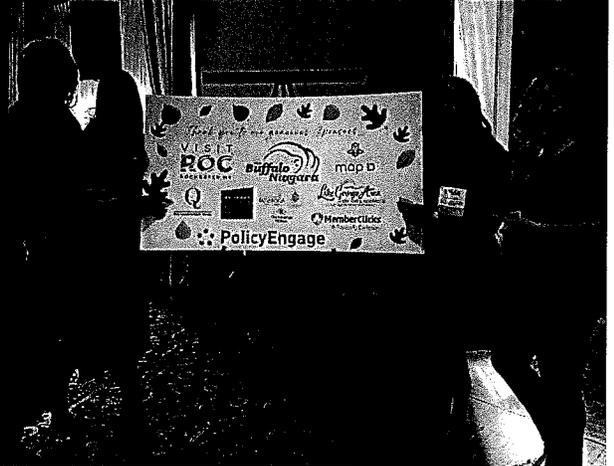


VISIT THE  
*Lake George Area*  
IN NEW YORK'S ADIRONDACKS  
Lake George Regional Convention & Visitors Bureau



# QUARTERLY REPORT

OCTOBER - DECEMBER 2023



Lake George Regional Convention & Visitors Bureau

ADDRESS:  
PO Box 272  
Lake George, NY

CONTACT:  
Phone : 518-668-5755  
Email : [lgrcvb@lakegeorgechamber.com](mailto:lgrcvb@lakegeorgechamber.com)

# Key Performance Indicators

KPI	Q4 2023	2023 Total	2023 % of Target	2023 Year End Target	2022 Total
<b>Leads</b>	39	187	122%	153	118
<b>Bookings</b>	12	95	89%	107	65
<b>Booked Attendees*</b>	1,295	18,667	57%	32,600	25,956
<b>Booked Room Nights</b>	2,183	18,631	108%	17,200	14,987
<b>Economic Impact</b>	\$2,030,450	\$25,094,827	63%	\$40,000,000	\$35,533,211
<b>Meetlakegeorge.com Visits</b>	15,000	74,000	93%	80,000	36,000
<b>Social Media Reach**</b>	125,000	714,306	36%	2,000,000	733,836
<b>Guide Requests</b>	27	110	43%	255	143

\*Major sporting events booked in 2022 for 2023 -2026; impacting greater attendance numbers in 2022 (NYSPHSAA Cross Country, Special Olympics Fall Games).

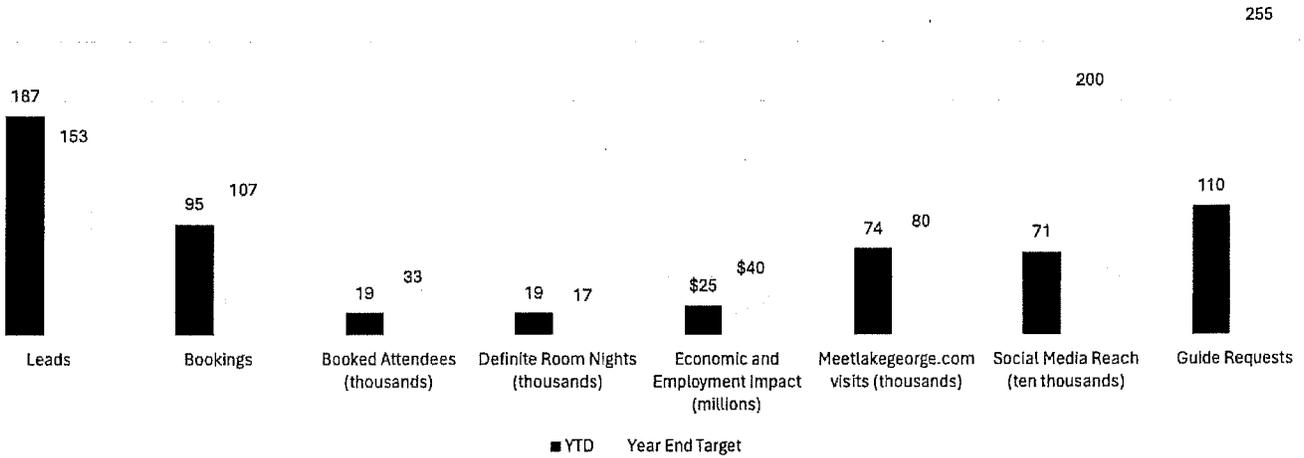
\*\*Updated statistics for Q4 . Meta-based social media analytics changed to organic and paid “reach” vs. impressions, creating a significantly lesser number

*The LGRCVB is pleased to present the Quarterly Report for October 1 - December 31, 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.*

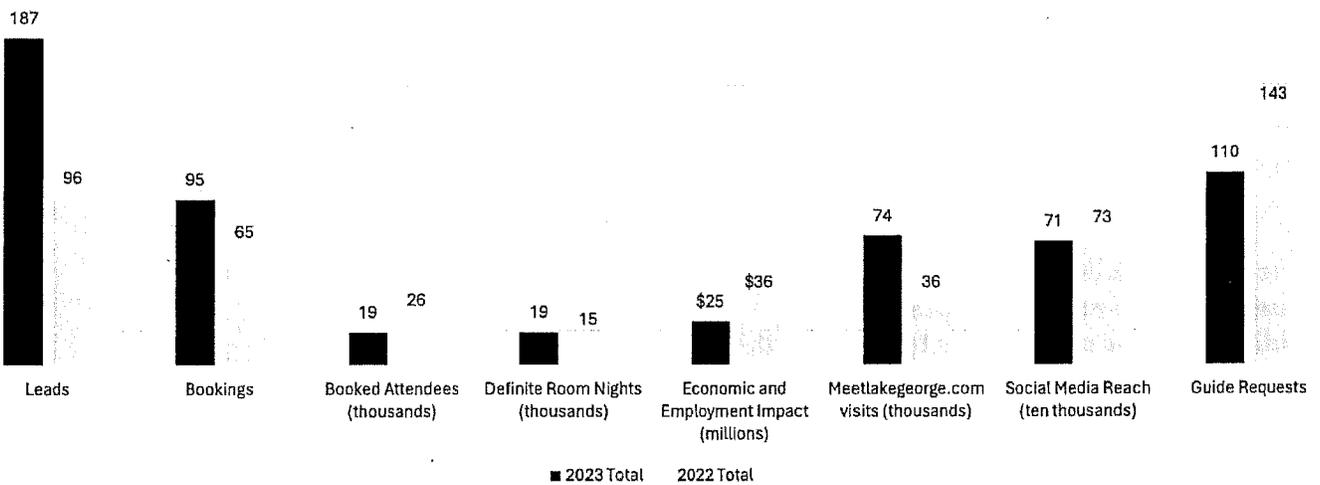
*The Economic and Employment Impact (EEI) serves as the global benchmark for destinations assessing the net influx of new funds into a community resulting from meetings and events. Updated annually, the calculation utilizes data from ten different sources to establish an industry-wide standard specific to our destination, Warren County.*

# A Closer Look

## YTD 2023 vs Year End Target

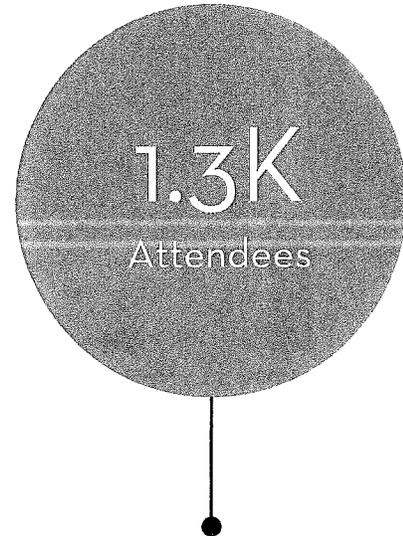


## 2023 Total vs. 2022 Total



# Q4 Highlights

of events that occurred from October 1st to December 31st, 2023



## Launched In-house Wedding Guide

Created and updated an **in-house digital wedding guide** (first edition outsourced in 2020) to drive traffic to website and online contact form to promote weddings in the Lake George Area.

Guide includes **full-service properties, unique venues, attractions, dining options, and wedding services** provided by the LGRCVB.

## Referrals

Provided almost **30 partner referrals to 3 groups** - assisting wedding groups, family reunions, and meeting/event planners.

Referrals included: accommodations, restaurants, activities, and transportation options.

## Group Tour

Connected a bus tour operator out of Schroon Lake, NY with **winter attractions in the Lake George Area** for at least three senior high school trips traveling from Florida.

## NYSPHSAA Girls Volleyball

The New York State Public High School Athletic Association (NYSPHSAA) hosted the **2023 Girls Volleyball State Championships** in November at the **Cool Insuring Arena**. This tournament's press coverage resulted in **\$110,000 advertising value equivalency (AVE)**.

# Sales Activities



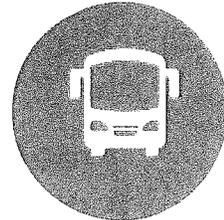
## Meetings & Events

- Hosted **8 meetings** and **3 weddings** during the quarter.
- Booked **12 meetings and conventions** for upcoming business.
- Secured bid for Metro Atlantic Athletic Conference. (MAAC) AD's, SWA's, Head Coaches & MAAC Staff Meeting with **over 50 attendees at The Sagamore Resort in May 2024.**



## Sports

- Hosted **2 sports events** during the quarter.
- Assisted in eliminating third party booking service for **4 tournaments** with **Adirondack Youth Hockey Association (AHYA).**



## Group Tour

- Hosted **1 Group Tour** during the quarter.
- Connected group tour operator, Bowen Arrow Tours, with **Winter's Dream** event managers to secure at least **3 student group trips** to the event.

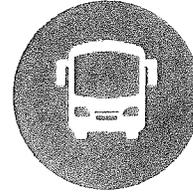
# Trade Show Attendance



## Meetings

Attended **Destination East** Trade Show at Mohegan Sun in Uncas, CT October 11-12th. Had 18 appointments with meeting planners from around the country.

Attended **MPI Regional Business Exchange** in NYC on November 29th. Had 14 speed-dating meetings with regional meeting planners.



## Group Tour

Attended **International Travel Show** in New York City on October 26, 2023. Made 55 connections with regional, national and international operators specifically looking at New York-based destinations.



Meetings Market  
14 Appointments



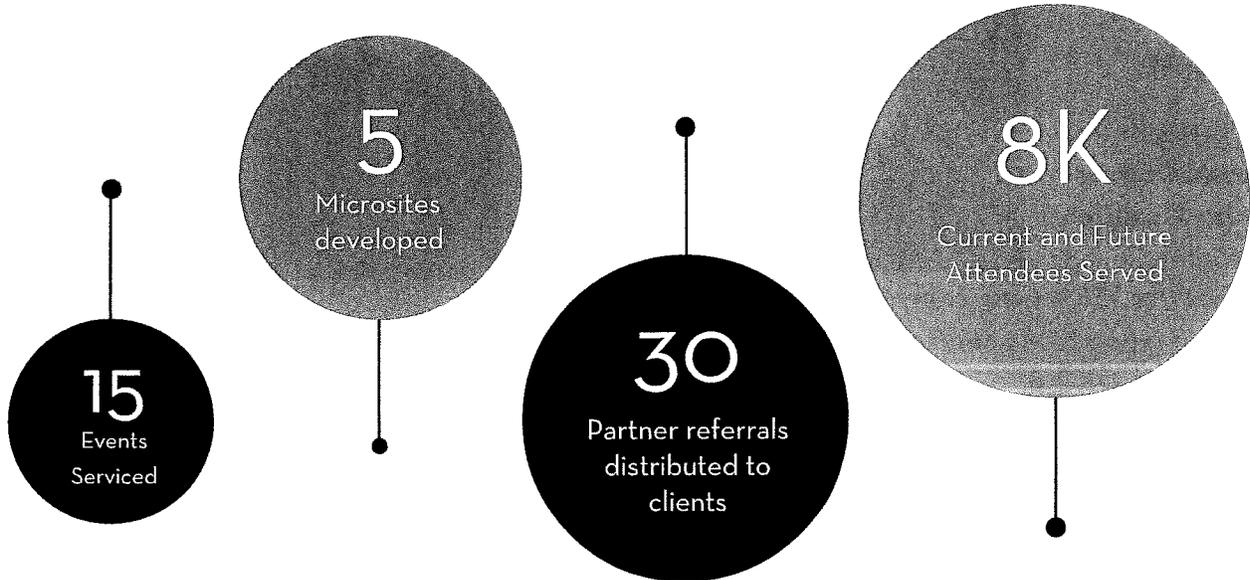
Group Tour Market  
55 Connections



Meetings Market  
18 Appointments

**100+ Connections generated from trade show attendance in Q4**

# Convention Services



## American Nurses Association (ANA)

Provided video content as teaser for upcoming October 2024 conference in the Lake George Area. Also provided the group with a silent auction item with a Lake George theme to be awarded at their 2023 Conference at Turning Stone Casino. Warren County Travel Guides were distributed to attendees for future planning.

