



# QUARTERLY REPORT

JULY - SEPTEMBER 2023



Lake George Regional Convention & Visitors Bureau

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# Key Performance Indicators

Key Performance Indicator	Q3 2023	YTD 2023	2023 % of Target	2023 Year End Target	Q3 2022	YTD 2022	2022 Total
<b>Leads</b>	34	128	84%	153	24	98	118
<b>Booked Attendees</b>	6,398	17,117	53%	32,600	4,400	21,900	32,000
<b>Definite Room Nights</b>	6,894	16,372	95%	17,200	23,100	10,800	16,600
<b>Economic Impact*</b>	\$7.7M	\$22.8M	57%	\$40M	\$33.7M	\$24.9M	\$37M
<b>Meetlakegeorge.com visits</b>	20,190	68,497	86%	80,000	7,500	20,000	36,000
<b>Social Media Reach **</b>	125,396	668,521	33%	2M	269,200	364,207	527,000

\* EEI Type updated based on inflation July 2023

\*\* Updated statistics for Q3 . Meta-based social media analytics changed to organic and paid "reach" vs. impressions, creating a significantly lesser number

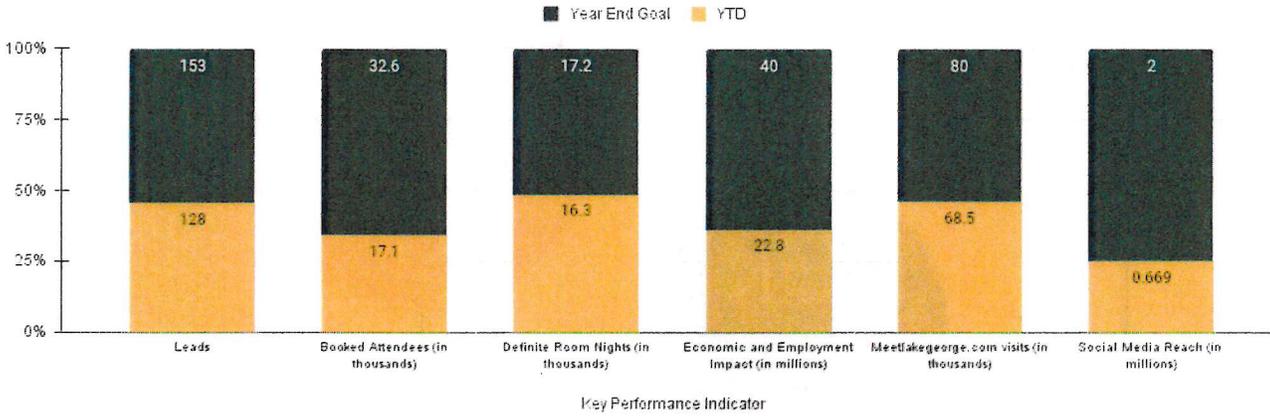
*The LGRCVB is pleased to present the Quarterly Report for July 1 - September 30, 2023.*

*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

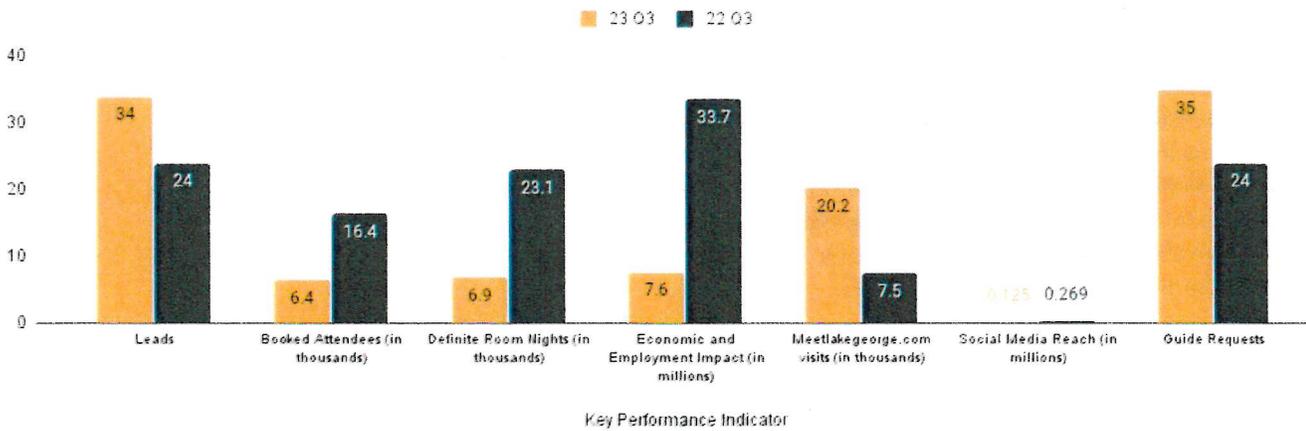
## YTD 2023 vs Target Goal

23 YTD vs. Year End Goal



## Q3 2023 vs Q3 2022

2023 Q3 vs. 2022 Q3



# Q3 Highlights

of events that occurred from July 1 to September 30, 2023



## Alpha Win Triathlon

Assisted Alpha Win Lake George Triathlon with booked business - bringing in over **3,500 visitors, including almost 900 athletes** participating in the race with an **economic impact of \$1.6M**. Provided several convention services, including: pre-race welcome signage, on-site registration, microsite, press release, promote the event and boost registration.

## Referrals

Provided almost **150 partner referrals to 14 groups** - assisting wedding groups, family reunions, and meeting/event planners. Referrals included: accommodations, restaurants, activities, and transportation options.

## Group Tour

Booked **10 Bus Tours to date from 4 different states and Canada with economic impact of over \$232K**. Also, provided digital itineraries, referrals, and sent outreach for step-on guides.

## Sports Events

Hosted **Alpha Win Triathlon, Firecracker Baseball, Diamond Kings Baseball, War on the Water Boxing Event, New York USBC Senior Women's Bowling Tournament**, with a total economic impact of **close to \$11M**.

# Sales Activities

Attended several networking events with state, regional and national membership organizations. Met with local meeting planners in the Capital Region to gain insights on future DMO events and to gauge interest in meetings and trade show efforts.

Also attended the NYSDMO Statewide meeting on Long Island, NY. Met with Ross Levi, ILNY Executive Director and viewed presentations by Andrew McCleod from Simpleview.



## Meetings & Events

- Hosted **7 meetings and 5 weddings** during the quarter.
- Booked **9 meetings and conventions** for upcoming business.
- Secured bid for NYS Assoc. of County Directors of Real Property Tax Services with over **75 attendees at the Courtyard by Marriott for October 2024.**



## Sports

- Hosted **6 sports events** during the quarter.
- Booked **6 sports events** for upcoming business.
- Assisted in eliminating 3rd party booking service with local **Adirondack Youth Hockey Association (AHYA).**



## Group Tour

- Hosted **7 Group Tours** during the quarter.
- Booked **2 Group Tours** for upcoming business.
- Provided **12 partner referrals** to group tours looking for activities, dining, and other services in the area.

# Trade Show Attendance



## Meetings

Attended **Empire State Society of Association Executives (ESSAE)** Annual Conference and Trade Show in Albany, NY. Attended three appointment-based trade shows: **Smart Meetings Northeast Regional Event** in New York City, NY, **Connect Marketplace** in Minneapolis, MN, and **Small Market Meetings** in Cedar Rapids, IA.



## Sports

Attended two appointment-based trade shows for the sports market: **S.P.O.R.T.S, The Relationship Conference** in South Bend, IN and **Connect Marketplace, Sports** in Minneapolis, MN.



Meetings Market  
18 Appointments



Sports Market  
12 Appointments



Meetings Market  
15 Appointments



Sports Market  
20 Appointments



Meetings Market  
19 Appointments

**179+ Connections**  
generated from trade show attendance in Q3

# Marketing & Communications

20K

Visitors on  
meetlakegeorge.com

148K

Website Page  
views

125K

Social Reach

## Organic E-Blasts

*Meet in the Mountains of Lake George, New York*

*So Much to Do in Lake George, New York!*

*Experience Memorable Meetings in the Lake George Area*

*Seasonal Events and Activities in Lake George, New York*

*Sports Facilities Update in the Lake George Area*

*Retreat with your Group in the Lake George Area*

## On the Blog

*"5 Things to Consider When Planning a Sports Event!"*

*"Queensbury School's New Turf Field is Now Open"*

*"The Lake George Area is Your "Sport-cation" Destination"*

*"Sports Facility "Snapshot"*

*"LGRCVB Provides Free ServSafe Training to Local Employers"*

3,200 views

## Social Media

Focus on **corporate and association markets** through LinkedIn ads with lead generation form for conversions. Generated **5 leads** from planners requesting a direct sales call.

More than **37K organic reach** on Facebook and **over 240 Facebook and 1,200 Instagram followers** for **@meetlakegeorge** handle. Expanded to Tik Tok short form videos.

**Boosted client events to promote registrations** and brand awareness of events in the Lake George Area on Facebook and Instagram.

## Advertising & Digital

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

### Media Publications - Sports

**Destinations Management, Northstar**

**Meetings Group, Albany Business**

**Review, Corporate Meetings &**

**Incentives, NY by Rail, Saratoga**

**Bride, USAE News, Smart Meetings,**

**Springfield Republican, Post Star, Sun**

**Community News, Times Union**

# 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.

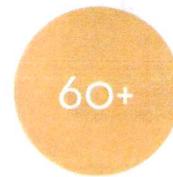
Potential reach gives insight into the number of potential viewers that have been exposed to an event or topic. Articles and Mentions measures media exposure.



Potential Reach



AVE



Articles & Mentions

## Highlights

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Coverage in more than **60 publications** in local and regional markets.

