



Empire State Winter Games

2026 Direct Spend Analysis

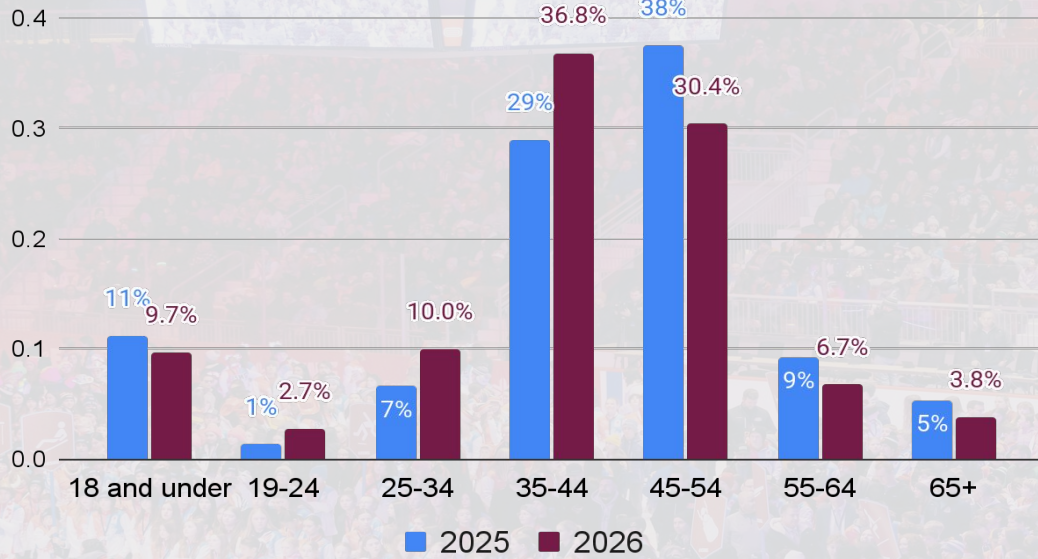


Preface

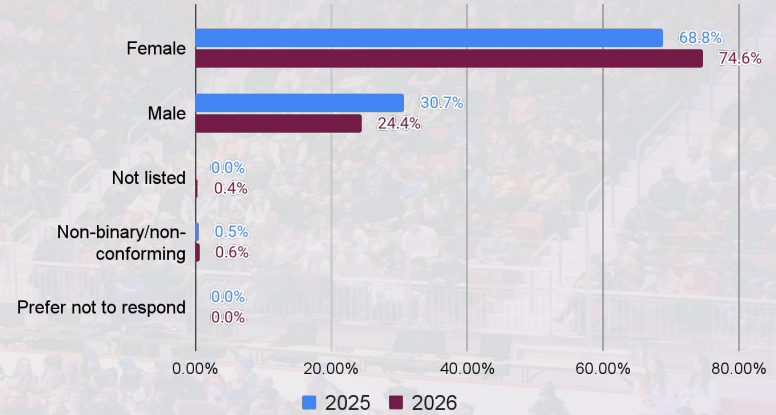
- In 2026, ROOST partnered with Adirondack Sports Council to survey Empire State Winter Games participants to determine the impact of the event.
- Athletes were invited to take the survey through two post-race emails.
- The respondents were entered to win a \$100 cash gift card.
- 541 people completed the survey, resulting in a **3.7%** margin of error.

