

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

2017 FRANKLIN COUNTY VISITOR PROFILE

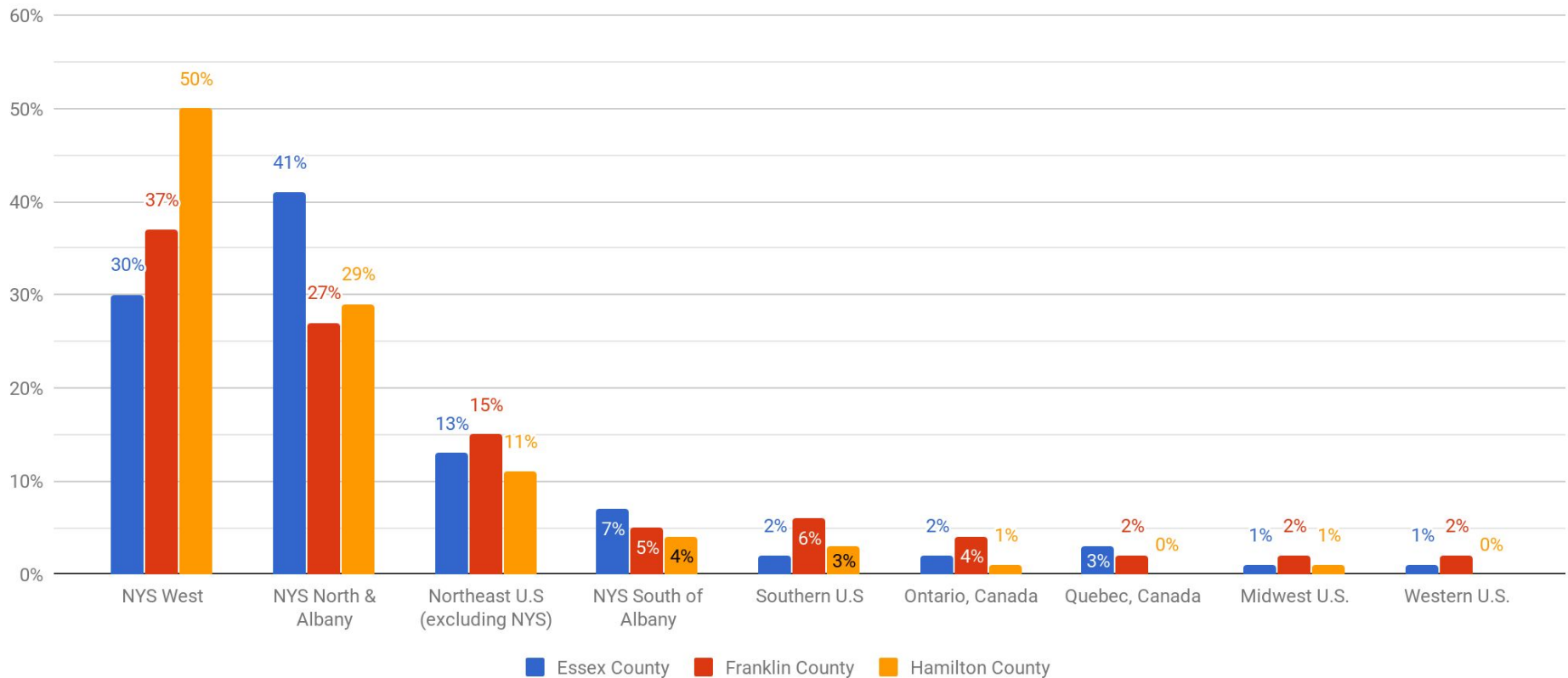
July 2018

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

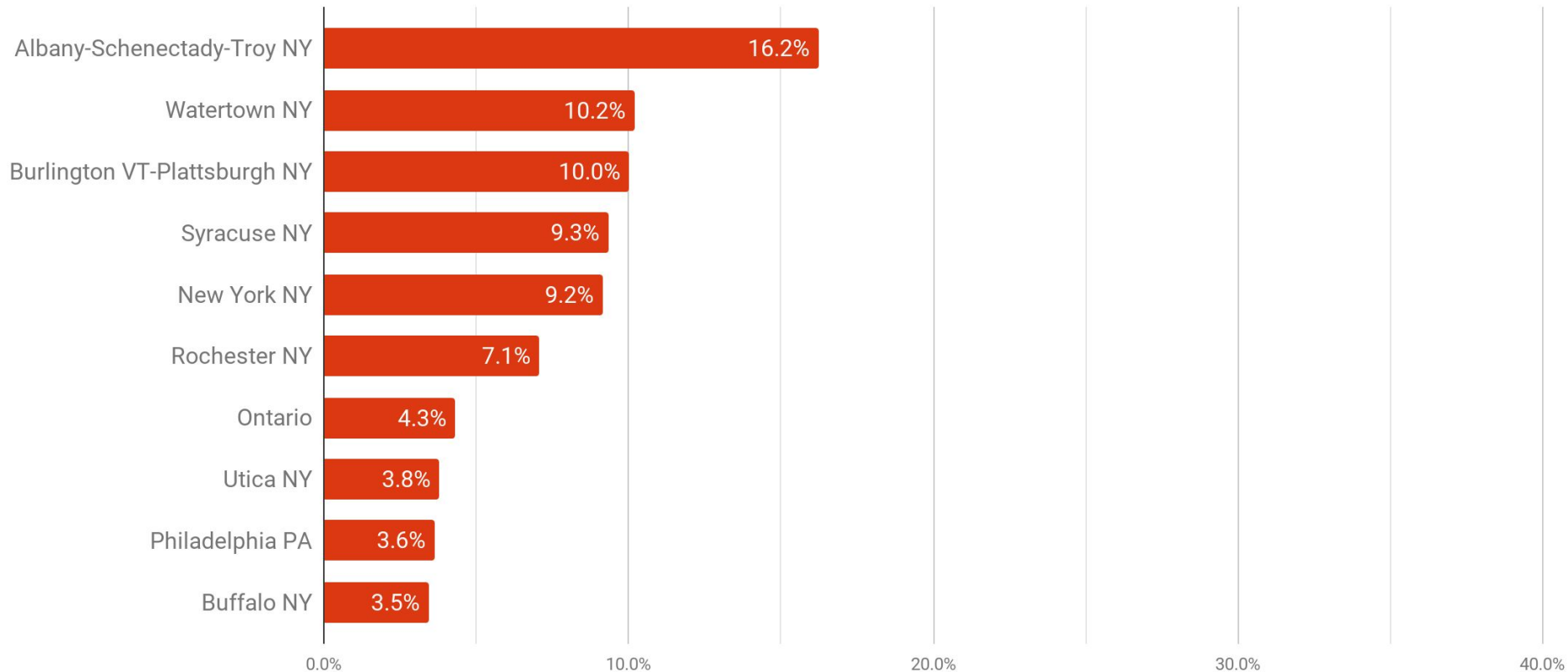
Area of residence

All travelers



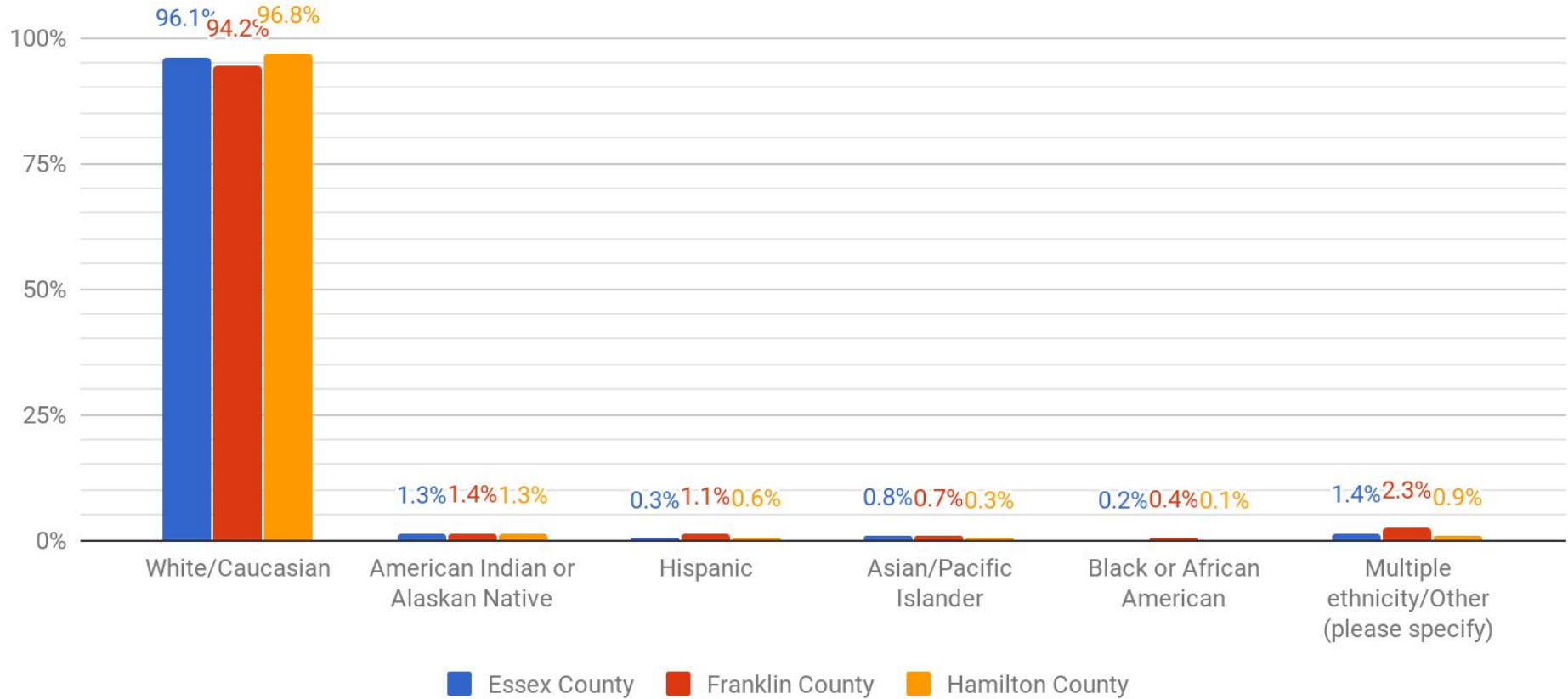
Area of residence by DMA

All Franklin County travelers



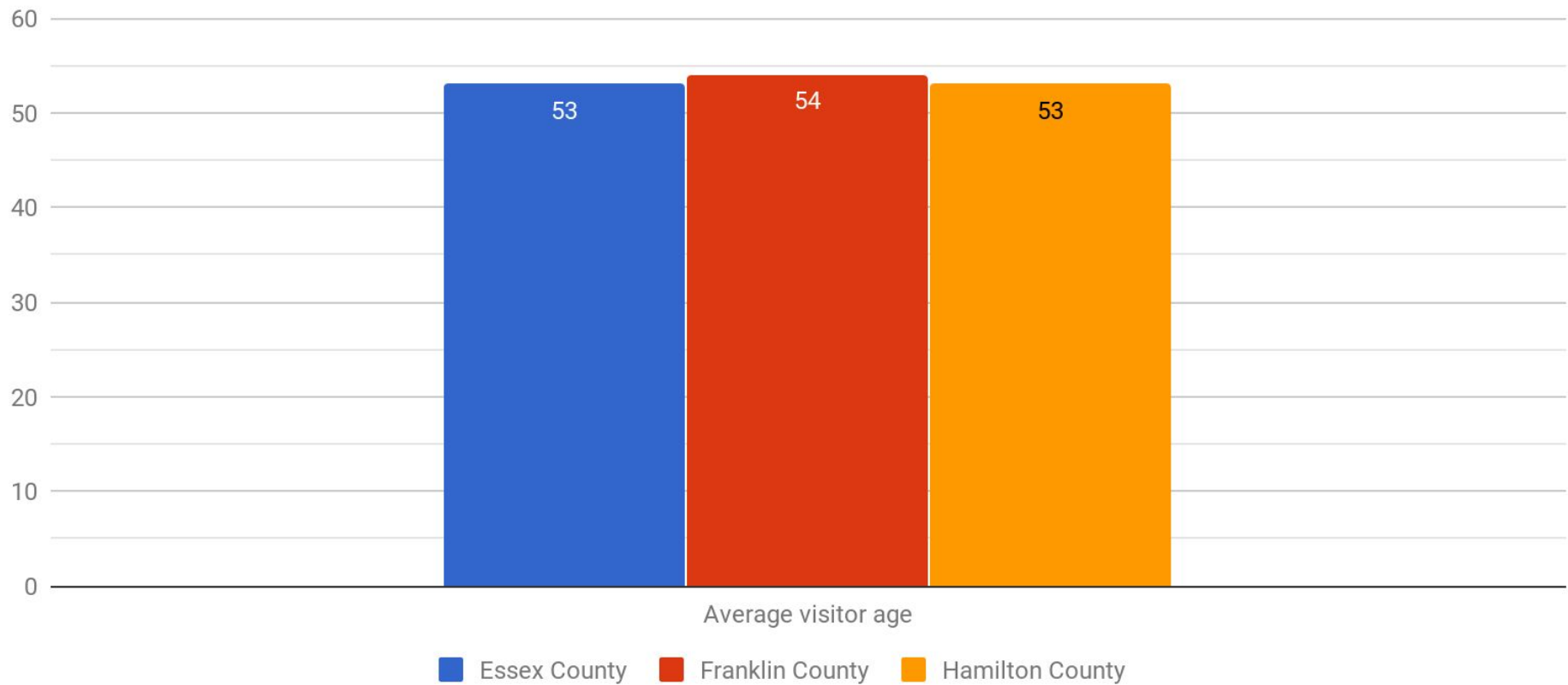
