/2023	Conference	145	475	\$379,650.00	New
2023 NYATEP Board Retreat	New York Association of Training and Employment Professionals	6/14/2023	6/15/2023	Board Meeting	25	18	\$27,250.00	Existing
2024 ESSA Safety Education Meeting	Empire State Safety Association (ESSA)	4/10/2024	4/11/2024	Convention	60	30	\$44,400.00	New
2024 Beyond Horizons Tour	Beyond Horizons Tours	9/19/2024	9/20/2024	Group Tour	50	25	\$9,200.00	New
2023 CSEA Local Presidents Meeting	CSEA State Operations	6/20/2023	6/23/2023	Conference	80	111	\$114,900.00	New
2023 Wild in the Trees Music and Skate Festival	Mirth Films	10/7/2023	10/8/2023	Special Event	650	30	\$274,500.00	Existing
2025 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	9/7/2025	9/10/2025	Conference	125	382	\$360,000.00	Existing
Hardscaper Showcase UpState NY 2024	Techo-Bloc Corp	2/19/2024	2/20/2024	Trade Show	225	15	\$39,720.00	New
2023 SunRun Retreat	SunRun Solar	6/11/2023	6/15/2023	Conference	42	84	\$77,700.00	New
2023 CSEA Education & Programs Committee	CSEA State Operations	6/9/2023	6/10/2023	Conference	120	100	\$116,800.00	New
2023 CSEA Region 1	CSEA State Operations	6/4/2023	6/6/2023	Conference	135	90	\$173,475.00	New

2024 Directors Summit	Seattle Study Club	7/18/2024	7/21/2024	Conference	125	235	\$228,750.00	New
Women's Leadership Retreat	Integrated Management & Sales Consulting	10/5/2023	10/6/2023	SMERF/Reunion	25	10	\$7,430.00	New
2023 Scrabble Tournament	Nor'easter Scrabble	10/12/2023	10/15/2023	Special Event	140	240	\$221,200.00	Existing
2023 Annual Meeting	The Business Council of NYS, Inc.	9/18/2023	9/22/2023	Conference	200	100	\$405,000.00	Existing
2023 National Grid Volontourism Opportunity	National Grid	6/27/2023	6/28/2023	Other	70	30	\$48,300.00	New
2023 Diamond Kings	Diamond Kings	7/28/2023	7/30/2023	Tournament	288	576	\$367,200.00	Existing
2023 Long Island Surge	Long Island Surge	10/6/2023	10/8/2023	Tournament	54	54	\$68,850.00	New
HL Capital Markets Strategy Session	Maritz Global Events	9/11/2023	9/13/2023	Conference	30	41	\$49,050.00	New
BCWI Womens Retreat	Bais Chana Women International	8/23/2023	8/29/2023	Other	100	343	\$256,550.00	New
2025 Humanities Retreat	Princeton University	1/16/2025	1/19/2025	SMERF/Reunion	25	42	\$25,900.00	New
2023 Box Off ADK	Box off for the ADK	7/22/2023	7/22/2023	Tournament	400	20	\$56,000.00	New
Casa/Markoe Wedding	Nick Casa/Kristen Markoe Wedding	7/3/2024	7/7/2024	Wedding	150	200	\$321,250.00	New
Mastrodomenico/Tosi Wedding	Christina Mastrodomenico/Drew Tosi	10/4/2024	10/6/2024	Wedding	150	50	\$140,250.00	New
BG Leadership Training	Bid Group Canada	1/24/2024	1/26/2024	SMERF/Reunion	40	80	\$31,080.00	New
2024 New York Land Conservation Conference	Land Trust Alliance	5/8/2024	5/9/2024	Conference	300	97	\$202,050.00	New