Demographics

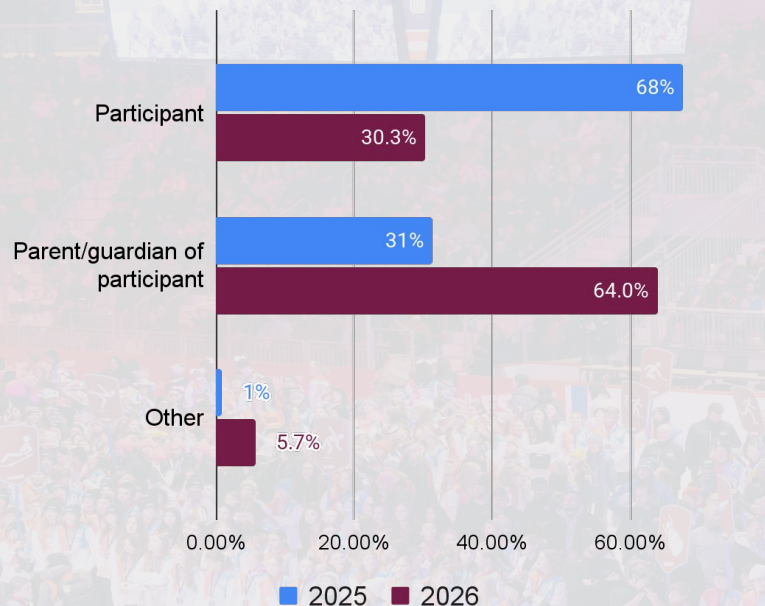
Age



Gender



Demographics continued



Top market areas

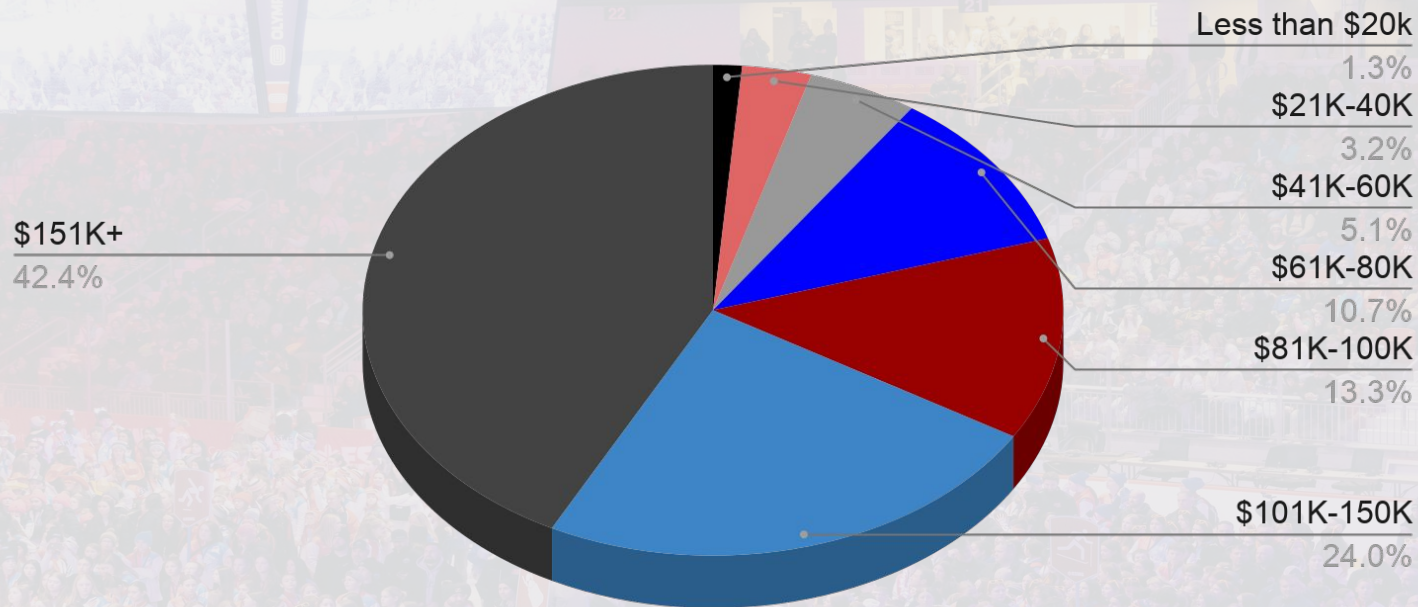
1. Syracuse, NY (3)
2. New York, NY (1)
3. Watertown, NY (7)
4. Albany-Schenectady-Troy, NY (2)
5. Plattsburgh, NY-Burlington, VT (4)
6. Utica, NY (<8)
7. Buffalo, NY (6)
8. Rochester, NY (5)
9. Boston, MA-Manchester, NH (<8)

Top cities

1. New Hartford, NY
2. Massena, NY
3. Buffalo, NY
4. Oswego, NY
5. Lake Placid, NY
6. Rochester, NY
7. Potsdam, NY
8. Liverpool, NY
9. Syracuse, NY
10. Baldwinsville, NY

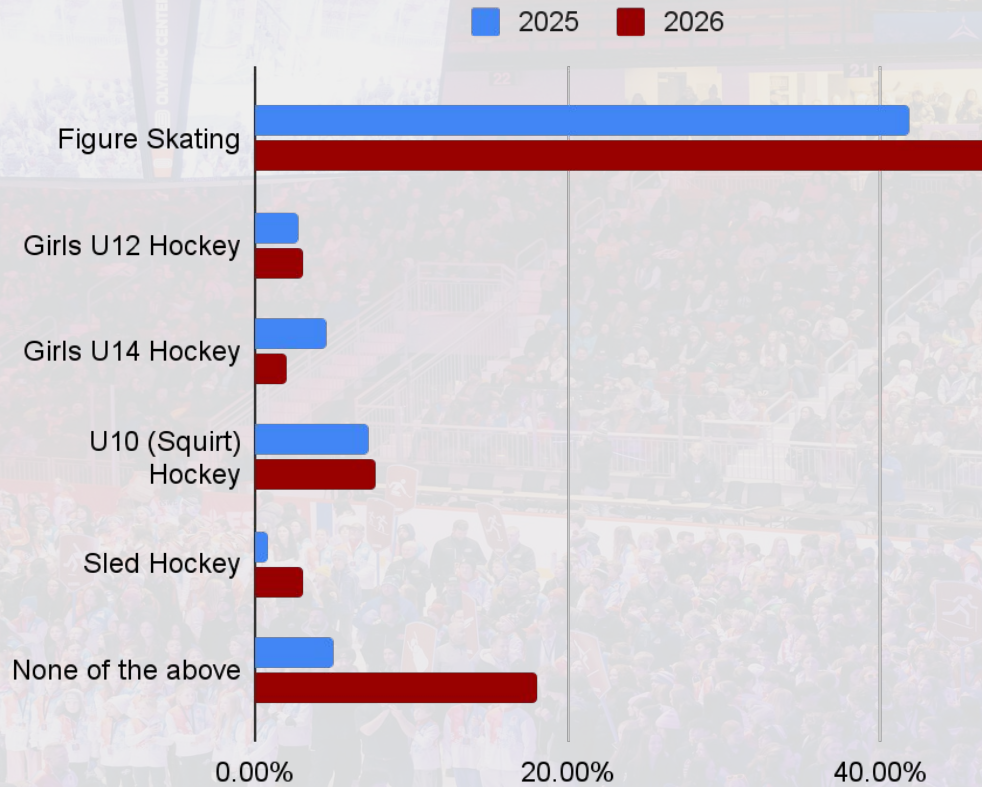
**Numbers in parentheses indicate 2025 placement*

