



**Occupancy Tax Coordination Committee
AGENDA
January 20, 2026**

Committee Members: CROCITTO, Wild, Strough, Turner, Runyon, Butler, Patchett

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 December 1, 2025 Occupancy Tax Coordination Committee meeting.
- III. Privilege of the floor and public comment
- IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To authorize payment in the amount of **\$1,872.50** to Warren County Workforce Development.
Rationale: To reimburse agency for costs incurred for the end-of-the-year Annual Hospitality Workforce Celebration and Awards event.
 - b. **Resolution Request:** To authorize payment in the amount of **\$3,503.07** to Queensbury EMS.
Rationale: To reimburse agency for costs incurred while providing emergency oversight services at the 2025 Adirondack Balloon Festival.
 - c. **Resolution Request:** To authorize appropriation of funds in the amount of **\$149,102.57** from A881.00 Tourism-Occupancy Tax Reserve (2025 unused funds from events and Warren County projects), according to the following distribution:
 1. \$92,260.00 to A.6417.002.480 Special Events
 2. \$56,842.57 to A.6417.002.481 Tourism Promotion**Rationale:** Special Events to cover approved funds awarded above the 2026 budget amount; Tourism Promotions to pay Workshop invoices for work completed in 2025.
- V. Discussion Items:
 - a. Heather Bagshaw, Tourism Department Overview
 - b. Jessica Carson, Cash Flow Report
 - c. Christine Norton, Treasurer Report
 - d. Gina Mintzer, Presentation of Lake George Regional CVB Fourth Quarter report
- VI. Referrals: None
- VII. Privilege of the floor and public comment
- VIII. Motion to adjourn

Attachment #1: Resolution Form 20 to fund Workforce Development

Attachment #2: Resolution Form 20 to fund Queensbury EMS

Attachment #3: Resolution Form 20 to allocate funds from Occupancy Tax Reserve

Attachment #4: 2026 Occupancy Tax Budget Review

Attachment #5: 2025 Tourism Performance Review

Attachment #6: Cash Flow Report

Attachment #7: Lake George Regional CVB Quarterly Report

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: January 20, 2026

- (a) Purpose of Request: **To authorize payment in the amount of \$1,872.50 to Warren County Workforce Development**
- (b) Details: **To reimburse agency for costs incurred for the end-of-the-year Annual Hospitality Workforce Celebration and Awards event.**
- (c) Previous Resolution Number: **None**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.6417.0002.480 Occupancy Tax - Special Events**

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

* as listed in budget and LOGOS

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: January 20, 2026

- (a) Purpose of Request: **To authorize payment in the amount of \$3,503.07 to Queensbury EMS**
- (b) Details: **To reimburse agency for costs incurred while providing emergency oversight services at the 2025 Adirondack Balloon Festival.**
- (c) Previous Resolution Number: **None**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.6417.0002.480 Occupancy Tax - Special Events**

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

* as listed in budget and LOGOS

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: January 20, 2026

(a) Purpose of Request: **To authorize appropriation of funds from the Occupancy Tax Reserve**

(b) Details: **Appropriate funds from A.881.00 Tourism-Occupancy Tax Reserve to the following line items:**

\$92,260.00 A.6417.002.480 Special Events
To cover approved funds awarded above the 2026 budget amount utilizing 2025 unused funds from special events and Warren County projects.

\$57,491.29 A.6417.001.481 Tourism Promotion:
To pay Workshop invoices for work completed in 2025.

\$149,751.29 Total Appropriation

(c) Previous Resolution Number: **None**

(d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount: **A.881.00 Occupancy Tax Reserve**

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

* as listed in budget and LOGOS

2026 Budget Break Down (2024 Revenue + 2%): \$8,305,268.87		Approved Budget	Add'l Allocation	Description
A.6417.0002 469	Payments to Towns (25%)	\$ 2,076,318.00		authorized by resolution to take 25% of total annual occupancy tax receivables and remit to municipalities based on their individual receivables
	Spending Plan	\$ 450,000.00		authorized by resolution each year to provide additional funding to municipalities
A.6417.0002 469.05	Municipal Application Funding	\$ 75,000.00		authorized through budget and awarded to municipalities through application for funding of tourism related projects
A.6417.0002 471	Administration (Treasurer 3%)	\$ 242,000.00		authorized by local law 3 to administer occupancy tax collections by the treasurer
A.6417.0002 480	Special Events	\$ 325,000.00	\$ 92,260.00	authorized through budget and awarded to individuals, non-profit organizations, and for-profit businesses through application for funding of tourism related projects (additional allocation is from unused 2025 funds)
A.6417.0002 480.09	Signature Events approved for 3 years, expiring 12/31/2028 Balloon Festival (\$100K) Lake George Winter Carnival (\$75K) Adirondack National (\$50K) Americade (\$50K) World's Largest Garage Sale (\$60K)	\$ 335,000.00		authorized through budget and resolution to fund larges events, "signature events," for 3-years

A.6417.0002 480.02	Civic Center Promotion 5 year contract expires 12/31/2027	\$ 250,000.00		authorized through resolution for solicitation of new events as well as the promotion of existing events
A.6417.0002 480.03	Discretionary Funds-Lyme Adk contract	\$ 2,625.00		authorized annual through resolution for access to hague fire tower
A.6417.0002 480.04	Warren County Projects: Festival Commons, annual contract w. Black Dog (\$5K) Planning Projects (\$50K) Lake George TV, 6-month contract expires 4/30/2026 (\$274.8) Adirondack Community College, 5-year contract expires 7/11/2028 (\$100K) WC Staff Event Support: DPW (\$50K) / Sheriff's (\$150K)	\$ 629,800.00		authorized through budget and or by resolution to Warren County Departments, outside of the Tourism Department, and or businesses for funding of tourism related services
A.6417.0002 480.05	Annual Contracts: Visitors Center (\$25K) Sticks Media/Lake George Radio expires 2/28/2027 (\$24K) Conventions & Visitors Bureau, 3-year contract expires 12/31/2027 (\$650K) Treasurer Dashboard, 3 year contract expires 11/23/2028 (\$63.5K) LG Events Coordinator 3-year contract expires 3/31/2026 (\$15K)	\$ 777,500.00		authorized through resolution to businesses and municipalities for funding of tourism related services
A.6417.0002 480.07	Environmental-Invasive Species Renewed annually Chester, Horicon, Lake Luzerne	\$ 125,000.00		authorized through resolution to Town of Horicon, Town of Lake Luzerne, and Town of Chester to fund aquatic invasive species
A.6417.0002 480.08	Civic Center Capital Costs 5 year contract expires 12/31/2029	\$ 100,000.00		authorized through resolution for capital costs associated with the civic center

Occupancy Tax \$ 5,388,243.00
Tourism \$ 3,002,033.00
Total Spend \$ 8,390,276.00

Warren County Tourism Performance

2024–2025 Year-Over-Year Comparison

Strategic Implications

- **Tourism demand strengthened in 2025**, not just in volume but in **seasonal distribution**.
- STR growth continues to materially support **occupancy tax revenues**.
- Marketing and product development strategies that target **shoulder and low seasons are working** and should continue.

Hotel Performance (CoStar)

Occupancy

- **2024:** Average occupancy was slightly lower, reflecting softer shoulder-season demand.
- **2025:** Average occupancy improved to **~54%**, indicating **stronger and more consistent demand**, particularly outside peak summer months

Key Takeaway

- Hotels showed **year-over-year stabilization and modest growth in occupancy**, signaling a healthier year-round lodging market in 2025.

Short-Term Rental Performance (AirDNA)

Metric	2024	2025	YoY Change
Total Revenue	\$56.59M	\$61.19M	8.10%
Average Daily Rate (ADR)	\$352.33	\$365.04	3.60%
Occupancy	28.70%	29.60%	3.30%
Night Demand	160.61K	167.62K	4.40%
Active Listings	~1.77K	~1.78K	Flat

Seasonality Shift

- **Low-season STR revenue declined in 2024 (-6.6%)** but **rebounded strongly in 2025 (+17.9%)**, indicating growing off-season visitation.
- High-season revenue remained the primary driver in both years, but **2025 showed broader seasonal balance**.

Fiscal Impact

- **STR Bed Tax Revenue**
 - 2024: **\$2.26M**
 - 2025: **\$2.45M**
 - **Increase reflects stronger demand and improved compliance/collection**

Visitor Spend (Visa Analytics)

Overall Spend Pattern

- **2024:** Spend concentrated more heavily in peak season, with moderate shoulder-season performance.
- **2025:** Visitor spend became **more evenly distributed**, with **45% occurring in shoulder season**, matching peak season performance.

Origin Markets

- Domestic visitors remained dominant in both years.
- **Canada's share of international spend declined from ~80% in 2024 to ~66% in 2025**, suggesting **diversification of international markets**.

Category Trends

- Restaurants & dining remained the top spending category in both years.
- Lodging spend share declined slightly in 2025, consistent with **more STR usage and longer stays**.

Lodging Mix: Hotels vs. STRs (2024–2025)

Hotels

- Higher average occupancy
- Lower ADR
- More consistent year-round utilization

Short-Term Rentals

- Lower occupancy but **significantly higher ADR**
- Strong revenue growth
- Increasing contribution to bed tax revenue
- Greater role in peak and shoulder seasons

Key Takeaway

From 2024 to 2025, Warren County's lodging market became **more balanced and resilient**, with hotels providing stability and short-term rentals driving revenue growth and seasonal expansion.

Warren County
Cash Flow - Tourism
3 Month Projection
December 2025

Actual

	Actual Oct 2025	Actual Nov 2025	Actual Dec 2025
Beginning Cash Flow Balance	\$ 2,687,059	\$ 3,596,550	\$ 3,197,864
Receipts			
State/Federal Aid	\$ -	\$ -	\$ -
All Other Revenue	\$ 1,976,370	\$ 395,920	\$ 559,652
Total Receipts	\$ 1,976,370	\$ 395,920	\$ 559,652
Disbursements			
Payroll	\$ 40,866	\$ 61,742	\$ 41,029
Employee Benefits	\$ 13,352	\$ 19,902	\$ 12,896
All Other Disbursements	\$ 1,012,661	\$ 712,962	\$ 664,254
Total Disbursements	\$ 1,066,879	\$ 794,606	\$ 718,179
Ending Cash Flow Balance	\$ 3,596,550	\$ 3,197,864	\$ 3,039,337

Projected

	Projected Jan 2026	Projected Feb 2026	Projected March 2026
	\$ 3,039,337	\$ 2,696,113	\$ 2,432,889
	\$ -	\$ -	\$ -
	\$ 650,000	\$ 250,000	\$ 475,000
	\$ 650,000	\$ 250,000	\$ 475,000
	\$ 42,545	\$ 42,545	\$ 43,575
	\$ 15,679	\$ 15,679	\$ 13,320
	\$ 935,000	\$ 455,000	\$ 140,000
	\$ 993,224	\$ 513,224	\$ 196,895
	\$ 2,696,113	\$ 2,432,889	\$ 2,710,994

ACTUAL Tourism Cash on HAND vs. INVESTED:

Tourism CASH ON HAND	\$ 1,063,629	\$ 1,697,864	\$ 1,539,337
Tourism CASH INVESTED (ICS Reserve)	\$ 2,532,921	\$ 1,500,000	\$ 1,500,000
Total Tourism Cash Balance	\$ 3,596,550	\$ 3,197,864	\$ 3,039,337

Projected

	\$ 1,196,113	\$ 932,889	\$ 1,210,994
	\$ 1,500,000	\$ 1,500,000	\$ 1,500,000
	\$ 2,696,113	\$ 2,432,889	\$ 2,710,994

WARREN COUNTY TREASURER

Christine V. Norton
County Treasurer

OCCUPANCY TAX REPORT

TOTAL COLLECTIONS

Revenue Collected through 12/31/2025	\$	7,197,863.47
Revenue Collected through 12/31/2024	\$	8,034,065.41
Increase/Decrease from 2024	\$	<u><u>(836,201.94)</u></u>
Percent Change:		-10.4%

HOTEL MOTEL & RESORT

Revenue Collected through 12/31/2025	\$	6,305,065.86
Revenue Collected through 12/31/2024	\$	6,516,440.30
Increase/Decrease from 2024	\$	<u><u>(211,374.44)</u></u>
Percent Change:		-3.2%

SHORT TERM RENTAL COLLECTIONS

Revenue Collected through 12/31/2025	\$	892,797.61
Revenue Collected through 12/31/2024	\$	1,517,625.11
Increase/Decrease from 2024	\$	<u><u>(624,827.50)</u></u>
Percent Change:		-41.2%

**Note: The 2024 revenue is reflective of total occupancy taxes received for 2024.
The 2025 totals are incomplete and will be changing as we continue to accrue revenue from 2025
Occupancy Tax Returns.*

QUARTERLY REPORT

OCTOBER-DECEMBER 2025

47 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.



30

BOOKINGS

A future event, contracted with a hotel/venue.



11.4k

ATTENDEES



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



12.4K

ROOM NIGHTS

Number of sleeping rooms occupied x's the number of nights occupied.

\$19.4M

ECONOMIC & EMPLOYMENT IMPACT

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



37K+



WEBSITE VISITS

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



204

NEW SOCIAL FOLLOWERS

A Note from the LGRCVB

The LGRCVB is pleased to present the **Quarterly Report for October 1 - December 31, 2025.**

All programs and services tie back to **LGRCVB's 2025-2027 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), and Group Tours.

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 2025	2025 Year to Date	2025 Year End Target	2025 % of Target	2024 Total
Leads	47	196	177	111%	109
Bookings	30	127	115	110%	84
Booked Attendees	11,399	41,485	44,644	93%	31,168
Booked Room Nights	12,375	33,701	23,500	143%	32,107
Economic Impact	\$19,431,756	\$52,967,598	\$34,216,800	153%	44,542,206
Meetlakegeorge.com Visits	37,233	155,112	120,000	129%	91,020
Social Media Followers	204	4,984	5,000	100%	3,751

Q4 Highlights

Numbers below based on Convention Calendar events that occurred from October 1 - December 31, 2025



Group Tour & Special Events

- Welcomed multiple group tour visitors, including motorcoach groups from **Starr Bus Charters and Tours, Country Travel Discoveries, VanGalder Bus, Northeast Unlimited Tours, Front Line Tours, and Chartrand Inc.**
- The **Upstate NY Thunderbird Club** selected the Lake George Area as the destination for their annual reunion.
- Participated in the **Dream Destinations Travel Trade Show** in Springfield, MA generated two new group travel leads and strengthened connections with travel professionals across the Northeast.



Meetings & Conventions

- **Booked 31 meetings** and conventions for upcoming business.
- Sent out **47 leads** to partners for business through 2029.
- **The Friends General Conference (Quakers)** chose the Lake George Area for their **July 2026 Gathering**.
- **New York Alliance for Inclusion & Innovation** chose the Lake George Area for their **April 2026 Pre & Annual Conference**.