17 April Leads
14 May Leads
13 June Leads

Total: 6225 5741 \$6,905,480.00

44 Total Leads

YTD Leads

Lead Name	Account Name (Sort)	Meeting Dates	Meeting Dates	EEL Type	Attendees	Rooms	EEL Value	New/Existing
Falcicchio/Powell Wedding	Falcicchio/Powell Wedding	7/27/2023	7/30/2023	Wedding	100	225	\$218,000.00	New
Girls Northstar Winter Classic	Adirondack Youth Hockey	1/13/2023	1/16/2023	Tournament	2160	540	\$2,030,400.00	New
Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey	1/20/2023	1/22/2023	SMERF/Reunion	800	450	\$474,400.00	New
On Scene Fire Rescue Conference and Expo	On Scene Fire-Rescue Conference & Expo	3/29/2023	4/2/2023	Conference	200	100	\$545,000.00	New
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/2023	7/16/2023	Wedding	55	75	\$58,425.00	New
2023 Fall Board Retreat	New York Association for the Education of Young Children	10/13/2023	10/15/2023	Board Meeting	30	30	\$46,950.00	Existing
Ross-Hixson/Ericksen Wedding	Ross-Hixson/Ericksen Wedding	10/6/2023	10/8/2023	Wedding	90	40	\$94,650.00	New
AYAH Thunder & Lightning Tournament	Adirondack Youth Hockey	2/24/2023	2/26/2023	Tournament	250	450	\$489,750.00	New
NYCWIC Conference	NYCWIC	4/13/2023	4/15/2023	Convention	175	150	\$224,875.00	New
2023 U-32 Middle High School Trip	U-32 Middle & High School	6/12/2023	6/13/2023	SMERF/Reunion	55	55	\$28,490.00	New
Livonia Middle High School Senior Trip Class of '23	Livonia Middle High School Class of 2023	6/9/2023	6/11/2023	SMERF/Reunion	76	46	\$29,796.00	New
2023 Centers Health Care	Centers Health Care	5/24/2023	5/29/2023	SMERF/Reunion	200	450	\$310,800.00	New
2023 Annual School Attorney Law Conference	New York State School Boards Association (NYSSBA)	6/2/2023	6/4/2023	Conference	100	100	\$163,500.00	Existing
2023 Komlos Family Reunion	Komlos Family Reunion	7/30/2023	8/5/2023	SMERF/Reunion	40	120	\$72,520.00	New
2023 Appleman Family Reunion	Appleman Family Reunion	8/5/2023	8/11/2023	SMERF/Reunion	24	60	\$43,512.00	New

