

# LEISURE TRAVEL INFORMATION STUDY

## LAKE PLACID - ESSEX COUNTY CONVENTION AND VISITORS BUREAU



2008 RETURN ON INVESTMENT

CONVERSION RATE ANALYSIS

VISITOR PROFILE

PREPARED BY

TECHNICAL ASSISTANCE CENTER

SUNY PLATTSBURGH



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## EXECUTIVE SUMMARY

This study by the Technical Assistance Center (TAC) at SUNY Plattsburgh was commissioned to ascertain key marketing program statistics and visitor information for the Lake Placid/ Essex County Visitors Bureau (the Bureau). The research was targeted exclusively toward the leisure travel market and does not reflect impacts produced by the meeting/convention market segments.

This is the fifth consecutive year that this research has been conducted for the Bureau by TAC. The Bureau is responsible for marketing Essex County's tourism assets. The primary focus of the research is to determine the return on investment ratio for Essex County public marketing dollars expended during 2008 and the conversion rate factor that estimates the number of visitors to the region. A presentation of trends for the five year period now studied is also included within this research. This compilation of five years of data (2004-2008) establishes a reliable benchmark to which key statistics may be compared.

Results from 2008 affirm a majority of findings in the previous studies.

In 2008 the Bureau generated 84,993 leads, which is very close to the average of the past four years. The leads generated in 2007 presented a high at 96,197. A total of 31,086 survey requests were sent, with 2,663 surveys returned, representing a response rate of nearly nine percent. This is considered a sound response rate from a research perspective.

Highlights from the report include:

- Household income reported by respondents increased this year to a mean of \$92,913, and average age also increased slightly (as has been the trend) to 50.7 years old.
- A strong number of visitors continue to report that they are repeat visitors to the region, and a large majority (89%) state that they plan to visit in the future. The number planning future trips within the next year is higher than in any previous year studied. Prior visitation is the highest reported influencing factor to visitors, indicating very satisfied travelers to the area.
- Relaxing, dining and shopping are the largest reported draws to the area, followed by outdoor activities, sightseeing, visiting Olympic sites and heritage attractions.
- For those travelers who reported viewing advertisements about the area, "scenic beauty" and the "outdoors" were the most commonly selected concepts of influence to travel.
- Conversion measurement for this year, or those who stated that the information or advertisements viewed either reinforced plans or helped them decide to take an unplanned trip was 82% in 2008. This is very near to the five-year average (from 2004-2008).

- The average reported stay for 2008 is 4.3 nights, which is slightly lower than previous years. The average reported total visitor party size in this year is 4.1 persons (3.35 adults and 0.76 children). This is a slightly larger group than from the previous year, and higher than the five year average.
- Hotels/motels remain the most common lodging choice reported by respondents. The substantial decrease by those who reported staying with family and friends in 2008 is notable.
- The most commonly reported destination for travel other than to Lake Placid/ Essex County continues to be other U.S. destinations. An increase in 2008 was seen in travelers reporting cruise line travel. Expenditures at these alternative destinations per day rose from last year, but still fall below the daily expenditures reported by travelers to Essex County in 2008.
- Expenditures reported by travelers to Lake Placid/ Essex County in 2008 rose substantially (27%) from the previous year, to \$453 per visitor party per day. Increases per day were noted in every category tracked. Visitor trip duration (as noted previously) is down however.
- The estimated number of visitors to the region who contacted the Bureau was 285,746 in 2008. This represents an increase of 40,746 from 2007. The substantial increase is a result of the larger average size of visitor parties in 2008.
- Using the average visitor stay of 4.3 nights, the estimated number of overnight visitor days for those likely influenced by Bureau marketing is 1,216,883.
- Estimated marketing costs per visitor were slightly lower in 2008, at \$5.82 per visitor versus \$6.33 per visitor in 2007.
- For each occupancy tax dollar Essex County spent on marketing, visitors in the County spent \$86. This is lower than 2007 numbers, due to the slightly lower estimated visitor revenue. This is largely attributable to shorter stays per visitor party, a vacationer trend during times of economic uncertainties.

This report again indicates positive results for Essex County's marketing campaign, as well as the economic benefits to Essex County for the tourism marketing dollars expended. The significant challenges posed by the economy in 2008 have affected some tourism measures such as return on investment. However, the Bureau is continuing to experience overall positive impacts and successes such as larger visitor groups. The study can be used to continue enhance and evaluate future marketing efforts, techniques, marketing channels and resources. The data generated by this study has been consistent over the past five years, strengthening the credibility of the findings.

# METHODOLOGY

## Background

The Bureau engaged the Technical Assistance Center (TAC), the economic development outreach service at the State University of New York (SUNY) at Plattsburgh for the fifth consecutive year, to design a research project based upon a leisure visitor survey. The purpose of this study is to analyze survey data in order to determine the effectiveness of the Bureau's efforts to maximize tourism related revenues. The survey instrument was designed to measure the return on investment and the conversion rate of the 2008 Essex County marketing expenditures. Substantial visitor data and other marketing statistics were also gathered. The survey instrument was developed jointly by TAC and the Visitor's Bureau.

The survey was distributed electronically by the Lake Placid/Essex County Visitor's Bureau to their database of e-mail addresses of visitors or parties inquiring about visitation to Essex County in 2008. These names are traceable direct inquiries generated from the marketing efforts of the Bureau, which resulted in individuals providing contact information. The inquiry categories included respondents who requested information through the Internet, toll-free numbers, magazine reader service cards and other manners. This study does not take into consideration the potentially large group of individuals that view travel materials and are then influenced to travel to the area, but do not provide traceable information.

A total of 31,086 invitations to participate in the survey were sent out; 26,086 by email and 5,000 by postcard. The Bureau determined the pool of survey invitees and raw data. Two thousand six hundred sixty-three (2,663) responses were received, providing a rate of return of 8.6%. The nearly 9% response rate is deemed valid by the researchers.

The survey instrument was predicated on continued research done on similar purpose surveys and was further refined based on the experience of professionals in the tourism industry. The on-line survey was attractively designed and provided unique Adirondack-related incentives for completion. The first prize was a weekend for two at the luxury property, the Mirror Lake Inn in Lake Placid. Five Adirondack chairs were also awarded as prizes. The opinion of the researchers is that the incentives contribute to a relatively high return rate of the survey without skewing data.

TAC engages experts from the SUNY Plattsburgh faculty for research projects as appropriate. John Parmelee, faculty member in the Department of Hotel, Restaurant, and Tourism Management and Victoria Zinser Duley, TAC assistant director are the co-researchers and authors of this report.

Survey data was tabulated by Technical Assistance Center staff, with data analysis performed using the SPSS software program. Statistical assistance was provided by Lisa Cyphers, Statistician. Report assistance and editing was carried out by Theresa

Bennett of TAC, and Howard Lowe, Director of economic development at SUNY Plattsburgh.

## **Conversion Rate Explanation**

The conversion rate is measured by comparing the number of traceable inquires about the region in a given time period against the number of individuals that visited the region after receiving travel information. Direct traceable inquiries are defined and generated by the marketing efforts of the Bureau, resulting in individuals who provide contact information. It is important to recognize that there were conceivably many more visits to the websites, or potential visitors who viewed travel information than those who provided their contact information, and consequently many more visitors than what is tracked through the number of direct inquiries.

The following is an explanation of conversion analysis from Michigan State University<sup>2</sup>:

*“Conversion studies estimate gross and net proportion of inquirers. Gross conversion rate involves the inquirers that took a trip to the destination after requesting travel information, while the net conversion rate involves the inquirers who traveled to the destination as a direct result of the travel information they received. Researchers and marketers use conversion studies to compare the effectiveness of advertising placements.*

*These studies base their estimates on gross, net and length of stay conversion rates. These rates provide information about the effectiveness of promotional material. The gross estimate refers to the amount of people inquiring for information and traveling to [Essex County] after receiving the information, while the net estimate is about the direct influence of the [Bureau’s] information on the decision to travel to [Essex County].*

*What is interesting in these studies is that a significant percentage of the sample had already decided to travel before receiving the information. These people are part of the gross estimate. A more telling figure is the net estimate because it indicates the actual influence of advertising and travel information on a traveler’s decision to take the trip.”*

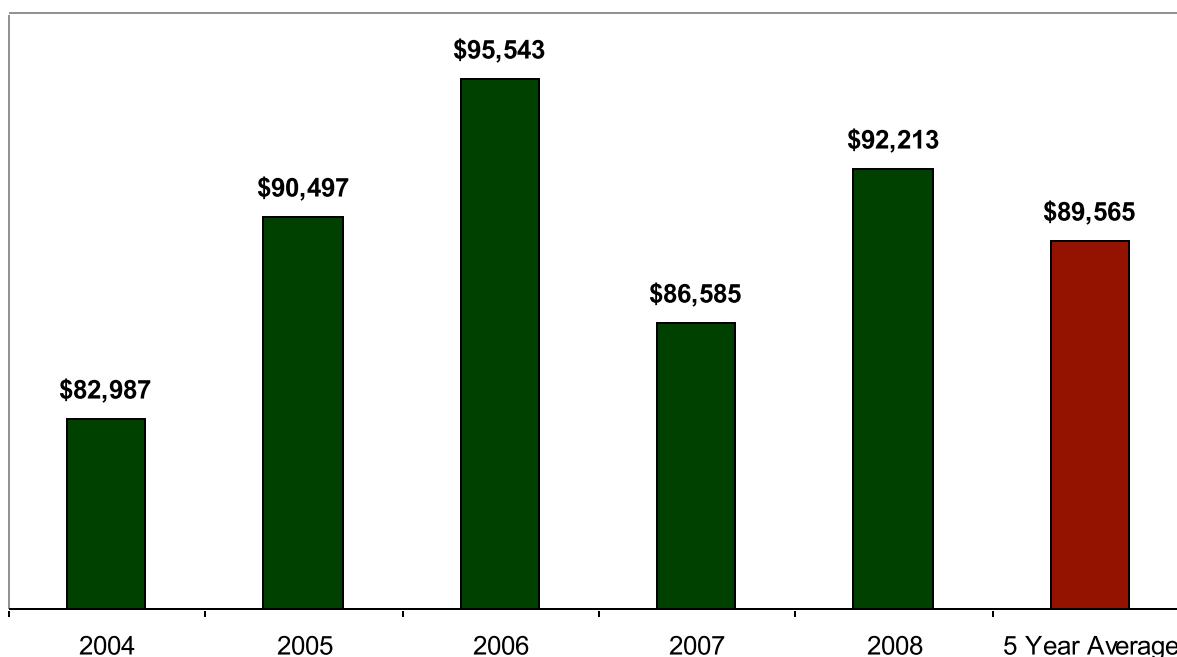
Return on Investment is determined by measuring visitor expenditures divided by the marketing dollars spent. This is reported and carried out in the concluding sections of the report.

## RESPONDENTS' DEMOGRAPHIC PROFILE AND RESIDENCE

### Income

The median income for survey respondents is in the \$80,000 to \$124,999 range. This provides a mean of \$92,913 for household income (when tabulated using midpoints of these ranges). This indicates a substantial increase from the income level reported in the previous year. The median income is also the most frequent income category response (the mode). The five year average of these midpoints is \$89,565. The chart below provides the distribution of the tallied income ranges of travelers surveyed in 2008.

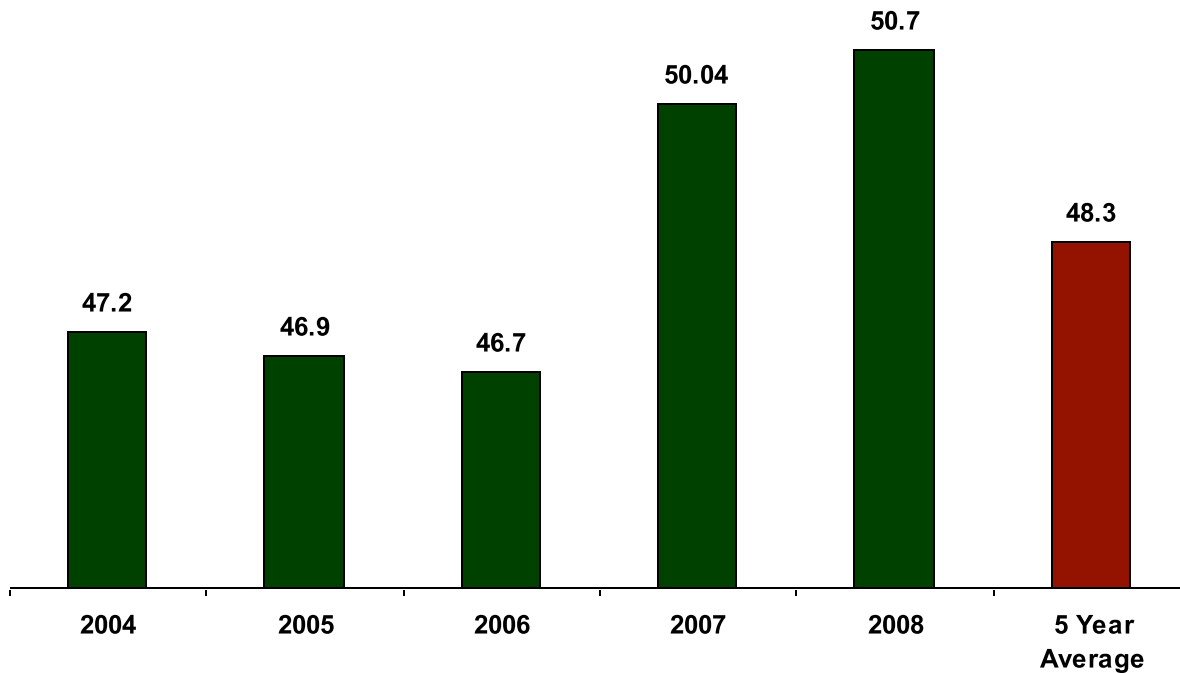
**Mean Respondent Income**



### Age

The mean age of traveler respondents is 50.7. This is slightly higher than found in the previous year, and follows (a somewhat mixed) trend of visitor age increasing during the last five years. The five-year average of these mean ages is 48.3. This distribution is illustrated in the chart below.

