



**Tourism Committee
AGENDA
January 20, 2026**

Committee Members: TURNER, Crocitto, Strough, Runyon, Gilligan, Butler, Smith

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 Chairwoman Turner.
 - II. Motion to approve minutes of the December 1, 2025 Tourism Committee meeting.
 - III. Privilege of the floor and public comment:
 - IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To authorize an agreement with the Adirondack Regional Tourism Council for regional marketing services in the amount of **\$48,222.00** as required by the New York State Matching Funds program.
Rationale: To continue the contractual relationship for regional marketing services including digital and social media, website, email marketing and mobile tracking. Funding is matched by the New York State Matching Funds grant program.
 - b. **Resolution Request:** To authorize a new contract for two years with Wine Water and Wonders of New York State in the amount of **\$15,000 per year**.
Rationale: To include the Lake George Area in existing and new international marketing efforts.
 - V. Discussion Items:
 - a. Tourism Director Year in Review Report
 - VI. Referrals: None
 - VII. Privilege of the floor and public comment
 - VIII. Motion to adjourn
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Attachment #1: Resolution Form 20 to authorize agreement with Adirondack Regional Tourism Council

Attachment #2: Resolution 479 of 2024

Attachment #3: Resolution Form 3 New contract with Wine, Water and Wonders

Attachment #4: Resolution 591 of 2023

Attachment #5: 2025 Year in Review 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 an agreement with the Adirondack Regional Tourism Council for regional marketing services in the amount of \$48,222.00 as required by the New York State Matching Funds program.

- (b) Details:
To continue the contractual relationship for regional marketing services including digital and social media, website, email marketing and mobile tracking. Funding is matched by the New York State Matching Funds grant program.

- (c) Previous Resolution Number:
Resolution No. 479 of 2024

- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:
A.6417.0001 470 - Tourism-Contract \$48,222.00

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

* as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 479 OF 2024

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

EXTENDING AGREEMENT WITH THE ADIRONDACK REGIONAL TOURISM COUNCIL, INC. FOR REGIONAL MARKETING SERVICES

WHEREAS, the Director of Tourism requested, and the Tourism & Occupancy Tax Coordination Committee approved, to continue the contractual relationship (the previous agreement being authorized by Resolution No. 92 of 2023), with the Adirondack Regional Tourism Council, Inc., for regional marketing services, including digital and social media, website, email marketing and mobile tracking, in an amount not to exceed Sixty-Five Thousand Dollars (\$65,000), for a term commencing January 1, 2025 and terminating December 31, 2025, now, therefore, be it

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with the Adirondack Regional Tourism Council, Inc., Crestview Plaza, 1992 Saranac Ave., Suite 3, Lake Placid, New York 12946, for regional marketing services, including digital and social media, website, email marketing and mobile tracking, in an amount not to exceed Sixty-Five Thousand Dollars (\$65,000), for a term commencing January 1, 2025 and terminating December 31, 2025, in a form approved by the County Attorney, and be it further

RESOLVED, that the funds shall be expended from Budget Code A.6417.0001 470 Tourism/Occupancy, Tourism, Contract.

RESOLUTION REQUEST FORM NO. 3

Request for New Contract

DEPARTMENT NAME: Tourism

DATE: January 20, 2026

- (a) Is this a Result of a Bid or Request for Proposal? **No**
- (b) Purpose of Contract: **Authorization to go into contract with Wine Water and Wonders of New York State**
- (c) Name of Contractor: **Wine Water and Wonders of New York State**
- (d) Address of Contractor: **45 East Avenue, Suite 400, Rochester, NY 14604**
- (e) Contractor's Contact Person and Telephone Number:
Diana Rapp Keating, President, 585-279-8314, dianar@visitrochester.com
- (f) Has or will the Contract be provided, if so, please attach:
- (g) Commencement Date of Contract: **January 1, 2026**
- (h) Termination Date of Contract: **December 31, 2027**
- (i) Payment Provisions:
 - i) lump sum amount
 - ii) hourly rate amount
 - iii) total amount not to exceed **\$30,000**
 - iv) how will payments be made (i.e. monthly, quarterly, upon completion of the project, etc. **Two-year commitment of \$15,000 per year**
- (j) Where are the Funds for this Contract? List Budget Code, Object Code, Full Title* and Amount: **OR Capital Project OR Capital Reserve Project Number, Title, and Amount: **A.6417.001.480 Promotion \$30,000****

