



# Tupper Lake Image Study

May 16, 2016

# Introduction

As part of the Destination Marketing efforts for Tupper Lake, the Regional Office of Sustainable Tourism (ROOST) has conducted research to help identify how to appropriately position Tupper Lake as a tourism destination.

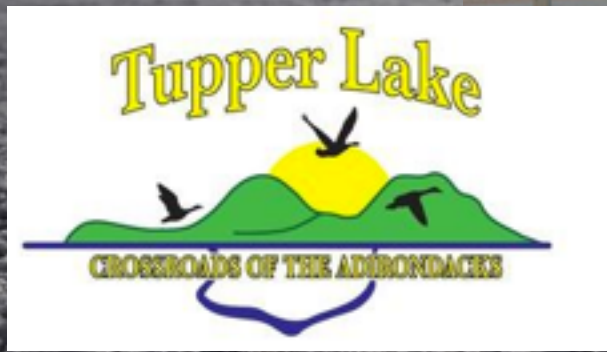
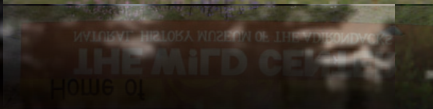
This program has been funded through the Adirondack Foundation's Tupper Lake Fund.



ADIRONDACK  
FOUNDATION



# Why?



# Why?

**The study aimed to:**

- **Identify current awareness and perceptions of Tupper Lake.**
- **Examine Tupper Lake's image vs. In-Region destinations.**
- **Determine the factors that motivate travelers to select Tupper Lake as a destination.**
- **Aid in the development of a strong and compelling brand identity for Tupper Lake.**

A dramatic sunset scene with a dark, silhouetted forest in the foreground and a bright, orange and yellow sky with scattered clouds. The sun is low on the horizon, creating a strong glow.

# **PART 1**

## **Brand Image Survey**



# Methodology

- A brand image study was conducted during the winter of 2015-2016.
- A 15-20 minute self-completion survey divided among three markets:
  - 1026 Non-residential
  - 148 Adirondack residents
  - 96 Seasonal/Tupper Lake residents
- During the survey respondents were asked to answer questions in regards to traveling throughout the region including Tupper Lake, Saranac Lake, Lake Placid, and the Adirondacks as a whole.

# Travel Motivators

Respondents were asked to rank 1-10, how important the following factors were in relation to making general travel decisions.

Worry Free	32%
Family Friendly	27%
Sports & Recreation	23%
Exciting	22%
Entertainment & Sightseeing	17%
Unique	16%
Climate	14%
Popular	5%
Luxurious	4%

# **Tupper Lake Top 10 Attributes**

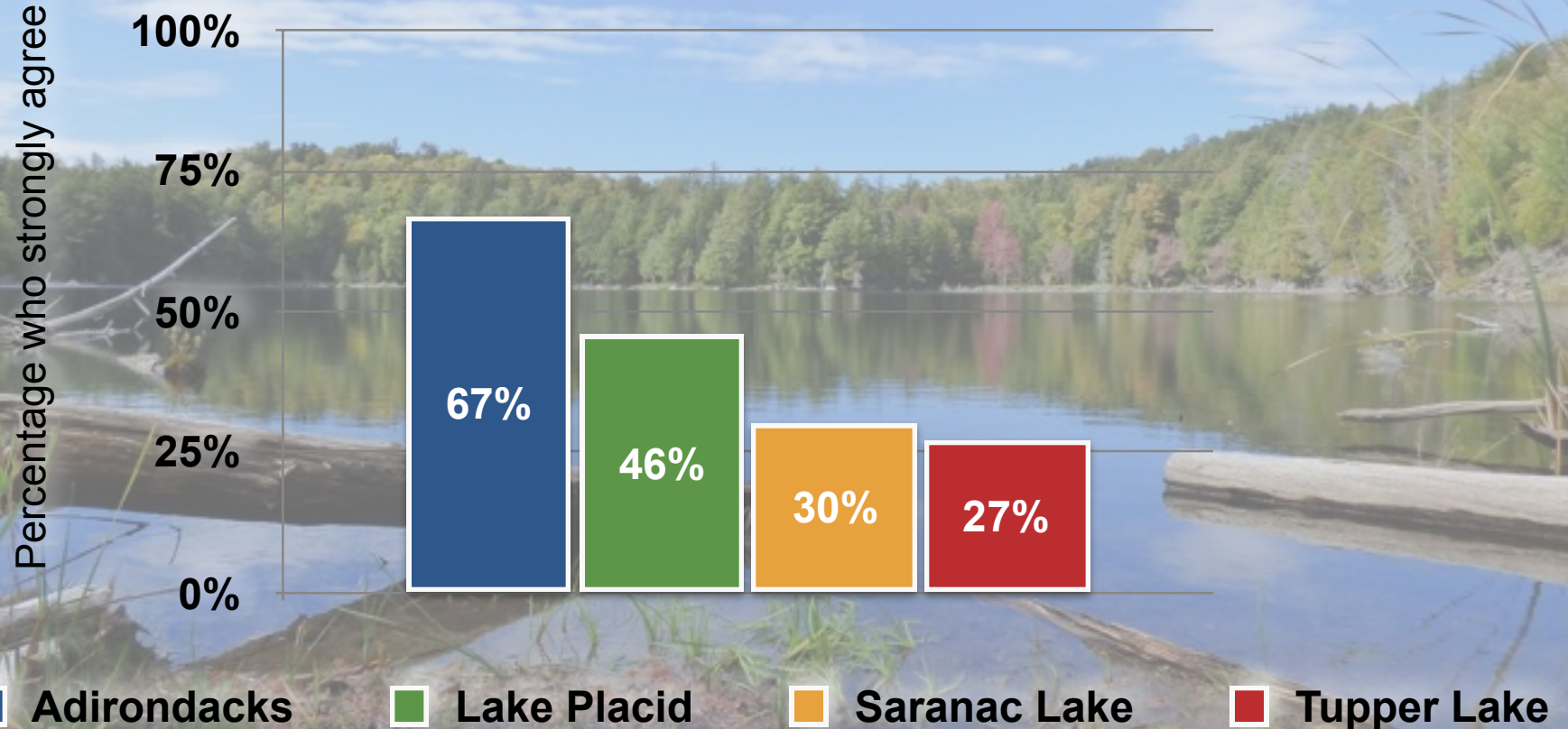
- 1. Great place for outdoor recreation**
- 2. Safe / comfortable place to tour around**
- 3. Great for walking / sightseeing**
- 4. Warm and friendly people**
- 5. A great place for learning / discovery**
- 6. Affordable destination**
- 7. Good place for a family getaway**
- 8. Children would especially enjoy this place**
- 9. A fun place to visit**
- 10. Unique travel experience**



