



Adirondacks 2017 Visitor Research



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Introduction

- ✓ 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.

Research Objectives

- ✓ 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.

Methodology

- 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.

Methodology (Cont'd)

➤ **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



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.

Key Findings (Cont'd)

- 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.

Key Findings (Cont'd)

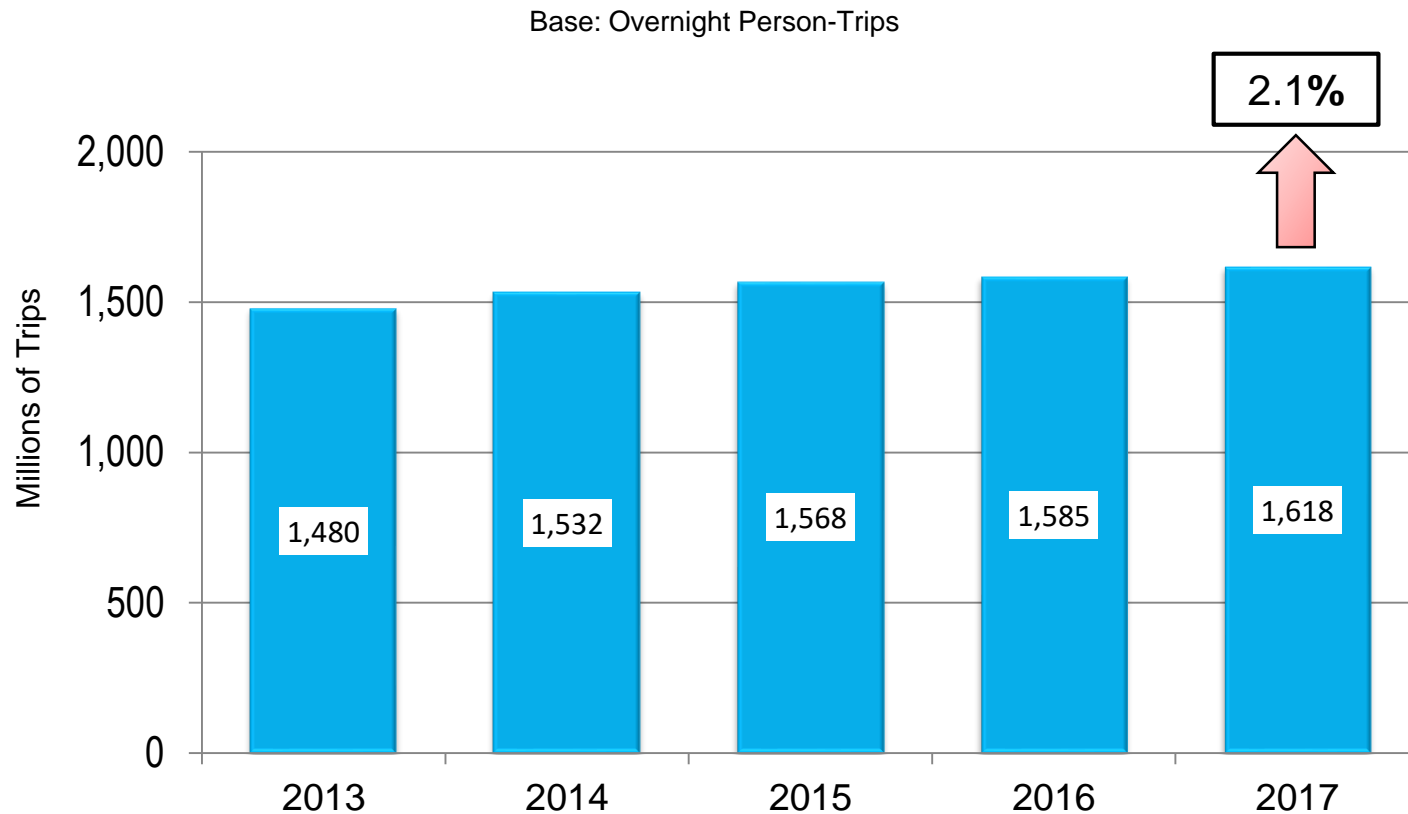
- We have noticed that the level of usage numbers for planning and booking sources, along with special interest activities and social media usage has declined somewhat from 2016. We have seen similar results for some other destinations.
- At this point in time we don't have enough information to determine if this is an emerging trend or a one year data anomaly.
- We will monitor this issue going forward.



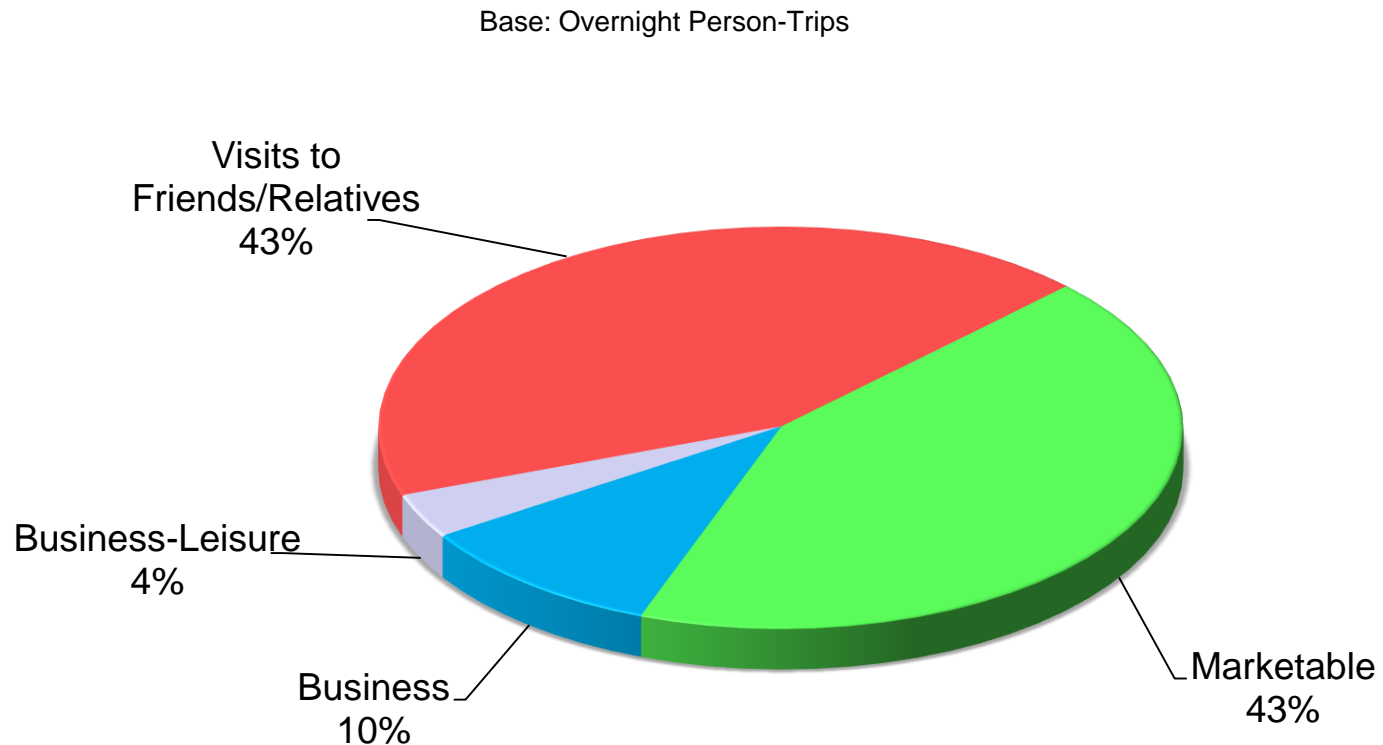
Size & Structure of the U.S. Travel Market



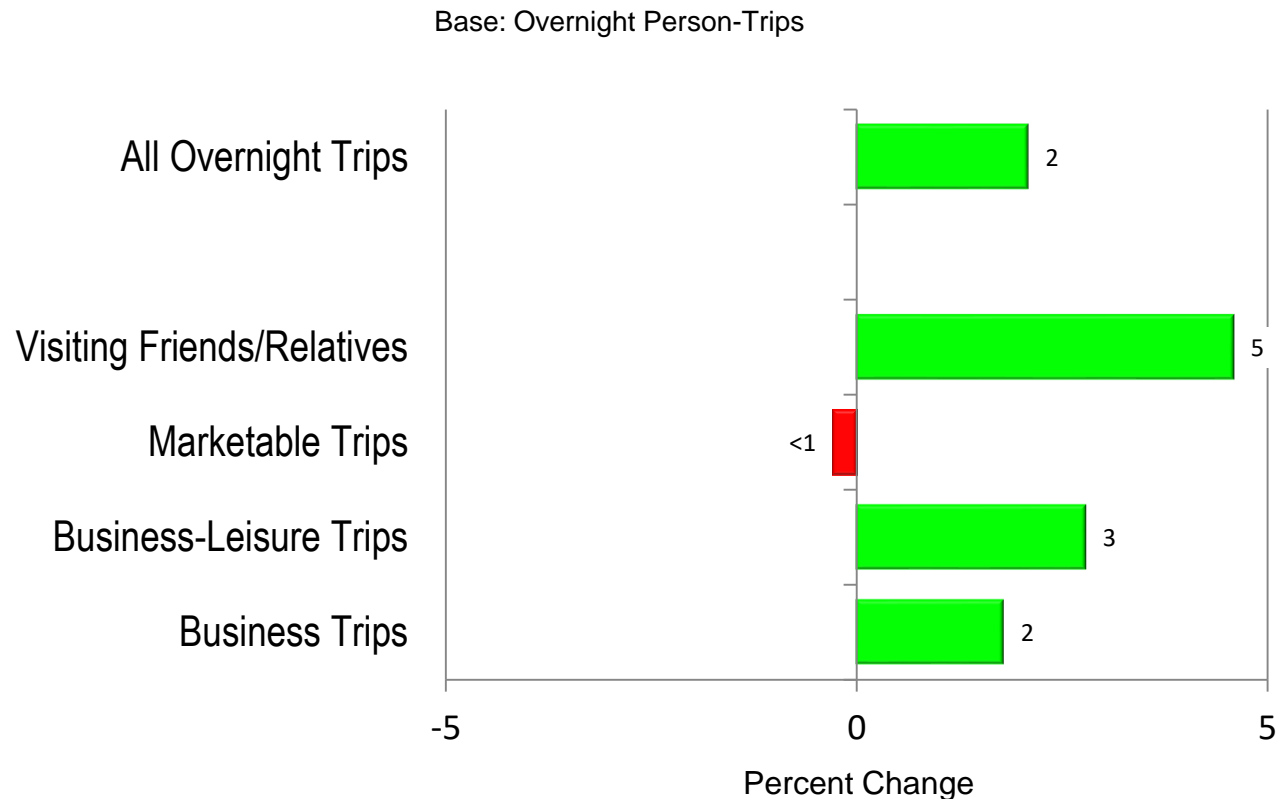
Total Size of the U.S. Travel Market — 2013-2017



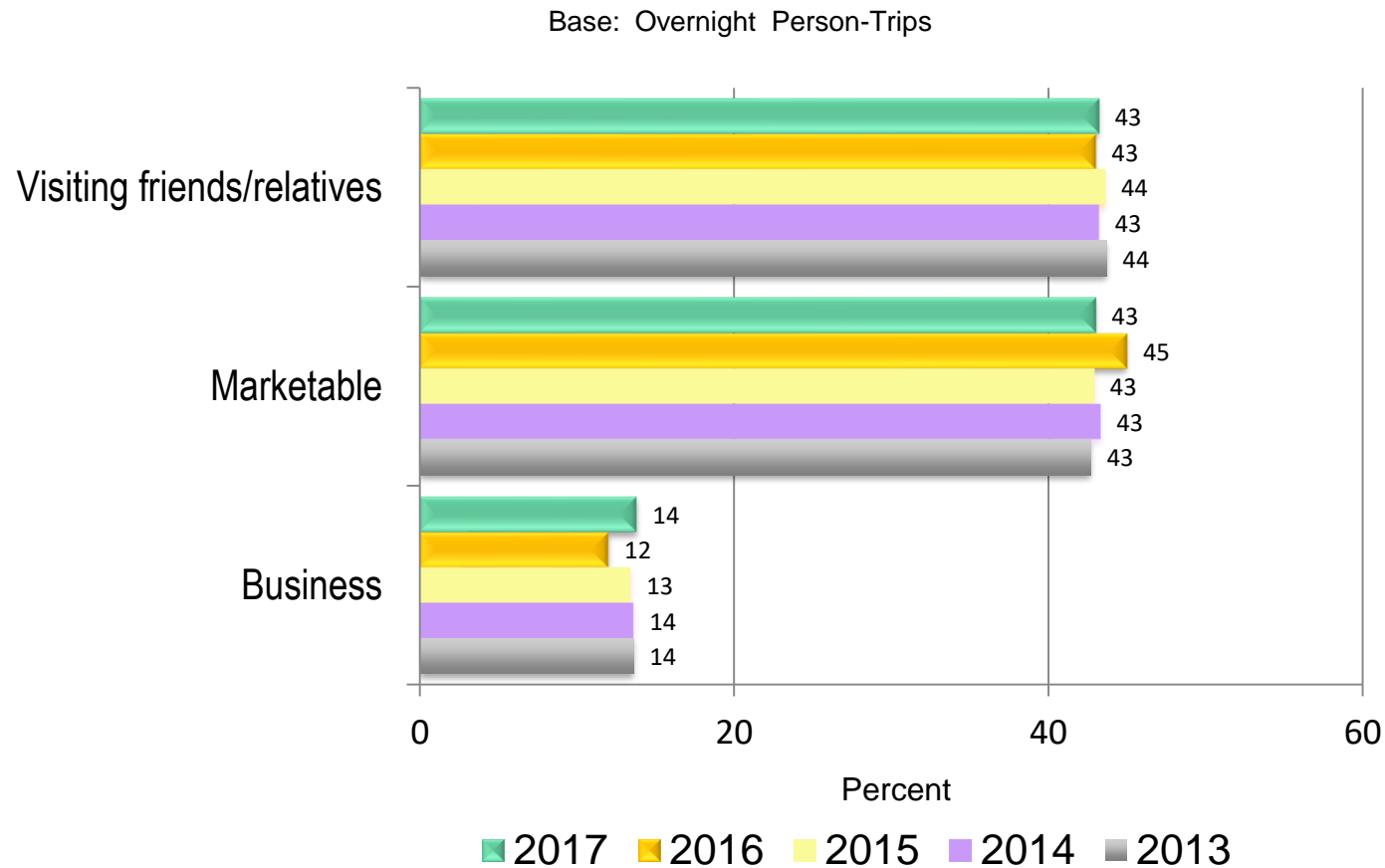
Structure of the U.S. Travel Market — 2017 Overnight Trips



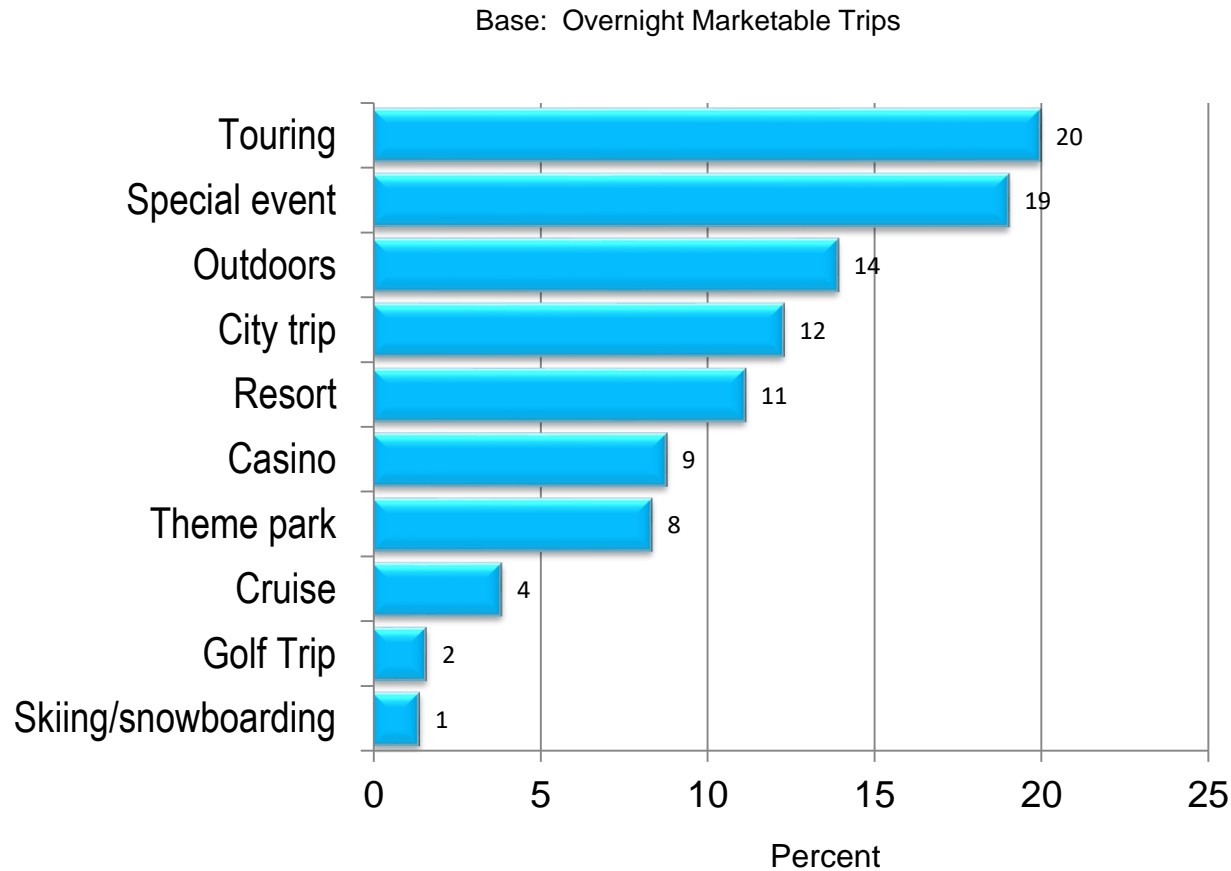
U.S. Market Trends for Overnight Trips — 2017 vs. 2017



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



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



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Adirondacks

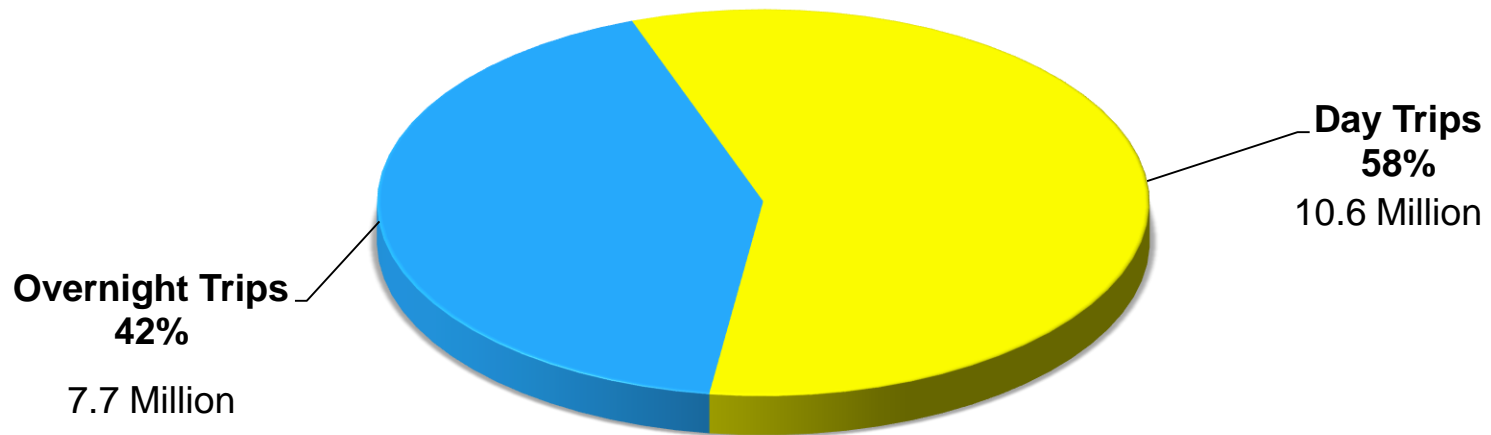


Size & Structure of Adirondacks Domestic Travel Market

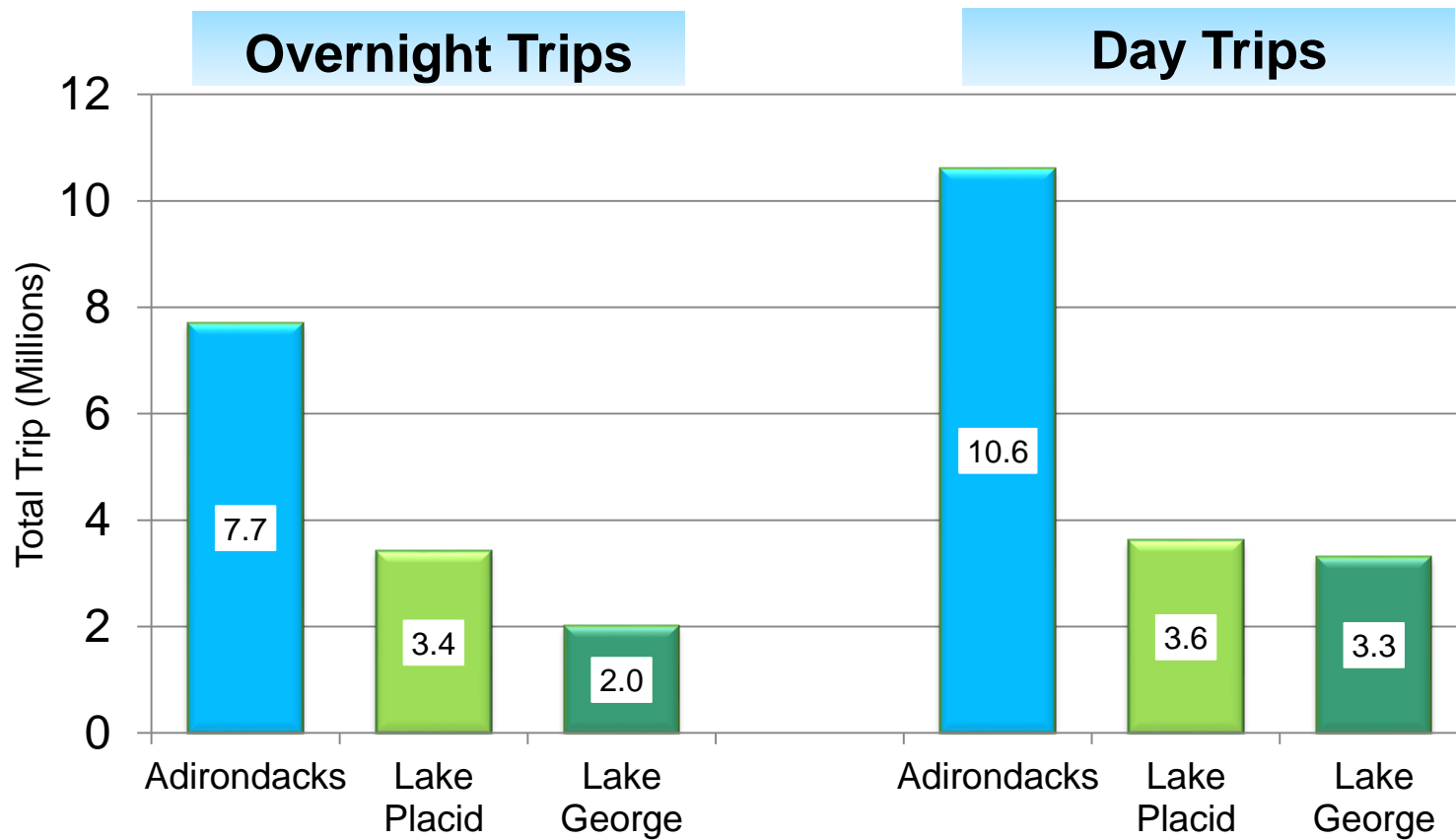


Total Size of Adirondacks 2017 Domestic Travel Market

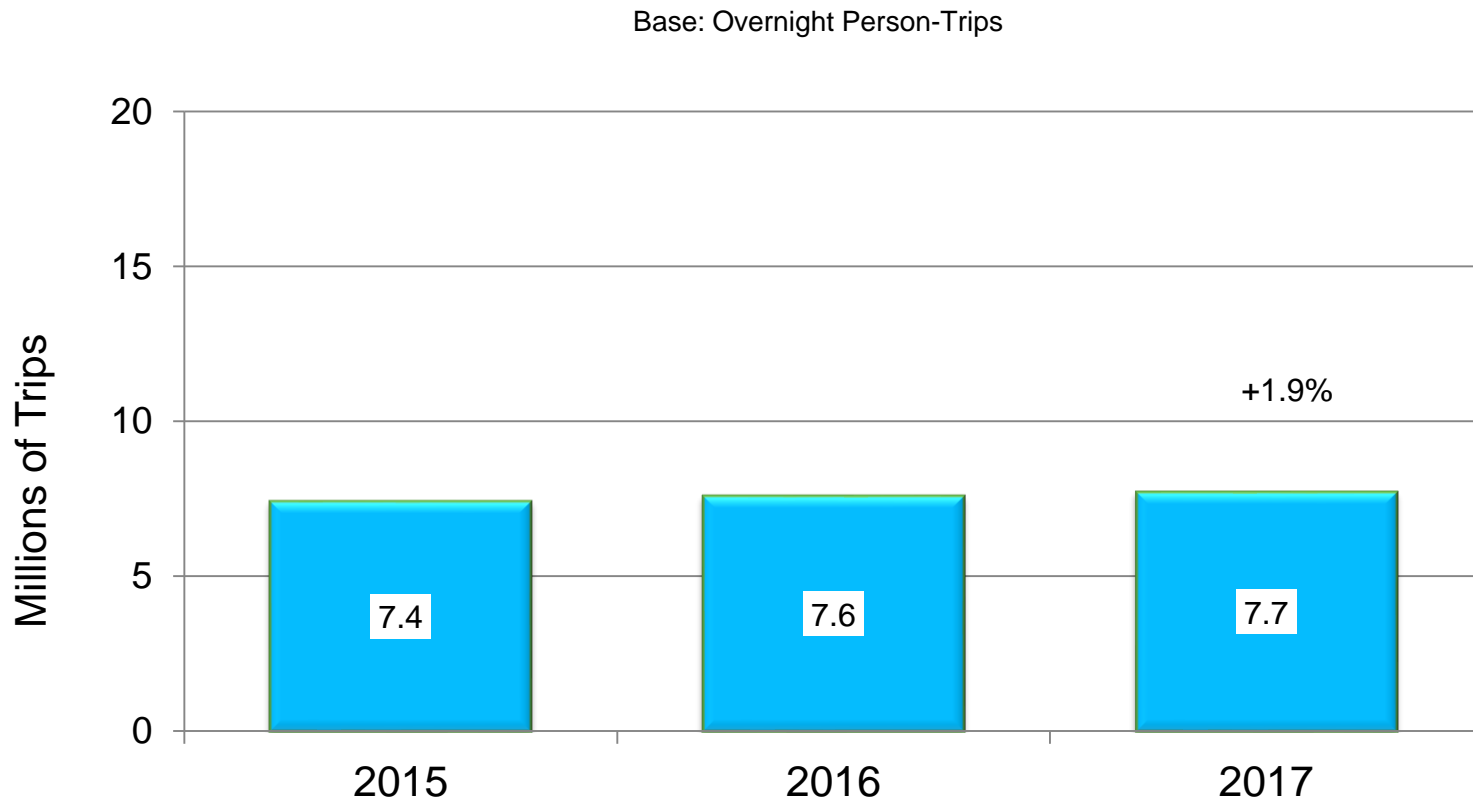
Total Person-Trips = 18.3 Million



Total Market Size – Adirondacks & Lake Placid & Lake George

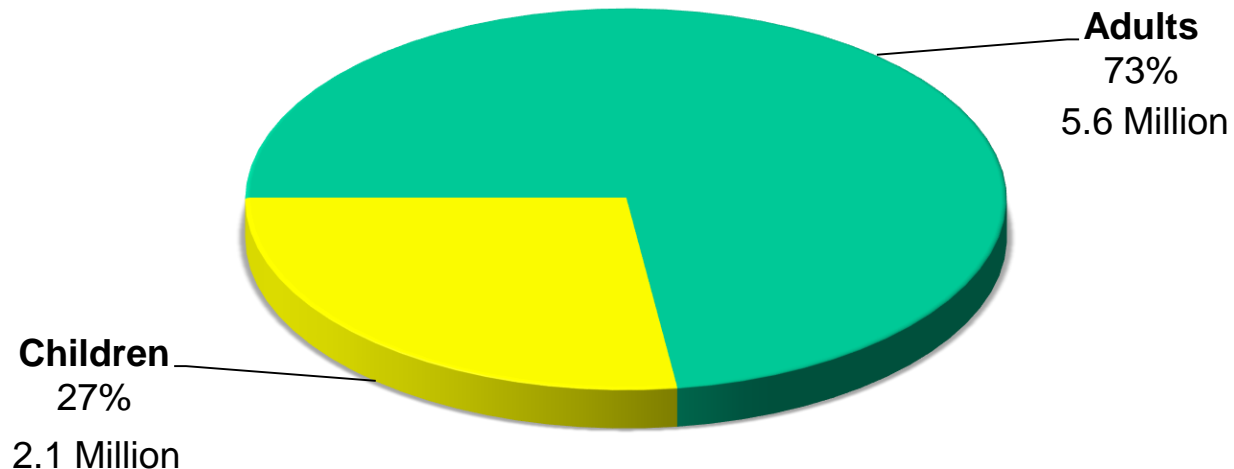


Overnight Trips to Adirondacks



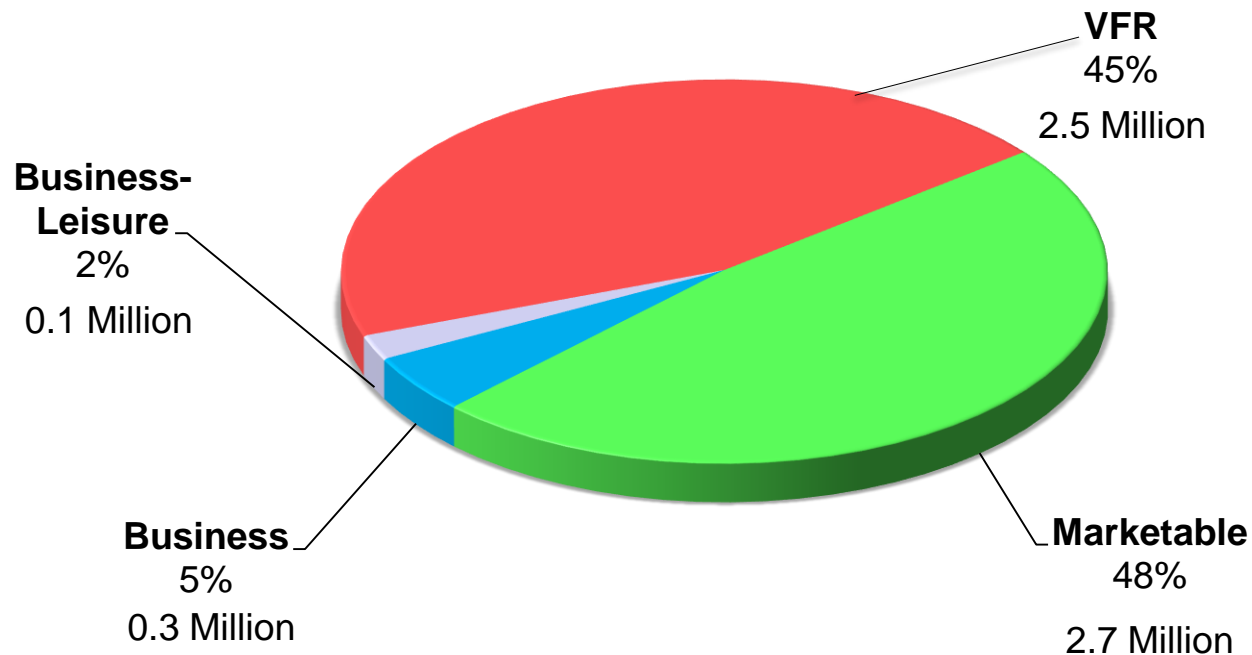
Size of Adirondacks Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 7.7 Million



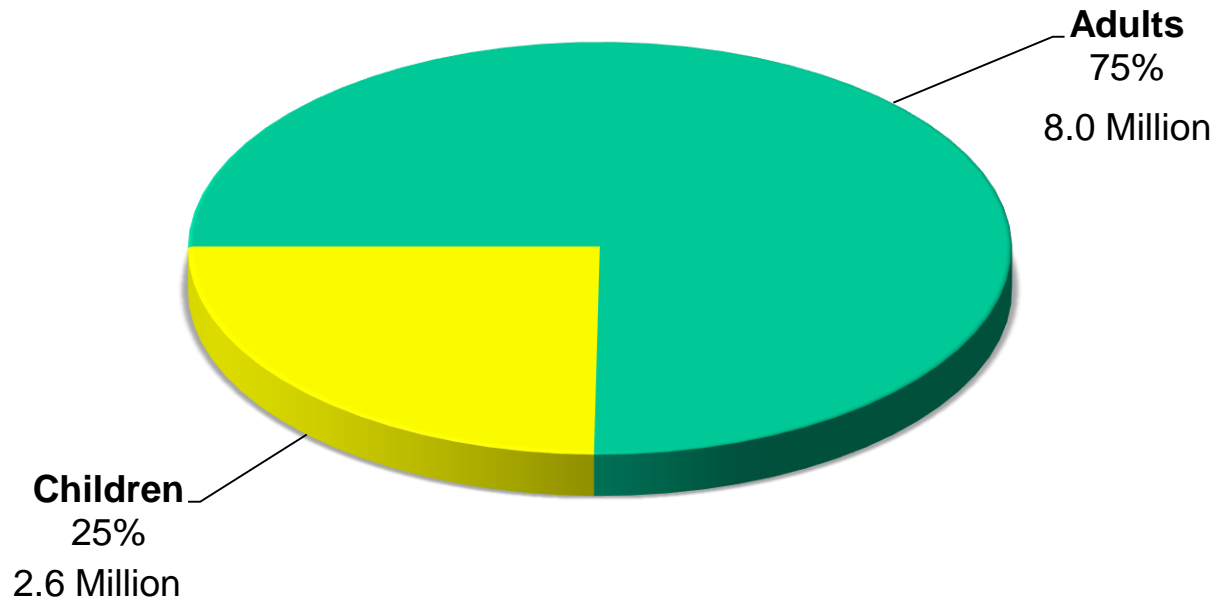
Adirondacks Overnight Travel Market — by Main Trip Purpose

Adult Overnight Person-Trips = 5.6 Million



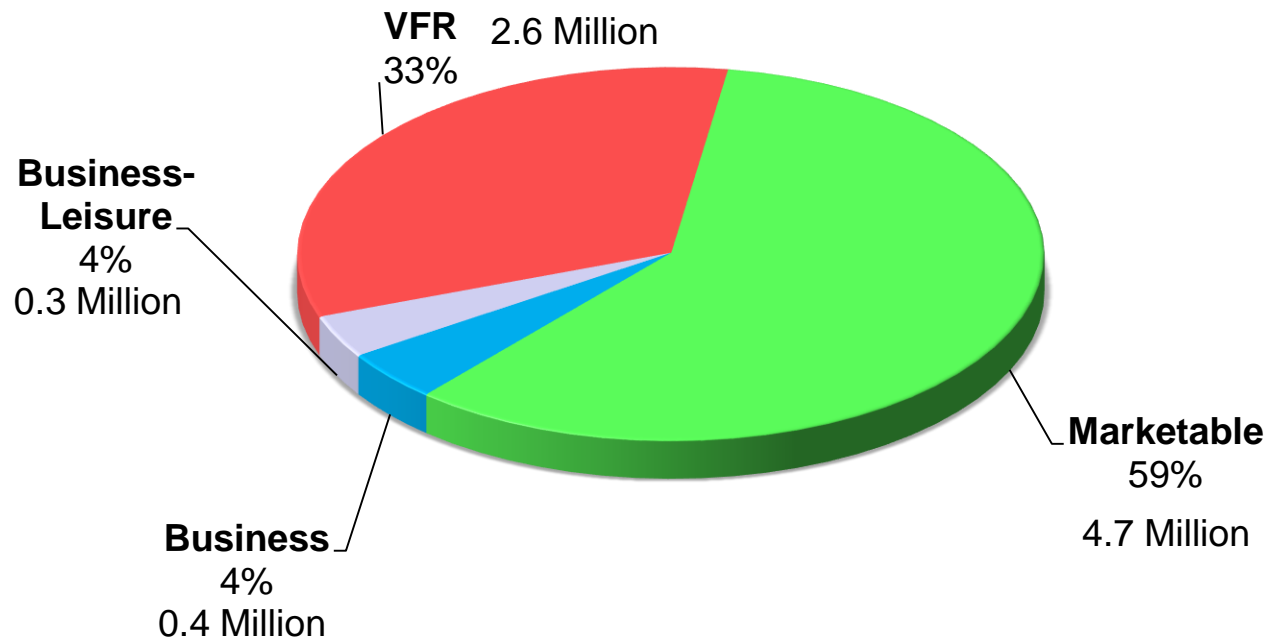
Size of Adirondacks Day Travel Market — Adults vs. Children

Total Day Person-Trips = 10.6 Million



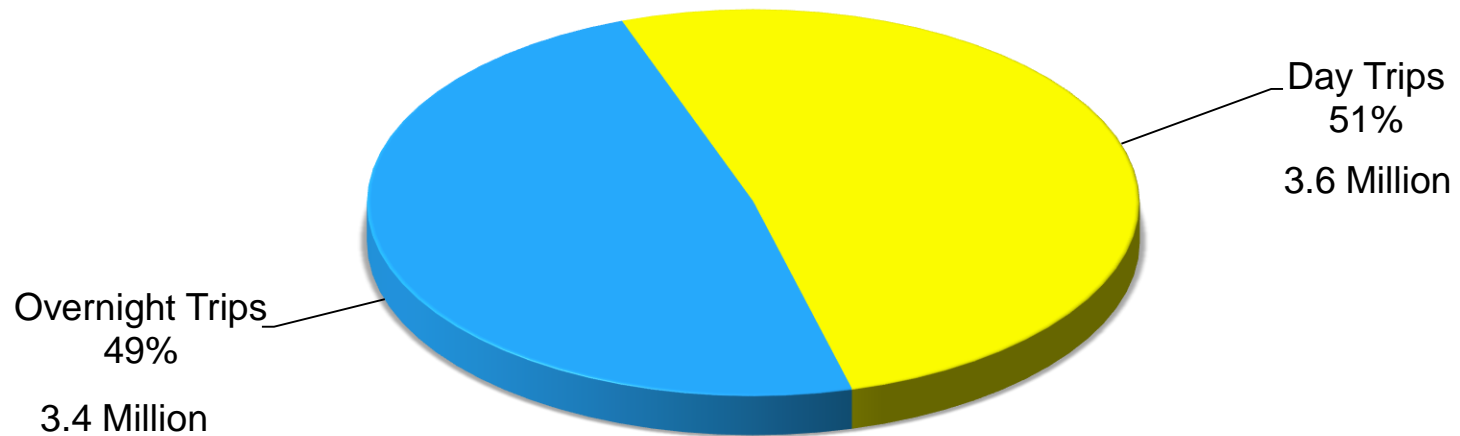
Adirondacks Day Travel Market — by Trip Purpose

Adult Day Person-Trips = 8.0 Million



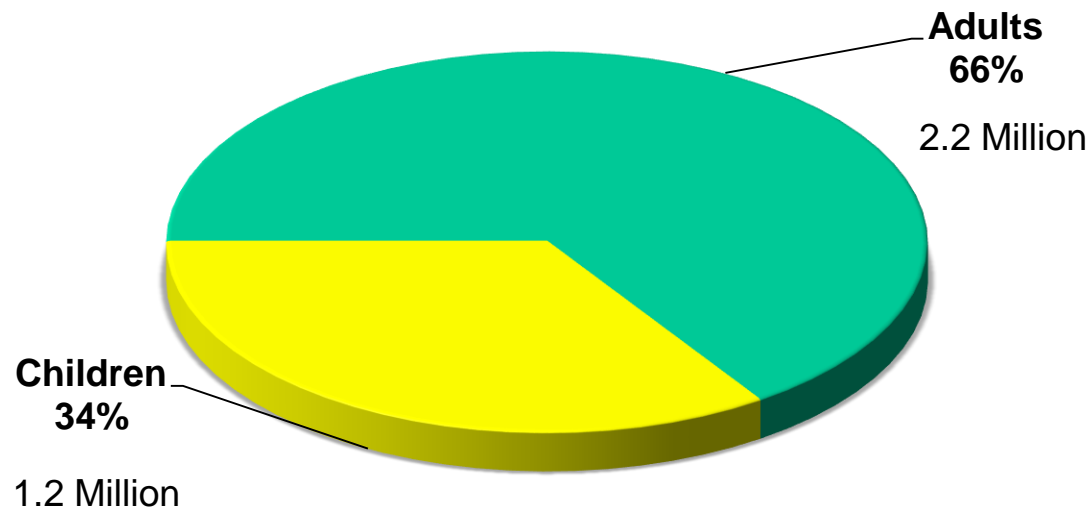
Total Size of Lake Placid 2017 Domestic Travel Market

Total Person-Trips = 7 Million

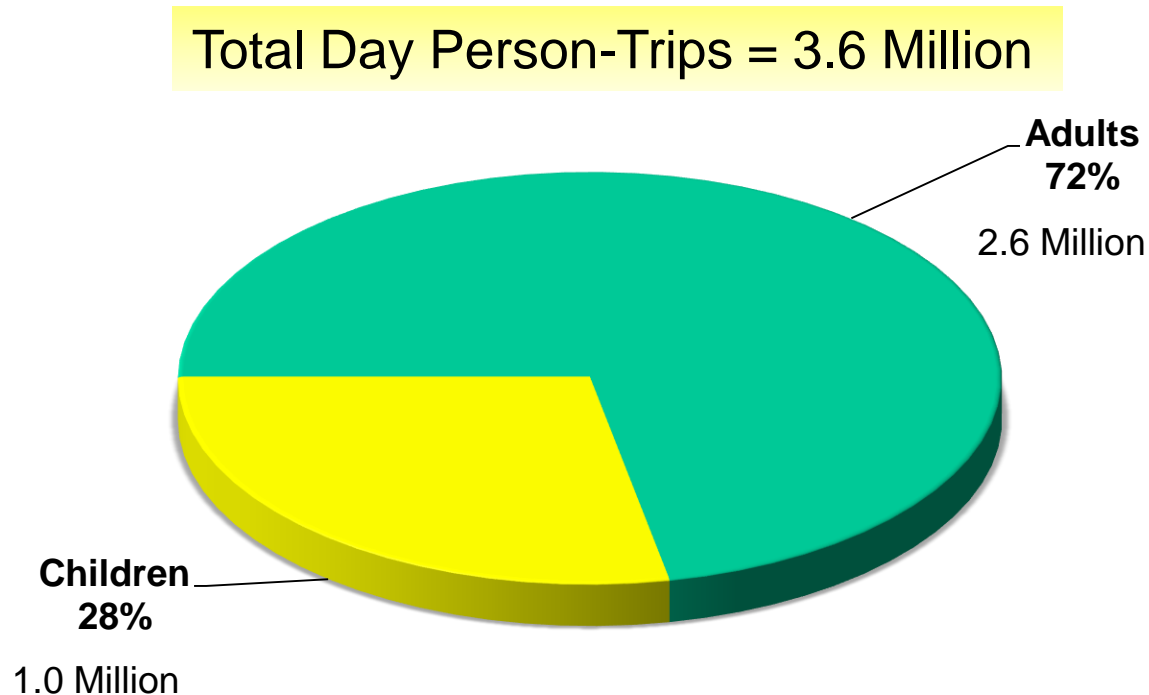


Size of Lake Placid Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 3.4 Million

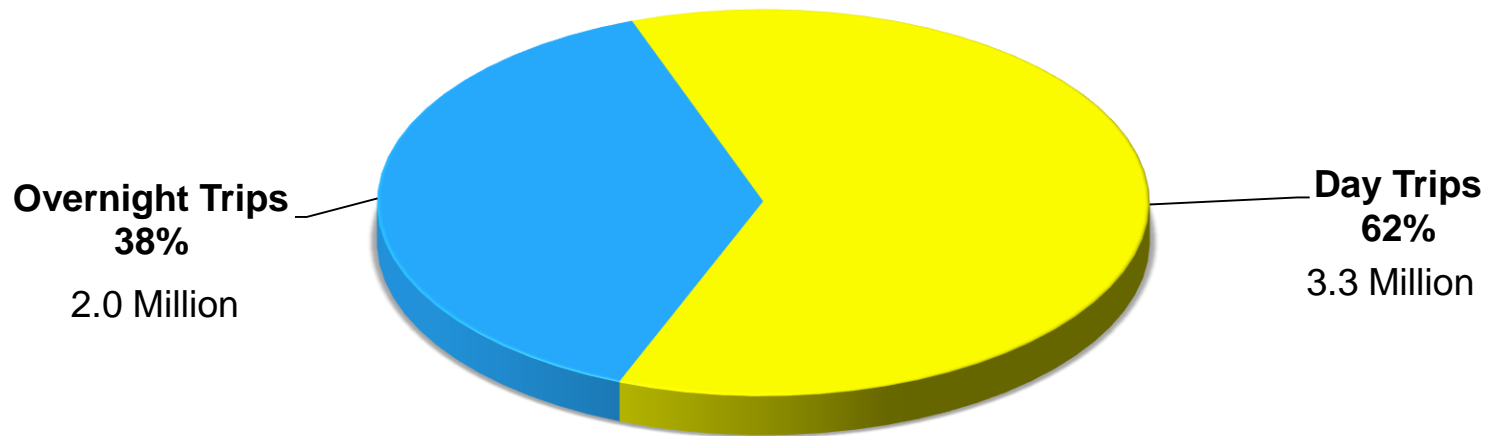


Size of Lake Placid Day Travel Market — Adults vs. Children



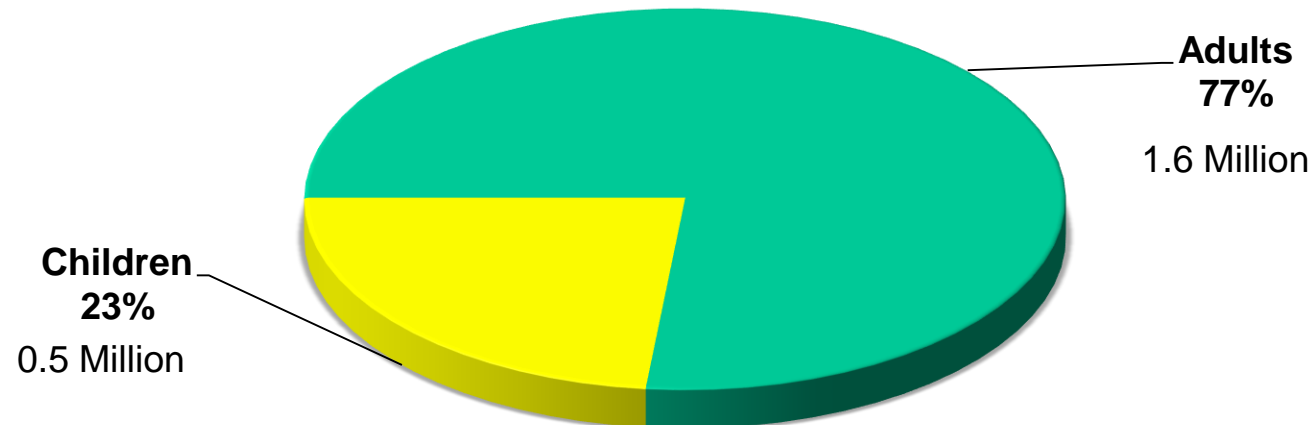
Total Size of Lake George 2017 Domestic Travel Market

Total Person-Trips = 5 Million



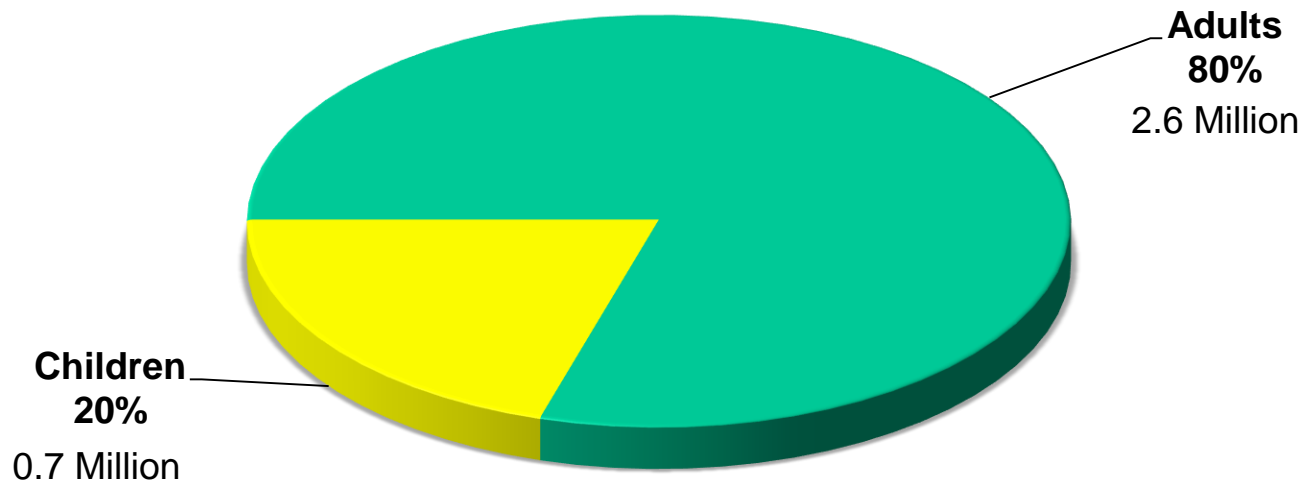
Size of Lake George Overnight Travel Market — Adults vs. Children

Total Overnight Person-Trips = 2.0 Million



Size of Lake George Day Travel Market — Adults vs. Children

Total Day Person-Trips = 3.3 Million





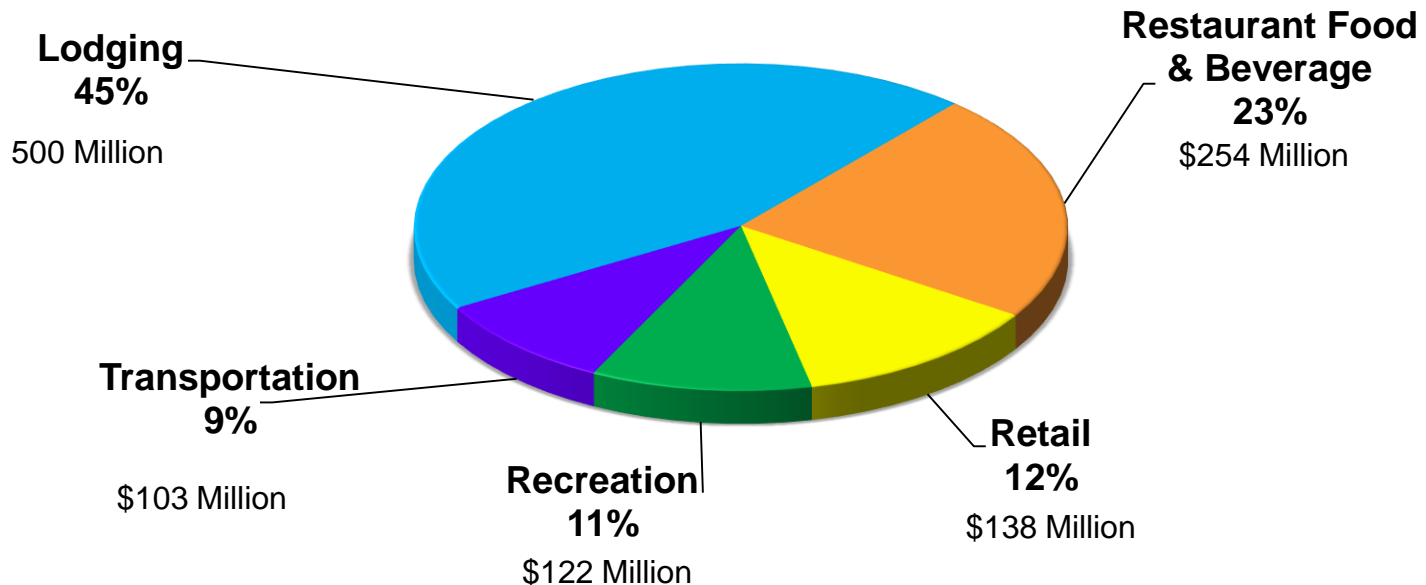
Overnight Trip Expenditures



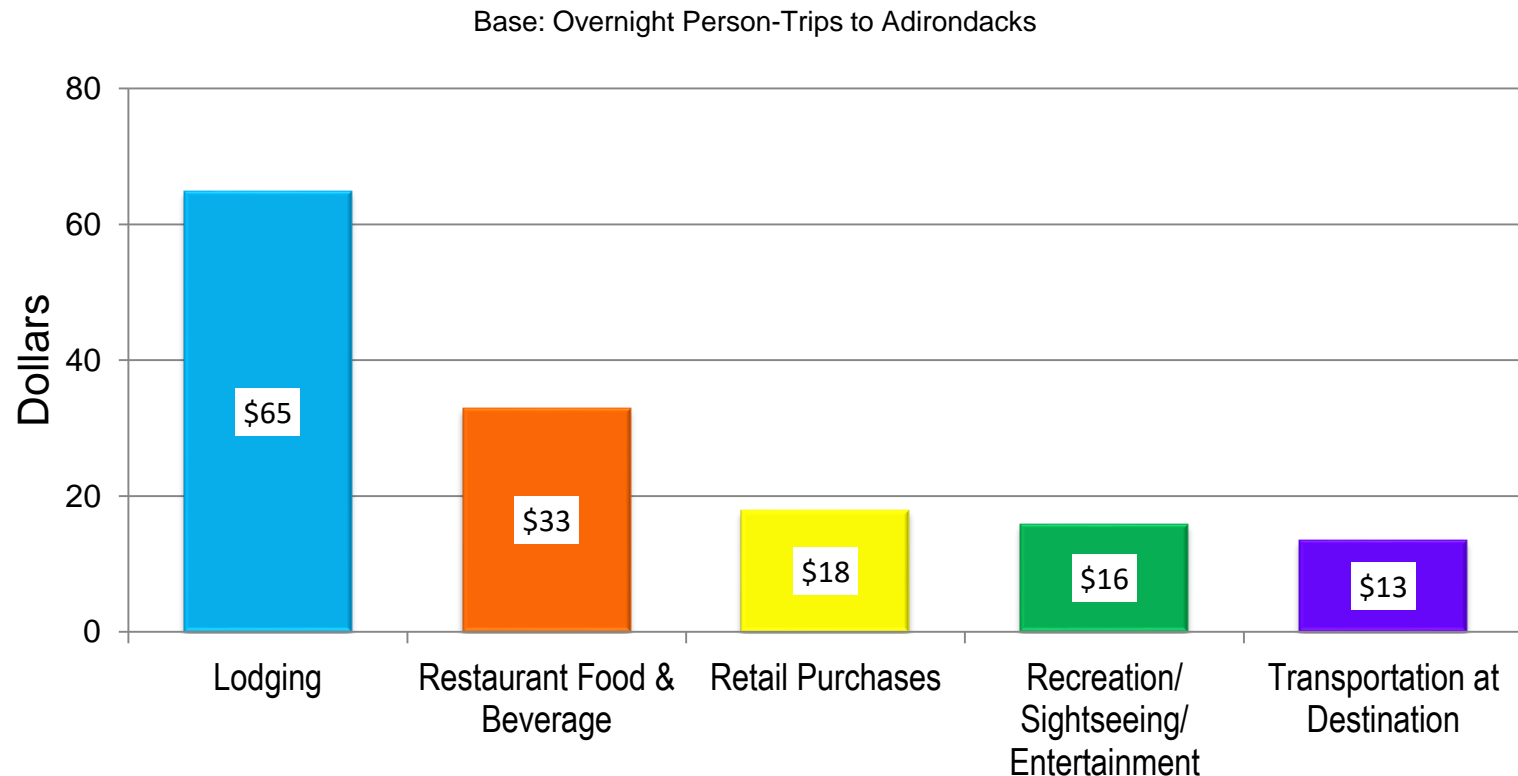
Adirondacks Domestic Overnight Expenditures — by Sector

Total Spending = \$1.117 Billion

+3.1% vs. 2016

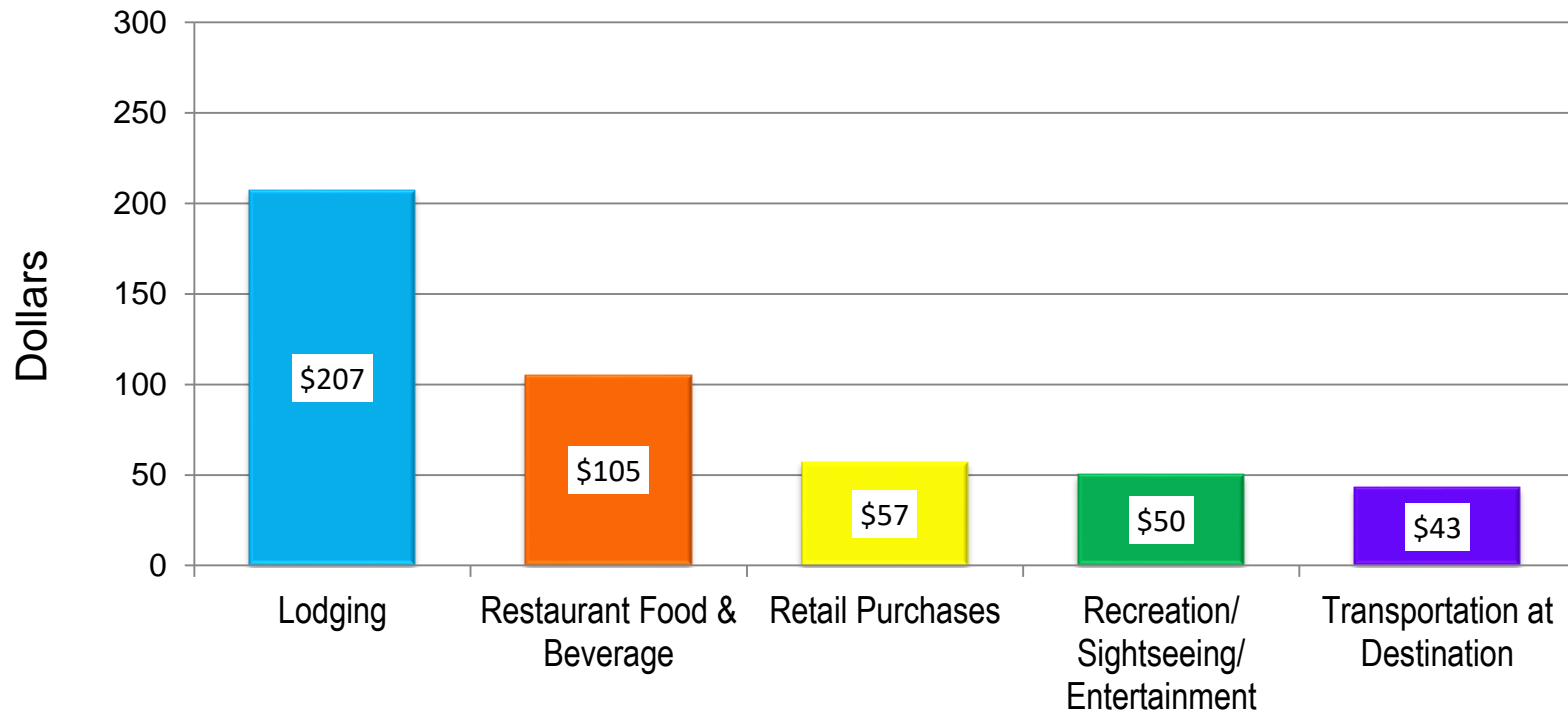


Adirondacks Average Per Person Expenditures on Domestic Overnight Trips — By Sector



Adirondacks Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Adirondacks



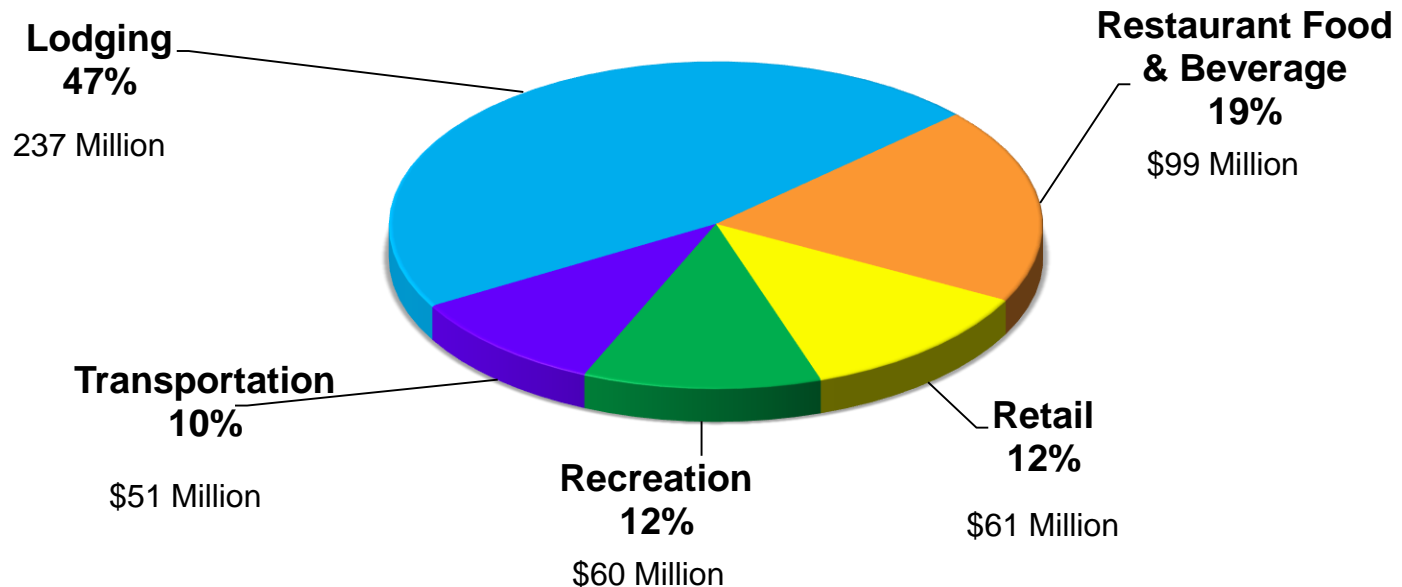


Overnight Trip Expenditures – Lake Placid

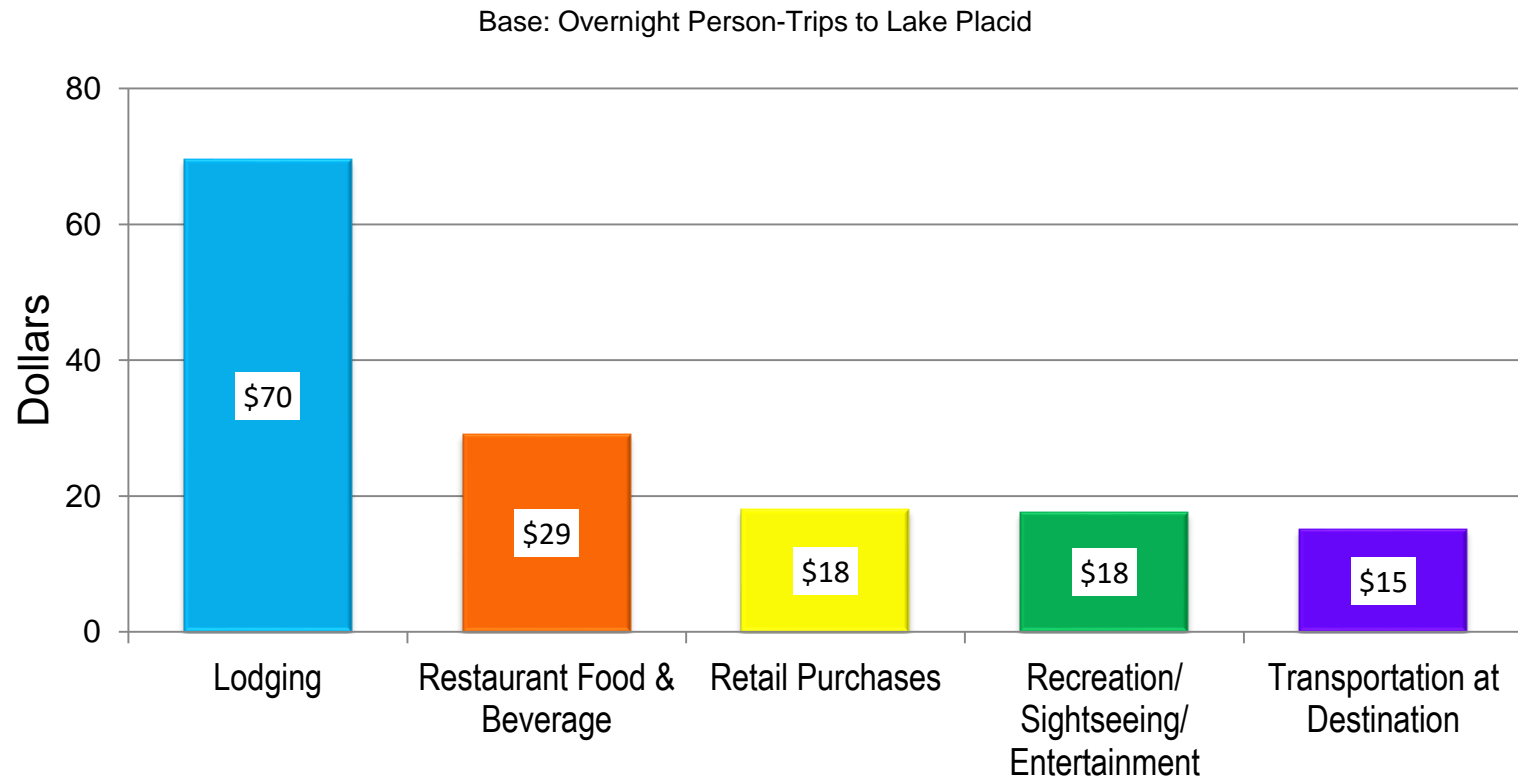


Lake Placid Domestic Overnight Expenditures — by Sector

Total Spending = \$508 Million

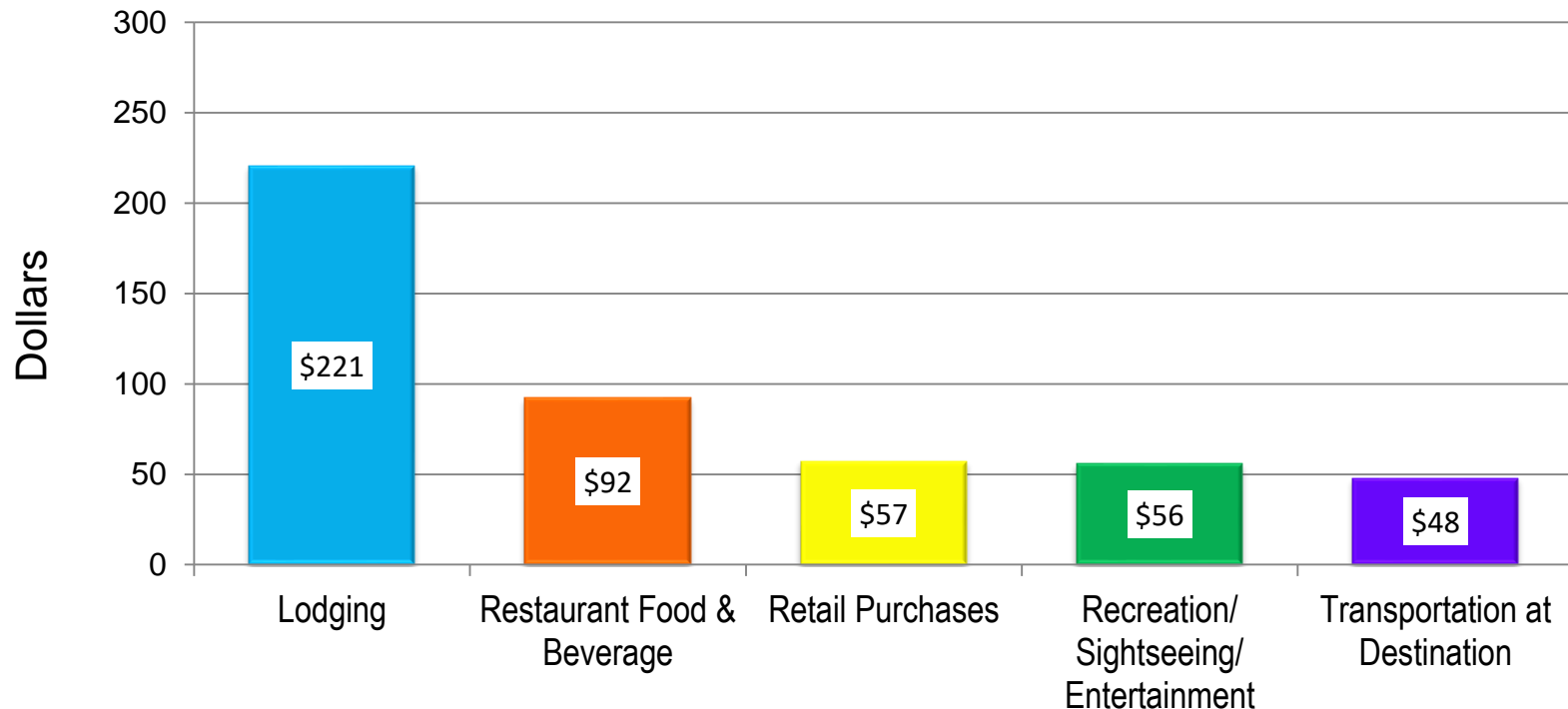


Lake Placid Average Per Person Expenditures on Domestic Overnight Trips — By Sector



Lake Placid Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Lake Placid



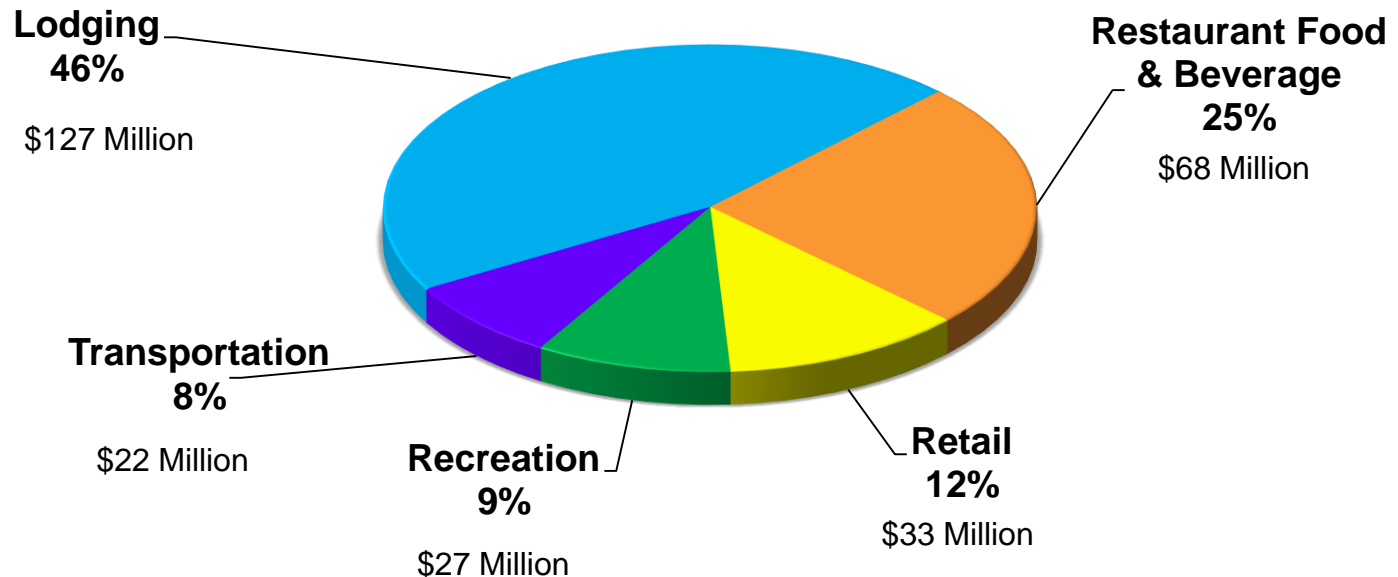


Overnight Trip Expenditures – Lake George

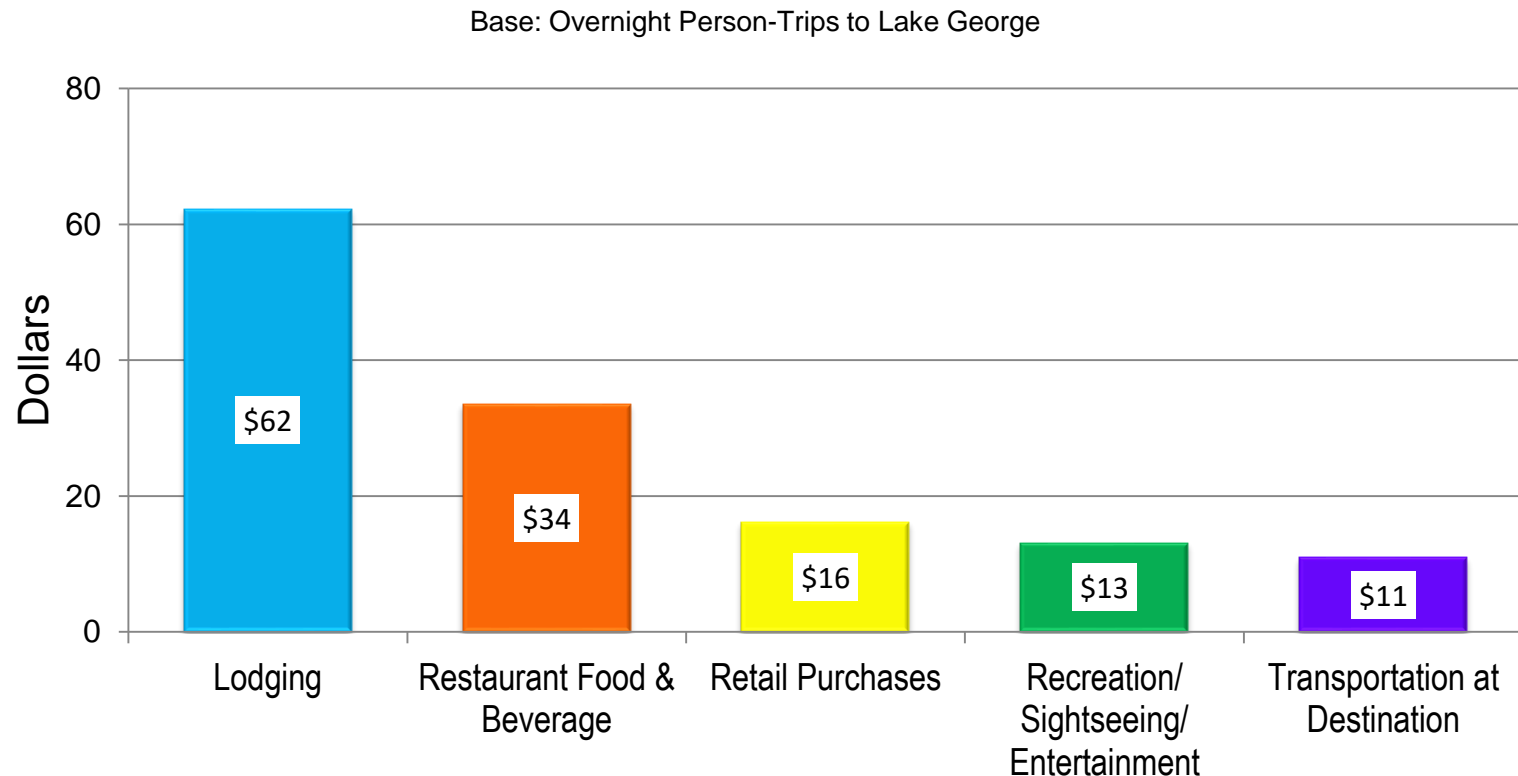


Lake George Domestic Overnight Expenditures — by Sector

Total Spending = \$277 Million

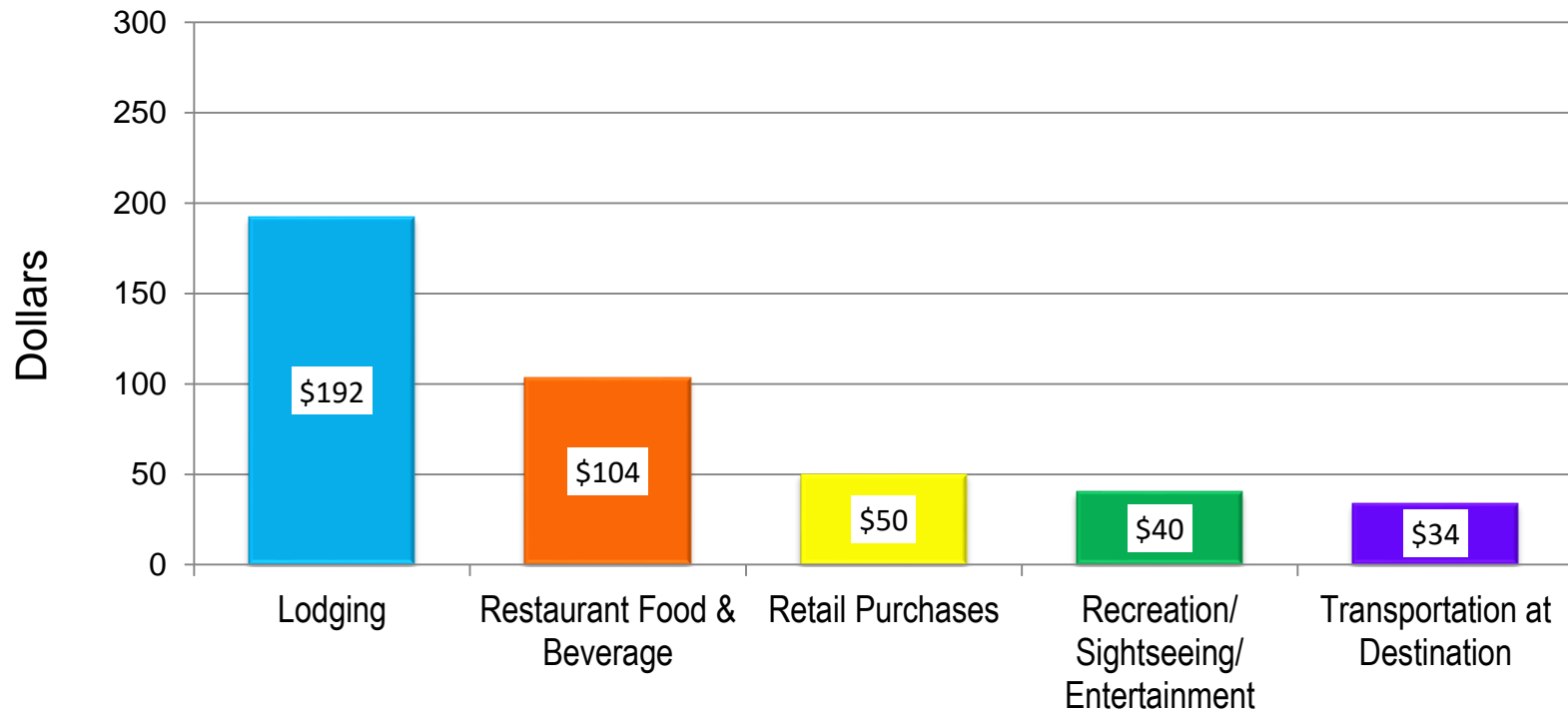


Lake George Average Per Person Expenditures on Domestic Overnight Trips — By Sector



Lake George Average Per Party Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Lake George





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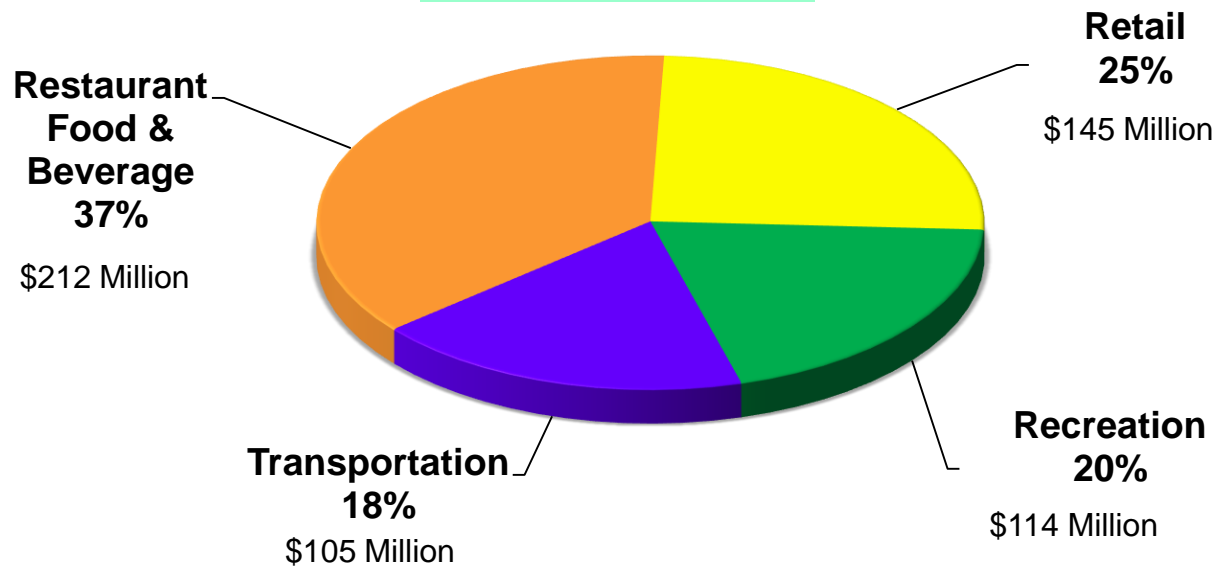
Day Trip Expenditures



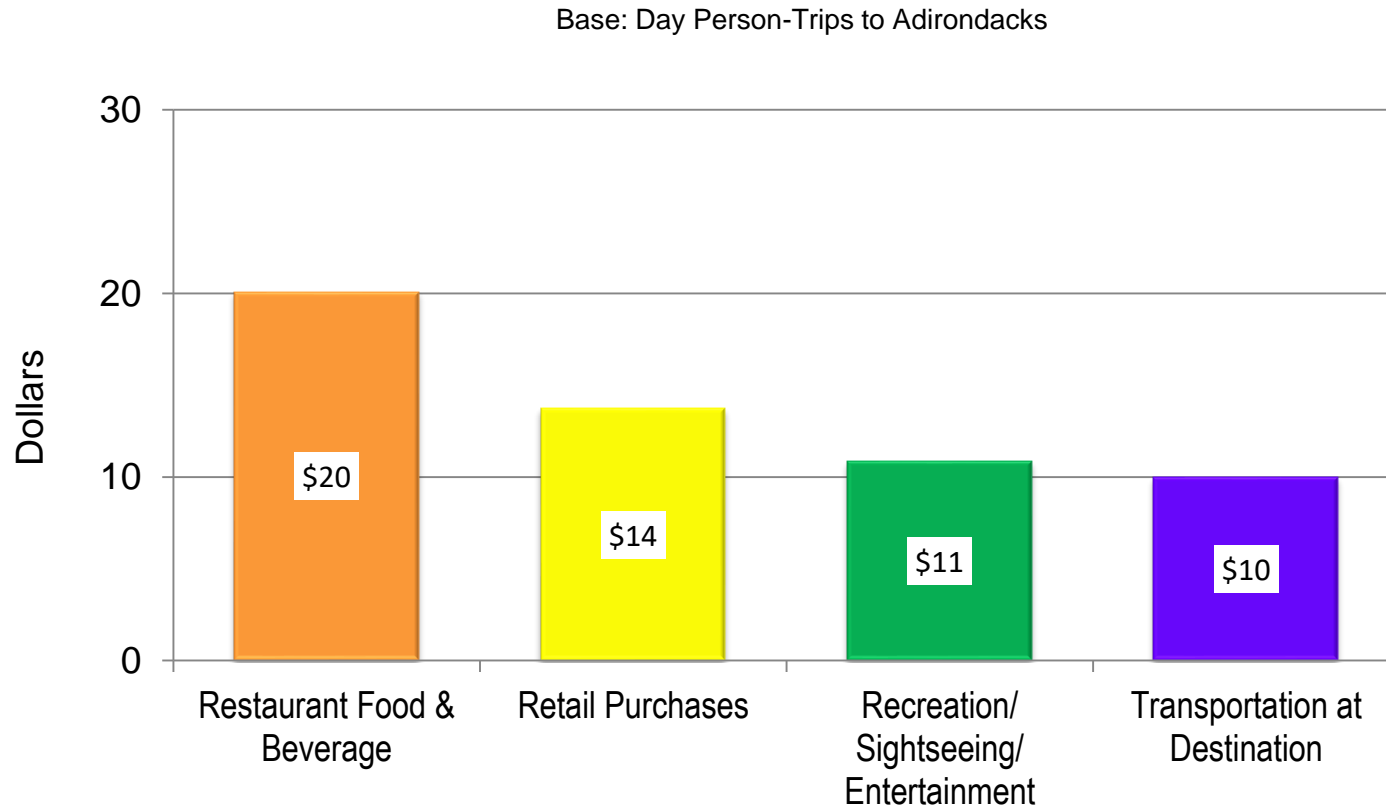
Total Adirondacks Domestic Day Trip Spending — by Sector

