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Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.

In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.

It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

This report provides an overview for the Adirondacks’ domestic tourism business in 2017. Longwoods has been providing this data to the Adirondacks since 2015.
The visitor research program is designed to provide:

- Estimates of domestic overnight and day visitor volumes to Adirondacks.
- A profile of Adirondacks' performance within its overnight travel market.
- Domestic visitor expenditures in Adirondacks.
- Profiles of Adirondacks' day travel market.
- Relevant trends in each of these areas.
Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel USA® survey:

- Selected to be representative of the U.S. adult population

For the 2017 travel year, this yielded:

- 329,470 trips for analysis nationally:
  - 232,317 overnight trips
  - 97,153 day trips

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.
Adirondacks Domestic Visitor Research

The Travel USA® program identified 1,562 individuals who visited the Adirondacks in 2017. It is from this sample group that visitor volume estimates are derived along with visitor demographics and visitor origins.

- 1,180 overnight trips & 382 day trips

For Lake Placid, the following sample was achieved in 2017:

- 540 Trips
  - 432 overnight trips & 108 day trips*

For Lake George, the following sample was achieved in 2017:

- 559 Trips
  - 426 overnight trips & 133 day trips*

*Caution should be used in interpreting day trip data in this report due to low sample size
Key Findings
In 2017, Adirondacks had 18.3 million person trips. Of these trips, 42% were overnight trips. The rest were day trips.

The overnight trips generated $1.12 billion in spending, increasing 3.1% from 2016.

The top three states of origin for visitors on overnight trips to Adirondacks were New York, California, and New Jersey. Among DMAs, the top three overnight visitor sources were New York City, Albany, and Syracuse.

Less than the national average, under half (38%) of the overnight trips were planned 2 months or less before the trip. Similar to the national average, 12% did not plan anything in advance.
Travel agent/company, auto club, and hotel/resort were the most common planning sources for an Adirondacks overnight trip. Travel agents/companies were the most common booking source.

When asked about the main purpose of their overnight trip, 45% responded that they were visiting friends and relatives, while 48% said they were on marketable trips. Marketable trips are defined as those trip types that can be influenced by marketing efforts. The most prevalent marketable trip type was an outdoor trip to enjoy activities such as camping, fishing and hiking.

Over three-quarters (77%) of visitors on an overnight trip to Adirondacks were very satisfied with the overall trip experience. The next highest-ranking categories for satisfaction were safety and security (72%) and friendliness of the local people (72%).
Key Findings (Cont’d)

➢ Among those on overnight trips to Adirondacks, 83% have visited Adirondacks at least once before and 64% have visited in the past twelve months.

➢ The average number of nights spent in Adirondacks on an overnight trip was 2.7 nights, down slightly from 3.1 nights in 2017. The average travel party size was 3.2 persons.

➢ Over three-quarters (83%) of overnight Adirondacks travelers arrived by personal car or truck.

➢ The top five activities and experiences during an overnight trip to Adirondacks were shopping, hiking/backpacking, swimming, camping, and visiting a national/state park.
We have noticed that the level of usage numbers for planning and booking sources, along with special interest activities and social media usage has declined somewhat from 2016. We have seen similar results for some other destinations.

At this point in time we don’t have enough information to determine if this is an emerging trend or a one year data anomaly.

We will monitor this issue going forward.
Size & Structure of the U.S. Travel Market
Total Size of the U.S. Travel Market — 2013-2017

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions of Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1,480</td>
</tr>
<tr>
<td>2014</td>
<td>1,532</td>
</tr>
<tr>
<td>2015</td>
<td>1,568</td>
</tr>
<tr>
<td>2016</td>
<td>1,585</td>
</tr>
<tr>
<td>2017</td>
<td>1,618</td>
</tr>
</tbody>
</table>

2.1% increase from 2013 to 2017.
Structure of the U.S. Travel Market — 2017 Overnight Trips

Base: Overnight Person-Trips

- Visits to Friends/Relatives: 43%
- Business-Leisure: 4%
- Business: 10%
- Marketable: 43%
U.S. Market Trends for Overnight Trips — 2017 vs. 2017

Base: Overnight Person-Trips

- All Overnight Trips
- Visiting Friends/Relatives: 5
- Marketable Trips: <1
- Business-Leisure Trips: 3
- Business Trips: 2

Percent Change
Structure of the U.S. Overnight Travel Market — Trends

Base: Overnight Person-Trips

- Visiting friends/relatives
  - 2017: 43%
  - 2016: 44%
  - 2015: 43%
  - 2014: 44%
  - 2013: 43%

- Marketable
  - 2017: 43%
  - 2016: 45%
  - 2015: 43%
  - 2014: 43%
  - 2013: 43%

- Business
  - 2017: 14%
  - 2016: 12%
  - 2015: 13%
  - 2014: 14%
  - 2013: 14%

Percent

U.S. Overnight Marketable Trip Mix — 2017 Travel Year

Base: Overnight Marketable Trips

Touring: 20%
Special event: 19%
Outdoors: 14%
City trip: 12%
Resort: 11%
Casino: 9%
Theme park: 8%
Cruise: 4%
Golf Trip: 2%
Skiing/snowboarding: 1%
Size & Structure of Adirondacks Domestic Travel Market
Total Size of Adirondacks 2017
Domestic Travel Market

Total Person-Trips = 18.3 Million

- Day Trips: 58% (10.6 Million)
- Overnight Trips: 42% (7.7 Million)
Total Market Size – Adirondacks & Lake Placid & Lake George

<table>
<thead>
<tr>
<th>Region</th>
<th>Overnight Trips</th>
<th>Day Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adirondacks</td>
<td>7.7</td>
<td>10.6</td>
</tr>
<tr>
<td>Lake Placid</td>
<td>3.4</td>
<td>3.6</td>
</tr>
<tr>
<td>Lake George</td>
<td>2.0</td>
<td>3.3</td>
</tr>
</tbody>
</table>
Overnight Trips to Adirondacks

Base: Overnight Person-Trips

Millions of Trips

2015: 7.4
2016: 7.6
2017: 7.7

+1.9%
Total Overnight Person-Trips = 7.7 Million

- Adults: 73% (5.6 Million)
- Children: 27% (2.1 Million)
Adirondacks Overnight Travel Market — by Main Trip Purpose

Adult Overnight Person-Trips = 5.6 Million

- **VFR**: 45% (2.5 Million)
- **Marketable**: 48% (2.7 Million)
- **Business-Leisure**: 2% (0.1 Million)
- **Business**: 5% (0.3 Million)

**Total**: 5.6 Million
Size of Adirondacks Day Travel Market — Adults vs. Children

Total Day Person-Trips = 10.6 Million

- Adults: 75% (8.0 Million)
- Children: 25% (2.6 Million)
Adirondacks Day Travel Market
— by Trip Purpose

Adult Day Person-Trips = 8.0 Million

- **VFR** 33% 2.6 Million
- **Business-Leisure** 4% 0.3 Million
- **Business** 4% 0.4 Million
- **Marketable** 59% 4.7 Million

VFR

2.6 Million

Marketable

59%

4.7 Million

Business-Leisure

0.3 Million

Business

0.4 Million

Adirondacks Day Travel Market — by Trip Purpose

Adult Day Person-Trips = 8.0 Million

- VFR 33% 2.6 Million
- Business-Leisure 4% 0.3 Million
- Business 4% 0.4 Million
- Marketable 59% 4.7 Million

Adult Day Person-Trips = 8.0 Million

- VFR 33% 2.6 Million
- Business-Leisure 4% 0.3 Million
- Business 4% 0.4 Million
- Marketable 59% 4.7 Million
Total Size of Lake Placid 2017 Domestic Travel Market

Total Person-Trips = 7 Million

- Day Trips 51%: 3.6 Million
- Overnight Trips 49%: 3.4 Million
Total Overnight Person-Trips = 3.4 Million

- Adults 66% (2.2 Million)
- Children 34% (1.2 Million)
Size of Lake Placid Day Travel Market — Adults vs. Children

Total Day Person-Trips = 3.6 Million

- Adults: 72% (2.6 Million)
- Children: 28% (1.0 Million)
Total Size of Lake George 2017 Domestic Travel Market

Total Person-Trips = 5 Million

- Overnight Trips: 38% (2.0 Million)
- Day Trips: 62% (3.3 Million)
Size of Lake George Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 2.0 Million

- Adults: 77% (1.6 Million)
- Children: 23% (0.5 Million)
Size of Lake George Day Travel Market — Adults vs. Children

Total Day Person-Trips = 3.3 Million

- Adults: 80% (2.6 Million)
- Children: 20% (0.7 Million)
Overnight Trip Expenditures
Adirondacks Domestic Overnight Expenditures — by Sector

Total Spending = $1.117 Billion

+3.1% vs. 2016

Lodging
45%
500 Million

Restaurant Food & Beverage
23%
$254 Million

Transportation
9%
$103 Million

Retail
12%
$138 Million

Recreation
11%
$122 Million
Adirondacks Average Per Person Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Adirondacks

- Lodging: $65
- Restaurant Food & Beverage: $33
- Retail Purchases: $18
- Recreation/ Sightseeing/ Entertainment: $16
- Transportation at Destination: $13
Adirondacks Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Adirondacks

- Lodging: $207
- Restaurant Food & Beverage: $105
- Retail Purchases: $57
- Recreation/Sightseeing/Entertainment: $50
- Transportation at Destination: $43
Overnight Trip Expenditures – Lake Placid
Total Spending = $508 Million

- Lodging: 47% ($237 Million)
- Restaurant Food & Beverage: 19% ($99 Million)
- Transportation: 10% ($51 Million)
- Recreation: 12% ($60 Million)
- Retail: 12% ($61 Million)
Lake Placid Average Per Person Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Lake Placid

- **Lodging**: $70
- **Restaurant Food & Beverage**: $29
- **Retail Purchases**: $18
- **Recreation/Sightseeing/Entertainment**: $18
- **Transportation at Destination**: $15
Lake Placid Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Lake Placid

- **Lodging**: $221
- **Restaurant Food & Beverage**: $92
- **Retail Purchases**: $57
- **Recreation/Sightseeing/Entertainment**: $56
- **Transportation at Destination**: $48
Overnight Trip Expenditures – Lake George
Lake George Domestic Overnight Expenditures — by Sector

Total Spending = $277 Million

- **Lodging**: 46% ($127 Million)
- **Restaurant Food & Beverage**: 25% ($68 Million)
- **Retail**: 12% ($33 Million)
- **Recreation**: 9% ($27 Million)
- **Transportation**: 8% ($22 Million)
Lake George Average Per Person Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Lake George

<table>
<thead>
<tr>
<th>Sector</th>
<th>Dollars</th>
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<tbody>
<tr>
<td>Lodging</td>
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<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$34</td>
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<tr>
<td>Retail Purchases</td>
<td>$16</td>
</tr>
<tr>
<td>Recreation/ Sightseeing/ Entertainment</td>
<td>$13</td>
</tr>
<tr>
<td>Transportation at Destination</td>
<td>$11</td>
</tr>
</tbody>
</table>
Lake George Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Lake George

- **Lodging**: $192
- **Restaurant Food & Beverage**: $104
- **Retail Purchases**: $50
- **Recreation/ Sightseeing/ Entertainment**: $40
- **Transportation at Destination**: $34
Total Spending = $576 Million

