

A scenic landscape photograph of a calm lake at sunrise or sunset. In the background, misty mountains are visible under a soft, golden sky. The middle ground shows a dense forest of evergreen trees along the shoreline. In the foreground, a person is kayaking on the water, leaving a small wake. The overall atmosphere is peaceful and scenic.

Leisure Travel Study

Hamilton County

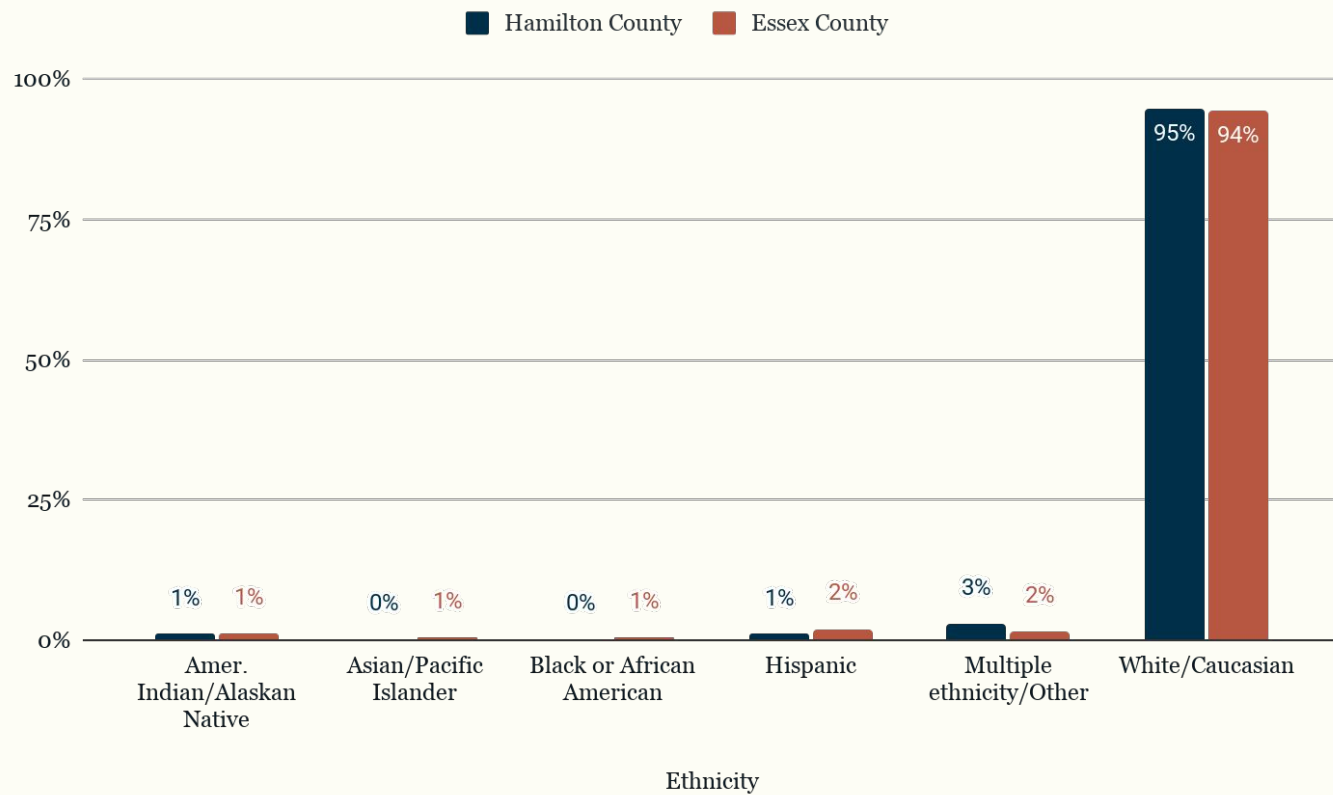
2025 COUNTY VISITOR PROFILES AND REGIONAL
RETURN ON MARKETING INVESTMENT ANALYSIS

ROOST

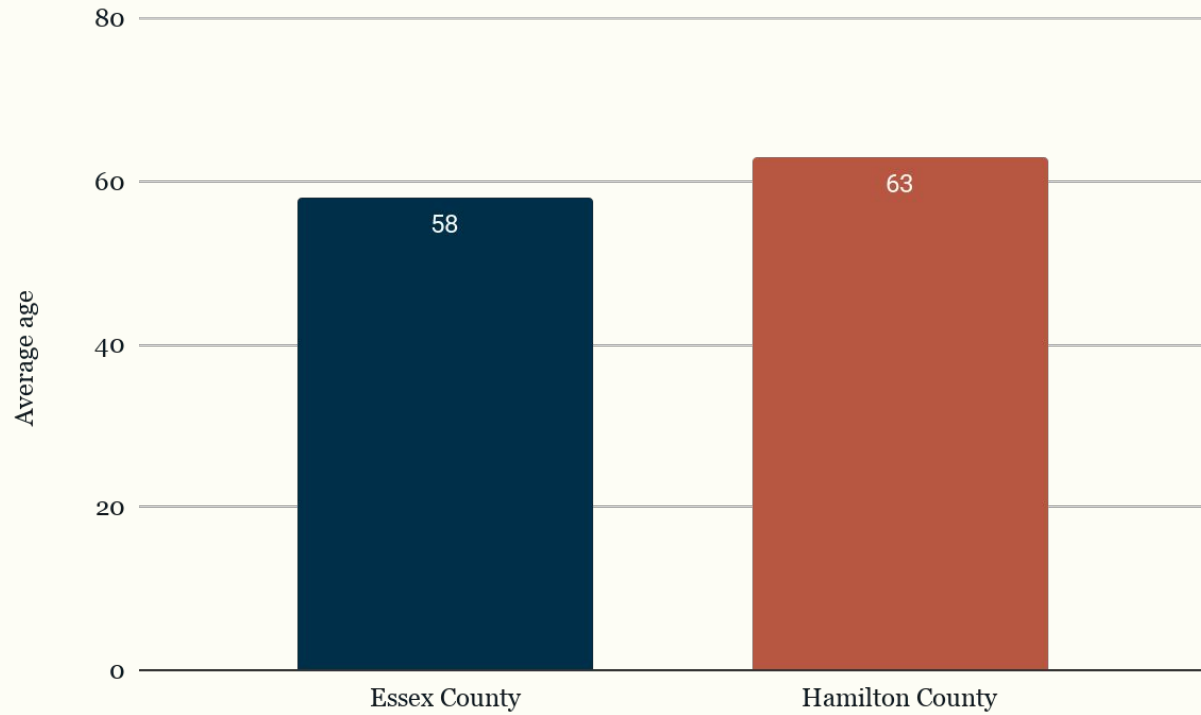
Project background and methodology

- ROOST commissioned a study with PlaceMaking, a regional community and economic development research firm, to determine visitor information at the county levels and to gauge key regional marketing program statistics.
- ROOST sent a jointly created survey to a sample of its 2025 leisure travelers to the region. This study marks 22 years of this visitor research. Visitors were requested, via email and other methods, to complete an online survey and the results were compiled from the responses received, specifically from visitors who spent most of their time in the region.
- This research includes detailed visitor information, estimated traveler expenditures and analysis. PlaceMaking also compiled similar research for Essex County and the broader region that includes Essex and Hamilton counties, as well as the villages of Tupper Lake and Saranac Lake in Franklin County. These are available under separate covers.
- ROOST also commissioned a separate study that ascertained visitor opinions and perceptions about sustainability relative to travel decisions, which is available under a separate cover.

