

Draft for Review

Executive Summary of the Final Report to Warren County:

Winters Dream 2023-2024

In its inaugural year, the Winters Dream attraction had a significant positive effect on hotel occupancy and revenue and on short-term rentals in Warren County. It generated millions of dollars in earned media, helped establish the Lake George region as a new Northeastern destination for wintertime fun and helped foster the development of a 12-month hospitality season.

With this final 2023-2024 report to the Warren County Tourism and Occupancy Tax Committee and the Board of Supervisors, the Warren County Coalition is pleased to return to Warren County \$50,000 in unused occupancy tax funds that had been appropriated to this project. We are confident that the Warren County Tourism Department and county supervisors will find another worthy event or attraction that will help encourage visitors to discover all that Warren County has to offer. We remain committed to continuing to repay Warren County its full investment in Winters Dream so that future attractions and projects have the same initial “seed money” boost that made Winters Dream possible.

Winters Dream had 28,000 visitors and nearly 26,000 paid admissions, despite rain throughout its early weeks. The attraction itself operated regardless of the weather, but successive rainy nights were uncomfortable for many visitors, especially our principal customers, Baby Boomers and Gen Xers, 43 to 77 years of age. They came from the Saratoga/Capital District region, the suburbs of New York City and the city itself, northern New Jersey, Connecticut, and the Rochester and Buffalo areas. New York City residents accounted for 30 percent of visitor expenditures. Burlington, Plattsburgh and Watertown area visitors accounted for 7 percent of total visitor spending; Capital Region customers for about 6 percent; Syracuse, Boston and Philadelphia area customers each contributed about 5 percent. These data are provided by Zartico, the Salt Lake City, Utah-based destination data company. Zartico analyzes credit card and cell phone activity to track visitor travel patterns and spending. It uses the Amadeus data platform which provides advanced data analysis for the travel industry.

Thirty-five percent of total visitor spending was on meals (25% of that in local restaurants and fast-food operations, and about half at grocery stores), 29 percent on lodging, 14 percent on gas stations, 12 percent on retail, and 4.2 on attractions. Visitors spent an average of \$349 on accommodations, \$87 on meals and \$135 in retail purchases.

And our visitors had fun: 93% reported they enjoyed the Winters Dream show during its early weeks in November and December and, after some visitor-suggested improvements, Winters Dream had a guest satisfaction rating of 95.9 percent. Visitors rated the show 8 or 9 out of 10.

Hotel occupancy in Warren County was 43 percent during Winters Dream, a 10% improvement over occupancy the previous year. Notably, short-term rental occupancy was at 13 percent. The average daily rate for short-term rentals was \$313, outpacing hotel average daily rates at \$128. This underscores the importance of Warren County's ongoing efforts to collect occupancy tax from all short-term rentals.

While in town for Winters Dream, 42 percent of our customers also visited Queensbury and Glens Falls, with others traveling to Johnsburg (8%) and Bolton (6%). While in the area, visitors attended religious sites at four times the rate of other sites, but also checked out accommodations, educational facilities, and other local events.

The Winters Dream experience was created by Moment Factory of Montreal. It was sponsored locally by the Warren County Coalition, a not-for profit organization created to oversee the operation. While a final financial report is still being prepared, it appears that the expenses were greater than the revenues in this start-up year, owing to the major investments needed to launch the attraction. These costs were absorbed primarily by three businesses that agreed to forego payment of their invoices: the Fort William Henry Corp., which hosted Winters Dream at its historic fortress; Mannix Marketing, which handled on-line marketing and advertising; and Christian Dutcher, whose Americade operation managed the event on a day-to-day basis. Fort William Henry also invested about \$800,000 of its own funds in improvements to the Fort necessary to host Winters Dream.

With the support of Moment Factory, an enhanced Winters Dream will return in 2024, kicking off the holiday season with an opening date during the Thanksgiving weekend.

FINAL REPORT

LAKE GEORGE
**Winter's
Dream**

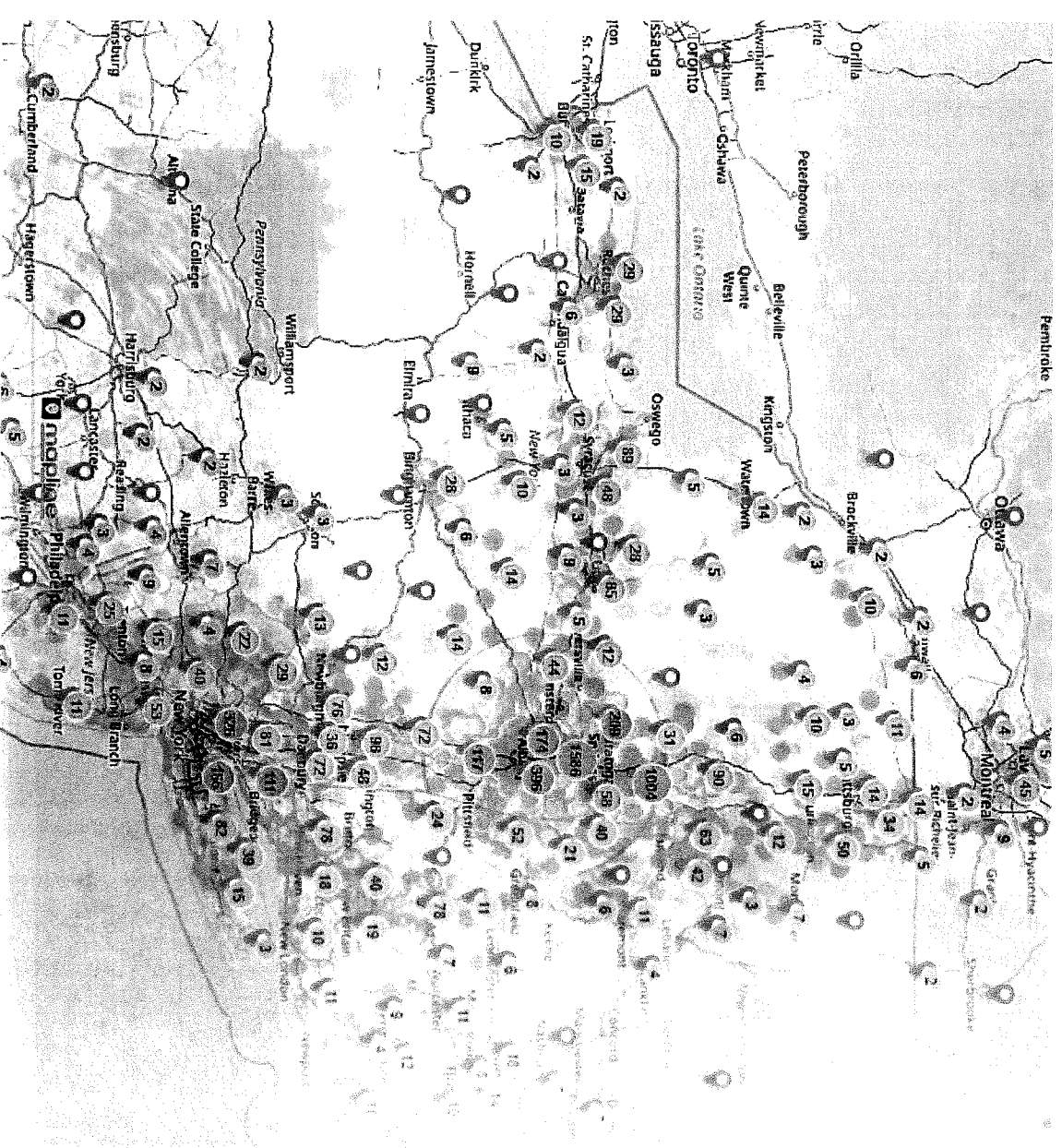
We will continue to build a new brand for Warren County:

Lake George is a Wintertime Destination



LAKE GEORGE

Winter's Dream



- A vast reach to top feeder markets and their submarkets
- Strong growth in our emerging market of Buffalo, Syracuse, Rochester, & Utica

FINAL REPORT

LAKE GEORGE
**Winter's
Dream**

26,031 Admission Tickets Sold

Satisfaction

Global satisfaction

Average grade

8.6/10

Global satisfaction

Average grade

8.85/10

December 8th thru March 9th

Satisfied

93%

1098 participants have an average score greater than or equal to 8/10

Dissatisfied

7%

83 participants have an average score of less than 8/10

Satisfied

95.9%

418 participants have an average score greater than or equal to 8/10

Dissatisfied

4.1%

18 participants have an average score of less than 8/10

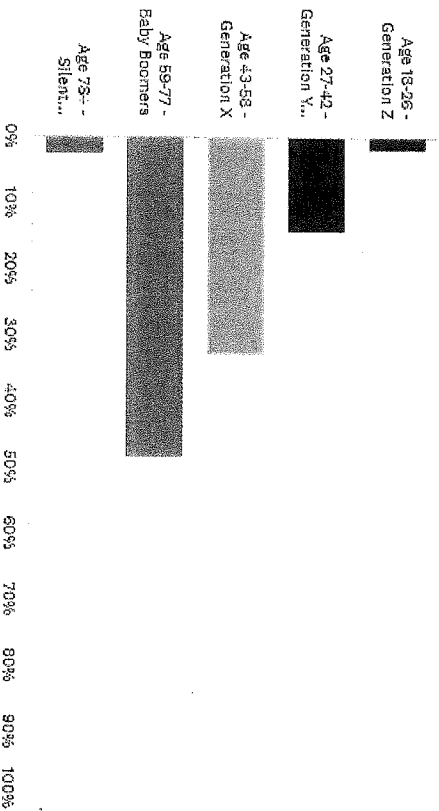
February 1st thru March 9th

After show enhancements

Winter's Dream Survey results

What age group are you in?

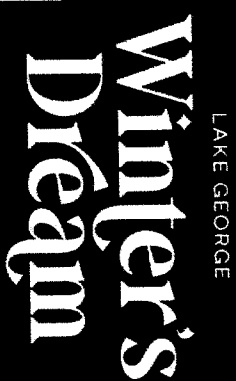
Answered: 965 Skipped: 7



ANSWER CHOICES	RESPONSES	
▼ Age 18-26 - Generation Z	1.97%	13
▼ Age 27-42 - Generation Y - Millennials	14.30%	138
▼ Age 43-58 - Generation X	32.75%	316
▼ Age 59-77 - Baby Boomers	48.50%	468
▼ Age 78+ - Silent Generation	2.49%	24
TOTAL		965

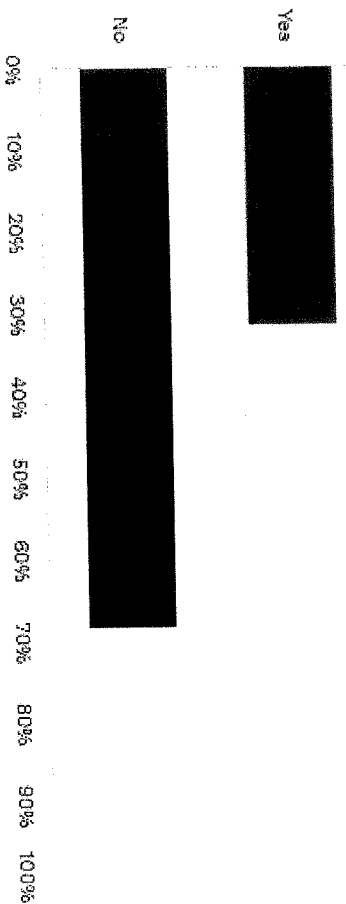
LAKE GEORGE
Winter's
Dream

Winter's Dream Survey results



Did you attend the new Lake George winter attraction Winter's Dream?

Answered: 967 Skipped: 5



ANSWER CHOICES

▼ Yes

▼ No

TOTAL

RESPONSES

31.64%

68.36%

306

661

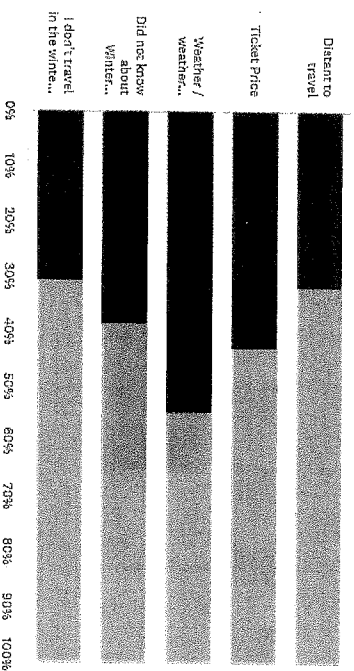
967

Winter's Dream Survey results

LAKE GEORGE
Winter's
Dream

Were there specific factors that influenced your decision not to attend?