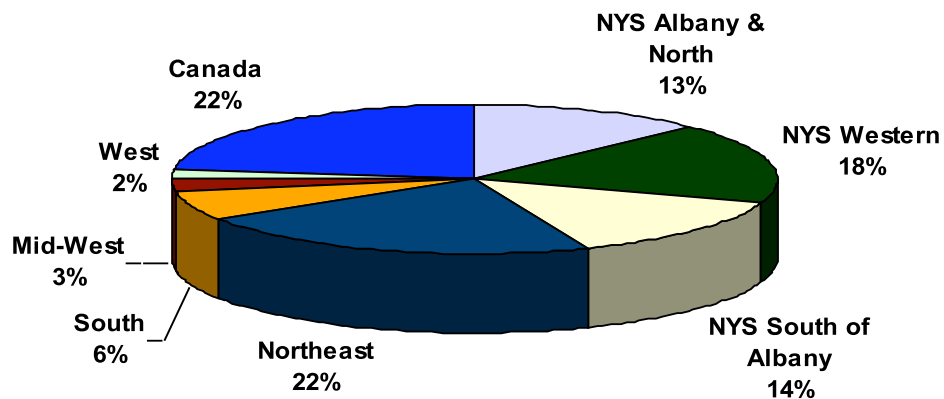
### Mean Respondent Age



### Area of Residence

The chart below (based on zip or postal codes), indicates that a majority of visitor respondents are traveling to the region from outside of New York State.

### General Area of Visitors' Residence

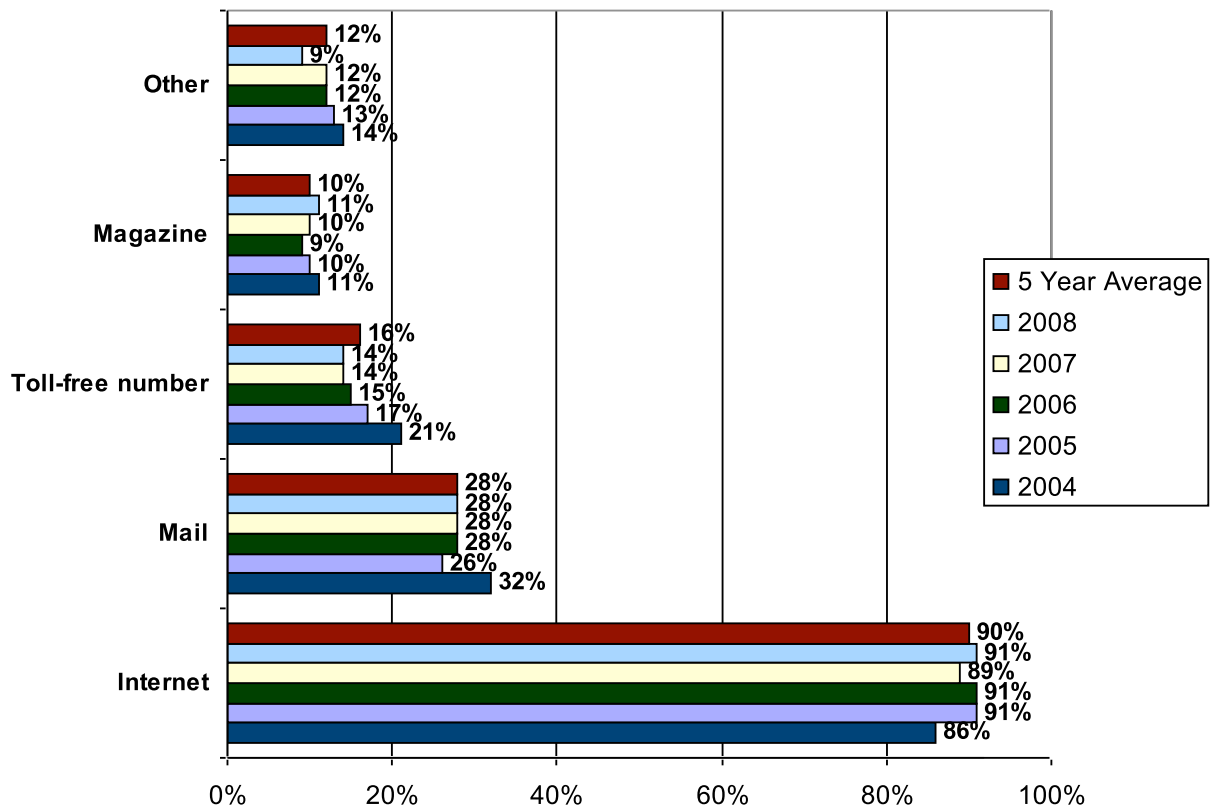




## TRAVEL RESEARCH INFORMATION

Data for 2008 regarding how leisure travelers are researching their plans is extremely consistent with previous years. Once again, the Internet is by far the dominant source for vacation research. Mailed materials continue to be a strong secondary source. A consistent number of respondents research travel plans through a toll-free telephone number and using magazine material.

**Research of Travel Plans**



The percentages above add to more than 100% per year because respondents were allowed to report multiple information sources.

The following table indicates the five-year averages of these sources for travel research:

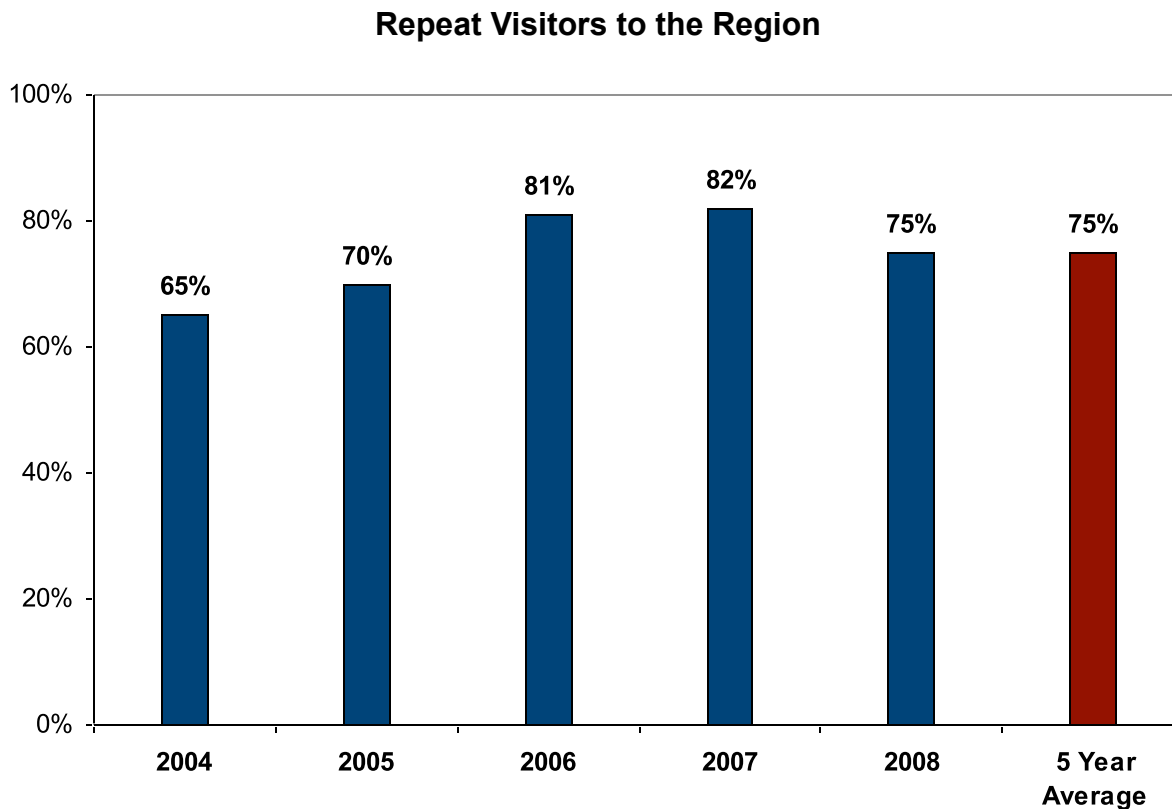
	Internet	Mail	Toll-free Phone Number	Magazine	Other
<b>Five-Year Average Percentage Use by Travel Research Source</b>	90%	28%	16%	10%	12%

## VISITS TO THE REGION

Thirty-three percent of the survey respondents reported that they did not visit the region in 2008. Of the majority (67%) who had traveled to the region, the most common percentage (39%), had taken one trip. Sixteen percent had taken two trips, and 12% had taken at least three trips to the region in 2008.

### Repeat Visitors

A high number are repeat visitors to the region. In 2008, 75% of respondents reported having visited Lake Placid/Essex County previously. The following chart provides the percentages of repeat visitors over the last five years.

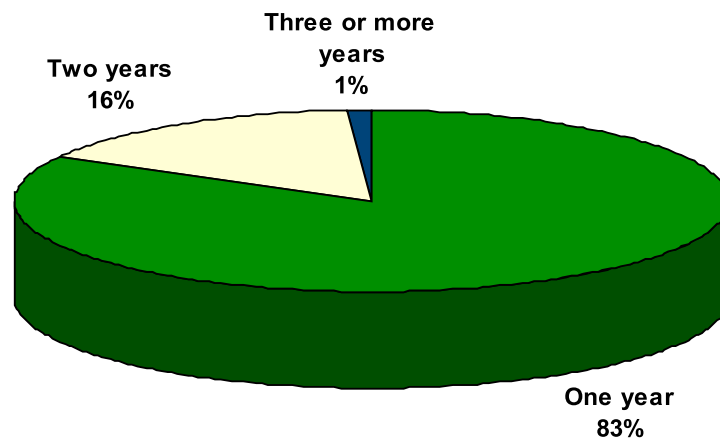


The average percent of repeat visitors for 2004-2008 is 75%.

## Future Visitors

A strong majority of respondents said that they plan to visit the region in the future (89%). The reported timing for anticipated visits among this group is illustrated below. This shows a positive shift toward a substantially higher percentage of respondents planning their trips within the next year than was demonstrated within the last several years.

**Anticipated Timing of Visits- 2008**



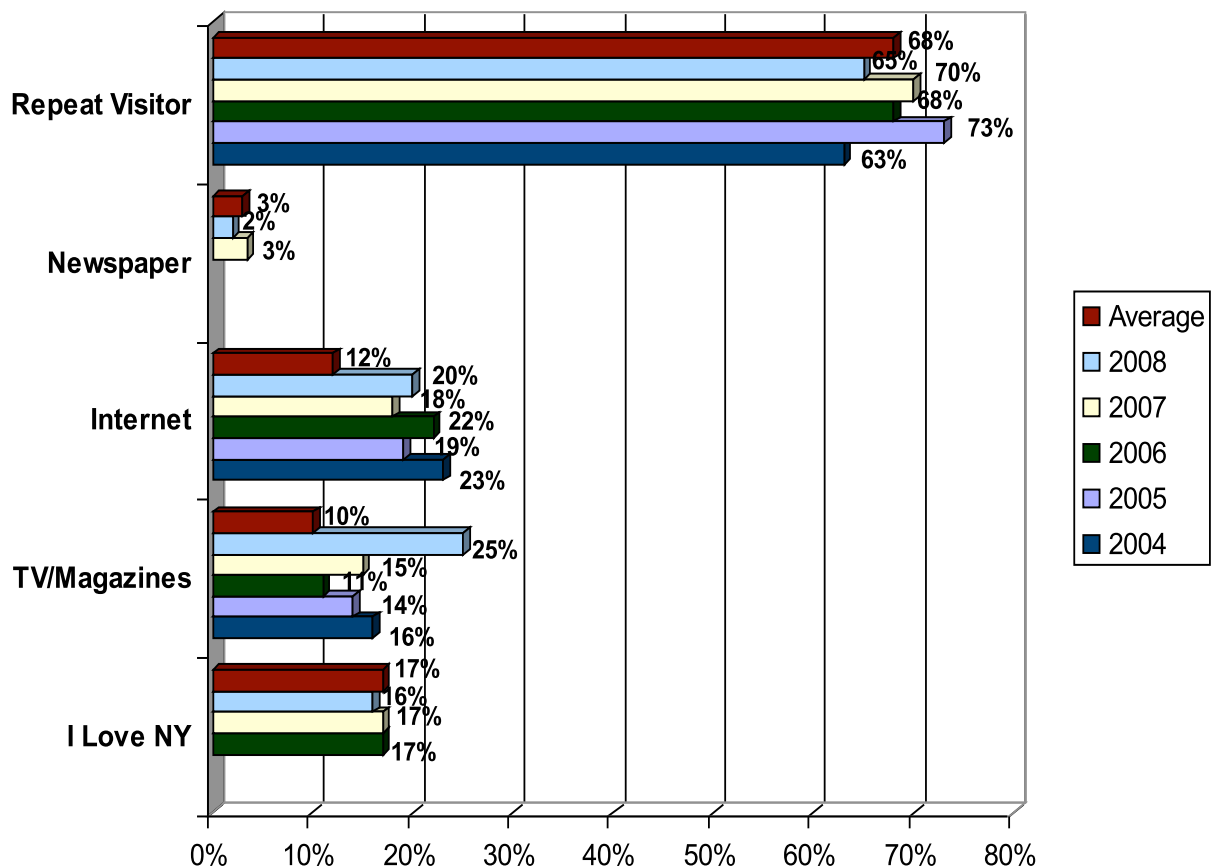
The table below depicts the ranges in past and future traveler information over the last five years. Some information from 2004 is not available.

