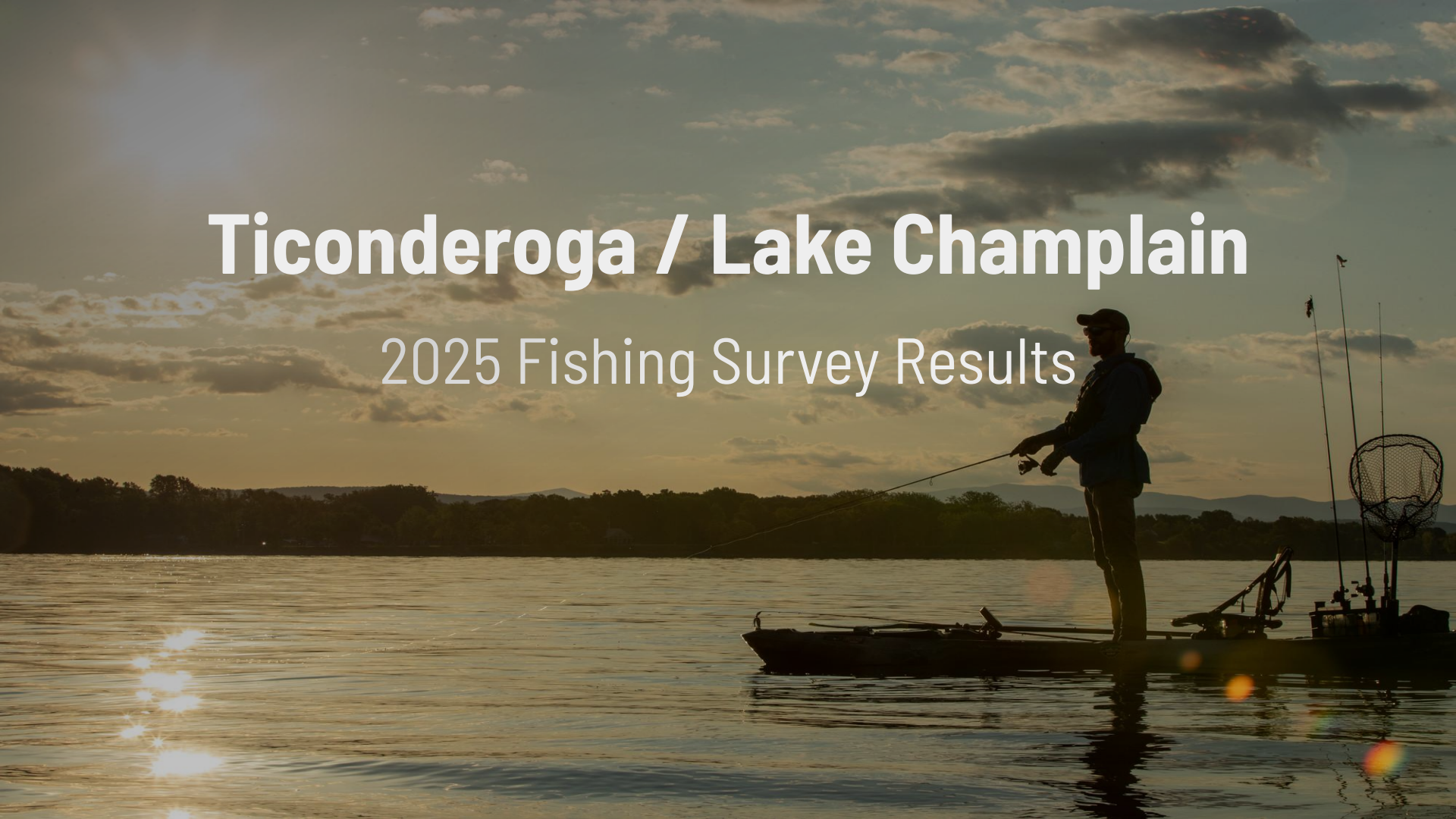
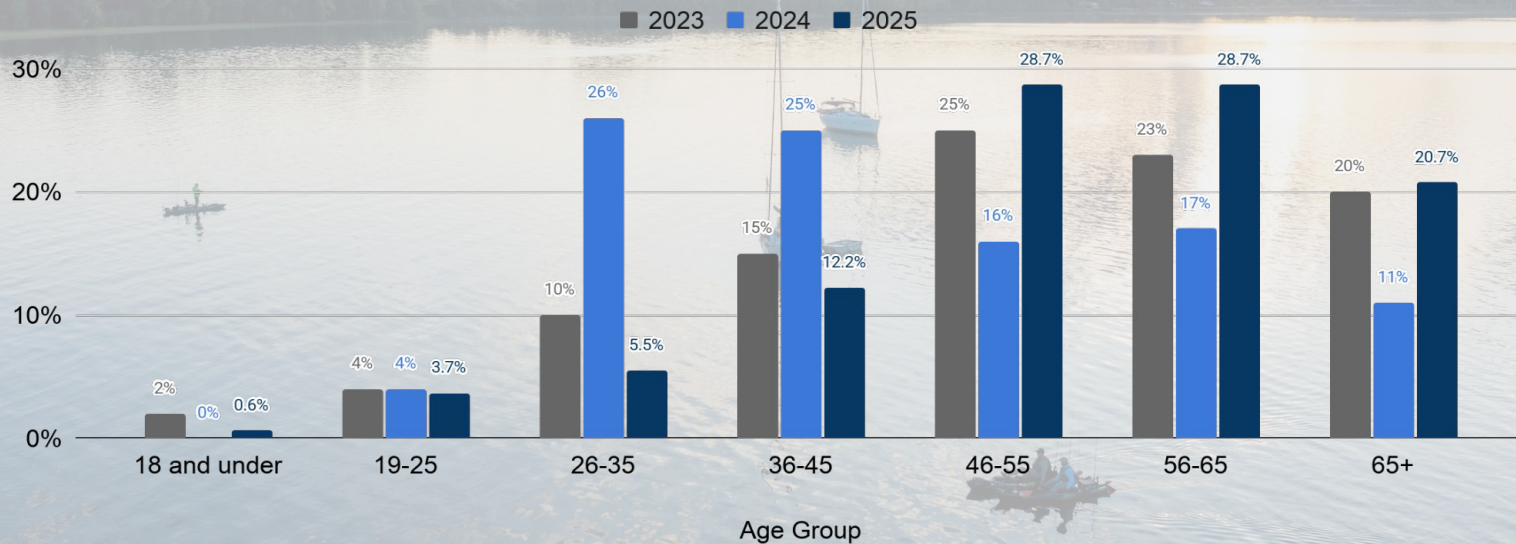