Answered: 594 Skipped: 273

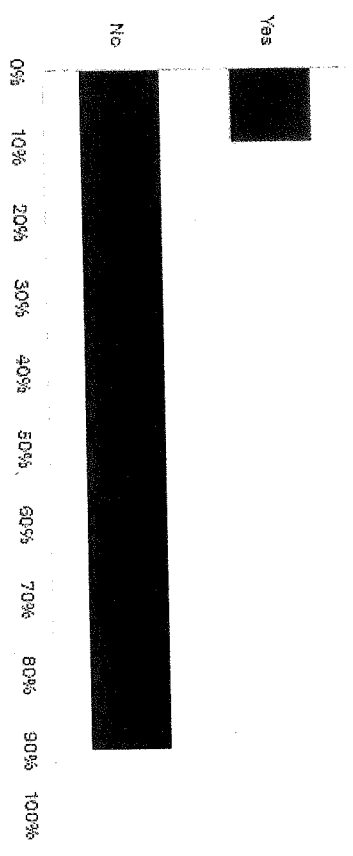


	DEFINITELY INFLUENCED MY DECISION.	SOMEWHAT INFLUENCED MY DECISION	HAD NO INFLUENCE ON MY DECISION TO ATTEND WINTER'S DREAM	TOTAL	WEIGHTED AVERAGE
Distant to travel	13.50% 84	18.49% 113	68.01% 423	622	1.45
Ticket Price	17.50% 108	25.45% 167	57.05% 362	637	1.60
Weather / weather / forecast	25.07% 162	29.00% 183	45.32% 286	631	1.80
Did not know about Winter's Dream	24.04% 151	14.49% 91	61.46% 386	628	1.63
I don't travel in the winter months.	8.46% 52	22.28% 137	69.27% 426	615	1.39

Winter's Dream Survey results

Did you attend Winter's Realm (with ice skating), the other Lake George winter attraction, next door?

Answered: 764 Skipped: 206



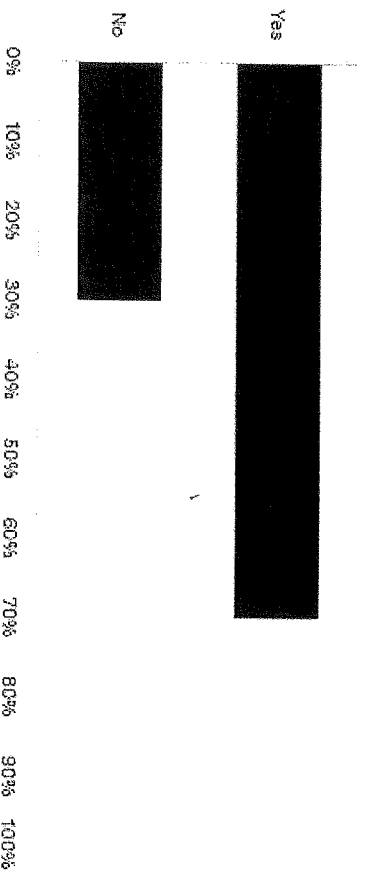
ANSWER CHOICES		RESPONSES	
▼	Yes	9.82%	75
▼	No	90.18%	689
TOTAL			764

Winter's Dream Survey results

LAKE GEORGE
Winter's
Dream

Do you typically travel for leisure during the winter months?

Answered: 784 Skipped: 188



ANSWER CHOICES	RESPONSES	
Yes	69.90%	548
No	30.10%	236
TOTAL		784

Date range 12/09/2022 - 03/11/2023
Lodging Type All

Hotel Occupancy

39%

-3% 41%
% Change Previous Year

Hotel ADR

\$131

3% \$128
% Change Previous Year

Hotel Demand

40.3 K

-3% 41.6 K
% Change Previous Year

Hotel RevPAR

\$52

0% \$52
% Change Previous Year

STVR Occupancy

14%

-19% 17%
% Change Previous Year

STVR ADR

\$314

4% \$303
% Change Previous Year

STVR Demand

17.0 K

-5% 17.9 K
% Change Previous Year

STVR RevPAR

\$45

-15% \$53
% Change Previous Year

Date range 12/09/2023 - 03/09/2024
Lodging Type All

Hotel Occupancy

42%

8% 39%
% Change Previous Year

Hotel ADR

\$127

-3% \$131
% Change Previous Year

Hotel Demand

42.8 K

9% 39.2 K
% Change Previous Year

Hotel RevPAR

\$53

5% \$51
% Change Previous Year

STVR Occupancy

13%

-9% 14%
% Change Previous Year

STVR ADR

\$313

-1% \$315
% Change Previous Year

STVR Demand

20.8 K

25% 16.7 K
% Change Previous Year

STVR RevPAR

\$40

-9% \$44
% Change Previous Year

Key Lodging KPIs

Visitor Profile

Date range
12/09/2022 - 03/11/2023

County
All

City
All

2022-2023

Source: Zartico Spend Data

Better understand the demographics of visitors including age, income and children in the household

% Cardholders - 25-54

58%

% Cardholders - \$100K+

39%

% Cardholders Children in Household

54%

Key Lodging KPIs

Visitor Profile

Date range
12/08/2023 - 03/09/2024

County
All

City
All

2023-2024

Source: Zartico Spend Data

Better understand the demographics of visitors including age, income and children in the household

% Cardholders - 25-54

54%

% Cardholders - \$100K+

44%

% Cardholders Children in Household

53%

Visitor Profile

Date range
12/09/2022 - 03/11/2023

County
All

City
All

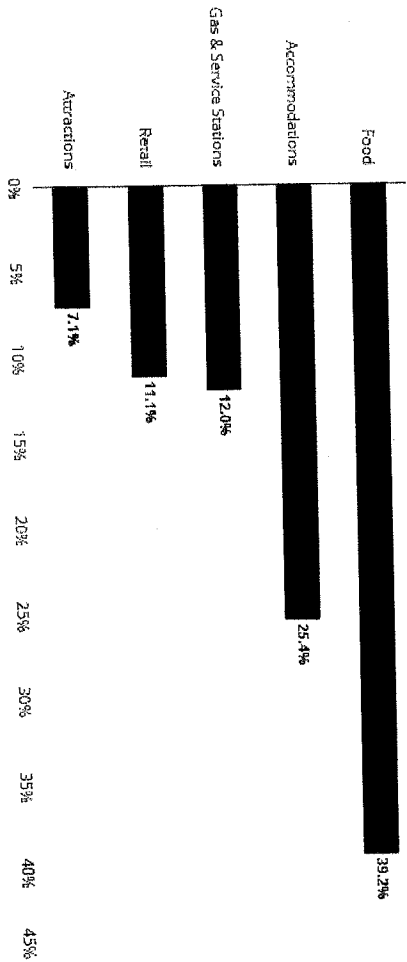
2022-2023

Where are your visitors spending?

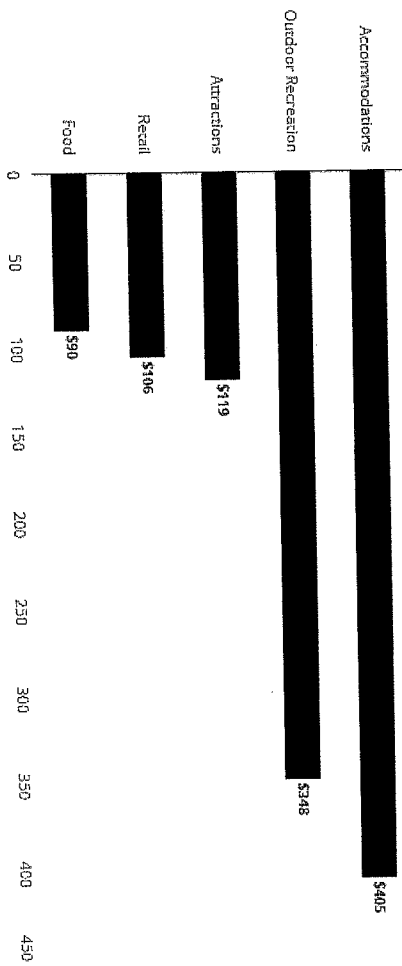
Source: Zartico Spend Data

Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

% Visitor Spend by Category



Avg. Visitor Spend by Category



What is the visitor impact on restaurants?

Source: Zartico Spend Data

Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total

21%

Avg. Visitor Spend

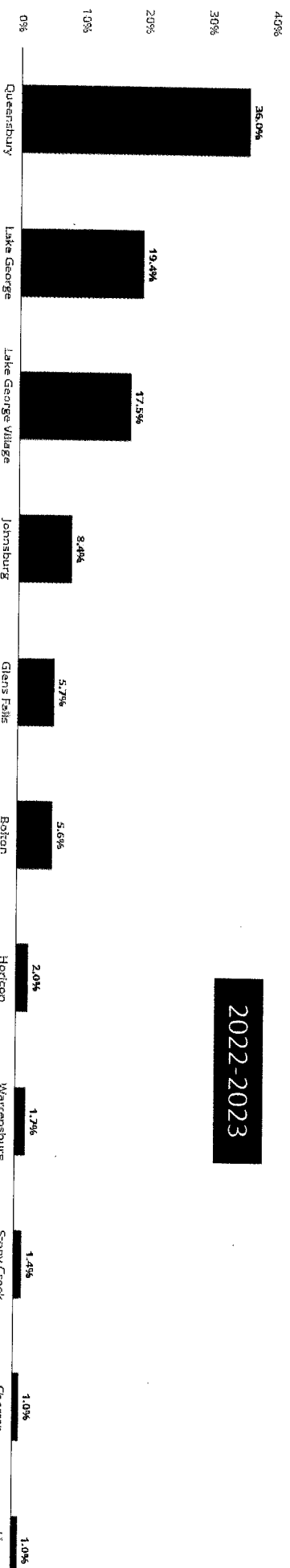
\$106

Where do your visitors go?

Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.

% Visitation by Region



Visitor Profile

Date range 12/08/2023 - 03/09/2024

County All

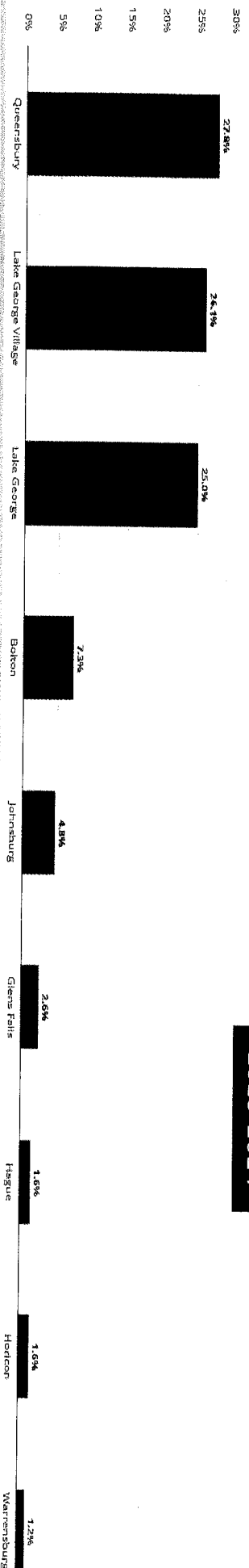
City All

Where do your visitors go?

Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.

% Visitation by Region



Visitor Profile

Date range
12/08/2023 - 03/09/2024

County
All

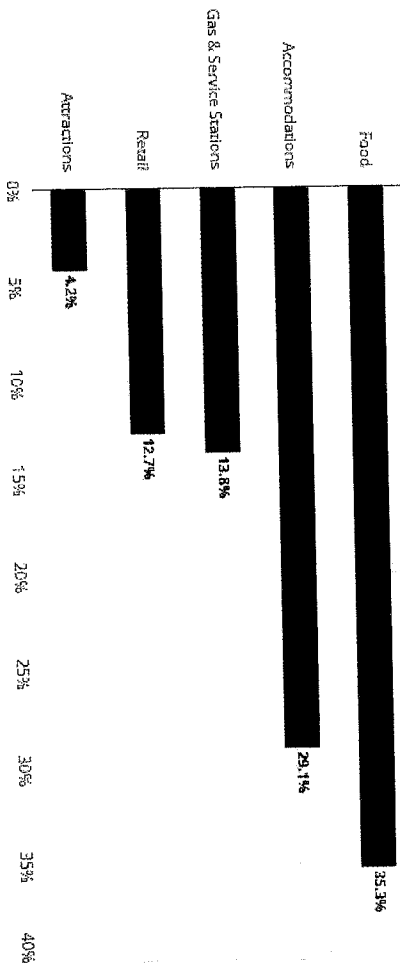
City
All

2023-2024

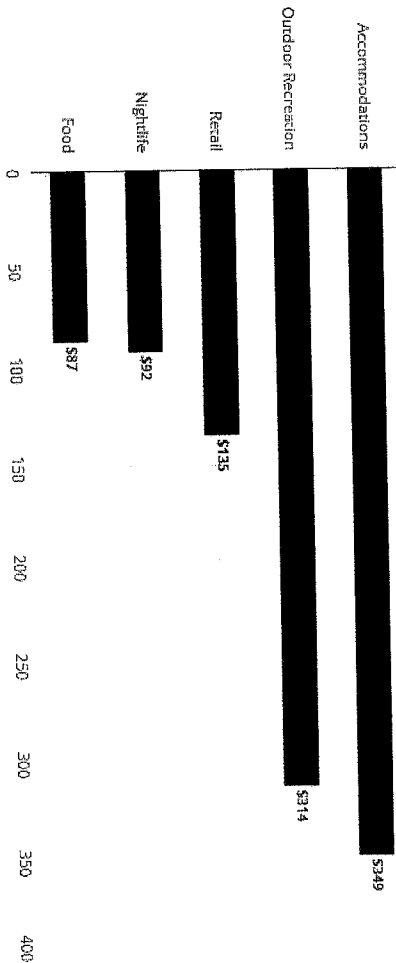
Where are your visitors spending?

