



**Occupancy Tax Coordination Committee
AGENDA
May 21, 2025**

Committee Members: CROCITTO, Runyon, Patchett, Gilligan, Etu, Thomas, Merlino

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

- I. Committee meeting called to order by Chairman Crocitto.
 - II. Motion to approve minutes of the April 21, 2025 Occupancy Tax Coordination Committee meeting.
 - III. Privilege of the floor and public comment
 - IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** Authorization to amend the online version of the Occupancy Tax Grant Application for conventions, trade shows and events.
Rationale: Director of Tourism presented to the April 21 Occupancy Tax Coordination Committee meeting those supervisor-recommended updates to the new online Occupancy Tax Grant Application for conventions, trade shows, and events.
 - V. Discussion Items:
 - a. 2026 Occupancy Tax Municipal Supplemental Application revision recommendations based on Supervisor input from 2025 application period
 - b. Tourism Director Report
 - c. Christine Norton, Treasurer Report
 - d. Sam Luciano, Winters Dream Report
 - e. Jesse Jackson, Ed Larkin to present quarterly overview of Lake George TV
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
-

Attachment #1: Resolution Request Form 20 amending the online version of the Occupancy Tax Application

Attachment #2: Resolution 283 of 2024

Attachment #3: Municipal Supplemental Funding Application Guidelines

Attachment #4: Tourism Director Report

Attachment #5: Treasurer Report

Attachment #6: Winter's Dream Report

Attachment #7: Lake George TV Quarterly Overview

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism Department

DATE: May 21, 2025

- (a) Purpose of Request: **Authorization to amend the online version of the Occupancy Tax Grant Application for conventions, trade shows and events.**
- (b) Details: **Director of Tourism presented to the April 21 Occupancy Tax Coordination Committee meeting those supervisor-recommended updates to the new online Occupancy Tax Grant Application for conventions, trade shows, and events.**
- (c) Previous Resolution Number: **283 of 2024**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.6417.0002 480 - Tourism-Special Events - N/A**

Sample: A.8021 470 Planning & Community Development – Contract

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 283 OF 2024

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, STROUGH, RUNYON, BEAN, GERACI, CROCITTO AND STRAINER

ADOPTING THE OCCUPANCY TAX GRANT APPLICATION FOR CONVENTIONS, TRADE SHOWS AND EVENTS

WHEREAS, the Director of Tourism presented to the Tourism & Occupancy Tax Committee a revised Occupancy Tax Grant Application for conventions, trade shows and events (last adopted by Resolution No. 509 of 2023), and

WHEREAS, the Tourism & Occupancy Tax Committee has reviewed the application and has recommended that the same be advanced to the full Board of Supervisors for consideration, now, therefore, be it

RESOLVED, that the Occupancy Tax Grant Application for conventions, trade shows and events annexed hereto, be and the same hereby is, adopted as the official application for Warren County, and be it further

RESOLVED, that any prior resolutions adopting the Occupancy Tax Grant Application for Conventions, Trade Shows and Events are hereby superceded.

Occupancy Tax Application Portal Recommendations

2026

Occupancy Tax Application

Occupancy Tax Request

- Requesting <49,999, click here
 - Direct them to Online Application login Page
 - NOTE: will forward lower amount requests to municipalities for possible funding
- Requesting >50K, click here (Signature Events attracting more than 50,000 attendees)
 - Direct them to call the office

Application Login Page

- Existing User
- New User - must be approved before entering into application

Application Dashboard

- Historical Data
 - Organizations
 - Events
 - Applications
 - Awards
 - Analytics (applicant results and research data supplied by Warren County, Rove Marketing Research)

Application Managing Organization & Event Details

1. Managing Organization Name
2. Primary Contact
3. Mailing Address
4. City, State, Zip
5. Email
6. Primary contact phone
7. Type of organization
 - a. Non-profit (501-c-3)
 - b. Not-for-profit (501-c-6)
 - c. For profit (New Event or in First 5 Years)
 - d. For profit (Hosting 6 or More Years)
8. Event Name
9. Amount of Occupancy Tax Funding Requested
10. Location of event (municipality)
11. Category of proposed event (select all that apply)
 - a. New event
 - b. Annual event
 - c. Multi-day event
 - d. Multi-week/month
12. Event Dates (Not including set-up and tear-down, ONLY dates of event open to the public)

13. Automatically Generated Season
 - a. Off-Peak (Jan, Feb, Mar, Apr, Nov, Dec)/ Annual
 - b. Shoulder: May, June, September, October
 - c. Summer: July August
14. Total Number of Attendees
 - a. Applicant Enters Whole Number
 - b. Applicant Enters% of Day Visitors
 - c. Applicant Enters% of Overnight Visitors
 - d. Computer Calculates Total Room Nights
15. How do you determine the numbers entered in #14?
 - a. Surveys
 - b. Zip Code
 - c. Other
16. Do you work/or anticipate working with a third-party company, CVB or other entity to help gather your special event/activity data and manage housing? If so, please provide name, and contact information.
 - a. No
 - b. Yes
 - i. Organization:
 - ii. Contact:
 - iii. Contact Phone:
17. What geographic areas do you anticipate your marketing reaching?
18. Who is your target audience and/or demographic?

Application Event Budget

- Enter ESTIMATED BUDGET in the Application Process. Be mindful of the numbers you estimate, as this form will be used to evaluate your Occupancy Tax request, and will be compared with the FINAL BUDGET you will submit in the POST EVENT REPORTING.

Occupancy Tax Application Timing

Application Period

- August 1 – September 15

Applicant Presentation (Only NEW applicants will be required to present at Committee Meeting)

- October Committee Meeting (Committee members to score applications)

Applicant Award Approval

- November Committee Meeting
- December Board of Supervisors Meeting (should there not be a December meeting, approval will take place in January)

Occupancy Tax Application Scoring

		Value	Point Breakdown	
1	Event Season	15	Off-Peak, Annual (15 pts)	Off-Peak (Jan, Feb, Mar, Apr, Nov, Dec)/ Annual Shoulder: May, June, September, October Summer: July August
			Shoulder (10 pts)	
			Summer (5 pts)	
2	Total Attendees	20	50,000+ (20 pts)	
			10,000-49,999 (15 pts)	
			5,000-9,999 (10 pts)	
			Below 5,000 (5 pts)	
3	Total Room Nights	45	25,000+ (45 pts)	
			10,000-24,999 (35 pts)	
			2,000- 9,999 (25 pts)	
			Below 2,000 (15 pts)	
4	Committee	20	Ability to Increase overnight (5 pts)	Tourism & Occupancy Tax Committee members will rate each question based on a scale of 1--5, 5 being the best and 1 being the worse; for a total of 20 points.
			Ideal type of event (5 pts)	
			Ideal location of event (5 pts)	
			Overall Community Impact (5 pts)	
		100		



Thank you for applying for Warren County Municipal Tourism Supplemental Funding. Tourism is such a vital economic driver for our region and we look forward to partnering with you and your municipality to enhance your municipality's tourism assets, community vibrancy and to support your tourism activities and projects.

To ensure that your application complies with all requirements, please review these rules and guidelines, complete the ENTIRE application, including all sections, and submit supporting documentation. Incomplete applications, areas left blank and applications that do not include all required materials will be considered incomplete and **will not be reviewed or awarded**, regardless of previous awards. All event budget, financial and marketing information will be used solely for application evaluation purposes by the Tourism and Occupancy Tax Coordination Committee and are subject to Freedom of Information Law (Public Officers Law, Article 6) (FOIL) requests.

Rules and Guidelines

Background

Warren County currently collects a 4% occupancy tax on all overnight tourism accommodations in the County. This tax is levied on customers of hotels, motels, bed & breakfasts, inns, housekeeping cottages with four or more units and tourism facilities (i.e. campgrounds with onsite RV rentals) as well as short-term (STR) vacation rentals.

The purpose of this tax, as outlined by [Occupancy Tax law](#) is to promote and increase tourism in Warren County and its municipalities “through the promotion of tourist activities, conventions, trade shows, special events and other directly related and supporting activities.”

General Guidelines

Generally, uses of occupancy tax revenues provided to Municipalities by the County must be expended for the promotion of tourist activities, conventions, sports, trade shows, special events and other directly related and supported tourism activities. “Promotion” or “promoting” is defined as furthering the growth of, establishment of, sales and/or contributing to the growth, engagement, or prosperity of and/or to forward or to encourage or to advance. Therefore, and more importantly, in order for an expenditure to be eligible under these guidelines, it cannot just be “related” to Tourism, but it must be determined to be consistent with the previously stated allowed uses and definition of promotion.



Municipal Supplemental Funding Application Period and Schedule

Occupancy Tax application period for 2026

August 1, 2025

Municipal Supplemental Funding application period Opens

December 31, 2025

Municipal Supplemental Funding application Deadline. All applications must be complete and submitted by the deadline or they will not be considered for funding.

Evaluation Criteria

Municipal Supplemental Funding is intended to enhance the general tourism economy of Warren County municipalities through the promotion of tourist activities, conventions, trade shows, special events, special projects and other directly related and supported tourist activities. The following evaluation criteria shall apply:

- **Does the request directly relate or support tourism activities by furthering new tourism business, visitations and contribute to tourism growth and prosperity for the region?**
- **Does the request support capital projects which facilitate uses by tourists and/or directly increase tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing, operating and maintaining tourist attraction?**
- **Does the request support a unique tourism opportunity, event or activity which will further enhance visitation to the region?**

Requests will be evaluated and awarded based upon availability of funds, alignment with county-wide and municipal tourism development strategy, soundness and fiscal stability of the tourism related, project, event, or activities, and overall benefit to the municipality's tourism economy.



