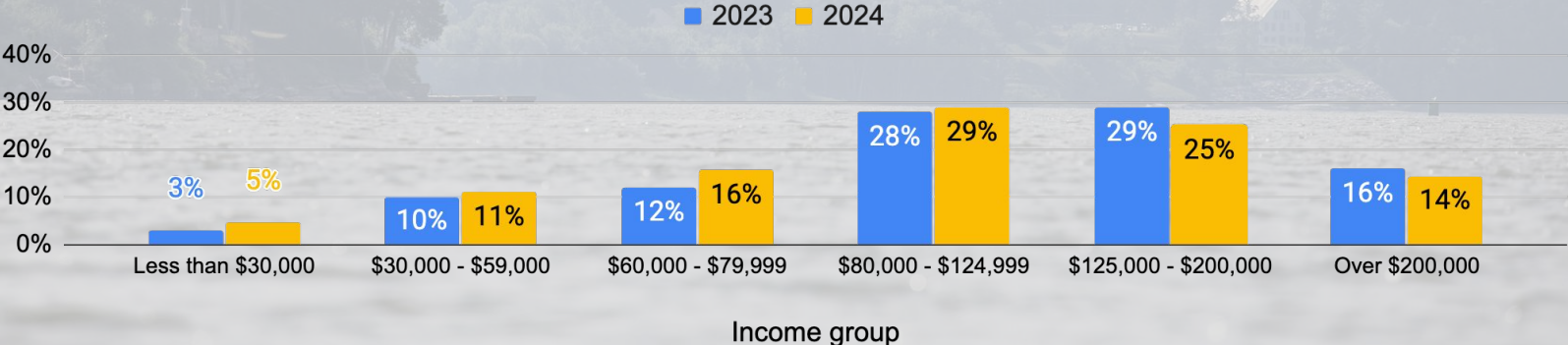
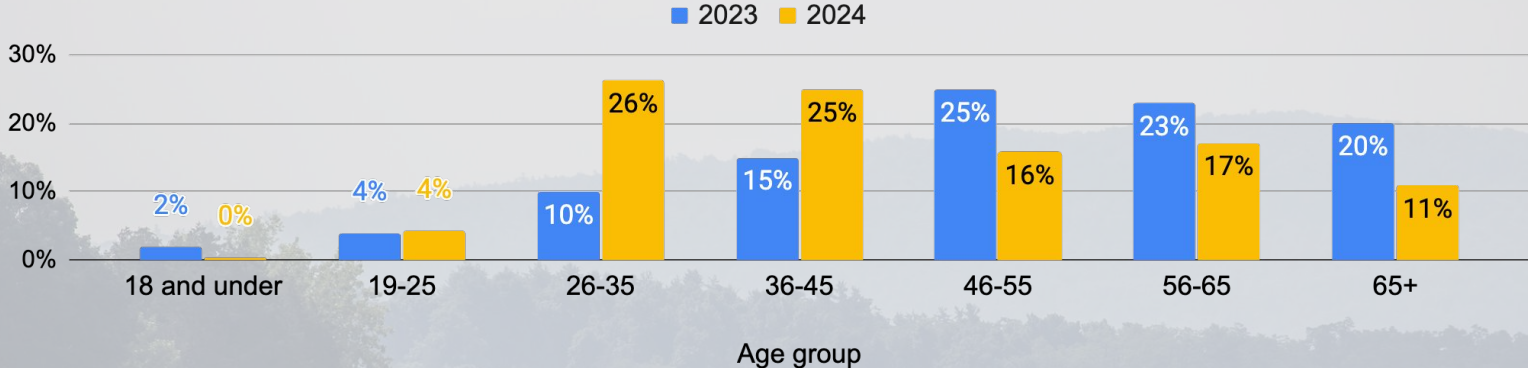
A scenic view of Lake Champlain with forested hills in the background and water in the foreground. The text is overlaid on the image.