## Services

Provided services to **14 groups including: NYSPHSAA Boys Basketball & Girls Volleyball, Northstars Soccer Tournament, Nor'easter Scrabble** - provided welcome signage, partner referrals, press release, social media, promotion, activity planning, and Lake George Area promotional materials.

## Microsites

**Five microsites** developed for booked events with **975 views from visiting attendees**. Provided **900 welcome bags** for those events serviced within the quarter.

*"The swag bags were a big hit and the attendees appreciated the information. This was our first time hosting this group in Lake George, the feedback of the hotel and surrounding area was positive."*

New York State Association of People Supporting Employment



New York Institute of Technology College of Osteopathic Medicine Welcome Bags

# Community & Partners

## Winter's Dream

Worked with the **Warren County Winter Coalition**

on Winter Savings Passport for Winter's Dream event, as well as provided group tour operator contact list for additional reach out.



## Monthly LGRCVB Meetings

Held in-person meetings at various partner venues in **October (Heritage Hall at the Cool Insuring Arena), November (Holiday Inn Resort - Lake George), and December (Lake George Regional Chamber of Commerce & CVB Office) for a total of 33 attendees.**

## Gore Mountain Updates

Gore Mountain unveiled its latest addition, The Bear Cub Quad, which opened to the public on Saturday, December 16, 2023. LGRCVB team attended ceremony to celebrate.



## DRI Steering Committee

The **Downtown Revitalization Initiative (DRI)** in New York State stands as a key pillar in the state's economic development strategy. Its mission is to metamorphose downtown neighborhoods into vibrant hubs, offering an enhanced quality of life while becoming magnets for redevelopment, business, and job creation, and fostering economic and housing diversity.

In collaboration with the Village, the Town established a joint committee comprised of community and government leaders. This dedicated team worked diligently to craft an application for the 2023 Downtown Revitalization Initiative (DRI) funding round that included **LGRCVB representation because of the impact of tourism on the Town/Village of Lake George.**

Exciting news follows, as the Town, in collaboration with the Village, has been honored with the 7th Round of the **\$10 million DRI award for the Capital Region!** The application, recognized for its transformative and ambitious nature, is now available for public viewing on [lakegeorgetown.org](http://lakegeorgetown.org)

# Marketing

15K

website  
visitors

110K

website  
pageviews

## Client and Partner 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*

14% avg click through rate

## On the Blog

*"Group Winter Fun in the Lake George Area"*

*"Girls Volleyball Championship Returns to Cool Insuring Arena"*

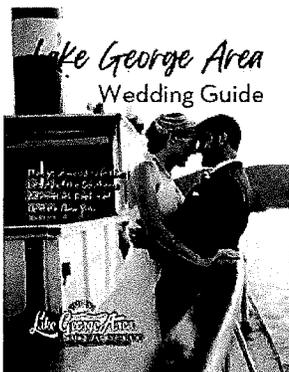
*"LGRCVB Hires Sales and Services Manager"*

*"Stephen Magee Expands Sales Team at LGRCVB"*

*"Embrace the Chill: 5 Winter Themed Corporate Retreat Ideas in the Lake George Area"*

3,200 views

## Wedding Guide



Development of in-house Lake George Area Wedding Guide to promote properties, attractions, dining, and services. New contact form and online analytics created to collect info and conversions.

## Crowdriff Call to Action

Creation of Instagram feed on website homepage with links to updated Wedding Guide, partner websites, Google Maps, and more.



## Media Publication Presence

*Group Tour Magazine, New York Business Journal, New York by Rail, Saratoga/Capital Regional Living, Smart Meetings, Springfield Republican*

# LGRCVB | Q4 2023

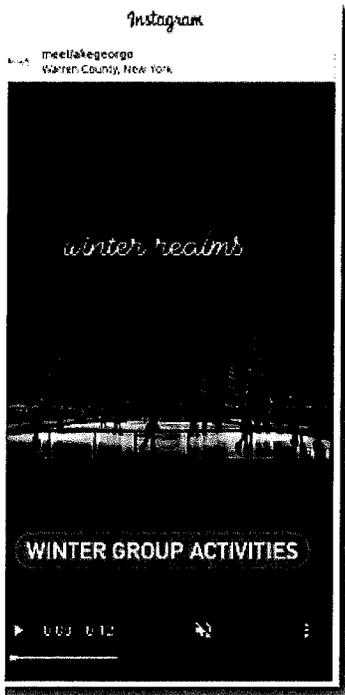
## Social Media

**125K**  
Social Reach

**251**  
Facebook Followers

**1,306**  
Instagram Followers

**Top Social Posts**



### Facebook and Instagram

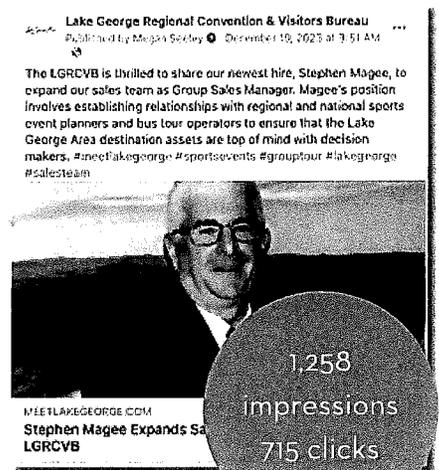
Increase in post reach (1.5K) by 128%, Engagement (+78%), and Content Interactions (+38%) from Q3 to Q4 on Instagram and Facebook.

### LinkedIn

Over 10K organic impressions and 500 page views on LinkedIn with increased blog post sharing and events. Over 800 clicks to events and website.

### Tik Tok

Growth of short form video and audience to over 260 followers (62 new followers in Q4). Over 20K in reached audience (+19K) in Q4. Paid campaign for weddings in the Lake George Area with almost 28K views.



# 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.

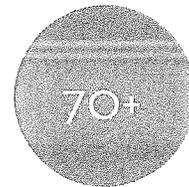
Potential reach gives insight into the number of potential viewers that have been exposed to an event or topic. Articles and Mentions measures media exposure.



Potential Reach



AVE



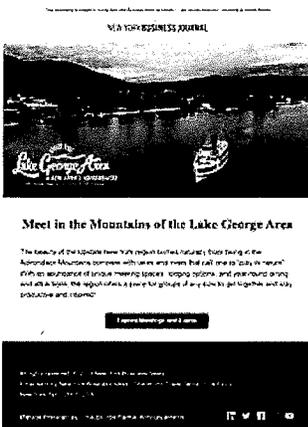
Articles & Mentions

## Top Articles

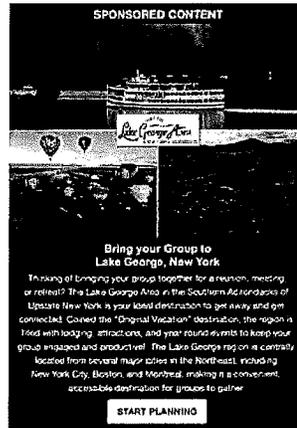
Date	Headline	Publication	Reach	AVE \$
10/1/23	Meet in the Mountains of Lake George, N.Y.	North Star Meetings Group	50,661	\$468
10/15/23	An explanation of the six-class athletic system	The Recorder	8,804	\$81
11/17/23	Five things to know about the State Girls Volleyball Tournament	The Post-Star	218,510	\$2,021
11/18/23	Lake George in the Wintertime: Events pivot after recently warm winters	The Post-Star	218,510	\$2,021
12/8/23	Smart Moves in Denver, Laguna Beach and More	Smart Meetings	21,690	\$200
12/10/23	Winter's Dream: What's inside and behind the latest attraction in Lake George Village	The Post-Star	178,200	\$1,648

# LGRCVB | Q4 2023

## Advertising



Publication:  
New York Business Journal,  
Sponsored E Blast. Market:  
Corp./Assn.  
Analytics:  
47K Sends, 31%  
Open Rate, 133  
Clicks, 0.91% CTR



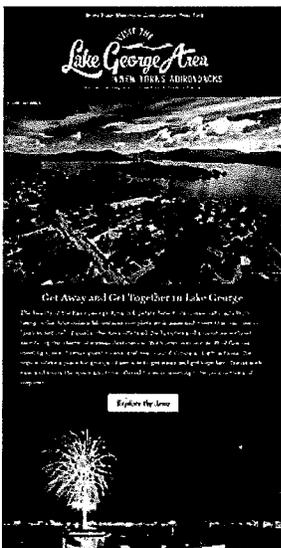
Publication:  
New York by Rail,  
Sponsored Digital  
Newsletter, Market:  
All segments  
Analytics: 10,422  
Sent, 3,825 Opens,  
36.7% Open Rate,  
30 Clicks to  
website



Publication:  
Springfield Republican, Half  
Page Print Ad,  
Market: All  
segments, 40K  
Print and 100K  
Digital circ.



Publication:  
Springfield Republican  
Sponsored E Blast,  
Market: Corp/Assn.,  
Analytics: 3.7K  
Opens, 410 Clicks,  
0.63% CTR



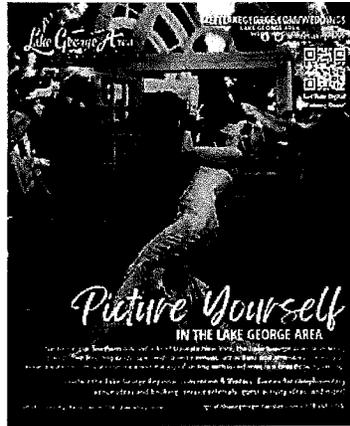
Publication:  
Smart Meetings,  
Email Drip  
campaign, Market:  
Corp/Assn,  
Analytics: 43K  
sent, 19K opened,  
21% Open Rate,  
1185 Clicks, 4.32%  
CTR  
(6x higher CTR  
than industry avg)

# LGRCVB | Q4 2023

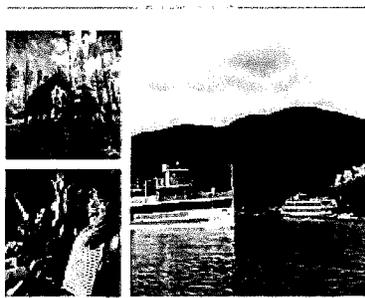
# Advertising



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



Publication:  
Saratoga/Capital  
Region Living  
Magazine, Market:  
Weddings, 21K  
Regional Circulation



### Original Northwest Vacation

The Lake George area is a beautiful destination for a weekend getaway. With its scenic views, historic charm, and outdoor recreation, it's the perfect place to relax and recharge.

