



LAKE GEORGE

Winter's Dream

PROGRESS REPORT

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**Winter's
Dream**

We continue to build new brand for Warren County:

**Lake George is a
Wintertime Destination**

PROGRESS REPORT

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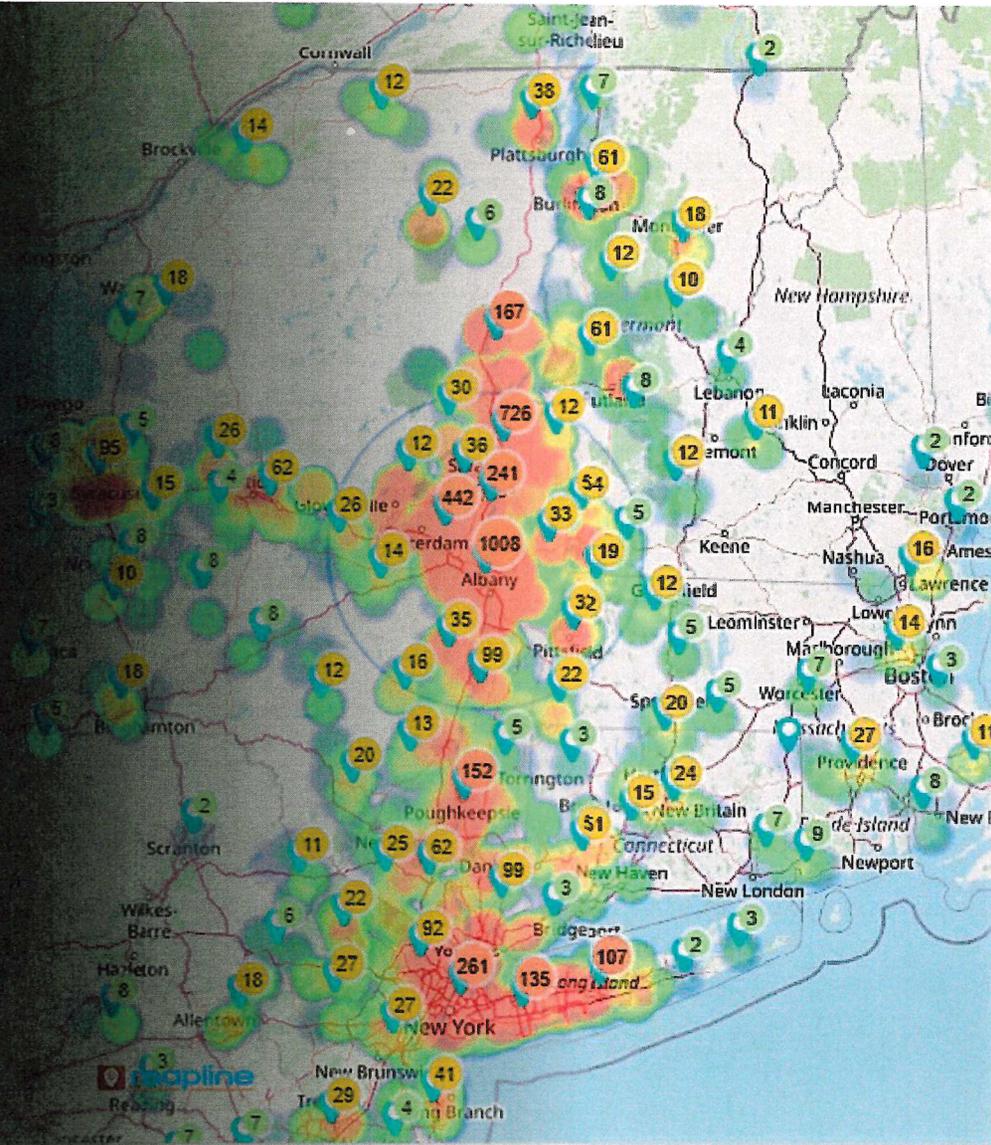
Winter's
Dream

Over 25,000 tickets sold to date

- **Averaged 270 per night in January**
- **Biggest Night January 13th (Sat) - 952**