Ticonderoga / Lake Champlain

2024 Fishing Survey Results

Demographics



Demographics continued

Top states

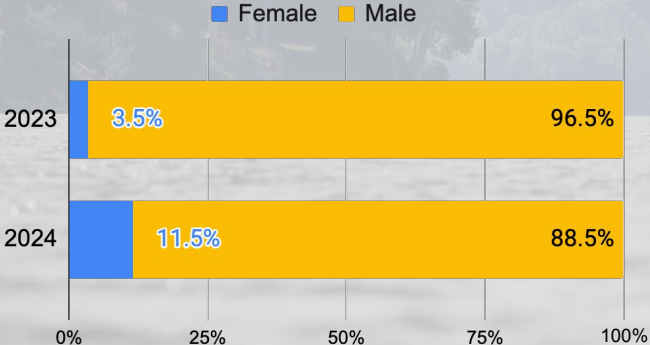
State	% respondents 2023	% respondents 2024
NY	34%	20%
MA	28%	13%
NH	12%	17%
NJ	8%	10%
CT	5%	8%
PA	5%	3%

450*

Average miles traveled

*151 miles in 2023

Participant gender

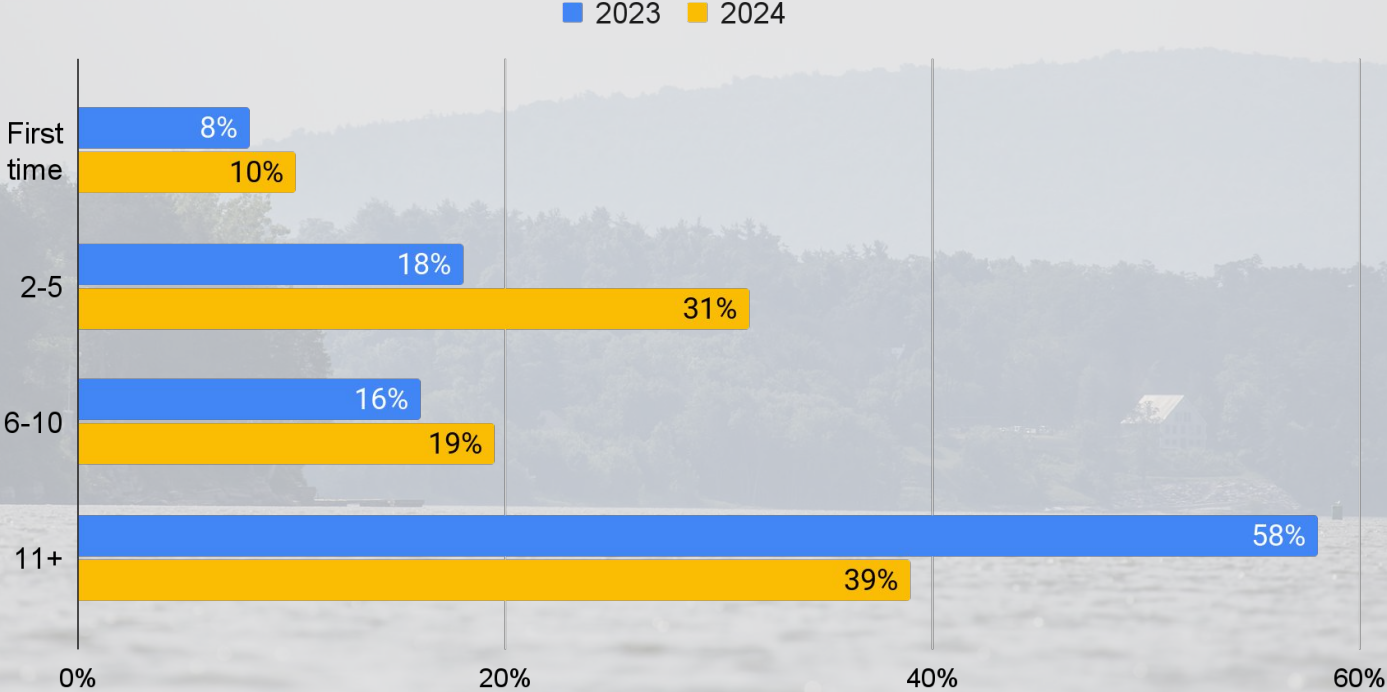


3.19*

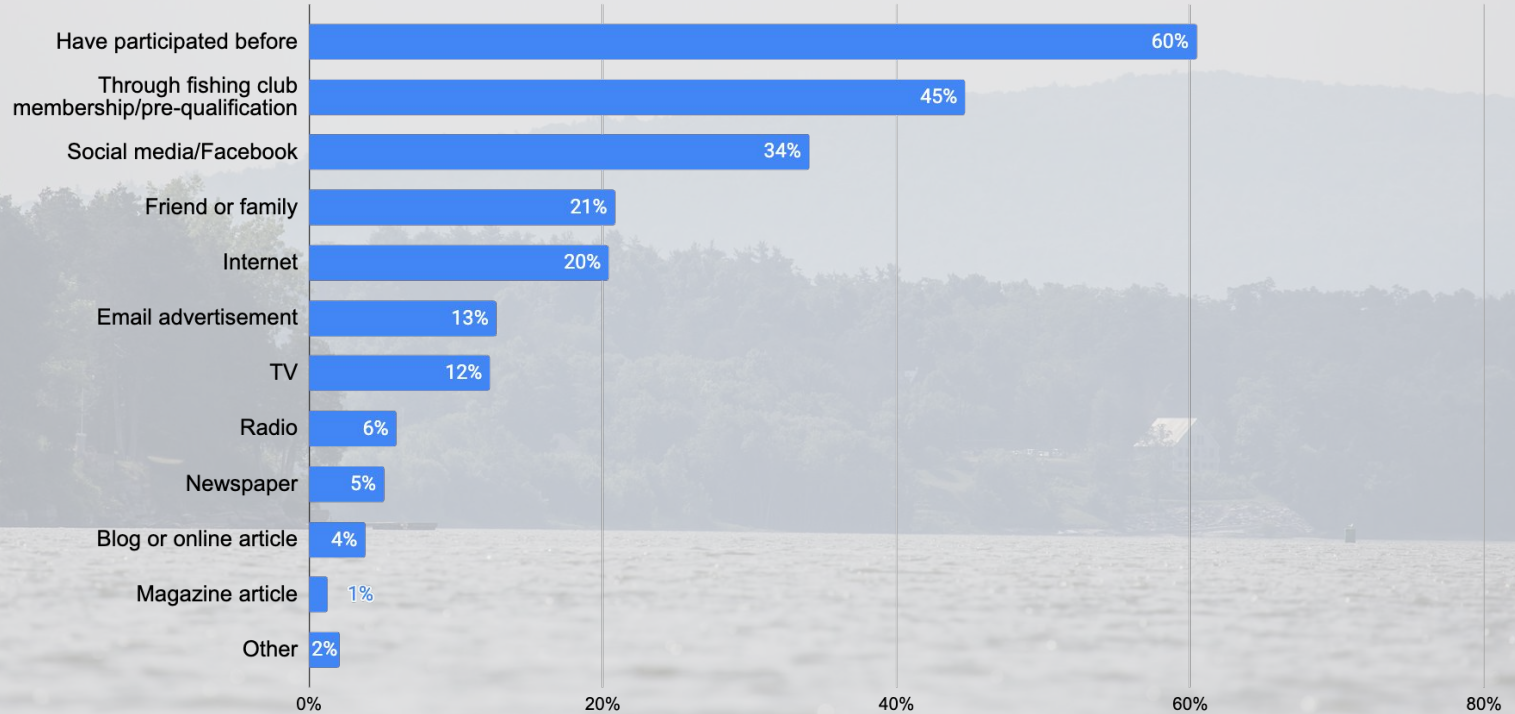
