

LAKE GEORGE

# Winter's Dream

PROGRESS REPORT

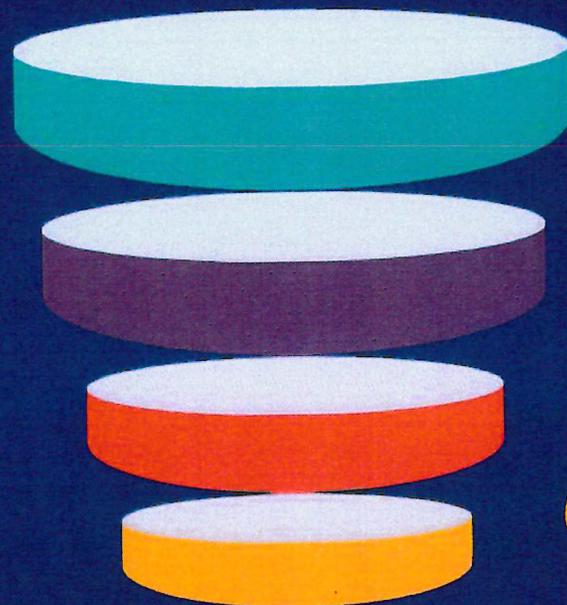
*As of January 15, 2024*

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# MARKETING & PR

LAKE GEORGE

# Winter's Dream



**01** AWARENESS



**02** CONSIDERATION



**03** CONVERSION



**04** LOYALTY & ADVOCACY



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## TOP 10 SOURCES OF TICKET SALES

