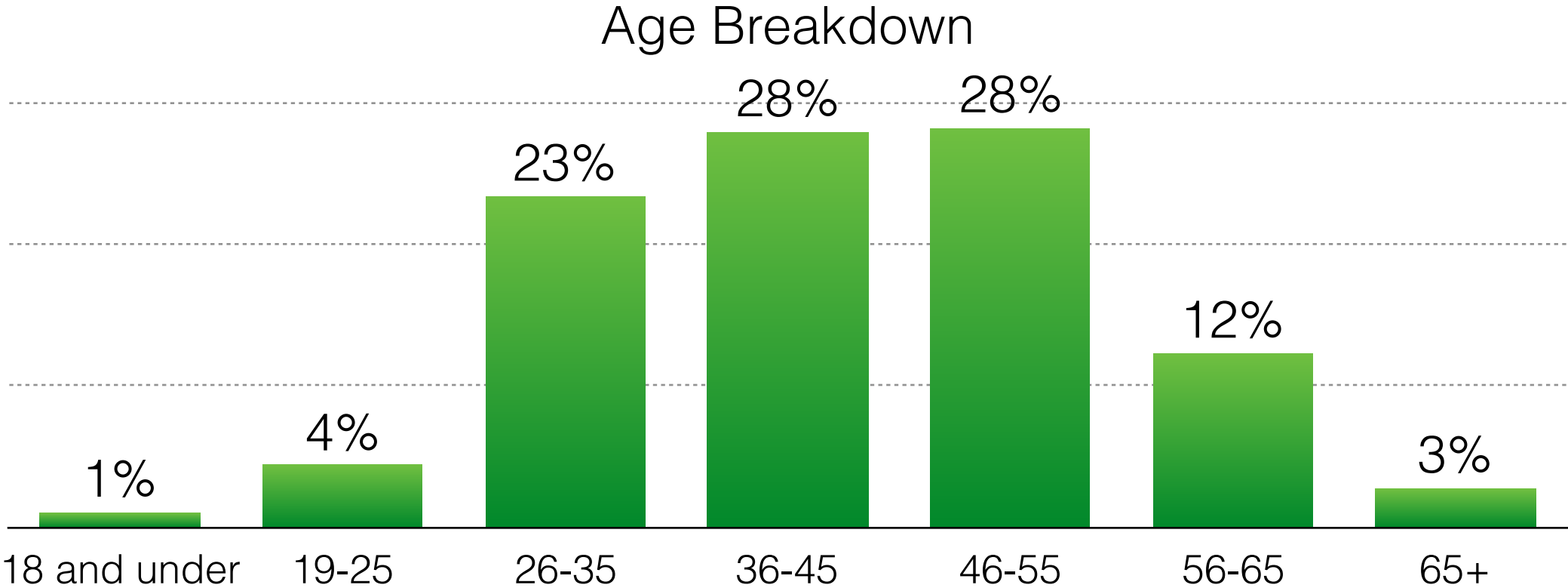


Tupper Lake Tinman 2018

Survey Results and Direct Spend

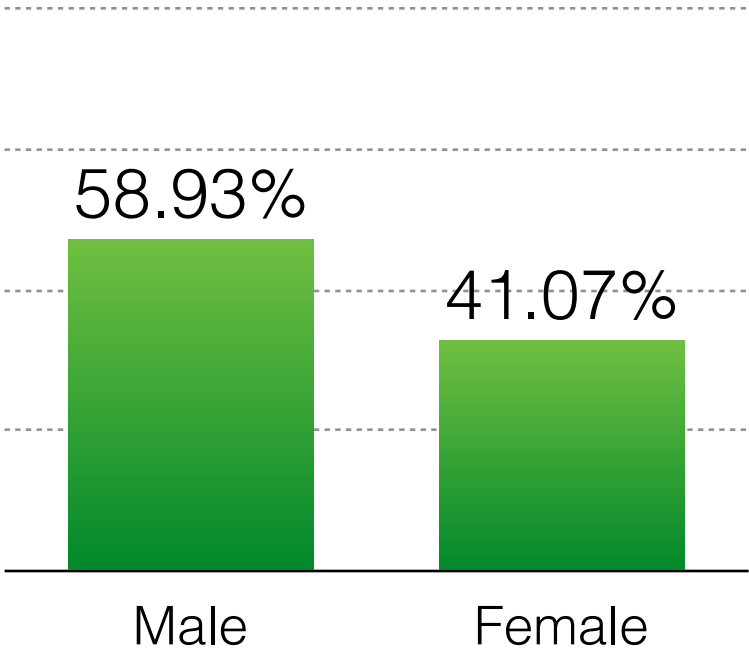
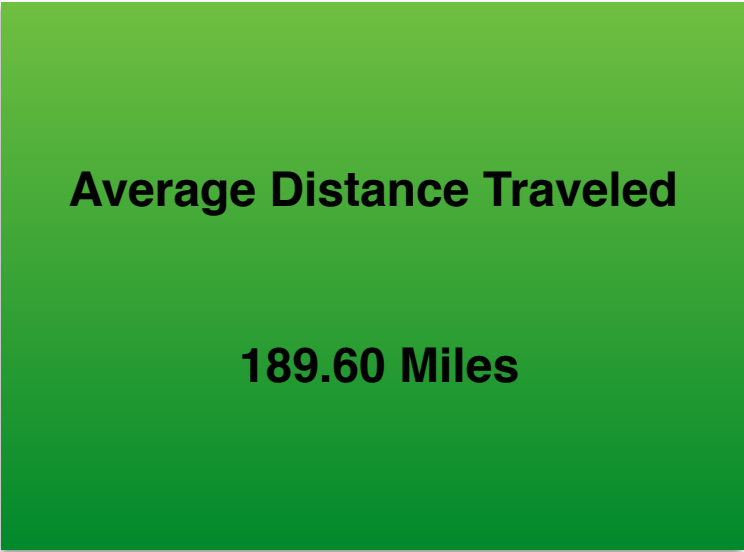