Demographics continued

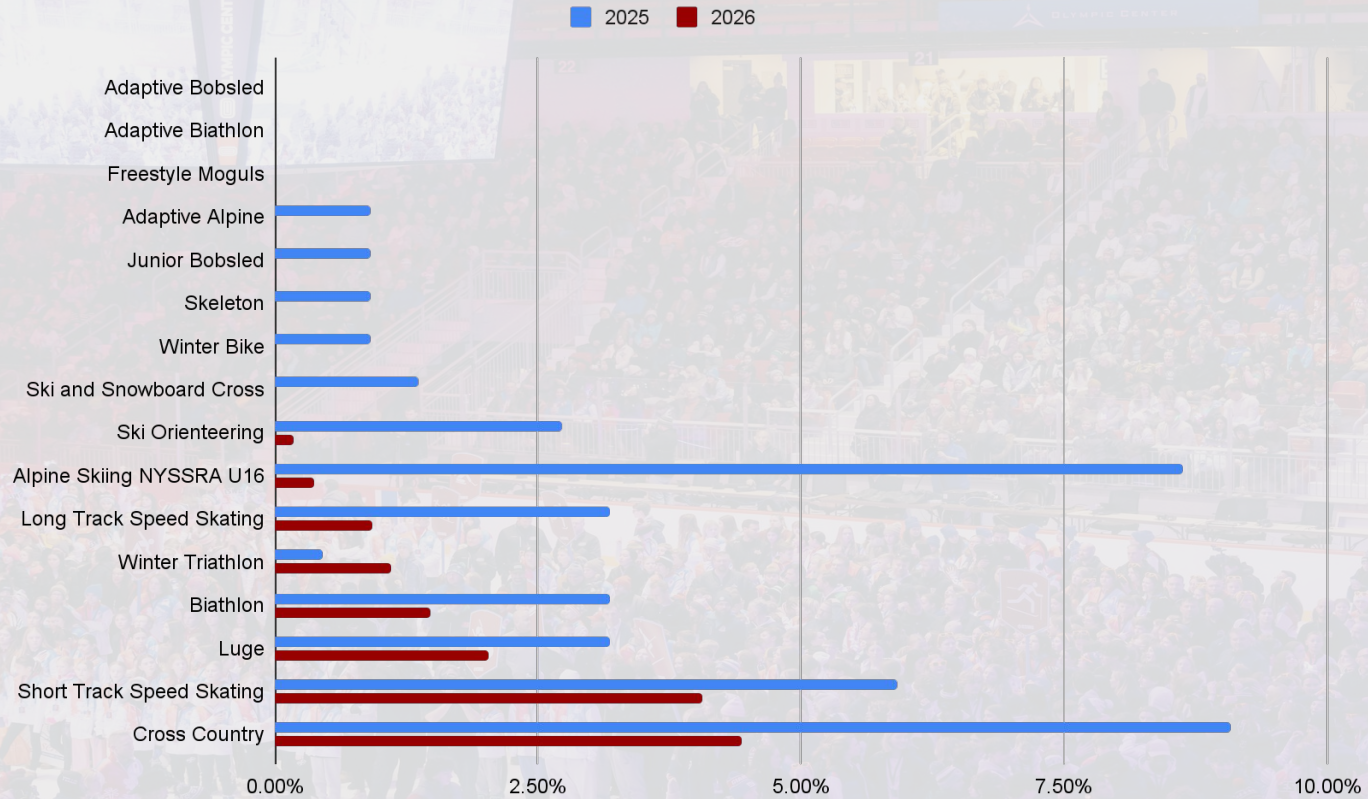


Annual household income of participants

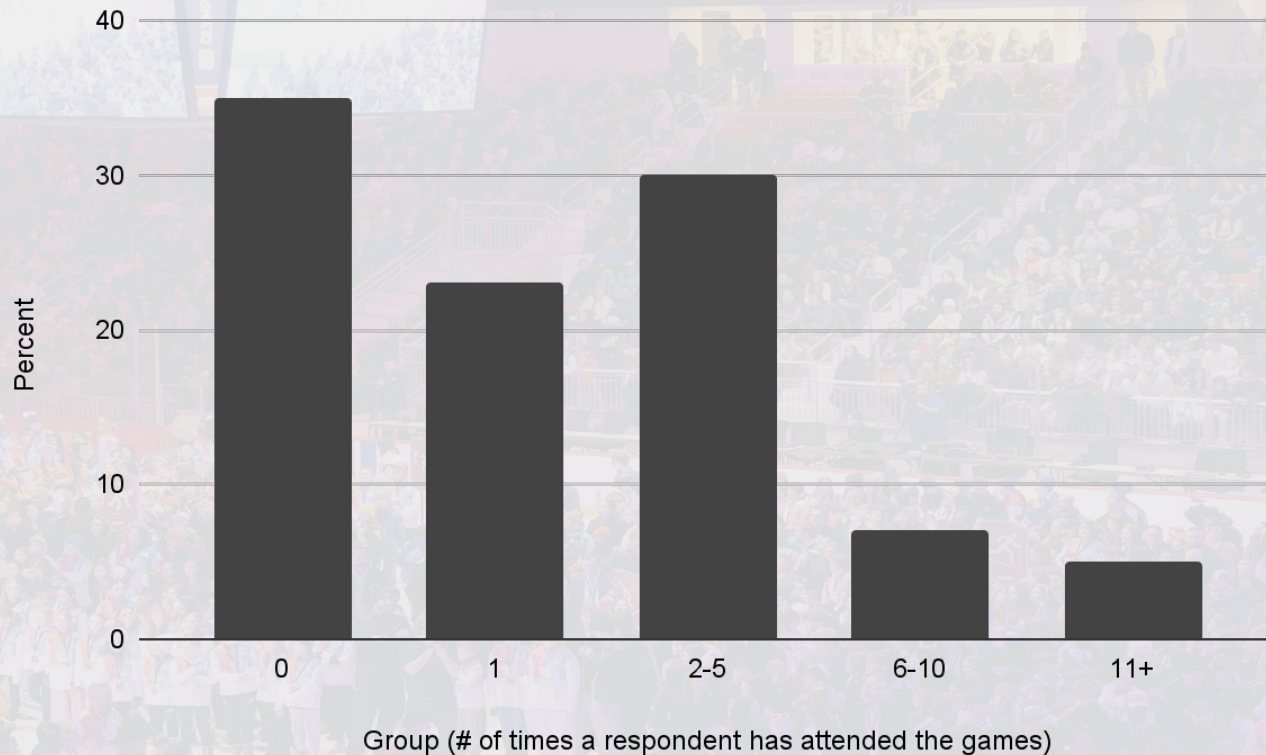