# Tupper Lake's Image vs. In-Region Destinations

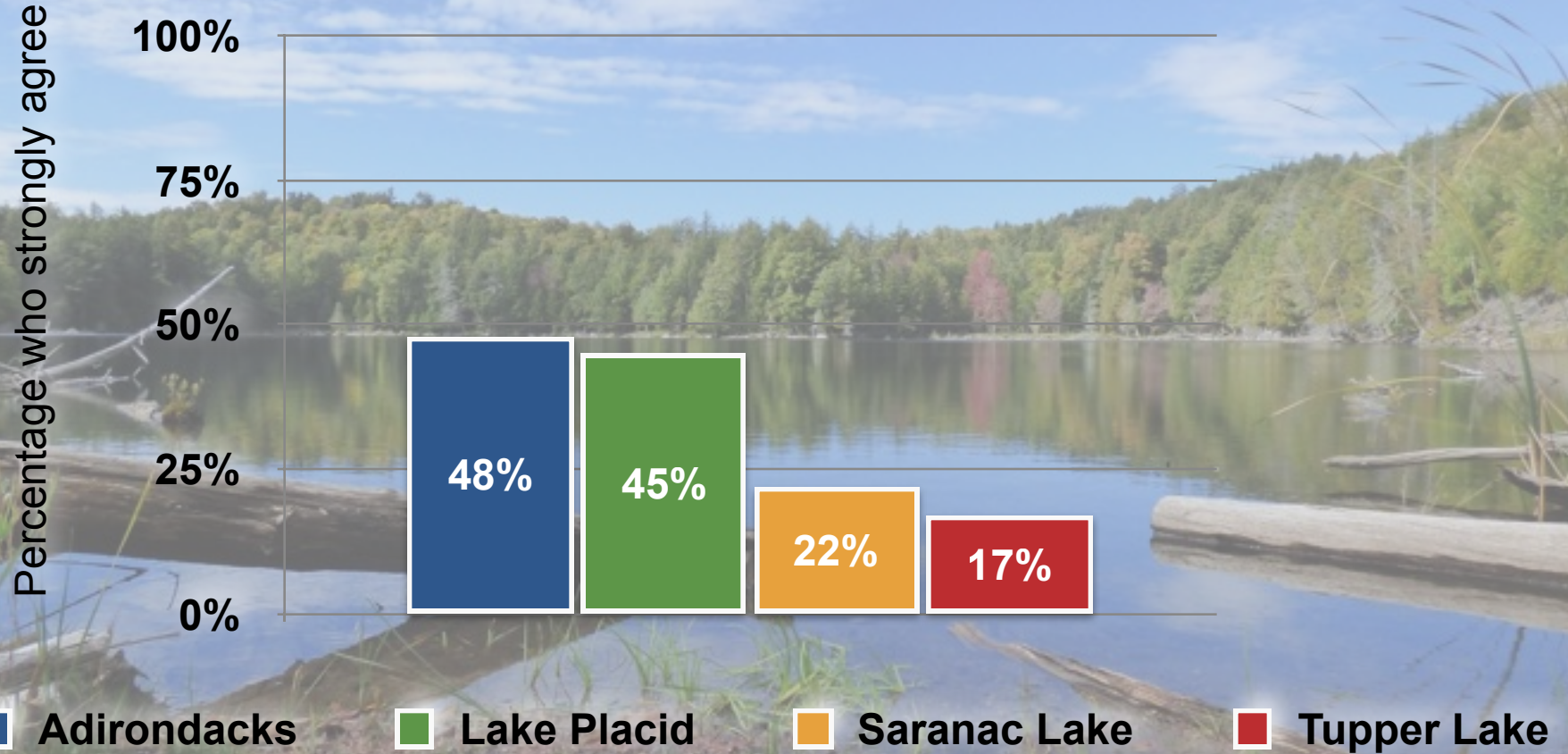


# “A place I’d really enjoy visiting”



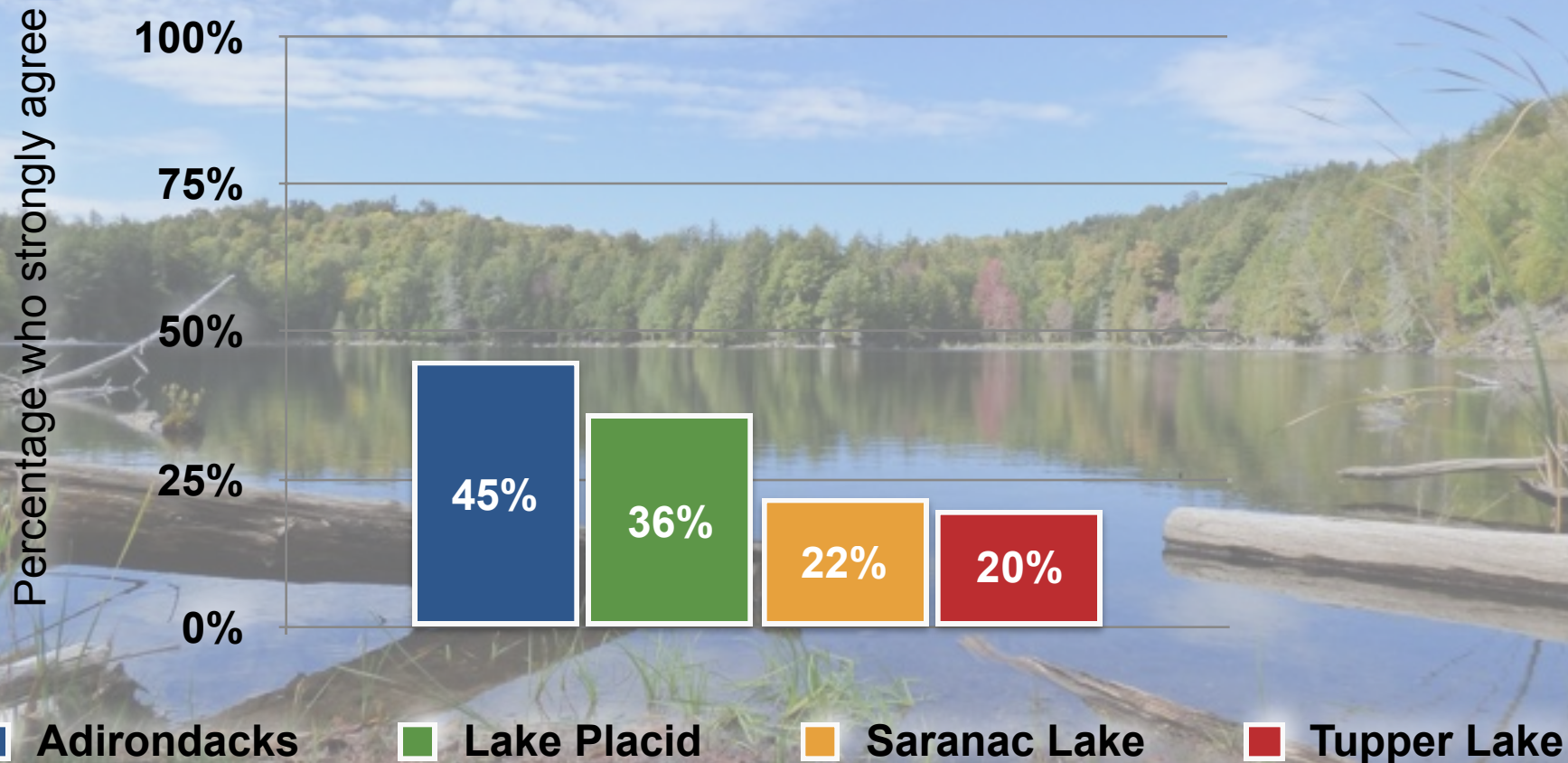


# “Exciting”

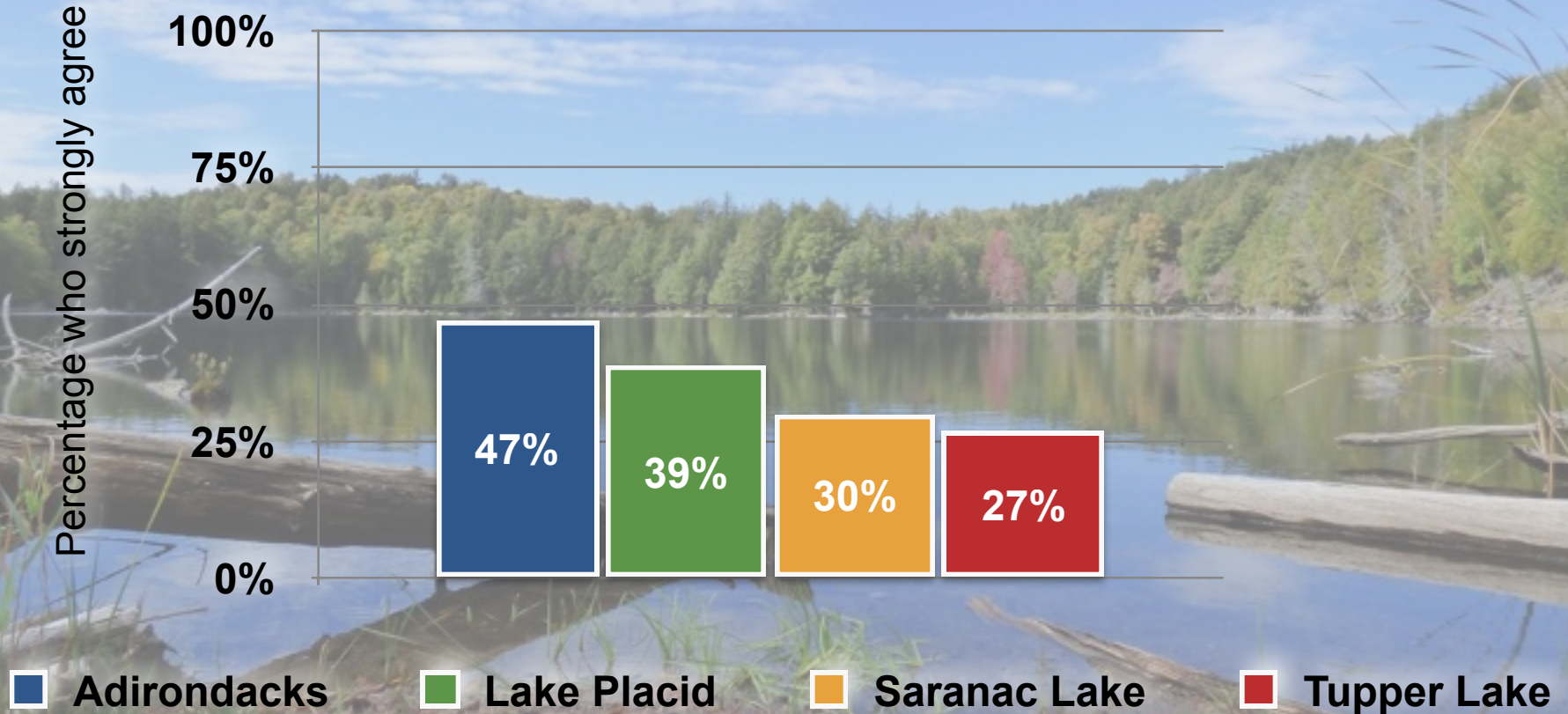




# “Family Atmosphere”

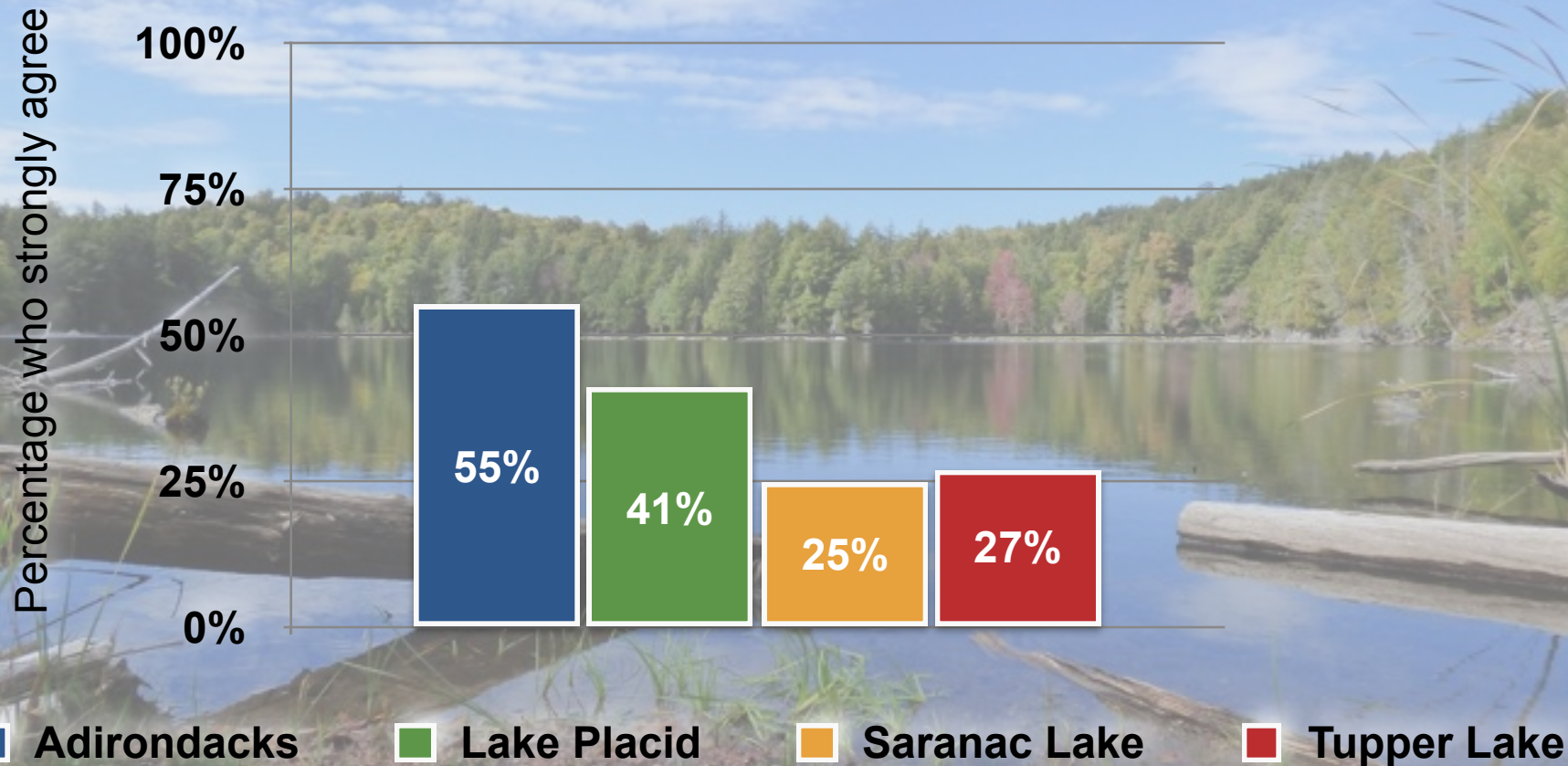


# “Worry Free”



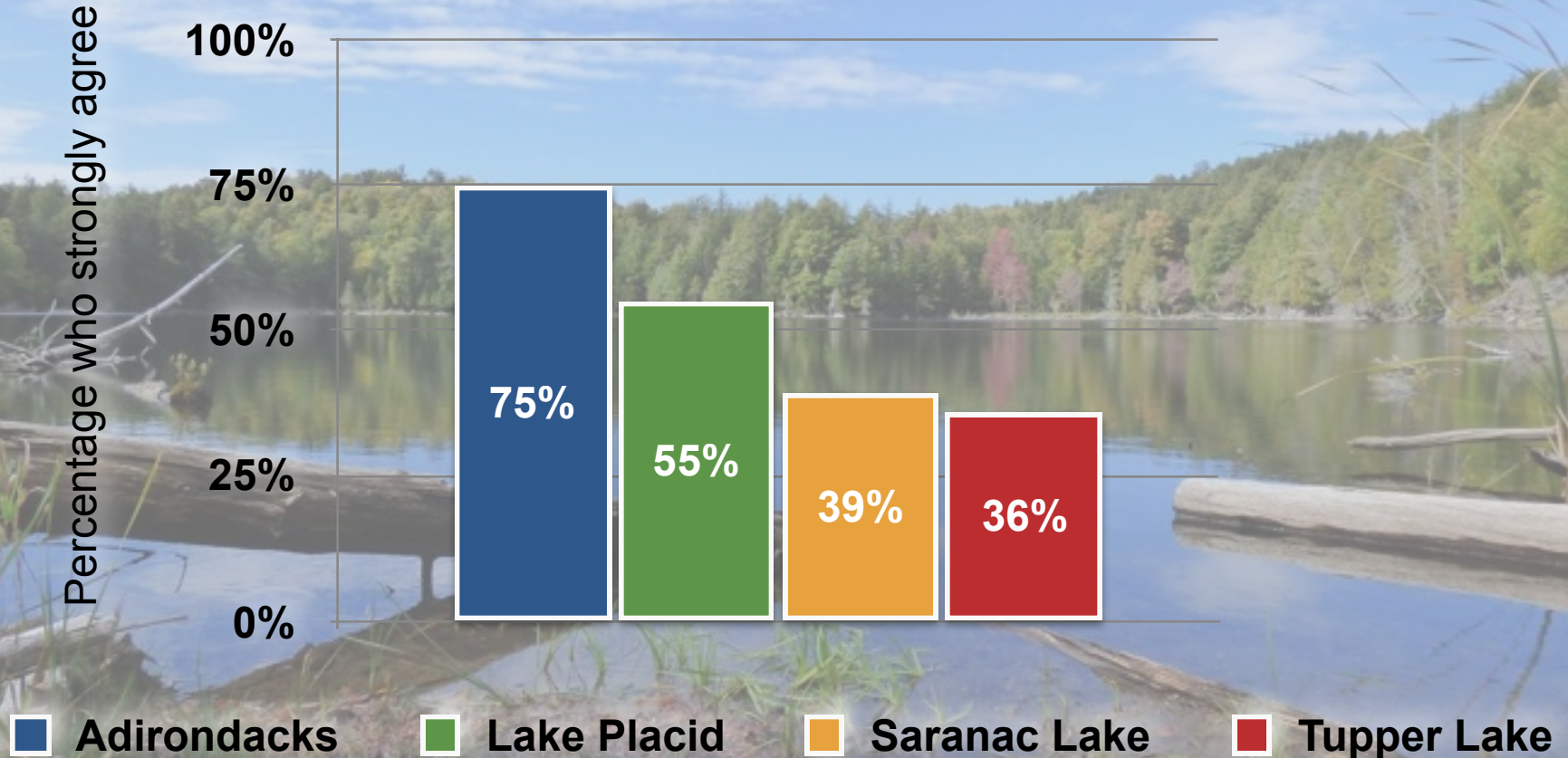


# “Sightseeing”



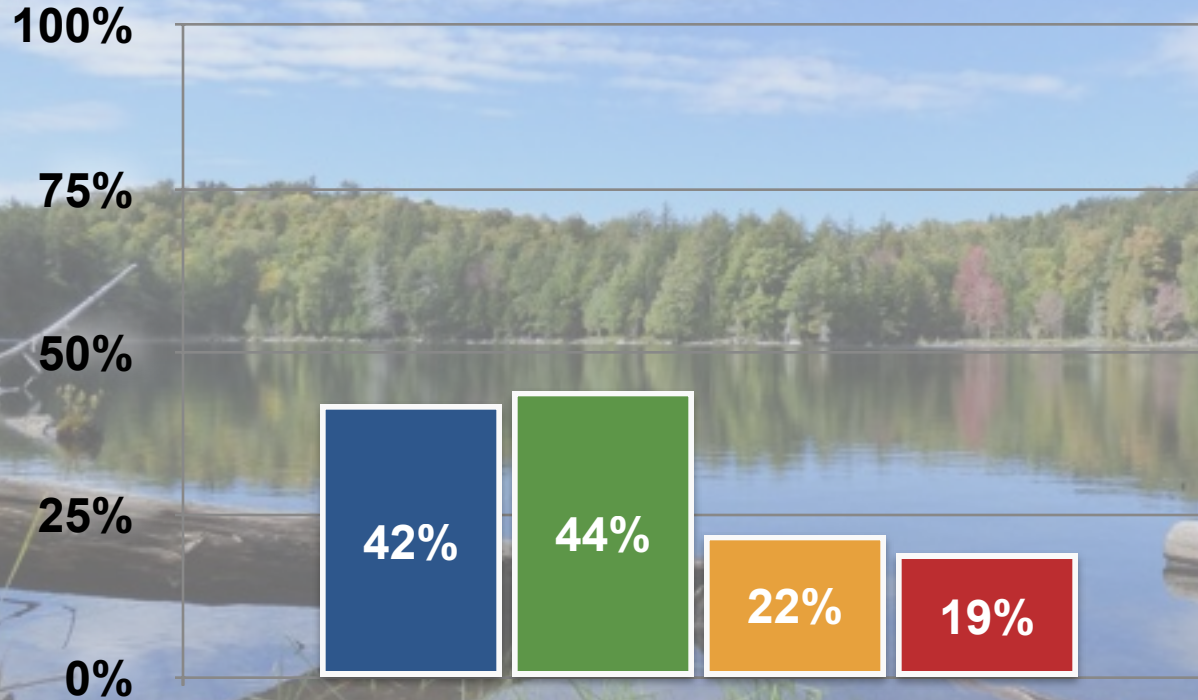


# “Sports & Recreation”



# “Unique”

Percentage who strongly agree



**Adirondacks**



**Lake Placid**



**Saranac Lake**



**Tupper Lake**



# “Affordable”

Percentage who strongly agree

100%

75%

50%

25%

0%

37%

17%

22%

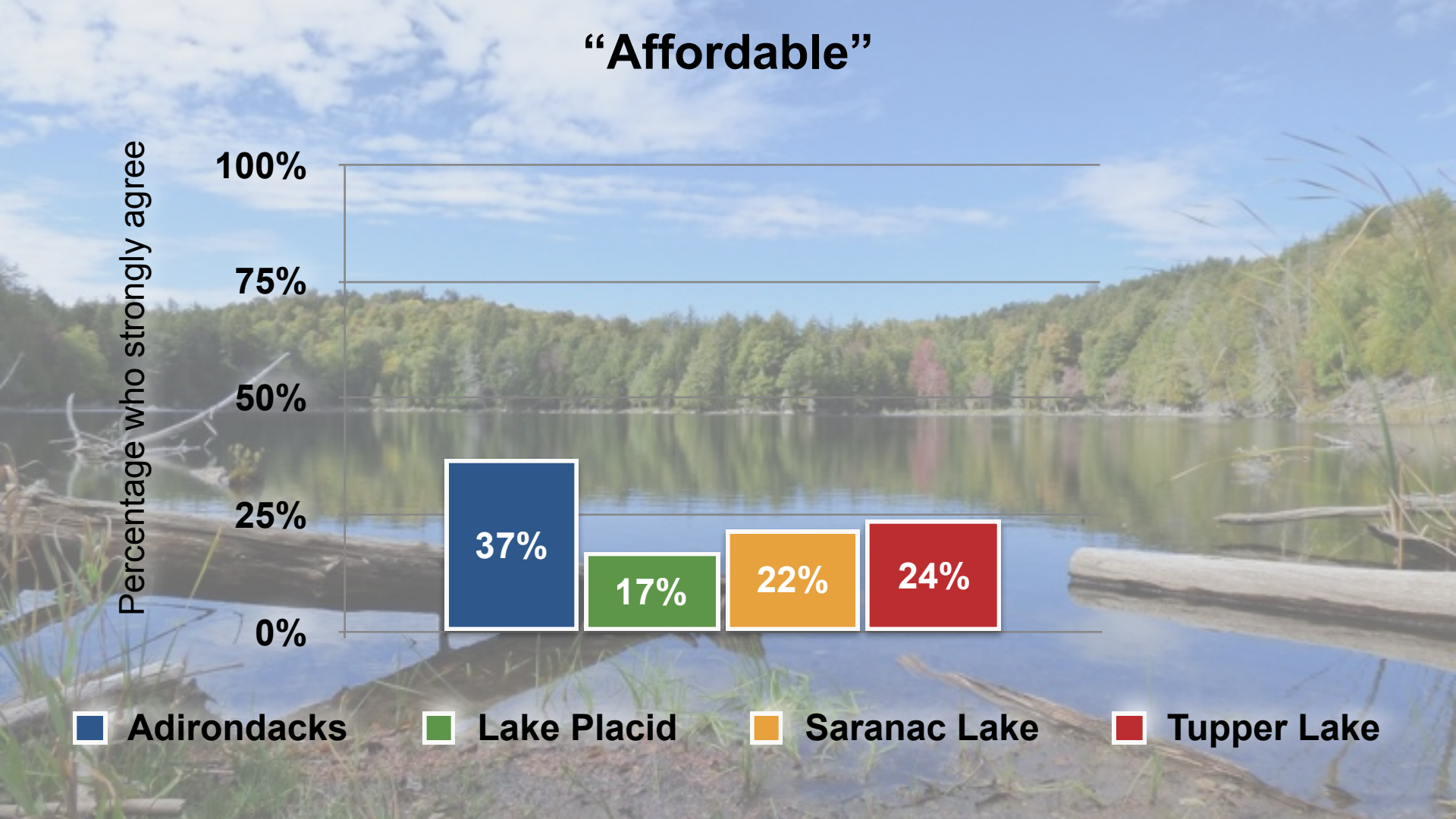
24%

■ Adirondacks

■ Lake Placid

■ Saranac Lake

■ Tupper Lake





# “Popular”

Percentage who strongly agree

