



Adirondacks, NY Visitor Report 2016



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Introduction

- ✓ Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- ✓ In 2007, our proprietary Longwoods **Travel USA®** program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- ✓ It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- ✓ This report provides an overview for the Adirondacks' **domestic** tourism business in 2016. Longwoods has been providing this data to the Adirondacks since 2015.

Research Objectives

- ✓ The visitor research program is designed to provide:
 - ✓ Estimates of domestic overnight and day visitor volumes to the Adirondacks.
 - ✓ A profile of the Adirondacks' performance within its overnight travel market.
 - ✓ A profile of the Adirondacks' overnight marketable trips and travelers.
 - ✓ Profiles of the Adirondacks' day travel market.
 - ✓ Relevant trends in each of these areas.

Methodology

- Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel **USA®** survey:
 - Selected to be representative of the U.S. adult population
- For the 2016 travel year, this yielded :
 - 308,946 trips for analysis nationally:
 - 216,738 overnight trips
 - 92,208 day trips
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Methodology (Cont'd)

➤ **Adirondacks Domestic Visitor Research**

- The **Travel USA®** program identified 1,426 individuals who visited the Adirondacks in 2016. It is from this sample group that visitor volume estimates are derived along with visitor demographics and visitor origins.
- To augment the information from **Travel USA®** we returned to a sample of these Adirondacks visitors, identified through **Travel USA®**, in order to provide more in depth information regarding visitor spending and visitor activity along with strategic data on trip characteristics, planning and booking.
 - Total responses from the return sample were **497**.

Methodology (Cont'd)

- For Lake Placid, the following sample was achieved in 2016:
 - 969 Trips
 - 763 overnight trips & 206 day trips
- For Lake George, the following sample was achieved in 2016:
 - 521 Trips
 - 345 overnight trips & 176 day trips*

*Caution should be used in interpreting day trip data in this report due to low sample size



Key Findings



Key Findings

- In 2016, the Adirondacks had 17.8 million person trips. Of these trips, 43% were overnight trips. The rest were day trips.
- The overnight trips generated \$1.08 billion in spending, increasing 3.5% from 2015.
- For overnight trips, the top state markets for Adirondacks visitors were New York, Florida, and California. Among DMAs, the top three visitor sources were New York City, Albany, and Los Angeles.
- Less than the national average, forty-three (43%) percent of the overnight trips were planned 2 months or less before the trip. Less than the national average, seven percent (7%) did not plan anything in advance.

Key Findings (Cont'd)

- “Travel agent/company,” “hotel or resort,” and “auto club/AAA” were the most common planning sources for an Adirondacks overnight trip. “Travel agent/company” was the most common booking source.
- “Visiting friends and relatives” (at 46%) was the most frequent purpose for an overnight trip to the Adirondacks. Marketable trips (those influenced by marketing efforts) were 50% of the total overnight trips. Coming to tour through the region, was the highest marketable trip purpose, closely followed by an outdoor trip to enjoy activities such as camping, fishing, and hiking.
- Nearly three-fourths (74%) of Adirondacks visitors were very satisfied with the overall trip experience. Most satisfaction elements were greater than 2015.

Key Findings (Cont'd)

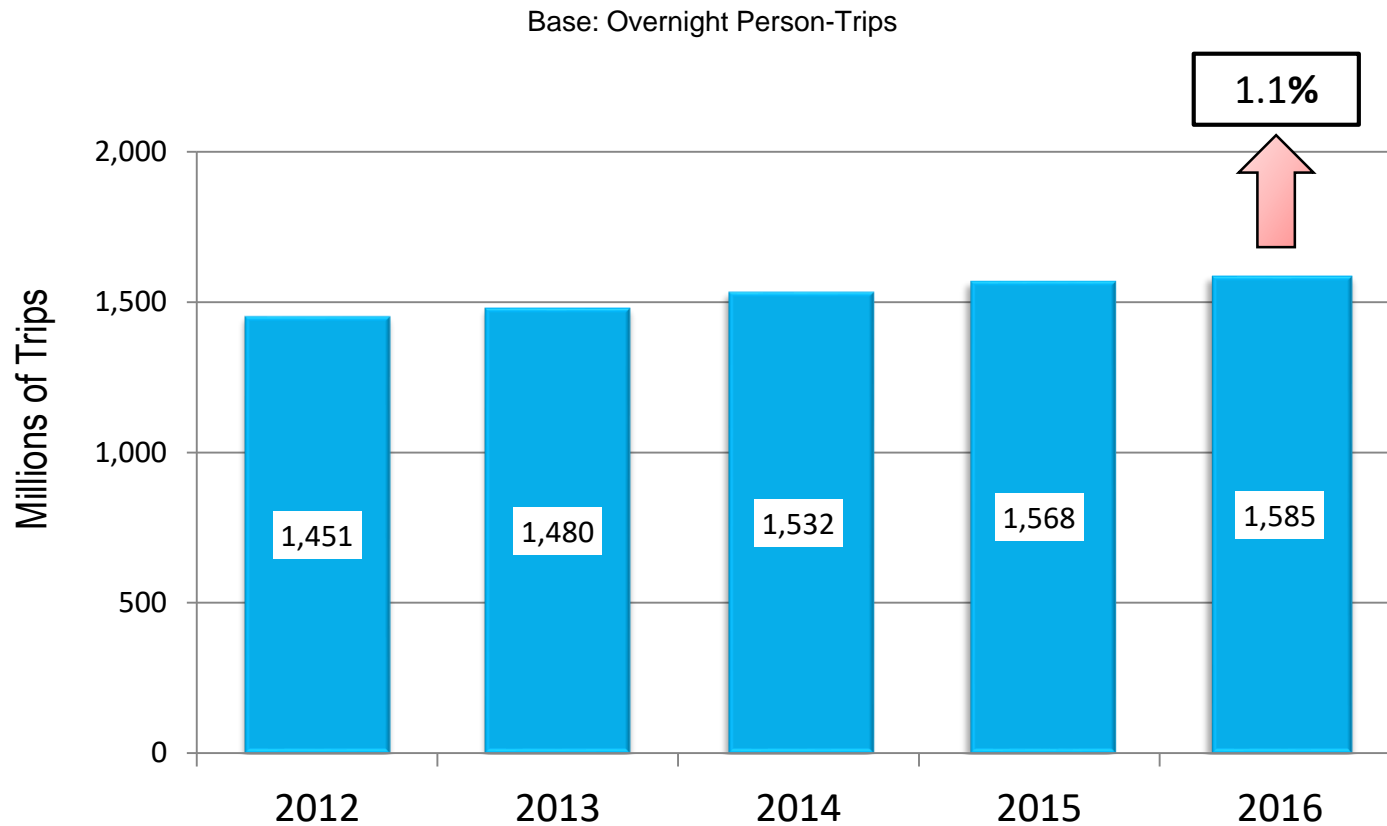
- Of the overnight respondents, 77% have visited the Adirondacks at least once. Sixty-two (62%) percent had visited in the past year.
- The average number of nights spent in Adirondacks for an overnight trip was 3.1 nights, down from 3.7 nights in 2015. The average travel party size was 3.4 persons.
- Almost eighty-percent (76%) of overnight Adirondacks travelers arrived by personal car or truck.
- The top five overnight Adirondacks trip activities and experiences were “Shopping,” “Swimming,” “Hiking/Backpacking,” “Fine Dining,” and “National/State Park.”



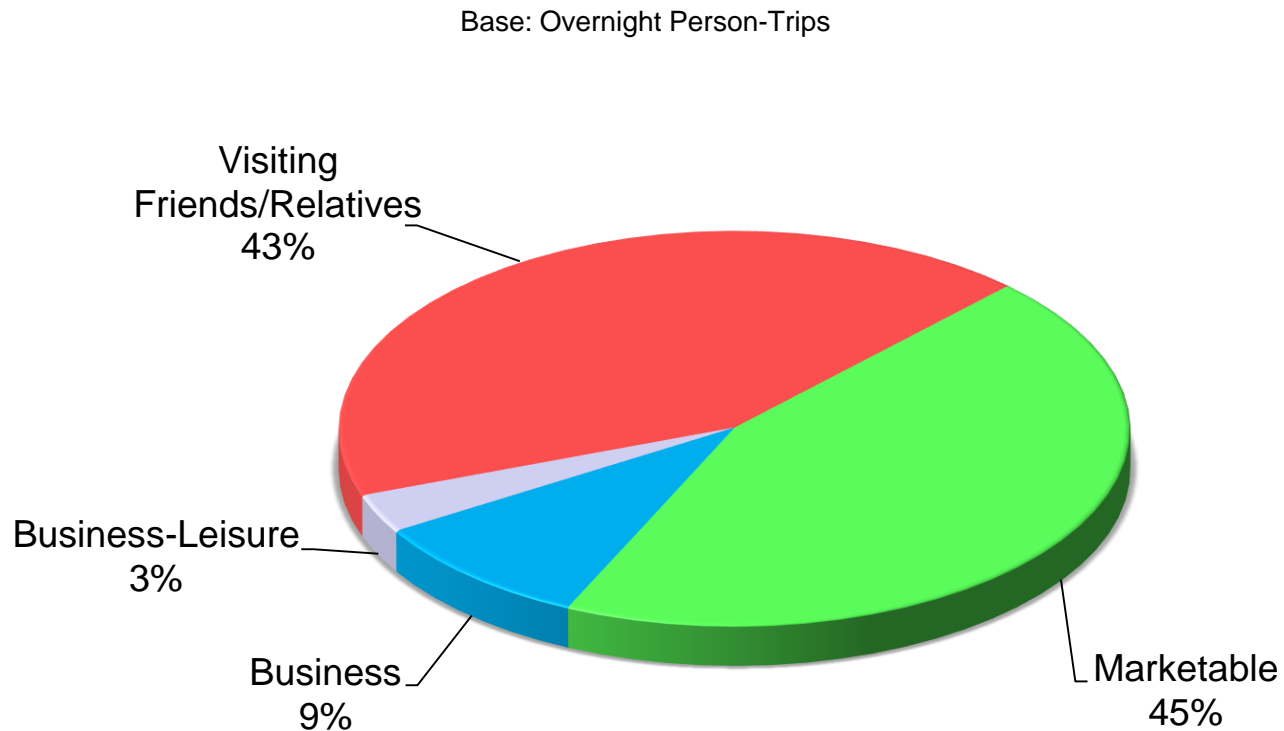
Size & Structure of the U.S. Travel Market



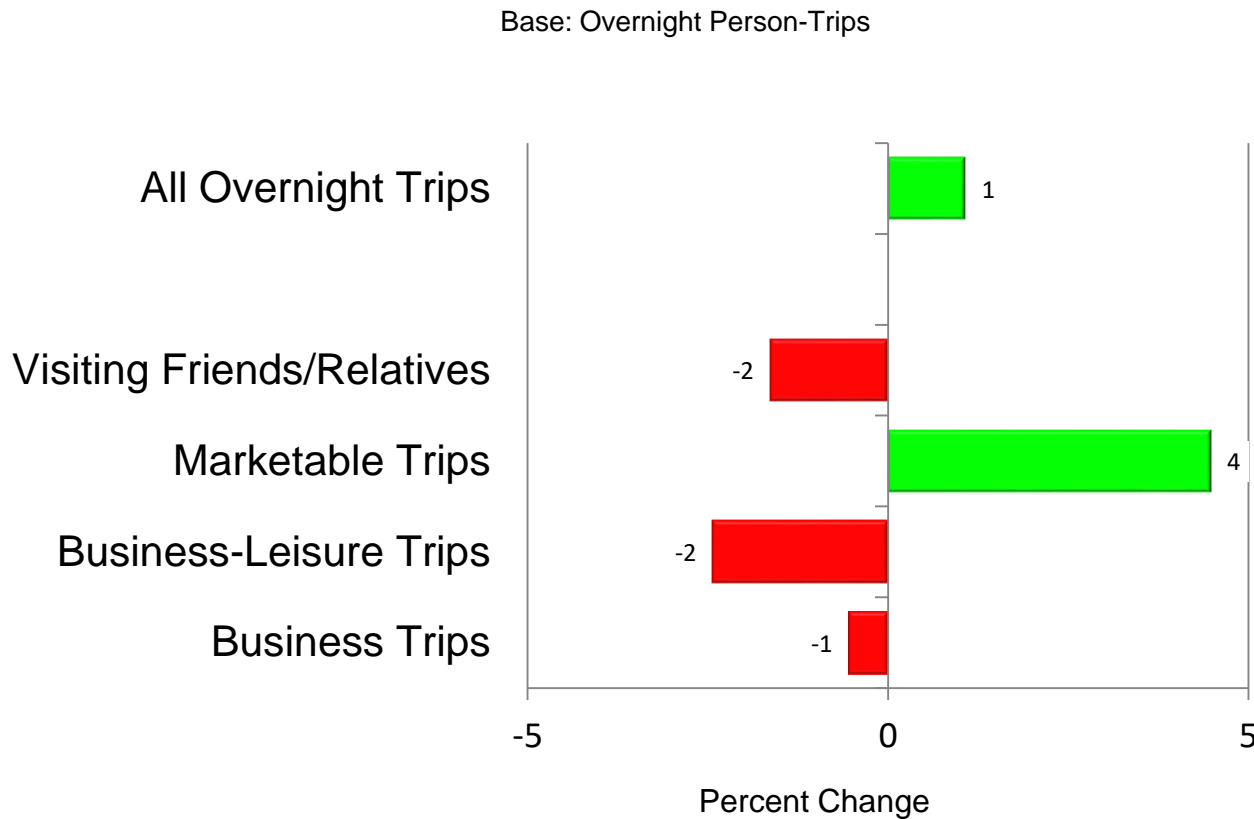
Total Size of the U.S. Travel Market — 2011-2015



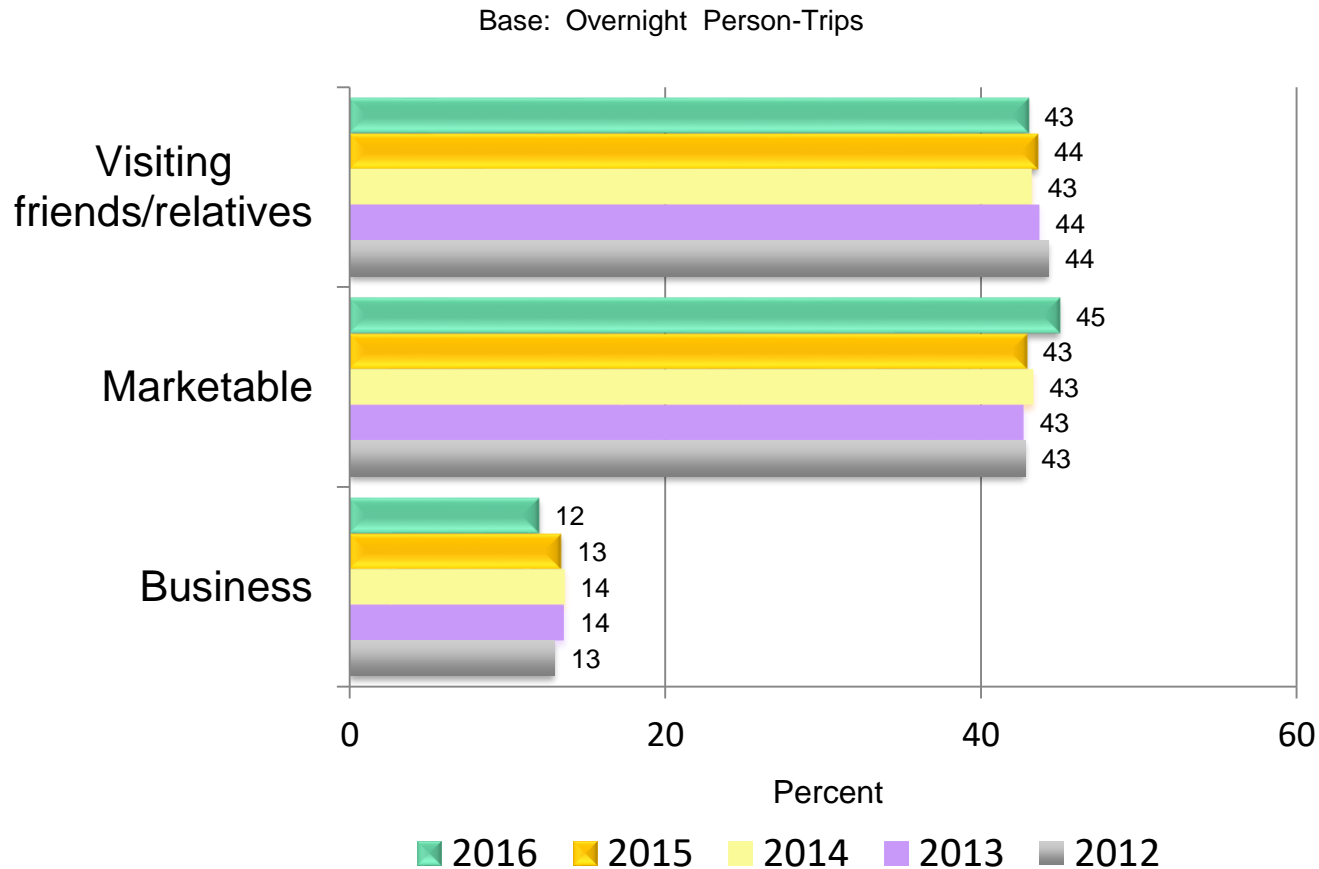
Structure of the U.S. Travel Market — 2016 Overnight Trips



U.S. Market Trends for Overnight Trips — 2016 vs. 2015

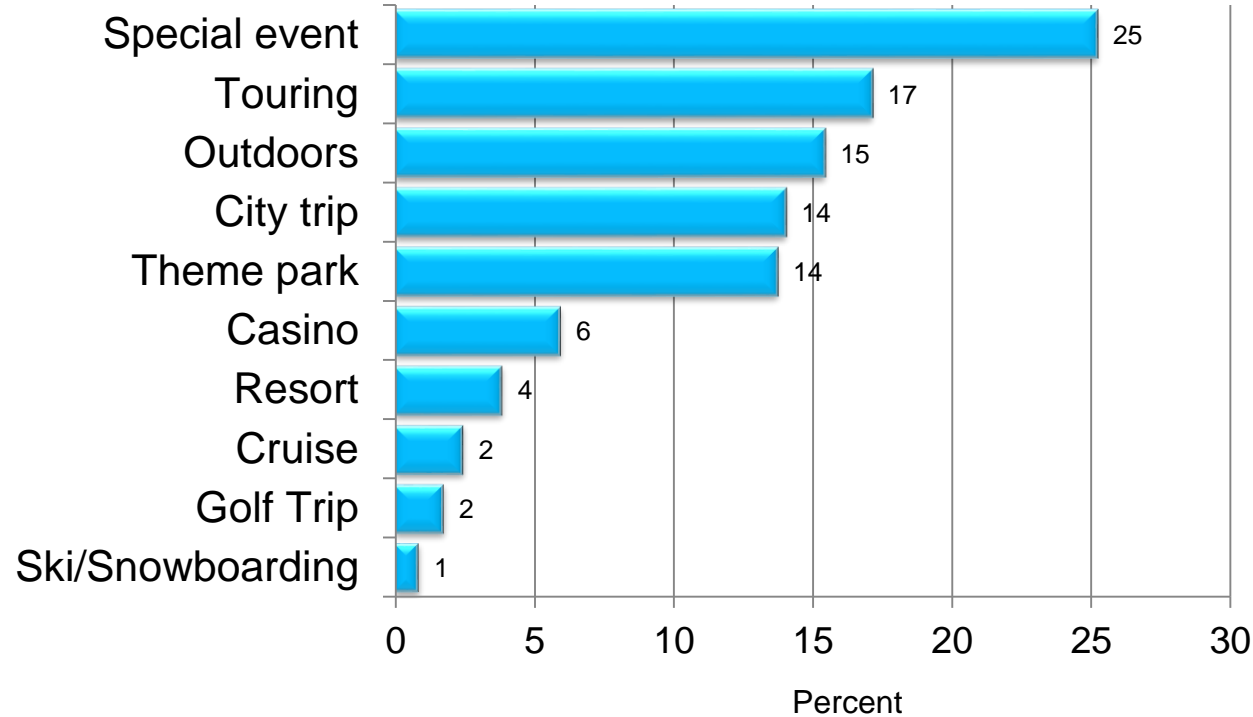


Structure of the U.S. Overnight Travel Market — Trends



U.S. Overnight Marketable Trip Mix — 2016 Travel Year

Base: Overnight Marketable Trips



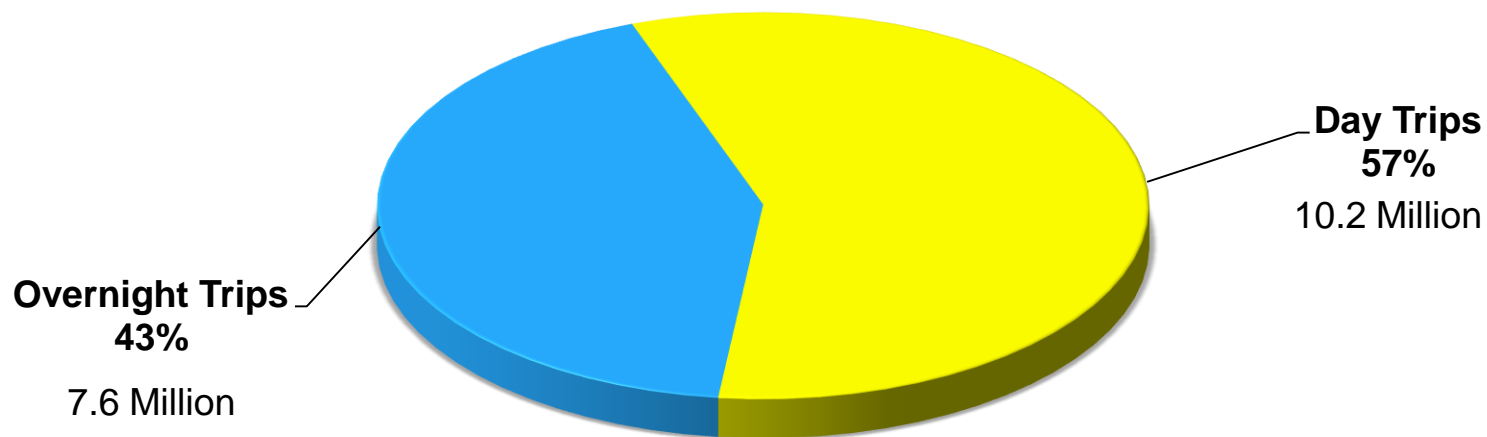


Size & Structure of Adirondacks Domestic Travel Market

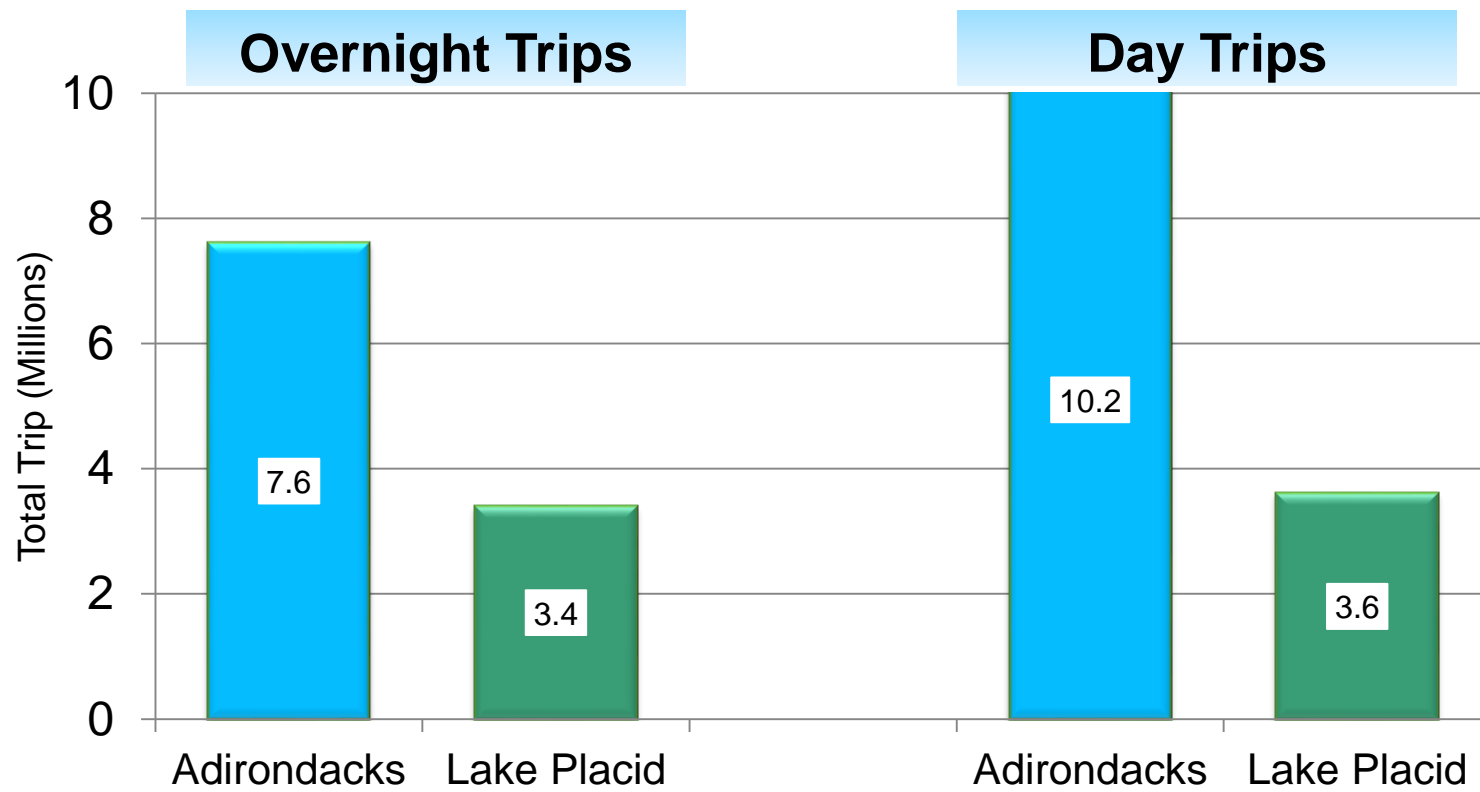


Total Size of Adirondacks 2016 Domestic Travel Market

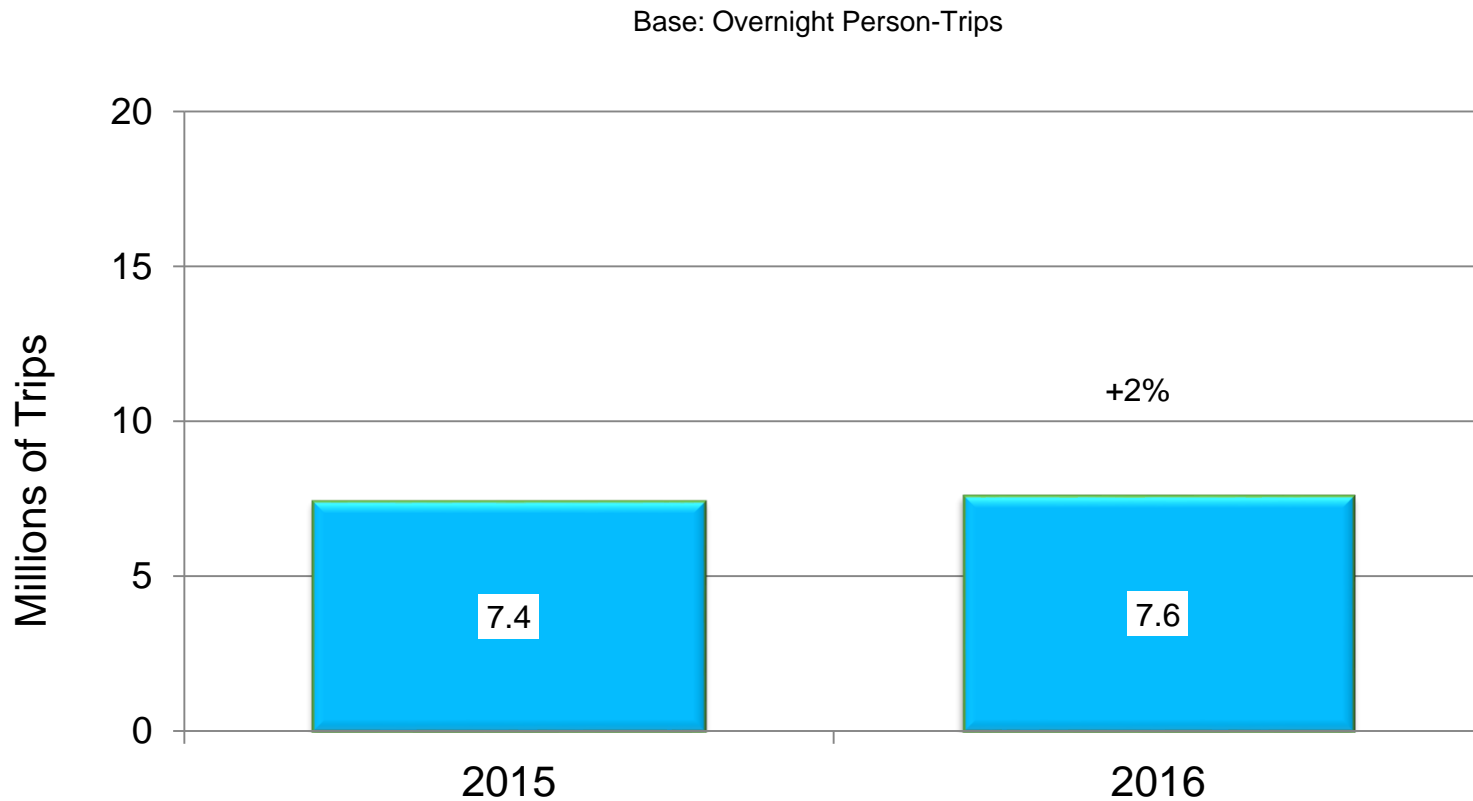
Total Person-Trips = 17.8 Million



Total Market Size – Adirondacks & Lake Placid

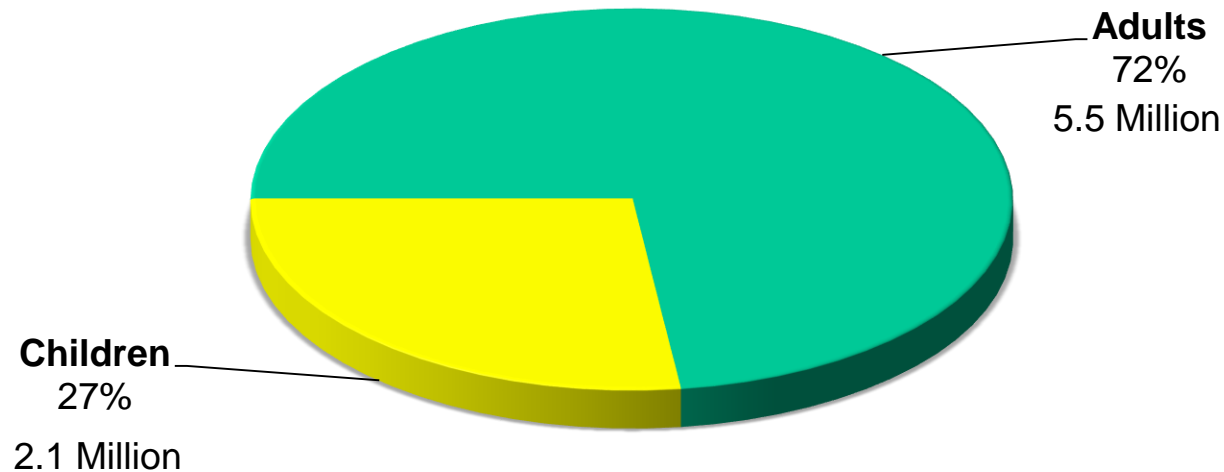


Overnight Trips to Adirondacks



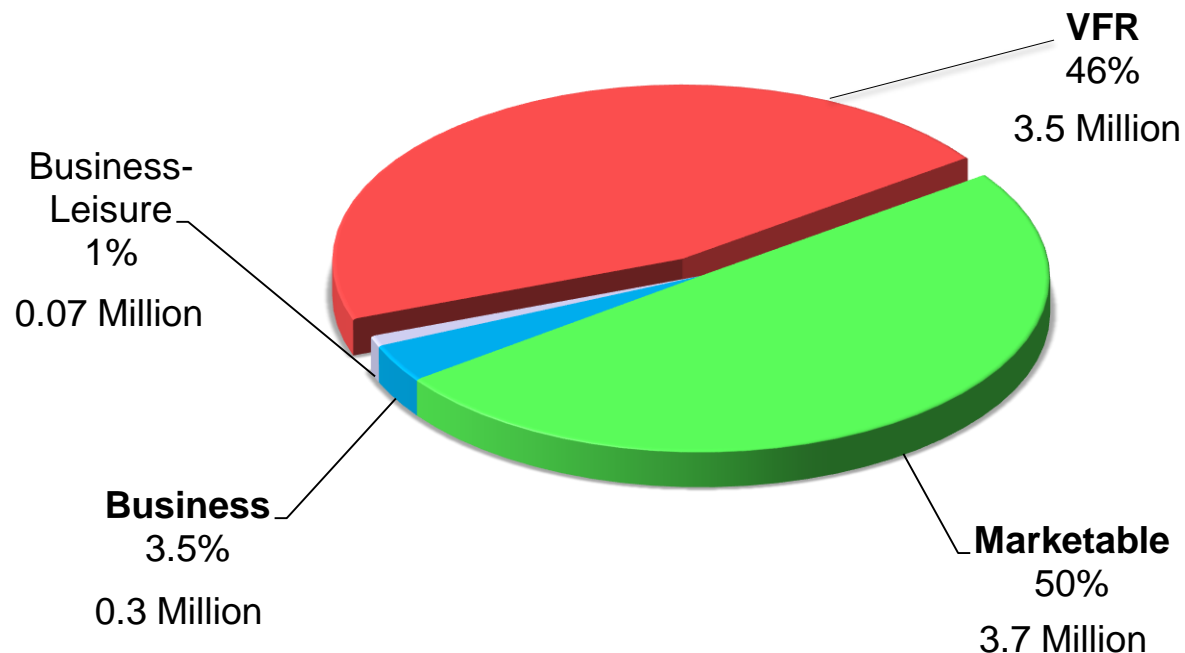
Size of Adirondacks Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 7.6 Million



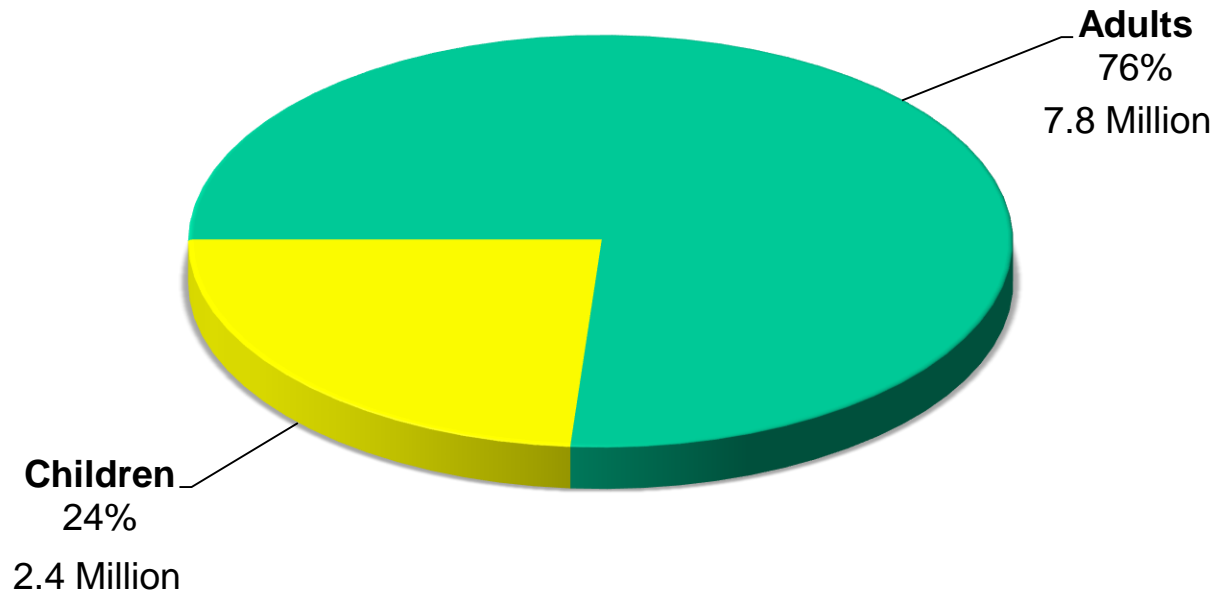
Adirondacks Overnight Travel Market — by Main Trip Purpose

Adult Overnight Person-Trips = 7.6 Million



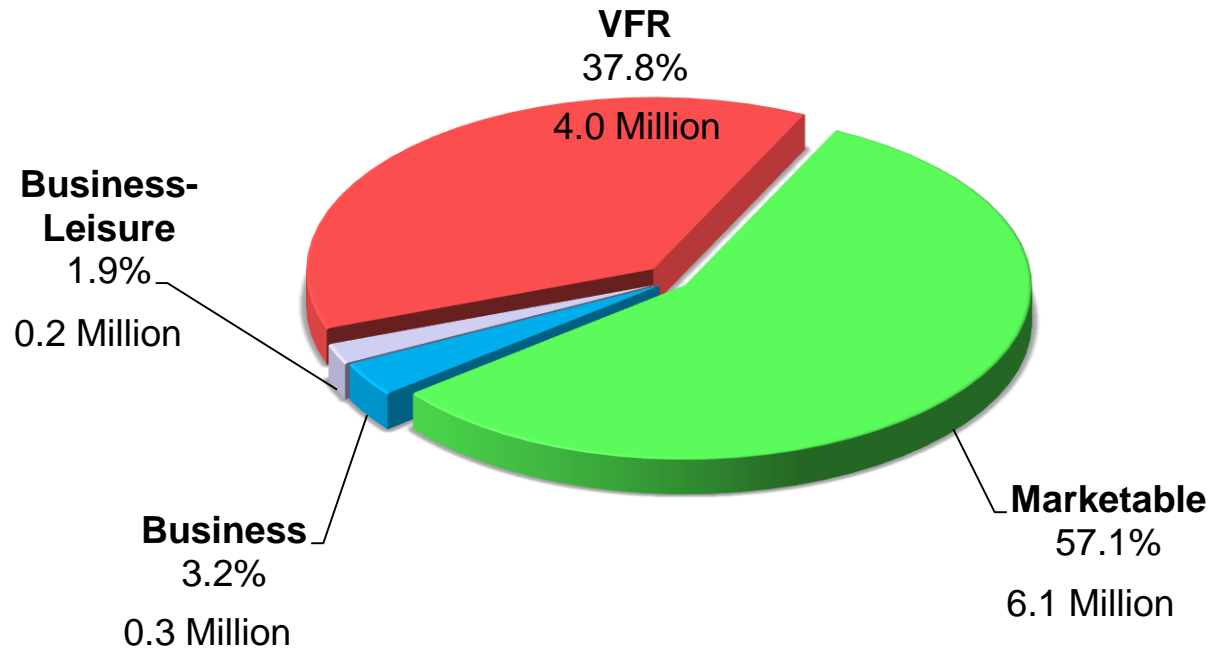
Size of Adirondacks Day Travel Market — Adults vs. Children

Total Day Person-Trips = 10.2 Million



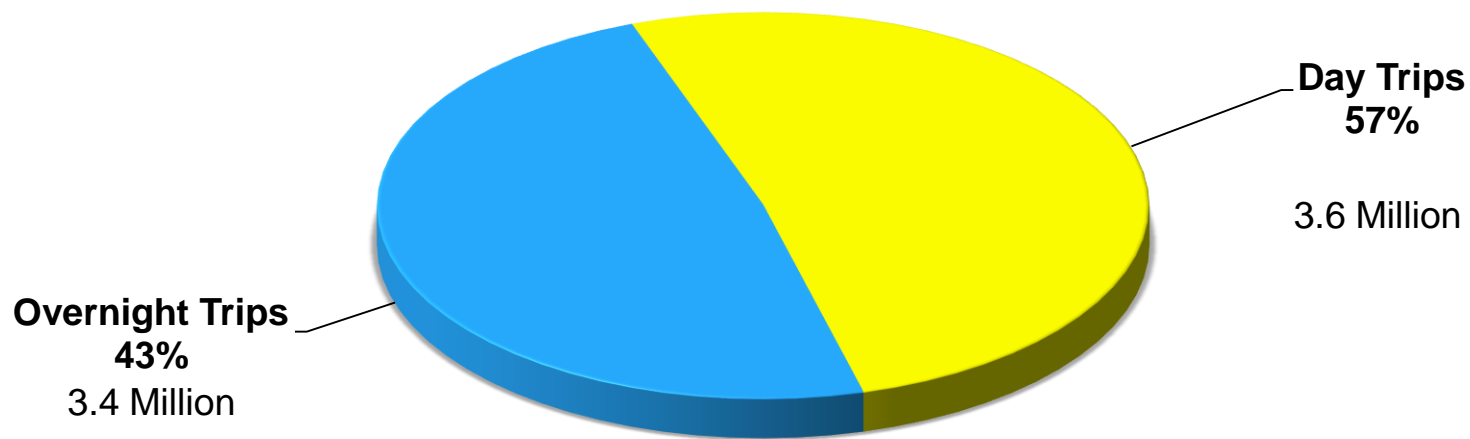
Adirondacks Day Travel Market — by Trip Purpose

Adult Day Person-Trips = 10.6 Million



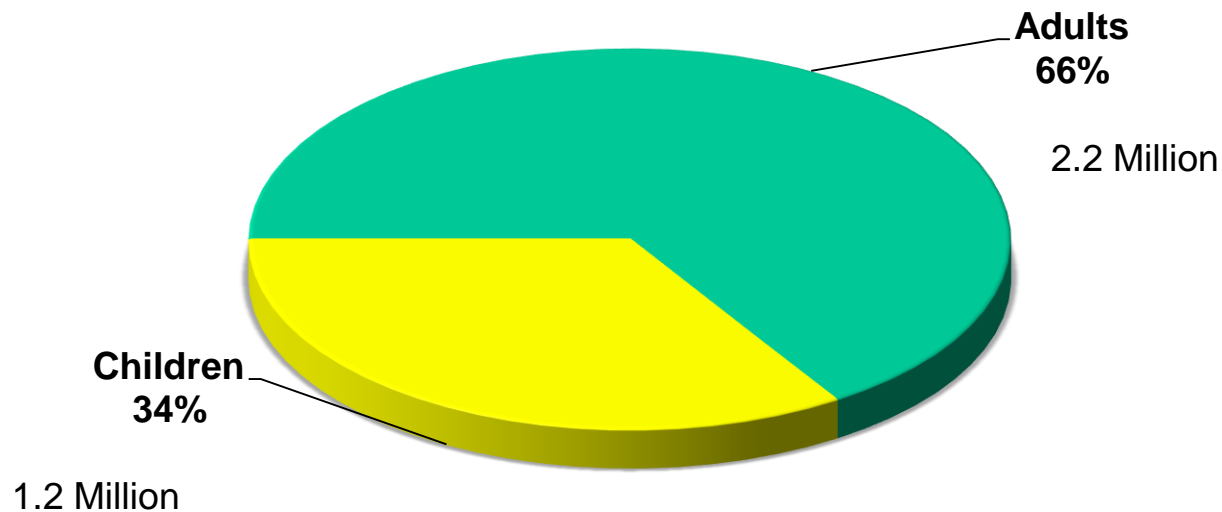
Total Size of Lake Placid 2016 Domestic Travel Market

Total Person-Trips = 7 Million

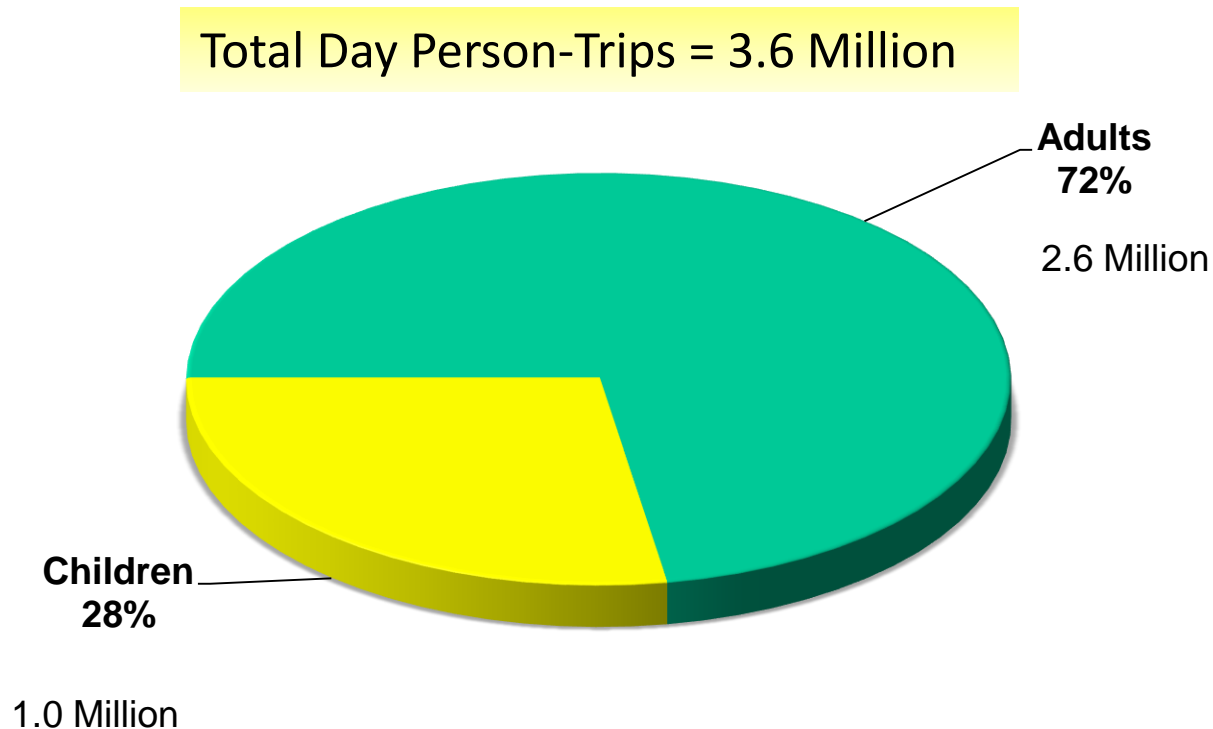


Size of Lake Placid Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 3.4 Million



Size of Lake Placid Day Travel Market — Adults vs. Children





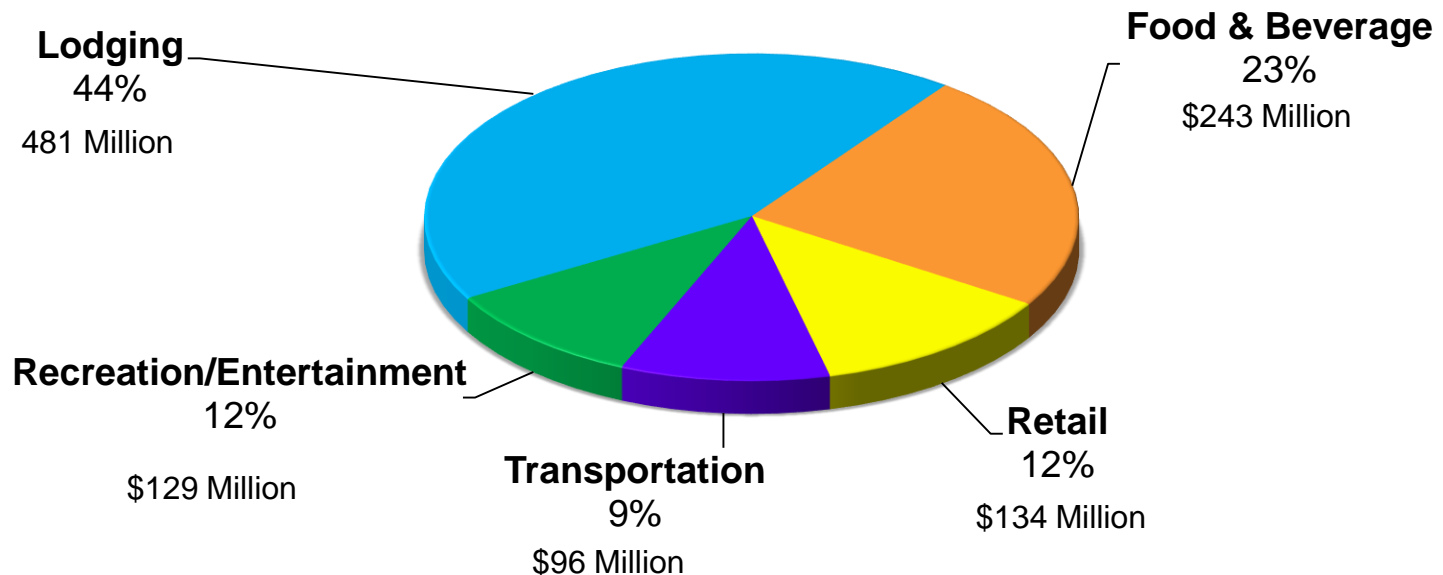
Overnight Trip Expenditures



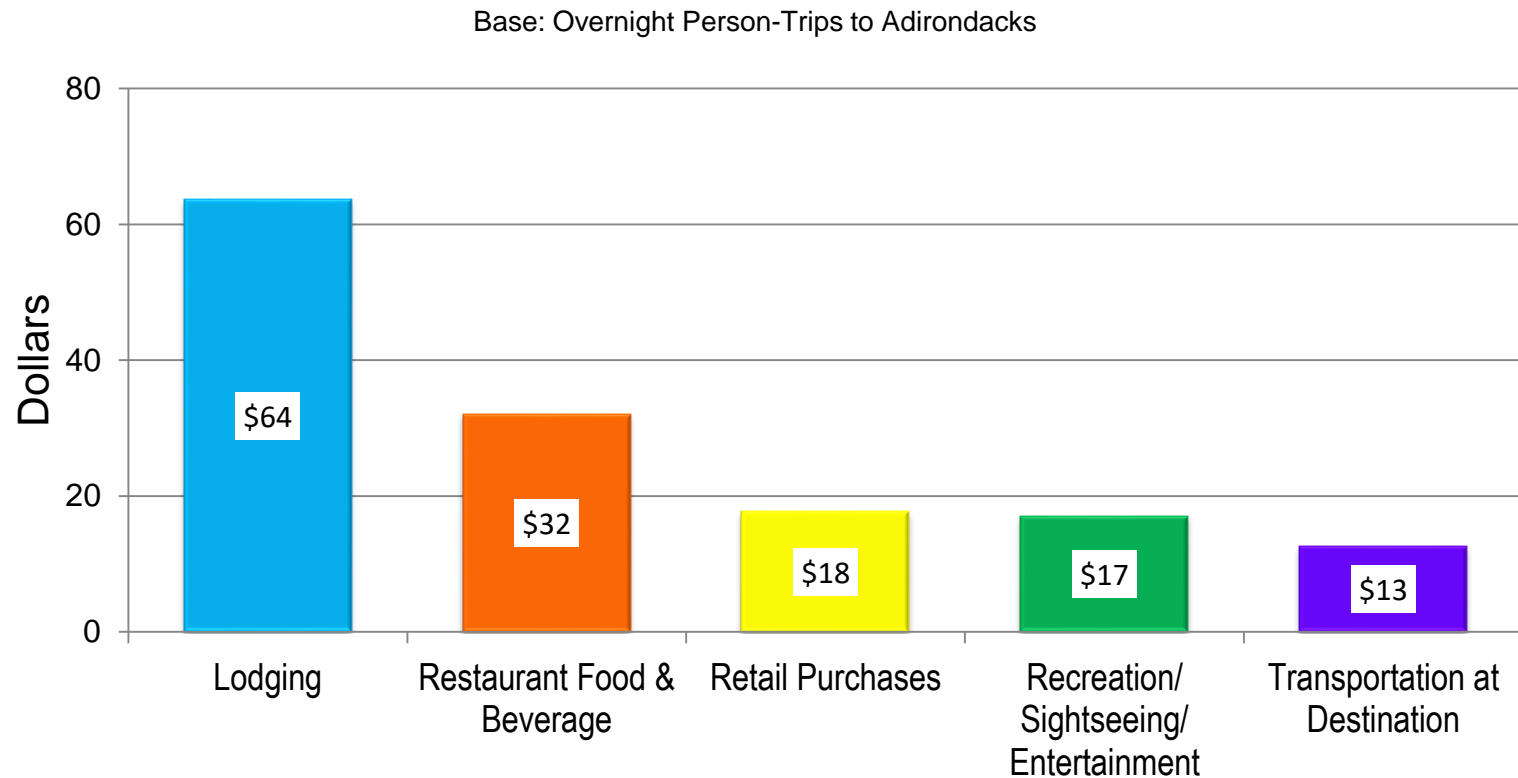
Domestic Overnight Expenditures — by Sector

Total Spending = \$1.08 Billion

+3.5% vs. 2015

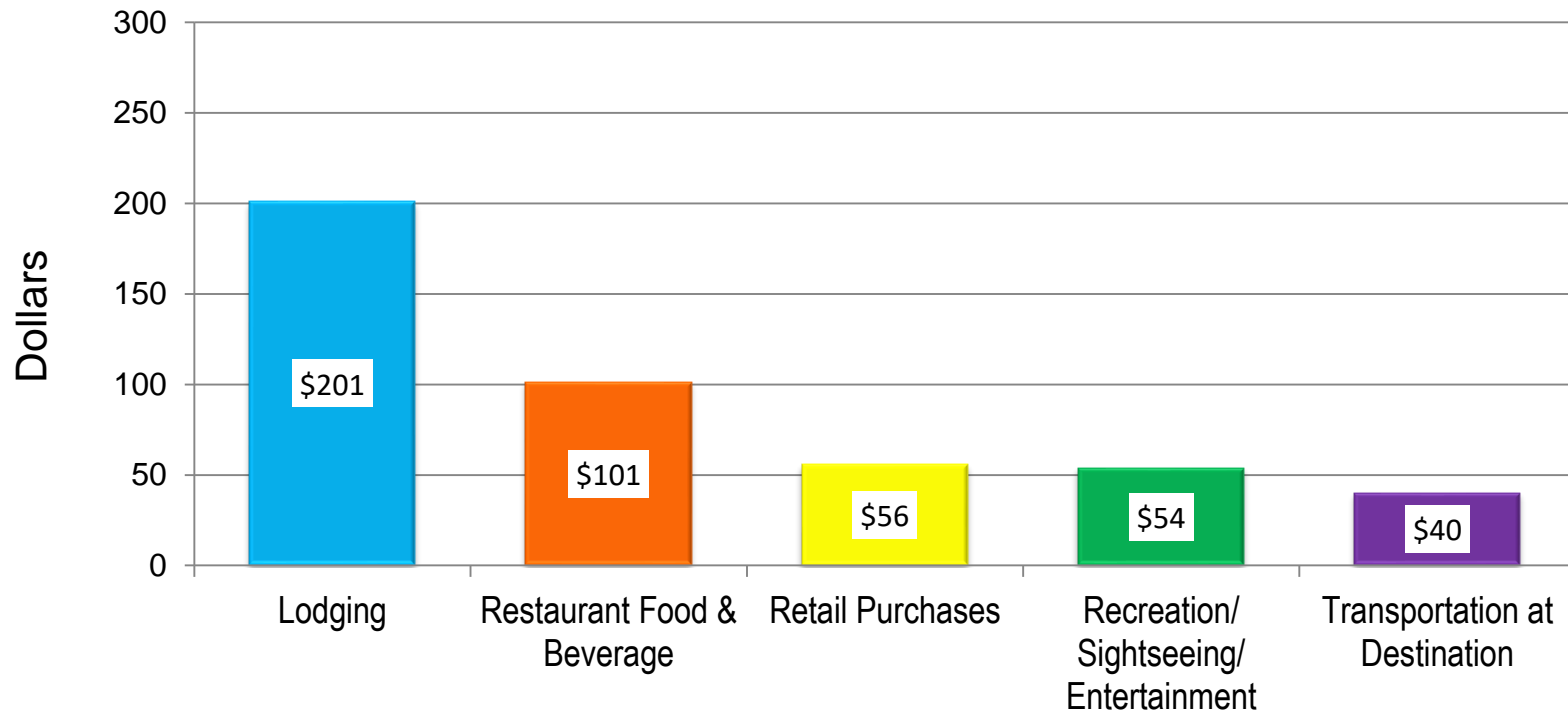


Average Per Person Expenditures on Domestic Overnight Trips — By Sector



Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Adirondacks



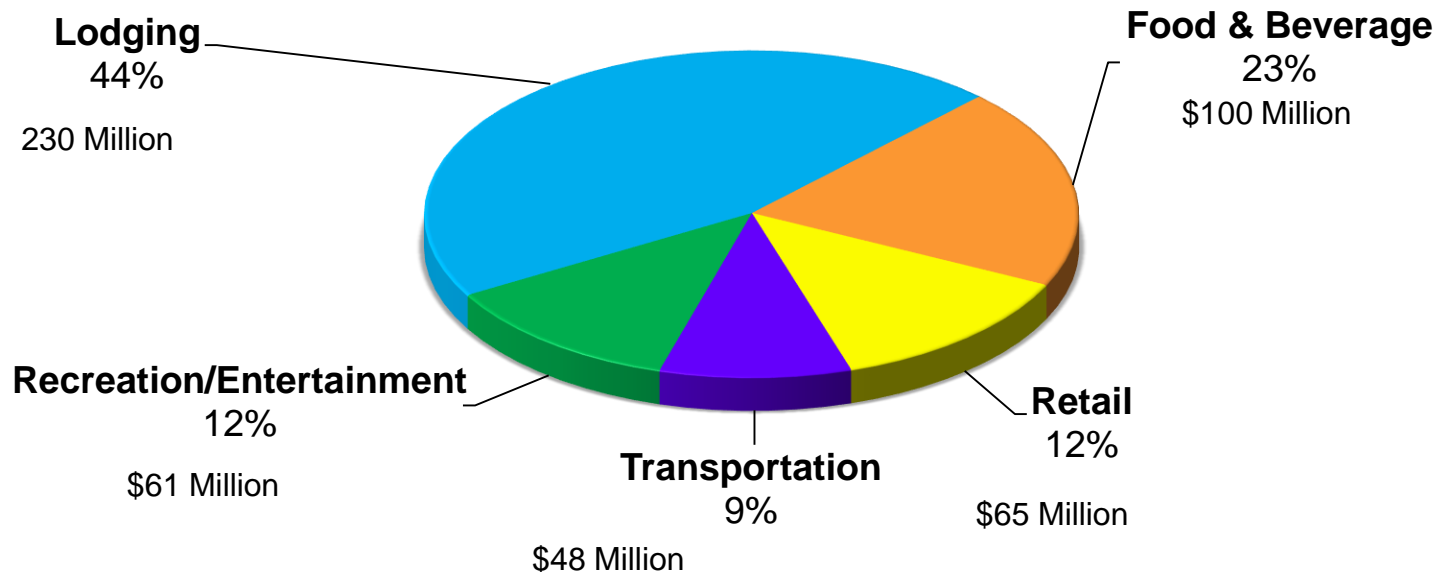


Overnight Trip Expenditures – Lake Placid

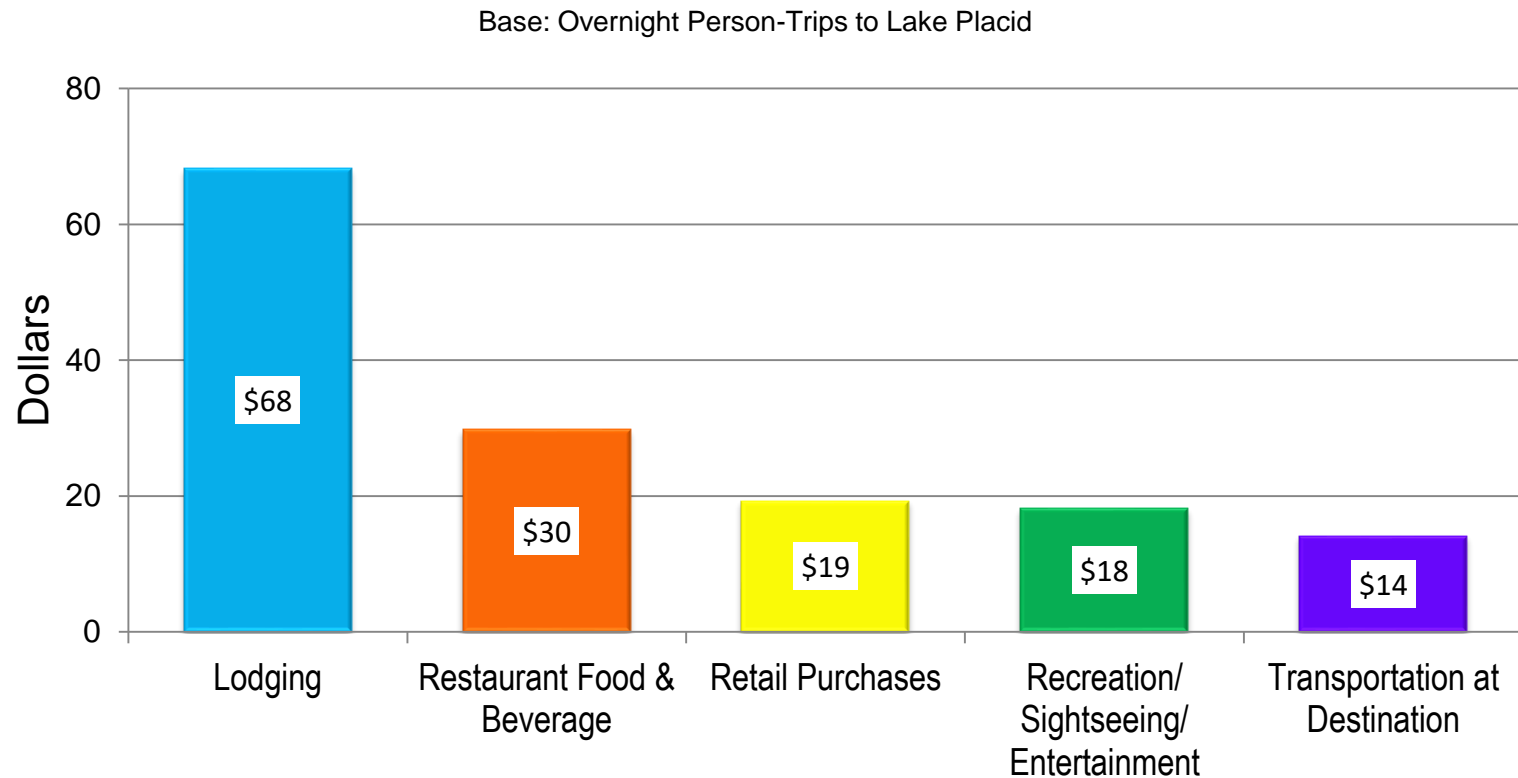


Lake Placid Domestic Overnight Expenditures — by Sector

Total Spending = \$504 Million

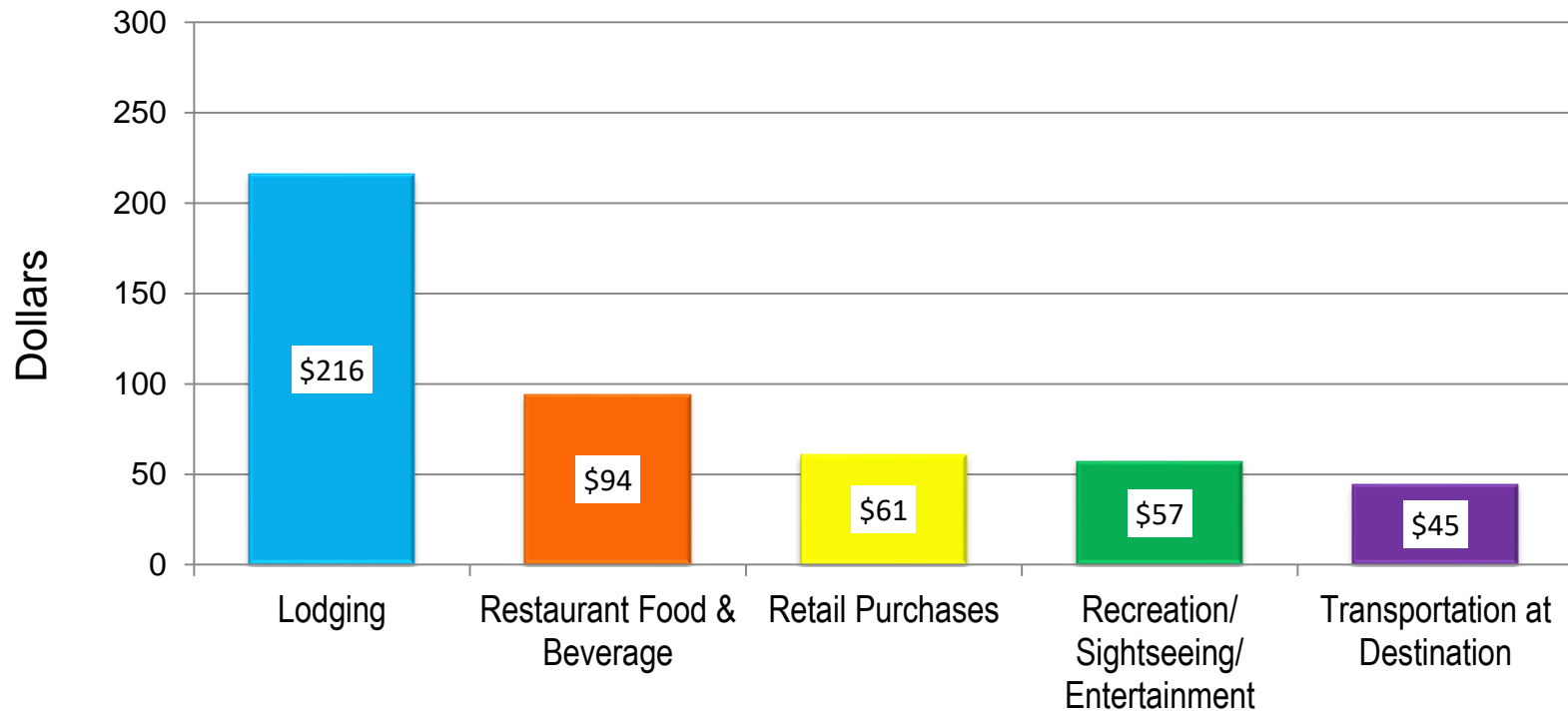


Lake Placid Average Per Person Expenditures on Domestic Overnight Trips — By Sector



Lake Placid Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Lake Placid





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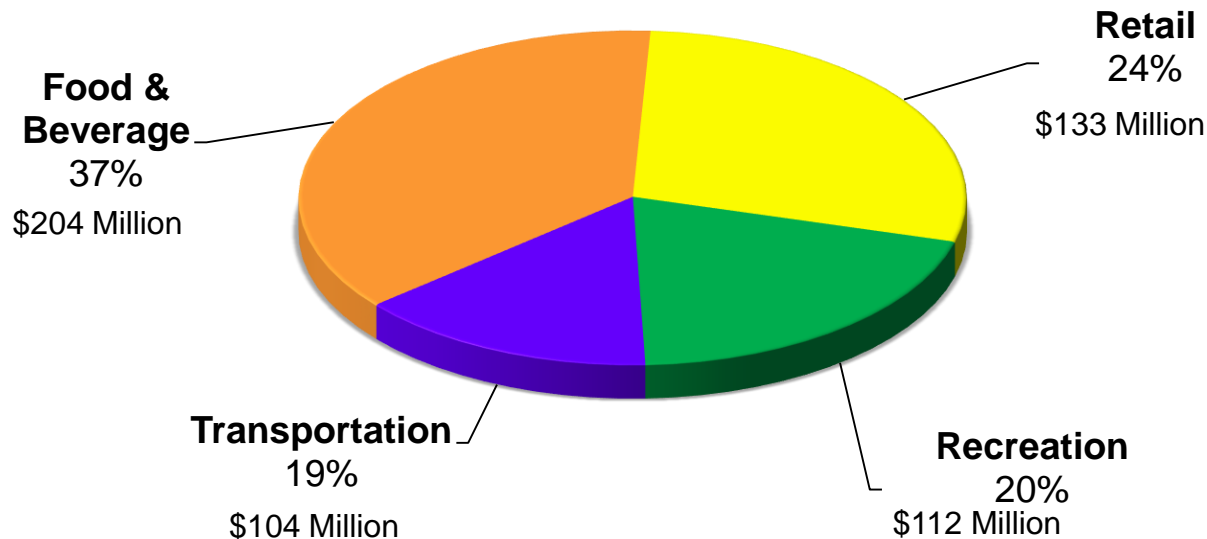
Day Trip Expenditures



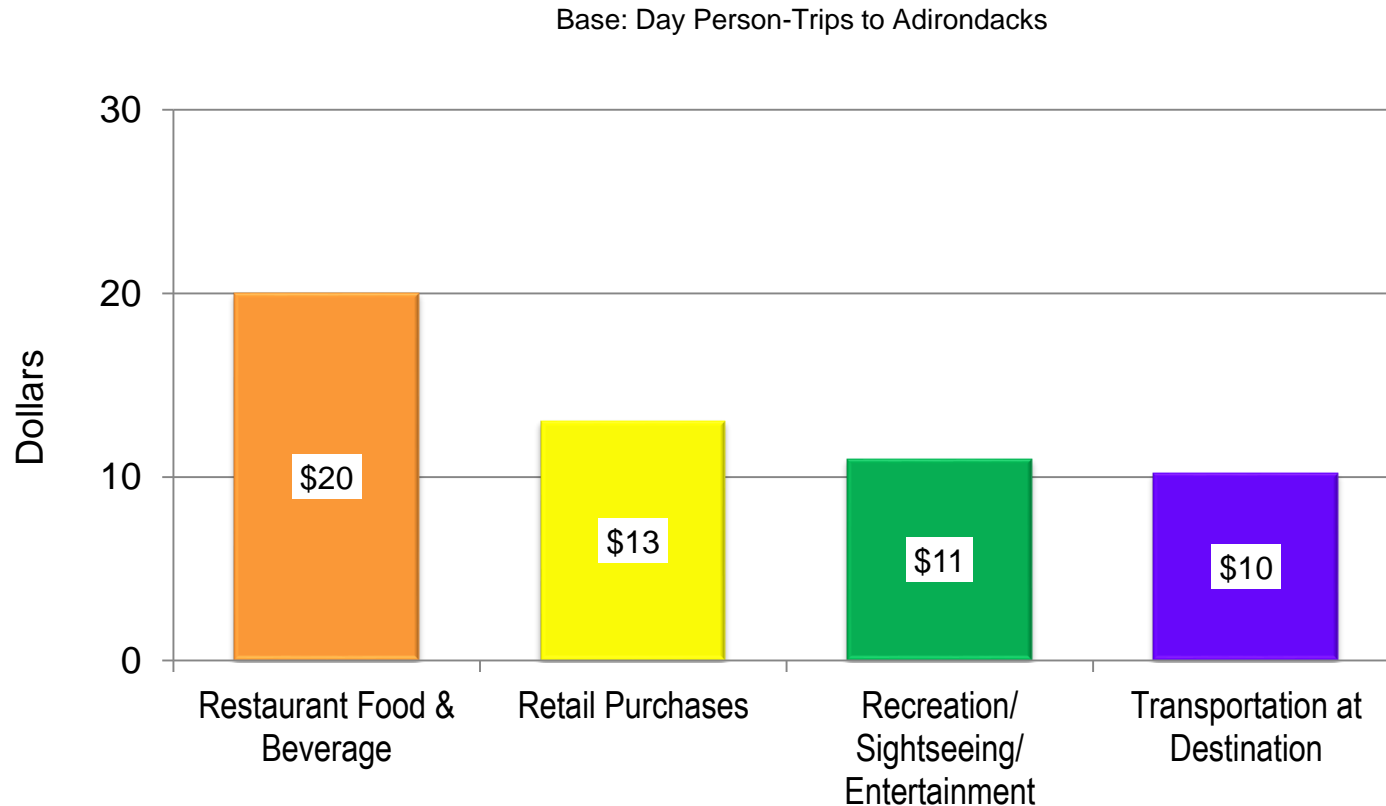
Total Adirondacks Domestic Day Trip Spending — by Sector

Total Spending = \$553 Million

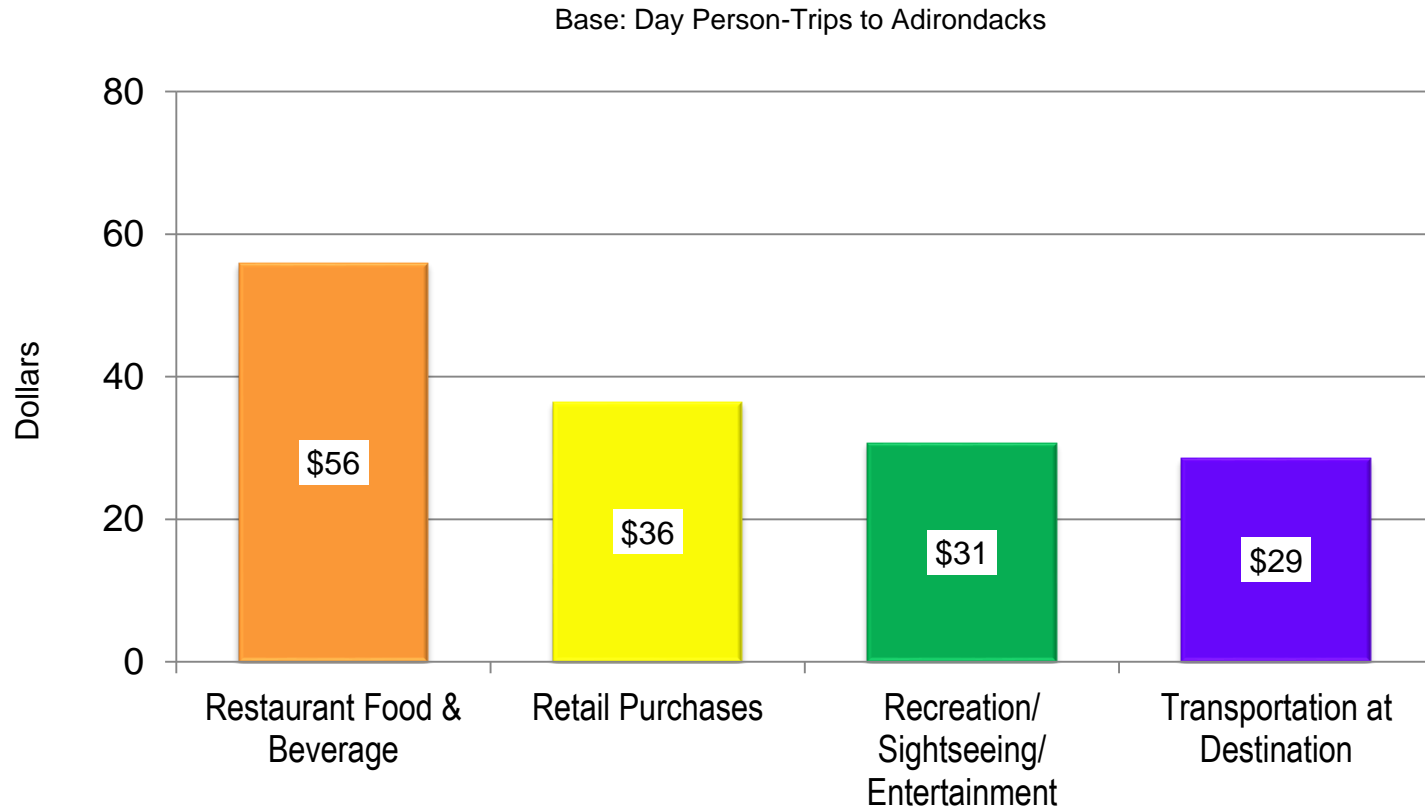
+5.1% vs. 2015



Average Per Person Expenditures on Day Trips — By Sector



Average Per Party Expenditures on Day Trips — By Sector



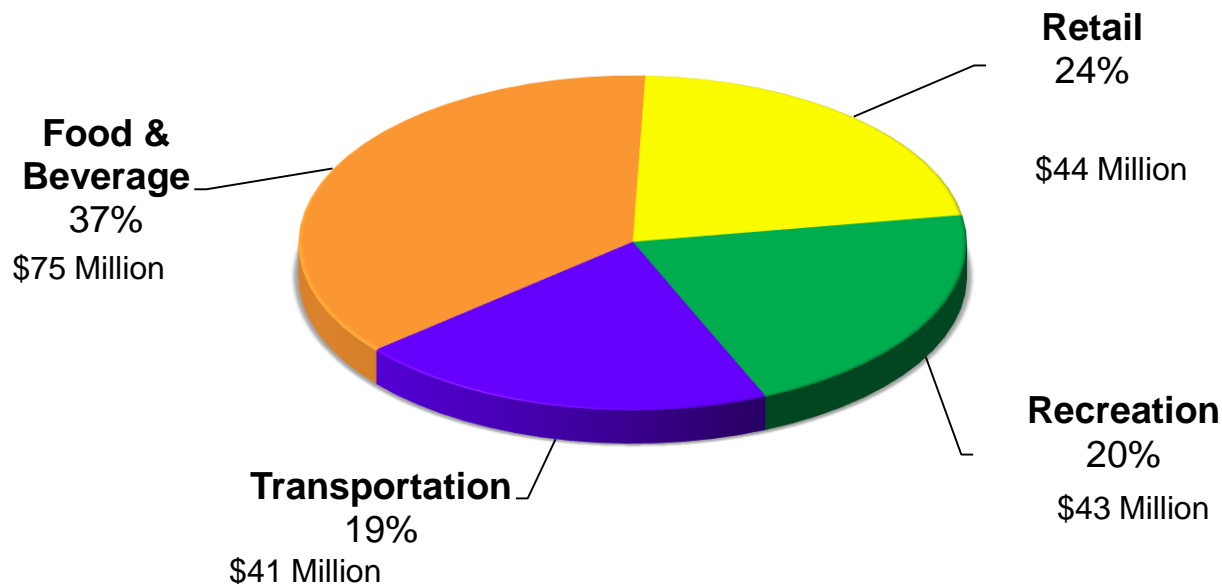


Day Trip Expenditures – Lake Placid

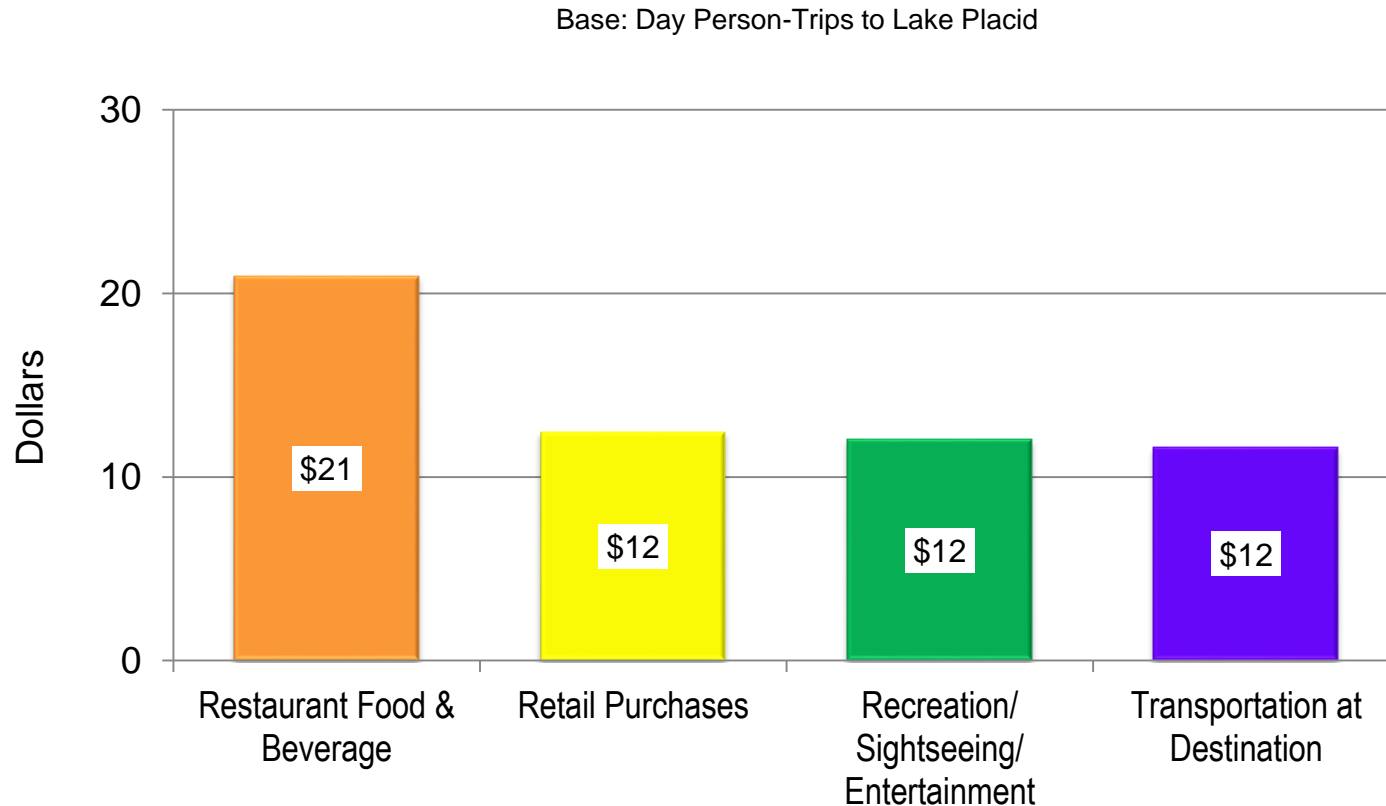


Total Lake Placid Domestic Day Trip Spending — by Sector

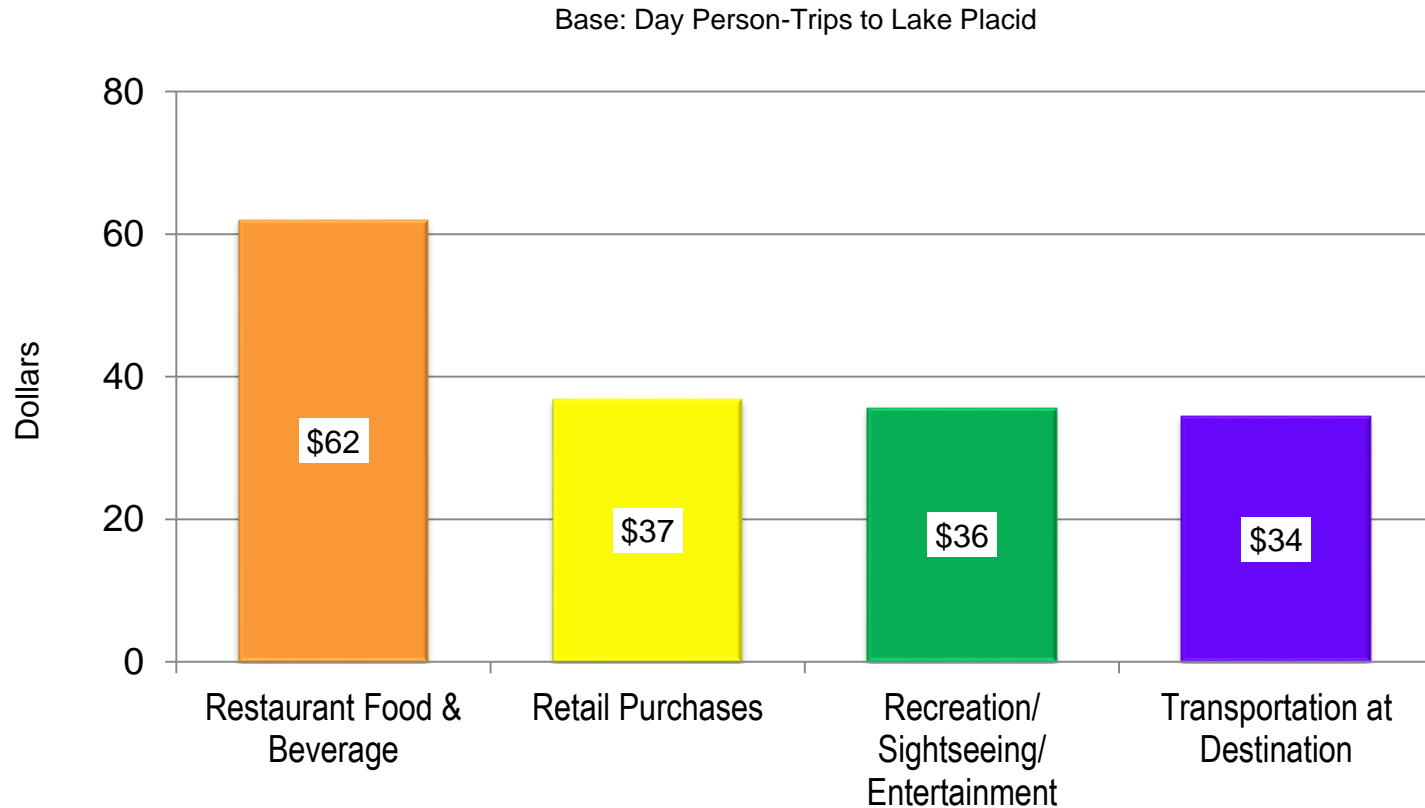
Total Spending = \$203 Million



Lake Placid Average Per Person Expenditures on Day Trips — By Sector



Lake Placid Average Per Party Expenditures on Day Trips — By Sector



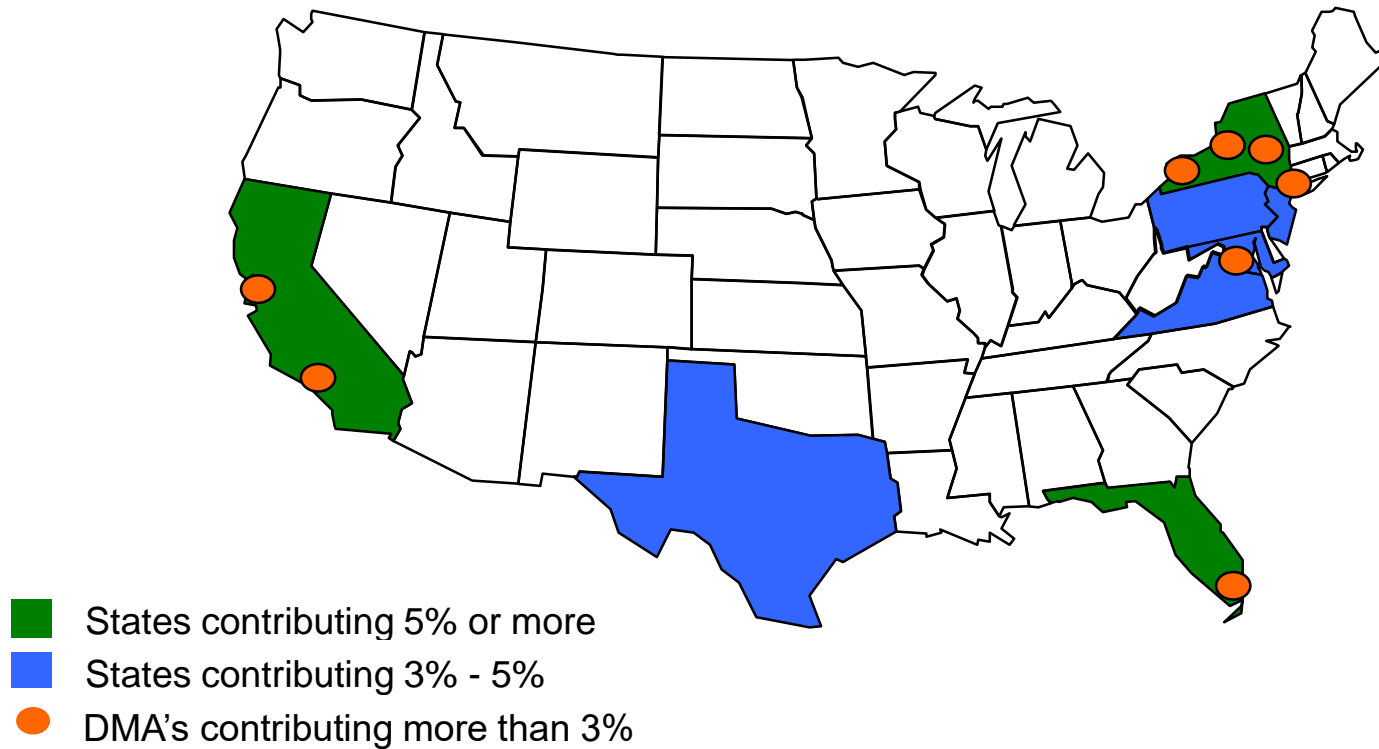


Sources of Business – Overnight Trips

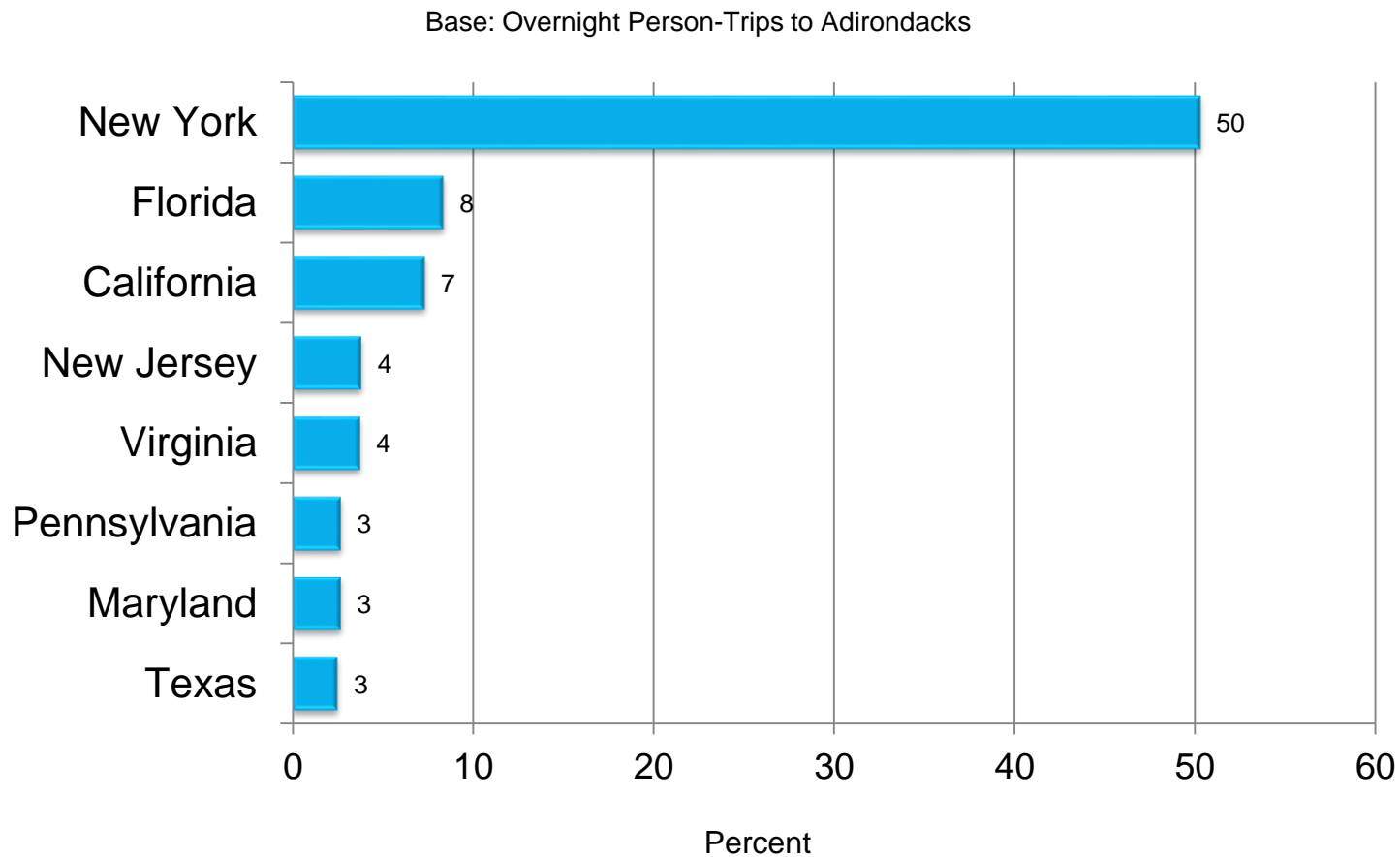


Sources of Business

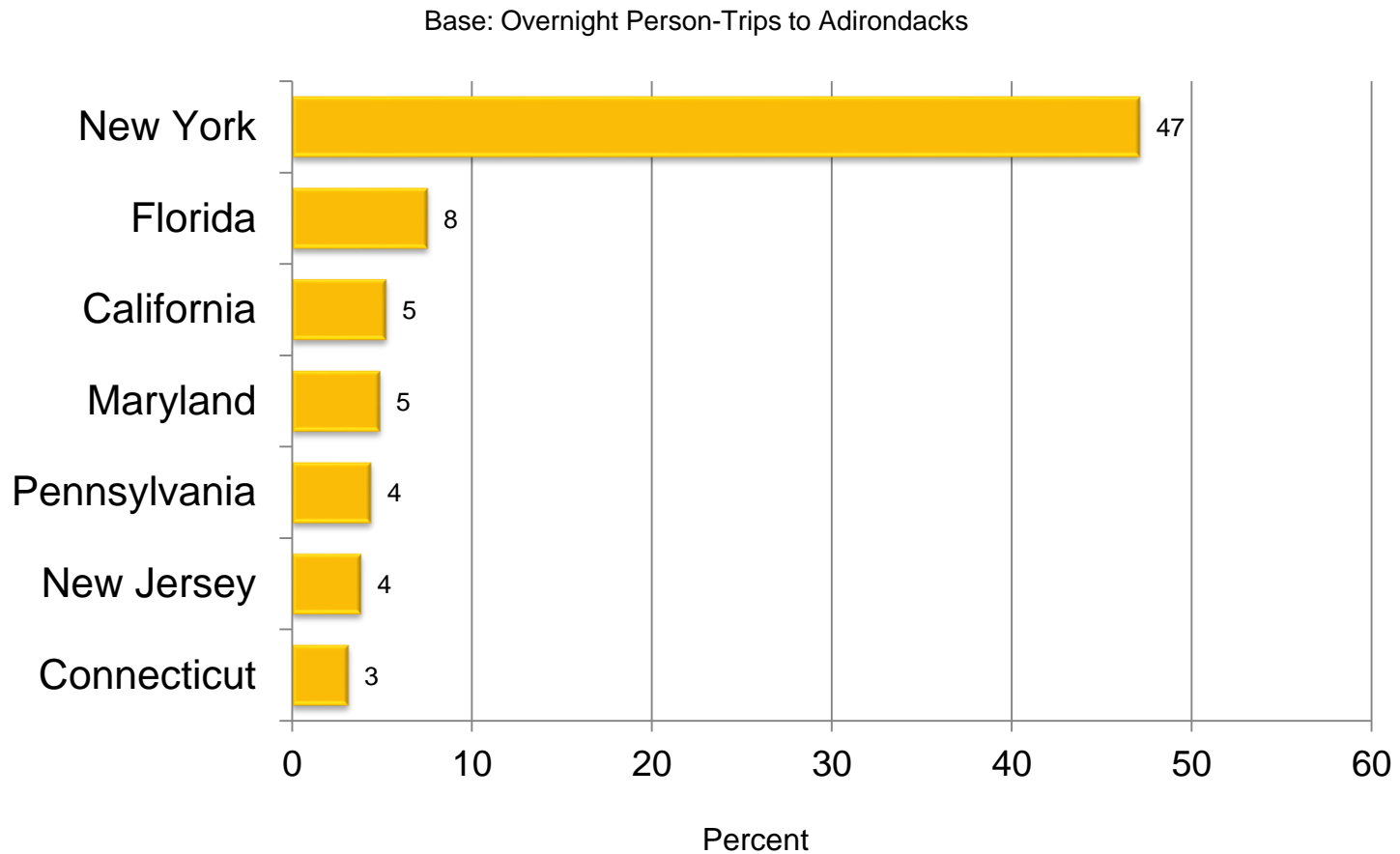
Base: Overnight Person-Trips to Adirondacks



2016 State Origin Of Trip

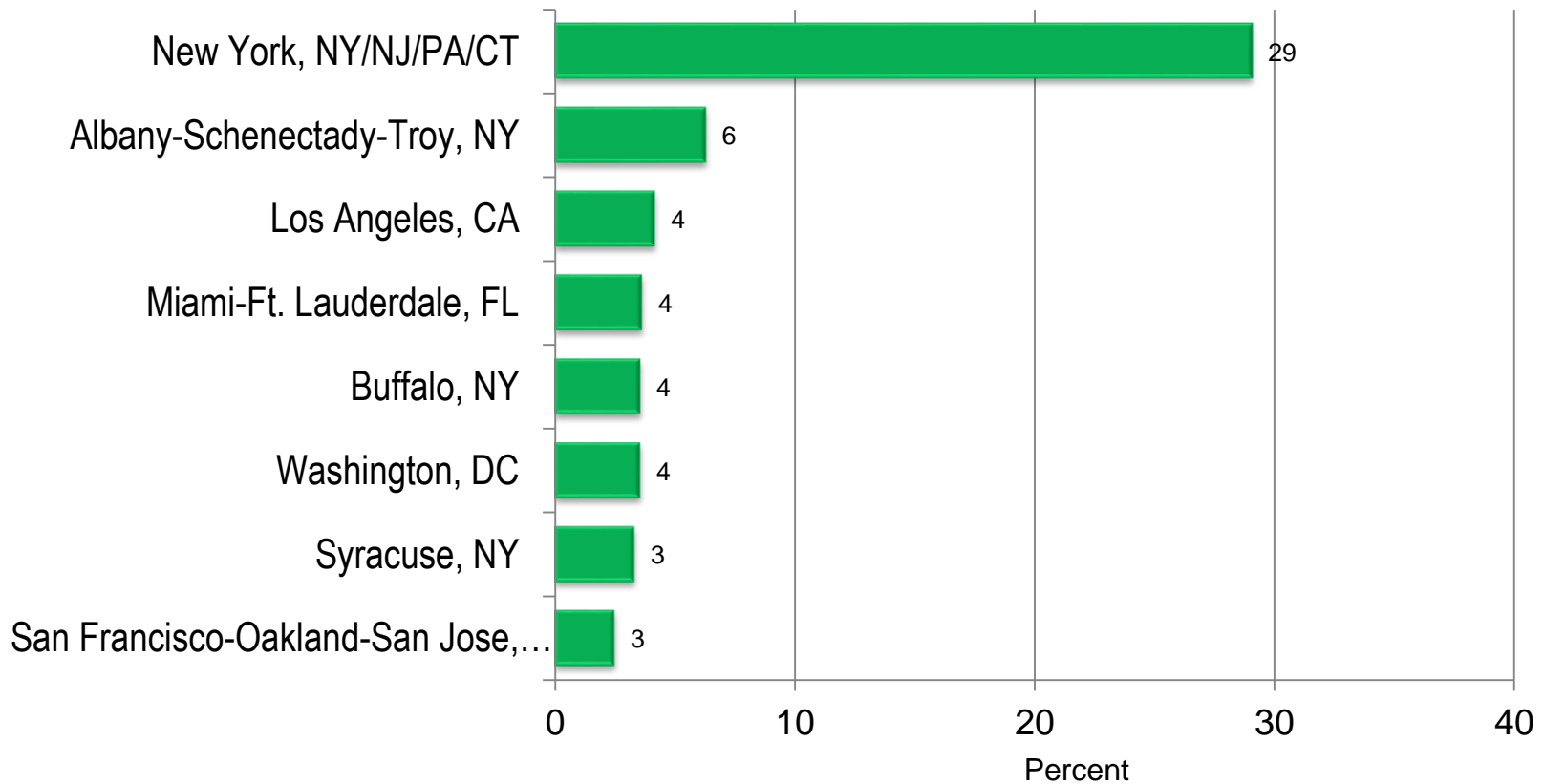


2015 State Origin Of Trip



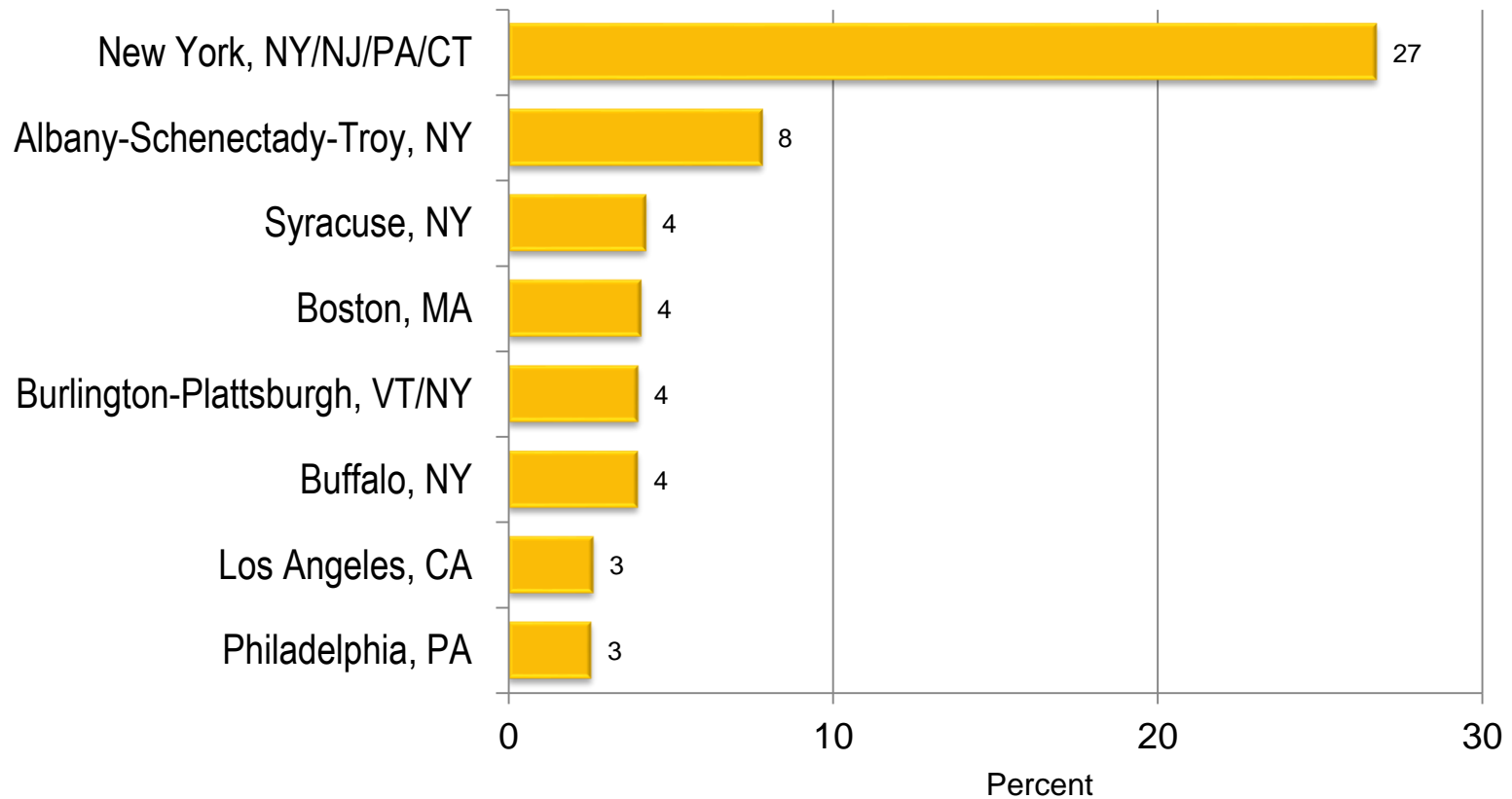
2016 DMA Origin Of Trip

Base: Overnight Person-Trips to Adirondacks



2015 DMA Origin Of Trip

Base: Overnight Person-Trips to Adirondacks

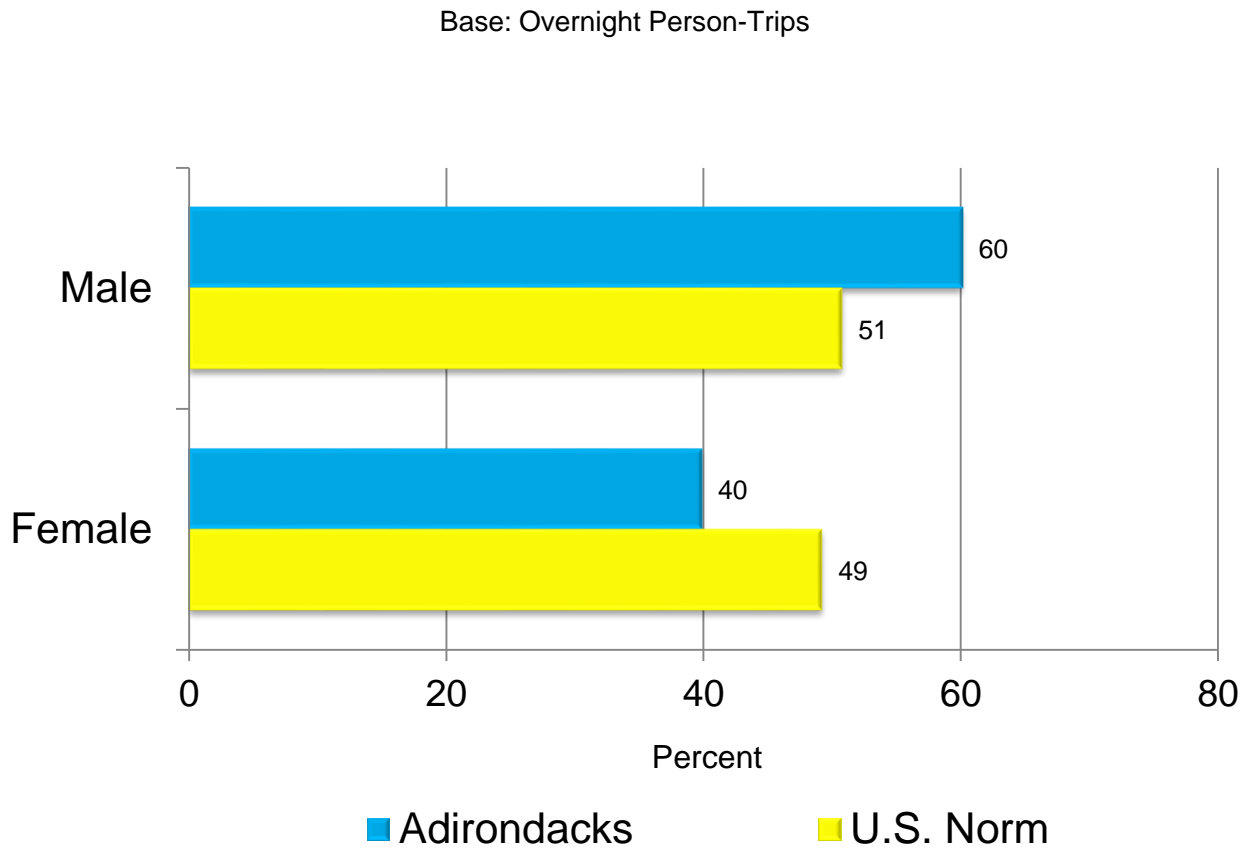




Demographic Profile of Overnight Visitors

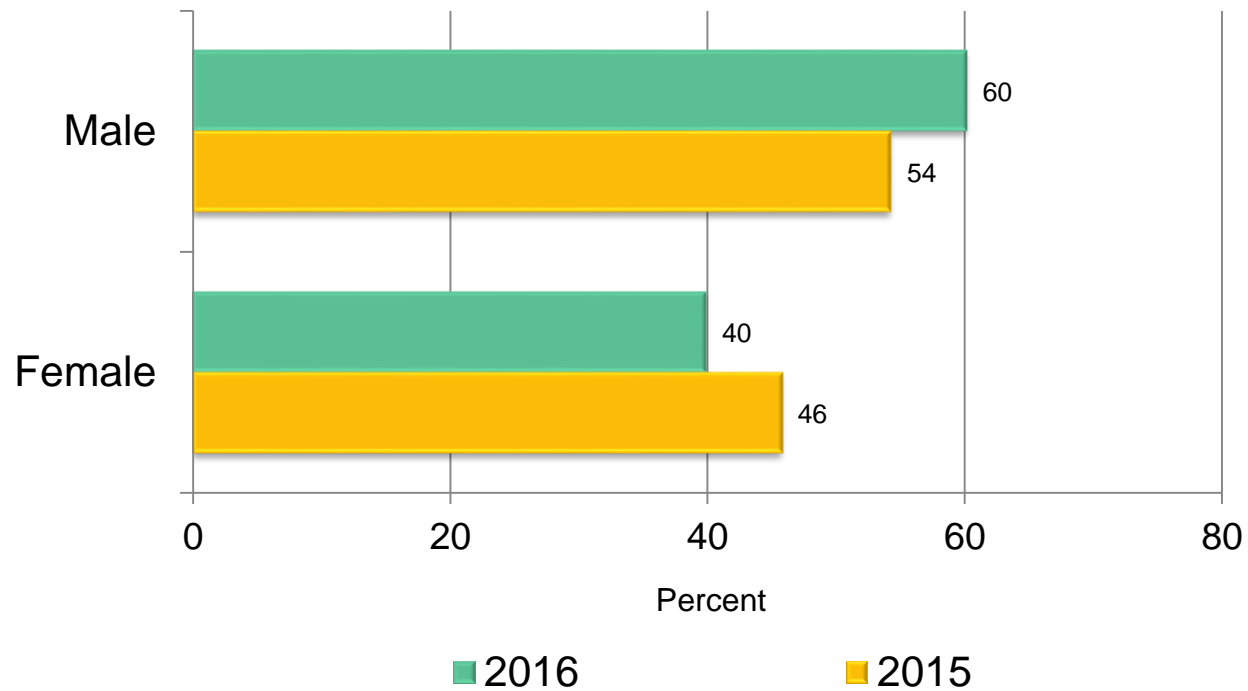


Gender



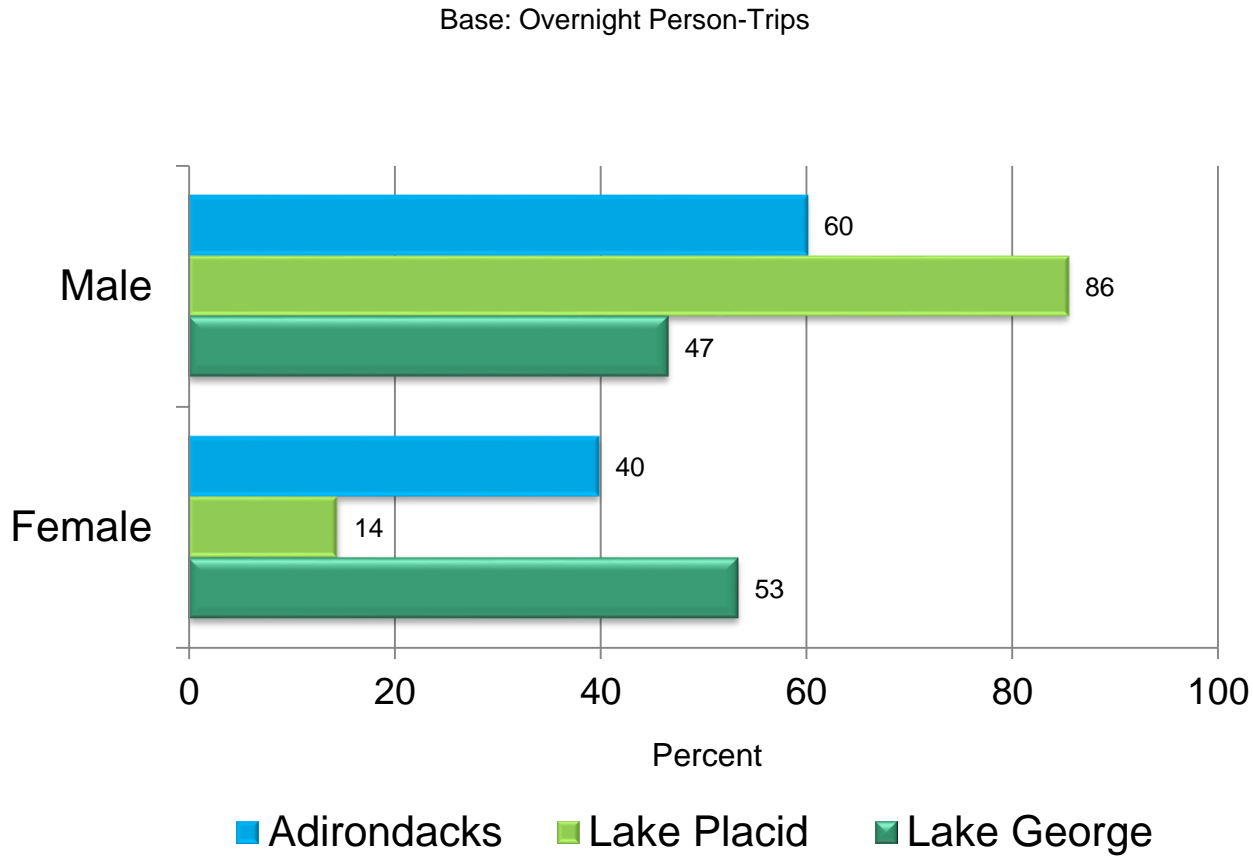
Gender 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