Survey participation by event



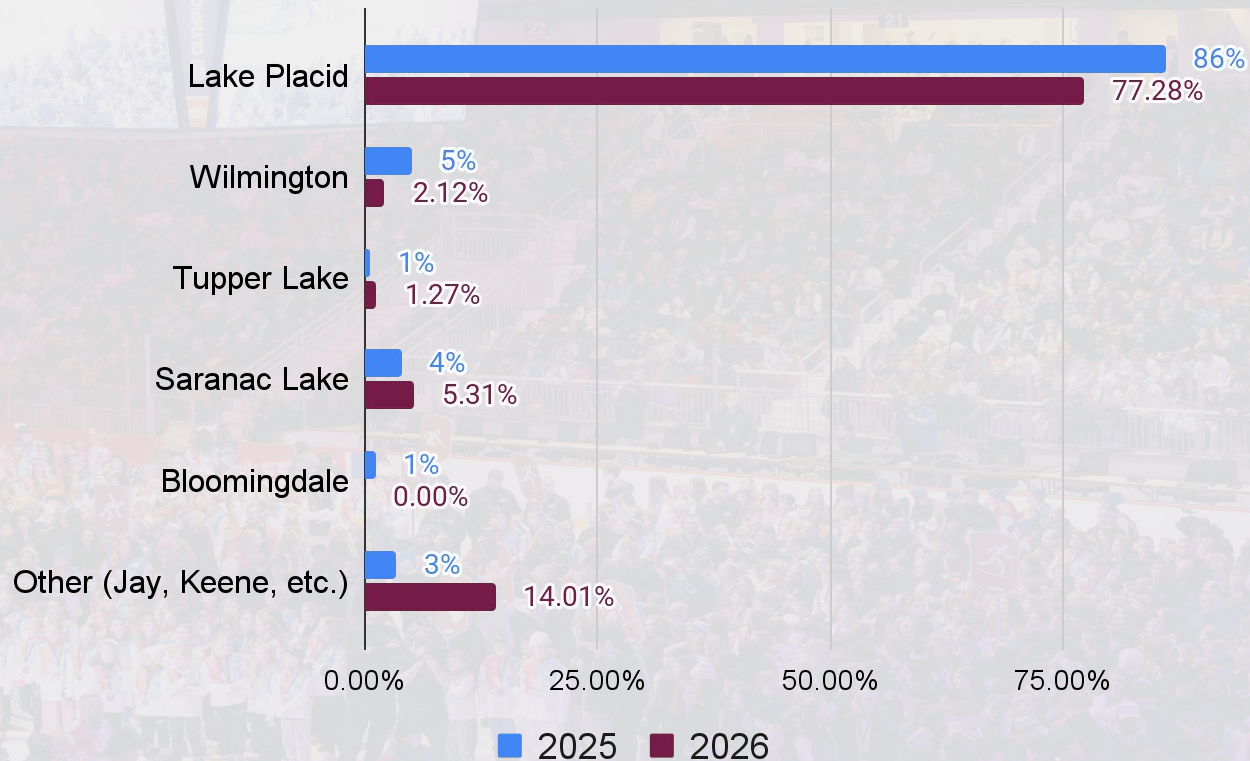
Survey participation by event, continued