	2004	2005	2006	2007	2008	Four or Five-year Average
% visitors who took one trip to the region in last 12 months	Not available	35%	40%	35%	39%	37%
% visitors who took two trips to the region in last 12 months	Not available	19%	19%	22%	16%	19%
% visitors who took three or more trips to region in last 12 months	Not available	26%	20%	25%	12%	21%
% visitors who plan to visit the region in future	99%	96%	96%	94%	89%	95%
% future visitors who plan to visit the region in the next year	87%	78%	79%	70%	83%	79%
% future visitors who plan to visit the region in the next two years	10%	18%	15%	24%	16%	17%
% future visitors who plan to visit the region in the next three or more years	3%	5%	6%	6%	1%	4%

## INFLUENCE TO VISIT THE REGION

Survey respondents were asked to select what inspired their visits to the Lake Placid/Essex County region. Results for newspaper articles/advertisements and the I Love NY travel campaign influences are only available for the last two years, when this data was first collected. The chart below illustrates the influencing factors for visitation during the five year period. Respondents were allowed multiple responses.

**Influencing Factors for Travel to Region**



Prior visitation continues to be the strongest influencing factor, (although slightly lower in 2008 than the prior year). The Bureau has developed a customer list (database) that serves as the foundation for its marketing and communications efforts. The database is used to facilitate the Bureau's customer relationship management (CRM) strategy, which revolves around an annual schedule of targeted promotional e-mail. Clearly the repeat visitors to the region are satisfied with their experiences.

The television/magazine category shows a noticeable rise in influence for 2008 data. This is mostly attributable to the larger numbers of visitors who indicated that reading magazine articles (a subset of this factor) were an influence. The other categories of influencing factors remain fairly consistent across the years.

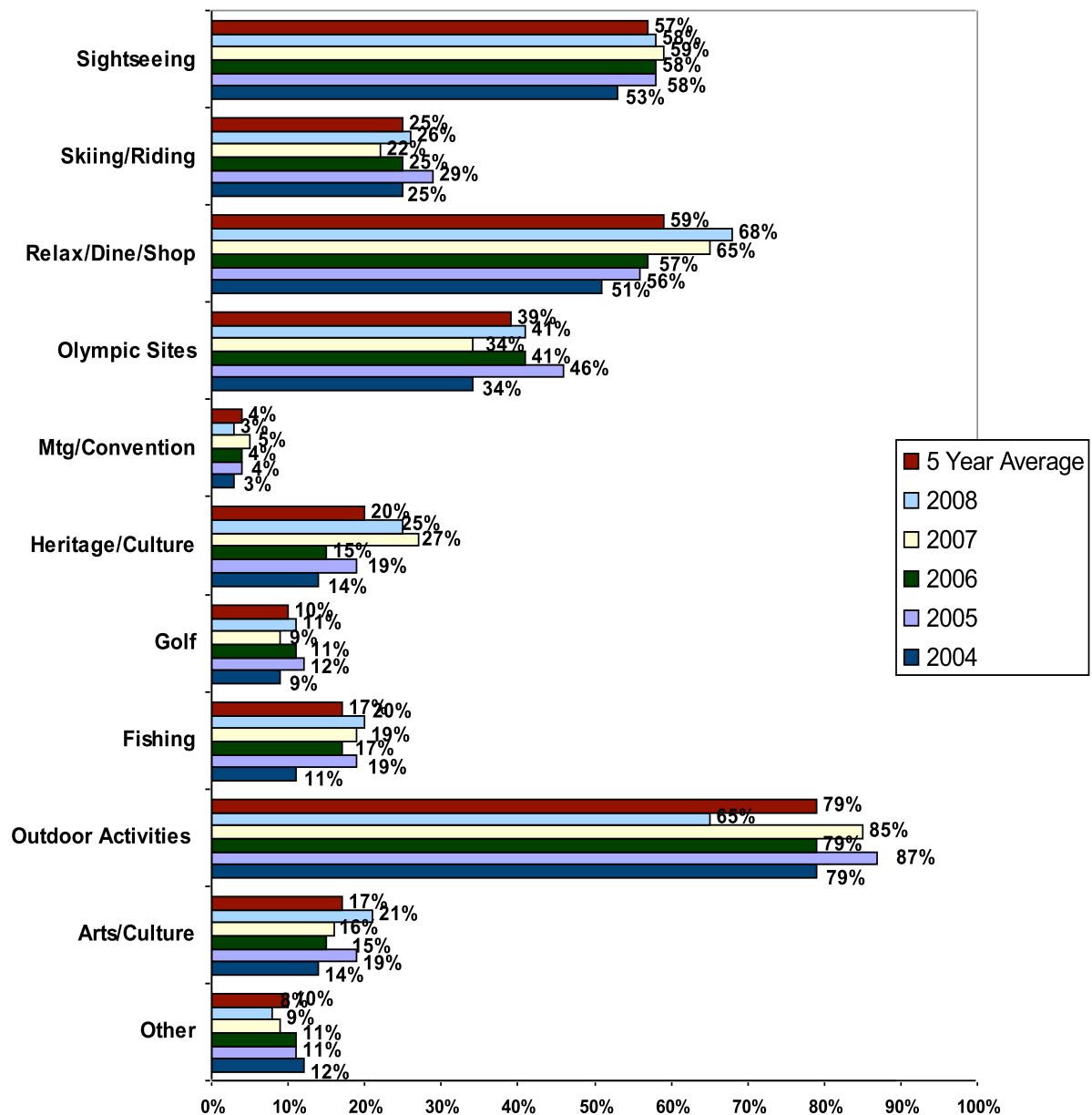
The table below provides the five-year averages of these reported factors:

	<b>R e p e a t</b>	<b>Newspaper</b>	<b>Internet</b>	<b>T V</b>	<b>/I Love NY</b>
<b>Five-Year Average of Influencing Factors for Travel</b>	<b>Visitor</b>			<b>magazines</b>	
	68%	3%	20%	16%	17%

This demonstrates the continued strength of repeat visitor influence.

## REGIONAL ATTRACTIONS

Respondents were asked to select the activities which attracted them to the Lake Placid/ Essex County region from a provided list, as well as to provide others which were not included. Multiple responses were allowed. The chart below demonstrates the draw of various attractions for 2008 respondents, as well as the previous four years. It should be noted that the data for “outdoor attractions” is presented differently in this year- combining the formerly separate categories of canoeing/kayaking, and hiking/ backpacking into “outdoor activities”.



This year's data shows relaxing, dining and shopping activities as the largest draw (68% of respondents), followed by outdoor activities (65% of respondents) and sightseeing (58% of respondents). Since the outdoor activities category was phrased differently this year, the researchers caution against concluding that this draw has diminished. A future year or two of data in this area will likely be more telling.

It is clear that the draw of relaxing, shopping and dining activities is strong and growing. Sightseeing also remains consistent within the last several years as a strong draw. Olympic sites continue to be a strong factor, growing in their attraction to selection by 41% of 2008 respondents (from 34% in 2007). Skiing/riding and heritage or cultural activities are also reasonably strong attractions, with approximately one in four respondents indicating a draw to the region from these activities.

The following table provides five year averages of these listed attractions by percentages of responses.

	<b>5-year Average of Attraction Frequency</b>
<b>Sightseeing</b>	57.2%
<b>Skiing/riding</b>	25.4%
<b>Relax/dine/shop</b>	59.4%
<b>Olympic sites</b>	39.2%
<b>Meetings/conventions</b>	3.8%
<b>Heritage/culture</b>	20%
<b>Golf</b>	10.4%
<b>Fishing</b>	17.2%
<b>Outdoor activities</b>	79%
<b>Arts/culture</b>	17%
<b>Other</b>	10.2%

Within the 2008 data, frequent "other" attraction responses include: camping, horse shows, ice skating or ice hockey, the Ironman event, motorcycle riding, and visiting friends (see Appendix C: Open Ended Responses).

## **SATISFACTION WITH LEISURE TRAVEL – RELATED INFORMATION PROVIDED**

This question specifically addressed quantitative rather than qualitative satisfaction with the information provided by the Visitor's Bureau. The prospective visitor through various means such as websites, magazines and toll-free numbers, can access a full complement of travel information. Ninety-six percent of respondents indicated that they found all of the information they were seeking, with only 4% indicating dissatisfaction in this area.

This represents a slight improvement in satisfaction over last year and continues a positive trend to reinforce the consistent quality, form and availability of tourism-related materials. The table below demonstrates the response in this category of satisfaction with travel information provided over the past five years.

	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>% Satisfied with travel information provided</b>	94%	93%	93%	95%	96%



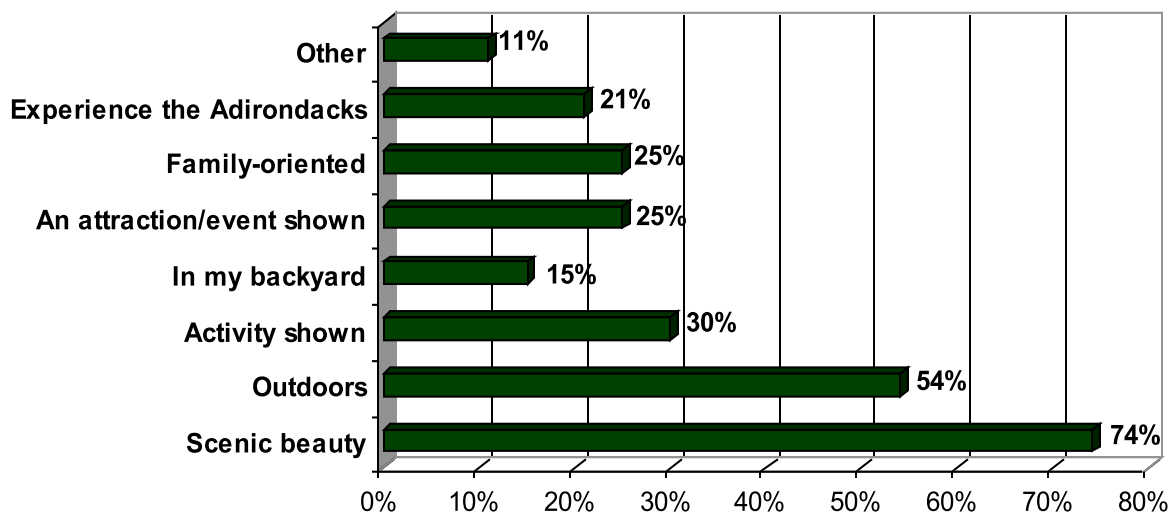
# INFLUENCE OF ADVERTISING MATERIALS

## Influence of Advertising Materials

The survey asked travelers if they had encountered advertising for the region, and if they had, to categorize what was attractive about the material. This was the first time this question was posed in the last five years of research. Respondents were provided with a number of conceptual categories which the advertising may have highlighted. They were instructed to select all applicable answers.

The following chart shows the response rates by category for this information.