Source: Zartico Spend Data
Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

% Visitor Spend by Category



Avg. Visitor Spend by Category



What is the visitor impact on restaurants?

Source: Zartico Spend Data
Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total

25%

Avg. Visitor Spend

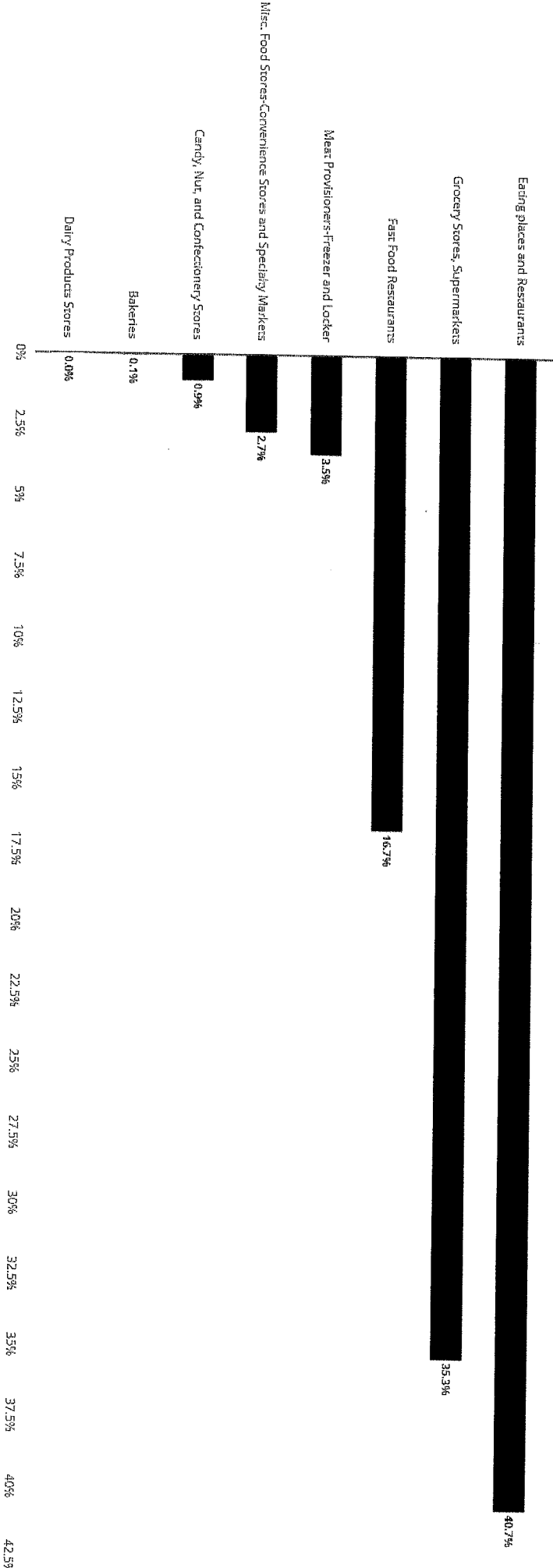
\$100

Winter's Dream – Visitor profile –cont.

LAKE GEORGE
Winter's
Dream

CCS - Visitor Spending by Top 10 MCC Description

2022-2023

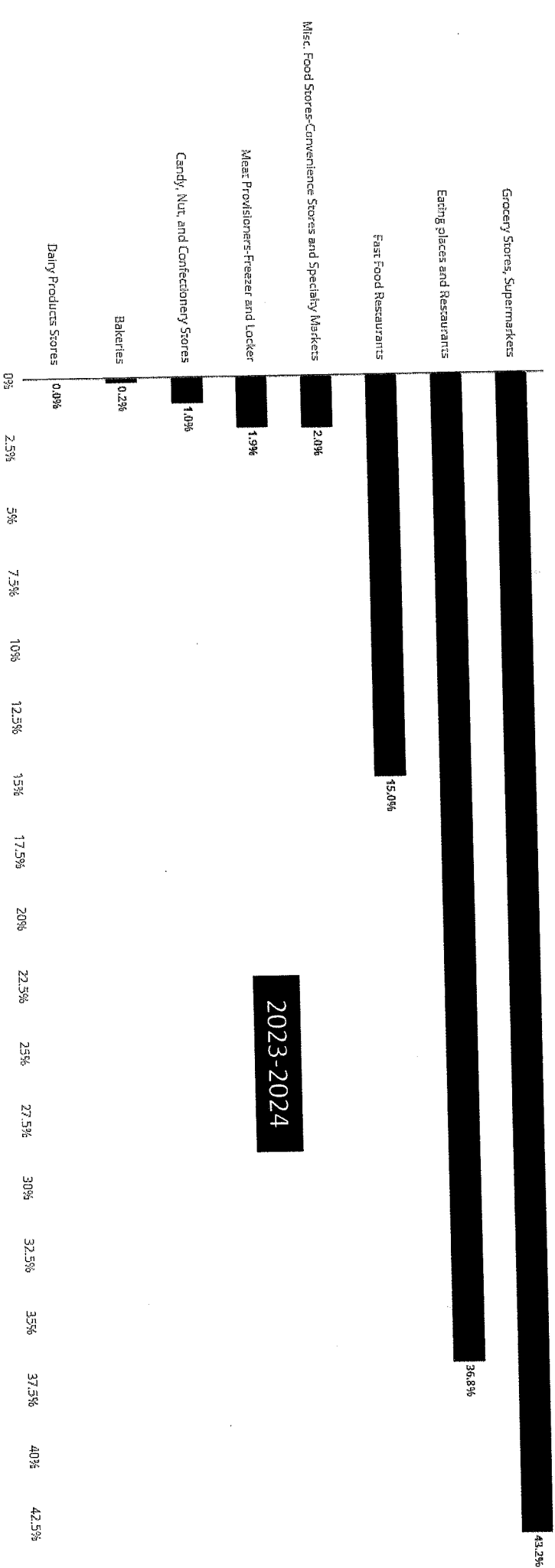


LAKE GEORGE

Winter's Dream –
Visitor profile –cont.

Winter's Dream

CCS - Visitor Spending by Top 10 MCC Description



What is the visitor impact on accommodations?

Source: Zartico Spend Data
Better understand visitor impact on accommodations in your destination

2022-2023

Visitor Spend % of Total

59%

Avg. Visitor Spend

\$403

What is the visitor impact on attractions?

Source: Zartico Spend Data
Better understand visitor impact on attractions in your destination

Visitor Spend % of Total

21%

Avg. Visitor Spend

\$118

What is the visitor impact on accommodations?

Source: Zartico Spend Data
Better understand visitor impact on accommodations in your destination

2023-2024

Visitor Spend % of Total

77%

Avg. Visitor Spend

\$349

What is the visitor impact on attractions?

Source: Zartico Spend Data
Better understand visitor impact on attractions in your destination

Visitor Spend % of Total

32%

Avg. Visitor Spend

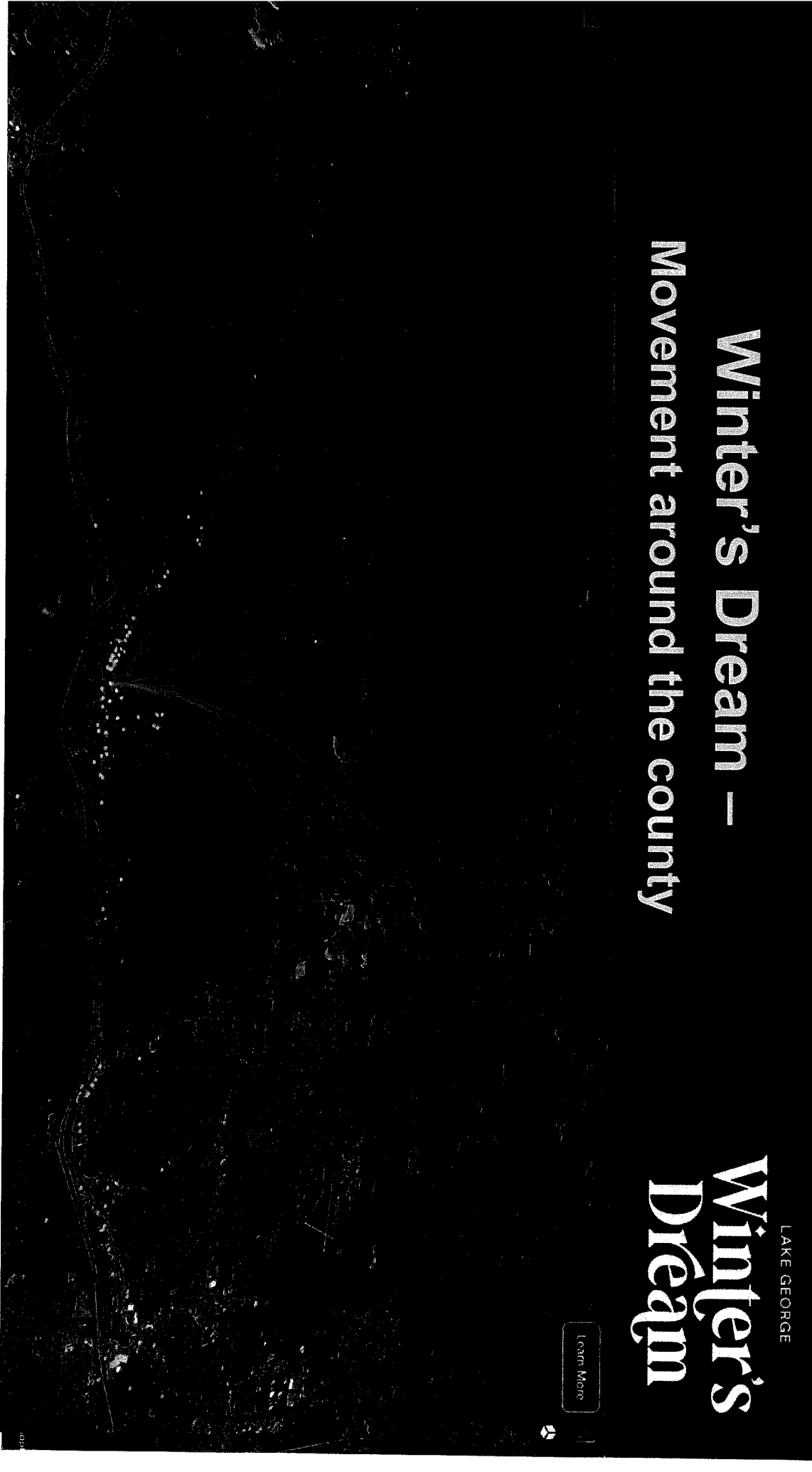
\$79

Winter's Dream – Movement around the county

LAKE GEORGE
**Winter's
Dream**

2 Cross-Visitation
Personalized Driver Count
From Place
To Place
Origin/Arrival
Trip Type

1 19
courtesy of Marriott Lake George
Blue Water Resort
New York NY
Overnight Stay



Winter's Dream – Movement around the county

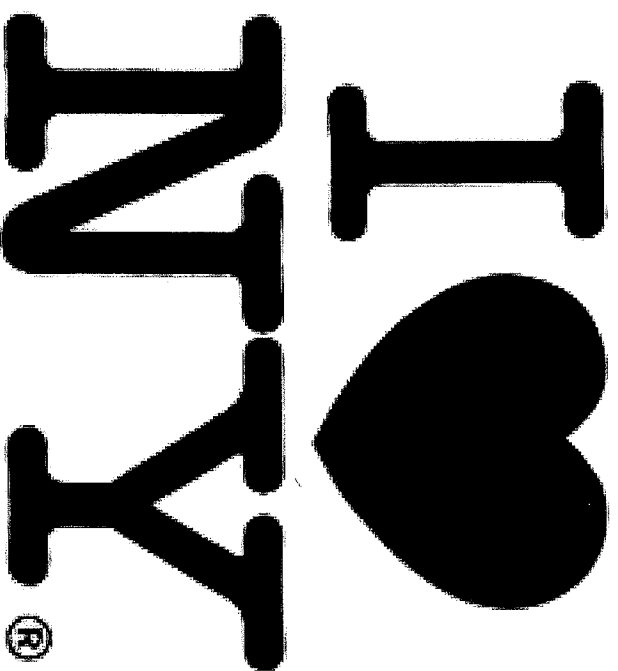
LAKE GEORGE
**Winter's
Dream**

[Learn More](#)



I Love New York winter 2024 /2025

LAKE GEORGE
**Winter's
Dream**



**I Love New York will
feature Winter's
Dream in 2024 / 2025
advertising.**

LAKE GEORGE
**Winter's
Dream**

**Together, we will continue
to build the brand of Lake
George as a Winter
Destination.**

Lake George Winter's Dream Report

2023/2024 Season - September 1 through March 9



The marketing effort was funded by the county and community - estimated donated services are noted by the icons above