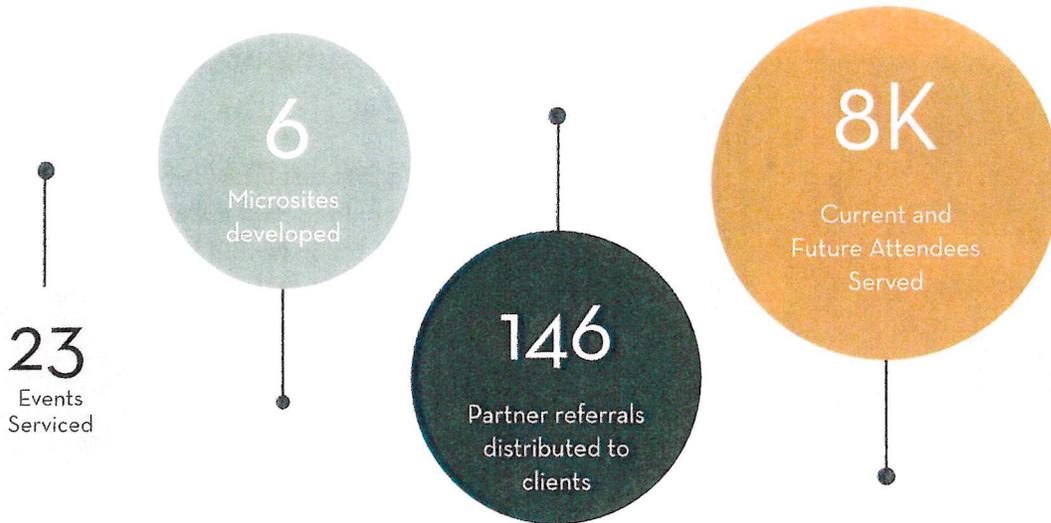
Topics covered: **Hospitality, Lake George Scrabble Tournament, Lake George Triathlon, Cauldron Cup Soccer Tournament, General Tourism and Events.**

## Top Keywords

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# Convention Services



## Site Visits

Facilitated **site visits** for SUNYRA to **4 partner properties** and for the New York State Association of County Directors of Real Property Tax Services to **3 partner properties**.

## Volunteer Opportunity

Facilitated and coordinated volunteer opportunity with Big Brothers - Big Sisters of the Southern Adirondacks for **SK Capital Partners** to donate backpacks with school supplies for local children.

## Services

Provided services to **23 groups including; Lake George Music Festival, Lake George Triathlon, Pennsylvania Bar Association** - providing welcome signage, partner referrals, press release, social media, promotion,

activity planning, and Lake George Area promotional materials.

**Six microsites** developed for booked events with **450 views from visiting attendees**. Provided **1,000+ welcome bags** for those events serviced in the quarter.

*"I've worked with multiple CVB's and Chambers, and the LGRCVB has been by far the most knowledgeable and helpful".*

- Tommy Struzzi, CEO Alpha Win Racing



Alpha Win Lake George Triathlon Registration

# Community & Partners



Crowdriff's SEE Conference in Denver, Colorado

## Crowdriff SEE Conference

Crowdriff's SEE (Sights, Experiences, and Emotions) conference was an annual event focused on destination marketing and tourism. Crowdriff is a visual marketing platform used by destination marketing organizations (DMOs) to collect, curate, and showcase user-generated content (UGC) and other visuals to promote tourism and travel. This year's conference was held in September in Denver, Colorado.

## Monthly LGRCVB Meetings

Held in-person meetings at various partner venues in **July (The Bond 1786, Warrensburg), August (Adirondack Winery Queensbury), and September (SAIL, Queensbury) for a total of 46 attendees.**

## Online Convention Calendar

Created online resource for partners to access an up to date online Convention Calendar, fed from Simpleview CRM. Calendar is available on [meetlakegeorge.com](http://meetlakegeorge.com).

## Winter Experience

Worked with **Warren County Winter Coalition** on providing a Winter Pass through the Bandwango platform.

## Group Tour

Assisted 50th Anniversary Balloon Festival planning committee with bus access to the festival. Collaborated with Warrensburg Chamber of Commerce on bus tours, parking, and itinerary planning for buses coming for the World's Largest Garage Sale.



LGRCVB Meeting at The Bond 1786 in Warrensburg

# PR Content Stream

highlights from Q3

Date	Headline	Reach	AVE \$
27-Aug-2023	<a href="#">Fort William Henry charges ahead with plan to host Lake George winter light show</a>	5,607,952	\$51,873.56
14-Jul-2023	<a href="#">Warren County 'Heroes of Hospitality' to be honored</a>	1,615,905	\$14,947.12
28-Aug-2023	<a href="#">8 Great Lakeside Beaches in the USA</a>	1,437,515	\$13,297.01
30-Aug-2023	<a href="#">Cauldron Cup calls soccer teams to Fort Ann in October</a>	607,177	\$5,616.39
01-Sep-2023	<a href="#">Summer fun winds down in the Capital Region</a>	595,832	\$5,511.45
10-Aug-2023	<a href="#">Lake George Triathlon hits the water on Sept. 2-3</a>	595,832	\$5,511.45
28-Sep-2023	<a href="#">Lake George to host Scrabble tournament</a>	363,997	\$3,366.97
27-Sep-2023	<a href="#">I Thought I Could Beat a Scrabble Champion but Found Out There's No F in 'Way'</a>	233,676	\$2,161.50
04-Sep-2023	<a href="#">Cauldron Cup youth soccer tournament returns to Golden Goal</a>	184,307	\$1,704.84
31-Aug-2023	<a href="#">Lake George Triathlon returns for 17th year</a>	184,307	\$1,704.84
22-Sep-2023	<a href="#">Glens Falls making 'strong bid' for State Boys Basketball Tournament</a>	147,302	\$1,362.54
15-Sep-2023	<a href="#">Moment Factory to work with winter attractions, parking a concern</a>	147,302	\$1,362.54
11-Aug-2023	<a href="#">Simpson hosts Tourism Task Force event</a>	65,458	\$605.49
30-Aug-2023	<a href="#">Cauldron Cup calls soccer teams to Fort Ann in October</a>	30,751	\$284.45
28-Sep-2023	<a href="#">Competitive Scrabble in Lake George this October</a>	472	\$4.37

# Advertising

Enjoy business meetings and events with water views of Lake George



Discover the Lake George area's beautiful views from the convenience of our outdoor patios. Enjoy the scenic views of Lake George from the comfort of our outdoor patios. The Lake George area's beautiful views from the convenience of our outdoor patios. Enjoy the scenic views of Lake George from the comfort of our outdoor patios. The Lake George area's beautiful views from the convenience of our outdoor patios. Enjoy the scenic views of Lake George from the comfort of our outdoor patios.

Publication: Post Star, Branded article, Market: Corp./Assn., 543 pageviews

Social boost: 73K Impressions, 567 Clicks ,0.77% CTR

Publication: Albany Business Review, Sponsored E Blast, Market: Corp./ Assn., 25K Sent, 8K Opens, 32% Open Rate, 148 Clicks, 1.81% CTR

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



meetlakegeorge.com/sports  
Summer Events Hosted  
The Lake George Area is the premier destination for world-class sports facilities with unparalleled lodging, eating activities, walkable streets, and a family-friendly atmosphere all year-round.

Publication: Sports Destination Management, Half Page ad, Market: Sports, 16K Circulation

Publication: Sports Destination Management, Sponsored E Blast, Market: Sports, 9K Sent, 850 Opens, 129 Clicks, 1.3% CTR

MORE THAN MEETINGS  
In the Lake George Area



meetlakegeorge.com  
Get the Lake George Area's best-kept secret: a world-class sports and event destination with unparalleled lodging, eating activities, walkable streets, and a family-friendly atmosphere all year-round.

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

Publication: Northstar Meetings, Email Drip Campaign, Market: Corp./Assn., 123K Opens, 75% Open rate, 415 Clicks, 0.25% CTR, 0.34% CTOR

# Advertising



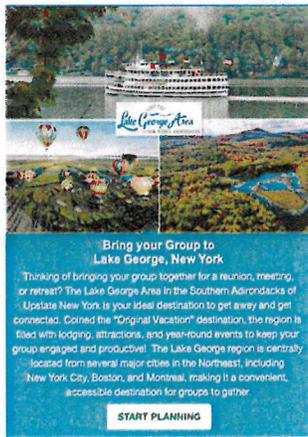
Publication: Sports Events Magazine, Market: Sports, 18K Circulation



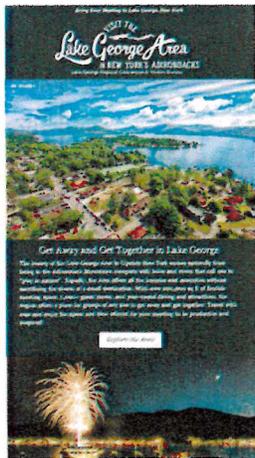
Publication: Saratoga Bride Magazine, Fall Issue, Market: Weddings, 10K Regional Circulation



Publication: Sun Community News, 71K Local Circulation



Publication: New York by Rail, Sponsored Digital Newsletter, Market: Corp./Assn., 10K sends, 4K opens, 45 clicks (on direct website)



Publication: Coastal Communications, Sponsored E Blast, Market: Corp./Assn., 19K Sent, 5.3K Opens, 1.5K Clicks



Publication: Smart Meetings, Email Drip Campaign, Market: Corp./ Assn., Analytics Pending

# Advertising

**More than Meetings**  
The Lake George Area offers unique experiences - boasting a rich history, historic sites, scenic beauty, and a variety of recreational activities. With over 200 recreational sites, over 100 lakes, and scenic views, the Lake George Area is accessible and easy to navigate.

**Gather Here!**  
The area offers a wide variety of accommodations, from luxury resorts to rustic inns, making it easy to find the right type of lodging to suit your group's needs, budget, and goals.

Are you looking to stay productive and on-site or are you looking for well-open spaces for recreation and reflection? The meetings and gathering spaces throughout the region provide ample space for your team to gather, learn, and relax.