Total Spending = \$576 Million

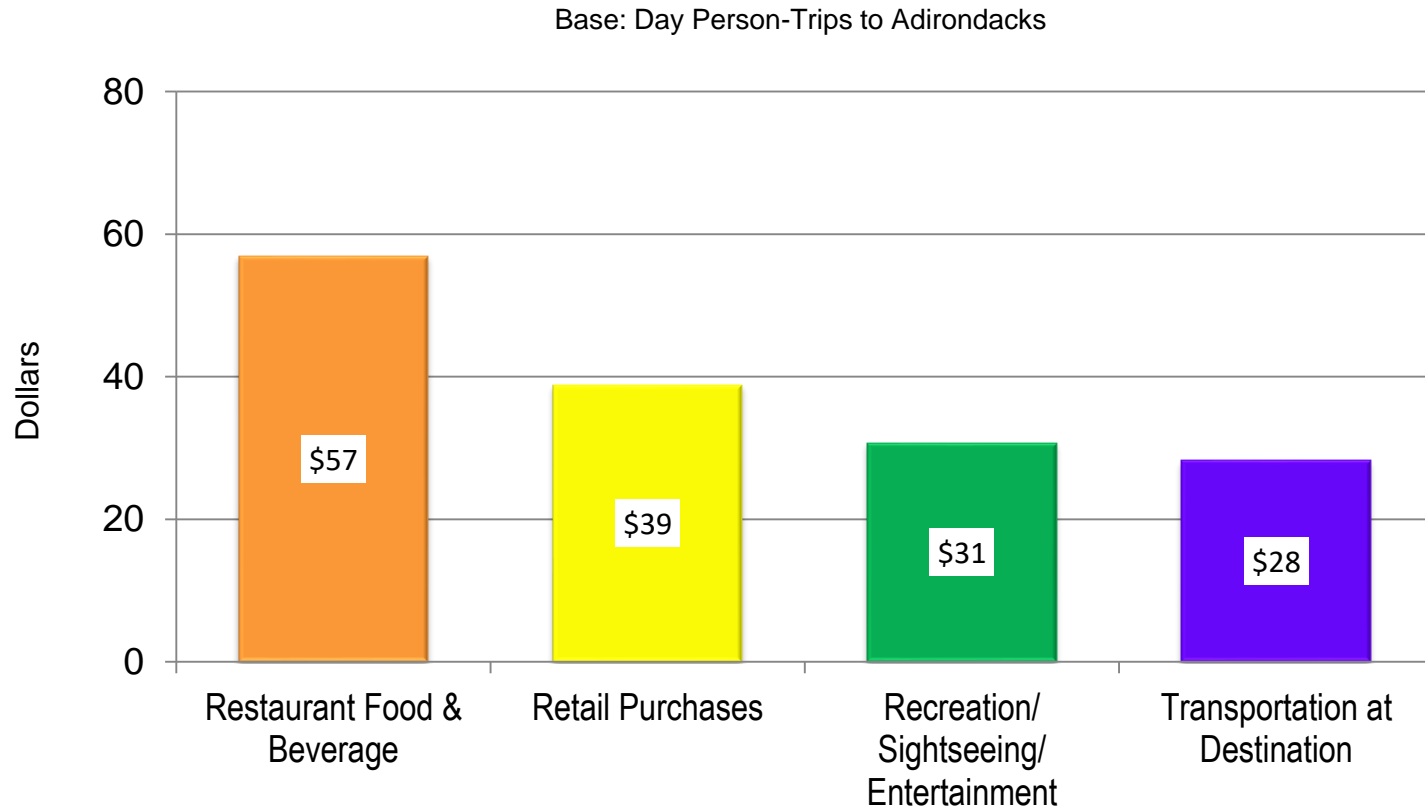
+4.1% vs. 2016



Average Per Person Expenditures on Day Trips — By Sector



Average Per Party Expenditures on Day Trips — By Sector



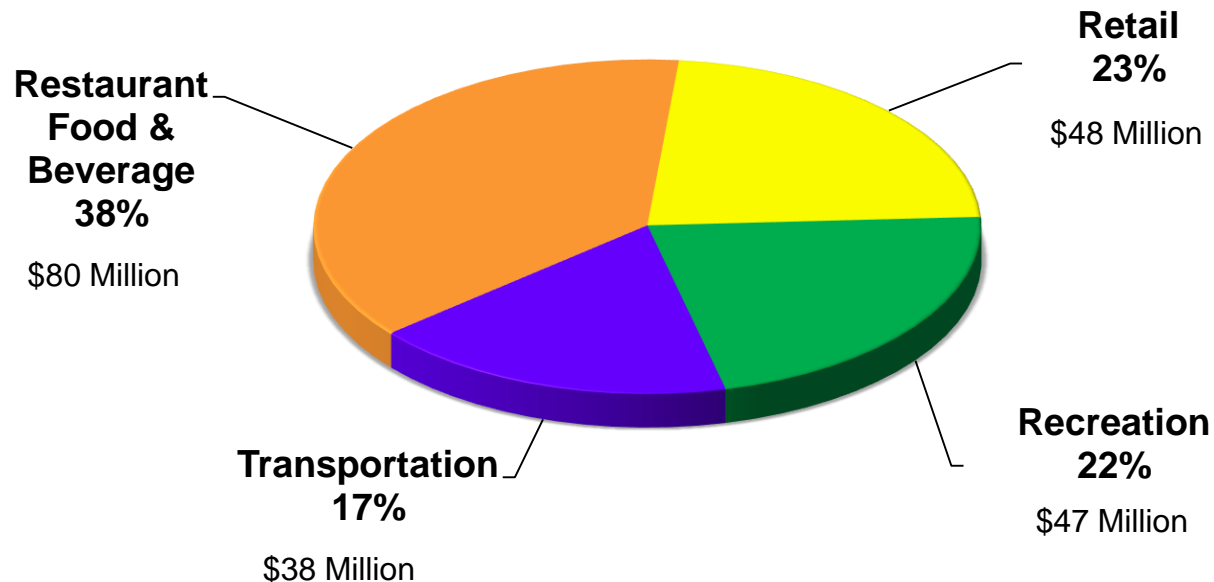


Day Trip Expenditures – Lake Placid

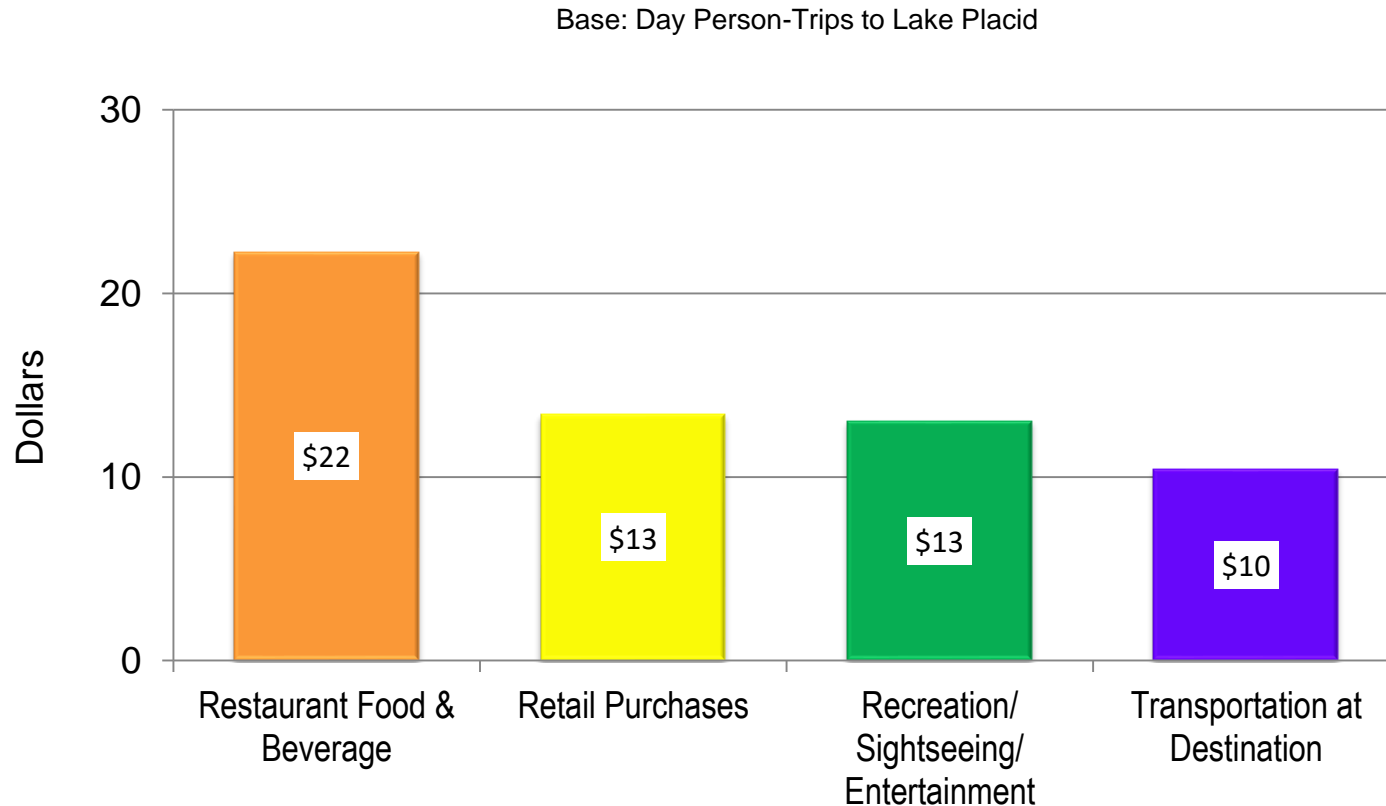


Total Lake Placid Domestic Day Trip Spending — by Sector

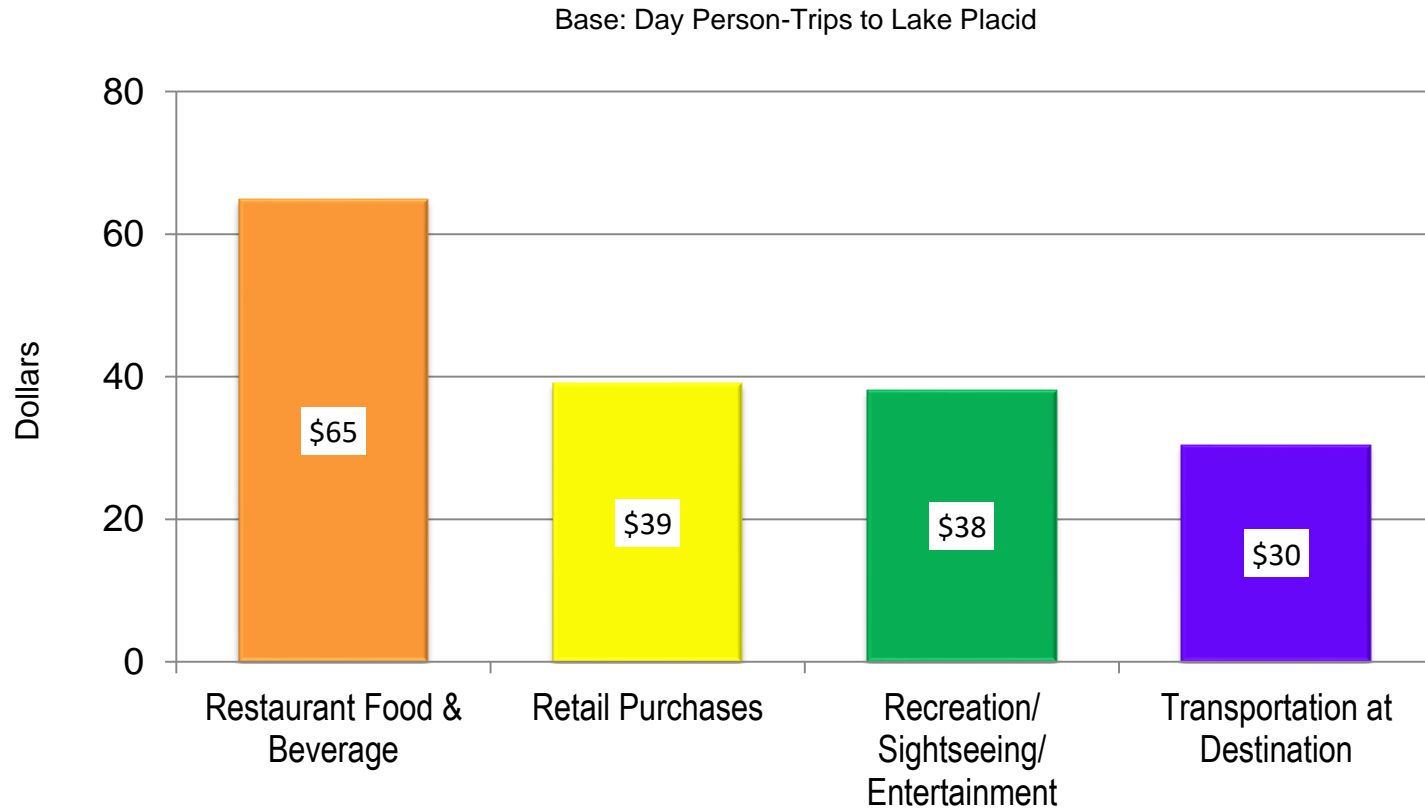
Total Spending = \$213 Million



Lake Placid Average Per Person Expenditures on Day Trips — By Sector



Lake Placid Average Per Party Expenditures on Day Trips — By Sector



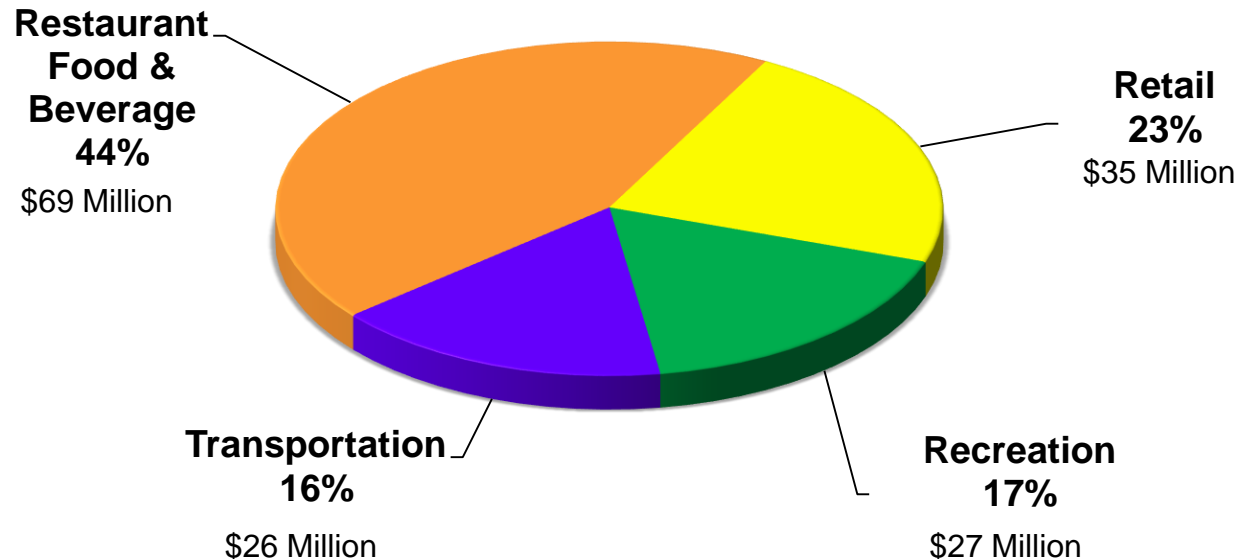


Day Trip Expenditures – Lake George

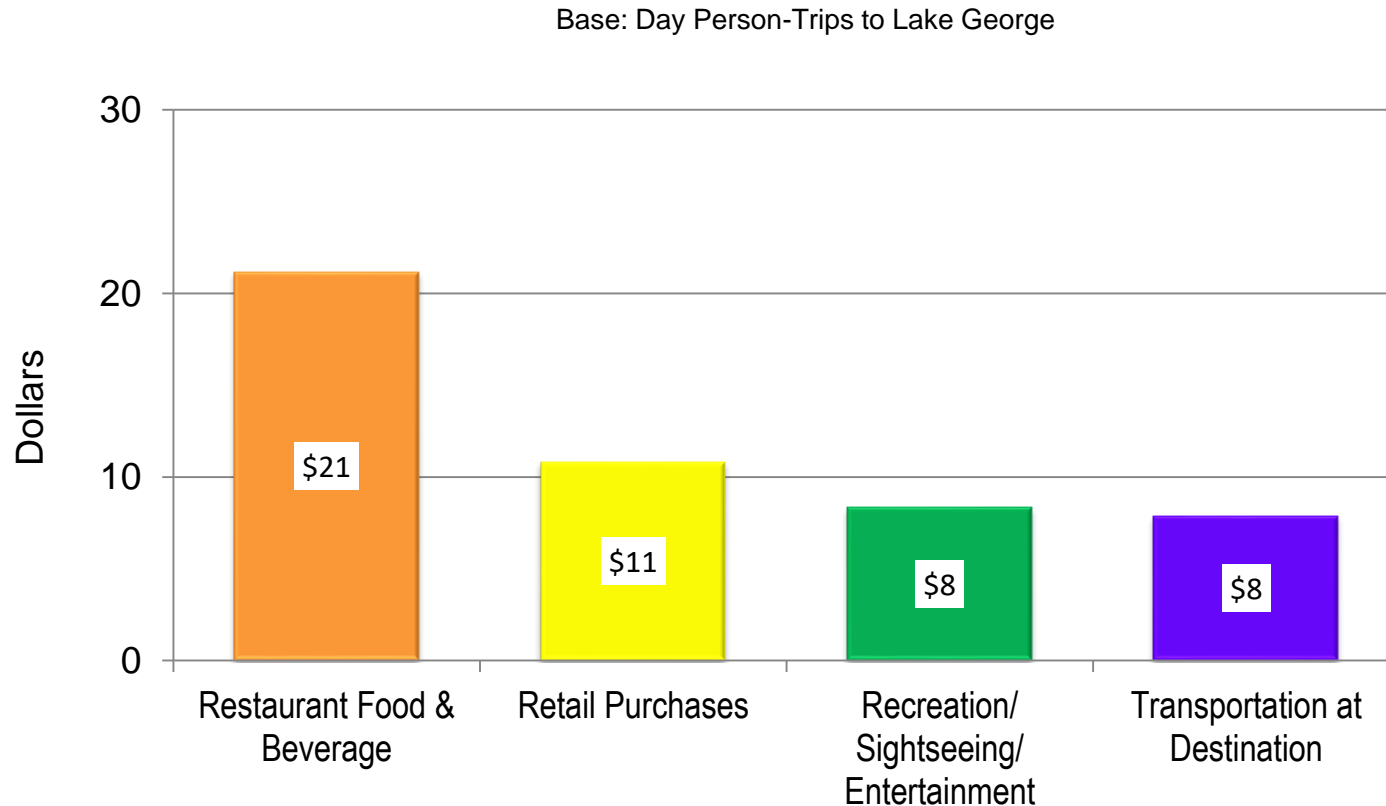


Total Lake George Domestic Day Trip Spending — by Sector

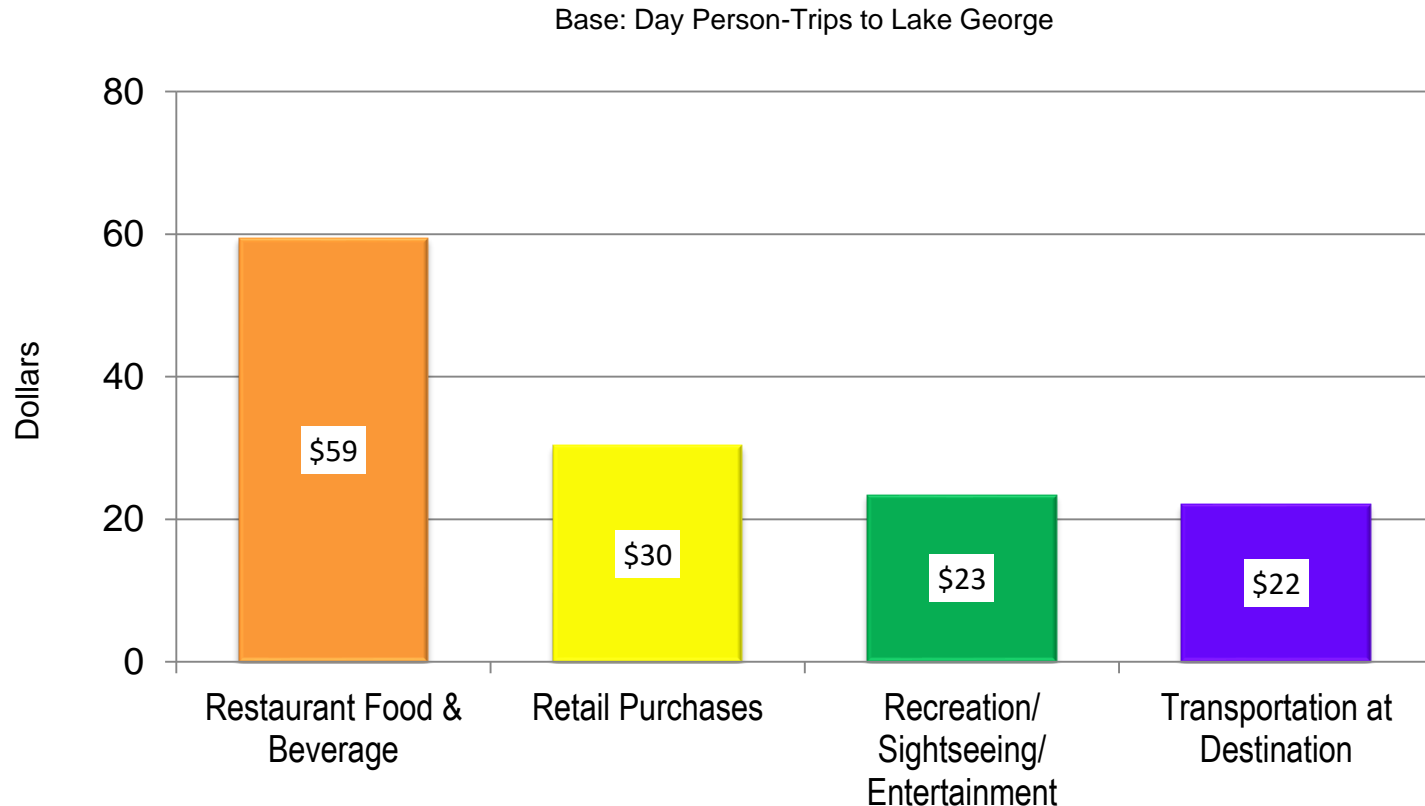
Total Spending = \$157 Million



Lake George Average Per Person Expenditures on Day Trips — By Sector



Lake George Average Per Party Expenditures on Day Trips — By Sector



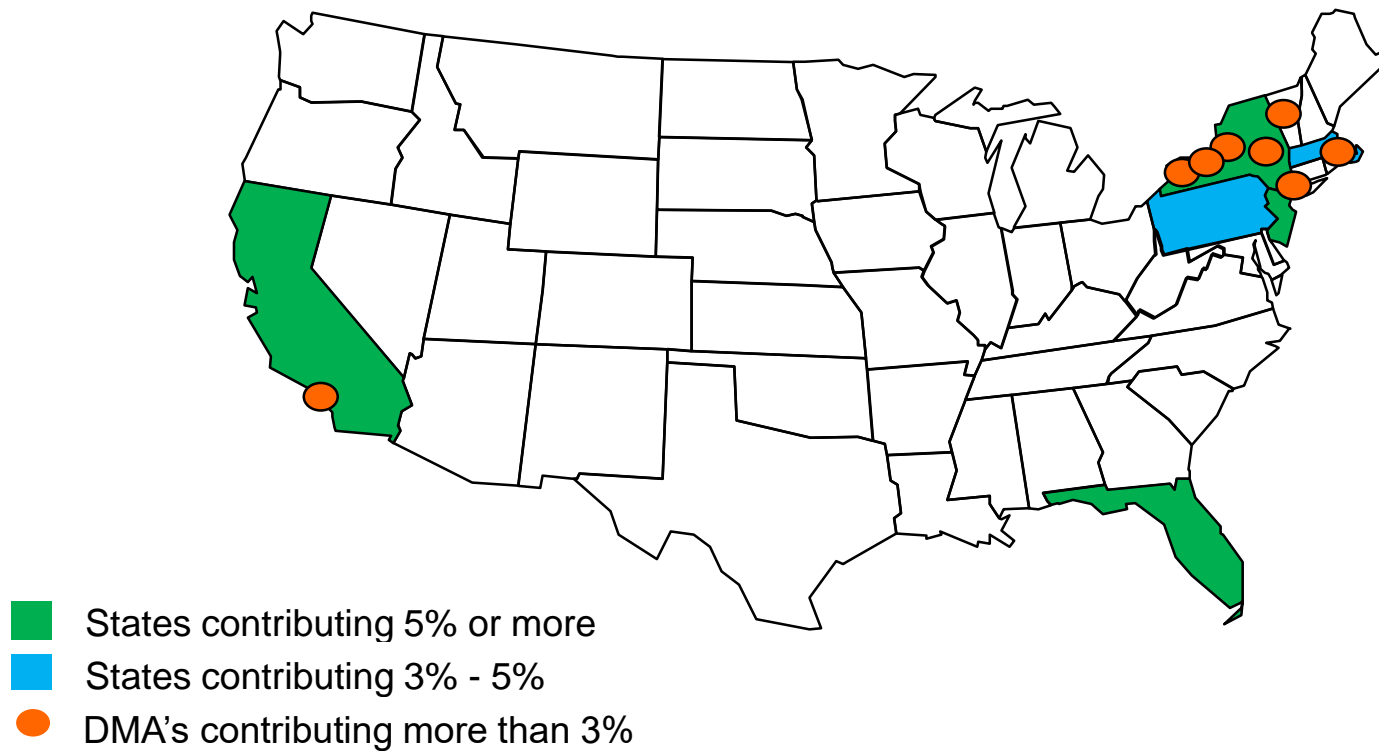


Sources of Business – Overnight Trips

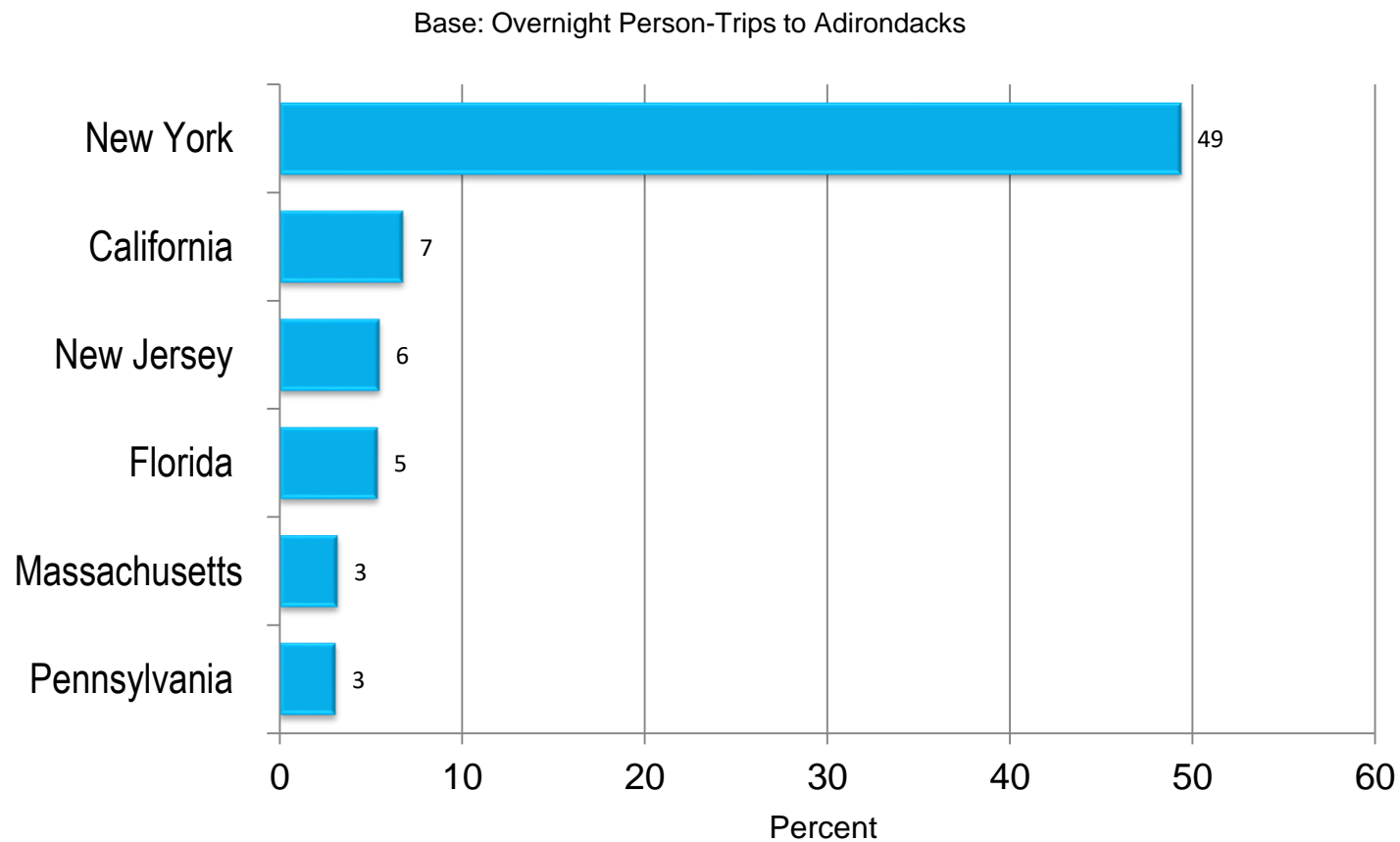


Sources of Business

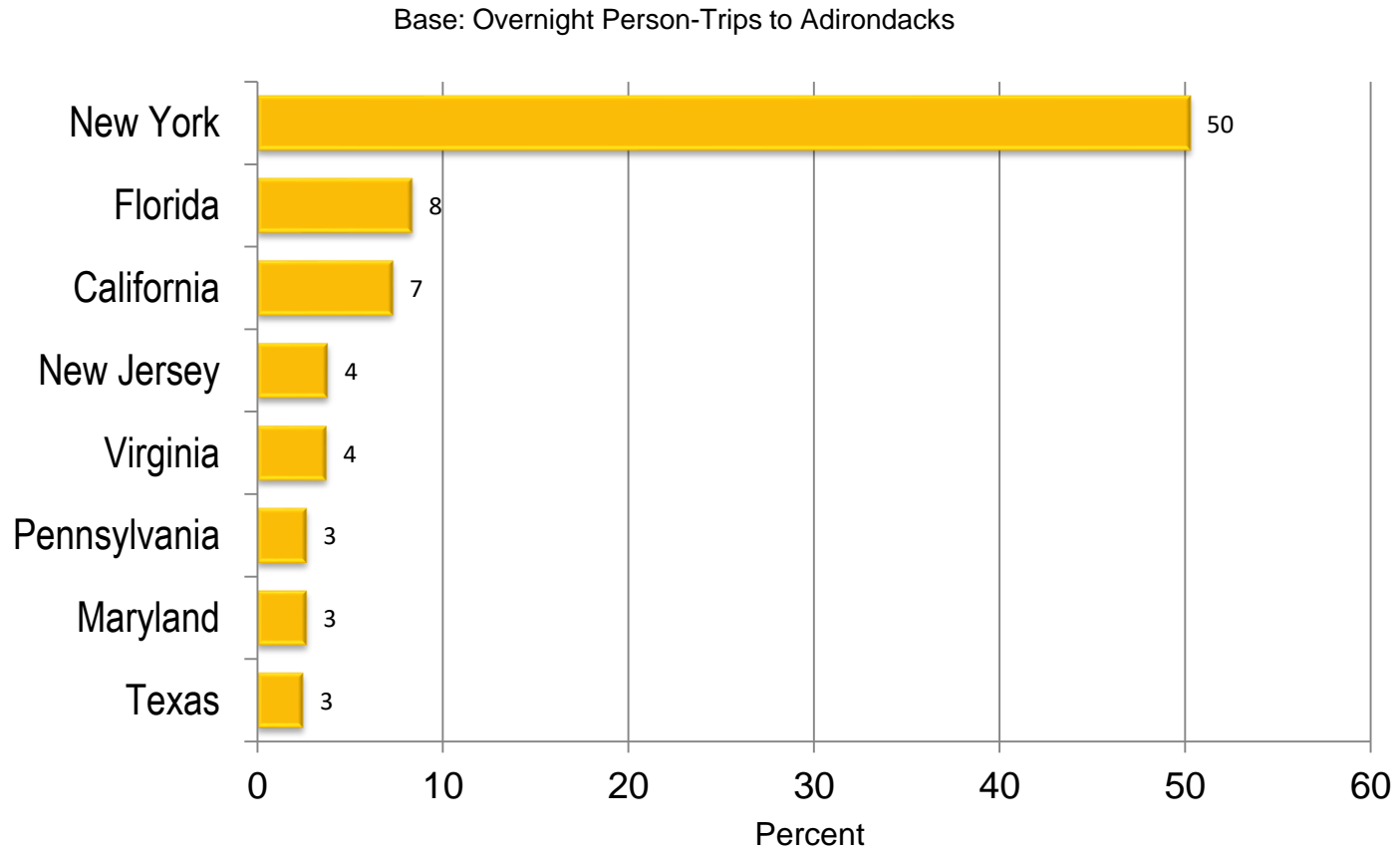
Base: Overnight Person-Trips to Adirondacks



2017 State Origin Of Trip

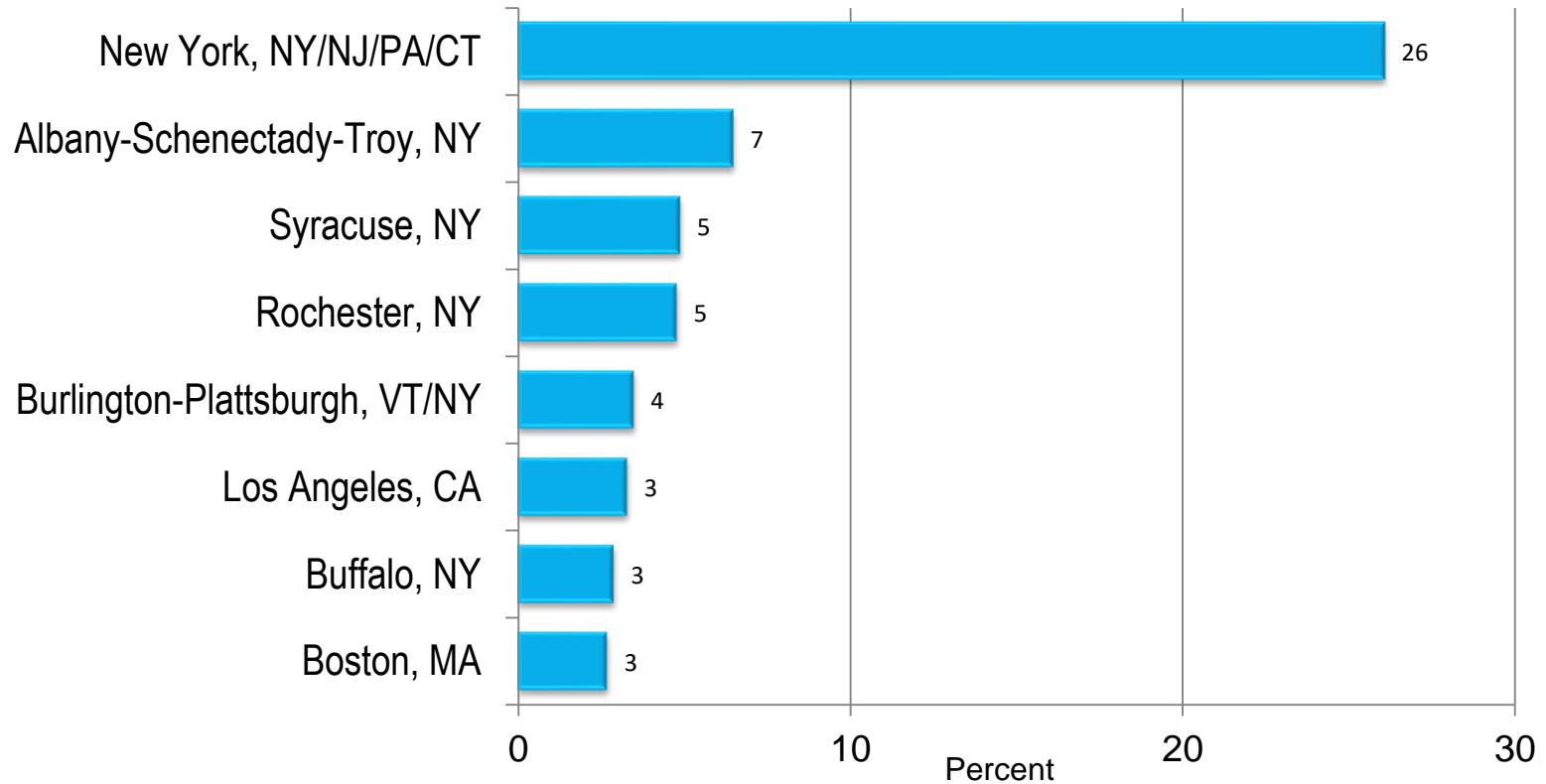


2016 State Origin Of Trip



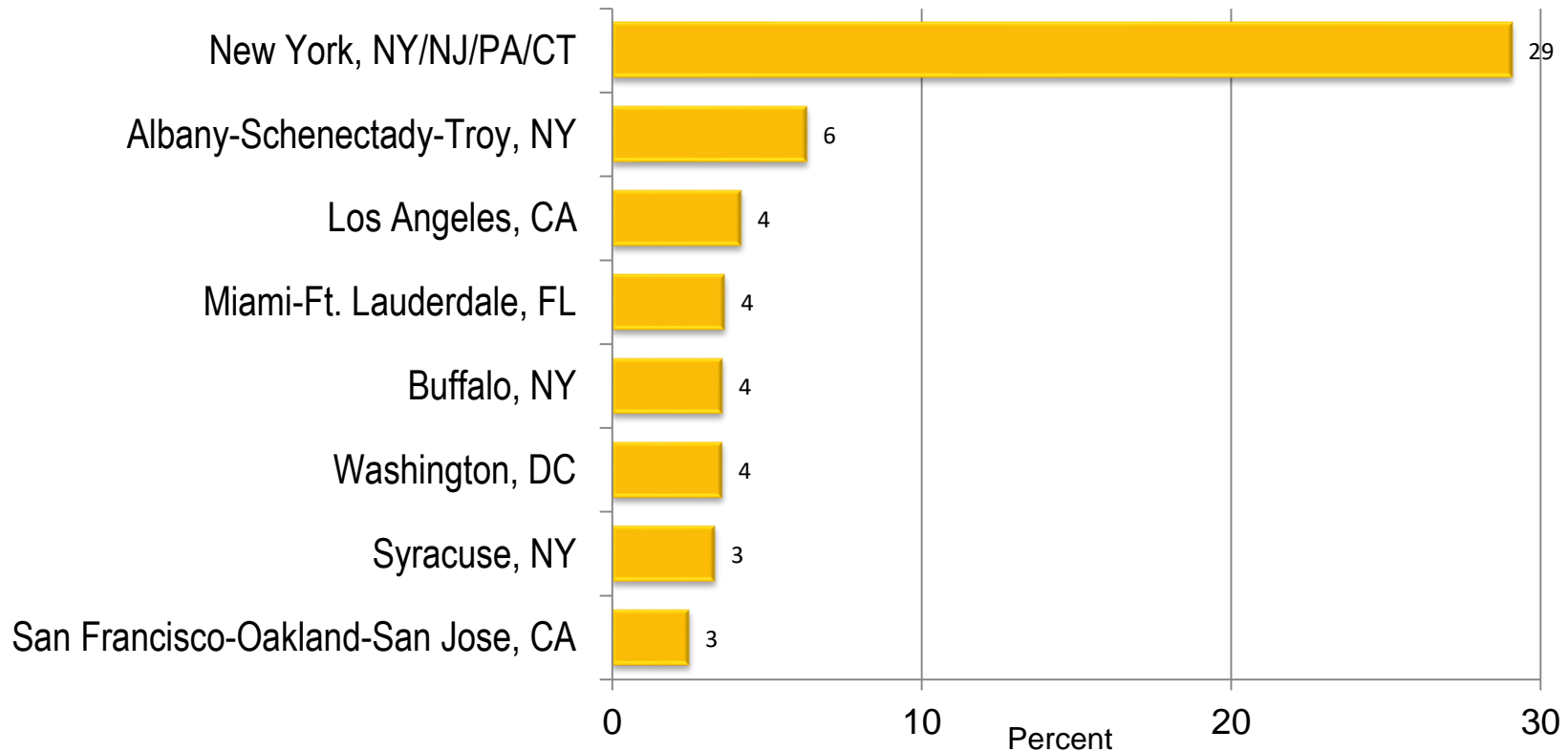
2017 DMA Origin Of Trip

Base: Overnight Person-Trips to Adirondacks



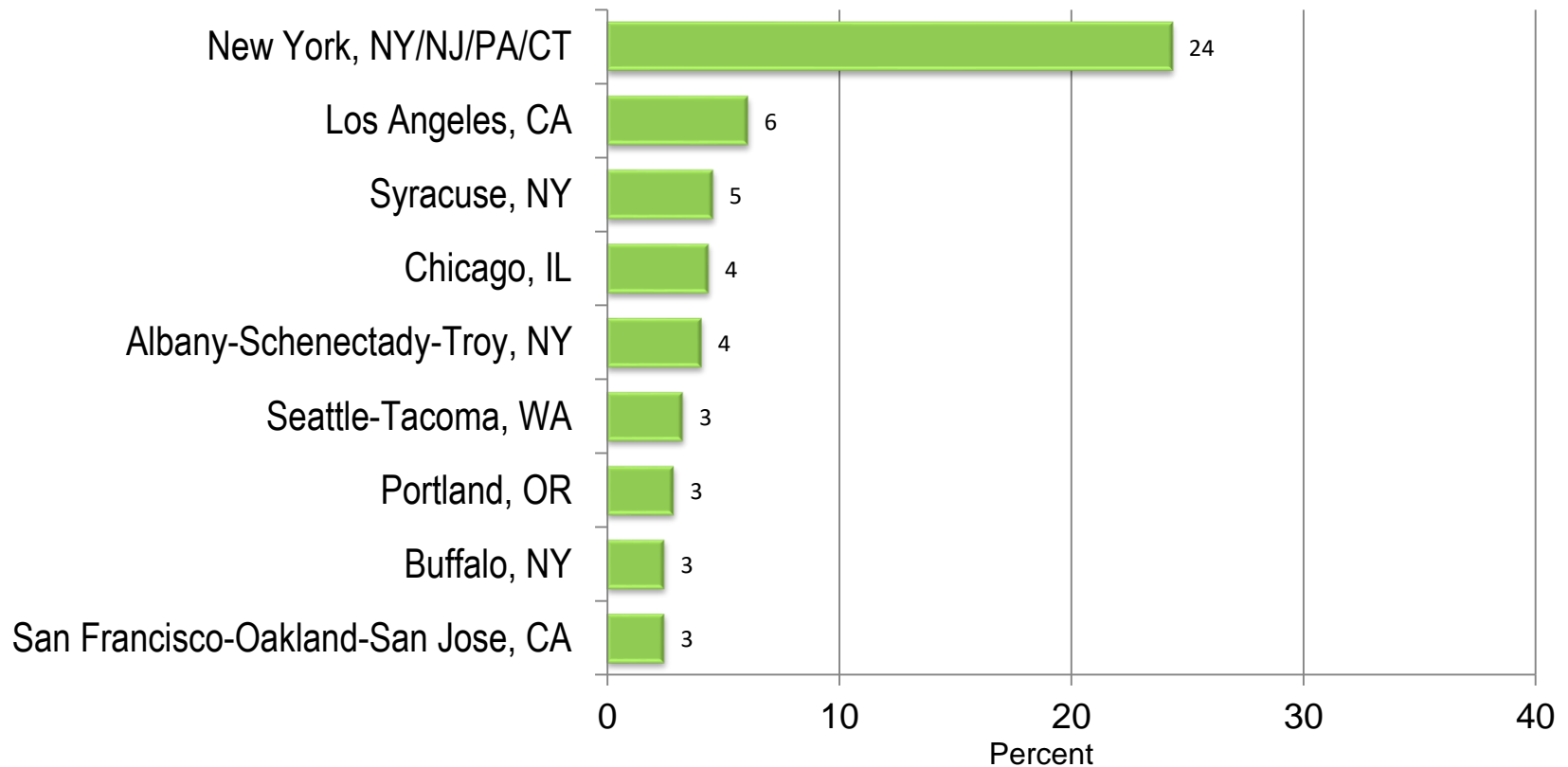
2016 DMA Origin Of Trip

Base: Overnight Person-Trips to Adirondacks



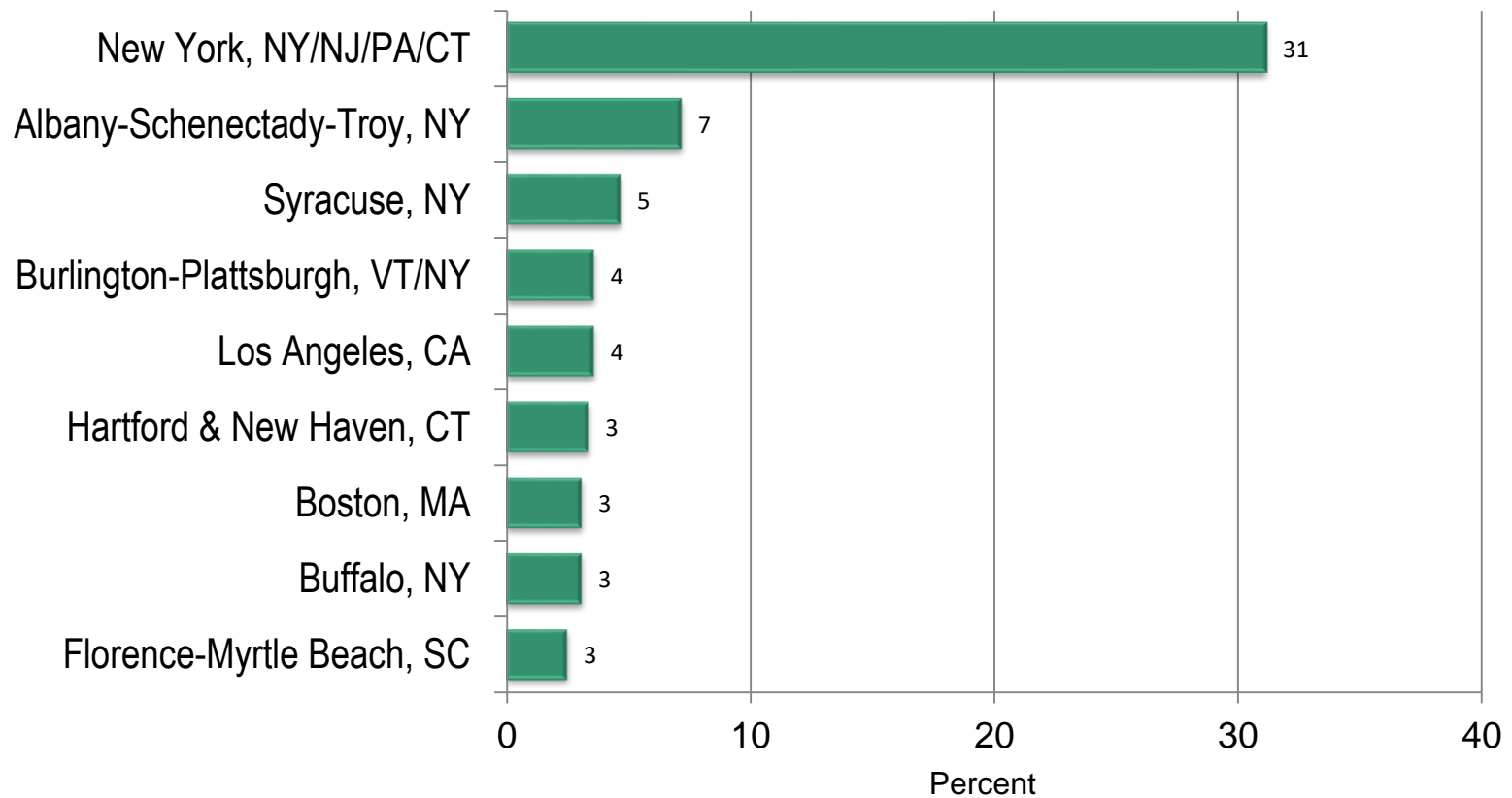
2017 DMA Origin Of Trip Lake Placid

Base: Overnight Person-Trips to Lake Placid



2017 DMA Origin Of Trip Lake George

Base: Overnight Person-Trips to Lake George

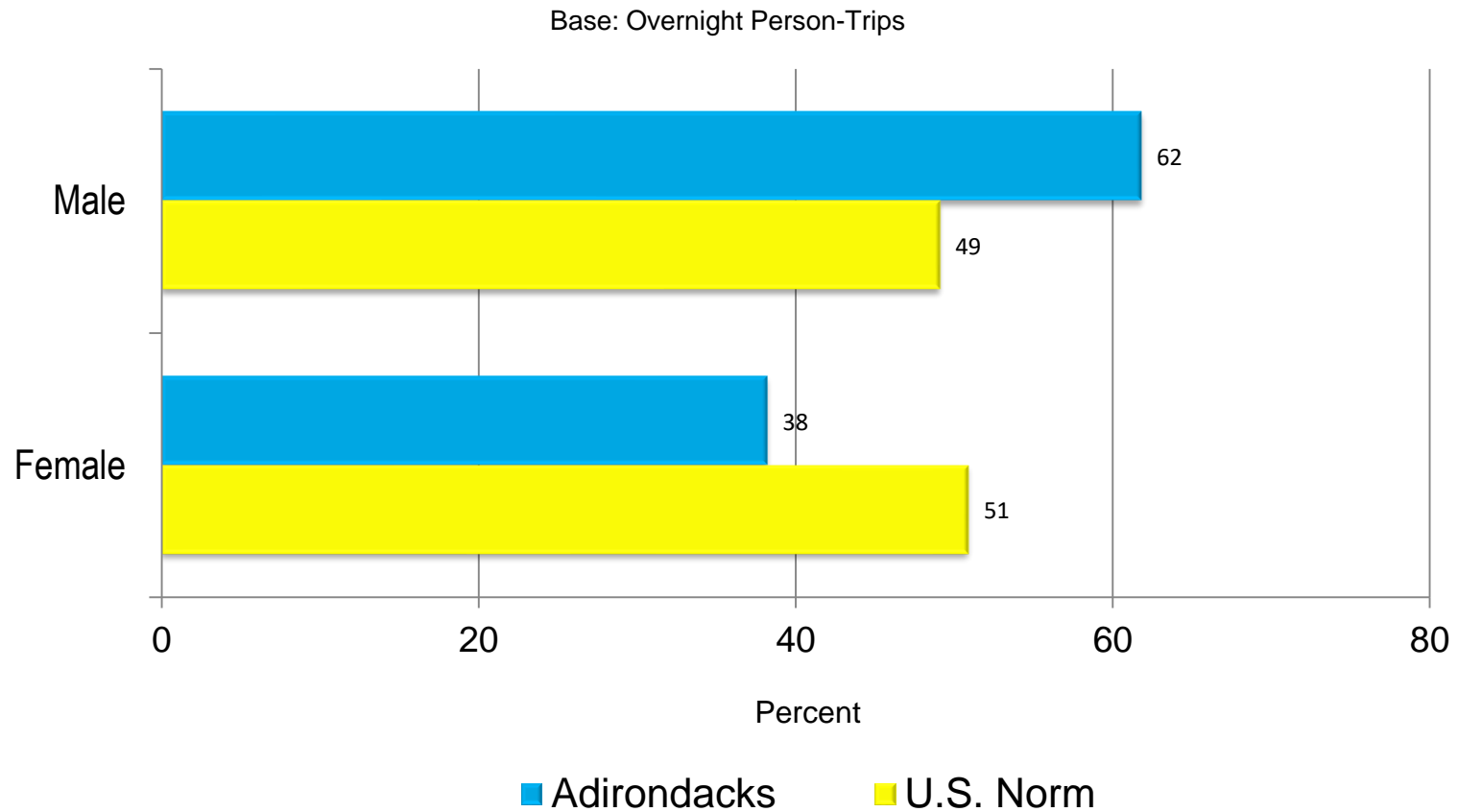




Demographic Profile of Overnight Visitors

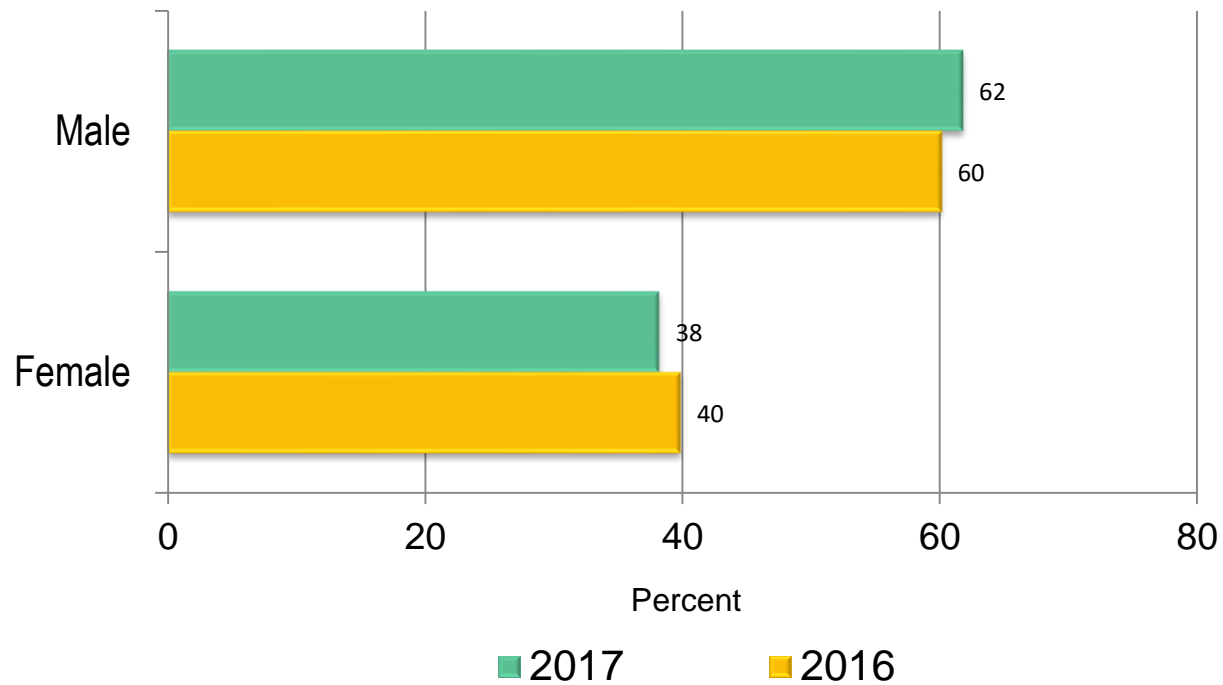


Gender



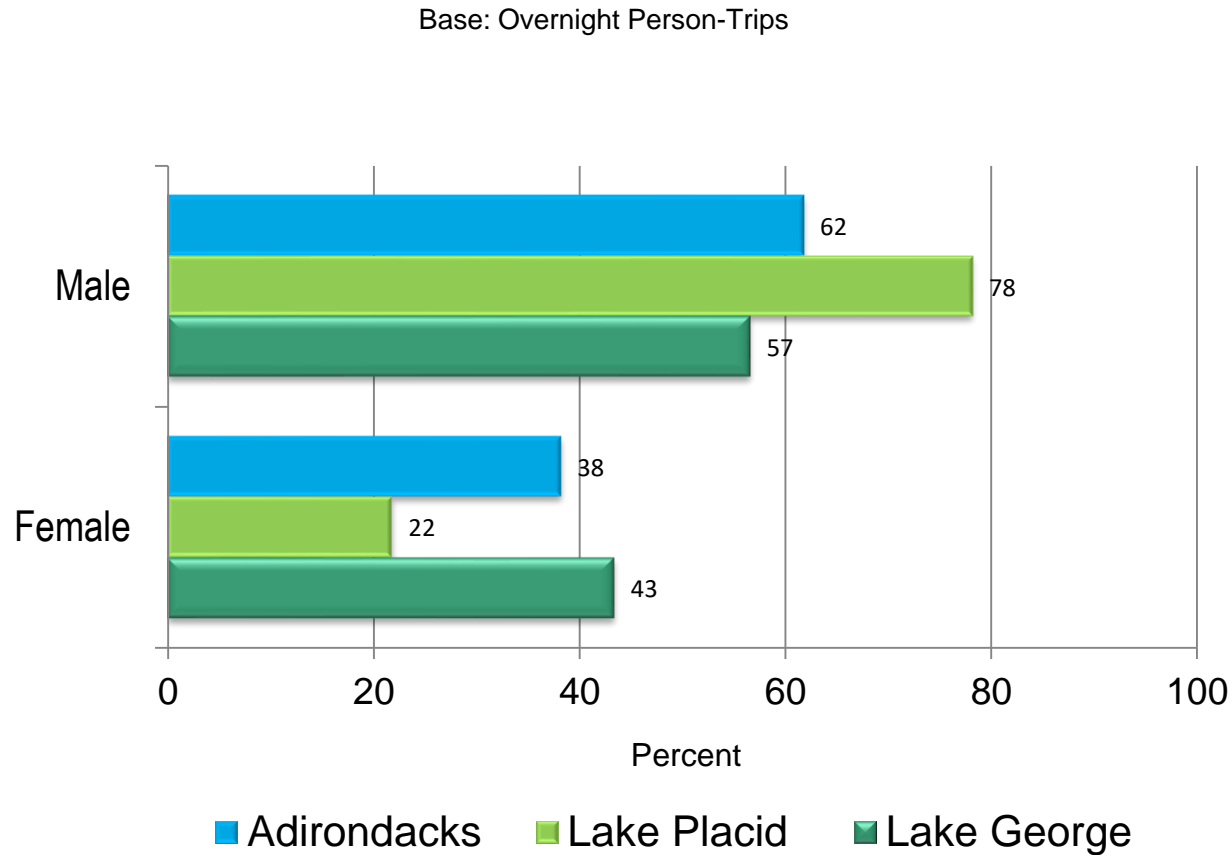
Gender 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

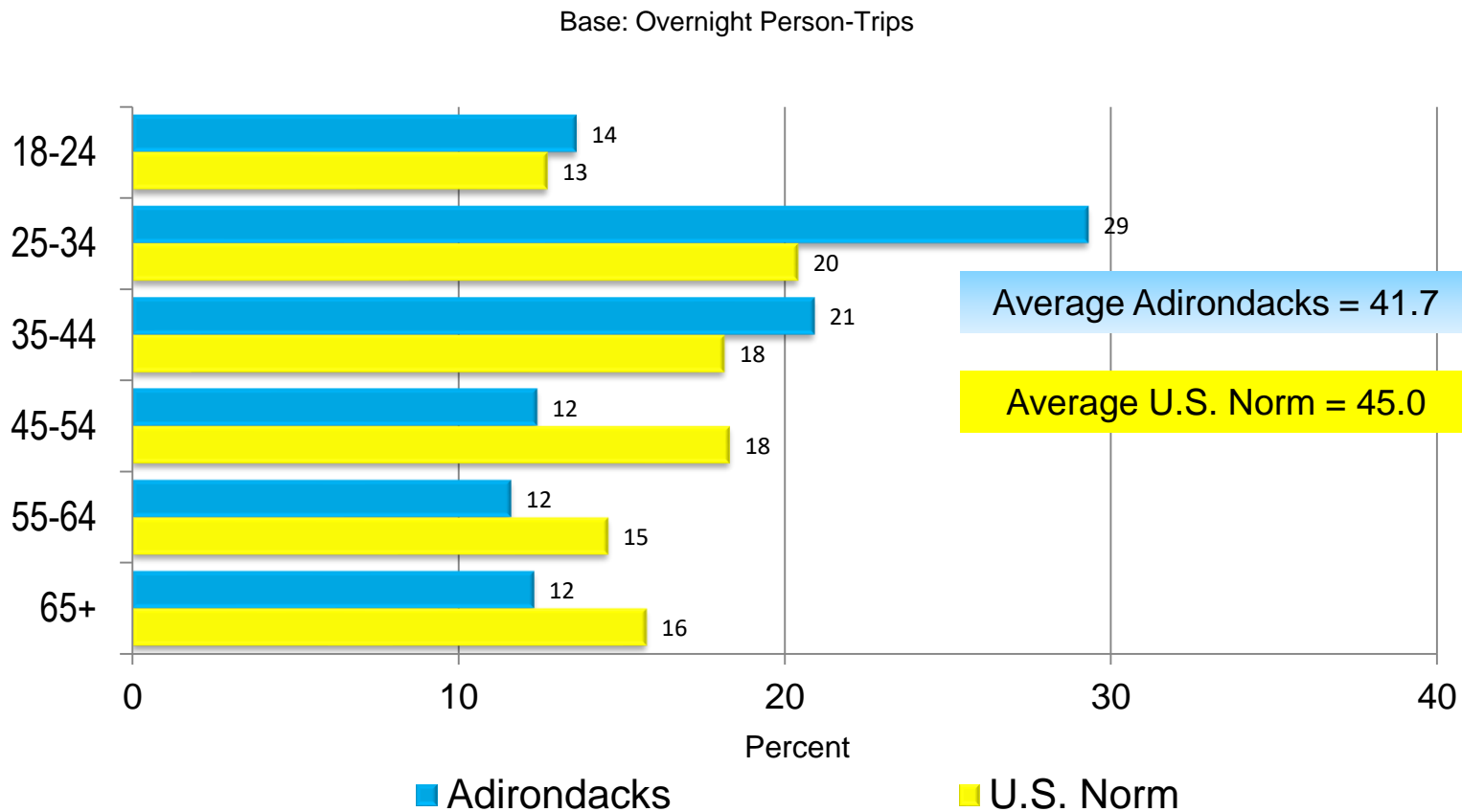


Gender

Adirondacks vs. Lake Placid vs. Lake George

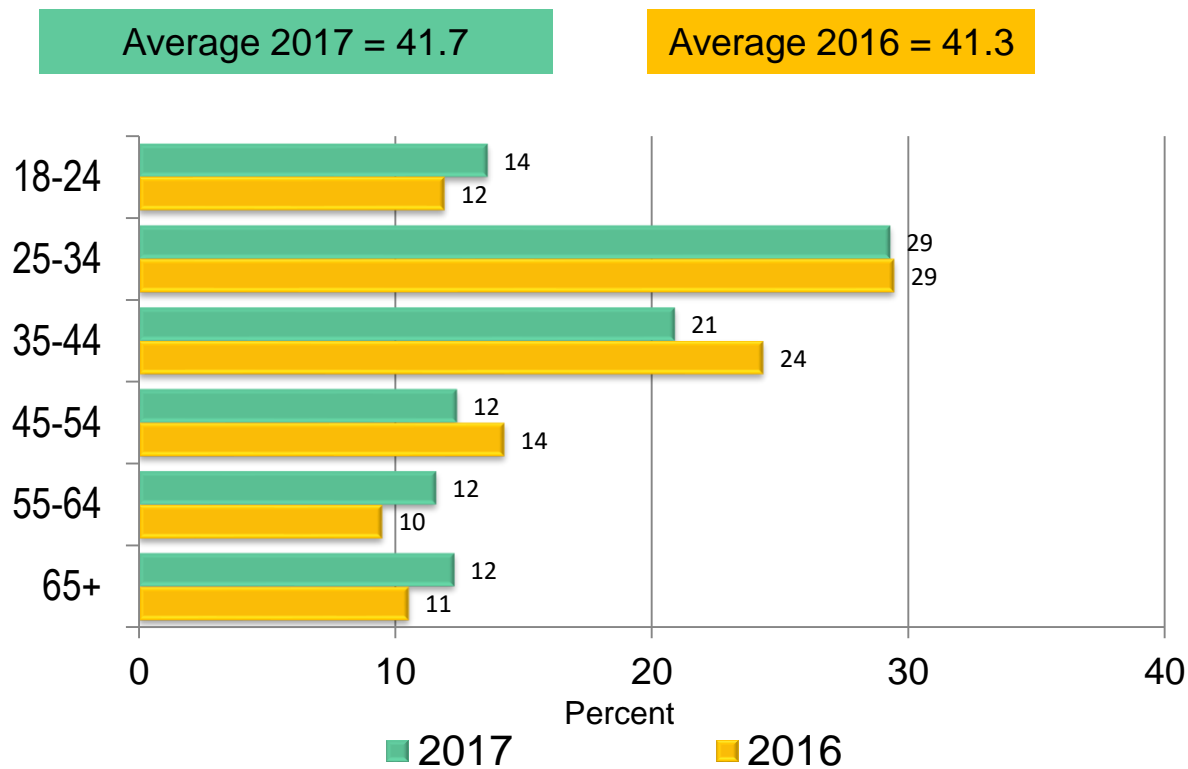


Age



Age 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks



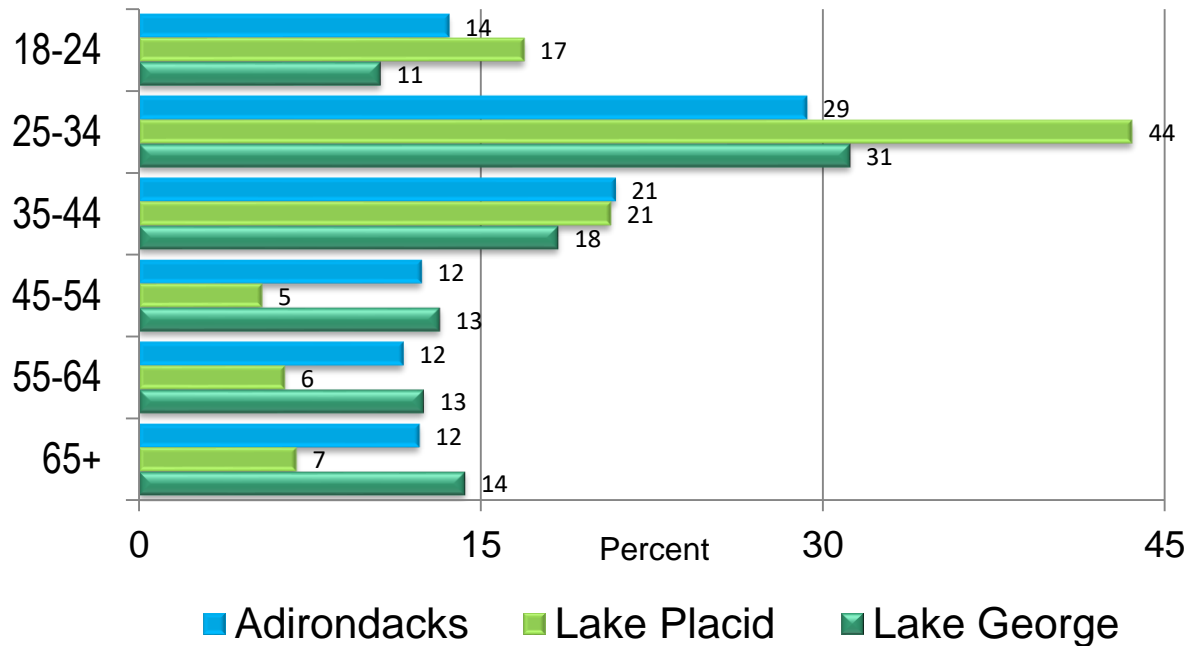
Age Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

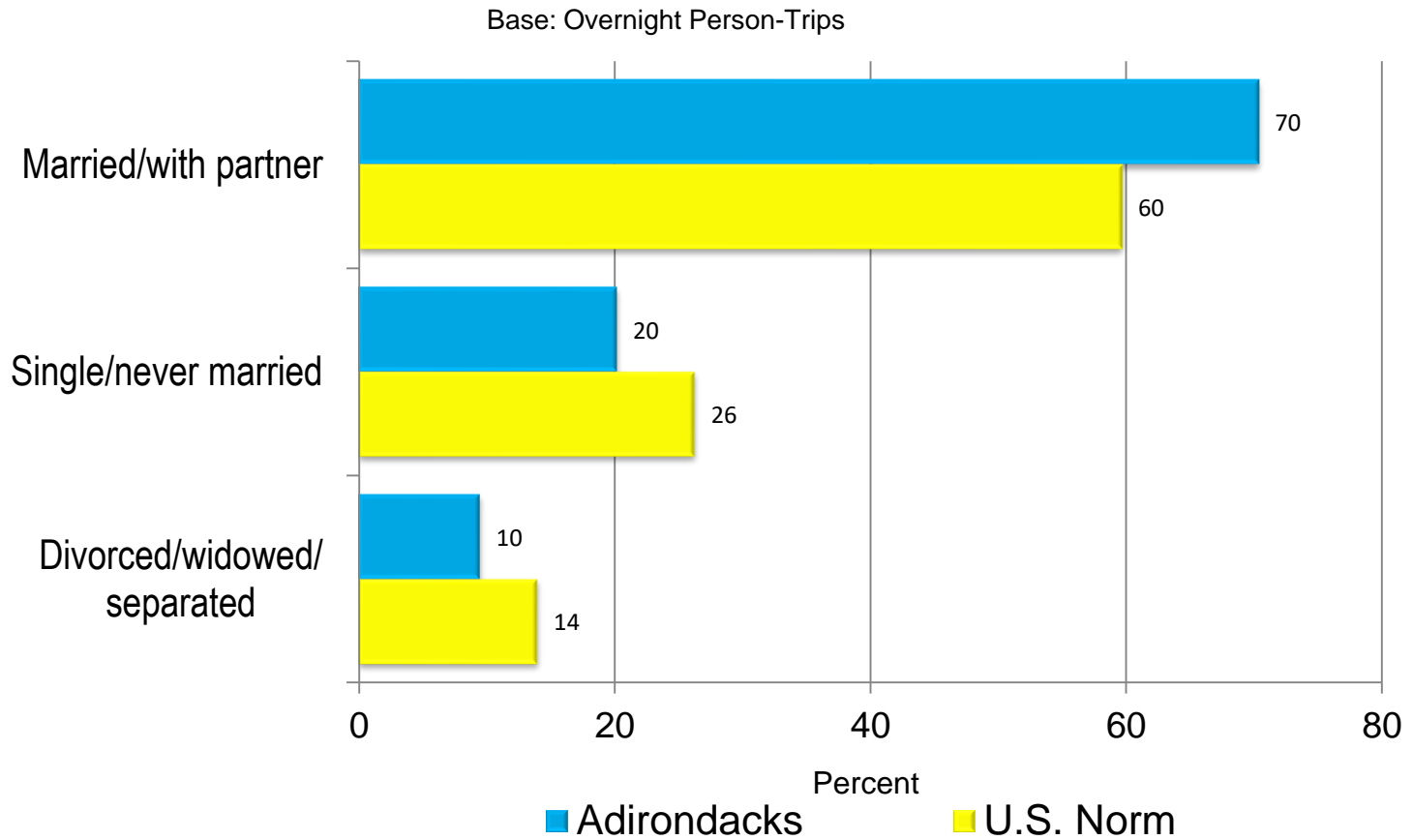
Average Adirondacks = 41.7

Average Lake Placid = 36.3

Average Lake George = 43.0

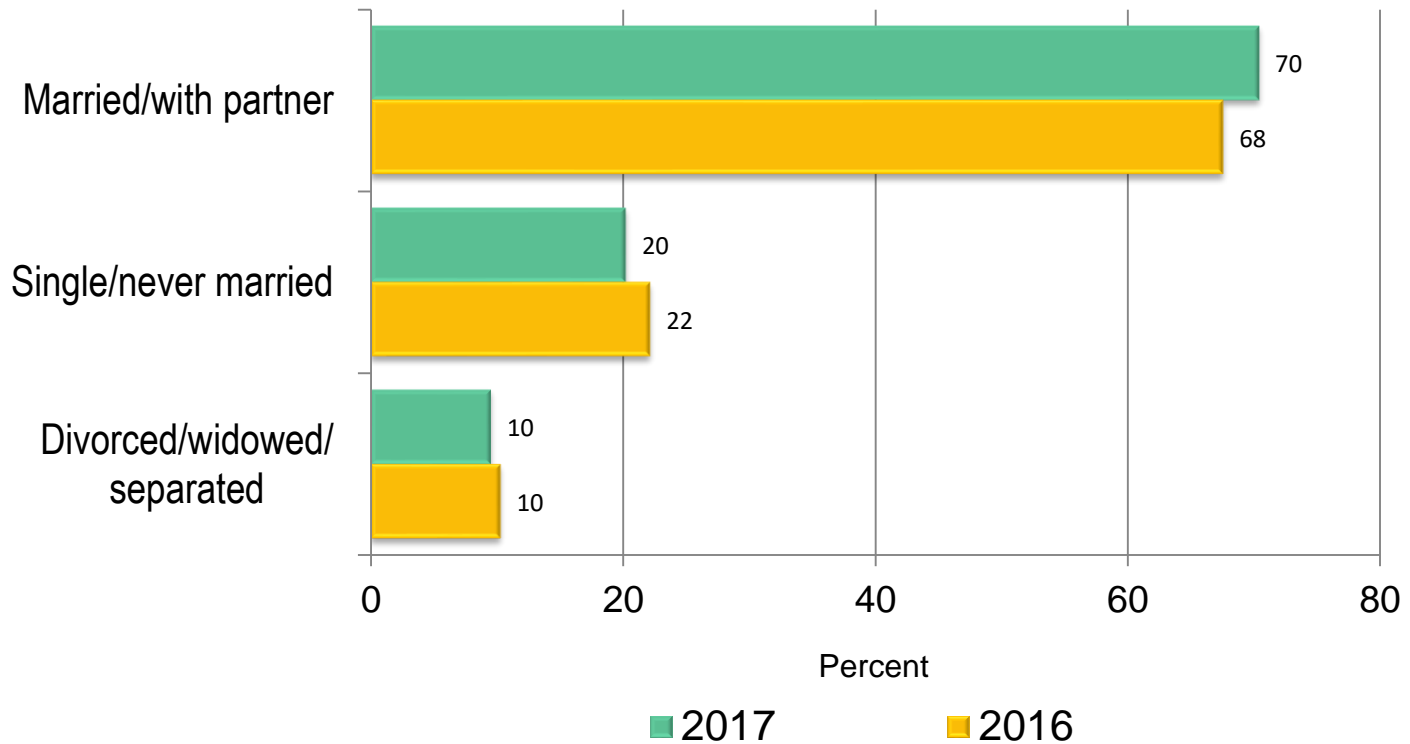


Marital Status



Marital Status 2017 vs. 2016

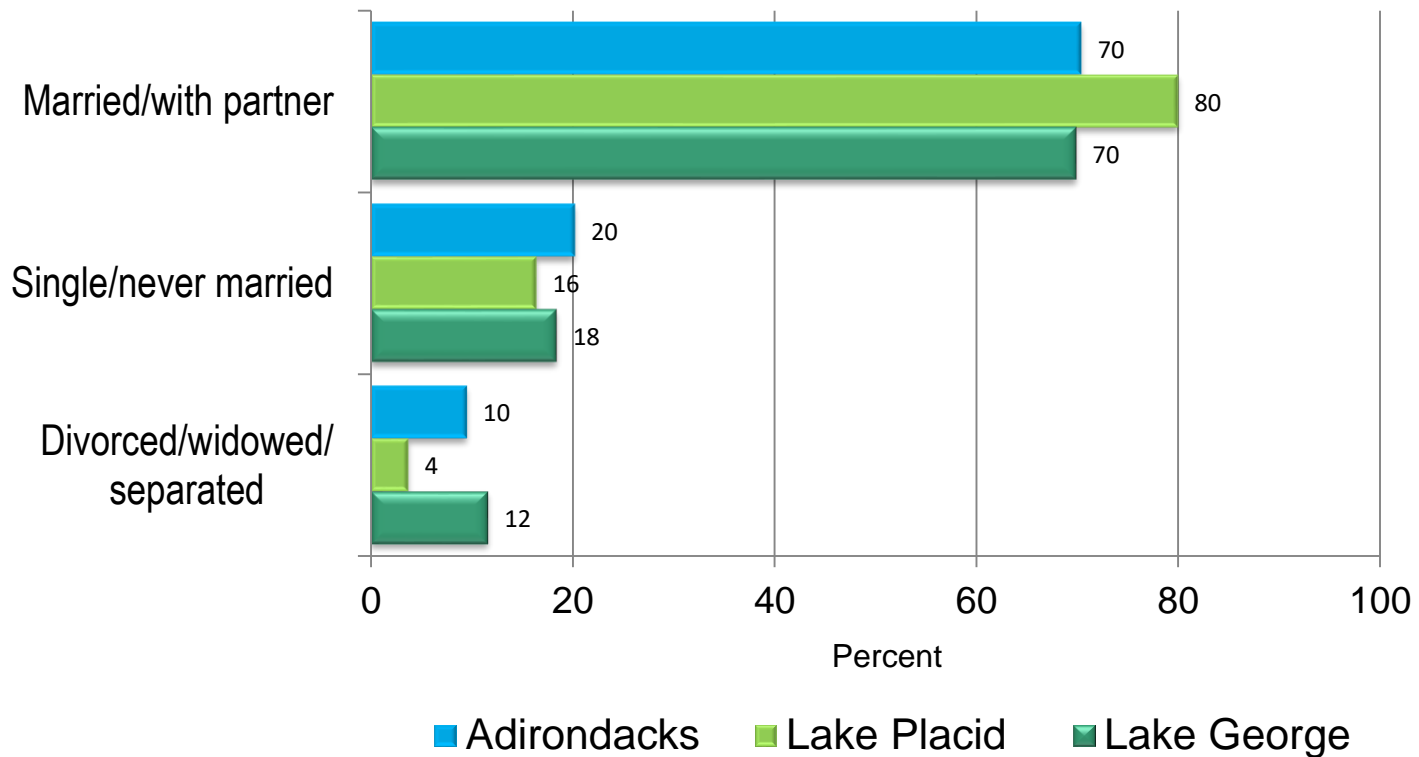
Base: Overnight Person-Trips to Adirondacks



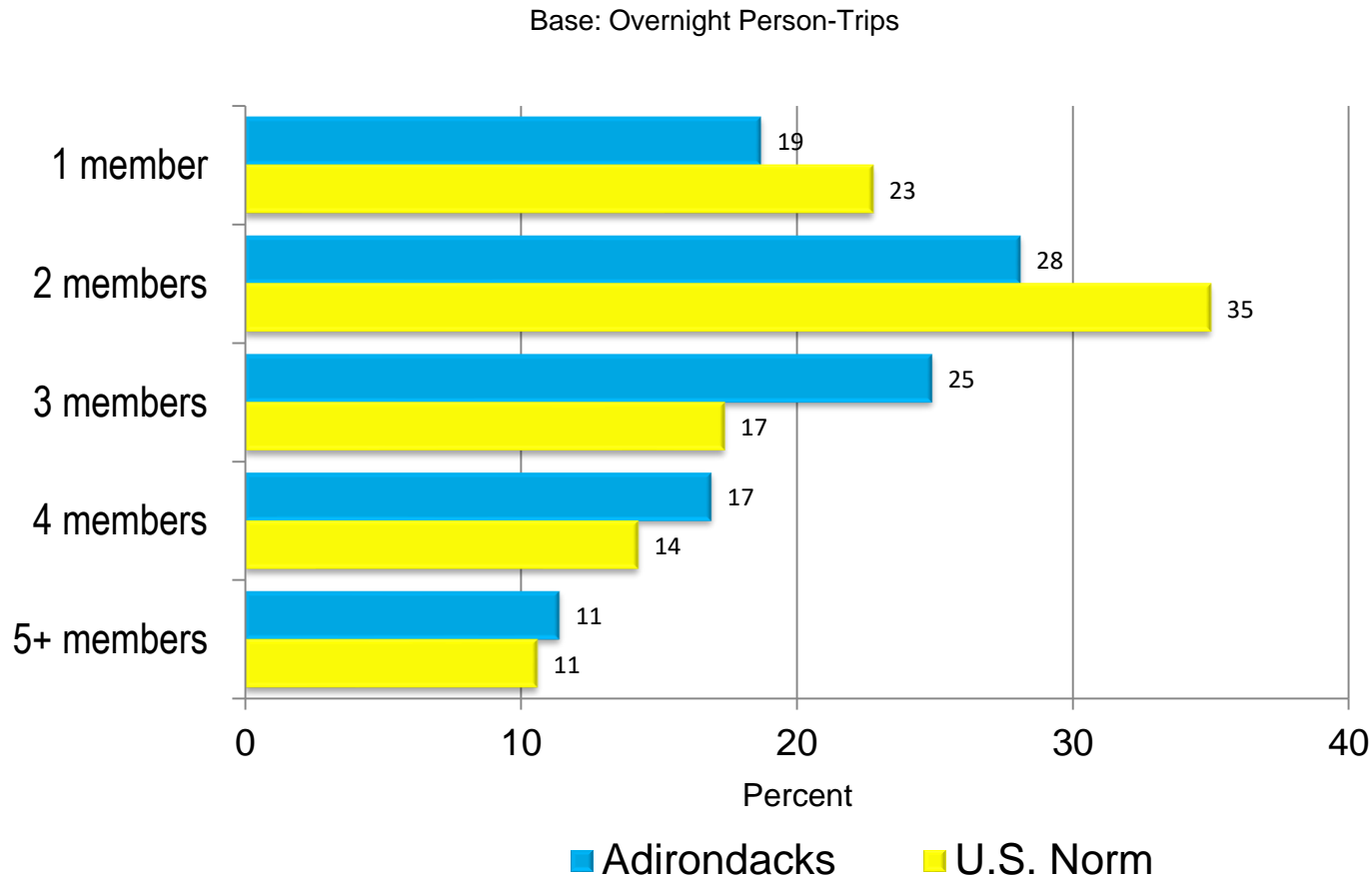
Marital Status

Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

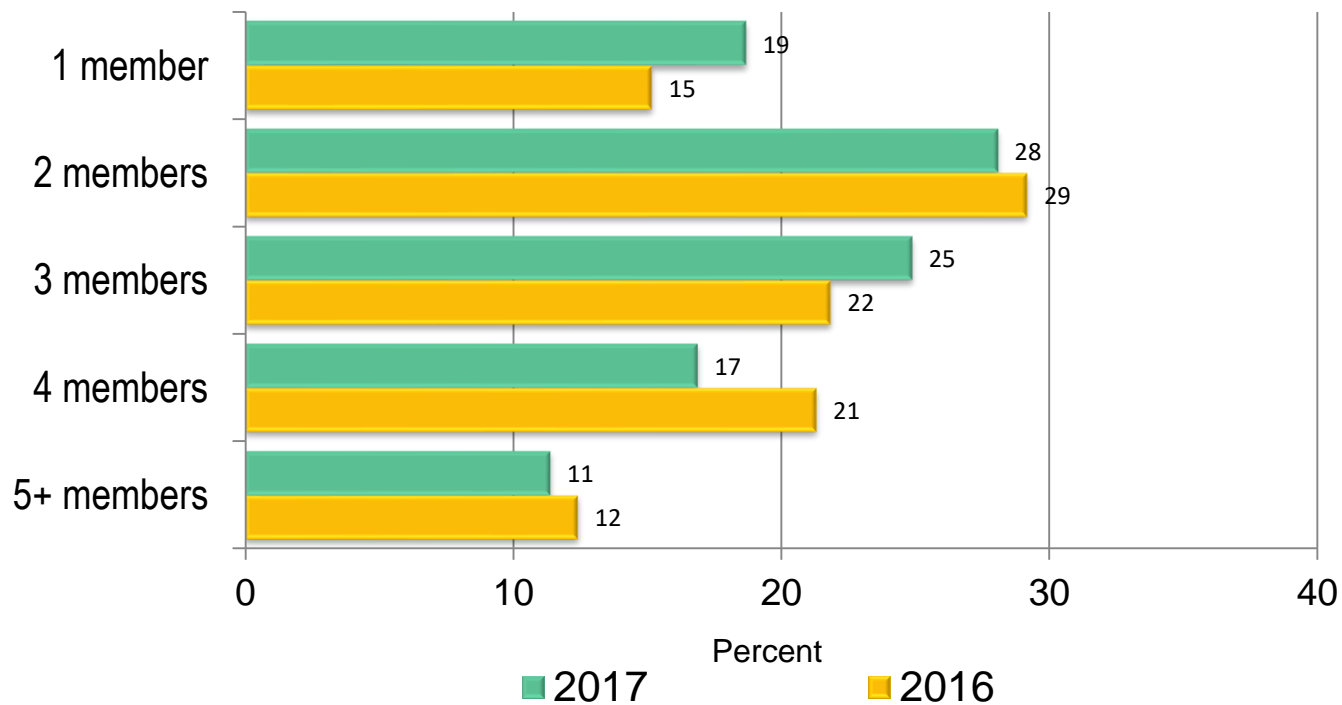


Household Size



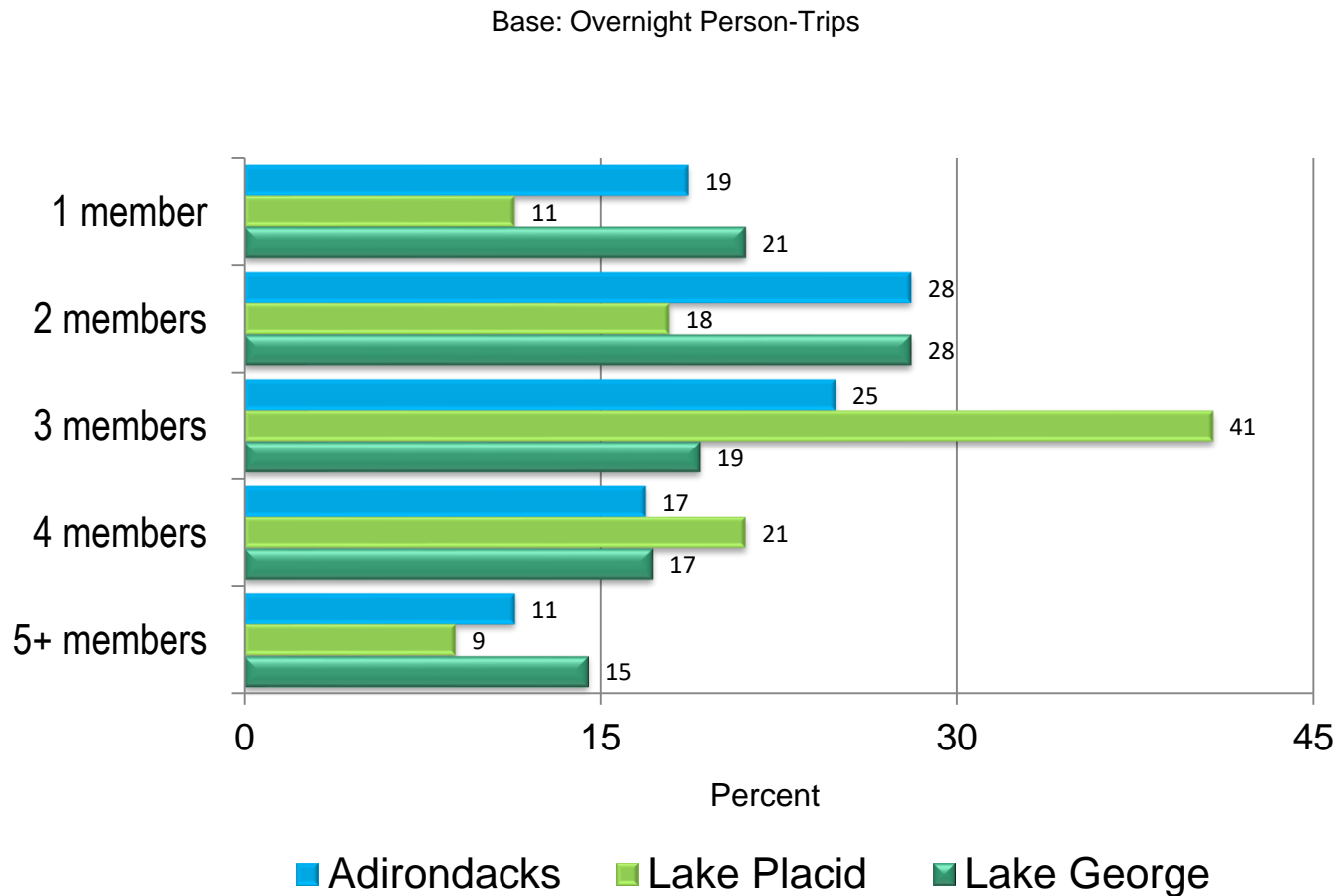
Household Size 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks



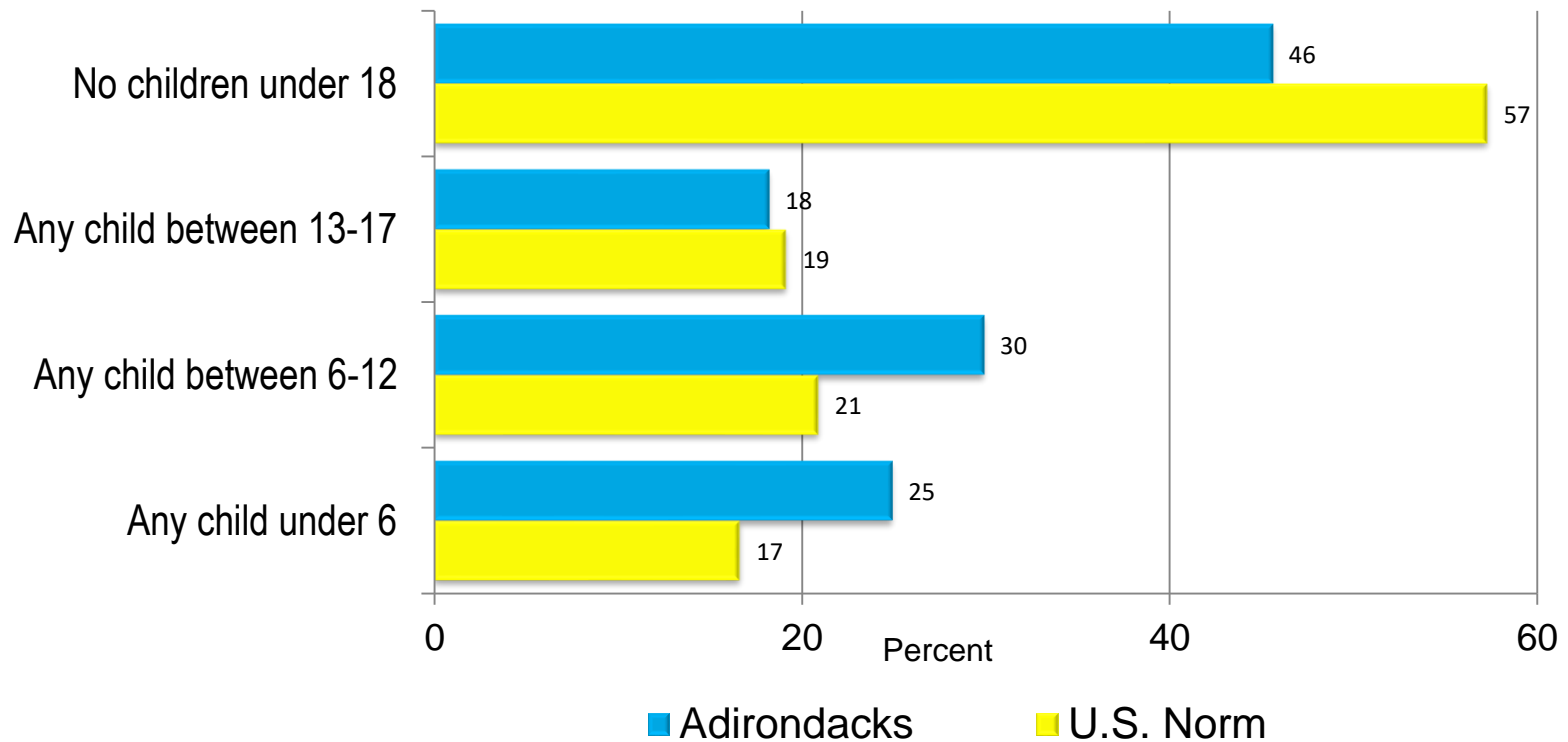
Household Size

Adirondacks vs. Lake Placid vs. Lake George



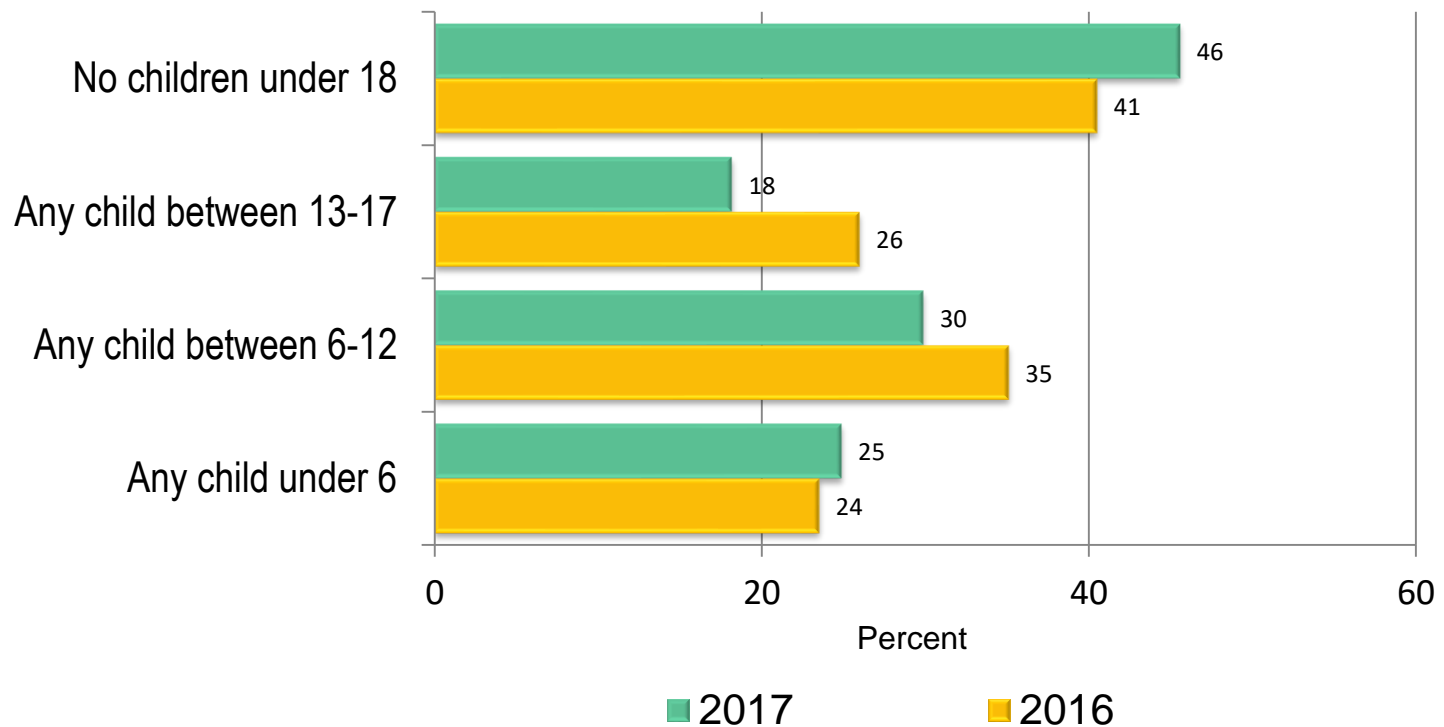
Children in Household

Base: Overnight Person-Trips

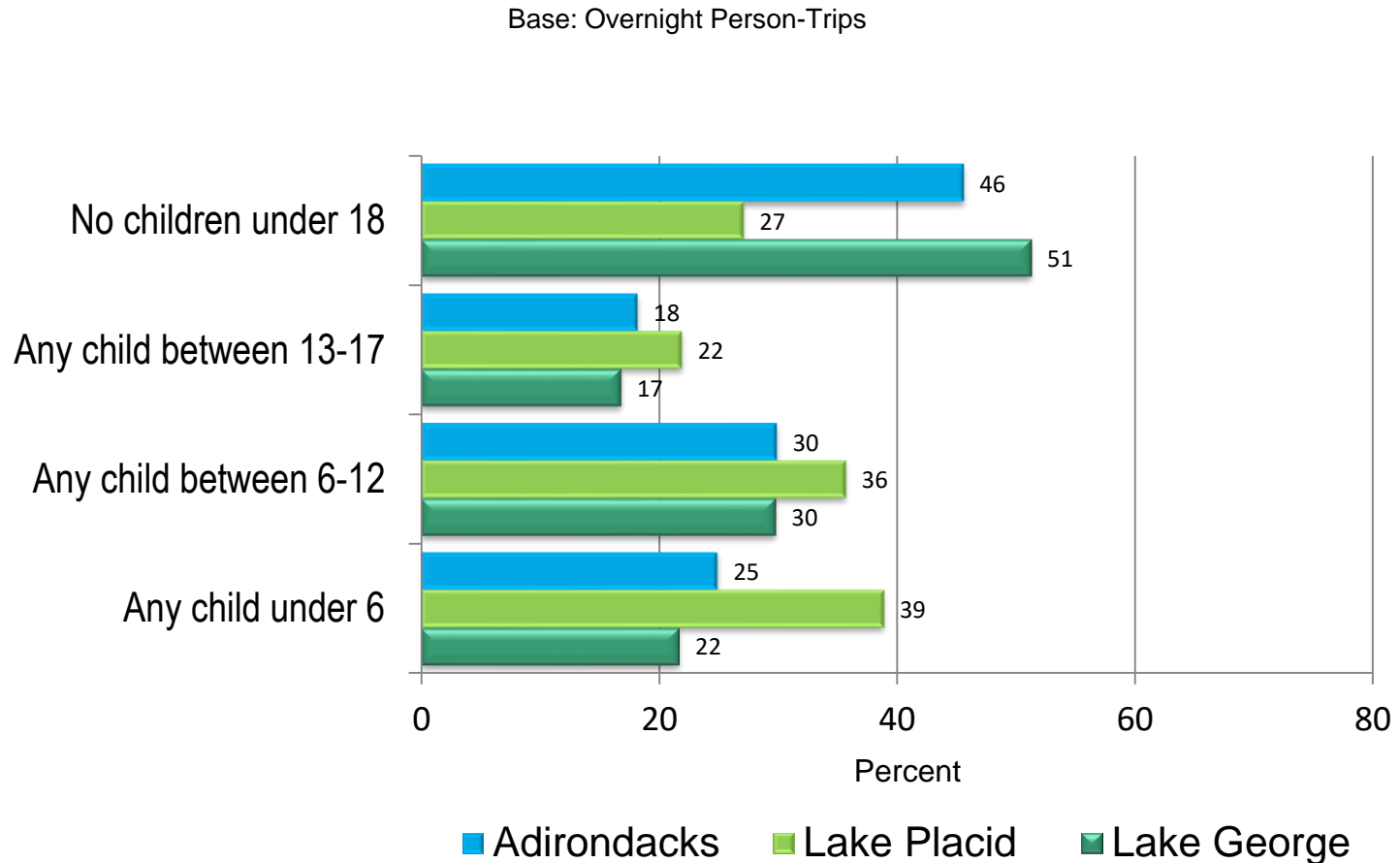


Children in Household 2017 vs. 2016

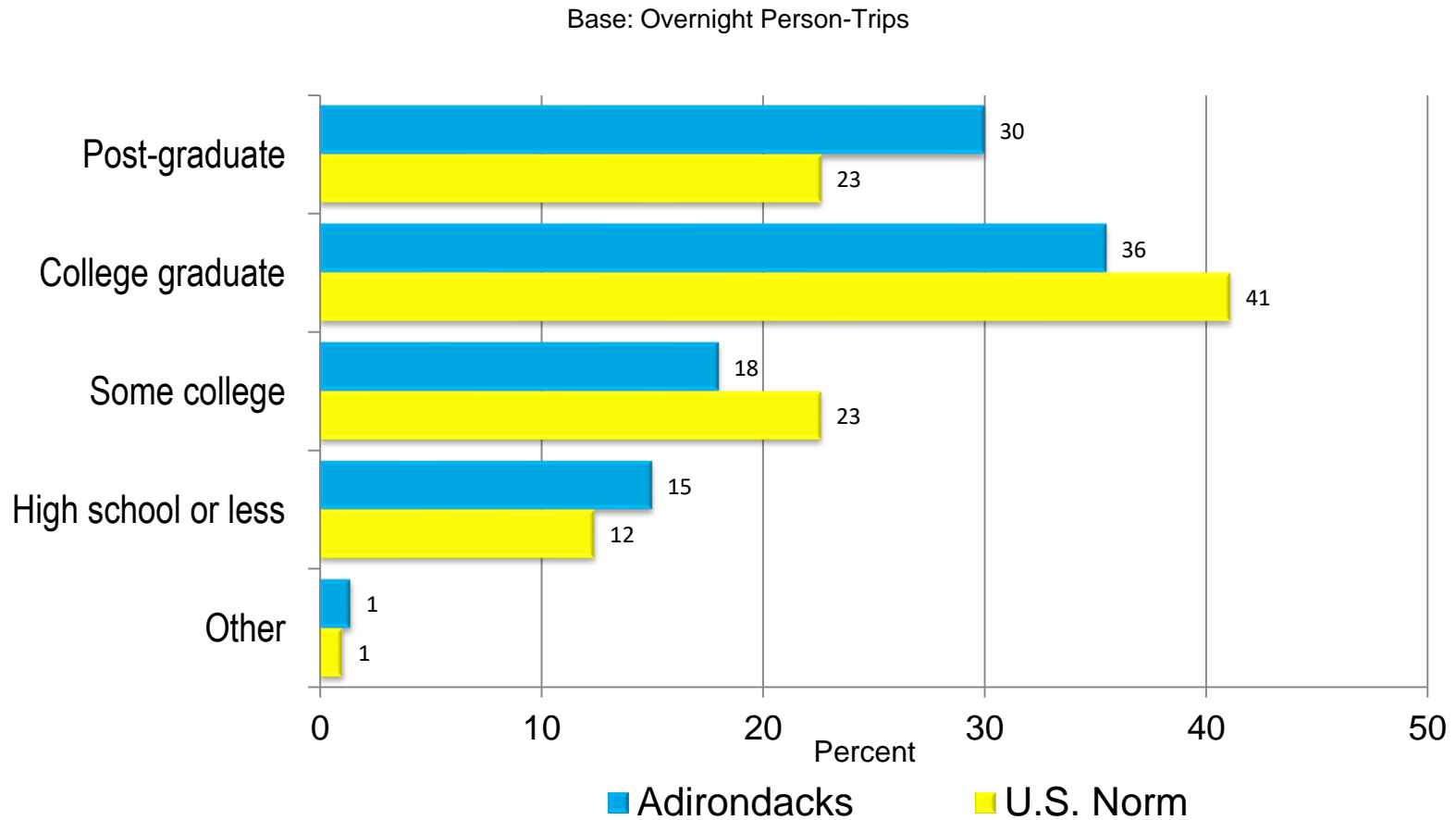
Base: Overnight Person-Trips to Adirondacks