Ethnicity

All travelers



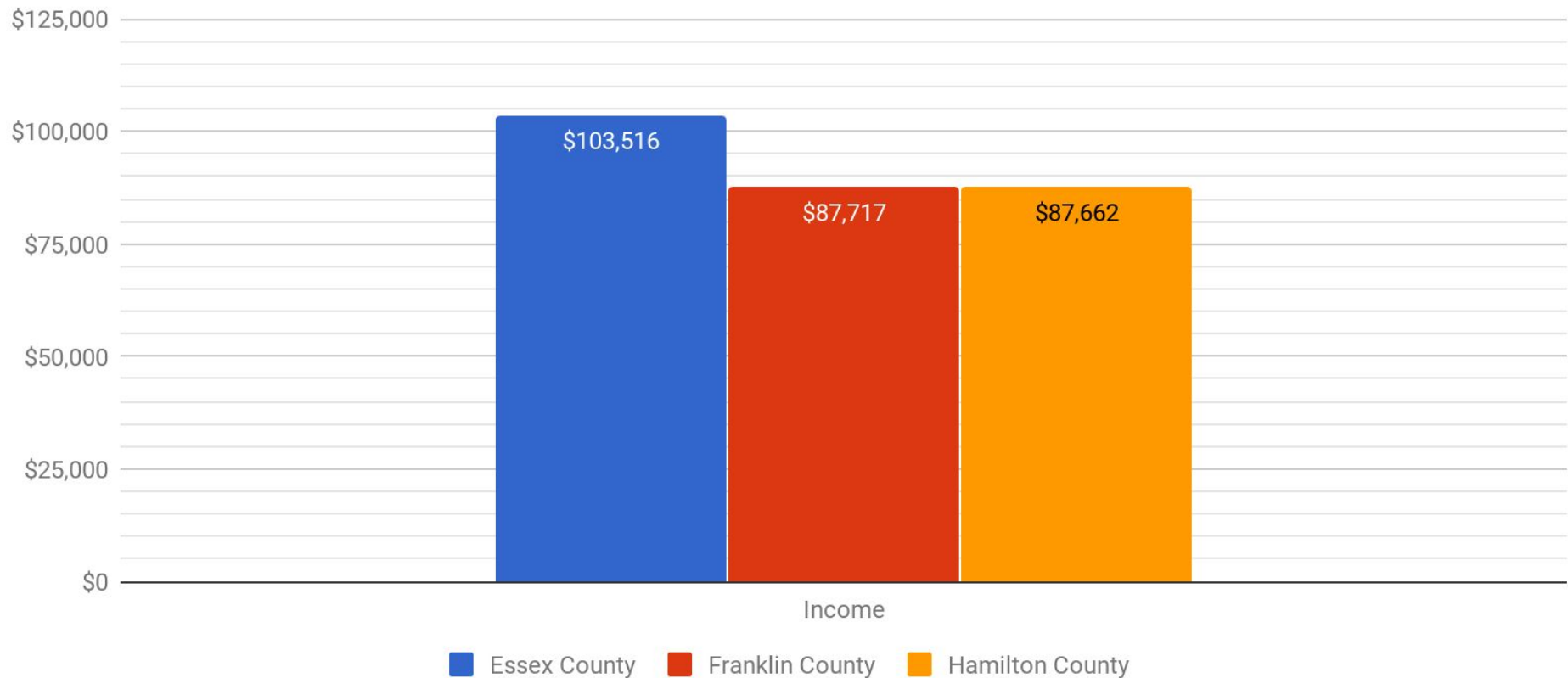
Average age

All travelers



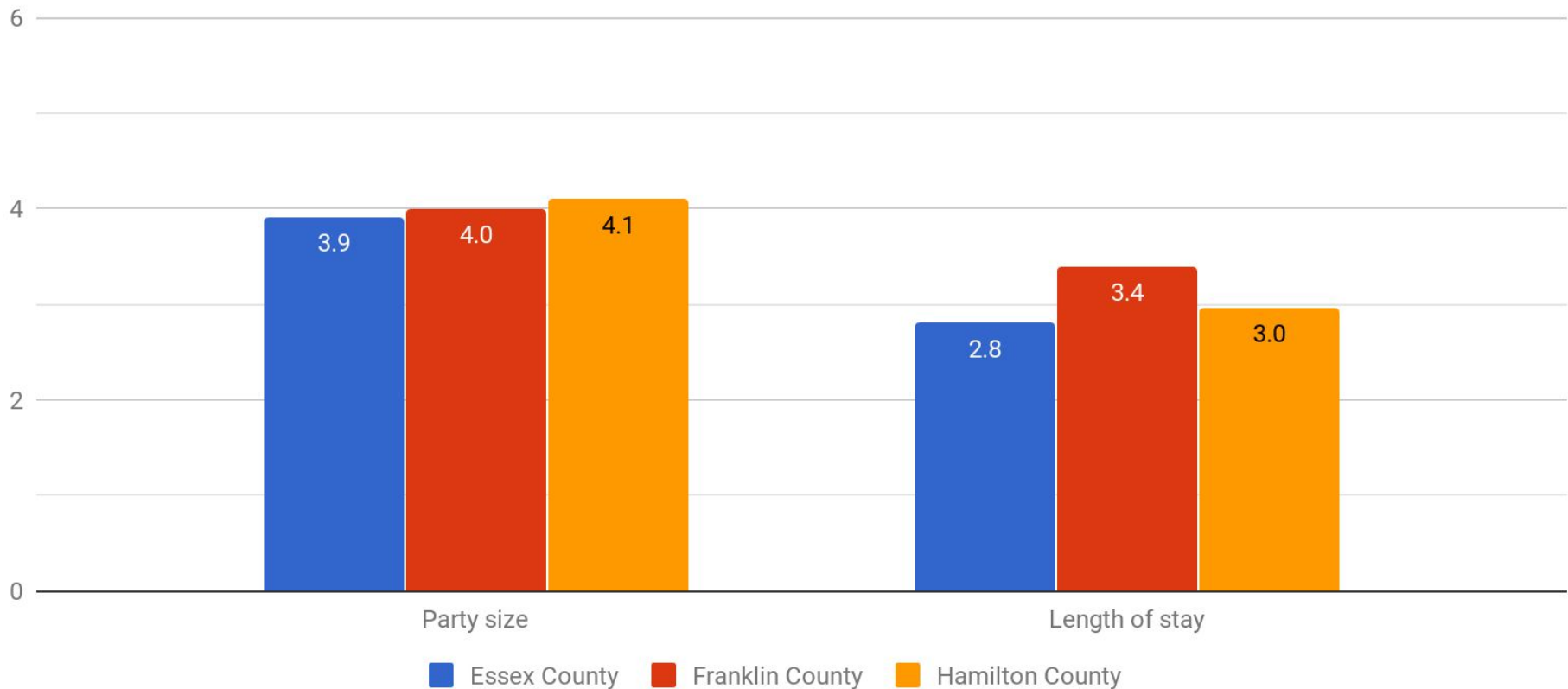
Average income

All travelers



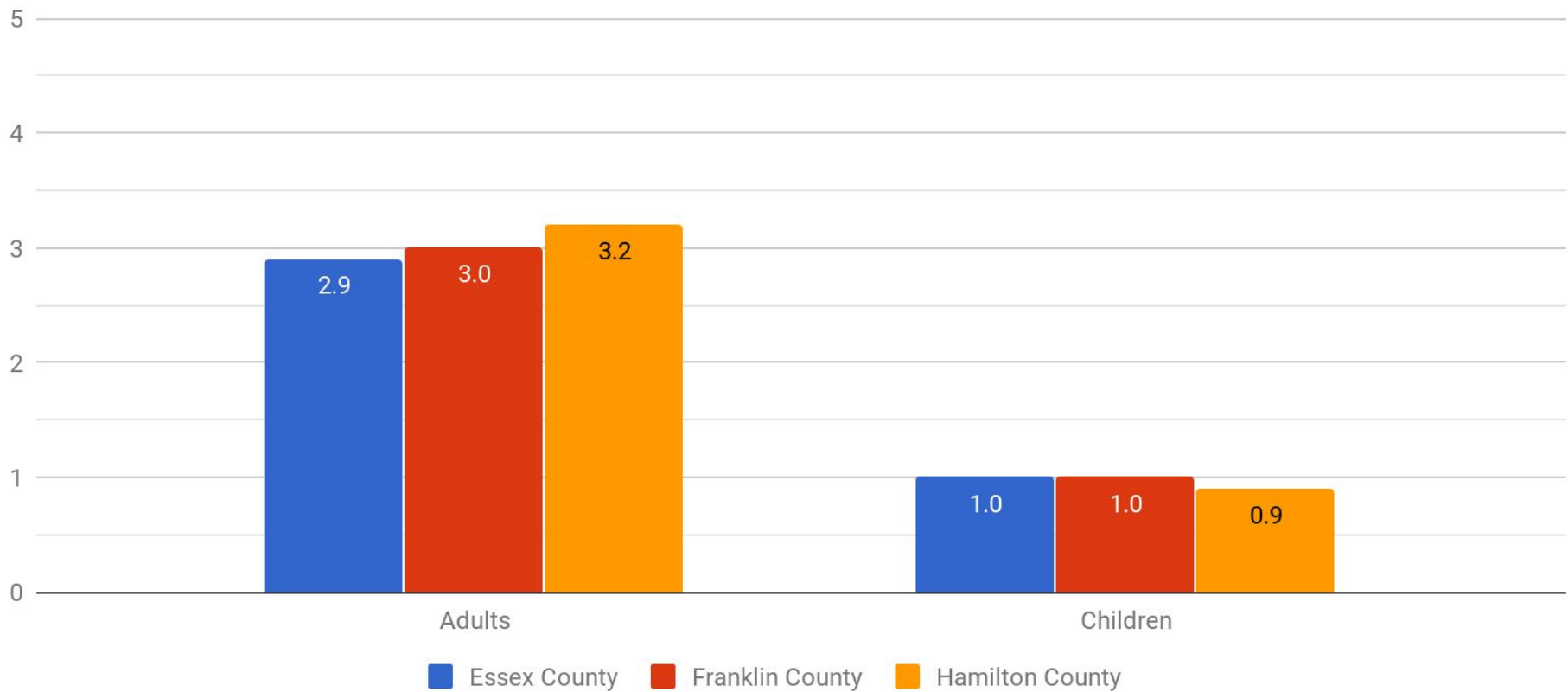
Party size/length of stay

All travelers



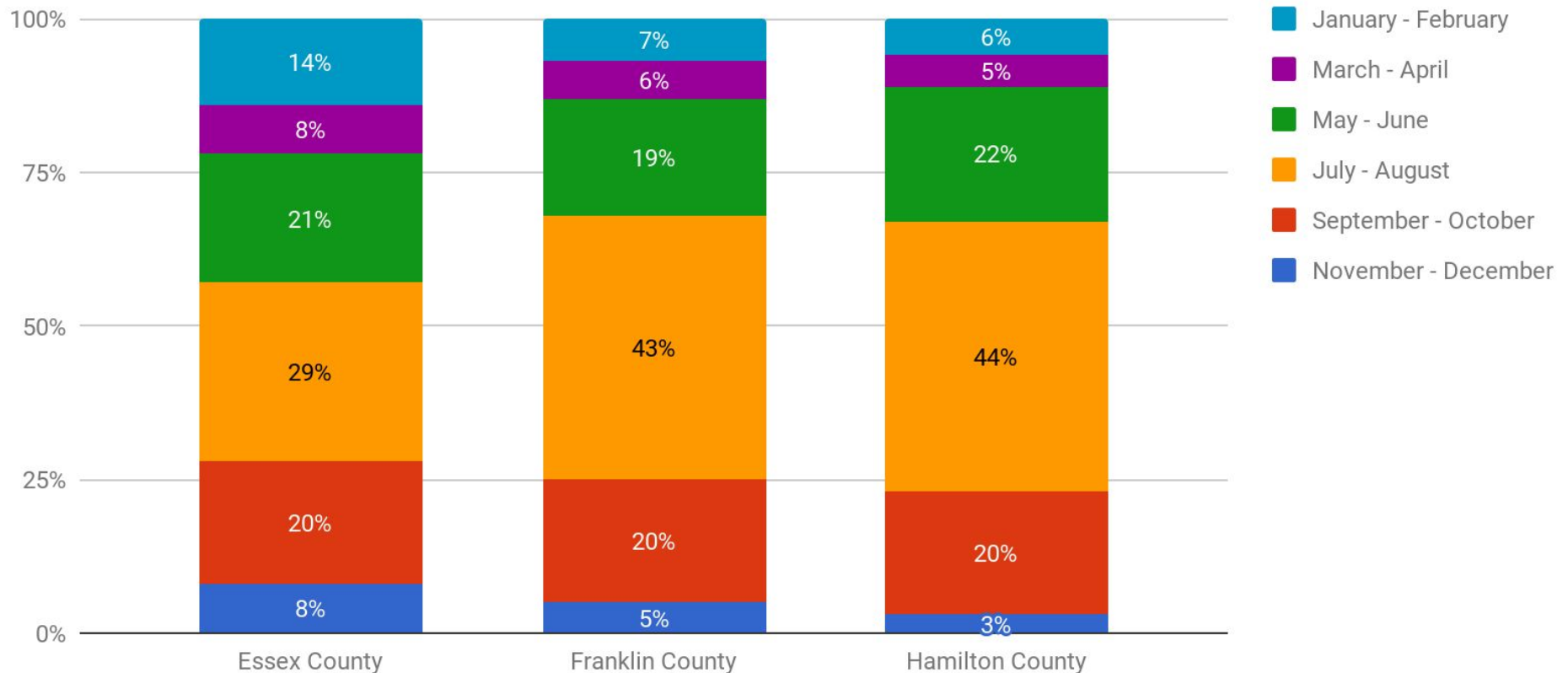
Party composition

All travelers



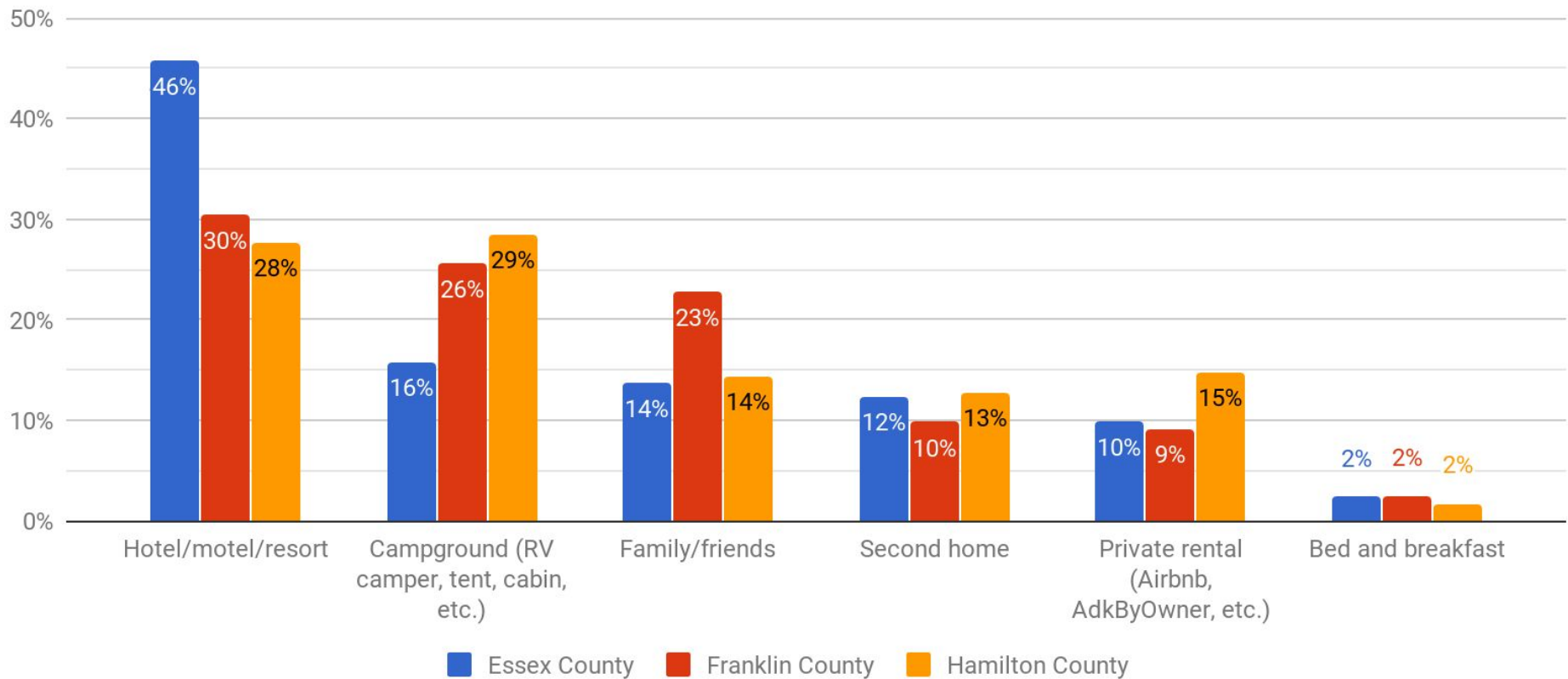
Time of year visited

All travelers