Publication: *Springfield Republican, E Blast*, Market: Corp./Assn., 4.1K Opens, 416 Clicks, 0.64% CTR

**VENUE FIELD HOTEL**  
for every occasion

meetings | weddings | sports

Bring your special event to the Lake George Area of Upstate New York

Contact the Lake George Regional Convention & Visitors Bureau for group booking, venue selection, referrals, and more.

meatlakegeorge.com  
518.465.5755

Publication: *Springfield Republican*, Half page Print Ad, Market: All, 40K Print, 100K Print & Digital Cumulative

**MORE THAN MEETINGS**  
in the Lake George Area

Explore Now >>

Publication: *Times Union*, Digital Newsletter Banner Ad, Market: Corp./Assn., 447K Impressions, 145 Clicks, 0.03% CTR

**Lake George Area**  
NEW YORK ADIRONDACKS

Get Away and Get Together in Lake George

The beauty of the Lake George Area in Upstate New York cannot be fully appreciated until you have experienced it. The area offers a wide variety of recreational activities, scenic views, and historic sites. With over 200 recreational sites, over 100 lakes, and scenic views, the Lake George Area is accessible and easy to navigate.

Publication: *USAE, E Blast*, Market: Corp./Assn., 10K sends, 1.3K open, 940 Clicks, 10% CTR\*, 39% CTOR

**NEWS**

Meet in the Mountains of Lake George, New York

The beauty of the region is highlighted in the scenic views of the mountains, lakes, and historic sites. With over 200 recreational sites, over 100 lakes, and scenic views, the Lake George Area is accessible and easy to navigate.

**A Seasonal Fair**  
Each season brings a new experience to the Lake George Area. From the summer months to the winter months, there are always activities and events to enjoy.

**Be a Local**

**A Venue for Every Size**

Publication: *USAE, Editorial*, Market: Corp./Assn.,

**Q3 Bookings**

Lead Name	Account Name	Meeting Dates	Meeting Dates	Location	EEl Type	Attendees	Rooms	EEl Value	New/Existing
2023 Burkes Christian Tour	Burke Christian Tours	7/27/23	7/28/23	Hampton Inn & Suites	Group Tour	35	35	\$12,880	New
2023 Kempler Summer Trip	Camp Morris	8/13/23	8/14/23	Home2 Suites by Hilton	SMERF/Reunion	60	15	\$31,080	New
2023 Camp Morris Summer Trip	Camp Morris	8/20/23	8/21/23	Home2 Suites by Hilton	SMERF/Reunion	100	25	\$51,800	New
2023 Lake George Triathlon	Alpha Win Lake George Triathlon	9/1/23	9/3/23	TBD	Tournament	1200	1160	\$1,644,000	Existing
2023 Raymond Travels	Raymond Travels	9/3/23	9/4/23	Courtyard by Marriott Lake George	Group Tour	56	30	\$20,608	New
SpyderQuest 2023	SpyderQuest	9/5/23	9/9/23	Six Flags Great Escape Lodge & Indoor Waterpark	Special Event	300	140	\$600,500	New
SK Capital Partners Volunteer Opportunity	SK Capital Partners	9/11/23	9/14/23	The Sagamore Resort	Conference	200	137	\$310,000	New
USDA Rural Development State Conference	USDA Rural Development	9/20/23	9/22/23	Fort William Henry Hotel	Conference	65	189	\$104,175	New
2023 Krewes of Amalee	Krewes of Amalee	9/21/23	9/24/23	The Sagamore Resort	SMERF/Reunion	60	96	\$62,160	New
2023 North Country Leadership Summit	Adirondack Health Institute	9/27/23	9/28/23	Courtyard by Marriott Lake George	Conference	200	46	\$183,000	New
2023 NYS DOT-Geotechnical Engineering Conference	New York State Department of Transportation	10/3/23	10/5/23	Fort William Henry Hotel	Conference	20	40	\$32,700	New
2023 Scrabble Tournament	Nor'leaster Scrabble	10/12/23	10/15/23	Surfside on the Lake	Special Event	140	240	\$221,200	Existing
2023 2nd Annual Cauldron Cup 7v7 Tournament	North Stars Soccer Club	10/20/23	10/22/23	Courtyard by Marriott Lake George	Tournament	1500	50	\$758,250	New
2023 NYSSWA 58th Annual State Conference	New York State School Social Workers' Association	11/2/23	11/3/23	The Sagamore Resort	Conference	100	160	\$123,000	New
Negotiations Team	United University Professions	11/3/23	11/5/23	The Sagamore Resort	Conference	17	34	\$27,795	New
2023 NYAPSE Conference	New York Association of People Supporting Employment	11/6/23	11/8/23	Fort William Henry Hotel	Conference	250	320	\$277,500	New
2023 Adirondack Thunder Fire on Ice	Adirondack Youth Hockey	11/10/23	11/11/23	Cool Insuring Arena	Tournament	200	400	\$255,000	Existing
29th Annual Northstars Winter Classic	Adirondack Youth Hockey	1/11/24	1/15/24	Cool Insuring Arena	Tournament	860	2420	\$1,827,500	Existing
2024 Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey	1/19/24	1/21/24	Cool Insuring Arena	Tournament	300	600	\$382,500	Existing
2024 Adirondack Thunder and Lightning Tournament	Adirondack Youth Hockey	2/23/24	2/25/24	Cool Insuring Arena	Tournament	180	360	\$229,500	Existing
2024 ESSA Safety Education Meeting	Empire State Safety Association (ESSA)	4/10/24	4/11/24	Courtyard by Marriott Lake George	Convention	60	30	\$44,400	New
2024 New York Land Conservation Conference	Land Trust Alliance	4/30/24	5/2/24	The Queensbury Hotel	Conference	300	97	\$288,900	New
2024 Yarborough Davis Family Reunion	Yarborough Davis Family Reunion	7/19/24	7/21/24	Fairfield Inn & Suites Queensbury - Lake George Area	SMERF/Reunion	120	80	\$46,320	New
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	10/20/24	10/23/24	Courtyard by Marriott Lake George	Conference	75	190	\$156,500	New
<b>24 Total Booked</b>	<b>24 Total Booked</b>				<b>TOTAL:</b>	<b>6,398</b>	<b>6,894</b>	<b>\$7,691,268</b>	

