



Adirondack Distance Fest

2025 Survey Analysis

ROOST

Summary:

- ROOST partnered with the Adirondack Sports Council to conduct a post-event survey.
- The event drew **1,008 participants** across all race categories.
- A survey was distributed to a subset of approximately 921 participants via email and posted on social media. Participants also received information about the survey during packet pickup. These efforts resulted in 52 responses (5.2% response rate) with an estimated margin of error of 13%.
- Due to a smaller sample size, a direct spend total could not be reliably determined. These results provide useful insights but should not be considered definitive or stand-alone findings.
- Open-ended responses are compiled in a separate document, providing additional context on attendee experiences and perceptions.

General findings:

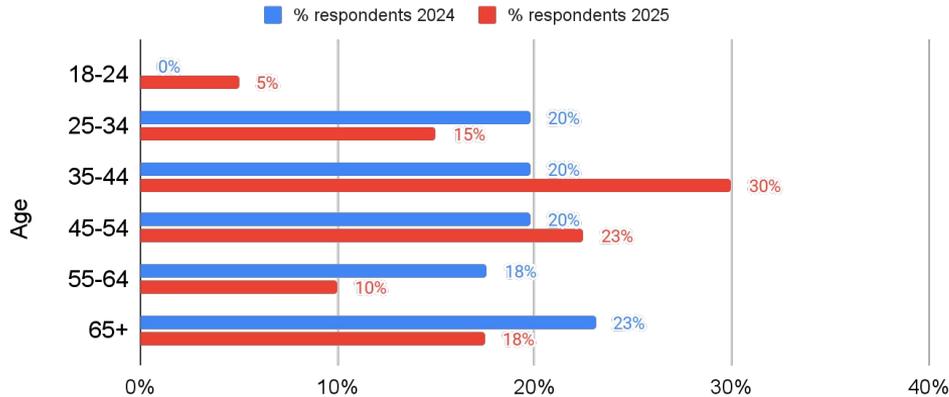
- **Regional draw centered on nearby markets:** The Albany-Schenectady-Troy, Burlington-Plattsburgh, and New York City markets made up the majority of participants, underscoring consistent regional interest from within driving distance.
- **New attendees:** Most respondents (89%) indicated that this was their first time participating in the race.
- **Visitors contributed meaningful overnight stays:** With an average party size of 4.05 and most respondents from outside of the area staying locally, the event continues to bring measurable tourism impact to the area.

Demographics

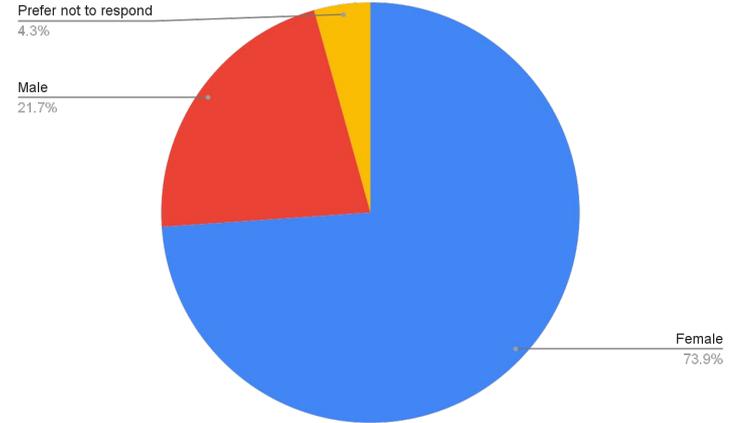
Top markets:

Market	2024	2025
Albany-Schenectady-Troy NY	41%	33%
Burlington VT-Plattsburgh NY	24%	13%
New York NY	21%	15%
Utica NY	6%	4%
Other	9%	35%

