



LAKE GEORGE

Winter's Dream

FINAL REPORT

LAKE GEORGE

**Winter's
Dream**

We will continue to build a new brand for Warren County:

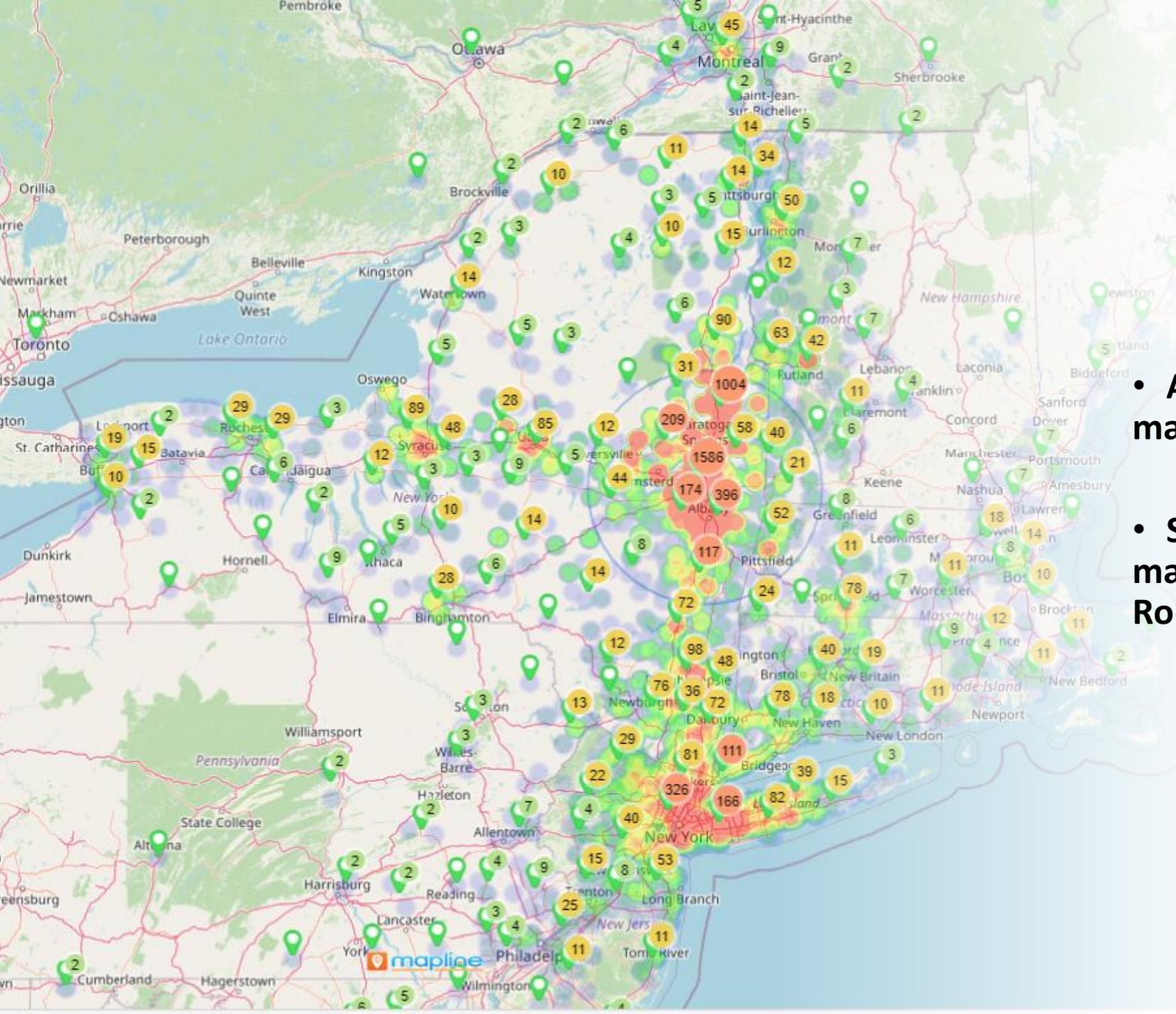
**Lake George is a
Wintertime Destination**

FINAL REPORT

LAKE GEORGE

**Winter's
Dream**

**26,031 Admission
Tickets Sold**



- A vast reach to top feeder markets and their submarkets

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

Satisfaction

Global satisfaction

December 8th thru March 9th

Average grade

8.6/10

Satisfied

93%

1098 participants have an average score greater than or equal to 6/10

Dissatisfied

7%

83 participants have an average score of less than 6/10

Global satisfaction

Average grade

8.85/10

Satisfied

95.9%

418 participants have an average score greater than or equal to 6/10

Dissatisfied

4.1%

18 participants have an average score of less than 6/10

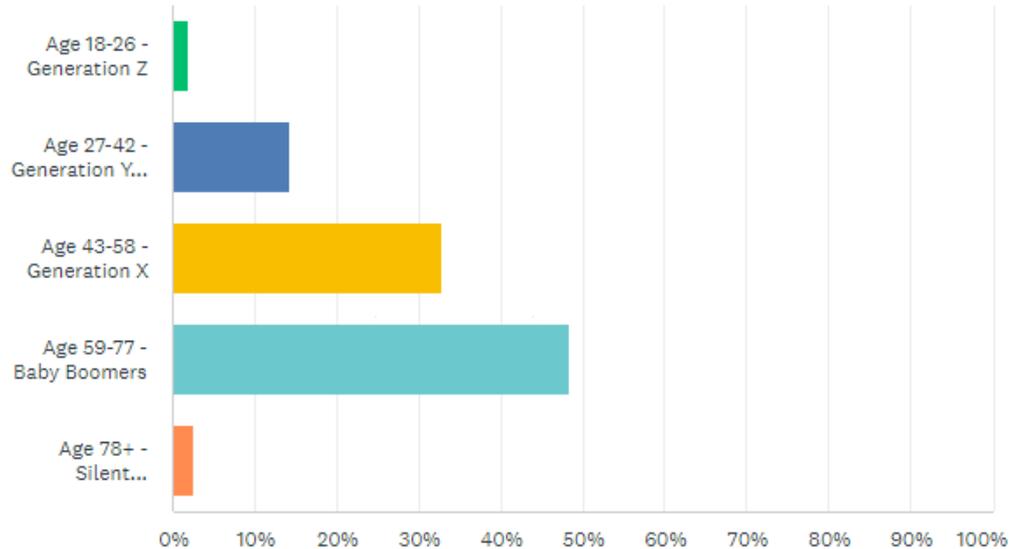
February 1st thru March 9th
After show enhancements

Winter's Dream Survey results

Winter's Dream

What age group are you in?

