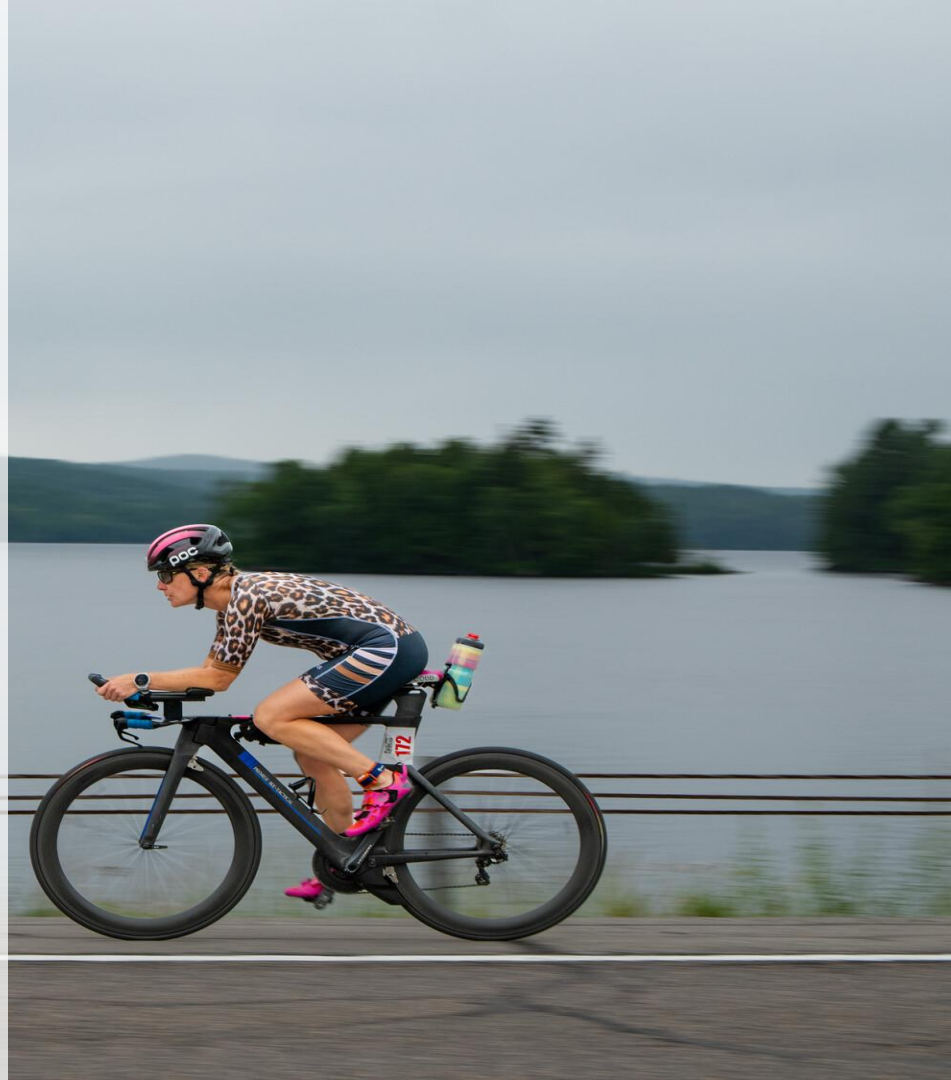
Tupper Lake Tinman 2026

Survey and direct spend
August 2026



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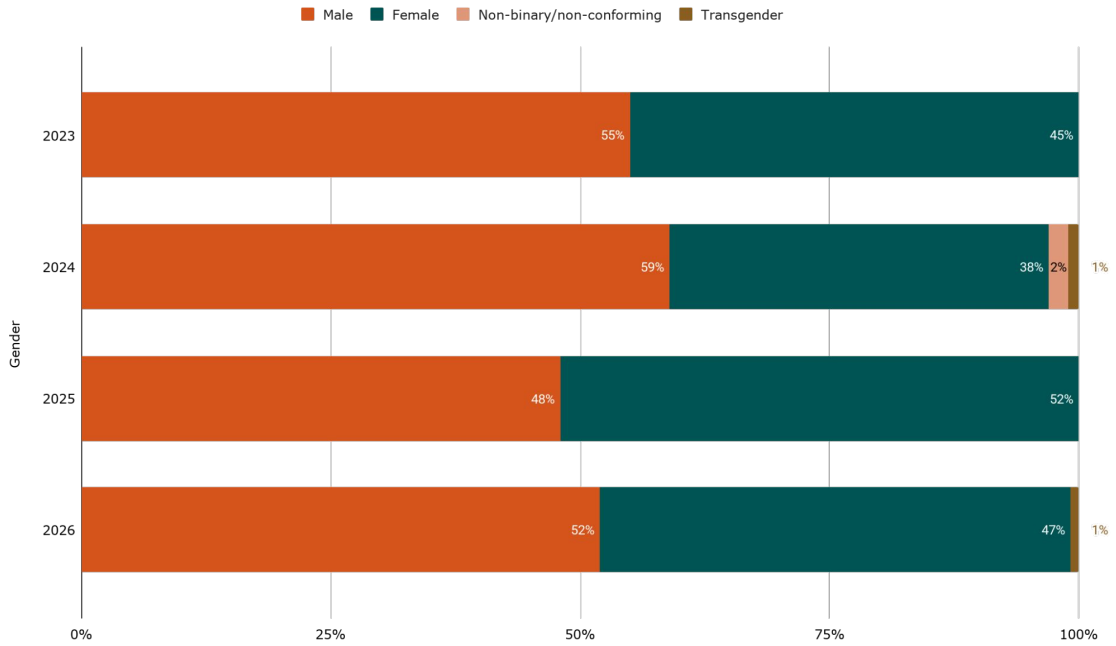
ROOST
REGIONAL OFFICE of SUSTAINABLE TOURISM
ADIRONDACKS, USA

Methodology

- Athletes were invited to take the survey through a notification at packet pickup, in a post-race email, and social media posts.
- The respondents were entered to win a free entry to next year's event with lodging and dinner at the Hotel Saranac.
- Of the 388 Tinman participants this year, 124 people completed the survey, resulting in a 32% response rate and a 7% margin of error.
- Survey participation skewed older than the overall event participant population.

