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FOR IMMEDIATE RELEASE

Sports Tourism Market a Slam Dunk for Region

LAKE GEORGE, NY — The Lake George Regional Convention & Visitors Bureau continues to see tremendous growth in the sports tourism market. 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.

This year the Lake George Area has netted three awards for sports tourism:

- **Winner of the 2019 *SportsEvents Magazine's* Readers Choice Award** We have won this award two times in the last 3 years including in 2017. *SportsEvents* asks readers annually to nominate events, planners and locations for this award. An online ballot then allows people to vote on the winners. Read more here: <https://sportseventsmagazine.com/2019/02/12/the-2019-readers-choice-awards/>
- ***Sport Destination Management Magazine* named CVB Special Event and Convention Sales Director Kristen Hanifin as a Who's Who in Sports Leadership among top sports tourism professionals across the US.** Read more here: [https://www.mydigitalpublication.com/publication/?i=570559 - {"issue_id":570559,"page":104}](https://www.mydigitalpublication.com/publication/?i=570559-{)

The Lake George area features premier facilities for a variety of indoor and outdoor sports, as well as hundreds of attractions and everything a family needs to fit some vacation time into their sports travel.

— More —



This year, the Lake George Regional CVB has helped facilitate bringing 3 new major sporting events to the region — the NYS USBC Women's Bowling Championships at Kingpin's Alley in South Glens Falls (5 consecutive weekends in April-May, with 1600 athletes; Firecracker Baseball's Battle of the Borders Collegiate Showcase — 50 teams, and IREVA (Iroquois Regional Empire Volleyball Association)/TEAM USA Regional Volleyball championship 140+ teams).

These, in addition to Glens Falls hosting the Aurora Games Women's Hockey week in August, the return of Prime Time Invitational Lacrosse tournament in July and winning the bid to host the NYSPHAA Boys Basketball championships 2020-2022 are demonstrating that sports tourism is truly a strong economic driver for the region.

Sports tourism is an \$11 billion industry nationwide (according to National Association of Sports Commissions) and with great venues in the Lake George area both man-made and natural, the opportunities to bring more sporting events and drive higher numbers of tourism year round are limitless.

“The sport tourism industry in the Lake George region has seen tremendous growth in the last 3 years, and it is exciting to see the opportunities that lie ahead for the region. Using sports to augment the local tourism economy is a recession-proof way to ensure that occupancy tax dollars continue to increase year after year,” said CVB Special Event and Convention Sales Director Kristen Hanifin.

Here's a breakdown of the major sporting events this year:

- February — hosted Lakeside Boys Volleyball tournament at SUNY ADK, hosted Pond Hockey tournament at Crandall Park
- March — hosted Federation Basketball at Cool Insuring Arena
- April-May — 83'rd New York State Women's Bowling Championship at Kingpin's Alley in South Glens Falls. More than 1,600 women bowlers will compete over 5 consecutive weekends, beginning April 6-7 ending May 16-17
- May 4-5 — IREVA (Iroquois Regional Empire Volleyball Association) Team USA Regional Volleyball Championship. More than 4,000 attendees and 1,200 athletes expected using 34 courts around the region including SUNY ADK, ADK Sport Dome, YMCA Glens Falls, Chase Sports, GF Rec center, GF Middle & HS, Queensbury MS/HS & Fort Edward HS.
- July 18-21 — Firecracker Baseball Battle of the Borders Collegiate showcase. 52 teams coming to East Field in Glens Falls & Moreau.
- August 21-22 — Aurora Games Women's Hockey week coordinated by the Cool Insuring Arena and Queensbury Hotel