Gender

Adirondacks vs. Lake Placid vs. Lake George

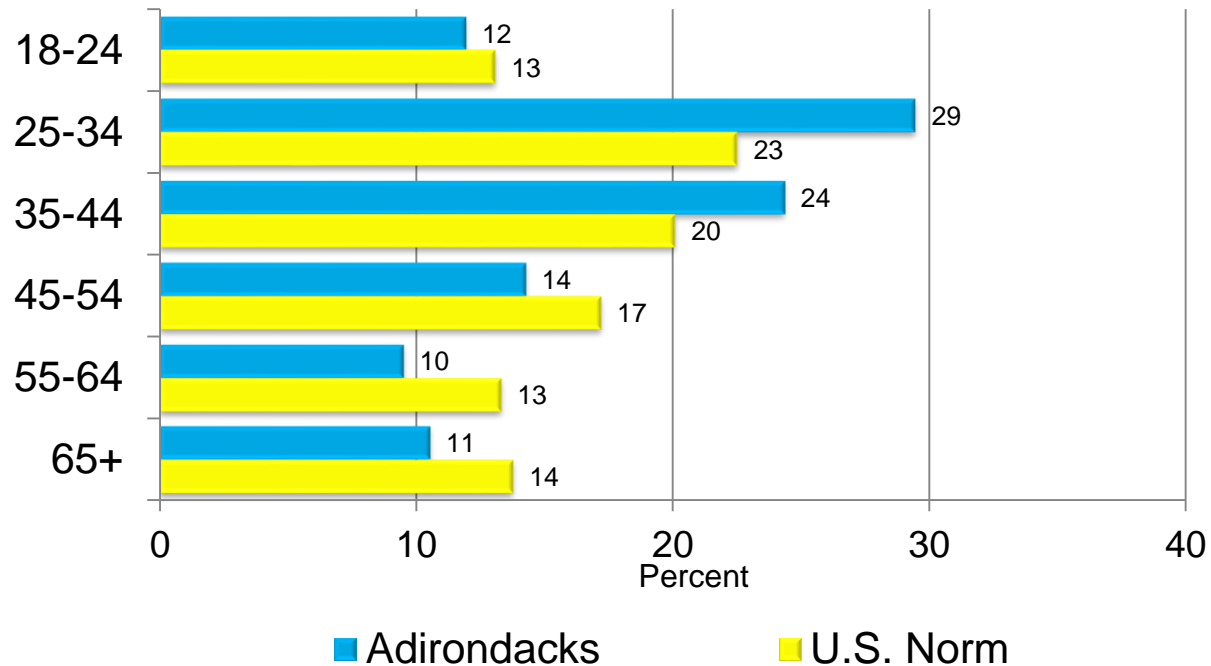


Age

Base: Overnight Person-Trips

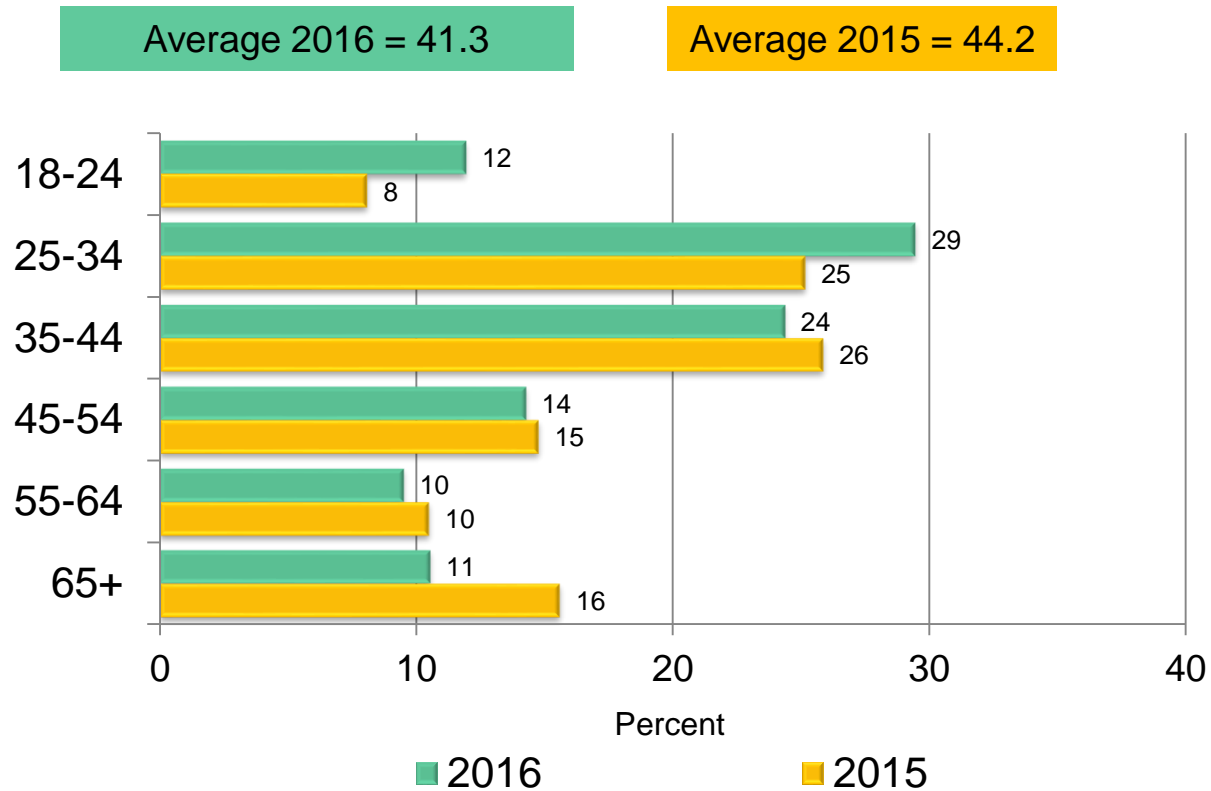
Average Adirondacks = 41.3

Average U.S. Norm = 43.8



Age 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



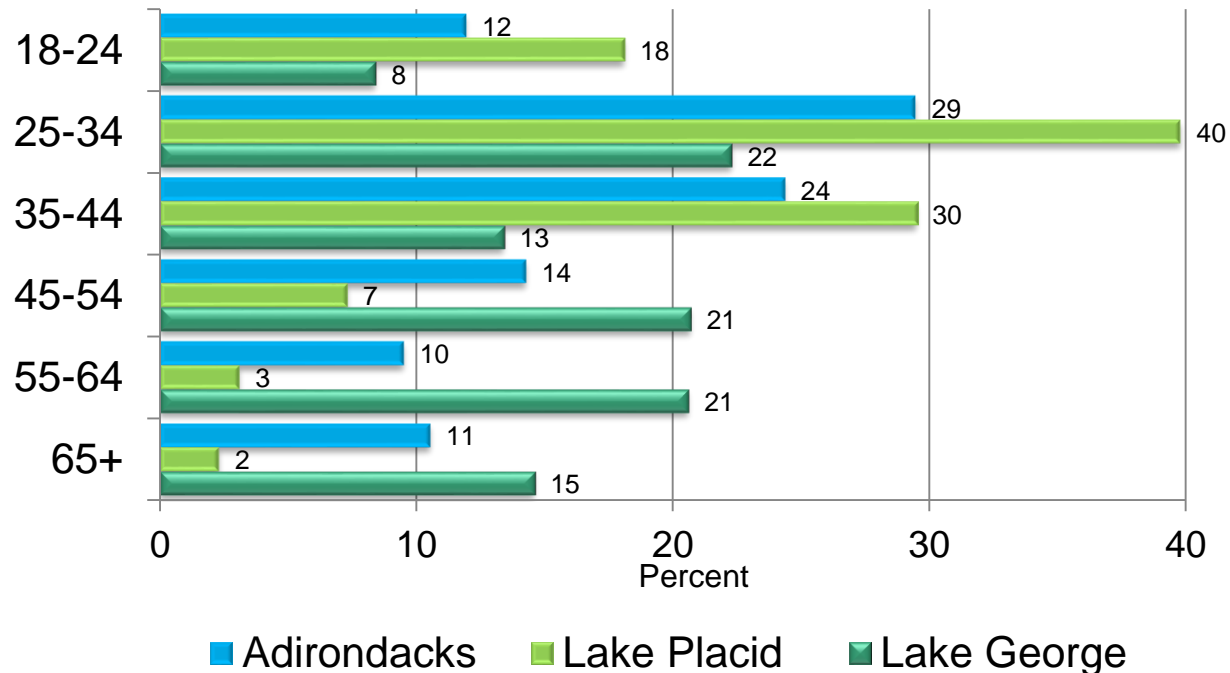
Age Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

Average Adirondacks = 41.3

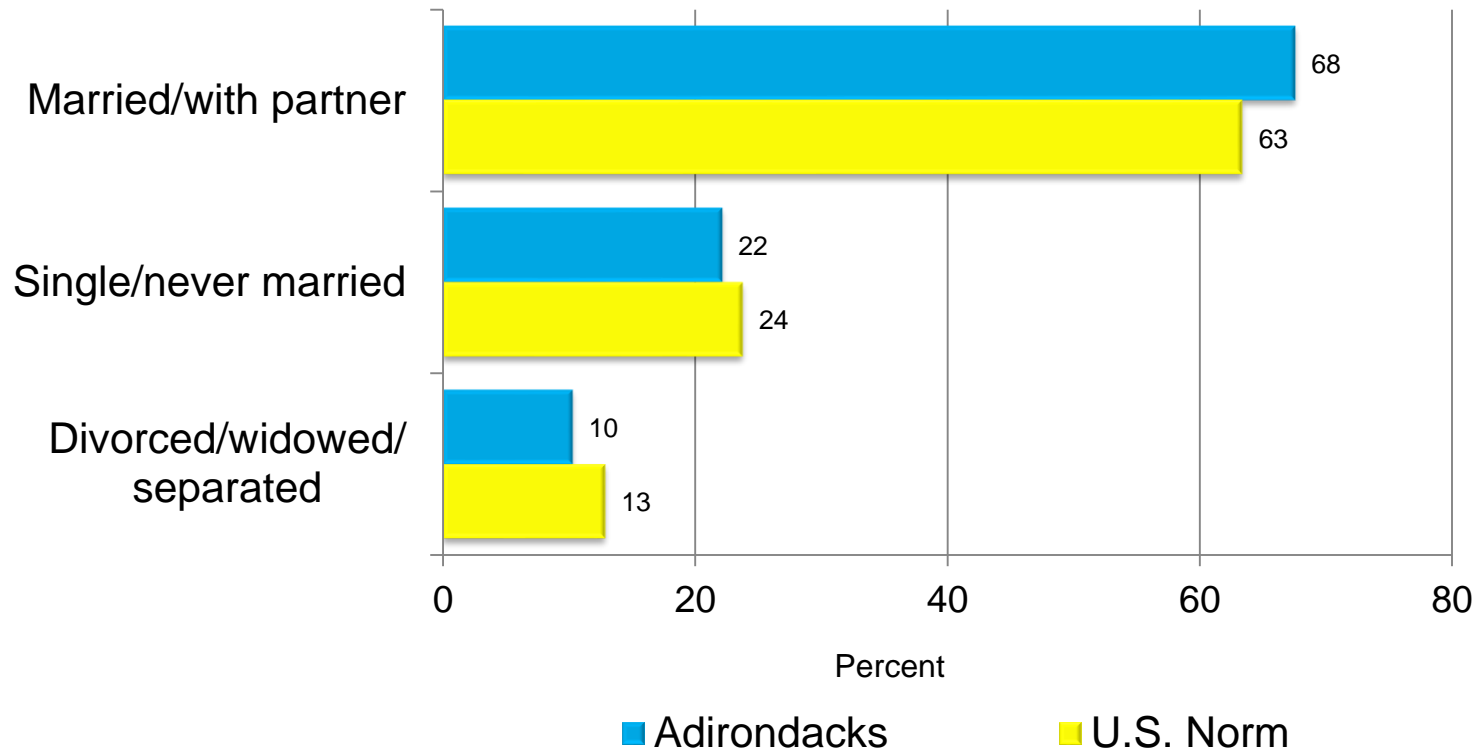
Average Lake Placid = 34.6

Average Lake George = 46.8



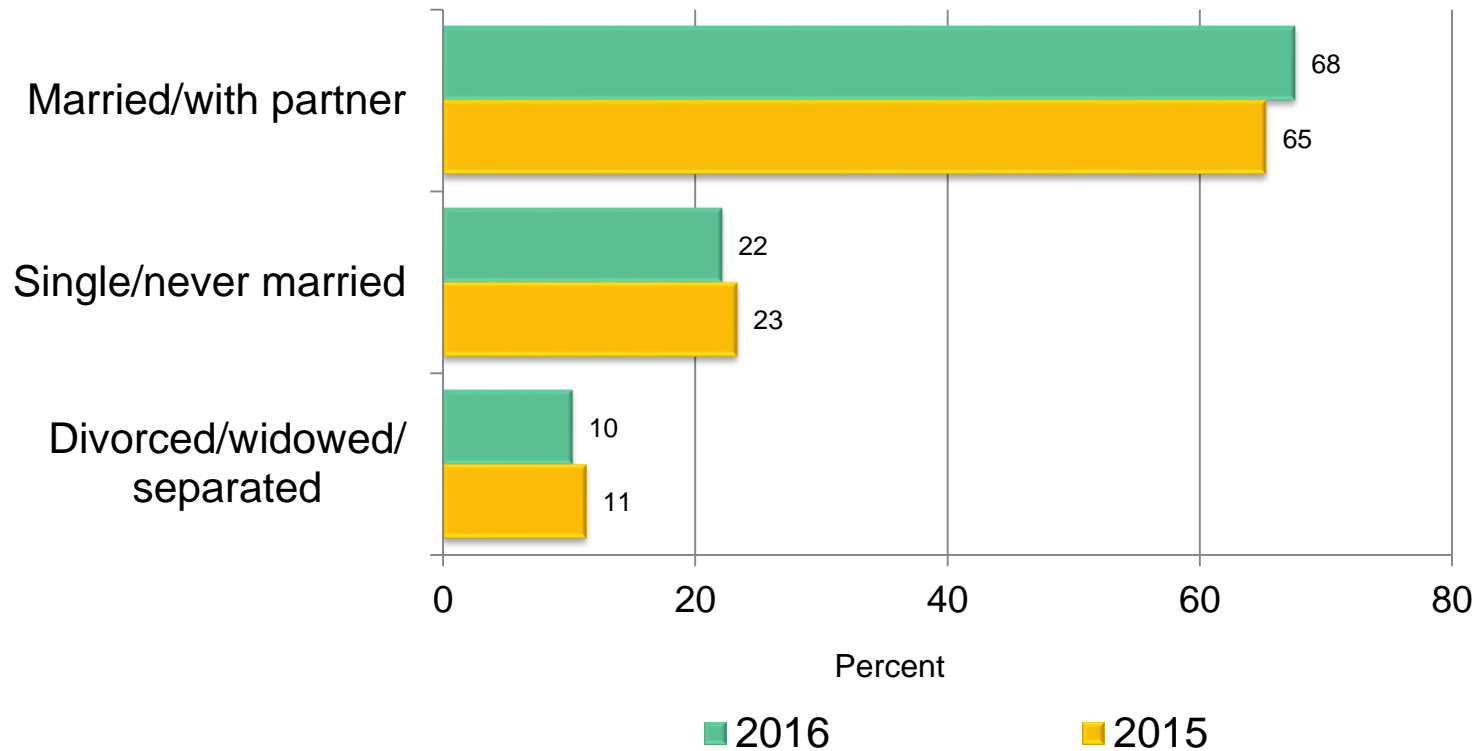
Marital Status

Base: Overnight Person-Trips



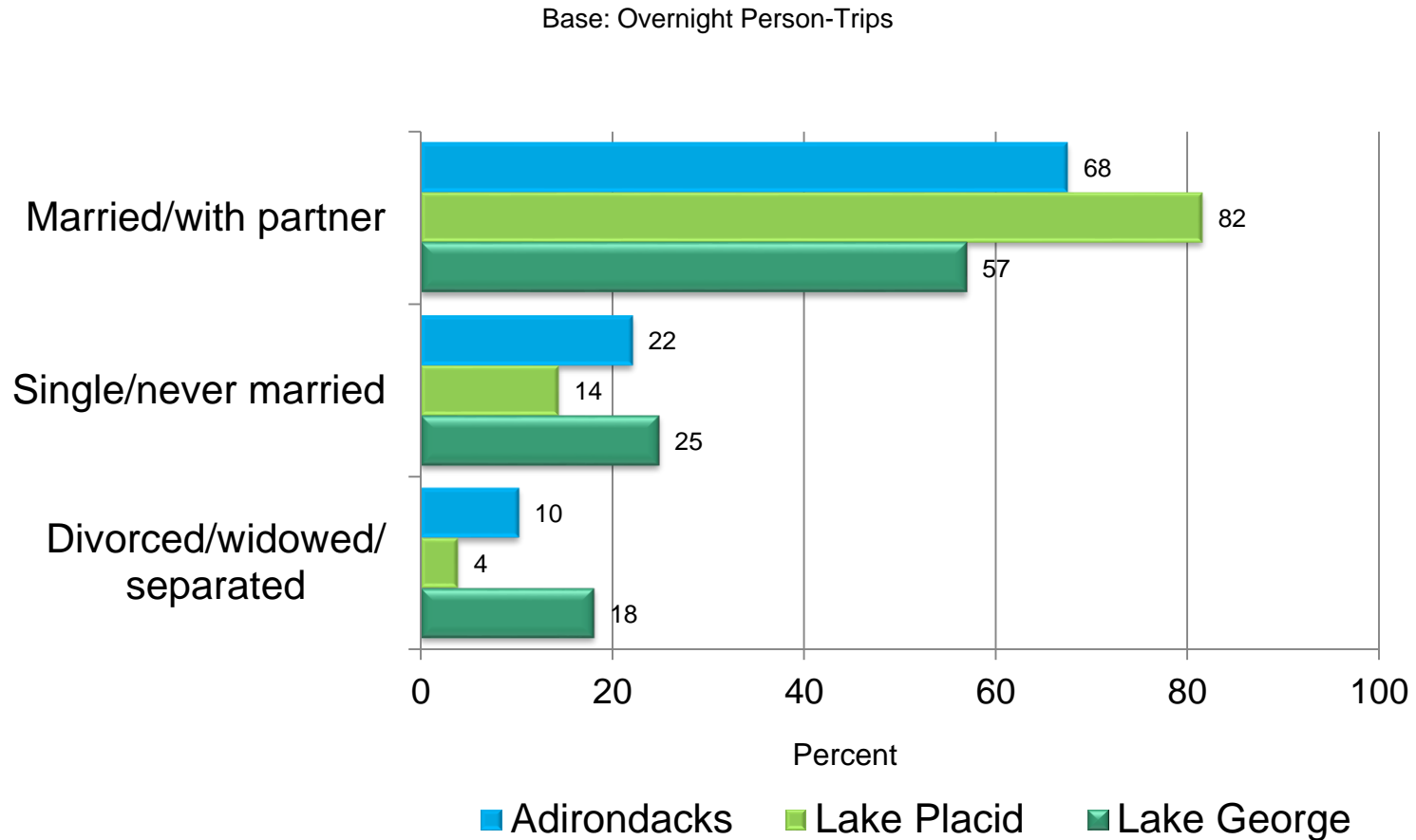
Marital Status 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks

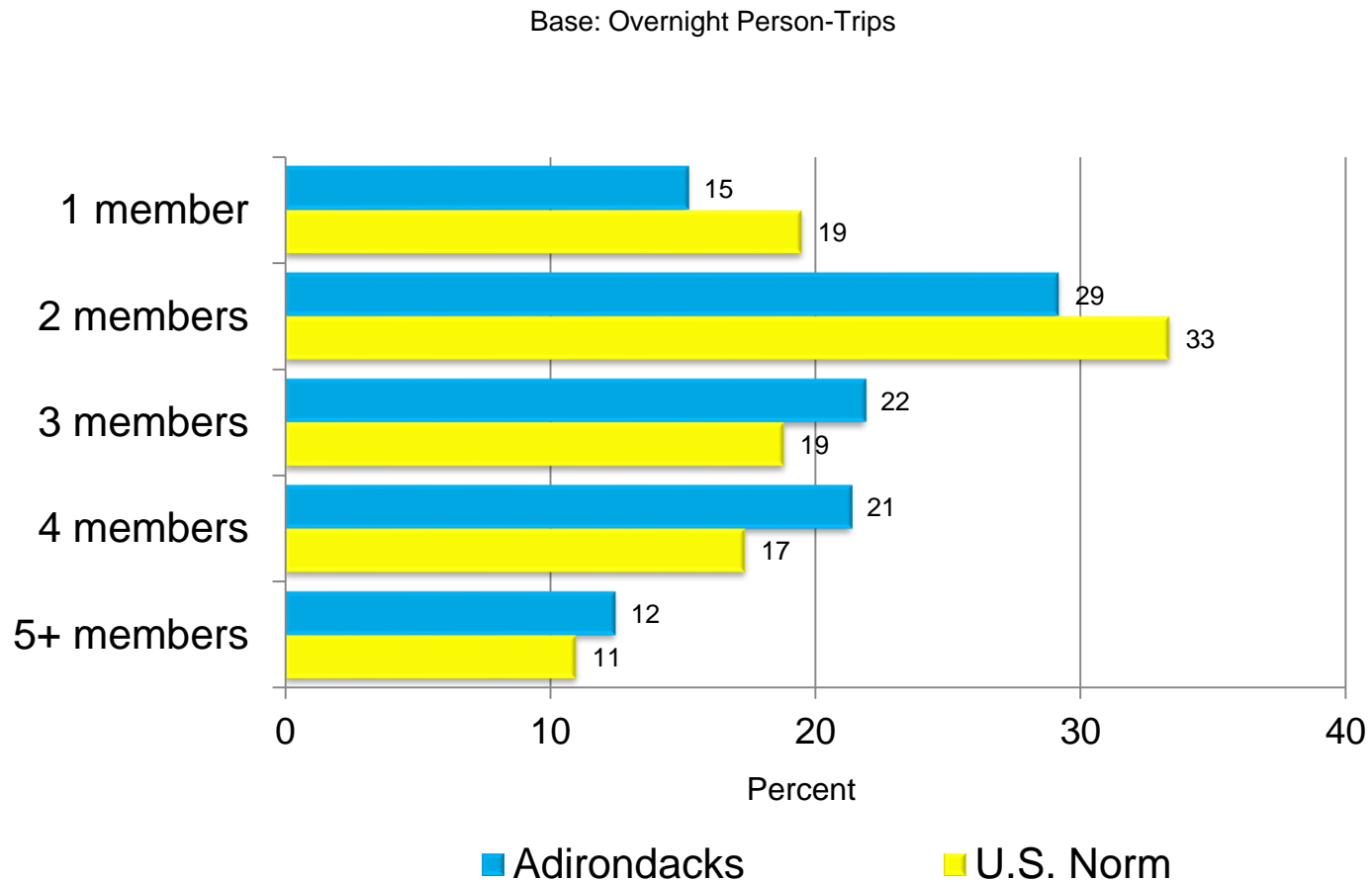


Marital Status

Adirondacks vs. Lake Placid vs. Lake George

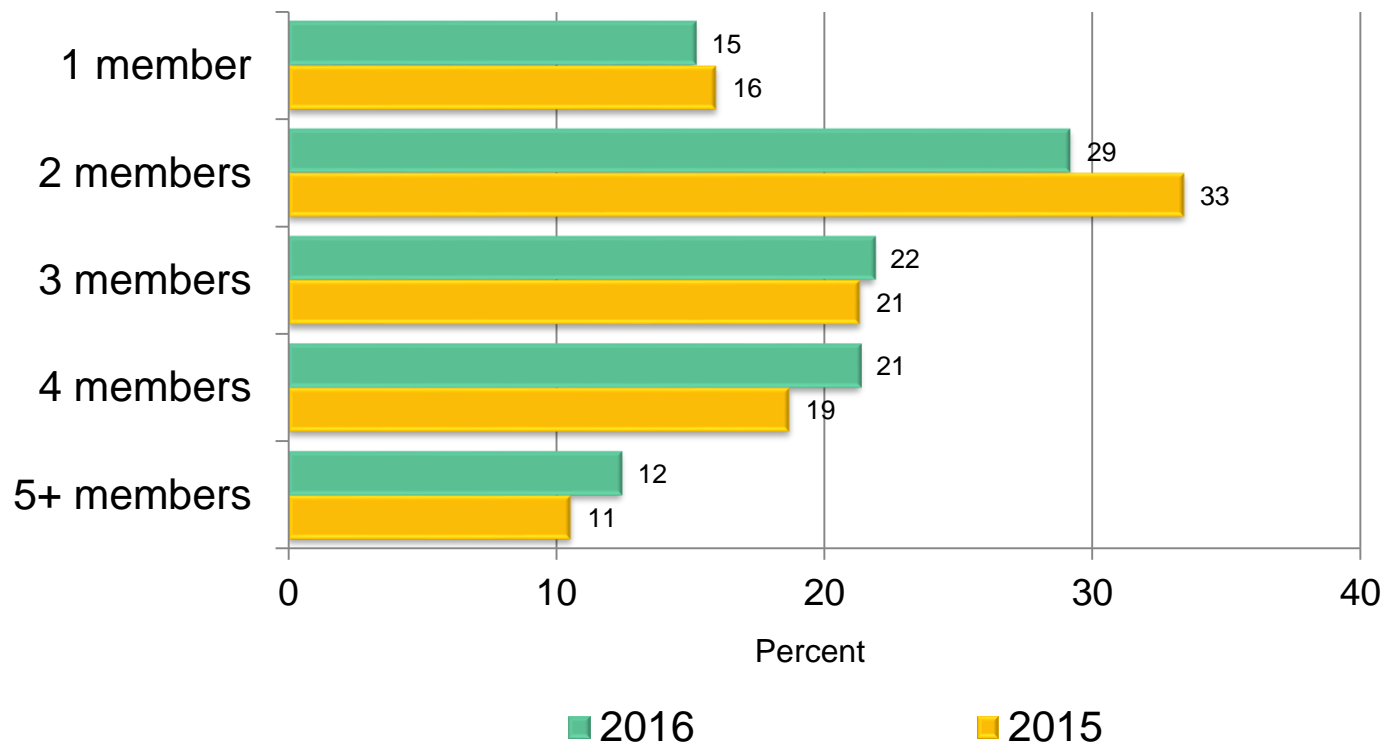


Household Size



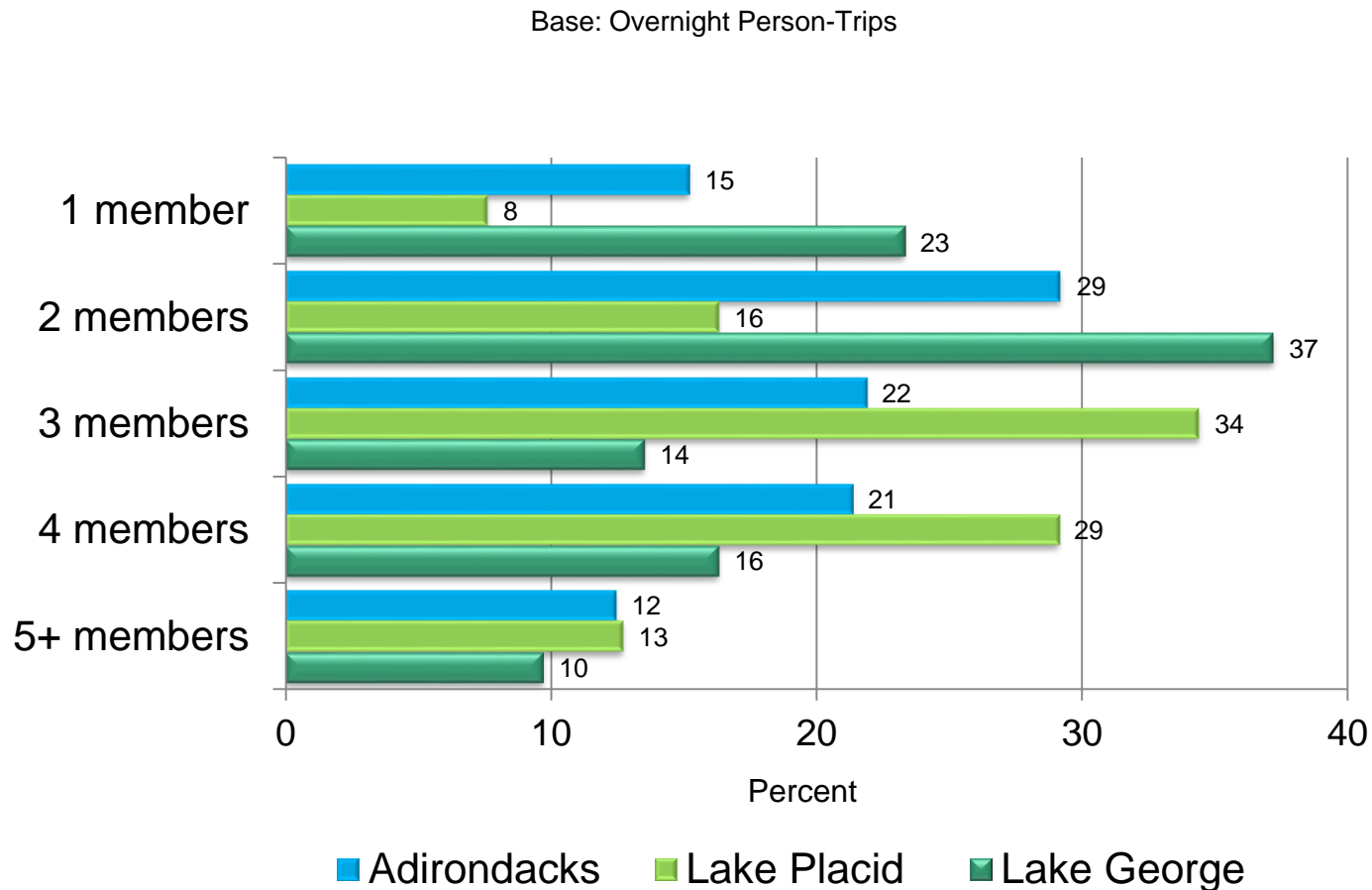
Household Size 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



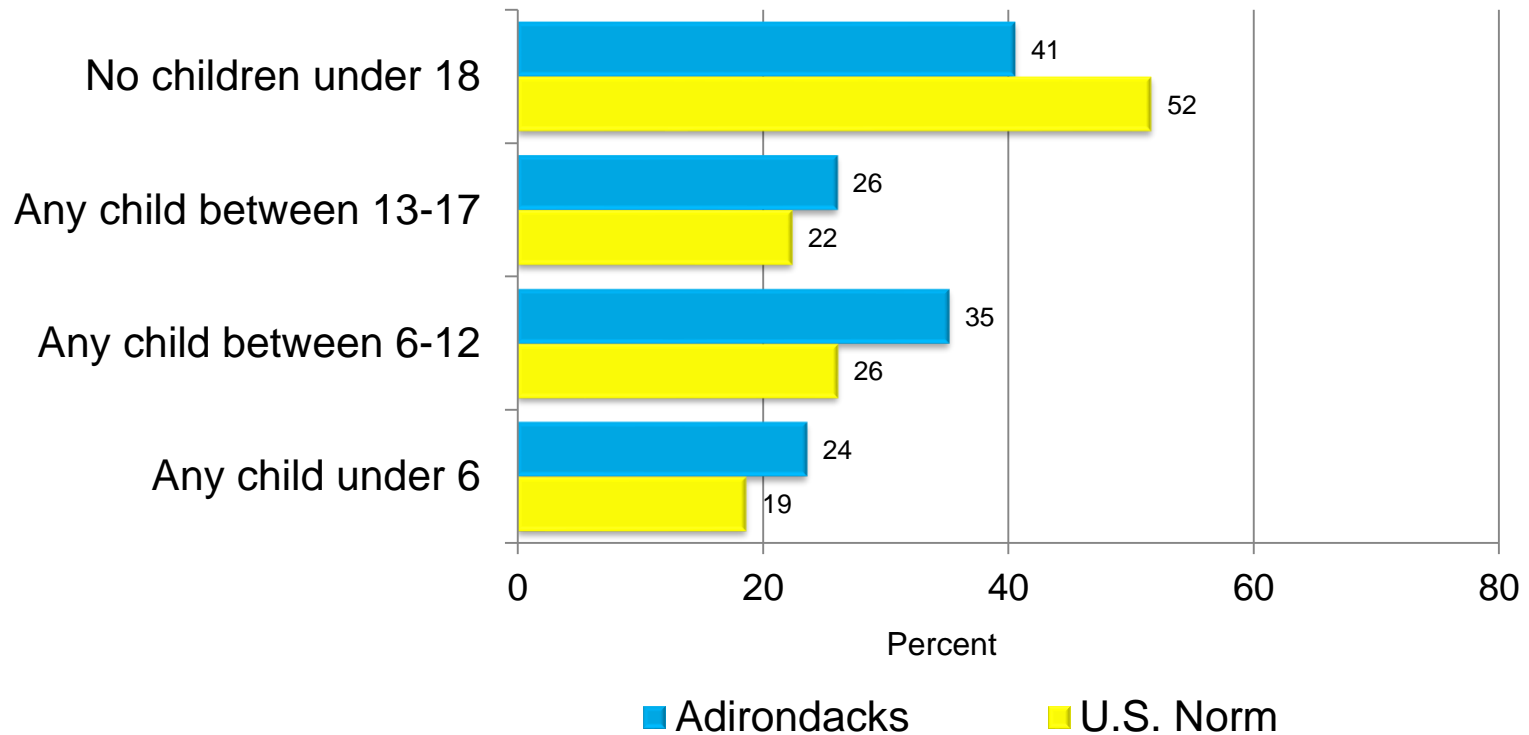
Household Size

Adirondacks vs. Lake Placid vs. Lake George



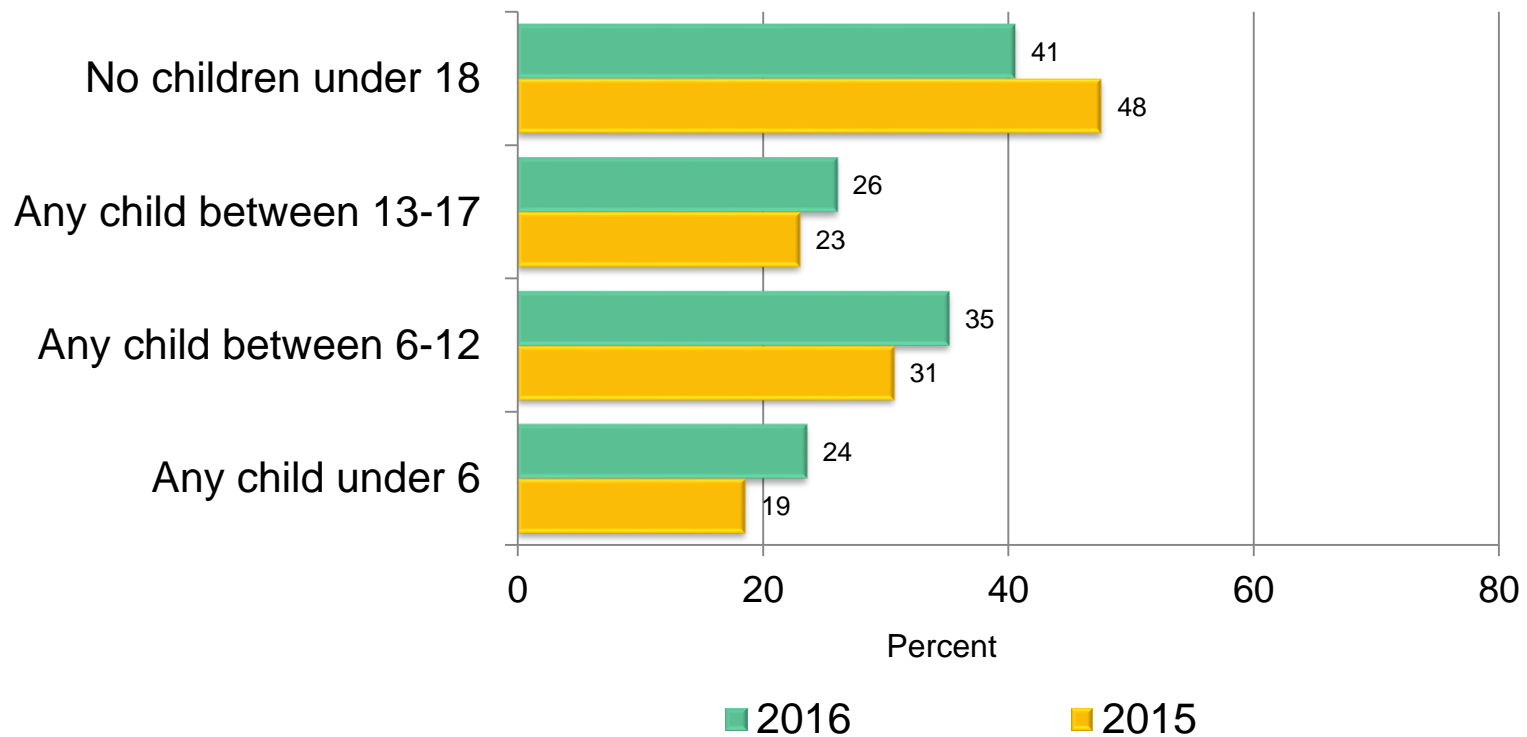
Children in Household

Base: Overnight Person-Trips



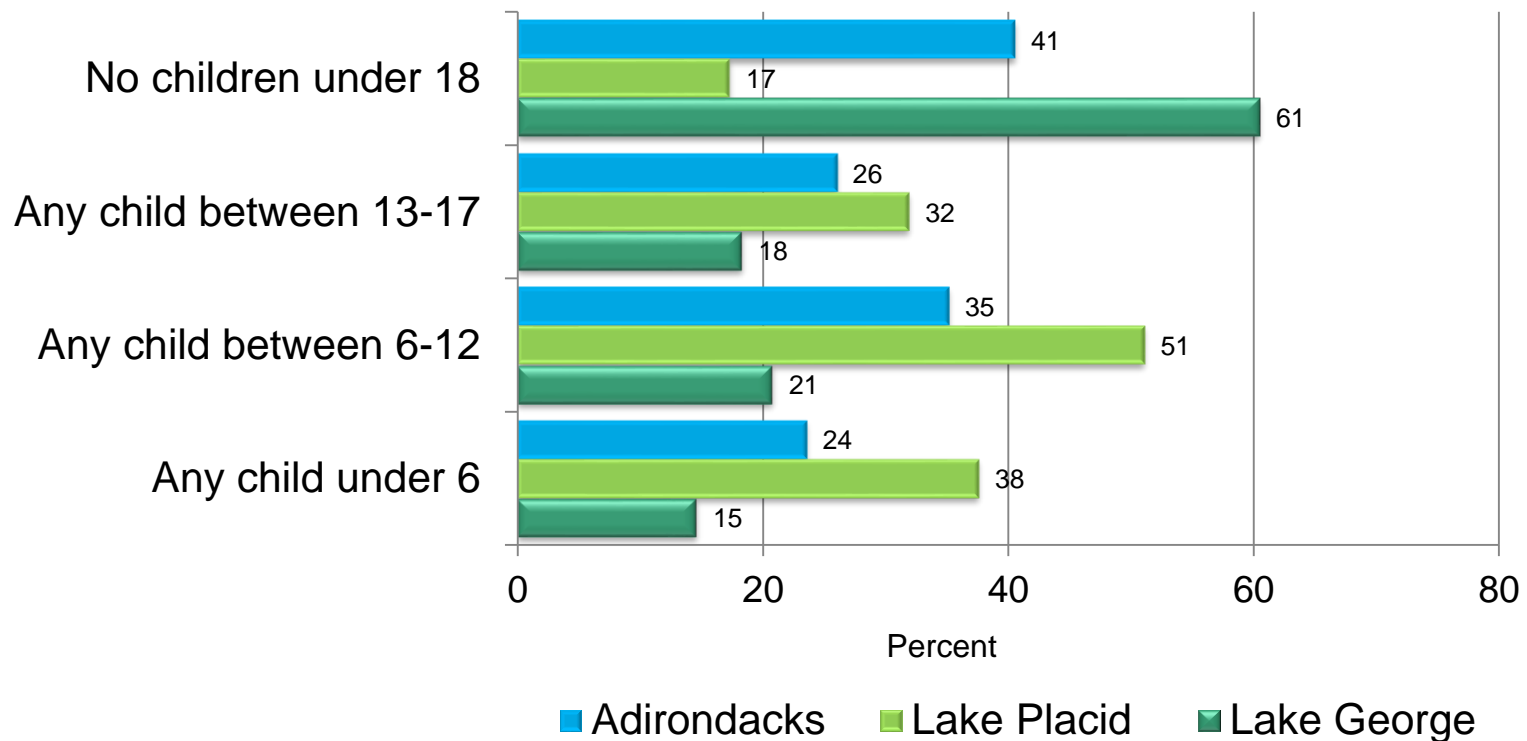
Children in Household 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



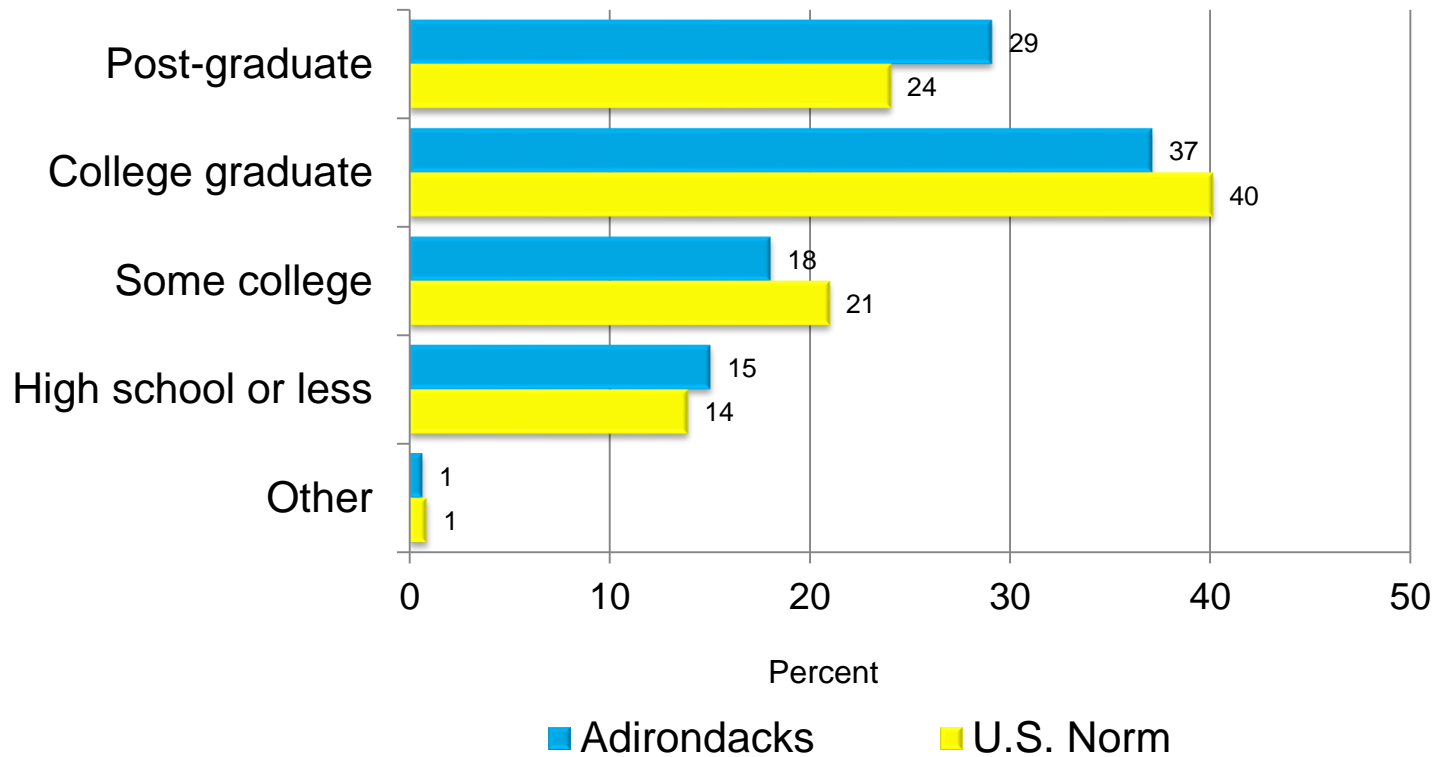
Children in Household Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips



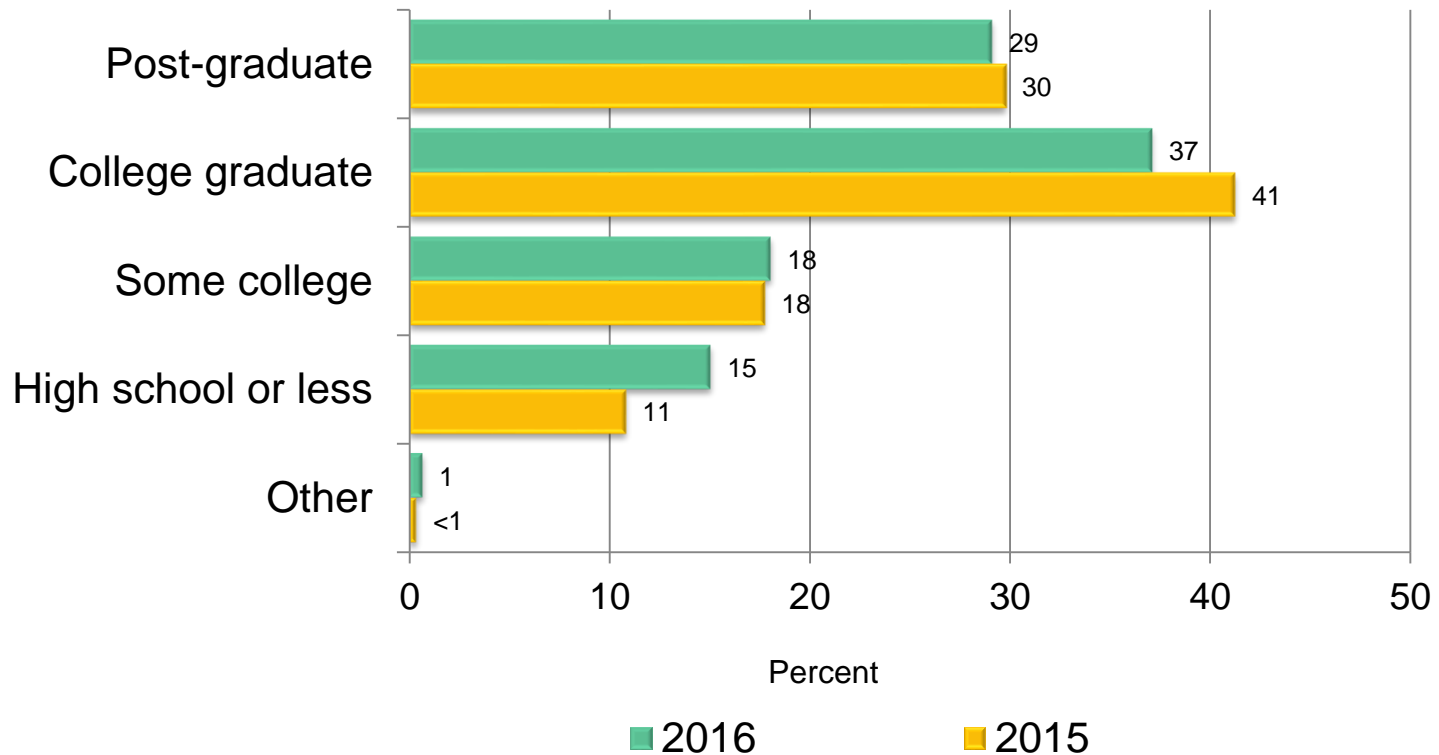
Education

Base: Overnight Person-Trips



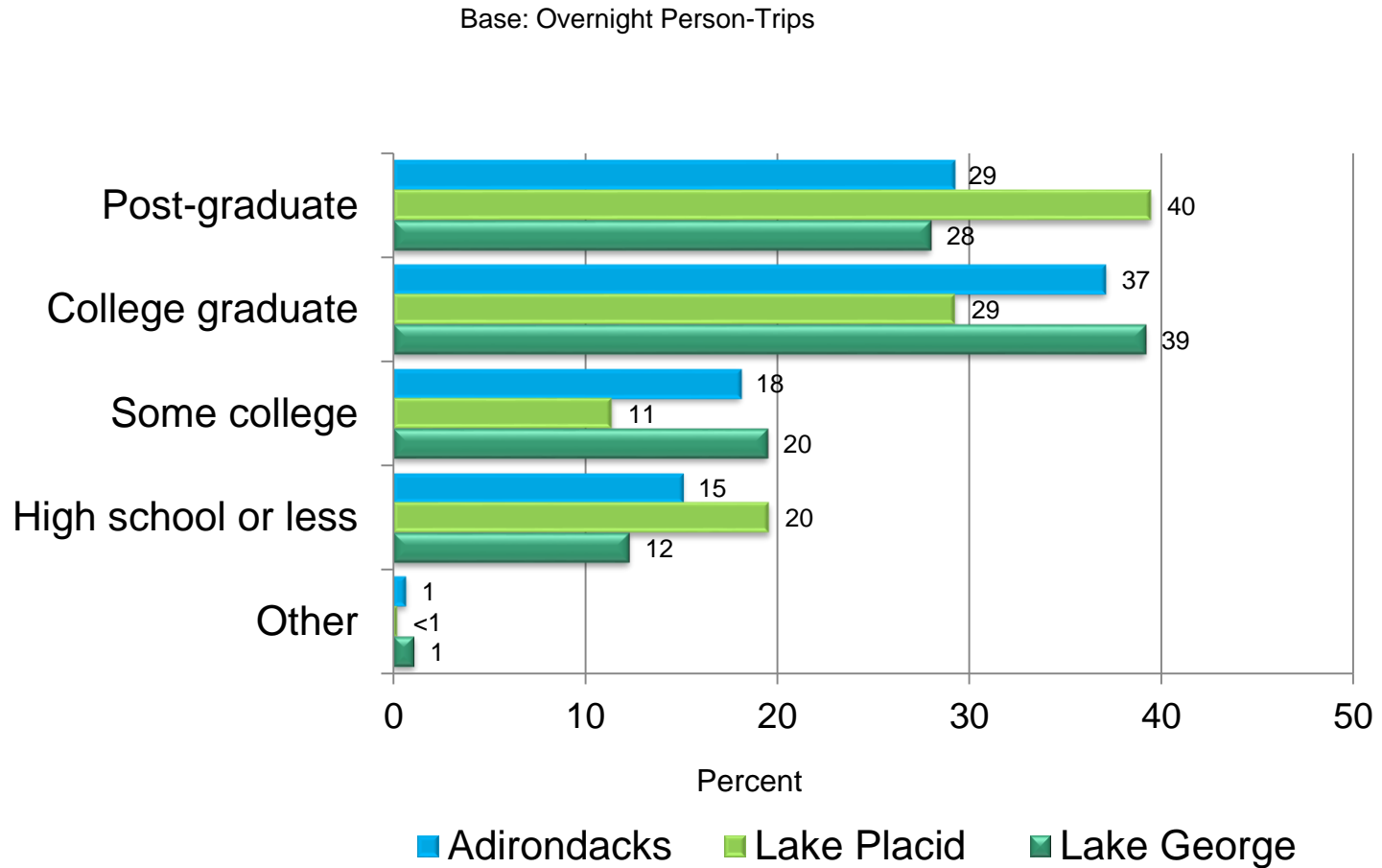
Education 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



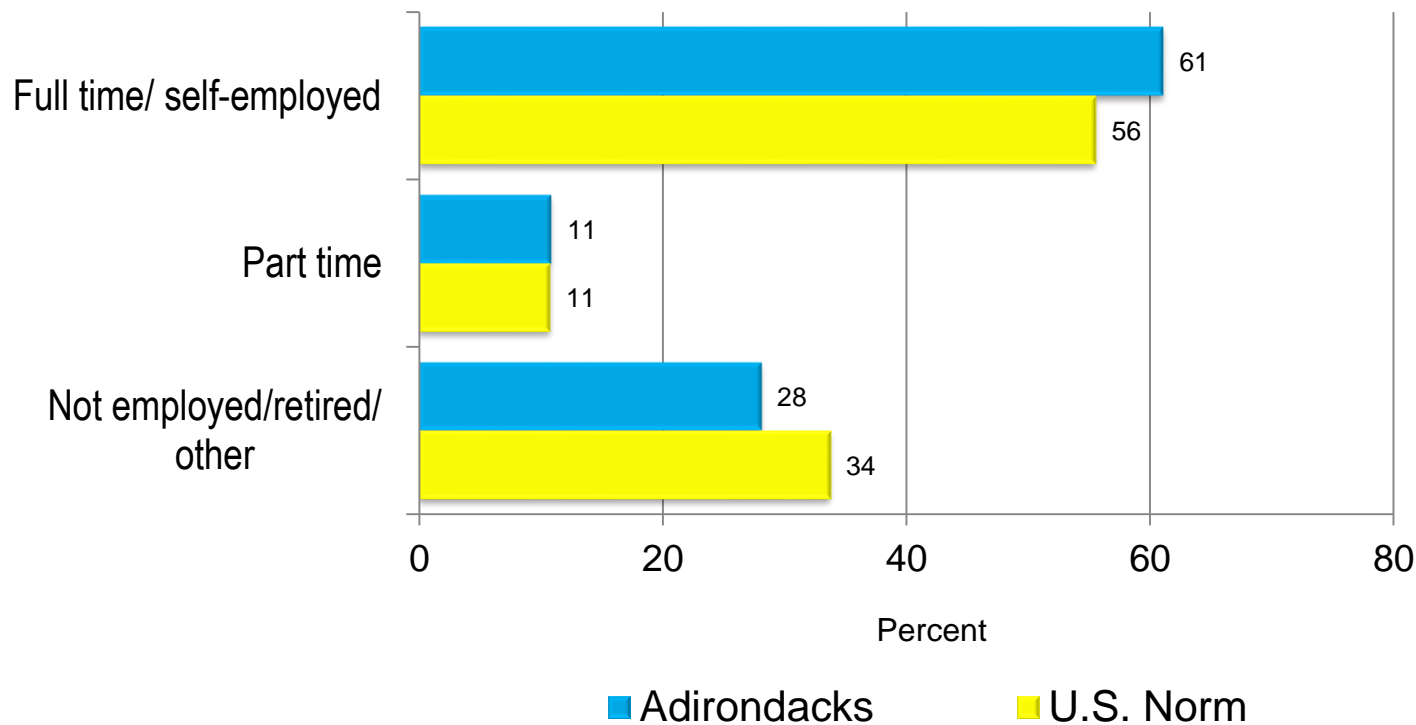
Education

Adirondacks vs. Lake Placid vs. Lake George



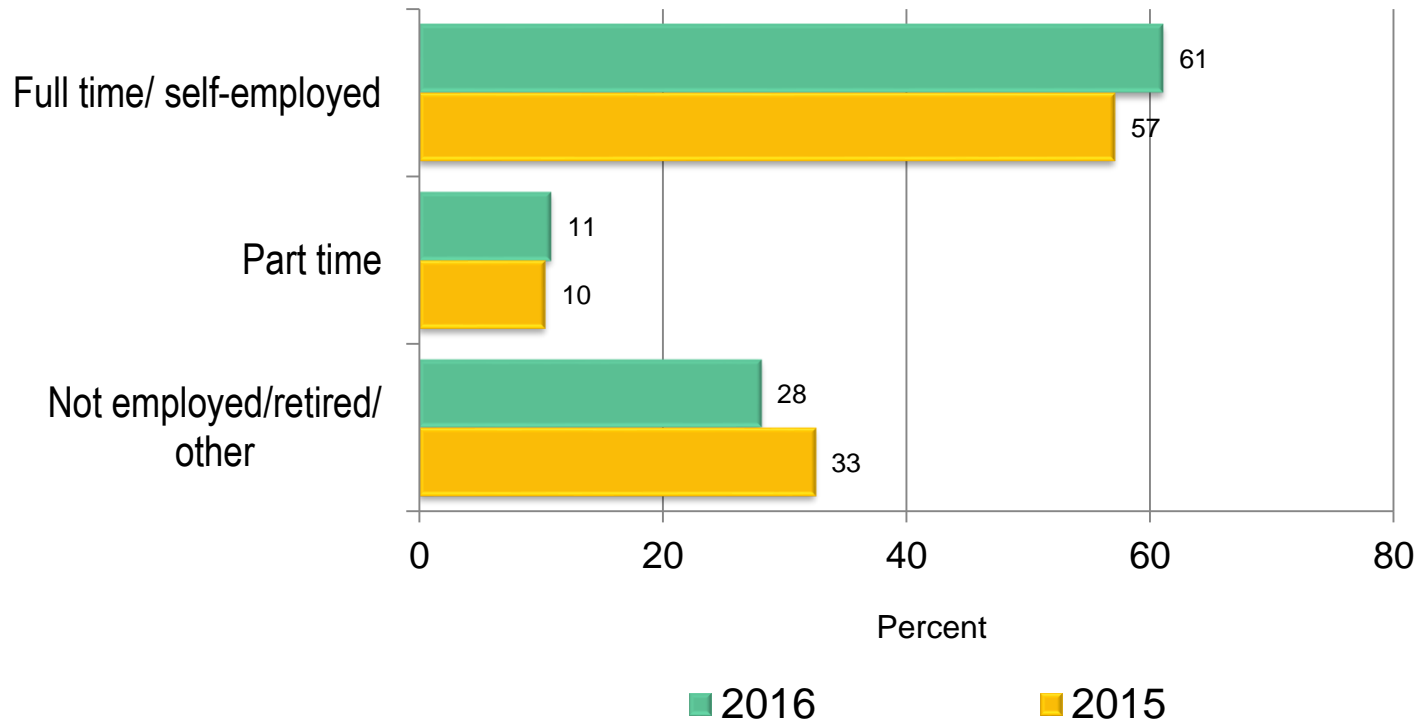
Employment

Base: Overnight Person-Trips

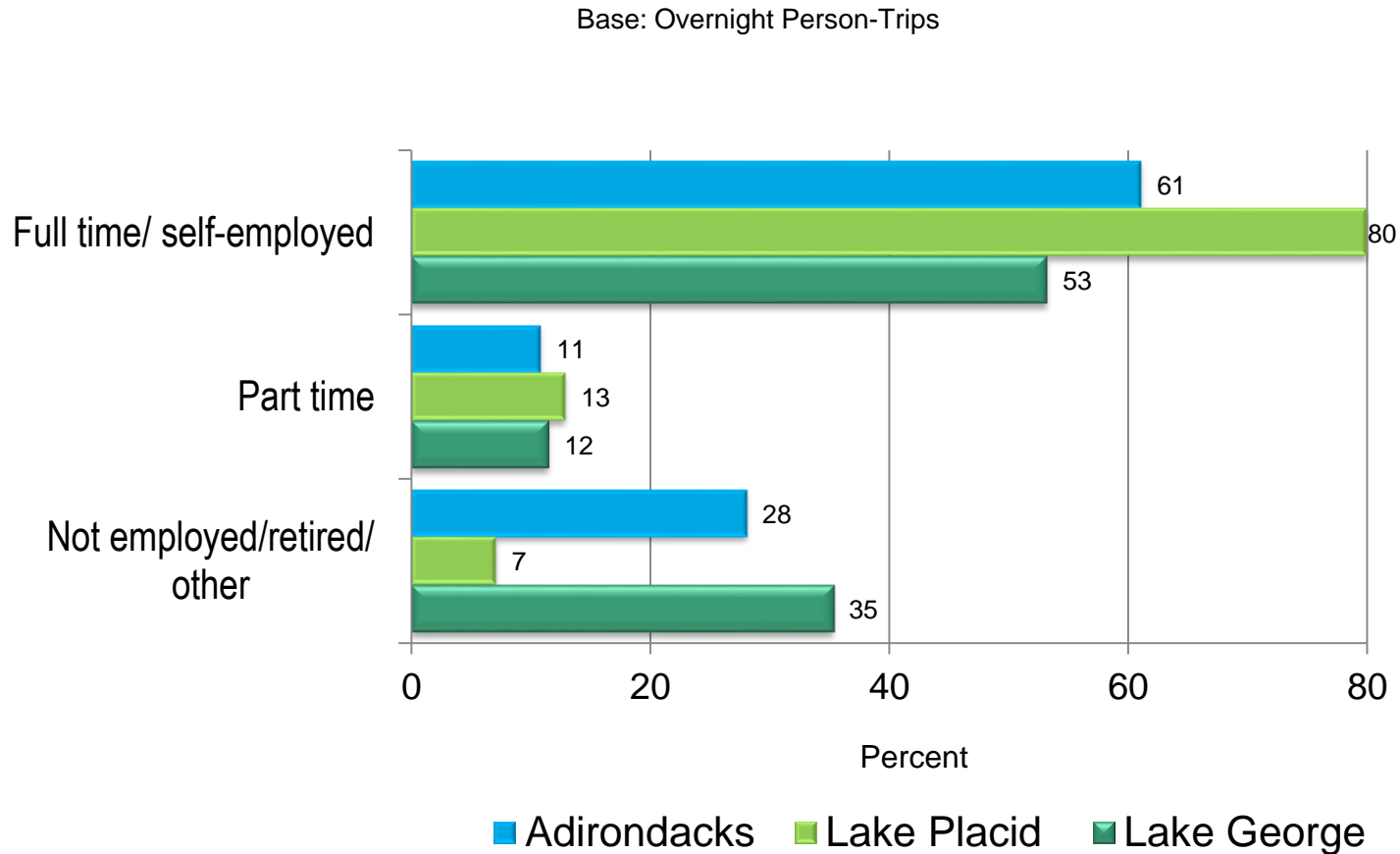


Employment 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks

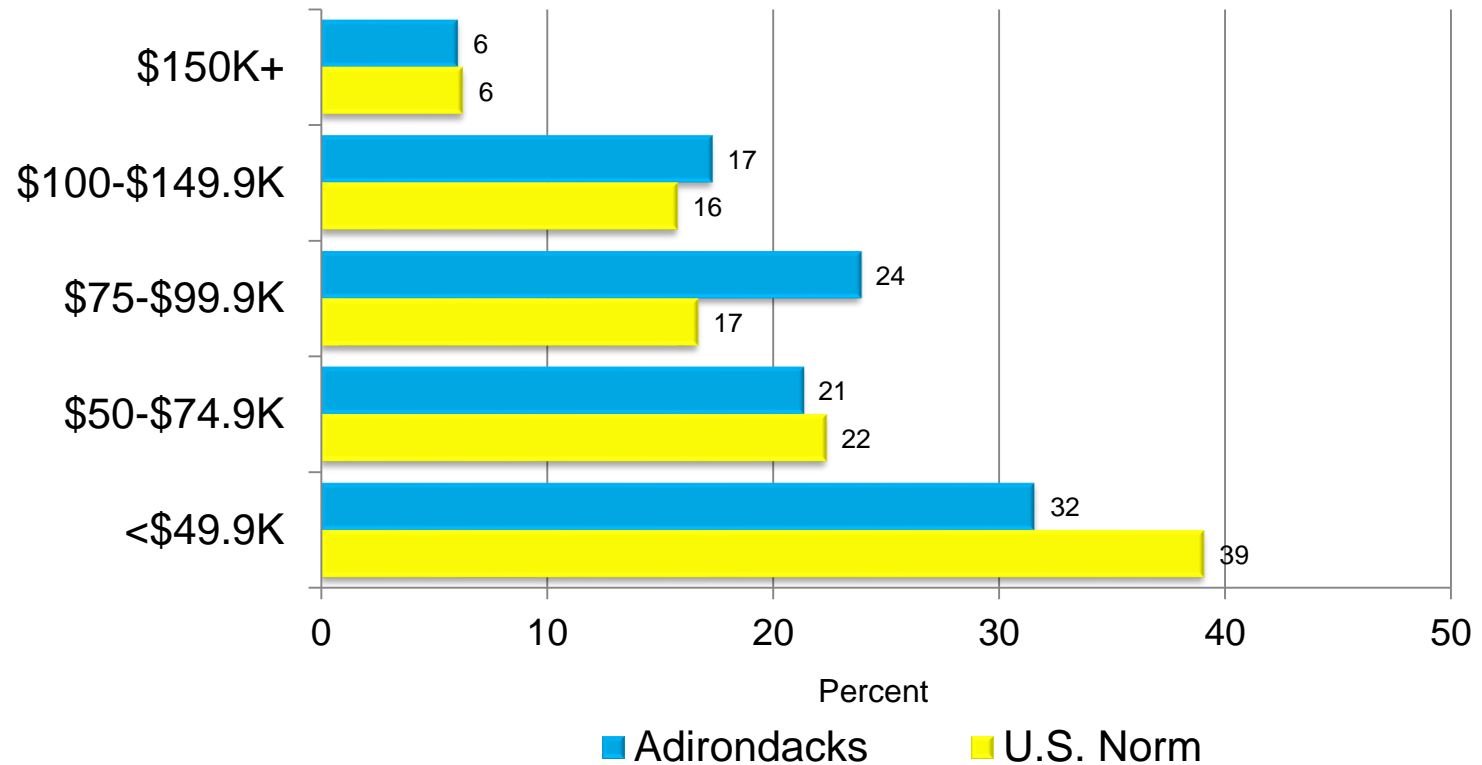


Employment Adirondacks vs. Lake Placid vs. Lake George



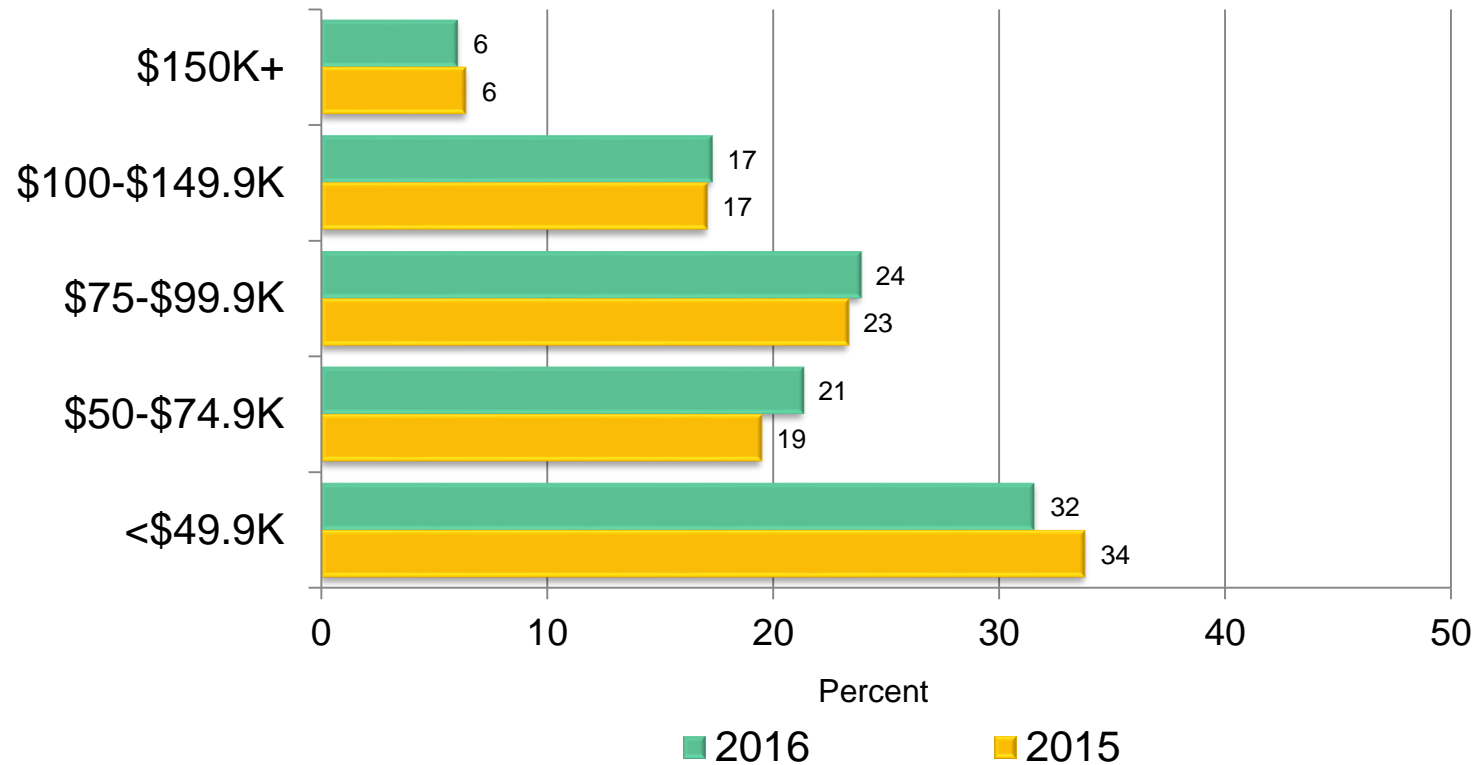
Household Income

Base: Overnight Person-Trips



Household Income 2016 vs. 2015

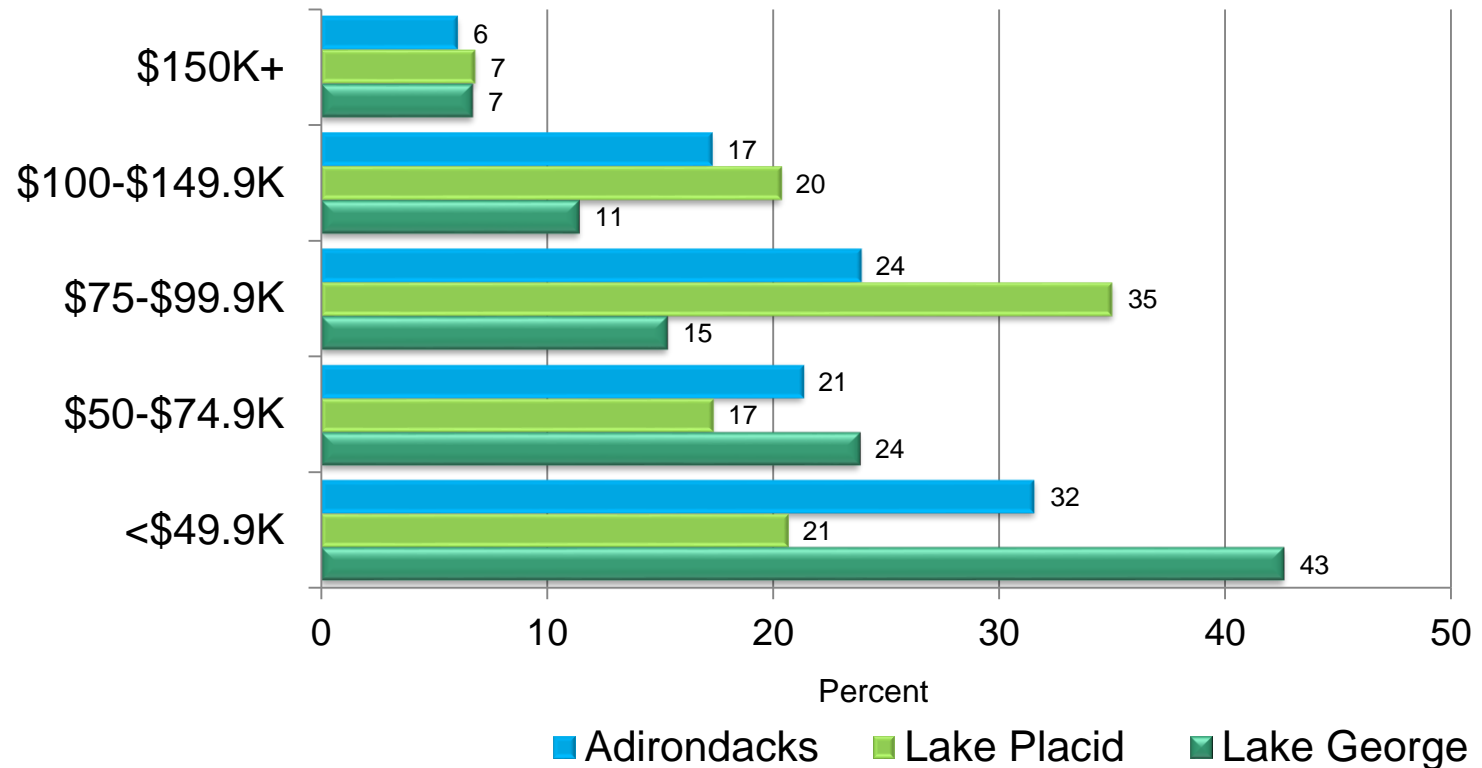
Base: Overnight Person-Trips to Adirondacks



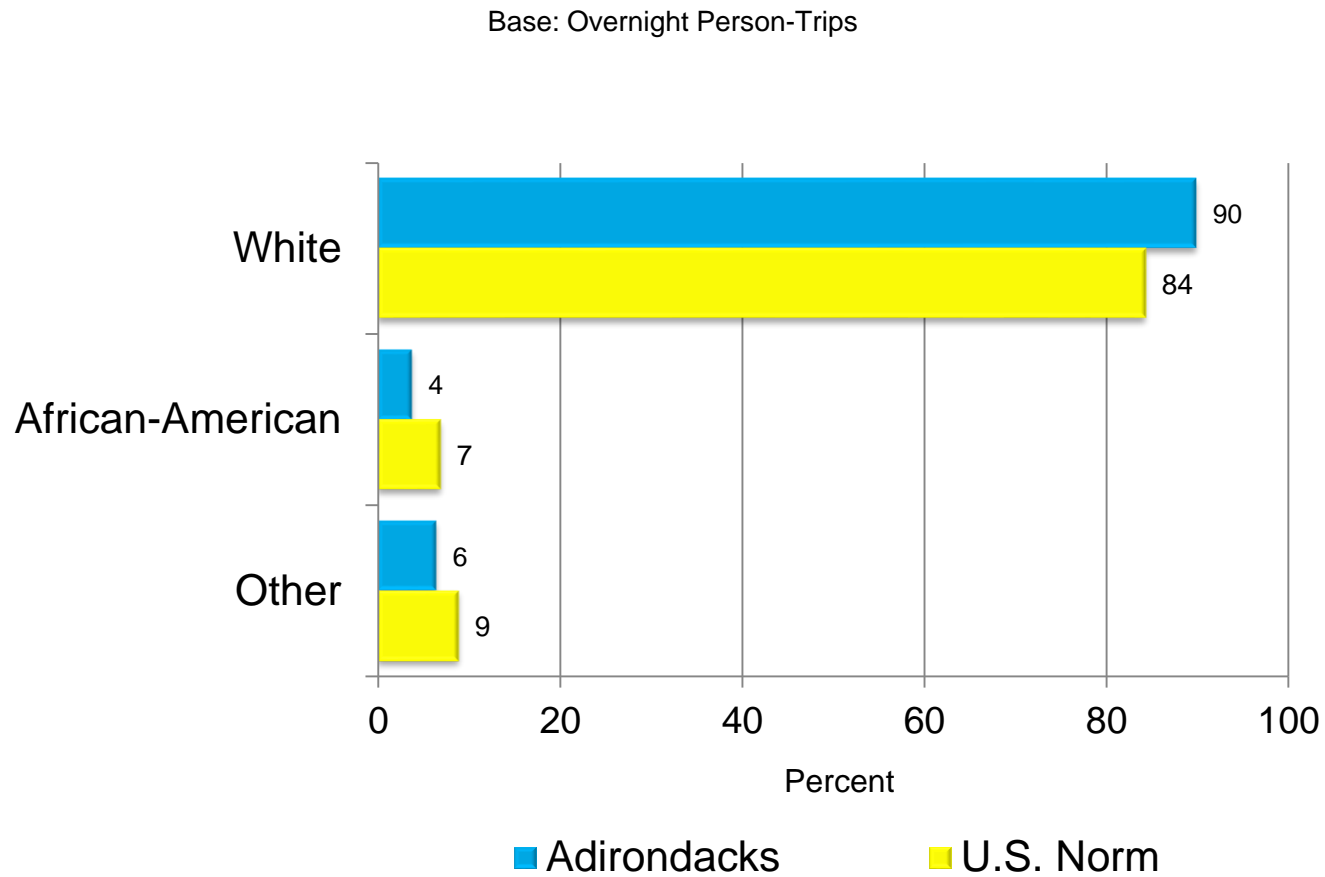
Household Income

Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips



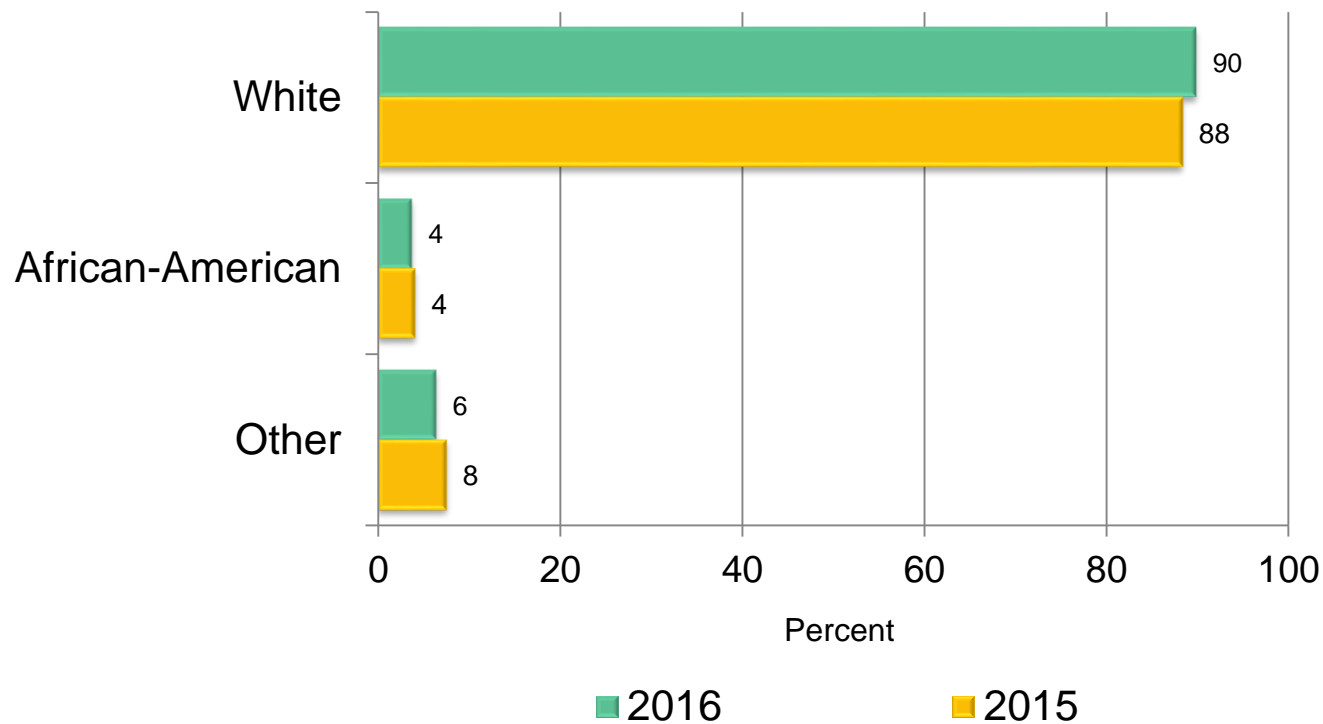
Race



Race

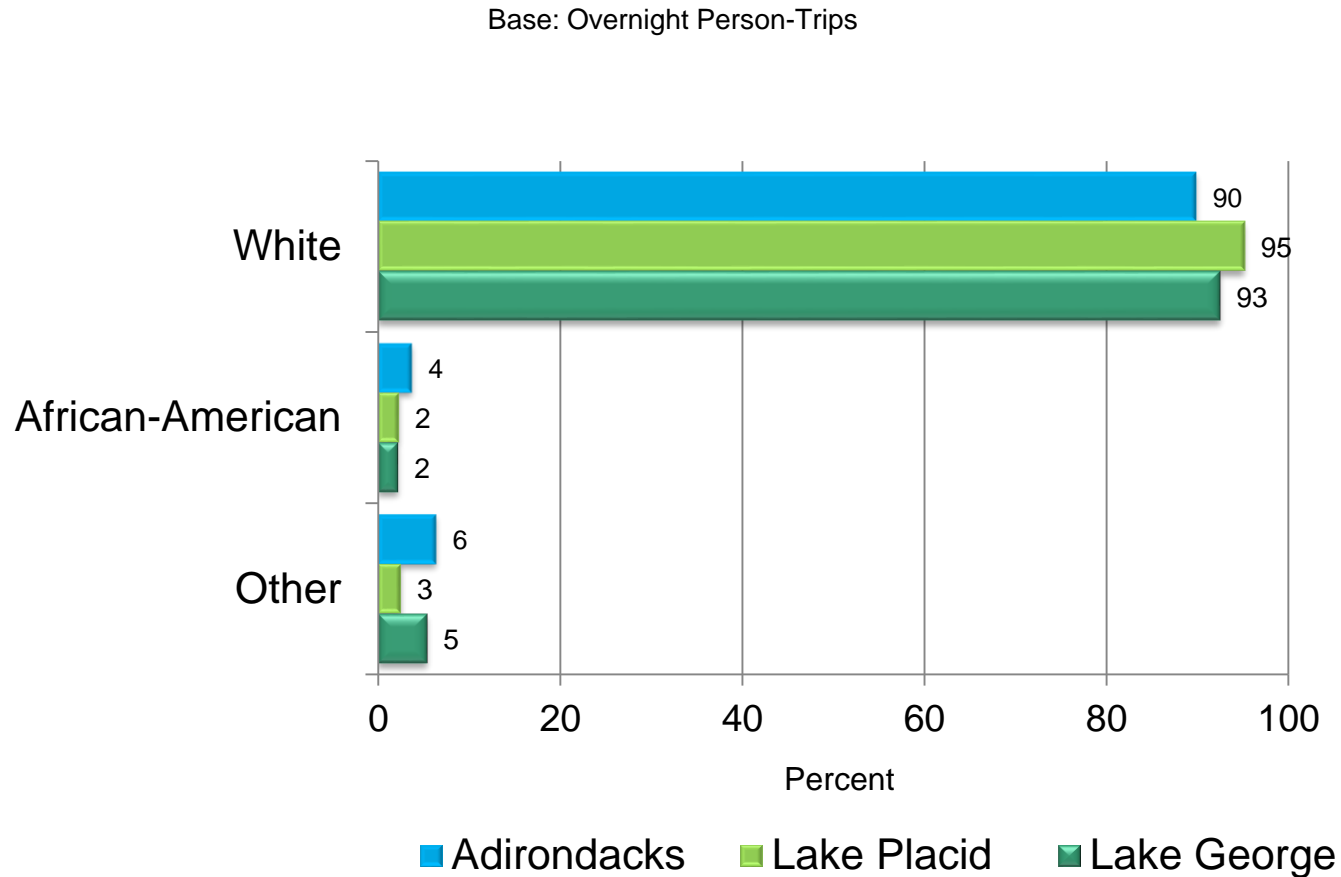
2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks

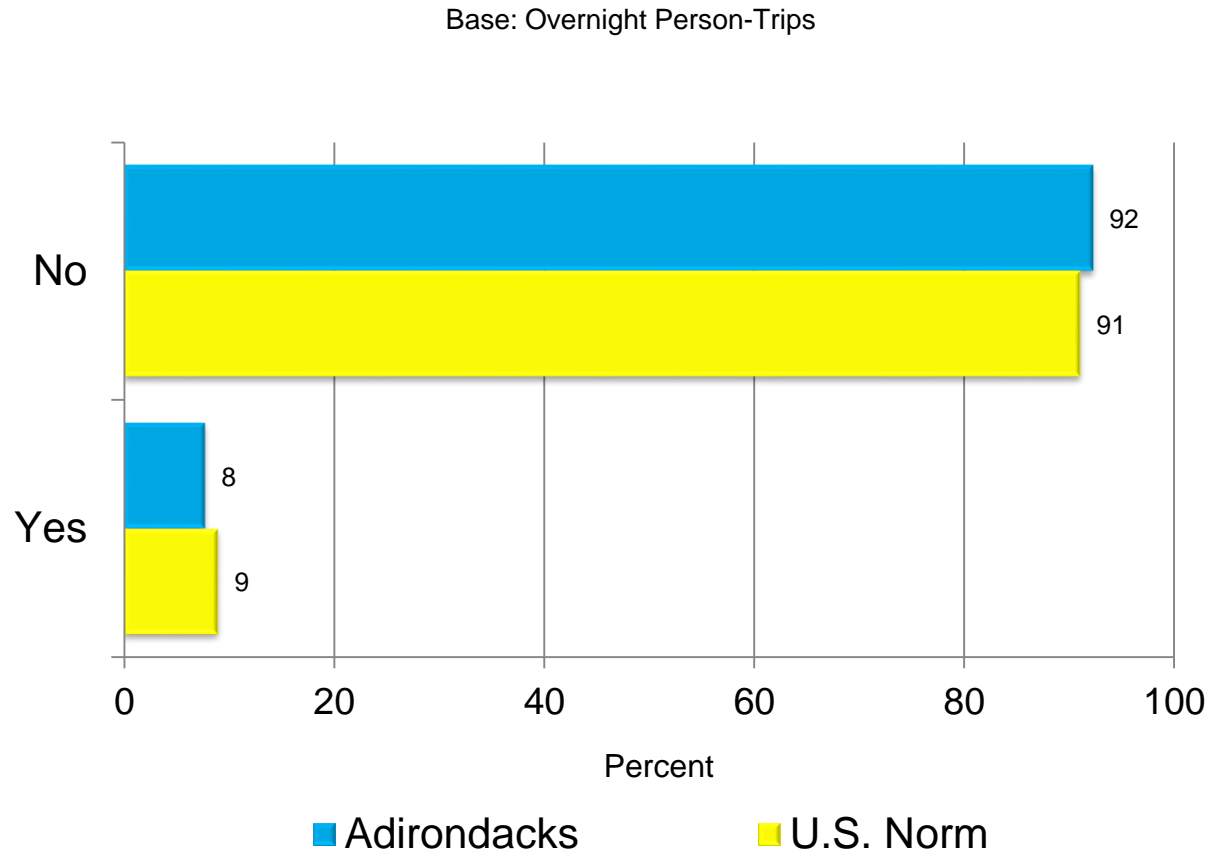


Race

Adirondacks vs. Lake Placid vs. Lake George

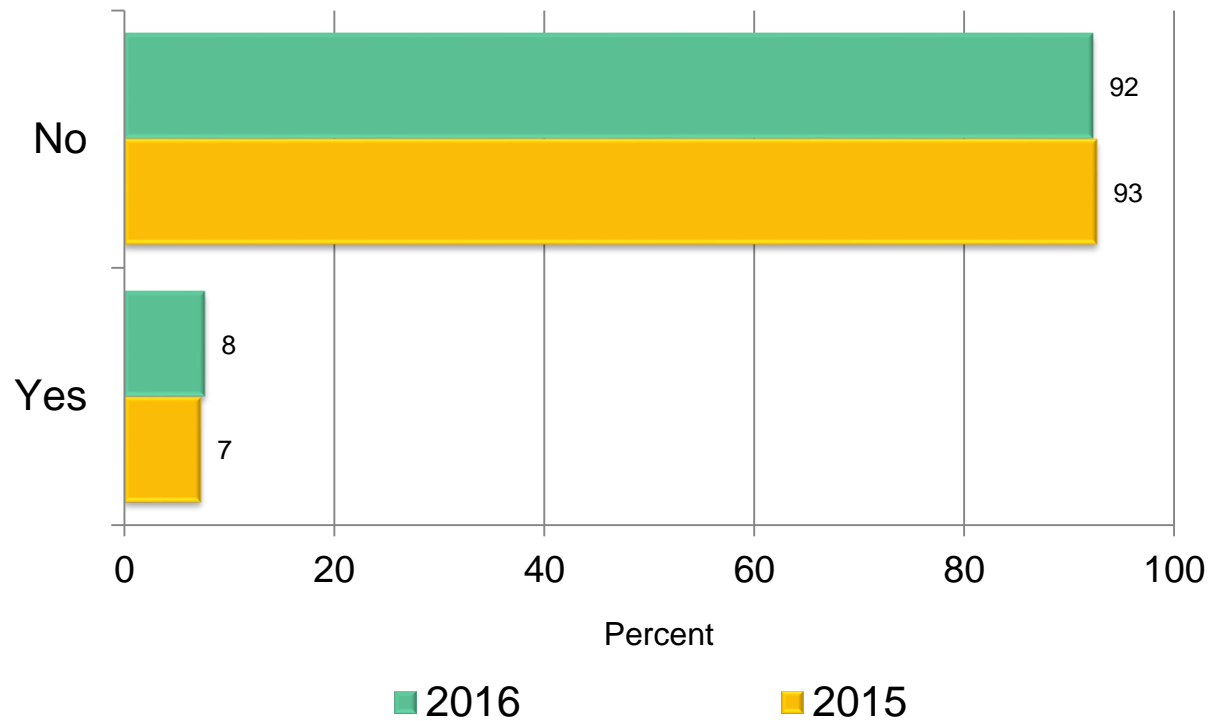


Hispanic Background

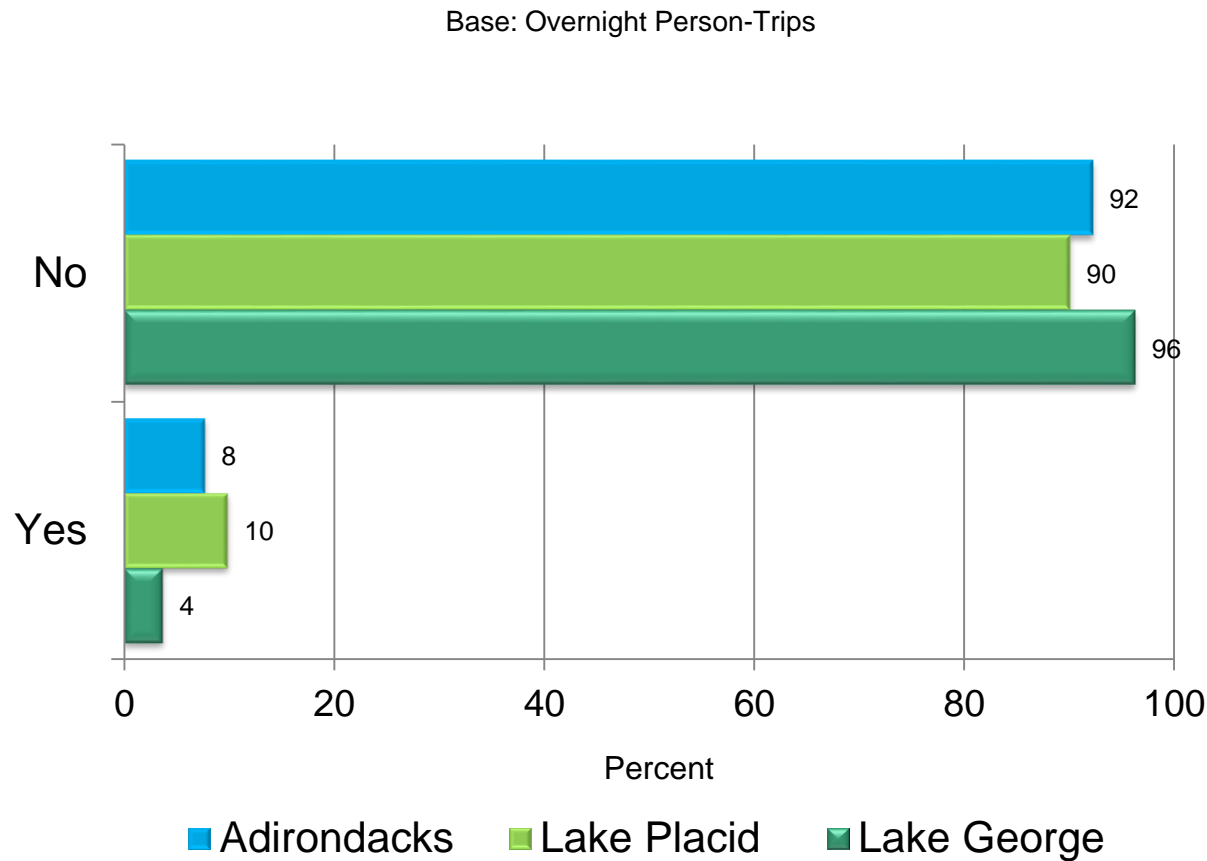


Hispanic Background 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



Hispanic Background Adirondacks vs. Lake Placid vs. Lake George



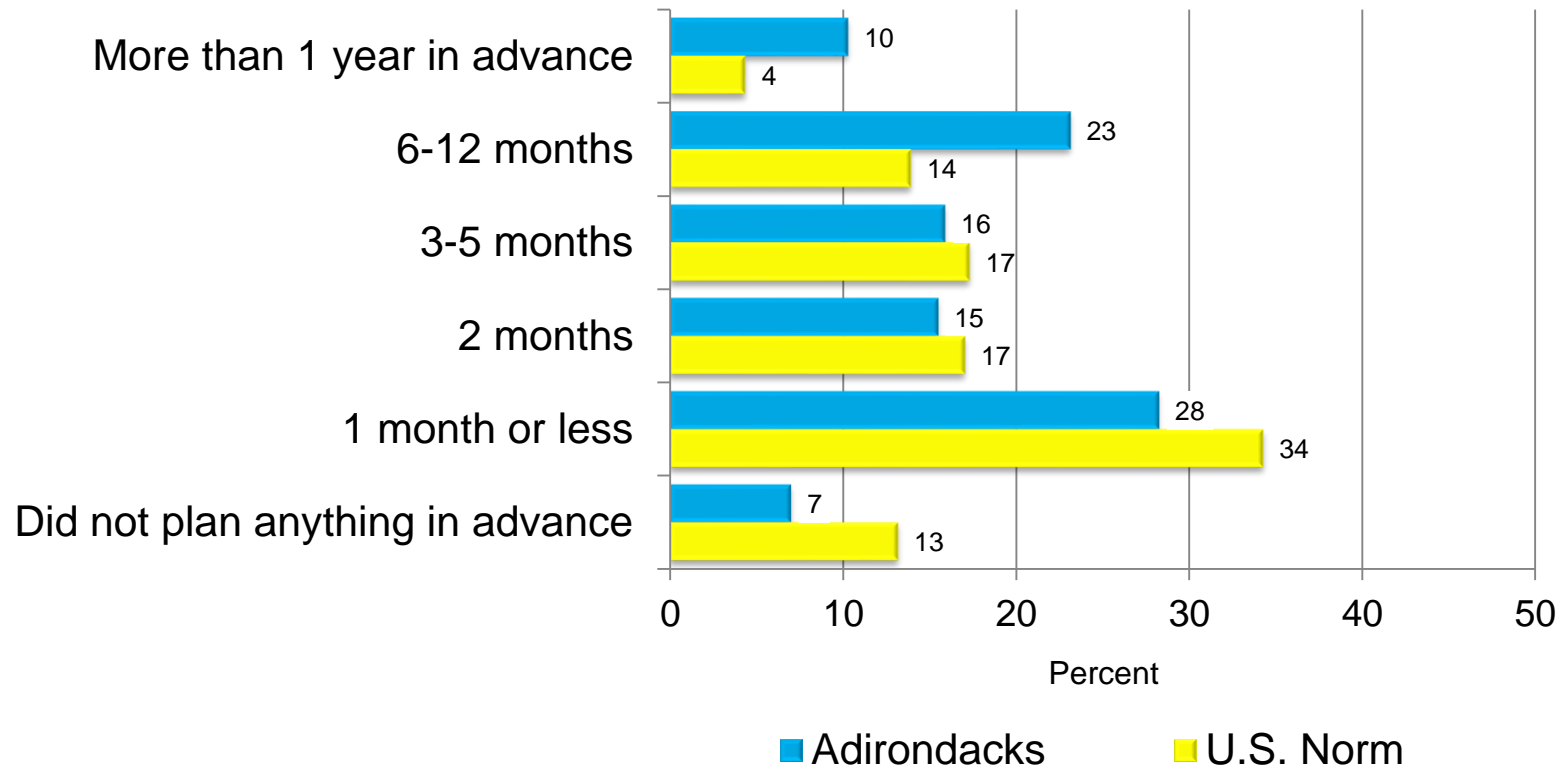


Trip Planning & Booking– Overnight Trips



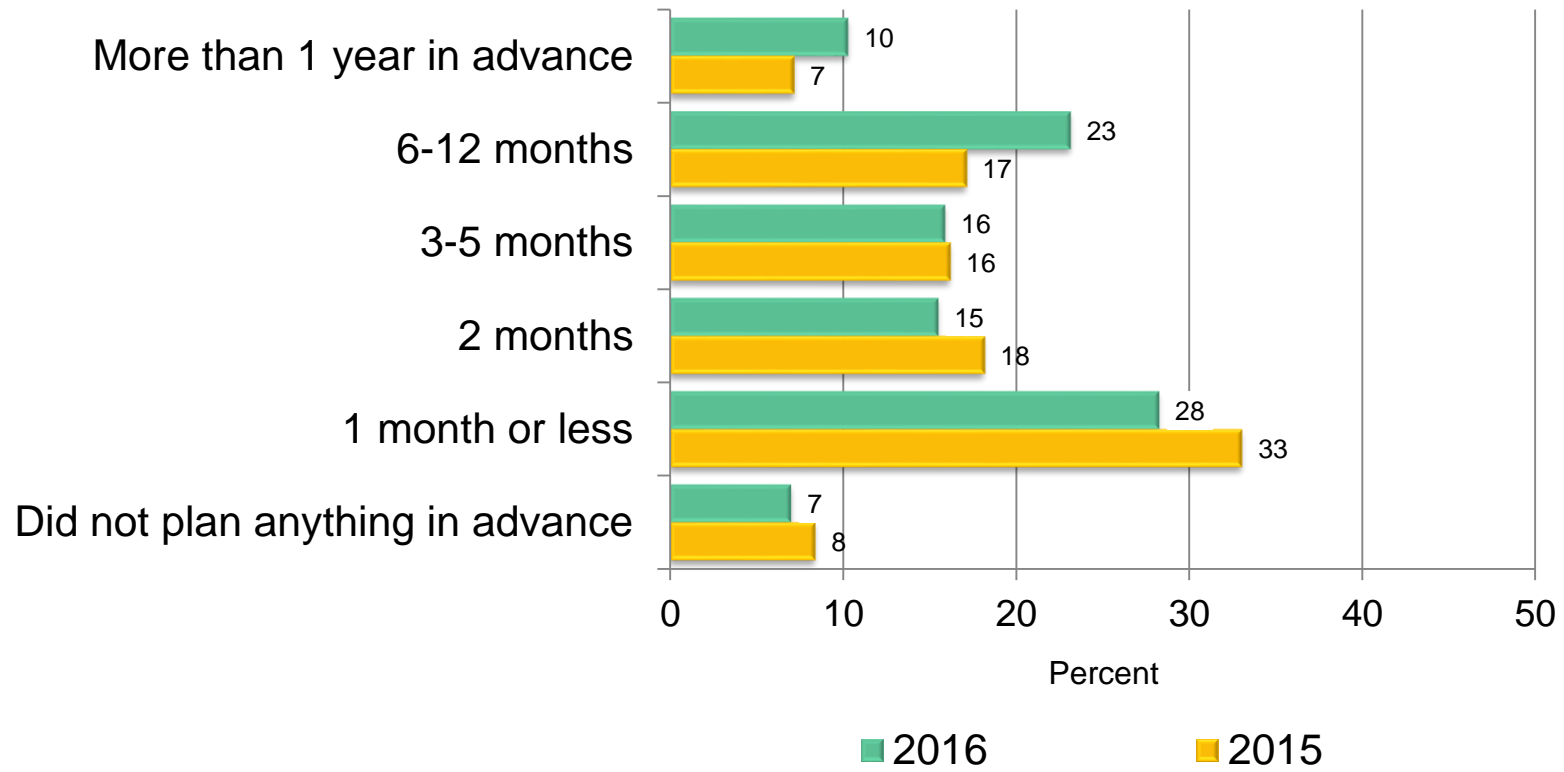
Length of Trip Planning

Base: Overnight Person-Trips



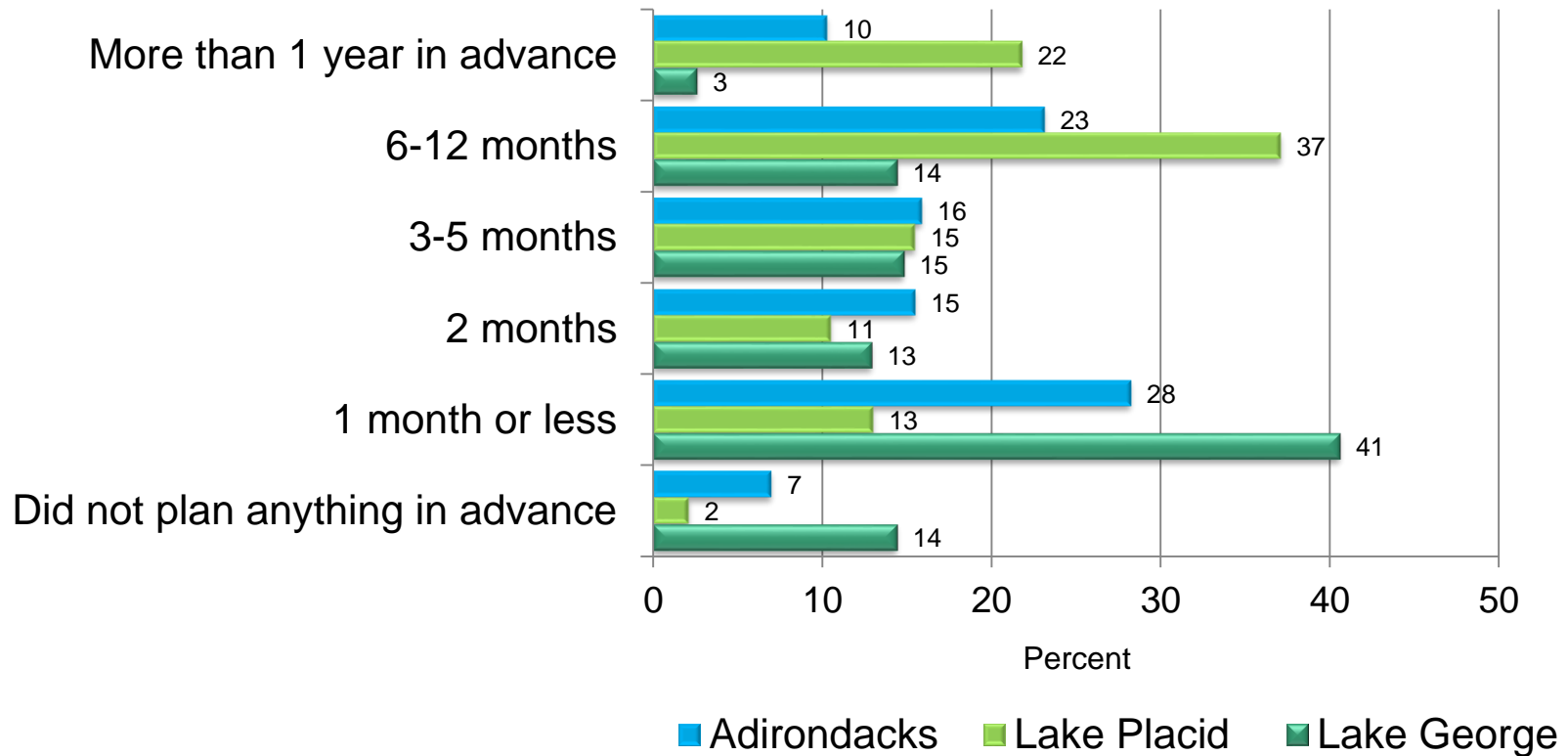
Length of Trip Planning 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks

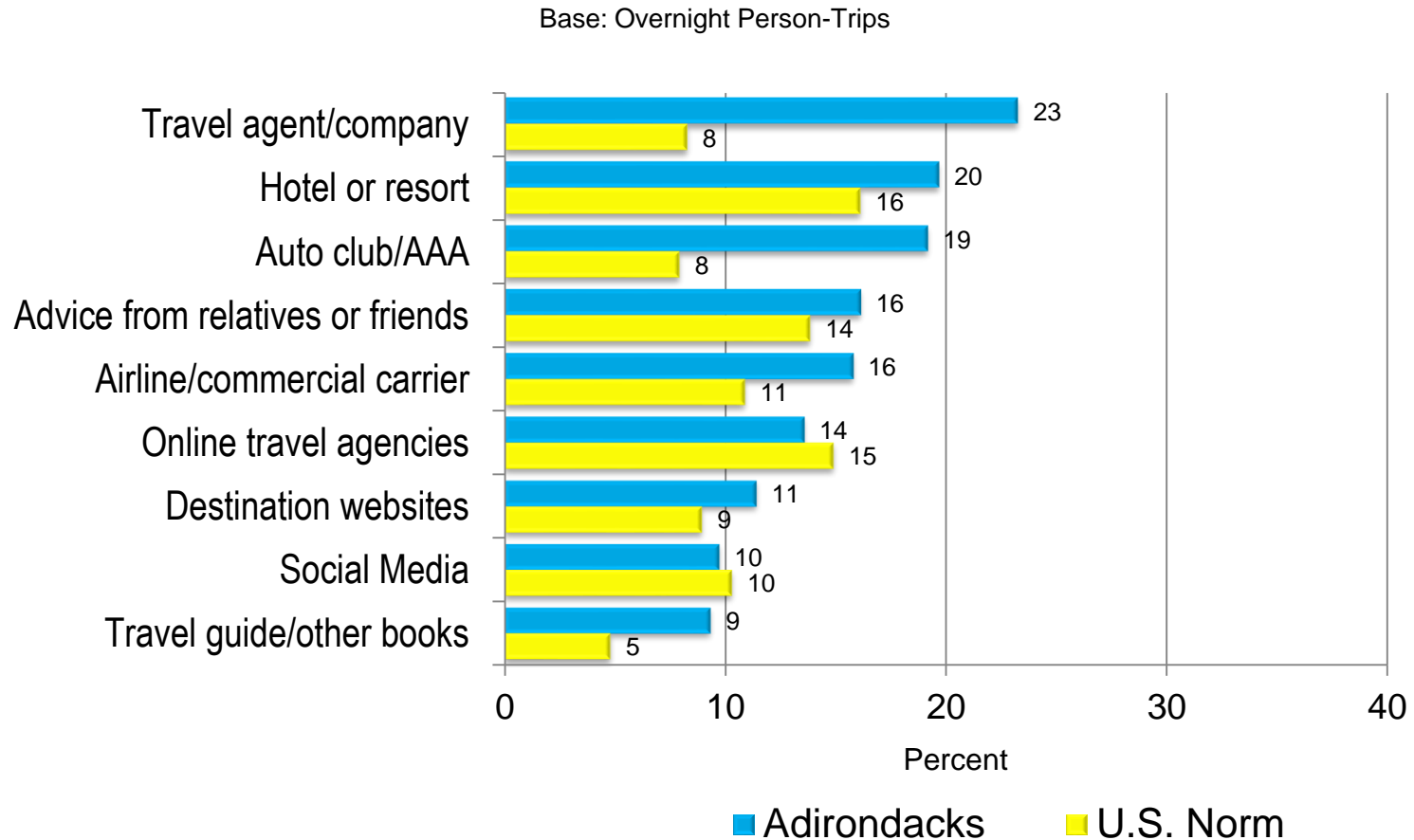


Length of Trip Planning Adirondacks vs. Lake Placid vs. Lake George

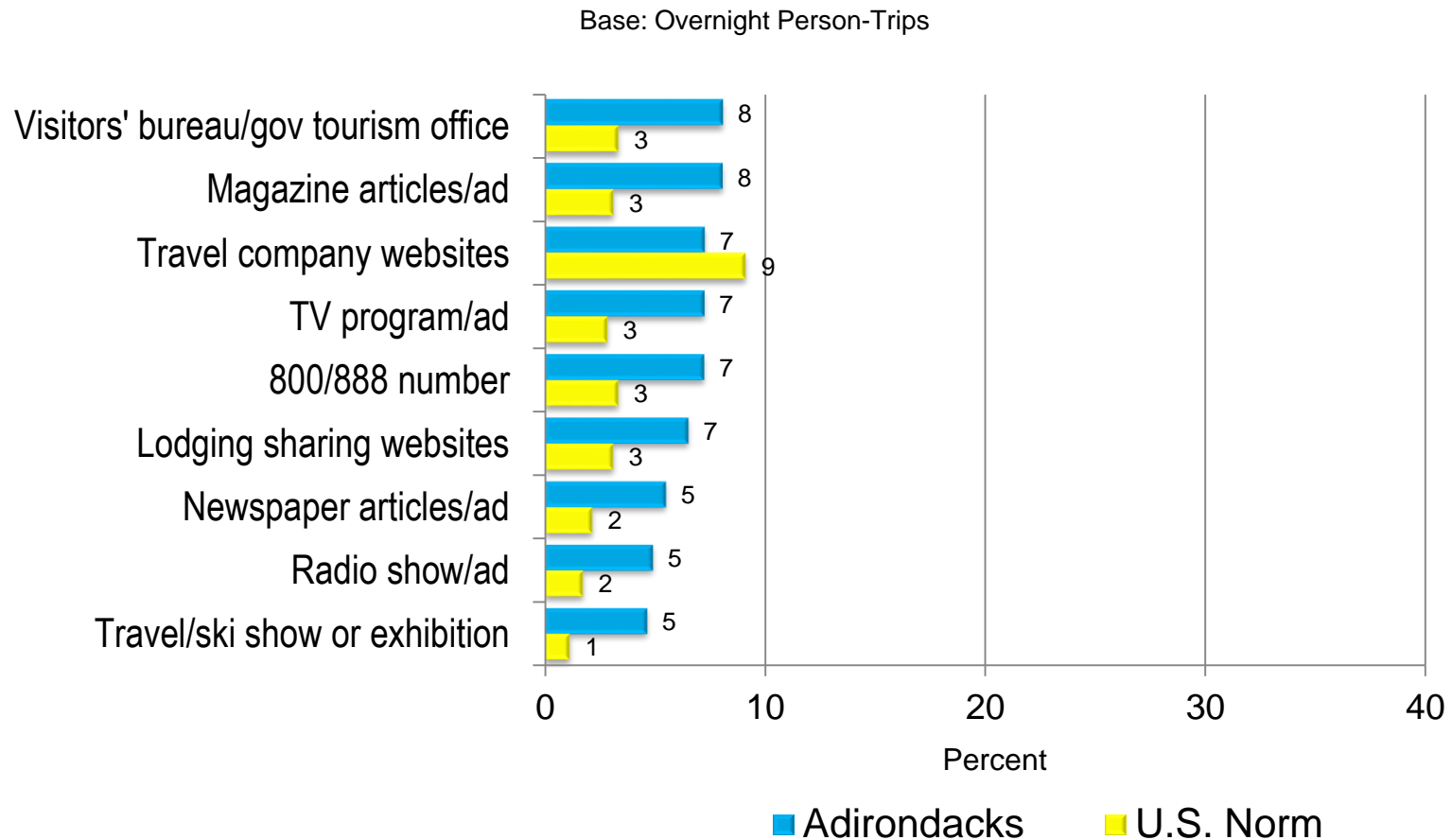
Base: Overnight Person-Trips



Trip Planning Information Sources

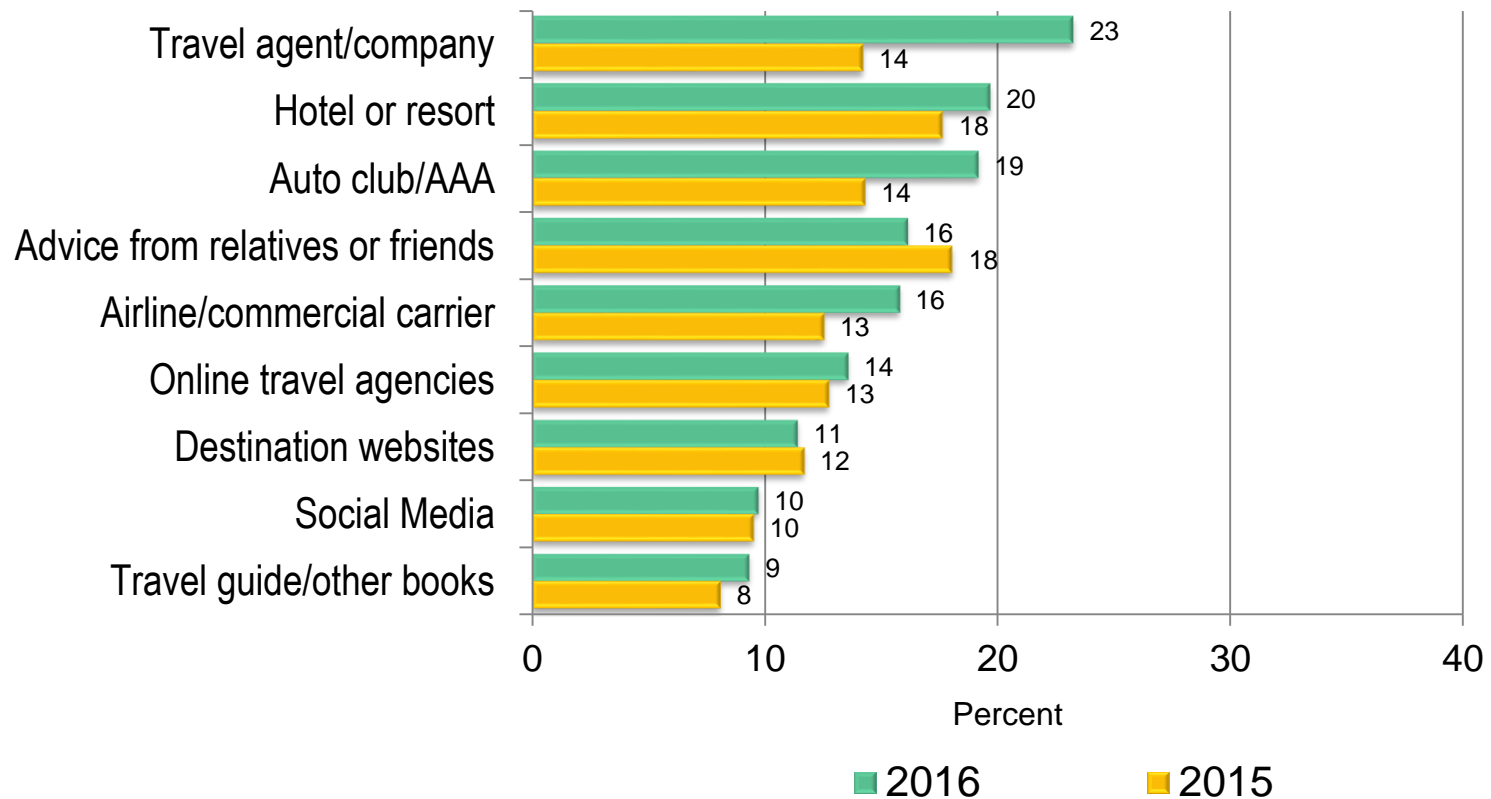


Trip Planning Information Sources (Cont'd)



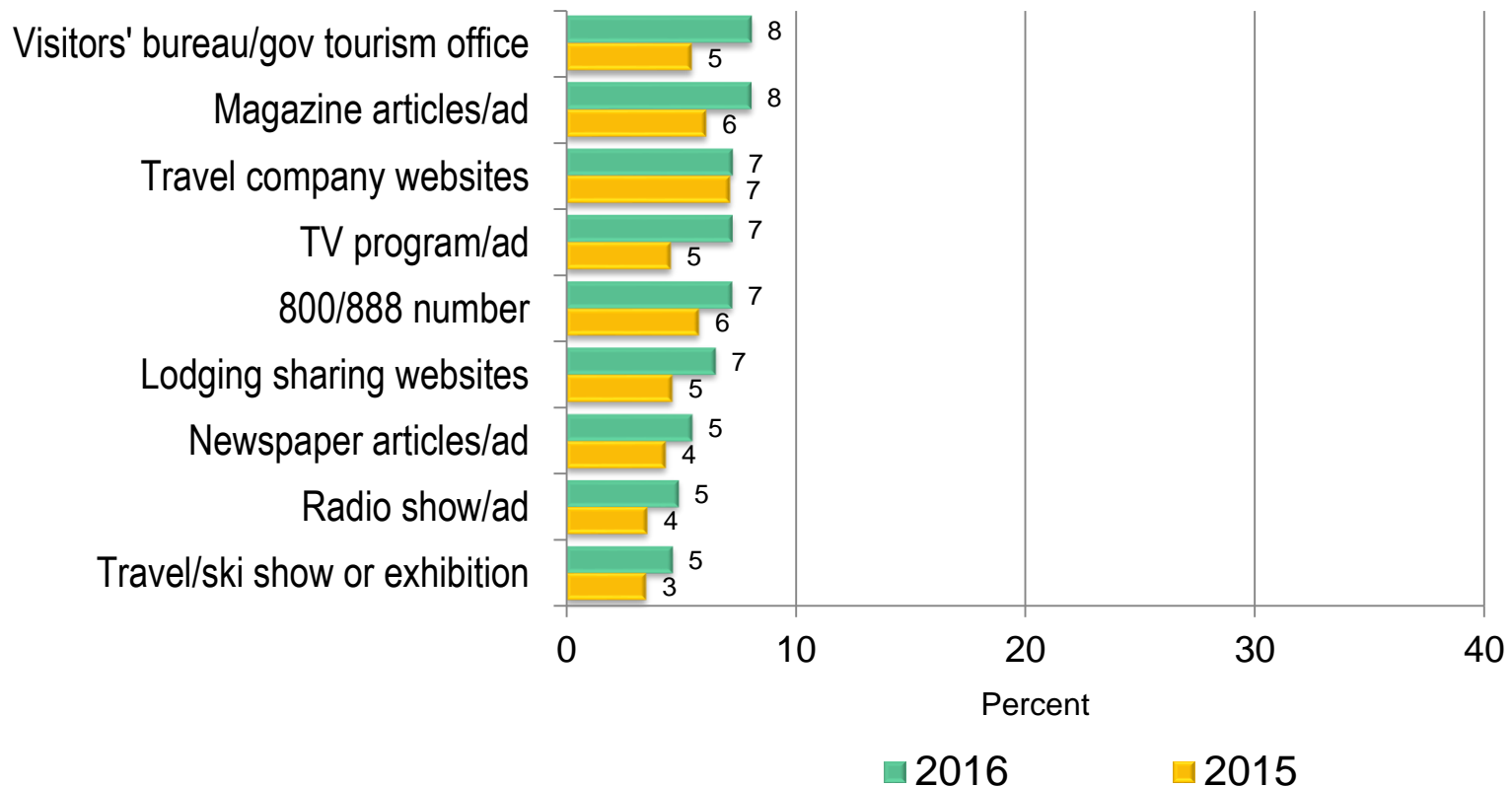
Trip Planning Information Sources 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



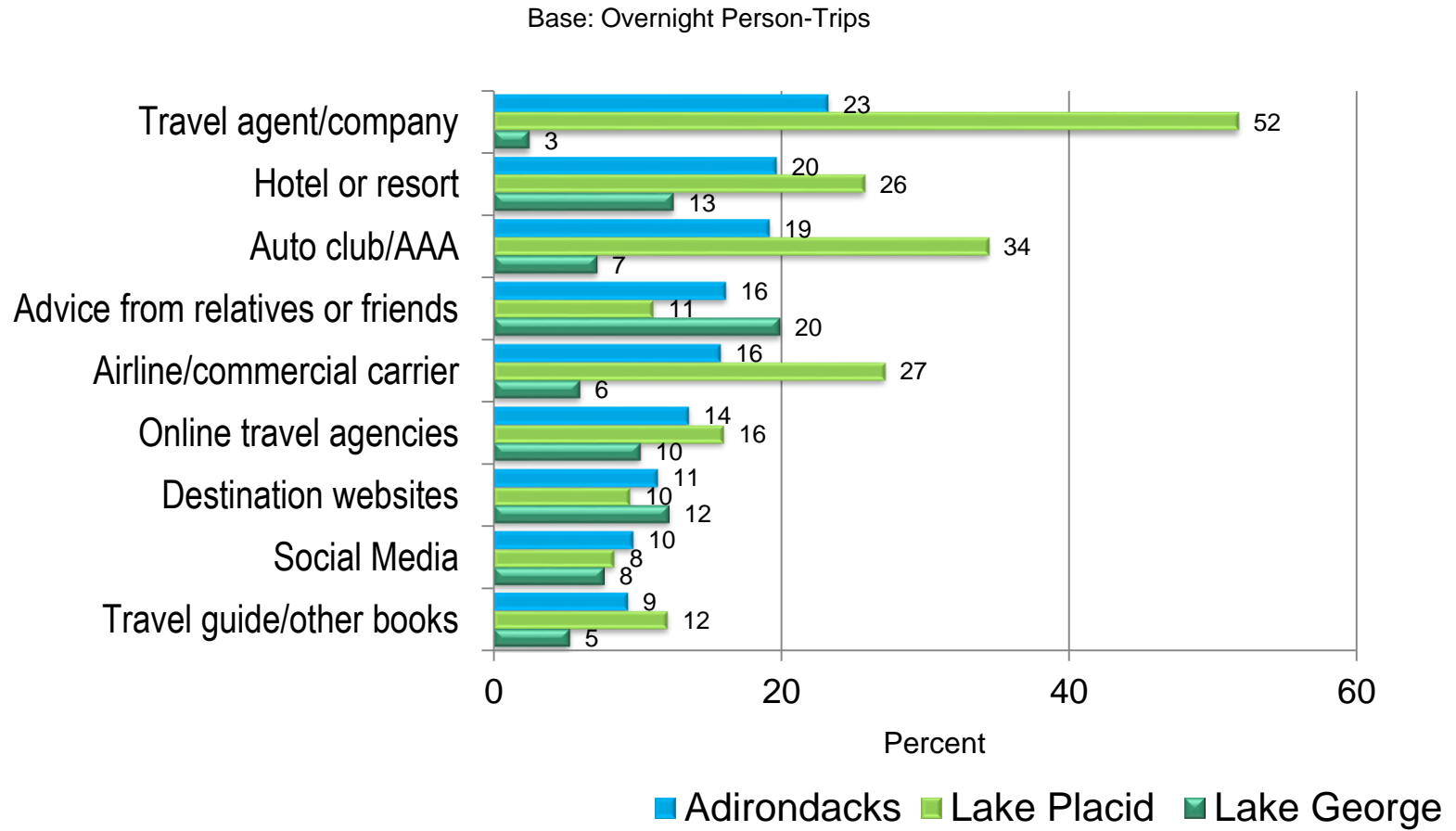
Trip Planning Information Sources (Cont'd) 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



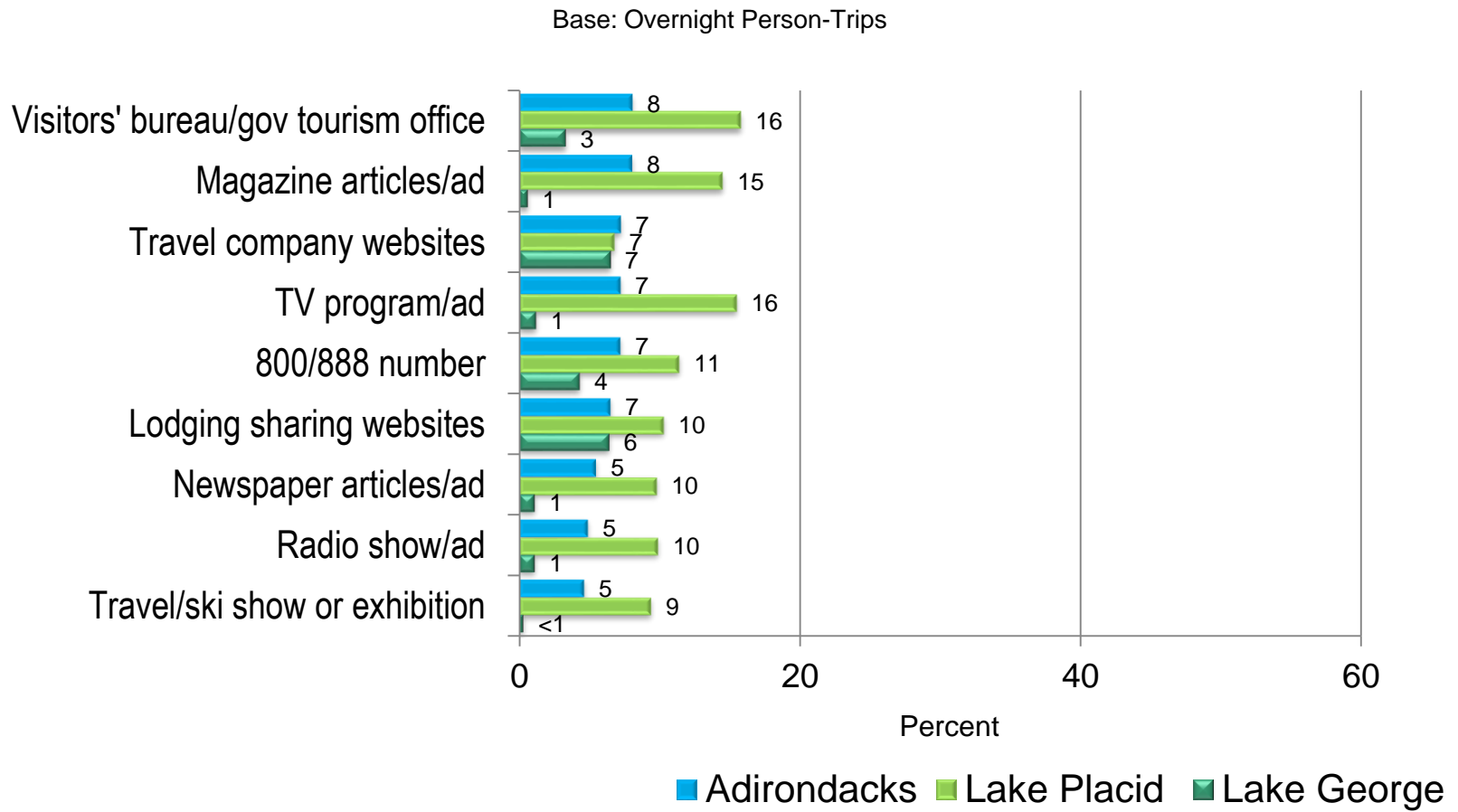
Trip Planning Information Sources

Adirondacks vs. Lake Placid vs. Lake George

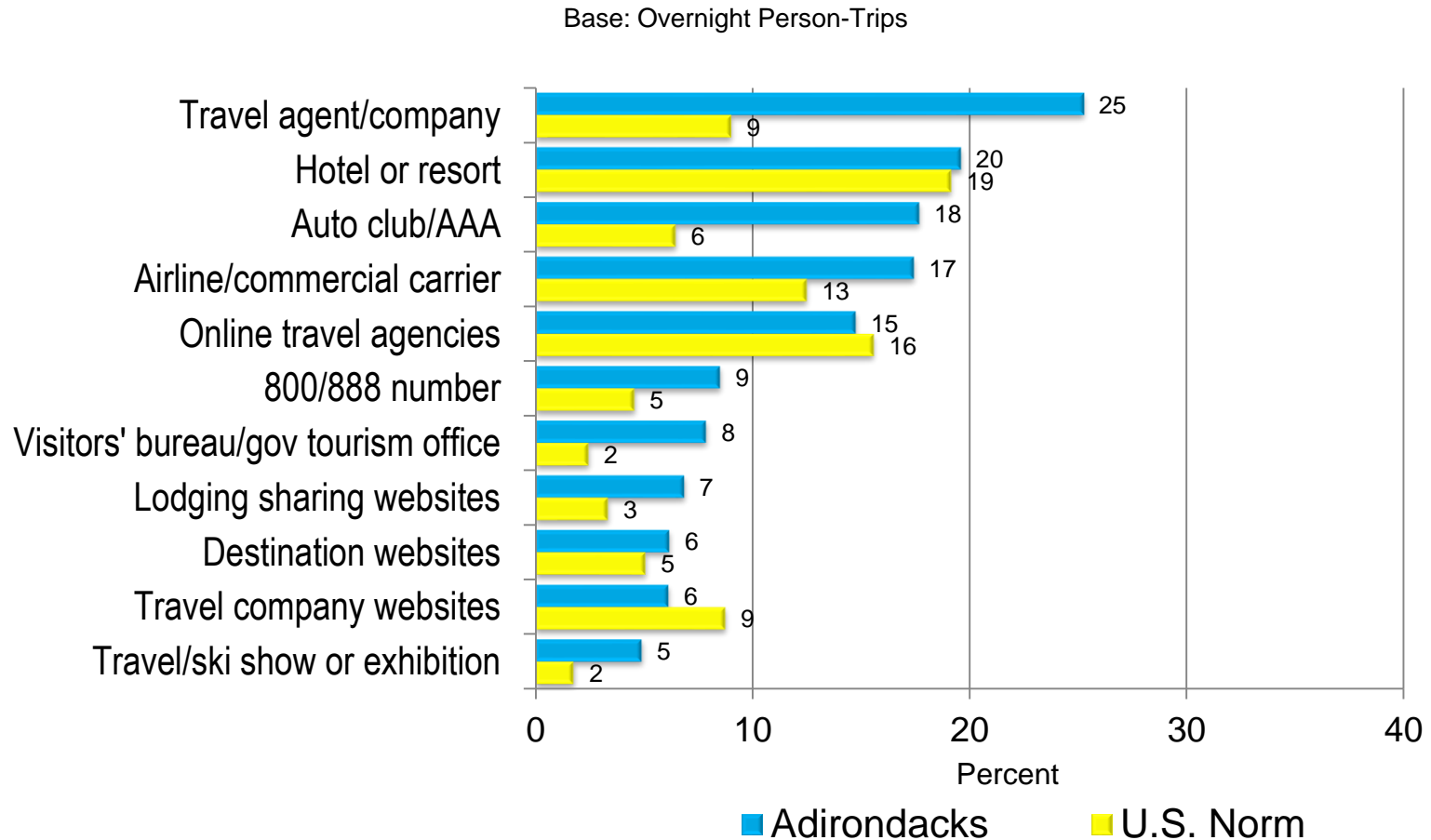


Trip Planning Information Sources (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George

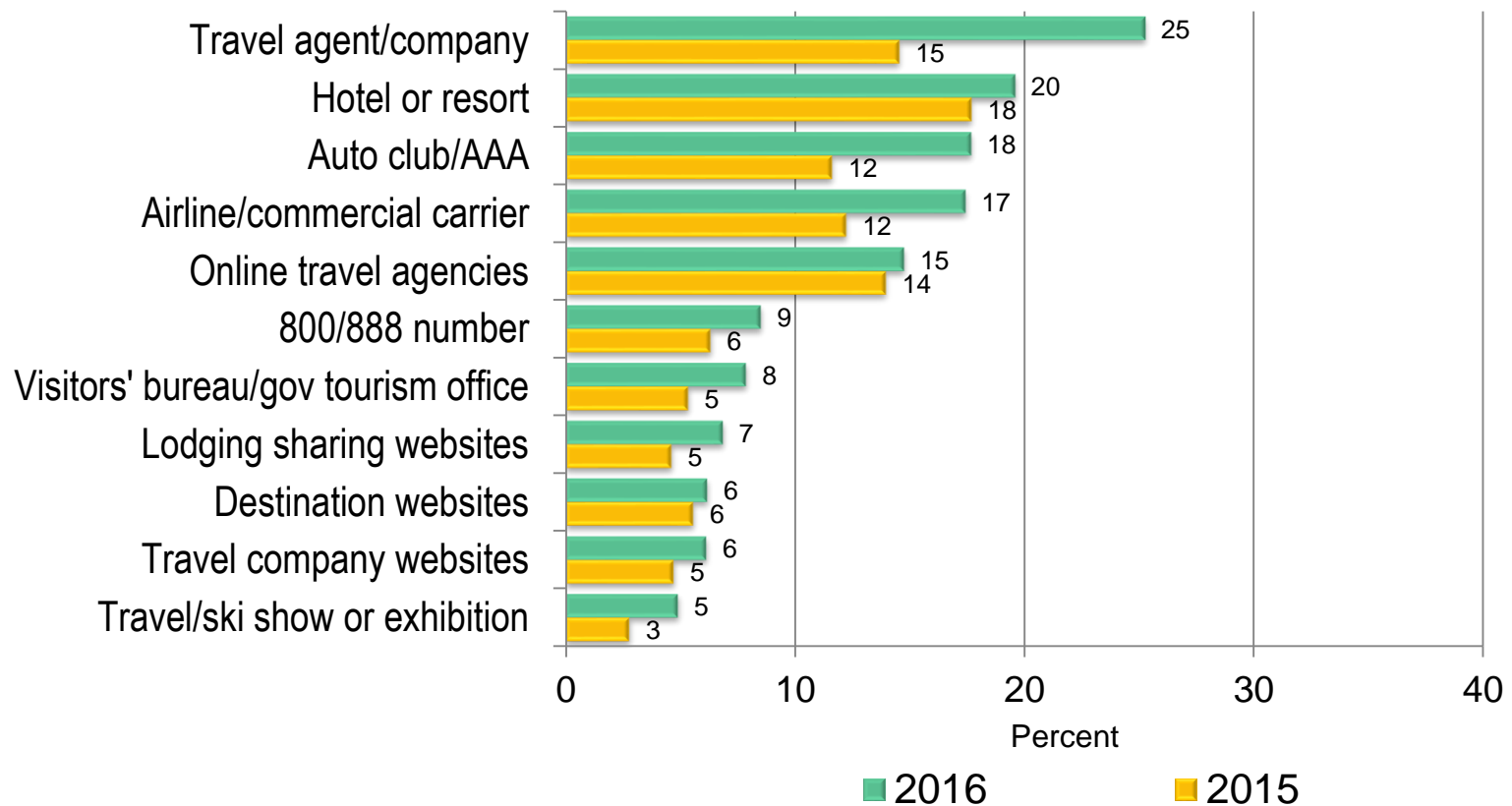


Method of Booking



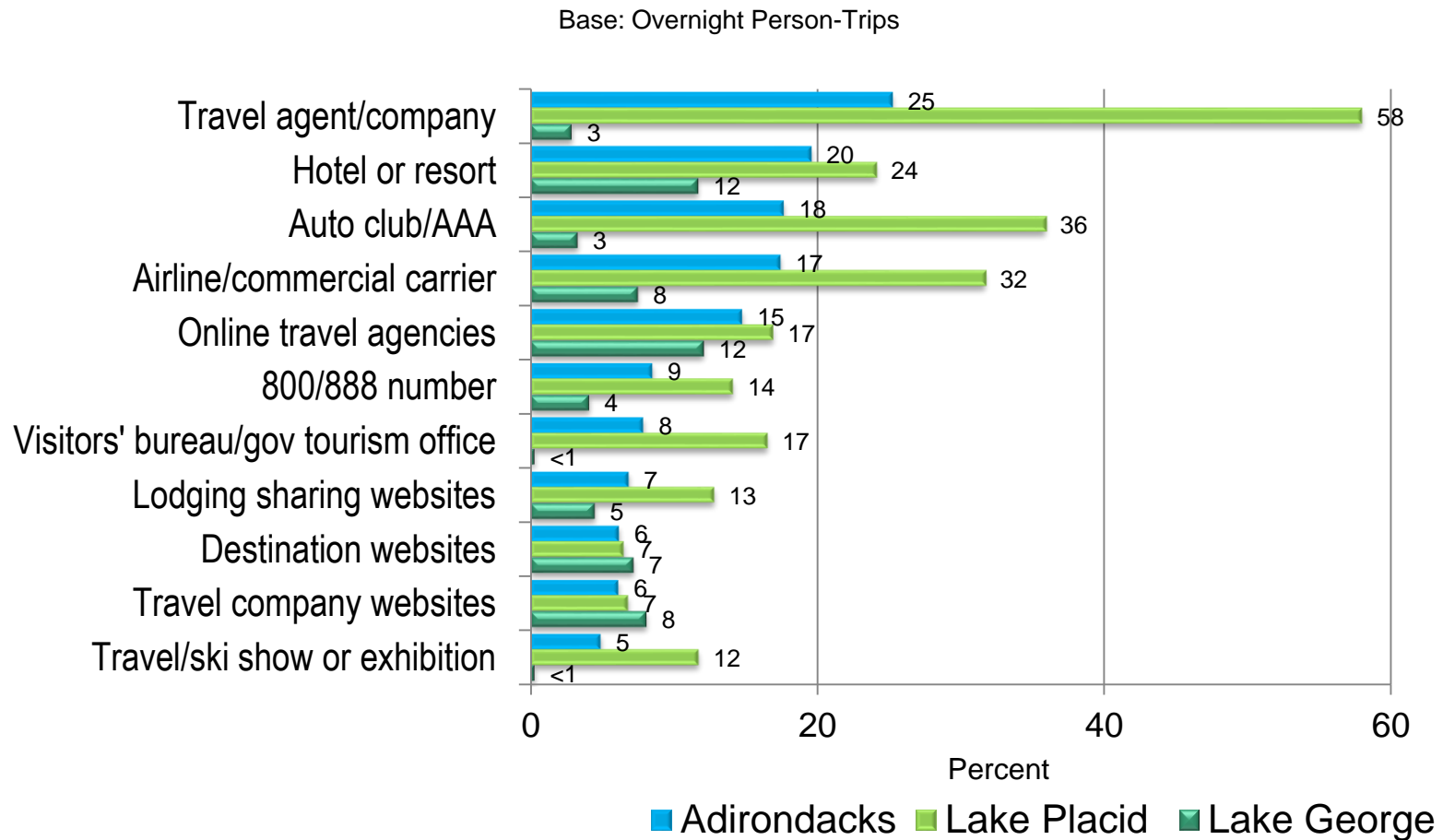
Method of Booking 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks

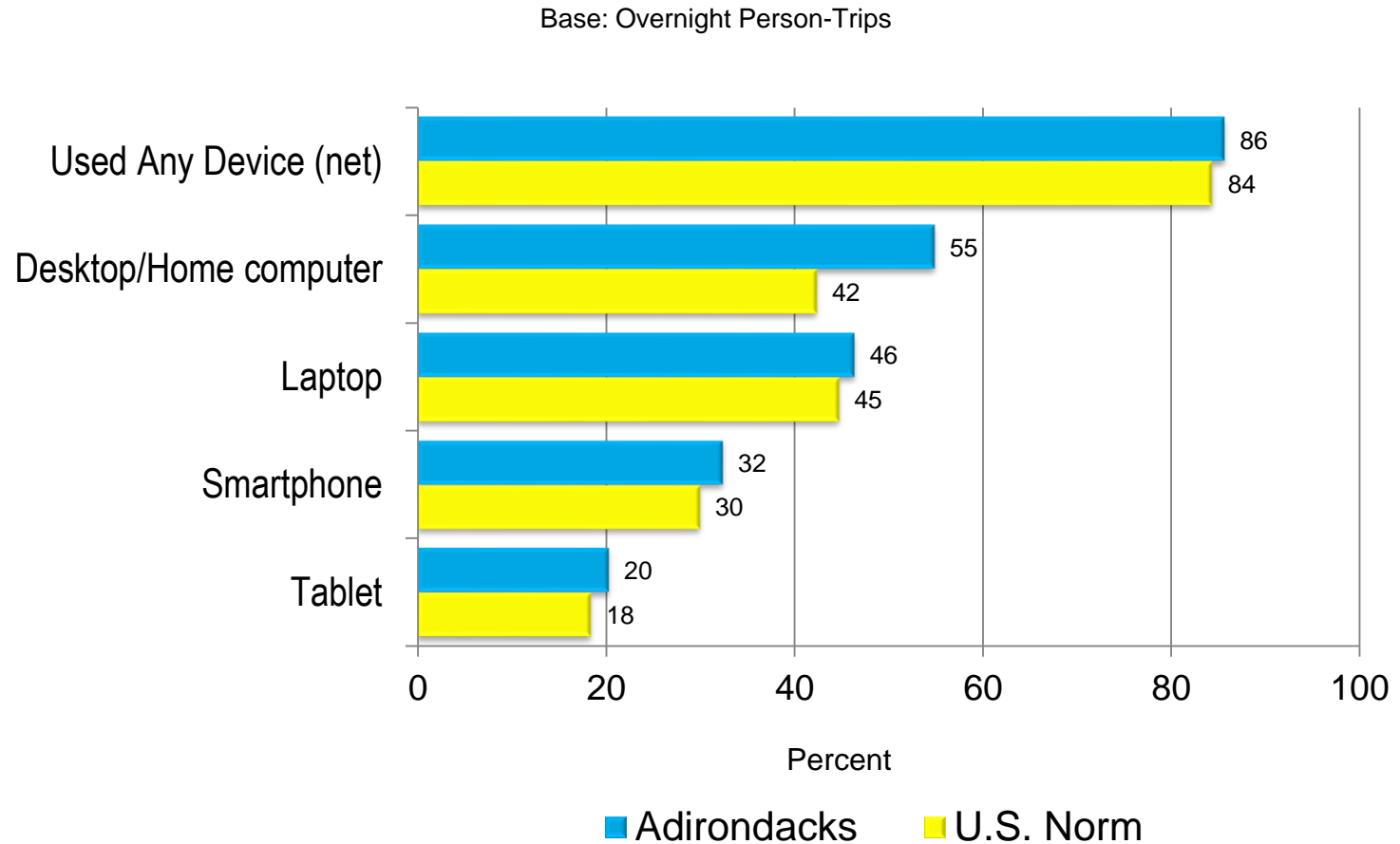


Method of Booking

Adirondacks vs. Lake Placid vs. Lake George

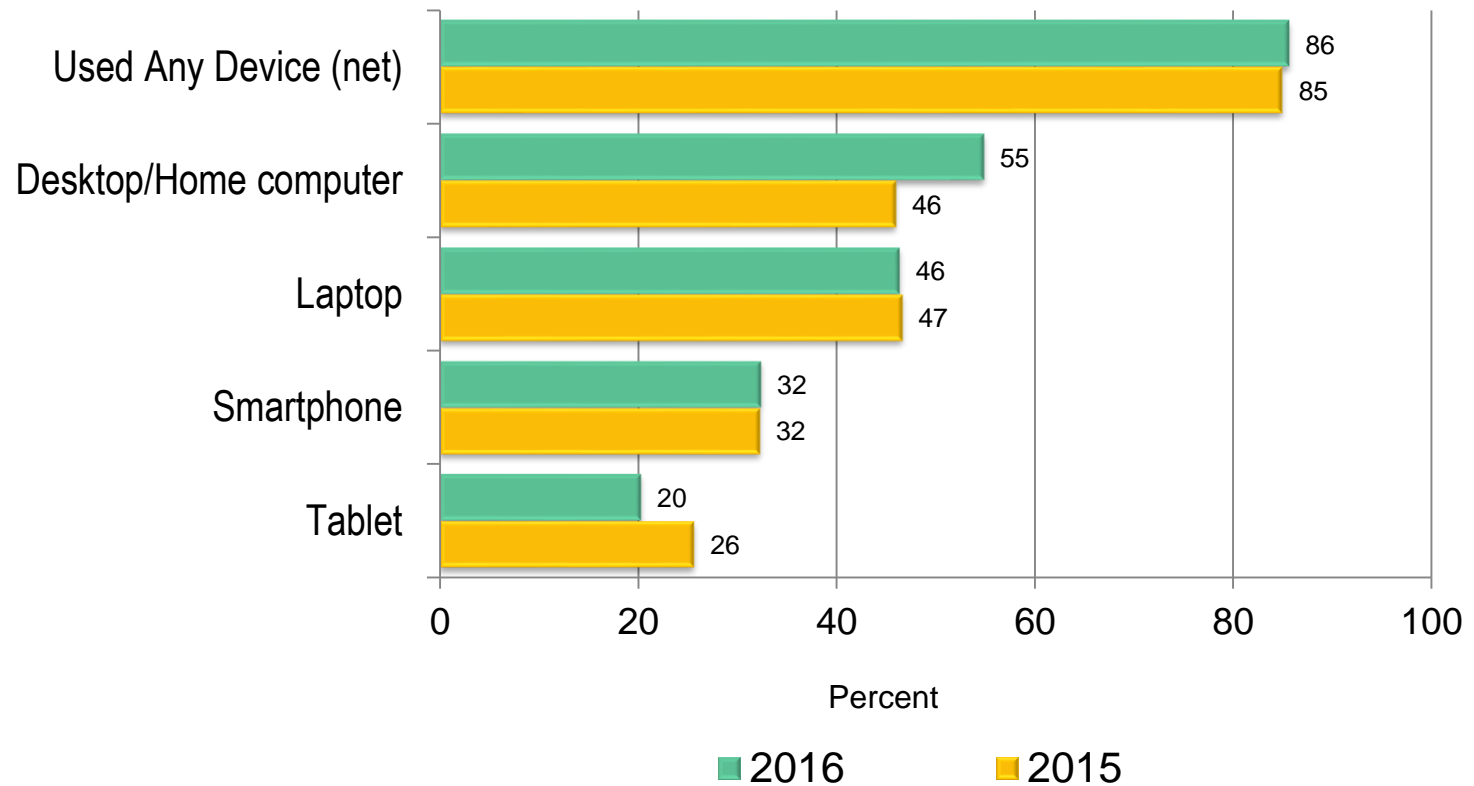


Devices Used for Trip Planning

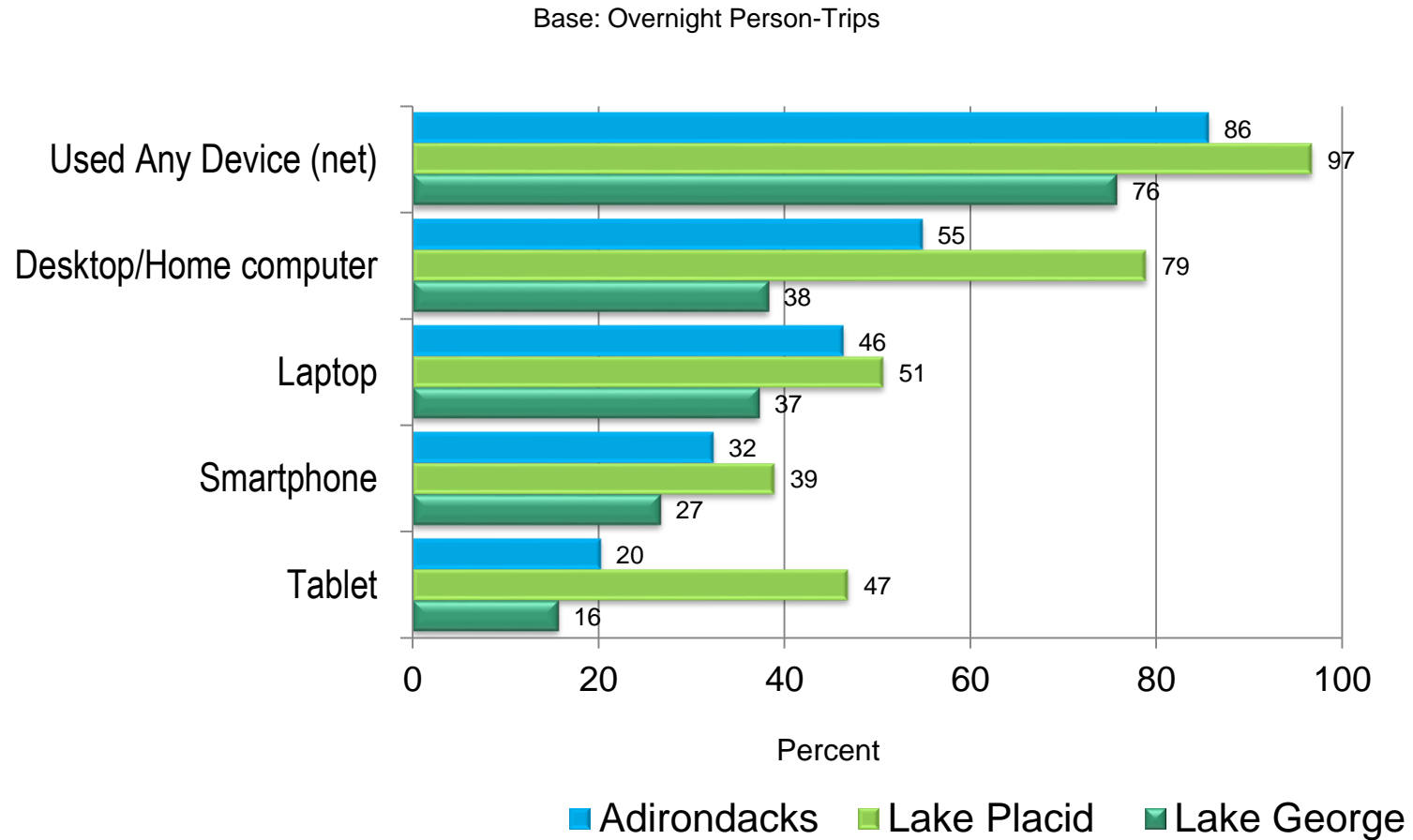


Devices Used for Trip Planning 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



Devices Used for Trip Planning Adirondacks vs. Lake Placid vs. Lake George



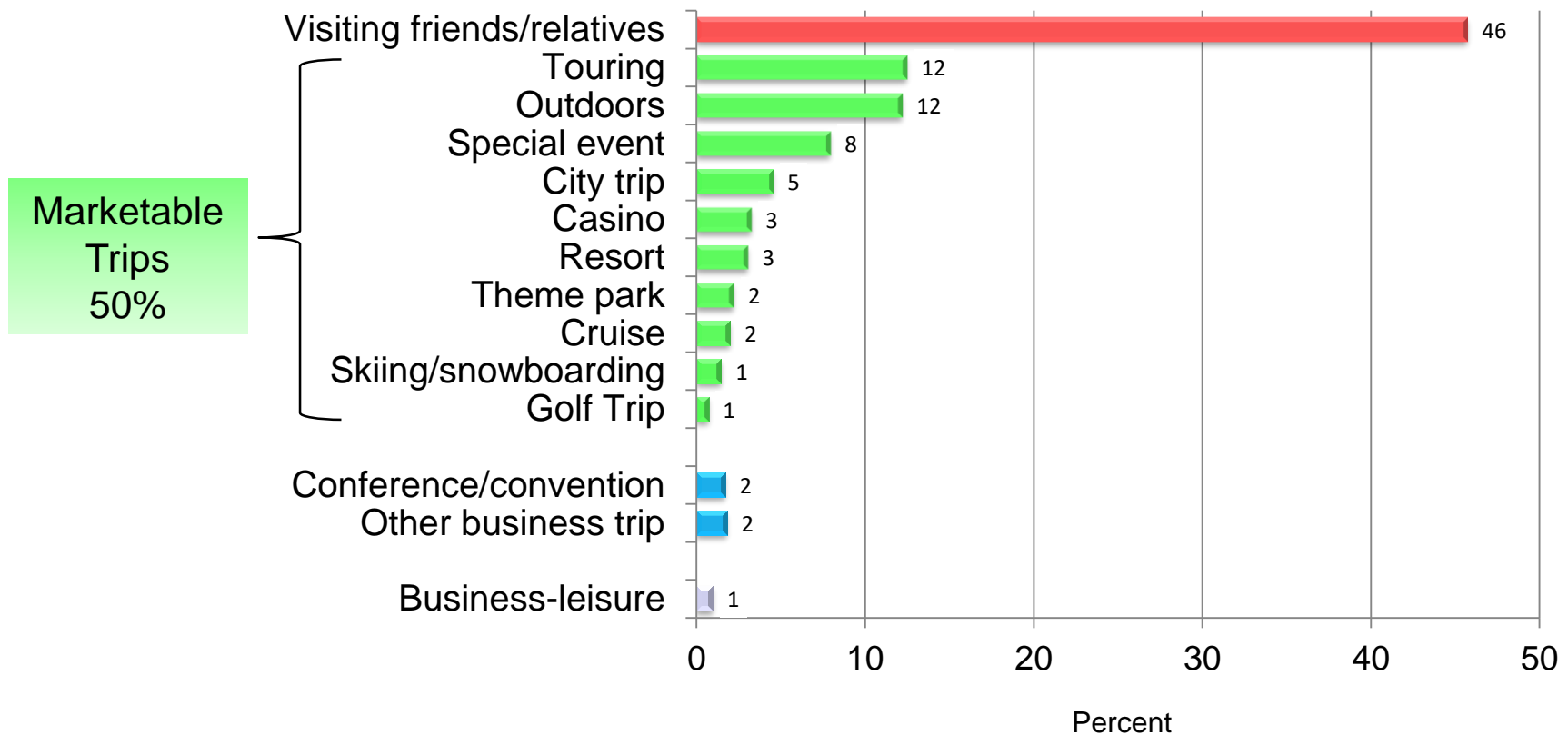


Overnight Trip Characteristics

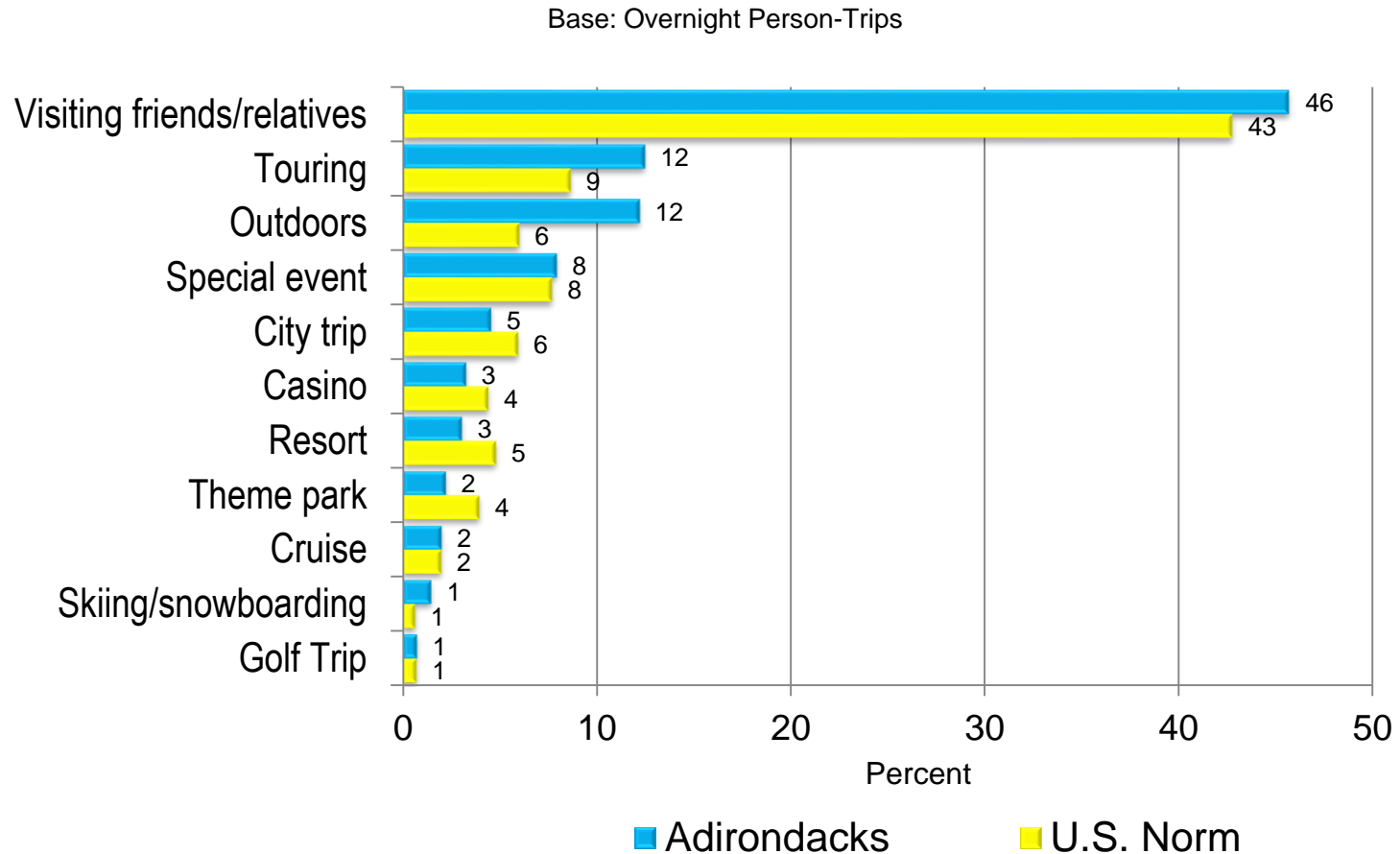


2016 Main Purpose of Trip

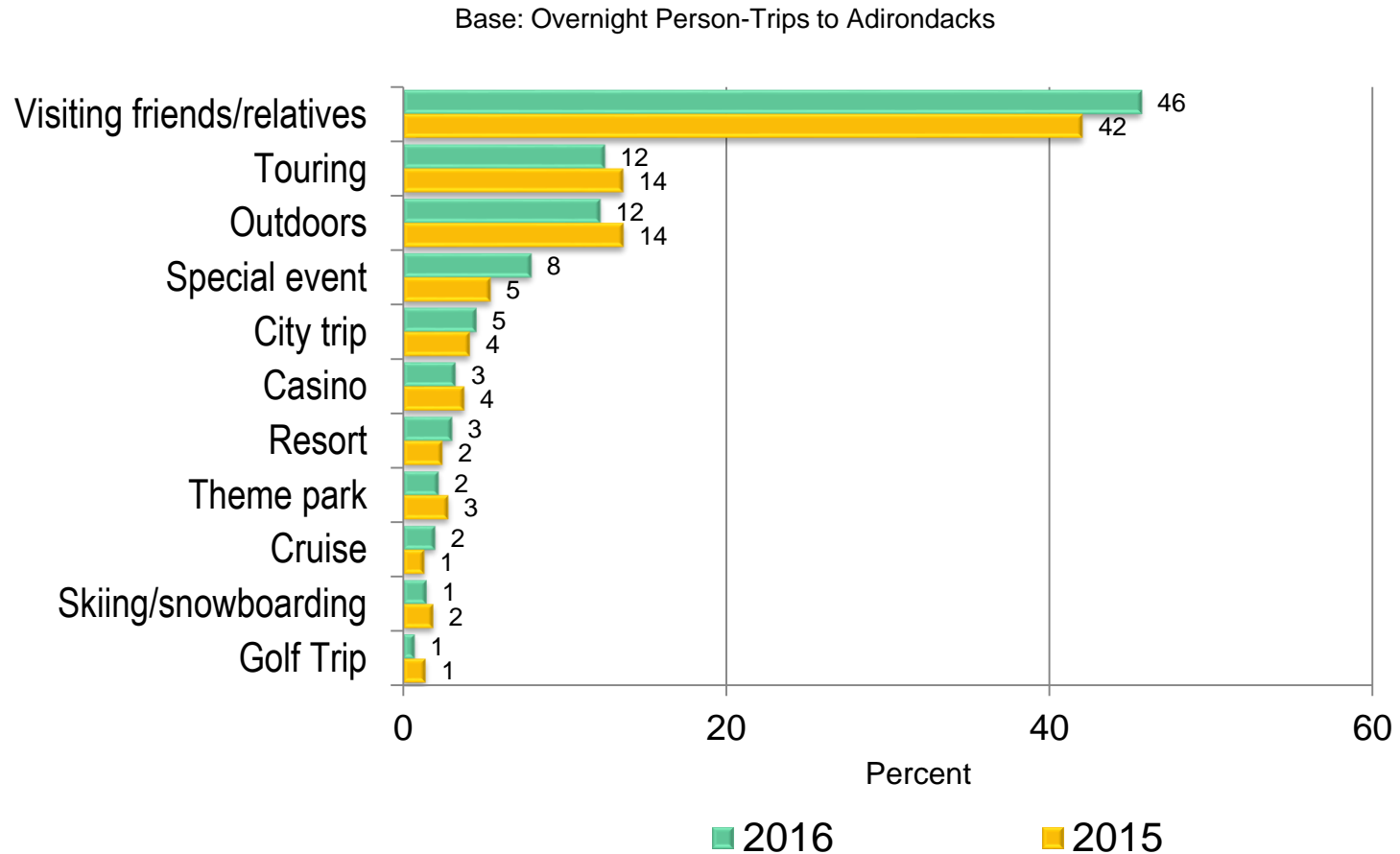
Base: Overnight Person-Trips to Adirondacks



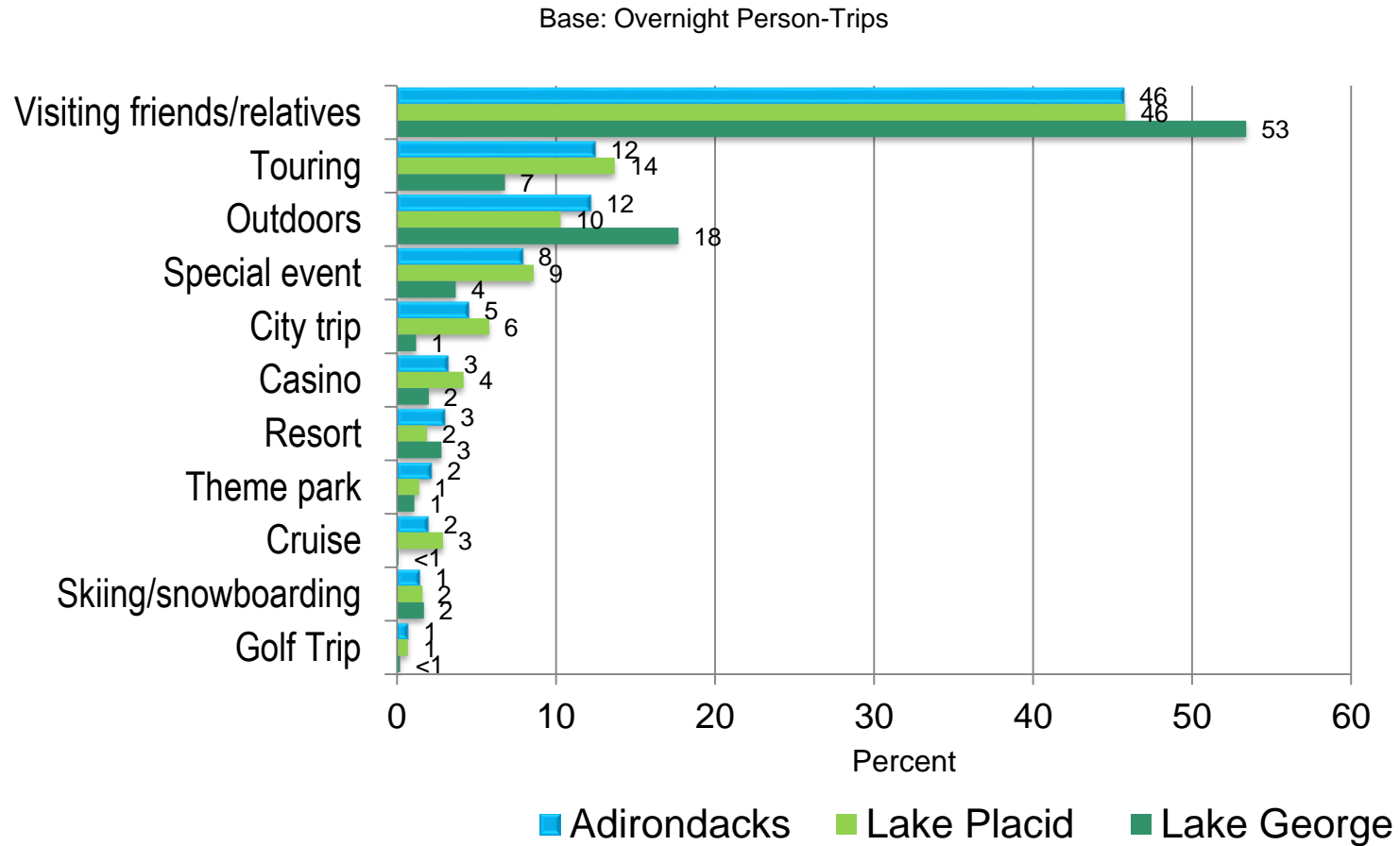
Main Purpose of Leisure Trip – Adirondacks vs. National Norm



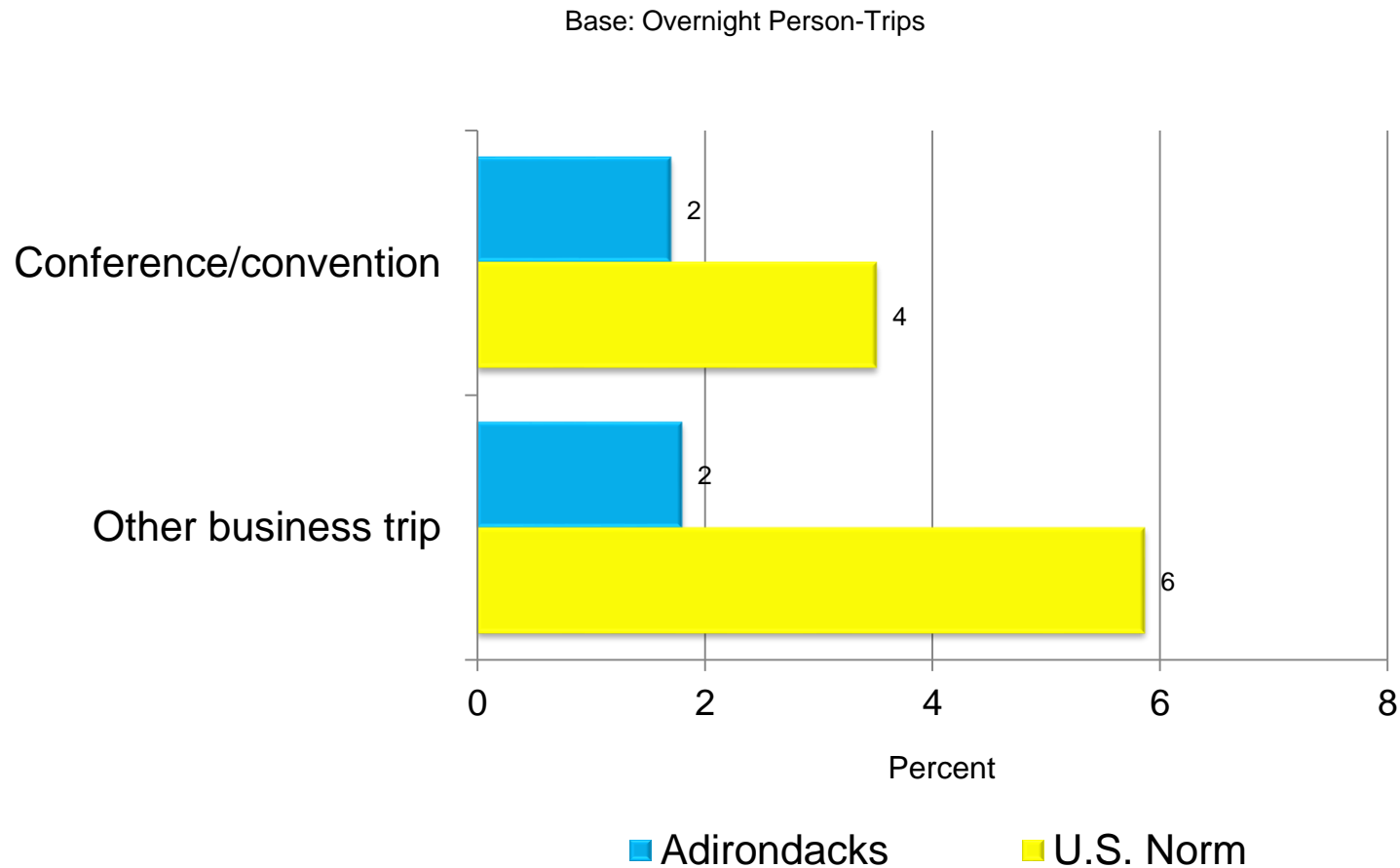
Main Purpose of Overnight Leisure Trip – 2016 vs. 2015



Main Purpose of Leisure Trip – Adirondacks vs. Lake Placid vs. Lake George

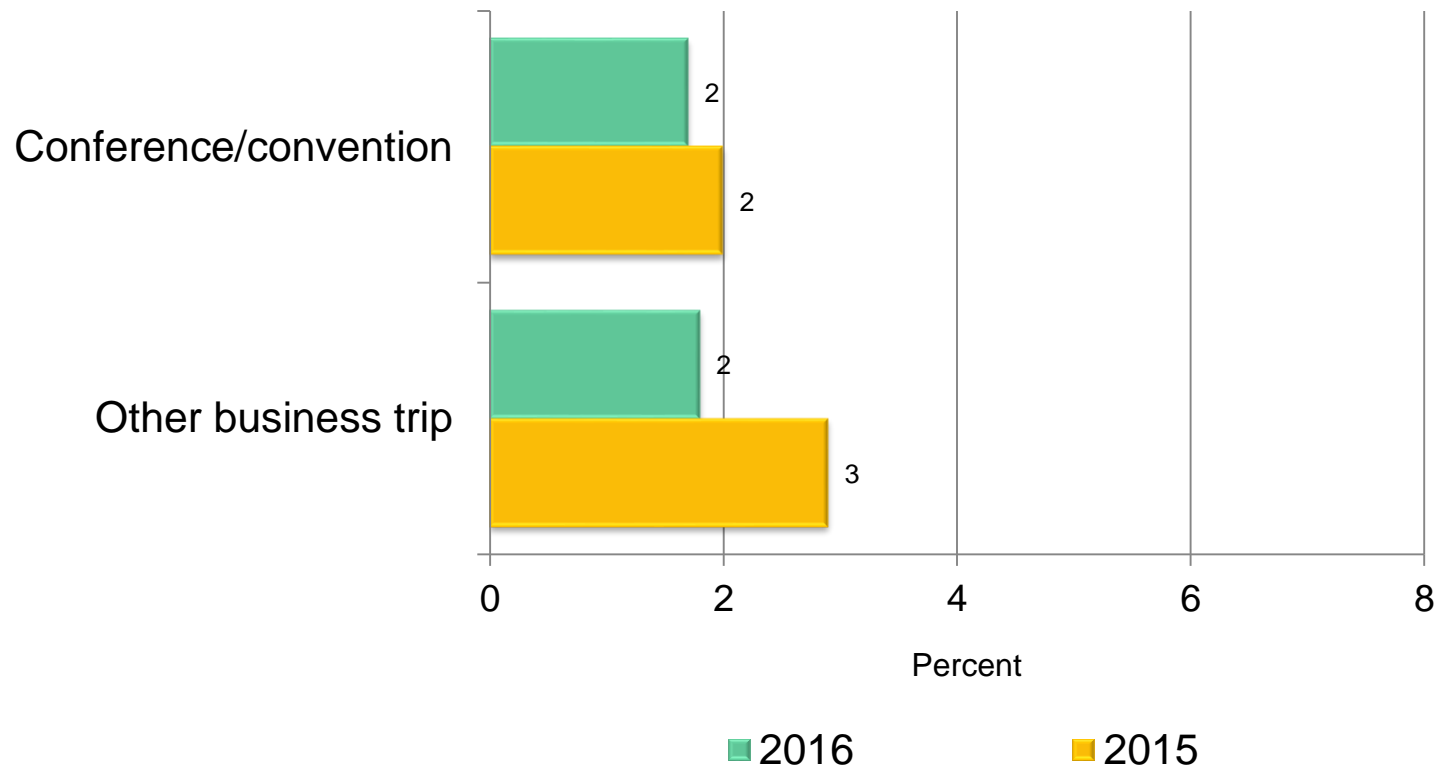


Main Purpose of Business Trip – Adirondacks vs. National Norm

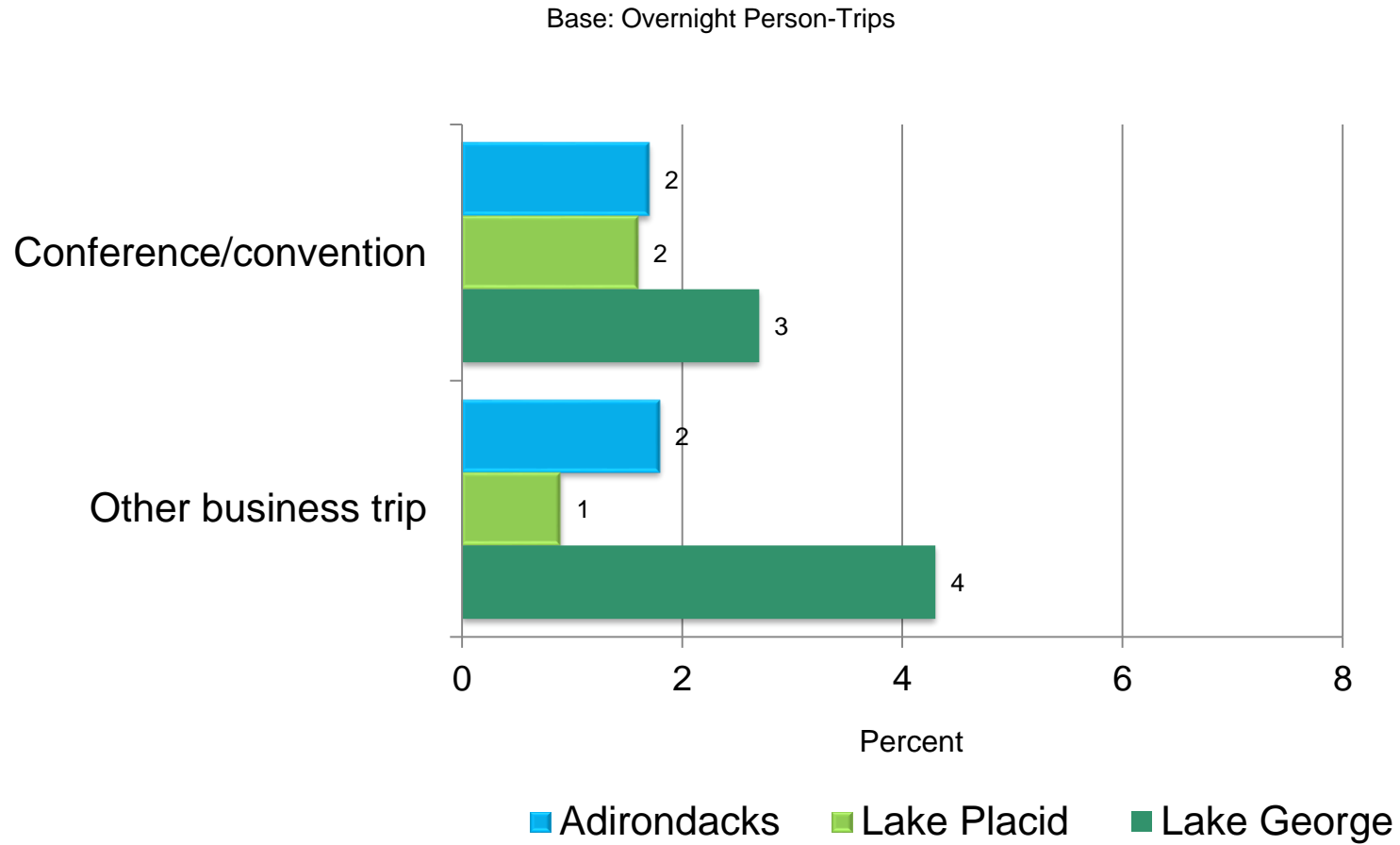


Main Purpose of Overnight Business Trip – 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks

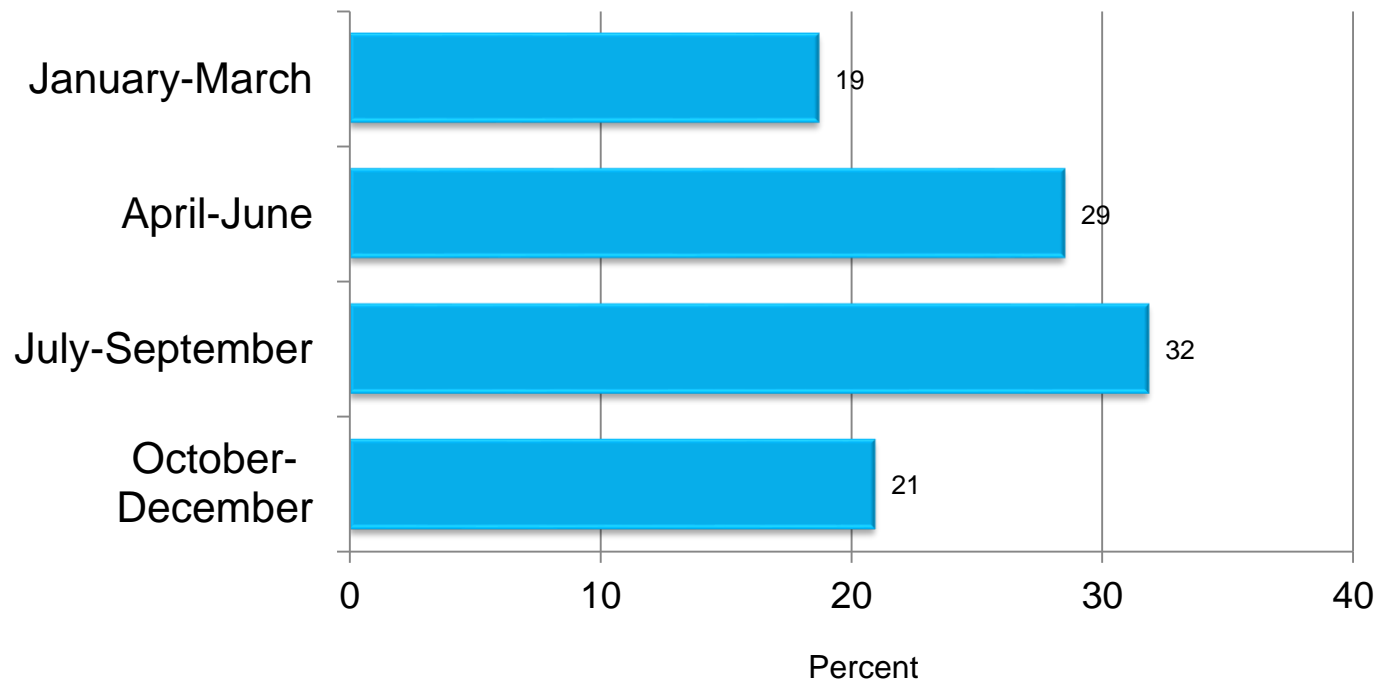


Main Purpose of Business Trip – Adirondacks vs. Lake Placid vs. Lake George



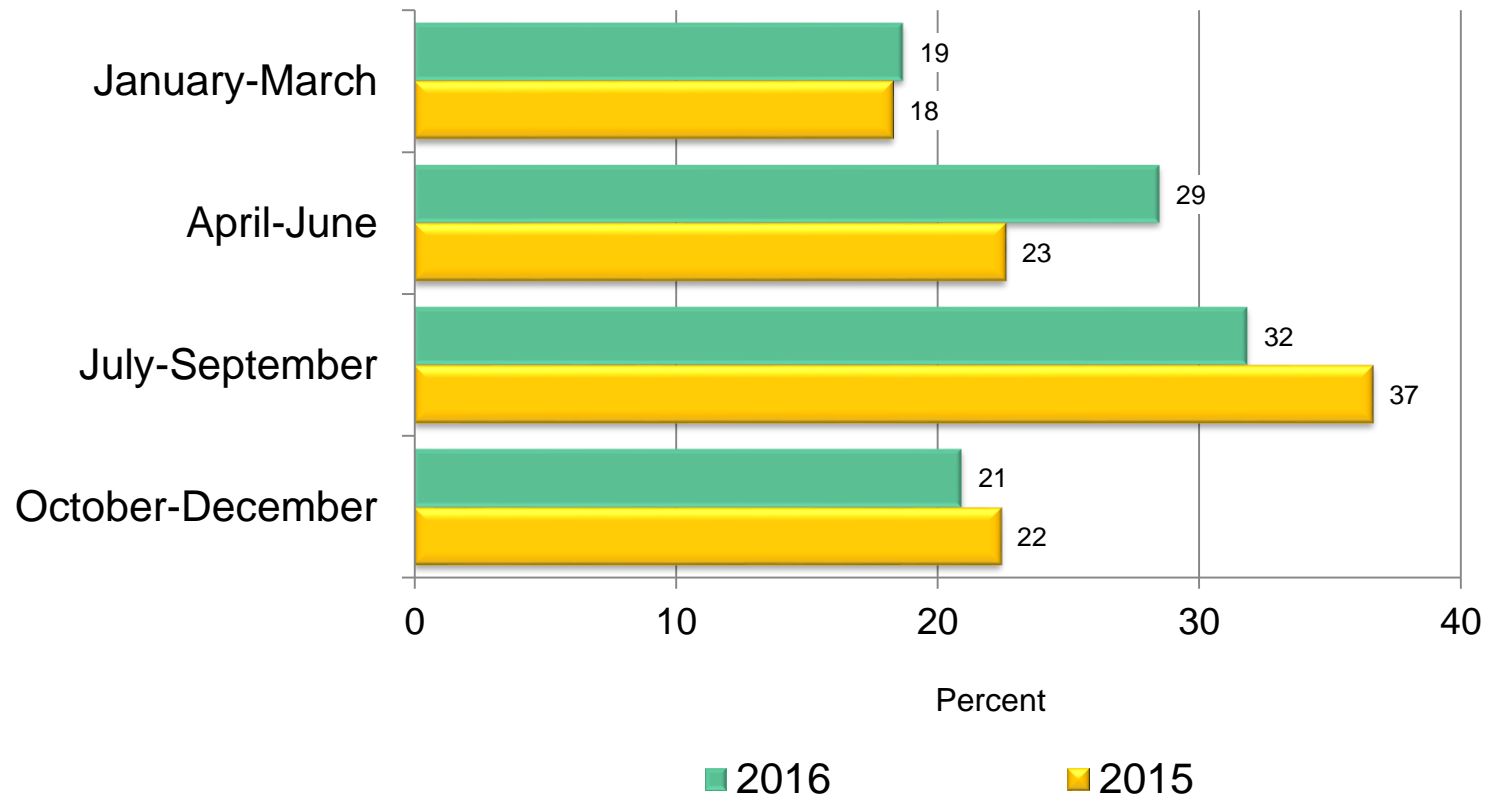
Season of Trip

Base: Overnight Person-Trips to Adirondacks



Season of Trip 2016 vs. 2015

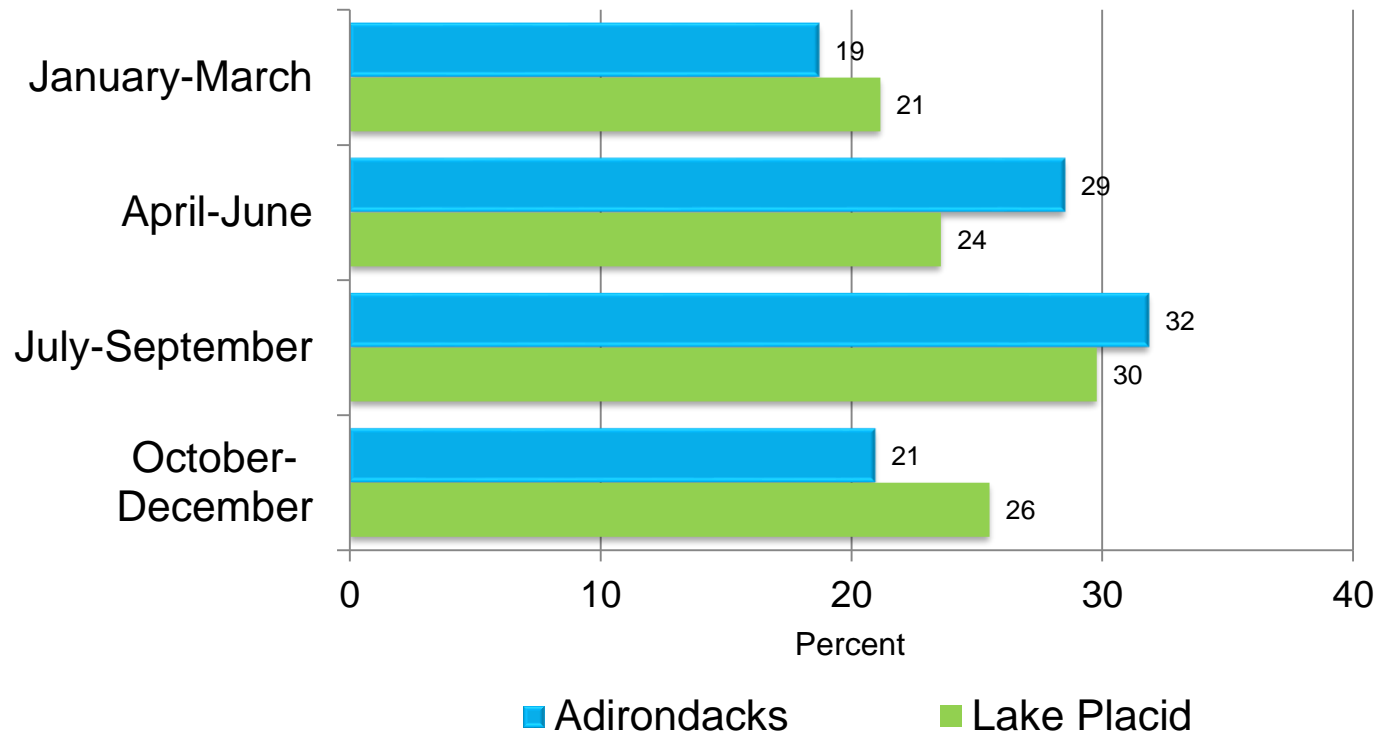
Base: Overnight Person-Trips to Adirondacks



Season of Trip

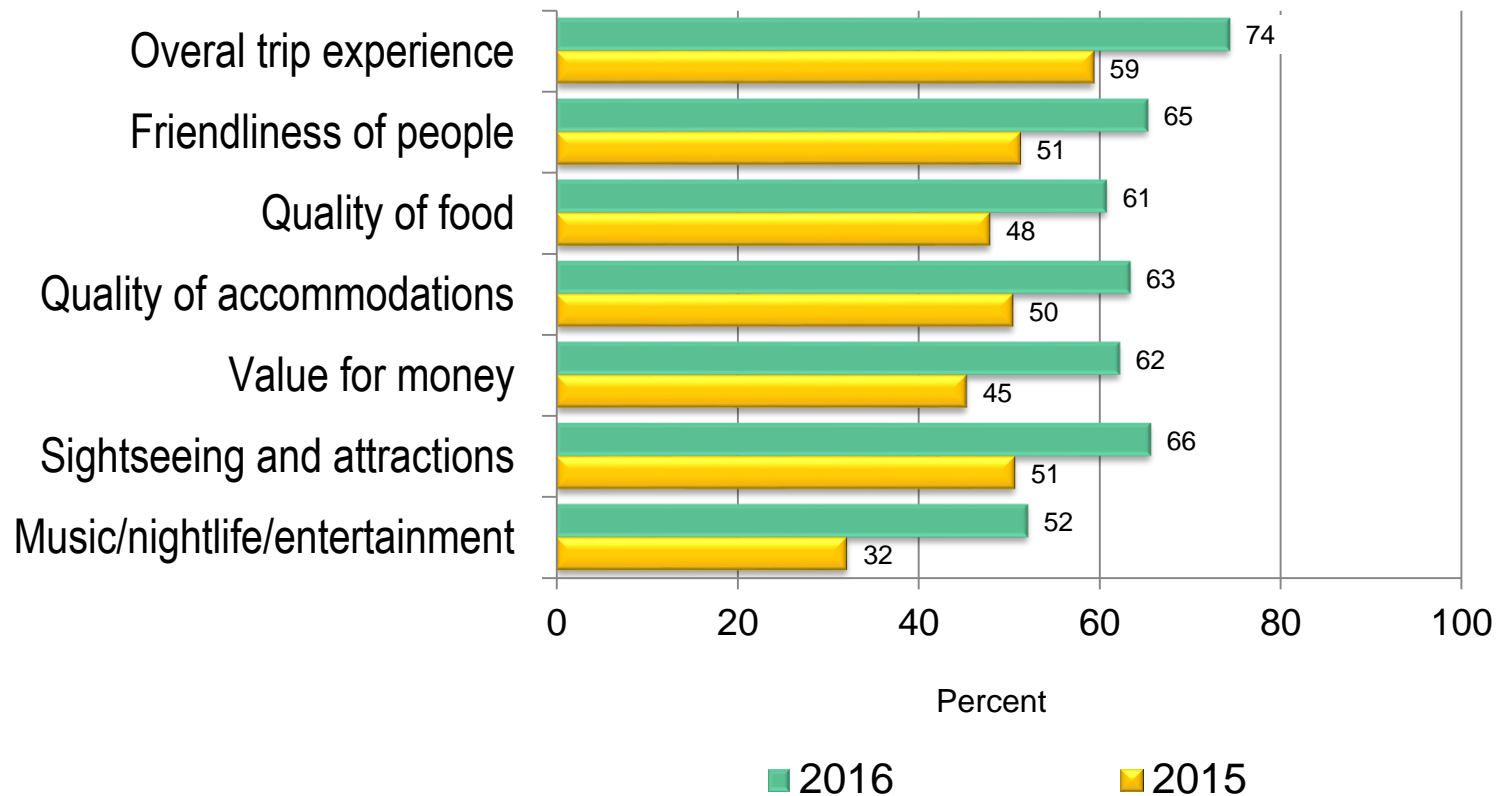
Adirondacks vs. Lake Placid

Base: Overnight Person-Trips to Adirondacks



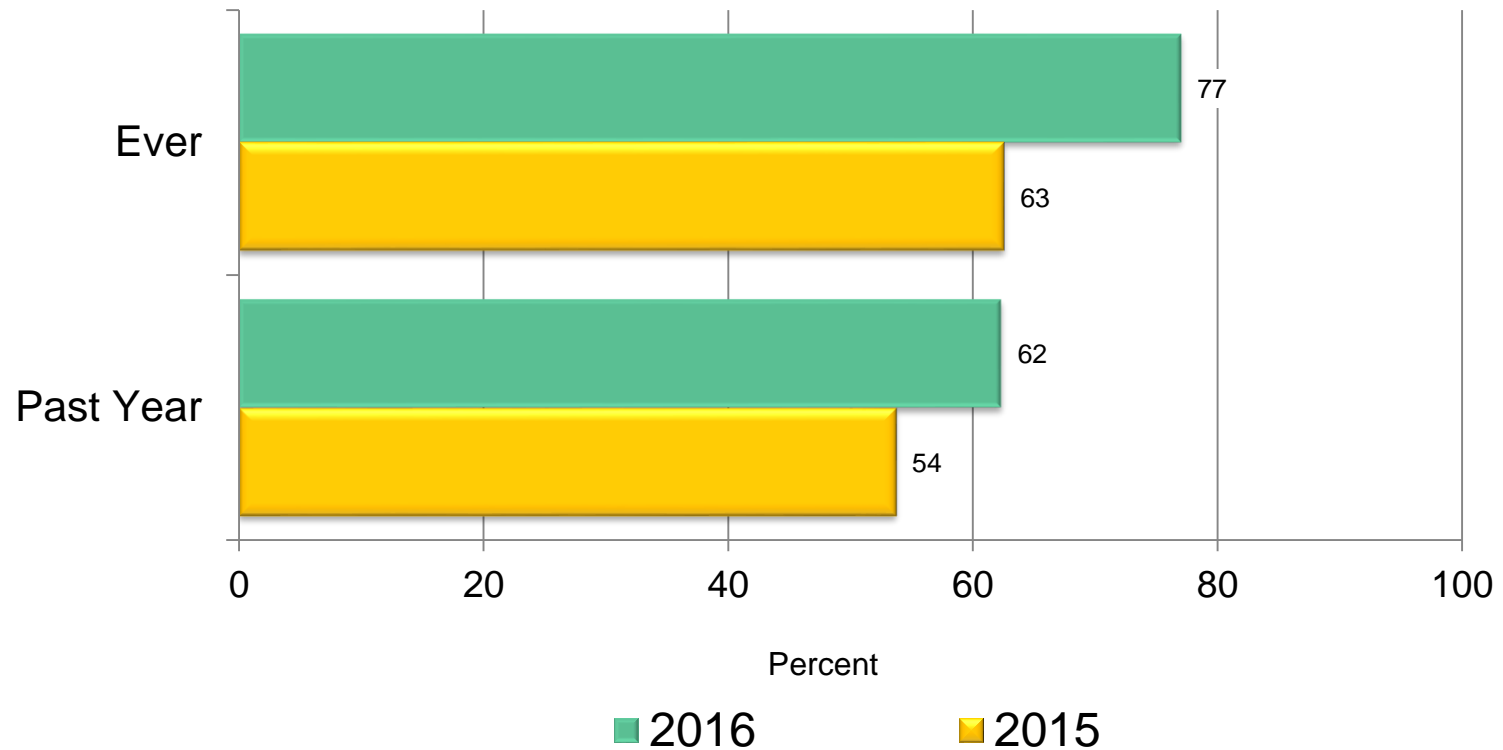
% Very Satisfied with Trip – 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



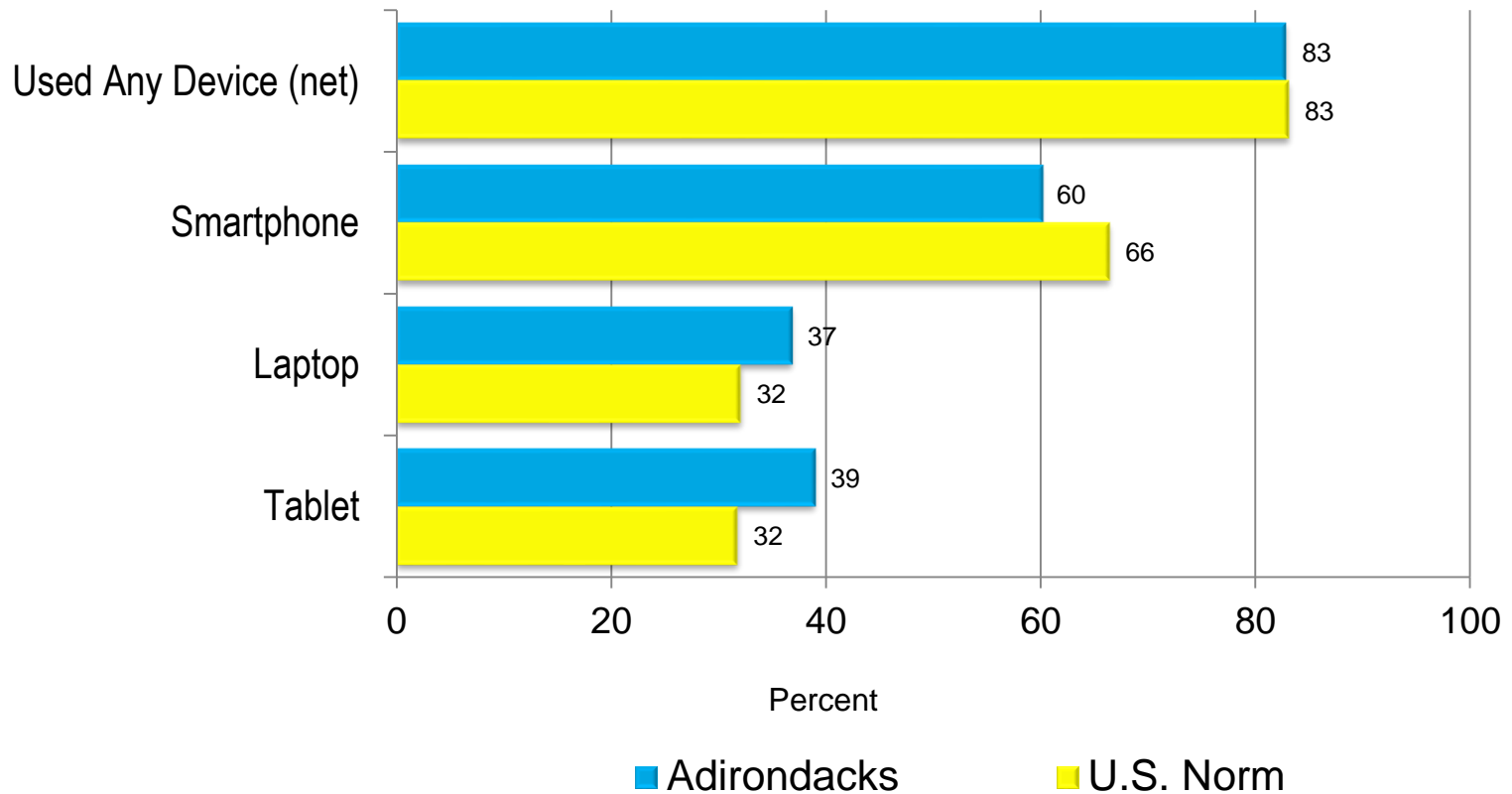
Past Visitation to Adirondacks 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



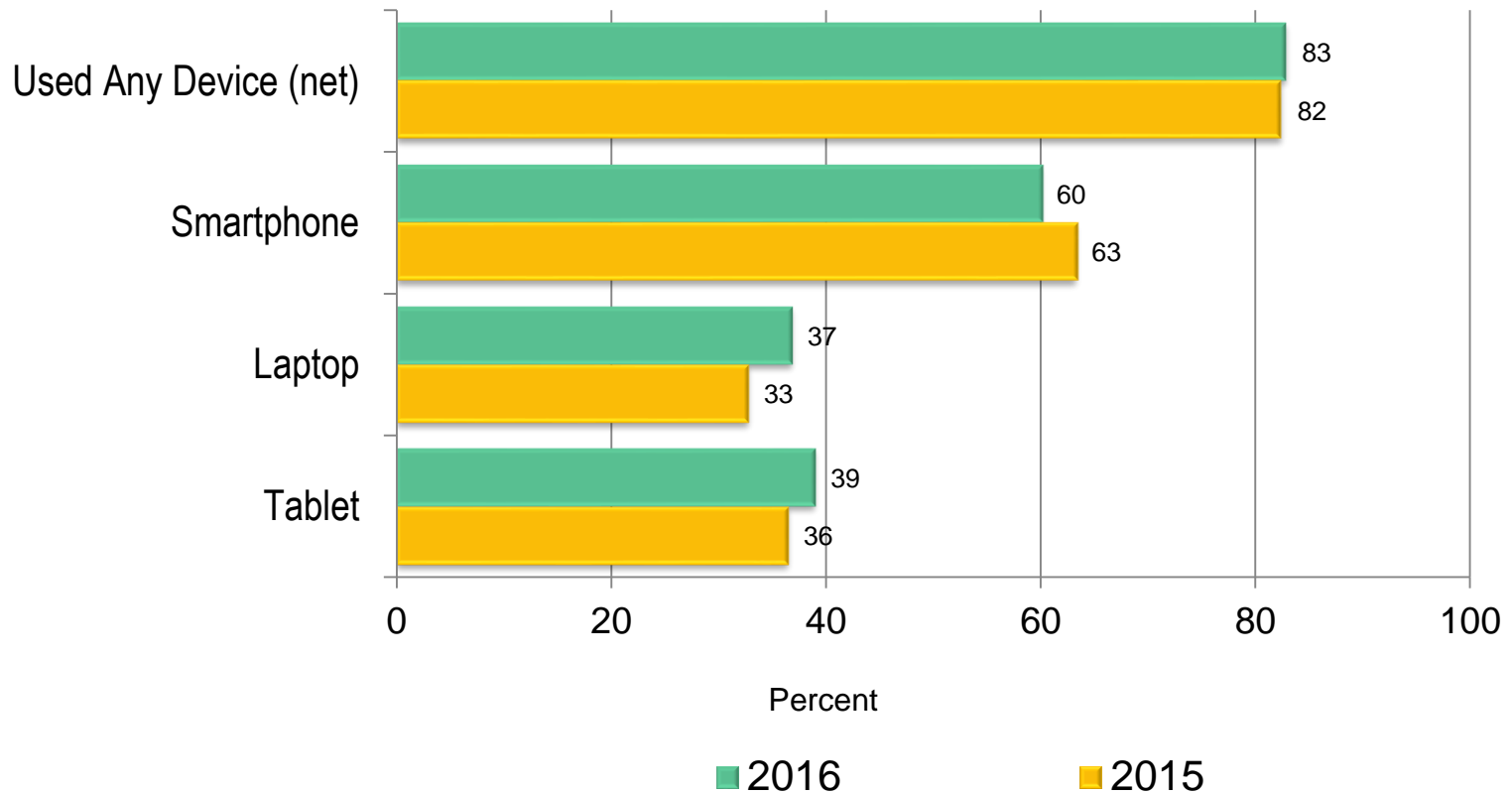
Devices Used During Trip

Base: Overnight Person-Trips



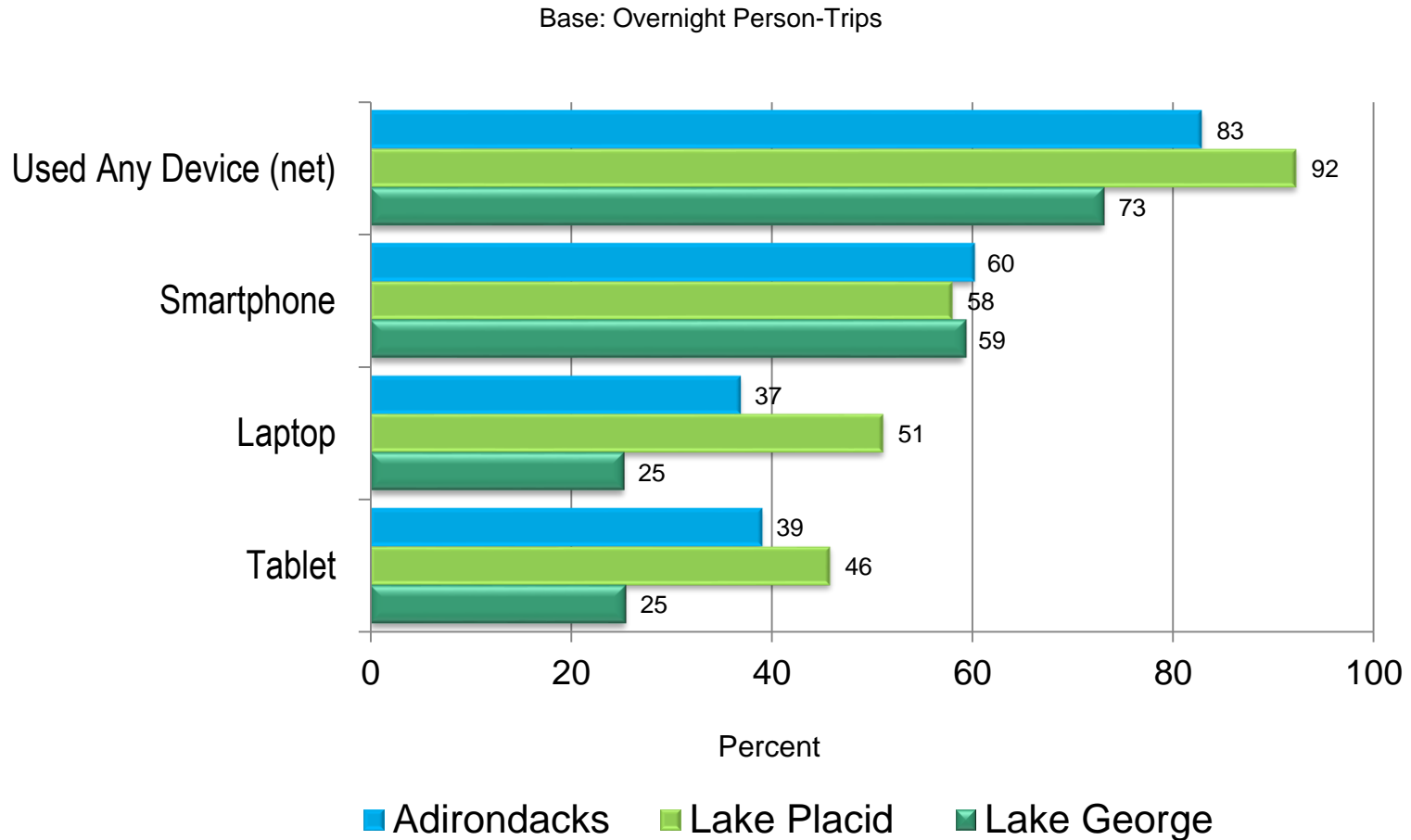
Devices Used During Trip 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks

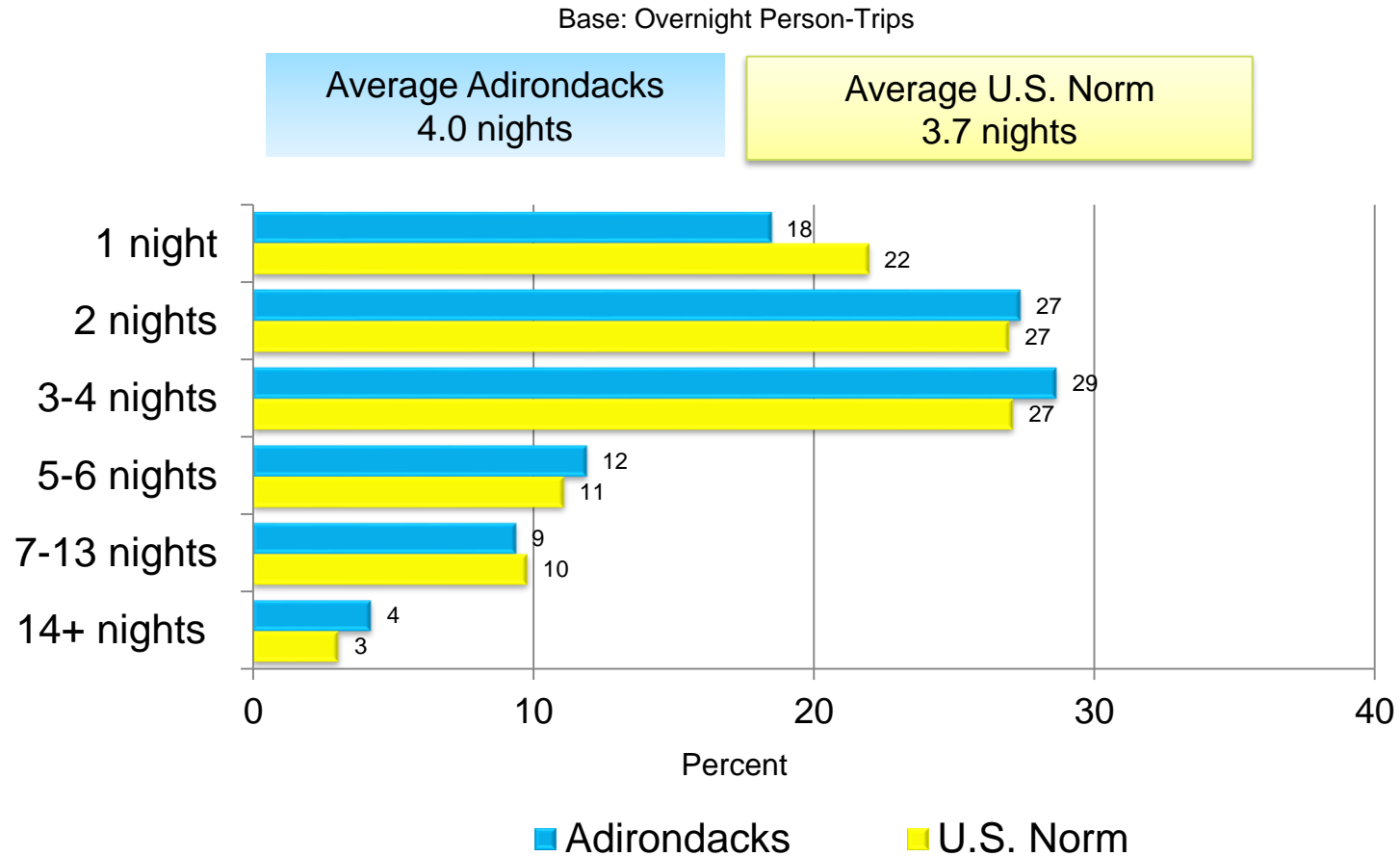


Devices Used During Trip

Adirondacks vs. Lake Placid vs. Lake George

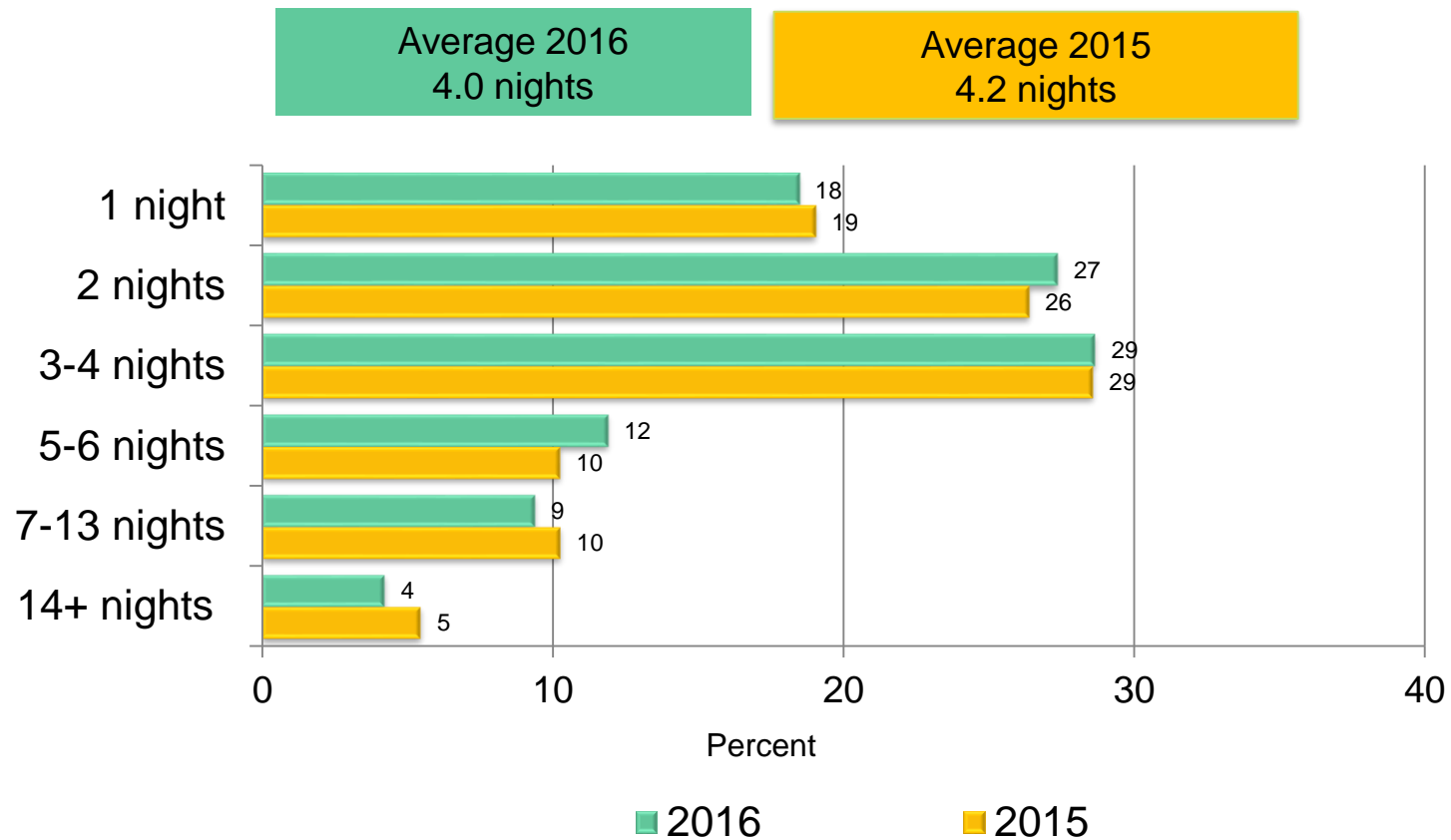


Total Nights Away on Trip



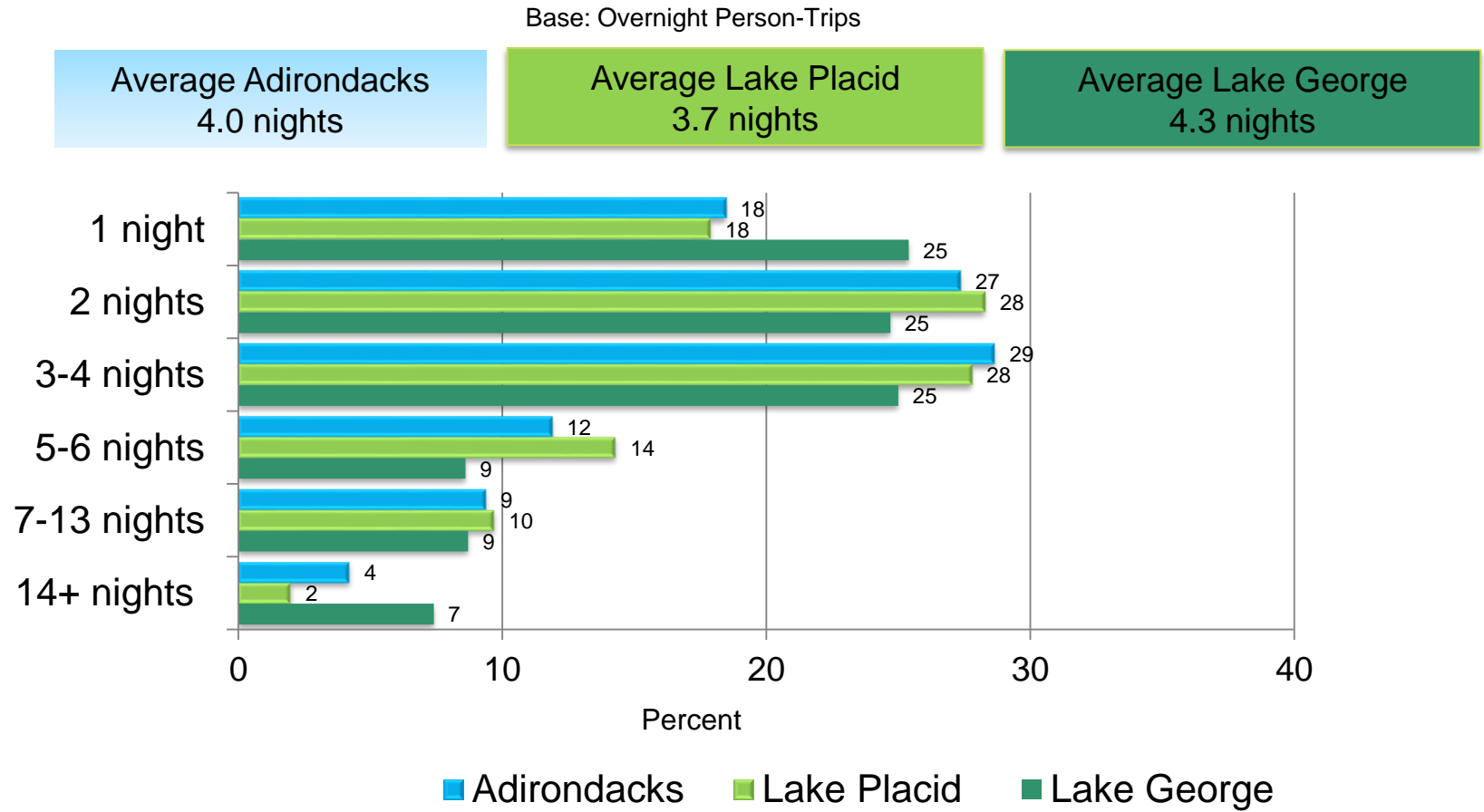
Total Nights Away on Trip 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