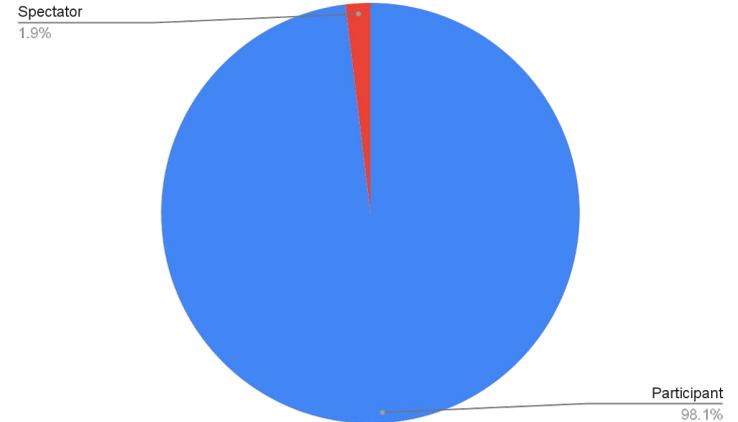
Age



Gender

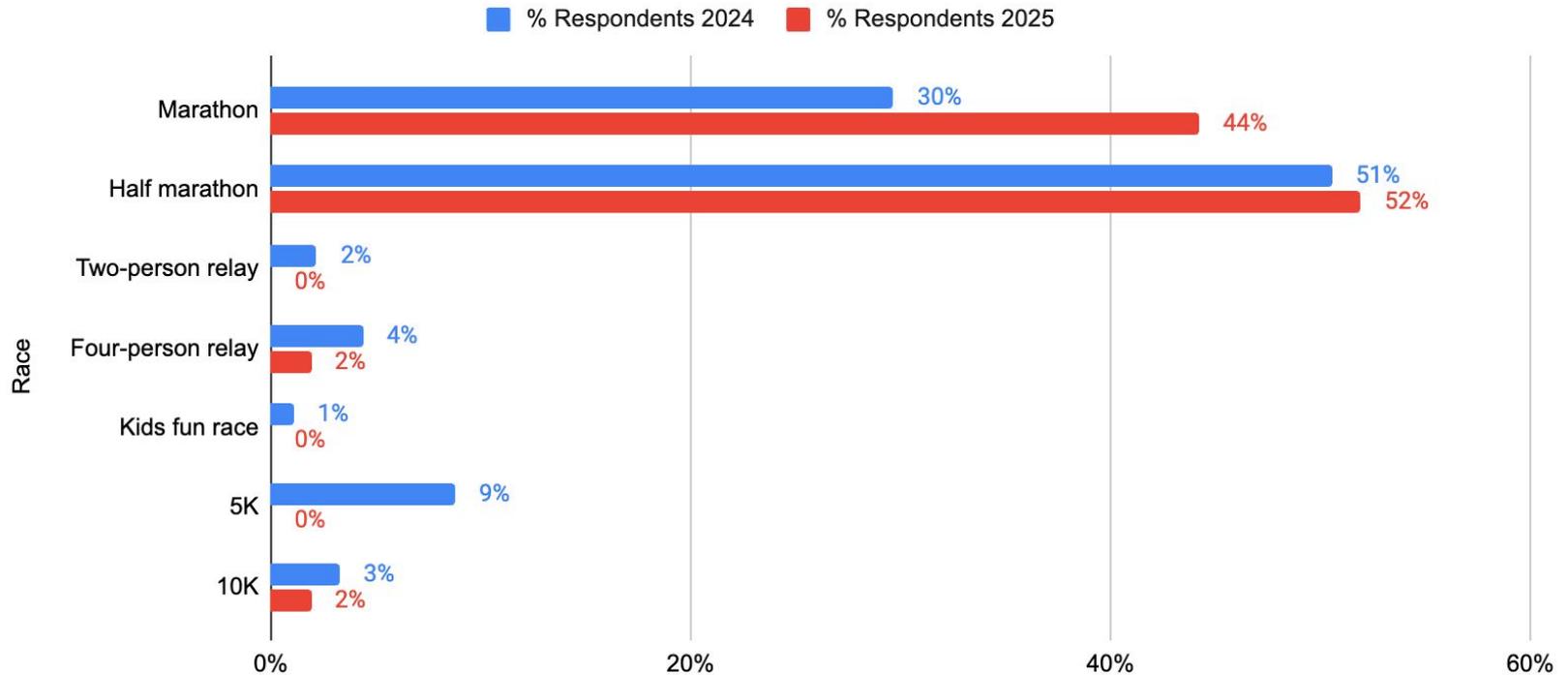


Participation



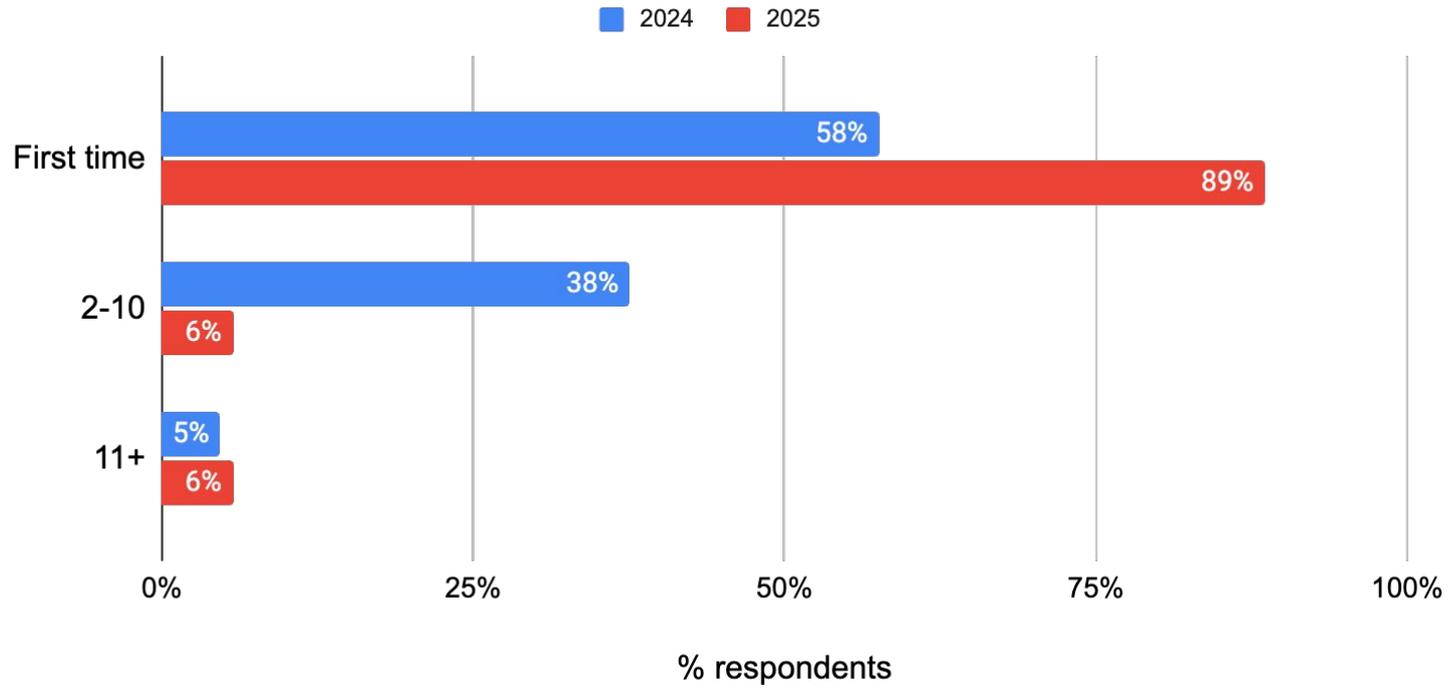
Race participation