With scenic views of the lake and surrounding mountains, the Lake George area is a beautiful destination for a weekend getaway. With its scenic views, historic charm, and outdoor recreation, it's the perfect place to relax and recharge.

With scenic views of the lake and surrounding mountains, the Lake George area is a beautiful destination for a weekend getaway. With its scenic views, historic charm, and outdoor recreation, it's the perfect place to relax and recharge.

Publication:  
Group Tour  
Magazine Market:  
Group Tour, 12.5K  
Circulation

Publication: Group Tour Magazine, Digital  
Banners, Market: Group Tour, Analytics: 1,774  
Sent, 10.6% Open Rate, 1.97% CTR\*, 35 Unique  
Clicks



**Q4 2023 BOOKINGS**

Lead Name	Account Name	Meeting Dates	Meeting Dates -	Location	EEl Type	Attendees	Rooms	EEl Value	New Bus
Ross-Hixson/Erickson Wedding	Ross-Hixson/Erickson Wedding	10/6/2023	10/8/2023	Hampton Inn & Suites	Wedding	90	40	\$ 94,650	Yes
Ross-Hixson/Erickson Wedding	Ross-Hixson/Erickson Wedding	10/6/2023	10/8/2023	Surfside on the Lake	Wedding	90	40	\$ 94,650	Yes
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/2023	10/7/2023	Fort William Henry Hotel	Wedding	100	40	\$ 100,500	Yes
2023 BCWI Womens Retreat	Bais Chana Women International	8/24/2023	8/30/2023	Roaring Brook Ranch Resort	Other	100	343	\$ 256,550	Yes
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	10/20/2024	10/23/2024	Courtyard by Marriott Lake George	Conference	75	190	\$ 156,500	Yes
2023 NYS Trauma-Informed Network & Resource Center Annual Conference	New York State Trauma Informed Network & Resource Center	11/1/2023	11/3/2023	Fort William Henry Hotel	Conference	300	400	\$ 385,500	Yes
AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference	5/28/2024	5/30/2024	The Sagamore Resort	Conference	50	150	\$ 81,750	Yes
2023 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	11/16/2023	11/19/2023	Courtyard by Marriott Lake George	Special Event	200	300	\$ 436,000	Yes
2024 Eastwood Forests	Eastwood Forests	9/24/2024	9/26/2024	The Sagamore Resort	Conference	50	150	\$ 81,750	Yes
2024 Flowcode Meeting	Flowcode	1/17/2024	1/19/2024	The Sagamore Resort	Conference	130	390	\$ 212,550	Yes
2024 NYSRPS Annual Conference	New York State Recreation & Parks Society	4/14/2024	4/16/2024	The Queensbury Hotel	Conference	70	140	\$ 114,450	Yes
St. Peters Health Partners Training/Small Conference Day	St. Peters Health Partners	4/9/2024	4/10/2024	Adirondack Winery	Conference	40	0	\$ 15,600	Yes
<b>12 TOTAL BOOKINGS</b>					<b>TOTAL</b>	<b>1,295</b>	<b>2,183</b>	<b>\$ 2,030,450</b>	

2023 BOOKINGS

Lead Name	Account Name	Meeting Dates - SI	Meeting Dates - E	Location	EI Type	Attendees	Rooms	EI Value	New
2022 Lake George Baseball Invitational	Diamond Kings	7/29/2022	7/31/2022	The Queensbury Hotel	Tournament	450	14	\$445,500	No
Ariel Mistuloff/Jordan Wedding	Mistuloff/Jordan Wedding	6/2/2022	6/7/2022	Surfside on the Lake	Wedding	250	56	\$418,500	Yes
2022 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/28/2022	9/30/2022	The Queensbury Hotel	Conference	50	106	\$61,750	No
2023 Tsao Family Reunion	Tsao Family Reunion	8/2/2023	8/6/2023	Lake George Bear's Den	SMERF/Reunion	25	60	\$32,375	Yes
Shannon Robbins/Ryan Sherry Wedding	Robbins/Sherry Wedding	1/27/2023	1/29/2023	Lodge on Echo Lake	Wedding	150	55	\$84,750	Yes
2022 CNY Soccer Club	CNY Premier Soccer Club	10/21/2022	10/23/2022	Six Flags Great Escape	Tournament	300	25	\$160,200	Yes
Riley Catone/Joseph Yager Wedding	Catone/Yager Wedding	10/20/2023	10/22/2023	Holiday Inn Resort	Wedding	180	130	\$273,300	Yes
2023 Retreat	iTech US, Inc.	5/5/2023	5/7/2023	Six Flags Great Escape Lodge & Indoor Waterpark	Conference	52	40	\$85,020	Yes
2023 Varlamos Family Reunion	Varlamos Family Reunion	8/26/2023	8/29/2023	The Lodges at Bolton Landing	SMERF/Reunion	20	45	\$20,720	Yes
2023 Queensbury Athletic Hall of Fame	Queensbury Athletic Hall of Fame	10/14/2023	10/15/2023	Courtyard by Marriott Lake George	SMERF/Reunion	195	0	\$29,250	Yes
2023 Kayak Bass Fishing Tournament	Kayak Bass Fishing	5/18/2023	5/22/2023	Fish307.com	Special Event	200	320	\$422,500	Yes
2023 Raymond Travels	Raymond Travels	9/3/2023	9/4/2023	Lake George Regional Chamber of Commerce & CVB	Group Tour	56	30	\$20,608	Yes
2023 Trans-Bridge Tours Inc.	Trans-Bridge Tours Inc.	10/9/2023	10/11/2023	Courtyard by Marriott Lake George	Group Tour	50	50	\$27,600	Yes
2023 Winterfest	Americade	1/6/2023	1/8/2023	Fort William Henry Hotel	Special Event	2000	250	\$3,270,000	No
Falcicchio/Powell Wedding	Falcicchio/Powell Wedding	7/27/2023	7/30/2023	The Sagamore Resort	Wedding	100	225	\$218,000	Yes
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/2023	7/16/2023	The Inn at Elowest	Wedding	55	75	\$58,425	Yes
2023 Fall Board Retreat	New York Association for the Education of Young Children (NYAEYC)	10/13/2023	10/15/2023	Fort William Henry Hotel	Board Meeting	30	30	\$46,950	Yes
Ross-Hixson/Erickson Wedding	Ross-Hixson/Erickson Wedding	10/8/2023	10/8/2023	Surfside on the Lake	Wedding	90	40	\$94,650	Yes
AYAH Thunder & Lightning Tournament	Adirondack Youth Hockey (AYHA)	2/24/2023	2/26/2023	Glens Falls Recreation Center	Tournament	250	450	\$489,750	No
NYCWC Conference	NYCWC	4/13/2023	4/15/2023	Fort William Henry Hotel	Convention	175	150	\$224,675	Yes
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	\$26,490	No
Livonia Middle High School Senior Trip Class of '23	Livonia Middle High School Class of 2023	6/9/2023	6/11/2023	Surfside on the Lake	SMERF/Reunion	76	46	\$29,796	Yes
2023 Annual School Attorney Law Conference	New York State School Boards Association (NYSBA)	6/2/2023	6/4/2023	The Sagamore Resort	Conference	100	100	\$183,500	No
2023 Six Flags Summer Fun	Camp Kayle	7/4/2023	7/5/2023	Best Western of Lake George	SMERF/Reunion	176	68	\$91,168	Yes
2023 DAV Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/2023	3/12/2023	The Queensbury Hotel	SMERF/Reunion	78	50	\$60,606	Yes
2023 NYS Senior Women's Bowling Tournament -Week 1	New York State USBC	8/18/2023	8/20/2023	KingPins Alley Family Fun Center	Tournament	450	500	\$445,500	Yes
DELLA Auto Group Annual Meeting	DELLA Auto Group	2/10/2023	2/12/2023	The Sagamore Resort	Conference	150	146	\$245,250	Yes
Mucha/Eaglestone Wedding	Mucha/Eaglestone Wedding	6/16/2023	6/18/2023	Blue Water Manor	Wedding	115	30	\$119,775	Yes
DeNicola/Jacovino Wedding	John DeNicola/Danielle Jacovino Wedding	7/23/2023	7/23/2023	The Inn at Elowest	Wedding	105	50	\$171,675	Yes
2023 Department of NY Gold Star Mothers 86th Convention	American Gold Star Mothers, Inc.	4/27/2023	4/30/2023	Holiday Inn Resort	Convention	150	120	\$215,000	No
2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/2023	7/16/2023	Holiday Inn Express & Suites Queensbury - Lake George Area	Tournament	600	1400	\$1,932,000	No
2023 NYAPSE Conference	New York Association of People Supporting Employment	11/6/2023	11/8/2023	Fort William Henry Hotel	Conference	250	320	\$277,500	Yes
2023 August Garden State Getaways	Garden State Getaways	8/23/2023	8/24/2023	The Queensbury Hotel	Group Tour	56	112	\$20,608	Yes
2024 September 19th-22 Garden State Getaways Bus Tour	Garden State Getaways	9/19/2024	9/22/2024	The Queensbury Hotel	Group Tour	56	168	\$41,216	Yes
2023 July Twin Travel Concepts Bus Tour	Twin Travel Concepts	7/18/2023	7/21/2023	The Queensbury Hotel	Group Tour	56	188	\$41,216	Yes
2023 September Bus Tour Twin Travel Concepts	Twin Travel Concepts	9/14/2023	9/15/2023	The Queensbury Hotel	Group Tour	56	56	\$20,608	Yes
2023 Widow/Widowers Retreat	Widow/Widowers Retreat Lake George	6/8/2023	6/11/2023	Trekker	SMERF/Reunion	20	90	\$20,720	Yes
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/2023	10/7/2023	Fort William Henry Hotel	Wedding	100	40	\$100,500	Yes
Zonta District 2 Spring Workshop	Zonta District 2	5/19/2023	5/21/2023	Courtyard by Marriott Lake George	Conference	100	20	\$111,000	Yes
Town of East Fishkill Seniors	Town of East Fishkill Seniors	8/16/2023	8/16/2023	Lake George Steamboat Company	SMERF/Reunion	54	54	\$19,968	Yes
2023 June Bus Tour	Tours of Distinction	8/18/2023	8/21/2023	The Queensbury Hotel	Group Tour	25	75	\$18,400	Yes
2023 August Bus Tour	Tours of Distinction	8/22/2023	8/23/2023	The Queensbury Hotel	Group Tour	56	25	\$20,608	Yes
12th Workshop on Sensitivity Analysis and Data Assimilation in Meteorology and Oceanography	GESTAR II	5/12/2024	5/17/2024	Fort William Henry Hotel	Conference	70	275	\$197,400	Yes
2023 NYS Conference of Mayors and Municipal Officials	NYS Conference of Mayors	5/17/2023	5/19/2023	The Sagamore Resort	Conference	350	356	\$391,650	Yes
2023 Lake George Music Festival	Lake George Music Festival	8/6/2023	8/17/2023	Fort William Henry Hotel	Special Event	200	110	\$510,000	No
2023 Lake George Triathlon	Alpha Win Lake George Triathlon	9/1/2023	9/3/2023	Lake George Regional Chamber of Commerce & CVB	Tournament	1200	1160	\$1,644,000	No
2024 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	5/14/2024	5/16/2024	Courtyard by Marriott Lake George	Conference	200	130	\$222,000	Yes
2023 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/23/2023	6/25/2023	Lake George Regional Convention & Visitors Bureau	Trade Show	65	130	\$40,495	Yes
2023 Wilderness and Wellness CME Conference	New York Institute of Technology College of Osteopathic Medicine	10/16/2023	10/19/2023	The Sagamore Resort	SMERF/Reunion	125	246	\$97,852	Yes
63rd Annual ASD Convention	The American Society of Dowers	6/7/2023	6/11/2023	Home2 Suites by Hilton	Convention	200	100	\$413,750	Yes
Public Employee Risk Management Association Conference	Public Employee Risk Management Association (PERMA)	5/10/2023	5/12/2023	The Sagamore Resort	Conference	250	395	\$377,250	Yes
2023 NED WESTERN Regional Convention & Contests	NE District Barbershop Harmony Society	4/28/2023	4/30/2023	Home2 Suites by Hilton	Special Event	400	220	\$409,000	No
2023 Krewe of Amalee	Krewe of Amalee	9/21/2023	9/24/2023	The Sagamore Resort	SMERF/Reunion	60	96	\$62,160	Yes
Curren/Ott Wedding	Valerie Curren/Mike Ott	6/24/2023	6/26/2023	Surfside on the Lake	Wedding	200	125	\$222,000	Yes
2024 Yarborough Davis Family Reunion	Yarborough Davis Family Reunion	7/19/2024	7/21/2024	Fairfield Inn & Suites Queensbury - Lake George Area	SMERF/Reunion	120	80	\$46,320	Yes
Matt Alverson/Tabitha McGills Wedding	Alverson/McGill Wedding	7/14/2023	7/15/2023	The Queensbury Hotel	Wedding	140	25	\$72,100	Yes
2023 SUNYFAP Conference	SUNY Financial Aid Professionals	4/25/2023	4/28/2023	The Queensbury Hotel	Conference	100	165	\$302,000	Yes
2023 WINDO Conference	Wholesale Independent National Distributors Organization (WINDO)	9/9/2023	9/14/2023	The Sagamore Resort	Conference	145	475	\$379,650	Yes
2023 NYATEP Board Retreat	New York Association of Training and Employment Professionals (NYATEP)	6/14/2023	6/15/2023	Silver Bay YMCA Conference & Family Retreat Ctr.	Board Meeting	25	18	\$27,250	Yes
2024 ESSA Safety Education Meeting	Empire State Safety Association (ESSA)	4/10/2024	4/11/2024	Courtyard by Marriott Lake George	Convention	60	30	\$44,400	Yes
2024 Beyond Horizons Tour	Beyond Horizons Tour & Travel	9/19/2024	9/20/2024	Holiday Inn Express & Suites Queensbury - Lake George Area	Group Tour	50	25	\$9,200	Yes
2023 CSEA Local Presidents Meeting	CSEA State Operations	6/20/2023	6/23/2023	Courtyard by Marriott Lake George	Conference	75	111	\$123,600	Yes
2023 CSEA Education & Programs Committee	CSEA State Operations	6/8/2023	6/10/2023	Surfside on the Lake	Conference	130	208	\$181,050	Yes
2023 CSEA Region 1	CSEA State Operations	6/4/2023	6/6/2023	Fort William Henry Hotel	Conference	135	270	\$173,475	Yes
2023 Scrabble Tournament	Nor'easter Scrabble	10/12/2023	10/15/2023	Surfside on the Lake	Special Event	140	240	\$221,200	No
2023 Annual Meeting	The Business Council of NYS, Inc.	9/18/2023	9/22/2023	The Sagamore Resort	Conference	200	200	\$405,000	No
2023 Diamond Kings	Diamond Kings	7/28/2023	7/30/2023	Moreau Rec Park - Harry J Betar Rec Park	Tournament	288	576	\$387,200	Yes
2023 BCWI Womens Retreat	Bals Chana Women International	8/24/2023	8/30/2023	Roaring Brook Ranch Resort	Other	100	343	\$256,550	Yes
War on the Water	War on the Water Boxing	7/22/2023	7/22/2023	Charles R. Wood - Festival Commons Park	Tournament	400	20	\$70,250	No
Casa/Markoe Wedding	Nick Casa/Kristen Markoe Wedding	7/3/2024	7/7/2024	Bayside Resort	Wedding	150	160	\$321,250	Yes
2024 New York Land Conservation Conference	Land Trust Alliance	4/30/2024	5/2/2024	The Queensbury Hotel	Conference	300	97	\$288,900	Yes