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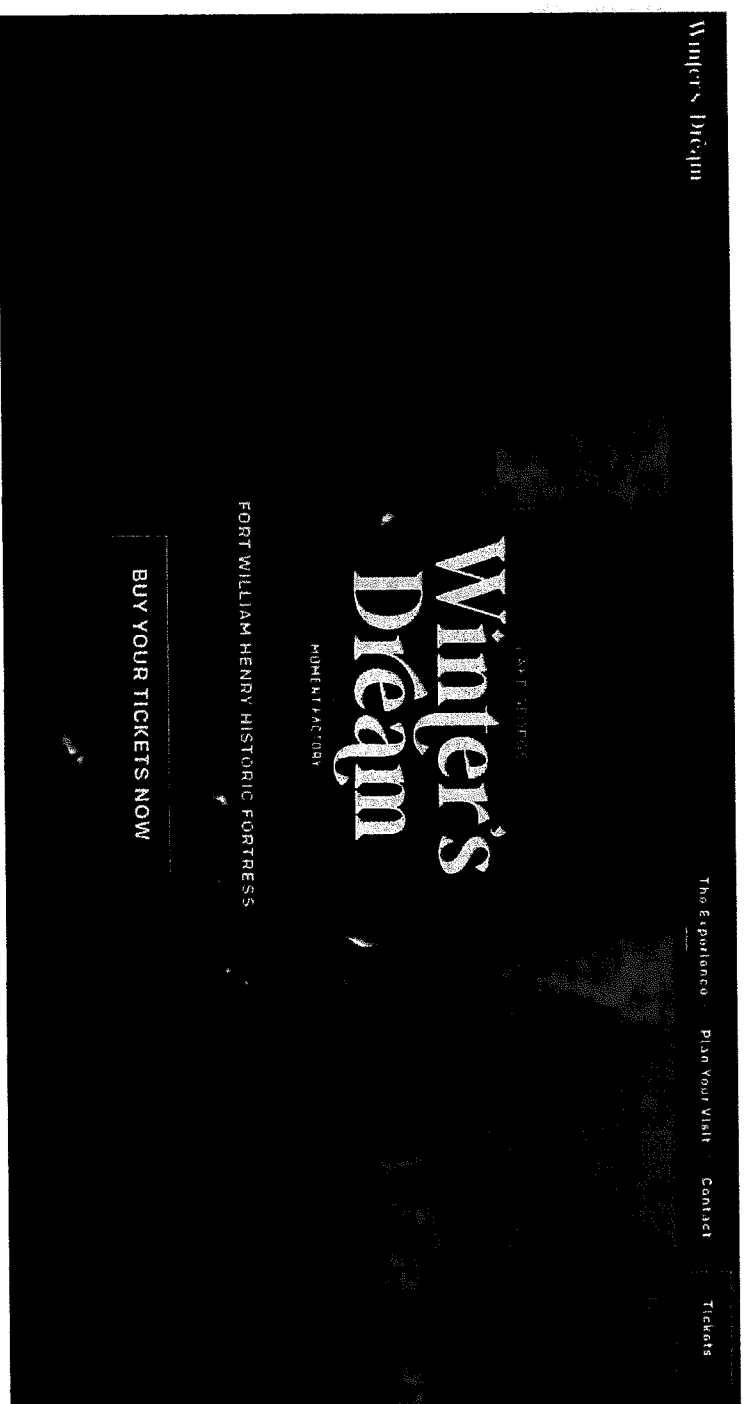
Subject	Slide
Omnichannel Marketing Overview	3 - 37
Marketing Drilldown: Total Season Numbers	38 - 47



Omnichannel Marketing Update

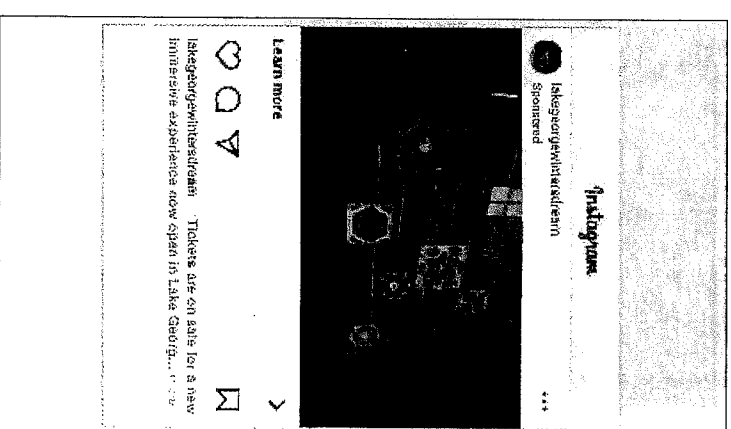
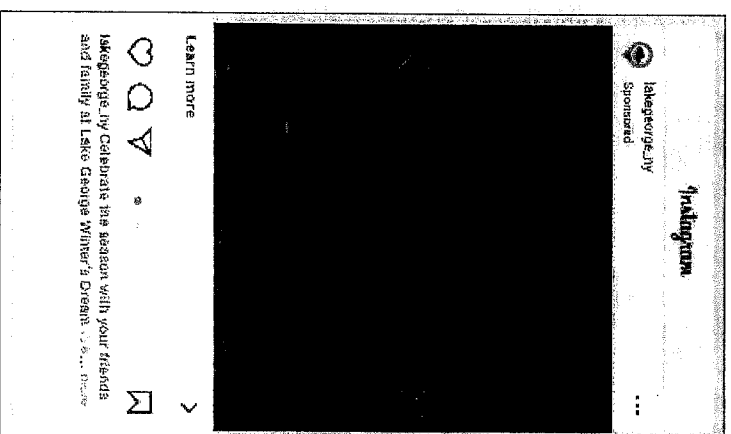
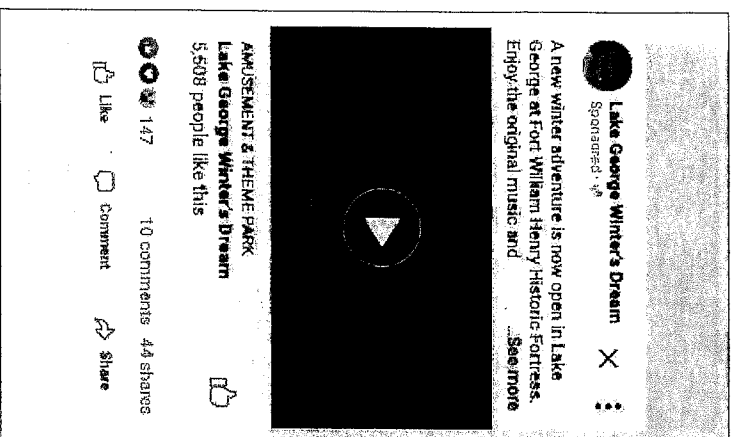
Website Design and Development and Third Party ADA Testing and Remediation

Due to the evolving nature of the site, it had to be developed and redesigned four times, a landing page, a design with out the brand and photos, redesigned when a brand name was trademarked and redesigned again when the experience opened and we have photos. The site was optimized multiple times to improve conversions and engagement. Each version needed to be made ADA compliant due to the public nature of the website. We do not have control over the third party ticketing platform but was able to code the website to spec.



Paid Social & Retargeting Ads

The bulk of the budget was spent on social media advertising. We also leveraged the region's largest social media influencer: LakeGeorge.com to study demographics and reach the right audience. This was our #1 source of new business.



Paid Social & Retargeting Ads

Paid Social Impressions

8,253,703

Direct Social Purchases

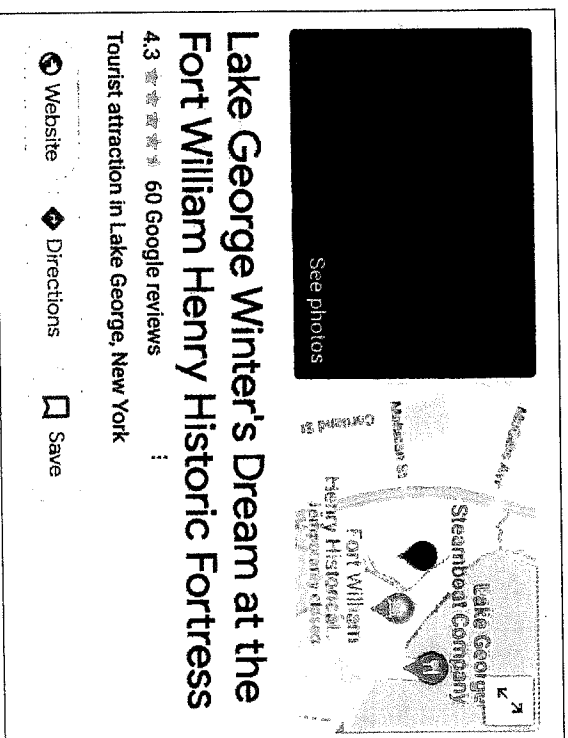
288

Link Clicks from Ads

62,222

Local SEO

Our team built out and monitored local search pages on both Google and Bing



Google My Business

Profile Views
15,511

Clicks Through to Site
11,601

Bing Places - Last 12 Weeks Stats

Profile Views
224

Clicks Through to Site
44

Partner Content Marketing and Local SEO -

17 Articles Written About or Include Winter's Dream

- [Plan the Perfect Lake George Winter Weekend for Empty Nesters](#)
- [Explore Our 48-Hour Snowy Winter Itinerary For Your Lake George Vacation](#)
- [A 48-Hour Winter Itinerary for the Lake George Region](#)
- [Plan the Best Family-Friendly Winter Weekend in the Lake George Region](#)
- [Plan Ahead for the Ultimate Lake George Winter Getaway](#)
- [Fun Winter Events & Activities in Lake George Village Worth Planning a Trip For](#)
- [A Winter Wonderland of Family Fun Awaits in Lake George, NY](#)
- [lakegeorge.com/winter/best-events/](#)
- [Difference Between: Lake George Winter's Dream, Winter Realms, and Lake George Winter Carnival](#)
- [Lake George Winter's Dream: A Magical Attraction Coming for 2023/2024 Season](#)
- [Ice Castles Lake George Reconceptualized as Winter Realms for 2023/2024 Season](#)
- [7 Reasons to Plan a Holiday Trip to Lake George](#)
- [Don't Miss Out on These Incredible Winter Events in Glens Falls & Nearby](#)
- [Best Winter Staycation Ideas the Whole Family Will Enjoy in the Saratoga Area](#)
- [Why Saratoga is the Perfect Home Base for All Your Winter Explorations](#)
- [11 Family-Friendly Winter Staycation Ideas for the Adirondacks](#)

- [Shop Local This Season With These Top Saratoga Holiday Gift Ideas](#)
- [The 2023 North Country Holiday Gift Guide](#)
- [The North Country Gift Guide](#)
- [Keep It Local This Holiday Season](#)
- [Clifton Park Area's Top Holiday Gifts](#)
- [The 2023 North Country Holiday Gift Guide](#)
- [Best 2024 Valentine's Day Gift Ideas](#)
- [Top Gift Ideas From the Lake George Region](#)
- [Perfect Gifts For Every Romantic Occasion](#)
- [Get Inspired With These Top Valentine's Day Gift Ideas](#)

Sponsored Article (Winter's Dream/and Winter Realms):

- [5 Fun Activities for Your Winter Family Vacation in Lake George](#)

Content Marketing Partner Stats

Views (Through Dec)

152,704

Article Inclusions views

140,691

Sponsored Article views

12,013





Omnichannel Marketing Update

Local Partner Influencer Marketing

Our agency owns local websites: LakeGeorge.com, Saratoga.com, Albany.com and Adirondack.net, utilizing our reach, we reached visitors by email newsletter, display advertising and social media. #3 source of new business.

