

LEISURE TRAVEL STUDY- ESSEX, FRANKLIN, & HAMILTON COUNTY REGION

2017 ESSEX COUNTY VISITOR PROFILE

July 2018



REGIONAL OFFICE of
SUSTAINABLE TOURISM

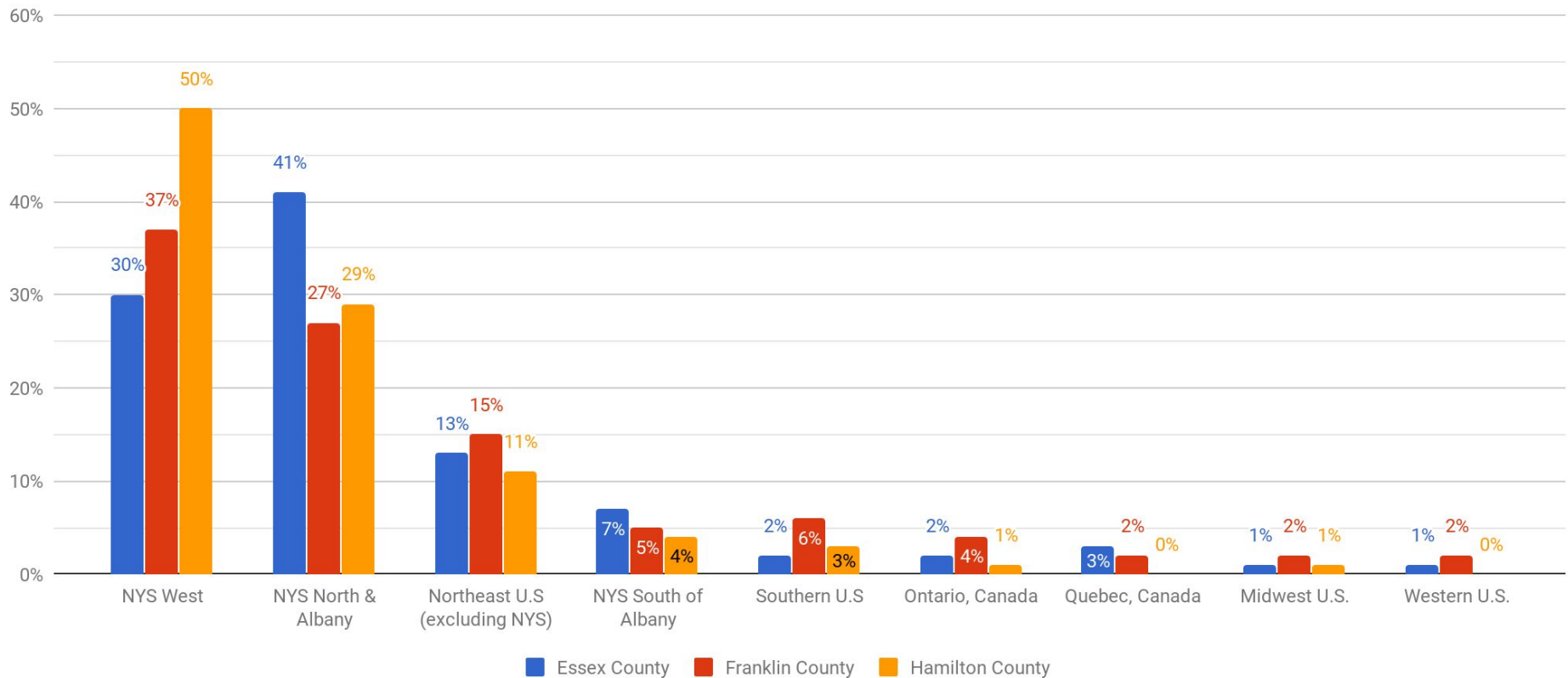
adirondacks, usa

Project Background & Methodology

- A survey of 2017 visitors to the region was designed jointly by ROOST and PlaceMaking consultants and sent electronically to measure detailed visitor information and estimated expenditures
- Survey and analysis is consistent with methodology used to study Essex County visitors for past 13 years
- 5,345 completed surveys were received (a 4.5% response, however comparison with other years indicates validity of data collected)
- 311,171 potential visitors were captured by ROOST as direct, traceable leads in 2017