Answered: 965 Skipped: 7



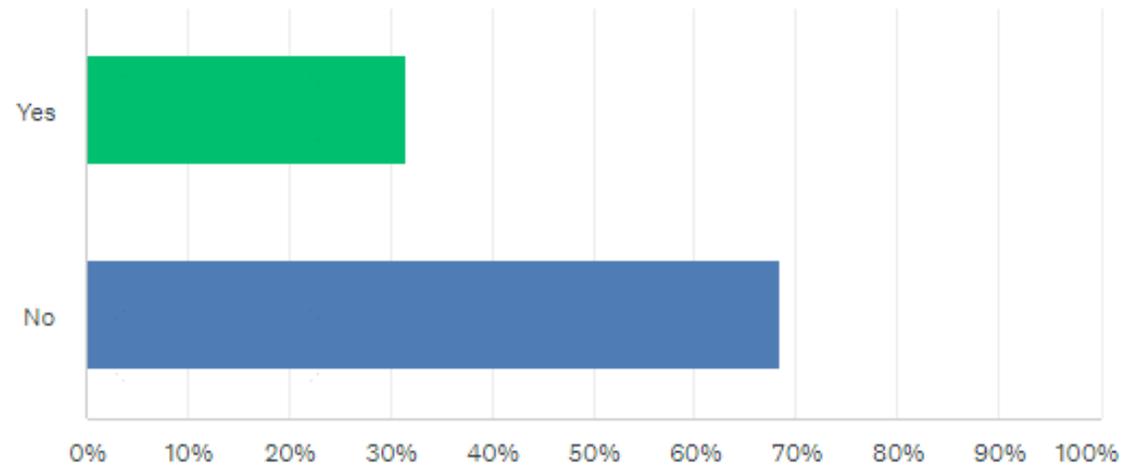
ANSWER CHOICES	RESPONSES
Age 18-26 - Generation Z	1.97% 19
Age 27-42 - Generation Y - Millennials	14.30% 138
Age 43-58 - Generation X	32.75% 316
Age 59-77 - Baby Boomers	48.50% 468
Age 78+ - Silent Generation	2.49% 24
TOTAL	965

Winter's Dream Survey results

Winter's Dream

Did you attend the new Lake George winter attraction Winter's Dream?

Answered: 967 Skipped: 5



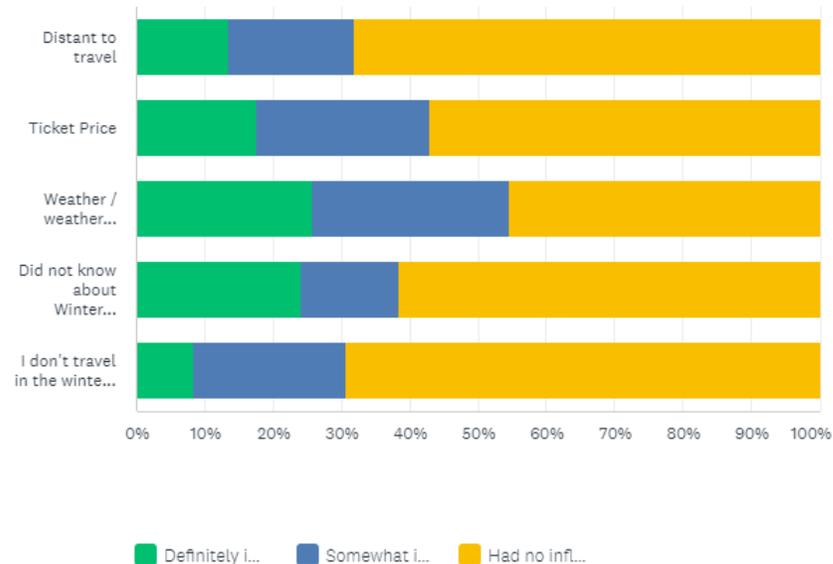
ANSWER CHOICES	RESPONSES	
▼ Yes	31.64%	306
▼ No	68.36%	661
TOTAL		967

Winter's Dream Survey results

Winter's Dream

Were there specific factors that influenced your decision not to attend?

Answered: 694 Skipped: 278

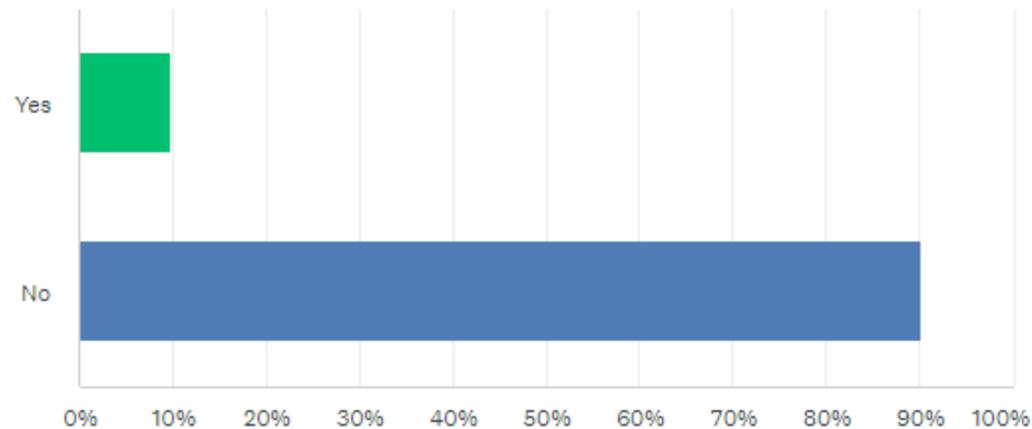


	DEFINITELY INFLUENCED MY DECISION.	SOMEWHAT INFLUENCED MY DECISION	HAD NO INFLUENCE ON MY DECISION TO ATTEND WINTER'S DREAM	TOTAL	WEIGHTED AVERAGE
▼ Distant to travel	13.50% 84	18.49% 115	68.01% 423	622	1.45
▼ Ticket Price	17.50% 108	25.45% 157	57.05% 352	617	1.60
▼ Weather / weather forecast	25.67% 162	29.00% 183	45.32% 286	631	1.80
▼ Did not know about Winter's Dream	24.04% 151	14.49% 91	61.46% 386	628	1.63
▼ I don't travel in the winter months.	8.46% 52	22.28% 137	69.27% 426	615	1.39

Winter's Dream Survey results

Did you attend Winter's Realm (with ice skating), the other Lake George winter attraction, next door?