Participant Demographics



Breakdown of Registrants

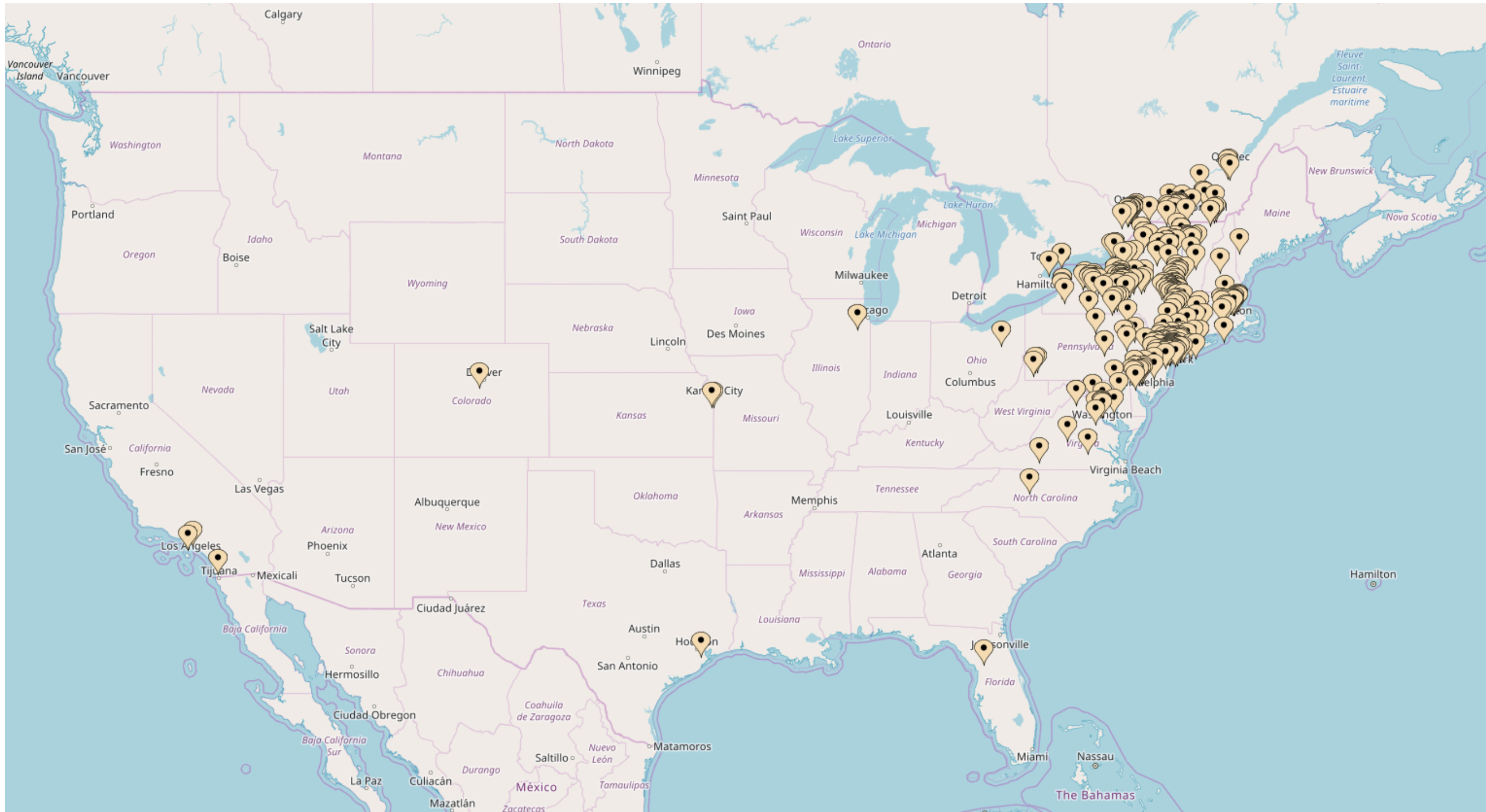
New York	294
Quebec	43
New Jersey	29
Massachusetts	28
Pennsylvania	26
Ontario	25
Connecticut	13
Vermont	12
Virginia	10
Maryland	5
California	3
Other	16



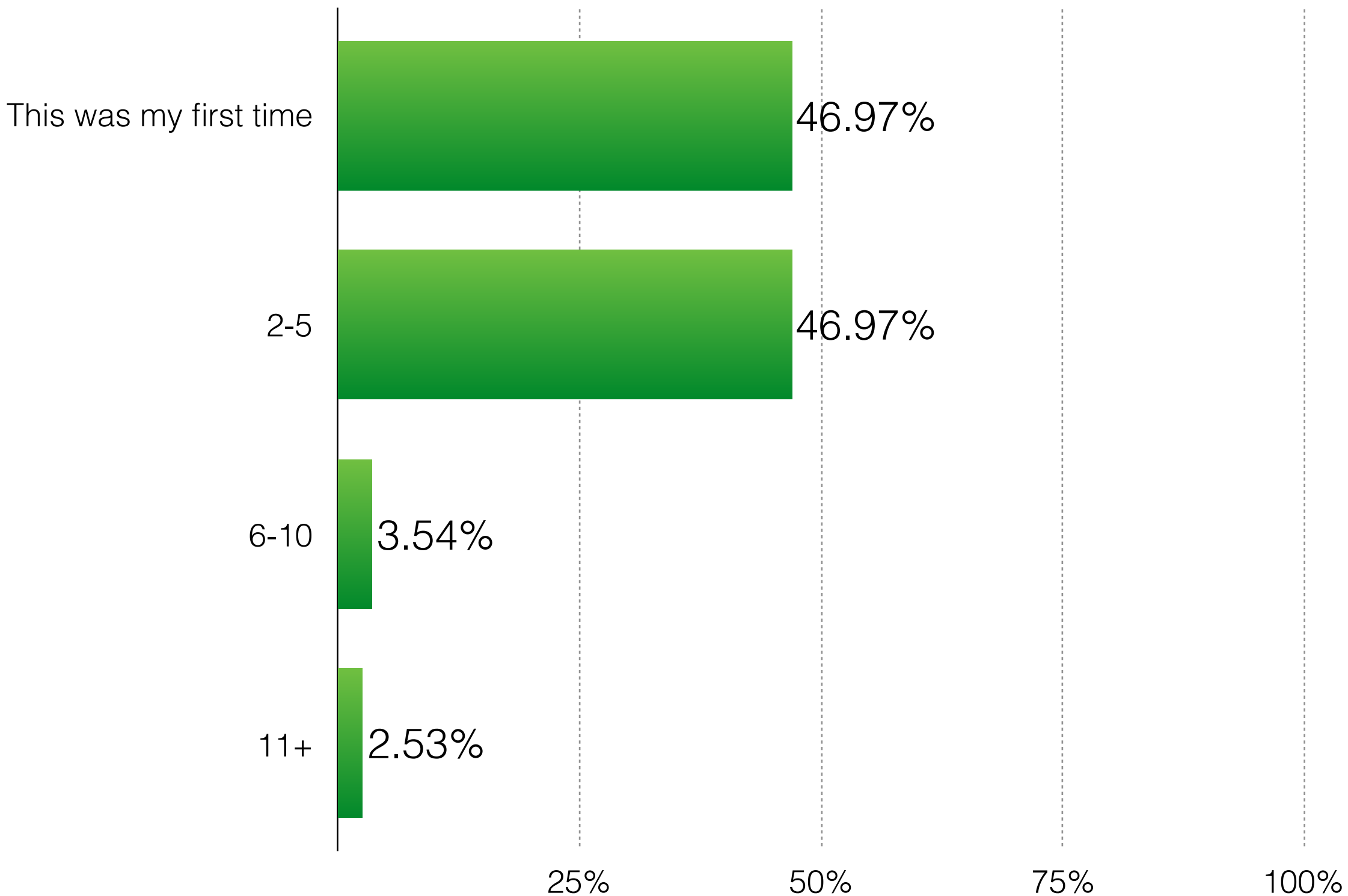
Methodology

- Athletes were invited to take the survey through a notification at packet pickup, and in a post-race email.
- The respondents were entered to win either a free pass for next year's race, or a pair of passes to the Wild Center.
- Of the 504 Tinman participants this year, 202 people completed the survey, resulting in a 5% margin of error.

