

Lake George Area

International Programs



State of International Travel to the U.S.A

Tourism Economics projects international tourist arrivals in the United States to reach **67.9 million visitors in 2025**.

- A significant decline in visitation; however, a substantial upward revision from earlier forecasts.
- Visitation is projected to grow by 4% in 2026, fueled by major events including the FIFA World Cup, the Route 66 Centennial and America 250.
- Looking further ahead, arrivals are expected to continue to grow, at an annual rate of about 5%. By 2029, visitation is expected to reach record levels, with 81.9 million arrivals, surpassing the 79.7 million record set in 2018.

State of International Travel to the U.S.A

According to newly released NTTO data, inbound international travel to the United States by non-U.S. citizens softened in October 2025 compared with the previous year.

- **Overall Non-U.S. Citizen Arrivals**
 - **4.8 million non-U.S. citizen air passengers** arrived in the United States in October 2025.
 - This represents a **4.4% decrease** compared with October 2024.
- **Overseas Visitor Arrivals (excluding Canada & Mexico)**
 - Overseas visitor entries totaled **3.1 million**, down **3.1% year over year**.
 - Year-to-date (January–October), overseas visitation was **2.5% lower** than during the same period in 2024.
- **Inbound demand varied by world region:**
 - **Europe:** Slight year-over-year increase in total regional travel activity.
 - **Asia:** Stronger year-over-year growth, with Japan showing double-digit gains.
 - **South/Central America & the Caribbean:** Largely stable compared to October 2024.
- **The leading country markets contributing significant inbound travel activity included:**
 - Mexico
 - Canada
 - United Kingdom
 - Germany
 - Japan (showing the strongest growth at +11.1% YOY)

Brand USA

2024 Programs: \$5,610 (matched by NYSTIA Market NY grant)

2025 Programs: \$55,000



FY24 Results Summary To Date

Updates to Visit USA Lake George Landing Page

- Photos on gallery, Video, featured content, Fun Facts, Event section
- Translations into 8 total languages

Interactive Travel Guide

- Destination highlight in guide

Programmatic Media

- Branded Carousel Ads
- Native Advertising



1,134,377
Impressions



655
Clicks



655
Total Room Nights



\$124,487
Total Booking Revenue



FY25 Program Overview

Programs	Market	Status
Global Inspiration Program 2025-26	Global	In-market
Visit The USA City Page Refresh	Global	Complete
Programmatic Media	CA	Complete
Optimized Audience Campaigns	UK, Canada	Complete



FY25 Results Summary To Date



\$157,200
Program Value



8,301,490
Impressions



7,221
Clicks

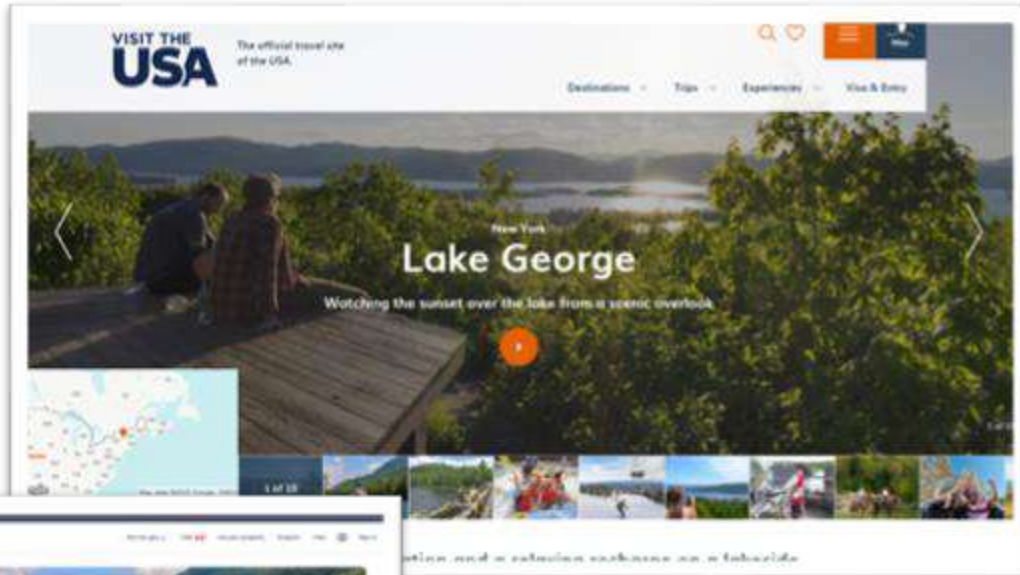


668
Total Room Nights



\$119,818
Total Booking Revenue

Optimized Audience Campaigns



Leveraging Brand USA's proprietary audience, we reached intended travelers at every stage—from inspiration to booking—through multiple touchpoints that drive action.

