



**Tourism Committee  
AGENDA  
February 23, 2026**

Committee Members: TURNER, Crocitto, Strough, Runyon, Gilligan, Butler, Ex-Officio

*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.*

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- I. Committee meeting called to order by Chairwoman Turner.
  - II. Motion to approve minutes of the January 20, 2026 Tourism Committee meeting.
  - III. Privilege of the floor and public comment:
  - IV. Action Agenda/New Business Items: None
  - V. Discussion Items:
    - a. Tourism Director Report
  - VI. Referrals: None
  - VII. Privilege of the floor and public comment
  - VIII. Motion to adjourn
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**Attachment #1:** Tourism Director Report



# Marketing & Communications Performance Report

Warren County Tourism

Reporting Period: January 1 - January 31, 2026

## Executive Summary

The January 2026 Marketing & Communications performance for Warren County Tourism reflects a strong start to the year, driven by high engagement with winter-themed content and paid media campaigns that exceeded industry benchmarks. Across email, website, social media, guide distribution, and vendor-managed advertising, efforts generated significant reach, traffic, and user engagement—particularly around Winter Carnival, ice bars, lodging, and seasonal activities. Paid Social and Google Ads were standout performers, while awareness channels such as Connected TV and audio delivered exceptional completion rates. Overall, the data indicates effective winter positioning, strong audience interest, and quality on-site engagement.

## E-Blast Performance (2025 Totals & Averages)

On January 14, 2026 Warren County Tourism released, Nobody does WINTER like the Lake George Area.

- Emails Opened: 12,078 (39.0% open rate)
- Link Clicks: 277 (2.3% click-through rate)
  - Top 5:
    - *Coollest Ice Bars Blog*
    - *Stay Year-Round Page*
    - *YouTube Link*
    - *TR's Restaurant & Lounge Ice Bar Event*
    - *Winter Activities Page*
- Bounce Rate: 237 (0.8%)
- Unsubscribes: 109 (0.4%)

## 2025 Travel Guide Distribution

January marked the completion of 2025 guide fulfillment and the rollout of 2026 guides to paid distribution partners.

## In-Market Distribution (2025)

- 500 guides delivered to 150 local businesses and visitor centers

## Shows & Events (2025)

- NYSTIS Consumer Shows: 1,200

## Direct Mail (2025)

- Individual Mailings: 142 throughout the U.S. and 1 mailed to Canada (QC)

## Paid Distribution (2026)

- ADK Welcome Center: 5,000 (replenished monthly)
- Clifton Park Info Center: 8,000
- Getaways on Display/PA on Display: 25,080
- Vermont Info Centers: 5,000
- Brand Connect Innovations, LLC: 4,000
- Warren County Municipal Center 71,920
- High Peak NYS DOT Center off I87 N&S Bound: \*waiting on shipment of 6,000

## Website Content: [visitlakegeorge.com](http://visitlakegeorge.com)

### Event Content Distribution

- 60 events added to [visitlakegeorge.com](http://visitlakegeorge.com) in
- 3 events added to the I Love NY website

### Blog Content

- 5 blogs written / updated
- In Progress

### Accounts & Offers

- 3 New Business Accounts Uploaded:
- 7 promotional offers / coupons created

### Additional Content Highlights

- Lake George Winter Carnival Hub Page
- Whitewater rafting listings updated

### Ongoing Efforts

- SEO tracking + AI optimization
- AudioEye integrated for accessibility compliance
- Prior year's media sponsors cataloged into Media/PR CRM

# Social Media (managed internally)

## Facebook Performance

- 5.75 million total views
- 1.07 million link clicks

### Top Results

- *Lake George Winter Carnival* (paid event post):  
25,016 link clicks | 1.16M views | 1.86M impressions
- *Happy New Year* (organic):  
520 likes | 196 comments

## Instagram Performance

- Followers grew 73,117 → 73,547
- 776,346 views
- 68,950 link clicks

### Top Content

- *Ice Bars in the Lake George Area – Part 1 Reel (organic)*  
33,374 | 1,701 likes | 1,220 shares | 164 saves

## Threads

- Followers 13,712
- Top post: *Harry Styles trend post*

## Pinterest

- Impressions 4,653
- Saves 53
- Top Pins
  - *10 Winter Activities for People Who Don't Like the Cold* – 131 impressions
  - *Lake George Winter Carnival* – 120 impressions
  - *Igloo Dining in the Lake George Area* – 117 impressions

# Paid Media (contracted with vendor)

## Paid Social

- 2.68M impressions
- 60,165 clicks
- 2.24% CTR (benchmark: 0.90%)

- Top campaigns: Winter Carnivals & Lodging (4%+ CTR)

## Connected TV (CTV)

- 98.57% video completion rate
- 1,203 website visits

## Digital Video

- 884K impressions
- 68.64% completion rate (slightly below 70% benchmark)
- 15-second creative outperformed 30-second

## Audio Advertising

- 97.30% completion rate (above 85% benchmark)

## Native Advertising

- 0.78% CTR (benchmark: 0.30%)
- 14,630 website visits

## Retargeting

- 0.39% CTR (benchmark: 0.15%)
- Strong follow-up engagement

## Google Ads (Search)

- 42,317 impressions
- 4,447 clicks
- 10.51% CTR (vs. 4.68% benchmark)

## Google Analytics (On-Site Performance)

- 12,045 sessions
- 49.63% engagement rate
- 2:03 avg. session duration
- Google CPC delivered strongest on-site engagement quality