+4.1% vs. 2016

Restaurant
Food & Beverage
37%
$212 Million

Transportation
18%
$105 Million

Retail
25%
$145 Million

Recreation
20%
$114 Million
Average Per Person Expenditures on Day Trips — By Sector

Base: Day Person-Trips to Adirondacks

- Restaurant Food & Beverage: $20
- Retail Purchases: $14
- Recreation/Sightseeing/Entertainment: $11
- Transportation at Destination: $10
Average Per Party Expenditures on Day Trips — By Sector

Base: Day Person-Trips to Adirondacks

- Restaurant Food & Beverage: $57
- Retail Purchases: $39
- Recreation/Sightseeing/Entertainment: $31
- Transportation at Destination: $28
Day Trip Expenditures – Lake Placid
Total Lake Placid Domestic Day Trip Spending — by Sector

Total Spending = $213 Million

- Restaurant (Food & Beverage): 38% ($80 Million)
- Retail: 23% ($48 Million)
- Recreation: 22% ($47 Million)
- Transportation: 17% ($38 Million)
Lake Placid Average Per Person Expenditures on Day Trips — By Sector

Base: Day Person-Trips to Lake Placid

<table>
<thead>
<tr>
<th>Sector</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$22</td>
</tr>
<tr>
<td>Retail Purchases</td>
<td>$13</td>
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<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$13</td>
</tr>
<tr>
<td>Transportation at Destination</td>
<td>$10</td>
</tr>
</tbody>
</table>
Lake Placid Average Per Party Expenditures on Day Trips — By Sector

Base: Day Person-Trips to Lake Placid

- **Restaurant Food & Beverage**: $65
- **Retail Purchases**: $39
- **Recreation/Sightseeing/Entertainment**: $38
- **Transportation at Destination**: $30
Day Trip Expenditures – Lake George
Total Lake George Domestic Day Trip Spending — by Sector

Total Spending = $157 Million

- Restaurant Food & Beverage: 44% ($69 Million)
- Retail: 23% ($35 Million)
- Recreation: 17% ($27 Million)
- Transportation: 16% ($26 Million)
Lake George Average Per Person Expenditures on Day Trips — By Sector

Base: Day Person-Trips to Lake George

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
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<tr>
<td>Retail Purchases</td>
<td>$11</td>
</tr>
<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$8</td>
</tr>
<tr>
<td>Transportation at Destination</td>
<td>$8</td>
</tr>
</tbody>
</table>
Lake George Average Per Party Expenditures on Day Trips — By Sector

Base: Day Person-Trips to Lake George

- Restaurant Food & Beverage: $59
- Retail Purchases: $30
- Recreation/Sightseeing/Entertainment: $23
- Transportation at Destination: $22
Sources of Business – Overnight Trips
States contributing 5% or more
States contributing 3% - 5%
DMA’s contributing more than 3%
2017 State Origin Of Trip

Base: Overnight Person-Trips to Adirondacks

- New York: 49%
- California: 7%
- New Jersey: 6%
- Florida: 5%
- Massachusetts: 3%
- Pennsylvania: 3%
2016 State Origin Of Trip

Base: Overnight Person-Trips to Adirondacks

- New York: 50
- Florida: 8
- California: 7
- New Jersey: 4
- Virginia: 4
- Pennsylvania: 3
- Maryland: 3
- Texas: 3

Percent
2017 DMA Origin Of Trip

Base: Overnight Person-Trips to Adirondacks

- New York, NY/NJ/PA/CT: 26%
- Albany-Schenectady-Troy, NY: 7%
- Syracuse, NY: 5%
- Rochester, NY: 5%
- Burlington-Plattsburgh, VT/NY: 4%
- Los Angeles, CA: 3%
- Buffalo, NY: 3%
- Boston, MA: 3%
2016 DMA Origin Of Trip

Base: Overnight Person-Trips to Adirondacks

- New York, NY/NJ/PA/CT: 29%
- Albany-Schenectady-Troy, NY: 6%
- Los Angeles, CA: 4%
- Miami-Ft. Lauderdale, FL: 4%
- Buffalo, NY: 4%
- Washington, DC: 4%
- Syracuse, NY: 3%
- San Francisco-Oakland-San Jose, CA: 3%
2017 DMA Origin Of Trip
Lake Placid

Base: Overnight Person-Trips to Lake Placid

New York, NY/NJ/PA/CT - 24%
Los Angeles, CA - 6%
Syracuse, NY - 5%
Chicago, IL - 4%
Albany-Schenectady-Troy, NY - 4%
Seattle-Tacoma, WA - 3%
Portland, OR - 3%
Buffalo, NY - 3%
San Francisco-Oakland-San Jose, CA - 3%

Percent
2017 DMA Origin Of Trip
Lake George

Base: Overnight Person-Trips to Lake George

- New York, NY/NJ/PA/CT: 31%
- Albany-Schenectady-Troy, NY: 7%
- Syracuse, NY: 5%
- Burlington-Plattsburgh, VT/NY: 4%
- Los Angeles, CA: 4%
- Hartford & New Haven, CT: 3%
- Boston, MA: 3%
- Buffalo, NY: 3%
- Florence-Myrtle Beach, SC: 3%
Demographic Profile of Overnight Visitors
Gender

Base: Overnight Person-Trips

Male
- Adirondacks: 62%
- U.S. Norm: 49%

Female
- Adirondacks: 38%
- U.S. Norm: 51%
Gender
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

Male
- 2017: 62%
- 2016: 60%

Female
- 2017: 38%
- 2016: 40%
Gender
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

Male
- Adirondacks: 62%
- Lake Placid: 78%
- Lake George: 57%

Female
- Adirondacks: 38%
- Lake Placid: 22%
- Lake George: 43%
Base: Overnight Person-Trips

Age Distribution:

- **18-24**: Adirondacks = 14, U.S. Norm = 13
- **25-34**: Adirondacks = 20, U.S. Norm = 21
- **35-44**: Adirondacks = 18, U.S. Norm = 18
- **45-54**: Adirondacks = 12, U.S. Norm = 12
- **55-64**: Adirondacks = 12, U.S. Norm = 15
- **65+**: Adirondacks = 16, U.S. Norm = 12

Average Adirondacks = 41.7
Average U.S. Norm = 45.0
Age
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

Average 2017 = 41.7
Average 2016 = 41.3

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2017</th>
<th>2016</th>
</tr>
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<tbody>
<tr>
<td>18-24</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>25-34</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>35-44</td>
<td>29</td>
<td>29</td>
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<tr>
<td>45-54</td>
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<td>14</td>
</tr>
<tr>
<td>55-64</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>65+</td>
<td>11</td>
<td>12</td>
</tr>
</tbody>
</table>

Percent

2017 and 2016
Age
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

Average Adirondacks = 41.7
Average Lake Placid = 36.3
Average Lake George = 43.0

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>14</td>
<td>17</td>
<td>29</td>
</tr>
<tr>
<td>25-34</td>
<td>11</td>
<td>21</td>
<td>31</td>
</tr>
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<td>35-44</td>
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<td>21</td>
<td>31</td>
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<td>45-54</td>
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<td>13</td>
<td>14</td>
</tr>
<tr>
<td>55-64</td>
<td>6</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>65+</td>
<td>7</td>
<td>12</td>
<td>14</td>
</tr>
</tbody>
</table>
Marital Status

Base: Overnight Person-Trips

- **Married/with partner**: Adirondacks 70%, U.S. Norm 60%
- **Single/never married**: Adirondacks 20%, U.S. Norm 26%
- **Divorced/widowed/separated**: Adirondacks 10%, U.S. Norm 14%
Marital Status
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Married/with partner: 70% (2017) vs. 68% (2016)
- Single/never married: 20% (2017) vs. 22% (2016)
- Divorced/widowed/separated: 10% (2017) vs. 10% (2016)
Marital Status
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

Married/with partner
- Adirondacks: 70%
- Lake Placid: 80%
- Lake George: 70%

Single/never married
- Adirondacks: 20%
- Lake Placid: 16%
- Lake George: 18%

Divorced/widowed/separated
- Adirondacks: 4%
- Lake Placid: 10%
- Lake George: 12%
Household Size

Base: Overnight Person-Trips

- 1 member
- 2 members
- 3 members
- 4 members
- 5+ members

Percent

Adirondacks  U.S. Norm

[Chart showing the percentage distribution of household sizes for Adirondacks and U.S. Norm, with specific numbers for each category.]
Household Size
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Household Size</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>15</td>
<td>19</td>
</tr>
<tr>
<td>2 members</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>3 members</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>4 members</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>5+ members</td>
<td>12</td>
<td>11</td>
</tr>
</tbody>
</table>
Household Size
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- 1 member: 11 Adirondacks, 21 Lake Placid, 19 Lake George
- 2 members: 18 Adirondacks, 28 Lake Placid, 28 Lake George
- 3 members: 19 Adirondacks, 25 Lake Placid, 41 Lake George
- 4 members: 17 Adirondacks, 21 Lake Placid, 21 Lake George
- 5+ members: 9 Adirondacks, 15 Lake Placid, 11 Lake George

Percent
Children in Household

Base: Overnight Person-Trips

- No children under 18: Adirondacks 46%, U.S. Norm 57%
- Any child between 13-17: Adirondacks 18%, U.S. Norm 19%
- Any child between 6-12: Adirondacks 30%, U.S. Norm 21%
- Any child under 6: Adirondacks 25%, U.S. Norm 17%

Adirondacks  U.S. Norm
Children in Household
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

No children under 18

- 2017: 46%
- 2016: 41%

Any child between 13-17

- 2017: 26%
- 2016: 24%

Any child between 6-12

- 2017: 35%
- 2016: 30%

Any child under 6

- 2017: 25%
- 2016: 24%
Children in Household
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- **No children under 18**
  - Adirondacks: 46%
  - Lake Placid: 51%
  - Lake George: 27%

- **Any child between 13-17**
  - Adirondacks: 18%
  - Lake Placid: 22%
  - Lake George: 17%

- **Any child between 6-12**
  - Adirondacks: 30%
  - Lake Placid: 36%
  - Lake George: 30%

- **Any child under 6**
  - Adirondacks: 25%
  - Lake Placid: 22%
  - Lake George: 22%
Education

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>23</td>
<td>30</td>
</tr>
<tr>
<td>College graduate</td>
<td>36</td>
<td>41</td>
</tr>
<tr>
<td>Some college</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>High school or less</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Percent
**Education 2017 vs. 2016**

**Base: Overnight Person-Trips to Adirondacks**

- **Post-graduate**: 2017 - 30%, 2016 - 29%
- **College graduate**: 2017 - 36%, 2016 - 37%
- **Some college**: 2017 - 18%, 2016 - 18%
- **High school or less**: 2017 - 15%, 2016 - 15%
- **Other**: 2017 - 1%, 2016 - <1%
Education
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>College graduate</td>
<td>36%</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Some college</td>
<td>18%</td>
<td>14%</td>
<td>14%</td>
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<tr>
<td>High school or less</td>
<td>19%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Employment

Base: Overnight Person-Trips

- Full time/ self-employed
  - Adirondacks: 63%
  - U.S. Norm: 55%
- Part time
  - Adirondacks: 7%
  - U.S. Norm: 9%
- Not employed/retired/ other
  - Adirondacks: 30%
  - U.S. Norm: 36%
Employment
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Full time/ self-employed: 63% (2017) vs. 61% (2016)
- Part time: 11% (2017) vs. 7% (2016)
- Not employed/retired/ other: 30% (2017) vs. 28% (2016)
**Employment**

