

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

2017 SHORT TERM RENTER VISITOR PROFILE

July 2018



REGIONAL OFFICE of
SUSTAINABLE TOURISM

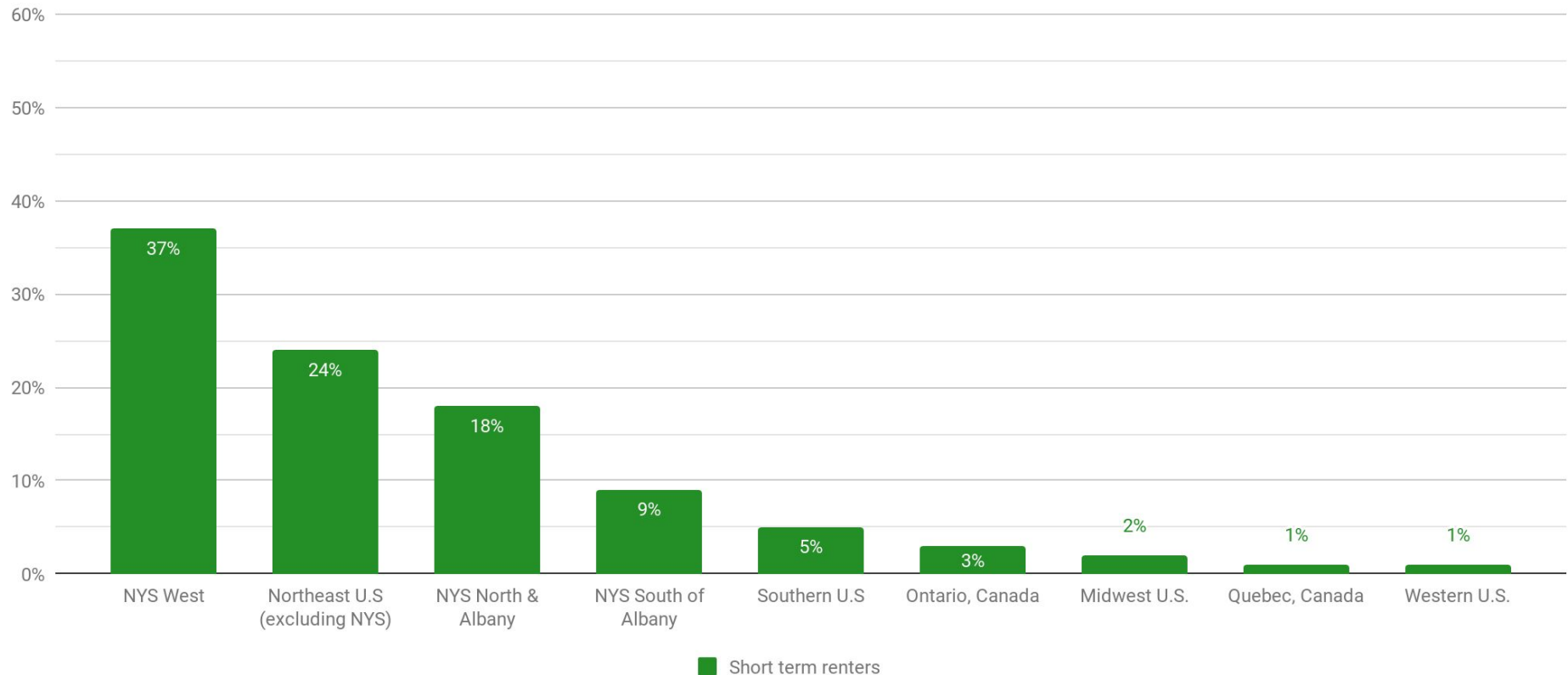
adirondacks, usa

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

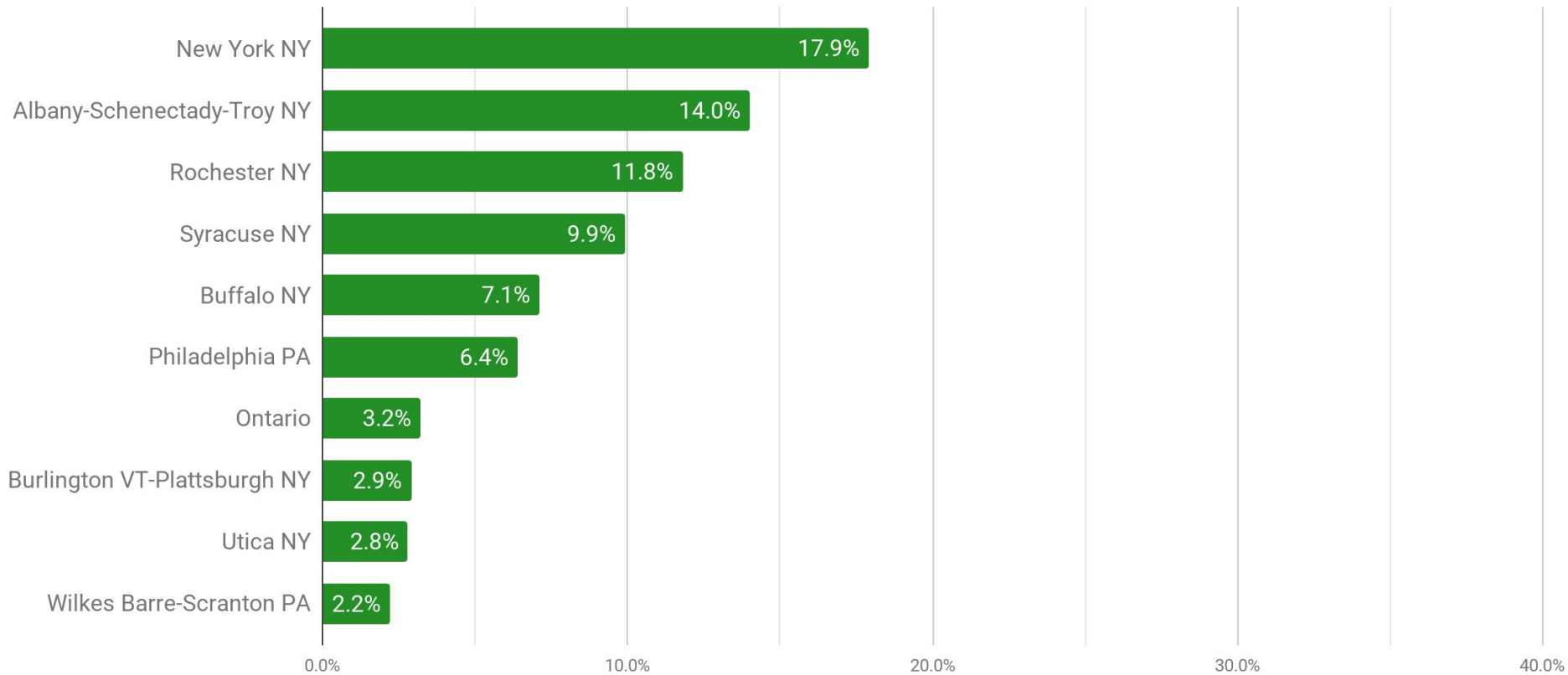
Area of residence

Short term renters