Sports

- **Northstars Soccer Club** rebooked the Lake George Area to host and expande Cauldron Cup tournament.
- **Fury Basketball** conducted site visits and chose the Lake George Area to host four weekend destination tournaments in 2026.
- The Lake George Area hosted the **2025 NYSPHSAA Girls Volleyball State Championship** and the **2025 NYSPHSAA Cross Country State Meet**, and supported participating teams at these events by providing local referrals, and other welcome services.

Convention Services



Welcome Bags

Over **1,000 welcome bags** were distributed to groups visiting the area, including the **National Utilities Revenue Protection Association**, **New York State Assessors Association**, **Young Invincibles**, the **Northeast Instrumental Music Festival**, and **Lake George Area weddings**. Each event planner also received a special bag as a thank-you for their dedication to hosting a successful event.

Registration Tables

The LGRCVB supported events such as the **New York State Assessors Association**, where staff hosted a welcome table showcasing regional attractions. **Young Invincibles NY at Silver Bay Resort**, were provided a welcome table and bags to ensure a smooth, informative check-in experience.



Microsites

A total of **2 custom microsites** were created for booked events. Each microsite highlighted local attractions across the region, encouraging guests to explore and experience all that the Lake George Area has to offer.

Referrals

Over **250 partner referrals** were made on behalf of **16 clients**, connecting them with trusted local businesses for accommodations, dining, activities, wedding services, and transportation—helping showcase the region's offerings and support local partners.

Community & Development

Lake George Chamber & CVB Annual Dinner

The Lake George Regional Chamber of Commerce and Convention and Visitors Bureau Annual Dinner, held at SUNY Adirondack, brought together 120 regional business and community leaders to celebrate the past year's accomplishments and recognize the people and organizations helping to strengthen the local economy and tourism industry. The evening highlighted collaboration, economic impact, and the shared commitment to supporting a vibrant Lake George region.



Dan Davies with Sheriff Jim LaFarr

Monthly LGRCVB Meetings

The LGRCVB Monthly Meeting brings local tourism partners together to share updates, collaborate on initiatives, and support group travel. This quarter's meetings were held at The Best Western, Fort William Henry Hotel, and The Holiday Inn Express & Suites Queensbury, with an average of 18 partners in attendance.



December Meeting at the Holiday Inn Express & Suites Queensbury

LGRCC Fall Economic Outlook Breakfast & Industry Conversation

The Lake George Regional Chamber of Commerce's Fall Economic Outlook Breakfast, held October 16 at the Holiday Inn Resort Lake George, brought together 80 regional business leaders to review economic trends shaping Warren County. Data from Zartico showed rising visitor spending and longer stays despite a modest dip in occupancy, highlighting the region's resilience and continued appeal.

An industry panel added perspective on shifting consumer behavior, rising operational pressures, and workforce dynamics.



Speakers left to right: John Carr, Tyler Herrick, John Howard, Christine Powers, Gary Thornquist, Gina Mintzer

Zartico Staff Workshop

Zartico staff Dylan Forsyth and Katie Stadius led a comprehensive staff training on the ZDOS system, equipping the team with practical tools to better understand visitor behavior, market performance, and data-driven decision-making. The session focused on how ZDOS insights support strategic planning, partner reporting, and destination marketing efforts, strengthening the team's ability to leverage analytics to enhance outcomes for the Lake George Area.

Community & Partners

Empire State Society of Associations Executives (ESSAE) Harvest Highlights

The Lake George Regional Convention and Visitors Bureau attended the Empire State Society of Association Executives (ESSAE) Harvest Highlight Association Leadership Conference on October 30 in Saratoga Springs. The event brought together association executives and senior leaders from across New York State for a day of education, networking, and strategic discussion.



ESSAE Harvest Highlight at Excelsior Springs Event Center & Courtyard Saratoga Springs

ARCC Business Expo

The Lake George Regional Convention and Visitors Bureau exhibited at the 2025 Adirondack Regional Chamber of Commerce Business Expo at The Queensbury Hotel in Glens Falls. The Expo is a regional showcase designed to help businesses and organizations connect, discover new opportunities, and build relationships across the community.



LGRCC & CVB staff with Elvis impersonator at Business Expo at The Queensbury Hotel

Additional Events Attended

Oct 15 - Ribbon Cutting & Mixer Sundance Ranch

Oct 16 - Tri-County United Way Fall Gala

Oct 22 - Fury Basketball Site Visits

Oct 22 - Albany Business Review A Vision for the North Country Power Breakfast

Oct 22 - Lake George Amphitheater Groundbreaking Ceremony

Oct 23 - Wheel The World mapping strategy Meeting

Oct 30 - NYSHTA NYSRA Hospitality Summit

Oct 27 - EDC Warren County Annual Luncheon

Oct 29 - Warren County Tourism Fall Tourism Seminar

Nov 5 - LGRCC Women in Business Program

Nov 10 - ARCC State of Washington County Discussion

Nov 12 - Meeting Professionals International (MPI) Virtual Summit

Nov 12 - Lunch and Learn Gathering of the Tribes

Nov 17 - Forum for Executive Women Event

Nov 18 - ARCC State of Warren County Discussion

Nov 19 - Ribbon Cutting Kringle Kottage

Dec 3 - LGRCC Women in Business Program

Dec 15 - NYSDMO/I Love NY Coordination call

Dec 17 - LGRCC Holiday Mixer

30K

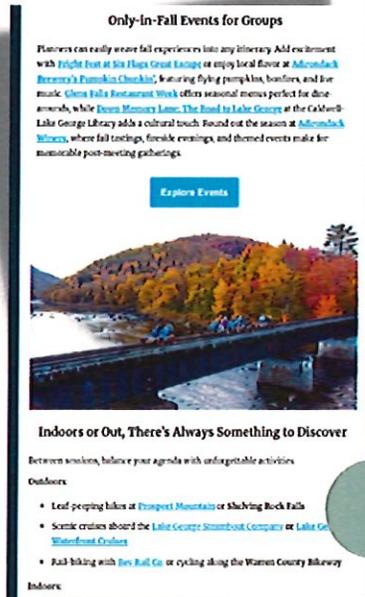
website
visitors

91K

website
pageviews



Top Performing Eblast



“Your Fall Finale: Meet Amid the Mountains”

“Inspired by Snow. Driven by Connection.”

“Warm Holiday Wishes from the LGRCVB Team”

33% Click Through Rate

Advertising Partners

Adirondack Sports Magazine

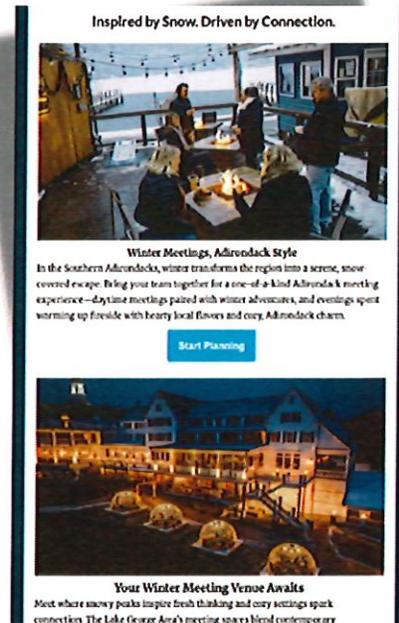
Albany Business Review

Saratoga / Capital Region -

Living Magazine

Springfield Republican

Warren County Tourism

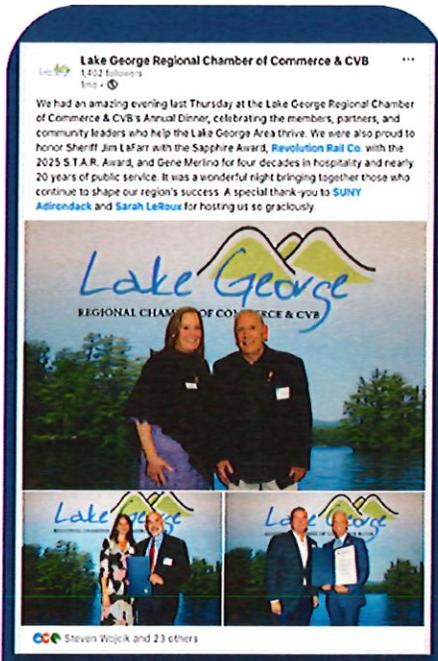


Social Media & Promotion

17.4K
Social Reach

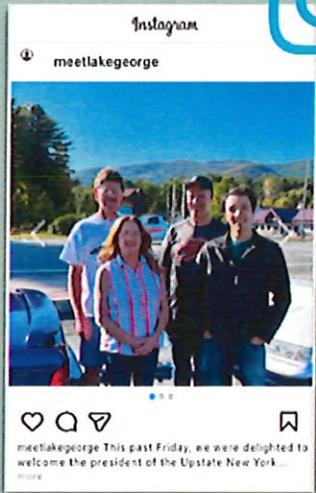
4,839
Social Followers
YTD

204
New Followers



LinkedIn performance strengthened in Q4, with overall visibility more than **doubling** and impressions up nearly **142%**.

Q4 posts achieved higher view counts across platforms, with **Instagram** leading overall visibility.



Continued distribution of 5,000+ promotional materials and 1,200+ contacts made annually at **Long Island Bridal** shows.



LGRCVB | Q4 2025
Advertising

THE LAKE GEORGE AREA
meetlakegeorge.com/weddings

Say "I Do" in the Lake George Area
Charming venues, charming vendors, unforgettable memories.

Picture Yourself
in the Lake George Area

Planning made easy
- The perfect venue & venue referrals
- Make for great memories

Located in the heart of the Southern Adirondacks, the Lake George Area offers breathtaking backdrops, unique vendors, and plenty for your guests to enjoy.

Contact the Lake George Regional Convention & Visitors Bureau today!
lgcvb@lakegeorgechamber.com | 518.668.5755

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

THE LAKE GEORGE AREA
meetlakegeorge.com/weddings

VIEW DIGITAL MEETINGS GUIDE

Make meetings
Memorable
in the Lake George Area

Find venues and things to do with your group in the region.

meetlakegeorge.com
lgcvb@lakegeorgechamber.com | 518.668.5755

Publication: Albany Business
Review
Market: Corp./Assn.
Product: Print
Analytics: 28K Circulation, 9K
Reach

THE LAKE GEORGE AREA
meetlakegeorge.com/weddings

Company Retreat
in the Lake George Area

Embark on a short drive that makes you feel a world away. The Lake George Area seamlessly blends scenic landscapes with diverse venues, activities and amenities, creating a group experience that's truly unforgettable.

Contact the Lake George Regional Convention & Visitors Bureau for complimentary venue ideas, recommendations and services referrals, group itineraries, and more.

lgcvb@lakegeorgechamber.com | 518.668.5755

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

ALBANY BUSINESS REVIEW

Easy to Reach. Impossible to Forget.

Learn More

Picture this — your team gathered lakeside, ideas flowing, and the Adirondack Mountains as your backdrop. In the Lake George Area, meetings don't just happen — they unfold in an atmosphere that fuels creativity and strengthens connections. Conveniently located within an hour of the Capital Region, this destination offers easy access paired with the feeling of being a world away. From waterfront resorts to mountain-top retreats, your next gathering is closer and more inspiring than ever.

View our Meeting Guide! —

Publication: Albany Business
Review
Market: Corp./Assn.
Product: Dedicated Eblast
Analytics: 28K Sent, 15K Opens,
67 Clicks, 0.24% CTR

THE LAKE GEORGE AREA
meetlakegeorge.com/weddings

Say "I Do" to Endless Possibilities

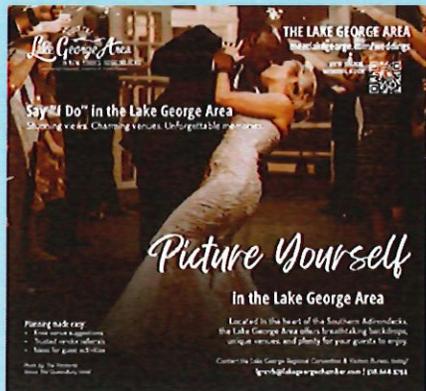
Let your dream wedding take shape in the Lake George Area.

Planning made easy
- The perfect venue & venue referrals
- Make for great memories

Contact the Lake George Regional Convention & Visitors Bureau today!
lgcvb@lakegeorgechamber.com | 518.668.5755

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

LGRCVB | Q4 2025
Advertising



Publication: Springfield Republican
Market: All
Product: Page Print Ad
Analytics: Circulation: 65,000



Publication: Lake George Regional Chamber of Commerce
Market: All
Product: Travel Brochure
Analytics: 75K

Publication: Adirondack Sports Magazine
Market: Sports
Product: Eblast
Analytics: Pending

Publication: Warren County Tourism
Market: Meetings
Product: Box Ad
Analytics: Circulation

2025 Q3 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EI Type	# ATTN	Room Nights	EI Value	New Business
Alpha Epsilon Phi Bingham	2026 Alpha Epsilon Phi	3/27/2026	3/29/2026	SMERF/Reunio	125	210	\$97,125	Yes
New York Chapter of the A	2026 NYC American Col	5/15/2026	5/17/2026	Conference	200	205	\$222,000	No
Laughter Saves Lives	2026 Comedy Tour and I	9/11/2026	9/13/2026	Special Event	150	100	\$245,250	Yes
NE District Barbershop He	2026 NED WESTERN R	5/1/2026	5/3/2026	Special Event	400	200	\$409,000	No
NYSPPHSA (NYS Public I	2025 Girls Volleyball Ch	11/21/2025	11/23/2025	Tournament	4,500	900	\$2,745,000	No
Lake George Area Weddir	2026 Audi Wedding	8/29/2026	8/29/2026	Wedding	150	100	\$81,750	Yes
LM Media Worldwide, LLC	2026 Camp CHEN-A-W/	7/27/2026	7/29/2026	Group Tour	10	24	\$5,520	No
Lake George Area Weddir	2026 Duick Wedding	6/13/2026	6/13/2026	Wedding	150	150	\$81,750	Yes
ADK USBC Association	2026 Annual Meeting an	6/7/2026	6/7/2026	Banquet	75	25	\$2,625	Yes
ADK USBC Association	2026 700 Club Tourname	5/15/2026	5/15/2026	Tournament	50	20	\$21,250	Yes
Chartrand Inc	Adirondacks Fall Tour	10/25/2025	10/25/2025	Group Tour	55	55	\$10,120	Yes
Jason Sherry Managemer	Lake George Tribute to E	9/24/2026	9/27/2026	Special Event	1,000	640	\$2,530,000	No
Hudson Valley Volunteer F	2026 Hudson Valley Lad	6/10/2026	6/12/2026	Convention	75	30	\$54,375	No
Soroptimist International	2026 North Atlantic Conl	5/1/2025	5/4/2025	Conference	150	240	\$327,000	No
New York State Psycholog	2026 NYSPA Conventio	10/1/2026	10/4/2026	Convention	82	168	\$178,760	Yes
North Stars Soccer Club	2026 5th Annual Cauldrc	10/17/2026	10/19/2026	Tournament	1,000	120	\$676,500	No
Queensbury Union Free S	2026 Cross Country Invi	9/12/2026	9/12/2026	Tournament	800	200	\$539,500	No
New York Insurance Assoi	2026 Annual Conference	5/28/2026	5/30/2026	Conference	100	200	\$163,500	No
Four Winds Tours and Tra	2026 Student ADK Trip	6/19/2026	6/21/2026	Group Tour	45	90	\$24,840	Yes
Southern Adirondack Rabl	2026 Inaugural Show	11/13/2026	11/15/2026	Tournament	200	200	\$255,000	Yes
Federation of New York S	The Federation of New \	5/17/2026	5/20/2026	Convention	500	865	\$880,000	Yes
Diamond Kings	2026 Summer Baseball	7/31/2026	8/2/2026	Tournament	288	200	\$367,200	No
Lake George Area Weddir	2026 Richardson Weddir	9/11/2026	9/13/2026	Wedding	150	80	\$245,250	Yes