Ticonderoga / Lake Champlain

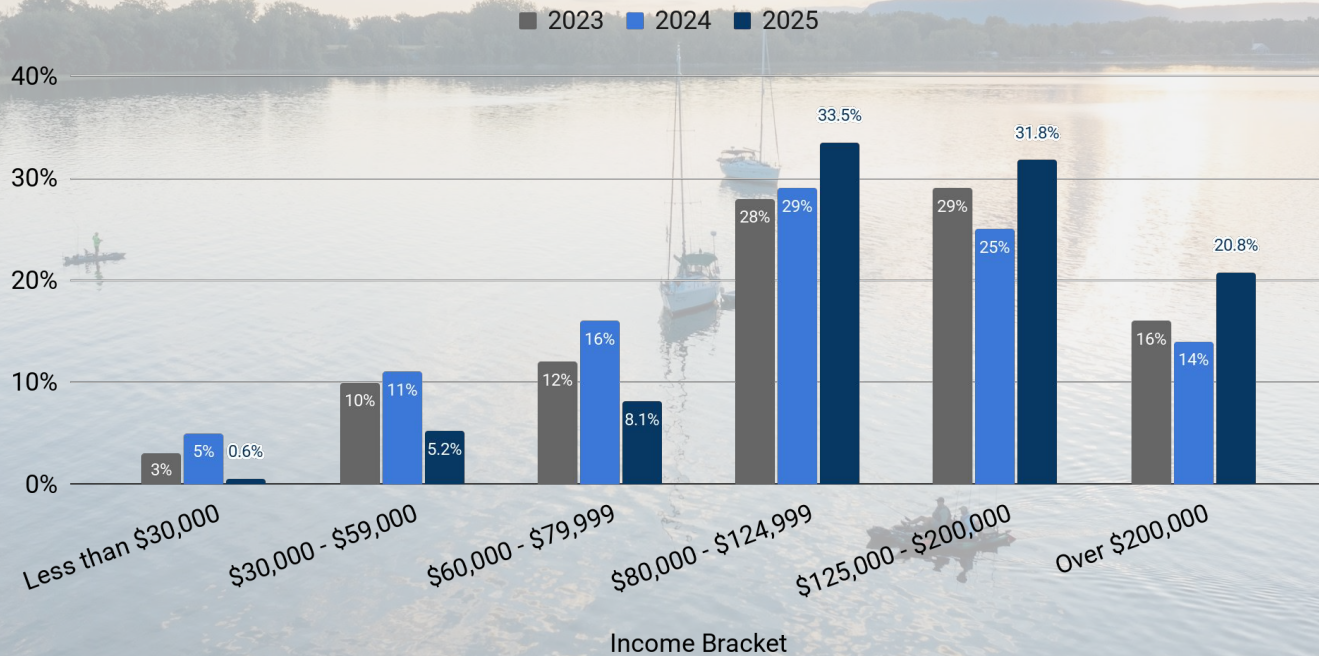
2025 Fishing Survey Results



Demographics (Age)



Demographics (Income)



Demographics continued

Top states (% respondents)

State	2023	2024	2025
NY	34%	20%	31%
MA	28%	13%	39%
NH	12%	17%	9%
NJ	8%	10%	7%
CT	5%	8%	9%
PA	5%	3%	5%

