

Ticonderoga / Lake Champlain

2016 Fishing Survey Results



TICONDEROGA AREA
Chamber of Commerce
Business Focused. Community Minded. Future Driven.



REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa



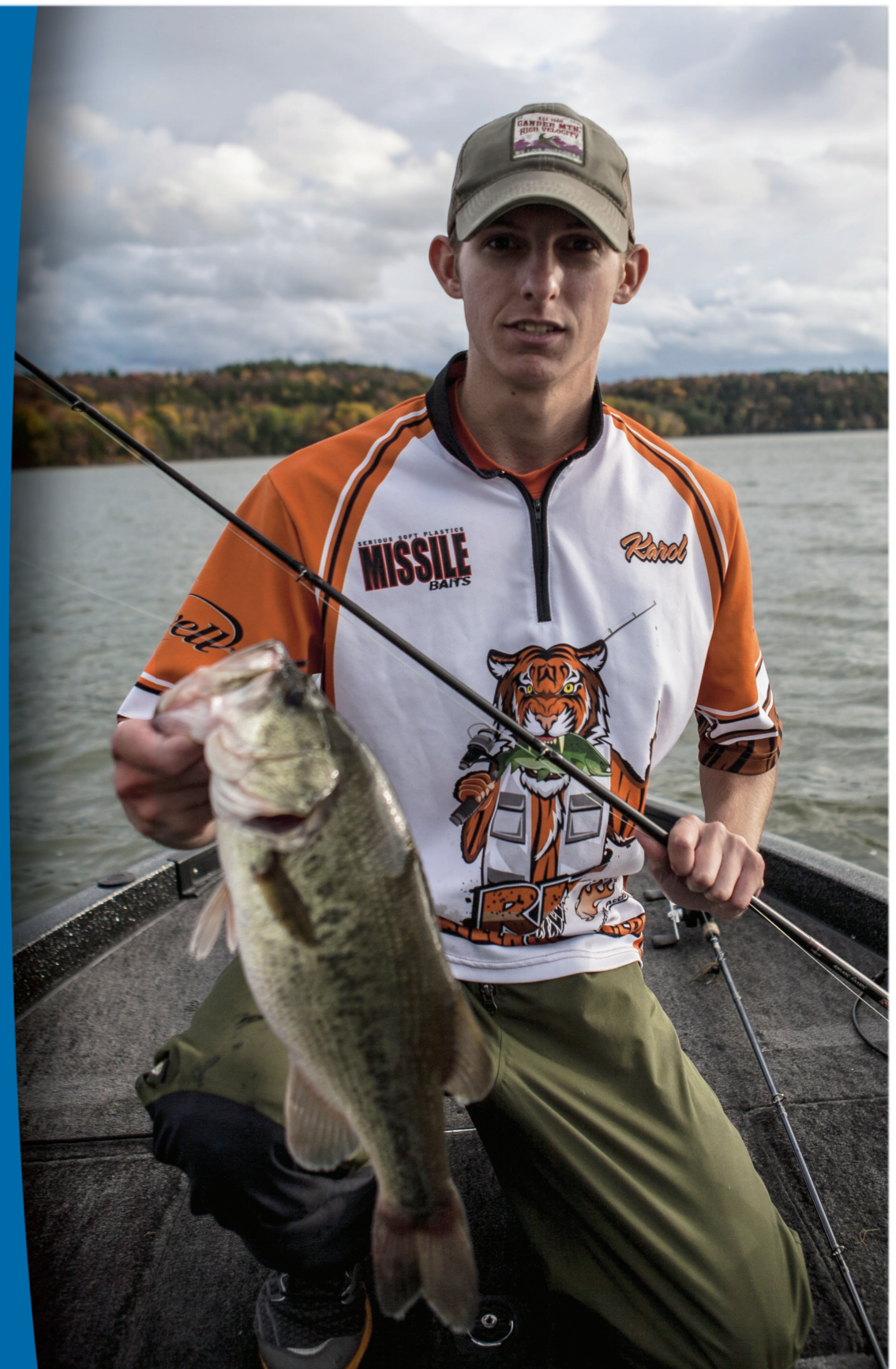
Lake Champlain
REGION

TAKE THE SURVEY WIN BIG!

(actual "big" not "fish story big")

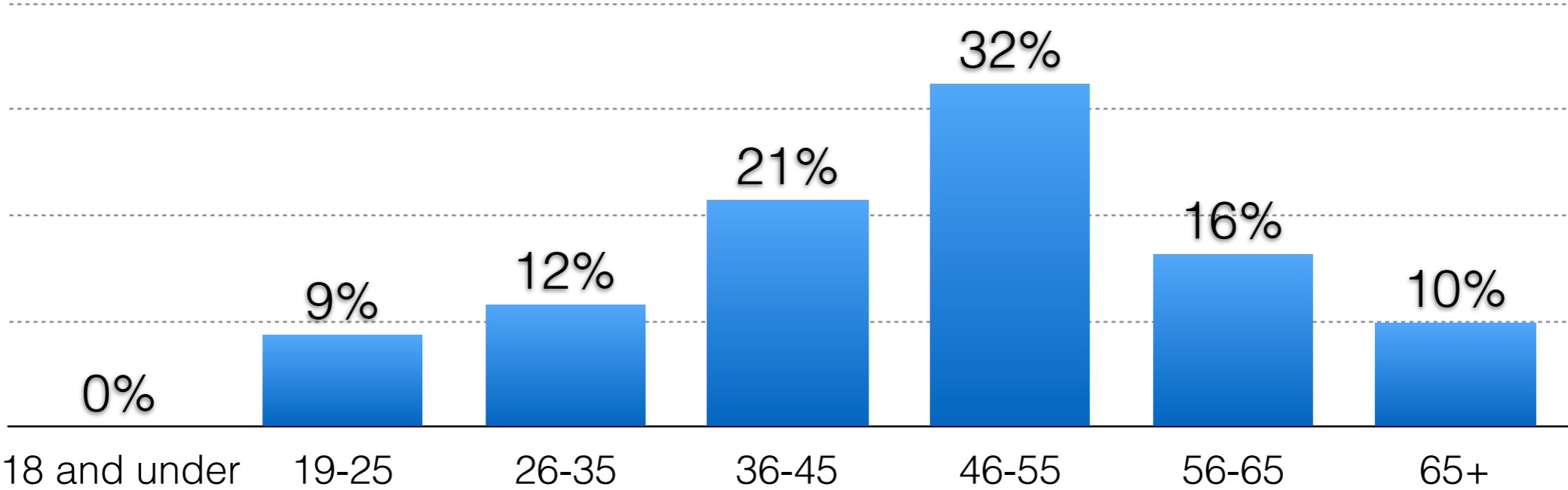
[SurveyMonkey.com/r/Fish2016](https://www.surveymonkey.com/r/Fish2016)

