



Leisure Travel Study

Essex, Franklin, and Hamilton County Region

2018 Day Tripper Visitor Focus

May 2019

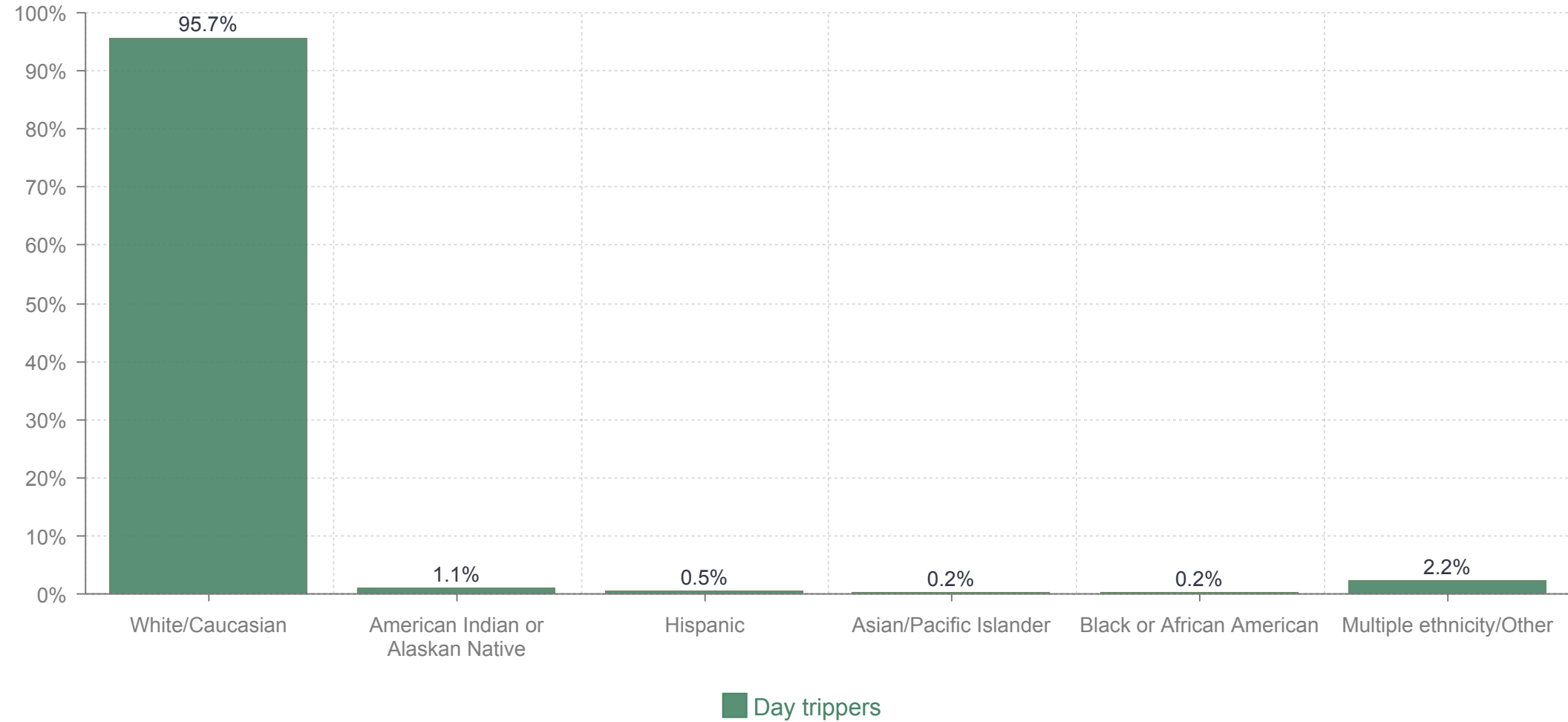
ROOST

Project Background & Methodolgy

- Research based on results of survey sent January 2019 to a representative sample of 2018 regional visitors
- 313,673 potential travelers inquired about travel to the region in 2018 and provided contact information (traceable leads)
- 63,701 electronic invitations to participate in the survey were sent by ROOST; 3,337 completed surveys received from respondents who traveled to Essex/Franklin/Hamilton County region of Adirondacks in 2018
- Survey response rate of 5.2%, slightly lower than the goal (6-8%); researchers confident with data due to longitudinal comparisons
- Survey results also considered at the county levels for visitor characteristics, divided by the location in which travelers spent the most time
- Data was also cross-tabulated to review sub-groups of day trip travelers and those who stayed in short-term rentals