2025 Q3 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EI Type	# ATTN	Room Nights	EI Value	New Business
Twin Travel Concepts	2026 ADK Balloon Festi	9/18/2026	9/20/2026	Group Tour	55	0	\$30,360	Yes
Firefighters Association of	2nd Annual Lake Georgr	5/15/2026	5/17/2026	Convention	195	585	\$318,825	No
Association of School Bus	2026 Fall Leadership Co	9/23/2026	9/25/2026	Conference	50	70	\$81,750	Yes
Association of School Bus	2027 Fall Leadership Co	9/22/2027	9/24/2027	Conference	50	70	\$81,750	No
Association of School Bus	2028 Fall Leadership Co	9/20/2028	9/22/2028	Conference	50	70	\$81,750	No
Association of School Bus	2029 Fall Leadership Co	9/19/2029	9/21/2029	Conference	50	70	\$81,750	No
Association of School Bus	2027 Board of Directors	7/14/2027	7/16/2027	Board Meeting	20	24	\$24,300	Yes
Association of School Bus	2028 Board of Directors	7/12/2028	7/14/2028	Board Meeting	20	24	\$24,300	No
Association of School Bus	2029 Board of Directors	7/11/2029	7/13/2029	Board Meeting	20	24	\$24,300	No
Association of School Bus	2026 Women's Leadersf	8/26/2026	8/28/2026	Other	150	150	\$245,250	Yes
New York Alliance for Incl	2026 Pre & Annual Conf	4/14/2026	4/17/2026	Conference	375	1,000	\$948,750	No
Church of Jesus Christs L	Father Son Canoe Adv	6/22/2026	6/26/2026	SMERF/Reunio	80	320	\$103,600	No
Model T Ford Club of Arne	Model T Ford Club 2026	6/20/2026	6/26/2026	Convention	150	450	\$388,500	Yes
Sales Club USA	2026 Weekender Progra	1/31/2025	2/1/2025	SMERF/Reunio	10	8	\$8,860	No
Zonta District 2	Zonta 2026 Spring Work	4/24/2026	4/25/2026	Conference	80	15	\$41,700	No
Costello, Valente & Gentry	2026 Law Office Confere	6/19/2026	6/21/2026	Conference	50	60	\$81,750	Yes
Fury Basketball Club	2026 Fury Basketball To	4/11/2026	4/12/2026	Tournament	300	200	\$255,000	Yes
Fury Basketball Club	2026 Fury Basketball To	4/18/2026	4/19/2026	Tournament	300	200	\$255,000	Yes
Fury Basketball Club	2026 Fury Basketball To	6/6/2026	6/7/2026	Tournament	300	200	\$255,000	Yes
National Multiple Sclerosis	South Central Tour of Cr	8/24/2026	8/30/2026	Special Event	150	297	\$572,250	Yes
NEW YORK CONFERENCE	2026 Annual Meeting	5/14/2026	5/16/2026	SMERF/Reunio	150	300	\$116,550	Yes
Friends General Conferen	2026 FGC Gathering	7/12/2026	7/17/2026	SMERF/Reunio	274	1,370	\$425,796	Yes
World Downhill Skateboar	2026 World Downhill Sk	6/4/2026	6/7/2026	Tournament	3,500	3,250	\$3,100,000	No

2025 Q3 LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EI Type	# ATTN	Room Nights	EI Value	New Business
Ben Porat Yosef	2026 Student Youth Trip	6/8/2026	6/10/2026	SMERF/Reunio	50	50	\$38,850	Yes
Total Q4 Leads 47					16,684	13,829	\$135,975	

2025 Q4 BOOKINGS

Account Name	Lead Name	Meeting Dates -		EET Type	# Attn	# Rooms	EET Value	New Business
		Start	End					
United Church of God	2025 Feast of Tabernacles	9/25/2025	10/7/2025	SMERF/Reur	500	600	\$616,300	Yes
LIVING CHURCH OF GOD	2027 Regional Meetings	10/15/2027	10/23/2027	SMERF/Reur	150	440	\$266,850	No
Celebration of The Nations	2026 Festival of Tribes	9/28/2026	10/11/2026	Special Event	1,500	3,300	\$7,770,000	Yes
The Lake George Games Expo	2026 Annual Expo	7/26/2026	7/27/2026	Special Event	100	100	\$74,000	Yes
Fury Basketball Club	2026 Fury Basketball Tournament W/	5/15/2026	5/17/2026	Tournament	300	200	\$382,500	Yes
Gunther Charters & Tours	2026 Queen of The American Lakes	9/4/2026	9/6/2026	Group Tour	55	70	\$30,360	No
Lake George Area Weddings	2026 Leblanc / Larose Wedding	8/21/2026	8/23/2026	Wedding	150	100	\$245,250	Yes
SKAL International	2026 SKAL Annual Conference	6/23/2026	6/24/2026	Board Meetin	10	20	\$10,900	Yes
Kayak Bass Fishing	2025 New York State Invitational	10/4/2025	10/4/2025	Tournament	100	50	\$31,670	Yes
Affirm's ADK - The Dome	2026 Boys U16 Full Field 11v11 Sho	2/7/2026	2/8/2026	Tournament	200	150	\$170,000	Yes
Affirm's ADK - The Dome	2026 U16 Girls Full Field 11v11 Show	1/10/2026	1/11/2026	Tournament	150	100	\$127,500	Yes
Bonide	2026 Bonide Group	5/25/2026	6/1/2026	Conference	150	276	\$654,000	Yes
Lake George Area Family Reunions	2026 Collucci College Reunion	9/24/2026	9/27/2026	SMERF/Reur	20	60	\$17,040	Yes
New York Chapter of the American College	2026 NYC American College of Surg	5/15/2026	5/17/2026	Conference	200	205	\$222,000	No
NYSPPHSAA (NYS Public High School Athle	2025 Girls Volleyball Championships	11/21/2025	11/23/2025	Tournament	4,500	900	\$2,745,000	No
Lake George Area Weddings	2026 Audi Wedding	8/29/2026	8/29/2026	Wedding	150	100	\$81,750	Yes
LM Media Worldwide, LLC	2026 Camp CHENA-WANDA - July	7/27/2026	7/29/2026	Group Tour	10	24	\$5,520	No
Lake George Area Weddings	2026 Duick Wedding	6/13/2026	6/13/2026	Wedding	150	150	\$81,750	Yes
ADK USBC Association	2026 700 Club Tournament	5/15/2026	5/15/2026	Tournament	50	20	\$21,250	Yes
Chartrand Inc	Aadronacks Fall Tour	10/25/2025	10/25/2025	Group Tour	55	55	\$10,120	Yes
Jason Sherry Management, LLC	Lake George Tribute to Elvis Festival	9/24/2026	9/27/2026	Special Event	1,000	640	\$2,530,000	No
Hudson Valley Volunteer Firefighters Assoc	2026 Hudson Valley Ladies Auxiliary	6/10/2026	6/12/2026	Convention	75	30	\$54,375	No
New York Insurance Association	2026 Annual Conference	5/28/2026	5/30/2026	Conference	100	200	\$163,500	No
Federation of New York Solid Waste Associ	The Federation of New York Solid Wa	5/17/2026	5/20/2026	Convention	500	865	\$880,000	Yes
Firefighters Association of the State of New	2nd Annual Lake George Training Sy	5/15/2026	5/17/2026	Convention	195	585	\$318,825	No
New York Alliance for Inclusion & Innovator	2026 Pre & Annual Conference	4/14/2026	4/17/2026	Conference	375	1,000	\$948,750	No
Model T Ford Club of America	Model T Ford Club 2026 Drive	6/20/2026	6/26/2026	Convention	150	450	\$388,500	Yes

2025 Q4 BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Zonta District 2	Zonta 2026 Spring Workshop	4/24/2026	4/25/2026	Conference	80	15	\$41,700	No
NEW YORK CONFERENCE, UCC	2026 Annual Meeting	5/14/2026	5/16/2026	SMERF/Reur	150	300	\$116,550	Yes
Friends General Conference (Quakers)	2026 FGC Gathering	7/12/2026	7/17/2026	SMERF/Reur	274	1,370	\$425,796	Yes
Total Q4 Bookings 30					11,399	12,375	\$19,431,756	

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEL Type	# Attn	# Rooms	EEL Value	New Business
New York State Coalition Ag	2025 NSYCADV Prim	11/17/2025	11/19/2025	Conference	200	95	\$250,000	Yes
Sales Club USA	2025 Weekender Pro	2/1/2025	2/2/2025	SMERF/Reunion	8	3	\$2,672	Yes
Revolution Rail Company	Rev Rail Corporate R	2/26/2025	2/28/2025	Conference	20	12	\$32,700	Yes
Amazing Destinations ltd.	2025 Lake George G	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Edutravel	Edutravel July Group	7/25/2025	7/28/2025	Group Tour	50	90	\$36,800	Yes
Strategic Events Solutions	7th Annual I Am Wor	10/28/2026	11/1/2026	Conference	75	300	\$204,375	Yes
Mass Dynamites	Mass Dynamites Soft	7/18/2025	7/20/2025	Tournament	40	28	\$32,760	Yes
Lake George DJ Takeover I	Lake George DJ Take	5/9/2025	5/11/2025	Special Event	1000	500	\$847,500	Yes
Rein Teen Tours	2025 July LG Teen Tc	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Touriffic Travel & Tours	2025 LG Touriffic Sep	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
First Choice Tours	2025 A Lake George	9/19/2025	9/21/2025	Group Tour	50	50	\$27,600	Yes
Northeast Unlimited Tours II	2025 July Group Tour	7/22/2025	7/25/2025	Group Tour	50	75	\$36,800	Yes
National Utilities Revenue F	2025 Annual Confere	10/22/2025	10/24/2025	Conference	100	70	\$163,500	No
Diamond Kings	2025 Summer Baseb	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Northeast Unlimited Tours II	2025 October Northe	10/5/2025	10/6/2025	Group Tour	50	25	\$18,400	Yes
Polish Language School	2025 Polish Languag	5/31/2025	6/1/2025	Group Tour	90	45	\$33,120	Yes
John Tomczak	2025 Bowling Team A	4/25/2025	4/27/2025	Tournament	40	62	\$51,000	Yes
LIVING CHURCH OF GOD	2025 Regional Meetir	10/6/2025	10/15/2025	SMERF/Reunion	150	549	\$186,100	Yes
Dirty Diamonds at The Lake	2025 Dirty Diamonds	8/1/2025	8/3/2025	Tournament	200	60	\$255,000	No
Northeast Instrumental Mus	2025 Northeast Instr	11/20/2025	11/23/2025	Special Event	200	240	\$436,000	No
HelmsBriscoe	NYS AHPERD Annue	11/16/2027	11/21/2027	Conference	1400	1430	\$4,578,000	Yes
Christian Tours/Burke Interr	2025 July Burke Chri	7/24/2025	7/25/2025	Group Tour	50	20	\$18,400	No
Breezy Tours & Travel	2025 Breezy Tours to	8/12/2025	8/15/2025	Group Tour	50	60	\$36,800	Yes
NYS Association of Profess	2026 Strategic Planni	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EET Type	# Attn	# Rooms	EET Value	New Business
Lake George Area Bus Tou	2025 Seacoast Ski C	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
New York State USBC	2025 100th NYS Ope	4/25/2025	4/27/2025	Tournament	200	105	\$255,000	No
New York State USBC	2025 100th NYS Ope	5/16/2025	5/18/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Cha	6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No
New York State USBC	2025 NYS Open Cha	6/13/2025	6/15/2025	Tournament	200	75	\$255,000	No
Adirondack Youth Hockey (2025 Adirondack Thu	11/7/2025	11/10/2025	Tournament	300	375	\$424,500	No
Adirondack Youth Hockey (2026 Girls Northstar \	1/16/2026	1/19/2026	Tournament	700	1400	\$1,190,000	No
Adirondack Youth Hockey (2026 Adirondack Extr	1/23/2026	1/25/2026	Tournament	170	300	\$216,750	No
Adirondack Youth Hockey (2026 Adirondack Thu	2/20/2026	2/22/2026	Tournament	350	375	\$446,250	No
University Student Retreat	2025 University Retre	6/1/2025	6/5/2025	SMERF/Reunion	70	200	\$412,650	Yes
United Church of God	2025 Feast of Tabern	9/25/2025	10/7/2025	SMERF/Reunion	500	600	\$616,300	Yes
Lake George Area Family F	2025 Merville Family	7/10/2025	7/13/2025	Group Tour	50	75	\$36,800	Yes
Anderson Coach & Travel	2025 New England S	6/24/2025	6/25/2025	Group Tour	50	25	\$18,400	No
New York State Coalition A	2025 Program Direct	9/15/2025	9/18/2025	Conference	150	115	\$257,000	Yes
Mirth Films	2025 Wild in The Trek	10/4/2025	10/5/2025	Special Event	300	40	\$257,000	Yes
New York State School Boa	2025 New York State	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
ConferenceDirect	2025 Kamp Kustome	9/8/2025	9/11/2025	Conference	230	530	\$485,650	Yes
New York State Volleyball C	2025 New York State	5/16/2025	5/17/2025	Conference	100	60	\$109,000	No
Adirondack Winery	2025 Adirondack Win	6/27/2025	6/28/2025	Special Event	6000	40	\$2,375,000	No
Greater Northeast Motorco	2027 GNEMA Fall Me	9/14/2027	9/16/2027	Conference	250	300	\$277,500	Yes
New York State Association	2025 NYSATRC Trair	6/8/2025	6/11/2025	Conference	70	240	\$124,600	No
Merrimack Valley Credit Uni	2025 Annual Board C	10/3/2025	10/5/2025	Conference	60	100	\$98,100	Yes
National Society Clinical Rh	2025 Annual Rheume	9/4/2025	9/7/2025	Conference	60	180	\$130,800	Yes
Gunther Charters & Tours	2025 Queen of The A	9/1/2025	9/4/2025	Group Tour	55	105	\$40,480	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Starr Bus Charter & Tours	2025 Fall Splendor Tr	10/12/2025	10/14/2025	Group Tour	55	80	\$30,360	Yes
Vangalder Bus	2025 Adirondack Fall	10/5/2025	10/6/2025	Group Tour	55	60	\$20,240	Yes
New York State School Boa	NSBA Eastern Regio	10/3/2025	10/5/2025	Conference	45	90	\$73,575	Yes
Greater Northeast Motorco	2027 GNEMA SPRIN	3/29/2027	3/31/2027	Conference	250	300	\$251,250	Yes
Empire State Towing & Rec	ESTRA's 41th Tow SI	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
New York State Outdoor Wr	2025 Backcountry Hu	7/19/2025	7/21/2025	Conference	50	60	\$81,750	Yes
New York State Outdoor Wr	2027 60th Annual Co	5/13/2027	5/16/2027	Conference	40	80	\$87,200	Yes
New York State Outdoor Wr	2027 Annual Safari N	9/23/2027	9/26/2027	Conference	30	90	\$65,400	Yes
Country Travel Discoveries	2025 Fall Getaway W	10/3/2025	10/4/2025	Group Tour	50	40	\$18,400	Yes
New York State Association	2025 NYSACC Annu:	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes
Country Travel Discoveries	2025 Fall Getaway	10/10/2025	10/11/2025	Group Tour	50	40	\$18,400	Yes
Land Trust Alliance	2025 New York Land	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
National Association of Inde	2025 Independent Ins	5/13/2025	5/16/2025	Conference	150	150	\$327,000	Yes
CSEA State Operations	CSEA STATEWIDE V	4/22/2027	4/25/2027	Convention	400	1200	\$732,000	Yes
Firecracker Sports	2025 Annual Battle at	7/17/2025	7/20/2025	Tournament	600	225	\$1,020,000	No
Association of School Busin	2025 Fall Leadership	9/24/2025	9/25/2025	Conference	100	65	\$109,000	No
MPI Upstate NY	MPI UNY Fall Focus :	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
New England Interstate Wa	NEIWPC MAY EXE	5/6/2026	5/8/2026	Conference	50	70	\$81,750	Yes
New England Interstate Wa	NEIWPC SEPTEME	9/9/2026	9/11/2026	Conference	50	70	\$81,750	Yes
New York Self-Insurers Ass	2025 Spring Work Sh	6/4/2025	6/6/2025	Conference	180	390	\$294,300	Yes
NYS Rural Housing Coalitio	2025 Annual Confere	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
NE District Barbershop Har	2025 NED WESTER	5/1/2026	5/3/2026	Special Event	400	200	\$409,000	No
New York State Association	2026 NYSACOP Surr	5/3/2026	5/7/2026	Convention	175	555	\$476,875	Yes
New York State Recreation	2026 Spring Meetings	5/12/2026	5/15/2026	Conference	40	60	\$59,200	No