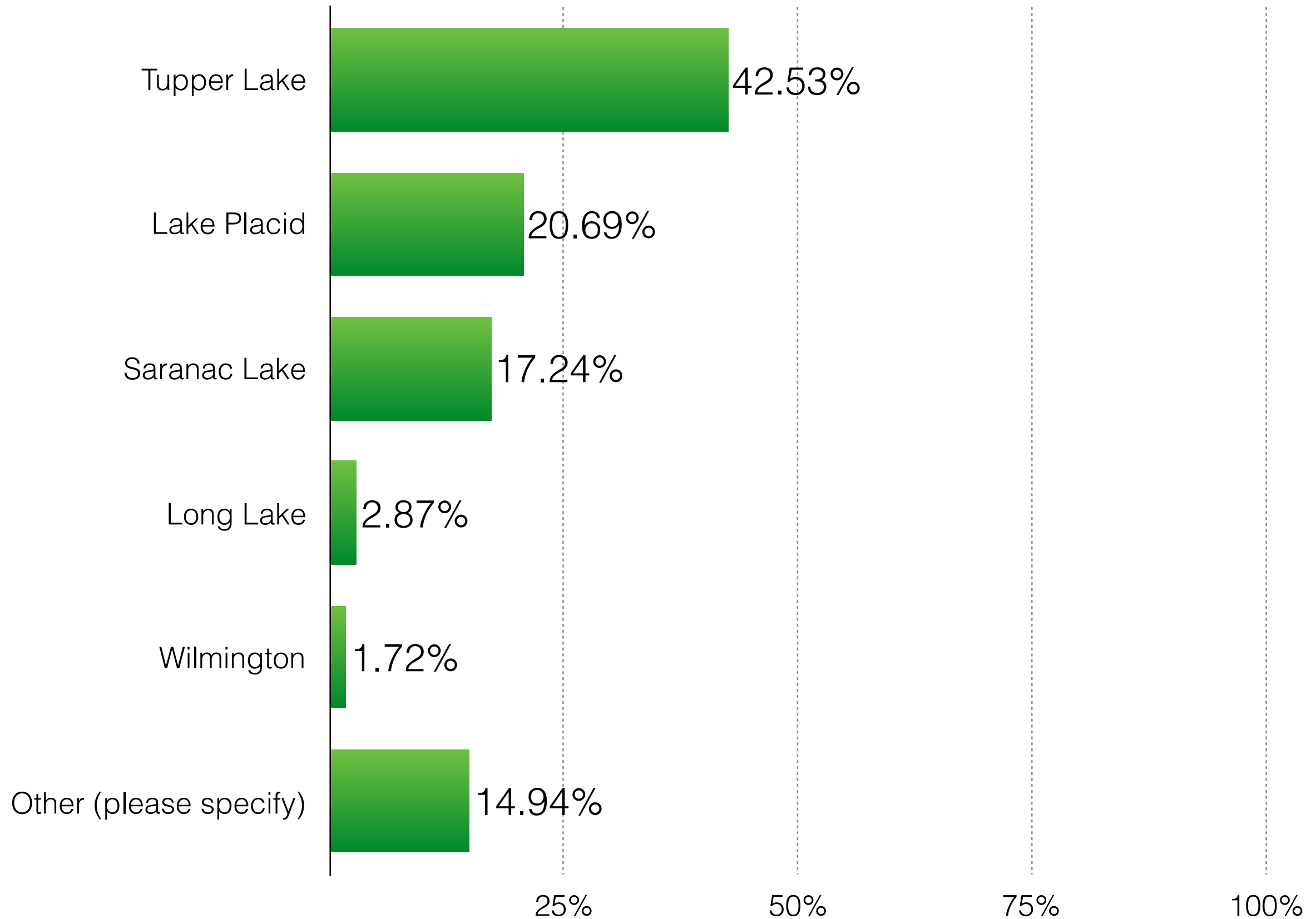
Locations of this year's participants



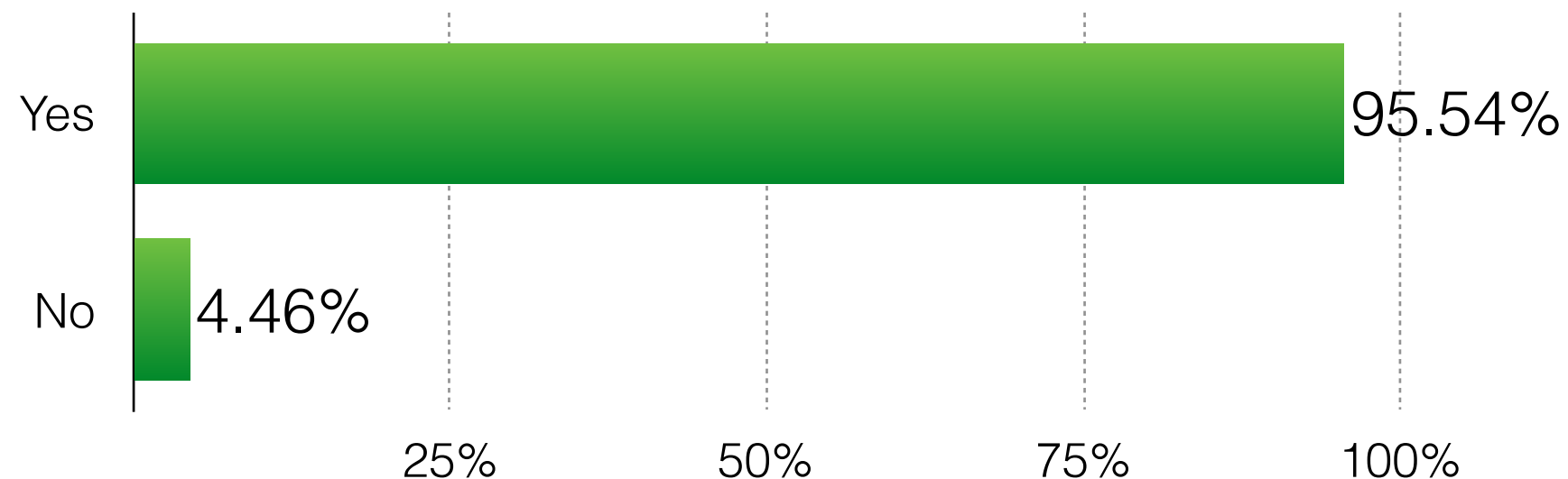
Not including this year, how many times have you participated in the Tupper Lake Tinman?