Local Partner Email Newsletters

Emails Sent

570,727

Impressions

187,350

WD Content Unique Clicks

5,165



Local Partner Display Advertising

Impressions

2,369,908

Clicks

18,133



Local Partner Social Media

Reach

2,982,233

Impressions

3,874,805

Unique Clicks

40,238

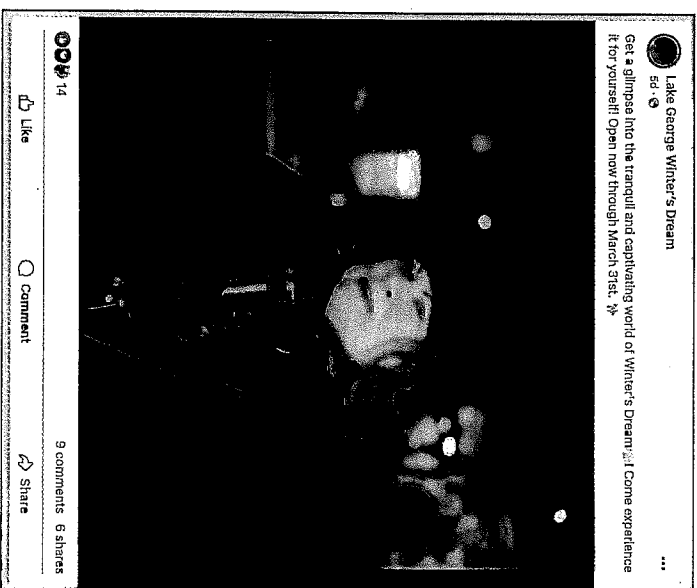




Omnichannel Marketing Update

Organic Social Media Marketing

Although not originally hired for organic social, we added this to the mix to further the efforts of the paid campaigns. We currently have an organic social presence on Facebook, Instagram, TikTok, and Threads. **Organic social is our #4 source of new business.**



Organic Social Media Marketing

Reach

474,761

Link Clicks

5,074

Direct Purchases

110





Omnichannel Marketing Update

Email Marketing

We enticed sign ups for emails via giveaways and early bird marketing campaigns and sent bi-weekly emails to all subscribers. **Email marketing is our #5 source of new business.**

Email Marketing

Emails Sent
146,609

Emails Opened
61,642

Unique Clicks
4,261

Purchases
66

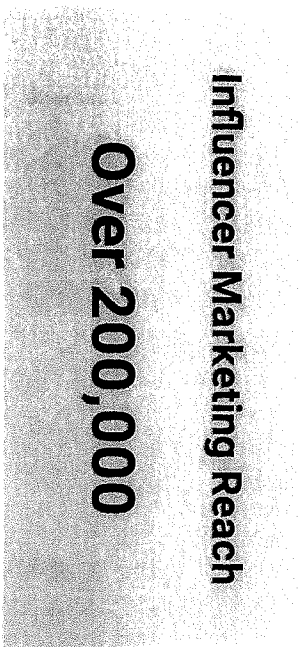




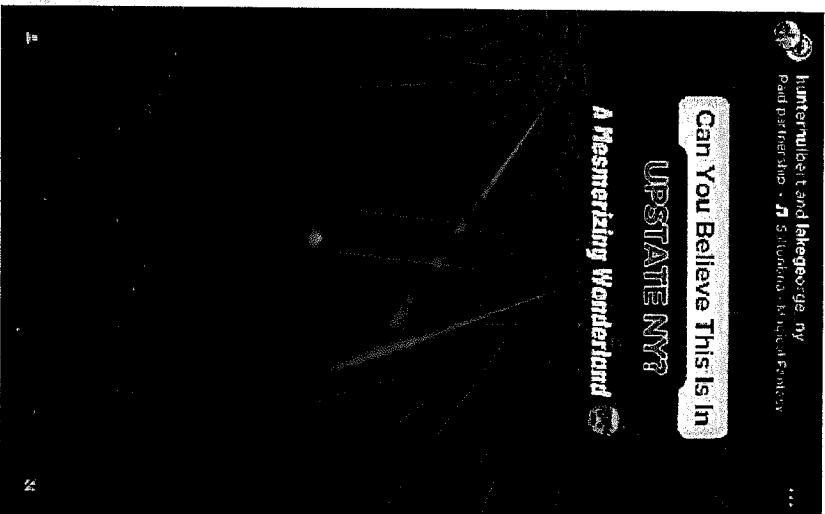
Omni-channel Marketing Update

Influencer Marketing with Travel Influencers

Our team did outreach daily to find every micro-influencer in our target market. We enticed 35 influencers from the NYC, Syracuse, Poughkeepsie markets with a free overnight stay and tickets to share their experience and paid two influencers who had significant experience.



< HUNTERHOLBERT Posts Follow





Omnichannel Marketing Update

B Roll Video & Media Kit Production

Our team and Moment Factory produced b-roll video and a thorough media kit for Winter's Dream, allowing influencers and press to amplify the message using approved videos, photography, original music and content libraries.



Media kit for groups and hospitality partners: [Group marketing materials produced](#) | [Press materials produced](#)

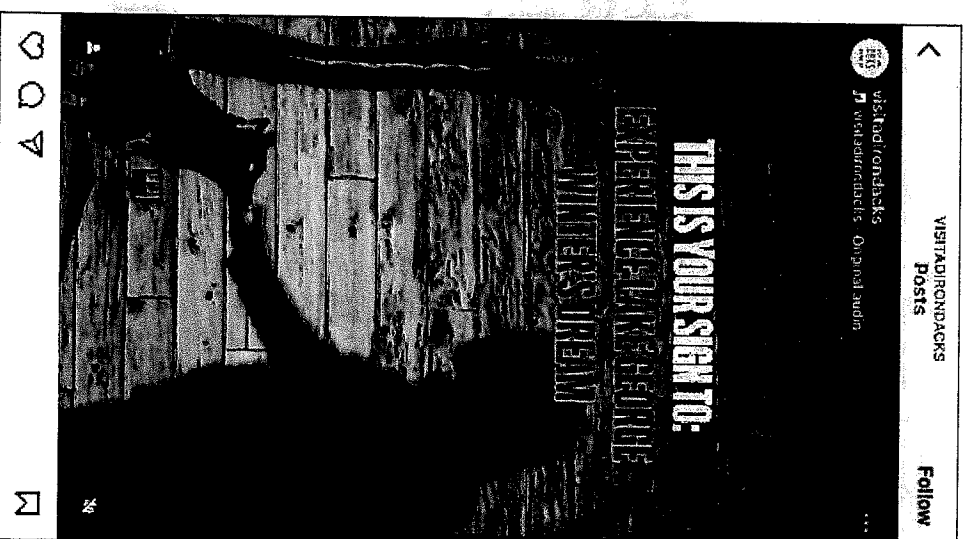
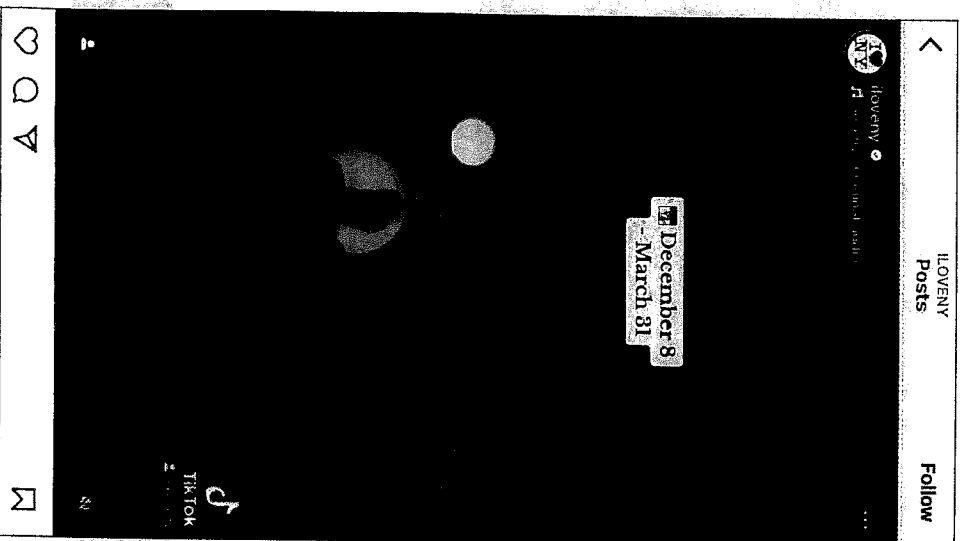




Omnichannel Marketing Update

Tourism Promotion Area, DMO and I Love NY Collaborations

Our team did outreach with our local and statewide TPA's to invite them to the experience and to share the experience on their social media. This resulted in posts on I LOVE NY, Visit Adirondacks, and many local TPA websites. We worked closely with out local chamber and county to leverage relationships for free marketing visibility.





Omnichannel Marketing Update

Online Television and Connected Television and Video Advertising: OTT, CTV and Display

Initially we targeted all core markets with advertising, we revised our plan to limit our targets but increase our visibility.

OTT, CTV, and Display

Impressions	Purchases
3,263,803	656



MANNIX

Omnichannel Marketing Update

Local Radio

We enlisted a local radio station Star Radio Saratoga to share the news of the opening and to help us with giveaway marketing in a nearby wealthy demographic - Saratoga Springs.

star

93.3

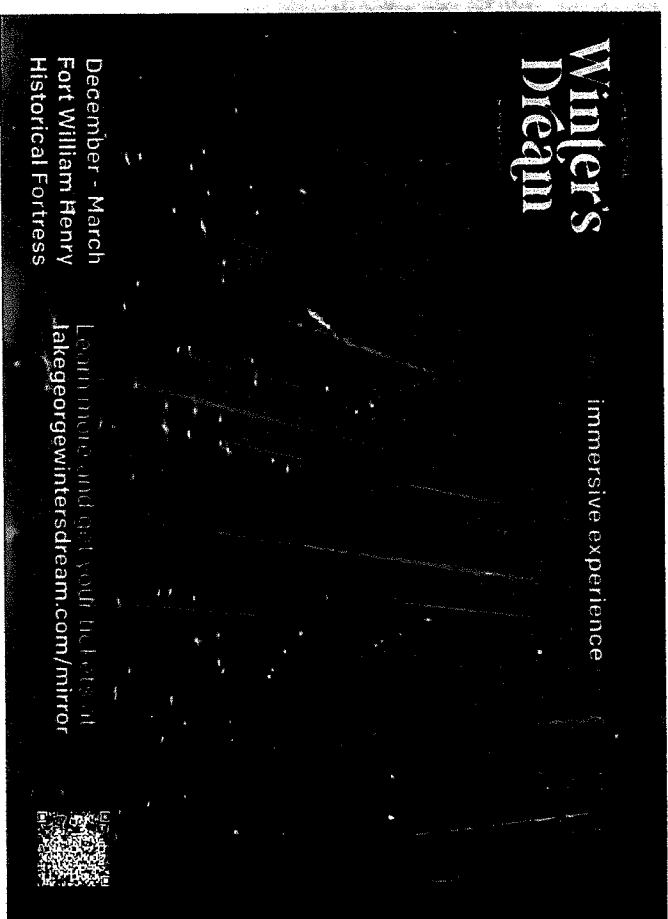
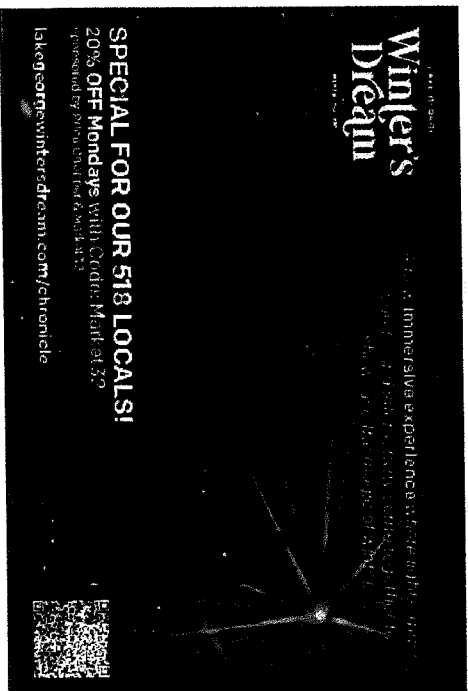
Your station. Your music



Omnichannel Marketing Update

Local Newspaper Marketing

Two local newspapers (Lake George Chronicle, Lake George Mirror) sponsored the event with significant in-kind advertising, we furthered the buy with a small cash spend to support the papers and their editorial coverage of the event. This was key for good will as well as visibility as the free community papers are highly read in our region. Donation Contribution from Chronicle and Mirror.





Omnichannel Marketing Update

Free Tickets for Local Service Staff & NonProfit Community

We employed guerilla marketing, inviting every frontline worker in the region to experience the event for free during tech nights. We also invited our nonprofit partners, their community and volunteers to share in the experience and provide feedback and buzz. Mannix Marketing team donated hundreds of hours to this effort.

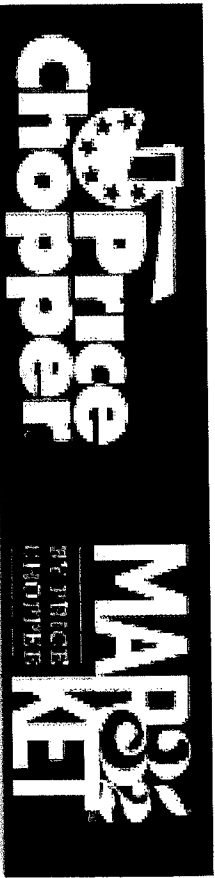




Omnichannel Marketing Update

Supermarket Ads

We made a deal with the largest supermarket to be a sponsor and pay us \$5000 to have the rights to be the sponsor of a discounted local night. The supermarket has over 183 stores with videos at every checkout line. They show our 15 second ad on the video displays at checkout for millions of views with our target market. Mannix Marketing worked to make this happen at no charge.



Reach

Potential Impressions

24,167,180

Promotional Value

\$145,000





Omnichannel Marketing Update

Newspaper Advertising

We ran ads through the Lake George Mirror and the Lake George Chronicle to promote Winter's Dream. The Chronicle did not provide us data about their reach.

