

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

## 2017 ESSEX COUNTY VISITOR PROFILE

July 2018



REGIONAL OFFICE of  
SUSTAINABLE TOURISM

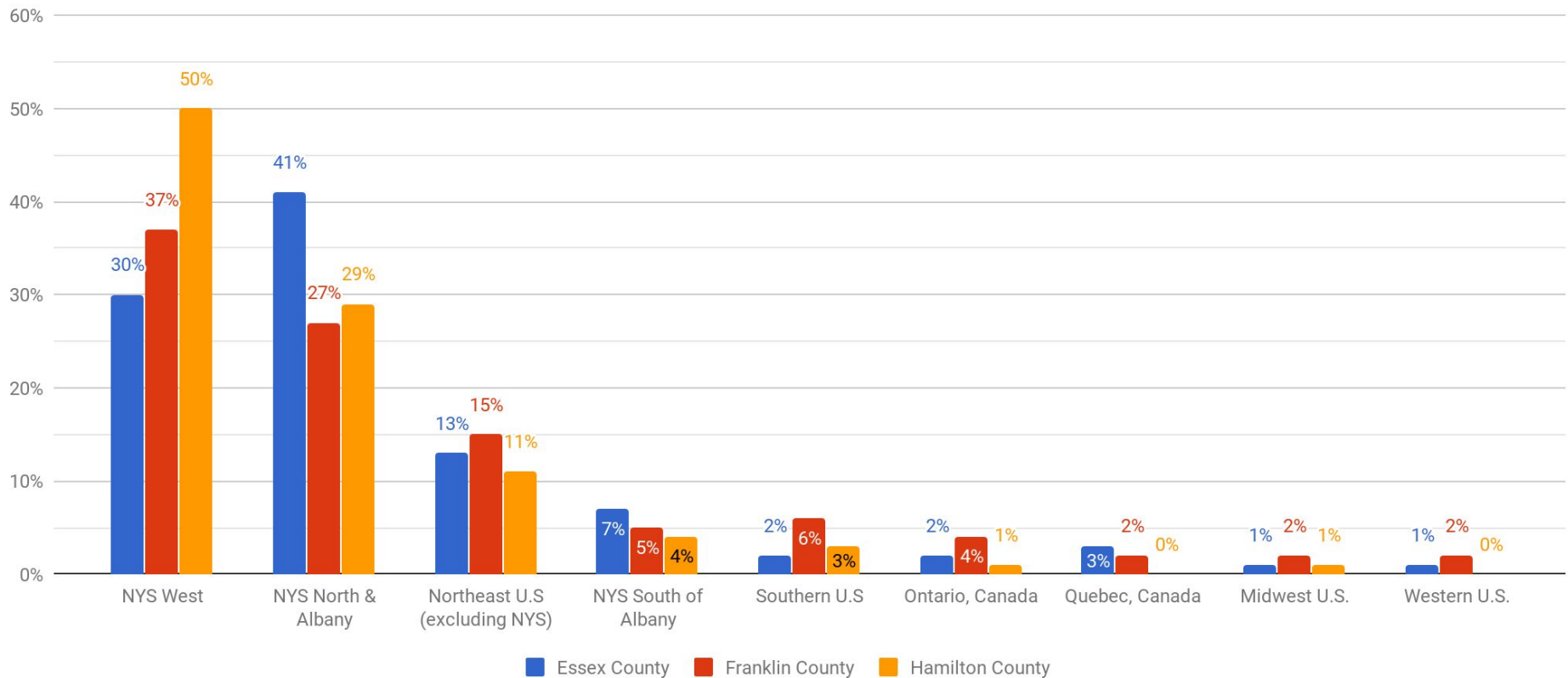
*adirondacks, usa*