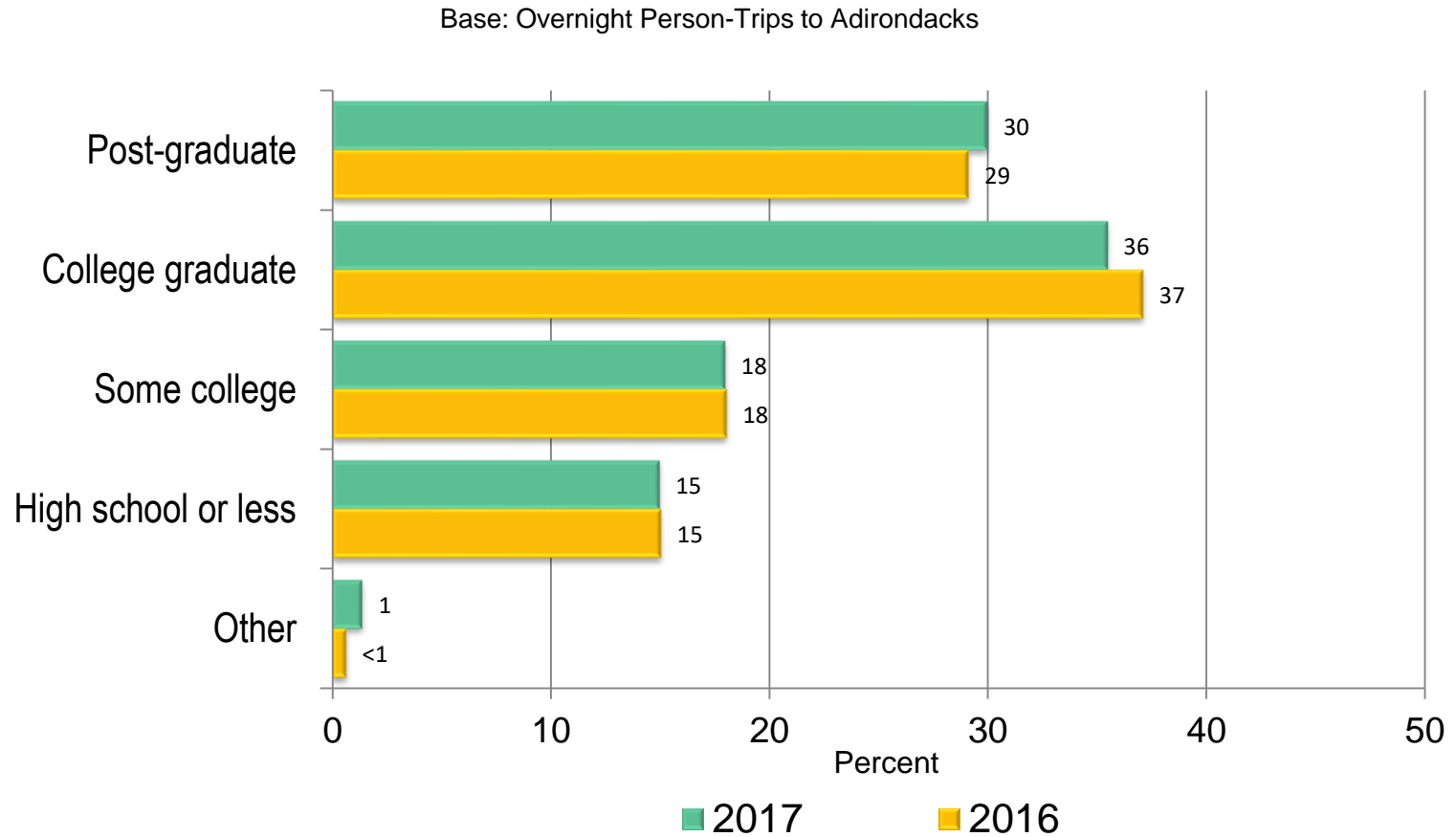
Children in Household Adirondacks vs. Lake Placid vs. Lake George



Education

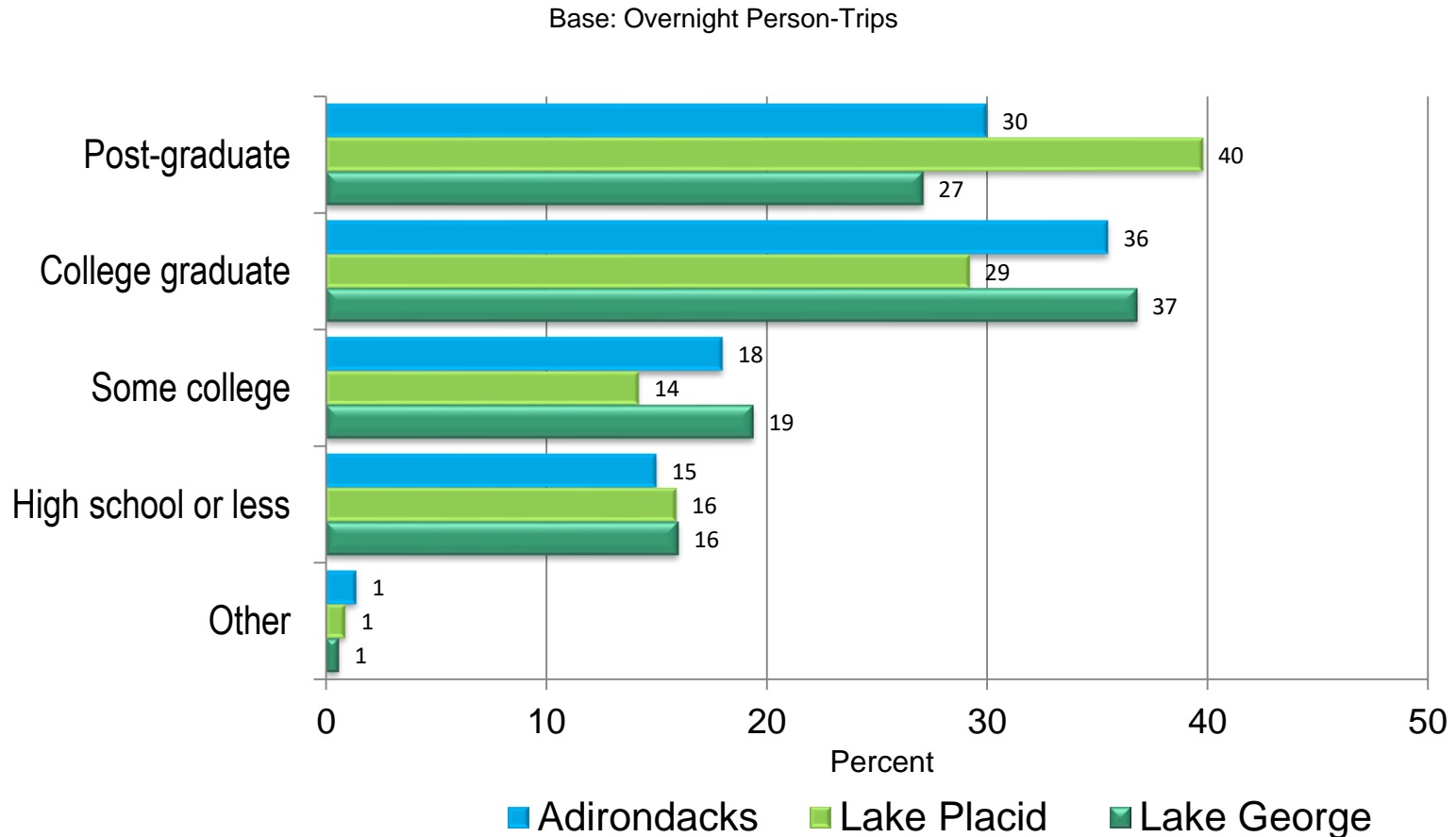


Education 2017 vs. 2016

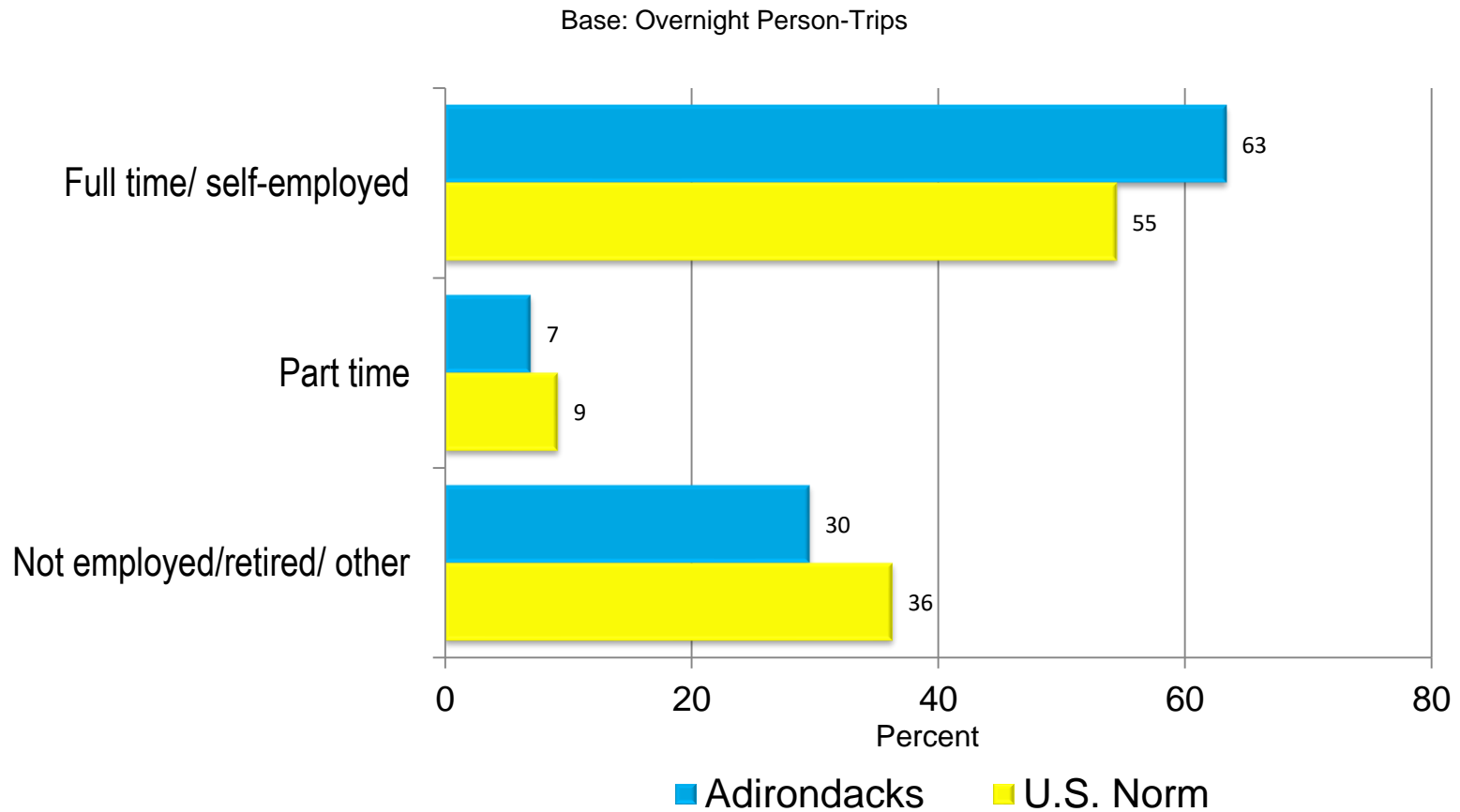


Education

Adirondacks vs. Lake Placid vs. Lake George

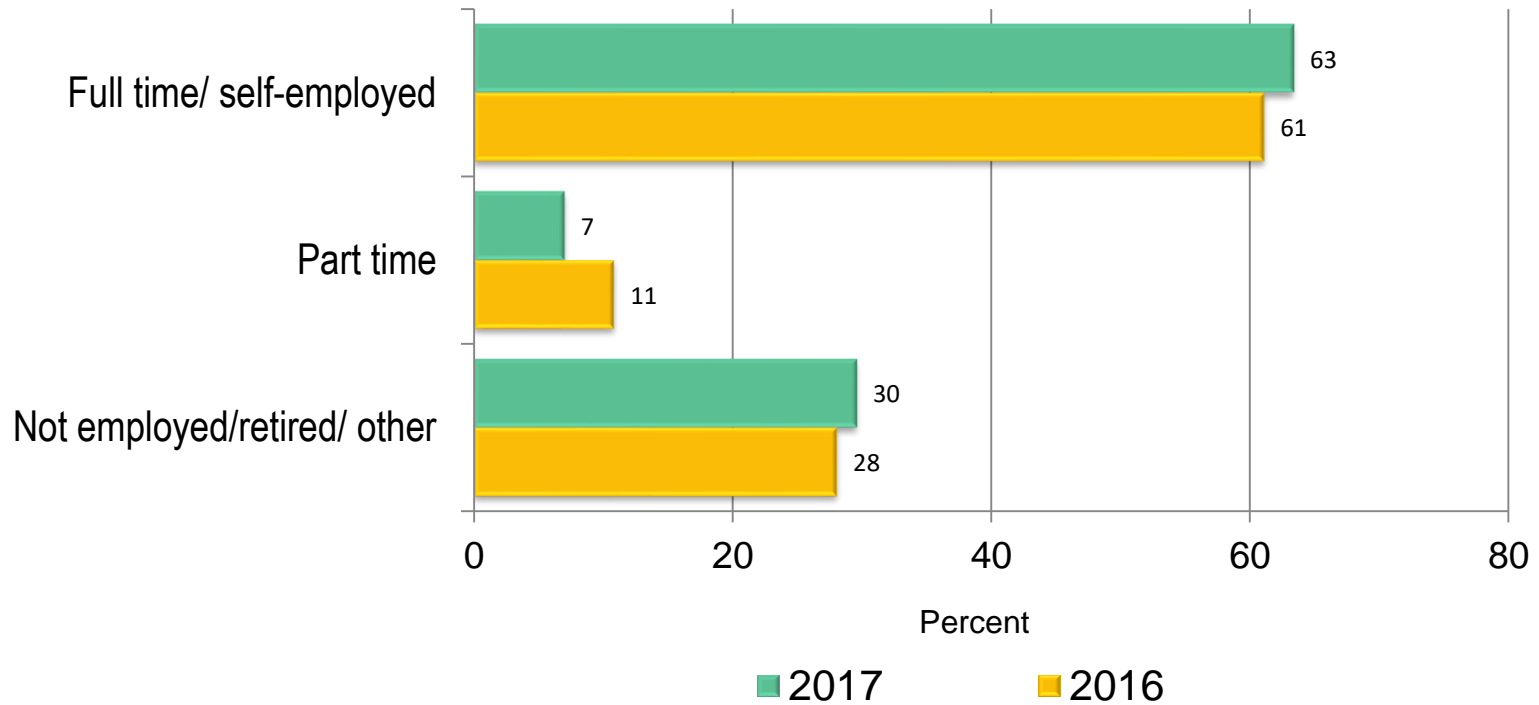


Employment

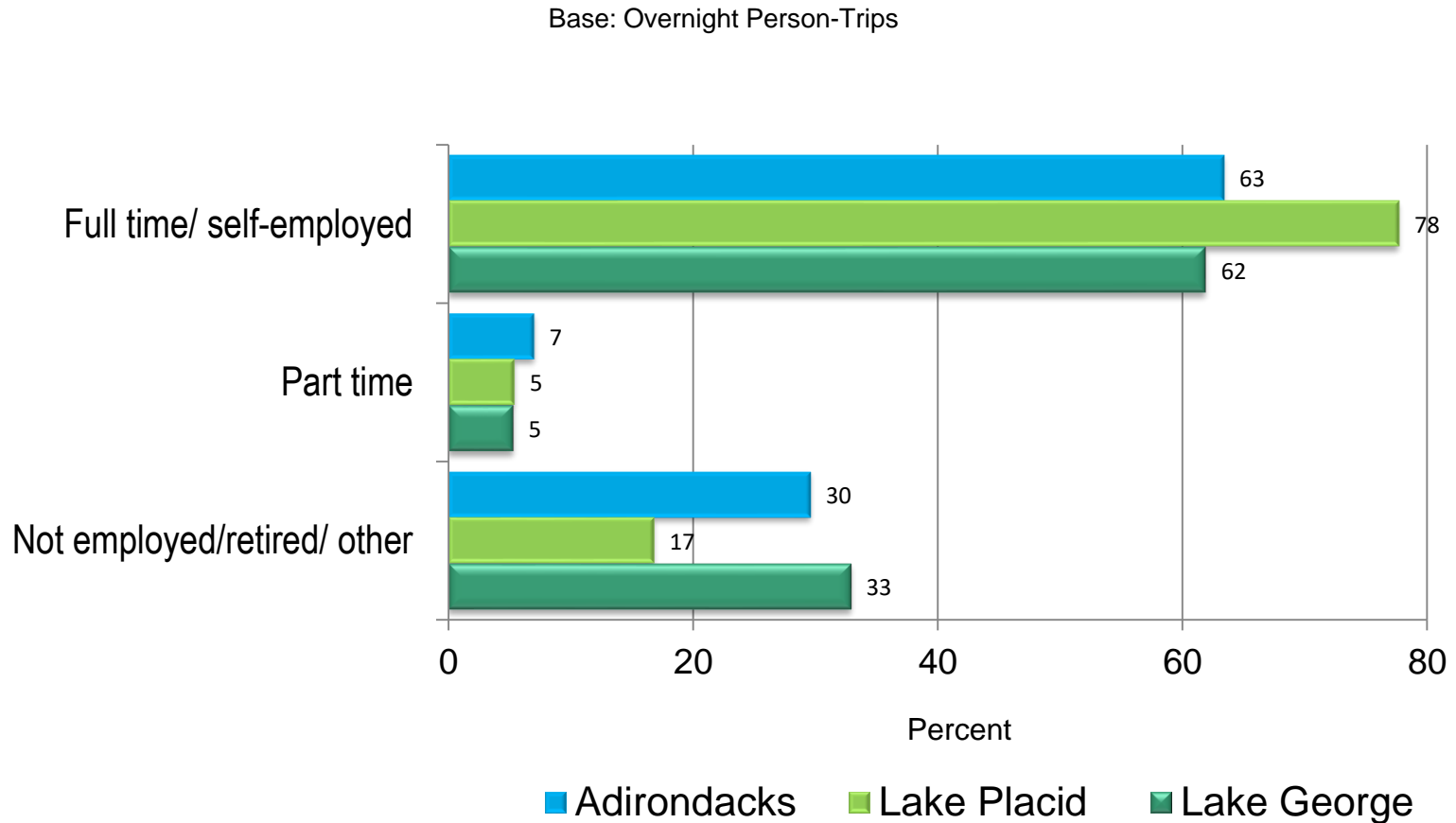


Employment 2017 vs. 2016

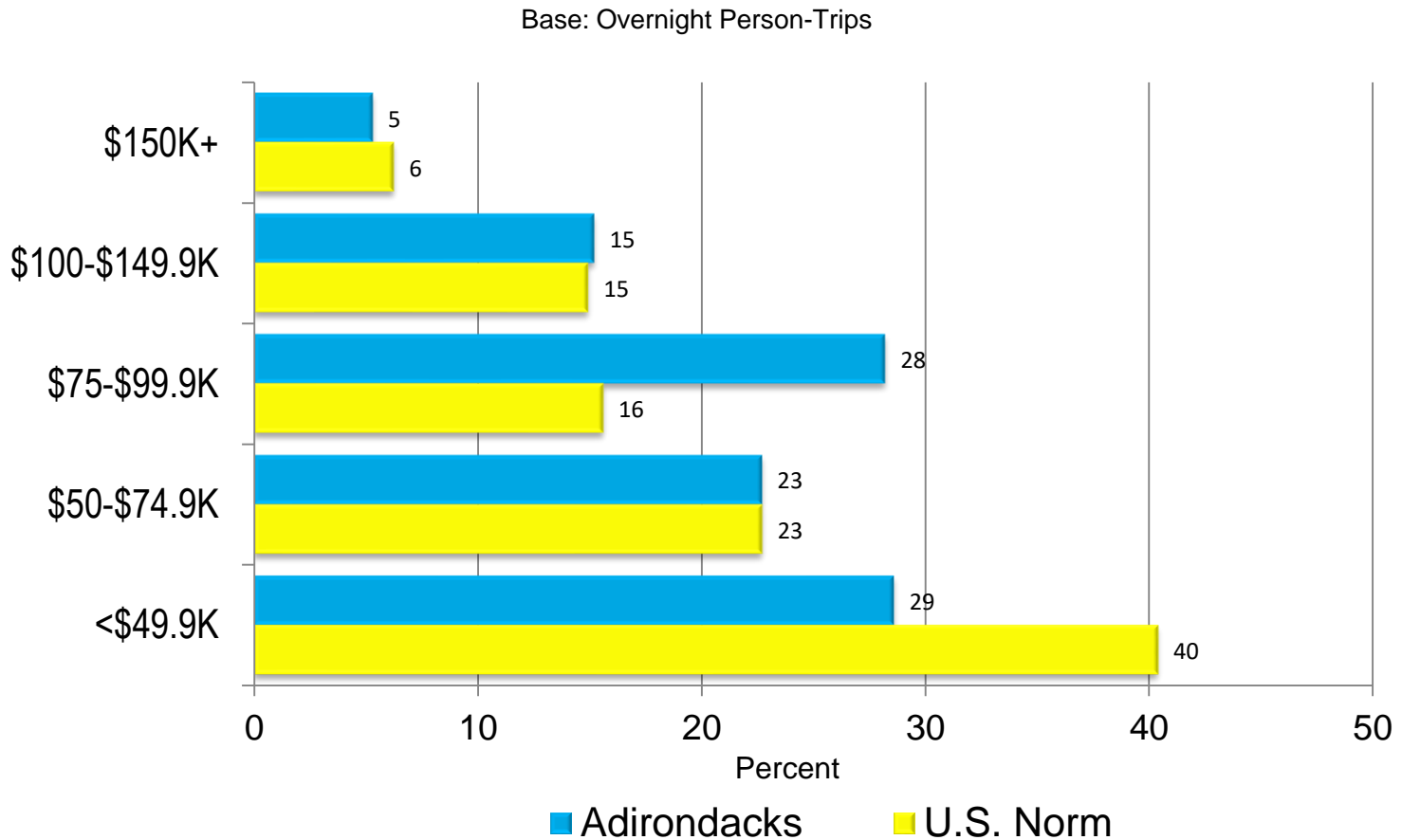
Base: Overnight Person-Trips to Adirondacks



Employment Adirondacks vs. Lake Placid vs. Lake George

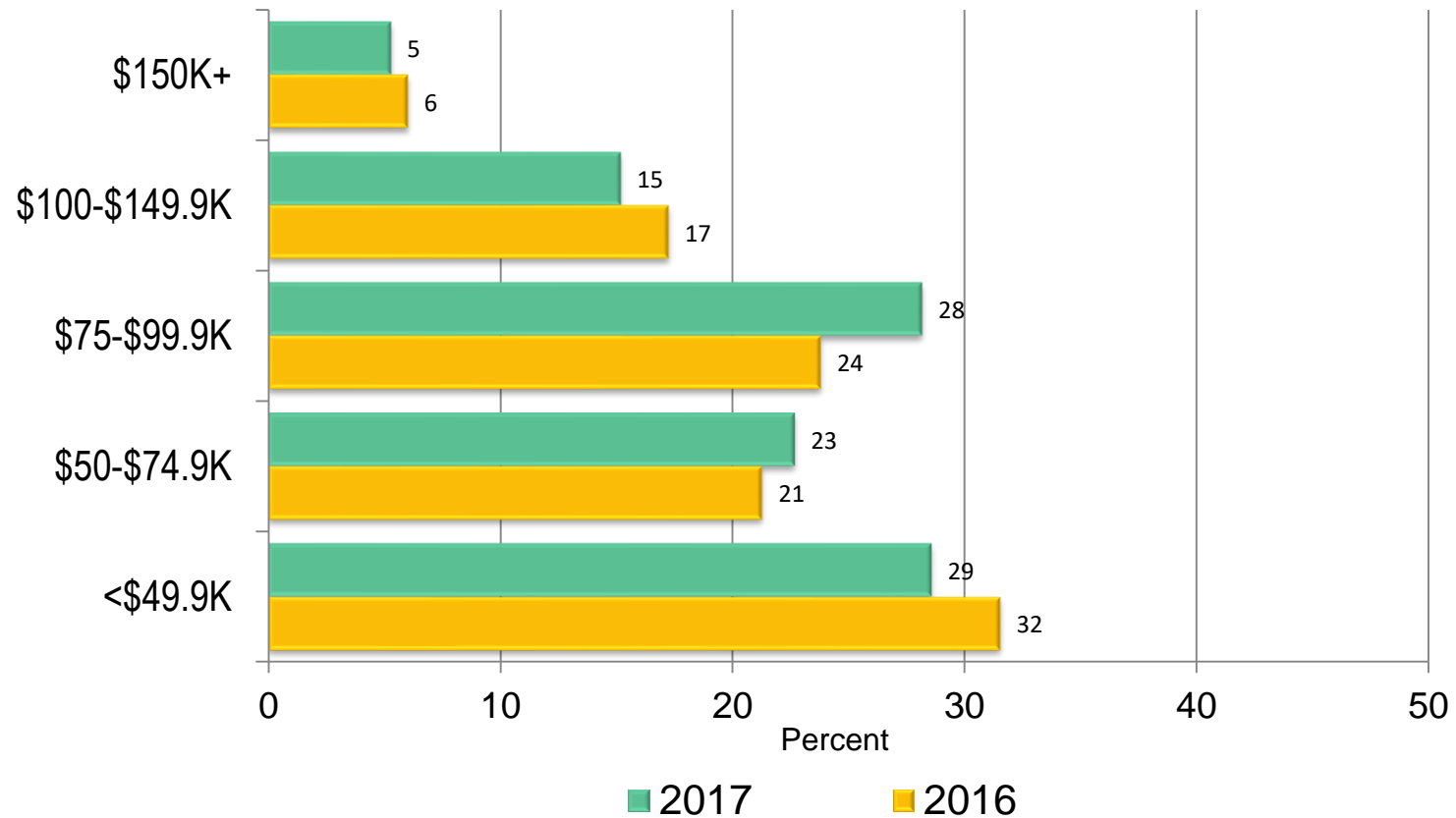


Household Income



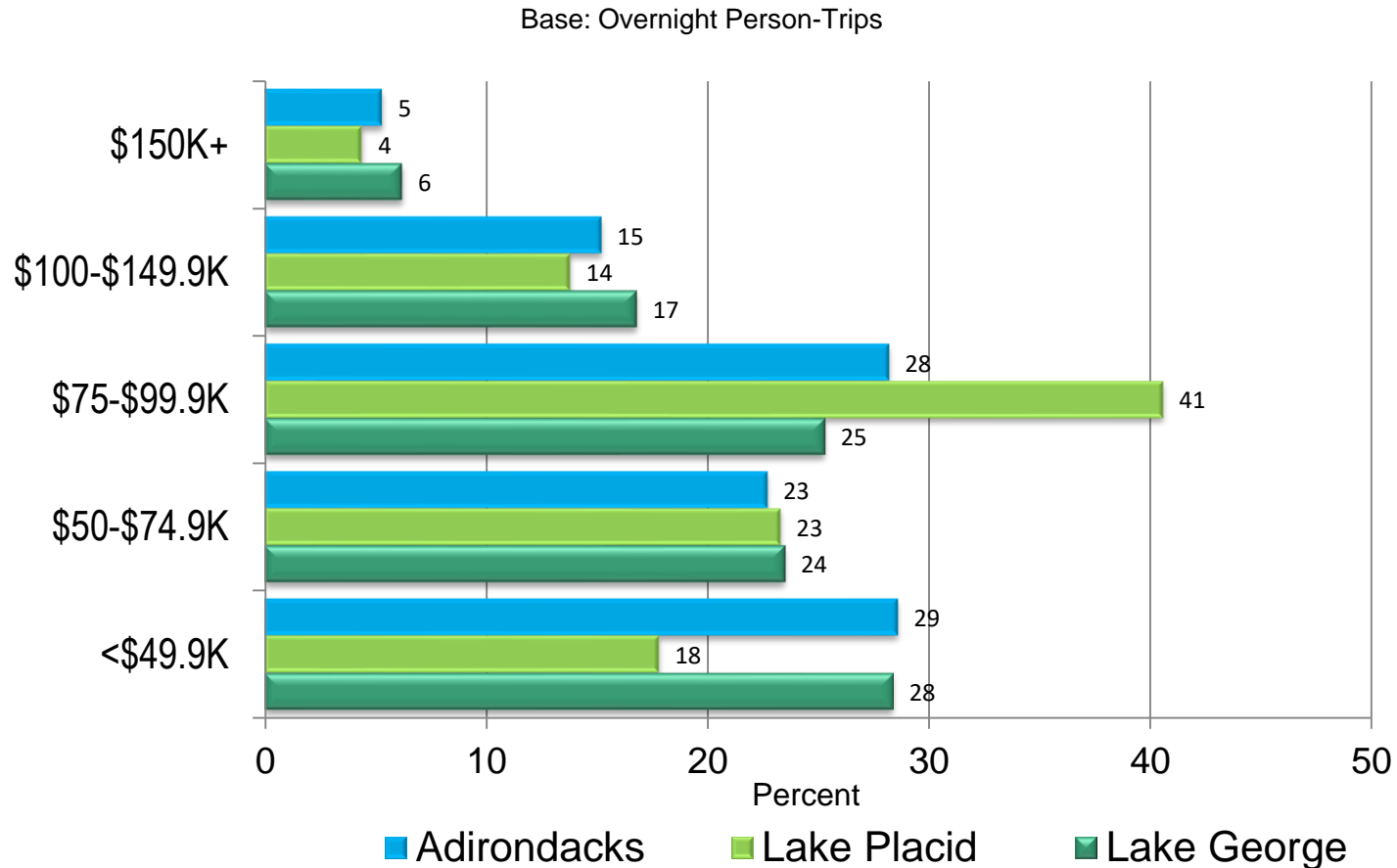
Household Income 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

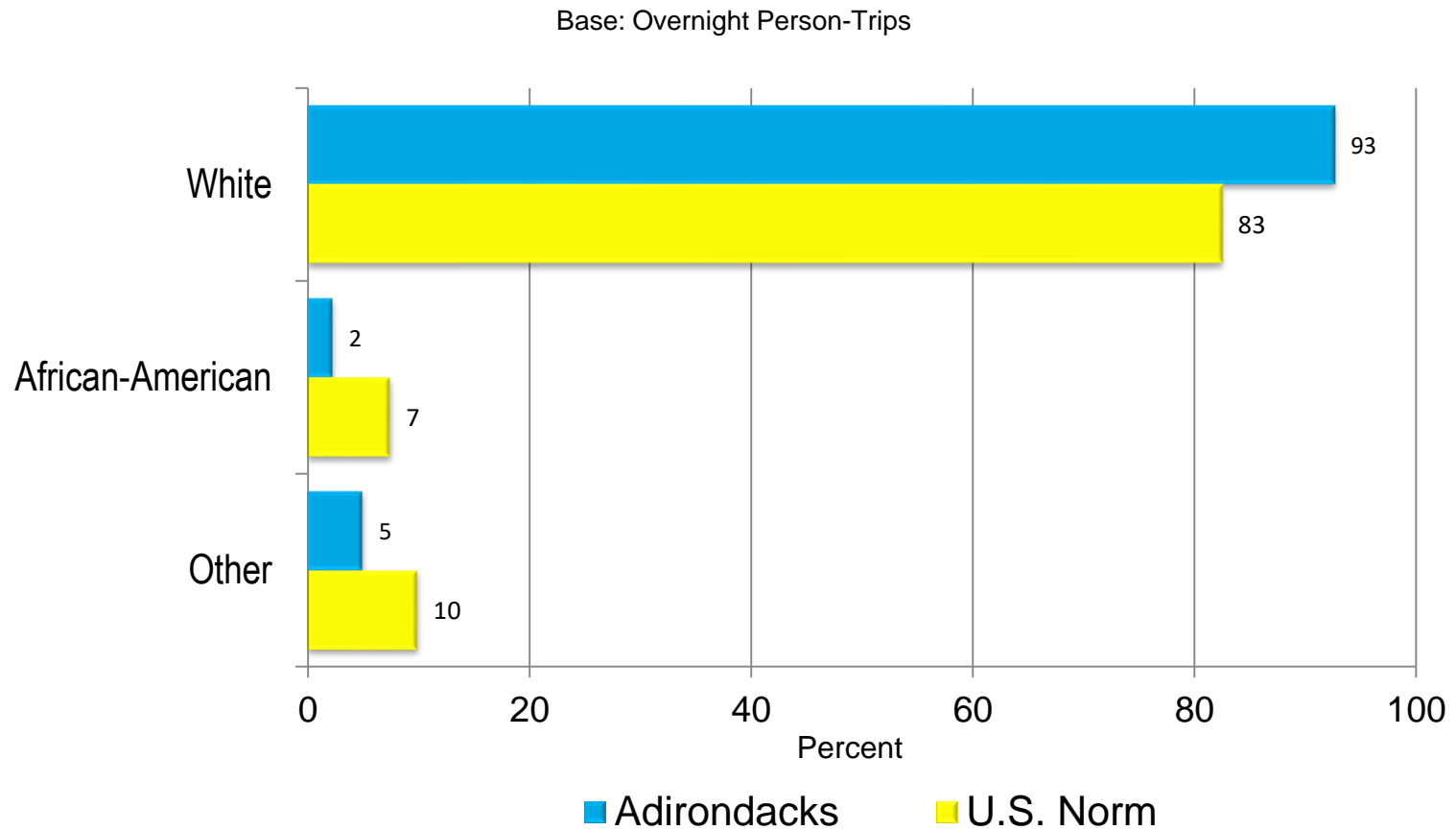


Household Income

Adirondacks vs. Lake Placid vs. Lake George



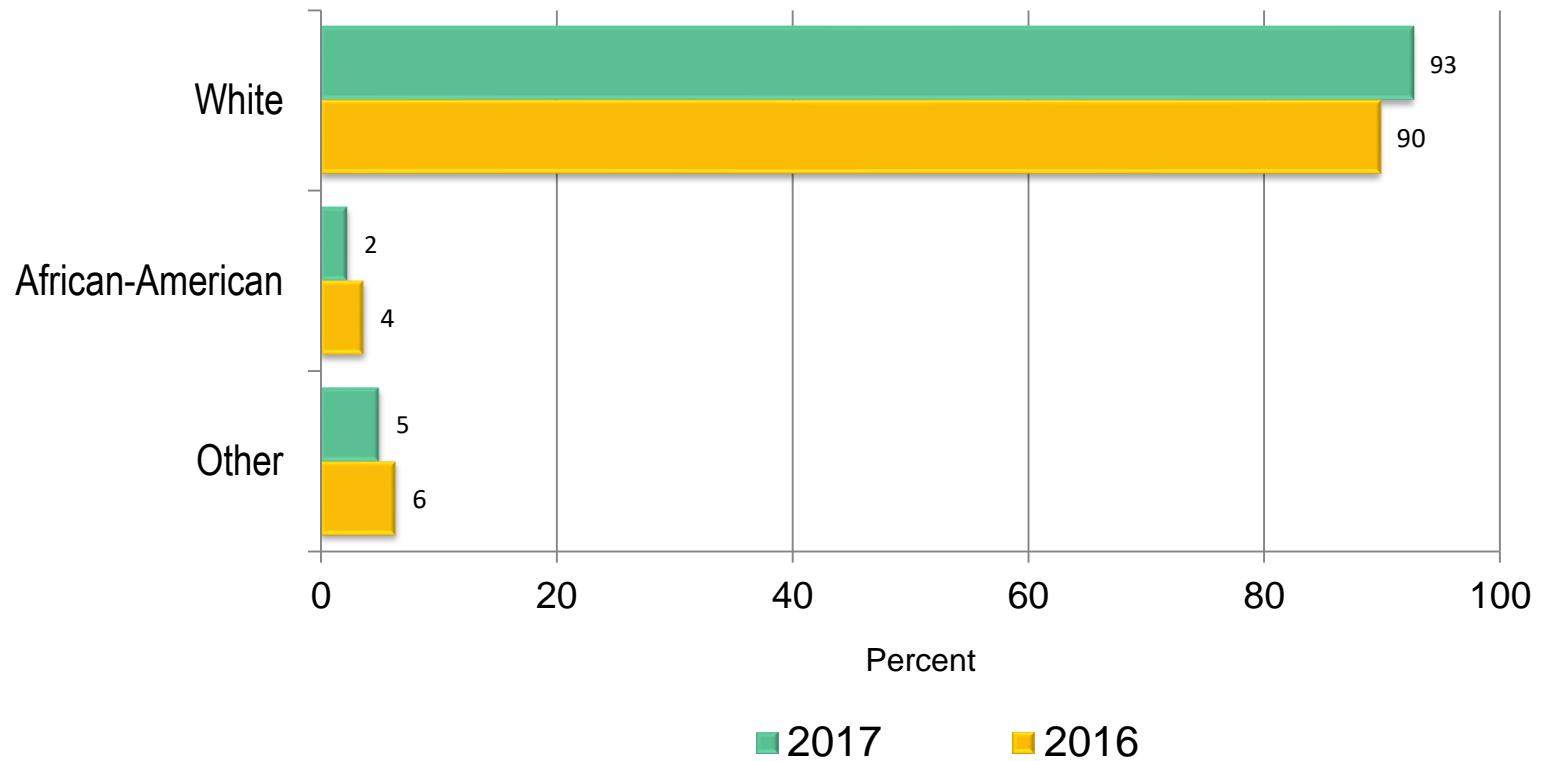
Race



Race

2017 vs. 2016

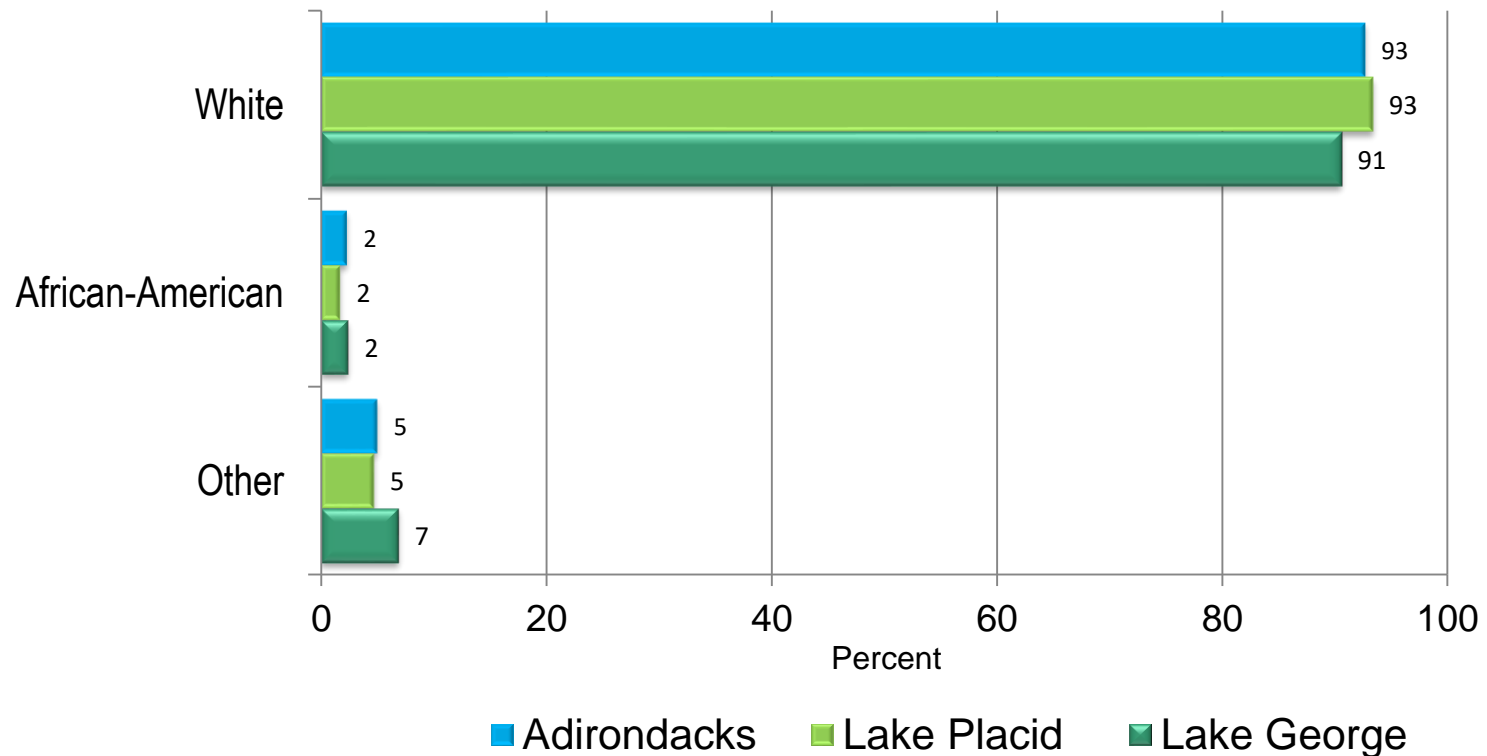
Base: Overnight Person-Trips to Adirondacks



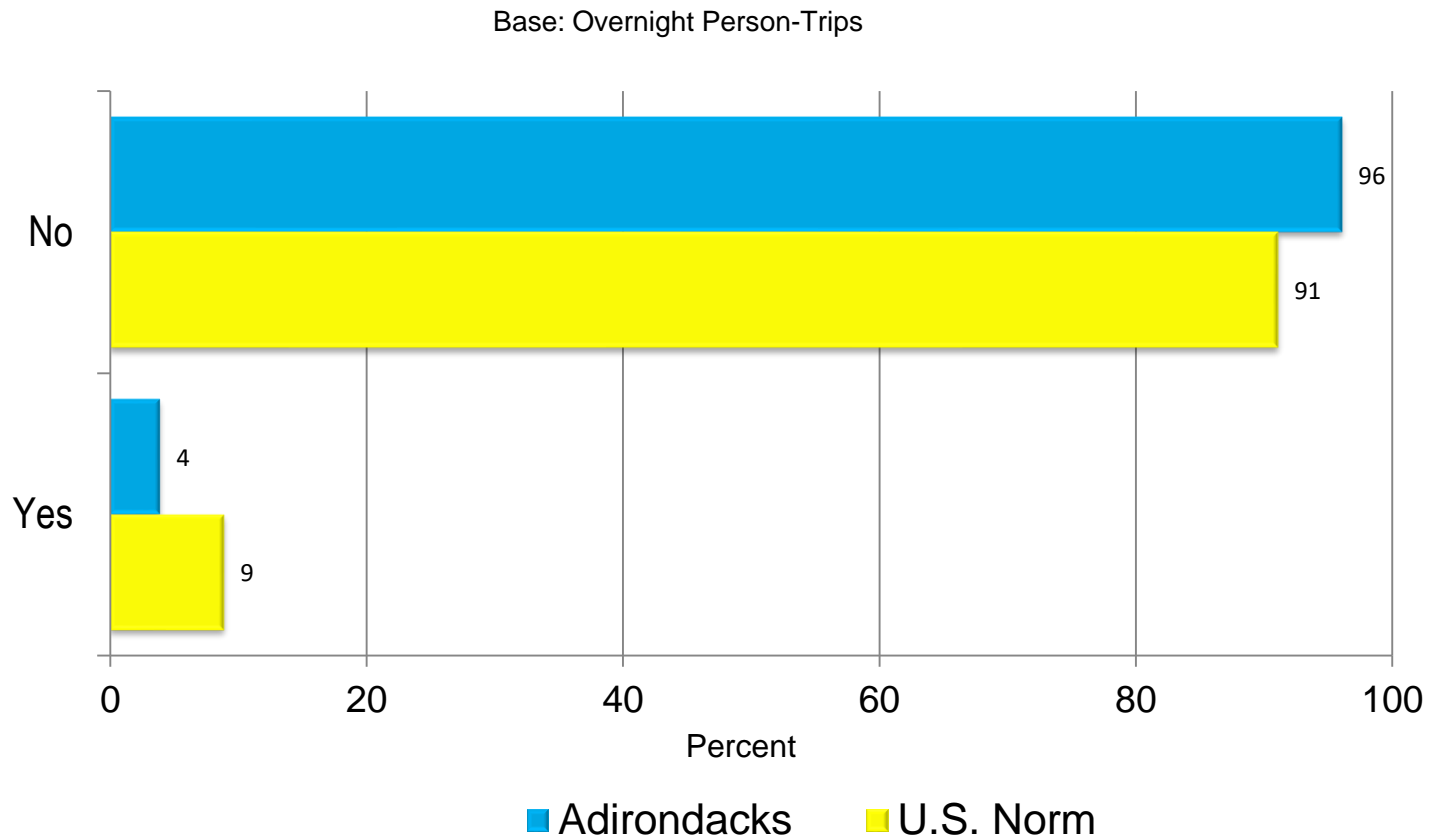
Race

Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

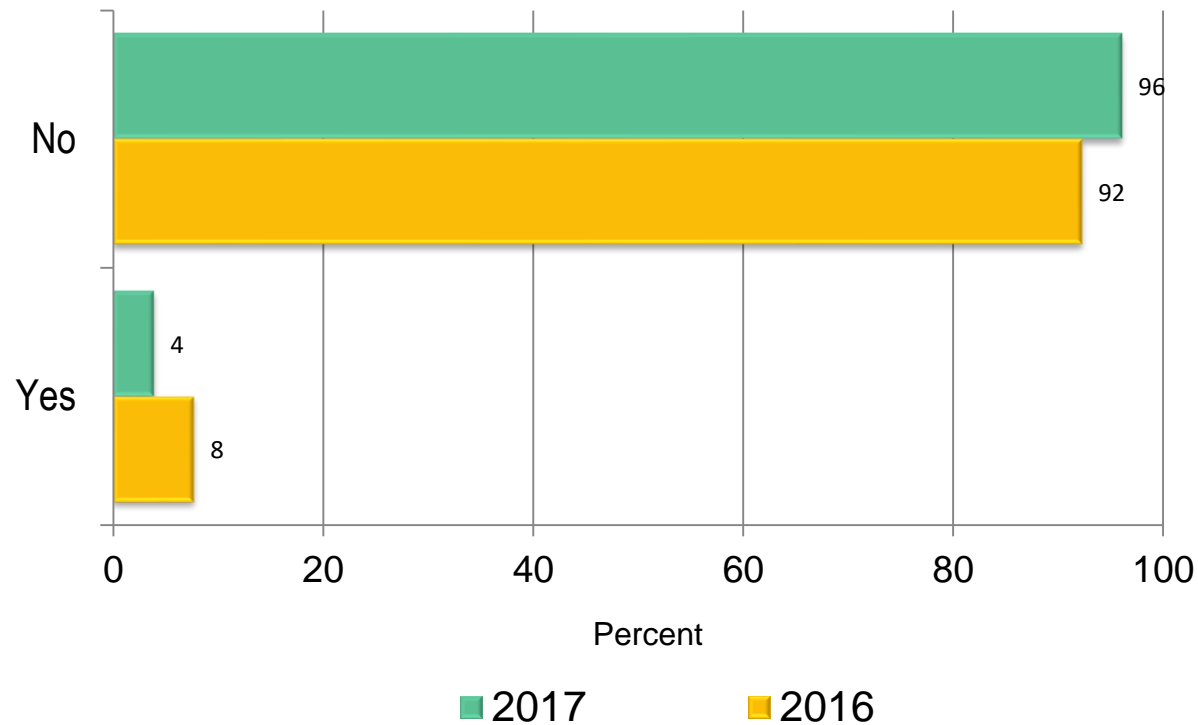


Hispanic Background

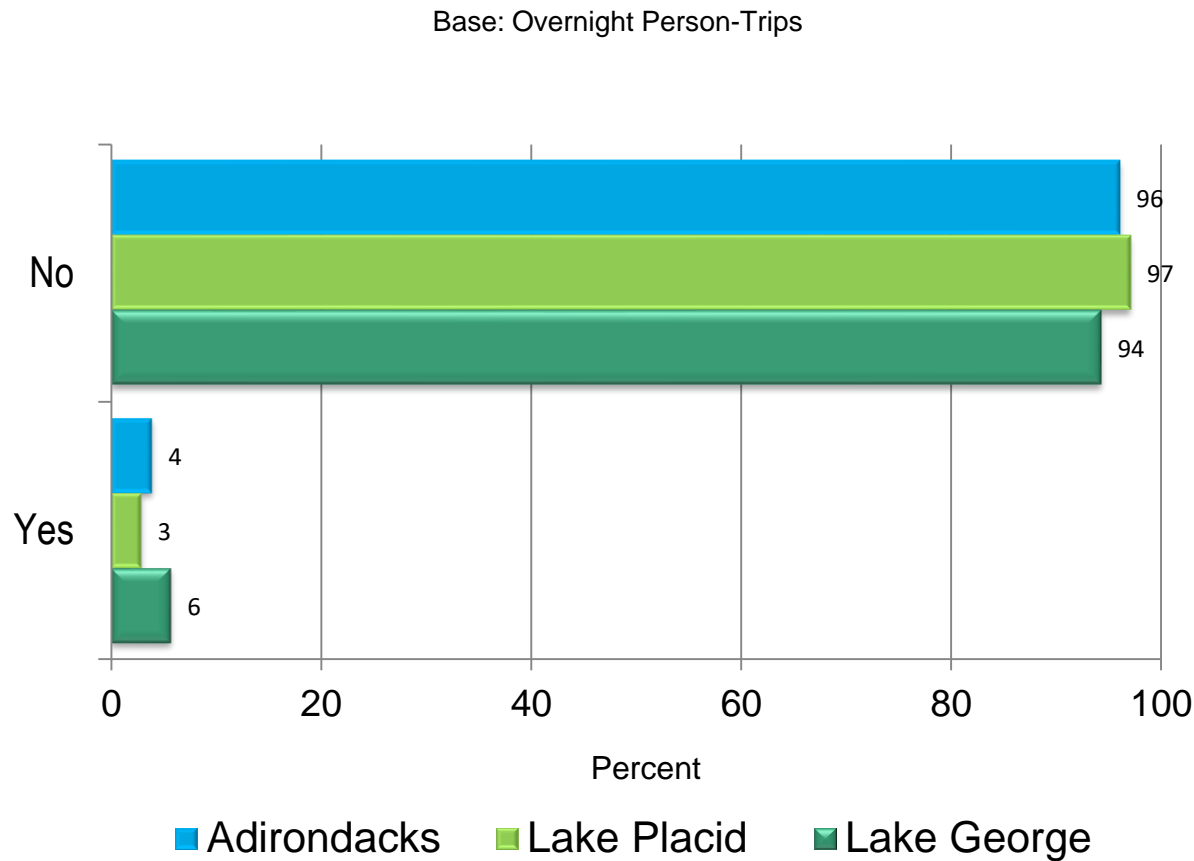


Hispanic Background 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks



Hispanic Background Adirondacks vs. Lake Placid vs. Lake George



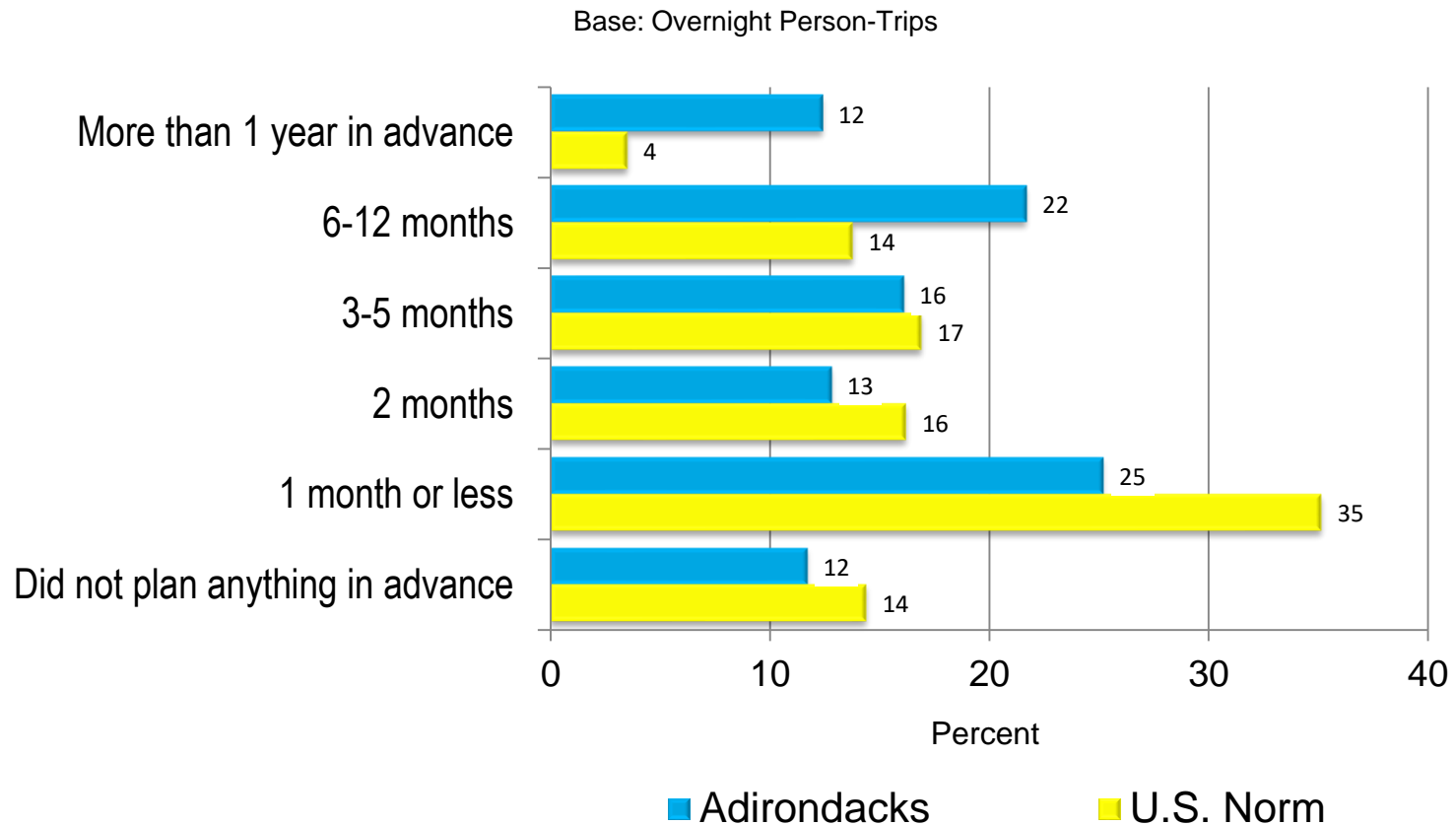


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Trip Planning & Booking– Overnight Trips

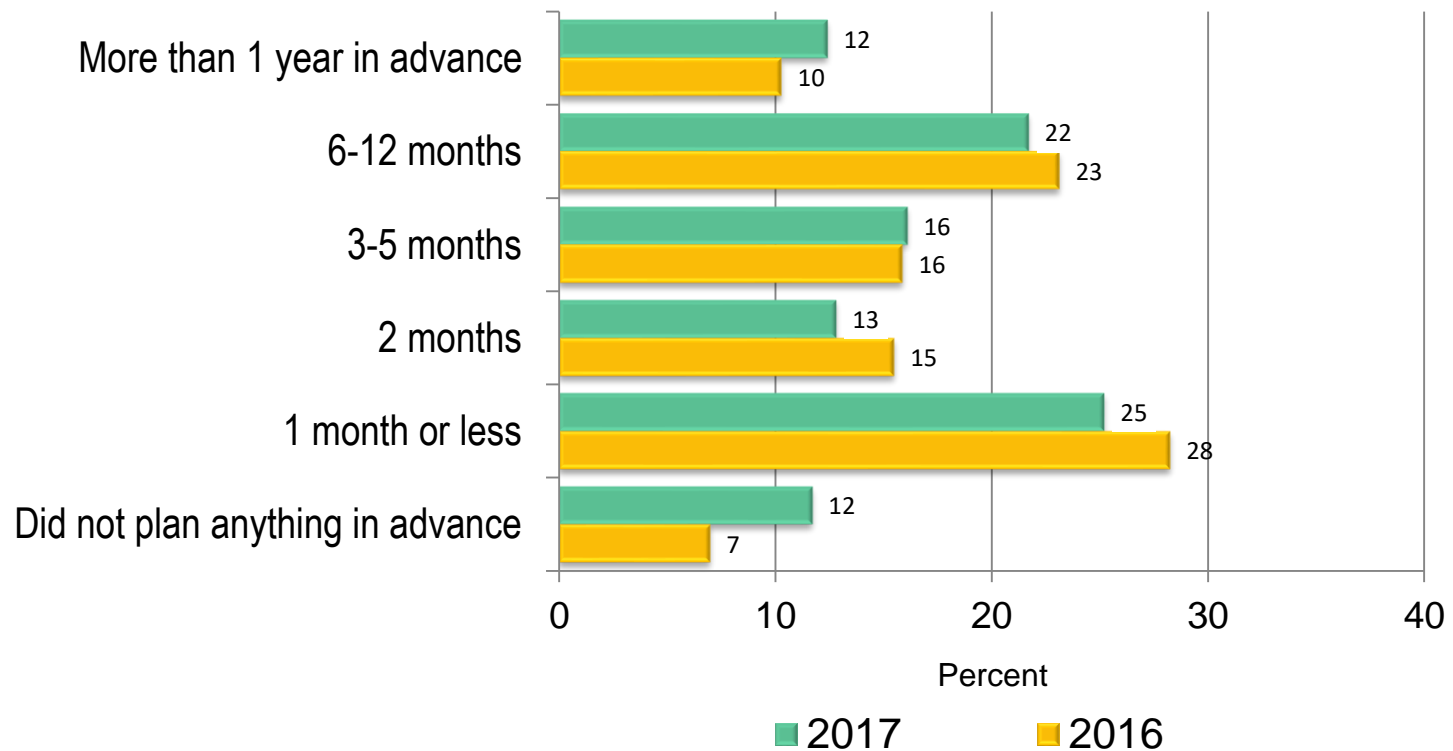


Length of Trip Planning

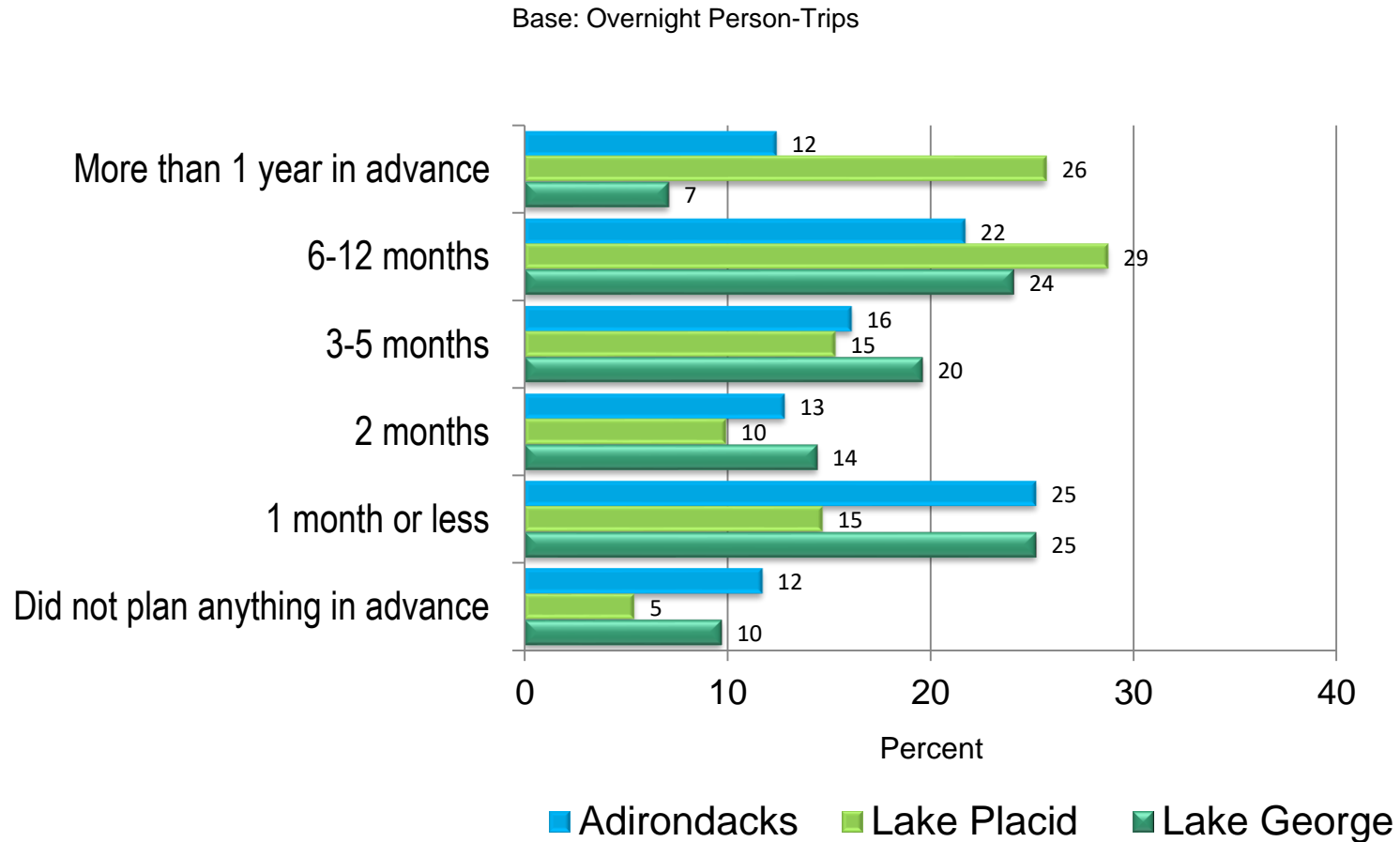


Length of Trip Planning 2017 vs. 2016

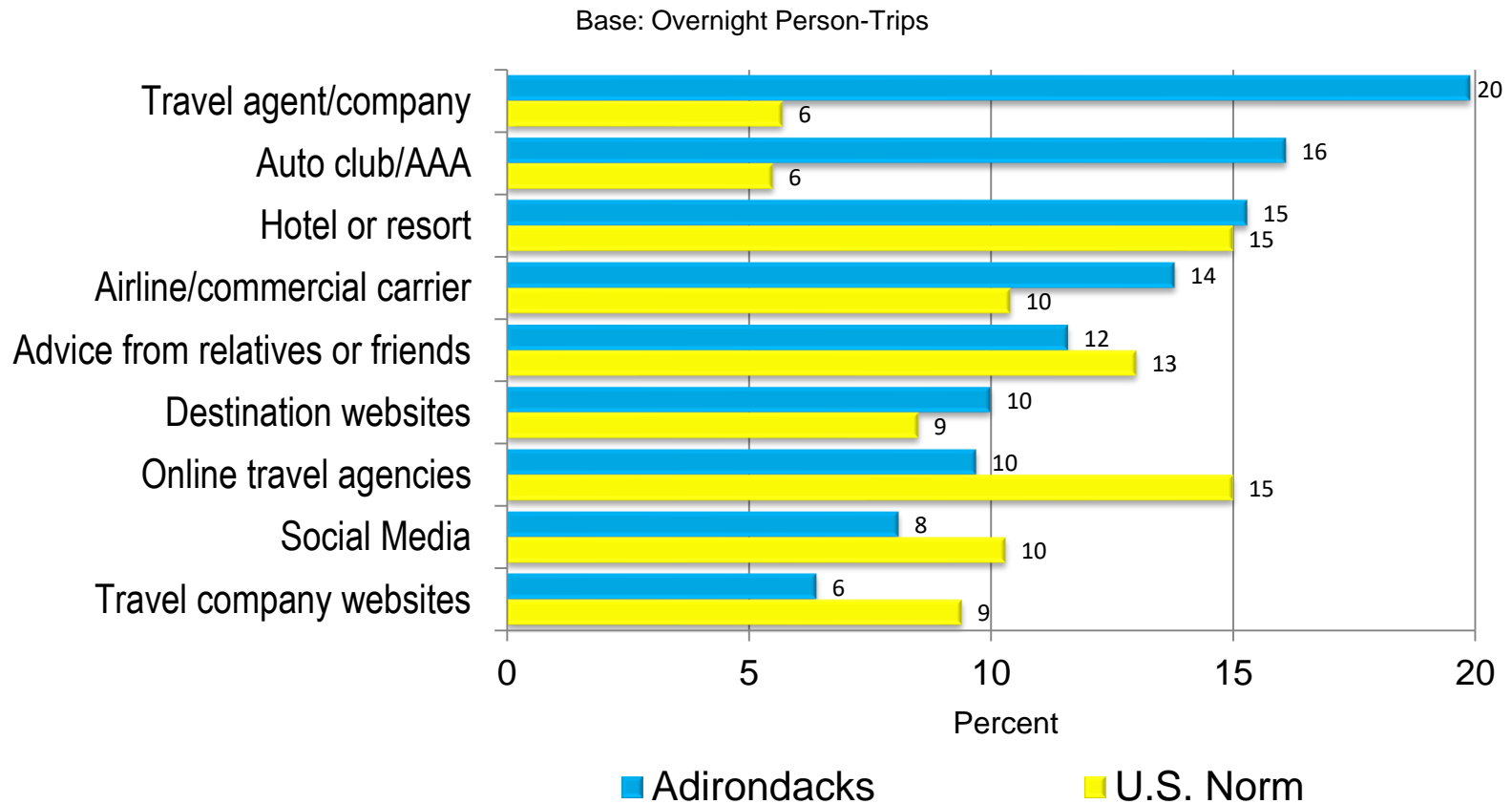
Base: Overnight Person-Trips to Adirondacks



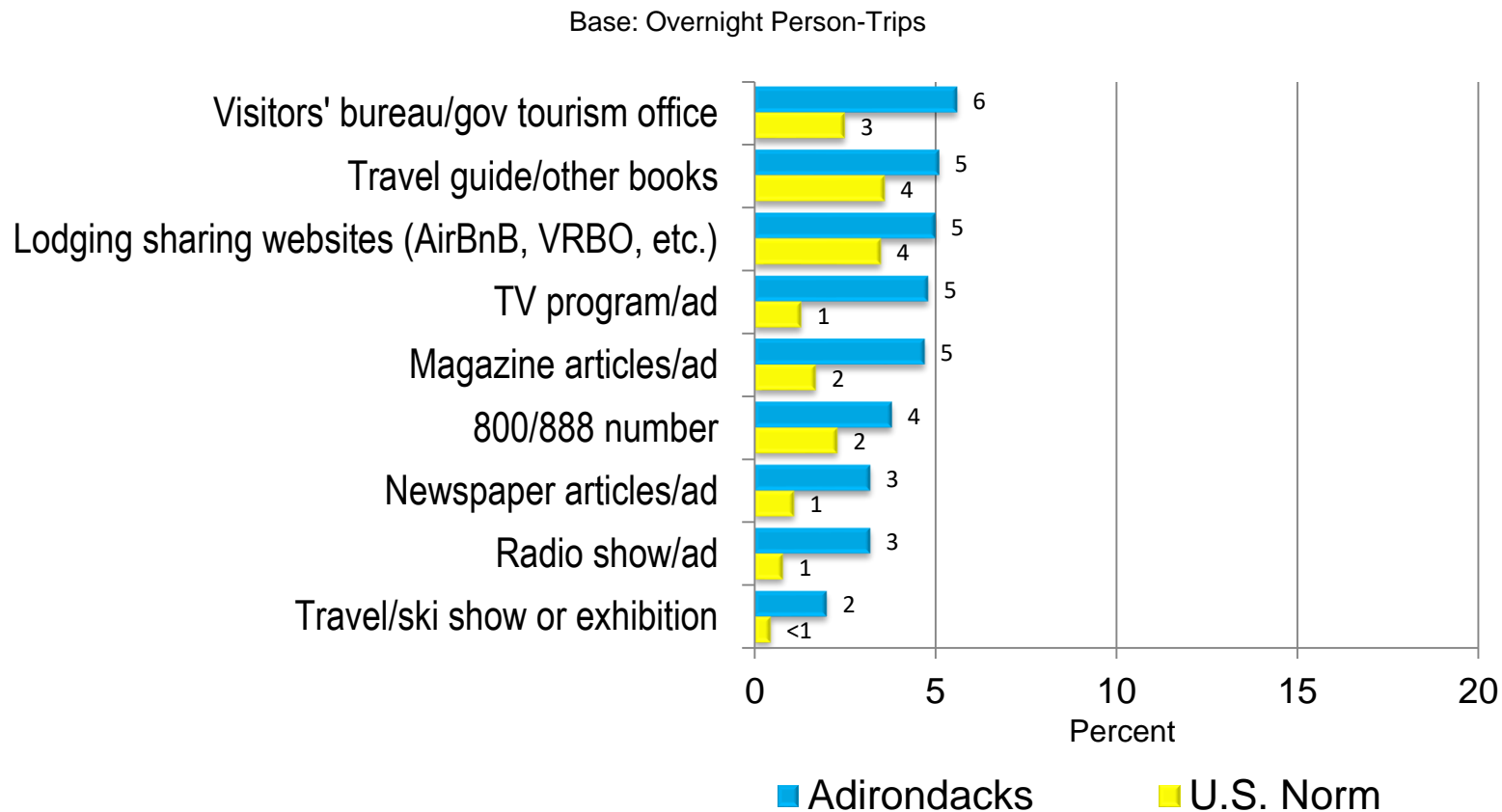
Length of Trip Planning Adirondacks vs. Lake Placid vs. Lake George



Trip Planning Information Sources

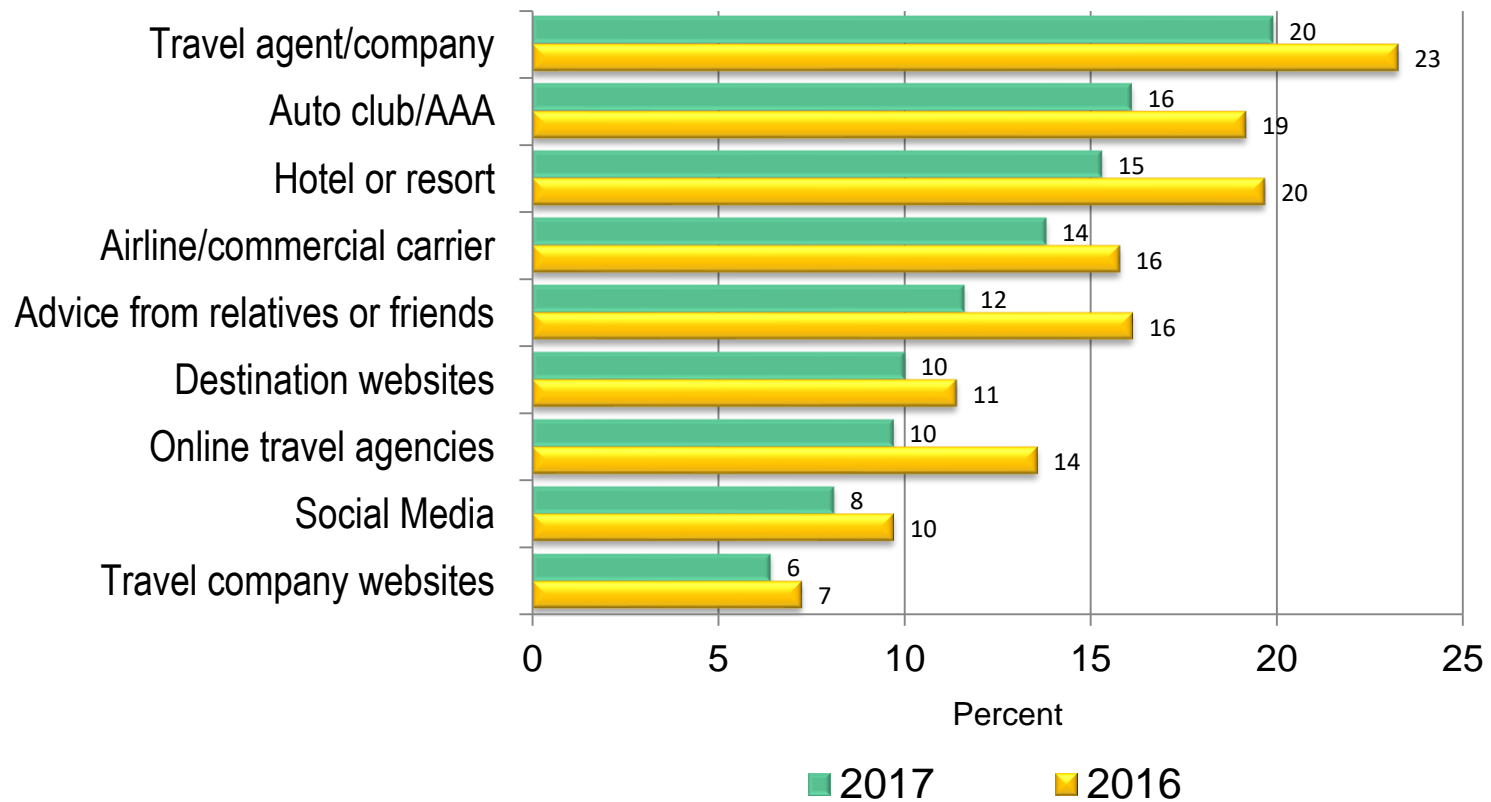


Trip Planning Information Sources



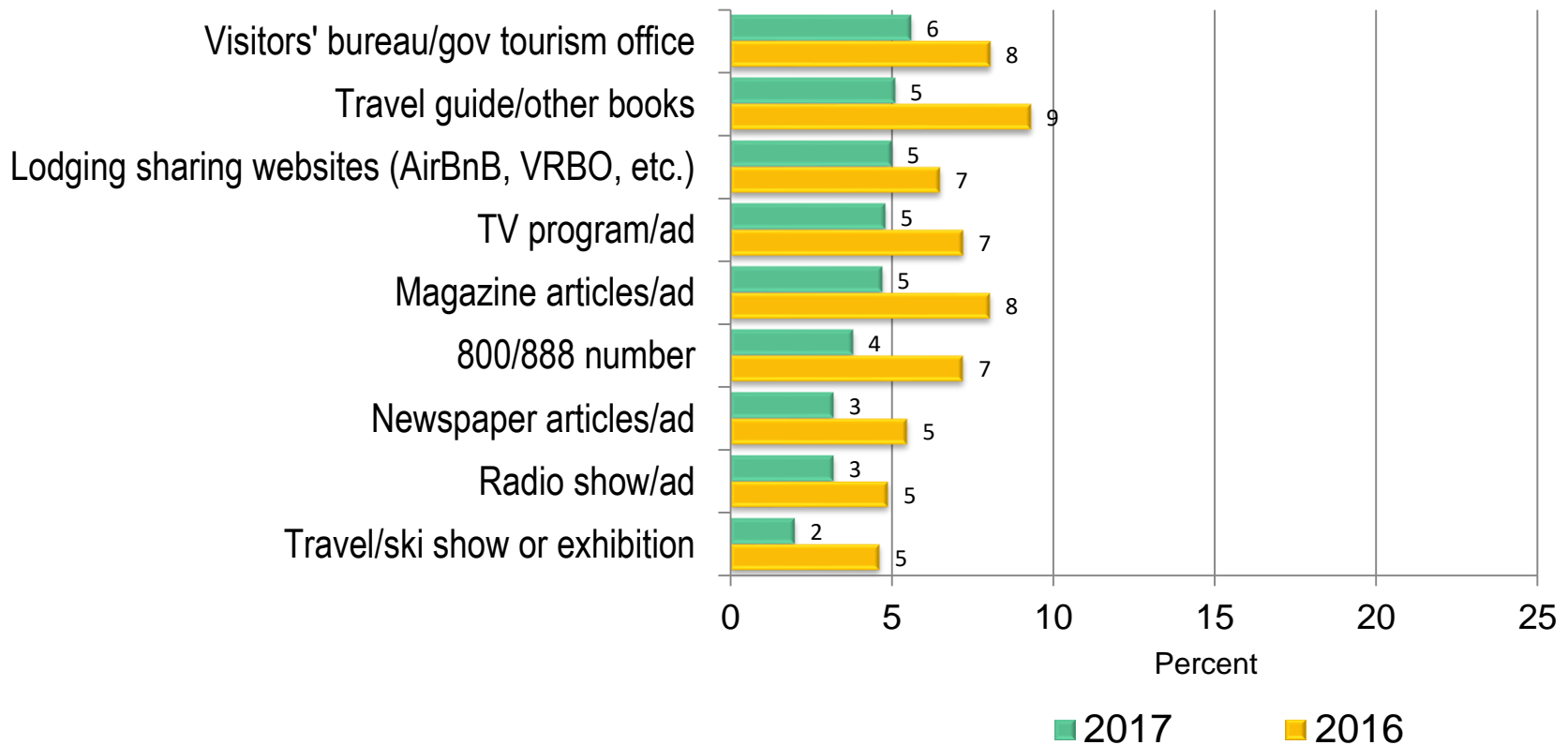
Trip Planning Information Sources 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks



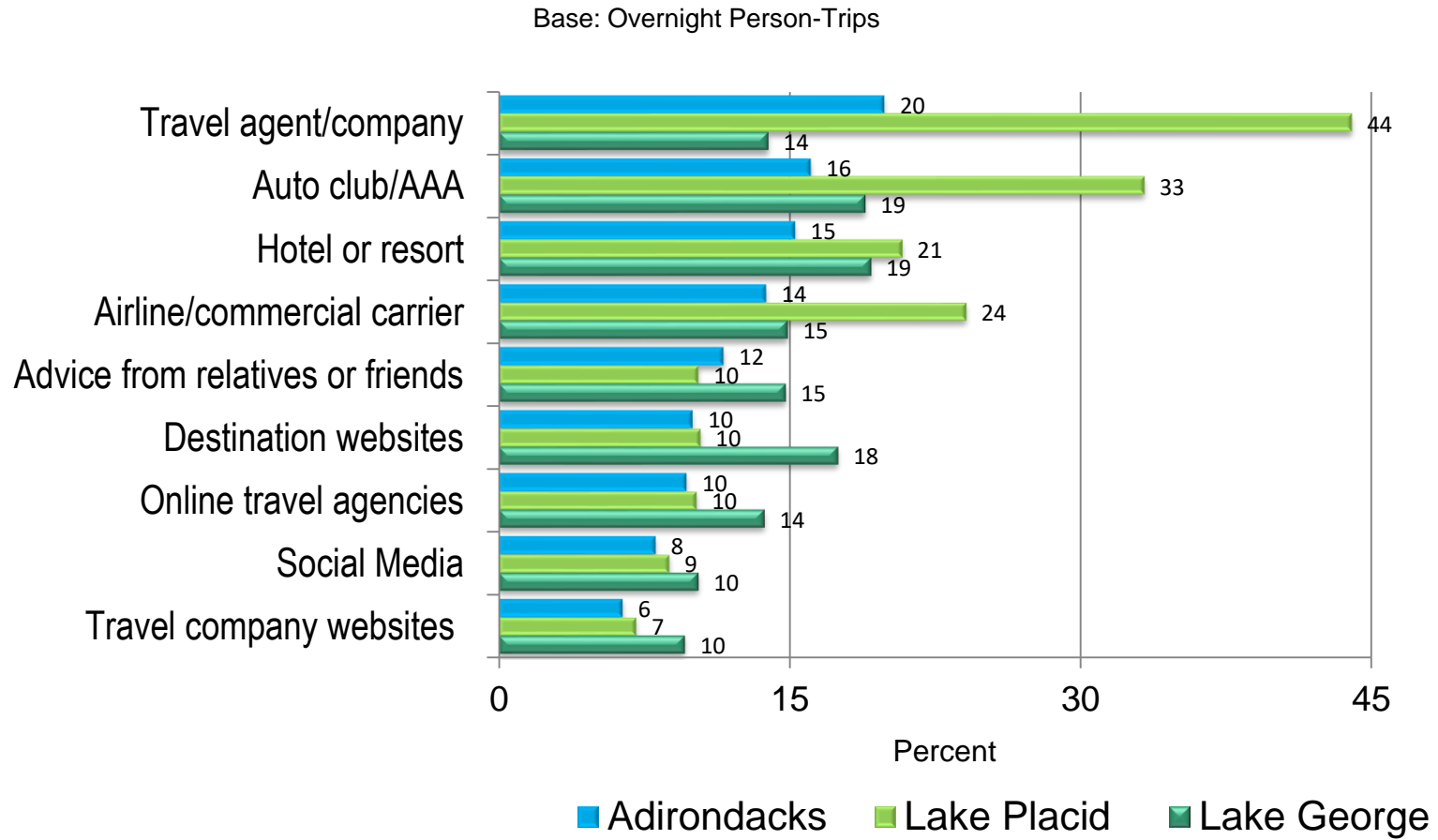
Trip Planning Information Sources 2017 vs. 2016 (Cont'd)

Base: Overnight Person-Trips to Adirondacks



Trip Planning Information Sources

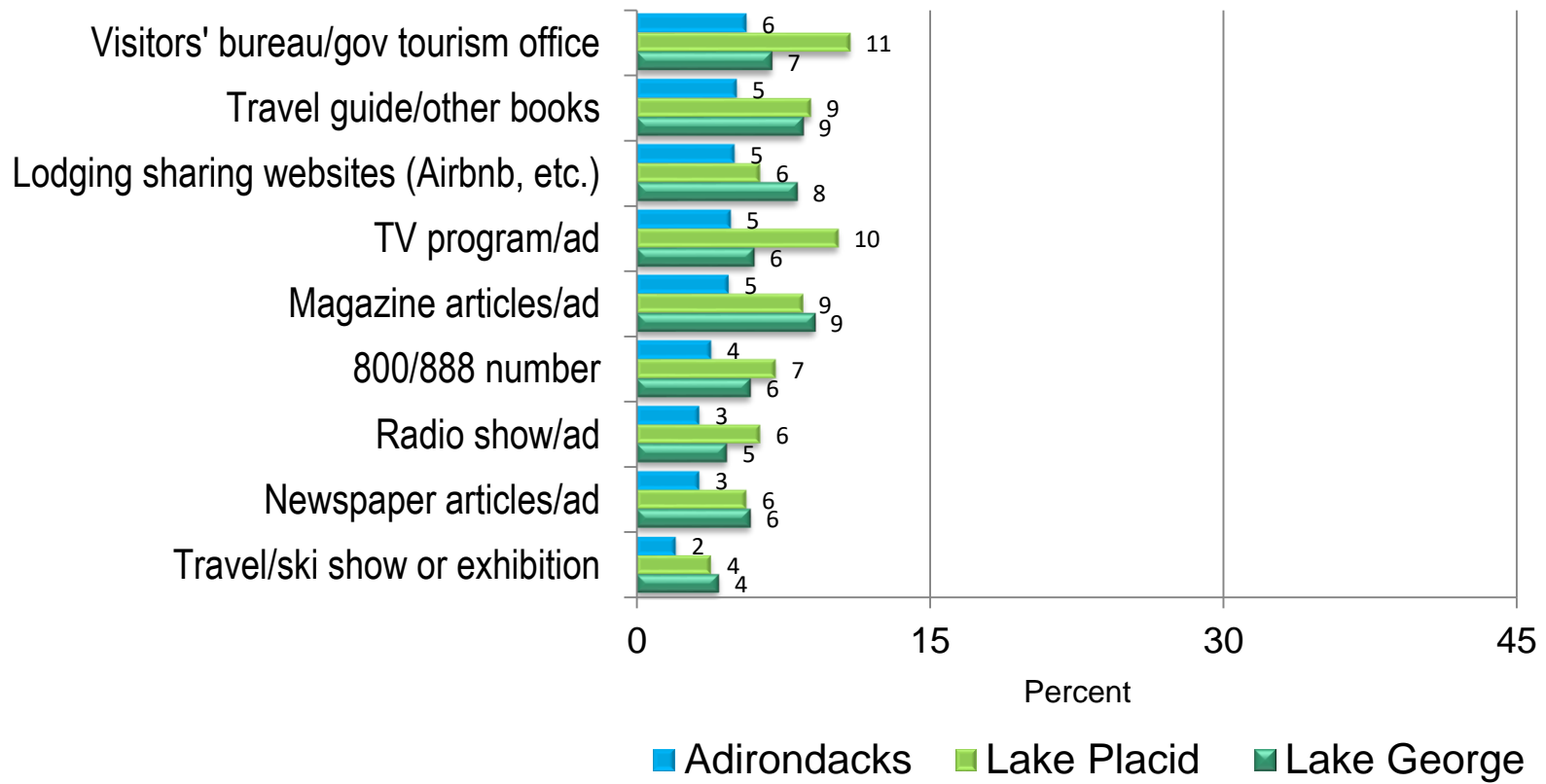
Adirondacks vs. Lake Placid vs. Lake George



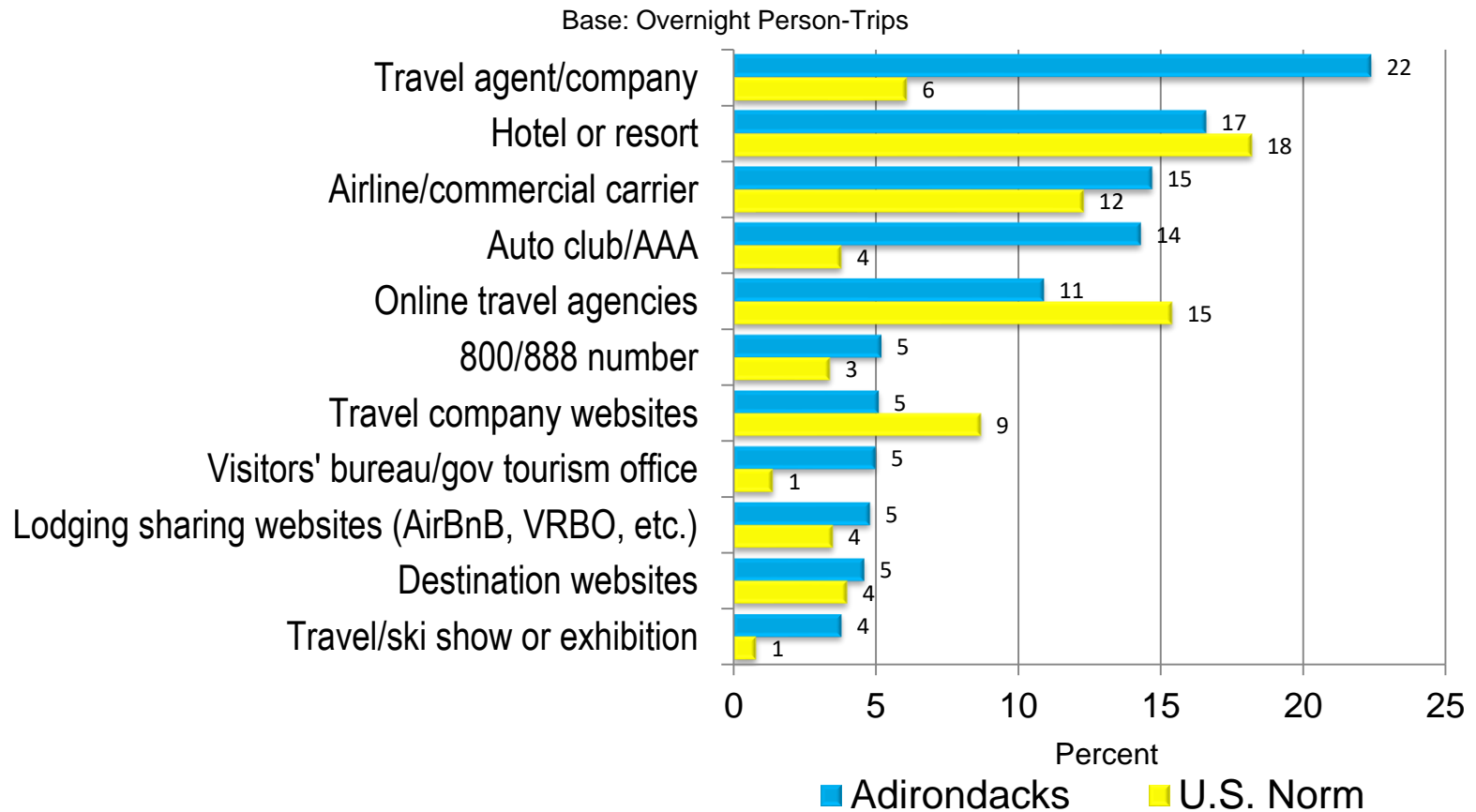
Trip Planning Information Sources (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

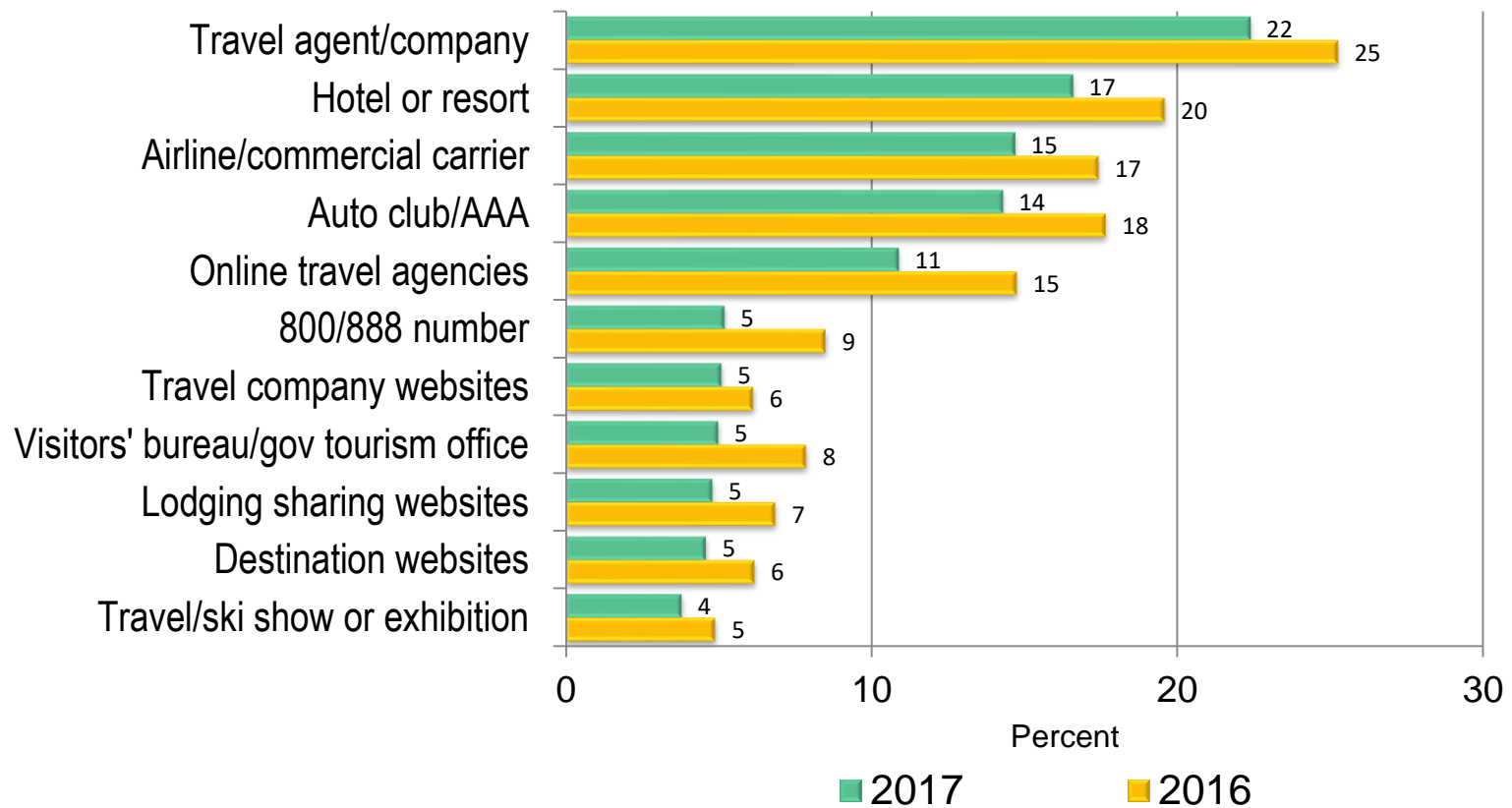


Method of Booking



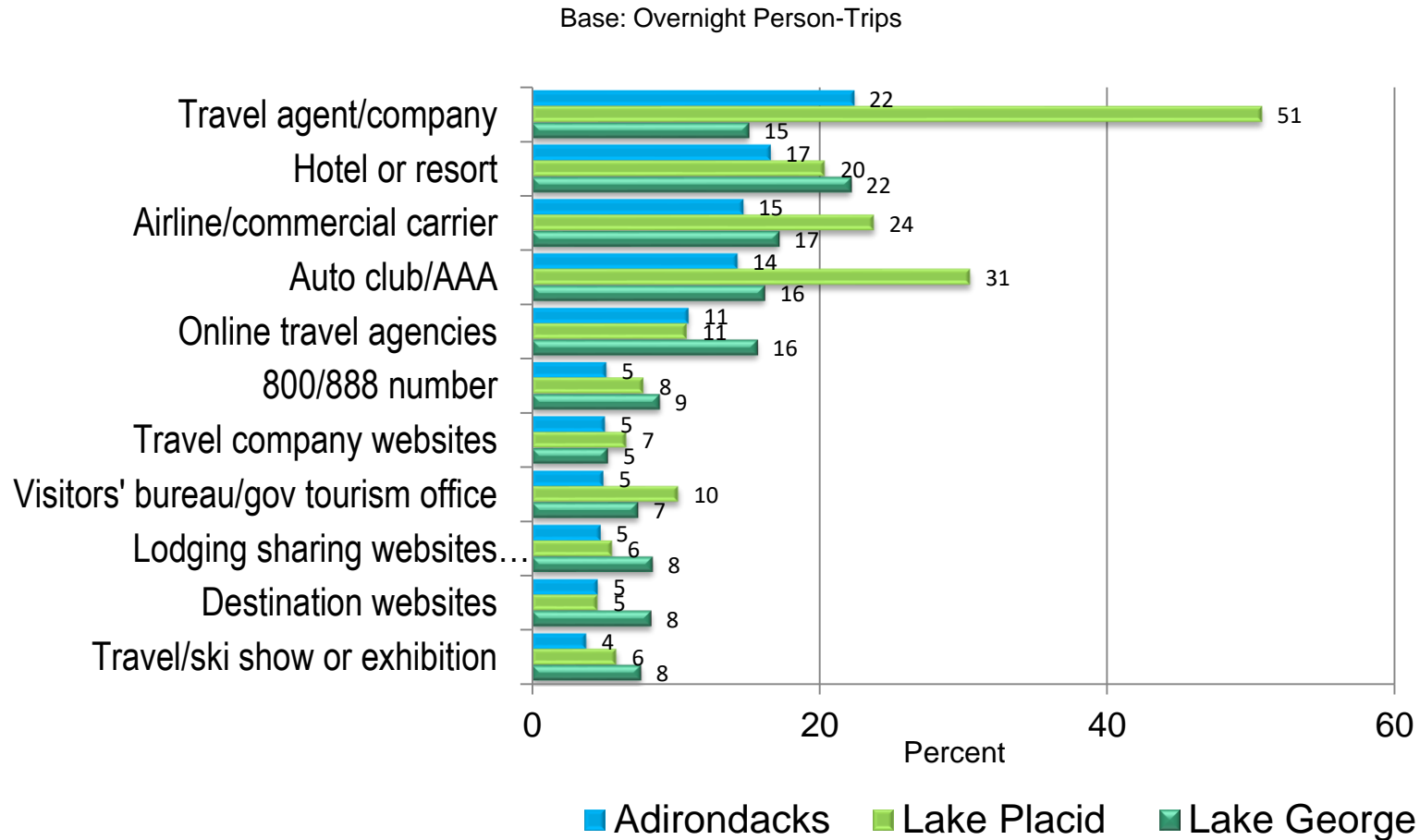
Method of Booking 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