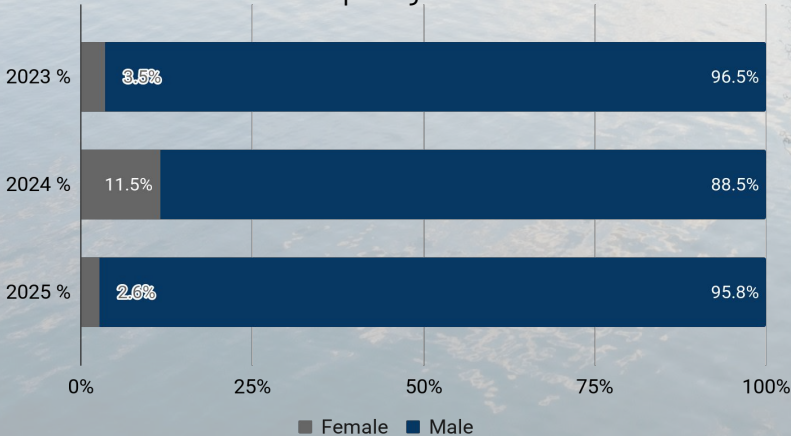
148*

Average miles
traveled

*450 miles in 2024

*151 miles in 2023

Participant gender



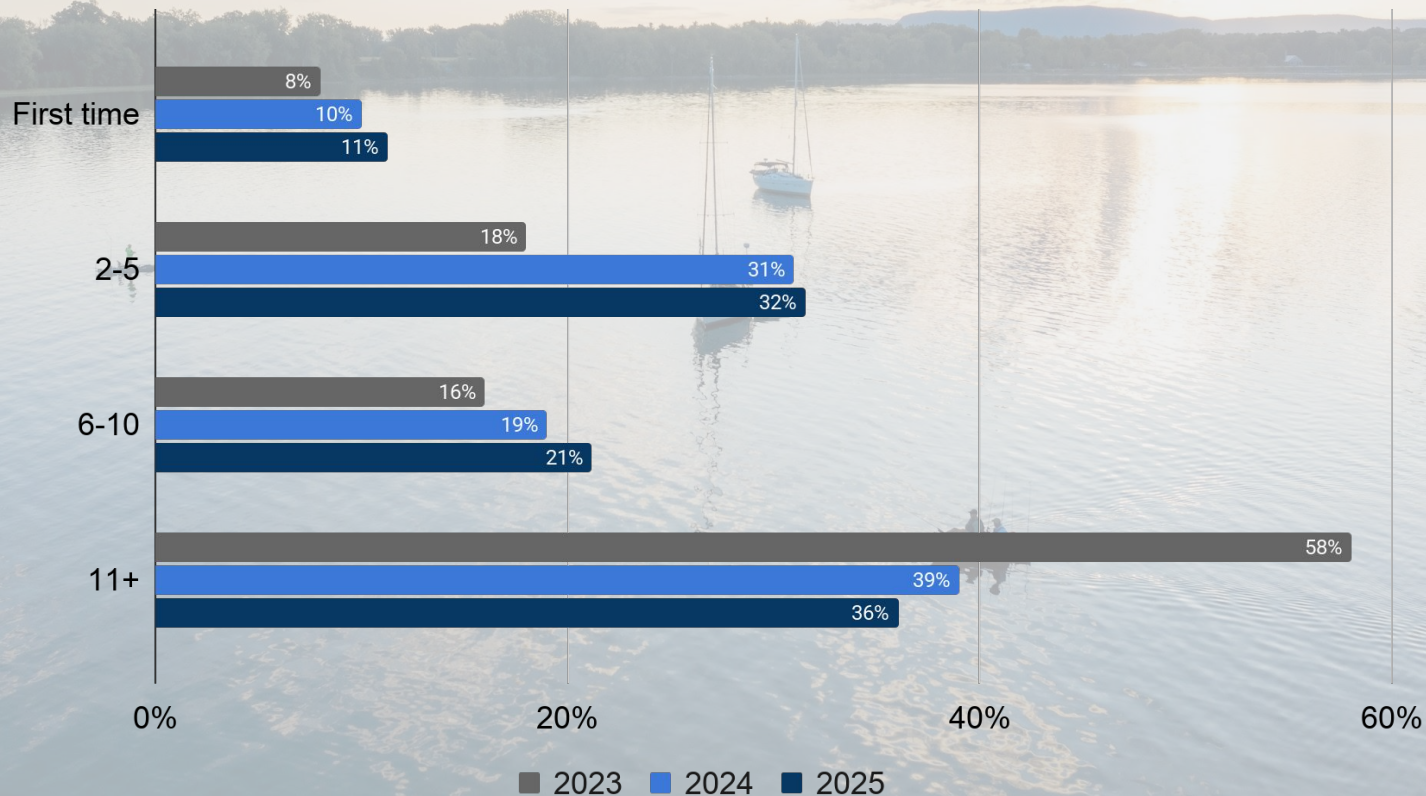
3.16*

Average group size

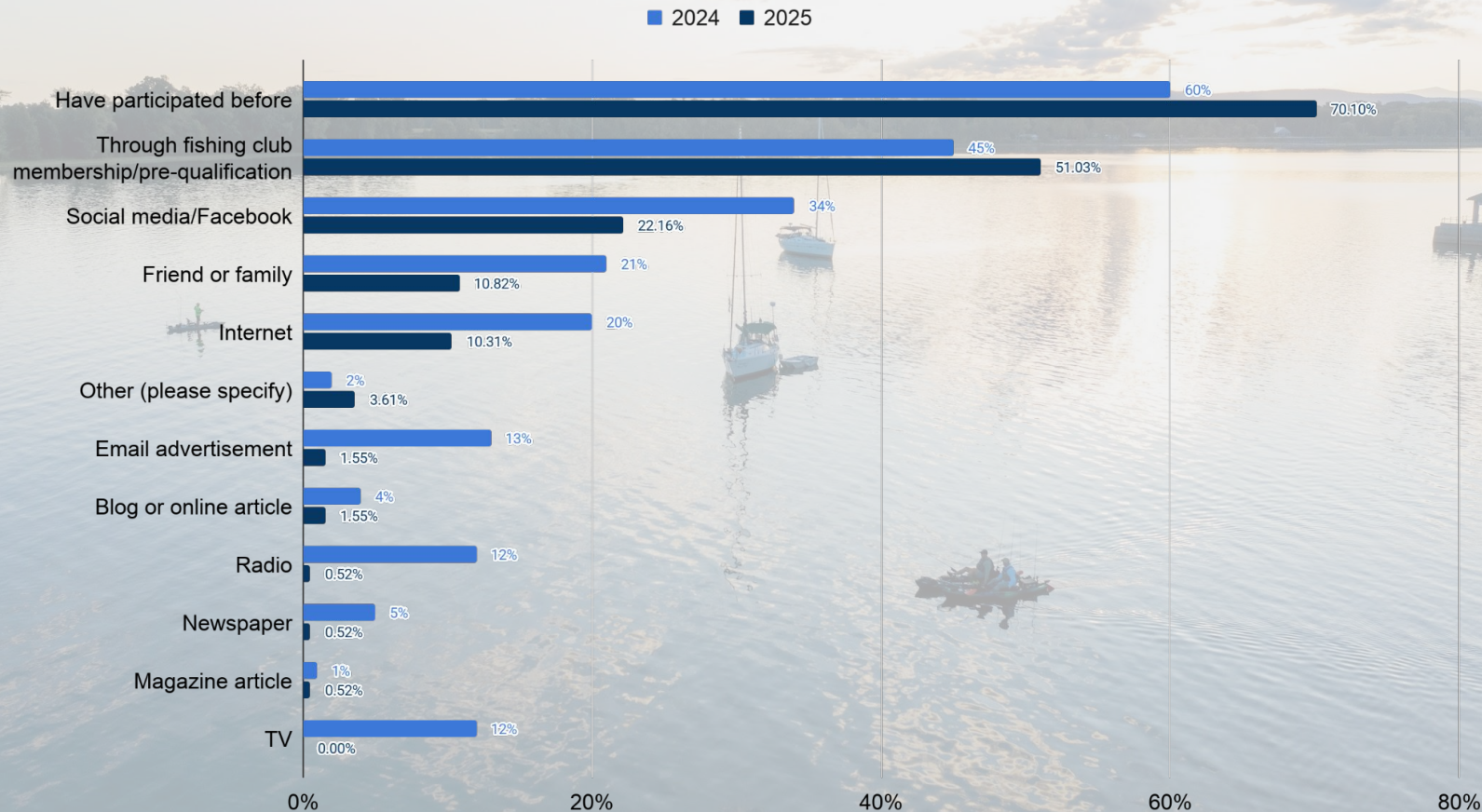
*3.19 in 2024

*2.93 in 2023

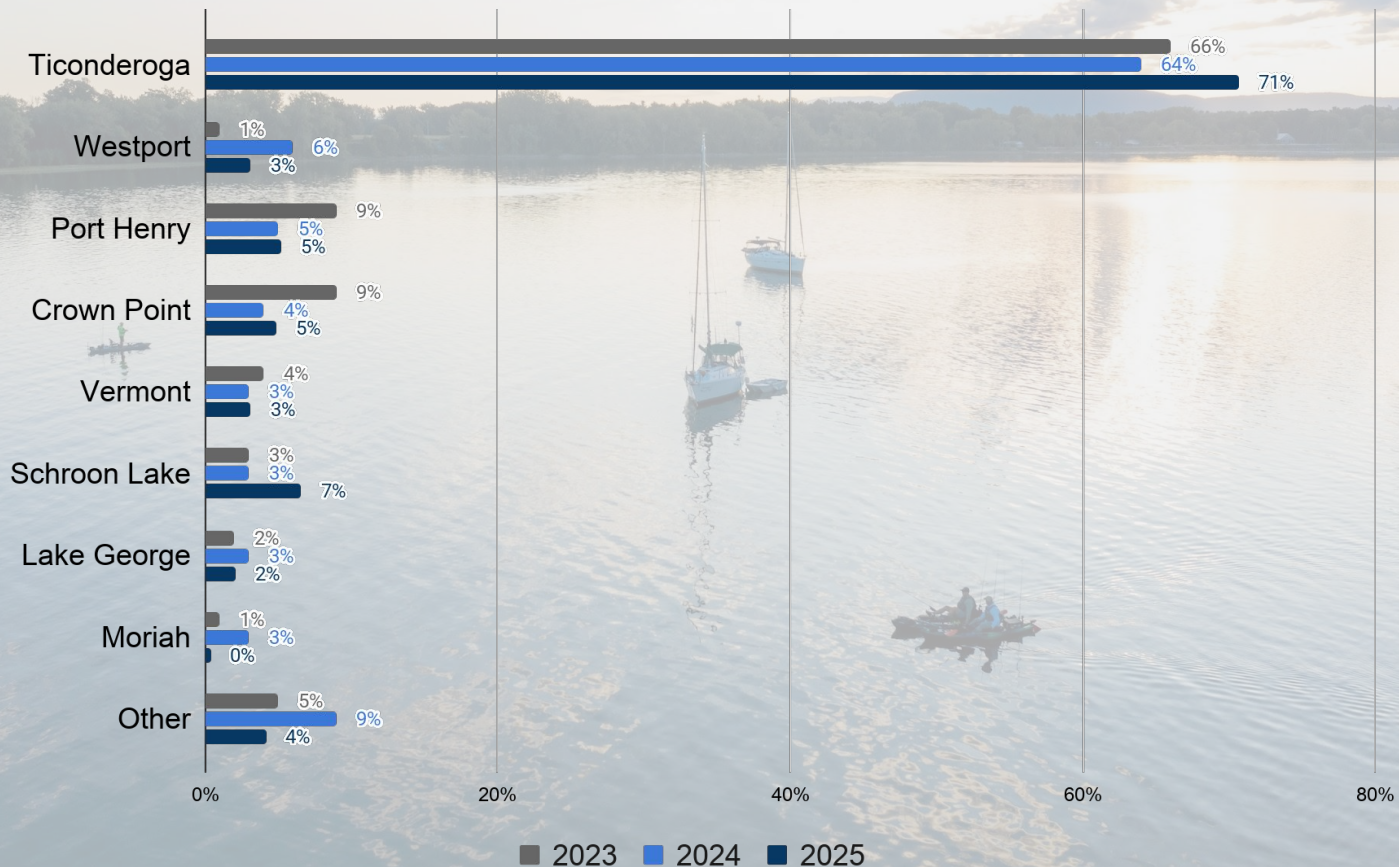
How many times have you participated in a fishing tournament in the Ticonderoga area / Lake Champlain Region?