Total Nights Away on Trip

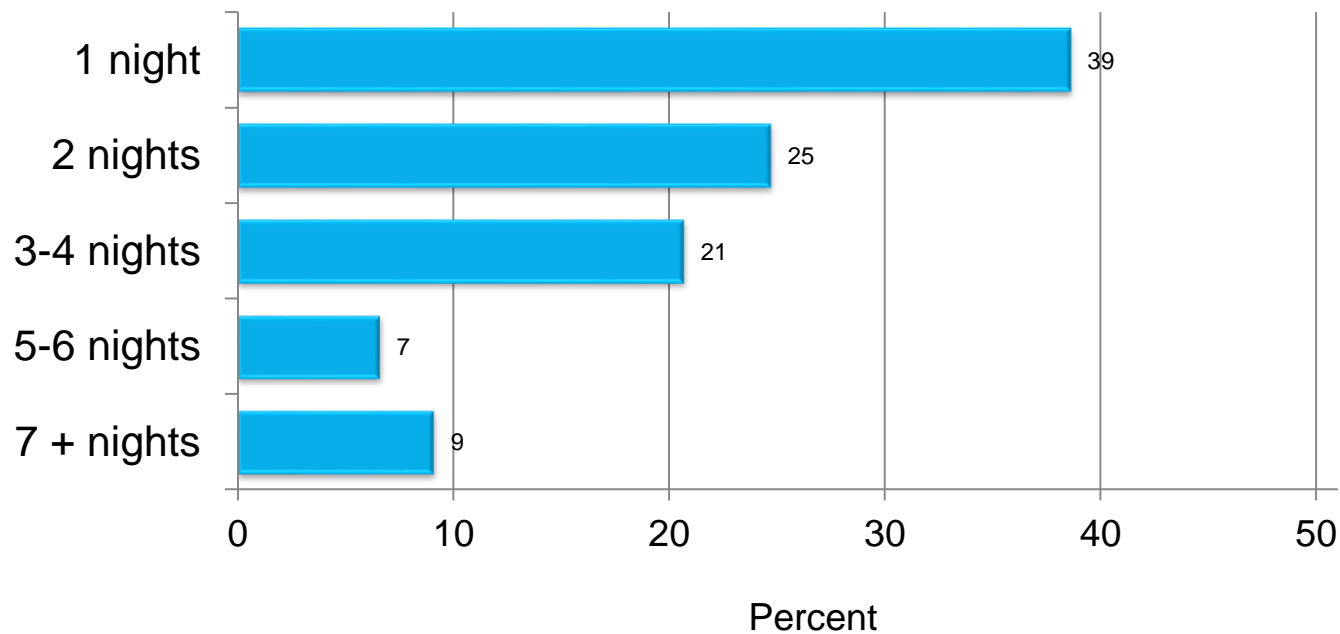
Adirondacks vs. Lake Placid vs. Lake George



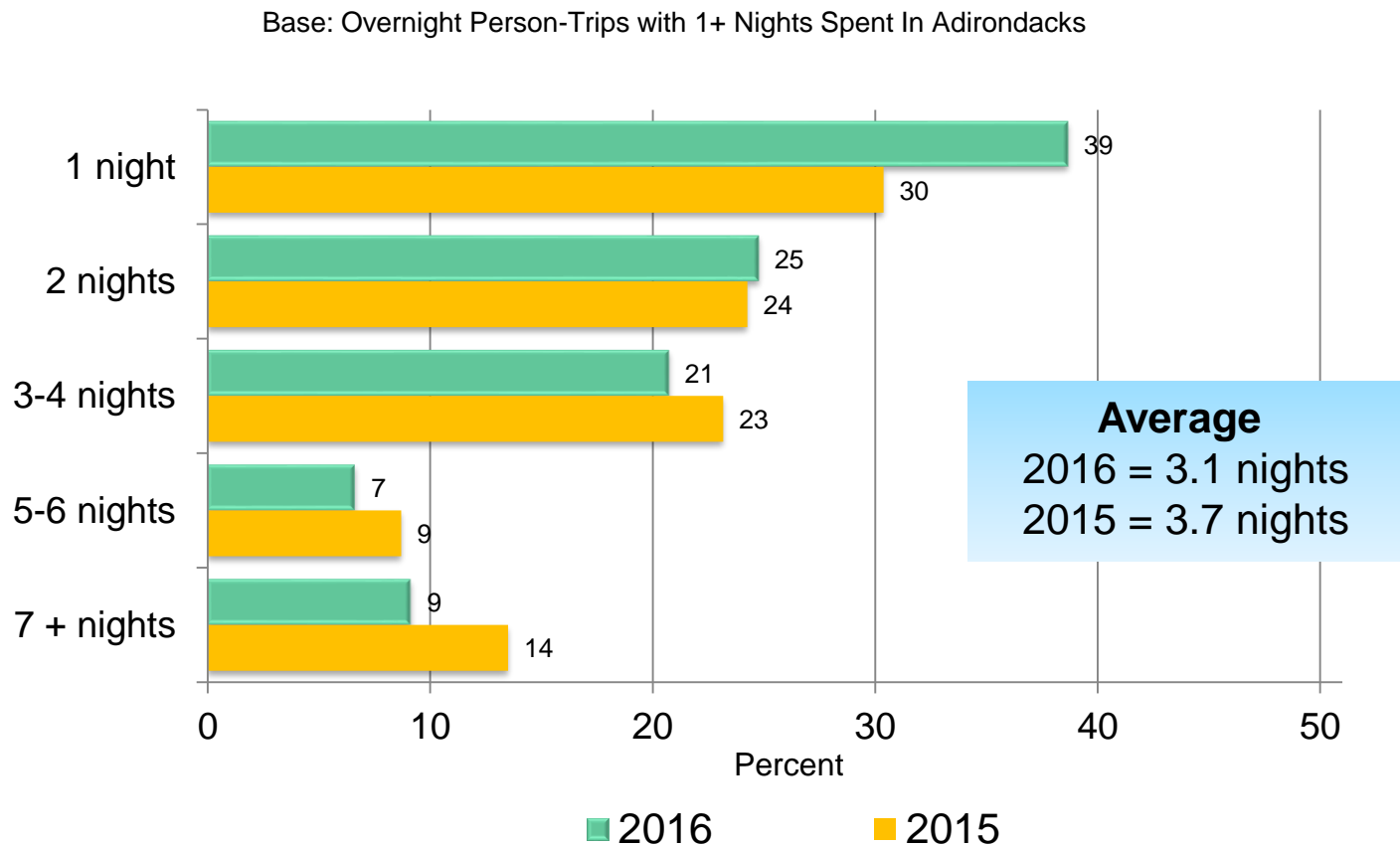
Number of Nights Spent in Adirondacks

Base: Overnight Person-Trips with 1+ Nights Spent In Adirondacks

Average Nights Spent in Adirondacks = 3.1

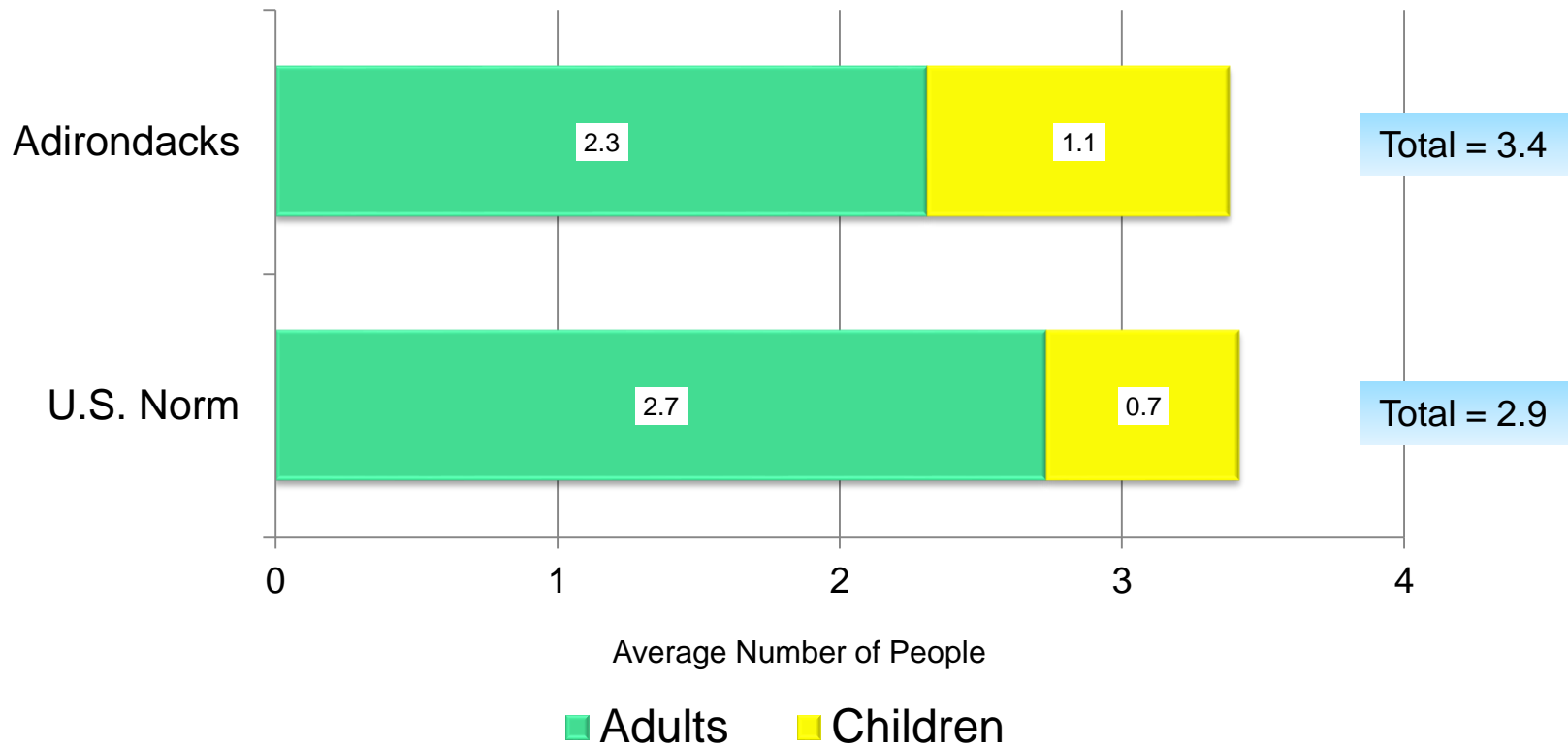


Number of Nights Spent in Adirondacks – 2016 vs. 2015



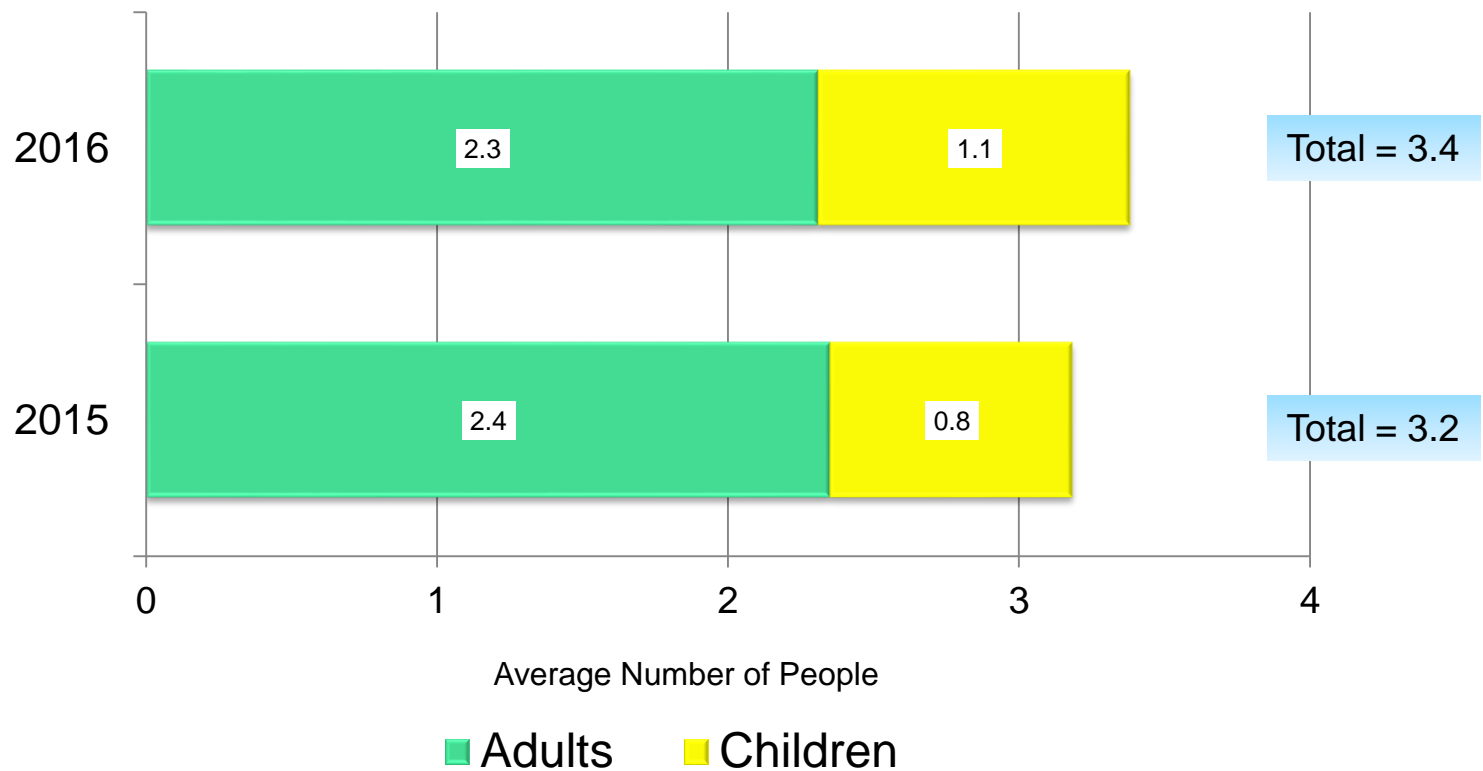
Size of Travel Party

Base: Overnight Person-Trips



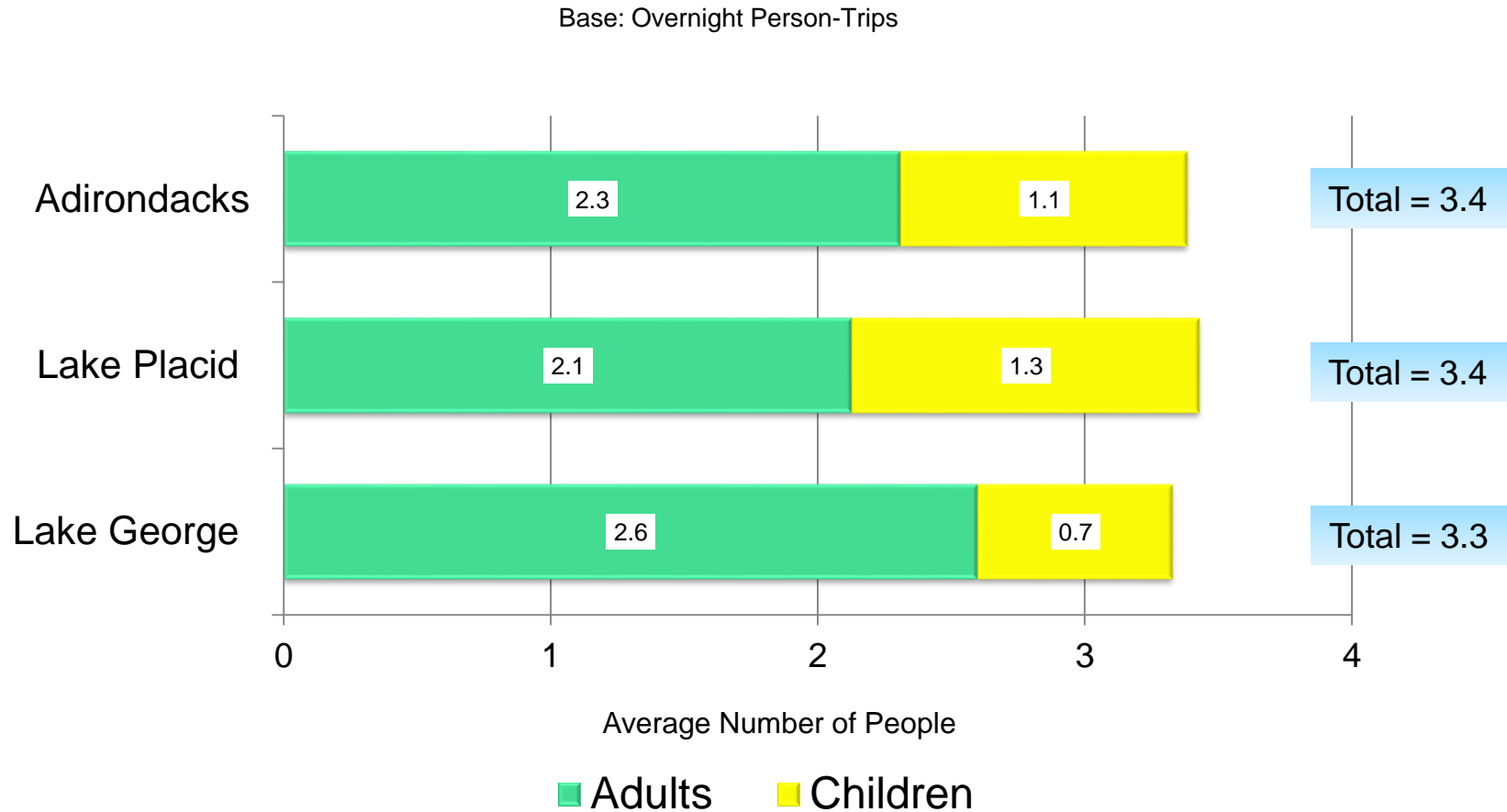
Size of Travel Party 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



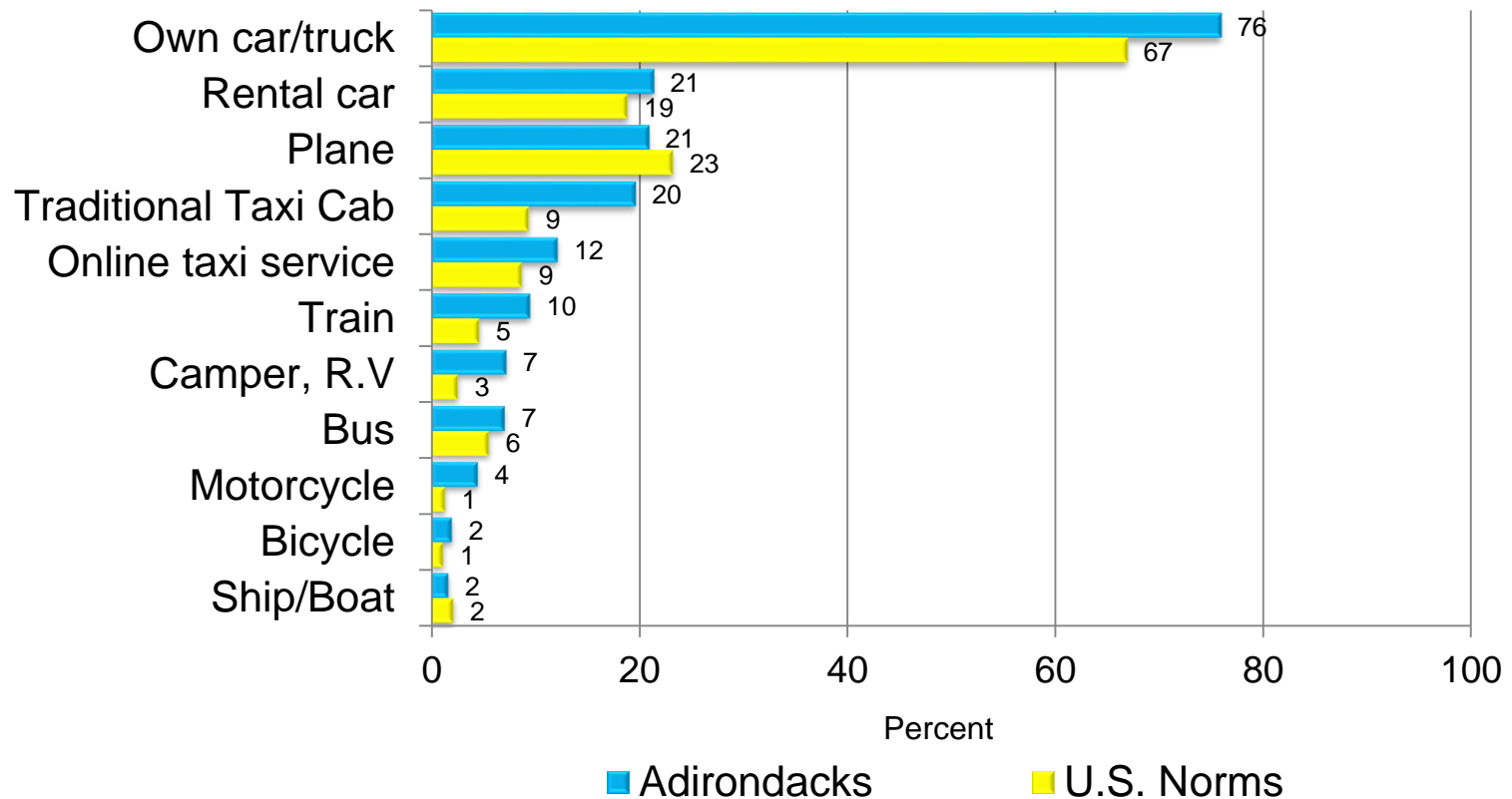
Size of Travel Party

Adirondacks vs. Lake Placid vs. Lake George



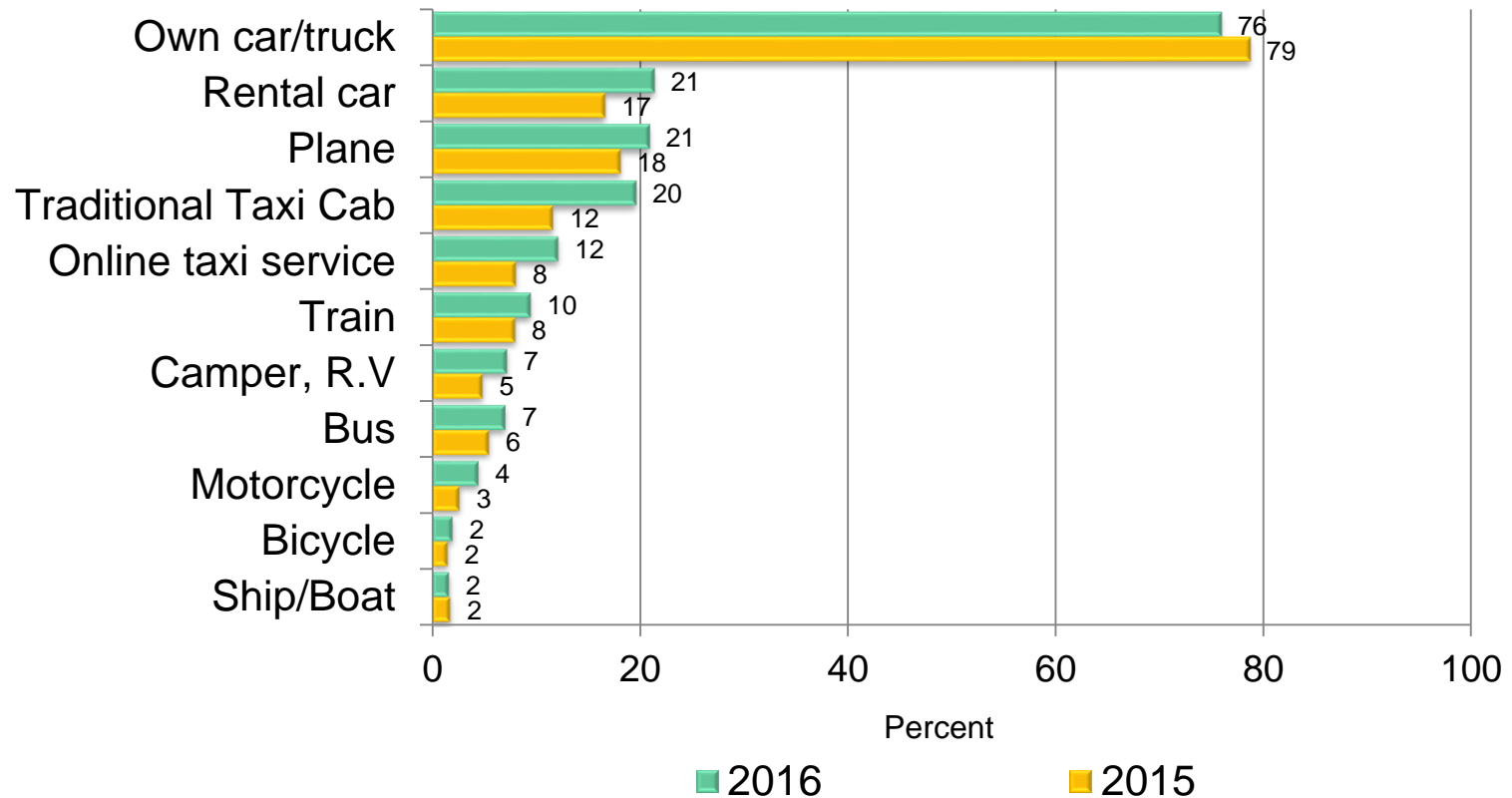
Transportation

Base: Overnight Person-Trips



Transportation 2016 vs. 2015

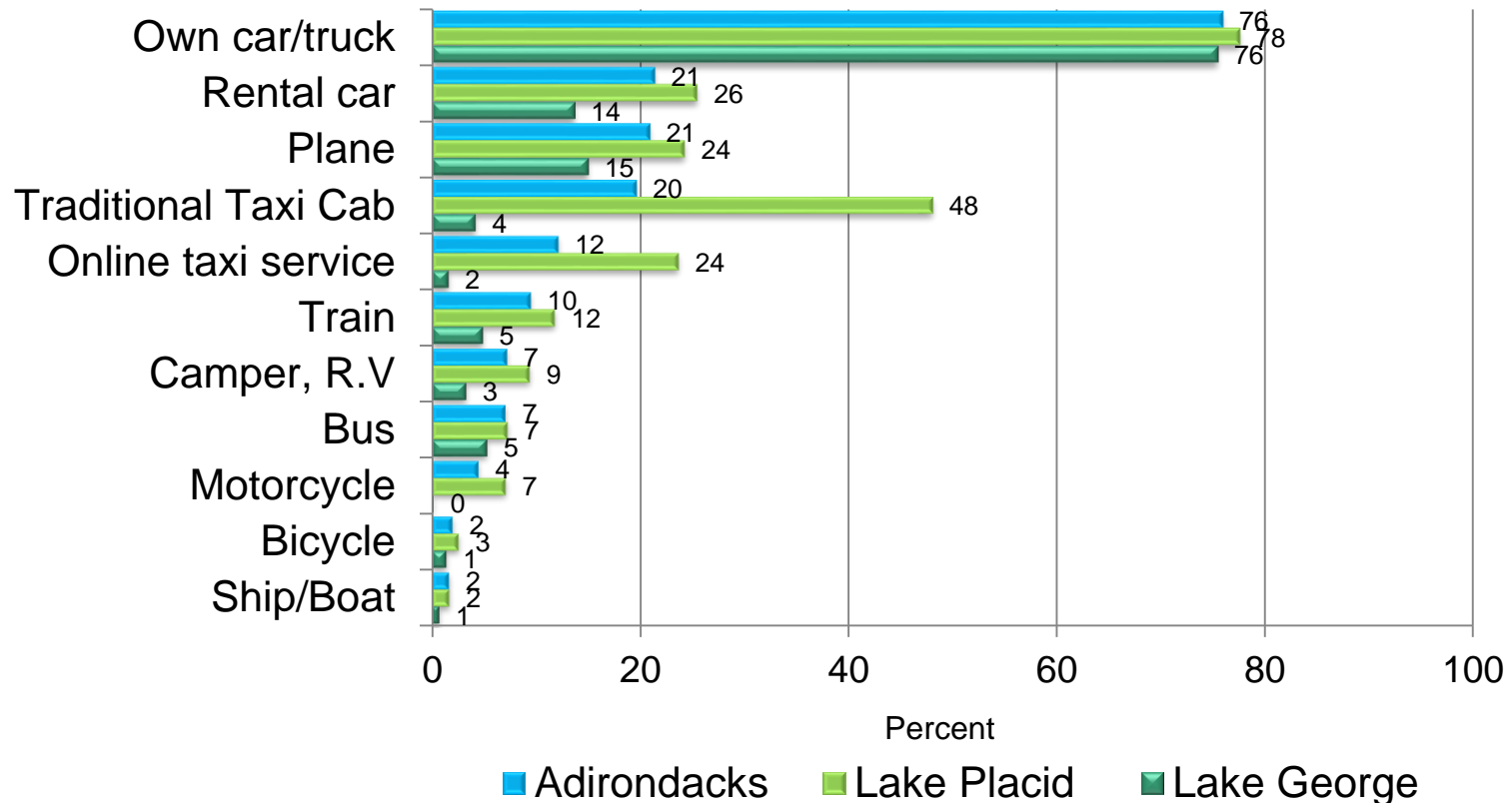
Base: Overnight Person-Trips to Adirondacks



Transportation

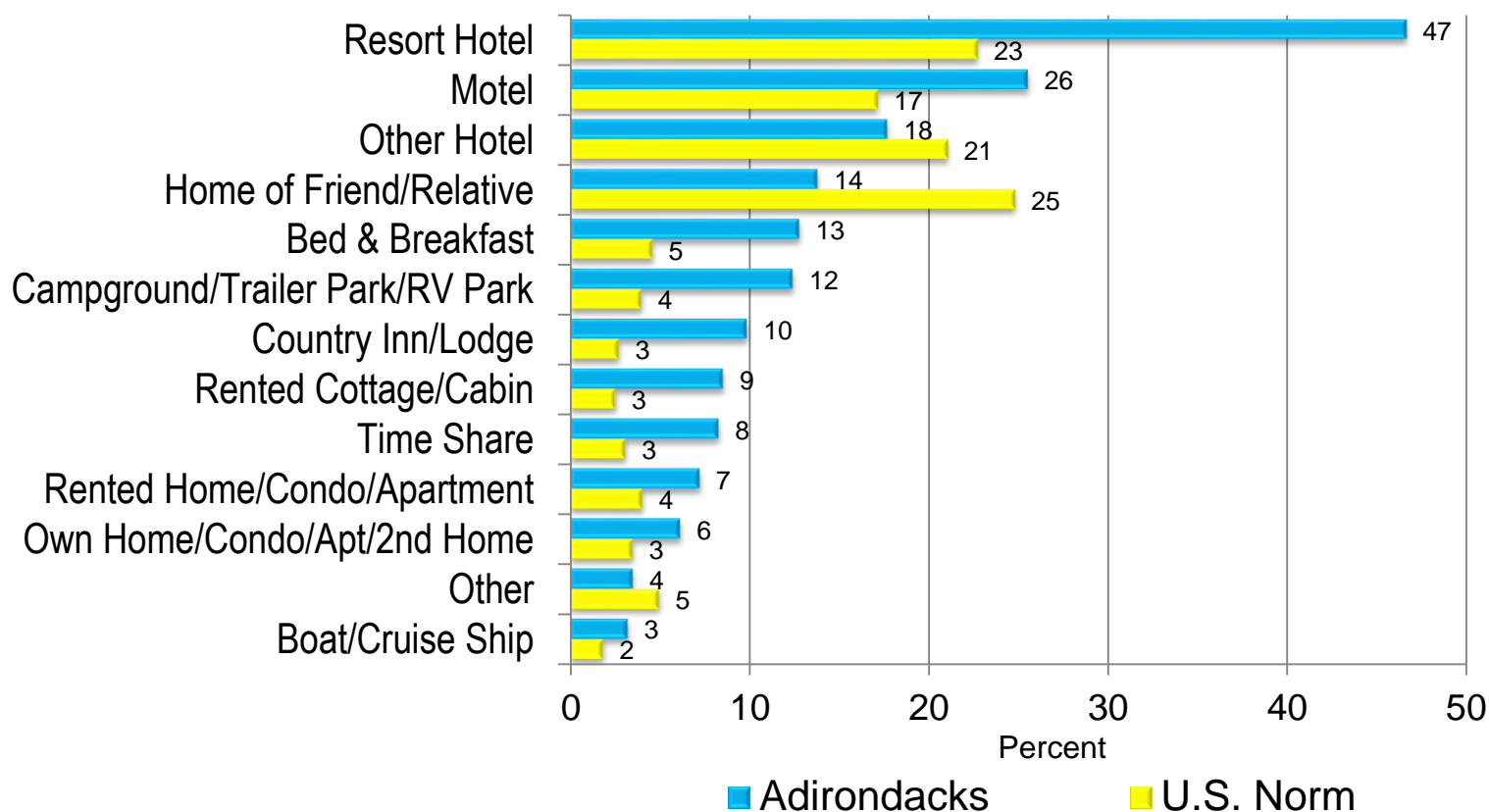
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips



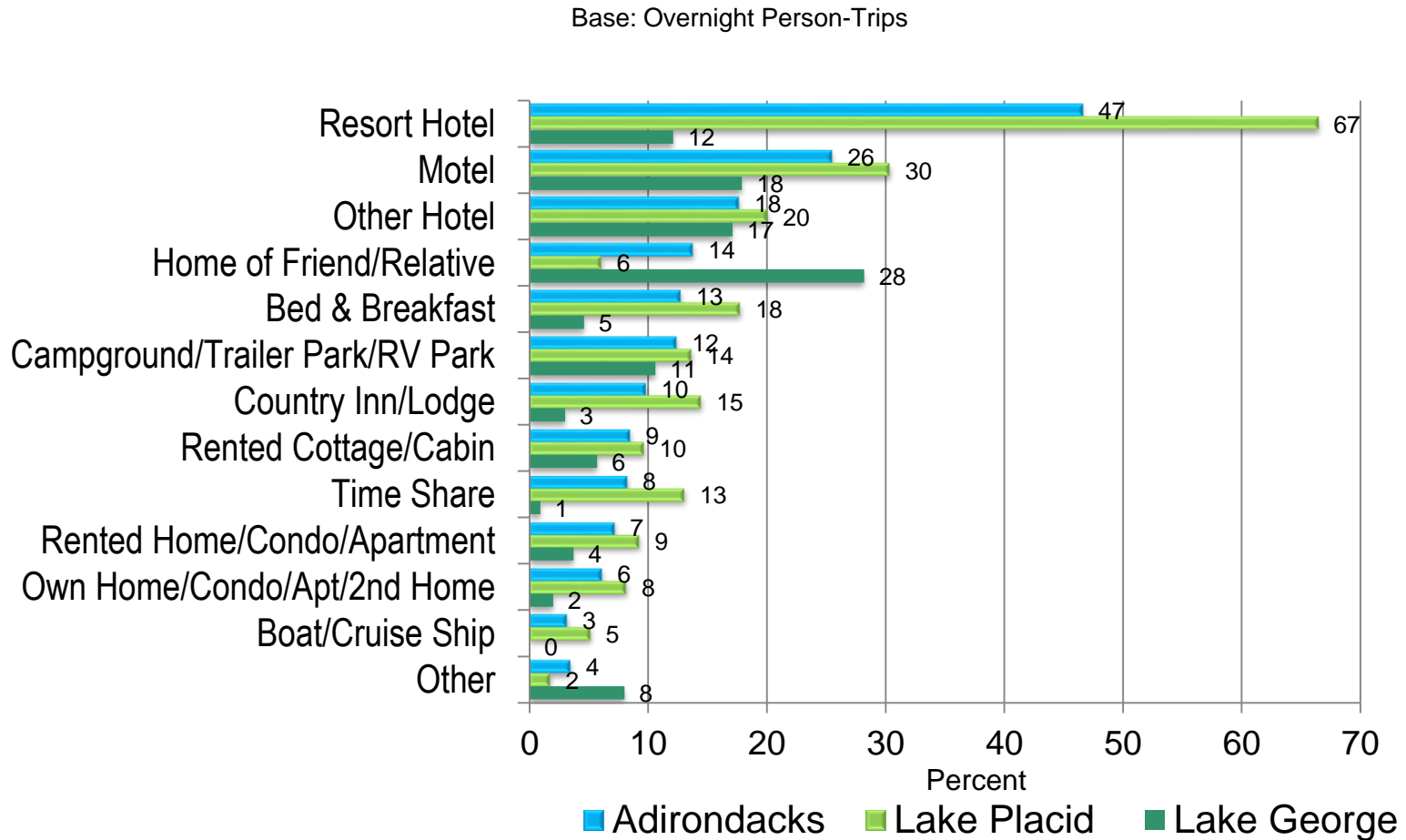
Accommodations

Base: Overnight Person-Trips



Accommodations

Adirondacks vs. Lake Placid vs. Lake George

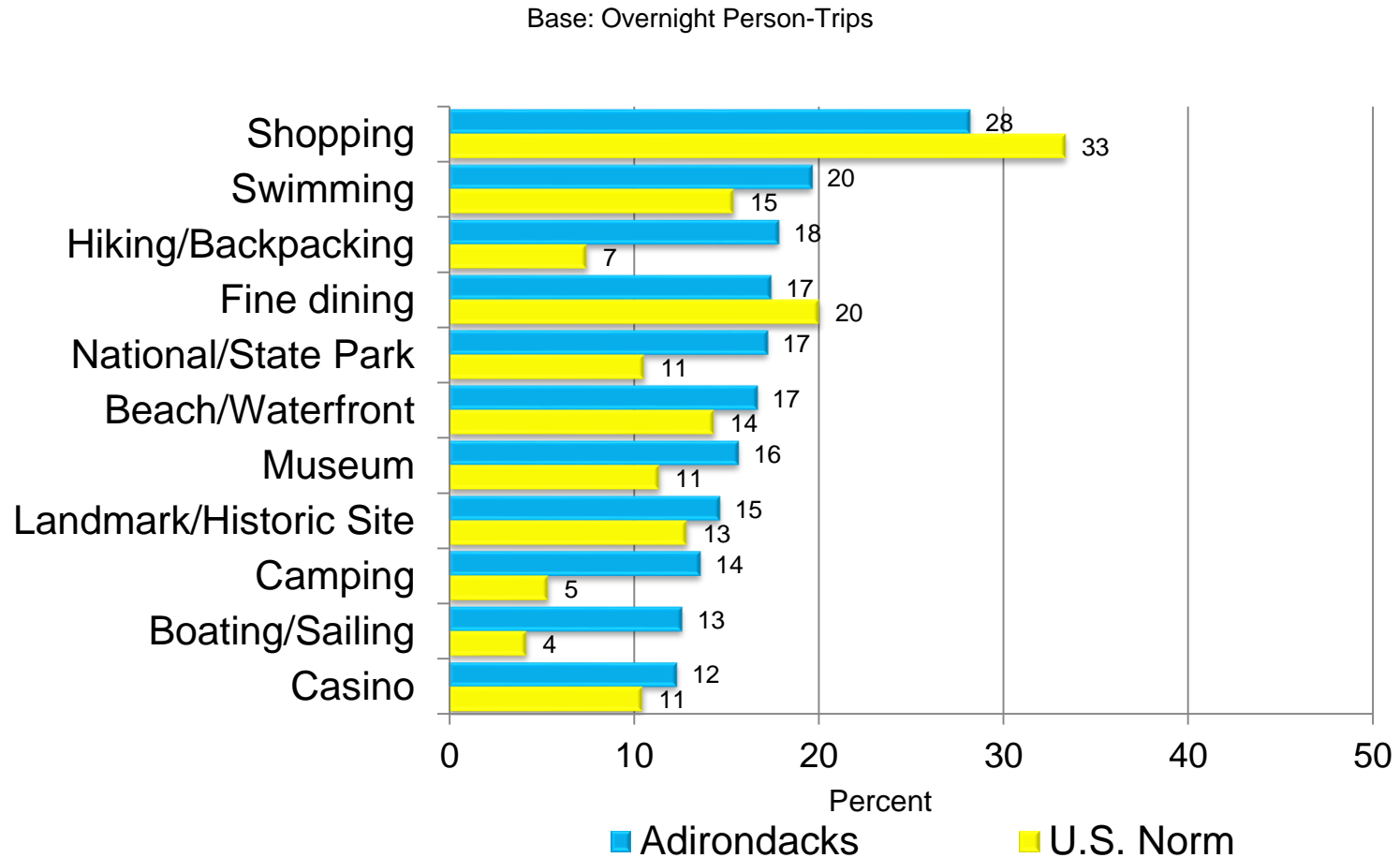




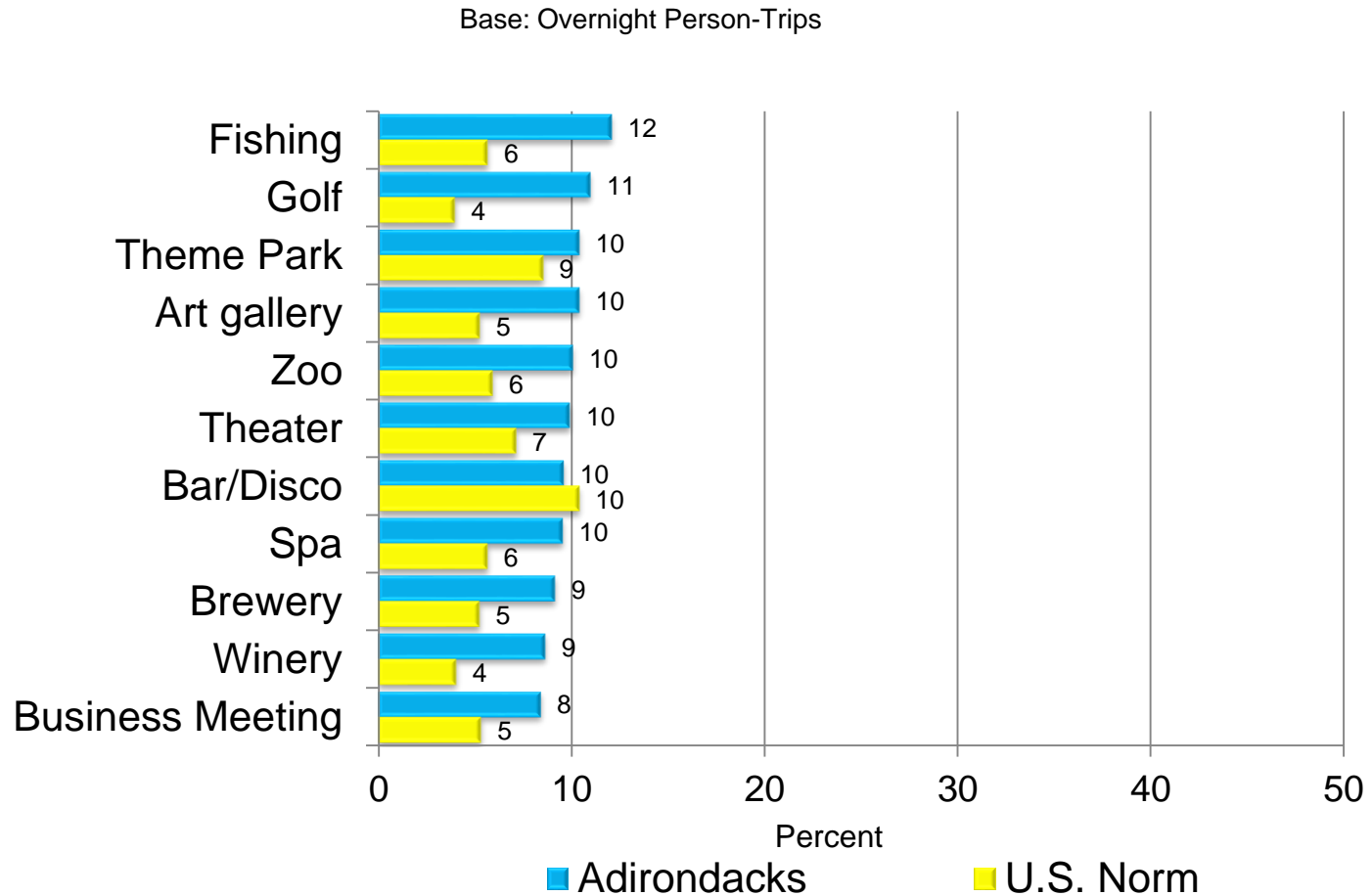
Overnight Trip Experiences



Activities and Experiences

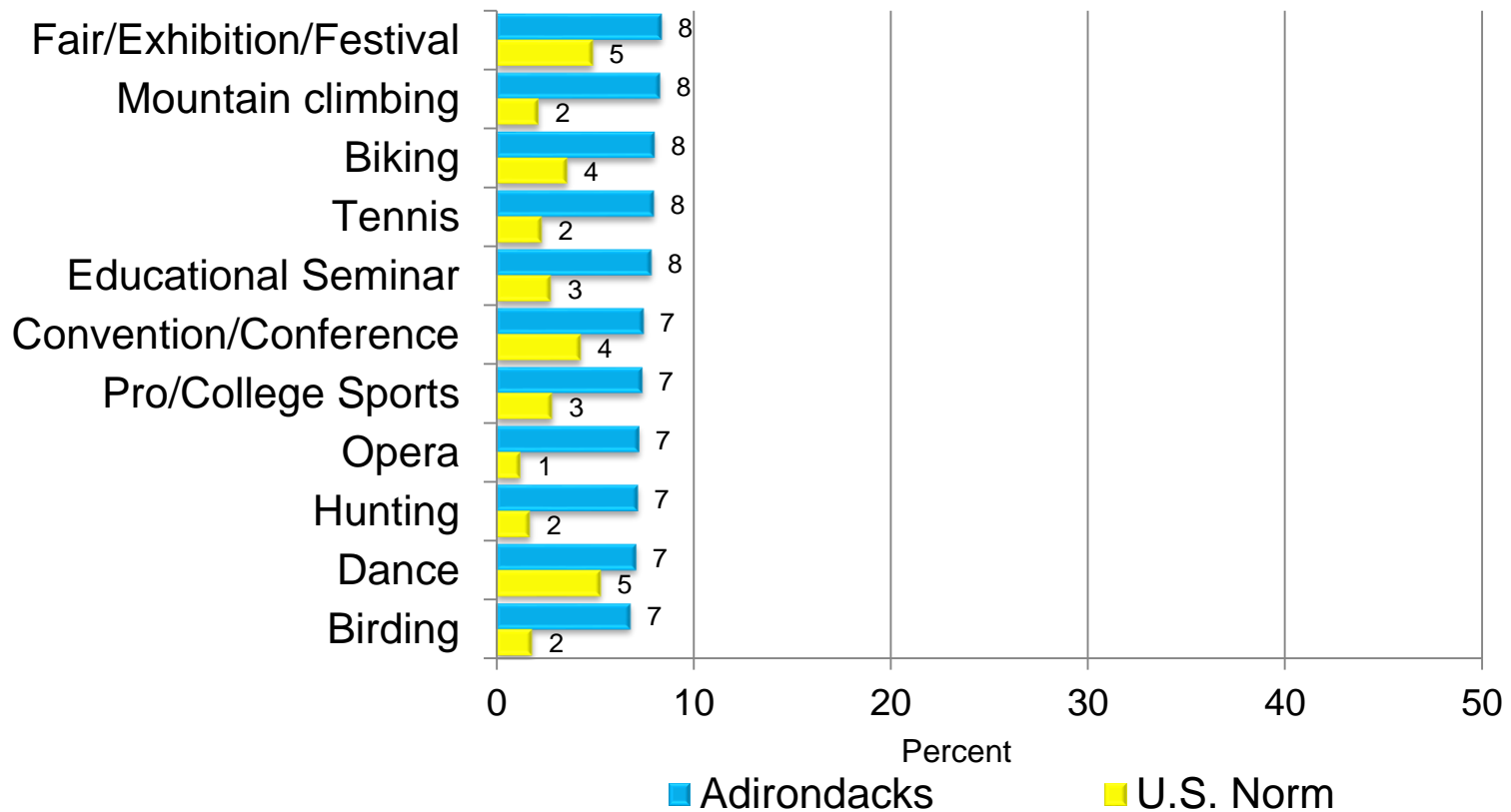


Activities and Experiences (Cont'd)



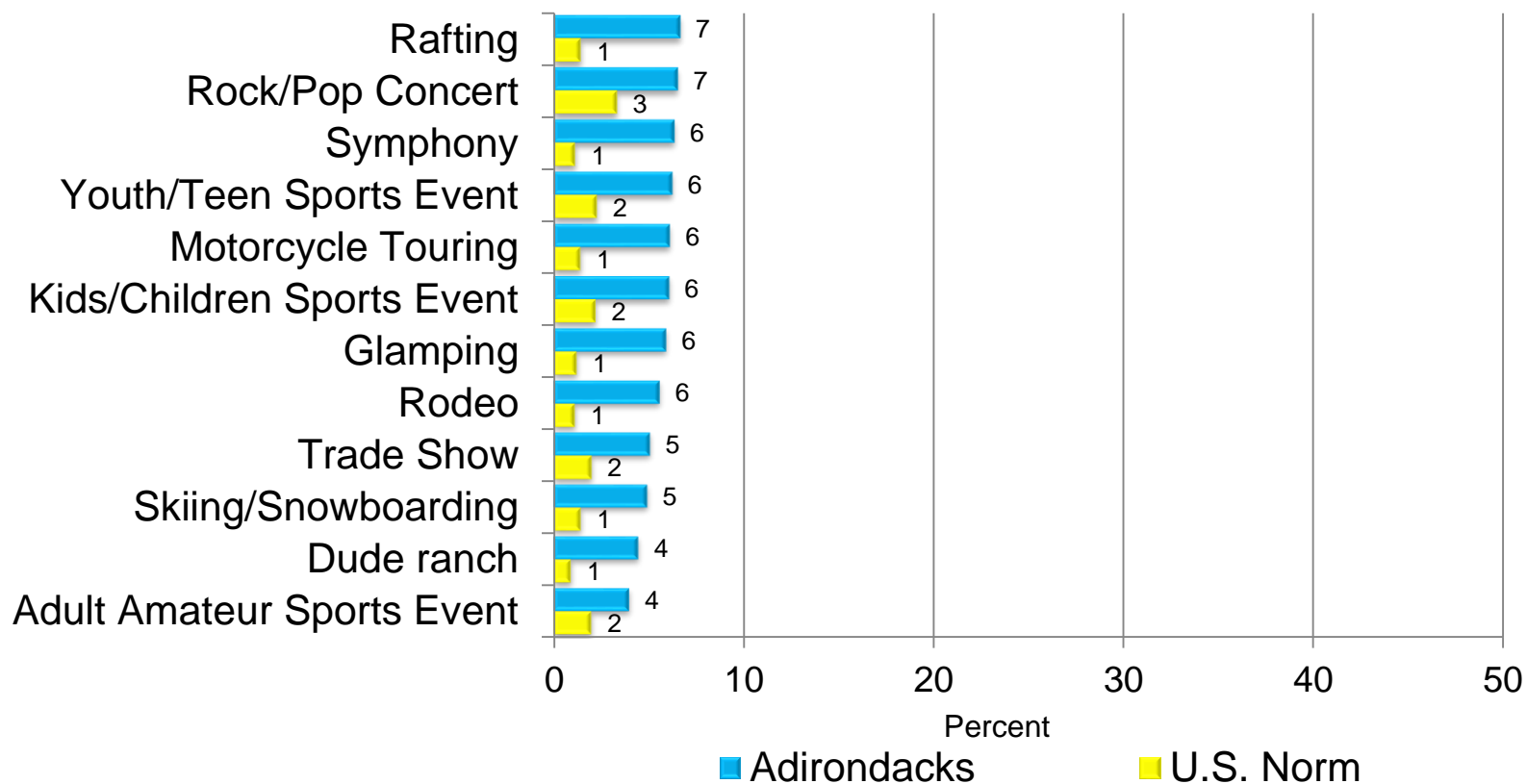
Activities and Experiences (Cont'd)

Base: Overnight Person-Trips



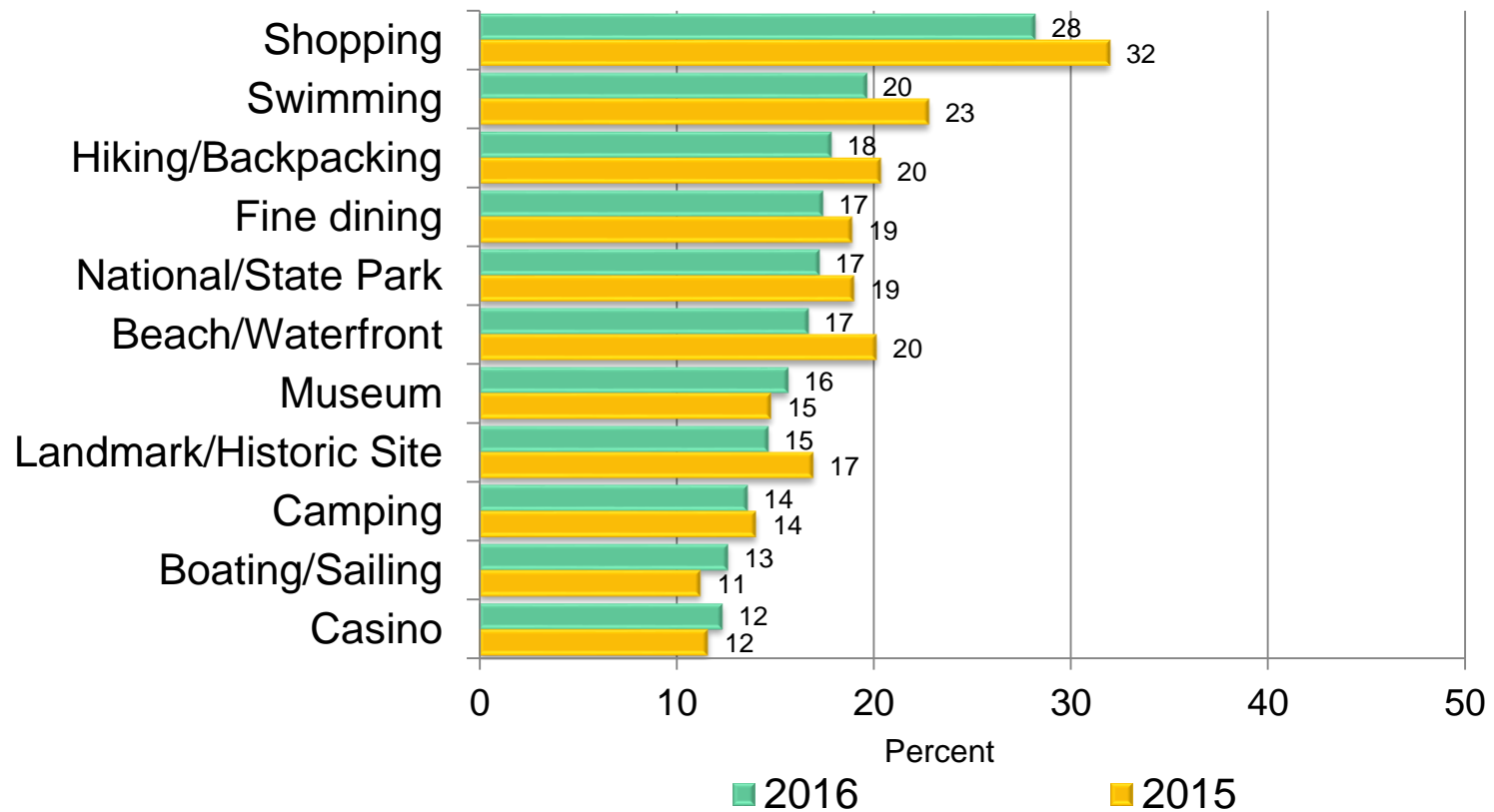
Activities and Experiences (Cont'd)

Base: Overnight Person-Trips



Activities and Experiences 2016 vs. 2015

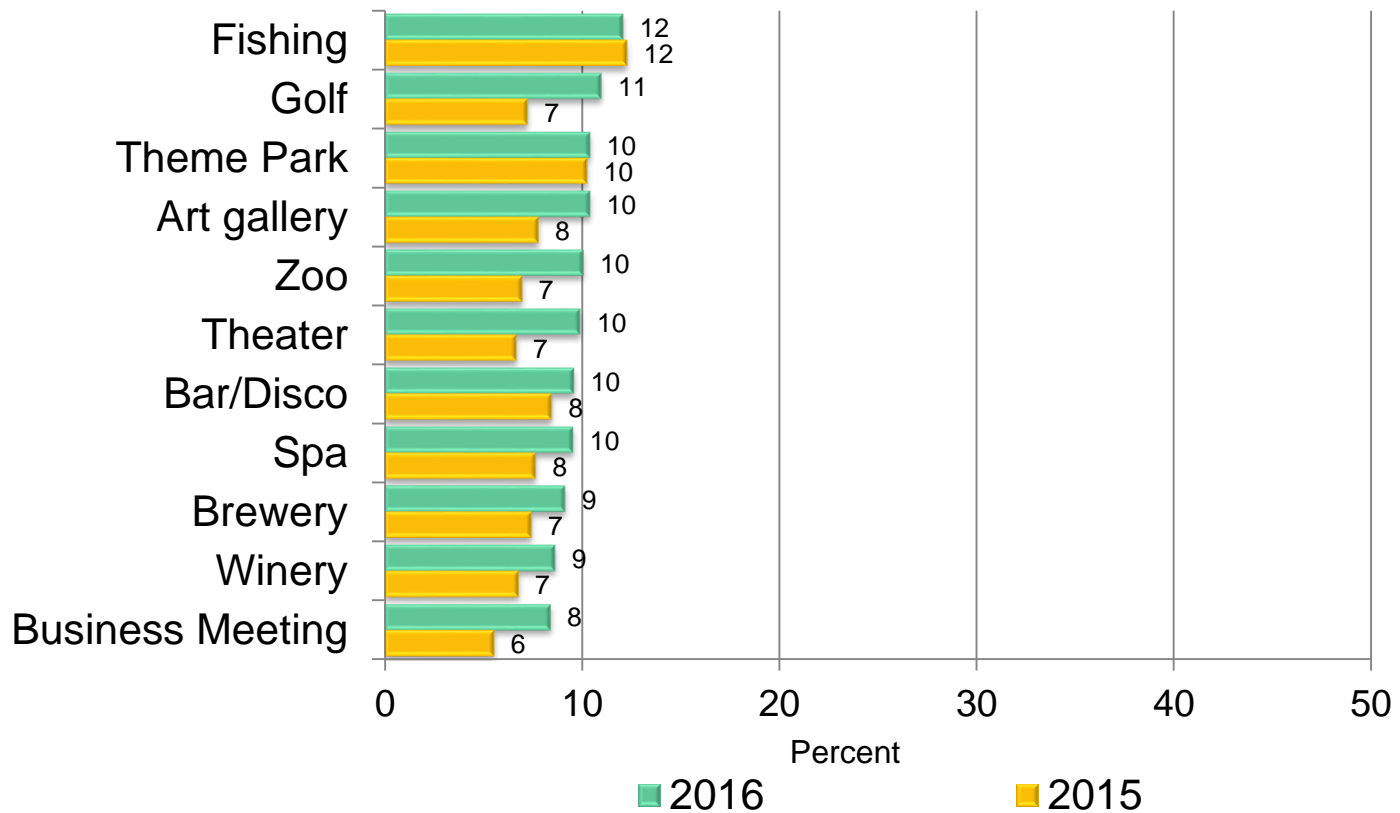
Base: Overnight Person-Trips to Adirondacks



Activities and Experiences (Cont'd)

2016 vs. 2015

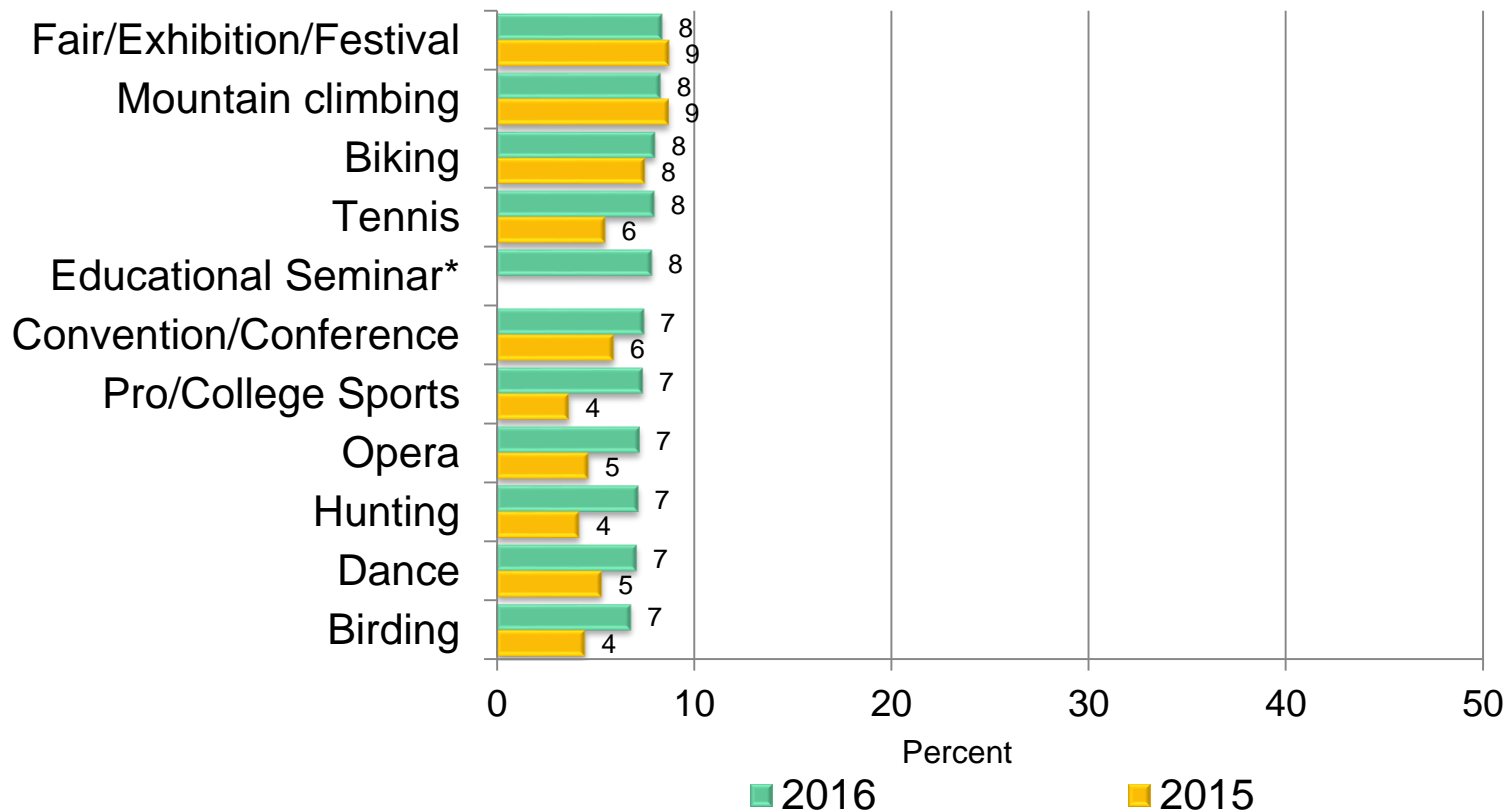
Base: Overnight Person-Trips to Adirondacks



Activities and Experiences (Cont'd)

2016 vs. 2015

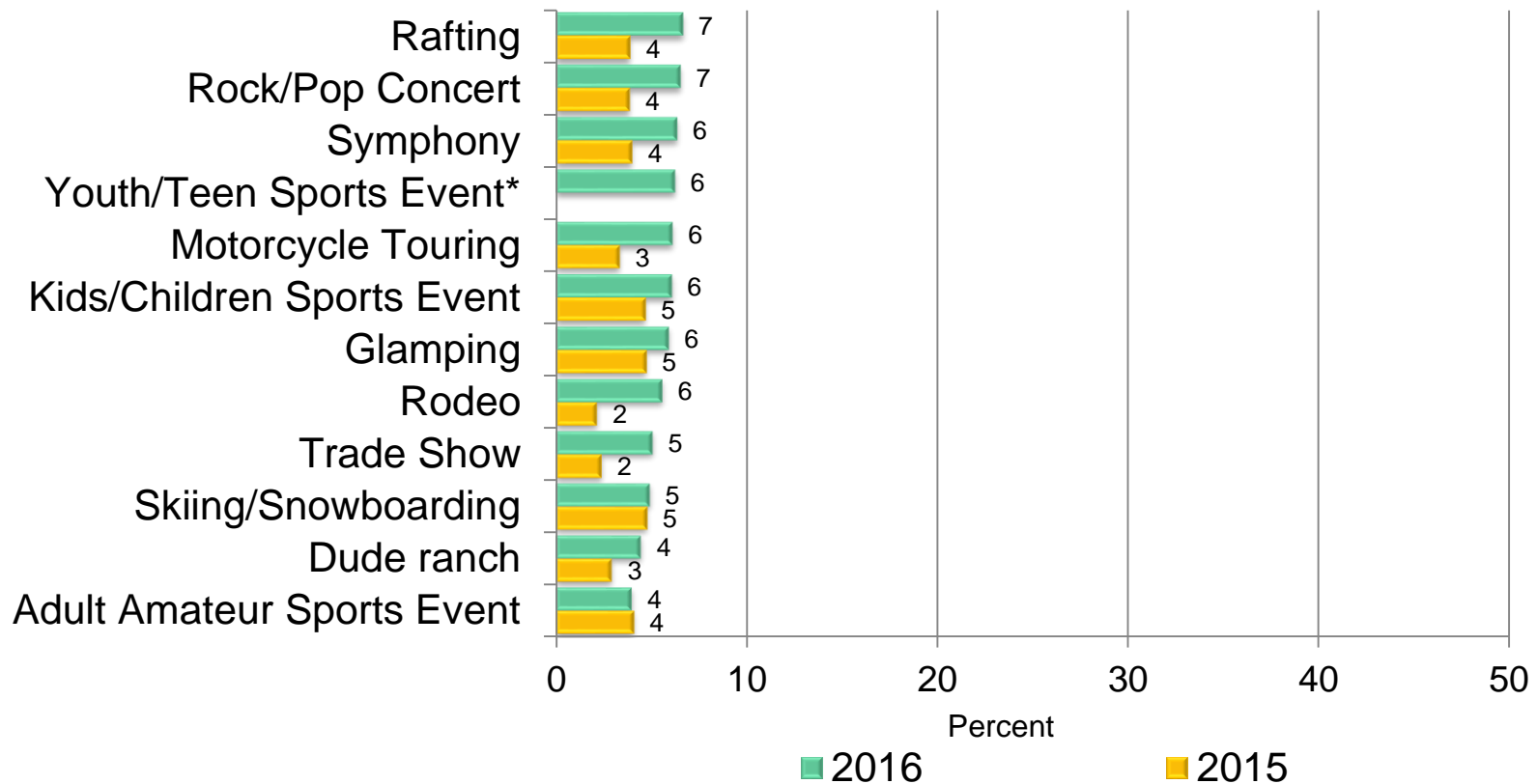
Base: Overnight Person-Trips to Adirondacks



Activities and Experiences (Cont'd)

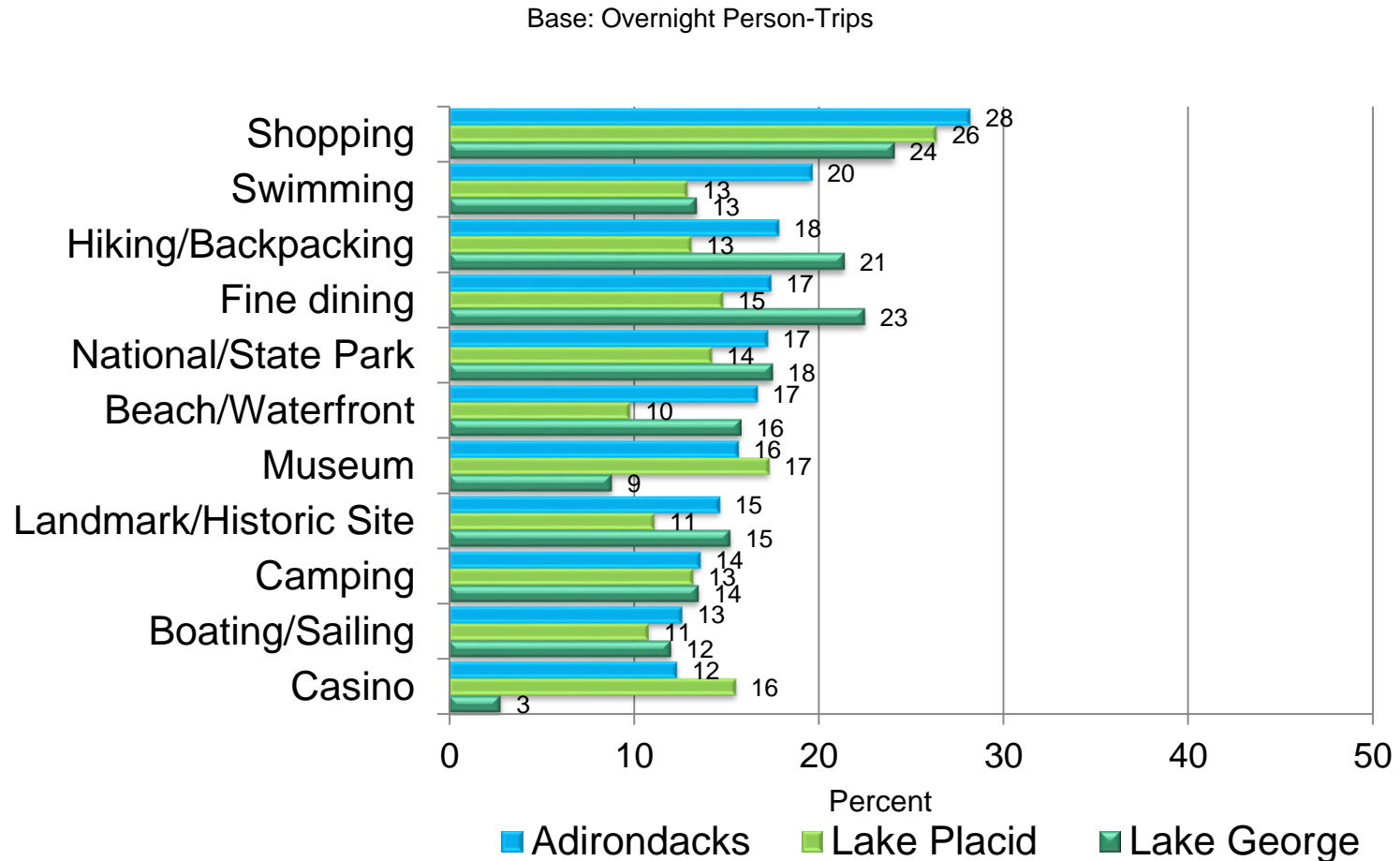
2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



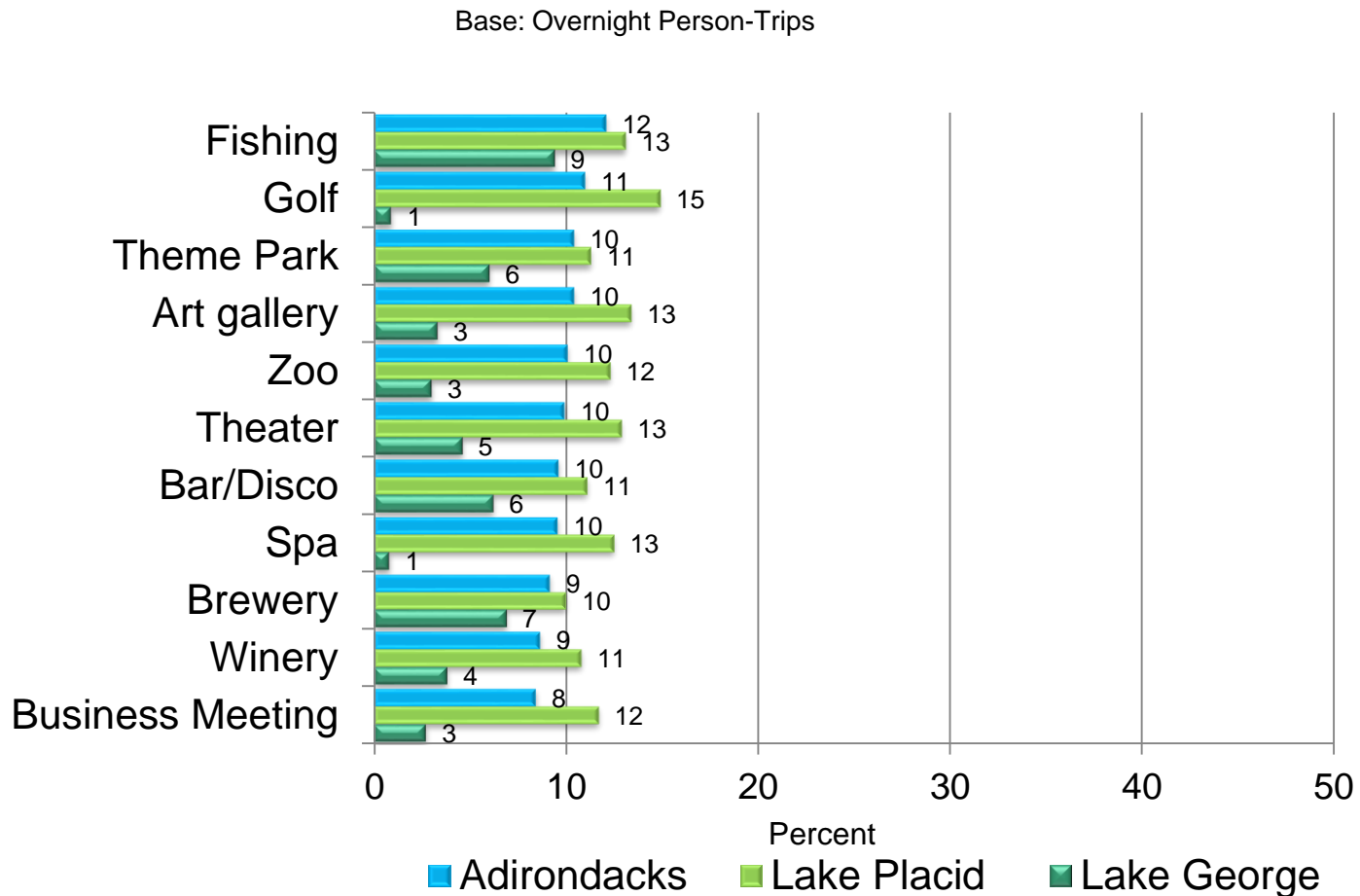
Activities and Experiences

Adirondacks vs. Lake Placid vs. Lake George



Activities and Experiences (Cont'd)

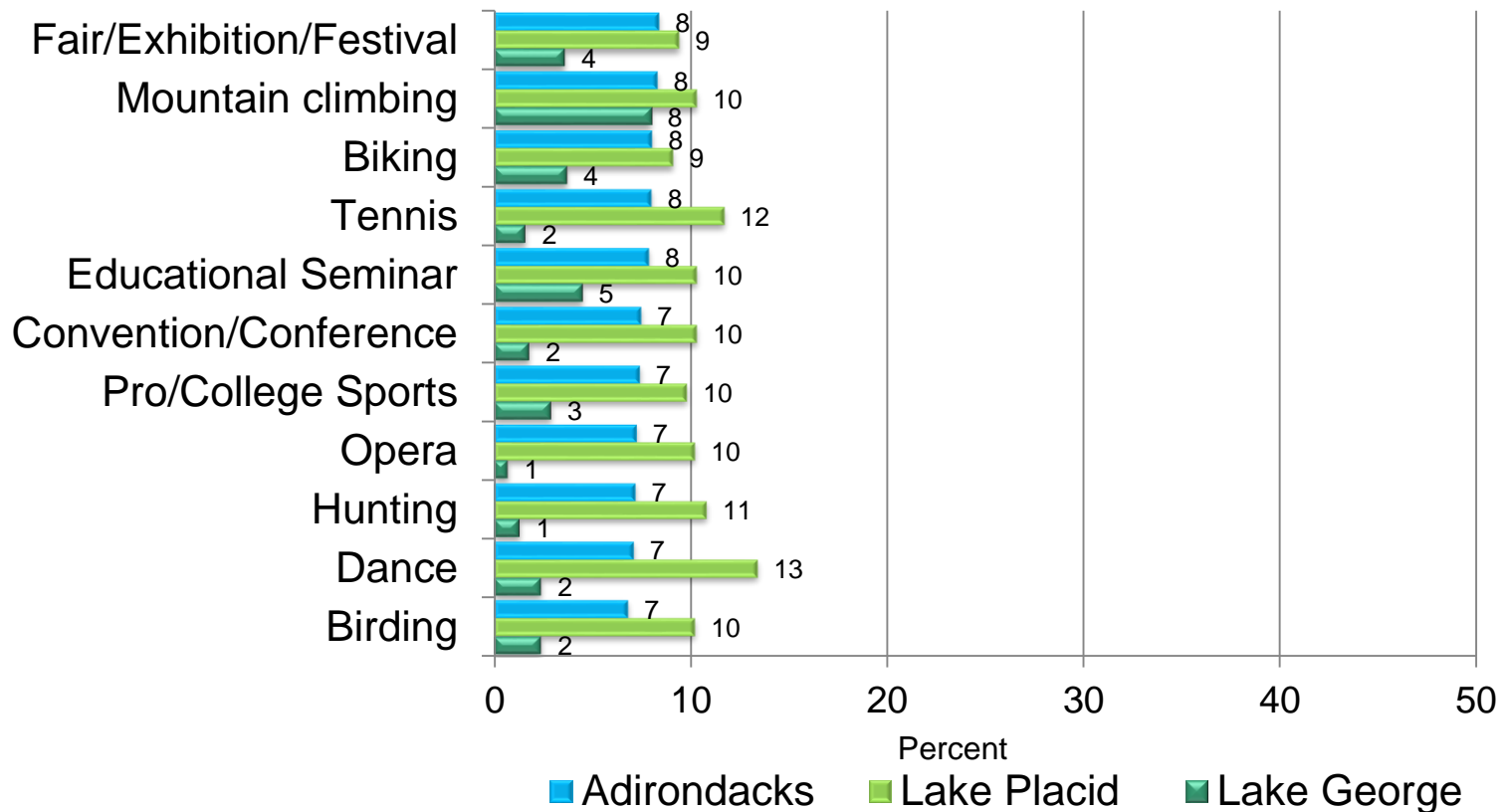
Adirondacks vs. Lake Placid vs. Lake George



Activities and Experiences (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George

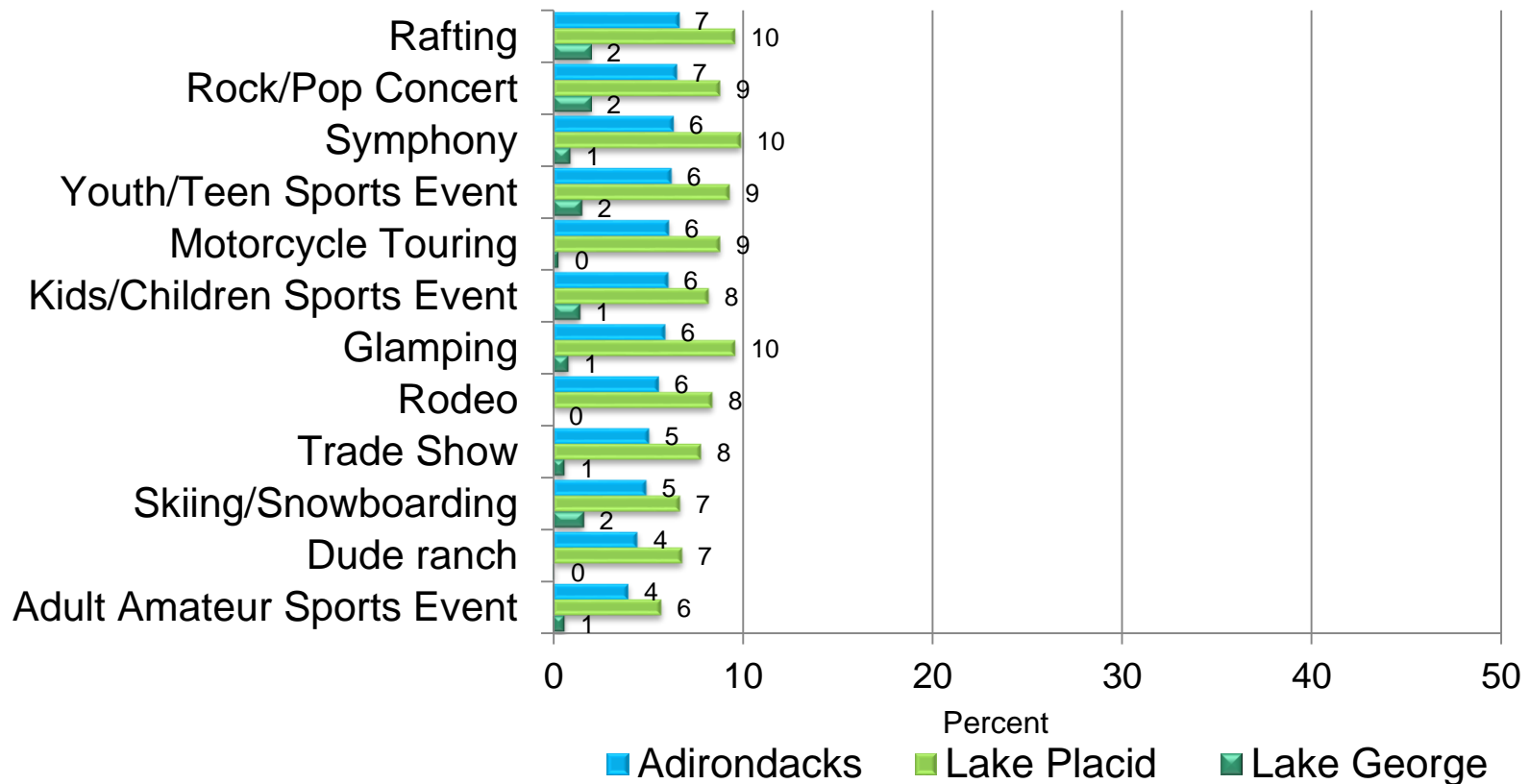
Base: Overnight Person-Trips



Activities and Experiences (Cont'd)

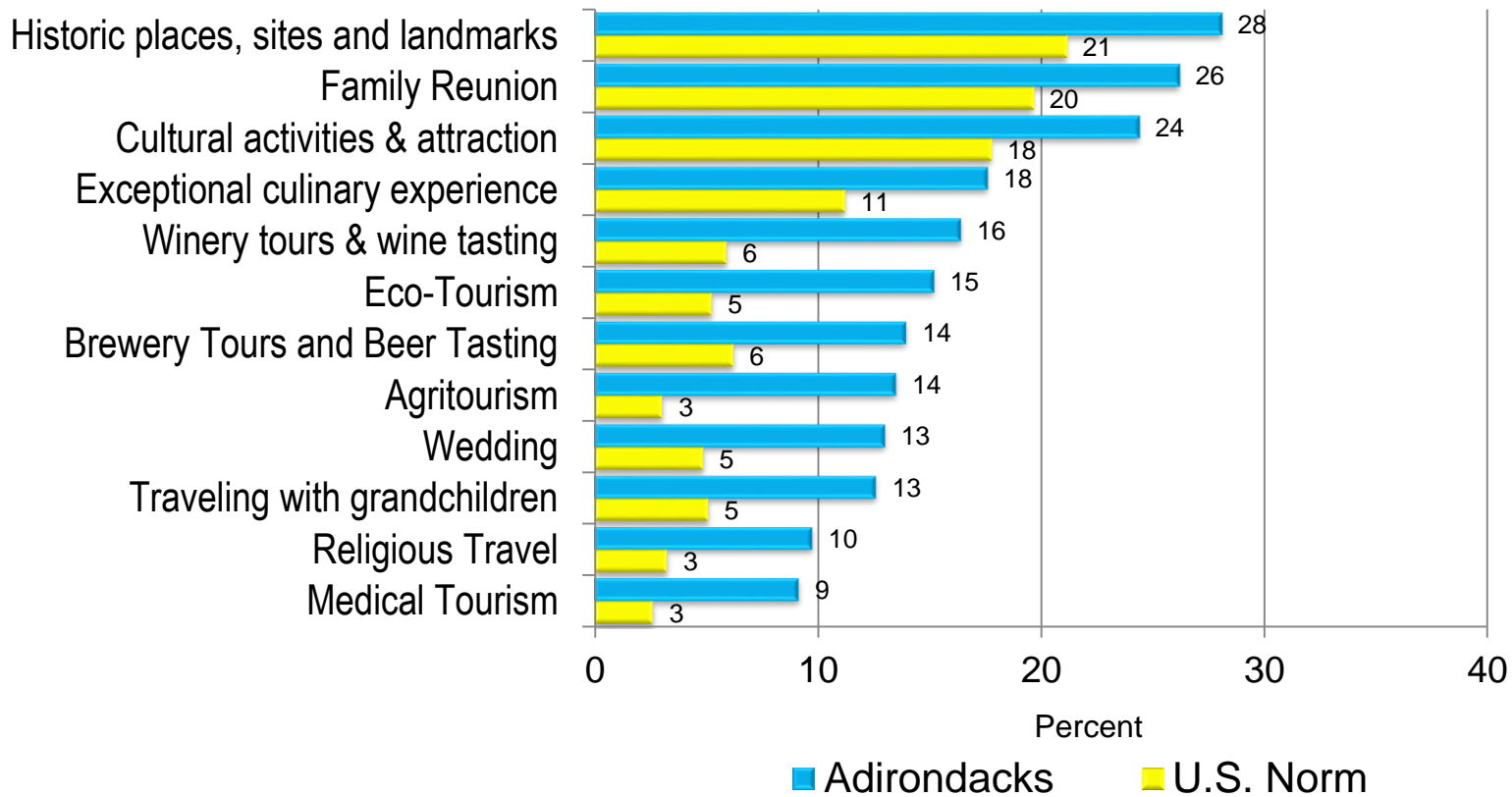
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips



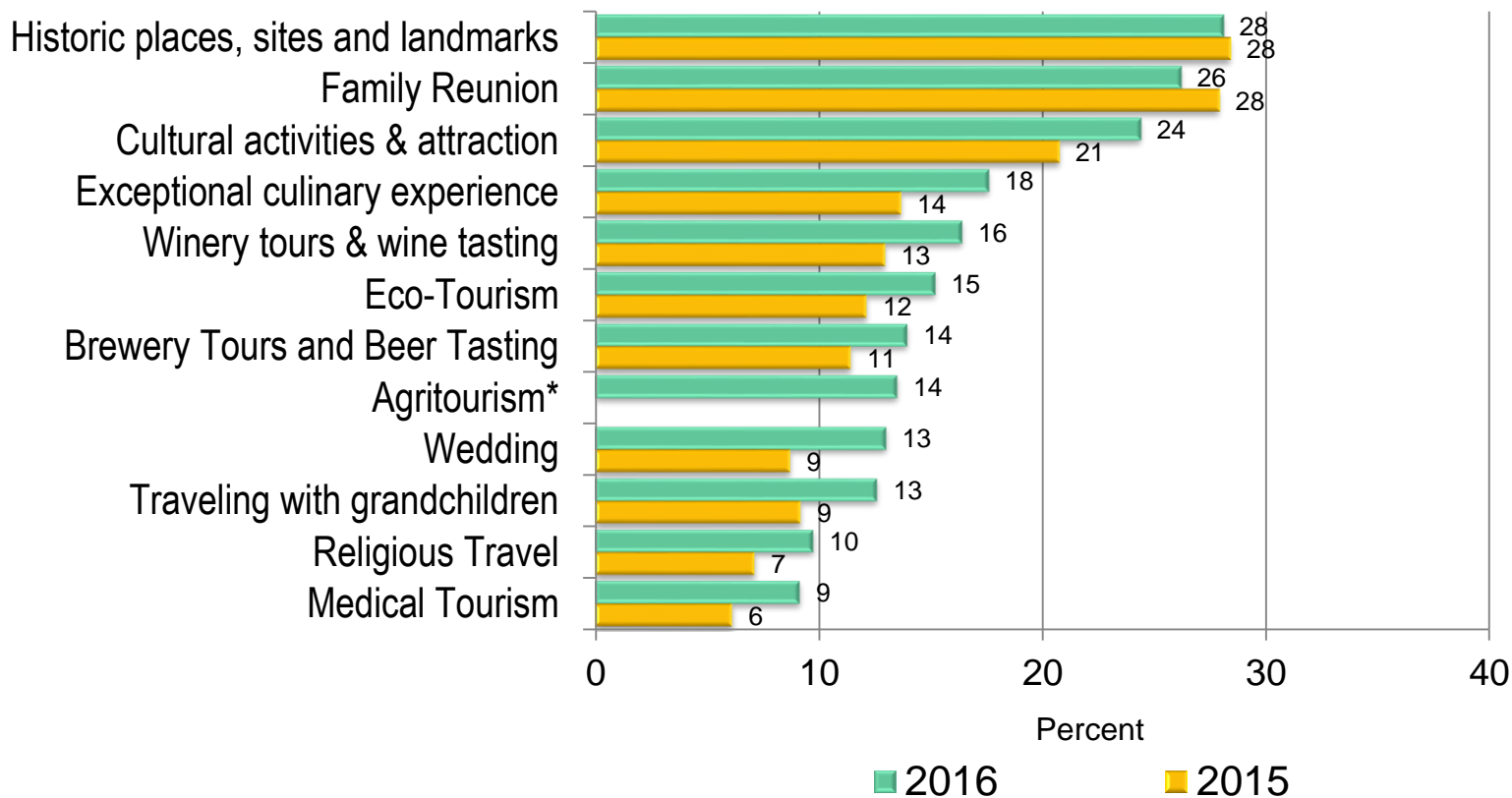
Activities of Special Interest

Base: Overnight Person-Trips



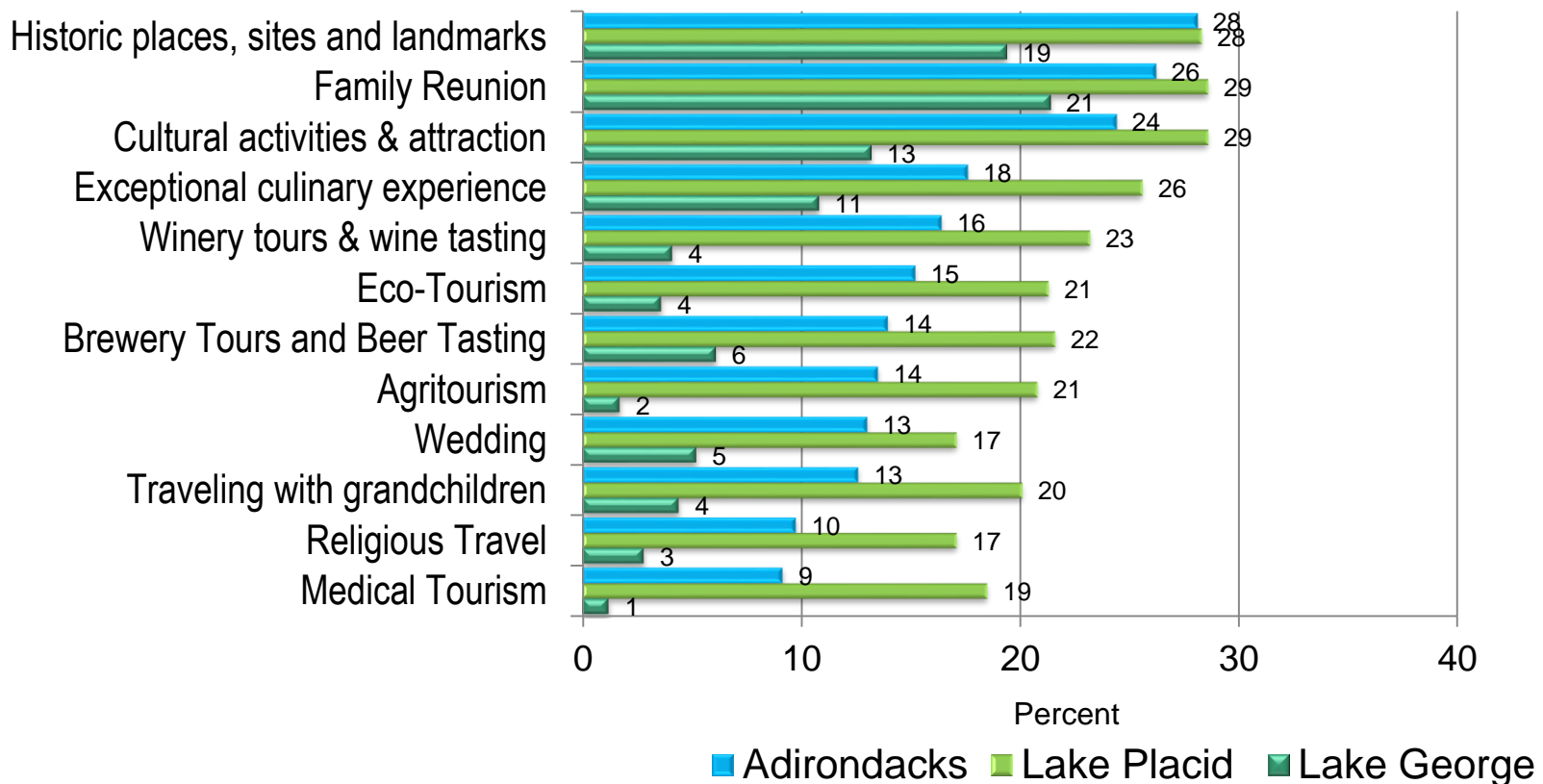
Activities of Special Interest 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



Activities of Special Interest Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips



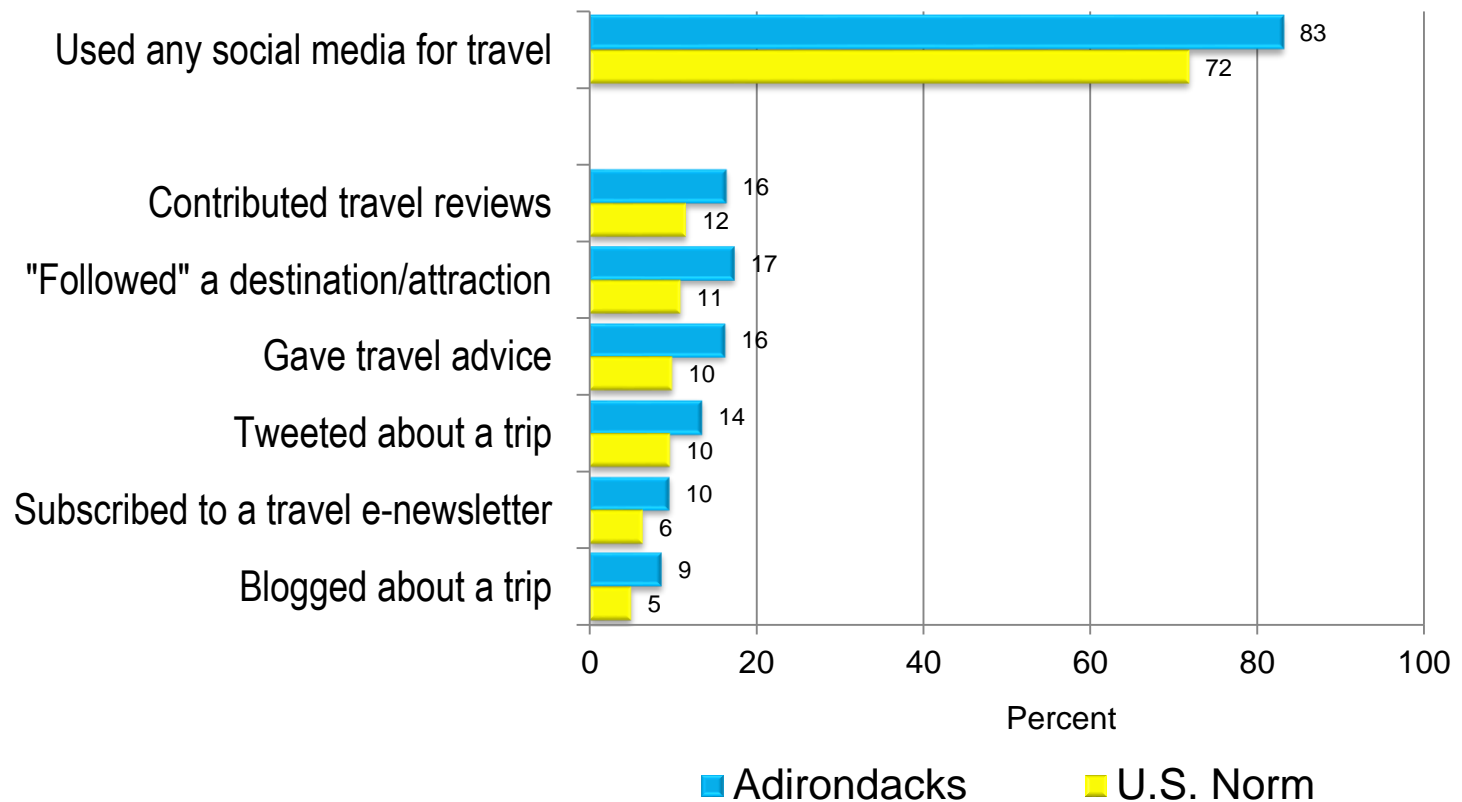
Online Social Media Use by Travelers

Base: Overnight Person-Trips



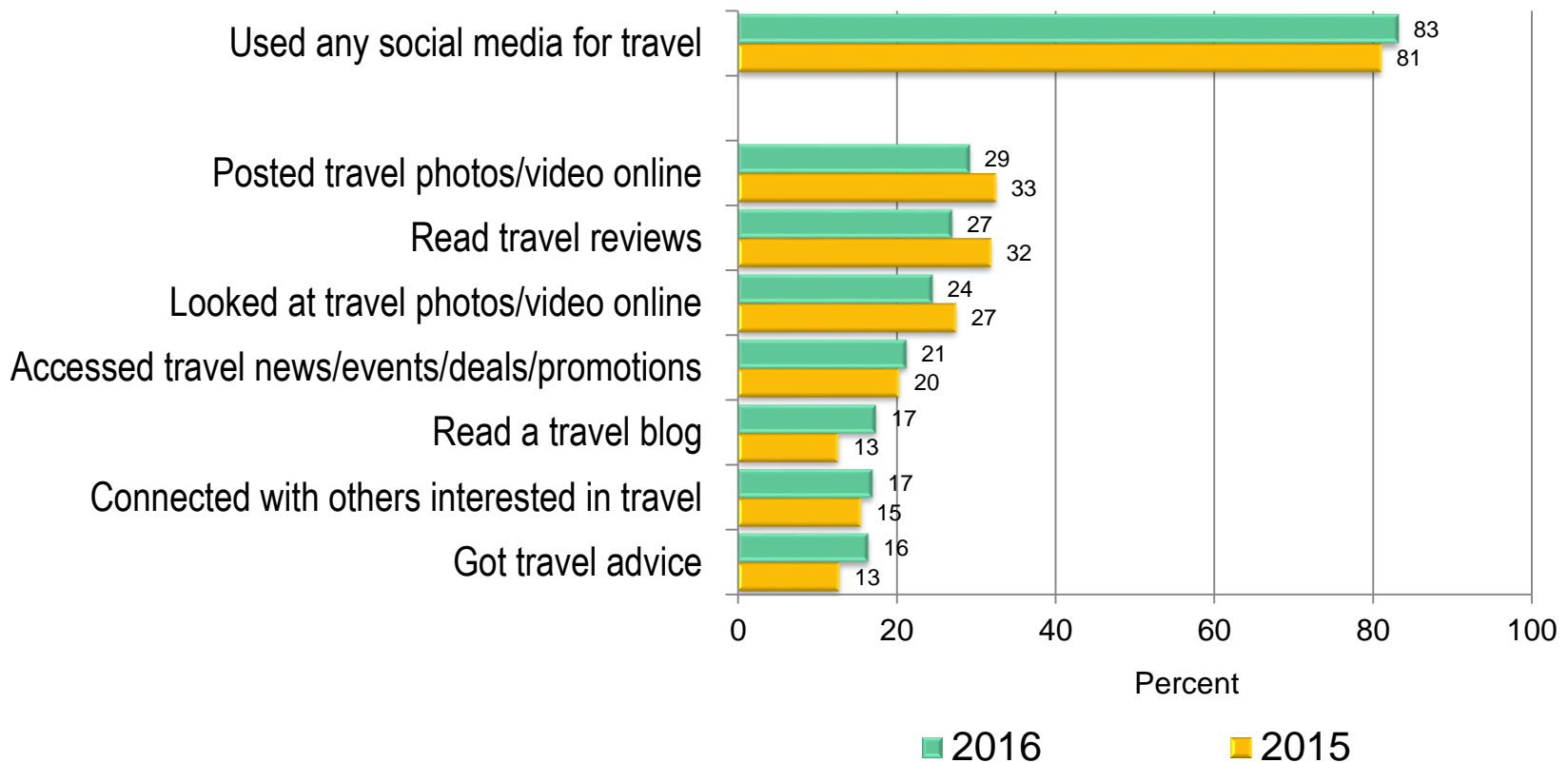
Online Social Media Use by Travelers (Cont'd)

Base: Overnight Person-Trips



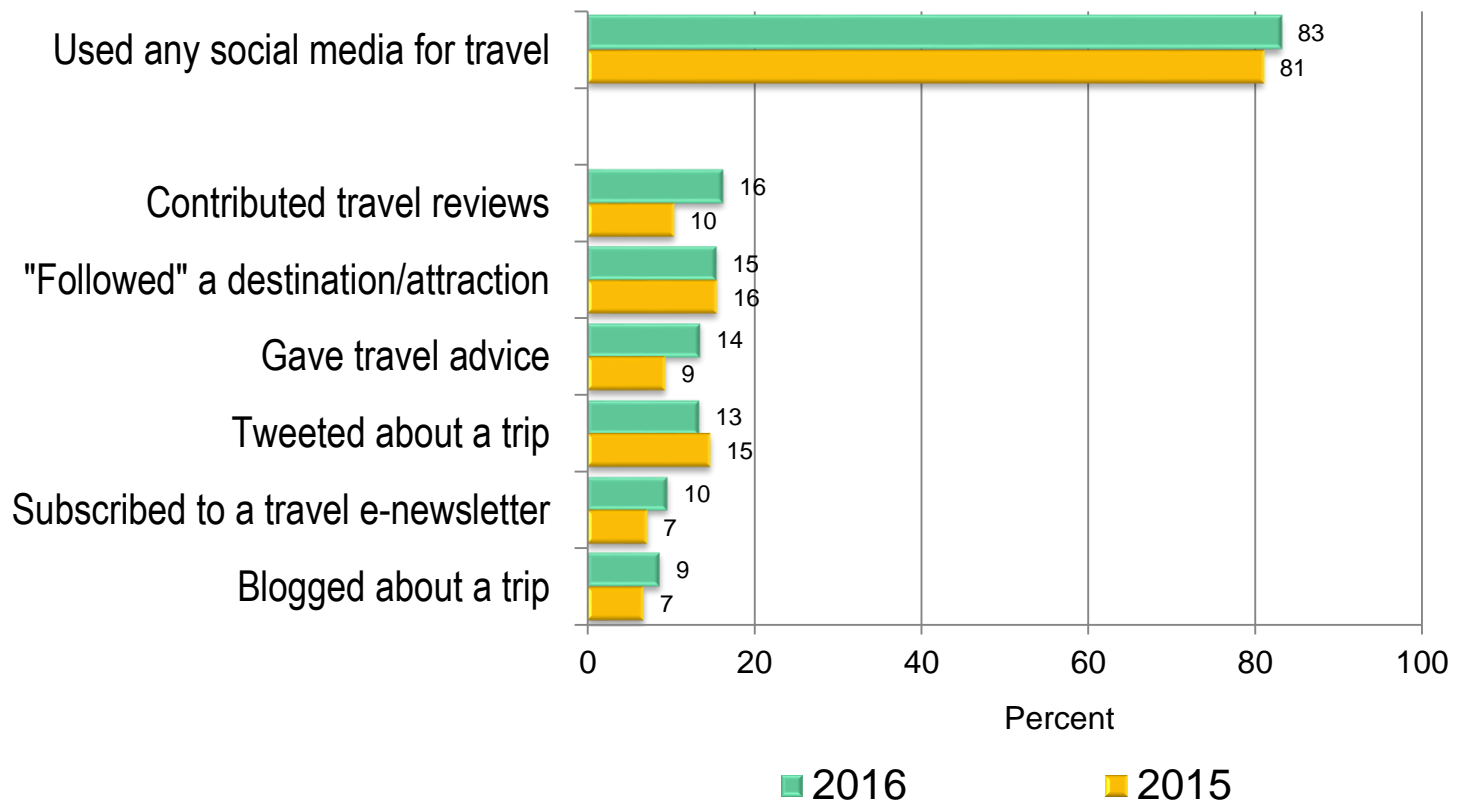
Online Social Media Use by Travelers 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