6,198,886

Impressions

3,819

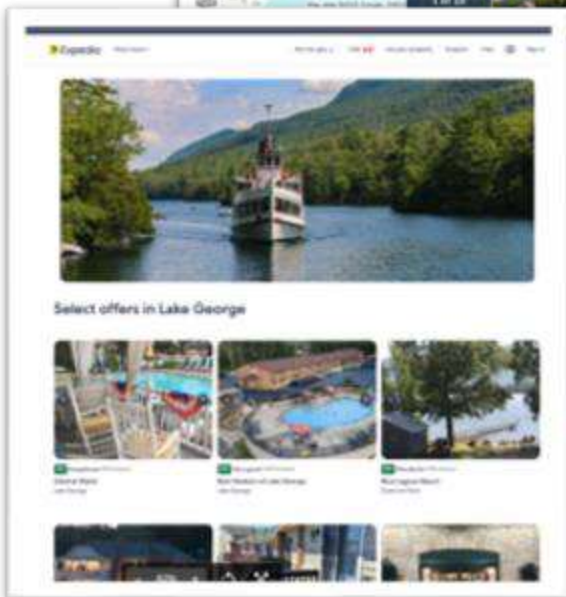
Clicks

\$119,818

Total Hotel Bookings

668

Total Room Nights



2025 Global Inspiration Program

May 2025 – May 2026

As a high-funnel strategy to drive awareness and inspire international travelers, Lake George is featured in the engaging print guide which is distributed globally and in-market May 2025 – May 2026





Programmatic Media Campaigns

VISIT THE USA
The official travel site of the USA.

Destinations — Trips — Experiences — Visa & Entry

New York
Lake George
Watching the sunset over the lake from a scenic overlook

1 of 10

Major Airports:
Albany (ALB)

States:
New York

Outdoor recreation and a relaxing recharge on a lakeside getaway in New York State

Equal parts outdoor adventure and rural relaxation, the Lake George area in **New York State's** Adirondack Mountains is celebrated as one of the USA's first vacation destinations. The locales nestled around the 33-kilometer-long lake are packed with a diverse array of activities for every season, so there's always something to see and do. The colder months offer ideal conditions for skiing, snowboarding, ice fishing and snowshoeing, while in warmer months, swimming, kayaking, amusement parks, lake cruises, historic tours and scenic hikes await. The hours in between can be spent shopping at outlets and local shops, sampling local food and brews, or simply marveling at the majestic landscapes that are constantly changing throughout the year.

Programmatic campaigns leveraged Brand USA's premium, proprietary audience in Canada ensuring Lake George reached the right audience at the right time.