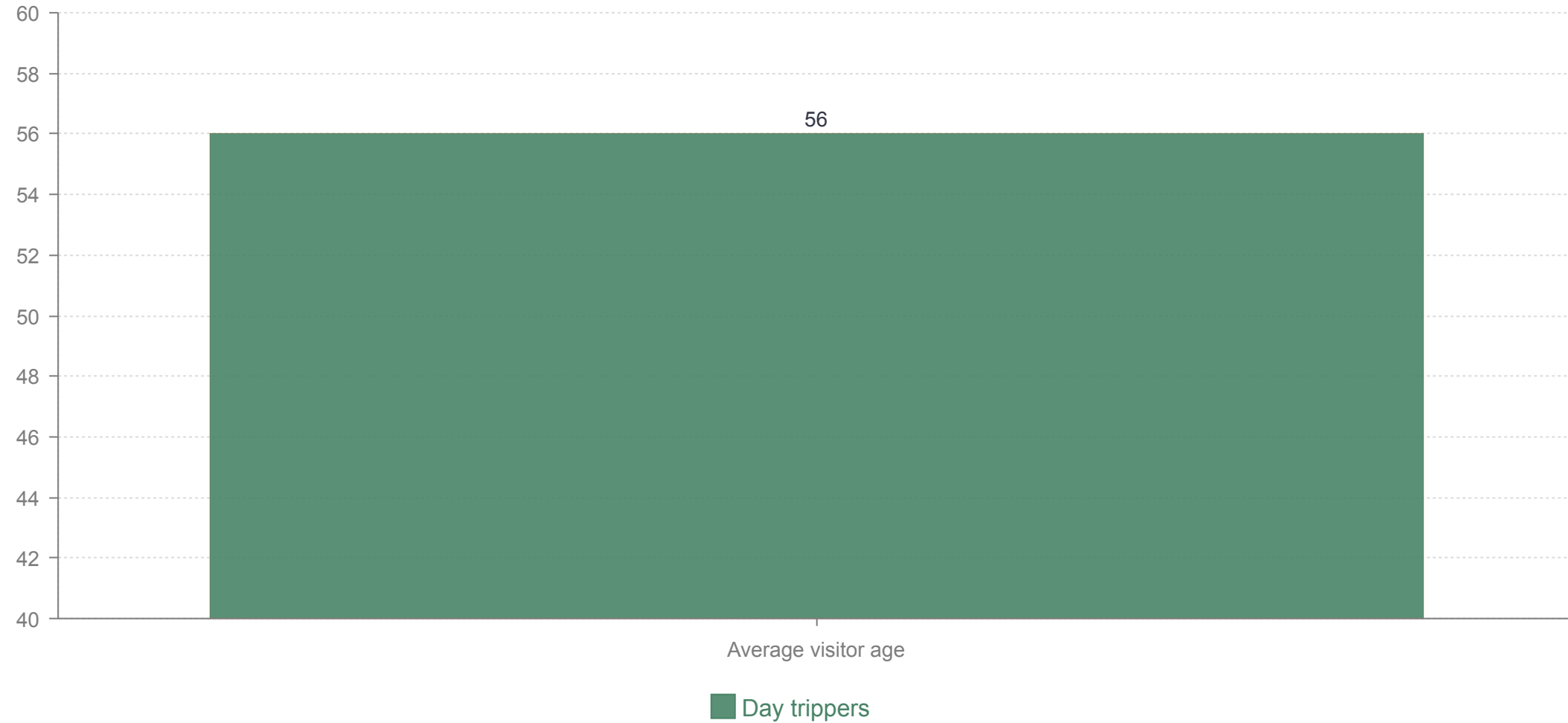
Ethnicity

Day trippers