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
MONTGOMERY BAR ASSC	Bench Bar Conferenc	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Northeast Story Telling	2026 Sharing The Fir	3/26/2026	3/28/2026	Conference	100	75	\$111,000	Yes
Northeast Story Telling	2027 Sharing The Fir	3/25/2027	3/28/2027	Conference	100	75	\$148,000	Yes
Lake George Area Wedding	2025 O'Keefe Weddin	10/3/2025	10/5/2025	Wedding	200	45	\$180,000	No
Ivy League Day Camp	2025 Summer Visit	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes
Jefferson Tours & Charters	Summer In The Adiro	8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	Yes
Hearing Loss Association of	2026 HLA - NYS Cc	10/2/2026	10/4/2026	Conference	100	300	\$163,500	No
Liberty Receptive Tours	2026 New York State	9/19/2026	9/21/2026	Group Tour	300	60	\$165,600	Yes
Capital Area Fire Districts A	CAFDA Conference	4/23/2026	4/25/2026	Conference	83	166	\$135,705	Yes
New York State Association	2027 NYSACOP Sur	5/23/2027	5/27/2027	Convention	175	475	\$476,875	Yes
Wolfs Motorcoach	Adventures of the Adi	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
Bus America Group Tours Jr	Countryside Traveler	9/19/2025	9/20/2025	Group Tour	55	60	\$20,240	Yes
Bus America Group Tours Jr	Salamanca Travelers	9/19/2025	9/21/2025	Group Tour	55	60	\$30,360	Yes
Friendship Tours	2025 Adirondack Ball	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
Hudson Valley Volunteer Fir	2026 HVVFA Conven	6/9/2026	6/14/2026	Convention	5000	4620	\$9,000,000	No
Anderson Coach & Travel	2025 Adirondack Ball	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
Lake George Area Wedding	2026 Moccia Weddin	7/17/2026	7/19/2026	Wedding	250	200	\$408,750	Yes
CSEA State Operations	2026 DOCCS CONFI	5/19/2026	5/22/2026	Conference	44	132	\$95,920	Yes
New York National Guard	2025 National Gaurd	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes
North Stars Soccer Club	2025 4th Annual Cau	10/17/2025	10/19/2025	Tournament	1000	120	\$676,500	No
LIVING CHURCH OF GOD	2027 Regional Meetir	10/15/2027	10/23/2027	SMERF/Reunion	150	440	\$266,850	No
Celebration of The Nations	2026 Festival of Tribe	9/28/2026	10/11/2026	Special Event	1500	3300	\$7,770,000	Yes
NYS Conference of Mayors	2026 NYS Conferenc	5/13/2026	5/15/2026	Conference	350	300	\$391,650	Yes
Queensbury Union Free Sch	2025 Cross Country 1	9/13/2025	9/13/2025	Tournament	800	400	\$539,500	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
DATTCO Inc	2025 Upstate Summe	7/9/2025	7/10/2025	Group Tour	55	50	\$20,240	Yes
New York State Plumbing H	2026 NYS PHCC Anr	7/22/2026	7/26/2026	Convention	25	100	\$68,125	Yes
Lake George Area Wedding	2025 Lawrence/Patzv	7/31/2025	8/3/2025	Wedding	250	129	\$545,000	Yes
Alpha Win Lake George Tri	2026 Bolton Landing	6/19/2026	6/21/2026	Tournament	500	300	\$381,000	Yes
Alpha Win Lake George Tri	USA Triathlon Multiple	9/11/2026	9/13/2026	Tournament	1000	500	\$591,000	Yes
American Volkssport Associ	2026 Northeast Regic	5/15/2026	5/20/2026	SMERF/Reunion	100	80	\$81,800	Yes
Lowee's Group Tours, LLC	2026 ADK Balloon Fe	9/18/2026	9/20/2026	Group Tour	55	60	\$30,360	Yes
New York State Occupation	2025 NYSOTA Annue	10/24/2025	10/26/2025	Conference	88	172	\$143,880	Yes
New York State Federation	2026 Annual Confere	5/2/2026	5/3/2026	Conference	100	100	\$109,000	Yes
Upstate New York Thundert	2025 Thunderbird Toi	10/3/2025	10/4/2025	Special Event	20	20	\$21,800	Yes
Teamsters Local Union 294	New York State Confir	8/24/2025	8/27/2025	Conference	100	300	\$218,000	Yes
The Lake George Games E	2026 Annual Expo	7/26/2026	7/27/2026	Special Event	100	100	\$74,000	Yes
Consensys	2025 Conference	10/17/2025	10/19/2025	Conference	150	310	\$297,750	Yes
Lake George Area Family R	Lyman Family Reunic	7/8/2026	7/13/2026	SMERF/Reunion	250	150	\$222,900	Yes
New England Nordic Ski As	NENSA Eastern U16	3/8/2026	3/10/2026	Tournament	250	600	\$318,750	Yes
American Guest	2026 Lake George Tr	9/1/2026	9/3/2026	Group Tour	25	50	\$13,800	Yes
Demolay New York	2026 Winterfest	2/13/2026	2/15/2026	Group Tour	100	100	\$55,200	Yes
Unitarian Universalist Assoc	2026 General Assem	6/19/2026	6/21/2026	Conference	800	1600	\$1,308,000	Yes
Meetings Unlimited	Energy Co Sales Mee	1/5/2026	1/9/2026	Conference	200	540	\$431,250	Yes
Eagle Sports Meetings & Tr	2026 Warehouse Log	4/13/2026	4/17/2026	Incentive	134	384	\$293,760	Yes
Young Invincibles NY	Young Invincibles Rei	11/1/2025	11/3/2025	SMERF/Reunion	25	44	\$19,425	Yes
Center Lane Attractions LTT	International Champic	1/10/2026	1/10/2026	Special Event	200	100	\$74,000	Yes
Gunther Charters & Tours	2025 Queen of The A	9/8/2025	9/11/2025	Group Tour	55	105	\$40,480	Yes
Franklin Essex Hamilton Bo	2027 Leadership Con	7/7/2027	7/9/2027	Convention	250	750	\$408,750	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Starr Bus Charter & Tours	2025 Holiday Tour	11/29/2025	12/1/2025	Group Tour	56	90	\$30,912	Yes
Elite Coach	2026 ADK Balloon Fe	9/17/2026	9/20/2026	Group Tour	55	90	\$40,480	Yes
New York State Snowmobile	60th Annual Internatic	6/7/2028	6/10/2028	Convention	400	500	\$574,500	Yes
Southern Adirondack Child	2025 Early Childhood	11/21/2025	11/23/2025	Conference	20	40	\$32,700	Yes
Lake George Area Wedding	2026 Tricola Weddin	6/11/2026	6/13/2026	Wedding	80	160	\$225,300	Yes
Fury Basketball Club	2026 Fury Basketball	5/15/2026	5/17/2026	Tournament	300	200	\$382,500	Yes
Lake George Area Family R	2026 Jimenez Family	7/18/2026	7/19/2026	SMERF/Reunion	30	10	\$15,540	Yes
Gunther Charters & Tours	2026 Queen of The A	9/4/2026	9/6/2026	Group Tour	55	70	\$30,360	No
New York State Golf Associ	2026 NYS Men's Am:	7/7/2026	7/9/2026	Tournament	500	1500	\$637,500	Yes
Lake George Area Wedding	2026 Leblanc / Laros	8/21/2026	8/23/2026	Wedding	150	100	\$245,250	Yes
Alpha Win Lake George Tri	2026 Lake George Tr	8/29/2026	8/30/2026	Tournament	1000	500	\$565,000	No
SKAL International	2026 SKAL Annual C	6/23/2026	6/24/2026	Board Meeting	10	20	\$10,900	Yes
Lake George Area Family R	2026 Zablonksi Reun	6/20/2026	6/23/2026	SMERF/Reunion	75	225	\$77,700	Yes
Sisters on the Fly	2025 Fall Camp Out	9/26/2025	9/28/2025	SMERF/Reunion	40	90	\$31,080	No
Lake George Area Wedding	2026 Bone / Adamou	5/16/2026	5/17/2026	Wedding	300	140	\$327,000	Yes
Katie MacAvoy	2026 Creative Retrea	7/15/2026	7/19/2026	Conference	275	790	\$845,625	Yes
National Professional Fishir	Lake George Pro Fisi	10/9/2026	10/11/2026	Tournament	300	300	\$382,500	Yes
Lets Play Scrabble	2025 Scrabble Tourna	10/17/2025	10/19/2025	Tournament	140	150	\$127,200	No
Kayak Bass Fishing	2025 New York State	10/4/2025	10/4/2025	Tournament	100	50	\$31,670	Yes
Afrim's ADK - The Dome	2026 Boys Soccer W	2/14/2026	2/15/2026	Tournament	130	120	\$110,500	Yes
Afrim's ADK - The Dome	2026 Boys U16 Full F	2/7/2026	2/8/2026	Tournament	200	150	\$170,000	Yes
Afrim's ADK - The Dome	2026 Great Upstate E	3/26/2026	3/29/2026	Convention	300	300	\$654,000	No
Afrim's ADK - The Dome	2025 Boys & Girls Nc	11/14/2025	11/16/2025	Tournament	200	400	\$255,000	Yes
Afrim's ADK - The Dome	2026 U16 Girls Full F	1/10/2026	1/11/2026	Tournament	150	100	\$127,500	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
CW/ICNY	20th Annual North Cc	10/21/2025	10/22/2025	Conference	50	10	\$26,500	Yes
Eastern States Archeologic	92nd Annual Meeting	11/13/2025	11/15/2025	Conference	150	300	\$245,250	Yes
NYSPPHSAA (NYS Public Hi	2027 State Cross Coi	11/13/2027	11/13/2027	Tournament	3000	2000	\$990,000	No
Bonide	2026 Bonide Group	5/25/2026	6/1/2026	Conference	150	276	\$654,000	Yes
Lake George Area Family F	2026 Collucci College	9/24/2026	9/27/2026	SMERF/Reunion	20	60	\$17,040	Yes
Alpha Epsilon Phi Bingham	2026 Alpha Epsilon P	3/27/2026	3/29/2026	SMERF/Reunion	125	210	\$97,125	Yes
New York Chapter of the An	2026 NYC American	5/15/2026	5/17/2026	Conference	200	205	\$222,000	No
Laughter Saves Lives	2026 Comedy Tour ai	9/11/2026	9/13/2026	Special Event	150	100	\$245,250	Yes
NE District Barbershop Har	2026 NED WESTERN	5/1/2026	5/3/2026	Special Event	400	200	\$409,000	No
NYSPPHSAA (NYS Public Hi	2025 Girls Volleyball	11/21/2025	11/23/2025	Tournament	4500	900	\$2,745,000	No
Lake George Area Wedding	2026 Audi Wedding	8/29/2026	8/29/2026	Wedding	150	100	\$81,750	Yes
LM Media Worldwide, LLC	2026 Camp CHEN-A-	7/27/2026	7/29/2026	Group Tour	10	24	\$5,520	No
Lake George Area Wedding	2026 Duick Wedding	6/13/2026	6/13/2026	Wedding	150	150	\$81,750	Yes
ADK USBC Association	2026 Annual Meeting	6/7/2026	6/7/2026	Banquet	75	25	\$2,625	Yes
ADK USBC Association	2026 700 Club Tourm:	5/15/2026	5/15/2026	Tournament	50	20	\$21,250	Yes
Chartrand Inc	Adirondacks Fall Toui	10/25/2025	10/25/2025	Group Tour	55	55	\$10,120	Yes
Jason Sherry Management,	Lake George Tribute	9/24/2026	9/27/2026	Special Event	1000	640	\$2,530,000	Yes
Hudson Valley Volunteer Fir	2026 Hudson Valley I	6/10/2026	6/12/2026	Convention	75	30	\$54,375	No
Scroptimist International	2026 North Atlantic C	5/1/2025	5/4/2025	Conference	150	240	\$327,000	No
New York State Psychologic	2026 NYSPA Conven	10/1/2026	10/4/2026	Convention	82	168	\$178,760	Yes
North Stars Soccer Club	2026 5th Annual Cau	10/17/2026	10/19/2026	Tournament	1000	120	\$676,500	No
Queensbury Union Free Sci	2026 Cross Country I	9/12/2026	9/12/2026	Tournament	800	200	\$539,500	No
New York Insurance Associ:	2026 Annual Confere	5/28/2026	5/30/2026	Conference	100	200	\$163,500	Yes
Four Winds Tours and Trav	2026 Student ADK Tr	6/19/2026	6/21/2026	Group Tour	45	90	\$24,840	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Southern Adirondack Rabbi	2026 Inaugural Show	11/13/2026	11/15/2026	Tournament	200	200	\$255,000	Yes
Federation of New York Soli	The Federation of Ne	5/17/2026	5/20/2026	Convention	500	865	\$880,000	Yes
Diamond Kings	2026 Summer Baseb	7/31/2026	8/2/2026	Tournament	288	200	\$367,200	No
Lake George Area Wedding	2026 Richardson We	9/11/2026	9/13/2026	Wedding	150	80	\$245,250	Yes
Twin Travel Concepts	2026 ADK Balloon Fe	9/18/2026	9/20/2026	Group Tour	55	0	\$30,360	Yes
Firefighters Association of ti	2nd Annual Lake Ge	5/15/2026	5/17/2026	Convention	195	585	\$318,825	No
Association of School Busin	2026 Fall Leadership	9/23/2026	9/25/2026	Conference	50	70	\$81,750	Yes
Association of School Busin	2027 Fall Leadership	9/22/2027	9/24/2027	Conference	50	70	\$81,750	No
Association of School Busin	2028 Fall Leadership	9/20/2028	9/22/2028	Conference	50	70	\$81,750	No
Association of School Busin	2029 Fall Leadership	9/19/2029	9/21/2029	Conference	50	70	\$81,750	No
Association of School Busin	2027 Board of Direct	7/14/2027	7/16/2027	Board Meeting	20	24	\$24,300	Yes
Association of School Busin	2028 Board of Direct	7/12/2028	7/14/2028	Board Meeting	20	24	\$24,300	No
Association of School Busin	2029 Board of Direct	7/11/2029	7/13/2029	Board Meeting	20	24	\$24,300	No
Association of School Busin	2026 Women's Leade	8/26/2026	8/28/2026	Other	150	150	\$245,250	Yes
New York Alliance for Inclus	2026 Pre & Annual C	4/14/2026	4/17/2026	Conference	375	1000	\$948,750	No
Church of Jesus Christs Lat	Father Son Canoe Ac	6/22/2026	6/26/2026	SMERF/Reunion	80	320	\$103,600	Yes
Model T Ford Club of Ameri	Model T Ford Club 2c	6/20/2026	6/26/2026	Convention	150	450	\$388,500	Yes
Sales Club USA	2026 Weekender Pro	1/31/2025	2/1/2025	SMERF/Reunion	10	8	\$8,860	No
Zonta District 2	Zonta 2026 Spring W	4/24/2026	4/25/2026	Conference	80	15	\$41,700	No
Costello, Valente & Gentry,	2026 Law Office Coni	6/19/2026	6/21/2026	Conference	50	60	\$81,750	Yes
Fury Basketball Club	2026 Fury Basketball	4/11/2026	4/12/2026	Tournament	300	200	\$255,000	Yes
Fury Basketball Club	2026 Fury Basketball	4/18/2026	4/19/2026	Tournament	300	200	\$255,000	Yes
Fury Basketball Club	2026 Fury Basketball	6/6/2026	6/7/2026	Tournament	300	200	\$255,000	Yes
National Multiple Sclerosis :	South Central Tour of	8/24/2026	8/30/2026	Special Event	150	297	\$572,250	Yes