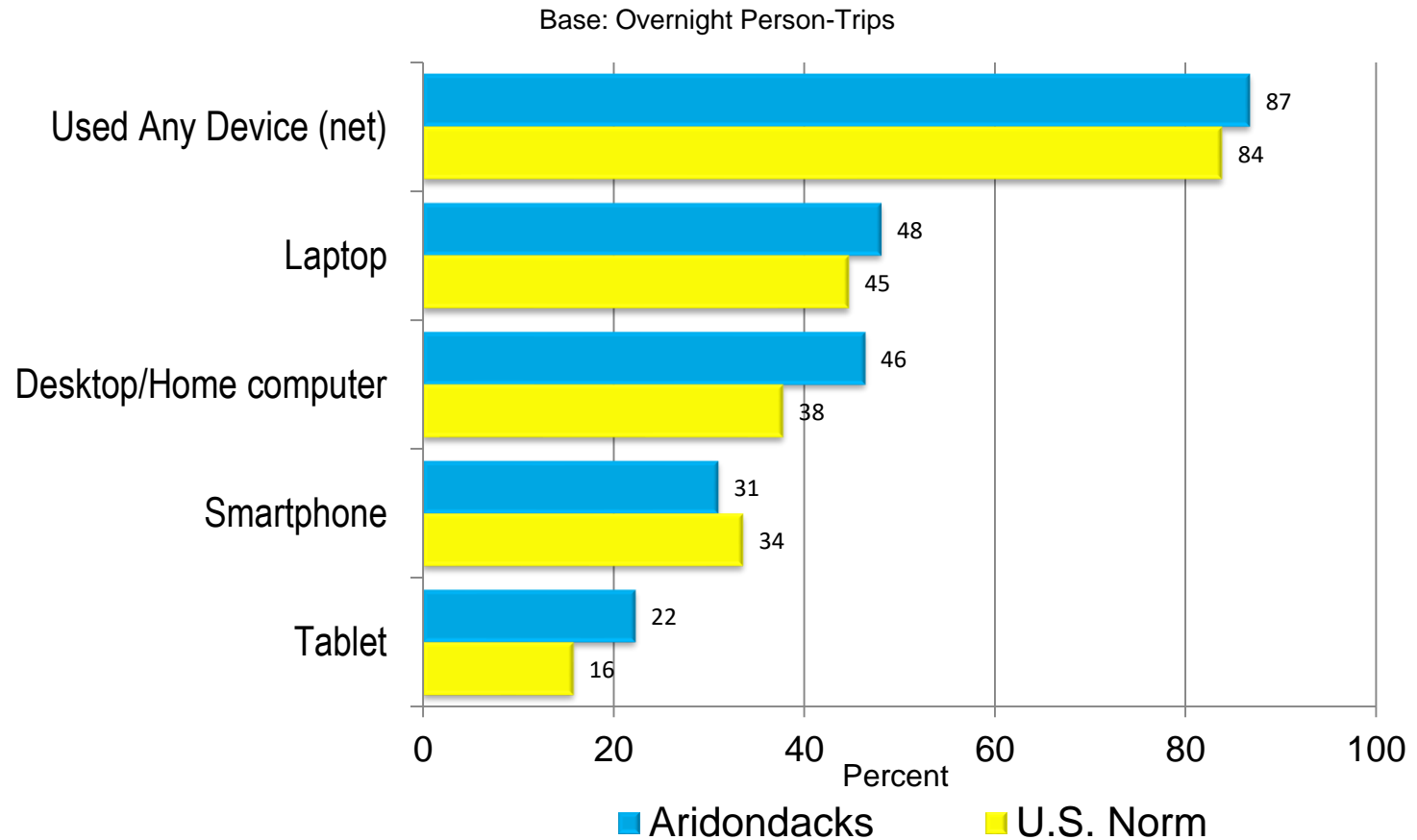


Method of Booking

Adirondacks vs. Lake Placid vs. Lake George

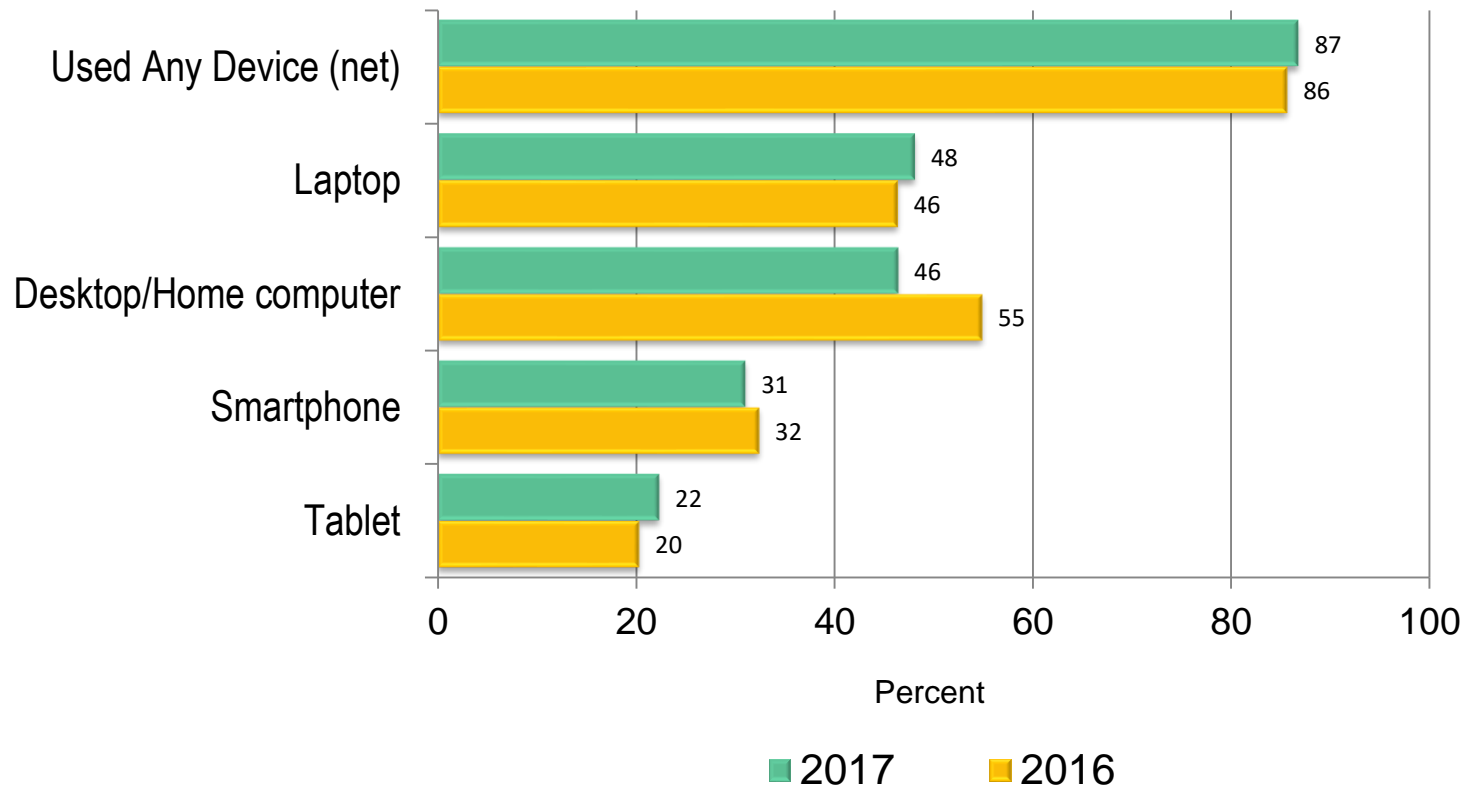


Devices Used for Trip Planning

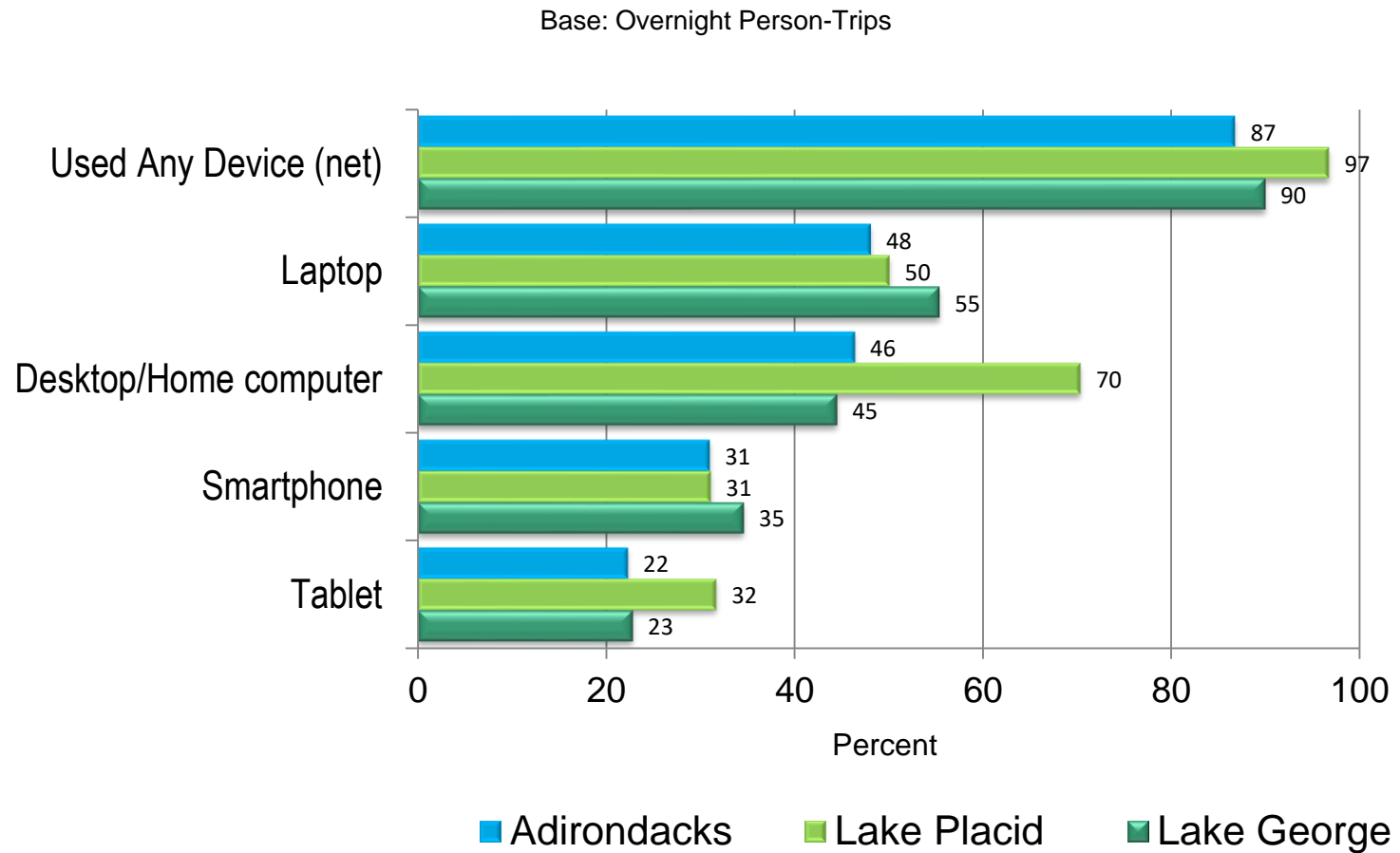


Devices Used for Trip Planning 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks



Devices Used for Trip Planning Adirondacks vs. Lake Placid vs. Lake George



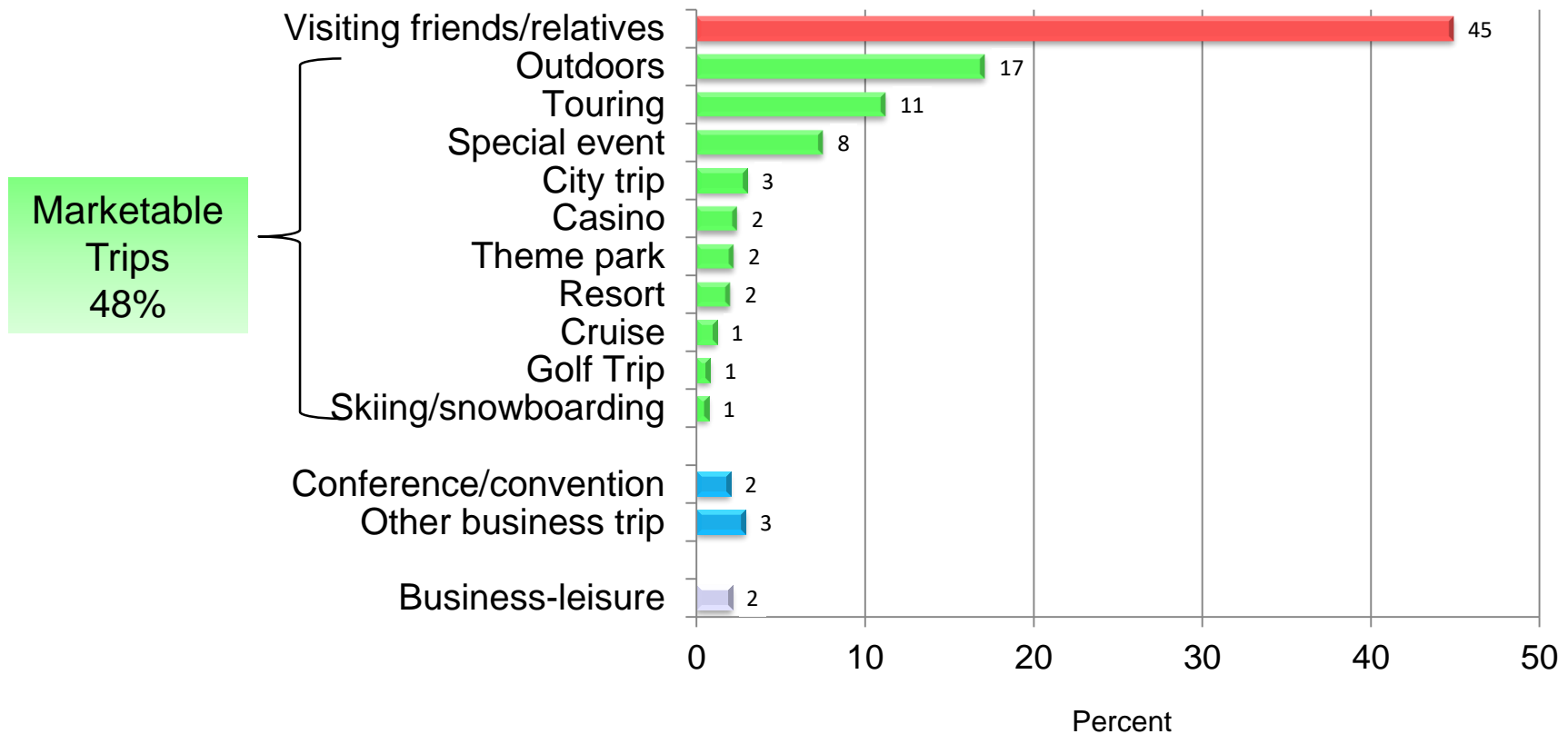


Overnight Trip Characteristics

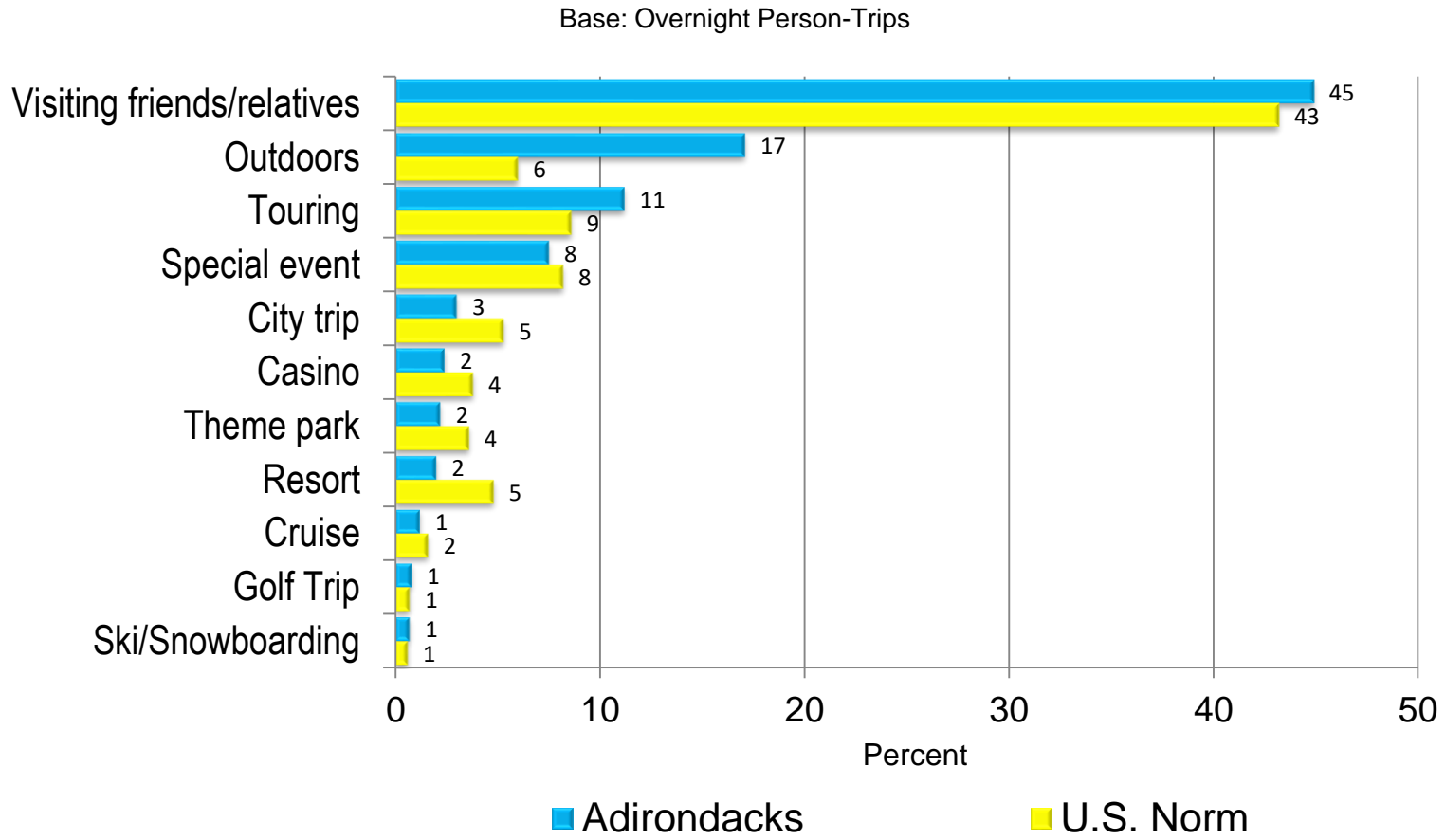


2017 Main Purpose of Trip

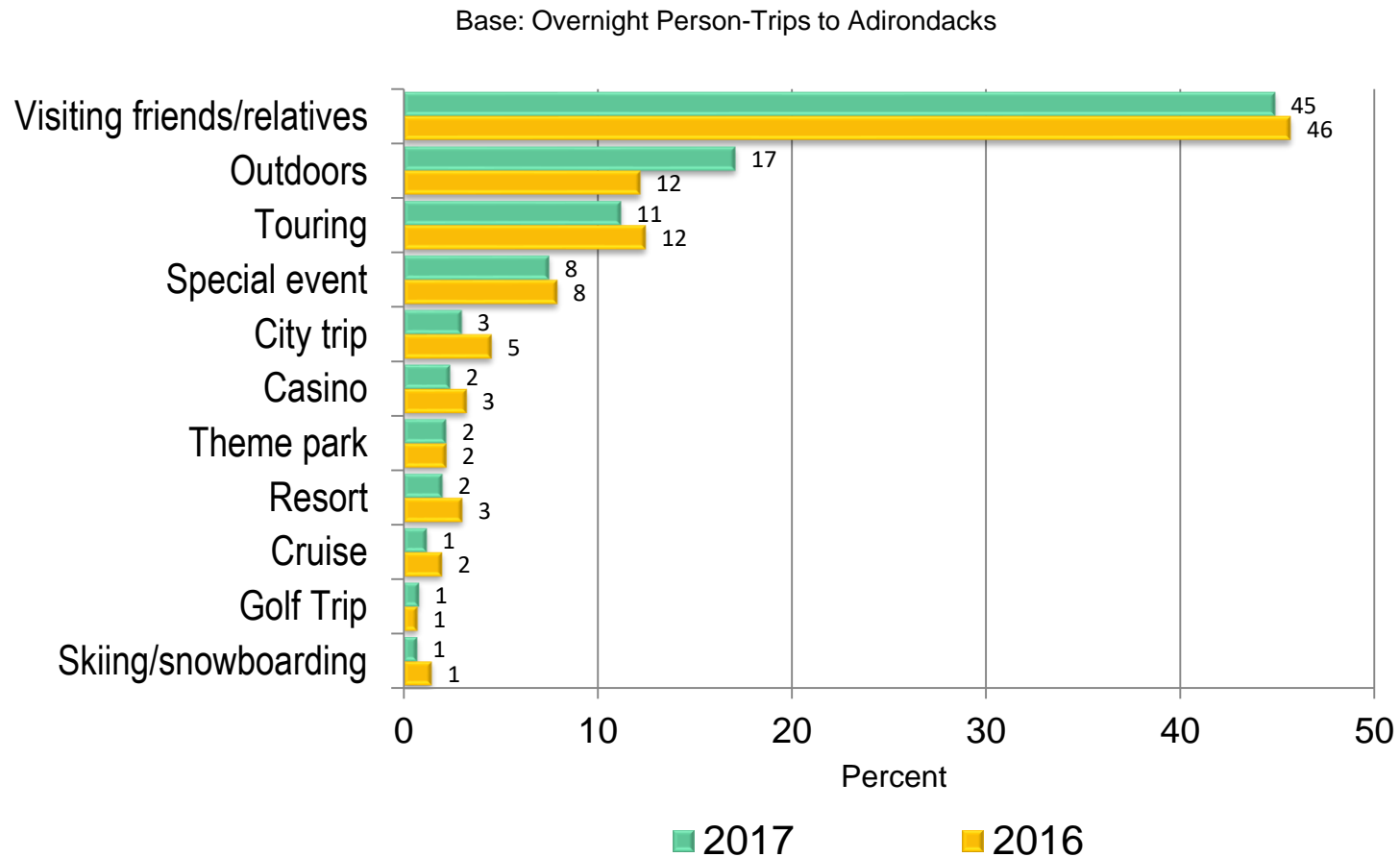
Base: Overnight Person-Trips to Adirondacks



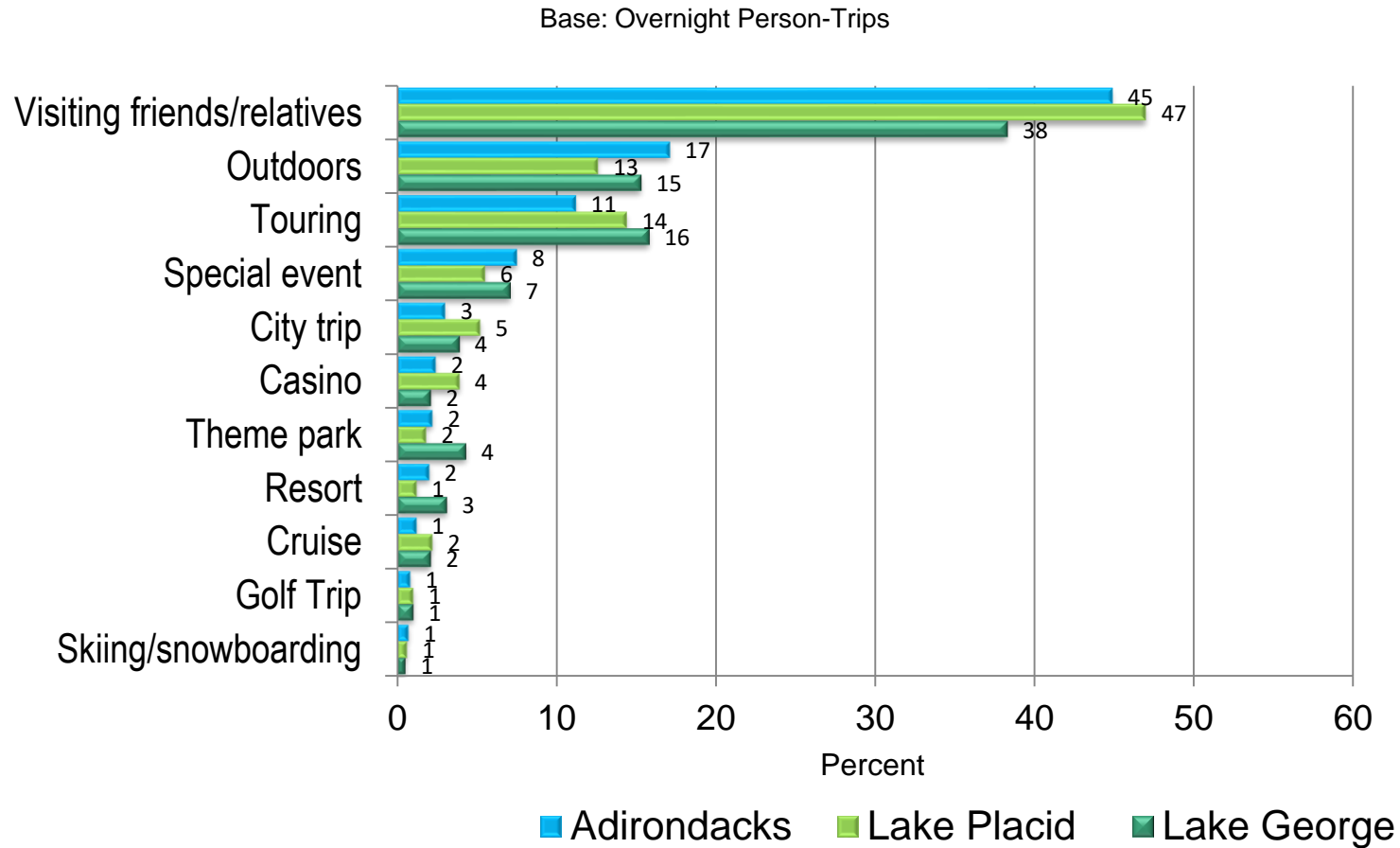
Main Purpose of Leisure Trip



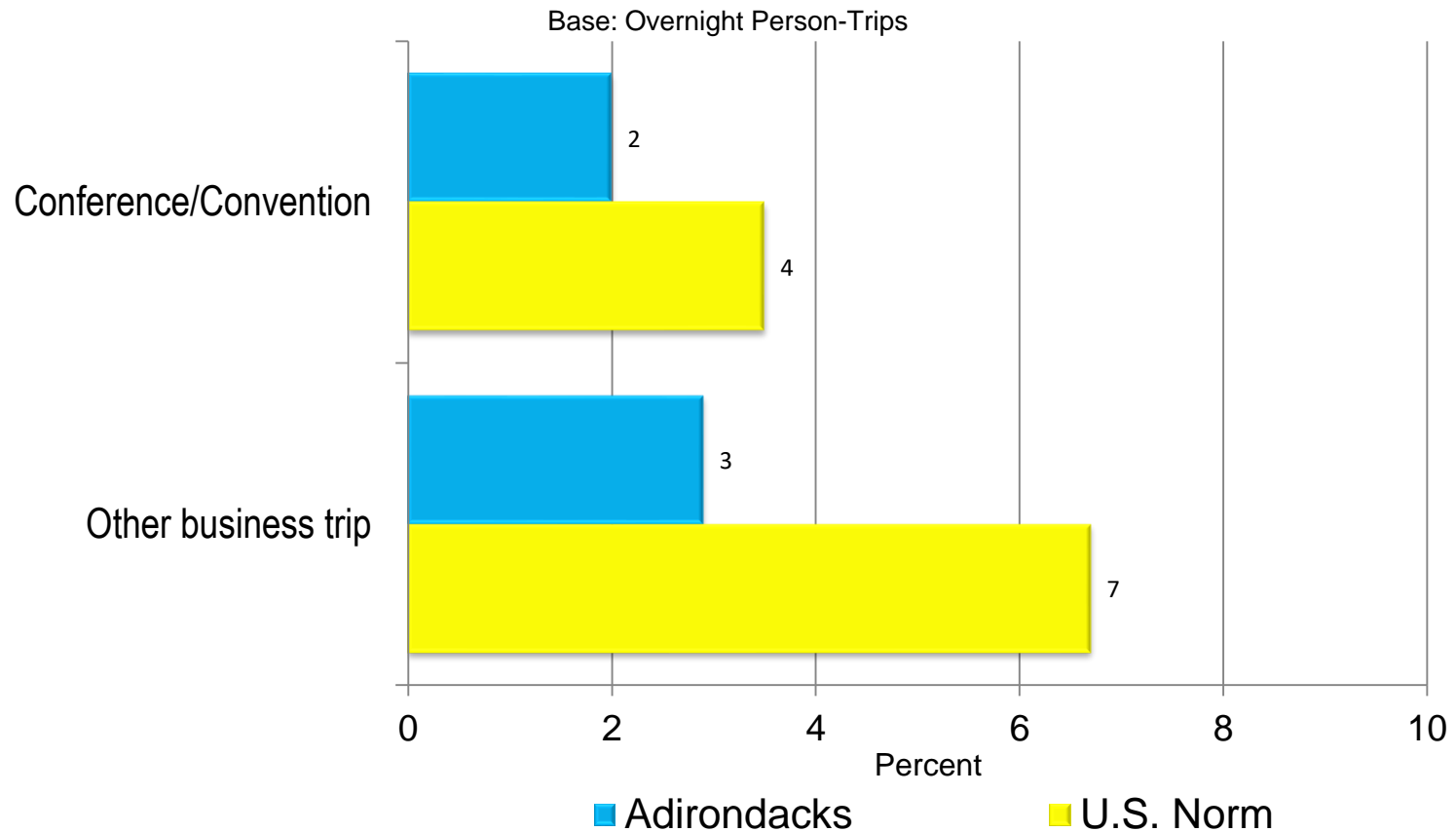
Main Purpose of Overnight Leisure Trip – 2017 vs. 2016



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

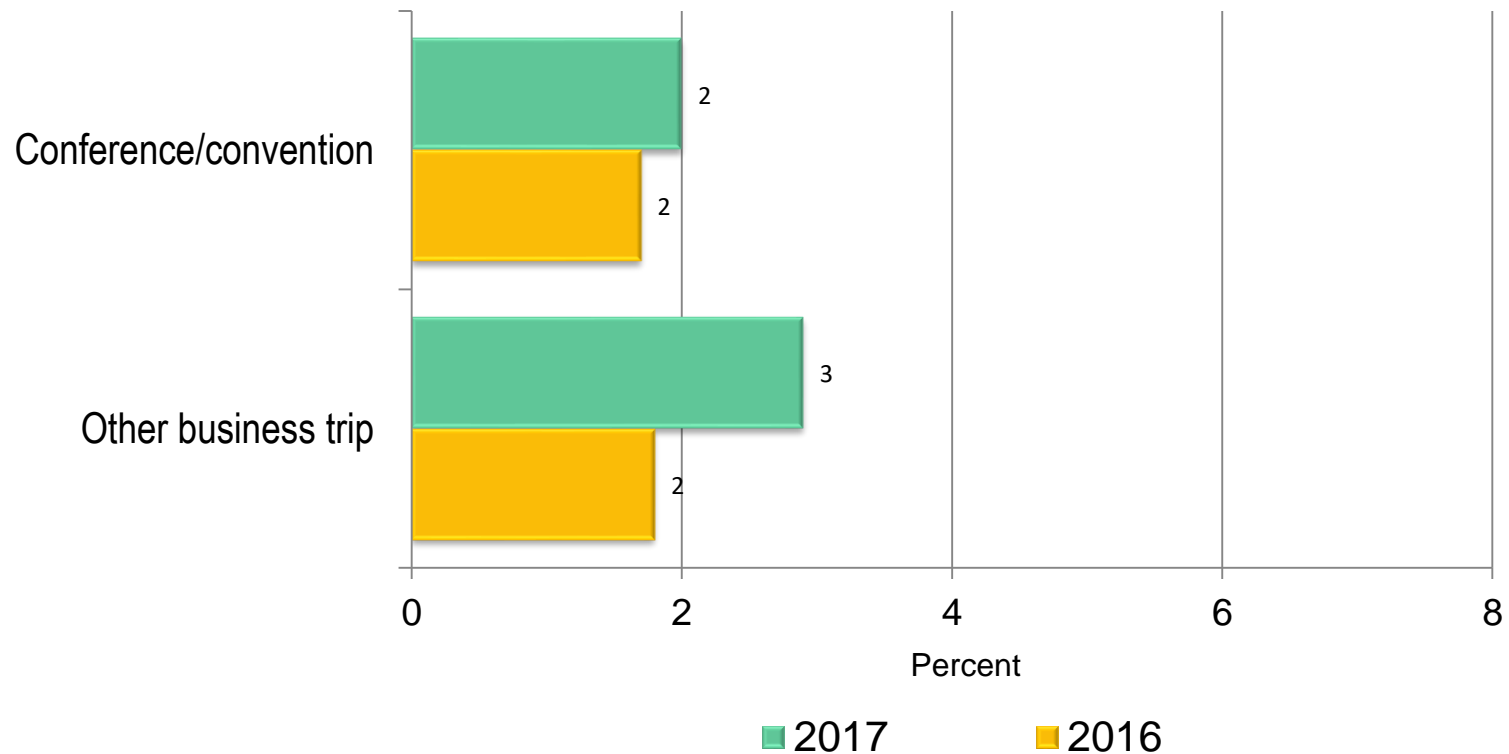


Main Purpose of Business Trip

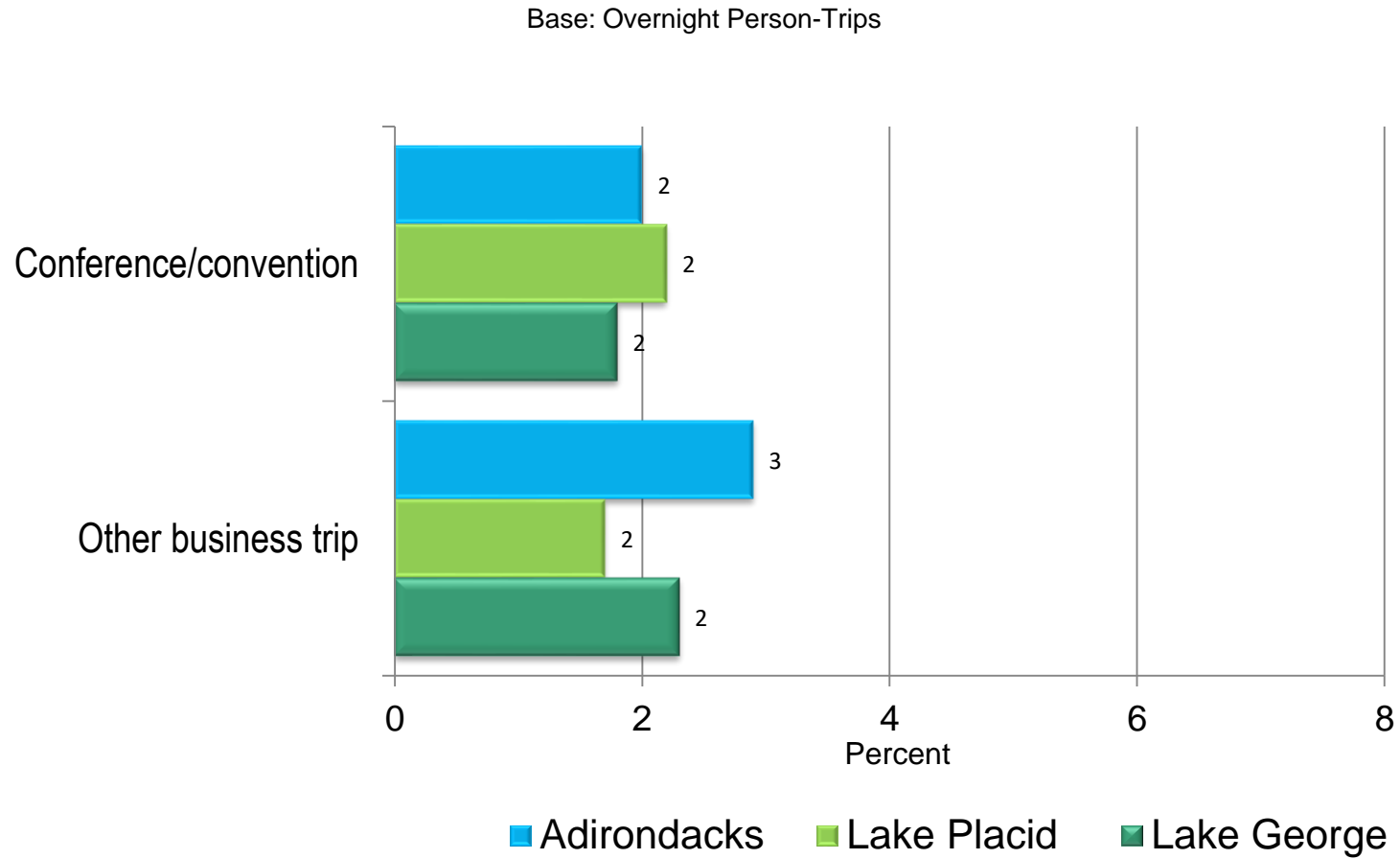


Main Purpose of Overnight Business Trip – 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

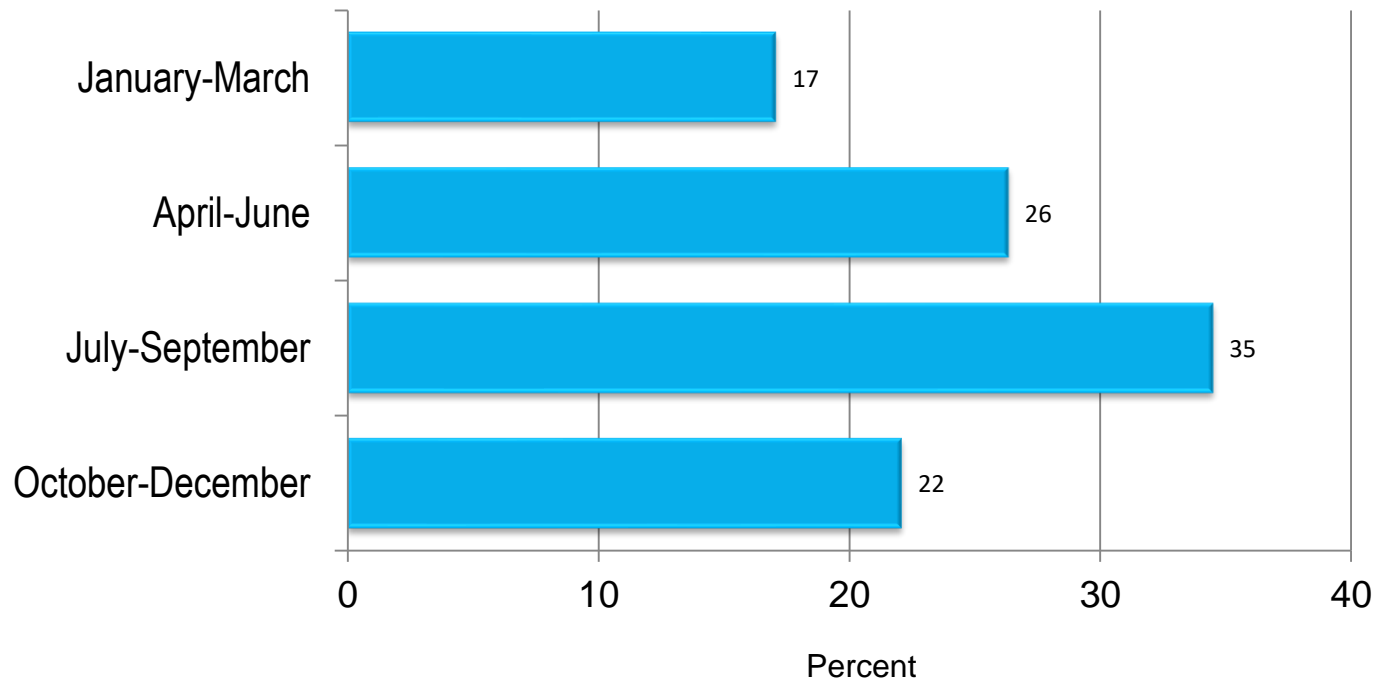


Main Purpose of Business Trip – Adirondacks vs. Lake Placid vs. Lake George



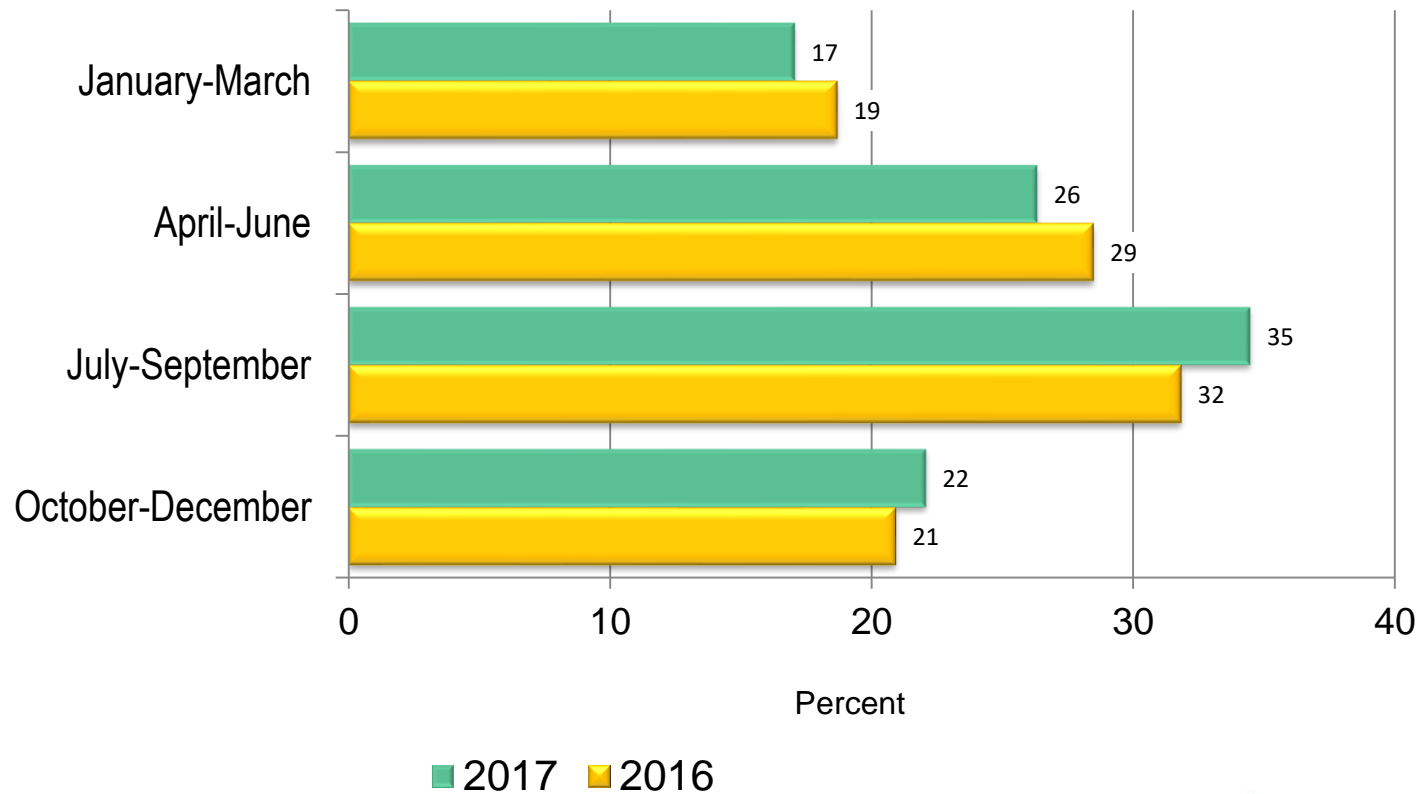
Season of Trip

Base: Overnight Person-Trips to Adirondacks



Season of Trip 2017 vs. 2016

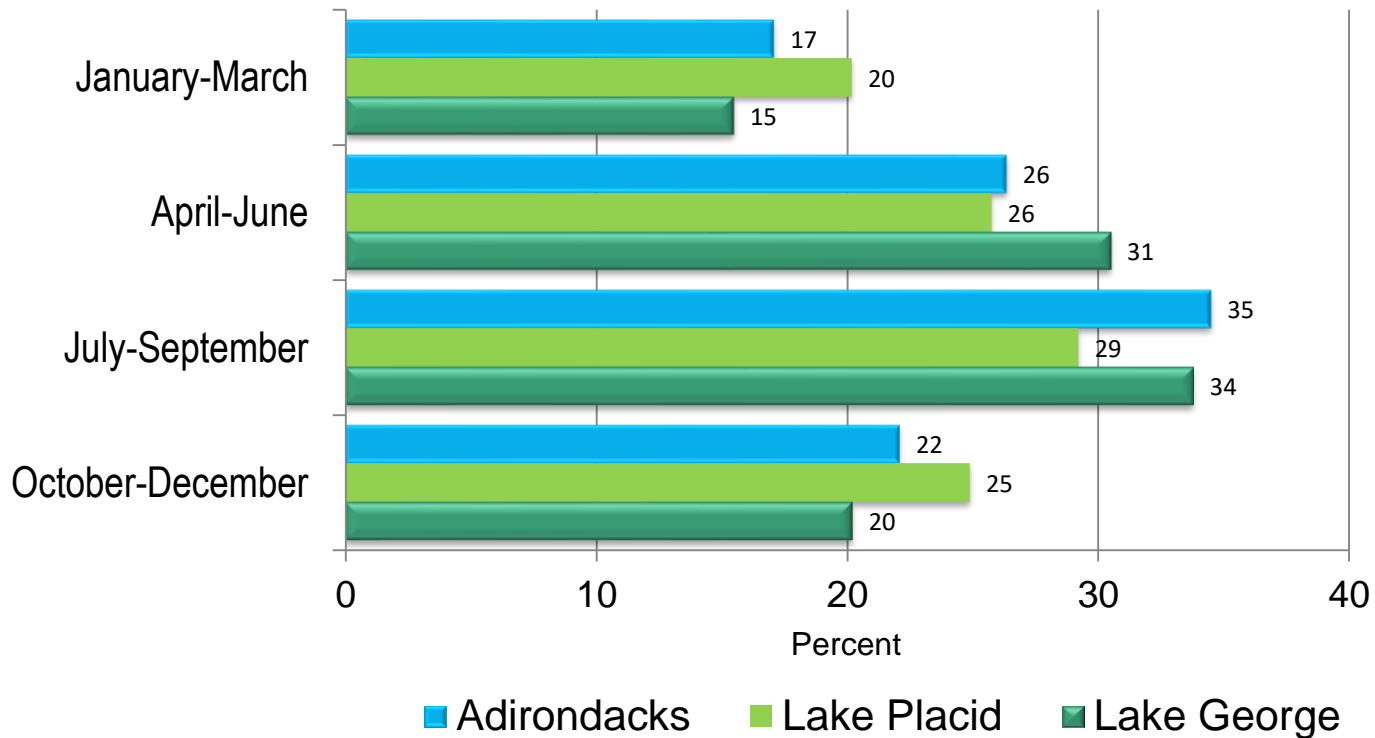
Base: Overnight Person-Trips to Adirondacks



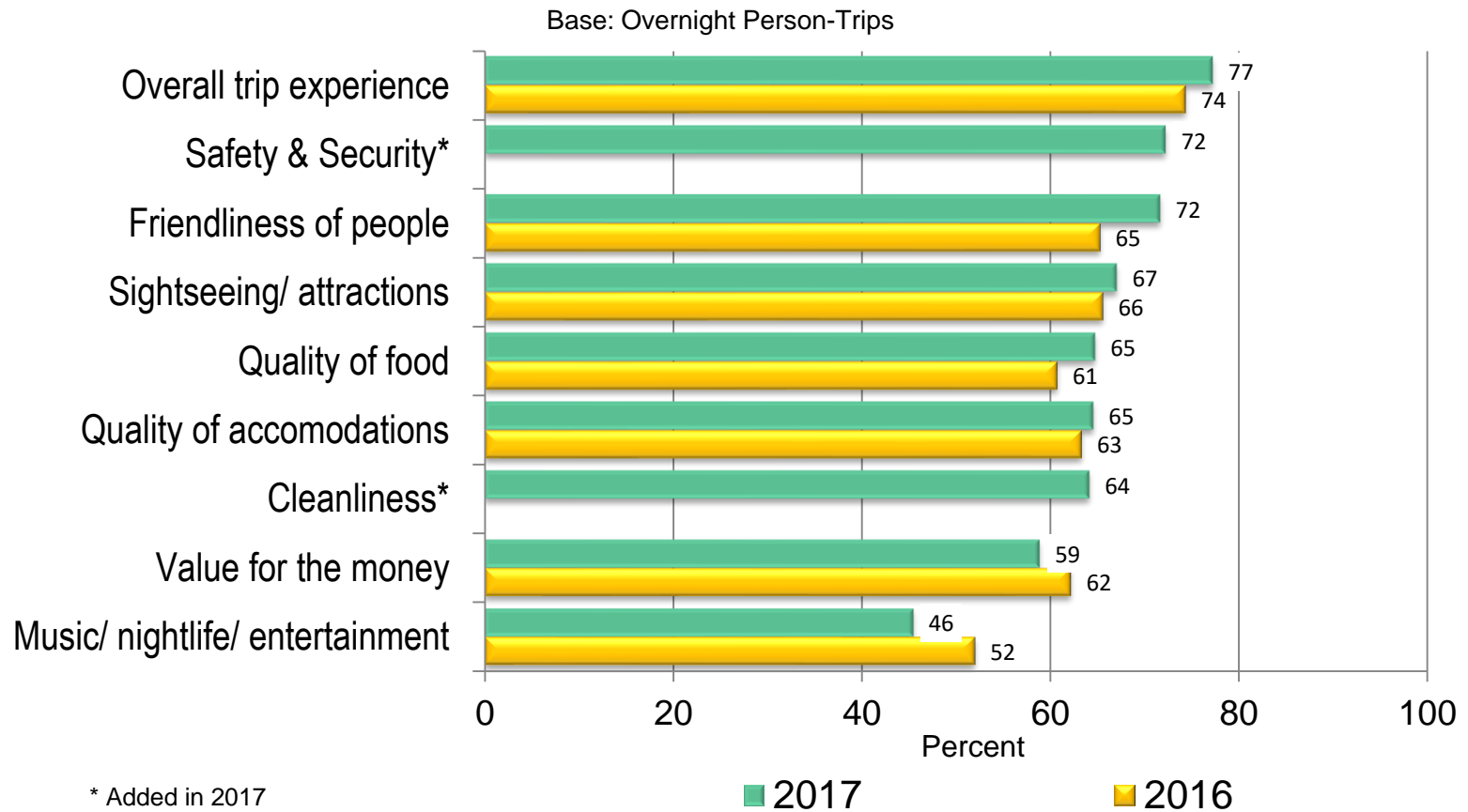
Season of Trip

Adirondacks vs. Lake Placid vs. Lake George

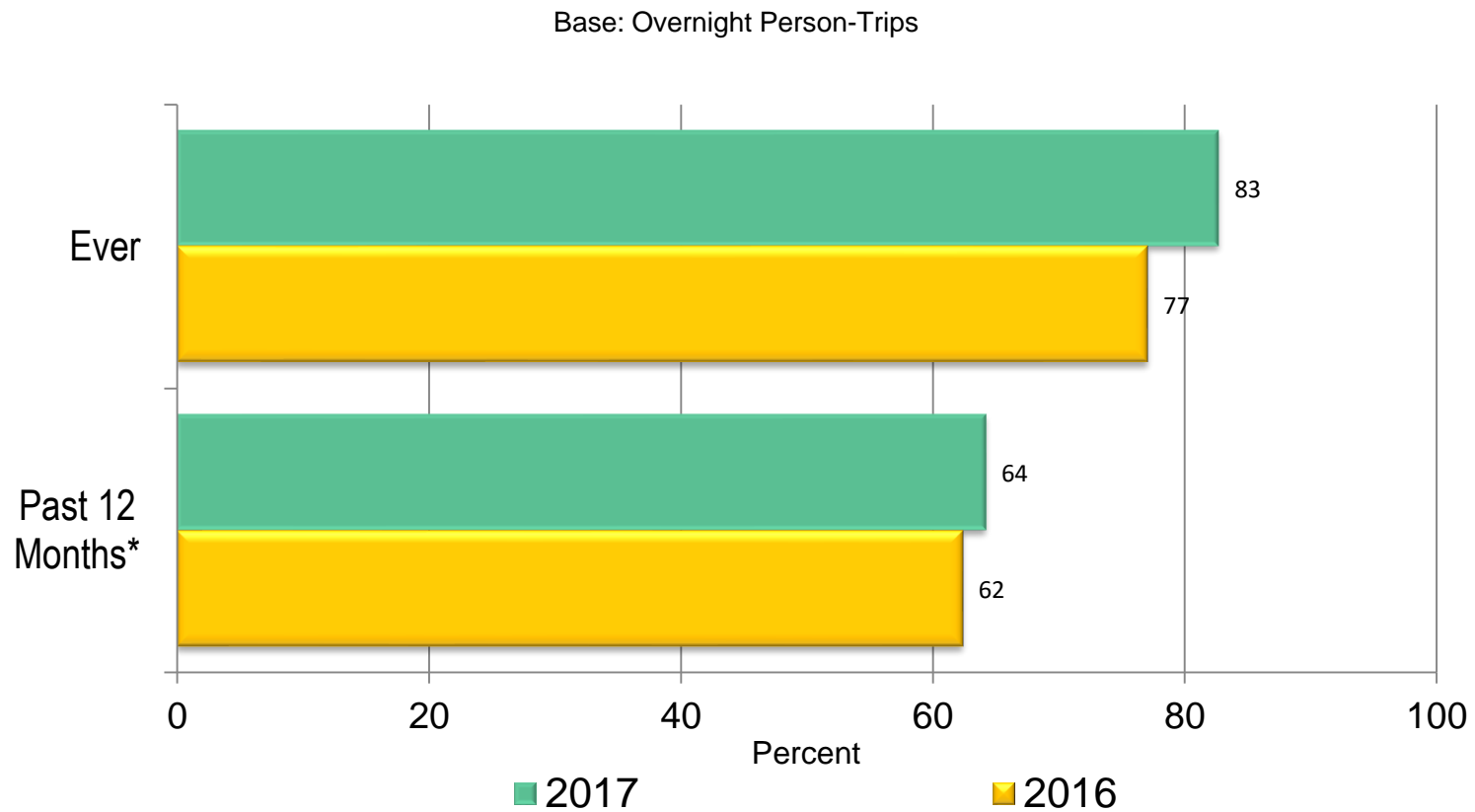
Base: Overnight Person-Trips to Adirondacks



% Very Satisfied with Trip

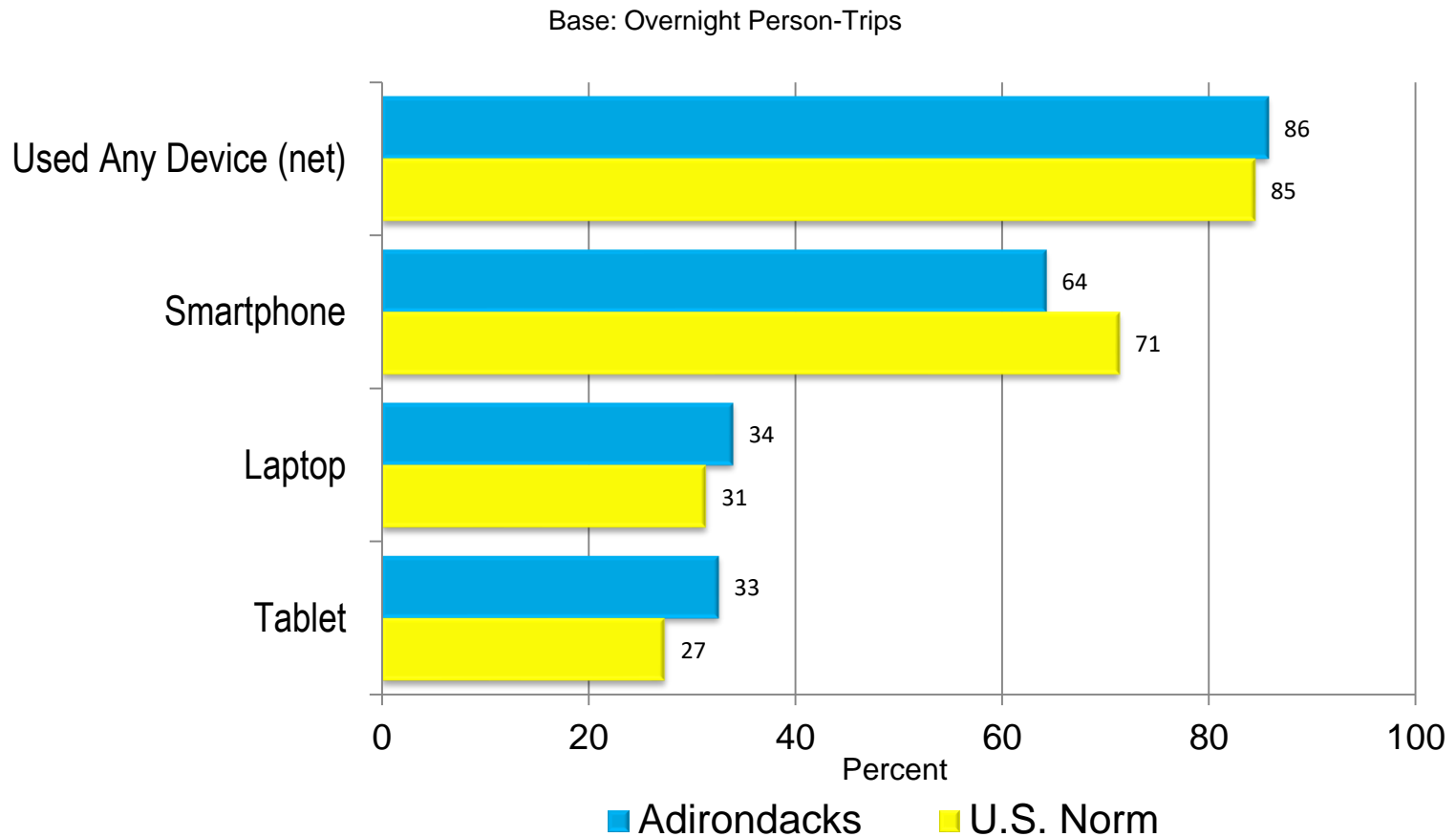


Past Visitation to Adirondacks



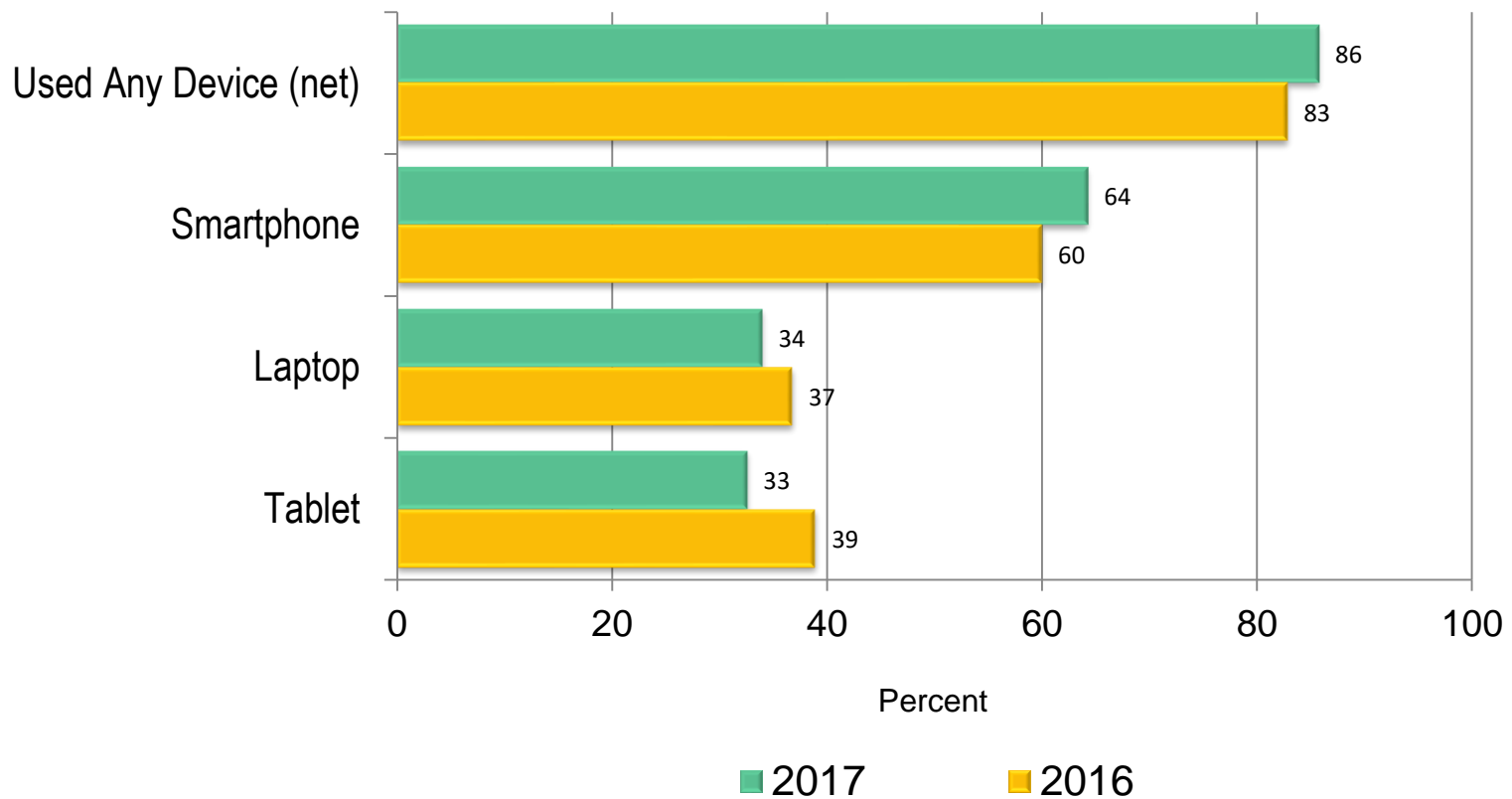
* Question wording changed in 2017

Devices Used During Trip



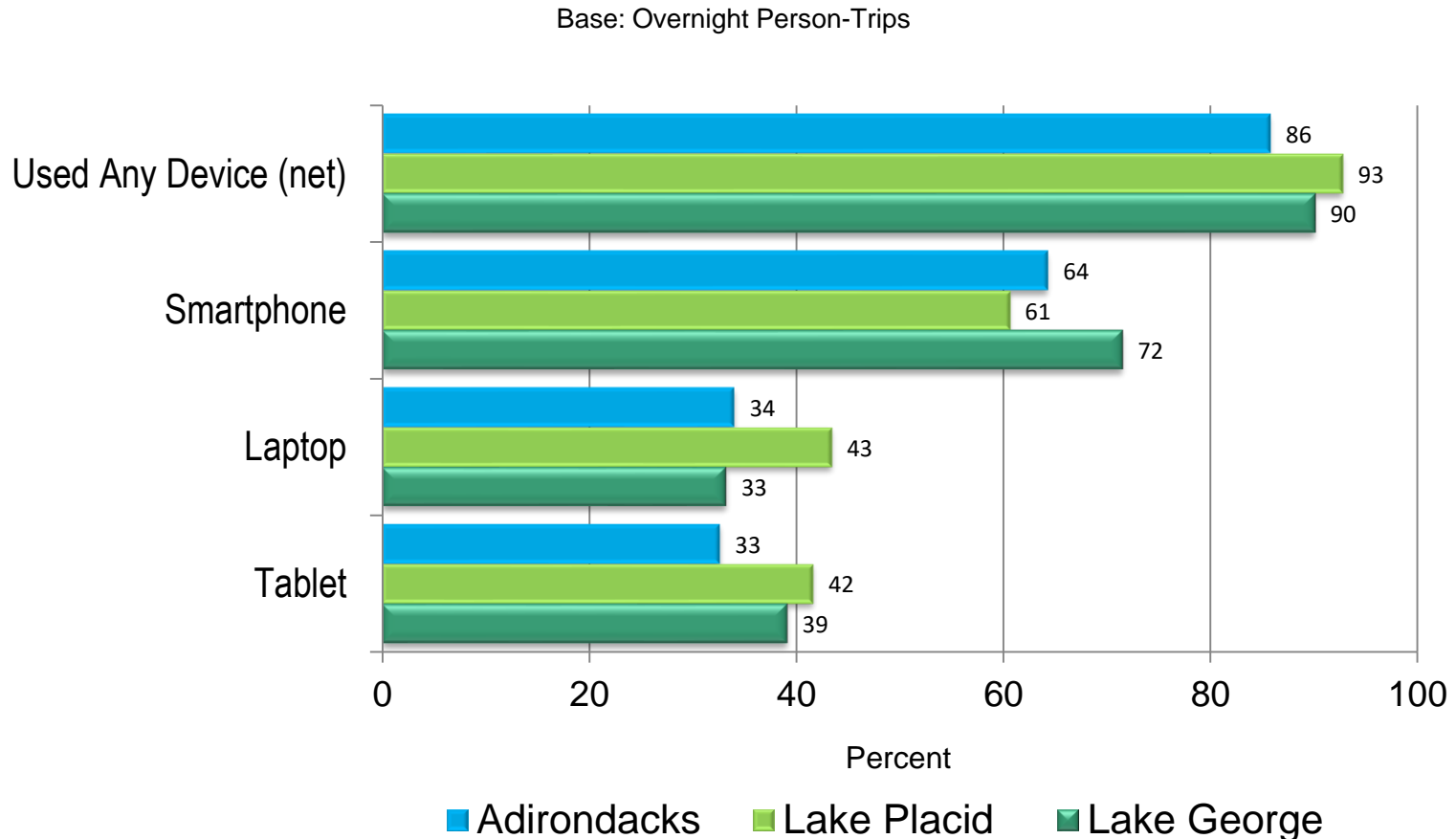
Devices Used During Trip 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

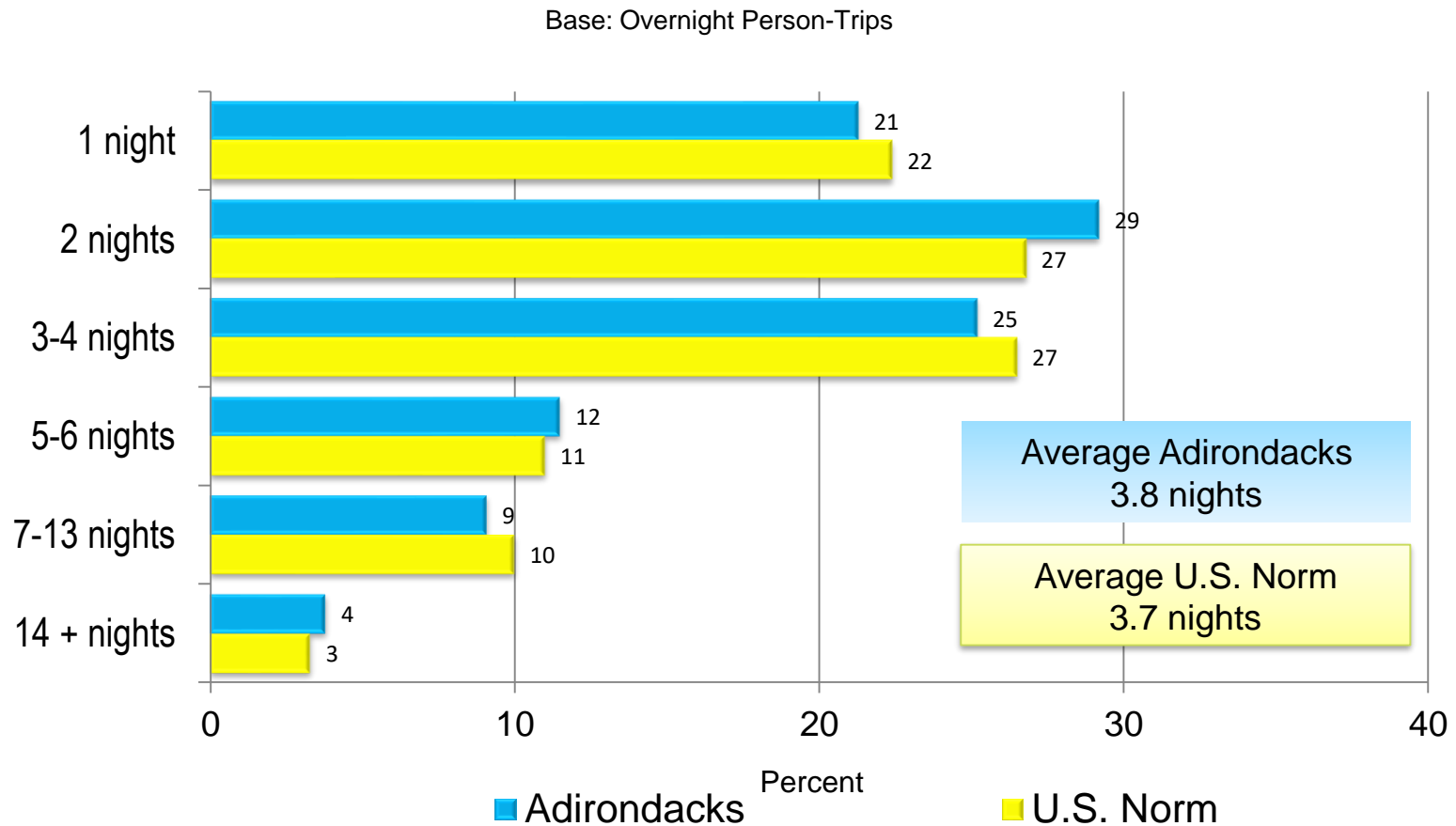


Devices Used During Trip

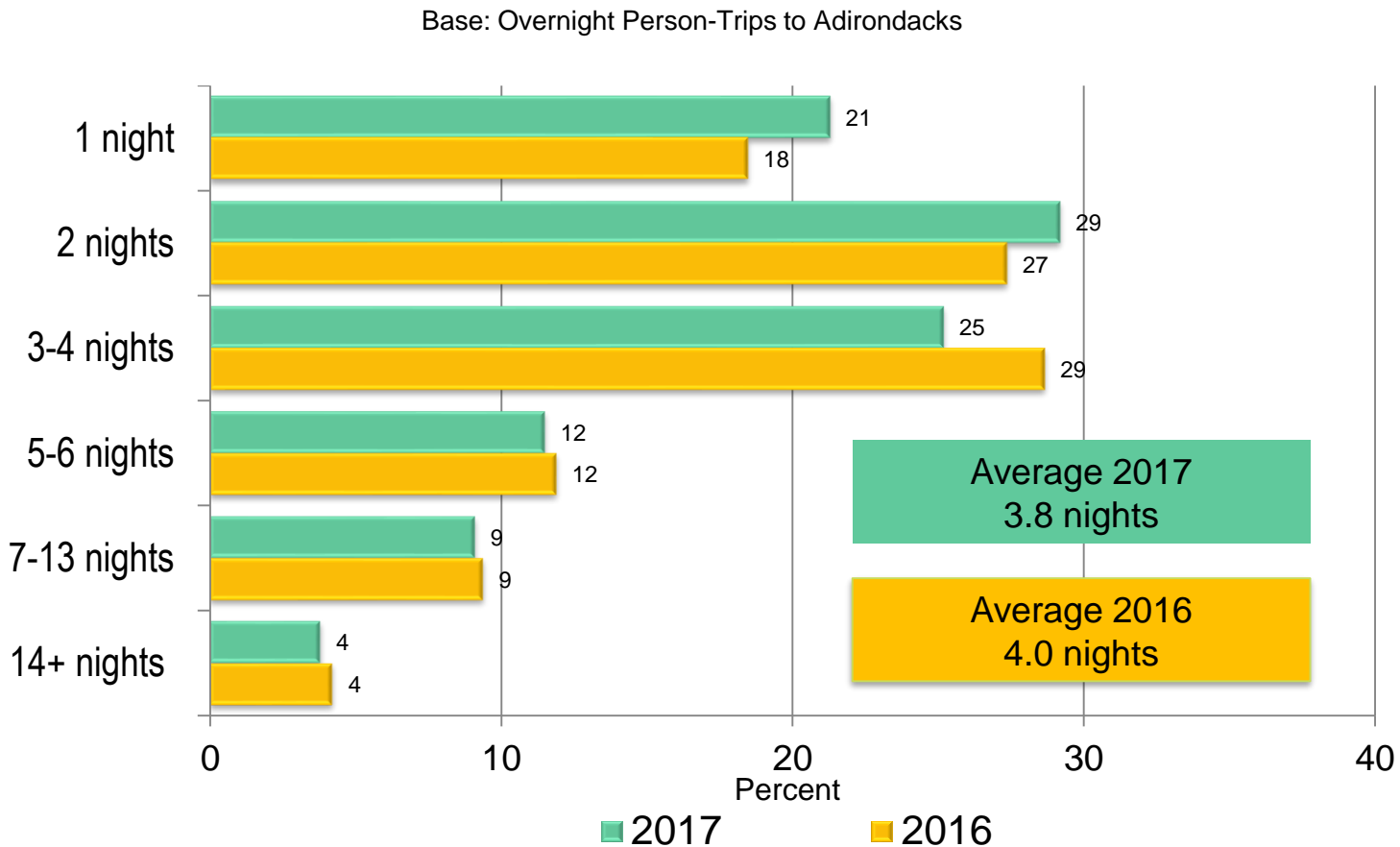
Adirondacks vs. Lake Placid vs. Lake George



Total Nights Away on Trip

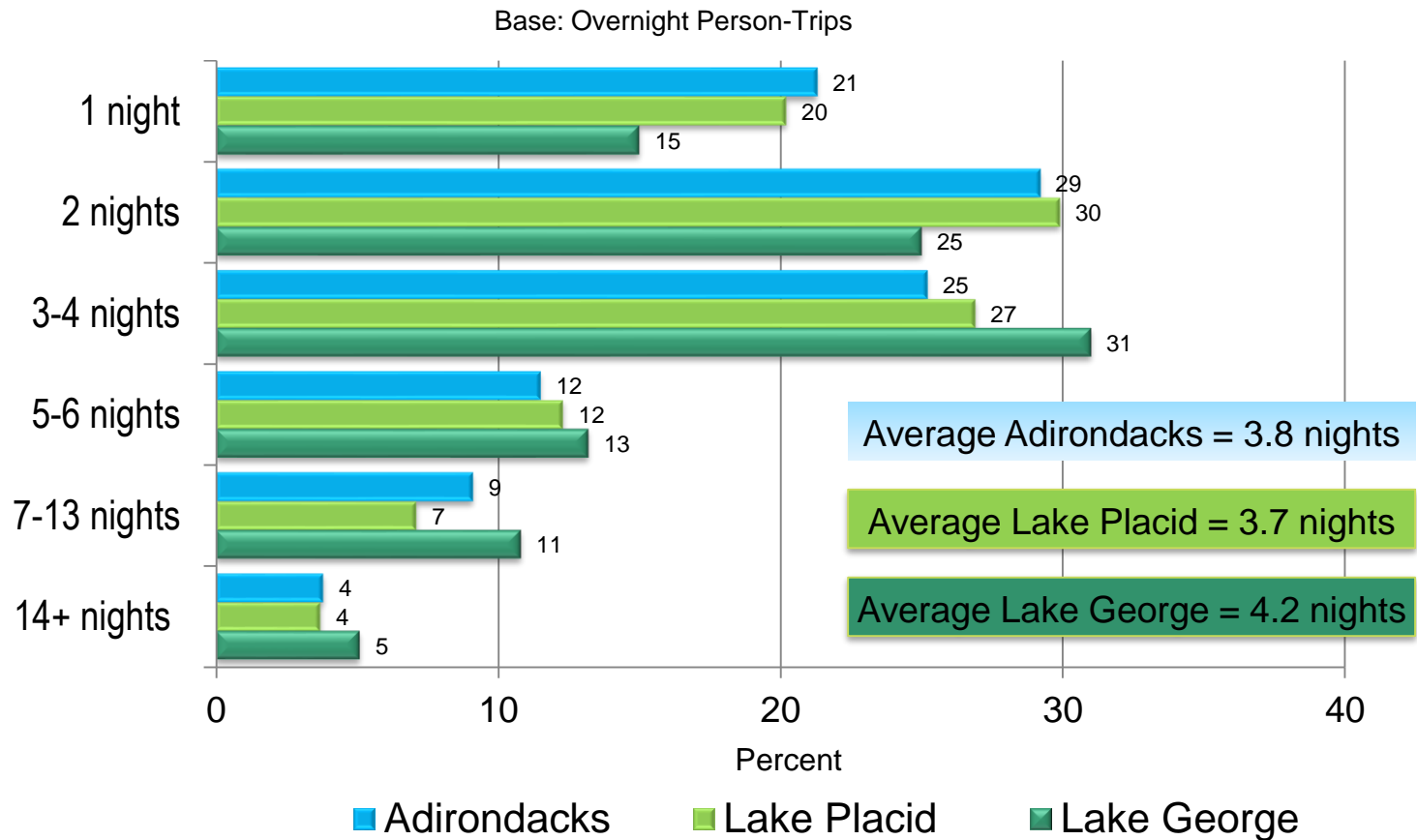


Total Nights Away on Trip 2017 vs. 2016

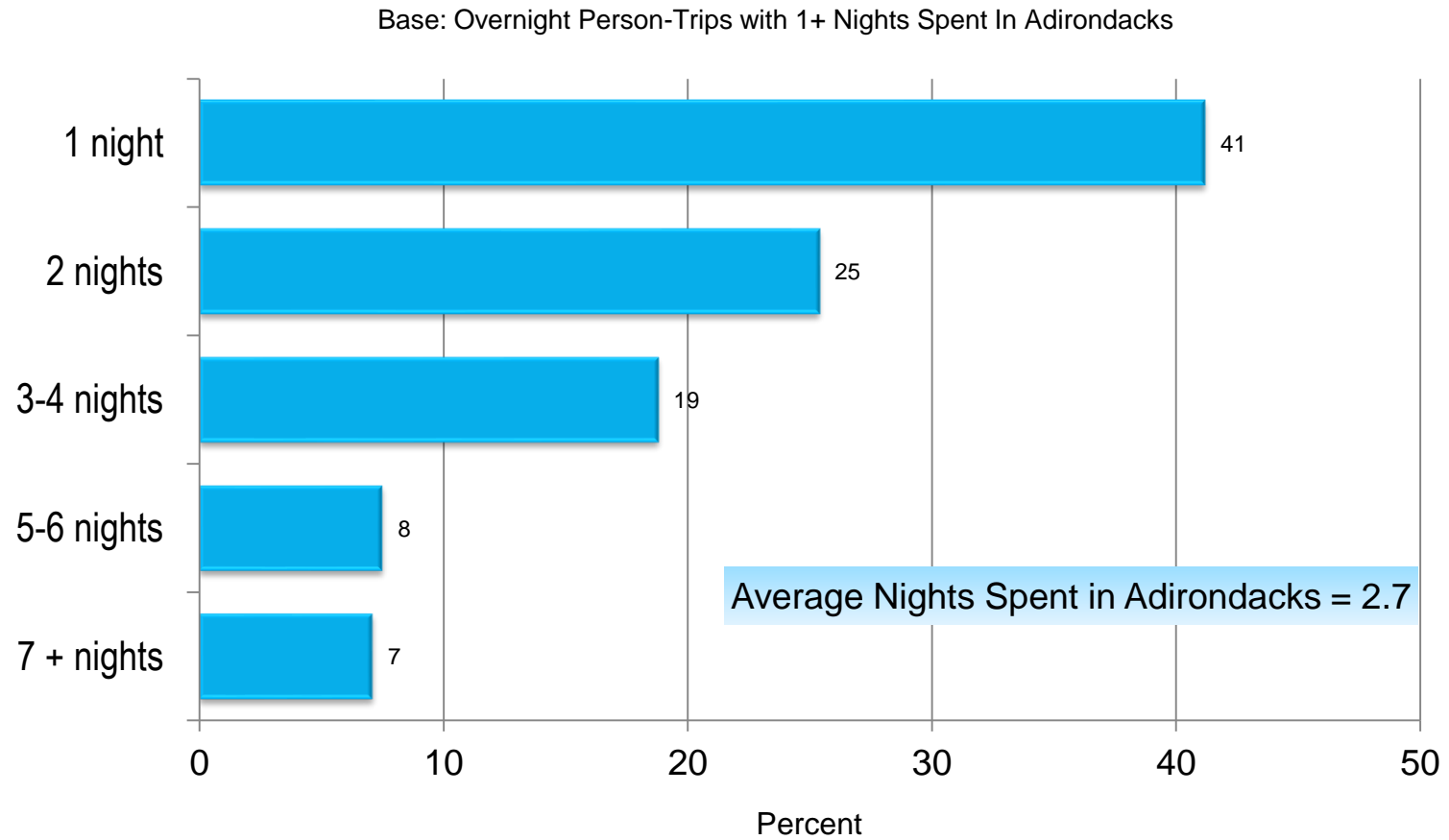


Total Nights Away on Trip

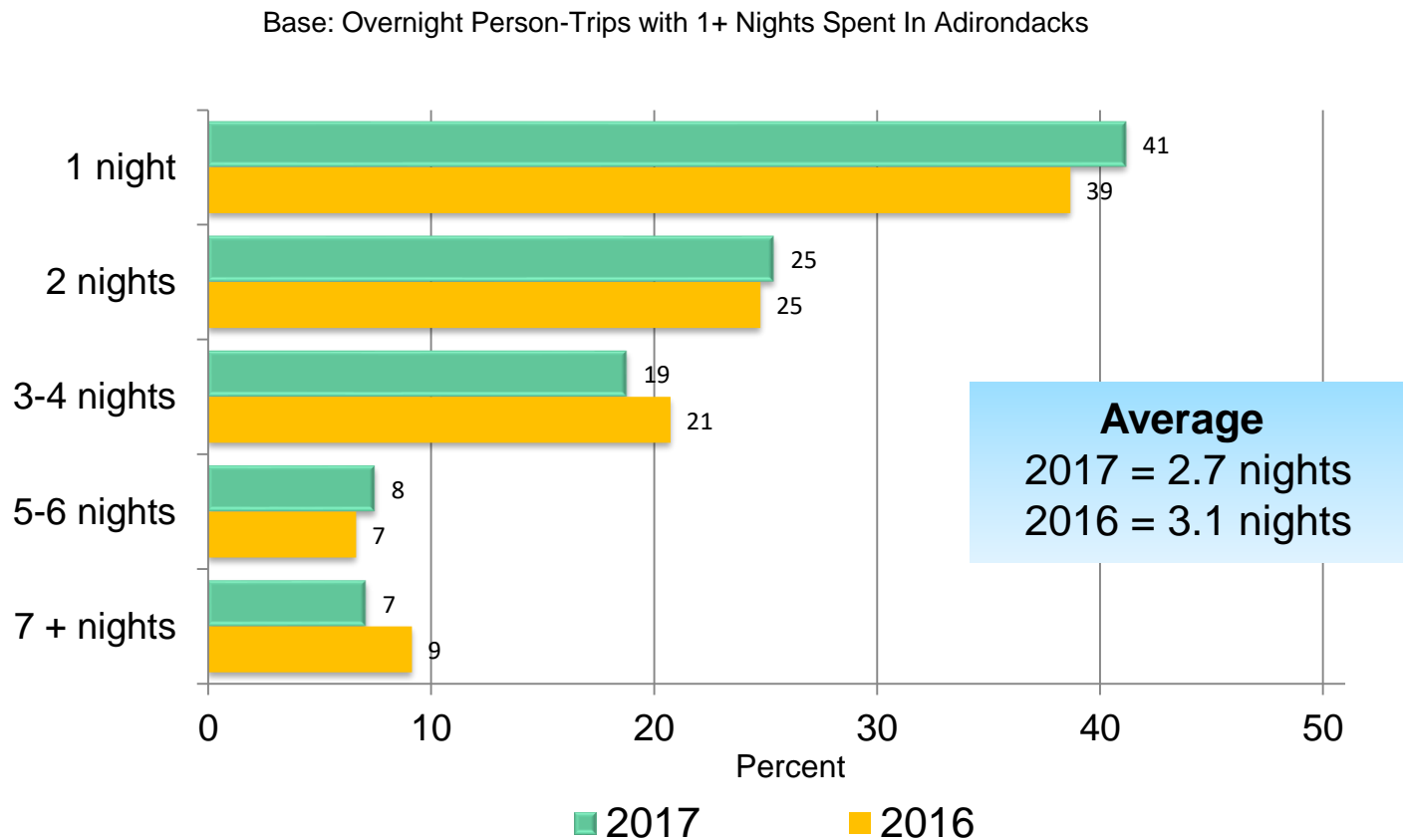
Adirondacks vs. Lake Placid vs. Lake George



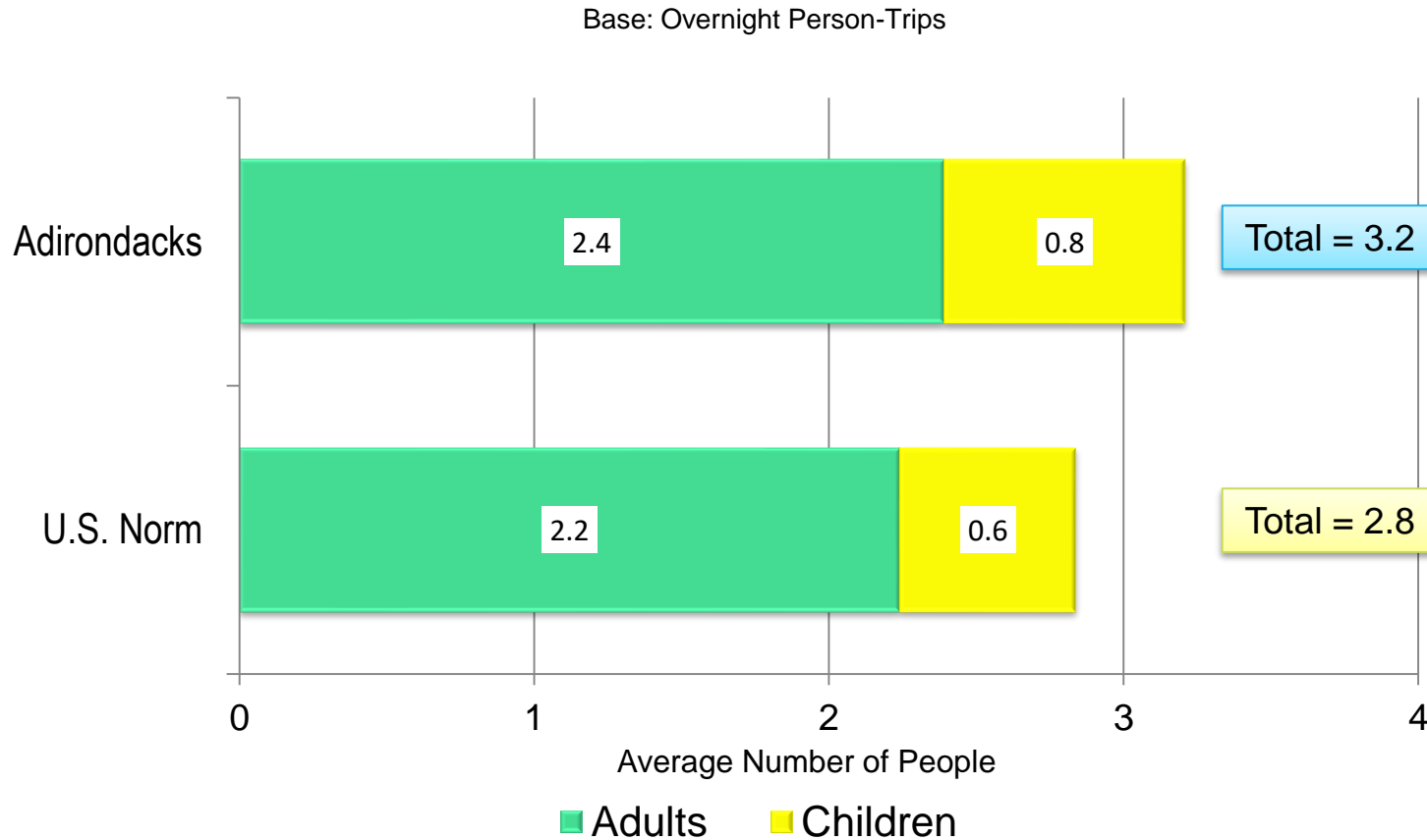
Number of Nights Spent in Adirondacks



Number of Nights Spent in Adirondacks – 2017 vs. 2016

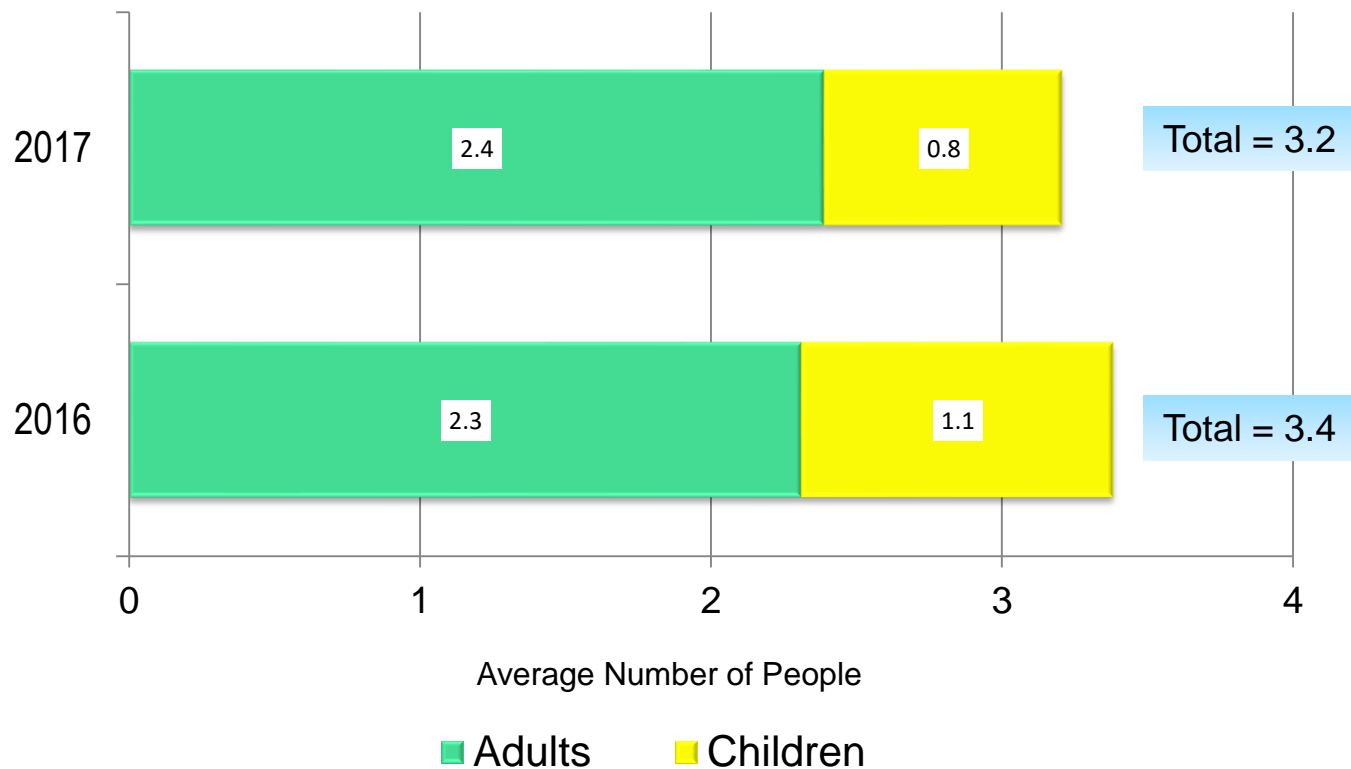


Size of Travel Party



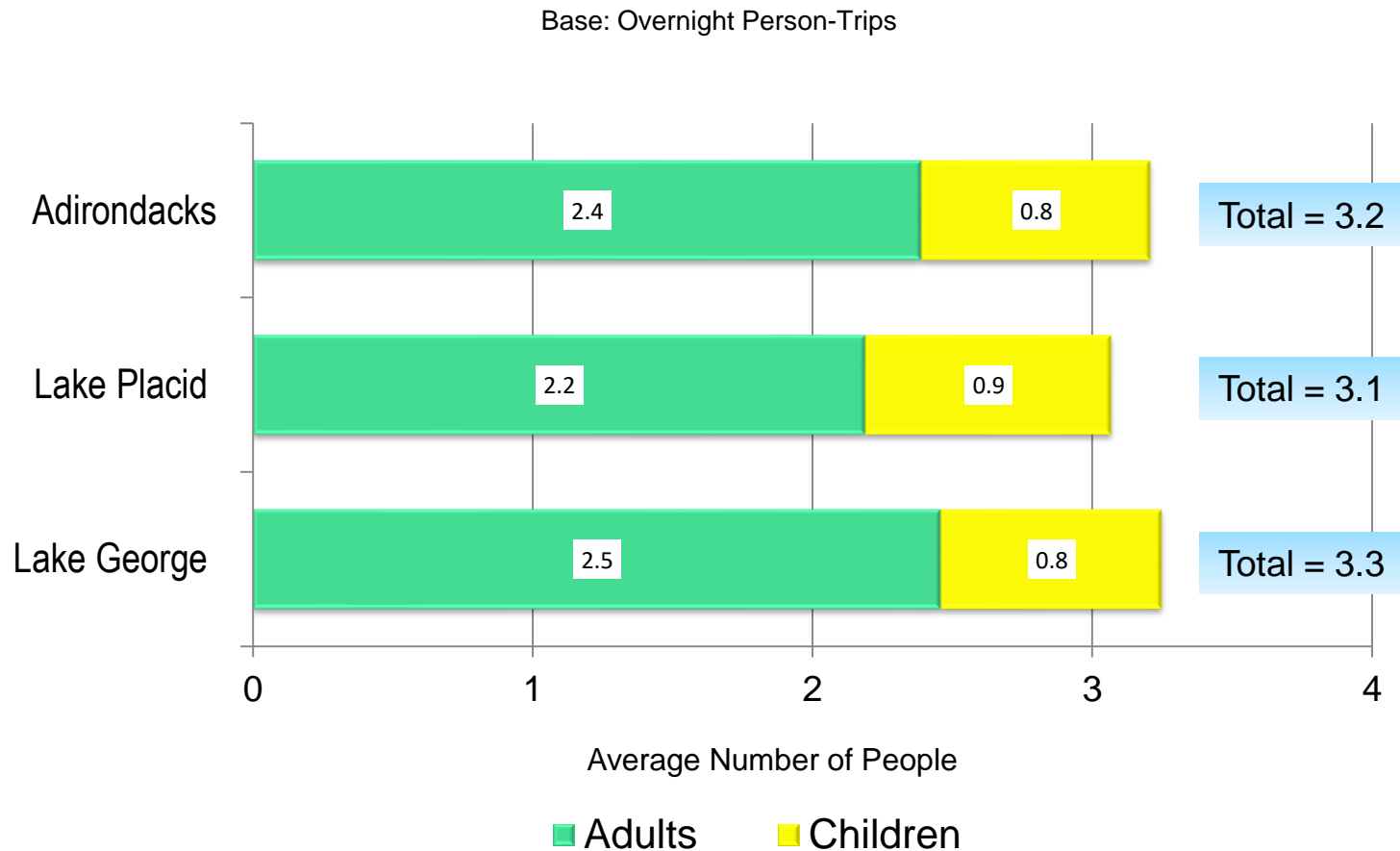
Size of Travel Party 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