# 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

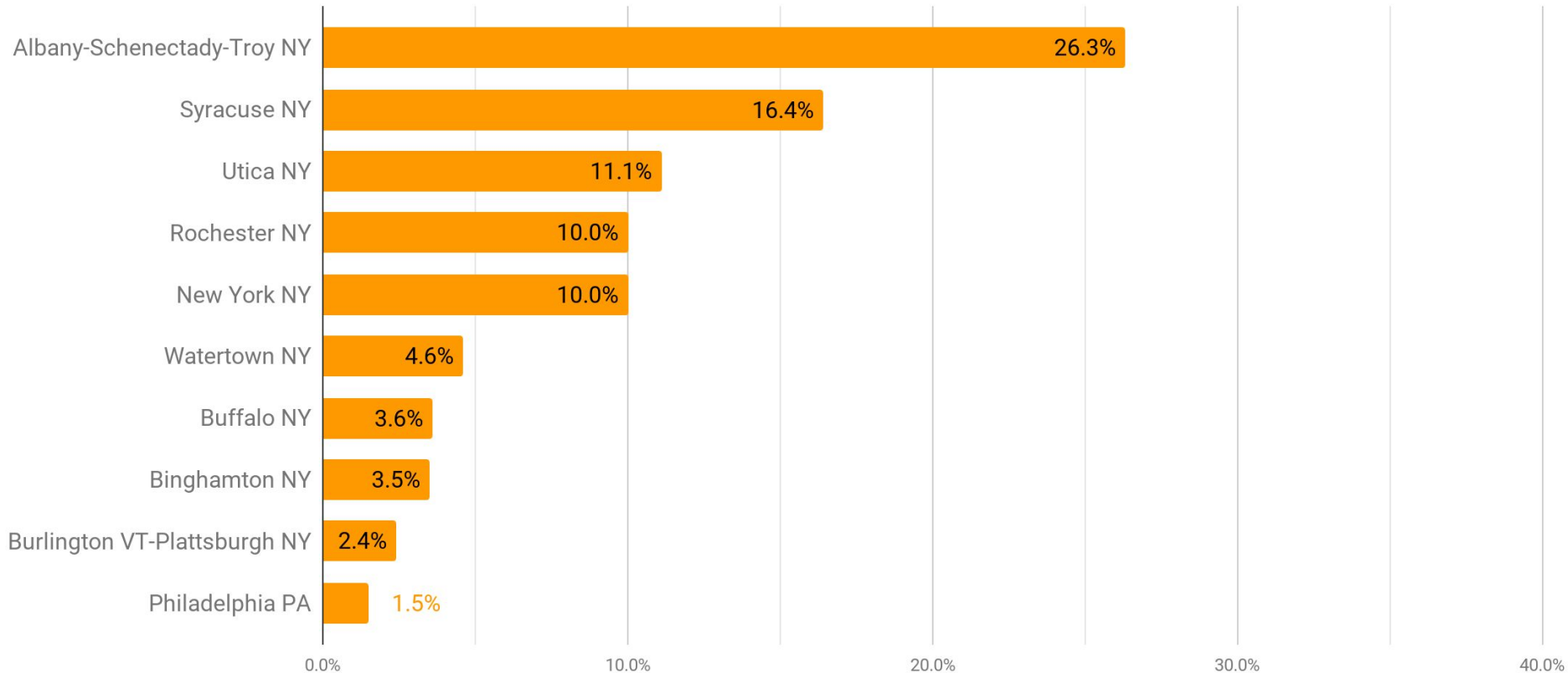
# Area of residence

## All travelers



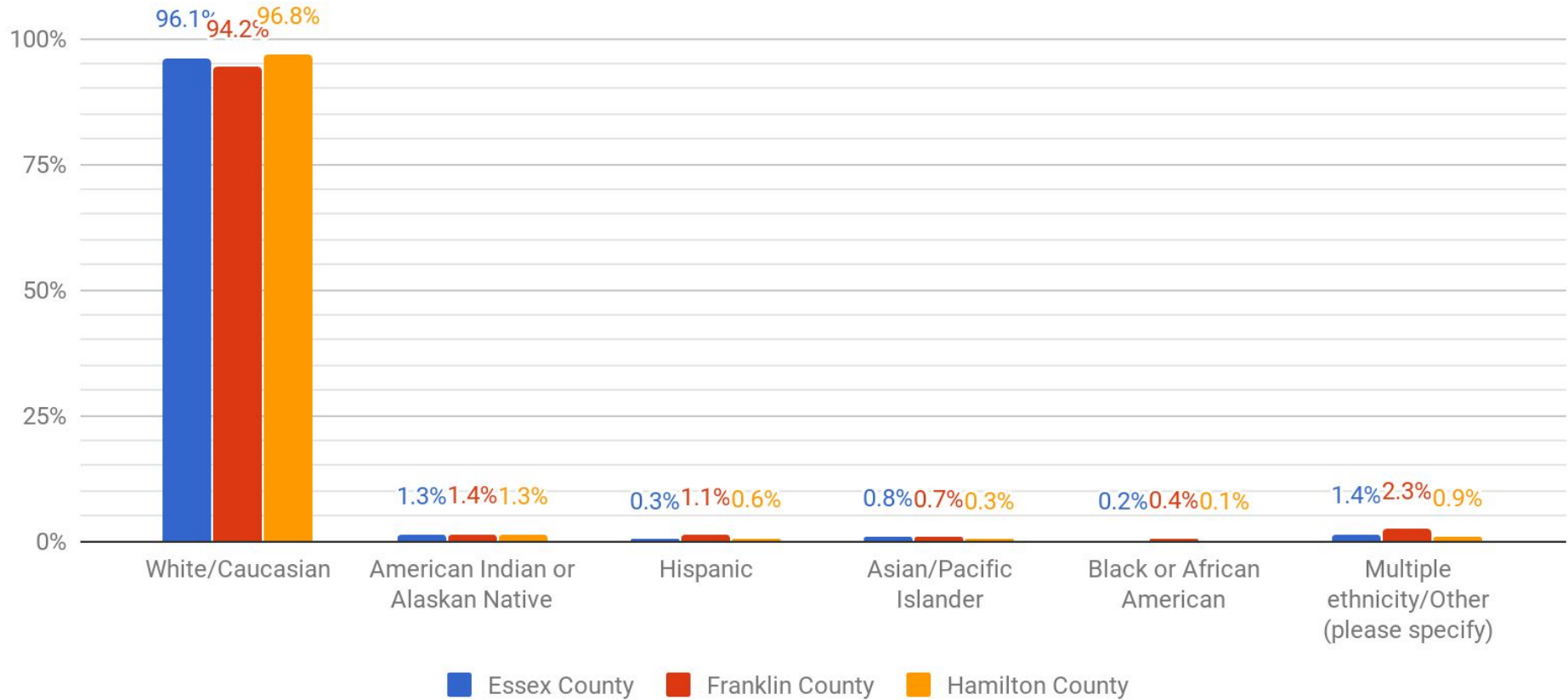
# Area of residence by DMA

## All Hamilton County travelers



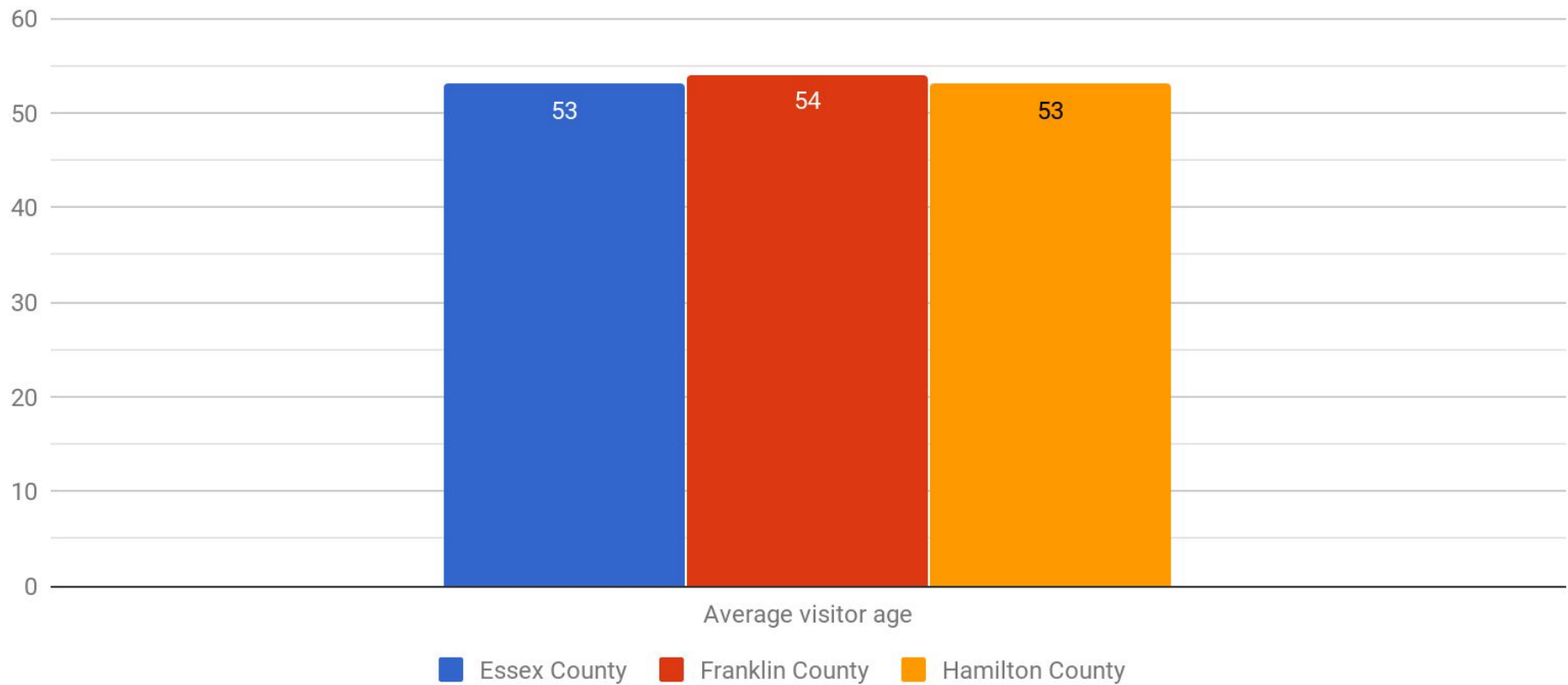