2025 YTD LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates -End	EEl Type	# Attn	# Rooms	EEl Value	New Business
NEW YORK CONFERENCE	2026 Annual Meeting	5/14/2026	5/16/2026	SMERF/Reunion	150	300	\$116,550	Yes
Friends General Conferenc	2026 FGC Gathering	7/12/2026	7/17/2026	SMERF/Reunion	274	1370	\$425,796	Yes
World Downhill Skateboardi	2026 World Downhill	6/4/2026	6/7/2026	Tournament	3500	3250	\$3,100,000	Yes
Ben Porat Yosef	2026 Student Youth T	6/8/2026	6/10/2026	SMERF/Reunion	50	50	\$38,850	Yes
TOTAL 2025 YTD LEADS : 196					58728	56,064	\$74,567,029	

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EI Type	# Attn	# Rooms	EI Value	New Business
NYSPHSAA (NYS Public High	2025 NYSPHAA State Cr	11/13/2025	11/15/2025	Tournament	3,000	600	3141000	No
NYS County Highway Superint	2025 NYSCHSA Summer	9/12/2025	9/17/2025	Conference	125	391	461250	Yes
NYS Disability Services Council	2025 NYS Disability Servi	6/3/2025	6/5/2025	Conference	120	141	\$238,200	Yes
New York State Association of	2025 Real Property Direct	10/19/2025	10/23/2025	Convention	75	190	\$195,625	No
New York State Association of	2025 NYSACCOME CONF	3/21/2025	3/23/2025	Conference	71	142	\$116,085	Yes
New York State Destination Ma	2025 June Quarterly Meei	5/29/2025	5/30/2025	Conference	35	30	\$34,650	Yes
LM Media Worldwide, LLC	2025 Camp Lenox	8/5/2025	8/7/2025	Group Tour	40	40	11040	No
New York State Assessors Ass	2025 Fall Conference	10/7/2025	10/9/2025	Conference	250	525	\$496,250	No
Blinker Fluid Productions/Seve	2025 Jeep Invasion	6/20/2025	6/22/2025	Special Event	1,500	500	\$3,502,500	No
Special Olympics New York	2025 Special Olympics Fe	10/17/2025	10/19/2025	Tournament	600	432	\$936,000	No
Sales Club USA	2025 Weekender Program	2/1/2025	2/2/2025	SMERF/Reunion	8	3	\$2,672	Yes
Amazing Destinations ltd.	2025 Lake George Group	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Lake George DJ Takeover Mus	Lake George DJ Takeove	5/9/2025	5/11/2025	Special Event	1,000	500	847500	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Tourific Travel & Tours	2025 LG Tourific Septeml	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
First Choice Tours	2025 A Lake George Adv	9/19/2025	9/21/2025	Group Tour	50	50	\$27,600	Yes
Northeast Unlimited Tours Inc.	2025 July Group Tour Nor	7/22/2025	7/25/2025	Group Tour	50	75	\$36,800	Yes
National Utilities Revenue Prot	2025 Annual Conference	10/22/2025	10/24/2025	Conference	100	70	\$163,500	No
Diamond Kings	2025 Summer Baseball Tr	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Northeast Unlimited Tours Inc.	2025 October Northeast L	10/5/2025	10/6/2025	Group Tour	50	25	\$18,400	Yes
John Tomczak	2025 Bowling Team April	4/25/2025	4/27/2025	Tournament	40	62	\$51,000	Yes
LIVING CHURCH OF GOD	2025 Regional Meetings	10/6/2025	10/15/2025	SMERF/Reunion	150	549	\$186,100	Yes
Dirty Diamonds at The Lake	2025 Dirty Diamonds at T	8/1/2025	8/3/2025	Tournament	200	60	\$255,000	No
Northeast Instrumental Music F	2025 Northeast Instrumer	11/20/2025	11/23/2025	Special Event	200	240	\$436,000	No
Christian Tours/Burke Internat	2025 July Burke Christian	7/24/2025	7/25/2025	Group Tour	50	20	\$18,400	No
NYS Association of Professio	2026 Strategic Planning F	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Lake George Area Bus Tours	2025 Seacoast Ski Club	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
New York State USBC	2025 100th NYS Open Cr	4/25/2025	4/27/2025	Tournament	200	105	\$255,000	No
New York State USBC	2025 100th NYS Open Cr	5/16/2025	5/18/2025	Tournament	200	75	255000	No
New York State USBC	2025 NYS Open Champic	6/6/2025	6/8/2025	Tournament	200	75	255000	No
New York State USBC	2025 NYS Open Champic	6/13/2025	6/15/2025	Tournament	200	75	\$255,000	No
Adirondack Youth Hockey (AYH)	2025 Adirondack Thunder	11/7/2025	11/10/2025	Tournament	300	375	\$424,500	No
Adirondack Youth Hockey (AYH)	2026 Girls Northstar Wint	1/16/2026	1/19/2026	Tournament	700	1,400	\$1,190,000	No
Adirondack Youth Hockey (AYH)	2026 Adirondack Extreme	1/23/2026	1/25/2026	Tournament	170	300	216750	No
Adirondack Youth Hockey (AYH)	2026 Adirondack Thunder	2/20/2026	2/22/2026	Tournament	350	375	446250	No
University Student Retreat	2025 University Retreat	6/1/2025	6/5/2025	SMERF/Reunion	70	200	\$412,650	Yes
United Church of God	2025 Feast of Tabernacle	9/25/2025	10/7/2025	SMERF/Reunion	500	600	\$616,300	Yes
Anderson Coach & Travel	2025 New England Summ	6/24/2025	6/25/2025	Group Tour	50	25	18400	No
Mirth Films	2025 Wild in The Trees M	10/4/2025	10/5/2025	Special Event	300	40	\$257,000	Yes
New York State School Boards	2025 New York State Ass	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
New York State Volleyball Coac	2025 New York State Volt	5/16/2025	5/17/2025	Conference	100	60	109000	No
Adirondack Winery	2025 Adirondack Wine & I	6/27/2025	6/28/2025	Special Event	6,000	40	2375000	No
New York State Association of	2025 NYSATRC Training	6/8/2025	6/11/2025	Conference	70	240	124600	No
Merrimack Valley Credit Union	2025 Annual Board Of Dir	10/3/2025	10/5/2025	Conference	60	100	98100	Yes
National Society Clinical Rheur	2025 Annual Rheumatolo	9/4/2025	9/7/2025	Conference	60	180	130800	Yes
Gunther Charters & Tours	2025 Queen of The Ameri	9/1/2025	9/4/2025	Group Tour	55	105	40480	Yes
Starr Bus Charter & Tours	2025 Fall Splendor Tour	10/12/2025	10/14/2025	Group Tour	55	80	30360	Yes
Vangalder Bus	2025 Adirondack Fall Tou	10/5/2025	10/6/2025	Group Tour	55	60	20240	Yes
Empire State Towing & Recove	ESTRA's 41th Tow Show	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
New York State Outdoor Writer	2025 Backcountry Hunter	7/19/2025	7/21/2025	Conference	50	60	81750	Yes
Country Travel Discoveries	2025 Fall Getaway Week	10/3/2025	10/4/2025	Group Tour	50	40	\$18,400	Yes
New York State Association of	2025 NYSACC Annual C	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Country Travel Discoveries	2025 Fall Getaway	10/10/2025	10/11/2025	Group Tour	50	40	\$18,400	Yes
Land Trust Alliance	2025 New York Land Con	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
National Association of Indepen	2025 Independent Insuranc	5/13/2025	5/16/2025	Conference	150	150	\$327,000	Yes
Firecracker Sports	2025 Annual Battle at the	7/17/2025	7/20/2025	Tournament	600	225	\$1,020,000	No
Association of School Business	2025 Fall Leadership Con	9/24/2025	9/25/2025	Conference	100	65	\$109,000	No
MPI Upstate NY	MPI UNY Fall Focus 2025	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
New York Self-Insurers Associ	2025 Spring Work Shop	6/4/2025	6/6/2025	Conference	180	390	294300	Yes
NYS Rural Housing Coalition (†	2025 Annual Conference	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
MONTGOMERY BAR ASSOCI	Bench Bar Conference	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Northeast Story Telling	2026 Sharing The Fire St	3/26/2026	3/28/2026	Conference	100	75	\$111,000	Yes
Lake George Area Weddings	2025 O'Keete Wedding	10/3/2025	10/5/2025	Wedding	200	45	180000	No
Ivy League Day Camp	2025 Summer Visit	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes
Jefferson Tours & Charters	Summer In The Adirondac	8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	Yes
Capital Area Fire Districts Asso	CAFDA Conference	4/23/2026	4/25/2026	Conference	83	166	135705	Yes
Wolf's Motorcoach	Adventures of the Adironc	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
Bus America Group Tours Inc	CountrySide Travelers AD	9/19/2025	9/20/2025	Group Tour	55	60	\$20,240	Yes
Bus America Group Tours Inc	Salamanca Travelers ADI	9/19/2025	9/21/2025	Group Tour	55	60	\$30,360	Yes
Friendship Tours	2025 Adirondack Ballbon	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
Hudson Valley Volunteer Firefig	2026 HVVFA Convention	6/9/2026	6/14/2026	Convention	5,000	4,620	\$9,000,000	No
Anderson Coach & Travel	2025 Adirondack Ballbon	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
Lake George Area Weddings	2026 Moccia Wedding	7/17/2026	7/19/2026	Wedding	250	200	\$408,750	Yes
CSEA State Operations	2026 DOCCS CONFEREI	5/19/2026	5/22/2026	Conference	44	132	\$95,920	Yes
New York National Guard	2025 National Gaurd Con	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes
North Stars Soccer Club	2025 4th Annual Cauldror	10/17/2025	10/19/2025	Tournament	1,000	120	\$676,500	No
LIVING CHURCH OF GOD	2027 Regional Meetings	10/15/2027	10/23/2027	SMERF/Reunion	150	440	\$266,850	No
Celebration of The Nations	2026 Festival of Tribes	9/28/2026	10/11/2026	Special Event	1,500	3,300	\$7,770,000	Yes