Ethnicity

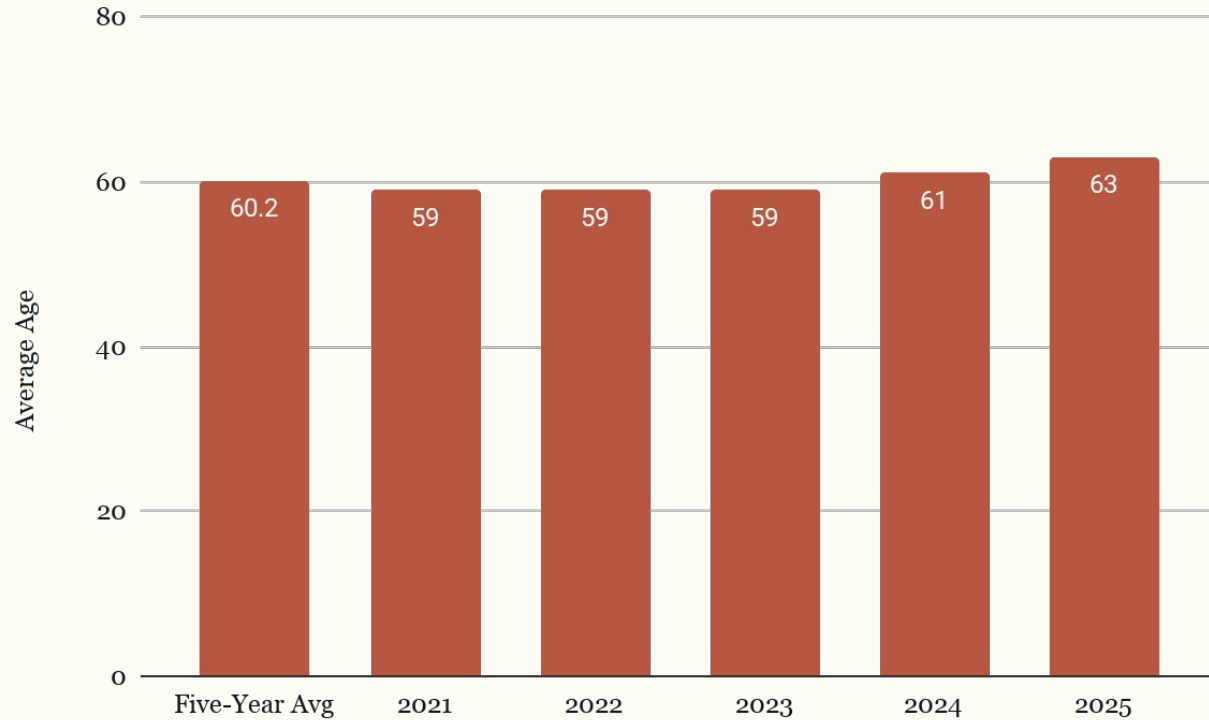


Average age

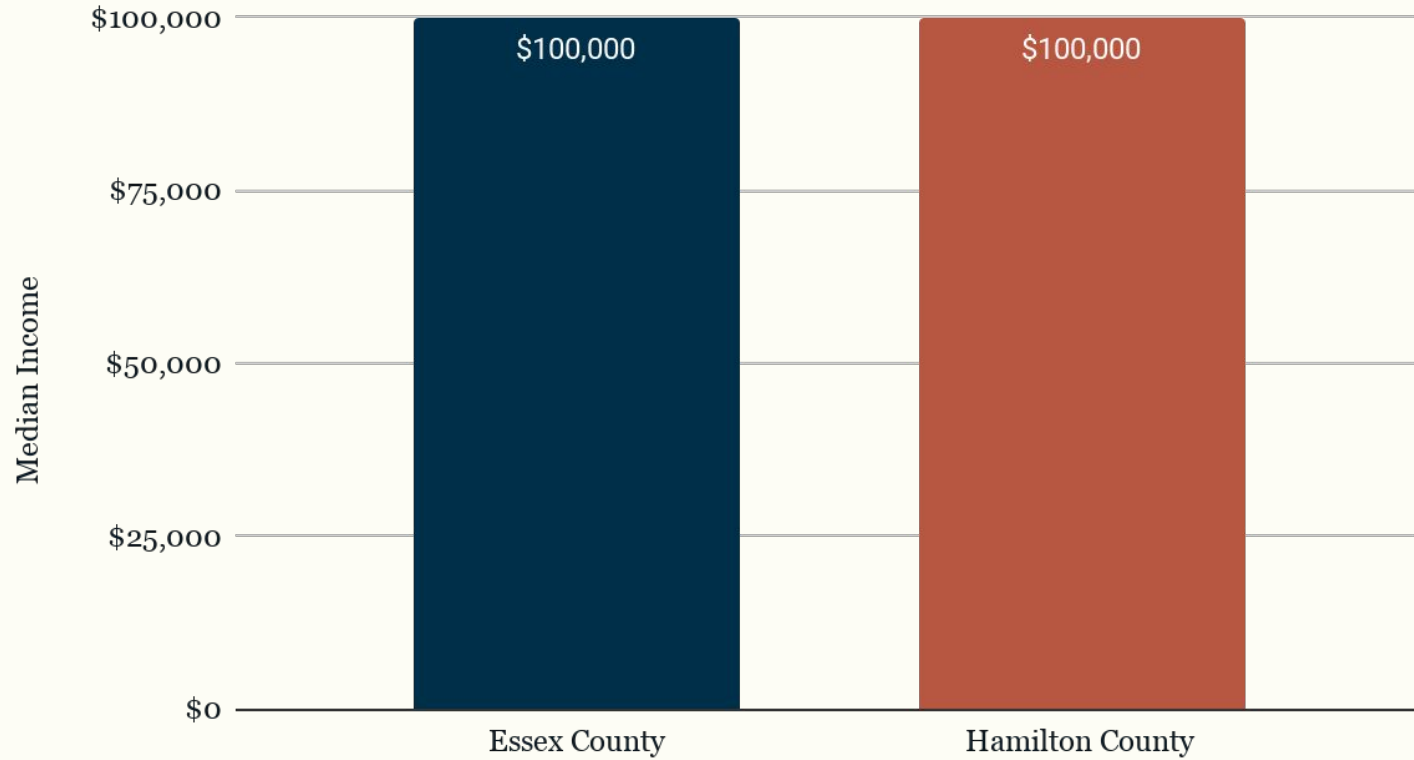


Five-year average age

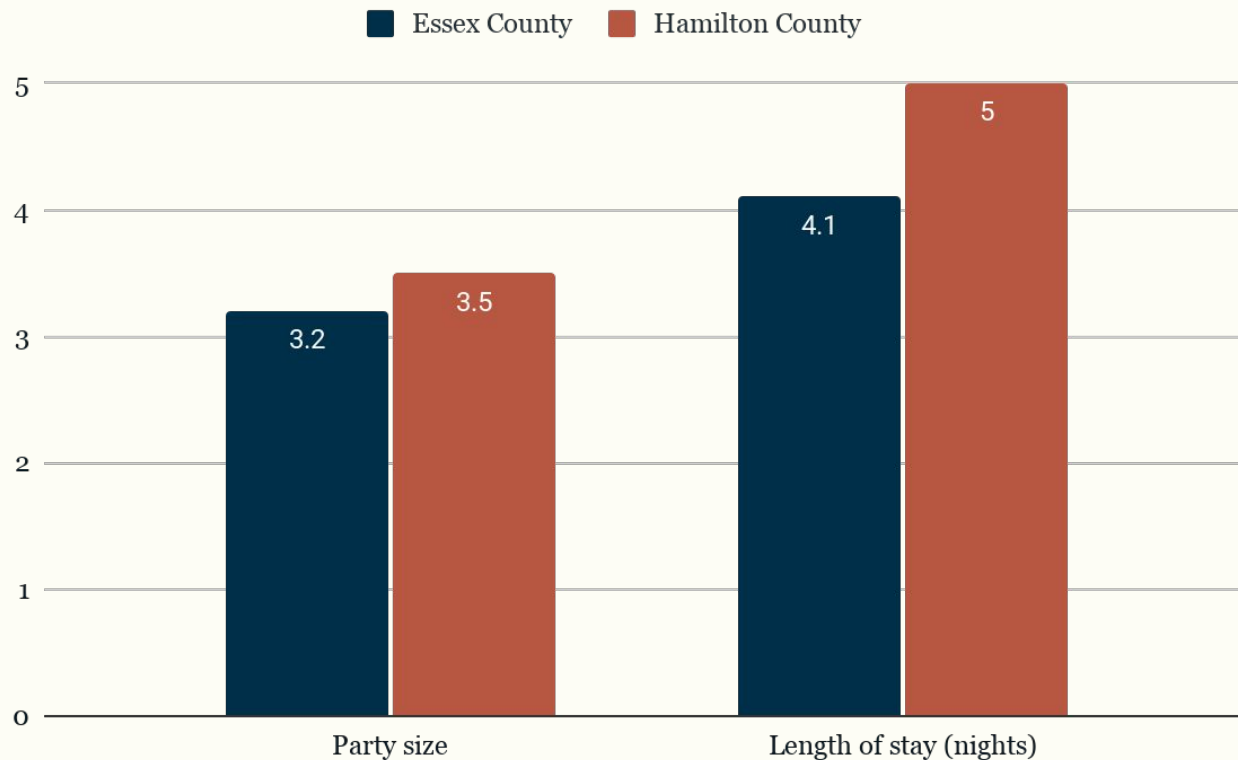
Hamilton County