YTD Bookings

Lead Name	Account Name	Meeting Dates	Meeting Dates	Location	EI Type	Attendees	Rooms	EI Value	New/Existing
Ariel Mistuloff/Andre Jordan Wedding	Mistuloff/Jordan Wedding	6/2/22	6/7/22	Surfside on the Lake	Wedding	250	56	\$418,500	New
2022 Lake George Baseball Invitational	Diamond Kings	7/29/22	7/31/22	The Queensbury Hotel	Tournament	450	14	\$445,500	Existing
2022 CNY Soccer Club	CNY Premier Soccer Club	10/21/22	10/23/22	Six Flags Great Escape	Tournament	300	25	\$160,200	New
2023 Winterfest	Americade	1/6/23	1/8/23	Fort William Henry Hotel	Special Event	2000	250	\$3,270,000	Existing
Shannon Robbins/Ryan Sherry Wedding	Robbins/Sherry Wedding	1/27/23	1/28/23	Lodge on Echo Lake	Wedding	150	55	\$84,750	New
DELLA Auto Group Annual Meeting	DELLA Auto Group	2/10/23	2/12/23	The Sagamore Resort	Conference	150	146	\$245,250	New
AYAH Thunder & Lightning Tournament	Adirondack Youth Hockey	2/24/23	2/26/23	Glens Falls Recreation Center	Tournament	250	450	\$489,750	Existing
2023 DAV Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/23	3/12/23	The Queensbury Hotel	SMERF/Reunion	78	50	\$60,606	New
NYCWIC Conference	NYCWIC	4/13/23	4/15/23	Fort William Henry Hotel	Convention	175	150	\$224,875	New
2023 SUNYFAP Conference	SUNY Financial Aid Professionals	4/25/23	4/28/23	The Queensbury Hotel	Conference	100	165	\$302,000	New
2023 Department of NY Gold Star Mothers 86th Convention	American Gold Star Mothers, Inc.	4/27/23	4/30/23	Holiday Inn Resort	Convention	150	120	\$215,000	Existing
2023 NED WESTERN Regional Convention & Contests	NE District Barbershop Harmony Society	4/28/23	4/30/23	Home2 Suites by Hilton	Special Event	400	220	\$409,000	Existing
2023 Retreat	ITech US, Inc.	5/5/23	5/7/23	Six Flags Great Escape Lodge & Indoor Waterpark	Conference	52	40	\$85,020	New
Public Employee Risk Management Association Conference	Public Employee Risk Management Association (PERMA)	5/10/23	5/12/23	The Sagamore Resort	Conference	250	395	\$377,250	New
2023 NYS Conference of Mayors and Municipal Officials	NYS Conference of Mayors	5/17/23	5/19/23	The Sagamore Resort	Conference	350	356	\$391,650	New
2023 Kayak Bass Fishing Tournament	Kayak Bass Fishing	5/18/23	5/22/23	Fish307.com	Special Event	200	320	\$422,500	New
Zonta District 2 Spring Workshop	Zonta District 2	5/19/23	5/21/23	Courtyard by Marriott Lake George	Conference	100	20	\$111,000	New
2023 Annual School Attorney Law Conference	New York State School Boards Association (NYSBA)	6/2/23	6/4/23	The Sagamore Resort	Conference	100	100	\$163,500	Existing
2023 CSEA Region 1	CSEA State Operations	6/4/23	6/6/23	Fort William Henry Hotel	Conference	135	270	\$173,475	New
63rd Annual ASD Convention	The American Society of Dowagers	6/7/23	6/11/23	Home2 Suites by Hilton	Convention	200	100	\$413,750	New
2023 Widow/Widowers Retreat	Widow/Widowers Retreat Lake George	6/8/23	6/11/23	Trekker	SMERF/Reunion	20	60	\$20,720	New
2023 CSEA Education & Programs Committee	CSEA State Operations	6/8/23	6/10/23	Surfside on the Lake	Conference	130	208	\$181,050	New
Livonia Middle High School Senior Trip Class of '23	Livonia Middle High School Class of 2023	6/9/23	6/11/23	Surfside on the Lake	SMERF/Reunion	76	46	\$29,796	New
2023 U-32 Middle High School Trip	U-32 Middle & High School	6/12/23	6/13/23	Fort William Henry Hotel	SMERF/Reunion	55	55	\$28,490	Existing
2023 NYATEP Board Retreat	New York Association of Training and Employment Professionals (NYATEP)	6/14/23	6/15/23	Silver Bay YMCA Conference & Family Retreat Ctr.	Board Meeting	25	18	\$27,250	New
Mucha/Eaglestone Wedding	Mucha/Eaglestone Wedding	6/16/23	6/18/23	Blue Water Manor	Wedding	115	30	\$119,775	New
2023 June Bus Tour	Tours of Distinction	6/18/23	6/21/23	The Queensbury Hotel	Group Tour	25	75	\$18,400	New
2023 CSEA Local Presidents Meeting	CSEA State Operations	6/20/23	6/23/23	Courtyard by Marriott Lake George	Conference	75	111	\$123,600	New
2023 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/23/23	6/25/23	Lake George Regional Convention & Visitors Bureau	Trade Show	65	130	\$40,495	Existing
Curran/Ott Wedding	Valerie Curran/Mike Ott	6/24/23	6/26/23	Surfside on the Lake	Wedding	200	125	\$222,000	New
2023 Varlamos Family Reunion	Varlamos Family Reunion	6/26/23	6/29/23	The Lodges at Bolton Landing	SMERF/Reunion	20	45	\$20,720	New
2023 Six Flags Summer Fun	Camp Kaylie	7/4/23	7/5/23	Best Western of Lake George	SMERF/Reunion	176	68	\$91,168	New
2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/23	7/16/23	Holiday Inn Express & Suites Queensbury - Lake George Area	Tournament	600	1400	\$1,932,000	Existing
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/23	7/16/23	The Inn at Erlowest	Wedding	55	75	\$58,425	New
Matt Alverson/Tabitha McGills Wedding	Alverson/McGill Wedding	7/14/23	7/15/23	The Queensbury Hotel	Wedding	140	25	\$72,100	New
2023 July Twin Travel Concepts Bus Tour	Twin Travel Concepts	7/18/23	7/21/23	The Queensbury Hotel	Group Tour	56	168	\$41,216	New
DeNicola/Jacovino Wedding	John DeNicola/Danielle Jacovino Wedding	7/21/23	7/23/23	The Inn at Erlowest	Wedding	105	50	\$171,675	New
War on the Water	War on the Water Boxing	7/22/23	7/22/23	Charles R. Wood - Festival Commons Park	Tournament	400	20	\$70,250	Existing
Falcicchio/Powell Wedding	Falcicchio/Powell Wedding	7/27/23	7/30/23	The Sagamore Resort	Wedding	100	225	\$218,000	New
2023 Burkes Christian Tour	Burke Christian Tours	7/27/23	7/28/23	Hampton Inn & Suites	Group Tour	35	35	\$12,880	New
2023 Diamond Kings	Diamond Kings	7/28/23	7/30/23	Moreau Rec Park - Harry J Betar Rec Park	Tournament	288	576	\$367,200	Existing
2023 Tsao Family Reunion	Tsao Family Reunion	8/2/23	8/6/23	TBD	SMERF/Reunion	25	60	\$32,375	New
2023 Lake George Music Festival	Lake George Music Festival	8/6/23	8/17/23	Fort William Henry Hotel	Special Event	200	110	\$510,000	Existing
2023 Kempler Summer Trip	Camp Morris	8/13/23	8/14/23	Home2 Suites by Hilton	SMERF/Reunion	60	15	\$31,080	New
Town of East Fishkill Seniors	Town of East Fishkill Seniors	8/16/23	8/16/23	Lake George Steamboat Company	SMERF/Reunion	54	54	\$13,986	New
2023 NYS Senior Women's Bowling Tournament - Week 1	New York State USBC	8/18/23	8/20/23	KingPin's Alley Family Fun Center	Tournament	450	500	\$445,500	New
2023 Camp Morris Summer Trip	Camp Morris	8/20/23	8/21/23	Home2 Suites by Hilton	SMERF/Reunion	100	25	\$51,800	New
2023 August Bus Tour	Tours of Distinction	8/22/23	8/23/23	The Queensbury Hotel	Group Tour	56	25	\$20,608	New
2023 August Garden State Getaways	Garden State Getaways	8/23/23	8/24/23	The Queensbury Hotel	Group Tour	56	112	\$20,608	New
2023 Lake George Triathlon	Alpha Win Lake George Triathlon	9/1/23	9/3/23	Lake George Regional Chamber of Commerce & CVB	Tournament	1200	1160	\$1,644,000	Existing
2023 Raymond Travels	Raymond Travels	9/3/23	9/4/23	Lake George Regional Chamber of Commerce & CVB	Group Tour	56	30	\$20,608	New
SpyderQuest 2023	SpyderQuest	9/5/23	9/9/23	Six Flags Great Escape Lodge & Indoor Waterpark	Special Event	300	140	\$600,500	New
2023 WINDO Conference	Wholesale Independent National Distributors Organization (WINDO)	9/9/23	9/14/23	The Sagamore Resort	Conference	145	475	\$379,650	New
SK Capital Partners Volunteer Opportunity	SK Capital Partners	9/11/23	9/14/23	The Sagamore Resort	Conference	200	137	\$310,000	New
2023 September Bus Tour Twin Travel Concepts	Twin Travel Concepts	9/14/23	9/15/23	The Queensbury Hotel	Group Tour	56	56	\$20,608	New

2023 Annual Meeting	The Business Council of NYS, Inc.	9/18/23	9/22/23	The Sagamore Resort	Conference	200	200	\$405,000	Existing
USDA Rural Development State Conference	USDA Rural Development	9/20/23	9/22/23	Fort William Henry Hotel	Conference	65	189	\$104,175	New
2023 Krewe of Amalee	Krewe of Amalee	9/21/23	9/24/23	The Sagamore Resort	SMERF/Reunion	60	96	\$62,160	New
2023 North Country Leadership Summit	Adirondack Health Institute	9/27/23	9/28/23	Courtyard by Marriott Lake George	Conference	200	46	\$183,000	New
2023 NYS DOT- Geotechnical Engineering Conference	New York State Department of Transportation	10/3/23	10/5/23	Fort William Henry Hotel	Conference	20	40	\$32,700	New
2023 Trans-Bridge Tours Inc.	Trans-Bridge Tours Inc.	10/9/23	10/11/23	Courtyard by Marriott Lake George	Group Tour	50	50	\$27,600	New
2023 Scrabble Tournament	Nor'easter Scrabble	10/12/23	10/15/23	Surfside on the Lake	Special Event	140	240	\$221,200	Existing
2023 Fall Board Retreat	New York Association for the Education of Young Children (NYAEC)	10/13/23	10/15/23	Fort William Henry Hotel	Board Meeting	30	30	\$46,950	New
2023 Queensbury Athletic Hall of Fame	Queensbury Athletic Hall of Fame	10/14/23	10/15/23	Courtyard by Marriott Lake George	SMERF/Reunion	150	20	\$50,100	New
2023 Wilderness and Wellness CME Conference	New York Institute of Technology College of Osteopathic Medicine	10/16/23	10/19/23	The Sagamore Resort	SMERF/Reunion	125	246	\$97,852	New
Riley Catone/Joseph Yager Wedding	Catone/Yager Wedding	10/20/23	10/22/23	Holiday Inn Resort	Wedding	180	130	\$273,300	New
2023 2nd Annual Cauldron Cup 7v7 Tournament	North Stars Soccer Club	10/20/23	10/22/23	Courtyard by Marriott Lake George	Tournament	1500	50	\$758,250	New
2023 NYS55WA 58th Annual State Conference	New York State School Social Workers' Association	11/2/23	11/3/23	The Sagamore Resort	Conference	100	160	\$123,000	New
Negotiations Team	United University Professions	11/3/23	11/5/23	The Sagamore Resort	Conference	17	34	\$27,795	New
2023 NYAPSE Conference	New York Association of People Supporting Employment	11/6/23	11/8/23	Fort William Henry Hotel	Conference	250	320	\$277,500	New
2023 Adirondack Thunder Fire on Ice	Adirondack Youth Hockey	11/10/23	11/12/23	Cool Insuring Arena	Tournament	200	400	\$255,000	Existing
29th Annual Northstars Winter Classic	Adirondack Youth Hockey	1/11/24	1/15/24	Cool Insuring Arena	Tournament	860	2420	\$1,827,500	Existing
2024 Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey	1/19/24	1/21/24	Cool Insuring Arena	Tournament	300	600	\$382,500	Existing
2024 Adirondack Thunder and Lightning Tournament	Adirondack Youth Hockey	2/23/24	2/25/24	Cool Insuring Arena	Tournament	180	360	\$229,500	Existing
2024 ESSA Safety Education Meeting	Empire State Safety Association (ESSA)	4/10/24	4/11/24	Courtyard by Marriott Lake George	Convention	60	30	\$44,400	New
2024 New York Land Conservation Conference	Land Trust Alliance	4/30/24	5/2/24	The Queensbury Hotel	Conference	300	97	\$288,900	New
12th Workshop on Sensitivity Analysis and Data Assimilation in Meteorology and Oceanography	GESTAR II	5/12/24	5/17/24	Fort William Henry Hotel	Conference	70	275	\$197,400	New
2024 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	5/14/24	5/16/24	Courtyard by Marriott Lake George	Conference	200	130	\$222,000	New
2024 Yarborough Davis Family Reunion	Yarborough Davis Family Reunion	7/19/24	7/21/24	Fairfield Inn & Suites Queensbury - Lake George Area	SMERF/Reunion	120	80	\$46,320	New
2024 September 19th-22 Garden State Getaways Bus Tour	Garden State Getaways	9/19/24	9/22/24	The Queensbury Hotel	Group Tour	56	168	\$41,216	New
2024 Beyond Horizons Tour	Beyond Horizons Tours	9/19/24	9/20/24	Holiday Inn Express & Suites Queensbury - Lake George Area	Group Tour	50	25	\$9,200	New
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	10/20/24	10/23/24	Courtyard by Marriott Lake George	Conference	75	190	\$156,500	New
<b>83 Total Booked</b>	<b>82 Total Bookings</b>				<b>TOTAL:</b>	<b>17,117</b>	<b>16,372</b>	<b>\$22,823,127</b>	