Lake George Mirror - Stats through Jan 29th

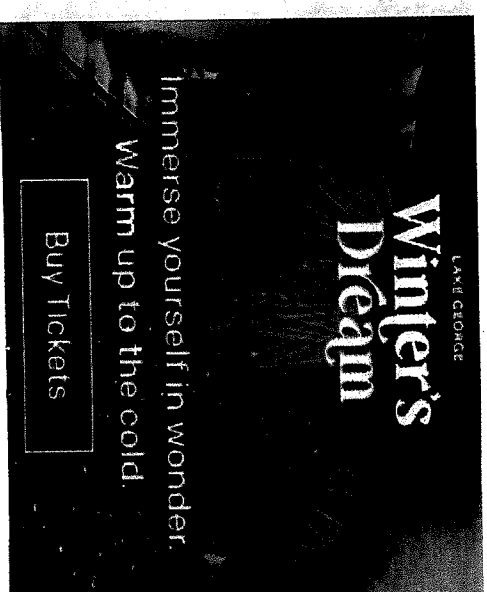
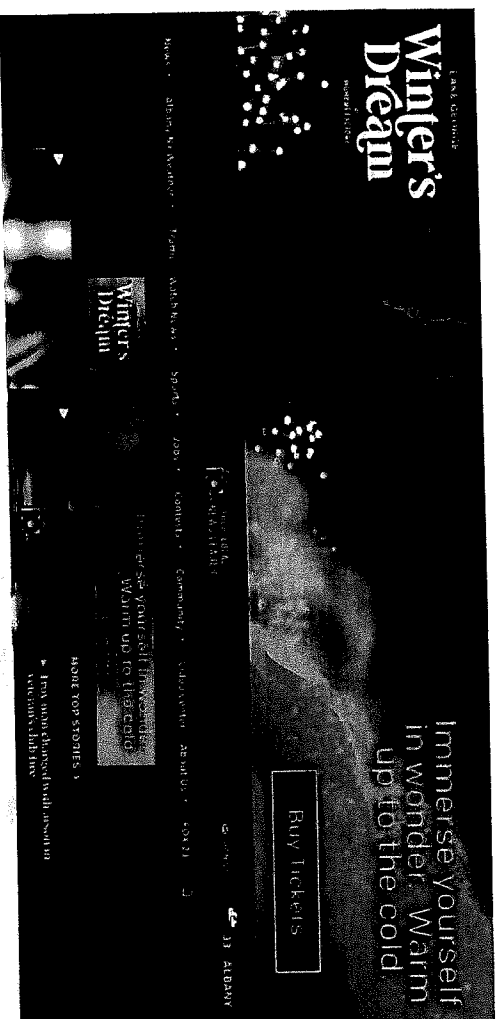
Print Copies Distributed
7,400

Digital Editions Sent
5000

Social Promotion Reach
20,653

TV News Advertising - WTEN 10

We paid for digital billboard and display ads on the WTEN 10 site for prime visibility in target markets.



WTEN 10 Billboard Results

Total Impressions
115,285

Total Clicks
81

Mean CTR
.27%



Omnichannel Marketing Update

TV Advertising

We paid for TV ads across WRGB News and The CW15. They donated 50% of the ads.



[Click to watch TV Ad](#)

TV Ad Results


Total Impressions

935,560



Reputation Management

Mannix assisted in monitoring exit surveys and reviews closely to inform operations, responding to reviews quickly, and addressing any issues before they became a problem. We also monitored and responded to online reviews on Google and on social media to better inform target marketing as well noting that families with young children gave the experience the highest rating, so we narrowed our demographic to focus on a younger adult audience with children.



Spencer Kemp
 Local Guide · 22 reviews · 8 photos
 3 months ago


Absolutely fantastic show. The fiance and I felt the magic and were absolutely in the winter spirit! Biggest advice is to buy the tickets early, and get the VIP parking as it makes the walk so much easier!


Overall, made my trip to Ft. William Henry superb!

Visited on
Public holiday

Wait time
No wait

Reservation recommended
Yes



 5



Omnichannel Marketing Update

Conversion Rate Optimization - Ticketing System

Our team employed CRO techniques to change ticket purchase conversions in the checkout from 1% to 9%.

Ticketing CRO Growth

↑800%





Omnichannel Marketing Update

Conversion Rate Optimization - Website

Our team employed CRO techniques to change the website multiple times using Microsoft Clarity to inform website updates and modifications. We reworked the website 6 times to improve understanding of this new experience.

Website Conversion Rate (Month over Month)

↑170%





Omnichannel Marketing Update

Text Marketing

We invited NudgeText.com to come to experience the event at no charge including lodging in exchange for a text marketing message to 200k subscribers who actively are seeking fun experiences near NYC. (January)

Text Marketing

Reach

200,000

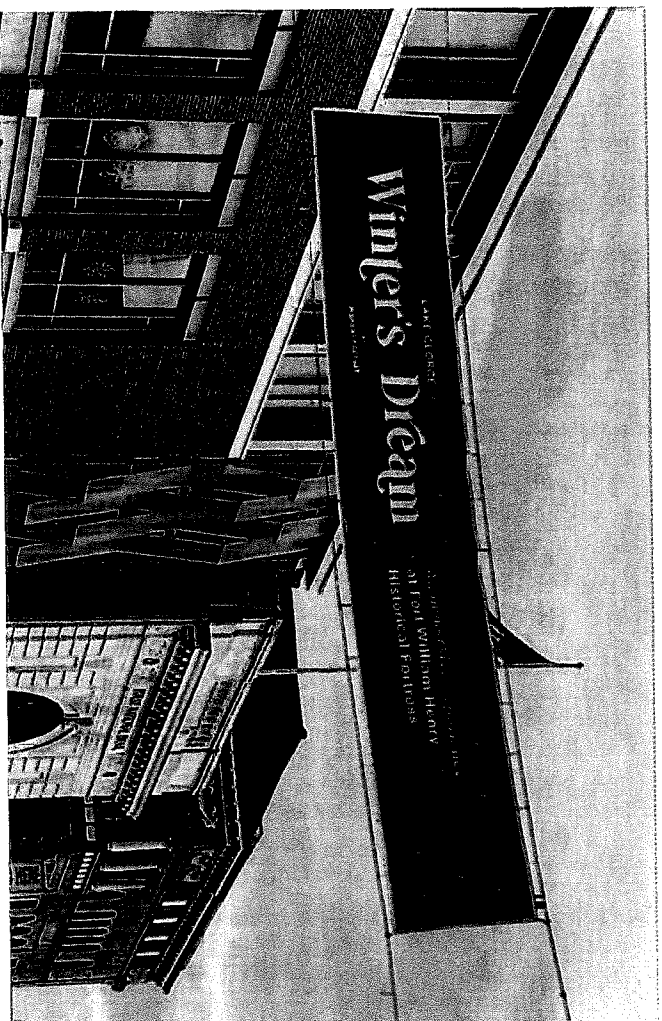




Omnichannel Marketing Update

Out of Home Advertising

We utilized free OOH ad space including banner ads over town centers and on fences at popular exits where the only cost was the banners. We donated the work to design, buy, deliver, pickup and find the locations.





Omnichannel Marketing Update

Out of Home Collaborative Marketing

With our local chamber, we worked with hotels, the civic center, and major retail outlets to get major OOH visibility for free.

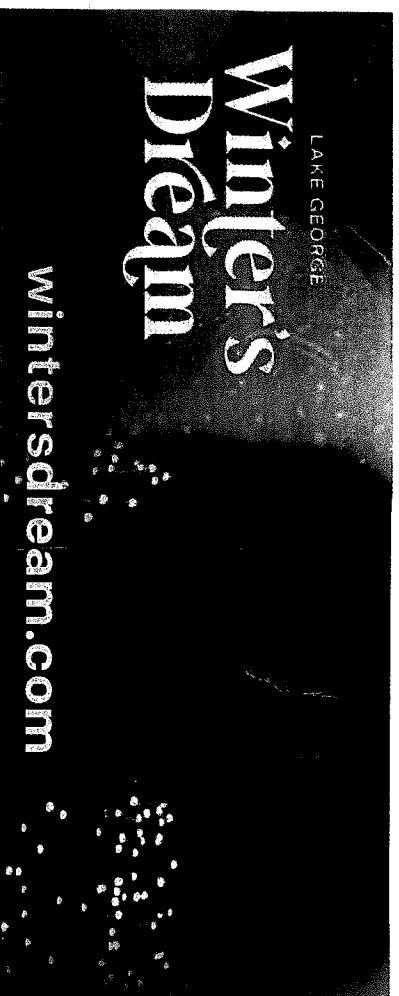
Local Aviation Mall: We are showing advertising on the in-Mall video digital displays. We will also be advertising on the marquee of the East Field.

Chamber of Commerce: Reached out to their membership to ask for donated ad space and added us to their marquee

Cool Insuring Arena Civic Center: We are on the marquee here known as the Cool Insuring Arena.

Mini Hospitality Outlets: We are being displayed on posters in many outlets for free and on the marquee.

Hotels: Many hotels have added us to their outdoor signage.

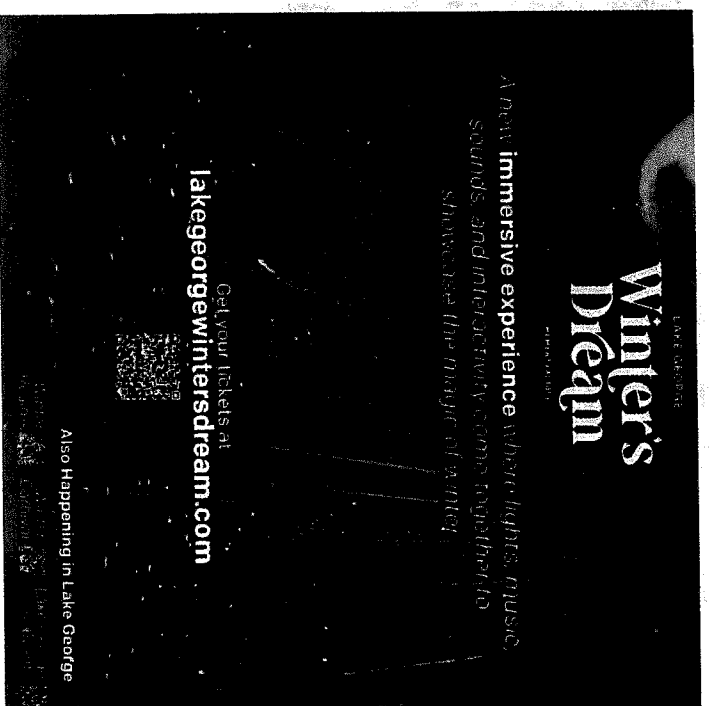




Omnichannel Marketing Update

Poster Distribution

Mannix Marketing also printed posters and distributed them to the hotels and retail locations that requested them.





Omnichannel Marketing Update

Hotel Discount and Packaging Program

Mannix worked with the local chamber to leverage their discount passport program and offer discounts on local hotels and attractions to ticket buyers as an added value incentive. We individually promoted each discount partner in an Instagram and FB Collab to boost audience engagement and printed discount coupon business cards that we distributed at exit.

Winter's Dream

The Experience Plan Your Visit Contact Tickets

Take Advantage of Lodging Deals for Ticket Holders

Proof of ticket purchase is required at check-in for discount.

3rd Night Free

15% Off

15% Off

Fern Lodge

BOOK DEAL

Courtyard Lake George

BOOK DEAL

The Lodges at Cresthaven

BOOK DEAL





Omnichannel Marketing Update

Hospitality Awareness Webinars

We ran multiple webinars for local hospitality stakeholders on the event to teach them about the new events coming to the region (Winter's Dream and Winter Realms). Rewarded attendees with free tickets to both events so they could talk to tourists and clients about their experience.





Omnichannel Marketing Update

Winter Realms Collaboration

Lake George Winter's Dream and Winter Realms did joint marketing and free marketing for a new attraction that is physically located next door to further entice visitors to the region.







Omnichannel Marketing Update

Agility in Marketing

We monitored spend, demographics, geography and outlets to move funds quickly from one medium to another, one target market to another and focus on the geographic targets which had the best return on investment on a weekly basis.

We leveraged the ticketing system ambassador program to encourage social sharing and hashtag use.

...
yourjourneygal
and
fortwilliamhenryhotel
Original audio

yourjourneygal ~ If Lake George is on your 2024 NYC
Getaway Bucket List, then you need to add these unique
experiences to your visit!

~ We spent the weekend at the @fortwilliamhenryhotel and
we had the most peaceful time. The area was so tranquil, and
the food was outstanding.
~ The best part was the location of the hotel ~ it was great,
so we were able to walk over to the mesmerizing
@lakegeorgewintersdream & the stunning @winterrealms .
~ Lake George is a cute small town, and its lake is considered
to be among the clearest and cleanest large lakes in the world.
For more details on how to do this adventure, check out the
@nudgetext app
#nycracs #thingstodonyc #thingstodoinnyc #nycguide
#nycfun #nycexperience #explorenyc #nycwinter #nyc tourism
#visitync #nycdakenight #nyctravel #nycbucketlist
#nycweekend #newyorkcitylife #newyorkblogger #secretnyc
#nycgetaways #nycgetaways #lakegeorge #winterrealms
#wintersdream #nudgetext
10w



Omnichannel Marketing Update

Group Tour, Corporate Business and Bus Tour Marketing

Our team worked together to reach out to major local corporations to buy tickets in bulk for their employees, offer special discounts for larger companies. Our agency provided marketing materials and support. Marketing supported the team with materials, and digital marketing support.

Our coalition (Sam, Emily, Billijo and Gina) rallied with the local chamber, CVB and Tourism Bureau to plan and execute a group and meeting strategy which brought in large corporations, bus tours and overnight groups.



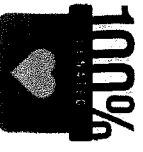


Omnichannel Marketing Update

Military, Veteran and Special Appreciation Nights

In order to boost ticket sales, we tested a Military and Veterans Night with free tickets for Veterans and Military with valid ID and discounts for their guests on a specific normally slow night, this allowed Winter's Dream to see additional press coverage.

