

QUARTERLY REPORT

OCTOBER-DECEMBER 2024

15 LEADS

An event inquiry from an organization or meeting planner for a future date that meets the event criteria that is distributed to destination partners.



8

BOOKINGS

A future event contracted with a hotel/venue.



6.9k

ATTENDEES

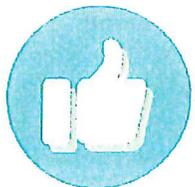


Delegates, exhibitors, media, speakers and guests/companions who attend an event.

\$4.9M

ECONOMIC & EMPLOYMENT IMPACT

The net spending into a community resulting from a meeting or event.



180

NEW SOCIAL FOLLOWERS

28.3K

WEBSITE VISITS

Each visit represents a single user interaction with the website, during which the visitor may view multiple pages



A Note from the LGRCVB

The LGRCVB is pleased to present the **Quarterly Report for October 1- December 31, 2024**. All programs and services tie back to **LGRCVB's 2024 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), International Travelers 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, NY.

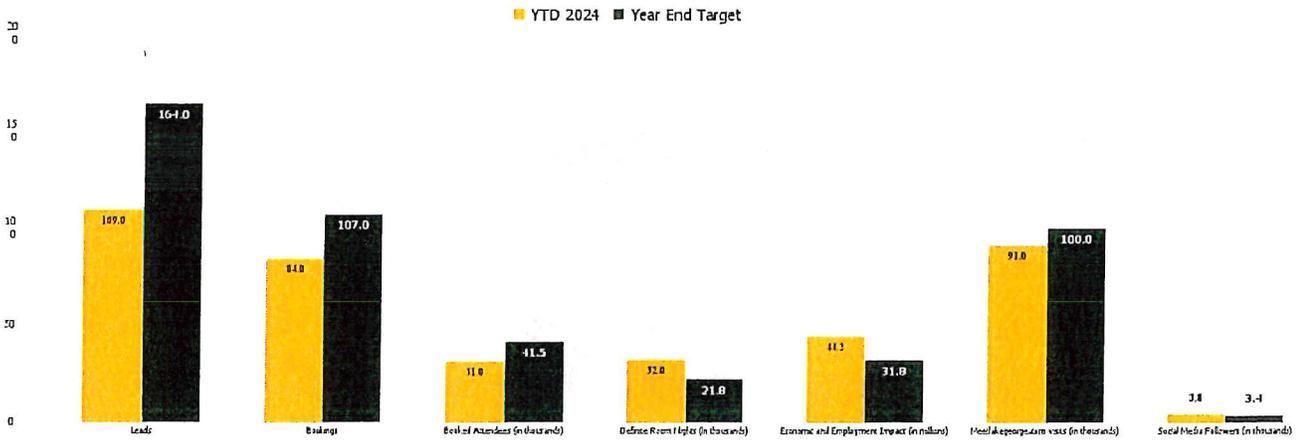
Key Performance Indicators

KPI	Q4 2024	2024 Year to Date	2024 Year End Target	2024 % of Target	2023 Total
Leads	15	109	164	66%	152
Bookings	8	84	107	79%	110
Booked Attendees*	6,890	30,982	41,490	75%	21,377
Booked Room Nights	3,490	32,017	21,838	147%	21,324
Economic Impact	\$4,969,650	\$44,144,671	\$31,800,000	139%	30,496,836
Meetlakegeorge.com Visits	28,285	91,020	100,000	91%	74,000
Social Media Followers	180	3,751	3,433	109%	2,813

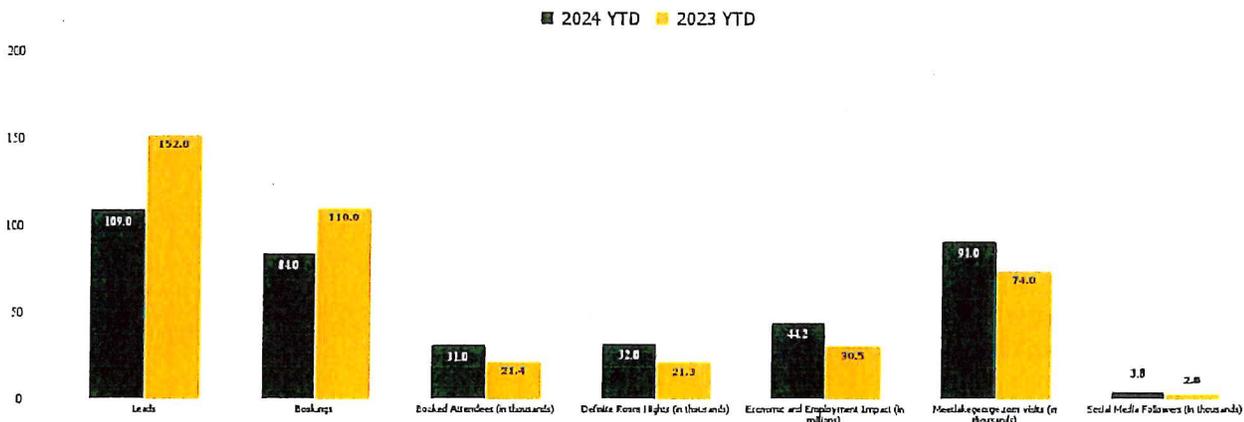
LGRCVB | Q4 2024

A Closer Look

YTD 2024 vs Year End Target



2024 YTD vs. 2023 YTD



LGRCVB | Q4 2024

Q4 Highlights

Numbers below based on Convention Calendar events that occurred from October 1 - December 31, 2024



Group Tour

- Attended **OMCA in Windsor, Ontario**, from **Nov 4-6**, engaging in **24** individual appointments with tour operators interested in adding Lake George to their future tour schedule.



Meetings & Events

- Booked **8 meetings and conventions** for upcoming business.
- **15 leads** sent out to partners for business through 2027.
- **New York State Destination Marketing Organization (DMO)** chose the Lake George area for their June 2025 Quarterly Meeting.
- **New York State Tourism Industry Association** chose The Lake George Area for their September 2025 Tourism Excellence Summit and Award Events.



Sports

- Return of **NYS PHSAA** (NYS Public High School Athletic Association) **Cross Country & Volleyball Championships**.
- **US Quadball (USQ)** event.
- **North Star Soccer Clubs 3rd annual Cauldron Cup 7v7** tournament.

Trade Show Attendance



Meetings

- *Smart Meetings* in Newport RI 25 1 on 1 appointments with corporate & association meeting planners.
- *Meeting Professionals International Fall Focus* event in Rochester NY. Collaborated with Industry Professionals.
- Attended *Empire State Society of Association Executives* annual Harvest Highlights.
- *GovBuy Expo* made over 20 contacts with state buyers.
- *New York State Hospitality & Tourism Association (NYSHTA)* Annual Conference attended to collaborate with industry professionals.

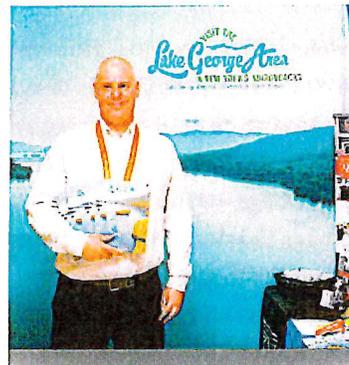
Meetings Market
25 Appointments

Smartmeetings



Group Tour

- *Ontario Motor Coach Association (OMCA)* Windsor, Ontario. 24 1-on-1 appointments with Motor Coach Tour operators.



Group Tour Market
24 Appointments



145 Connections | 1 Lead
generated from trade show attendance in Q4

Convention Services



Coaches Gifts

During the NYSPHSAA Championships, gifts were provided to the visiting cross-country and volleyball coaches to welcome them to the Lake George Area. Over 300 cross-country coaches received NYS DMO/ I♥New York gift bags, while 30 volleyball coaches were gifted bags that included delicious chocolates from Barkeater Chocolates of North Creek. These tokens of appreciation highlighted the region's hospitality and showcased local treats.

Registration Tables

Assistance was provided at the registration table for the American Nurses Association Annual Conference at The Sagamore, helping with guest check-in and distributing informational materials about Bolton Landing, Lake George, and the Queensbury area. Our support not only ensured a seamless and efficient registration process but also allowed the event staff to focus more on participating in the conference itself.