# Ethnicity

## All travelers



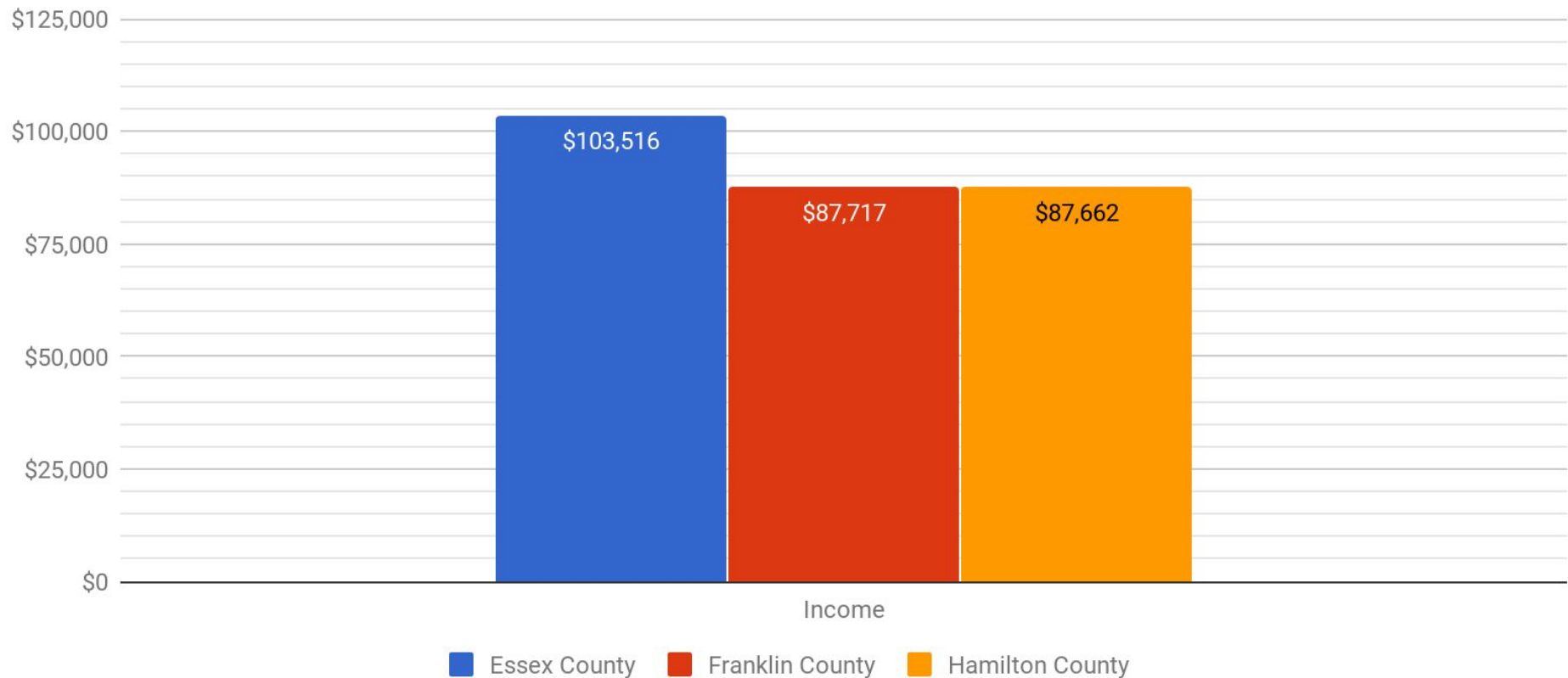
# Average age

## All travelers



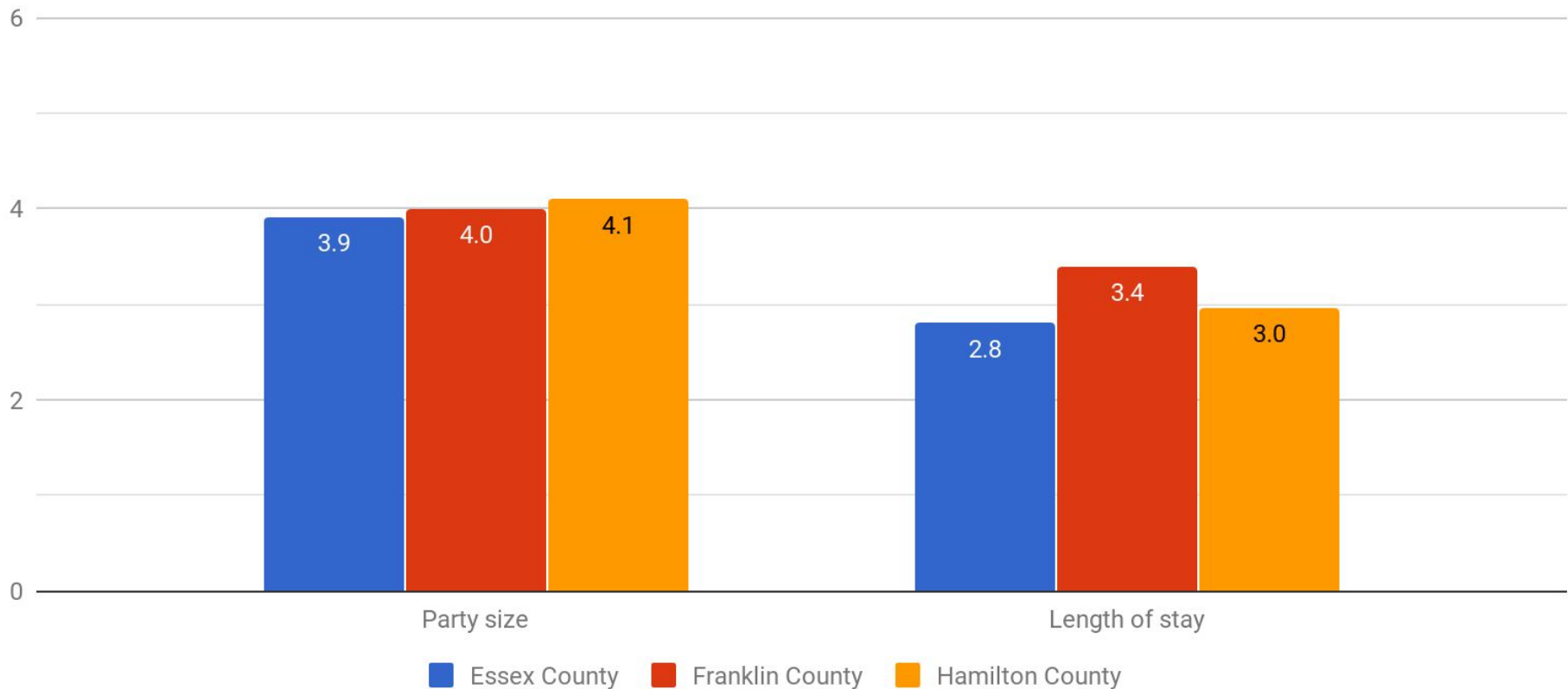
# Average income

## All travelers



# Party size/length of stay

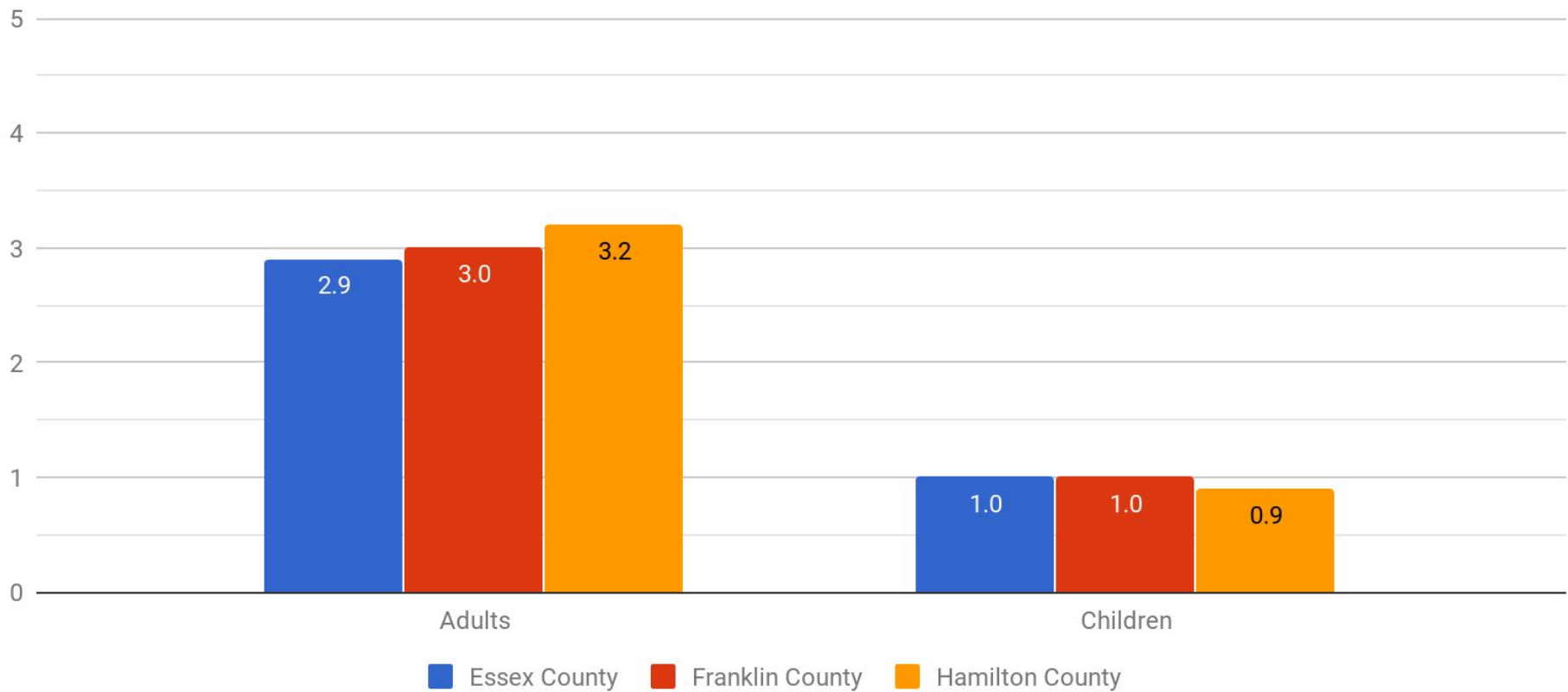