Q3 EVENTS SERVICED

Lead Name	Account Name	Start Date	End Date	Location	EI Type	Attendees	Rooms	EI Value	New/Existing
2023 Cave Family Reunion	Cave Family Reunion	7/8/23	7/15/23	Lodges at Bolton Landing	SMERF/Reunion	16	56	\$33,152	New
2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/23	7/16/23	Holiday Inn Express	Tournament	600	1400	\$1,932,000	Existing
2023 Family Law Section Summer Meeting	Pennsylvania Bar Association (PBA)	7/13/23	7/16/23	The Sagamore Resort	Conference	315	900	\$770,700	Existing
Matt Alverson/Tabitha McGillis Wedding	Alverson/McGill Wedding	7/14/23	7/15/23	The Queensbury Hotel	Wedding	140	25	\$72,100	New
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/23	7/16/23	Courtyard by Marriott, Inn at Erlowest	Wedding	55	75	\$58,425	New
DeNicola/Jacovino Wedding	John DeNicola/Danielle Jacovino Wedding	7/21/23	7/23/23	Courtyard by Marriott, Inn at Erlowest	Wedding	105	50	\$171,675	New
War on the Water	War on the Water Boxing	7/22/23	7/22/23	TBD	Tournament	400	20	\$70,250	New
Falcicchio/Powell Wedding	Falcicchio/Powell Wedding	7/27/23	7/30/23	The Sagamore Resort	Wedding	100	225	\$218,000	New
2023 Diamond Kings	Diamond Kings	7/28/23	7/30/23	TBD	Tournament	288	576	\$367,200	Existing
2023 Lake George Music Festival	Lake George Music Festival	8/6/23	8/17/23	Cozy Nook Cottages, Fort William Henry Hotel, Lake George Inn, Super 8 Lake George, Inn of Lake George	Special Event	200	110	\$510,000	Existing
2023 Camp Morris Summer Trip	Camp Morris	8/20/23	8/21/23	Home2 Suites	SMERF/Reunion	100	25	\$51,800	New
2023 Lake George Triathlon	Alpha Win Lake George Triathlon	9/1/23	9/3/23	TBD	Tournament	1200	1160	\$1,644,000	Existing
SpyderQuest 2023	SpyderQuest	9/5/23	9/9/23	Six Flags Great Escape Lodge	Special Event	300	140	\$600,500	New
Brittany Tassone/John Ripp Rehearsal Dinner	Tassone/Ripp Rehearsal Dinner	9/9/23	9/11/23	N/A	Wedding	150	0	\$245,250	New
2023 WINDO Conference	Wholesale Independent National Distributors Organization (WINDO)	9/9/23	9/14/23	The Sagamore Resort	Conference	145	475	\$379,650	New
SK Capital Partners Volunteer Opportunity	SK Capital Partners	9/11/23	9/14/23	The Sagamore Resort	Conference	200	137	\$310,000	New
2023 Krewe of Amalee	Krewe of Amalee	9/14/23	9/17/23	The Sagamore Resort	SMERF/Reunion	60	96	\$62,160	New
2023 Annual Meeting	The Business Council of NYS, Inc.	9/18/23	9/22/23	The Sagamore Resort	Conference	200	200	\$405,000	Existing
2023 Fall Conference and Chairmen's Open Golf Tournament	New York Association of Convenience Stores (NYACS)	9/19/23	9/21/23	The Queensbury Hotel	Conference	90	110	\$147,150	New
USDA Rural Development State Conference	USDA Rural Development	9/20/23	9/22/23	Fort William Henry Resort	Conference	65	189	\$104,175	New
2023 North Country Leadership Summit	Adirondack Health Institute	9/27/23	9/28/23	Courtyard by Marriott	Conference	200	46	\$183,000	New
2023 Fall Board Retreat	New York Association for the Education of Young Children (NYAEYC)	9/29/23	10/1/23	Fort William Henry Resort	Board Meeting	30	30	\$46,950	New
2023 Fall Camp Out	Sisters on the Fly	9/29/23	10/1/23	Wiawaka	SMERF/Reunion	40	120	\$31,080	Existing
<b>23 Total Events Serviced</b>					<b>TOTAL:</b>	<b>4,999</b>	<b>6,165</b>	<b>\$8,414,217</b>	

Q3 Leads

Lead Name	Account Name	Meeting Dates	Meeting Dates2	EEl Type	Attendees	Rooms	EEl Value	New/Existing
2023 Adirondack Thunder Fire on Ice	Adirondack Youth Hockey	11/10/23	11/12/23	Tournament	200	400	\$255,000	Existing
29th Annual Northstars Winter Classic	Adirondack Youth Hockey	1/11/24	1/15/24	Tournament	860	2420	\$1,827,500	Existing
2024 Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey	1/19/24	1/21/24	Tournament	300	600	\$382,500	Existing
2024 Adirondack Thunder and Lightning Tournament	Adirondack Youth Hockey	2/23/24	2/25/24	Tournament	180	360	\$229,500	Existing
2025 NYSPHSAA Boys Basketball Championship	NYSPHSAA (NYS Public High School Athletic Association)	3/20/25	3/23/25	Tournament	9302	445	\$5,821,870	Existing
2024 Annual Fall Conference	Association of Justices of the Supreme Court of the State of NY	9/15/24	9/18/24	Conference	112	336	\$244,160	New
2023 LG Corporate Mtg	Best Western Worldwide Hotels	7/21/23	7/23/23	Board Meeting	20	40	\$32,700	New
Chery Fall Retreat	Chery Industrial	10/13/23	10/15/23	Incentive	40	50	\$45,900	New
SK Capital Partners Volunteer Opportunity	SK Capital Partners	9/11/23	9/14/23	Conference	200	137	\$310,000	New
2023 Burkes Christian Tour	Burke Christian Tours	7/27/23	7/28/23	Group Tour	35	35	\$12,880	New
2023 Camp Morris Summer Trip	Camp Morris	8/20/23	8/21/23	SMERF/Reunion	100	25	\$51,800	New
2023 NYSSSWA 58th Annual State Conference	New York State School Social Workers' Association	11/2/23	11/3/23	Conference	100	160	\$123,000	New
100X Hospitality Event Rooms	100X Hospitality LLC	8/25/23	8/27/23	Special Event	100	150	\$163,500	New
2023 FAA Managers Meetings	Federal Aviation Administration	9/18/23	9/22/23	Conference	20	80	\$54,500	New
2023 Kempler Summer Trip	Camp Morris	8/13/23	8/14/23	SMERF/Reunion	60	15	\$31,080	New
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	10/20/24	10/23/24	Conference	75	190	\$156,500	New
2025 Rotary New York	Rotary Club of New York #6	4/24/25	4/27/25	Conference	120	180	\$233,600	New
2023 2nd Annual Cauldron Cup 7v7 Tournament	North Stars Soccer Club	10/20/23	10/22/23	Tournament	1500	50	\$758,250	New
2024 Glass Family Reunion	Lake George Area Family Reunions	8/2/24	8/4/24	SMERF/Reunion	30	20	\$23,310	New
2023 North Country Leadership Summit	Adirondack Health Institute	9/27/23	9/28/23	Conference	200	46	\$183,000	New
2023 NYS DOT- Geotechnical Engineering Conference	New York State Department of Transportation	10/3/23	10/5/23	Conference	20	40	\$32,700	New
SpyderQuest 2023	SpyderQuest	9/5/23	9/9/23	Special Event	300	140	\$600,500	New
USDA Rural Development State Conference	USDA Rural Development	9/20/23	9/22/23	Conference	65	189	\$104,175	New
2024 Student Group Carr's Holiday Inc	Carr's Holidays	5/22/24	5/23/24	Group Tour	150	150	\$55,200	New
Negotiations Team	United University Professions	11/3/23	11/5/23	Conference	17	34	\$27,795	New
2024 Calabrese Family Reunion	Lake George Area Family Reunions	7/14/24	7/20/24	SMERF/Reunion	70	30	\$126,910	New
2024 Board Retreat	Association of School Business Officials of New York (ASBO)	7/17/24	7/19/24	Board Meeting	20	24	\$20,100	New
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/21/25	9/26/25	Convention	140	220	\$306,250	New
2025 New York State Tourism Conference (NYSTC)	New York State Tourism Industry Association (NYSTIA)	4/22/25	4/25/25	Convention	200	273	\$633,750	New
2025 GCBAA Summer Meeting	Golf Course Builders Association of America (GCBAA)	8/3/25	8/6/25	Conference	200	360	\$418,500	New
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/24	8/25/24	Wedding	50	50	\$54,500	New
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/23	10/22/23	Tournament	55	28	\$70,125	New
De Thomas/Fisher Wedding	Lake George Area Weddings	10/18/24	10/19/24	Wedding	175	60	\$110,250	New
Johnson City High School	Carr's Holidays	6/6/24	6/7/24	Group Tour	100	25	\$36,800	New
<b>34 Total Leads</b>				<b>TOTAL:</b>	<b>15,116</b>	<b>7,362</b>	<b>\$13,538,105</b>	