NYSPHSAA Volleyball Championships coaches gifts



Registration table at The Sagamore for American Nurses Association Annual Conference

Microsites & Welcome Bags

Five microsites developed for booked events with 2,482 views from visiting attendees. Provided **over 325 welcome bags** for of the events serviced within the quarter.

Referrals

Provided **181 Partner Referrals for 10 clients**. Partner referrals include accommodations, dining, activities, wedding vendors and transportation partners.

Community & Development

MPI Event

The Lake George Regional Convention and Visitors Bureau attended MPI's Upstate NY Fall Focus in Rochester, NY, bringing together meeting professionals from all over Upstate New York. The event featured sessions on resilience, risk management, and AI in events, along with the "What's On Your Mind Townhall" and an immersive experience of Rochester, courtesy of Visit Rochester.



Monthly LGRCVB Meetings

Held in-person meetings at various partner venues in October, The Lake George Regional Convention and Visitors Bureau; November, Uncommon Grounds in Queensbury; December, The Courtyard by Marriott. For a total of 35 attendees.

AI Agility in the Workplace

Attended Suny Adirondack "AI Agility in the Workplace" this thought-provoking, workshop and panel discussion to help gain insight from AI thought leaders on how to effectively harness the power of AI.

Crowdriff SEE Conference

CrowdRiff SEE 2024 is a premier conference for destination marketers, travel professionals, and content creators. It focuses on visual storytelling, user-generated content, and AI-driven tools to inspire travel and boost engagement. Attendees gain actionable insights through keynotes, interactive sessions, and networking, equipping them with cutting-edge strategies to elevate their brand and drive tourism success.



LGRCC & CVB Annual Dinner

The Annual Dinner served as a powerful reminder of the incredible people and organizations that make the Lake George region a special place to live, work, and visit. Both Jazz at the Lake and Dan Davies exemplify the values of leadership, collaboration, and commitment that drive the success of our community and its tourism economy.



LGRCVB | Q4 2024

Marketing & Advertising

28K
website
visitors

121K
website
pageviews



Publication: Capital Region Living Magazine,
Market: Group
Product: Full Page Ad
Analytics: 21K Regional Circulation



Publication: Sports Destination Management
Market: Sports
Product: Digital Article
Analytics: 55K Digital Circulation

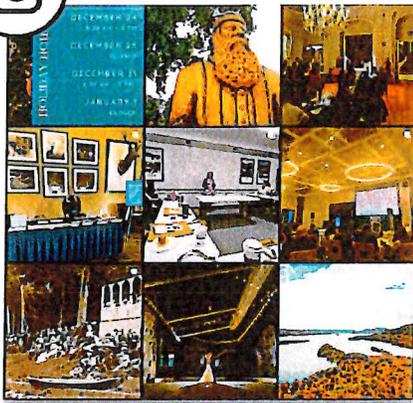
Publication: Times Union
Market: Corp/Assn,
Product: Newsletter
Analytics: 30k views, 6k clicks, 13.20% open rate



Media Publication Presence

Albany Business Review, Saratoga/Capital Region Living Magazine, Northeast Meetings & Events, Springfield Republican, Times Union

LGRCVB | Q4 2024 Social Media



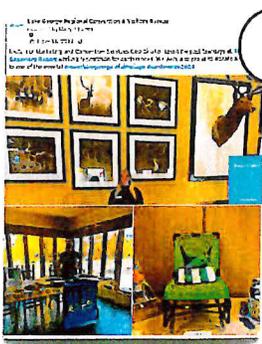
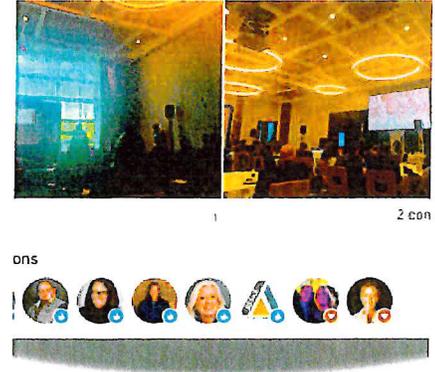
Instagram
In Q4, our Facebook reach saw a significant increase of +126% compared to Q3, growing from 10.6k in Q3 to 24k in Q4.

Tik Tok
In Q4, the number of male followers increased by +15% compared to Q3.

LinkedIn
Our average CTR was 12%.



Large Regional Chamber of Commerce & CVB
for the opportunity to attend ESSAE's Harvest Highlight. It was a filled with insightful discussions and networking. Hearing keynote es from Kathleen McLean and Ally Meyers was a highlight of the d
#EventRecap #Networking



2024 Q4 LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates -End	EEI Type	# ATTN	Room Nights	EEI Value	New Business
2025 June Quarterly Meeting	New York State Destination Marketing Organizations (NYSDMO)	5/29/2025	5/30/2025	Conference	35	30	\$34,650	Yes
2025 Hannaford Leadership Conference	ConferenceDirect	10/6/2025	10/9/2025	Conference	170	368	\$363,600	No
2027 NYSSA/SLEDNY	New York State Snowmobile Association (NYSSA)	4/8/2027	4/12/2027	Convention	600	500	\$1,460,000	Yes
2024 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	11/21/2024	11/24/2024	Special Event	200	170	\$436,000	No
2025 ELANY Annual Meeting	Excess Line Association of NY (ELANY)	8/7/2025	8/12/2025	Conference	45	225	\$147,150	No
2026 NASC/ASCP Annual Meetings	The Business Council of NYS, Inc.	8/14/2026	8/18/2026	Conference	150	530	\$461,250	No
2025 NYS PTA Board of Directors Orientation	CSEA State Operations	4/7/2025	4/10/2025	Conference	70	150	\$201,600	Yes
30th Annual Northstars Winter Classic	Adirondack Youth Hockey (AYHA)	1/17/2025	1/20/2025	Tournament	860	2420	\$1,707,100	No
Flex Company Retreat	THE OFFSITE COMPANY	5/12/2025	5/15/2025	Conference	325	975	\$708,500	Yes
American Pickleball Tour	Adrenaline Sports Management Inc.	5/16/2025	5/18/2025	Special Event	500	350	\$660,000	Yes
2025 NYS PTA Board of Directors Orientation.	NYS Parent Teacher Association: NYS PTA	4/25/2025	4/27/2025	Conference	50	63	\$76,500	No
2025 Chillin and Choppin at the Lake	Lake George Winter Carnival	2/27/2025	3/2/2025	Special Event	200	65	\$247,000	No
CrossFit Affiliate Caucus	CROSSFIT INC	7/30/2025	7/31/2025	Convention	500	500	\$545,000	No
2025 Camp Lenox	LM Media Worldwide. LLC	8/5/2025	8/7/2025	Group Tour	40	40	\$11,040	No
2025 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	6/21/2025	6/22/2025	Special Event	1500	500	\$2,685,000	No
Total Leads 17					5245	6886	\$9,744,390	

2024 Q4 BOOKINGS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	Location	EEl Type	# Attn	# Rooms	EEl Value	New Business
2024 Quadball Fest	US Quadball (USQ)	10/18/2024	10/19/2024	Home2 Suites by Hilton	Tournament	50	30	\$42,500	Yes
2024 3rd Annual Cauldron Cup 7v7 Tournament	North Stars Soccer Club	10/18/2024	10/19/2024	Golden Goal Sports Park	Tournament	1000	50	\$337,000	No
2024 Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association)	11/22/2024	11/24/2024	The Queensbury Hotel	Tournament	4500	500	\$2,018,250	No
2025 June Quarterly Meeting	New York State Destination Marketing Organizations (NYSDMO)	5/29/2025	5/30/2025	Courtyard by Marriott Lake George	Conference	35	30	\$34,650	Yes
2024 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	11/21/2024	11/24/2024	Courtyard by Marriott Lake George	Special Event	200	170	\$436,000	No
2025 ELANY Annual Meeting	Excess Line Association of NY (ELANY)	8/7/2025	8/12/2025	The Sagamore Resort	Conference	45	225	\$147,150	No
30th Annual Northstars Winter Classic	Adirondack Youth Hockey (AYHA)	1/17/2025	1/20/2025	Cool Insuring Arena	Tournament	860	2420	\$1,707,100	No
2025 Chillin and Choppin at the Lake	Lake George Winter Carnival	2/27/2025	3/2/2025	Fort William Henry Hotel	Special Event	200	65	\$247,000	No
Total Bookings 8						6890	3490	\$4,969,650	