Answered: 764 Skipped: 208



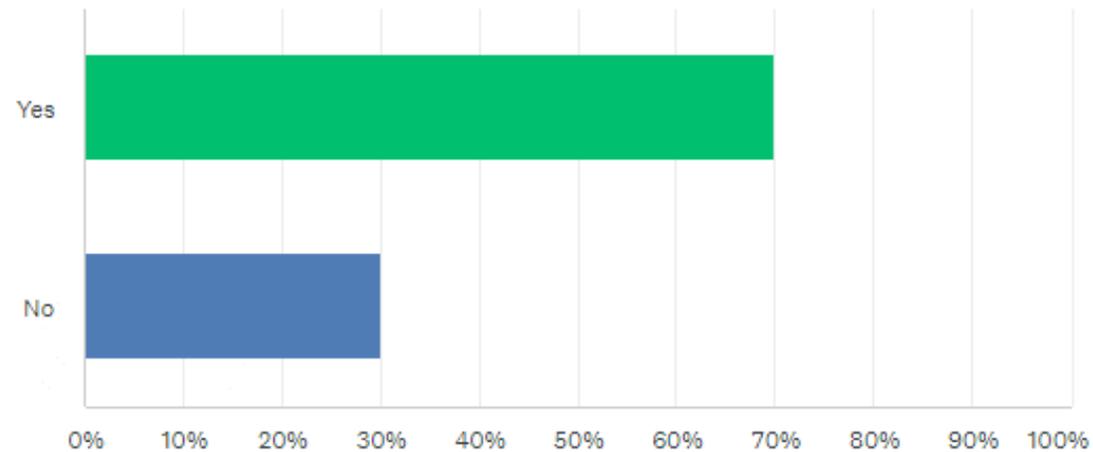
ANSWER CHOICES	RESPONSES
Yes	9.82% 75
No	90.18% 689
TOTAL	764

Winter's Dream Survey results

Winter's Dream

Do you typically travel for leisure during the winter months?