All travelers





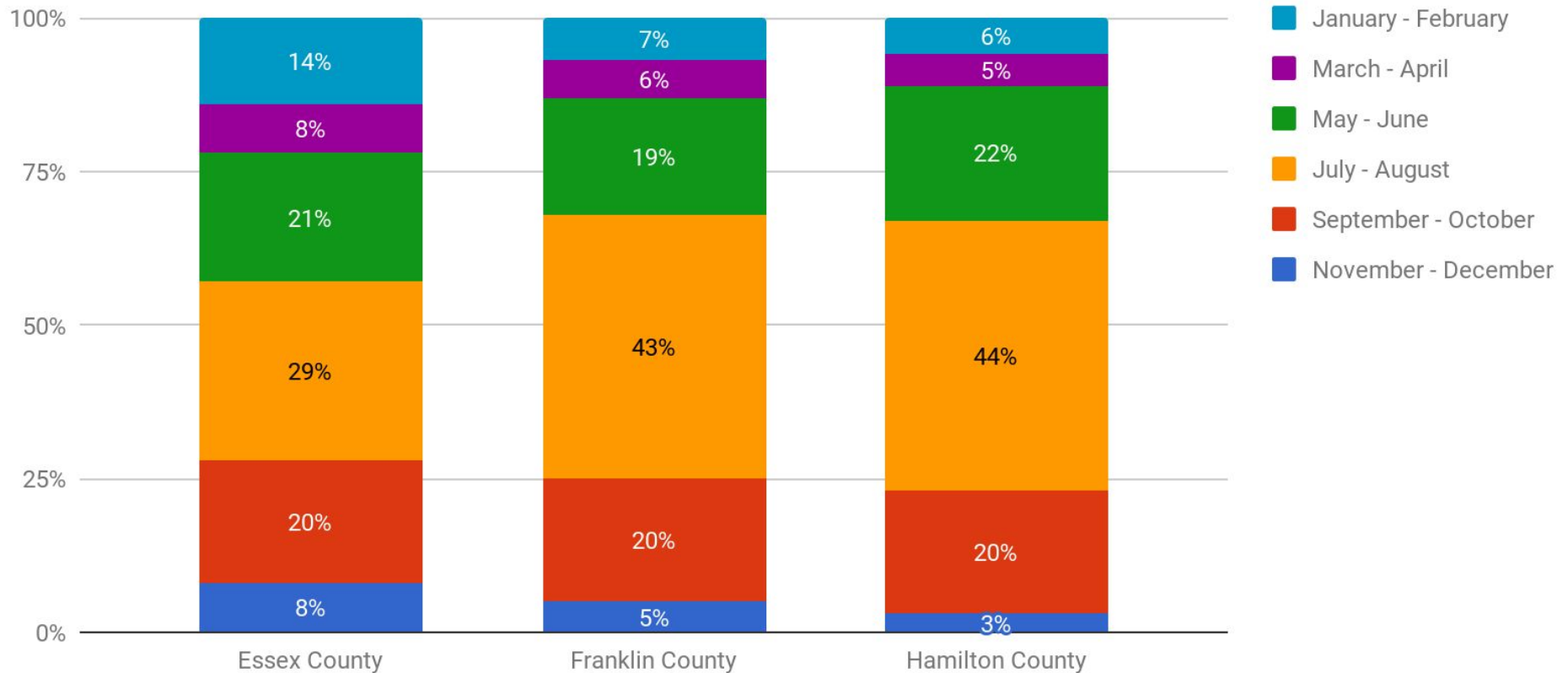
# Party composition

## All travelers



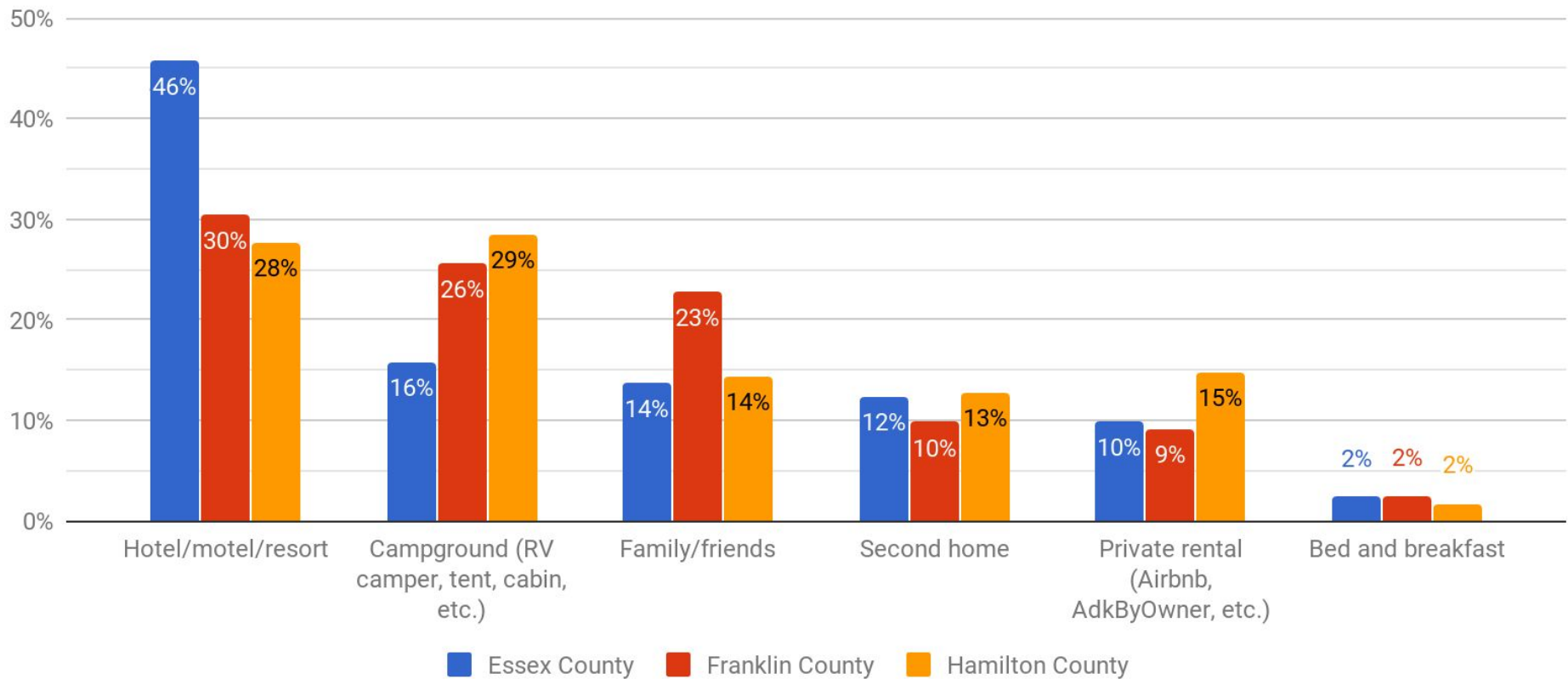
# Time of year visited

## All travelers



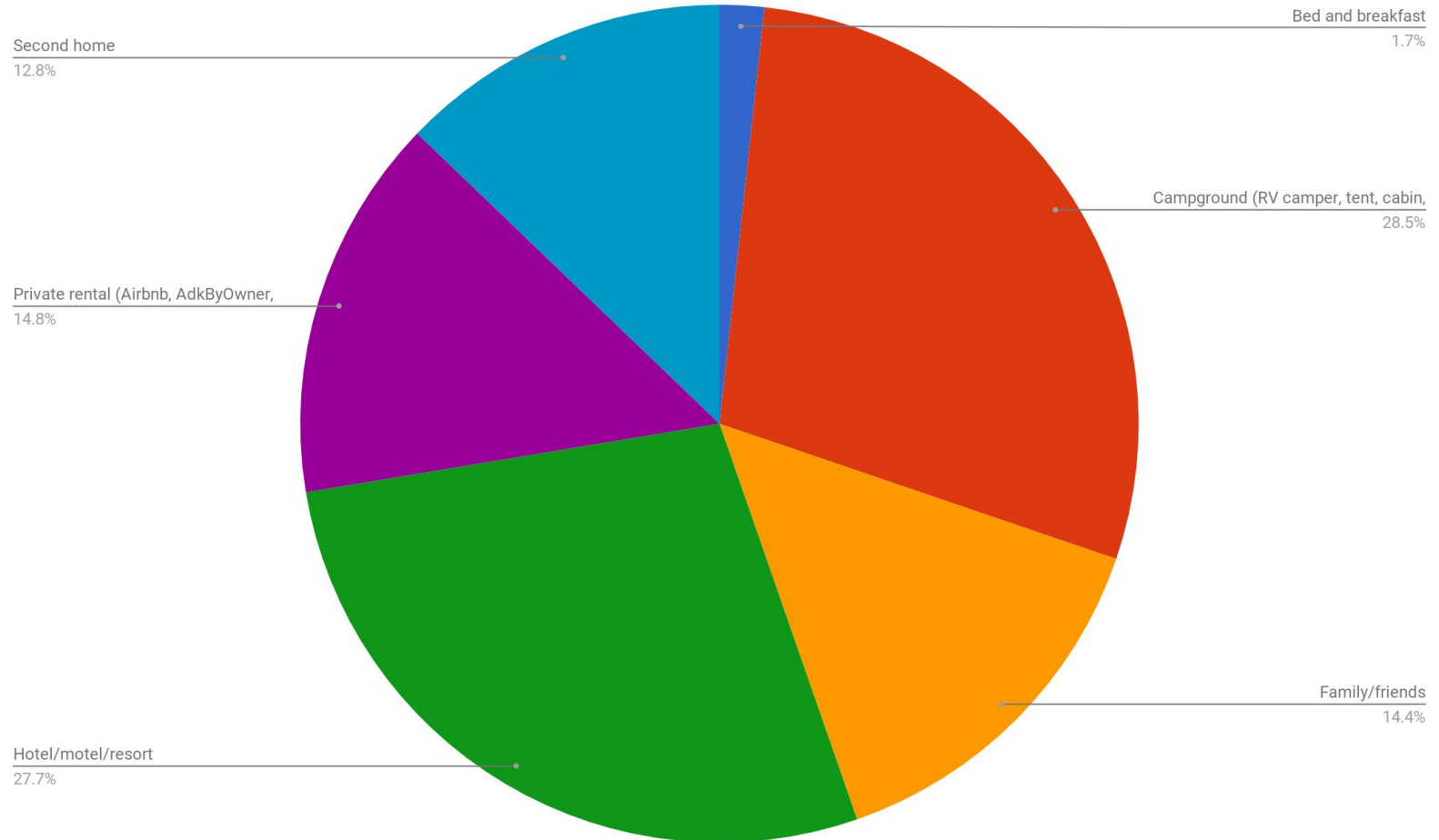