Median income

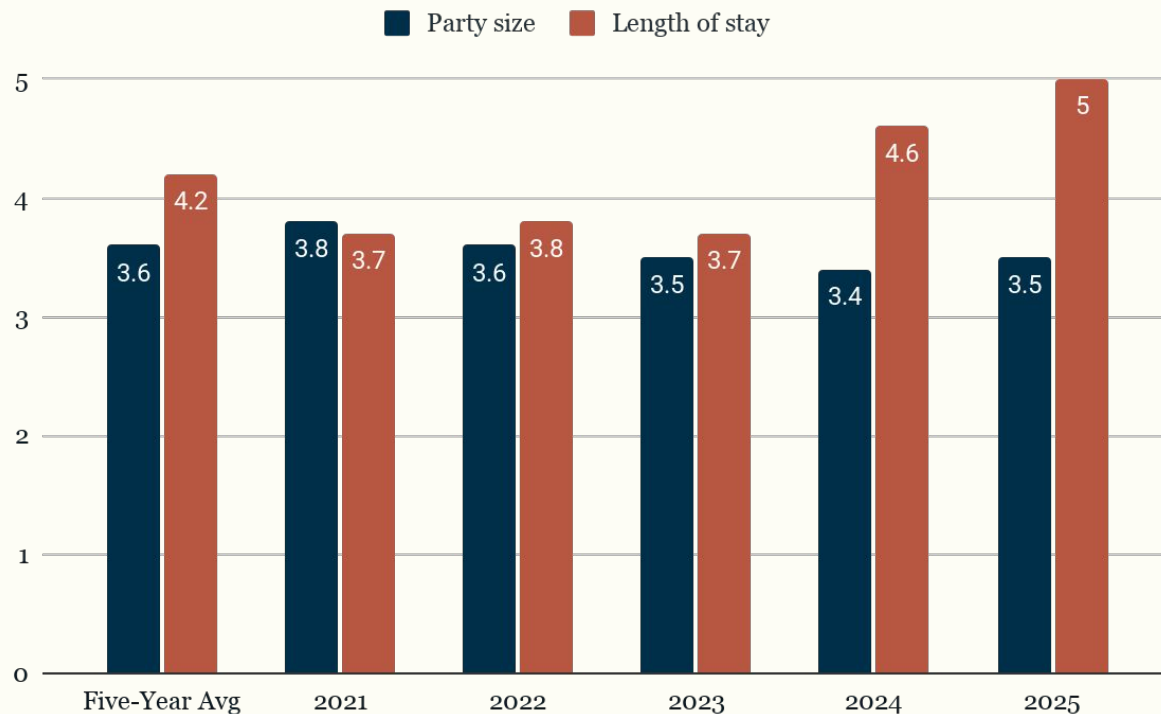


Party size / Length of stay

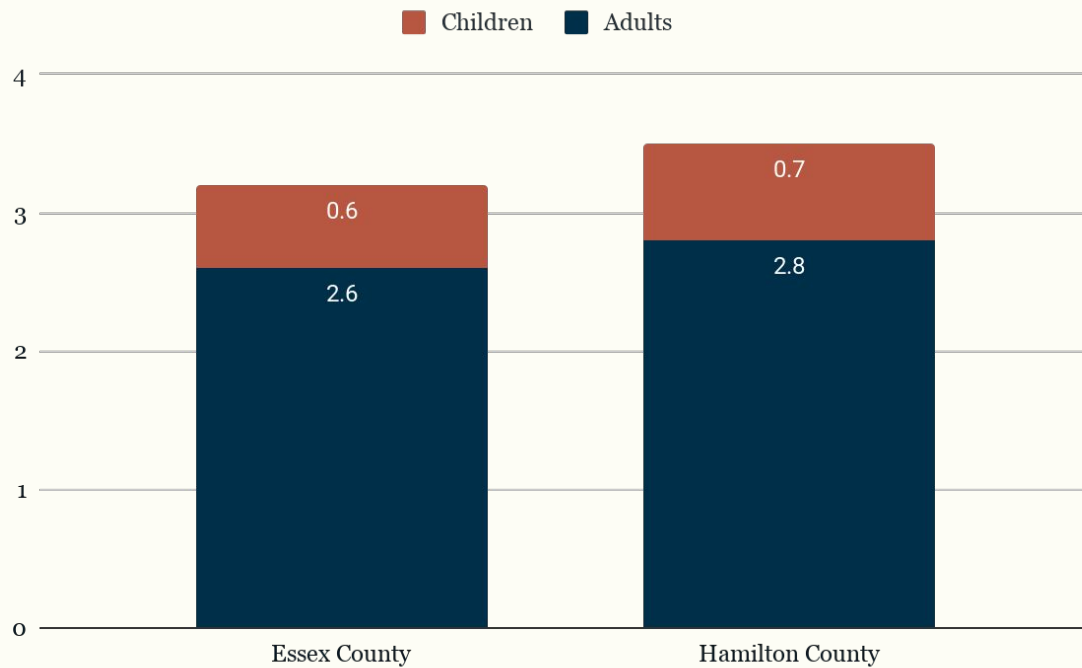


Five-year average party size / Length of stay

Hamilton County