Average group size

*2.93 in 2023

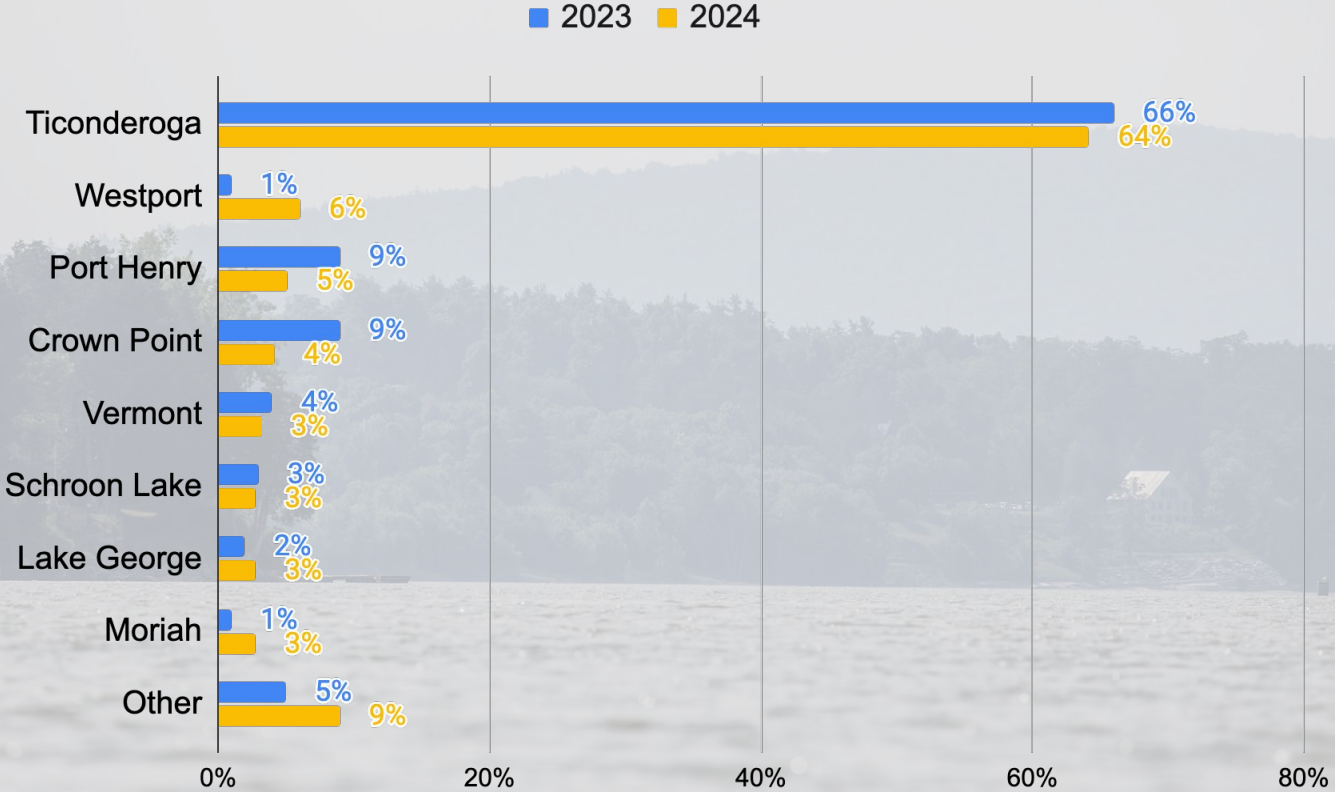
How many times have you participated in a fishing tournament in the Ticonderoga area / Lake Champlain Region?