2,102,604

Impressions

3,402

Clicks

.16%

AVG CTR

Wine Water and Wonders of New York State

2024 Program: \$15,000

2025 Program: \$15,000

ABOUT WINE, WATER & WONDERS

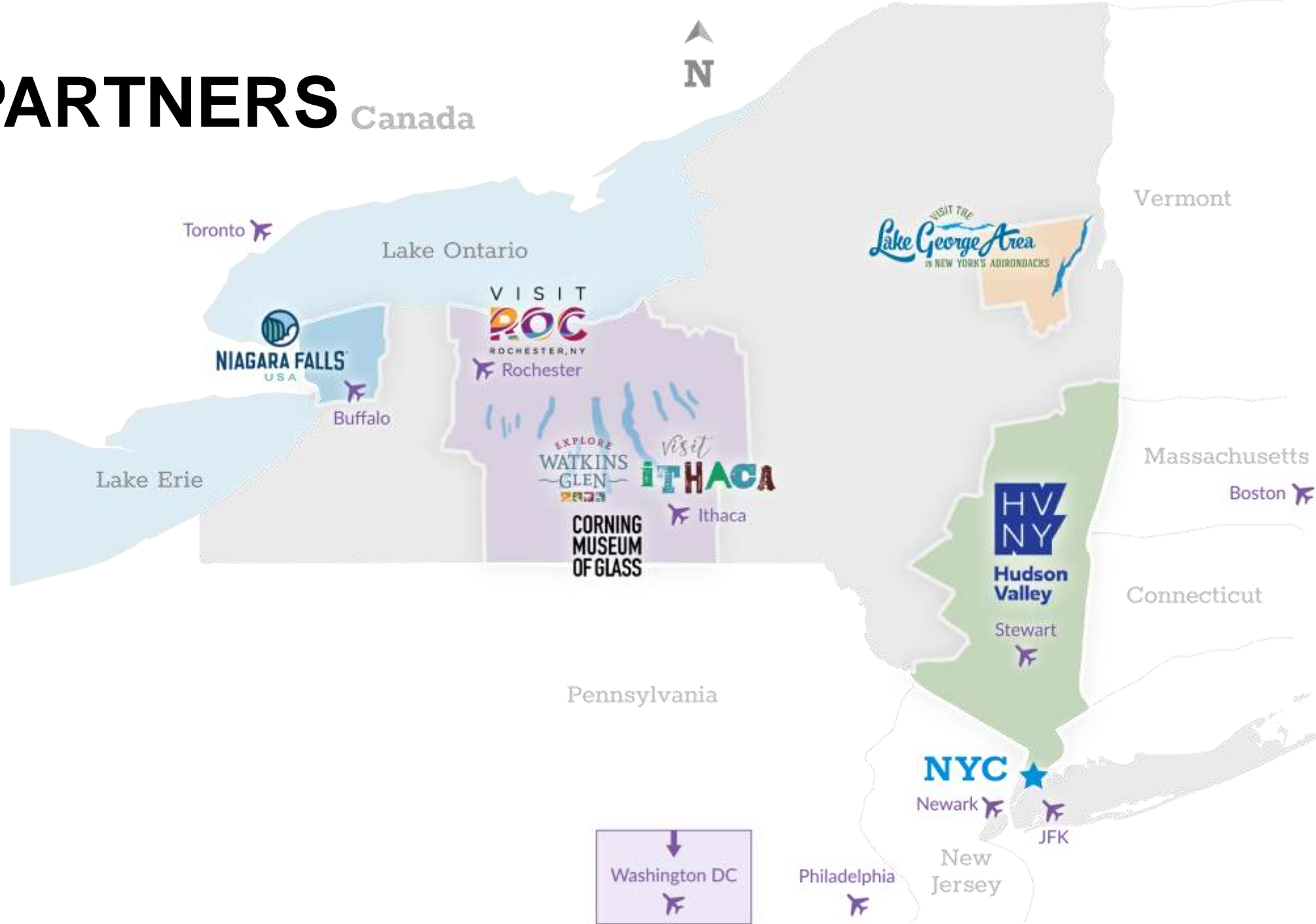
Not-For-Profit Destination
Management Company