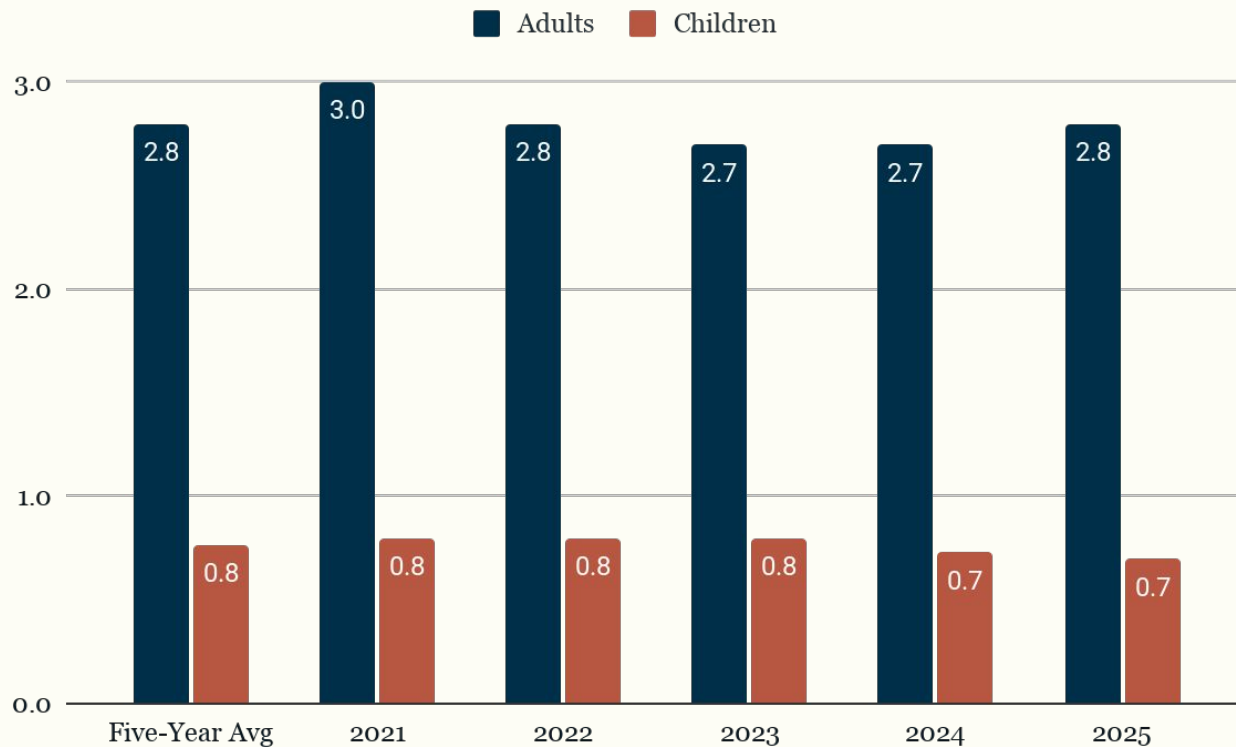


Party composition

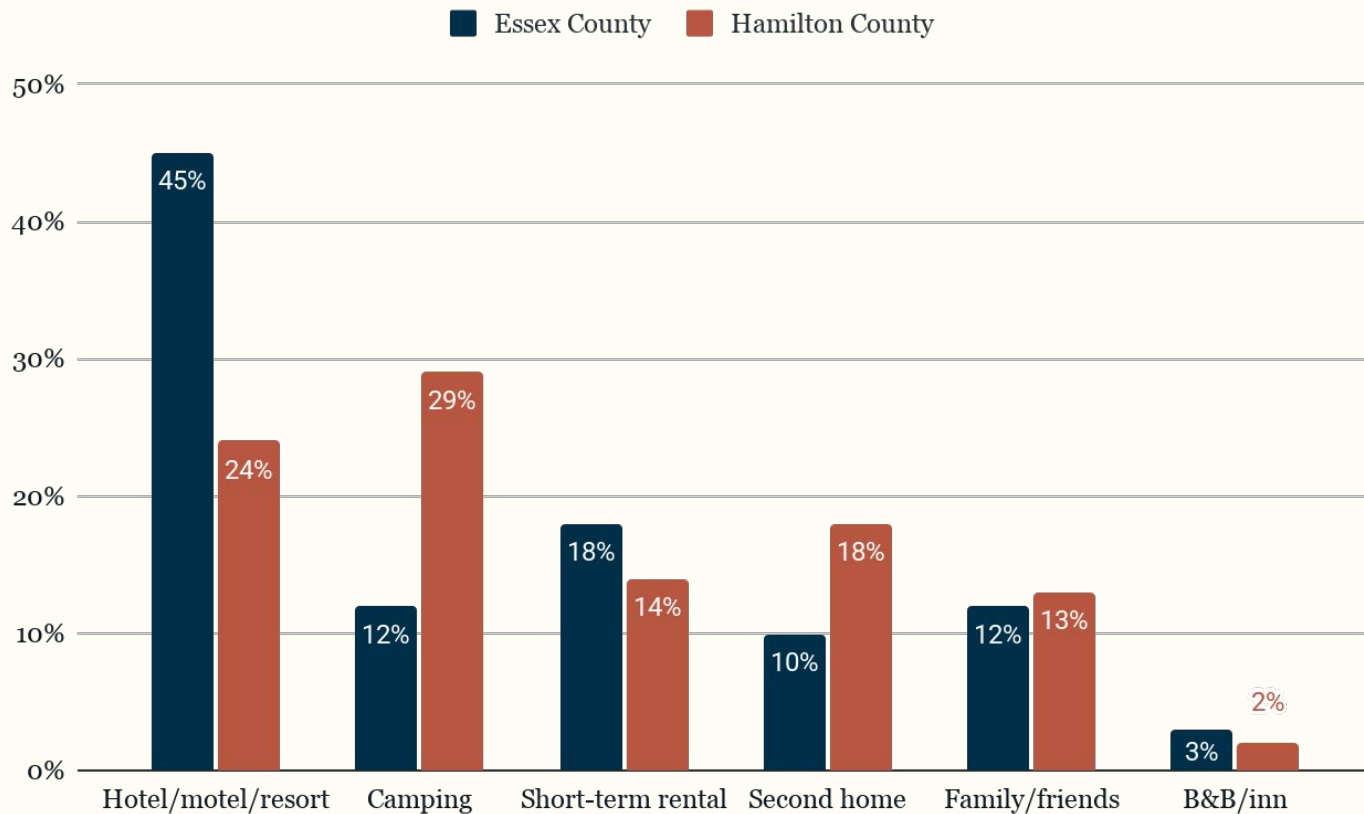


Five-year average party composition

Hamilton County



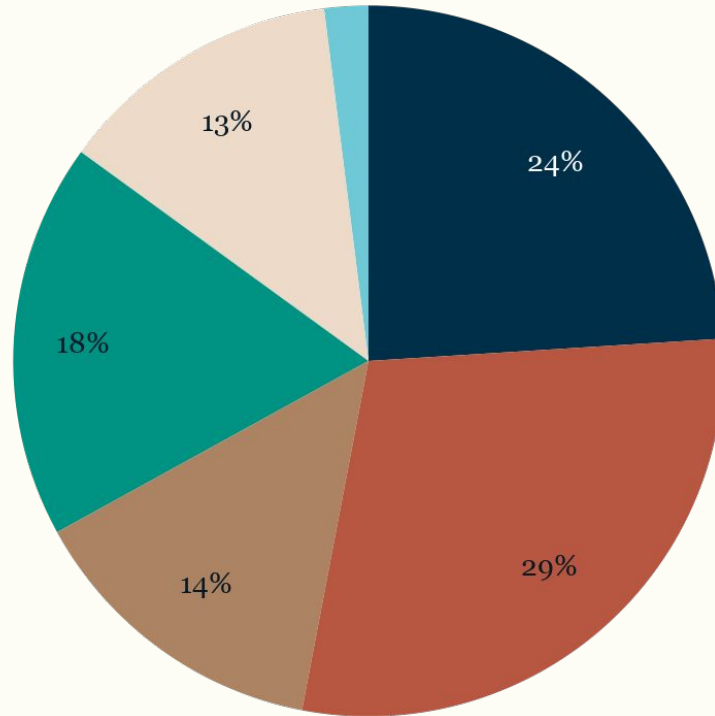