\*Excluding direct traffic

**ORGANIC TRAFFIC:** WEBSITE DESIGN, SPEED & COMPLIANCE OPTIMIZATIONS, FOUNDATIONAL SEO, ALL MARKETING & PR

43.8%

**PARTNER WEBSITES:** LAKEGEORGE.COM, SARATOGA.COM, GLENSFALLS.COM, ALBANY.COM, CLIFTONPARK.COM, ADIRONDACK.NET

19.9%

**SOCIAL MEDIA EFFORTS:** PAID SOCIAL, ORGANIC SOCIAL, REFERRAL SOCIAL, RETARGETING

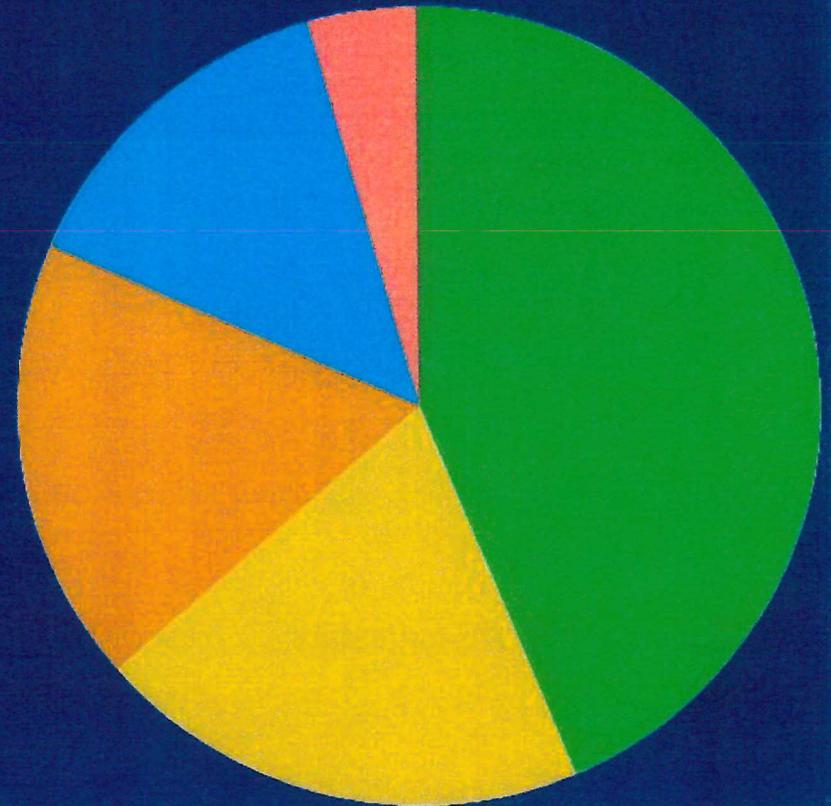
18.0%

**REFERRAL TRAFFIC:** VISITLAKEGEORGE.COM, FORTWILLIAMHENRY.COM, FWH MUSEUM

13.9%

**OTHER**

4.4%



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# SOCIAL MEDIA REACH

**6,000,000 MILLION+**

**WINTER'S DREAM: 4,413,566**

**LOCAL PARTNERS & INFLUENCERS: 1,987,130**





**WHERE ARE WE  
MARKETING  
WINTER'S DREAM?**

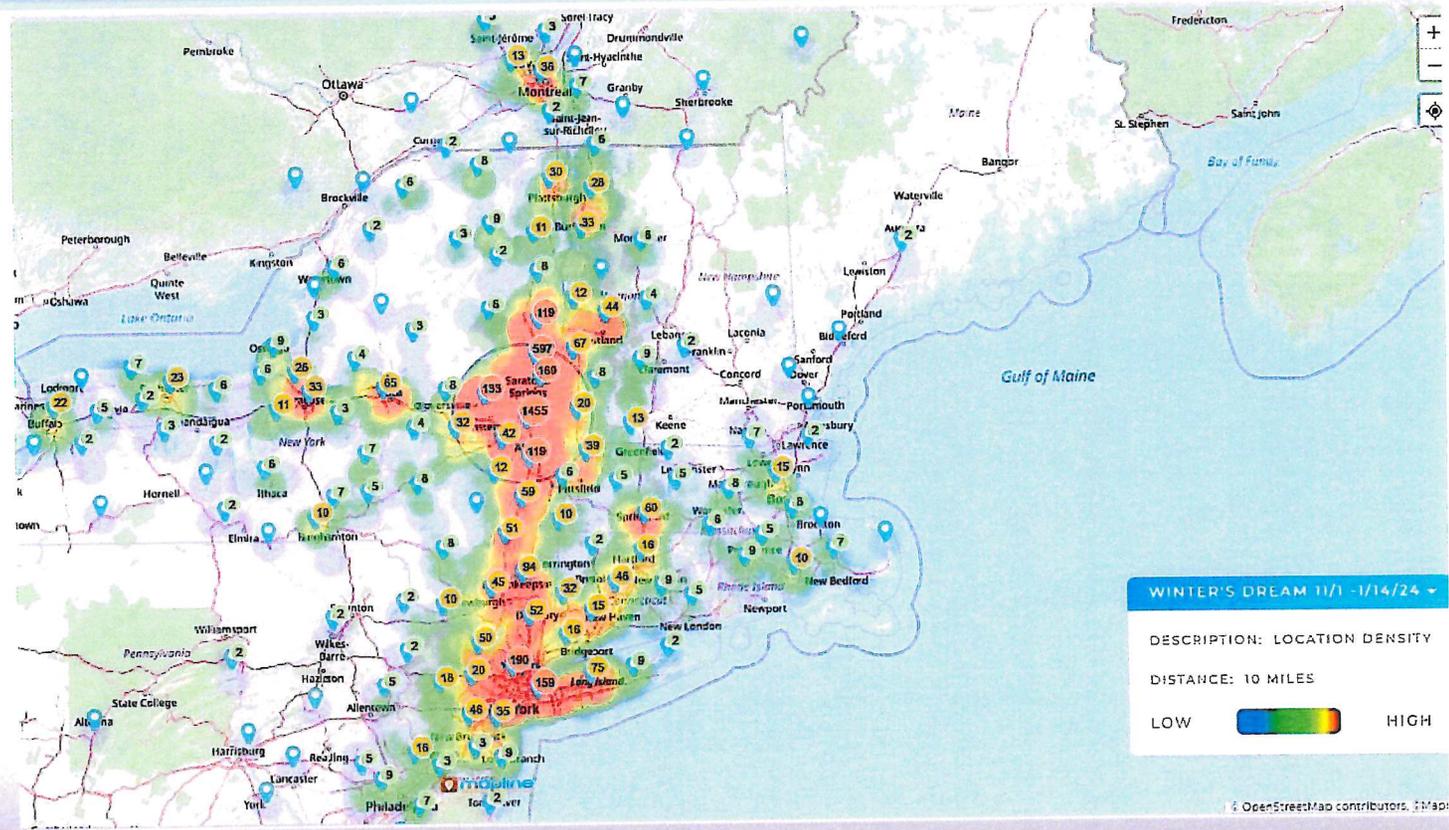
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# ACTUAL PURCHASES BY LOCATION