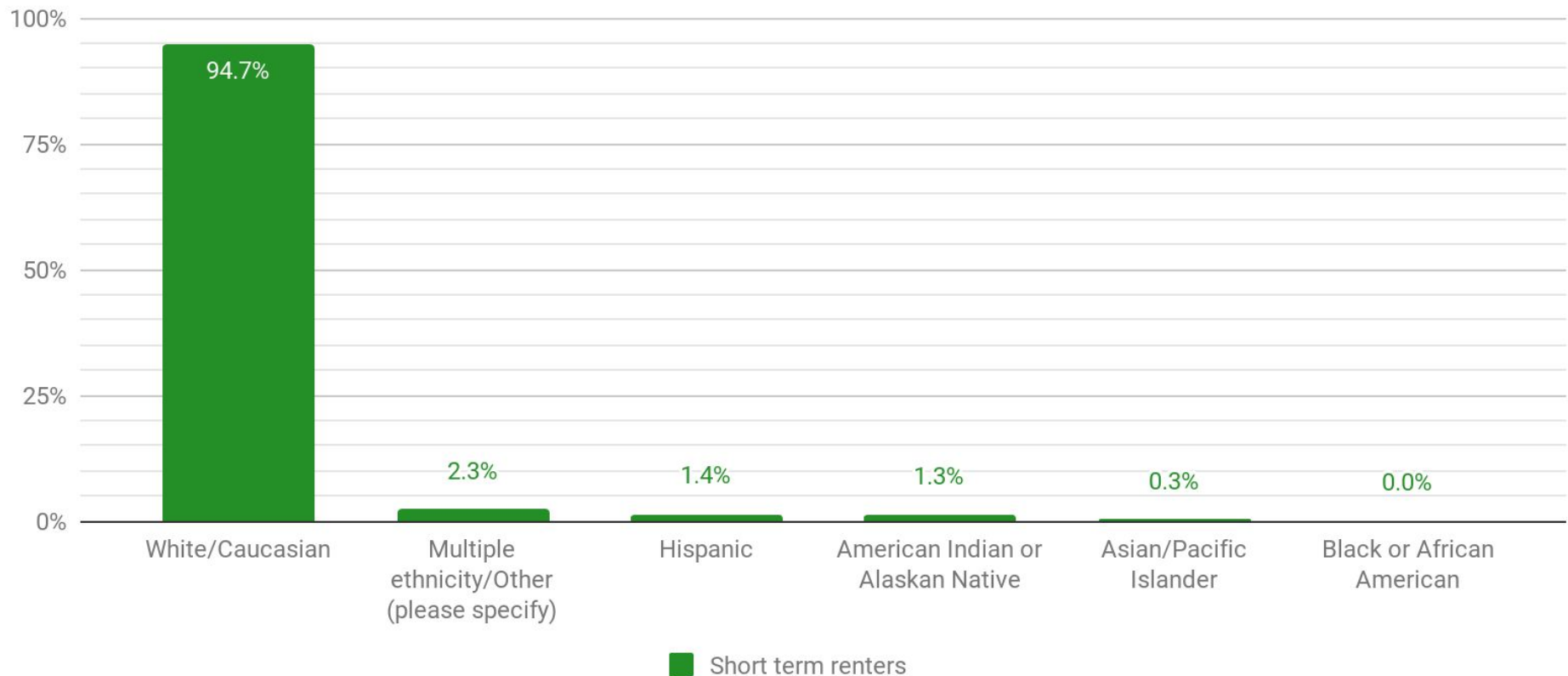
Area of residence by DMA

Short term renters



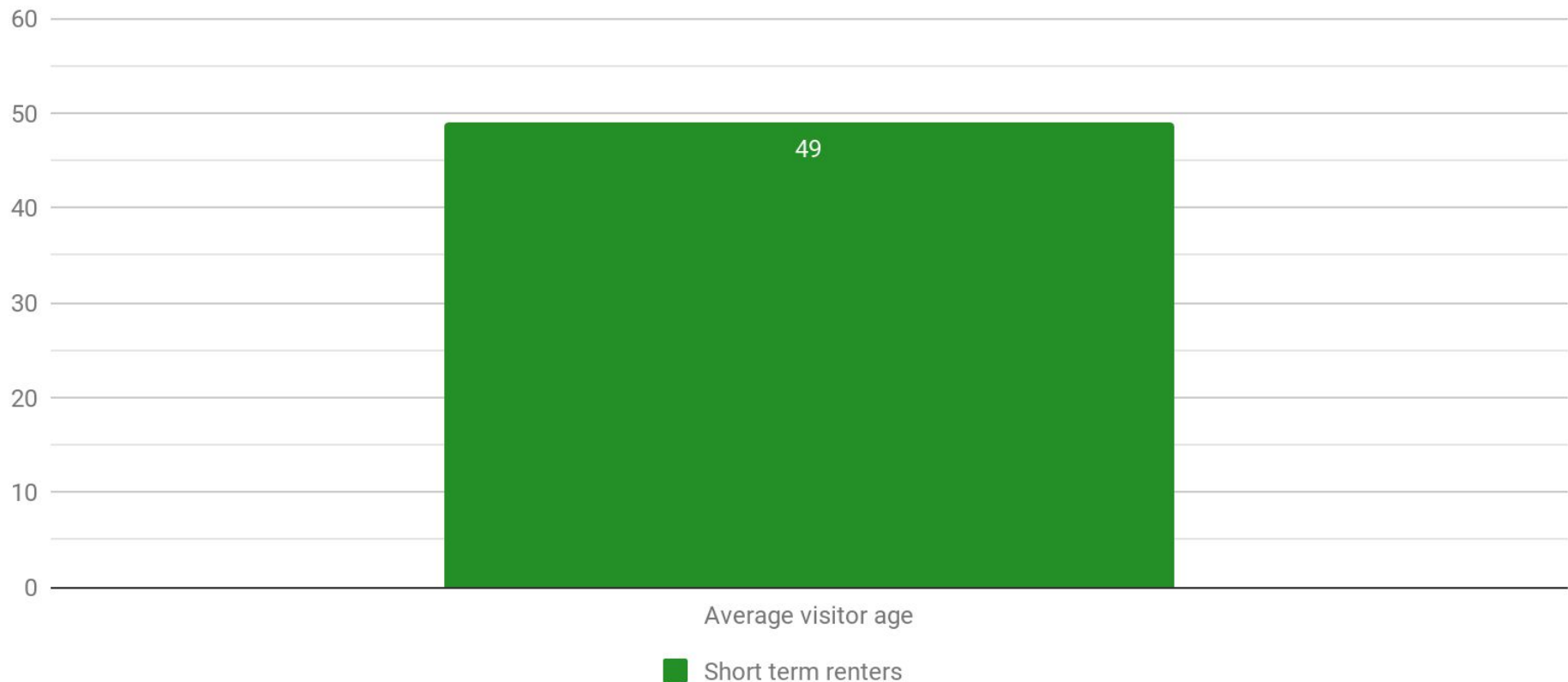
Ethnicity

Short term renters



Average age

Short term renters



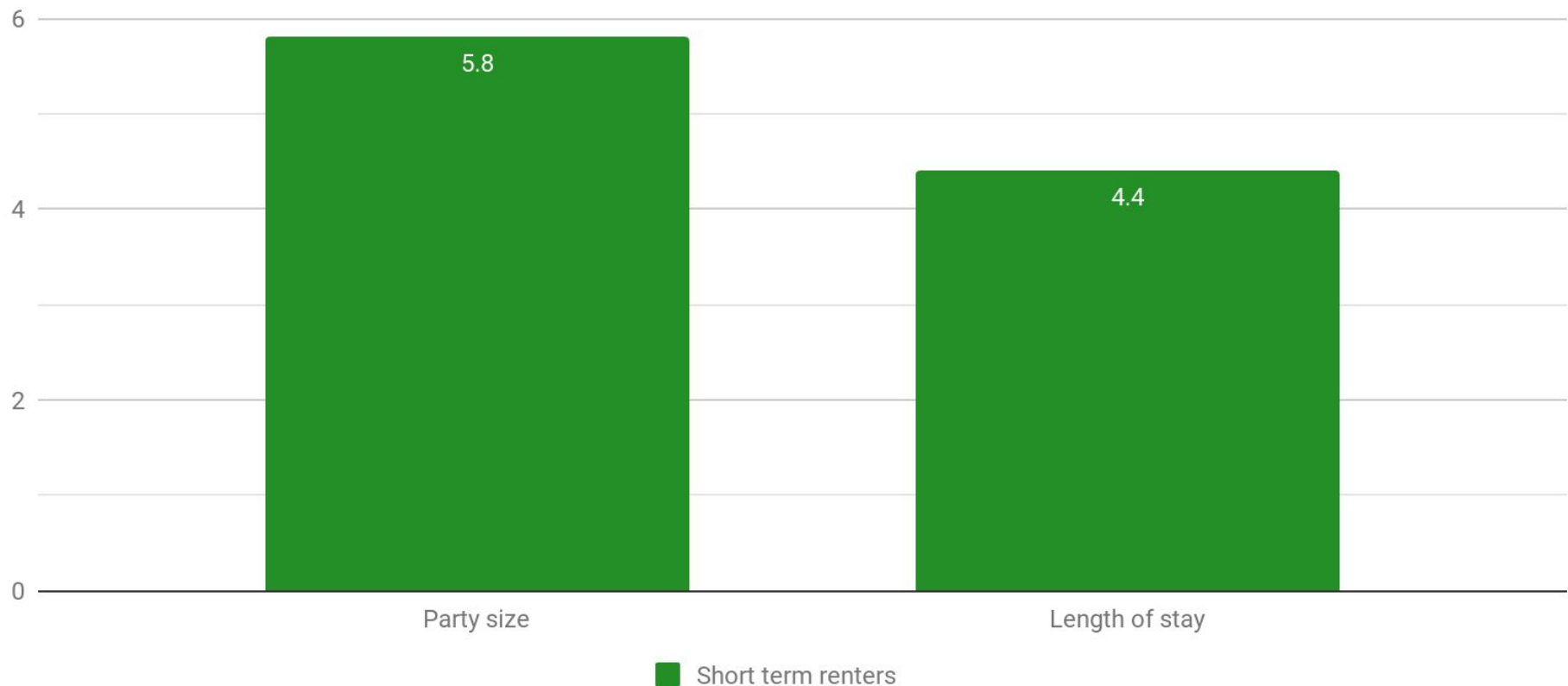
Average income

Short term renters



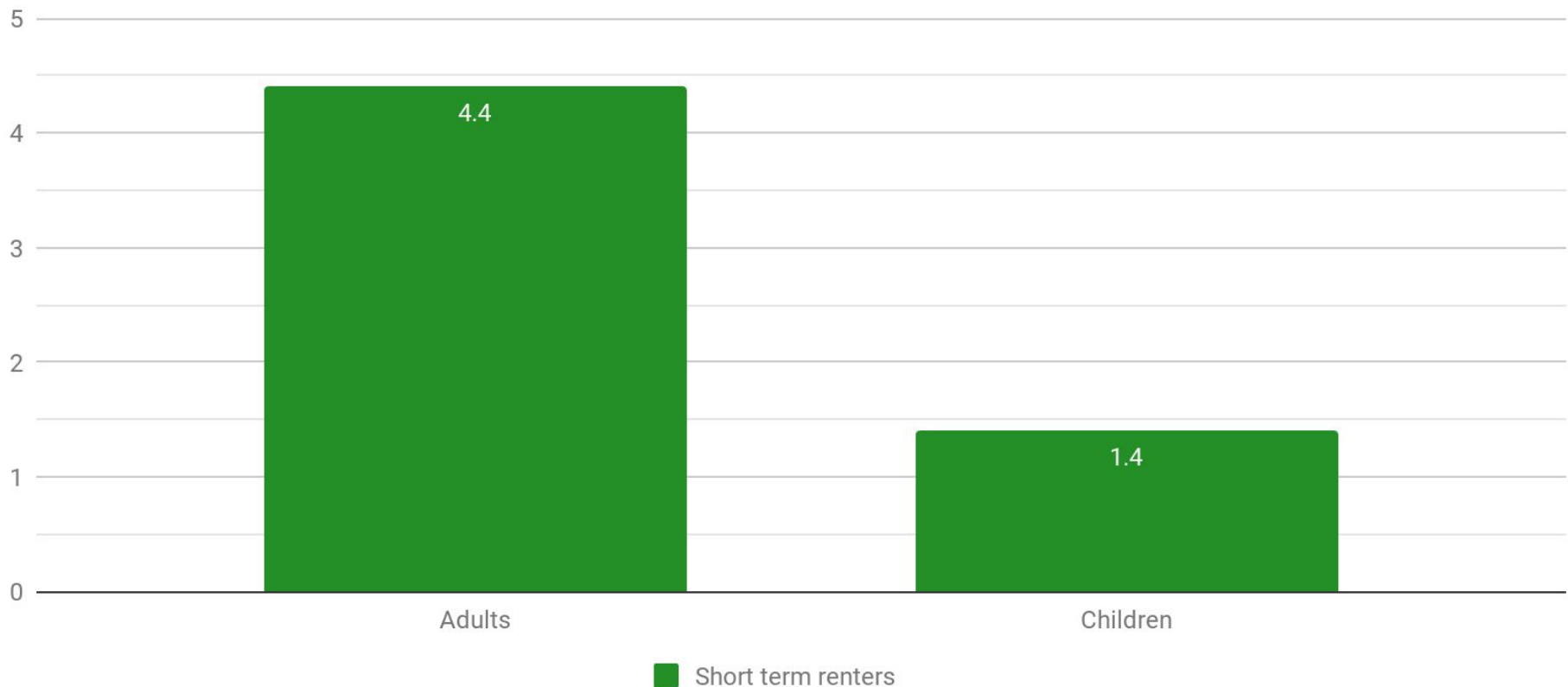
Party size