**Adirondacks vs. Lake Placid vs. Lake George**

Base: Overnight Person-Trips

- **Full time/ self-employed**
  - Adirondacks: 63%
  - Lake Placid: 62%
  - Lake George: 78%

- **Part time**
  - Adirondacks: 7%
  - Lake Placid: 5%
  - Lake George: 5%

- **Not employed/retired/ other**
  - Adirondacks: 30%
  - Lake Placid: 17%
  - Lake George: 33%
Household Income

Base: Overnight Person-Trips

- **$150K+**: Adirondacks 5, U.S. Norm 6
- **$100-$149.9K**: Adirondacks 15, U.S. Norm 15
- **$75-$99.9K**: Adirondacks 16, U.S. Norm 28
- **$50-$74.9K**: Adirondacks 23, U.S. Norm 23
- **< $49.9K**: Adirondacks 29, U.S. Norm 40

Percent
Household Income 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- $150K+: 5% (2017), 6% (2016)
- $100-$149.9K: 15% (2017), 17% (2016)
- $75-$99.9K: 24% (2017), 28% (2016)
- $50-$74.9K: 21% (2017), 23% (2016)
- <$49.9K: 29% (2017), 32% (2016)
Household Income
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- $150K+
  - Adirondacks: 5
  - Lake Placid: 4
  - Lake George: 6

- $100-$149.9K
  - Adirondacks: 14
  - Lake Placid: 15
  - Lake George: 17

- $75-$99.9K
  - Adirondacks: 28
  - Lake Placid: 28
  - Lake George: 41

- $50-$74.9K
  - Adirondacks: 24
  - Lake Placid: 25
  - Lake George: 23

- <$49.9K
  - Adirondacks: 29
  - Lake Placid: 28
  - Lake George: 18

Percent
### Race

**Base: Overnight Person-Trips**

- **White**: 93% Adirondacks, 83% U.S. Norm
- **African-American**: 2% Adirondacks, 7% U.S. Norm
- **Other**: 5% Adirondacks, 10% U.S. Norm

**Percent**

- **Adirondacks**
- **U.S. Norm**
Race 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- White
  - 2017: 93%
  - 2016: 90%

- African-American
  - 2017: 2%
  - 2016: 4%

- Other
  - 2017: 5%
  - 2016: 6%
Race
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

White
- Adirondacks: 93%
- Lake Placid: 93%
- Lake George: 91%

African-American
- Adirondacks: 2%
- Lake Placid: 2%
- Lake George: 2%

Other
- Adirondacks: 5%
- Lake Placid: 5%
- Lake George: 7%
Hispanic Background

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>96</td>
<td>91</td>
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<tr>
<td>Yes</td>
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<td>9</td>
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</table>
Hispanic Background 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- No: 96% (2017), 92% (2016)
- Yes: 4% (2017), 8% (2016)
Hispanic Background
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

Percent

No

Yes

Adirondacks  Lake Placid  Lake George
Trip Planning & Booking – Overnight Trips
Length of Trip Planning

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
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</thead>
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<td>More than 1 year in advance</td>
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<td>12</td>
</tr>
<tr>
<td>6-12 months</td>
<td>14</td>
<td>22</td>
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<tr>
<td>3-5 months</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>2 months</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>1 month or less</td>
<td>12</td>
<td>25</td>
</tr>
<tr>
<td>Did not plan anything in advance</td>
<td>14</td>
<td>35</td>
</tr>
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</table>

Percent
Length of Trip Planning 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Duration</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 1 year in advance</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>6-12 months</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>3-5 months</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>2 months</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>1 month or less</td>
<td>25</td>
<td>28</td>
</tr>
<tr>
<td>Did not plan anything in advance</td>
<td>12</td>
<td>7</td>
</tr>
</tbody>
</table>
Length of Trip Planning
Adirondacks vs. Lake Placid vs. Lake George

More than 1 year in advance
- Adirondacks: 7%
- Lake Placid: 22%
- Lake George: 26%

6-12 months
- Adirondacks: 13%
- Lake Placid: 24%
- Lake George: 29%

3-5 months
- Adirondacks: 10%
- Lake Placid: 16%
- Lake George: 20%

2 months
- Adirondacks: 14%
- Lake Placid: 15%
- Lake George: 20%

1 month or less
- Adirondacks: 12%
- Lake Placid: 15%
- Lake George: 25%

Did not plan anything in advance
- Adirondacks: 10%
- Lake Placid: 12%
- Lake George: 25%

Base: Overnight Person-Trips
Trip Planning Information Sources

Base: Overnight Person-Trips

- Travel agent/company: Adirondacks 16, U.S. Norm 14
- Auto club/AAA: Adirondacks 15, U.S. Norm 15
- Hotel or resort: Adirondacks 15, U.S. Norm 15
- Airline/commercial carrier: Adirondacks 13, U.S. Norm 12
- Advice from relatives or friends: Adirondacks 12, U.S. Norm 10
- Destination websites: Adirondacks 10, U.S. Norm 9
- Online travel agencies: Adirondacks 10, U.S. Norm 9
- Social Media: Adirondacks 8, U.S. Norm 10
- Travel company websites: Adirondacks 6, U.S. Norm 9
Trip Planning Information Sources

Base: Overnight Person-Trips

- Visitors’ bureau/gov tourism office: Adirondacks 6, U.S. Norm 3
- Travel guide/other books: Adirondacks 5, U.S. Norm 4
- Lodging sharing websites (AirBnB, VRBO, etc.): Adirondacks 5, U.S. Norm 4
- TV program/ad: Adirondacks 5, U.S. Norm 1
- Magazine articles/ad: Adirondacks 5, U.S. Norm 2
- 800/888 number: Adirondacks 4, U.S. Norm 2
- Newspaper articles/ad: Adirondacks 3, U.S. Norm 1
- Radio show/ad: Adirondacks 3, U.S. Norm 1
- Travel/ski show or exhibition: Adirondacks 2, U.S. Norm <1
Trip Planning Information Sources
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

Travel agent/company
Auto club/AAA
Hotel or resort
Airline/commercial carrier
Advice from relatives or friends
Destination websites
Online travel agencies
Social Media
Travel company websites

Percent

2017
2016

Travel agent/company 20%
Auto club/AAA 16%
Hotel or resort 15%
Airline/commercial carrier 14%
Advice from relatives or friends 12%
Destination websites 10%
Online travel agencies 10%
Social Media 8%
Travel company websites 7%
Trip Planning Information Sources
2017 vs. 2016 (Cont’d)

Base: Overnight Person-Trips to Adirondacks

- Visitors' bureau/gov tourism office
- Travel guide/other books
- Lodging sharing websites (AirBnB, VRBO, etc.)
- TV program/ad
- Magazine articles/ad
- 800/888 number
- Newspaper articles/ad
- Radio show/ad
- Travel/ski show or exhibition

Percent

<table>
<thead>
<tr>
<th>Source</th>
<th>2017</th>
<th>2016</th>
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<tr>
<td>Visitors' bureau/gov tourism office</td>
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<td>8</td>
</tr>
<tr>
<td>Travel guide/other books</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Lodging sharing websites (AirBnB, VRBO, etc.)</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>TV program/ad</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Magazine articles/ad</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>800/888 number</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Newspaper articles/ad</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Radio show/ad</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Travel/ski show or exhibition</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>
Trip Planning Information Sources
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- Travel agent/company: Adirondacks 20, Lake Placid 33, Lake George 44
- Auto club/AAA: Adirondacks 16, Lake Placid 19, Lake George 21
- Hotel or resort: Adirondacks 14, Lake Placid 15, Lake George 19
- Airline/commercial carrier: Adirondacks 19, Lake Placid 24, Lake George 21
- Advice from relatives or friends: Adirondacks 12, Lake Placid 15, Lake George 18
- Destination websites: Adirondacks 10, Lake Placid 10, Lake George 10
- Online travel agencies: Adirondacks 14, Lake Placid 18, Lake George 14
- Social Media: Adirondacks 7, Lake Placid 9, Lake George 10
- Travel company websites: Adirondacks 6, Lake Placid 10, Lake George 10
Trip Planning Information Sources (Cont’d)
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- Visitors' bureau/gov tourism office: Adirondacks 6, Lake Placid 7, Lake George 11
- Travel guide/other books: Adirondacks 5, Lake Placid 9, Lake George 9
- Lodging sharing websites (Airbnb, etc.): Adirondacks 5, Lake Placid 6, Lake George 8
- TV program/ad: Adirondacks 5, Lake Placid 6, Lake George 10
- Magazine articles/ad: Adirondacks 5, Lake Placid 9, Lake George 9
- 800/888 number: Adirondacks 4, Lake Placid 7, Lake George 7
- Radio show/ad: Adirondacks 3, Lake Placid 6, Lake George 6
- Newspaper articles/ad: Adirondacks 3, Lake Placid 6, Lake George 6
- Travel/ski show or exhibition: Adirondacks 2, Lake Placid 4, Lake George 4
Method of Booking

Base: Overnight Person-Trips

- Travel agent/company: Adirondacks 17%, U.S. Norm 18%
- Hotel or resort: Adirondacks 14%, U.S. Norm 15%
- Airline/commercial carrier: Adirondacks 12%, U.S. Norm 9%
- Auto club/AAA: Adirondacks 11%, U.S. Norm 4%
- Online travel agencies: Adirondacks 15%, U.S. Norm 11%
- 800/888 number: Adirondacks 14%, U.S. Norm 5%
- Travel company websites: Adirondacks 12%, U.S. Norm 5%
- Visitors' bureau/gov tourism office: Adirondacks 9%, U.S. Norm 5%
- Lodging sharing websites (AirBnB, VRBO, etc.): Adirondacks 5%, U.S. Norm 5%
- Destination websites: Adirondacks 4%, U.S. Norm 5%
- Travel/ski show or exhibition: Adirondacks 1%, U.S. Norm 4%
Method of Booking
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Travel agent/company: 22% (2017) vs. 25% (2016)
- Hotel or resort: 17% vs. 20%
- Airline/commercial carrier: 15% vs. 17%
- Auto club/AAA: 14% vs. 17%
- Online travel agencies: 11% vs. 18%
- 800/888 number: 5% vs. 9%
- Travel company websites: 5% vs. 6%
- Visitors' bureau/gov tourism office: 5% vs. 8%
- Lodging sharing websites: 5% vs. 7%
- Destination websites: 5% vs. 6%
- Travel/ski show or exhibition: 4% vs. 5%

Percent

- 2017
- 2016
Method of Booking
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Method</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel agent/company</td>
<td>15</td>
<td>17</td>
<td>22</td>
</tr>
<tr>
<td>Hotel or resort</td>
<td>17</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Airline/commercial carrier</td>
<td>15</td>
<td>17</td>
<td>24</td>
</tr>
<tr>
<td>Auto club/AAA</td>
<td>14</td>
<td>17</td>
<td>31</td>
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<tr>
<td>Online travel agencies</td>
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<tr>
<td>800/888 number</td>
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<td>8</td>
</tr>
<tr>
<td>Travel company websites</td>
<td>5</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Visitors' bureau/gov tourism office</td>
<td>5</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Lodging sharing websites…</td>
<td>5</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Destination websites</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Travel/ski show or exhibition</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

