

Lake George Regional CVB Quarterly Report

JANUARY-MARCH 2019



MISSION

The Lake George Regional Convention & Visitors Bureau is the driving tourism economic conduit for the region, actively soliciting/booking year-round and recession-proof meetings, conventions, sports and special events.

As the designated Destination Marketing Organization (DMO) for the region, the LGRCVB produces guaranteed business, booked months and years in advance.

CVB Sales Goals & Current status **Recap January-March 2019**

- * 2018 - 27 bookings, 7711 room nights Economic impact : \$4,1M**
- * 2019 Goal - minimum 10,500 room nights, increase 36% over 2018 for economic impact goal \$5,5M**

Your Convention & Visitors Bureau means business!

14 bookings from January to March  **4,811** room nights

\$1.3 million economic impact 

Current CVB Booking Status Jan- March 2019

14 bookings, 4,811 room nights YTD

Already at 42% of YTD goal!

**Jan-March 2019 new booking
estimated economic impact: \$1,3M**

New Economic Impact for 2019

- **NYS-USBC Women Bowling Championships** - April-May 2019 - 1000 room nights, 1600 attendees
- **IREVA/TEAM USA Volleyball Reg. Championship**- May 4-5 - 1200 room nights, 3800 attendees, 135 teams
- **Firecracker Baseball Collegiate Showcase**- July 16-21 - 1400 attendees, 400 room nights, 50 teams (maxxed out the first year!)



The Lake George Regional CVB helps build **GUARANTEED** future tourism business & economic development



- **NYSPHAA Boys Basketball Championship** – March 2020-2022 – 1,740 committed rooms, 30,000 attendees



- **United Church of God Feast of the Tabernacles** – Sept. 2021. 1200 room nights, 1400 attendees (Returning event)

MORE AGGRESSIVE MARKETING = MORE YEAR-ROUND BUSINESS

- **TARGETED** lead generation & mining
- **Digital engagement through pre-event marketplace/trade show eblasts to all markets (Association, Corporate, SMERF, Sport)**
- **New videos promoting meetings/conventions & sport event opportunities in digital promotions**
- **PRE-POST marketplace/tradeshow digital outreach**
- **Print advertising targeted to Albany Association, Corporate markets – national for SMERF/Sport**
- **Ongoing PR promoting events in the region**

VIDEO/DIGITAL CAMPAIGNS

- https://www.youtube.com/watch?v=P2Cv9Eeoa_g&feature=youtu.be - **SPORT**
- <https://www.facebook.com/watch/?v=10155201529174405>- **MEETINGS**
- **Radio campaigns with Albany Broadcasting/ADK Broadcasting Jan-March targeted at the Corporate/Assoc. markets & promoting CVB-booked events**

TARGETED YEAR-ROUND MEETINGS & CONVENTION PRINT/DIGITAL ADVERTISING 2019

A ROOM WITH A VIEW.

Let nature inspire your meeting with 200,000+ sq ft of combined flexible indoor & outdoor space in the Lake George Area. [LEARN MORE](#) ►



VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS
Lake George Regional Convention & Visitors Bureau

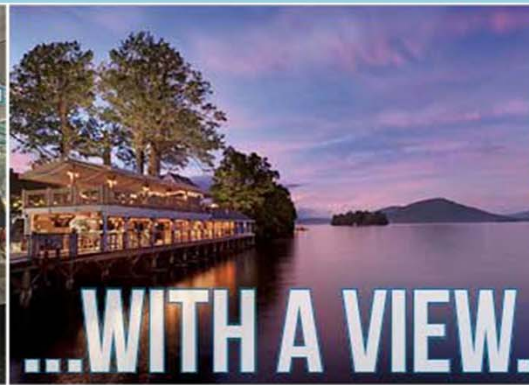
FOCUS ON STATE & LOCAL ASSOCIATION/CORPORATE BUSINESS

VISIT THE
Lake George Area Boat Cruises on Lake George Steamboat Company
IN NEW YORK'S ADIRONDACKS
Lake George Regional Convention & Visitors Bureau



The Lake George Southern Adirondack Region is home to a variety of meeting spaces that allows you to tailor the experience for your attendees any time of year. Get inspired with incredible views or take your group outdoors on a city patio or lakeside space. An invitation from the Queen of American Lakes is waiting for you!

A ROOM...




...WITH A VIEW.

Let nature inspire your meeting with 200,000+ sq ft of combined flexible indoor & outdoor space in the Lake George Area.


[LEARN MORE](#) ►

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS
Lake George Regional Convention & Visitors Bureau

TARGETED YEAR-ROUND SPORT PRINT/DIGITAL ADVERTISING 2019



Get More Play Time
In and Out of the Game
In New York's
Lake George Region



VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS
Lake George Regional Convention & Visitors Bureau

LakeGeorgeChamber.Com/CVB • (518) 668-5755

- ✓ 32-MILE LAKE
- ✓ 21 SOCCER/LACROSSE FIELDS
- ✓ 24 BASEBALL FIELDS
- ✓ MULTIPURPOSE ARENAS
- ✓ 200+ MILES OF TRAILS
- ✓ 2 SKI MOUNTAINS
- ✓ 50+ RESTAURANTS
- ✓ 200+ ATTRACTIONS
- ✓ 9,000 GUEST ROOMS



GET MORE PLAY TIME IN AND OUT OF THE GAME IN NEW YORK'S LAKE GEORGE AREA!