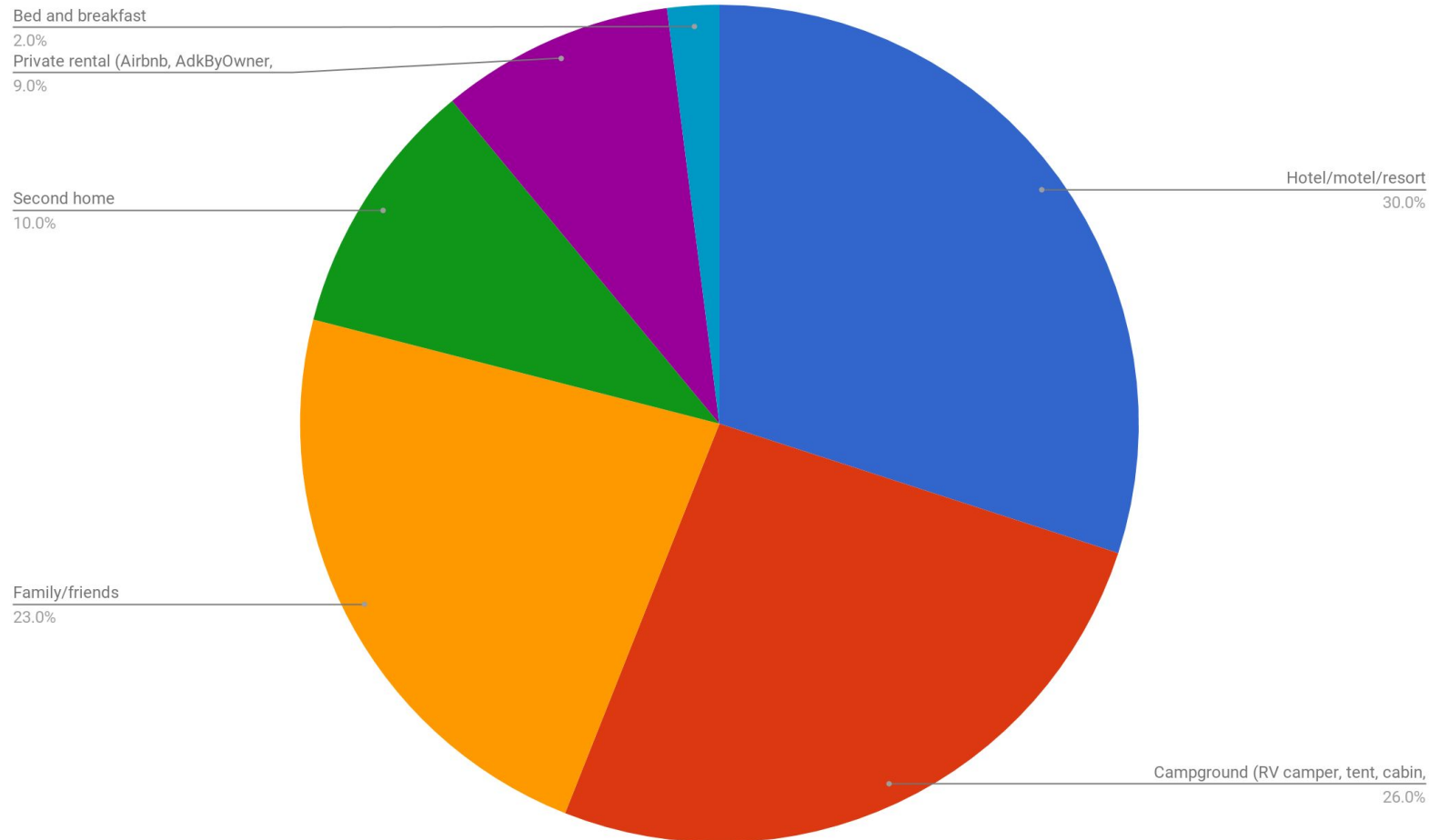
Lodging accommodations

All overnight travelers



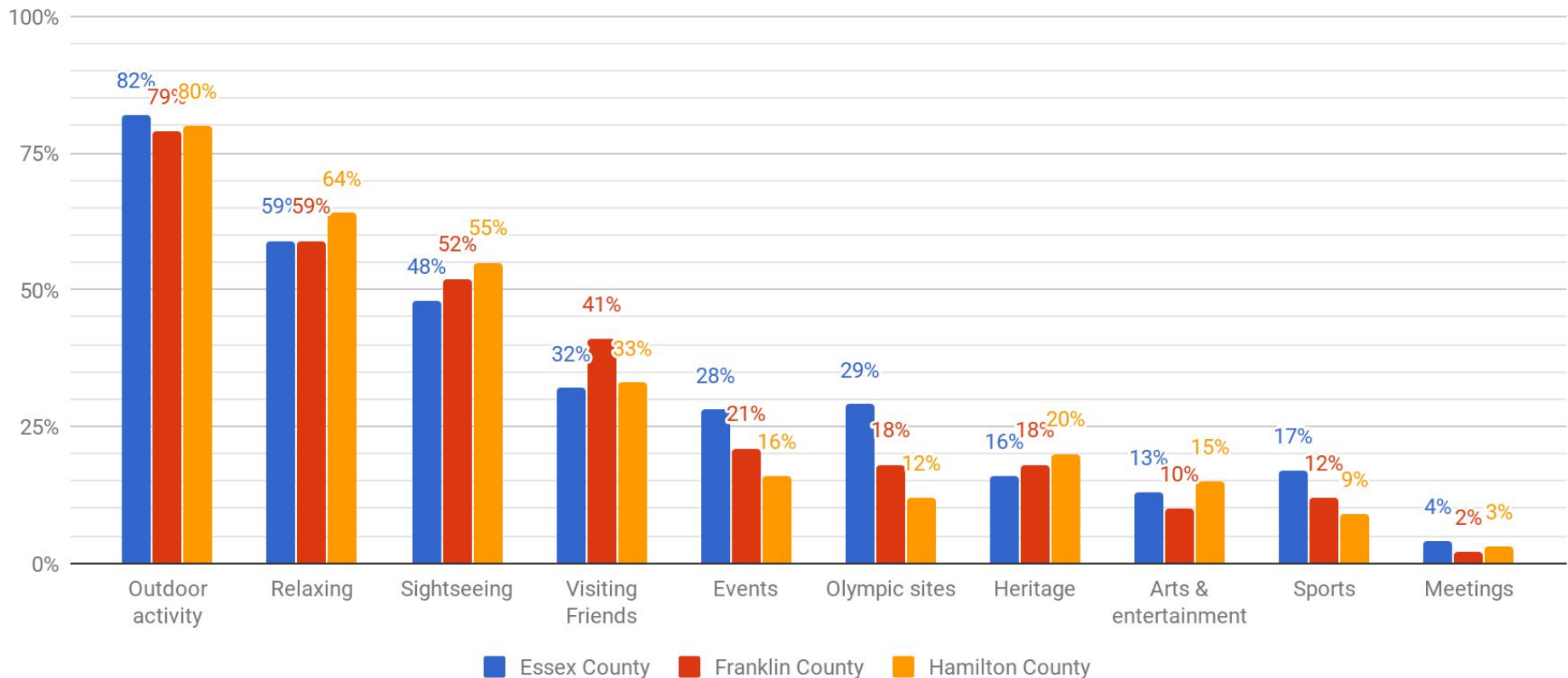
Lodging accommodations

All overnight Franklin County travelers



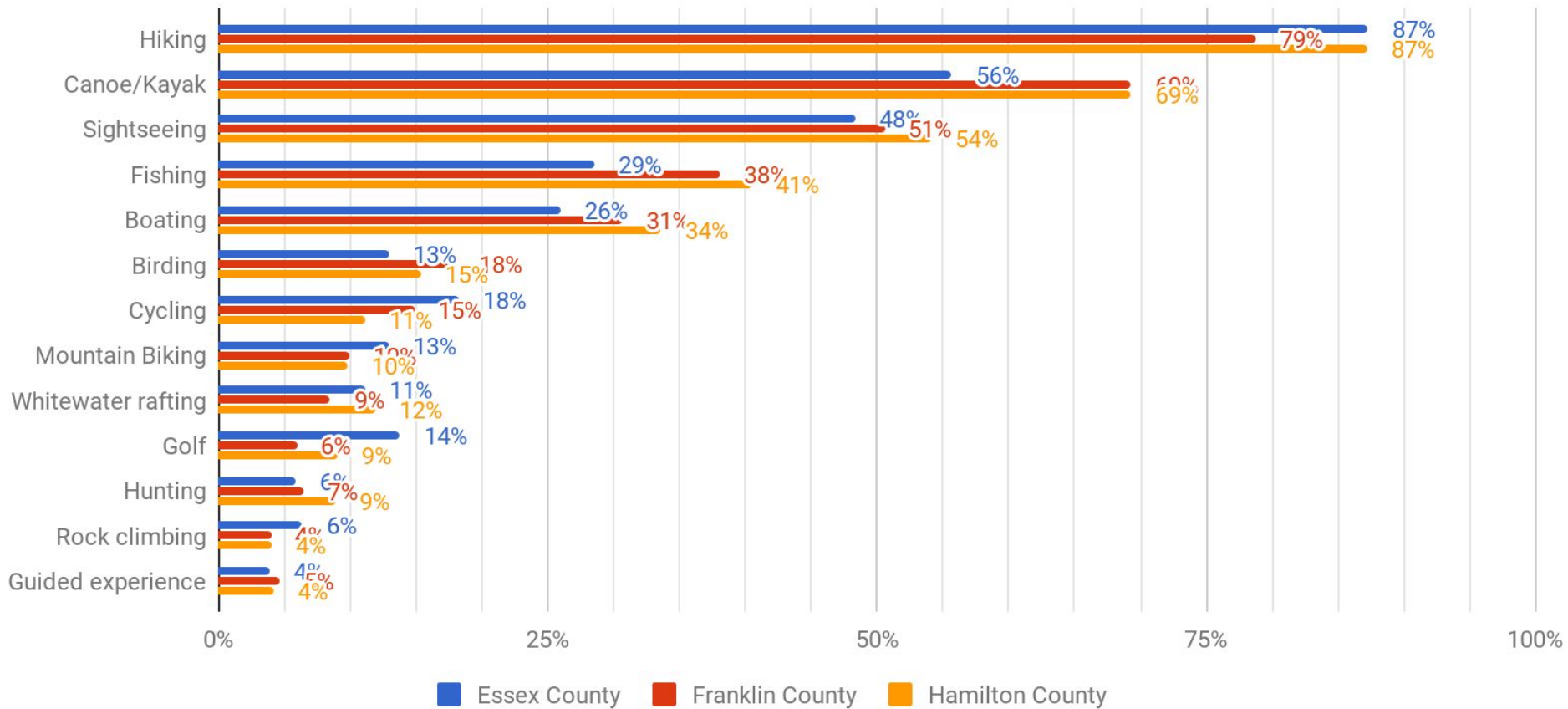
Key attractions

All travelers



Outdoor spring/summer activities*

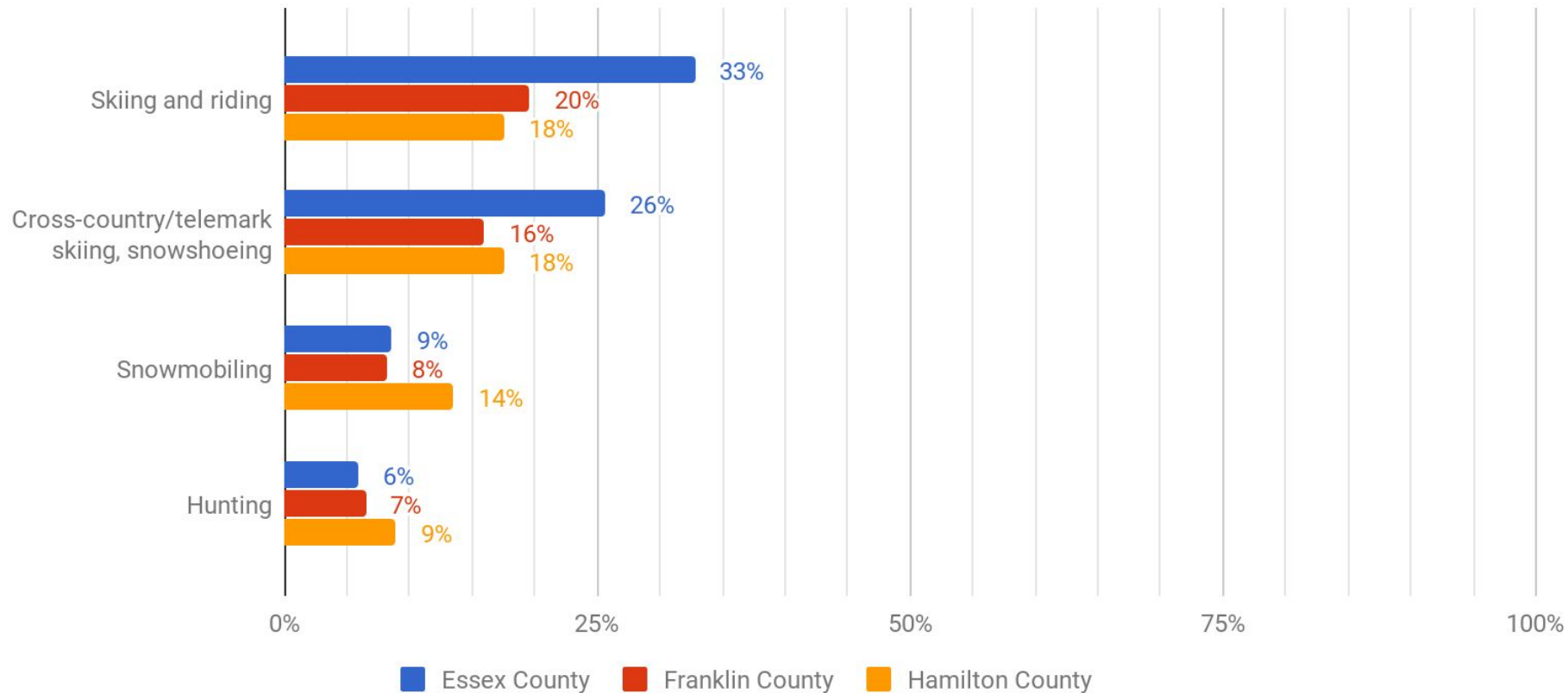
All travelers



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