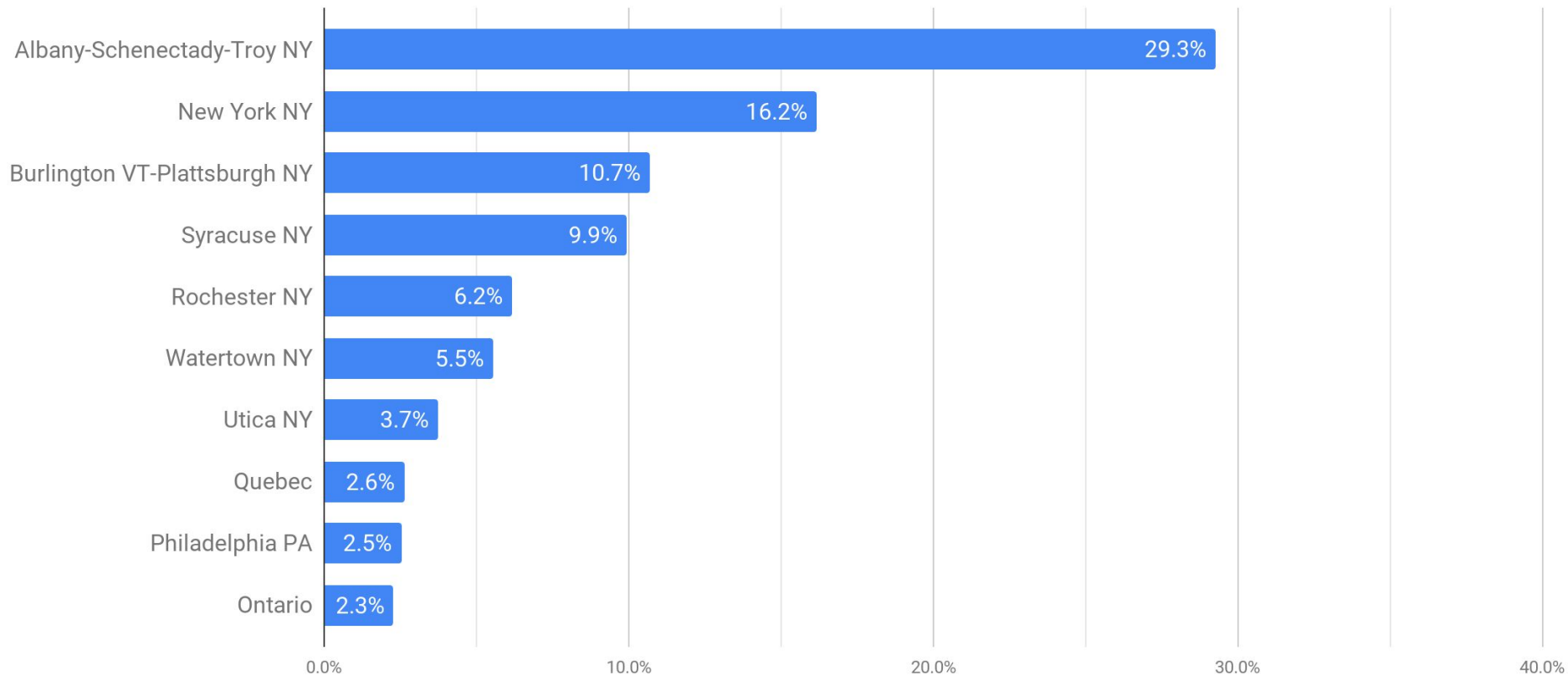
Area of residence

All travelers



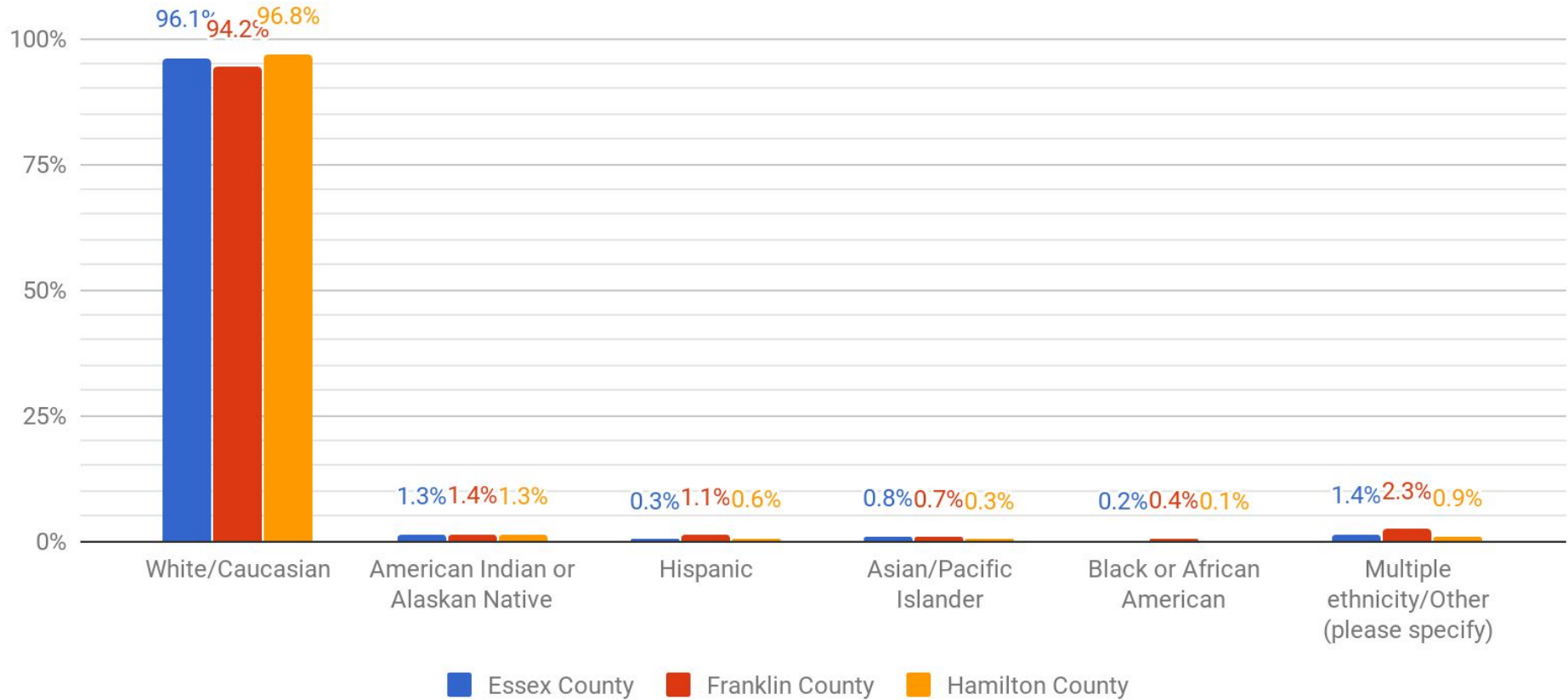
Area of residence by DMA

All Essex County travelers



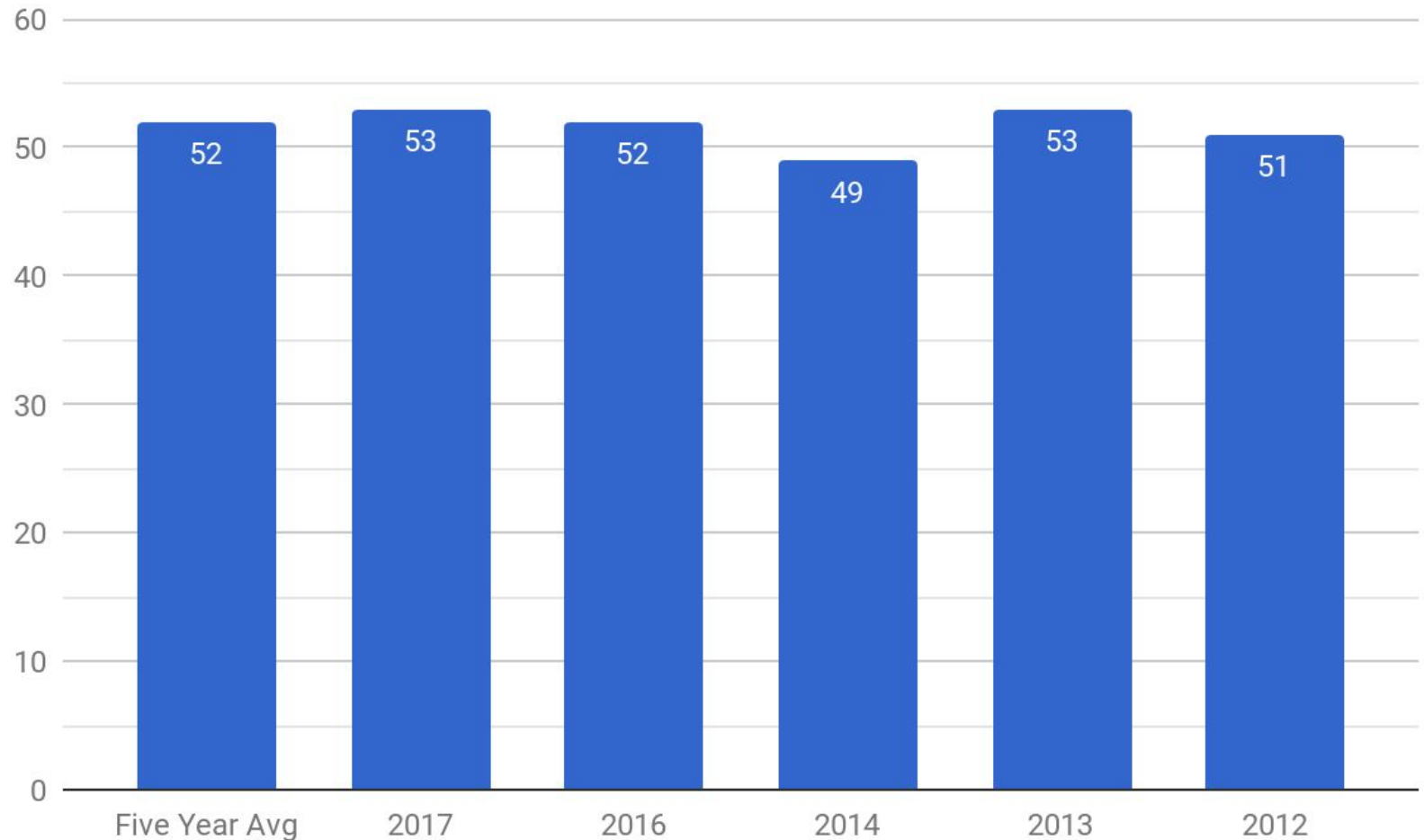
Ethnicity

All travelers



Five year average age*

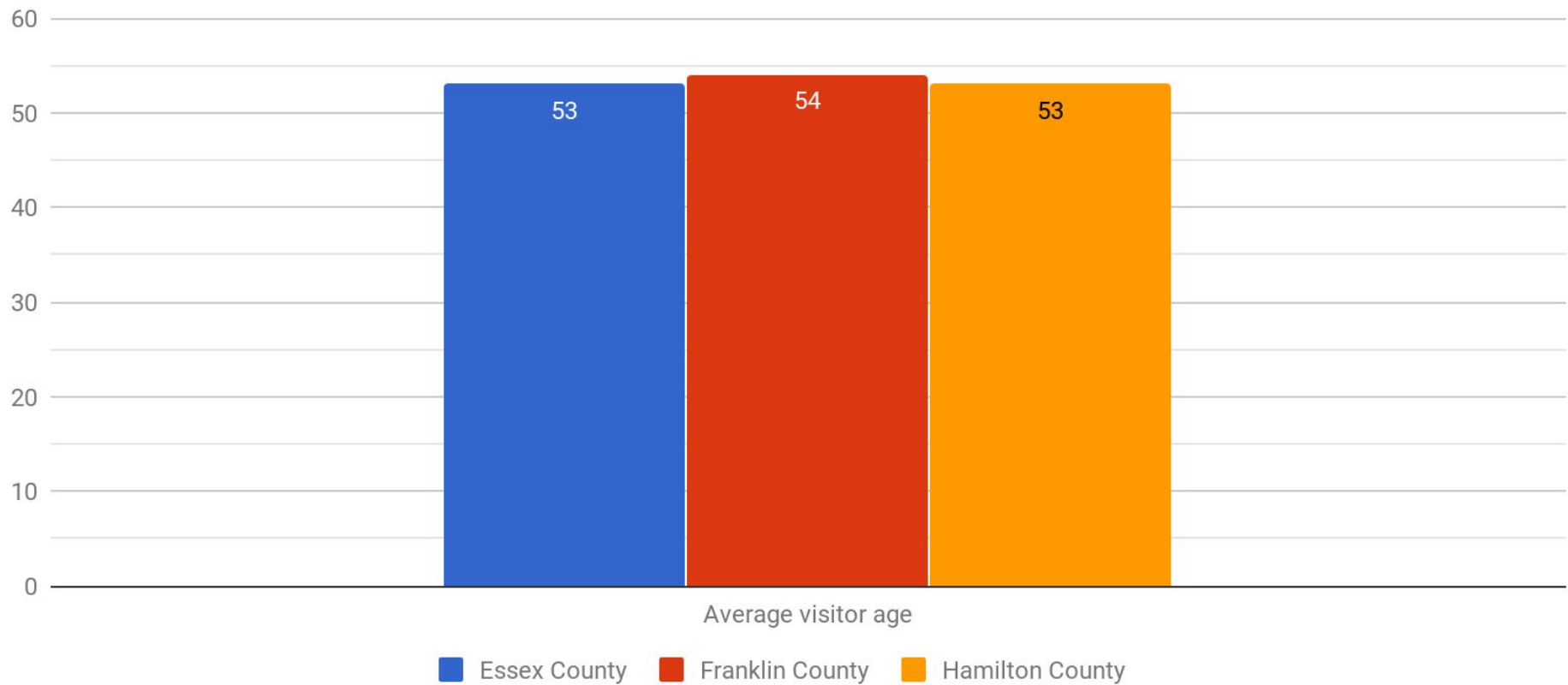
All Essex County travelers