PRIZE: Two-night stay at the Ticonderoga Best Western
and a \$100 gift card for Norm's Bait and Tackle.



Demographics

Age Breakdown

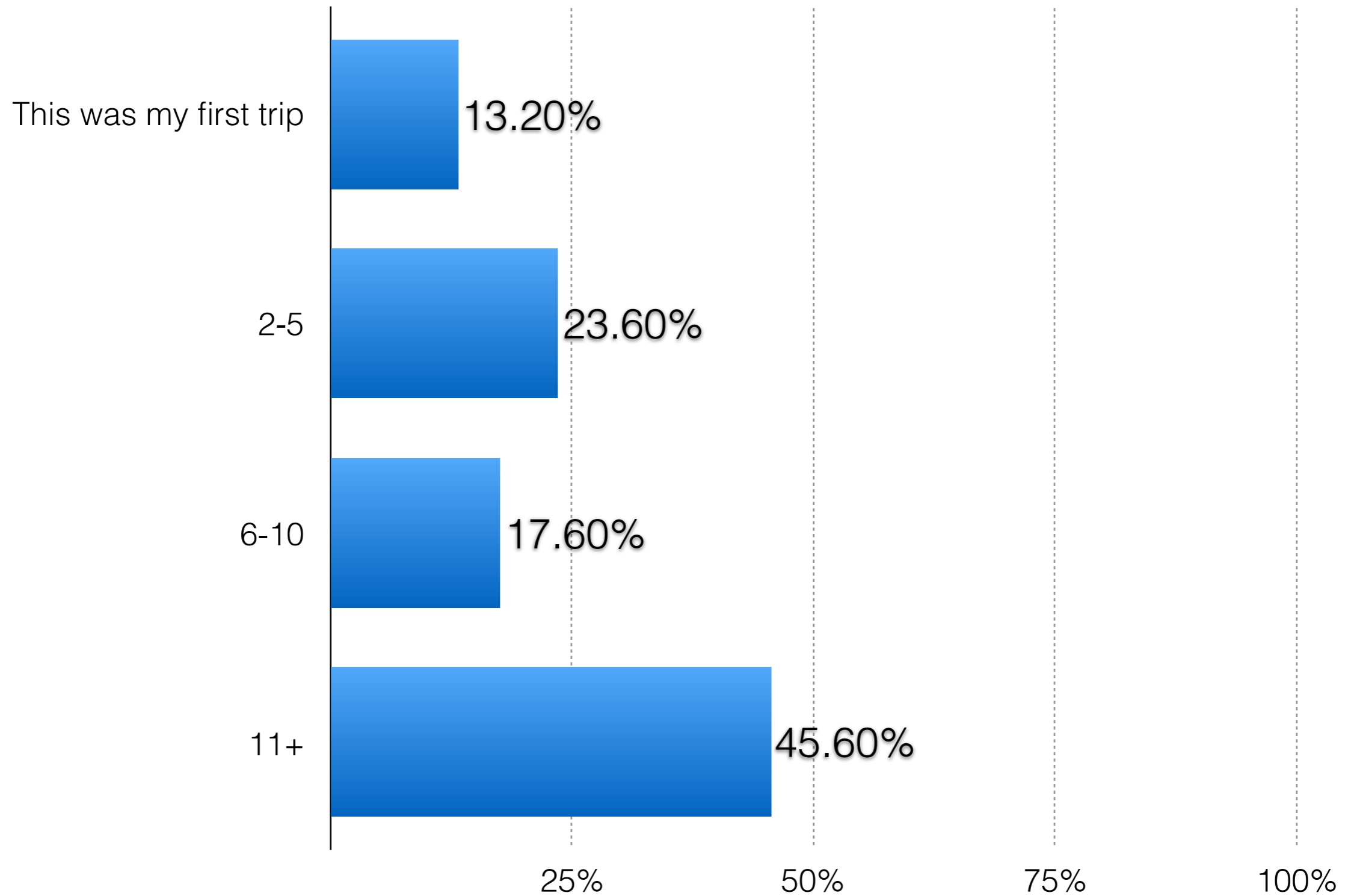