Short term renters



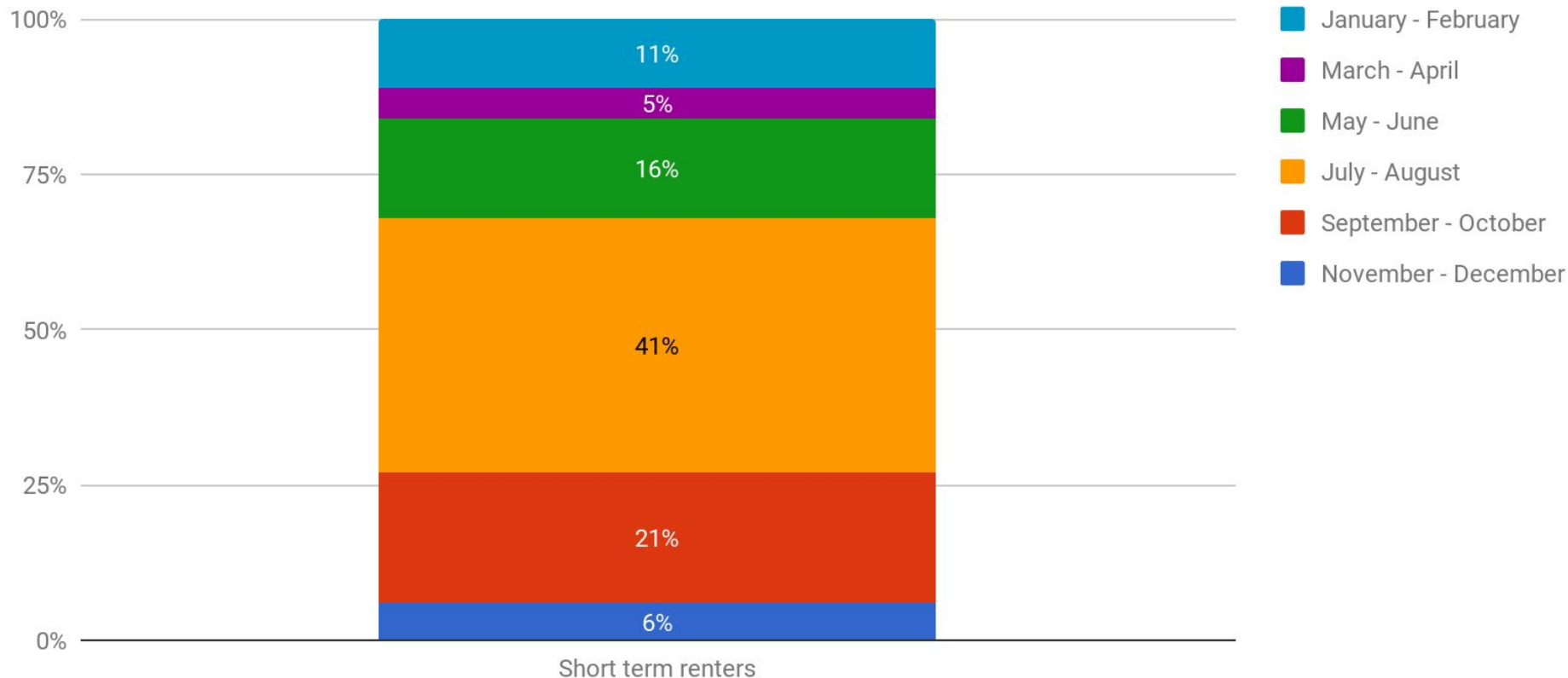
Party composition

Short term renters



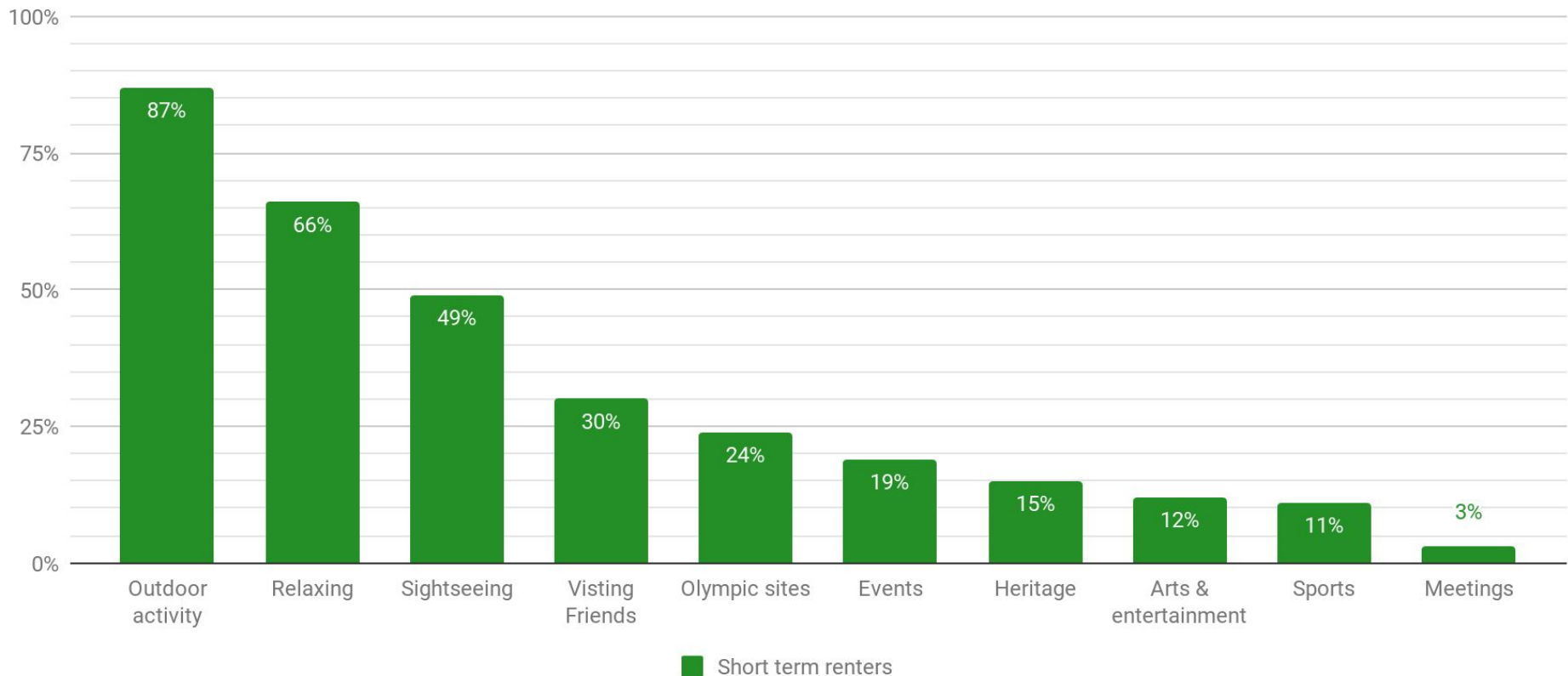
Time of year visited

Short term renters



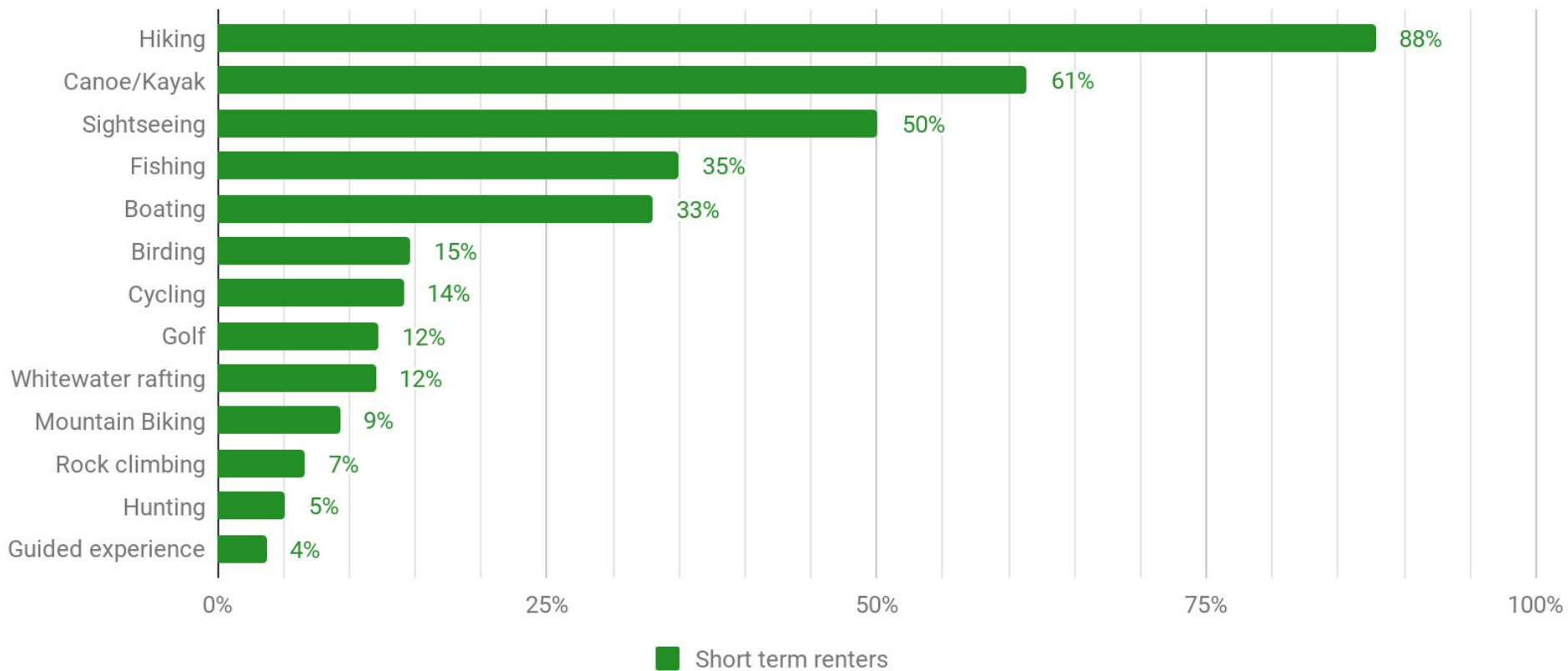
Key attractions

Short term renters



Outdoor spring/summer activities*

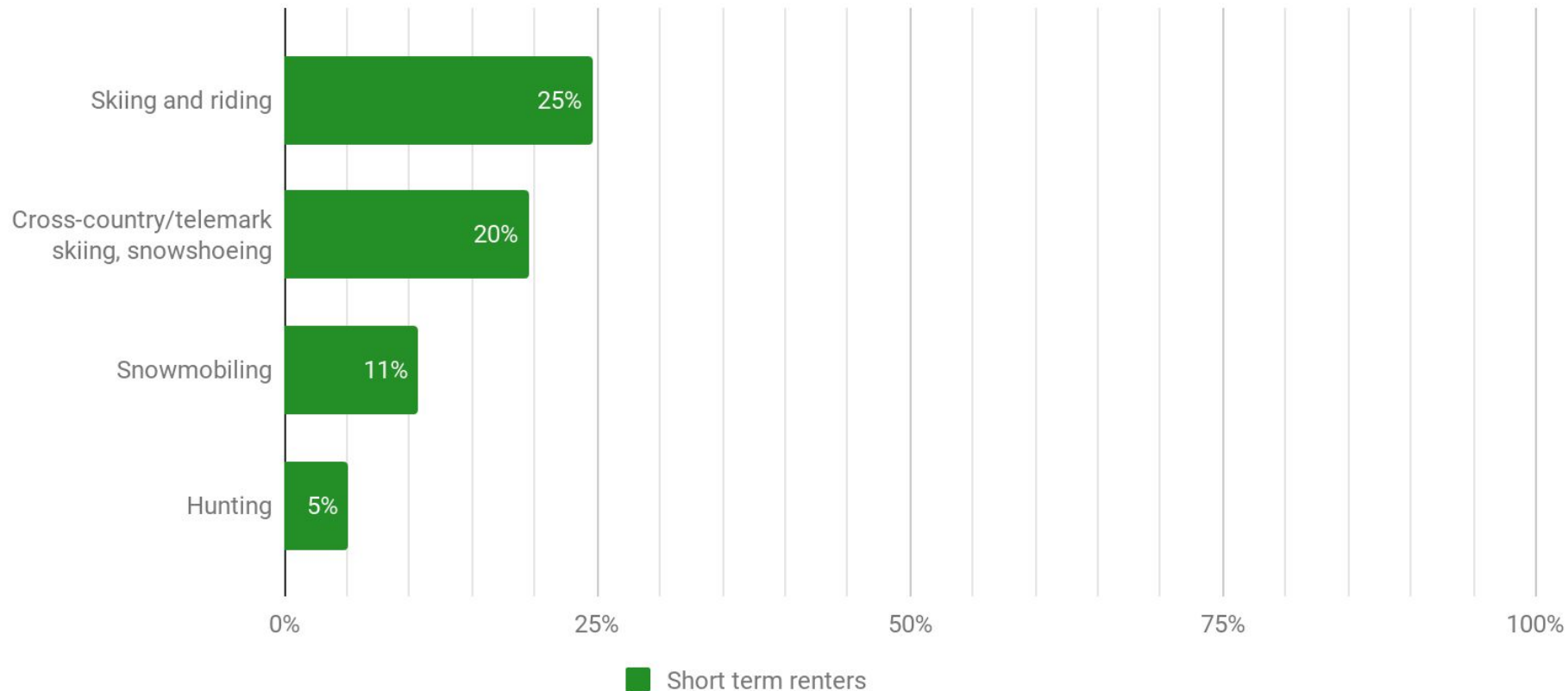