Which event did you participate in?



Race participation

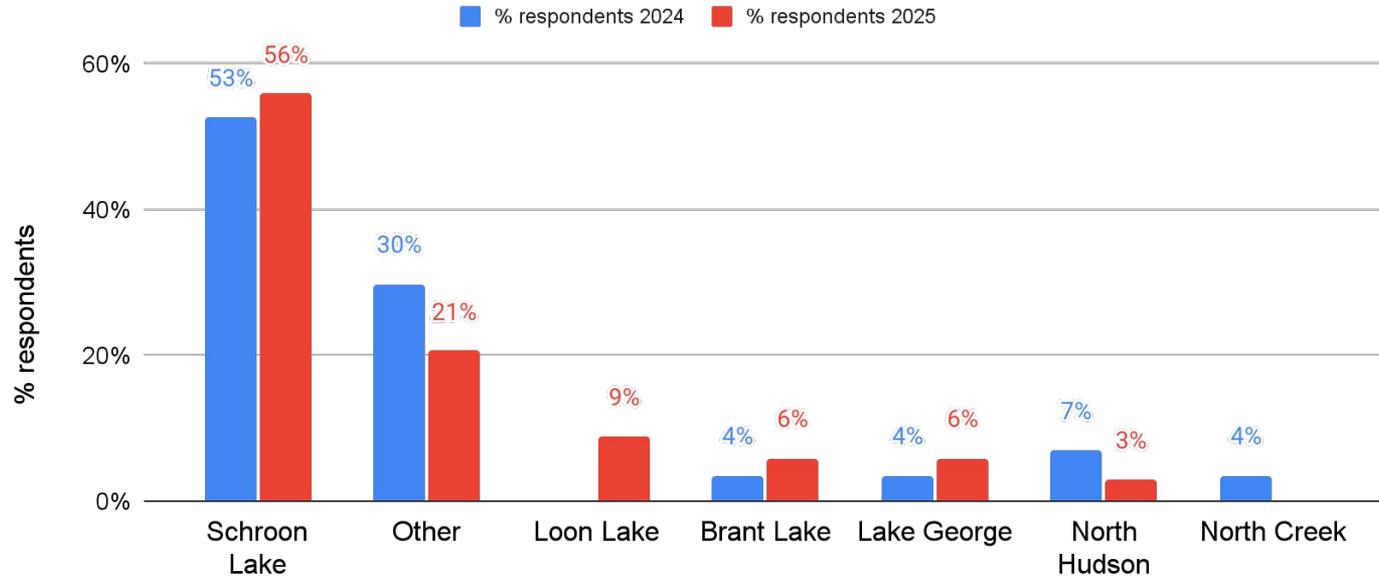
How many times have you participated in the Adirondack Marathon?