**Influence of Advertising Concepts**



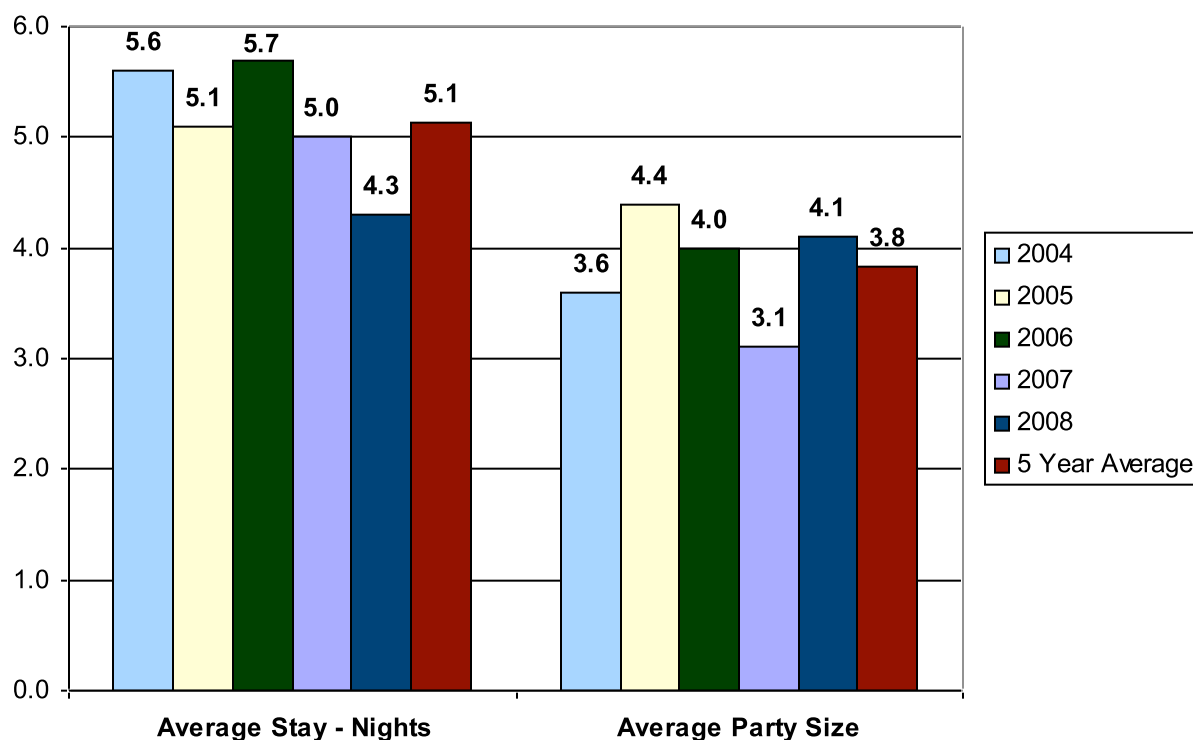
Scenic beauty was clearly the leading advertising concept which attracted travelers. The “outdoors” was the second very strong concept identified by these respondents. The categories of the “activity shown”, an “attraction or event shown”, a “family-oriented scene”, and “experiencing the Adirondacks” all were significant reported as having stronger influence. “In my backyard” was not a strong influencing concept.

## VISIT DURATION AND PARTY SIZE

The average reported stay for 2008 is 4.3 nights (or 5.3 days). A daytrip is considered one day, but zero nights stayed. This number is slightly lower than previous years, confirming the trend of shorter trips for many groups due to economic uncertainties in the past year and a half. The five-year average for duration of stay is 5.1 nights (6.1 days).

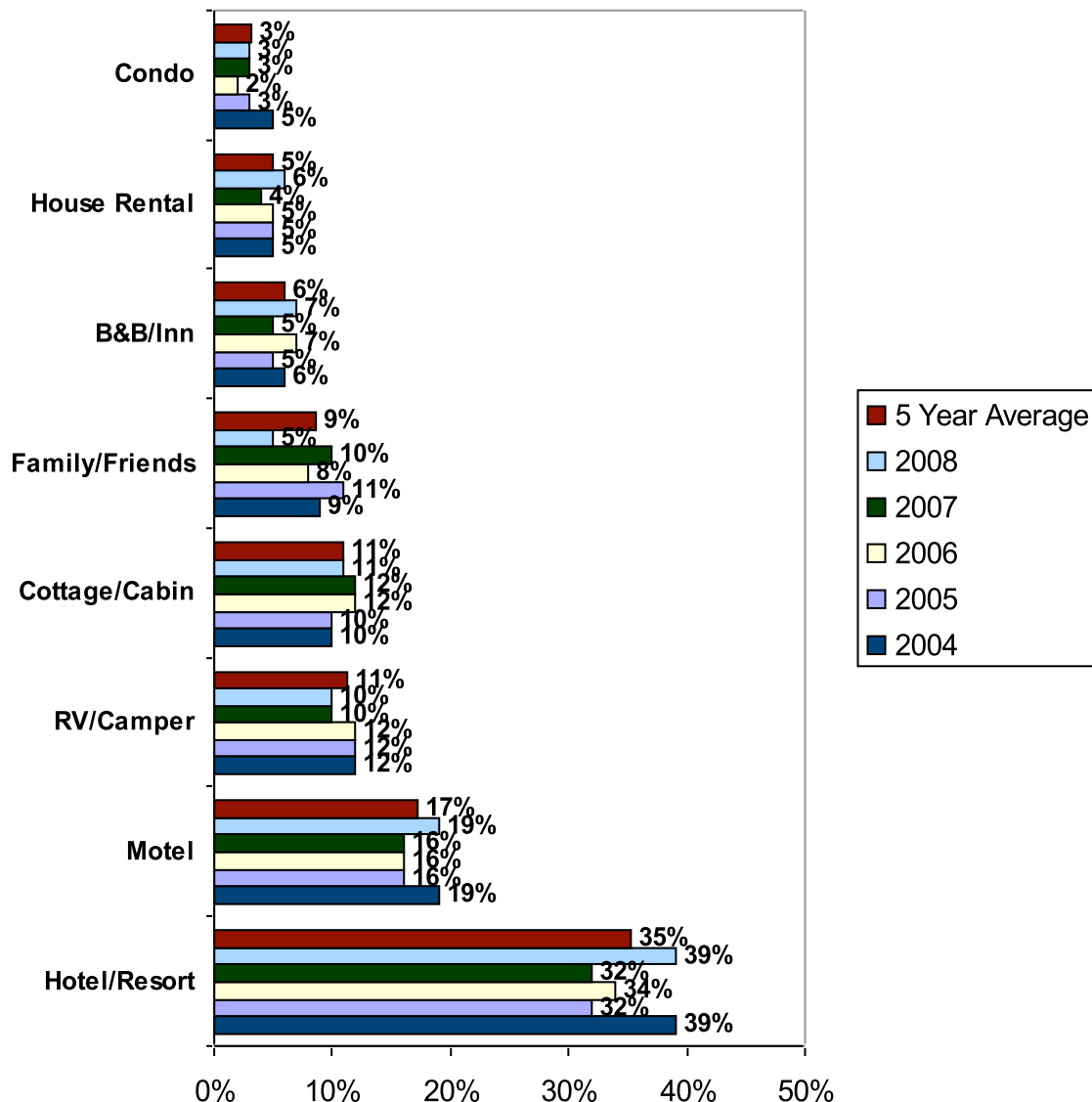
The average reported total visitor party size for 2008 is 4.1 persons, which includes an average of 3.35 adults and 0.76 children. This is a slightly larger group than reported in the previous year. It is also higher than the average of the past five years, which is 3.8 persons.

**Average Duration of Stay and Visitor Party Size 2004 to 2008**



## LODGING SELECTIONS

Visitor respondents were asked what type of lodging they used during their stay in Lake Placid/ Essex County. Hotels remain the most common choice by far, with 39% selecting this response. Motels are next most commonly reported (19%), while cottages/ cabins and RV's/camping were also popular (11% and 10% respectively). It is interesting to note that the percentage indicating that they stayed with friends and family is half of the percentage responding as such last year. This represents a positive impact for local expenditures.



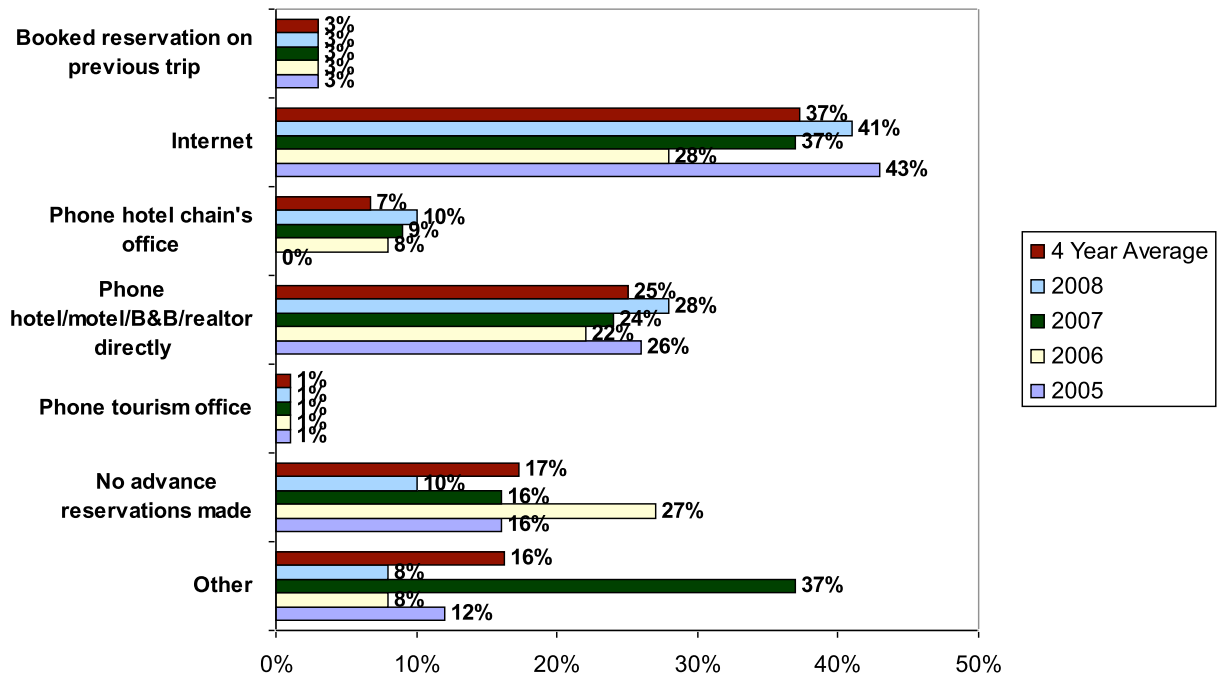
The following table provides the averages of responses for lodging choices from 2004-2008:

	<b>Five-year Average of Lodging Responses</b>
<b>Hotel</b>	35%
<b>Motel</b>	17%
<b>RV/Camper</b>	11%
<b>Cottage/ cabin</b>	11%
<b>Family/ friends</b>	9%
<b>B &amp; B/ inn</b>	6%
<b>Private house rental</b>	5%
<b>Condominium</b>	3.2%

Overall the trend appears to be the continued dominance of hotels and motels. Most other lodging selections have been fairly consistent during the past five years, with the exception of an increase in private house rental use and a decrease in stays with family and friends, both occurring in the most recent year.

## RESERVATION METHODS

Visitor respondents were asked about the different methods used to make their accommodation reservations. Internet reservations remain the most common response, although telephone reservations (particularly directly to the property) remain strong. This information was gathered beginning in 2005, so only four years of data for comparison purposes are included within the chart and table below.



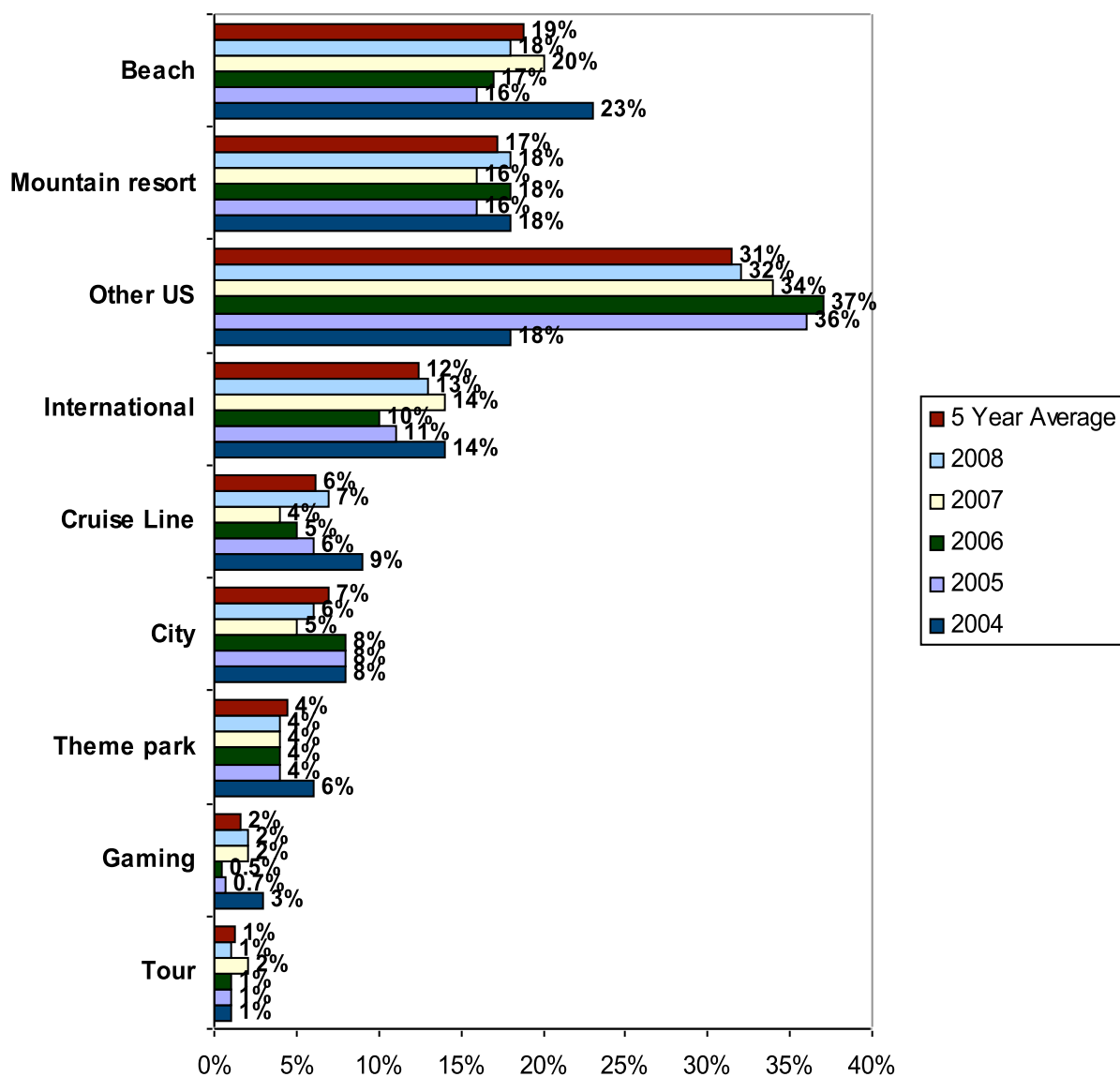
The following table shows the average for this four-year period by accommodation type.