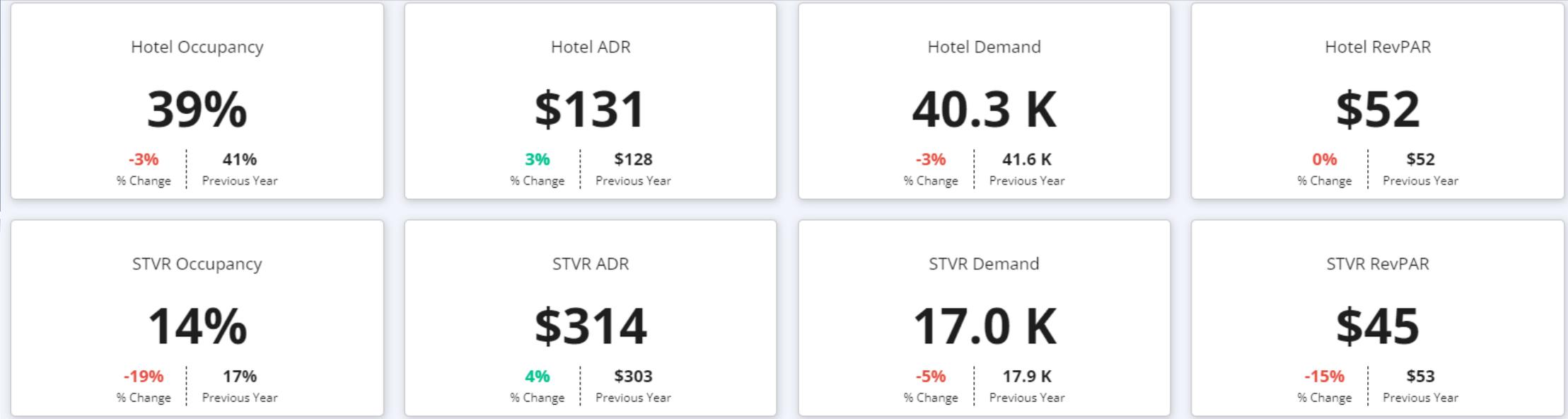
Answered: 784 Skipped: 188



ANSWER CHOICES	RESPONSES
▼ Yes	69.90% 548
▼ No	30.10% 236
TOTAL	784

2
0
2
2
-
2
0
2
3

Date range 12/09/2022 - 03/11/2023 Lodging Type All



Key Lodging KPIs

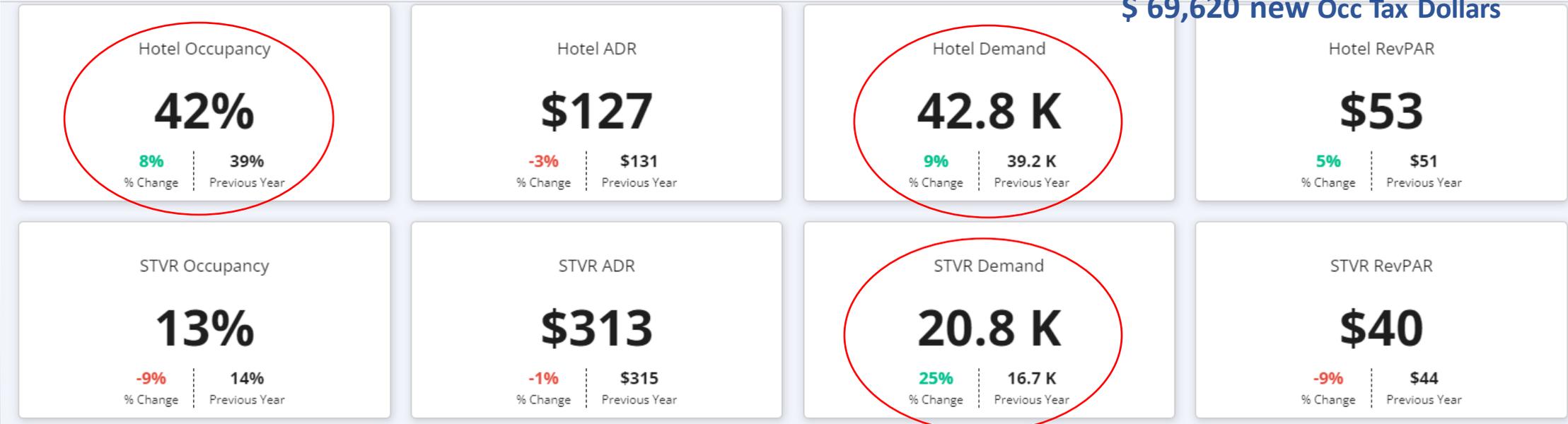
7,700 new room nights

\$1,740,500 new Lodging revenue

\$ 69,620 new Occ Tax Dollars

2
0
2
3
-
2
0
2
4

Date range 12/08/2023 - 03/09/2024 Lodging Type All



Visitor Profile



Date range
12/09/2022 - 03/11/2023

County
All

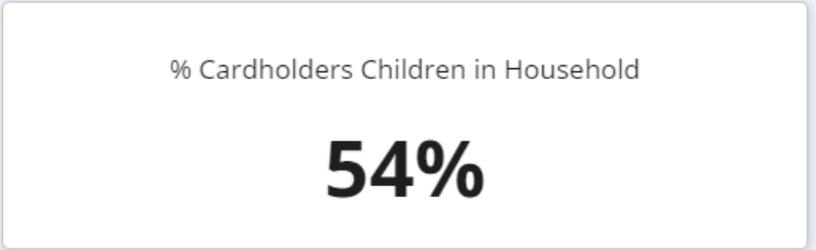
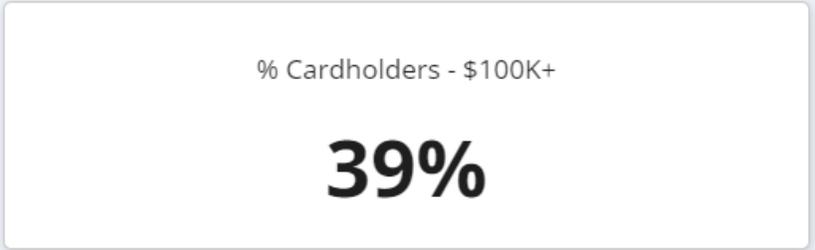
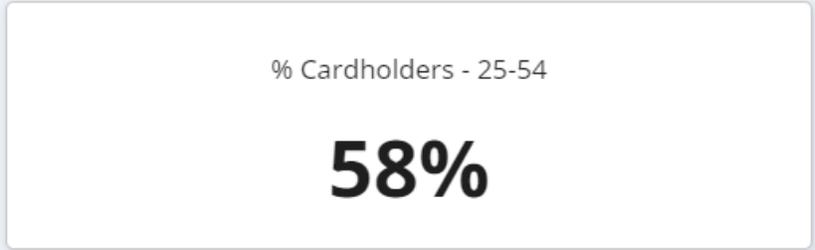
City
All



2022-2023

Source: Zartico Spend Data

Better understand the demographics of visitors including age, income and children in the household



Key Lodging KPIs

Visitor Profile



Date range
12/08/2023 - 03/09/2024

County
All

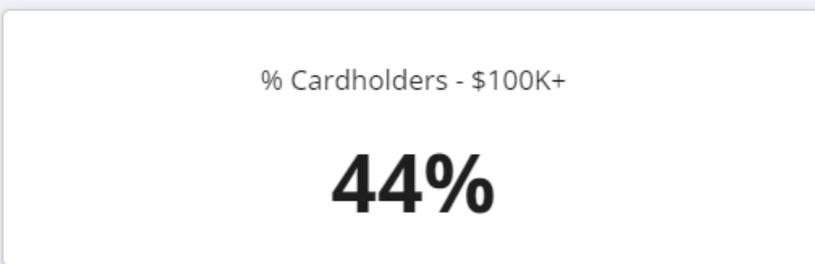
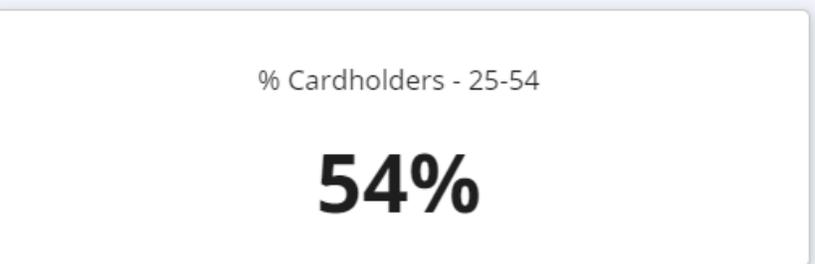
City
All



2023-2024

Source: Zartico Spend Data

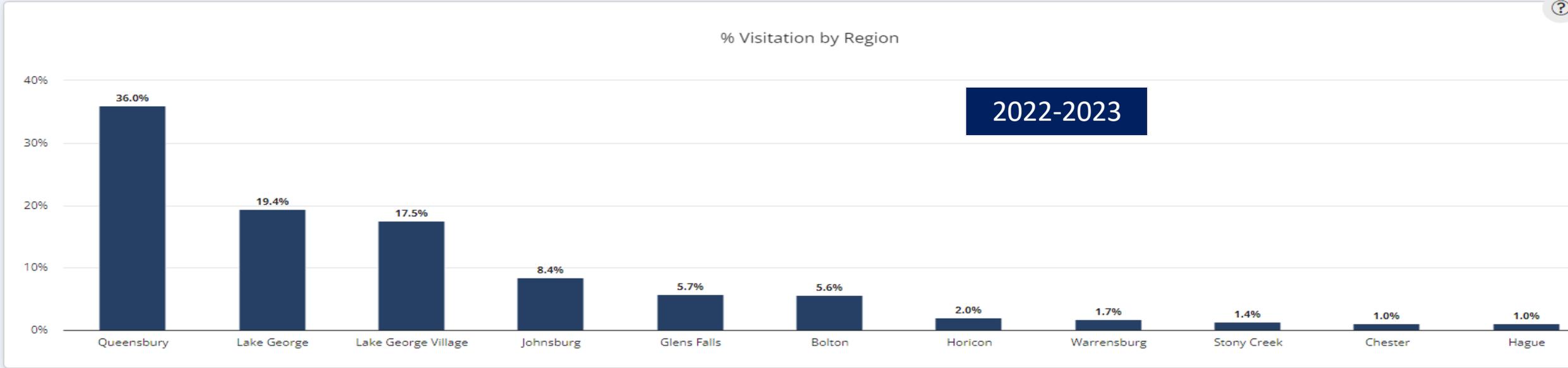
Better understand the demographics of visitors including age, income and children in the household



Where do your visitors go?

Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.



Visitor Profile

Date range
12/08/2023 - 03/09/2024

County
All

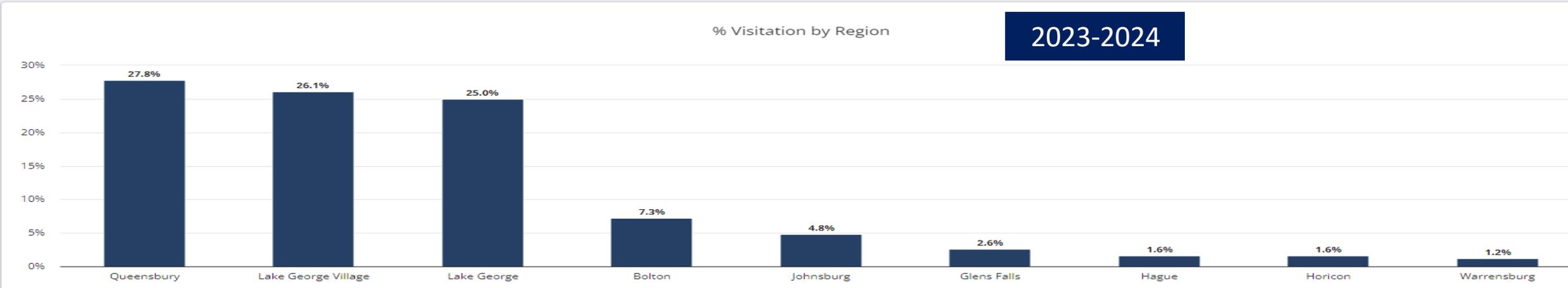
City
All



Where do your visitors go?

