

Whiteface Region Brand Survey

May 5, 2021

 REGIONAL OFFICE of
SUSTAINABLE TOURISM
adirondacks, usa



Respondent Information

Collector	Invitations	Responses
Adirondacks, USA email	151,527	2,418
Paid Social Media	47,408	698
Organic Social Media	2,077	211
WFR Marketing Partners Email	174	72
Total	201,186	3,399

Of the 201,186 people reached by our efforts, 1.7% completed the survey, giving us a 3% margin of error.

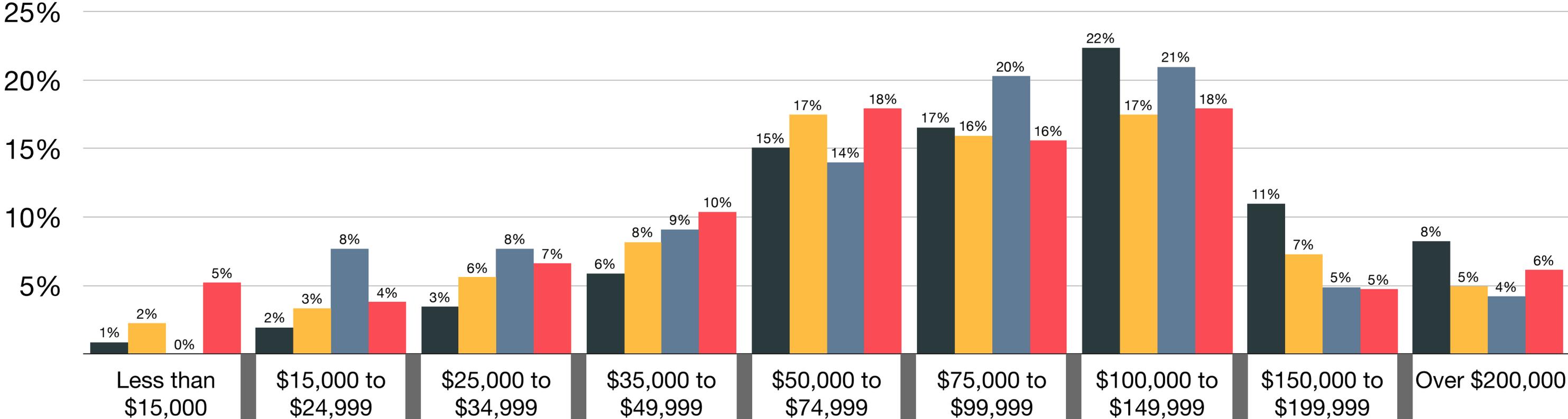
Each respondent was sorted into one of four segments based on their primary postal code and whether or not they had visited a town in the Whiteface Region in the past five years.

Segments	Total Respondents
Travelers - Have Visited	1,395
Travelers - Have Not Visited	1,649
WFR Residents*	143
Adirondack Residents	212
Total	3,399

*The zip codes included in the Whiteface Region residents segments are 12912, 12941, 12987, and 12997.

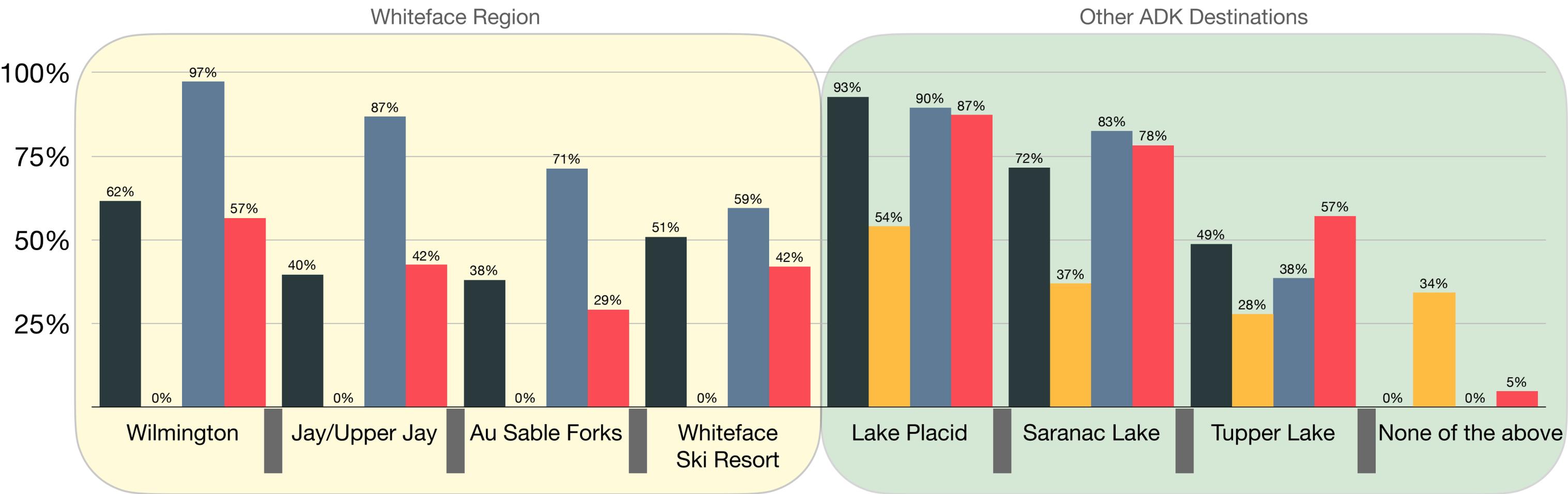
What is your annual household income?

Travelers - Have Visited
 Travelers - Have Not Visited
 WFR Residents
 Adirondack Residents



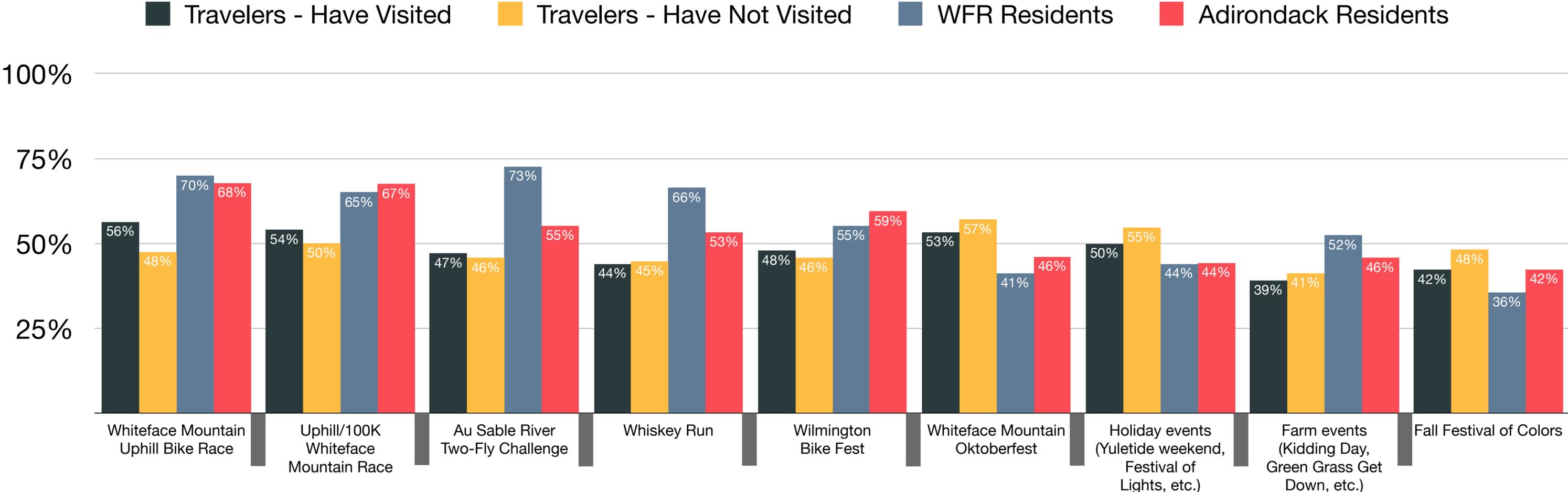
Please indicate which of the following Adirondack destinations you have spent time in over the last five years: (Select all that apply)

