

Tourism Committee Meeting

March 2, 2020

Warren County Tourism Department



2019 Key Performance Indicators

- **Smith Trend Hotel Demand**
- **All The Rooms Short-Term Rental Demand**
- **Website Analytics**
- **Facebook Analytics**
- **Instagram Analytics**
- **2019 Media Report – Workshop Presentation**



Smith Trend Report

- 2018 Demand 1,020,841
- 2019 Demand 1,029,362
- YOY Demand Up 8,521 rooms
- 2019 Average Daily Rate \$152
- 2019 Revenue \$156,396,766

2019 is the second year that room demand has exceeded 1 million rooms since 2008.

ATR Year-over-Year Comparison

	Demand 2018	Demand 2019
AirBnb	35,463	41,808
HomeAway-Vrbo	N/A	51,092
Total Units Sold		92,900

Average Daily Rate	\$287.26
Revenue	\$27,471,557

Website Analytics

Sessions:

2017 1,068,745

2018 1,370,329

2019 1,853,801

(73% increase in last 3 years)

Devices Used:

Mobile and Tablet 81%

Website Page views

Page Views: 3,892,531

Most Visited Event - Adk Balloon Festival: 94,778 page views

Second Most Visited Event - Americade: 77,407 page views

Most Visited Attraction - Factory Outlets: 137,935 page views

Most Visited Section - Events: 786,457 (20% of total page views)

Most Searched Term - Fireworks

Website Demographics

Age:

4% Gen Z (18-24)

18% Millennial (25-39)

20% Gen X (35-49)

44% Boomers (50-68)

14% Silent (65+)

Gender:

Female 58.5%

Male 41.5%

Location:

United States = 84%

56% New York (30% NYC DMA)

10% NJ

8% MA

6% PA

6% CT

Canada = 12% (87% Quebec)

Social Media



Instagram Profile

20,000 Followers

17% New York City

69% Female

53% Ages 25-44 Millennial

36% Ages 45-64 Boomers

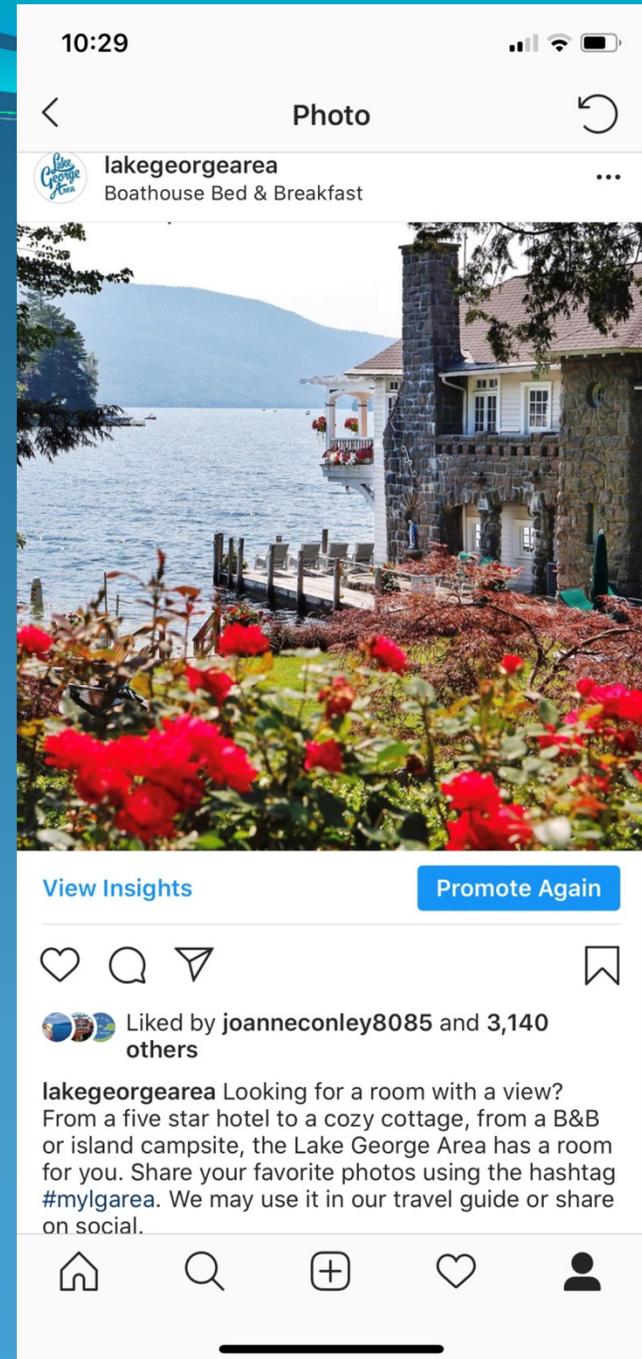
5% Ages 65+



Social Media

Instagram Sample Boathouse B&B

- 3,150 Likes
- 67 Comments
- 261,796 Impressions
- 159,099 Discovery:
number unique accounts