Percent
Devices Used for Trip Planning

Base: Overnight Person-Trips

- **Used Any Device (net)**
  - **Aridondacks**: 87%
  - **U.S. Norm**: 84%

- **Laptop**
  - **Aridondacks**: 48%
  - **U.S. Norm**: 45%

- **Desktop/Home computer**
  - **Aridondacks**: 46%
  - **U.S. Norm**: 38%

- **Smartphone**
  - **Aridondacks**: 31%
  - **U.S. Norm**: 34%

- **Tablet**
  - **Aridondacks**: 22%
  - **U.S. Norm**: 16%

Percent

- **Aridondacks**
- **U.S. Norm**
Devices Used for Trip Planning
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Used Any Device (net)
  - 2017: 87
  - 2016: 86

- Laptop
  - 2017: 48
  - 2016: 46

- Desktop/Home computer
  - 2017: 46
  - 2016: 55

- Smartphone
  - 2017: 31
  - 2016: 32

- Tablet
  - 2017: 22
  - 2016: 20

Percent

2017  2016

Longwoods International
40 Years Together
Devices Used for Trip Planning
Adirondacks vs. Lake Placid vs. Lake George

Used Any Device (net)

Base: Overnight Person-Trips

Percent

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used Any Device (net)</td>
<td>87</td>
<td>90</td>
<td>97</td>
</tr>
<tr>
<td>Laptop</td>
<td>48</td>
<td>50</td>
<td>55</td>
</tr>
<tr>
<td>Desktop/Home computer</td>
<td>46</td>
<td>45</td>
<td>70</td>
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<tr>
<td>Smartphone</td>
<td>31</td>
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<td>35</td>
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<tr>
<td>Tablet</td>
<td>22</td>
<td>23</td>
<td>32</td>
</tr>
</tbody>
</table>
Overnight Trip Characteristics
2017 Main Purpose of Trip

Marketable Trips: 48%

- Visiting friends/relatives: 45%
  - Outdoors: 11%
  - Touring: 17%
  - Special event: 8%
  - City trip: 3%
  - Casino: 2%
  - Theme park: 2%
  - Resort: 2%
  - Cruise: 1%
  - Golf Trip: 1%
  - Skiing/snowboarding: 1%
- Conference/convention: 2%
- Other business trip: 3%
- Business-leisure: 2%

Base: Overnight Person-Trips to Adirondacks
Main Purpose of Leisure Trip

Base: Overnight Person-Trips

- Visiting friends/relatives: Adirondacks 45%, U.S. Norm 43%
- Outdoors: Adirondacks 17%, U.S. Norm 11%
- Touring: Adirondacks 9%, U.S. Norm 8%
- Special event: Adirondacks 8%, U.S. Norm 8%
- City trip: Adirondacks 5%, U.S. Norm 3%
- Casino: Adirondacks 4%, U.S. Norm 2%
- Theme park: Adirondacks 4%, U.S. Norm 2%
- Resort: Adirondacks 5%, U.S. Norm 2%
- Cruise: Adirondacks 2%, U.S. Norm 1%
- Golf Trip: Adirondacks 1%, U.S. Norm 1%
- Ski/Snowboarding: Adirondacks 1%, U.S. Norm 1%

Percent

Adirondacks
U.S. Norm
Main Purpose of Overnight Leisure Trip – 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Purpose</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting friends/relatives</td>
<td>45</td>
<td>46</td>
</tr>
<tr>
<td>Outdoors</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Touring</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Special event</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>City trip</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Casino</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Theme park</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Resort</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Cruise</td>
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<td>2</td>
</tr>
<tr>
<td>Golf Trip</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Skiing/snowboarding</td>
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<td>1</td>
</tr>
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</table>

Percent
Main Purpose of Leisure Trip – Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
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<tbody>
<tr>
<td>Visiting friends/relatives</td>
<td>45</td>
<td>38</td>
<td>47</td>
</tr>
<tr>
<td>Outdoors</td>
<td>13</td>
<td>11</td>
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</tr>
<tr>
<td>Touring</td>
<td>17</td>
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<td>16</td>
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<tr>
<td>Special event</td>
<td>8</td>
<td>7</td>
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<tr>
<td>City trip</td>
<td>11</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Casino</td>
<td>13</td>
<td>4</td>
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</tr>
<tr>
<td>Theme park</td>
<td>6</td>
<td>2</td>
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<tr>
<td>Resort</td>
<td>13</td>
<td>4</td>
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<td>Cruise</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Golf Trip</td>
<td>7</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Skiing/snowboarding</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Main Purpose of Business Trip

Conference/Convention

Other business trip

Base: Overnight Person-Trips

Percent

Adirondacks

U.S. Norm

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference/Convention</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Other business trip</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>
Main Purpose of Overnight Business Trip – 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Conference/convention
  - 2017: 2
  - 2016: 2

- Other business trip
  - 2017: 3
  - 2016: 2
Main Purpose of Business Trip – Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference/convention</td>
<td>2</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Other business trip</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>
Season of Trip

Base: Overnight Person-Trips to Adirondacks

- January-March: 17%
- April-June: 26%
- July-September: 35%
- October-December: 22%

Percent
Season of Trip 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Season</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>April-June</td>
<td>26</td>
<td>29</td>
</tr>
<tr>
<td>July-September</td>
<td>32</td>
<td>35</td>
</tr>
<tr>
<td>October-December</td>
<td>22</td>
<td>21</td>
</tr>
</tbody>
</table>

Percent
Season of Trip
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Season</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March</td>
<td>17</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>April-June</td>
<td>20</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>July-September</td>
<td>22</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>October-December</td>
<td>25</td>
<td>34</td>
<td>35</td>
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</tbody>
</table>

Percent
% Very Satisfied with Trip

Overall trip experience
Safety & Security*
Friendliness of people
Sightseeing/ attractions
Quality of food
Quality of accomodations
Cleanliness*
Value for the money
Music/ nightlife/ entertainment

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall trip experience</td>
<td>77</td>
<td>74</td>
</tr>
<tr>
<td>Safety &amp; Security*</td>
<td>72</td>
<td></td>
</tr>
<tr>
<td>Friendliness of people</td>
<td>72</td>
<td></td>
</tr>
<tr>
<td>Sightseeing/ attractions</td>
<td>67</td>
<td>66</td>
</tr>
<tr>
<td>Quality of food</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Quality of accomodations</td>
<td>61</td>
<td>63</td>
</tr>
<tr>
<td>Cleanliness*</td>
<td>64</td>
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<tr>
<td>Value for the money</td>
<td>59</td>
<td>62</td>
</tr>
<tr>
<td>Music/ nightlife/ entertainment</td>
<td>46</td>
<td>52</td>
</tr>
</tbody>
</table>

* Added in 2017
Past Visitation to Adirondacks

Base: Overnight Person-Trips

- **Ever**
  - 2017: 77%
  - 2016: 83%

- **Past 12 Months***
  - 2017: 64%
  - 2016: 62%

* Question wording changed in 2017
Devices Used During Trip

Base: Overnight Person-Trips

Used Any Device (net)

- Adirondacks: 86%
- U.S. Norm: 85%

Smartphone

- Adirondacks: 64%
- U.S. Norm: 71%

Laptop

- Adirondacks: 34%
- U.S. Norm: 31%

Tablet

- Adirondacks: 33%
- U.S. Norm: 27%
Devices Used During Trip
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Device</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used Any Device (net)</td>
<td>86</td>
<td>83</td>
</tr>
<tr>
<td>Smartphone</td>
<td>64</td>
<td>60</td>
</tr>
<tr>
<td>Laptop</td>
<td>34</td>
<td>37</td>
</tr>
<tr>
<td>Tablet</td>
<td>33</td>
<td>39</td>
</tr>
</tbody>
</table>

Percent

2017  | 2016
Devices Used During Trip
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- **Used Any Device (net)**
  - Adirondacks: 86%
  - Lake Placid: 93%
  - Lake George: 90%

- **Smartphone**
  - Adirondacks: 64%
  - Lake Placid: 61%
  - Lake George: 72%

- **Laptop**
  - Adirondacks: 34%
  - Lake Placid: 43%
  - Lake George: 33%

- **Tablet**
  - Adirondacks: 33%
  - Lake Placid: 42%
  - Lake George: 39%
Total Nights Away on Trip

Base: Overnight Person-Trips

- **1 night**
  - Adirondacks: 21%
  - U.S. Norm: 22%
- **2 nights**
  - Adirondacks: 27%
  - U.S. Norm: 29%
- **3-4 nights**
  - Adirondacks: 25%
  - U.S. Norm: 27%
- **5-6 nights**
  - Adirondacks: 12%
  - U.S. Norm: 11%
- **7-13 nights**
  - Adirondacks: 9%
  - U.S. Norm: 10%
- **14+ nights**
  - Adirondacks: 4%
  - U.S. Norm: 3%

**Average Adirondacks:** 3.8 nights
**Average U.S. Norm:** 3.7 nights

---

**Longwoods International**

*40 Years Together*
Total Nights Away on Trip
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- 1 night:
  - 2017: 21
  - 2016: 18

- 2 nights:
  - 2017: 29
  - 2016: 27

- 3-4 nights:
  - 2017: 25
  - 2016: 29

- 5-6 nights:
  - 2017: 12
  - 2016: 12

- 7-13 nights:
  - 2017: 9
  - 2016: 9

- 14+ nights:
  - 2017: 4
  - 2016: 4

Average 2017: 3.8 nights
Average 2016: 4.0 nights
Total Nights Away on Trip
Adirondacks vs. Lake Placid vs. Lake George

Average Adirondacks = 3.8 nights
Average Lake Placid = 3.7 nights
Average Lake George = 4.2 nights
Number of Nights Spent in Adirondacks

Base: Overnight Person-Trips with 1+ Nights Spent In Adirondacks

- 1 night: 41
- 2 nights: 25
- 3-4 nights: 19
- 5-6 nights: 8
- 7+ nights: 7

Average Nights Spent in Adirondacks = 2.7
Number of Nights Spent in Adirondacks – 2017 vs. 2016

Base: Overnight Person-Trips with 1+ Nights Spent In Adirondacks

- 1 night: 2017 = 41%, 2016 = 39%
- 2 nights: 2017 = 25%, 2016 = 25%
- 3-4 nights: 2017 = 19%, 2016 = 21%
- 5-6 nights: 2017 = 8%, 2016 = 7%
- 7+ nights: 2017 = 9%, 2016 = 7%

Average
- 2017 = 2.7 nights
- 2016 = 3.1 nights
Adirondacks

- **Average Number of People**
  - Adults: 2.4
  - Children: 0.8
  - Total: 3.2

U.S. Norm

- **Average Number of People**
  - Adults: 2.2
  - Children: 0.6
  - Total: 2.8

Base: Overnight Person-Trips
Size of Travel Party
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Year</th>
<th>Adults</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2.4</td>
<td>0.8</td>
<td>3.2</td>
</tr>
<tr>
<td>2016</td>
<td>2.3</td>
<td>1.1</td>
<td>3.4</td>
</tr>
</tbody>
</table>
Size of Travel Party
Adirondacks vs. Lake Placid vs. Lake George

Adirondacks
- Adults: 2.4
- Children: 0.8
- Total: 3.2

Lake Placid
- Adults: 2.2
- Children: 0.9
- Total: 3.1

Lake George
- Adults: 2.5
- Children: 0.8
- Total: 3.3

Base: Overnight Person-Trips

Average Number of People
- Green: Adults
- Yellow: Children
Composition of Immediate Travel Party