Lodging accommodations



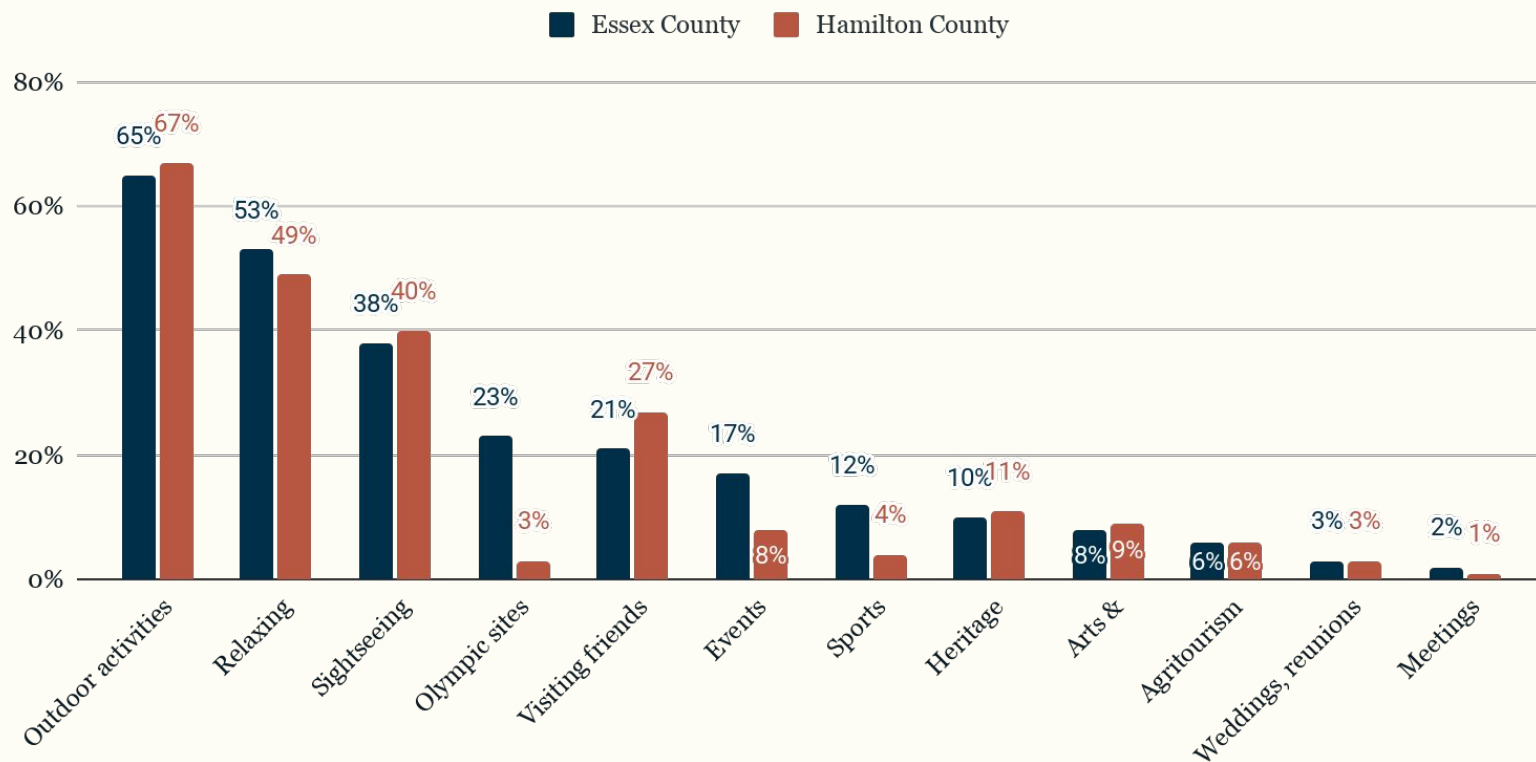
Lodging accommodations

Hamilton County

- Hotel/motel/resort
- Camping
- Short-term rental
- Second home
- Family/friends
- B&B/inn