A promotional graphic for Military Appreciation Day. The background is black with white and grey stripes and stars, reminiscent of the American flag. In the top right corner, there is a white dog tag with a string. The text 'LANE GEORGE' is in small white capital letters, followed by 'Winter's Dream' in a large, white, stylized font. Below this, the text 'Show your Military ID at the gate and receive Free Admission!' is written in white. To the left of this text is a QR code. At the bottom left, there is a small white box with the text 'Learn more and get your tickets'.





Omnichannel Marketing Update

Non Profit Fundraisers (Led by Sam)

Our team worked with the United Way to create a special fundraising night that both raised funds for local nonprofits and supported Winter's Dream with ticket, food and beverage and merchandise revenue.



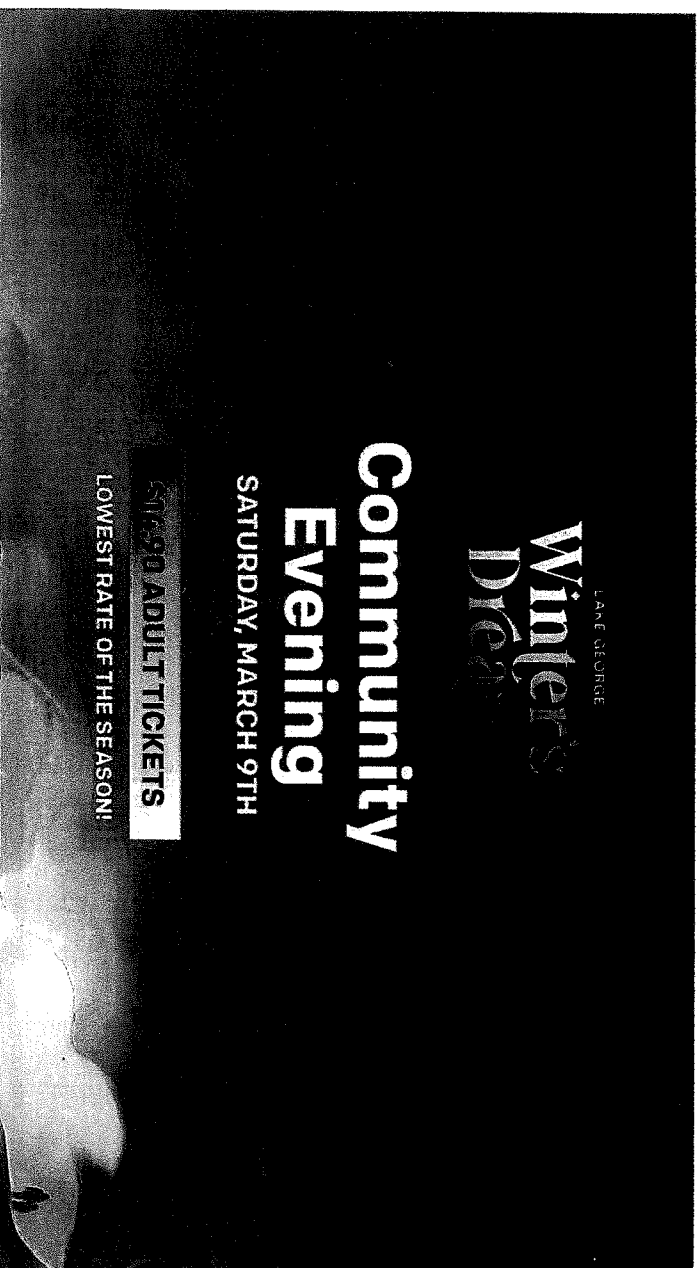
*led by Fort William Henry



Omnichannel Marketing Update

Community Evening

Our team helped promote an event for the final night of Winter's Dream: a Community Evening, which offered discounted tickets and culminated with a champagne and hot chocolate toast.





Omnichannel Marketing Update

Seasonal Budget & Total Spend

What	Original budget	Actual Spent
Display / Search Engine Marketing / Influence Marketing / Digital Marketing	\$23,063	\$23,130
Email Marketing	\$8,065	\$8,445
Facebook, Instagram, TikTok & Influencers	\$194,900	\$168,967
Online Video/TV Advertising OTT, CTV	\$75,000	\$26,118
Out of Home (Banner Ads, Posters)	\$560	\$1,019
Set-up & Project Management	\$31,500	\$31,500
Traditional Media (TV, Radio, Print)	\$12,000	\$13,991
Website, hosting, copywriting, SEO, deals management, branding assets library	\$26,230	\$26,492
TOTAL	\$371,318	\$299,662
Mannix Marketing Donated Services & Advertising	Original	Actual Donated Services
Donated Services and Advertising from Mannix Marketing	\$82,763	\$181,519
Donated Services does not include time spent by Sara Mannix, those hours were community volunteer hours as a coalition member		

Website Drilldown

Total Site Traffic

208,842

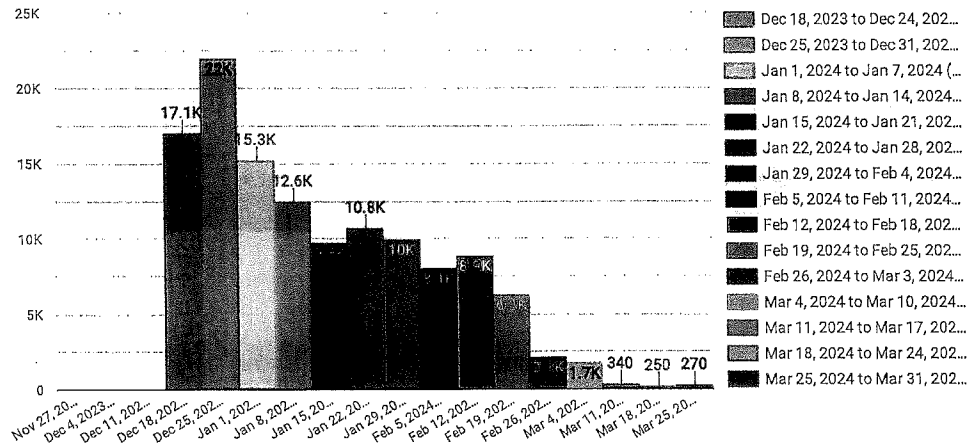
Site Organic Traffic

38,627

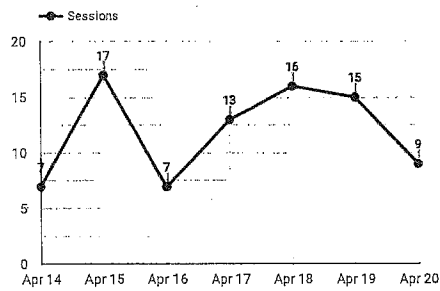
All Purchases

7,441

Visits By Week All Time



Total Site Visits Last Week

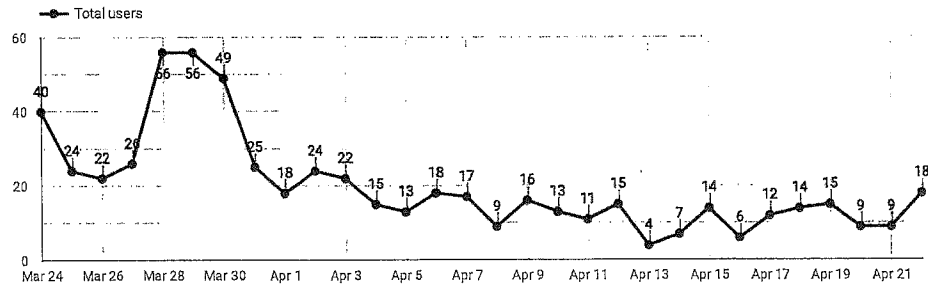


Engaged Sessions vs. All Traffic All Time

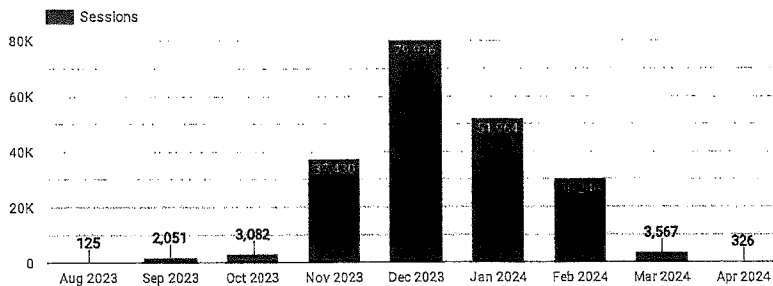
Sessions
208,842

Engaged sessions
131,960

Users Last 30 Days



Visits Month over Month





Conversion Rates

First Visit Conversions, Sessions, & Conversion Rate - All Time

	First user source / medium	Purchases ▾	Sessions	Conversion Rate
1.	(direct) / (none)	3,437	68,465	5.02%
2.	google / organic	1,661	32,912	5.05%
3.	lakegeorge.com / link	624	12,426	5.02%
4.	facebook / paid	256	22,541	1.14%
5.	lakegeorge.com / display	178	4,777	3.73%
6.	fortwilliamhenry.com / referral	158	2,041	7.74%
7.	visitlakegeorge.com / referral	146	5,281	2.76%
8.	facebook / social	119	10,661	1.12%
9.	lakegeorge.com / referral	99	4,100	2.41%

1 - 86 / 86 < >

Campaign Conversions, Sessions, & Conversion Rate - All Time by Advertising Campaign - Overview

	Campaign	Conversions ▾	Sessions	Conversion Rate
1.	(direct)	2,974	7,500	39.65%
2.	(organic)	2,303.91	16,641	13.84%
3.	lakegeorge.com	776.04	10,258	7.57%
4.	(referral)	567.59	6,090	9.32%
5.	wintersdream.com	462.16	18,533	2.49%
6.	wintersdreamdeal	146.05	1,023	14.28%
7.	saratoga.com	45.48	1,775	2.56%
8.	wintersdream	28.92	230	12.57%
9.	(not set)	27.14	201	13.5%

1 - 32 / 32 < >

Contact Form Fills Conversions

Campaign	Conversions count for contact_thank_you
1. (organic)	238.95
2. (direct)	156
3. lakegeorge.com	46.51
4. (referral)	44.32
5. wintersdream.com	16.72
6. (not set)	10.43
7. mannixmarketing	9.89
8. saratoga.com	5

1 - 39 / 39 < >

Newsletter Signup Conversions

Campaign	Conversions count for enews_signup
1. winterexperience	1,373.49
2. mannixmarketing	214.97
3. (referral)	214.73
4. LakeGeorge.com	131.99
5. (direct)	86
6. 2023-24-Marketing-Program	70.14
7. (organic)	45.68
8. (not set)	2

1 - 39 / 39 < >

Job Application Conversions

Campaign	Conversions count for job_application_click
1. (organic)	55.51
2. (direct)	45
3. (referral)	20.24
4. lakegeorge.com	4
5. (not set)	2
6. 2023-24-Marketing-Program	2
7. winterexperience	2
8. mannixmarketing	1.14

1 - 39 / 39 < >

Lodging Deal Conversions

Campaign	Conversions count for lodging_deal
1. (organic)	1,030.62
2. wintersdream.com	976.74
3. (direct)	582
4. lakegeorge.com	368
5. (referral)	267.26
6. hlakegeorge	221.42
7. wintersdreamdeal	62.58
8. adirondack.net	41.62

1 - 39 / 39 < >

Clicked to Purchase Tickets

Campaign	Conversions count for ticket_click
1. wintersdream.com	19,319.58
2. (organic)	17,469.59
3. lakegeorge.com	10,014.16
4. (direct)	5,417
5. (referral)	4,783.8
6. saratoga.com	1,632.34
7. wintersdreamdeal	923.5
8. albany.com	802.74

1 - 39 / 39 < >

Purchase Conversions

Campaign	Conversions count for purchase
1. (direct)	2,974
2. (organic)	2,303.91
3. lakegeorge.com	776.04
4. (referral)	567.59
5. wintersdream.com	482.16
6. wintersdreamdeal	146.05
7. saratoga.com	45.48
8. wintersdream	29.92

1 - 39 / 39 < >

Contact Us Form Fills

	First user source / medium	Conversions count for contact_thankyou
1.	(direct) / (none)	209
2.	google / organic	168
3.	lakegeorge.com / link	38
4.	facebook / social	20
5.	lakegeorge.com / referral	16
6.	bing / organic	15
7.	lakegeorge.com / display	9
8.	saretoys.com / display	9
		1-100 / 266 < >

Signed up for Newsletter

	First user source / medium	Conversions count for news_signup
1.	facebook / cpc	1,248
2.	facebook / social	324
3.	LakeGeorge.com / referral	132
4.	(direct) / (none)	91
5.	m.facebook.com / referral	70
6.	LG / Display-Ad	38
7.	google / organic	36
8.	lakegeorge.com / referral	28
		1-100 / 266 < >

Clicked to Submit a Job Application

	First user source / medium	Conversions count for job_application_click
1.	(direct) / (none)	58
2.	google / organic	42
3.	lakegeorge.com / referral	8
4.	momentfactory.com / referral	8
5.	facebook / social	4
6.	LG / Display-Ad	2
7.	chadallamy.com / referral	2
8.	email / email	2
		1-100 / 266 < >