# Lodging accommodations

## All overnight travelers



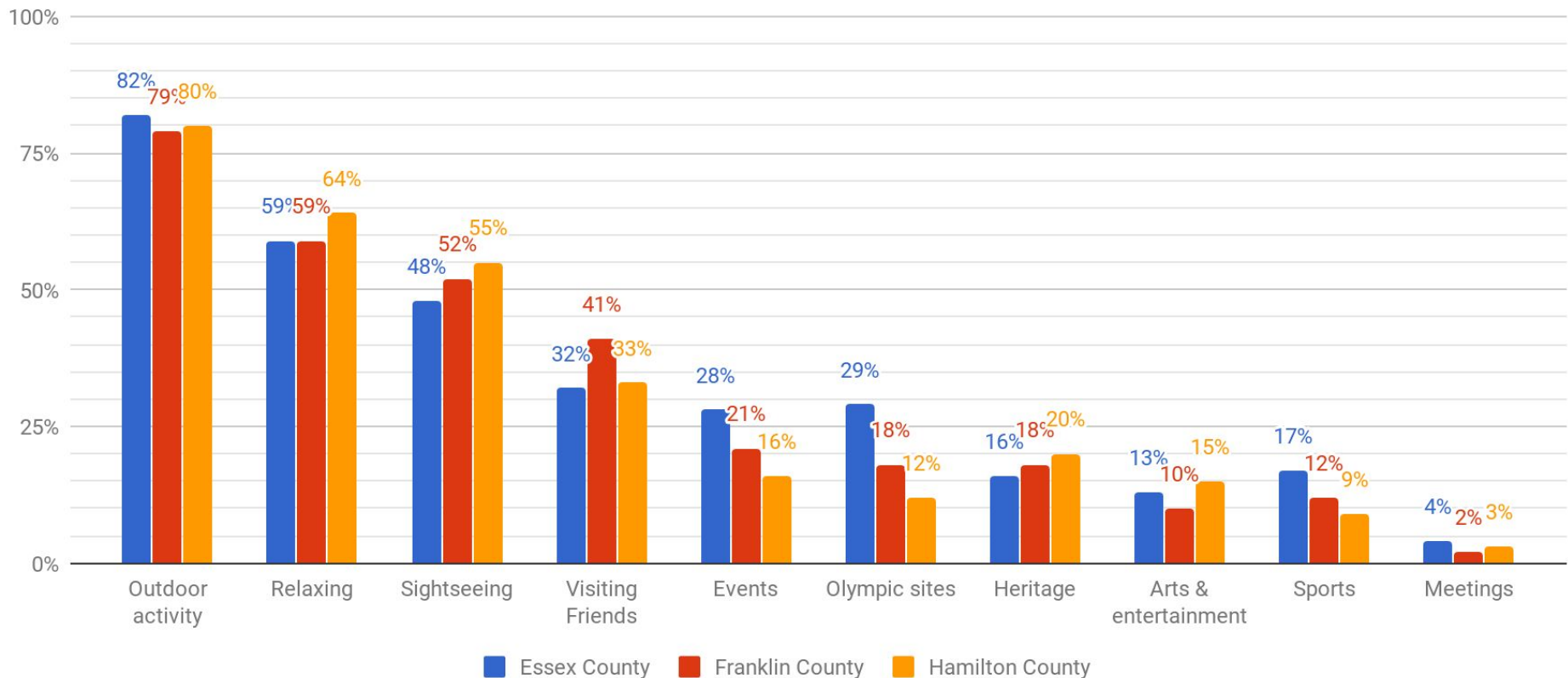
# Lodging accommodations

## All overnight Hamilton County travelers



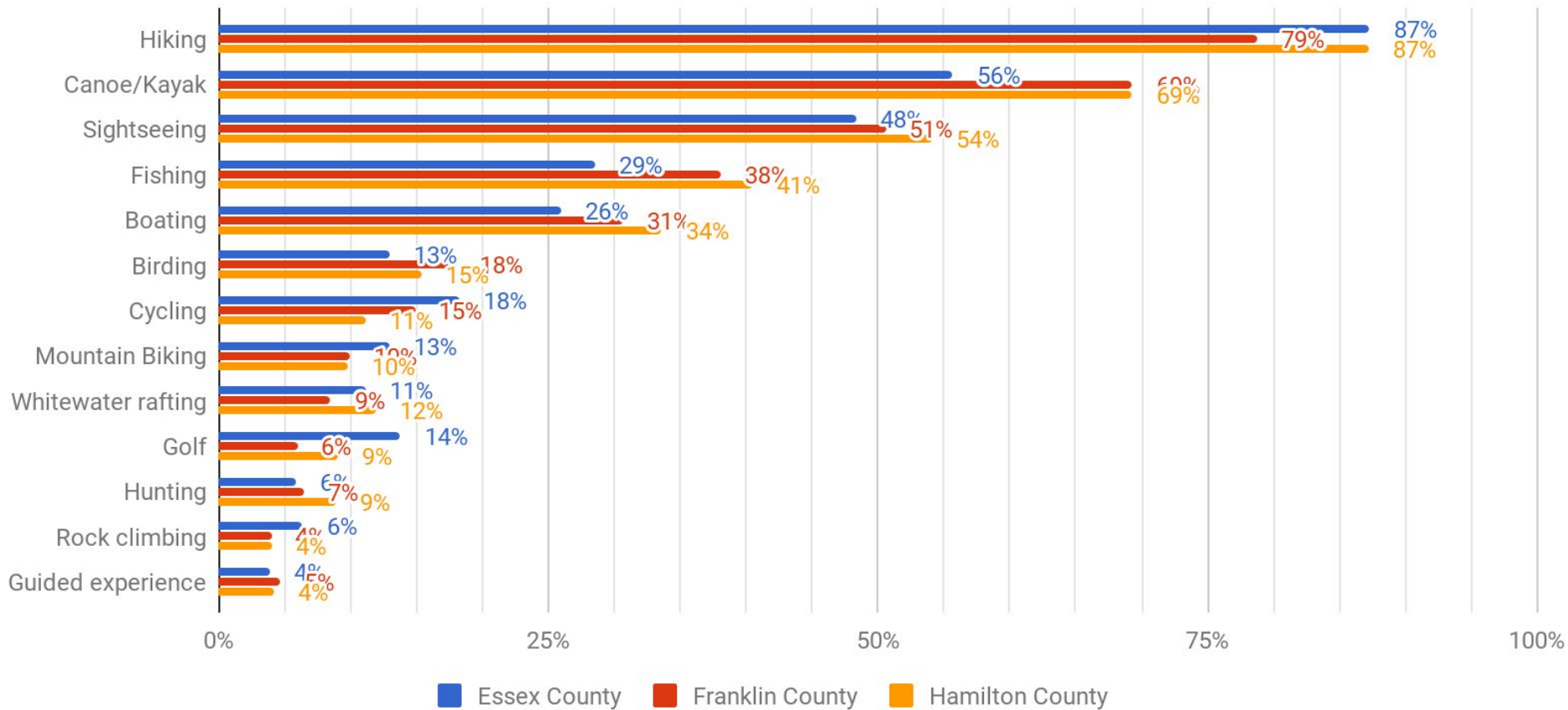
# Key attractions

## All travelers