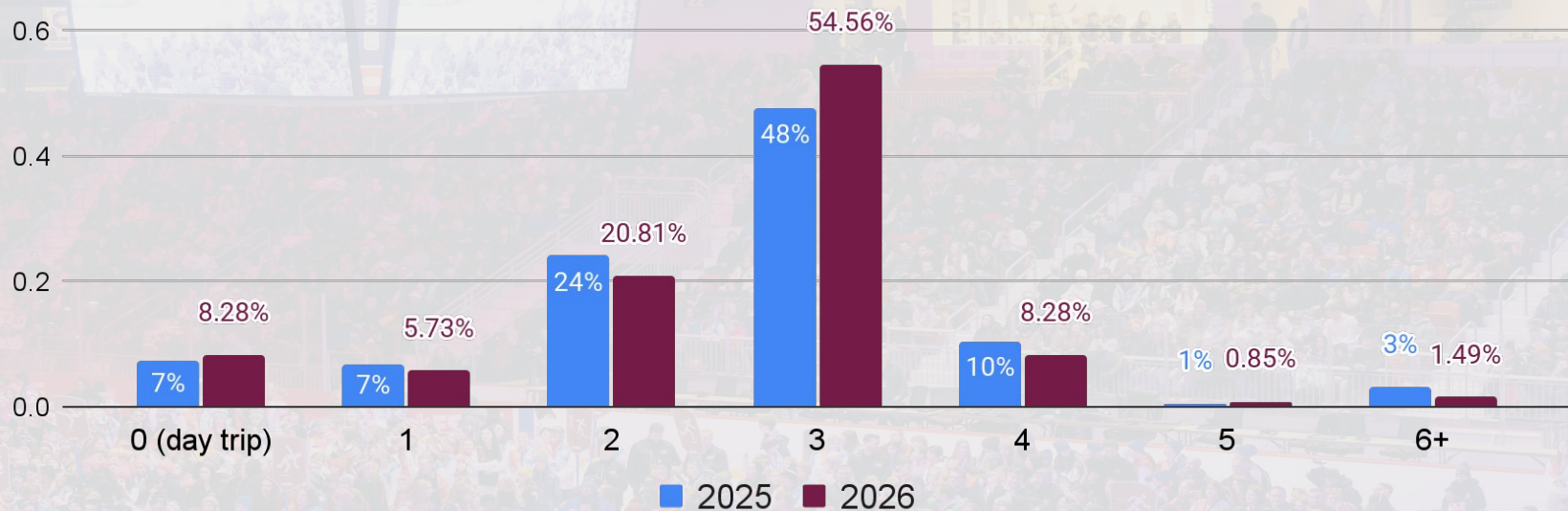
How many times have you participated in the Empire State Winter Games (ESWG)?



Where did you stay for the event?



How many nights did you spend in the area?