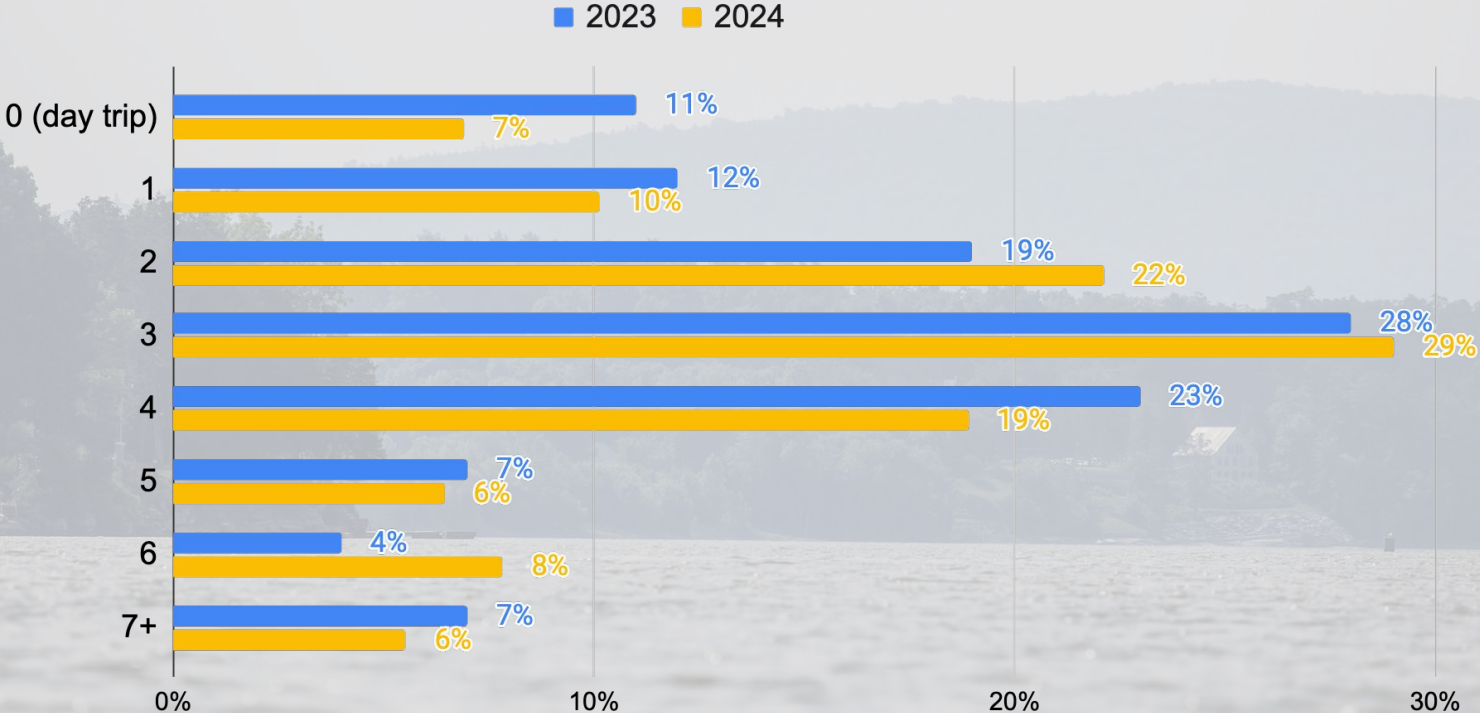
How did you hear about this fishing tournament?