2024 Q4 EVENTS SERVICED

Lead Name	Account Name (Sort)	Location	Meeting Dates 📅 (Preferred Start)	Meeting Dates 📅 (Preferred End)	EEl Type	Show Attendees	# Rooms	🏷️ EEl Value	New Business
2024 Annual Conference	American Nurses Association - New York Chapter (ANA-NY)	The Sagamore Resort	10/20/2024	10/24/2024	Conference	200	210	\$370,000	Yes
2024 NYSPHAA State Cross Country Championship	NYSPHAA (NYS Public High School Athletic Association)	Queensbury High School	11/14/2024	11/16/2024	Tournament	3000	870	\$3,141,000	Yes
2024 Real Property Directors Conference	New York State Association of County Directors of Real Property Tax Services	Courtyard by Marriott Lake George	10/20/2024	10/23/2024	Conference	75	190	\$156,500	Yes
De Thomasis/Fisher Wedding	Lake George Area Weddings	Fort William Henry Hotel	10/18/2024	10/19/2024	Wedding	175	60	\$110,250	Yes
2024 Quadball Fest	US Quadball (USQ)	Best Western of Lake George	10/18/2024	10/19/2024	Tournament	50	30	\$42,500	Yes
Weeks/Sheets Wedding	Lake George Area Weddings	Hiland Park Country Club	10/5/2024	10/6/2024	Wedding	210	110	\$165,900	Yes
2024 Glens Falls Hospital Training/Small Conference Day	St. Peter's Health Partners	The Queensbury Hotel	11/21/2024	11/21/2024	Conference	40	0	\$7,800	Yes
2024 Scrabble Tournament	Nor'easter Scrabble	Surfside on the Lake Hotel and Suites	10/17/2024	10/20/2024	Tournament	140	240	\$169,600	No
2024 Glens Falls Hospital Awards Dinner	Glens Falls Hospital	The Queensbury Hotel	10/3/2024	10/3/2024	Banquet	350	0	\$12,250	Yes
2024 Adirondack Mountain Club Annual Dinner	Adirondack Mountain Club	Lake George Regional Chamber of Commerce & CVB	10/17/2024	10/20/2024	Other	100	0	\$176,000	Yes
2024 Wilderness & Wellbeing Conference	New York Institute of Technology College of Osteopathic Medicine	The Sagamore Resort	10/23/2024	10/26/2024	Conference	150	150	\$229,000	No
2024 Incentive Trip-Sales Contest	Northwestern Mutual	The Sagamore Resort	10/17/2024	10/20/2024	Incentive	30	90	\$73,440	Yes
2024 Special Olympics Fall Games	Special Olympics New York	The Queensbury Hotel	10/18/2024	10/19/2024	Tournament	600	485	\$1,023,000	No
Sayles Wedding	Lake George Area Weddings	Lake George Regional Chamber of Commerce & CVB	10/12/2024	10/12/2024	Wedding	100	0	\$54,500	Yes
2024 3rd annual Cauldron Cup 7v7 tournament	North Stars Soccer Club	Golden Goal Sports Park	10/18/2024	10/19/2024	Tournament	1000	50	\$337,000	No
2024 Annual Conference	National Utilities Revenue Protection Association, Inc. (NURPA)	The Queensbury Hotel	10/23/2024	10/25/2024	Conference	60	120	\$98,100	Yes
2024 Girls Volleyball Championships	NYSPHAA (NYS Public High School Athletic Association)	The Queensbury Hotel	11/22/2024	11/24/2024	Tournament	4500	500	\$2,018,250	No
2024 NYSSSWA 59th Annual State Conference	New York State School Social Workers' Association	The Sagamore Resort	11/14/2024	11/15/2024	Conference	100	350	\$39,000	Yes
2024 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	Courtyard by Marriott Lake George	11/21/2024	11/24/2024	Special Event	200	170	\$436,000	No
Total Events Serviced 19						11080	3625	\$8,660,090	

2024 YTD LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEI Value	New Business
Yeshivat Noam 8th Grade June 2024 Trip	Yeshivat Noam	6/3/2024	6/5/2024	SMERF/Reunion	93	76	72261	Yes
All Around New England Group Tour	All Around New England	9/22/2024	9/25/2024	Group Tour	50	75	36800	Yes
MPI UNY - Fall Focus 2024	MPI Upstate NY	11/6/2024	11/7/2024	Conference	75	50	57250	Yes
Sager/O'Connell Wedding	Lake George Area Weddings	8/15/2024	8/16/2024	Wedding	150	80	86500	Yes
Q3-2024 Sales and Training	Eagle Sports Meetings & Travel	6/9/2024	6/13/2024	Conference	218	580	594050	Yes
Q1-2024 Incentive	Eagle Sports Meetings & Travel	5/26/2024	5/30/2024	Incentive	134	380	410040	Yes
New York State Volleyball Coaches Association 2024	New York State Volleyball Coaches Association	5/16/2024	5/18/2024	Tournament	90	60	114750	Yes
2024 DELLA Auto Group Annual Meeting	DELLA Auto Group	2/2/2024	2/4/2024	Conference	63	100	103005	No
2024 Friedman Family Reunion	Lake George Area Family Reunions	7/29/2024	8/1/2024	SMERF/Reunion	50	54	51800	Yes
Wojewoda/Ventura Wedding	Lake George Area Weddings	9/27/2024	9/29/2024	Wedding	150	90	219000	Yes
2024 Scrabble Tournament	Nor'easter Scrabble	10/17/2024	10/20/2024	Tournament	140	240	169600	No
NYSO DKG 2025 Spring Executive Board Meeting/Seminar	New York State Organization Delta Kappa Gamma Society International	4/25/2025	4/27/2025	Board Meeting	100	100	163500	Yes
2025 Delta Sigma Theta Sorority, Inc - Annual Founder's Day Celebration	Delta Sigma Theta Sorority Inc.	1/31/2025	2/2/2025	SMERF/Reunion	700	150	185100	Yes
ESTRA's 40th Tow Show	Empire State Towing & Recovery Association Tow Truck Event (ESTRA)	6/6/2024	6/9/2024	SMERF/Reunion	300	165	145200	No
2024 New York State Association of School Attorneys and the New York State School Boards Association 23rd Annual School Attorney Law Conference	New York State School Boards Association (NYSSBA)	5/30/2024	6/2/2024	Conference	100	253	218000	No

2024 YTD LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEl Value	New Business
NYSIDDDNA 2024 Annual Conference	New York State ID/DD Nurses Association	9/9/2024	9/11/2024	Conference	125	246	204375	Yes
2024 Lake George Triathlon	Alpha Win Lake George Triathlon	8/29/2024	9/1/2024	Special Event	2124	1150	3336720	No
2024 New England Summer	Anderson Coach & Travel	6/18/2024	6/19/2024	Group Tour	40	40	14720	Yes
2025 ASA Winter Meeting	Association Societies Alliance (ASA)	1/19/2025	1/21/2025	Conference	25	75	40875	Yes
2024 Annual Conference	New York State Conference of Local Mental Hygiene Directors	5/8/2024	5/10/2024	Conference	50	100	81750	Yes
2024 Giangrande Family Reunion	Lake George Area Family Reunions	8/2/2024	8/5/2024	SMERF/Reunion	36	39	37296	Yes
2024 April 8 Eclipse	North Country Tours	4/7/2024	4/8/2024	Group Tour	57	25	11408	Yes
2024 NYSATRC Training Seminar	New York State Association of Tax Receivers & Collectors	6/9/2024	6/12/2024	Conference	70	150	124600	Yes
2024 NYS Teachers Retirement System Conference	New York State Teachers Retirement System	9/19/2024	9/20/2024	Conference	90	90	98100	Yes
Abrahamsen/Frain Wedding	Lake George Area Weddings	9/20/2024	9/22/2024	Wedding	150	130	219000	Yes
Boy Scouts of America Troop 3	Boy Scouts of America	6/22/2024	6/26/2024	Other	70	200	155750	Yes
2024 Glens Falls Hospital Awards Dinner	Glens Falls Hospital	10/3/2024	10/3/2024	Banquet	350	0	12250	Yes
2024 Multidisciplinary Team Academy	Northeast Regional Children's Advocacy Center	8/6/2024	8/7/2024	Conference	43	86	61920	Yes
2025 Japanese Group Tour	I Love New York	7/1/2025	12/31/2025	Group Tour	30	0	38640	Yes
2024 Annual Meeting	The Business Council of NYS, Inc.	9/17/2024	9/20/2024	Conference	200	150	436000	No
2024 Summer Baseball Tournament	Diamond Kings	7/26/2024	7/28/2024	Tournament	288	576	285120	No
2024 WW Crew	TravelMarvelz	4/26/2024	4/28/2024	Other	81	94	132435	Yes
2024 Adirondack Mountain Club Annual Dinner	Adirondack Mountain Club	10/17/2024	10/20/2024	Other	100	0	176000	Yes
2024 Technical Conference	Omega Optical	5/6/2024	5/7/2024	Conference	25	25	27250	Yes