**Sample: A.1010 470 Legislative Board – Contract \$xx.xx
Capital Project No. H289.9550 480 – Old Jail Renovations \$xx.xx**

*as listed in budget and LOGOS

Warren County Board of Supervisors

RESOLUTION NO. 591 OF 2023

RESOLUTION INTRODUCED BY SUPERVISORS MERLINO, DICKINSON, DIAMOND, STROUGH, WILD, RUNYON AND FRASIER

AUTHORIZING AGREEMENT WITH WINE WATER AND WONDERS, INC. TO INCLUDE THE LAKE GEORGE AREA IN NEW AND EXISTING INTERNATIONAL MARKETING EFFORTS

RESOLVED, that the Warren County Board of Supervisors hereby authorizes the Chair of the Board of Supervisors to execute an agreement with Wine Water and Wonders, Inc., 45 East Avenue, Suite 400, Rochester, New York 14604, in an amount not to exceed Thirty Thousand Dollars (\$30,000), to include Lake George Area in new and existing international marketing efforts, for a term commencing January 1, 2024 and terminating December 31, 2025, in a form approved by the County Attorney, and be it further

RESOLVED, that the funds for this agreement shall be expended from Budget Code A.6417.0001.481 Tourism/Occupancy, Tourism, Tourism Promotion.

2025 Marketing & Communications Performance Summary

Warren County Tourism

Reporting Period: January–December 2025

E-Blast Performance (2025 Totals & Averages)

Warren County Tourism **distributed 350,040 marketing emails in 2025**, achieving strong engagement rates relative to industry benchmarks.

- Emails Opened: 142,220 (40.6% open rate)
- Link Clicks: 4,764 (3.3% click-through rate)
- Bounce Rate: 10,143 (2.9%)
- Unsubscribes: 858 (0.2%)

2025 Travel Guide Distribution

A total of **118,146 travel guides were distributed, so far**, through a diversified mix of in-market, paid, show-based, and direct-mail channels.

In-Market Distribution

- 31,706 guides delivered to 192 local businesses
- Albany Airport Information Center: 1,176

Shows & Events

- Local shows/events: 3,080
- Anderson's RV & Campground Shows (paid): 4,704
- NY Best Vacation Experiences: 616

Paid Distribution (70,616 total)

- I-87 Welcome & Info Centers: 39,320
- BCI Central NY Distribution Center: 8,736
- Vermont Info Center: 5,000
- Getaways on Display (PA): 25,000
- Saratoga Heritage Center: 560

Direct Mail

- Mass mailings: 1,288 (AAA and partners across NY, NJ, PA, OH, Montreal)
- Individual mailings: 4,960, with strongest demand from NY, MA, PA, NJ, plus Canada and select national markets

Website Content: visitlakegeorge.com

Event Content Distribution

- **527 events** added to visitlakegeorge.com in 2025.
- **51 events** added to the I Love NY website

Blog Content

- 20 new blogs written
- 71 blogs updated or edited
- **91 total blog** actions supporting SEO and evergreen content growth

Accounts & Offers

- 36 new business accounts uploaded
- 48 promotional offers/coupons created
- Promotional program launched June 16, 2025

Ongoing Efforts

- Continuous listing updates
- Active SEO tracking and AI-driven optimization

Social Media (managed internally)

In 2025, Lake George Area Tourism continued to strengthen its digital leadership position across major social platforms, delivering exceptional reach, engagement, and website traffic. Our strategy successfully leveraged Facebook for large-scale awareness and website traffic, while Instagram drove strong organic growth and younger audience engagement. Emerging platforms like Threads and Pinterest further expanded reach with minimal financial investment.