Base: Overnight Person-Trips

- Spouse/partner: Adirondacks 65%, U.S. Norm 72%
- Child(ren): Adirondacks 35%, U.S. Norm 44%
- Friend(s): Adirondacks 16%, U.S. Norm 17%
- Just myself/traveled alone: Adirondacks 25%, U.S. Norm 15%
- Parent(s): Adirondacks 10%, U.S. Norm 11%
- Other relative(s): Adirondacks 9%, U.S. Norm 12%
- Grandparent(s): Adirondacks 2%, U.S. Norm 2%
- Business associate(s): Adirondacks 2%, U.S. Norm 3%
Composition of Immediate Travel Party Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- **Spouse/partner**: 72% Adirondacks, 79% Lake Placid, 78% Lake George
- **Child(ren)**: 44% Adirondacks, 51% Lake Placid, 16% Lake George
- **Friend(s)**: 16% Adirondacks, 16% Lake Placid, 11% Lake George
- **Just myself/traveled alone**: 15% Adirondacks, 16% Lake Placid, 11% Lake George
- **Parent(s)**: 10% Adirondacks, 10% Lake Placid, 9% Lake George
- **Other relative(s)**: 11% Adirondacks, 9% Lake Placid, 5% Lake George
- **Grandparent(s)**: 2% Adirondacks, 2% Lake Placid, 1% Lake George
- **Business associate(s)**: 2% Adirondacks, 1% Lake Placid, 1% Lake George

Percentages are approximate.
Transportation

Base: Overnight Person-Trips

- Own car/truck: 83%
- Taxi cab: 20%
- Plane: 23%
- Rental car: 17%
- Online taxi service (Uber, Lyft, etc.): 10%
- Train: 10%
- Camper, R.V: 4%
- Bus: 5%
- Motorcycle: 2%
- Bicycle: 2%
- Ship/Boat: 2%

Adirondacks vs. U.S. Norm
Transportation
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Own car/truck: 83% (2016) vs. 76% (2017)
- Traditional Taxi Cab: 21% (2016) vs. 20% (2017)
- Plane: 11% (2016) vs. 11% (2017)
- Rental car: 21% (2016) vs. 20% (2017)
- Online taxi service: 12% (2016) vs. 9% (2017)
- Train: 10% (2016)
- Camper, R.V: 7% (2016)
- Bus: 7% (2016)
- Motorcycle: 4% (2016)
- Bicycle: 4% (2016)
- Ship/Boat: 2% (2016)
Transportation
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- Own car/truck
- Traditional Taxi Cab
- Plane
- Rental car
- Online taxi service
- Train
- Camper, R.V
- Bus
- Motorcycle
- Bicycle
- Ship/Boat

Percent

Adirondacks | Lake Placid | Lake George
Accommodations

Base: Overnight Person-Trips

- Resort hotel: 32%
- Motel: 23%
- Home of Friend/Relative: 19%
- Hotel: 18%
- Campground/trailer park/RV park: 11%
- Bed & Breakfast: 9%
- Own Home/Condo/Apt/2nd Home: 7%
- Rented Cottage/Cabin: 6%
- Country Inn/Lodge: 6%
- Rented home/condo/apartment: 4%
- Time Share: 4%
- Boat/Cruise Ship: 2%
- Other: 4%

Percent

Adirondacks vs U.S. Norm
Accommodations 2017 vs. 2016

Base: Overnight Person-Trips

- Resort hotel: 47% (2017), 32% (2016)
- Motel: 26% (2017), 18% (2016)
- Home of Friend/Relative: 18% (2017), 14% (2016)
- Hotel: 13% (2017), 12% (2016)
- Campground/trailer park/RV park: 12% (2017), 11% (2016)
- Bed & Breakfast: 12% (2017), 9% (2016)
- Own Home/Condo/Apt/2nd Home: 10% (2017), 7% (2016)
- Rented Cottage/Cabin: 9% (2017), 6% (2016)
- Country Inn/Lodge: 9% (2017), 6% (2016)
- Rented home/condo/apartment: 8% (2017), 4% (2016)
- Time Share: 7% (2017), 4% (2016)
- Boat/Cruise Ship: 3% (2017), 1% (2016)
- Other: 4% (2017), 4% (2016)
Overnight Trip Experiences
Activities and Experiences

Base: Overnight Person-Trips

- Shopping: Adirondacks 26, U.S. Norm 32
- Hiking/Backpacking: Adirondacks 19, U.S. Norm 32
- Swimming: Adirondacks 18, U.S. Norm 15
- Camping: Adirondacks 15, U.S. Norm 14
- National/State Park: Adirondacks 14, U.S. Norm 10
- Fine Dining: Adirondacks 20, U.S. Norm 14
- Beach/Waterfront: Adirondacks 15, U.S. Norm 14
- Landmark/Historic Site: Adirondacks 14, U.S. Norm 11
- Bar/Nightclub: Adirondacks 15, U.S. Norm 11
- Museum: Adirondacks 11, U.S. Norm 11
- Fishing: Adirondacks 10, U.S. Norm 10
- Boating/Sailing: Adirondacks 10, U.S. Norm 10

Percent

Adirondacks  U.S. Norm
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brewery</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Casino</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Winery</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Theme Park</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Waterpark</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Fair/Exhibition/Festival</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Golf</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Zoo</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Art Gallery</td>
<td>6</td>
<td></td>
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<tr>
<td>Mountain Climbing</td>
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<td></td>
</tr>
<tr>
<td>Tennis</td>
<td>5</td>
<td></td>
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<tr>
<td>Theater</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

Percent

Adirondacks  U.S. Norm
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

- Biking
- Dance
- Hunting
- Spa
- Watch/Participate in Kids Sports Event
- Business Meeting
- Birding
- Conference/Convention
- Motorcycle Touring
- Educational Seminar
- Rafting
- Watch/Participate in Youth/Teenager Sports

Percent

Adirondacks  U.S. Norm
Activities and Experiences
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Shopping: 26% (2017), 28% (2016)
- Hiking/Backpacking: 18% (2017), 19% (2016)
- Swimming: 14% (2017), 15% (2016)
- Camping: 14% (2017), 14% (2016)
- National/State Park: 14% (2017), 15% (2016)
- Fine dining: 14% (2017), 14% (2016)
- Beach/Waterfront: 14% (2017), 14% (2016)
- Landmark/Historic Site: 12% (2017), 12% (2016)
- Bar/Nightclub: 10% (2017), 11% (2016)
- Museum: 11% (2017), 11% (2016)
- Fishing: 10% (2017), 10% (2016)
- Boating/Sailing: 10% (2017), 13% (2016)
Activities and Experiences (Cont’d)
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

Brewery
Casino
Winery
Theme Park
Waterpark*
Golf
Zoo
Fair/Exhibition/Festival
Art gallery
Mountain climbing
Tennis
Theater

* Added in 2017

2017  2016
Activities and Experiences (Cont’d)
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Activity</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biking</td>
<td>5</td>
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<tr>
<td>Dance</td>
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<tr>
<td>Spa</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Hunting</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Watch/Participate in Kids Sports Event</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Business Meeting</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Birding</td>
<td>4</td>
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<tr>
<td>Educational Seminar</td>
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<td>8</td>
</tr>
<tr>
<td>Convention/Conference</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Motorcycle Touring</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Rafting</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Watch/Participate in Youth/Teenager Sports</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>
Activities and Experiences
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- Shopping
- Hiking/backpacking
- Swimming
- Camping
- National/state park
- Fine dining
- Beach/Waterfront
- Landmark/historic site
- Bar/Nightclub
- Museum
- Fishing
- Boating/sailing

Percent

Adirondacks  | Lake Placid  | Lake George
---|---|---
Shopping  | 24  | 26  | 35
Hiking/backpacking  | 19  | 20  | 26
Swimming  | 15  | 16  | 20
Camping  | 15  | 16  | 20
National/state park  | 14  | 16  | 20
Fine dining  | 14  | 16  | 20
Beach/Waterfront  | 13  | 14  | 20
Landmark/historic site  | 12  | 13  | 18
Bar/Nightclub  | 11  | 14  | 15
Museum  | 11  | 14  | 15
Fishing  | 10  | 14  | 16
Boating/sailing  | 8  | 10  | 13

151
Activities and Experiences (Cont’d)  
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brewery</td>
<td>9</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Casino</td>
<td>8</td>
<td>10</td>
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<td>Waterpark</td>
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<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Fair/exhibition/festival</td>
<td>8</td>
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<tr>
<td>Golf</td>
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</tr>
<tr>
<td>Zoo</td>
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<td>Art gallery</td>
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<td>11</td>
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<tr>
<td>Mountain climbing</td>
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<td>Tennis</td>
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<tr>
<td>Theater</td>
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<td>8</td>
<td>10</td>
</tr>
</tbody>
</table>
Activities and Experiences (Cont’d)
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- Biking
- Dance
- Hunting
- Spa
- Watch/Participate in Kids Sports Event
- Business Meeting
- Birding
- Convention/Conference
- Motorcycle touring
- Educational Seminar
- Rafting
- Watch/Participate in Youth/Teenager Sports

Percent

Adirondacks | Lake Placid | Lake George
Activities of Special Interest

- Historic Places: 23
- Cultural Activities/Attractions: 17
- Brewery Tours/Beer Tasting: 14
- Winery Tours/Tasting: 11
- Exceptional Culinary Experiences: 9
- Eco-Tourism: 3
- Traveling with Grandchildren: 8
- Agritourism: 7
- Wedding: 7
- Religious Travel: 7
- Medical Tourism: 6

Base: Overnight Person-Trips

Adirondacks vs. U.S. Norm

Adirondacks: 154
Activities of Special Interest 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Historic places, sites and landmarks
- Cultural activities & attraction
- Brewery Tours and Beer Tasting
- Winery tours & wine tasting
- Exceptional culinary experience
- Eco-Tourism
- Traveling with grandchildren
- Agritourism
- Wedding
- Religious Travel
- Medical Tourism

Percent

- 2017
- 2016
Activities of Special Interest
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- Historic places, sites and landmarks
- Cultural activities & attraction
- Brewery Tours and Beer Tasting
- Winery tours & wine tasting
- Exceptional culinary experience
- Eco-Tourism
- Traveling with grandchildren
- Agritourism
- Wedding
- Religious Travel
- Medical Tourism

Percent

Adirondacks  Lake Placid  Lake George
Online Social Media Use by Travelers

Base: Overnight Person-Trips

- Used any social media for travel: 70% in Adirondacks, 68% in U.S. Norm
- Posted travel photos/video online: 29% in Adirondacks, 34% in U.S. Norm
- Accessed travel news/events/deals/promotions: 23% in Adirondacks, 22% in U.S. Norm
- Looked at travel photos/video online: 22% in Adirondacks, 24% in U.S. Norm
- Read travel reviews: 22% in Adirondacks, 28% in U.S. Norm
- Got travel advice: 14% in Adirondacks, 11% in U.S. Norm
- Connected with others interested in travel: 12% in Adirondacks, 11% in U.S. Norm
- Gave travel advice: 8% in Adirondacks, 12% in U.S. Norm

Percent
Online Social Media Use by Travelers (Cont’d)