2024 YTD LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates -End	EEI Type	# Attn	# Rooms	EEI Value	New Business
LTIMintree Event	TRJ Hospitality LLC	5/1/2024	5/3/2024	Conference	100	200	163500	Yes
2024 Wilderness & Wellbeing Conference	New York Institute of Technology College of Osteopathic Medicine	10/23/2024	10/26/2024	Conference	150	150	229000	No
2025 NYS Disability Services Council	NYS Disability Services Council	6/3/2025	6/5/2025	Conference	120	141	238200	Yes
2024 Incentive Trip-Sales Contest	Northwestern Mutual	10/17/2024	10/20/2024	Incentive	30	90	73440	Yes
2024 L'Oreal Conference	L'Oreal	4/22/2024	4/25/2024	Conference	53	159	115540	Yes
2024 The Federation of New York Solid Waste Conference with Trade Show	Federation of New York Solid Waste Association	5/19/2024	5/21/2024	Trade Show	700	300	396300	No
2024 DollarTree Managers Meeting	DollarTree	9/2/2024	9/2/2024	Conference	280	250	142100	Yes
2024 NYS PTA Event	NYS Parent Teacher Association: NYS PTA	4/19/2024	4/21/2024	Conference	50	100	64250	Yes
2025 Board Meeting	Land Trust Accreditation Commission	11/5/2025	11/8/2025	Board Meeting	28	84	61040	No
Q3-2024 Incentive - Warehouse Logistics	Eagle Sports Meetings & Travel	11/3/2024	11/7/2024	Incentive	134	380	290700	Yes
2024 Lunar Faire - Staff/Entertainment Rooms	Lunar Faire	6/15/2024	6/17/2024	Special Event	31	62	39835	Yes
2024 Lunar Faire - Vendor Rooms	Lunar Faire	6/15/2024	6/17/2024	Special Event	50	150	81750	Yes
2024 NESO Emerging Leaders Meeting	Meg Taft Events	9/26/2024	9/28/2024	Conference	30	70	59550	Yes
2024 Gunfighters Motorcycle Club	Gunfighters Motorcycle Club	5/30/2024	6/3/2024	SMERF/Reunion	50	80	46350	Yes
Fischer Wedding	Lake George Area Weddings	9/12/2025	9/14/2025	Wedding	150	160	245250	Yes
McGivney Family Reunion	Lake George Area Family Reunions	7/25/2024	7/28/2024	SMERF/Reunion	35	105	36260	Yes
Amcor July 2024 NY/VT	Ginger Meeting Management	7/23/2024	7/25/2024	Conference	20	45	53700	Yes
2024 The New York State Organization of Mothers of Twins Clubs Meeting	New York State Organization of Mothers of Twins Clubs (NYSOMOTC)	10/18/2024	10/19/2024	SMERF/Reunion	25	15	12950	Yes

2024 YTD LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEI Value	New Business
2024 Adirondack Balloon Festival - Pilot Rooms	Adirondack Balloon Festival	9/19/2024	9/22/2024	Special Event	225	30	411750	No
2025 WASAWA Convention	New York Rural Letter Carriers Association	6/15/2025	6/19/2025	Convention	130	480	354250	Yes
MPI UNY - September 2024 Educational Program	MPI Upstate NY	9/10/2024	9/11/2024	Conference	30	10	32700	Yes
2024 Special Olympics Fall Games	Special Olympics New York	10/18/2024	10/19/2024	Tournament	600	485	1023000	No
2025 Vermont Elks Association Conference	Vermont State Elks Association	5/1/2025	5/5/2025	Conference	200	600	545000	Yes
2024 SKAL Boat Cruise	SKAL International	6/25/2024	6/26/2024	Board Meeting	10	20	10900	Yes
2024 CSEA Organizing Department	CSEA State Operations Hudson Valley	6/10/2024	6/12/2024	Seminar	22	44	20340	Yes
2025 HVVFA Convention	Volunteer Fireman's Association (HVVFA)	6/10/2025	6/15/2025	Convention	7000	15120	18690000	Yes
2024 Clymer Central School Trip	Clymer Central School	6/18/2024	6/19/2024	SMERF/Reunion	25	25	12950	Yes
2024 Blackstone Conference	Blackstone Inc.	9/17/2024	9/19/2024	Conference	75	225	148875	Yes
2024 War on the Water III	War on the Water Boxing	7/13/2024	7/13/2024	Tournament	300	0	42000	No
2024 Cambareri Family Reunion	Cambareri/Giordano Reunion	6/27/2024	6/30/2024	SMERF/Reunion	50	75	51800	No
2025 AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference (MAAC)	6/3/2025	6/5/2025	Conference	50	80	81750	Yes
2024 Bureau of Public Work Fall Conference	New York State Department of Labor (NYS DOL)	9/24/2024	9/26/2024	Conference	80	150	125550	Yes
2024 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/25/2024	9/27/2024	Conference	50	100	81750	No
Dirty Diamonds at The Lake	Dirty Diamonds at The Lake	7/26/2024	7/28/2024	Tournament	400	0	168000	No
2026 GNEMA Spring Meeting	Greater Northeast Motorcoach Association	3/15/2026	4/14/2026	Board Meeting	125	100	1840625	Yes

2024 YTD LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEl Value	New Business
2026 GNEMA Fall Meeting	Greater Northeast Motorcoach Association	9/13/2026	10/10/2026	Conference	125	150	1172500	Yes
2024 NYSUT Teachers Conference	New York State United Teachers (NYSUT)	7/14/2024	7/19/2024	Conference	280	160	663600	Yes
2025 USA Triathlon Age Group Nationals	Alpha Win Lake George Triathlon	9/12/2025	9/14/2025	Tournament	5500	6000	4875000	No
Sayles Wedding	Lake George Area Weddings	10/12/2024	10/12/2024	Wedding	100	0	54500	Yes
Magee Wedding	Lake George Area Weddings	6/27/2024	7/1/2024	Wedding	100	320	237500	Yes
2025 Annual Conference	Eastern Division International Association of Fire Chiefs (EDIAFC)	5/1/2025	5/4/2025	Conference	100	225	218000	Yes
2025 Annual ANN Conference	American Nystagmus Network (ANN)	7/24/2025	7/27/2025	Conference	250	161	475000	Yes
2027 Annual Conference	American Nurses Association - New York Chapter (ANA-NY)	10/14/2027	10/16/2027	Conference	200	198	257000	No
2026 Fall Marketplace	Bus Association of New York (BANY)	10/18/2026	10/20/2026	Convention	60	125	119100	Yes
2024 Executive Committee Meeting	NYS Association of Town Superintendents of Highways, Inc. (NYSAOTSOH)	11/7/2024	11/8/2024	Board Meeting	30	18	25700	No
2025 NY School Nutrition Industry Conference	New York School Nutrition Association (NYSNA)	5/12/2025	5/15/2025	Convention	200	130	261000	No
2025 Annual summer Board Meeting	NYS Association of County Health Officials (NYSACHO)	7/16/2025	7/18/2025	Board Meeting	25	42	36675	No
2025 Annual Public Health Leaders Summit	NYS Association of County Health Officials (NYSACHO)	9/9/2025	9/12/2025	Board Meeting	75	142	166300	Yes
2024 CSEA OPWDD/OMH Advisory Conference	CSEA State Operations	9/22/2024	9/25/2024	Conference	200	300	366000	Yes
2025 Alpine and Nordic Skiing	NYSPPHSAA (NYS Public High School Athletic Association)	2/23/2025	2/25/2025	Tournament	295	285	239325	No
2024 3rd annual Cauldron Cup 7v7 tournament	North Stars Soccer Club	10/18/2024	10/19/2024	Tournament	1000	50	337000	No