2023 Six Flags Summer Fun	Camp Kaylie	7/4/2023	7/5/2023	SMERF/Reunion	176	68	\$91,168.00	New
2023 DAV Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/2023	3/12/2023	SMERF/Reunion	78	50	\$60,606.00	Existing
2023 NYS Senior Women's Bowling Tournament - Week 1	New York State USBC	8/18/2023	8/20/2023	Tournament	450	500	\$445,500.00	Existing
DELLA Auto Group Annual Meeting	DELLA Auto Group	2/10/2023	2/12/2023	Conference	150	146	\$245,250.00	New
Mucha/Eaglestone Wedding	Mucha/Eaglestone Wedding	6/16/2023	6/18/2023	Wedding	115	30	\$119,775.00	New
DeNicola/Jacovino Wedding	John DeNicola/Danielle Jacovino Wedding	7/21/2023	7/23/2023	Wedding	105	50	\$171,675.00	New
2023 Department of NY Gold Star Mothers 86th Convention	American Gold Star Mothers, Inc.	4/27/2023	4/30/2023	Convention	150	120	\$215,000.00	Existing
2027 Porsche Parade	Porsche Club of America Zone 1 (PCA Zone 1)	6/17/2027	6/27/2027	Convention	2000	4334	\$10,170,000.00	New
2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/2023	7/16/2023	Tournament	4000	1400	\$3,836,000.00	Existing
New York ASPE	New York Association of People Supporting Employment	11/6/2023	11/8/2023	Conference	250	250	\$277,500.00	New
2024 School's Out Make It Count Conference	New York State Network for Youth Success (NYSNYS)	4/12/2024	4/13/2024	Convention	300	75	\$222,000.00	New
Beis Ruchel High School Class Trip 2023	Beis Ruchel High School	5/18/2023	5/18/2023	SMERF/Reunion	330	0	\$24,750.00	New
2023 August Garden State Getaways	Garden State Getaways	8/23/2023	8/24/2023	Group Tour	56	112	\$20,608.00	New
2024 September 19th-22 Garden State Getaways Bus Tour	Garden State Getaways	9/19/2024	9/22/2024	Group Tour	56	168	\$41,216.00	New
2023 July Twin Travel Concepts Bus Tour	Twin Travel Concepts	7/18/2023	7/21/2023	Group Tour	56	168	\$41,216.00	New
2023 September Bus Tour Twin Travel Concepts	Twin Travel Concepts	9/14/2023	9/15/2023	Group Tour	56	56	\$20,608.00	New
2023 Widow/Widowers Retreat	Widow/Widowers Retreat Lake George	6/8/2023	6/11/2023	SMERF/Reunion	20	60	\$20,720.00	New
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/2023	10/7/2023	Wedding	100	40	\$100,500.00	New
2023 Warrensburg Garage Sale	Warrensburg Chamber of Commerce	9/29/2023	10/1/2023	Special Event	200	400	\$335,750.00	New
2023 Koushik College Reunion	Koushik College Reunion	10/5/2023	10/8/2023	SMERF/Reunion	25	42	\$25,900.00	New
2023 October Eventive Productions Meeting	Eventive Productions	10/8/2023	10/12/2023	Conference	50	170	\$136,250.00	New
Zonta District 2 Spring Workshop	Zonta District 2	5/19/2023	5/21/2023	Conference	100	20	\$111,000.00	New
2023 Houlihan Lokey CF NY Event	Maritz Global Events	9/5/2023	9/8/2023	Conference	80	240	\$174,400.00	New
2023 BD IQSC Meeting	Becton Dickinson	10/9/2023	10/13/2023	Convention	266	800	\$817,950.00	New
Town of East Fishkill Seniors	Town of East Fishkill Seniors	8/16/2023	8/16/2023	SMERF/Reunion	54	54	\$13,986.00	New
2024 Youth Practitioner's Forum	New York Association of Training and Employment Prof.	3/11/2024	3/14/2024	Conference	250	300	\$545,000.00	New
2024 King of Prussia Ski Trip	King of Prussia Ski Club	2/29/2024	3/3/2024	SMERF/Reunion	50	72	\$51,800.00	New
2024 Petty Family Reunion	Petty Family Reunion	8/5/2024	8/11/2024	SMERF/Reunion	30	36	\$54,390.00	New
2024 International Physical Mediums Conference	International Physical Mediums Conference	4/10/2024	4/14/2024	Convention	125	300	\$253,125.00	New
2023 June Bus Tour	Tours of Distinction	6/18/2023	6/21/2023	Group Tour	25	75	\$18,400.00	New
2023 August Bus Tour	Tours of Distinction	8/22/2023	8/23/2023	Group Tour	56	25	\$20,608.00	New
12th Workshop on Sensitivity Analysis and Data Assimilation in Meteorology and Oceanography	GESTAR II	5/12/2024	5/17/2024	Conference	70	275	\$197,400.00	New
2023 NYS Conference of Mayors and Municipal Officials	NYS Conference of Mayors	5/17/2023	5/19/2023	Conference	350	356	\$391,650.00	Existing

