

Saranac Lake Image Study



Respondent Information

Collector	Population	Responses
Postcard mailing collector	6,500	329
Organic social collector	8,216	251
Paid social collector	34,525	1,041
Visit Adirondacks	55,345	365
Adirondacks, USA	133,257	2,155
SaranacLake.com/brand	108	25
Total	237,951	4,166

Of the 237,951 people reached by our efforts, 1.75% completed the survey. The margin of error for the data within the survey is 2%.

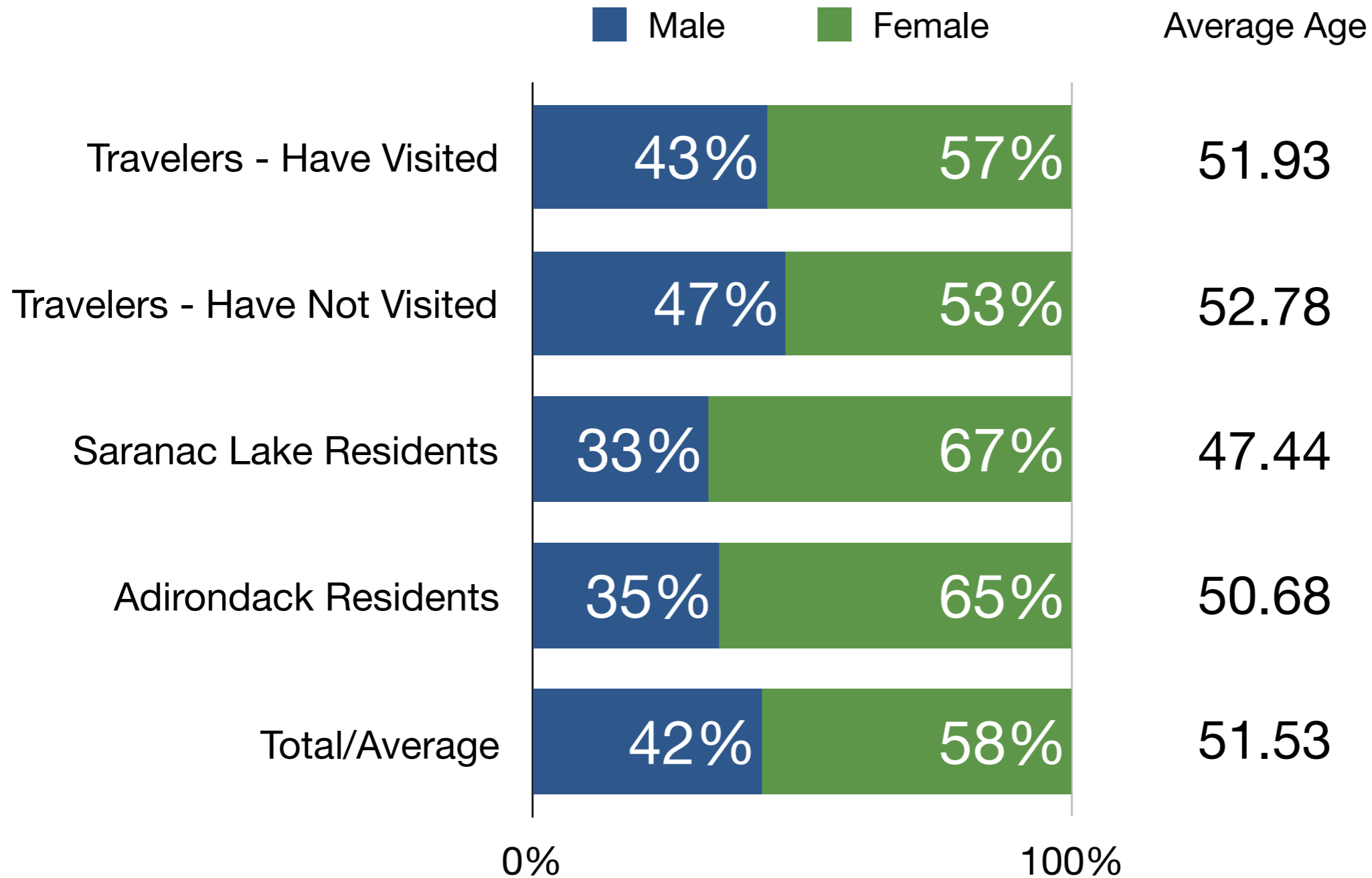
For comparison, Tupper Lake Image Study (2016) had a sample size of 1,270.

Each respondent was sorted into one of four segments based on their primary postal code and whether or not they had visited Saranac Lake in the past five years.

Segments	Total Respondents
Travelers - Have Visited	2,051
Travelers - Have Not Visited	1,255
Saranac Lake Residents*	507
Adirondack Residents	353
Total	4,166

*The zip codes included in the Saranac Lake residents segments are 12983, 12977, 12945, 12970, 12976, 12989, 12939, 12913, 12980, and 13672.

Demographics

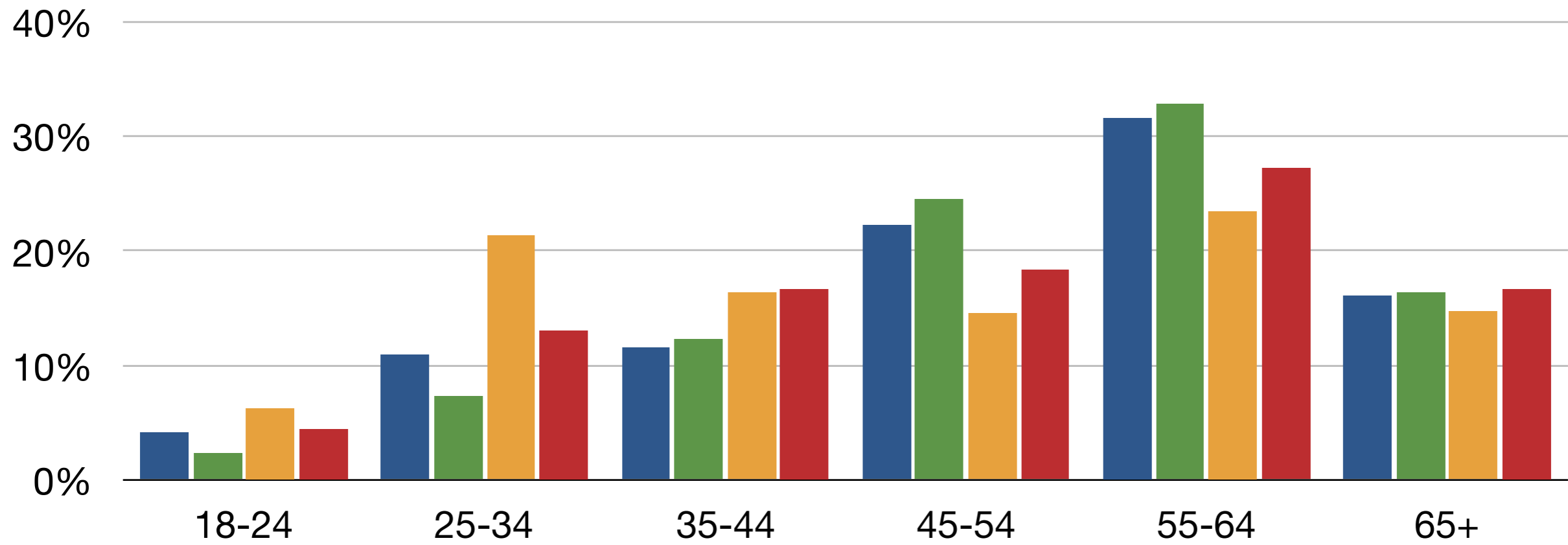


Average age of Adirondack traveler from Longwoods International study: 41.3.

Demographics

- Travelers - Have Visited
- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents

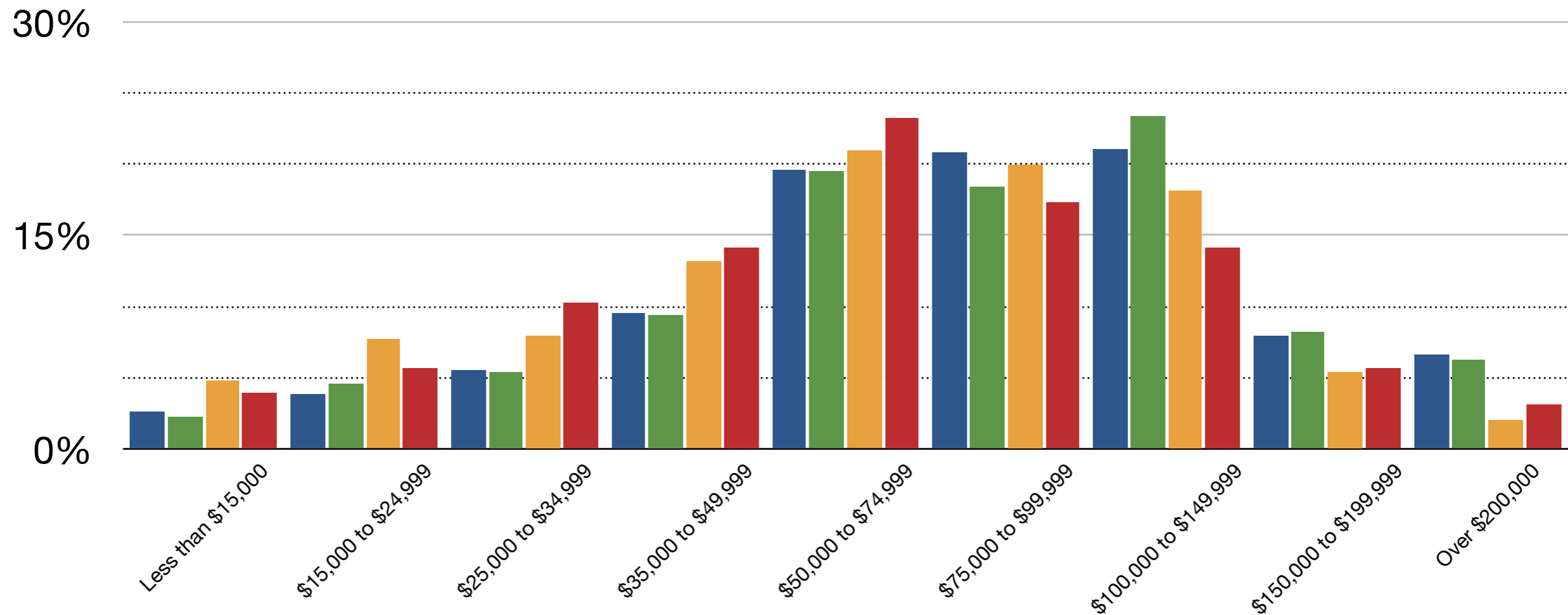
Age Groups



Demographics

- Travelers - Have Visited
- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents

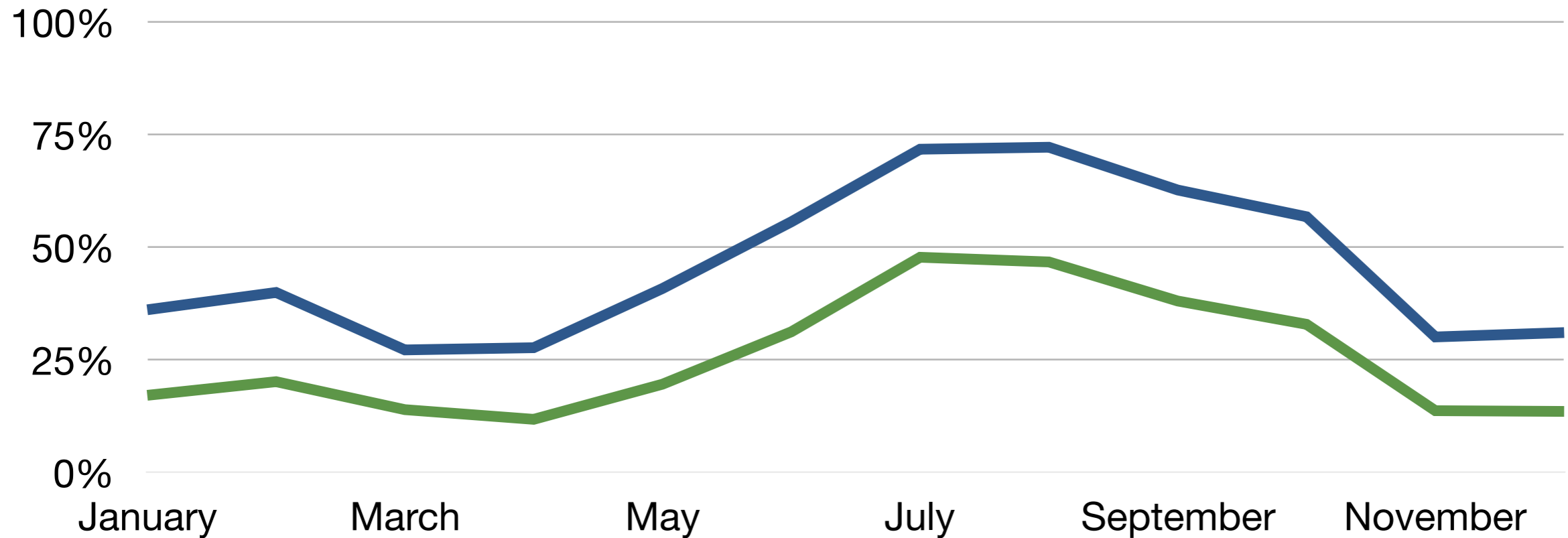
Annual Income



Travel Habits

Travelers - Have Visited Travelers - Have Not Visited

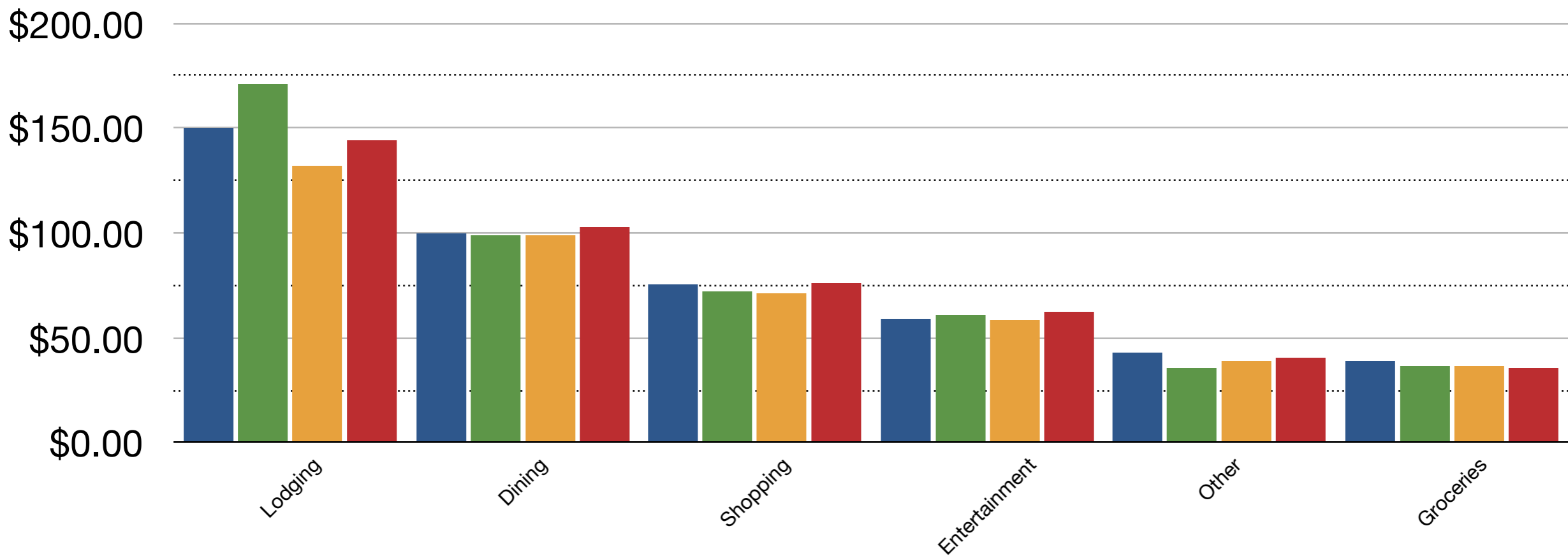
Months traveled to the Adirondacks



Travel Habits

- Travelers - Have Visited
- Saranac Lake Residents
- Travelers - Have Not Visited
- Adirondack Residents

Average Daily Expenditures

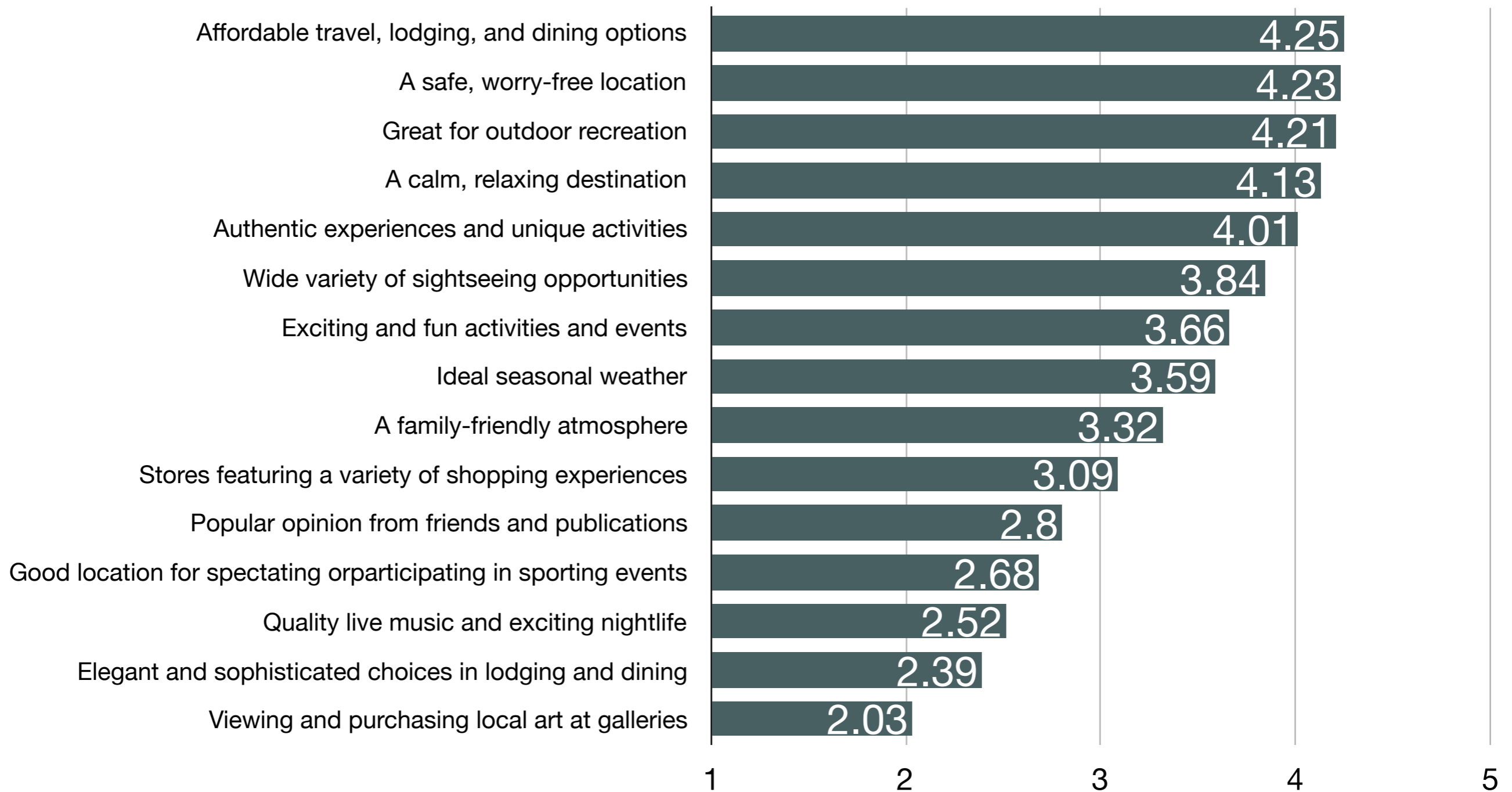


Party Composition

Segment	Average Nights	Adults	Children
Travelers - Have Visited	5.76	2.07	1.09
Travelers - Have Not Visited	5.44	2.11	1.06
Longwoods International - Adirondack Traveler (2016)	3.1	2.3	1.1

How important are the following factors when selecting a place to visit as a vacation destination?

Average Importance of Travel Motivator

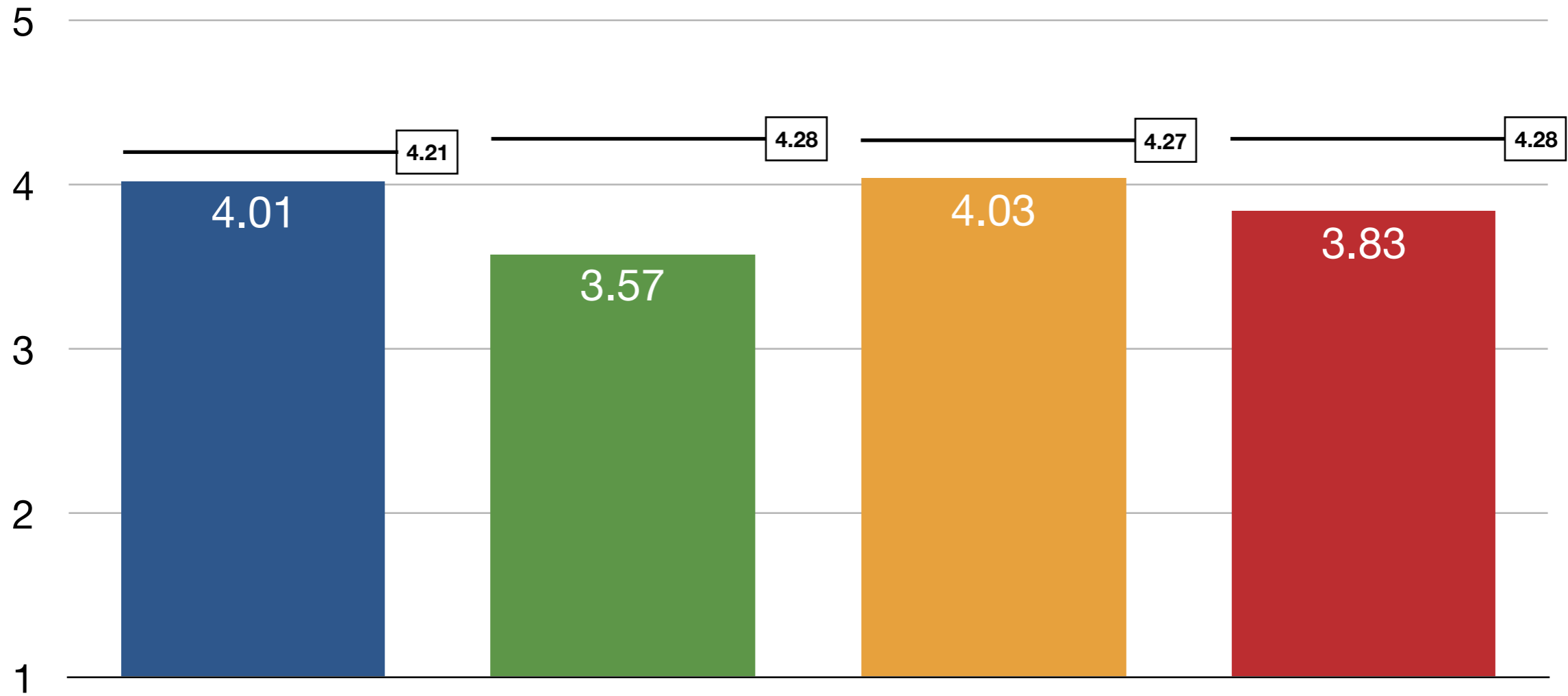


A 2015 Longwoods International study shows art as a travel motivator for 4% of travelers.

It has affordable travel, lodging, and dining options

- Travelers - Have Visited
- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents

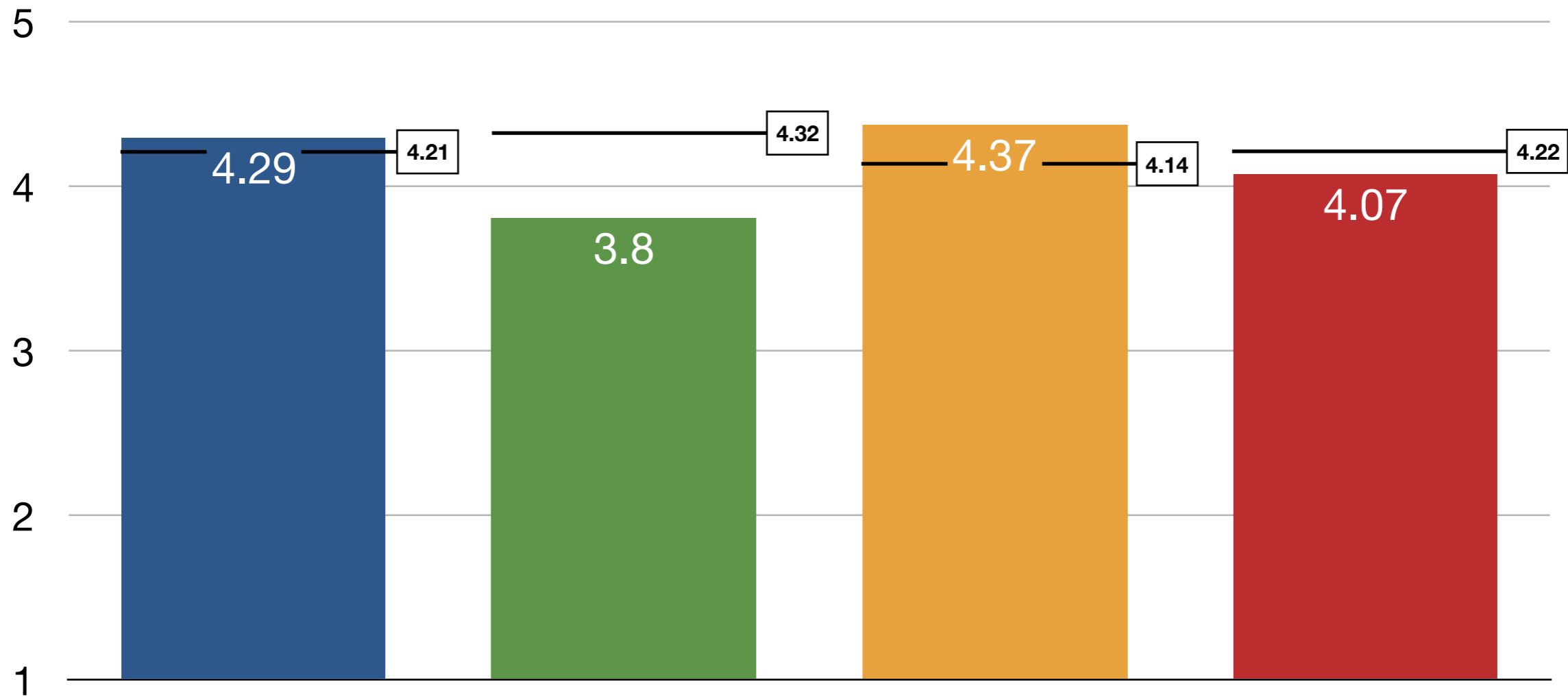
— Importance



It is a safe, worry-free location

- Travelers - Have Visited
- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents

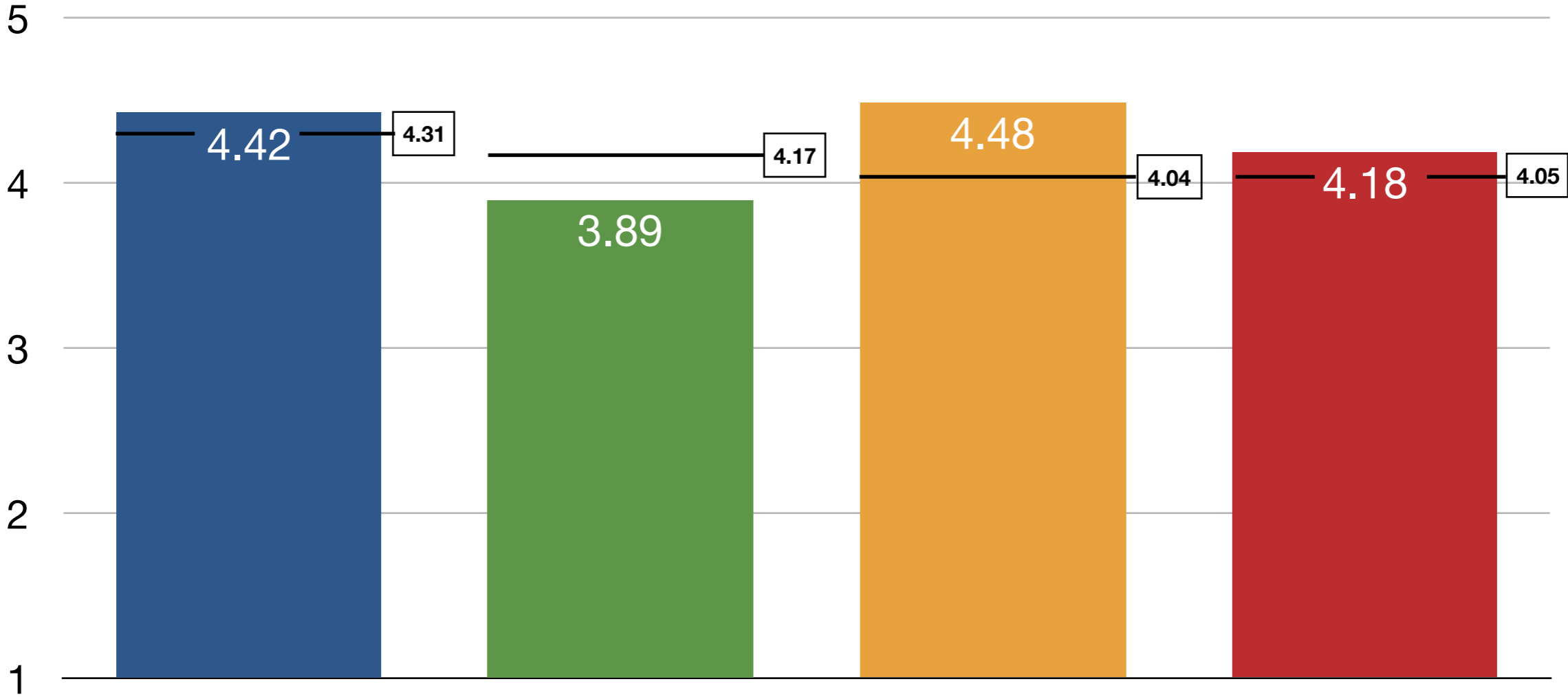
— Importance



It is great for outdoor recreation

- Travelers - Have Visited
- Travelers - Have Not Visited
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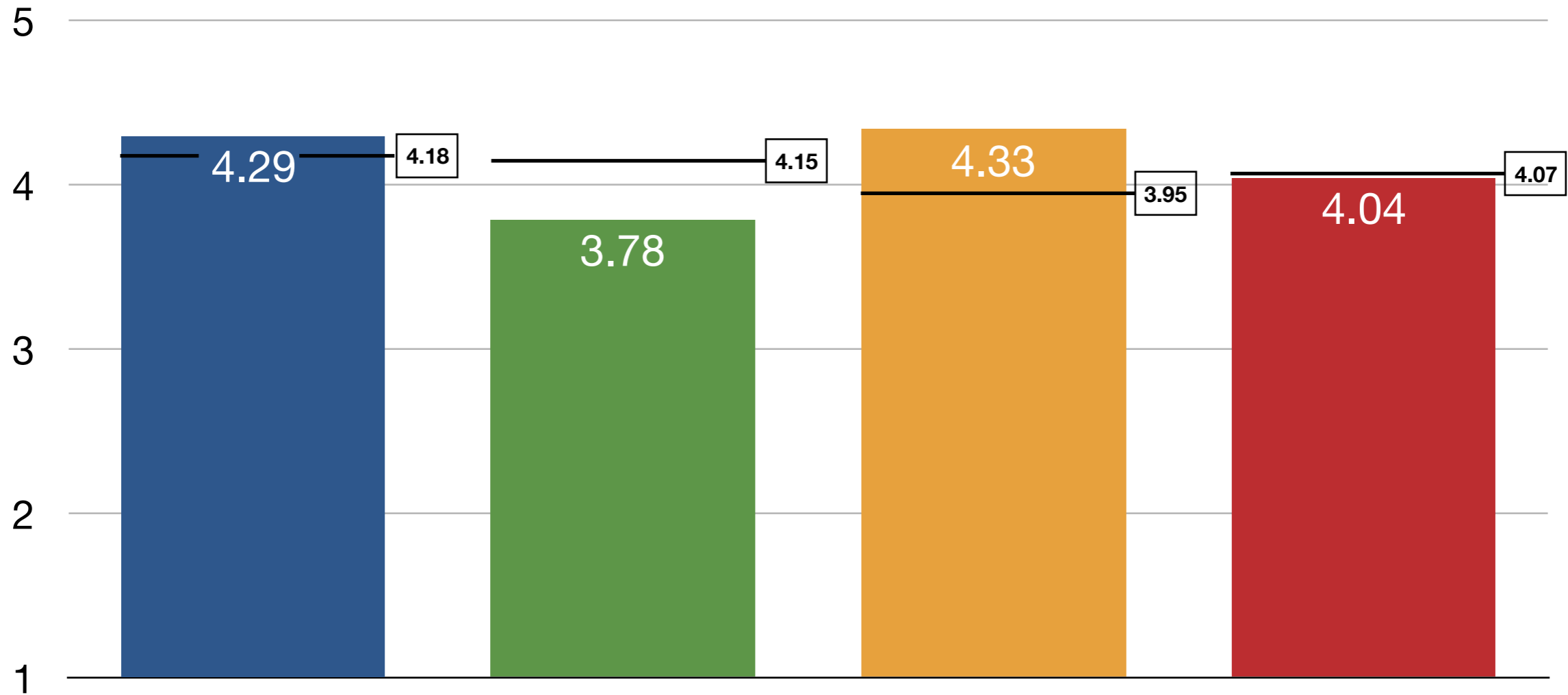
— Importance



It is a calm, relaxing destination

- Travelers - Have Visited
- Travelers - Have Not Visited
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- Adirondack Residents

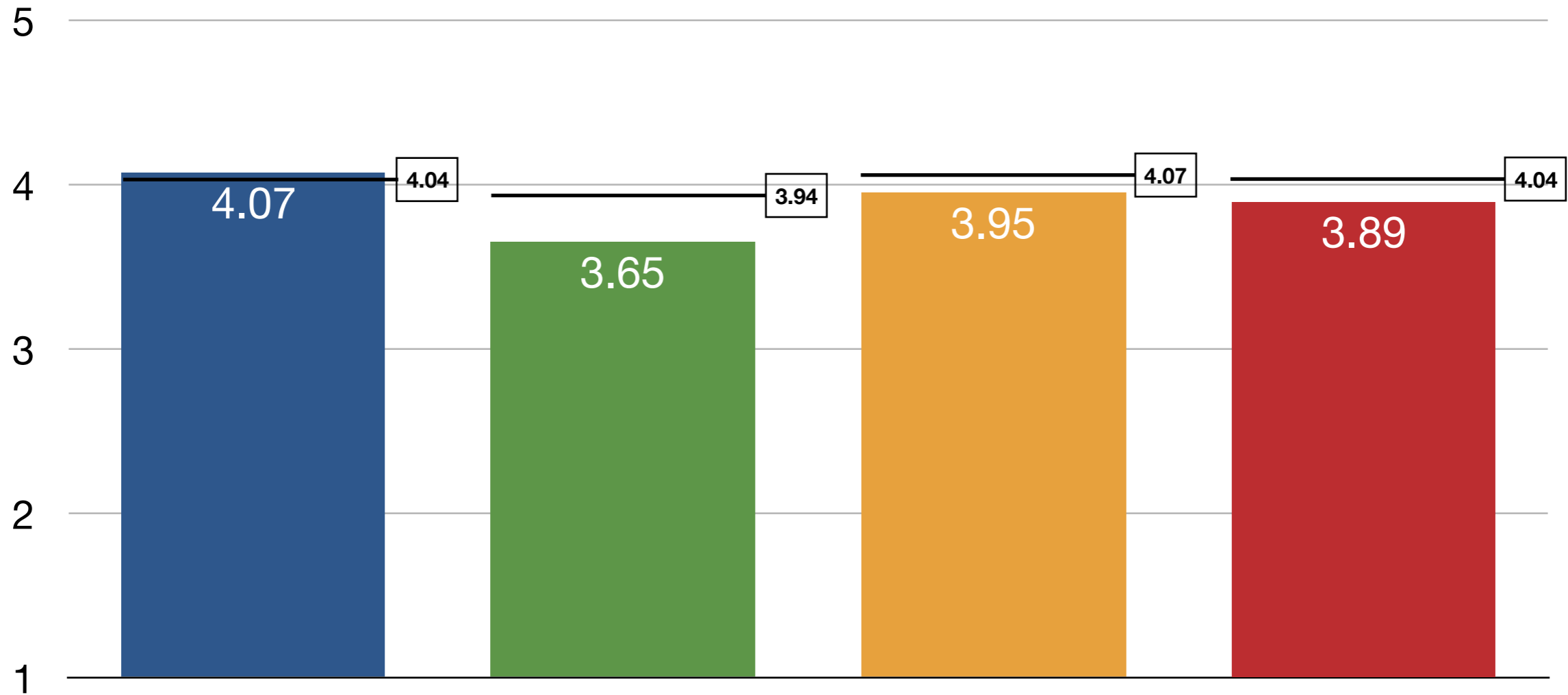
— Importance



It has authentic experiences and unique activities

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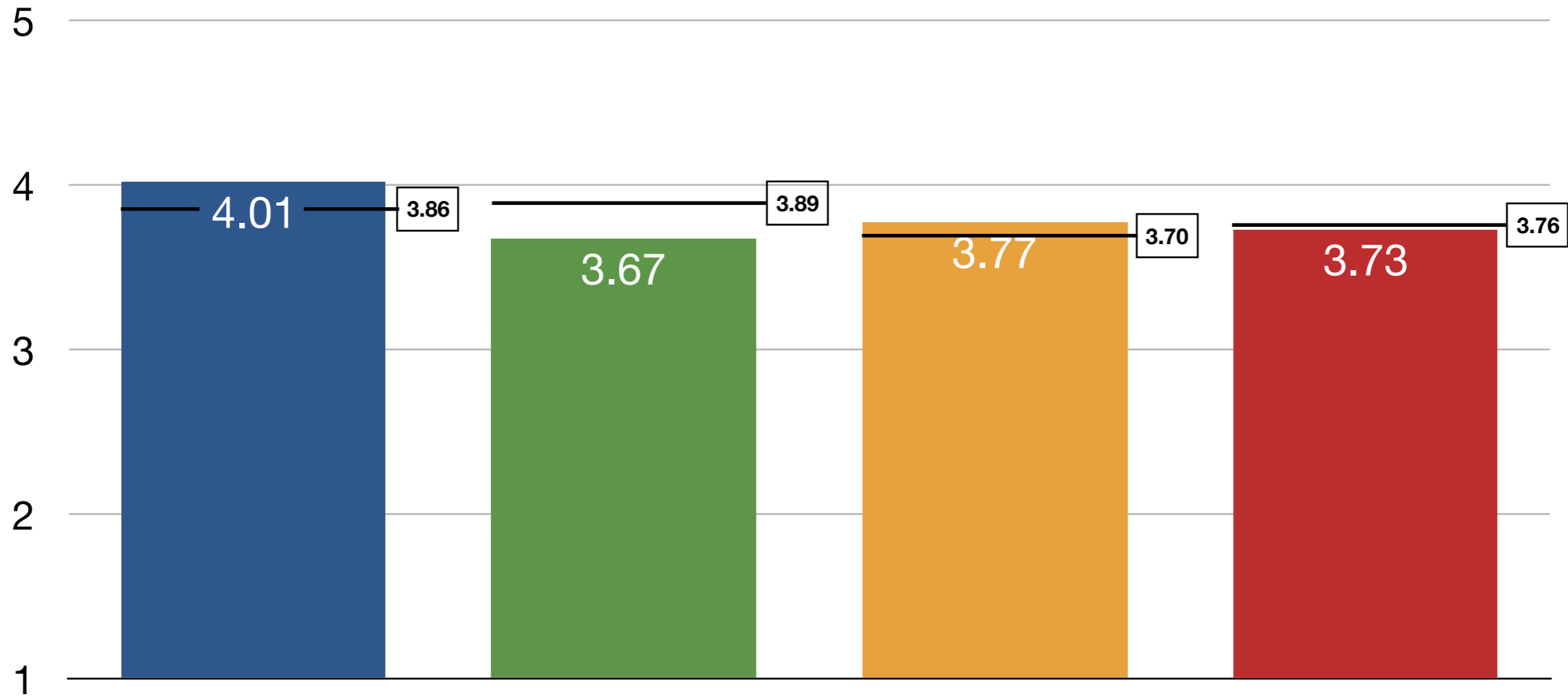
— Importance