Clicked on Lodging Deals (shows interest in heads in beds)

	First user source / medium	Conversions count for lodging_deal
1.	google / organic	848
2.	(direct) / (none)	788
3.	facebook / paid	685
4.	email / email	300
5.	lakegeorge.com / link	288
6.	facebook / social	161
7.	instagram / paid	86
8.	lakegeorge.com / display	86
		1-100 / 266 < >

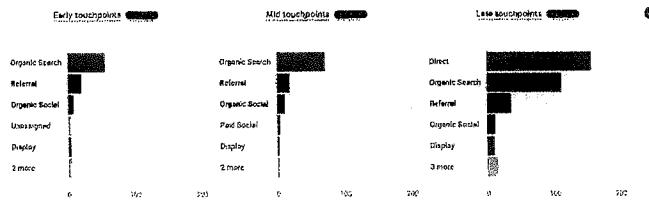
Clicked the Buy Ticket Button

	First user source / medium	Conversions count for ticket_click
1.	google / organic	15,047
2.	facebook / paid	10,927
3.	(direct) / (none)	7,869
4.	lakegeorge.com / link	6,489
5.	facebook / social	3,978
6.	instagram / paid	3,029
7.	lakegeorge.com / display	1,092
8.	email / email	1,824
		1-100 / 266 < >

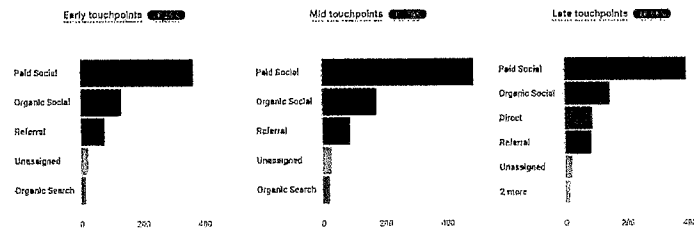
Purchased a Ticket

	First user source / medium	Conversions count for purchase
1.	(direct) / (none)	3,437
2.	google / organic	1,661
3.	lakegeorge.com / link	624
4.	facebook / paid	256
5.	lakegeorge.com / display	178
6.	forwilliamhenry.com / referral	158
7.	visitlakegeorge.com / referral	146
8.	facebook / social	119
		1-100 / 266 < >

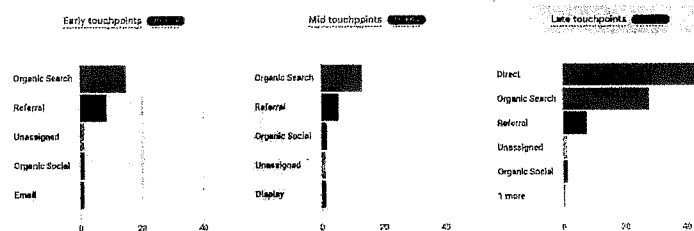
Contact Form Fills



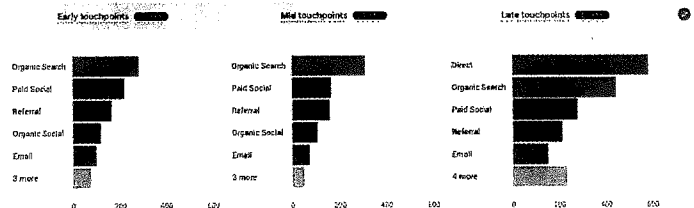
Newsletter Signups



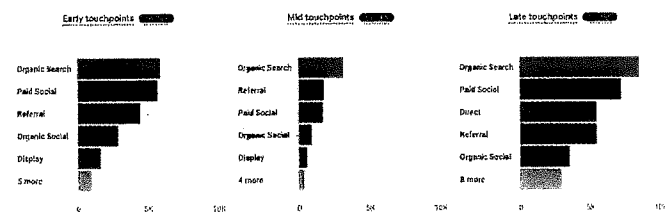
Job Application Clicks



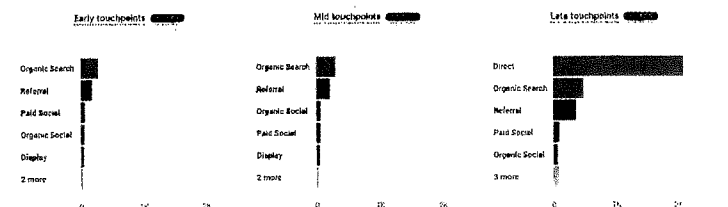
Lodging Deal Clicks



Clicks to Purchase Tickets



Ticket Purchases



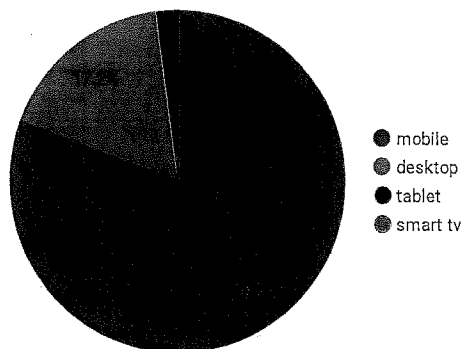
Top Pages

	Page	Sessions
1.	/	134,776
2.	/winter-dream-2023-24 TicketSpice Landing Page	103,176
3.	/plan-your-visit/directions/	5,211
4.	/plan-your-visit/savings-deals/	5,052
5.	/plan-your-visit/winter-attractions/	4,745
6.	/plan-your-visit/	3,945
7.	/plan-your-visit/lodging-deals/	3,310
8.	/contact-us/	2,814
9.	/horse-carriage-ride-20232024	2,442
10.	/enews-thank-you/	2,229

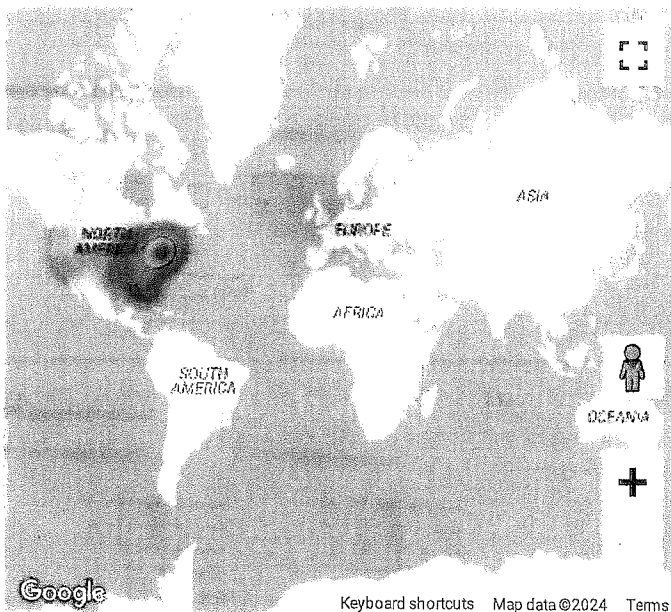
Top Cities

	City	Sessions
1.	New York	26,867
2.	Albany	12,367
3.	Queensbury	9,139
4.	Saratoga Springs	7,168
5.	Boston	5,767
6.	Syracuse	5,087
7.	Buffalo	3,387
8.	Country Knolls	3,371
9.	Schenectady	3,193
10.	Troy	2,498
11.	Warrensburg	1,970
12.	Gloversville	1,733
13.	Philadelphia	1,705
14.	Glens Falls	1,559
15.	Cohoes	1,299
16.	Amsterdam	1,295
17.	Latham	1,248
18.	Utica	1,215
19.	East Greenbush	1,119
20.	Rutland	986
21.	Colonie	927
22.	East Glenville	892
23.	Rensselaer	881
24.	Delmar	856
25.	Ballston	841

Device Breakdown



Top Cities Cont.



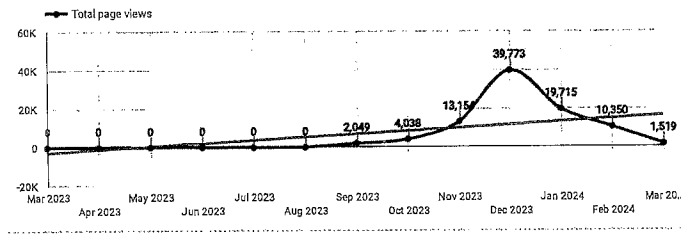
Note: Excludes spam from Ashburn

Total reach
4,869

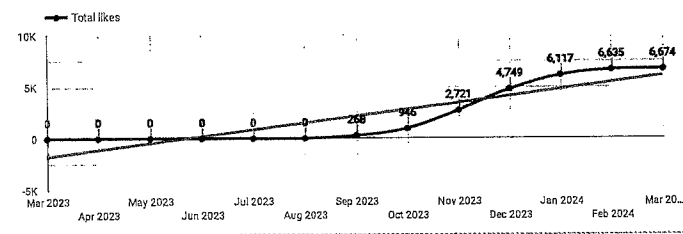
Total impressions
7,661,979

Organic reach
57,223

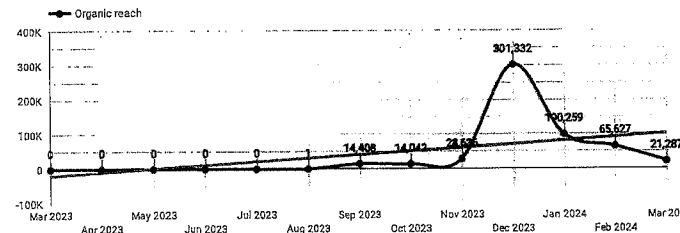
Rolling 13-Month Page Views



Rolling 13-Month Page Likes



Rolling 13-Month Organic Reach of Posts



Top Posts

Rank	Post	Total reach
1.	Lake George Winter's Dream opens tomorrow night! #LGW... #LakeGeorgeWinter'sDream	7,679
2.	Lake George Winter's Dream welcomes guests of all ages to e...	6,759
3.	Play your way through the heart of winter! #wintersdrea...	5,515
4.	Curious about the experience? Here's a sneak preview of what...	5,251
5.	Buy your tickets to Lake George Winter's Dream! #LGW... Each tic...	4,382
6.	A new winter immersive experience is coming in December 20...	3,996
7.	Lake George Winter's Dream Includes a variety of interactive e...	3,982
8.	So this really happened... the cuteness and music at the event...	3,873
9.	Stroll through a local #winter wonderland! Explore a rich w...	3,739
10.	Don't wait! Tickets on sale now for #Lake George Winter's Dre...	3,714

Facebook Ads

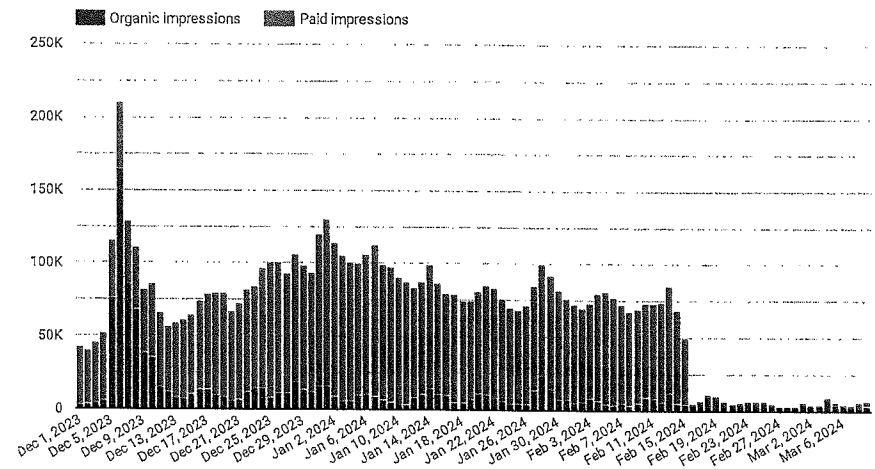
Campaign name	Impressions	Δ	Clicks	Δ	Total Cost	Δ
1. Winter's Dream 2023 - Sales Ads - Facebook	4,455,219	-	87,720	-	49,881.84	-
2. Winter's Dream 2023 - Sales Ads - Instagram	1,755,252	-	10,879	-	25,823.1	-
3. Winter's Dream 2023 - Traffic Ads - Facebook	881,926	-	25,557	-	12,031.58	-
4. Winter's Dream 2023 - Traffic Ads - Original	477,212	-	39,026	-	2,092.38	-
5. Winter's Dream - Page Likes	245,738	-	11,487	-	1,548.31	-
Grand total	9,051,689	-	235,7...	-	105,937.53	-

Impressions
9,051,689
No data

Clicks
235,740
No data

Facebook Overview

Organic and Paid Impressions Over Time



Total likes
6,644

Paid impressions
6,359,963

Organic impressions
1,267,642

Post shares
322

Post engagements
9,246

Top 5 Cities | Reach

Rank	City	Reach
1.	Queensbury, NY	298
2.	Glens Falls, NY	199
3.	South Glens Falls, NY	164
4.	Albany, NY	143
5.	Clifton Park, NY	138
6.	Gansevoort, NY	117
7.	Saratoga Springs, NY	113
8.	Schenectady, NY	106
9.	Hudson Falls, NY	87
10.	Pittsfield, MA	80

1 - 45 / 45 < >

By Age | Reach