2023 Lake George Music Festival	Lake George Music Festival	8/6/2023	8/17/2023	Special Event	200	110	\$510,000.00	Existing
2024 Fall SUNYRA	Sedulo Events	10/2/2024	10/4/2024	Conference	71	153	\$140,935.00	New
2024 GCBA Summer Meeting	Golf Course Builders Association of America (GCBA)	7/22/2024	7/25/2024	Conference	200	360	\$418,500.00	New
2023 J-24 Sailing Championship	J-24 United States National Championship	5/17/2023	5/21/2023	SMERF/Reunion	500	1000	\$417,500.00	New
2023 Lake George Triathlon	Alpha Win Lake George Triathlon	9/1/2023	9/3/2023	Tournament	1200	1160	\$1,644,000.00	Existing
2024 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	5/14/2024	5/16/2024	Conference	200	130	\$222,000.00	New
2023 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/23/2023	6/25/2023	Trade Show	65	130	\$40,495.00	Existing
2023 Wilderness and Wellness CME Conference	New York Institute of Technology	10/16/2023	10/19/2023	SMERF/Reunion	125	246	\$97,852.00	New
2023 Federation of New York Solid Waste Conference with Trade Show	Federation of New York Solid Waste Association	5/21/2023	5/24/2023	Trade Show	700	400	\$528,400.00	New
2023 Fall Quilt Retreat	A Winding Thread Quilting	10/6/2023	10/8/2023	SMERF/Reunion	20	40	\$15,540.00	Existing
2023 Fall Quilt Retreat	A Winding Thread Quilting	11/10/2023	11/12/2023	Other	20	40	\$32,700.00	Existing
2024 Winter Quilt Retreat	A Winding Thread Quilting	1/9/2024	1/11/2024	SMERF/Reunion	30	60	\$23,310.00	Existing
2024 Winter Quilt Retreat	A Winding Thread Quilting	2/13/2024	2/15/2024	SMERF/Reunion	30	60	\$23,310.00	Existing
2024 Winter Quilt Retreat	A Winding Thread Quilting	3/15/2024	3/17/2024	SMERF/Reunion	30	60	\$23,310.00	Existing
2024 Winter Quilt Retreat	A Winding Thread Quilting	4/3/2024	4/5/2024	SMERF/Reunion	30	60	\$23,310.00	Existing
Taconic Leadership Retreat	World Travel Inc	9/20/2023	9/22/2023	Special Event	11	22	\$17,985.00	New
63rd Annual ASD Convention	The American Society of Dowsers	6/7/2023	6/11/2023	Convention	200	100	\$413,750.00	New
Public Employee Risk Management Association Conference	Public Employee Risk Management Association (PERMA)	5/10/2023	5/12/2023	Conference	250	395	\$377,250.00	New
2025 CACI Annual Convention	Catholic Alumni Club International	7/13/2025	7/19/2025	Convention	80	330	\$243,950.00	Existing
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2023 Krewe of Amalee	Krewe of Amalee	9/21/2023	9/24/2023	SMERF/Reunion	60	96	\$62,160.00	New
Curren/Ott Wedding	Valerie Curren/Mike Ott	6/24/2023	6/26/2023	Wedding	200	100	\$222,000.00	New
2024 Yarborough Davis Family Reunion	Yarborough Davis Family Reunion	7/19/2024	7/21/2024	SMERF/Reunion	120	80	\$59,200.00	New
May 2023 Sweet 16	May 2023 Sweet 16	5/13/2023	5/13/2023	Special Event	50	10	\$9,750.00	New
Matt Alverson/Tabitha McGills Wedding	Alverson/McGill Wedding	7/14/2023	7/15/2023	Wedding	140	25	\$72,100.00	New
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2023 Windo Conference	Wholesale Independent National Distributors Organization	9/9/2023	9/14/2023	Conference	145	475	\$379,650.00	New
2023 NYATEP Board Retreat	New York Association of Training and Employment Prof.	6/14/2023	6/15/2023	Board Meeting	25	18	\$27,250.00	New
2024 ESSA Safety Education Meeting	Empire State Safety Association (ESSA)	4/10/2024	4/11/2024	Convention	60	30	\$44,400.00	New
2024 Beyond Horizons Tour	Beyond Horizons Tours	9/19/2024	9/20/2024	Group Tour	50	25	\$9,200.00	New
2023 CSEA Local Presidents Meeting	CSEA State Operations	6/20/2023	6/23/2023	Conference	80	111	\$114,900.00	New
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2023 CSEA Education & Programs Committee	CSEA State Operations	6/9/2023	6/10/2023	Conference	120	100	\$116,800.00	New
2023 CSEA Region 1	CSEA State Operations	6/4/2023	6/6/2023	Conference	135	90	\$173,475.00	New
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2023 Scrabble Tournament	Nor'easter Scrabble	10/12/2023	10/15/2023	Special Event	140	240	\$221,200.00	Existing
2023 Annual Meeting	The Business Council of NYS, Inc.	9/18/2023	9/22/2023	Conference	200	100	\$405,000.00	Existing
2023 National Grid Volontourism Opportunity	National Grid	6/27/2023	6/28/2023	Other	70	30	\$48,300.00	New
2023 Diamond Kings	Diamond Kings	7/28/2023	7/30/2023	Tournament	288	576	\$367,200.00	Existing
2023 Long Island Surge	Long Island Surge	10/6/2023	10/8/2023	Tournament	54	54	\$68,850.00	New
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BCWI Womens Retreat	Bais Chana Women International	8/23/2023	8/29/2023	Other	100	343	\$256,550.00	New
2025 Humanities Retreat	Princeton University	1/16/2025	1/19/2025	SMERF/Reunion	25	42	\$25,900.00	New
2023 Box Off ADK	Box off for the ADK	7/22/2023	7/22/2023	Tournament	400	20	\$56,000.00	New
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BG Leadership Training	Bid Group Canada	1/24/2024	1/26/2024	SMERF/Reunion	40	80	\$31,080.00	New
2024 New York Land Conservation Conference	Land Trust Alliance	5/8/2024	5/9/2024	Conference	300	97	\$202,050.00	New

