



Lake George Regional Convention & Visitors Bureau

Lake George Regional Convention & Visitors Bureau (LGRCVB)

2020 Sales & Marketing Plan

### Destination Overview: Growth and Opportunity

The Lake George/Warren County region is in the midst of a major period of growth in, new branded hotels and supply of guest rooms and in major real estate transactions and investments in the hospitality industry.

More than \$100 million in real estate investments and transactions have been made in the region in the last five years, according to the Albany Business Review, providing clear evidence of the confidence that major hotel organizations and private-sector investors have in the growth potential of our community.

The economic benefits to our communities are significant. Even as the area absorbed 46,000 new hotel room nights:

- Hospitality revenue has increased 3.5% over 2018, and 8.8% over 2017.
- Average daily rate (ADR) for rooms has grown 3% since 2017. (STR, June 2019)

This is a testament to the effective sales and marketing efforts led by Warren County Tourism. The LGRCVB complements these efforts by focusing on attracting meeting, convention, sports and specialty events year-round. These events help our communities by generating revenue in off-peak season, cultivating future visitor business, and helping the region transition to year-round tourism.

There is a significant opportunity to grow our region's meetings and events market, specifically targeted to corporate, general and sports meetings and events, with a focus on a unified effort to increase the lucrative wedding market. The weddings data for Warren County justify a highlighted destination marketing and sales effort. In 2018, 768 weddings took place throughout the county with an average spend of \$33,796 and aggregate sales of \$25,955,328. Competition from other venues is increasing. As a result, the projection for 2019 is 764 weddings with an average spend \$33,943 and \$25,932,452 in total sales. A focused, unified marketing effort can help bolster and protect a valuable market segment.

A Division of the Lake George Regional Chamber of Commerce

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The recent investments in the region have not only added attractive new properties to our portfolio and raised our national profile but have helped generate the additional revenue necessary for existing properties to reinvest and modernize, to improve their marketing and outreach and increase their yield.

The LGRCVB helps the owners of new and existing properties and the community at large by bringing in new and re-engaging existing meetings and events business; expanding year-round job opportunities for local residents by helping owners train and retain front-line employees and managers; helping smaller non-branded properties increase overnight room bookings and assist in their reputation management and, more importantly, building the equity of these properties as long term owners evaluate their succession plans.

The LGRCVB continually works closely with many local partner organizations to successfully host and service new and existing events to enhance the visitor experience while developing repeat business. Both marketing and hosting strategies are designed to competitively position and brand the Lake George Area as one of the nation’s premier meetings, conventions, sport, and festival event destinations.

Over the last 3 years, the LGRCVB has externally enhanced awareness and credibility in the target markets as the resource for meetings, sports and events and internally, enhanced processes and procedures to sell, communicate, track and report ROI of all activities.

YEARS	EVENTS BOOKED	ROOM NIGHTS	VISITORS
2016-2017	15	3041	4683
2018	27	7711	14139
2019*	36	10500	16170
2020	50	14438	22234

**\*2019 Goal, YTD reports as of June 30, 2019 are: 19 bookings, 5390 room nights, 38730 visitors. Currently, the CVB room nights represent approx. 1% of occupancy.**

The goals have been to enhance the awareness of the Lake George area while increasing overnight stays, visitation and, ultimately economic impact of sales and occupancy taxes.

New efforts, uniquely focused and dedicated with the goal of increasing year-round occupancy by 2.2%, will include:

- Wedding Market Sales and Marketing.
  - Forecast: +3% over 2018 actual report to get closer to the 2016 demand of 817 weddings, \$34525 per event; current forecast shows declines of 8% in three years (2016-2019).
- Continue focused efforts on mid-week Association/SMERF/Corporate meetings and events year-round.

- Association/SMERF Sales and Marketing
  - Current booked/pending/lost business – 8738 attendees, 10908 room nights
  - Forecast booked/pending/lost business – 12014 attendees, 14998 room nights
- Corporate Sales and Marketing
  - Current booked/pending/lost business – 1623 attendees, 4997 room nights
  - Forecast booked/pending/lost business – 2231 attendees, 6870 room nights
- Community Development and marketing that coordinates assets while offering a community wide, frontline employee focused tourism awareness program; target marketing efforts on behalf of the smaller properties of 50 rooms or less. Additional visitor's services in the form of an information kiosk in downtown Glens Falls.
- Closer collaboration with Warren County Tourism:
  - Website upgrades and enhancements for weddings, convention services, overall meetings markets – convention services.
  - Discussion and steps to combine online calendars with Lake George/Glens Falls.com (Mannix Marketing), Lake George Regional Chamber of Commerce and Lake George Area.
  - Produce a simultaneous customer intercept survey by Mannix, Lake George Regional Chamber of Commerce and Lake George Area using individual lists to see overlap in data and/or other visitor experience information to inform future marketing and sales efforts and expenditures.
  - Review additional data metrics including STR, other analytics to enhance the CVB efforts that WCT currently employs/purchases.