Focused on produce development,
destination marketing, packaging
and education

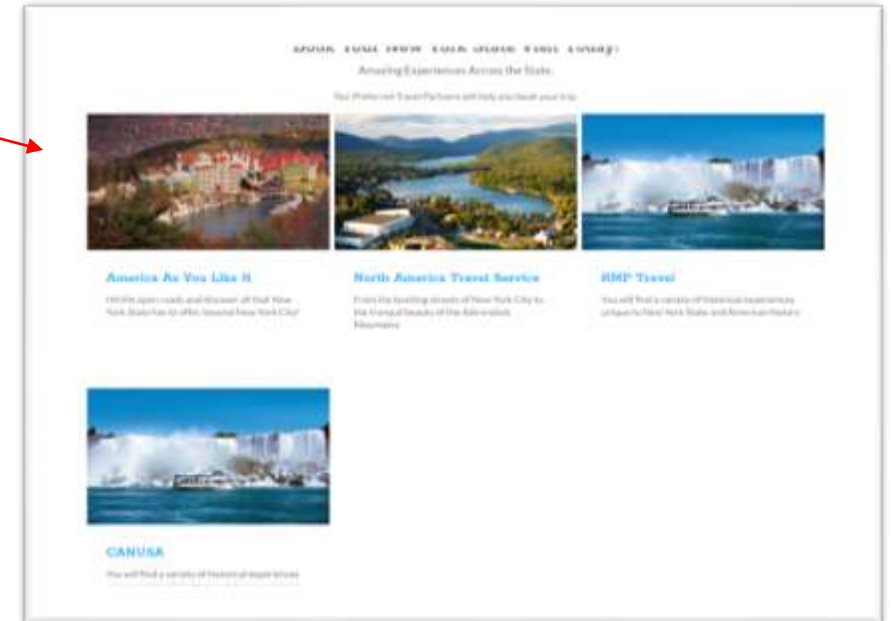
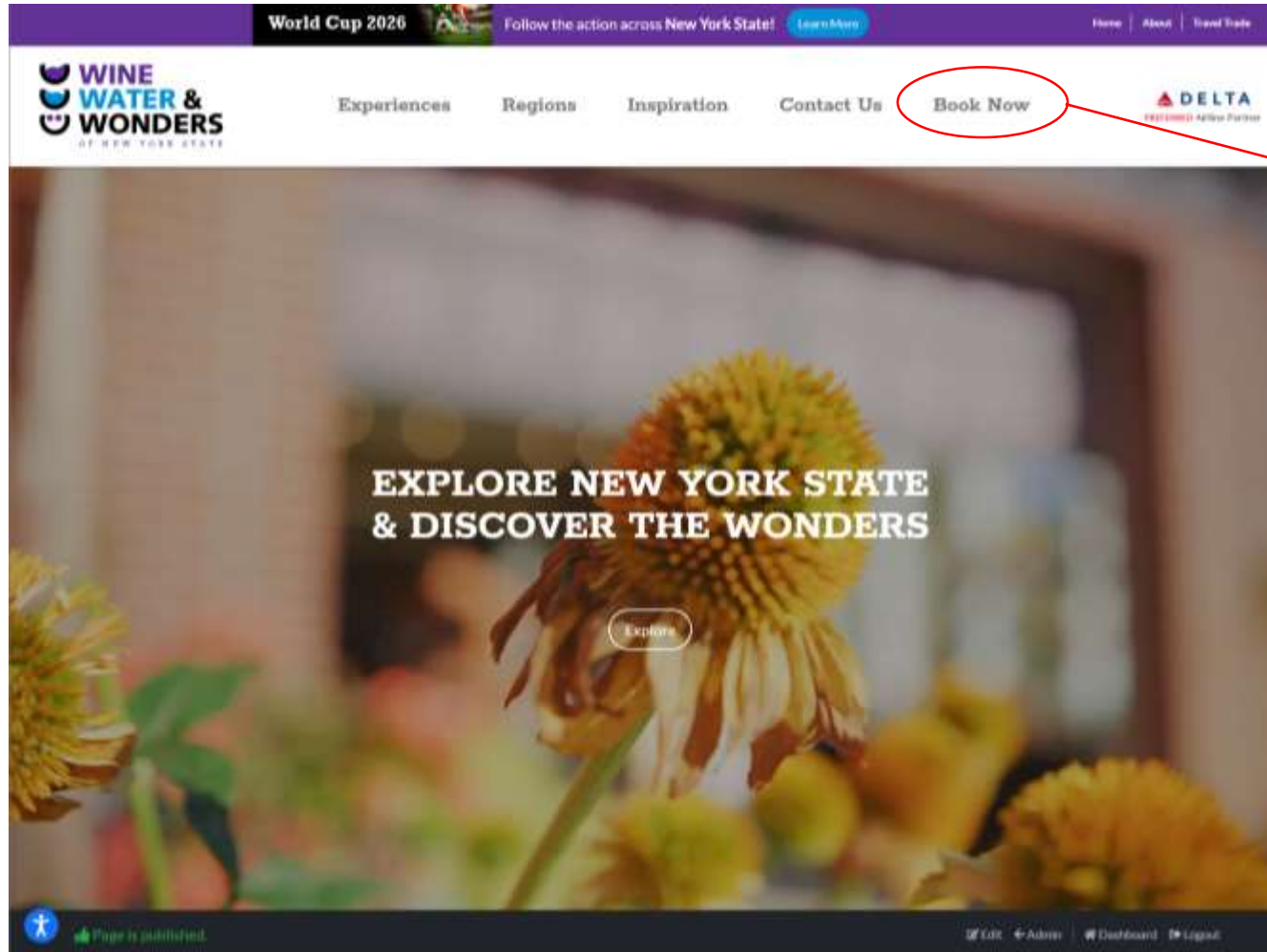
Connecting consumers, travel trade,
media and press with New York
State



PARTNERS



Website: winewaterwonders.com



TRAVEL PARTNERS



DON'T DREAM IT, DISCOVER IT



NORTH AMERICA
TRAVEL SERVICE



Specialist tour operator offering tailor-made fly-drives and city breaks throughout the USA and Canada.

Founded in 1999, America As You Like It has continually expanded its range of destinations and experiences, and is able to offer holidays that completely match each individual client's requirements.