YTD Leads

Lead Name	Account Name	Meeting Dates	Meeting Dates2	EI Type	Attendees	Rooms	EI Value	New/Existing
Girls Northstar Winter Classic	Adirondack Youth Hockey	1/13/23	1/16/23	Tournament	2160	540	\$2,030,400	Existing
Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey	1/20/23	1/22/23	SMERF/Reunion	800	450	\$474,400	Existing
AYAH Thunder & Lightning Tournament	Adirondack Youth Hockey	2/24/23	2/26/23	Tournament	250	450	\$489,750	Existing
2023 U-32 Middle High School Trip	U-32 Middle & High School	6/12/23	6/13/23	SMERF/Reunion	55	55	\$28,490	Existing
2023 Annual School Attorney Law Conference	New York State School Boards Association (NYS SBA)	6/2/23	6/4/23	Conference	100	100	\$163,500	Existing
2023 Department of NY Gold Star Mothers 86th Convention	American Gold Star Mothers, Inc.	4/27/23	4/30/23	Convention	150	120	\$215,000	Existing
2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/23	7/16/23	Tournament	600	1400	\$1,932,000	Existing
2023 Warrensburg Garage Sale	Warrensburg Chamber of Commerce	9/29/23	10/1/23	Special Event	200	400	\$335,750	Existing
2023 Lake George Music Festival	Lake George Music Festival	8/6/23	8/17/23	Special Event	200	110	\$510,000	Existing
2023 J-24 Sailing Championship	J-24 United States National Championship	5/17/23	5/21/23	SMERF/Reunion	500	1000	\$417,500	Existing
2023 Lake George Triathlon	Alpha WIn Lake George Triathlon	9/1/23	9/3/23	Tournament	1200	1160	\$1,644,000	Existing
2023 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/23/23	6/25/23	Trade Show	65	130	\$40,495	Existing
2023 Fall Quilt Retreat	A Winding Thread Quilting	10/6/23	10/8/23	SMERF/Reunion	20	40	\$15,540	Existing
2023 Fall Quilt Retreat	A Winding Thread Quilting	11/10/23	11/12/23	SMERF/Reunion	20	40	\$15,540	Existing
2023 NED WESTERN Regional Convention & Contests	NE District Barbershop Harmony Society	4/28/23	4/30/23	Special Event	400	220	\$409,000	Existing
2023 Wild in the Trees Music and Skate Festival	Mirth Films	10/7/23	10/8/23	Special Event	650	30	\$274,500	Existing
2025 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	9/7/25	9/10/25	Conference	125	382	\$360,000	Existing
2023 Scrabble Tournament	Nor'ester Scrabble	10/12/23	10/15/23	Special Event	140	240	\$221,200	Existing
2023 Annual Meeting	The Business Council of NYS, Inc.	9/18/23	9/22/23	Conference	200	200	\$405,000	Existing
2023 Diamond Kings	Diamond Kings	7/28/23	7/30/23	Tournament	288	576	\$367,200	Existing
War on the Water	War on the Water Boxing	7/22/23	7/22/23	Tournament	400	20	\$70,250	Existing
2023 Adirondack Thunder Fire on Ice	Adirondack Youth Hockey	11/10/23	11/12/23	Tournament	200	400	\$255,000	Existing
29th Annual Northstars Winter Classic	Adirondack Youth Hockey	1/11/24	1/15/24	Tournament	860	2420	\$1,827,500	Existing
2024 Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey	1/19/24	1/21/24	Tournament	300	600	\$382,500	Existing
2024 Adirondack Thunder and Lightning Tournament	Adirondack Youth Hockey	2/23/24	2/25/24	Tournament	180	360	\$229,500	Existing
2025 NYSPHSAA Boys Basketball Championship	NYSPHSAA (NYS Public High School Athletic Association)	3/20/25	3/23/25	Tournament	9302	445	\$5,821,870	Existing
Falocchio/Powell Wedding	Falocchio/Powell Wedding	7/27/23	7/30/23	Wedding	100	225	\$218,000	New
On Scene Fire Rescue Conference and Expo	On Scene Fire-Rescue Conference & Expo	3/29/23	4/2/23	Conference	200	100	\$545,000	New
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/23	7/16/23	Wedding	55	75	\$58,425	New
2023 Fall Board Retreat	New York Association for the Education of Young Children (NYAECY)	10/13/23	10/15/23	Board Meeting	30	30	\$46,950	New
Ross-Hixson/Ericksen Wedding	Ross-Hixson/Ericksen Wedding	10/6/23	10/8/23	Wedding	90	40	\$94,650	New
NYCWIC Conference	NYCWIC	4/13/23	4/15/23	Convention	175	150	\$224,875	New
Livonia Middle High School Senior Trip Class of '23	Livonia Middle High School Class of 2023	6/9/23	6/11/23	SMERF/Reunion	76	46	\$29,796	New
2023 Centers Health Care	Centers Health Care	5/24/23	5/29/23	SMERF/Reunion	200	450	\$310,800	New
2023 Komlos Family Reunion	Komlos Family Reunion	7/30/23	8/5/23	SMERF/Reunion	40	120	\$72,520	New
2023 Appleman Family Reunion	Appleman Family Reunion	8/5/23	8/11/23	SMERF/Reunion	24	60	\$43,512	New
2023 Six Flags Summer Fun	Camp Kaylie	7/4/23	7/5/23	SMERF/Reunion	176	68	\$91,168	New
2023 DAV Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/23	3/12/23	SMERF/Reunion	78	50	\$60,606	New
2023 NYS Senior Women's Bowling Tournament - Week 1	New York State USBC	8/18/23	8/20/23	Tournament	450	500	\$445,500	New
DELLA Auto Group Annual Meeting	DELLA Auto Group	2/10/23	2/12/23	Conference	150	146	\$245,250	New
Mucha/Eagleton Wedding	Mucha/Eagleton Wedding	6/16/23	6/18/23	Wedding	115	30	\$119,775	New
DeNicola/Jacovino Wedding	John DeNicola/Danielle Jacovino Wedding	7/21/23	7/23/23	Wedding	105	50	\$171,675	New
2027 Porsche Parade	Porsche Club of America Zone 1 (PCA Zone 1)	6/17/27	6/27/27	Convention	2000	4334	\$10,170,000	New
2023 NYAPSE Conference	New York Association of People Supporting Employment	11/6/23	11/8/23	Conference	250	320	\$277,500	New
2024 School's Out Make It Count Conference	New York State Network for Youth Success (NYSNYS)	4/12/24	4/13/24	Convention	300	75	\$222,000	New
Beis Ruchel High School Class Trip 2023	Beis Ruchel High School	5/18/23	5/18/23	SMERF/Reunion	330	0	\$24,750	New
2023 August Garden State Getaways	Garden State Getaways	8/23/23	8/24/23	Group Tour	56	112	\$20,608	New
2024 September 19th-22 Garden State Getaways Bus Tour	Garden State Getaways	9/19/24	9/22/24	Group Tour	56	168	\$41,216	New
2023 July Twin Travel Concepts Bus Tour	Twin Travel Concepts	7/18/23	7/21/23	Group Tour	56	168	\$41,216	New
2023 September Bus Tour Twin Travel Concepts	Twin Travel Concepts	9/14/23	9/15/23	Group Tour	56	56	\$20,608	New
2023 Widow/Widowers Retreat	Widow/Widowers Retreat Lake George	6/8/23	6/11/23	SMERF/Reunion	20	60	\$20,720	New
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/23	10/7/23	Wedding	100	40	\$100,500	New
2023 Koushik College Reunion	Koushik College Reunion	10/5/23	10/8/23	SMERF/Reunion	25	42	\$25,900	New
2023 October Eventive Productions Meeting	Eventive Productions	10/8/23	10/12/23	Conference	50	170	\$136,250	New
Zonta District 2 Spring Workshop	Zonta District 2	5/19/23	5/21/23	Conference	100	20	\$111,000	New
2023 Houlihan Lokey CF NY Event	Maritz Global Events	9/5/23	9/8/23	Conference	80	240	\$174,400	New
2023 BD IQSC Meeting	Becton Dickinson	10/9/23	10/13/23	Convention	266	800	\$817,950	New
Town of East Fishkill Seniors	Town of East Fishkill Seniors	8/16/23	8/16/23	SMERF/Reunion	54	54	\$13,986	New
2024 Youth Practitioner's Forum	New York Association of Training and Employment Professionals (NYATEP)	3/11/24	3/14/24	Conference	250	300	\$545,000	New
2024 King of Prussia Ski Trip	King of Prussia Ski Club	2/29/24	3/3/24	SMERF/Reunion	50	72	\$51,800	New
2024 Petty Family Reunion	Petty Family Reunion	8/5/24	8/11/24	SMERF/Reunion	30	36	\$54,390	New
2024 International Physical Mediums Conference	International Physical Mediums Conference	4/10/24	4/14/24	Convention	125	300	\$253,125	New
2023 June Bus Tour	Tours of Distinction	6/18/23	6/21/23	Group Tour	25	75	\$18,400	New
2023 August Bus Tour	Tours of Distinction	8/22/23	8/23/23	Group Tour	56	25	\$20,608	New
12th Workshop on Sensitivity Analysis and Data Assimilation in Meteorology and Oceanography	GESTAR II	5/12/24	5/17/24	Conference	70	275	\$197,400	New
2023 NYS Conference of Mayors and Municipal Officials	NYS Conference of Mayors	5/17/23	5/19/23	Conference	350	356	\$391,650	New
2024 Fall SUNYRA	Sedulo Events	10/9/24	10/11/24	Conference	71	153	\$140,935	New
2024 GCBA Summer Meeting	Golf Course Builders Association of America (GCBA)	7/22/24	7/25/24	Conference	200	360	\$418,500	New
2024 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	5/14/24	5/16/24	Conference	200	130	\$222,000	New
2023 Wilderness and Wellness CME Conference	New York Institute of Technology College of Osteopathic Medicine	10/16/23	10/19/23	SMERF/Reunion	125	246	\$97,852	New
Taconic Leadership Retreat	World Travel Inc	9/20/23	9/23/23	Special Event	11	22	\$17,985	New