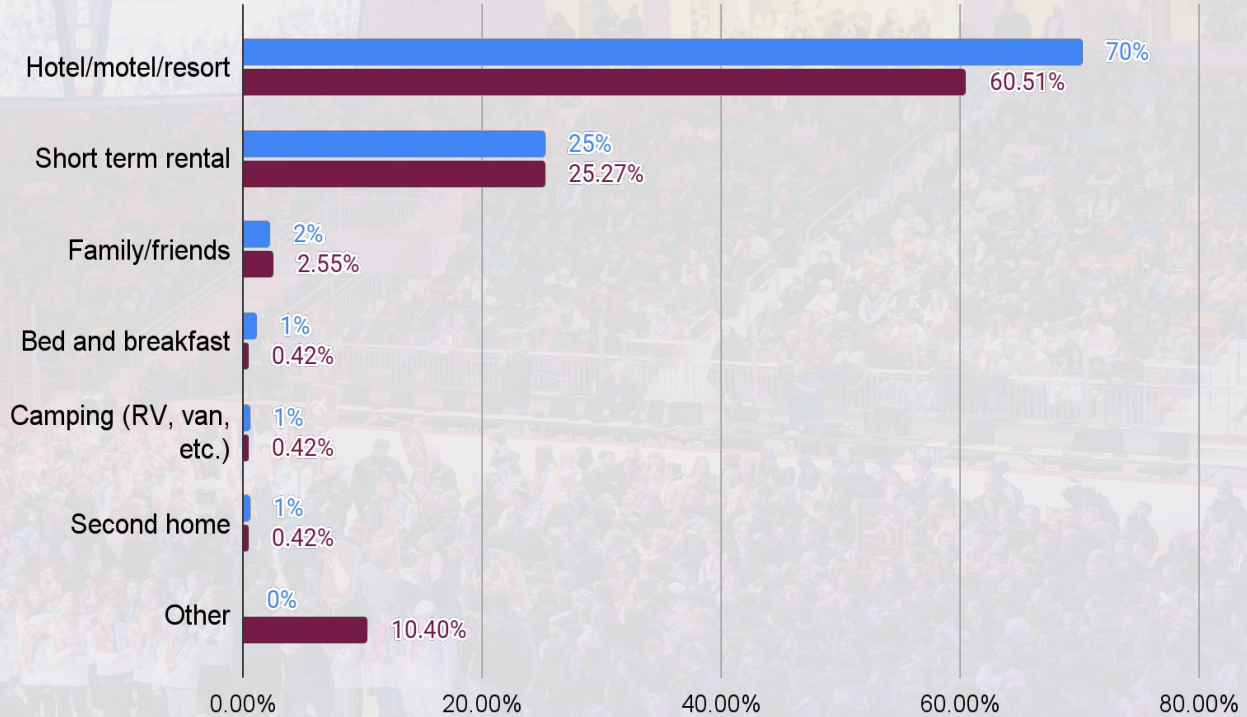


Average nights stayed for ESWG participants: 2.65

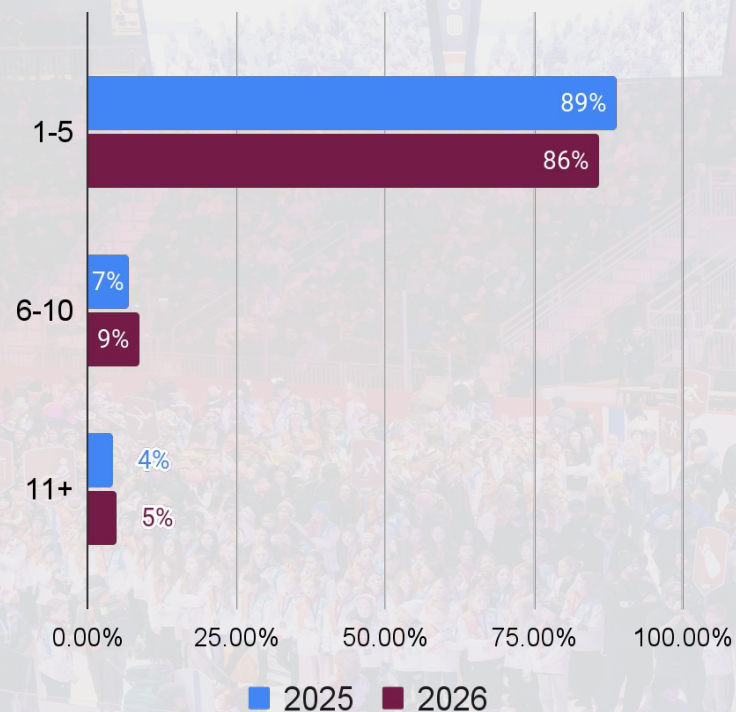
2025 (2.68)

What type of lodging did you stay in while here for ESG?