	Four-year Average of Lodging Responses
<b>Hotel</b>	35%
<b>Motel</b>	17%
<b>RV/Camper</b>	11%
<b>Cottage/ cabin</b>	11%
<b>Family/ friends</b>	9%
<b>B &amp; B/ inn</b>	6%
<b>Private house rental</b>	5%
<b>Condominium</b>	3.2%

## ALTERNATE DESTINATION

### Alternate Destination Location

Respondents were asked to select what type of locale best described their alternative destination (among those travelers who indicated that they did not visit Lake Placid/Essex County in the past year). United States destinations other than the Essex County area remain the most popular reported alternative destination for travelers. Beach or mountain resorts continue to be popular choices. A noticeable rise in respondents stating that a cruise line was their alternative destination for travel is found in this year's data.



The following table shows the average for this five-year period by alternative destination type.

	<b>Five-year Average of Alternative Destination Type</b>
<b>Beach</b>	19%
<b>Mountain resort</b>	17%
<b>Other U.S.</b>	31%
<b>International</b>	6%
<b>Cruise line</b>	6%
<b>City</b>	7%
<b>Theme park</b>	4%
<b>Gaming</b>	8%
<b>Tour</b>	1%

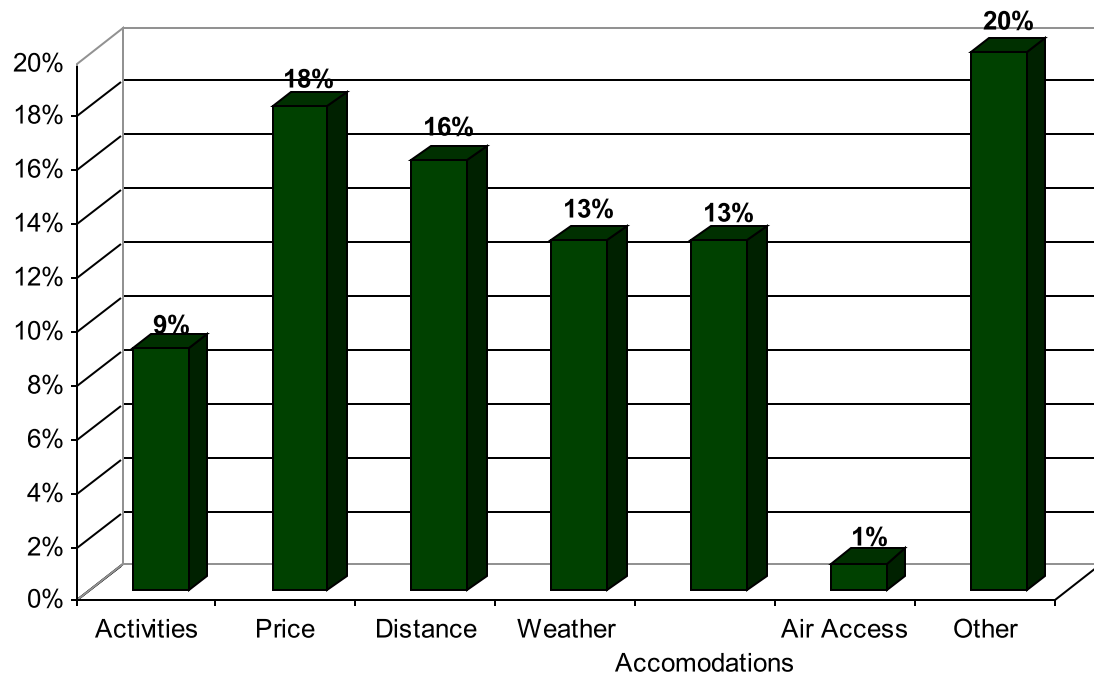
The five-year averages of destinations show relative consistency in popularity of alternative travel choices. Other U.S. locations are selected most frequently, followed by beach destinations and mountain resorts. Gaming locations and cities are the next most commonly reported destinations among this five-year pool of respondents. It may be useful to allow respondents to provide further detail regarding the “other U.S. destinations” in the future to determine if there are patterns to these competitive travel locations.

### **Alternate Destination Selection Rationale**

Data is provided for 2008 only within this area, as the categories for selection vary substantially because this question was presented in its current form only in 2007. Price and distance are the specific categories chosen by most respondents for rationale of choosing a destination other than Essex County. Weather and accommodations are other common selections. Comparing these results to 2007 show notable increases from 2007 to 2008 in selection of alternate destinations due to the following rationale: “accommodations available”, “weather”, “distance” and “price”.

The “other” category is the most common choice within this question. Some of the more common reasons specified by those who selected “other” include: location near family, family events such as reunions or weddings taking place, general family situations (such as presence of children) and a simple preference to visit another specific location. See Appendix C: Open Ended Responses for further detail.

### Rationale for Selecting Alternative Destinations- 2008





## ALTERNATE DESTINATION EXPENDITURES

The study shows slightly lower expenditures for guests who visited alternate destinations from those that visited the region. It is notable that this number is lower in comparison to the total spent by visitor parties per day in the Essex County/ Lake Placid region for this year. Increases in this year occurred in all categories of expenditures for alternative destinations except for meals and shopping. The alternate destination expenditures in comparison to Essex County breakdown as follows:

<b>Category</b>	<b>2008 Alternate Destination Per Visitor Party per Day</b>	<b>2008 Essex County Mean Expenditure Per Visitor Party per Day</b>
<b>Attractions</b>	\$37.19	\$40.26
<b>Entertainment</b>	\$33.36	\$37.43
<b>Transportation</b>	\$70.38	\$35.68
<b>Lodging</b>	\$140.97	\$164.16
<b>Meals</b>	\$63.70	\$74.16
<b>Shopping</b>	\$30.59	\$49.60
<b>All Other</b>	\$63.67	\$51.59
<b>Average Daily Expenditure</b>	<b>\$439.86</b>	<b>\$452.87</b>

The chart below depicts the range of reported expenditures per visitor party per day for 2004-2008. The expenditures have fluctuated substantially, and typically have been higher than the reported estimates of expenditures for Lake Placid/ Essex County travelers. This year (2008) shows the first time that the reported alternate destination expenditures are *lower* per day than is reported among Lake Placid/ Essex County travelers. Estimated travel expenditures in alternate destinations rose from 2007 this year (by nearly 8%) to \$440. The average expenditure of this five-year period per visitor party per day at alternative destinations is \$428.17.

	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Five-year alternate destination expenditures per visitor party per day</b>	\$365.33	\$410.39	\$517.57	\$407.71	\$439.86

The chart below depicts the 2007 visitor expenditure profile reported in the American Automobile Association's Annual Vacation Cost survey<sup>3</sup> for major U.S. destinations.

Essex County data is inserted to show that it falls in the mid-range of these national expenditure patterns. Expenditure per day is somewhat lower than Saratoga County per

LOCATION	AVERAGE EXPENDITURE PER VISITOR PARTY PER DAY
Hawaii	\$793
Washington, Dc	\$575
Saratoga County, NY <sup>4</sup>	\$552
Essex County, NY *	\$453
Miami Beach	\$370
New York State	\$320
Massachusetts	\$287

day, likely mainly because of Saratoga's high season cost structure.

\* number taken from this report

## LEISURE VISITOR SPENDING

Visitor respondents were asked to provide specific estimates of their spending in various categories during their 2008 trip to Lake Placid/ Essex County. Estimated leisure traveler expenditures *per visitor party per day* in 2008 increased substantially in every category from last year. The overall increase from 2007 to 2008 is 27%. Meals and “other” expenditures showed the highest increases.

The predominate spending categories, lodging and meals, have been consistent in growth over the reporting period. The following table provides a comparison of estimated expenses tabulated for the past five years, as well as the five year average.

**Mean Essex County Visitor Expenditures**

CATEGORY	2008 Mean Expenditure per visitor party per day	2007 Mean Expenditure per visitor party per day	2006 Mean Expenditure per visitor party per day	2005 Mean Expenditure per visitor party per day	2004 Mean Expenditure per visitor party per day	Five-Year Average Mean Expenditure Per visitor Party per day
ATTRACTIONS	\$40.26	\$31.14	\$26.44	\$28.15	\$20.47	\$29.29
ENTERTAINMENT	\$37.43	\$29.00	\$63.68	\$32.80	\$21.36	\$36.85
TRANSPORTATION	\$35.68	\$31.40	\$31.50	\$32.10	\$19.15	\$29.97
LODGING	\$164.16	\$129.20	\$122.98	\$103.75	\$87.68	\$121.55
MEALS	\$74.16	\$63.20	\$62.80	\$69.18	\$52.93	\$64.45
SOUVENIRS	\$49.60	\$39.20	\$43.00	\$50.50	\$27.36	\$41.93
ALL OTHER	\$51.59	\$33.00	\$53.00	\$15.50	\$14.45	\$33.51
AVERAGE DAILY EXPENDITURE	<b>\$452.87</b>	<b>\$356.14</b>	<b>\$405.45</b>	<b>\$331.98</b>	<b>\$243.40</b>	<b>\$346.10</b>

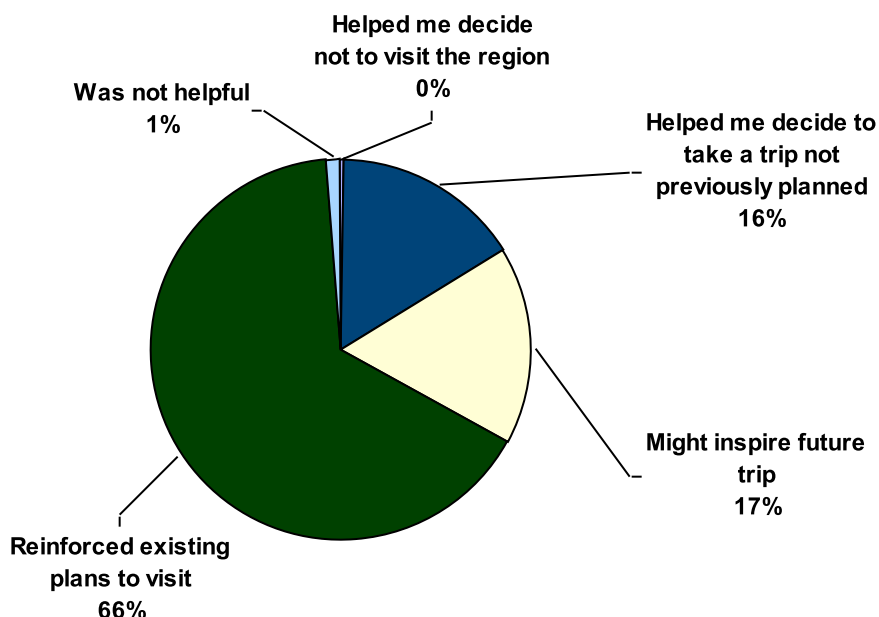
## CONVERSION MEASUREMENT

### Motivational Influence of Travel Materials

Some travel researchers contend that the traveler conversion rate may be misleading because one cannot ascertain that a conversion is a result of the tourism related material viewed by the traveler. In this study, the survey asked the respondents to indicate whether the material they viewed either influenced or reinforced their motivation to travel to the area. The highly-regarded Travel Michigan Research Study<sup>2</sup> on conversion behavior recognizes inquiry and subsequent fulfillment by the marketing agency as the final measure to motivate travel to a given area. Tourism advertising research distinguishes between two effects when measuring impacts: advertising that leads to inquiry and fulfillment and advertising that leads to inquiry and purchase. Inquiry/fulfillment involves the customers' response to acquire information and inquiry/purchase involves the customers who ask for information and purchase the product.

The "Influence of Travel Information" chart below demonstrates information with regard to inquiry/fulfillment, with nearly all respondents indicating a positive impact of information received. While some results of inquiry/purchase are implied by the above information, this cannot be completely validated as would be possible through an intercept survey.