SK Capital Partners Volunteer Opportunity	SK Capital Partners	9/11/2023	9/14/2023	The Sagamore Resort	Conference	200	137	\$910,000	Yes
2023 Burkes Christian Tour	Christian Tours/Burke International Tours	7/27/2023	7/28/2023	Hampton Inn & Suites	Group Tour	35	35	\$12,880	Yes
2023 Camp Morris Summer Trip	Camp Morris	8/20/2023	8/21/2023	Home2 Suites by Hilton	SMERF/Reunion	100	25	\$51,800	Yes
2023 NYS SSWA 58th Annual State Conference	New York State School Social Workers' Association	11/2/2023	11/3/2023	The Sagamore Resort	Conference	100	160	\$123,000	Yes
2023 Adirondack Thunder Fire on Ice	Adirondack Youth Hockey (AYHA)	11/10/2023	11/12/2023	Cool Insuring Arena	Tournament	200	400	\$255,000	No
23th Annual Northstars Winter Classic	Adirondack Youth Hockey (AYHA)	1/11/2024	1/15/2024	Cool Insuring Arena	Tournament	860	2420	\$1,827,500	No
2024 Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey (AYHA)	1/19/2024	1/21/2024	Cool Insuring Arena	Tournament	300	600	\$382,500	No
2024 Adirondack Thunder and Lightning Tournament	Adirondack Youth Hockey (AYHA)	2/23/2024	2/25/2024	Cool Insuring Arena	Tournament	180	360	\$229,500	No
2023 Kempler Summer Trip	Camp Morris	8/13/2023	8/14/2023	Home2 Suites by Hilton	SMERF/Reunion	60	15	\$31,080	Yes
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	10/20/2024	10/23/2024	Courtyard by Marriott Lake George	Conference	75	190	\$156,500	Yes
2023 2nd Annual Cauldron Cup 7v7 Tournament	North Stars Soccer Club	10/20/2023	10/22/2023	Courtyard by Marriott Lake George	Tournament	1500	50	\$758,250	Yes
2023 North Country Leadership Summit	Adirondack Health Institute	9/27/2023	9/28/2023	Courtyard by Marriott Lake George	Conference	200	46	\$183,000	Yes
2023 NYS DOT- Geotechnical Engineering Conference	New York State Department of Transportation	10/3/2023	10/5/2023	Fort William Henry Hotel	Conference	20	40	\$32,700	Yes
SpyderQuest 2023	SpyderQuest	9/5/2023	9/9/2023	Six Flags Great Escape Lodge & Indoor Waterpark	Special Event	300	140	\$600,500	Yes
USDA Rural Development State Conference	USDA Rural Development	9/20/2023	9/22/2023	Fort William Henry Hotel	Conference	65	189	\$104,175	Yes
Negotiations Team	United University Professions	11/3/2023	11/5/2023	The Sagamore Resort	Conference	17	34	\$27,795	Yes
De Thomas/Fisher Wedding	Lake George Area Weddings	10/18/2024	10/19/2024	Fort William Henry Hotel	Wedding	175	60	\$110,250	Yes
2023 NYS Trauma-Informed Network & Resource Center Annual Conference	New York State Trauma Informed Network & Resource Center	11/1/2023	11/3/2023	Fort William Henry Hotel	Conference	300	400	\$385,500	Yes
AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference	5/28/2024	5/30/2024	The Sagamore Resort	Conference	50	150	\$81,750	Yes
2023 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	11/16/2023	11/19/2023	Courtyard by Marriott Lake George	Special Event	200	300	\$436,000	Yes
2024 Eastwood Forests	Eastwood Forests	9/24/2024	9/26/2024	The Sagamore Resort	Conference	50	150	\$81,750	Yes
2024 Flowcode Meeting	Flowcode	1/17/2024	1/19/2024	The Sagamore Resort	Conference	130	390	\$212,550	Yes
2024 NYSRPS Annual Conference	New York State Recreation & Parks Society	4/14/2024	4/16/2024	The Queensbury Hotel	Conference	70	140	\$114,450	Yes
St. Peters Health Partners Training/Small Conference Day	St. Peters Health Partners	4/9/2024	4/10/2024	Adirondack Winery	Conference	40	0	\$15,600	Yes
<b>85 TOTAL BOOKINGS</b>					<b>TOTAL</b>	<b>18,667</b>	<b>18,631</b>	<b>\$25,094,827</b>	

**Q4 EVENTS SERVICED**

Event Name	Account	Meeting Dates	Location	EET Type	Attendees	Rooms	EET Value	New B
2023 NYS DOT - Geotechnical Engineering Conference	New York State Department of Transportation	October 3-5, 2023	Fort William Henry Hotel	Conference	20	40	\$ 32,700	Yes
Jeff Bourbon/Tammy Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	October 5-7, 2023	Fort William Henry Hotel	Wedding	40	10	\$ 100,500	Yes
2023 Scrabble Tournament	Nor'easter Scrabble	October 12-15, 2023	Surfside on the Lake	Special Event	80	150	\$ 221,200	No
2023 Wilderness and Wellness CME Conference	New York Institute of Technology College of Osteopathic Medicine	October 16-19, 2023	The Sagamore Resort	SMERF/Reunion	82	246	\$ 97,852	Yes
2023 2nd Annual Cauldron Cup 7v7 Tournament	North Stars Soccer Club	October 20-22, 2023	Courtyard by Marriott Lake George	Tournament	150	0	\$ 758,250	No
2023 Trauma-Informed Network & Resource Center Annual Conference	New York State Trauma Informed Network & Resource Center	November 1-3, 2023	Fort William Henry Hotel	Conference	200	400	\$ 385,500	Yes
2023 NYSSSWA 58th Annual State Conference	New York State School Social Workers' Association (NYSSSWA)	November 2-3, 2023	The Sagamore Resort	Conference	80	160	\$ 123,000	Yes
Negotiations Team	United University Professions	November 3-5, 2023	The Sagamore Resort	Conference	17	34	\$ 27,795	No
2023 NYAPSE Conference	New York Association of People Supporting Employment	November 6-8, 2023	Fort William Henry Hotel	Conference	125	322	\$ 277,500	Yes
Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	November 16-19, 2023	Courtyard by Marriott Lake George	Special Event	200	0	\$ 436,000	Yes
NYSPHSAA (NYS Public High School Athletic Association) Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association) Girls Volleyball Championships	November 17-29, 2023	Cool Insuring Arena	Tournament	4,500	234	\$ 2,175,000	No
NYSPHSAA (NYS Public High School Athletic Association) Boys Basketball Championships	NYSPHSAA (NYS Public High School Athletic Association) Boys Basketball Championships	March 14-17, 2024	Cool Insuring Arena	Tournament	3,000	613	\$ 1,476,600	No
St. Peters Health Partners Training/Small Conference	St. Peters Health Partners	April 9-10, 2024	Adirondack Winery	Conference	0	0	\$ 15,600	Yes
2024 NYS RPS Annual Conference	New York State Recreation & Parks Society	April 14-16, 2024	The Queensbury Hotel	Conference	70	140	\$ 114,450	Yes
12th Workshop on Sensitivity Analysis & Data Assimilation in Meteorology & Oceanography	GESTAR II	May 12-17, 2024	Fort William Henry Hotel	Conference	55	275	\$ 197,400	Yes
<b>15 TOTAL EVENTS SERVICED</b>				<b>TOTAL</b>	<b>8,619</b>	<b>2,624</b>	<b>\$ 6,439,347</b>	