It has a wide variety of sightseeing opportunities

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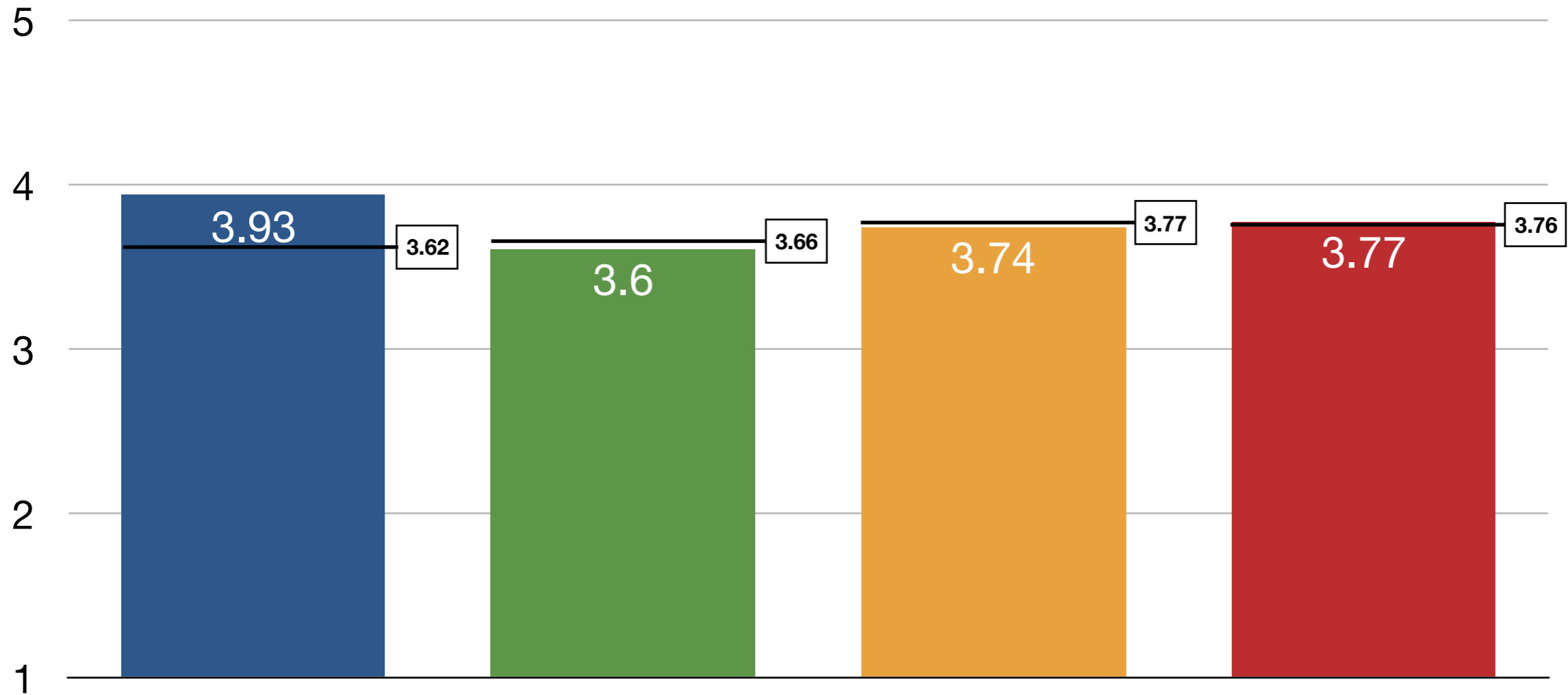
— Importance



It has exciting and fun activities and events

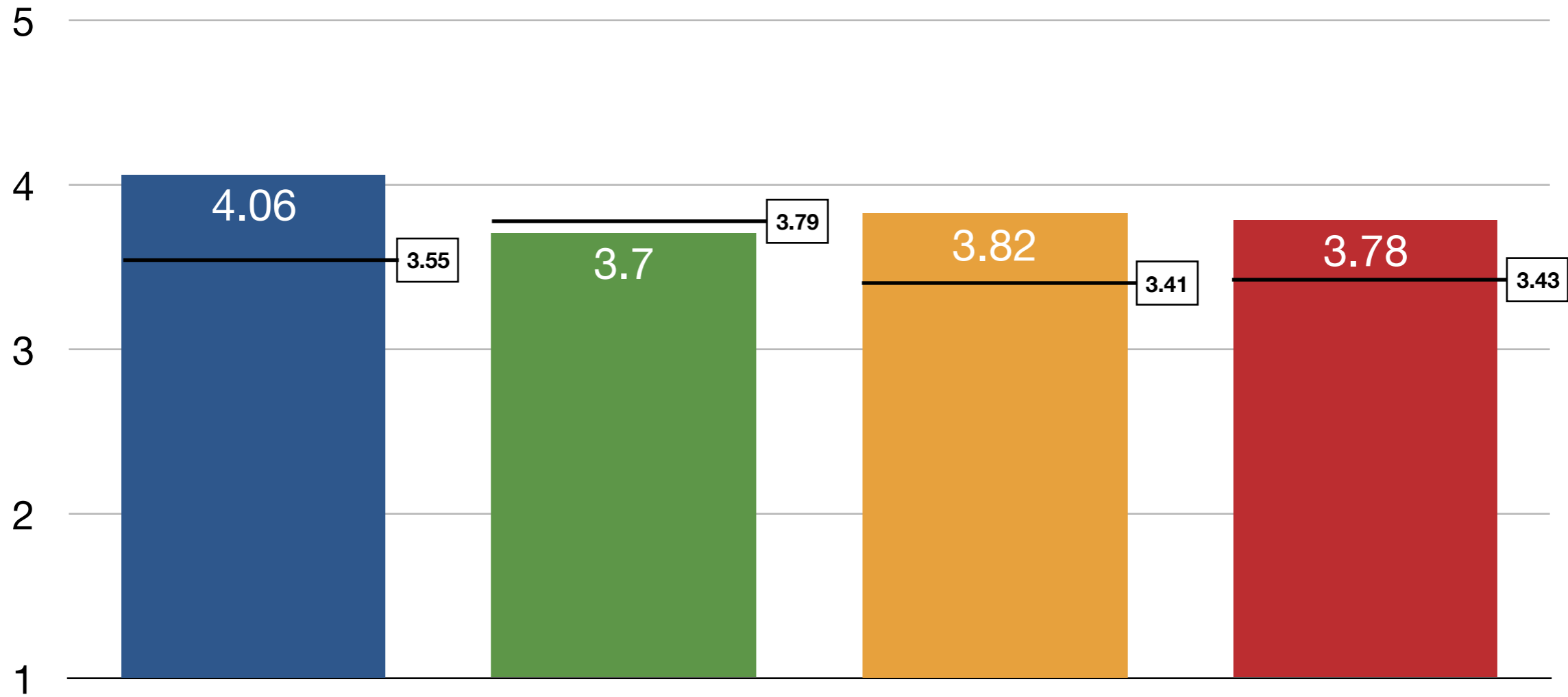
- Travelers - Have Visited
- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents

— Importance



It has ideal seasonal weather

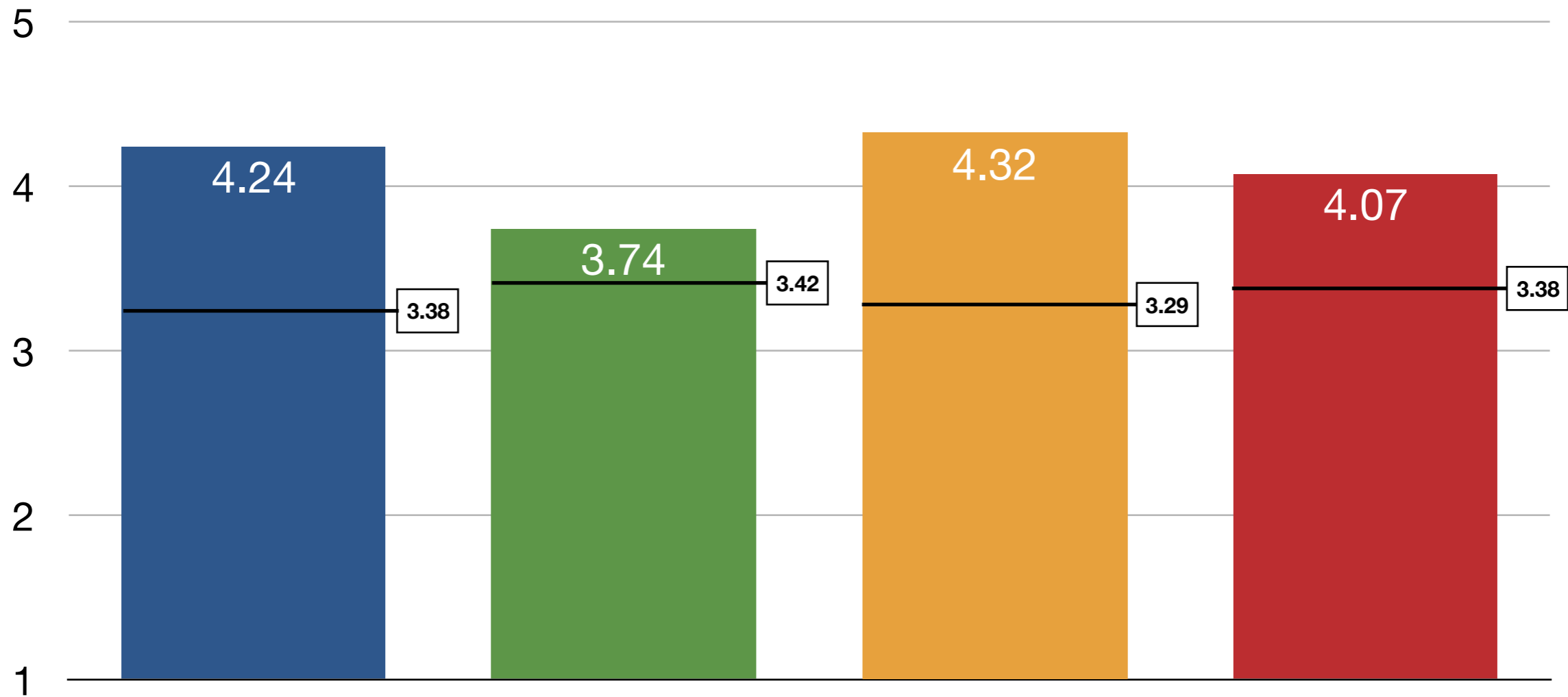
- Travelers - Have Visited
 - Travelers - Have Not Visited
 - Saranac Lake Residents
 - Adirondack Residents
- Importance



It has a family-friendly atmosphere

- Travelers - Have Visited
- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents

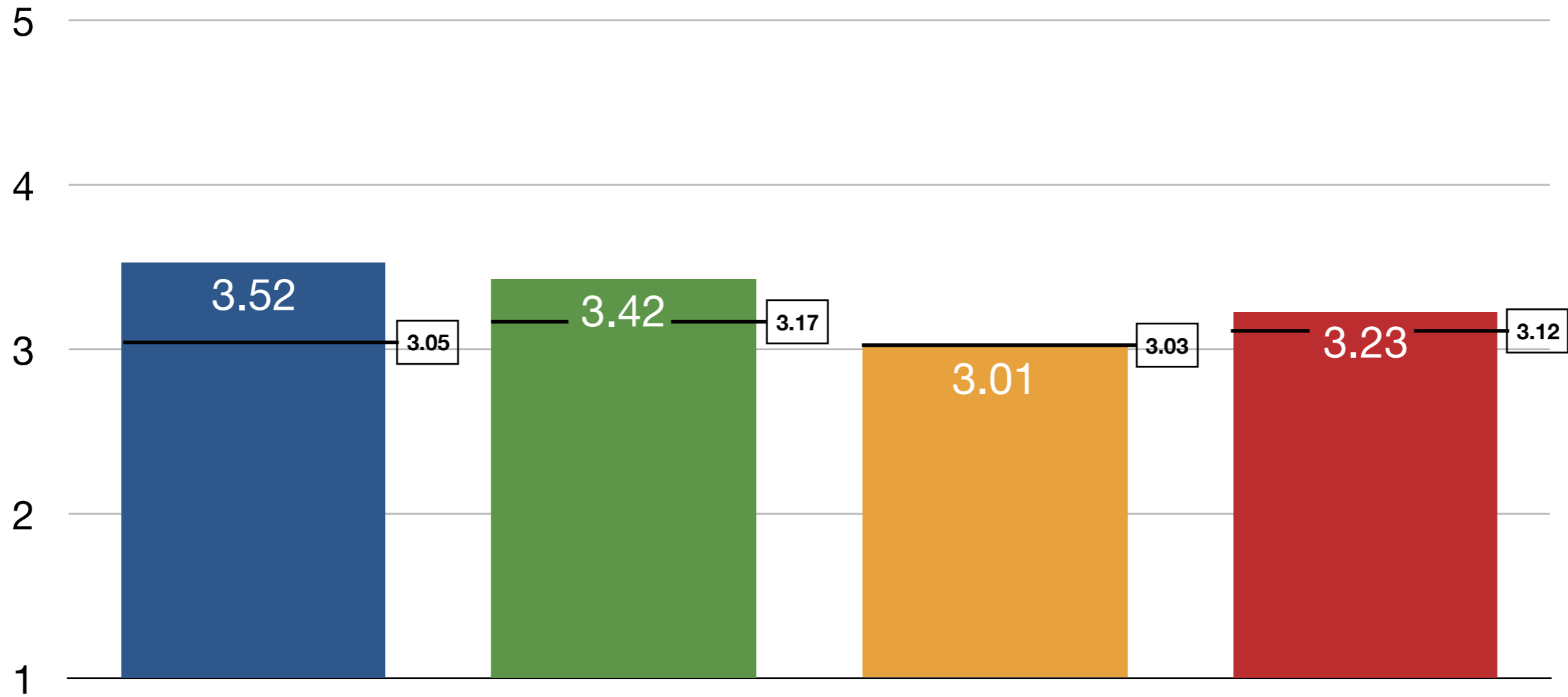
— Importance



It has stores that feature a variety of shopping experiences

- Travelers - Have Visited
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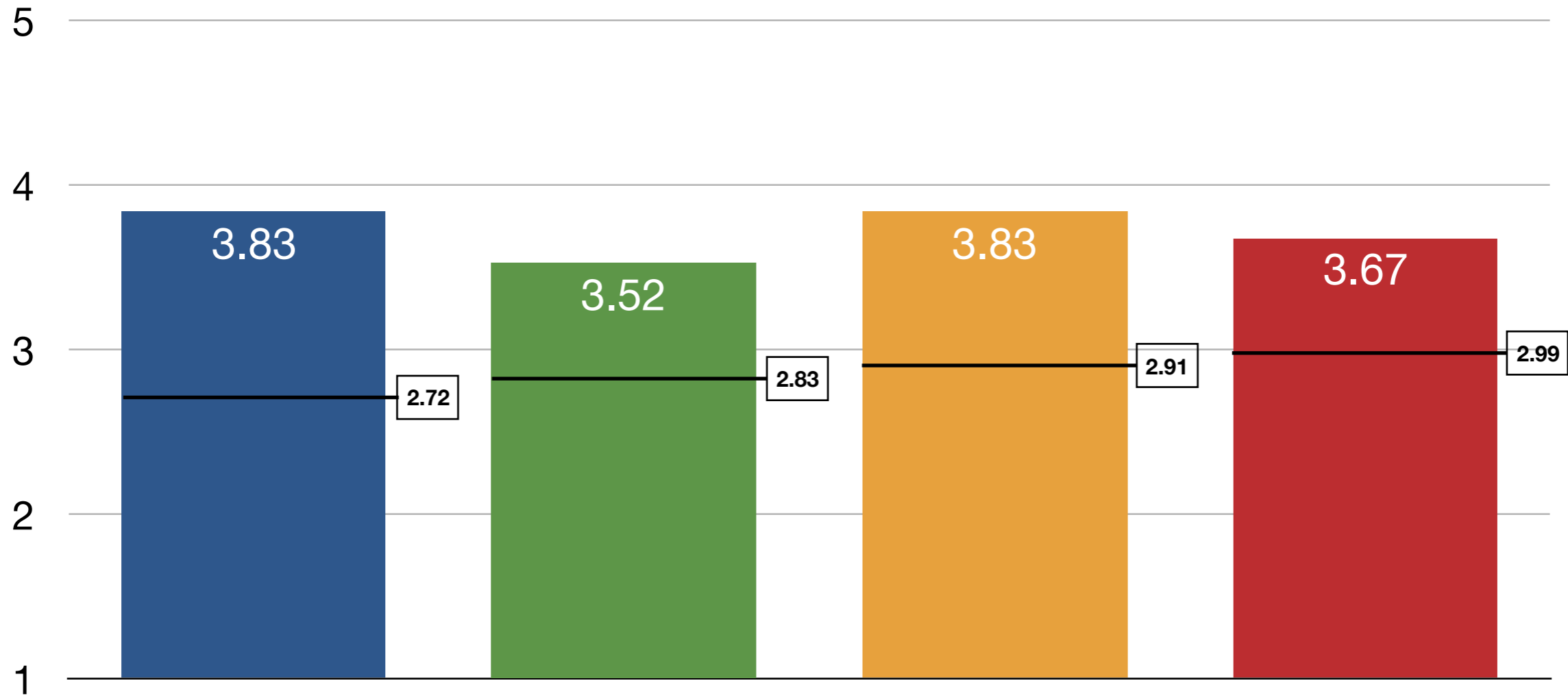
— Importance



It has a popular opinion from friends and publications

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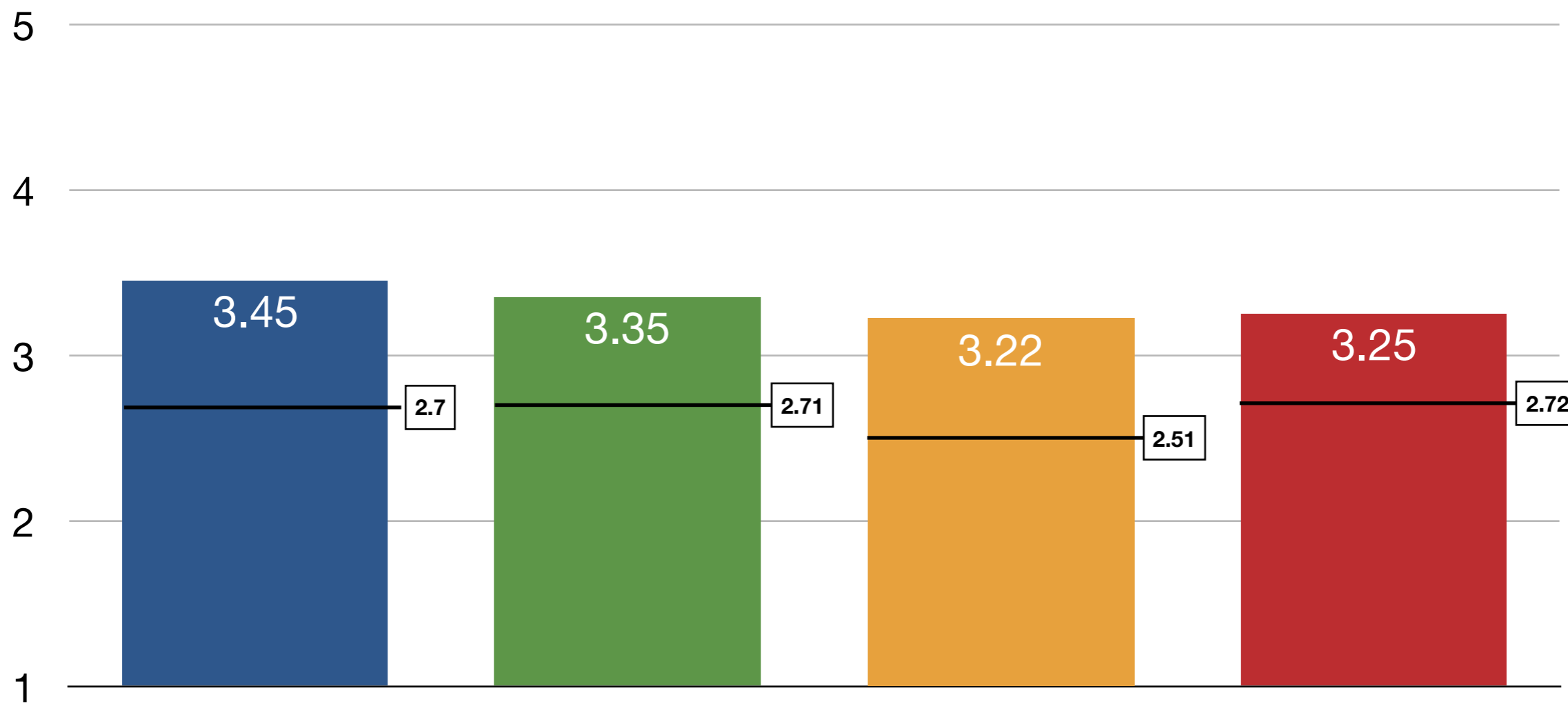
— Importance



It is a good location for spectating or participating in sporting events

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- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents

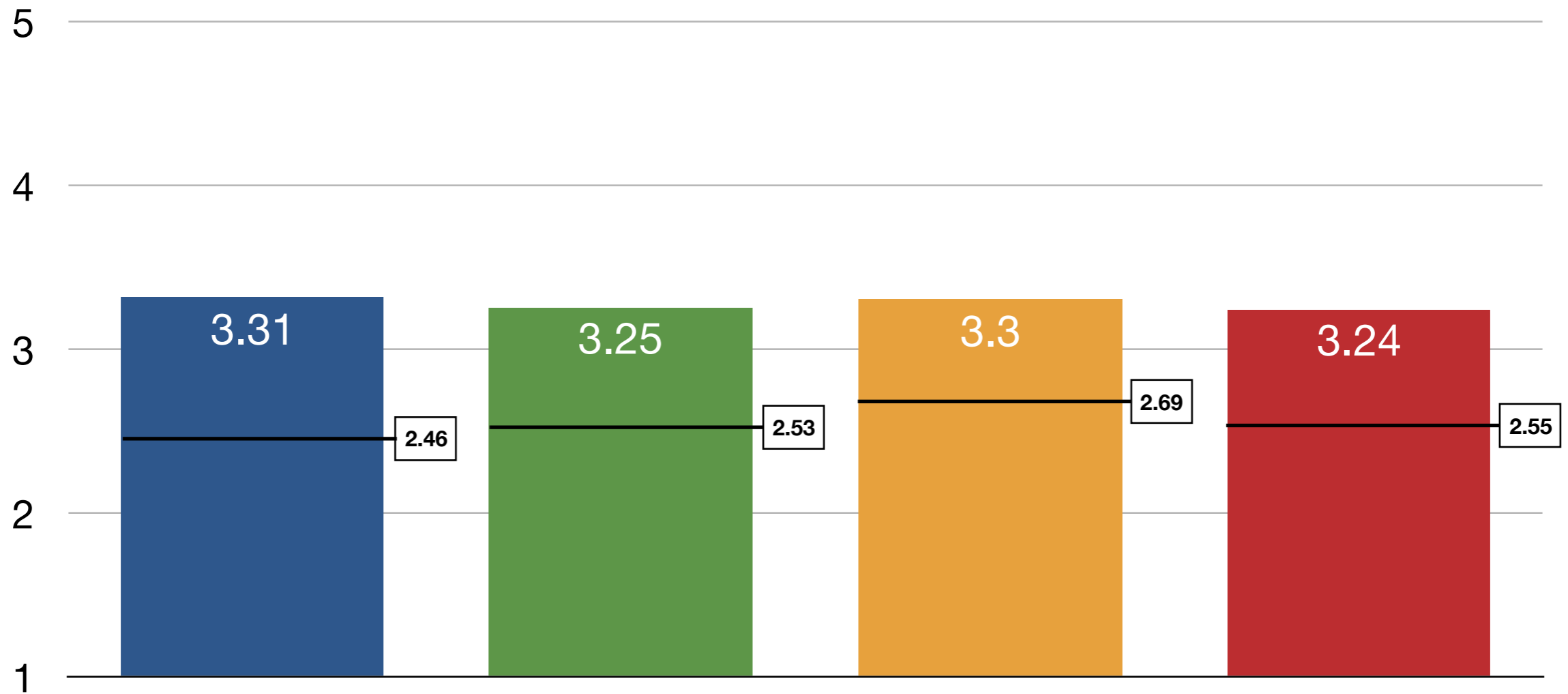
— Importance



It has quality live music and exciting nightlife

Travelers - Have Visited Travelers - Have Not Visited
Saranac Lake Residents Adirondack Residents