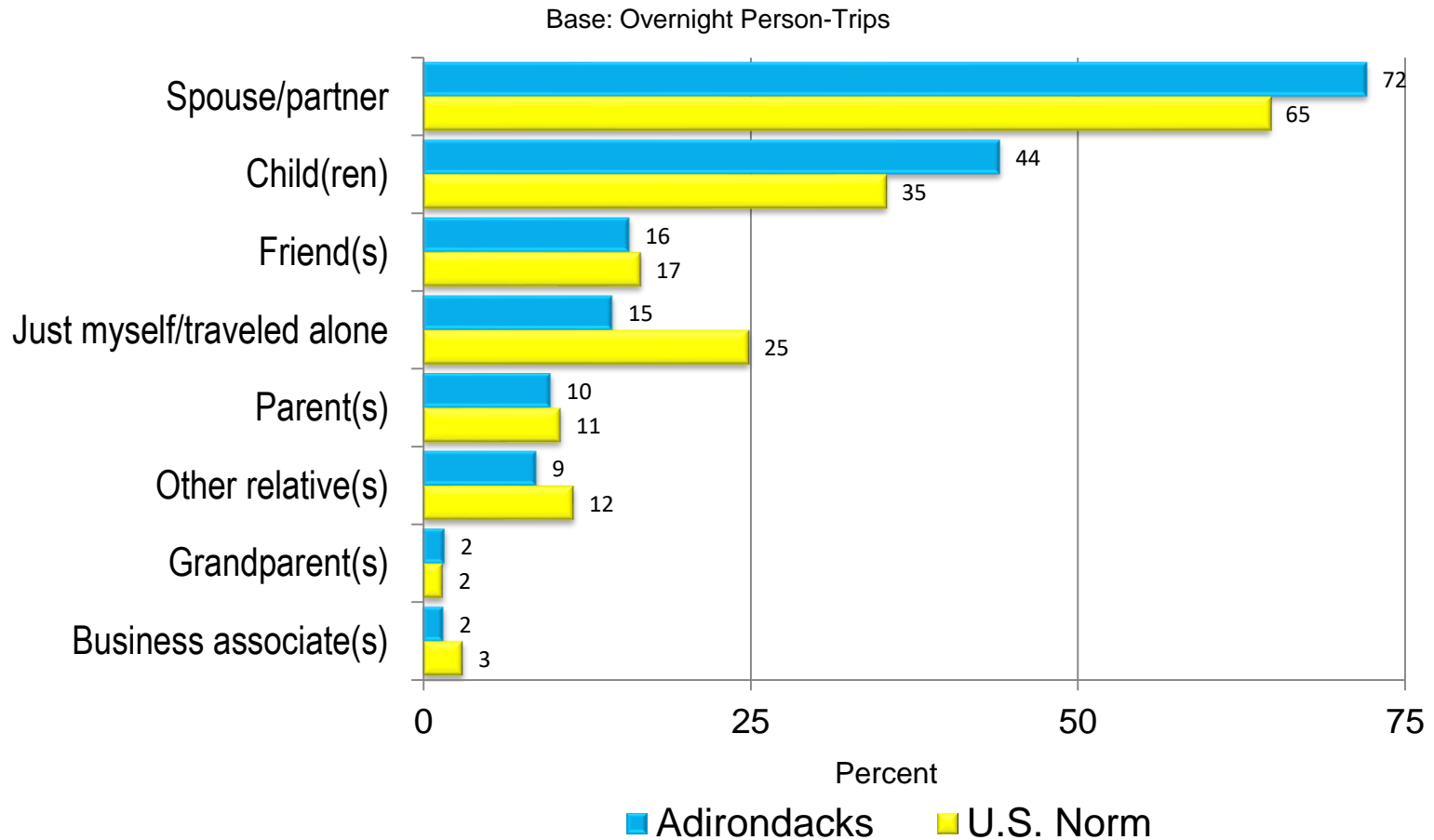


Size of Travel Party

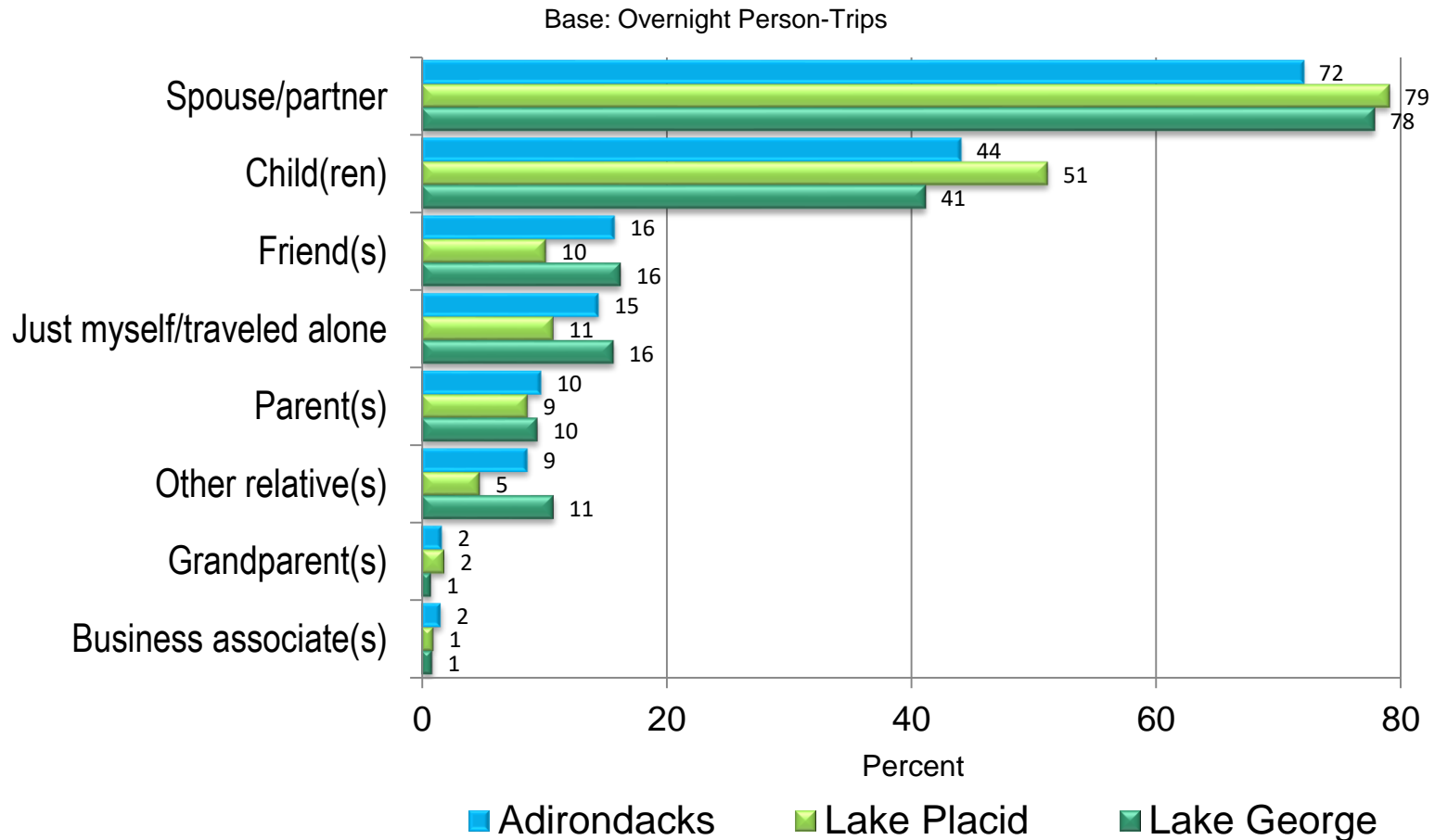
Adirondacks vs. Lake Placid vs. Lake George



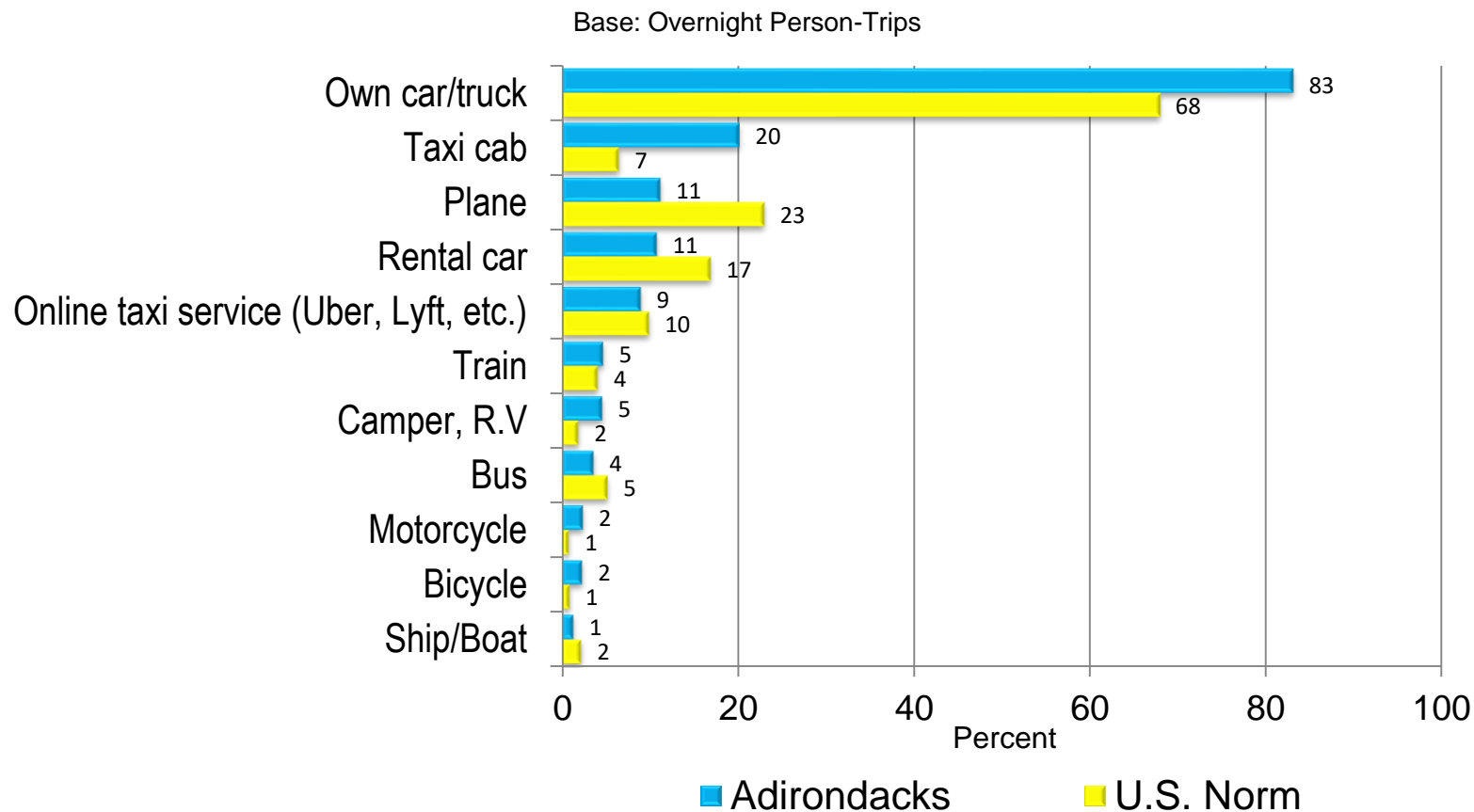
Composition of Immediate Travel Party



Composition of Immediate Travel Party Adirondacks vs. Lake Placid vs. Lake George

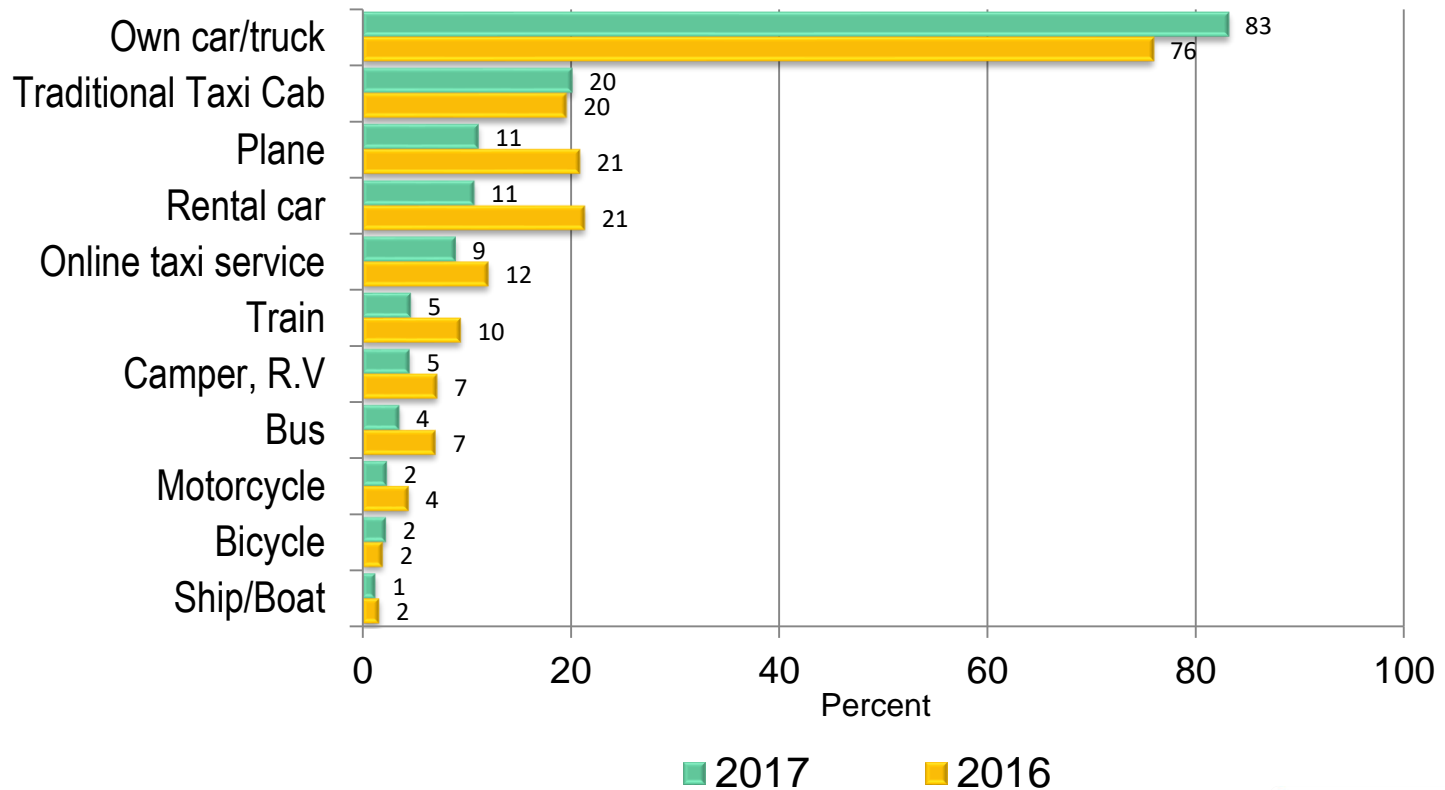


Transportation

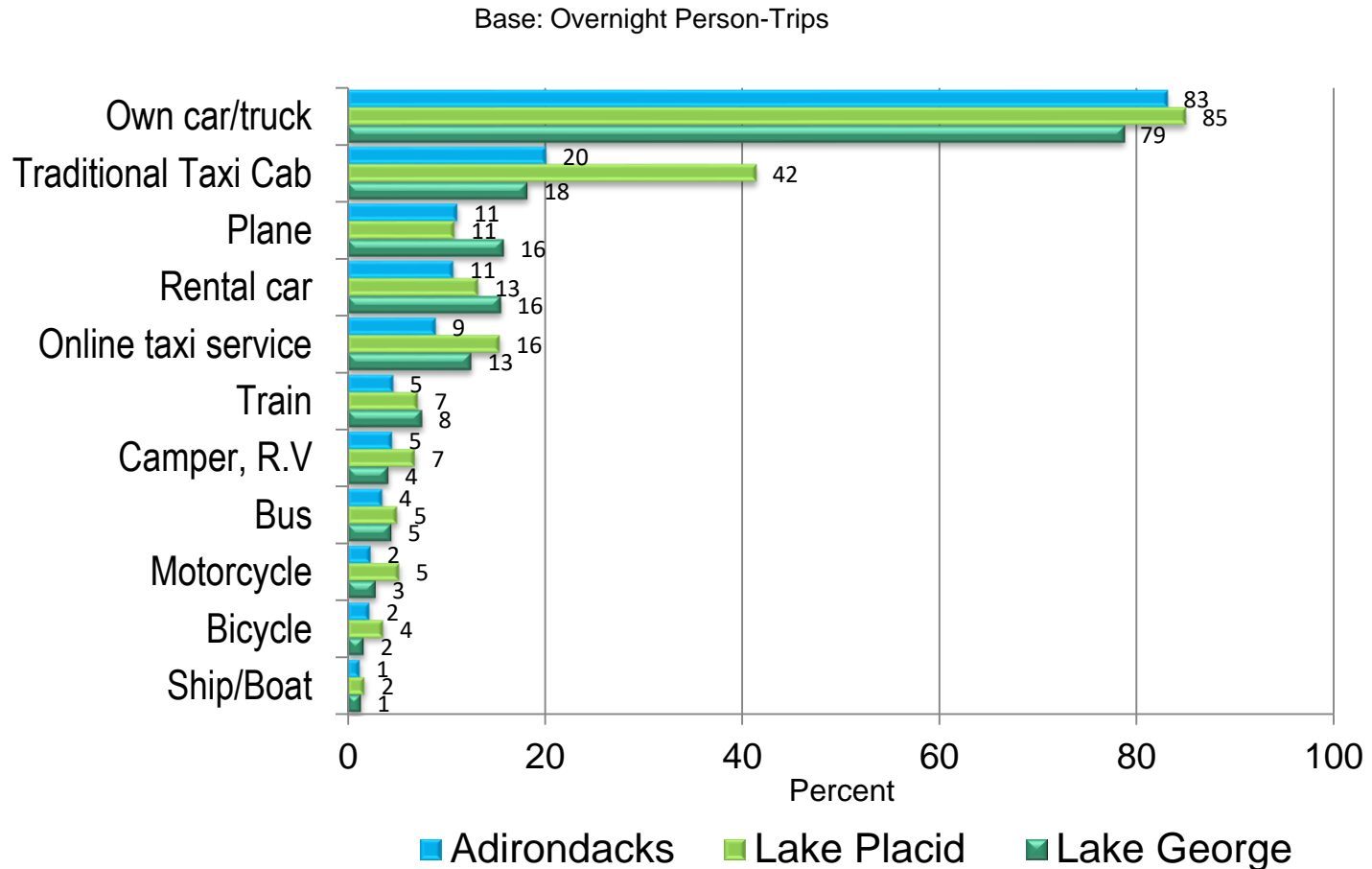


Transportation 2017 vs. 2016

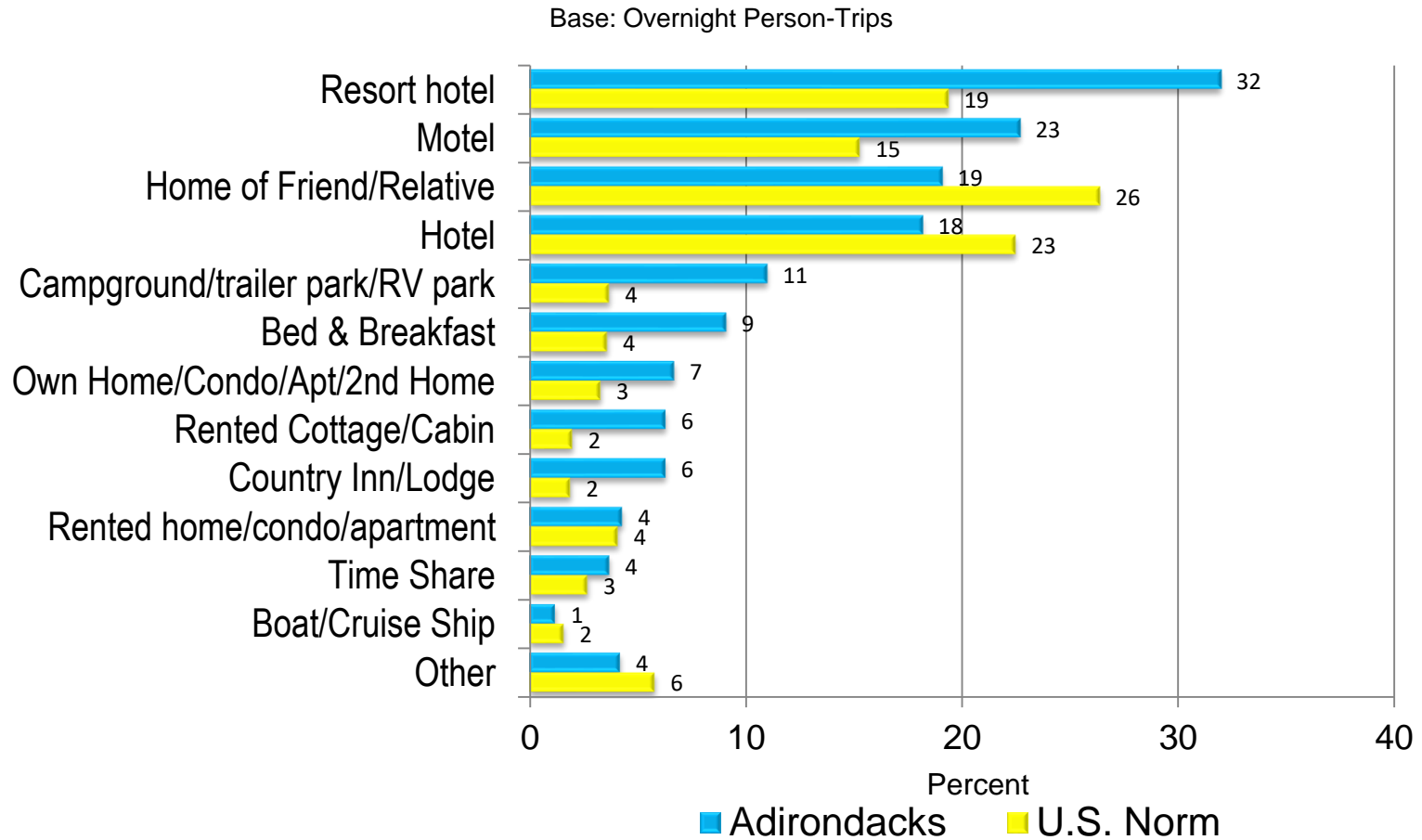
Base: Overnight Person-Trips to Adirondacks



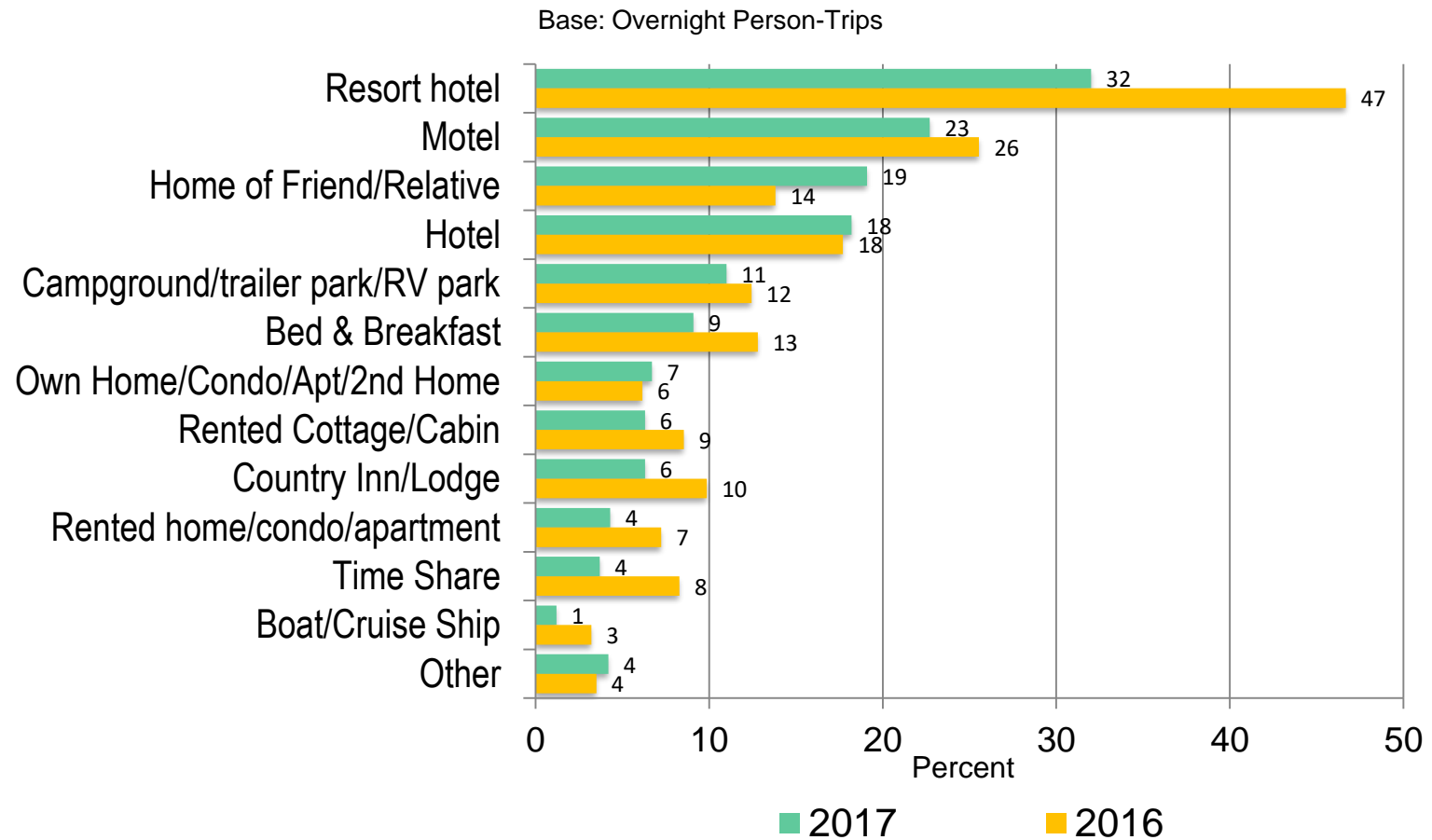
Transportation Adirondacks vs. Lake Placid vs. Lake George



Accommodations

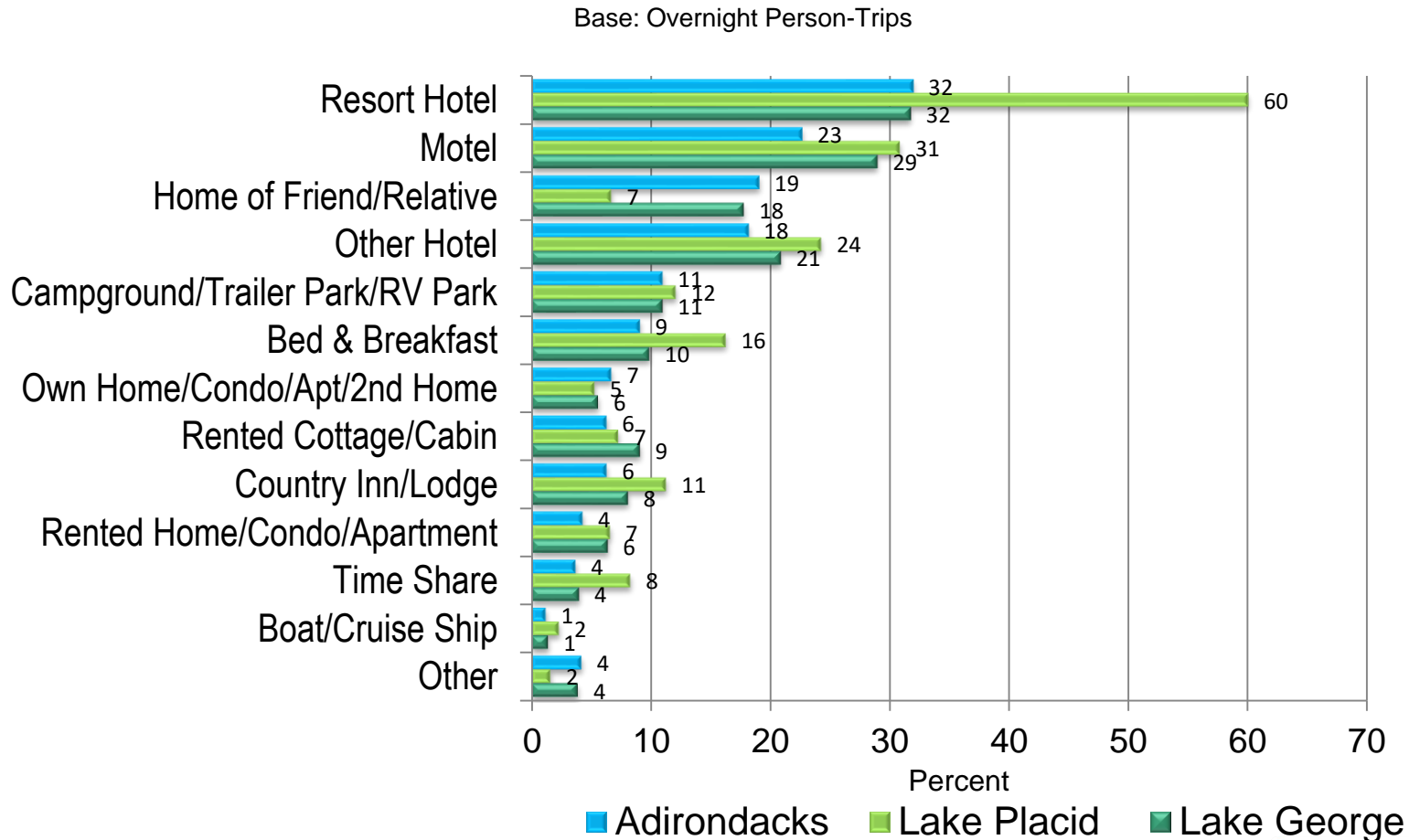


Accommodations 2017 vs. 2016



Accommodations

Adirondacks vs. Lake Placid vs. Lake George



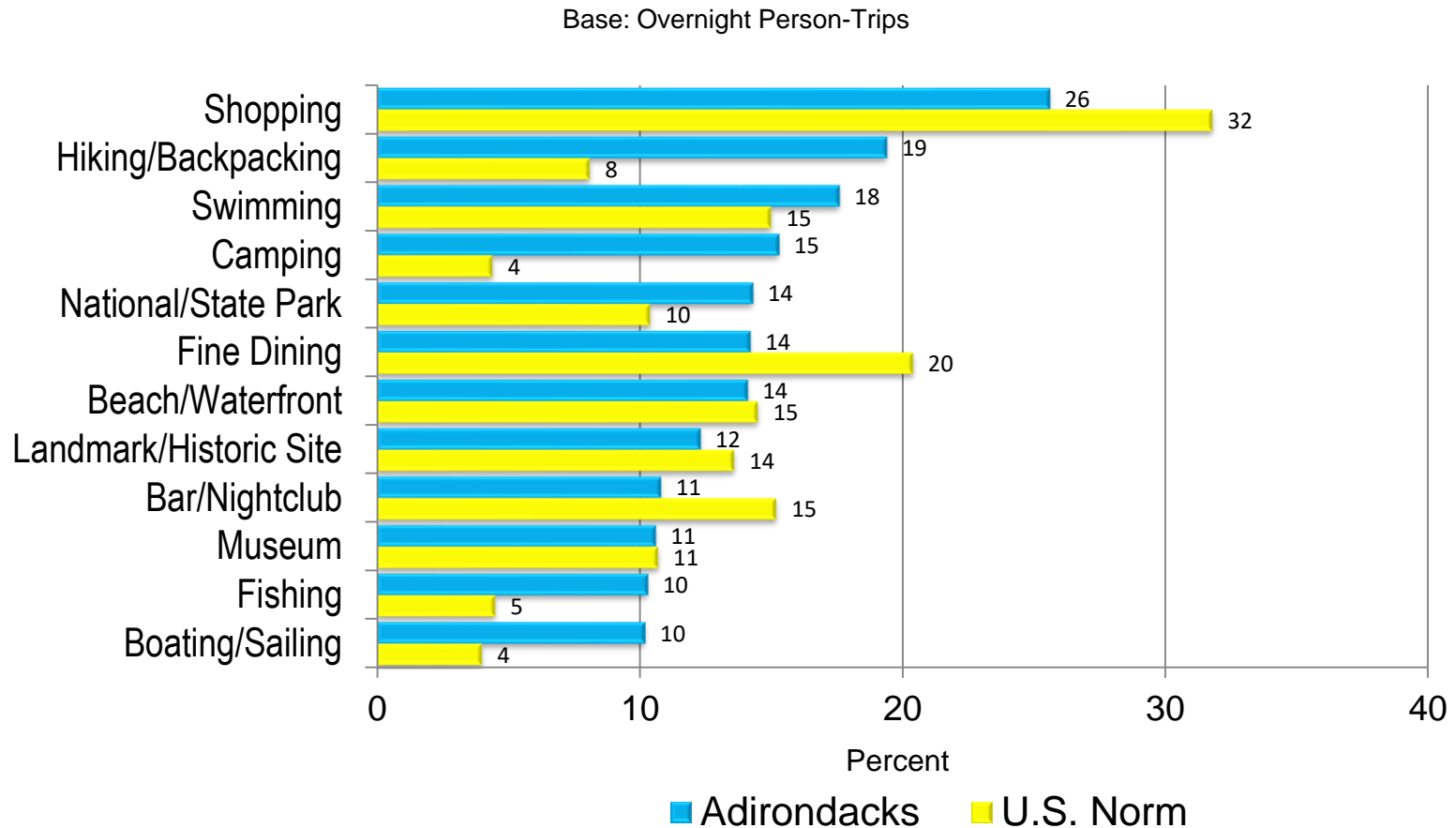


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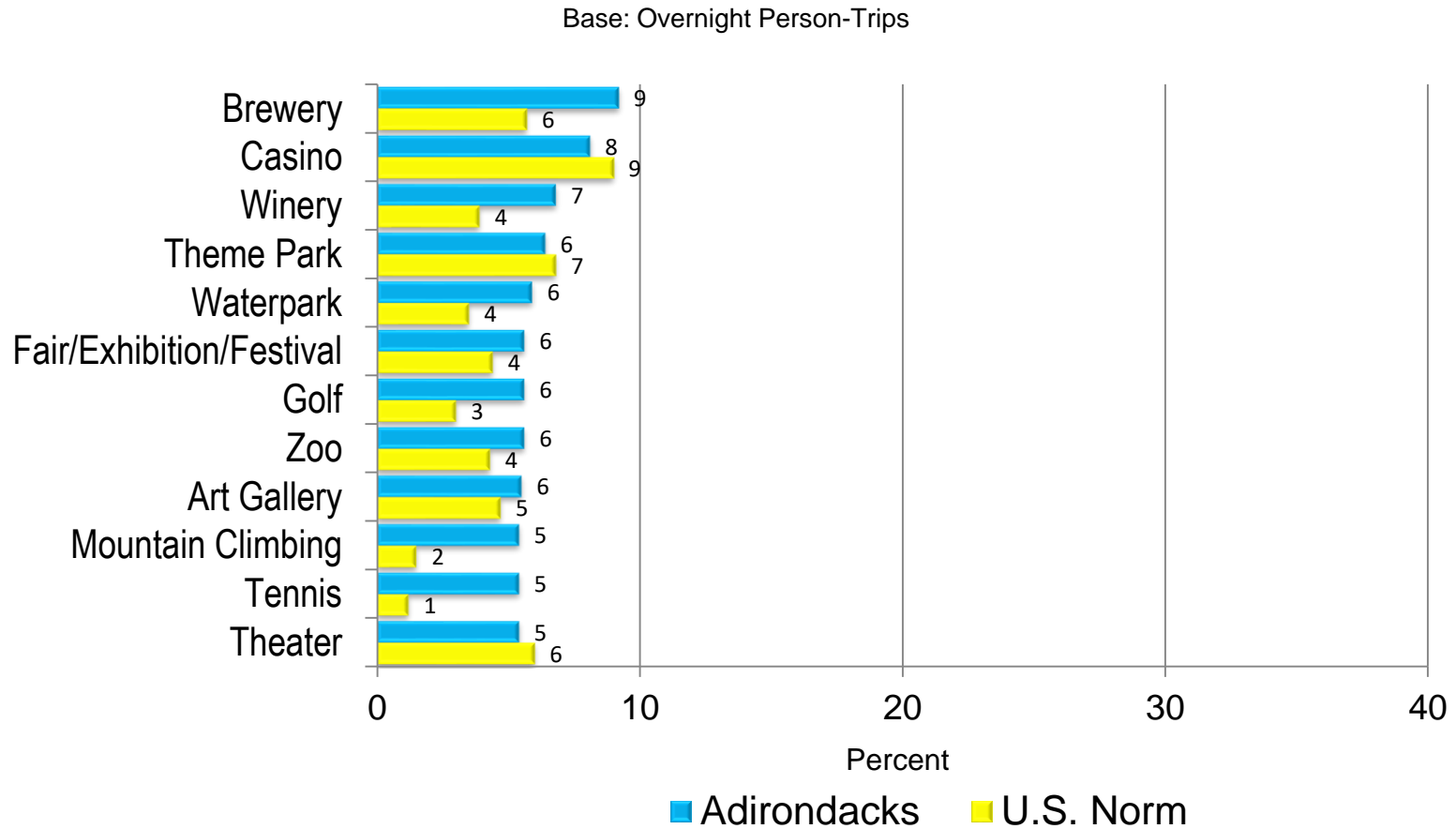
Overnight Trip Experiences



Activities and Experiences

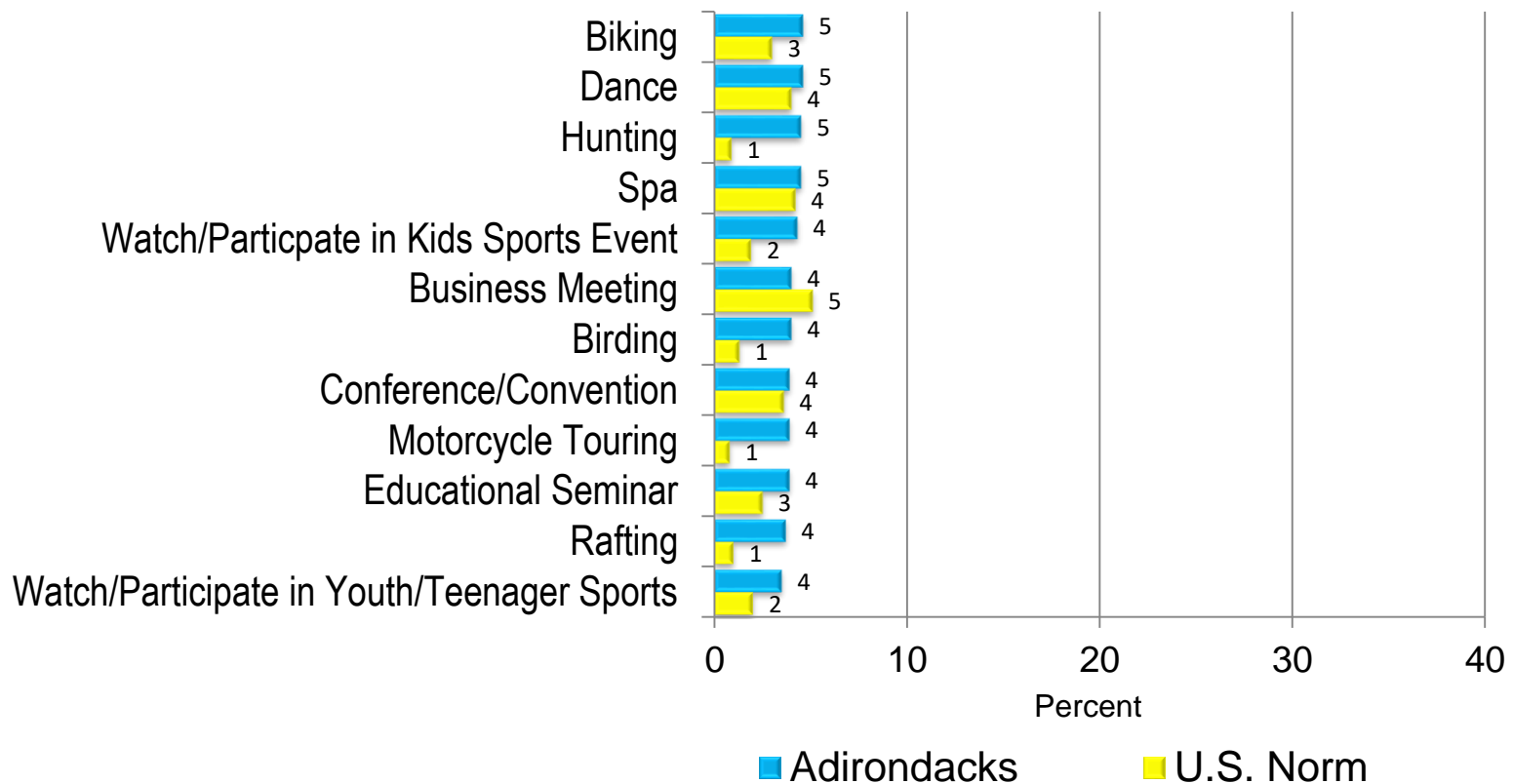


Activities and Experiences (Cont'd)



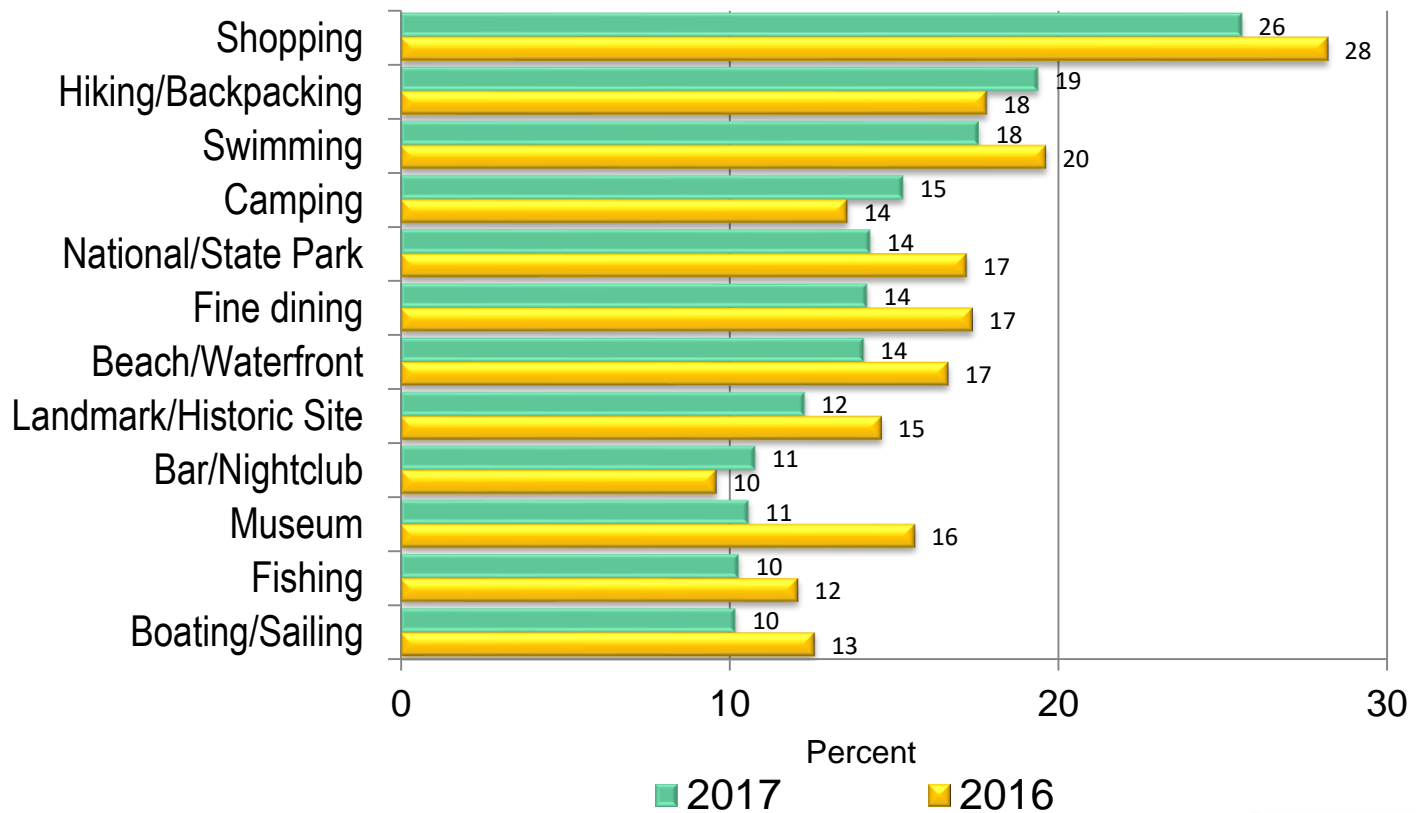
Activities and Experiences (Cont'd)

Base: Overnight Person-Trips



Activities and Experiences 2017 vs. 2016

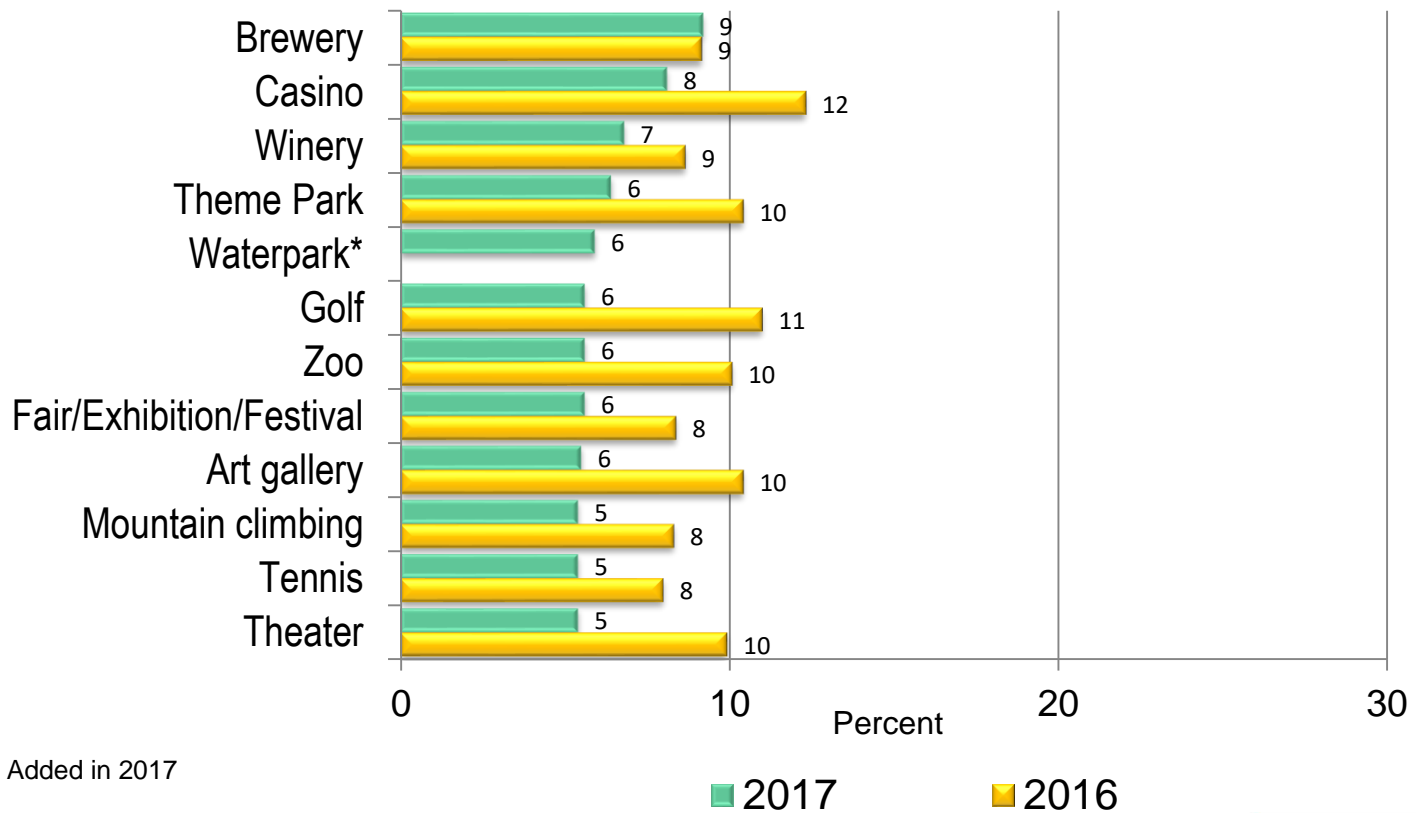
Base: Overnight Person-Trips to Adirondacks



Activities and Experiences (Cont'd)

2017 vs. 2016

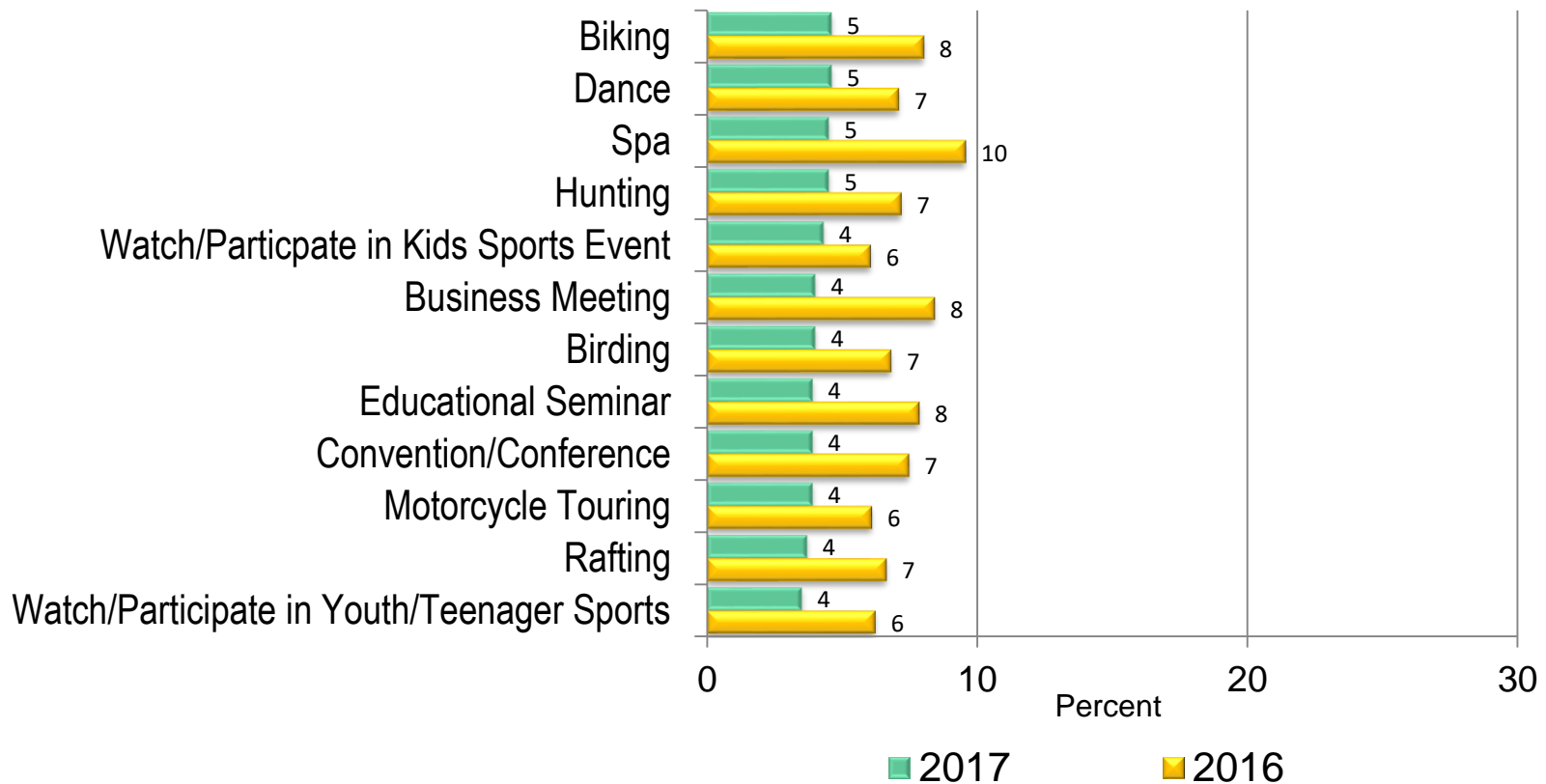
Base: Overnight Person-Trips to Adirondacks



Activities and Experiences (Cont'd)

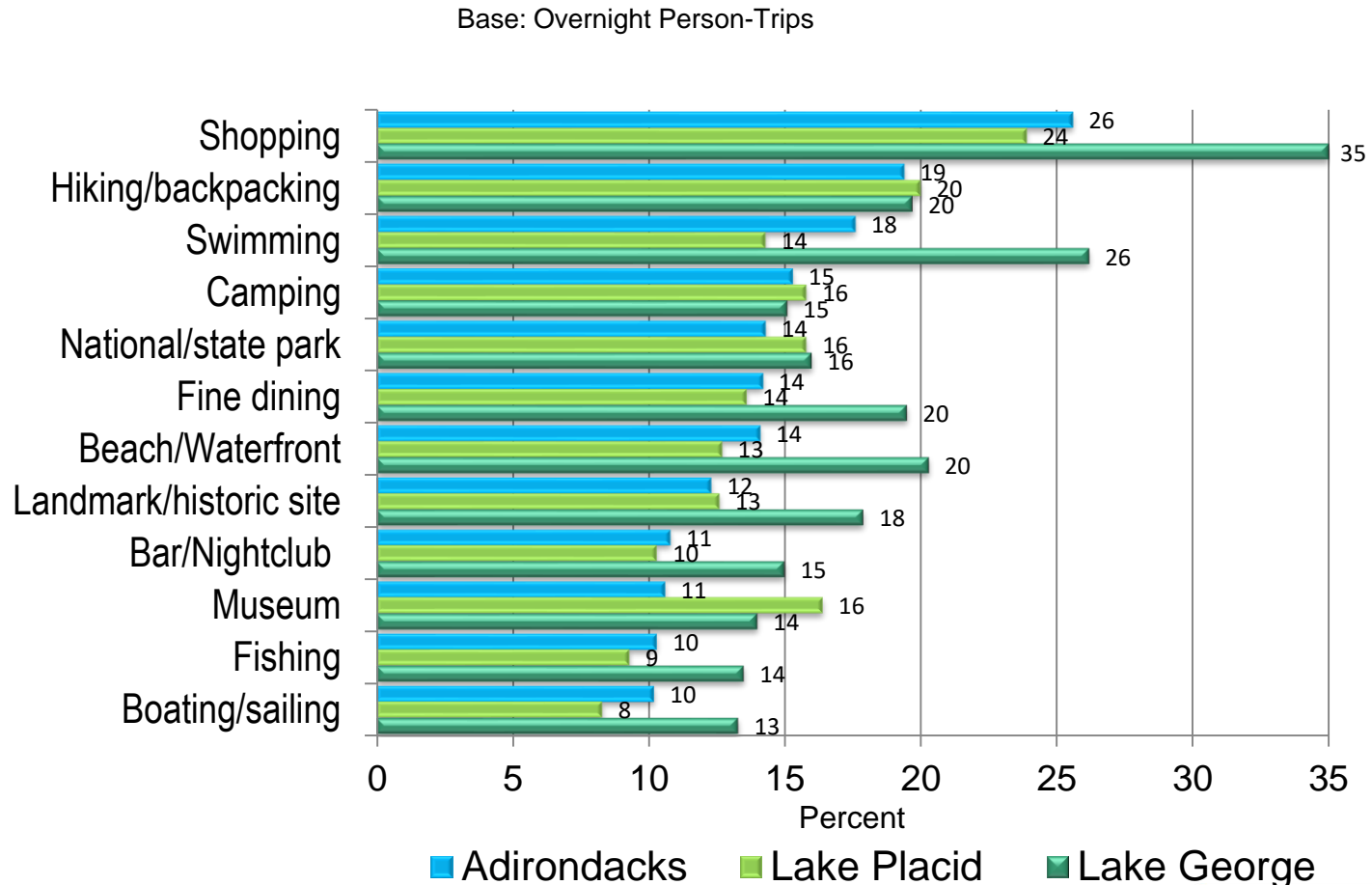
2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks



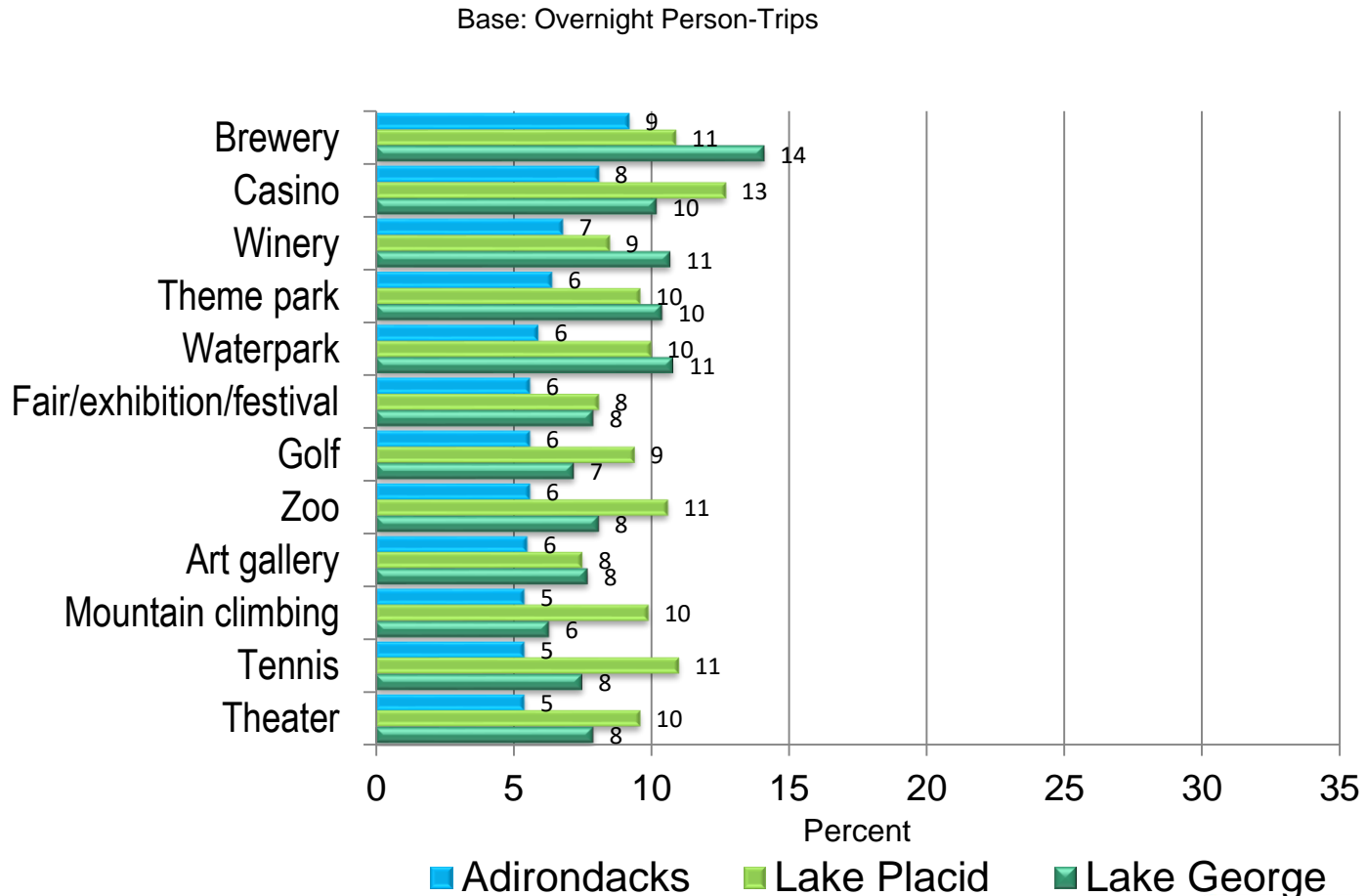
Activities and Experiences

Adirondacks vs. Lake Placid vs. Lake George



Activities and Experiences (Cont'd)

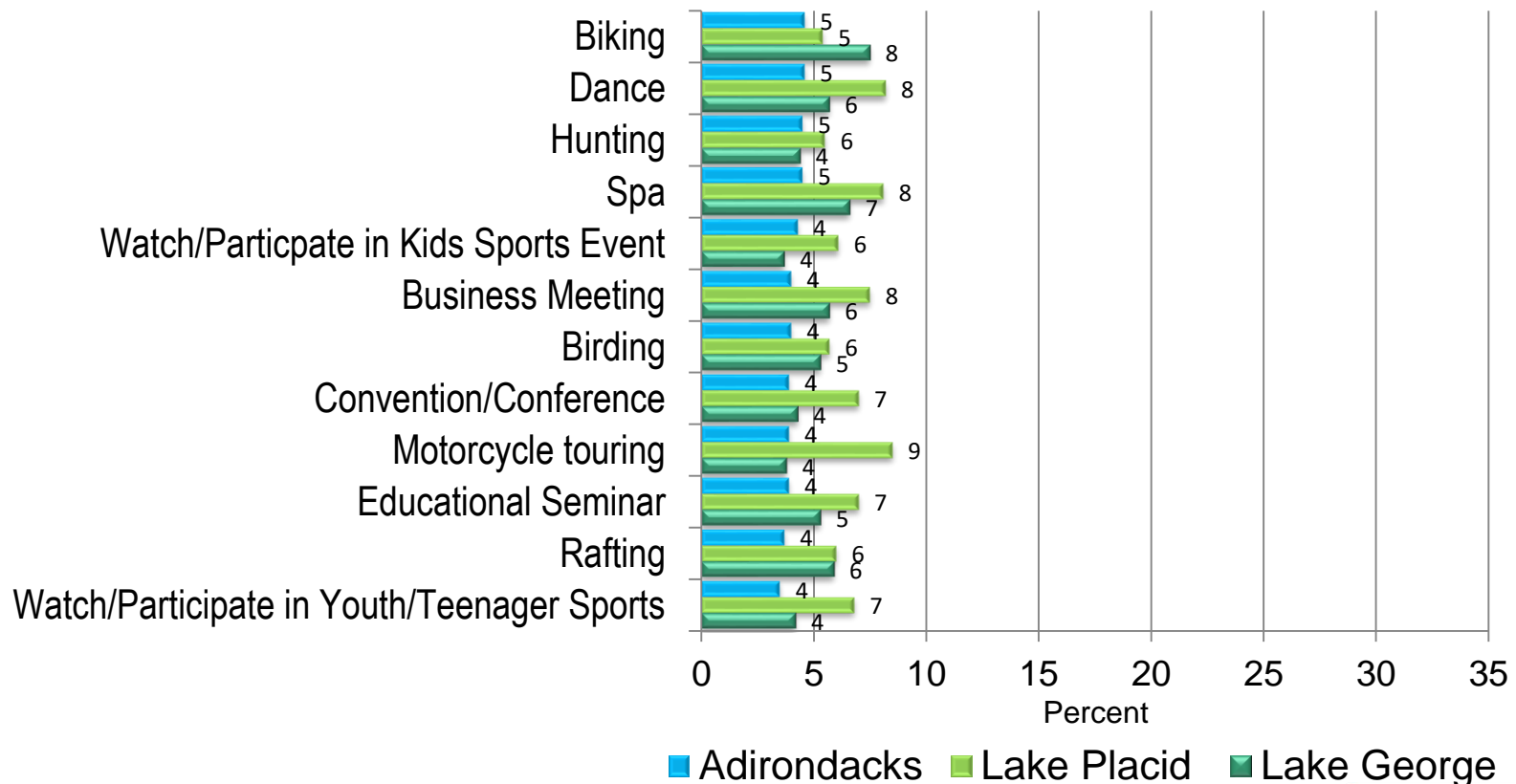
Adirondacks vs. Lake Placid vs. Lake George



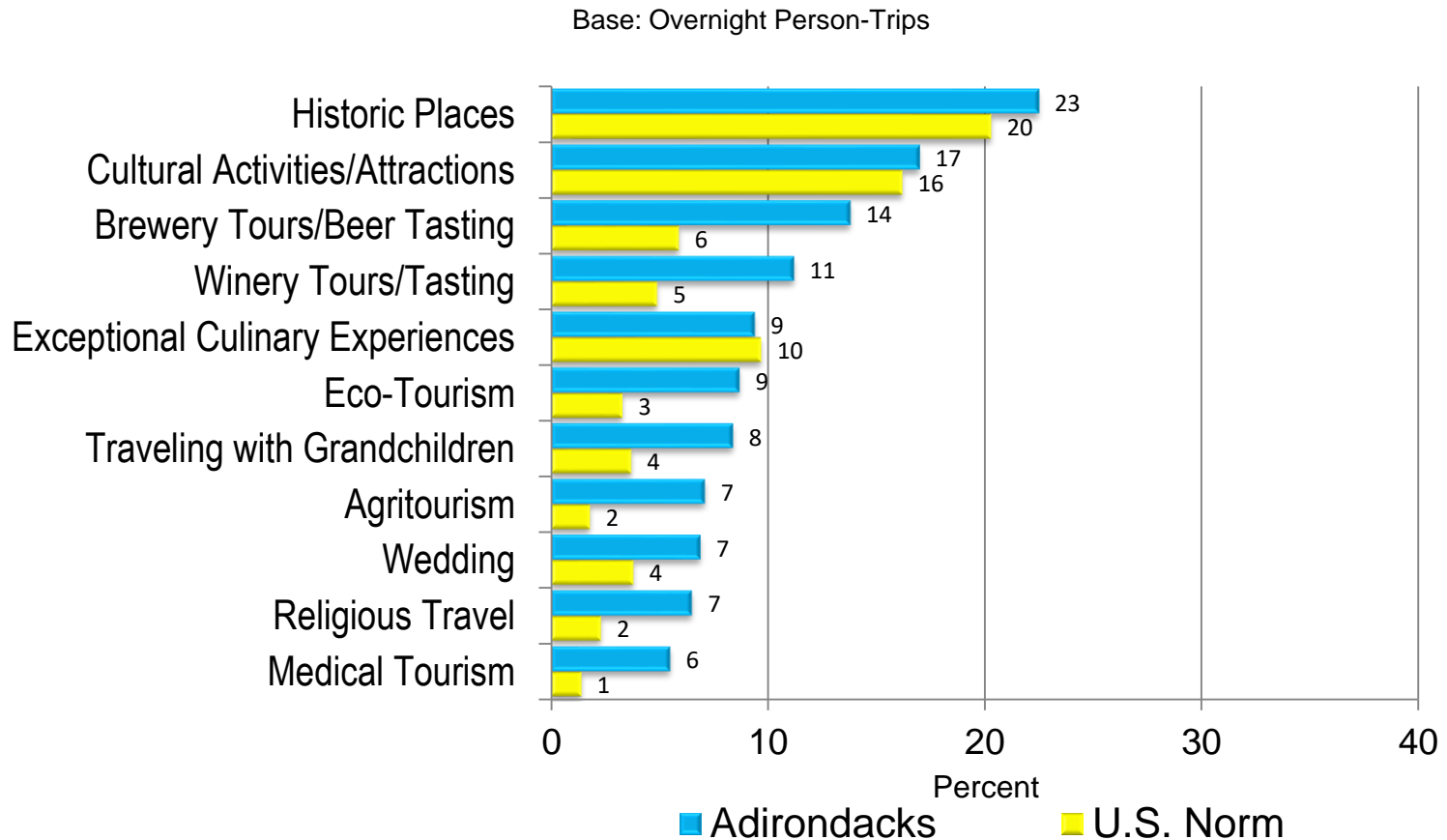
Activities and Experiences (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips

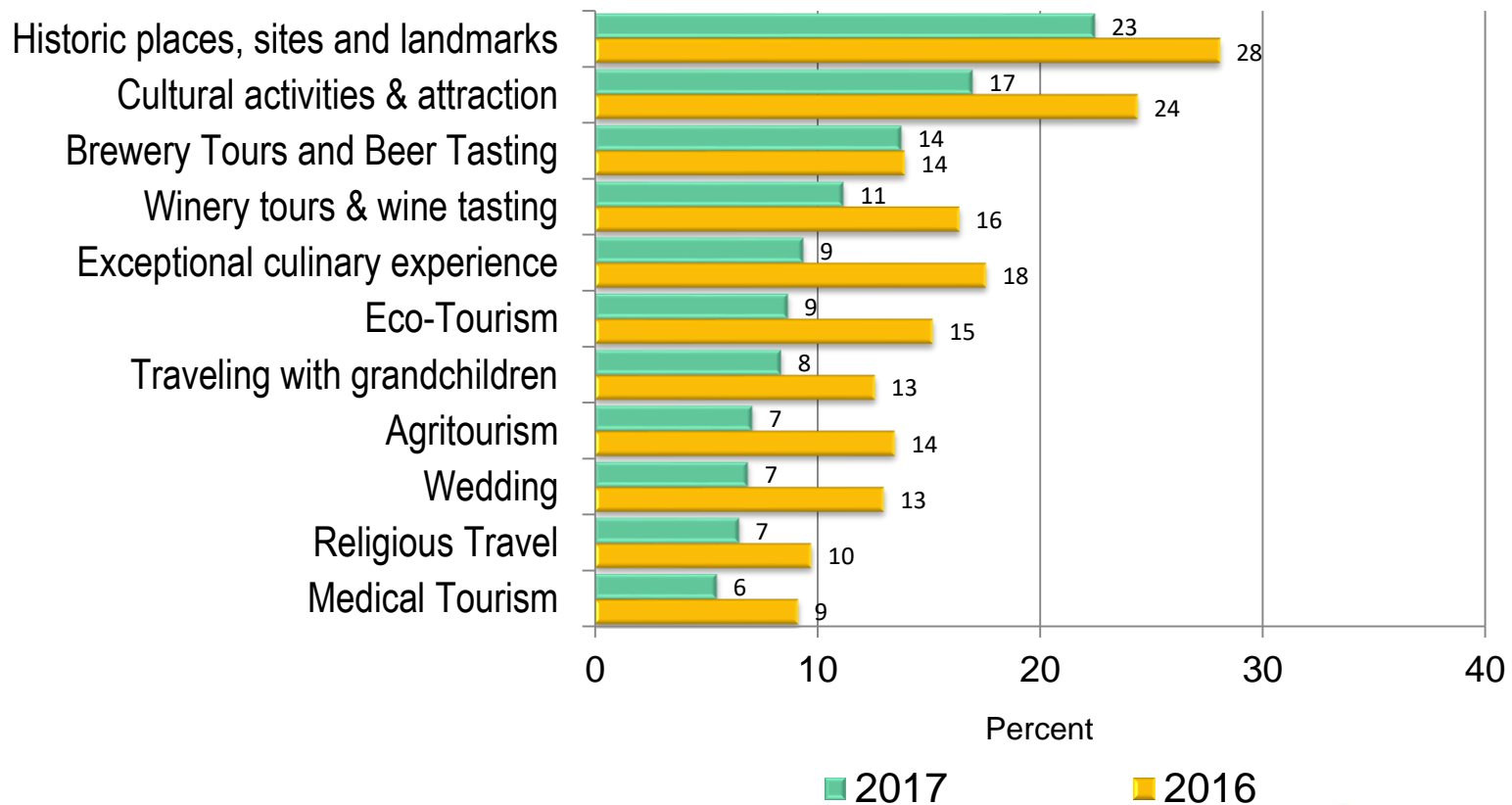


Activities of Special Interest



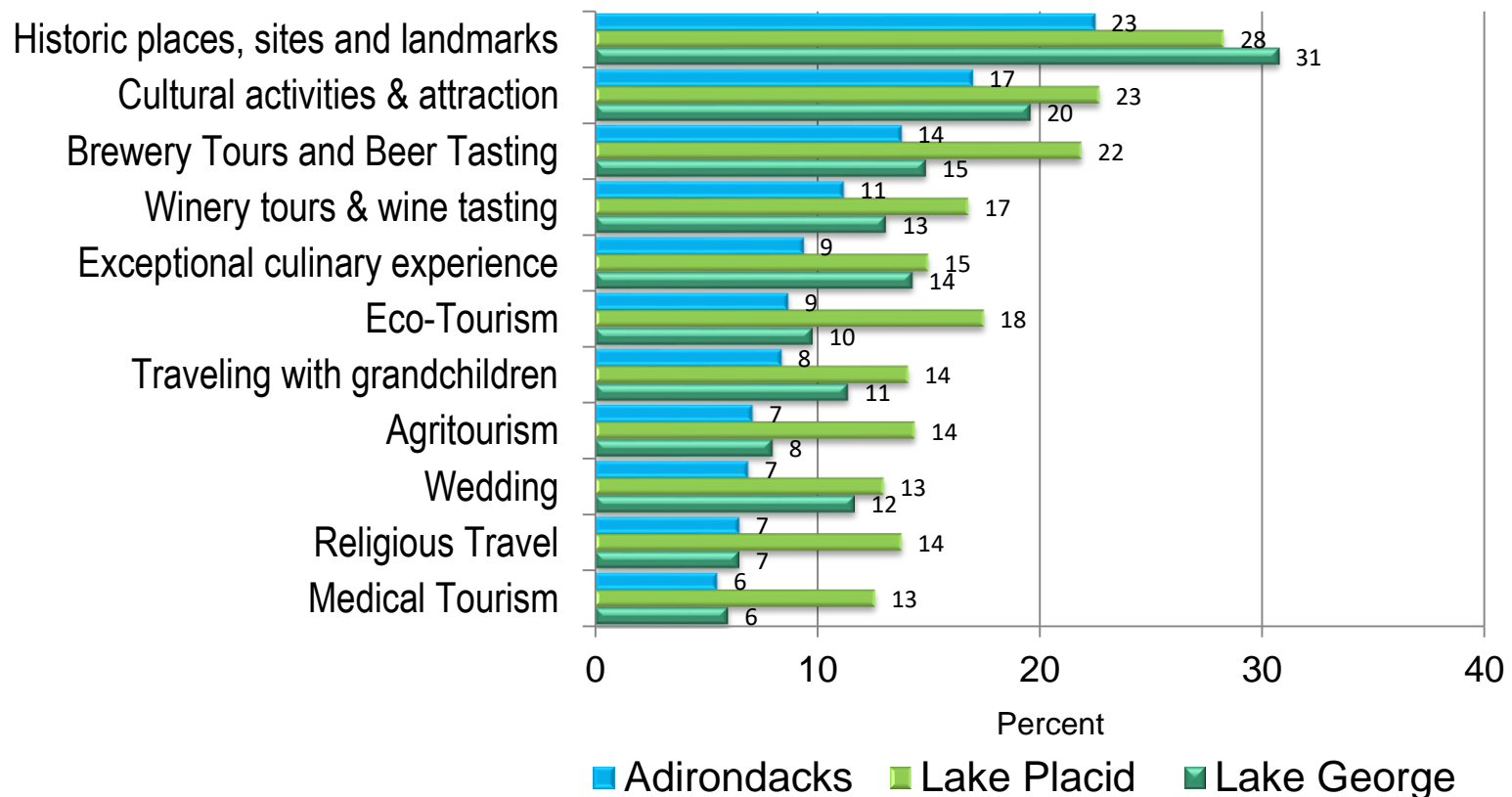
Activities of Special Interest 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks

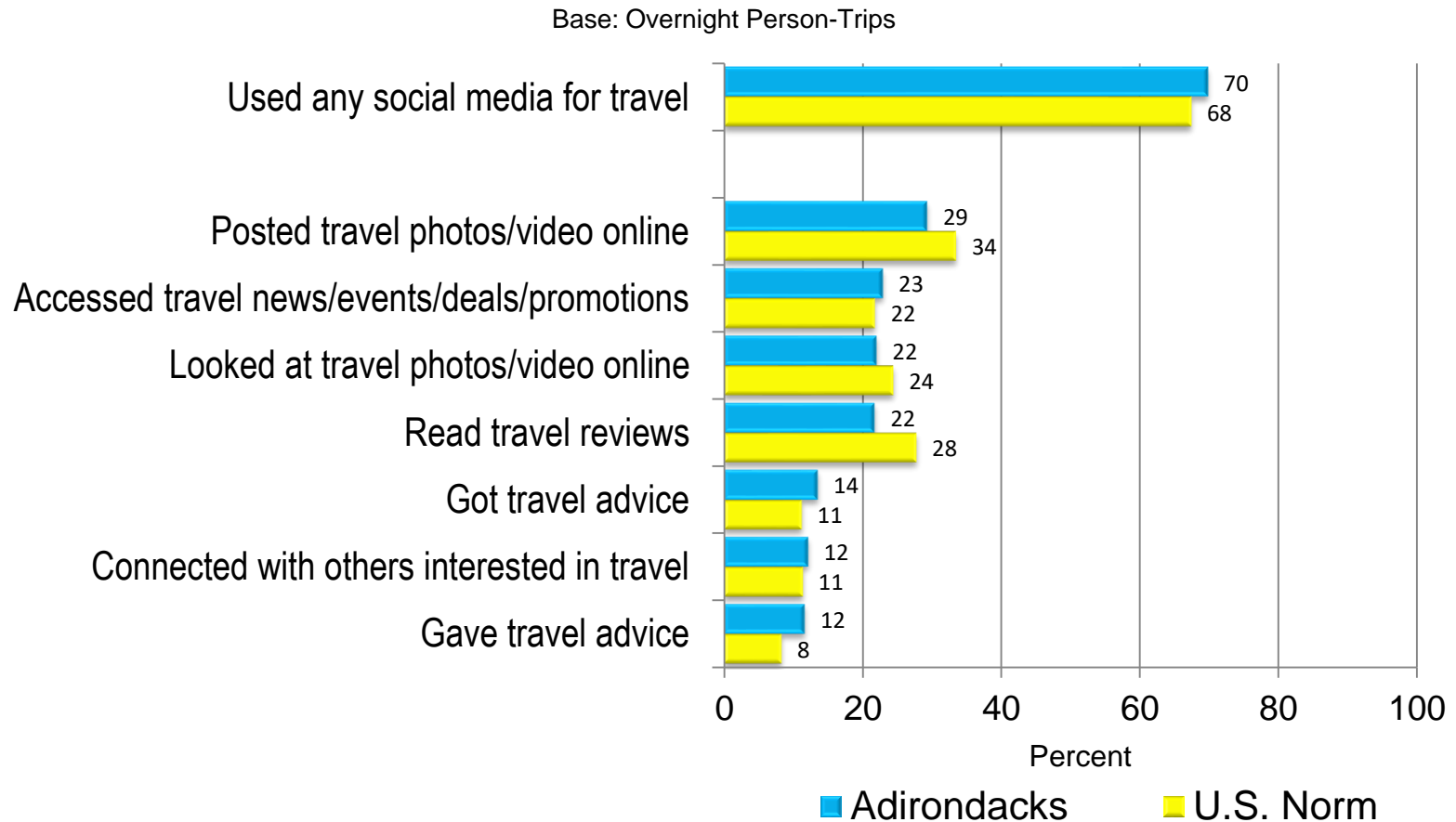


Activities of Special Interest Adirondacks vs. Lake Placid vs. Lake George

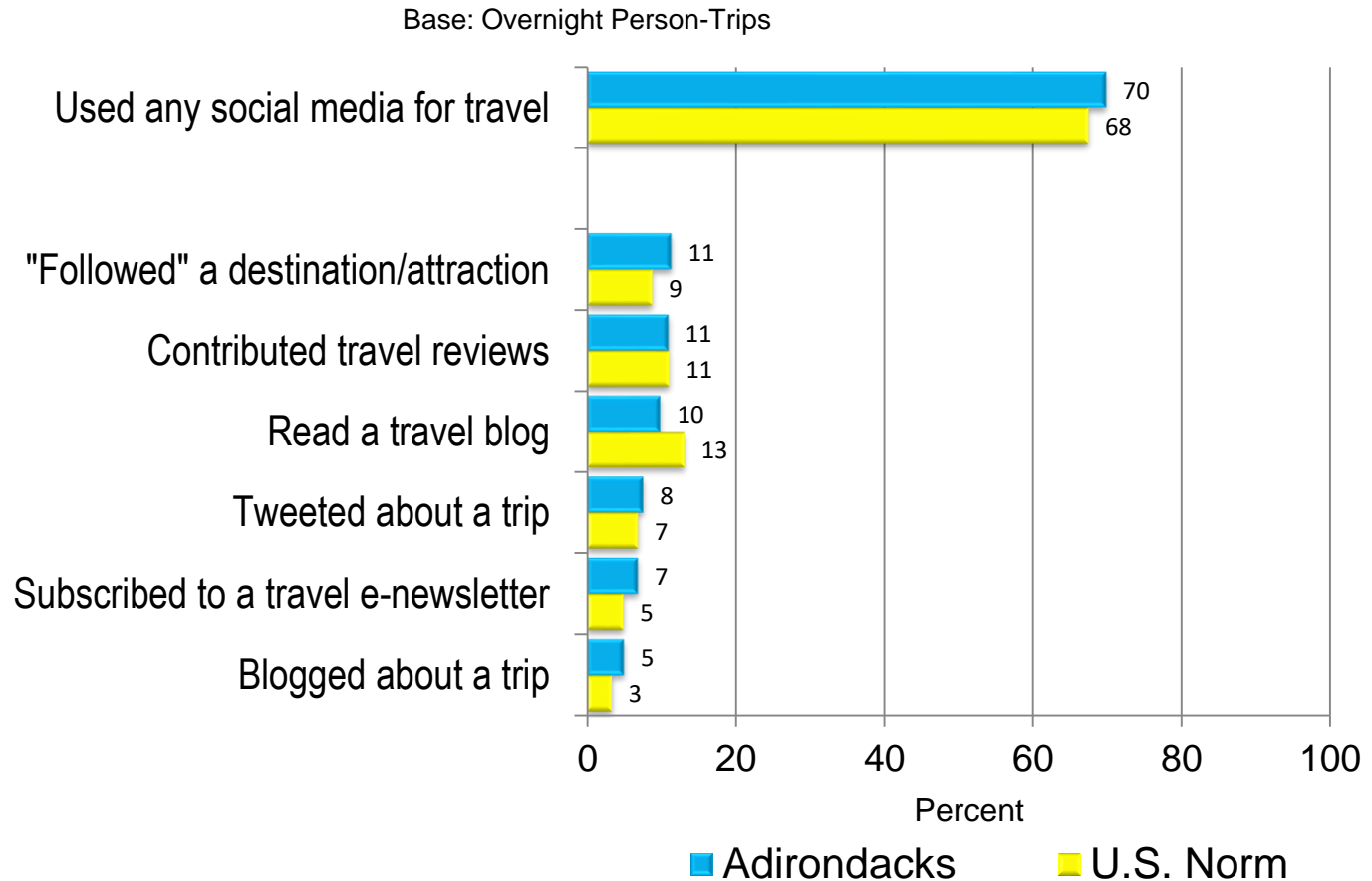
Base: Overnight Person-Trips



Online Social Media Use by Travelers

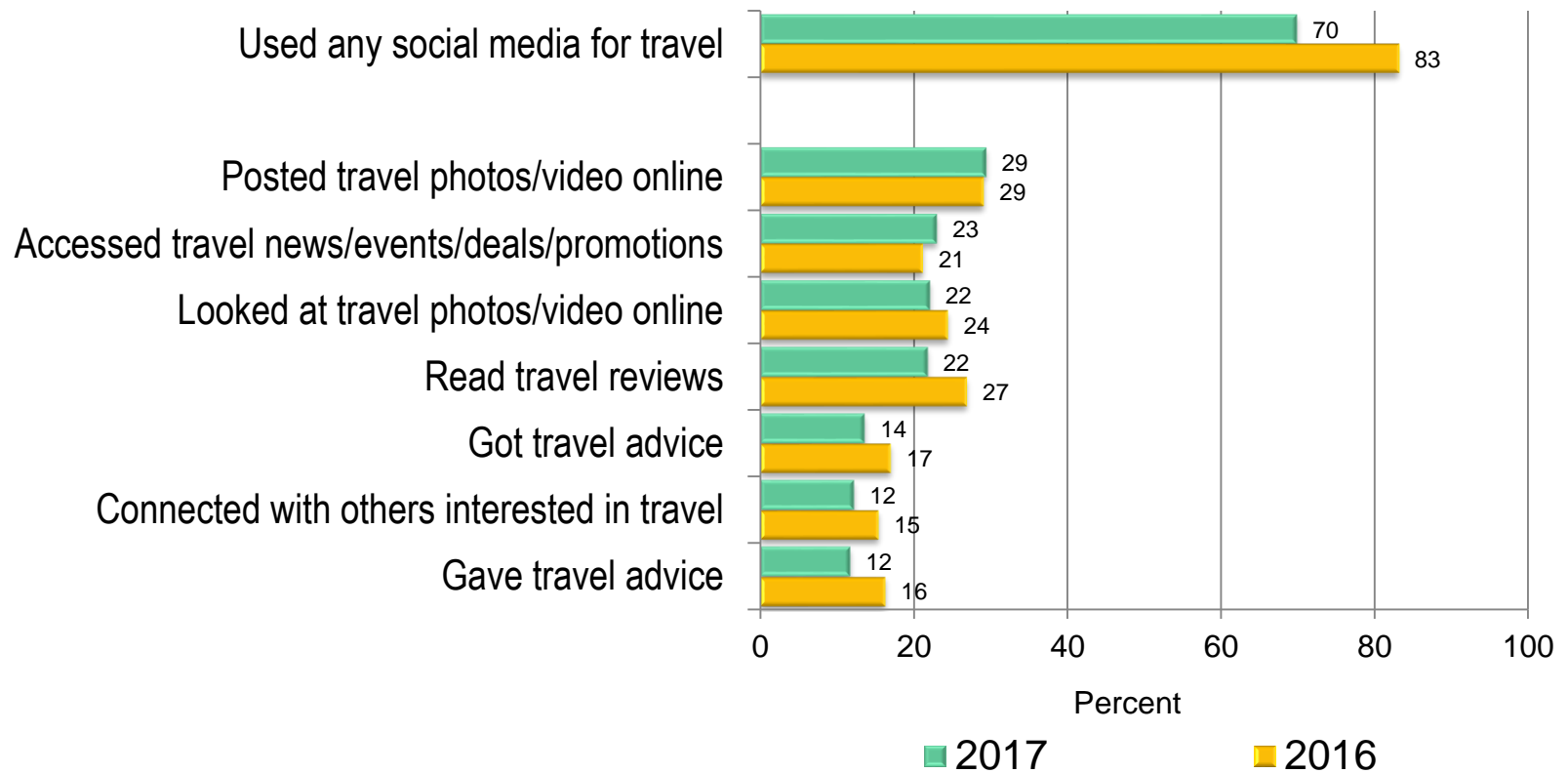


Online Social Media Use by Travelers (Cont'd)



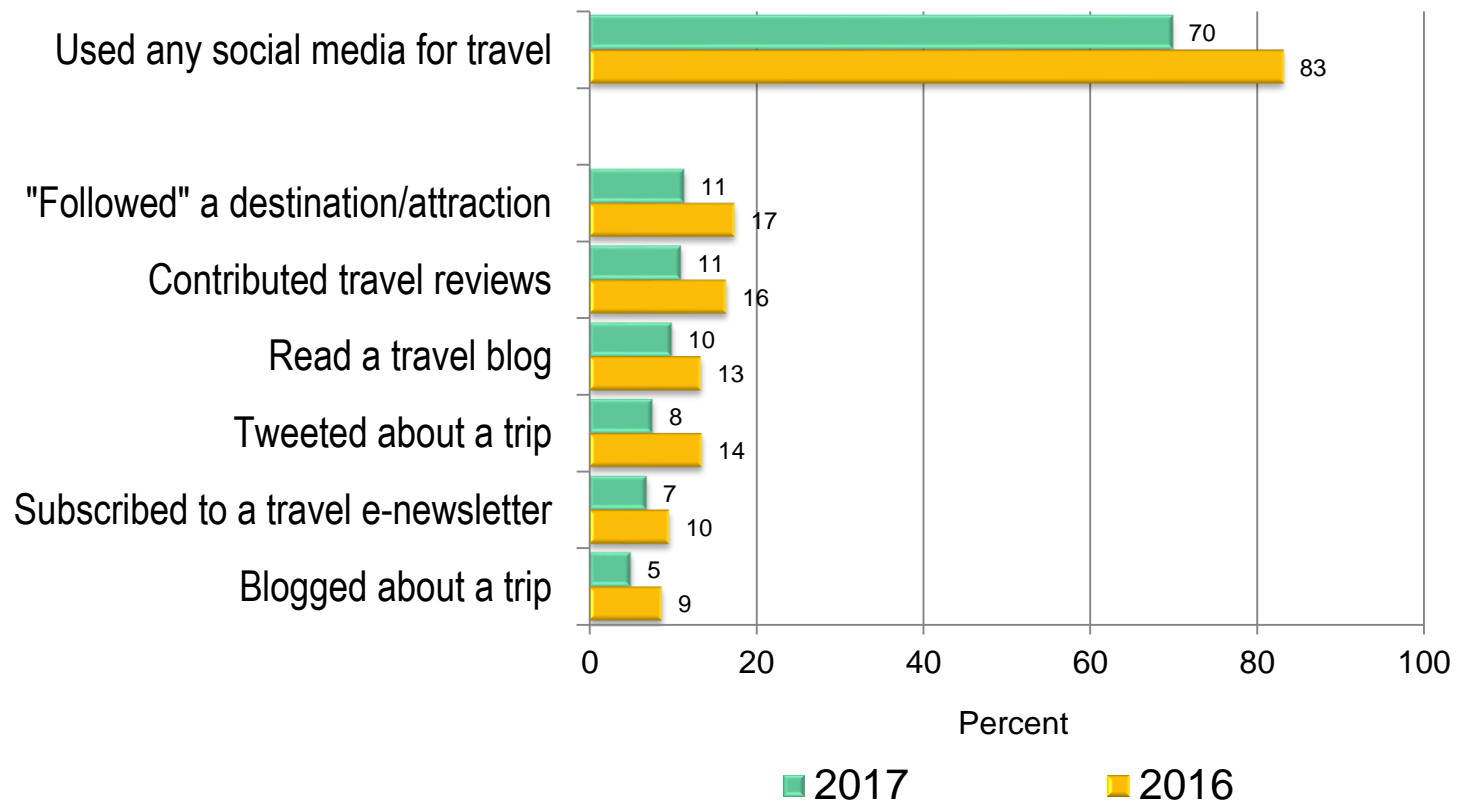
Online Social Media Use by Travelers 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks



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

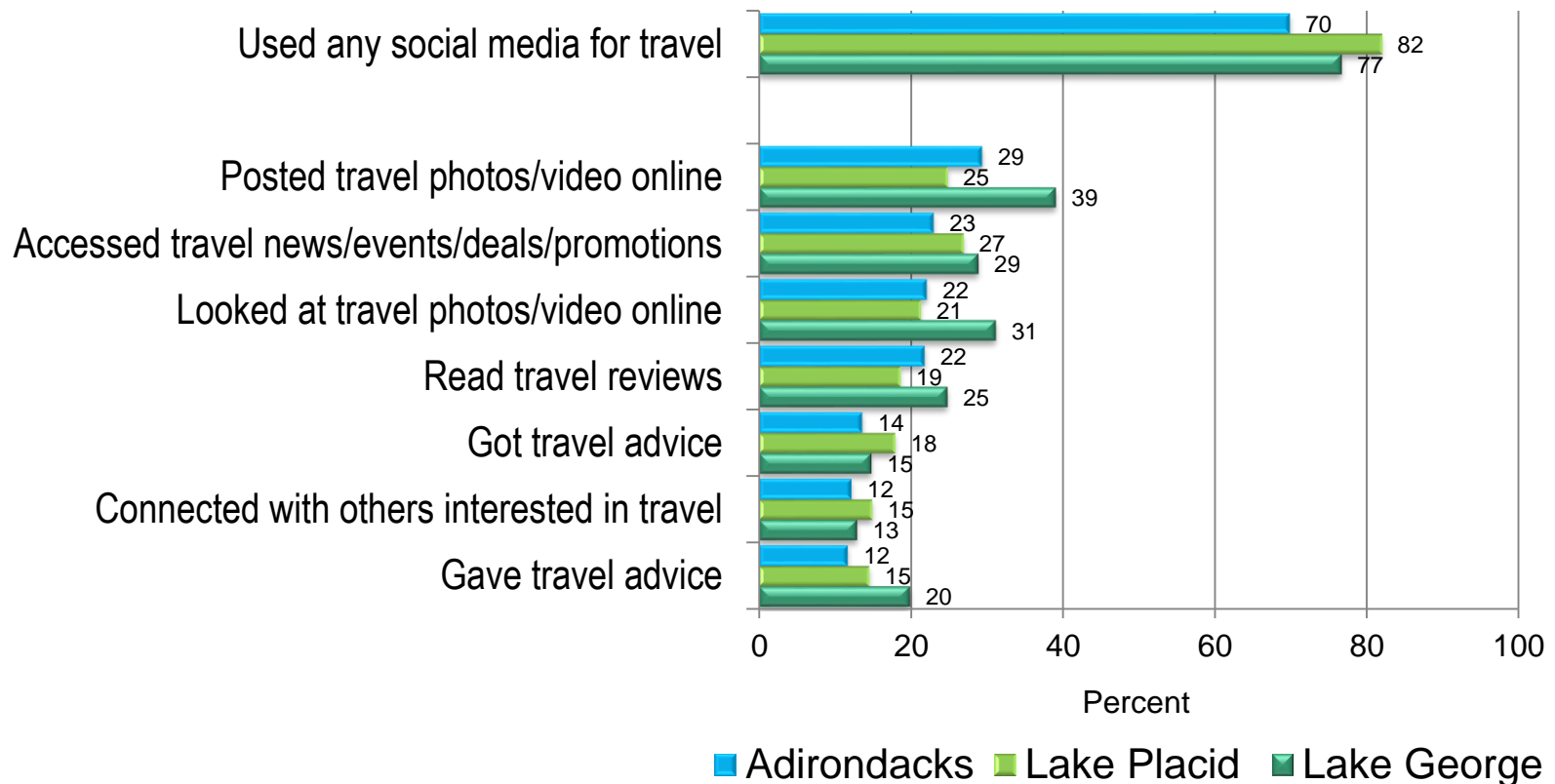
Base: Overnight Person-Trips to Adirondacks