Facebook Performance (Primary Reach & Traffic Driver)

- **70.7 million total views**
- **1.07 million link clicks**
- Core audience: **Families and Gen X**
- **Top age group:** Women ages 45–54 (27%), followed by 35–44 (22%)

Top Results

- *Lake George Winter Carnival* (paid event post):
35,236 link clicks | 1.25M reach | 2.1M impressions
- *Camping promotion* (paid, non-event):
20,837 link clicks | 3.24M impressions
- *Scenic Fort George Road reel* (organic):
280,866 views | 4,993 likes | high engagement

Market Leadership

- **Most followed official tourism Facebook page in the Adirondacks**
 - Lake George Area: **380,313 followers**
 - Visit Adirondacks: 127,000
 - Roost/Lake Placid ADK: 102,000

Instagram Performance (Fastest Growth Platform)

- Followers grew **64,406 → 73,117 in 2025**
- **4.2 million views**
- **68,950 link clicks** (more than double 2024)
- Growth driven primarily by **organic content**

Audience

- Strong reach with **Millennials and Gen Z**
- Largest segment: Women ages 35–44 (34%)

Top Content

- *Adirondack Balloon Festival* (organic post):
3,534 likes | 1,738 shares
- *Garnet Mining reel* (organic post):
515,509 views | 14.4K likes
- *Start Planning Your Summer Vacation* (boosted):
618,484 views | 1,235 follows

Competitive Position

- On track to become the **most followed tourism Instagram account in the Adirondacks** by **spring/summer 2026**

Threads

- Fully organic growth
- Followers increased **11,931 → 13,712**
- Top post: Frozen Glen Lake video

Pinterest

- Fully organic strategy
- **55.6K impressions** and **18.3K audience reach**
- Strong engagement with **Millennials and Gen Z**
- More balanced gender audience than other platforms

Paid Media (contracted with vendor)

Paid Social

- **19.4M impressions, 4.1M reach, 405,773 clicks**
- **CTR: 2.09%**, well above the travel benchmark of **0.90%**
- Strong engagement (**450,157 post engagements**)
- Top-performing campaigns included **General Discounts, Pet-Friendly, Lodging, and Top Attractions**, all exceeding 2.8–3.1% CTR.
- Outdoor Adventure drove the largest volume, while niche campaigns delivered the highest efficiency.

Connected TV (CTV)

- **3.85M impressions, 99.16% video completion rate**
- **20,418 website visits** (despite non-clickable placements)
- Audience skewed heavily **55+**

Digital Video

- **26,486 website visits, 2,214 clicks**
- **CTR: 0.05%, Video Completion Rate: 61.02%** (below 70% benchmark)
- Best completion rates came from **shorter :15 spots**, especially family-focused creative.

Audio Advertising

- **681,041 impressions**
- **96.09% completion rate**, exceeding the **85% benchmark**
- **4,160 website visits**

Native Advertising

- **10.6M impressions, 86,562 clicks**
- **CTR: 0.82%**, nearly **3x the benchmark (0.30%)**
- **215,936 website visits**
- Outdoor Adventure and General Events were the top traffic drivers.

Retargeting

- **1.77M impressions, 6,111 clicks**
- **18,410 website visits**
- CTR exceeded the **0.15% benchmark**

Google Ads (Search)

- **74,100 clicks, 12.53% CTR** (vs. 4.68% benchmark)
- **Avg. CPC: \$0.53**, far below the **\$1.53 benchmark**
- **468 conversions**
- Top campaigns: **Things to Do, Events, and On the Water**

Google Analytics (On-Site Performance)

- **187,329 sessions, 155,786 users**
- **Engagement rate: 42.68%**
- **Google CPC traffic** showed the **highest engagement rate (75.86%) and longest session duration (4:39)**.

Key Takeaways

- Warren County Tourism delivered a **strong, integrated marketing performance** across paid media, social platforms, email, content, website, and print—reinforcing Lake George Area’s presence in core regional and cross-border markets.
- **Paid Social, Native, and Google Ads were the top-performing channels**, consistently exceeding CTR and CPC benchmarks and efficiently driving engagement and conversions.
- **Upper-funnel channels** (CTV, Audio, Digital Video) drove broad awareness, while **Search, Native, and Paid Social** captured high-intent traffic; digital video remains a key optimization opportunity.
- **Email marketing and travel guide distribution demonstrated strong audience health and intent**, with high engagement, minimal fatigue, and a focus on drive markets and high-intent travelers.
- The **Lake George Area website continued to serve as a regional events hub**, supported by fresh, SEO-driven content and new promotional offers designed to drive conversions.
- **Social media leadership remained strong**, with Facebook leading reach and traffic, Instagram delivering rapid organic growth, and emerging platforms efficiently expanding reach and audience diversity—solidifying Lake George Area’s digital leadership across the Adirondacks.