100 Leads

Total:

23320

22713

\$34,499,531.00

YTD Lost Business

Lead Name	Account Name (Sort)	Date of Lost Business	EEI Type	Attendees	Rooms	EEI Value	Reason for loss
2024 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	5/2/2023	Conference	125	390	\$ 340,625.00	Board chose The Sheraton in Niagara Falls, NY
2023 New York Farm Bureau State Annual Meeting	New York Farm Bureau	4/28/2023	Conference	350	300	\$ 362,250.00	Going to Hudson Valley. Board Preference.
2023 Corporate Executive Meeting	Federal Signal Corporation	2/24/2023	Board Meeting	70	210	\$ 152,600.00	Campground, Michigan
2024 Gore Mountain Spartan Race	Spartan Race	1/18/2023	Tournament	8000	7998	\$ 9,040,000.00	Not the right fit this go around
2023 CDA NYS Convention	Catholic Daughters of the Americas New York State (CDANYS)	3/17/2023	Convention	125	302	\$ 384,375.00	Lost to Saratoga per their website.
2023 Moore Family Reunion	Moore Family Reunion	4/11/2023	SMERF/Reunion	50	80	\$ 64,750.00	Family Reunion will be in the Catskills

2023 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	1/3/2023	Special Event	1500	1300	\$ 3,270,000.00	Couldn't find dates for Festival Commons/Charles R. Wood Park to go with dates that the trails were available and lined up with their vendors.
2023 LEO Weekend	Law Enforcement Officers Weekend (LEO)	4/26/2023	Conference	325	460	\$ 778,500.00	Internal issues
2023 NABCEP Staff Retreat	North American Board of Certified Energy Practitioners (NABCEP)	5/3/2023	Board Meeting	9	9	\$ 9,810.00	Client stopped responding to us. All hotels we recommended did not have this event booked.
2023 World Pro Ski Tour	World Pro Ski Tour	1/18/2023	Tournament	5000	100	\$ 2,527,500.00	Not the right year
2023B Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	1/3/2023	Special Event	1500	1025	\$ 3,270,000.00	Couldn't find dates for Festival Commons/Charles R. Wood Park to go with dates that the trails were available and lined up with their vendors.
The Masterpiece Project	The Masterpiece Project	2/14/2023	SMERF/Reunion	150	69	\$ 64,320.00	The event has been cancelled for 2023. The planner will source for 2024 in spring 2023.