Breakdown of Respondents

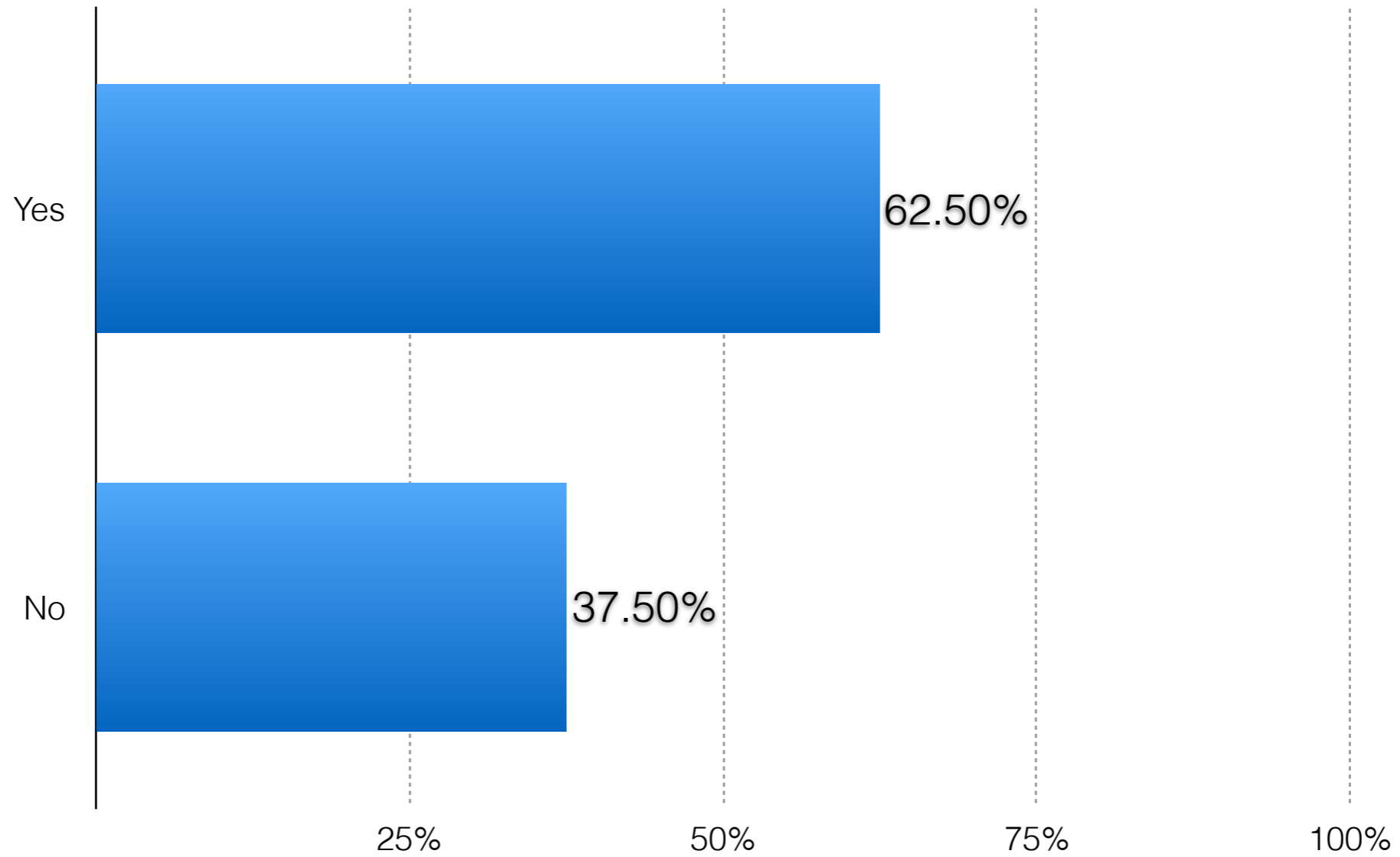
NY	58
VT	32
NJ	30
MA	20
CT	12
NH	11
PA	9
MD	4
Ontario	2
ME	2
DE	1
FL	1