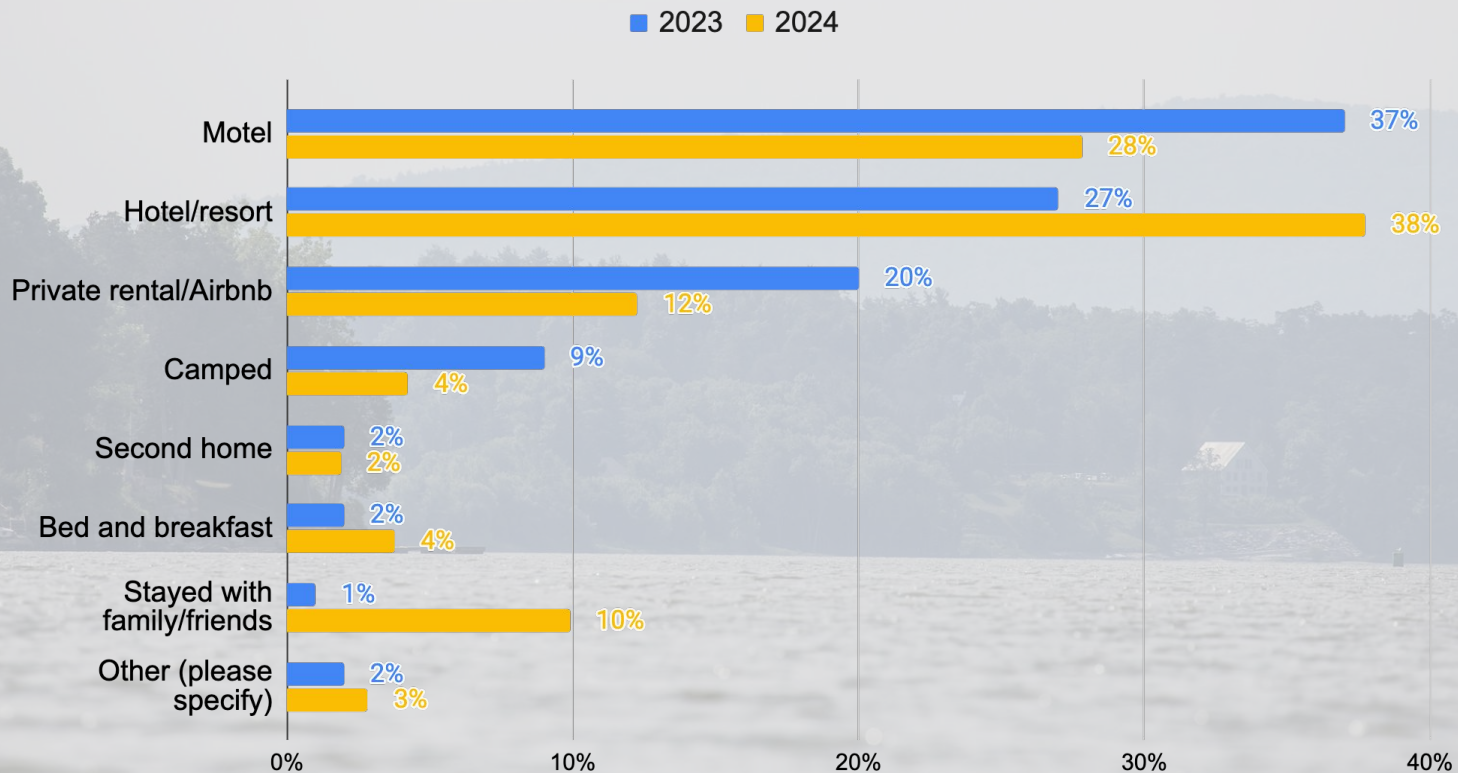
In what town did you stay?



How many nights did you stay for this fishing tournament?