Travelers - Have Visited
 Travelers - Have Not Visited
 WFR Residents
 Adirondack Residents

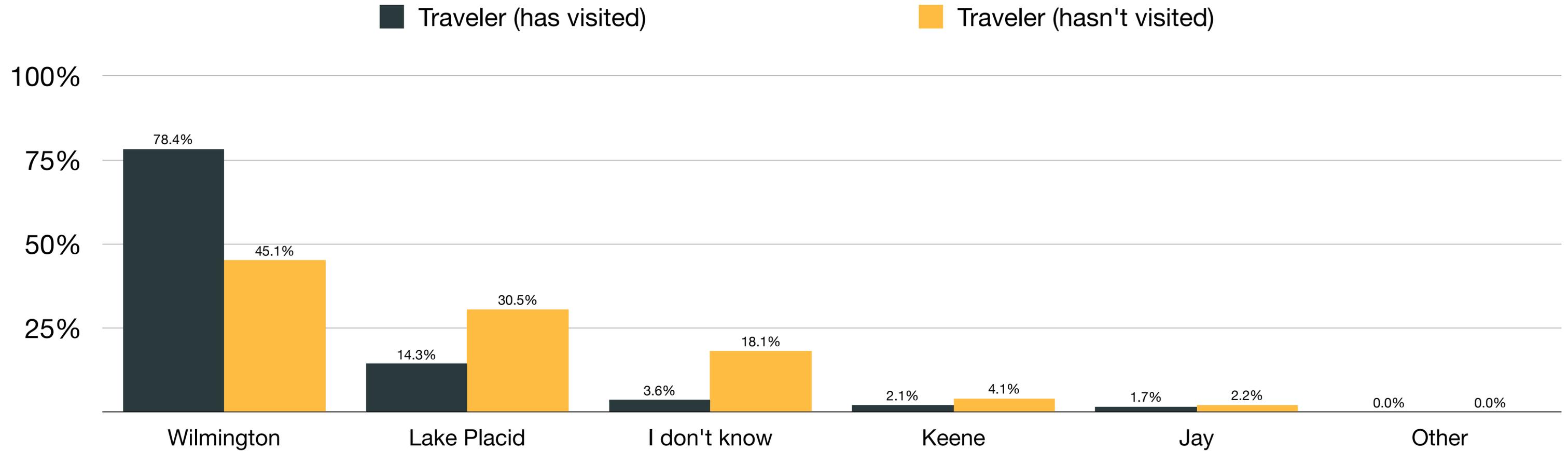


54% of the travelers that visited Whiteface ski resort say they also went to Wilmington.
 77% of visitors that say they went to Whiteface correctly answered that Whiteface is in Wilmington.

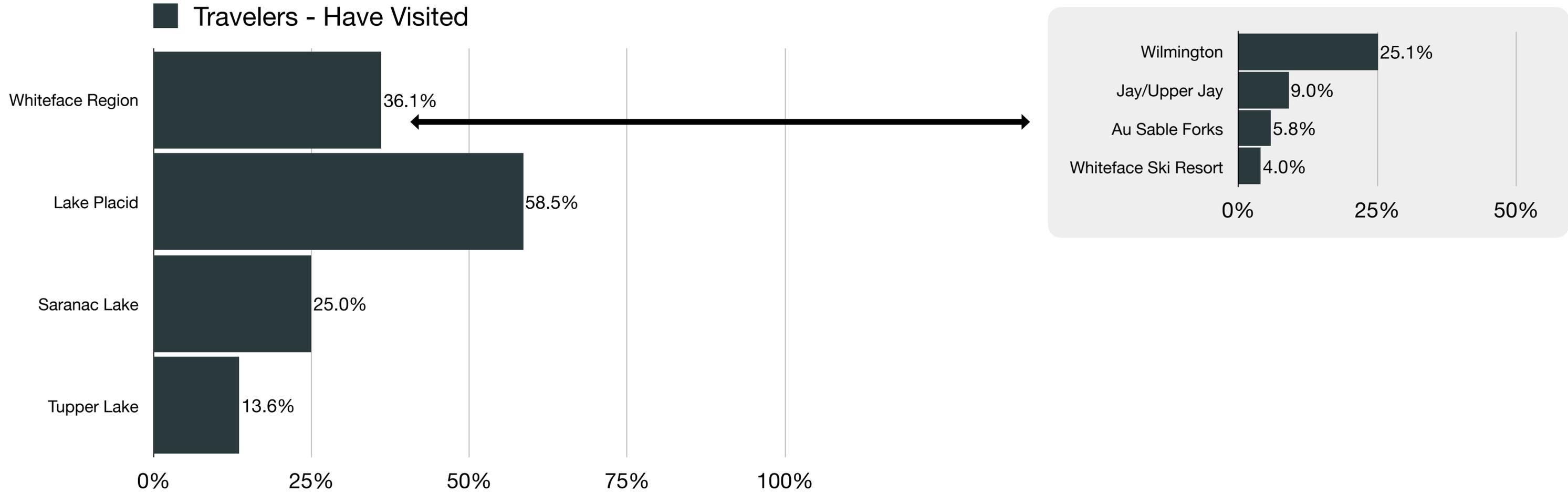
Have you heard of the following events?



In which town is Whiteface Mountain?