# Outdoor spring/summer activities\*

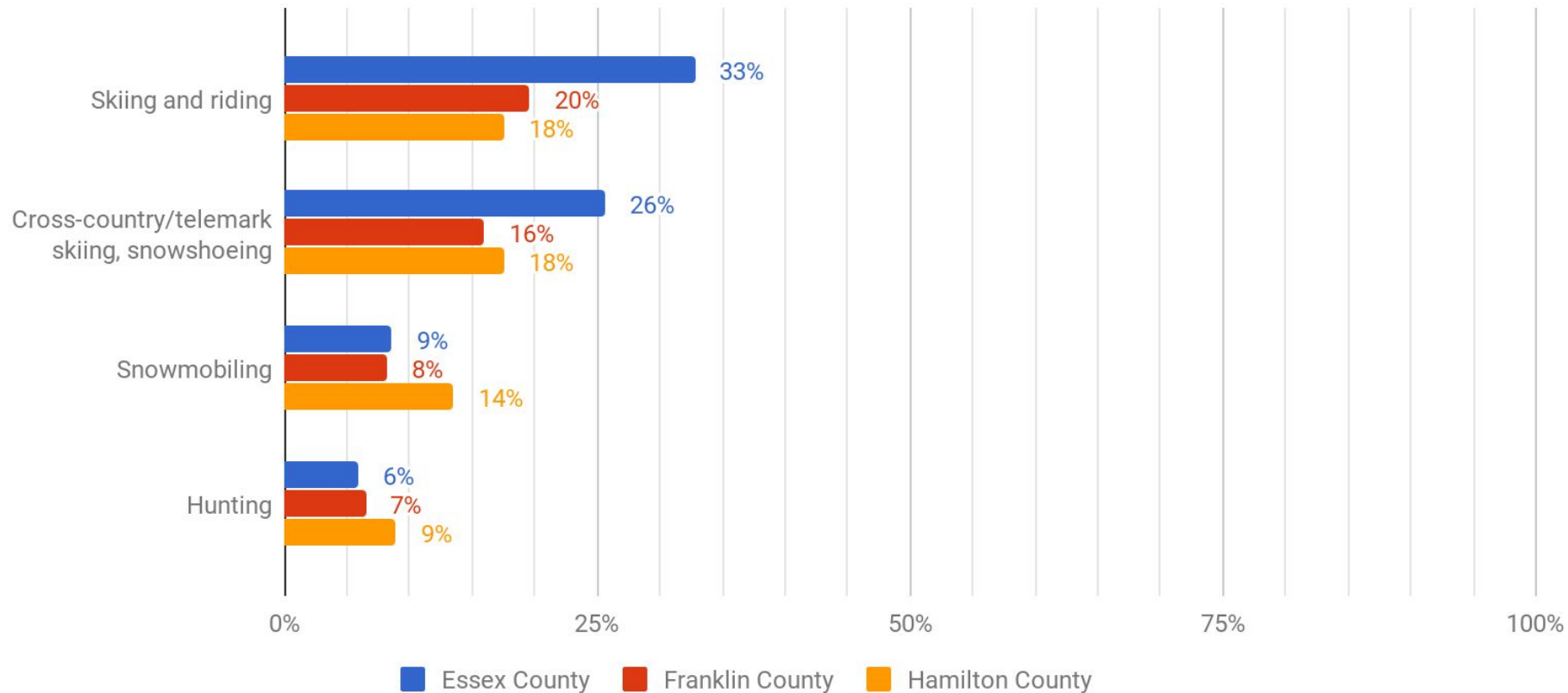
## All travelers



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

# Outdoor fall/winter activities\*

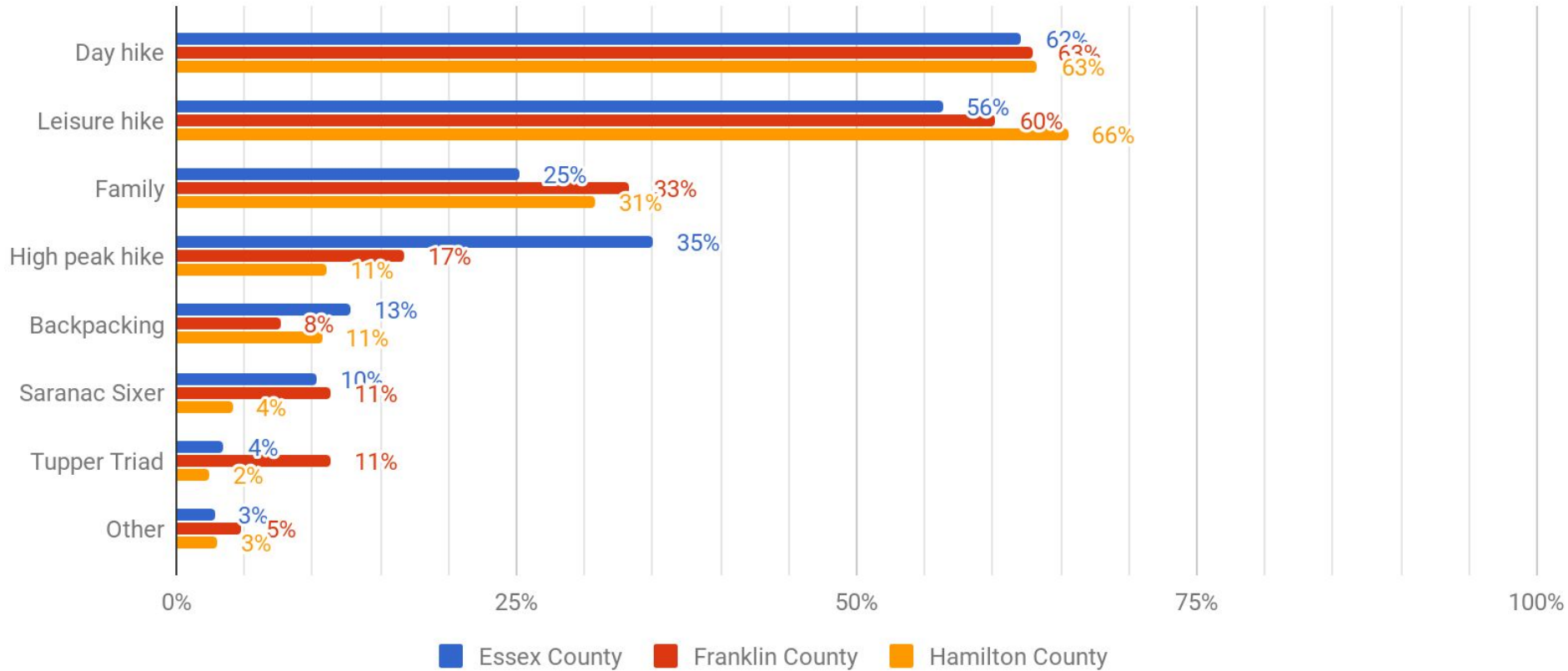