Online Social Media Use by Travelers (Cont'd) 2016 vs. 2015

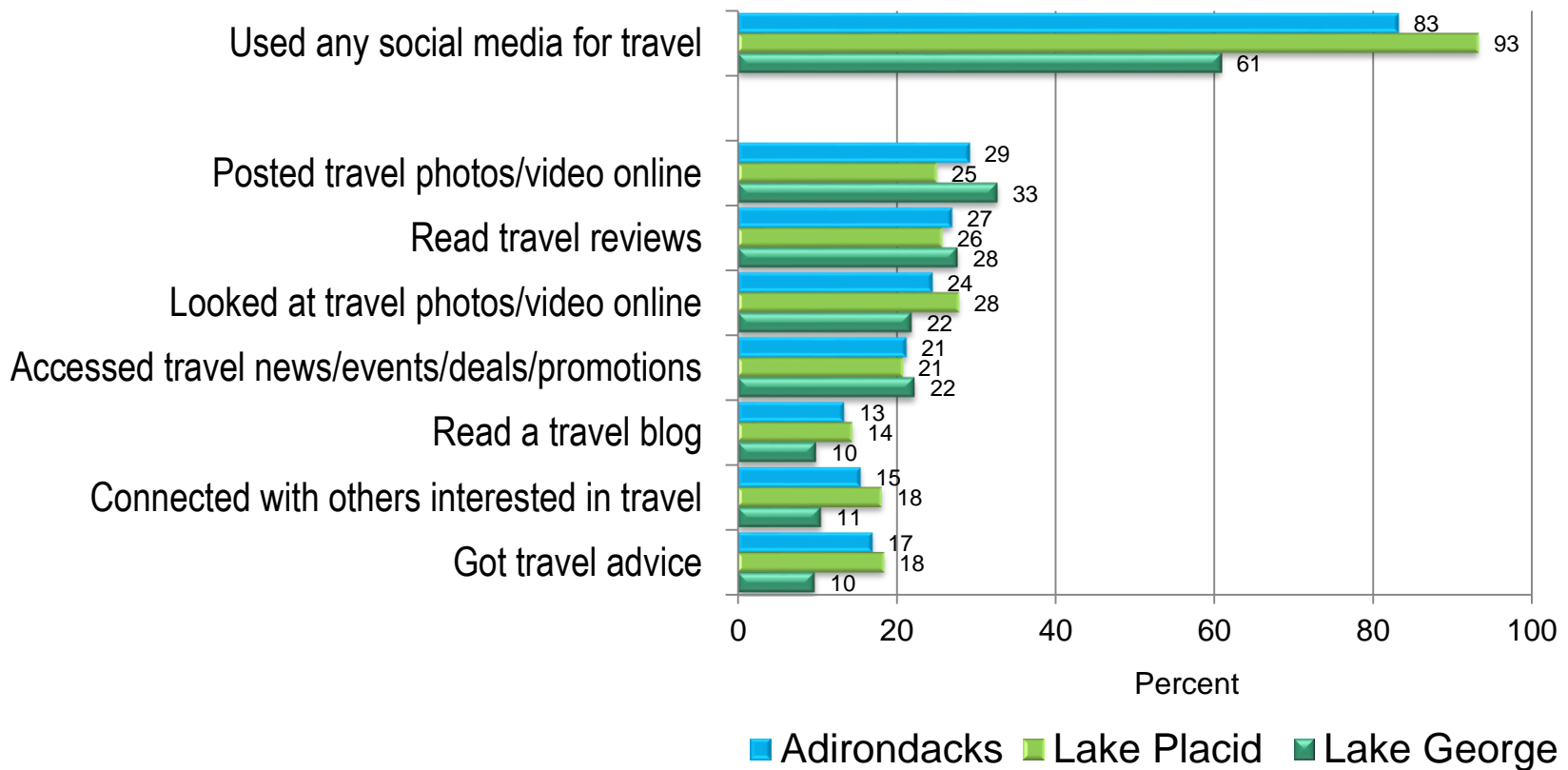
Base: Overnight Person-Trips to Adirondacks



Online Social Media Use by Travelers

Adirondacks vs. Lake Placid vs. Lake George

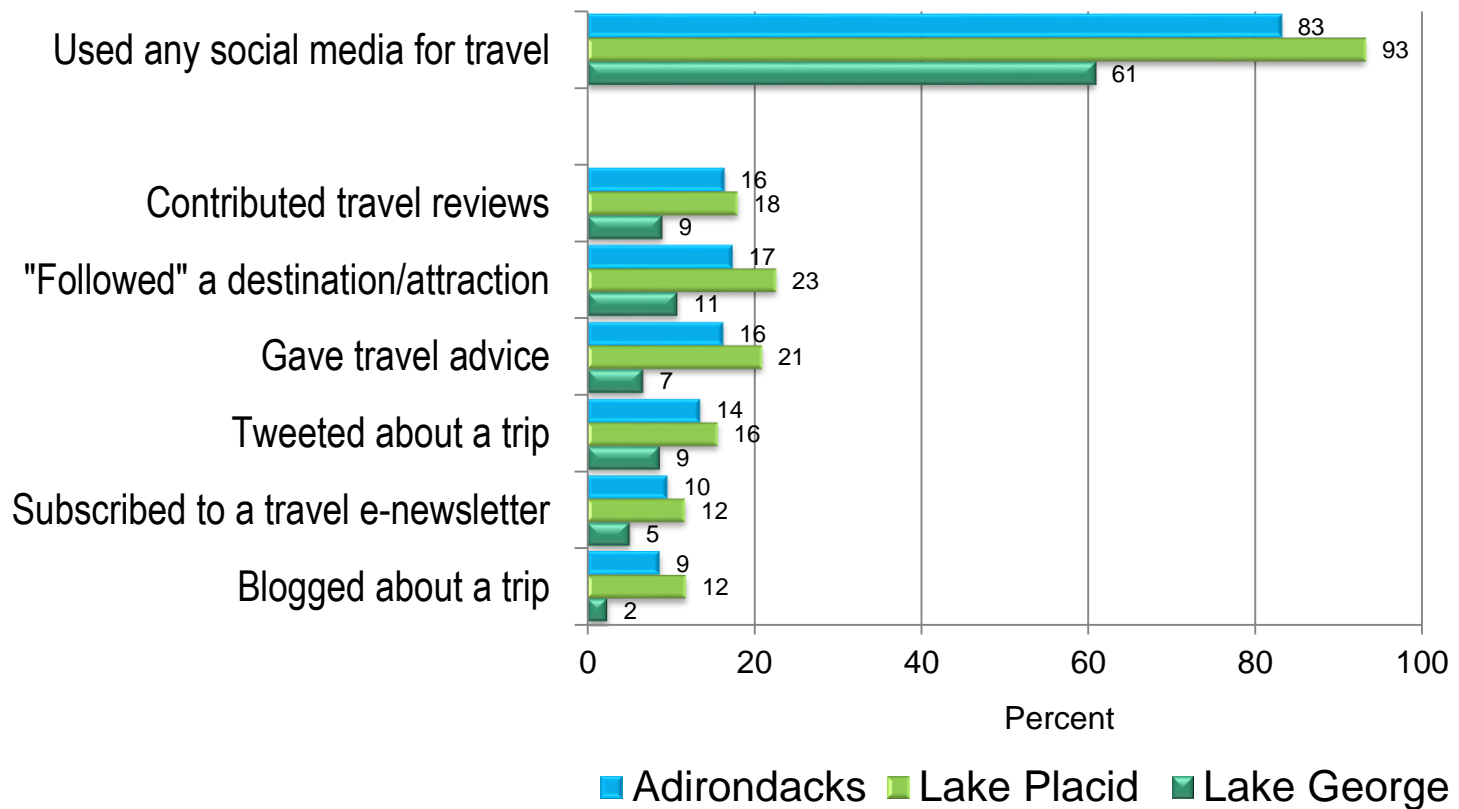
Base: Overnight Person-Trips



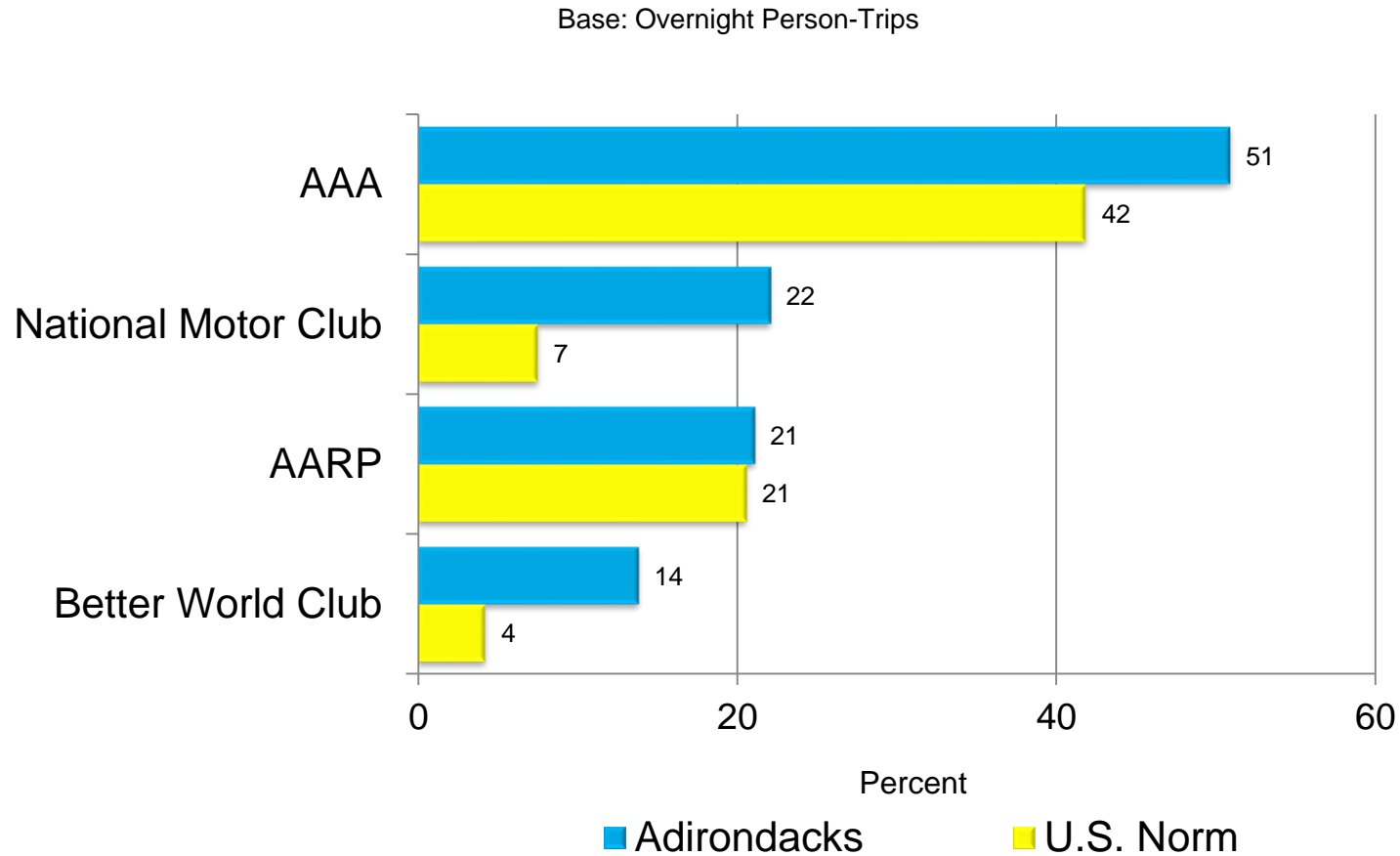
Online Social Media Use by Travelers (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

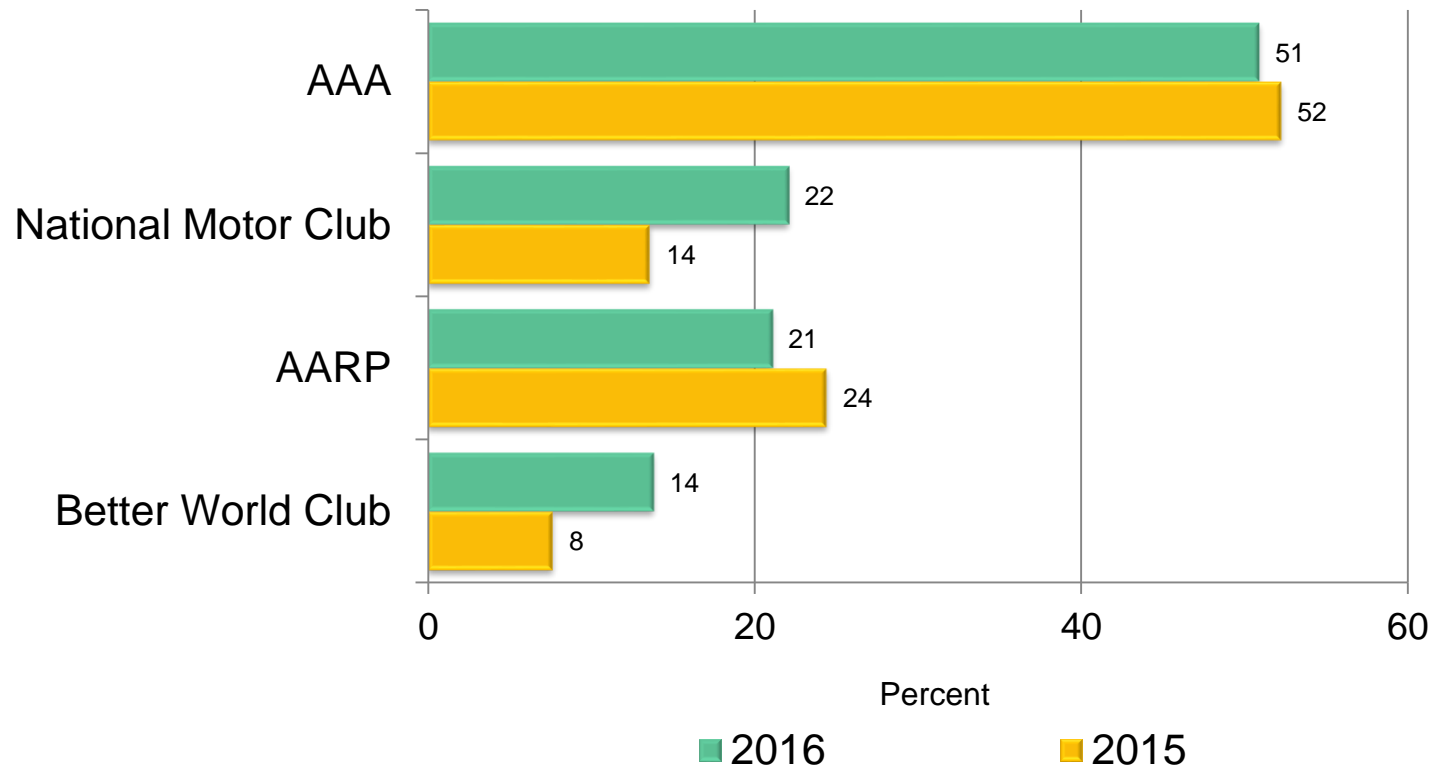


Organization Membership



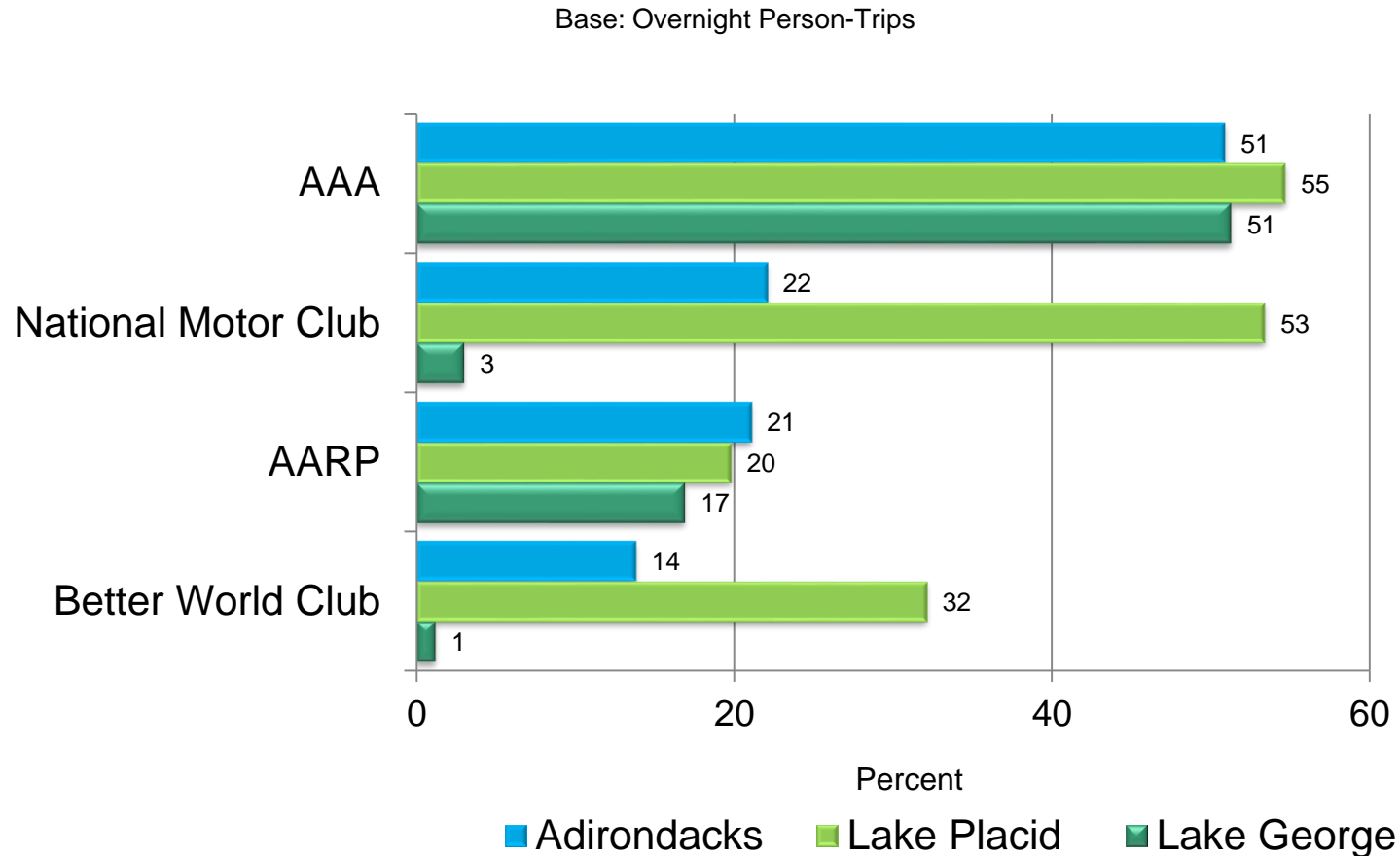
Organization Membership 2016 vs. 2015

Base: Overnight Person-Trips to Adirondacks



Organization Membership

Adirondacks vs. Lake Placid vs. Lake George



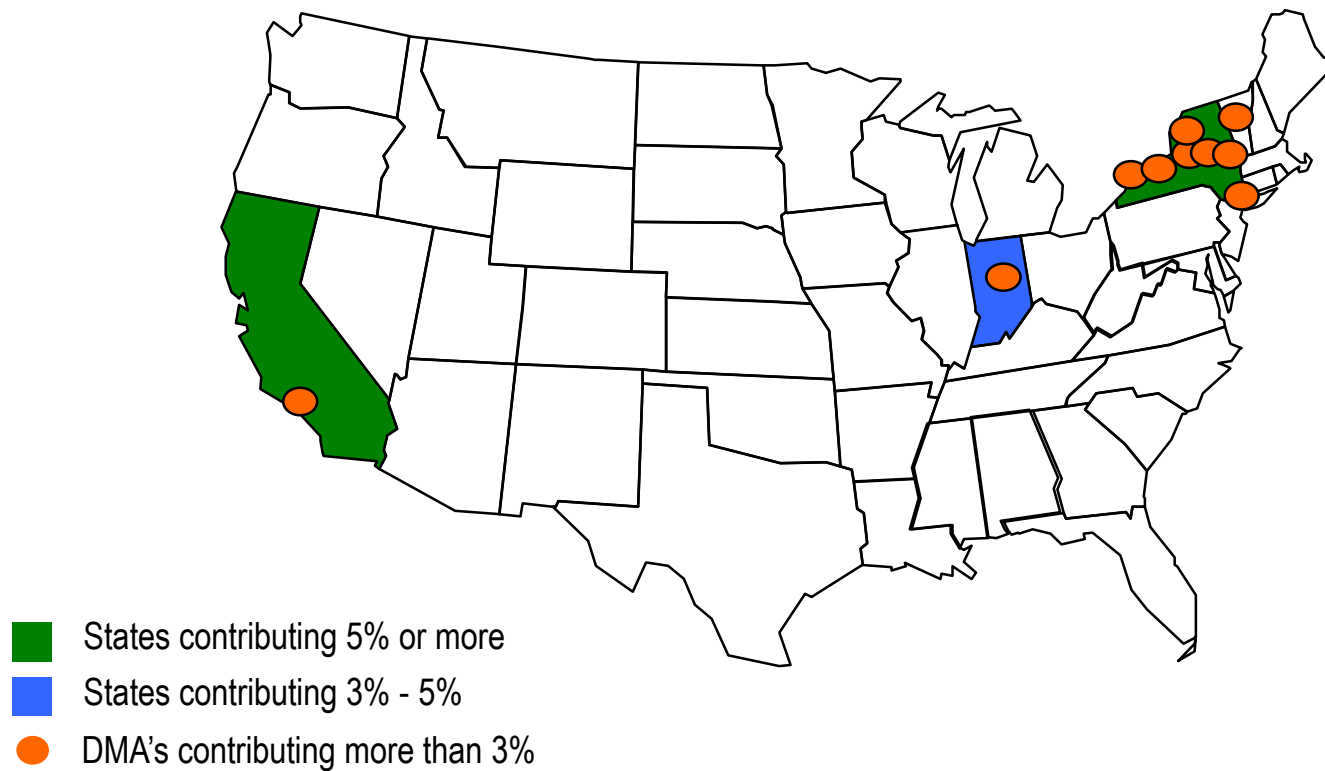


Sources of Business – Day Trips

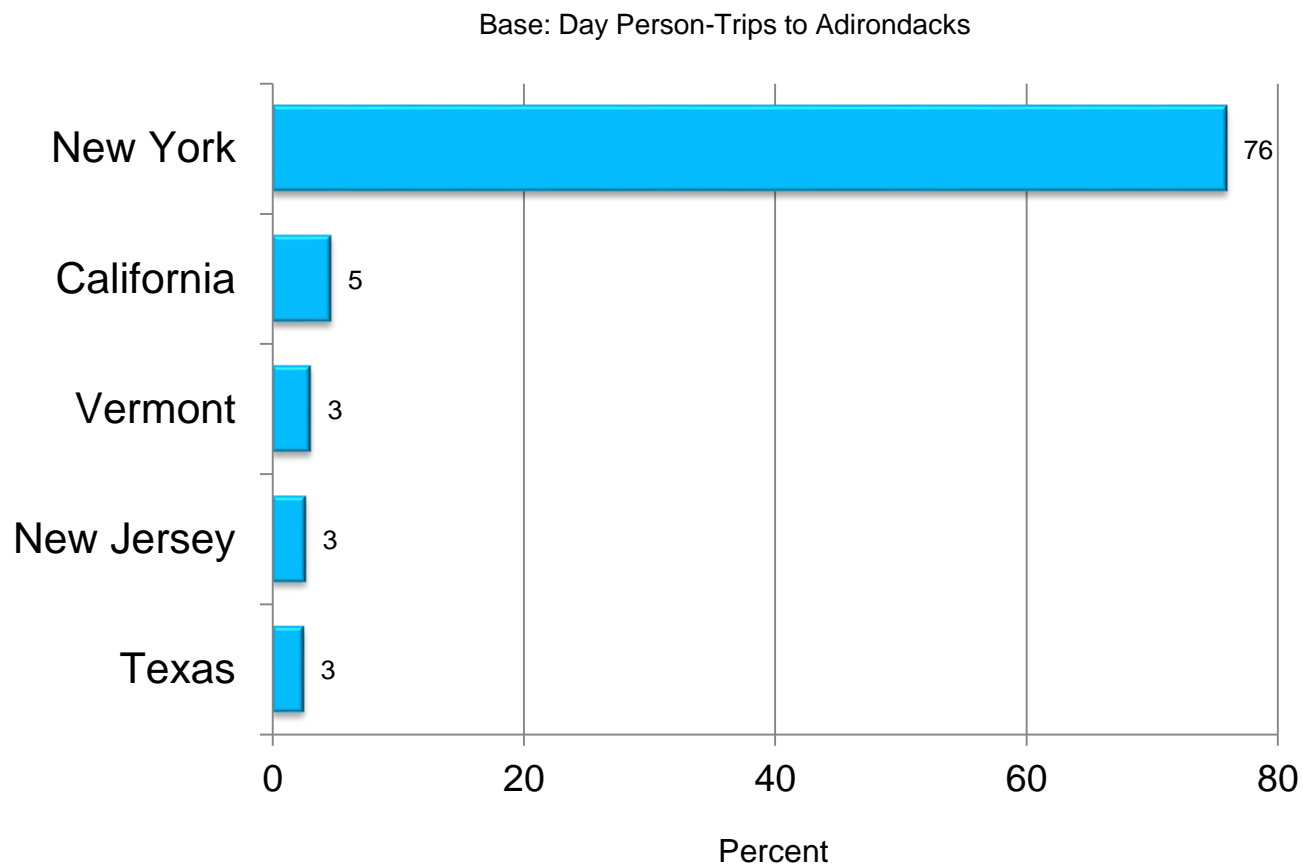


Sources of Business

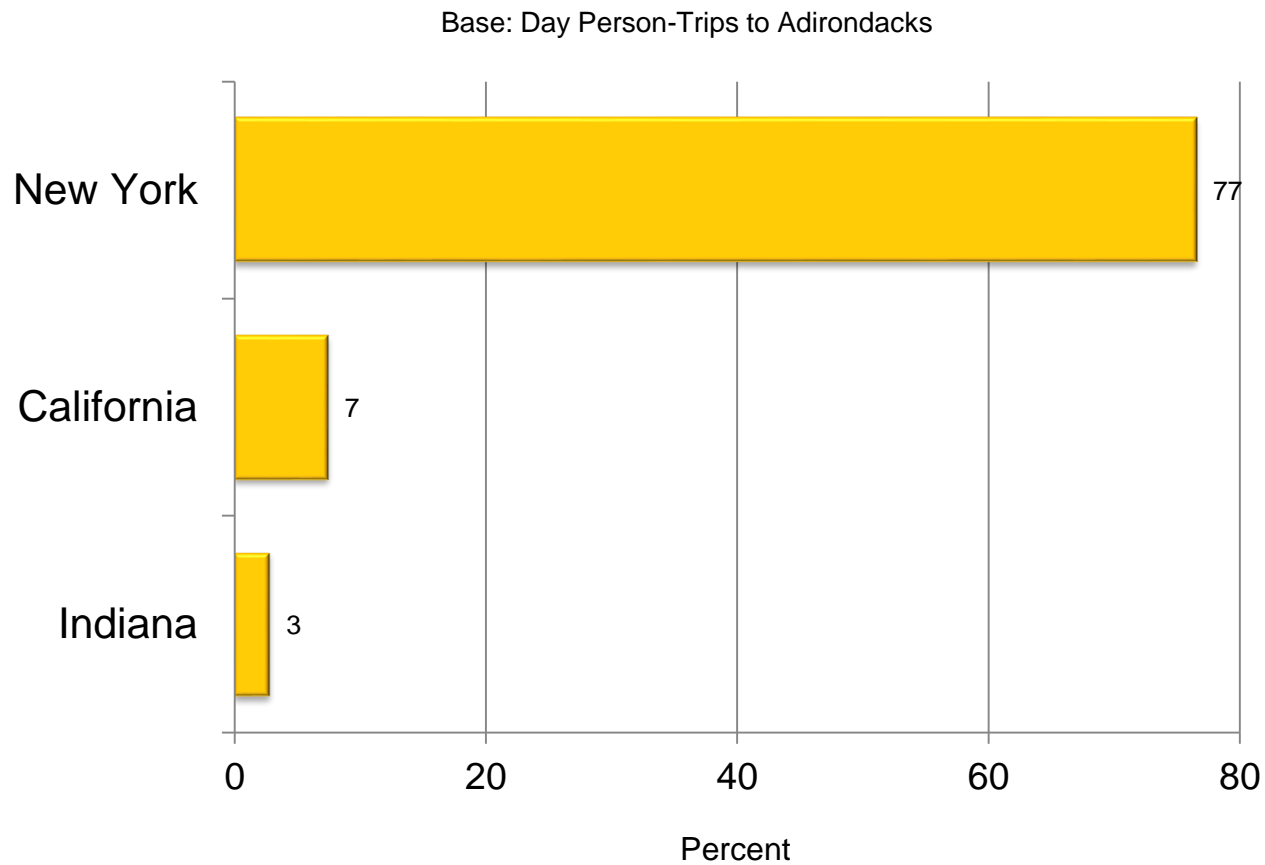
Base: Day Person-Trips to Adirondacks



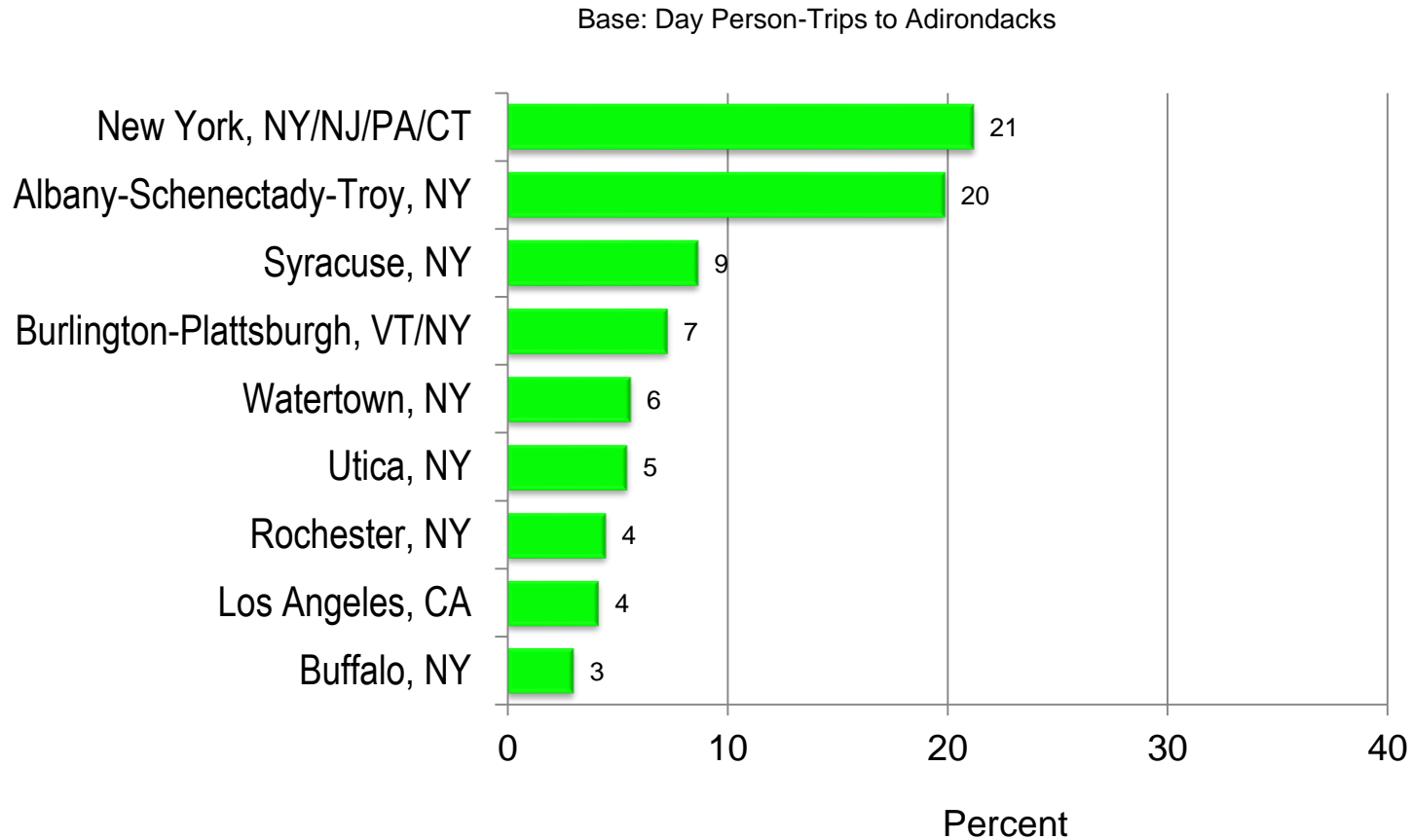
2016 State Origin Of Trip



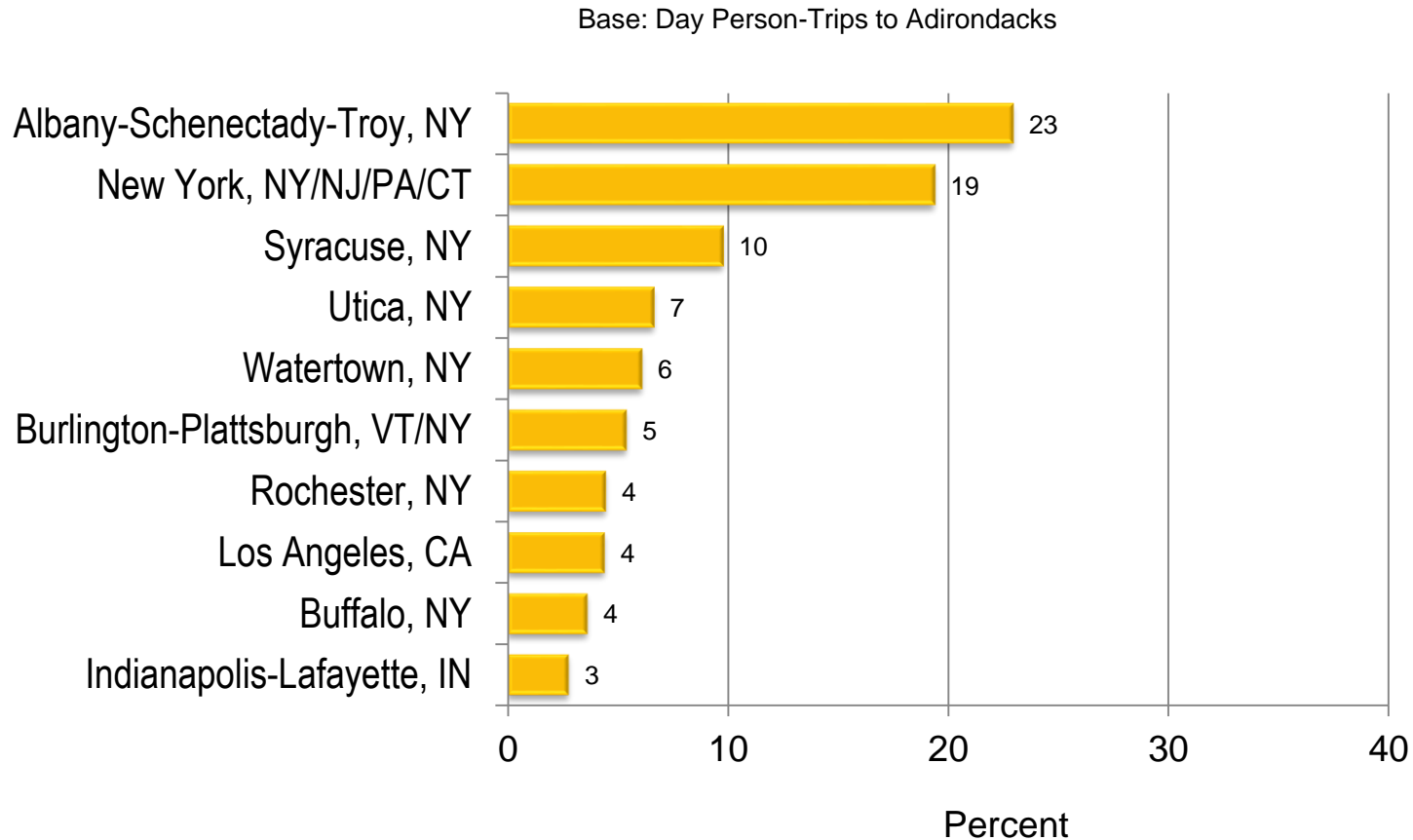
2015 State Origin Of Trip



2016 DMA Origin Of Trip



2015 DMA Origin Of Trip

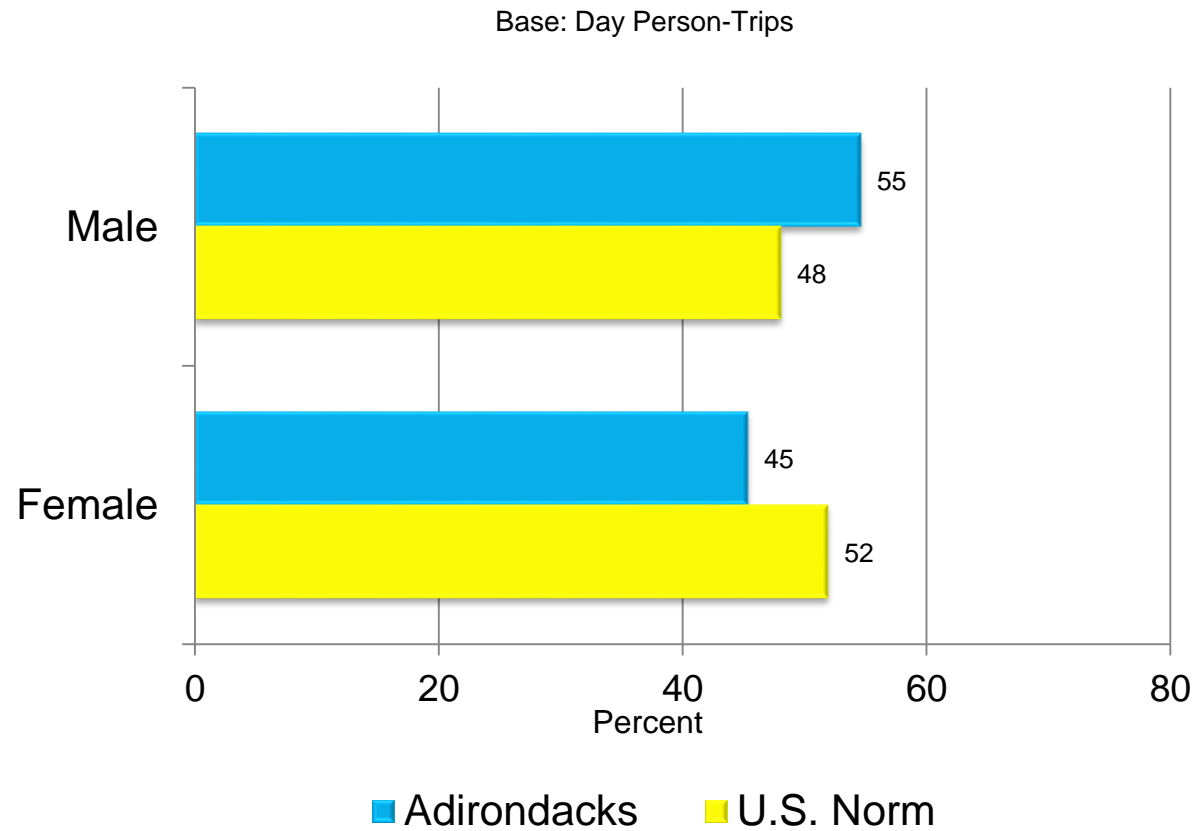




Demographic Profile of Day Visitors

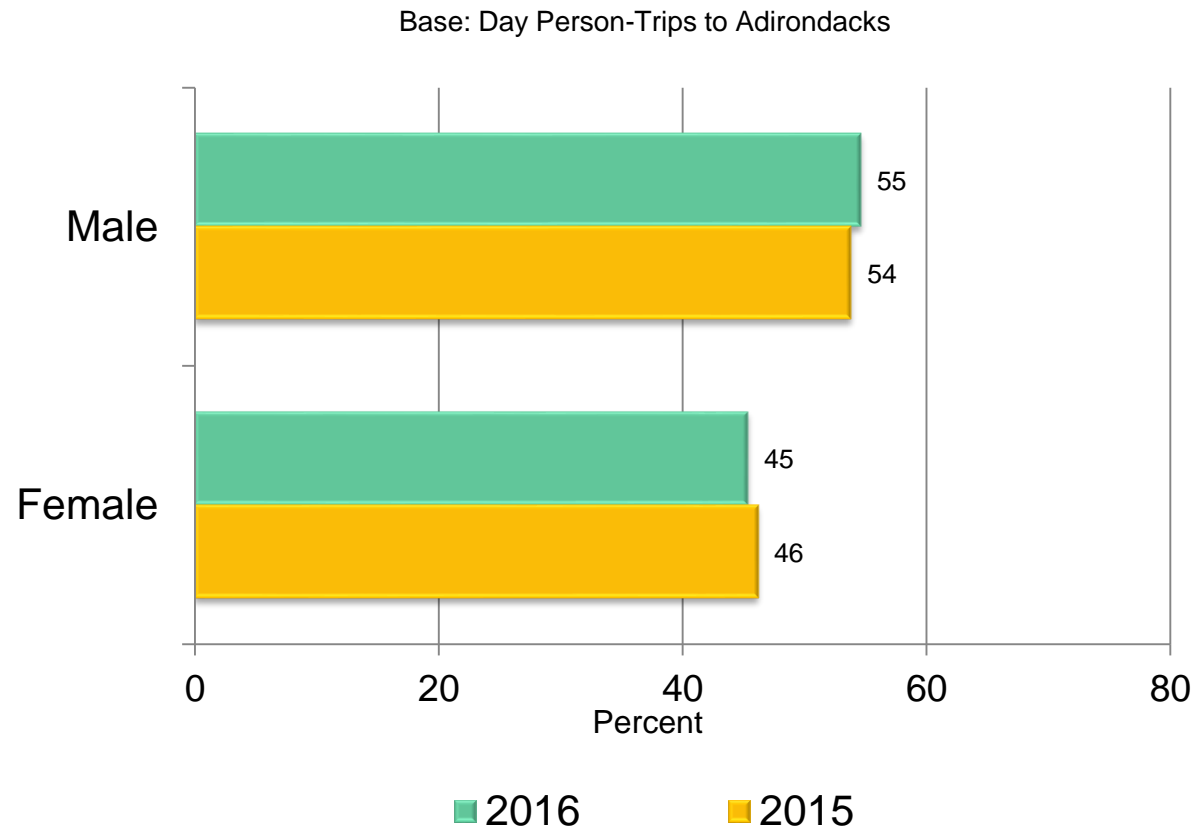


Gender



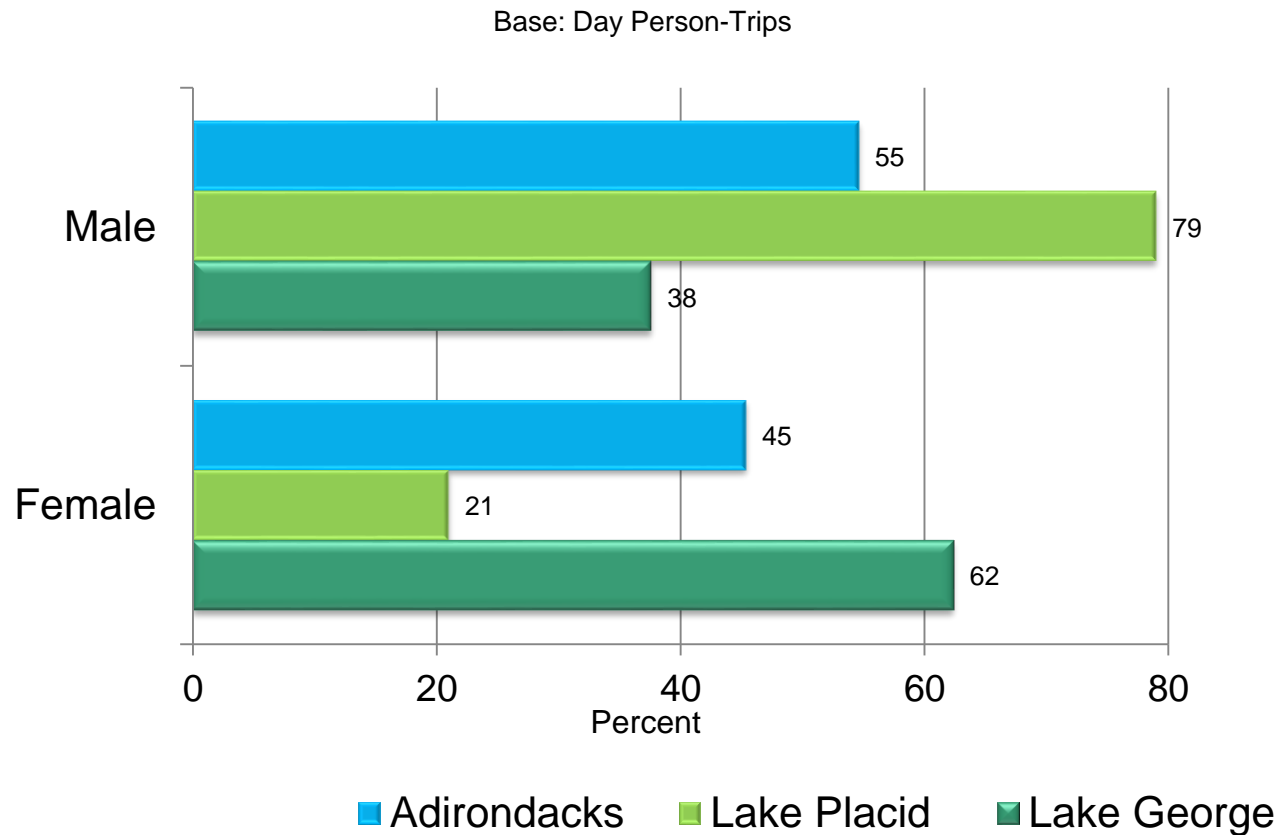
Gender

2016 vs. 2015



Gender

Adirondacks vs. Lake Placid vs. Lake George

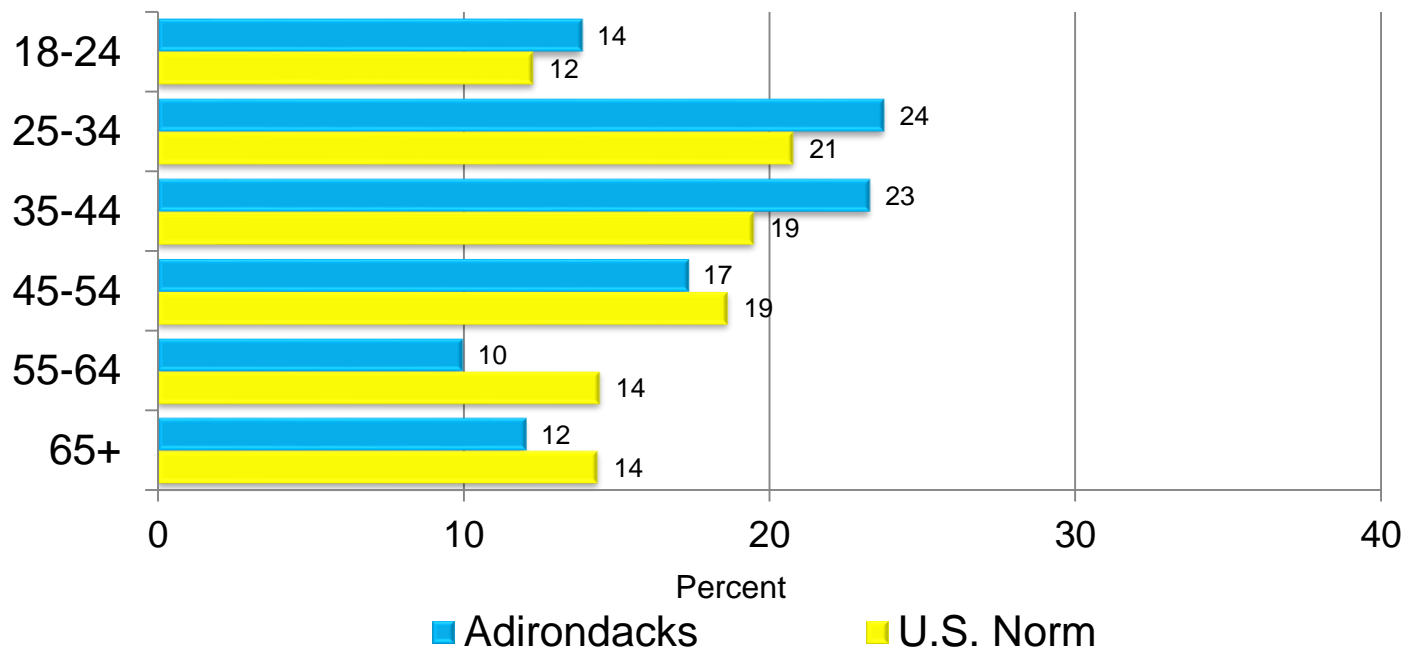


Age

Base: Day Person-Trips

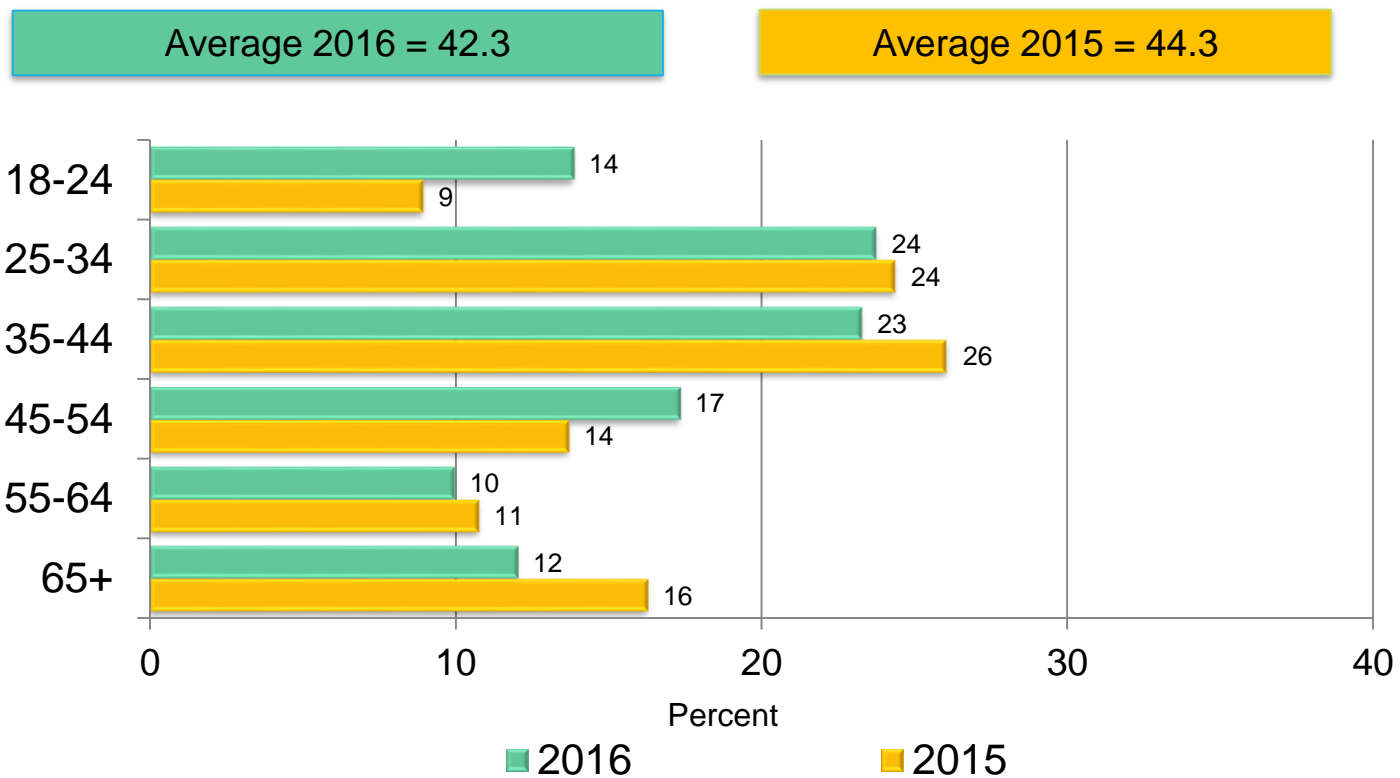
Average Adirondacks = 42.3

Average U.S. Norm = 44.7



Age 2016 vs. 2015

Base: Day Person-Trips to Adirondacks



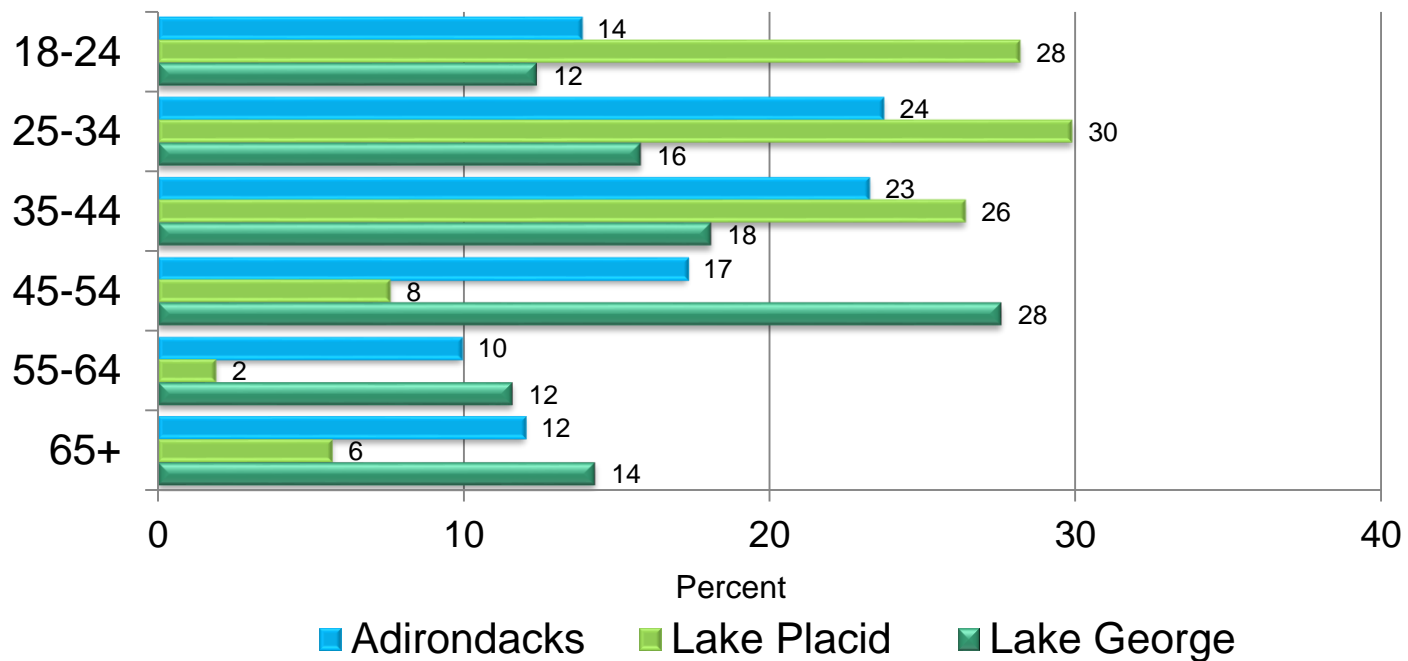
Age Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

Average Adirondacks = 42.3

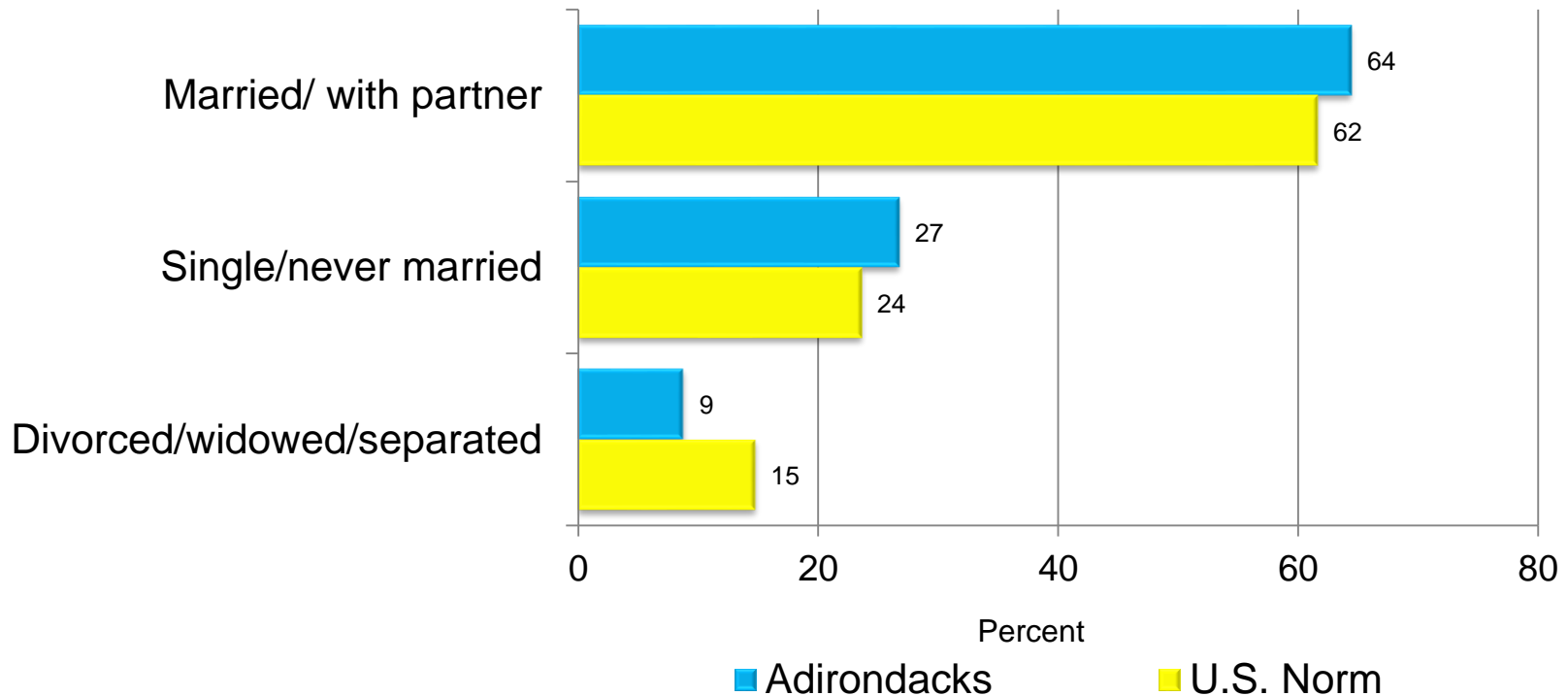
Average Lake Placid = 34.5

Average Lake George = 45.5



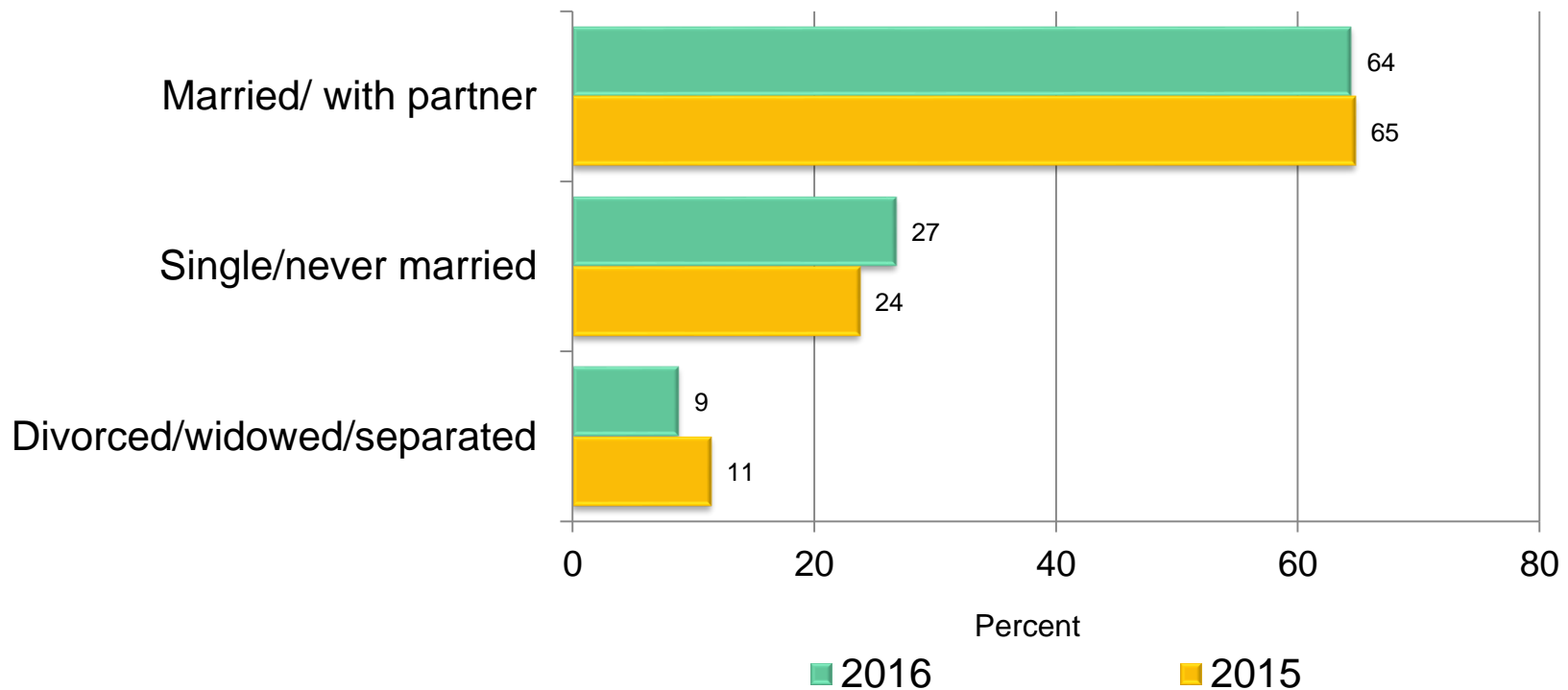
Marital Status

Base: Day Person-Trips



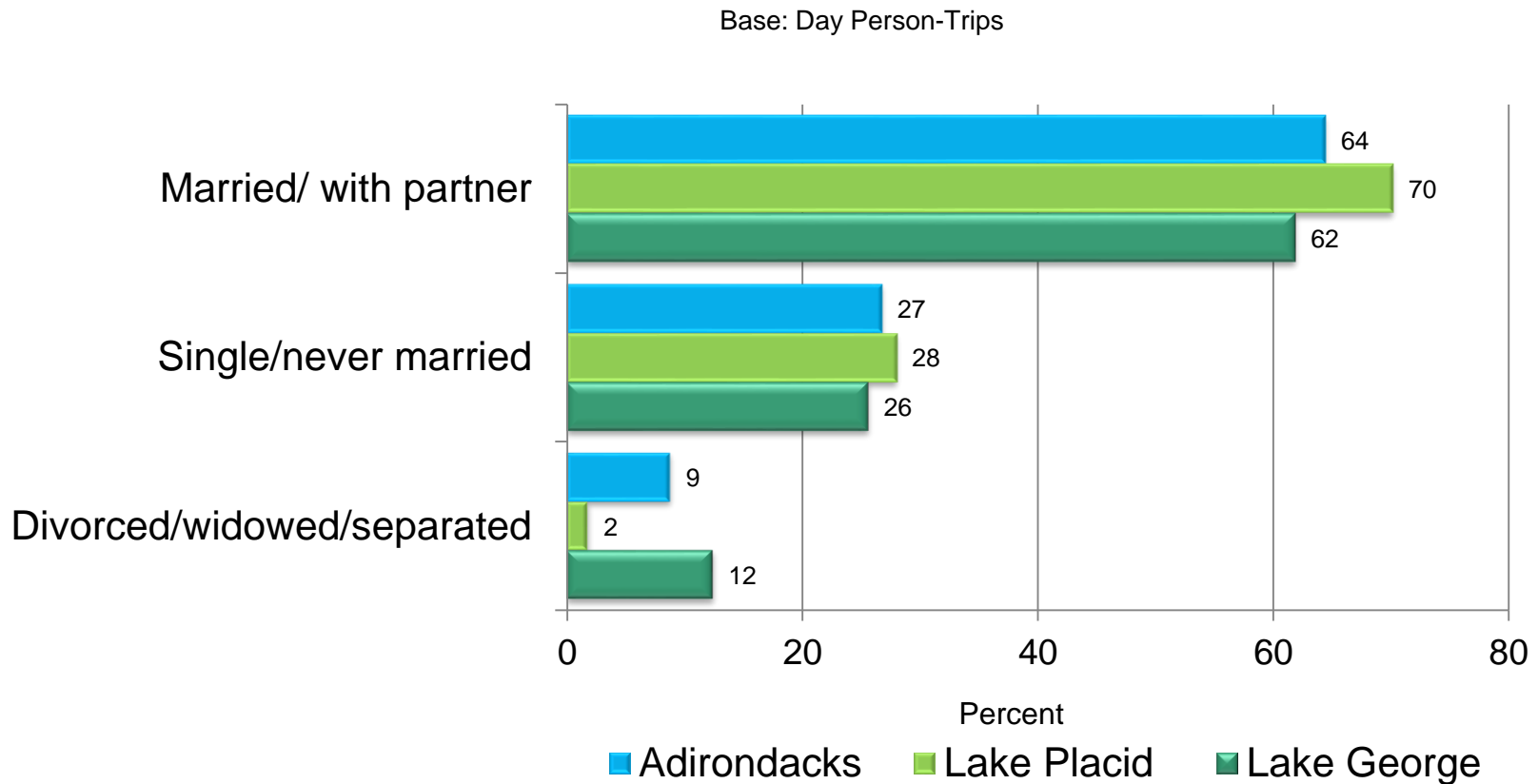
Marital Status 2016 vs. 2015

Base: Day Person-Trips to Adirondacks

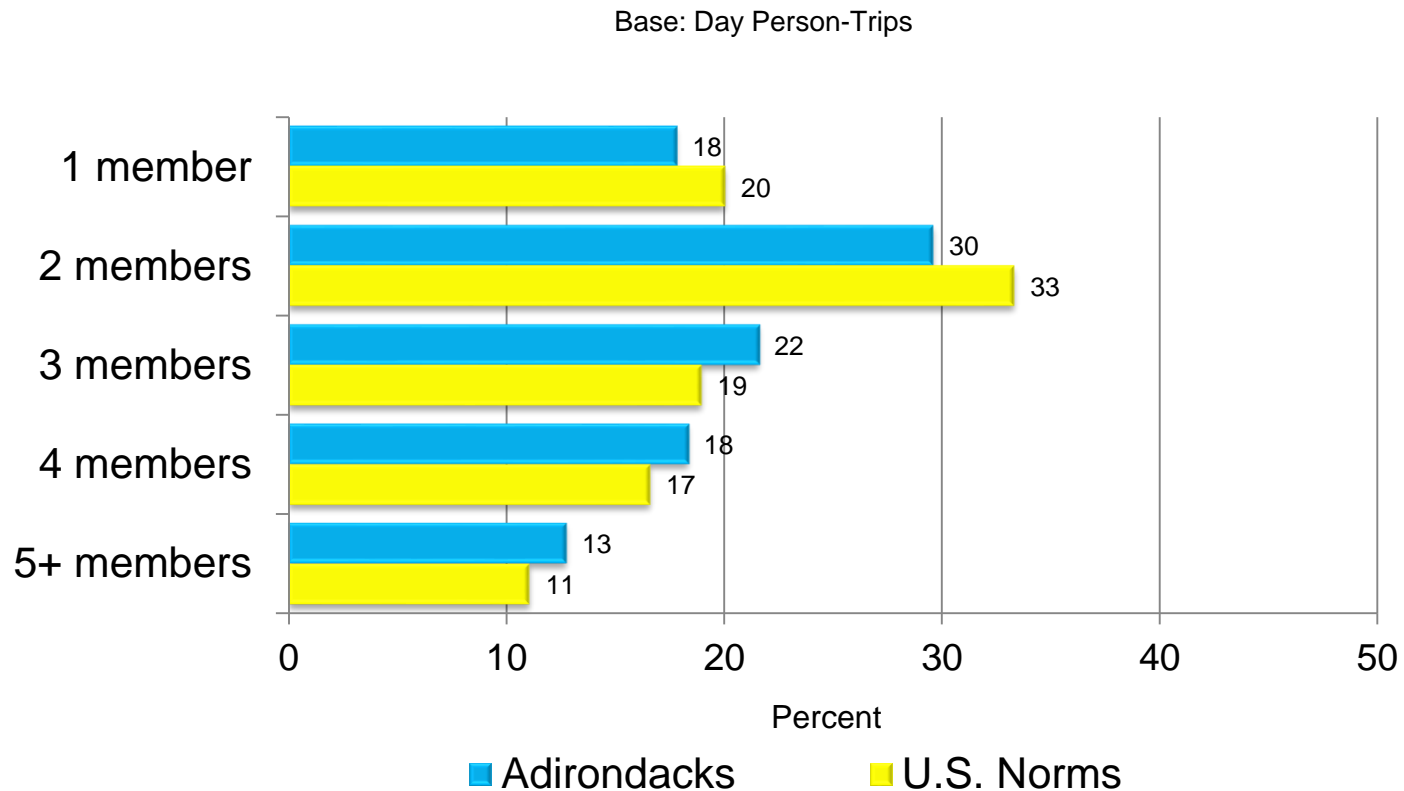


Marital Status

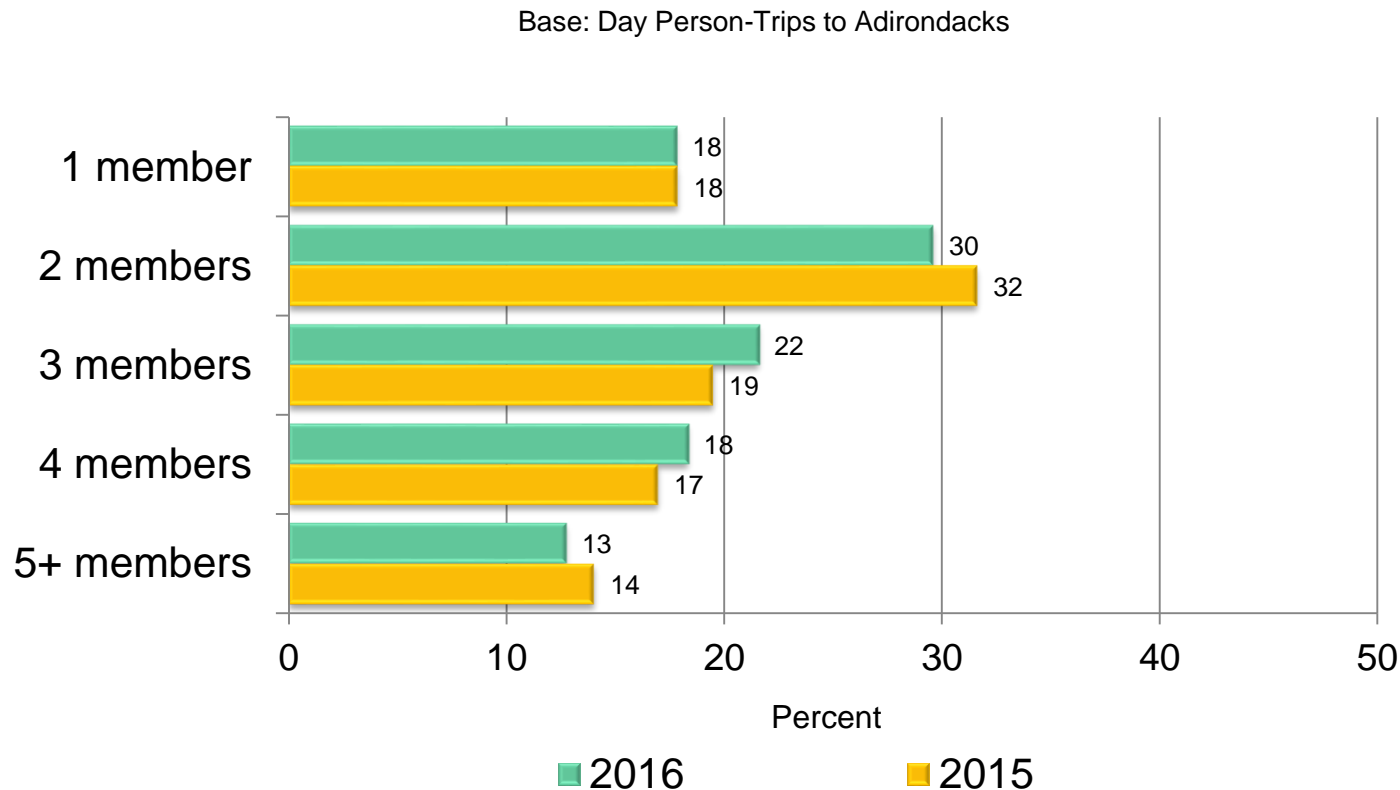
Adirondacks vs. Lake Placid vs. Lake George



Household Size

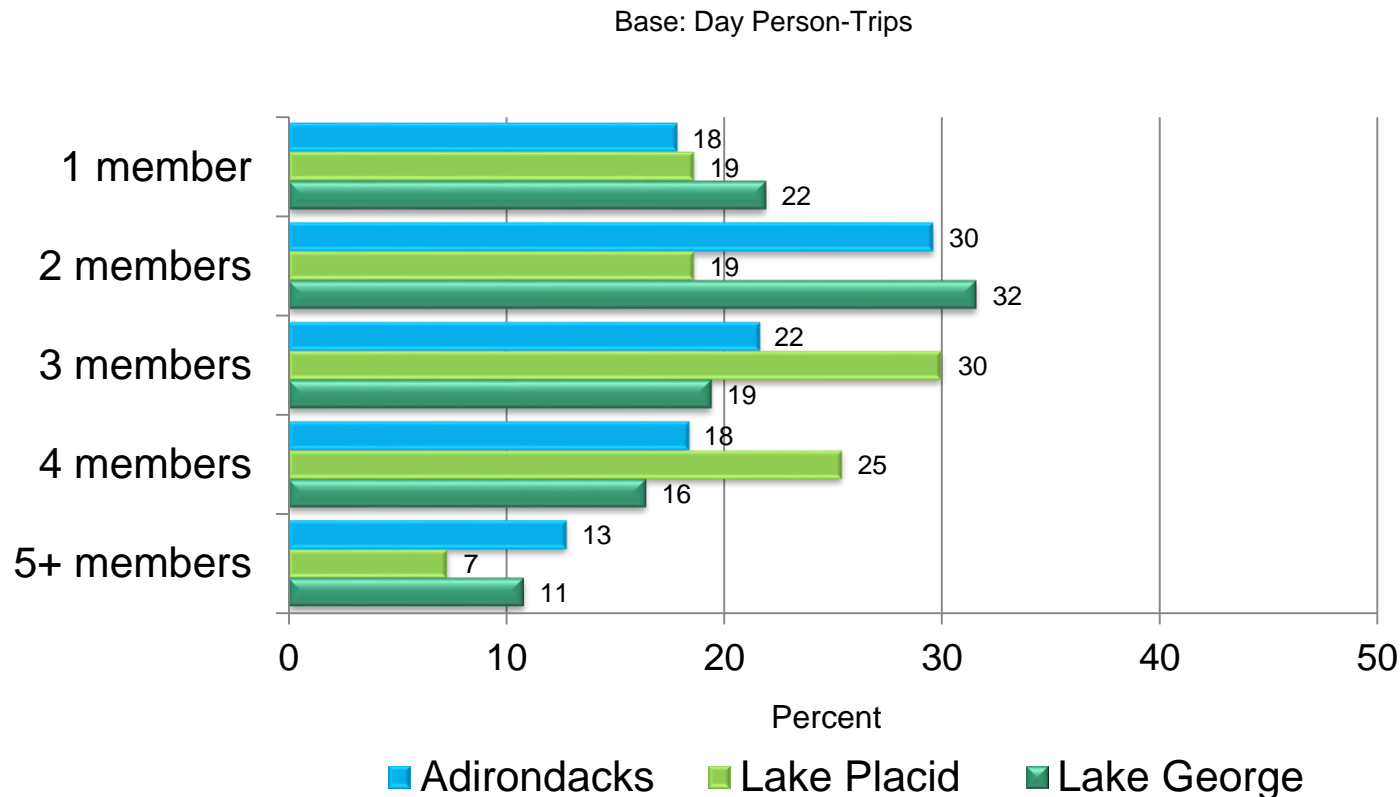


Household Size 2016 vs. 2015

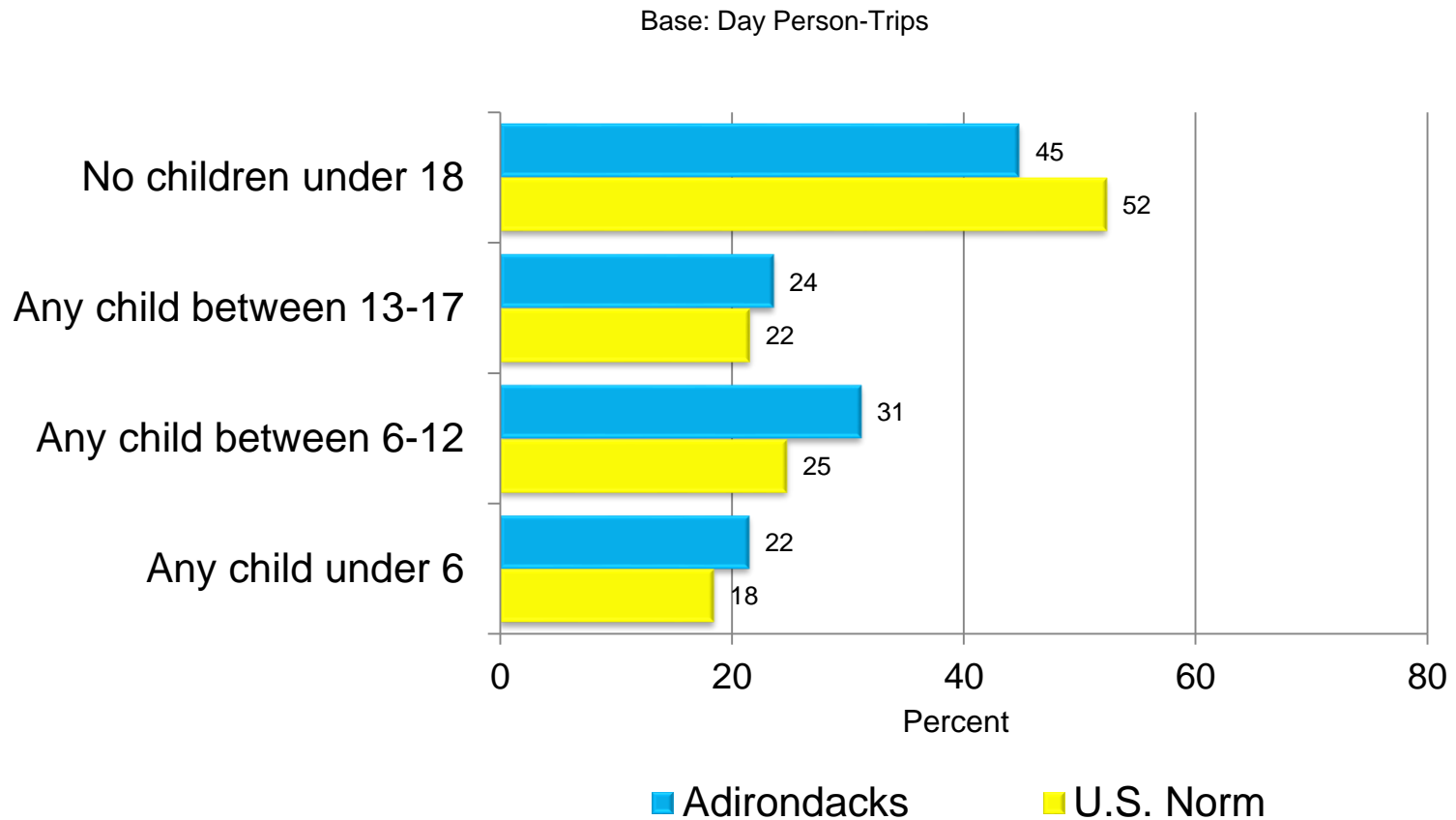


Household Size

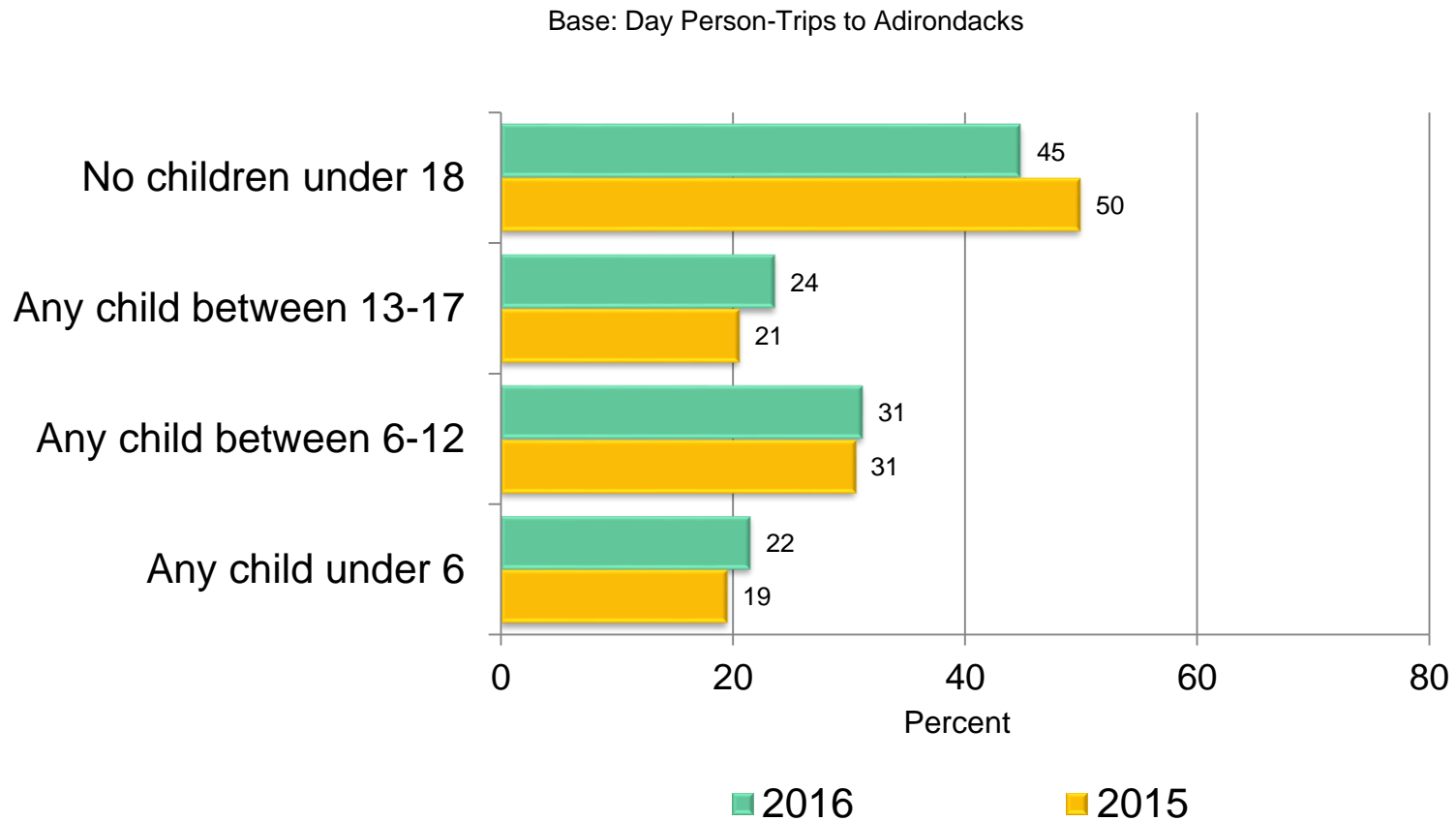
Adirondacks vs. Lake Placid vs. Lake George



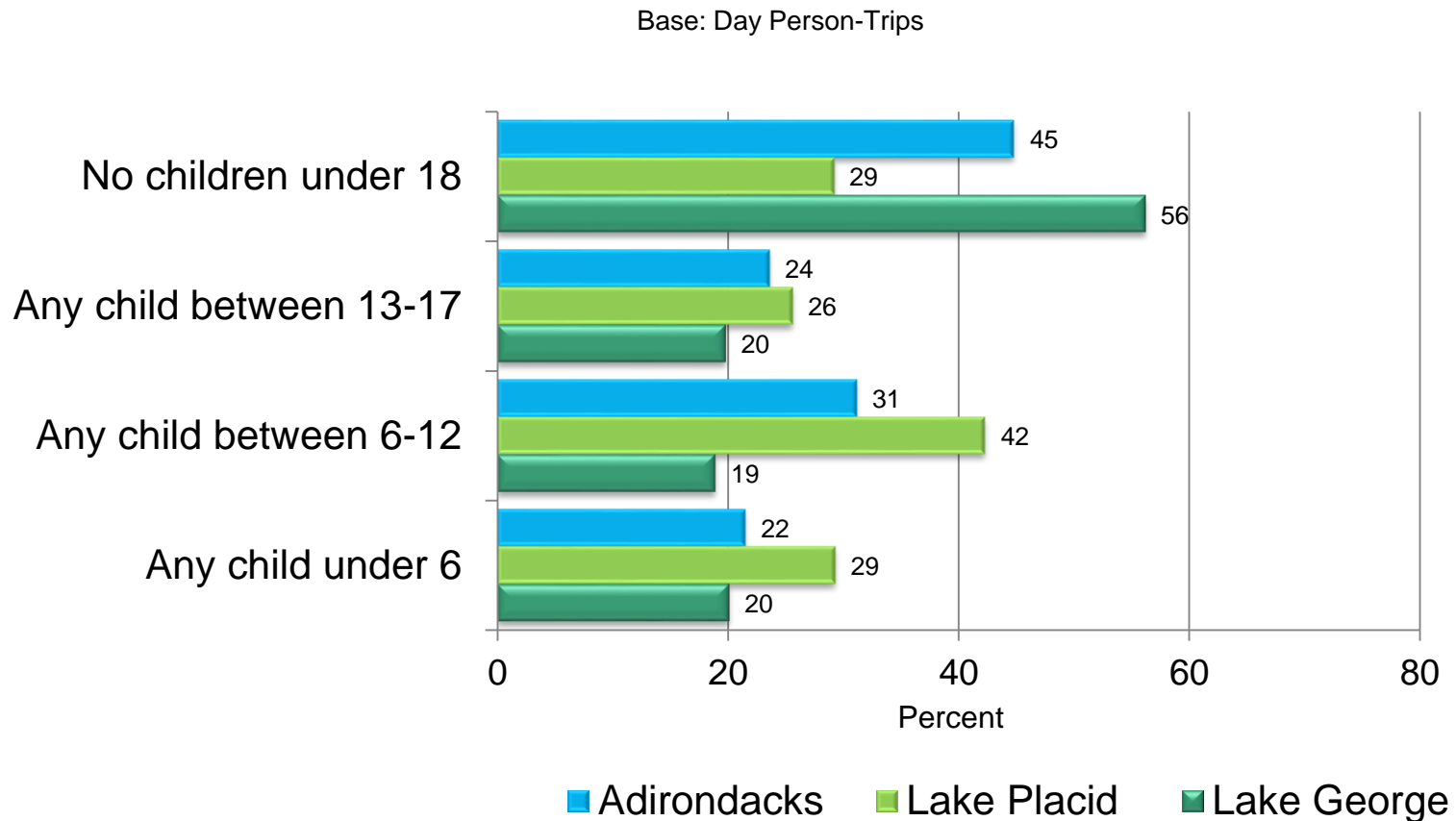
Children in Household



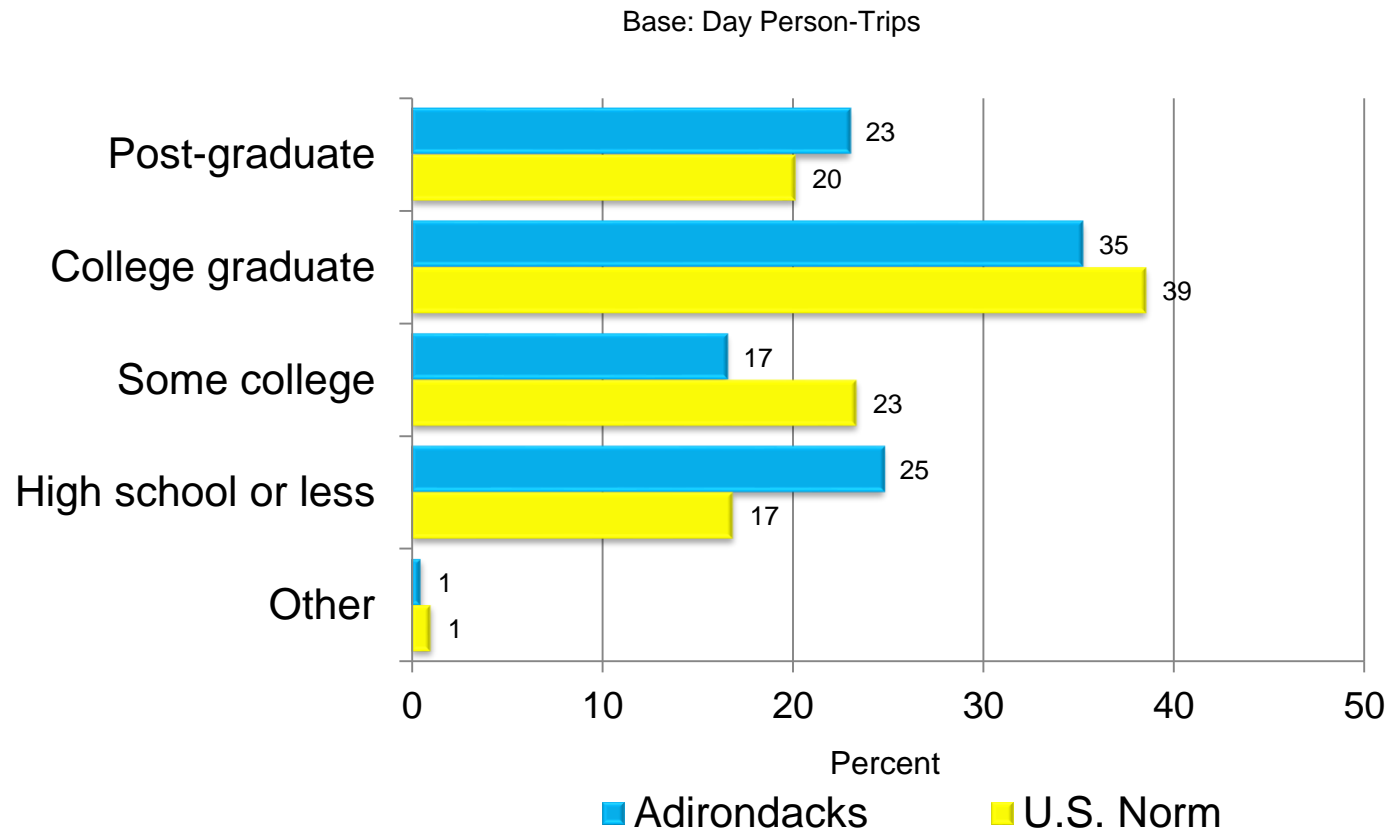
Children in Household 2016 vs. 2015



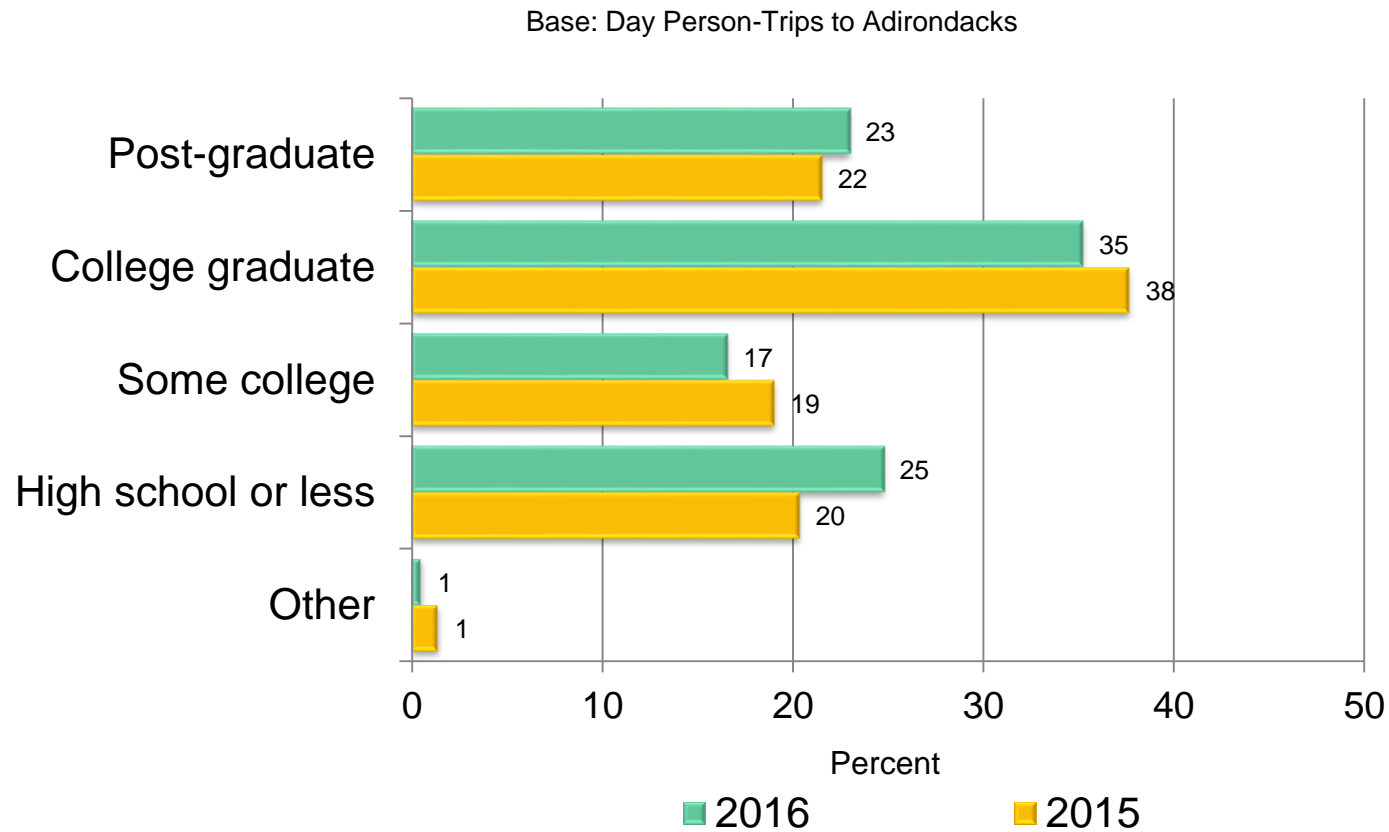
Children in Household Adirondacks vs. Lake Placid vs. Lake George



Education

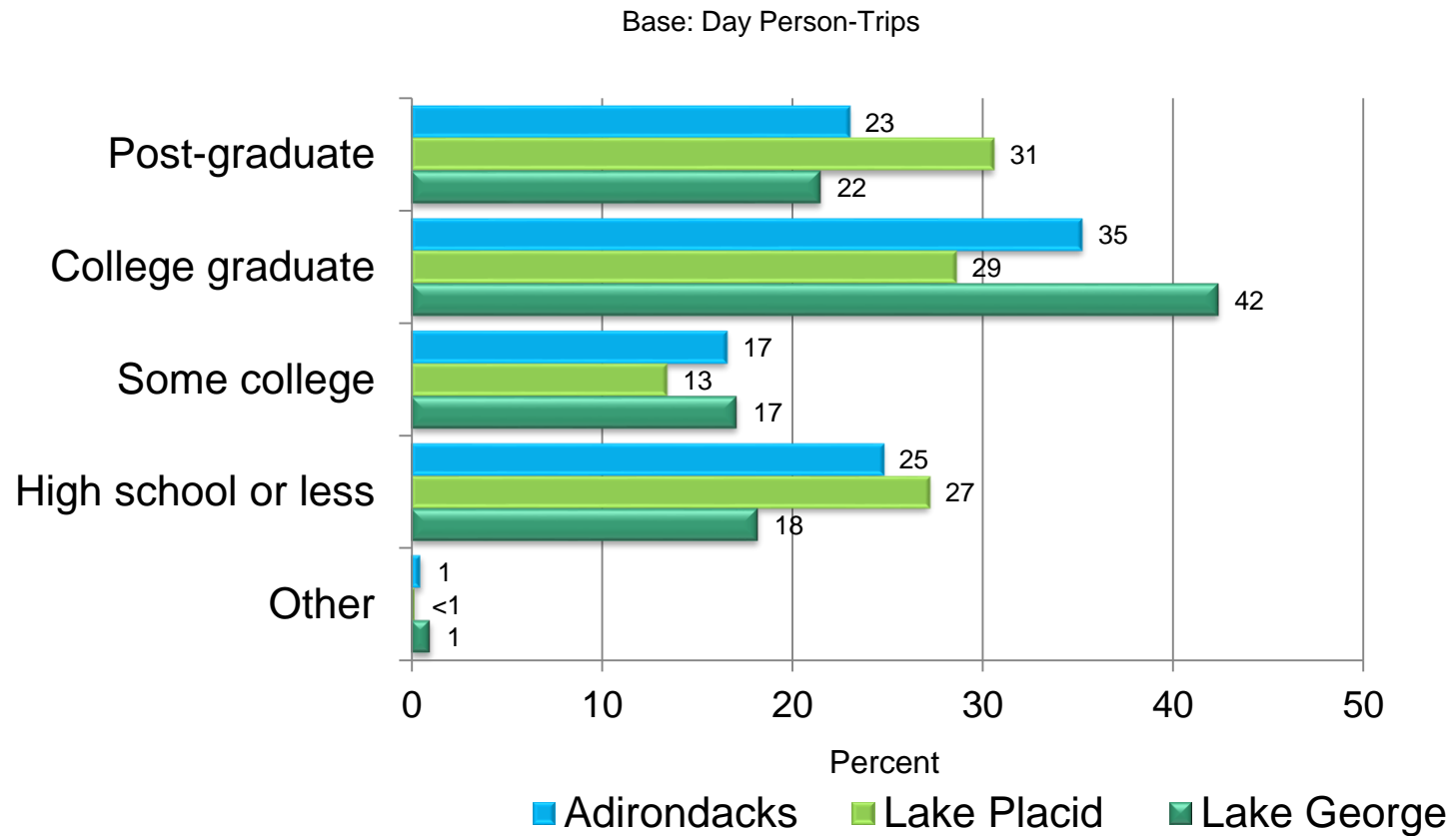


Education 2016 vs. 2015

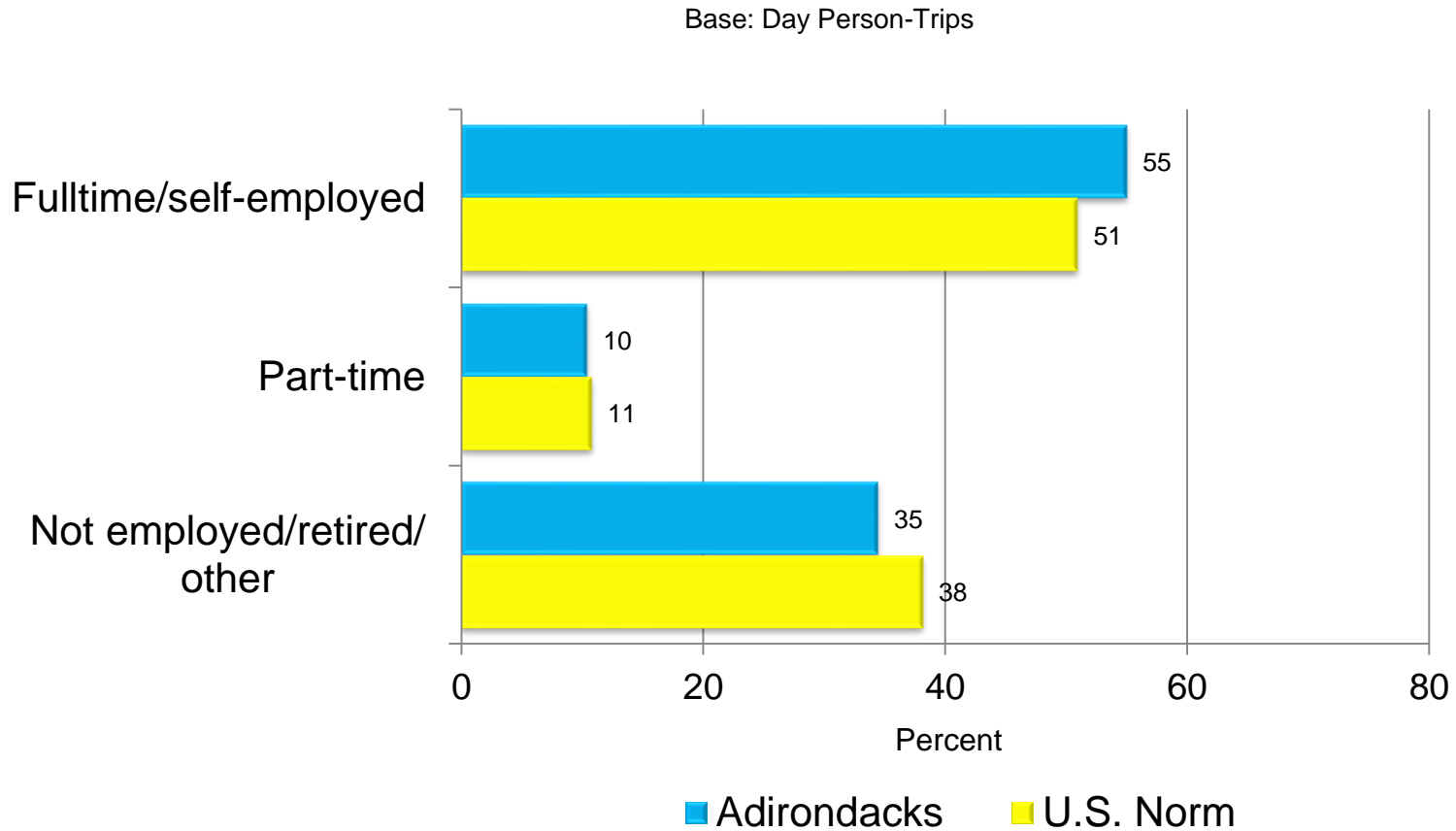


Education

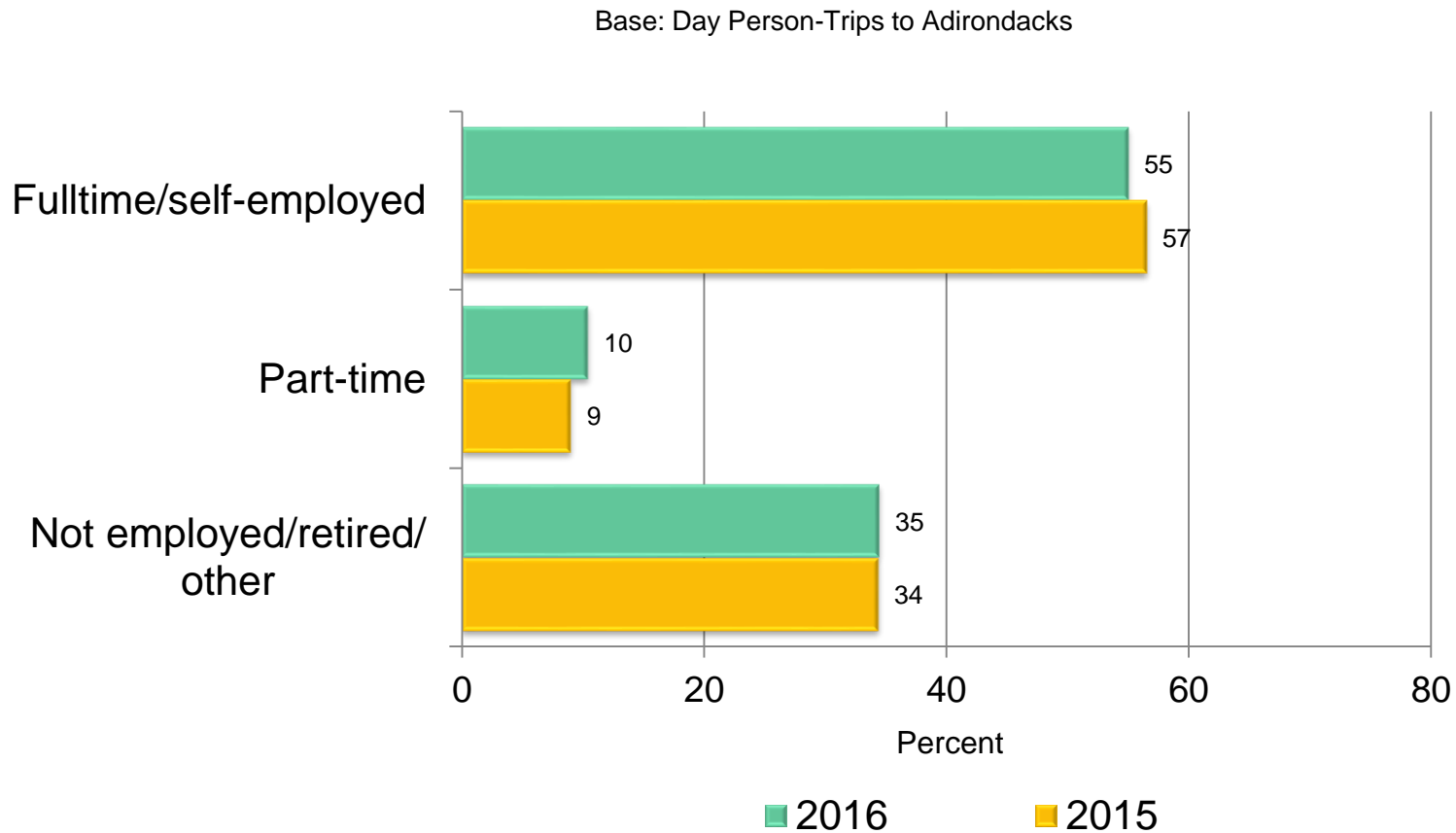
Adirondacks vs. Lake Placid vs. Lake George