### Q4 LEADS

Lead Name	Account Name	Meeting Dates - f	Meeting Dates - f	EEl Type	Attendees	Rooms	EEl Value	New B
2022 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/28/2022	9/30/2022	Conference	50	106	\$81,750	No
2023 Facchetti Reunion	2023 Facchetti Reunion	8/11/2023	8/13/2023	SMERF/Reunion	30	20	\$23,310	Yes
Ross-Hixson/Erickson Wedding	Ross-Hixson/Erickson Wedding	10/6/2023	10/8/2023	Wedding	90	40	\$94,650	Yes
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/2023	10/7/2023	Wedding	100	40	\$100,500	Yes
Women's Leadership Retreat	Integrated Management & Sales Consulting	10/5/2023	10/6/2023	SMERF/Reunion	19	10	\$9,842	Yes
HL Capital Markets Strategy Session	Maritz Global Events	9/11/2023	9/13/2023	Conference	30	41	\$49,050	Yes
2023 BCWI Womens Retreat	Bais Chana Women International	8/24/2023	8/30/2023	Other	100	343	\$256,550	Yes
2025 Humanities Retreat	Princeton University	1/16/2025	1/19/2025	SMERF/Reunion	25	42	\$25,900	Yes
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	10/20/2024	10/23/2024	Conference	75	190	\$156,500	Yes
Executive Committee Meeting and Board of Directors Meeting 2024	CME Events, LLC	9/6/2024	9/7/2024	Board Meeting	40	34	\$43,600	Yes
Griffiths Family Reunion	Lake George Area Family Reunions	8/4/2024	8/10/2024	SMERF/Reunion	20	35	\$36,260	Yes
2024 Hornell Highschool	Carr's Holidays	6/7/2024	6/9/2024	Group Tour	100	200	\$55,200	Yes
2024 GMU Highschool	Carr's Holidays	6/7/2024	6/9/2024	Group Tour	48	96	\$26,496	Yes
2024 Hannaford Leadership Conference	ConferenceDirect	9/25/2024	9/27/2024	Conference	170	367	\$396,950	No
2023 NYS Trauma-Informed Network & Resource Center Annual Conference	New York State Trauma Informed Network & Resource Center	11/1/2023	11/3/2023	Conference	300	400	\$385,500	Yes
DTN Presidential's Club	DTN	2/25/2025	2/27/2025	Incentive	50	185	\$183,600	Yes
2024 Lake George Music Festival Housing	Lake George Music Festival	8/11/2024	8/23/2024	Special Event	25	325	\$177,125	No
AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference	5/28/2024	5/30/2024	Conference	50	150	\$81,750	Yes
Quadballfest	US Quadball (USQ)	10/18/2024	10/25/2024	Tournament	100	800	\$340,000	No
2024 Battle by Saratoga	AAU Baseball	5/25/2024	5/27/2024	Tournament	650	680	\$1,199,250	Yes
2023 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	11/16/2023	11/19/2023	Special Event	200	300	\$436,000	Yes
2024 Eastwood Forests	Eastwood Forests	9/24/2024	9/26/2024	Conference	50	150	\$81,750	Yes
2024 Flowcode Meeting	Flowcode	1/17/2024	1/19/2024	Conference	130	390	\$212,550	Yes
2024 Warthogs Motorcycle Club	Warthogs Motorcycle Club	8/16/2024	8/17/2024	SMERF/Reunion	80	60	\$34,080	Yes
2024 NYSRPS Annual Conference	New York State Recreation & Parks Society	4/14/2024	4/16/2024	Conference	70	140	\$114,450	Yes
"Fate" Movie Filming	Adirondack Film Commission	3/17/2024	4/30/2024	Other	70	3,150	\$1,716,750	Yes
Paper & Bd Packing Co. Sales Meeting	Meetings Unlimited	5/5/2024	5/9/2024	Conference	120	320	\$327,000	Yes
Weeks/Sheets Wedding	Lake George Area Weddings	10/5/2024	10/6/2024	Wedding	210	110	\$165,900	Yes
2024 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/29/2024	6/30/2024	Trade Show	65	0	\$35,620	No
2024 Annual Conference	Rural Community College Alliance (RCCA)	9/18/2024	9/20/2024	Conference	150	300	\$192,750	Yes
Mauk/Janadey Wedding	Lake George Area Weddings	9/6/2024	9/7/2024	Wedding	100	100	\$74,000	No
Camp CHEN-A-WANDA - CIT's Lake George July 29th 2024	LM Media Worldwide. LLC	7/29/2024	7/31/2024	Group Tour	14	28	\$7,728	Yes
Camp Lenox July 2024 Lake George	LM Media Worldwide. LLC	7/28/2024	7/30/2024	Group Tour	18	36	\$9,936	Yes
2024 New York Women in Law Enforcement	ConferenceDirect	10/15/2024	10/18/2024	Convention	175	245	\$276,500	Yes
St. Peters Health Partners Training/Small Conference Day	St. Peters Health Partners	4/9/2024	4/10/2024	Conference	40	0	\$15,600	Yes
2024 Firefighters Training in Lake George	Firefighters Association of the State of New York (FASNY)	5/22/2024	5/25/2024	Convention	200	800	\$436,000	Yes
2024 National Grid Conference	National Grid	5/14/2024	5/15/2024	Conference	170	340	\$185,300	Yes
2024 ESLETS Conference	New York State Police	5/8/2024	5/9/2024	Conference	130	260	\$260,700	Yes
Yavneh Academy School Trip	Yavneh Academy	6/3/2024	6/5/2024	SMERF/Reunion	100	68	\$59,300	Yes
<b>39 TOTAL LEADS</b>				<b>TOTAL</b>	<b>4,164</b>	<b>10,901</b>	<b>\$8,365,697</b>	

## 2023 LEADS

Lead Name	Account Name	Meeting Dates St	Meeting Dates (E	EI Type	Attendees	Rooms	EI Value	New
Girls Softball Tournament 16U & 18U	Adirondack Sport Complex - The Dome	12/11/2020	12/12/2020	Tournament	245	240	\$208,250	No
2024 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	8/24/2024	8/28/2024	Conference	125	390	\$340,625	Yes
2022 Lake George Baseball Invitational	Diamond Kings	7/29/2022	7/31/2022	Tournament	450	14	\$445,500	No
2023 New York Farm Bureau State Annual Meeting	New York Farm Bureau	12/4/2023	12/6/2023	Conference	350	300	\$362,250	Yes
2022 Lake George Music Festival	Lake George Music Festival	8/10/2022	8/18/2022	Special Event	5,000	1,800	\$10,035,000	No
Ariel Mistuloff/Andre Jordan Wedding	Mistuloff/Jordan Wedding	6/2/2022	6/7/2022	Wedding	250	56	\$418,500	Yes
2022 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/28/2022	9/30/2022	Conference	50	106	\$81,750	No
2023 Corporate Executive Meeting	Federal Signal Corporation	9/25/2023	9/28/2023	Board Meeting	70	210	\$152,600	Yes
2024 Gore Mountain Spartan Race	Spartan Race	5/31/2024	6/3/2024	Tournament	8,000	7,998	\$9,040,000	Yes
2023 CDA NYS Convention	Catholic Daughters of the Americas New York State (CDANYS)	5/3/2023	5/7/2023	Convention	125	302	\$384,375	Yes
2023 Moore Family Reunion	Moore Family Reunion	6/17/2023	6/21/2023	SMERF/Reunion	50	80	\$64,750	Yes
2023 Tsao Family Reunion	Tsao Family Reunion	8/2/2023	8/6/2023	SMERF/Reunion	25	60	\$32,375	Yes
Shannon Robbins/Ryan Sherry Wedding	Robbins/Sherry Wedding	1/27/2023	1/28/2023	Wedding	150	55	\$84,750	Yes
2023 Celestin Family Reunion	Celestin Family Reunion	6/30/2023	7/2/2023	SMERF/Reunion	30	30	\$23,310	Yes
2023 Jones Family Reunion	Jones Family	7/11/2023	7/16/2023	SMERF/Reunion	30	150	\$46,620	Yes
2023 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	8/3/2023	8/6/2023	Special Event	1,500	1,300	\$3,270,000	No
2022 CNY Soccer Club	CNY Premier Soccer Club	10/21/2022	10/23/2022	Tournament	300	25	\$160,200	Yes
Riley Catone/Joseph Yager Wedding	Catone/Yager Wedding	10/20/2023	10/22/2023	Wedding	180	130	\$273,300	Yes
2023 Summer Institute Retreat	Questar III BOCES	8/6/2023	8/8/2023	SMERF/Reunion	30	60	\$23,310	Yes
2023 LEO Weekend	Law Enforcement Officers Weekend (LEO)	6/8/2023	6/11/2023	Conference	325	460	\$778,500	No
2023 Retreat	iTech US, Inc.	5/5/2023	5/7/2023	Conference	52	40	\$85,020	Yes
2023 NABCEP Staff Retreat	North American Board of Certified Energy Practitioners (NABCEP)	5/1/2023	5/2/2023	Board Meeting	9	9	\$9,810	Yes
2023 Varlamos Family Reunion	Varlamos Family Reunion	6/26/2023	6/29/2023	SMERF/Reunion	20	45	\$20,720	Yes
2023 Facchetti Reunion	2023 Facchetti Reunion	8/11/2023	8/13/2023	SMERF/Reunion	30	20	\$23,310	Yes
2023 World Pro Ski Tour	World Pro Ski Tour	3/3/2023	3/5/2023	Tournament	5,000	100	\$2,527,500	Yes
2023 Queensbury Athletic Hall of Fame	Queensbury Athletic Hall of Fame	10/14/2023	10/15/2023	SMERF/Reunion	195	0	\$29,250	Yes
2023 Kayak Bass Fishing Tournament	Kayak Bass Fishing	5/18/2023	5/22/2023	Special Event	200	320	\$422,500	Yes
2023 New England Beasts	New England Beasts	7/21/2023	7/23/2023	Tournament	50	30	\$63,750	Yes
2023B Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	5/11/2023	5/14/2023	Special Event	1,500	1,025	\$3,270,000	No
2023 Raymond Travels	Raymond Travels	9/3/2023	9/4/2023	Group Tour	56	30	\$20,608	Yes
The Masterpiece Project	The Masterpiece Project	4/20/2023	4/23/2023	SMERF/Reunion	150	69	\$64,320	Yes
2023 Camp New York Eastern NY meeting	Camp New York	3/27/2023	3/28/2023	Trade Show	50	10	\$13,470	Yes
2023 Trans-Bridge Tours Inc.	Trans-Bridge Tours Inc.	10/9/2023	10/11/2023	Group Tour	50	50	\$27,600	Yes
2023 Winterfest	Americade	1/6/2023	1/8/2023	Special Event	2,000	250	\$3,270,000	No
2025 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	10/23/2025	10/26/2025	Convention	500	565	\$827,500	Yes
Falcicchio/Powell Wedding	Falcicchio/Powell Wedding	7/27/2023	7/30/2023	Wedding	100	225	\$218,000	Yes
On Scene Fire Rescue Conference and Expo	On Scene Fire-Rescue Conference & Expo	3/29/2023	4/2/2023	Conference	200	100	\$545,000	Yes
Gargiulo/Ernest Wedding	Gargiulo/Ernest Wedding	7/14/2023	7/16/2023	Wedding	55	75	\$58,425	Yes
2023 Fall Board Retreat	New York Association for the Education of Young Children (NYAEYC)	10/13/2023	10/15/2023	Board Meeting	30	30	\$46,950	Yes
Ross-Hixson/Erickson Wedding	Ross-Hixson/Erickson Wedding	10/6/2023	10/8/2023	Wedding	90	40	\$94,650	Yes
AYAH Thunder & Lightning Tournament	Adirondack Youth Hockey (AYHA)	2/24/2023	2/26/2023	Tournament	250	450	\$489,750	No
NYCWIC Conference	NYCWIC	4/13/2023	4/15/2023	Convention	175	150	\$224,875	Yes
2023 U-32 Middle High School Trip	U-32 Middle & High School	6/12/2023	6/13/2023	SMERF/Reunion	55	55	\$28,490	No
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	Yes
2023 Centers Health Care	Centers Health Care	5/24/2023	5/29/2023	SMERF/Reunion	200	450	\$310,800	Yes
2023 Annual School Attorney Law Conference	New York State School Boards Association (NYSSBA)	6/2/2023	6/4/2023	Conference	100	100	\$163,500	No
2023 Komlos Family Reunion	Komlos Family Reunion	7/30/2023	8/5/2023	SMERF/Reunion	40	120	\$72,520	Yes
2023 Appleman Family Reunion	Appleman Family Reunion	8/5/2023	8/11/2023	SMERF/Reunion	24	60	\$43,512	Yes
2023 Six Flags Summer Fun	Camp Kaylie	7/4/2023	7/5/2023	SMERF/Reunion	176	68	\$91,168	Yes
2023 DAV Board Meeting	Disabled American Veterans NY (DAV NY)	3/10/2023	3/12/2023	SMERF/Reunion	78	50	\$60,606	Yes
2023 NYS Senior Women's Bowling Tournament - Week 1	New York State USBC	8/18/2023	8/20/2023	Tournament	450	500	\$445,500	Yes
DELLA Auto Group Annual Meeting	DELLA Auto Group	2/10/2023	2/12/2023	Conference	160	146	\$245,250	Yes
Mucha/Eaglestone Wedding	Mucha/Eaglestone Wedding	6/16/2023	6/18/2023	Wedding	115	30	\$119,775	Yes
DeNicola/Jacovino Wedding	John DeNicola/Danielle Jacovino Wedding	7/21/2023	7/23/2023	Wedding	105	50	\$171,675	Yes
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	No
2027 Porsche Parade	Porsche Club of America Zone 1 (PCA Zone 1)	6/17/2027	6/27/2027	Convention	2,000	4,334	\$10,170,000	Yes