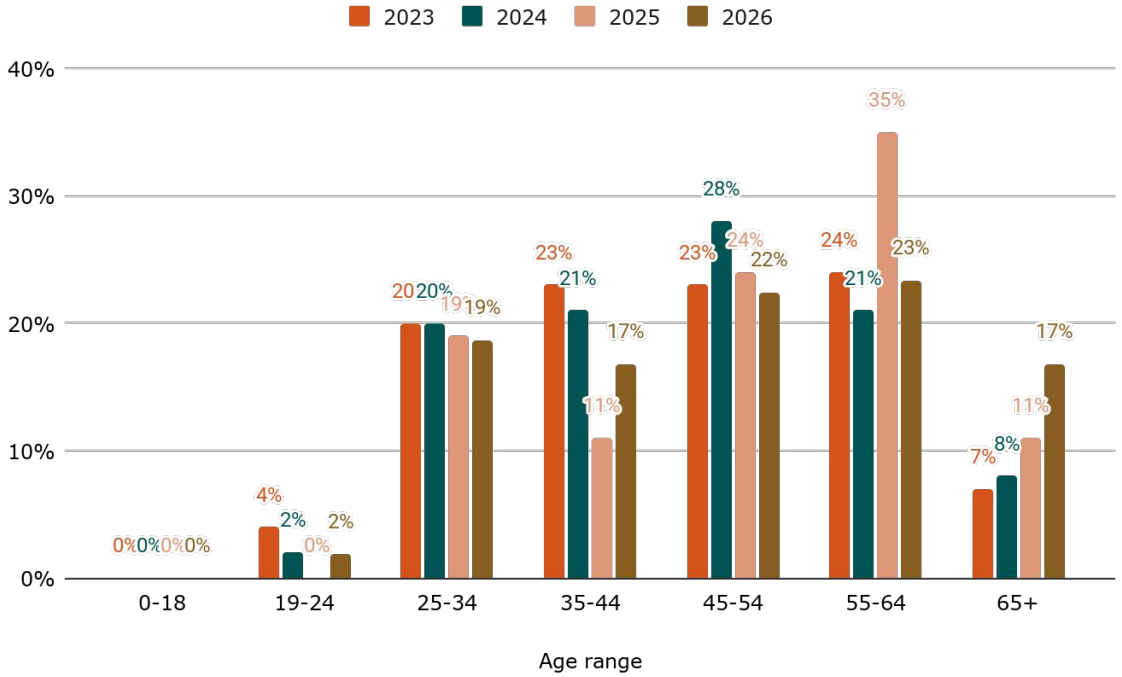
Demographics

Gender breakdown

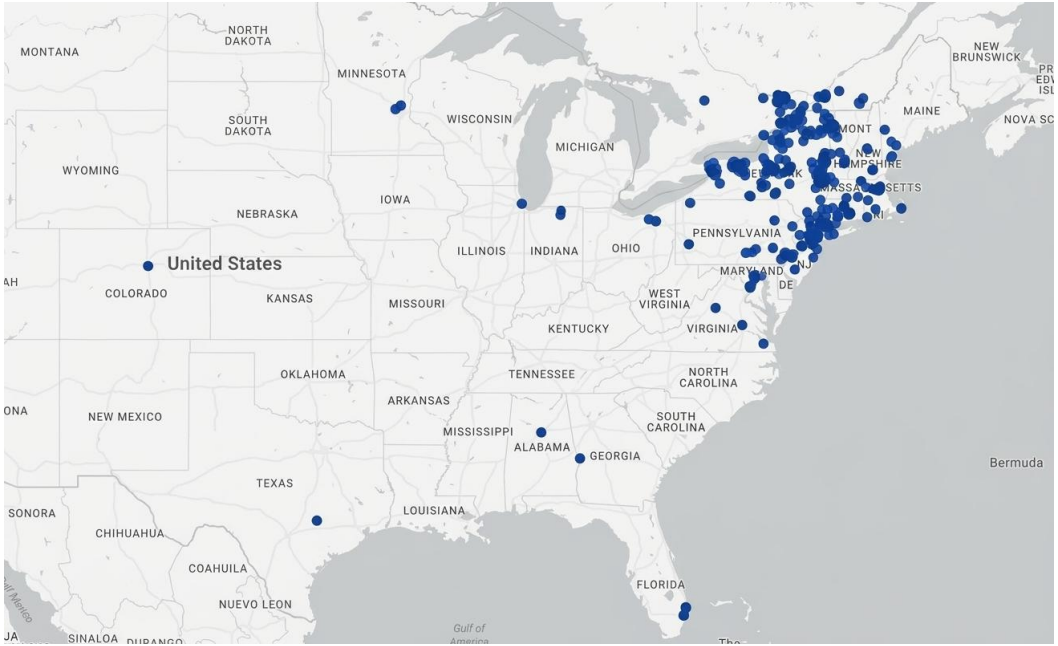


Demographics

Age breakdown



Demographics



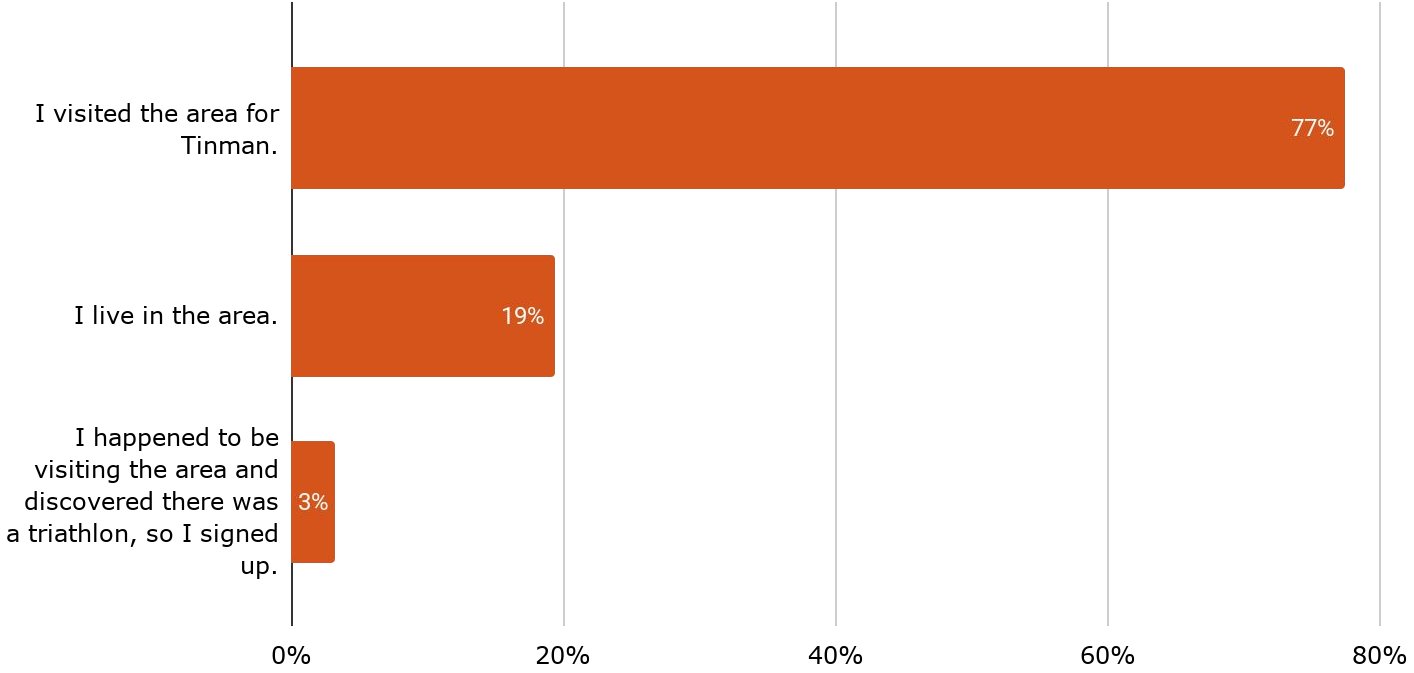
Breakdown of Registrants

	2026	2025	2024	2023
New York	230	274	271	319
New Jersey	31	21	23	34
Ontario	26	31	19	18
Massachusetts	19	15	17	17
Quebec	15	23	57	62
Vermont	14	15	16	11
Connecticut	12	17	5	13
Pennsylvania	8	18	17	23