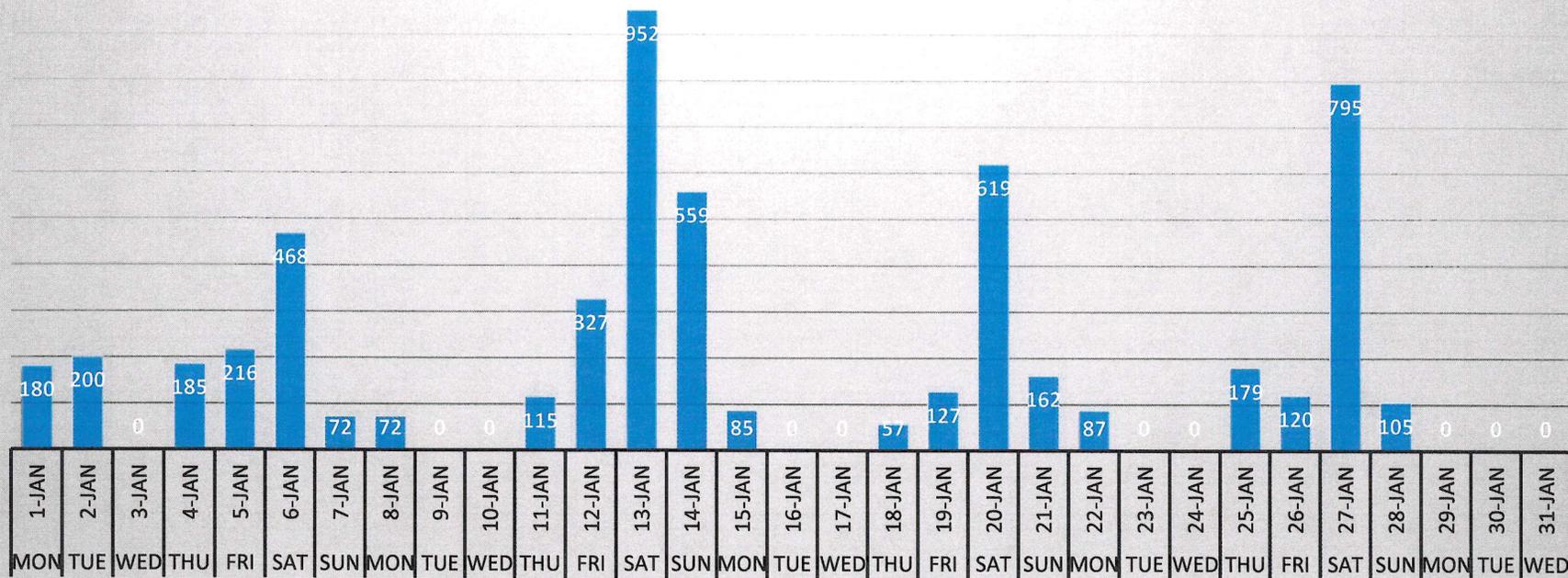
From New York City to the Capital Region and beyond

Strong growth in our
emerging market of
Buffalo, Syracuse,
Rochester, & Utica



January Ticket Sales

January Admissions
 Closed for show enhancements January 29 thru 31



I Love New York winter 2024 /2025

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Winter's
Dream



I Love New York will
feature Winter's
Dream in 2024 / 2025
advertising.

MEDIA COVERAGE

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Winter's
Dream

300 Million

Potential audience reached by earned media coverage for Winter's Dream and Winter Realms

\$3.3 Million

Advertising value equivalency:
What the earned media is worth if it were paid media

Lake George Area Hotel Average increase in
Revenue Per Available Room (Dec.31st thru Jan. 28th) :

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Up 16.25 percent over 2023 midweek