* 2015 Survey was not conducted

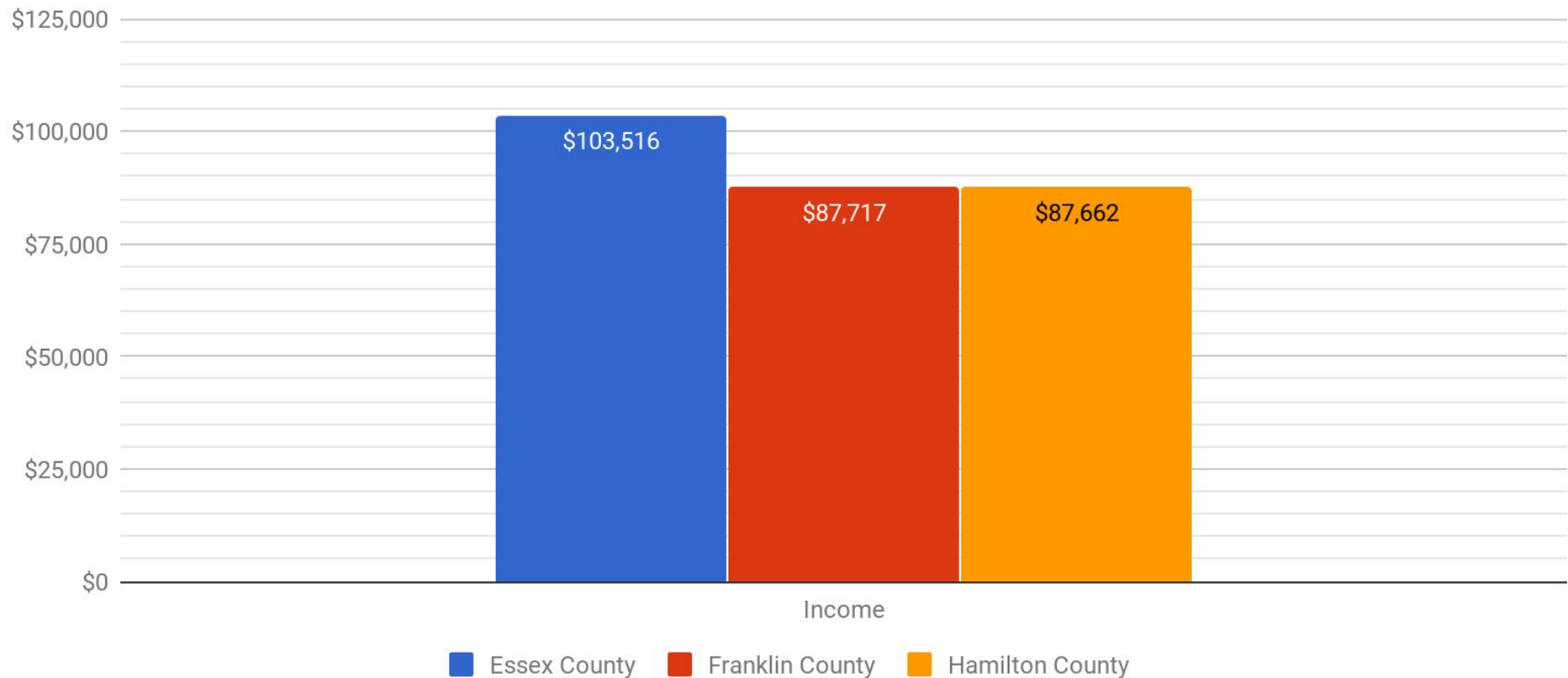
Average age

All travelers



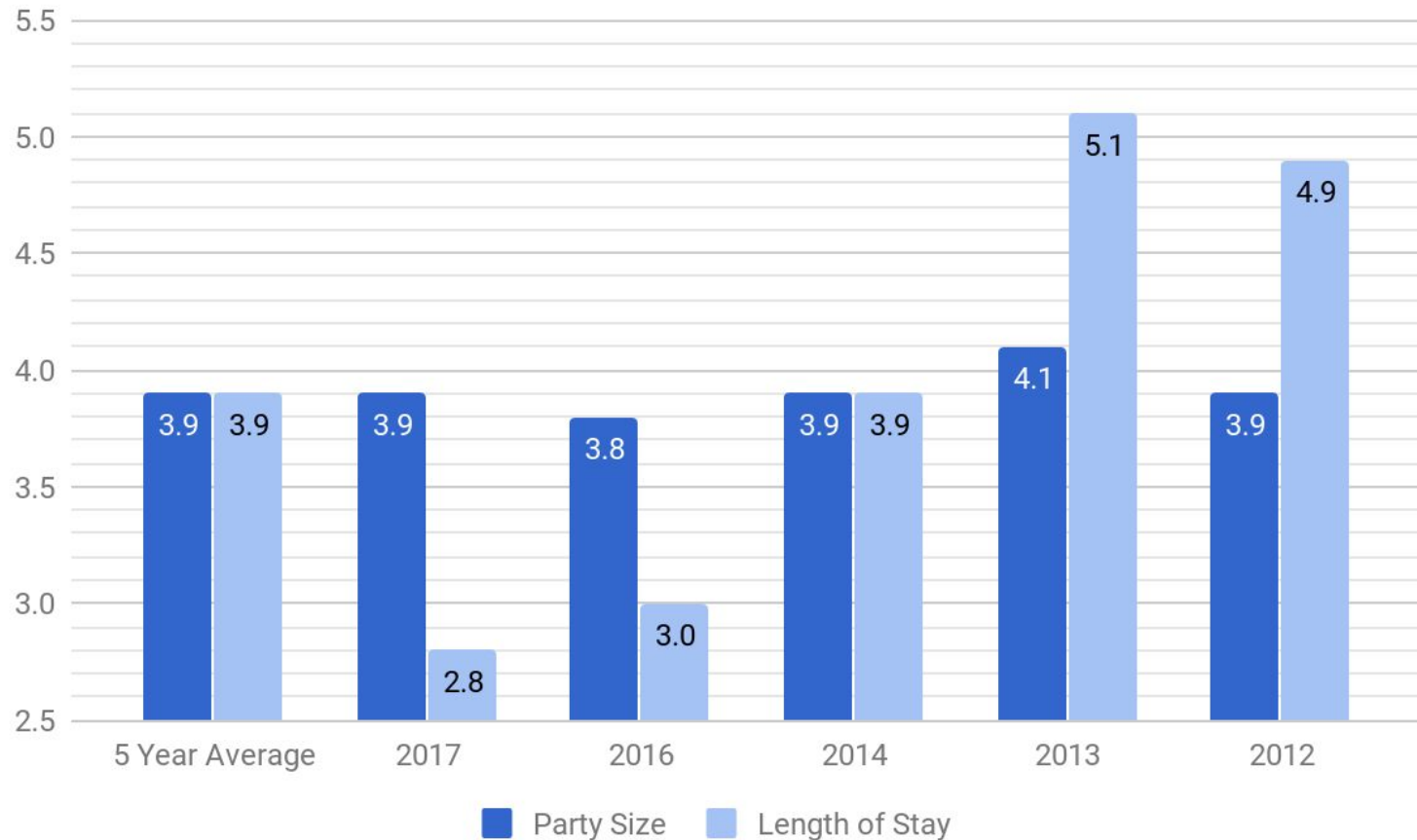
Average income

All travelers



Five year party size and length of stay*

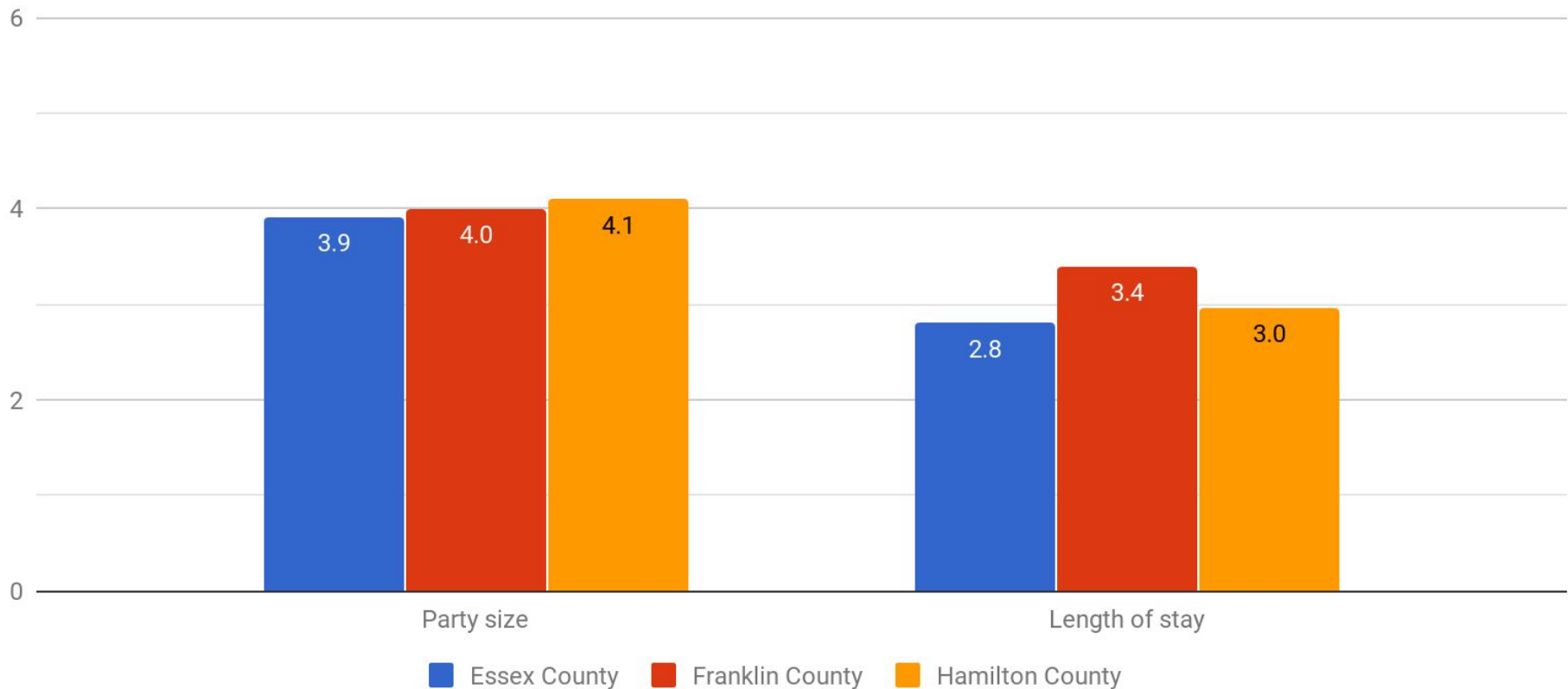
All Essex County travelers



* 2015 Survey was not conducted