**2020 LGRCVB SALES, MARKETING, ADVERTISING, PROMOTIONAL TIMELINE**

DATE	EVENT	LOCATION	DEPARTMENT
JANUARY			
	ESPA Conference	Denver, CO	Staff Development Convention Services
	Bridal Show	Meadowlands, NJ	Wedding Sales
	Bridal Show	Long Island, NY	Wedding Sales
	Bridal Show	CT or NYC	Wedding Sales
	Sports Marketing	National	Sports Sales
	Corporate Marketing	Capital Region	Meeting Sales
	Association marketing	Capital Region	Meeting Sales
	NESAE	New England	Meeting Sales
	MPI	Upstate/NYC/NJ	Meeting Sales
	CVB Meeting	Local	Meeting Sales
	Dream Manager 3 Test Partners	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Development	Local	Community Development
FEBRUARY			
	Sports Marketing	National	Sports Sales
	Corporate Marketing Sales Mission	Capital Region	Meeting Sales
	Association Marketing Sales Mission	Capital Region	Meeting Sales
	CVB Meeting	Local	Meeting Sales
	Dream Manager partner meetings	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Development	Local	Community Development
MARCH			
	Corporate Marketing	Capital Region	Meeting Sales
	Association advertising	Capital Region	Meeting Sales
	NESAE	New England	Meeting Sales
	MPI	Upstate/NYC/NJ	Meeting Sales
	ConferenceDirect Annual Business Meeting (TBD)	TBD	Meeting Sales
	CVB Meeting	Local	Meeting Sales
	Dream Manager Test Partner Results	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Pilot with 5 Partners	Local	Community Development
APRIL			
	NASC-Sports ETA Symposium	Kansas City, MO	Sports Sales
	ESSAE – MMM Keynotes	Capital Region	Meeting Sales
	HelmsBriscoe Annual Business Conference (TBD)	TBD	Meeting Sales
	CVB Meeting	Local	Meeting Sales

	Dream Manager partner meetings	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Partner Training	Local	Community Development
MAY			
	GovBuy	NYS	Meeting Sales
	ATTA Elevate	Eugene, OR	Group Sales
	NESAE	New England	Meeting Sales
	MPI	Upstate/NYC/NJ	Meeting Sales
	Simpleview Summit	Phoenix, AZ	Staff Development
	CVB Meeting	Local	Meeting Sales
	Dream Manager partner meetings	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Partner Training	Local	Community Development
JUNE			
	ESSAE Expo	Capital Region	Meeting Sales
	CVB Meeting	Local	Meeting Sales
	Dream Manager partner meetings	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Participant Event/Evaluation	Local	Community Development
JULY			
	DI Annual Conference	TBD	Staff Development/Advocacy
	NESAE	New England	Meeting Sales
	MPI	Upstate/NYC/NJ	Meeting Sales
	CVB Meeting	Local	Meeting Sales
	Email-all markets	National	Meeting Sales
AUGUST			
	CONNECT – Sports, Assn, Specialty, Corporate	National - TBD	Meeting/Sports Sales
	Bridal Show	NJ	Wedding Sales
	Bridal Show	NYC	Wedding Sales
	Bridal Show	CT/Long Island	Wedding Sales
	CVB Meeting	Local	Meeting Sales
	Email-all markets	National	Meeting Sales
SEPTEMBER			
	S.P.O.R.T.S. Relationship Conference	National – TBD	Sports Sales
	NESAE	New England	Meeting Sales
	MPI	Upstate/NYC/NJ	Meeting Sales
	CVB Meeting	Local	Meeting Sales
	Dream Manager partner meetings	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Partner Training	Local	Community Development
OCTOBER			
	CONNECT Faith	National - TBD	Meeting Sales