2023 Battle of the Borders Collegiate Showcase	Firecracker Sports	7/13/2023	7/16/2023	Tournament	600	1,400	\$1,932,000	No
2023 NYAPSE Conference	New York Association of People Supporting Employment	11/6/2023	11/8/2023	Conference	250	320	\$277,500	Yes
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	Yes
Beis Ruchel High School Class Trip 2023	Beis Ruchel High School	5/18/2023	5/18/2023	SMERF/Reunion	330	0	\$24,750	Yes
2023 August Garden State Getaways	Garden State Getaways	8/23/2023	8/24/2023	Group Tour	56	112	\$20,608	Yes
2024 September 19th-22 Garden State Getaways Bus Tour	Garden State Getaways	9/19/2024	9/22/2024	Group Tour	56	168	\$41,216	Yes
2023 July Twin Travel Concepts Bus Tour	Twin Travel Concepts	7/18/2023	7/21/2023	Group Tour	56	168	\$41,216	Yes
2023 September Bus Tour Twin Travel Concepts	Twin Travel Concepts	9/14/2023	9/15/2023	Group Tour	56	56	\$20,608	Yes
2023 Widow/Widowers Retreat	Widow/Widowers Retreat Lake George	6/8/2023	6/11/2023	SMERF/Reunion	20	60	\$20,720	Yes
Bourbon/Davis Wedding	Jeff Bourbon/Tammy Davis Wedding	10/5/2023	10/7/2023	Wedding	100	40	\$100,500	Yes
2023 Koushik College Reunion	Koushik College Reunion	10/5/2023	10/8/2023	SMERF/Reunion	25	42	\$25,900	Yes
2023 October Eventive Productions Meeting	Eventive Productions	10/8/2023	10/12/2023	Conference	50	170	\$136,250	Yes
Zonta District 2 Spring Workshop	Zonta District 2	5/19/2023	5/21/2023	Conference	100	20	\$111,000	Yes
2023 Houlihan Lokey CF NY Event	Maritz Global Events	9/5/2023	9/8/2023	Conference	80	240	\$174,400	Yes
2023 BD IQSC Meeting	Becton Dickinson	10/9/2023	10/13/2023	Convention	266	800	\$817,950	Yes
Town of East Fishkill Seniors	Town of East Fishkill Seniors	8/16/2023	8/16/2023	SMERF/Reunion	54	54	\$13,986	Yes
2024 Youth Practitioner's Forum	New York Association of Training and Employment Professionals (NYATEP)	3/11/2024	3/14/2024	Conference	250	300	\$545,000	Yes
2024 King of Prussia Ski Trip	King of Prussia Ski Club	2/29/2024	3/3/2024	SMERF/Reunion	50	72	\$51,800	Yes
2024 Petty Family Reunion	Petty Family Reunion	8/5/2024	8/11/2024	SMERF/Reunion	30	36	\$54,390	Yes
2024 International Physical Mediums Conference	International Physical Mediums Conference	4/10/2024	4/14/2024	Convention	125	300	\$253,125	Yes
2023 June Bus Tour	Tours of Distinction	6/18/2023	6/21/2023	Group Tour	25	75	\$18,400	Yes
2023 August Bus Tour	Tours of Distinction	8/22/2023	8/23/2023	Group Tour	56	25	\$20,608	Yes
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	Yes
2023 NYS Conference of Mayors and Municipal Officials	NYS Conference of Mayors	5/17/2023	5/19/2023	Conference	350	356	\$391,650	Yes
2023 Lake George Music Festival	Lake George Music Festival	8/6/2023	8/17/2023	Special Event	200	110	\$510,000	No
2024 Fall SUNYRA	Sedulo Events	10/9/2024	10/11/2024	Conference	71	153	\$140,935	Yes
2024 GCBAA Summer Meeting	Golf Course Builders Association of America (GCBAA)	7/22/2024	7/25/2024	Conference	200	360	\$418,500	Yes
2023 Lake George Triathlon	Alpha Win Lake George Triathlon	9/1/2023	9/3/2023	Tournament	1,200	1,160	\$1,644,000	No
2024 NYSNA Annual Conference	New York School Nutrition Association (NYSNA)	5/14/2024	5/16/2024	Conference	200	130	\$222,000	Yes
2023 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/23/2023	6/25/2023	Trade Show	65	130	\$40,495	No
2023 Wilderness and Wellness CME Conference	New York Institute of Technology College of Osteopathic Medicine	10/16/2023	10/19/2023	SMERF/Reunion	125	246	\$97,852	Yes
Taconic Leadership Retreat	World Travel Inc	9/20/2023	9/22/2023	Special Event	11	22	\$17,985	Yes
63rd Annual ASD Convention	The American Society of Dowders	6/7/2023	6/11/2023	Convention	200	100	\$413,750	Yes
Public Employee Risk Management Association Conference	Public Employee Risk Management Association (PERMA)	5/10/2023	5/12/2023	Conference	250	395	\$377,250	Yes
2025 CACI Annual Convention	Catholic Alumni Club International	7/13/2025	7/19/2025	Convention	80	330	\$243,950	Yes
2023 NED WESTERN Regional Convention & Contests	NE District Barbershop Harmony Society	4/28/2023	4/30/2023	Special Event	400	220	\$409,000	No
2023 Krew of Amalee	Krew of Amalee	9/21/2023	9/24/2023	SMERF/Reunion	60	96	\$62,160	Yes
Curren/Ott Wedding	Valerie Curren/Mike Ott	6/24/2023	6/26/2023	Wedding	200	125	\$222,000	Yes
2024 Yarborough Davis Family Reunion	Yarborough Davis Family Reunion	7/19/2024	7/21/2024	SMERF/Reunion	120	80	\$46,320	Yes
May 2023 Sweet 16	May 2023 Sweet 16	5/13/2023	5/13/2023	Special Event	50	10	\$9,750	Yes
Matt Alverson/Tabitha McGills Wedding	Alverson/McGill Wedding	7/14/2023	7/15/2023	Wedding	140	25	\$72,100	Yes
2023 SUNYFAP Conference	SUNY Financial Aid Professionals	4/25/2023	4/28/2023	Conference	100	165	\$302,000	Yes
2023 WINDO Conference	Wholesale Independent National Distributors Organization (WINDO)	9/9/2023	9/14/2023	Conference	145	475	\$379,650	Yes
2023 NYATEP Board Retreat	New York Association of Training and Employment Professionals (NYATEP)	6/14/2023	6/15/2023	Board Meeting	25	18	\$27,250	Yes
2024 ESSA Safety Education Meeting	Empire State Safety Association (ESSA)	4/10/2024	4/11/2024	Convention	60	30	\$44,400	Yes
2024 Beyond Horizons Tour	Beyond Horizons Tour & Travel	9/19/2024	9/20/2024	Group Tour	50	25	\$9,200	Yes
2023 CSEA Local Presidents Meeting	CSEA State Operations	6/20/2023	6/23/2023	Conference	75	111	\$123,600	Yes
2023 Wild in the Trees Music and Skate Festival	Mirth Films	10/7/2023	10/8/2023	Special Event	650	30	\$274,500	No
2025 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	9/10/2025	9/10/2025	Conference	125	382	\$360,000	No
Hardscaper Showcase UpState NY 2024	Techo-Bloc Corp	2/19/2024	2/20/2024	Trade Show	225	15	\$39,720	Yes
2023 SunRun Retreat	SunRun Solar	6/11/2023	6/15/2023	Conference	42	84	\$77,700	Yes
2023 CSEA Education & Programs Committee	CSEA State Operations	6/8/2023	6/10/2023	Conference	130	208	\$181,050	Yes
2023 CSEA Region 1	CSEA State Operations	6/4/2023	6/6/2023	Conference	135	270	\$173,475	Yes
2024 Directors Summit	Seattle Study Club	7/18/2024	7/21/2024	Conference	125	235	\$228,750	Yes
Women's Leadership Retreat	Integrated Management & Sales Consulting	10/5/2023	10/6/2023	SMERF/Reunion	19	10	\$9,842	Yes
2023 Scrabble Tournament	Nor'easter Scrabble	10/12/2023	10/15/2023	Special Event	140	240	\$221,200	No
2023 Annual Meeting	The Business Council of NYS, Inc.	9/18/2023	9/22/2023	Conference	200	200	\$405,000	No
2023 Diamond Kings	Diamond Kings	7/28/2023	7/30/2023	Tournament	288	576	\$367,200	No
2023 Long Island Surge	Long Island Surge	10/6/2023	10/8/2023	Tournament	54	54	\$68,850	Yes