Short term renters



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

Outdoor fall/winter activities*

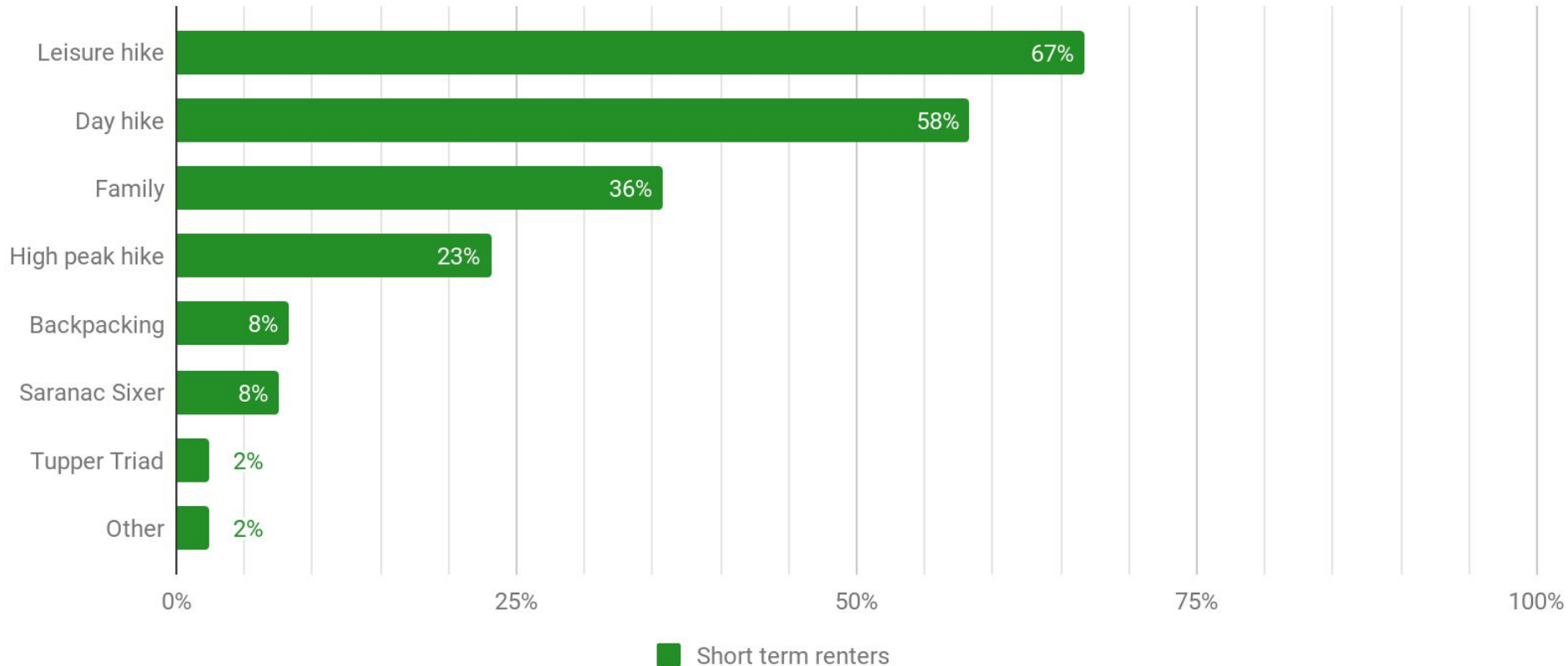
Short term renters



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

Hiking breakdown*

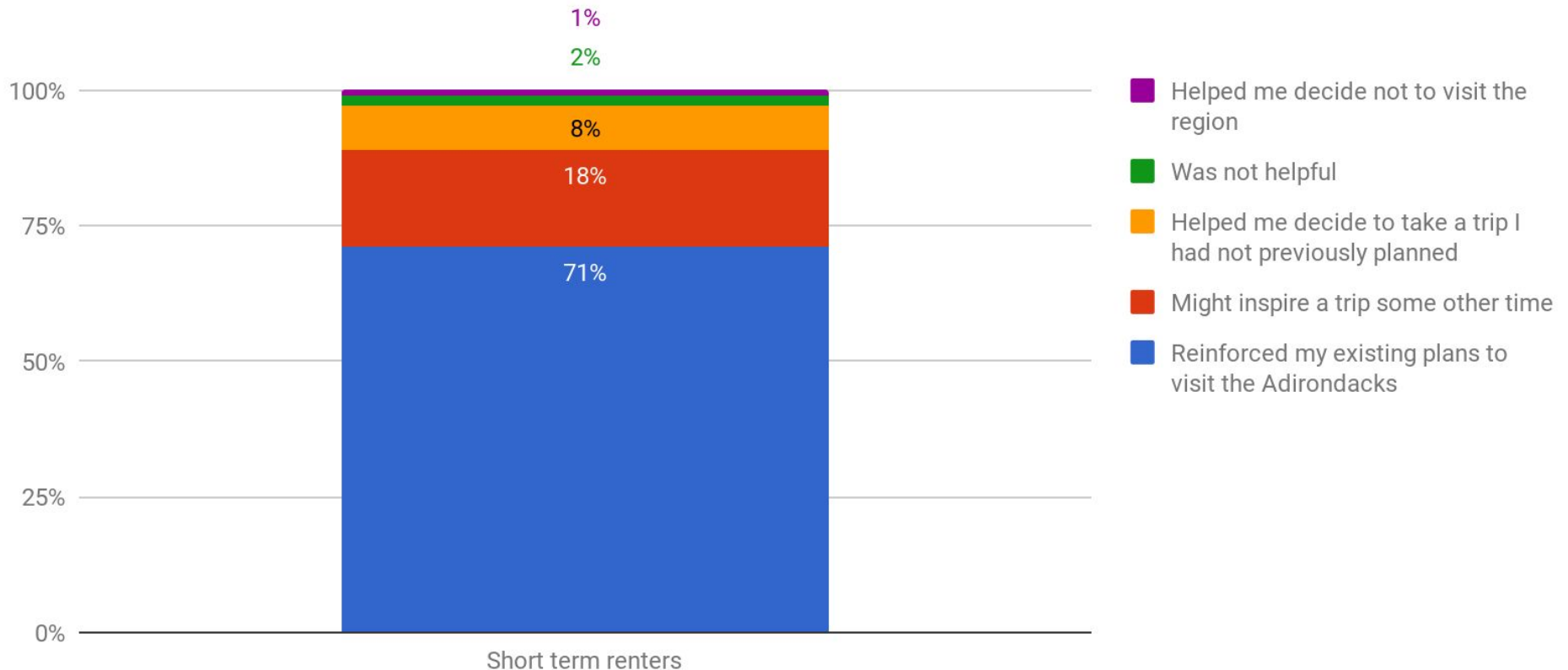
Short term renters



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