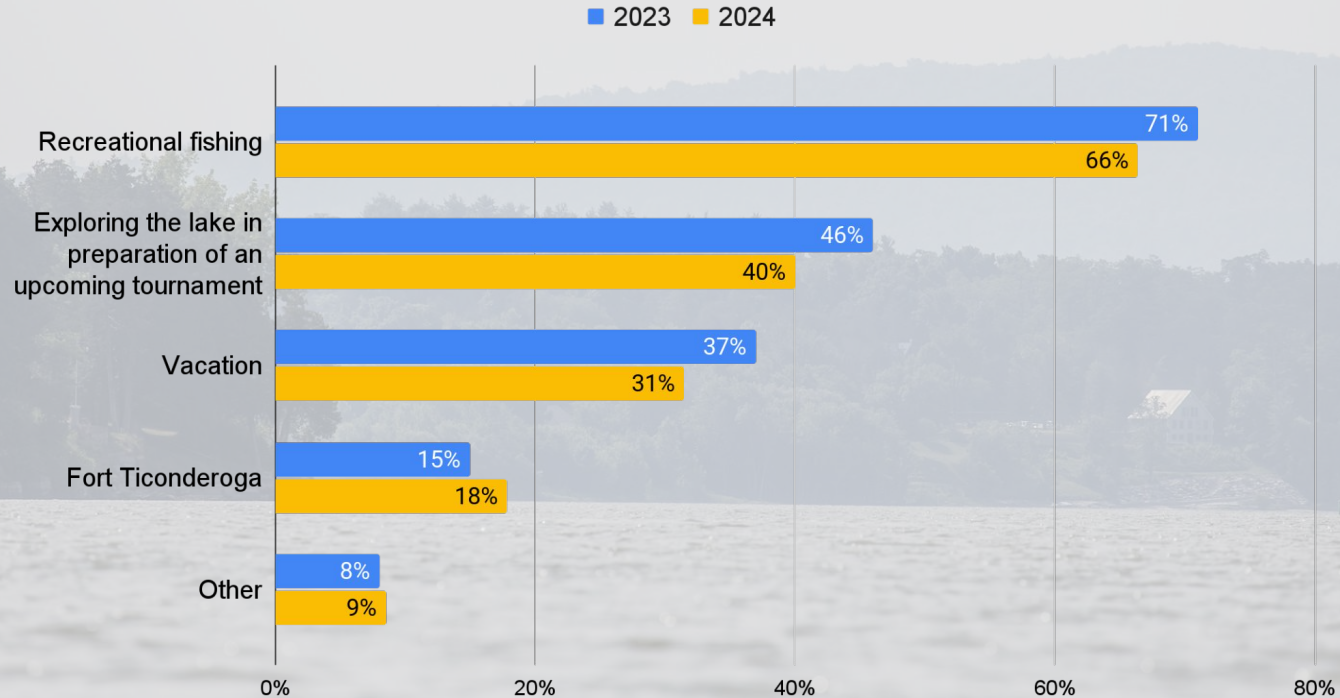
What was your primary type of lodging?



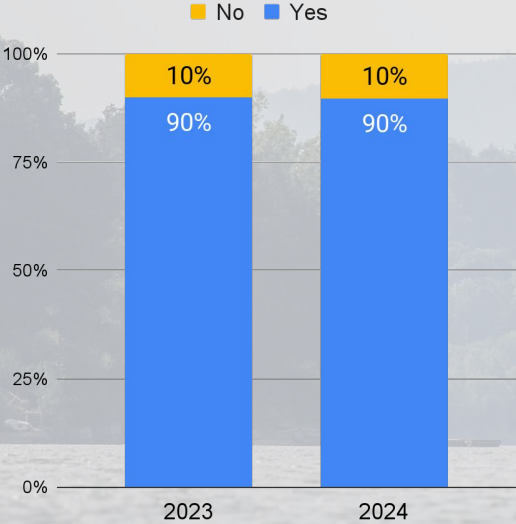
Top reported properties

Property	% Responses
● Stone House Motel & Motor Lodge	22%
● Best Western Plus Ticonderoga Inn & Suites	19%
● Circle Court Motel	18%
● Super 8 by Wyndham Ticonderoga	14%