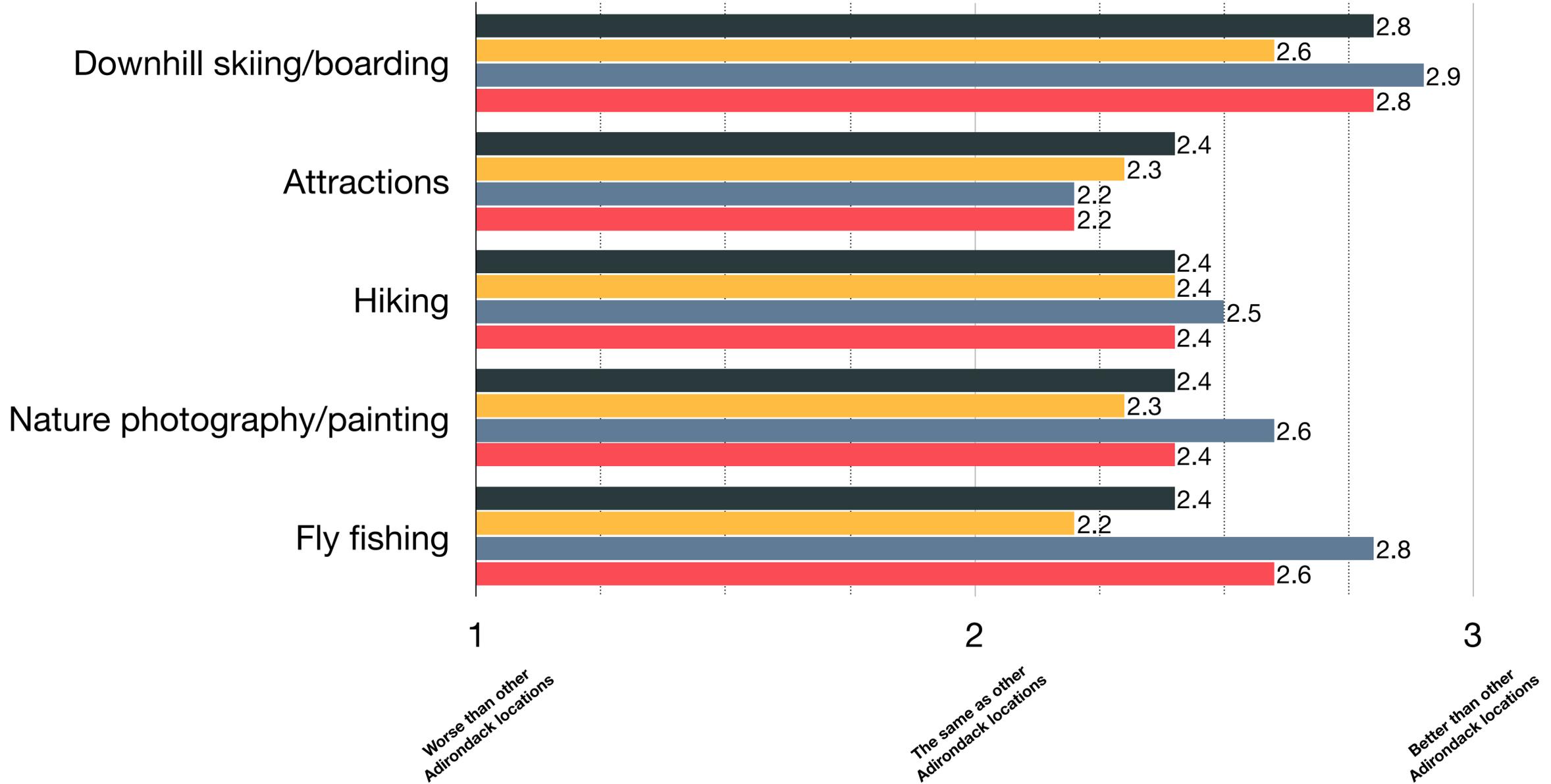


In the last five years, I have stayed overnight in the following towns:



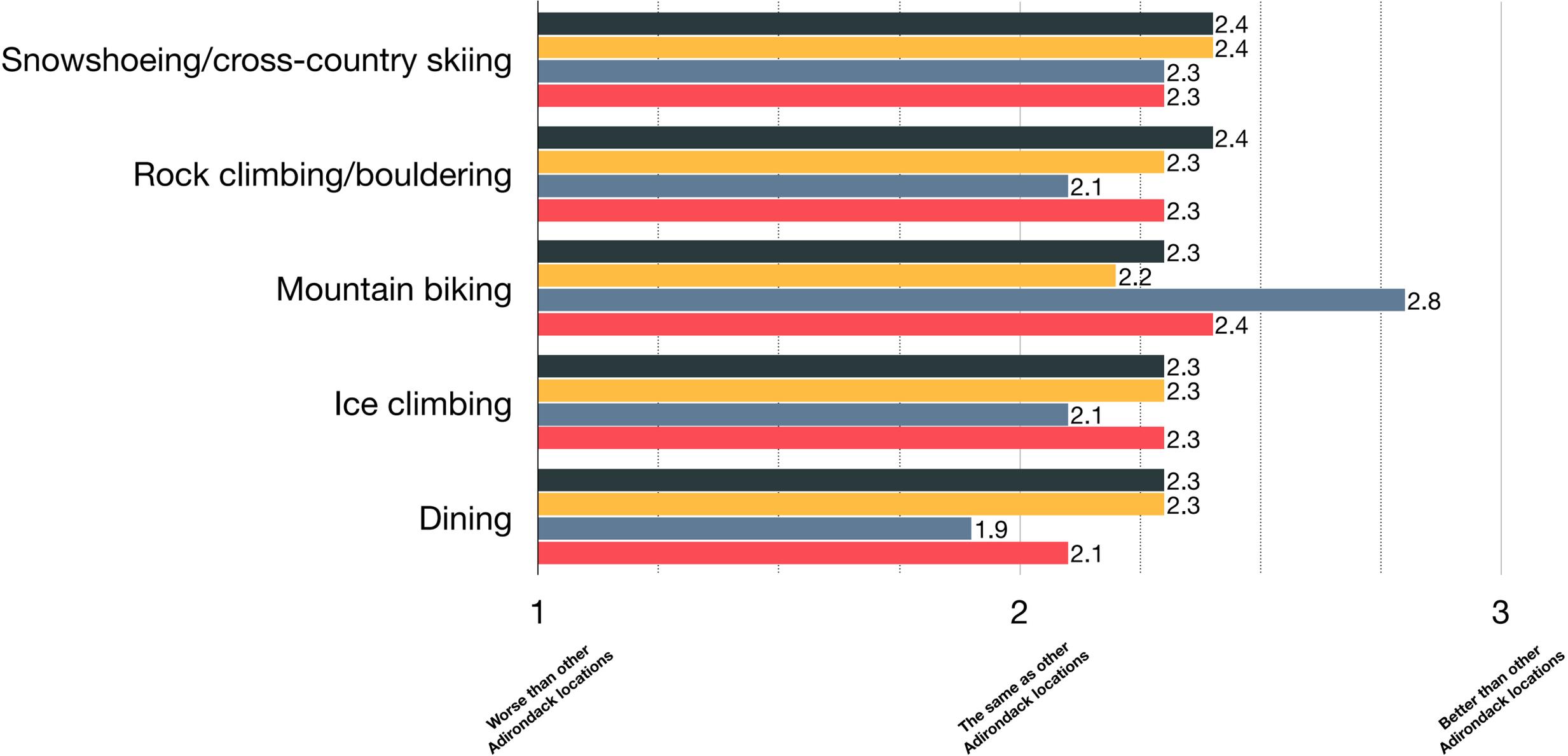
Based on your knowledge, how would you compare the Whiteface Region to other destinations in the Adirondacks for the following activities?

Travelers - Have Visited
 Travelers - Have Not Visited
 WFR Residents
 Adirondack Residents