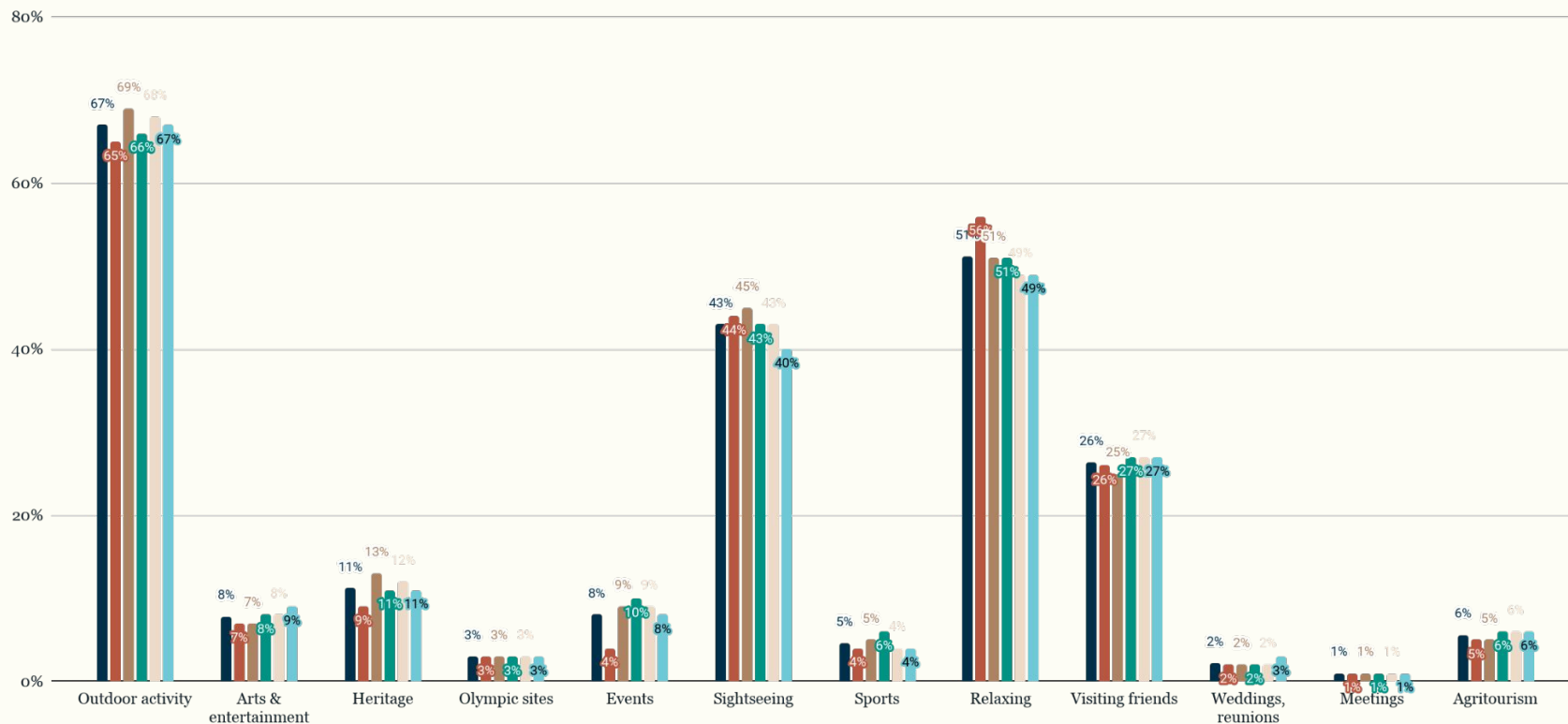
Key attractions



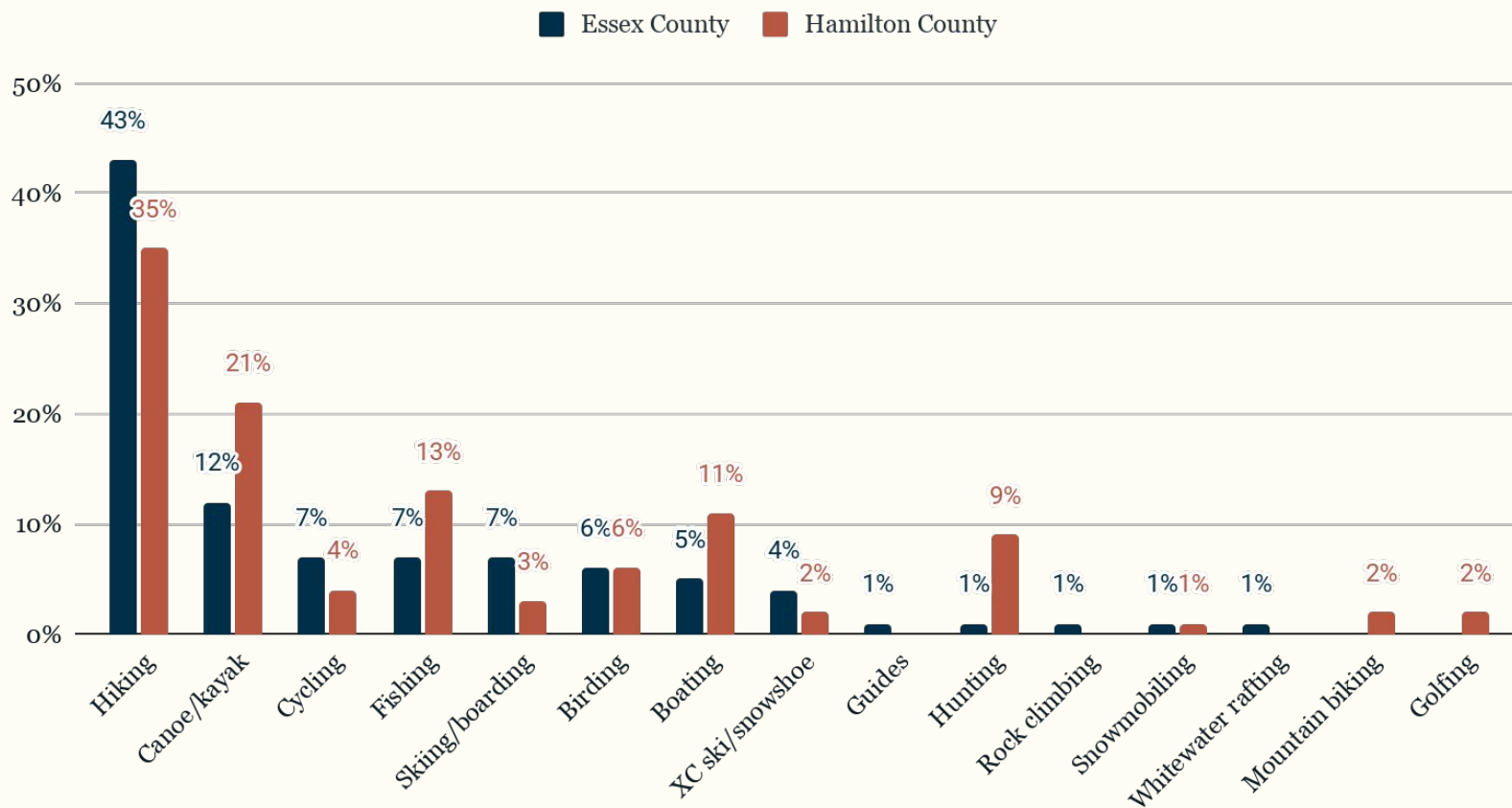
Five-year key attractions

Hamilton County

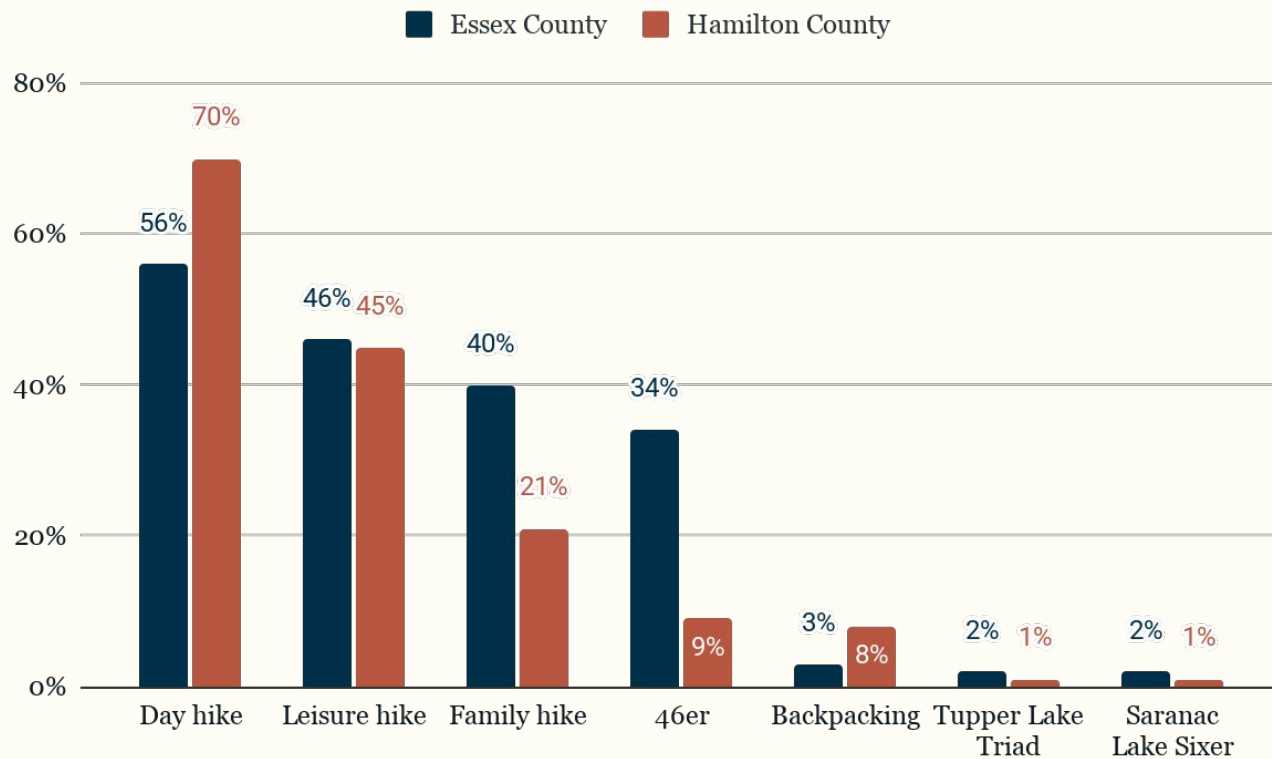
■ Five Year Avg ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025