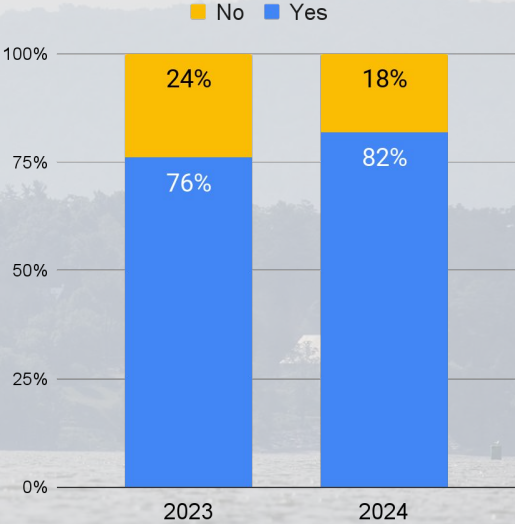
Other than fishing tournaments, why else do you visit the Ticonderoga area / Lake Champlain Region?



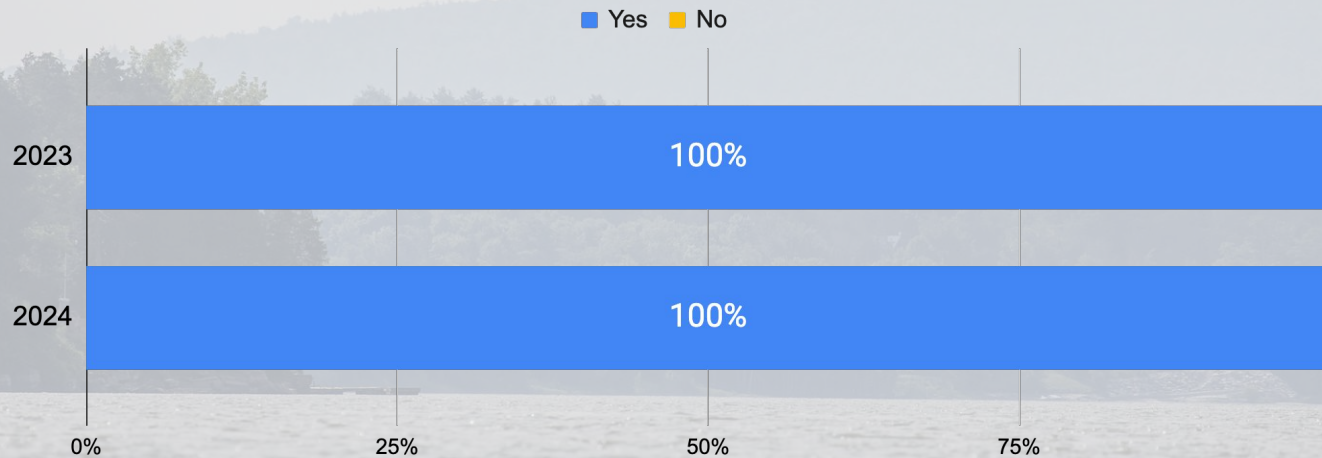
Did you **dine** in the Ticonderoga area/Lake Champlain Region?



Did you **shop** in the Ticonderoga area/Lake Champlain Region?



Based on your experience, would you visit the
Ticonderoga area / Lake Champlain Region again in the future?



Estimated average spend per trip by category



Essex County estimated average spend per trip by category - YoY



Estimated total spend by category Essex County - YoY



Total Estimated Direct Spend:

\$3,539,291

\$142,392 of which is in Essex County Sales and Occupancy Taxes

*Does not include lodging expenditures of \$173,580 outside of Essex County. Direct spend calculated with 6% margin of error using a sample size of 235 respondents of 2,220 total participants.

Summary

- The share of participants in the 26-35 and 36-45 age groups was higher in 2024 compared to 2023.
- The average distance traveled to the event rose significantly, from 151 miles in 2023 to 450 miles in 2024, driven by an increase in participants from out-of-state markets.
- Female participation in the events increased.
- The percentage of participants staying in Essex County for the event declined, from 89% in 2023 to 79% in 2024.
- Average trip expenditure within Essex County was lower.
- There was a substantial rise in spending on shopping and equipment, which helped boost overall direct spending for the events.