Up 1.92 percent over 2023 weekend

Source: Smith Travel Reports

Warren County was up significantly midweek in Revpar

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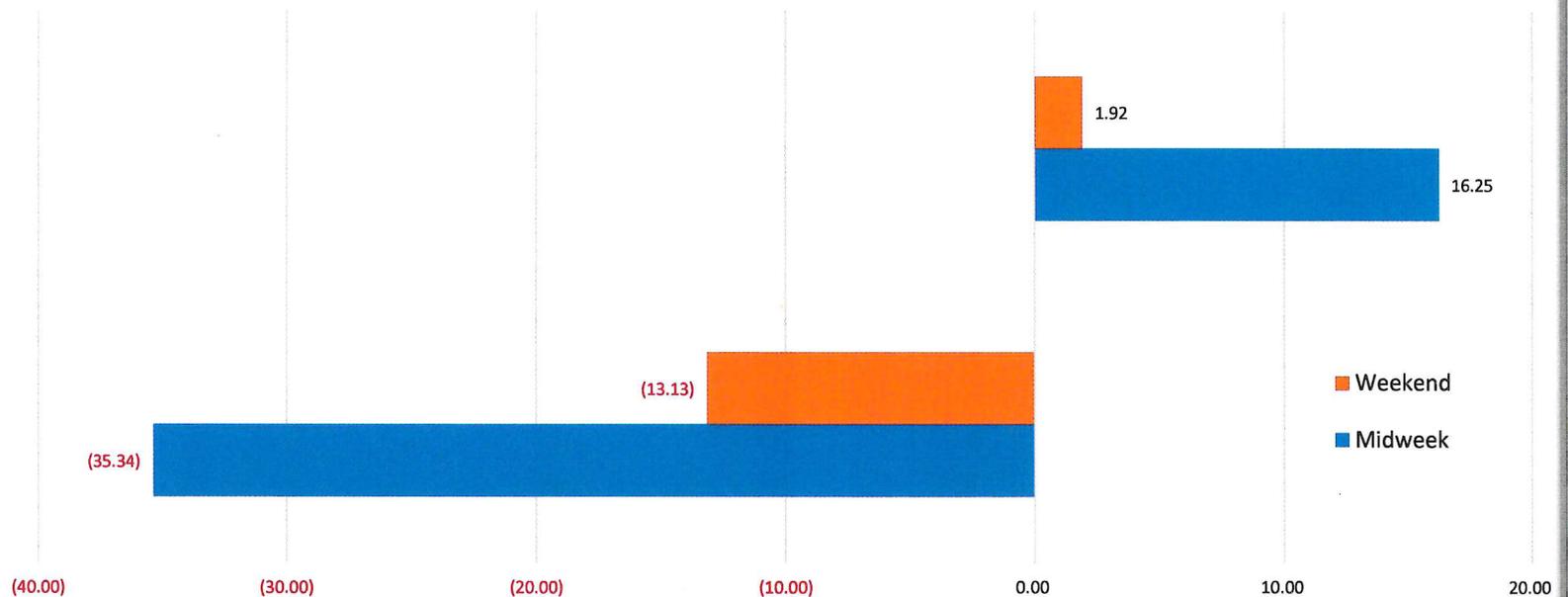
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Average RevPAR Change weeks December 31st thru Jan 28, 2024 vs 2023

Both Counties hosted guest rooms for the University Winter Games in 2023

Warren County, NY

Essex County, NY



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SPECIAL EVENTS

Military Appreciation Evening: January 25

United Way Fundraiser February 13

Price Chopper / Market 32 Discount Mondays

Major employers using private discount codes

How are guests rating Winter's Dream

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Winter's
Dream

January 2024

Satisfaction
Rating

91.4%

From Guest View Survey system

"We loved it! My 8 and 10 yo thought it was magical! It was well done and a wonderful activity for all ages. It exceeded our expectations."

Alison, Saratoga NY

It was beautiful and uplifting and brought you to that sense of wonder and enjoyment. I could not stop raving about it.
Chip, Suffolk County NY

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Winter's Dream

How are guests rating Winter's Dream

February - After enhancements were made

“One of the most beautiful things I’ve ever experienced. My family and I were moved to tears by the beauty of it. It exceeded expectations.”

Victoria, Fishkill NY

Satisfaction
Rating

96% ↑

From Guest View Survey system

“it was beautiful and uplifting and brought you to that sense of wonder and enjoyment. I could not stop raving about it.”

Chip, Suffolk County NY

Restaurants seeing increased revenue

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Winter's Dream

“ the decision to move to a 7 day schedule was based on attractions like Winters Dream and Winter Realms ”

Joe Mondella -Lagoon.

“Currently plus 12% in January and 17% Month to Date in February.

We are grateful for the work that has been put in to bring these attractions to the area. We continue to believe that if more local businesses can stay open during the Winter Months, visitors will have a more enjoyable wholistic experience in Lake George, with Winters Dream being just one of the highlights - not the only thing they do. ”

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Economic Impact

“ I am pleased to note a substantial increase in business, particularly during the months of December and January. And have observed the positive impact of the Winter's Dream Project on our community overall. **The project has undeniably brought a welcome boost to the local economy during a time of the year when businesses traditionally face challenges...**Initiatives like these contribute to the prosperity of our economy, making it a great addition to our region. ”

Yerbol Kenzhebekov
Owner, Saluti Restaurant

Barnsider Smokehouse BBQ

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Lake George, NY 12845
(518) 668-5268
(518) 260-1590
bbq@barnsider.com



February 19th, 2024

Occupancy Tax Committee:

My name is Ed Pagnotta and I own the Barnsider BBQ in Lake George. This past winter has been a challenging one. Mother nature hasn't cooperated for Lake George these past few months. Holiday break weeks and key winter events experienced unusual rain and warmer temperatures than normal.

Events such as Winter's Dream and Winter's Rehm were a positive impact for my business. They brought more winter tourists than we would have had without them. Our midweek dinner numbers were higher on the days they were open as well. We desperately need attractions like these to help us stay open in the winter months, employ our year-round staff, and give families a reason to come to our area. I want to thank the county for supporting our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Ed Pagnotta". The signature is written in a cursive style with a long, sweeping tail that extends downwards and to the right.

Ed Pagnotta

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**Together, we continue
building the brand of Lake
George as a Winter
Destination.**