100%

75%

50%

25%

0%

23%

34%

9%

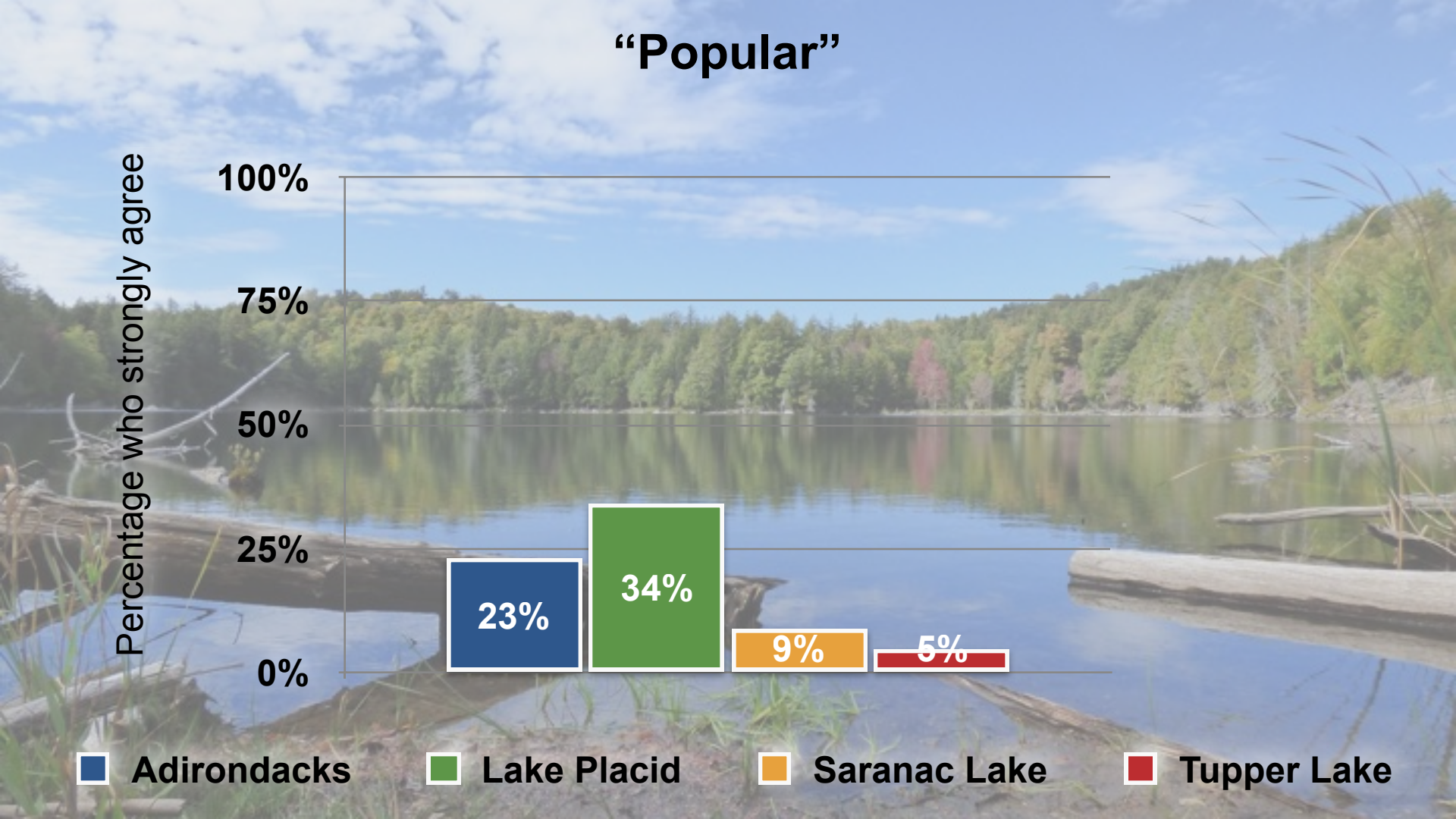
5%

Adirondacks

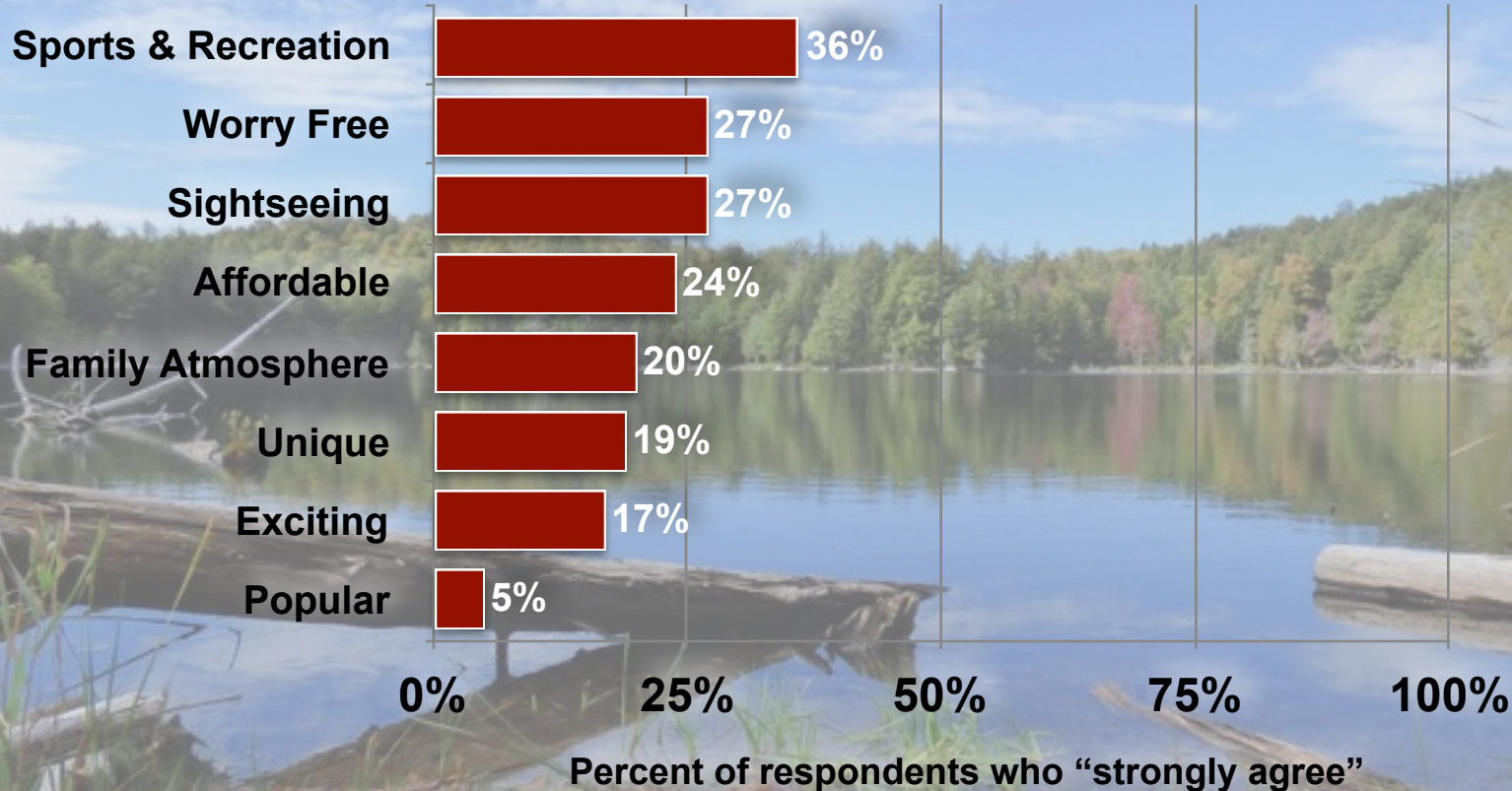
Lake Placid

Saranac Lake

Tupper Lake

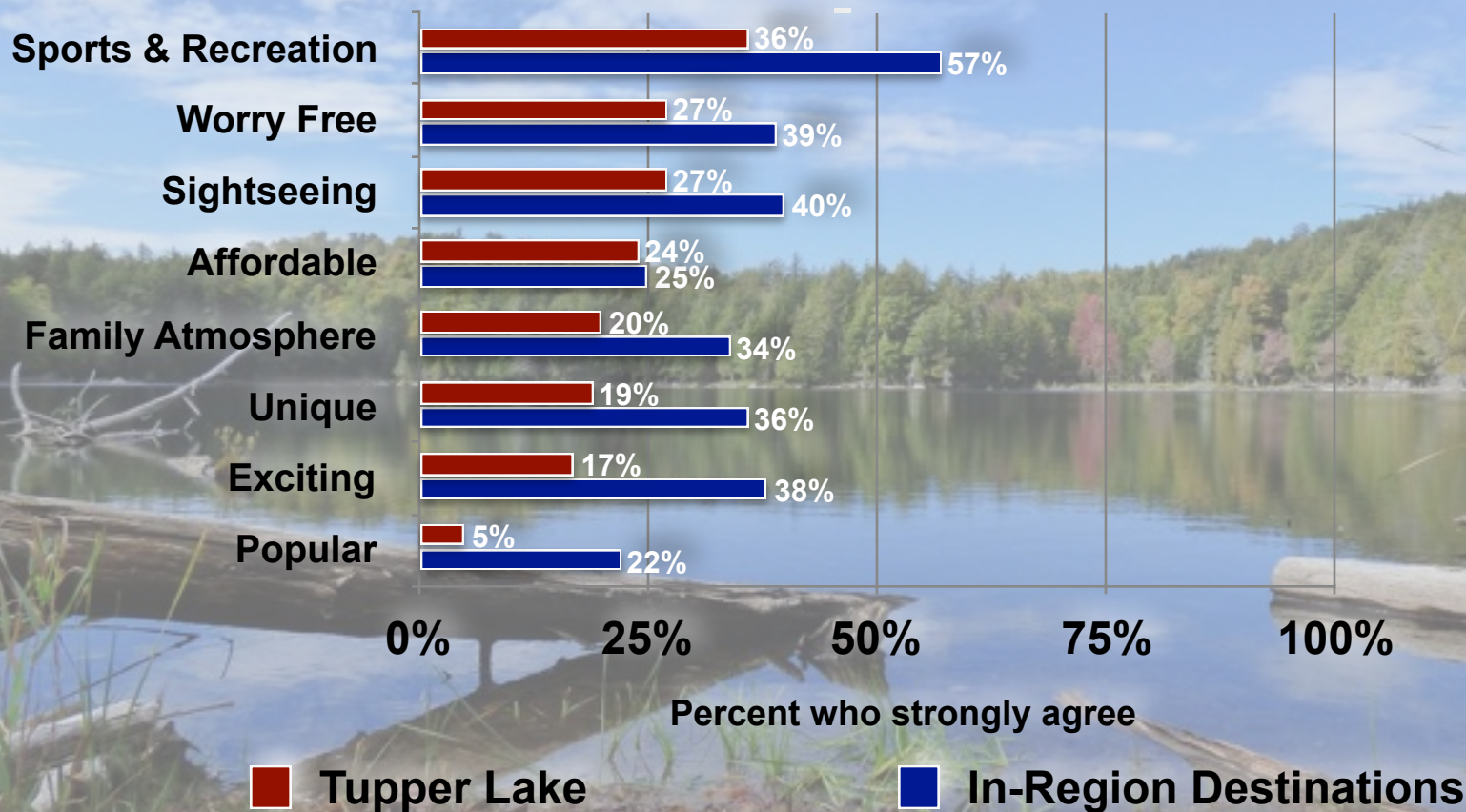


# Tupper Lake's Overall Image





# Tupper Lake's Overall Image vs. In-Region Destinations\*

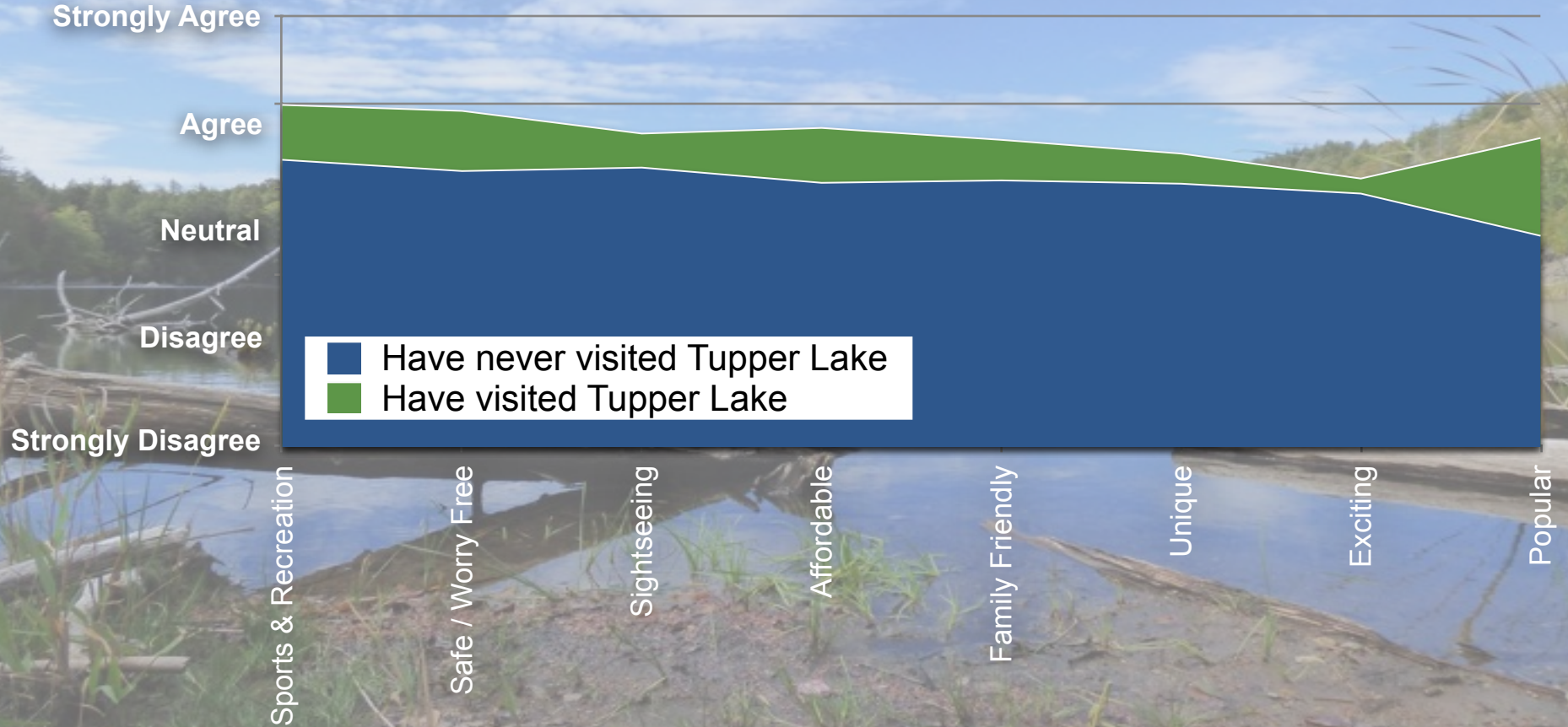


\* In-Region Destinations include: the Adirondacks, Saranac Lake, Lake Placid



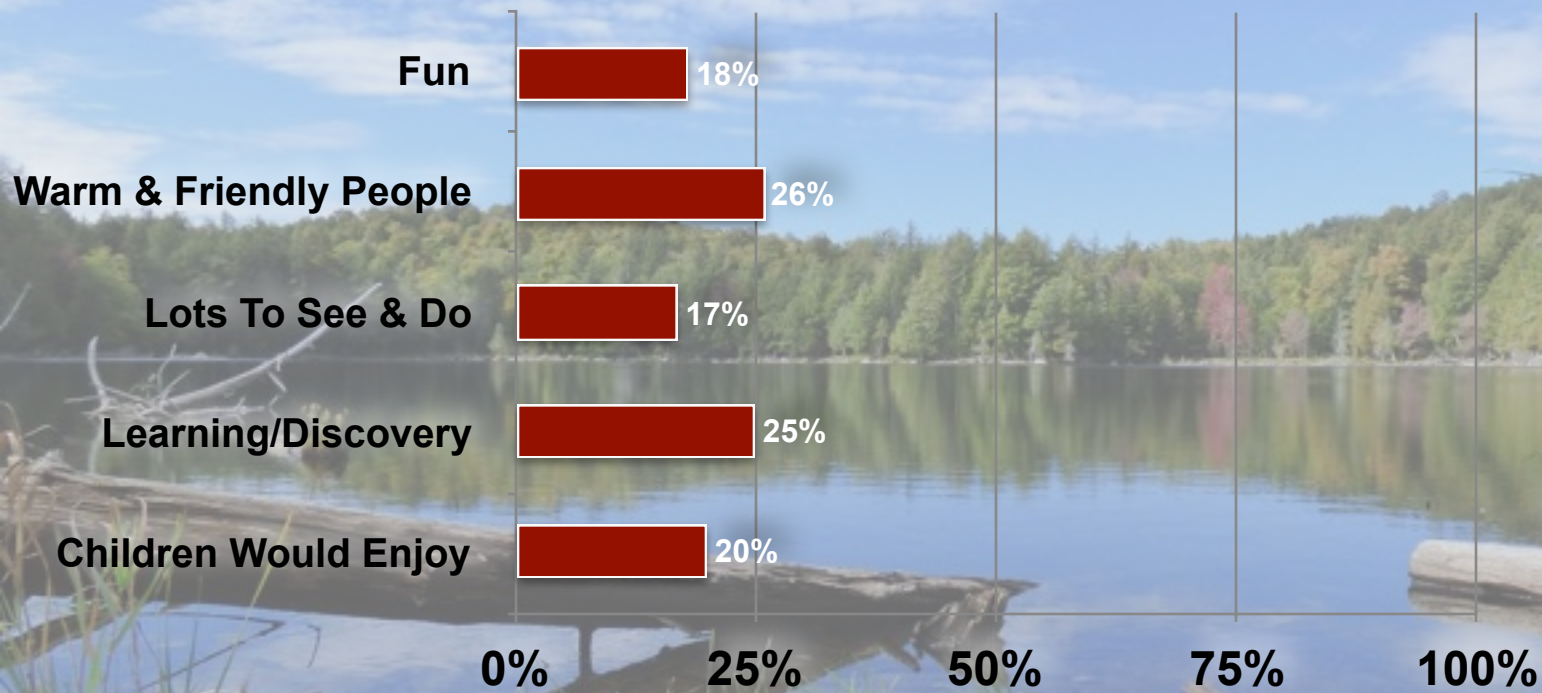
# Tupper Lake's overall image

## visitor perception vs. non-visitor perception



# Tupper Lake's overall image

additional travel indicators



Percent who strongly agree

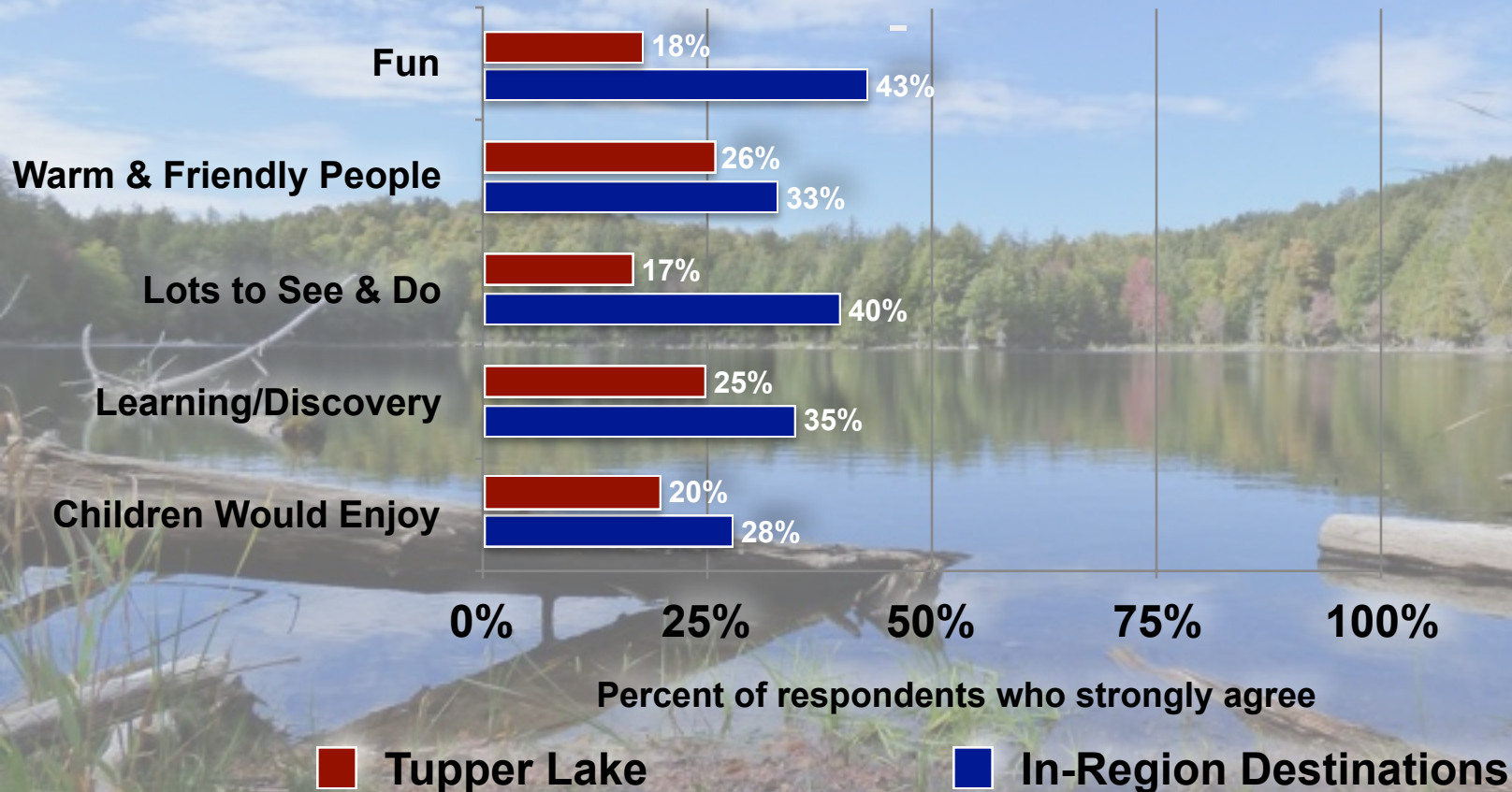


Tupper Lake



# Tupper Lake's overall image vs. in-region destinations\*

## additional travel indicators

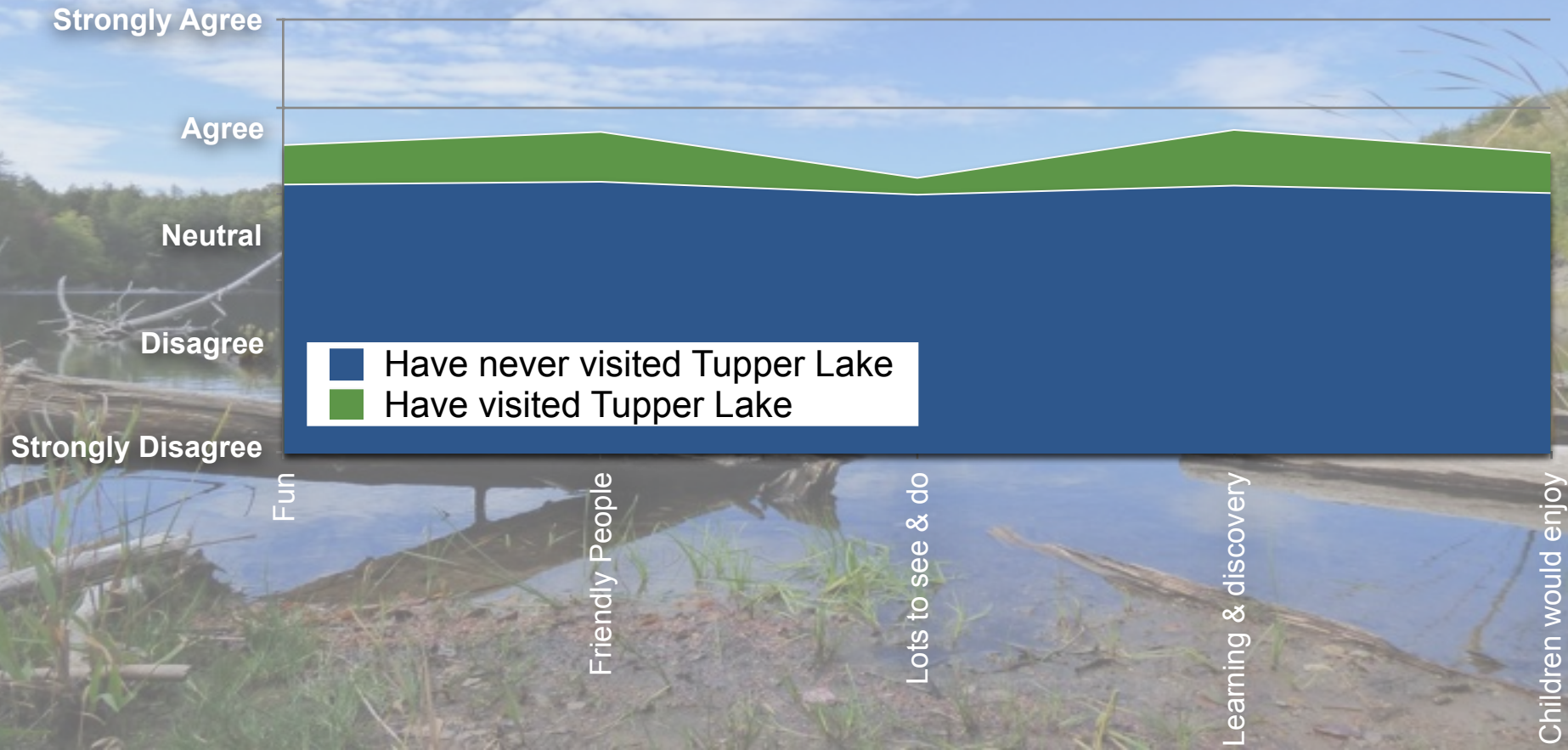