Application Rules, Grant and Award Guidelines

Warren County Occupancy Tax Municipal Supplemental Grant Funding requests are reimbursable only. If funding is requested prior to the project, event or activity, grants will be evaluated/awarded by the Tourism and Occupancy Tax Coordination Committee and may permit a portion of the expenditures to be dispersed with appropriate documentation. Funding is selective and based on the application your organization submits. Funding grant recipients are subject to county audit to ensure compliance of expenditures.

- This application must be completed in its entirety in order for the project, event or activity to be considered for funding. If any portion of the application is incomplete, it will not be reviewed or considered.
- The applicant(s) must present reasonable evidence that the project, event or activity will increase overnight visitations in Warren County and that the increase is consistent with the level of funding requested.
- All applications **MUST** include a completed comprehensive budget outlining project, event or activity.
- All expenditures must adhere to the **ELIGIBLE AND INELIGIBLE USES OF OCCUPANCY TAX FUNDING** Guidelines as outlined in the pages below.



Eligible uses of expenditures

The listing below should always be read together with the **General Guidelines** stated above to ascertain the extent to which funds may be expended for the example provided.

Special Events/Festivals/Activities/Sports

- Production, development of new event, activities (i.e. Outdoor drama, civic center events, Elvis Festival and the advertisement of the same)
- Production/installation/rental/creation of programs/directories for specific events
- Firework displays
- Banner/flags/billboards
- Business cards
- Buttons, pins, decals, letterhead, envelopes, postcards, postage
- Event consultation fee
- Re-enactors, musicians, entertainers
- Town tours, itineraries, maps
- Sponsorship, hosting fees
- Rental of traveling/special exhibits
- Event crowd control, safety concerns
- Promotional items – giveaways

Recreational Attractions

Advertisements and enhancements of existing and new recreational activities and attractions to be developed to accommodate and increase the number of tourists, for enhancements to water access and riverfronts, snowmobiling trail system, hiking trails, cycling routes, with displays or improvements to accommodate tourists such as benches, or a gondola for transportation.

- Mapping and/or brochures
- Wayfaring/directional signage
- Clearing/preparation of property for tourist or convention activity or event
- Any eligible criteria from other spending guideline categories



Website Development/Electronic Promotion

Expenditures for the following provided that the same is for purposes of promoting tourism, conventions, special events, trade shows, sports and other tourist activities.

- Website design/construction
- Purchase of images/sound
- Promotions, purchase of hyperlinks
- Interactive informational kiosk
- Email appends
- Broadcast design/delivery of
- Newsletters/banner ads
- Purchase of photography/videography
- Purchase of photo enhanced listings
- Search engine optimization

Brochure Production/Distribution

General tourism guide, seasonal guide, themed events, flyers, promotional literature, niche – publication (i.e. walking/driving tours, packages, itineraries, coupons, heritage, birding, sports, etc.), post cards, maps, posters.

- Paid brochure distribution locations
- Design fees
- Reproduce brochures to CD/DVD
- Copywriting/Typesetting
- Postage/permit fees
- Printing/reproduction/production
- Photography



Advertisements/Promotions

Paid advertisements promoting events, activities, packages, attractions, conventions, tradeshow for general tourism development to Warren County communities – Destination Marketing Programs.

Co-op partnerships with Warren County, Adirondack Regional Tourism Council, New York State publications, as well as national publications and directories, radio, newsprint/magazine opportunities, television campaigns, and trade/consumer show brochure distribution and exhibit space co-op.

- Local, regional and/or national advertising, promotional opportunities
- Production/placement of ads (print, radio, tv)
- Clipping Service
- Advertising in trade journals
- Exhibit graphics
- Consumer/trade show registration
- Show staffing expenses
- Logo development/design/tag line/branding
- Business reply cards
- Product Development (i.e. tour packages, itineraries, special events, familiarization tours for operators or media)
- Coupons
- Public relations – press kits, press releases, messaging development, printing, mailing, broadcast, services

Membership/Association/Affiliations

For the furtherance of Tourism Promotion, (i.e. American Bus Association (ABA), New York State Travel and Tourism Association (NYSTIA), National Tour Association (NTA)).



Specialized Professional Services

Expenditures for the following, provided that the same is for purposes of promoting tourism, conventions special events, sport, trade shows and other tourism activities:

- Shoot photographer/videographer
- Graphic designer
- Step on guide services
- Public relations/marketing agency
- Speakers/musicians/entertainers/models
- Airplane/helicopter rentals
- Ad/brochure/web design
- Market research, feasibility study
- Event sponsorship/bid fees
- Outsourcing to call centers/fulfillment houses
- Update portions of local history in furtherance of promoting tourism, conventions, special events, sports

Educational Tourism

- Informational kiosk
- Hospitality training
- Hosting/attending workshops (i.e. how to market your destination, property or event)

Beautification

Community signage – welcome/directional signage

Plantings/landscaping/streetscaping/lighting/water features furthering establishment or growth of tourism, conventions, sports, special events, trade shows and other tourist activities

Informational kiosk

Fountains, benches, trail development & enhancement

Audio/Visual production, duplication and distribution

DVD/CD/VHS

Miscellaneous promotion

Purchase mailing lists

Mailings/social media targeted lists for specific audiences



Capital projects

Expenditures may be made for capital projects which facilitate uses by tourists and/or increases tourism to an area by enhancing the environment, improving infrastructures related to tourism, conventions, sports, special events, trade shows, and developing and operating tourist attractions. Long range recreational plans/projects may also be considered under this funding and are recommended to be coordinated with the Warren County Planning Department.

When spending funds for capital projects, it is necessary that the primary benefit and end result of the project is to increase, enhance and promote tourism and tourist activities. Funding cannot be expended on a capital project that predominantly benefits residents and only incidentally promotes tourism.

By acknowledging this policy, the applicant agrees to abide by all guidelines and requirements stated herein and attests that all information provided in and with the application is truthful and accurate.

WARREN COUNTY TREASURER

WARREN COUNTY MUNICIPAL CENTER
1340 STATE ROUTE 9
LAKE GEORGE, NEW YORK 12845

TELEPHONE: (518) 761.6375

CHRISTINE V. NORTON
County Treasurer

Occupancy Tax Committee Report *Wednesday, May 21, 2025*

Total Collections

<u>2025 Revenues</u>	<u>Total Collections</u>		
	3/31/2025	4/30/2025	5/12/2025
Total Revenue Collected through 2025	388,374	561,871	567,747
Total Revenue Collected through 2024	383,652	557,217	579,121
Increase/(Decrease) from 2024	4,722	4,654	(11,374)
Increase/(Decrease) from 2024	1%	1%	-2%

Please note: As H/M/Rs approximate 70% of Total Occ Tax Collections the 5% decline on their larger collection balance below, when coupled with the 5% increase on the smaller STR collection balance, equates to an overall 2% Total Occ Tax Collection decrease.

Hotel & Motel Collections

<u>2025 Revenues</u>	<u>Hotel & Motel Collections</u>		
	3/31/2025	4/30/2025	5/12/2025
Revenue Collected through 2025	\$ 347,192	\$ 375,196	\$ 375,501
Revenue Collected through 2024	\$ 340,364	\$ 394,576	\$ 395,854
Increase/(Decrease) from 2024	\$ 6,828	\$ (19,380)	\$ (20,353)
Increase/(Decrease) from 2024	2%	-5%	-5%

Short Term Rental Collections

2025 Revenues	Short Term Rental (STR) Collections		
	3/31/2025	4/30/2025	5/12/2025
STR Revenue Collected through 2025	\$ 41,182	\$ 186,675	\$ 192,246
STR Revenue Collected through 2024	\$ 43,288	\$ 162,641	\$ 183,267
Increase/(Decrease) from 2024	\$ (2,106)	\$ 24,034	\$ 8,979
Increase/(Decrease) from 2024	-5%	15%	5%

LAKE GEORGE

Winter Dream

BY

MOMENT FACTORY

**WARREN COUNTY OCC
TAX / TOURISM MEETING
5/21/25**

LAKE GEORGE

Winter Dream

BY

MOMENT FACTORY

MEETING AGENDA

1. Today's Purpose is to update the board
2. How did Winter's Dream help Warren County
 1. Data handout of 23/24 vs 24/25
3. Update on the Warren County Coalition - Changes
4. Update on the contract / relationship with Moment Factory
5. Keys for a winter attraction in Warren County
 1. Weather cannot be a factor
 2. Must have daytime hours
 3. Must be attractive across many market segments
6. What is the Warren County Coalition working on?



HOW DID WINTER'S DREAM HELP WARREN COUNTY

Highlights of the Zartico data handout

1. 53% of guest came from NYC in 23/24 40.6% in 22/23
 1. 52.2% came in 24/25 – returning guests
2. 23/24 -34% of restaurant spend came from visiors
 1. 24/25 - 23% of restaurant spend came from visitors
3. 23/24 – 43% of attraction spend came from visitors
 1. 24/25 -18% of attraction spend came from visitors
4. 23/24 – 26% of Retail spend came from visitors
 1. 24/25 -17% of Retail spend came from visitors

Also...