2024 YTD LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates -End	EEI Type	# Attn	# Rooms	EEI Value	New Business
Strategic Planning Retreat	NYS Association of Professional Land Surveyors, Inc.	5/1/2025	5/3/2025	Conference	40	50	65400	Yes
2024 Annual Conference	National Utilities Revenue Protection Association, Inc. (NURPA)	10/23/2024	10/25/2024	Conference	60	120	98100	Yes
2024 Glenfarne Group LLC	HelmsBriscoe	11/7/2024	11/8/2024	Board Meeting	30	30	32700	Yes
2027 Lions Clubs of New York State and Bermuda Annual Convention	Lions Clubs of New York State & Bermuda District 20	5/11/2027	5/16/2027	Convention	1000	950	2115000	Yes
2025 Robotics Tournament	Queensbury Vex Robotics Team	12/12/2025	12/14/2025	Tournament	1500	270	860850	Yes
2025 Going With Grace Retreat	Russell of Hotels	6/4/2025	6/8/2025	Board Meeting	50	112	97750	Yes
2025 North Atlantic Conference	Soroptomist International	5/1/2025	5/4/2025	Conference	150	375	327000	Yes
2024 Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association	11/22/2024	11/24/2024	Tournament	4500	500	2018250	No
2024 NYSSSWA 59th Annual State Conference	New York State School Social Workers' Association	11/14/2024	11/15/2024	Conference	100	350	39000	Yes
2025 June Quarterly Meeting	New York State Destination Marketing Organizations (NYSDMO)	5/29/2025	5/30/2025	Conference	35	30	34650	Yes
2025 Hannaford Leadership Conference	ConferenceDirect	10/6/2025	10/9/2025	Conference	170	368	363600	No
2027 NYSSA/SLEDNY	New York State Snowmobile Association (NYSSA)	4/8/2027	4/12/2027	Convention	600	500	1460000	Yes
2024 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	11/21/2024	11/24/2024	Special Event	200	170	436000	No
2025 ELANY Annual Meeting	Excess Line Association of NY (ELANY)	8/7/2025	8/12/2025	Conference	45	225	147150	No
2026 NASC/ASCP Annual Meetings	The Business Council of NYS, Inc.	8/14/2026	8/18/2026	Conference	150	530	461250	No
2025 CSEA Peer Trainor and Refresher	CSEA State Operations	4/7/2025	4/10/2025	Conference	70	150	201600	Yes

2024 YTD LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEl Value	New Business
30th Annual Northstars Winter Classic	Adirondack Youth Hockey (AYHA)	1/17/2025	1/20/2025	Tournament	860	2420	1707100	No
Flex Company Retreat	THE OFFSITE COMPANY	5/12/2025	5/15/2025	Conference	325	975	708500	Yes
American Pickleball Tour	Adrenaline Sports Management Inc.	5/16/2025	5/18/2025	Special Event	500	350	660000	Yes
2025 NYS PTA Board of Directors Orientation\	NYS Parent Teacher Association: NYS PTA	4/25/2025	4/27/2025	Conference	50	63	76500	No
2025 Chillin and Choppin at the Lake	Lake George Winter Carnival	2/27/2025	3/2/2025	Special Event	200	65	247000	No
CrossFit Affilate Caucus	CROSSFIT INC	7/30/2025	7/31/2025	Convention	500	500	545000	No
2025 Camp Lenox	LM Media Worldwide. LLC	8/5/2025	8/7/2025	Group Tour	40	40	11040	No
2025 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	6/21/2025	6/22/2025	Special Event	1500	500	2685000	No
Total Leads 109					38990	43663	\$59,014,660	

2024 YTD BOOKINGS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	Location	EEl Type	# Attn	# Rooms	EEl Value	New Business
2023 Girls Volleyball Championships	NYSPPHSAA (NYS Public High School Athletic Association)	11/17/2023	11/19/2023	Cool Insuring Arena	Tournament	4500	500	2175000	No
2023 Long Island Surge	Long Island Surge	10/6/2023	10/8/2023	Afirm's ADK - The Dome	Tournament	54	54	68850	Yes
Casa/Markoe Wedding	Nick Casa/Kristen Markoe Wedding	7/3/2024	7/7/2024	Bayside Resort	Wedding	150	160	426250	Yes
2025 Annual Meeting	New York State Tourism Industry Association (NYSTIA)	9/8/2025	9/12/2025	Fort William Henry Hotel	Convention	160	268	366000	Yes
Lalonde/Bombard Wedding	Lake George Area Weddings	8/24/2024	8/25/2024	Hiland Park Country Club	Wedding	50	50	54500	Yes
Berkshire Reign Soccer Tournament	Berkshire Reign	10/20/2023	10/22/2023	Golden Goal Sports Park	Tournament	55	28	70125	Yes
De Thomas/Fisher Wedding	Lake George Area Weddings	10/18/2024	10/19/2024	Fort William Henry Hotel	Wedding	175	60	110250	Yes
2024 Lake George Music Festival Housing	Lake George Music Festival	8/11/2024	8/23/2024	Fort William Henry Hotel	Special Event	650	325	1875250	No
2024 Quadball Fest	US Quadball (USQ)	10/18/2024	10/19/2024	Home2 Suites by Hilton	Tournament	50	30	42500	Yes
2024 Battle by Saratoga	AAU Baseball	5/25/2024	5/27/2024	Fairfield Inn & Suites Queensbury - Lake George Area	Tournament	650	680	1199250	Yes
Weeks/Sheets Wedding	Lake George Area Weddings	10/5/2024	10/6/2024	Hiland Park Country Club	Wedding	210	110	165900	Yes
2024 Adirondack Wine & Food Festival - Vendor Rooms	Adirondack Winery	6/28/2024	6/29/2024	Holiday Inn Express & Suites Queensbury - Lake George Area	Trade Show	65	20	35620	No
2024 Annual RCCA Conference	Rural Community College Alliance (RCCA)	9/18/2024	9/20/2024	Home2 Suites by Hilton	Conference	150	300	192750	Yes
Mauk/Janadey Wedding	Lake George Area Weddings	9/6/2024	9/7/2024	Holiday Inn Express & Suites Queensbury - Lake George Area	Wedding	100	100	74000	Yes
Camp CHEN-A-WANDA - CIT's Lake George July 29th 2024	LM Media Worldwide. LLC	7/29/2024	7/31/2024	Wingate by Wyndham	Group Tour	14	28	7728	Yes
Camp Lenox July 2024 Lake George	LM Media Worldwide. LLC	7/28/2024	7/30/2024	Home2 Suites by Hilton	Group Tour	18	36	6624	Yes
2025 Firefighters Training in Lake George	Firefighters Association of the State of New York (FASNY)	5/14/2025	5/18/2025	Fort William Henry Hotel	Convention	150	600	408750	Yes
2024 ESLETS Conference	New York State Police	4/24/2024	4/25/2024	The Sagamore Resort	Conference	130	260	260700	Yes
Yavneh Academy School Trip	Yavneh Academy	6/3/2024	6/5/2024	Baymont Inn & Suites by Wyndham	SMERF/Reunion	100	68	59300	Yes
Yeshivat Noam 8th Grade June 2024 Trip	Yeshivat Noam	6/3/2024	6/5/2024	Comfort Inn & Suites	SMERF/Reunion	93	76	72261	Yes