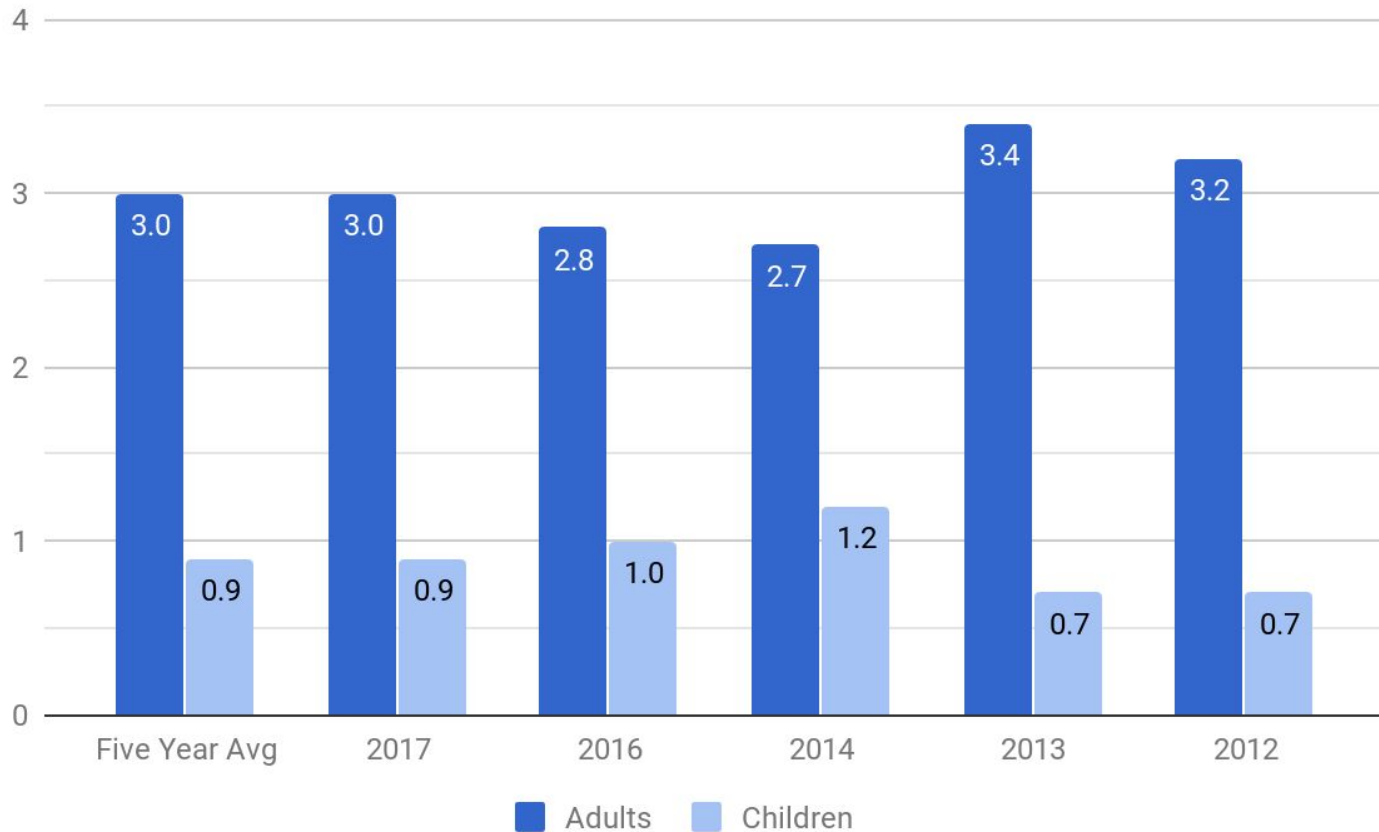
Party size/length of stay

All travelers



Five year party composition*

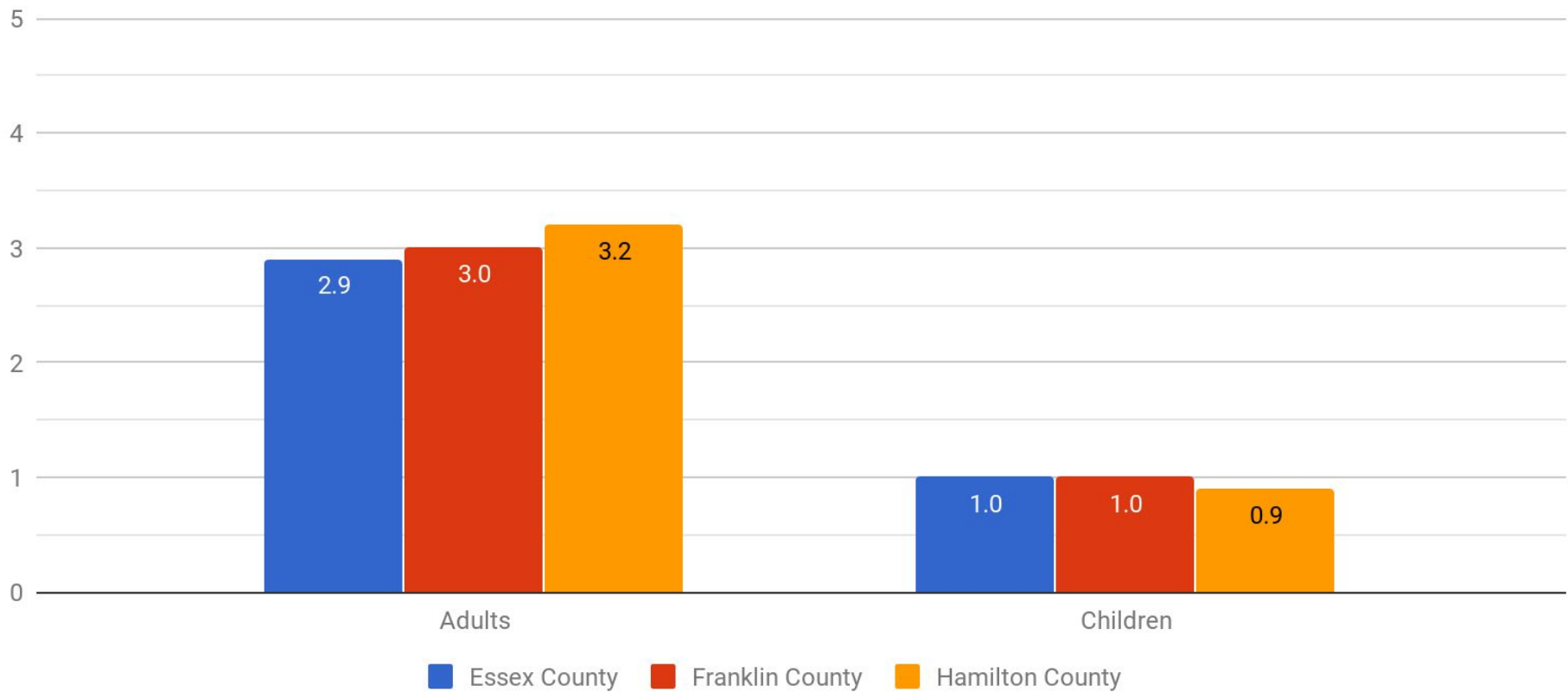
All Essex County travelers



* 2015 Survey was not conducted

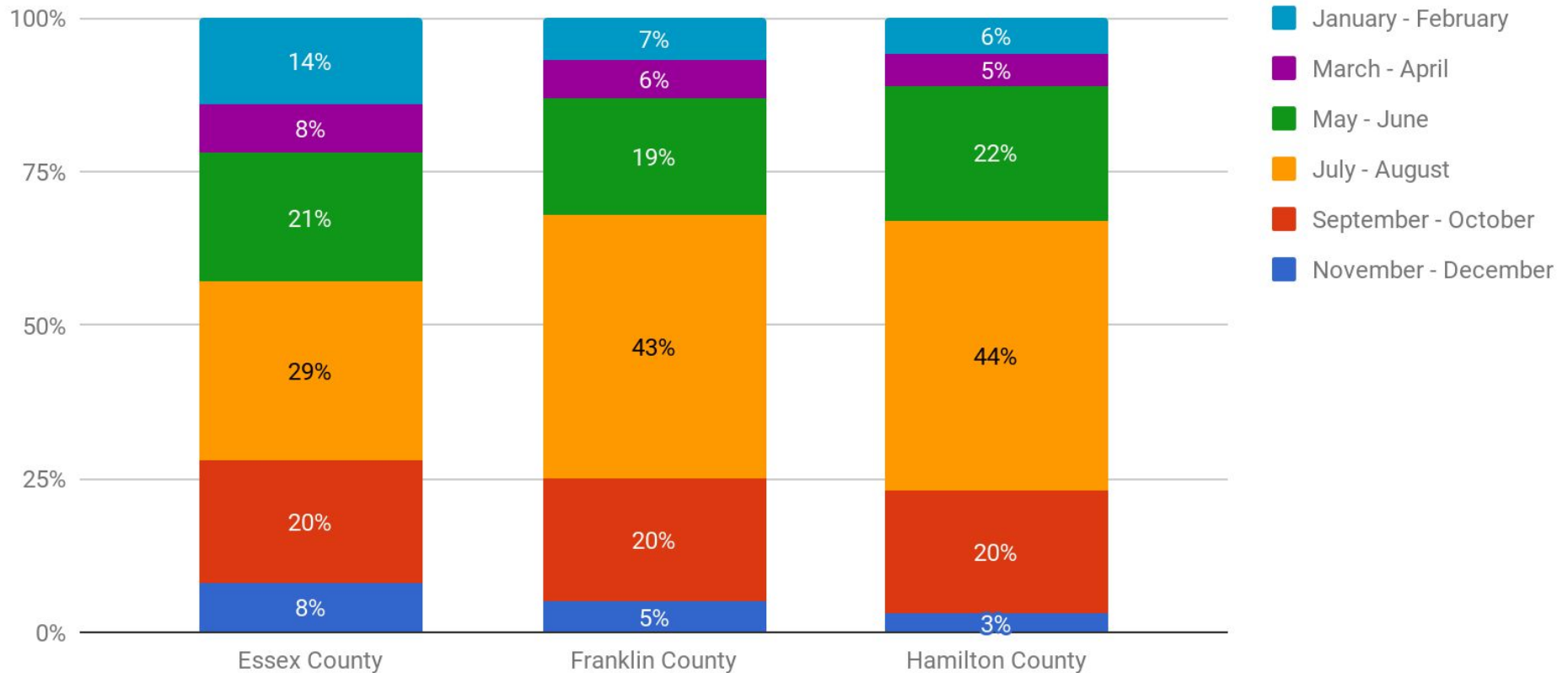
Party composition

All travelers



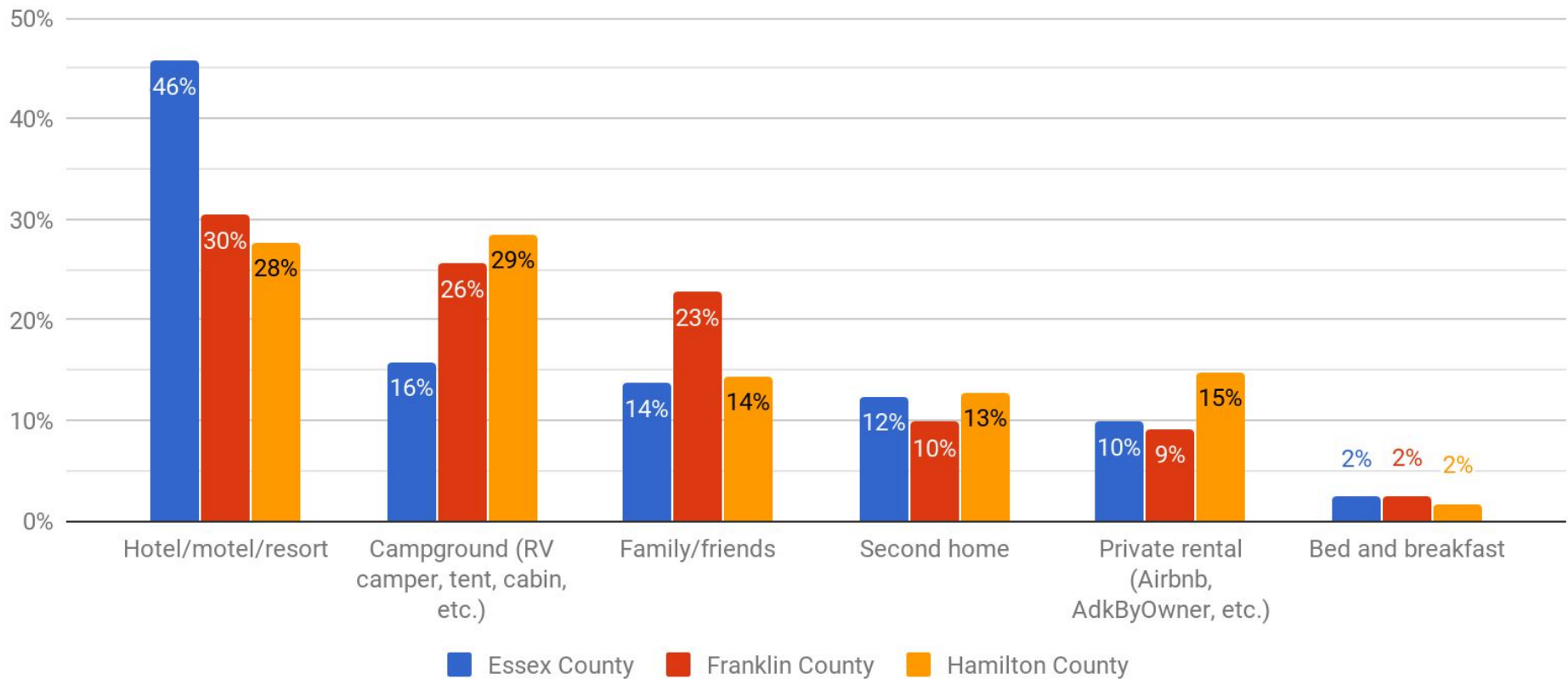