Traveler insight

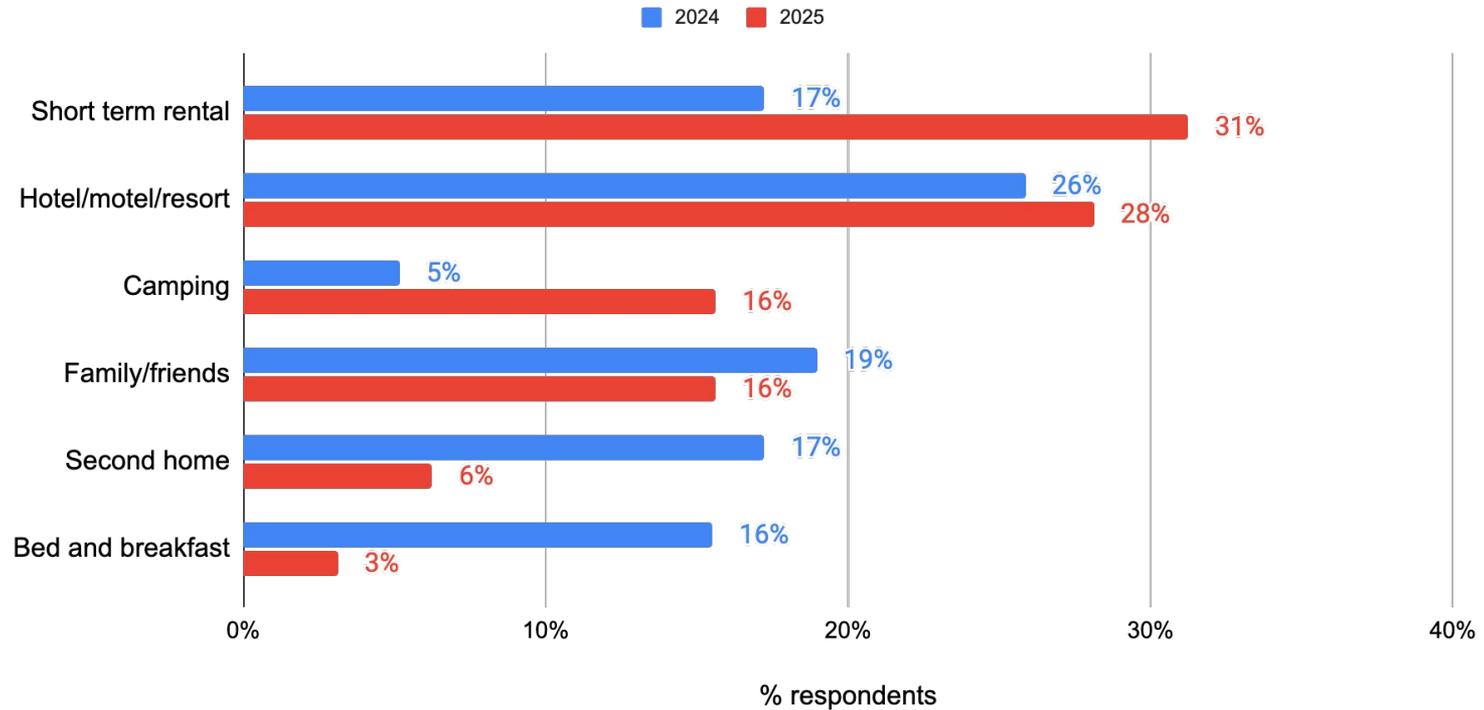
Average party size: 4.05

Area of stay:



Traveler insight

Lodging choice



Open-ended feedback
(linked)