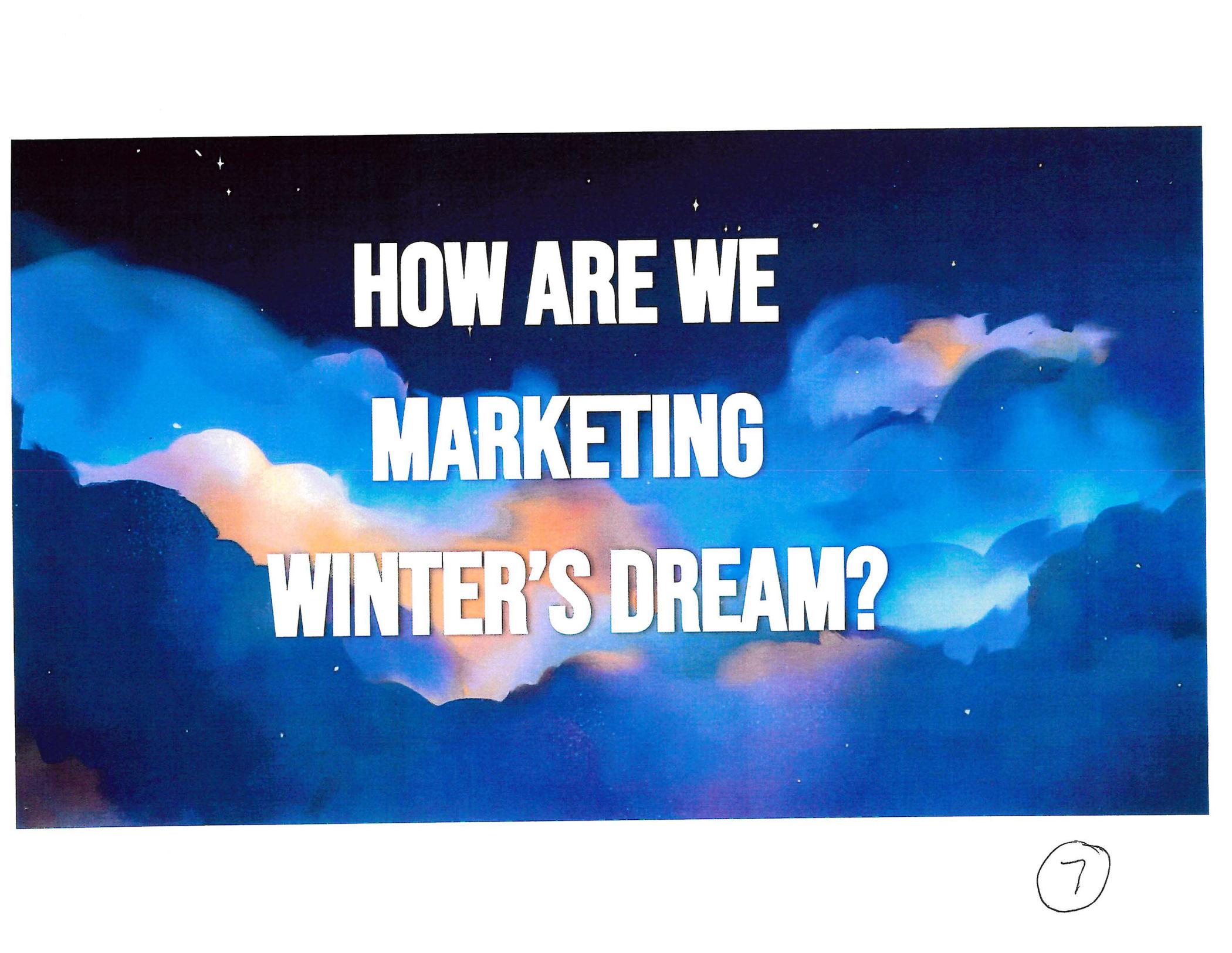
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While most customers come from the Capital Region, large numbers are coming from New York City and Long Island.



