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FOR IMMEDIATE RELEASE

\$4 Million Local Economic Impact from Meetings/ Events

LAKE GEORGE, NY — Global Meetings Industry Day (GMID) shines a light on the real impact meetings have on people, businesses and the economy. Led by the Meetings Mean Business Coalition, it brings together meetings industry advocates across six continents and more than 40 countries. On Thursday, April 4, 2019, we will celebrate the industry's enduring business value and its \$2.65 trillion in global economic impact.

In 2018, the Lake George Regional Convention & Visitors Bureau realized 27 bookings resulting in 7,711 room nights and a total estimated economic impact of more than \$4 million.

That doesn't include the many meetings and events that booked directly with meeting hotels throughout the Lake George Area, including hospitality properties: The Sagamore Resort, Courtyard by Marriott Lake George, Fort William Henry Hotel & Conference Center, Six Flags Great Escape Lodge, The Queensbury Hotel, Holiday Inn Express & Suites, Holiday Inn Resort, Lodges at Cresthaven, Dunham's Bay, Clarion Inn & Suites, Georgian, Surfside, Inn at Erlowest among many others with meeting and event space. In addition to overnight room and food & beverage, other average meeting expenditures include: audio visual; transportation, printing, technology, retail, and recreation.

Partnering with local, state and national organizations including: the Empire State Society of Association Executives (ESSAE), Meeting Professionals International (MPI) Upstate Chapter, the NYS Destination Marketing Organizations, National Association of Sports Commissions (NASC) among others, the Lake George Regional CVB is involved in these organizations to sustain and grow meetings, conventions and special events throughout the Lake George Southern Adirondack region.

The MPI Upstate NY Gala takes place on Global Meetings Industry Day (April 4, 2019) at the River Stone Manor in Glenville, NY.

A Division of the Lake George Regional Chamber of Commerce
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Two of our local meetings/events partners will be honored at this event!

- **Dave Kenny, KDA Hospitality (Courtyard Marriott in Lake George among other properties.)**
- **Angelo Mazzone, Mazzone Hospitality (Among other ventures, Mazzone operates the meeting space at the Courtyard Marriott in Lake George.)**

For more information [click here](#).

Also, Lake George Regional Chamber of Commerce & CVB Executive Director Gina Mintzer will be a panelist at the ESSAE (Empire State Society of Association Executives) Meetings, Membership, & Marketing Institute event on Friday, April 5 at Hilton Garden Inn in Clifton Park.

The Meetings, Membership and Marketing Institute (#ESSAETripleM) is geared to bring new innovations, insights, experiences, opinions, and success stories. Come prepared to learn, as well as enjoy networking and fraternity with fellow executives and supplier partners.

Mintzer will sit on the panel along with other destination professionals from Visit Rochester and Discover Long Island.

The panel topic is “Outside the CVB-DMO Toolbox.”

Here is the description:

“The mission of Convention & Visitor Bureaus (CVB) & Destination Marketing Organizations (DMO) is to promote the long-term development and marketing of a destination, focusing on convention sales, tourism marketing, and service. Their goal is to ensure that meeting professionals are successfully executing events at the destination. There are several benefits to working with a CVB/DMO that go beyond sleeping rooms and meeting venues. This panel will feature four CVB/DMO panelists who will highlight the innovative ways to utilize CVB resources. During this panel we will not only share case studies, success stories, and challenges, but how meeting professionals and CVBs can work together to have a positive economic impact on their regions.”
For more info, [click here](#).

The Lake George Regional CVB is a division of the Lake George Regional Chamber of Commerce. Its funding is supplied through occupancy tax dollars with the goal of realizing a return on that promotional money in the form of weather-proof year round business in the form of meetings, conventions, sports tournaments and other events.