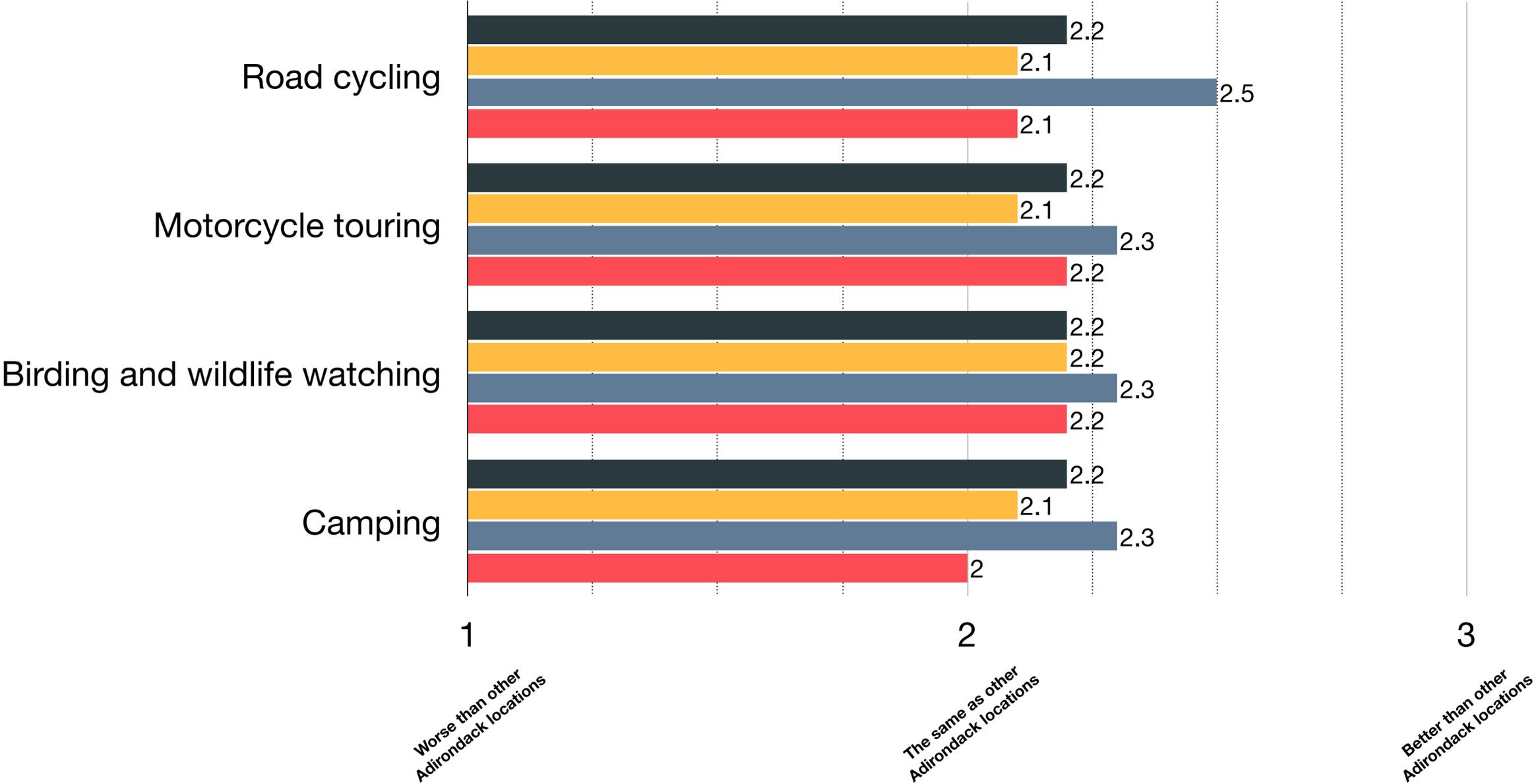
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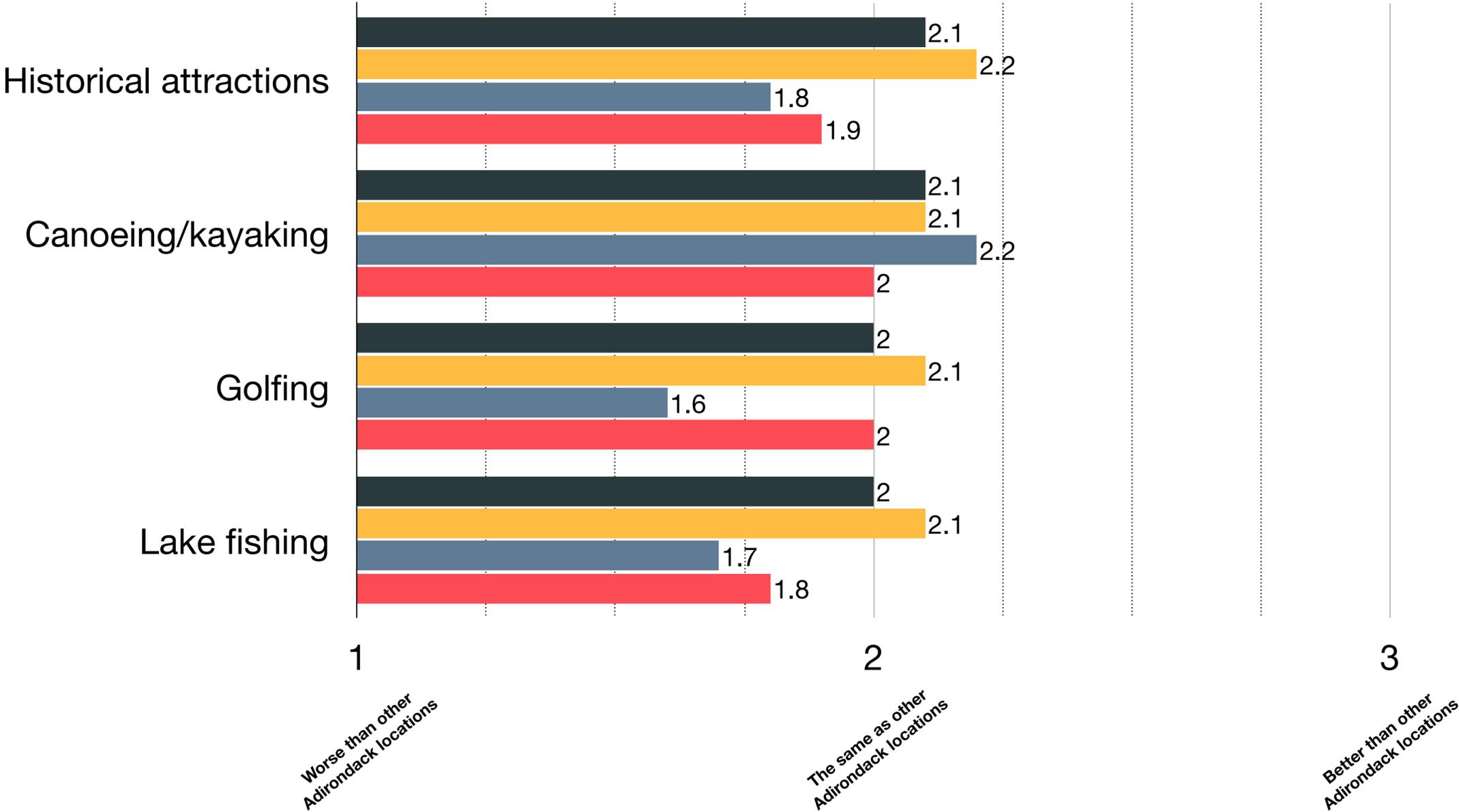
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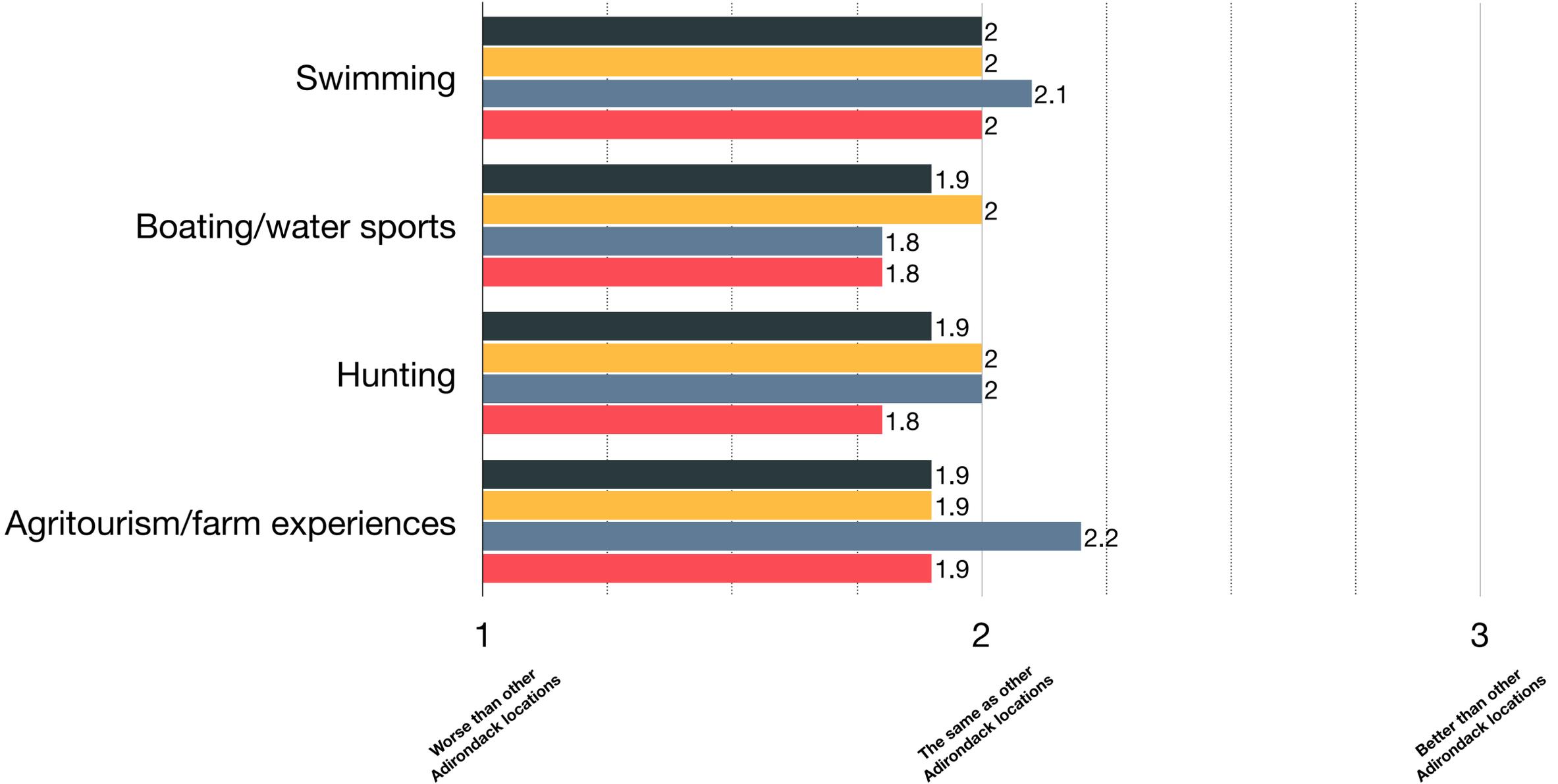