2024 YTD BOOKINGS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	Location	EEl Type	# Attn	# Rooms	EEl Value	New Business
All Around New England Group Tour	All Around New England	9/22/2024	9/25/2024	Hampton Inn & Suites	Group Tour	50	75	36800	Yes
Sager/O'Connell Wedding	Lake George Area Weddings	8/15/2024	8/16/2024	Fort William Henry Hotel	Wedding	150	80	86500	Yes
New York State Volleyball Coaches Association 2024	New York State Volleyball Coaches Association	5/16/2024	5/18/2024	Georgian Lakeside Resort	Tournament	90	60	114750	Yes
2024 DELLA Auto Group Annual Meeting	DELLA Auto Group	2/2/2024	2/4/2024	The Sagamore Resort	Conference	63	100	103005	No
2024 Friedman Family Reunion	Lake George Area Family Reunions	7/29/2024	8/1/2024	Lake George Regional Chamber of Commerce & CVB	SMERF/Reunion	50	54	51800	Yes
Wojewoda/Ventura Wedding	Lake George Area Weddings	9/27/2024	9/29/2024	The Promise Gardens of the Adirondacks	Wedding	150	90	219000	Yes
2024 Scrabble Tournament	Nor'easter Scrabble	10/17/2024	10/20/2024	Surfside on the Lake Hotel and Suites	Tournament	140	240	169600	No
NYSO DKG 2025 Spring Executive Board Meeting/Seminar	New York State Organization Delta Kappa Gamma Society International	4/25/2025	4/27/2025	Fort William Henry Hotel	Board Meeting	100	100	163500	Yes
ESTRA's 40th Tow Show	Empire State Towing & Recovery Association Tow Truck Event (ESTRA)	6/6/2024	6/9/2024	Holiday Inn Resort	SMERF/Reunion	300	165	145200	No
2024 New York State Association of School Attorneys and the New York State School Boards Association 23rd Annual School Attorney Law Conference	New York State School Boards Association (NYSSBA)	5/30/2024	6/2/2024	The Sagamore Resort	Conference	100	253	218000	No
NYSIDDDNA 2024 Annual Conference	New York State ID/DD Nurses Association	9/9/2024	9/11/2024	The Queensbury Hotel	Conference	125	246	204375	Yes
2024 Lake George Triathlon	Alpha Win Lake George Triathlon	8/29/2024	9/1/2024	Holiday Inn Express & Suites Queensbury - Lake George Area	Special Event	2124	1150	3336720	No
2024 New England Summer	Anderson Coach & Travel	6/18/2024	6/19/2024	Quality Inn of Lake George	Group Tour	40	40	14720	Yes
2024 Annual Conference	New York State Conference of Local Mental Hygiene Directors	5/8/2024	5/10/2024	Courtyard by Marriott Lake George	Conference	50	100	81750	Yes
2024 April 8 Eclipse	North Country Tours	4/7/2024	4/8/2024	The Queensbury Hotel	Group Tour	57	25	11408	Yes
2024 NYSATRC Training Seminar	New York State Association of Tax Receivers & Collectors	6/9/2024	6/12/2024	Fort William Henry Hotel	Conference	70	150	124600	Yes
Abrahamsen/Frain Wedding	Lake George Area Weddings	9/20/2024	9/22/2024	Lake George Waterfront Cruises	Wedding	150	130	219000	Yes

2024 YTD BOOKINGS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	Location	EEI Type	# Attn	# Rooms	EEI Value	New Business
Boy Scouts of America Troop 3	Boy Scouts of America	6/22/2024	6/26/2024	Camp Wakpominnee	Other	70	200	155750	Yes
2024 Glens Falls Hospital Awards Dinner	Glens Falls Hospital	10/3/2024	10/3/2024	The Queensbury Hotel	Banquet	350	0	12250	Yes
2024 Annual Meeting	The Business Council of NYS, Inc.	9/17/2024	9/20/2024	The Sagamore Resort	Conference	200	150	436000	No
2024 Summer Baseball Tournament	Diamond Kings	7/26/2024	7/28/2024	Moreau Rec Park - Harry J Betar Rec Park	Tournament	288	576	285120	No
2024 Adirondack Mountain Club Annual Dinner	Adirondack Mountain Club	10/17/2024	10/20/2024	Lake George Regional Chamber of Commerce & CVB	Other	100	0	176000	Yes
2024 Wilderness & Wellbeing Conference	New York Institute of Technology College of Osteopathic Medicine	10/23/2024	10/26/2024	The Sagamore Resort	Conference	150	150	229000	No
2024 Incentive Trip- Sales Contest	Northwestern Mutual	10/17/2024	10/20/2024	The Sagamore Resort	Incentive	30	90	73440	Yes
2024 L'Oreal Conference	L'Oreal	4/22/2024	4/25/2024	Holiday Inn Resort	Conference	53	159	115540	Yes
2024 The Federation of New York Solid Waste Conference with Trade Show	Federation of New York Solid Waste Association	5/19/2024	5/21/2024	The Sagamore Resort	Trade Show	700	300	396300	No
2024 NYS PTA Event	NYS Parent Teacher Association: NYS PTA	4/19/2024	4/21/2024	Fort William Henry Hotel	Conference	50	100	64250	Yes
2024 Lunar Faire - Staff/Entertainment Rooms	Lunar Faire	6/15/2024	6/17/2024	The Tiki Resort	Special Event	31	62	39835	Yes
2024 Lunar Faire - Vendor Rooms	Lunar Faire	6/15/2024	6/17/2024	Charles R. Wood - Festival Commons Park	Special Event	50	150	81750	Yes
2024 Gunfighters Motorcycle Club	Gunfighters Motorcycle Club	5/30/2024	6/3/2024	The Queensbury Hotel	SMERF/Reunion	50	80	46350	Yes
McGivney Family Reunion	Lake George Area Family Reunions	7/25/2024	7/28/2024	Lake George Vacay	SMERF/Reunion	35	105	36260	Yes
Amcor July 2024 NY/VT	Ginger Meeting Management	7/23/2024	7/25/2024	The Sagamore Resort	Conference	20	45	53700	Yes
2024 Adirondack Balloon Festival - Pilot Rooms	Adirondack Balloon Festival	9/19/2024	9/22/2024	Fort William Henry Hotel	Special Event	225	30	411750	No
2025 WASAWA Convention	New York Rural Letter Carriers Association	6/15/2025	6/19/2025	The Queensbury Hotel	Convention	130	480	354250	Yes
MPI UNY - September 2024 Educational Program	MPI Upstate NY	9/10/2024	9/11/2024	Fort William Henry Hotel	Conference	30	10	32700	Yes
2024 Special Olympics Fall Games	Special Olympics New York	10/18/2024	10/19/2024	The Queensbury Hotel	Tournament	600	485	1023000	No
2025 Vermont Elks Association Conference	Vermont State Elks Association	5/1/2025	5/5/2025	Georgian Lakeside Resort	Conference	200	600	545000	Yes
2024 SKAL Boat Cruise	SKAL International	6/25/2024	6/26/2024	Fort William Henry Hotel	Board Meeting	10	20	10900	Yes

2024 YTD BOOKINGS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	Location	EEI Type	# Attn	# Rooms	EEI Value	New Business
2024 CSEA Organizing Department	CSEA State Operations	6/10/2024	6/12/2024	Holiday Inn Resort	Seminar	22	44	20340	Yes
2025 HVVFA Convention	Hudson Valley Volunteer Fireman's Association (HVVFA)	6/10/2025	6/15/2025	Georgian Lakeside Resort	Convention	7000	15120	18690000	Yes
2024 Clymer Central School Trip	Clymer Central School	6/18/2024	6/19/2024	Fairfield Inn & Suites Queensbury - Lake George Area	SMERF/Reunion	25	25	12950	Yes
2024 Blackstone Conference	Blackstone Inc.	9/17/2024	9/19/2024	The Sagamore Resort	Conference	75	225	148875	Yes
2024 War on the Water III	War on the Water Boxing	7/13/2024	7/13/2024	Charles R. Wood Commons Park	Tournament	300	0	42000	No
2024 Cambareri Family Reunion	Cambareri/Giordano Reunion	6/27/2024	6/30/2024	Fort William Henry Hotel	SMERF/Reunion	50	75	51800	No
2025 AD's, SWA's, Head Coaches & MAAC Staff Meeting	Metro Atlantic Athletic Conference (MAAC)	6/3/2025	6/5/2025	The Sagamore Resort	Conference	50	80	81750	Yes
2024 Bureau of Public Work Fall Conference	New York State Department of Labor (NYS DOL)	9/24/2024	9/26/2024	The Queensbury Hotel	Conference	80	150	125550	Yes
2024 Fall Leadership Conference	Association of School Business Officials of New York (ASBO)	9/25/2024	9/27/2024	Courtyard by Marriott Lake George	Conference	50	100	81750	No
Dirty Diamonds at The Lake	Dirty Diamonds at The Lake	7/26/2024	7/28/2024	Marine Village Resort	Tournament	400	0	168000	No
2024 NYSUT Teachers Conference	New York State United Teachers (NYSUT)	7/14/2024	7/19/2024	Fort William Henry Hotel	Conference	280	160	663600	Yes
Sayles Wedding	Lake George Area Weddings	10/12/2024	10/12/2024	Lake George Regional Chamber of Commerce & CVB	Wedding	100	0	54500	Yes
Magee Wedding	Lake George Area Weddings	6/27/2024	7/1/2024	The Inn at Erlowest	Wedding	100	320	237500	Yes
2025 Annual Conference	Eastern Division International Association of Fire Chiefs (EDIAFC)	5/1/2025	5/4/2025	Courtyard by Marriott Lake George	Conference	100	225	218000	Yes
2024 CSEA OPWDD/OMH Advisory Conference	CSEA State Operations	9/22/2024	9/25/2024	Courtyard by Marriott Lake George	Conference	200	300	366000	Yes
2025 Alpine and Nordic Skiing	NYS PHSAA (NYS Public High School Athletic Association)	2/23/2025	2/25/2025	Holiday Inn Resort	Tournament	295	285	239325	No
2024 3rd annual Cauldron Cup 7v7 tournament	North Stars Soccer Club	10/18/2024	10/19/2024	Golden Goal Sports Park	Tournament	1000	50	337000	No
2024 Annual Conference	National Utilities Revenue Protection Association, Inc. (NURPA)	10/23/2024	10/25/2024	The Queensbury Hotel	Conference	60	120	98100	Yes
2025 North Atlantic Conference	Soroptomist International	5/1/2025	5/4/2025	The Queensbury Hotel	Conference	150	375	327000	Yes