Average Distance Traveled
160.08 Miles

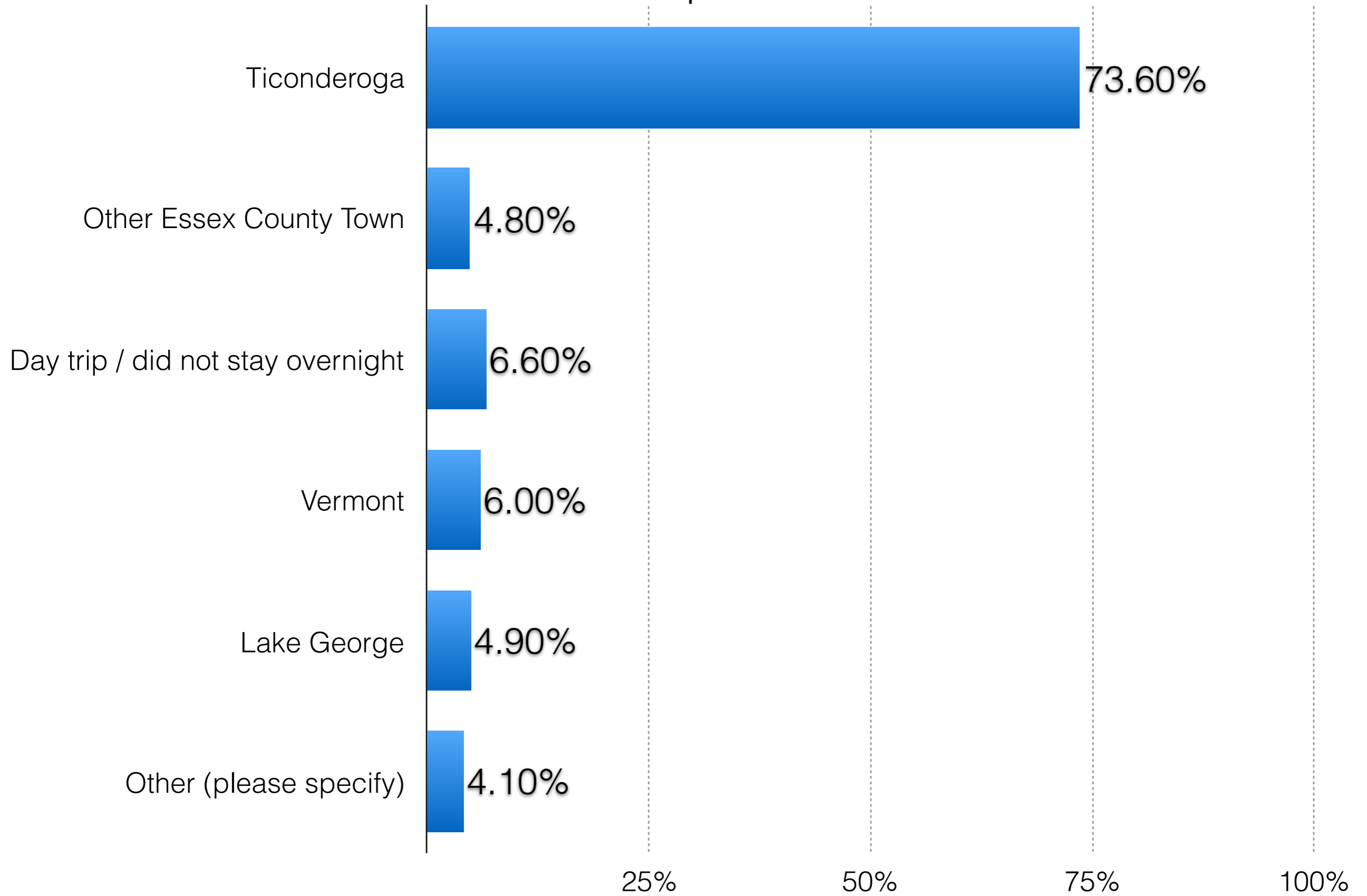
How many times have you participated in a fishing tournament in Ticonderoga Area / Lake Champlain Region?



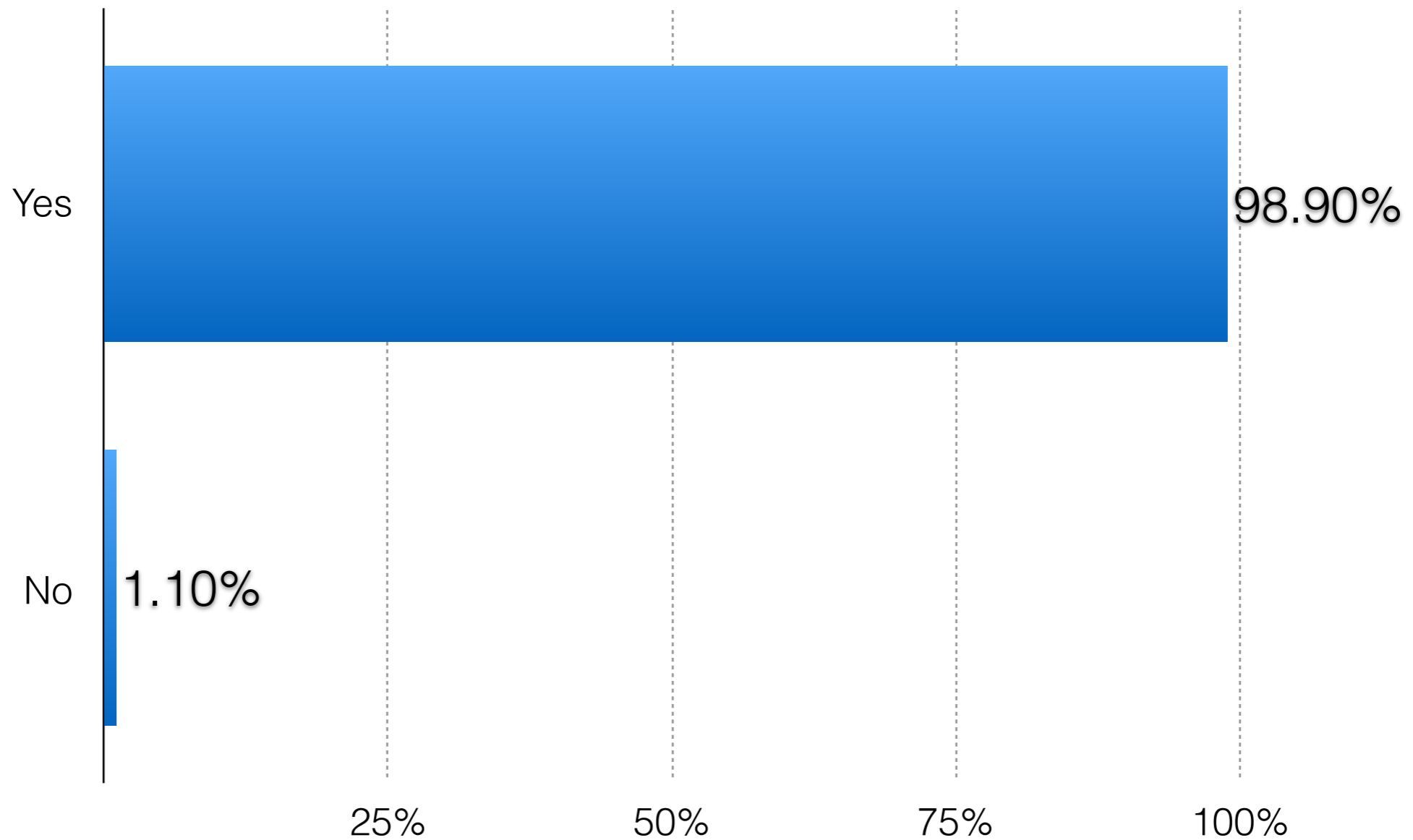
Other than for fishing tournaments, have you previously traveled to Ticonderoga Area / Lake Champlain Region?