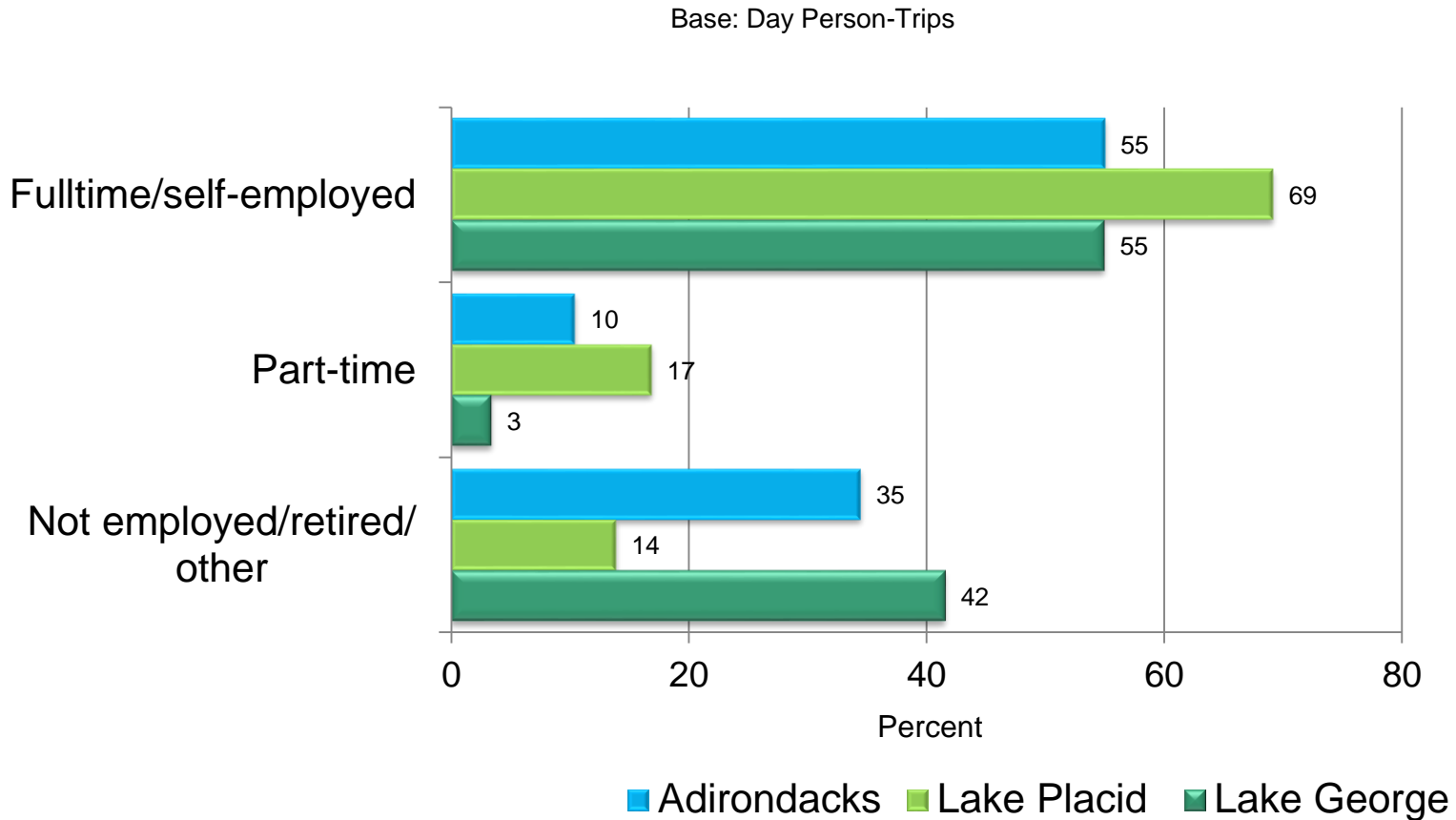
Employment



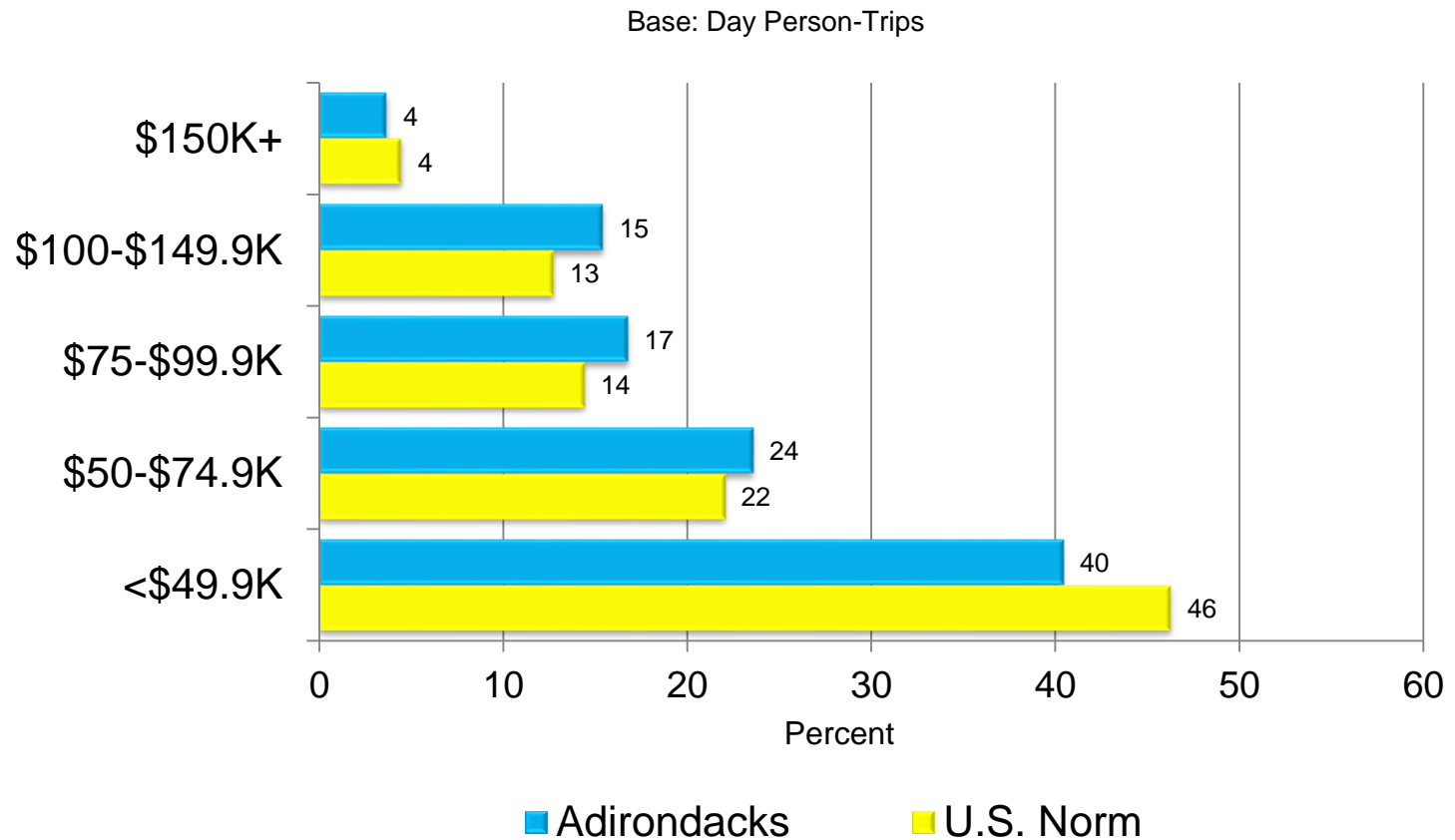
Employment 2016 vs. 2015



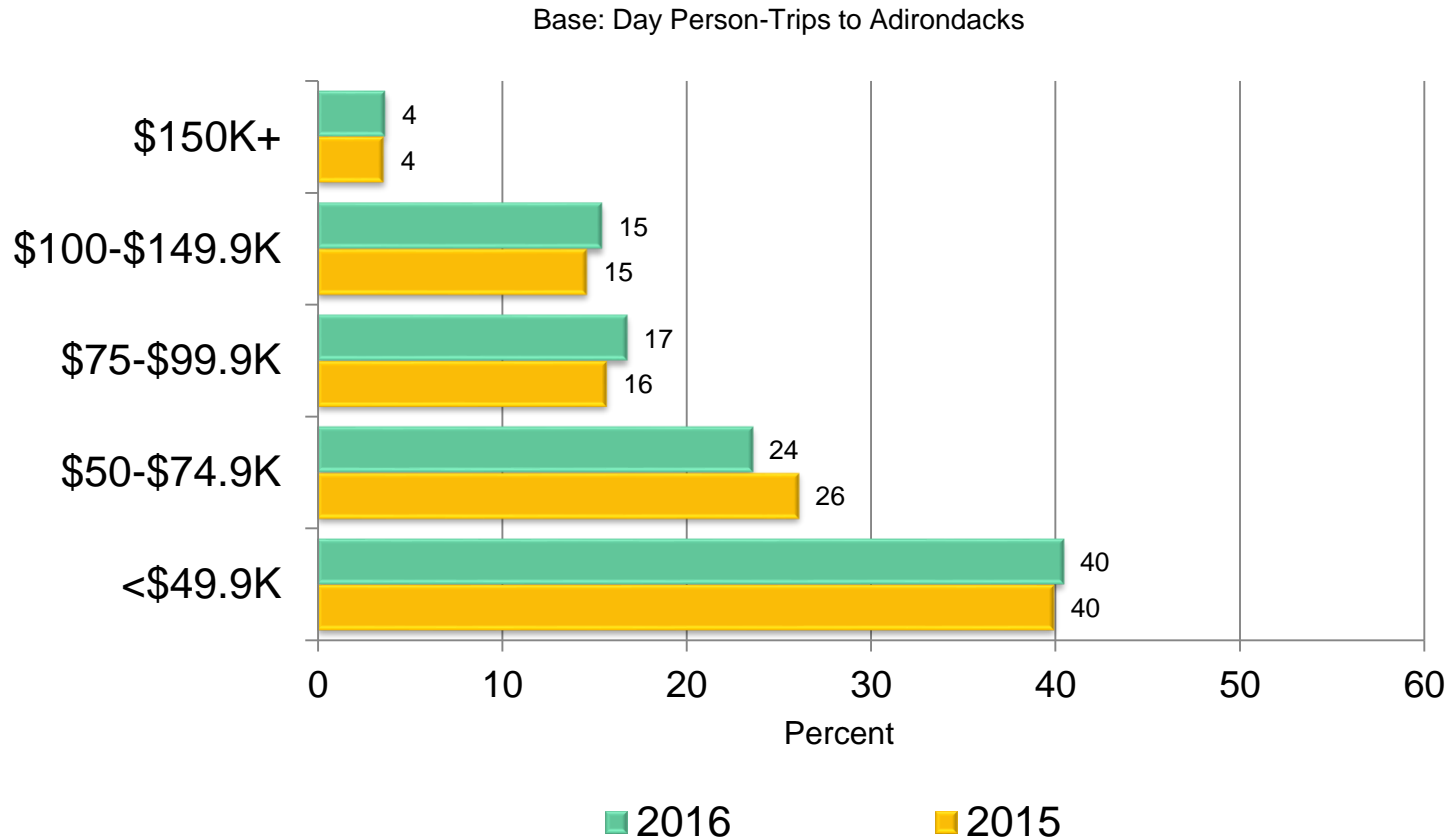
Employment Adirondacks vs. Lake Placid vs. Lake George



Household Income

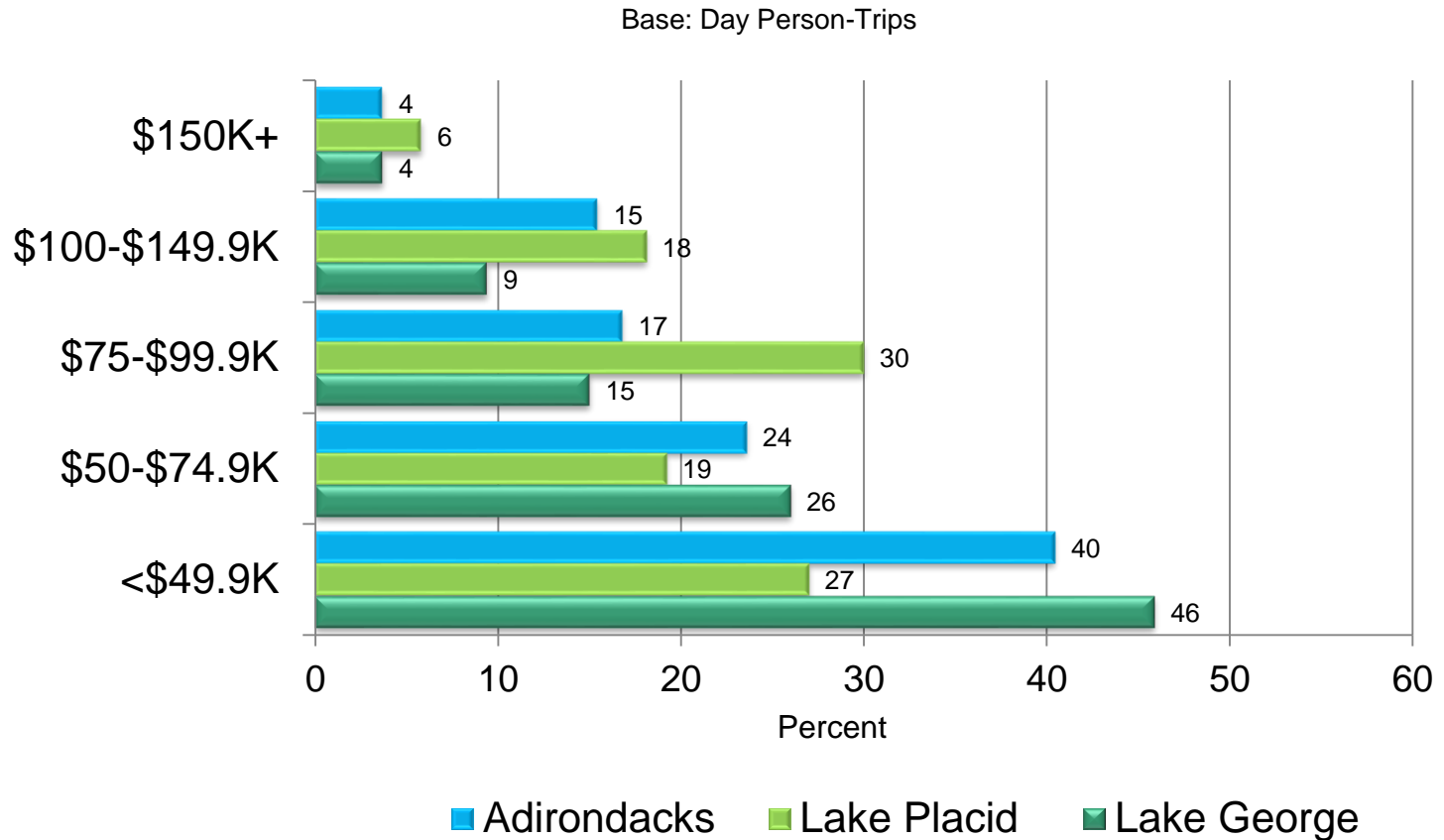


Household Income 2016 vs. 2015

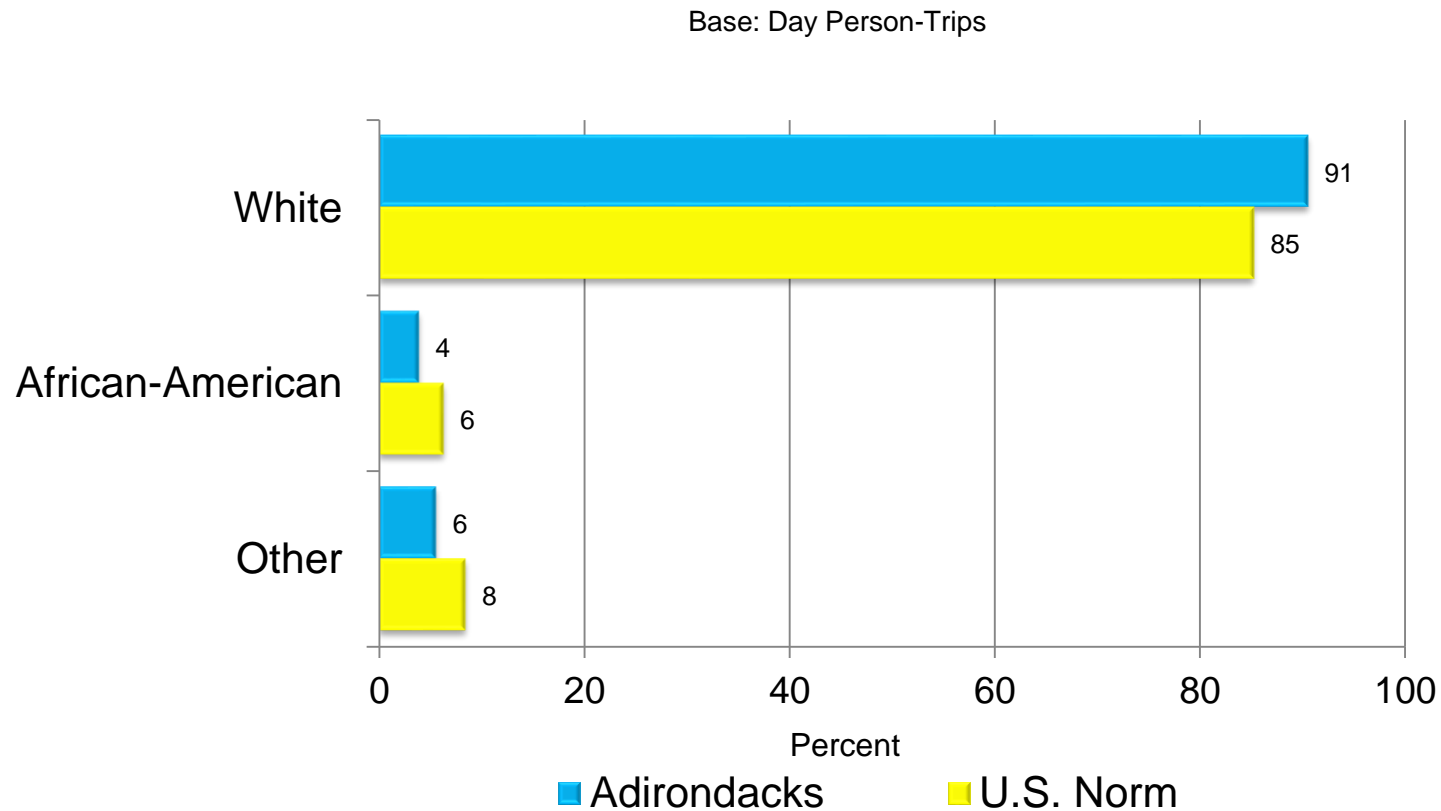


Household Income

Adirondacks vs. Lake Placid vs. Lake George



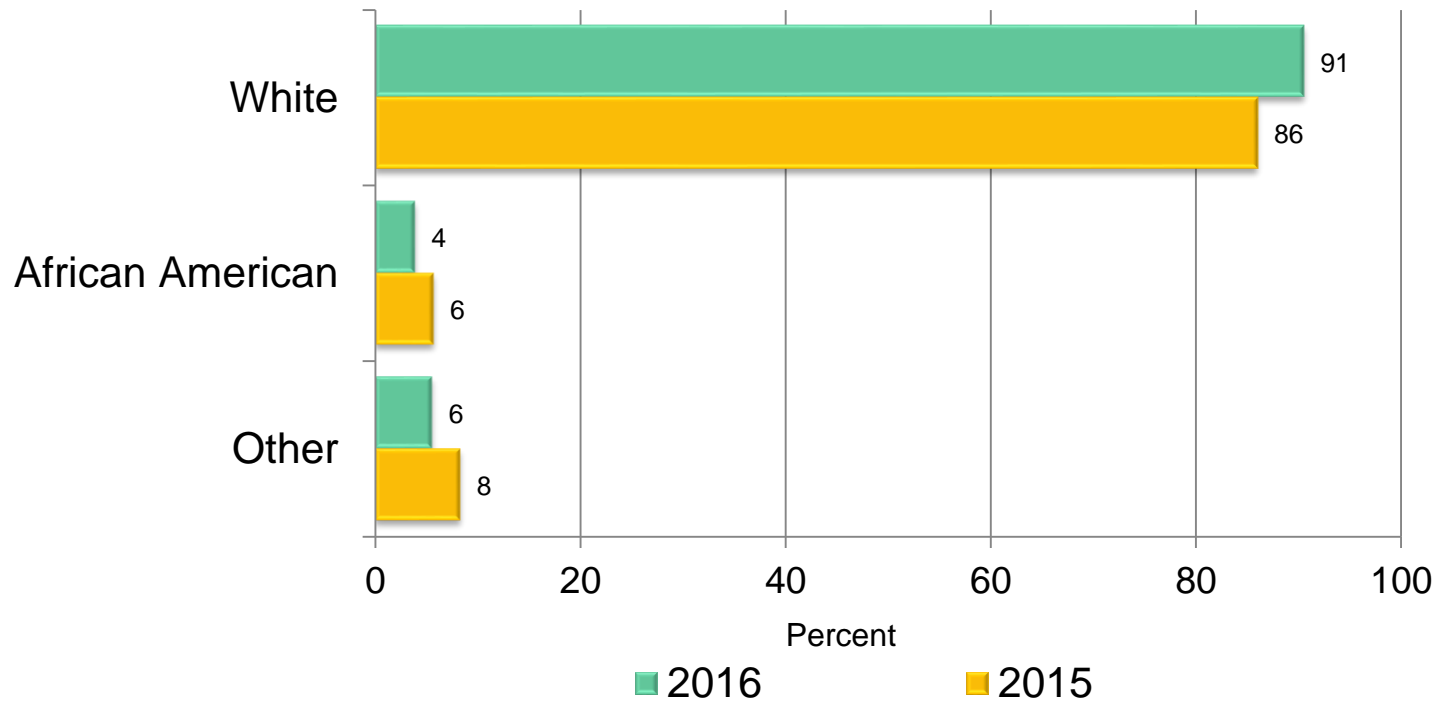
Race



Race

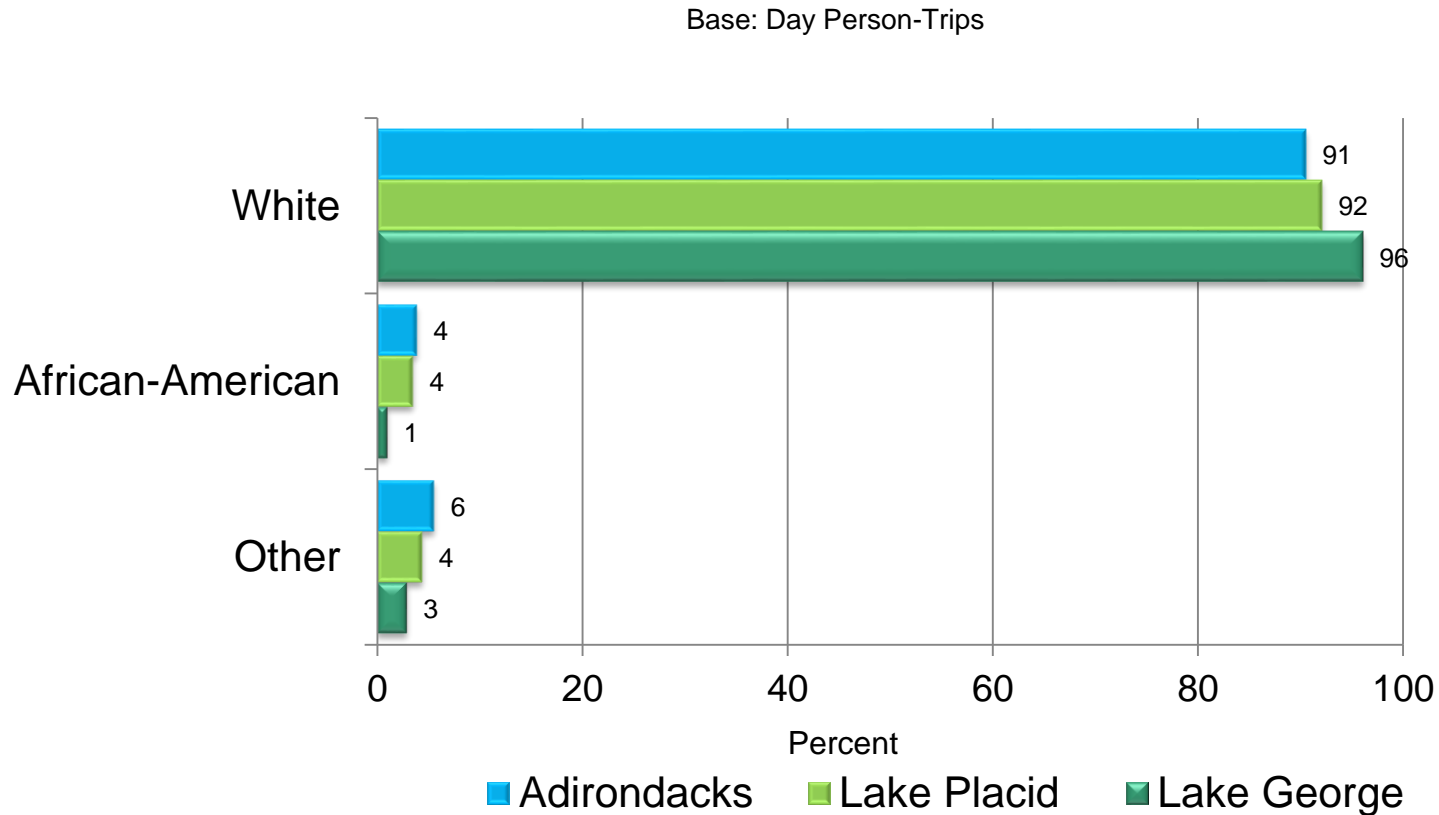
2016 vs. 2015

Base: Day Person-Trips to Adirondacks

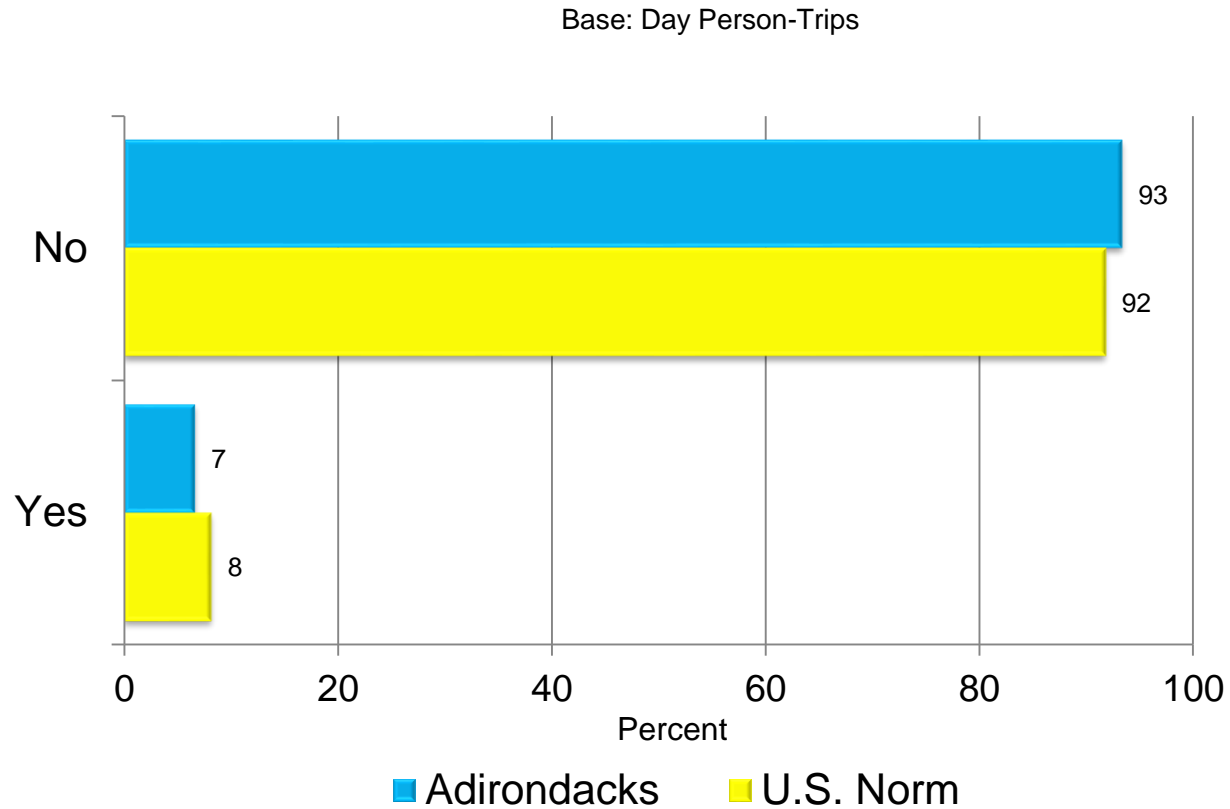


Race

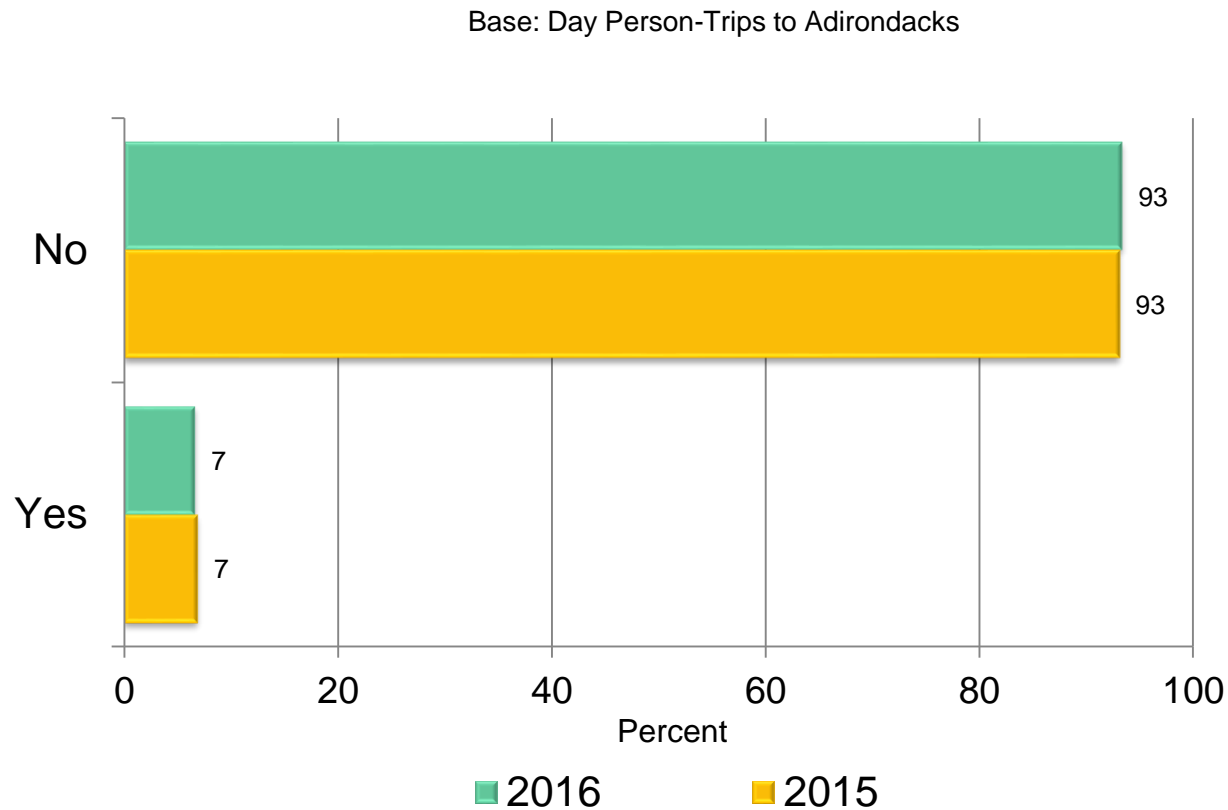
Adirondacks vs. Lake Placid vs. Lake George



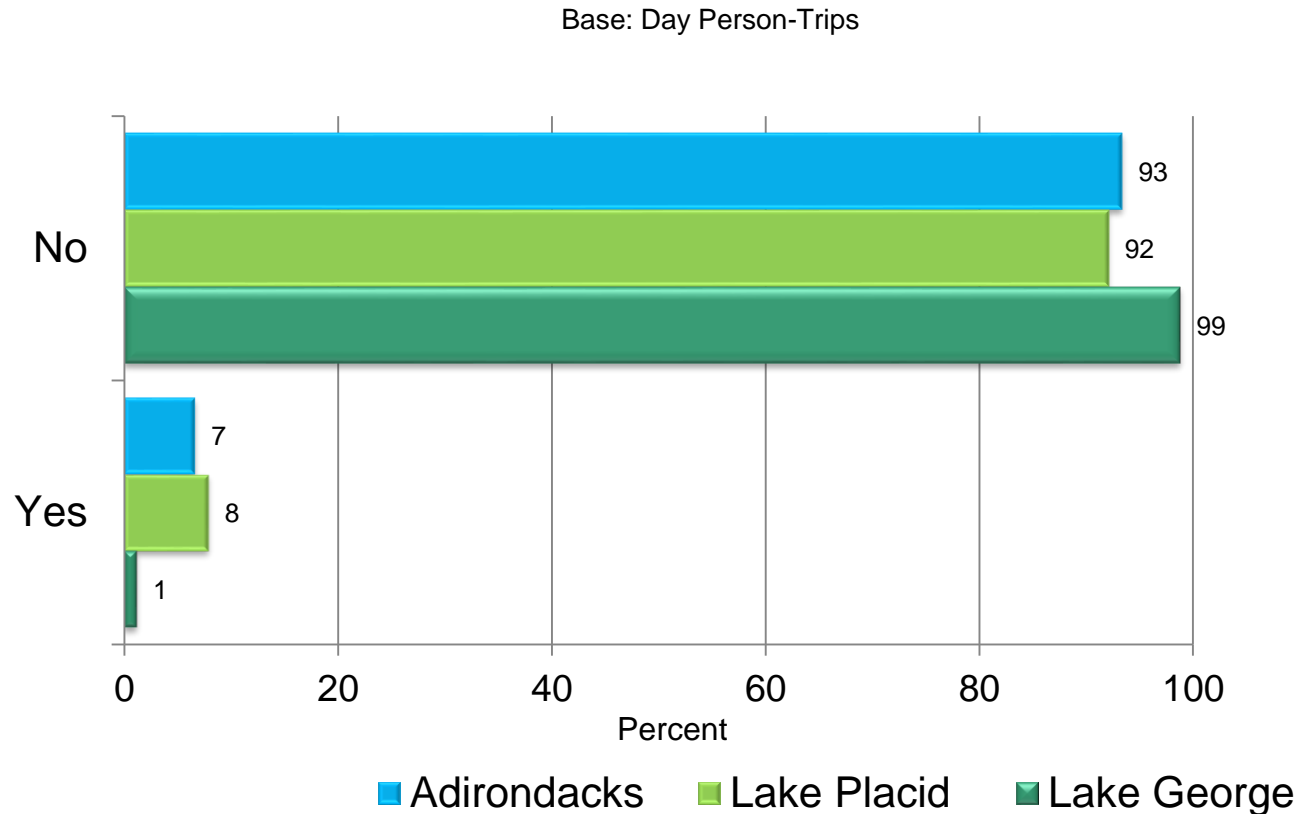
Hispanic Background



Hispanic Background 2016 vs. 2015



Hispanic Background Adirondacks vs. Lake Placid vs. Lake George



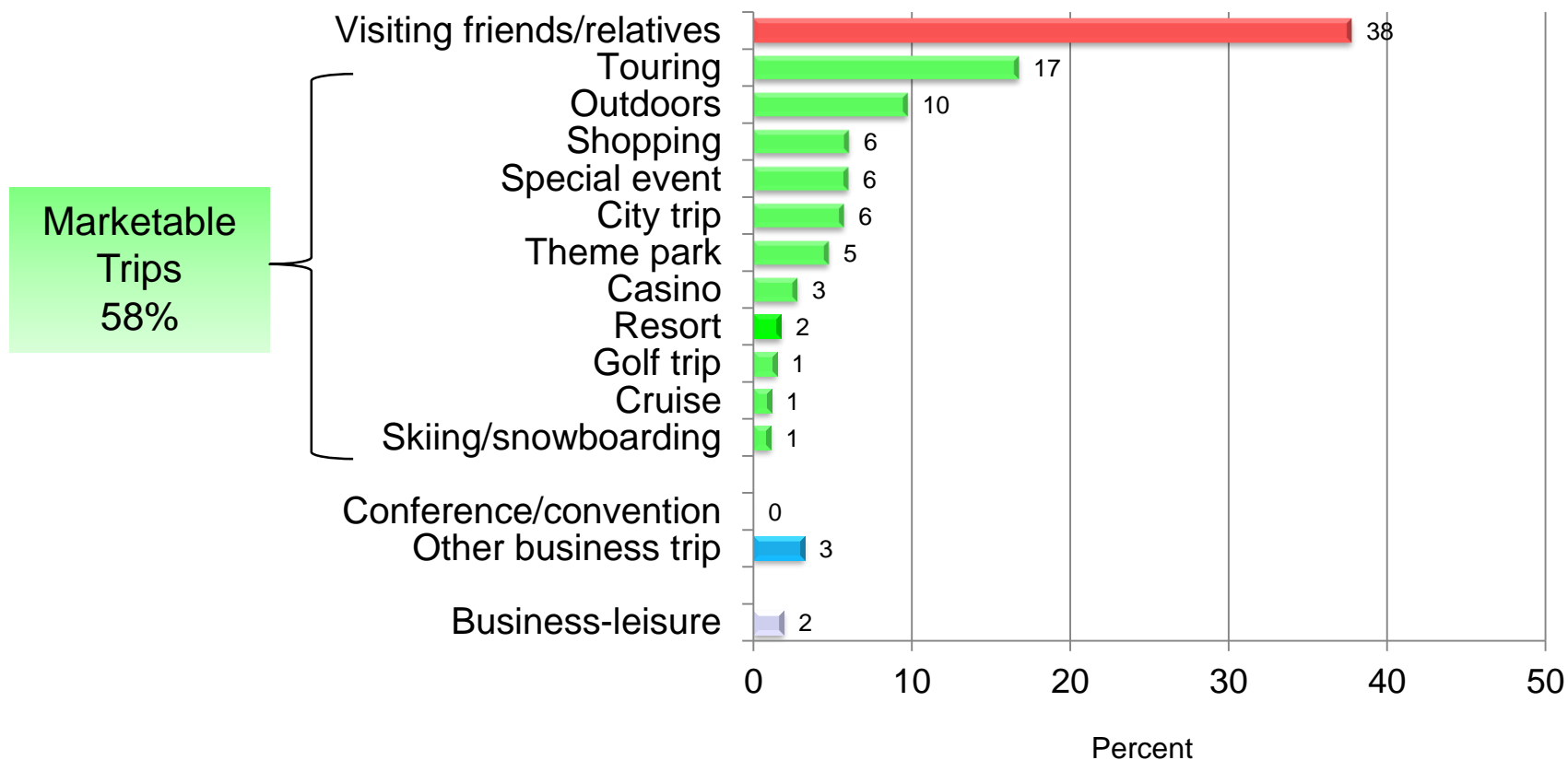


Day Trip Characteristics



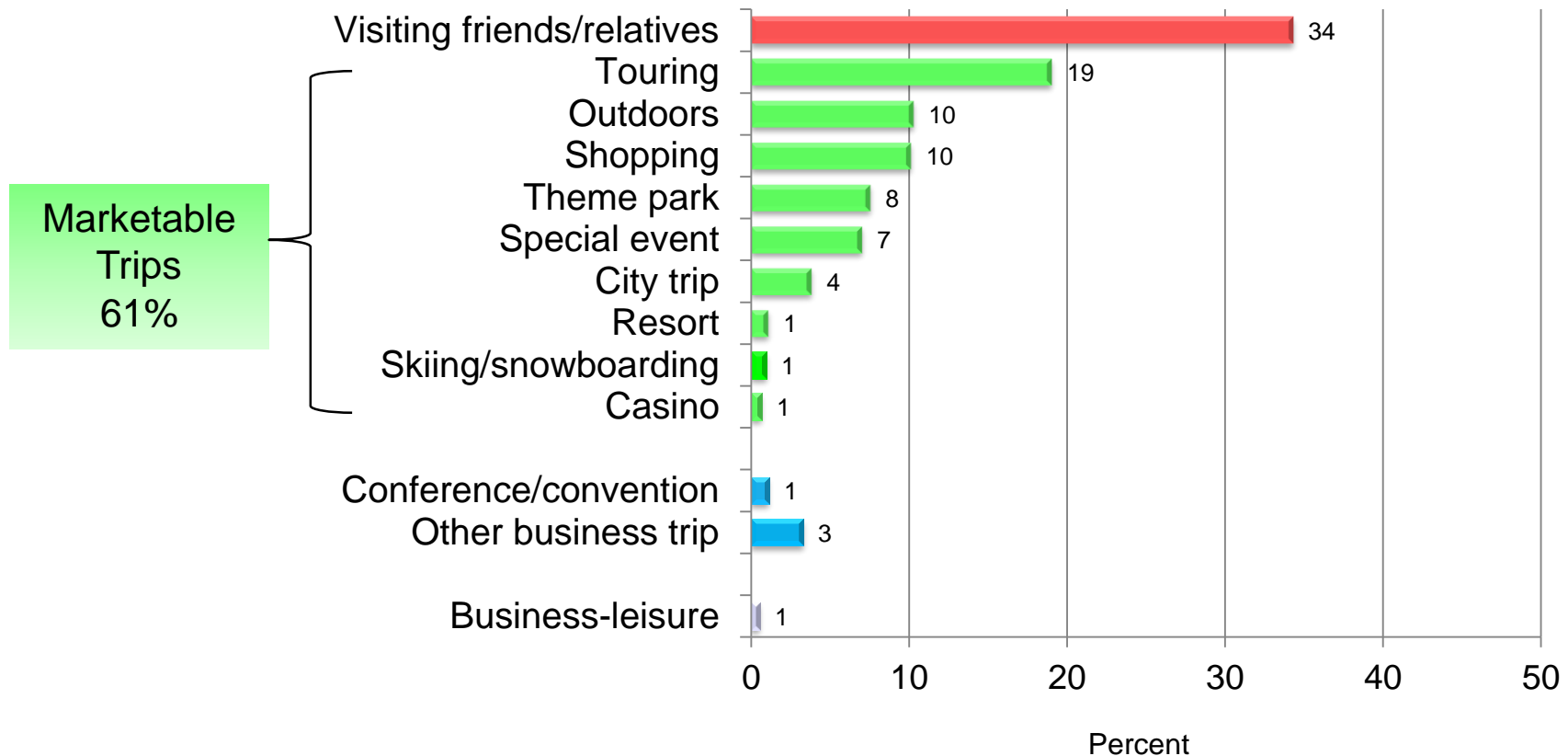
2016 Main Purpose of Trip

Base: Day Person-Trips to Adirondacks

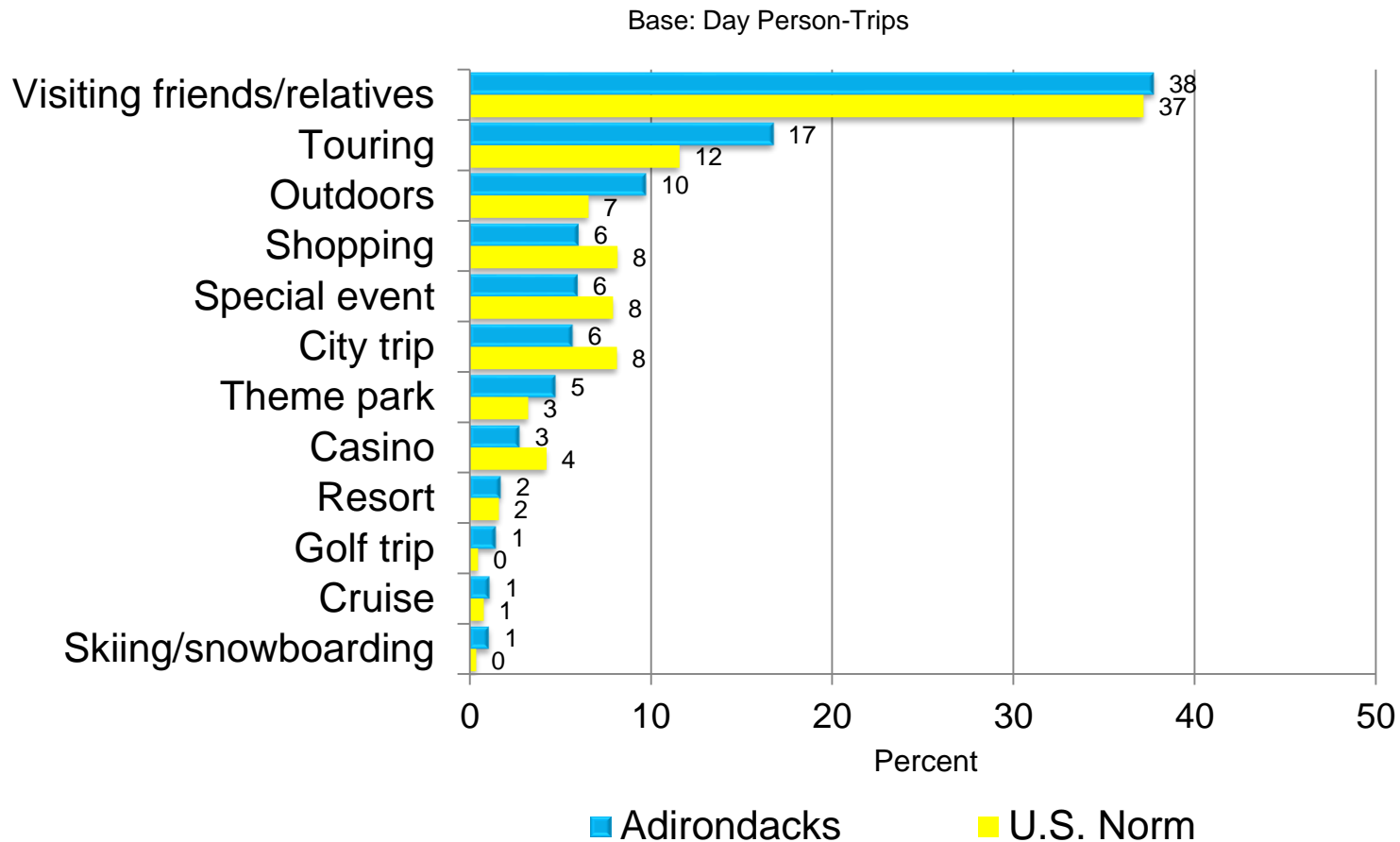


2015 Main Purpose of Trip

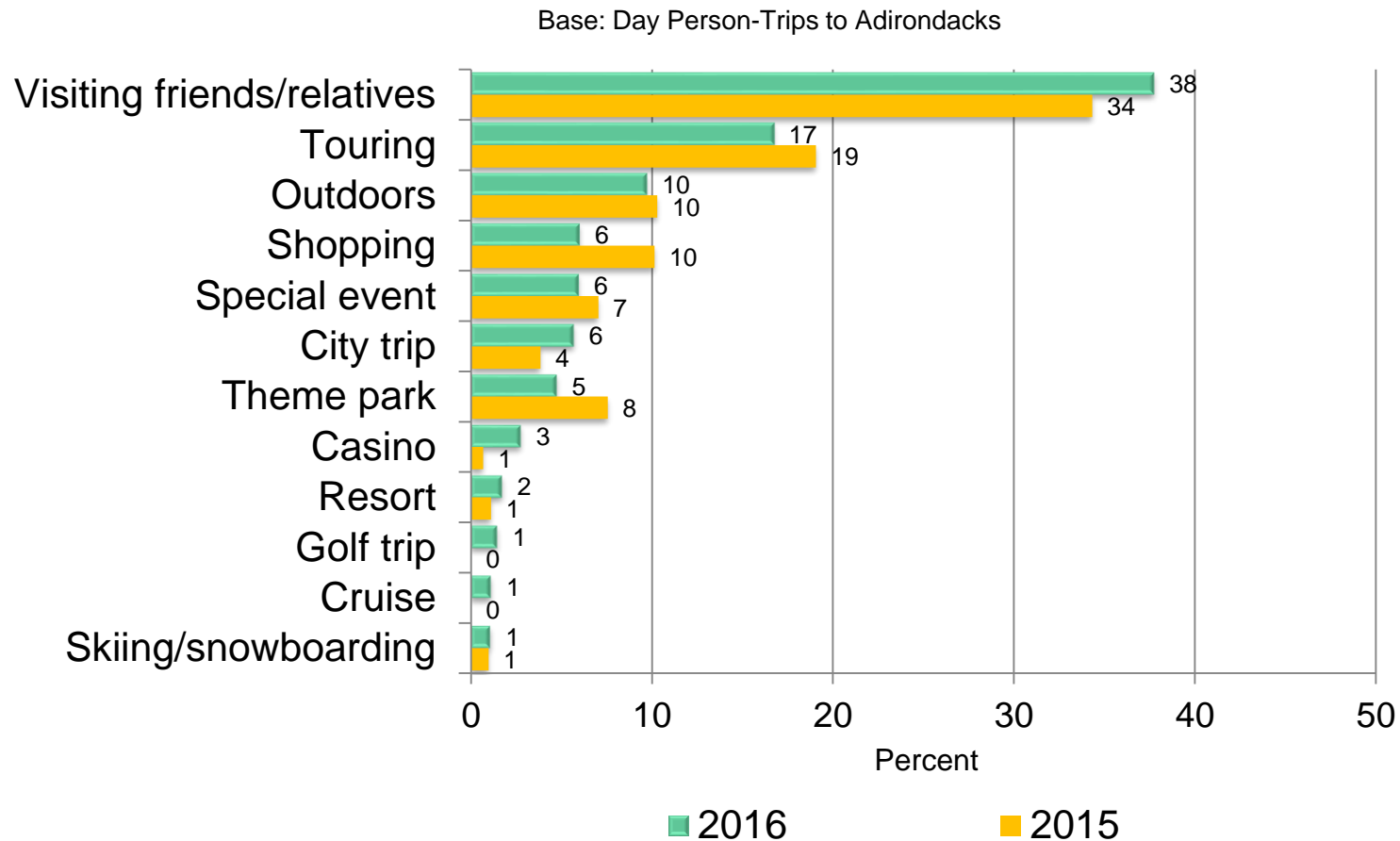
Base: Day Person-Trips to Adirondacks



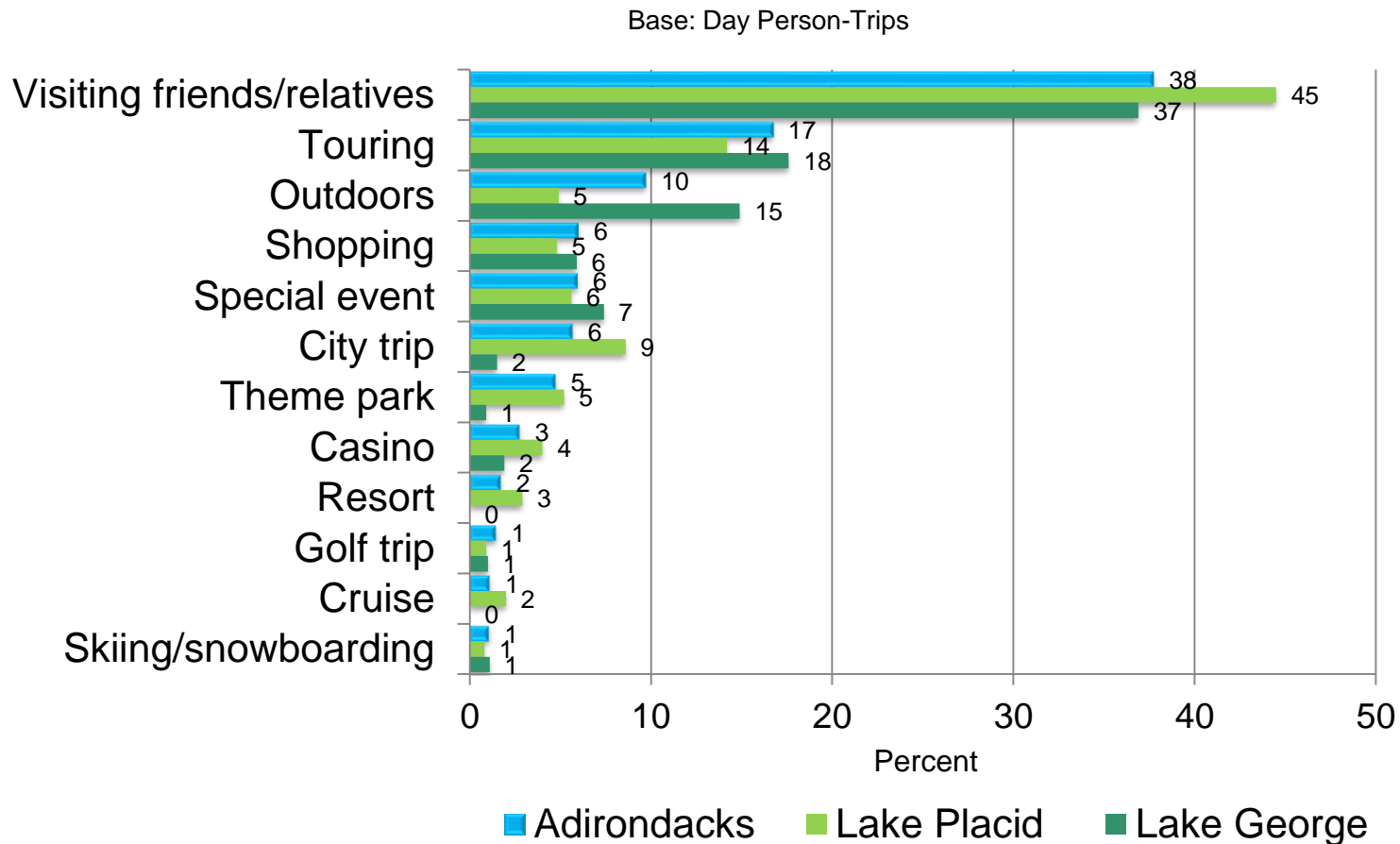
Main Purpose of Day Leisure Trip – Adirondacks vs. National Norm



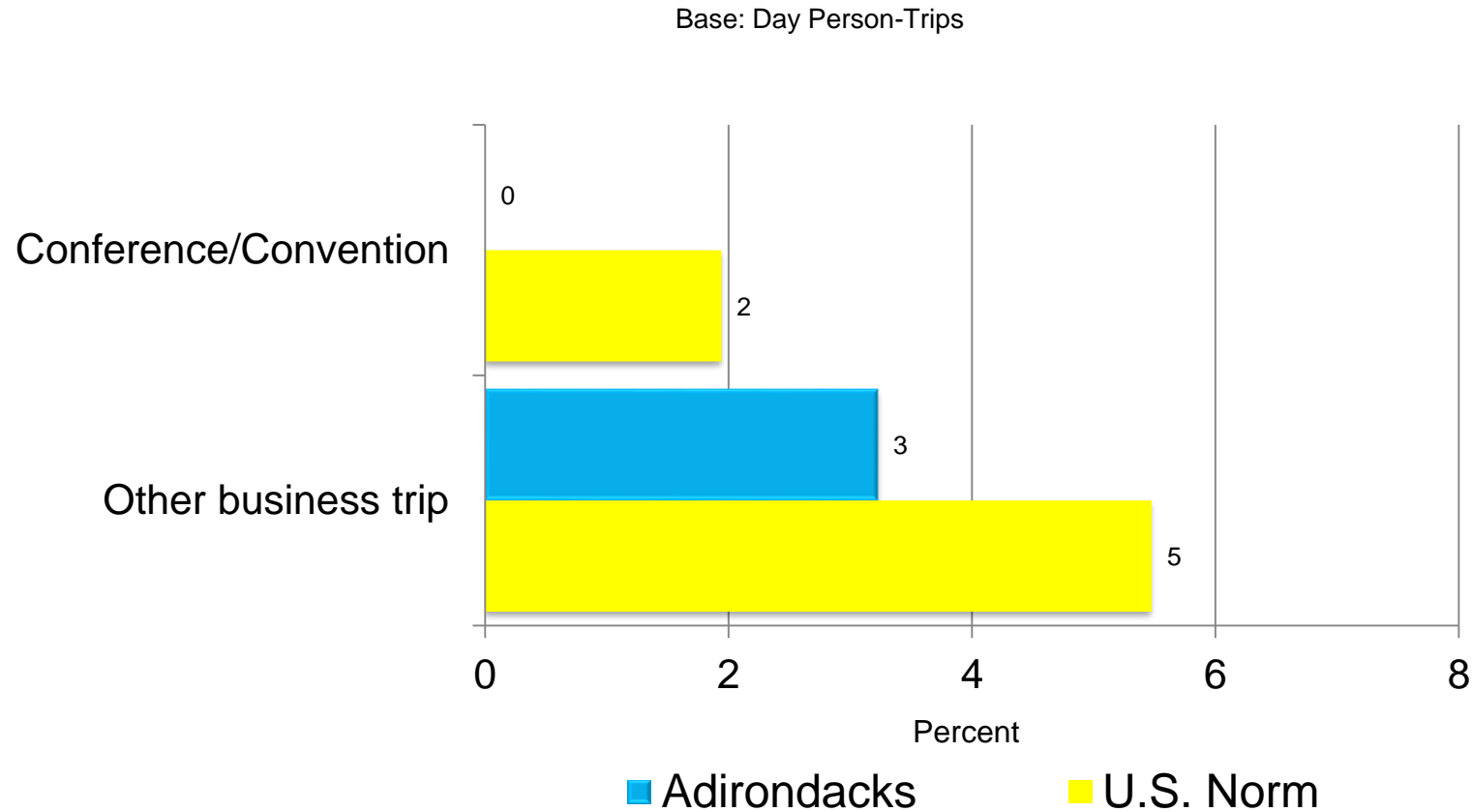
Main Purpose of Day Leisure Trip – 2016 vs. 2015



Main Purpose of Day Leisure Trip – Adirondacks vs. Lake Placid vs. Lake George

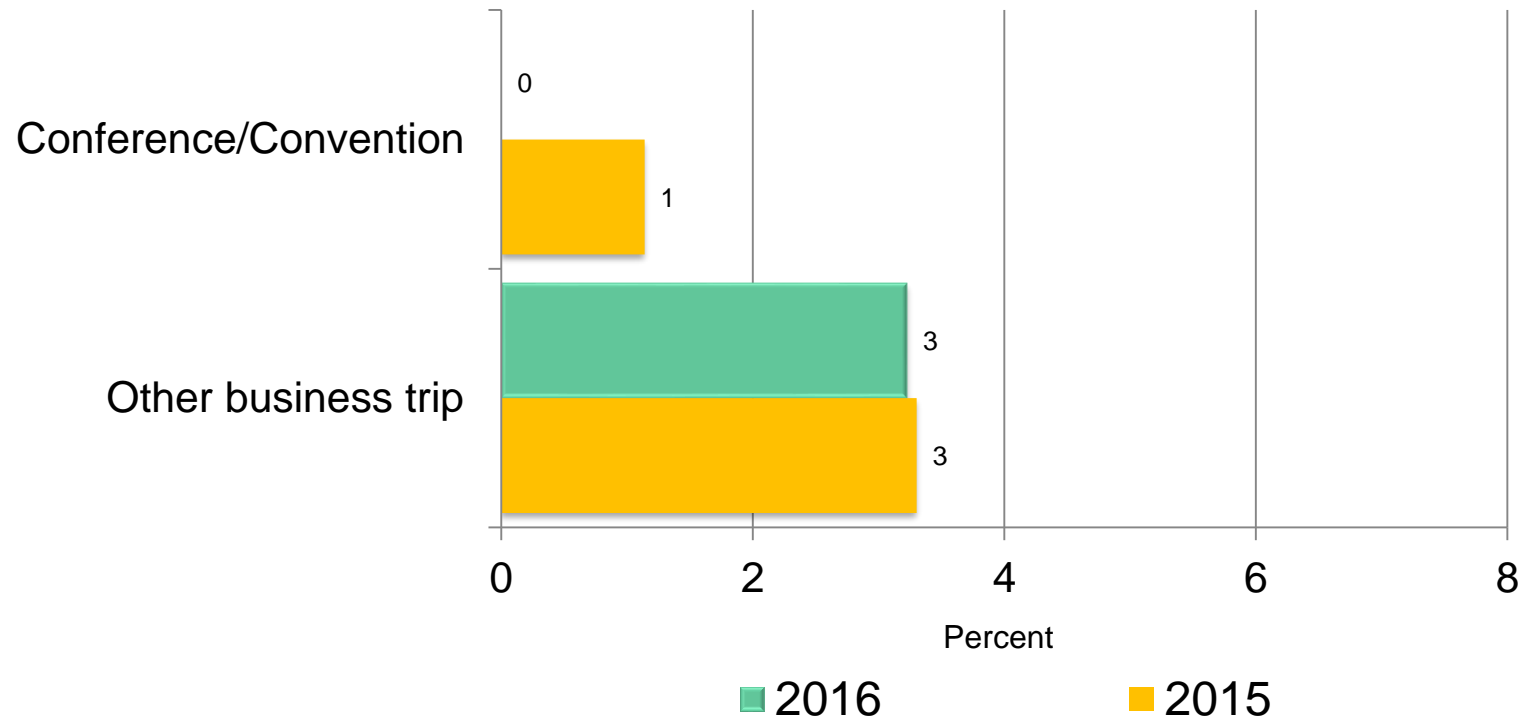


Main Purpose of Day Business Trip – Adirondacks vs. National Norm

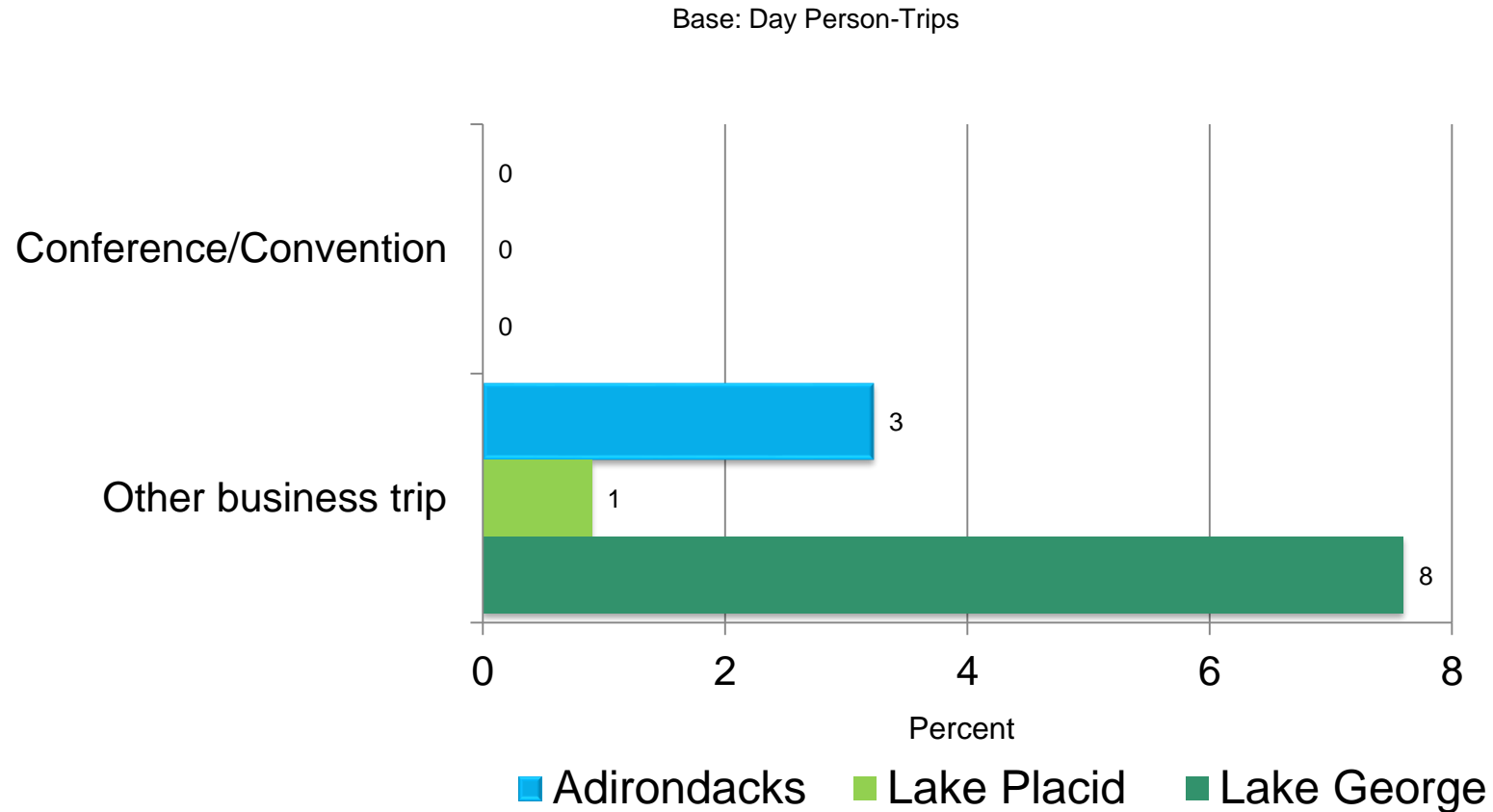


Main Purpose of Day Business Trip — 2016 vs. 2015

Base: Day Person-Trips to Adirondacks

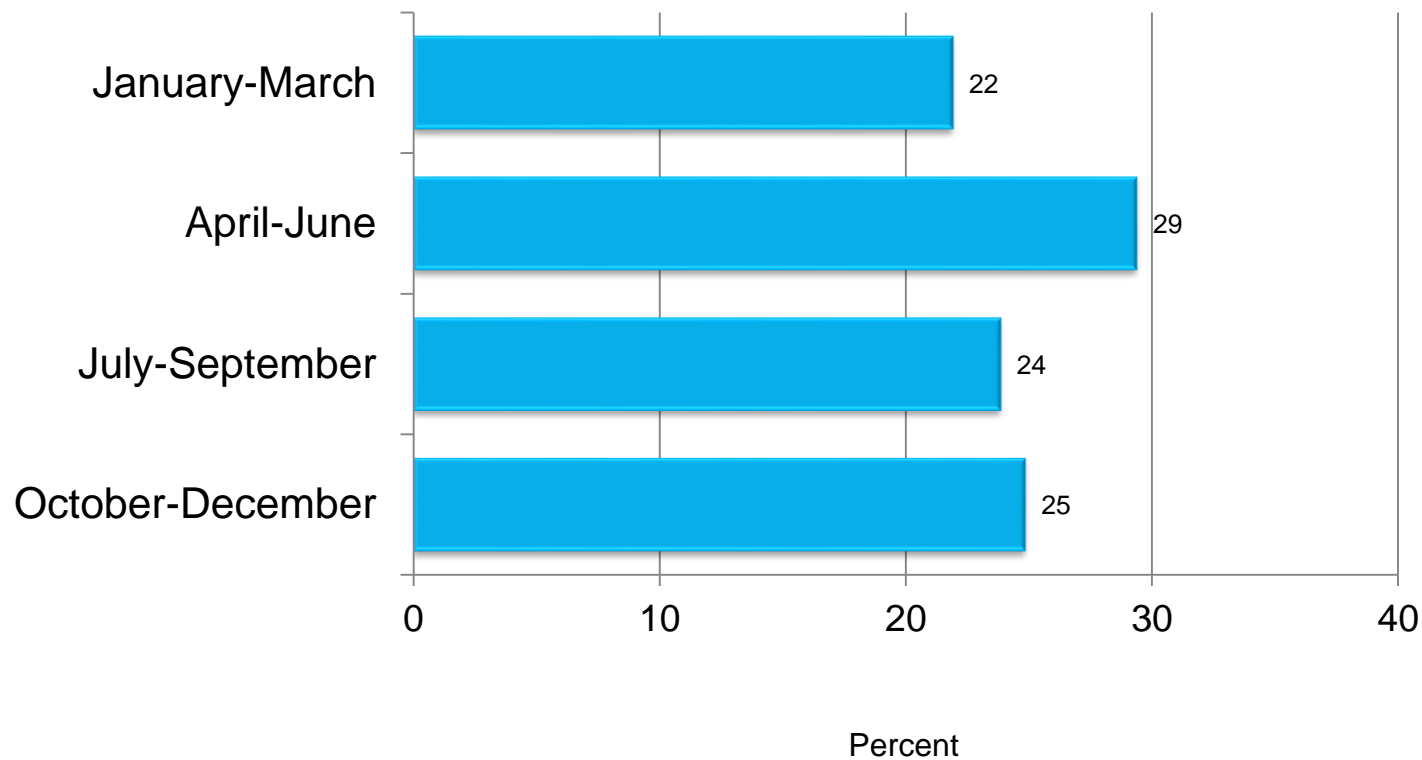


Main Purpose of Day Business Trip – Adirondacks vs. Lake Placid vs. Lake George

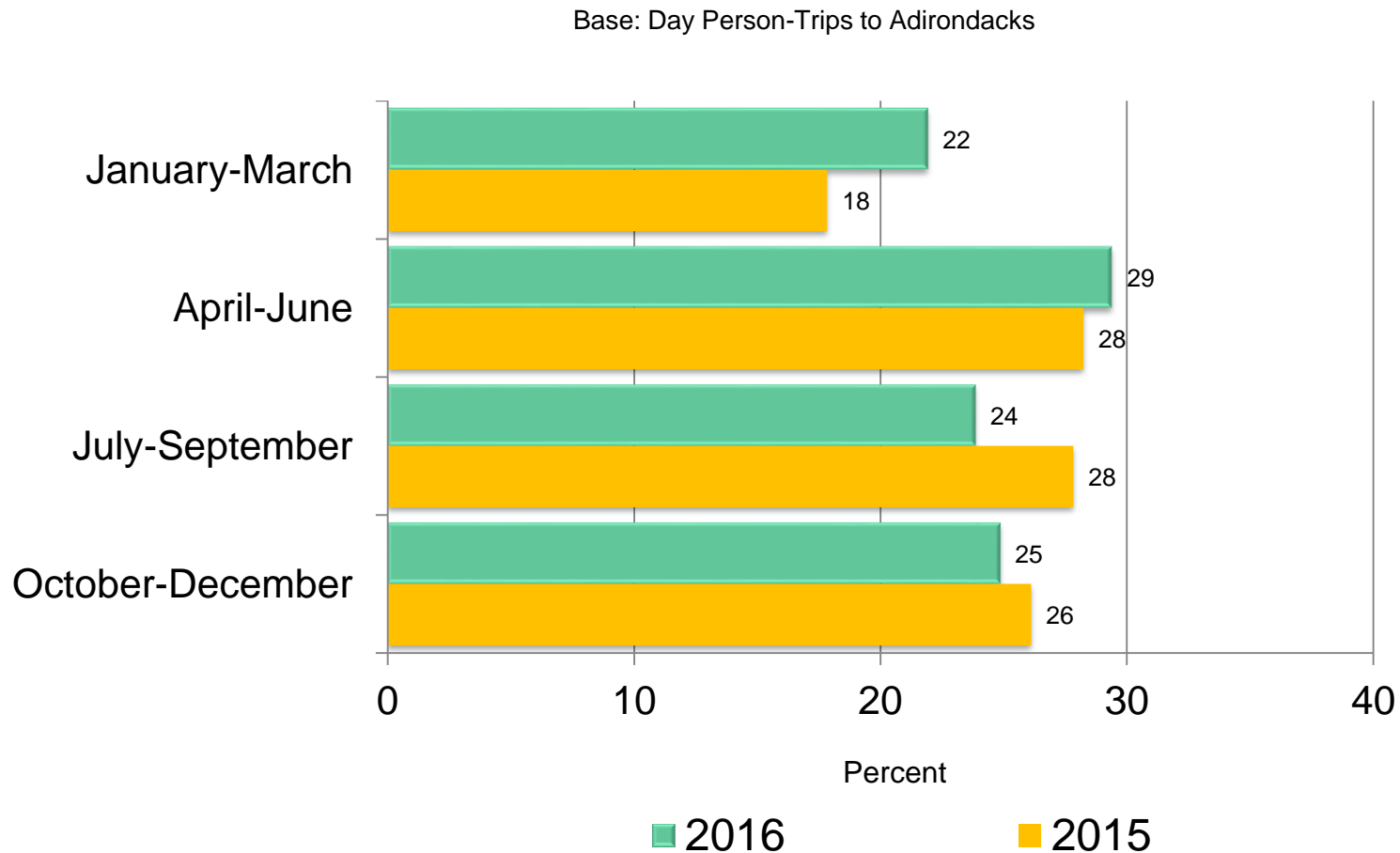


Season of Trip

Base: Day Person-Trips to Adirondacks

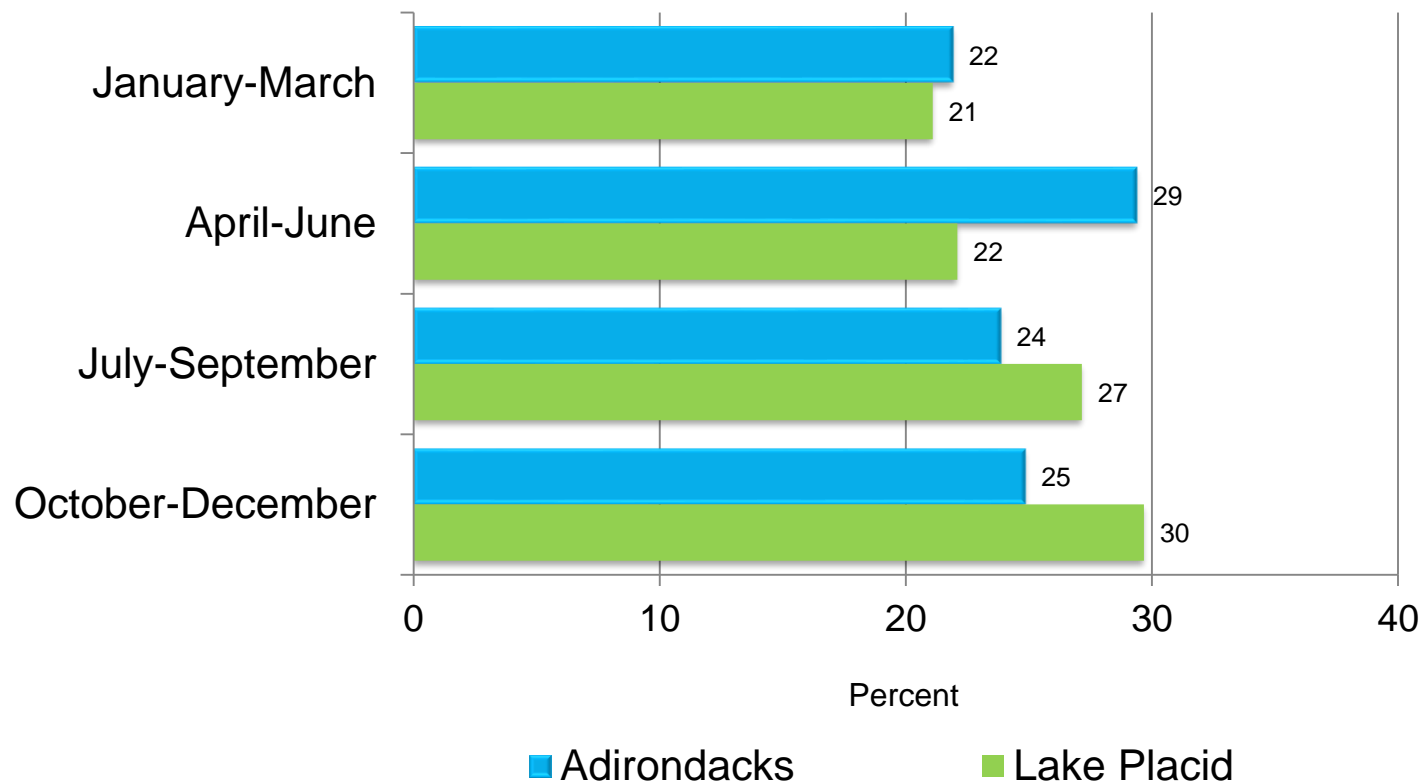


Season of Trip 2016 vs. 2015

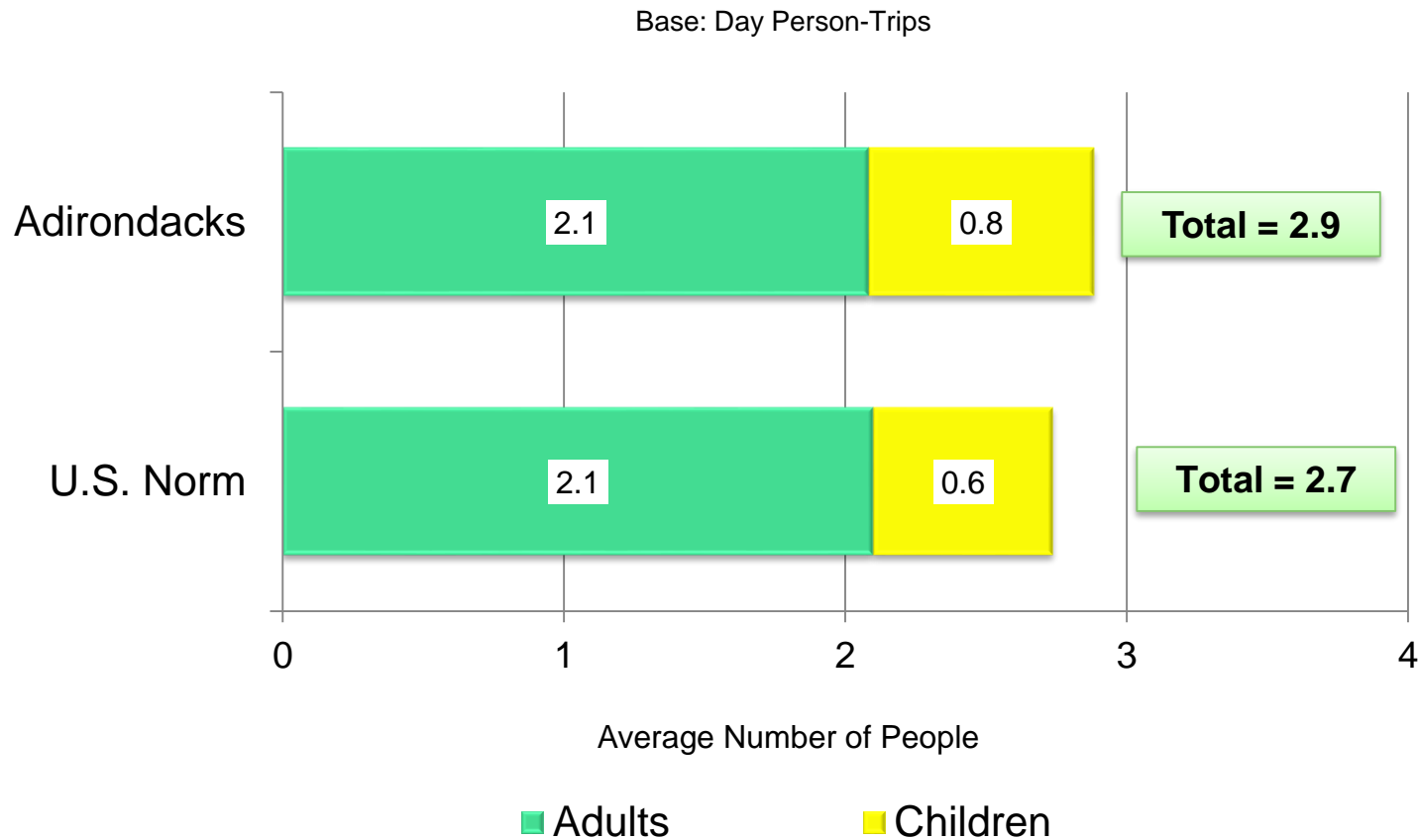


Season of Trip Adirondacks vs. Lake Placid

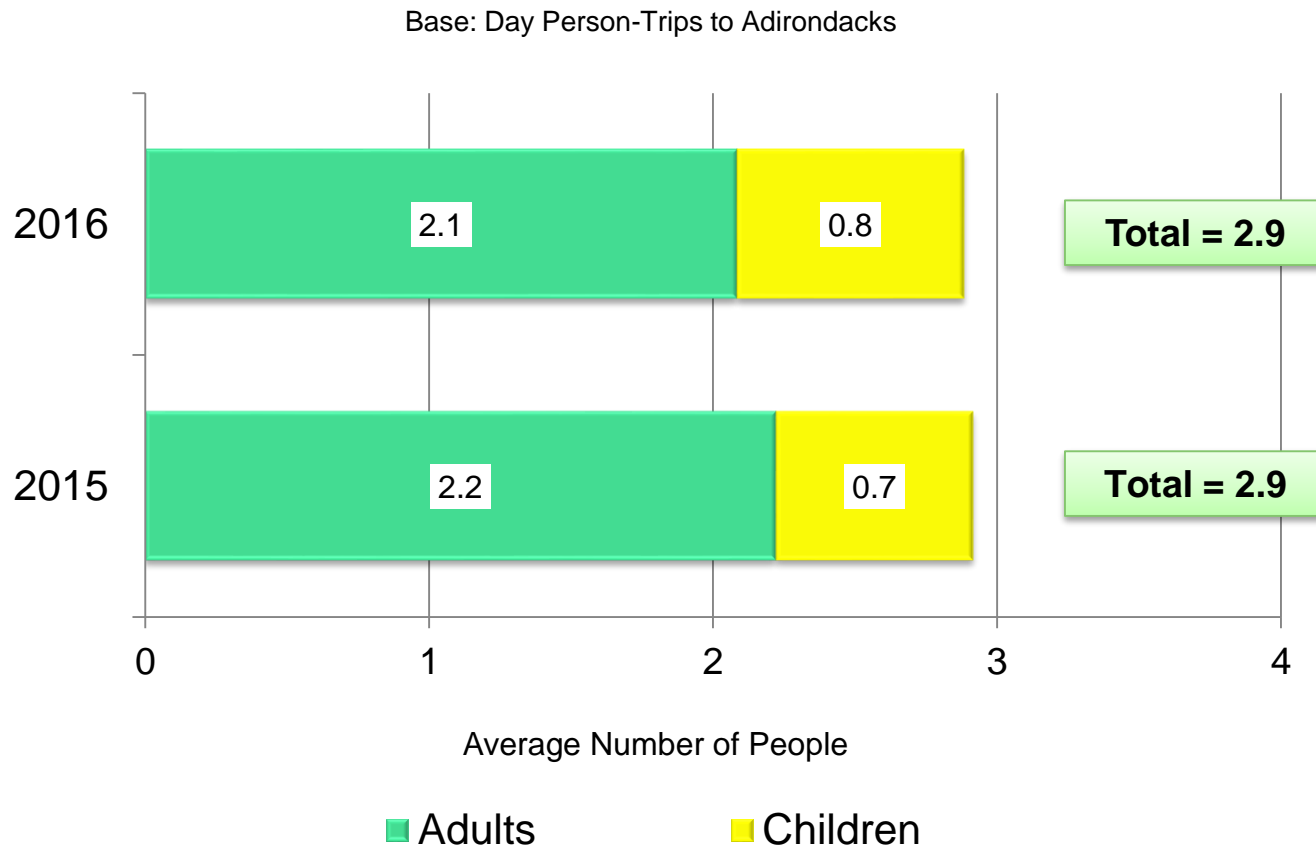
Base: Day Person-Trips to Adirondacks



Size of Travel Party

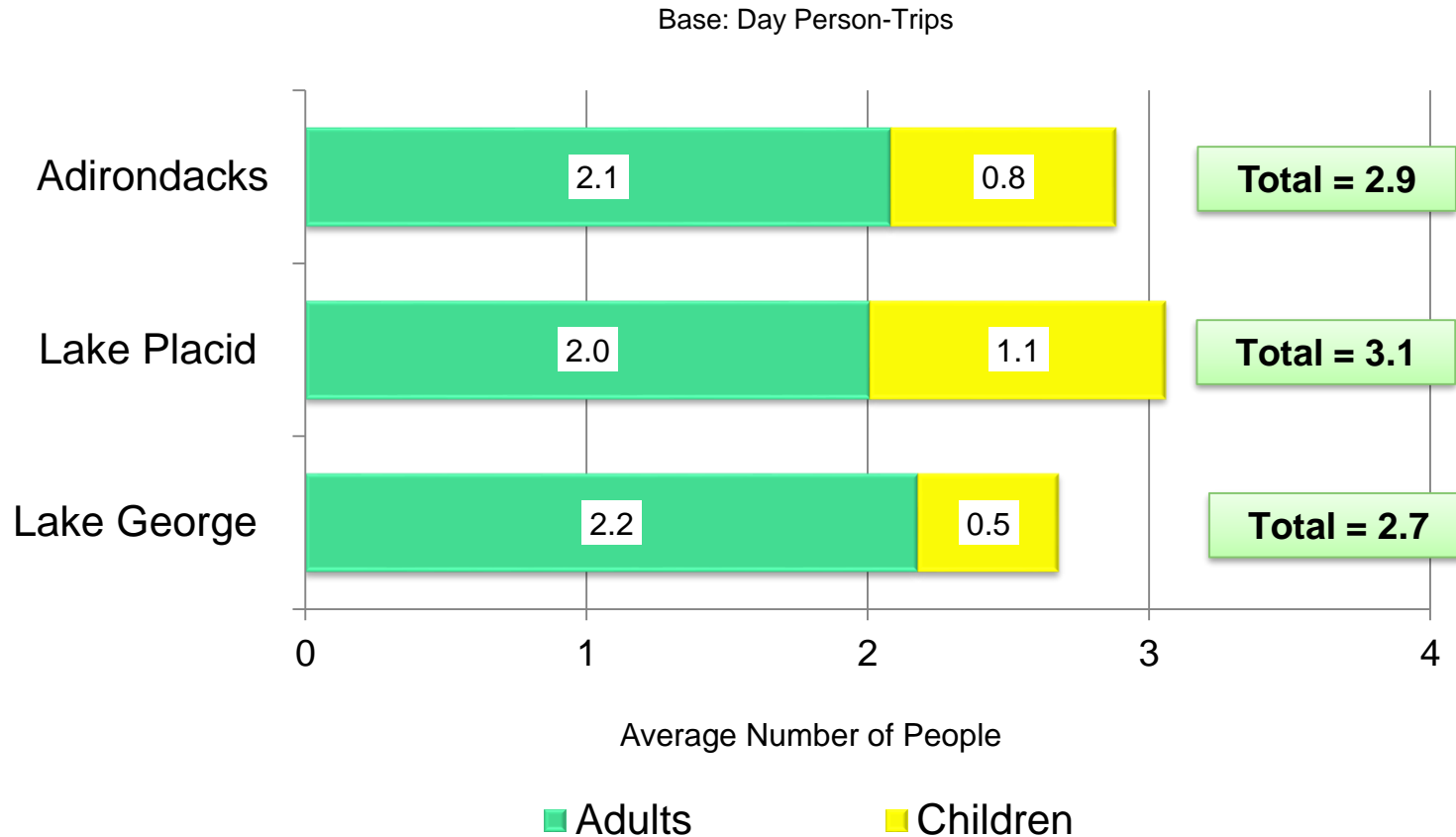


Size of Travel Party 2016 vs. 2015



Size of Travel Party

Adirondacks vs. Lake Placid vs. Lake George

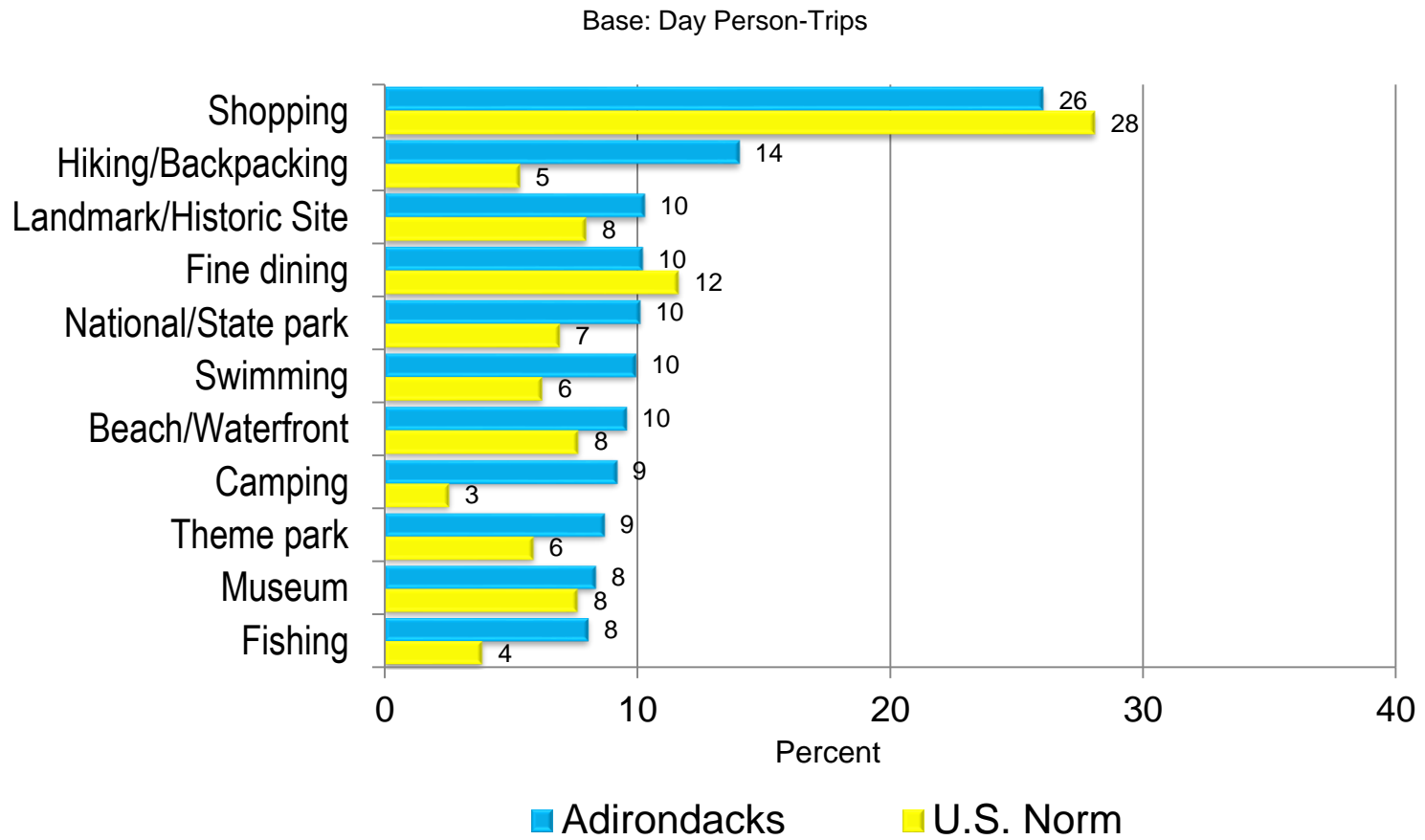




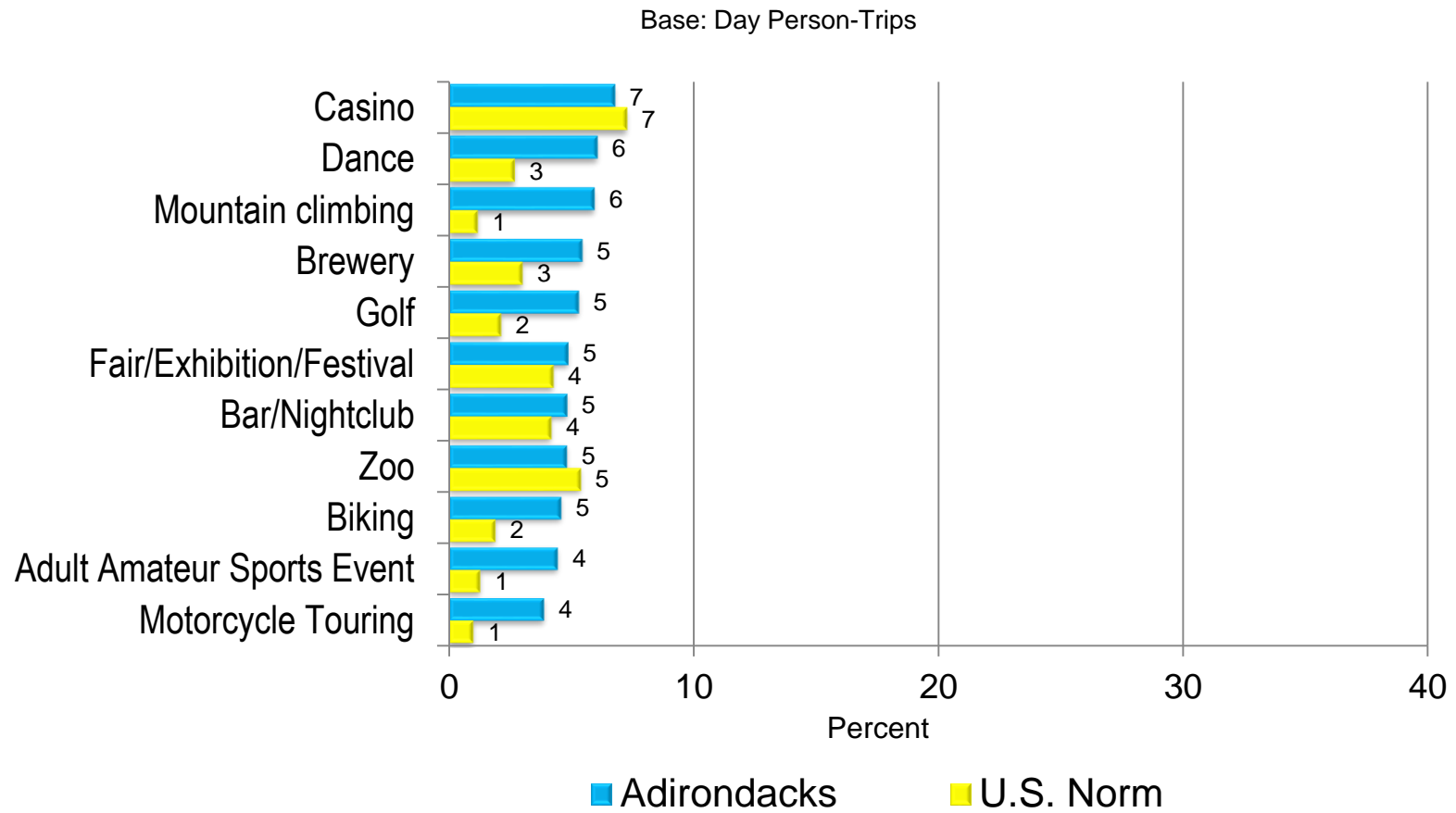
Day Trip Experiences



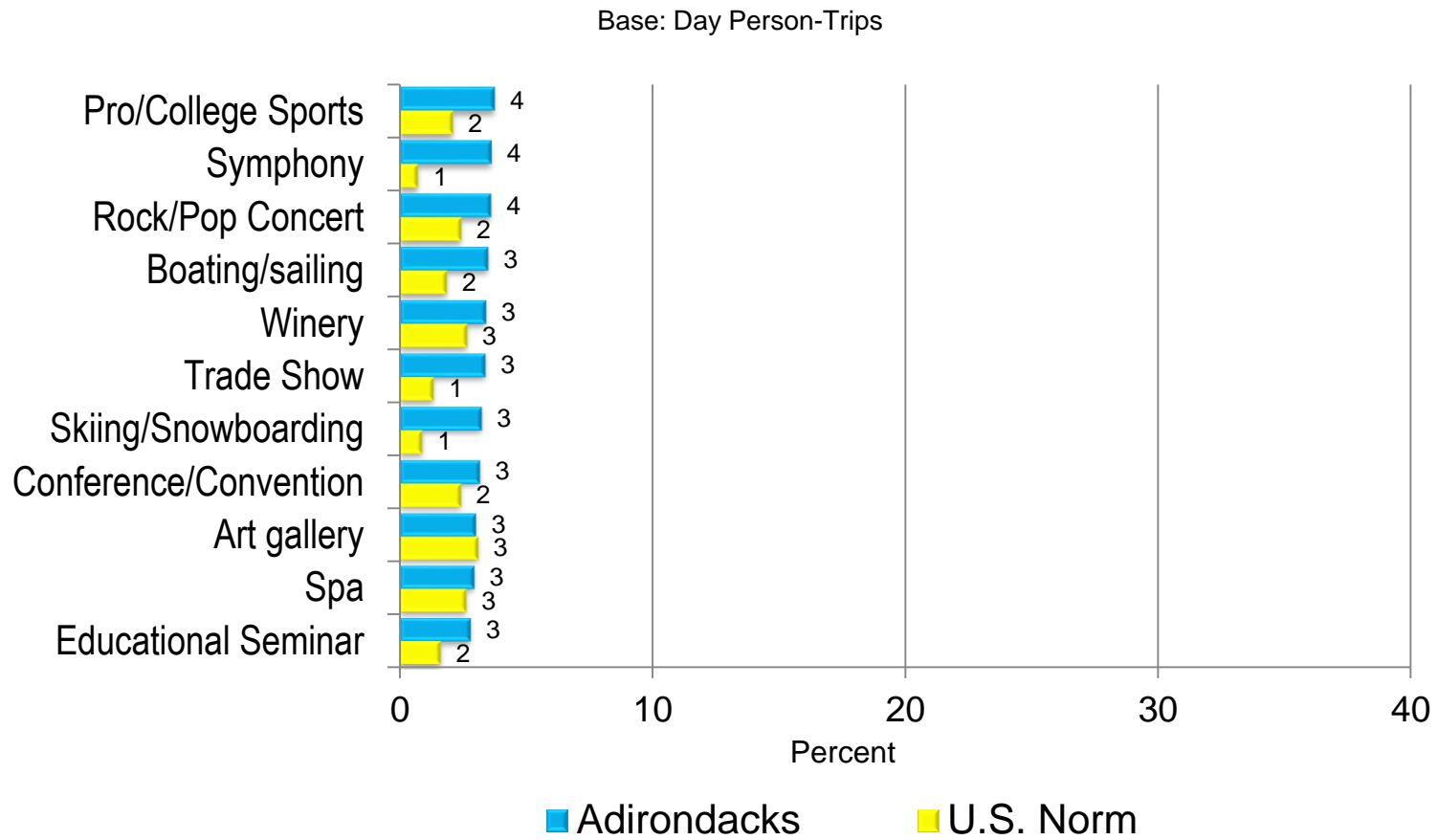
Activities and Experiences



Activities and Experiences (Cont'd)

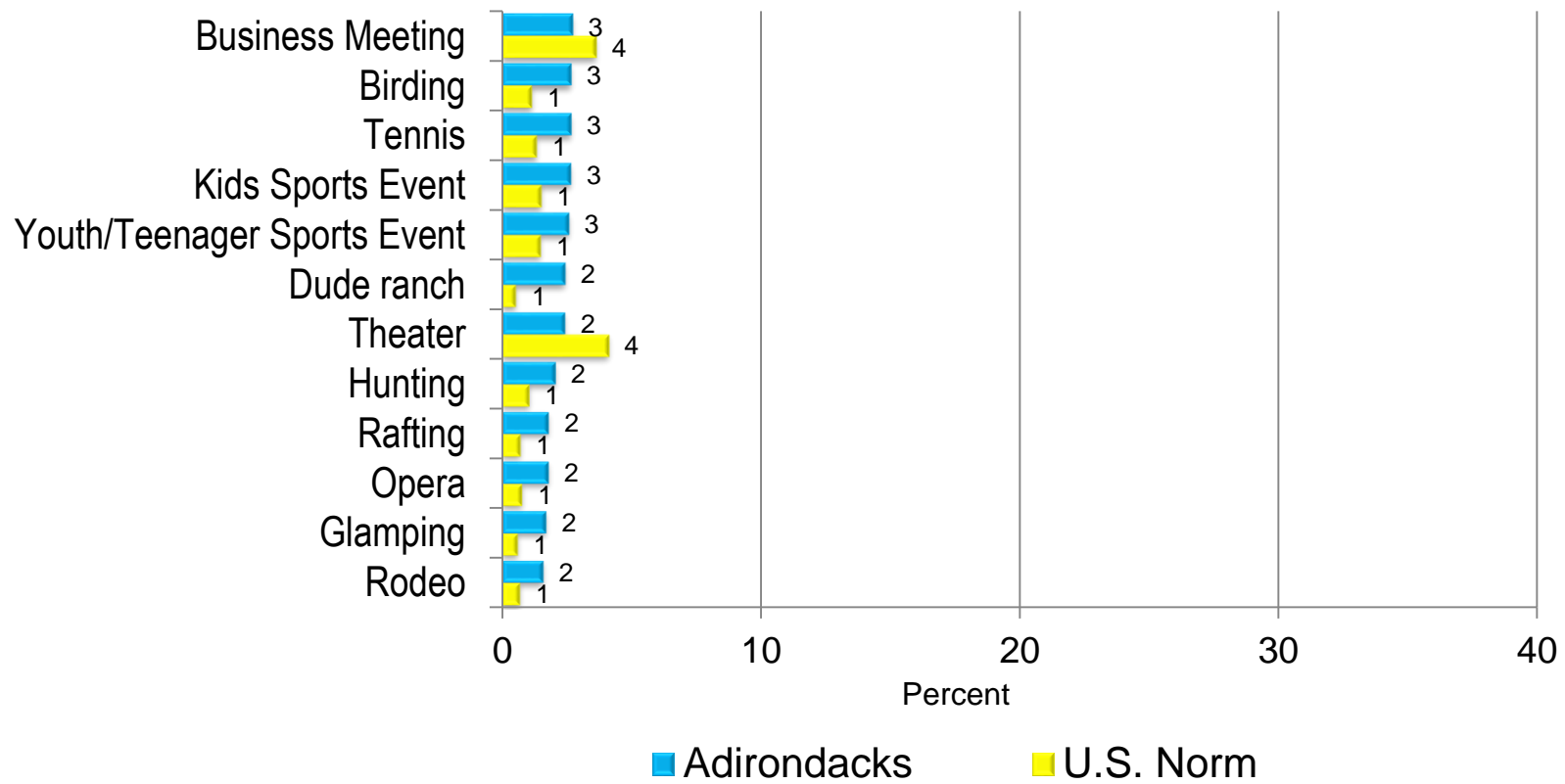


Activities and Experiences (Cont'd)

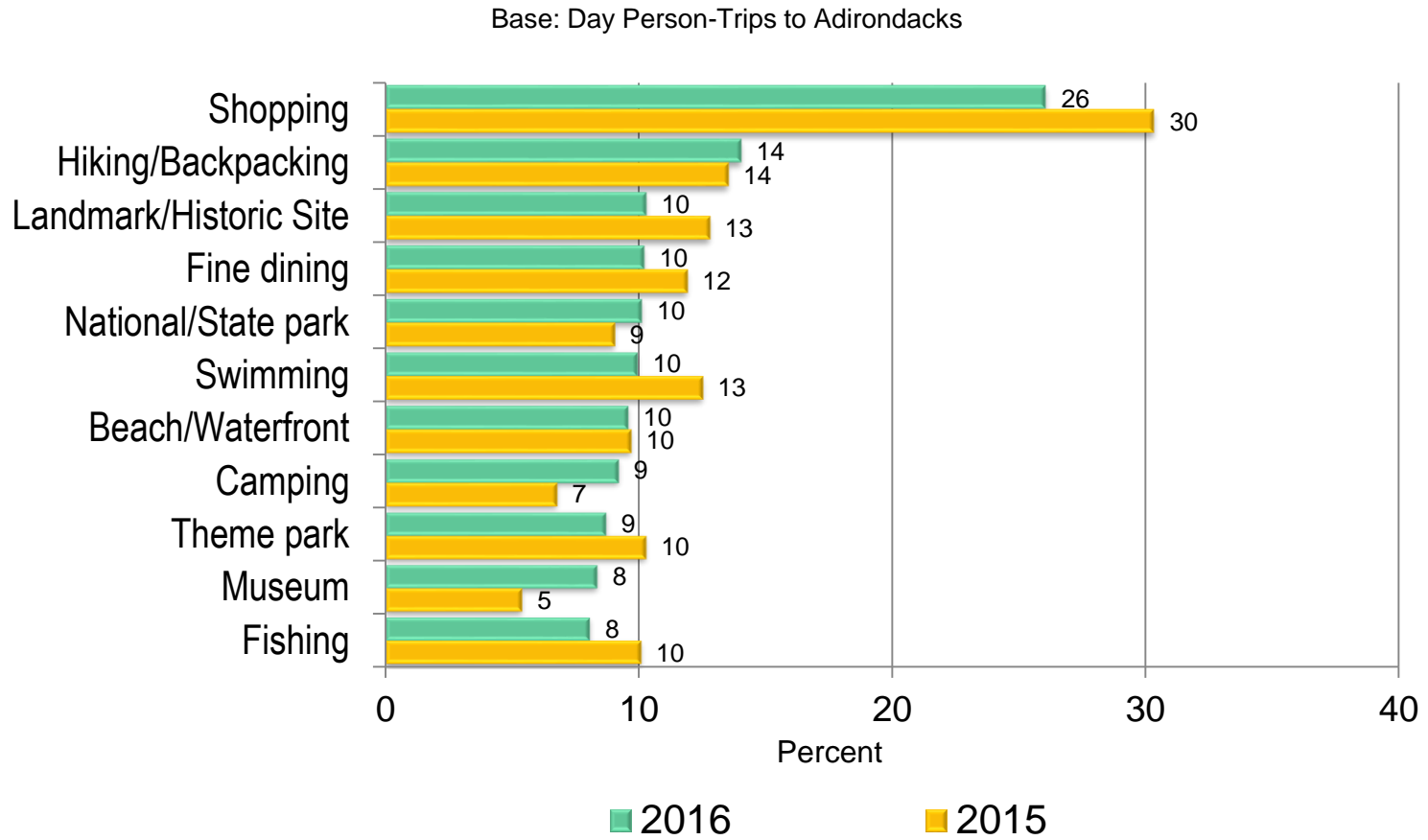


Activities and Experiences (Cont'd)