**Influence of Travel Information**

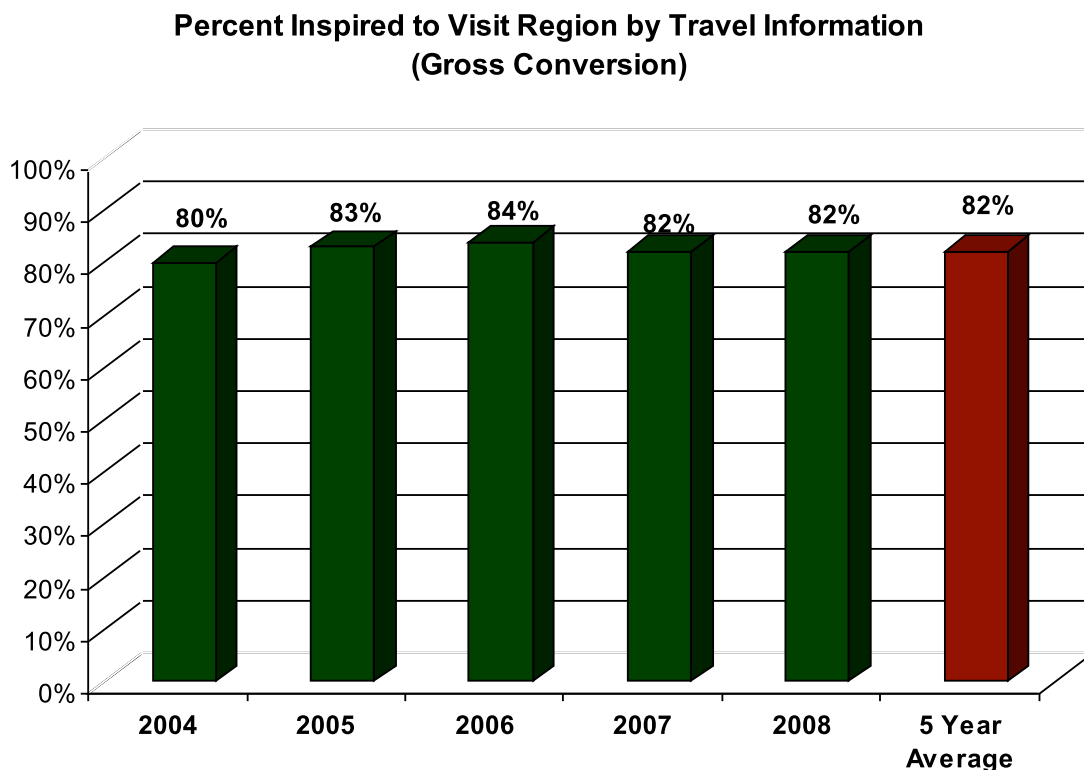


This survey measured the "conversion rate" of potential travelers using direct, traceable leads provided by the Bureau who viewed regional travel information, to those who

actually traveled to Lake Placid/Essex County. This was done by asking respondents to characterize the influence of the travel information in the following categories: “helped me decide to take a trip not previously planned”, “reinforced existing plans to visit the region”, “was not helpful”, “might inspire a trip some other time”, or “helped me decide not to visit the region”.

Eighty-two percent of respondents stated that the information or advertisements viewed either reinforced plans for a trip, or helped convince them to take a trip not yet planned. This is consistent with the *gross conversion rate* of travelers to the area. The *net conversion rate* includes only those travelers who replied that the information viewed helped them decide to make a trip not yet planned to the region. The *net conversion rate* is 16%. The net conversion rate for this year is higher than previous years, which may indicate increased effectiveness of travel information materials. The gross conversion rate is used for quantitative analysis within the subsequent sections.

The table below depicts the gross conversion rates for the last five years. This demonstrates the percentage who have been influenced by Bureau information or contact, to travel to the area. Data has remained quite consistent during this time, with an average of 82.2%. The 2008 conversion rate is exactly the same as measured in 2007.



## RETURN ON MARKETING INVESTMENT ANALYSIS

### Marketing Expenditures per Visitor

Dividing the marketing costs for the region in the specified period, by the number of visitors to the region, results in a marketing expenditure per visitor.

The 2008 estimated visitor count is tabulated by multiplying the number of leads generated by the Bureau (those who made contact with the Bureau) by the conversion factor and by the average visitor party size.

$$\begin{aligned} &84,993 \text{ (direct leads)} \times 82\% \text{ (gross conversion factor)} \times 4.1 \text{ (average party size)} \\ &= 285,746 \text{ estimated visitors in 2008} \end{aligned}$$

The estimated count of visitors likely influenced by the Bureau to visit the region was 285,746 in 2008. This represents an increase in estimated visitation of 40,746 over 2007. The substantial increase is a result of the larger average size of visitor parties in 2008 (16% increase).

In 2008, Essex County spent \$1,663,976 for tourism marketing purposes from occupancy tax dollars and matching funds. This yields a \$5.88 marketing cost per visitor (\$1,663,976 / 285,746). The 2007 marketing cost per visitor was \$6.33 per visitor.

Multiplying the number of visitors by the 4.3 average night party stay, equals 1,228,708 total visitor nights stayed in Essex County in 2008.

### Return on Investment

Return on investment (ROI) is measured by estimated expenditures generated by visitors divided by the total marketing dollars spent (from occupancy tax dollars).

The first step in this process is to estimate total revenue generated by leisure travel visitors to Lake Placid/ Essex County:

$$\begin{aligned} &84,993 \text{ (number of direct leads)} \times 82\% \text{ (gross conversion factor)} \times \$453 \text{ (mean} \\ &\text{expenditure per visitor party per day)} \times 4.3 \text{ (average length of stay in nights)} \\ &= \$135,757,449 \text{ (total estimated revenue generated by visitors in 2008)} \end{aligned}$$

The second step in this process is to divide the total revenue generated by visitors by the total marketing dollars spent:

$$\frac{\$135,757,449 \text{ (total estimated visitor revenue)}}{\$1,571,777 \text{ (total occupancy tax marketing dollars spent)}}$$

$$\text{Return on Investment} = 86:1$$

The above calculations show that the total revenue generated nearly \$136 million in 2008 and produced an ROI from marketing dollars of \$86 in leisure visitor-related revenue generated for every dollar of occupancy tax tourism marketing expenditure.

This is lower than 2007 numbers, due to the slightly lower estimated visitor revenue. It is also lower than the five-year average ROI of 91:1.

	2004	2005	2006	2007	2008
<b>Five- Year Essex County Occupancy Tax ROI</b>	51:1	86:1	134:1	98:1	86:1

At the Bureau's request, the ROI was calculated in the following chart (Key Facts Derived from Survey Data) based upon the various funding sources, as there are multiple budget sources involved. The primary reason for these additional calculations is to show the dollars that offset expenses which are not provided by the county occupancy tax.

*Note- this study does not incorporate any standard economic multipliers such as those used by the IMPLAN economic modeling software, that would show a substantial additional economic impact on the regional economy generated by visitor such as creation of employment and sales tax revenues.*

## KEY FACTS DERIVED FROM SURVEY DATA

	2008	2007	2006	2005	2004	5 Year Average
Number of Completed Survey Respondents	2,663	2,118	1,823	2,344	2,767	2,237
Average Income of Respondents	\$92,213	\$86,585	\$95,543	\$90,947	\$82,987	\$91,622
Mean Age of Respondents	51.7 Years	50 Years	46.7 Years	46.7 Years	47.2 Years	48.3 Years
Direct Inquiries to Essex County via the Bureau	84,993	96,197	95,697	80,711	64,277	84,211.4
Average Stays/ Party	4.3 Nights	5 Nights	5.7 Nights	5.2 Nights	5.6 Nights	5.1 Nights
Overnight Visitor Stays	1,228,708	1,225,000	1,767,000	1,447,150	980,500	1,327,307
Average Party Size	4.1 Persons	3.1 Persons	4.0 Persons	4.4 Persons	3.6 Persons	3.8 Persons
Conversion Factor Rate	82%	82%	81%	80%	70%	82.2%
Average Daily Expenditure per Party	\$452.87	\$356.00	\$405.45	\$331.98	\$243.40	\$346.10
Total Leisure Visitor Expenditures	\$135,757,449	\$140,409,141	\$179,141,209	\$110,333,228	\$61,325,000	\$125,131,891
Essex County Occupancy Tax and Matching Funds	\$1,663,976	\$1,552,346	\$1,382,583	\$1,296,345	\$1,199,047	\$1,428,859
Occupancy Tax and Matching Funds ROI	82:1	90:1	129:1	85:1	51:1	87:1
Essex County Occupancy Tax	\$1,571,777	\$1,439,023	\$1,327,990	\$1,271,433	\$1,189,417	\$1,359,928
Essex County Occupancy Tax ROI	86:1	98:1	134:1	86:1	51:1	91:1
Total Bureau Budget	\$2,065,427	\$2,064,900	\$1,884,161	\$1,956,910	\$2,017,247	\$1,997,729
Total Bureau Budget ROI	66:1	68:1	95:1	56:1	30:1	63:1
Total '08 Budget & Regional Co-op	\$2,860,642	\$2,742,616	Not available	Not available	Not available	Not available
Total '08 Budget/ Regional Co-op ROI	47:1	51:1	Not available	Not available	Not available	Not available



## SOURCES

1. 2006 Economic Impact of Expenditures By Tourists On Northern New York State. Northern NY Tourism Travel and Tourism Research Center. <http://www.nnytourismresearch.org/nnytourismresearch/reports.asp>
2. Conversion Studies White Paper, by Kiki Kaplanidou, and Dr. Christine Vogt, Assistant Professor, Department of Park, Recreation and Tourism Resources, Michigan State University, March 2003.
3. American Automobile Association. 2008 Annual Vacation Cost Survey. <http://www.aaanewsroom.net/Assets/Files/200857936230.2008VacationCostsSurvey.xls>
4. Saratoga County Leisure Tourism Visitor Study. Technical Assistance Center at SUNY Plattsburgh, March 2009.

## **APPENDIX A: SURVEY INSTRUMENT**

## APPENDIX B: TABLES- FIVE-YEAR AVERAGES

Demographics	5 Year Average
Median Income	\$91,622
Mean Age of Respondents	48.3

Travel Research Information	5 Year Average
Internet	89.6%
Mail	28.4%
Toll-Free Phone Number	16.2%
Magazine	10.2%
Other	12.0%

Visits to Region	5 Year Average
Repeat Visitors	75%*
1 trip in last 12 months	37%*
2 trips in last 12 months	19%*
3 or more trips in last 12 months	21%*
plan to visit in future	95%
plan to visit in next year	79%
plan to visit in next two years	17%
plan to visit in next three or more years	4%

\* numbers available for last 4 years only

Influence to Visit Region	5 Year Average
Repeat Visitor	68%
Newspaper	3%
Internet	20%
TV/Magazines	16%
I Love NY	25%

Regional Attractions	5 Year Average
Sightseeing	57.2%
Skiing/Riding	25.4%
Relax/Dine/Shop	59.4%

Olympic Sites	39.2%
Meetings/Conventions	3.8%
Heritage/Culture	20.0%
Golf	10.4%
Fishing	17.2%
Outdoor Activities	79.0%
Arts/Culture	17.0%
Other	10.2%

**Travel Information      5 Year Average**

Satisfied with Information	94.0%
Inspired to Visit Region	82.4%

**Visit Information      5 Year Average**

Duration	5.1 Nights
Party Size	3.8 Persons

**Lodging Selections      5 Year Average**

Hotel	35.0%
Motel	17.0%
RV/Camper	11.0%
Cottage/Cabin	11.0%
Family/Friends	9.0%
B & B/Inn	6.0%
Private House Rental	5.0%
Condominium	3.2%

<b>Alternate Destination</b>	<b>5 Year Average</b>
Beach	19%
Mountain Resort	17%
Other US	31%
International	6%
Cruise Line	6%
City	7%
Theme Park	4%
Gaming	8%
Gaming	1%

<b>CATEGORY</b>	<b>5 Year Average Alternate destination per Visitor party per day</b>
<b>ATTRACTIONS</b>	\$31.18
<b>ENTERTAINMENT</b>	\$38.09
<b>TRANSPORTATION</b>	\$71.18
<b>LODGING</b>	\$135.93
<b>MEALS</b>	\$67.06
<b>SOUVENIRS</b>	\$34.73
<b>ALL OTHER</b>	\$50.20
<b>AVERAGE DAILY EXPENDITURE</b>	\$428.17

<b>CATEGORY</b>	<b>5 Year Average Mean Expenditure Essex County Per Visitor Party per day</b>
<b>ATTRACTIONS</b>	\$29.29
<b>ENTERTAINMENT</b>	\$36.85
<b>TRANSPORTATION</b>	\$29.97
<b>LODGING</b>	\$121.55
<b>MEALS</b>	\$64.45
<b>SOUVENIRS</b>	\$41.93
<b>ALL OTHER</b>	\$33.51
<b>AVERAGE DAILY EXPENDITURE</b>	\$346.10

## **APPENDIX C: OPEN-ENDED RESPONSES**

## Open ended question replies:

### 6. Why did you choose an alternate destination?

25th anniversary  
Alaska  
Alaska  
All inclusive Caribbean  
All inclusive Mexican winter resort  
  