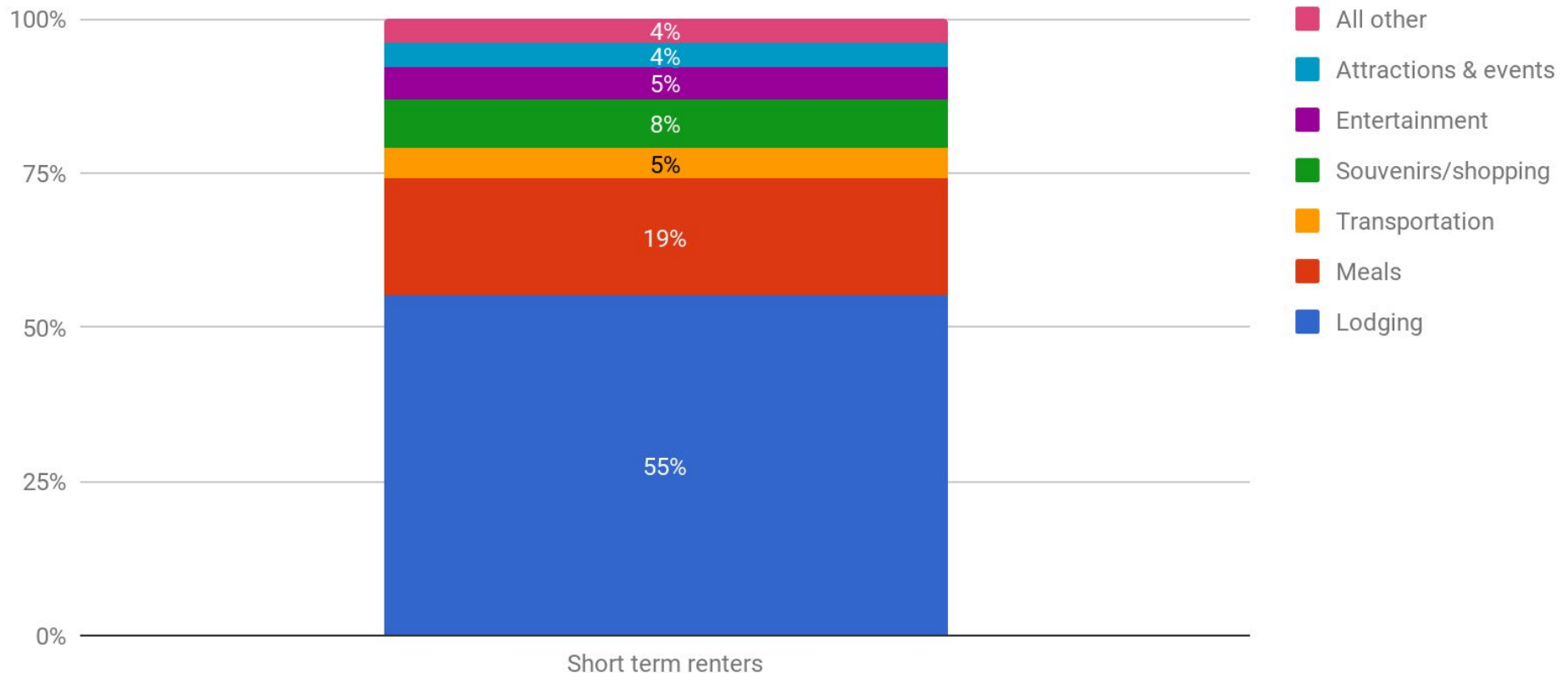
Conversion rate from viewing ROOST marketing

Short term renters



Total expenditure allocation by category

Short term renters



Mean party expenditures

Short term renters

	Short term renters
Lodging	\$1,118.00
Meals	\$383.00
Souvenirs/shopping	\$159.00
Transportation	\$109.00