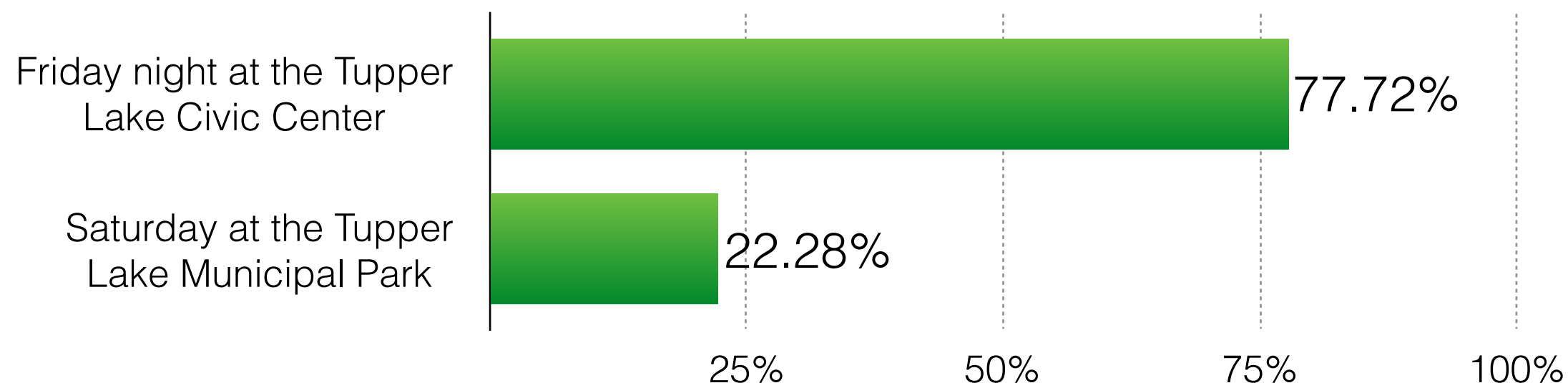
Where did you stay?



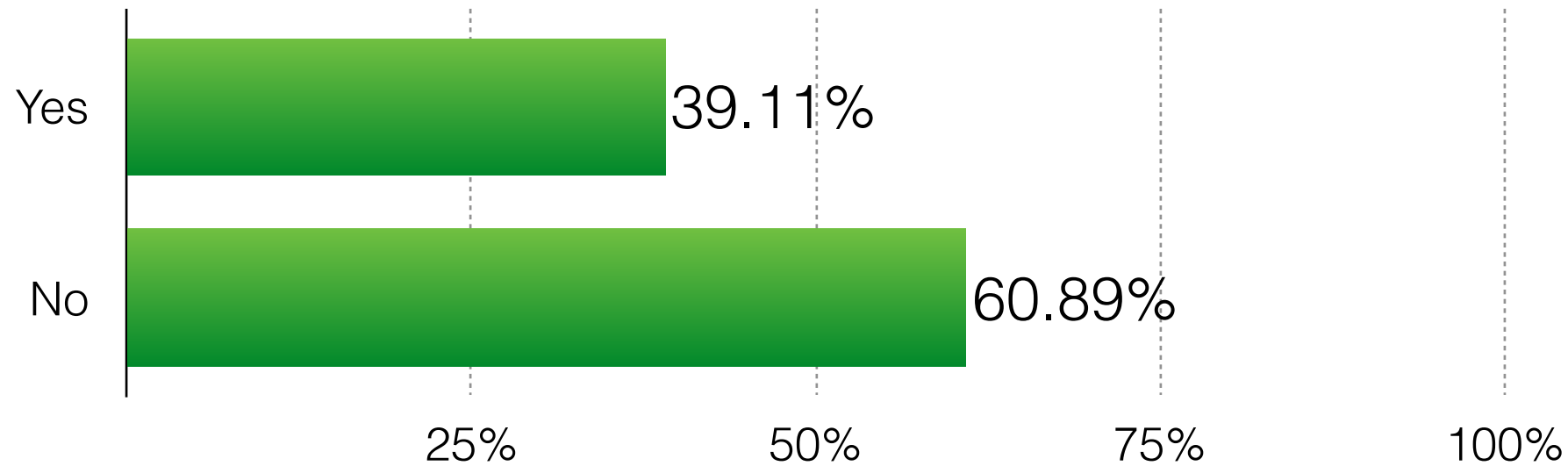
Would you participate in the Tupper Lake Tinman again?



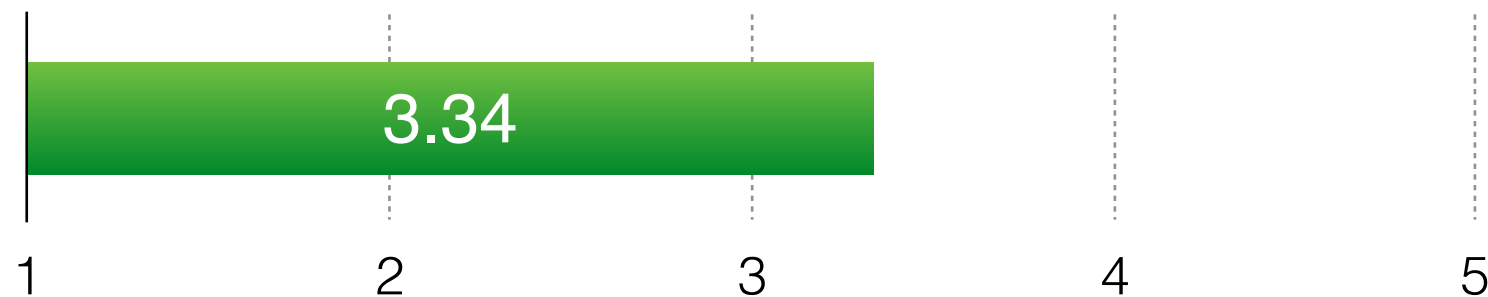
When did you check in and pick up your race packet?



Did you attend the vendor expo?