Always looking to see something new  
always wanted to go there  
always wanted to go through  
Panama Canal  
Annual Beach Vacation  
Attend a convention  
availability at affordable price  
baby too young yet  
Beach  
beach  
beach vacation  
business  
Business trip/vacation  
CAMPING COTTAGES  
Cape Cod Baseball League games  
central location for family gathering  
change  
Change of Venue  
Children  
Children with other families  
church group  
Closer to family  
Coastline  
college tours  
complete getaway  
Concert in Bethel, NY and visit to NY  
City  
conflict with family wedding  
contest  
Couldn't find a tour to NY  
Cruise and destination experience  
did not choose an alternate  
different culture  
dream  
easier to fly than drive  
easy with kids  
employer paid trip took family and  
made into vacation  
Event  
events  
excellent opportunity

experience  
familiarity  
familiarity with area  
family  
family  
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Family  
family  
Family  
family  
Family Decision  
family health issues  
Family home in Vermont  
family invitation  
family reunion  
family reunion  
family reunion  
Family Reunion  
Family reunion choice  
family there  
Family travel  
family vacation

family visit  
 Family Visit  
 Family visit drove across country  
 Family!  
 favorite place  
 Favorite spot  
 first time  
 fishing  
 Fishing  
 fishing trip lake ontario  
 Free use of condo in Hawaii  
 friend  
 Friends  
 friends  
 friends  
 friends  
 friend's birthday choice  
 friends in area  
 friends to see  
 Ft. Lauderdale for 2 weeks.  
 Fulfilled promise to my children  
 Funeral  
 funeral  
 GIFT CERTIFICATE TO B&B; FALL  
 FOLIAGE IN NEW ENGLAND  
 GOT PREGNANT AND DID NOT GO  
 ANYWHERE  
 grand child  
 Grand Tetons & Glacier Natl. Oarks  
 had a preplanned condo rental  
 had never been there before  
 Hadn't been there in awhile  
 Hiking  
 historical venue  
 history  
 History & culture  
 I love cape cod  
 i decided to travel in Canada  
 ( Québec )  
 I have been there in the past  
 I wanted to visit new places  
 In Canada  
 Interest  
 interest  
 Interest - Costa Rica for instance.  
 it was in Canada  
 Just a taste for variety  
 kids acces  
 KIDS CHOICE  
 Kid's interests  
 lake front  
 Lake George

Lake Michigan beaches  
 like where i go  
 location (fishing)  
 location never visited  
 more interest  
 multi-family vacation  
 multiple reasons  
 My dream to go to Scotland  
 NATIONAL PARK  
 near friends  
 Never been there before  
 never been to Ukraine before  
 new location visited Adirondacks in  
 2006  
 Niagra Falls  
 no real reason  
 no reason  
 no time to travel out of our immediate  
 area that year  
 Not enough rooms for 60 people  
 when I wanted to take the car club  
 ocean  
 ocean fishing  
 old forge  
 On my way to and from a short term  
 job out west  
 One time chance to see polar bears  
 in Canada  
 Our normal vaca spot for the past 19  
 years  
 own time share elsewhere  
 plesures  
 professional expo  
 property i own  
 Reasonable single occupancy rates  
 recommend  
 relative visits  
 reunion  
 Reunion  
 Reunion with old friends  
 Revisit  
 Same yearly vaca for 19 years  
 scenery  
 scenery  
 scenery  
 Scenic drives/rides  
 see different places  
 See Friends  
 see friends  
 Seeking Civil War info about my  
 Great Grandfather  
 Shopping  
 shopping



Short time for travel  
 sight-seeing  
 Sigt seeing  
 Skiing with friends  
 snow conditions and terrain  
 Something Different  
 Something different.  
 somewhere else I want to go to also  
 Sorry but southern France beats the  
 Adirondac anytime.  
 special occation  
 Specific desire to see where we went  
 (western national parks)  
 Spouse  
 strength of us dollar  
 sudden opportunity  
 The Grand Circle: G.C., Monument  
 Valley, Bryce, Zion  
 The location  
 the mountain at Jay Peak  
 Time  
 time constraints  
 time share  
 Time Share  
 time share  
 timeshare  
 timing  
 to go someplace new  
 To look for a home  
 to see family  
 to see friends  
 to see my sister  
 To visit friends  
 TRADITION  
 transportation  
 Traveled with friends

Traveling and enjoy a stayover in L.P.

traveling states for half marathons --  
 the weekend of Lake Placid's didn't  
 work out for 2008 or 2009 -- hope to  
 visit in 2010  
 travelled with 2 other families  
 Travelling with others  
 trtravelled with friends  
 try another destination  
 uniqueness  
 uniquenessi  
 used to live there  
 v isiting family  
 vacation plan  
 variety  
 Variety

visist relatives  
 visit family  
 visit family  
 Visit family  
 Visit family  
 visit family  
 visit family  
 visit family  
 visit family  
 visit family  
 Visit family in Arizona  
 visit friends  
 visit friends in area  
 visited friend  
 visited numerous ports  
 visited numerous ports  
 visited Saratoga  
 Visiting Family  
 visiting friends  
 visiting our daughter in Oregon  
 wanna to see Italia

Want to explore US outside NY State  
 Wanted to be at the ocean  
 Wanted to travel to South America  
 wanted to try it  
 wanted to try xski in VT  
 wanted to visit Amish country in PA  
 warm weather, exotic sights  
 We have time share and are using it  
 for this year's holidays.  
 We like the Saranac Lake region--  
 quieter  
 we love the Adirondacks  
 wedding  
 wedding  
 wedding  
 wedding aniversery  
 Wedding Cruise  
 weddings  
 went to NYC with friends  
 went to Virginia  
 West Point Cadet activities  
 what to go there  
 wildlife and geisers  
 wineries in Finger Lakes region  
 Winter vacation in sun  
 with group  
 work  
 work with pleasure  
 Yosemite N. P.

## 6. What inspired your interest in the Lake Placid/Essex County region?

went in February 2009  
12 summers working a camp up in Paul  
Smiths NY with family  
1980 Olympics  
1980 US Hockey Team  
2hr tv show  
'80 Olympics Nostalgia  
A special on the area on Discovery  
Channel  
A tourism map of the state that showed  
the altitude of Mt. Marcy.  
aaa  
AAA  
AAA  
activities  
activities  
Adirondack Explorer  
Adirondack magazine  
adk canoeing  
Adult National figure skating competition  
Adult Skating Competition  
adventure cycling  
always interested in visiting  
always wanted to explore this region  
Always wanted to go  
always wanted to go there  
Always wanted to go there  
Americade  
athletic events  
auction  
awareness of the area

B&B owner encouraged us to go  
BBQ competiton July 4th  
beautiful area  
Beautiful area  
beautiful landscape  
Beautiful pictures I've seen over the  
years.  
been going since a child to camp in ADK  
& visit every yr  
been hiking here for several years - love  
it!!!!  
Been to NY State before wanted to see  
more of it.  
Best place on earth!  
Better than the Alps, I am German  
bicycle

Born & lived in Essex, NY  
bought home  
boy scout canoe adventure  
Boy Scouts  
business  
business  
Business meeting.  
business opportunity  
CAA  
cabin, fishing, boating  
Camp Treetops  
camping  
car show in September  
Champ! and Ticonderoga and other  
history attractions  
childhood memories  
childhood memories  
childhood memory  
Childhood vacations at Lake Placid  
Climbing  
close enough for weekend travel  
close to home  
close to home  
Colonial History  
completing 50th state visit  
conference  
contest  
Convention  
co-worker loved it there  
cross country skiing  
CSEA  
CSEA meetings  
daughter student at p.s.u.  
different area  
discount offers  
downhill skiing  
dreams of getting away for a while  
drove by on our way to Montreal and  
decided we needed to book a get-away  
weekend  
drove by on way to coast  
drove through before  
DROVE THRU  
Eastern Regional Ski competition  
Elderhostel  
Elderhostel  
email  
Empire State Games

enjoy countryside  
 enjoy travel and had never been to the area  
 Enjoy visiting the area  
 Fall foliage for photography  
 family in area  
 family moving there  
 family moving there  
 Family Vacation  
 fellow boy scout counselor  
 Figure Skating  
 Figure skating competition  
 Fire tower hike  
 first came on my honeymoon in 1994  
 Fishing  
 fishing  
 fishing  
 fishing  
 Fishing & Boating  
 Fishing and great outdoors  
 Fishing news  
 Fishing Show Rockland College  
 fishing the West Branch of the Ausable River  
 Fly Fishing  
 FLY FISHING  
 Forever Adirondack Pin Collection Card  
 Former resident  
 former resident; graduate of High School  
 Friend  
 friend owns cabin there  
 friend owns motel in Long Lake  
 Friend suggestion and study the internet  
 friends go often  
 general interest  
 general reading about area and TV coverage of NASCAR bobsledding event  
 generally interested in the Adirondacks  
 go over year!  
 goldn arrow hotel  
 golf  
 golf  
 Golf attractions  
 golf package  
 golf package  
 golfing  
 good roads to ride bikes on  
 Grandmother owned cottage on Upper Saranac Lake  
 Grandpa from there  
 Grandparents  
 Great painting country  
 Grew up in New York  
 grew up near Albany and wanted to visit Lake Placid, which we did in 2007

grew up there  
 Had never been  
 Had never been to the nearest winter olympic facility in the US  
 had not been to area  
  
 Half Marathon run -- beautiful area  
 have always wanted to go  
 Have been visiting L.P of and on since 1963.  
 have cabin nearby  
 have traveled through it  
 haven't been there since childhood  
 healthy atmosphere  
 High Peaks  
 hiking  
 Hiking  
 Hiking  
 hiking guide book  
 hiking mtn. tops  
 hiking,cross country skiing, camping  
 Historical research  
 history  
 hockey  
 hockey  
 hockey  
 hockey  
 Hockey  
 hockey games  
 hockey school  
 Hockey tournament  
 hockey tournament  
 HOCKEY TOURNAMENT  
 Hockey Tournament  
 hockey tournament  
 hockey tournament  
 honeymoon  
 Horse show  
 horseshow  
 Hotel  
 Husband had been there before for business.  
 husband loves the winter and wanted to go someplace new  
 i am an ice skater of many years  
 I am from adirondack region  
 i can't get enough of visiting this region!  
 I grew up in Lyon Mt  
 I grew up near there

I grew up vacationing in the Adirondack Mountains of New York. The family meets up in the Adaks once a year over the summer. I ususally make at least one other tirk to the region to do some skiing in the winter.

I have a cabin in Keene Valley.

I just know its a great area!

I live in Saratoga

I Love Mountains

I love New York State

I love the Adirondacks- the best place on earth!

I love the beauty

i moved here

I once lived in New York and wanted to vist beautiful Lake Placid in the Fall.

I prefer mountains and lakes to seashores and cities

I was searching for a great spot for family - peaceful

Ice dance competition

Ice Hockey

Ice Hockey Tournament

ice skating

Ice skating camp

i'm a trucker and i pass on I-87 lot of time  
IMLP

Interest in ski and interest for the Adirondacks

internet

Iron Man in July

Iron man race

Ironman

Ironman

IRONMAN

ironman

Ironman

Ironman

Ironman

Ironman

Ironman

Ironman

Ironman at Lake Placid

Ironman athlete

ironman competition

Ironman Event

Ironman Lake Placid

Ironman Race

ironman training

Ironman training & Race

Ironman Triathlon

it was in the way to Toronto

its beauty and tranquility

job

jounior olympics in 1984

Just love it there!

just someplace that I wanted to see

just someplace that I wanted to see

just travelling around

Just wanted a nice, relaxing, cooler place to visit

Just wanted to go to upsteate NY.

KAYAK TRIP

knowledge of area

KOA availability

lacrosse tournament

Lacrosse Tournament

Lacrosse Tournament & Skiing

Lake Placid Ice Dancing Championships

Lake Placid Iron Man

Lake Placid Ironman

lake placid ironman

landscape

live there

lived in area formerly

Lived in area when young

lived in saranac lake

Lived in the area

Lived there as child

lived there during 1980 winter olympics

lived there for 1 year

lived there for over 4 years

Lived there two summers.

location between Montreal and Buffalo

longstanding interest

Looking for someplace different that was dog friendly

looking for vacation home

love ADK

love for the olympics

love it !!!!

Love it there!