Time of year visited

All travelers



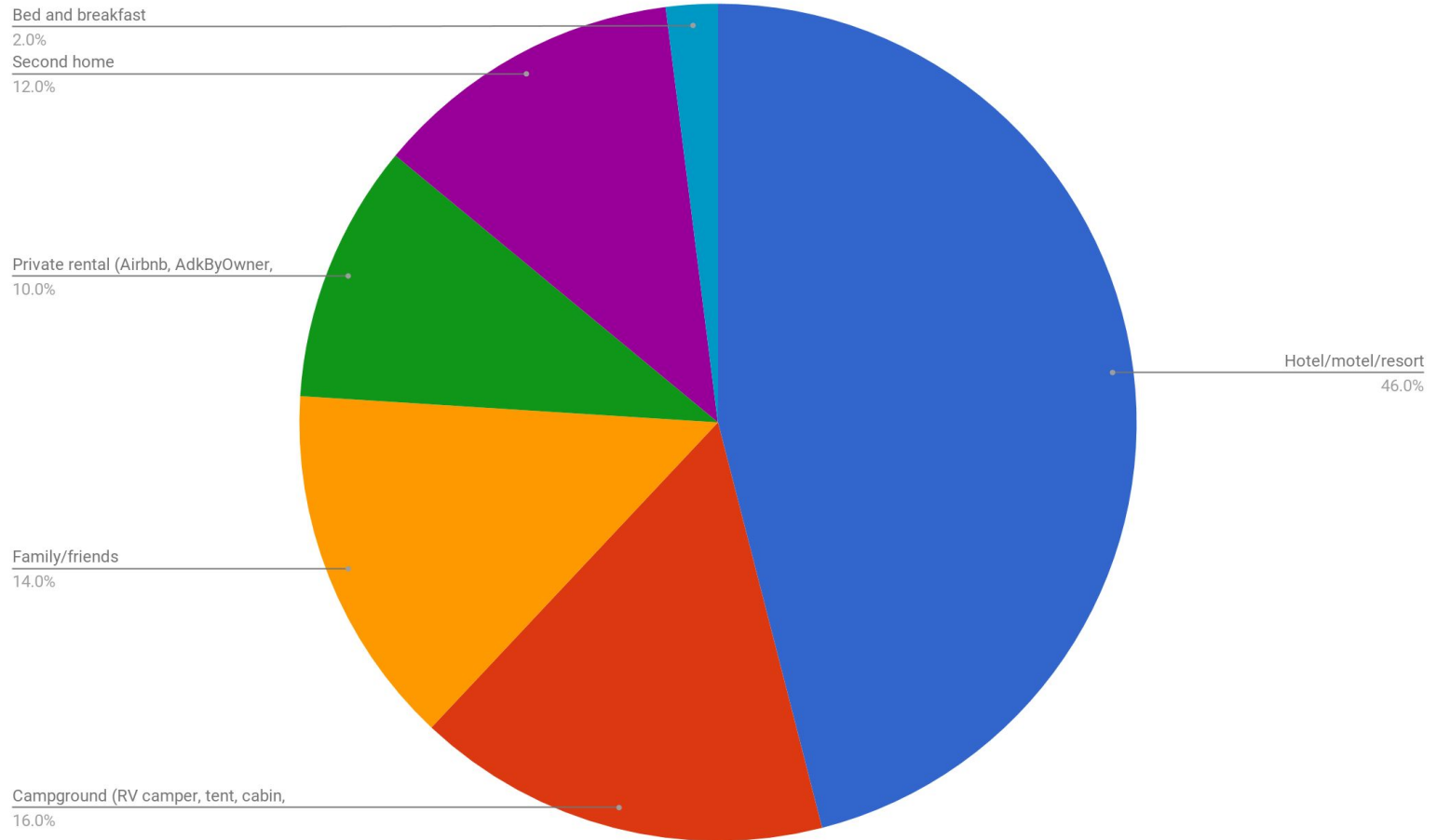
Lodging accommodations

All overnight travelers



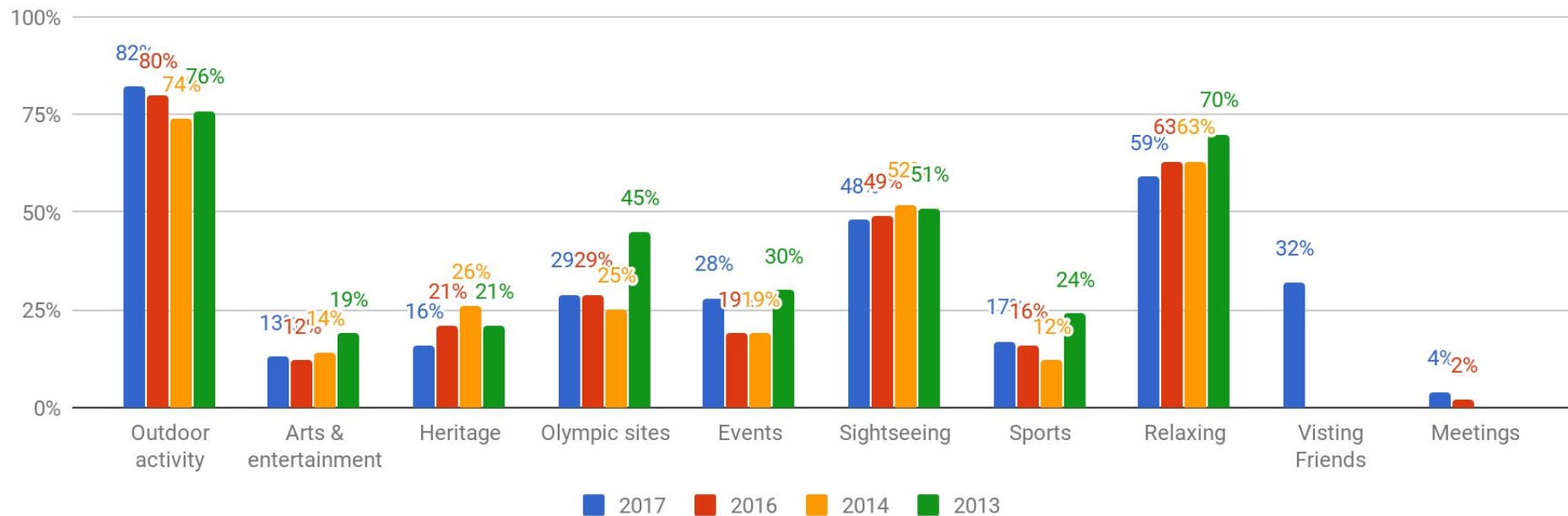
Lodging accommodations

All overnight Essex County travelers



Four year key attractions*

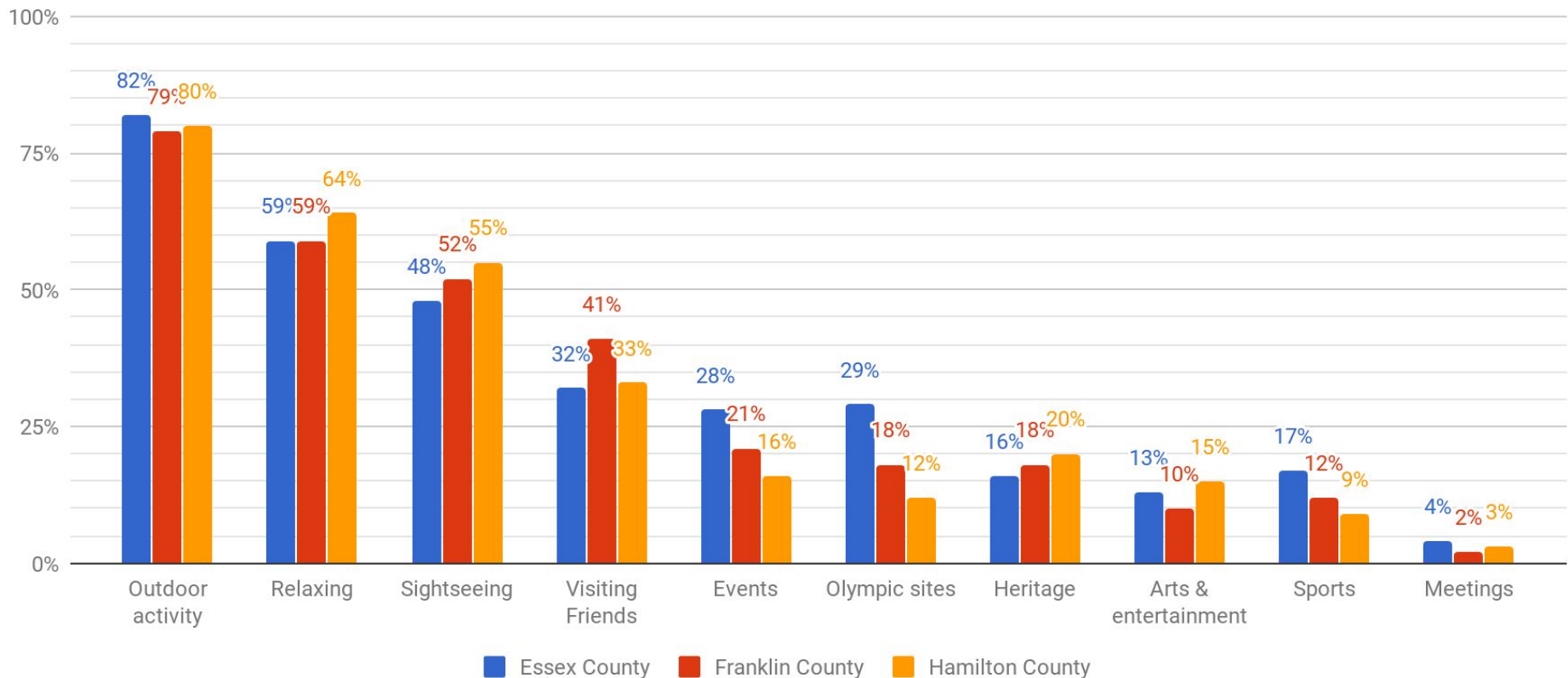
All Essex County travelers