Base: Overnight Person-Trips

- Used any social media for travel: 70%
- "Followed" a destination/attraction: Adirondacks 11%, U.S. Norm 9%
- Contributed travel reviews: Adirondacks 11%, U.S. Norm 11%
- Read a travel blog: Adirondacks 10%, U.S. Norm 13%
- Tweeted about a trip: Adirondacks 8%, U.S. Norm 7%
- Subscribed to a travel e-newsletter: Adirondacks 7%, U.S. Norm 7%
- Blogged about a trip: Adirondacks 5%, U.S. Norm 3%
Online Social Media Use by Travelers
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Used any social media for travel
  - 2017: 70%
  - 2016: 83%

- Posted travel photos/video online
  - 2017: 29%
  - 2016: 29%

- Accessed travel news/events/deals/promotions
  - 2017: 23%
  - 2016: 21%

- Looked at travel photos/video online
  - 2017: 22%
  - 2016: 24%

- Read travel reviews
  - 2017: 22%
  - 2016: 27%

- Got travel advice
  - 2017: 14%
  - 2016: 17%

- Connected with others interested in travel
  - 2017: 12%
  - 2016: 15%

- Gave travel advice
  - 2017: 12%
  - 2016: 16%

Percent

2017
2016
Online Social Media Use by Travelers (Cont’d)
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- Used any social media for travel: 83% in 2017 vs. 70% in 2016
- "Followed" a destination/attraction: 17% in 2017 vs. 11% in 2016
- Contributed travel reviews: 16% in 2017 vs. 11% in 2016
- Read a travel blog: 13% in 2017 vs. 10% in 2016
- Tweeted about a trip: 14% in 2017 vs. 8% in 2016
- Subscribed to a travel e-newsletter: 10% in 2017 vs. 7% in 2016
- Blogged about a trip: 9% in 2017 vs. 5% in 2016
Online Social Media Use by Travelers
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- Used any social media for travel: 70% Adirondacks, 77% Lake Placid, 82% Lake George
- Posted travel photos/video online: 25% Adirondacks, 22% Lake Placid, 22% Lake George
- Accessed travel news/events/deals/promotions: 23% Adirondacks, 29% Lake Placid, 29% Lake George
- Looked at travel photos/video online: 39% Adirondacks, 31% Lake Placid, 31% Lake George
- Read travel reviews: 19% Adirondacks, 19% Lake Placid, 25% Lake George
- Got travel advice: 14% Adirondacks, 15% Lake Placid, 15% Lake George
- Connected with others interested in travel: 12% Adirondacks, 13% Lake Placid, 13% Lake George
- Gave travel advice: 15% Adirondacks, 20% Lake Placid, 15% Lake George
Online Social Media Use by Travelers (Cont’d)
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

- Used any social media for travel: 82% Lake Placid, 77% Lake George, 70% Adirondacks
- Followed a destination/attraction: Lake Placid 14%, Lake George 17%, Adirondacks 11%
- Contributed travel reviews: Lake Placid 12%, Lake George 16%, Adirondacks 11%
- Read a travel blog: Lake Placid 10%, Lake George 12%, Adirondacks 10%
- Tweeted about a trip: Lake Placid 8%, Lake George 12%, Adirondacks 8%
- Subscribed to a travel e-newsletter: Lake Placid 9%, Lake George 11%, Adirondacks 5%
- Blogged about a trip: Lake Placid 6%, Lake George 7%, Adirondacks 7%
Organization Membership
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

- AARP: 2017: 24, 2016: 21
- Better World Club: 2017: 12, 2016: 14
Organization Membership
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

AAA
- Adirondacks: 53%
- Lake Placid: 60%
- Lake George: 55%

AARP
- Adirondacks: 24%
- Lake Placid: 22%
- Lake George: 29%

National Motor Club
- Adirondacks: 20%
- Lake Placid: 15%
- Lake George: 12%

Better World Club
- Adirondacks: 10%
- Lake Placid: 27%
- Lake George: 27%
Sources of Business – Day Trips
Sources of Business

Base: Day Person-Trips to Adirondacks

- States contributing 5% or more
- States contributing 3% - 5%
- DMA’s contributing more than 3%
2017 State Origin Of Trip

Base: Day Person-Trips to Adirondacks

- New York: 79
- Pennsylvania: 3
- Vermont: 2
- Texas: 2
- Florida: 2
- Connecticut: 2
- New Jersey: 2

Percent
2016 State Origin Of Trip

Base: Day Person-Trips to Adirondacks

- New York: 76
- California: 5
- Vermont: 3
- New Jersey: 3
- Texas: 3

Percent
2017 DMA Origin Of Trip

Base: Day Person-Trips to Adirondacks

- New York, NY/NJ/PA/CT: 20
- Albany-Schenectady-Troy, NY: 16
- Syracuse, NY: 14
- Utica, NY: 10
- Rochester, NY: 6
- Watertown, NY: 5
- Burlington-Plattsburgh, VT/NY: 5
- Buffalo, NY: 3
- Binghamton, NY: 3

Percent
2016 DMA Origin Of Trip

Base: Day Person-Trips to Adirondacks

- New York, NY/NJ/PA/CT: 21%
- Albany-Schenectady-Troy, NY: 20%
- Syracuse, NY: 9%
- Burlington-Plattsburgh, VT/NY: 7%
- Watertown, NY: 6%
- Utica, NY: 5%
- Rochester, NY: 4%
- Los Angeles, CA: 4%
- Buffalo, NY: 3%
2017 DMA Origin Of Trip
Lake Placid

Base: Day Person-Trips to Lake Placid

- New York, NY/NJ/PA/CT: 23%
- Syracuse, NY: 10%
- Watertown, NY: 7%
- Utica, NY: 5%
- Albany-Schenectady-Troy, NY: 5%
- Burlington-Plattsburgh, VT/NY: 4%
- Rochester, NY: 4%
- Portland, OR: 4%
- Binghamton, NY: 3%
- Orlando-Daytona Beach-Melbrn, FL: 3%
- Seattle-Tacoma, WA: 3%
2017 DMA Origin Of Trip
Lake George

Base: Day Person-Trips to Lake George

- 33% Albany-Schenectady-Troy, NY
- 17% New York, NY/NJ/PA/CT
- 12% Utica, NY
- 10% Syracuse, NY
- 4% Burlington-Plattsburgh, VT/NY
- 4% Watertown, NY

Percent

0 5 10 15 20 25 30 35

Longwoods International
40 Years Together
Demographic Profile of Day Visitors
Gender

Base: Day Person-Trips

Male

Female

Adirondacks

U.S. Norm

0 20 40 60

Percent

47 45 53 55
Gender
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adirondacks</td>
<td>55</td>
<td>45</td>
</tr>
<tr>
<td>Lake Placid</td>
<td>52</td>
<td>30</td>
</tr>
<tr>
<td>Lake George</td>
<td>48</td>
<td>48</td>
</tr>
</tbody>
</table>

Percent
Age

Base: Day Person-Trips

18-24
12
27
16
22
13
10
12
20
19
19
15
15
0
10
20
30
40
Percent

Adirondacks
U.S. Norm

Average Adirondacks = 42.8
Average U.S. Norm = 45.1
Age
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>25-34</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>35-44</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>45-54</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>55-64</td>
<td>10</td>
<td>24</td>
</tr>
<tr>
<td>65+</td>
<td>10</td>
<td>27</td>
</tr>
</tbody>
</table>

Average 2017 = 42.8
Average 2016 = 42.3
Age
Adirondacks vs. Lake Placid vs. Lake George

Average Adirondacks = 42.8
Average Lake Placid = 37.5
Average Lake George = 44.0

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>25-34</td>
<td>12%</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>35-44</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>45-54</td>
<td>11%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>55-64</td>
<td>7%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>65+</td>
<td>8%</td>
<td>12%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Percent
Marital Status

Base: Day Person-Trips

- Married/ with partner:
  - Adirondacks: 63%
  - U.S. Norm: 58%

- Single/never married:
  - Adirondacks: 23%
  - U.S. Norm: 26%

- Divorced/widowed/separated:
  - Adirondacks: 14%
  - U.S. Norm: 16%
Marital Status
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- Married/ with partner: 64% in 2016, 63% in 2017
- Single/never married: 27% in 2016, 23% in 2017
- Divorced/widowed/separated: 14% in 2016, 9% in 2017

Percent

2017  2016
Marital Status
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

- **Married/ with partner**
  - Adirondacks: 63%
  - Lake Placid: 69%
  - Lake George: 60%

- **Single/never married**
  - Adirondacks: 23%
  - Lake Placid: 19%
  - Lake George: 27%

- **Divorced/widowed/separated**
  - Adirondacks: 14%
  - Lake Placid: 12%
  - Lake George: 13%
Household Size

Base: Day Person-Trips

- **1 member**: Adirondacks: 21, U.S. Norm: 22
- **2 members**: Adirondacks: 30, U.S. Norm: 34
- **3 members**: Adirondacks: 24, U.S. Norm: 18
- **4 members**: Adirondacks: 17, U.S. Norm: 15
- **5+ members**: Adirondacks: 8, U.S. Norm: 11

Percent

**Adirondacks**  **U.S. Norm**
Household Size
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- 1 member: 2017 - 21, 2016 - 18
- 2 members: 2017 - 30, 2016 - 30
- 3 members: 2017 - 24, 2016 - 22
- 4 members: 2017 - 17, 2016 - 18
- 5+ members: 2017 - 8, 2016 - 13

Percent
Household Size
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Member Size</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>21</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>2 members</td>
<td>30</td>
<td>18</td>
<td>35</td>
</tr>
<tr>
<td>3 members</td>
<td>24</td>
<td>17</td>
<td>41</td>
</tr>
<tr>
<td>4 members</td>
<td>17</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>5+ members</td>
<td>6</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

Percent
Children in Household

- No children under 18: Adirondacks 47%, U.S. Norm 56%
- Any child between 13-17: Adirondacks 21%, U.S. Norm 20%
- Any child between 6-12: Adirondacks 25%, U.S. Norm 22%
- Any child under 6: Adirondacks 20%, U.S. Norm 17%
Children in Household
2017 vs. 2016

No children under 18

Any child between 13-17

Any child between 6-12

Any child under 6

Base: Day Person-Trips to Adirondacks

Percent

2017  2016

47  45

21  24

20  22

25  31

0  20  40  60
Children in Household
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

No children under 18
- Adirondacks: 47%
- Lake Placid: 51%
- Lake George: 51%

Any child between 13-17 yrs
- Adirondacks: 29%
- Lake Placid: 21%
- Lake George: 18%

Any child 6-12 yrs
- Adirondacks: 30%
- Lake Placid: 25%
- Lake George: 21%

Any child under 6 yrs
- Adirondacks: 33%
- Lake Placid: 35%
- Lake George: 16%
**Education**

Base: Day Person-Trips

- **Post-graduate**
  - Adirondacks: 21
  - U.S. Norm: 19

- **College graduate**
  - Adirondacks: 40
  - U.S. Norm: 40

- **Some college**
  - Adirondacks: 18
  - U.S. Norm: 24

- **High school or less**
  - Adirondacks: 20
  - U.S. Norm: 16

- **Other**
  - Adirondacks: 1
  - U.S. Norm: 1

---

**Percent**

- **Adirondacks**
- **U.S. Norm**
Education
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- Post-graduate
  - 2017: 21%
  - 2016: 23%

- College graduate
  - 2017: 35%
  - 2016: 40%

- Some college
  - 2017: 18%
  - 2016: 17%

- High school or less
  - 2017: 20%
  - 2016: 25%

- Other
  - 2017: 1%
  - 2016: 1%
Education
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