Love kayaking Adirondacks

love of hiking

love the area

Love the area

Love the area

love the mountains

Luge

mail flyer

Mailer

Many Great Past Vacations in LP  
many Times  
Mark Bowie Slide Show  
memories of Winter Olympics  
military retreat  
Mother-in-Law Home Town  
motorcycle riding  
Motorcycle road trip

Mountains  
MULTI FAMILY VACATION  
My band has played in the area.  
my childhood home region  
My home region

my sons go to summer camp in the region  
Natural beauty  
nature  
Need to see more of America and the  
Adirondacks.  
never been before  
Never been there before  
never there  
never there  
New England in the Fall  
new family to take!  
new-york state  
north pole  
Not far from our home  
now live closer to venue  
NY High Point-Mt. Marcy  
olimpics  
olympic training center  
Olympic Events  
Olympic Heritage  
olympic history  
Olympic training center figure skating  
camp  
Olympics  
Olympics  
olympics  
olympics  
olympics  
Olympics  
Olympics  
olympics-skiing  
ON OUR WAY BACK FROM MAINE  
Only 2 hours away  
outdoor enthusiast  
own time share  
Paddling Forum  
PBS TV show  
periodic offers from places i've stayed  
before  
personal love of adirondacks

personal research  
personnal interests, hikings...  
Played hockey in Lake Placid when I was  
growing up  
Potential for snowmobiling  
PR agency invitation  
Previous travel to Lake George  
Previous trips  
PROFESSIONAL CONFERENCE  
Public TV Special  
Raquette Lake and Inlet, NY  
rather LP than anywhere else  
reasonable drive from home  
relatives  
Rented condo in Schroon Lake  
resident of NY & never been there  
rugby tournament  
saftey and Health Convention  
santa's workshop  
Santa's Workshop  
santa's workshop for our 4 yr old  
scenery  
scenic roads/ views  
Science & History Channels  
See a new state  
shopping!  
SHOPPING!!!!!!  
shrine convention  
sight seeing + foods  
SKATING COMPETITION  
skating competition  
ski  
ski  
ski  
ski 93 group trip destination  
ski areas  
ski at LPlacid  
ski site/olympics  
ski, close to Montreal  
skiing  
skiing  
skiing  
skiing  
Skiing  
Skiing  
skiing  
skiing  
Skiing  
Skiing  
skiing and marathon  
Skiing and winter activities  
skiing,fall foliage  
skiing/skating  
Snow Boarding  
something new

something new!  
somewhere new  
Son at Massawepie  
son attended conservation camp at Lake Colby  
Son competing in Ironman  
son went to hockey camp  
son's college  
son's hockey tournament  
Son's interest in Miracle on Ice  
soooooo beautiful  
SPEEDSKATING ON OVAL  
sport event  
Sporting event  
sports  
sports  
sports  
Sports  
Sports Event  
Sports Event  
stars on ice  
Started at Niagara Falls and continued through the adirondacks  
Started with Hockey Tournament for college  
Stationed at Plattsburgh AFB  
stayed a few days cause I was traveling through the area  
Storied history of the area  
table shuffleboard tournament  
the beauty of nature  
the beauty  
The beauty and craftsmanship of buildings, furniture, etc.  
the high peaks  
The Ironman Competition  
The most beautiful place in America  
the mountains  
the mountains  
The peaceful mountain surroundings  
the proximity to NYC  
the shops  
The site of 1980 Olympics  
time share  
time share exchange  
to play golf  
to ski Whiteface  
took church youth group here  
Tour of North Pole  
traveling through  
Treking  
trip to Vt.  
tv program  
TV ski program  
two fly ausable river

Union Conference  
union conference  
union conference  
Use to live there in 1979  
used to live in Saranac Lake  
Used to live near there  
vacation destination  
Vacation spot  
vacationed previously in Lake George  
Very scenic route  
visit when a kid  
visited when younger  
Visiting NYC  
want to circle lake ontario  
want to move to LP  
want to see the olympic arena  
wanted a nice relaxing ride on the motorcycle  
Wanted an Olympic site to visit close by  
wanted to go some where different  
wanted to learn more about the Adirondack MTS>  
  
Wanted to see Olympic facilities and area.  
Wanted to see the region  
Was passing by on the way back from Boston  
We enjoy the region  
We got married in Lake Placid!  
we had our honeymoon in Lake Placid  
we love lake placid  
  
We love the area. 20 years ago we honeymooned there. Now we bring our two boys there whenever we can.  
we wanted to ride our motorcycles through the senery  
We were in the area  
we were on a road trip  
Wedding  
weekend with friends  
Went on bus tour with group for a day's outing for brunch and shopping.  
went to college upstate - good memories!  
went to paul smiths  
Went to see the Wild Center & Lake Placid  
White Face  
Whiteface  
Whiteface  
Whiteface  
wife visited as a child  
winter and summer sports  
within driving distance  
Word of mouth  
Work conference

## 11. Which of the following activities attracted you to the region?

Adirondack Museum at Tupper Lake  
antiques  
auction  
autumn  
availability time for family  
backpacking  
Bars  
bbq cookoff  
beautiful place to visit  
beauty of adirondacks  
Beer Festival  
being in the majestic beauty  
biking  
birding  
Birding  
boating  
boating  
boating, waterskiing  
Bobsled Competition  
bobsledding,skeleton  
Business  
camp  
campgrounds  
camping  
camping  
camping  
camping  
camping  
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camping  
Camping  
camping

camping & hiking Hi Peaks  
Camping and enjoying the wildlife  
spotting  
camping and hotels  
camping Fish Creek  
camping,camping,camping  
cars  
caving, camping, watersports  
climbing  
close to home  
Colonial history  
contest  
cooler temperatures, not the ocean  
craft artisans  
Cute town  
Dining  
  
Dog friendly  
EMS Climbing School  
equestrian events  
equestrian event  
everything  
everything outdoorsey  
Fall Colors  
fall colors  
Fall foliage  
fall foliage  
Fall Foliage  
Family  
Family cottage  
family oriented  
Family owns a home  
family togetherness  
family wedding  
figure skating  
Figure skating events  
fine hotel and beauty  
Firematics Tournament  
  
fond memories as a child  
friends in area & hotels  
future hunting spot  
  
girls weekend & another business trip  
good food,good beer  
Good hotel package  
Great motorcycle roads  
hauntingly beautiful area  
health

Hicking  
hiking  
hockey  
Hockey  
hockey  
Honeymoon  
horse show  
Horse Show  
horses  
horseshow  
Hunting  
hunting  
hunting  
hunting  
I Love NY BBQ Festival  
I needed an uplifting surrounding  
because of two very ill parents  
Ice Dancing  
Ice hockey  
ice hockey  
Ice Hockey  
  
ice skating  
ice skating  
Ice Skating  
ice skating  
ice skating, snow shoeing  
ironman  
Ironman  
Ironman  
ironman  
Ironman  
Ironman  
ironman  
Ironman Competition  
it far from long island  
its grand !  
kayaking  
Kayaking  
kinda old fashion town feel  
koa camping  
Lake Placid Ironman  
Lake Placid Ironman  
landscape  
Landscape Photography  
LARGE FAMILY GATHERING  
IOG CABIN SHOW  
  
looking for Champ  
Love the area  
love the mountains  
lovely inn to visit  
luxury resorts  
Maple Syrup  
motocycling

motorcycle  
motorcycle riding  
Motorcycle riding  
motorcycle riding the mountains  
motorcycle roads  
motorcycle touring  
motorcycle trip  
motorcycle trip down  
motorcycling  
motorcycling  
motorcycling  
motorcycling  
MOTORCYCLING  
motorcycling touring  
mountains  
mountains, beach  
National Jr. Figure skating  
NECCC (camera conference) ~ one  
of the presenters slide show was all  
upstate NY  
night life  
none  
North pole  
North Pole  
  
offseason ski rides to mountainpeaks  
outdoor photography  
People where very nice  
Photographic Opportunities  
photography  
Photography  
Photography  
photography  
Photography  
previous experiences  
pure nature, clean water  
quiet  
quiet  
reading  
real estate  
reasonable air fare to Burlington Vt  
revisiting the covered bridge in upper  
jay  
Rock Climbing  
rock hounding  
rustics & Antiques  
Sailing, boating  
  
sailing, camping, beautiful hotels  
Santa Claus Village  
santa's workshop  
Santa's Workshop  
Santa's Workshop North Pole NY  
Saranac Lake Winter Carnival  
Scenery



Scenery  
 scenery  
 Scenery  
 scenery  
 scenic beauty - peaceful  
 scenic photography  
 shopping  
 Shopping  
 shopping  
 shopping  
 Shopping  
 shopping  
 shopping!!  
 sitting by the campfire  
 Skating Competition  
 Skating competitions  
 Skiing  
 snow mobile  
 Snow shoeing  
 snowmobile/ATVing  
 snowmobiles & atv's  
 snowmobiling  
 snowmobiling  
 Spa  
 SPEEDSKATING  
 stars on ice  
  
 summer camp employment for 12  
 years in Paul Smiths- my favorite  
 place to be in the world is the  
 Adirondacks, my entire hose looks  
 like it belongs up there right now.  
 swimming  
 Swimming  
 swimming  
 swimming, waterskiing  
 The ABSENCE of advertising (outside  
 the towns).  
 The beautiful mountains and lakes  
  
 the beautiful outdoors  
 the gorge- camping  
 The Ironman  
 The lake itself  
 The last time I had been there was  
 when my school provided the music  
 for the Olympics !!!!!  
 The peace I feel when We are there  
 The people, the people are just as  
 beautiful as the region  
 The Wilds  
 They used to have ballets, etc at the  
 Arts Centre  
  
 Thinking of buying a retirement home

Triathlon  
 Triathlon  
 turkey hunting  
 Vacation on a Lake  
 visiting family  
 VISITING FRIENDS  
 visiting friends  
 visiting friends  
 visiting friends  
 Visiting friends  
 visiting friends who live local  
 visiting old friends  
 walking around the lake  
 watching sunrises/sunsets  
 water  
 Water Skiing  
  
 We love walking around Mirror Lake,  
 everyone says hello and the sights  
 are beautiful. We used to ski at Mt.  
 Washington and we love the bobsled  
 run but most we love to golf  
 White Water Rafting  
 Whiteface  
 Whiteface Mountain  
 Wild Center  
 WILDLIFE  
 Winter wonderland  
 work related

**Please tell us how you researched your travel plans.**

maps  
A Co-Worker's Recommendation  
AAA  
AAA  
AAA  
AAA  
AAA  
AAA  
AAA  
AAA  
AAA automobile club  
AAA booklets  
AAA Guide Book  
AAA NY guidebook  
AAA tour book  
accompanying friends  
adirondack forum/website where adk  
lovers post information on activities/  
places to stay/eat etc.  
adirondack life & adirondac  
magazine  
Adirondack Mountain Club  
Adirondack Mountain Club  
Adirondack Mountain Club  
adventure cycling  
Adventure Travel Expo at Chelsea  
Piers, NYC  
  
annual visitor  
asked friends  
Auction purchase  
  
B&B innkeeper referral  
Been going there every year since I  
was little  
Been going to Lake Placid since  
1972  
been going to LP for 14 years  
Been many times before  
been many times, do not need much  
research  
been there before  
been there before  
been there before  
been there many times  
been visitng since 1960,s  
  
book on road tours  
books  
books at library

bought campground guide  
  
CAA  
CAA  
CAA  
CAA  
call direct  
call family  
call hotels  
call to see prices for lodging  
called places to stay  
camp list  
Campground  
chamber commercace  
Chamber of Commerce Website  
checked weather report  
CONFERENCE BROCHURES  
contacted hotels  
Convention Info from CSEA  
convention set up.  
day trip from lk george  
did no research just went  
Did not research, just drove  
Did on my own  
Didn't do any  
  
Don't. Just go.  
Drive from friends Tupper Lake  
drive there from montreal  
Drove from Schroon Lake  
Drove up  
  
e-mail  
Excitations.com  
family  
Family  
family  
Family  
family and friends  
family discussions  
Family experiances  
family in the area  
family living there  
Family Member  
family member familiar with area  
family plans  
Family residence  
family took us there because they  
know how much we still enjoy it  
family vacation area

flyers 2 rest stops

Fodors Book

folders

freinds

friemds

friend

friend

friend

friend

friend

Friend

friend

Friend

friend

friend arranged

friend gave us information on places  
to stay

Friend referral

friend researched

friend set it up

Friend whom visits frequently

friend with prior exp

friends

Friends

friends

friends

Friends

friends

friends

friends

Friends

Friends

Friends

friends

friends at Word of Life

friends in area

Friends in the area

Friends, Family

friendss

Frommers Travel Guide Book

go directly to town house motel

go there (to adirondacks)

golf show

Golf Show

golf show in Montreal

google earth

Guide books

Guides for hiking

Had a time share

Have friends who still live in Placid.

HAVE LIBRARY OF TRAVEL INFO  
ON ADK'S AT HOME.

have not done so yet

hockey club

hockey school staff

I have been there and wanted to  
return

I know where I'm going.

I know where to go

I lived there and also worked for the  
DEC in Raybrook

I Love NY tour guide

I Love NY travel guide

I was born in Saranac Lake

Info from prior trips, collected over  
time

info from the Visitor's Center

internet

internet

Internet search

I've been visiting your area for 20+  
years.

just drove up there

just get in the car and go!

just go

Just pepitition from year to year

Just traveled around

just went

knew the area

Lake Placid Newa

library

lived there in the 90s

LL Bean Maps of Outdoors

local chamber of commerce

Locals

looked on my own

made contacts, visited sites when in  
Lake Placid 10-15 times a year

MAPPED AREA

MOM

my brother/wife loved it told me to  
go.

my own experience

My sister did

Neighbor (and friend) told us to visit  
the area when we planned our trip to  
New England

neither

News articles

news paper

newspaper

newspaper ads

newspaper articles

Newspaper insert

no plan

no research  
none  
none  
NY Travel Guide, guidebooks  
old souvenirs...  
Own a house there  
passt experience  
pepole who have been there  
personal numbers  
Personel knowledge  
Previous experience  
previous trips  
prior trips  
recommendation  
recommendation by friend  
recommendations from others  
referral  
referral by someone  
Repitition  
self  
since I lived there, I already knew  
some places  
sister  
Ski Show  
Spoke to the Lake Placid CVB  
Suggestions from Lake Placid  
residents  
Talking to friends  
through a friend  
time share owner source  
travel agent  
  
TRAVEL AGENT  
travel agent  
travel books  
Travel books  
Travel Channel  
Travel guides  
travel guides like Compass  
American, Falcon Press, Nat  
Geographic  
traveled there  
Trip was booked through a vendor  
  
TV Advertising / Joint Advertising  
Ventures  
Union arranged  
Vistors center  
walk club  
was familiar with area  
We have been there before and  
loved it

We know the area well  
we vacation & meetings  
went there for a day

went with a group tour for one day.  
Went with friends.  
Whiteface  
won it  
word of mouth  
Word of mouth