* 2015 Survey was not conducted

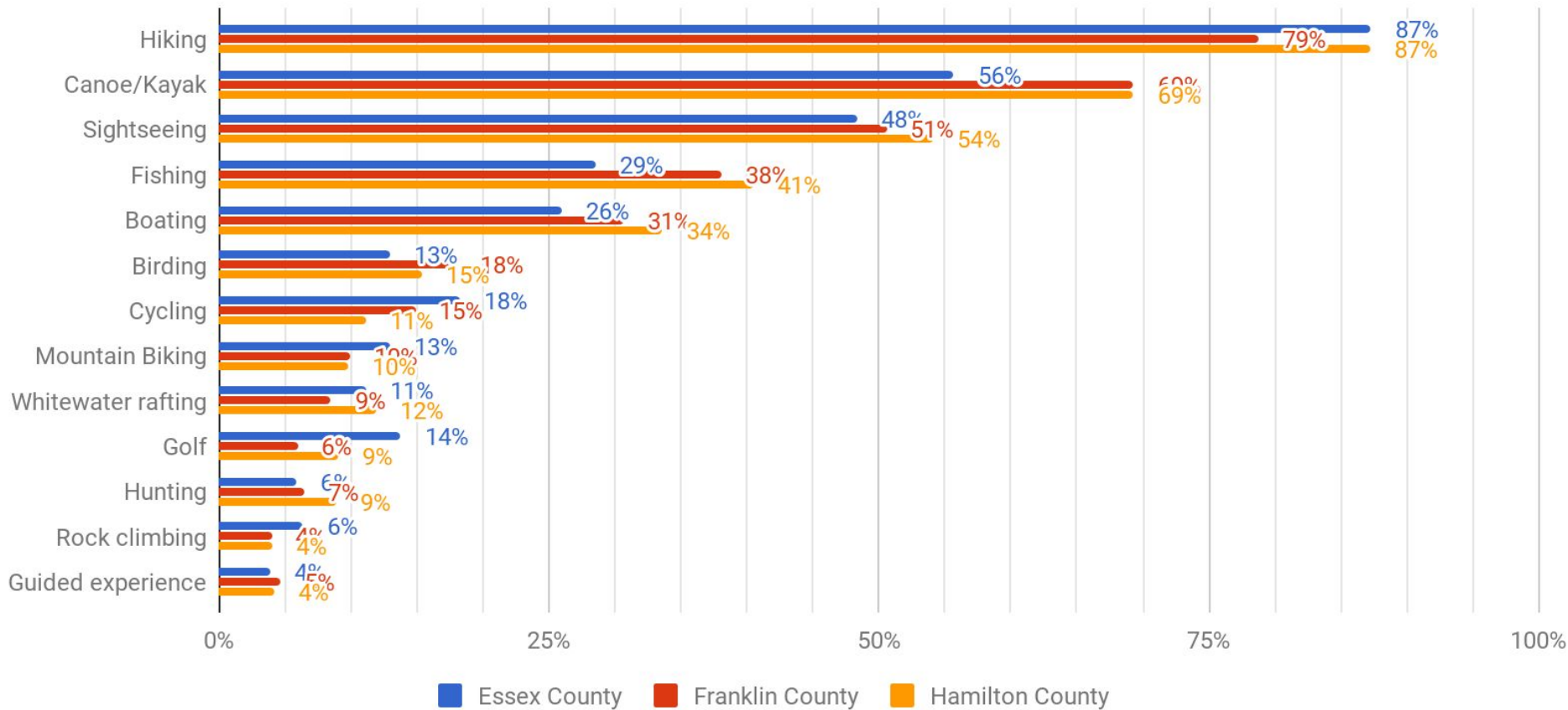
Key attractions

All travelers



Outdoor spring/summer activities*

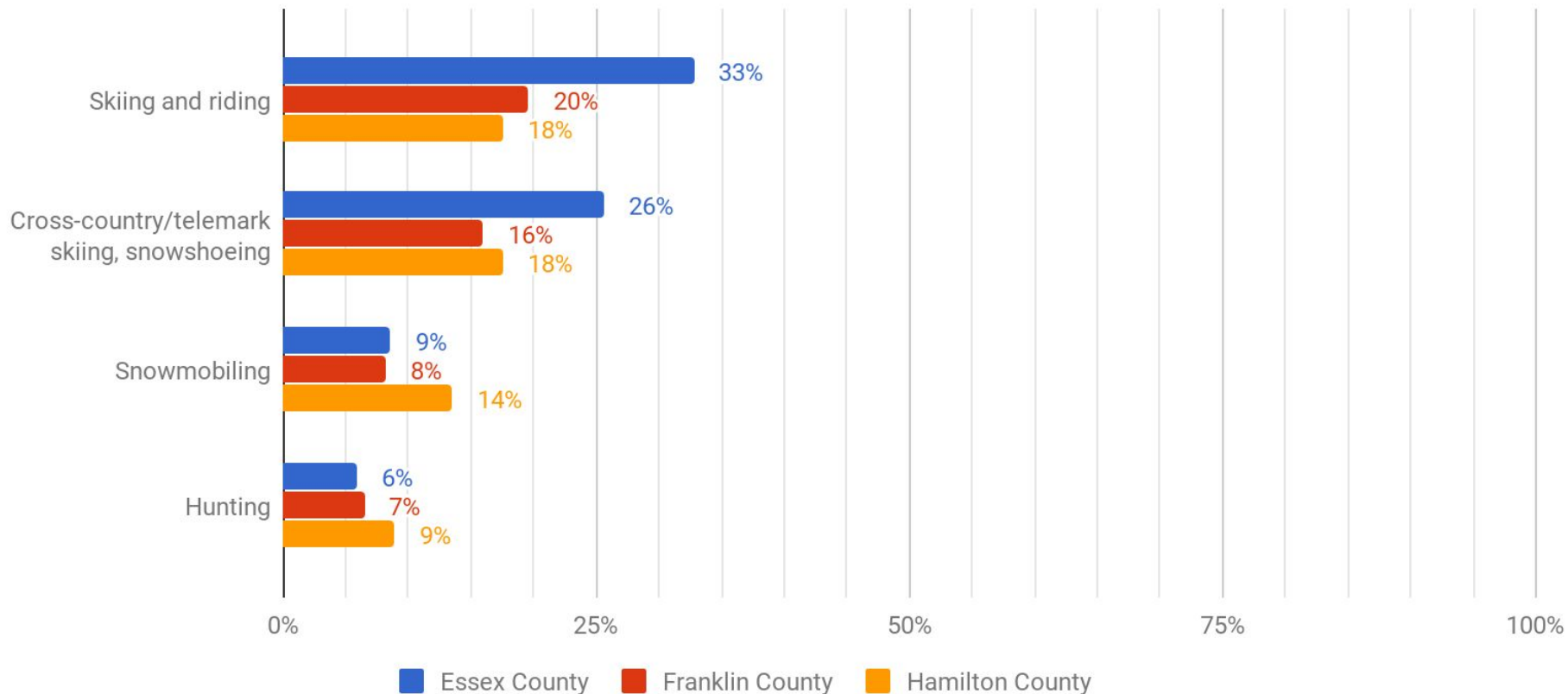
All travelers



*Share of respondents that answered they traveled to the Adirondacks for outdoor activity

Outdoor fall/winter activities*