63rd Annual ASD Convention	The American Society of Dowlers	6/7/23	6/11/23	Convention	200	100	\$413,750	New
Public Employee Risk Management Association Conference	Public Employee Risk Management Association (PERMA)	5/10/23	5/12/23	Conference	250	395	\$377,250	New
2025 CACI Annual Convention	Catholic Alumni Club International	7/13/25	7/19/25	Convention	80	330	\$243,950	New
2023 Krewé of Amalee	Krewé of Amalee	9/21/23	9/24/23	SMERF/Reunion	60	96	\$62,160	New
Current/Ott Wedding	Valerie Curren/Mike Ott	6/24/23	6/26/23	Wedding	200	125	\$222,000	New
2024 Yarborough Davis Family Reunion	Yarborough Davis Family Reunion	7/19/24	7/21/24	SMERF/Reunion	120	80	\$46,320	New
May 2023 Sweet 16	May 2023 Sweet 16	5/13/23	5/13/23	Special Event	50	10	\$9,750	New
Matt Alverson/Tabitha McGill Wedding	Alverson/McGill Wedding	7/14/23	7/15/23	Wedding	140	25	\$72,100	New
2023 SUNYFAP Conference	SUNY Financial Aid Professionals	4/25/23	4/28/23	Conference	100	165	\$302,000	New
2023 WINDO Conference	Wholesale Independent National Distributors Organization (WINDO)	9/9/23	9/14/23	Conference	145	475	\$379,650	New
2023 NYATEP Board Retreat	New York Association of Training and Employment Professionals (NYATEP)	6/14/23	6/15/23	Board Meeting	25	18	\$27,250	New
2024 ESSA Safety Education Meeting	Empire State Safety Association (ESSA)	4/10/24	4/11/24	Convention	60	30	\$44,400	New
2024 Beyond Horizons Tour	Beyond Horizons Tours	9/19/24	9/20/24	Group Tour	50	25	\$9,200	New
2023 CSEA Local Presidents Meeting	CSEA State Operations	6/20/23	6/23/23	Conference	75	111	\$123,600	New
Hardscaper Showcase UpState NY 2024	Techo-Bloc Corp	2/19/24	2/20/24	Trade Show	225	15	\$39,720	New
2023 SunRun Retreat	SunRun Solar	6/11/23	6/15/23	Conference	42	84	\$77,700	New
2023 CSEA Education & Programs Committee	CSEA State Operations	6/8/23	6/10/23	Conference	130	208	\$181,050	New
2023 CSEA Region 1	CSEA State Operations	6/4/23	6/6/23	Conference	135	270	\$173,475	New
2024 Directors Summit	Seattle Study Club	7/18/24	7/21/24	Conference	125	235	\$228,750	New
Women's Leadership Retreat	Integrated Management & Sales Consulting	10/5/23	10/6/23	SMERF/Reunion	25	10	\$7,430	New
2023 Long Island Surge	Long Island Surge	10/6/23	10/8/23	Tournament	54	54	\$68,850	New
HL Capital Markets Strategy Session	Maritz Global Events	9/11/23	9/13/23	Conference	30	41	\$49,050	New
BCWI Women Retreat	Bais Chana Women International	8/23/23	8/29/23	Other	100	343	\$256,550	New
2025 Humanities Retreat	Princeton University	1/16/25	1/19/25	SMERF/Reunion	25	42	\$25,900	New
Casa/Markoe Wedding	Nick Casa/Kristen Markoe Wedding	7/3/24	7/7/24	Wedding	150	200	\$321,250	New
Mastrodomenico/Tosi Wedding	Christina Mastrodomenico/Drew Tosi	10/4/24	10/6/24	Wedding	150	35	\$140,250	New
BG Leadership Training	Bid Group Canada	1/24/24	1/26/24	SMERF/Reunion	40	80	\$31,080	New
2024 New York Land Conservation Conference	Land Trust Alliance	4/30/24	5/2/24	Conference	300	97	\$288,900	New
2024 Annual Fall Conference	Association of Justices of the Supreme Court of the State of NY	9/15/24	9/18/24	Conference	112	336	\$244,160	New
2023 LG Corporate Mtg	Best Western Worldwide Hotels	7/21/23	7/23/23	Board Meeting	20	40	\$32,700	New
Chery Fall Retreat	Chery Industrial	10/13/23	10/15/23	Incentive	40	50	\$45,900	New
SK Capital Partners Volunteer Opportunity	SK Capital Partners	9/11/23	9/14/23	Conference	200	137	\$310,000	New
2023 Burkes Christian Tour	Burke Christian Tours	7/27/23	7/28/23	Group Tour	35	35	\$12,880	New
2023 Camp Morris Summer Trip	Camp Morris	8/20/23	8/21/23	SMERF/Reunion	100	25	\$51,800	New
2023 NYSSSWA 58th Annual State Conference	New York State School Social Workers' Association	11/2/23	11/3/23	Conference	100	160	\$123,000	New
100X Hospitality Event Rooms	100X Hospitality LLC	8/25/23	8/27/23	Special Event	100	150	\$163,500	New
2023 FAA Managers Meetings	Federal Aviation Administration	9/18/23	9/22/23	Conference	20	80	\$54,500	New
2023 Kempler Summer Trip	Camp Morris	8/13/23	8/14/23	SMERF/Reunion	60	15	\$31,080	New
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	10/20/24	10/23/24	Conference	75	190	\$156,500	New
2025 Rotary New York	Rotary Club of New York #6	4/24/25	4/27/25	Conference	120	180	\$233,600	New
2023 2nd Annual Cauldron Cup 7v7 Tournament	North Stars Soccer Club	10/20/23	10/22/23	Tournament	1500	50	\$758,250	New
2024 Glass Family Reunion	Lake George Area Family Reunions	8/2/24	8/4/24	SMERF/Reunion	30	20	\$23,310	New
2023 North Country Leadership Summit	Adirondack Health Institute	9/27/23	9/28/23	Conference	200	46	\$183,000	New
2023 NYS DOT-Geotechnical Engineering Conference	New York State Department of Transportation	10/9/23	10/5/23	Conference	20	40	\$32,700	New
SpyderQuest 2023	SpyderQuest	9/5/23	9/9/23	Special Event	300	140	\$600,500	New
USDA Rural Development State Conference	USDA Rural Development	9/20/23	9/22/23	Conference	65	189	\$104,175	New
2024 Student Group Carr's Holiday Inc	Carr's Holidays	5/22/24	5/23/24	Group Tour	150	150	\$55,200	New
Negotiations Team	United University Professions	11/5/23	11/5/23	Conference	17	34	\$27,795	New
2024 Calabrese Family Reunion	Lake George Area Family Reunions	7/14/24	7/20/24	SMERF/Reunion	70	30	\$126,910	New
2024 Board Retreat	Association of School Business Officials of New York (ASBO)	7/17/24	7/19/24	Board Meeting	20	24	\$20,100	New
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/22/25	9/26/25	Convention	140	220	\$306,250	New
2025 New York State Tourism Conference (NYSTC)	New York State Tourism Industry Association (NYSTIA)	4/22/25	4/25/25	Convention	200	273	\$633,750	New
2025 GCBAA Summer Meeting	Golf Course Builders Association of America (GCBAA)	8/3/25	8/6/25	Conference	200	360	\$418,500	New
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/24	8/25/24	Wedding	50	50	\$54,500	New
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/23	10/22/23	Tournament	55	28	\$70,125	New
De Thomas/Fisher Wedding	Lake George Area Weddings	10/18/24	10/19/24	Wedding	175	60	\$110,250	New
Johnson City High School	Carr's Holidays	6/6/24	6/7/24	Group Tour	100	25	\$36,800	New
128 Total Leads				TOTAL:	34,151	29,873	\$45,607,706	