Whether you are looking for a small bed and breakfast or a large resort, a luxury private home or a budget hotel stay, America As You Like It will tailor-make your holiday exactly as you would like it.



[Back to New York State](#)

Wine, Water & Wonders of Upstate New York

Hit the open roads and discover all that New York State has to offer, beyond New York City! No matter what direction you choose, you'll find beautiful scenery and miles of wonders, world-renowned events, and unique experiences of every kind. From white sand beaches to award-winning vineyards, stunning gorges to the roar of Niagara Falls. Experience the thrill of making your own plans or discover the largest collection of bags, dolls, and games in the entire world.

B Rochester
Rochester is home to world renowned attractions including The Strong National Museum of Play which houses the largest collection of toys, games and dolls in the world. At the George Eastman Museum, discover a world of photography history about the history and power of popular photography and motion picture film. Right in the heart of the city, the historic Erie Canal is still in use today for a stroll, bike ride or cruise between the city and Lake Ontario.

Lake George Area
The Lake George Area offers a natural paradise for exploration by land or water. Enjoy scenic views and world-class adventures amidst the picturesque Adirondack mountains. History and the "Queen of American Lakes." Visitors can delve into the area's history at the historic Forts and museums, or enjoy the scenic views and recreational activities of the area.

Utica
Located in the Finger Lakes Region of NY, "Utica is Gorge" is a spectacular natural wonder. Take a scenic drive to Cayuga Lake, visit the scenic, downtown Utica.



[Not a New York State](#)

The Wonders of Upstate New York

12 nights
From £1,500 per person

[View details](#)

Bag in New York or New York State - 12 nights
The World's Largest Toy Store is just one of the many things that make this a truly unique holiday. In the Lake George area, you'll find world-class scenery and miles of wonders, world-renowned events, and unique experiences of every kind. From white sand beaches to award-winning vineyards, stunning gorges to the roar of Niagara Falls. Experience the thrill of making your own plans or discover the largest collection of bags, dolls, and games in the entire world.

NORTH AMERICA TRAVEL SERVICE

A privately owned travel agency with more than 50 years of expertise in crafting bespoke vacations across the USA and Canada.

Based in the UK, the agency specializes in luxury, tailor-made journeys, offering end-to-end service—from custom itinerary design to personalized travel guides and support with travel documentation.

The screenshot displays the North America Travel Service website. At the top, the navigation bar includes the company name, phone numbers (0333 323 9033 and 0333 323 9099), a 'MAKE AN ENQUIRY' button, and a search bar for destinations or holiday types. The main header features a large image of a multi-decked ferry boat on a lake, with the text 'Lake George Steamboat' visible.

The main content area is titled 'Fly Drive USA' and 'Wonders Of New York State: Begins and ends in New York City'. It includes a '0 Days / 14 Nights' and 'All year round' badge. A descriptive paragraph states: 'Embark on a journey through varied landscapes and cultural experiences that extend far beyond the bustling streets of the Big Apple. This remarkable 14 night adventure enables you to delve into the wines of Finger Lakes, the waters of Niagara Falls, the wonders of Hudson Valley, and so much more.'

Key features listed include:

- Round-trip scheduled flights to New York
- Intermediate 4-door car hire including insurance
- Accommodation as stated

A sidebar on the right contains contact information:

- TRAVEL AGENTS: 0333 323 9033, travelagents@nats-us-uk.com
- DIRECT CLIENTS: 0333 323 9099, sales.us@northamericatravels.com

The bottom section of the screenshot shows a detailed itinerary for 'Day 5, 6 Lake George (Adirondacks)'. The text describes a 'Vital journey in the shadow of Lake George, where you'll be based for the next two nights' and mentions 'The Lake George area is an enchanting natural haven, awaiting your exploration'. It also notes that the area is 'highly recommended' for whisky enthusiasts and offers 'a plethora of family-friendly activities to enjoy'.

The next itinerary item is 'Day 7, 8 Rochester (Finger Lakes)', which is partially visible at the bottom of the page.



A New York City-based destination management company that specializes in creating and managing customized travel experiences.

They offer services across the USA, Canada, and the Caribbean, including luxury hotel accommodations, fine dining, special events, ground transportation, and private tours.





- German Programmatic had strong results
 - 1.8M total impressions
 - 3,265 clicks with a .18% CTR.
 - That is beating the benchmark by 80% meaning Germans are still interested in learning more!
 - Attendance at the Brand USA Travel Week (2024 & 2025)
- Program purchased through Brand USA co-op.
 - Canusa Touristik is a German tour operator in Hamburg, specializing in travel to the United States.
 - As Germany's largest operator focused on U.S. travel, the company offers a wide range of customizable travel packages.