\* In-Region Destinations include: the Adirondacks, Saranac Lake, Lake Placid



# Tupper Lake's image - additional travel indicators

## visitor perception vs. non-visitor perception



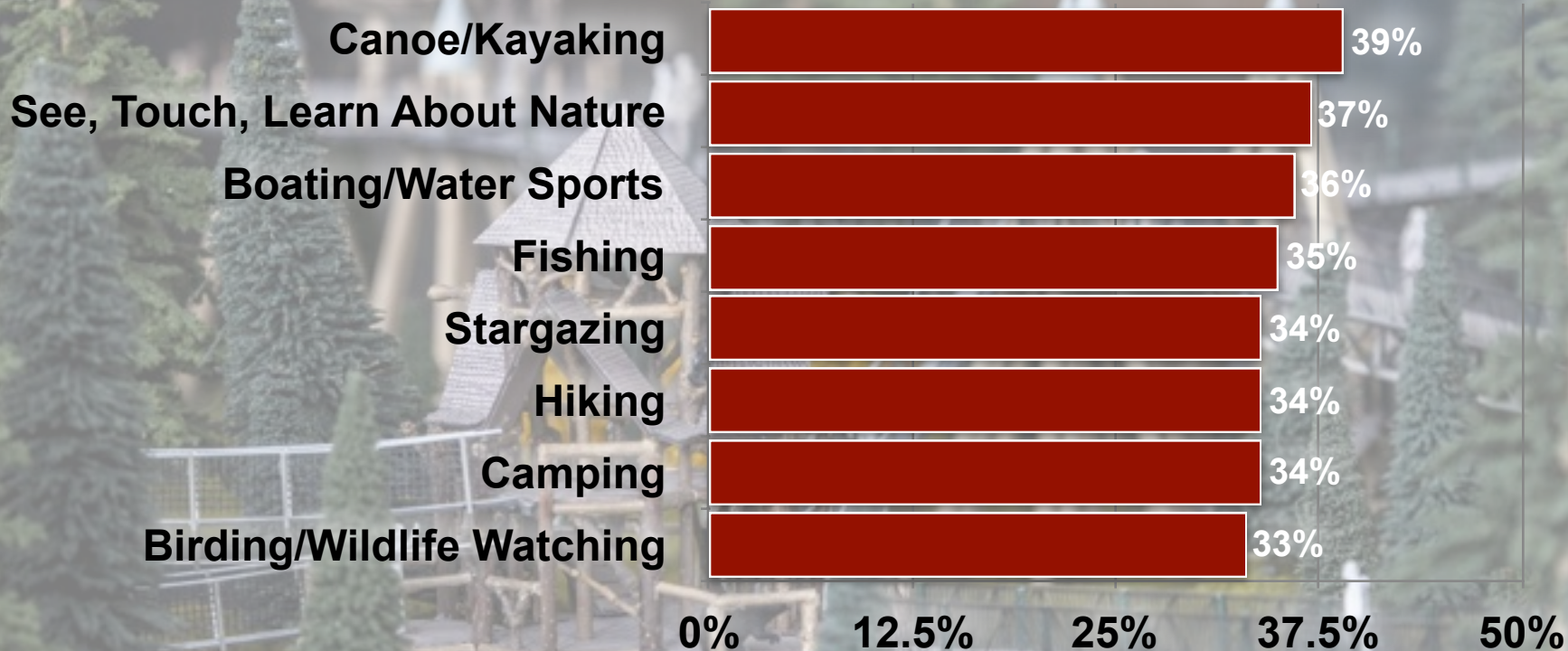
# Tupper Lake's Strengths and Areas of Improvement





# Tupper Lake's strengths

## individual sports/recreational activities

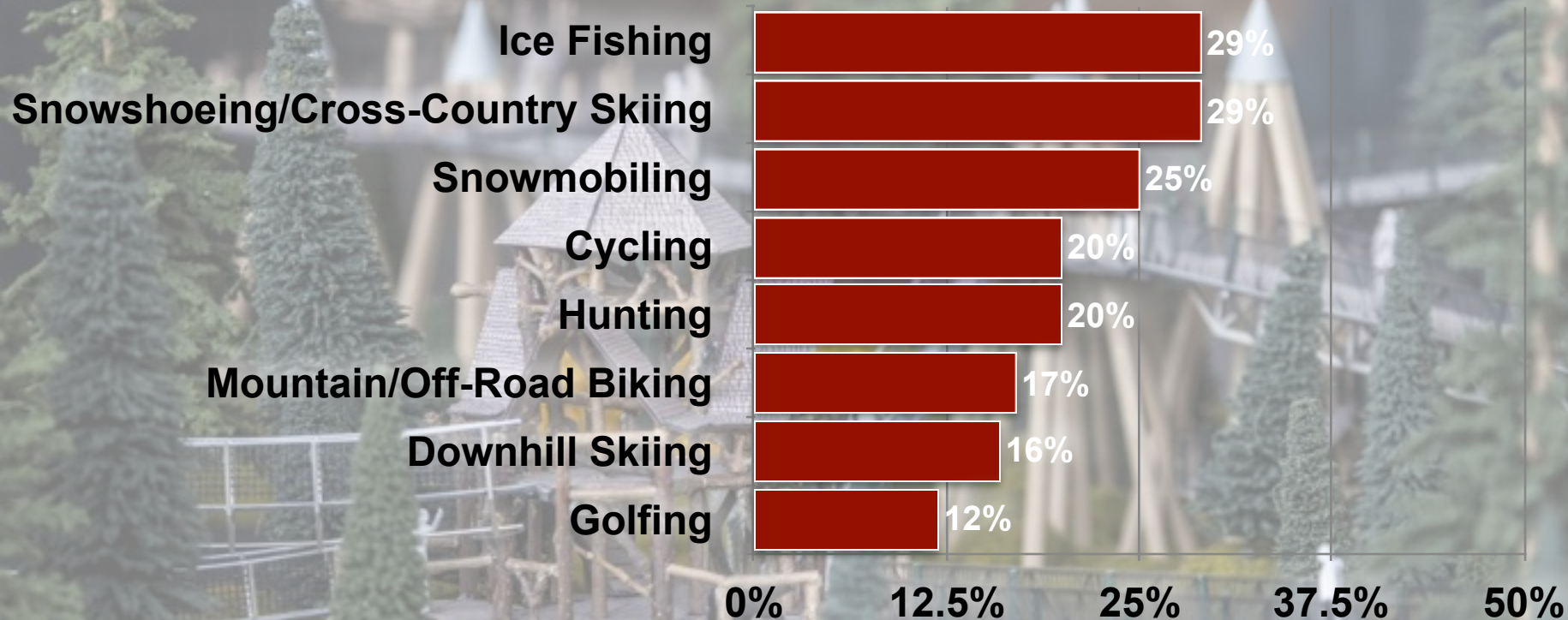


Based on their current knowledge of Tupper Lake, survey respondents feel “Tupper Lake is a great place to...”



# Tupper Lake's strengths

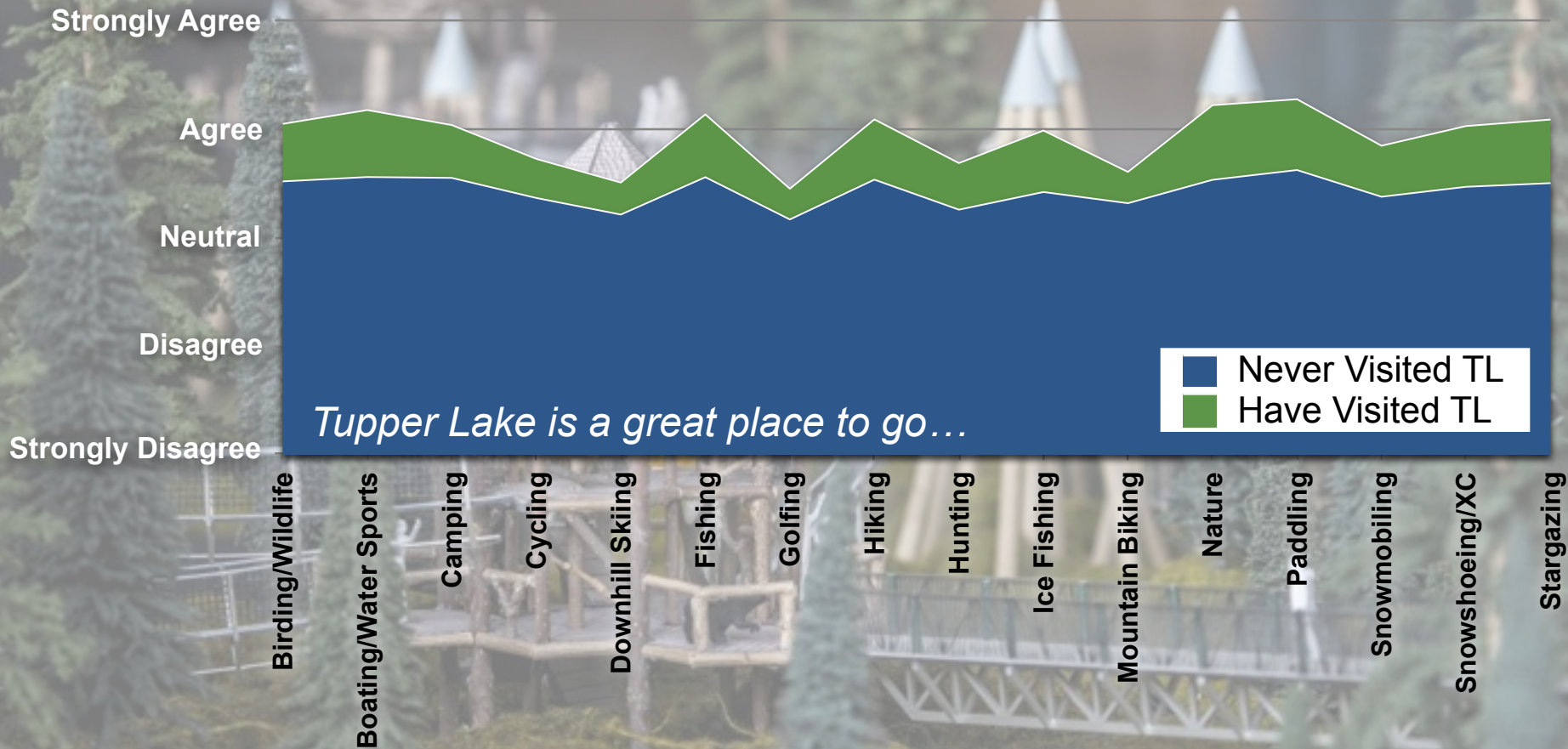
## individual sports/recreational activities



Based on their current knowledge of Tupper Lake, survey respondents feel “Tupper Lake is a great place to...”