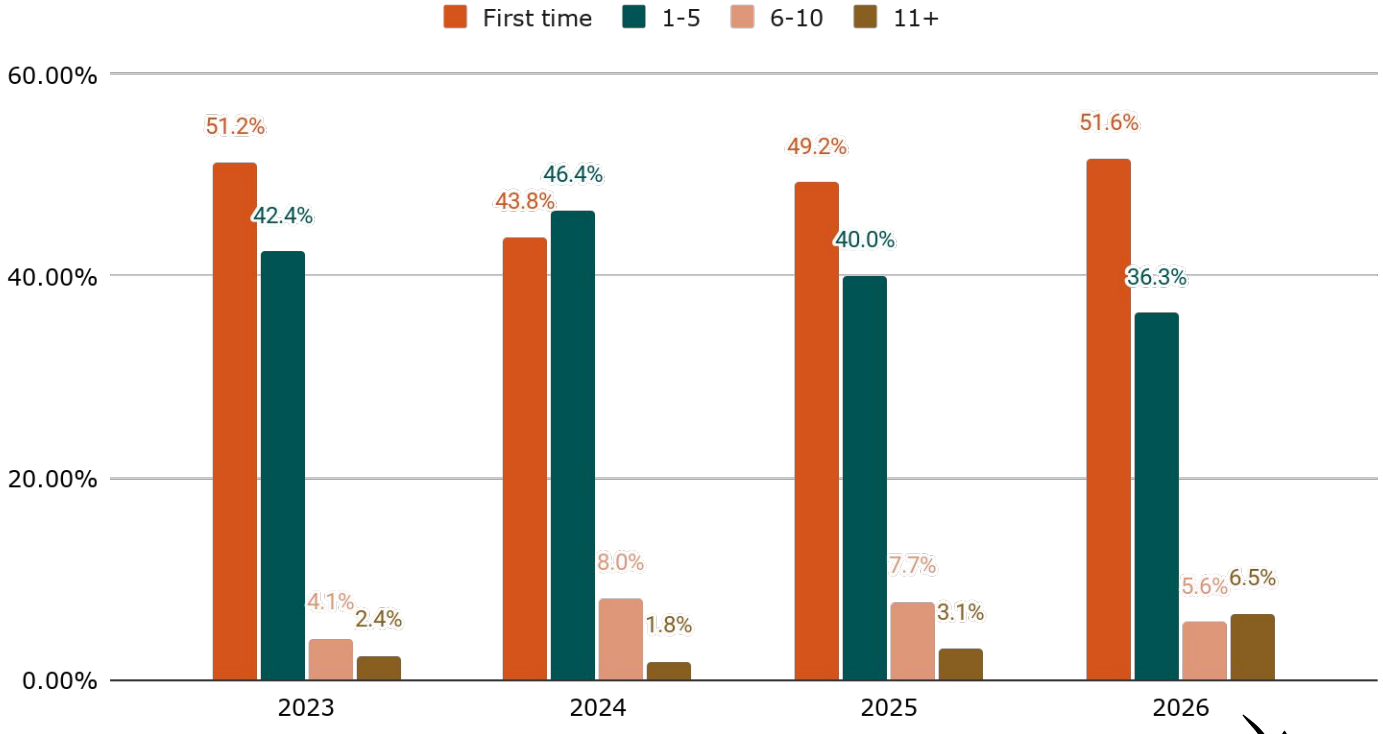
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Which of the following best describes you?



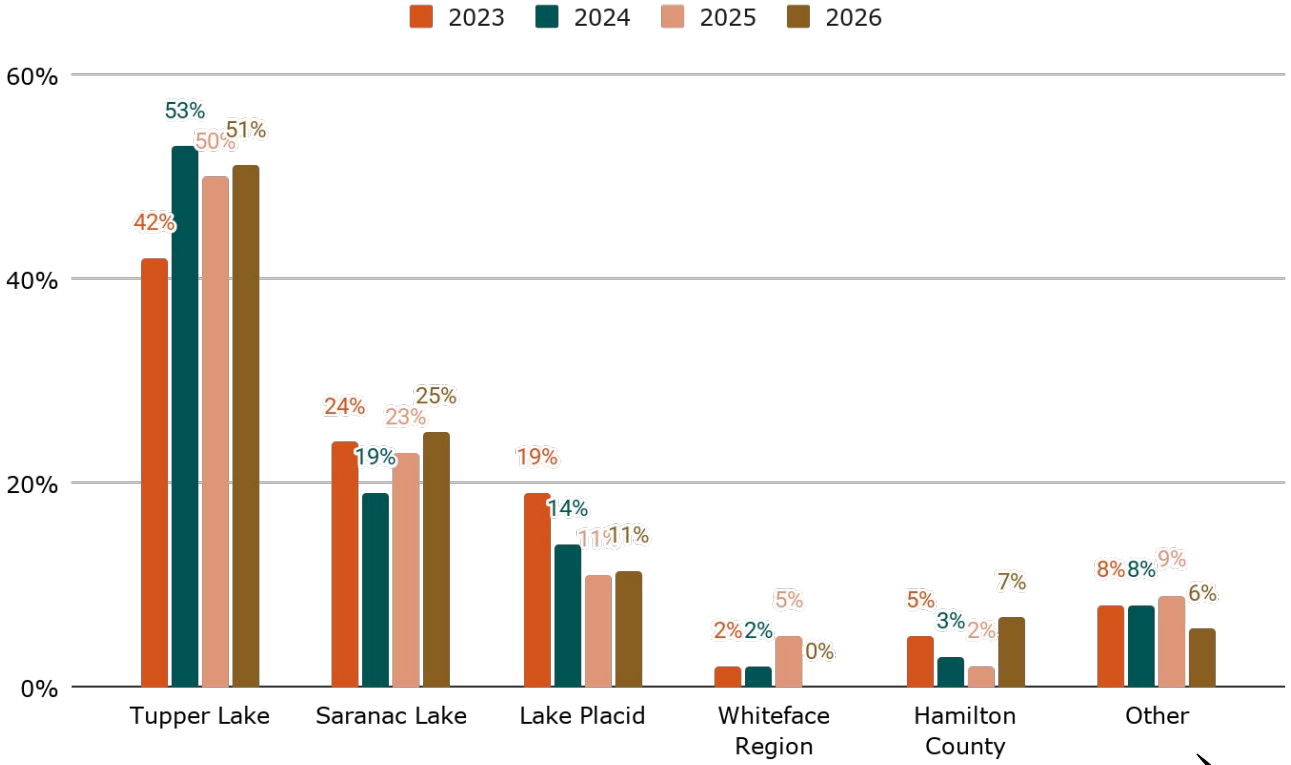
How many times have you participated in the Tupper Lake Tinman?