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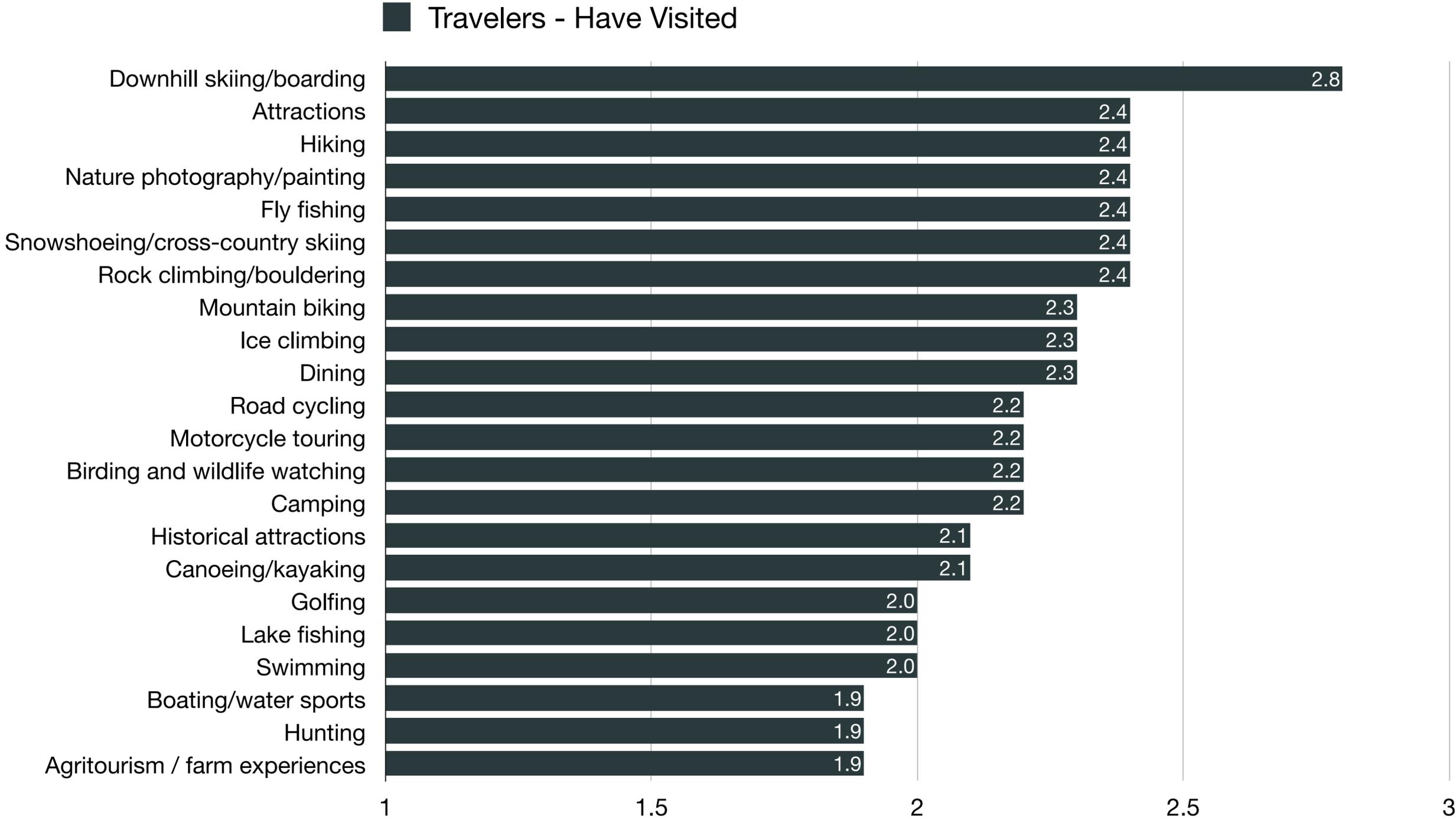
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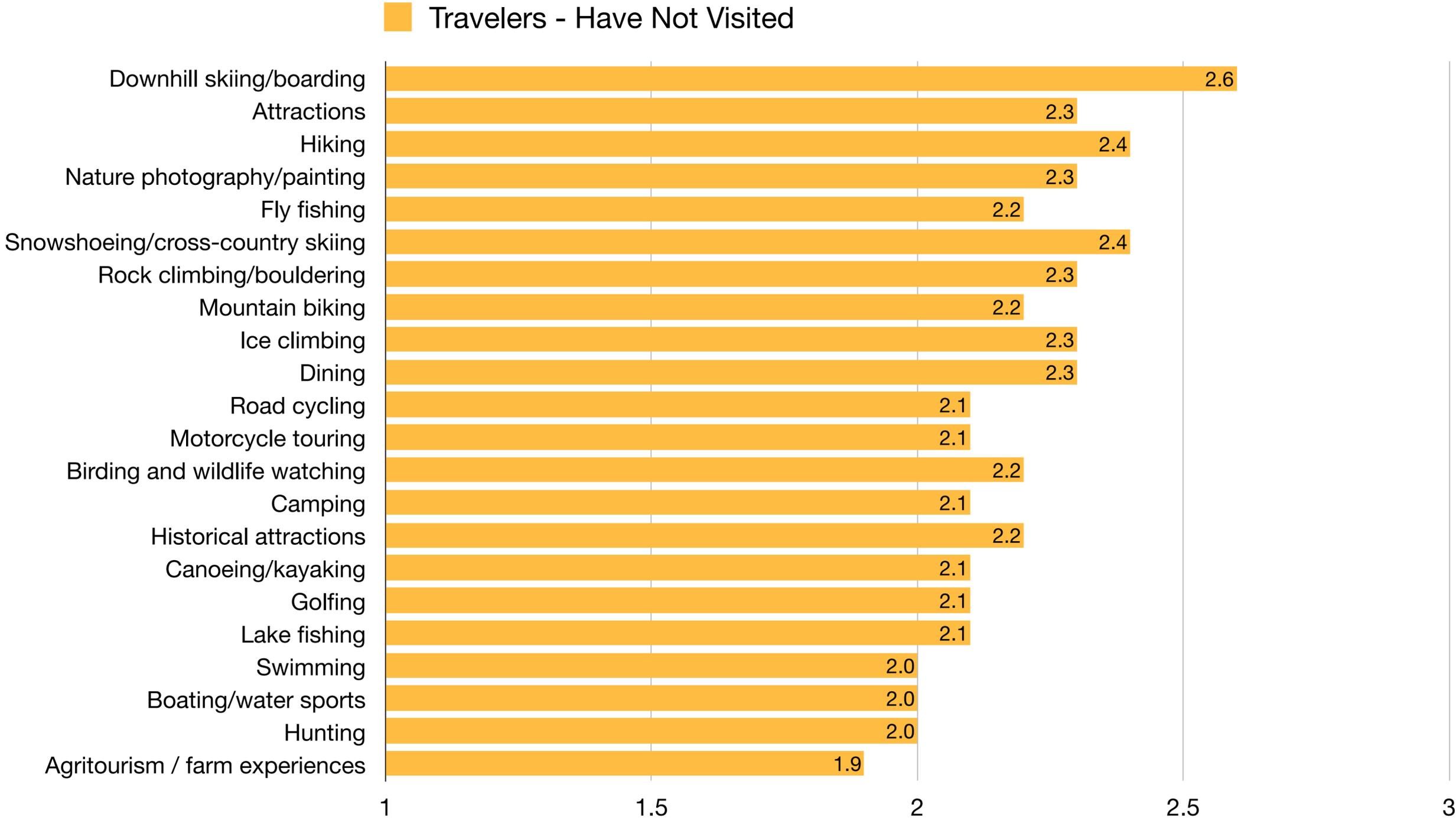