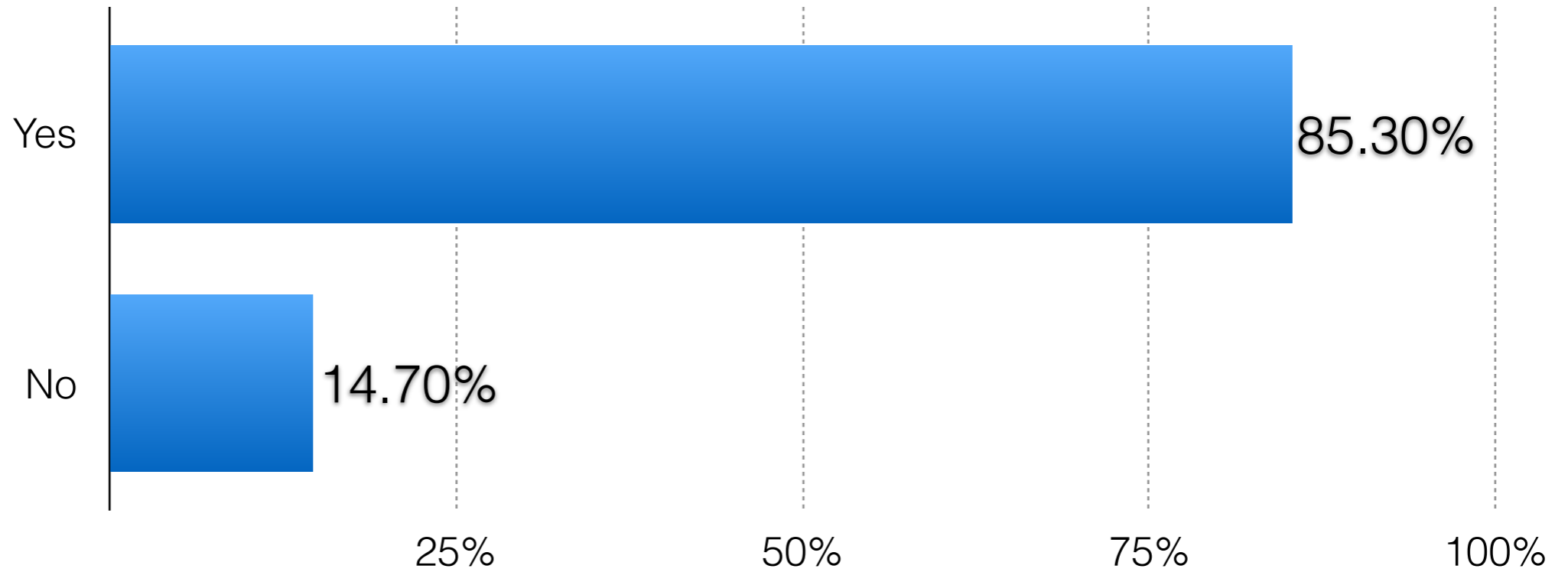
Where did you stay? ti, other essex, vt, lake george, brant lake/other, day trip



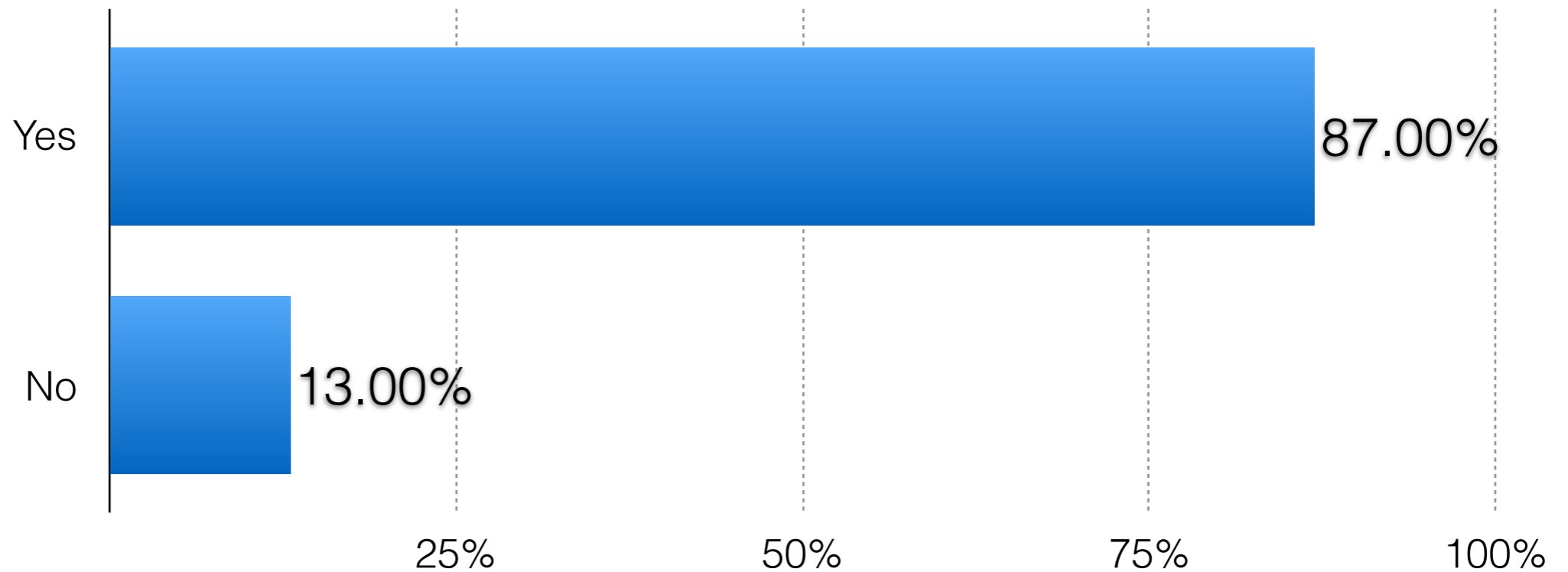
Based on your experience, would you visit Ticonderoga Area / Lake Champlain Region again in the future?