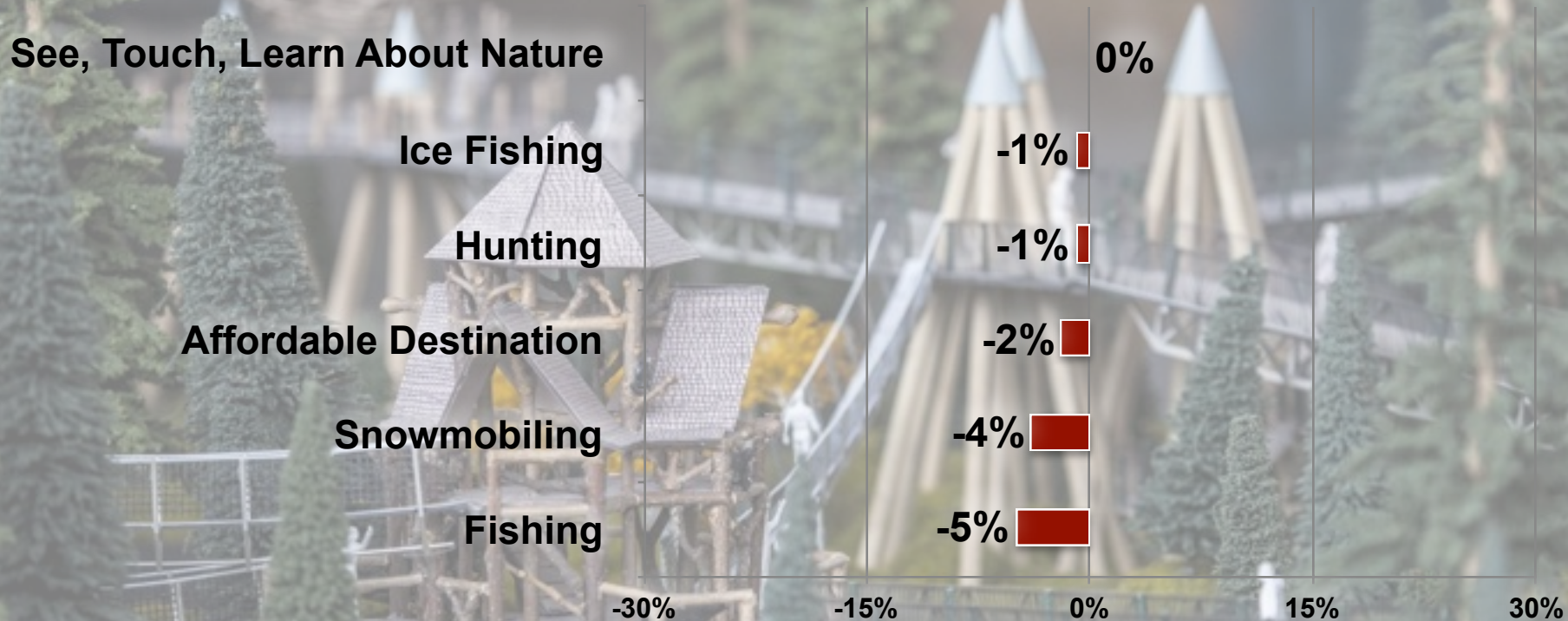
# Tupper Lake's outdoor recreation

## visitor perception vs. non-visitor perception





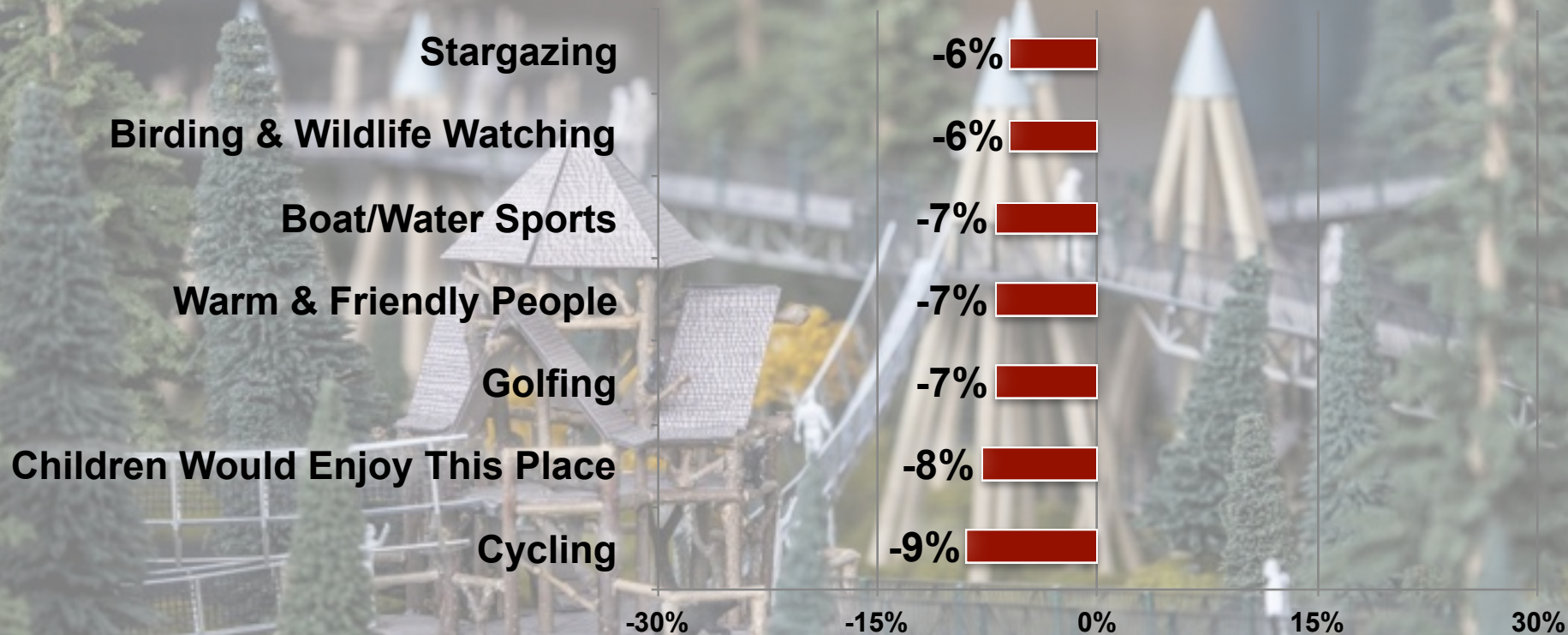
# Tupper Lake's areas of improvement



Percent difference in those who “strongly agree” Tupper Lake is a good place to do these activities in comparison to other comparable in-region destinations.

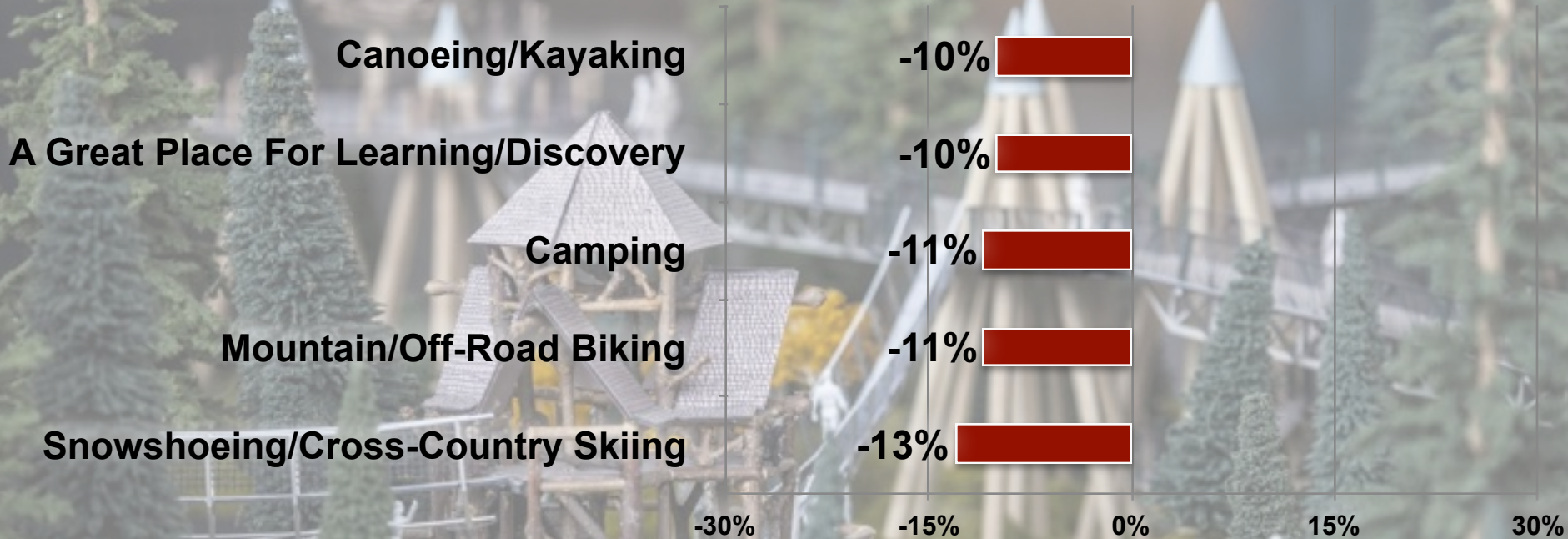


# Tupper Lake's areas of improvement



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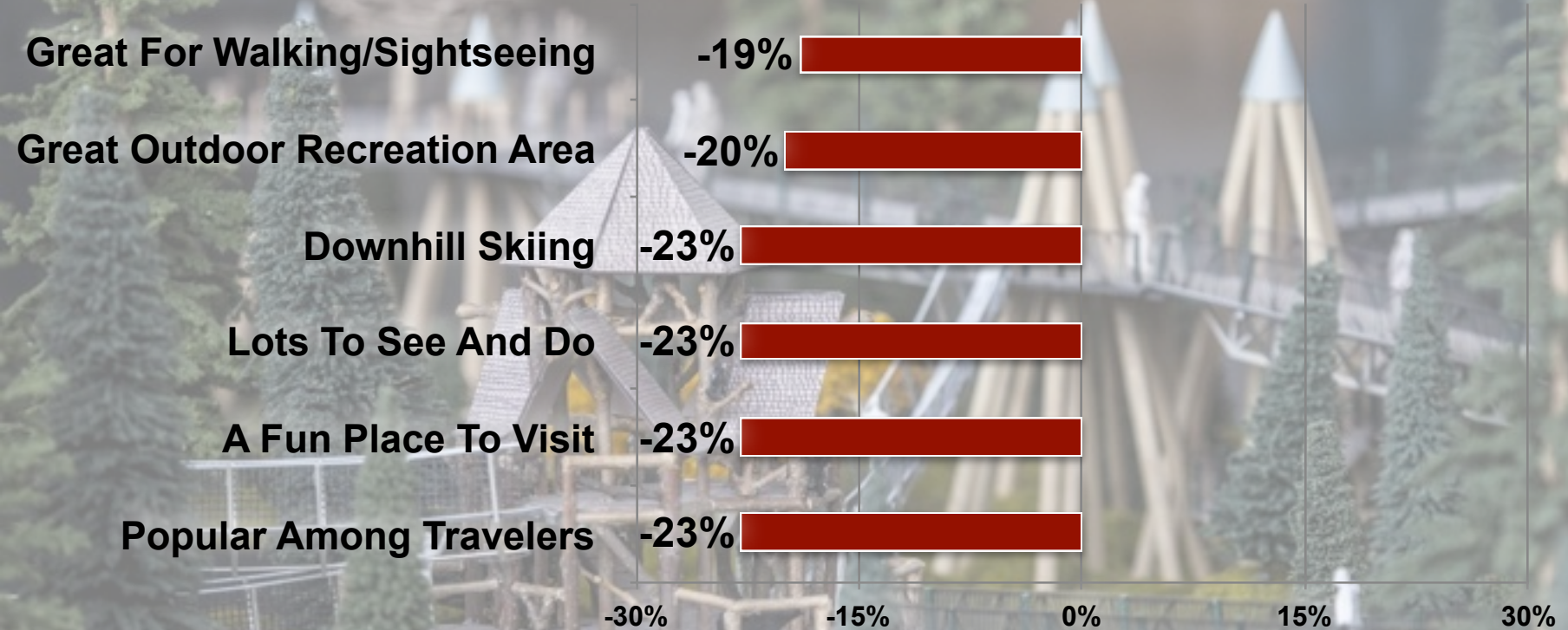


# Tupper Lake's areas of improvement



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# Tupper Lake's areas of improvement



Percent difference in those who “strongly agree” Tupper Lake is a good place to do these activities in comparison to other comparable in-region destinations.



An aerial photograph of Tupper Lake, New York, during the autumn season. The foreground is filled with a dense forest of trees displaying vibrant fall colors in shades of orange, yellow, and red. A small town with several buildings and a parking lot is visible in the middle ground. The lake itself is a deep blue, winding through the landscape. In the background, rolling hills and mountains are visible under a clear sky. The text "Describe Tupper Lake" is overlaid in large, white, sans-serif font in the center of the image.

# Describe Tupper Lake



# How would you describe Tupper Lake to a friend?

“Small town that holds a lot of character. If you like to golf, ski, camp, fish, hunt, or snowmobile this is the place to be. Small town with a big heart!”

- Tupper Lake Resident

“Absolutely unique, Tupper Lake has something for everyone. The people are always friendly and willing to help. There are several attractions that make Tupper Lake a great vacation or stay. Summer and Winter provide endless fun and excitement.”

- Tupper Lake Resident

“An affordable gem in the Adirondacks, with all of the natural beauty and spectacular outdoor recreation activities of Lake Placid without the commercial, expensive hype of LP. Tupper Lake needs a few more good restaurants and a couple of charming hotels - which will come with new development, hopefully. And then a big marketing campaign!”

- Tupper Lake Resident



# How would you describe Tupper Lake to a friend?

An aerial photograph of Tupper Lake, New York, during the autumn season. The lake is a deep blue, surrounded by dense forests of trees in various shades of orange, yellow, and red. In the background, rolling mountains are visible under a clear sky. The foreground shows a small town with houses and a baseball field.

“A community that is striving to provide you with new and interesting indoor and outdoor learning and adventurous experiences.”

- Adirondack Resident

“Rustic and interesting. Off the beaten path. Up and coming destination.”

- Adirondack Resident

“Relatively unknown place, with incredible history, scenery, access to nature, and a vibrant foodie scene.”

- Remote Responder

“A small Adirondack community with a lot of old time amenities for all ages. Has an older style movie theater for inclement weather, Wild Center for all, golf and boating as just some examples of activities available, all at nominal cost.”

- Remote Responder



# Words associated with Tupper Lake

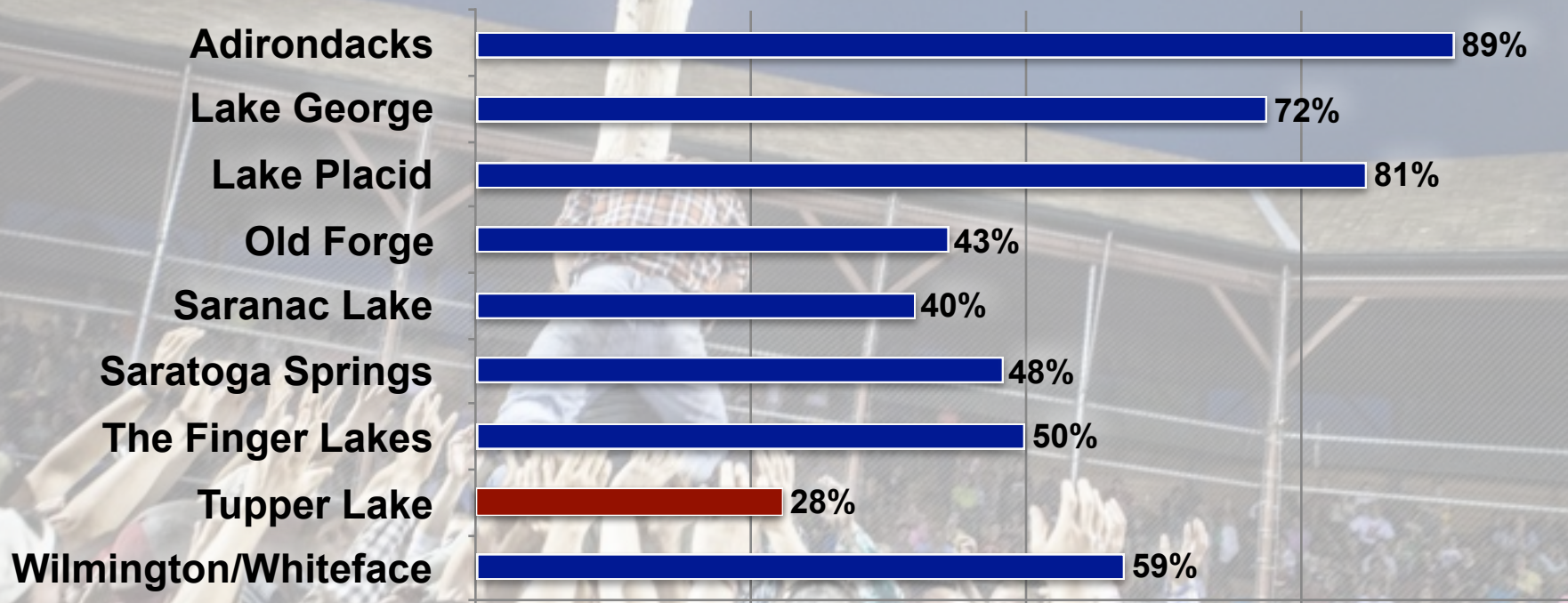




# Advertising Awareness



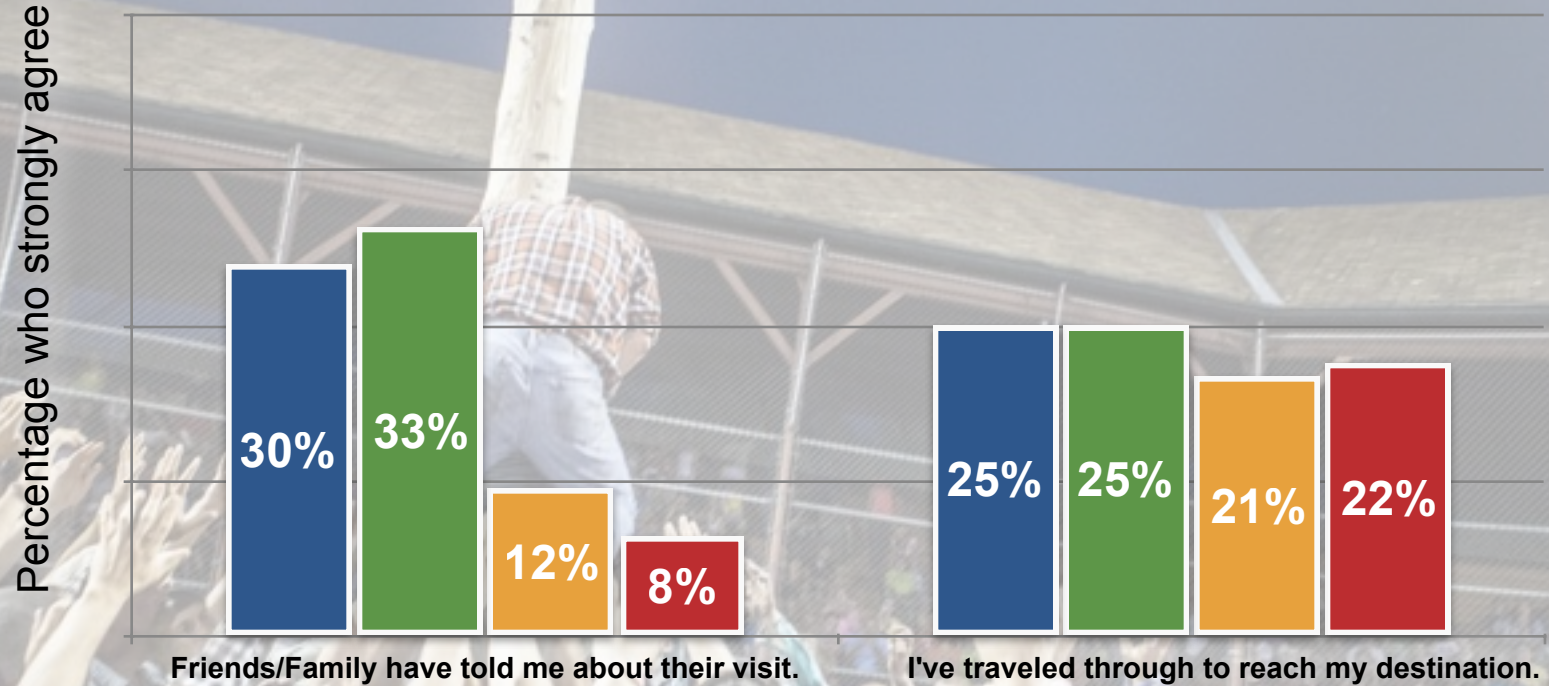
# Advertising that has been seen or heard regarding destination



Percent of respondents who recall seeing advertising for the destination.