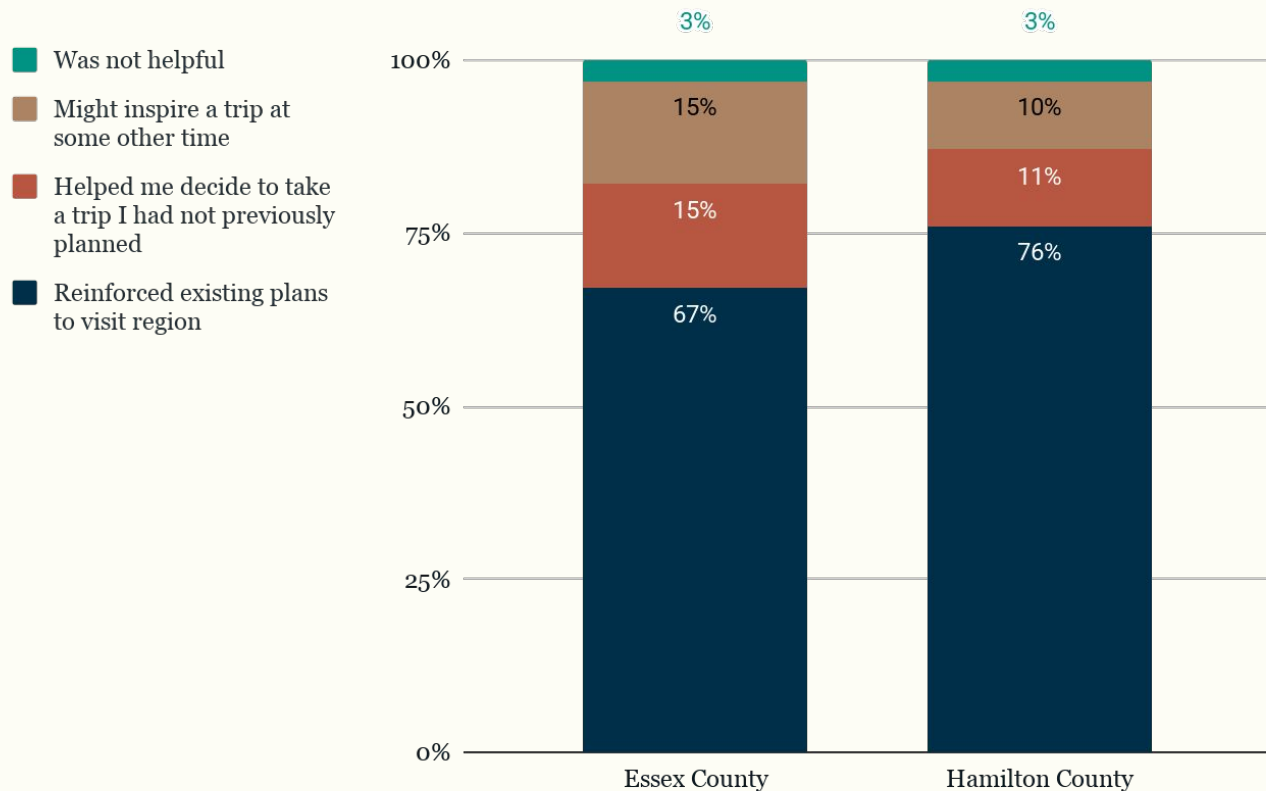
Outdoor activities



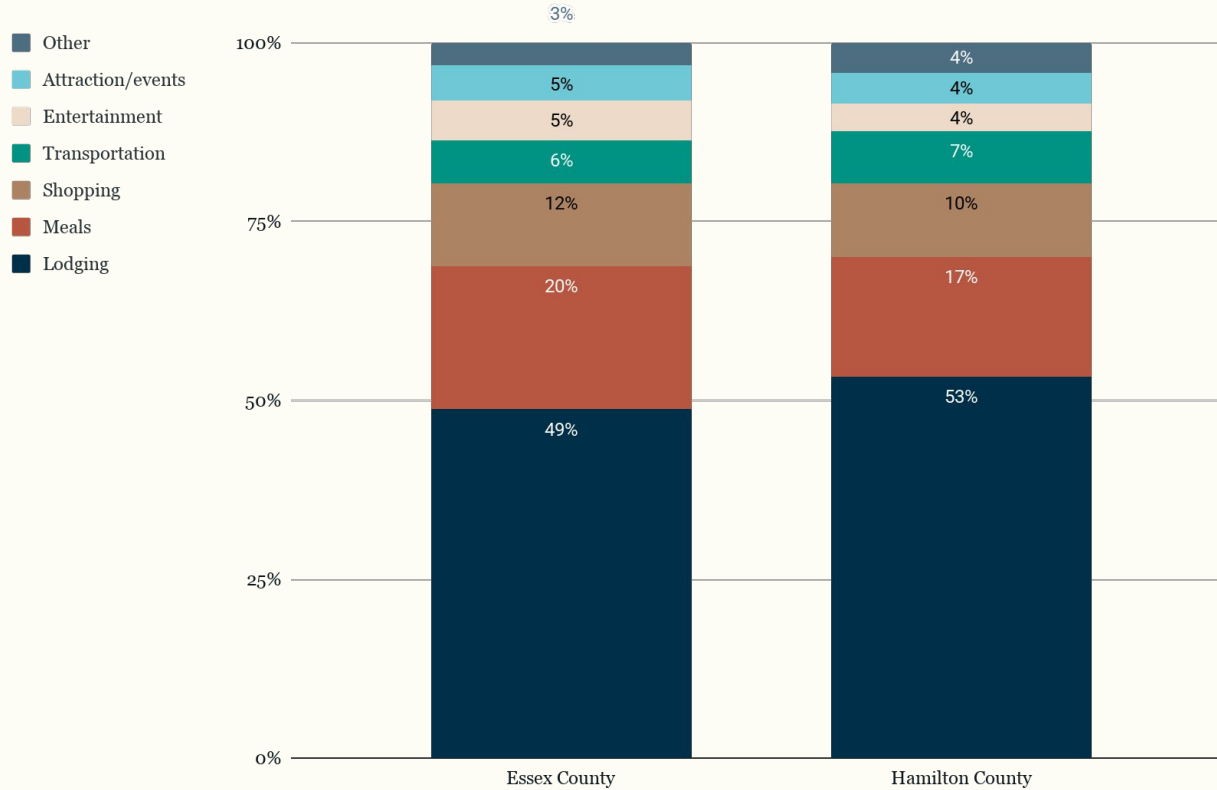
Hiking breakdown



Conversion rate from viewing ROOST marketing materials



Total expenditure allocation by category



Mean party expenditures

	Essex County	Hamilton County
Lodging	\$950	\$825
Meals	\$390	\$258
Shopping	\$226	\$160
Entertainment	\$107	\$61
Attractions & events	\$97	\$66
Transportation	\$118	\$112
Other	\$62	\$65
Average daily expenditure	\$476	\$309
Average total expenditure	\$1,950	\$1,547

Five-year mean party expenditures

Hamilton County

	2021	2022	2023	2024	2025	Five-year average
Lodging	\$527	\$667	\$787	\$819	\$825	\$725
Meals	\$221	\$253	\$254	\$234	\$258	\$244
Shopping	\$174	\$210	\$200	\$135	\$160	\$176
Entertainment	\$63	\$72	\$106	\$53	\$61	\$71
Attractions/events	\$49	\$55	\$75	\$58	\$66	\$61
Transportation	\$86	\$120	\$118	\$95	\$112	\$106
Other	\$42	\$48	\$50	\$50	\$65	\$51
Total daily	\$314	\$375	\$429	\$314	\$309	\$348
Total trip	\$1,162	\$1,425	\$1,590	\$1,444	\$1,547	\$1,434

Hamilton County Visitor Profile



Visitor profile

Hamilton County

- Average respondent age was 63 years old, slightly older than reported in the prior year (61) and from 2023 visitors (59).
- Respondents included 52.8% female, 47% males, and 0.2% non-binary/other.
- The mean income of respondents was \$105,500, slightly higher than reported in the prior year (\$103,600).
- The average visitor party size among 2025 visitor respondents was 2.8 adults and 0.7 children, or 3.5 overall. This is slightly lower than the average reported party size of the five-year average.
- Visitation by respondents from New York state stayed consistent with the last several years at 77% of respondents.
- Of New York state visitors, 33% reported coming from northern New York counties, 21% from central New York state, 13% from western New York state. Eight percent (8%) reported from downstate New York and New York City/metro area.