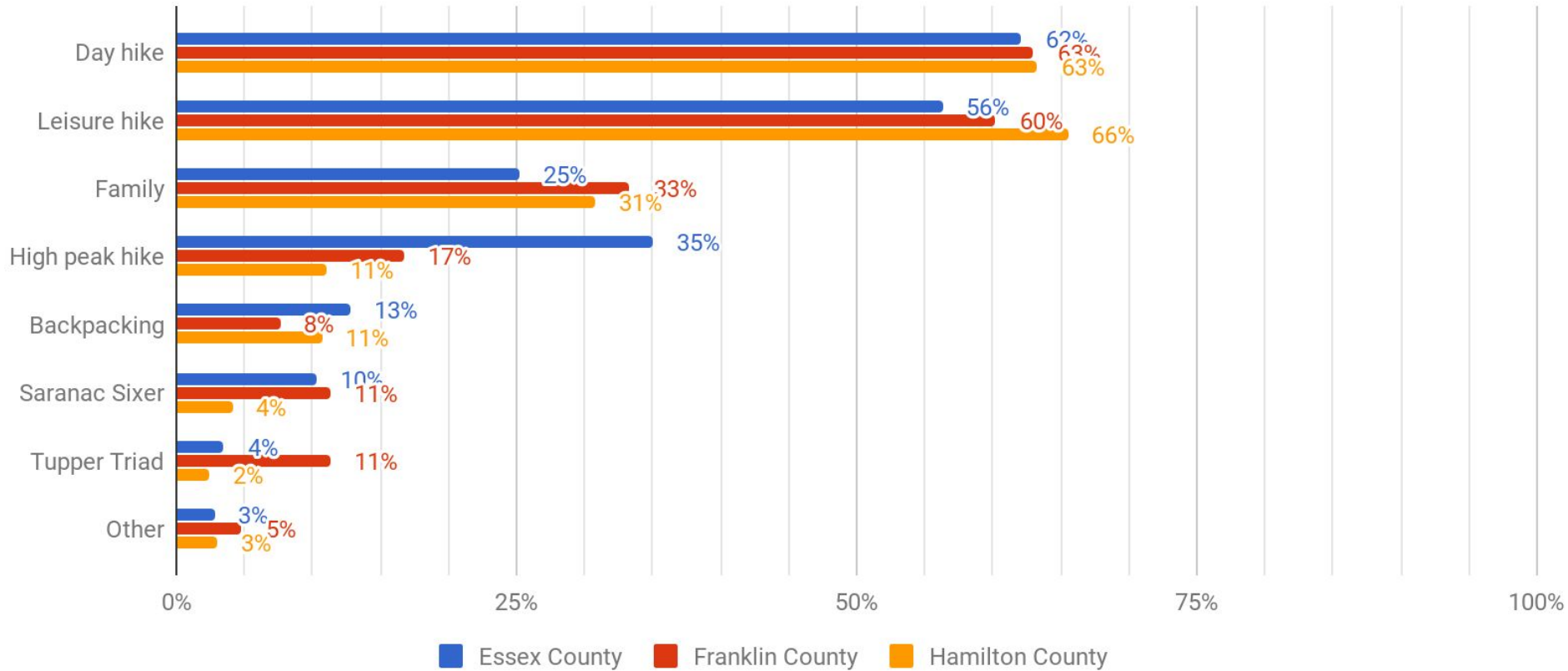
All travelers



*Share of respondents that answered they traveled to the Adirondacks for outdoor activity

Hiking breakdown*

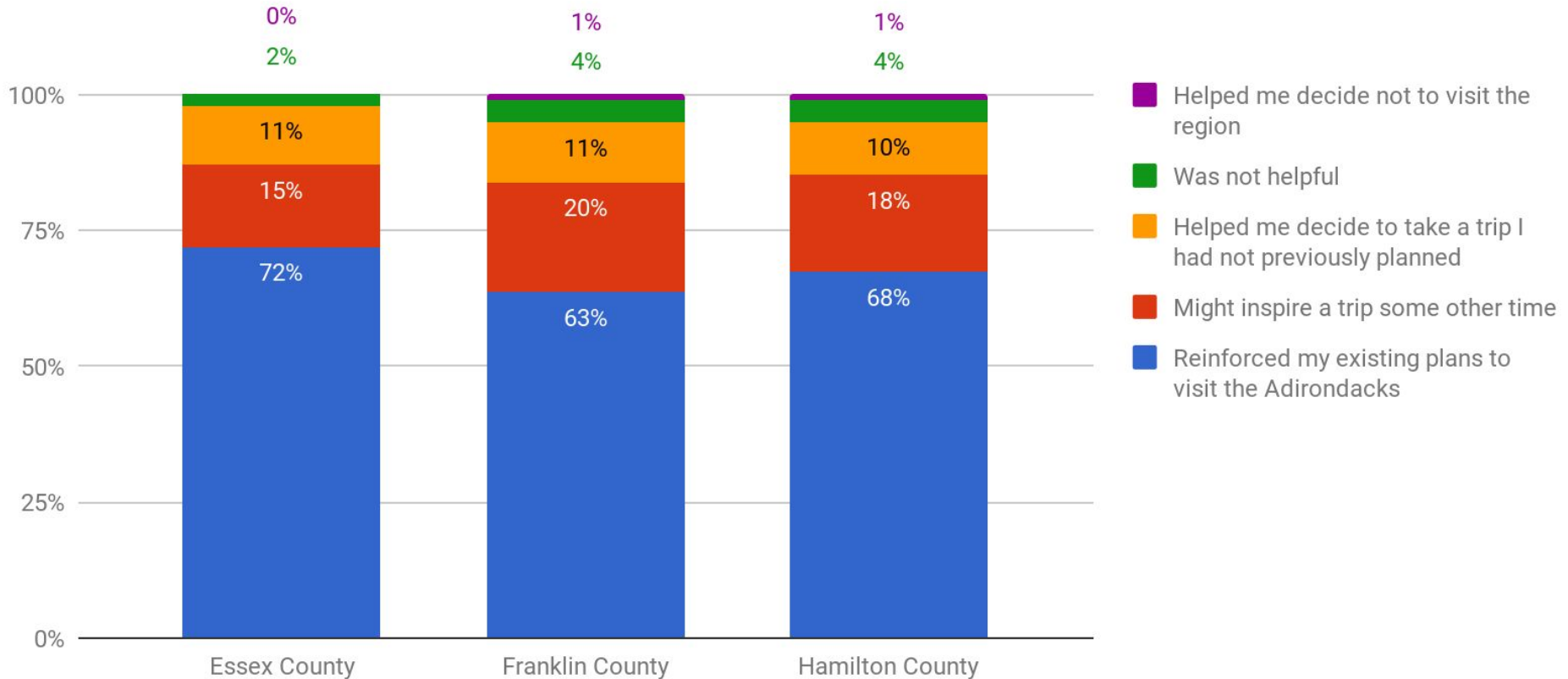
All travelers



*Share of respondents that answered they traveled to the Adirondacks for the outdoor activity of hiking