# Awareness of the destination



■ Adirondacks

■ Lake Placid

■ Saranac Lake

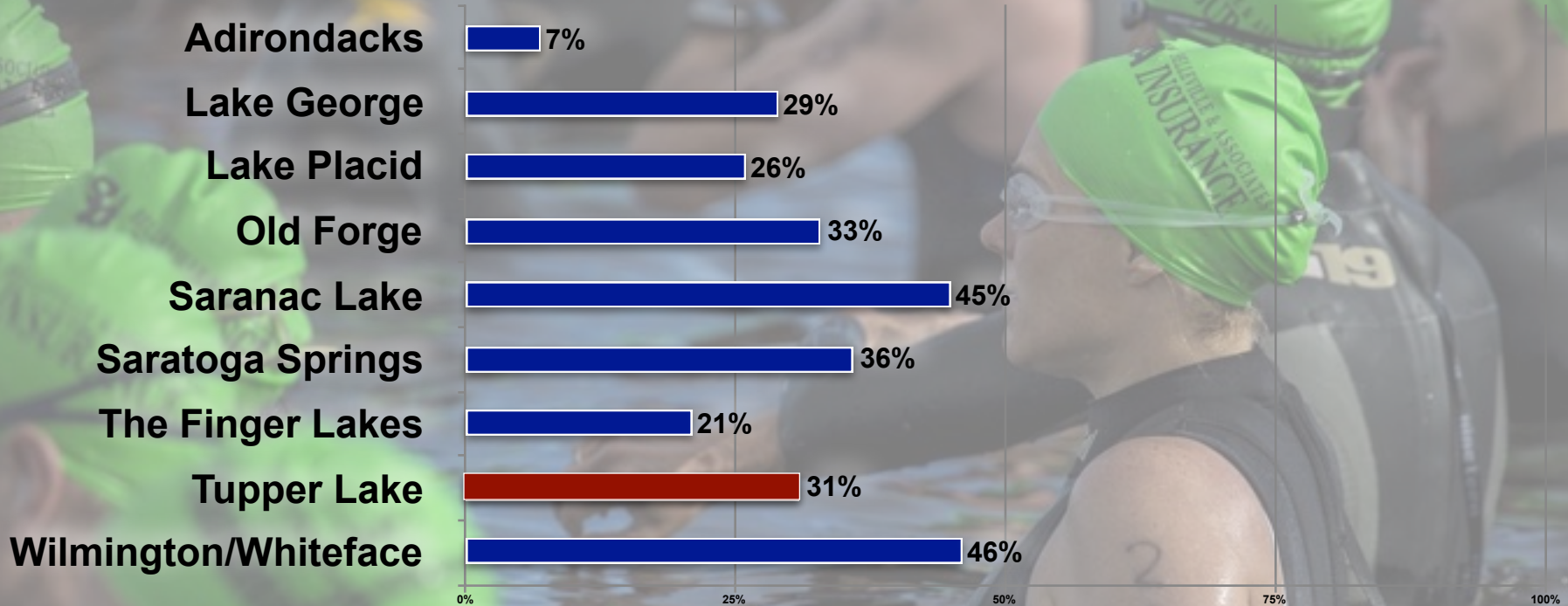
■ Tupper Lake

# Visitation Comparison

A group of triathletes in black wetsuits and bright green swim caps are in the water, likely at the start of a triathlon. The swim caps have 'BUTLER & ASSOCIATES INSURANCE' printed on them. One swimmer in the foreground has the number '211' tattooed on their right shoulder. The background is slightly blurred, showing more participants and the water.

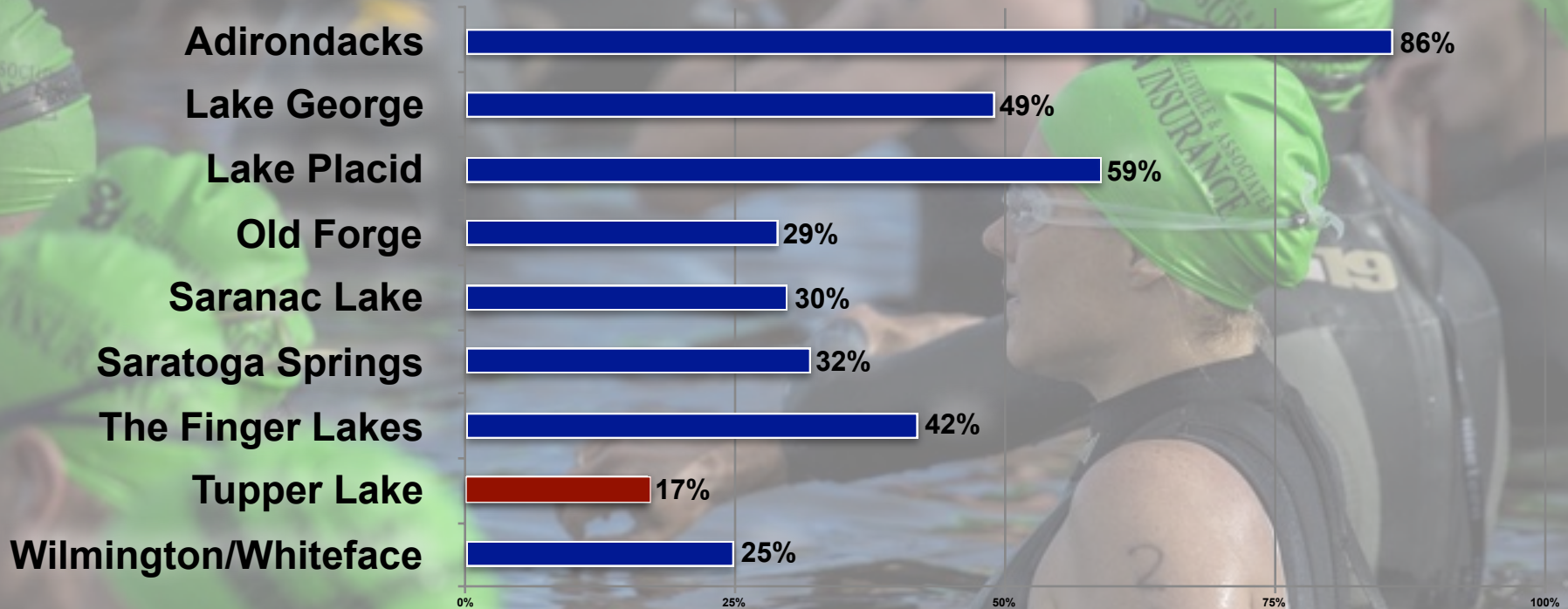


# Visited on a day trip



Total respondents who took a business or leisure trip to the above listed destinations.

# Visited on an overnight trip



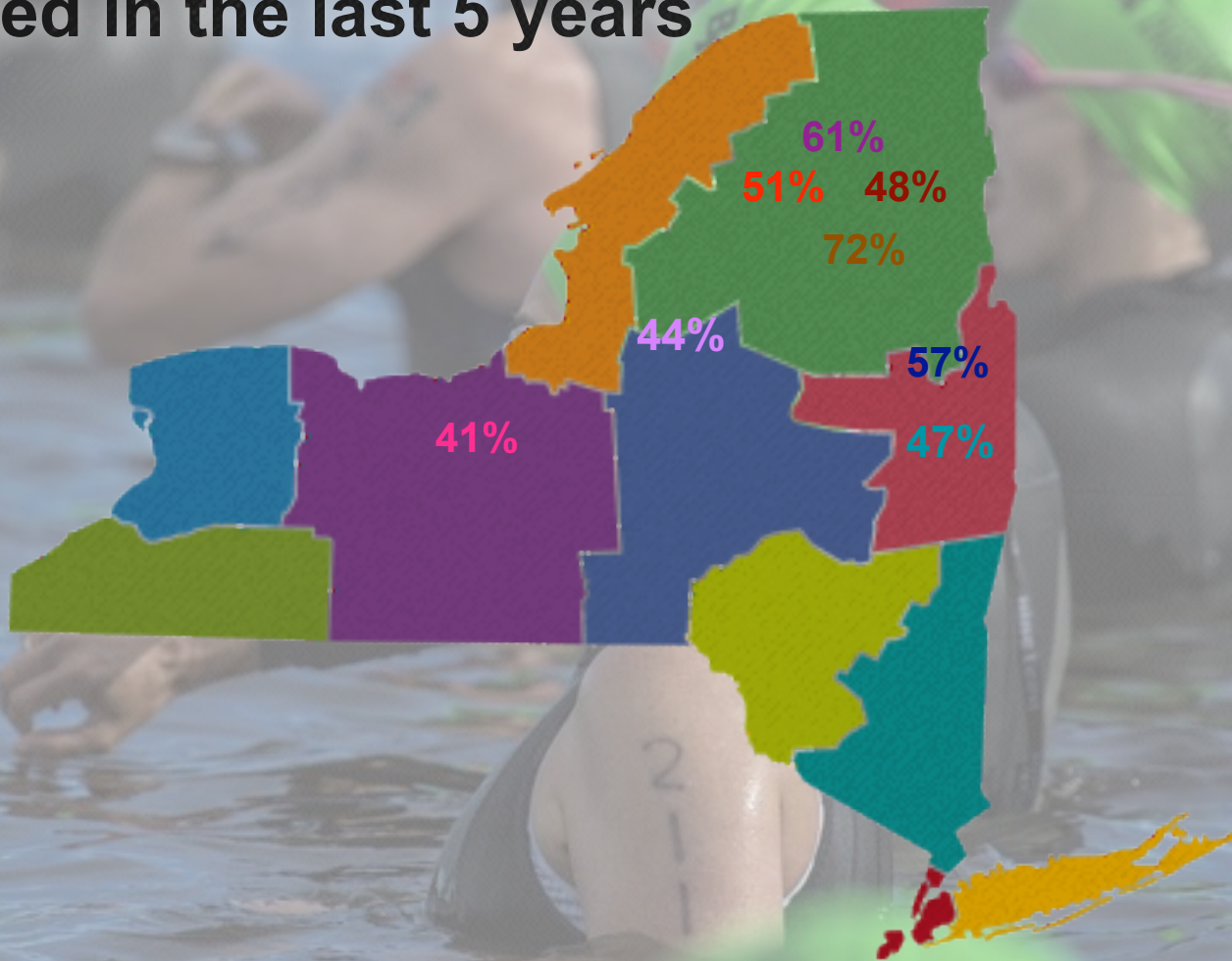
Total respondents who took a business or leisure trip to the above listed destinations.



# Destinations visited in the last 5 years

## KEY

Lake Placid - 72%  
Saranac Lake - 61%  
Lake George - 57%  
Tupper Lake - 51%  
Whiteface/Wilmington - 48%  
Saratoga Springs - 47%  
Old Forge - 44%  
Finger Lakes - 41%



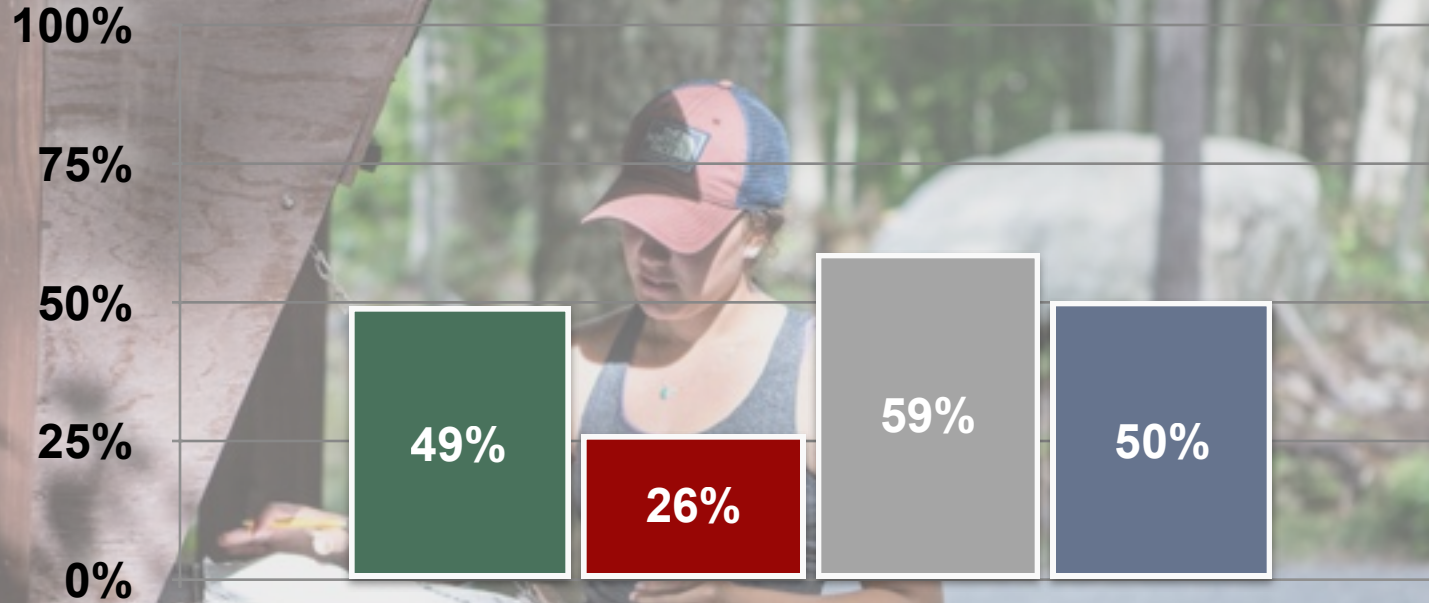
A woman wearing a red and blue baseball cap, a grey tank top, and green athletic shorts is standing in a forest. She is looking down at a map or brochure attached to a wooden signpost. The signpost is made of weathered wood and has a chain hanging from it. The background shows a dense forest with tall trees and a large rock in the distance. The text "Intent to Visit" is overlaid in large white letters across the center of the image.





**Intent to Visit**



## Interest based on survey

Percentage of respondents  
who strongly agree

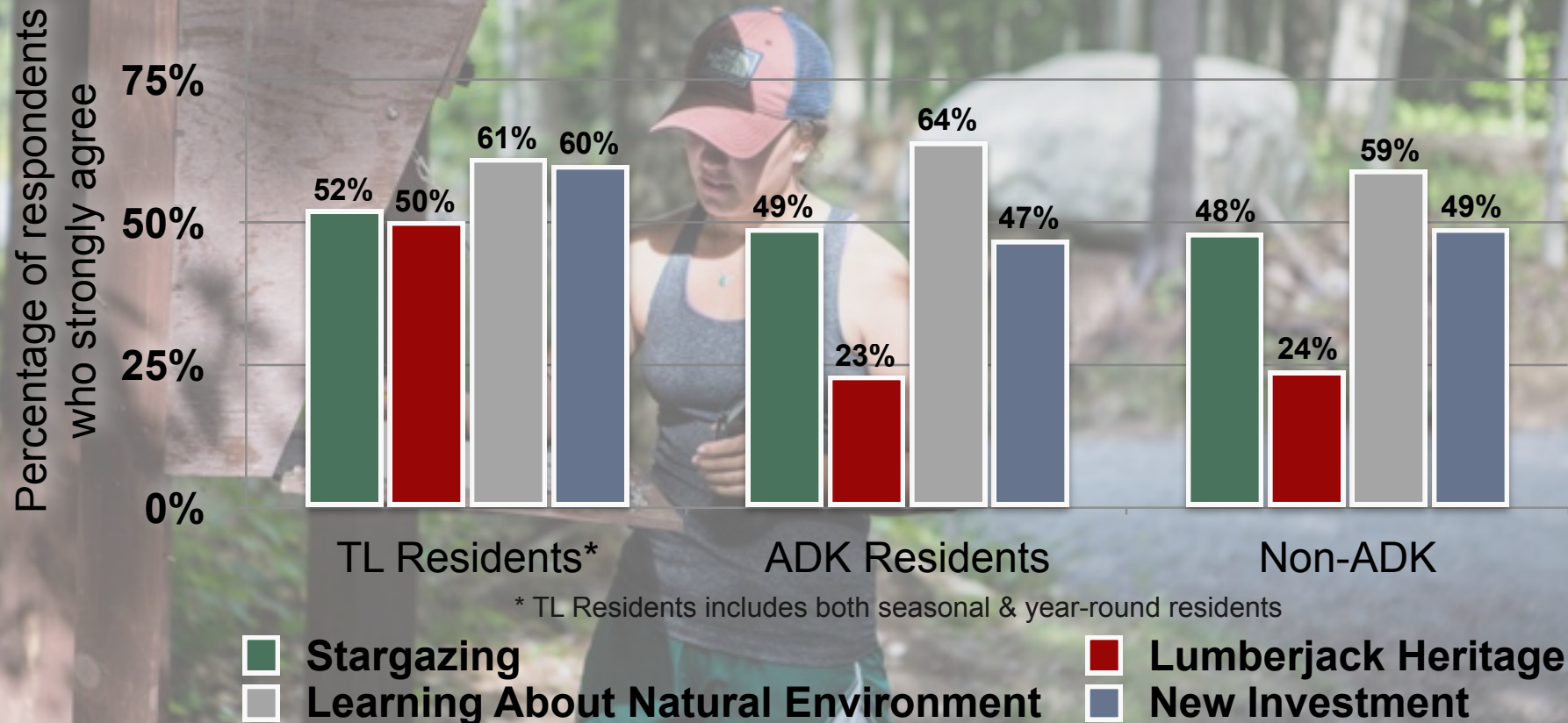


-  I find dark-skies and stargazing fun.
-  I find lumberjack heritage and activities interesting.
-  I find learning about our natural environment exhilarating.
-  With this new investment, I think a trip to Tupper Lake sounds good.