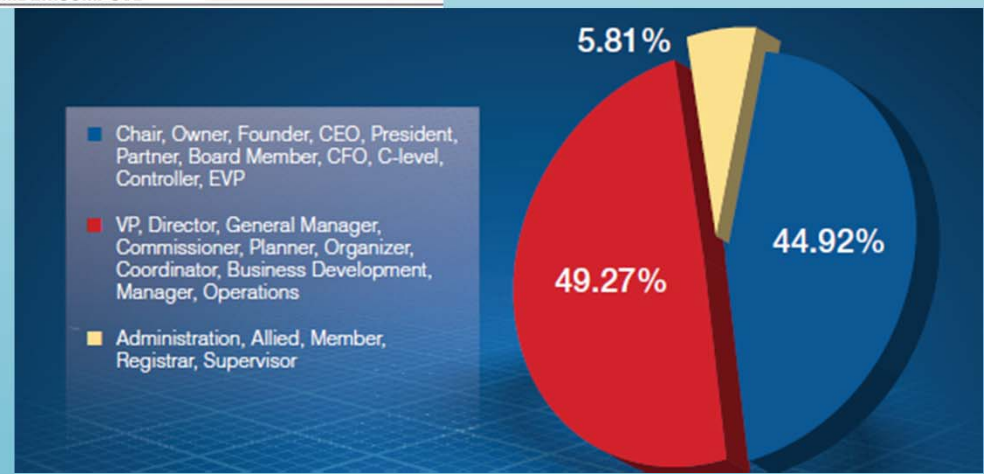
VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS
Lake George Regional Convention & Visitors Bureau

(518) 668-5755 | LAKEGEORGECHAMBER.COM/CVB

Facebook: FACEBOOK.COM/VISITLAKEGEORGE
Twitter: @VISITLAKEGEORGE
Instagram: @LAKEGEORGECHAMBER



Reaching **KEY** rights holders and decision-makers in sports planning



Marketing/PR Highlights YTD

- **CORPORATE – Albany Business Review** campaign
Reach/Impressions: 78,751; overall clicks: 120; .15% CTR.
- **CORPORATE – Albany Broadcasting radio** – Reach: 184,000; Frequency: 4.7; Total Gross Impressions: 870,000; TOTAL for 5 week campaign.
- **STATE ASSOCIATION: ESSAE Website** banner advertising; bi-weekly e-blast listing
 - Website www.essae.org - Jan-March total page views: 6,670; E-news - 480 distributed, 35% open rate; 20% industry average
 - Facebook posts reach average 471 people; 408 engagements.
 - **CVB MEET ME IN LG Eblast** – Jan-March – 5,880 delivered, 24% open rate; 21% CTR.

Marketing/PR Highlights YTD

- **SPORTS – National - Sport Event Magazine-**
Print/Digital Reach: 11,000 e-newsletter recipients, 250+ sport event rights holders and 2,600 social media followers
- **SPORTS –National – Sport Event Magazine-**
Print/Digital Reach 18,000 events rights holders, incl. New England, Mid-Atlantic and East Coast-based
- **SPORTS - LGCVB recognized as 2019 as Sport Event Magazine Readers Choice Award Winner & 2019 Who's Who in Sports Leadership Award Winner**
- **ADVENTURE TRAVEL – ATTA ELEVATE 2019 –**
hosting 20 international media and travel writers for a guarantee of 20 potential articles, blogs and media placements. (PR)

Marketplace/Trade Show Business

- **MAY - National Association of Sports Commissions - 40+ appointments (SPORT)**
- **MAY - GovBuy - (CORP/ASSOC)**
- **JUNE - ESSAE - 1:1 meetings (STATE ASSOC)**
- **JULY - SBA 1:1 meetings (SPEC/CORP)**
- **JULY- Your Military Reunion 30+ appointments (MIL)**
- **AUG - CONNECT 80+ appointments (ASSOC/SMERF)**
- **SEPT - SPORT Relationship (SPORT)**
- **SEPT - Small Market Meetings (ASSOC/CORP/SMERF)**



**1:1 APPOINTMENT-BASED
MARKETPLACES = NEW BUSINESS
OPPORTUNITIES**

CONTINUED NYSDMO ASSOCIATION PARTNERSHIPS = STRONGER NYS BRAND PRESENCE AT MARKETPLACES & EVENTS



Quarter 2 LOOKING STRONG!

- **Currently have 33 pending new events = 10,451 possible new room nights YTD.**
- **If all 33 events booked = Approx. \$2,8M in potential economic impact.**