Online Social Media Use by Travelers

Adirondacks vs. Lake Placid vs. Lake George

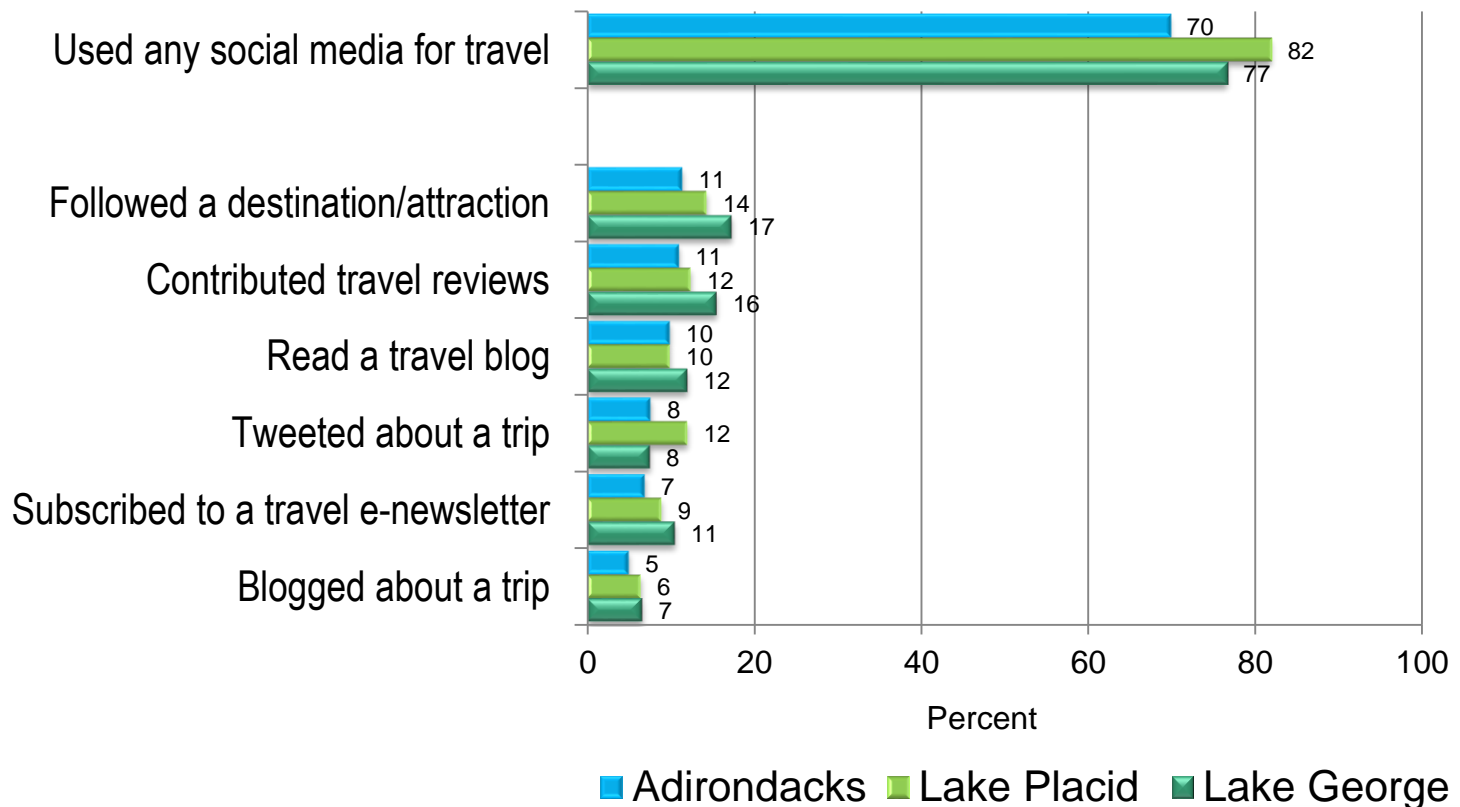
Base: Overnight Person-Trips



Online Social Media Use by Travelers (Cont'd)

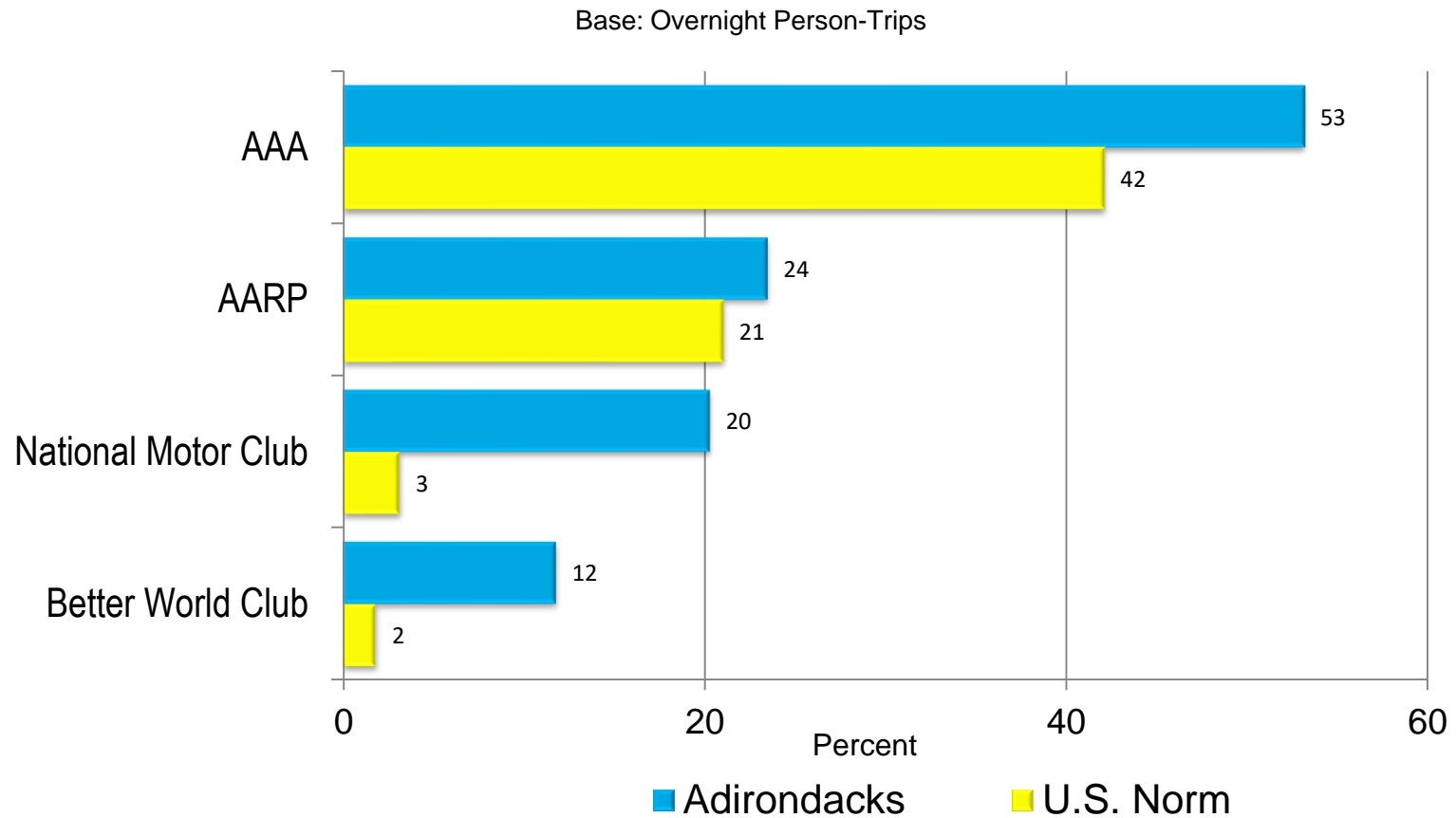
Adirondacks vs. Lake Placid vs. Lake George

Base: Overnight Person-Trips



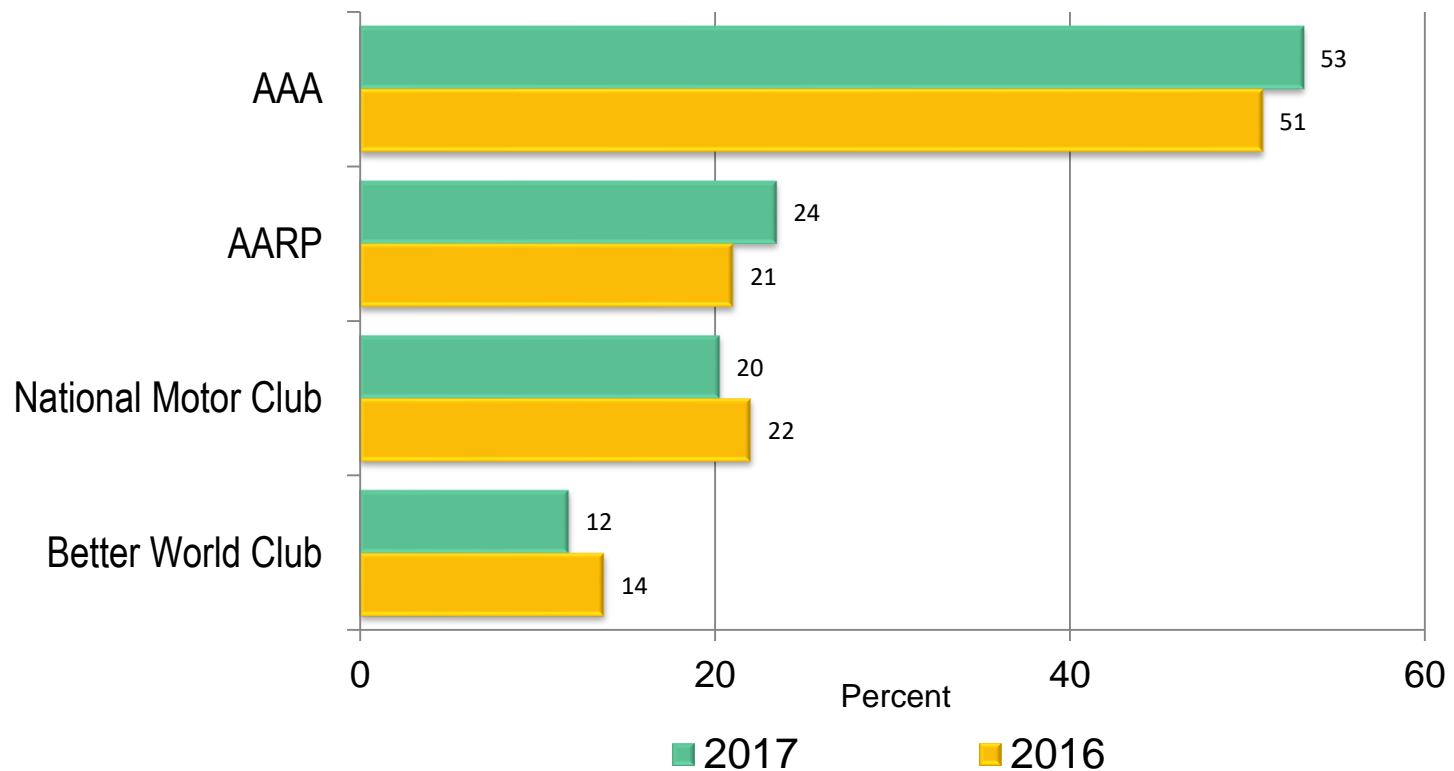
■ Adirondacks ■ Lake Placid ■ Lake George

Organization Membership



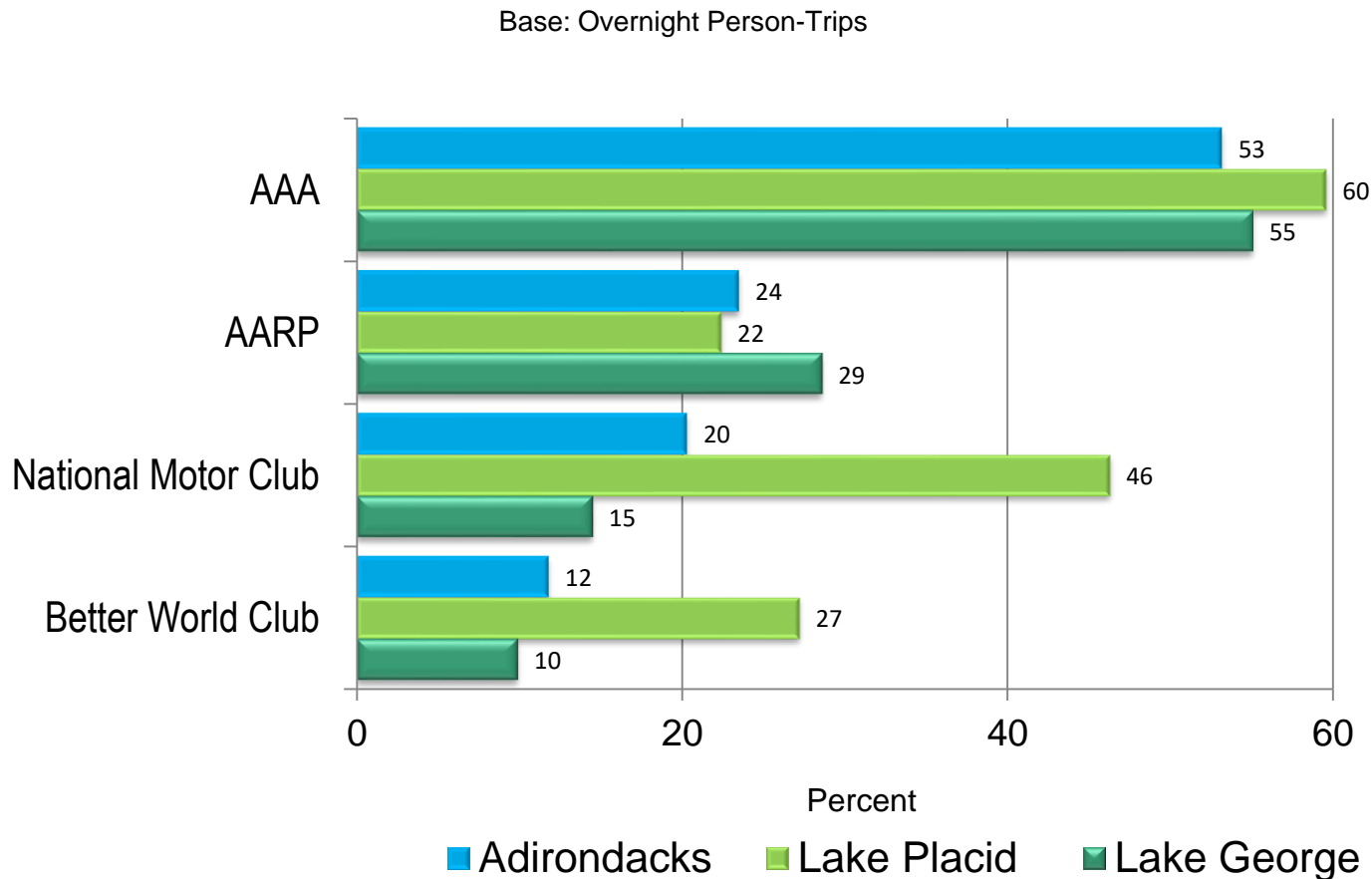
Organization Membership 2017 vs. 2016

Base: Overnight Person-Trips to Adirondacks



Organization Membership

Adirondacks vs. Lake Placid vs. Lake George



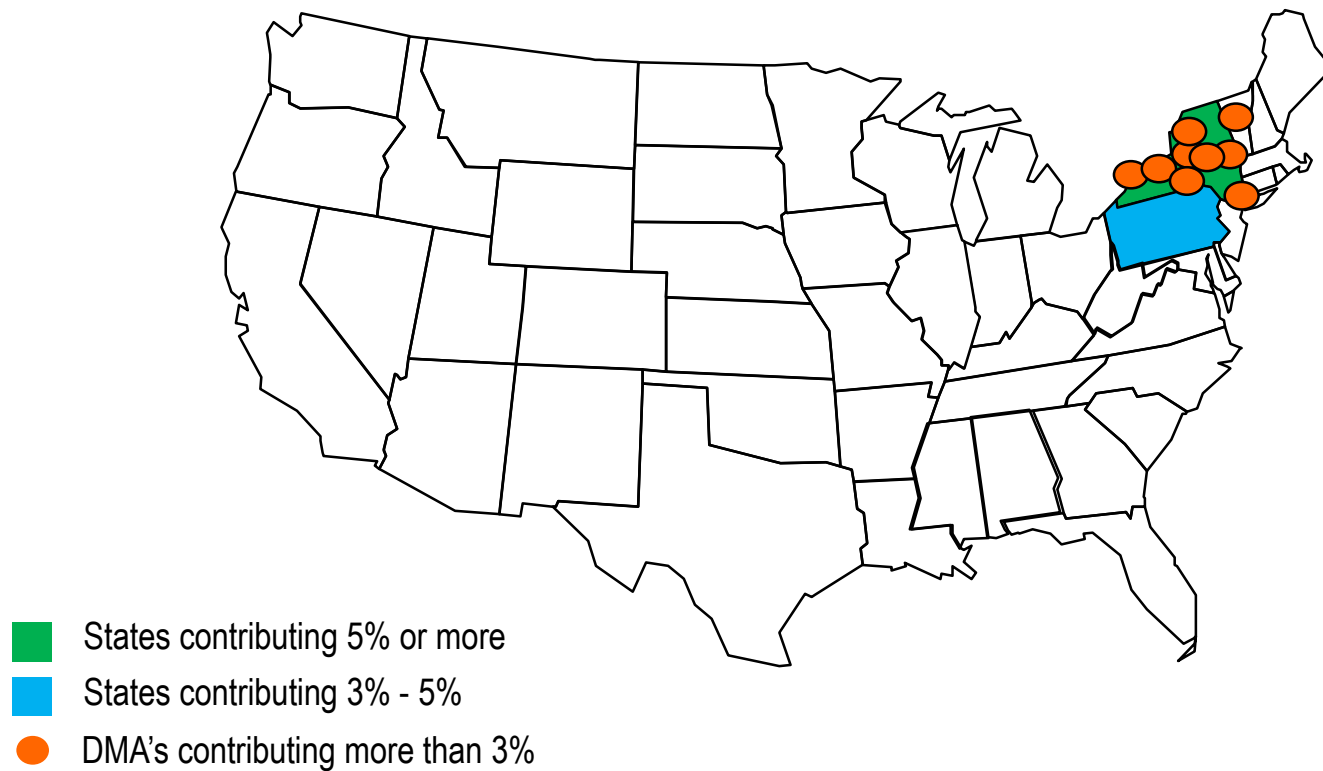


Sources of Business – Day Trips

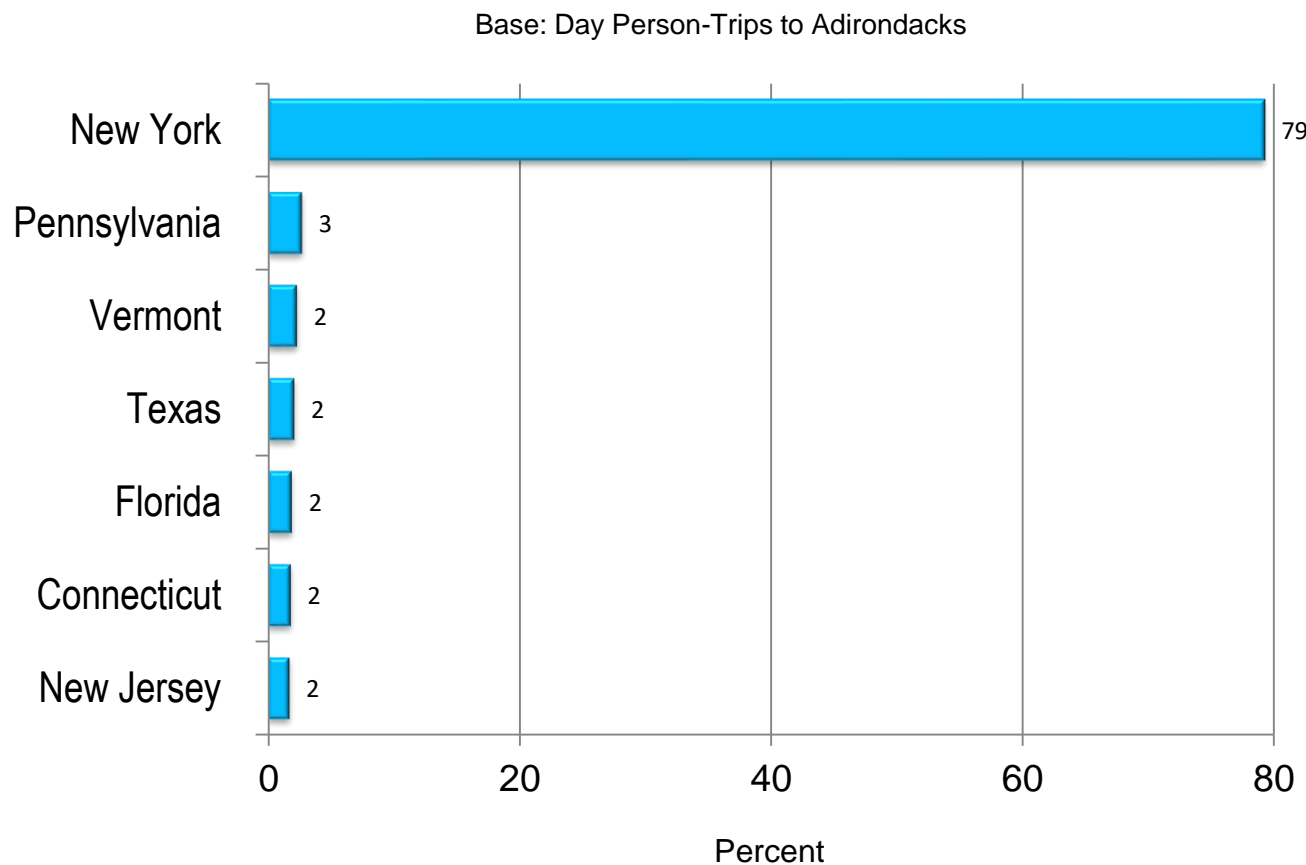


Sources of Business

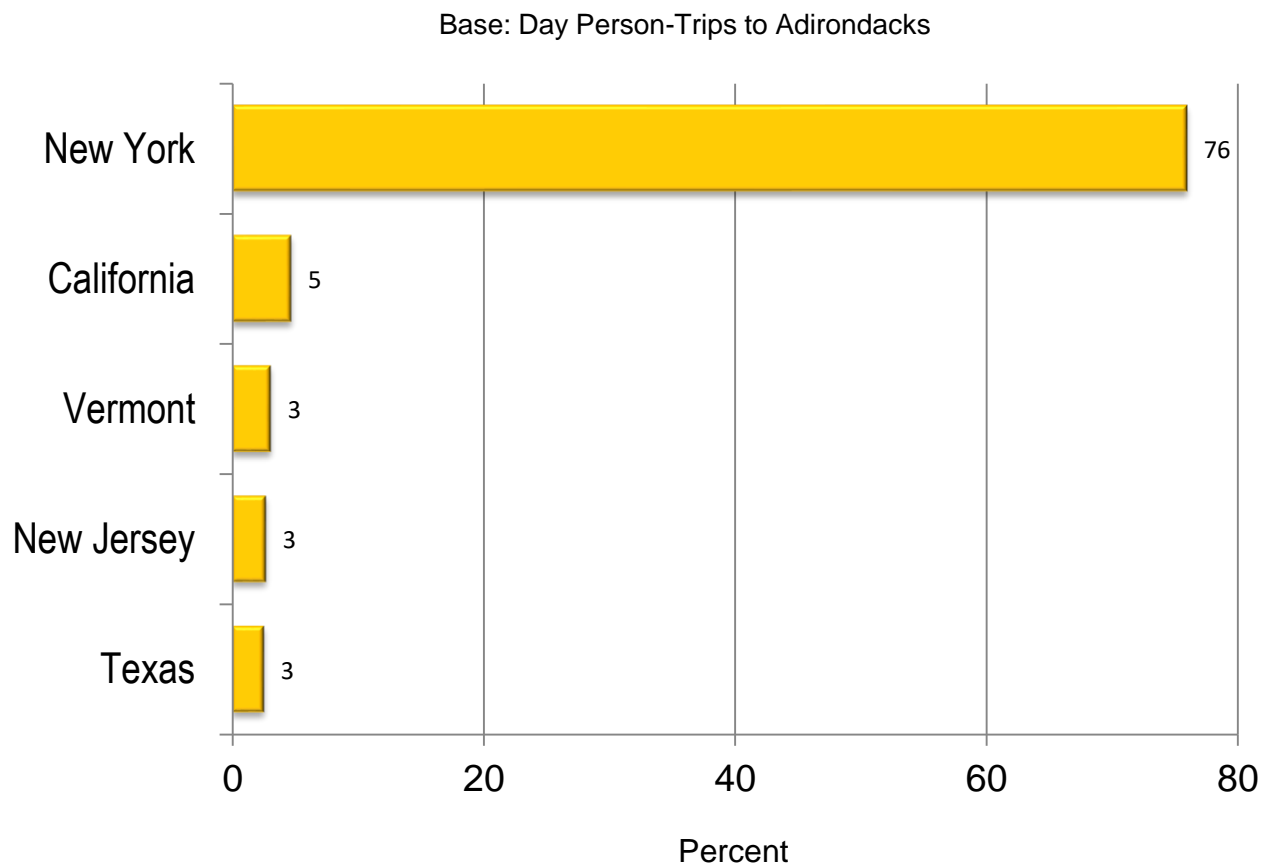
Base: Day Person-Trips to Adirondacks



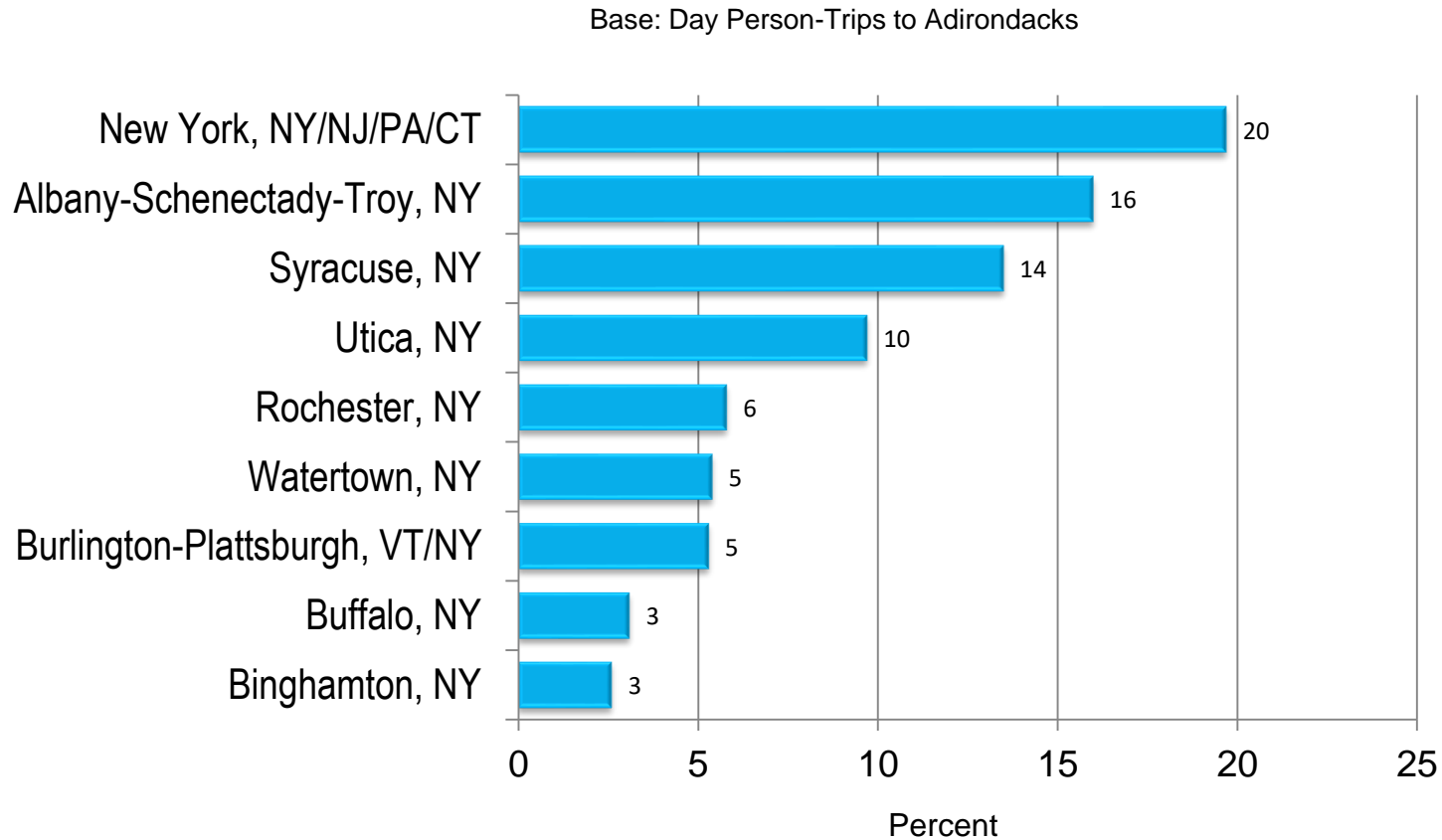
2017 State Origin Of Trip



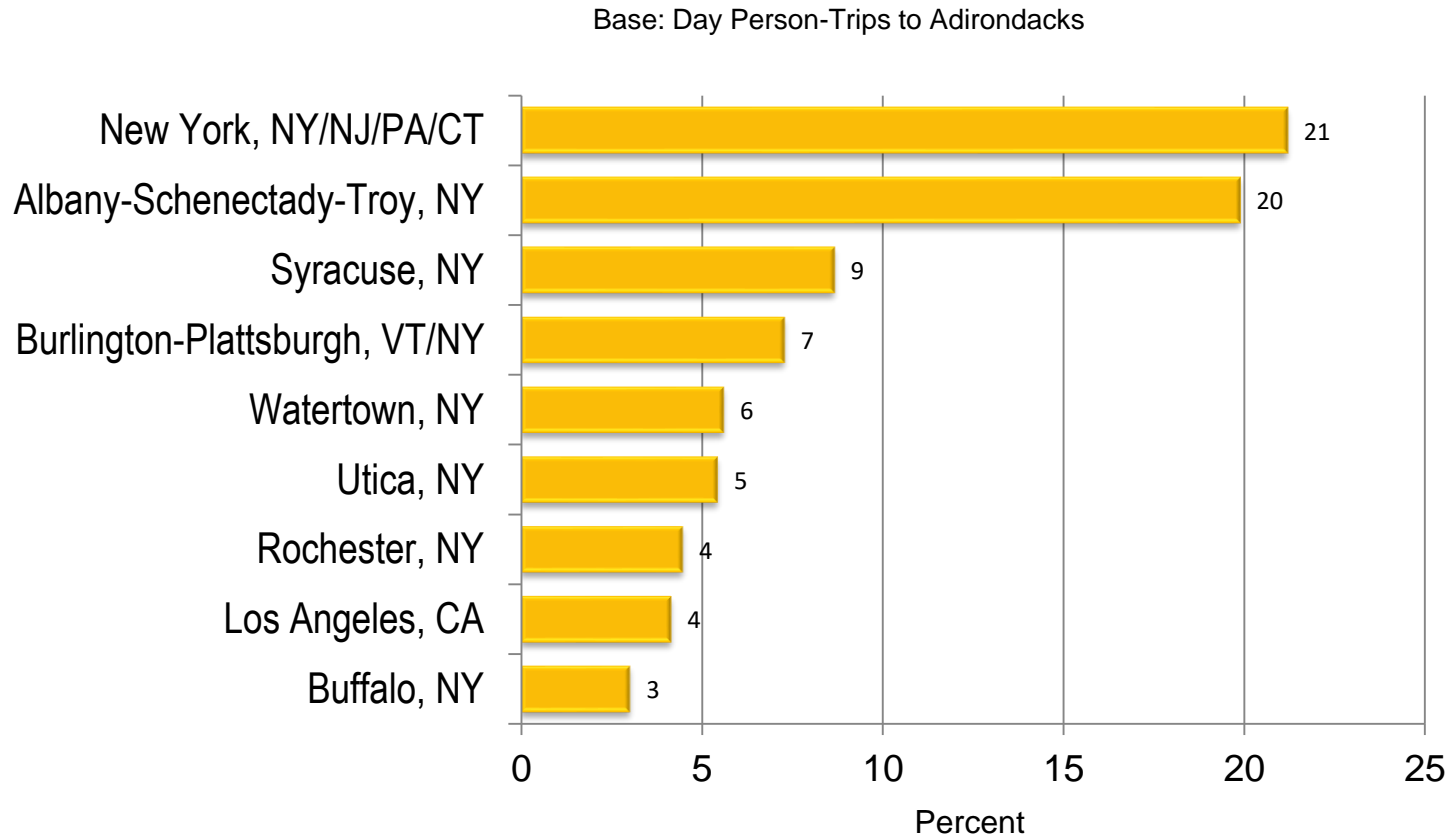
2016 State Origin Of Trip



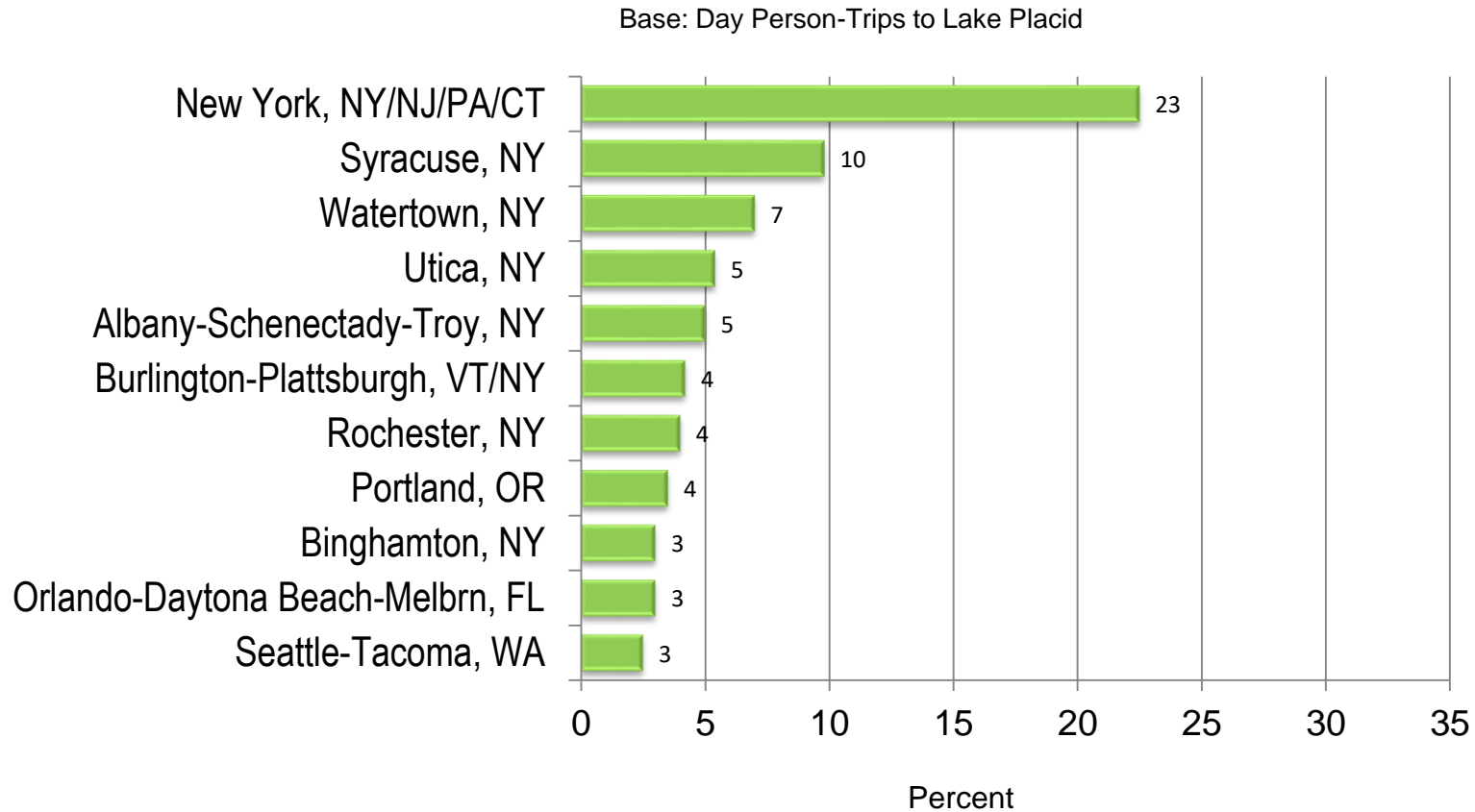
2017 DMA Origin Of Trip



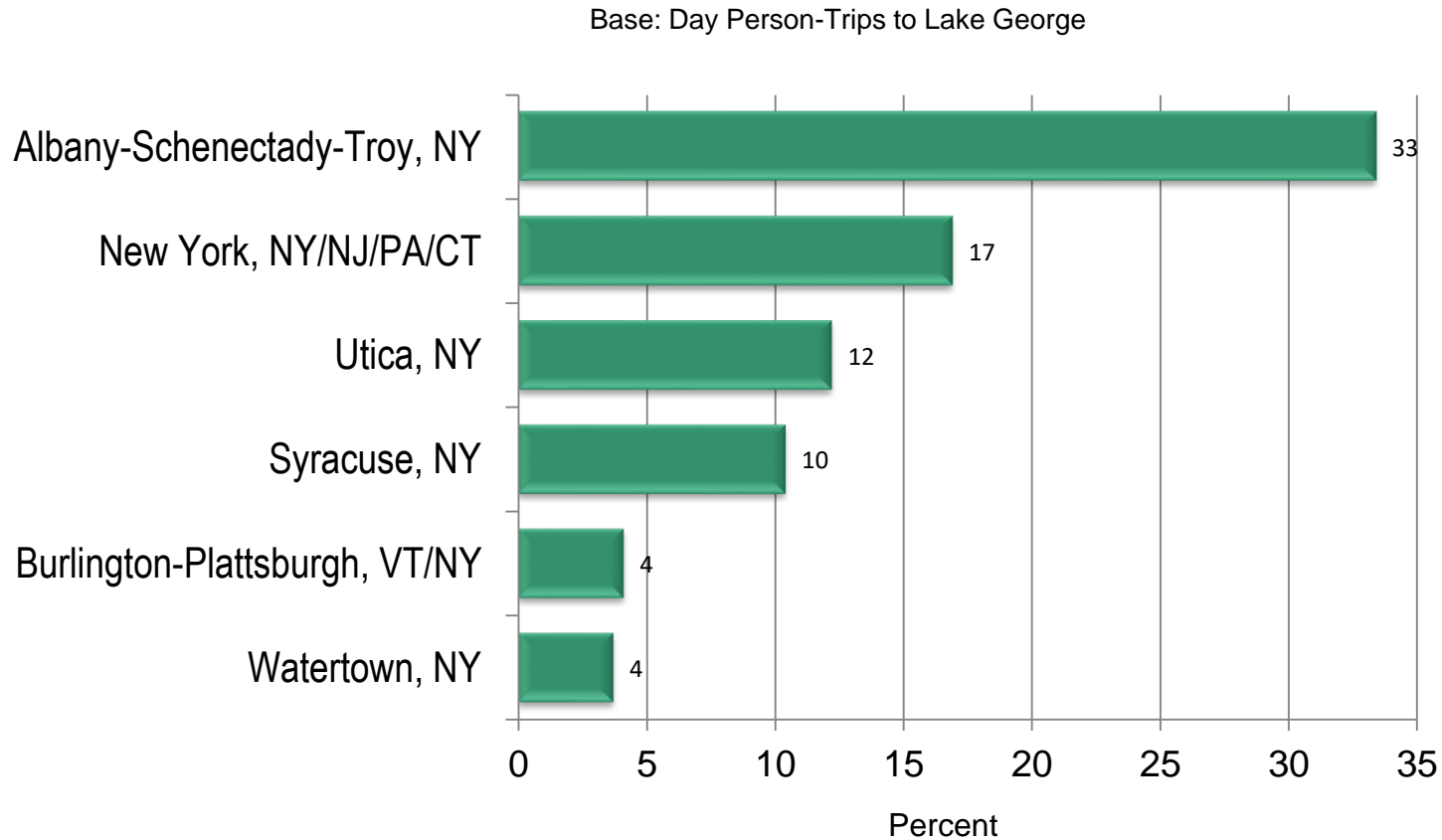
2016 DMA Origin Of Trip



2017 DMA Origin Of Trip Lake Placid



2017 DMA Origin Of Trip Lake George

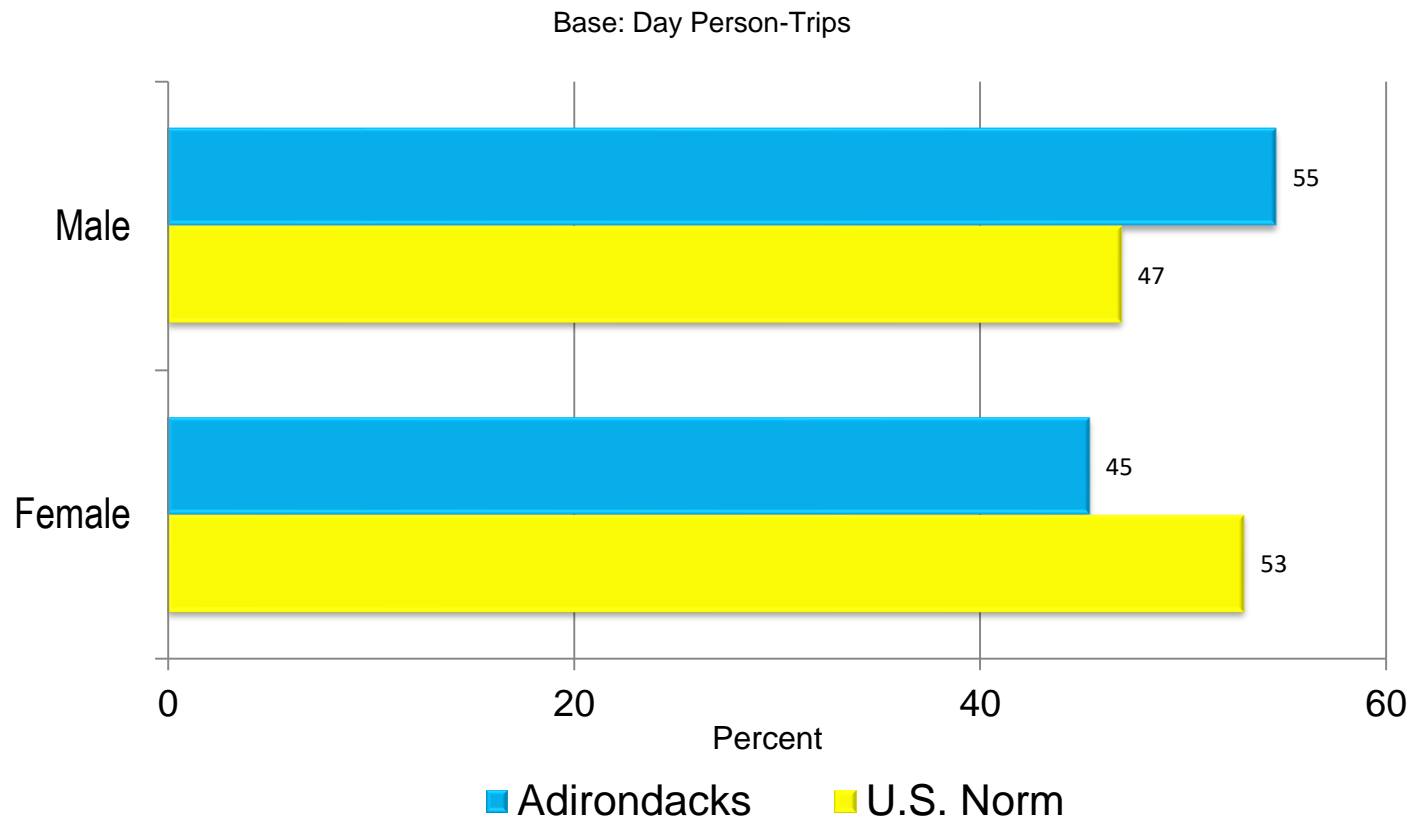




Demographic Profile of Day Visitors

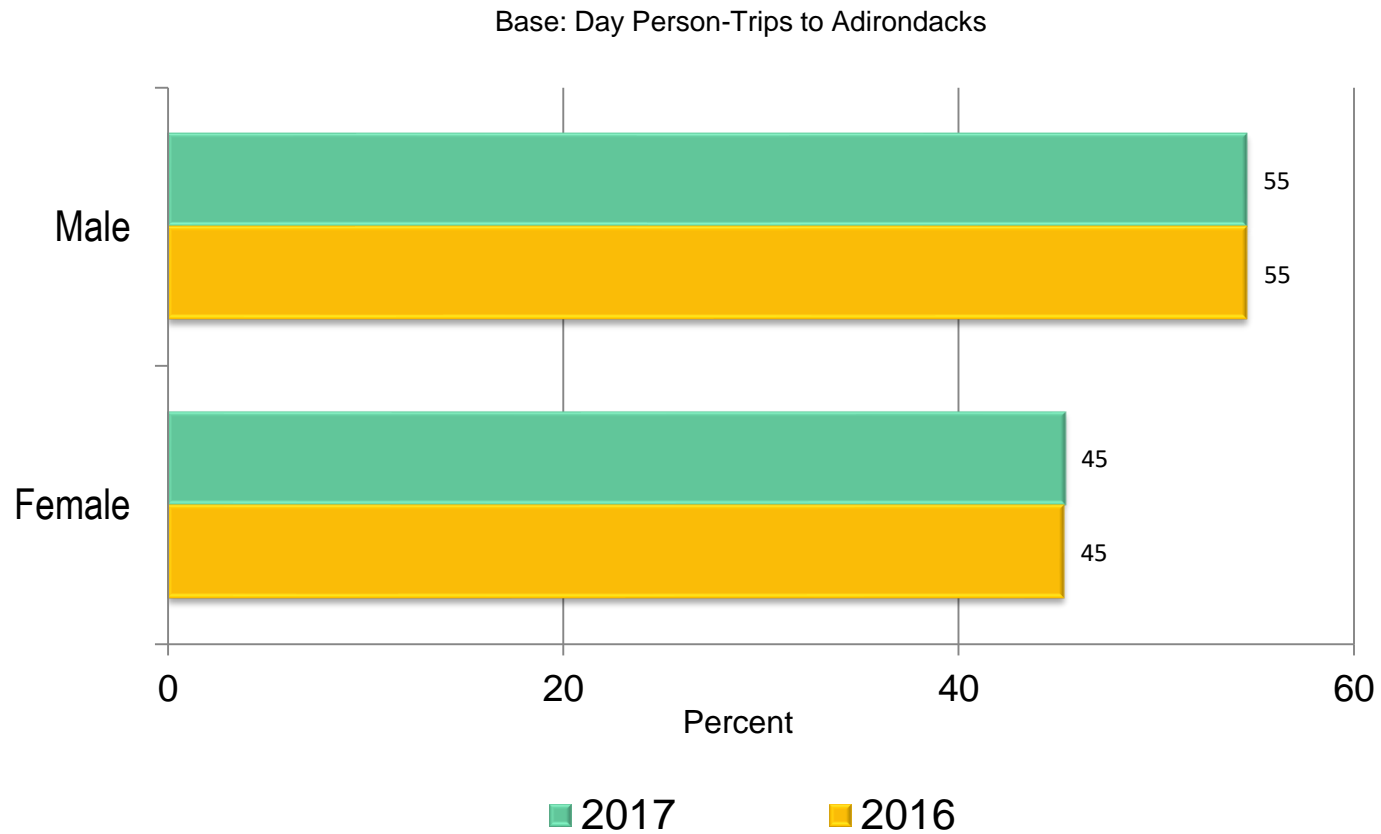


Gender



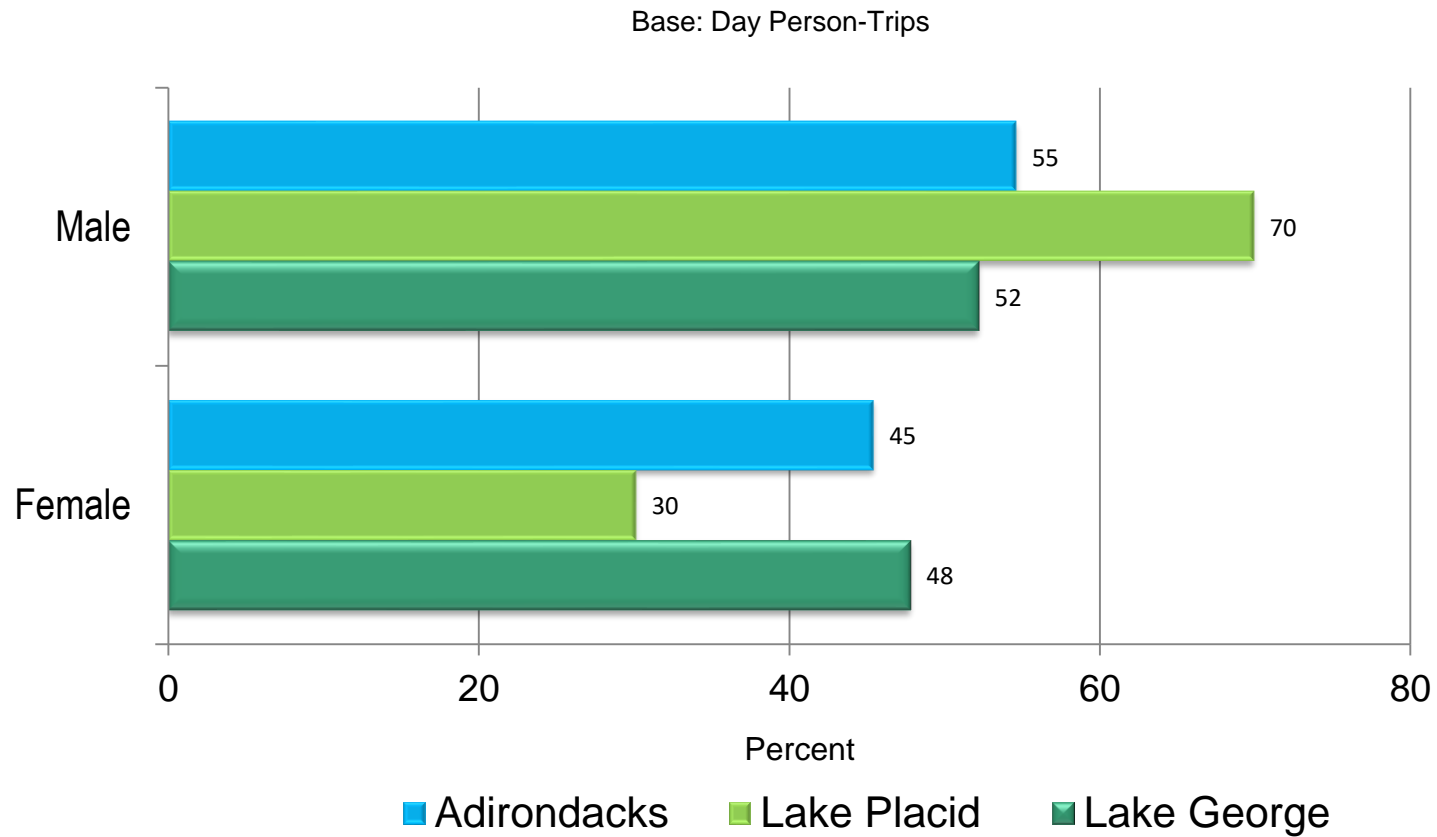
Gender

2017 vs. 2016

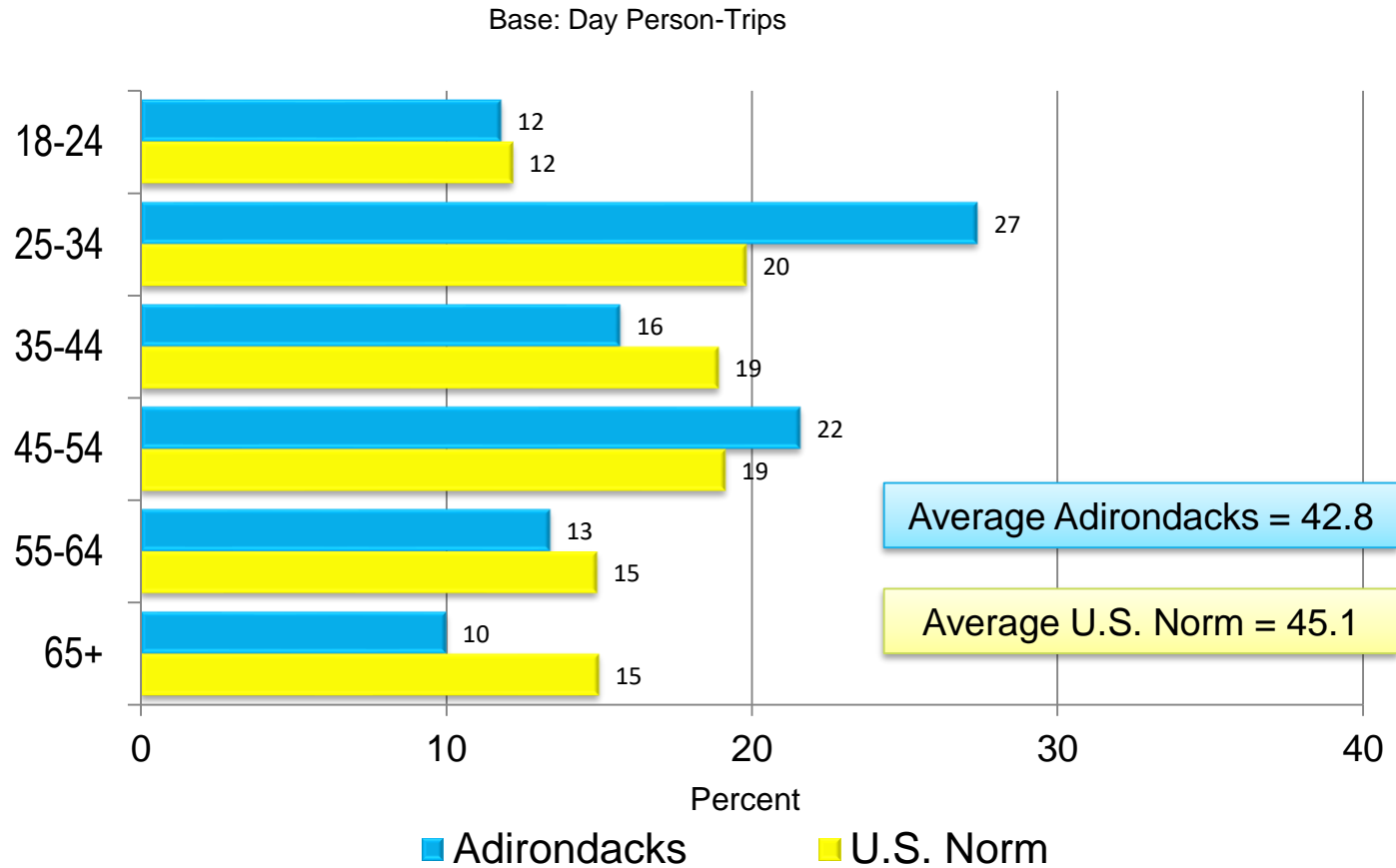


Gender

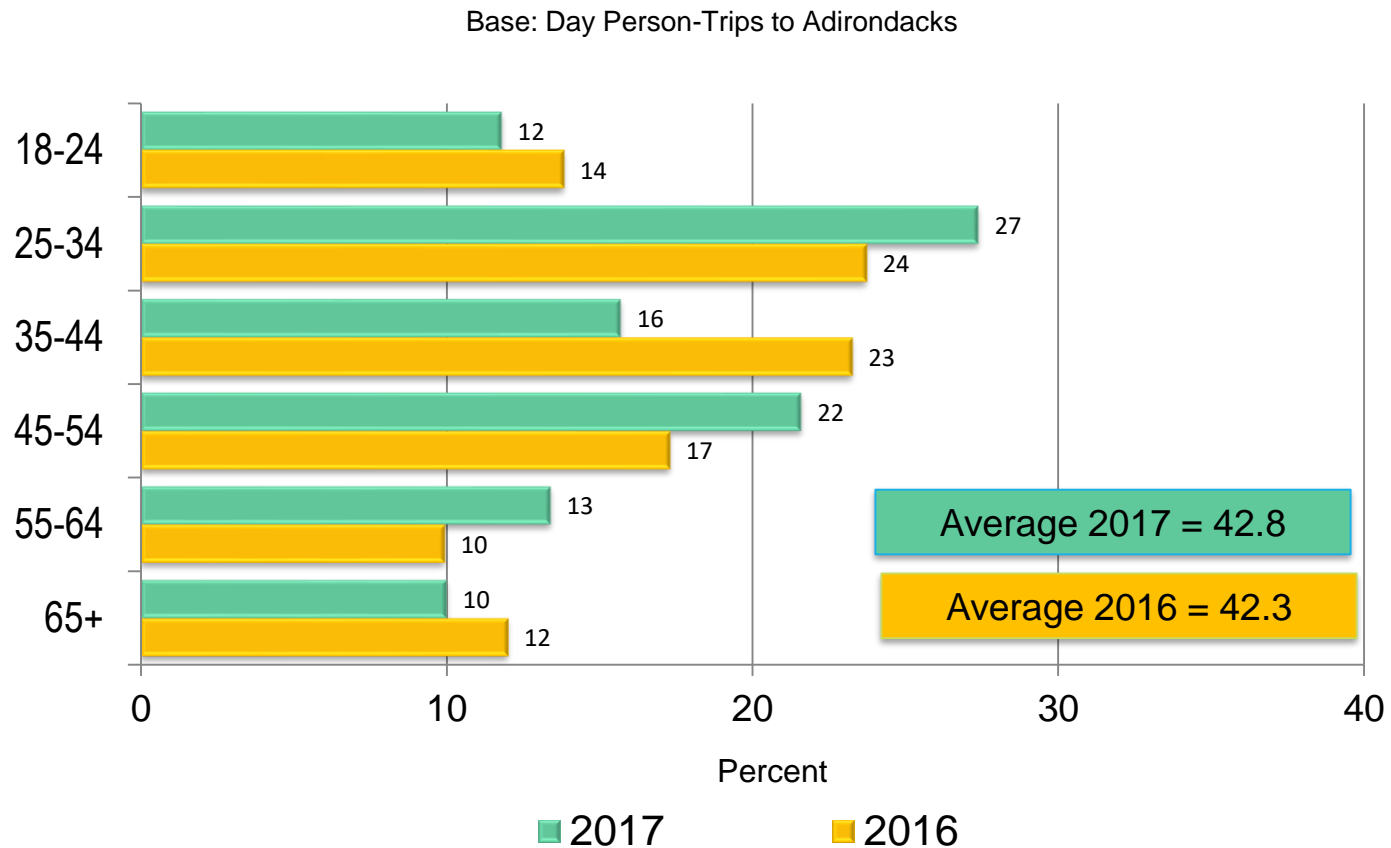
Adirondacks vs. Lake Placid vs. Lake George



Age



Age 2017 vs. 2016



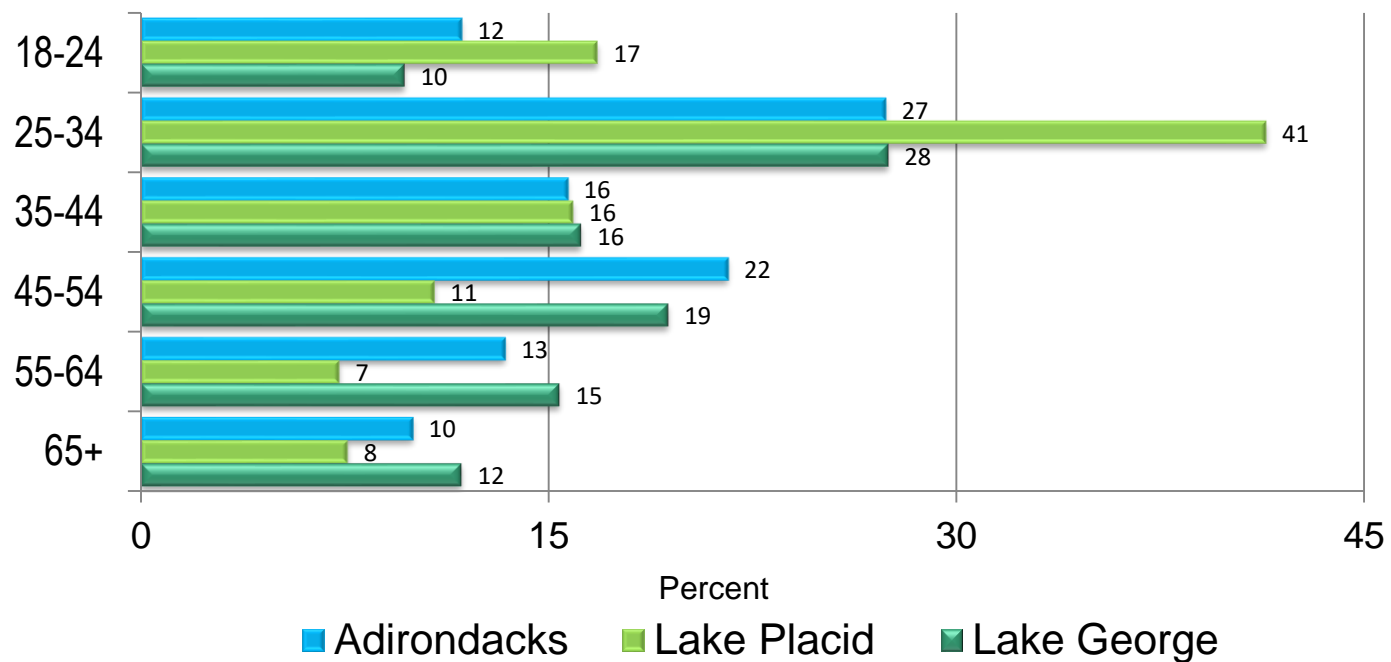
Age Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

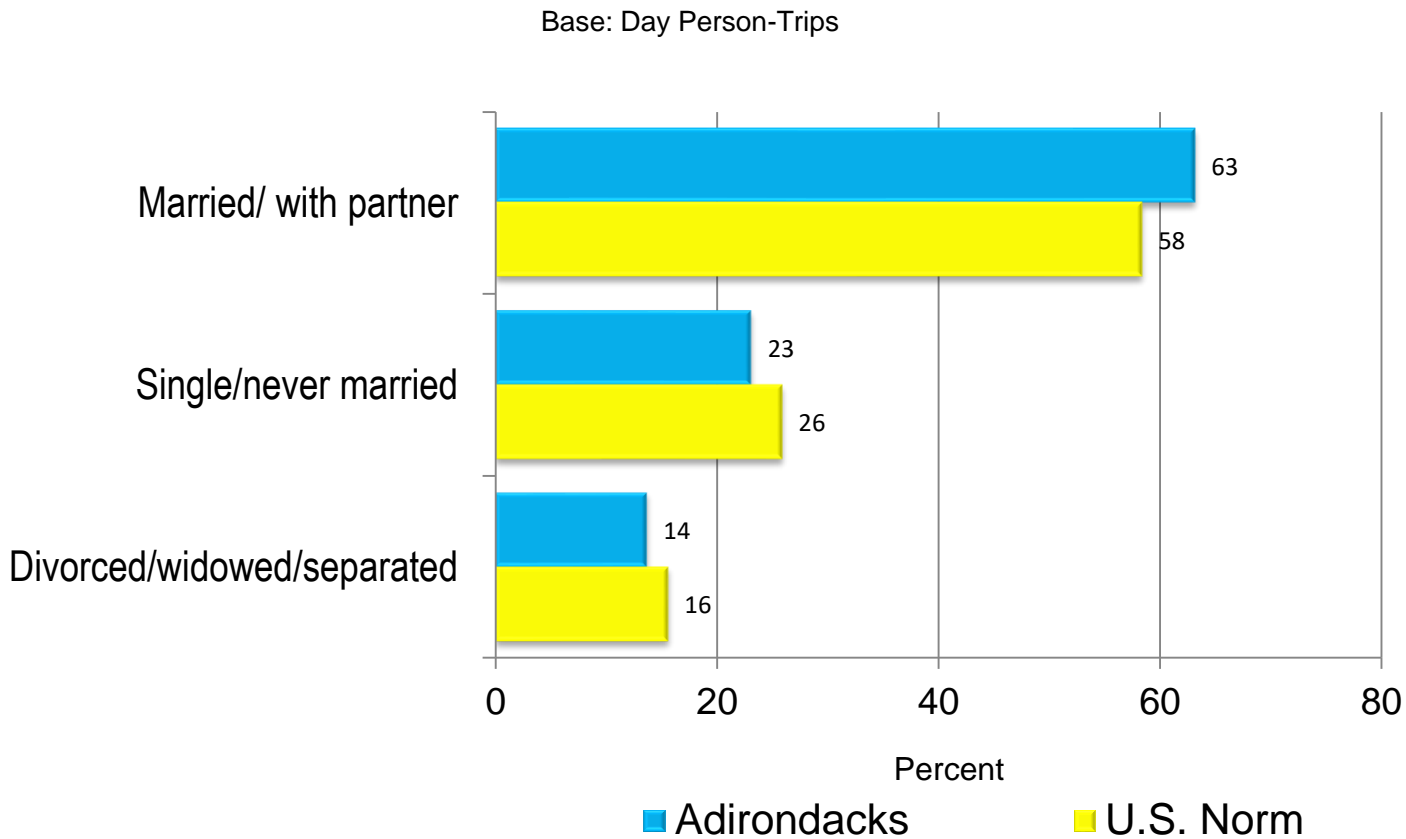
Average Adirondacks = 42.8

Average Lake Placid = 37.5

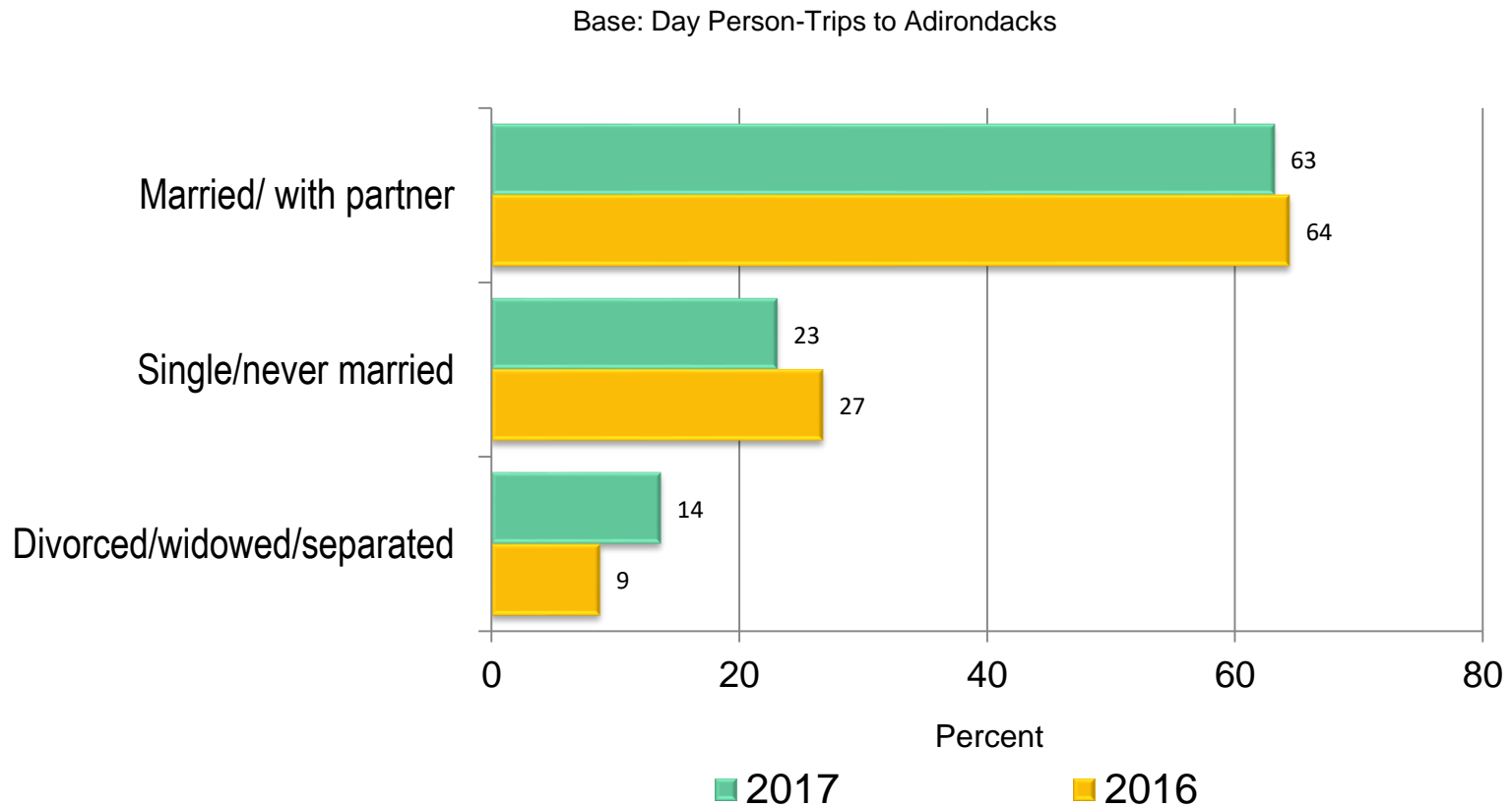
Average Lake George = 44.0



Marital Status

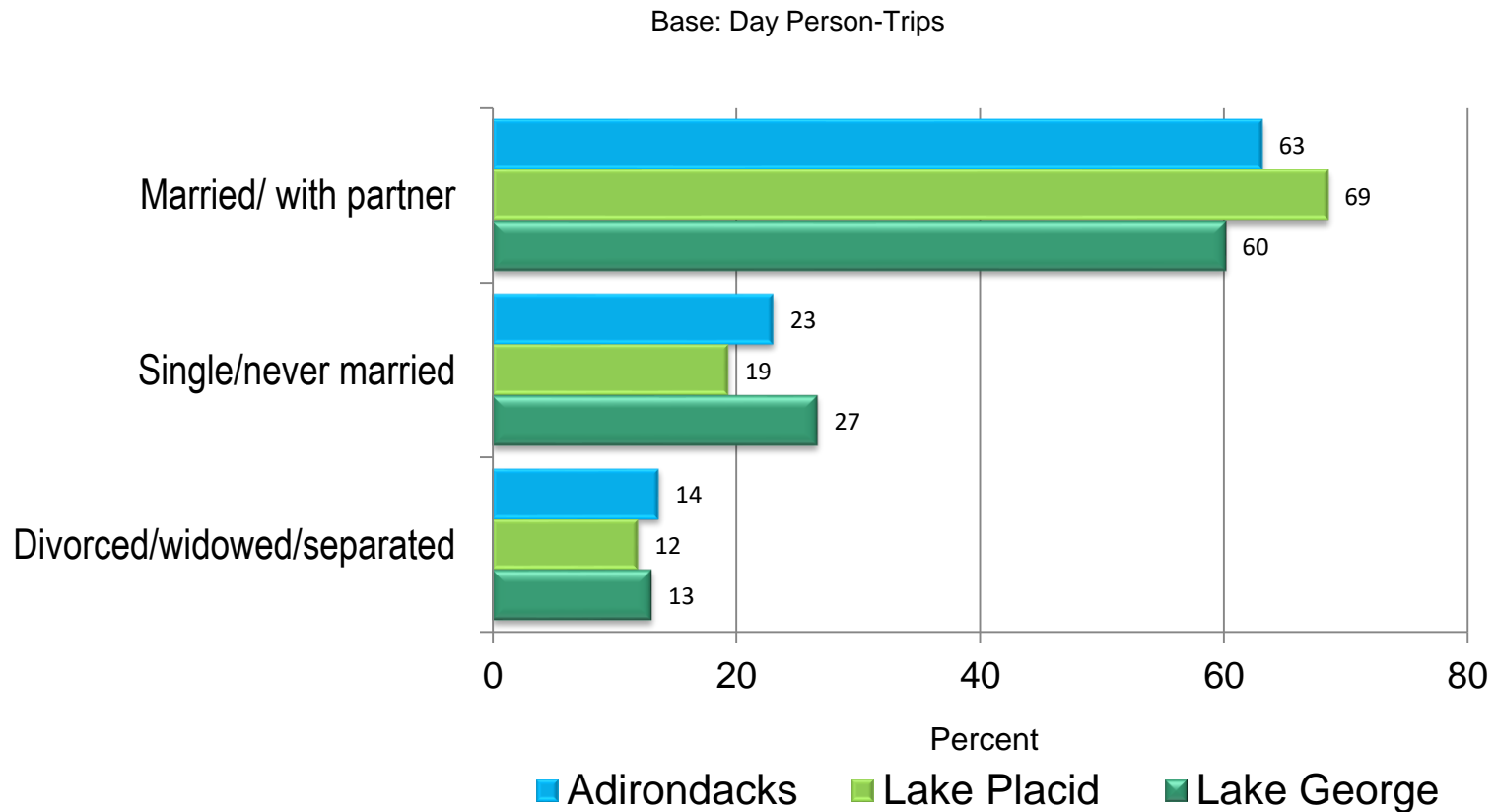


Marital Status 2017 vs. 2016

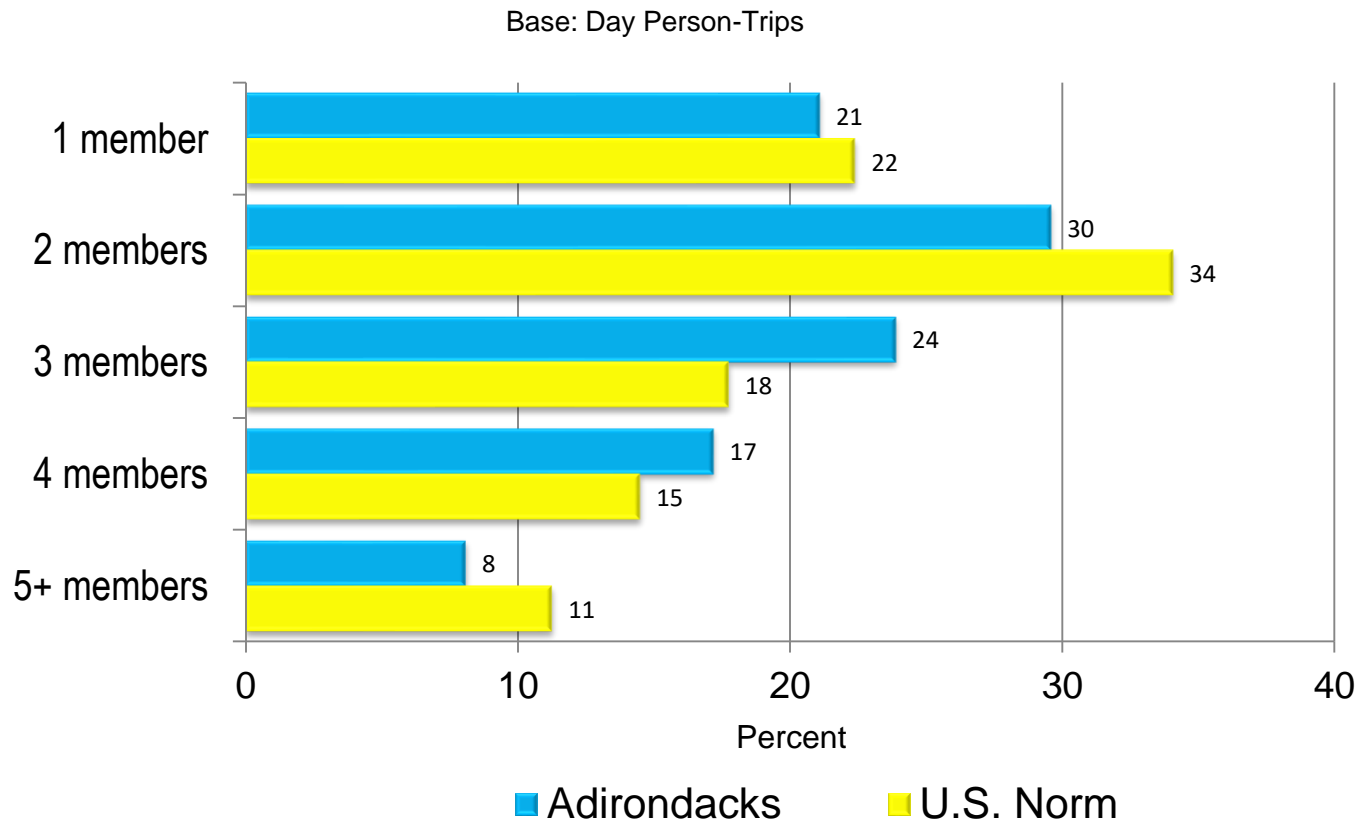


Marital Status

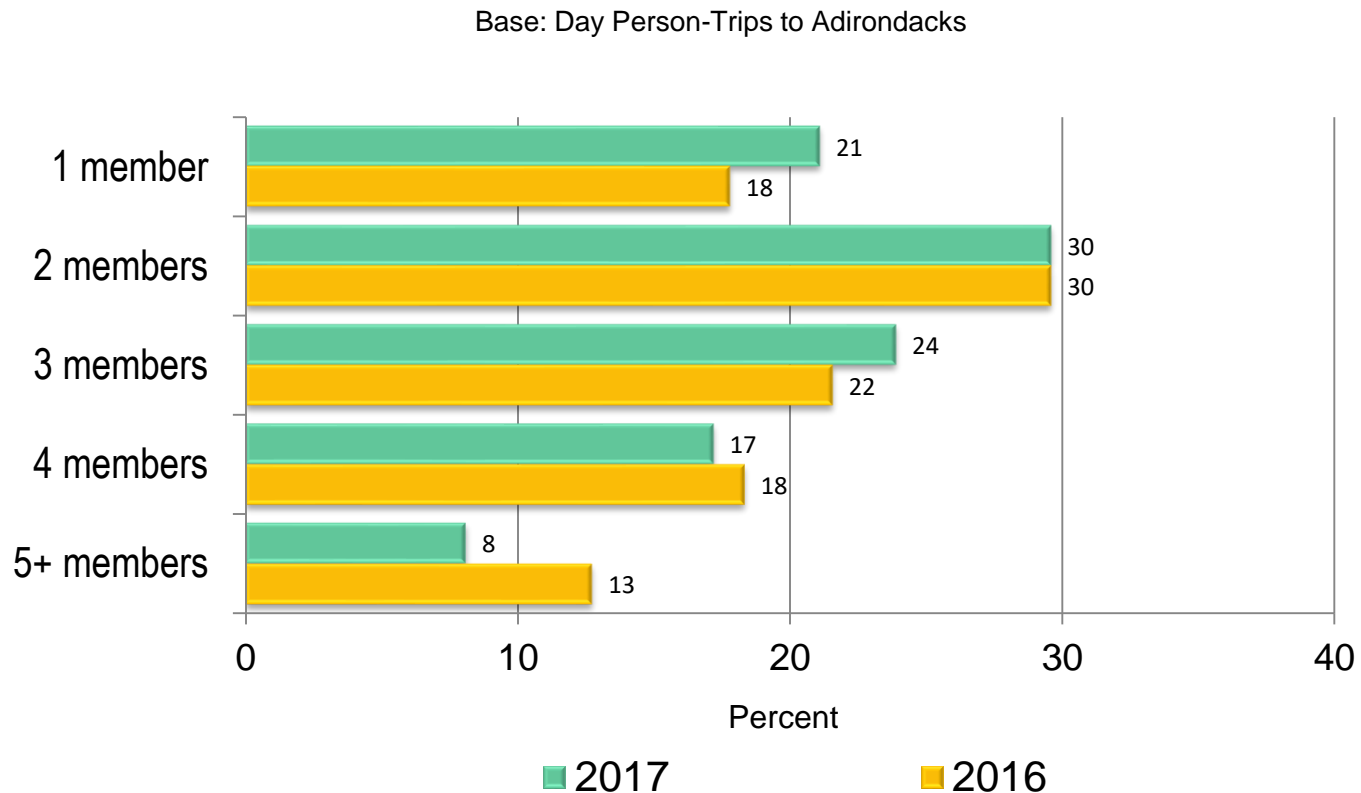
Adirondacks vs. Lake Placid vs. Lake George



Household Size

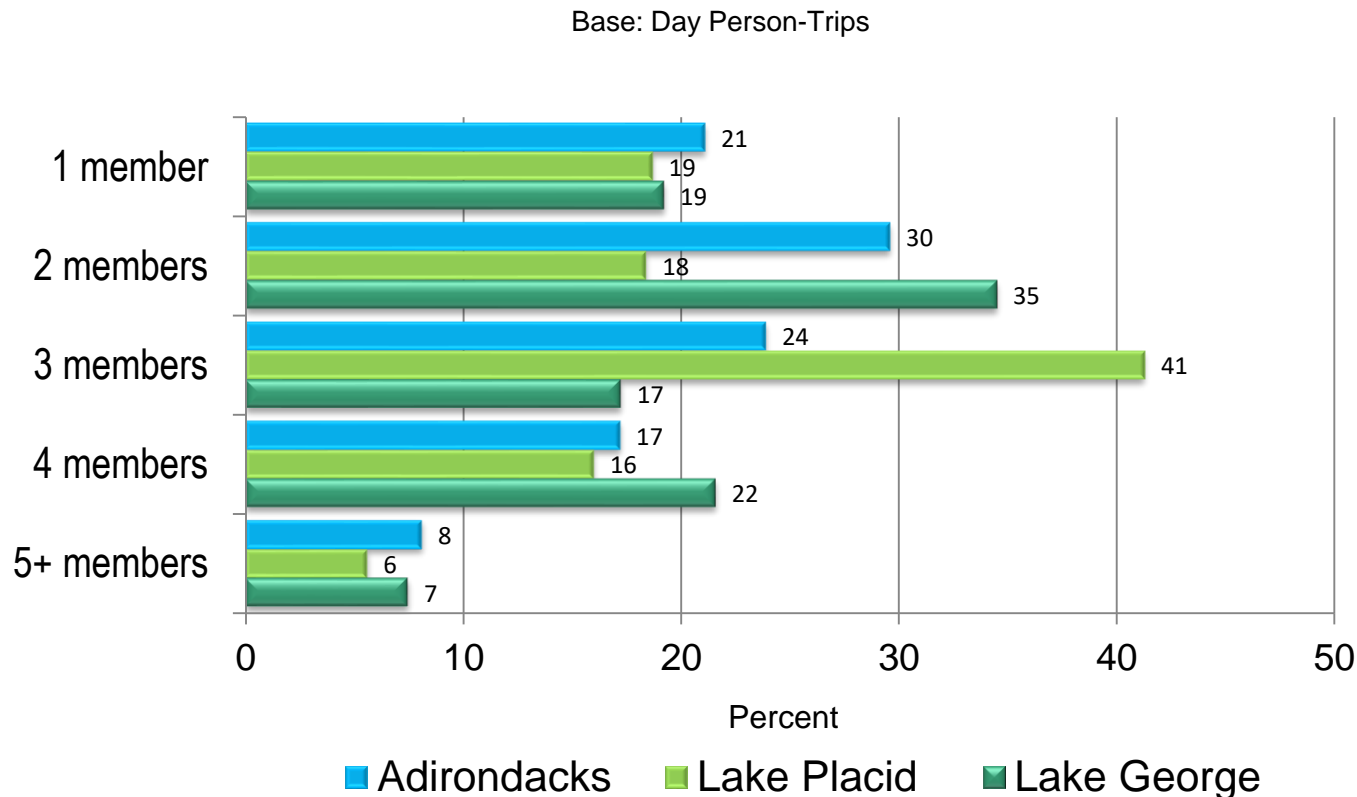


Household Size 2017 vs. 2016

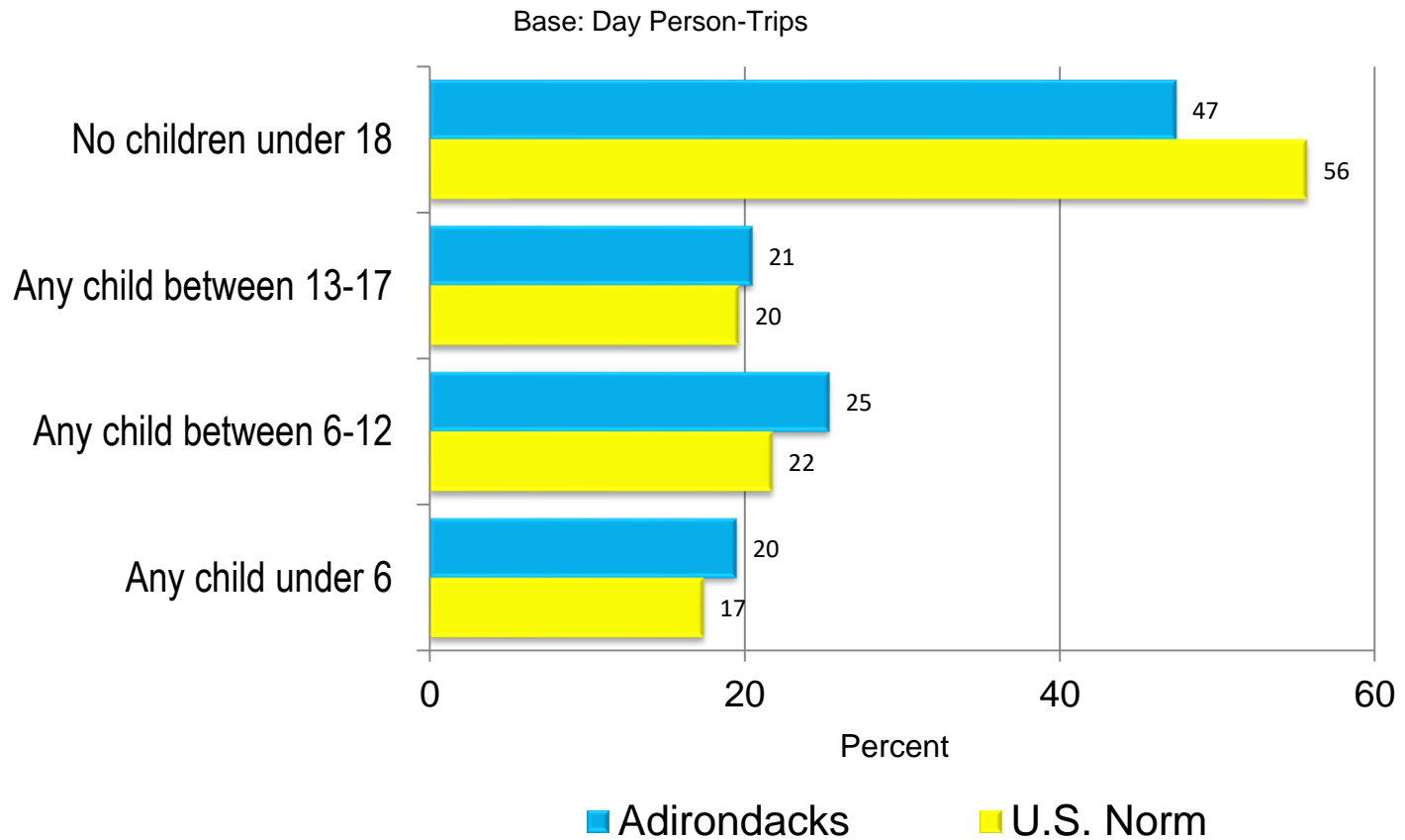


Household Size

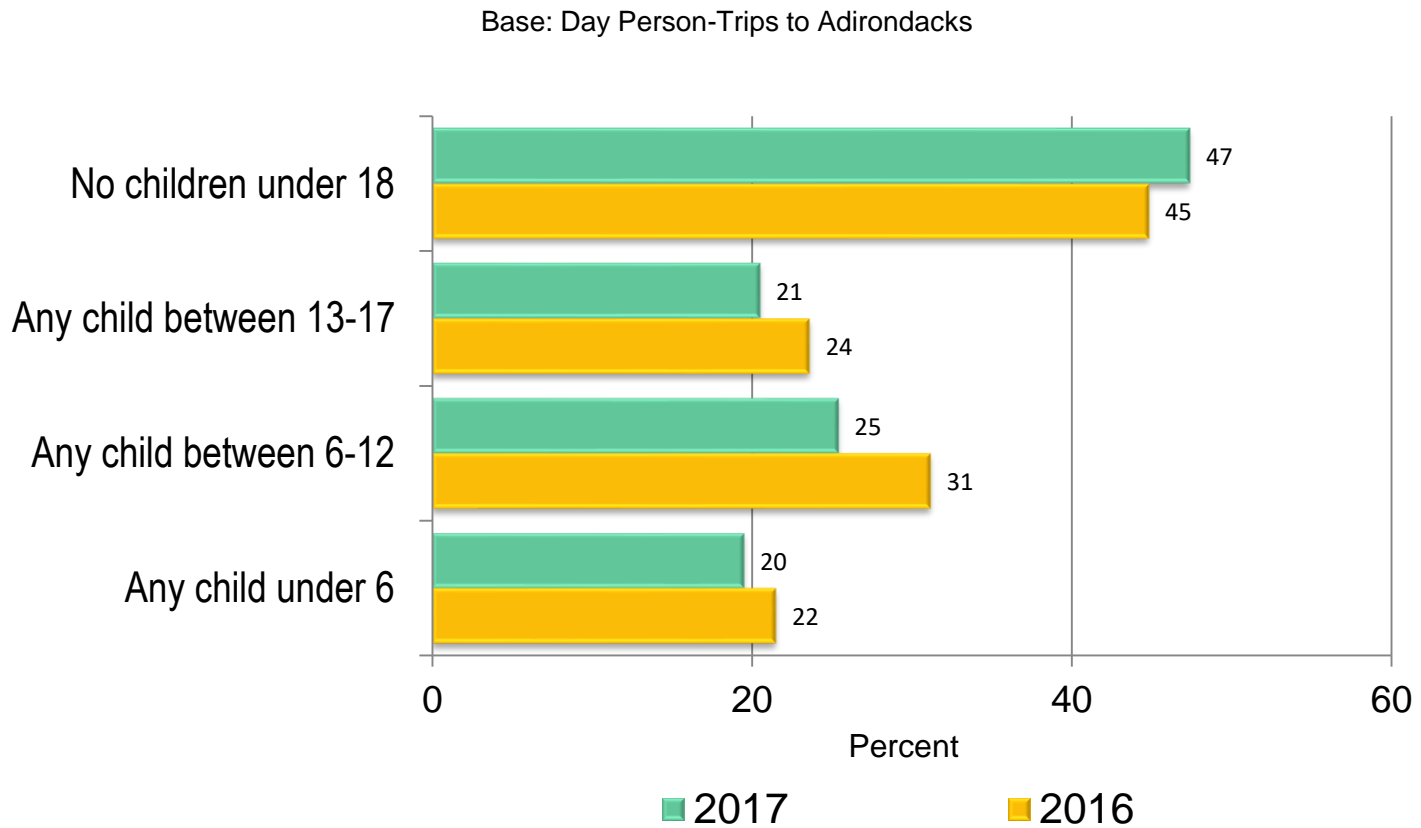
Adirondacks vs. Lake Placid vs. Lake George