DON'T DREAM IT, DISCOVER IT

- A leading inbound Destination Management Company (DMC) headquartered in Atlanta, GA, offering an extensive array of travel services—from educational tours and sports travel to honeymoons and corporate packages.
- The company serves a diverse clientele, including students, businesses, and leisure travelers, providing both customized and pre-packaged travel experiences across the U.S., Canada, Mexico, the Caribbean, and other global destinations.
- Wine Water and Wonders of New York State will utilize this company to provide a bookable itinerary to the Indian and Latin America clientele.



- A UK-based travel trade media brand delivering industry news, marketing solutions, and events for travel professionals.
- It is widely recognized for its large Facebook community of more than 30,000 travel industry members and a range of marketing services for travel companies, including hotels and airlines.
- Wine Water and Wonders of New York State will utilize this company to provide 12-unique training sessions as well as marketing directly to travel agents in the UK to encourage travel to partners.

TRAVEL SHOWS / SALES MISSION



ILNY UK/Ireland/Germany
Sales Mission



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



MARKETING EFFORTS

Mein Amerika Germany

Essentially America UK

American Journal Germany

Vodafone UK



Der von New York abwärts verlaufende geographische Streifen von New York City zum Adirondackpark, der nördlich von den Finger Lakes verläuft, ist ein einzigartiges Naturerlebnis. Hier sind die besten Orte, um die Natur zu genießen und die Schönheit der Landschaft zu erleben. Von den majestätischen Wasserfällen bis hin zu den malerischen Seen und dem unberührten Wald, das Adirondack Park bietet eine unvergleichliche Mischung aus Natur und Erholung.



Starten Sie Ihre Reise im Adirondack Park, dem größten öffentlichen Park in den USA. Hier finden Sie eine Vielzahl von Aktivitäten, die die Schönheit der Natur in vollen Zügen erleben lassen. Von der Jagd auf Wildtiere bis hin zu den malerischen Seen und dem unberührten Wald, das Adirondack Park bietet eine unvergleichliche Mischung aus Natur und Erholung.

Entdecken Sie die Schönheit der Finger Lakes, einer der schönsten Landschaften in New York. Hier sind die besten Orte, um die Natur zu genießen und die Schönheit der Landschaft zu erleben. Von den majestätischen Wasserfällen bis hin zu den malerischen Seen und dem unberührten Wald, das Adirondack Park bietet eine unvergleichliche Mischung aus Natur und Erholung.

Wenn Sie die Finger Lakes besuchen, sollten Sie unbedingt einen Besuch im Adirondack Park machen. Hier finden Sie eine Vielzahl von Aktivitäten, die die Schönheit der Natur in vollen Zügen erleben lassen. Von der Jagd auf Wildtiere bis hin zu den malerischen Seen und dem unberührten Wald, das Adirondack Park bietet eine unvergleichliche Mischung aus Natur und Erholung.

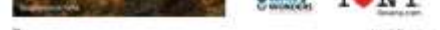


DISCOVER THE WINE, WATER & WONDERS OF NEW YORK STATE

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Wine, Water & Wonders
New York State

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WINE WATER & WONDERS
OF NEW YORK STATE

Planen Sie Ihr Abenteuer schon jetzt auf winewaterwonders.com



EXPLORE THE WINE, WATER & WONDERS OF NEW YORK STATE: THE ADIRONDACK ADVENTURE

Heading to the Lake Coast of Finger Lakes for the Wine, Water & Wonders? You'll want to make the most of your trip by exploring the Finger Lakes region. From the beautiful views of Seneca Falls to the stunning views of the Adirondack Park, there's something for everyone. Whether you're looking for a peaceful hike or a thrilling adventure, the Finger Lakes has it all.

Discover the beauty of the Finger Lakes region, from the stunning views of Seneca Falls to the breathtaking views of the Adirondack Park. Whether you're looking for a peaceful hike or a thrilling adventure, the Finger Lakes has it all.

**New York State erkunden
die Wunder begreifen**

Planen Sie eine handverlesene Auswahl an abenteuerlichen Zielen und Erlebnissen

WINE WATER & WONDERS
OF NEW YORK STATE

Planen Sie Ihr Abenteuer schon jetzt auf winewaterwonders.com