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Visitor Profile



Date range
12/09/2022 - 03/11/2023

County
All

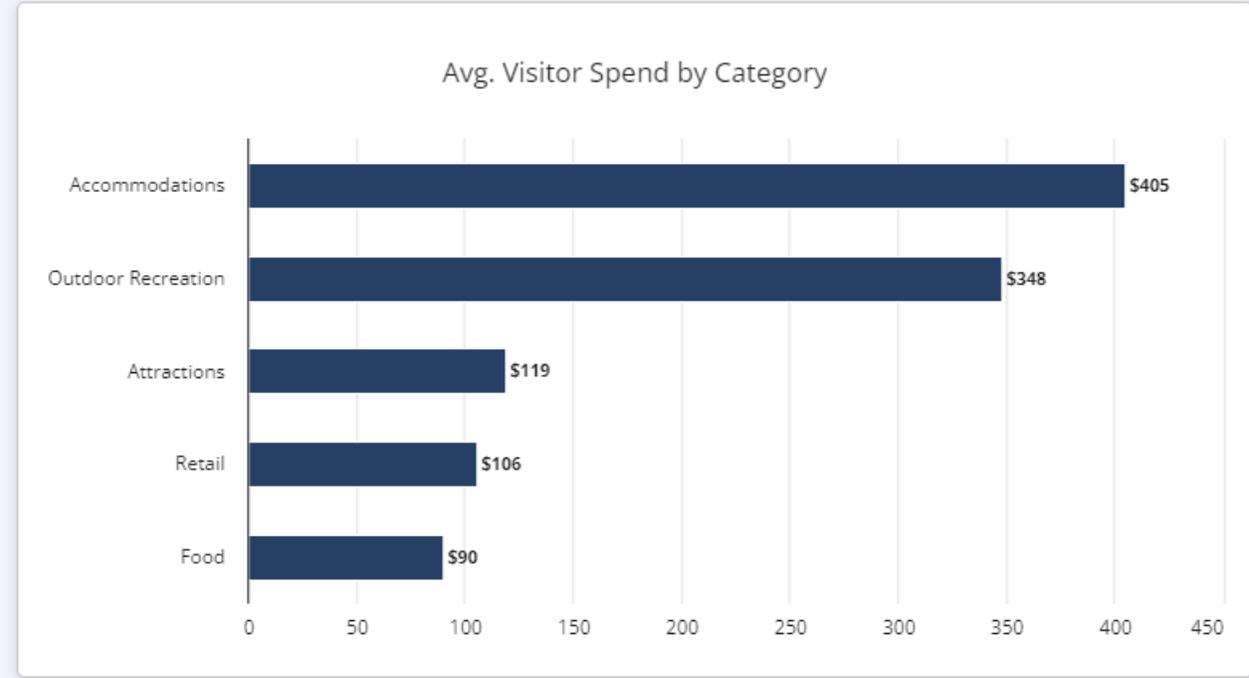
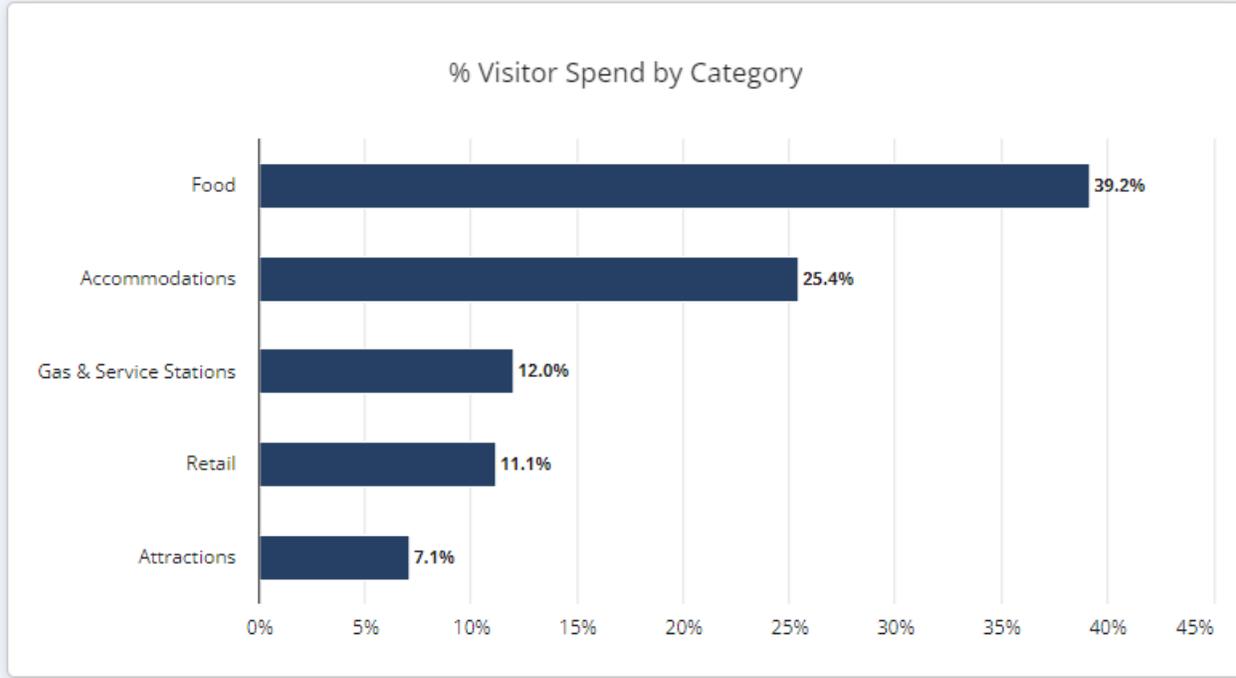
City
All

2022-2023

Where are your visitors spending?