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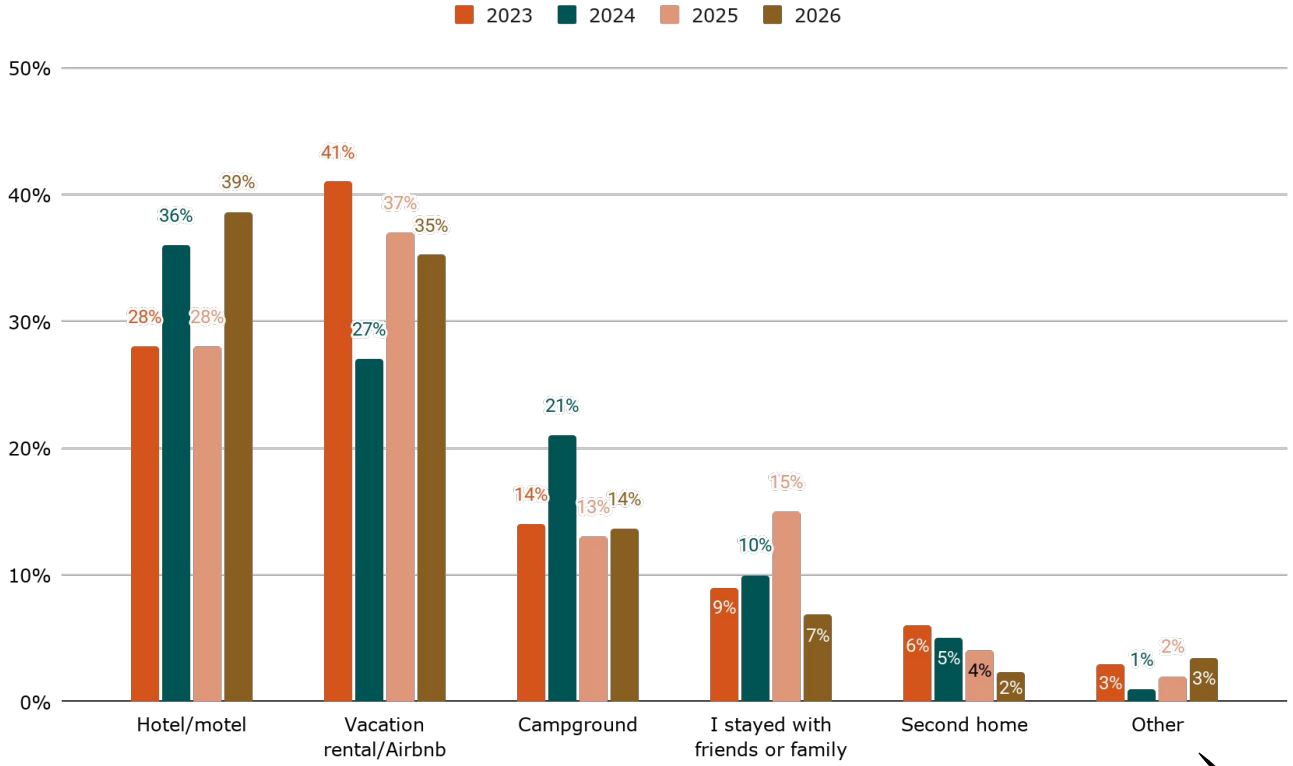
Where did you stay?



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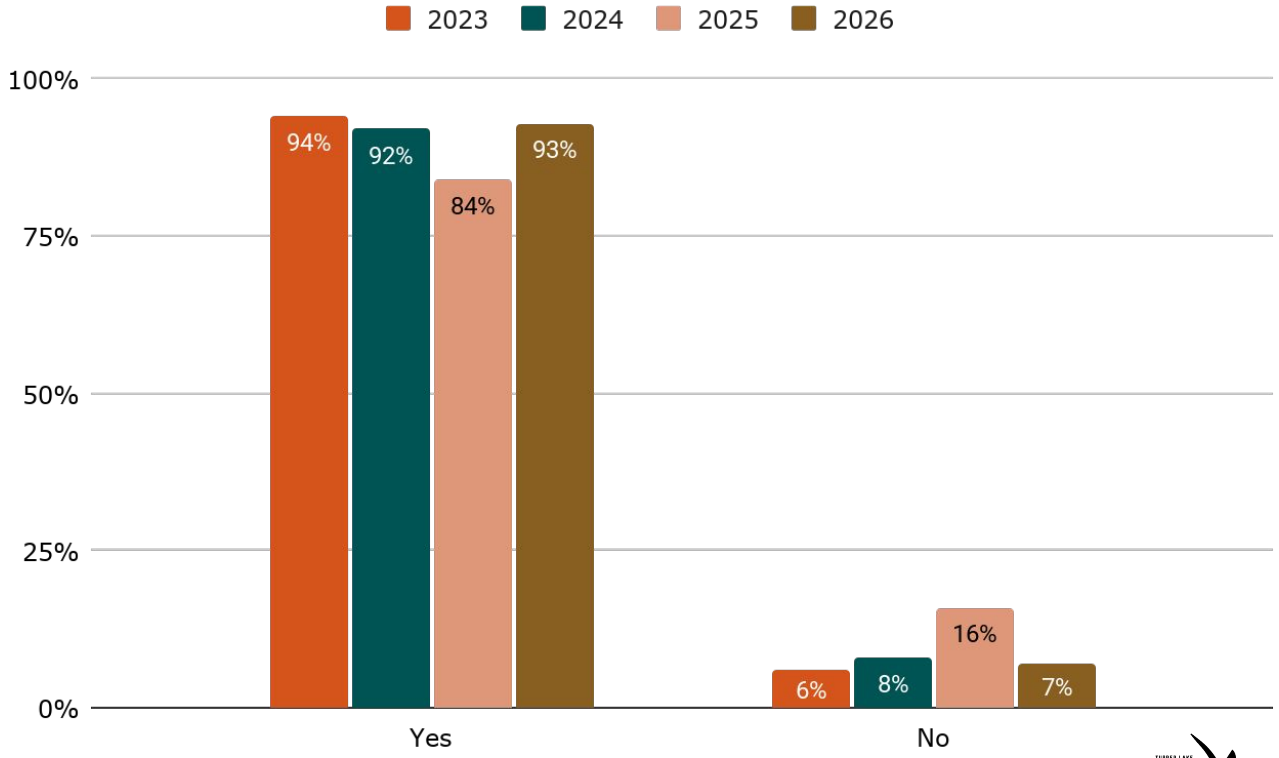
What was your primary type of lodging?