- Post-graduate
  - Adirondacks: 21
  - Lake Placid: 20
  - Lake George: 23

- College graduate
  - Adirondacks: 20
  - Lake Placid: 13
  - Lake George: 18

- Some college
  - Adirondacks: 21
  - Lake Placid: 30
  - Lake George: 17

- High school or less
  - Adirondacks: 20
  - Lake Placid: 34
  - Lake George: 2

- Other
  - Adirondacks: 1
  - Lake Placid: 0
  - Lake George: 2
Employment

Base: Day Person-Trips

- **Full-time/self-employed**
  - Adirondacks: 58%
  - U.S. Norm: 51%

- **Part-time**
  - Adirondacks: 9%
  - U.S. Norm: 9%

- **Not employed/retired/other**
  - Adirondacks: 33%
  - U.S. Norm: 40%
Employment 2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- **Fulltime/self-employed**: 58% (2017) vs. 55% (2016)
- **Part-time**: 9% (2017) vs. 10% (2016)
- **Not employed/retired/other**: 33% (2017) vs. 35% (2016)
Employment
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

- Fulltime/self-employed
  - Adirondacks: 58%
  - Lake Placid: 70%
  - Lake George: 56%

- Part-time
  - Adirondacks: 9%
  - Lake Placid: 4%
  - Lake George: 9%

- Not employed/retired/other
  - Adirondacks: 33%
  - Lake Placid: 26%
  - Lake George: 35%
Household Income

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$49.9K</td>
<td>39</td>
<td>48</td>
</tr>
<tr>
<td>$50-$74.9K</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>$75-$99.9K</td>
<td>14</td>
<td>14</td>
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<tr>
<td>$100-$149.9K</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>$150K+</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Household Income
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- $150K+
  - 2017: 3
  - 2016: 4

- $100-$149.9K
  - 2017: 14
  - 2016: 15

- $75-$99.9K
  - 2017: 23
  - 2016: 21

- $50-$74.9K
  - 2017: 24
  - 2016: 21

- <$49.9K
  - 2017: 39
  - 2016: 40

Percent

2017 2016

Longwoods International
40 Years Together
Household Income
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

- **$150K+**
  - Adirondacks: 3%
  - Lake Placid: 3%
  - Lake George: 2%

- **$100-$149.9K**
  - Adirondacks: 14%
  - Lake Placid: 19%
  - Lake George: 23%

- **$75-$99.9K**
  - Adirondacks: 17%
  - Lake Placid: 23%
  - Lake George: 24%

- **$50-$74.9K**
  - Adirondacks: 21%
  - Lake Placid: 23%
  - Lake George: 24%

- **< $49.9K**
  - Adirondacks: 39%
  - Lake Placid: 39%
  - Lake George: 38%
Race

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Race</th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>91</td>
<td>83</td>
</tr>
<tr>
<td>African-American</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>

Percent
Race
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Race</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>91</td>
<td>91</td>
</tr>
<tr>
<td>African American</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent
Race
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Race</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>91%</td>
<td>84%</td>
<td>94%</td>
</tr>
<tr>
<td>African-American</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>3%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Percent
Hispanic Background

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>96</td>
<td>91</td>
</tr>
<tr>
<td>Yes</td>
<td>4</td>
<td>9</td>
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</table>

Percent
Hispanic Background
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>96</td>
<td>93</td>
</tr>
<tr>
<td>Yes</td>
<td>4</td>
<td>7</td>
</tr>
</tbody>
</table>

Percent
Day Trip Characteristics
2017 Main Purpose of Trip

Marketable Trips 59%

- Visiting friends/relatives: 33%
- Touring: 23%
- Outdoors: 10%
- Shopping: 8%
- Special event: 5%
- Casino: 4%
- Theme park: 3%
- City trip: 3%
- Skiing/snowboarding: 2%
- Other: 1%
- Conference/convention: <1%
- Other business trip: 4%
- Business-leisure: 4%

Base: Day Person-Trips to Adirondacks
Main Purpose of Leisure Trip — Adirondacks vs. National Norm

Base: Day Person-Trips

- Visiting friends/relatives: Adirondacks 33%, U.S. Norm 38%
- Touring: Adirondacks 23%, U.S. Norm 38%
- Outdoors: Adirondacks 7%, U.S. Norm 10%
- Shopping: Adirondacks 8%, U.S. Norm 8%
- Special event: Adirondacks 5%, U.S. Norm 8%
- Casino: Adirondacks 4%, U.S. Norm 4%
- Theme park: Adirondacks 3%, U.S. Norm 3%
- City trip: Adirondacks 3%, U.S. Norm 8%
- Ski/Snowboarding: Adirondacks <1%, U.S. Norm 8%
- Other: Adirondacks 3%, U.S. Norm 1%
Main Purpose of Day Leisure Trip – 2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- Visiting friends/relatives: 33% (2017), 38% (2016)
- Touring: 23% (2017), 17% (2016)
- Outdoors: 10% (2017), 10% (2016)
- Shopping: 8% (2017), 6% (2016)
- Special event: 6% (2017), 6% (2016)
- Casino: 5% (2017), 4% (2016)
- Theme park: 5% (2017), 3% (2016)
- City trip: 5% (2017), 3% (2016)
- Skiing/snowboarding: 6% (2017), 2% (2016)
- Other: 4% (2017), 1% (2016)

Percent
Main Purpose of Day Leisure Trip – Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

- Visiting friends/relatives: Adirondacks 33, Lake Placid 38, Lake George 33
- Touring: Adirondacks 23, Lake Placid 28, Lake George 28
- Outdoors: Adirondacks 4, Lake Placid 11, Lake George 10
- Shopping: Adirondacks 3, Lake Placid 8, Lake George 8
- Special event: Adirondacks 2, Lake Placid 3, Lake George 5
- Casino: Adirondacks 4, Lake Placid 4, Lake George 2
- Theme park: Adirondacks 1, Lake Placid 3, Lake George 3
- City trip: Adirondacks 3, Lake Placid 4, Lake George 2
- Skiing/snowboarding: Adirondacks 2, Lake Placid 4, Lake George 4
- Other: Adirondacks 1, Lake Placid 1, Lake George 1
Main Purpose of Day Business Trip — Adirondacks vs. National Norm

Conference/Convention
- Adirondacks: <1%
- U.S. Norm: 2%

Other business trip
- Adirondacks: 4%
- U.S. Norm: 6%

Base: Day Person-Trips

Percent

Adirondacks  U.S. Norm
Main Purpose of Day Business Trip — 2017 vs. 2016

Base: Day Person-Trips to Adirondacks

Conference/Convention

Other business trip

Percent

2017 2016

<1 4

0 3
Main Purpose of Day Business Trip – Adirondacks vs. Lake Placid vs. Lake George

- **Conference/Convention**
  - Adirondacks: <1%
  - Lake Placid: 1%
  - Lake George: 0%

- **Other business trip**
  - Adirondacks: 4%
  - Lake Placid: 1%
  - Lake George: 0%

Base: Day Person-Trips
Season of Trip

Base: Day Person-Trips

- January-March: 21
- April-June: 27
- July-September: 26
- October-December: 26

Percent
Season of Trip
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

<table>
<thead>
<tr>
<th>Season</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>January-March</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>April-June</td>
<td>27</td>
<td>29</td>
</tr>
<tr>
<td>July-September</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>October-December</td>
<td>26</td>
<td>25</td>
</tr>
</tbody>
</table>

Percent
Season of Trip
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips to Adirondacks

- January-March: Adirondacks 21%, Lake Placid 22%, Lake George 19%
- April-June: Adirondacks 27%, Lake Placid 25%, Lake George 30%
- July-September: Adirondacks 26%, Lake Placid 24%, Lake George 38%
- October-December: Adirondacks 26%, Lake Placid 13%, Lake George 29%
Size of Travel Party

Adirondacks
- Adults: 2.3
- Children: 0.7
- Total = 3.0

U.S. Norm
- Adults: 2.1
- Children: 0.6
- Total = 2.7

Base: Day Person-Trips

Average Number of People

- Green: Adults
- Yellow: Children
Size of Travel Party
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

2017
- Adults: 2.3
- Children: 0.7
Total = 3.0

2016
- Adults: 2.1
- Children: 0.8
Total = 2.9

Average Number of People
- Adults
- Children

Total
Size of Travel Party
Adirondacks vs. Lake Placid vs. Lake George

Average Number of People

Adirondacks
- Adults: 2.3
- Children: 0.7
- Total = 3.0

Lake Placid
- Adults: 2.3
- Children: 0.9
- Total = 3.2

Lake George
- Adults: 2.3
- Children: 0.6
- Total = 2.9

Base: Day Person-Trips
Composition of Immediate Travel Party

Base: Day Person-Trips

- **Spouse/partner**: 67% (Adirondacks), 62% (U.S. Norm)
- **Child(ren)**: 40% (Adirondacks), 38% (U.S. Norm)
- **Friend(s)**: 17% (Adirondacks), 17% (U.S. Norm)
- **Just myself/traveled alone**: 22% (Adirondacks), 15% (U.S. Norm)
- **Parent(s)**: 14% (Adirondacks), 10% (U.S. Norm)
- **Other relative(s)**: 11% (Adirondacks), 9% (U.S. Norm)
- **Business associate(s)**: 2% (Adirondacks), 3% (U.S. Norm)
- **Grandparent(s)**: 1% (Adirondacks), 1% (U.S. Norm)
Composition of Immediate Travel Party
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

- Spouse/partner: Lake George (67%), Lake Placid (68%), Adirondacks (77%)
- Child(ren): Lake George (17%), Lake Placid (42%), Adirondacks (49%)
- Friend(s): Lake George (11%), Lake Placid (17%), Adirondacks (20%)
- Just myself/traveled alone: Lake George (15%), Lake Placid (14%), Adirondacks (13%)
- Parent(s): Lake George (11%), Lake Placid (14%), Adirondacks (12%)
- Other relative(s): Lake George (4%), Lake Placid (4%), Adirondacks (9%)
- Business associate(s): Lake George (3%), Lake Placid (5%), Adirondacks (2%)
- Grandparent(s): Lake George (2%), Lake Placid (2%), Adirondacks (4%)
Day Trip Experiences
Activities and Experiences

Base: Day Person-Trips

- Shopping: 26
- Landmark/Historic Site: 12
- Fine Dining: 8
- Hiking/Backpacking: 6
- Museum: 7
- National/State Park: 9
- Camping: 6
- Casino: 8
- Swimming: 8
- Boating/Sailing: 7
- Beach/Waterfront: 7
- Winery: 7
- Theme Park: 5

Percent

Adirondacks U.S. Norm
Activities and Experiences (Cont’d)

Bar/Nightclub
Fair/Exhibition/Festival
Waterpark
Business Meeting
Brewery
Art Gallery
Fishing
Skiing/Snowboarding
Spa
Theater
Mountain Climbing
Biking
Zoo

Base: Day Person-Trips

Percent

Adirondacks  U.S. Norm

Percent
0  5  10  15  20  25  30

223
Activities and Experiences (Cont’d)

Base: Day Person-Trips

- Hunting: 3
- Educational Seminar: 2
- Golf: 2
- Rock/Pop Concert: 2
- Rafting: <1
- Conference/Convention: 2
- Birding: 1
- Dance: 2
- Visited American Indian Community: 1
- Watch/Participate in Kids Sports: 1
- Glamping: <1