After reading passages with regard to Tupper Lake, survey participants were asked about their interest level on particular topics.

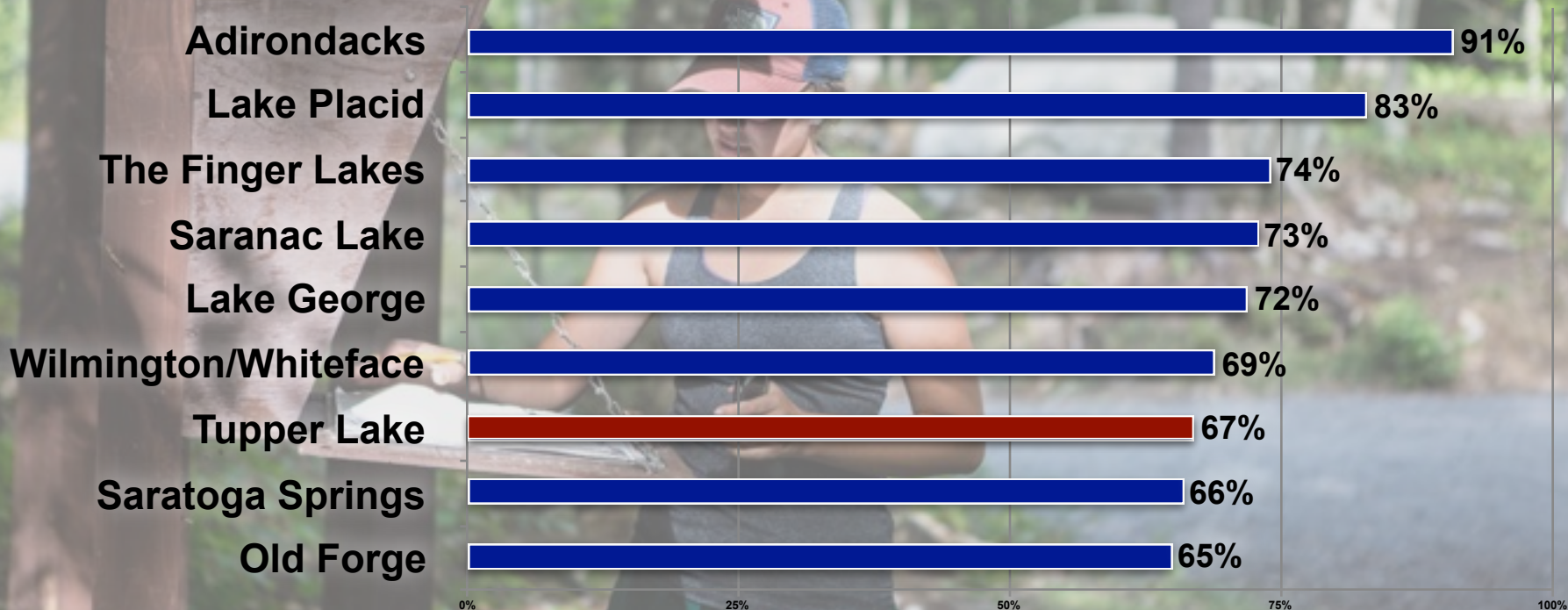
# Interest based on survey

*resident vs. non-resident*

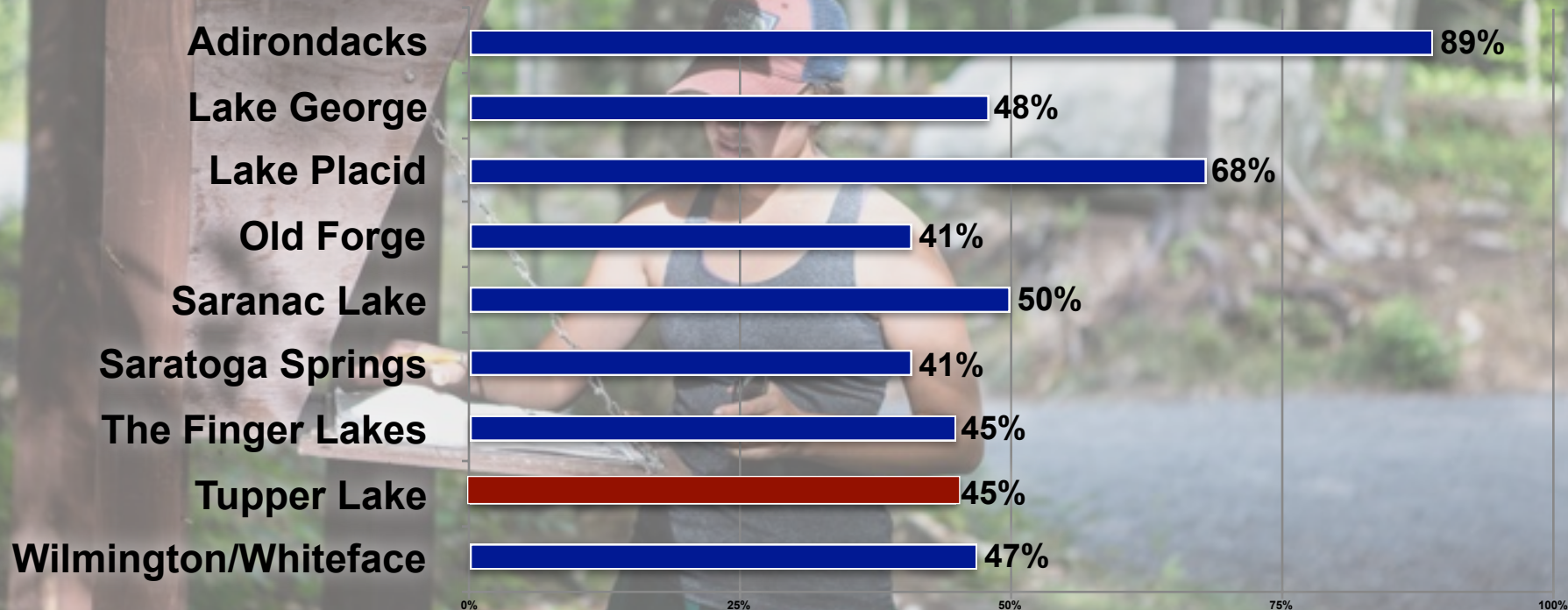




# Places travelers would enjoy visiting



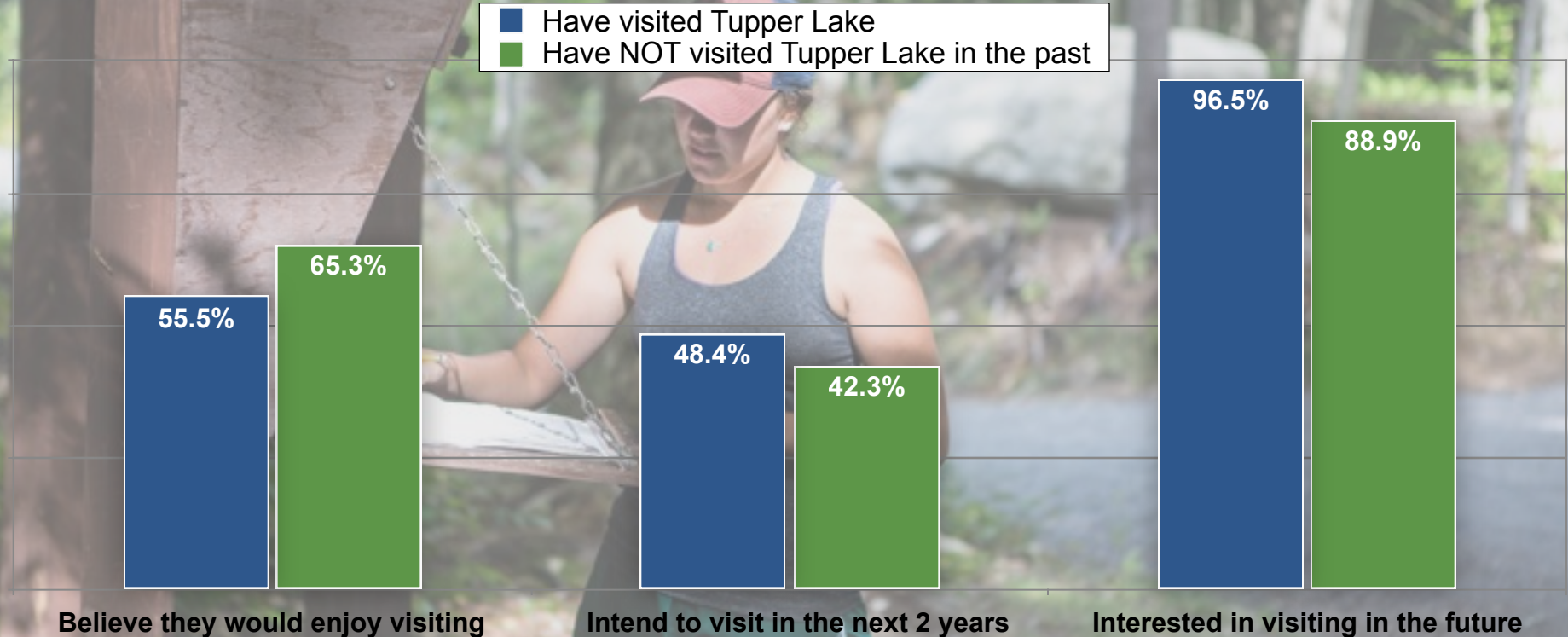
# Intent to visit in the next 2 years





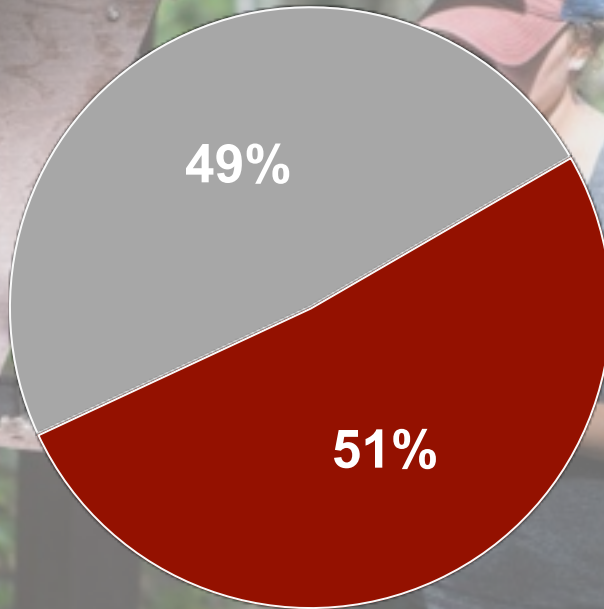
# Future Tupper Lake Visitation

Comparison of those who have been to Tupper Lake vs. those who have not.



# Respondents who have visited Tupper Lake

in the last 5 years



**Yes**

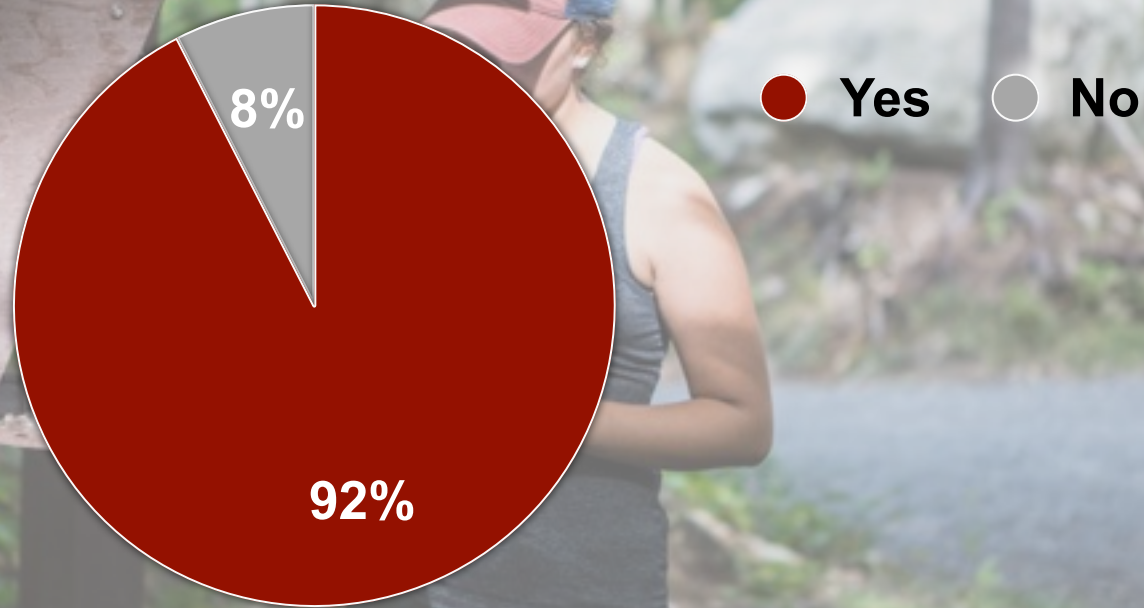


**No**



# Interested in visiting Tupper Lake in the future

Percentage of respondents who definitely/probably intend to visit.



# PART 2

## “Virtual Focus Group”





# Methodology

- In April of 2016 a simple open-ended feedback form was issued online at [TupperLake.com](http://TupperLake.com) and on paper in key locations in town.
- Questionnaire was targeted towards residents of Tupper Lake requesting their feedback on what they feel the Tupper Lake Brand is and/or should be.
- The form was intended to be a quick and easy way to get input from individuals who would not traditionally attend a public meeting.
- Nearly 50 responses were collected.



# Similarities in Responses

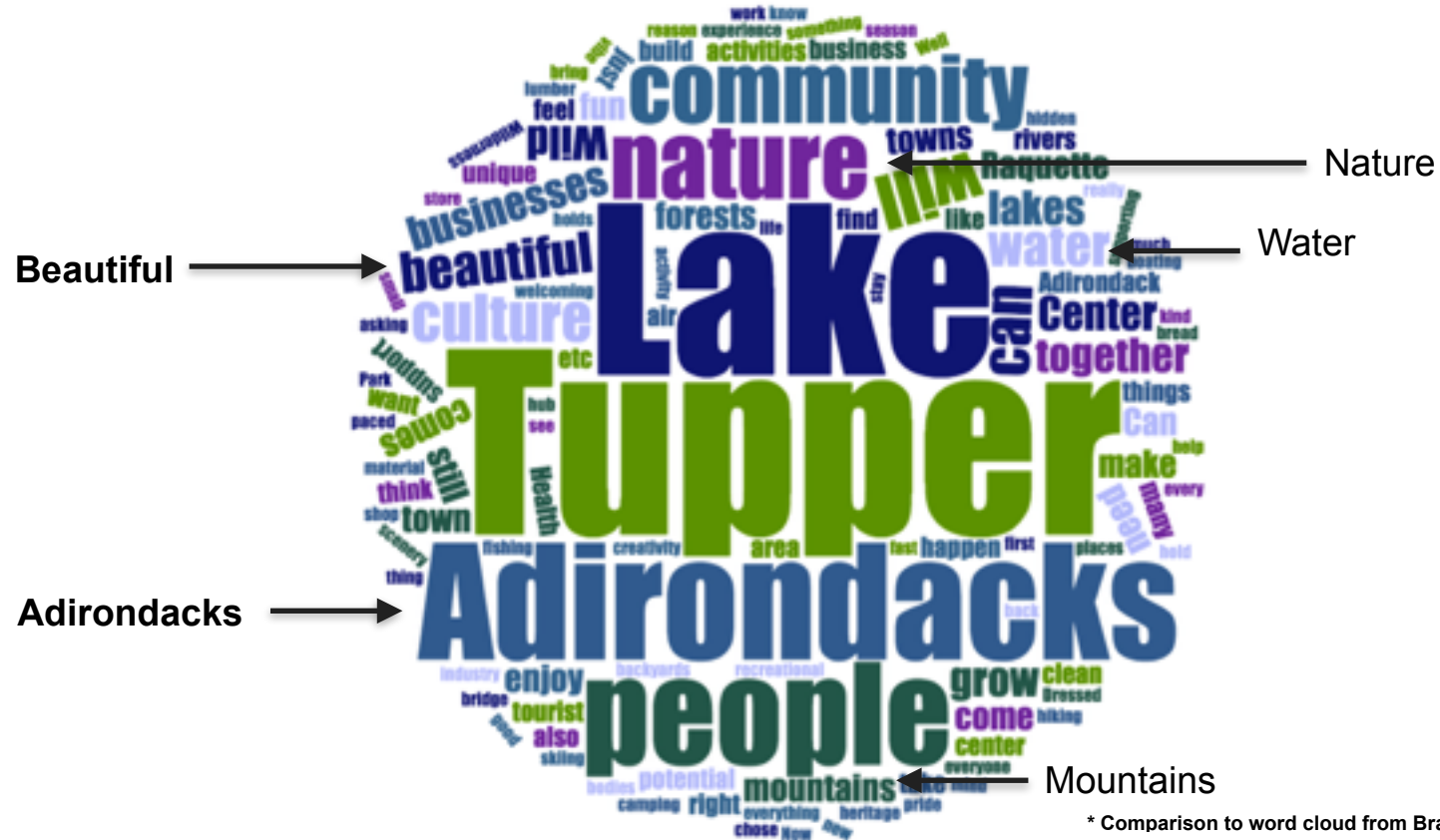
Brand Image Survey  
vs.  
Virtual Focus Group





# Brand Study “Virtual Focus Group”

## trending similarities...



\* Comparison to word cloud from Brand Image Survey

# Brand Study “Virtual Focus Group”

## Trending Similarities...

“The laid back feel, hiking trails, family-friendly mountain climbing with awesome views and tougher climbs if wanted. These are a few of the things we enjoy.”