■ 2025
■ 2026

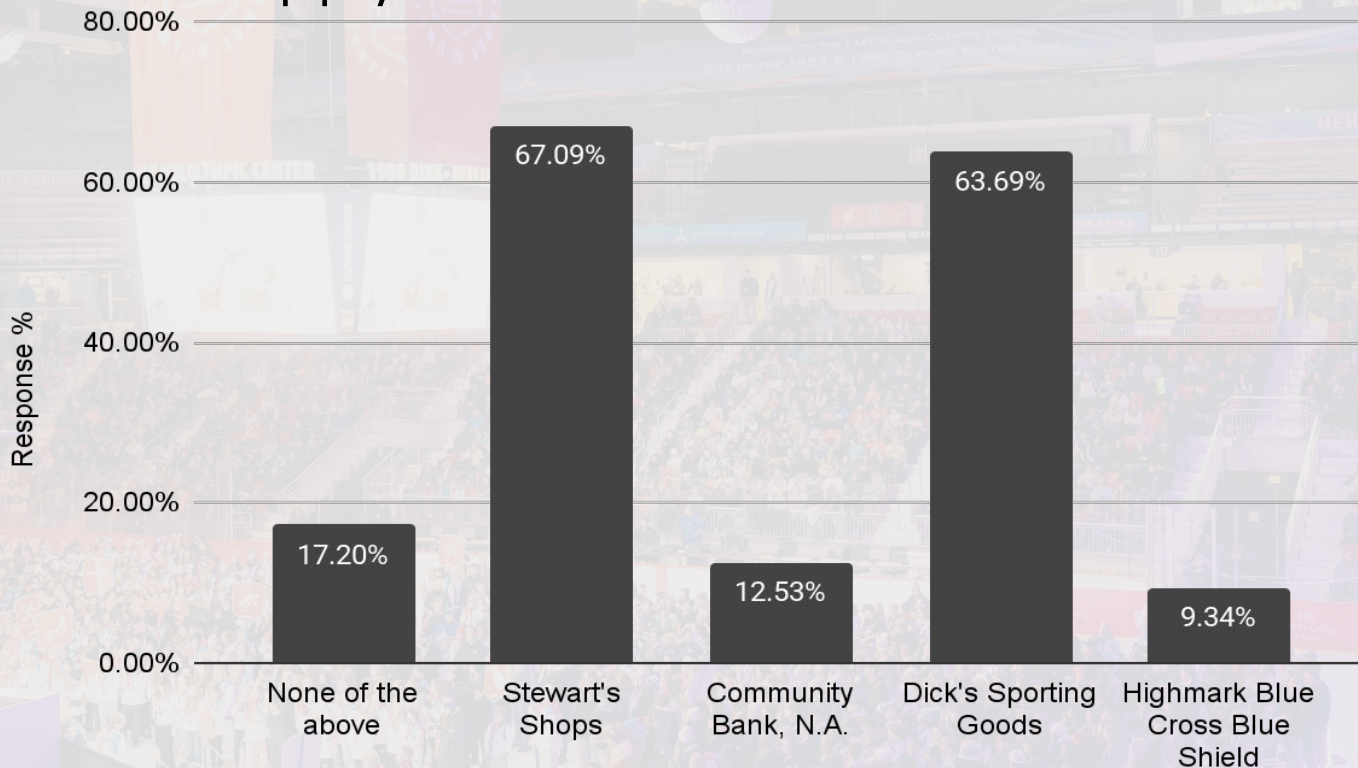


Including yourself, how many people were in your party for your trip?

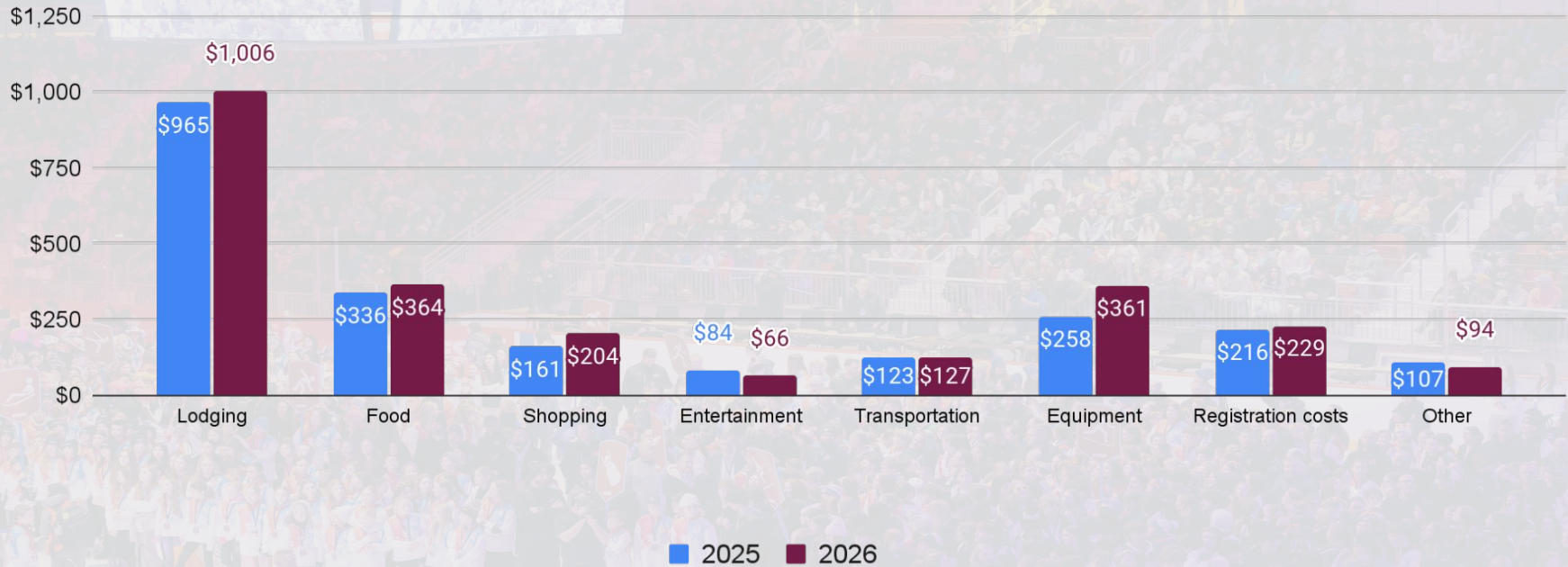


	2025	2026
Average party size	3.8	4.4
Average number of adults	2.4	2.8
Average number of children	1.5	1.7