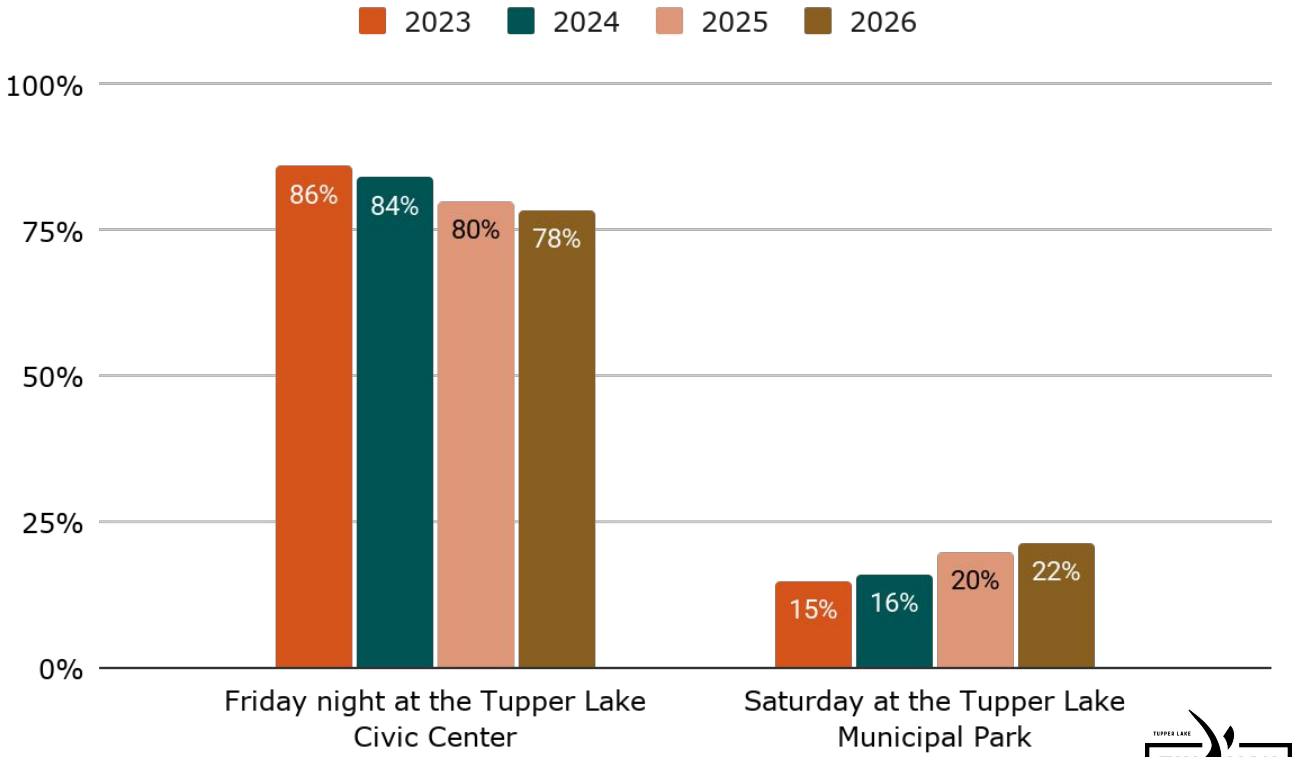
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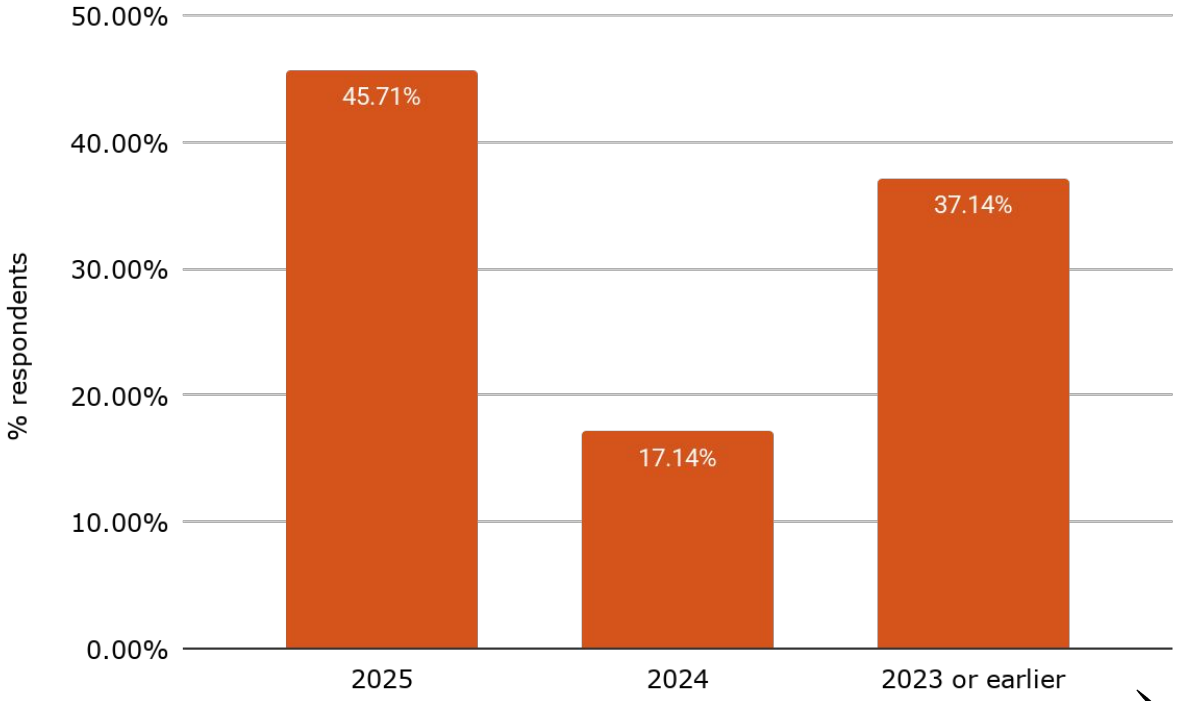
Would you participate in the Tupper Lake Tinman again?