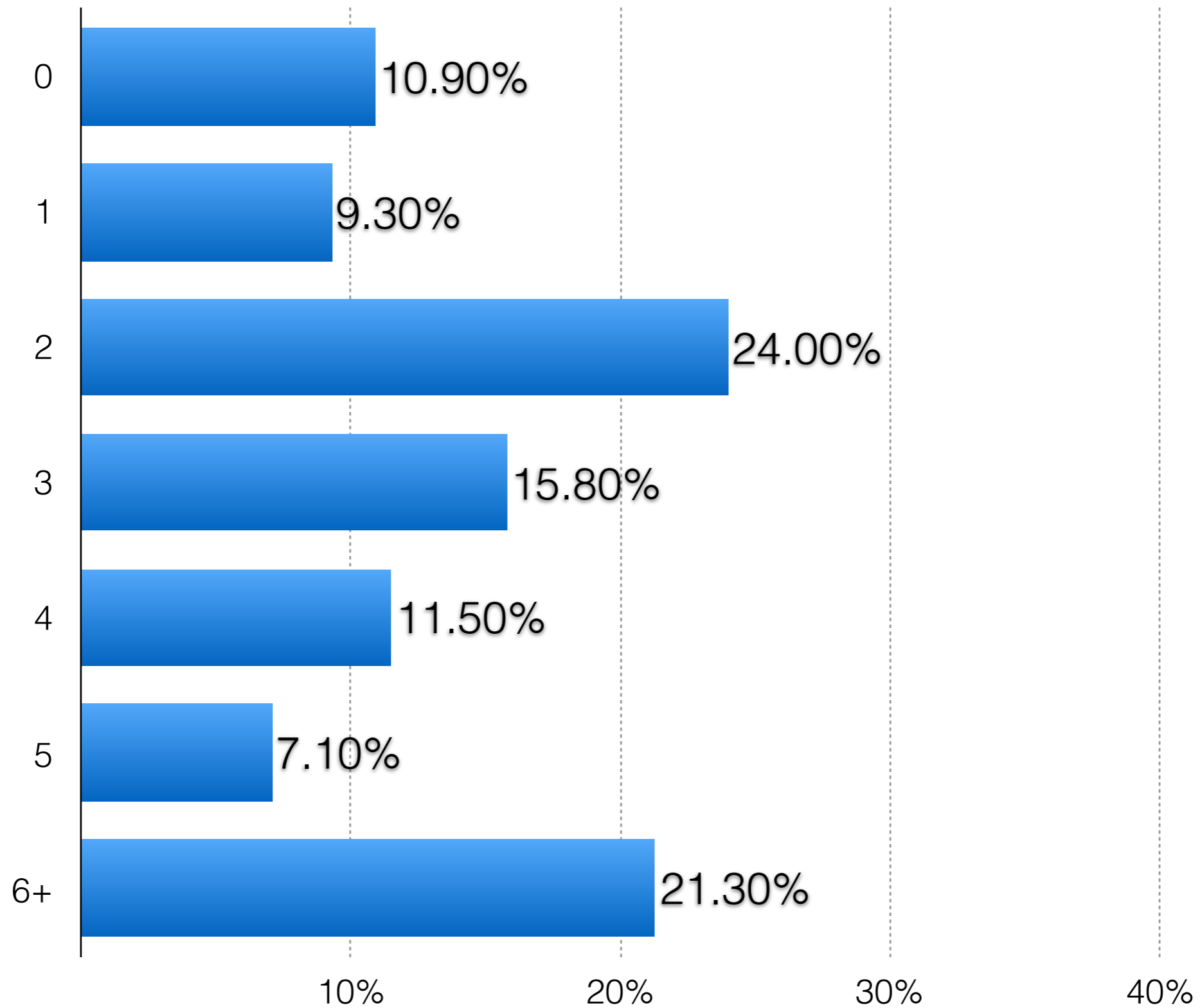
While you were here for your fishing tournament, did you shop in the Ticonderoga Area / Lake Champlain Region?