2024 YTD BOOKINGS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	Location	EEI Type	# Attn	# Rooms	EEI Value	New Business
2024 Girls Volleyball Championships	NYSPHSAA (NYS Public High School Athletic Association)	11/22/2024	11/24/2024	The Queensbury Hotel	Tournament	4500	500	2018250	No
2024 NYSSSWA 59th Annual State Conference	New York State School Social Workers' Association	11/14/2024	11/15/2024	The Sagamore Resort	Conference	100	350	39000	Yes
2025 June Quarterly Meeting	New York State Destination Marketing Organizations (NYSDMO)	5/29/2025	5/30/2025	Courtyard by Marriott Lake George	Conference	35	30	34650	Yes
2024 Northeast Instrumental Music Festival	Northeast Instrumental Music Festival	11/21/2024	11/24/2024	Courtyard by Marriott Lake George	Special Event	200	170	436000	No
2025 ELANY Annual Meeting	Excess Line Association of NY (ELANY)	8/7/2025	8/12/2025	The Sagamore Resort	Conference	45	225	147150	No
30th Annual Northstars Winter Classic	Adirondack Youth Hockey (AYHA)	1/17/2025	1/20/2025	Cool Insuring Arena	Tournament	860	2420	1707100	No
2025 Chillin and Choppin at the Lake	Lake George Winter Carnival	2/27/2025	3/2/2025	Fort William Henry Hotel	Special Event	200	65	247000	No
Total Bookings 84						30982	32017	\$44,144,671	

YTD PENDING LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business
2025 Japanese Group Tour	I Love New York	7/1/2025	12/31/2025	Group Tour	30	0	38640	Yes
2025 NYS Disability Services Council	NYS Disability Services Council	6/3/2025	6/5/2025	Conference	120	141	238200	Yes
Fischer Wedding	Lake George Area Weddings	9/12/2025	9/14/2025	Wedding	150	160	245250	Yes
2026 GNEMA Spring Meeting	Greater Northeast Motorcoach Association	3/15/2026	4/14/2026	Board Meeting	125	100	1840625	Yes
2026 GNEMA Fall Meeting	Greater Northeast Motorcoach Association	9/13/2026	10/10/2026	Conference	125	150	1172500	Yes
2025 Annual ANN Conference	American Nystagmus Network (ANN)	7/24/2025	7/27/2025	Conference	250	161	475000	Yes
2027 Annual Conference	American Nurses Association - New York Chapter (ANA-NY)	10/14/2027	10/16/2027	Conference	200	198	257000	No
2026 Fall Marketplace	Bus Association of New York (BANY)	10/18/2026	10/20/2026	Convention	60	125	119100	Yes
2025 Annual summer Board Meeting	NYS Association of County Health Officials (NYSACHO)	7/16/2025	7/18/2025	Board Meeting	25	42	36675	No
2025 Annual Public Health Leaders Summit	NYS Association of County Health Officials (NYSACHO)	9/9/2025	9/12/2025	Board Meeting	75	142	166300	Yes
2027 Lions Clubs of New York State and Bermuda Annual Convention	Lions Clubs of New York State & Bermuda District 20	5/11/2027	5/16/2027	Convention	1000	950	2115000	Yes
2025 Robotics Tournament	Queensbury Vex Robotics Team	12/12/2025	12/14/2025	Tournament	1500	270	860850	Yes
2026 NASC/ASCP Annual Meetings	The Business Council of NYS, Inc.	8/14/2026	8/18/2026	Conference	150	530	461250	No

YTD PENDING LEADS

Lead Name	Account Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atten	# Rooms	EEI Value	New Business
American Pickleball Tour	Adrenaline Sports Management Inc.	5/16/2025	5/18/2025	Special Event	500	350	660000	Yes
2025 NYS PTA Board of Directors Orientation	NYS Parent Teacher Association: NYS PTA	4/25/2025	4/27/2025	Conference	50	63	76500	No
CrossFit Affiliate Caucus	CROSSFIT INC	7/30/2025	7/31/2025	Convention	500	500	545000	No
2025 Camp Lenox	LM Media Worldwide, LLC	8/5/2025	8/7/2025	Group Tour	40	40	11040	No
2025 Jeep Invasion	Blinker Fluid Productions/Seven Slots Sales, LLC	6/21/2025	6/22/2025	Special Event	1500	500	2685000	No
Total Pending					6400	4422	\$12,003,930	

2024 LOST BUSINESS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business	Lost Comments
C. Smith Family Reunion	2024 C. Smith Family Reunion	8/11/2024	8/18/2024	SMERF/Reunion	60	210	124320	Yes	Family has a wedding in Cape Cod for 2024 so decided to postpone the reunion until 2025 or 2026.
Catholic Alumni Club International	2025 CACI Annual Convention	7/13/2025	7/19/2025	Convention	80	330	243950	Yes	Chose another location
Mirth Films	2023 Wild in the Trees Music and Skate Festival	10/7/2023	10/8/2023	Special Event	650	30	274500	No	Parts of event were cancelled. No follow up on room info
NYS County Highway Superintendents Association (NYSCHSA)	2025 NYSCHSA Summer Conference	9/7/2025	9/10/2025	Conference	125	382	360000	No	Going to Harbor Hotel in Clayton, NY
Seattle Study Club	2024 Directors Summit	7/18/2024	7/21/2024	Conference	125	235	228750	Yes	Group chose Chicago, IL for their July Directors Summit
Christina Mastrodomenico/Drew Tosi	Mastrodomenico /Tosi Wedding	10/4/2024	10/6/2024	Wedding	150	35	140250	Yes	Wedding no follow up from bride wedding date has past left messages no response closing out lead
Lake George Area Family Reunions	2024 Glass Family Reunion	8/2/2024	8/4/2024	SMERF/Reunion	30	20	23310	Yes	Couldn't find a hotel in the area to accommodate. Looking at just doing a 1 day reunion in their hometown.
NYS PHSA (NYS Public High School Athletic Association)	2025-2027 NYSPHSAA Boys Basketball Championship	3/20/2025	3/23/2025	Tournament	9302	445	5821870	No	Going to Binghamton through 2027
Lake George Area Family Reunions Association of School Business Officials of New York (ASBO)	2024 Calabrese Family Reunion	7/14/2024	7/20/2024	SMERF/Reunion	70	30	126910	Yes	No Return calls from Client. Will follow up in 3 months
	2024 Board Retreat	7/17/2024	7/19/2024	Board Meeting	20	24	24300	Yes	Group has chosen the Peekskill for this June meeting

