



LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB

2024 WRAP UP...

FOCUS: PROMOTE YEAR-ROUND TOURISM

- Website with over 600,000 page views
- Annual Four-Seasons Travel Guide with 75,000 regional distribution
- Monthly Consumer Newsletter to over 15,000 engaged readers
- Over 15,000 Social Media followers
- Last-Minute Lodging page with over 8,000 views annually
- Bi-Annual Restaurant Weeks
- Operation of Lake George Village Visitors Center with over 20,000 visitors
- Operation of Adirondacks Welcome Center between exits 17 & 18 off of I-87
- Adirondack Craft Beverage Trail with over 2,000 digital passport sign ups

FOCUS: CULTIVATE A VIBRANT BUSINESS COMMUNITY

- Press Releases and Media Events
- Monthly Radio Spots for new members and community events/programs
- Attendance at regional Municipality meetings and community events
- Unique ribbon cuttings and promotional support for new/expanding businesses
- Monthly mixers
- Community Guide publication and circulation
- Seat on Warren County Winter Coalition
- Seat on Lake George DRI Committee
- Seat on Regional Tourism Development Committee

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26K

Annual Walk-ins at Chamber office and Village Visitors Center

325M

Estimated Annual Media Coverage Reach

75K

Four-Seasons Travel Guide Circulation

430+

Member Businesses

700+

Referrals to Visitors (non-walk in)

3RD

Ranking for regional Chambers by Albany Business Review

WHAT'S NEW...2025 PROJECTS



WEBSITE REFRESH

Newly refreshed and consolidated website to boost visitation and search-ability. Opportunities for more digital video content and advertising to promote Member listings.



REINVENTED TRAVEL RESOURCE FOR REGIONAL VISITORS

Digital and Print advertising opportunities with foldable map and member listings with over 75,000 regional circulation.



NEW & EXPANDED MEMBER EVENTS AND PROGRAMS

Year-round Mixers, monthly virtual Lunch & Learns, Bi-Annual Economic Outlook Breakfast, and New Member Quarterly Coffee Hours