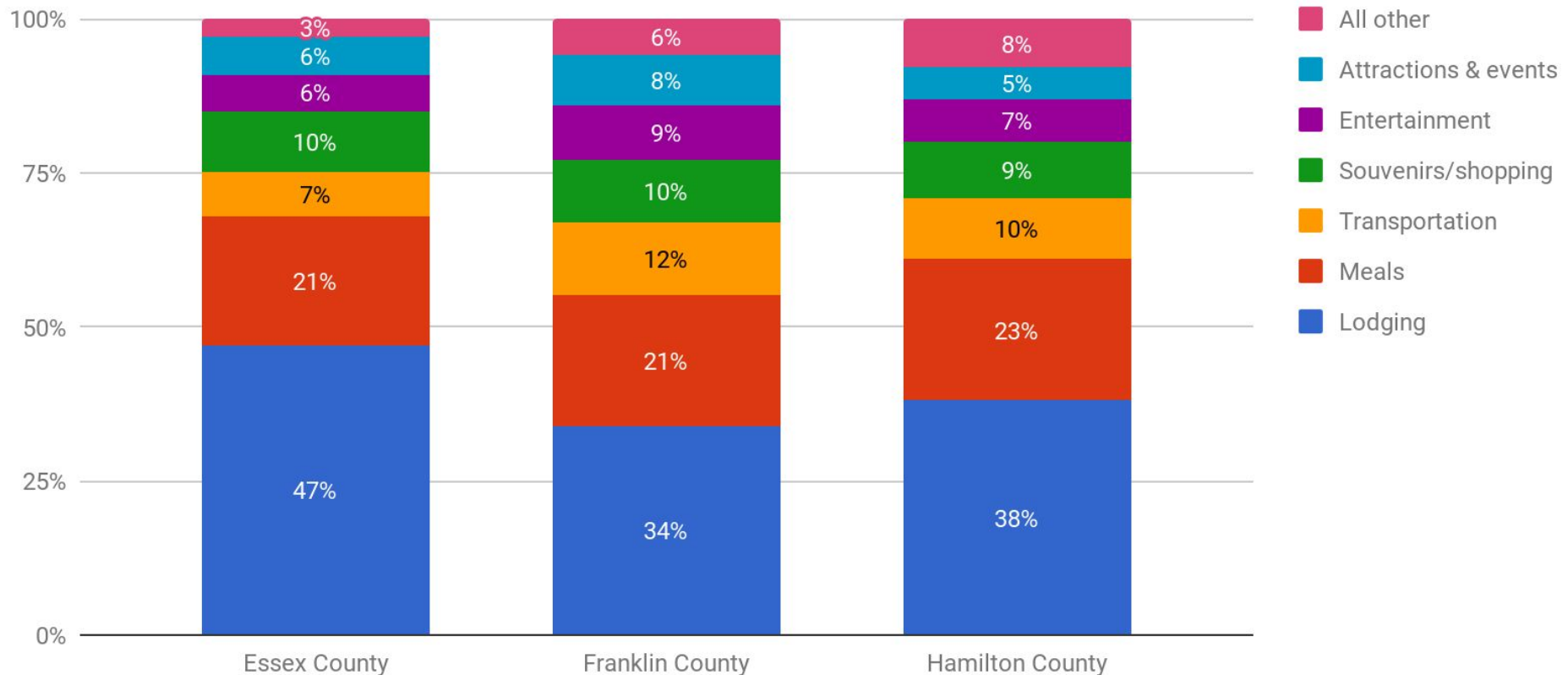
Conversion rate from viewing ROOST marketing

All travelers



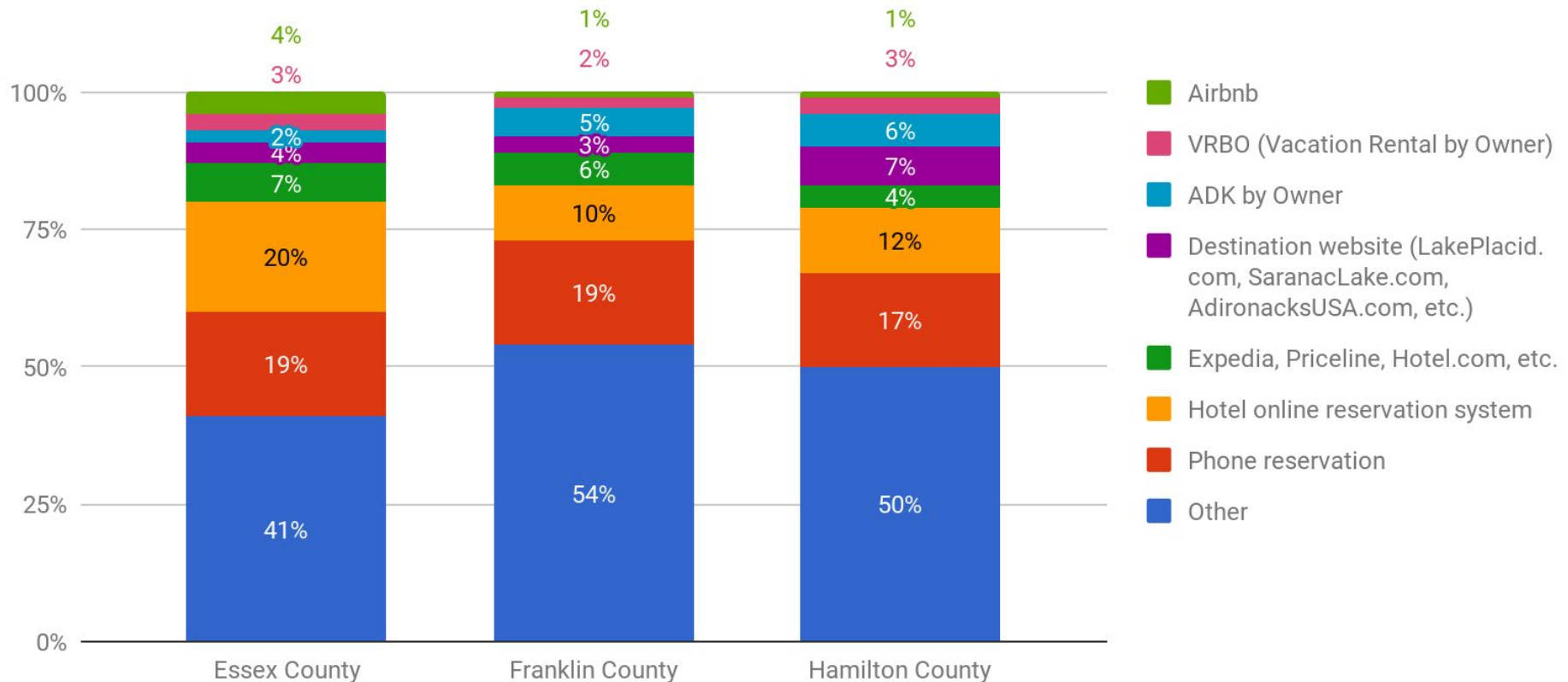
Total expenditure allocation by category

All travelers



Method of booking lodging reservation

All overnight travelers



Five year party expenditures*

All Essex County travelers

Category	Five year average	2017	2016	2014	2013	2012
Attractions & events	\$83	\$57	\$78	\$81	\$97	\$102
Entertainment	\$79	\$59	\$76	\$87	\$71	\$102
Transportation	\$132	\$69	\$92	\$130	\$189	\$181
Lodging	\$605	\$447	\$433	\$507	\$705	\$935
Meals	\$305	\$198	\$226	\$244	\$353	\$505
Souvenirs/shopping	\$167	\$95	\$146	\$152	\$170	\$270
All other	\$89	\$23	\$110	\$128	\$61	\$122
Average daily expenditure	\$368	\$340	\$387	\$338	\$323	\$452
Average total expenditure	\$1,460	\$948	\$1,161	\$1,329	\$1,646	\$2,217

* 2015 Survey was not conducted

Mean party expenditures

All travelers

	Essex County	Franklin County	Hamilton County
Lodging	\$447.00	\$308.00	\$323.00
Meals	\$198.00	\$191.00	\$197.00
Souvenirs/shopping	\$95.00	\$94.00	\$80.00
Transportation	\$69.00	\$117.00	\$81.00
Entertainment	\$59.00	\$84.00	\$63.00
Attractions & events	\$57.00	\$72.00	\$46.00
All other	\$23.00	\$56.00	\$65.00
Average daily expenditure	\$340.00	\$271.00	\$289.00
Average total expenditure	\$948.00	\$922.00	\$855.00



ESSEX COUNTY VISITOR PROFILE

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

Visitor Profile

All Essex County travelers

- Average visitor age 53 years old
- Average visitor party size 3.9 persons, with 2.9 adults and 1 child
- Visitation by NYS residents continued to increase, comprising 78% of 2017 visitors, with a decrease in reporting Canadian visitors
- Average visit length in 2017 was 2.8 nights, continuing a trend toward shorter reported stays
- 226,908 potential travelers contacted ROOST for information in 2017

Visitor Profile

All Essex County travelers

- Peak summer month and early fall visitation continues to dominate, however a growth in spring and early summer visitation (between March and June) was reported in 2017
- Hotels/motels, camping and staying with family and friends were the most common lodging choices
- Visitors (82%) most commonly reported outdoor activities as a draw to visit the area, followed by relaxing, dining and shopping (59%) and sightseeing (48%)

Visitor Profile

All Essex County travelers

- ❑ 87% of visitors who came to experience outdoor activities reported interest in hiking; day hikes, leisure hikes and family hikes were the most popular varieties
- ❑ Average daily reported spending by 2017 visitors was \$340, and total trip expenditures \$948. This is lower than 2016 reported levels, with most categories showing reported spending declines, but most notably within shopping and “other” spending categories
- ❑ Shorter visits, as well as potentially visitors coming from closer destinations and during the off-seasons, may be driving lower visitor expenditures