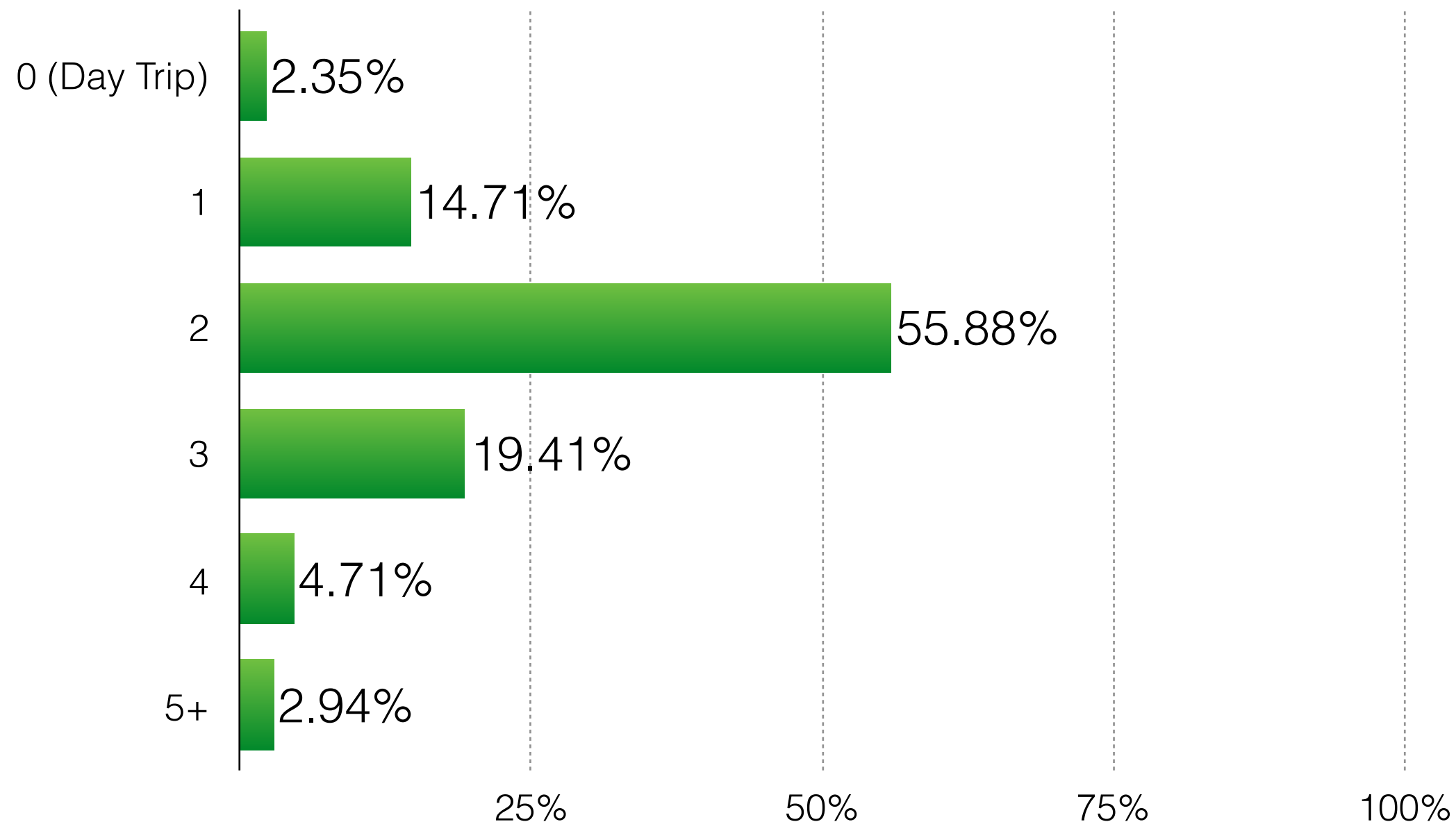
How satisfied were you with the vendor expo?*



1-Very dissatisfied, 2-Dissatisfied, 3-Neither satisfied nor dissatisfied, 4-Satisfied, 5-Very satisfied

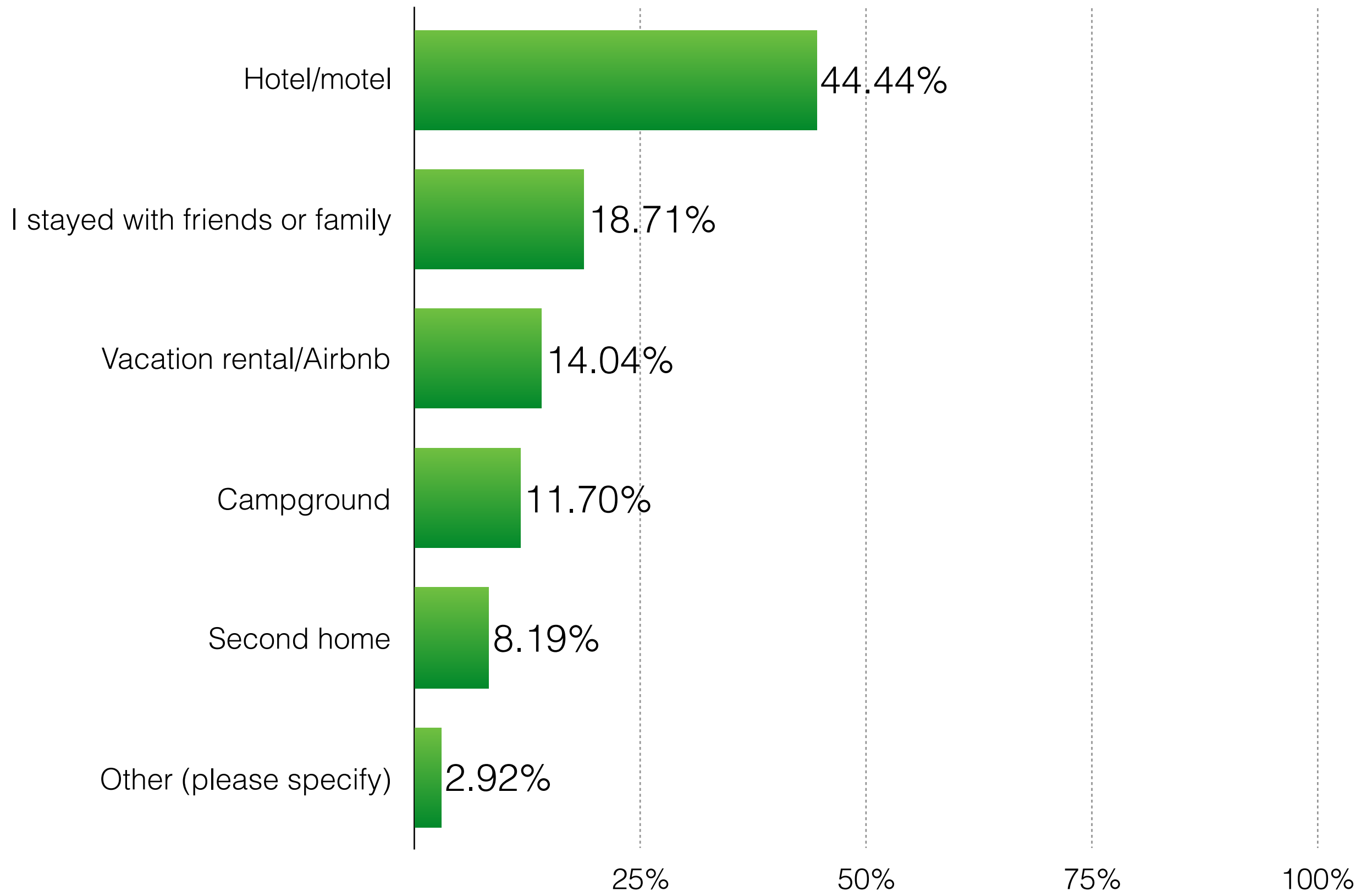
*Only asked to the respondents that answered they had attended the vendor expo