Outdoor fall/winter activities*

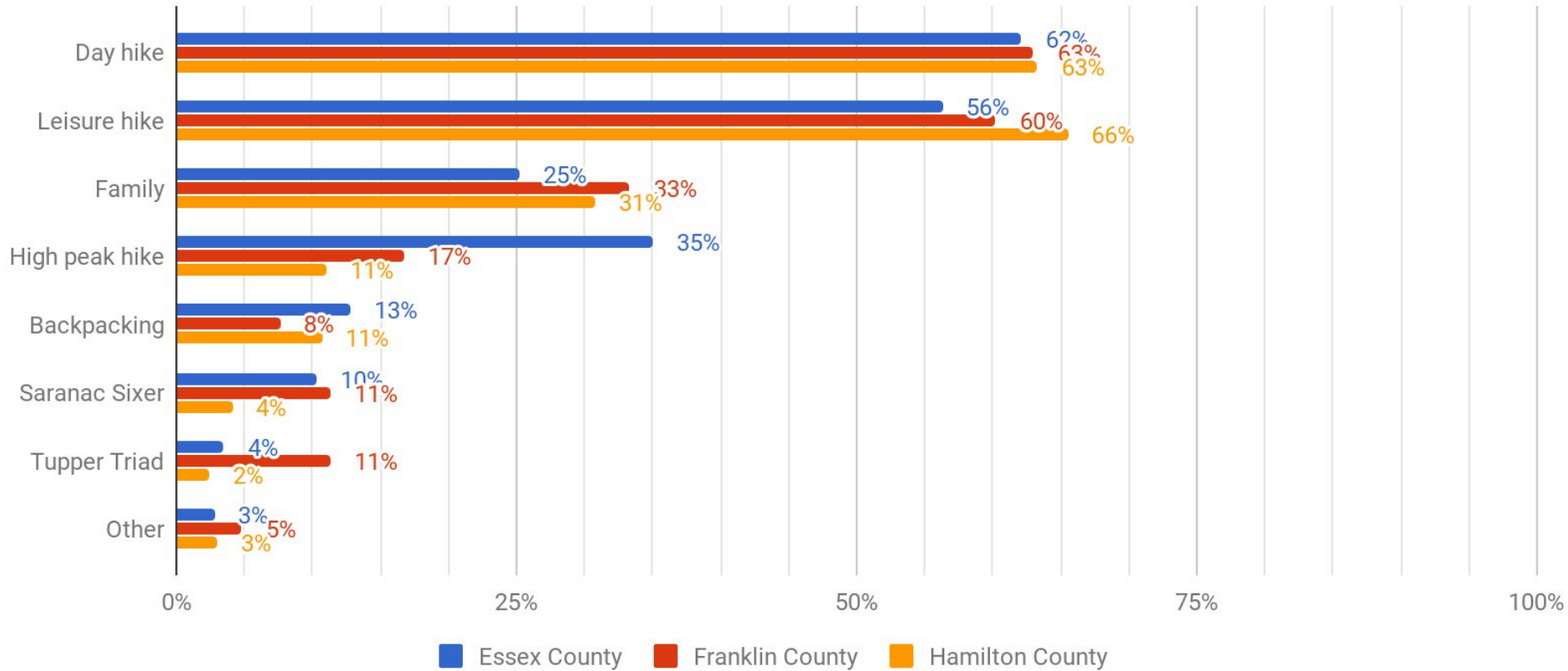
All travelers



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

Hiking breakdown*

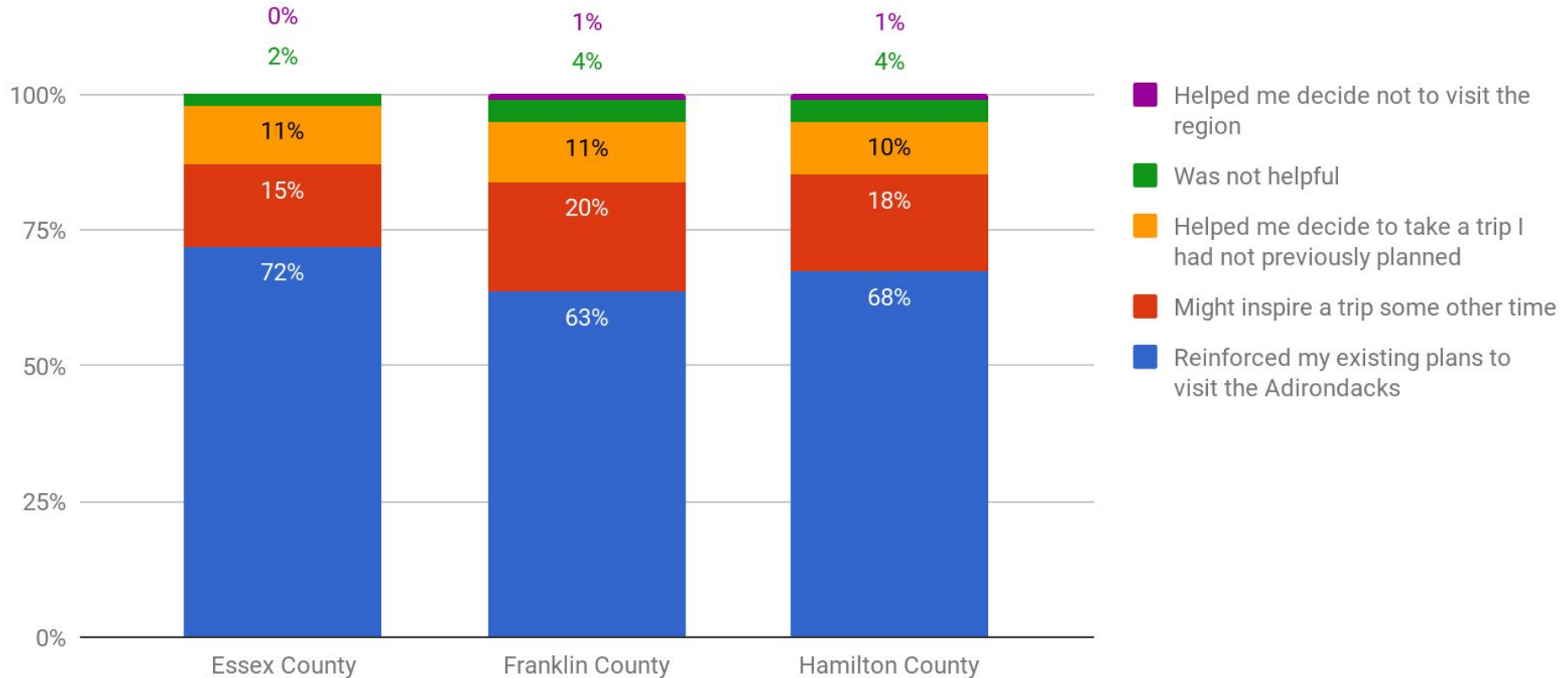
All travelers



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

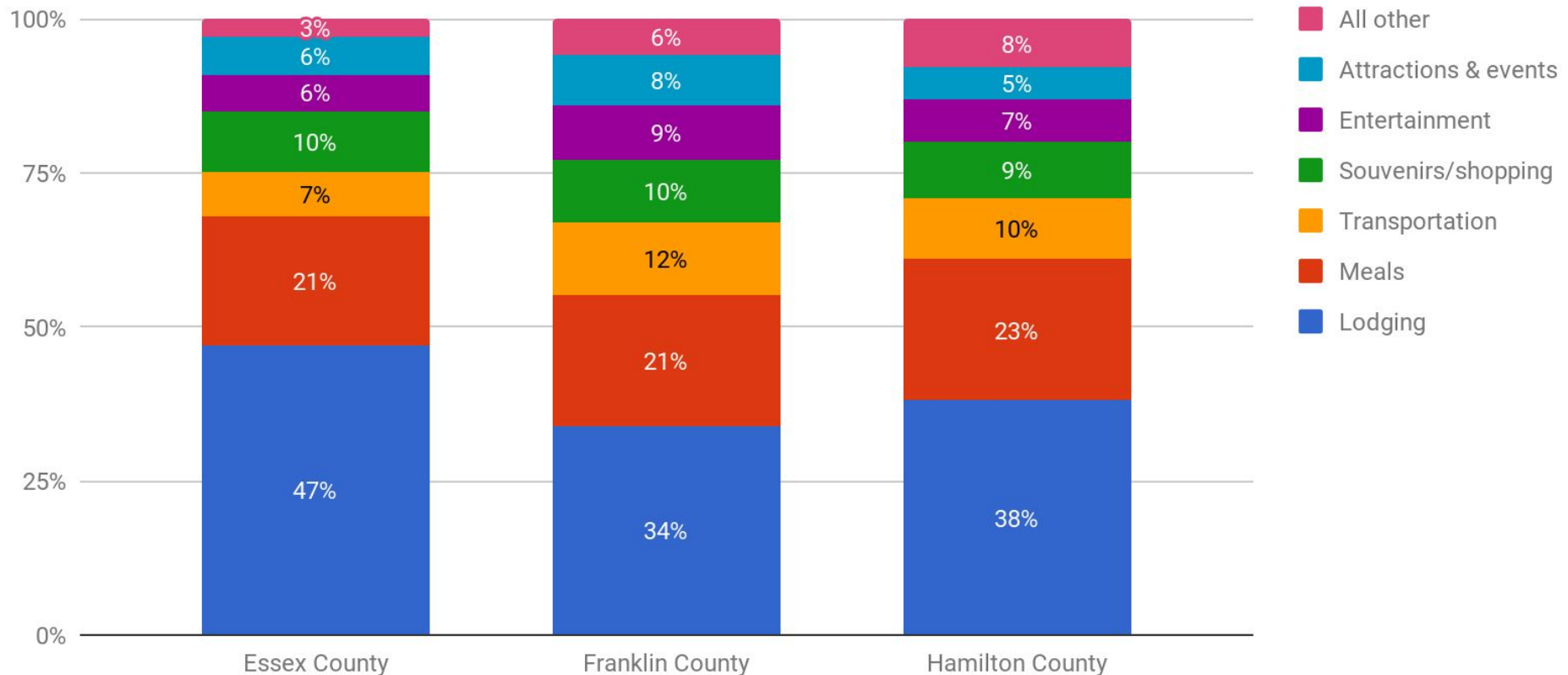
Conversion rate from viewing ROOST marketing

All travelers



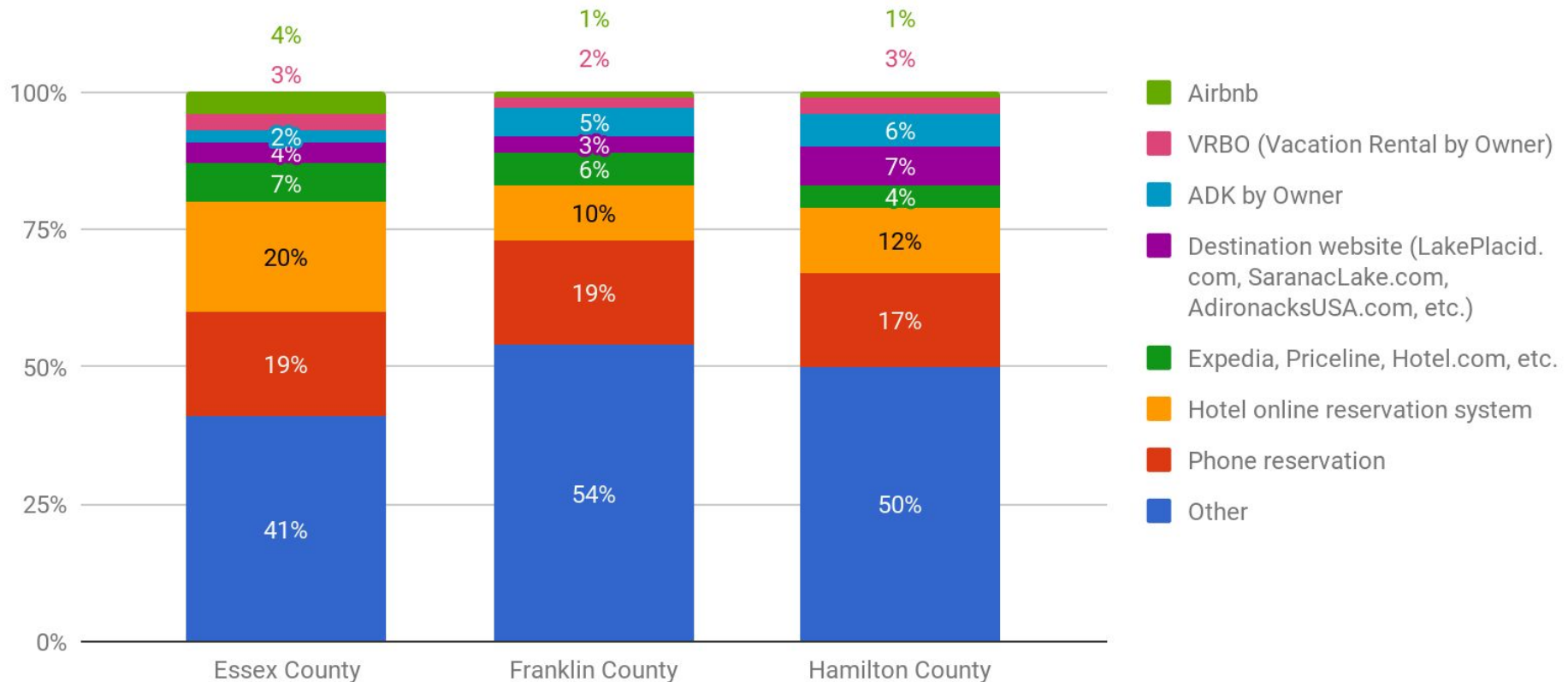