“The Wild Center!”

“...I think of clean air, clean water, magnificent scenery, and a multitude of opportunities to enjoy that scenery, like hiking, boating, skiing, etc. I think our uniqueness is being unspoiled and natural, far from the crowds and strife of city life.”

“...the center of all kinds of recreational activity for all seasons for all types of recreations from the sportsmen (think fishing, hunting, etc.) to the naturalist (Wild Center), along with numerous recreational activities in every season. Skiing, paddling, hiking, camping, biking. All these activities are the heartbeat of the Adirondacks.”

“I consider Tupper Lake to be the center of the Adirondacks, made up of mountains, lakes and forests.”

“World-class Wilderness!”



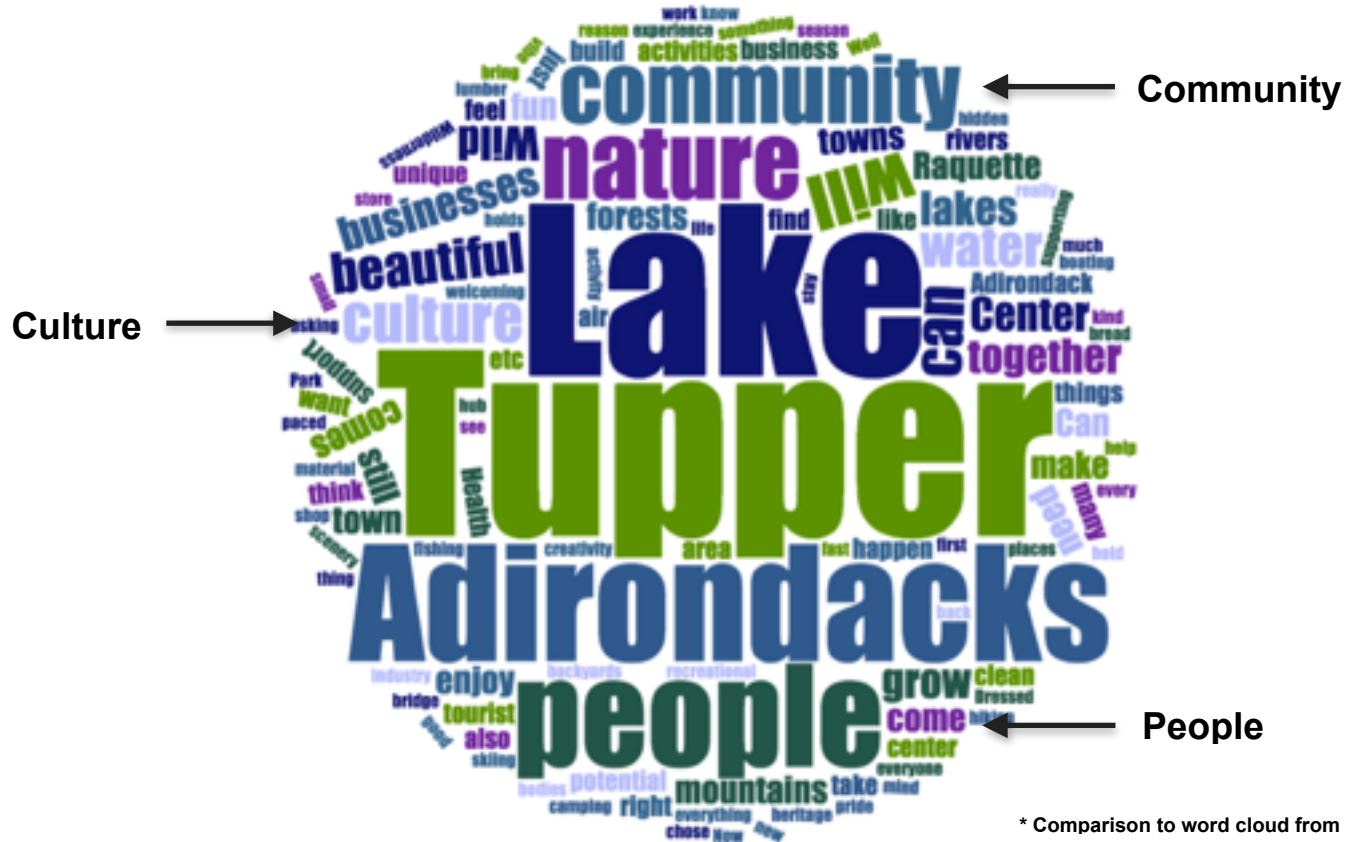
# Differences In Responses

A group of people are playing beach volleyball on a sandy court. In the center, a man in a blue shirt and patterned shorts is jumping high to hit a yellow and white volleyball. To his left, a woman in a pink and white striped shirt is also jumping. In the foreground, several other players are visible from behind, including a man in a light blue shirt with 'EVP' on the back, a man in a white shirt with 'True Value' on the back, and a man in a black shirt with '2008' and 'FINISHER' on the back. On the right, another player in a dark blue shirt and striped shorts is standing. The background features a chain-link fence and a line of green trees under a cloudy sky.

Brand Image Survey  
vs.  
Virtual Focus Group

# Brand Study “Virtual Focus Group”

## Trending Differences...



\* Comparison to word cloud from Brand Image Survey



# Brand Study “Virtual Focus Group”

## Trending Differences...

“Good Nature (people & place)...”

“The first thing that comes to mind is our heritage, the logging industry, the lumberjacks, the lumber camps...”

“Crisp mountain air, genuine people, luscious lakes, outdoor oriented utopia.”

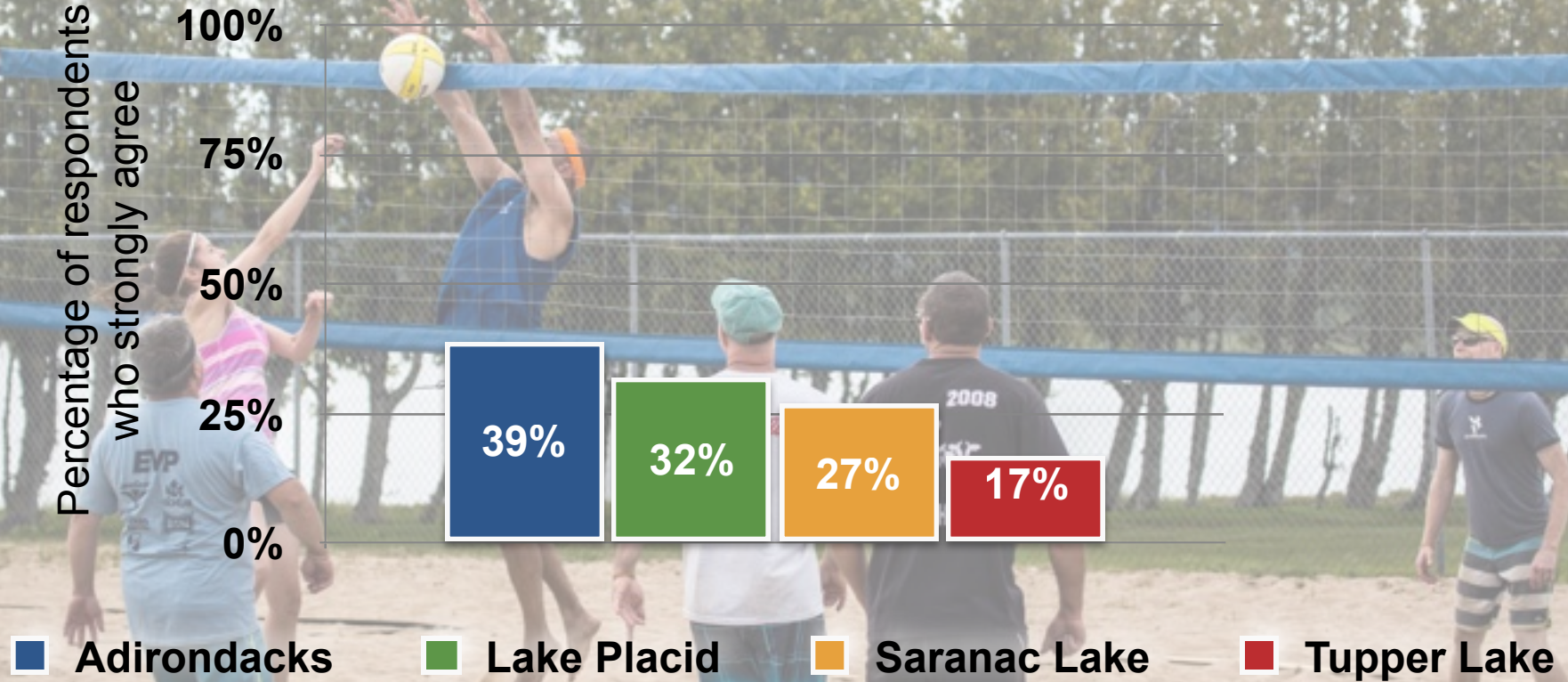
“Location, Potential, and the emergence of ‘People with a Can Do Attitude!’”

“Our people are trusting and welcoming! Tupper Lake is a haven from pressures of a fast paced life.”

“I think the overall message and images should somehow evoke nature, beauty, active lifestyle, and lively and welcoming community.”

“A small community that comes together when need be.”

# "The people are warm & friendly"

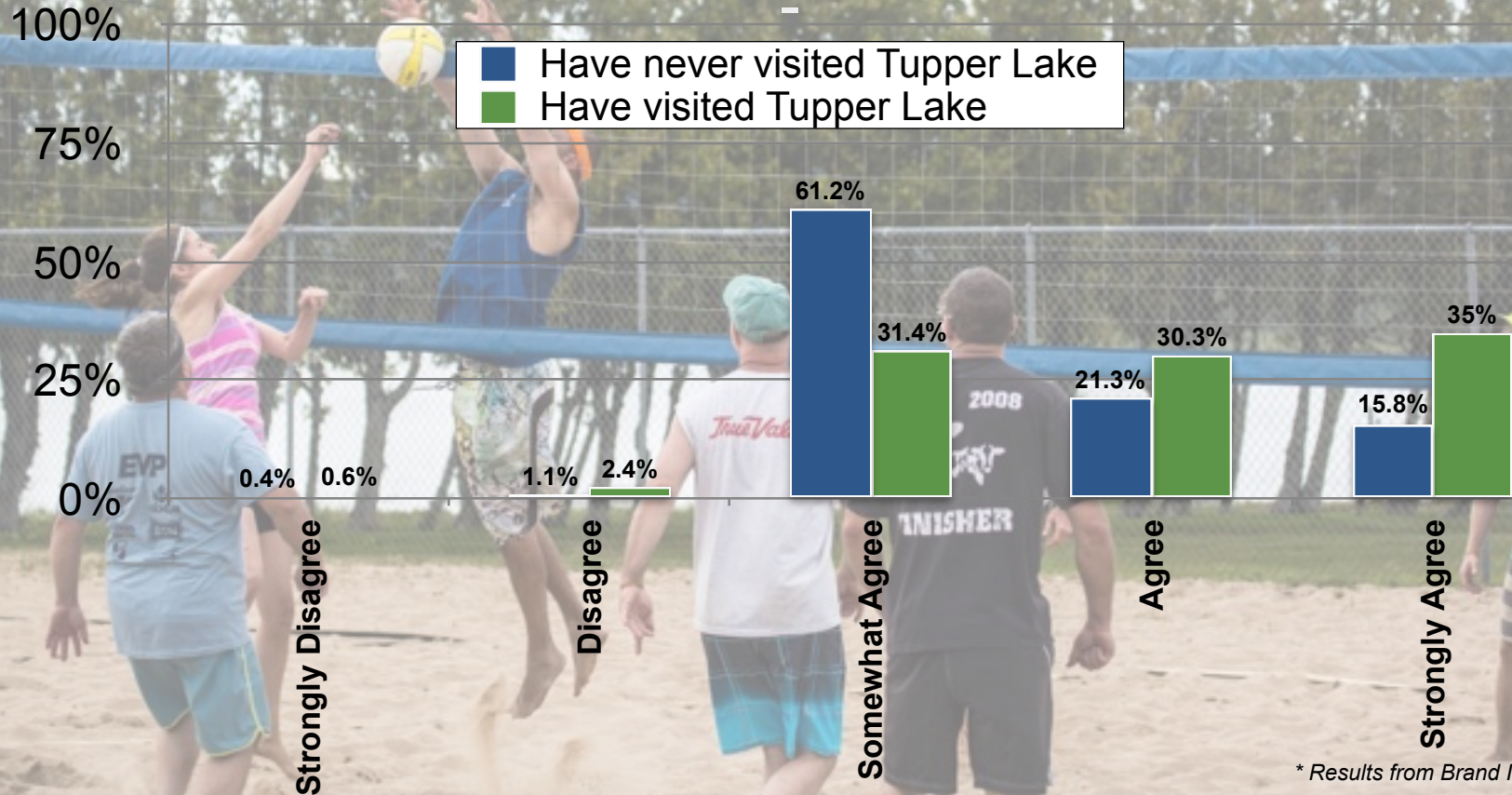


\* Results from Brand Image Survey



# "The people are warm & friendly"

## Perception of visitor vs. non-visitor opinion



\* Results from Brand Image Survey

# **Additional Feedback**

from the  
**Virtual Focus Group**







# Brand Study “Virtual Focus Group”

suggested Tupper Lake slogans, etc.

*“Hike it. Bike it. Like it.”*

*“The Sunset Village!”*

*“Good Natured”*

*“Southern Gateway to the High Peaks”*

*“The little town that can!”*

*“The Gateway to your Adirondack Adventure”*

*“The Heart of the Adirondacks”*

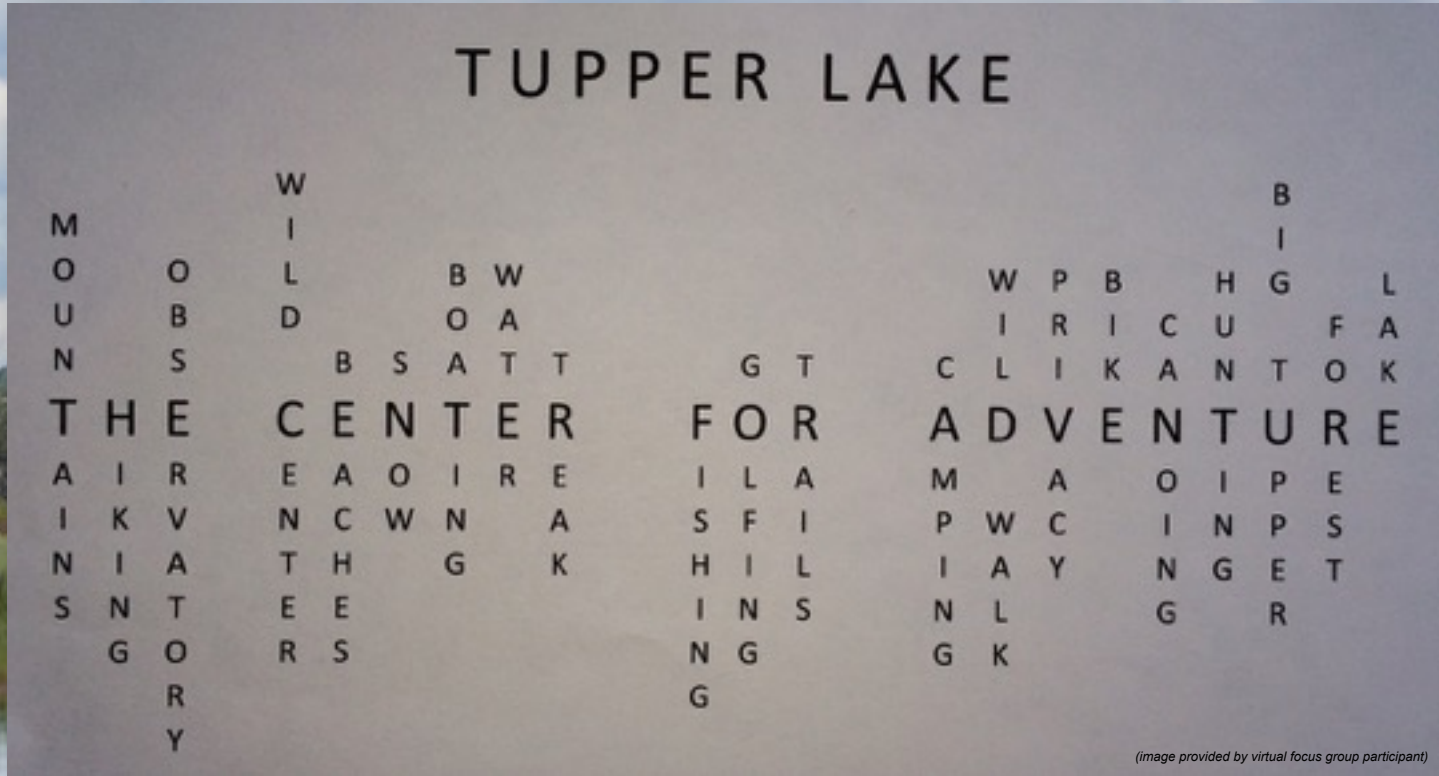
*“Downloading fun since...”*

*“Where nature & culture collide”*

\* Submitted branding suggestions received through the “Virtual Focus Group”

# Brand Study “Virtual Focus Group”

**suggested Tupper Lake slogans, etc.**



(image provided by virtual focus group participant)

\* Submitted branding suggestions received through the "Virtual Focus Group"



# Questions?