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EI Type	# Attn	# Rooms	EI Value	New Business
NYS Conference of Mayors	2026 NYS Conference of	5/13/2026	5/15/2026	Conference	350	300	\$391,650	Yes
Queensbury Union Free Schoo	2025 Cross Country Invite	9/13/2025	9/13/2025	Tournament	800	400	\$539,500	Yes
DATCO Inc	2025 Upstate Summer Tri	7/9/2025	7/10/2025	Group Tour	55	50	20240	Yes
New York State Plumbing Heat	2026 NYS PHCC Annual	7/22/2026	7/26/2026	Convention	25	100	\$68,125	No
Lake George Area Weddings	2025 Lawrence/Patzwahl	7/31/2025	8/3/2025	Wedding	250	129	\$545,000	Yes
American Volkssport Associatic	2026 Northeast Regional	5/15/2026	5/20/2026	SMERF/Reunion	100	80	\$81,800	Yes
New York State Occupational T	2025 NYSOTA Annual Fa	10/24/2025	10/26/2025	Conference	88	172	\$143,880	Yes
New York State Federation of L	2026 Annual Conference	5/2/2026	5/3/2026	Conference	100	100	\$109,000	Yes
Upstate New York Thunderbird	2025 Thunderbird Tour to	10/3/2025	10/4/2025	Special Event	20	20	\$21,800	Yes
Teamsters Local Union 294	New York State Conferen	8/24/2025	8/27/2025	Conference	100	300	\$218,000	Yes
The Lake George Games Expo	2026 Annual Expo	7/26/2026	7/27/2026	Special Event	100	100	\$74,000	Yes
Lake George Area Family Reur	Lyman Family Reunion 2C	7/8/2026	7/13/2026	SMERF/Reunion	250	150	\$222,900	Yes
Young Invincibles NY	Young Invincibles Retreat	11/1/2025	11/3/2025	SMERF/Reunion	25	44	19425	Yes
Gunther Charters & Tours	2025 Queen of The Ameri	9/8/2025	9/11/2025	Group Tour	55	105	\$40,480	Yes
Starr Bus Charter & Tours	2025 Holiday Tour	11/29/2025	12/1/2025	Group Tour	56	90	30912	Yes
Southern Adirondack Child Car	2025 Early Childhood Cor	11/21/2025	11/23/2025	Conference	20	40	\$32,700	Yes
Lake George Area Weddings	2026 Tricolla Wedding	6/11/2026	6/13/2026	Wedding	80	160	\$225,300	Yes
Fury Basketball Club	2026 Fury Basketball Tou	5/15/2026	5/17/2026	Tournament	300	200	\$382,500	Yes
Gunther Charters & Tours	2026 Queen of The Ameri	9/4/2026	9/6/2026	Group Tour	55	70	\$30,360	No
Lake George Area Weddings	2026 Leblanc / Larose We	8/21/2026	8/23/2026	Wedding	150	100	\$245,250	Yes
SKAL International	2026 SKAL Annual Confe	6/23/2026	6/24/2026	Board Meeting	10	20	\$10,900	Yes
Sisters on the Fly	2025 Fall Camp Out	9/26/2025	9/28/2025	SMERF/Reunion	40	90	\$31,080	No
Lake George Area Weddings	2026 Bone / Adamou	5/16/2026	5/17/2026	Wedding	300	140	\$327,000	Yes
National Professional Fishing L	Lake George Pro Fishing	10/9/2026	10/11/2026	Tournament	300	300	\$382,500	Yes
Lets Play Scrabble	2025 Scrabble Tournamer	10/17/2025	10/19/2025	Tournament	140	150	\$127,200	No
Kayak Bass Fishing	2025 New York State Invt	10/4/2025	10/4/2025	Tournament	100	50	\$31,670	Yes

2025 YTD BOOKINGS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Afini's ADK - The Dome	2026 Boys U16 Full Field	2/7/2026	2/8/2026	Tournament	200	150	\$170,000	Yes
Afini's ADK - The Dome	2026 U16 Girls Full Field	1/10/2026	1/11/2026	Tournament	150	100	\$127,500	Yes
CW/CNY	20th Annual North Count	10/21/2025	10/22/2025	Conference	50	10	\$26,500	Yes
Eastern States Archeological F	92nd Annual Meeting ES/	11/13/2025	11/15/2025	Conference	150	300	\$245,250	Yes
Bonide	2026 Bonide Group	5/25/2026	6/1/2026	Conference	150	276	\$654,000	Yes
Lake George Area Family Reur	2026 Collucci College Rei	9/24/2026	9/27/2026	SMERF/Reunion	20	60	\$17,040	Yes
New York Chapter of the Ameri	2026 NYC American Colle	5/15/2026	5/17/2026	Conference	200	205	\$222,000	No
NYS/PHSAA (NYS Public High	2025 Girls Volleyball Char	11/21/2025	11/23/2025	Tournament	4,500	900	\$2,745,000	No
Lake George Area Weddings	2026 Audi Wedding	8/29/2026	8/29/2026	Wedding	150	100	\$81,750	Yes
LM Media Worldwide, LLC	2026 Camp CHEN-A-WAI	7/27/2026	7/29/2026	Group Tour	10	24	\$5,520	No
Lake George Area Weddings	2026 Duick Wedding	6/13/2026	6/13/2026	Wedding	150	150	\$81,750	Yes
ADK USBC Association	2026 700 Club Tournamei	5/15/2026	5/15/2026	Tournament	50	20	\$21,250	Yes
Chartrand Inc	Adirondacks Fall Tour	10/25/2025	10/25/2025	Group Tour	55	55	\$10,120	Yes
Jason Sherry Management, LL	Lake George Tribute to EI	9/24/2026	9/27/2026	Special Event	1,000	640	\$2,530,000	No
Hudson Valley Volunteer Firefig	2026 Hudson Valley Ladie	6/10/2026	6/12/2026	Convention	75	30	\$54,375	No
New York Insurance Associatio	2026 Annual Conference	5/28/2026	5/30/2026	Conference	100	200	\$163,500	No
Federation of New York Solid V	The Federation of New Yc	5/17/2026	5/20/2026	Convention	500	865	\$880,000	Yes
Firefighters Association of the	2nd Annual Lake George	5/15/2026	5/17/2026	Convention	195	585	\$318,825	No
New York Alliance for Inclusio	2026 Pre & Annual Confe	4/14/2026	4/17/2026	Conference	375	1,000	\$948,750	No
Model T Ford Club of America	Model T Ford Club 2026 T	6/20/2026	6/26/2026	Convention	150	450	\$388,500	Yes
Zonta District 2	Zonta 2026 Spring Works	4/24/2026	4/25/2026	Conference	80	15	\$41,700	No
NEW YORK CONFERENCE, L	2026 Annual Meeting	5/14/2026	5/16/2026	SMERF/Reunion	150	300	\$116,550	Yes
Friends General Conference (C	2026 FGC Gathering	7/12/2026	7/17/2026	SMERF/Reunion	274	1,370	\$425,796	Yes
Total 2025 YTD Bookings: 127					41,485	33,701	\$56,482,814	

2025 Q4 EVENTS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
First Choice Tours	2025 A Lake George Adventure ADK Balloon Festival	9/19/2025	9/21/2025	Group Tour	50	50	\$27,600	Yes
Friendship Tours	2025 Adirondack Balloon Festival	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
Anderson Coach & Travel	2025 Adirondack Balloon Festival Adventure	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
Firecracker Sports	2025 Annual Battle at the Borders Baseball Tournament	7/17/2025	7/20/2025	Tournament	600	150	\$1,932,000	No
NYS Rural Housing Coalition (NYSRHC)	2025 Annual Conference	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
New York State Tourism Industry Association (NYSTIA)	2025 Annual Meeting	9/10/2025	9/12/2025	Convention	160	248	\$303,600	Yes
National Society Clinical Rheumatology	2025 Annual Rheumatology Conference (NSCR)	9/4/2025	9/7/2025	Conference	60	180	\$130,800	Yes
New York State Outdoor Writers Association	2025 Backcountry Hunters & Anglers Lead Ammo Awareness	7/19/2025	7/21/2025	Conference	50	60	\$81,750	Yes
LM Media Worldwide, LLC	2025 Camp Lenox	8/5/2025	8/7/2025	Group Tour	40	40	\$11,040	No
Queensbury Union Free School District	2025 Cross Country Invitational	9/13/2025	9/14/2025	Tournament	300	400	\$237,900	Yes
Dirty Diamonds at The Lake	2025 Dirty Diamonds at The Lake	8/1/2025	8/3/2025	Tournament	200	60	\$255,000	No
Excess Line Association of NY (ELANY)	2025 ELANY Annual Meeting	8/7/2025	8/12/2025	Conference	45	225	\$147,150	Yes
Sisters on the Fly	2025 Fall Camp Out	9/26/2025	9/28/2025	SMERF/Reunion	40	90	\$31,080	No
Association of School Business Officials of New York (ASBO)	2025 Fall Leadership Conference	9/24/2025	9/25/2025	Conference	100	65	\$109,000	Yes
Christian Tours/Burke International Tours	2025 July Burke Christian Tour	7/24/2025	7/25/2025	Group Tour	50	20	\$18,400	No

2025 Q4 EVENTS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Attn	# Rooms	EEl Value	New Business
Northeast Unlimited Tours Inc.	2025 July Group Tour Northeast Unlimited	7/22/2025	7/25/2025	Group Tour	50	75	\$36,800	Yes
Rein Teen Tours	2025 July LG Teen Tour	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Amazing Destinations ltd.	2025 Lake George Group Tour	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Tourific Travel & Tours	2025 LG Tourific September Bus trip	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
New York National Guard	2025 National Gaurd Conference	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes
NYS County Highway Superintendents Association (NYSCHSA)	2025 NYSCHSA Summer Conference	9/12/2025	9/17/2025	Conference	125	391	\$461,250	Yes
Gunther Charters & Tours	2025 Queen of The American Lakes Tour	9/1/2025	9/4/2025	Group Tour	55	105	\$40,480	Yes
Gunther Charters & Tours	2025 Queen of The American Lakes Tour Week 2	9/8/2025	9/11/2025	Group Tour	55	105	\$40,480	Yes
Lake George Area Bus Tours	2025 Seacoast Ski Club	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
Diamond Kings	2025 Summer Baseball Tournament	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Ivy League Day Camp	2025 Summer Visit	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes
Upstate New York Thunderbird Club, Inc.	2025 Thunderbird Tour to Lake George	10/3/2025	10/4/2025	Special Event	20	20	\$21,800	Yes
DATTCO Inc	2025 Upstate Summer Trip	7/9/2025	7/10/2025	Group Tour	55	50	\$20,240	Yes
Wolfs Motorcoach	Adventures of the Adirondacks & Balloon Festival	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
MONTGOMERY BAR ASSOCIATION	Bench Bar Conference	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Bus America Group Tours Inc	Countryside Travelers ADK Balloon Festival Lake George	9/19/2025	9/20/2025	Group Tour	55	60	\$20,240	Yes

2025 Q4 EVENTS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Attn	# Rooms	EEL Value	New Business
Lake George Area Weddings	Lawrence/Patzwahl	7/31/2025	8/3/2025	Wedding	250	129	\$545,000	Yes
MPI Upstate NY Teamsters Local Union 294	MPI UNY Fall Focus 2025 New York State Conference of Teamsters	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
Bus America Group Tours Inc	Salamanca Travelers ADK Fall Foliage	8/24/2025	8/27/2025	Conference	100	300	\$218,000	Yes
Jefferson Tours & Charters	Summer In The Adirondacks	9/19/2025	9/21/2025	Group Tour	55	60	\$30,360	Yes
		8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	Yes
Total Serviced Events 36					3,621	5,123	\$6,199,309	

2025 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start		Meeting Dates - End		EEL Type	# Atten	# Rooms	EEL Value	New Business?
		Meeting Dates - Start	Meeting Dates - End	EEL Type	# Atten					
Bus Association of New York (I	2026 Fall Marketplace	10/18/2026	10/20/2026	Convention	60	125	\$119,100	Yes		
Greater Northeast Motorcoach	2027 GENEMA Fall Mee	9/14/2027	9/16/2027	Conference	250	300	\$277,500	Yes		
Greater Northeast Motorcoach	2027 GENEMA SPRING	3/29/2027	3/31/2027	Conference	250	300	\$251,250	Yes		
New York State Outdoor Writer	2027 60th Annual Conf	5/13/2027	5/16/2027	Conference	40	80	\$87,200	Yes		
New York State Outdoor Writer	2027 Annual Safari Me	9/23/2027	9/26/2027	Conference	30	90	\$65,400	Yes		
Northeast Story Telling	2027 Sharing The Fire	3/25/2027	3/28/2027	Conference	100	75	\$148,000	Yes		
Liberty Receptive Tours	2026 New York State o	9/19/2026	9/21/2026	Group Tour	300	60	\$165,600	Yes		
Alpha Win Lake George Triathl	2026 Bolton Landing Tri	6/19/2026	6/21/2026	Tournament	500	300	\$381,000	Yes		
Alpha Win Lake George Triathl	USA Triathlon Multipart	9/11/2026	9/13/2026	Tournament	1,000	500	\$591,000	Yes		
Lowee's Group Tours, LLC	2026 ADK Balloon Fes	9/18/2026	9/20/2026	Group Tour	55	60	\$30,360	Yes		
Center Lane Attractions LTD	International Champion	1/10/2026	1/10/2026	Special Event	200	100	\$74,000	Yes		
Elite Coach	2026 ADK Balloon Fes	9/17/2026	9/20/2026	Group Tour	55	90	\$40,480	Yes		
Lake George Area Family Reu	2026 Jimenez Family C	7/18/2026	7/19/2026	SMERF/Reun	30	10	\$15,540	Yes		
New York State Golf Associati	2026 NYS Men's Amat	7/7/2026	7/9/2026	Tournament	500	1,500	\$637,500	Yes		
Alpha Win Lake George Triathl	2026 Lake George Tria	8/29/2026	8/30/2026	Tournament	1,000	500	\$565,000	No		
Lake George Area Family Reu	2026 Zablonski Reunio	6/20/2026	6/23/2026	SMERF/Reun	75	225	\$77,700	Yes		
Afrim's ADK - The Dome	2026 Boys Soccer Win	2/14/2026	2/15/2026	Tournament	130	120	\$110,500	Yes		
Afrim's ADK - The Dome	2026 Great Upstate Bo	3/26/2026	3/29/2026	Convention	300	300	\$654,000	No		
NVSPHSAA (NYS Public High	2027 State Cross Cour	11/13/2027	11/13/2027	Tournament	3,000	2,000	\$990,000	No		
Alpha Epsilon Phi Binghamton	2026 Alpha Epsilon Ph	3/27/2026	3/29/2026	SMERF/Reun	125	210	\$97,125	Yes		
Laughter Saves Lives	2026 Comedy Tour anc	9/11/2026	9/13/2026	Special Event	150	100	\$245,250	Yes		
ADK USBC Association	2026 Annual Meeting a	6/7/2026	6/7/2026	Banquet	75	25	\$2,625	Yes		
North Stars Soccer Club	2026 5th Annual Cauld	10/17/2026	10/19/2026	Tournament	1,000	120	\$676,500	No		
Queensbury Union Free Schoc	2026 Cross Country In	9/12/2026	9/12/2026	Tournament	800	200	\$539,500	No		
Four Winds Tours and Travel	2026 Student ADK Trip	6/19/2026	6/21/2026	Group Tour	45	90	\$24,840	Yes		
Southern Adirondack Rabbit &	2026 Inaugural Show	11/13/2026	11/15/2026	Tournament	200	200	\$235,000	Yes		