Total expenditure allocation by category

All travelers



Method of booking lodging reservation

All overnight travelers



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



FRANKLIN COUNTY VISITOR PROFILE

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

Visitor Profile

All Franklin County travelers

- Average visitor age 54 years old
- Average visitor party size 4 persons, with 3 adults and 1 child
- NYS residents comprised 83% of 2017 visitors, with 11% coming from other northeastern states
- Average visit length in 2017 was 3.4 nights

Visitor Profile

All Franklin County travelers

- Peak summer month and early fall visitation dominate 2017 visitation at 63% of reported visits, however 25% of reported visits occur in spring and early summer visitation (between March and June)
- Camping, hotels/motels and staying with family and friends were the most common lodging choices
- Visitors (79%) most commonly reported outdoor activities as a draw to visit the area, followed by relaxing, dining and shopping (59%) and sightseeing (52%)

Visitor Profile

All Franklin County travelers

- ❑ More visitors reported in 2017 coming from farther destinations, including 15% from northeastern states other than NY and 6% from southern states
- ❑ Average daily reported spending by 2017 visitors was \$271, and total trip expenditures \$922. This showed a slight increase over measured 2016 levels, with all areas of reported spending growing except shopping and “other”
- ❑ A 5% decrease in day trip visitors and longer average stay was reported among the sample from 2017 in comparison to 2016, likely positively impacting expenditures