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**HOW ARE WE  
MARKETING  
WINTER'S DREAM?**

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## ONLINE TV

TRADE DESK DIGITAL TV AND ONLINE VIDEO MARKETING

## LOCAL INFLUENCER SOCIAL MEDIA

LAKEGEORGE.COM, SARATOGA.COM, ALBANY.COM, ADIRONDACK.NET

## INFLUENCER SOCIAL MEDIA

25+ TRAVEL INFLUENCERS PRODUCED CONTENT BOTH ON WEBSITES AND ON SOCIAL

## WINTERS DREAM SOCIAL MEDIA

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## PRINT

LAKE GEORGE MIRROR - THE CHRONICLE + PR ORGANIC REACH

## RADIO

SARATOGA COUNTY MARKET

## TV

WTEN, WNYT, WRGB

## OWNED SOCIAL MEDIA

WINTER'S DREAM FACEBOOK, INSTAGRAM, TIKTOK

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## POSTERS & BANNERS

BANNER AT EXIT 20 AND IN GLENS FALLS

## SEO AND LOCAL MAPS OPTIMIZATION

GOOGLE, YAHOO, BING & VOICE SEARCH

## GIVEAWAY MARKETING

TO GROW THE EMAIL LIST & WITH SOCIAL PARTNERS

## EMAIL MARKETING

BI-WEEKLY EMAIL CAMPAIGNS

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## **LOCAL SERVICE STAFF:**

**WEBINARS & FREE ENTRY FOR REHEARSAL NIGHTS**

## **REVIEW & REPUTATION MARKETING**

**MANAGED REVIEWS**

## **TICKETING CONVERSION RATE OPTIMIZATION**

**CONVERSIONS INCREASED FROM 1% TO 9% 1% TO 9%.**

## **WEBSITE CONVERSION RATE OPTIMIZATION**

**WEBSITE WAS REDESIGNED 6 TIMES - WITH NEW CONTENT**

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## TEXT MARKETING

DEAL FOR TEXT MARKETING IN 2024 TO NYC MARKET

## MEDIA LIBRARY

OUTREACH TO HOTEL MARKETING PEOPLE TO USE DOWNLOADS

## HOTEL PACKAGING

LEVERAGED PASSPORT PROGRAM AND HOTEL DISCOUNTS

## MARKET32

AT EVERY SUPERMARKET CHECKOUT SCREEN IN NEW YORK JAN -MARCH - LOCALS SPECIAL

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Winter's  
Dream

# PLANNING FOR JANUARY

## SPECIAL DAYS

MILITARY APPRECIATION DAY, ROMANCE PACKAGE PROMOTION, ADDITIONAL WINTER BREAK TARGETED ADS

## GROUP MARKETING

CORPORATE OUTREACH PROGRAMS, GROUP SELL SHEETS, BUS MARKETING PROGRAMS CREATED

## NONPROFIT MARKETING

UNITED WAY EVENING

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# MEDIA COVERAGE

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# Winter's Dream



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# À la découverte du nord-est des États-Unis: moment Factory fait rêver à Lake George