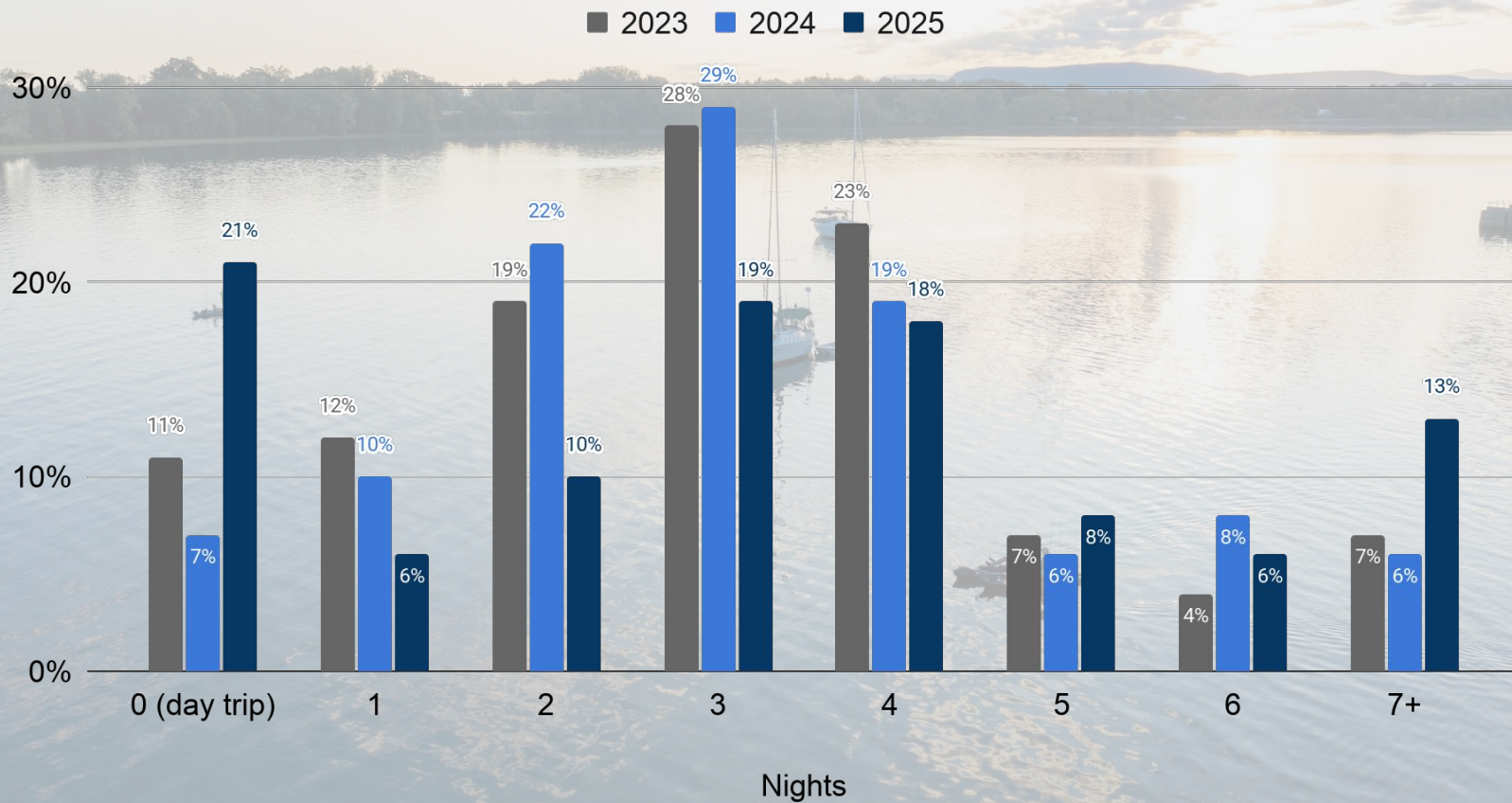
How did you hear about this fishing tournament?



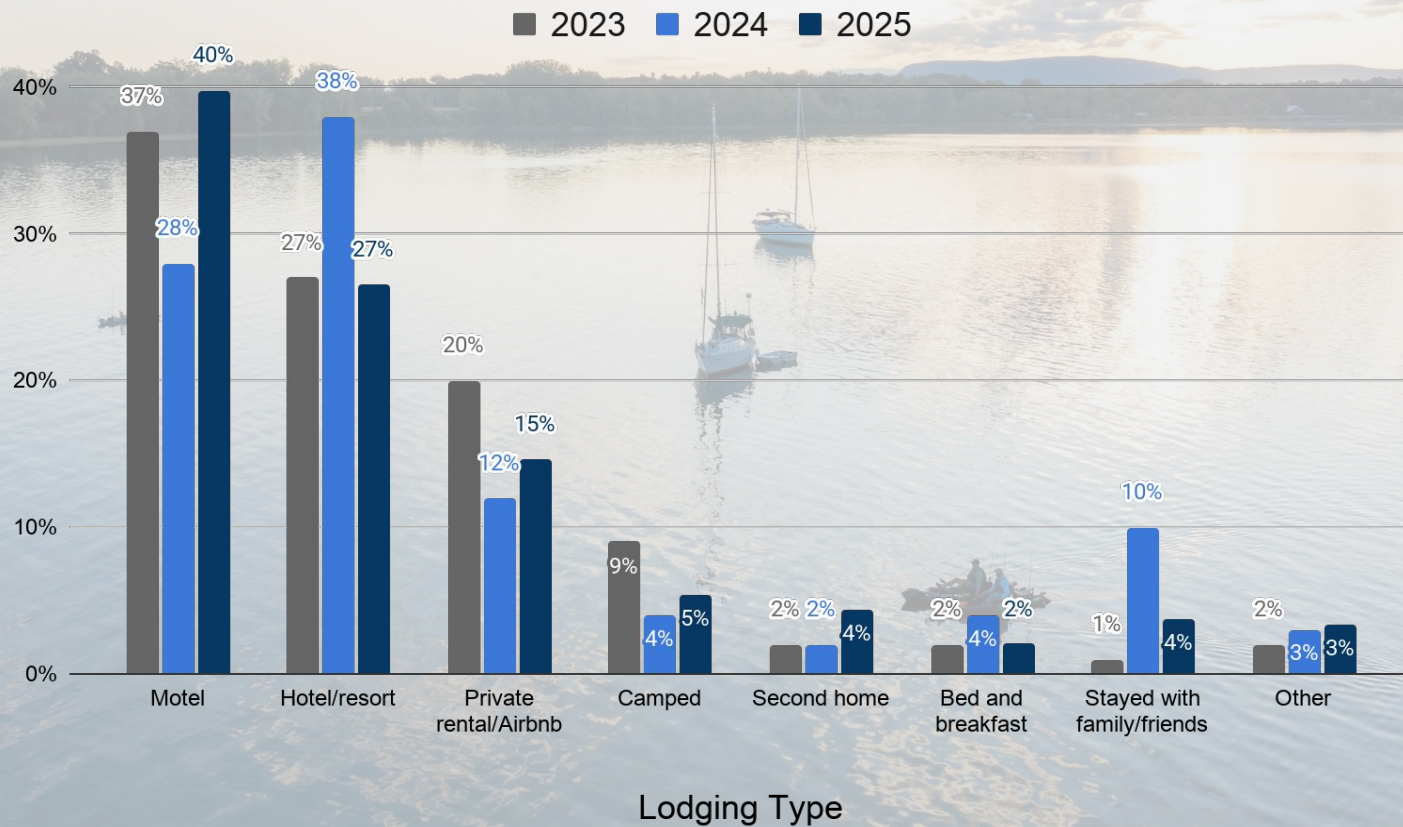
In what town did you stay?