## All travelers



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

# Hiking breakdown\*

## All travelers

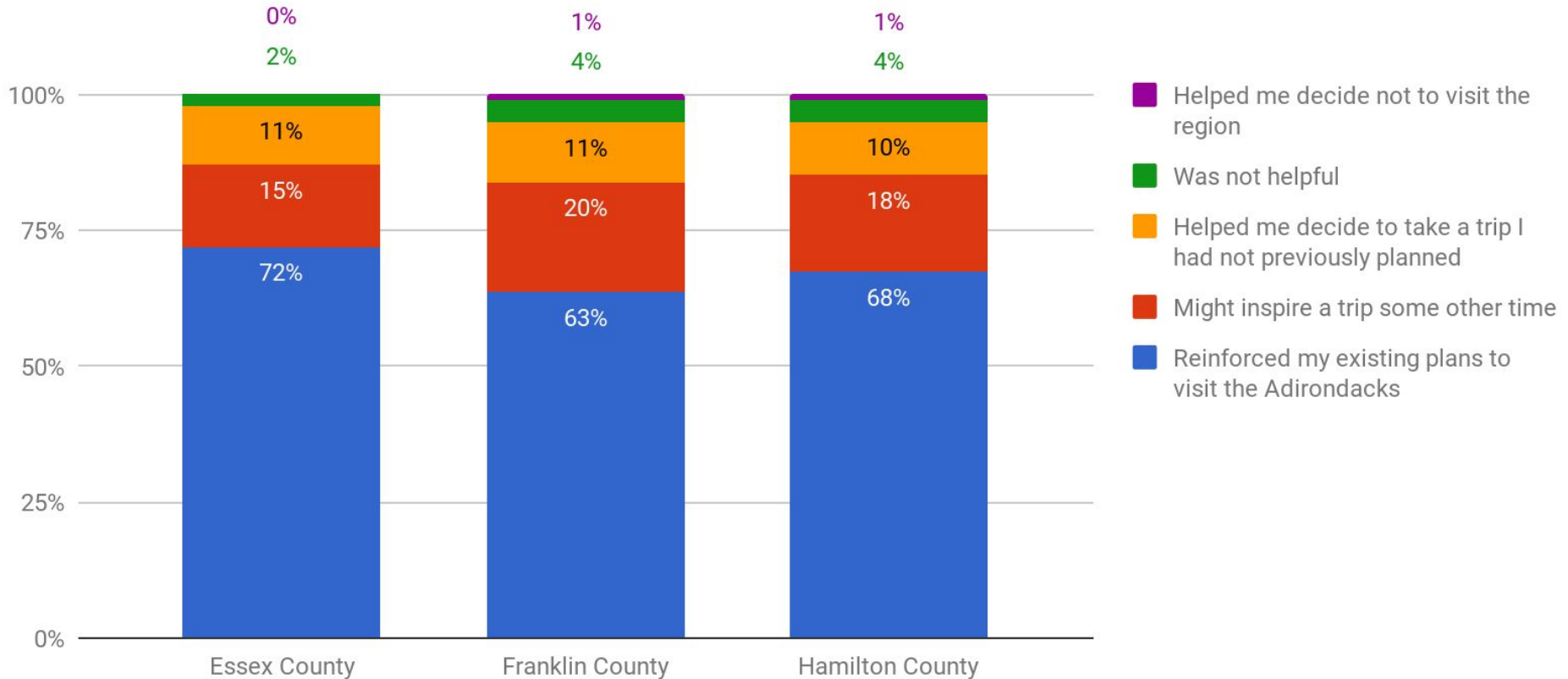


\*Share of respondents that answered they traveled to the Adirondacks for the outdoor activity of hiking