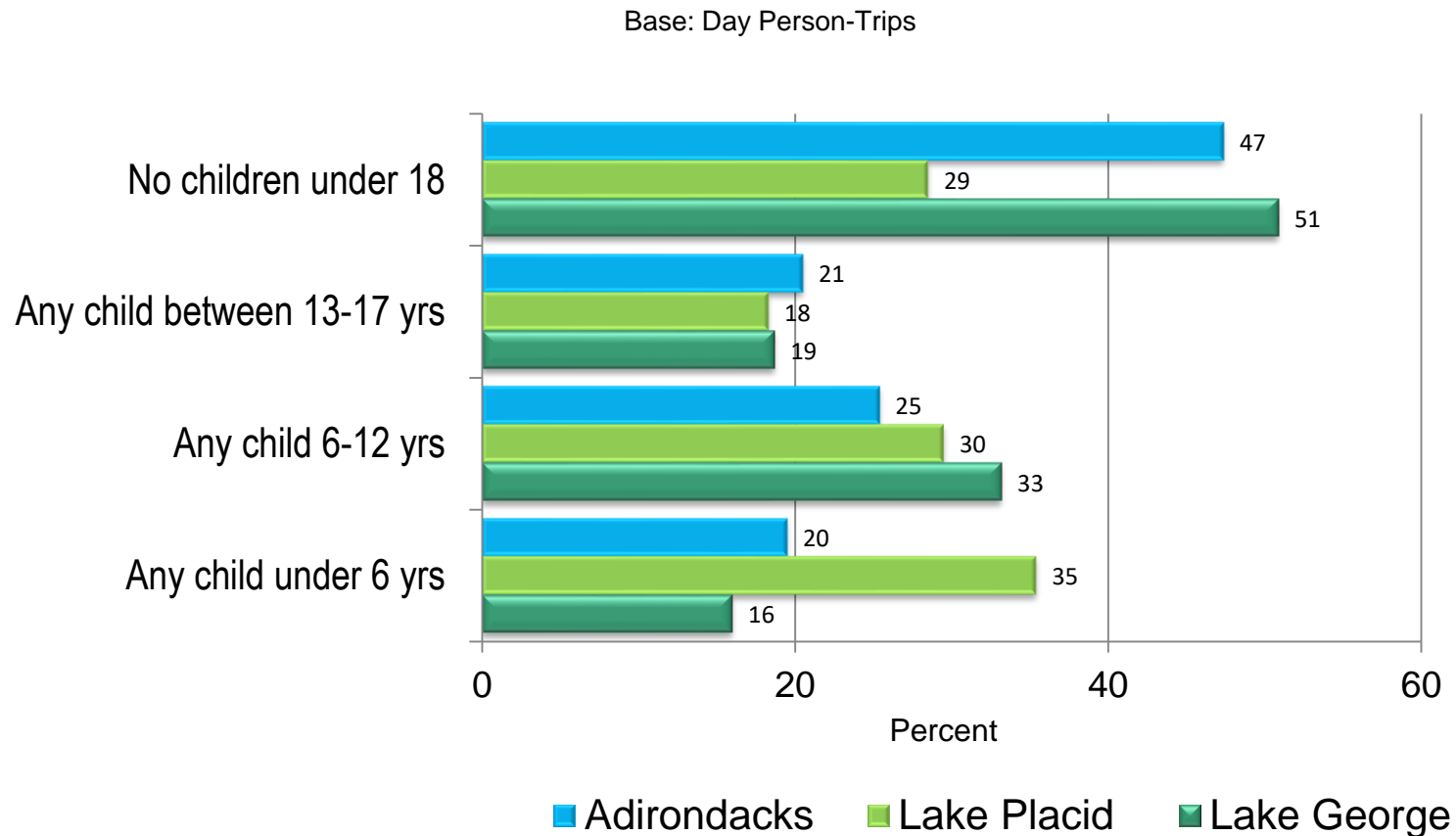
Children in Household



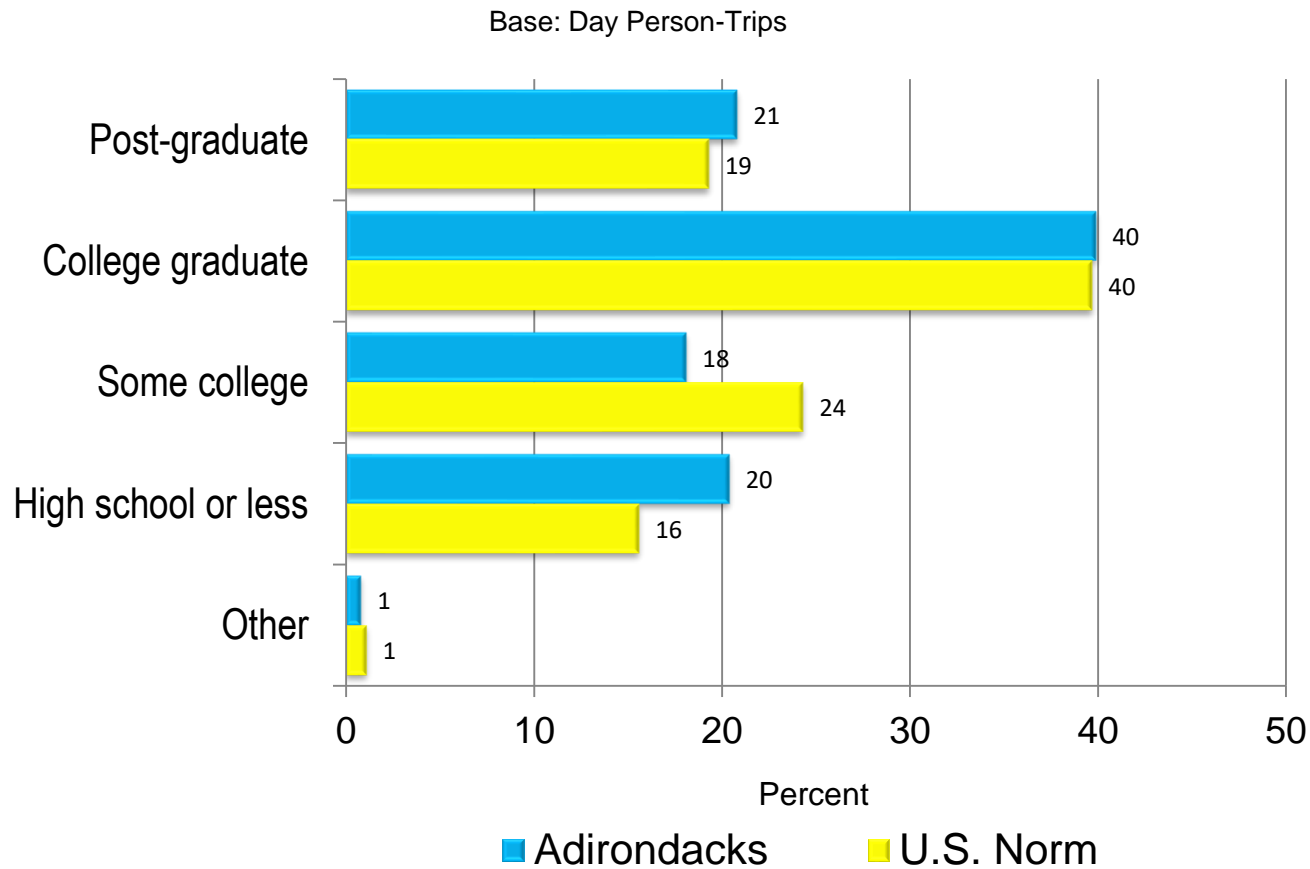
Children in Household 2017 vs. 2016



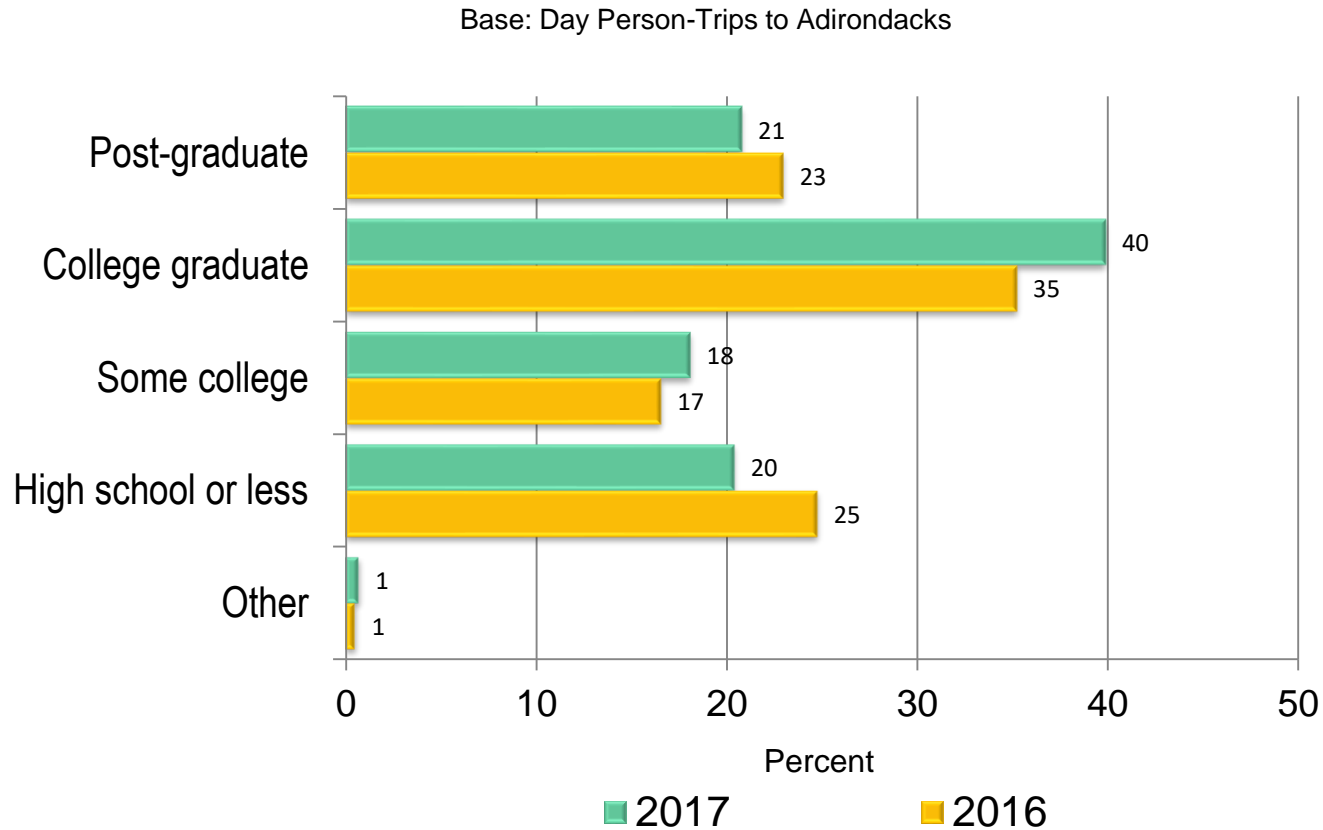
Children in Household Adirondacks vs. Lake Placid vs. Lake George



Education

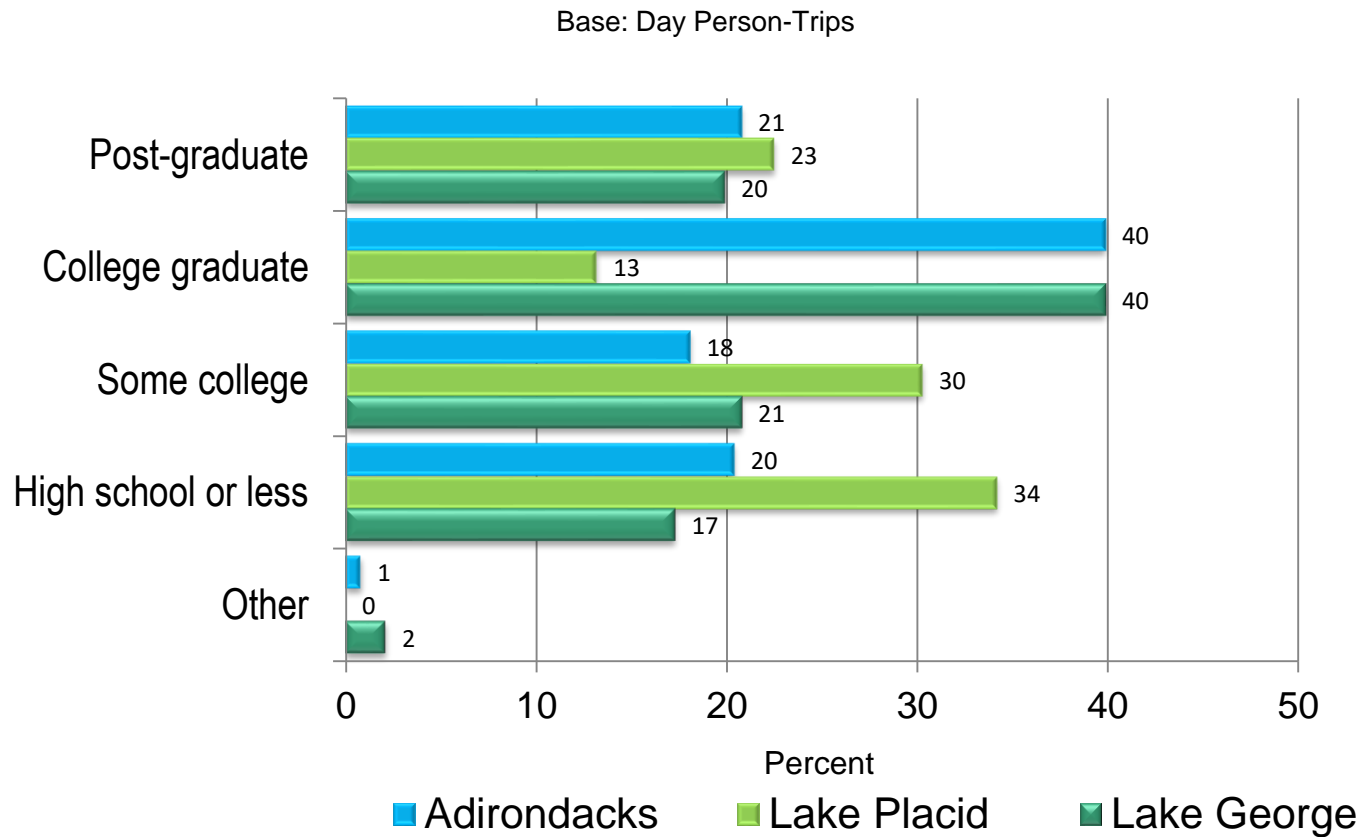


Education 2017 vs. 2016

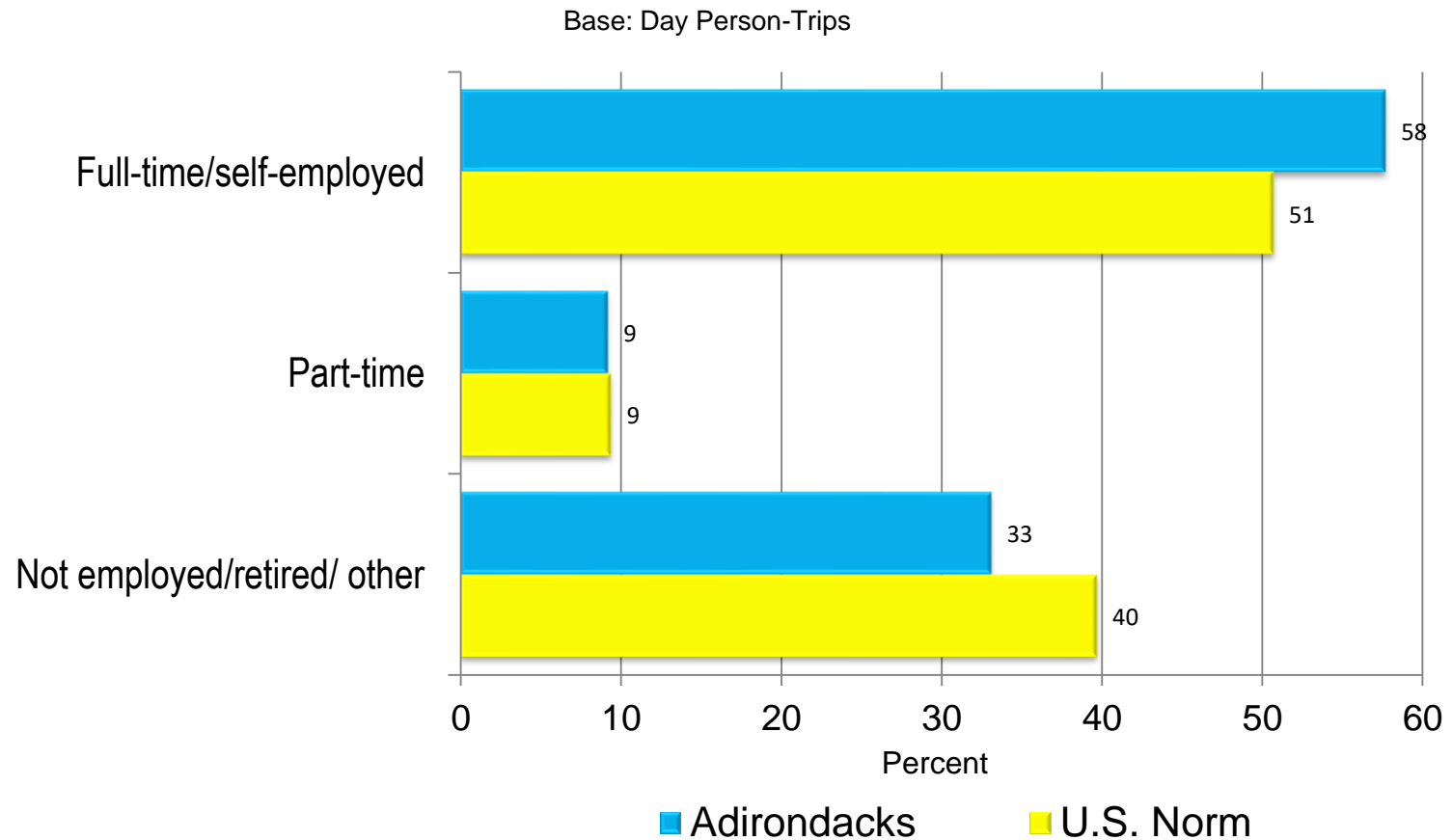


Education

Adirondacks vs. Lake Placid vs. Lake George

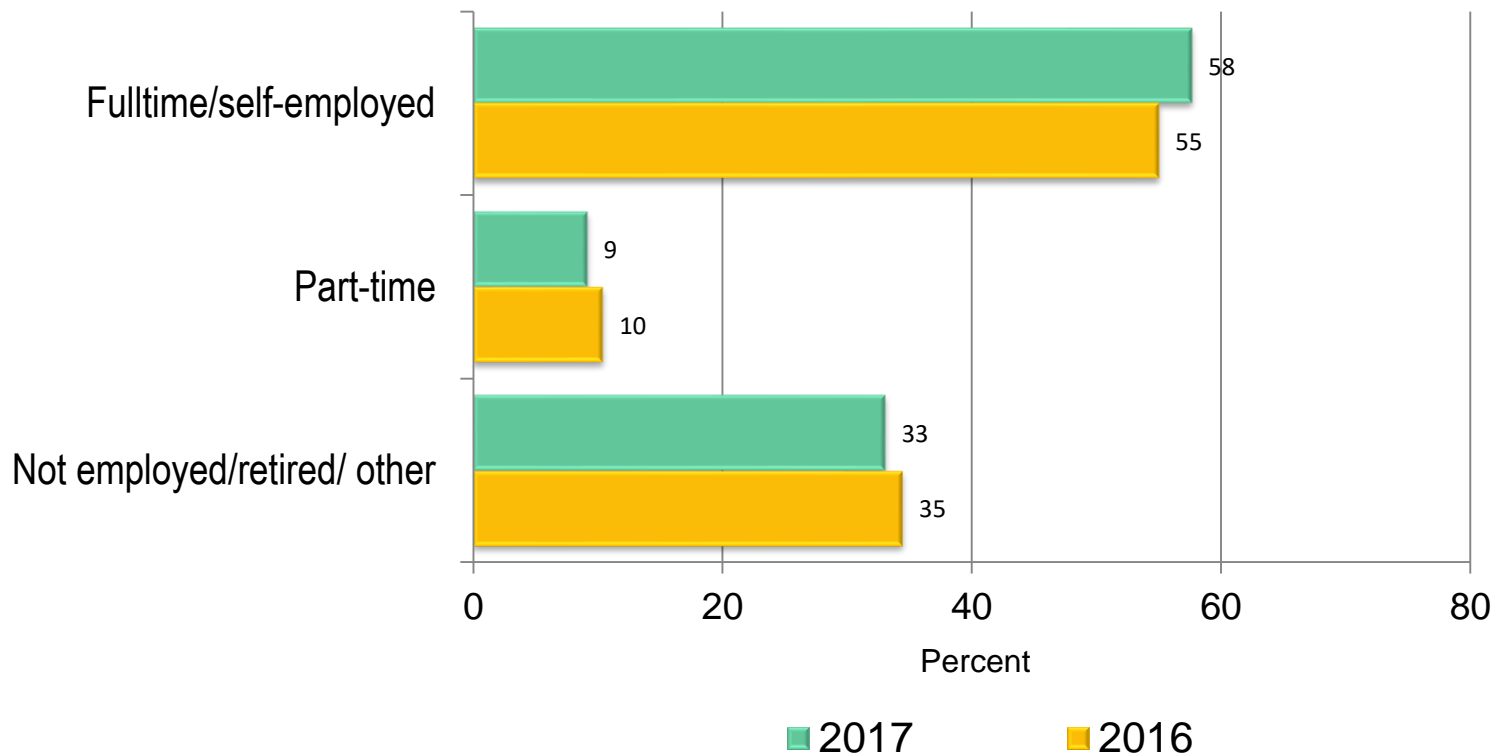


Employment

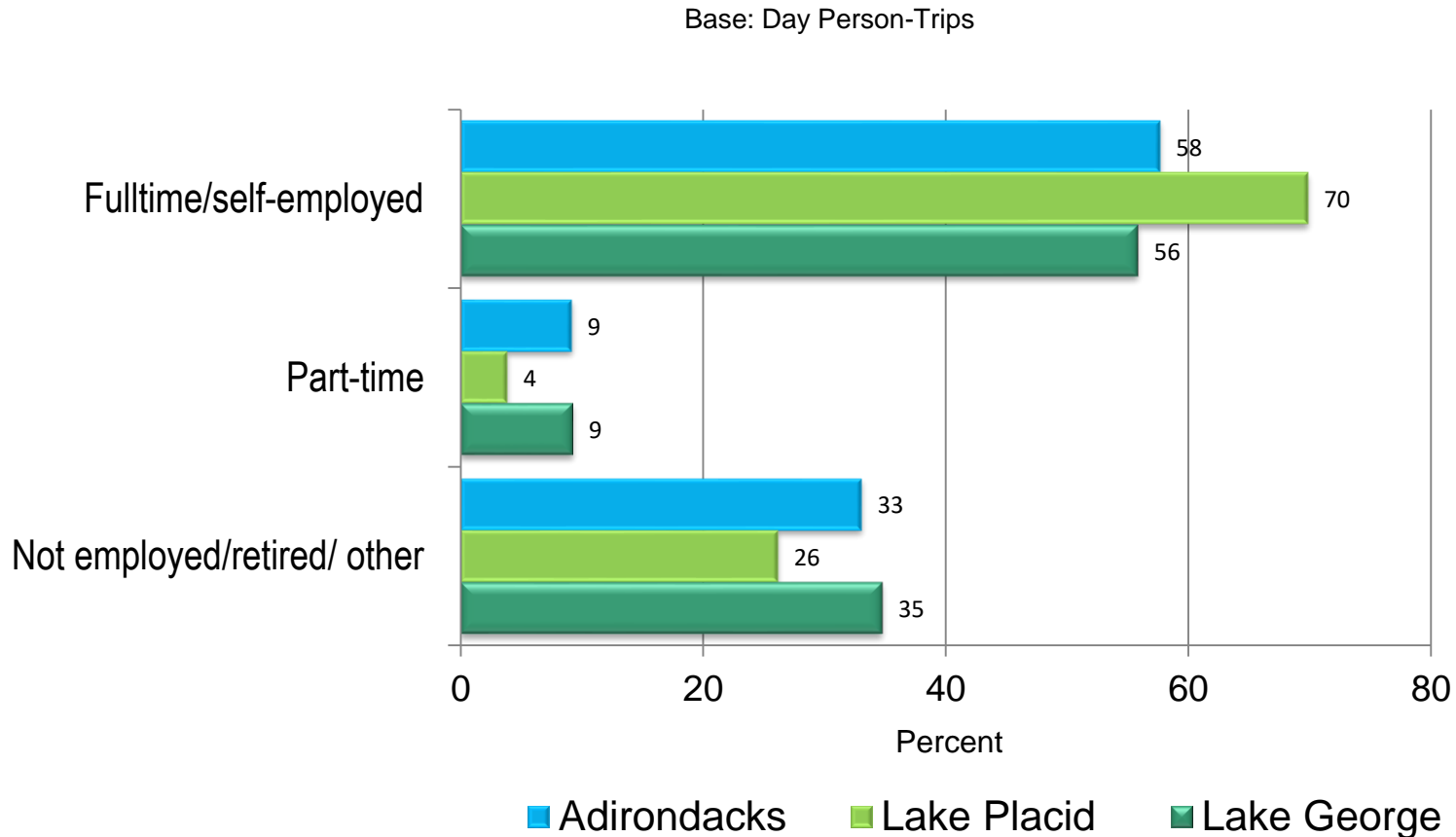


Employment 2017 vs. 2016

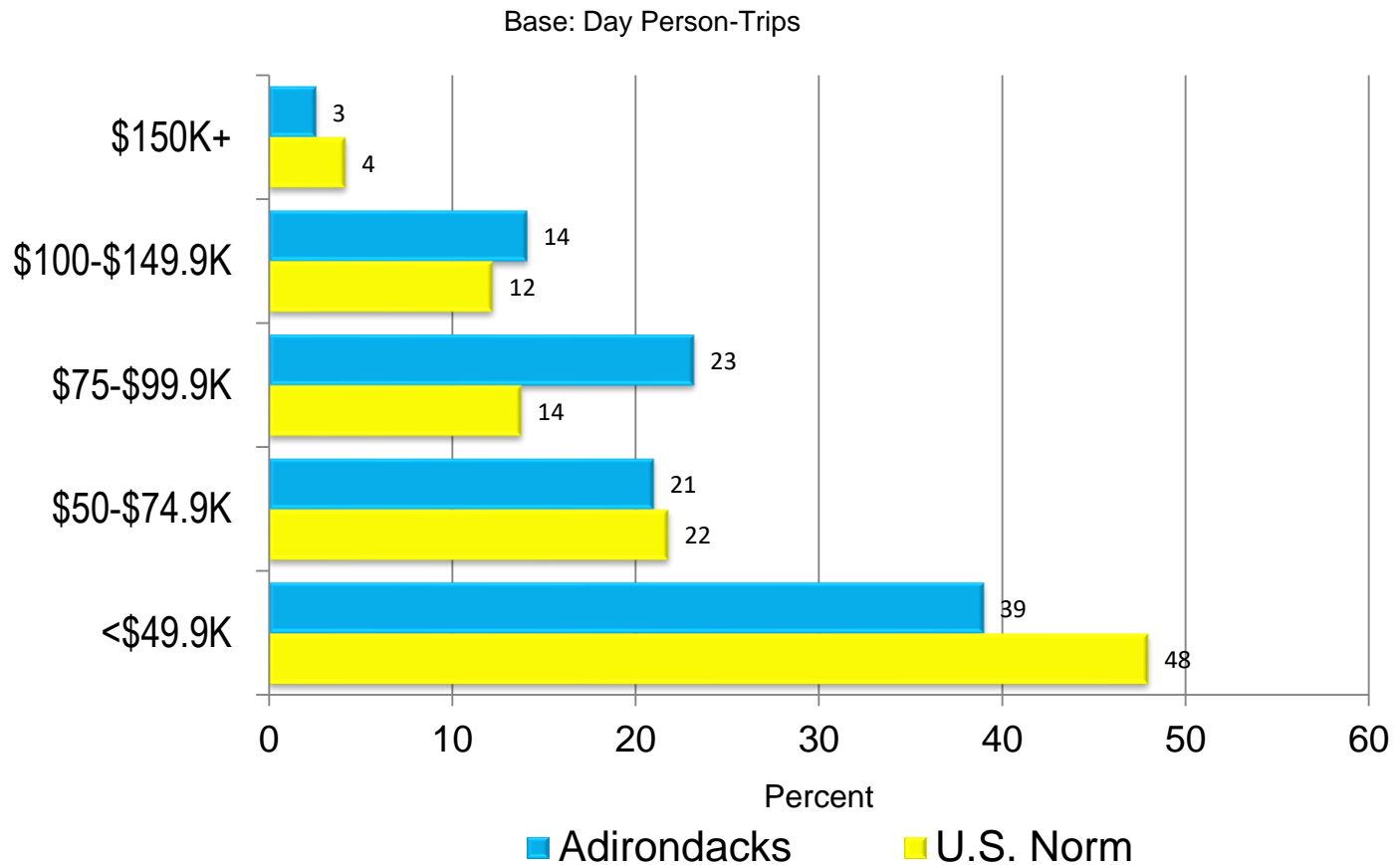
Base: Day Person-Trips to Adirondacks



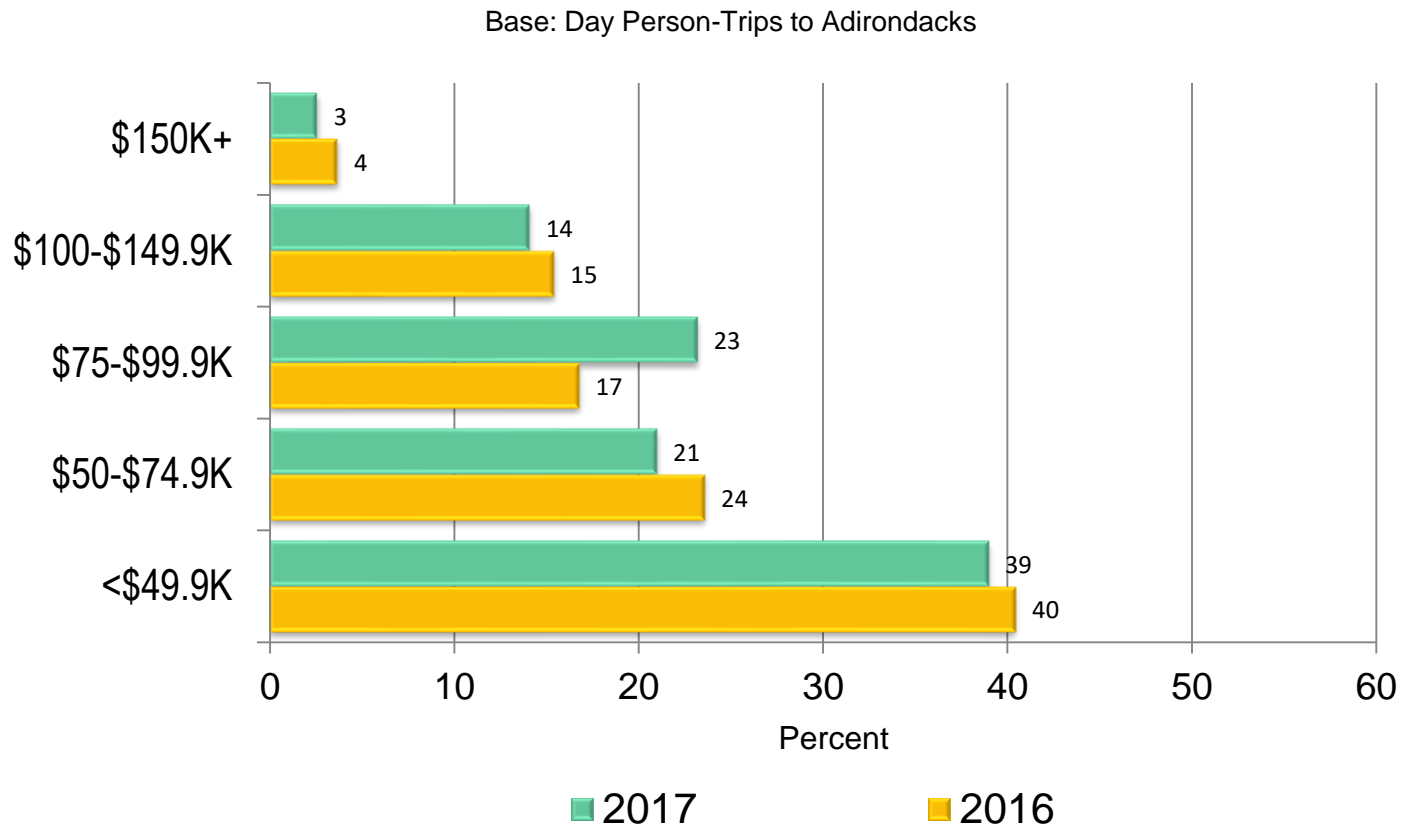
Employment Adirondacks vs. Lake Placid vs. Lake George



Household Income

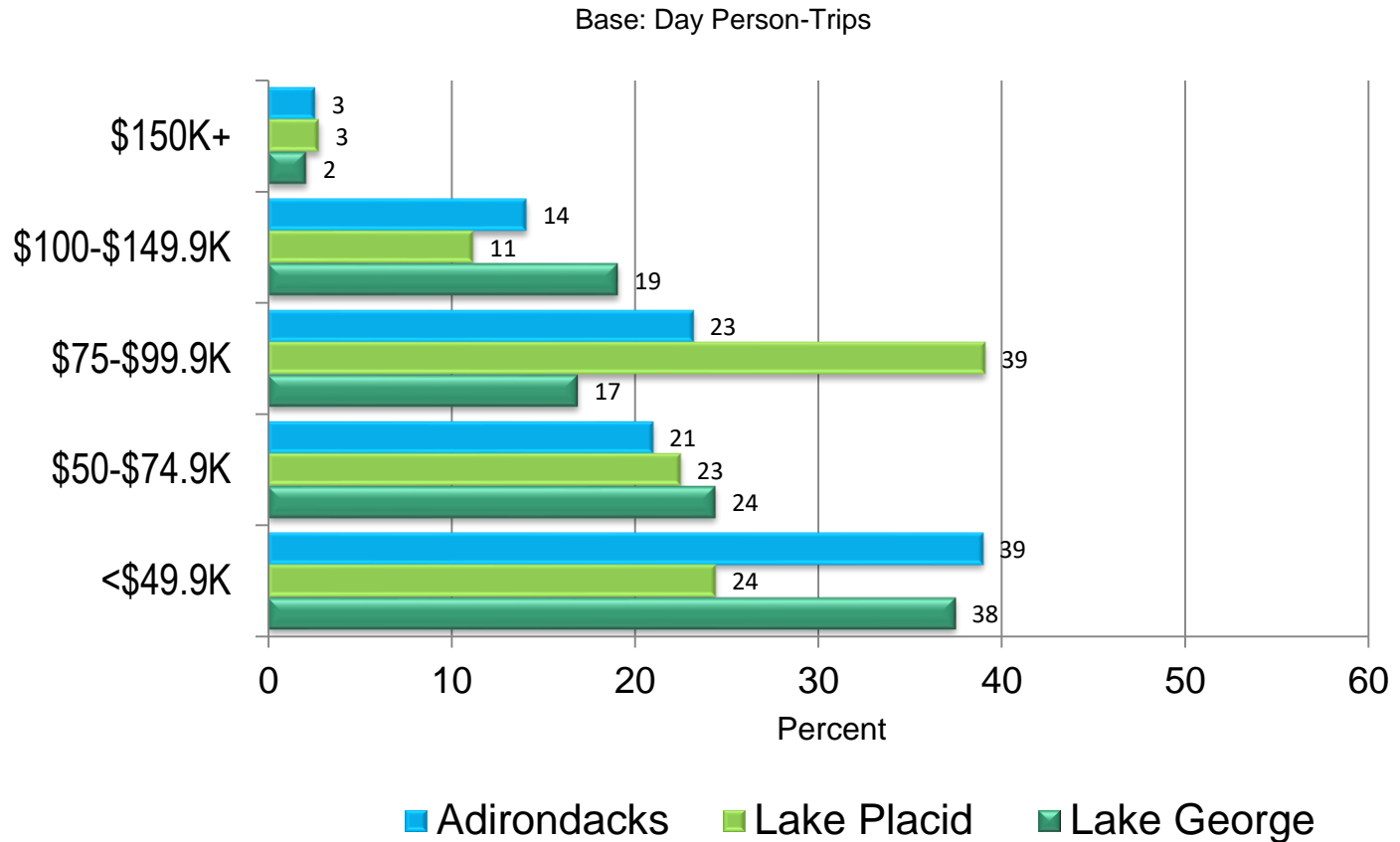


Household Income 2017 vs. 2016

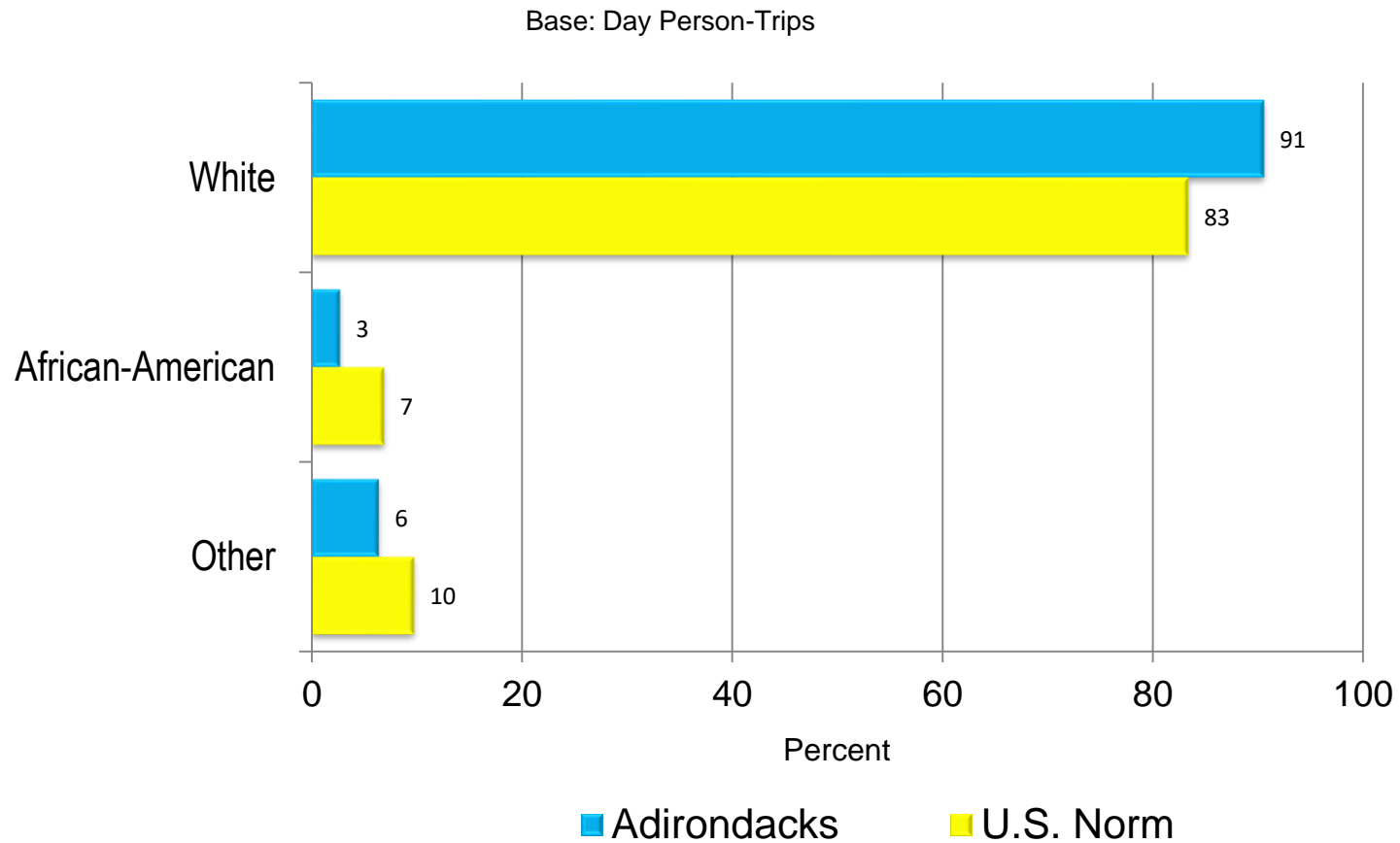


Household Income

Adirondacks vs. Lake Placid vs. Lake George

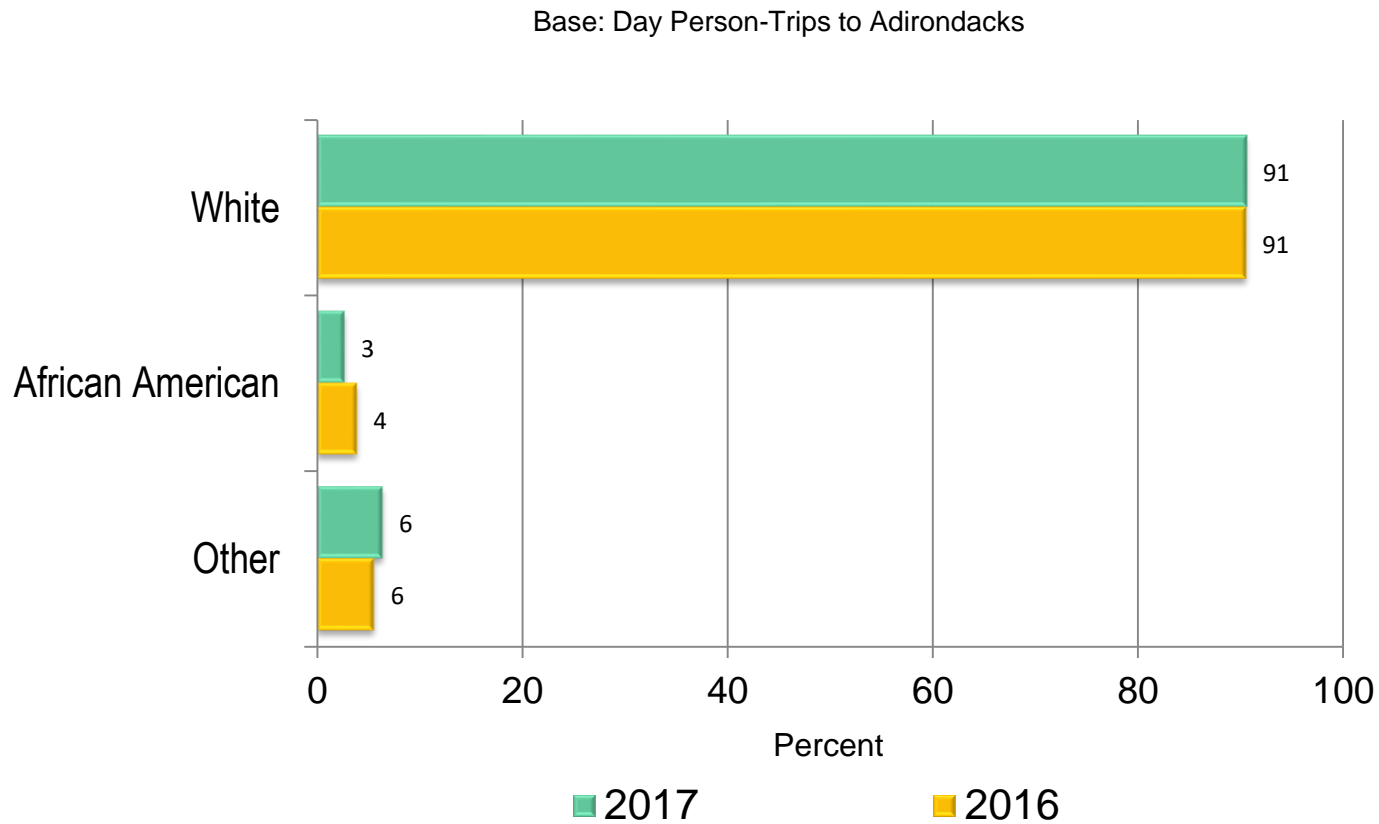


Race



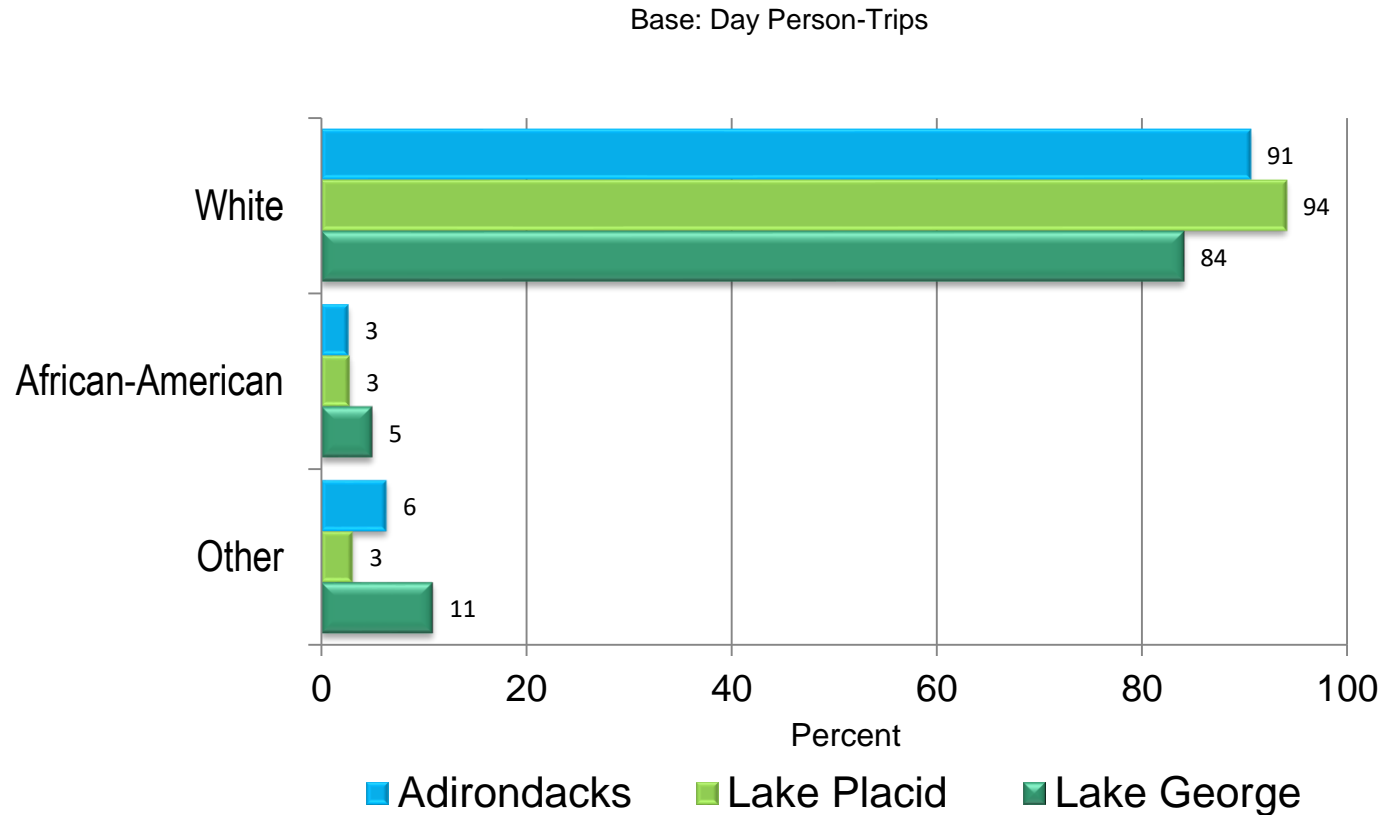
Race

2017 vs. 2016

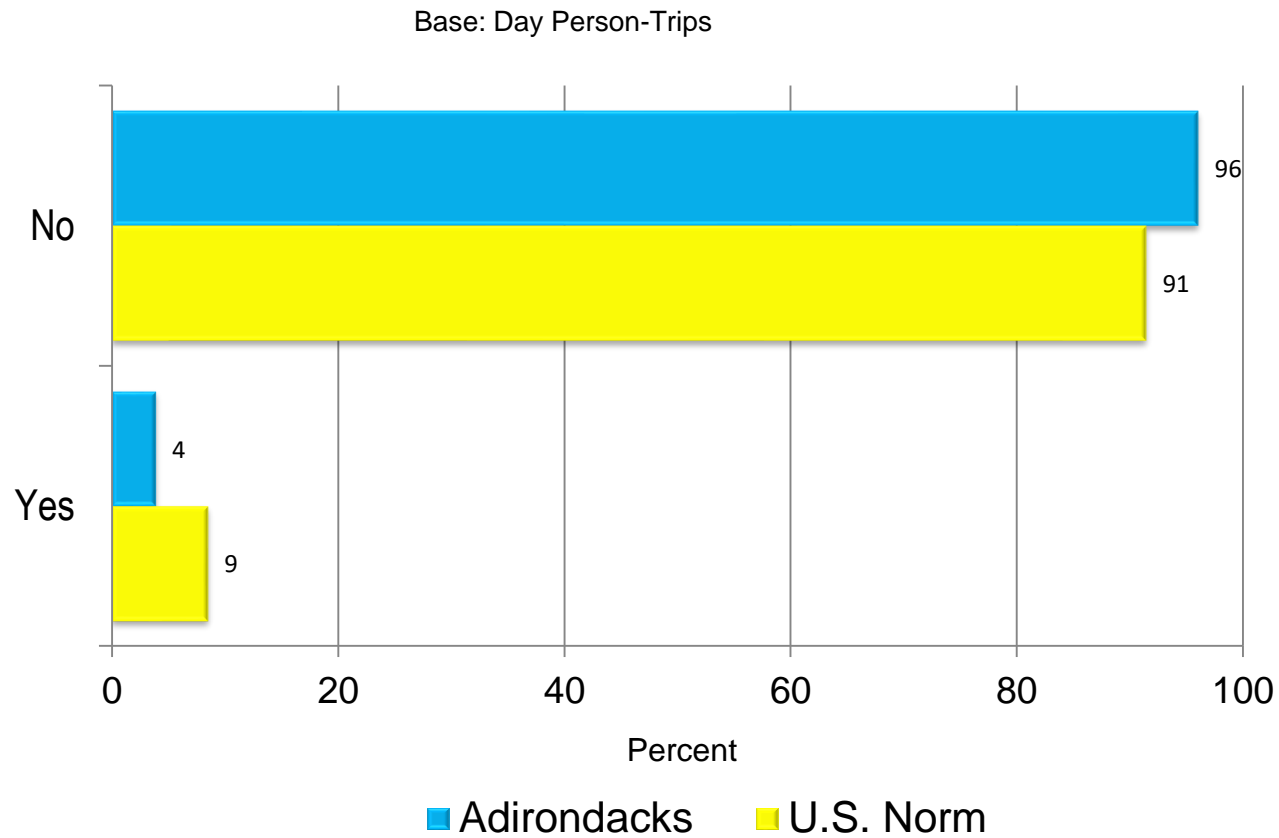


Race

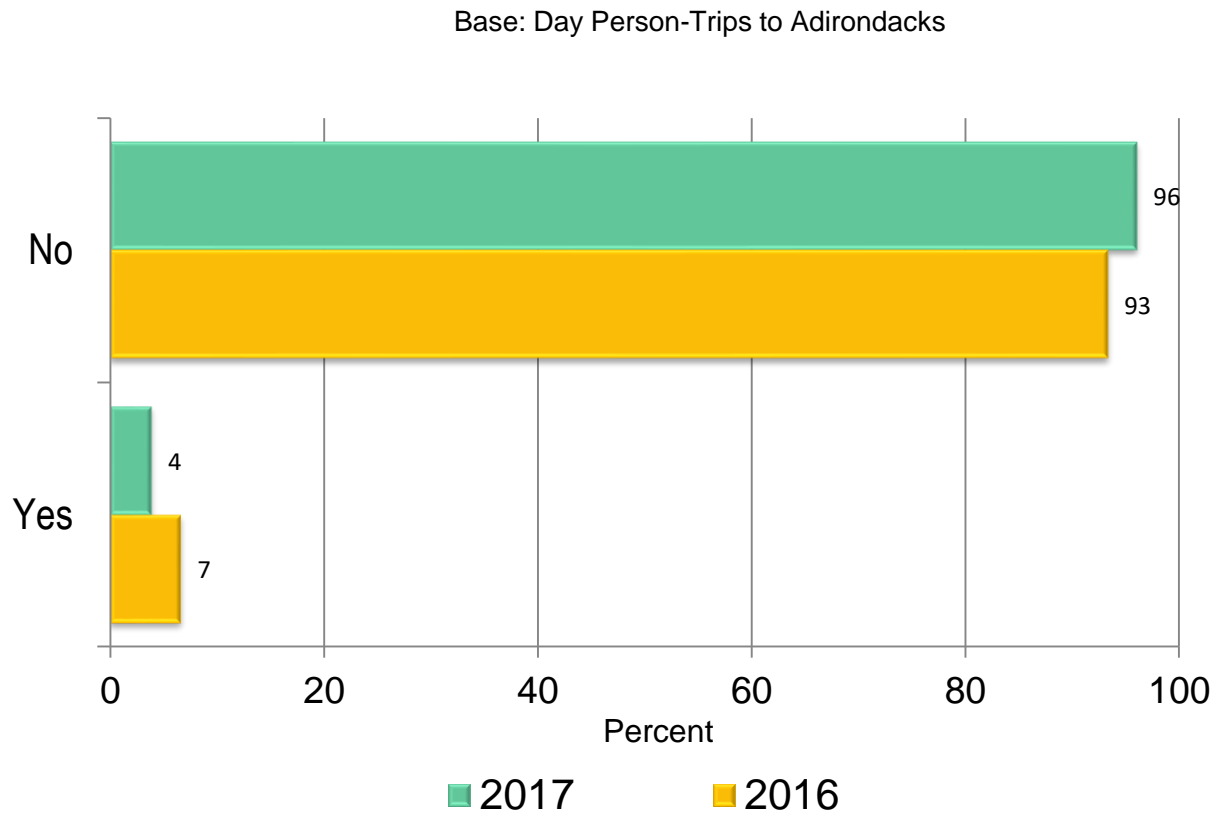
Adirondacks vs. Lake Placid vs. Lake George



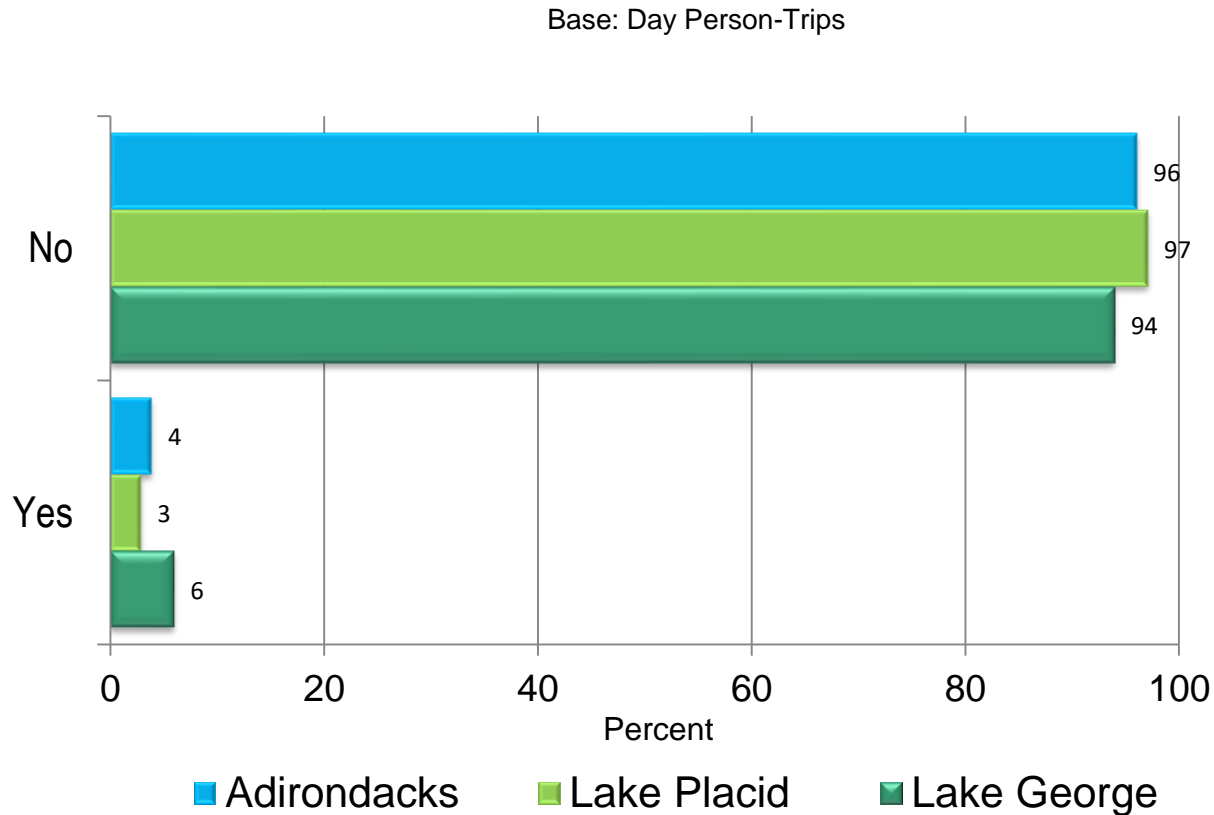
Hispanic Background



Hispanic Background 2017 vs. 2016



Hispanic Background Adirondacks vs. Lake Placid vs. Lake George





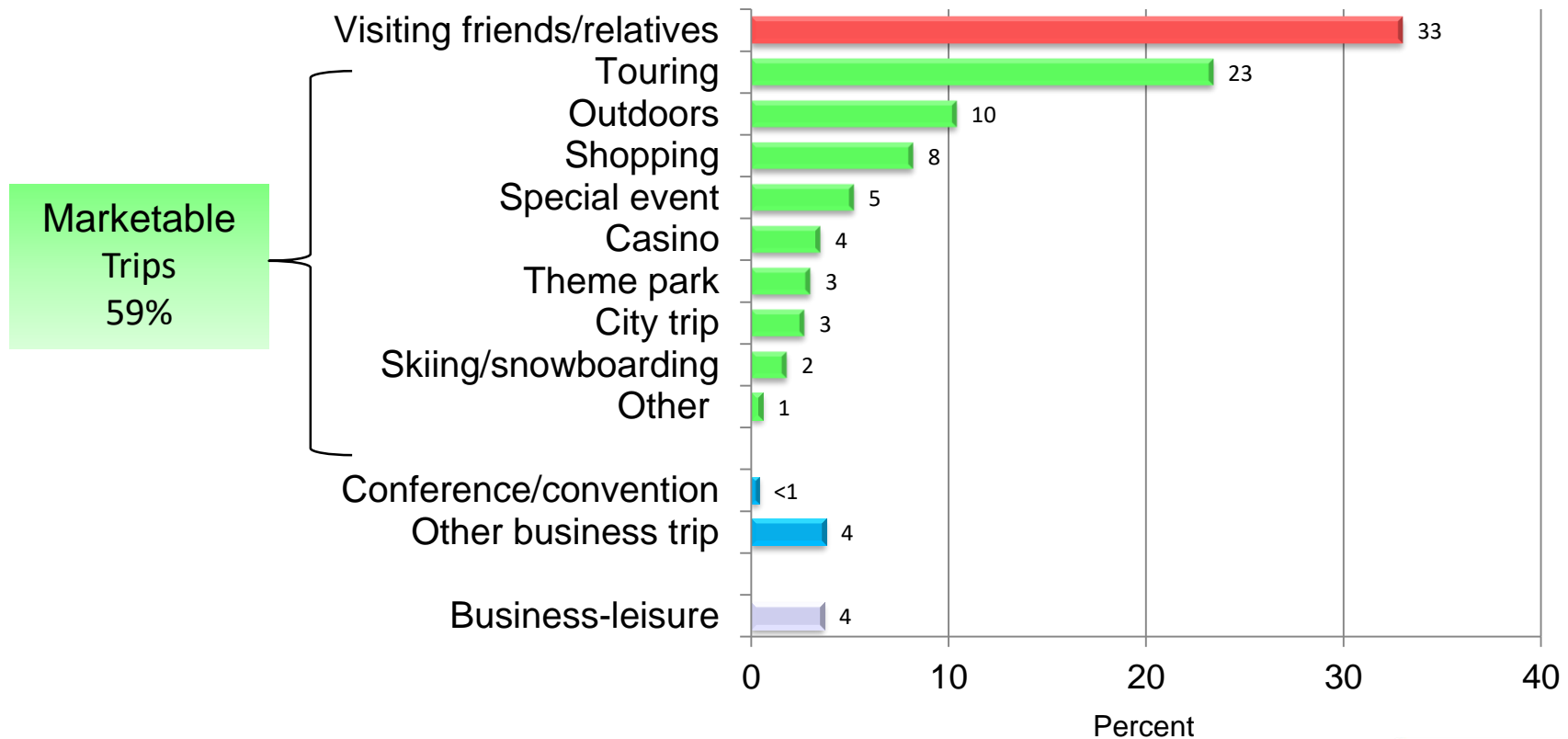
Longwoods
INTERNATIONAL
40 YEARS TOGETHER

Day Trip Characteristics

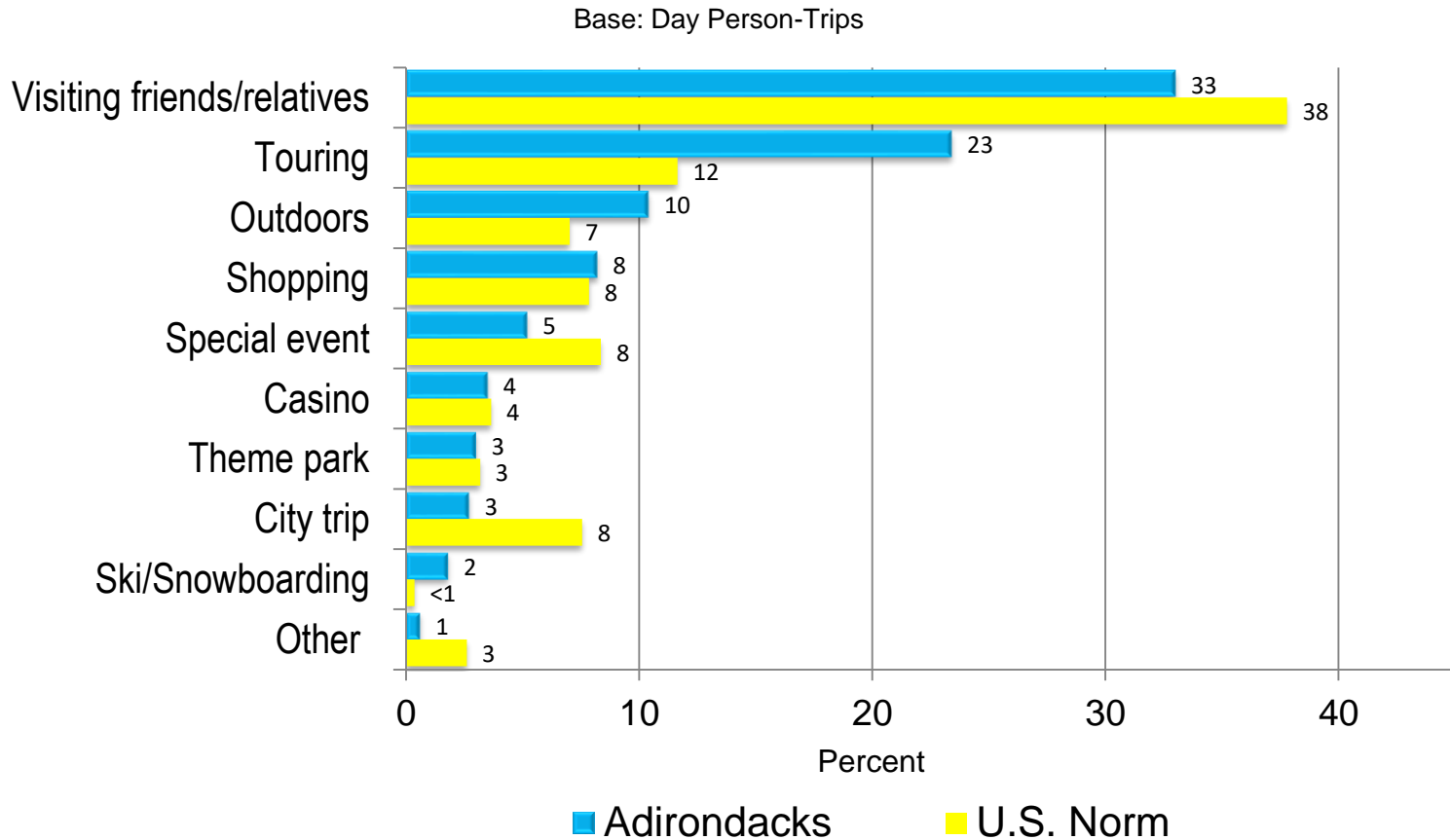


2017 Main Purpose of Trip

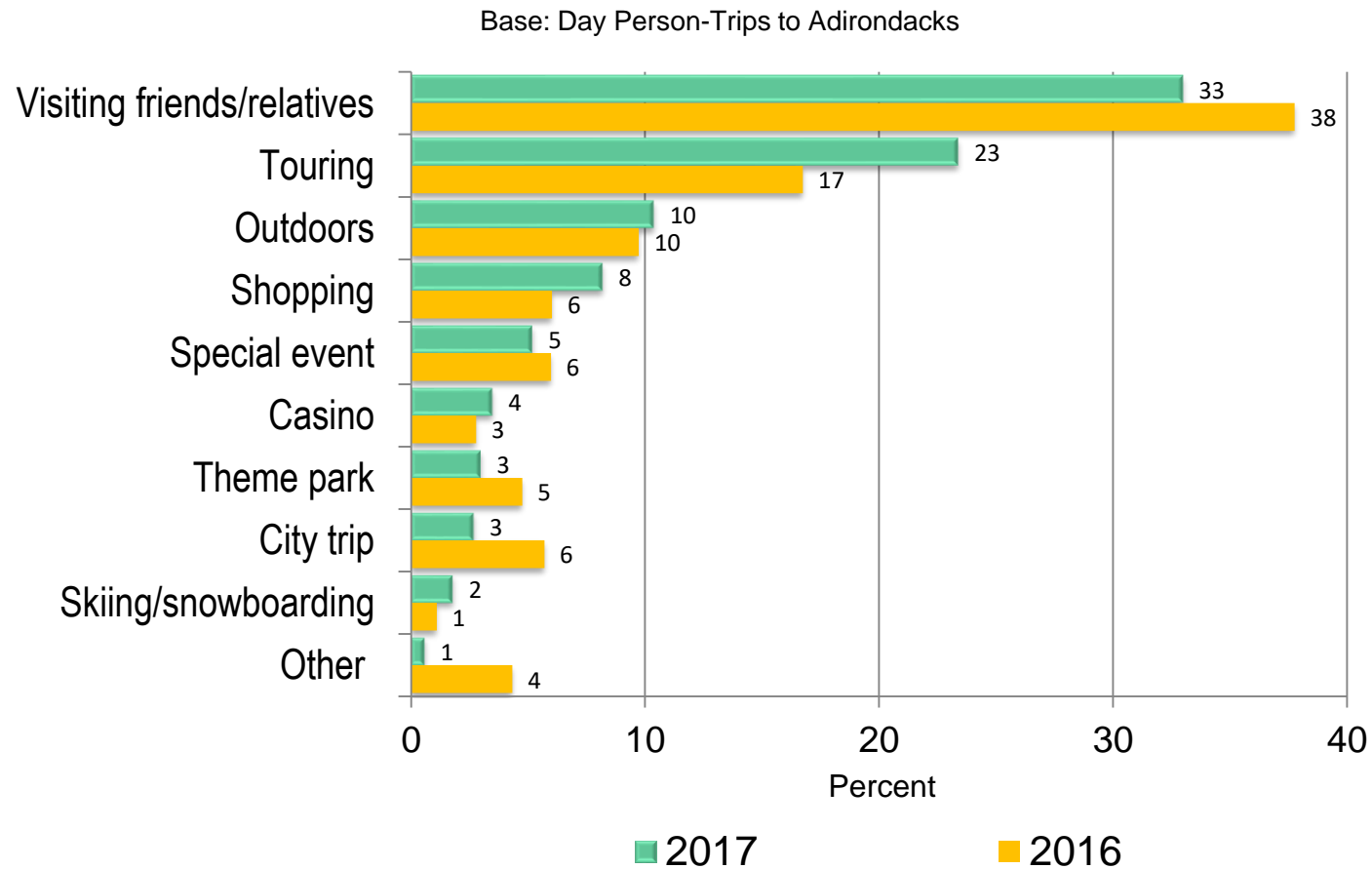
Base: Day Person-Trips to Adirondacks



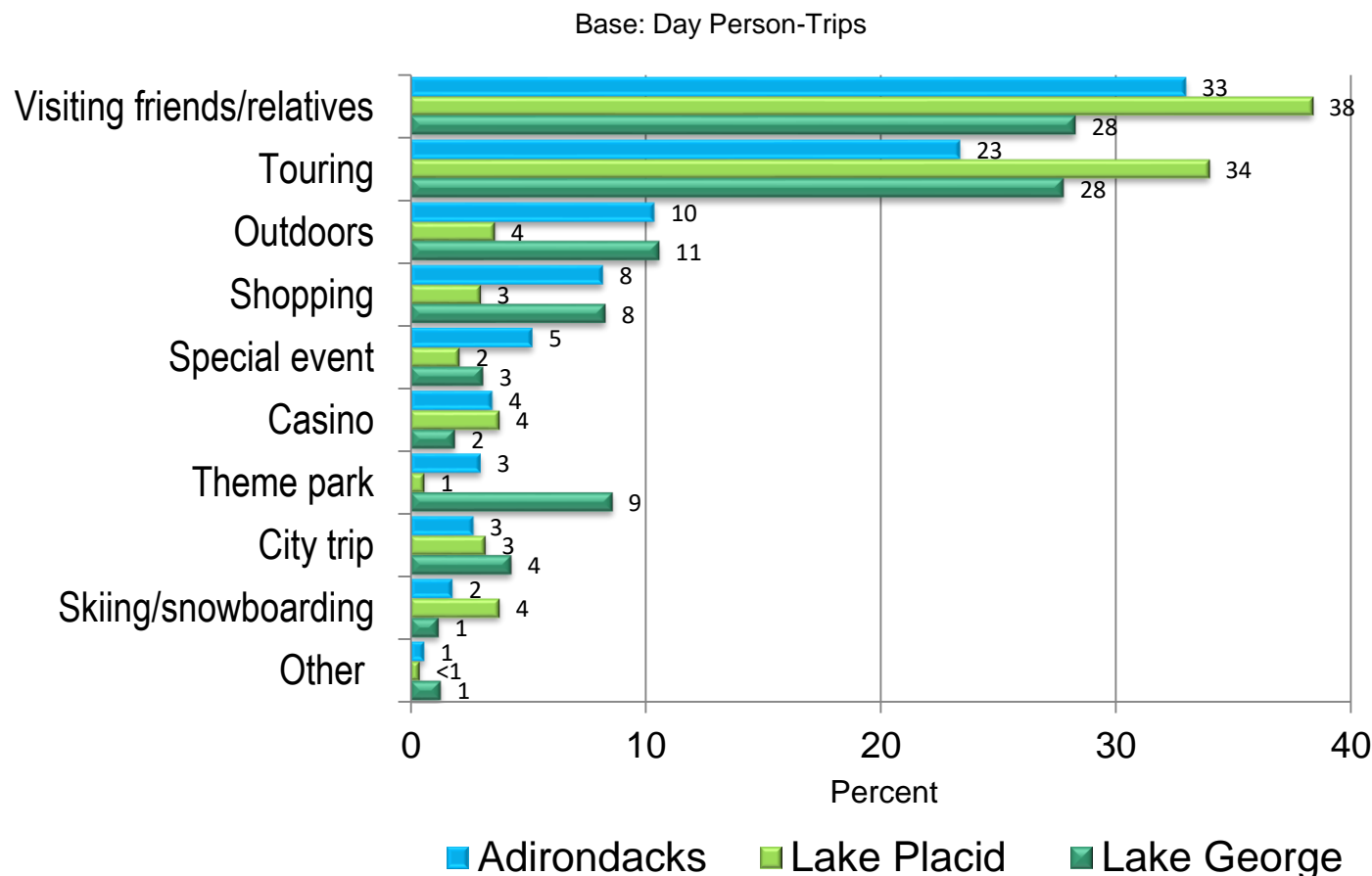
Main Purpose of Leisure Trip — Adirondacks vs. National Norm



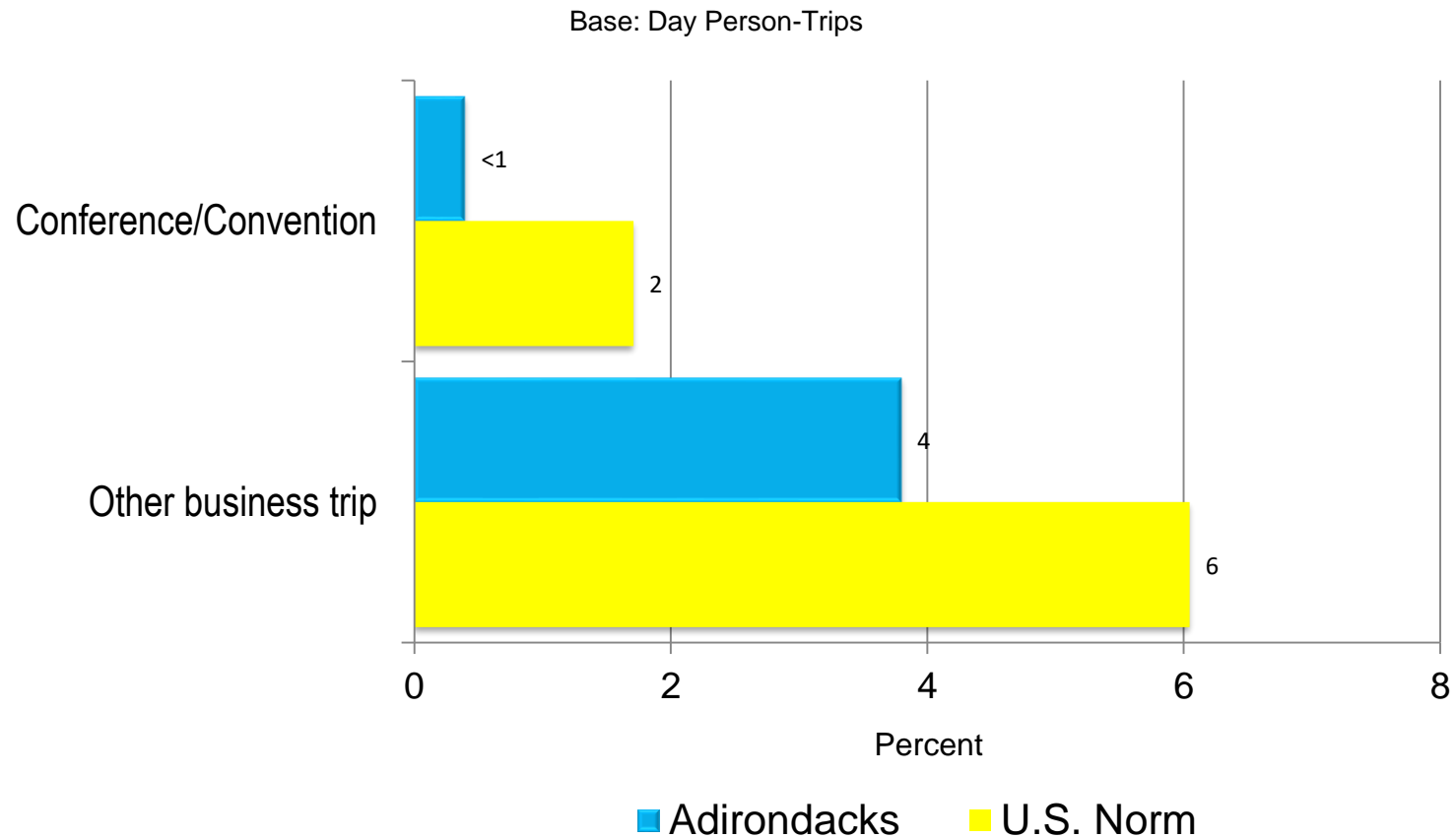
Main Purpose of Day Leisure Trip – 2017 vs. 2016



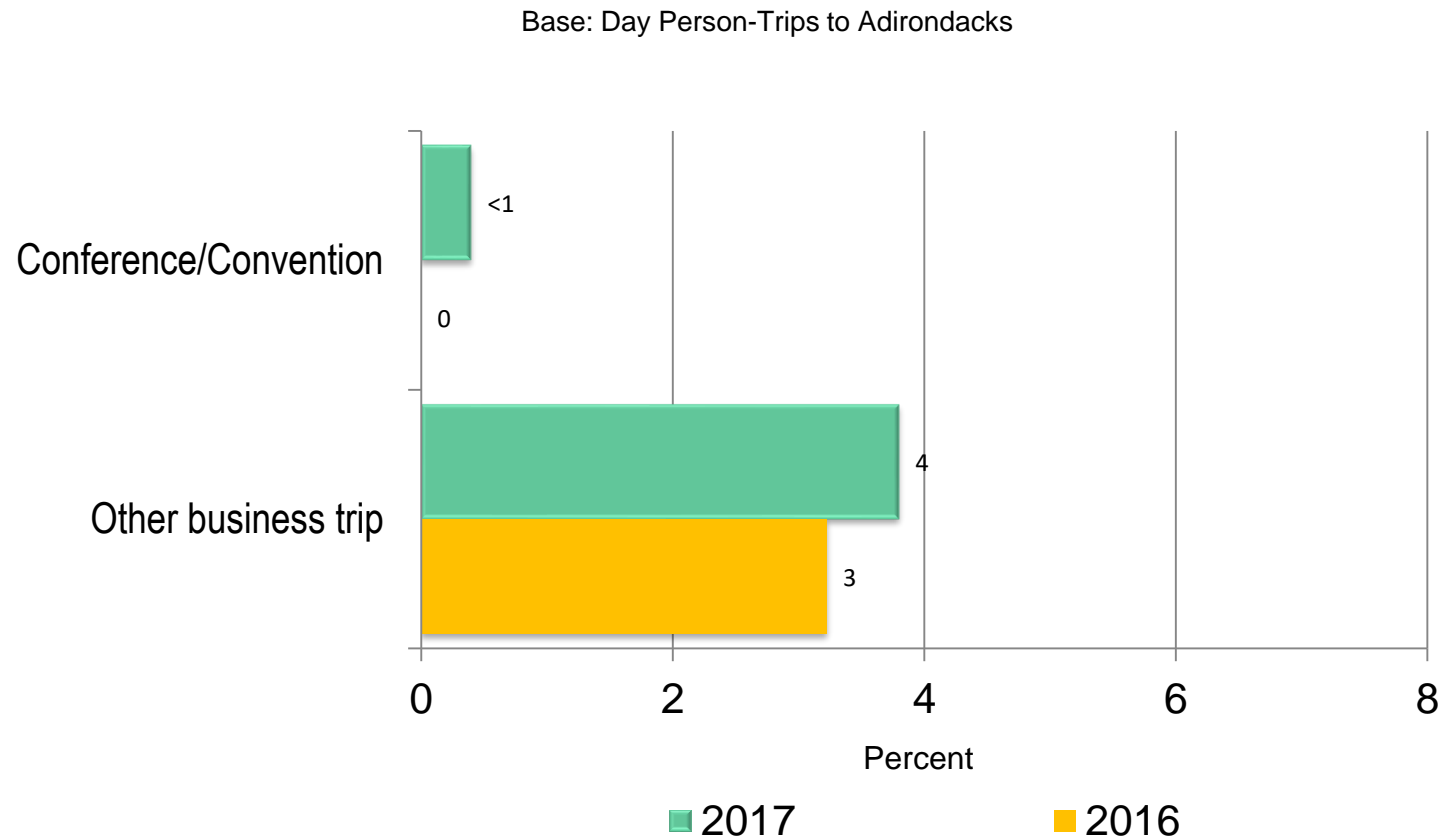
Main Purpose of Day Leisure Trip – Adirondacks vs. Lake Placid vs. Lake George



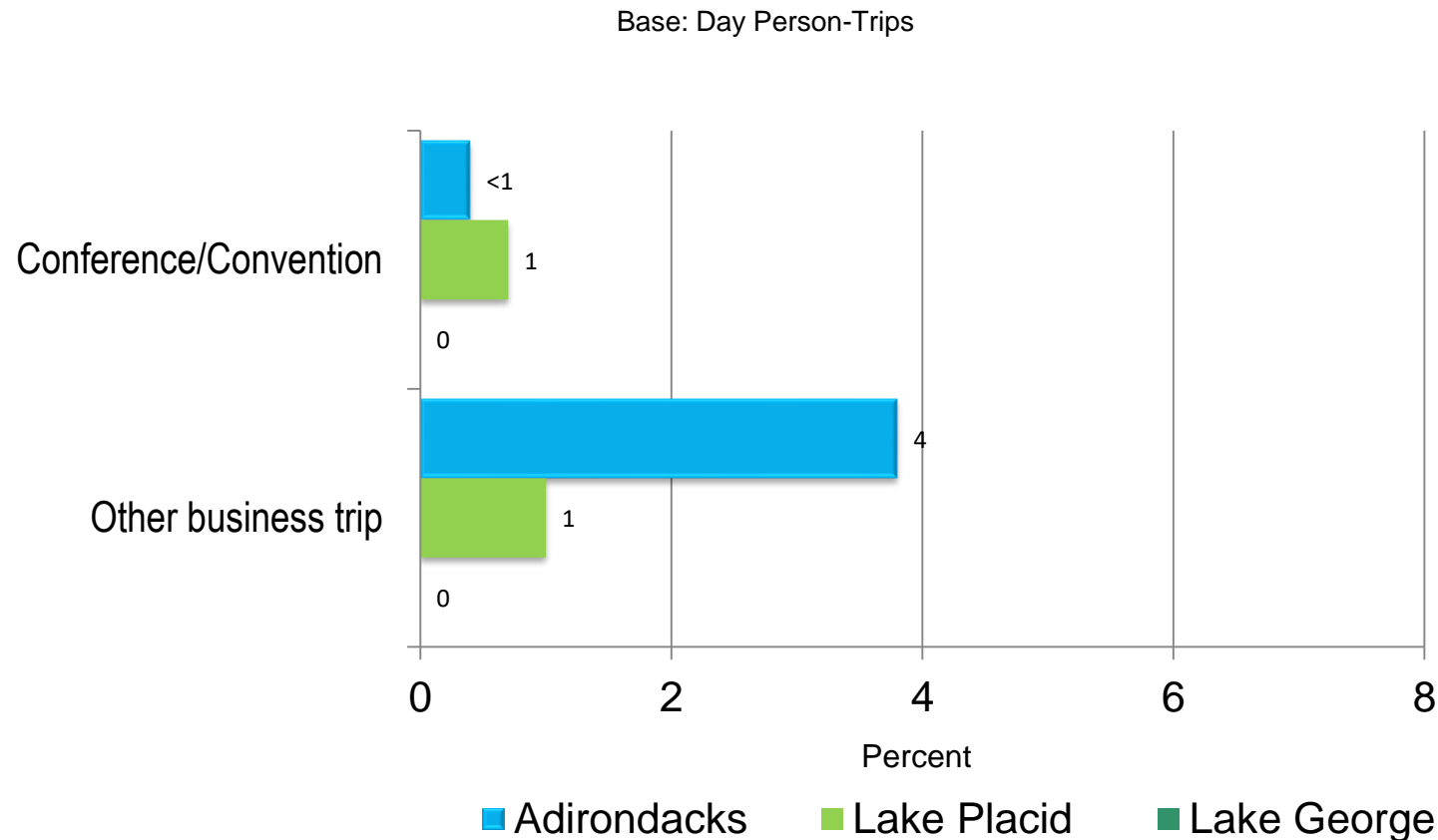
Main Purpose of Day Business Trip — Adirondacks vs. National Norm



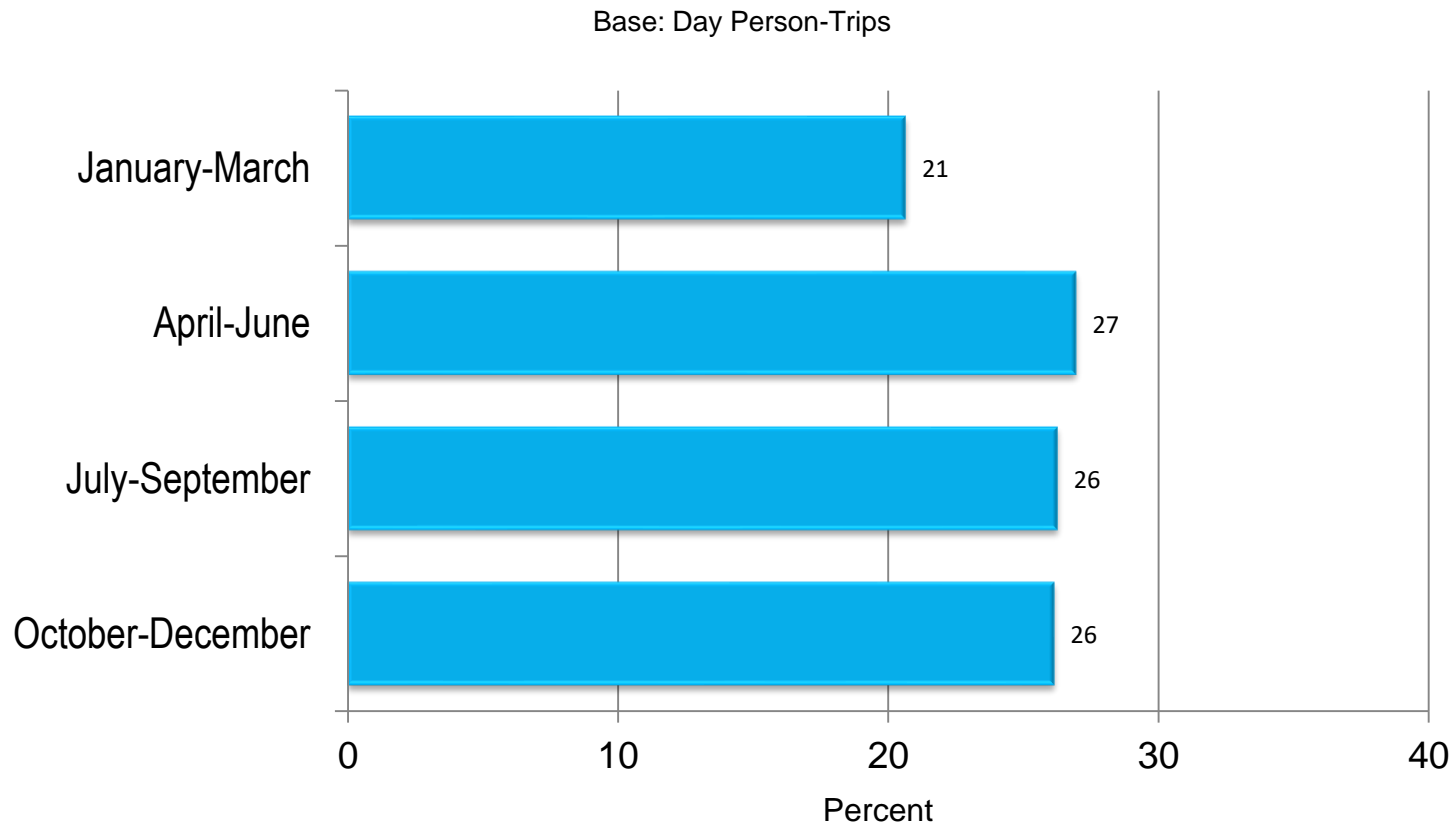
Main Purpose of Day Business Trip — 2017 vs. 2016



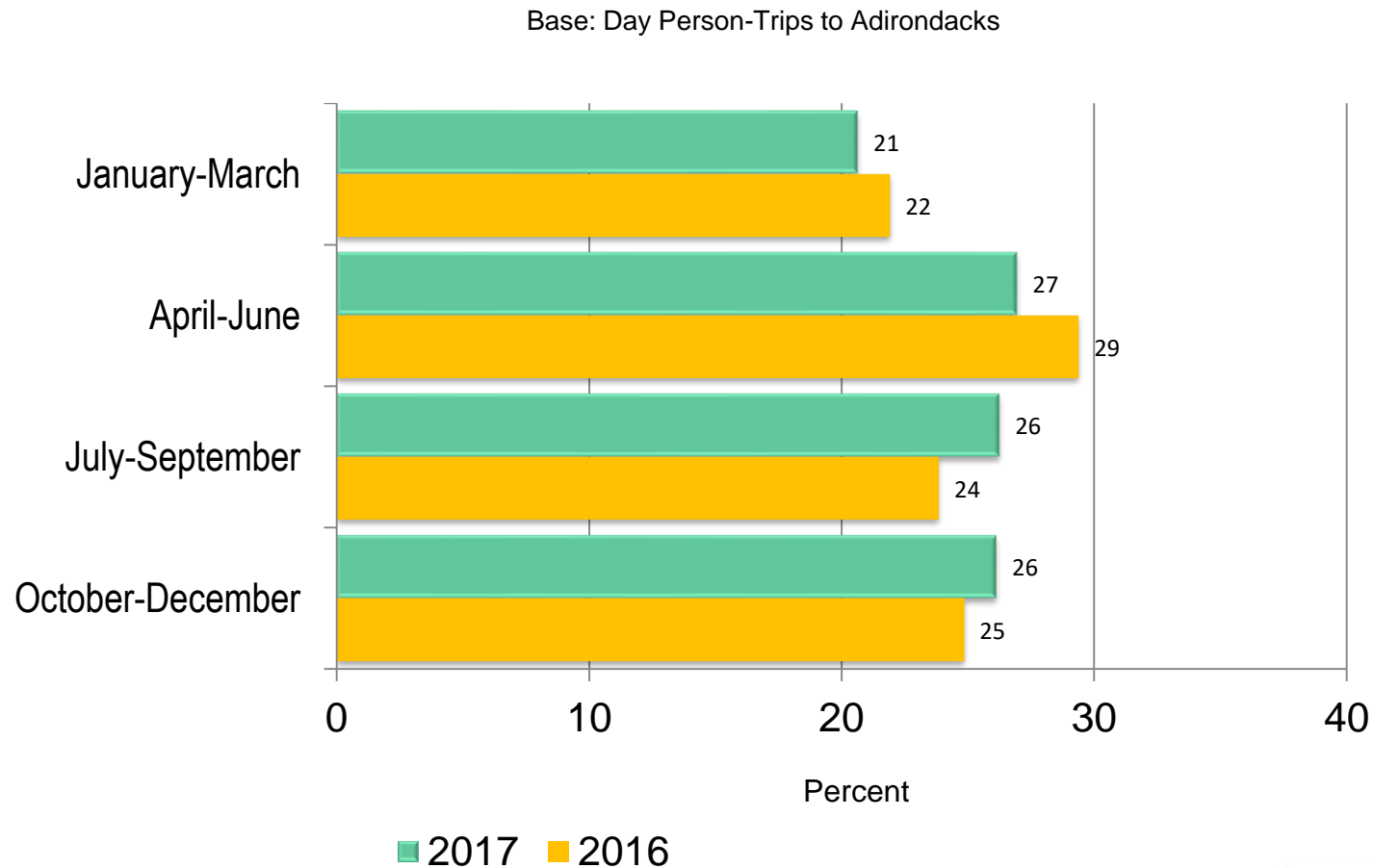
Main Purpose of Day Business Trip – Adirondacks vs. Lake Placid vs. Lake George



Season of Trip

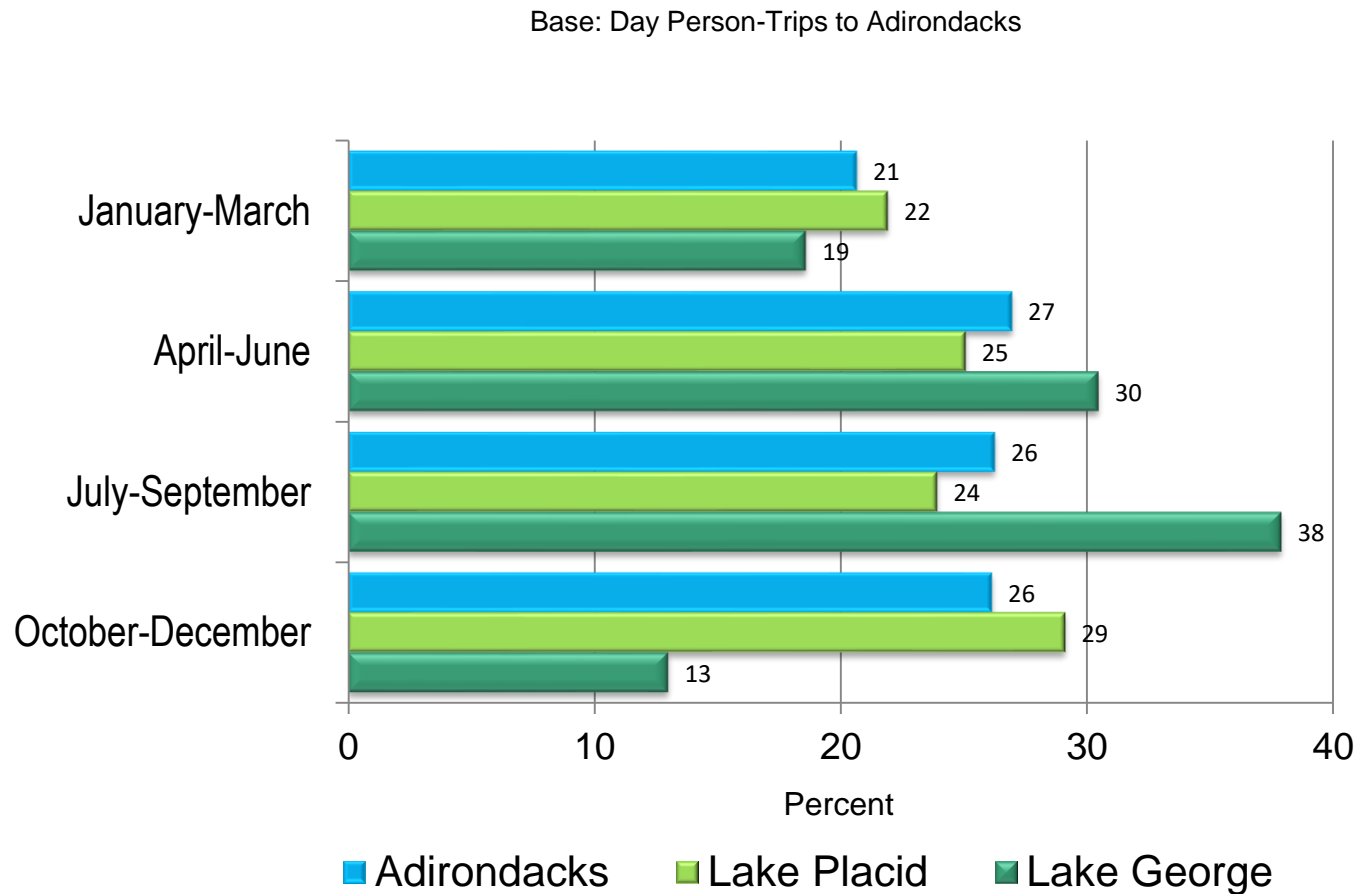


Season of Trip 2017 vs. 2016

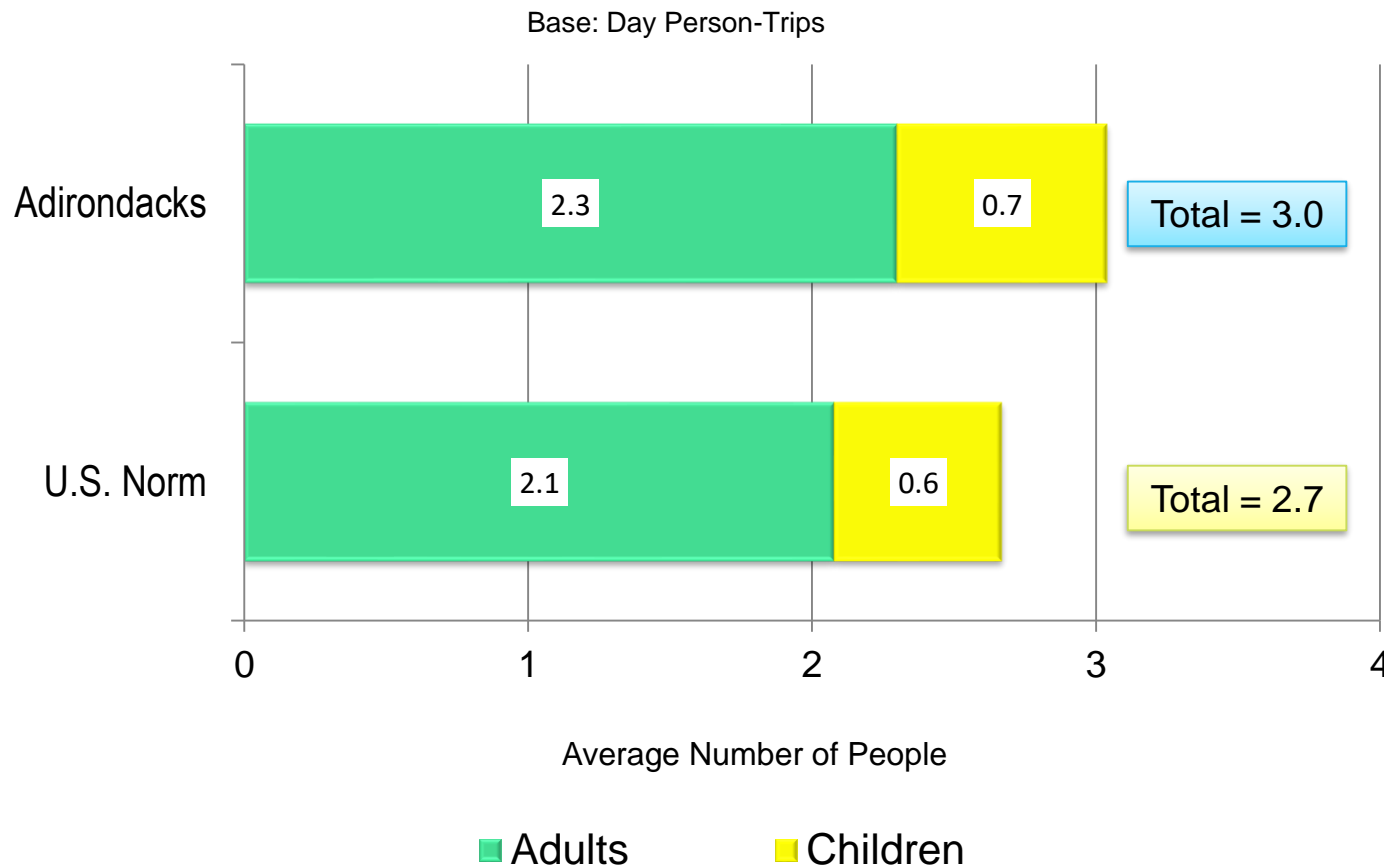


Season of Trip

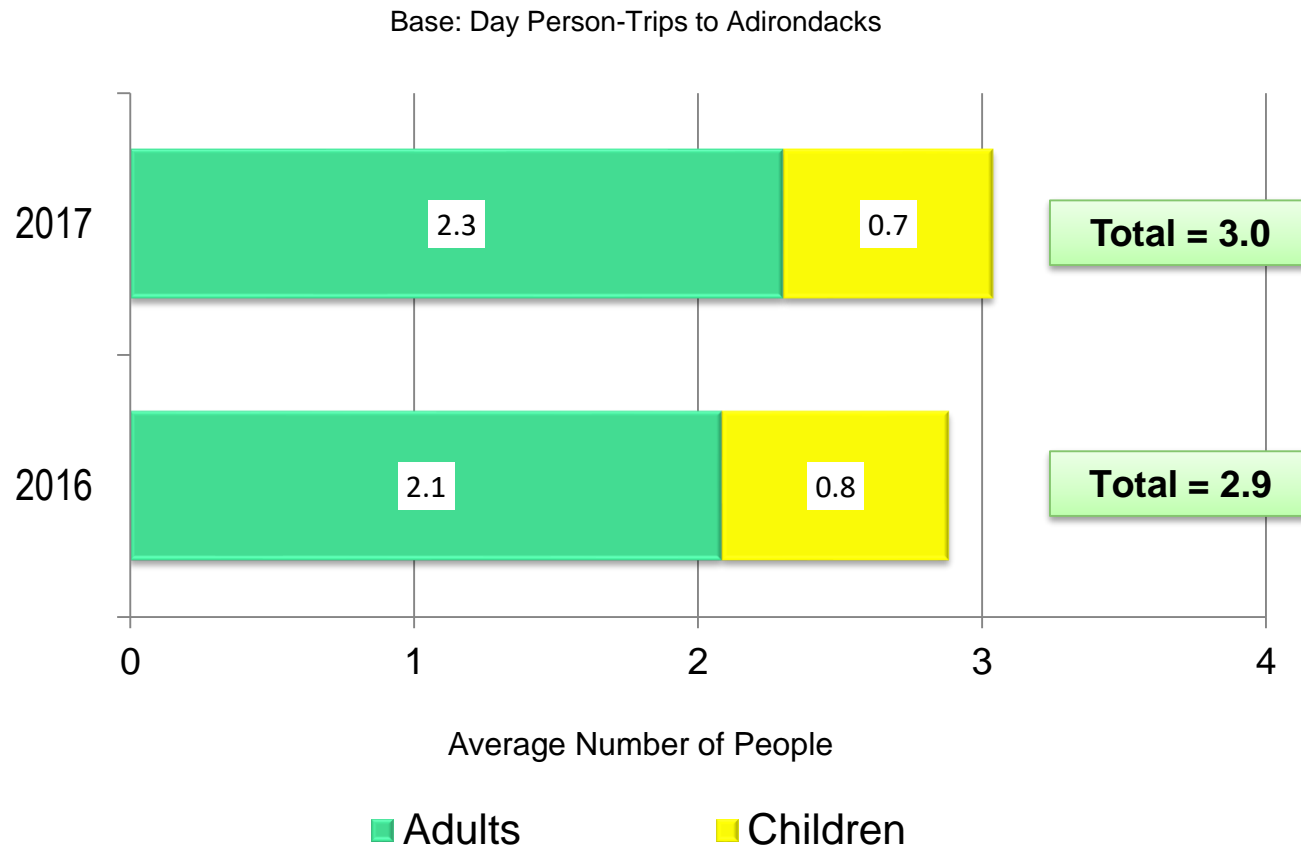
Adirondacks vs. Lake Placid vs. Lake George