1. Winters Dreams created approximately 50 full time and part time Jobs – including construction, setup, and operations
2. Winters Dream generated significant Sales Tax and Occupancy Tax
3. Approximately \$500,000 dollars were spent during winter 23/24 in marketing and advertising with local companies



UPDATE ON THE WARREN COUNTY COALITION -CHANGES

1. Tyler Herrick – *President, WC Coalition –Queensbury Hotel*
2. Gina Mentzer – *Secretary, WC Coalition – Executive Director LGRCC*
3. Vincent Crocitto III *Treasurer WC Coalition, Holiday Inn & Super 8*
4. Sam Luciano – *President, Fort William Henry*
5. Kathy Muncil – *CEO, Fort William Henry*
6. Billijo Meader – *Assistant to President, Fort William Henry*
7. Christian Dutcher – *Owner Americade*
8. Sara Mannix – *CEO / Owner Mannix Marketing*
9. **Mike Mentor – *Owner Nordic Hotel - Replaces Emily Frost***
10. **Penko Ivanov – *Senior Executive Vice President Arrow Bank – Replaces Dave Demarco***
11. Tom Lloyd – *President Adirondack Studios*
12. **Jessica Darrah – *Co-Chair Lake George Winter Carnival –Replaces Vincent Crocitto Jr***
13. Mayor Ray Perry *Mayor, Lake Goerge Village*

UPDATE ON THE CONTRACT / RELATIONSHIP WITH MOMENT FACTORY

1. Meetings in 2025

1. Jan 6th Coalition Meeting
2. Jan 9th Moment Factory Meeting
3. Jan 20th Meeting with Memoir Agency
4. Feb 27th Coalition Meeting
5. March 10th Meeting with Moment Factory
6. April 2nd Meeting with Moment Factory – follow up
7. April 21st Coalition Meeting
8. May 1st Meeting with Moment factory

2. Termination of the Moment Factory Contract on April 2nd

1. Automatic Termination (Section 14.3):
2. - If there is no production in one season and none the following year, the contract terminates automatically.
 - Year 1: Unsuccessful
 - Year 2: Paused
 - Year 3: No resumption
3. The 400k Occ Tax application, approved by the Board for 2024 will not be used

KEYS FACTORS FOR SUCCESS IN A WINTER ATTRACTION IN WARREN COUNTY

1. Weather cannot be a factor – rain especially
2. Must have daytime hours – **nautical twilight time will affect sale volumes**
3. Must be enticing across many market segments
4. Must be supported by substantial marketing dollars



WHAT IS THE WARREN COUNTY COALITION WORKING ON? – FOCUS WILL ALWAYS BE ON OCCUPANCY GENERATION

1. Series of Events – new – that do not require major capital
 1. Ice bar weekends in January, St Paddy's Day crawl, Guinness World Record event,
2. Support for existing events
 1. Adirondack Nationals - 4 day this year
 2. Americade
 3. Winter Carnival
3. Exploring a variety of Warren County Coalition Shows
 1. Haunted History Ghost Tours – possible year round
 1. Possible tie in with Moment Factory in the future
 2. December – “A Christmas Carol”, “Nut Cracker”
4. Rental out of Warren County Coalition assets
 1. Cabin
 2. Northwest Bastion of Lake lights
 3. Lanterns
 4. Trees / rubber mulch/ tools
 5. Liquidate logoed show merchandise

LAKE GEORGE

Winter Dream

BY

MOMENT FACTORY

**THANK
YOU FOR
LISTENING!**

QUESTIONS?

Lake George Winter Season Report

*Lake George Regional Chamber of Commerce & CVB
December 8, 2024 - March 9, 2025*



ZARTICO



Objective

To measure the similarities and differences between the winter season of 2024/2025 versus 2023/2024. This allows us to quantify the results of both years.

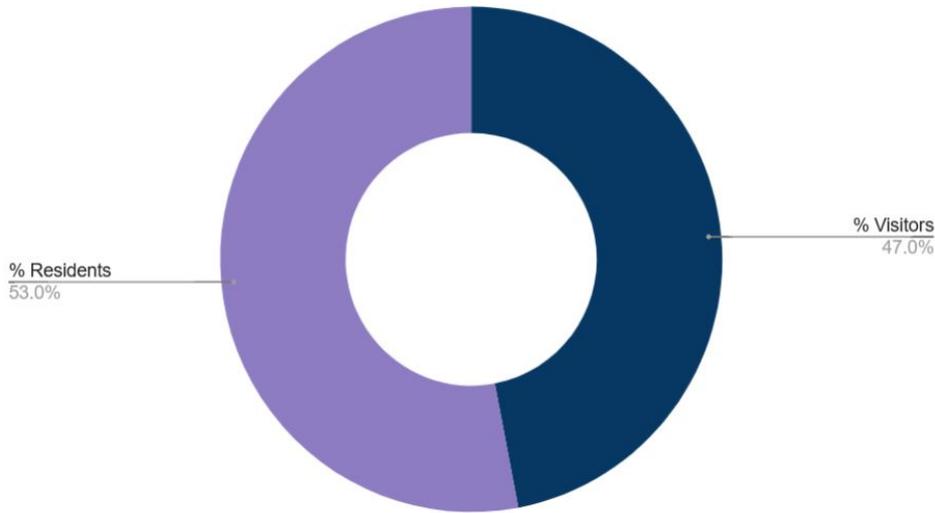
Comparison Dates: 12/08/2023 - 03/09/2024

Image from CBS 6 Albany

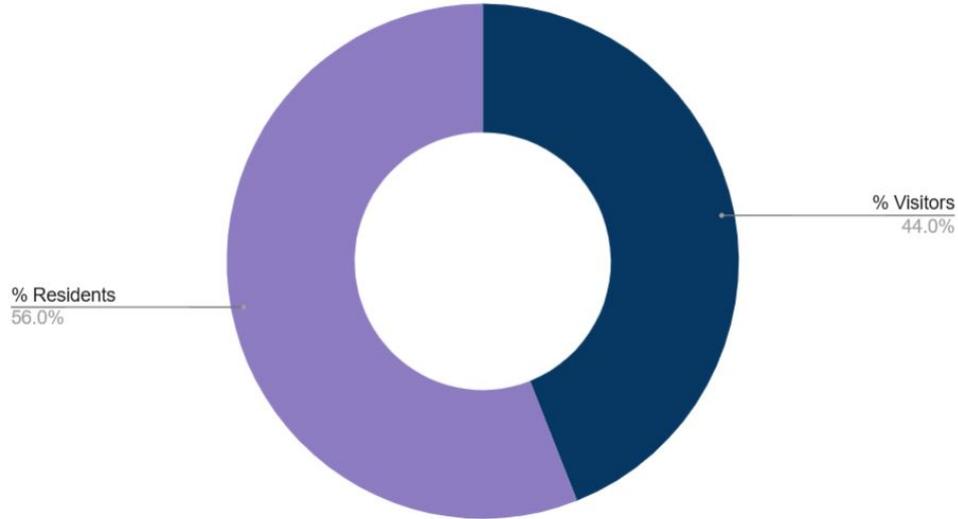
YoY Visitor to Resident Mix

When looking at the resident to visitor ratio mix, **we saw a higher amount of visitors in destination during the 2023/2024 year** compared to the 2024/2025 year. Visitor % moved from **47% to 44% YoY**.

2023/2024



2024/2025



Where are Visitors From in 2023/2024?

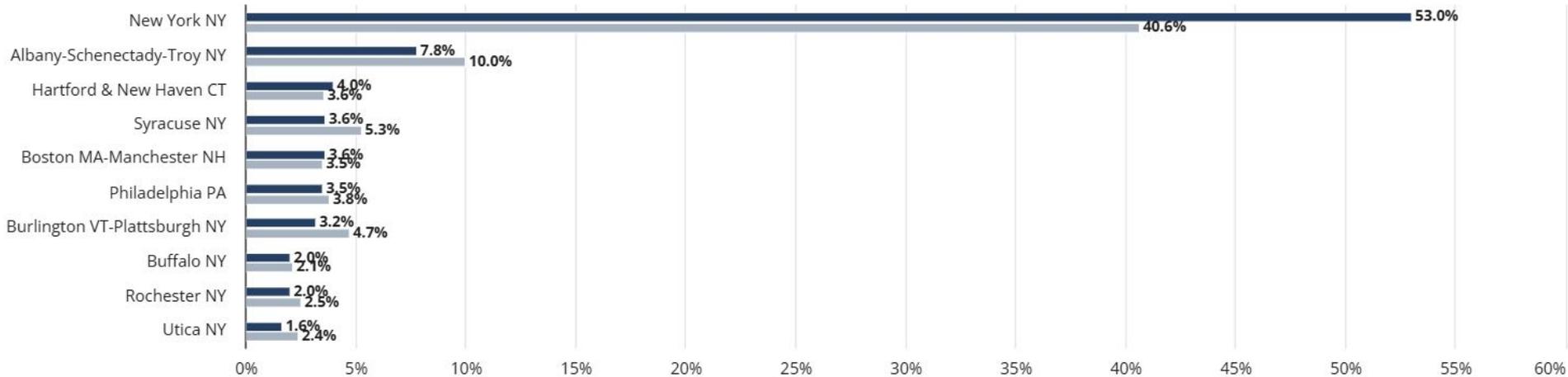
Here we will find the **overall destination's top origin markets** with a **YoY comparison** to 2022/2023. Notice some of the top markets and **utilize the next slide** to understand how this differs as a whole.

2023/2024 (compared to 2022/2023):

Top Origin Markets ▾



■ This Year - % of Total Devices ■ Last Year - % of Total Devices



How About in 2024/2025?

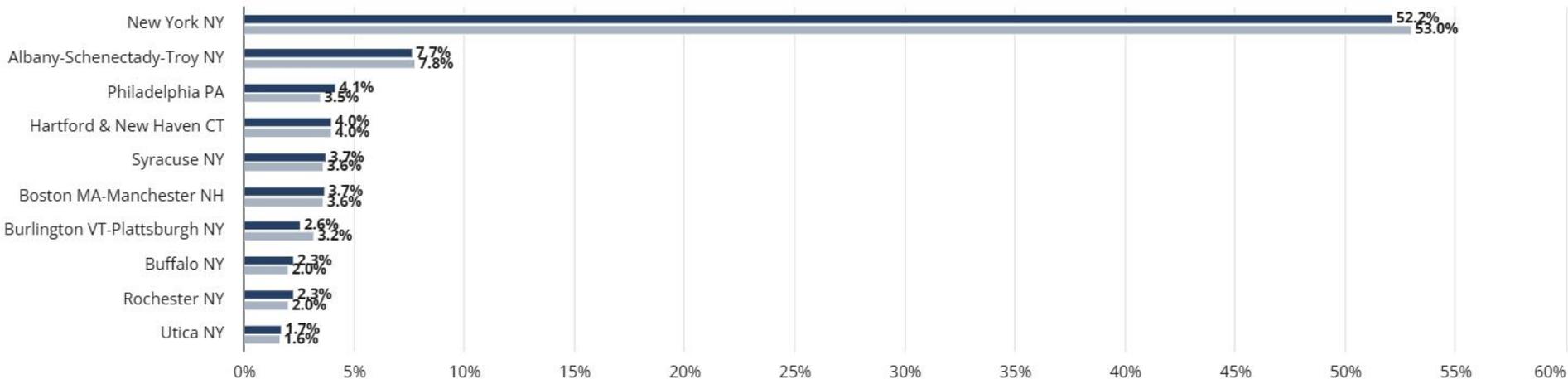
While there was a huge gain from the New York, NY market from 2022 to 2023, we saw **very consistent origin markets** this year. While there were some slight shifts, there were **no dramatic changes YoY**.