How many nights did you stay for the Tinman race?

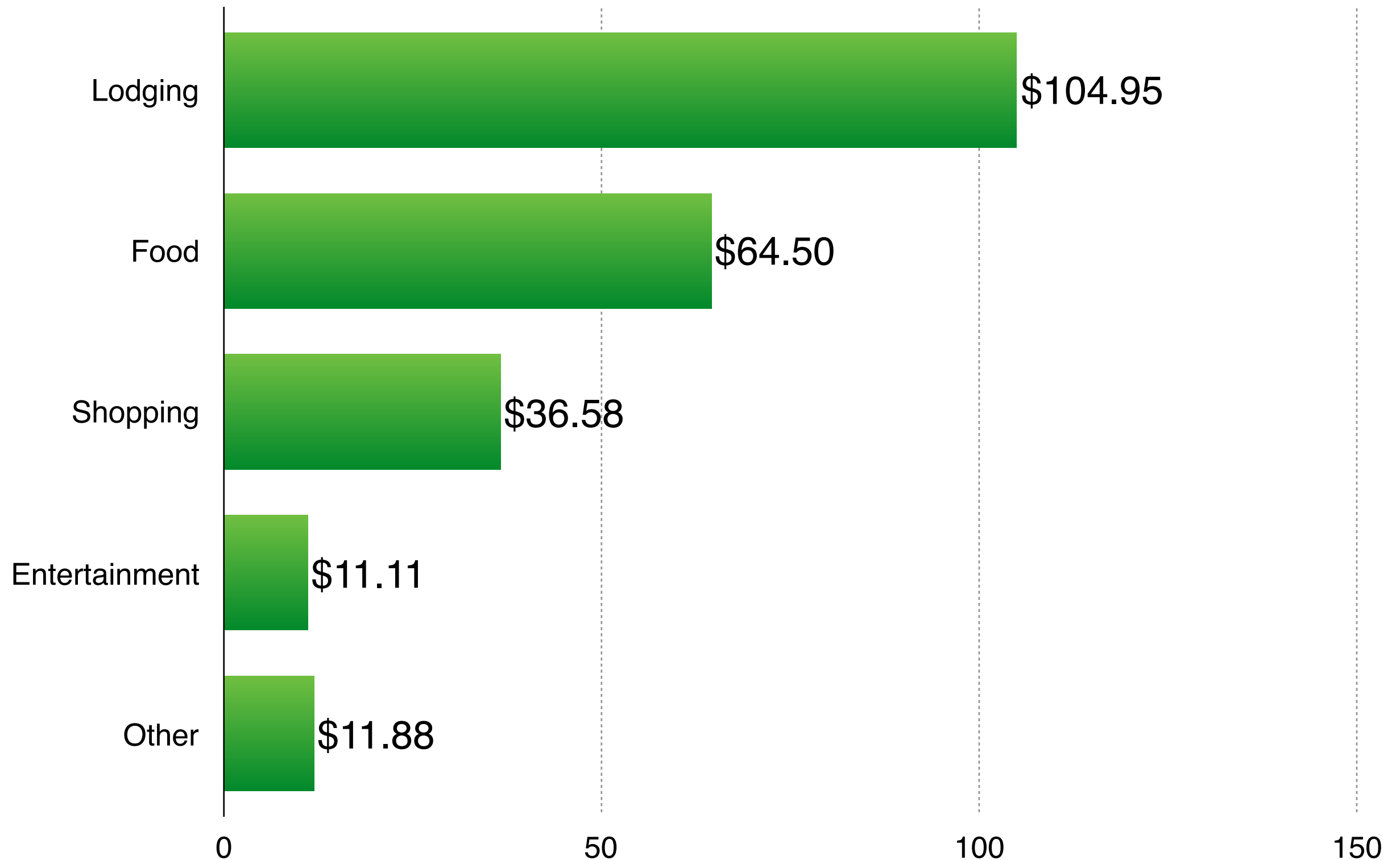


Average nights stayed for Tinman participants: 2.32 nights

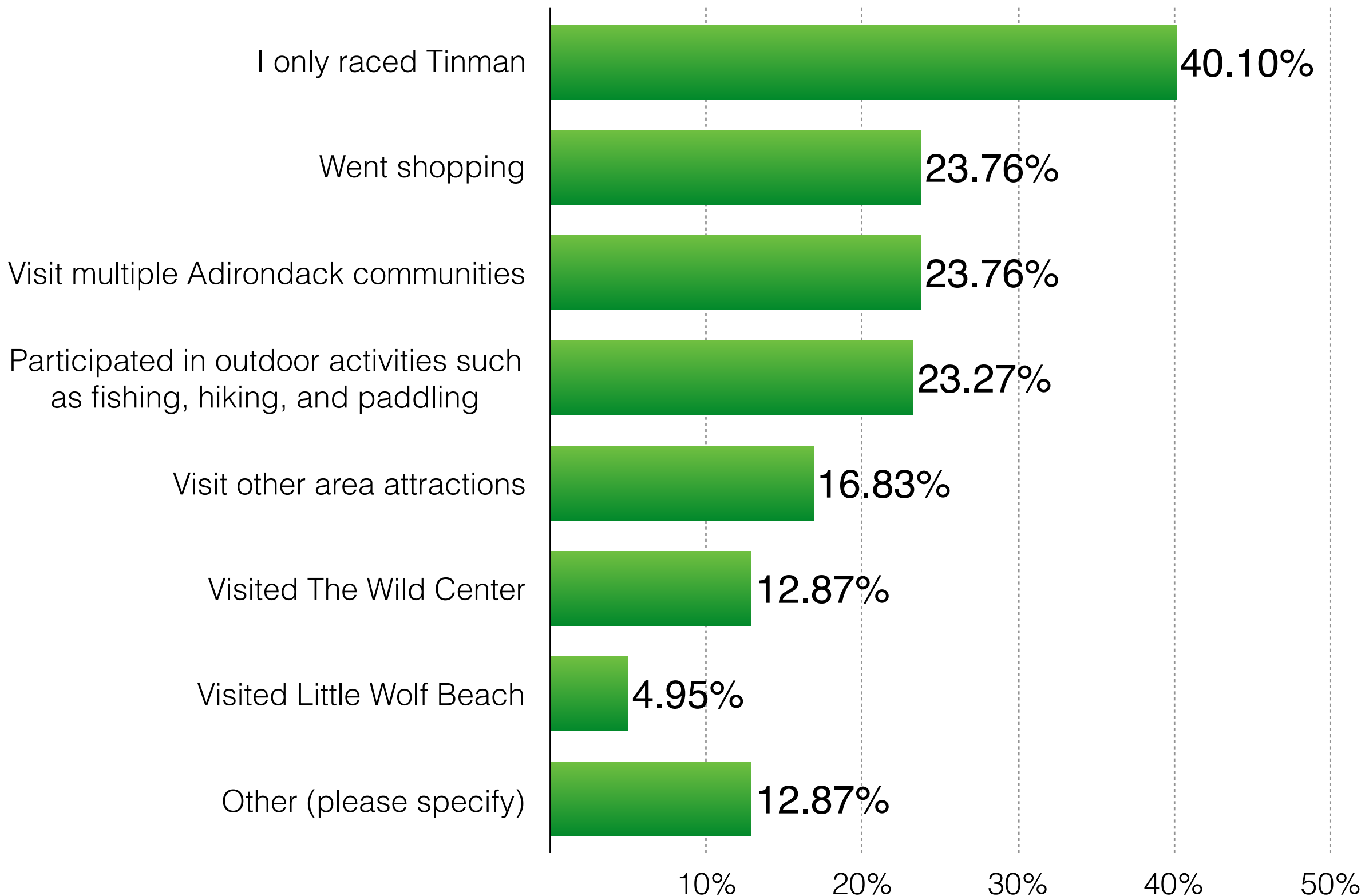