Size of Travel Party

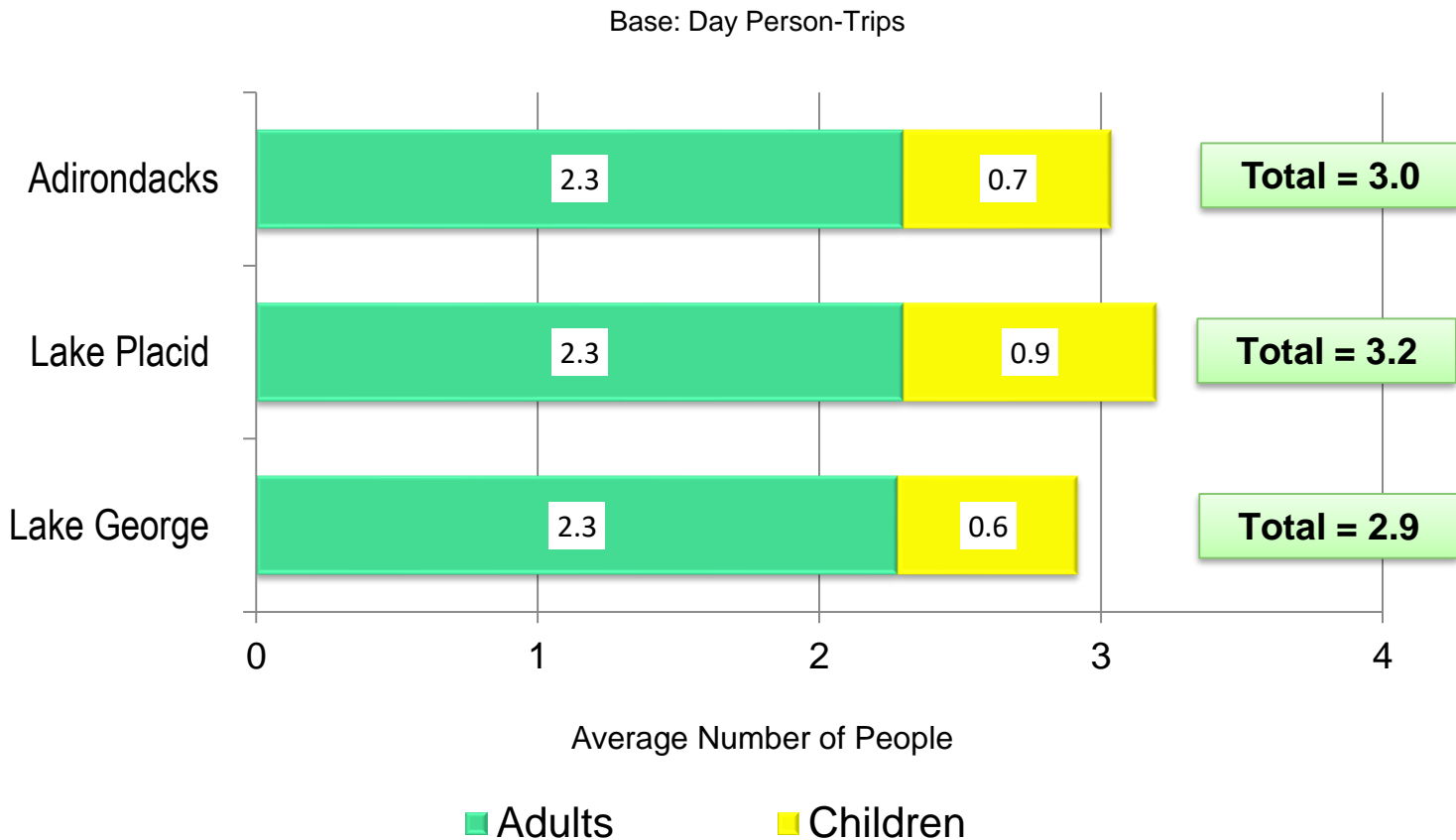


Size of Travel Party 2017 vs. 2016

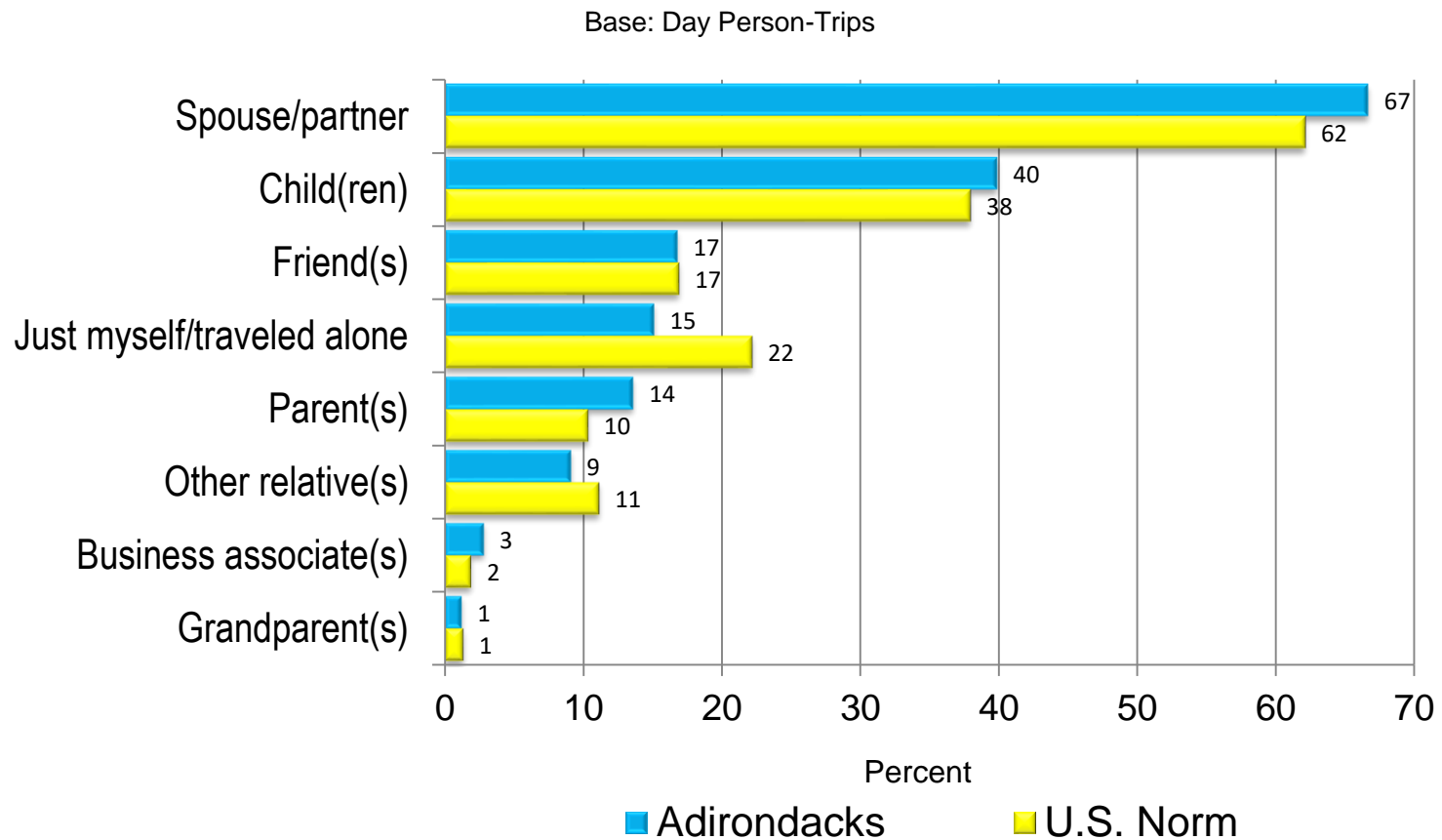


Size of Travel Party

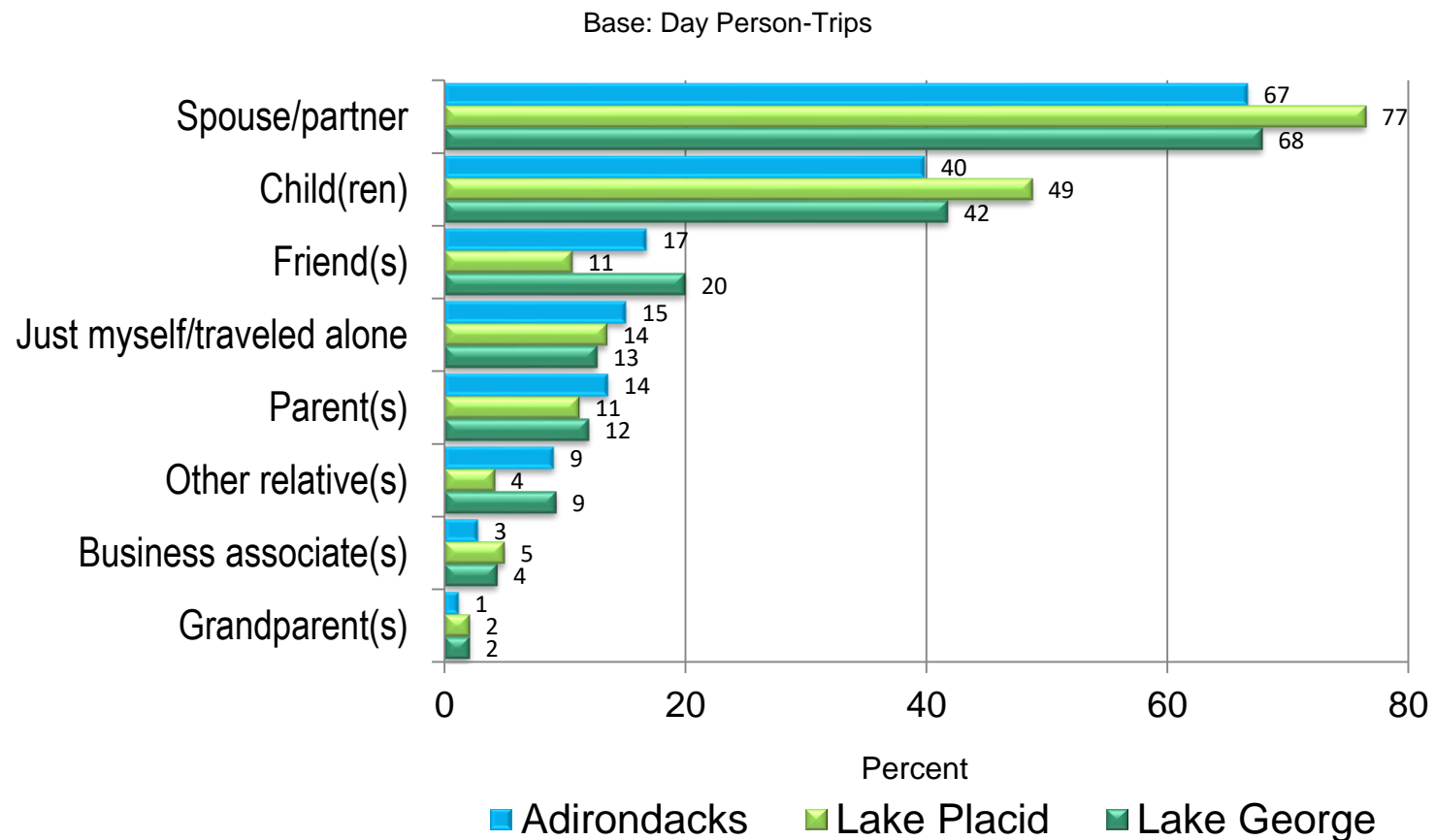
Adirondacks vs. Lake Placid vs. Lake George



Composition of Immediate Travel Party



Composition of Immediate Travel Party Adirondacks vs. Lake Placid vs. Lake George

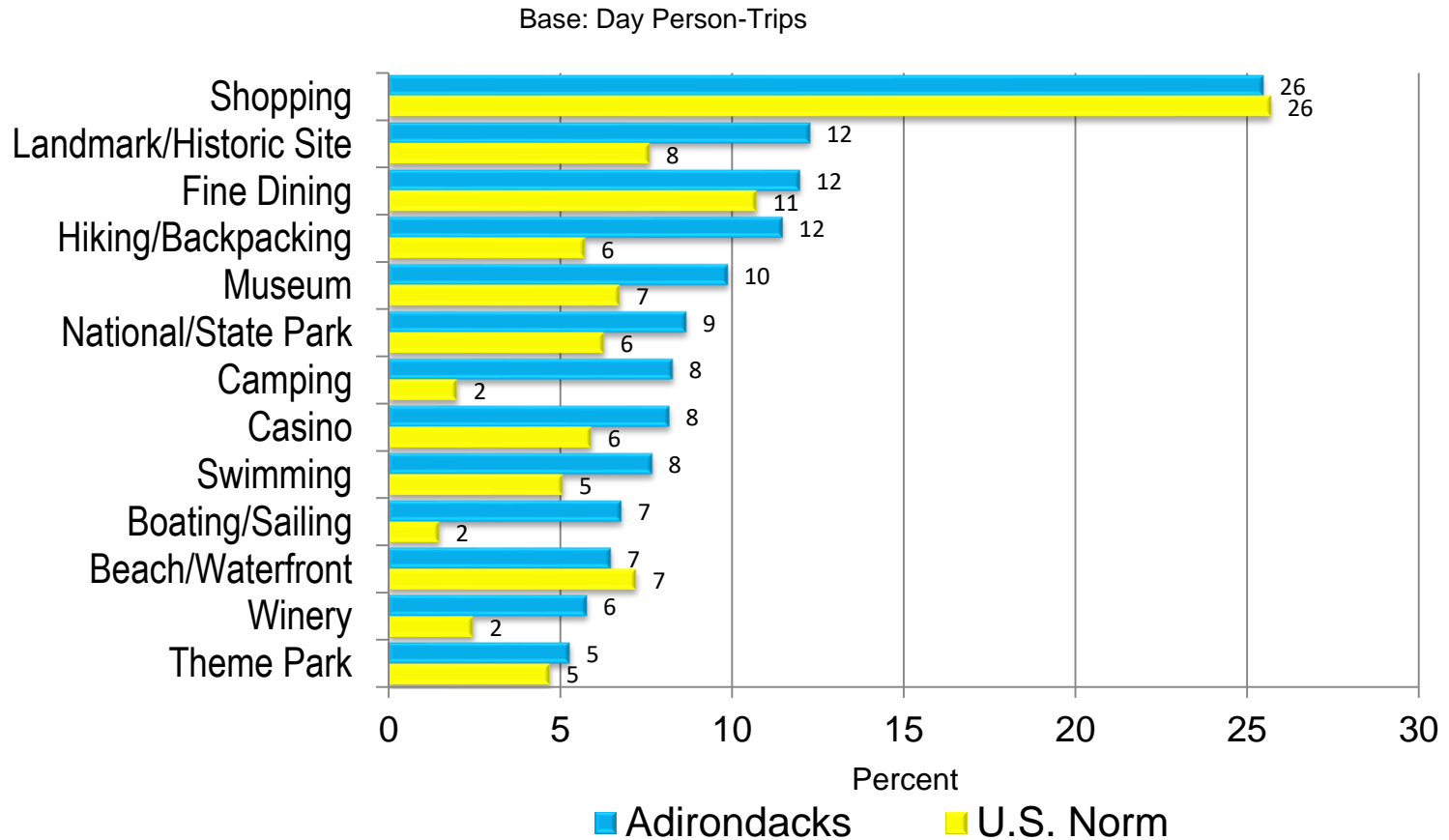




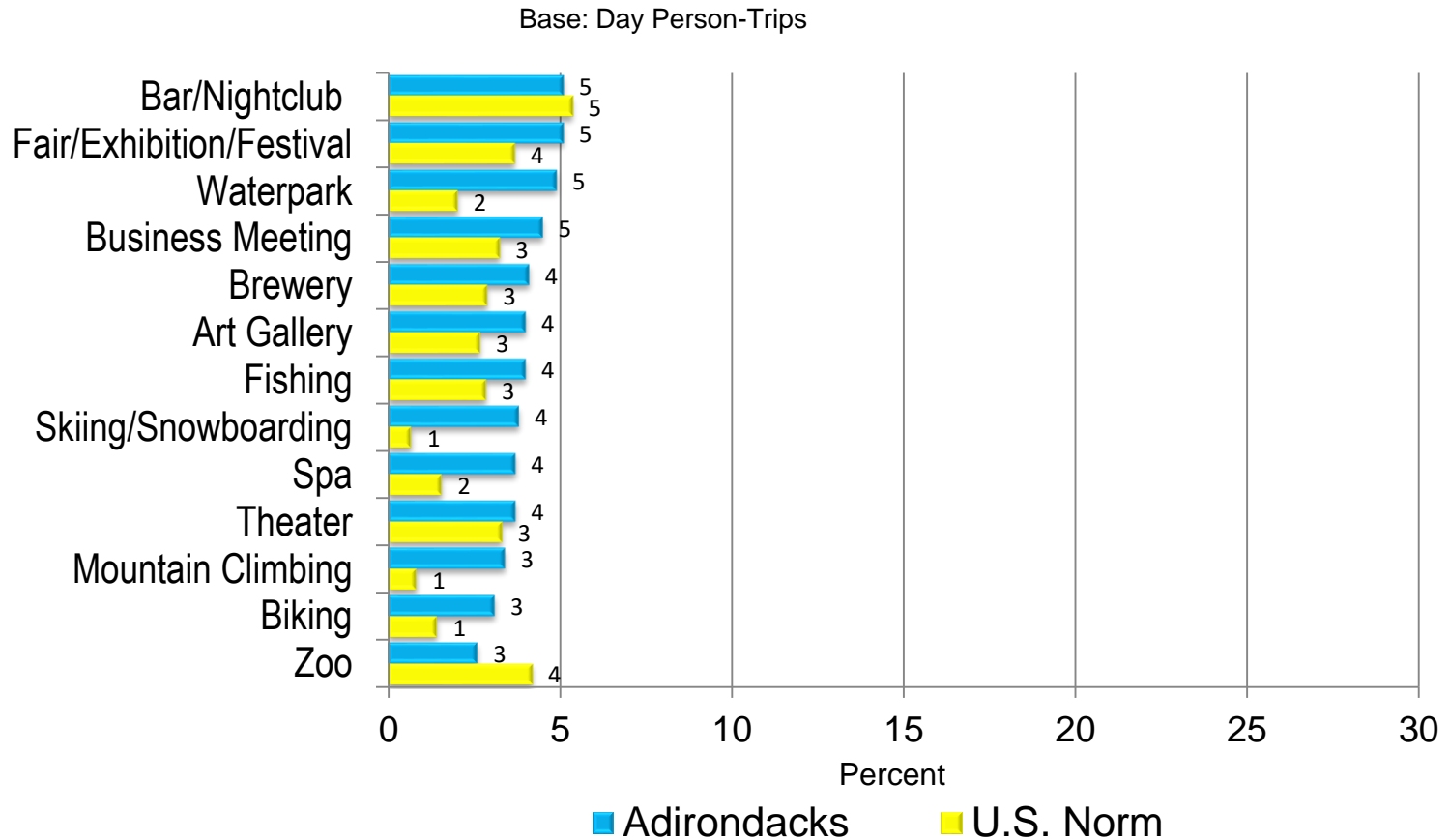
Day Trip Experiences



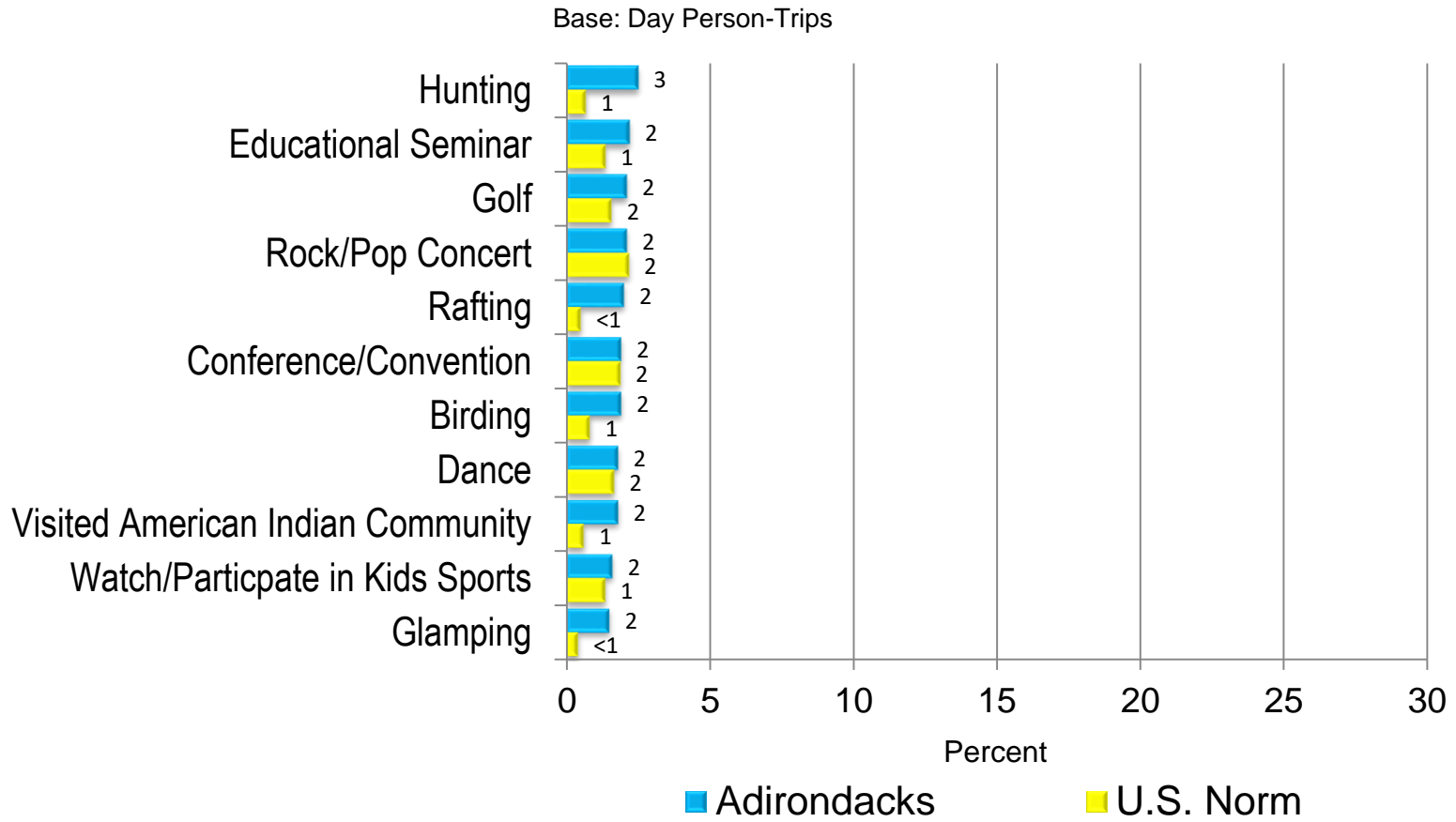
Activities and Experiences



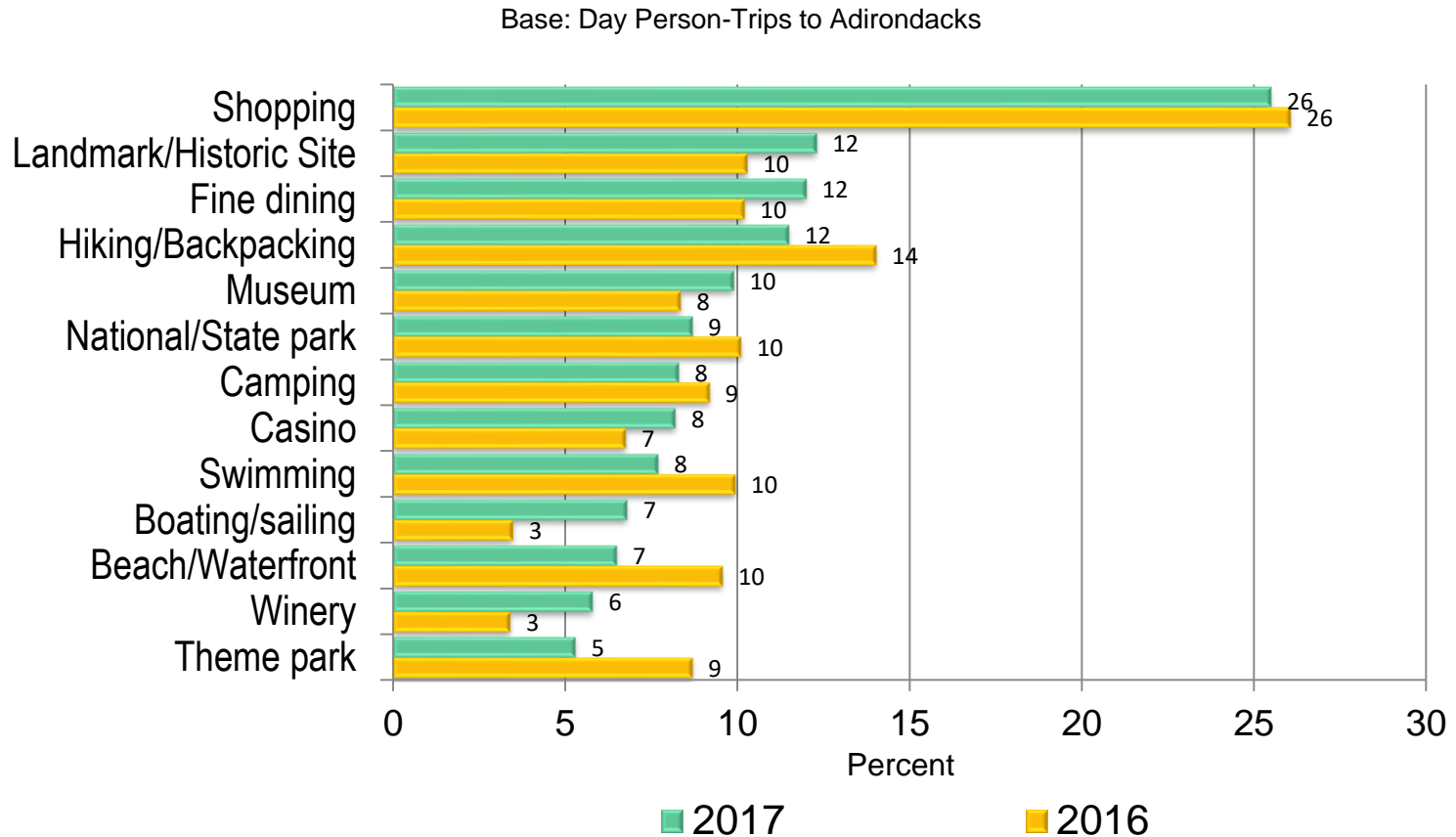
Activities and Experiences (Cont'd)



Activities and Experiences (Cont'd)



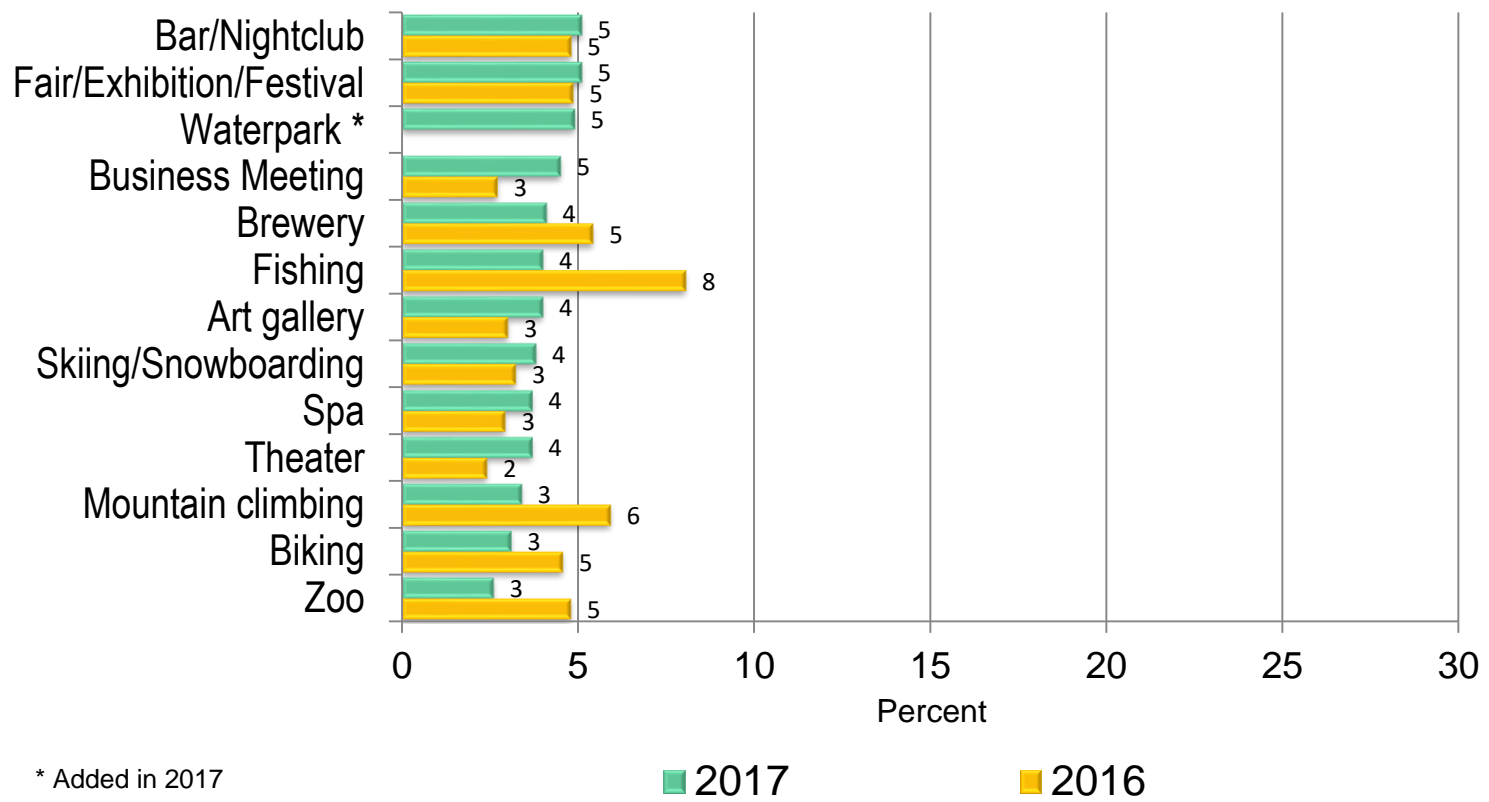
Activities and Experiences 2017 vs. 2016



Activities and Experiences (Cont'd)

2017 vs. 2016

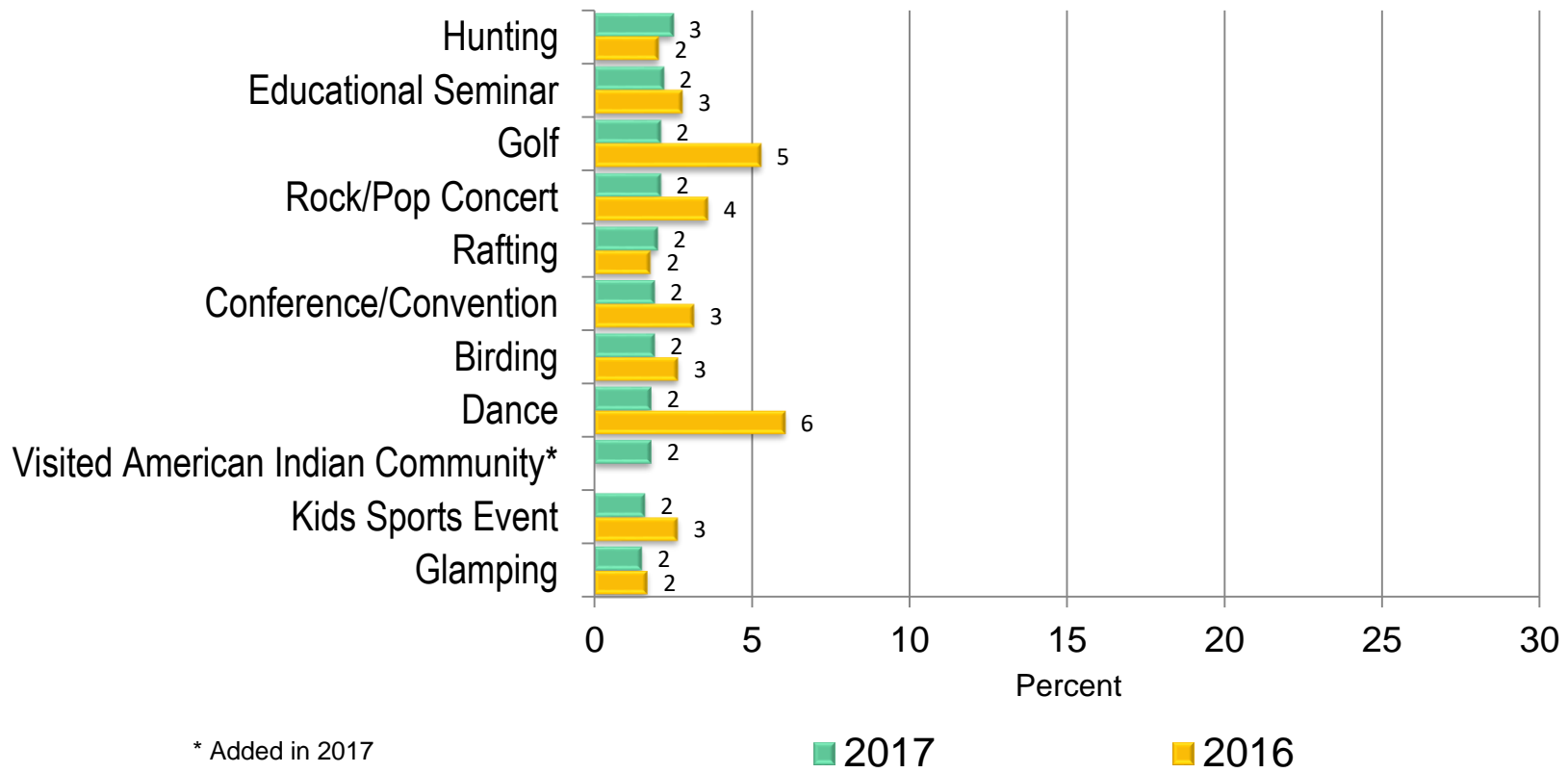
Base: Day Person-Trips to Adirondacks



Activities and Experiences (Cont'd)

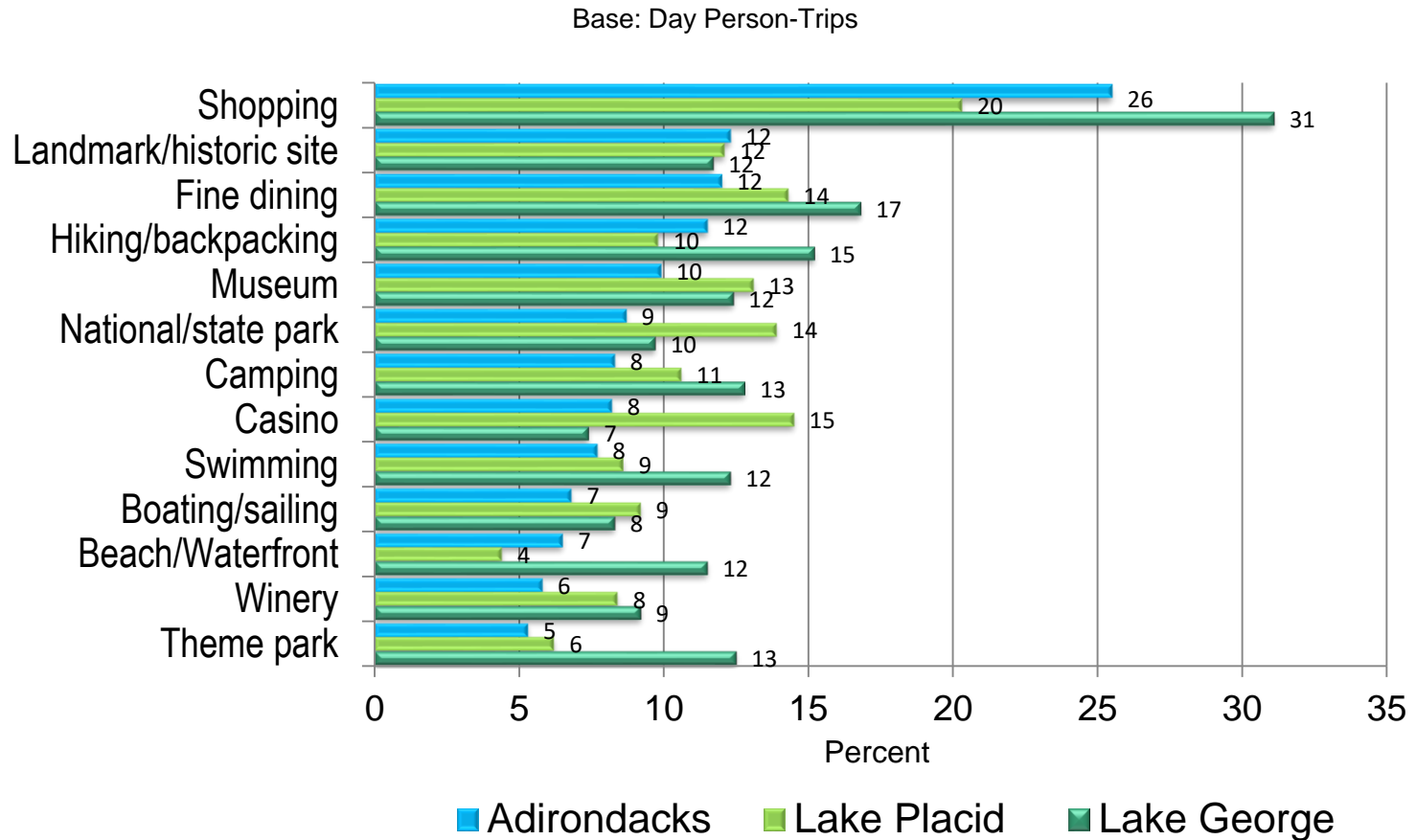
2017 vs. 2016

Base: Day Person-Trips to Adirondacks



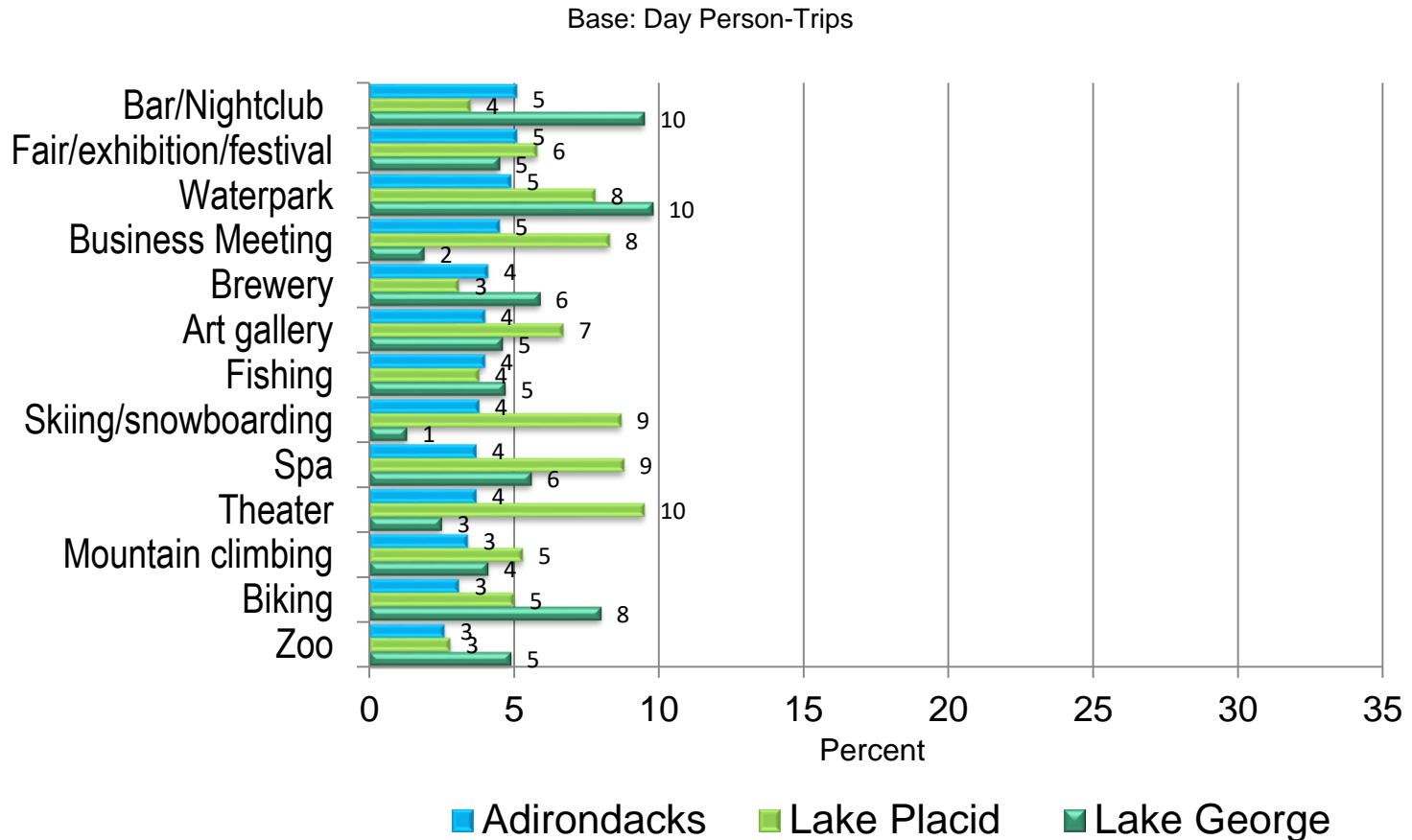
Activities and Experiences

Adirondacks vs. Lake Placid vs. Lake George



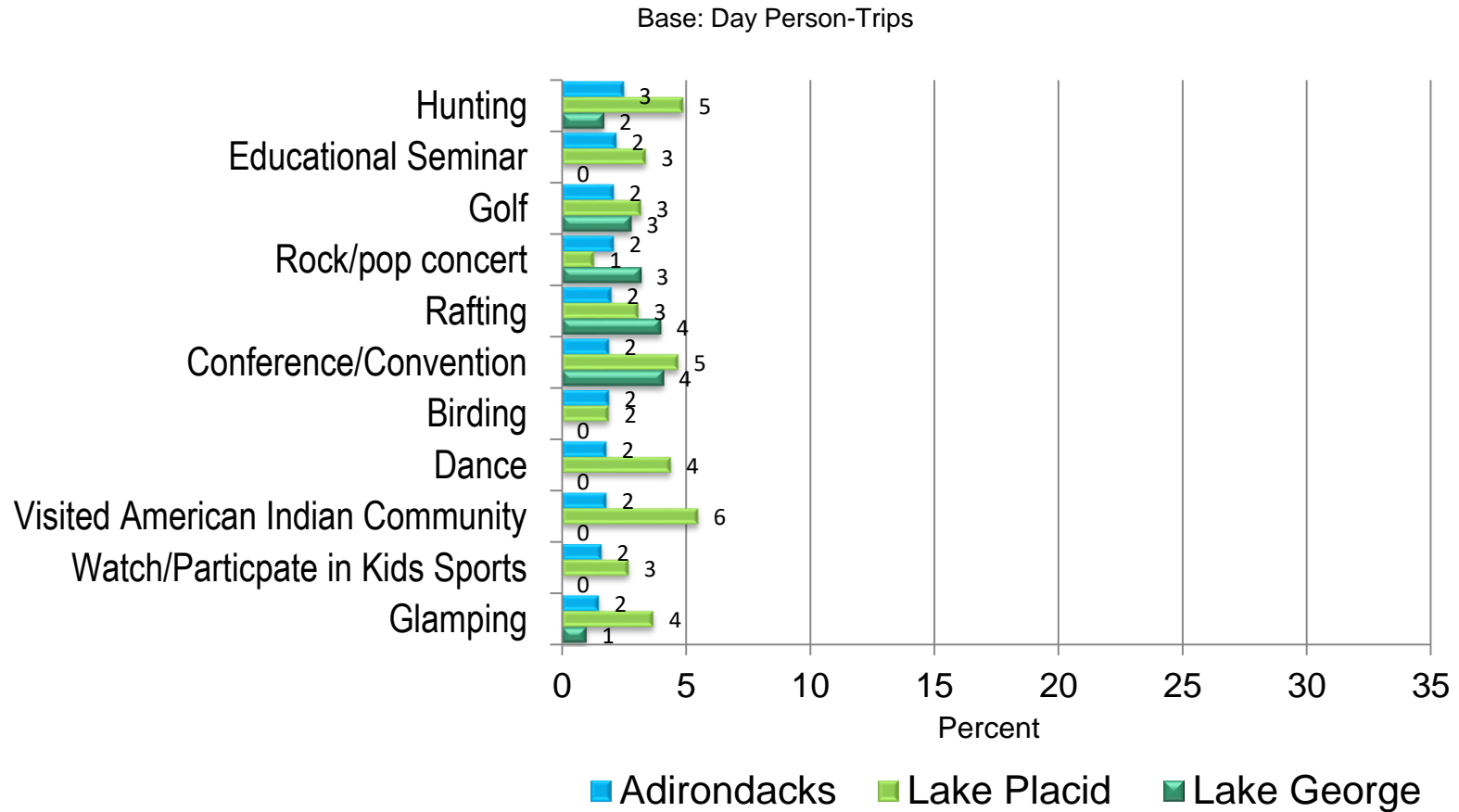
Activities and Experiences (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George

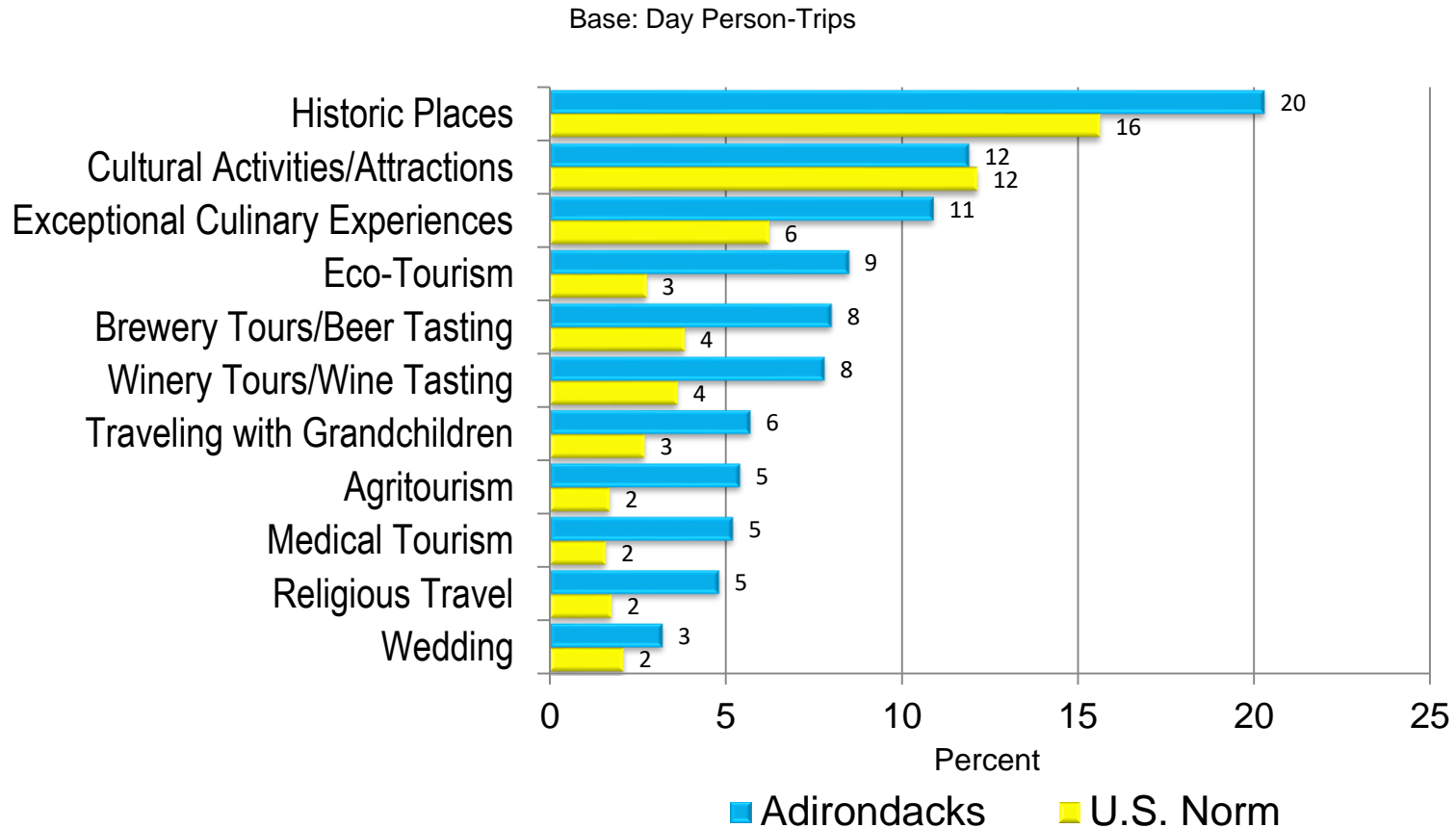


Activities and Experiences (Cont'd)

Adirondacks vs. Lake Placid vs. Lake George

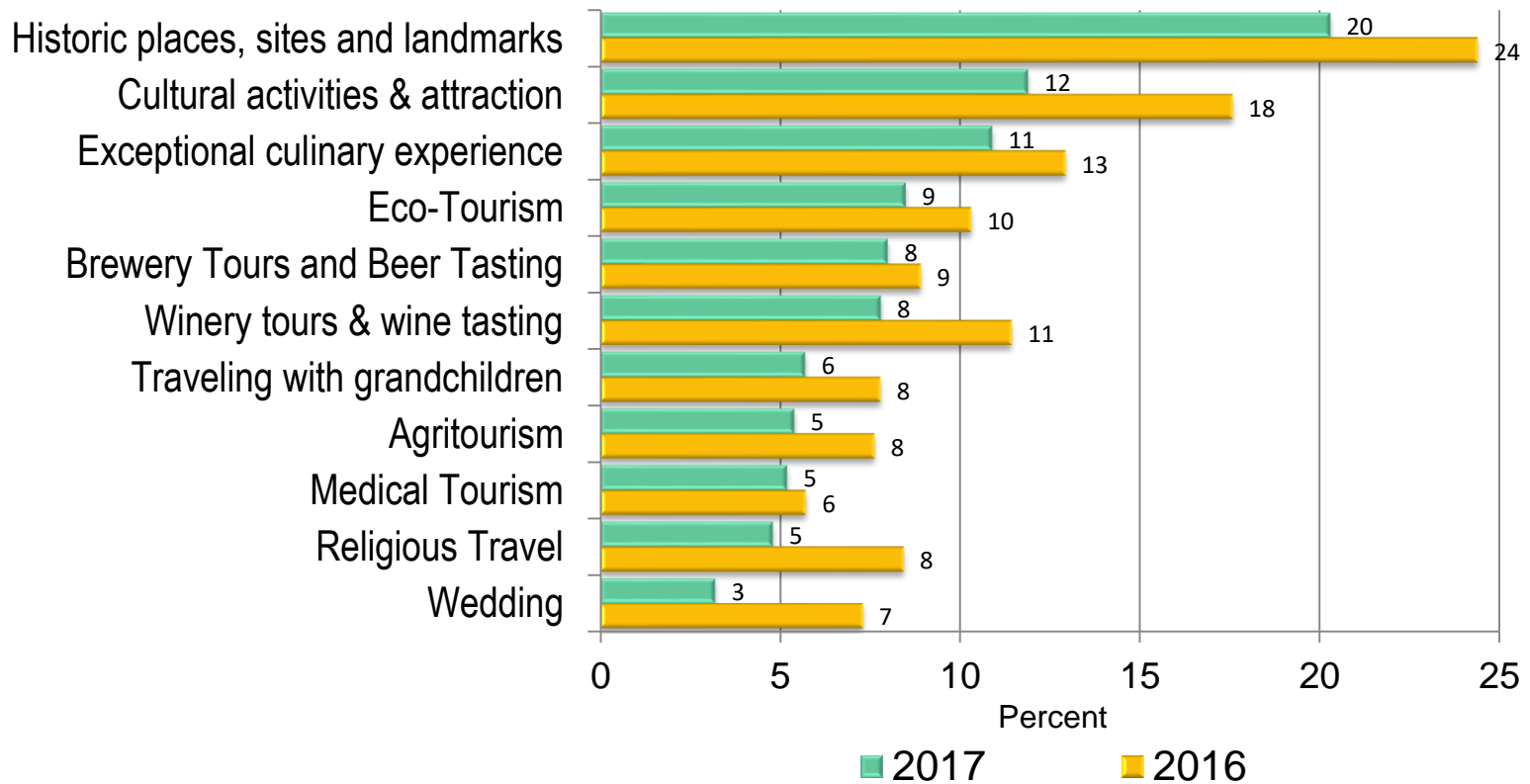


Activities of Special Interest



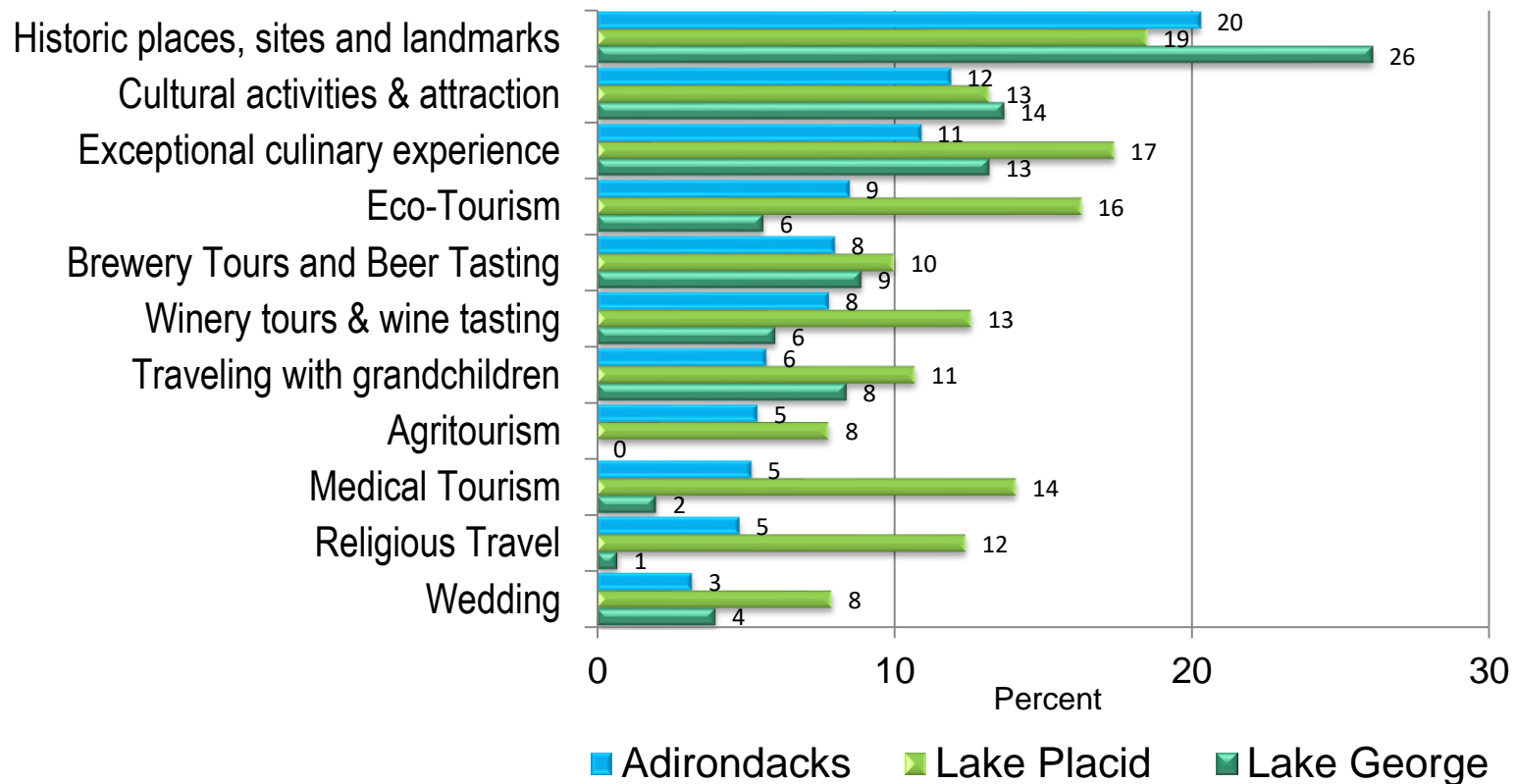
Activities of Special Interest 2017 vs. 2016

Base: Day Person-Trips to Adirondacks



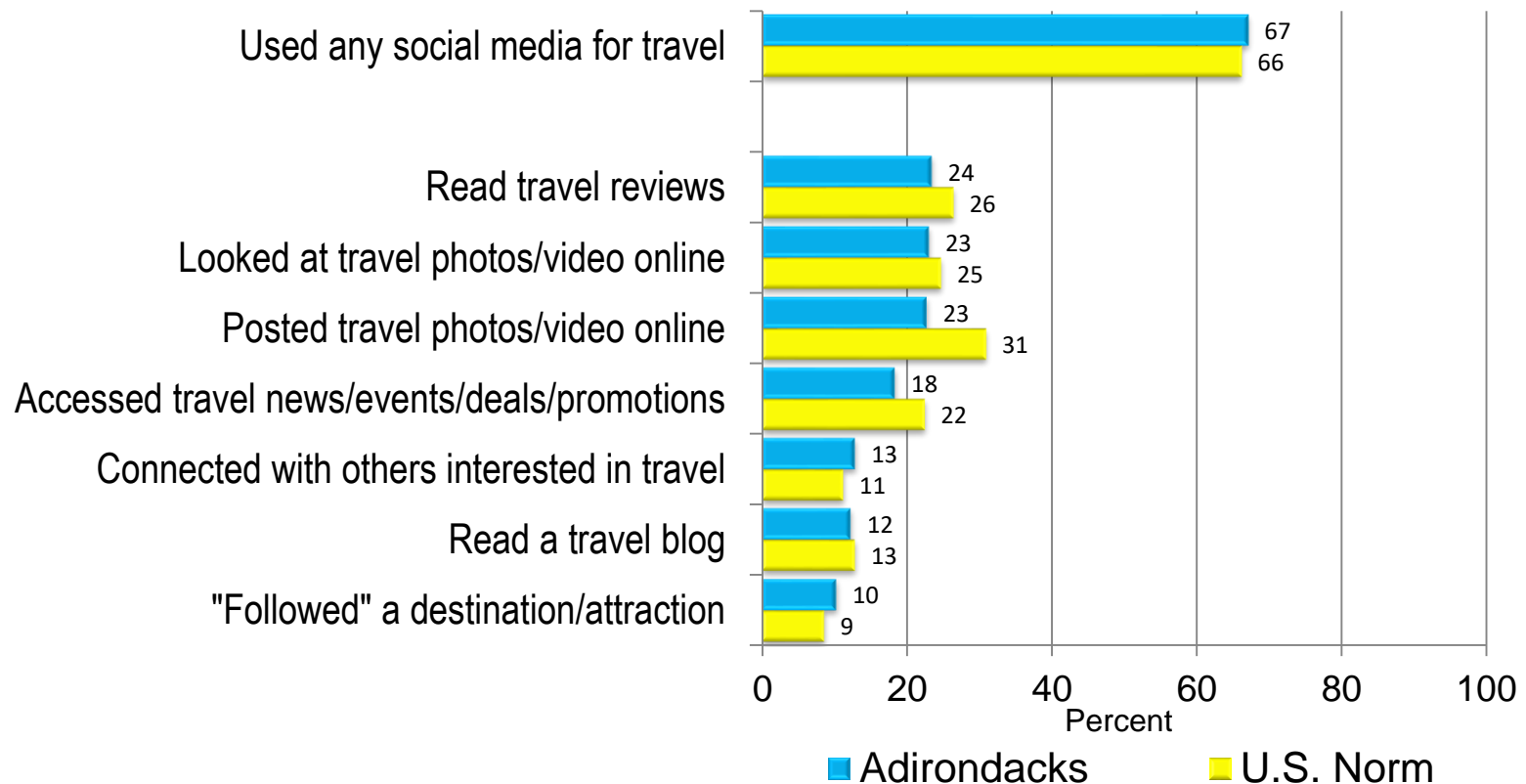
Activities of Special Interest Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

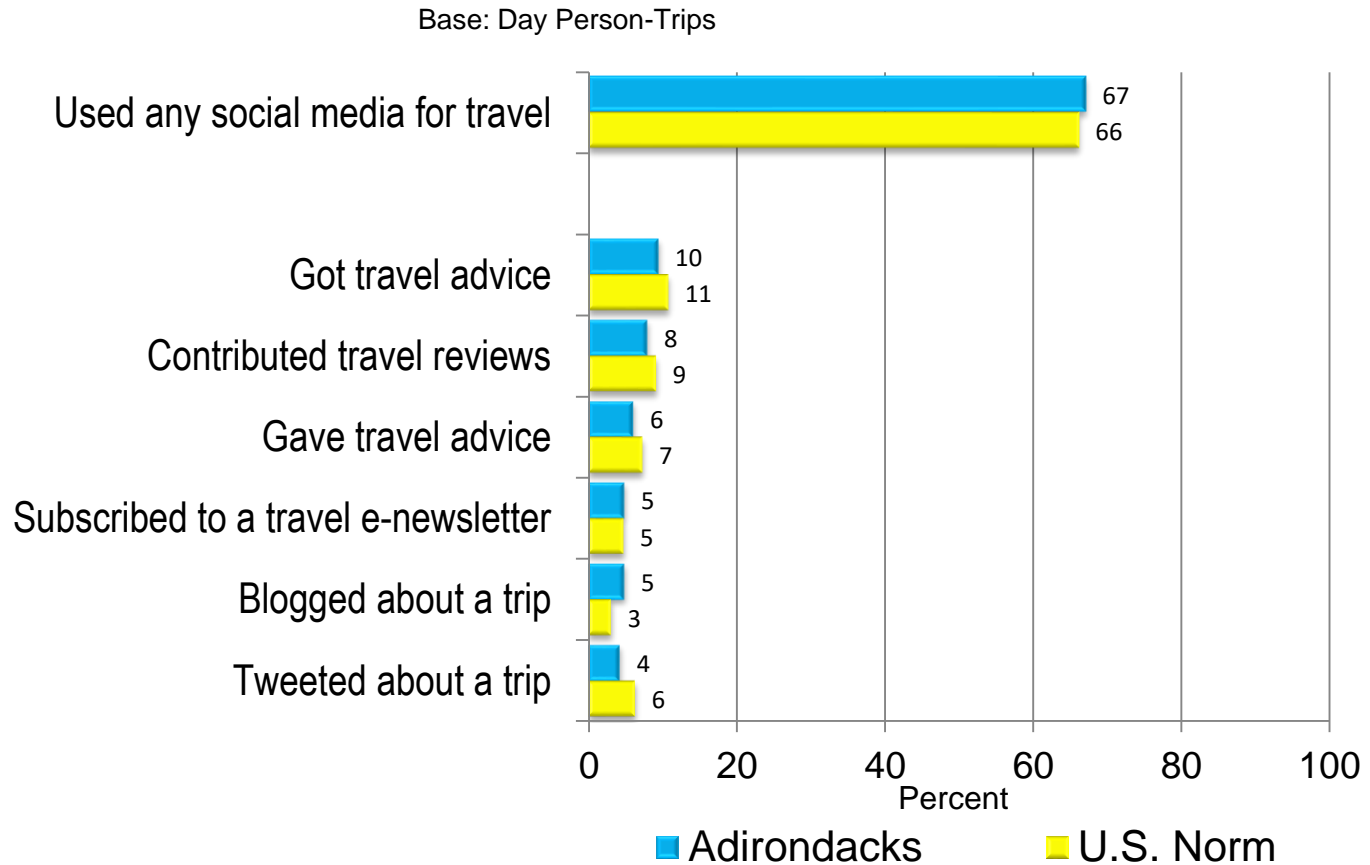


Online Social Media Use by Travelers

Base: Day Person-Trips

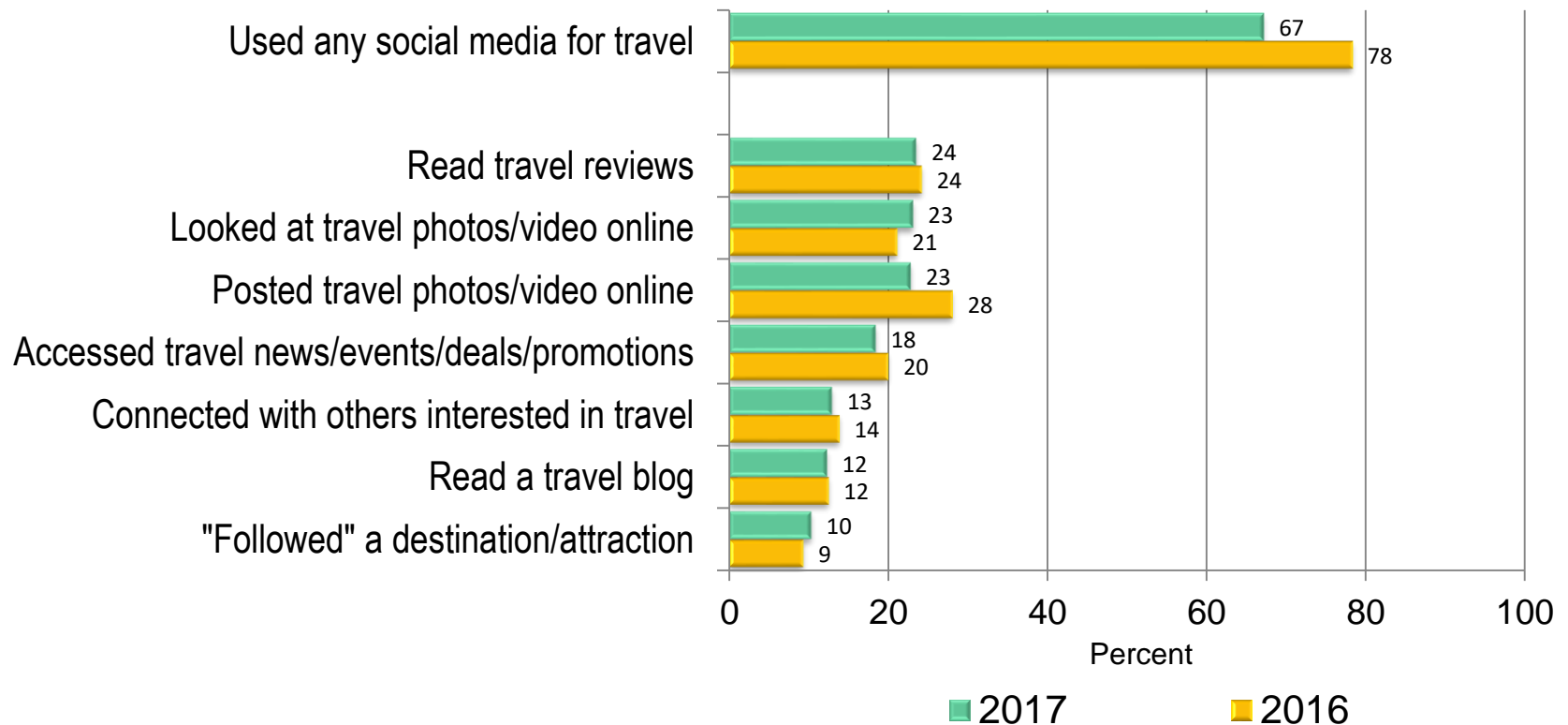


Online Social Media Use by Travelers (Cont'd)

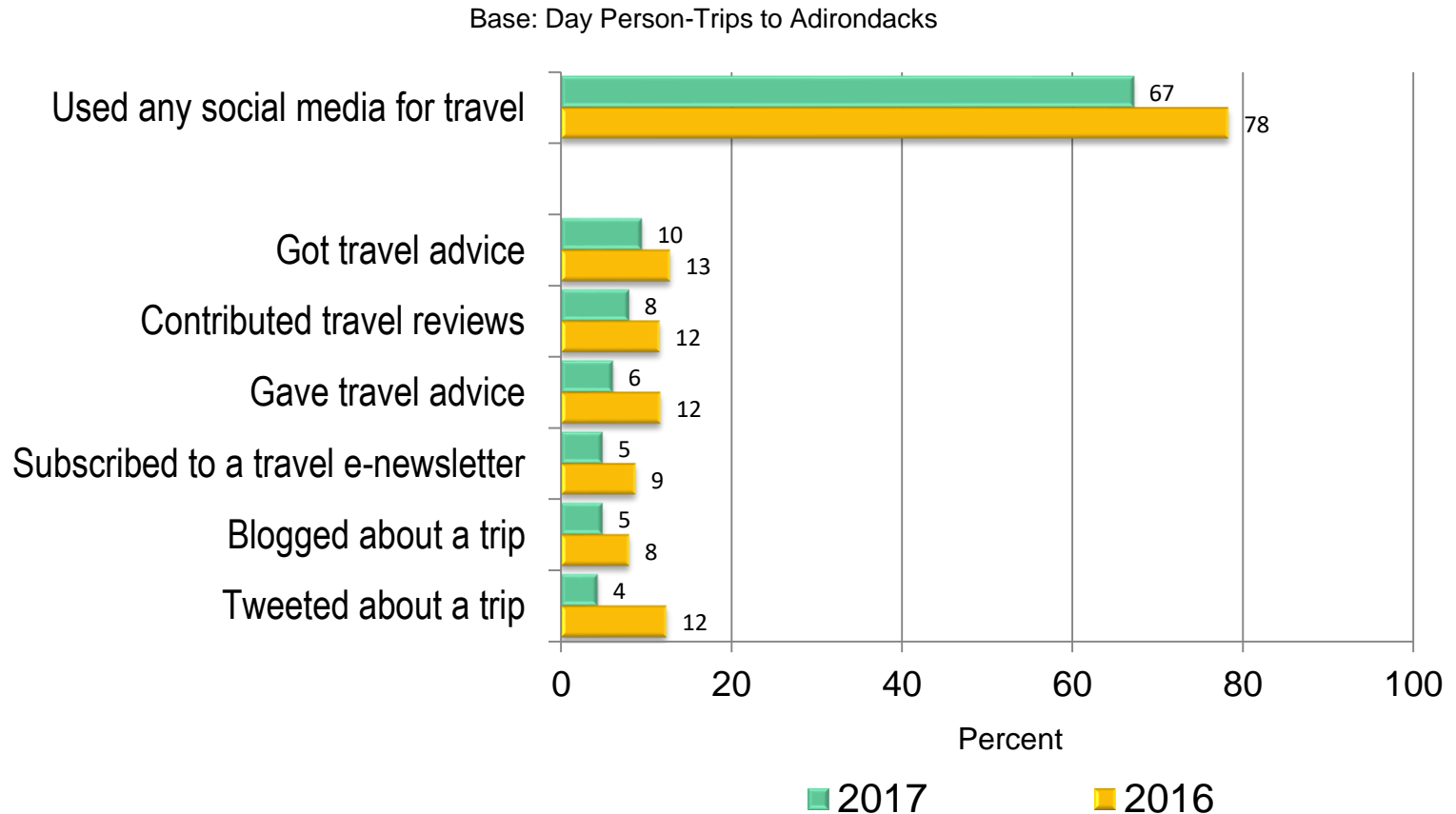


Online Social Media Use by Travelers 2017 vs. 2016

Base: Day Person-Trips to Adirondacks



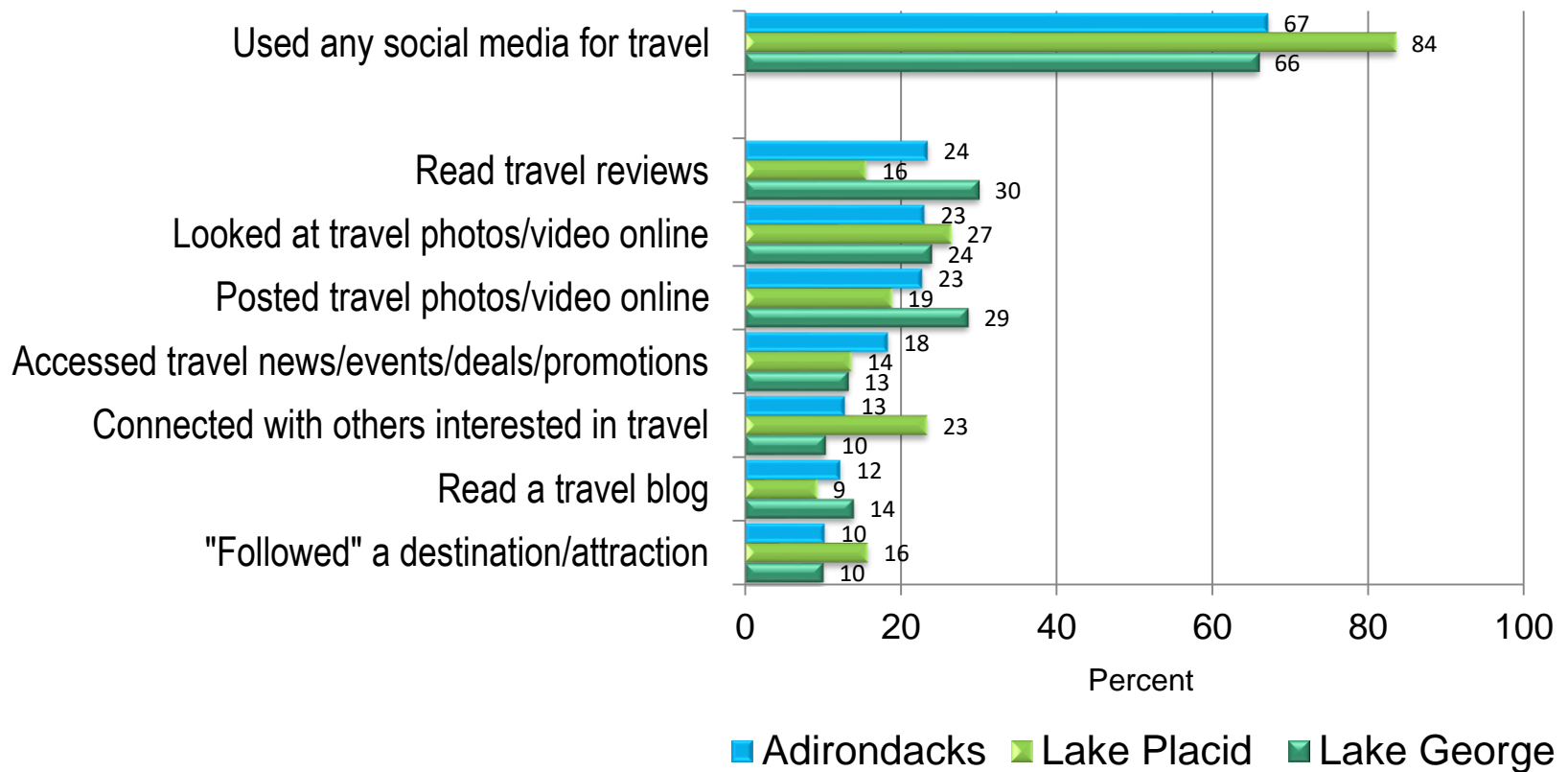
Online Social Media Use by Travelers (Cont'd) 2017 vs. 2016



Online Social Media Use by Travelers

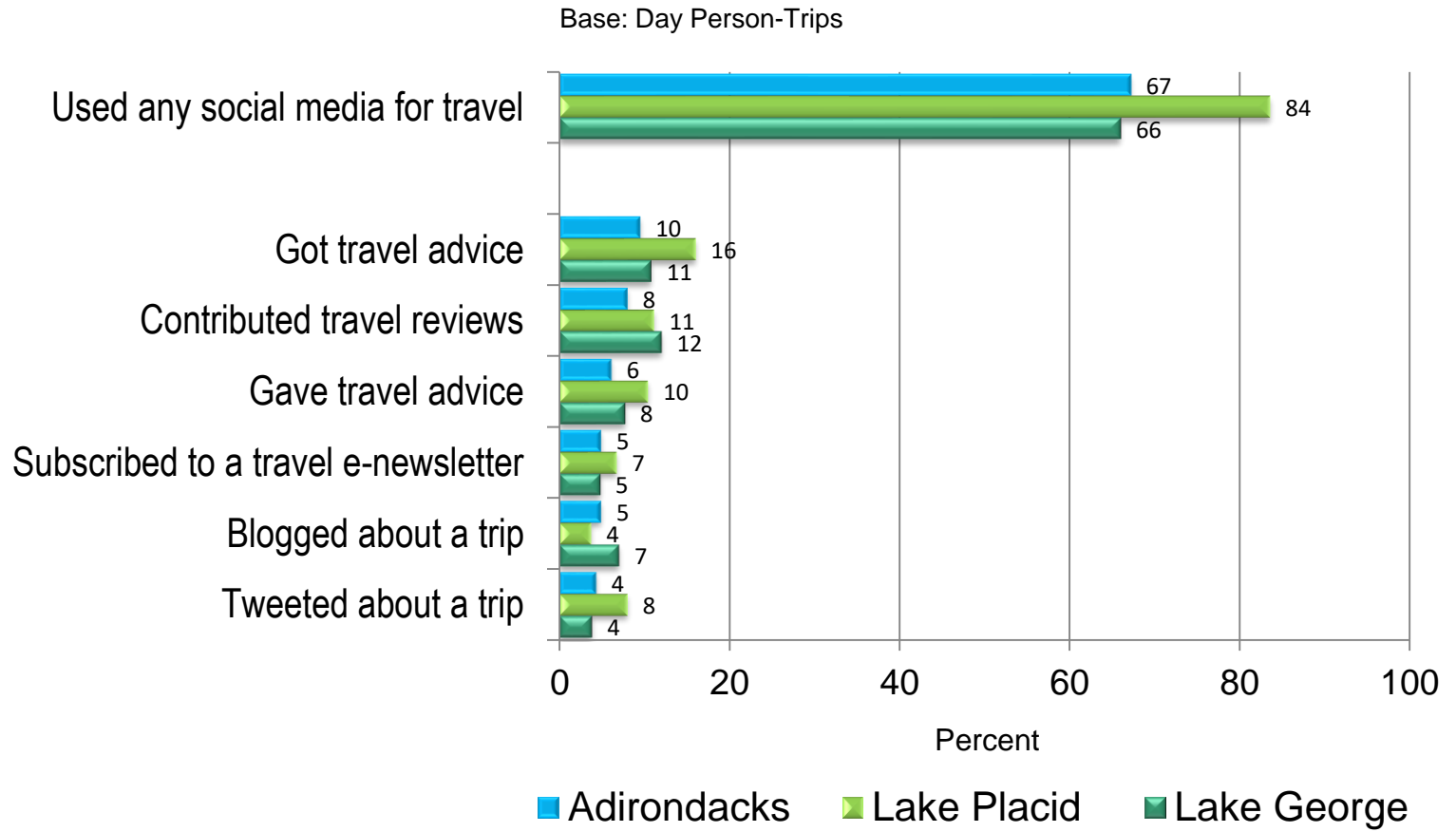
Adirondacks vs. Lake Placid vs. Lake George

Base: Day Person-Trips

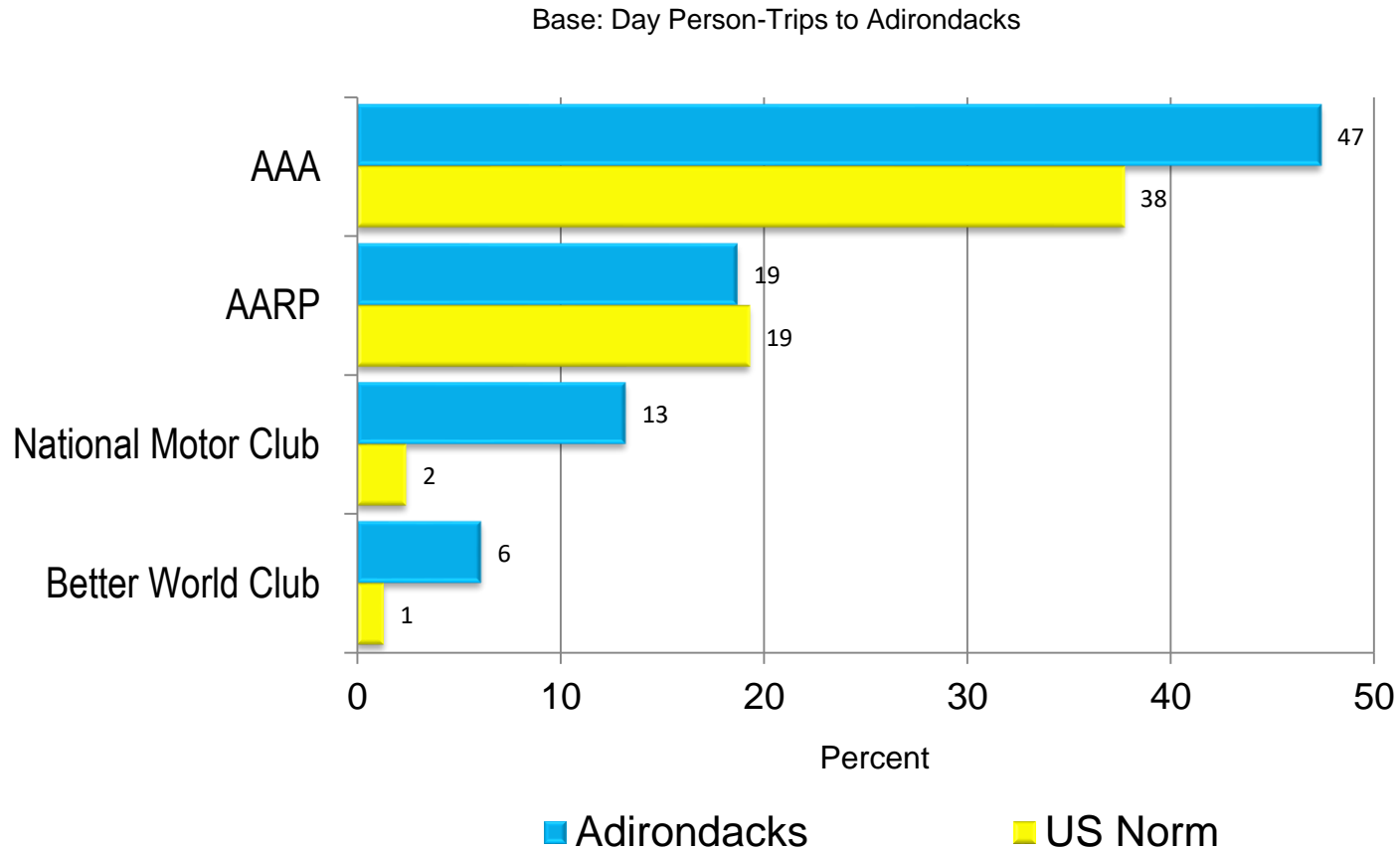


Online Social Media Use by Travelers (Cont'd)

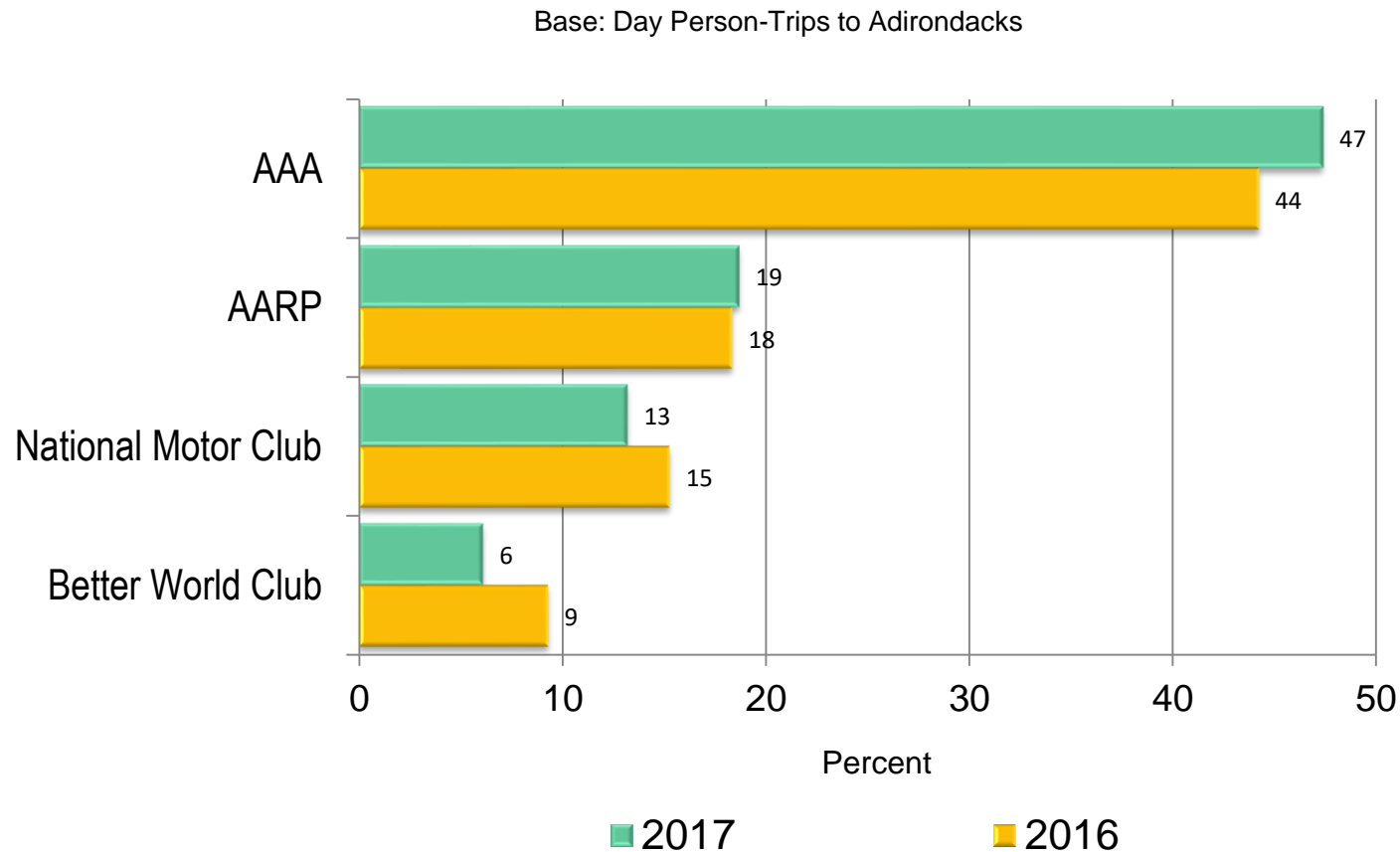
Adirondacks vs. Lake Placid vs. Lake George



Organization Membership

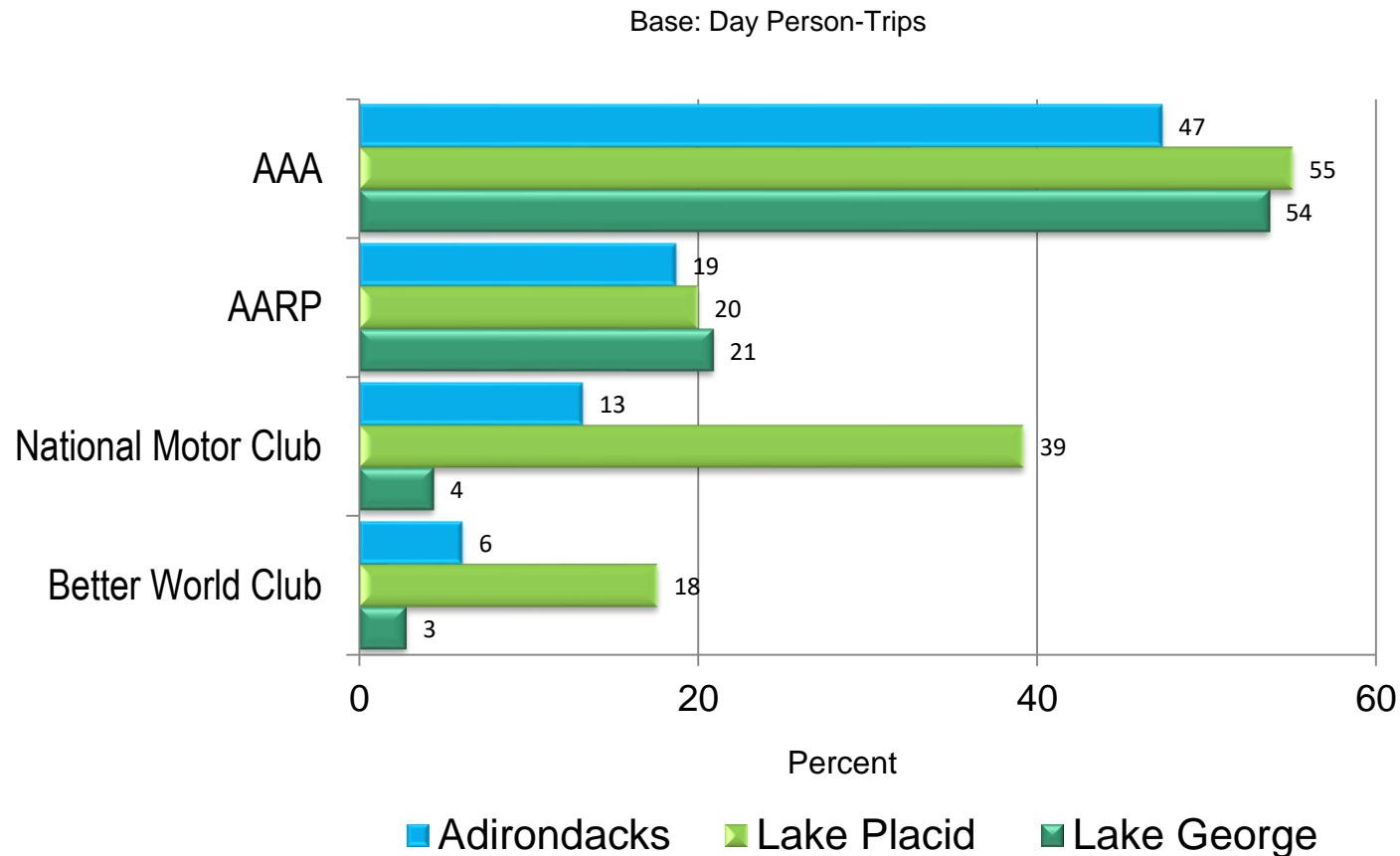


Organization Membership 2017 vs. 2016



Organization Membership

Adirondacks vs. Lake Placid vs. Lake George



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

Marketable Trips:

Include all leisure trips, with the exception of visits to friends/relatives

- **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.