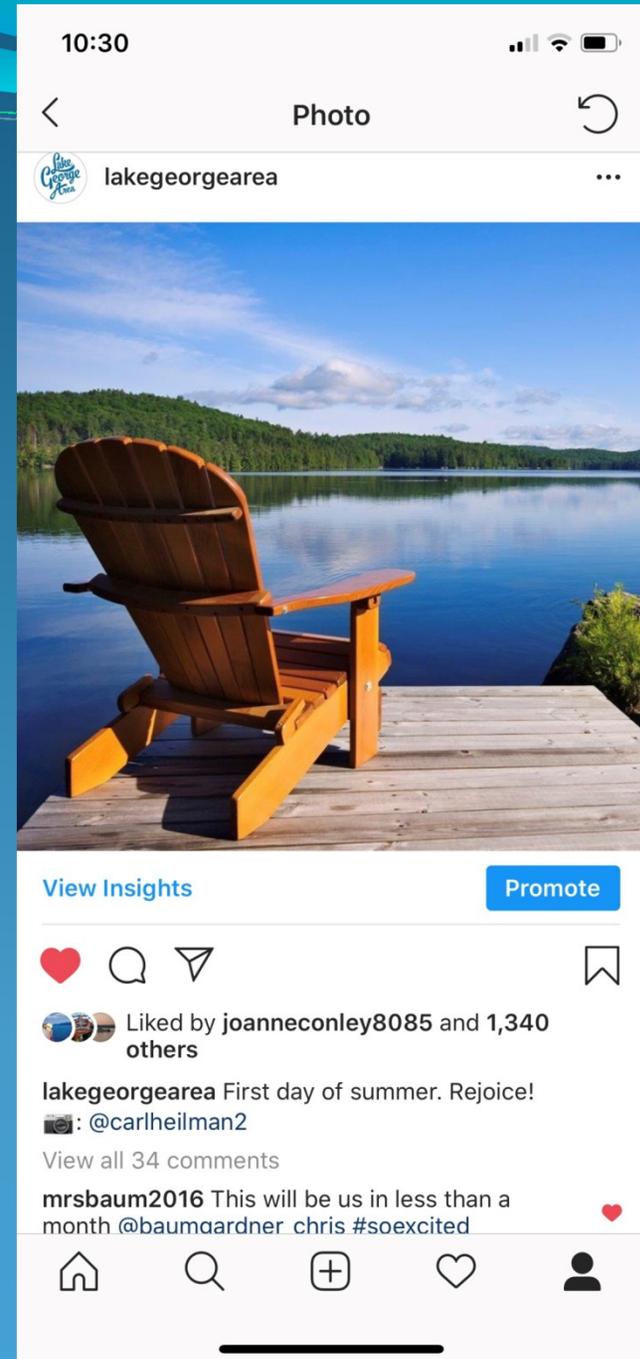




Social Media

Instagram Sample First Day of Summer

- 1,341 Likes
- 34 Comments
- 13,980 Impressions
- 11,240 Discovery:
number unique accounts



Tuesday



It's time for an adventurous getaway into the woods, and this rustic cabin in Lake George is what you need to have the perfect vacation! Sleeping up to 6 guests and with a rustic look, this Vacation rental will help you enjoy Lake George the most.