2023 Camp New York Eastern NY meeting	Camp New York	2/1/2023	Trade Show	50	10	\$ 13,470.00	Decided to hold the event where they have been doing it for years and not going somewhere new
2025 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	4/3/2023	Convention	500	565	\$ 827,500.00	Group too big for area. Meeting space is not sufficient.
On Scene Fire Rescue Conference and Expo	On Scene Fire-Rescue Conference & Expo	3/1/2023	Conference	200	100	\$ 545,000.00	Event was cancelled
2023 Centers Health Care	Centers Health Care	2/3/2023	SMERF/Reunion	200	450	\$ 310,800.00	No Property is able to meet the needs of this group.
2027 Porsche Parade	Porsche Club of America Zone 1 (PCA Zone 1)	2/15/2023	Convention	2000	4334	\$ 10,170,000.00	Event is too big for area.
2024 School's Out Make It Count Conference	New York State Network for Youth Success (NYSNYS)	4/24/2023	Convention	300	75	\$ 222,000.00	Wanted to stay closer to Albany.
Beis Ruchel High School Class Trip 2023	Beis Ruchel High School	4/19/2023	SMERF/Reunion	330	0	\$ 24,750.00	Class decided to not come for their trip, will hopefully return in the future.
2023 Koushik College Reunion	Koushik College Reunion	3/15/2023	SMERF/Reunion	25	42	\$ 25,900.00	Decided to go to Stowe VT.
2023 October Eventive Productions Meeting	Eventive Productions	3/27/2023	Conference	50	170	\$ 136,250.00	Board chose the Pocono's.
2023 Houlihan Lokey CF NY Event	Maritz Global Events	3/27/2023	Conference	80	240	\$ 174,400.00	Changed Dates and is rescheduling.
2023 BD IQSC Meeting	Becton Dickinson	4/20/2023	Convention	266	800	\$ 817,950.00	Board decided to not hold a 2023 event.
2024 Youth Practitioner's Forum	New York Association of Training and Employment Professionals (NYATEP)	6/20/2023	Conference	250	300	\$ 545,000.00	Board chose Holiday Inn Saratoga Springs

2024 International Physical Mediums Conference	International Physical Mediums Conference	3/31/2023	Convention	125	300	\$ 253,125.00	Moving to the Desmond near the Albany Airport due to proximity to the airport.
Taconic Leadership Retreat	World Travel Inc	6/28/2023	Special Event	11	22	\$ 17,985.00	Group has not responded to multiple emails and phone calls.
May 2023 Sweet 16	May 2023 Sweet 16	5/10/2023	Special Event	50	10	\$ 9,750.00	Saratoga Hilton
Hardscaper Showcase UpState NY 2024	Techo-Bloc Corp	5/30/2023	Trade Show	225	15	\$ 39,720.00	Chose another destination. Unable to confirm where.
2023 SunRun Retreat	SunRun Solar	6/12/2023	Conference	42	84	\$ 77,700.00	CEO was not satisfied with our hotels and the date passed.

30 Lost Business

Total: 21908 19760 \$ 34,476,030.00

Pending

Lead Name	Account Name (Sort)	Meeting Dates	Meeting Dates	EFI Type	Attendees	Rooms	EFI Value	New/Existing
2023 Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association)	11/17/2023	11/19/2023	Tournament	2700	185	\$ 1,292,175.00	Existing
2023 Summer Institute Retreat	Questar III BOCES	8/6/2023	8/8/2023	SMERF/Reunion	30	60	\$ 23,310.00	New
2024 C. Smith Family Reunion	C. Smith Family Reunion	8/11/2024	8/18/2024	SMERF/Reunion	60	210	\$ 124,320.00	New
2023 Facchetti Reunion	2023 Facchetti Reunion	8/11/2023	8/13/2023	SMERF/Reunion	30	20	\$ 23,310.00	New
2023 Raymond Travels	Raymond Travels	9/3/2023	9/4/2023	Group Tour	56	30	\$ 20,608.00	New
Ross-Hixson/Erickson Wedding	Ross-Hixson/Erickson Wedding	10/6/2023	10/8/2023	Wedding	90	40	\$ 94,650.00	New
2023 Komlos Family Reunion	Komlos Family Reunion	7/30/2023	8/5/2023	SMERF/Reunion	40	120	\$ 72,520.00	New
2023 Appleman Family Reunion	Appleman Family Reunion	8/5/2023	8/11/2023	SMERF/Reunion	24	60	\$ 43,512.00	New
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/2023	10/7/2023	Wedding	100	40	\$ 100,500.00	New
2024 Petty Family Reunion	Petty Family Reunion	8/5/2024	8/11/2024	SMERF/Reunion	30	36	\$ 54,390.00	New
2024 Fall SUNYRA	Sedulo Events	10/2/2024	10/4/2024	Conference	71	153	\$ 140,935.00	New
2024 GCBAA Summer Meeting	Golf Course Builders Association of America (GCBAA)	7/22/2024	7/25/2024	Conference	200	360	\$ 418,500.00	New
2023 Lake George Triathlon	Alpha Win Lake George Triathlon	9/1/2023	9/3/2023	Tournament	1200	1160	\$ 1,644,000.00	Existing
2025 CACI Annual Convention	Catholic Alumni Club International	7/13/2025	7/19/2025	Convention	80	330	\$ 243,950.00	New
2023 Krewe of Amalee	Krewe of Amalee	9/21/2023	9/24/2023	SMERF/Reunion	60	96	\$ 62,160.00	New
2024 Yarborough Davis Family Reunion	Yarborough Davis Family Reunion	7/19/2024	7/21/2024	SMERF/Reunion	120	80	\$ 59,200.00	New
2023 Wild in the Trees Music and Skate Festival	Mirth Films	10/7/2023	10/8/2023	Special Event	650	30	\$ 274,500.00	Existing
2025 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	9/7/2025	9/10/2025	Conference	125	382	\$ 360,000.00	New