Lake George's Newest Winter Wonder: Ice Castles Become Winter Realms and Winter's Dream

Winter's Dream, Winter Realms predicted to be a 'game changer' for area tourism

Lake George, en toute intimité

Lake George businesses see increase in winter tourism

WINTER TOP STORY  
Winter's Dream: What's inside and behind the latest attraction in Lake George Village

18 Extraordinary Experiences Open Now & Coming Soon: December 2023

SPECTACULAR WINTER'S DREAM EXPERIENCE OPEN NOW IN UPSTATE NY

UNITED STATES  
Lake George, in complete privacy

8 Small Towns In The Adirondack Mountains That Were Ranked Among US Favorites

CLIMATE  
Lack of white stuff is 'snow problem' for Adirondacks

Winter's Dream | Winter Daydream at Lake George

21+ Things To Do In Lake George NY For Romantics

Travel & Tourism  
Lake George gets immersive new attraction as part of push to be a winter destination

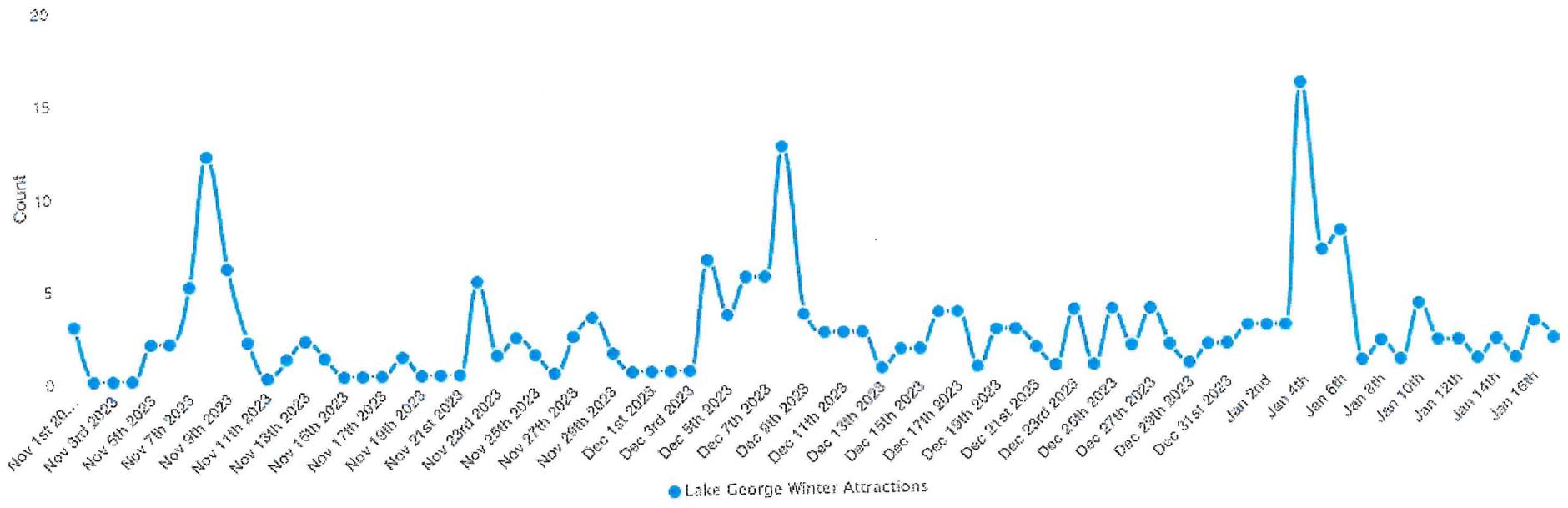
Why Lake George is pivoting to 'weather-resilient' winter attractions