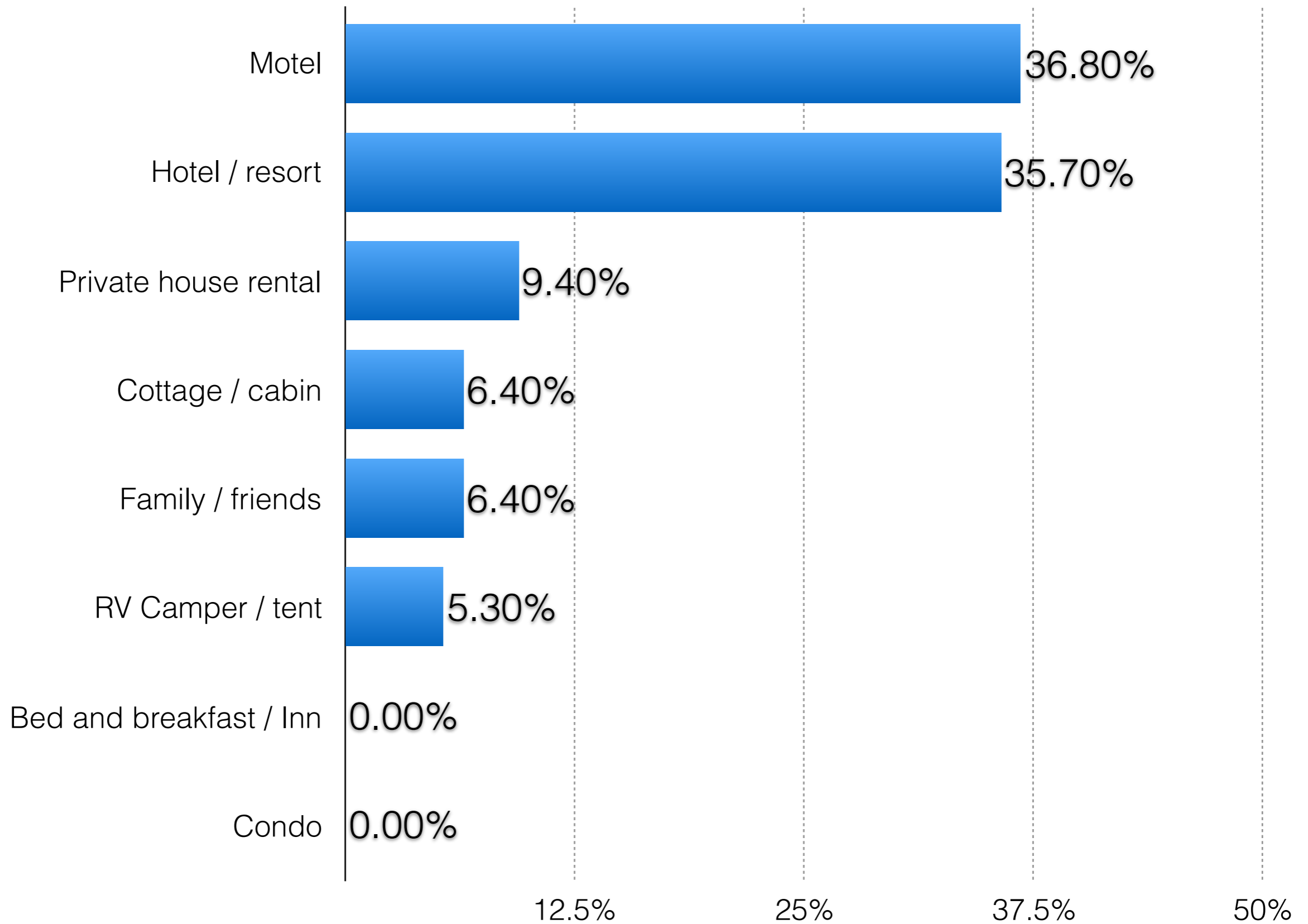
While you were here for your fishing tournament, did you dine in the Ticonderoga Area / Lake Champlain Region?



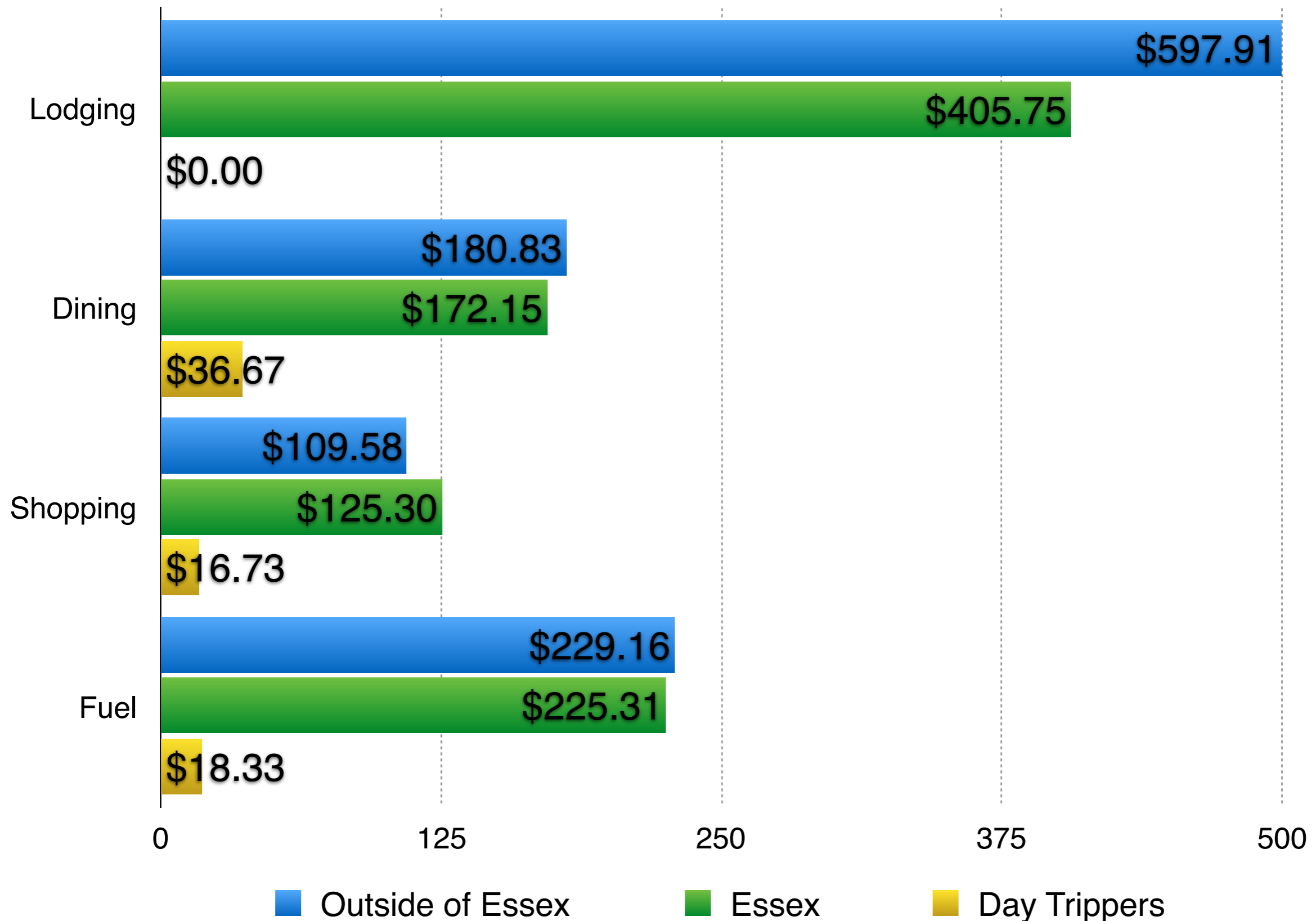
How many nights did you stay for your fishing tournament?