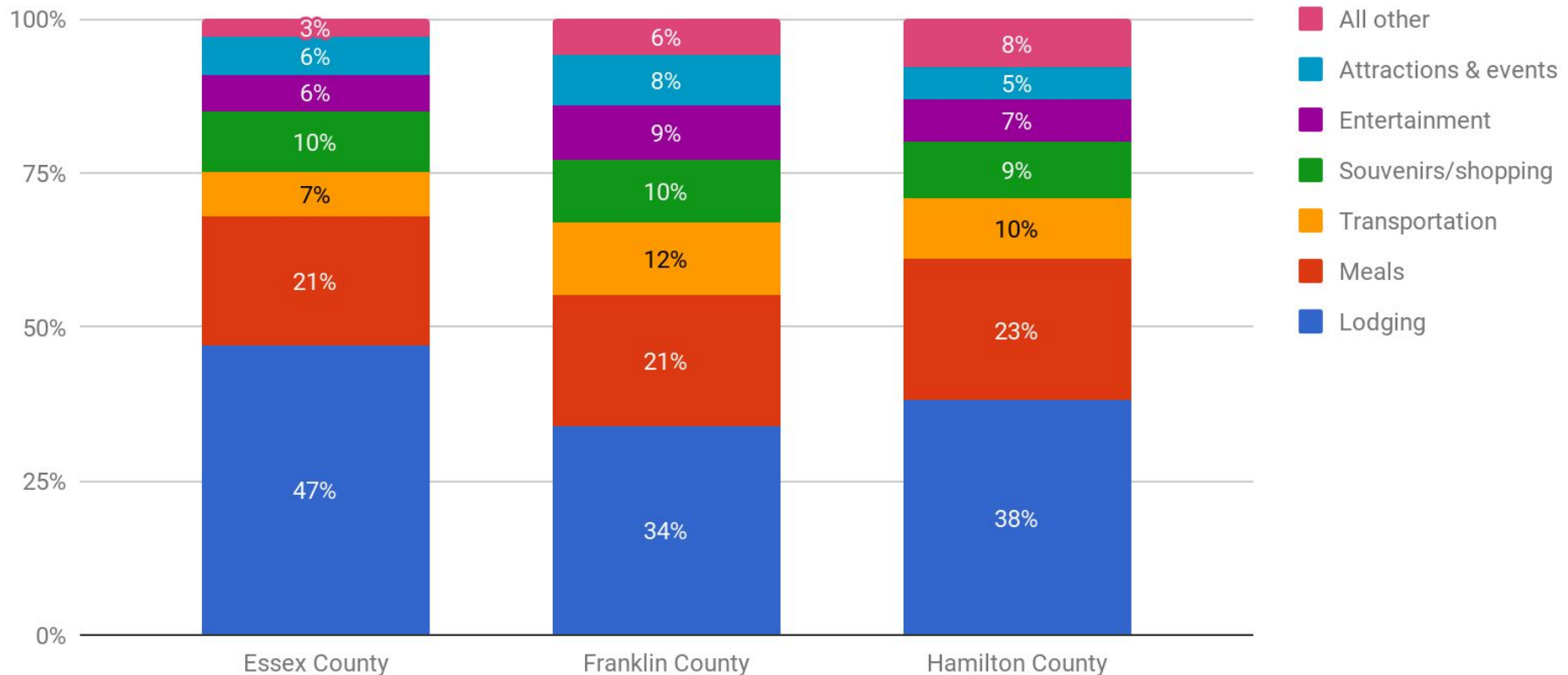
# Conversion rate from viewing ROOST marketing

## All travelers



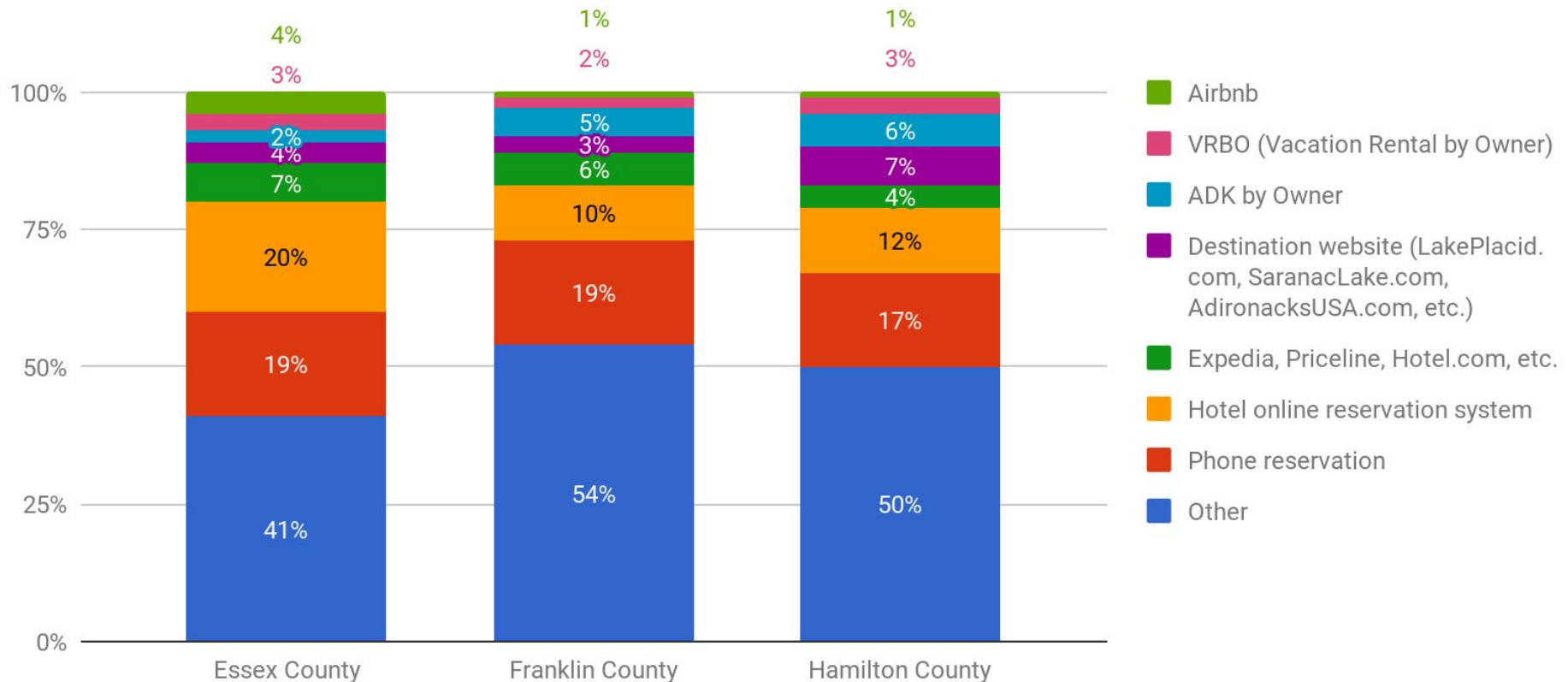
# Total expenditure allocation by category

## 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



# HAMILTON COUNTY VISITOR PROFILE

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

***adirondacks, usa***



# Visitor Profile

## All Hamilton County travelers

- Average visitor age 56 years old
- Average visitor party size 4.1 persons, with 3.2 adults and 0.9 child
- NYS residents comprised 83% of 2017 visitors, with 11% coming from other northeastern states
- Average visit length in 2017 was 3 nights

# Visitor Profile

## All Hamilton County travelers

- Peak summer month and early fall visitation dominate 2017 visitation at 64% of reported visits, however 27% of reported visits occur in spring and early summer visitation (between March and June)
- Camping, hotels/motels and private home rentals were the most common lodging choices
- Visitors (80%) most commonly reported outdoor activities as a draw to visit the area, followed by relaxing, dining and shopping (64%) and sightseeing (55%)

# Visitor Profile

## All Hamilton County travelers

- A notably high 88% of visitors who came to experience outdoor activities reported interest in hiking; leisure hikes, day hikes and family hikes were the most popular varieties.
- Average daily reported spending by 2017 visitors was \$289, and total trip expenditures \$855. This showed a decrease over measured 2016 levels, with all areas of reported spending declining except meals.
- Higher proportions of “off season” travelers, and a growth in those reporting staying with family and friends may have negatively impacted spending profiles.