Source: Zartico Spend Data

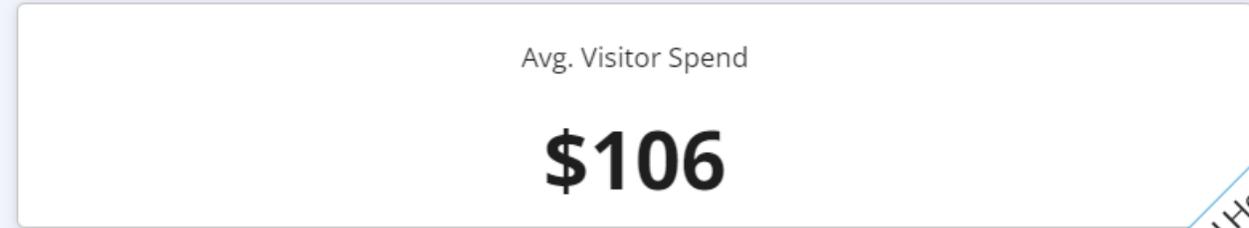
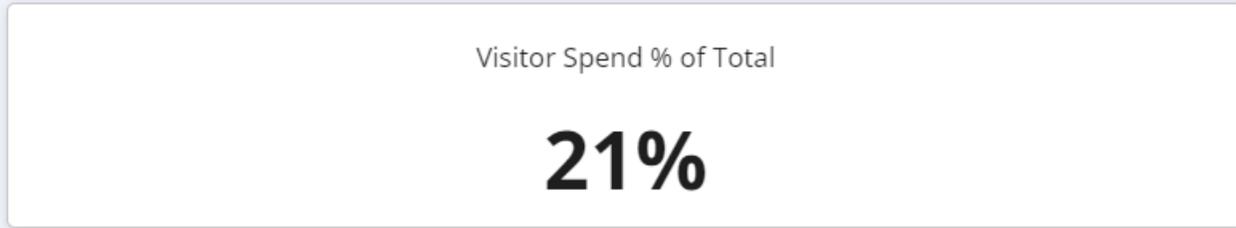
Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.



What is the visitor impact on restaurants?

Source: Zartico Spend Data

Better understand visitor impact on restaurants in your destination



ed Hel

Visitor Profile



Date range
12/08/2023 - 03/09/2024

County
All

City
All



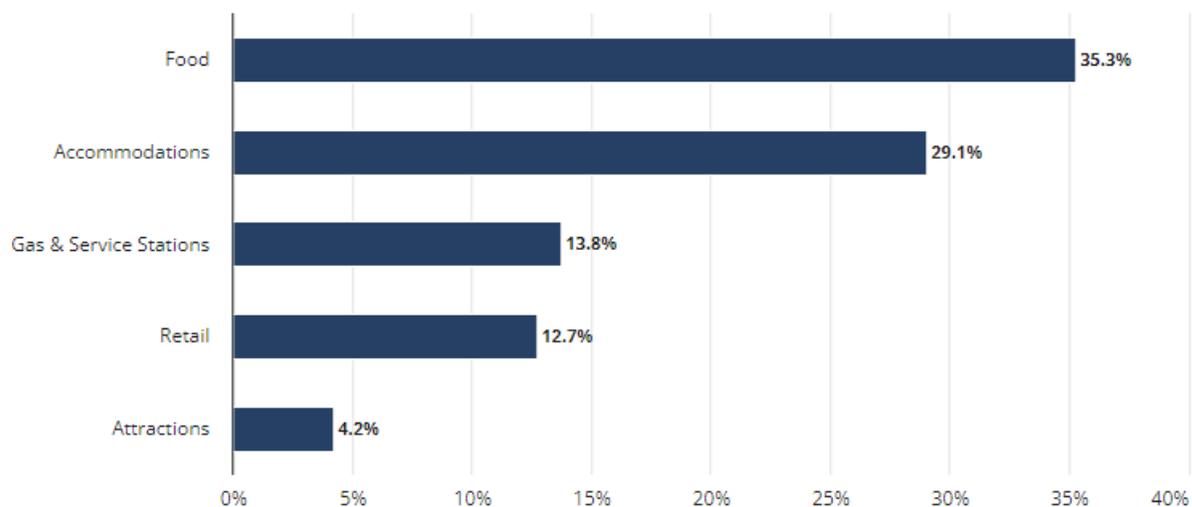
2023-2024

Where are your visitors spending?

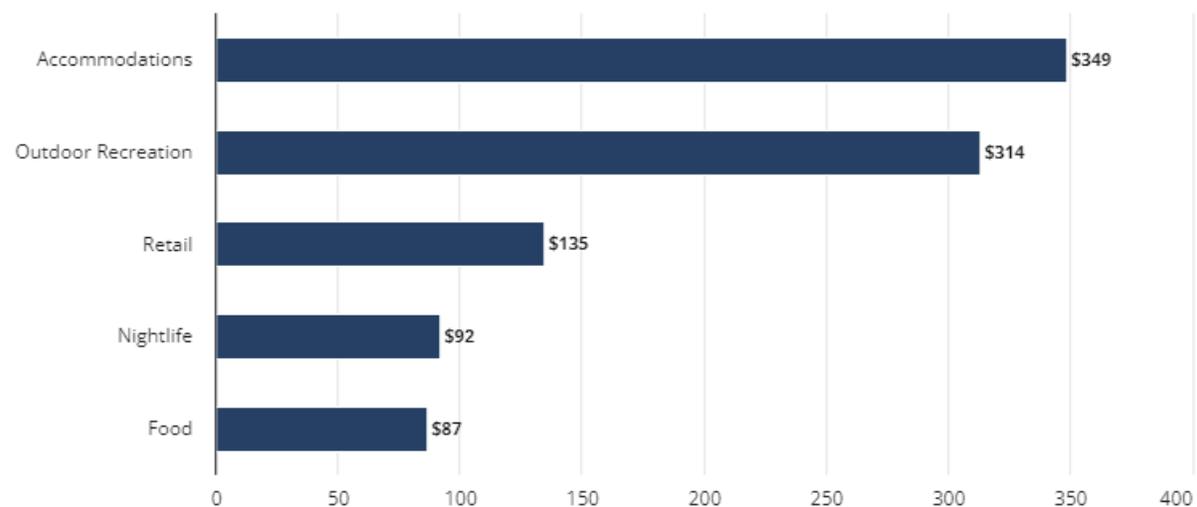
Source: Zartico Spend Data

Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

% Visitor Spend by Category



Avg. Visitor Spend by Category



What is the visitor impact on restaurants?