Base: Day Person-Trips

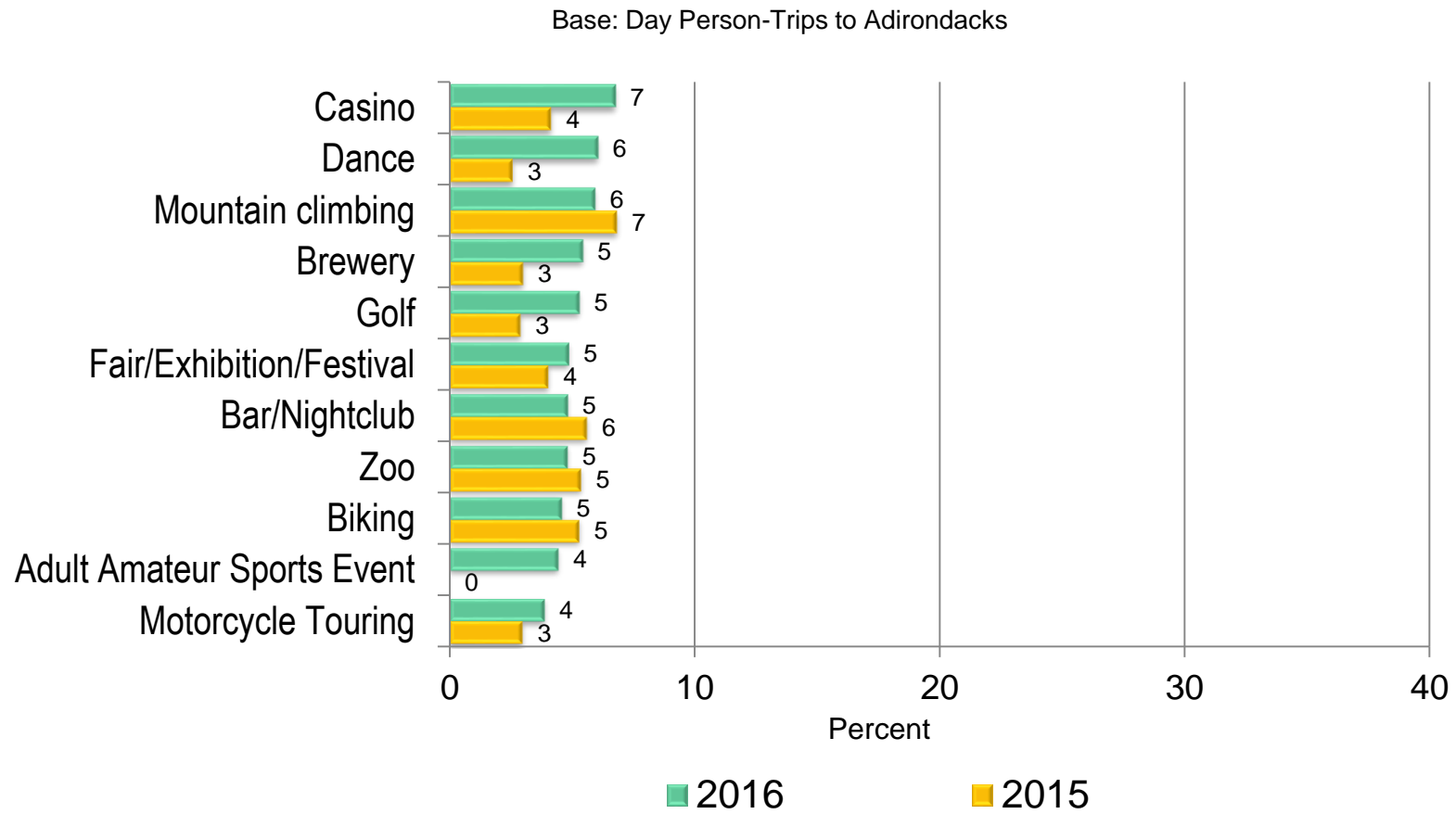


Activities and Experiences 2016 vs. 2015



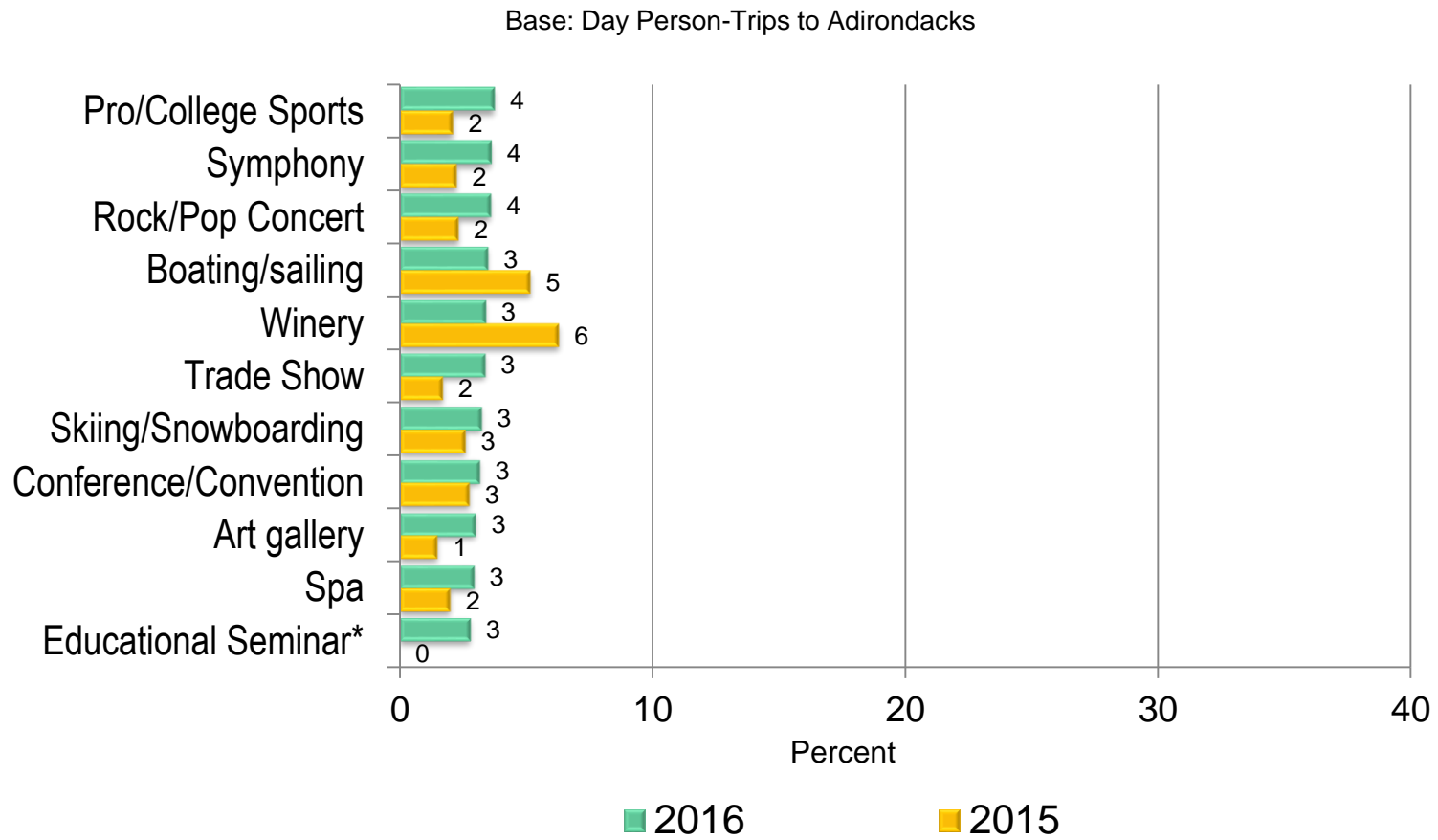
Activities and Experiences (Cont'd)

2016 vs. 2015



Activities and Experiences (Cont'd)

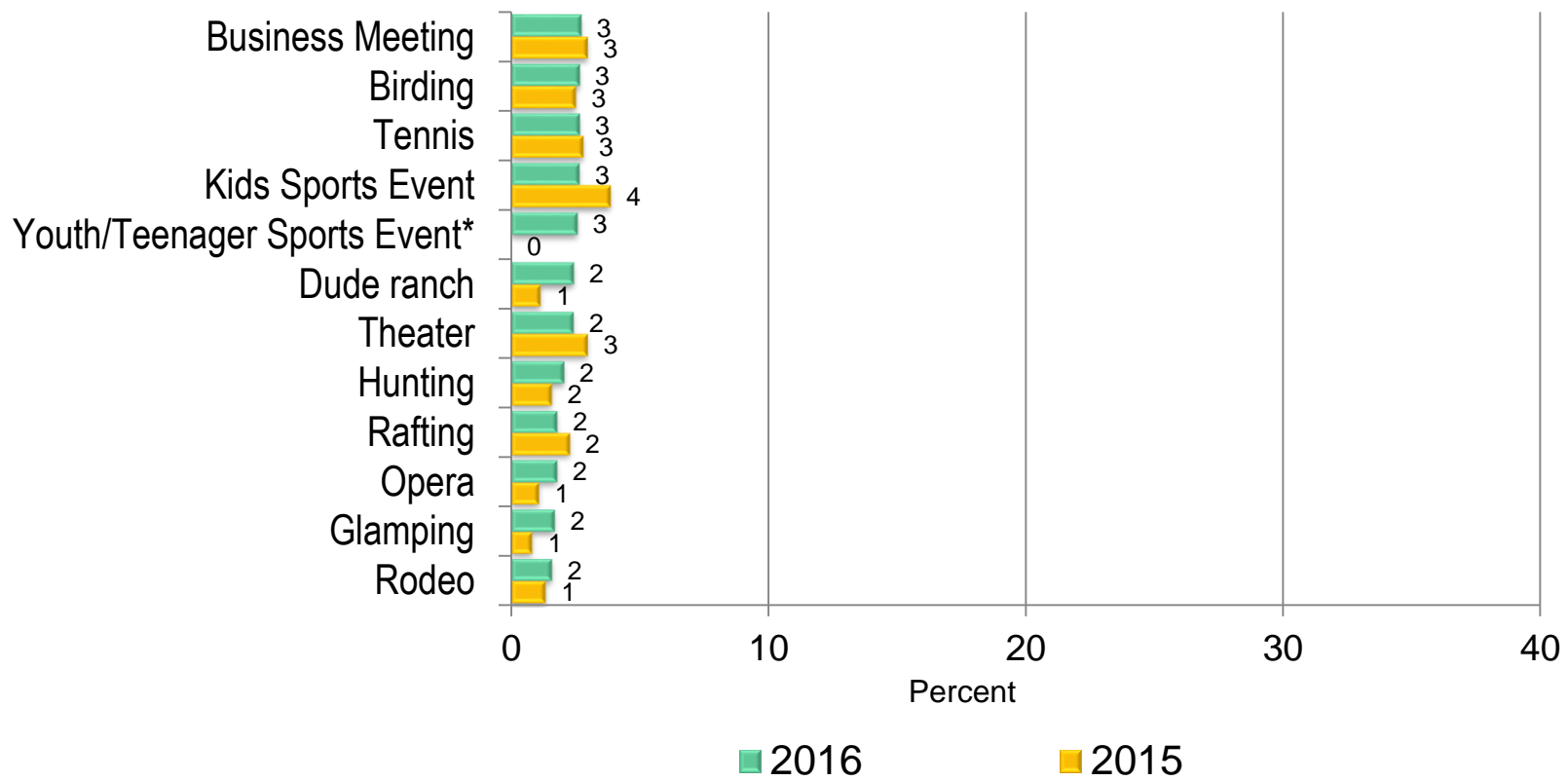
2016 vs. 2015



Activities and Experiences (Cont'd)

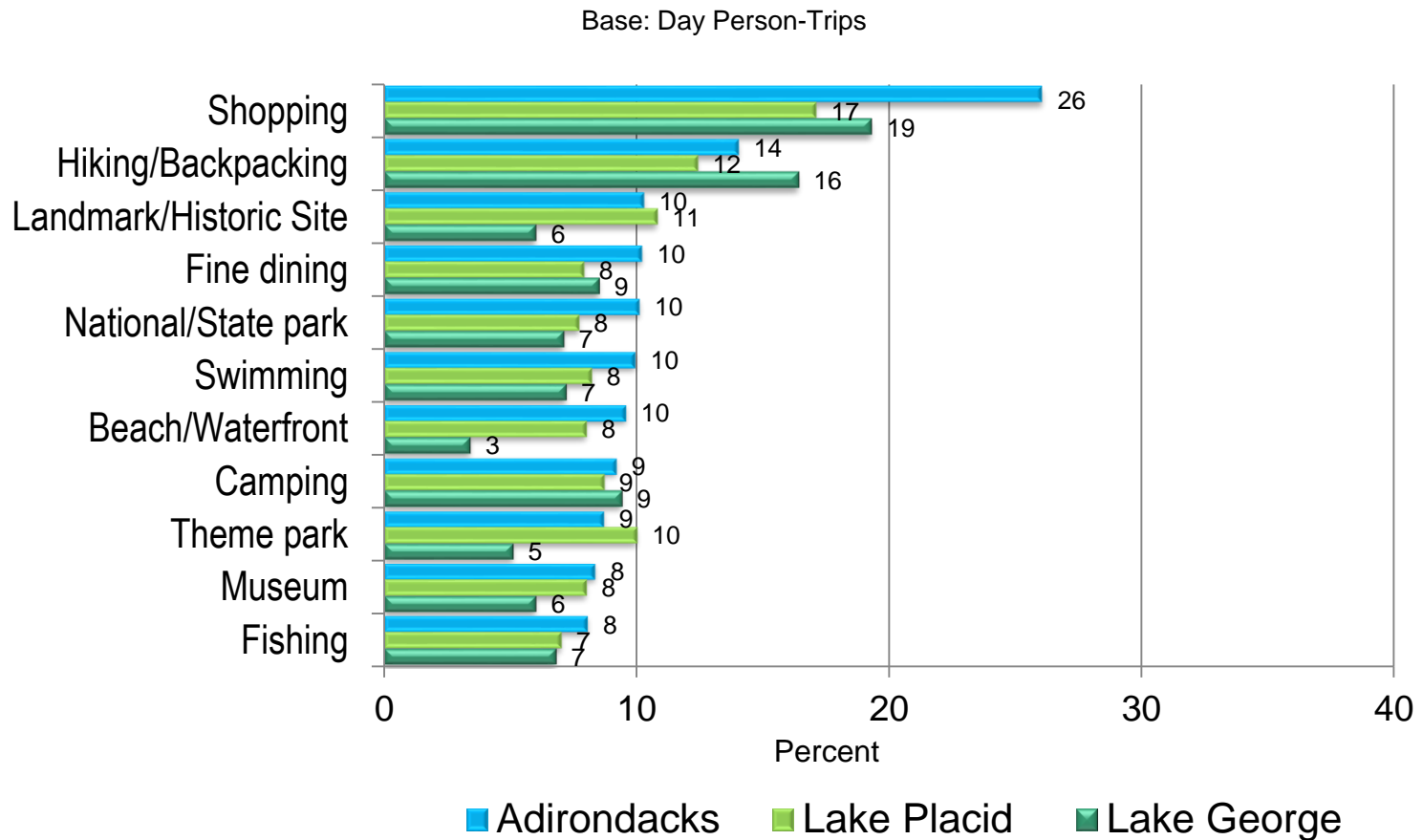
2016 vs. 2015

Base: Day Person-Trips to Adirondacks



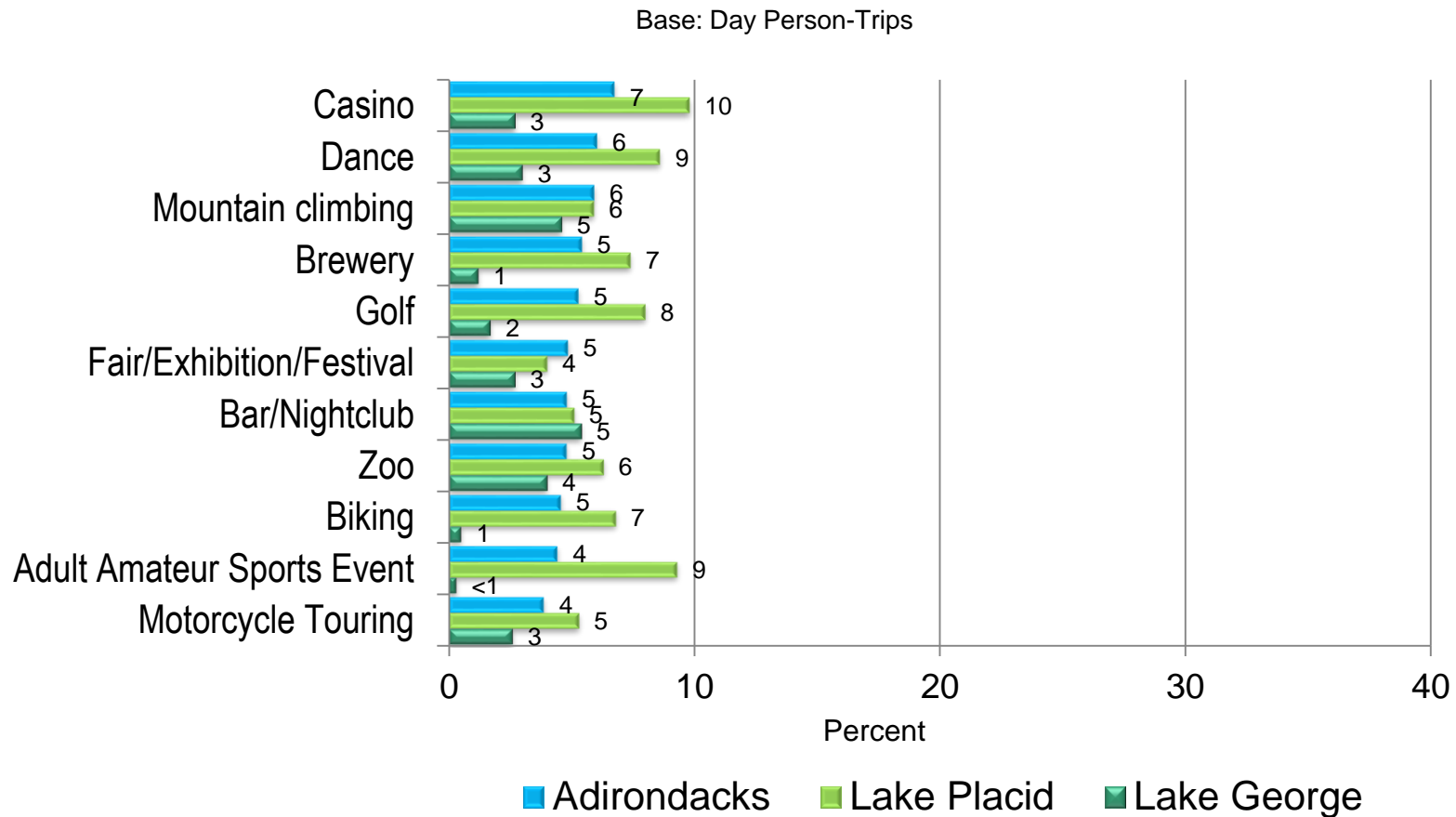
Activities and Experiences

Adirondacks vs. Lake Placid vs. Lake George



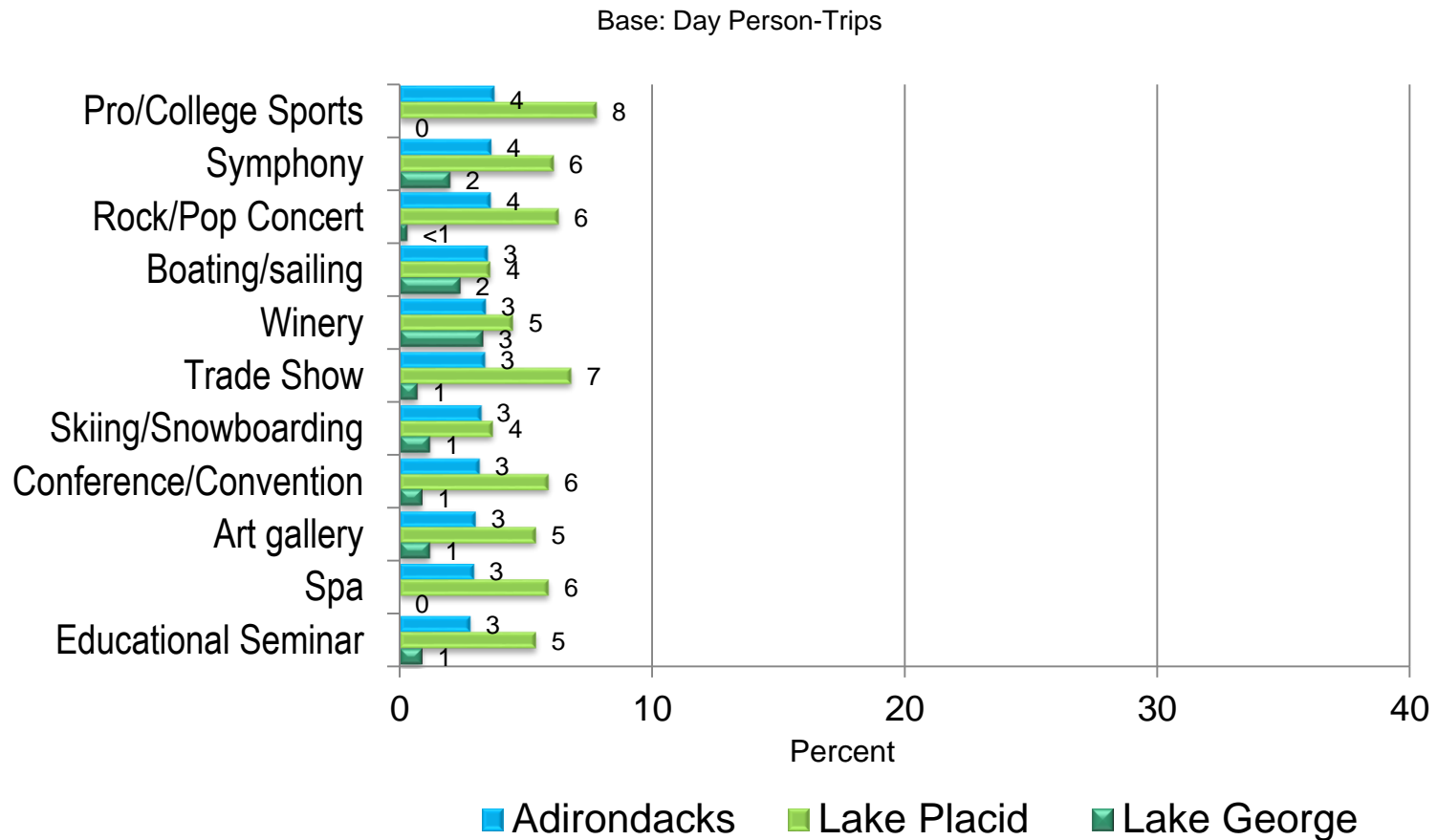
Activities and Experiences (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George



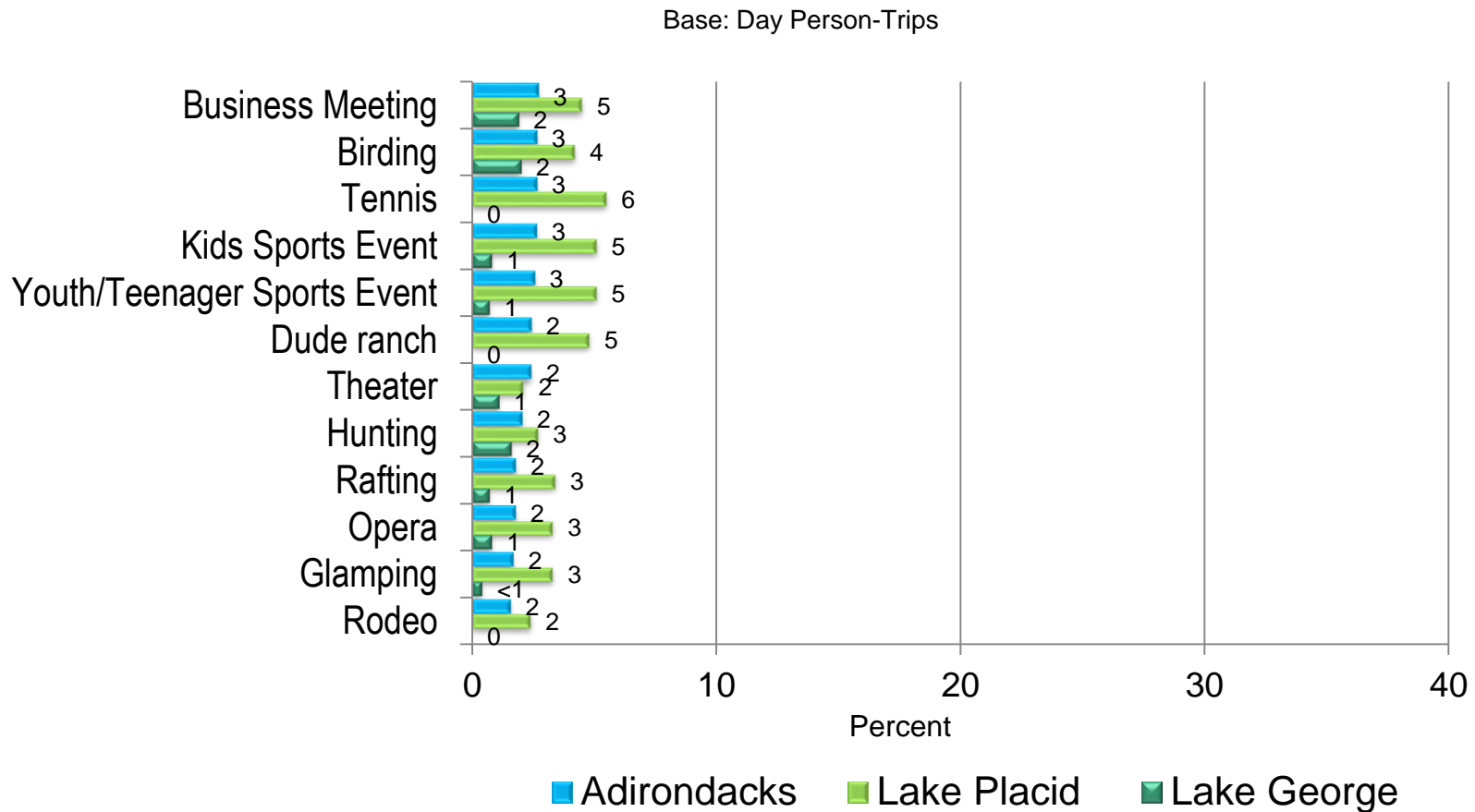
Activities and Experiences (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George



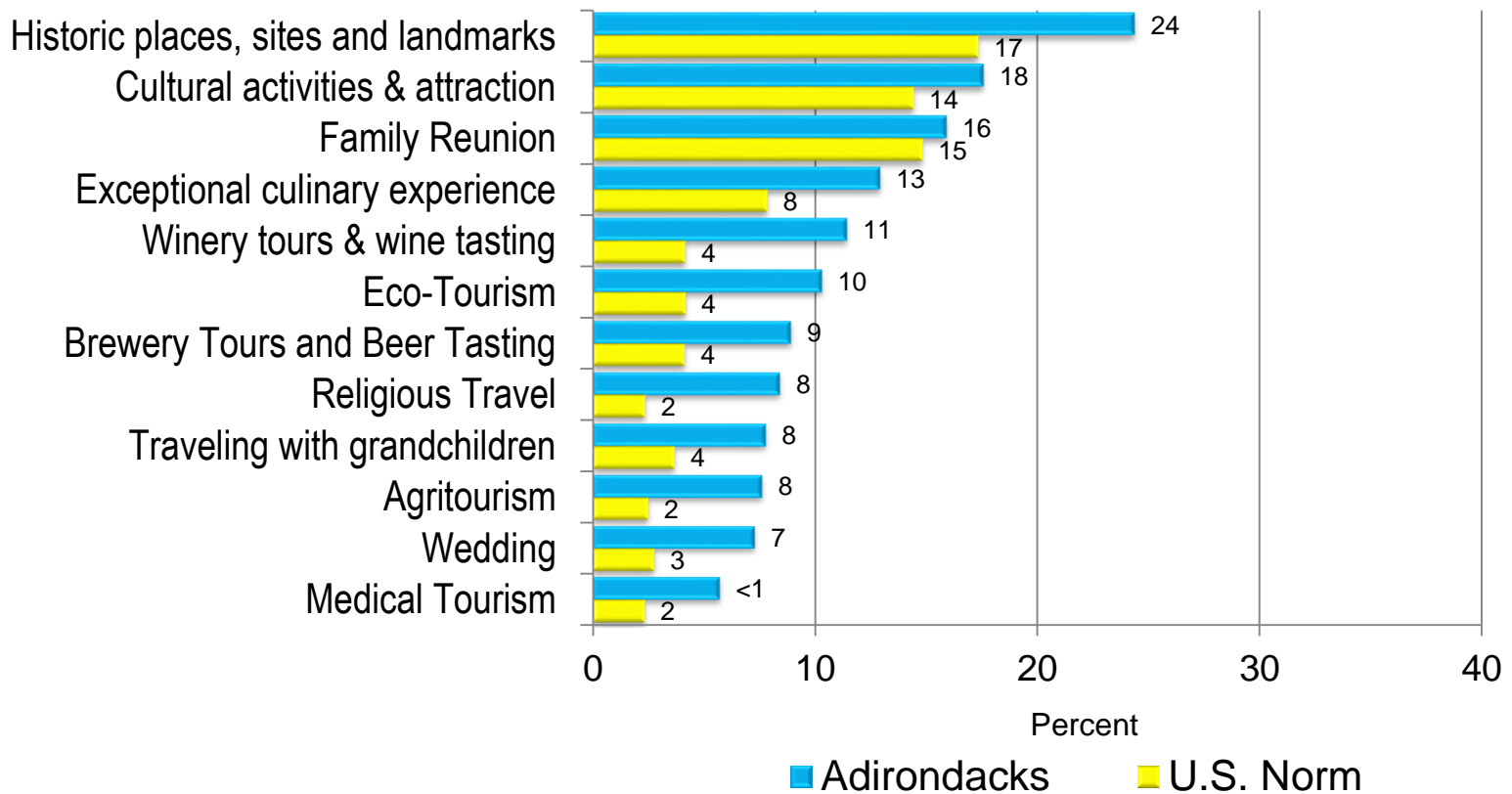
Activities and Experiences (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George



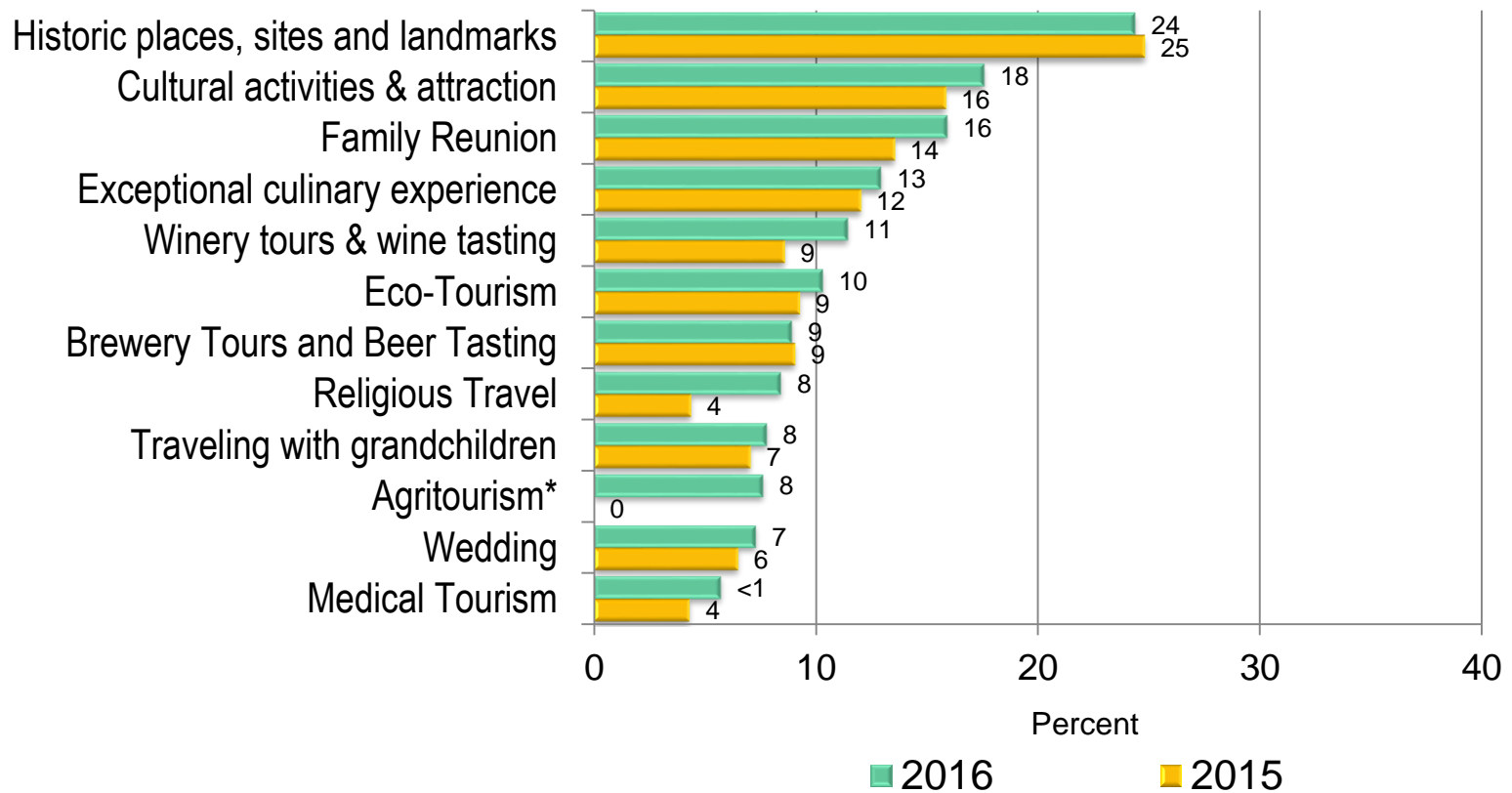
Activities of Special Interest

Base: Day Person-Trips



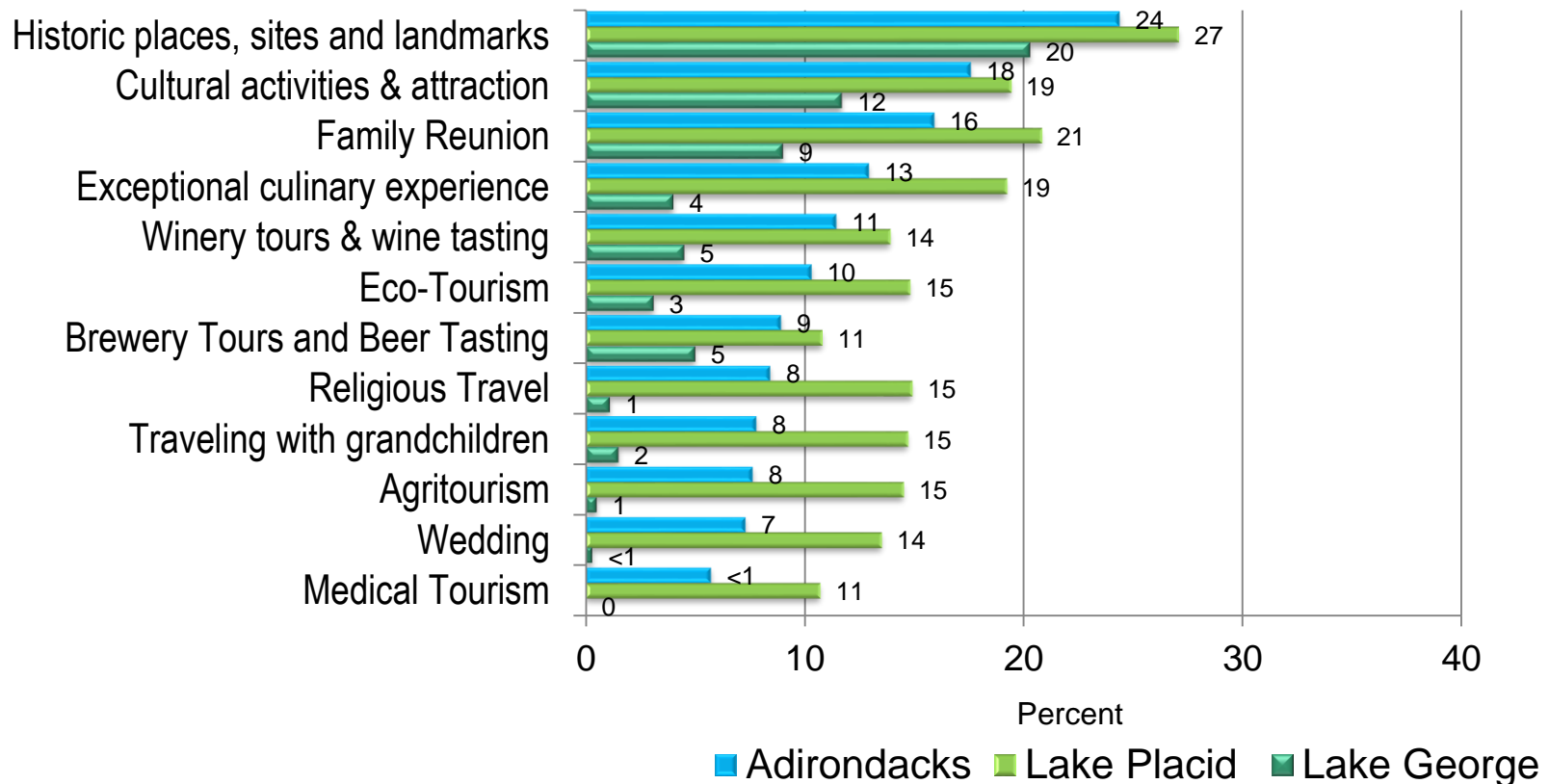
Activities of Special Interest 2016 vs. 2015

Base: Day Person-Trips to Adirondacks



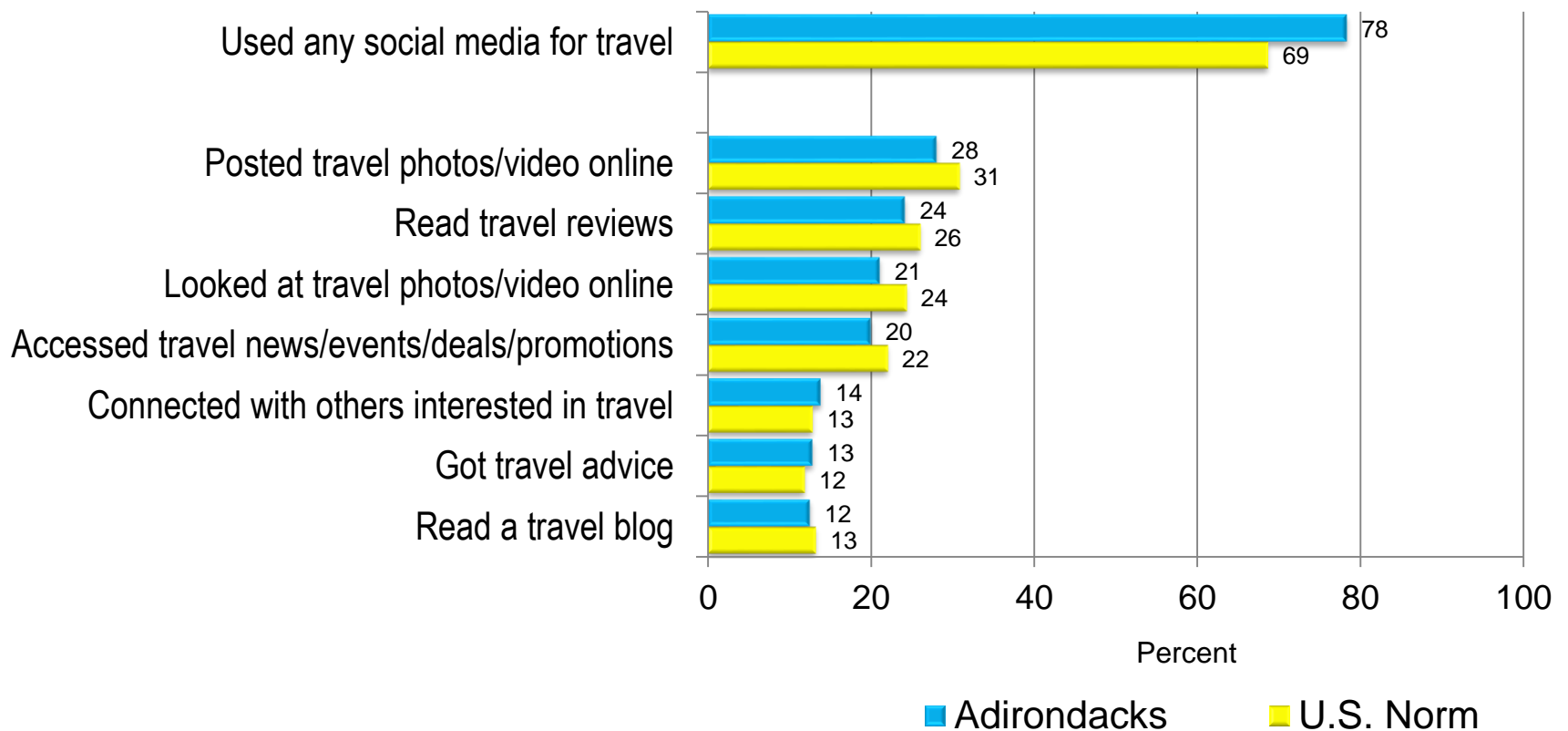
Activities of Special Interest Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

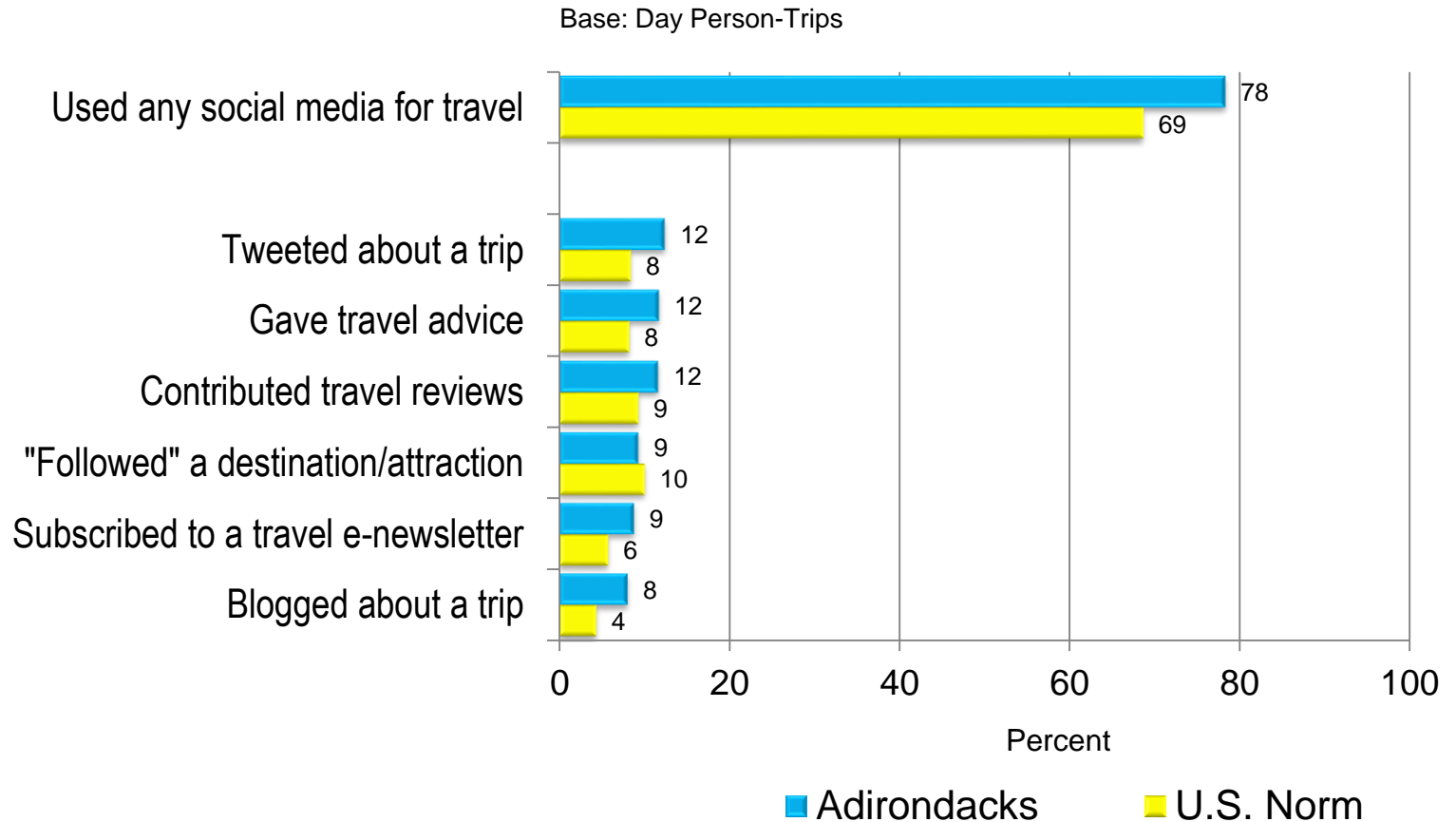


Online Social Media Use by Travelers

Base: Day Person-Trips

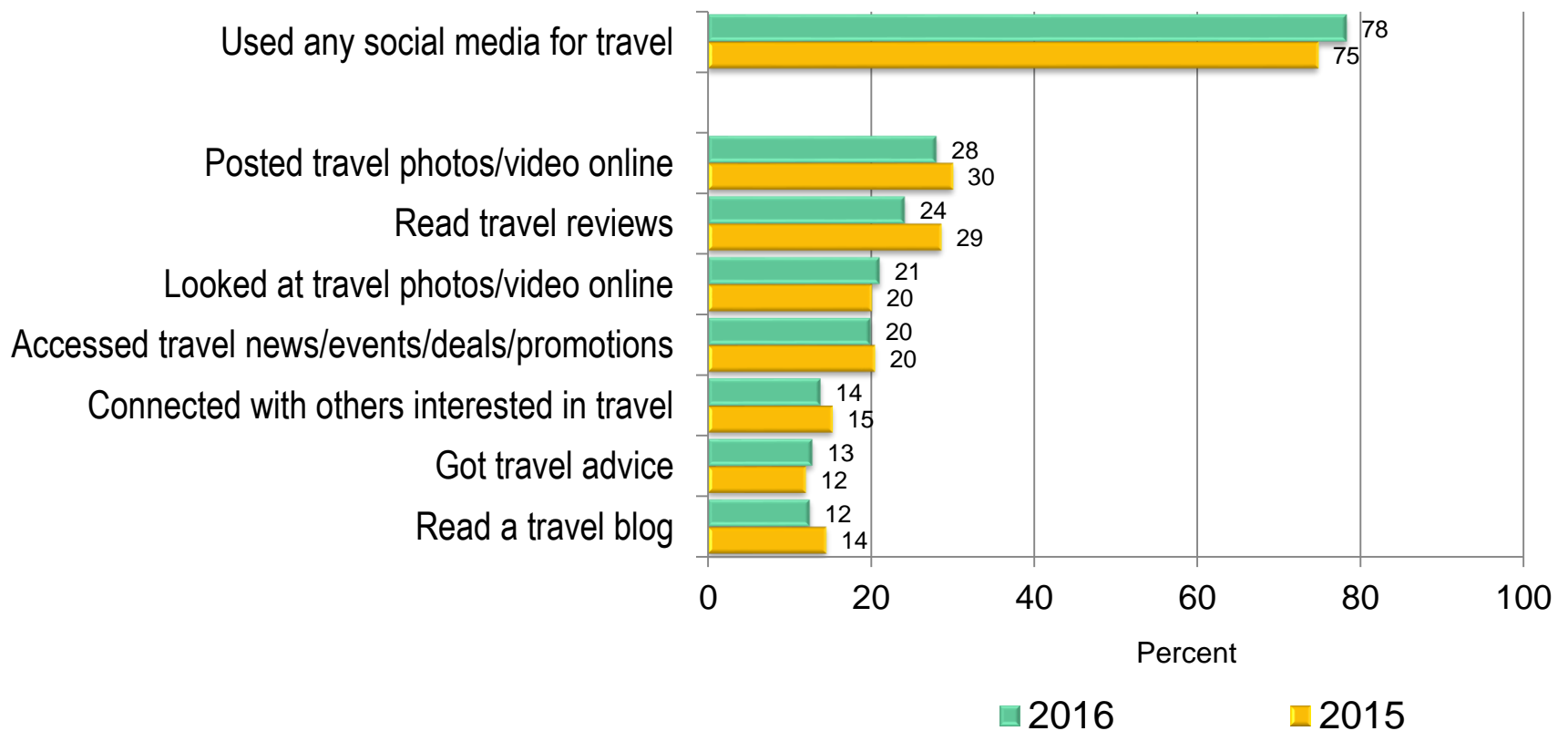


Online Social Media Use by Travelers (Cont'd)

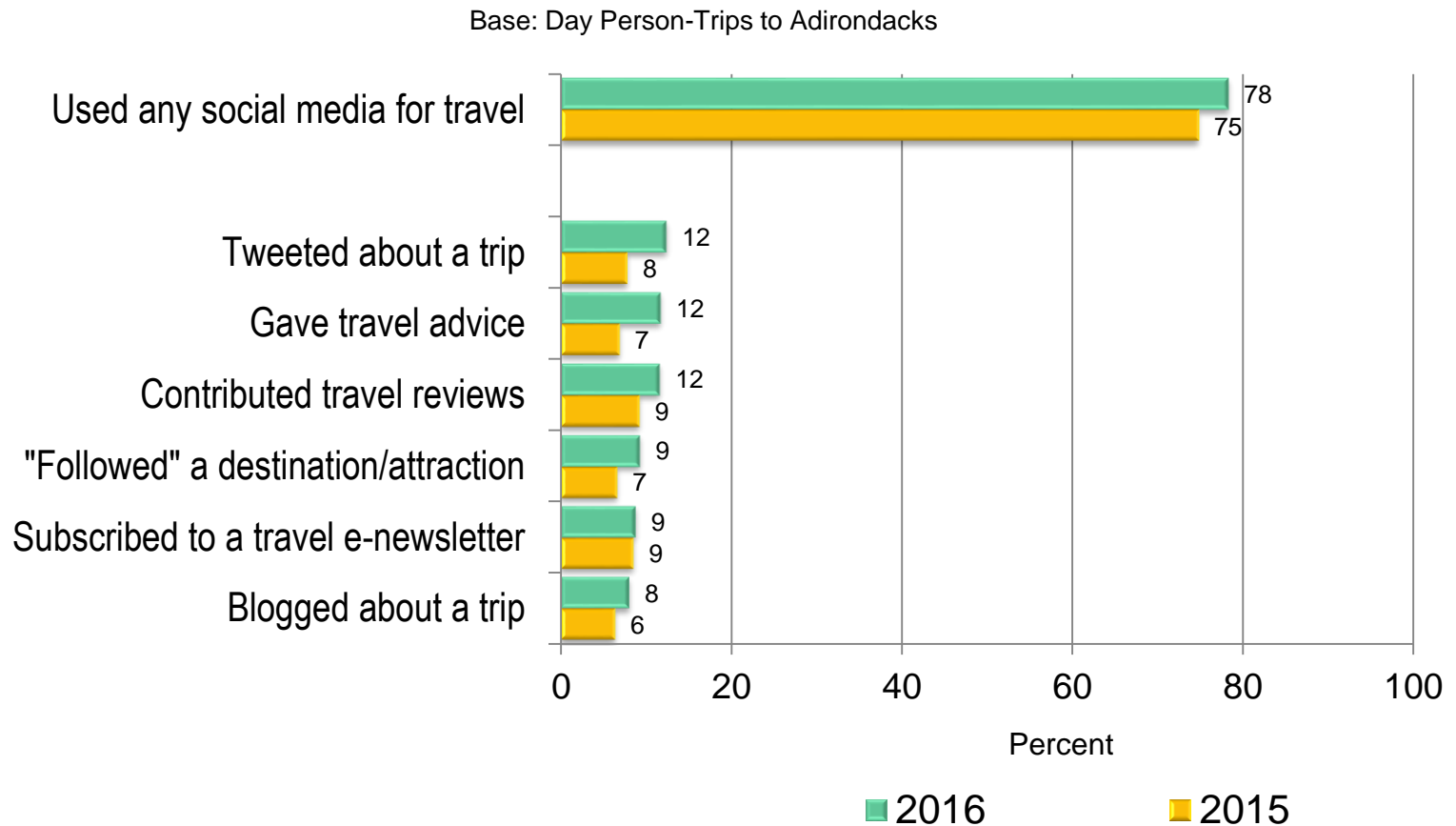


Online Social Media Use by Travelers 2016 vs. 2015

Base: Day Person-Trips to Adirondacks



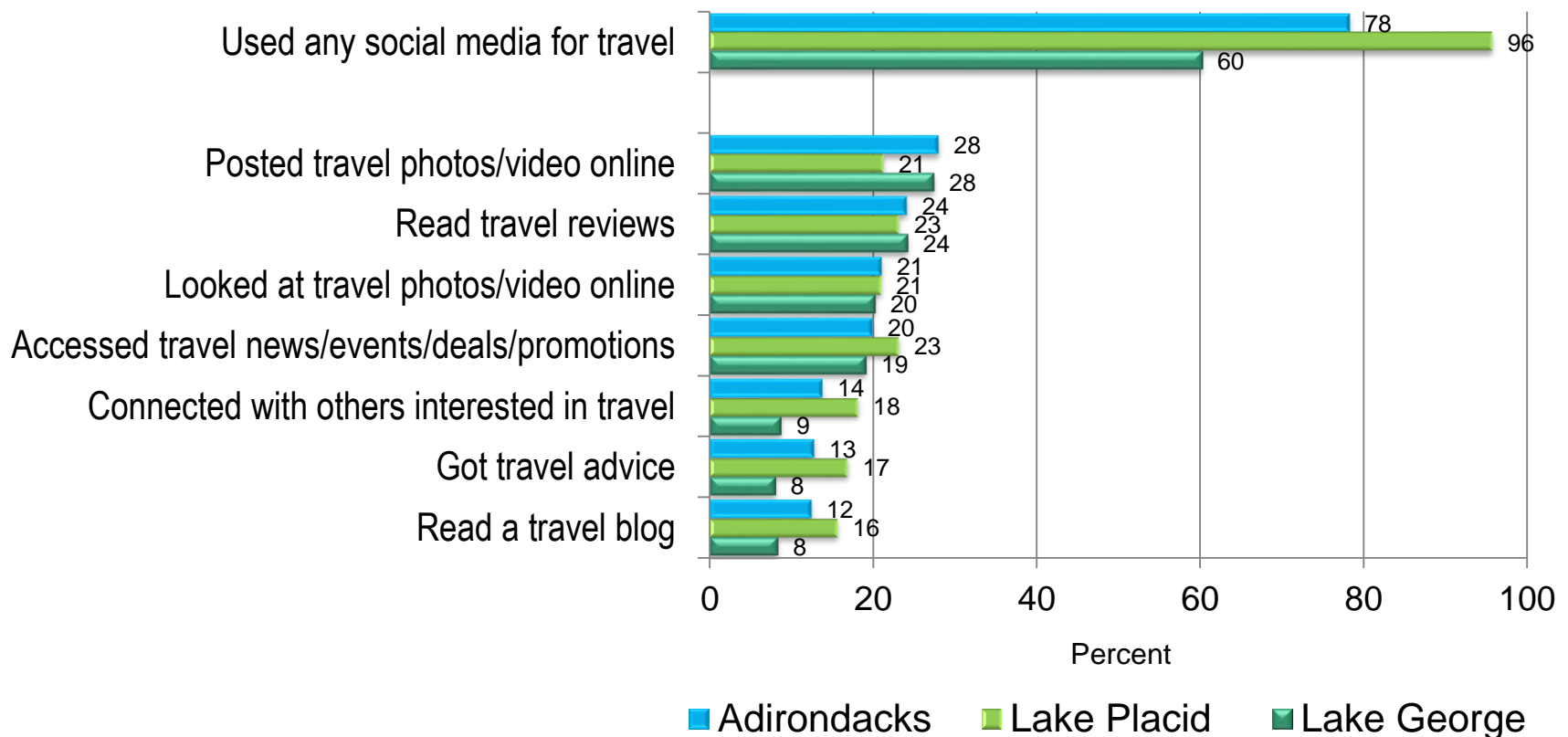
Online Social Media Use by Travelers (Cont'd) 2016 vs. 2015



Online Social Media Use by Travelers

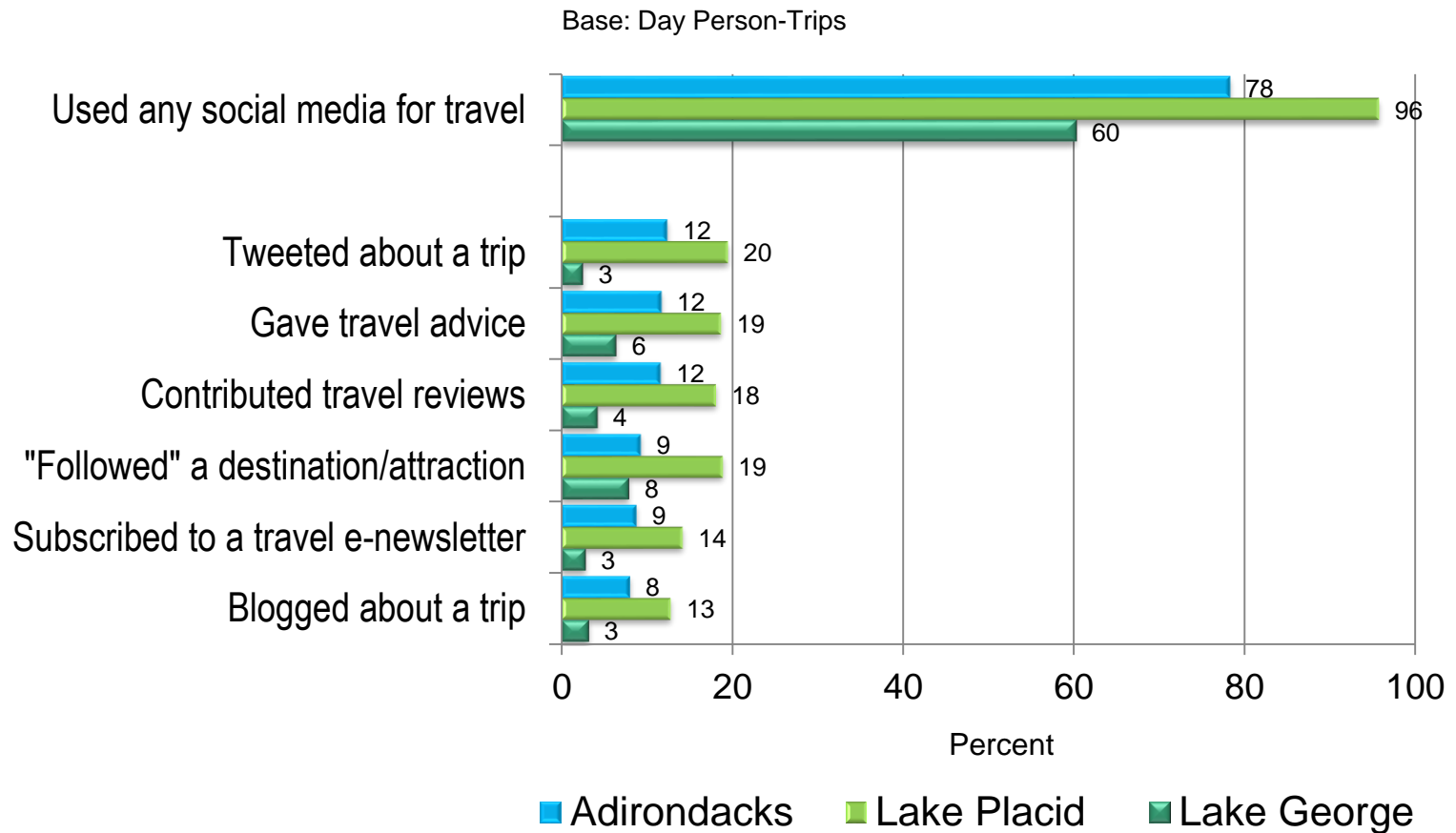
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

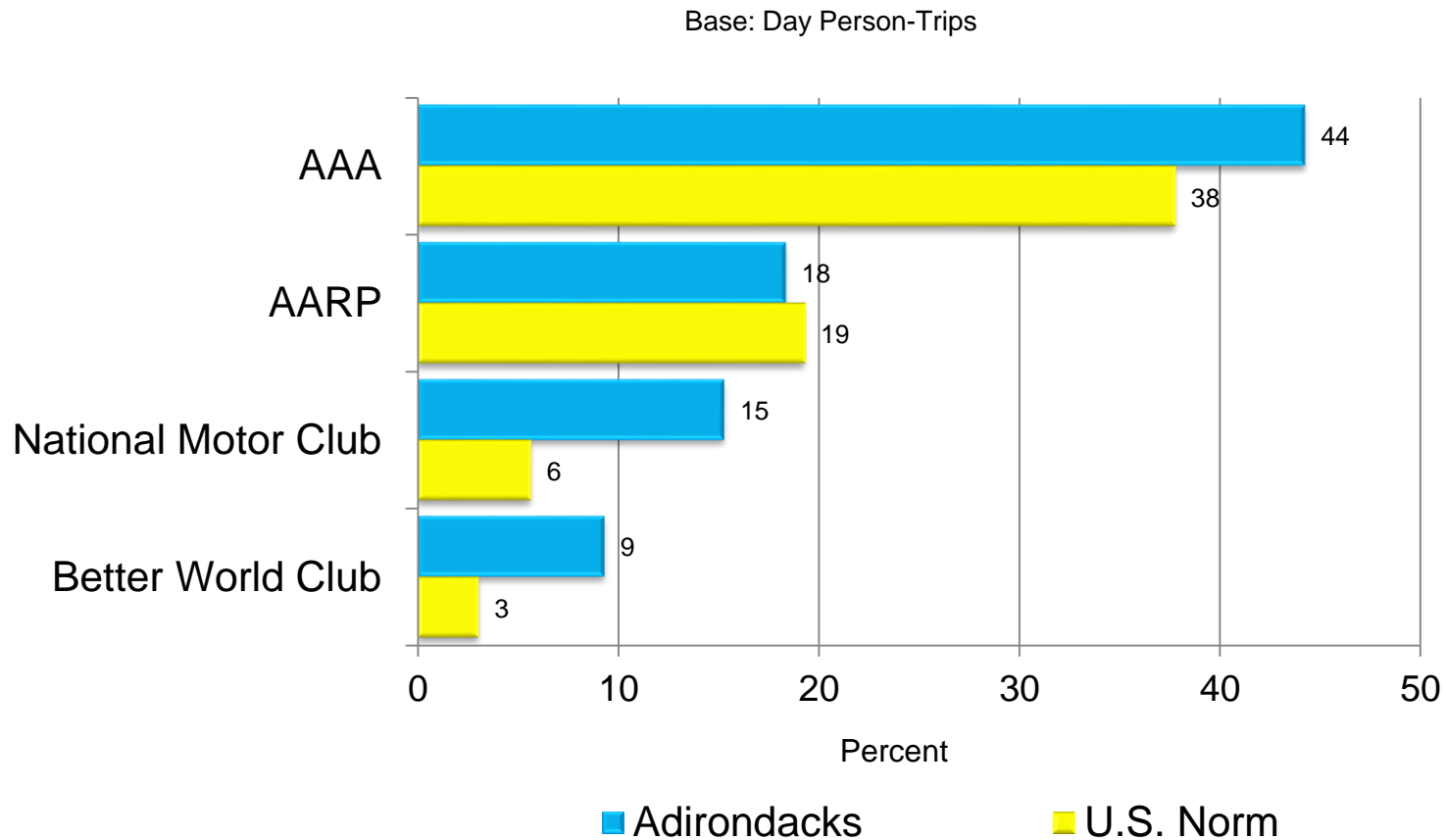


Online Social Media Use by Travelers (Cont'd)

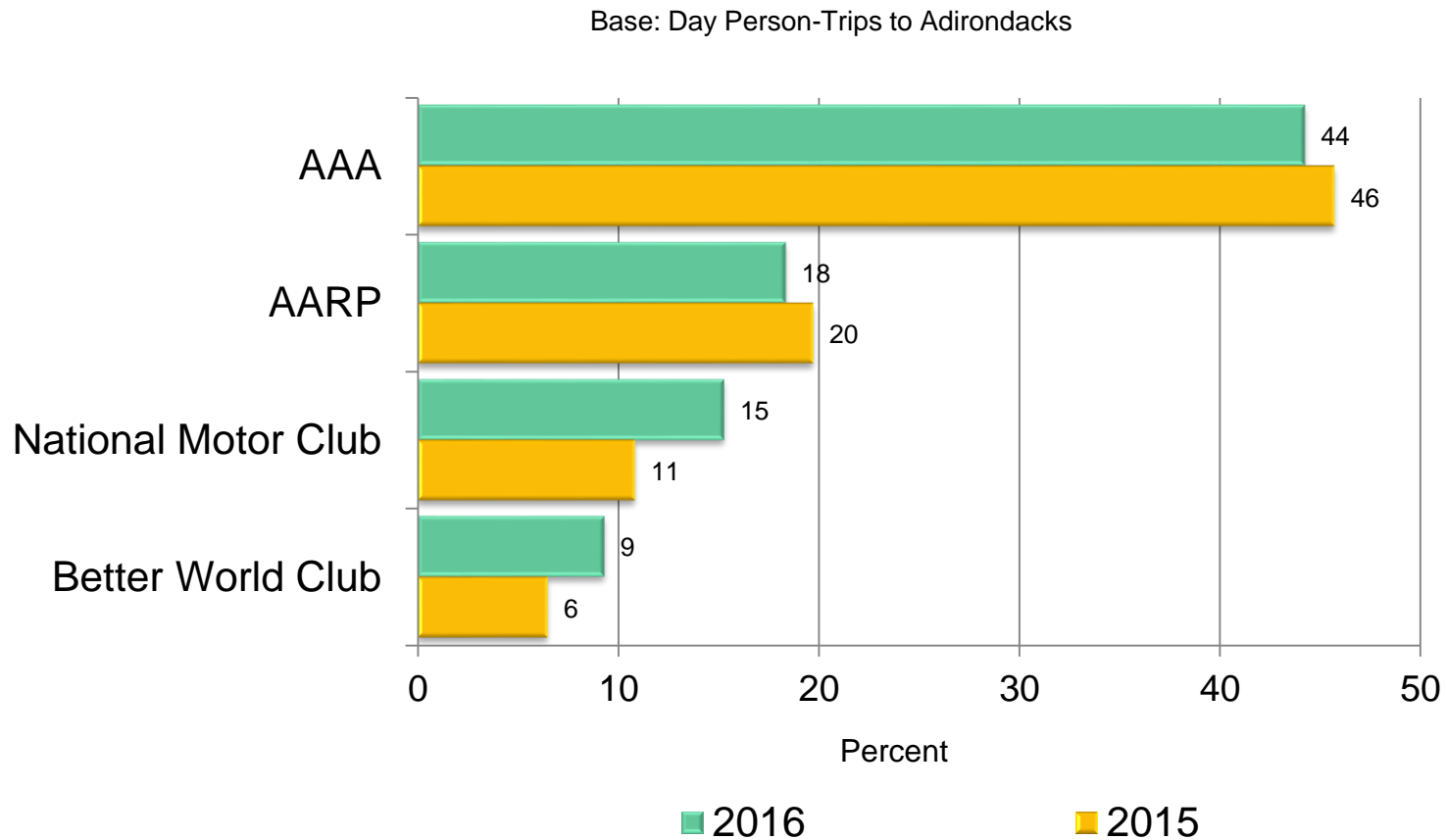
Adirondacks vs. Lake Placid vs. Lake George



Organization Membership

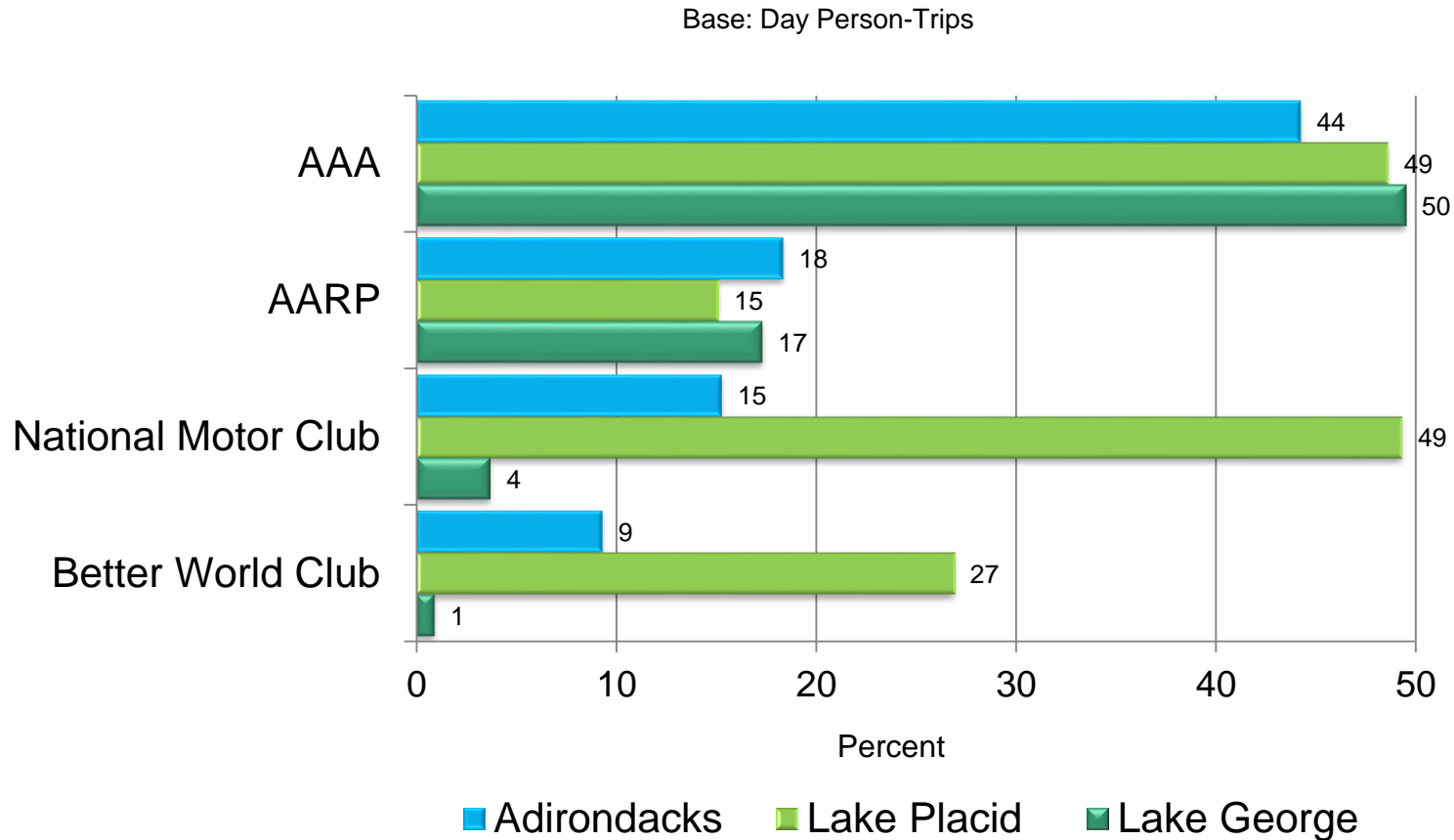


Organization Membership 2016 vs. 2015



Organization Membership

Adirondacks vs. Lake Placid vs. Lake George



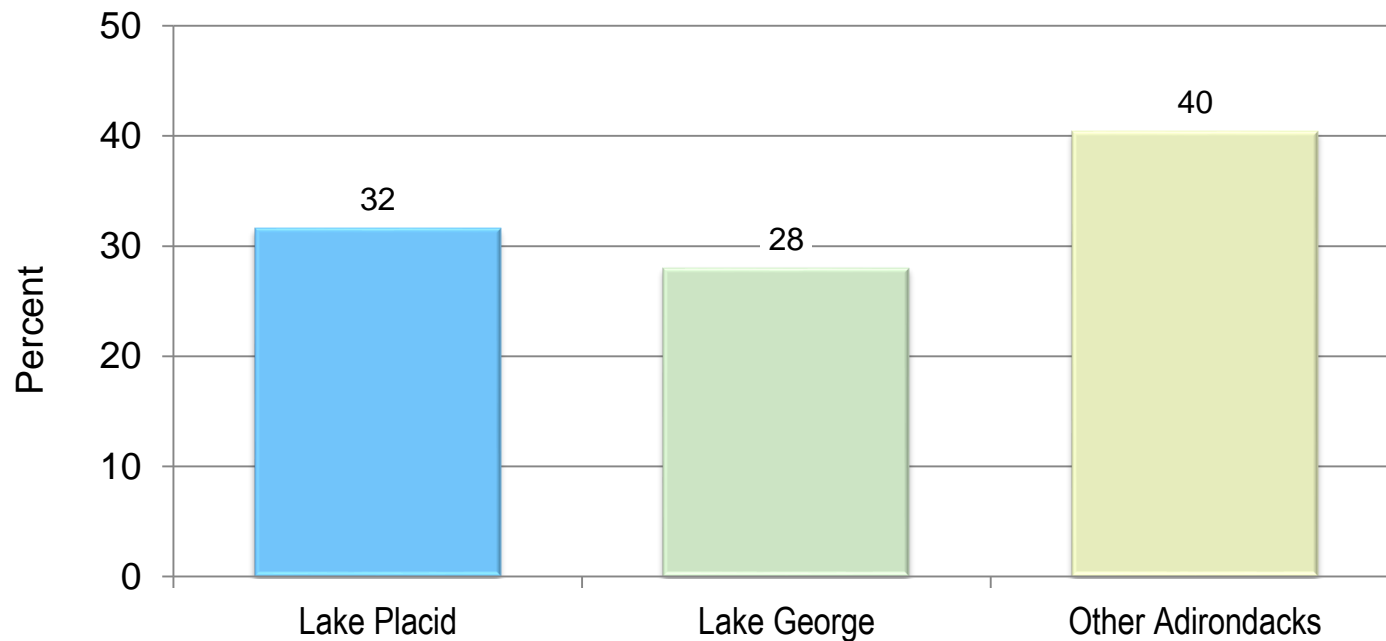


Additional Overnight Trip Detail for Lake Placid, Lake George and Other Adirondacks Region



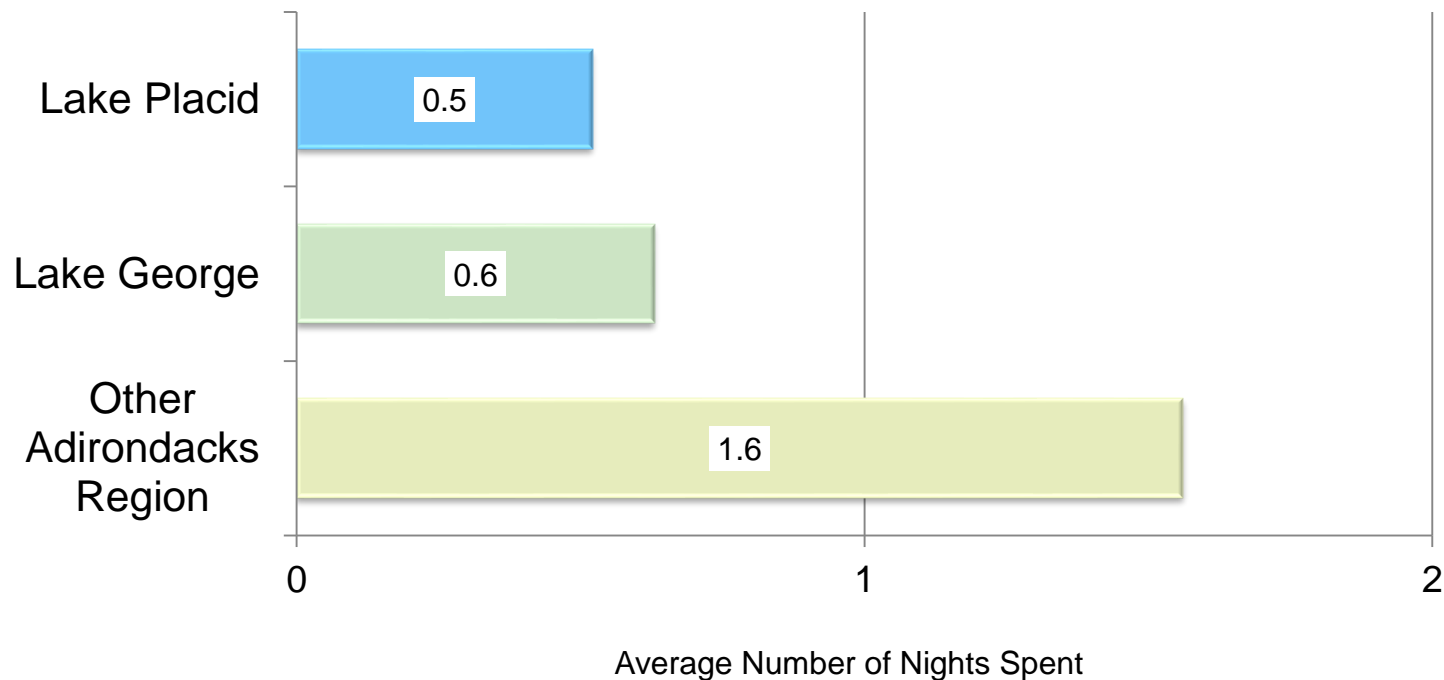
Adirondacks Region – Main Destination Visited

Base: Overnight Person-Trips to the Adirondacks Region



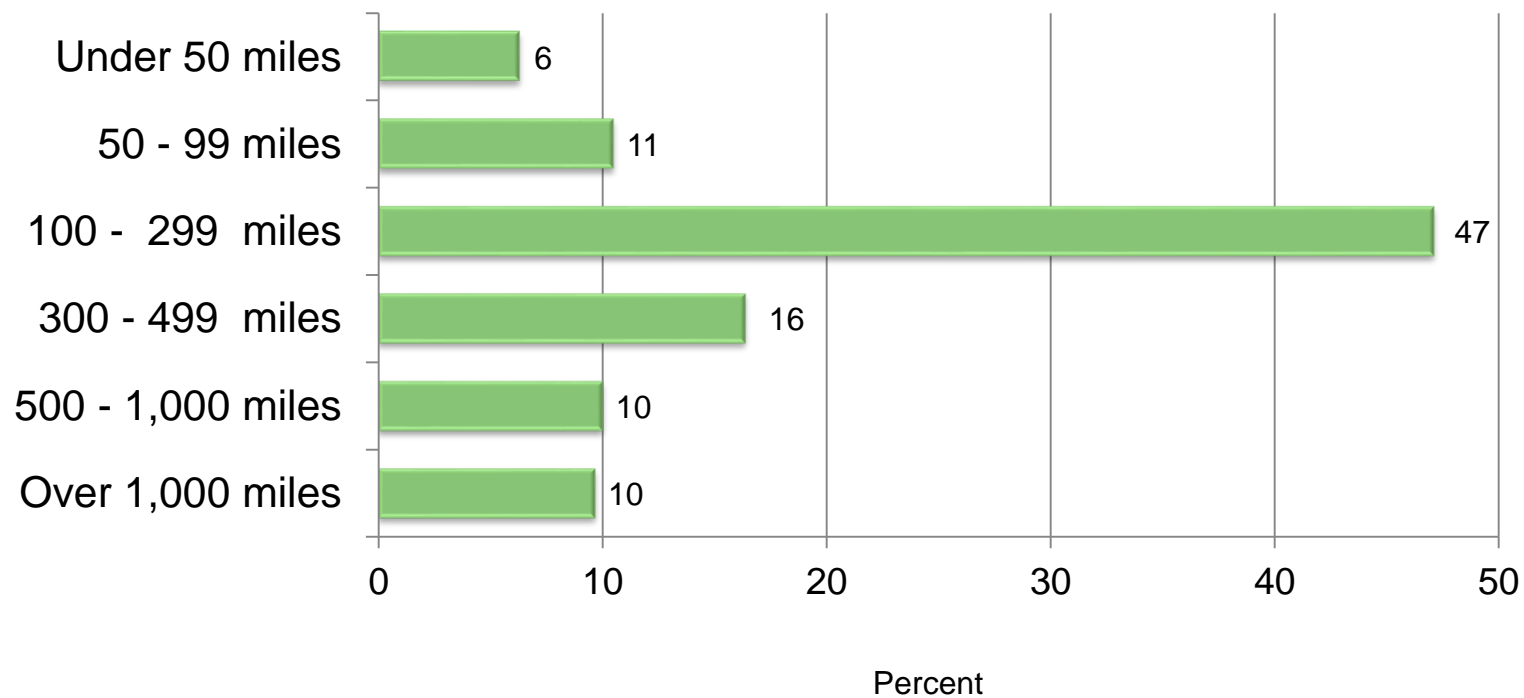
Number of Nights Spent in Adirondacks Region

Base: Overnight Person-Trips to the Adirondacks Region



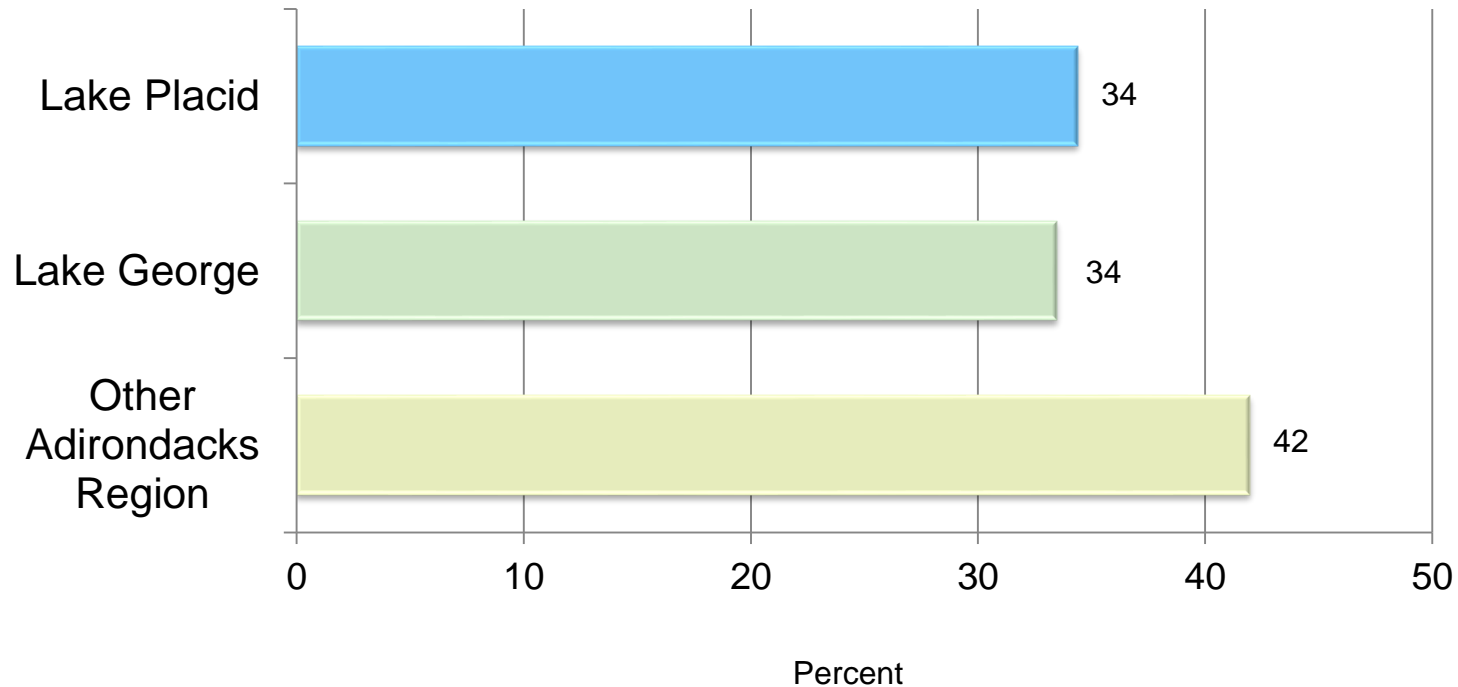
Distance Travelled to Destination

Base: Overnight Person-Trips to the Adirondacks Region



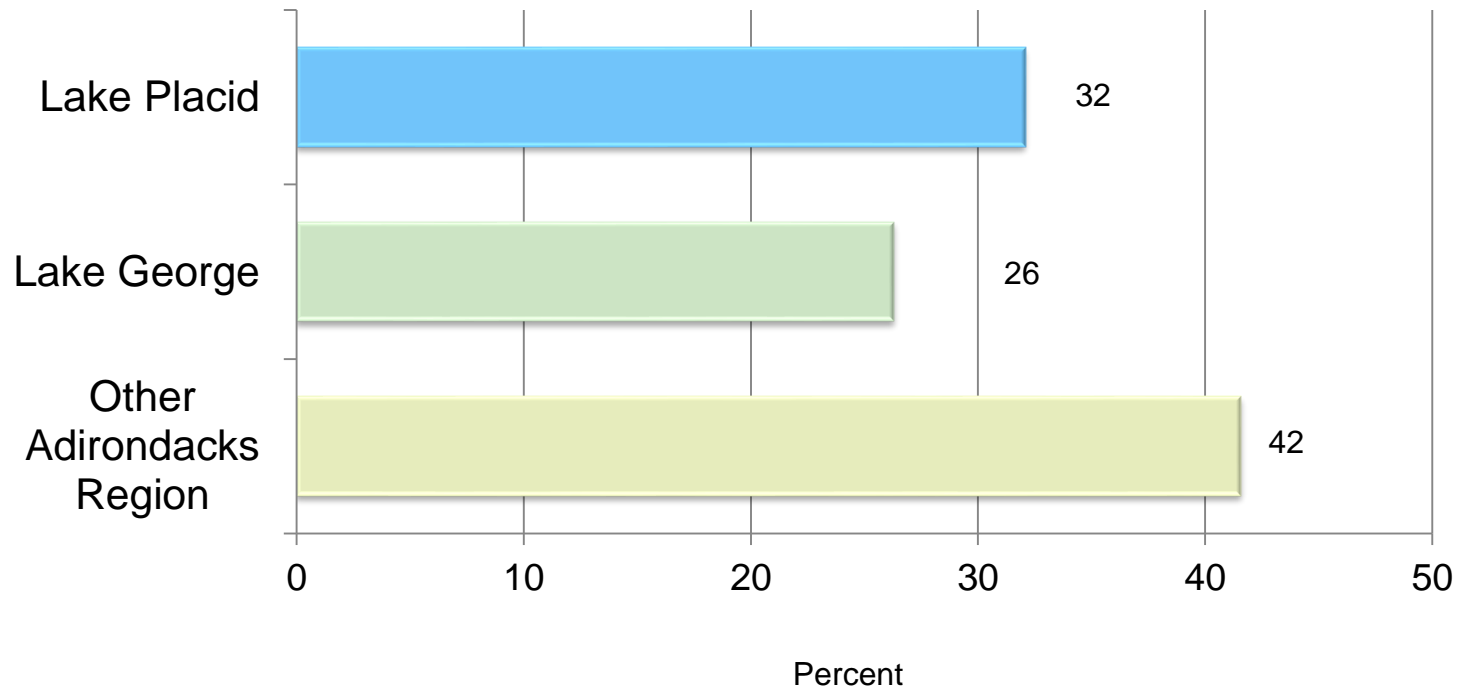
Regions Visited During Adirondacks Trip

Base: Overnight Person-Trips to the Adirondacks Region



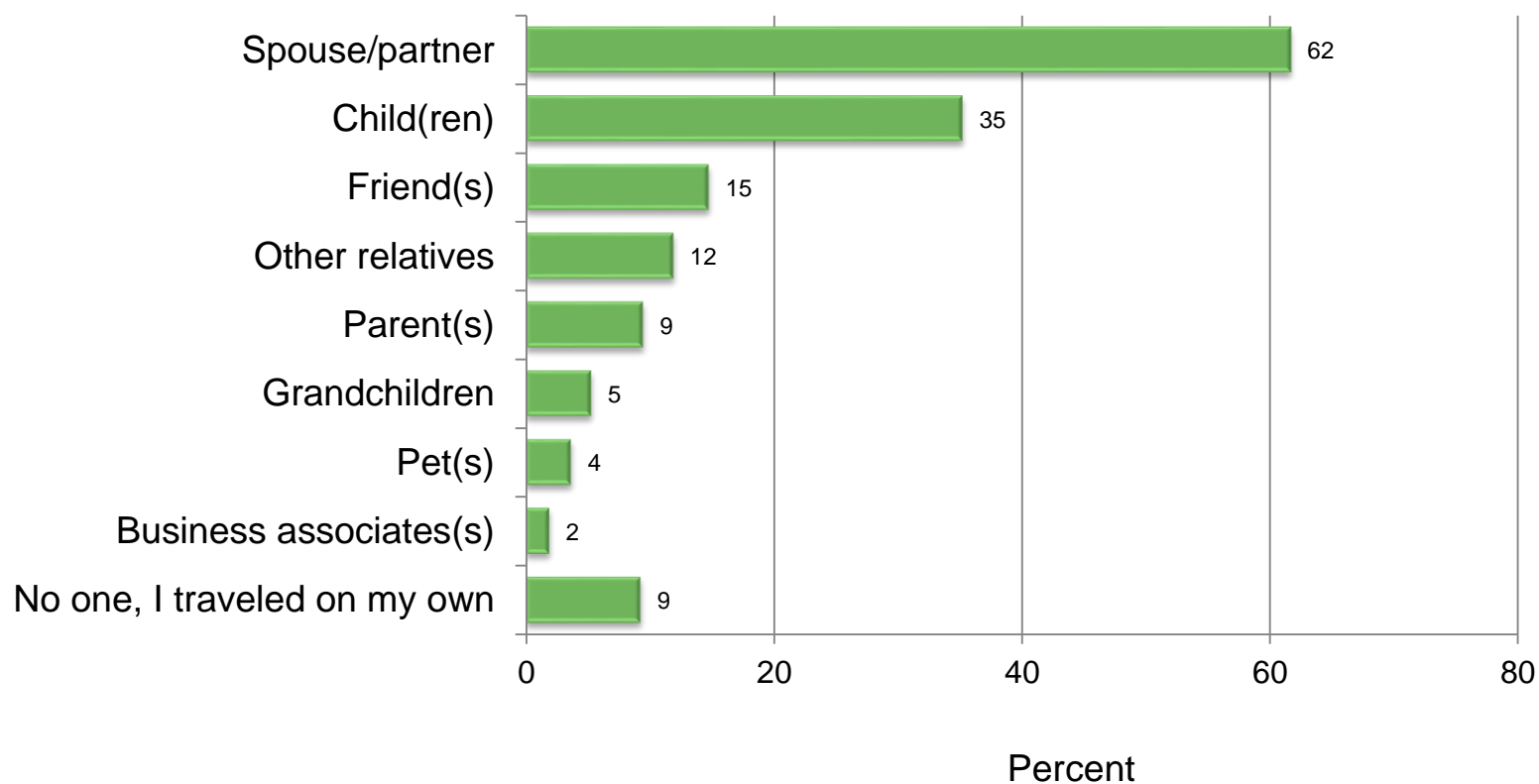
Region Spent Most Time Within Adirondacks

Base: Overnight Person-Trips to the Adirondacks Region



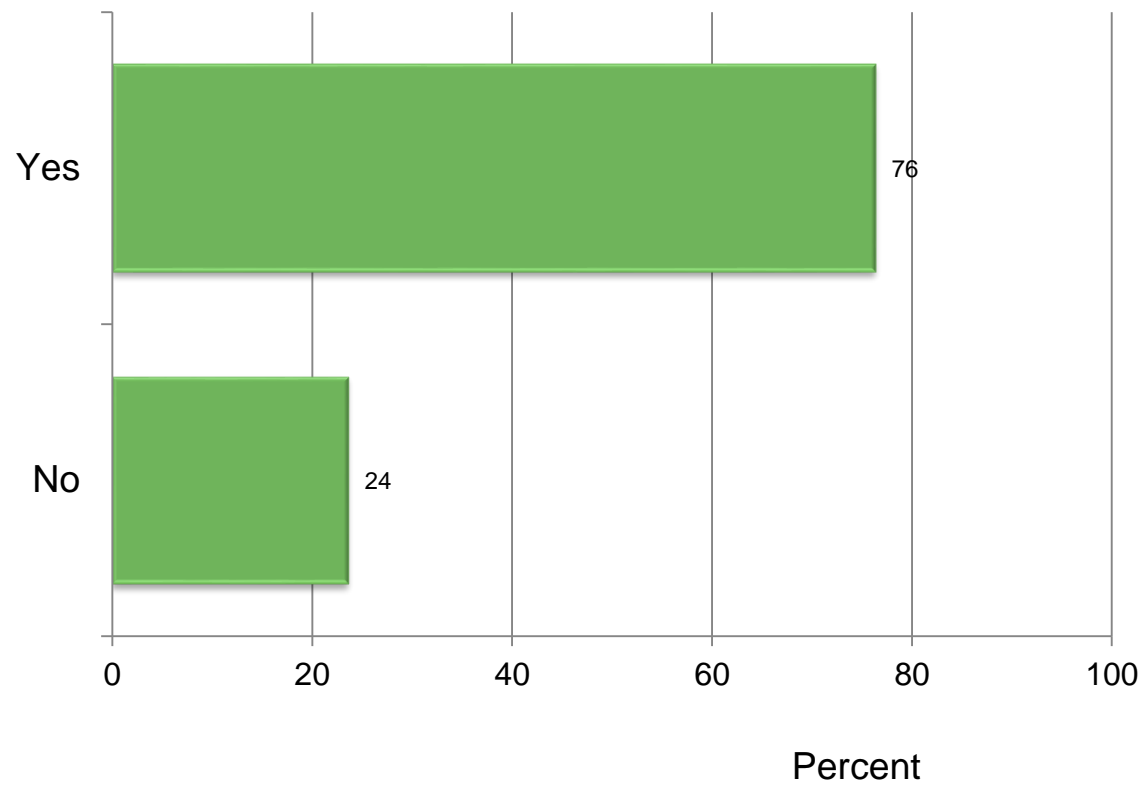
Travel Party

Base: Overnight Person-Trips to the Adirondacks Region



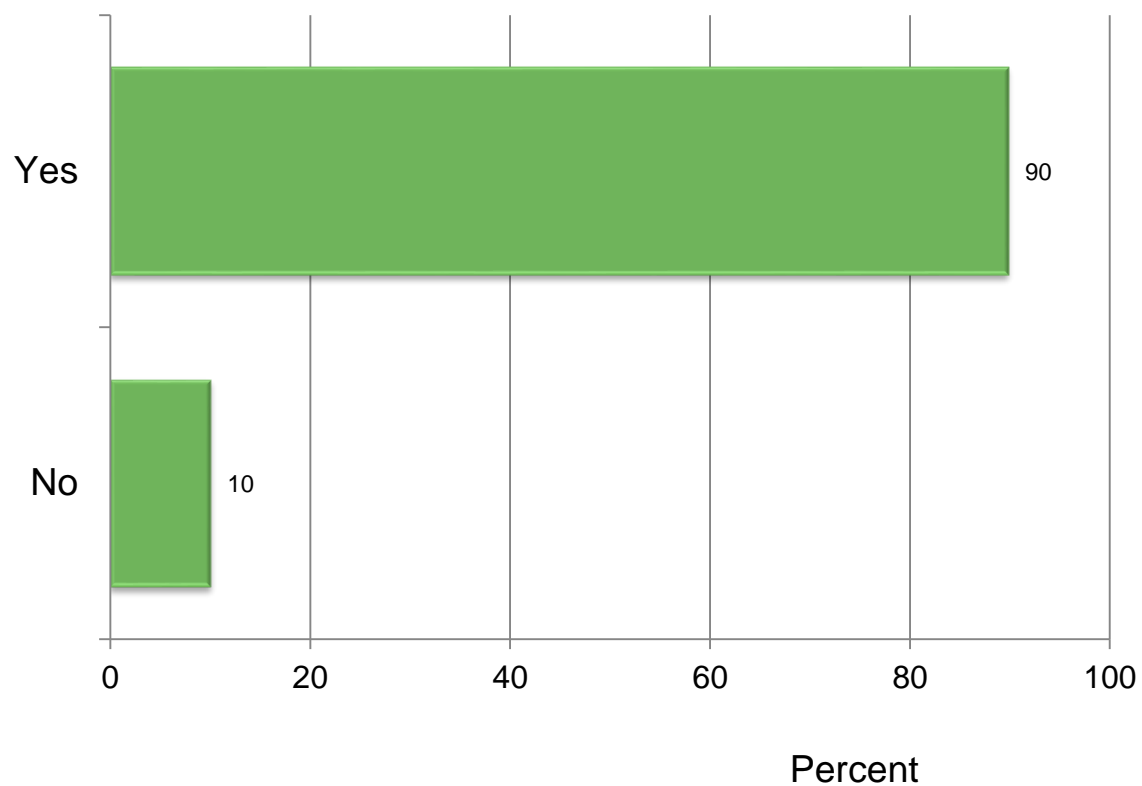
Past Visitation

Base: Overnight Person-Trips to the Adirondacks Region



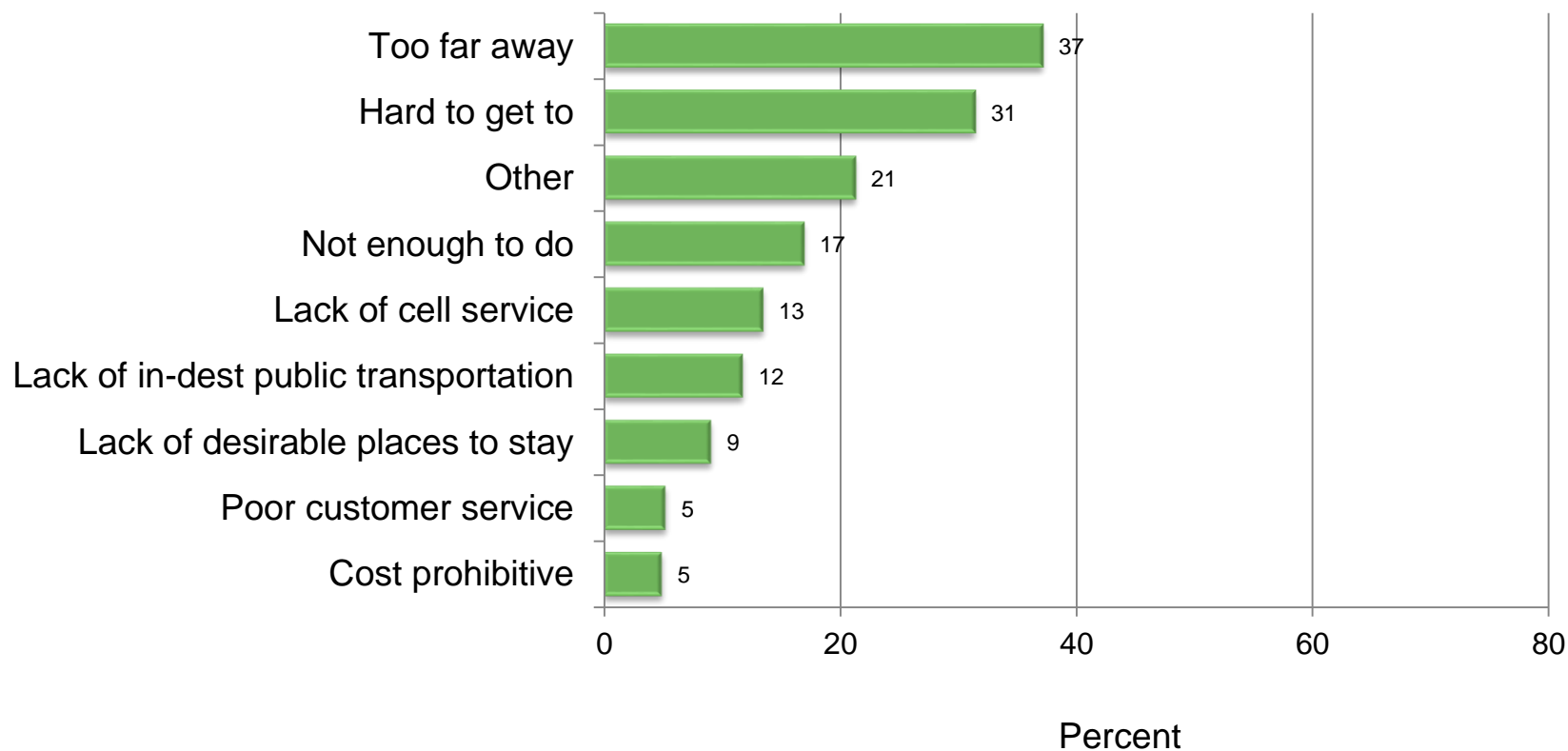
Intend to Visit in the Future

Base: Overnight Person-Trips to the Adirondacks Region



Reasons to Not Visit Adirondacks

Base: Overnight Person-Trips to the Adirondacks Region



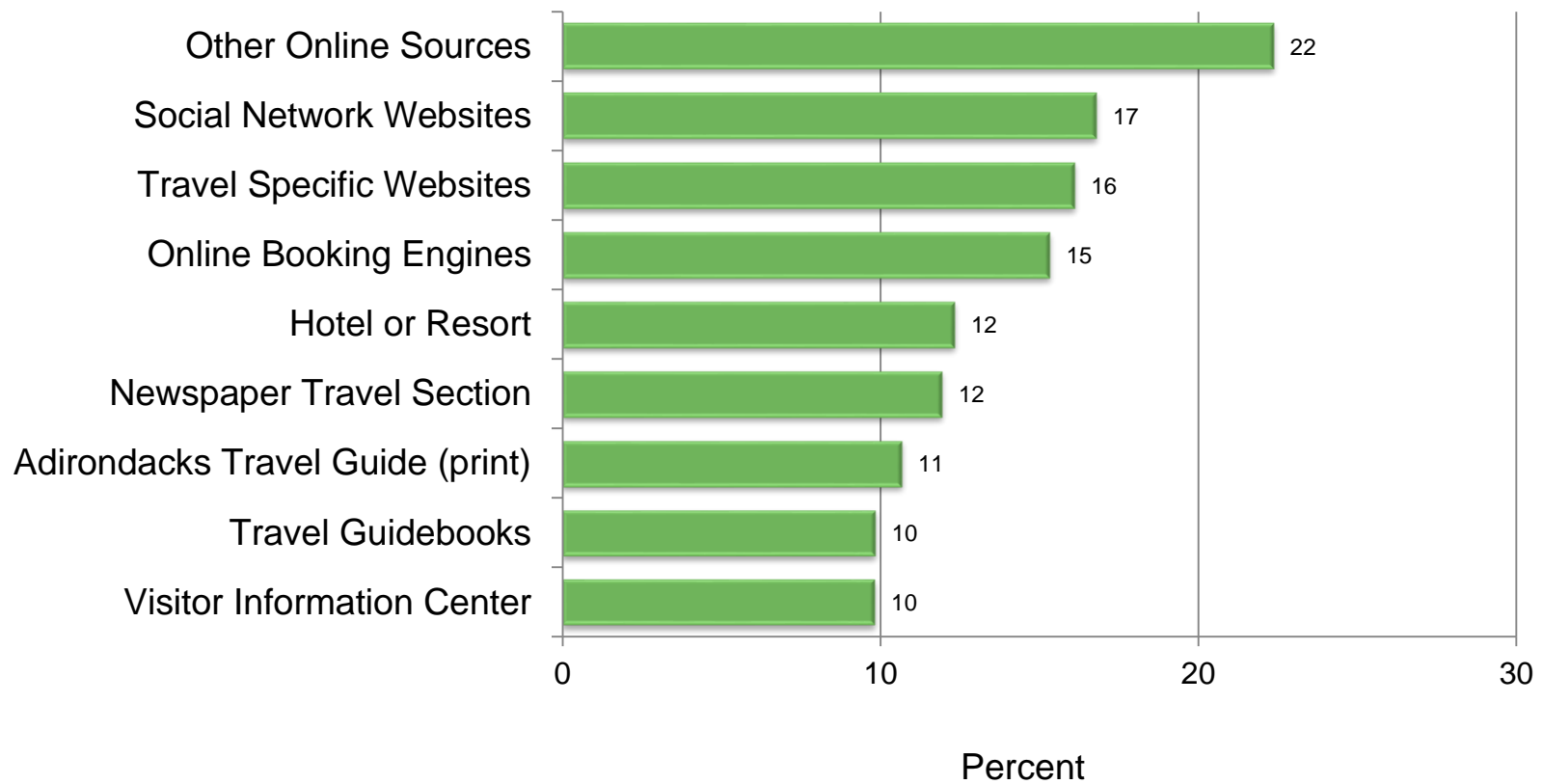


Trip Planning



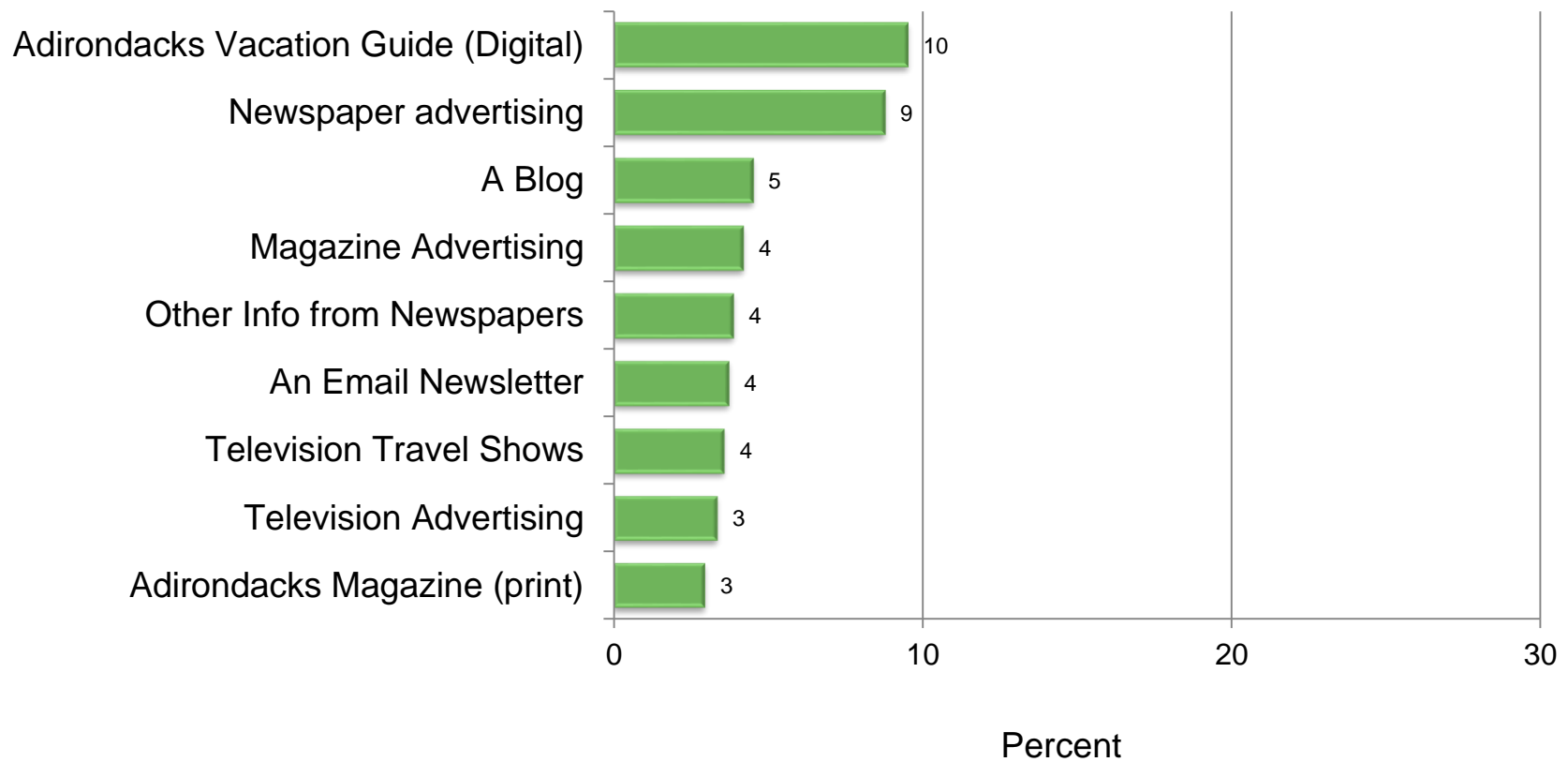
Sources Used for Trip Planning

Base: Overnight Person-Trips to the Adirondacks Region



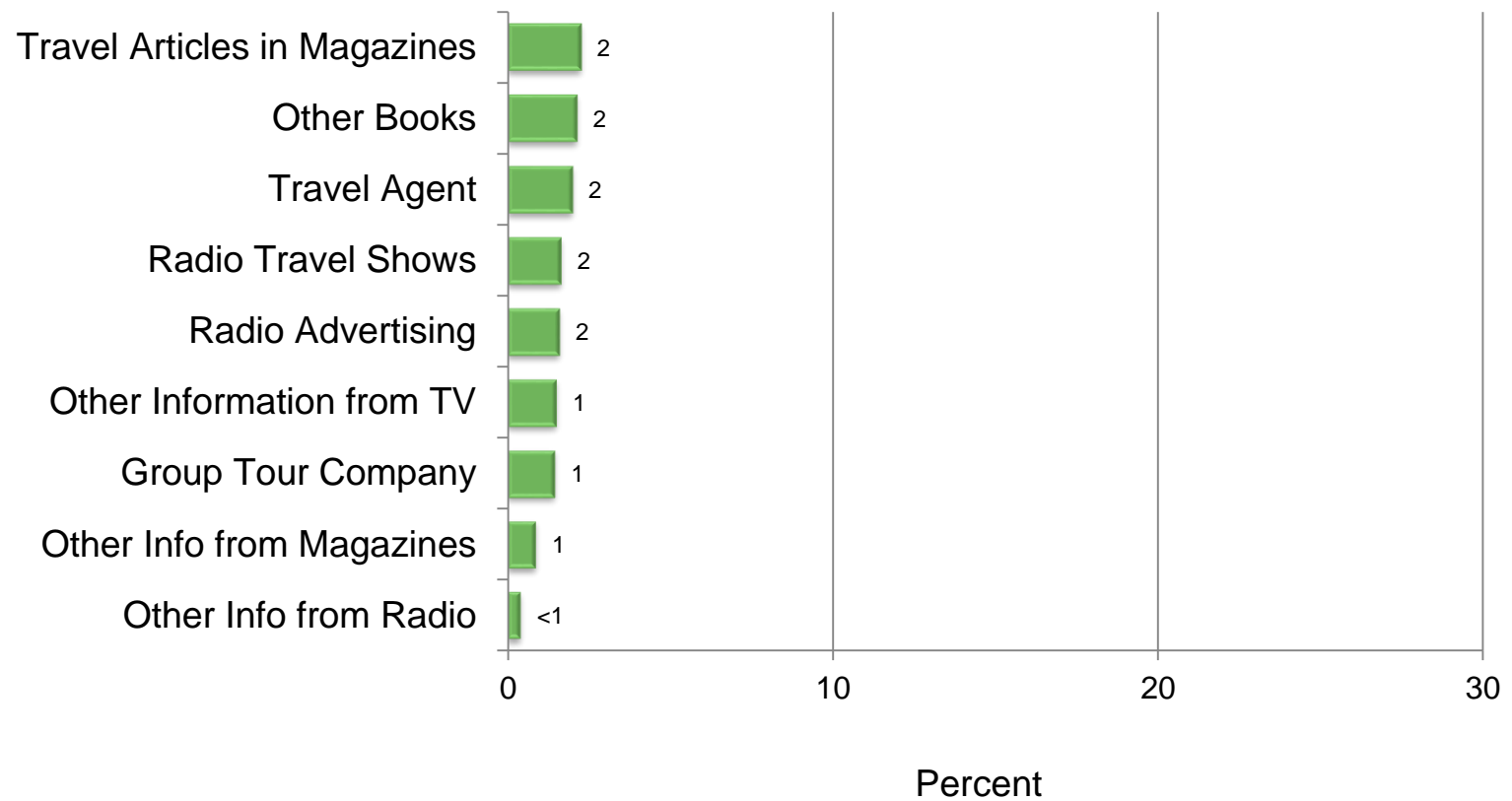
Sources Used for Trip Planning (Cont'd)