Visitor profile

Hamilton County

- Northeastern state visitors from outside of New York dropped just slightly from the prior year to 21% of respondents. Reported visitation from other U.S. regions was 5% (up from 4% in prior year), with 2% each from the southern and western U.S. Less than 1% of respondents reported from Canada, consistent to the prior year.
- The average stay length reported by 2025 travelers was 5 nights, higher than the prior year (4.6) and demonstrating a short-term trend of increased stay length over the last 3 years.
- Well over half of visitors reported visiting the area during July/August (30%) or September/October (22%). Twenty-three percent of visitors reported visiting during early summer (May/June), an increase from prior years and by heavy June visitation.
- Camping/RV continued to be the most reported lodging choice among visitors, increasing to 29%. Hotel/motel visitation was the second most cited accommodation choice.

Visitor profile

Hamilton County

- 18% and 14% of respondents, respectively, selected second home use and short-term rentals. Thirteen percent of respondents reported staying with family and friends.
- The most cited reason to visit the region continued to be outdoor activities, with 67% of respondents selecting this response. This is historically consistent throughout the data collection period.
- “Relaxing, dining, and shopping” remained the second most expressed reason to visit the area by 49% of respondents. Sightseeing (40%) and visiting friends (27%) rounded out the top four areas of interest and were consistent with past data.
- 11% reported interest in heritage sites, 9% reported interest in arts and entertainment (an increase from recent years data) and 8% in events.

Visitor profile

Hamilton County

- Hiking continued to be the most popular cited activity among those who responded to interest in outdoor activities. Fishing, boating, birding, hunting, cycling, cross-country skiing and snowshoeing, and skiing/boardng round out the ten most reported outdoor activities of interest.
- A question regarding hiking preferences continues to indicate a strong preference in casual hiking, with the strongest interest expressed in day hikes, followed by leisure/firm surface hiking, and family hikes. These data are historically consistent over the last five years.
- Respondents who expressed interest in arts and entertainment received a follow-up question as to what types of these activities were interesting. The most popular response was live music by more than half of these respondents (56%), galleries (39%), and art studios (20%). The respondents showing interest in arts and entertainment have increased in the last two years of the survey.

Visitor profile

Hamilton County

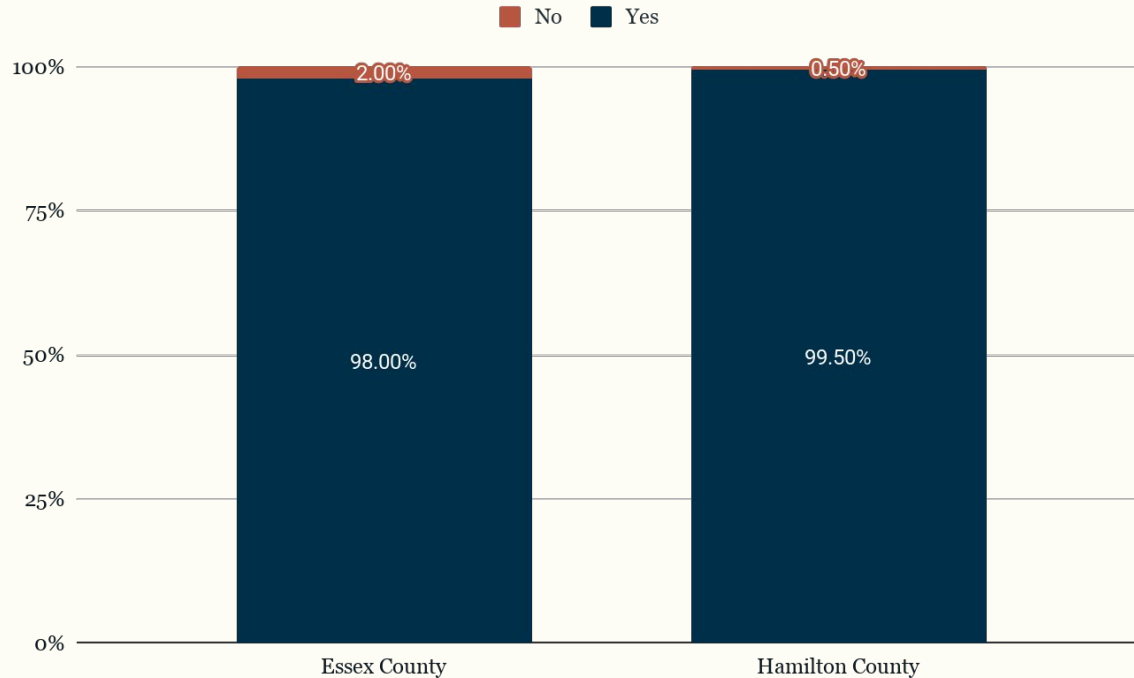
- The average daily visitor party spending in 2025 declined slightly from prior year to \$309 (from \$314 in 2024). The total estimated average trip expenditure for 2025 visitors, however, was \$1,547, a 7% increase from the prior year.
- Reported spending on lodging increased slightly from the prior year to \$825 (from \$797).
- All other specific spending categories showed increases from the prior year, with the largest gains reported in meals and shopping.
- Conversion measurement, defined by the percentage of travelers who stated that the information or marketing viewed either reinforced potential plans to visit or helped them decide to take an unplanned trip, was 87%, a notable increase from the prior year (83% in 2024).

Regional Visitor Sentiment



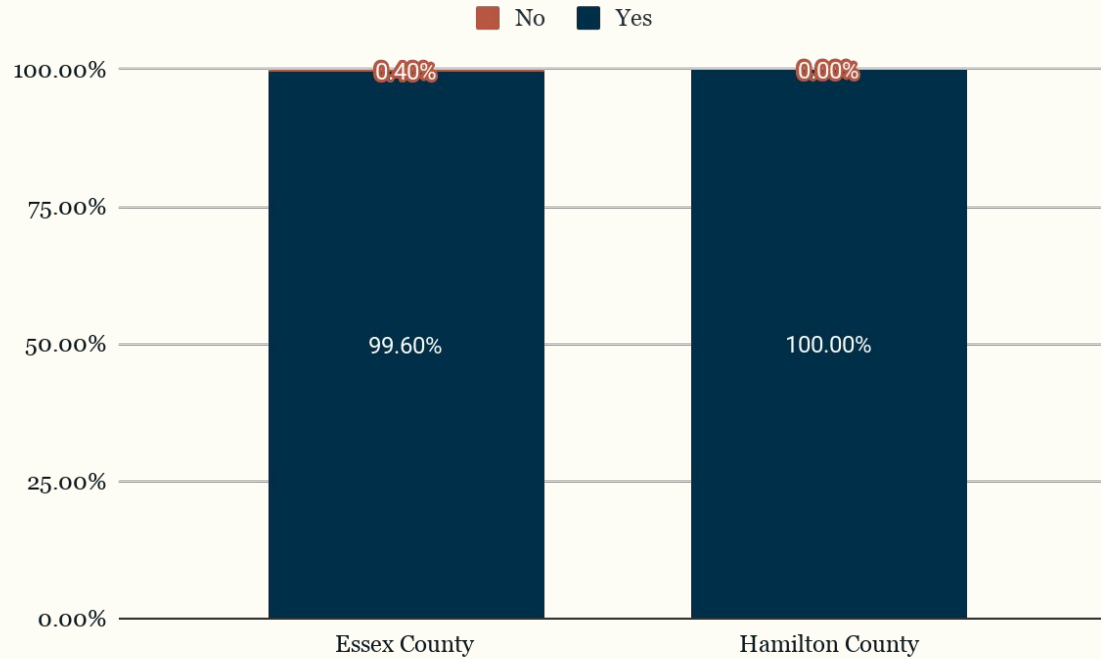
Regional visitor sentiment

Question: Would you be “likely” to recommend a visit to the region?



Regional visitor sentiment

Question: Would you like to return in the future?



Regional visitor sentiment

Question: Did your trip meet your budget expectations?