The following four slides show the same responses for each segment's opinion of activities in Whiteface Region, but each slide only shows one segment at a time.

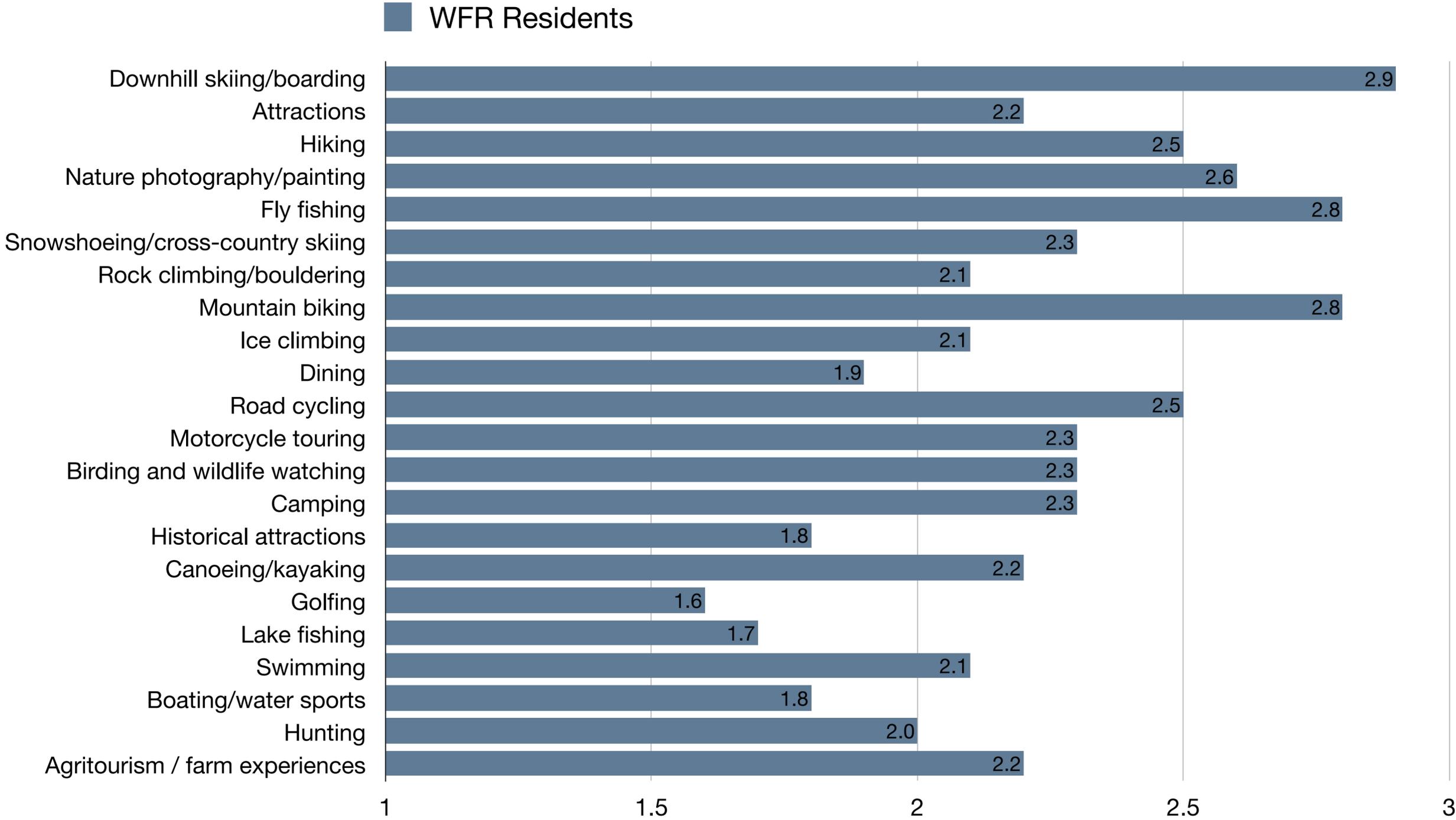
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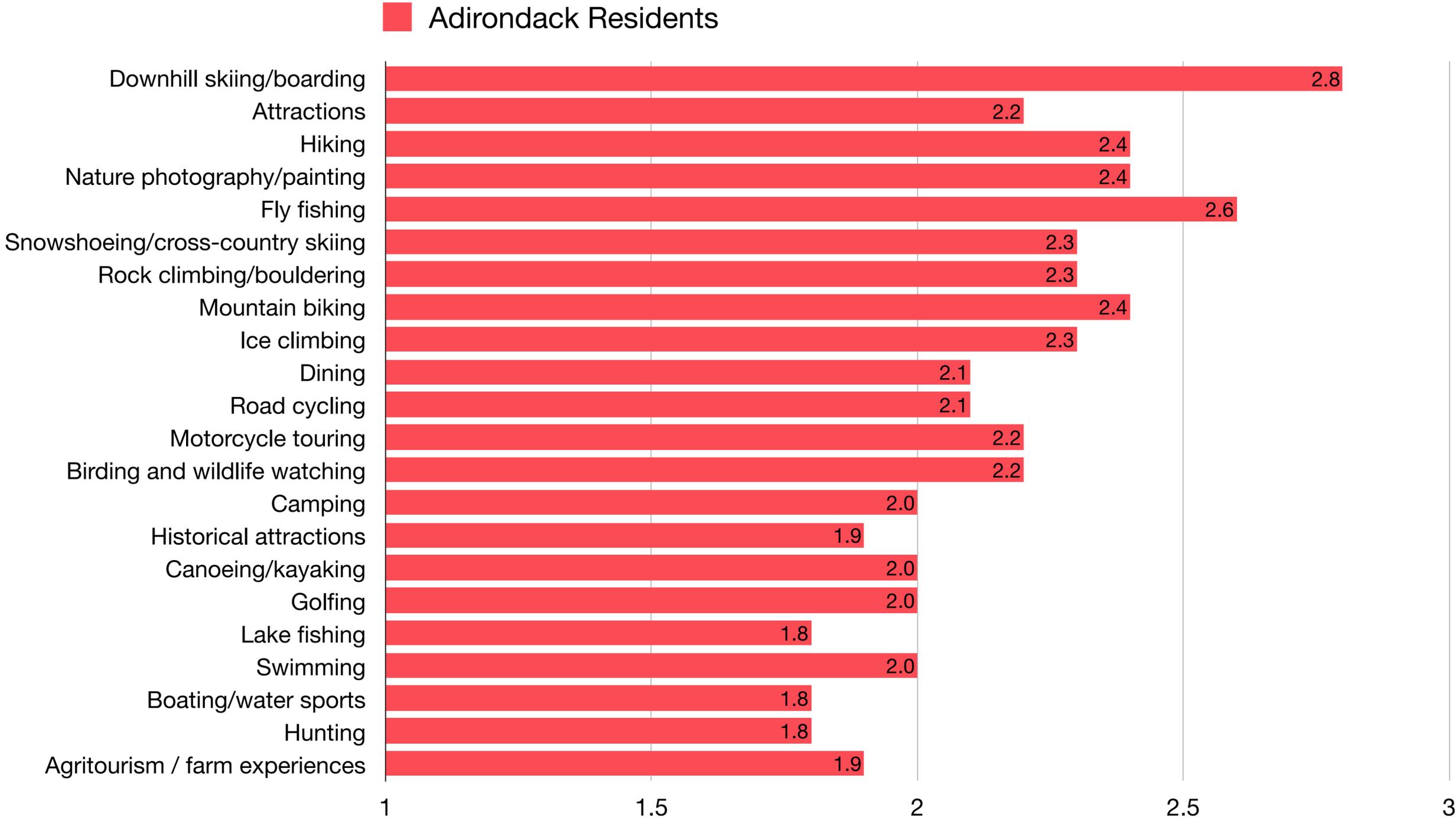
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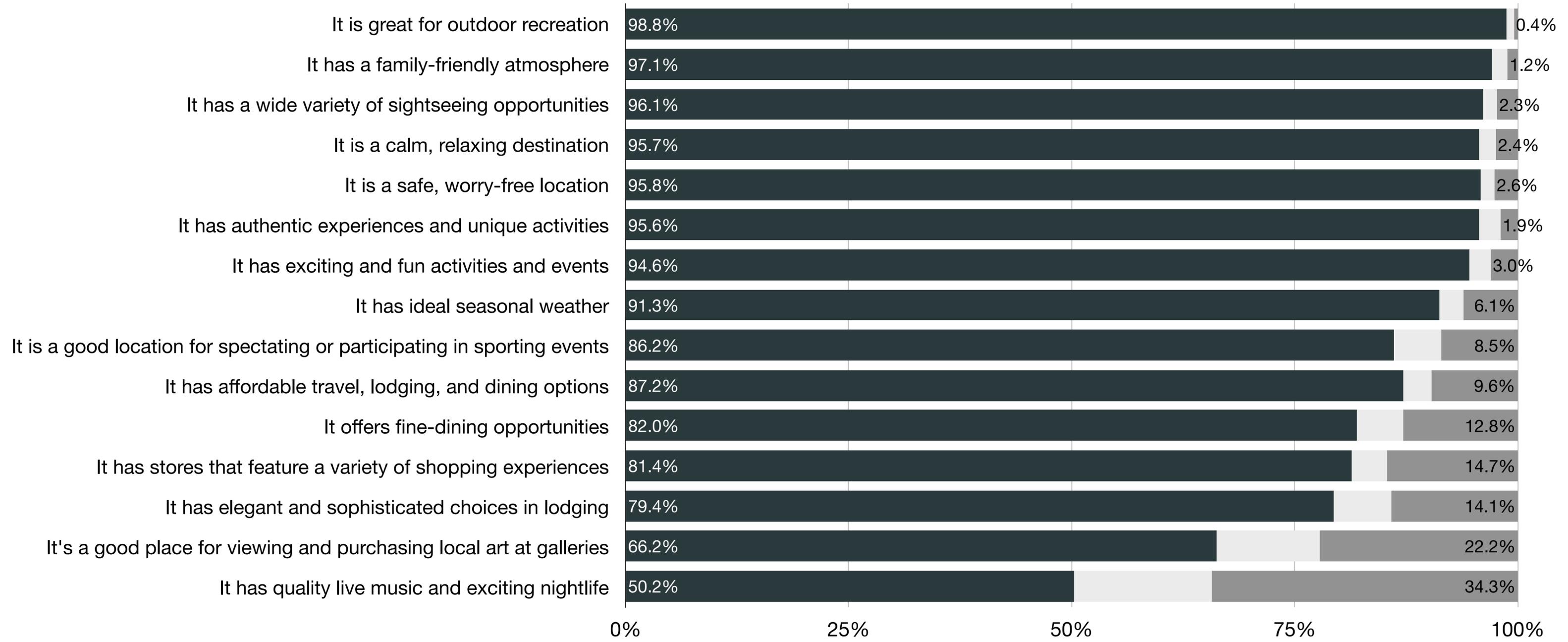
Based on your knowledge, how would you compare the Whiteface Region to other destinations in the Adirondacks for the following activities?