2025 YTD PENDING LEADS

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EI Type	# Atten	# Rooms	EI Value	New Business
Diamond Kings	2026 Summer Baseball	7/31/2026	8/2/2026	Tournament	288	200	\$367,200	No
Lake George Area Weddings	2026 Richardson Wedc	9/11/2026	9/13/2026	Wedding	150	80	\$245,250	Yes
Twin Travel Concepts	2026 ADK Balloon Fes	9/18/2026	9/20/2026	Group Tour	55	0	\$30,360	Yes
Association of School Business:	2026 Fall Leadership C	9/23/2026	9/25/2026	Conference	50	70	\$81,750	Yes
Association of School Business:	2027 Fall Leadership C	9/22/2027	9/24/2027	Conference	50	70	\$81,750	No
Association of School Business:	2028 Fall Leadership C	9/20/2028	9/22/2028	Conference	50	70	\$81,750	No
Association of School Business:	2029 Fall Leadership C	9/19/2029	9/21/2029	Conference	50	70	\$81,750	No
Association of School Business:	2027 Board of Director	7/14/2027	7/16/2027	Board Meeting	20	24	\$24,300	Yes
Association of School Business:	2028 Board of Director	7/12/2028	7/14/2028	Board Meeting	20	24	\$24,300	No
Association of School Business:	2029 Board of Director	7/11/2029	7/13/2029	Board Meeting	20	24	\$24,300	No
Association of School Business:	2026 Women's Leader	8/26/2026	8/28/2026	Other	150	150	\$245,250	Yes
Church of Jesus Christs Latter	Father Son Canoe Adv	6/22/2026	6/26/2026	SMERF/Reun	80	320	\$103,600	Yes
Costello, Valente & Gentry, PC	2026 Law Office Confe	6/19/2026	6/21/2026	Conference	50	60	\$81,750	Yes
Fury Basketball Club	2026 Fury Basketball T	4/18/2026	4/19/2026	Tournament	300	200	\$255,000	Yes
Fury Basketball Club	2026 Fury Basketball T	6/6/2026	6/7/2026	Tournament	300	200	\$255,000	Yes
National Multiple Sclerosis Soc	South Central Tour of C	8/24/2026	8/30/2026	Special Event	150	297	\$572,250	Yes
World Downhill Skateboarding	2026 World Downhill S	6/4/2026	6/7/2026	Tournament	3,500	3,250	\$3,100,000	Yes
Ben Porat Yosef	2026 Student Youth Tri	6/8/2026	6/10/2026	SMERF/Reun	50	50	\$38,850	Yes
Lake George Area Family Reu	2026 Bowen Family Re	7/9/2026	7/12/2026	SMERF/Reun	100	60	\$103,600	Yes
YTD Pending 48					15,703	12,899	\$12,919,980	

2025 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Atten	# Rooms	EEL Value	New Business	Lost Reason
Rotary Club of New York	2025 Rotary New York	4/24/2025	4/27/2025	Conference	120	180	\$233,600	Yes	No Response after multiple contact attempts
I Love New York	2025 Japanese Grc	7/1/2025	#####	Group Tour	30	0	\$1,015,680	Yes	Not enough information on this lead
Land Trust Accredite	2025 Board Meeting	11/5/2025	11/8/2025	Board Meeting	28	84	\$61,040	No	Decided to continue stay in Saratoga for their event for
Lake George Area V	2025 Fischer Wedd	9/12/2025	9/14/2025	Wedding	150	160	\$245,250	Yes	no response
Greater Northeast IV	2026 GNEEMA Sprir	3/15/2026	4/14/2026	Board Meeting	125	100	\$1,840,625	Yes	Going to Resorts World In Catskills Casino for spring meeting
Greater Northeast IV	2026 GNEEMA Fall	9/13/2026	#####	Conference	125	150	\$1,172,500	Yes	Went to Resorts World in NJ
American Nystagmu	2025 Annual ANN C	7/24/2025	7/27/2025	Conference	250	161	\$475,000	Yes	Lost to Philadelphia
American Nurses As	2027 Annual Confe	#####	#####	Conference	200	198	\$257,000	No	Chose NYC
NYS Association of	2025 Annual summ	7/16/2025	7/18/2025	Board Meeting	25	42	\$36,675	No	Choose different location for this year went to catskills windham eastwind property
NYS Association of	2025 Annual Public	9/9/2025	9/12/2025	Board Meeting	75	142	\$166,300	Yes	chose different location going to Hotel Canandaigua for Summit
Lions Clubs of New York	2027 Lions Clubs o	5/11/2027	5/16/2027	Convention	1,000	950	\$2,115,000	Yes	Asking for to many concessions.
Queensbury Vex Ro	2025 Robotics Tour	#####	#####	Tournament	1,500	270	\$860,850	Yes	Cancelled event due to lack of interest
New York State Sno	2027 NYSSA/SLET	4/8/2027	4/12/2027	Convention	600	500	\$1,460,000	Yes	Lost de to Venue Needs
The Business Counr	2026 NASCA/ASCP	8/14/2026	8/18/2026	Conference	150	530	\$461,250	No	Lost to Cooperstown
Adrenaline Sports M	American Pickleball	5/16/2025	5/18/2025	Special Event	500	350	\$660,000	Yes	Will revisit next year couldn't find space in time possibly future dates at Queensbury High School

2025 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Atten	# Rooms	EEL Value	New Business	Lost Reason
New York State PTA	2025 NYS PTA Boc	4/25/2025	4/27/2025	Conference	50	63	\$76,500	No	Went to Cooperstown
CROSSFIT INC	CrossFit Affiliate Ca	7/30/2025	7/31/2025	Convention	500	500	\$545,000	Yes	Availability issues with venues able to host space Needed.
Blinker Fluid Produc	2025 Jeep Invasion	6/20/2025	6/22/2025	Special Event	1,500	500	\$3,502,500	No	Cancelled: Due to planner illness
New York State Coa	2025 NSYCADV Pr	#####	#####	Conference	200	95	\$250,000	Yes	Cancelled Budget
Revolution Rail Corr	Rev Rail Corporate	2/26/2025	2/28/2025	Conference	20	12	\$32,700	Yes	Postponed
Edutravel	Edutravel July Gro.	7/25/2025	7/28/2025	Group Tour	50	90	\$36,800	Yes	Canadian group cancelled plans
Strategic Events Sol	7th Annual I Am Wc	#####	11/1/2026	Conference	75	300	\$204,375	Yes	No response
Mass Dynamies	Mass Dynamies Sk	7/18/2025	7/20/2025	Tournament	40	28	\$32,760	Yes	Did not respond to follow up efforts
Polish Language Sc	2025 Polish Langue	5/31/2025	6/1/2025	Group Tour	90	45	\$33,120	Yes	No Response after multiple attempts
HelmsBriscoe	NYS AHPERD Ann	#####	#####	Conference	1,400	1,430	\$4,578,000	Yes	Narrowed down to Buffalo or NYC
Breezy Tours & Trav	2025 Breezy Tours	8/12/2025	8/15/2025	Group Tour	50	60	\$36,800	Yes	She never responded to any bids sent.
United Church of Gc	2025 Feast of Taber	9/25/2025	10/7/2025	SMERF/Reun	500	600	\$616,300	Yes	Made many attempts to contact with no response
Lake George Area F	2025 Merville Famil	7/10/2025	7/13/2025	Group Tour	50	75	\$36,800	Yes	Rates are to high couldn't find anything in there budget
New York State Coa	2025 Program Dire	9/15/2025	9/18/2025	Conference	150	115	\$257,000	Yes	Lost Funding
ConferenceDirect	2025 Kamp Kustor	9/8/2025	9/11/2025	Conference	230	530	\$485,650	Yes	Choose different location
New York State Sch	NSBA Eastern Reg	10/3/2025	10/5/2025	Conference	45	90	\$73,575	Yes	Client only wanted Fort William Henry and they are booked
CSEA State Operati	CSEA STATEWIDE	4/22/2027	4/25/2027	Convention	400	1,200	\$732,000	Yes	Out Grown Area capabilities
New England Interst	NEIWPCC MAY EX	5/6/2026	5/8/2026	Conference	50	70	\$81,750	Yes	chose saratoga
New England Interst	NEIWPCC SEPTE	9/9/2026	9/11/2026	Conference	50	70	\$81,750	Yes	Chose Saratoga

2025 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEI Type	# Atrn	# Rooms	EEI Value	New Business	Lost Reason
NE District Barbersh	2025 NED WESTE	5/1/2026	5/3/2026	Special Event	400	200	\$409,000	No	No Responses from client
New York State Assi	2026 NYSACOP S1	5/3/2026	5/7/2026	Convention	175	555	\$476,875	Yes	Lake Placid will be bidding on 27 Couldn't do dates needed not open to alternatives
New York State Rec	2026 Spring Meetin	5/12/2026	5/15/2026	Conference	40	60	\$59,200	No	This went to Saratoga springs holiday Inn follow up on future business
Hearing Loss Assoc	2026 HLAA - NYS (10/2/2026	10/4/2026	Conference	100	300	\$163,500	No	lost to lake placid
New York State Assi	2027 NYSACOP S1	5/23/2027	5/27/2027	Convention	175	475	\$476,875	Yes	Decided on NYC
Consensus	2025 Conference	#####	#####	Conference	150	310	\$297,750	Yes	No response
American Guest	2026 Lake George	9/1/2026	9/3/2026	Group Tour	25	50	\$13,800	Yes	No Response from Planner
Unitarian Universalis	2026 General Asse	6/19/2026	6/21/2026	Conference	800	1,600	\$1,308,000	Yes	No Response after multiple attempts
Meetings Unlimited	Energy Co Sales M	1/5/2026	1/9/2026	Conference	200	540	\$431,250	Yes	No Response from Customer
Eagle Sports Meetin	2026 Warehouse Li	4/13/2026	4/17/2026	Incentive	134	384	\$293,760	Yes	Board does not want to leave lake placid been there over 30 years.
Franklin Essex Ham	2027 Leadership C	7/7/2027	7/9/2027	Convention	250	750	\$408,750	Yes	Venue could not accommodate requirements
New York State Sno	60th Annual Interna	6/7/2028	6/10/2028	Convention	400	500	\$574,500	Yes	No Response after multiple attempts to get more info
Katie MacAvoy	2026 Creative Retr	7/15/2026	7/19/2026	Conference	275	790	\$845,625	Yes	Tournament in Albany
Afrim's ADK - The D	2025 Boys & Girls ↑	#####	#####	Tournament	200	400	\$255,000	Yes	Could not find a venue to host this event
NE District Barbersh	2026 NED WESTE	5/1/2026	5/3/2026	Special Event	400	200	\$409,000	No	Decided on Gidan Putnan Hotel in Saratoga
New York State Psy	2026 NYSAPA Convi	10/1/2026	10/4/2026	Convention	82	168	\$178,760	Yes	chose Palmer Inn in Manchester
Sales Club USA	2026 Weekender P	1/31/2025	2/1/2025	SMERFF/Reun	10	8	\$8,860	No	

2025 YTD LOST

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEl Type	# Atten	# Rooms	EEl Value	New Business	Lost Reason
2025 TOTAL LOST BUSINESS: 51									
					14,144	16,980	\$29,364,655		

2025 EVENT TRACKING

Name	Attendee	Date	Location	Connections	#	Appointments	Leads	Bookings	EEl Value-Leads
ABA	Steve Wojcik/Brian Mulligan	February 1-4	Philadelphia PA	120		28	13	13	\$350,152
MeetNY NYSAE Event	Steve Wojcik	February 27	NYC	80		0	0	0	\$0
Northstar Small & Boutique Meetings	Alison Strouse	June 1-3	Bennington VT	66		17	0	0	\$0
Empire State Society of Association Executives (ESSAE) Annual Conference and Tradeshow	Steve Wojcik/Brian Mulligan	June 12	Albany Convention Center	75		0	9	1	\$1,163,125
International Pow Wow (IPW)	Brian Mulligan	June 14-19	Chicago IL	50		40	0	0	\$0
Destinations East Small Market Meetings	Steve Wojcik	Sept 7-9	Providence	80		25	2	0	\$869,925
	Steve Wojcik	Sept 17-19	Buffalo	125		24	0	0	\$0
Total Events 7				596		134	24	14	\$2,383,202

BOOKINGS EVENT DATES

Account Name	Lead Name	Meeting Dates - Start	Meeting Dates - End	EEL Type	# Athn	# Rooms	EEL Value	New Business
Sales Club USA	2025 Weekender	2/1/2025	2/2/2025	SMERF/Reunic	8	3	\$2,672	Yes
New York State Association c	2025 NYSACCMF	3/21/2025	3/23/2025	Conference	71	142	\$116,085	Yes
John Tomczak	2025 Bowling Tea	4/25/2025	4/27/2025	Tournament	40	62	\$51,000	Yes
New York State USBC	2025 100th NYS I	4/25/2025	4/27/2025	Tournament	200	105	\$255,000	No
Lake George DJ Takeover M	Lake George DJ	5/9/2025	5/11/2025	Special Event	1,000	500	\$647,500	Yes
Land Trust Alliance	2025 New York L	5/11/2025	5/14/2025	Conference	100	156	\$218,000	Yes
National Association of Indep	2025 Independen	5/13/2025	5/16/2025	Conference	150	150	\$327,000	Yes
New York State USBC	2025 100th NYS I	5/16/2025	5/18/2025	Tournament	200	75	\$255,000	No
New York State Volleyball Co	2025 New York Si	5/16/2025	5/17/2025	Conference	100	60	\$109,000	No
New York State Association c	2025 NYSACC AI	5/18/2025	5/21/2025	Conference	110	210	\$239,800	Yes
New York State Destination I	2025 June Quarte	5/29/2025	5/30/2025	Conference	35	30	\$34,650	Yes
New York State School Boar	2025 New York Si	5/30/2025	6/1/2025	Conference	200	252	\$327,000	No
University Student Retreat	2025 University R	6/1/2025	6/5/2025	SMERF/Reunic	70	200	\$412,650	Yes
NYS Disability Services Cour	2025 NYS Disabili	6/3/2025	6/5/2025	Conference	120	141	\$238,200	Yes
New York Self-Insurers Asso	2025 Spring Work	6/4/2025	6/6/2025	Conference	180	390	\$294,300	Yes
New York State USBC	2025 NYS Open I	6/6/2025	6/8/2025	Tournament	200	75	\$255,000	No
Empire State Towing & Reco	ESTRA's 41th To	6/6/2025	6/8/2025	Special Event	300	185	\$254,250	No
New York State Association c	2025 NYSATRC 1	6/8/2025	6/11/2025	Conference	70	240	\$124,600	No
New York State USBC	2025 NYS Open I	6/13/2025	6/15/2025	Tournament	200	75	\$255,000	No
Blinker Fluid Productions/Sev	2025 Jeep Invasic	6/20/2025	6/22/2025	Special Event	1,500	500	\$3,502,500	No
Anderson Coach & Travel	2025 New Englan	6/24/2025	6/25/2025	Group Tour	50	25	\$18,400	No
Adirondack Winery	2025 Adirondack	6/27/2025	6/28/2025	Special Event	6,000	40	\$2,375,000	No
Ivy League Day Camp	2025 Summer Vis	7/8/2025	7/11/2025	Incentive	18	27	\$44,064	Yes