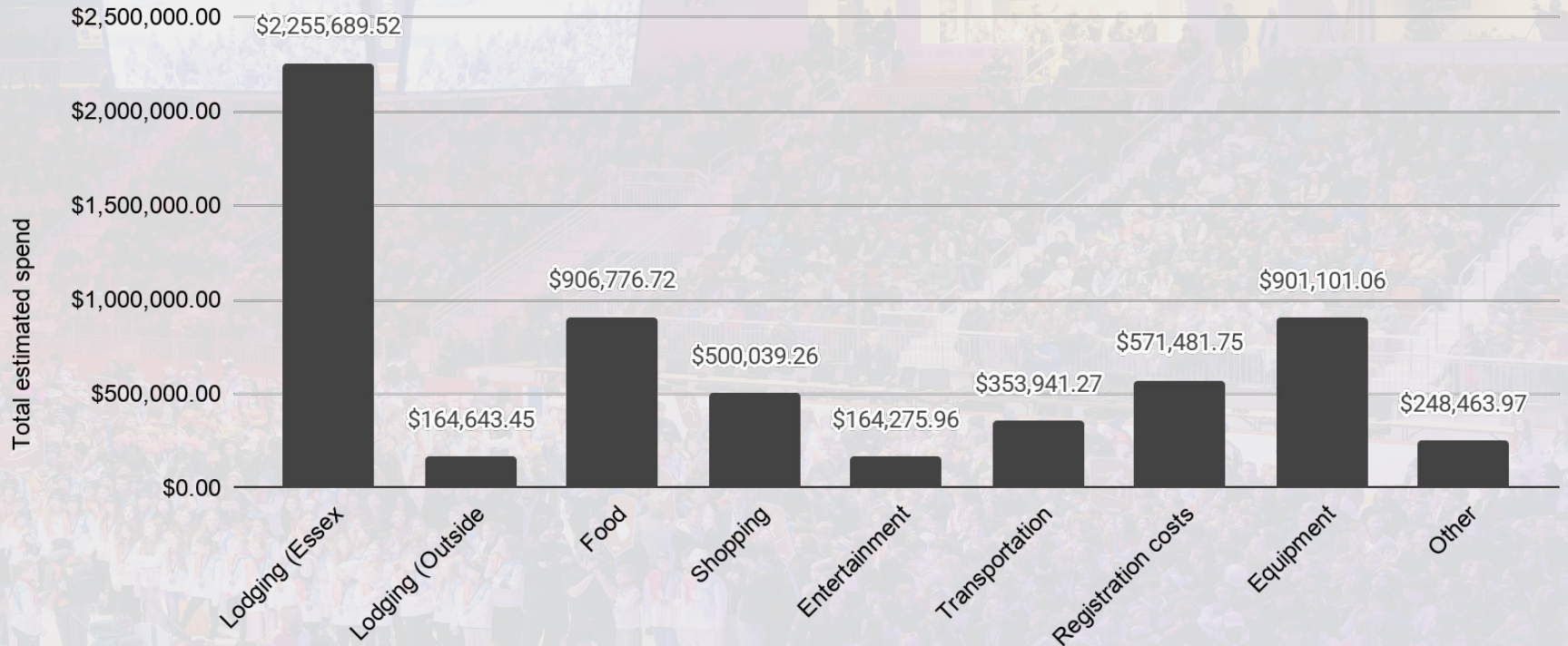
Are you a customer of any of the following businesses? (Select all that apply)




Average trip expenditure by category Essex County



Total estimated expenditure by category Essex County



The background is a faded, high-angle photograph of a large arena filled with spectators. Banners for the '1980 RINK - HERB BROOKS JR' and 'OLYMPIC CENTER' are visible. Athlete names and numbers like '#27 PHIL', '#30 JIM CRAIG', and '#31 JIM HARRINGTON' are also visible on the arena's structure.

Total Estimated Direct Spend:

\$5,901,769*

(\$5,377,094 in 2025)

*\$203,060.91 of which is in Essex County Sales and Occupancy Taxes.

Does not include \$164,643 in lodging expenditures outside of Essex County. Direct spend calculated with 3.7% margin of error using a sample size of 541 respondents of 2,450 total participants at a 95% confidence interval.

Summary

- Consistent participant spend year after year
- Figure skating continues to be the sport with highest participation
- Slightly higher average party size in 2026
- Top markets stayed consistent, but positioning changed
- High annual household income
- Approximately half of respondents (47%) purchased ESWG-branded gear