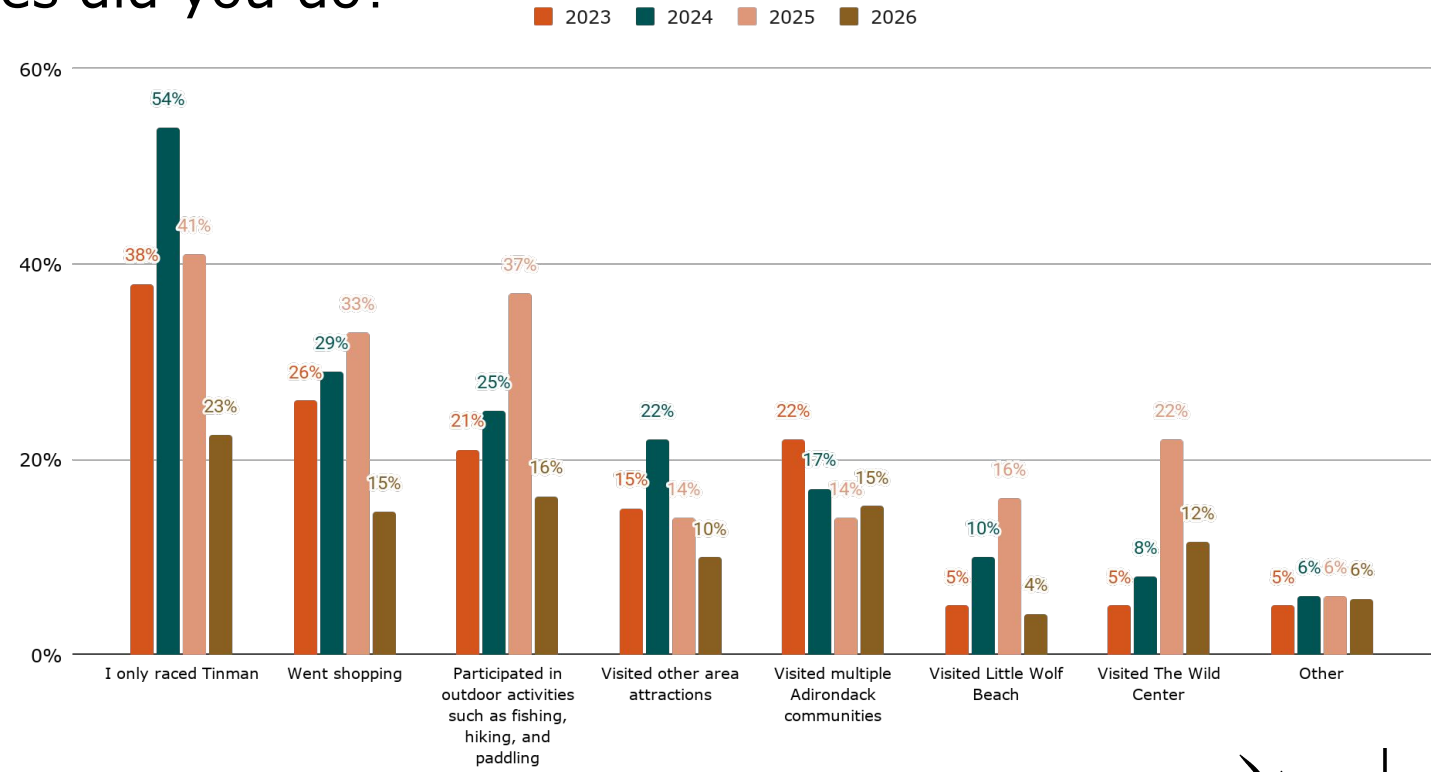
When did you check in and pick up your race packet?



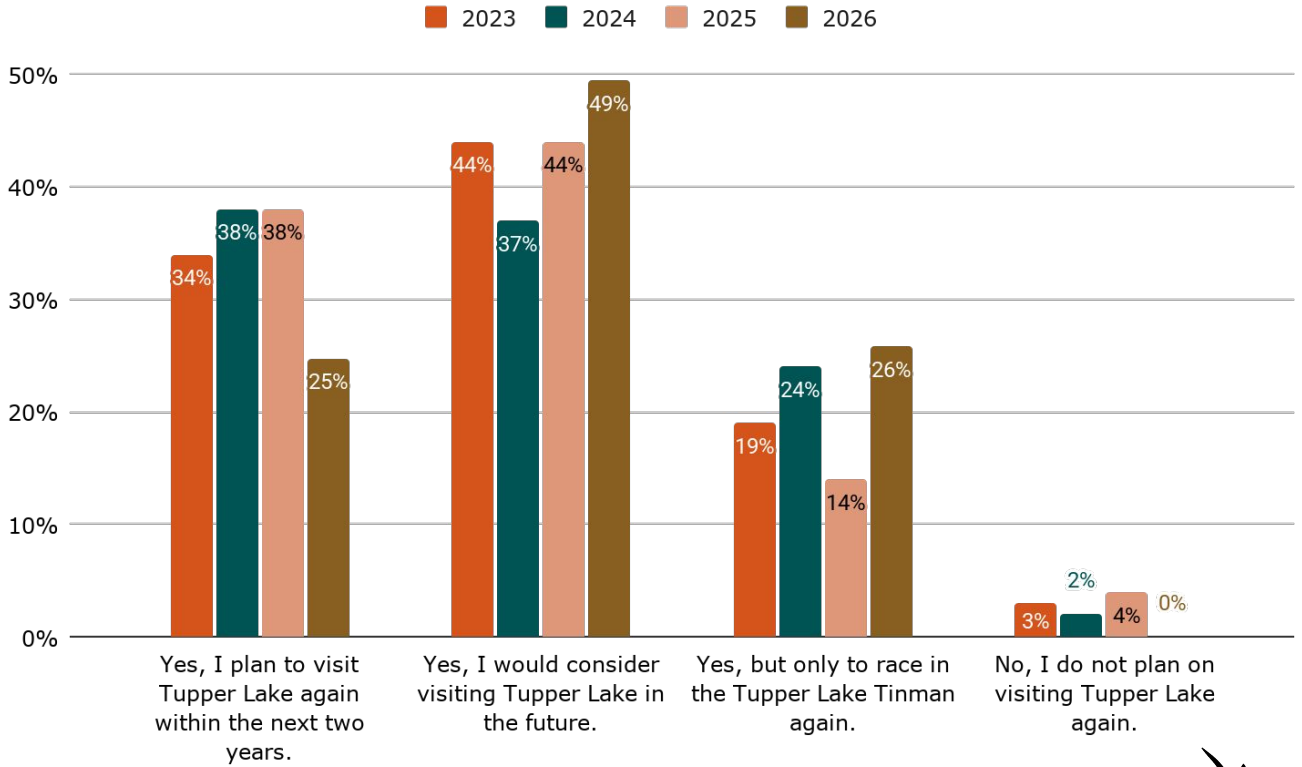
If you have raced with us before, what year was the most recent Tinman you participated in?



While you were in the Adirondacks for Tinman what other activities did you do?