BOOKINGS EVENT DATES

DATTCO Inc	2025 Upstate Sur	7/9/2025	7/10/2025	Group Tour	55	50	\$20,240	Yes
Amazing Destinations ltd.	2025 Lake Georg	7/10/2025	7/13/2025	Group Tour	50	60	\$14,720	Yes
Rein Teen Tours	2025 July LG Tee	7/16/2025	7/18/2025	Group Tour	45	38	\$24,840	Yes
Firecracker Sports	2025 Annual Battl	7/17/2025	7/20/2025	Tournament	600	225	\$1,020,000	No
New York State Outdoor Writ	2025 Backcountry	7/19/2025	7/21/2025	Conference	50	60	\$81,750	Yes
Northeast Unlimited Tours Inc	2025 July Group	7/22/2025	7/25/2025	Group Tour	50	75	\$36,800	Yes
Christian Tours/Burke Interna	2025 July Burke C	7/24/2025	7/25/2025	Group Tour	50	20	\$18,400	No
Lake George Area Weddings	2025 Lawrence/P	7/31/2025	8/3/2025	Wedding	250	129	\$545,000	Yes
Diamond Kings	2025 Summer Ba	8/1/2025	8/3/2025	Tournament	288	576	\$367,200	No
Dirty Diamonds at The Lake	2025 Dirty Diamo	8/1/2025	8/3/2025	Tournament	200	60	\$255,000	No
LM Media Worldwide. LLC	2025 Camp Leno:	8/5/2025	8/7/2025	Group Tour	40	40	\$11,040	No
Jefferson Tours & Charters	Summer In The A	8/12/2025	8/15/2025	Group Tour	55	150	\$40,480	Yes
Lake George Area Bus Tours	2025 Seacoast Sl	8/22/2025	8/25/2025	Group Tour	25	39	\$18,400	Yes
Teamsters Local Union 294	New York State C	8/24/2025	8/27/2025	Conference	100	300	\$218,000	Yes
Gunther Charters & Tours	2025 Queen of Tr	9/1/2025	9/4/2025	Group Tour	55	105	\$40,480	Yes
Tourific Travel & Tours	2025 LG Tourific	9/4/2025	9/5/2025	Group Tour	40	25	\$14,720	Yes
National Society Clinical Rhe	2025 Annual Rhe	9/4/2025	9/7/2025	Conference	60	180	\$130,800	Yes
Gunther Charters & Tours	2025 Queen of Tr	9/8/2025	9/11/2025	Group Tour	55	105	\$40,480	Yes
NYS County Highway Superi	2025 NYSCHSA :	9/12/2025	9/17/2025	Conference	125	391	\$461,250	Yes
Queensbury Union Free Sch	2025 Cross Coun	9/13/2025	9/13/2025	Tournament	800	400	\$539,500	Yes
MONTGOMERY BAR ASSO	Bench Bar Confei	9/18/2025	9/21/2025	Conference	110	240	\$239,800	Yes
Wolfs Motorcoach	Adventures of the	9/18/2025	9/22/2025	Group Tour	55	140	\$50,600	Yes
Anderson Coach & Travel	2025 Adirondack	9/18/2025	9/21/2025	Group Tour	55	90	\$40,480	Yes
First Choice Tours	2025 A Lake Geo	9/19/2025	9/21/2025	Group Tour	50	50	\$27,600	Yes

BOOKINGS EVENT DATES

Bus America Group Tours Inc	Countryside Trav	9/19/2025	9/20/2025	Group Tour	55	60	\$20,240	Yes
Bus America Group Tours Inc	Salamanca Trave	9/19/2025	9/21/2025	Group Tour	55	60	\$30,360	Yes
Friendship Tours	2025 Adirondack	9/19/2025	9/21/2025	Group Tour	55	70	\$30,360	Yes
New York National Guard	2025 National Ga	9/22/2025	9/26/2025	Conference	115	460	\$313,375	Yes
Association of School Busine	2025 Fall Leaders	9/24/2025	9/25/2025	Conference	100	65	\$109,000	No
NYS Rural Housing Coalition	2025 Annual Con	9/24/2025	9/26/2025	Conference	150	300	\$245,250	Yes
United Church of God	2025 Feast of Tat	9/25/2025	10/7/2025	SMERF/Reunio	500	600	\$616,300	Yes
Sisters on the Fly	2025 Fall Camp C	9/26/2025	9/28/2025	SMERF/Reunio	40	90	\$31,080	No
MPI Upstate NY	MPI UNY Fall For	9/29/2025	9/30/2025	Conference	45	25	\$35,050	No
Merrimack Valley Credit Unio	2025 Annual Boar	10/3/2025	10/5/2025	Conference	60	100	\$98,100	Yes
Country Travel Discoveries	2025 Fall Getawa	10/3/2025	10/4/2025	Group Tour	50	40	\$18,400	Yes
Lake George Area Weddings	2025 O'keefe We	10/3/2025	10/5/2025	Wedding	200	45	\$180,000	No
Upstate New York Thunderbi	2025 Thunderbird	10/3/2025	10/4/2025	Special Event	20	20	\$21,800	Yes
Mirth Films	2025 Wild in The	10/4/2025	10/5/2025	Special Event	300	40	\$257,000	Yes
Kayak Bass Fishing	2025 New York Si	10/4/2025	10/4/2025	Tournament	100	50	\$31,670	Yes
Northeast Unlimited Tours Inc	2025 October Noi	10/5/2025	10/6/2025	Group Tour	50	25	\$18,400	Yes
Vangalder Bus	2025 Adirondack	10/5/2025	10/6/2025	Group Tour	55	60	\$20,240	Yes
LIVING CHURCH OF GOD	2025 Regional Me	10/6/2025	10/15/2025	SMERF/Reunio	150	549	\$186,100	Yes
New York State Assessors A:	2025 Fall Confere	10/7/2025	10/9/2025	Conference	250	525	\$496,250	No
Country Travel Discoveries	2025 Fall Getawa	10/10/2025	10/11/2025	Group Tour	50	40	\$18,400	Yes
Starr Bus Charter & Tours	2025 Fall Splend	10/12/2025	10/14/2025	Group Tour	55	80	\$30,360	Yes
Special Olympics New York	2025 Special Olyr	10/17/2025	10/19/2025	Tournament	600	432	\$936,000	No
North Stars Soccer Club	2025 4th Annual (10/17/2025	10/19/2025	Tournament	1,000	120	\$676,500	No
Lets Play Scrabble	2025 Scrabble To	10/17/2025	10/19/2025	Tournament	140	150	\$127,200	No

BOOKINGS EVENT DATES

New York State Association of	2025 Real Proper	10/19/2025	10/23/2025	Convention	75	190	\$195,625	No
CWICNY	20th Annual North	10/21/2025	10/22/2025	Conference	50	10	\$26,500	Yes
National Utilities Revenue Pr	2025 Annual Con	10/22/2025	10/24/2025	Conference	100	70	\$163,500	No
New York State Occupational	2025 NYSOTA Ar	10/24/2025	10/26/2025	Conference	88	172	\$143,880	Yes
Chartrand Inc	Adirondacks Fall	10/25/2025	10/25/2025	Group Tour	55	55	\$10,120	Yes
Young Invincibles NY	Young Invincibles	11/1/2025	11/3/2025	SMERF/Reunio	25	44	\$19,425	Yes
Adirondack Youth Hockey (A)	2025 Adirondack	11/7/2025	11/10/2025	Tournament	300	375	\$424,500	No
NYSPPHSAA (NYS Public Hig	2025 NYSPPHAA	11/13/2025	11/15/2025	Tournament	3,000	600	\$3,141,000	No
Eastern States Archeological	92nd Annual Mee	11/13/2025	11/15/2025	Conference	150	300	\$245,250	Yes
Northeast Instrumental Music	2025 Northeast Ir	11/20/2025	11/23/2025	Special Event	200	240	\$436,000	No
Southern Adirondack Child C	2025 Early Childh	11/21/2025	11/23/2025	Conference	20	40	\$32,700	Yes
NYSPPHSAA (NYS Public Hig	2025 Girls Volleyt	11/21/2025	11/23/2025	Tournament	4,500	900	\$2,745,000	No
Starr Bus Charter & Tours	2025 Holiday Tou	11/29/2025	12/1/2025	Group Tour	56	90	\$30,912	Yes
Total 2025 Bookings: 84					26,999	14,283	\$26,976,098	
Afrim's ADK - The Dome	2026 U16 Girls Fi	1/10/2026	1/11/2026	Tournament	150	100	\$127,500	Yes
Adirondack Youth Hockey (A)	2026 Girls Norths	1/16/2026	1/19/2026	Tournament	700	1,400	\$1,190,000	No
Adirondack Youth Hockey (A)	2026 Adirondack	1/23/2026	1/25/2026	Tournament	170	300	\$216,750	No
Afrim's ADK - The Dome	2026 Boys U16 F	2/7/2026	2/8/2026	Tournament	200	150	\$170,000	Yes
Adirondack Youth Hockey (A)	2026 Adirondack	2/20/2026	2/22/2026	Tournament	350	375	\$446,250	No
Northeast Story Telling	2026 Sharing The	3/26/2026	3/28/2026	Conference	100	75	\$111,000	Yes
New York Alliance for Inclusiv	2026 Pre & Annu	4/14/2026	4/17/2026	Conference	375	1,000	\$948,750	No
Capital Area Fire Districts As	CAFDA Conferen	4/23/2026	4/25/2026	Conference	83	166	\$135,705	Yes
Zonta District 2	Zonta 2026 Sprin	4/24/2026	4/25/2026	Conference	80	15	\$41,700	No
NYS Association of Professic	2026 Strategic Pl	4/30/2026	5/2/2026	Conference	40	50	\$65,400	Yes

BOOKINGS EVENT DATES

New York State Federation o	2026 Annual Con	5/2/2026	5/3/2026	Conference	100	100	\$109,000	Yes
NYS Conference of Mayors	2026 NYS Confer	5/13/2026	5/15/2026	Conference	350	300	\$391,650	Yes
NEW YORK CONFERENCE	2026 Annual Mee	5/14/2026	5/16/2026	SMERF/Reunio	150	300	\$116,550	Yes
American Volkssport Associa	2026 Northeast R	5/15/2026	5/20/2026	SMERF/Reunio	100	80	\$81,800	Yes
Fury Basketball Club	2026 Fury Basket	5/15/2026	5/17/2026	Tournament	300	200	\$382,500	Yes
New York Chapter of the Am	2026 NYC Americ	5/15/2026	5/17/2026	Conference	200	205	\$222,000	No
ADK USBC Association	2026 700 Club To	5/15/2026	5/15/2026	Tournament	50	20	\$21,250	Yes
Firefighters Association of th	2nd Annual Lake	5/15/2026	5/17/2026	Convention	195	585	\$318,825	No
Lake George Area Weddings	2026 Bone / Adar	5/16/2026	5/17/2026	Wedding	300	140	\$327,000	Yes
Federation of New York Solid	The Federation of	5/17/2026	5/20/2026	Convention	500	865	\$380,000	Yes
CSEA State Operations	2026 DOCCS CO	5/19/2026	5/22/2026	Conference	44	132	\$95,920	Yes
Bonide	2026 Bonide Groi	5/25/2026	6/1/2026	Conference	150	276	\$654,000	Yes
New York Insurance Associat	2026 Annual Con	5/28/2026	5/30/2026	Conference	100	200	\$163,500	No
Hudson Valley Volunteer Fire	2026 HVVFA Con	6/9/2026	6/14/2026	Convention	5,000	4,620	\$9,000,000	No
Hudson Valley Volunteer Fire	2026 Hudson Vall	6/10/2026	6/12/2026	Convention	75	30	\$54,375	No
Lake George Area Weddings	2026 Tricolla Wec	6/11/2026	6/13/2026	Wedding	80	160	\$225,300	Yes
Lake George Area Weddings	2026 Duick Wedd	6/13/2026	6/13/2026	Wedding	150	150	\$81,750	Yes
Model T Ford Club of Americ	Model T Ford Clu	6/20/2026	6/26/2026	Convention	150	450	\$388,500	Yes
SKAL International	2026 SKAL Annu:	6/23/2026	6/24/2026	Board Meeting	10	20	\$10,900	Yes
Lake George Area Family Re	Lyman Family Re	7/8/2026	7/13/2026	SMERF/Reunio	250	150	\$222,900	Yes
Friends General Conference	2026 FGC Gather	7/12/2026	7/17/2026	SMERF/Reunio	274	1,370	\$425,796	Yes
Lake George Area Weddings	2026 Moccia Wec	7/17/2026	7/19/2026	Wedding	250	200	\$408,750	Yes
New York State Plumbing He	2026 NYS PHCC	7/22/2026	7/26/2026	Convention	25	100	\$68,125	No
The Lake George Games Ex	2026 Annual Expr	7/26/2026	7/27/2026	Special Event	100	100	\$74,000	Yes

BOOKINGS EVENT DATES

LM Media Worldwide. LLC	2026 Camp CHEI	7/27/2026	7/29/2026	Group Tour	10	24	\$5,520	No
Lake George Area Weddings	2026 Leblanc / Le	8/21/2026	8/23/2026	Wedding	150	100	\$245,250	Yes
Lake George Area Weddings	2026 Audi Weddi	8/29/2026	8/29/2026	Wedding	150	100	\$81,750	Yes
Gunther Charters & Tours	2026 Queen of T	9/4/2026	9/6/2026	Group Tour	55	70	\$30,360	No
Lake George Area Family Re	2026 Collucci Col	9/24/2026	9/27/2026	SMERF/Reunio	20	60	\$17,040	Yes
Jason Sherry Management, l	Lake George Trib	9/24/2026	9/27/2026	Special Event	1,000	640	\$2,530,000	No
Celebration of The Nations	2026 Festival of T	9/28/2026	10/11/2026	Special Event	1,500	3,300	\$7,770,000	Yes
National Professional Fishing	Lake George Pro	10/9/2026	10/11/2026	Tournament	300	300	\$382,500	Yes
Total 2026 Bookings: 41					14,336	18,978	\$29,239,866	
LIVING CHURCH OF GOD	2027 Regional Me	10/15/2027	10/23/2027	SMERF/Reunio	150	440	\$266,850	No
Total 2027 Bookings: 1					150	440	\$266,850	