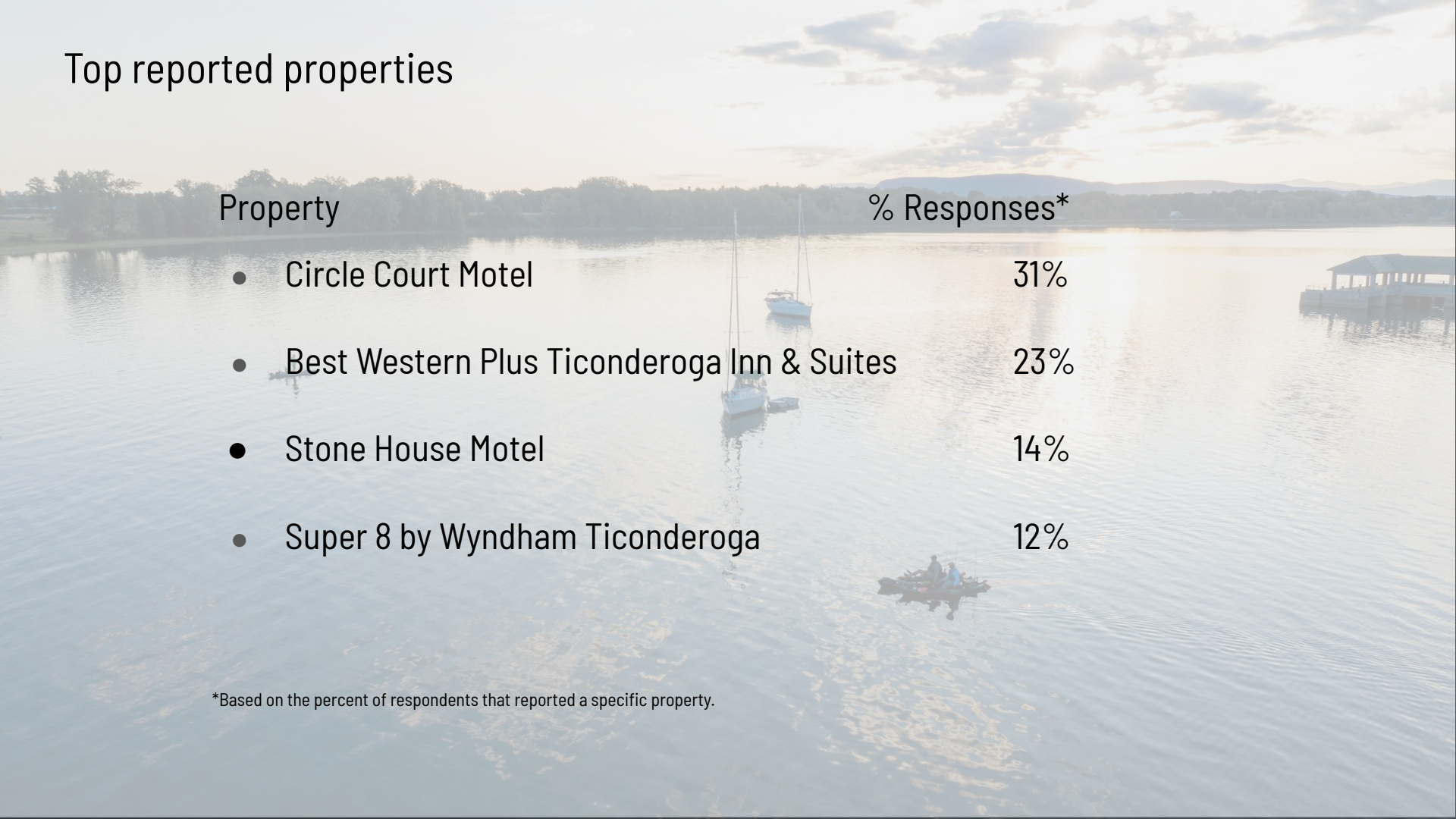
How many nights did you stay for this fishing tournament?



What was your primary type of lodging?