2024/2025 (compared to 2023/2024):

Top Origin Markets ▾



■ This Year - % of Total Devices ■ Last Year - % of Total Devices



Breaking Down the New York, NY DMA

With the **New York, NY market making up around 53% of devices**, it is important to understand exactly **where these visitors are coming from** due to the large area the DMA covers + sheer competitiveness of the market. **On the next slide** you will find the New York, NY market broken down over the two years based on the **percentage of Visitor Spend by City**.

2023/2024

Visitor City	% of Visitor Spend ▼
New York	21.5%
Mineola	2.5%
Southeast	1.9%
Monroe	1.8%
Norwalk	1.7%
Allendale	1.6%
Mamaroneck	1.4%
Baxter Estates	1.2%
Lynbrook	1.2%
New Rochelle	1.1%

2024/2025

Visitor City	% of Visitor Spend ▼
New York	26.2%
East Northport	1.9%
Lynbrook	1.7%
Park Ridge	1.7%
Farmingville	1.6%
Monroe	1.4%
Garden City	1.3%
Yonkers	1.3%
Terryville	1.2%
Morristown	1.1%

Top Level KPIs for Both Years

2023/2024:

% of all Devices that are Visitors

47.4%

% of Out-of-State Visitors

41.9%

% of all Spend that came from Visitors

25.3%

% of Visitor Spend towards Local Businesses

29%

2024/2025:

% of all Devices that are Visitors

44.0%

% of Out-of-State Visitors

43.9%

% of all Spend that came from Visitors

15.2%

% of Visitor Spend towards Local Businesses

26%

2023/2024 Visitor Impact on the Economy

The data below is a breakdown of spend from **visitors vs. residents across specific categories**. The best way to read this would be by stating: **“If there was \$100 spent at restaurants in Lake George, 34% of that spend came from visitors”**.

% of all Restaurant Spend that came from Visitors

34%

% of all Retail Spend that came from Visitors

26%

% of all Attraction Spend that came from Visitors

43%

Restaurant Avg. Visitor Spend

\$110

Retail Avg. Visitor Spend

\$146

Attraction Avg. Visitor Spend

\$87

2024/2025 Visitor Impact on the Economy

As you can see below, **we did see a noticeable decrease** across the board when **compared to the previous year**. This is not surprising, as not only was the **% of visitor spend down** YoY, the percentage of spend occurring at **local businesses was also down** from the 2023/2024 year. The **average spend by category also saw a decrease**.

% of all Restaurant Spend that came from Visitors

23%

% of all Retail Spend that came from Visitors

17%

% of all Attraction Spend that came from Visitors

18%

Restaurant Avg. Visitor Spend

\$93

Retail Avg. Visitor Spend

\$109

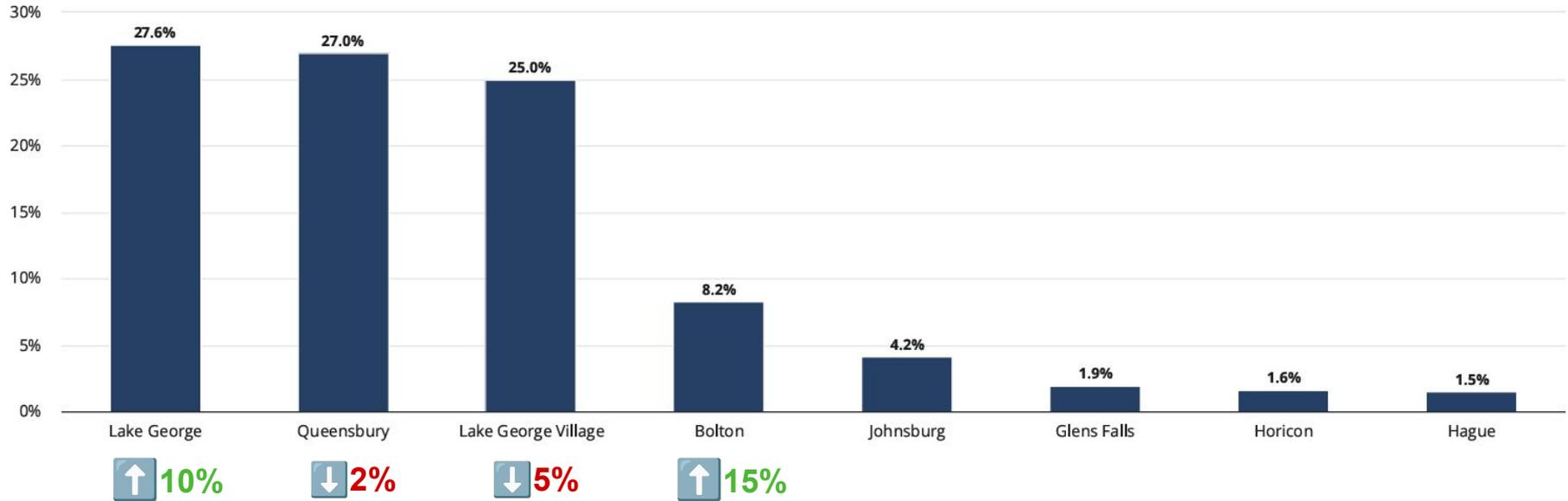
Attraction Avg. Visitor Spend

\$82

Visitation by Region 2024/2025

2024/2025 (compared to 2023/2024):

