



# LAKE GEORGE REGIONAL CVB – Q1 2025 REPORT

Presented to the Warren County Occupancy Tax Committee

April 21, 2025



# LGRCVB MISSION & STRATEGIC FOCUS

All activities align with the 2025–2027 Sales & Marketing Plan

Core markets: Corporate/Association Meetings, Sports, Weddings, SMERF, Group Tours

Focus: Increase group visitor-related economic impact to Warren County

Performance benchmarked by:

Leads generated

Bookings

Booked attendees

Booked Room nights

Economic & Employment Impact

Meetlakegeorge.com visits

Social media engagement

# KEY PERFORMANCE METRICS

## Q1 2025

- 42 leads generated (24% of annual goal).
- 25 bookings confirmed (22% of annual goal).
- 3,438 attendees, 3,179 room nights booked, \$4.4M EEI
- 340 new social media followers (81% of goal), 24K website visits

# Q1 ECONOMIC & EVENT IMPACT SNAPSHOT

10 convention  
calendar events  
generated over \$3M.

4 major sporting  
events at Gore  
Mountain & Cool  
Insuring Arena

3.7K booked room  
nights;  
2.3K attendees.

Over 8,900 current &  
future attendees  
served through  
activities\*.

\* Attendees served thru Convention Services, microsites, referrals, social media engagement

# GROUP TOUR & MEETINGS

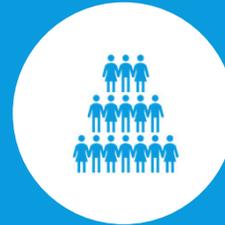


28 APPOINTMENTS + 92  
CONNECTIONS AT ABA  
MARKETPLACE  
(PHILADELPHIA)

NET: 7 LEADS / BOOKINGS  
TO DATE



GROUP TOUR MARKET: 120  
TOTAL NEW CONNECTIONS



MEETINGS MARKET: 207  
CONNECTIONS FROM  
NYSAE AND ESSAE EVENTS



EVENTS BOOKED INCLUDE  
NYSSBA, NYS ASSESSORS,  
AMONG THE  
MEETINGS/EVENTS  
BOOKED IN Q1

# CONVENTION SERVICES HIGHLIGHTS

5 major events serviced; 3 microsites launched.

1,788 microsite views from visiting attendees.

232 partner referrals for 21 clients (lodging, dining, activities).

325+ welcome bags distributed at NYSPHSAA, NYSACCME, and AYHA events.



# MARKETING & MEDIA EXPOSURE

24K website visits (+146% YoY); 34K pageviews (+54% YoY).



Top blog posts drew 1,000+ views each.



Featured in *Albany Business Review*, *Saratoga Living*, *Springfield Republican*.



Top performing e-Blasts had a 34% average click-through rate.



# SOCIAL MEDIA PERFORMANCE

## @meetlakegeorge.com



17K+ reach across social platforms in Q1.



4,030 total followers; 340 new in Q1.



Facebook outperformed Instagram with 90% more impressions.



LinkedIn impressions grew by 10% from Q4 2024.

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Participated in ESSAE Triple M event  
Attended SUNY Adirondacks New &  
Emerging Supervisors & Managers Course  
Series

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Attended two Destinations International  
Summits (CEO & Marketing).

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Monthly CVB meetings held virtually and in  
person with 43 attendees.

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Ongoing focus on industry leadership and  
professional development.



## COMMUNITY ENGAGEMENT & DEVELOPMENT