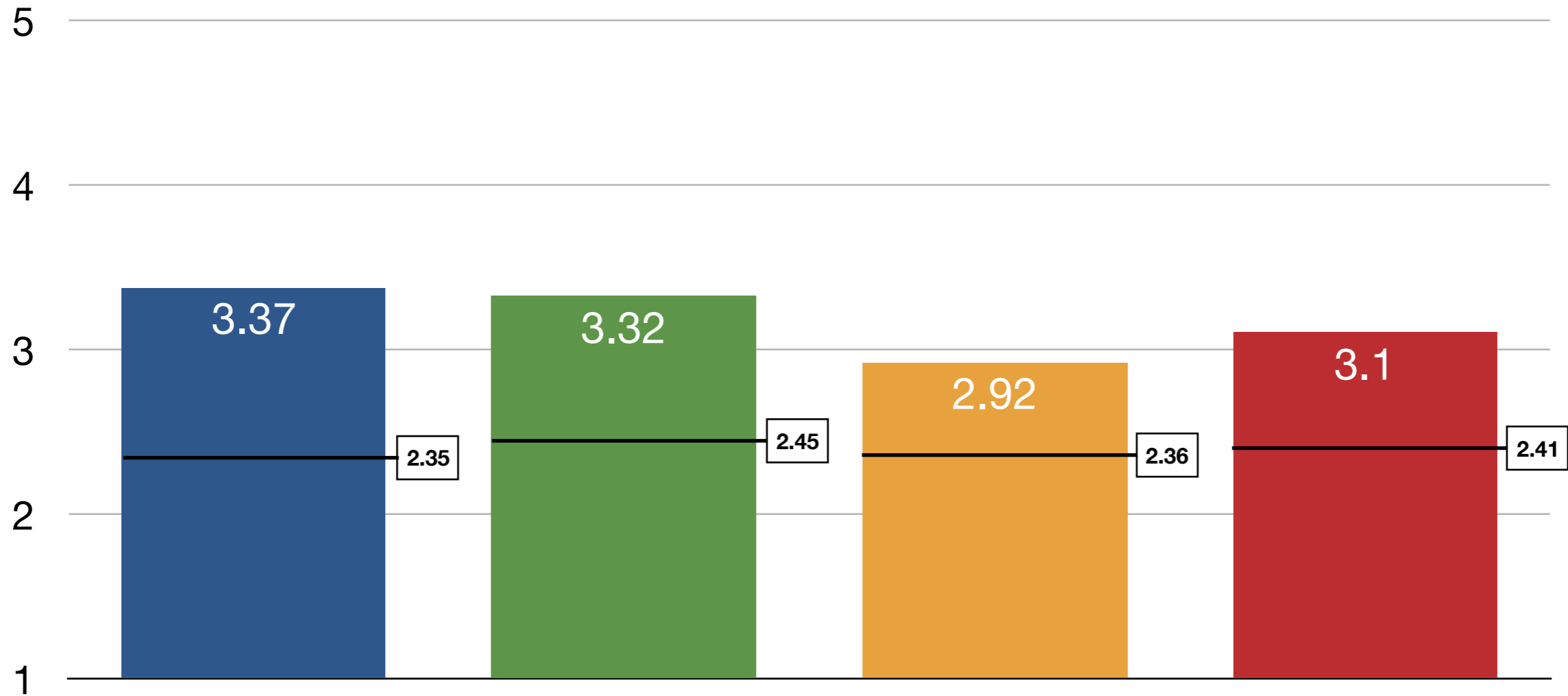
— Importance



It has elegant and sophisticated choices in lodging and dining

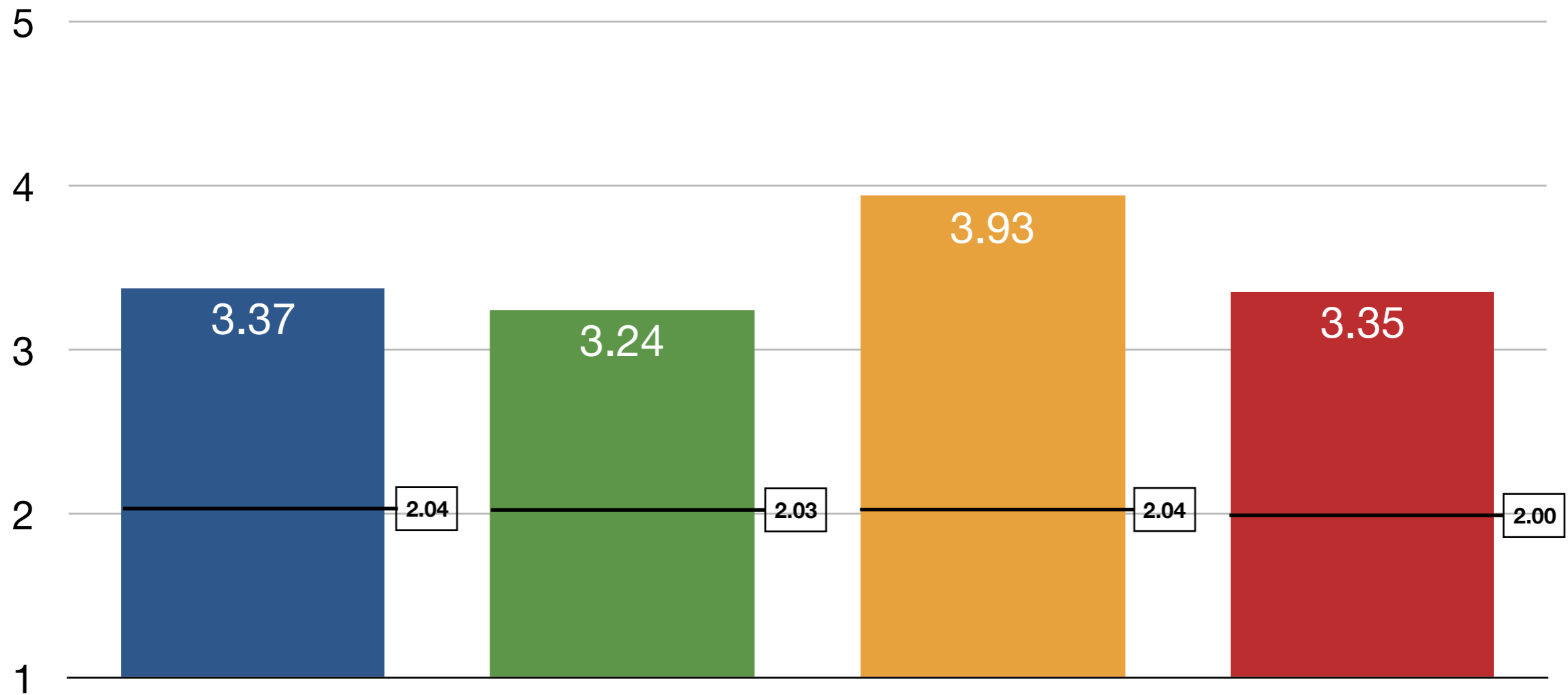
- Travelers - Have Visited
- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents

— Importance



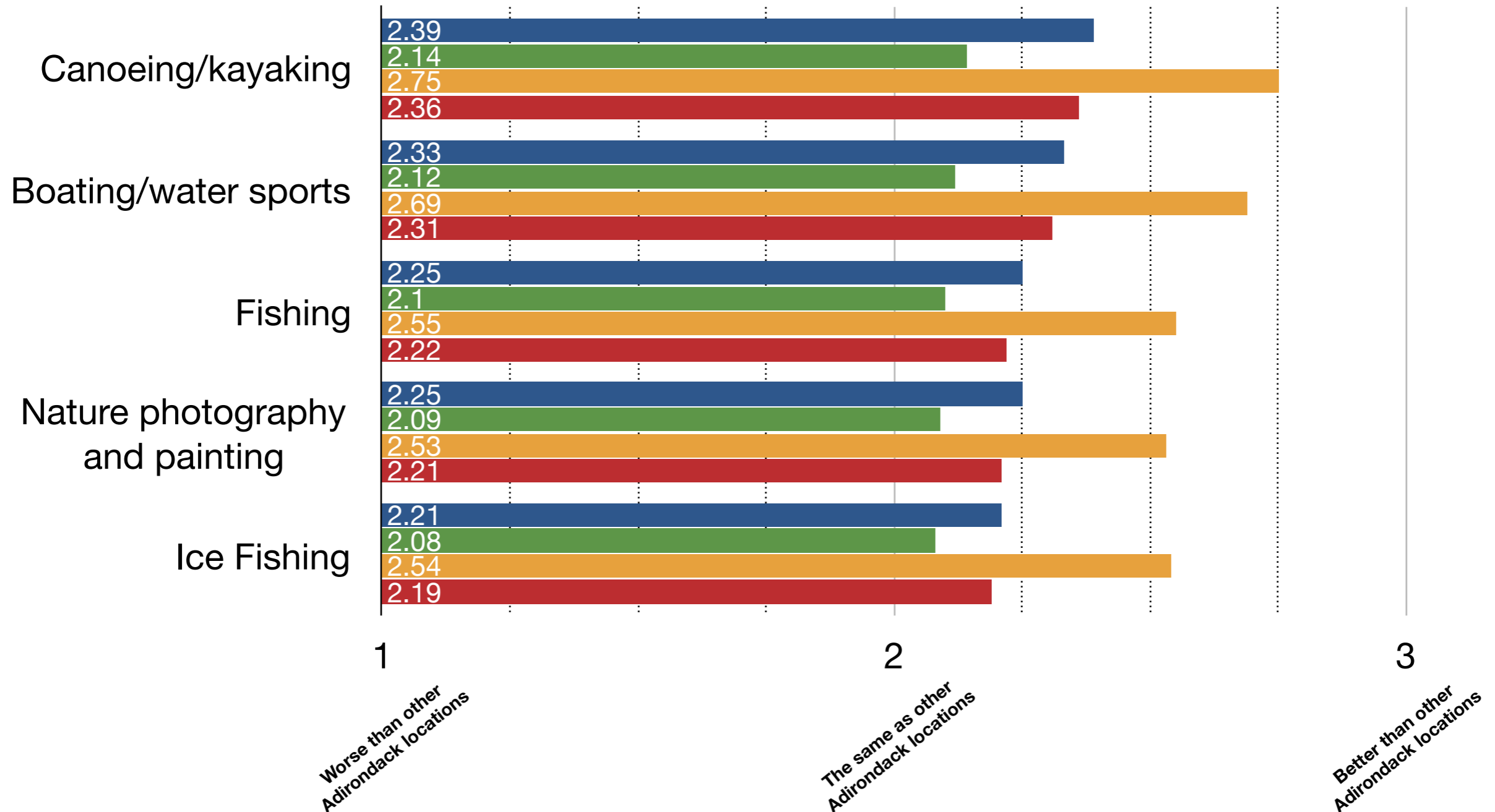
It's a good place for viewing and purchasing local art at galleries

- Travelers - Have Visited
- Travelers - Have Not Visited
- Saranac Lake Residents
- Adirondack Residents
- Importance



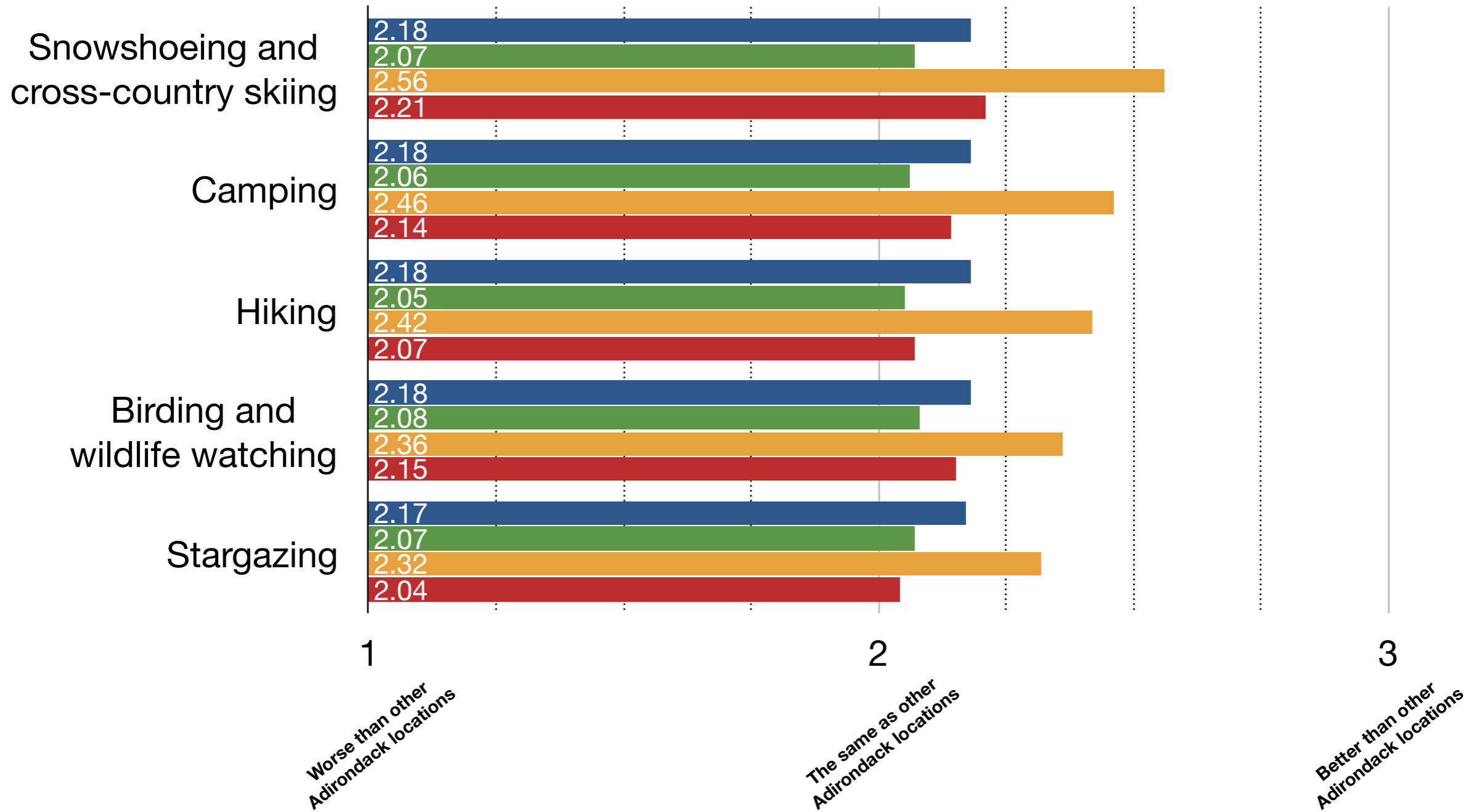
How does Saranac Lake compare to other Adirondack locations for the following activities?