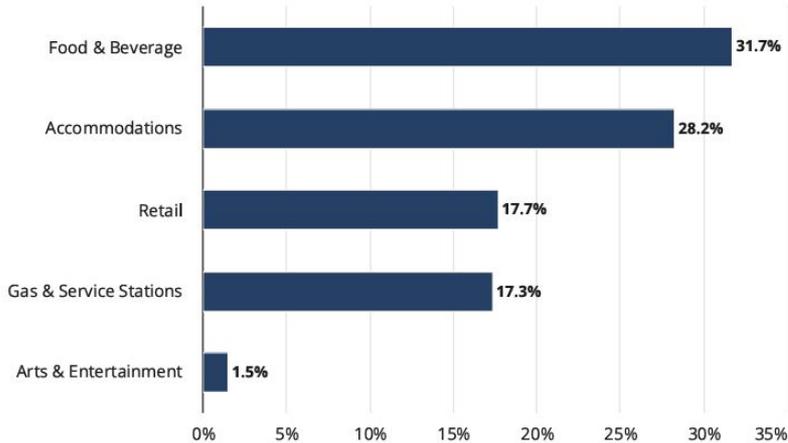
% of Visitors by Region



% of Visitor Spend by Category

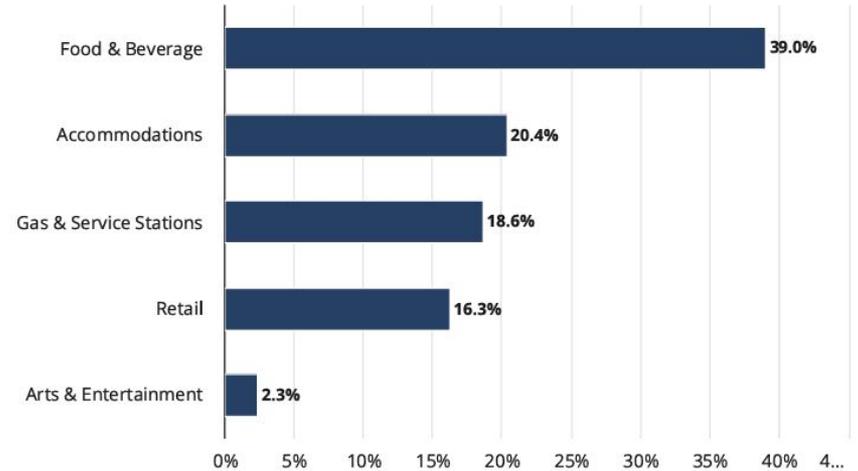
2023/2024

% of Visitor Spend by Category



2024/2025

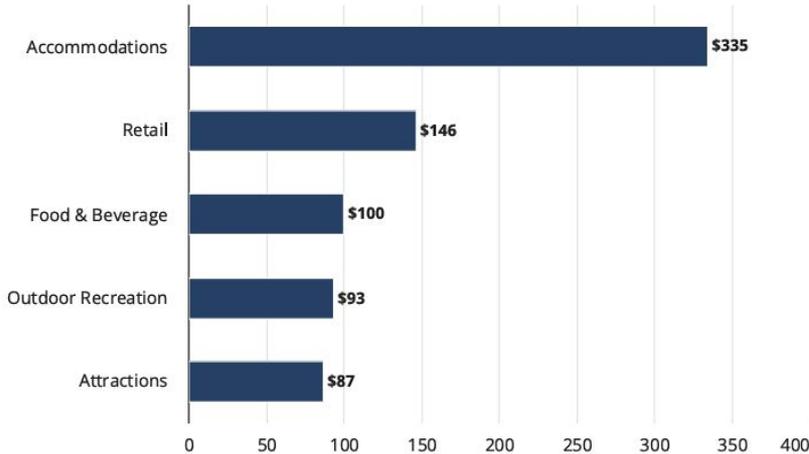
% of Visitor Spend by Category



Average Spend by Category

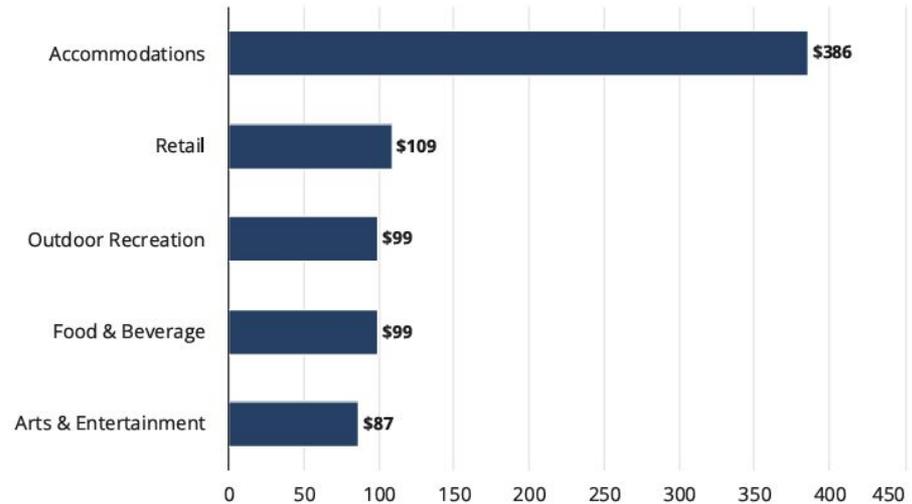
2023/2024

Avg. Visitor Spend by Category



2024/2025

Avg. Visitor Spend by Category



YoY Lodging Performance

Below you will find **key KPIs regarding Lodging**. This data is looking at the 2024/2025 season and comparing it to 2023/2024.

Hotel Avg. Stay Value

\$240

1% | **\$238**
% Change | Previous Year

Hotel Occupancy

47%

1% | **47%**
% Change | Previous Year

STVR Avg. Stay Value

\$861

-3% | **\$886**
% Change | Previous Year

STVR Paid Occupancy

13%

0% | **13%**
% Change | Previous Year

Hotel Avg. Length of Stay

2.0 days

12% | **1.8 days**
% Change | Previous Year

Hotel ADR

\$130

-3% | **\$135**
% Change | Previous Year

STVR Avg. Length of Stay

2.9 days

-2% | **3.0 days**
% Change | Previous Year

STVR ADR

\$299

0% | **\$300**
% Change | Previous Year

Competitive Lodging Performance 2023/2024

Below you will find Competitive Lodging data in 2023/2024 compared across five different destinations. These destinations are 1)Albany - NY, 2)Dauphin - PA, 3)Orange - NY, 4)Rockingham, NH, and 5)Saratoga - NY.

Hotel Occupancy vs. Competitors

47%

89% of Competitive Occupancy

Hotel Avg. Stay Value vs. Competitors

\$238

98% of Competitive Avg. Stay Value Hotel

Hotel ADR vs. Competitors

\$135

107% of Competitive Hotel ADR

STVR Paid Occupancy vs. Competitors

13%

59% of Competitive STVR Paid Occupancy

STVR Avg. Stay Value vs. Competitors

\$780

97% of Competitive Avg. Stay Value STVR

STVR ADR vs. Competitors

\$271

183% of Competitive STVR ADR

Competitive Lodging Performance 2024/2025

Below you will find Competitive Lodging data in 2024/2025 compared across five different destinations. These destinations are 1)Albany - NY, 2)Dauphin - PA, 3)Orange - NY, 4)Rockingham, NH, and 5)Saratoga - NY.

Hotel Occupancy vs. Competitors

47%

87%

of

54%

Competitive Occupancy

Hotel Avg. Stay Value vs. Competitors

\$240

93%

of

\$257

Competitive Avg. Stay Value Hotel

Hotel ADR vs. Competitors

\$130

101%

of

\$129

Competitive Hotel ADR

STVR Paid Occupancy vs. Competitors

15%

63%

of

25%

Competitive STVR Paid Occupancy

STVR Avg. Stay Value vs. Competitors

\$843

97%

of

\$870

Competitive Avg. Stay Value STVR

STVR ADR vs. Competitors

\$272

163%

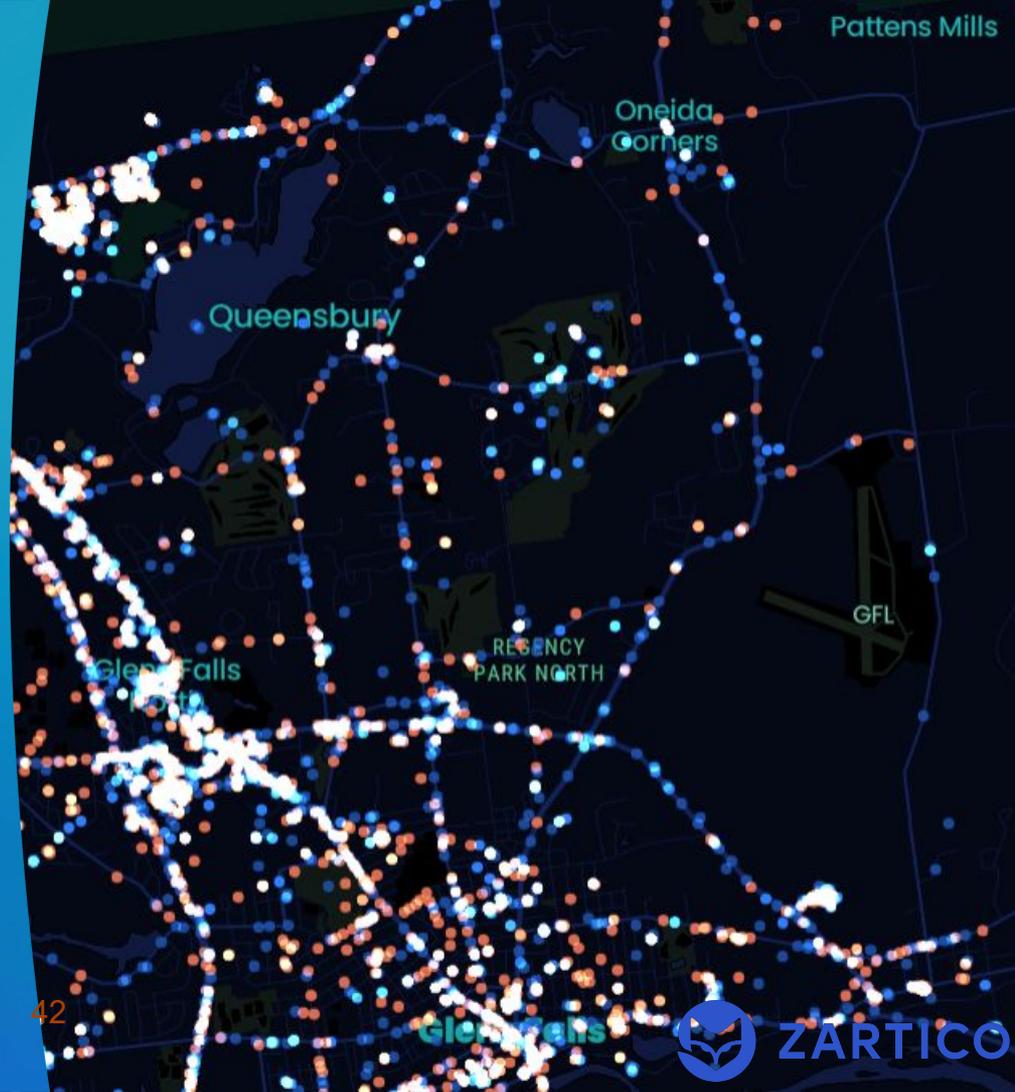
of

\$167

Competitive STVR ADR

2023/2024 Spotlight Visualization

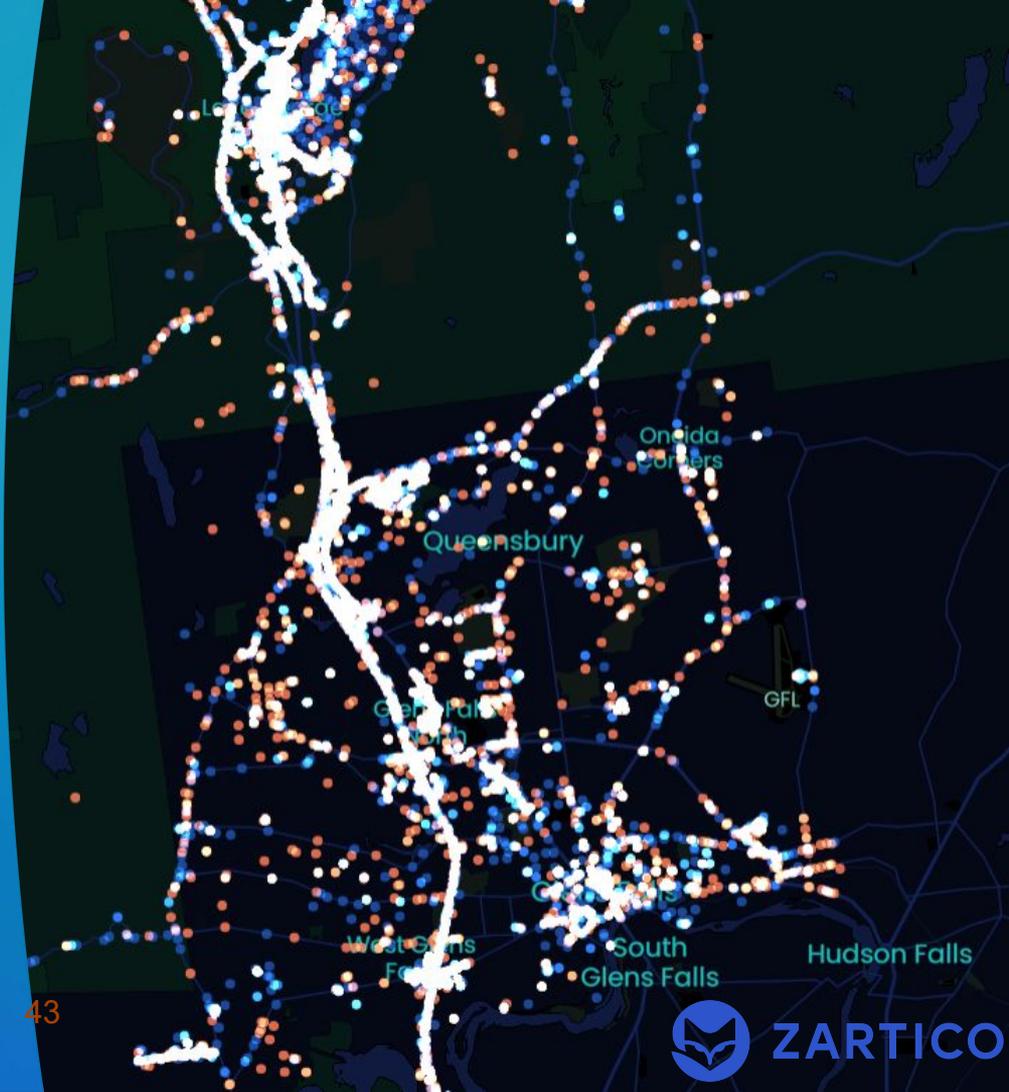
Utilize [this link here](#) to access the map!