Base: Overnight Person-Trips to the Adirondacks Region



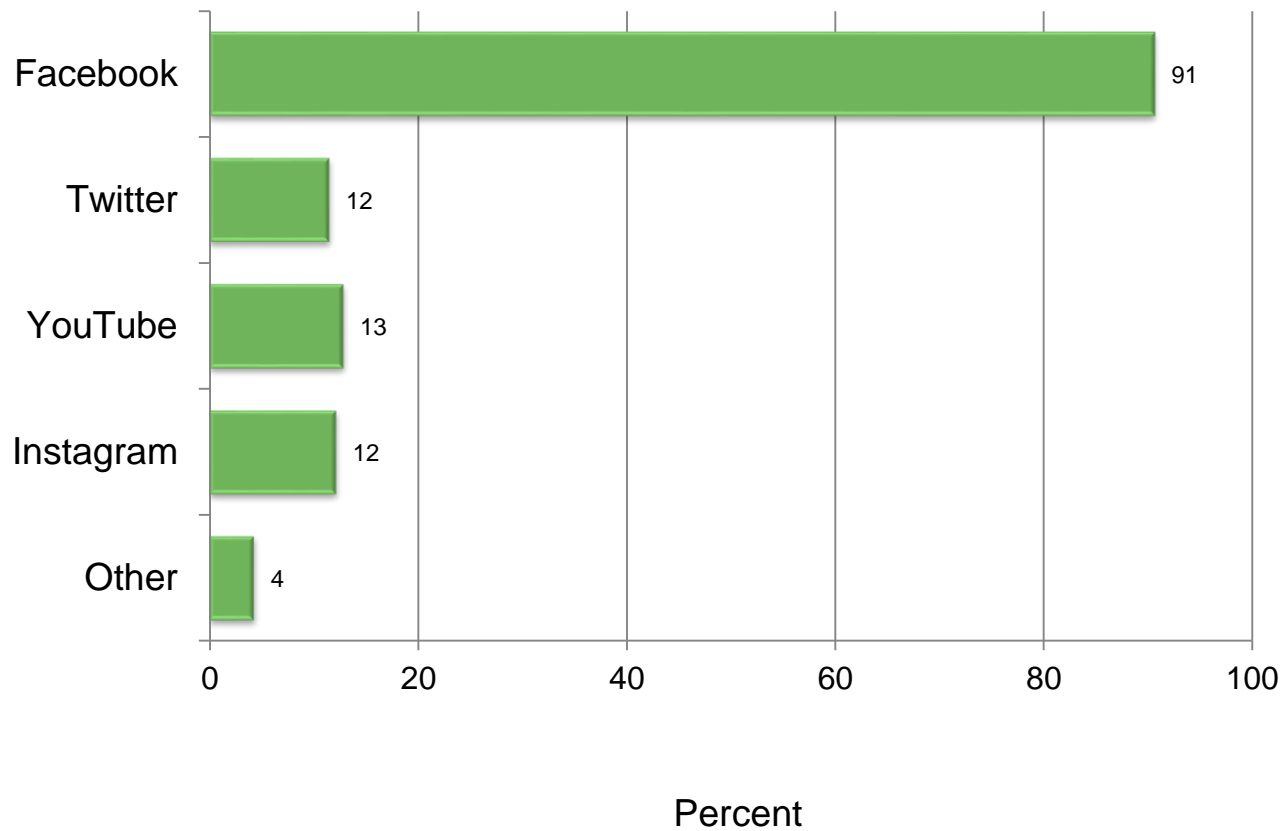
Sources Used for Trip Planning (Cont'd)

Base: Overnight Person-Trips to the Adirondacks Region



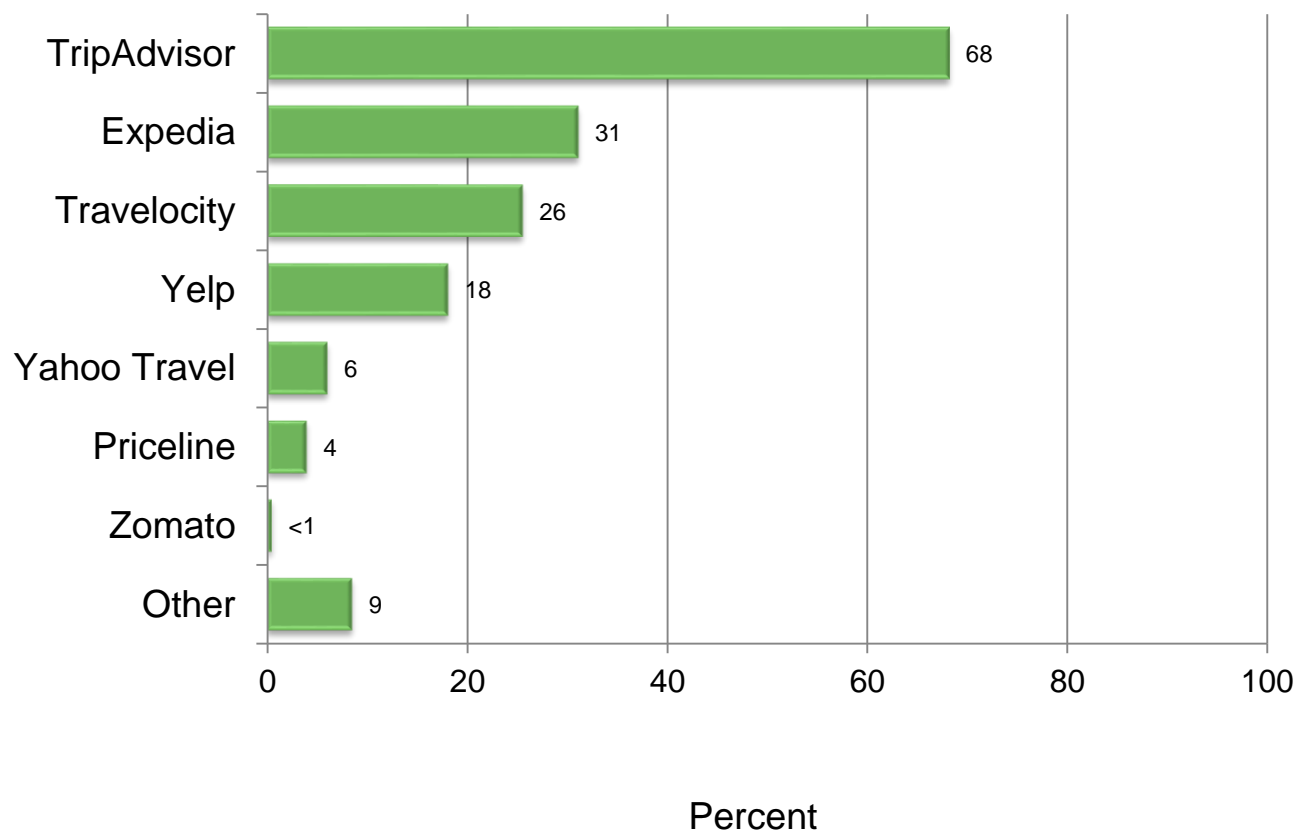
Social Network Used for Trip Planning

Base: Overnight Person-Trips to the Adirondacks Region



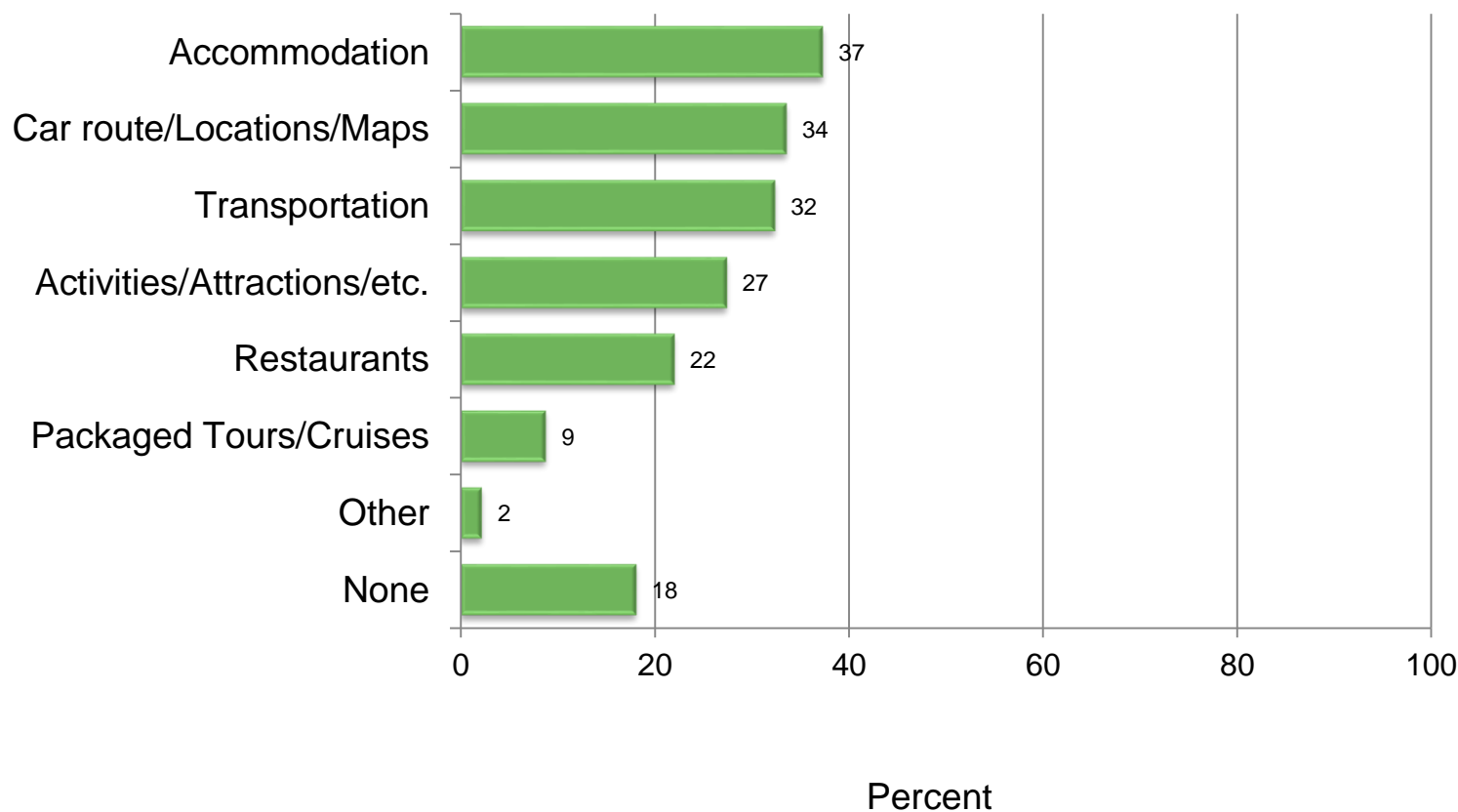
Travel Specific Websites Used for Trip Planning

Base: Overnight Person-Trips to the Adirondacks Region



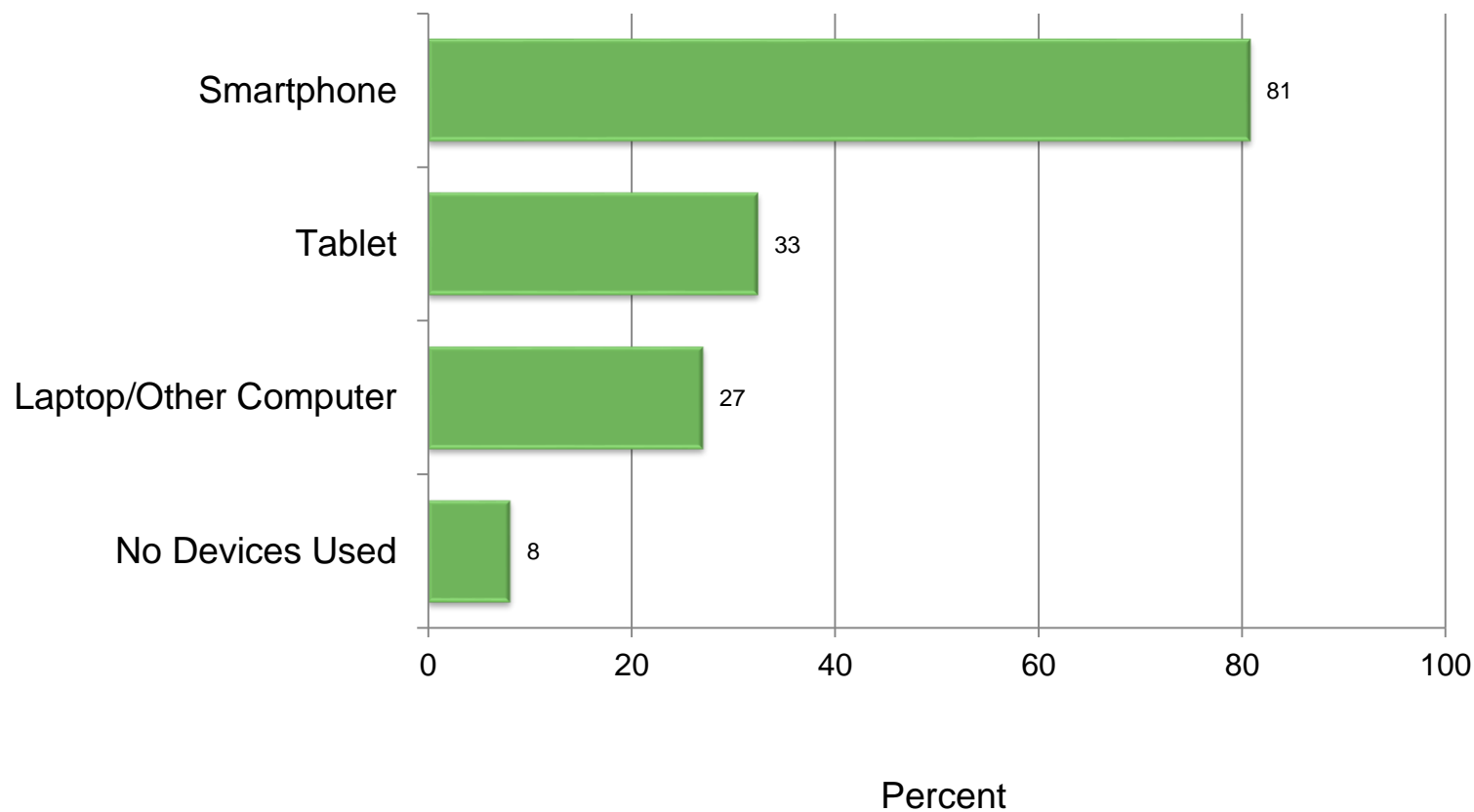
Specific Elements Planned

Base: Overnight Person-Trips to the Adirondacks Region



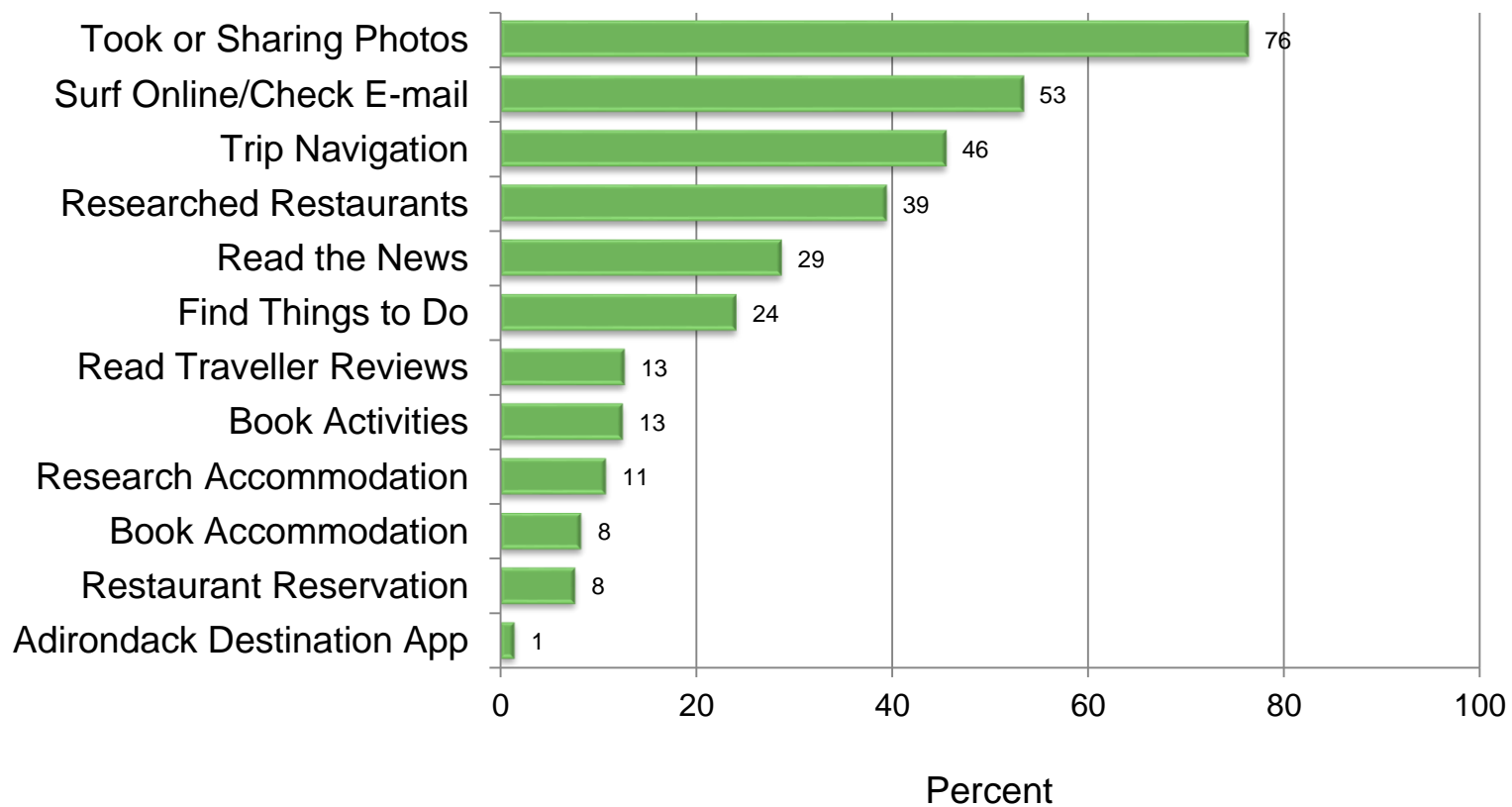
Electronic Devices Used During Trip

Base: Overnight Person-Trips to the Adirondacks Region



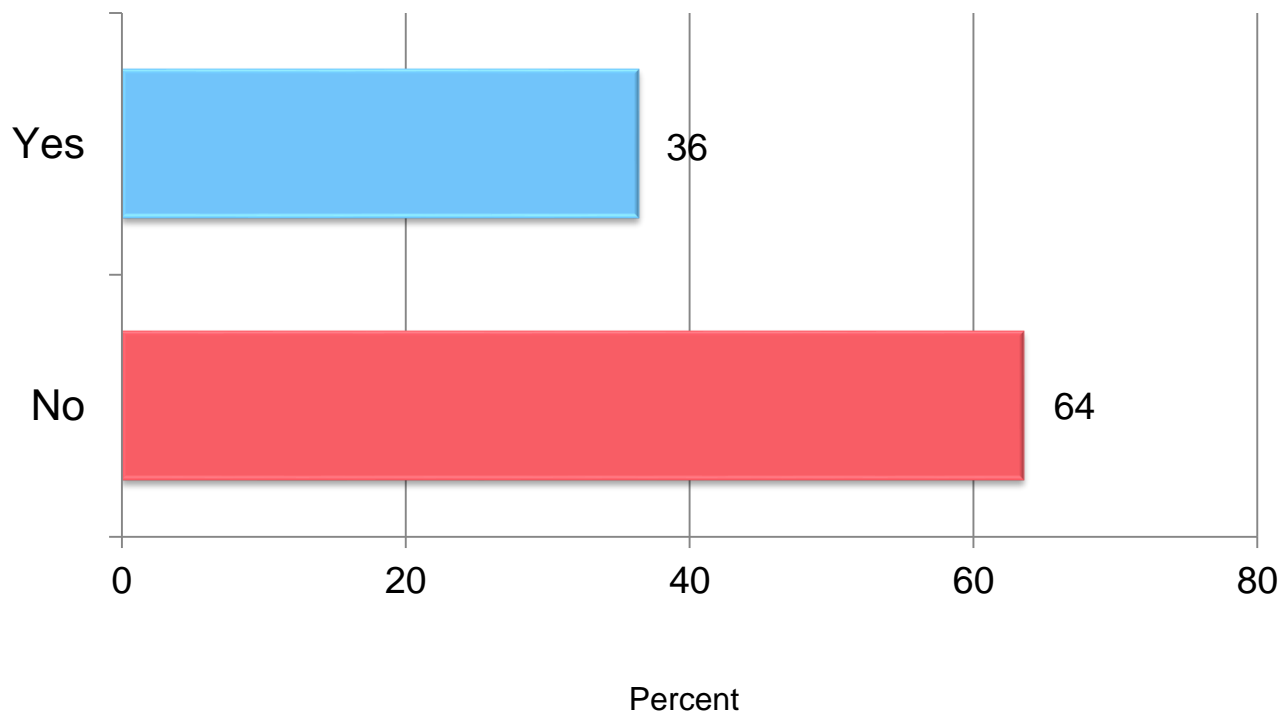
Purpose of Device Use During Trip

Base: Overnight Person-Trips to the Adirondacks Region



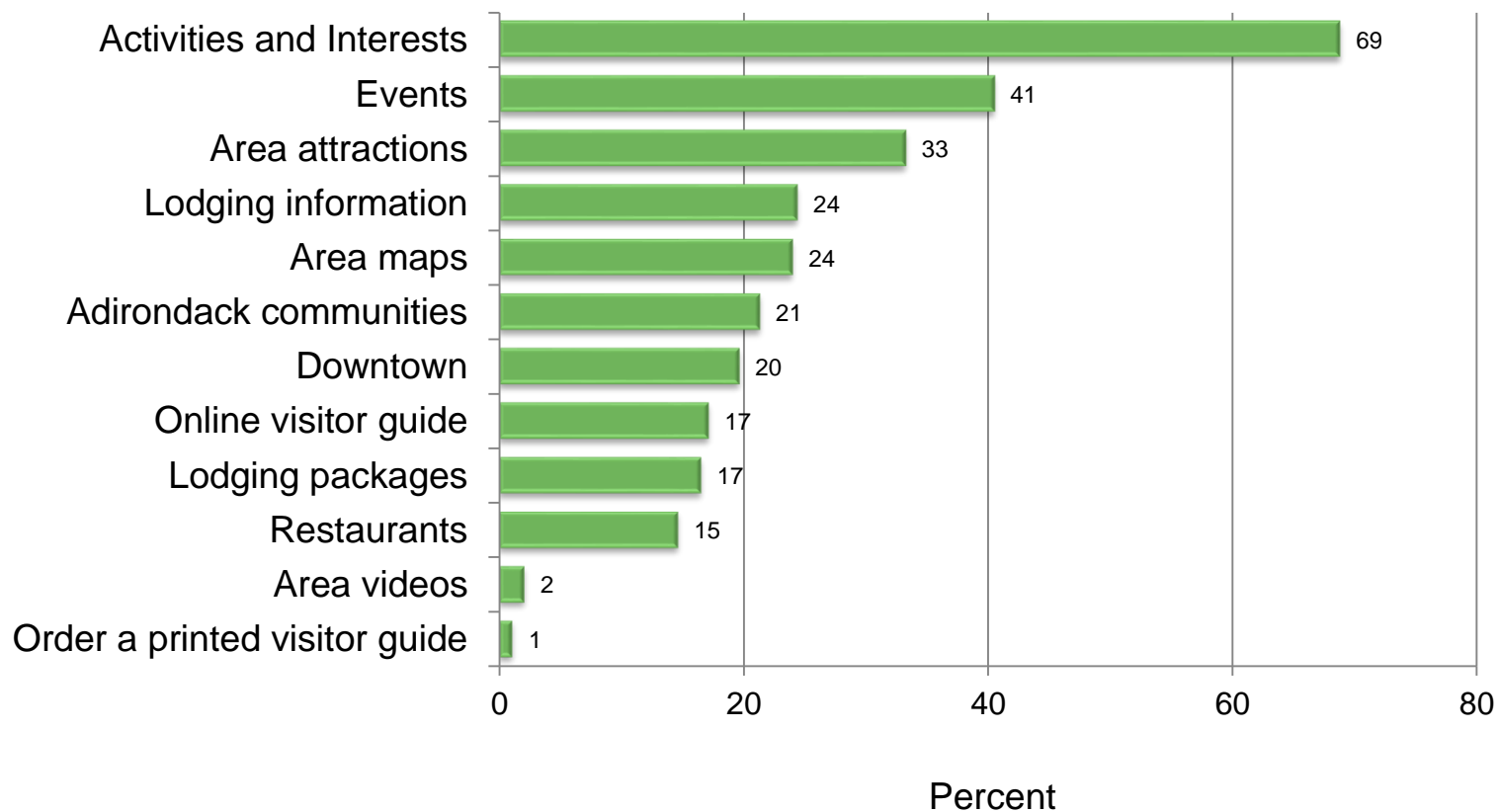
Visited www.visitadirondacks.com

Base: Overnight Person-Trips to the Adirondacks Region



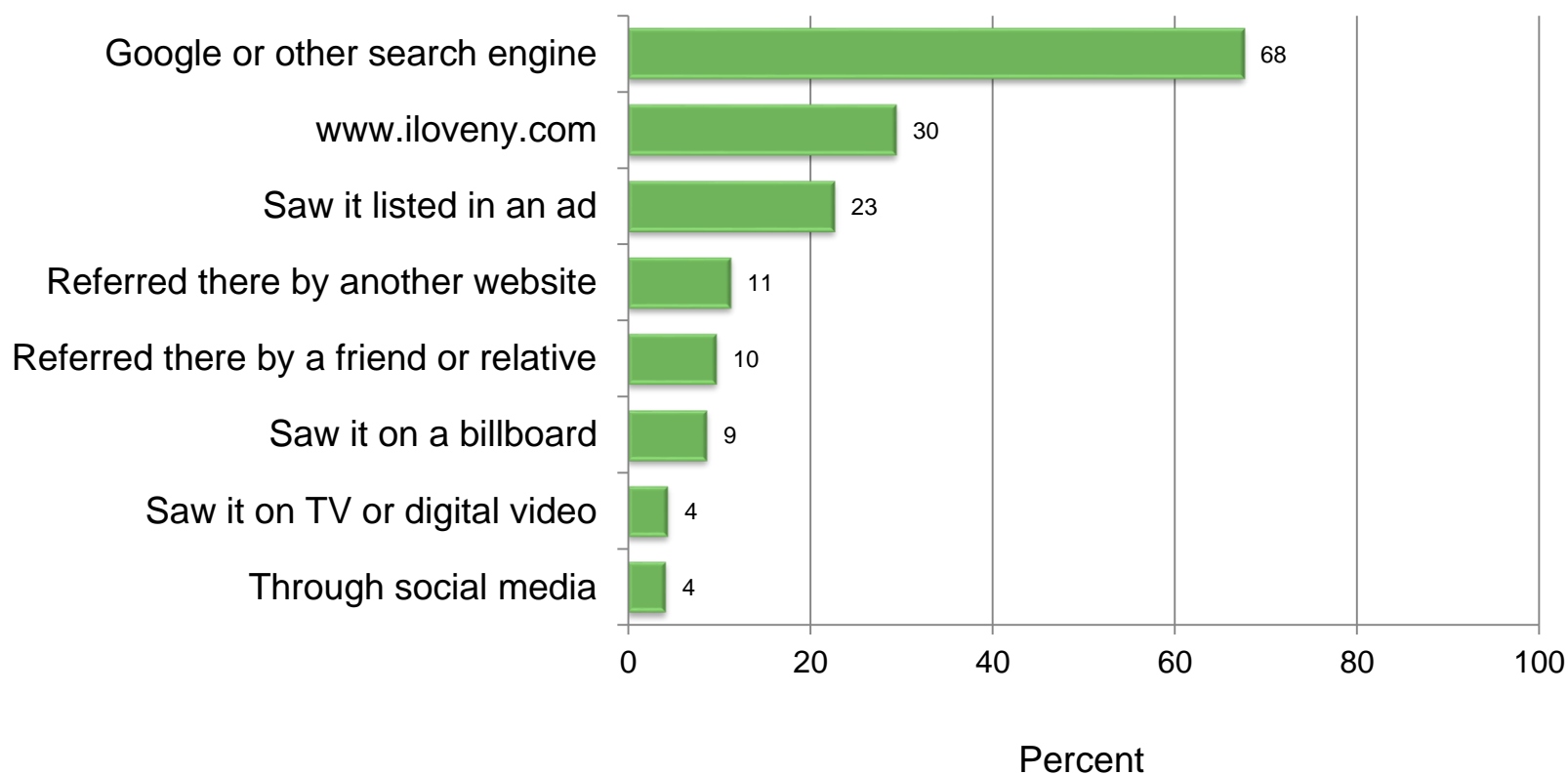
Information Explored on www.visitadirondacks.com

Base: Overnight Person-Trips to the Adirondacks Region



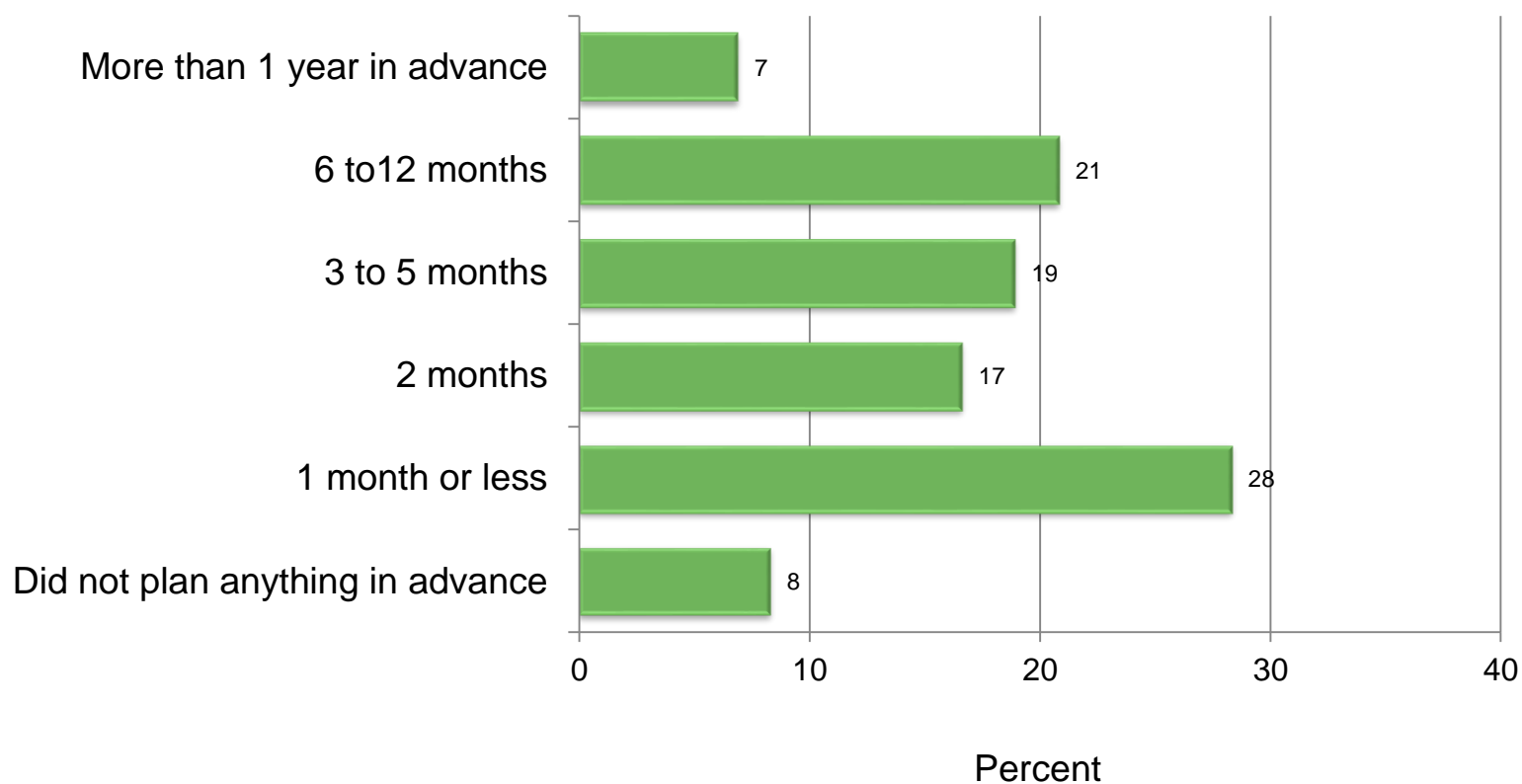
How Adirondacks Website was Found

Base: Overnight Person-Trips to the Adirondacks Region



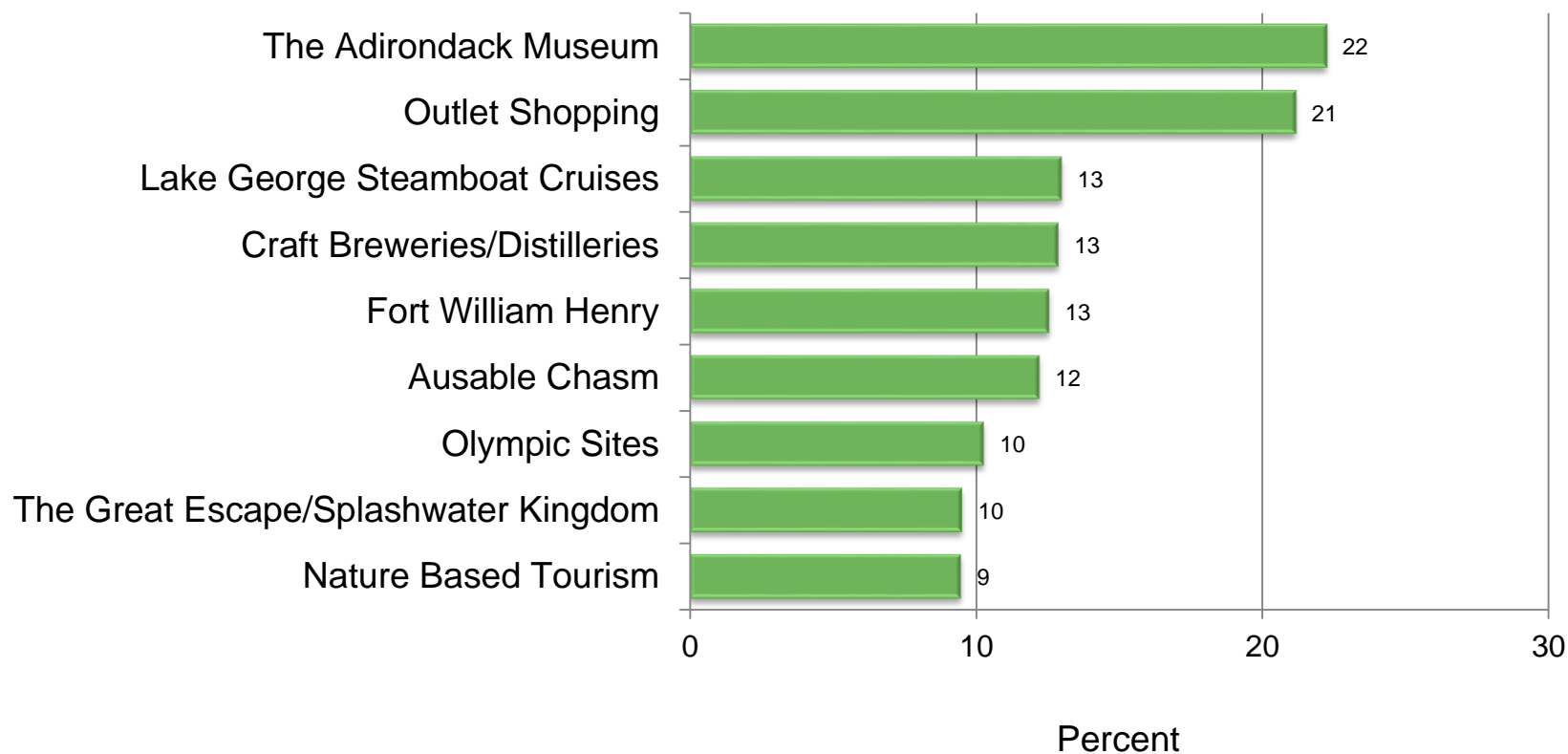
Length of Trip Planning

Base: Overnight Person-Trips to the Adirondacks Region



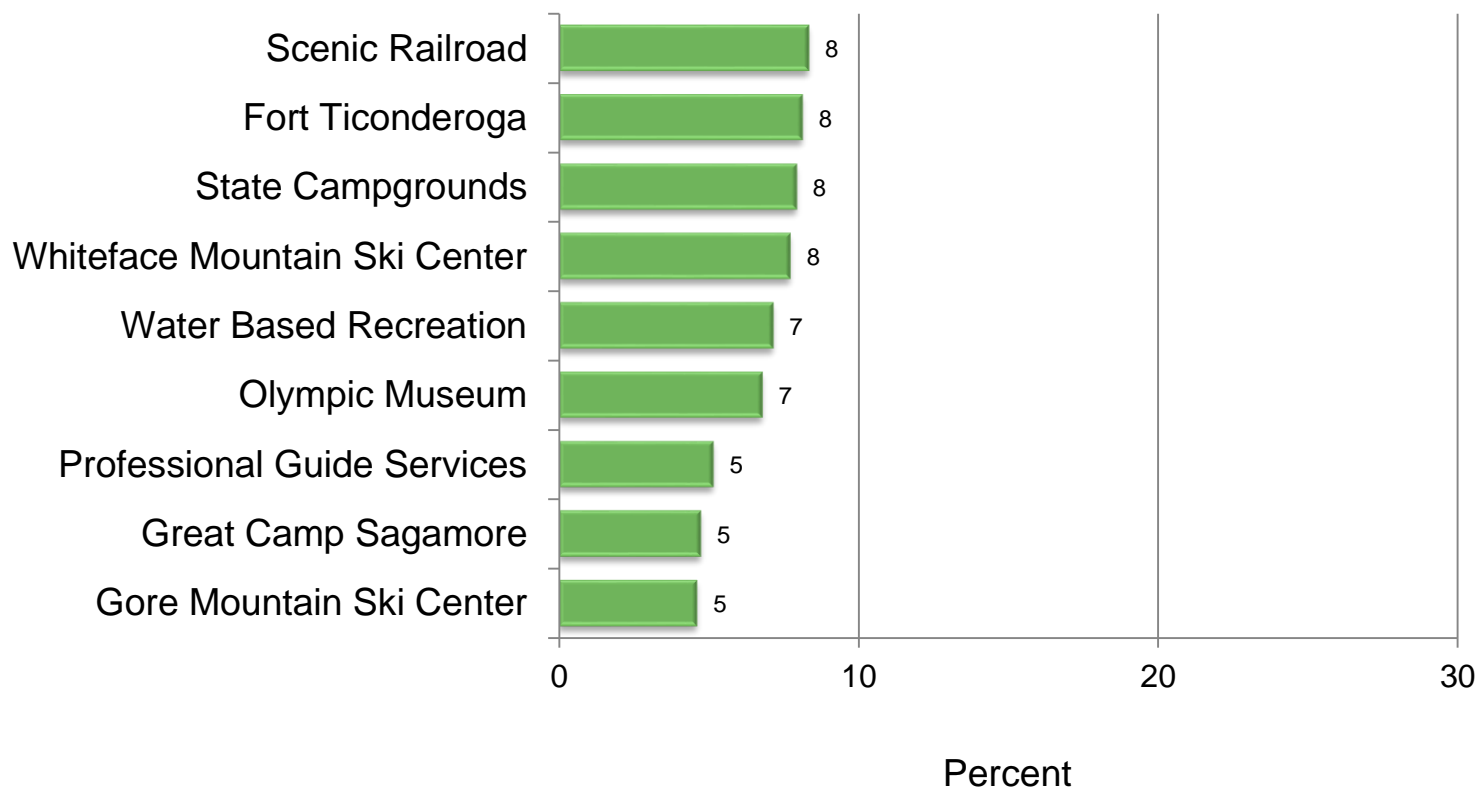
Adirondacks Region Attractions

Base: Overnight Person-Trips to the Adirondacks Region



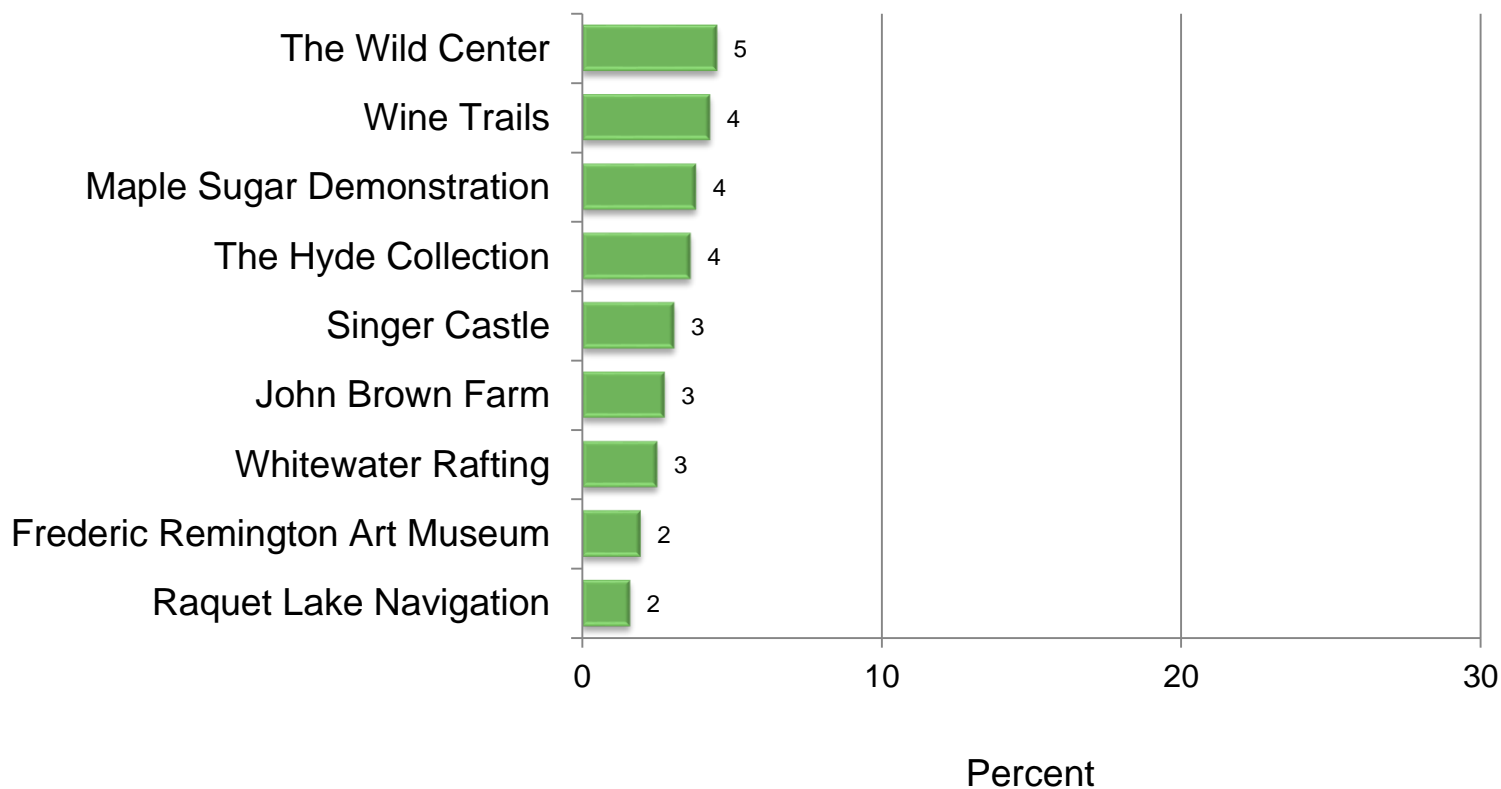
Adirondacks Region Attractions (Cont'd)

Base: Overnight Person-Trips to the Adirondacks Region



Adirondacks Region Attractions (Cont'd)

Base: Overnight Person-Trips to the Adirondacks Region





Adirondacks Region Image among Recent Visitors



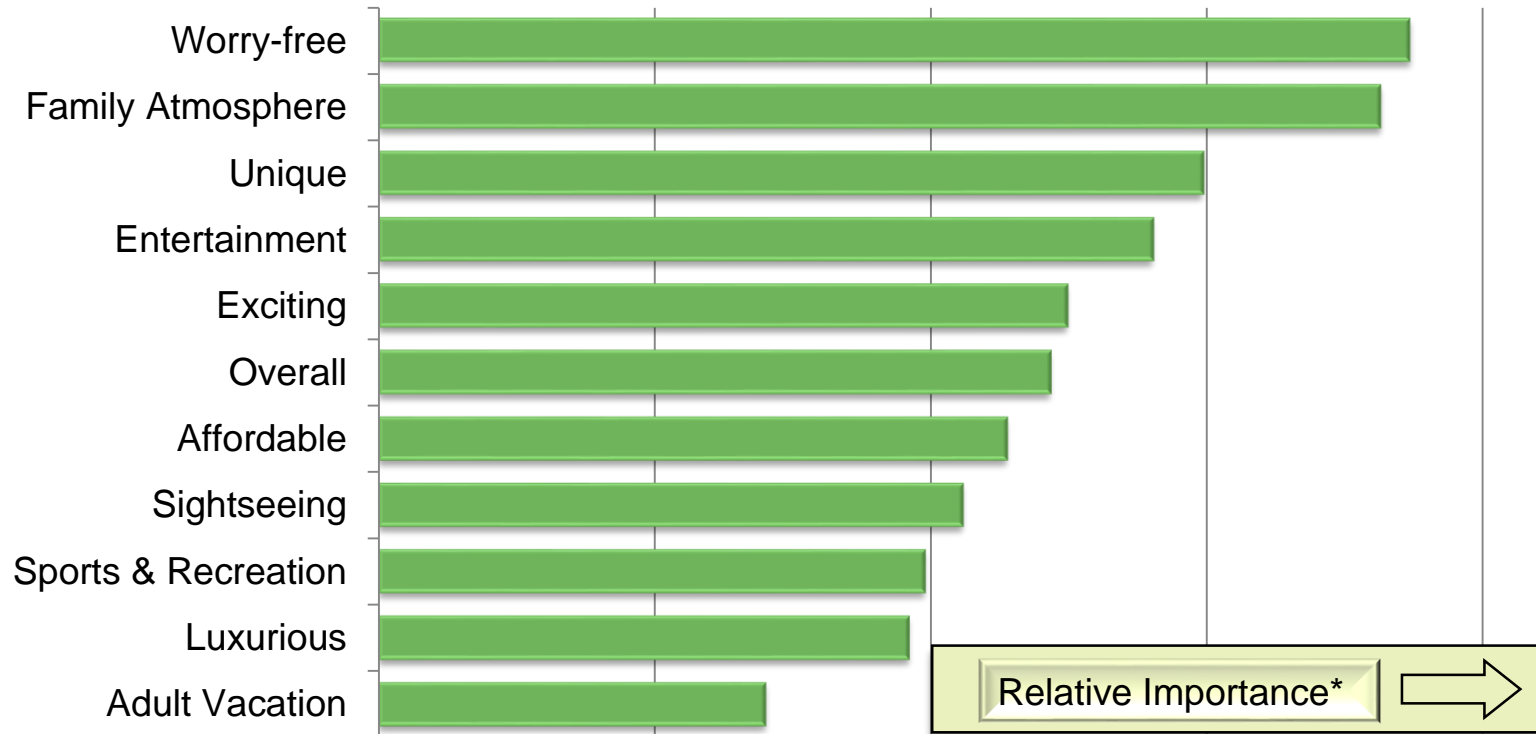
Travel Motivators

- In the advertised markets, for a destination to get on the traveler's wish list, it must be perceived, first and foremost, to:
 - Have a **worry-free** atmosphere, where travelers feel comfortable and welcomed. The place has warm and friendly people and travelers feel safe to be in tourist areas.
 - Have a **family atmosphere** – is a good place for families to visit and where children would especially enjoy.
- Also relatively important determinants of destination choice are the perceptions that a place:
 - Is **unique** in vacation experience and scenery with interesting people, has a uniquely different culture.
 - Has **entertainment** options, ranging from shopping, interesting festivals/fairs/events, theaters/museums to live performances and nightlife.

Travel Motivators (Con't)

- An **exciting** place that is a once-in-a-lifetime destination that offers a sense of fun and adventure.
- **Overall** – seen as eco-friendly, great place for a meeting/convention, and the destination's value and popularity.
- **Affordability** - refers to the costs associated with getting to and staying at a destination
- Has opportunities for **sightseeing**, especially interesting cities, truly beautiful scenery, and the variety of things to see and do.
- Factors of moderate import are:
 - **Sports and recreation** – has excellent state park facilities, great for exploring nature, great for outdoor adventure sports, and viewing wildlife and birds.
 - **Luxurious** – has first-class accommodations and elegant, sophisticated restaurants.
- Of least importance at the “wish list” stage of travel planning are a destination's image for:
 - **Adult vacation** - one that is appealing to adults traveling alone and as couples

Travel Motivators



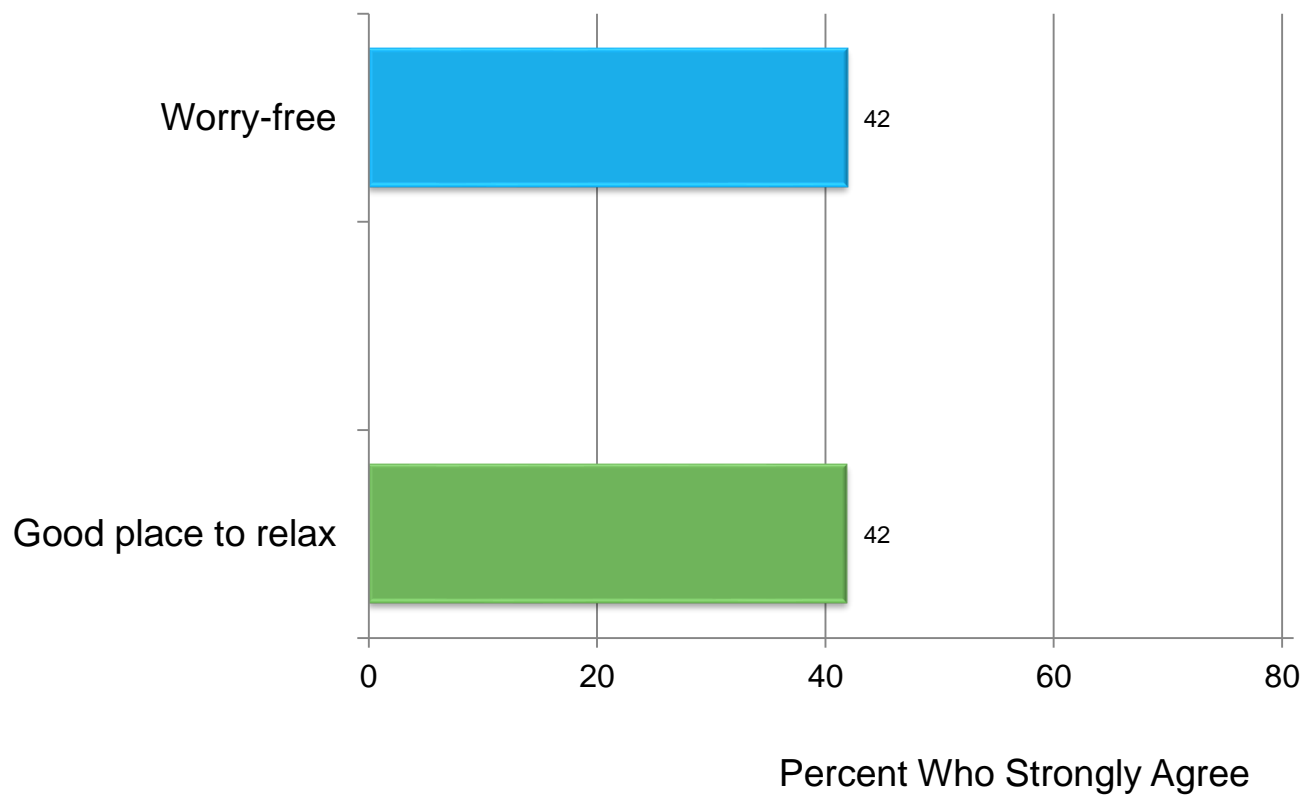
*A measure of the degree of association between each factor and whether destination is a place "I would really enjoy visiting."

Hot Buttons

Top Hot Buttons
Great State Parks
Convenient and Accessible
Must-See Destination
Unique Vacation Experience
Interesting Antiques/Unique Crafts
Excellent Vacation Value
Good for Sightseeing
Good Place to Relax
Excellent Shopping
Children Would Enjoy This Place

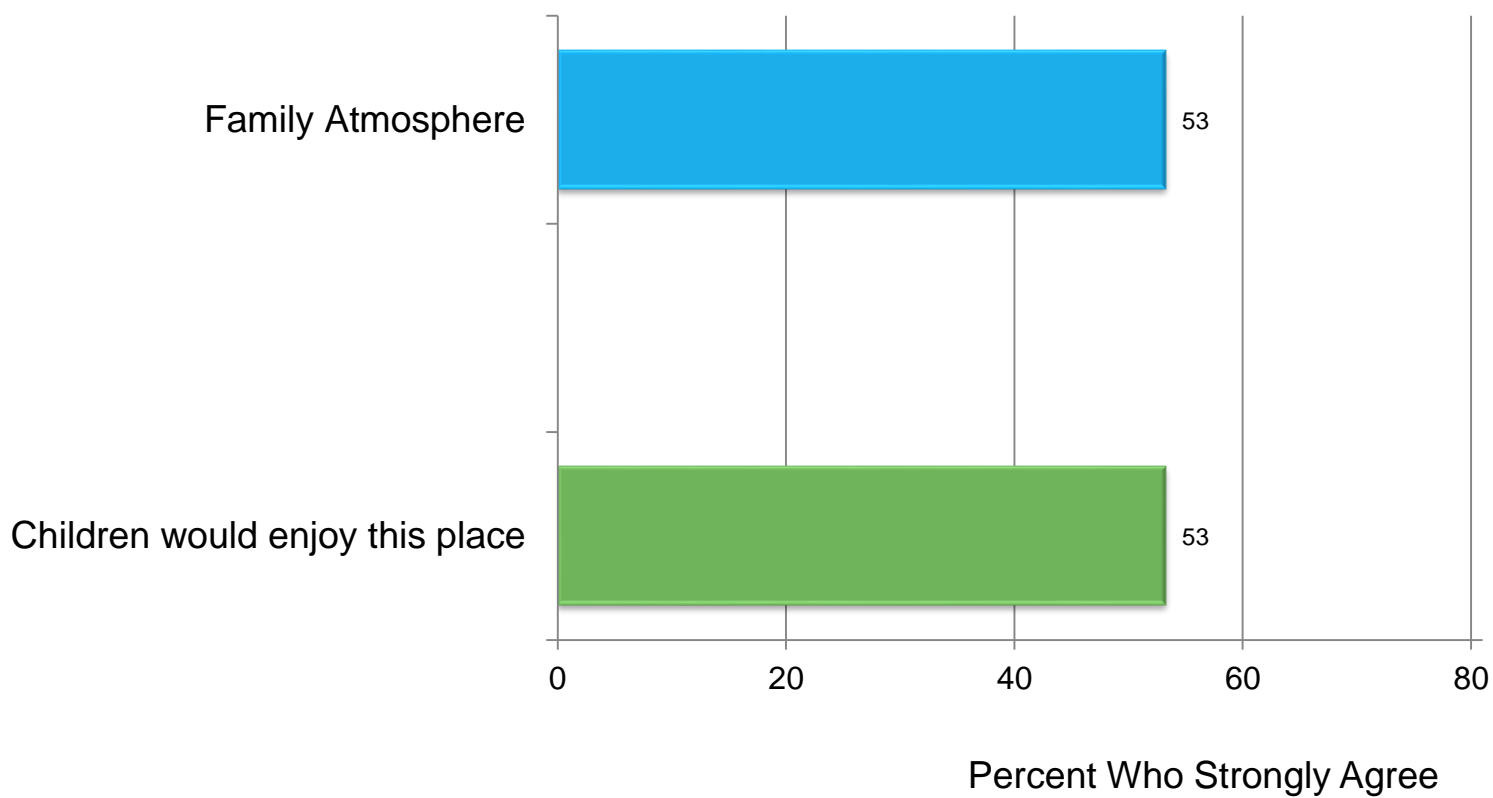
Adirondacks Image – Worry-Free

Base: Overnight Person-Trips to the Adirondacks Region



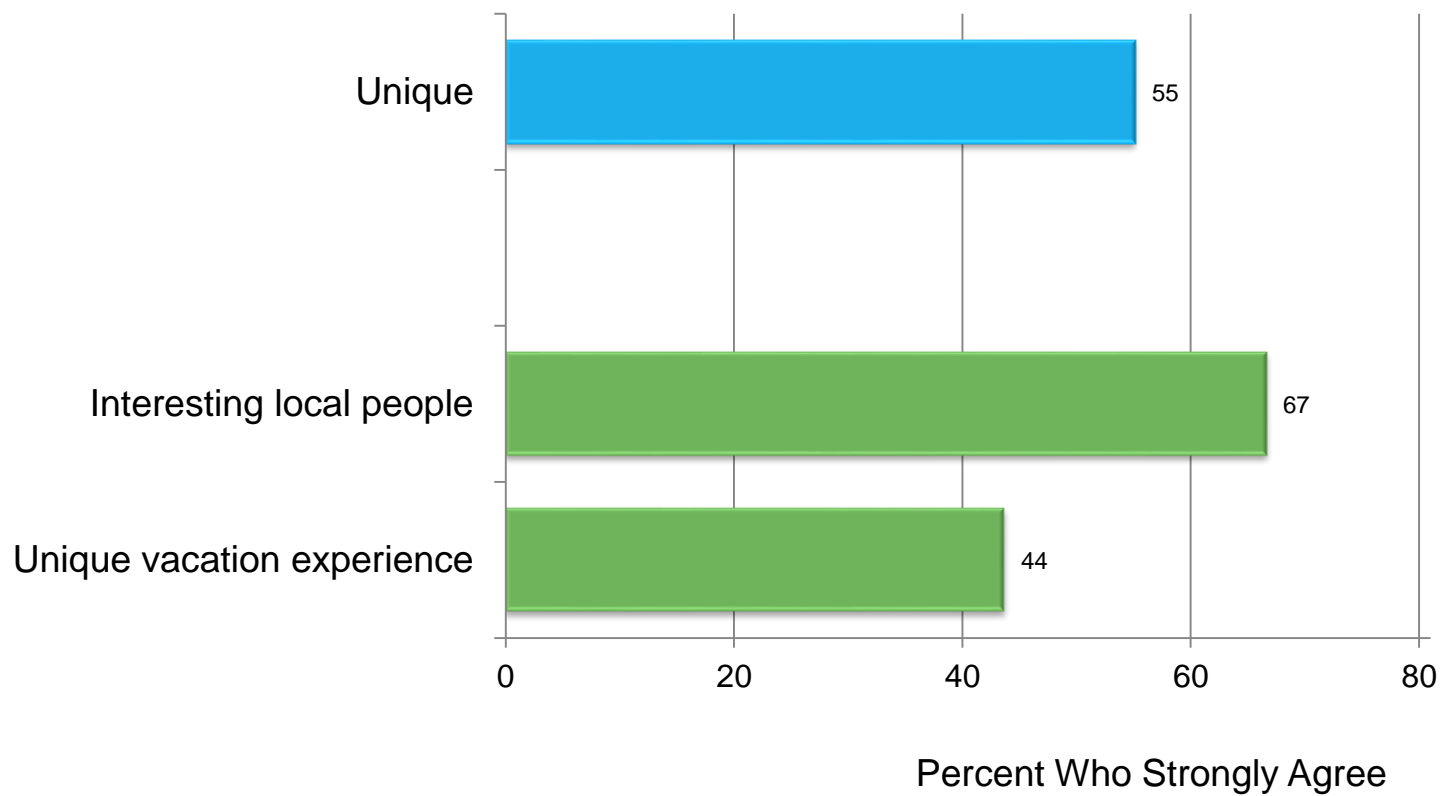
Adirondacks Image – Family Atmosphere

Base: Overnight Person-Trips to the Adirondacks Region



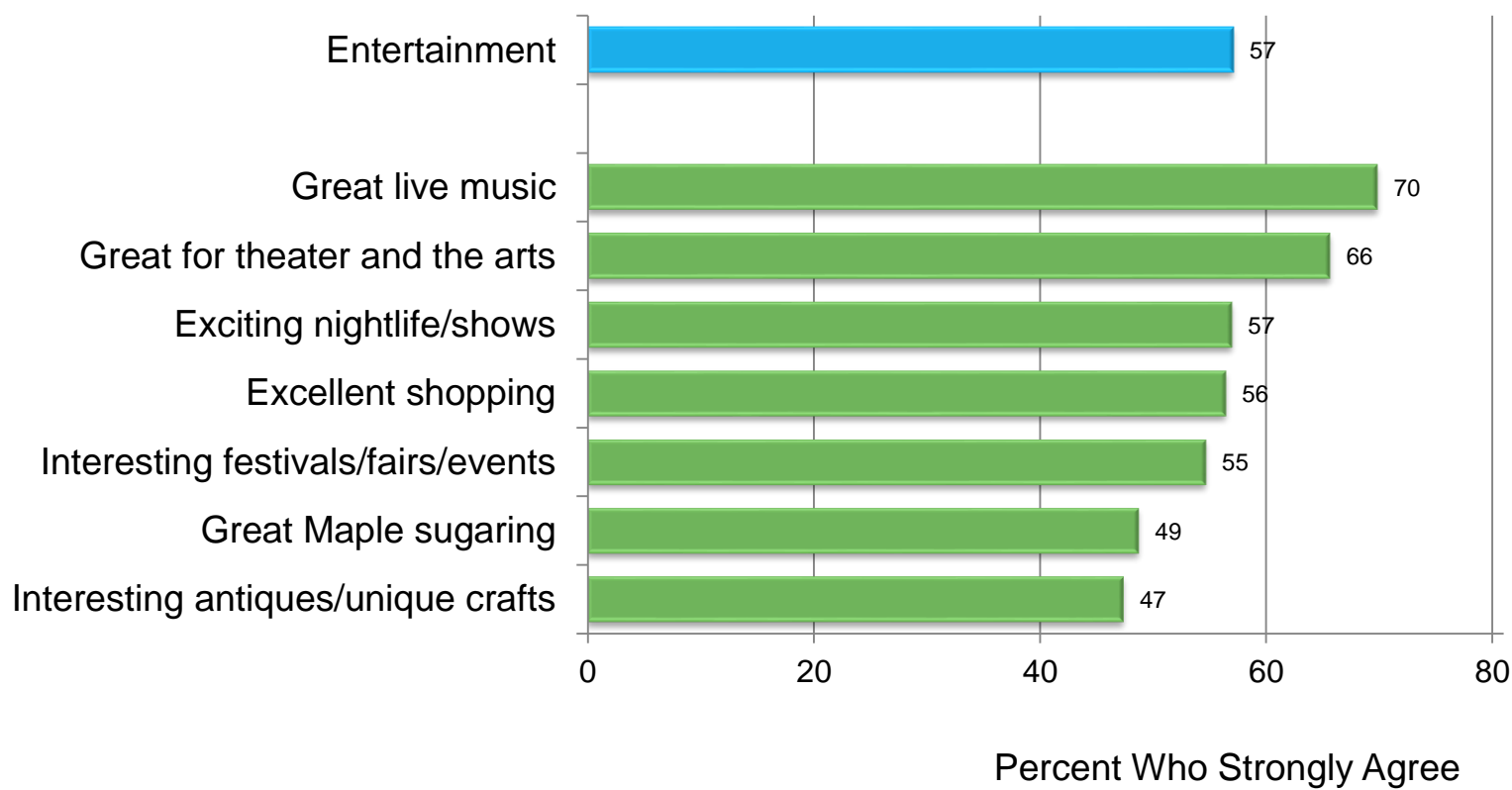
Adirondacks Image – Unique

Base: Overnight Person-Trips to the Adirondacks Region



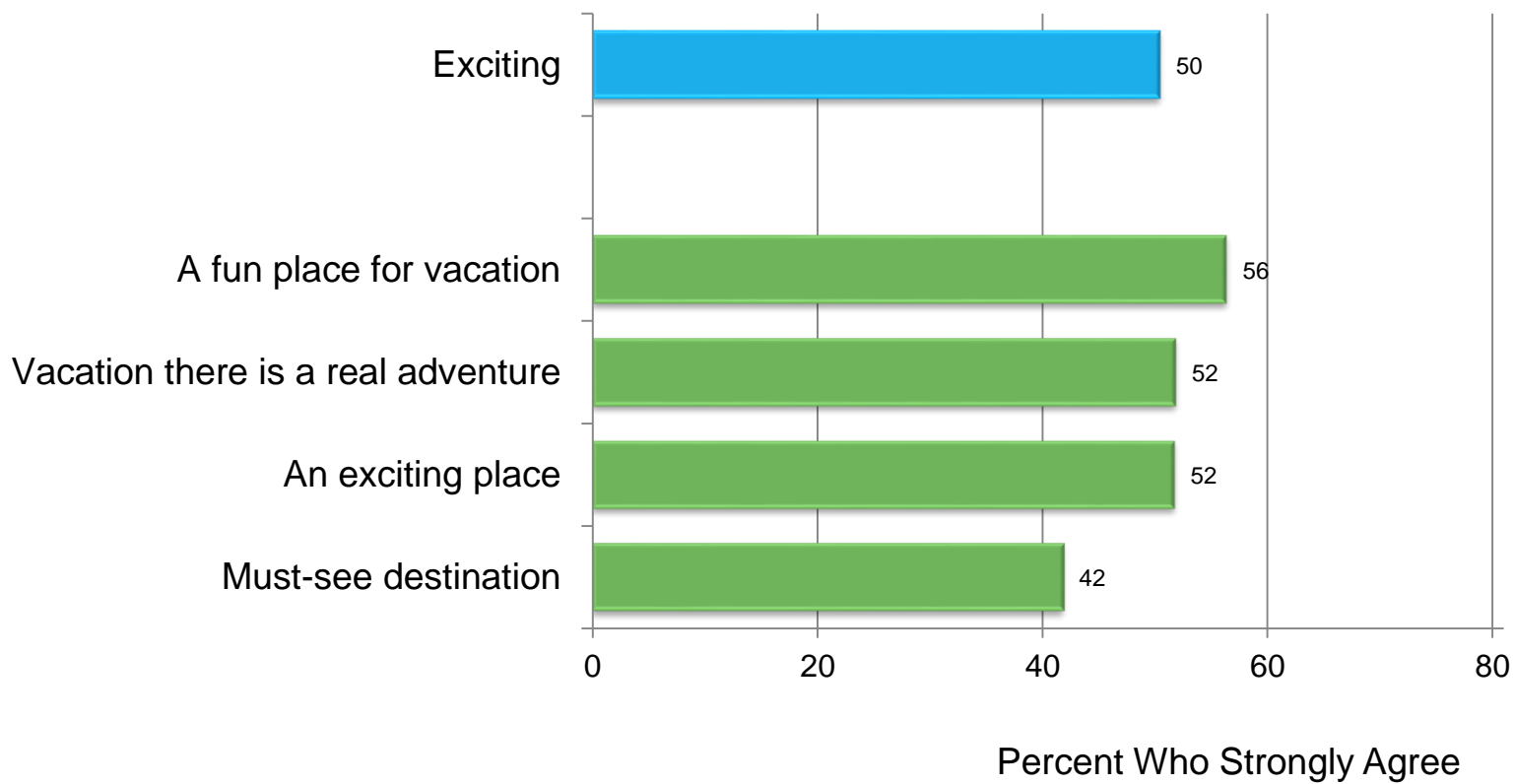
Adirondacks Image – Entertainment

Base: Overnight Person-Trips to the Adirondacks Region



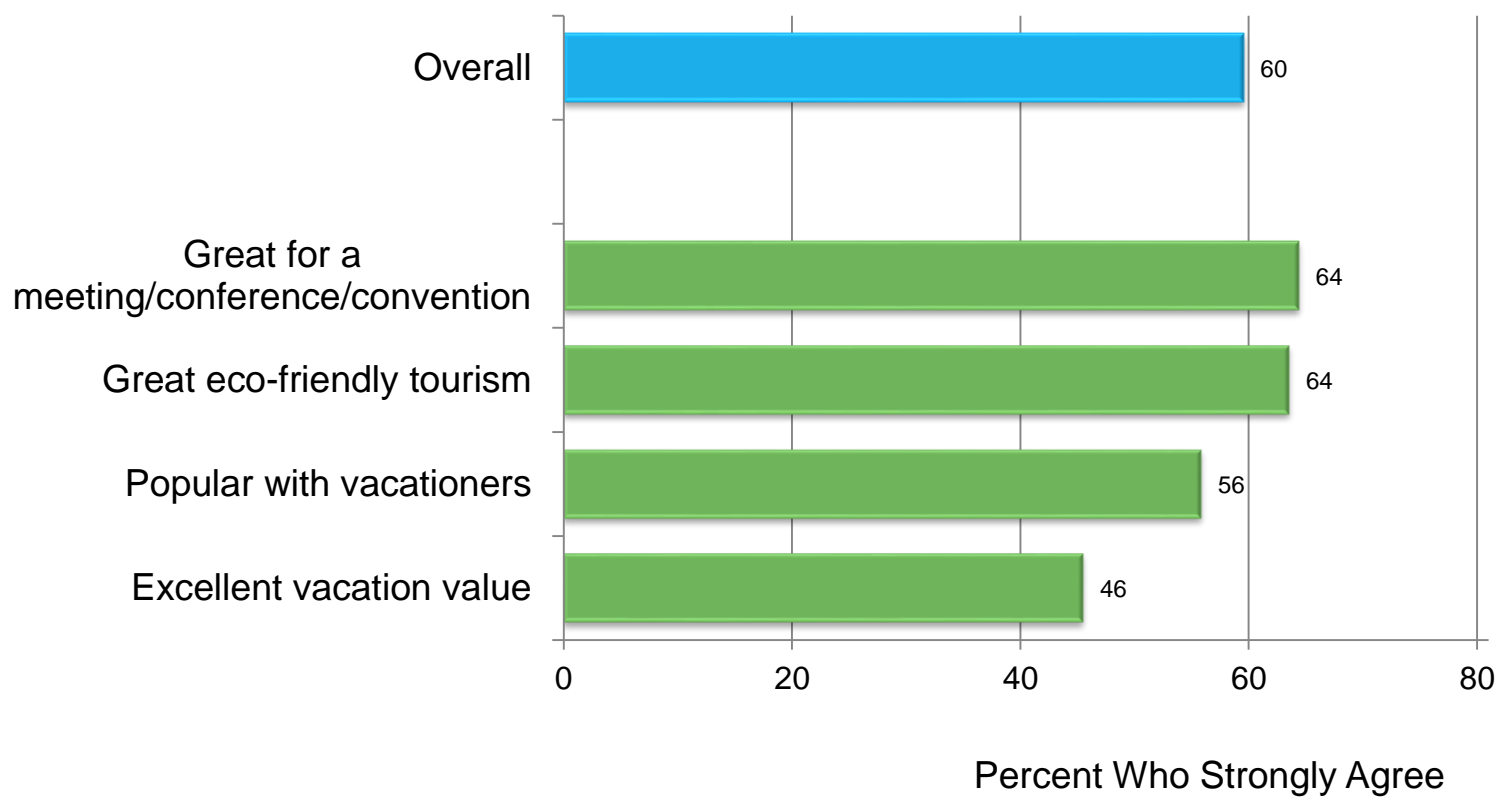
Adirondacks Image – Exciting

Base: Overnight Person-Trips to the Adirondacks Region



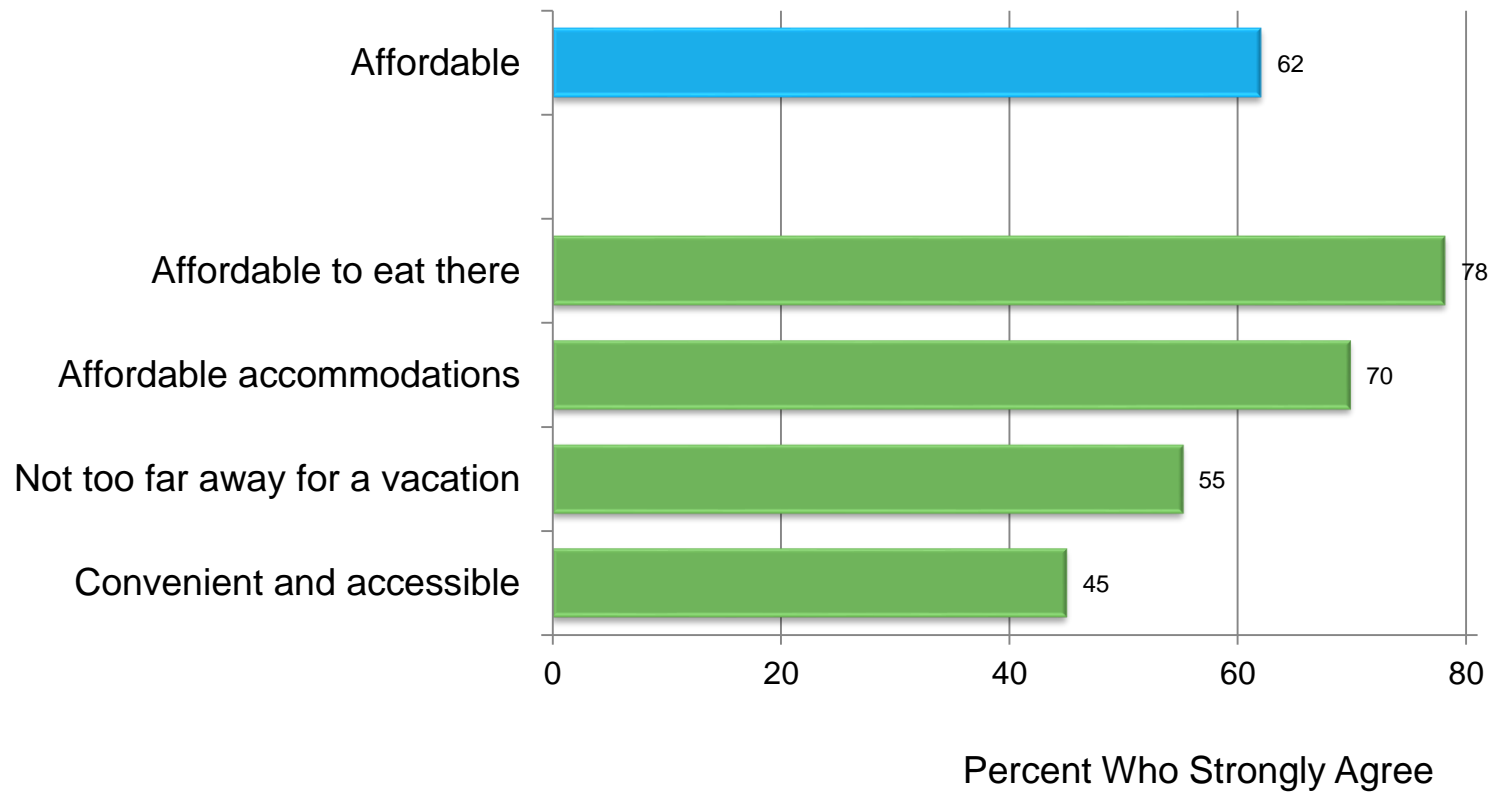
Adirondacks Image – Overall

Base: Overnight Person-Trips to the Adirondacks Region



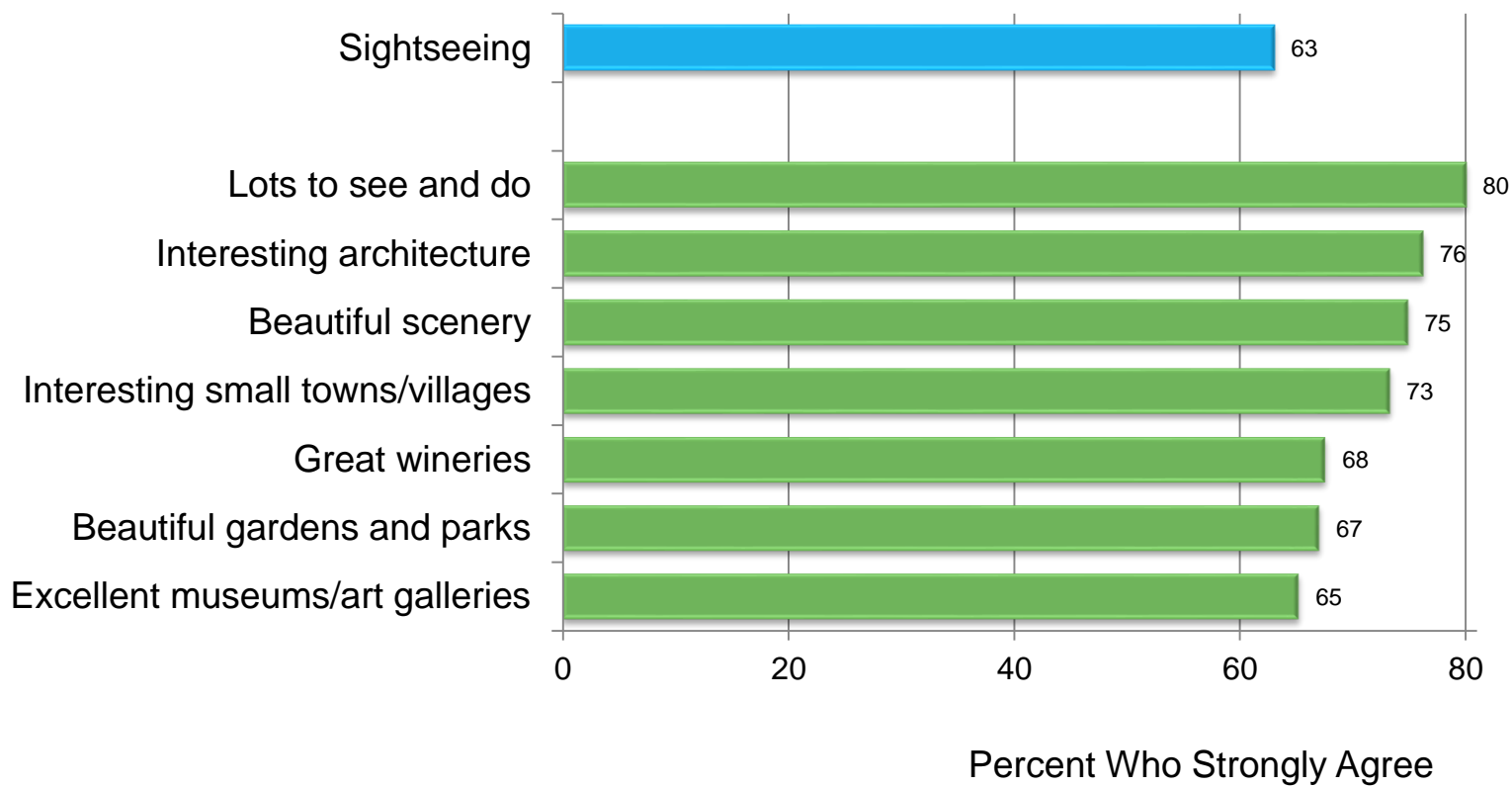
Adirondacks Image – Affordable/Accessible

Base: Overnight Person-Trips to the Adirondacks Region



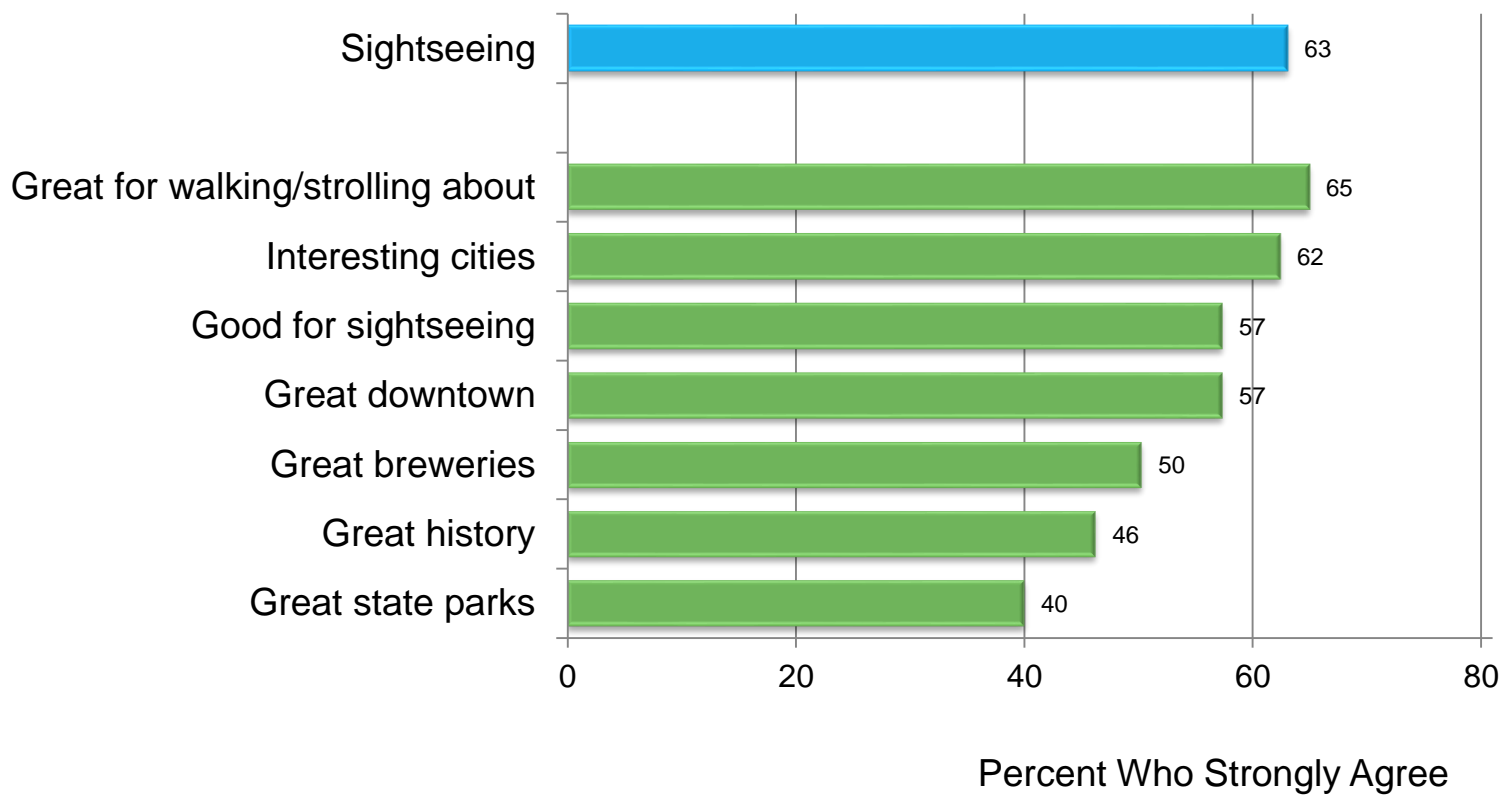
Adirondacks Image – Sightseeing

Base: Overnight Person-Trips to the Adirondacks Region



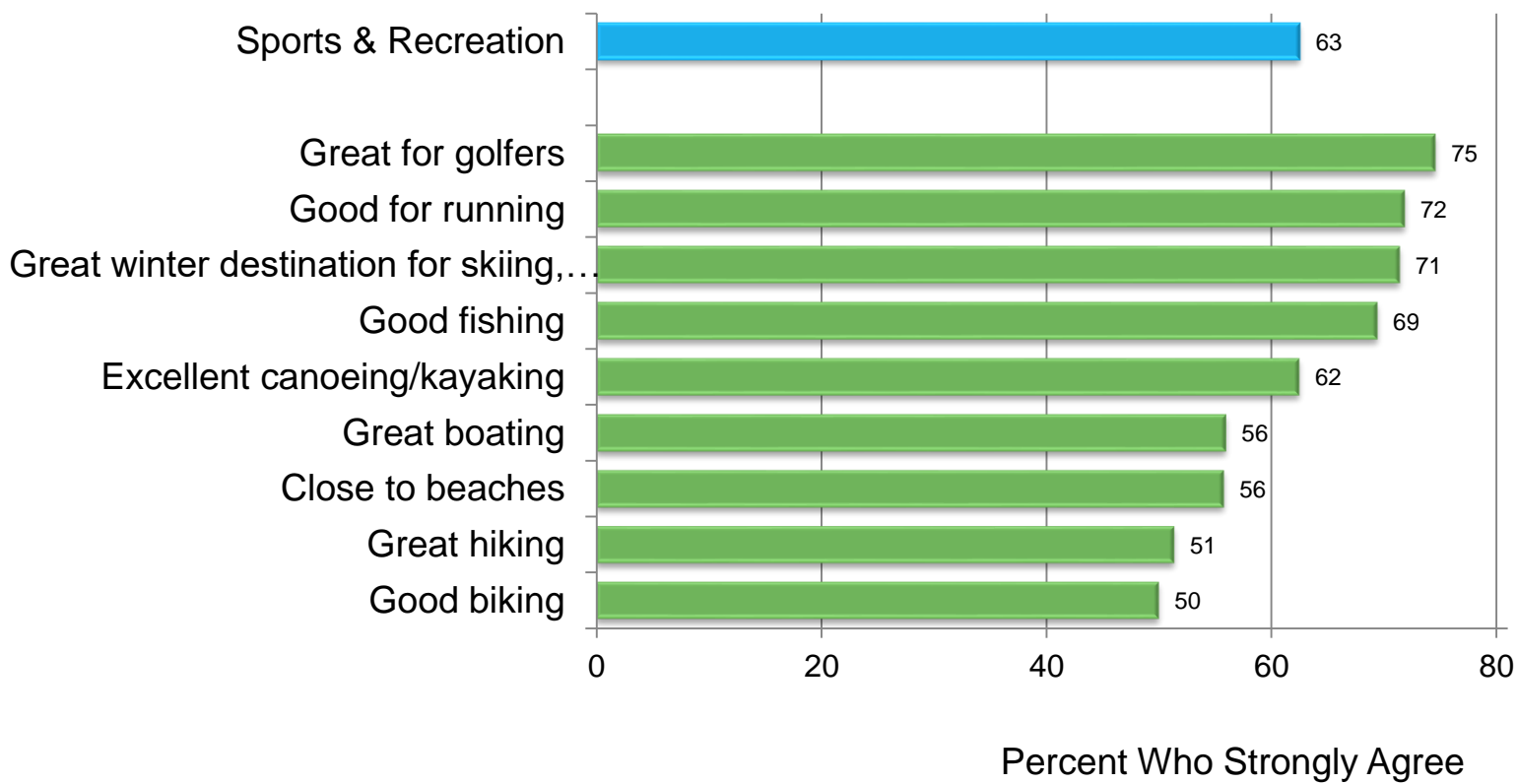
Adirondacks Image – Sightseeing (Cont'd)

Base: Overnight Person-Trips to the Adirondacks Region



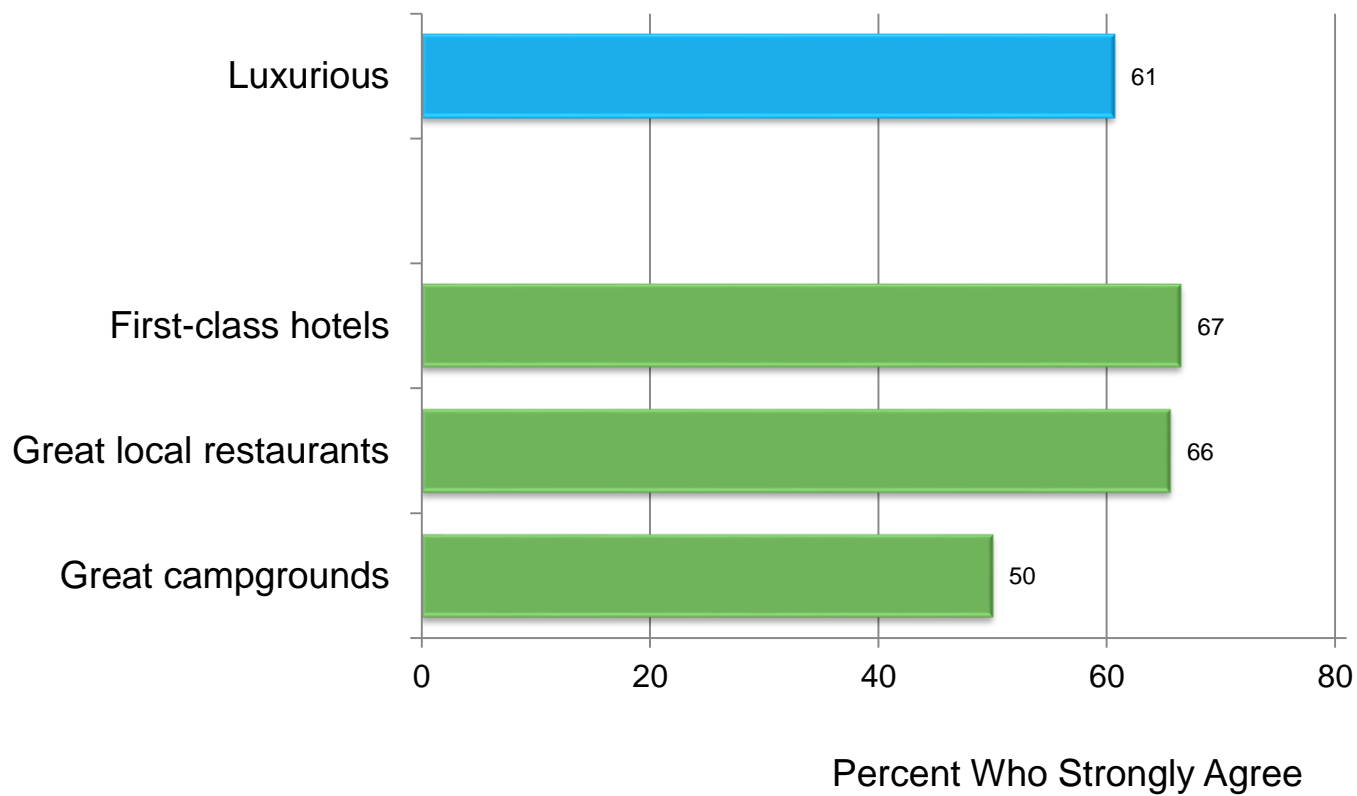
Adirondacks Image – Sports & Recreation

Base: Overnight Person-Trips to the Adirondacks Region



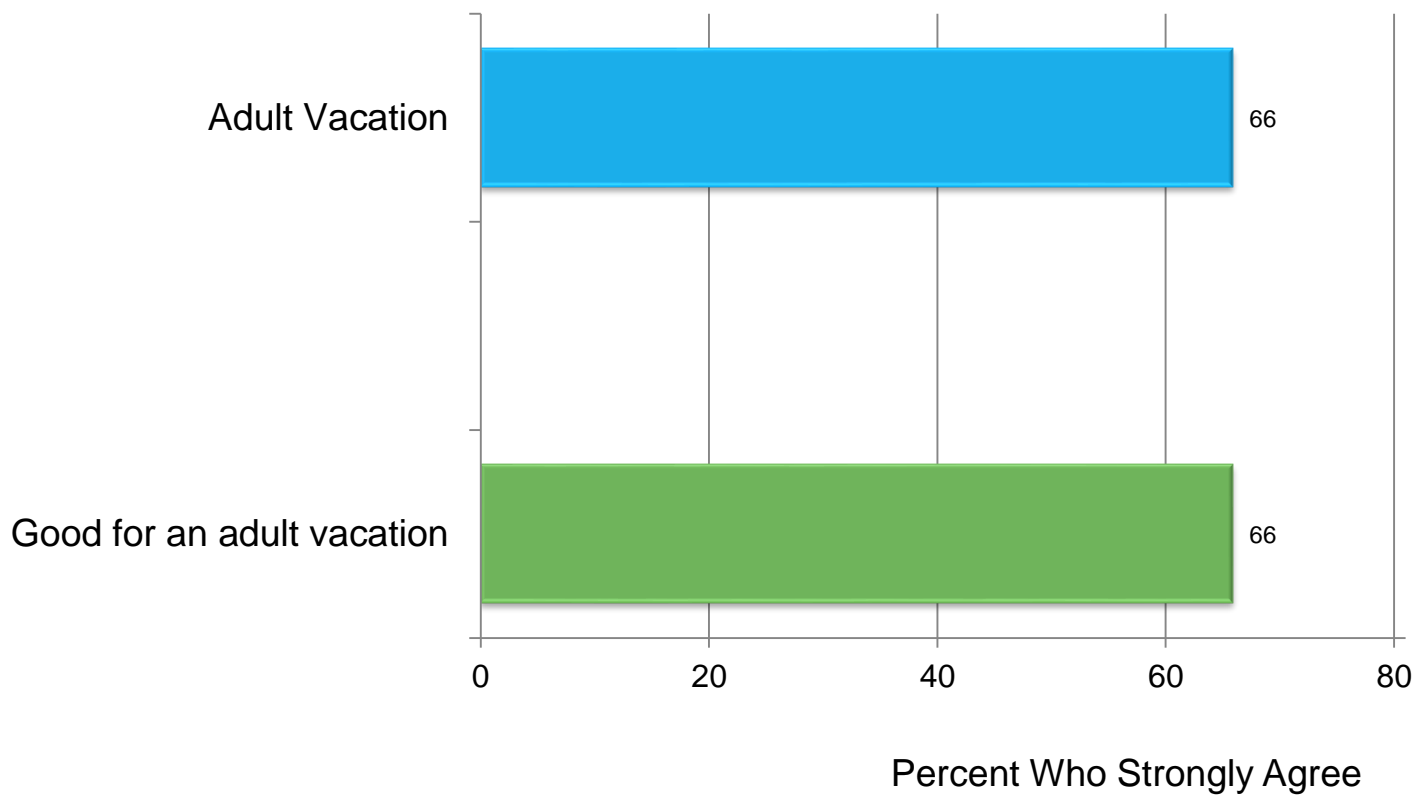
Adirondacks Image – Luxurious

Base: Overnight Person-Trips to the Adirondacks Region



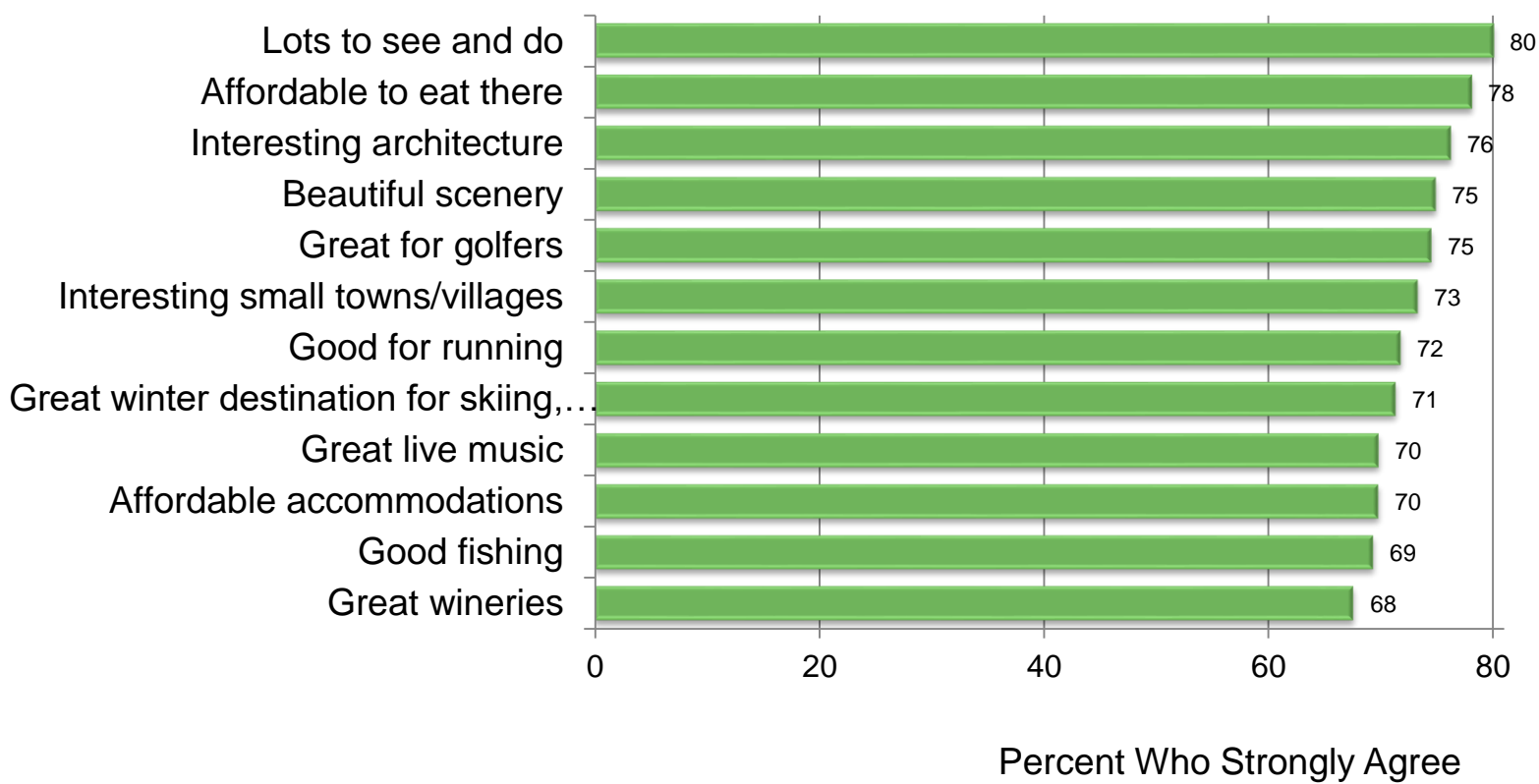
Adirondacks Image – Adult Vacation

Base: Overnight Person-Trips to the Adirondacks Region



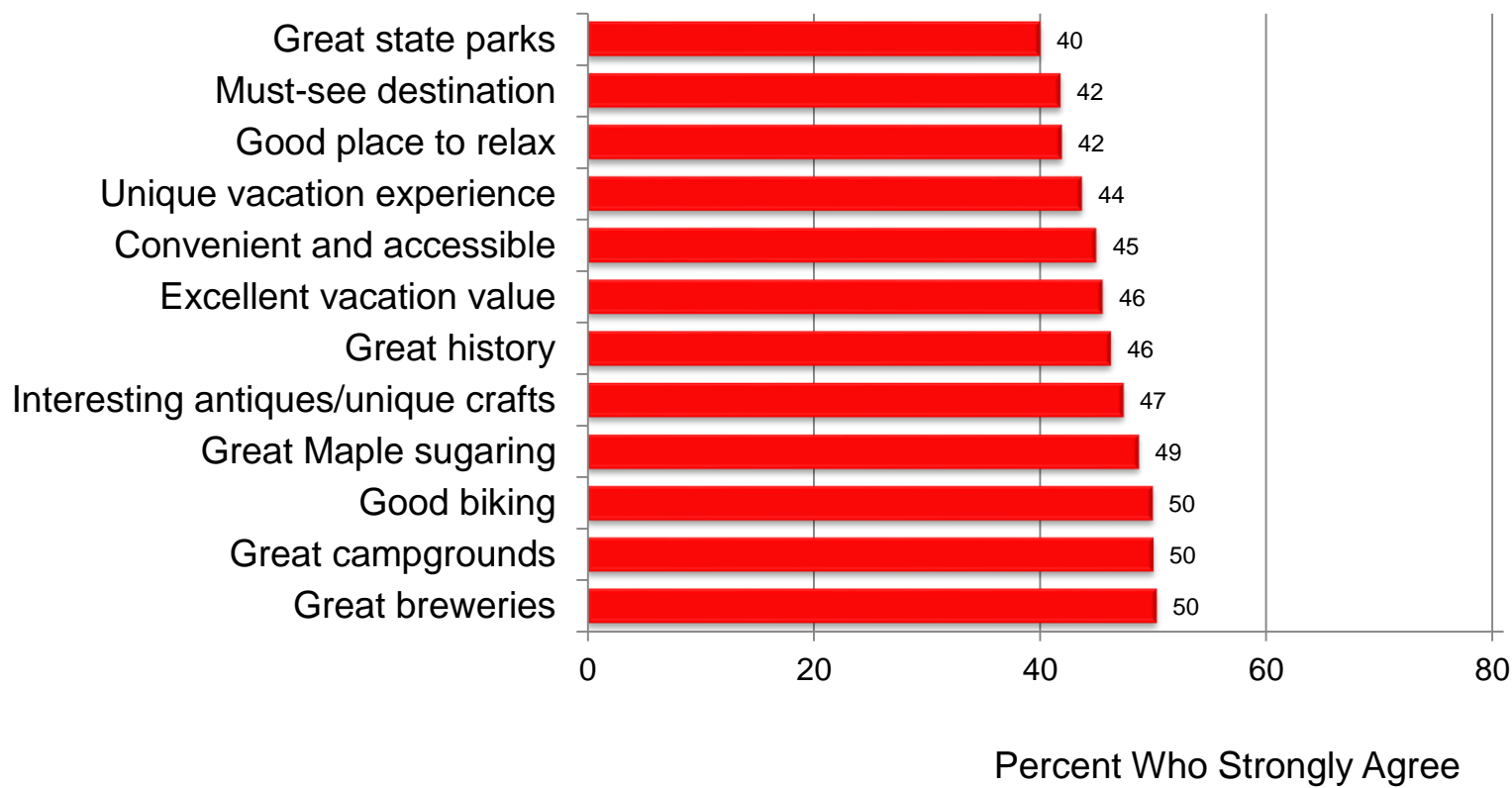
Adirondacks Image Strengths

Base: Overnight Person-Trips to the Adirondacks Region



Adirondacks Image Weaknesses

Base: Overnight Person-Trips to the Adirondacks Region



Adirondacks Image Quadrant Analysis

- A quadrant analysis provides more detail on the Adirondacks' image
 - The state has some very important strengths:
 - Good for sightseeing
 - Excellent shopping
 - Children would enjoy
 - Great hiking
 - However, a number of important weaknesses counterbalance those wins:
 - Perceptions that the destination is not a unique, must see destination
 - Lacking interesting antiques/crafts
 - Convenience and accessibility as well as vacation value
 - Concerns about a comfortable, relaxed, worry-free atmosphere
 - State parks facilities

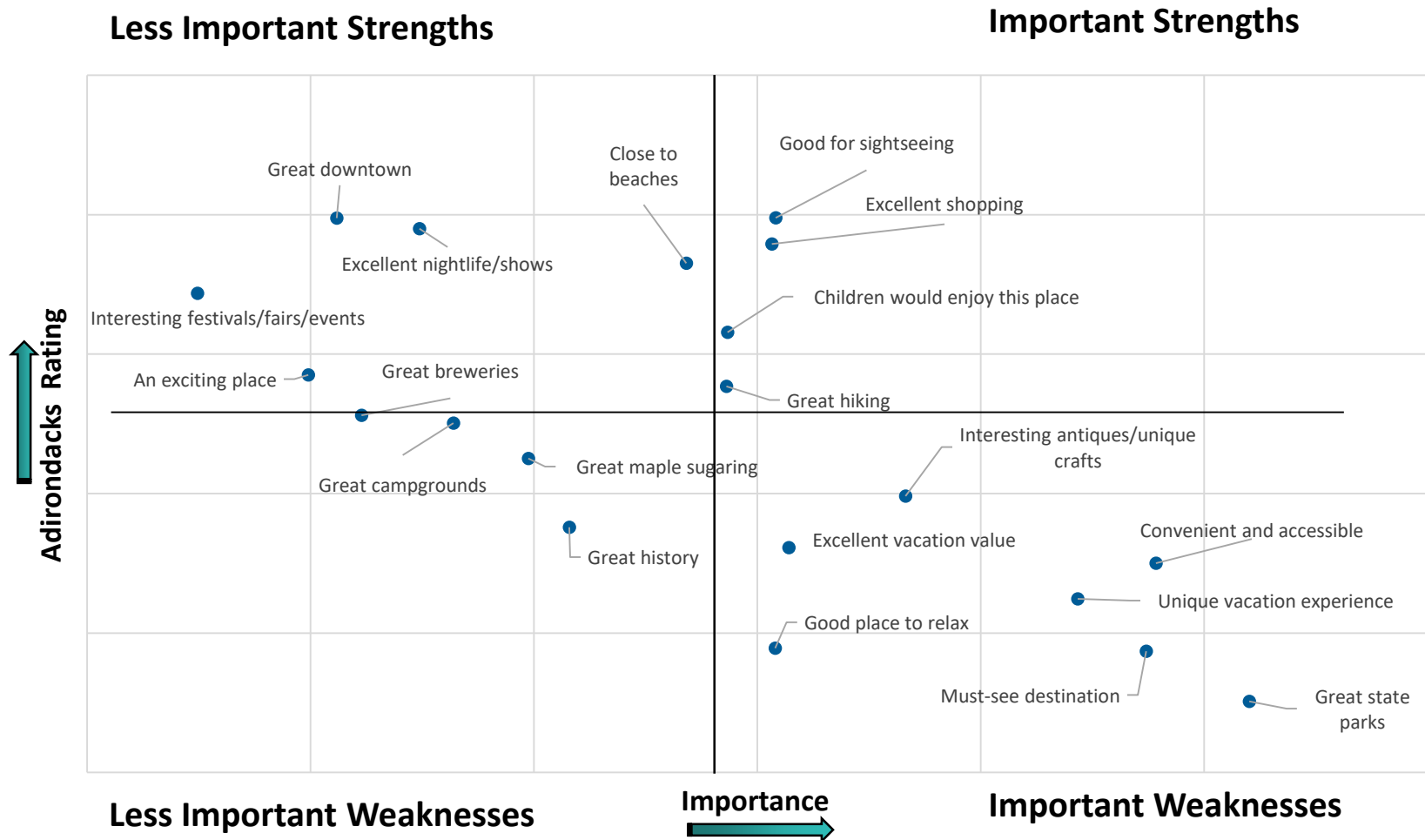
Adirondacks Image Quadrant Analysis (Cont'd)

- There are several less important strengths:
 - Entertainment options such as exciting nightlife/shows, interesting festivals/fairs/events
 - Great downtown
 - Close to beaches
 - An exciting place
 - Great breweries

Adirondacks Image Quadrant Analysis (Cont'd)

- And less important weaknesses, perceived as lacking:
 - Great campgrounds
 - Great maple sugaring
 - Great history
- The normal interpretation of a quadrant analysis like this is as follows:
 - Important strengths should form the core of positioning/messaging
 - Important weaknesses – communications are needed to correct misperceptions
 - Less important strengths – can add depth to the story, as “features”
 - Less important weaknesses – low priority from a communications standpoint

Adirondacks Image Quadrant





Appendix: Key Terms Defined



Key Terms Defined

- An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- A **Person-Trip** is one trip taken by one visitor.
 - Person-trips are the key unit of measure for this report.

Trip-Type Segments

Total Trips = Leisure + Business + Business-Leisure

Marketable Trips:

Include all leisure trips, with the exception of visits to friends/relatives

- **Leisure Trips:** Include all trips where the main purpose was one of the following:
 - Visiting friends/relatives
 - Touring through a region to experience its scenic beauty, history and culture
 - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
 - Special event, such as a fair, festival, or sports event
 - City trip
 - Cruise
 - Casino
 - Theme park
 - Resort (ocean beach, inland or mountain resort)
 - Skiing/snowboarding
 - Golf
- **Business Trips:**
 - Conference/convention
 - Other business trip
- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.