	CVB Meeting	Local	Meeting Sales
	Dream Manager partner meetings	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Partner Training	Local	Community Development
<b>NOVEMBER</b>			
	CONNECT Med/Tech	TBD	Meeting Sales
	Corporate Advertising/Marketing Sales Mission	Capital Region	Meeting Sales
	NESAE	New England	Meeting Sales
	MPI	Upstate/NYC/NJ	Meeting Sales
	CVB Meeting	Local	Meeting Sales
	Dream Manager partner meetings	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Partner Training	Local	Community Development
<b>DECEMBER</b>			
	CVB Meeting	Local	Meeting Sales
	Dream Manager partner meetings	Local	Community Development
	Email-all markets	National	Meeting Sales
	A2D Program Partner Training	Local	Community Development

Updated 8/27/19

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**2020 LAKE GEORGE REGIONAL CVB BUDGET AND MARKETING PLAN**

REVENUE	2019	YTD 2019	2020	
WC OT	\$ 397,610.00		\$ 550,000.00	
Co-op Marketing	\$ 2,200.00			
<b>Total Revenue</b>	<b>\$ 399,810.00</b>			
<b>BUDGET BY PROGRAM</b>				
<b>CONVENTION SALES &amp; SERVICES</b>				
Trade Shows				
-Sports				Traditional shows, weddings premium shows, corporate/wedding events in major markets: NYC, Long Island, NJ, CT (3.5 hours)
-Assn/Corporate				
-SMERF				
-Weddings	\$ 50,965.00	\$ 29,838.22	\$ 45,935.00	
Memberships	\$ 7,345.00	\$ 5,773.00	\$ 8,545.00	Added wedding associations, current memberships
Convention Services			\$ 15,650.00	Premium items for groups, other marketing services
Convention Sales & Development		\$ 32,235.61	\$ 41,475.00	Networking event attendance, sales blitzes in specific areas, lead generation
Sponsorship/Commitments	\$ 39,500.00	\$ 25,300.00	\$ 15,000.00	Bid fees
<b>MARKETING/ADVERTISING</b>				
Marketing				
-Digital Assets				
-Digital Influencers				
-WCT Website	\$ 87,300.00	\$ 24,363.29	\$ 48,450.00	
Advertising				
-Traditional				
-Social media				
-Seasonal	\$ 43,400.00	\$ 95,822.83	\$ 70,150.00	
<b>COMMUNITY DEVELOPMENT</b>				
Visitor Journey A2D			\$ 10,000.00	We have applied for a grant from SUNY Adk for this program. It would be a 75/25 match. If granted, this would drop to \$7500
Accommodations Marketing (outbound)			\$ 6,500.00	Work one/one w/destination accommodations. Social media/e-blast
Season Marketing (inbound)			\$ 2,500.00	Calendar (weekly and/or monthly prints)
Visitors Info Area-Glens Falls			\$ 10,000.00	
<b>FINANCE/ADMINISTRATION/IT</b>				
Personnel	\$ 119,000.00	\$ 60,211.84	\$ 205,200.00	Additional staff person: Wedding specialist; (SMERF/Assn/Corporate - divide); Marketing/Community Engagement
Administration				
-Fringe				
-Expenses				
-Office Equipment				
-phone/internet				
-Contract Admin	\$ 39,000.00	\$ 15,741.99	\$ 39,624.00	Admin: \$15000; 12% health benefits
Simpleview	\$ 9,600.00	\$ 3,741.90	\$ 13,200.00	KH, AG, TB, GM (1/2), New Person, API Additions
Economic Impact Calculator		\$ 5,500.00	\$ 5,500.00	
Staff development	\$ 1,500.00		\$ 6,700.00	Training/education, ESPA, software
Research	\$ 2,200.00	\$ 2,200.00	\$ 5,400.00	STR-Monthly and Daily Summary
<b>Total Expenses</b>	<b>\$ 399,810.00</b>	<b>\$ 300,728.68</b>	<b>\$ 549,829.00</b>	

# WARREN COUNTY TOURISM



- Destination development, specifically in meetings, conventions, sports, special events—room nights, visitors, occupancy and sales tax collections

- Unique web visits to [www.visitlakegeorge.com](http://www.visitlakegeorge.com) and social media platforms
- Reporting of all activities

## Convention Sales & Services

- Leads, bookings, room nights, visitors (year-round, mid-week)
- Meetings/event services
- Supplier referrals & leads
- Community Outreach / Supplier Meetings



## Marketing/advertising—out of market

- Compliment WCT
- Meetings, sports, special events markets messaging
- Dream Management—Wedding market messaging/activities (NEW)
- Ramped up Event Visitors Services

## Community Development

- Tourism Awareness Training Program –Visitor Journey A2D
  - ◊ Job Growth, Local Talent Development
- Dream Management (<50 rooms)
  - ◊ Marketing email, SEO, Yield Management assistance
- Glens Falls Visitors Info Center