ZARTICO

2024/2025 Spotlight Visualization

Utilize [this link here](#) to access the map!



ZARTICO

THANK YOU!

Dylan Forsyth

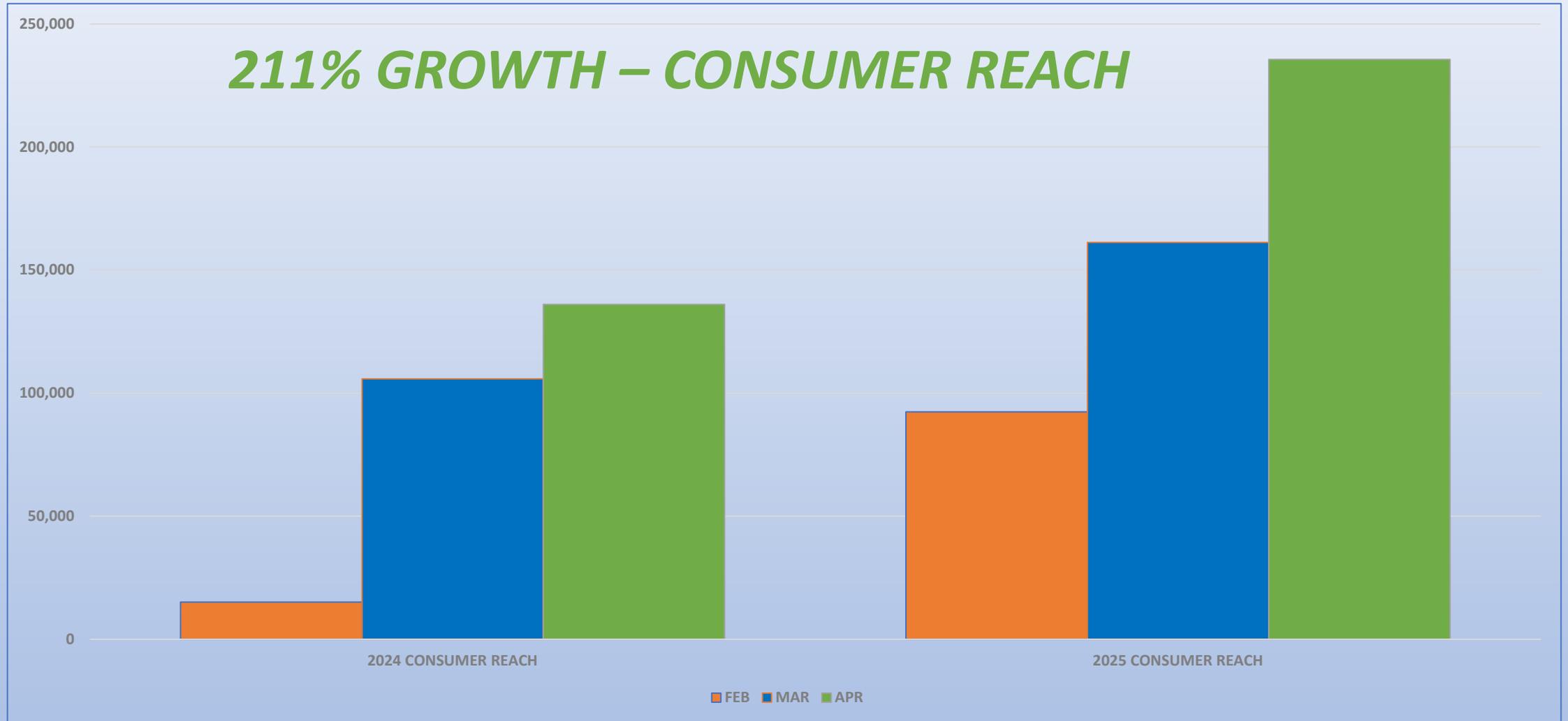
Client Experience Manager
dylan.forsyth@zartico.com



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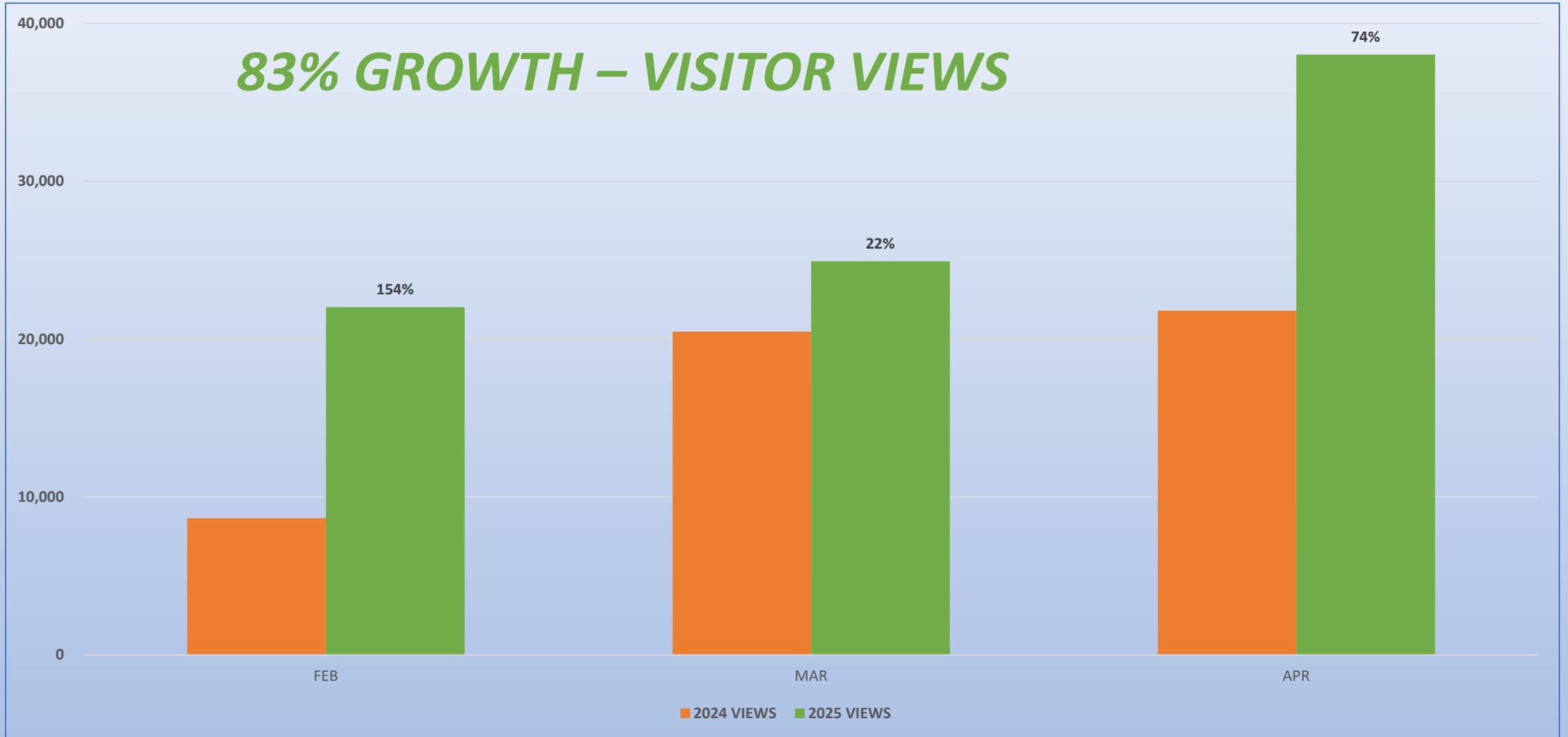
All Video