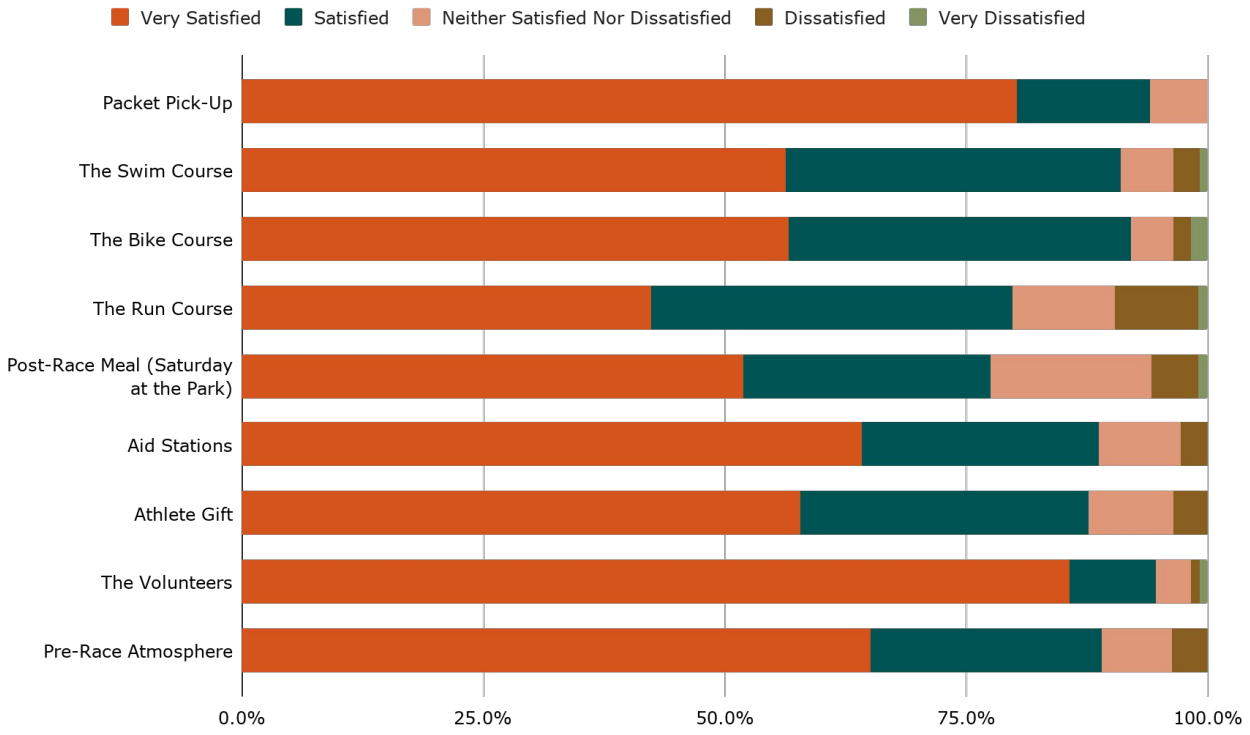
Would you consider visiting Tupper Lake again?



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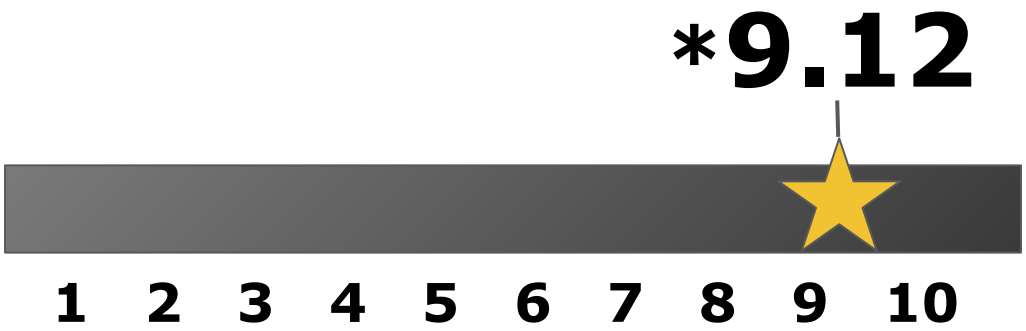
Please rate your satisfaction with the following:



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How likely is it that you would recommend the Tupper Lake Tinman to a friend or colleague?

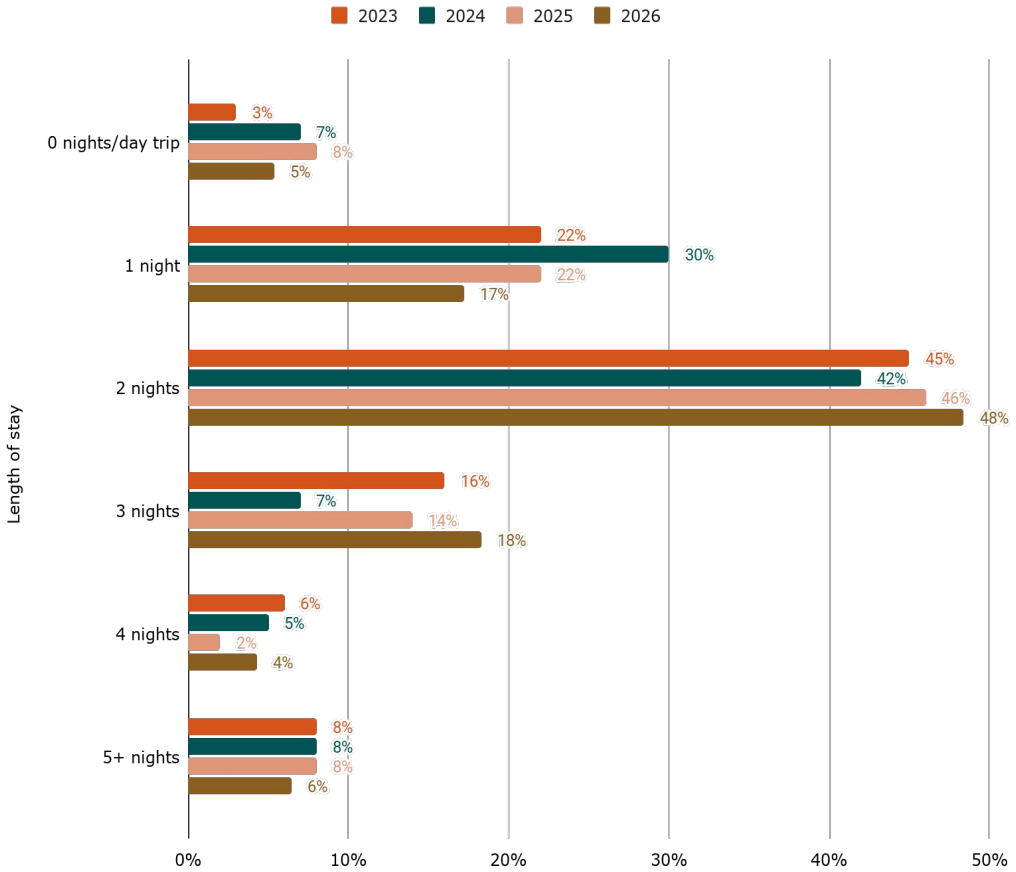


Not at all likely

Extremely likely

*8.7 in 2025

How many nights did you stay for the Tinman race?