Source: Zartico Spend Data

Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total

25%

Avg. Visitor Spend

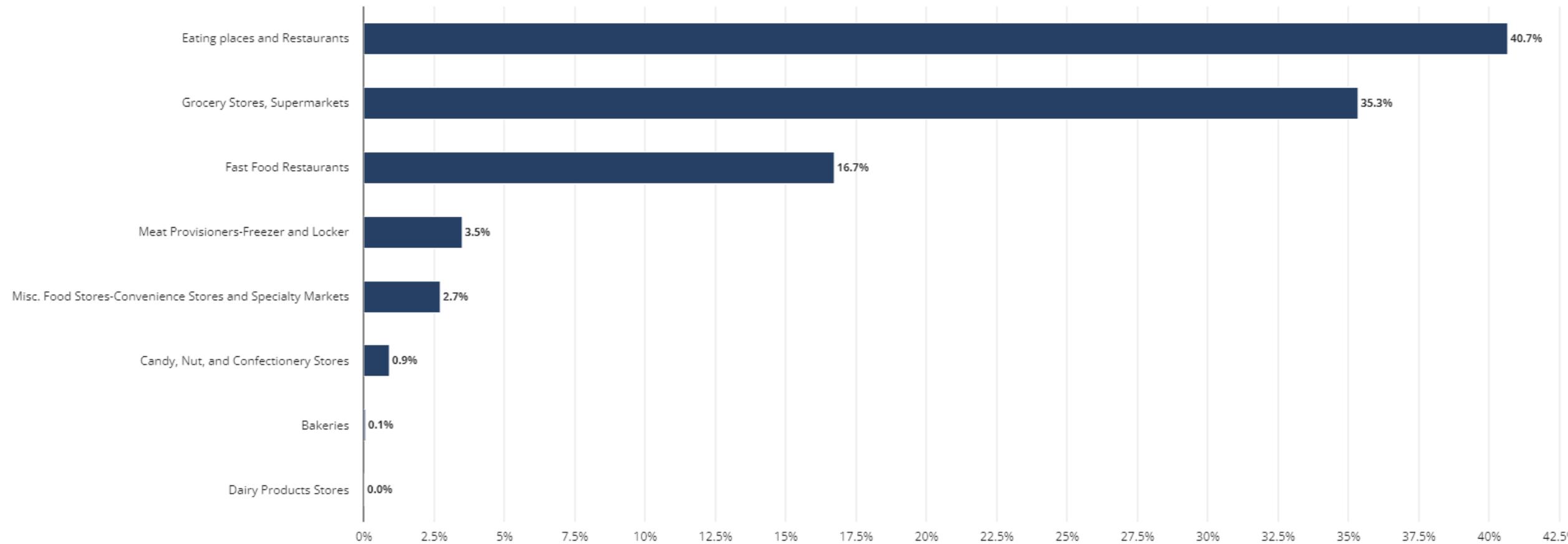
\$100

Winter's Dream – Visitor profile –cont.

Winter's Dream

CCS - Visitor Spending by Top 10 MCC Description

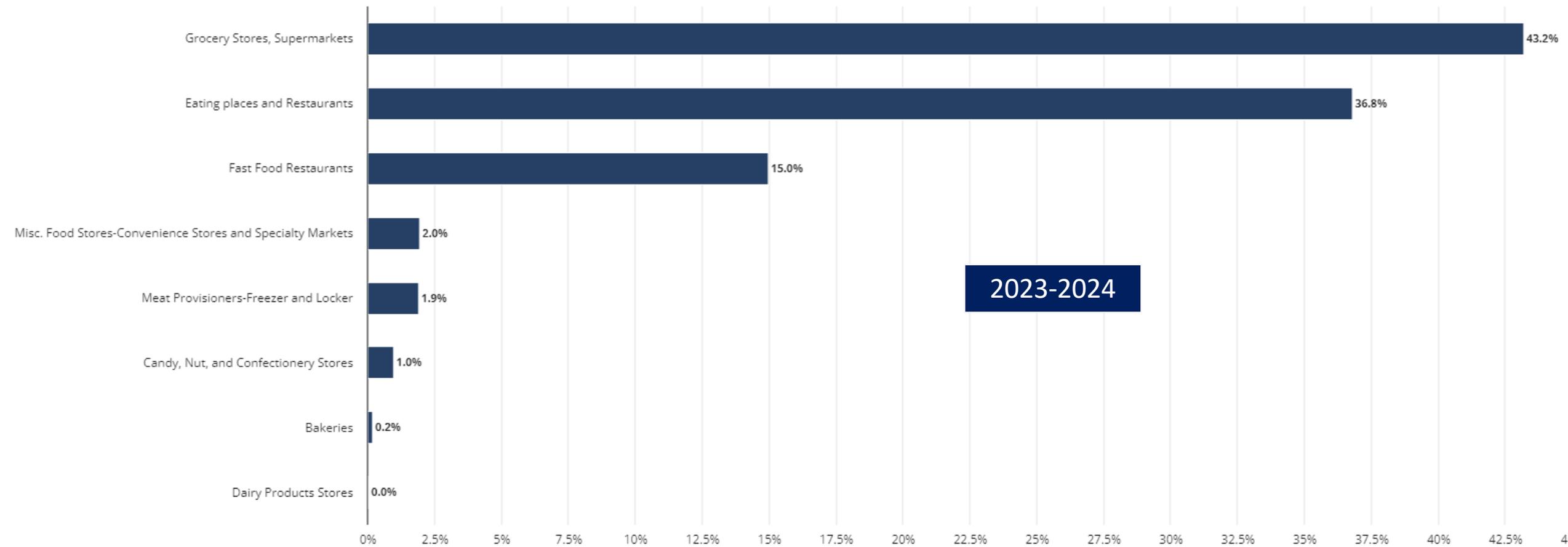
2022-2023



Winter's Dream – Visitor profile –cont.

Winter's Dream

CCS - Visitor Spending by Top 10 MCC Description



Winter's Dream

What is the visitor impact on accommodations?

2022-2023

Source: Zartico Spend Data
Better understand visitor impact on accommodations in your destination

Visitor Spend % of Total

59%

Avg. Visitor Spend

\$403

What is the visitor impact on attractions?

Source: Zartico Spend Data
Better understand visitor impact on attractions in your destination

Visitor Spend % of Total

21%

Avg. Visitor Spend

\$118

What is the visitor impact on accommodations?

2023-2024

Source: Zartico Spend Data
Better understand visitor impact on accommodations in your destination

Visitor Spend % of Total

77%

Avg. Visitor Spend

\$349

What is the visitor impact on attractions?