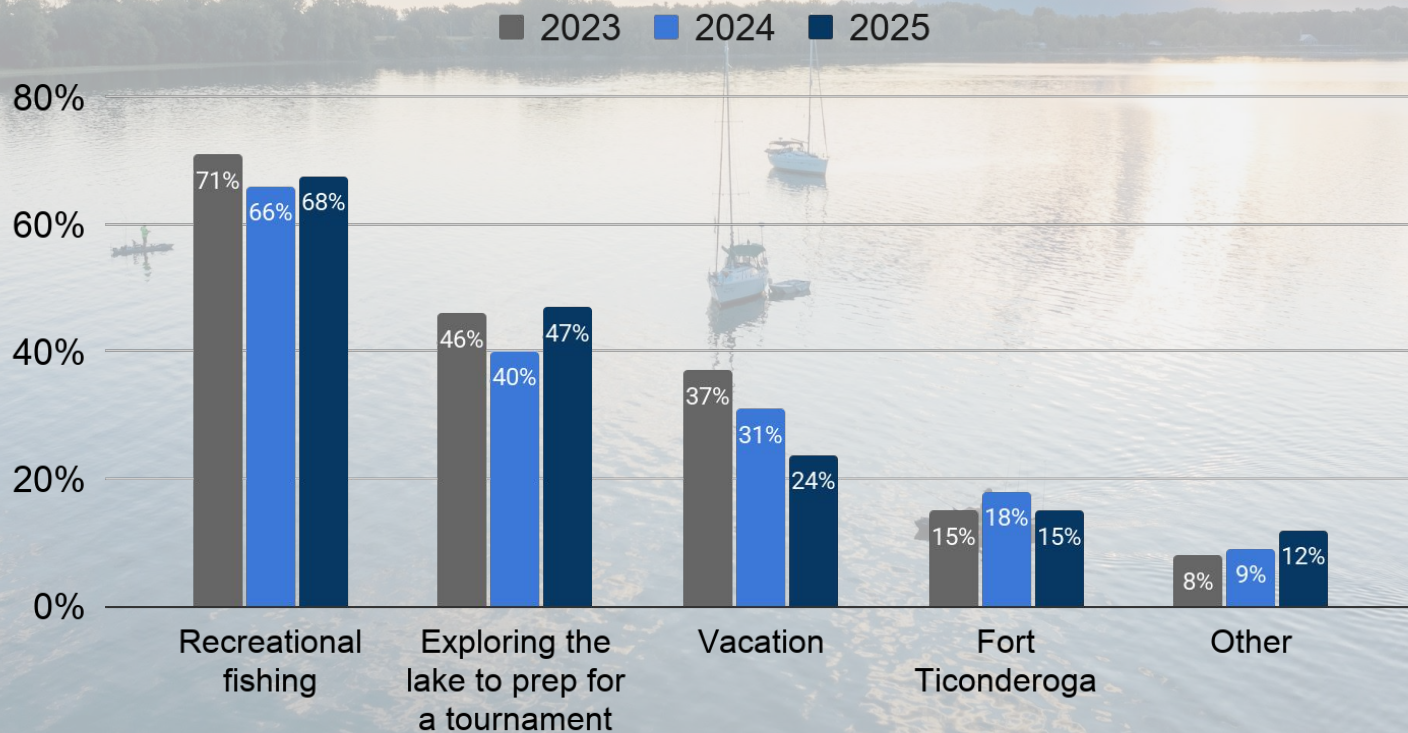
Top reported properties



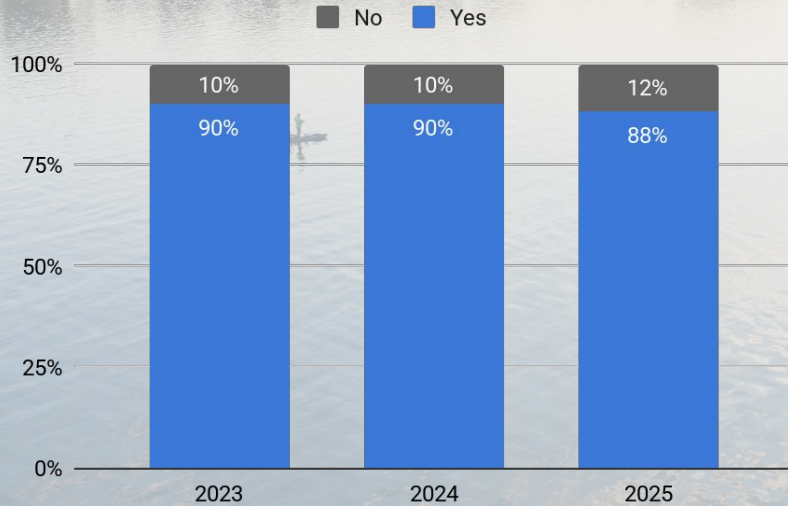
Property	% Responses*
● Circle Court Motel	31%
● Best Western Plus Ticonderoga Inn & Suites	23%
● Stone House Motel	14%
● Super 8 by Wyndham Ticonderoga	12%

*Based on the percent of respondents that reported a specific property.

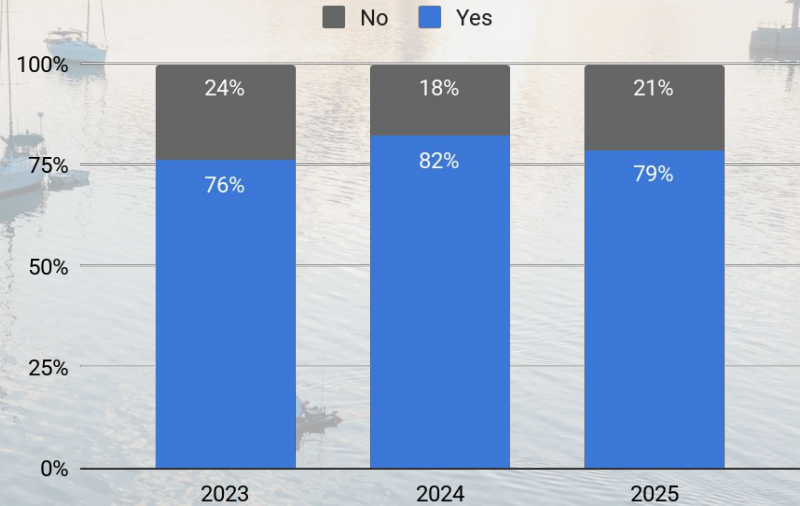
Other than fishing tournaments, why else do you visit the Ticonderoga area / Lake Champlain Region?



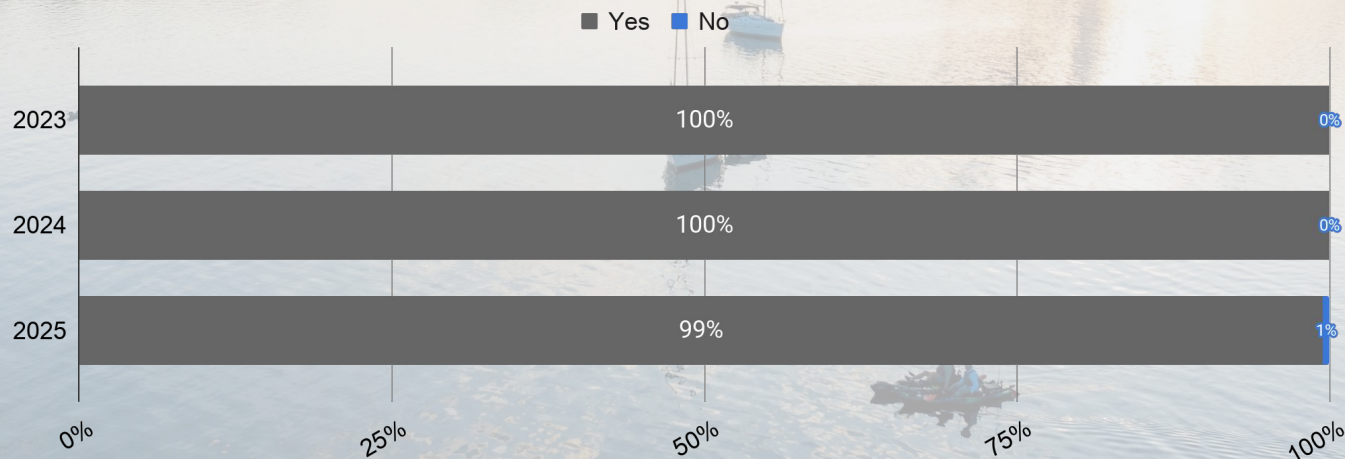
Percent of respondents that **dined** in the Ticonderoga area/Lake Champlain Region:



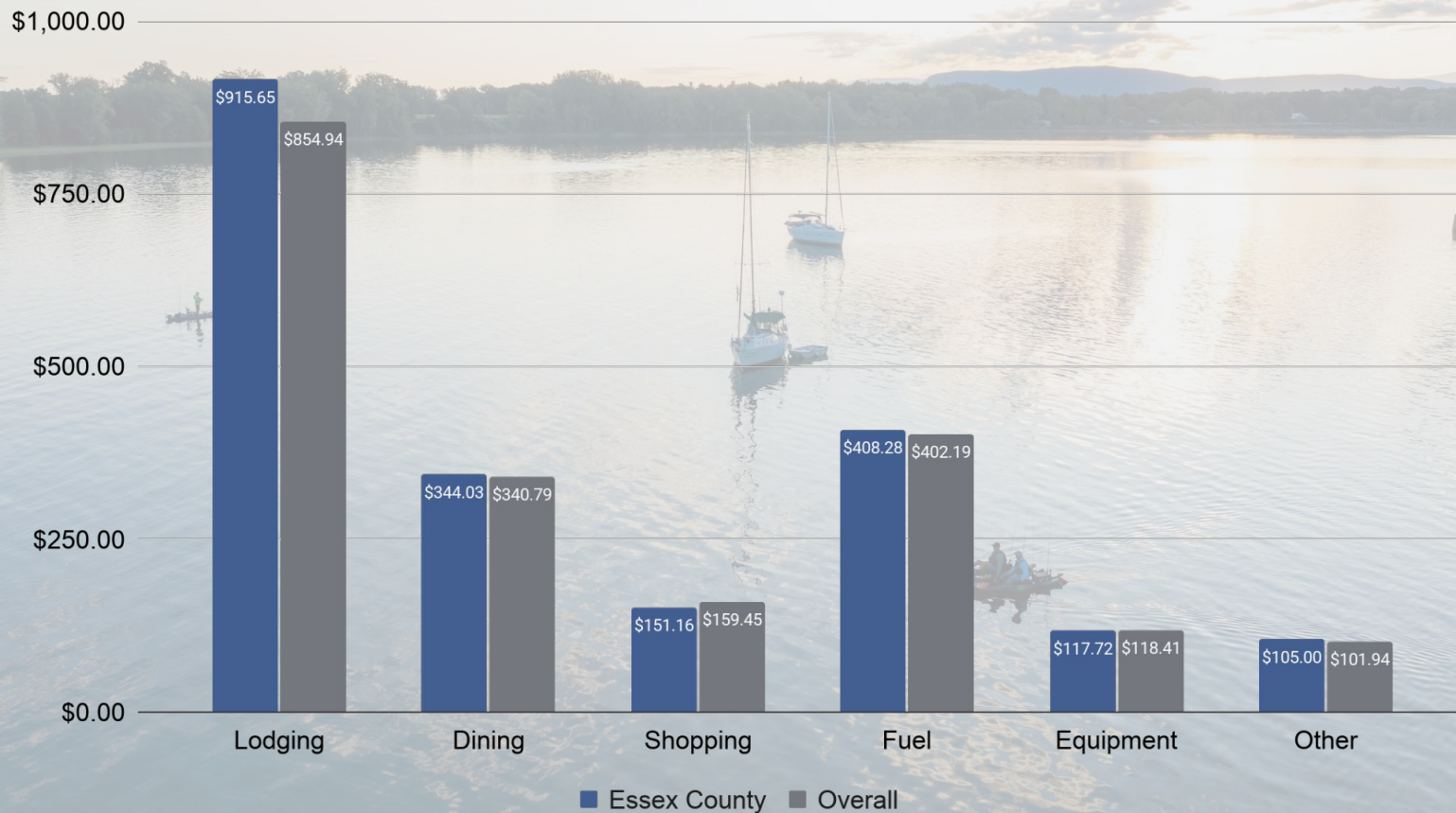
Percent of respondents that **shopped** in the Ticonderoga area/Lake Champlain Region:



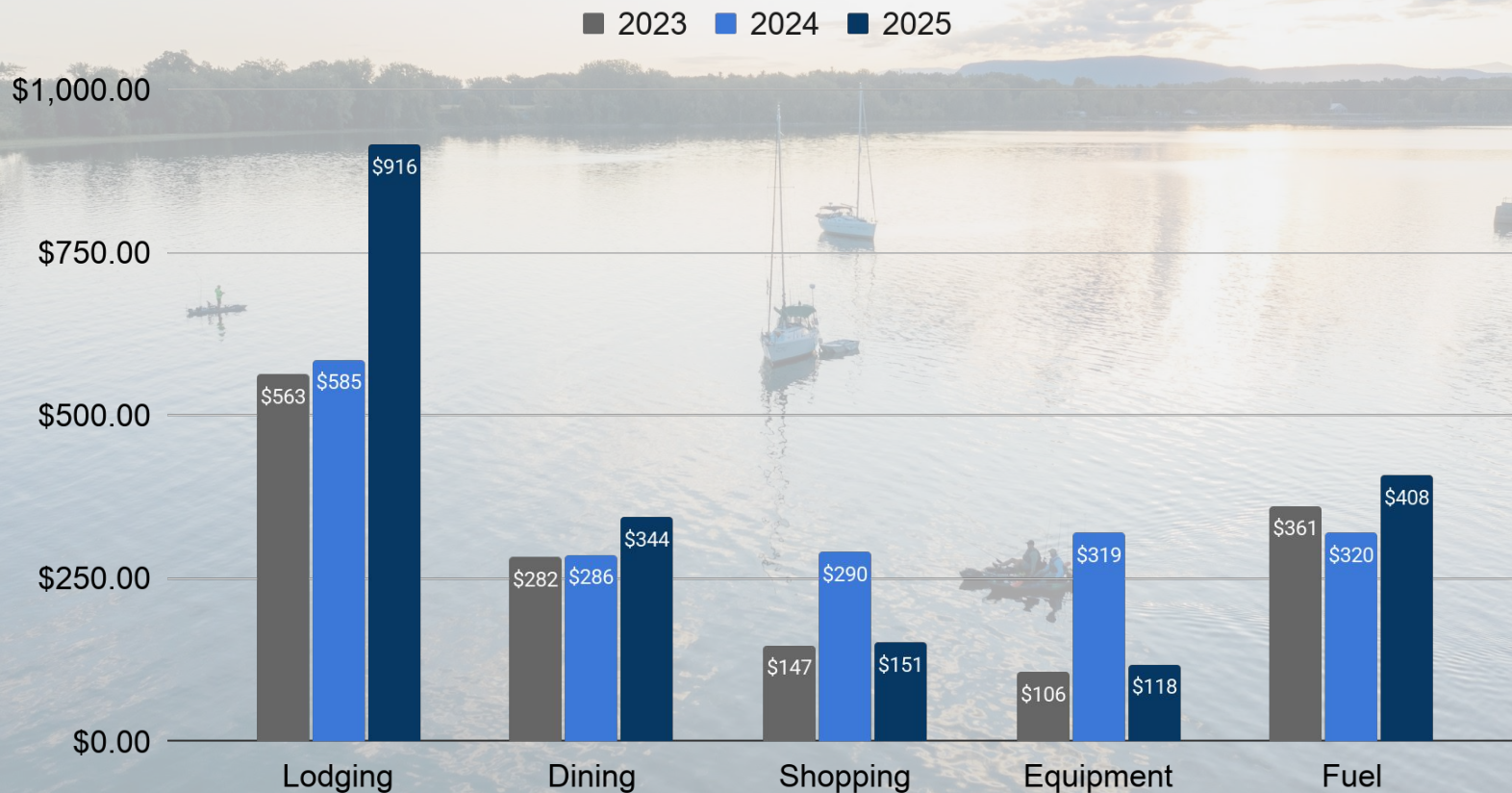
Based on your experience, would you visit the
Ticonderoga area / Lake Champlain Region again in the future?