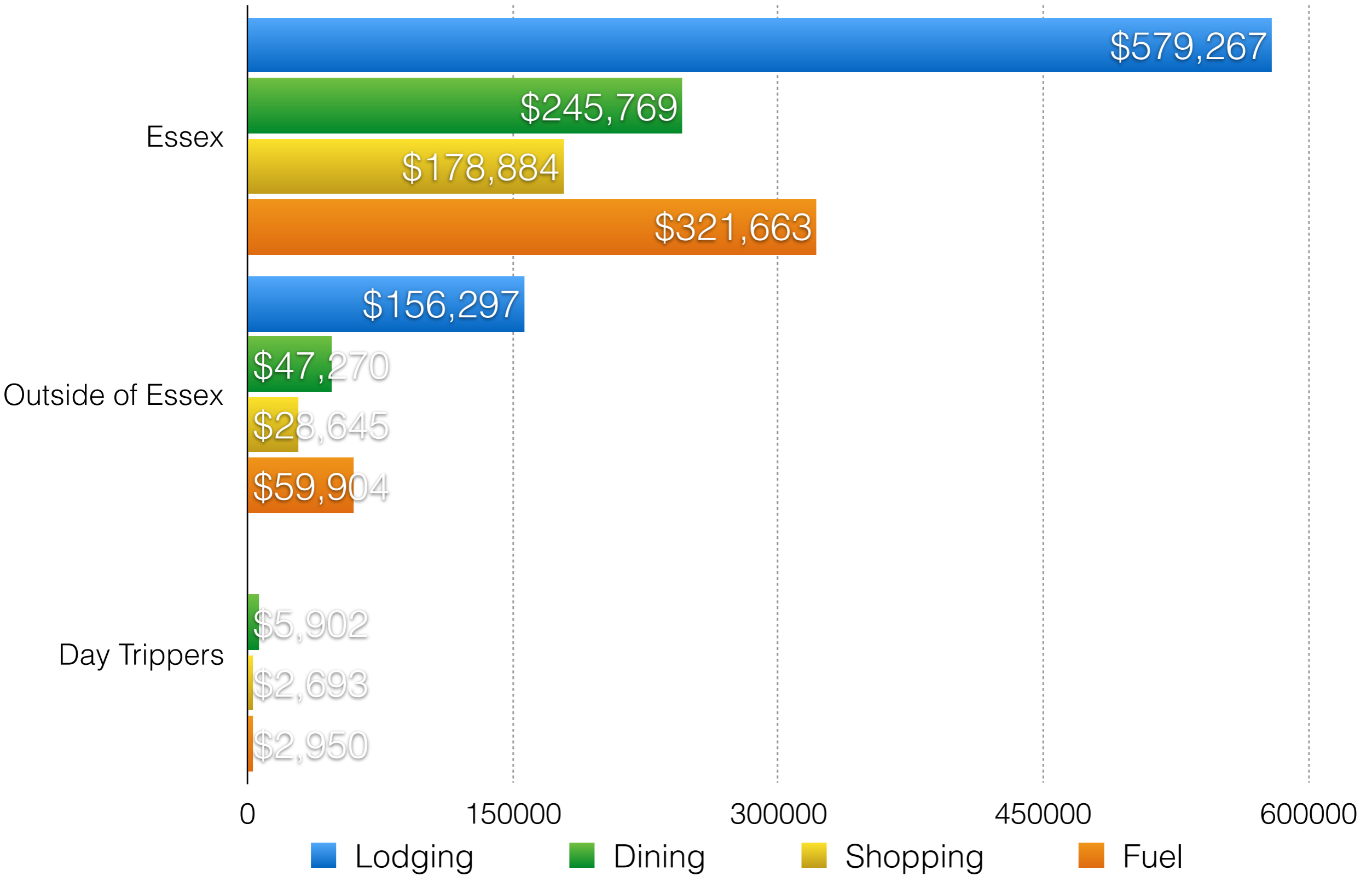
What was your primary type of lodging?



What was your estimated total expenditures for the following categories?



Estimated Expenditures



Total Estimated Direct Spend: \$1,472,945

\$54,754.06 of which is in Essex County Sales Taxes

*Does not include lodging expenditures outside of Essex County. Direct spend calculated with 7% margin of error using a sample size of 184 respondents of 1850 total participants.