YTD Lost Business

Lead Name	Account Name	Date of Lost Business	EEL Type	Attendees	Rooms	EEL Value	Reason for Loss
2023 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	1/3/23	Special Event	1500	1300	\$3,270,000	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 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	1/3/23	Special Event	1500	1025	\$3,270,000	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.
2024 Gore Mountain Spartan Race	Spartan Race	1/18/23	Tournament	8000	7998	\$9,040,000	Not the right fit this go around
2023 World Pro Ski Tour	World Pro Ski Tour	1/18/23	Tournament	5000	100	\$2,527,500	Not the right year
2023 Camp New York Eastern NY meeting	Camp New York	2/1/23	Trade Show	50	10	\$13,470	Decided to hold the event where they have been doing it for years and not going somewhere new
2023 Centers Health Care	Centers Health Care	2/3/23	SMERF/Reunion	200	450	\$310,800	No Property is able to meet the needs of this group.
2027 Porsche Parade	Porsche Club of America Zone 1 (PCA Zone 1)	2/15/23	Convention	2000	4334	\$10,170,000	Event is too big for area.
2023 Corporate Executive Meeting	Federal Signal Corporation	2/24/23	Board Meeting	70	210	\$152,600	Campground, Michigan
2023 Koushik College Reunion	Koushik College Reunion	3/15/23	SMERF/Reunion	25	42	\$25,900	Decided to go to Stowe VT.
2023 CDA NYS Convention	Catholic Daughters of the Americas New York State (CDANYS)	3/17/23	Convention	125	302	\$384,375	Lost to Saratoga per their website.
2023 October Eventive Productions Meeting	Eventive Productions	3/27/23	Conference	50	170	\$136,250	Board chose the Pecono's.
2023 Houlihan Lokey CF NY Event	Maritz Global Events	3/27/23	Conference	80	240	\$174,400	Changed Dates and is rescheduling.
2024 International Physical Mediums Conference	International Physical Mediums Conference	3/31/23	Convention	125	300	\$253,125	Moving to the Desmond near the Albany Airport due to proximity to the airport.
2025 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	4/3/23	Convention	500	565	\$827,500	Group too big for area. Meeting space is not sufficient.
2023 Moore Family Reunion	Moore Family Reunion	4/11/23	SMERF/Reunion	50	80	\$64,750	Family Reunion will be in the Catskills
2023 BD IQSC Meeting	Becton Dickinson	4/20/23	Convention	266	800	\$817,950	Board decided to not hold a 2023 event.
2024 School's Out Make It Count Conference	New York State Network for Youth Success (NYSNYS)	4/24/23	Convention	300	75	\$222,000	Wanted to stay closer to Albany.
2023 New York Farm Bureau State Annual Meeting	New York Farm Bureau	4/28/23	Conference	350	300	\$362,250	Going to Hudson Valley. Board Preference.
2024 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	5/2/23	Conference	125	390	\$340,625	Board chose The Sheraton in Niagara Falls, NY
2023 NABCEP Staff Retreat	North American Board of Certified Energy Practitioners (NABCEP)	5/3/23	Board Meeting	9	9	\$9,810	Client stopped responding to us. All hotels we recommended did not have this event booked.
May 2023 Sweet 16	May 2023 Sweet 16	5/10/23	Special Event	50	10	\$9,750	Saratoga Hilton
Hardscaper Showcase UpState NY 2024	Techo-Bloc Corp	5/30/23	Trade Show	225	15	\$39,720	Chose another destination. Unable to confirm where.
2023 SunRun Retreat	SunRun Solar	6/12/23	Conference	42	84	\$77,700	CEO was not satisfied with our hotels and the date passed.
2024 Youth Practitioner's Forum	New York Association of Training and Employment Professionals (NYATEP)	6/20/23	Conference	250	300	\$545,000	Board chose Holiday Inn Saratoga Springs
Taconic Leadership Retreat	World Travel Inc	6/28/23	Special Event	11	22	\$17,985	Group has not responded to multiple emails and phone calls.
2023 Celestin Family Reunion	Celestin Family Reunion	7/5/23	SMERF/Reunion	30	30	\$23,310	Never heard back. Sent note to every property and nobody had this group.
2023 New England Beasts	New England Beasts	7/6/23	Tournament	50	30	\$63,750	Staying in Clifton Park
2023 Jones Family Reunion	Jones Family	7/7/23	SMERF/Reunion	30	150	\$46,620	never heard back from client. Property that made offer does not have them booked.
BCWI Womens Retreat	Bals Chana Women International	7/13/23	Other	100	343	\$256,550	Chose a different location.
2024 King of Prussia Ski Trip	King of Prussia Ski Club	7/18/23	SMERF/Reunion	50	72	\$51,800	Going to Greek Peak in Cortland, NY
2023 LG Corporate Mtg	Best Western Worldwide Hotels	7/21/23	Board Meeting	20	40	\$32,700	LG area hotels sold out; Booked in Clifton Park, NY
100X Hospitality Event Rooms	100X Hospitality LLC	7/25/23	Special Event	100	150	\$163,500	No longer in need of rooms
BG Leadership Training	Bid Group Canada	7/31/23	SMERF/Reunion	40	80	\$31,080	chose a location closer to home in Quebec
2023 FAA Managers Meetings	Federal Aviation Administration	8/4/23	Conference	20	80	\$54,500	Contacted the CVB too late. Chose other location.
2023 Summer Institute Retreat	Questar III BOCES	8/7/23	SMERF/Reunion	30	60	\$23,310	Group stopped responded. There is nothing online for event.
2024 Petty Family Reunion	Petty Family Reunion	8/7/23	SMERF/Reunion	30	36	\$54,390	Lack of Hotel Interest. Going to Lake Oneida
Chery Fall Retreat	Chery Industrial	8/7/23	Incentive	40	50	\$45,900	Meeting postponed until next year.
2024 Fall SUNYRA	Sadulo Events	9/4/23	Conference	71	153	\$140,935	Saranac Waterfront Lodge
2024 Annual Fall Conference	Association of Justices of the Supreme Court of the State of NY	9/18/23	Conference	112	336	\$244,160	Hilton Pearl River Hotel
2024 GCBA Summer Meeting	Golf Course Builders Association of America (GCBA)	9/19/23	Conference	200	360	\$418,500	Chose West Coast for 2024. Mychelle asked for 2025 proposals.
2023 Appleman Family Reunion	Appleman Family Reunion	9/20/23	SMERF/Reunion	24	60	\$43,512	Group decided to stay closer to home, "staycation"
2024 Student Group Carr's Holiday Inc	Carr's Holidays	9/27/23	Group Tour	150	150	\$55,200	Decided on Saratoga to stay or just do day trip up here.
Girls Softball Tournament 16U & 18U	Adirondack Sport Complex - The Dome		Tournament	245	240	\$208,250	The dome collapsed due to a snowstorm. Hoping to have it back up and available mid-March 2021
2022 Lake George Music Festival	Lake George Music Festival		Special Event	5000	1800	\$10,035,000	Cancelled, duplicate lead
2023 LEO Weekend	Law Enforcement Officers Weekend (LEO)		Conference	325	460	\$778,500	Internal issues
The Masterpiece Project	The Masterpiece Project		SMERF/Reunion	150	69	\$64,320	The event has been cancelled for 2023. The planner will source for 2024 in spring 2023.
On Scene Fire Rescue Conference and Expo	On Scene Fire-Rescue Conference & Expo		Conference	200	100	\$545,000	Event was cancelled
Beis Ruchel High School Class Trip 2023	Beis Ruchel High School		SMERF/Reunion	330	0	\$24,750	Class decided to not come for their trip, will hopefully return in the future.
<b>48 Lost Business</b>			<b>TOTAL:</b>	<b>28,250</b>	<b>23,980</b>	<b>\$46,468,997</b>	

Pending

Lead Name	Account Name	Meeting Dates	Meeting Dates2	EEl Type	Attendees	Rooms	EEl Value	New/Existing
2023 Komlos Family Reunion	Komlos Family Reunion	7/30/23	8/5/23	SMERF/Reunion	40	120	72520	New
2023 Facchetti Reunion	2023 Facchetti Reunion	8/11/23	8/13/23	SMERF/Reunion	30	20	23310	New
HL Capital Markets Strategy Session	Maritz Global Events	9/11/23	9/13/23	Conference	30	41	49050	New
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/23	10/7/23	Wedding	100	40	100500	New
Women's Leadership Retreat	Integrated Management & Sales Consulting	10/5/23	10/6/23	SMERF/Reunion	25	10	7430	New
Ross-Hixson/Erickson Wedding	Ross-Hixson/Erickson Wedding	10/6/23	10/8/23	Wedding	90	40	94650	New
2023 Long Island Surge	Long Island Surge	10/6/23	10/8/23	Tournament	54	54	68850	New
2023 Wild in the Trees Music and Skate Festival	Mirth Films	10/7/23	10/8/23	Special Event	650	30	274500	Existing
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/23	10/22/23	Tournament	55	28	70125	New
Johnson City High School	Carr's Holidays	6/6/24	6/7/24	Group Tour	100	25	36800	New
2024 Hornell Highschool	Carr's Holidays	6/7/24	6/9/24	Group Tour	100	200	55200	New
2024 GMU Highschool	Carr's Holidays	6/7/24	6/9/24	Group Tour	48	96	26496	New
Casa/Markoe Wedding	Nick Casa/Kristen Markoe Wedding	7/3/24	7/7/24	Wedding	150	200	321250	New
2024 Calabrese Family Reunion	Lake George Area Family Reunions	7/14/24	7/20/24	SMERF/Reunion	70	30	126910	New
2024 Board Retreat	Association of School Business Officials of New York (ASBO)	7/17/24	7/19/24	Board Meeting	20	24	20100	New
2024 Directors Summit	Seattle Study Club	7/18/24	7/21/24	Conference	125	235	228750	New
2024 Glass Family Reunion	Lake George Area Family Reunions	8/2/24	8/4/24	SMERF/Reunion	30	20	23310	New
Griffiths Family Reunion	Lake George Area Family Reunions	8/4/24	8/10/24	SMERF/Reunion	20	35	36260	Existing
2024 C. Smith Family Reunion	C. Smith Family Reunion	8/11/24	8/18/24	SMERF/Reunion	60	210	124320	New
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/24	8/25/24	Wedding	50	50	54500	New
Executive Committee Meeting and Board of Directors Meeting 2024	CME Events, LLC	9/6/24	9/7/24	Board Meeting	40	34	43600	New
2024 Hannaford Leadership Conference	ConferenceDirect	9/25/24	9/27/24	Conference	170	367	396950	Existing
Mastrodomenico/Tosi Wedding	Christina Mastrodomenico/Drew Tosi	10/4/24	10/6/24	Wedding	150	35	140250	New
De Thomas/Fisher Wedding	Lake George Area Weddings	10/18/24	10/19/24	Wedding	175	60	110250	New
2025 Humanities Retreat	Princeton University	1/16/25	1/19/25	SMERF/Reunion	25	42	25900	New
DTN Presidential's Club	DTN	2/25/25	2/27/25	Incentive	50	185	183600	New
2025 NYSPHSAA Boys Basketball Championship	NYSPHSAA (NYS Public High School Athletic Association)	3/20/25	3/23/25	Tournament	9302	445	5821870	Existing
2025 New York State Tourism Conference (NYSTC)	New York State Tourism Industry Association (NYSTIA)	4/22/25	4/25/25	Convention	200	273	633750	New
2025 Rotary New York	Rotary Club of New York #6	4/24/25	4/27/25	Conference	120	180	233600	New
2025 CACI Annual Convention	Catholic Alumni Club International	7/13/25	7/19/25	Convention	80	330	243950	New
2025 GCBAA Summer Meeting	Golf Course Builders Association of America (GCBAA)	8/3/25	8/6/25	Conference	200	360	418500	New
2025 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	9/7/25	9/10/25	Conference	125	382	360000	Existing
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/22/25	9/26/25	Convention	140	220	306250	New
<b>33 Pending Leads</b>				<b>TOTAL:</b>	<b>12,624</b>	<b>4,421</b>	<b>\$10,733,301</b>	

**YTD Trade Show Activity**

<b>Name</b>	<b>Date</b>	<b>Location</b>	<b># Connections</b>	<b># Appointments</b>	<b>Leads</b>	<b>Bookings</b>	<b>EEl Value</b>
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
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 Show	6/8/23	Albany, NY	23	N/A	2	1	\$582,000
Smart Meetings	8/1 - 8/2	New York City, NY	67	15			
Connect Sports	8/22 - 8/24	Minneapolis, MN	65	20			
Connect Meetings	8/22 - 8/24	Minneapolis, MN		18	1		\$396,950
SPORTS The Relationship Conference	9/11-9/14	South Bend, IN	12	12	TBD	TBD	TBD
Small Market Meetings	09/27-29/2023	Cedar Rapids, IA	35	19	TBD	TBD	TBD
Destination East	10/10-10/12	Uncas, CT	25	18	TBD	TBD	TBD
		<b>Total:</b>	<b>537</b>	<b>154</b>	<b>9</b>	<b>1</b>	<b>\$1,113,708</b>