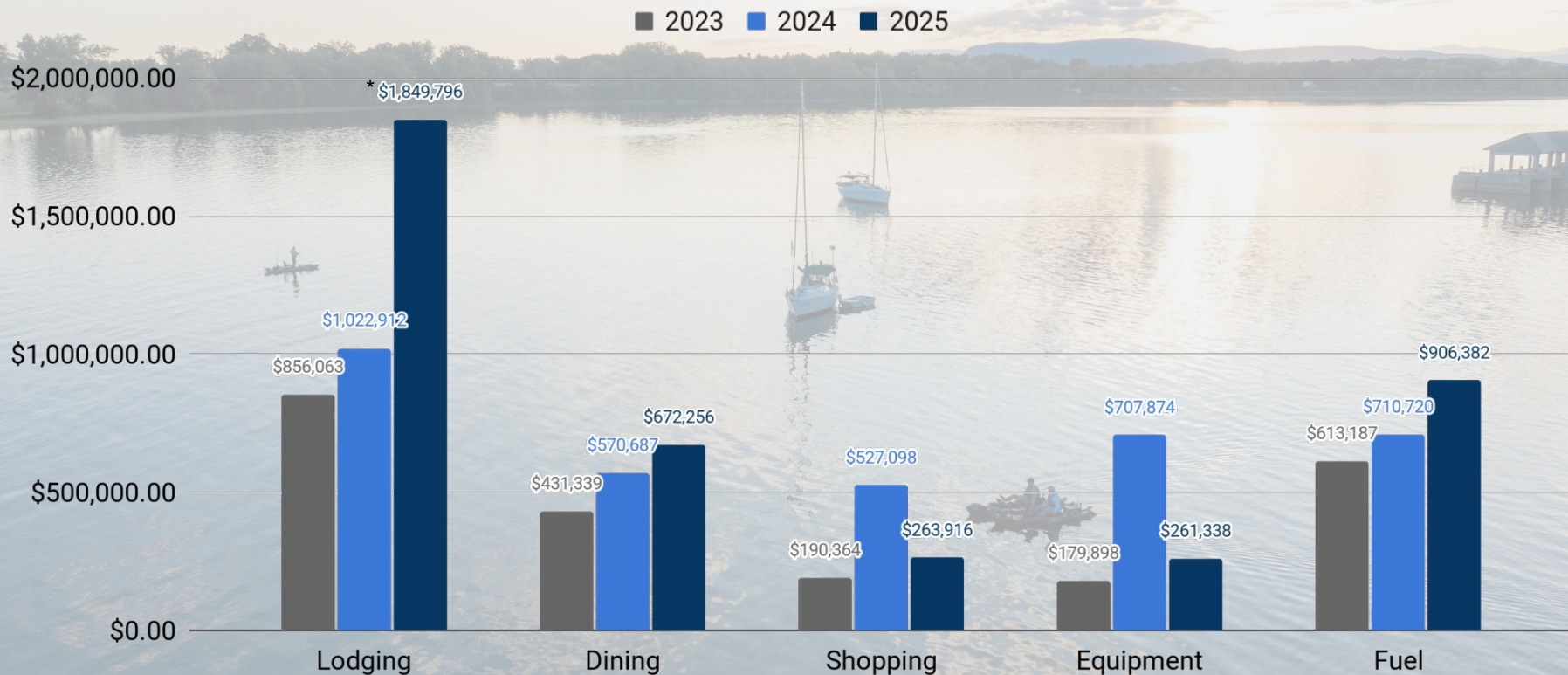
Estimated average spend per trip by category



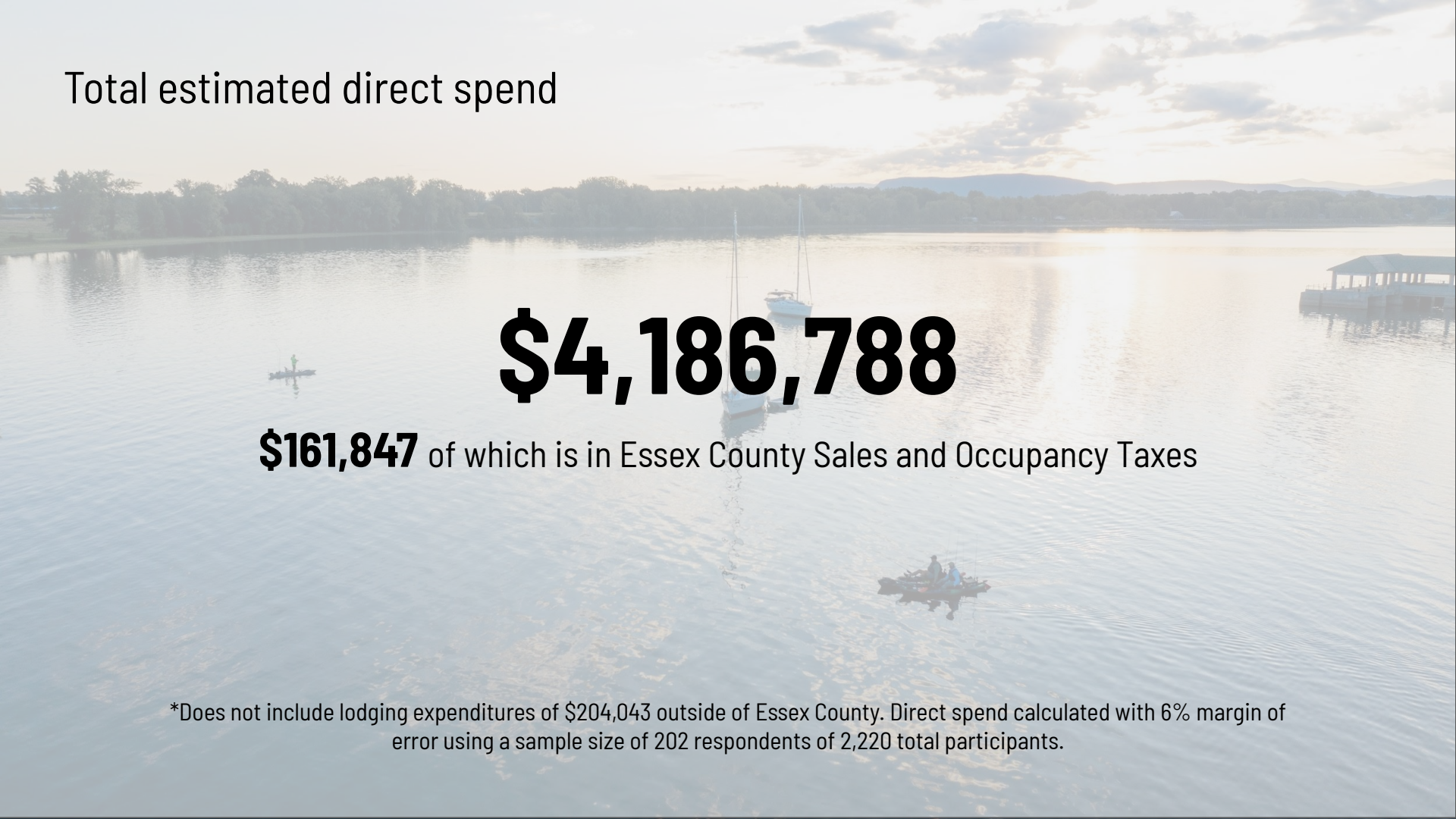
Essex County estimated average spend per trip by category - YoY



Estimated total spend by category Essex County - YoY



*Increase in lodging spend mainly reflects changes to survey that enabled a better spend capture.



Total estimated direct spend

\$4,186,788

\$161,847 of which is in Essex County Sales and Occupancy Taxes

*Does not include lodging expenditures of \$204,043 outside of Essex County. Direct spend calculated with 6% margin of error using a sample size of 202 respondents of 2,220 total participants.

Summary - Overall

- 2025 survey added “**For all tournaments combined**” prompt in spend question.
 - **The Impact:** Estimated direct spend increased from prior years.
- 2025 survey added “Other” option in spend question.
 - This miscellaneous option allowed for expenses likely to be put into other major categories the prior two years (like Shopping & Equipment) to be parsed out better in 2025.
- Increased day-trippers and 7+ night stays.
- Increased income brackets attending the tournaments.
- Massachusetts and New York State are the dominant angler markets.
- Anglers continue to shop and dine at high rates in the Ticonderoga/Lake Champlain Region while they are here.

Summary - Lodging data

- The 2025 survey shifted from static, single-trip questions in 2023 and 2024 to a dynamic multi-tournament matrix table in 2025.
 - **The Impact:** Anglers attending multiple events could independently log accommodation data for every individual tournament rather than averaging or picking just one trip.
 - **The Capture:** The 2025 survey was able to better capture lodging property spend and occupancy details across the full season.
 - **The Result:** Average lodging spend per trip jumped to \$916 in 2025, capturing this category better than in 2023 (\$563) and 2024 (\$585).