Entertainment	\$108.00
Attractions & events	\$79.00
All other	\$83.00
Average daily expenditure	\$463.00
Average total expenditure	\$2,039.00

Mean party expenditures

By type of lodging

	Day trippers	Short term renters	Traditional lodging*	Campground	Second home/family/friends
Lodging	\$0.00	\$1,118.00	\$659.00	\$228.00	\$250.00
Meals	\$82.00	\$383.00	\$416.00	\$170.00	\$238.00
Souvenirs/shopping	\$55.00	\$159.00	\$433.00	\$84.00	\$92.00
Transportation	\$38.00	\$109.00	\$177.00	\$107.00	\$212.00
Entertainment	\$16.00	\$108.00	\$85.00	\$57.00	\$68.00
Attractions & events	\$38.00	\$79.00	\$80.00	\$50.00	\$57.00
All other	\$4.00	\$83.00	\$86.00	\$63.00	\$61.00
Average daily expenditure	\$233.00	\$463.00	\$705.00	\$202.00	\$210.00
Average total expenditure	\$233.00	\$2,039.00	\$1,937.00	\$757.00	\$977.00

	Average nights stayed
Day trippers	0
Short term renters	4.4
Traditional lodging*	2.7
Campground	3.8
Second home/family/friends	4.6

*Traditional lodging includes: hotels, motels, resorts, and bed and breakfasts