What was your primary type of lodging?



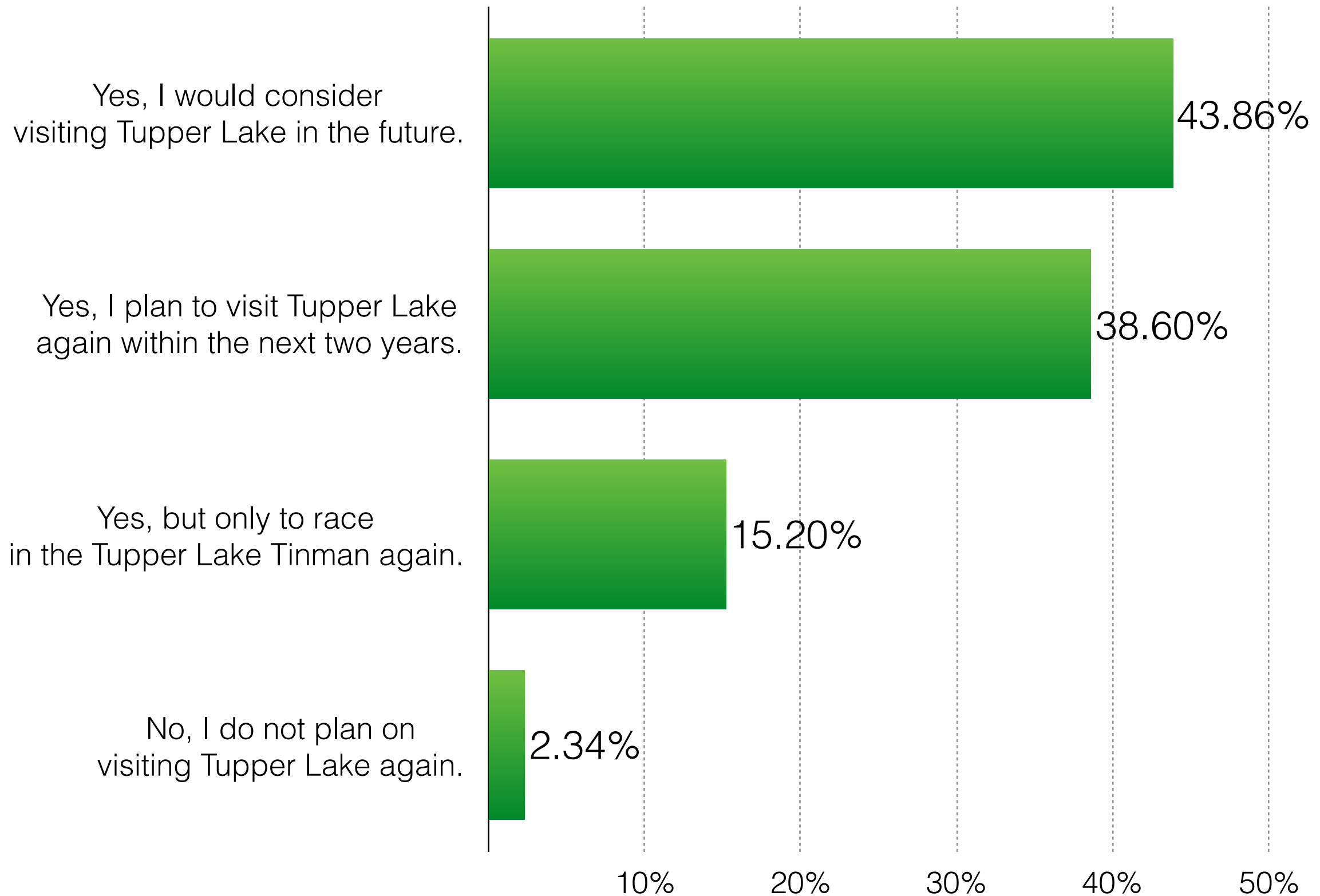
What was your estimated daily expenditures for the following categories?