2024 LOST BUSINESS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business	Lost Comments
New York State Tourism Industry Association (NYSTIA)	2025 New York State Tourism Conference (NYSTC)	4/22/2025	4/25/2025	Convention	200	273	633750	Yes	Lost to Canandaigua. The organization booked their fall event in Lake George area.
Golf Course Builders Association of America (GCBA)	2025 GCBA Summer Meeting	8/3/2025	8/6/2025	Conference	200	360	418500	Yes	Selected The Boston Area for 2025 and West Coast for 2026 will be back to the East coast in 27 still interested in this area.
Carr's Holidays	Johnson City High School Executive Committee Meeting and Board of Directors Meeting 2024	6/6/2024	6/7/2024	Group Tour	100	25	36800	Yes	No response by company
CME Events, LLC	2024 Hornell High School	9/6/2024	9/7/2024	Board Meeting	40	34	43600	Yes	Booked in Cooperstown instead. Car show weekend was major obstacle
Lake George Area Family Reunions	Griffiths Family Reunion	8/4/2024	8/10/2024	SMERF/Reunion	20	35	36260	Yes	Family decided on Niagara area instead
Carr's Holidays	2024 GMU High School	6/7/2024	6/9/2024	Group Tour	100	200	55200	Yes	No response from client
Carr's Holidays	2024 Hannaford Leadership Conference	6/7/2024	6/9/2024	Group Tour	48	96	26496	Yes	This was cancelled
ConferenceDirect	DTN Presidential's Club	9/25/2024	9/27/2024	Conference	170	367	396950	Yes	to be held in Portland, ME
DTN	2024 Warthogs Motorcycle Club	2/25/2025	2/27/2025	Incentive	50	185	183600	Yes	To be held in the Caribbean
Warthogs Motorcycle Club	Paper & Bd Packing Co. Sales Meeting	8/16/2024	8/17/2024	SMERF/Reunion	80	60	34080	Yes	Looking for one single overnight, hotels in Lake George not interested during peak
Meetings Unlimited		5/5/2024	5/9/2024	Conference	120	320	327000	Yes	Group chose Springfield, Missouri

2024 LOST BUSINESS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business	Lost Comments
ConferenceDirect	2024 New York Women in Law Enforcement	10/15/2024	10/18/2024	Convention	175	245	276500	Yes	Thank you for following up. They have decided to go with the Lake Placid Conference Center and Crowne Plaza for the guest rooms. I will officially award it in CVENT as soon as we have signed contracts in place.
National Grid	2024 National Grid Conference	5/14/2024	5/15/2024	Conference	170	340	185300	Yes	The planning committee decided they wanted to be in the Central Region this year.
MPI Upstate NY	MPI UNY - Fall Focus 2024	11/6/2024	11/7/2024	Conference	75	50	57250	Yes	Chose Rochester for 2024
Eagle Sports Meetings & Travel	Q3-2024 Sales and Training	6/9/2024	6/13/2024	Conference	218	580	594050	Yes	Lost to Rosemont, IL
Eagle Sports Meetings & Travel	Q1-2024 Incentive	5/26/2024	5/30/2024	Incentive	134	380	410040	Yes	Lost to Tucson, AZ. Also minimal proposals from hotels due to dates.
Delta Sigma Theta Sorority Inc.	2025 Delta Sigma Theta Sorority, Inc - Annual Founder's Day Celebration	1/31/2025	2/2/2025	SMERF/Reunion	700	150	185100	Yes	Only the Sagamore could accommodate the 700 guests for meals, but not interested in taking up this space unless there was a hotel buy out. Sent preliminary details to Kim Hodge at the Sagamore and she declined the lead.
Association Societies Alliance (ASA)	2025 ASA Winter Meeting	1/19/2025	1/21/2025	Conference	25	75	40875	Yes	Chose location for 2025 and 2026 meeting elsewhere, overwhelming amount of proposals.
Lake George Area Family Reunions	2024 Giangrande Family Reunion	8/2/2024	8/5/2024	SMERF/Reunion	36	39	37296	Yes	Will not return calls event already happened closing lead as lost-sw

2024 LOST BUSINESS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business	Lost Comments
New York State Teachers Retirement System	2024 NYS Teachers Retirement System Conference	9/19/2024	9/20/2024	Conference	90	90	98100	Yes	NYSTRS is contracting with the Gideon Putnam hotel
Northeast Regional Children's Advocacy Center	2024 Multidisciplinary Team Academy	8/6/2024	8/7/2024	Conference	43	86	61920	Yes	Lost to Marriott Syracuse Downtown (NY - Syracuse) No reply from meeting planner or update on CVENT. No indication he contracted with partners.
Omega Optical	2024 Technical Conference	5/6/2024	5/7/2024	Conference	25	25	27250	Yes	Unable to follow up with contact
TRJ Hospitality LLC	LTIMindtree Event	5/1/2024	5/3/2024	Conference	100	200	163500	Yes	Group has decided to go with same location in years past
DollarTree	2024 DollarTree Managers Meeting	9/2/2024	9/2/2024	Conference	280	250	142100	Yes	decided to go somewhere else did not give details
Eagle Sports Meetings & Travel	Q3-2024 Incentive - Warehouse Logistics	11/3/2024	11/7/2024	Incentive	134	380	290700	Yes	Group chose Newport as location instead
Meg Taft Events	2024 NESO Emerging Leaders Meeting	9/26/2024	9/28/2024	Conference	30	70	59550	Yes	
New York State Organization of Mothers of Twins Clubs (NYSOMOTC)	2024 The New York State Organization of Mothers of Twins Clubs Meeting	10/18/2024	10/19/2024	SMERF/Reunion	25	15	12950	Yes	Lost to Hilton of Albany Comments from Tommy Struzzieri indicated no real reason given for not choosing Lake George
Alpha Win Lake George Triathlon NYS Association of Town Superintendents of Highways, Inc. (NYSAOTSOH)	2025 USA Triathlon Age Group Nationals	9/12/2025	9/14/2025	Tournament	5500	6000	4875000	No	
	2024 Executive Committee Meeting	11/7/2024	11/8/2024	Board Meeting	30	18	25700	No	Combining this meeting with another in Albany.

2024 LOST BUSINESS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Attn	# Rooms	EEI Value	New Business	Lost Comments
New York School Nutrition Association (NYSNA)	2025 NY School Nutrition Industry Conference	5/12/2025	5/15/2025	Convention	200	130	261000	No	Lost to Saratoga
NYS Association of Professional Land Surveyors, Inc.	Strategic Planning Retreat	5/1/2025	5/3/2025	Conference	40	50	65400	Yes	Rescheduled for 2026 No Response from planner after multiple attempts dates passed for event closing out.
HelmsBriscoe	2024 Glenfarne Group LLC	11/7/2024	11/8/2024	Board Meeting	30	30	32700	Yes	Decided to choose a destination in the south west.
Russell of Hotels	2025 Going With Grace Retreat	6/4/2025	6/8/2025	Board Meeting	50	112	97750	Yes	The only hotel to responded was the Fort and they don't have dates available.
ConferenceDirect	2025 Hannaford Leadership Conference	10/6/2025	10/9/2025	Conference	170	368	363600	No	
New York State Snowmobile Association (NYSSA)	2027 NYSSA/SLEDN Y	4/8/2027	4/12/2027	Convention	600	500	1460000	Yes	Do not have enough meeting space for their needs. Decided on doing the event in Cooperstown because it was closer for the participants coming from western NY will be using us for future events. -sw
CSEA State Operations	2025 CSEA Peer Trainer and Refresher	4/7/2025	4/10/2025	Conference	70	150	201600	Yes	They wanted to come in the middle of the summer and only stay at the sagamore for \$200 a night and quote was higher than they could afford
The Offsite Company	Flex Company Retreat	5/12/2025	5/15/2025	Conference	325	975	708500	Yes	
Total Lost 47					21015	15004	\$20,294,127		

2024 EVENT TRACKING

Name	Attendee		Date	Location	#	# Appointments	Leads	Bookings		EEl Value
ABA	Steve Magee		24-Jan	Nashville, TN		48	1			\$14,720
MeetNY NYSAE Event	Emily Frost		24-Feb	NYC		0				
ILoveNY Reverse Sales Mission	Steve Magee		24-Mar	Syracuse, NY		6				
IPW	Steve Magee		24-May	Los Angeles, CA		42				
ESSAE Annual Meeting & Expo	Gina Mintzer		24-Jun	Saratoga Springs, NY		0	7	Tentative		\$931,175
NYSDMO Sports Rightsholder Event	Steve Magee		24-Jun	Albany, NY		18				
Connect Sports	Steve Magee		27-Aug	Milwaukee WI		29				
Connect Marketplace	Gina Mintzer		27-Aug	Milwaukee WI		32	2	Lost		\$130,450
Teams	Steve Magee		23-Sep	Anheim CA		25				
Smart Meetings	Steve Wojcik/Gina Mintzer		27-Oct	Newport RI		25	1	Tentative		\$660,000
OMCA	Steve Magee		4-Nov	Windsor, ON		24				
GovBuy	Steve Wojcik/Molly		21-Nov	Albany, NY		0				
Total Events 12						249	11			\$1,736,345