2024 Directors Summit	Seattle Study Club	7/18/2024	7/21/2024	Conference	125	235	\$ 228,750.00	New
Women's Leadership Retreat	Integrated Management & Sales Consulting	10/5/2023	10/6/2023	SMERF/Reunion	25	10	\$ 7,430.00	New
2023 Scrabble Tournament	Nor'easter Scrabble	10/12/2023	10/15/2023	Special Event	140	240	\$ 221,200.00	Existing
2023 Long Island Surge	Long Island Surge	10/6/2023	10/8/2023	Tournament	54	54	\$ 68,850.00	New
HL Capital Markets Strategy Session	Maritz Global Events	9/11/2023	9/13/2023	Conference	30	41	\$ 49,050.00	New
2025 Humanities Retreat	Princeton University	1/16/2025	1/19/2025	SMERF/Reunion	25	42	\$ 25,900.00	New
Casa/Markoe Wedding	Nick Casa/Kristen Markoe Wedding	7/3/2024	7/7/2024	Wedding	150	200	\$ 321,250.00	New
Mastrodomenico/Tosi Wedding	Christina Mastrodomenico/Drew Tosi	10/4/2024	10/6/2024	Wedding	150	25	\$ 140,250.00	New
BG Leadership Training	Bid Group Canada	1/24/2024	1/26/2024	SMERF/Reunion	40	80	\$ 31,080.00	New
2024 New York Land Conservation Conference	Land Trust Alliance	5/8/2024	5/9/2024	Conference	300	97	\$ 202,050.00	New
2024 Annual Fall Conference	Association of Justices of the Supreme Court of the State of NY	9/15/2024	9/18/2024	Conference	112	336	\$ 244,160.00	New
2023 LG Corporate Mtg	Best Western Worldwide Hotels	7/21/2023	7/23/2023	Board Meeting	20	40	\$ 32,700.00	New
Chery Fall Retreat	Chery Industrial	10/13/2023	10/15/2023	Incentive	40	50	\$ 45,900.00	New
Camp Morris Summer Trip	Camp Morris	8/20/2023	8/21/2023	SMERF/Reunion	100	25	\$ 51,800.00	Yes

32 Pending Leads

Total: 6977 4867 \$ 6,722,910.00

Name	Date	Location	# Connections	# Appointments	Leads	Bookings	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	\$ 134,758.00
Sports ETA	5/8-5/11	Kansas City, MO	35	20	TBD	TBD	TBD
ATTA	5/9-5/11	Portland, ME	25	10	TBD	TBD	TBD
ESSAE Trade	6/8	Albany, NY	23	N/A	2	1	\$ 582,000.00
Total:			333	52	8	1	\$ 716,758.00