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# CONSISTENCY OF COVERAGE

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# MEDIA COVERAGE

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# 200,000,000 MILLION

Overall number of people reached by media coverage

17

# MEDIA COVERAGE

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# \$1.8 MILLION

**Average value equivalency:**

What the earned media is worth if it were paid media

18

# PROGRESS REPORT

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# 19,500 VISITORS

AVERAGE 500 PER NIGHT IN DECEMBER MULTIPLE 1000+ NIGHTS SOLD

19

# VISITOR SATISFACTION SURVEY

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**91.2%**  
SATISFIED

**8.38/10**  
OVERALL RATING

20

# Lake George Area Hotel Revenue Per Available Room for December:

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 **Up 7.5 percent over 2022**

 **Up 4.5 percent over 2023**

- **Local hotels surpass competitors elsewhere in weekend and holiday rates**
- **Lake George region scores biggest increase in average daily rate compared to competitive regions**

Source: Smith Travel Reports

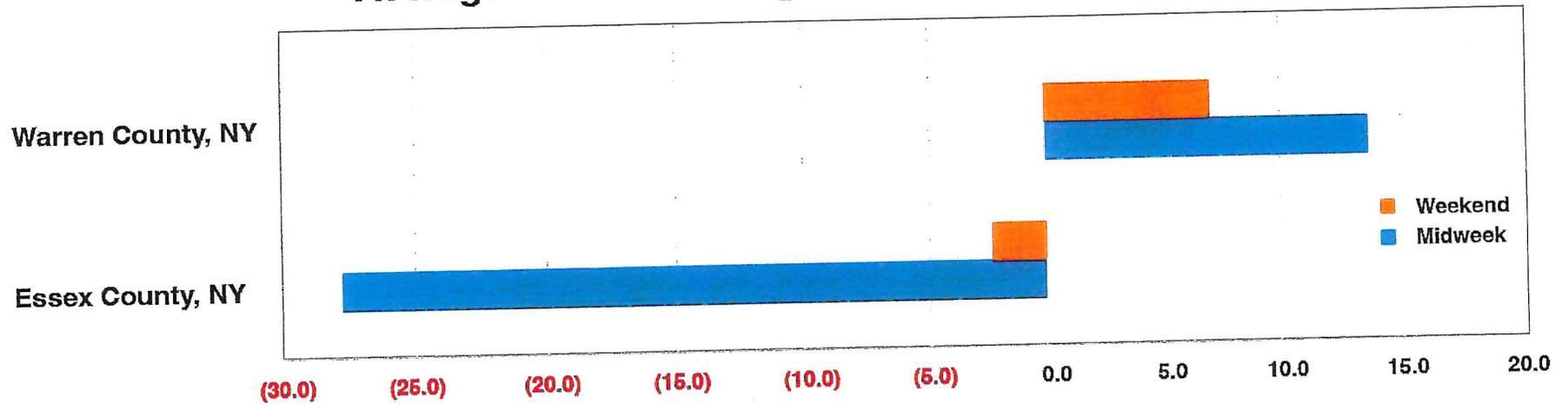
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# PROGRESS REPORT

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Average REVPAR Change Nov. 26, 2023 through Jan. 14, 2024



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# Restaurants seeing increased traffic

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“ We're about 30% busier ... This is the most stuff I've seen going on in Lake George.

”

— John Carr, owner of Adirondack Pub and Brewery, says the uptick in tourism allows him to keep his employees at their regular hours even through the winter months.



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## CHALLENGES & WINS



We went in the pouring rain with my 20-year-old, and my 26-year-old kids and had so much fun. It was pouring rain, and there were no lines. 110% worth the money and the time!!!

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## CHALLENGES & WINS



### Wins

Fantastic Partners  
Co-Promotion

### Challenges

Similarities led to  
confusion

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