One Place



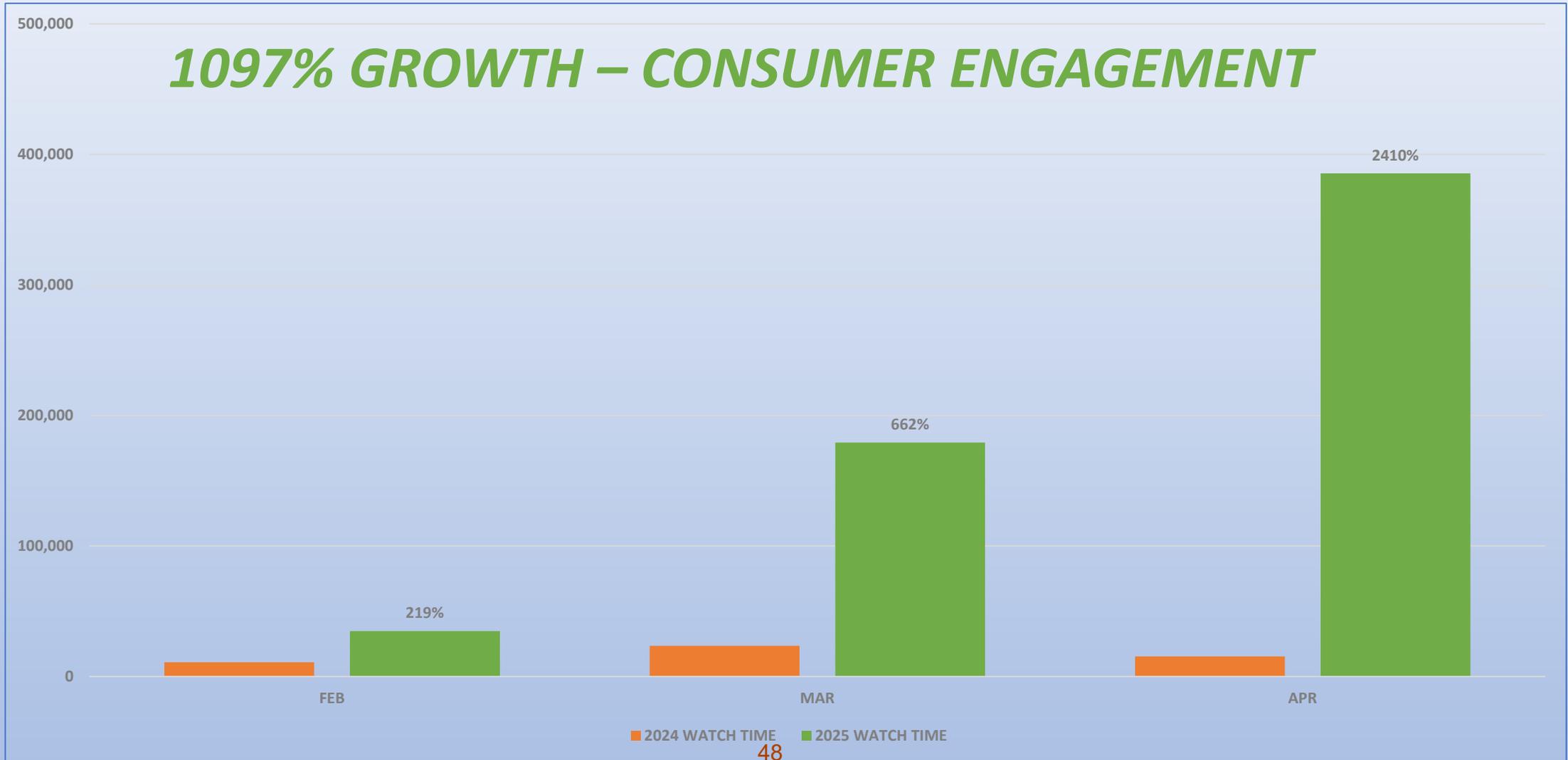
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All Video One Place



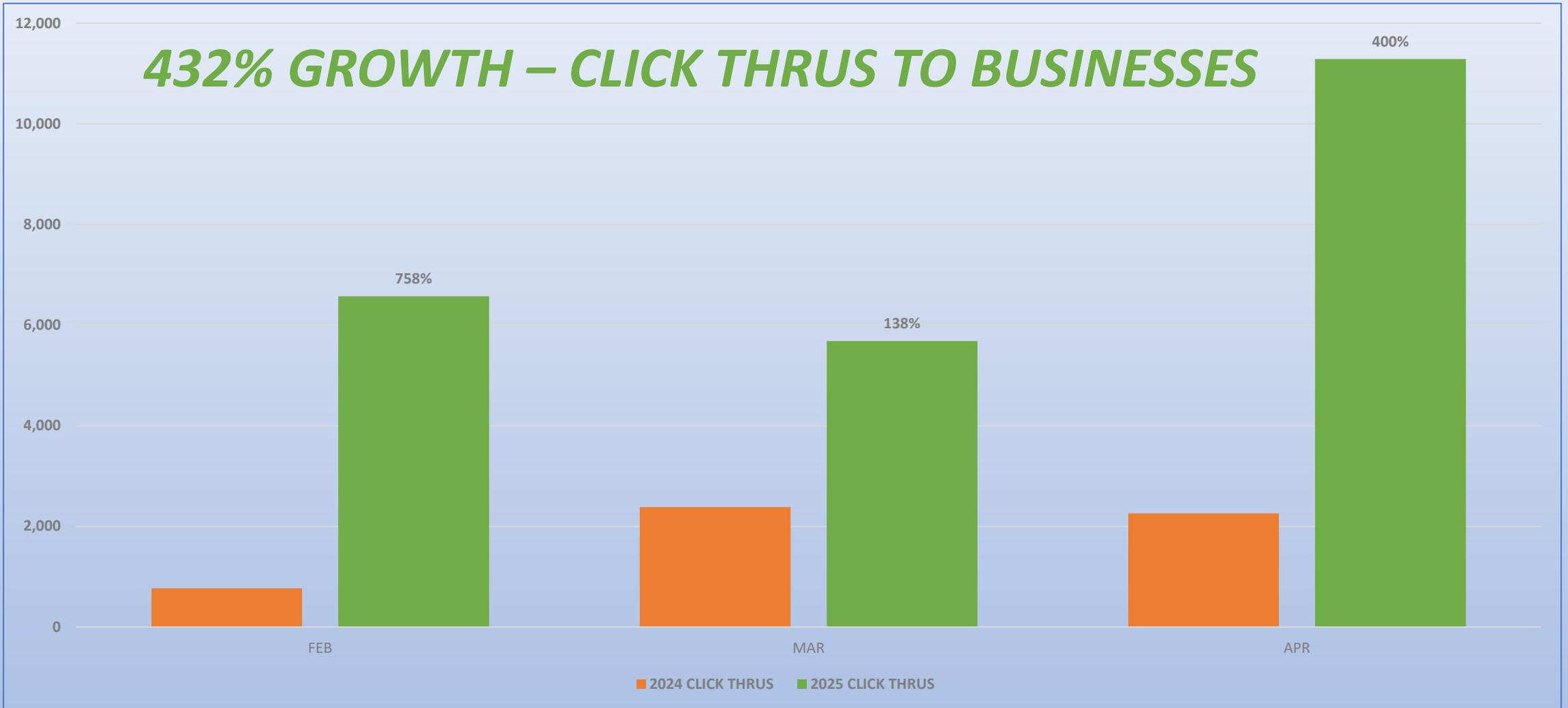
LAKEGEORGE.TV

All Video One Place



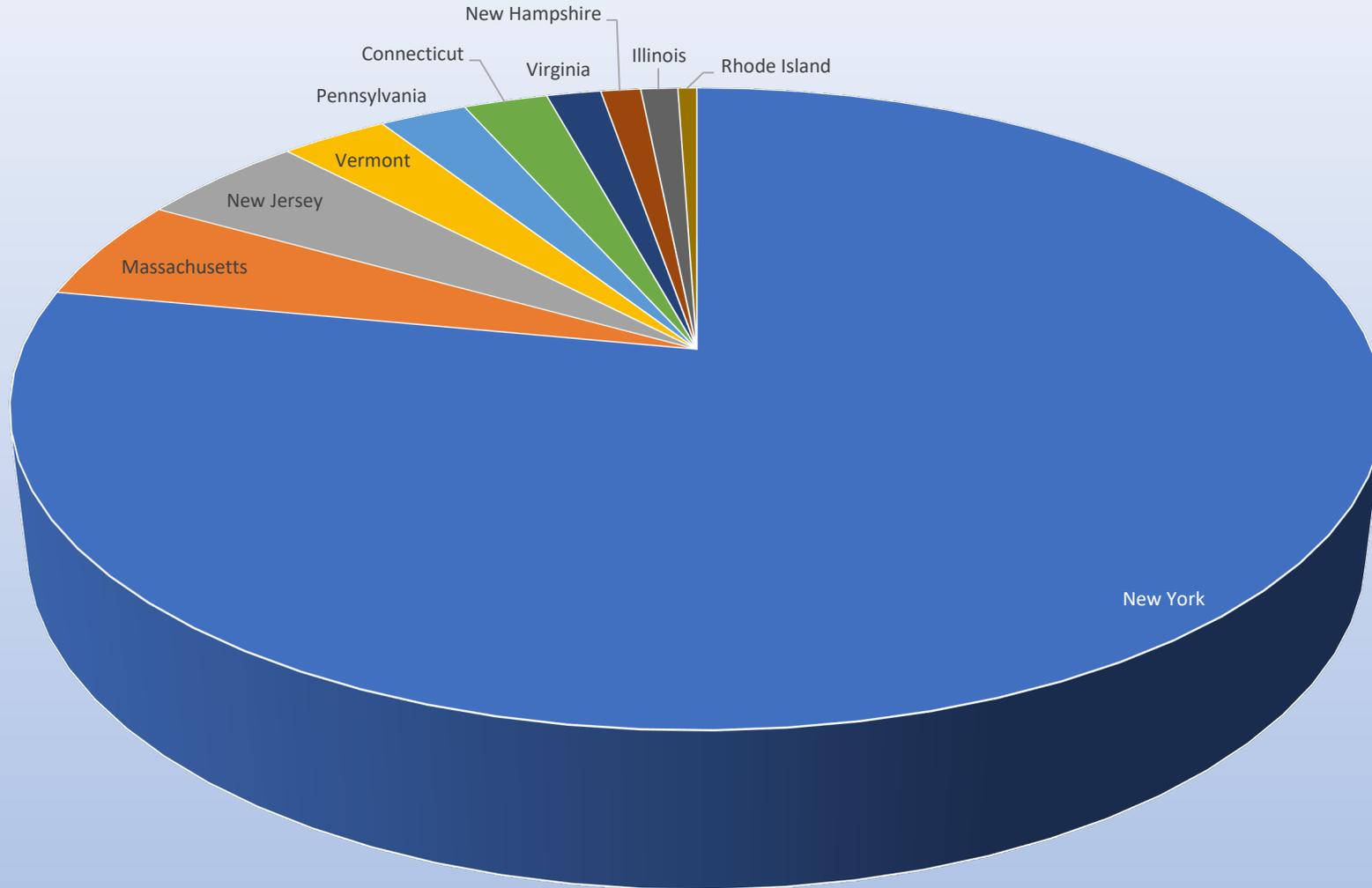
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All Video One Place