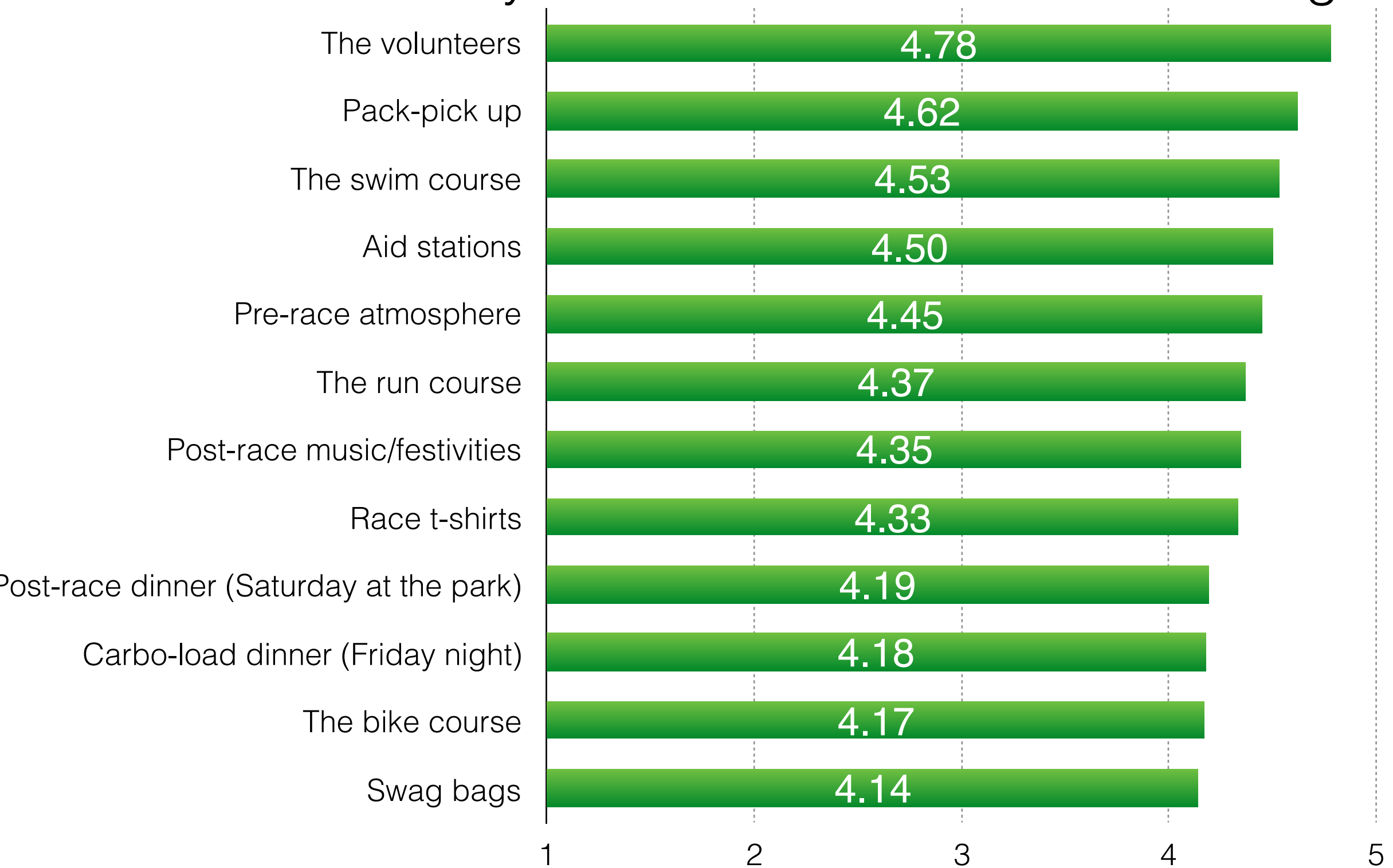
While you were in the Adirondacks for Tinman what other activities did you do? (select all that apply)



Would you consider visiting Tupper Lake again? (Pick the answer that best applies)

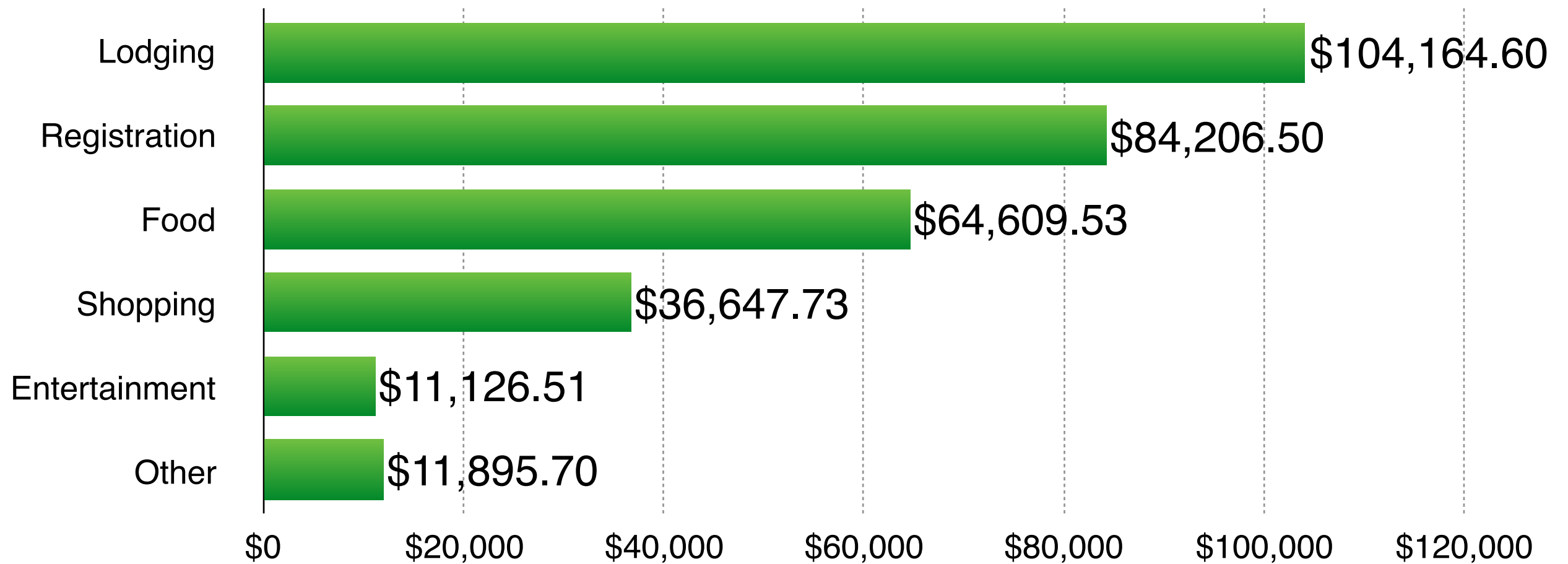


Please rate your satisfaction with the following:



1-Very dissatisfied, 2-Dissatisfied, 3-Neither satisfied nor dissatisfied, 4-Satisfied, 5-Very satisfied

Estimated Expenditures



Total Pretax Estimated Regional Direct Spend: \$312,650.57
Estimated county tax: \$8,096.12

*Direct spend calculated using reported daily expenditures multiplied by average nights spent. Sales tax calculated assuming that reported expenditures collected from survey include total sales tax.