Based on your knowledge, if you were to recommend the Whiteface Region as a possible travel destination to a friend, please rate the following statements:

Travelers - Have Visited

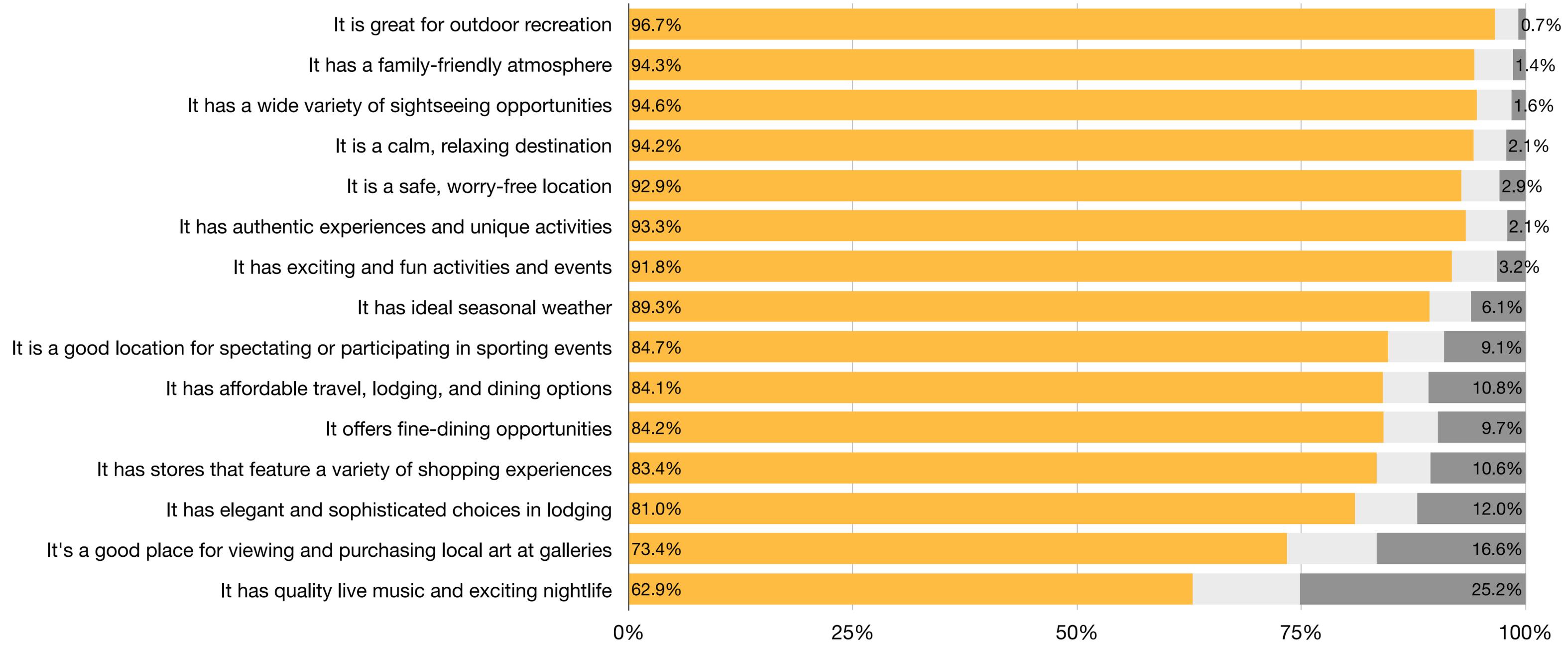
Agree
 No Answer
 Disagree



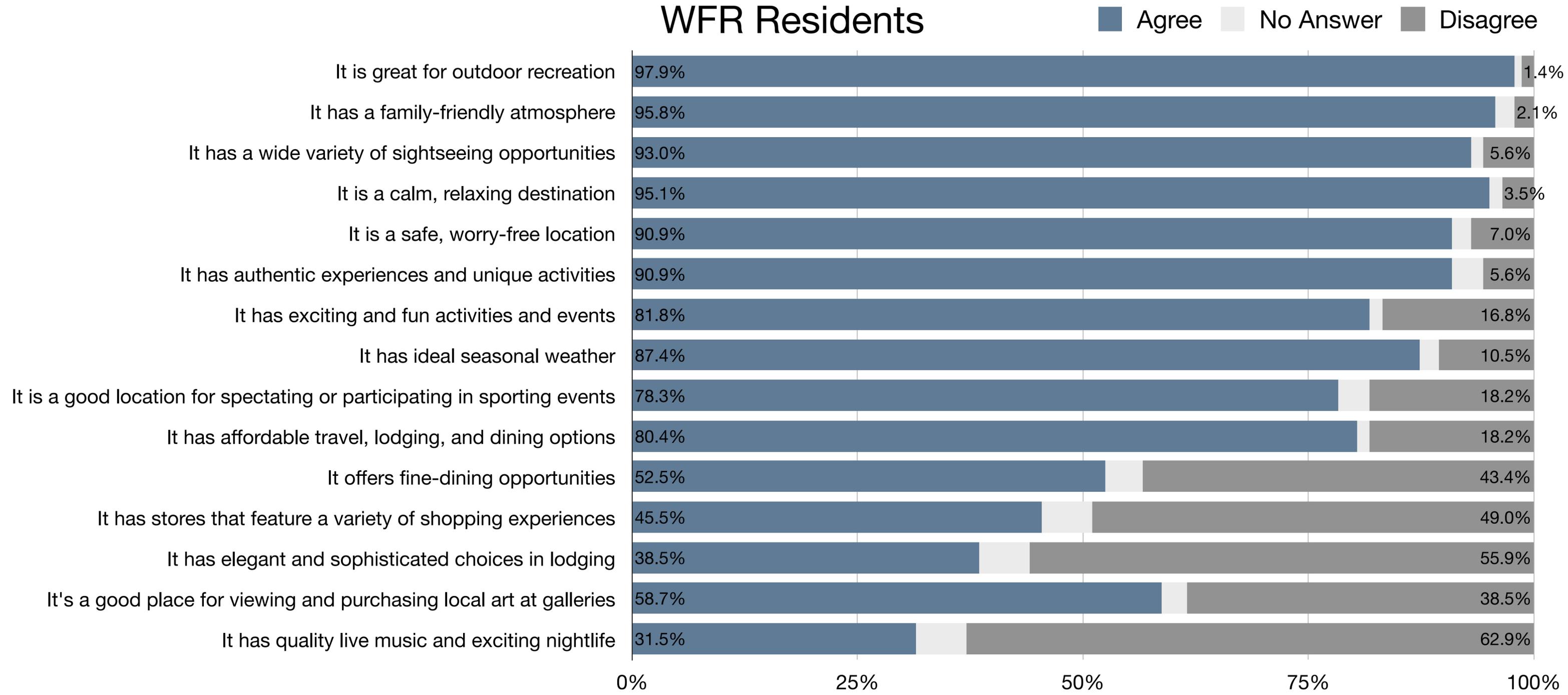
Based on your knowledge, if you were to recommend the Whiteface Region as a possible travel destination to a friend, please rate the following statements:

Travelers - Have Not Visited

■ Agree
 ■ No Answer
 ■ Disagree



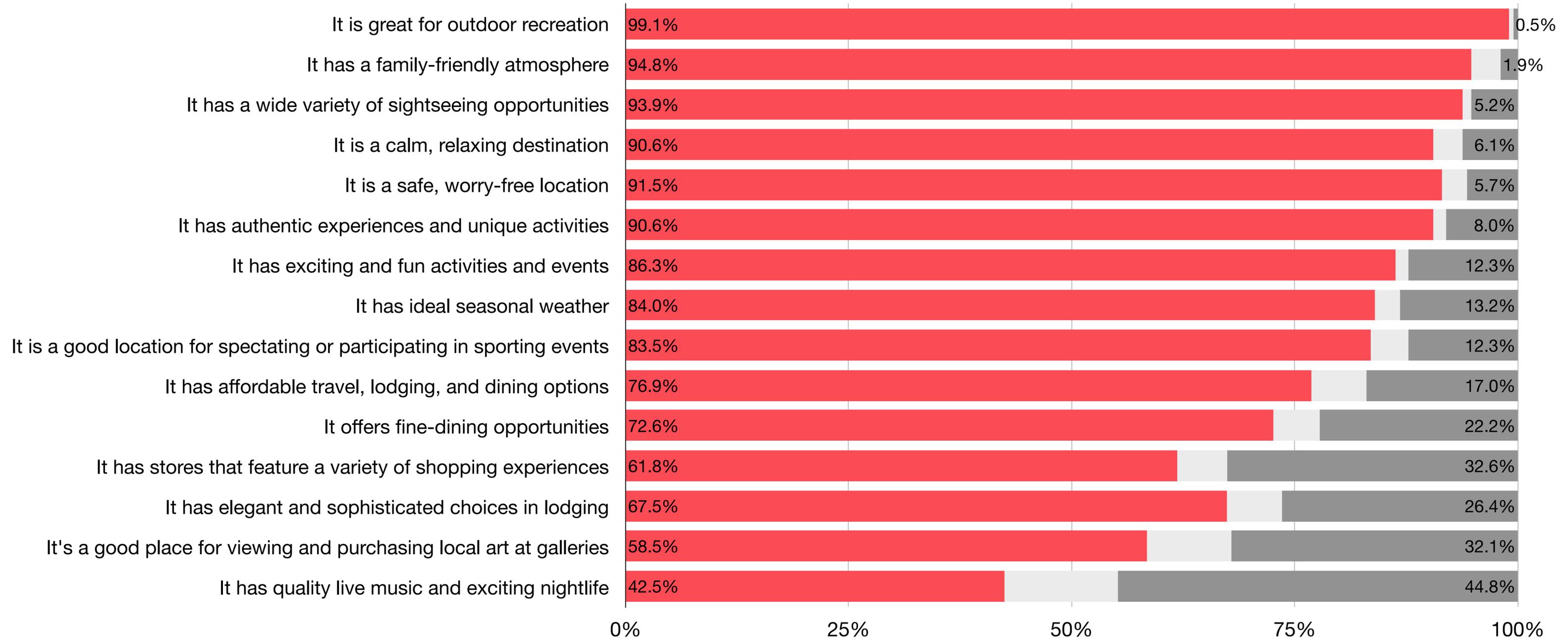
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Based on your knowledge, if you were to recommend the Whiteface Region as a possible travel destination to a friend, please rate the following statements:

Adirondack Residents

■ Agree
 ■ No Answer
 ■ Disagree



How would you describe the Whiteface Region as a vacation destination to a friend?

“A classic Adirondack setting, with breathtaking beauty, world-class skiing and riding, small communities, and plenty of outdoor fun.”

“You will definitely get more of a local feel rather than a tourist one. Ask a local for a few good spots to explore and you will have a great small-town experience.”

“Step away from the technology here and enjoy the incredible natural beauty that surrounds you. Different from other areas of the Adirondacks nearby because of pastoral hills and farmland, but still has a wild, rugged feel. You can do everything or just sit back, relax, and do nothing; it’s a great place for both.”

How would you describe the Whiteface Region as a vacation destination to a friend?