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All Video One Place



Viewer Locations

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All Video One Place

2024 Marketing Campaigns

Spring Take Flight Sweepstakes



Partners
Leaf Air
Trekker
Orvis

Adirondack Pub
High Peaks Distilling
ADK Aromatherapy

Summer Grape Escape Giveaway



Partners
Caffe Vero
Fort William Henry
ADK Wine & Food Festival

Fall Kaleidoscope Getaway



Partners
Becks Tavern
Revolution Rail
The Alpine Lodge

Winter Chill Out Sweepstakes



Partners
Garnet Hill
Bobcat Bar &
Restaurant
Basil & Wick's
Adirondack Thunder
The Queensbury Hotel

4 Giveaways - 400,000+ Views

250,000+ Video Plays

5,000+ Target Visitors Shared

2025 Marketing Campaigns

1. **TAKE FLIGHT - Leaf Air / ADK Extreme / Trekker / Lizzie Keays / Adirondack Pub / High Peaks Distilling**
2. **GRAPE ESCAPE - Adirondack Wine & Food Festival / Square Eddy / Holiday Inn / Lighthouse Grill**
3. **STARRY NIGHT – Warrensburg RV Park / Adirondack Adventure Center / Bandstand Brew Works**
4. **FIELD & STREAM – Ruggiero’s Cabins / Tubby Tubes / Painted Pony / Hitching Post Tavern**
5. **FALL KALEIDOSCOPE – Rev Rail / Stone Gate Resort**
6. **WINTER CHILL OUT – Queensbury / Adirondack Thunder / Circle B / C&C Snowmobile**

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All Video One Place

Take Flight Shoulder Season Campaign

SPRING AHEAD!

Tourism Partners

Leaf Air
Trekker

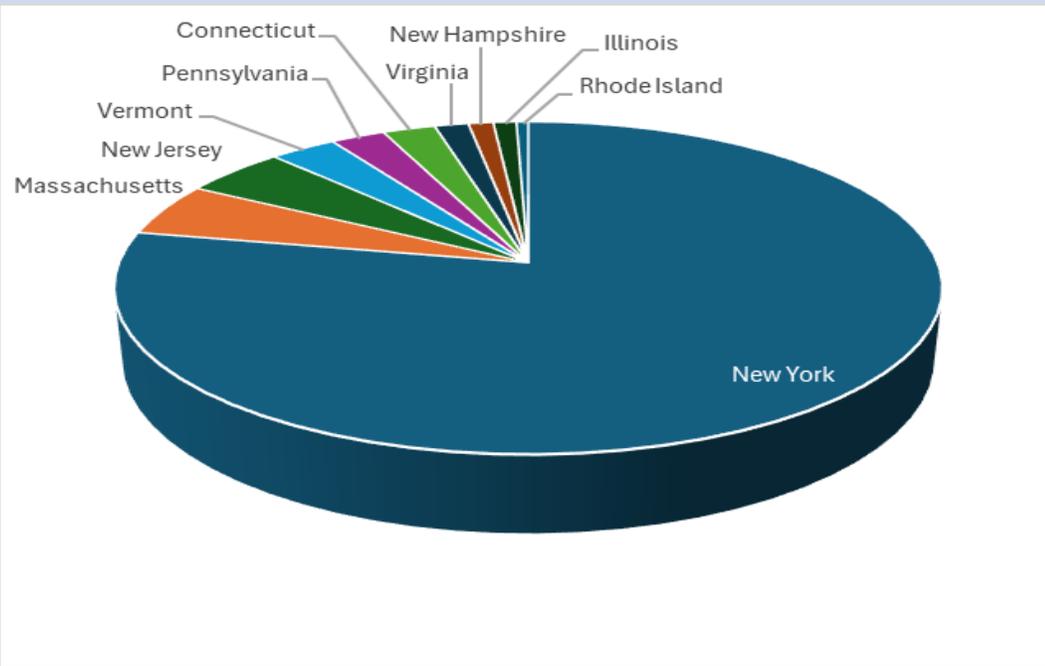
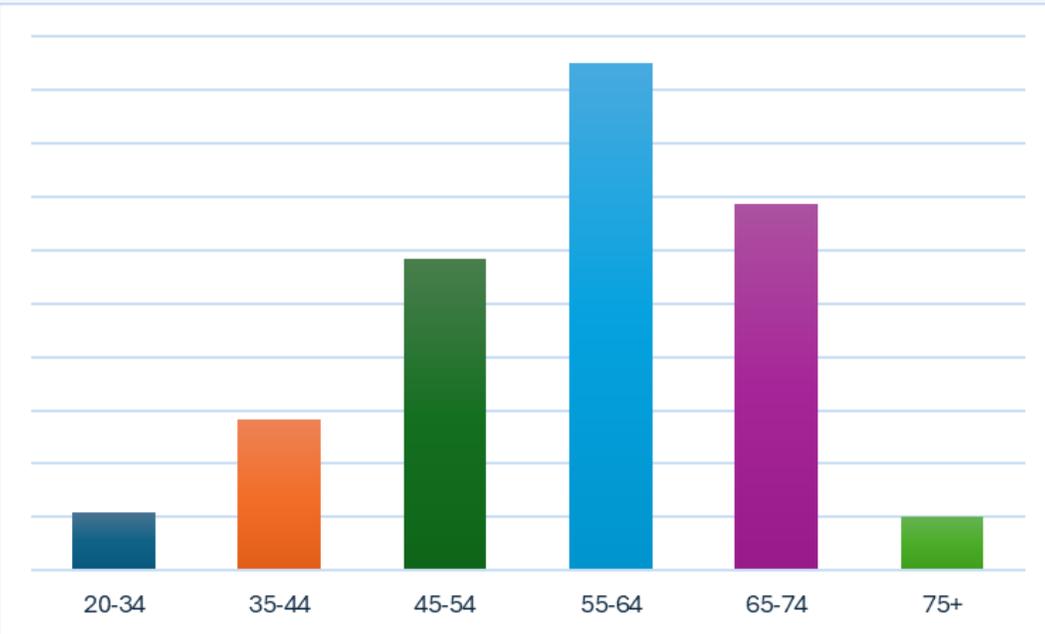
NEW! Lizzie Keays

NEW! ADK Extreme

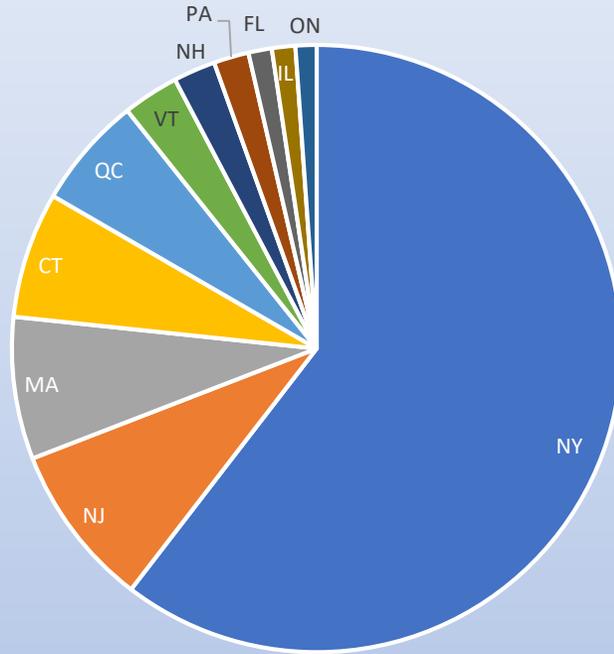
Adirondack Pub

High Peaks Distilling

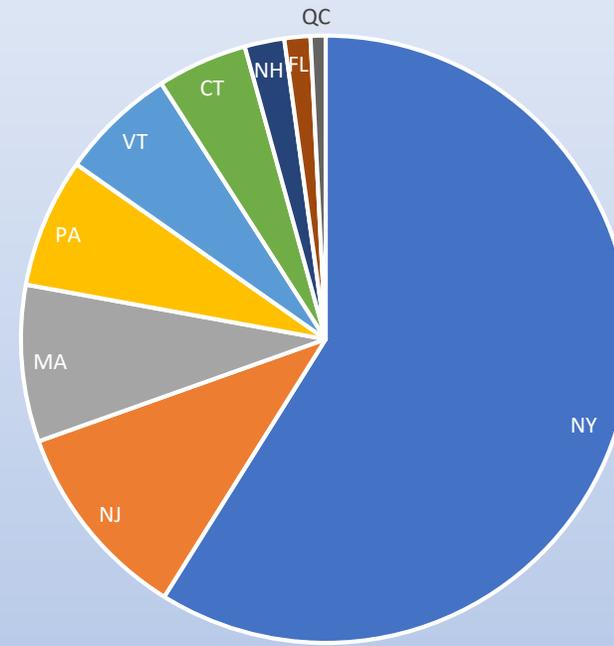




2024 TAKE FLIGHT



2025 TAKE FLIGHT



2024 to 2025 Take Flight Entrant Locations

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QUESTIONS?