HL Capital Markets Strategy Session	Maritz Global Events	9/11/2023	9/13/2023	Conference	30	41	\$49,050	Yes
2023 BCWI Womens Retreat	Bais Chana Women International	8/24/2023	8/30/2023	Other	100	343	\$256,550	Yes
2025 Humanities Retreat	Princeton University	1/16/2025	1/19/2025	SMERF/Reunion	25	42	\$25,900	Yes
War on the Water	War on the Water Boxing	7/22/2023	7/22/2023	Tournament	400	20	\$70,250	No
Casa/Markoe Wedding	Nick Casa/Kristen Markoe Wedding	7/3/2024	7/7/2024	Wedding	150	160	\$321,250	Yes
Mastrodomenico/Tosi Wedding	Christina Mastrodomenico/Drew Tosi	10/4/2024	10/6/2024	Wedding	150	35	\$140,250	Yes
BG Leadership Training	Bid Group Canada	1/24/2024	1/26/2024	SMERF/Reunion	40	80	\$31,080	Yes
2024 New York Land Conservation Conference	Land Trust Alliance	4/30/2024	5/2/2024	Conference	300	97	\$288,900	Yes
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	Yes
2023 LG Corporate Mtg	Best Western Worldwide Hotels	7/21/2023	7/23/2023	Board Meeting	20	40	\$32,700	Yes
Chery Fall Retreat	Chery Industrial	10/13/2023	10/15/2023	Incentive	40	50	\$45,900	Yes
SK Capital Partners Volunteer Opportunity	SK Capital Partners	9/11/2023	9/14/2023	Conference	200	137	\$310,000	Yes
2023 Burkes Christian Tour	Christian Tours/Burke International Tours	7/27/2023	7/28/2023	Group Tour	35	35	\$12,880	Yes
2023 Camp Morris Summer Trip	Camp Morris	8/20/2023	8/21/2023	SMERF/Reunion	100	25	\$51,800	Yes
2023 NYSSSWA 58th Annual State Conference	New York State School Social Workers' Association	11/2/2023	11/3/2023	Conference	100	160	\$123,000	Yes
100X Hospitality Event Rooms	100X Hospitality LLC	8/25/2023	8/27/2023	Special Event	100	150	\$163,500	Yes
2023 Adirondack Thunder Fire on Ice	Adirondack Youth Hockey (AYHA)	11/10/2023	11/12/2023	Tournament	200	400	\$255,000	No
29th Annual Northstars Winter Classic	Adirondack Youth Hockey (AYHA)	1/11/2024	1/15/2024	Tournament	860	2,420	\$1,827,500	No
2024 Adirondack Extreme Freeze Tournament	Adirondack Youth Hockey (AYHA)	1/19/2024	1/21/2024	Tournament	300	600	\$382,500	No
2024 Adirondack Thunder and Lightning Tournament	Adirondack Youth Hockey (AYHA)	2/23/2024	2/25/2024	Tournament	180	360	\$229,500	No
2023 FAA Managers Meetings	Federal Aviation Administration	9/18/2023	9/22/2023	Conference	20	80	\$54,500	Yes
2023 Kempler Summer Trip	Camp Morris	8/13/2023	8/14/2023	SMERF/Reunion	60	15	\$31,080	Yes
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	10/20/2024	10/23/2024	Conference	75	190	\$156,500	Yes
2025 Rotary New York	Rotary Club of New York #6	4/24/2025	4/27/2025	Conference	120	180	\$233,600	Yes
2023 2nd Annual Cauldron Cup 7v7 Tournament	North Stars Soccer Club	10/20/2023	10/22/2023	Tournament	1,500	50	\$758,250	Yes
2024 Glass Family Reunion	Lake George Area Family Reunions	8/2/2024	8/4/2024	SMERF/Reunion	30	20	\$23,310	Yes
2023 North Country Leadership Summit	Adirondack Health Institute	9/27/2023	9/28/2023	Conference	200	46	\$183,000	Yes
2023 NYS DOT- Geotechnical Engineering Conference	New York State Department of Transportation	10/3/2023	10/5/2023	Conference	20	40	\$32,700	Yes
SpyderQuest 2023	SpyderQuest	9/5/2023	9/9/2023	Special Event	300	140	\$600,500	Yes
USDA Rural Development State Conference	USDA Rural Development	9/20/2023	9/22/2023	Conference	65	189	\$104,175	Yes
2024 Student Group Carr's Holiday Inc	Carr's Holidays	5/22/2024	5/23/2024	Group Tour	150	150	\$55,200	Yes
Negotiations Team	United University Professions	11/3/2023	11/5/2023	Conference	17	34	\$27,795	Yes
2025 NYSPHSAA Boys Basketball Championship	NYSPHSAA (NYS Public High School Athletic Association)	3/20/2025	3/23/2025	Tournament	9,302	445	\$5,821,870	No
2024 Calabrese Family Reunion	Lake George Area Family Reunions	7/14/2024	7/20/2024	SMERF/Reunion	70	30	\$126,910	Yes
2024 Board Retreat	Association of School Business Officials of New York (ASBO)	7/17/2024	7/19/2024	Board Meeting	20	24	\$20,100	Yes
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/22/2025	9/26/2025	Convention	140	220	\$306,250	Yes
2025 New York State Tourism Conference (NYSTC)	New York State Tourism Industry Association (NYSTIA)	4/22/2025	4/25/2025	Convention	200	273	\$633,750	Yes
2025 GCBAA Summer Meeting	Golf Course Builders Association of America (GCBAA)	8/3/2025	8/6/2025	Conference	200	360	\$418,500	Yes
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/2024	8/25/2024	Wedding	50	50	\$54,500	Yes
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/2023	10/22/2023	Tournament	55	28	\$70,125	Yes
De Thomas/Fisher Wedding	Lake George Area Weddings	10/18/2024	10/19/2024	Wedding	175	60	\$110,250	Yes
Johnson City High School	Carr's Holidays	6/6/2024	6/7/2024	Group Tour	100	25	\$36,800	Yes
Executive Committee Meeting and Board of Directors Meeting 2024	CME Events, LLC	9/6/2024	9/7/2024	Board Meeting	40	34	\$43,600	Yes
Griffiths Family Reunion	Lake George Area Family Reunions	8/4/2024	8/10/2024	SMERF/Reunion	20	35	\$36,260	Yes
2024 Hornell Highschool	Carr's Holidays	6/7/2024	6/9/2024	Group Tour	100	200	\$55,200	Yes
2024 GMU Highschool	Carr's Holidays	6/7/2024	6/9/2024	Group Tour	48	96	\$26,496	Yes
2024 Hannaford Leadership Conference	ConferenceDirect	9/25/2024	9/27/2024	Conference	170	367	\$396,950	No
2023 NYS Trauma-Informed Network & Resource Center Annual Conference	New York State Trauma Informed Network & Resource Center	11/1/2023	11/3/2023	Conference	300	400	\$385,500	Yes
DTN Presidential's Club	DTN	2/25/2025	2/27/2025	Incentive	50	185	\$183,600	Yes
2024 Lake George Music Festival Housing	Lake George Music Festival	8/11/2024	8/23/2024	Special Event	25	325	\$177,125	No
AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference	5/28/2024	5/30/2024	Conference	50	150	\$81,750	Yes
Quadballfest	US Quadball (USQ)	10/18/2024	10/25/2024	Tournament	100	800	\$340,000	No
2024 Battle by Saratoga	AAU Baseball	5/25/2024	5/27/2024	Tournament	650	680	\$1,199,250	Yes
2023 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	11/16/2023	11/19/2023	Special Event	200	300	\$436,000	Yes
2024 Eastwood Forests	Eastwood Forests	9/24/2024	9/26/2024	Conference	50	150	\$81,750	Yes
2024 Flowcode Meeting	Flowcode	1/17/2024	1/19/2024	Conference	130	390	\$212,550	Yes
2024 Warthogs Motorcycle Club	Warthogs Motorcycle Club	8/16/2024	8/17/2024	SMERF/Reunion	80	60	\$34,080	Yes
2024 NYSRPS Annual Conference	New York State Recreation & Parks Society	4/14/2024	4/16/2024	Conference	70	140	\$114,450	Yes
"Fate" Movie Filming	Adirondack Film Commission	3/17/2024	4/30/2024	Other	70	3,150	\$1,716,750	Yes

Paper & Bd Packing Co. Sales Meeting	Meetings Unlimited	5/5/2024	5/9/2024	Conference	120	320	\$327,000	Yes
Weeks/Sheets Wedding	Lake George Area Weddings	10/5/2024	10/6/2024	Wedding	210	110	\$165,900	Yes
2024 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/29/2024	6/30/2024	Trade Show	65	0	\$35,620	No
2024 Annual Conference	Rural Community College Alliance (RCCA)	9/18/2024	9/20/2024	Conference	150	300	\$192,750	Yes
Mauk/Janadey Wedding	Lake George Area Weddings	9/6/2024	9/7/2024	Wedding	100	100	\$74,000	No
Camp CHEN-A-WANDA - CIT's Lake George July 29th 2024	LM Media Worldwide. LLC	7/29/2024	7/31/2024	Group Tour	14	28	\$7,728	Yes
Camp Lenox July 2024 Lake George	LM Media Worldwide. LLC	7/28/2024	7/30/2024	Group Tour	18	36	\$9,936	Yes
2024 New York Women in Law Enforcement	ConferenceDirect	10/15/2024	10/18/2024	Convention	175	245	\$276,500	Yes
St. Peters Health Partners Training/Small Conference Day	St. Peters Health Partners	4/9/2024	4/10/2024	Conference	40	0	\$15,600	Yes
2024 Firefighters Training in Lake George	Firefighters Association of the State of New York (FASNY)	5/22/2024	5/25/2024	Convention	200	800	\$436,000	Yes
2024 National Grid Conference	National Grid	5/14/2024	5/15/2024	Conference	170	340	\$185,300	Yes
2024 ESLETS Conference	New York State Police	5/8/2024	5/9/2024	Conference	130	260	\$260,700	Yes
Yavneh Academy School Trip	Yavneh Academy	6/3/2024	6/5/2024	SMERF/Reunion	100	68	\$59,300	Yes
<b>187 TOTAL LEADS</b>				<b>TOTAL</b>	<b>61,237</b>	<b>53,761</b>	<b>\$86,789,956</b>	