Source: Zartico Spend Data
Better understand visitor impact on attractions in your destination

Visitor Spend % of Total

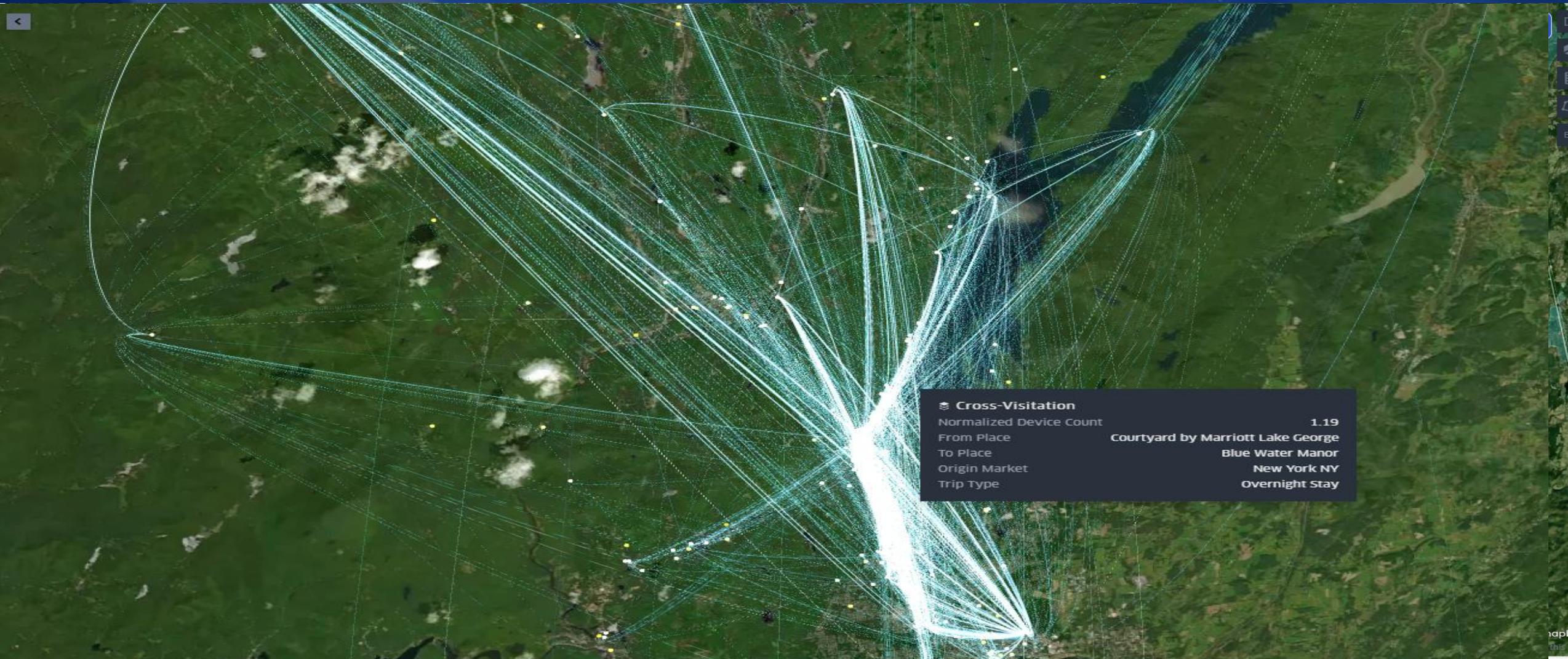
32%

Avg. Visitor Spend

\$79

Winter's Dream – Movement around the county

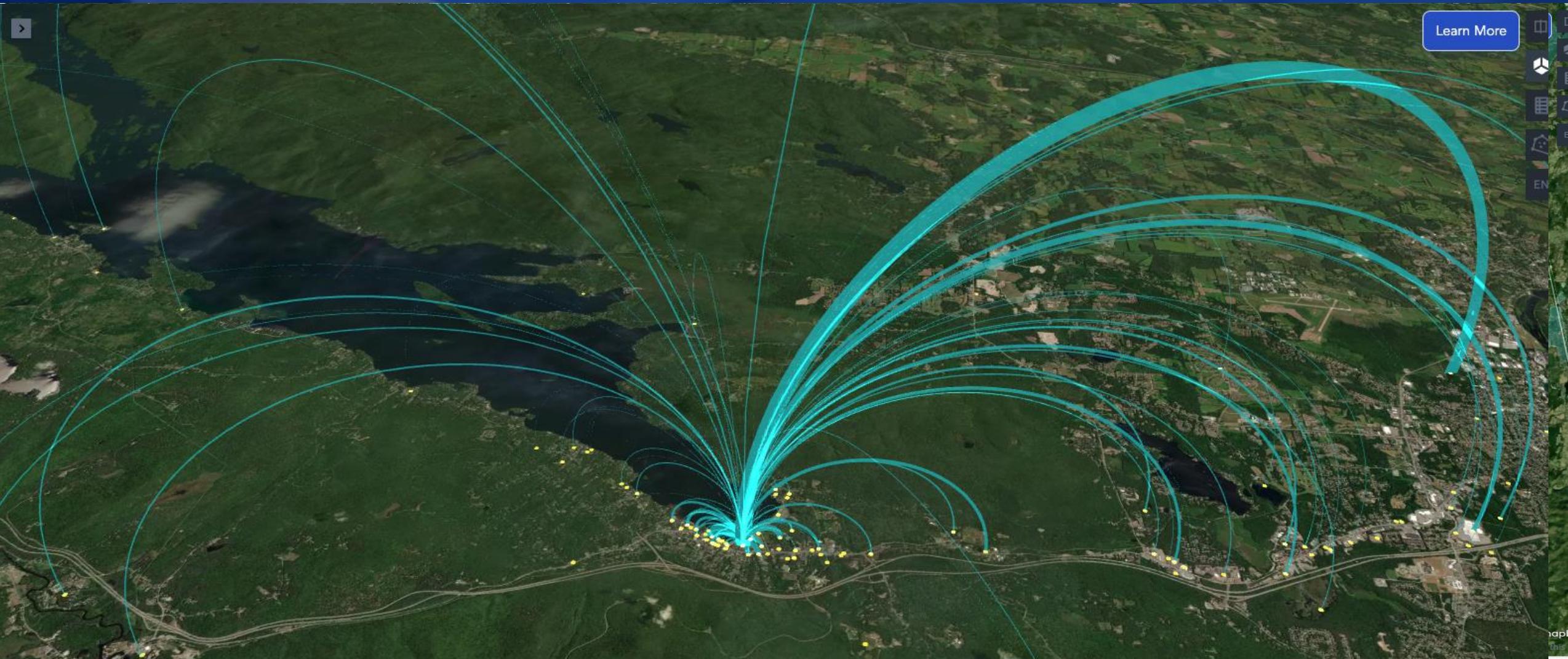
Winter's Dream



Cross-Visitation
Normalized Device Count **1.19**
From Place **Courtyard by Marriott Lake George**
To Place **Blue Water Manor**
Origin Market **New York NY**
Trip Type **Overnight Stay**

Winter's Dream – Movement around the county

Winter's Dream



I Love New York winter 2024 /2025



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

LAKE GEORGE

Winter's
Dream

**Together, we will continue
to build the brand of Lake
George as a Winter
Destination.**