Photo: @airbnb

#TravelingTips #ATRTravelingTips #ATRTraveler
#MustVisit #VacationRental #VacationRentals
#ShortTermRentals #Vacations #Travel
#CityOfTheWeek #TravelData #AllTheRooms
#TravelingWithATR #LearningWithATR
#ATRTravelFacts #LakeGeorge #NewYork #Town
#Fact #WhatToDo #Mylgarea



Bonus Instagram Promotion



Wednesday



Hey Shopaholics, we've got great news! Right in town, you can find The Outlets at Lake George, with different stores such as Adidas, Old Navy, New Balance, Michael Kors, Coach, and many others. What are you waiting for?
#VisitLakeGeorge

@lakegeorgearea

#TravelingTips #ATRTravelingTips #ATRTraveler
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Social Media



Facebook Profile

327,000 Followers

9.4% New York City

75% Female

31% Ages 25-44 Millennial

31% Ages 45-64 Boomers

11% Ages 65+



Social Media

Adirondack Balloon Fest Post Performance

- 7,586 Likes
- 1,972 Shares
- 1,449 Comments
- 33,157 link clicks
back to our website
to read the article

Lake George Area
Published by Lake Area [?] · September 6, 2019 · 🌐

You know fall has arrived when the 47th Annual Adirondack Balloon Festival takes off!

Don't miss the wild shapes and colors of this classic balloon festival on September 19-22.

VISITLAKEGEORGE.COM
2019 Adirondack Balloon Festival | Lake George, NY Official Website

[Learn More](#)



Social Media

Beaches Blog Post Performance

- 3,257 Likes
- 490 Shares
- 302 Comments
- 20,849 link clicks back to our website to read the article

Lake George Area
Published by Lake Area [?] · July 15, 2019 · 🌐

Summer is for swimming! Dive into our blog on Lake George Area beaches.

VISITLAKEGEORGE.COM
Lake George Beaches and Beyond | Lake George, NY Official Tourism Site

[Learn More](#)

Ice Bar Video results



Facebook:
628,442
Video plays
69,390
Thruplays

Instagram:
210,806
Views
4,232
Link clicks

Next Short Length Video

2021 Winter Carnivals



THE Original Vacation IS Calling!



VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

WARREN COUNTY TOURISM DEPARTMENT
2020 MARKETING PLAN

THE *Original* VACATION!
VISITLAKEGEORGE.COM

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

The Lake George Area is an iconic vacation destination.

From the beauty of Lake George to flagship attractions, from the vibrant downtown City of Glens Falls to outdoor recreation in the Gore Mountain Region, there is quite literally something for everyone.

It is the role of the Tourism Department to promote and support our vital tourism industry through marketing, collaboration and communication with our visitors and business partners alike.

2020 Budget \$2,479,073

Promotion	\$1,584,673
Contract	\$285,297
Staff	\$587,703
Misc.	\$21,400

Spending Strategy

Spring-Summer 65%

Fall 25%

Winter 10%

Content Calendar

January: Ice Bars

February: Winter Carnivals

March: Maple Days

April: Whitewater Rafting, Staycation

May: Summer Kickoff

June, July, August: Family, Adventure, On the Water

September, October: Fall Festivals, OktoberFests

November: Shopping, Indoor Adventure

December: Winter Recreation, Downhill Skiing

2020 Media

Presentation by
Workshop

Tentative March 30 Meeting

Travel Trade 2019 Recap and 2020 Outlook



VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

Itineraries

March Maple Days & Year Round Farm Fun



Yes folks, the sap is running and Thurman Maple Days are the perfect way to chase away those winter blues with a visit to the Lake George area's four largest maple sugar houses, all located in Thurman and Athol, NY, minutes from Lake George Village.

HAUNTS & JAUNTS



Recount the region's storied past and awesome mysteries with this tour of the haunted North Country! Groups can investigate the mysterious things that go bump in the night with this spooky tour. Whether its good natured fun or serious historical research you're looking for, this itinerary is sure to be a hair-raising adventure.



All Hands On Deck: An Experiential Tour of the Lake George Area



Passive Sightseers need not apply for this itinerary because it's time for the group to roll up their sleeves and be part of the action! This itinerary targets active travelers that want something out of the ordinary, an authentic tour experience that only the Adirondacks can provide. Check out these do it yourself, hands-on activity tour options.



American Bus Association 2020



American Bus Association

- 42 Appointments Conducted with 22 Success Reports!
- Visit Adirondacks Sponsors of Appointment Time Clock and Educational Speaker
- 10X20 Booth on Marketplace Floor
- Booth Incentive
- I Love New York Tour Operator Breakfast Sponsors
- New York State Dine Around Event



OMAHA
ABA's
MARKETPLACE 2020



Published annually since 1989!

Reporting

Information
provided by the report

- Tour Operator Name
- City Data
- Hotel Property Name
- Group Nights
- Market Segment
- Special Events
- Itinerary Name
- Directory of Accounts