## 2023 LOST BUSINESS

Account Name	Lead Name	Meeting Dates -	Meeting Dates - I	EEl Type	Attendees	Rooms	EEl Value	New Bu
NYS County Highway Superintendents Association (NYSCHSA)	2024 NYSCHSA Summer Conference	8/24/2024	8/28/2024	Conference	125	390	\$340,625	Yes
New York Farm Bureau	2023 New York Farm Bureau State Annual Meeting	12/4/2023	12/6/2023	Conference	350	300	\$362,250	Yes
Federal Signal Corporation	2023 Corporate Executive Meeting	9/25/2023	9/28/2023	Board Meeting	70	210	\$152,600	Yes
Spartan Race	2024 Gore Mountain Spartan Race	5/31/2024	6/3/2024	Tournament	8,000	7,998	\$9,040,000	Yes
Catholic Daughters of the Americas New York State (CDANYS)	2023 CDA NYS Convention	5/3/2023	5/7/2023	Convention	125	302	\$384,375	Yes
Moore Family Reunion	2023 Moore Family Reunion	6/17/2023	6/21/2023	SMERF/Reunion	50	80	\$64,750	Yes
Celestin Family Reunion	2023 Celestin Family Reunion	6/30/2023	7/2/2023	SMERF/Reunion	30	30	\$23,310	Yes
Jones Family	2023 Jones Family Reunion	7/11/2023	7/16/2023	SMERF/Reunion	30	150	\$46,620	Yes
Blinker Fluid Productions/Seven Slots Sales, LLC	2023 Jeep Invasion	8/3/2023	8/6/2023	Special Event	1,500	1,300	\$3,270,000	No
Questar III BOCES	2023 Summer Institute Retreat	8/6/2023	8/8/2023	SMERF/Reunion	30	60	\$23,310	Yes
North American Board of Certified Energy Practitioners (NABCEP)	2023 NABCEP Staff Retreat	5/1/2023	5/2/2023	Board Meeting	9	9	\$9,810	Yes
2023 Facchetti Reunion	2023 Facchetti Reunion	8/11/2023	8/13/2023	SMERF/Reunion	30	20	\$23,310	Yes
World Pro Ski Tour	2023 World Pro Ski Tour	3/3/2023	3/5/2023	Tournament	5,000	100	\$2,527,500	Yes
New England Beasts	2023 New England Beasts	7/21/2023	7/23/2023	Tournament	50	30	\$63,750	Yes
Blinker Fluid Productions/Seven Slots Sales, LLC	2023B Jeep Invasion	5/11/2023	5/14/2023	Special Event	1,500	1,025	\$3,270,000	No
Camp New York	2023 Camp New York Eastern NY meeting	3/27/2023	3/28/2023	Trade Show	50	10	\$13,470	Yes
New York School Nutrition Association (NYSNA)	2025 NYSNA Annual Conference	10/23/2025	10/26/2025	Convention	500	565	\$827,500	Yes
Centers Health Care	2023 Centers Health Care	5/24/2023	5/29/2023	SMERF/Reunion	200	450	\$310,800	Yes
Appleman Family Reunion	2023 Appleman Family Reunion	8/5/2023	8/11/2023	SMERF/Reunion	24	60	\$43,512	Yes
Porsche Club of America Zone 1 (PCA Zone 1)	2027 Porsche Parade	6/17/2027	6/27/2027	Convention	2,000	4,334	\$10,170,000	Yes
New York State Network for Youth Success (NYSNYS)	2024 School's Out Make It Count Conference	4/12/2024	4/13/2024	Convention	300	75	\$222,000	Yes
Koushik College Reunion	2023 Koushik College Reunion	10/5/2023	10/8/2023	SMERF/Reunion	25	42	\$25,900	Yes
Eventive Productions	2023 October Eventive Productions Meeting	10/8/2023	10/12/2023	Conference	50	170	\$136,250	Yes
Maritz Global Events	2023 Houlihan Lokey CF NY Event	9/5/2023	9/8/2023	Conference	80	240	\$174,400	Yes
Becton Dickinson	2023 BD IQSC Meeting	10/9/2023	10/13/2023	Convention	266	800	\$817,950	Yes
New York Association of Training and Employment Professionals (NYATEP)	2024 Youth Practitioner's Forum	3/11/2024	3/14/2024	Conference	250	300	\$545,000	Yes
King of Prussia Ski Club	2024 King of Prussia Ski Trip	2/29/2024	3/3/2024	SMERF/Reunion	50	72	\$51,800	Yes
Petty Family Reunion	2024 Petty Family Reunion	8/5/2024	8/11/2024	SMERF/Reunion	30	36	\$54,390	Yes
International Physical Mediums Conference	2024 International Physical Mediums Conference	4/10/2024	4/14/2024	Convention	125	300	\$253,125	Yes
Sedulo Events	2024 Fall SUNYRA	10/9/2024	10/11/2024	Conference	71	153	\$140,935	Yes
Golf Course Builders Association of America (GCBA)	2024 GCBA Summer Meeting	7/22/2024	7/25/2024	Conference	200	360	\$418,500	Yes
World Travel Inc	Taconic Leadership Retreat	9/20/2023	9/22/2023	Special Event	11	22	\$17,985	Yes
May 2023 Sweet 16	May 2023 Sweet 16	5/13/2023	5/13/2023	Special Event	50	10	\$9,750	Yes
Techo-Bloc Corp	Hardscaper Showcase UpState NY 2024	2/19/2024	2/20/2024	Trade Show	225	15	\$39,720	Yes
SunRun Solar	2023 SunRun Retreat	6/11/2023	6/15/2023	Conference	42	84	\$77,700	Yes
Integrated Management & Sales Consulting	Women's Leadership Retreat	10/5/2023	10/6/2023	SMERF/Reunion	19	10	\$9,842	Yes
Maritz Global Events	HL Capital Markets Strategy Session	9/11/2023	9/13/2023	Conference	30	41	\$49,050	Yes
Bid Group Canada	BG Leadership Training	1/24/2024	1/26/2024	SMERF/Reunion	40	80	\$31,080	Yes
Association of Justices of the Supreme Court of the State of NY	2024 Annual Fall Conference	9/15/2024	9/18/2024	Conference	112	336	\$244,160	Yes
Best Western Worldwide Hotels	2023 LG Corporate Mtg	7/21/2023	7/23/2023	Board Meeting	20	40	\$32,700	Yes
Chery Industrial	Chery Fall Retreat	10/13/2023	10/15/2023	Incentive	40	50	\$45,900	Yes
100X Hospitality LLC	100X Hospitality Event Rooms	8/25/2023	8/27/2023	Special Event	100	150	\$163,500	Yes
Federal Aviation Administration	2023 FAA Managers Meetings	9/18/2023	9/22/2023	Conference	20	80	\$54,500	Yes
Lake George Area Family Reunions	2024 Glass Family Reunion	8/2/2024	8/4/2024	SMERF/Reunion	30	20	\$23,310	Yes
Carr's Holidays	2024 Student Group Carr's Holiday Inc	5/22/2024	5/23/2024	Group Tour	150	150	\$55,200	Yes
DTN	DTN Presidential's Club	2/25/2025	2/27/2025	Incentive	50	185	\$183,600	Yes
<b>46 TOTAL LOST</b>				<b>TOTAL</b>	<b>22,059</b>	<b>21,244</b>	<b>\$34,845,739</b>	

PENDING

Lead Name	Account Name (Sort)	Meeting Dates (P	Meeting Dates (P	EI Type	Attendees	Rooms	EI Value	New B
2024 C. Smith Family Reunion	C. Smith Family Reunion	8/11/2024	8/18/2024	SMERF/Reunion	60	210	\$124,320	Yes
2023 Komlos Family Reunion	Komlos Family Reunion	7/30/2023	8/5/2023	SMERF/Reunion	40	120	\$72,520	Yes
2025 CACI Annual Convention	Catholic Alumni Club International	7/13/2025	7/19/2025	Convention	80	330	\$243,950	Yes
2023 Wild in the Trees Music and Skate Festival	Mirth Films	10/7/2023	10/8/2023	Special Event	650	30	\$274,500	No
2025 NYSCHSA Summer Conference	NYS County Highway Superintendents Association (NYSCHSA)	9/7/2025	9/10/2025	Conference	125	382	\$360,000	No
2024 Directors Summit	Seattle Study Club	7/18/2024	7/21/2024	Conference	125	235	\$228,750	Yes
2023 Long Island Surge	Long Island Surge	10/6/2023	10/8/2023	Tournament	54	54	\$68,850	Yes
Mastrodomenico/Tosi Wedding	Christina Mastrodomenico/Drew Tosi	10/4/2024	10/6/2024	Wedding	150	35	\$140,250	Yes
2025 Rotary New York	Rotary Club of New York #6	4/24/2025	4/27/2025	Conference	120	180	\$233,600	Yes
2025 NYSPHSAA Boys Basketball Championship	NYSPHSAA (NYS Public High School Athletic Association	3/20/2025	3/23/2025	Tournament	9,302	445	\$5,821,870	No
2024 Calabrese Family Reunion	Lake George Area Family Reunions	7/14/2024	7/20/2024	SMERF/Reunion	70	30	\$126,910	Yes
2024 Board Retreat	Association of School Business Officials of New York (ASBO)	7/17/2024	7/19/2024	Board Meeting	20	24	\$20,100	Yes
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/22/2025	9/26/2025	Convention	140	220	\$306,250	Yes
2025 New York State Tourism Conference (NYSTC)	New York State Tourism Industry Association (NYSTIA)	4/22/2025	4/25/2025	Convention	200	273	\$633,750	Yes
2025 GCBAAs Summer Meeting	Golf Course Builders Association of America (GCBAAs)	8/3/2025	8/6/2025	Conference	200	360	\$418,500	Yes
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/2024	8/25/2024	Wedding	50	50	\$54,500	Yes
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/2023	10/22/2023	Tournament	55	28	\$70,125	Yes
Johnson City High School	Carr's Holidays	6/6/2024	6/7/2024	Group Tour	100	25	\$36,800	Yes
Executive Committee Meeting and Board of Directors Meeting 2024	CME Events, LLC	9/6/2024	9/7/2024	Board Meeting	40	34	\$43,600	Yes
Griffiths Family Reunion	Lake George Area Family Reunions	8/4/2024	8/10/2024	SMERF/Reunion	20	35	\$36,260	Yes
2024 Hornell Highschool	Carr's Holidays	6/7/2024	6/9/2024	Group Tour	100	200	\$55,200	Yes
2024 GMU Highschool	Carr's Holidays	6/7/2024	6/9/2024	Group Tour	48	96	\$26,496	Yes
2024 Hannaford Leadership Conference	ConferenceDirect	9/25/2024	9/27/2024	Conference	170	367	\$396,950	No
2024 Lake George Music Festival Housing	Lake George Music Festival	8/11/2024	8/23/2024	Special Event	25	325	\$177,125	No
Quadballfest	US Quadball (USQ)	10/18/2024	10/25/2024	Tournament	100	800	\$340,000	No
2024 Battle by Saratoga	AAU Baseball	5/25/2024	5/27/2024	Tournament	650	680	\$1,199,250	Yes
2024 Warthogs Motorcycle Club	Warthogs Motorcycle Club	8/16/2024	8/17/2024	SMERF/Reunion	80	60	\$34,080	Yes
"Fate" Movie Filming	Adirondack Film Commission	3/17/2024	4/30/2024	Other	70	3,150	\$1,716,750	Yes
Paper & Bd Packing Co. Sales Meeting	Meetings Unlimited	5/5/2024	5/9/2024	Conference	120	320	\$327,000	Yes
Weeks/Sheets Wedding	Lake George Area Weddings	10/5/2024	10/6/2024	Wedding	210	110	\$165,900	Yes
2024 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/29/2024	6/30/2024	Trade Show	65	0	\$35,620	No
2024 Annual Conference	Rural Community College Alliance (RCCA)	9/18/2024	9/20/2024	Conference	150	300	\$192,750	Yes
Mauk/Janadey Wedding	Lake George Area Weddings	9/6/2024	9/7/2024	Wedding	100	100	\$74,000	No
Camp CHEN-A-WANDA - CIT's Lake George July 29th 2024	LM Media Worldwide. LLC	7/29/2024	7/31/2024	Group Tour	14	28	\$7,728	Yes
Camp Lenox July 2024 Lake George	LM Media Worldwide. LLC	7/28/2024	7/30/2024	Group Tour	18	36	\$9,936	Yes
2024 New York Women in Law Enforcement	ConferenceDirect	10/15/2024	10/18/2024	Convention	175	245	\$276,500	Yes
2024 Firefighters Training in Lake George	Firefighters Association of the State of New York (FASNY)	5/22/2024	5/25/2024	Convention	200	800	\$436,000	Yes
2024 National Grid Conference	National Grid	5/14/2024	5/15/2024	Conference	170	340	\$185,300	Yes
2024 ESLETS Conference	New York State Police	5/8/2024	5/9/2024	Conference	130	260	\$260,700	Yes
Yavneh Academy School Trip	Yavneh Academy	6/3/2024	6/5/2024	SMERF/Reunion	100	68	\$59,300	Yes
Yeshivat Noam 8th Grade June 2024 Trip	Yeshivat Noam	6/3/2024	6/5/2024	SMERF/Reunion	93	76	\$72,261	Yes
<b>41 PENDING LEADS</b>				<b>TOTAL</b>	<b>14,389</b>	<b>11,461</b>	<b>\$15,364,251</b>	

## 2023 TRADE SHOW ACTIVITY

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
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	8-Jun	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	1	TBD	TBD
Destination East	10/10-10/12	Uncas, CT	25	18	1	TBD	TBD
ITS	Oct-23	NYC	55	N/A	TBD	TBD	TBD
MPi Regional Business Exchange	11/28-11/29	NYC	14	14	TBD	TBD	TBD
<b>13 TOTAL SHOWS</b>		<b>TOTAL</b>	<b>606</b>	<b>168</b>	<b>11</b>	<b>1</b>	<b>\$1,113,708</b>