■ Travelers - Have Visited ■ Travelers - Have Not Visited
■ Saranac Lake Residents ■ Adirondack Residents



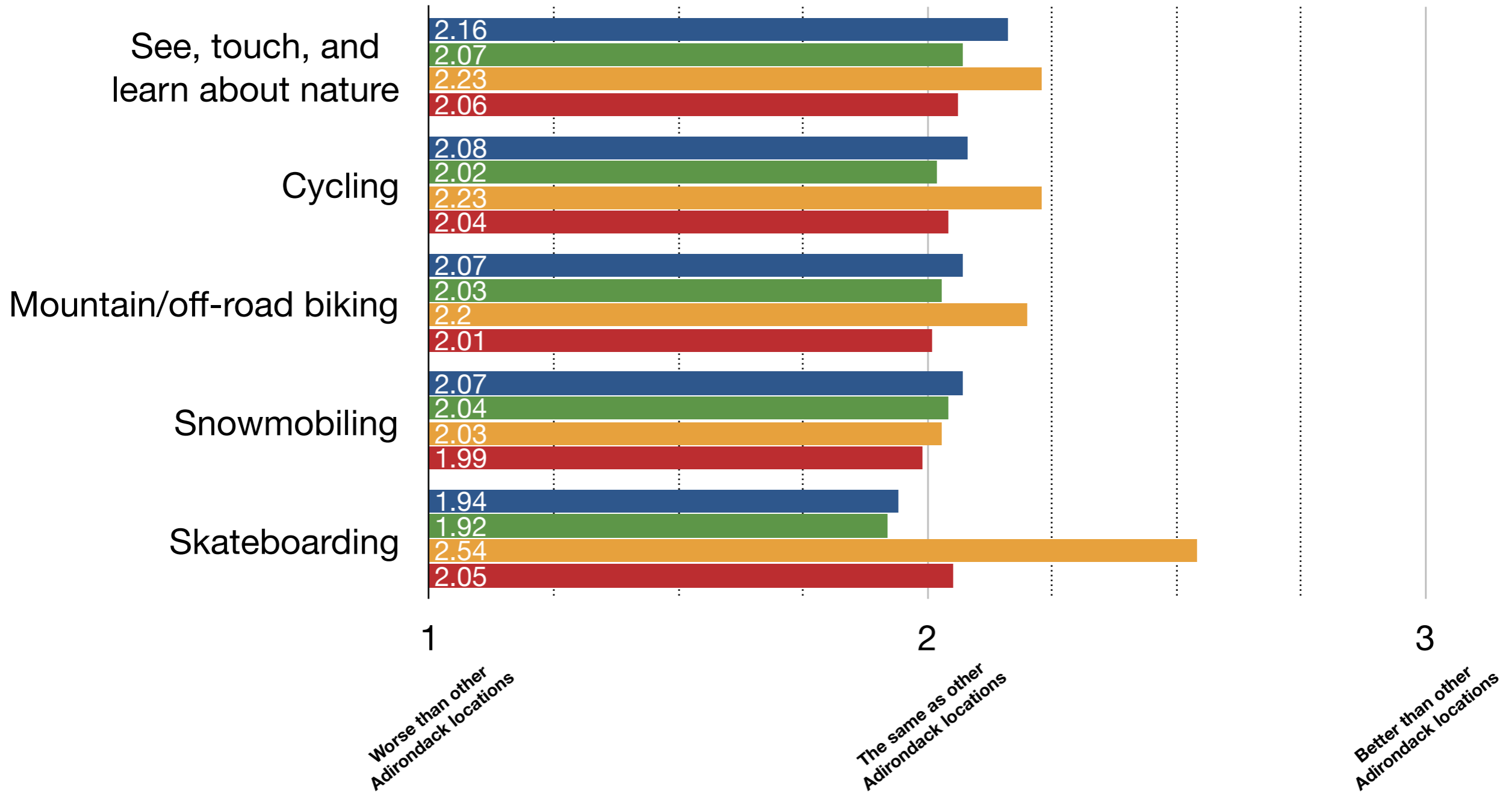
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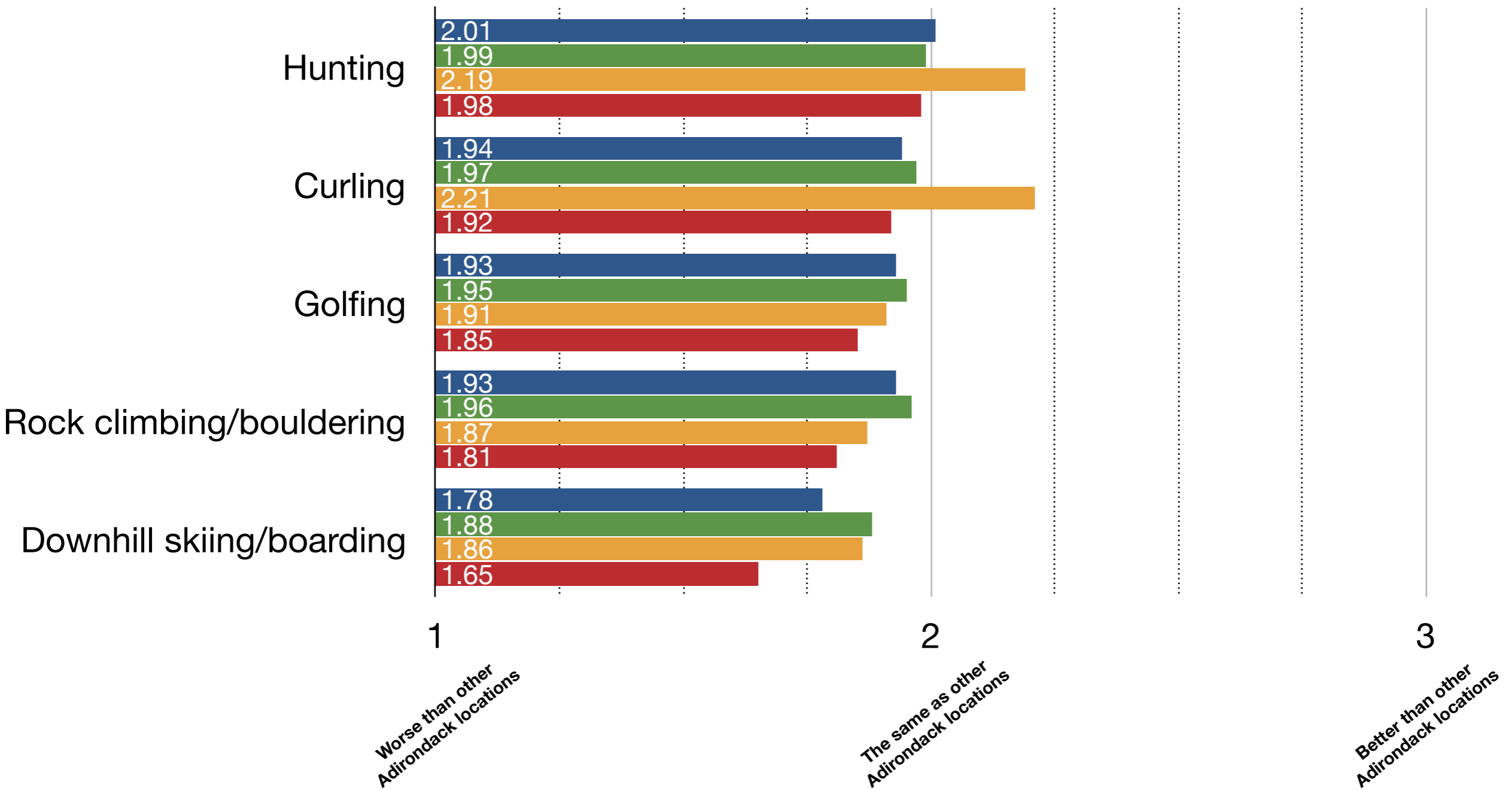
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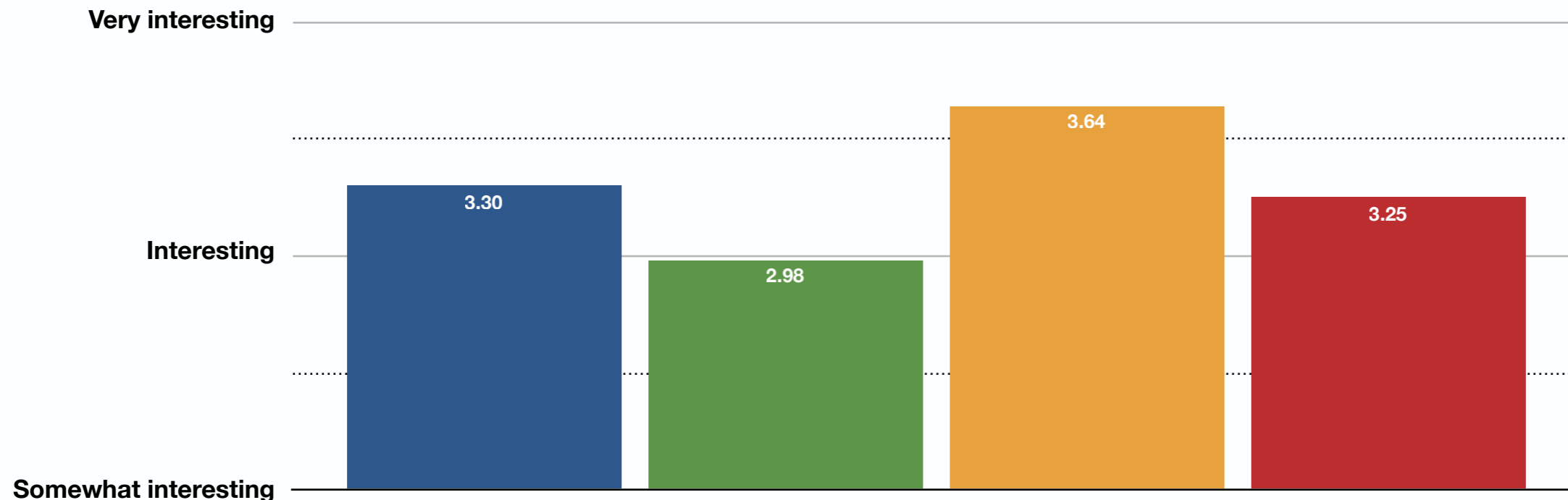
How would you describe Saranac Lake to a friend?

Segment: Traveler - Have Visited Saranac Lake



Interest in winter carnivals

For ten days the community of Saranac Lake comes together for a 120-year-old tradition. Celebrating the best of winter, community members and visitors of all ages can be observed partaking in themed games, dancing to live music, dressing up for parties, warming up for contests, and marching in or spectating at the big parade. Built from blocks of ice cut from the lake, touring the Ice Palace — which is never designed the same way twice — is always a unique experience, and an ideal place to view the fireworks which open and close Carnival.



Interest in community spirit

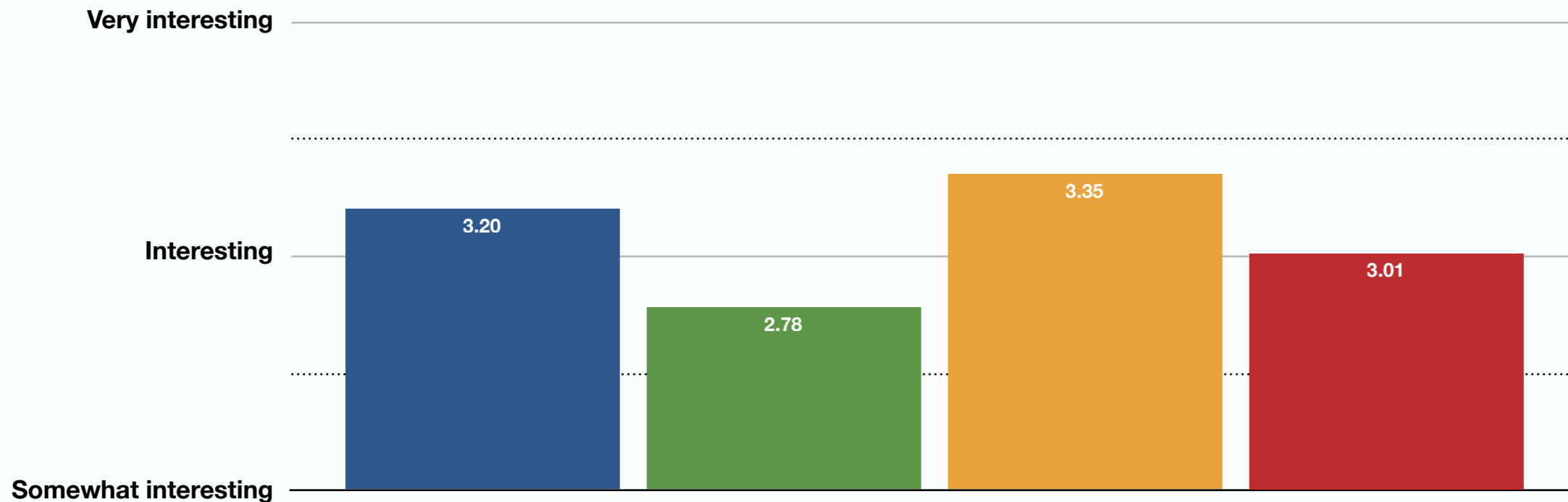
While visiting Saranac Lake offers a sense of renewal and relaxation, living here is just as special. Large enough to support a diverse offering of sports, performing and visual arts, community events, and access to nature, there is still a sense of small-town pride. Sit down at one of our coffee shops and strike up a conversation with a local or stroll down Broadway where you'll likely be greeted by actual shop owners. We may not know everyone's name, but we'll still treat you like a friend.



Interest in paddling excursions

The Saranac chain of lakes are six connected lakes with plenty of shoreline to explore. The St. Regis Canoe Wilderness is over fifty waterbodies in a natural landscape where motors are prohibited. From rivers to ponds, there are plenty.