Average length of stay 2026:

2.18 nights

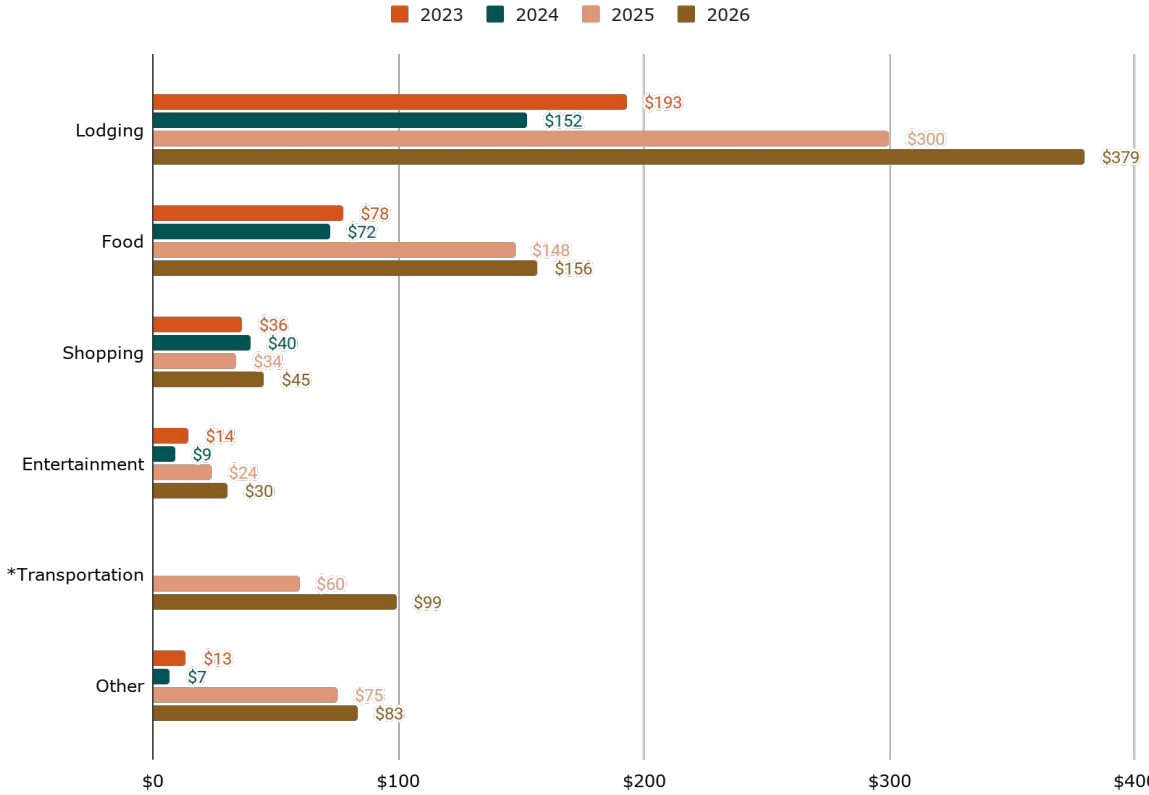
Average length of stay 2025:

2.04 nights

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What were your estimated daily expenditures for the following categories?

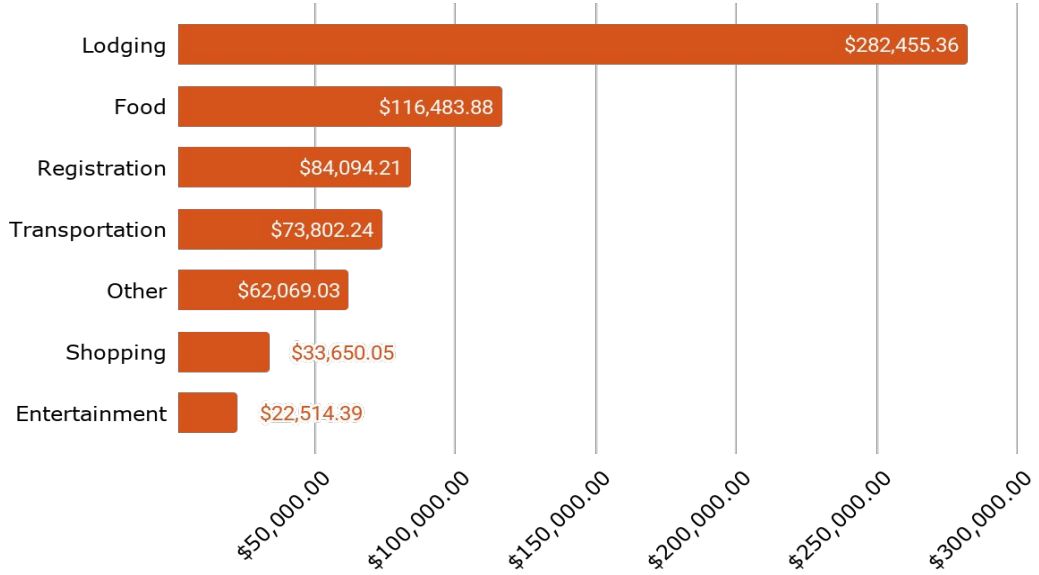


*2023 and 2024 data not available. Transportation spending was not tracked those years.

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Estimated total expenditures:



Total Pre-tax Estimated Regional Direct Spend: **$675,069** ($572,407 in 2025)
Estimated County Tax*: $26,286

*Direct spend calculated using reported daily expenditures multiplied by average nights spent and number of participants traveling more than 50 miles to the race. Sales tax calculated assuming that reported total expenditures gathered from survey includes sales tax, and excludes registration fees and the estimated share of all nontaxable lodging. Nontaxable lodging is considered staying with friends and family, camping, and staying in a second home.

Key findings

- Direct spend has increased **+17.9%** year-over-year
    - Higher impact in 2026 despite lower attendance: 457 in 2025 to 388 in 2026, down **15.1%**, while estimated spend rose **17.9%**
- Athlete spending increased across key categories, led by daily lodging (**$379 vs. $300** in 2025), dining (**$156 vs. $148**), retail shopping (**$45 vs. $34**), and entertainment (**$30 vs. $24**)
- Continued positive trend of satisfaction with the race
    - Recommendation score jumped to **9.12/10** in 2026 (up from **8.7** in 2025)
    - Intent to race again increased to **93%** in 2026 (from 84% in 2025)
    - 0% of respondents stated they would "not plan on visiting Tupper Lake again”
- Participation among athletes aged 65+ grew from **7%** in 2023 to **17%** in 2026, bringing higher disposable income to local businesses
- First-time racers made up **51.6%** of the field, demonstrating that the race continuously attracts new tourists to Tupper Lake