“Premier fly fishing area. Great for biking, hiking, camping and viewing nature. Low-cost options for family dining with Lake Placid close by for shopping and expanded dining possibilities.”

“It has everything a family loves to do without the crowds! The 10-mile drive between Lake Placid and Wilmington is one of the most beautiful in the USA.”

“Perfect for outdoor activities for all skill levels including hiking, tours, skiing, and sightseeing.”

How would you describe the Whiteface Region as a vacation destination to a friend?

“A place to get away from the city, noise and people but still be close to everything.”

“Quiet communities with tons of recreation options, a variety of outdoor attractions, and a family-friendly atmosphere. It’s a year-round place to visit with something special to do in every season.”

“An area with small-town vibes. Great area to stay if you’re looking for Airbnb. It has mountain biking and cool farms and agritourism. Great for the outdoorsy adventurer. Great day-trip for the 'family fun' adventurer. While it maybe is not the best overnight destination for a hotel, pool, shopping, dining, etc., all of those things are within reach of an easy drive.”

Key Findings

- A majority of travelers are aware that Whiteface Mountain is in the town of Wilmington.
- For the traveler, some of the assets of the High Peaks Region appear to be associated with the Whiteface Region.
- The Whiteface Region's biggest draws are skiing, fly fishing, and mountain biking.
- Many open-ended responses from travelers draw attention to the spectrum of activities and lodging available in the region, making it more approachable to a wide audience.