Percent

Adirondacks  U.S. Norm
Activities and Experiences
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- Shopping
- Landmark/Historic Site
- Fine dining
- Hiking/Backpacking
- Museum
- National/State park
- Camping
- Casino
- Swimming
- Boating/sailing
- Beach/Waterfront
- Winery
- Theme park

Percent

2017: 2016:
- Shopping 26 26
- Landmark/Historic Site 10 10
- Fine dining 12 12
- Hiking/Backpacking 14 14
- Museum 8 8
- National/State park 9 9
- Camping 10 10
- Casino 8 8
- Swimming 7 7
- Boating/sailing 3 3
- Beach/Waterfront 7 7
- Winery 6 6
# Activities and Experiences (Cont’d)
## 2017 vs. 2016

<table>
<thead>
<tr>
<th>Activity</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar/Nightclub</td>
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<tr>
<td>Waterpark *</td>
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<tr>
<td>Business Meeting</td>
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<td>3</td>
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<tr>
<td>Brewery</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Fishing</td>
<td>4</td>
<td>8</td>
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<td>Art gallery</td>
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<tr>
<td>Skiing/Snowboarding</td>
<td>4</td>
<td>3</td>
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<td>Spa</td>
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<td>3</td>
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<tr>
<td>Theater</td>
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<td>Mountain climbing</td>
<td>6</td>
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<tr>
<td>Zoo</td>
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<td>3</td>
</tr>
</tbody>
</table>

* Added in 2017

Base: Day Person-Trips to Adirondacks

Percent

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* Added in 2017
Activities and Experiences (Cont’d)
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- Hunting
- Educational Seminar
- Golf
- Rock/Pop Concert
- Rafting
- Conference/Convention
- Birding
- Dance
- Visited American Indian Community*
- Kids Sports Event
- Glamping

* Added in 2017

2017

2016
Activities and Experiences
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

Shopping  
Landmark/historic site  
Fine dining  
Hiking/backpacking  
Museum  
National/state park  
Camping  
Casino  
Swimming  
Boating/sailing  
Beach/Waterfront  
Winery  
Theme park

Percent

Adirondacks  
Lake Placid  
Lake George
Activities and Experiences (Cont’d)
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Adirondacks</th>
<th>Lake Placid</th>
<th>Lake George</th>
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</thead>
<tbody>
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<td>5</td>
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<tr>
<td>Fair/exhibition/festival</td>
<td>2</td>
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<td>4</td>
</tr>
<tr>
<td>Waterpark</td>
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<td>5</td>
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<tr>
<td>Business Meeting</td>
<td>1</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Brewery</td>
<td>2</td>
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<td>4</td>
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<td>Art gallery</td>
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<td>6</td>
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<td>Fishing</td>
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<td>6</td>
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<td>Skiing/snowboarding</td>
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</tr>
<tr>
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<td>4</td>
<td>6</td>
<td>9</td>
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<tr>
<td>Theater</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Mountain climbing</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Biking</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Zoo</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
</tbody>
</table>

Percent
Activities and Experiences (Cont’d)
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

- Hunting
- Educational Seminar
- Golf
- Rock/pop concert
- Rafting
- Conference/Convention
- Birding
- Dance
- Visited American Indian Community
- Watch/Participate in Kids Sports
- Glamping

Percent

Adirondacks | Lake Placid | Lake George
Activities of Special Interest

- Historic Places
- Cultural Activities/Attractions
- Exceptional Culinary Experiences
- Eco-Tourism
- Brewery Tours/Beer Tasting
- Winery Tours/Wine Tasting
- Traveling with Grandchildren
- Agritourism
- Medical Tourism
- Religious Travel
- Wedding

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Adirondacks</th>
<th>U.S. Norm</th>
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<td>Cultural Activities/Attractions</td>
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<td>12</td>
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<tr>
<td>Exceptional Culinary Experiences</td>
<td>11</td>
<td>9</td>
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<tr>
<td>Eco-Tourism</td>
<td>9</td>
<td>6</td>
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<tr>
<td>Brewery Tours/Beer Tasting</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Winery Tours/Wine Tasting</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Traveling with Grandchildren</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Agritourism</td>
<td>6</td>
<td>3</td>
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<tr>
<td>Medical Tourism</td>
<td>5</td>
<td>2</td>
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<tr>
<td>Religious Travel</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Wedding</td>
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</tr>
</tbody>
</table>

Percent

Longwoods International
40 Years Together
Activities of Special Interest
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- Historic places, sites and landmarks
- Cultural activities & attraction
- Exceptional culinary experience
- Eco-Tourism
- Brewery Tours and Beer Tasting
- Winery tours & wine tasting
- Traveling with grandchildren
- Agritourism
- Medical Tourism
- Religious Travel
- Wedding

2017
2016

*Added in 2017
Activities of Special Interest
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

- Historic places, sites and landmarks
- Cultural activities & attraction
- Exceptional culinary experience
- Eco-Tourism
- Brewery Tours and Beer Tasting
- Winery tours & wine tasting
- Traveling with grandchildren
- Agritourism
- Medical Tourism
- Religious Travel
- Wedding

Percent

Adirondacks  | Lake Placid  | Lake George

20  | 19  | 26
14  | 13  | 17
16  | 13  | 10
13  | 10  | 13
11  | 11  | 12
12  | 9   | 8
13  | 6   | 6
14  | 5   | 8
13  | 5   | 8
12  | 5   | 8
12  | 4   | 8
11  | 3   | 8

Adirondacks  | Lake Placid  | Lake George
Online Social Media Use by Travelers

- Used any social media for travel
- Read travel reviews
- Looked at travel photos/video online
- Posted travel photos/video online
- Accessed travel news/events/deals/promotions
- Connected with others interested in travel
- Read a travel blog
- "Followed" a destination/attraction

Base: Day Person-Trips

Percent

Adirondacks
U.S. Norm
Online Social Media Use by Travelers (Cont’d)

- Used any social media for travel: 67% (Adirondacks) vs. 66% (U.S. Norm)
- Got travel advice: 10% (Adirondacks) vs. 11% (U.S. Norm)
- Contributed travel reviews: 8% (Adirondacks) vs. 9% (U.S. Norm)
- Gave travel advice: 6% (Adirondacks) vs. 7% (U.S. Norm)
- Subscribed to a travel e-newsletter: 5% (Adirondacks) vs. 5% (U.S. Norm)
- Blogged about a trip: 5% (Adirondacks) vs. 3% (U.S. Norm)
- Tweeted about a trip: 4% (Adirondacks) vs. 6% (U.S. Norm)
Online Social Media Use by Travelers 2017 vs. 2016

Base: Day Person-Trips to Adirondacks

- Used any social media for travel
- Read travel reviews
- Looked at travel photos/video online
- Posted travel photos/video online
- Accessed travel news/events/deals/promotions
- Connected with others interested in travel
- Read a travel blog
- "Followed" a destination/attraction

Percent
2017 2016
0 20 40 60 80 100

Used any social media for travel
- 2017: 78%
- 2016: 67%

Read travel reviews
- 2017: 24%
- 2016: 24%

Looked at travel photos/video online
- 2017: 21%
- 2016: 23%

Posted travel photos/video online
- 2017: 28%
- 2016: 23%

Accessed travel news/events/deals/promotions
- 2017: 18%
- 2016: 20%

Connected with others interested in travel
- 2017: 13%
- 2016: 14%

Read a travel blog
- 2017: 12%
- 2016: 12%

"Followed" a destination/attraction
- 2017: 9%
- 2016: 10%
Online Social Media Use by Travelers (Cont’d) 2017 vs. 2016

Base: Day Person-Trips to Adirondacks

Used any social media for travel

- 2017: 67%
- 2016: 78%

Got travel advice

- 2017: 10%
- 2016: 13%

Contributed travel reviews

- 2017: 8%
- 2016: 12%

Gave travel advice

- 2017: 6%
- 2016: 12%

Subscribed to a travel e-newsletter

- 2017: 5%
- 2016: 9%

Blogged about a trip

- 2017: 5%
- 2016: 8%

Tweeted about a trip

- 2017: 4%
- 2016: 12%

Percent

2017  2016

Longwoods
INTERNATIONAL
40 YEARS TOGETHER
Online Social Media Use by Travelers
Adirondacks vs. Lake Placid vs. Lake George

Used any social media for travel
- Adirondacks: 67%
- Lake Placid: 66%
- Lake George: 84%

Read travel reviews
- Adirondacks: 24%
- Lake Placid: 30%
- Lake George: 23%

Looked at travel photos/video online
- Adirondacks: 23%
- Lake Placid: 27%
- Lake George: 24%

Posted travel photos/video online
- Adirondacks: 19%
- Lake Placid: 23%
- Lake George: 29%

Accessed travel news/events/deals/promotions
- Adirondacks: 14%
- Lake Placid: 18%
- Lake George: 29%

Connected with others interested in travel
- Adirondacks: 13%
- Lake Placid: 13%
- Lake George: 23%

Read a travel blog
- Adirondacks: 12%
- Lake Placid: 14%
- Lake George: 16%

"Followed" a destination/attraction
- Adirondacks: 10%
- Lake Placid: 10%
- Lake George: 16%
Online Social Media Use by Travelers (Cont’d)
Adirondacks vs. Lake Placid vs. Lake George

- Used any social media for travel: Adirondacks 67%, Lake Placid 66%, Lake George 84%
- Got travel advice: Adirondacks 10%, Lake Placid 11%, Lake George 16%
- Contributed travel reviews: Adirondacks 8%, Lake Placid 11%, Lake George 12%
- Gave travel advice: Adirondacks 6%, Lake Placid 10%, Lake George 12%
- Subscribed to a travel e-newsletter: Adirondacks 5%, Lake Placid 7%, Lake George 7%
- Blogged about a trip: Adirondacks 4%, Lake Placid 5%, Lake George 7%
- Tweeted about a trip: Adirondacks 4%, Lake Placid 8%, Lake George 8%

Base: Day Person-Trips
Organization Membership

Base: Day Person-Trips to Adirondacks

- AAA: 47
- AARP: 19
- National Motor Club: 13
- Better World Club: 6

Adirondacks vs. US Norm

Longwoods International
40 Years Together
Organization Membership
2017 vs. 2016

Base: Day Person-Trips to Adirondacks

AAA
- 2017: 47%
- 2016: 44%

AARP
- 2017: 19%
- 2016: 18%

National Motor Club
- 2017: 13%
- 2016: 15%

Better World Club
- 2017: 6%
- 2016: 9%
Appendix:
Key Terms Defined
Key Terms Defined

➢ An **Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

➢ A **Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

➢ A **Person-Trip** is one trip taken by one visitor.
  
  ➢ Person-trips are the key unit of measure for this report.
Trip-Type Segments

**Total Trips = Leisure + Business + Business-Leisure**

- **Leisure Trips:** Include all trips where the main purpose was one of the following:
  - Visiting friends/relatives
  - Touring through a region to experience its scenic beauty, history and culture
  - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
  - Special event, such as a fair, festival, or sports event
  - City trip
  - Cruise
  - Casino
  - Theme park
  - Resort (ocean beach, inland or mountain resort)
  - Skiing/snowboarding
  - Golf

- **Business Trips:**
  - Conference/convention
  - Other business trip

- **Business-Leisure:** a trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.

**Marketable Trips:**
Include all leisure trips, with the exception of visits to friends/relatives.