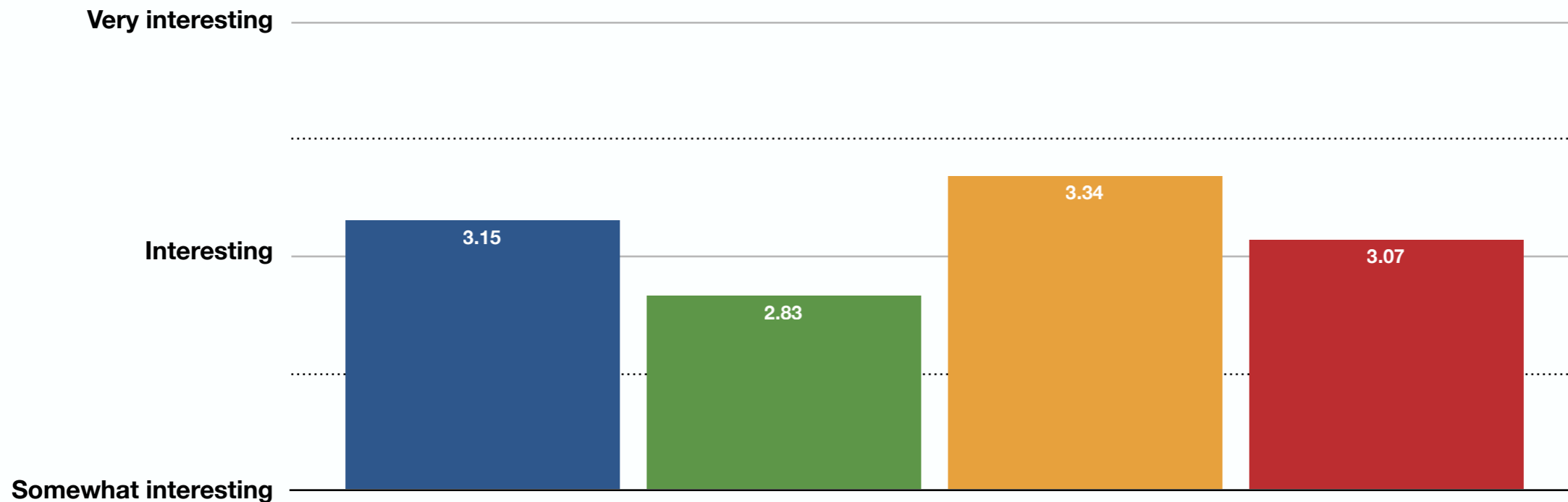
- Travelers - Have Visited
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Interest in camping

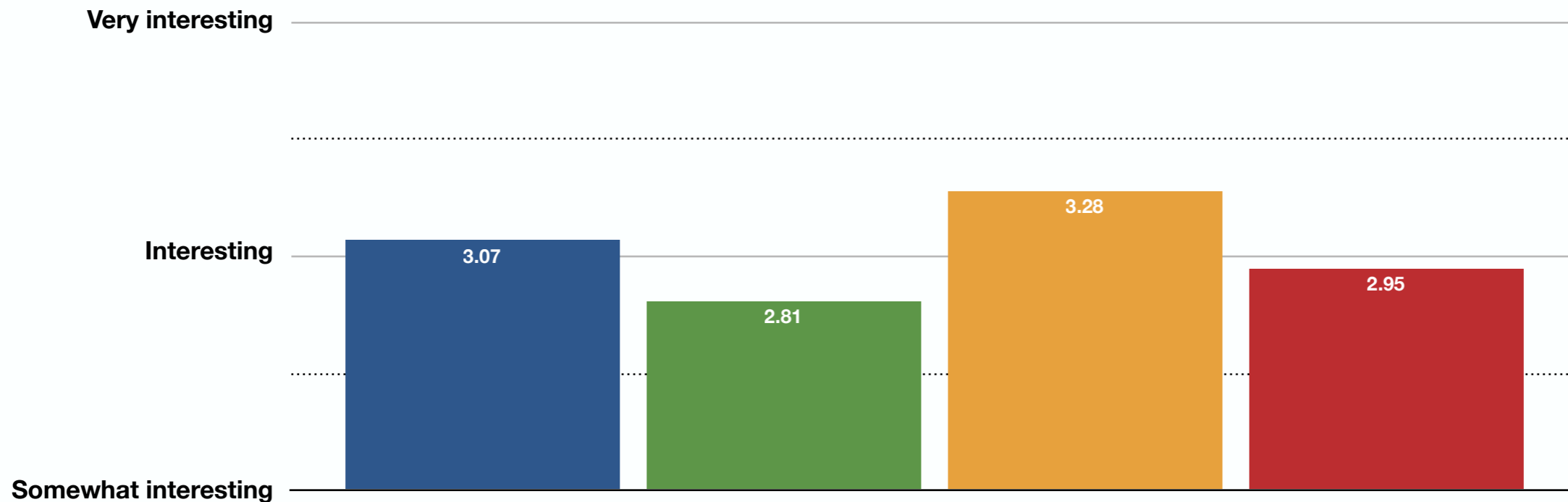
The Saranac Lake Region boasts several of the finest (and most popular) NYS campgrounds, with lakeshore sites, trails, and boat rentals. There are also unique primitive sites, which let campers choose their own island for an incredible nature experience.

- Travelers - Have Visited
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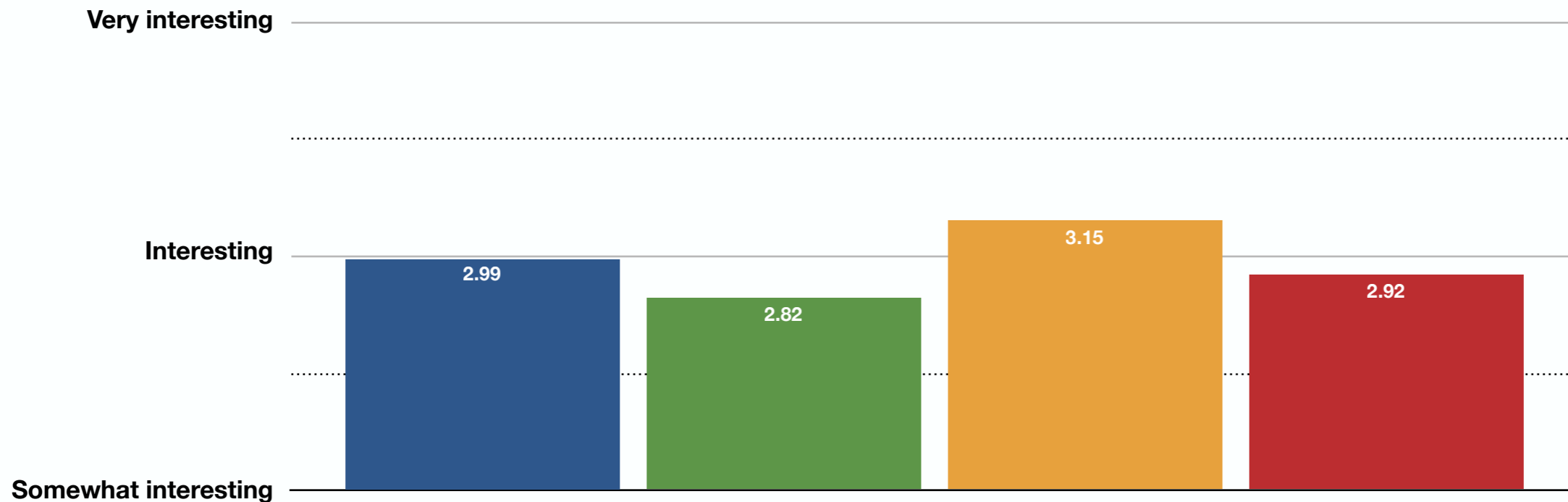
Interest in history

For seven decades Saranac Lake was a world-famous cure center for tuberculosis. The rich and famous cured here, many of them on cure porches attached to houses that are still standing today. The historic aesthetic is still alive thanks to over 150 of these buildings being on the National Register of Historic Places.



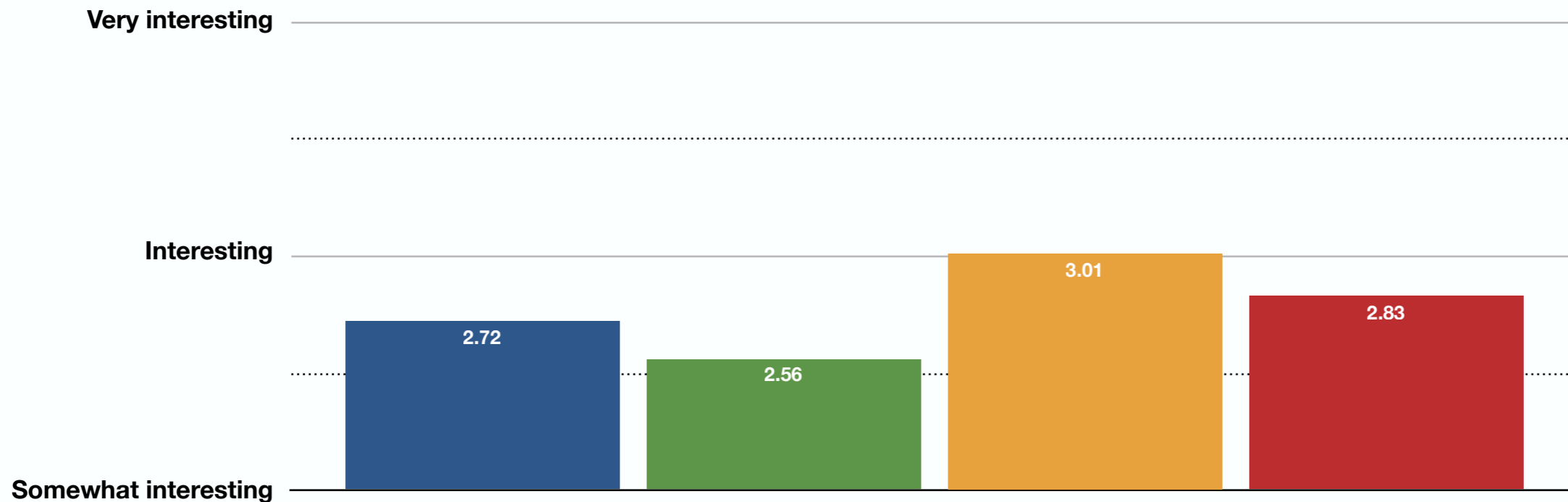
Interest in health and wellness

Saranac Lake's fresh mountain air was the original inspiration for their many wellness experiences. This rich heritage of relaxation and renewal continues with an extraordinary range of possibilities. Experience dining with fresh ingredients and a local emphasis, or indulge in a relaxing massage, lakeside yoga, or a unique meditative session such as sound healing and forest bathing.



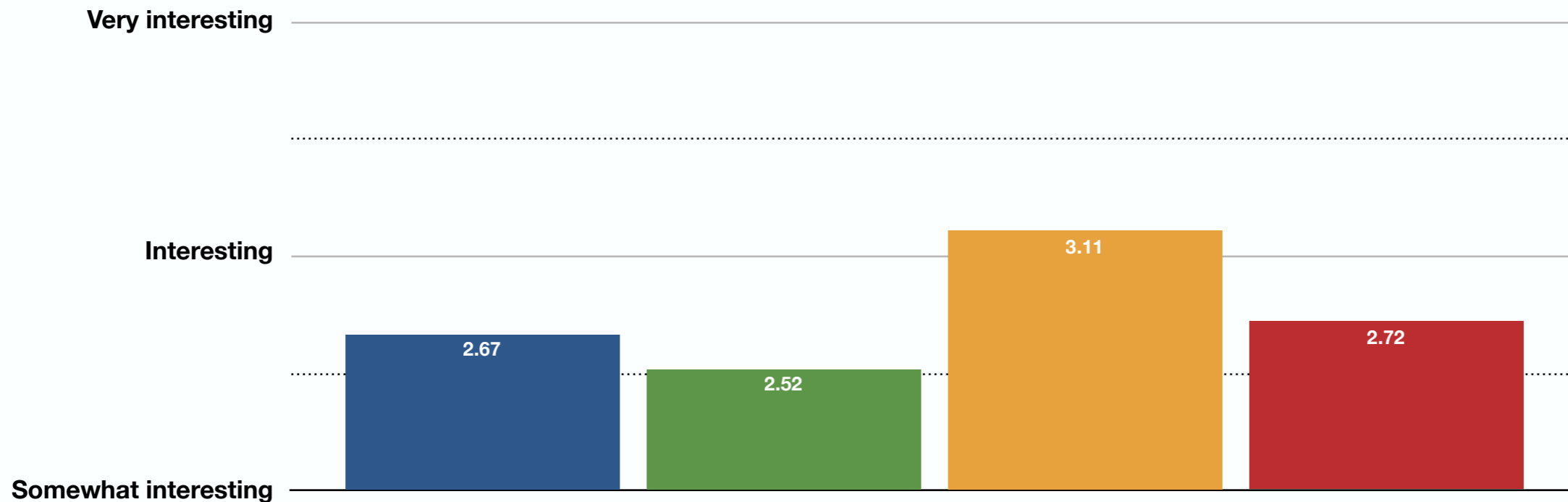
Interest in motorboats

With 37 miles of lakes and an intricate system of locks to explore, motorboating in the Saranac Lake Region can be central to your vacation or an added-on bonus. Miles of connected waterways are complemented by attractions and amenities for all ages.



Interest in the arts

Saranac Lake has a lively arts community with a multitude of art galleries to browse in, music to groove to, and live theatre to escape with. From Pendragon Theatre and BluSeed Studios, to story slams and outdoor concerts, you'll find abundant local talent on display.



Likelihood to visit, recommend, or live in Saranac Lake

■ Yes ■ No

Based on the descriptions on the previous page, would you be interested in visiting Saranac Lake in the future?

Would you suggest Saranac Lake as a vacation destination to a friend?

Based on your knowledge of Saranac Lake, would you consider buying a second home or living there?