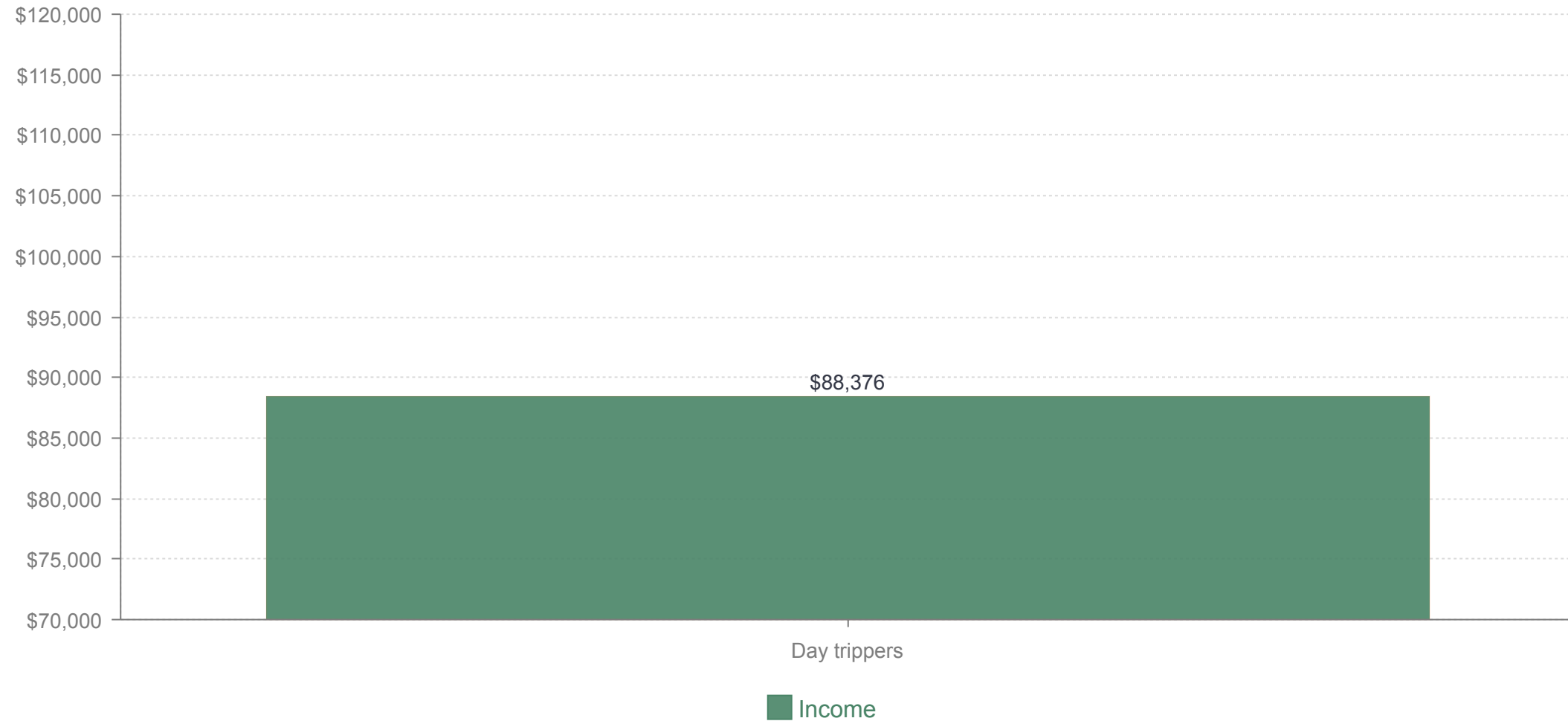
Average Age

Day trippers



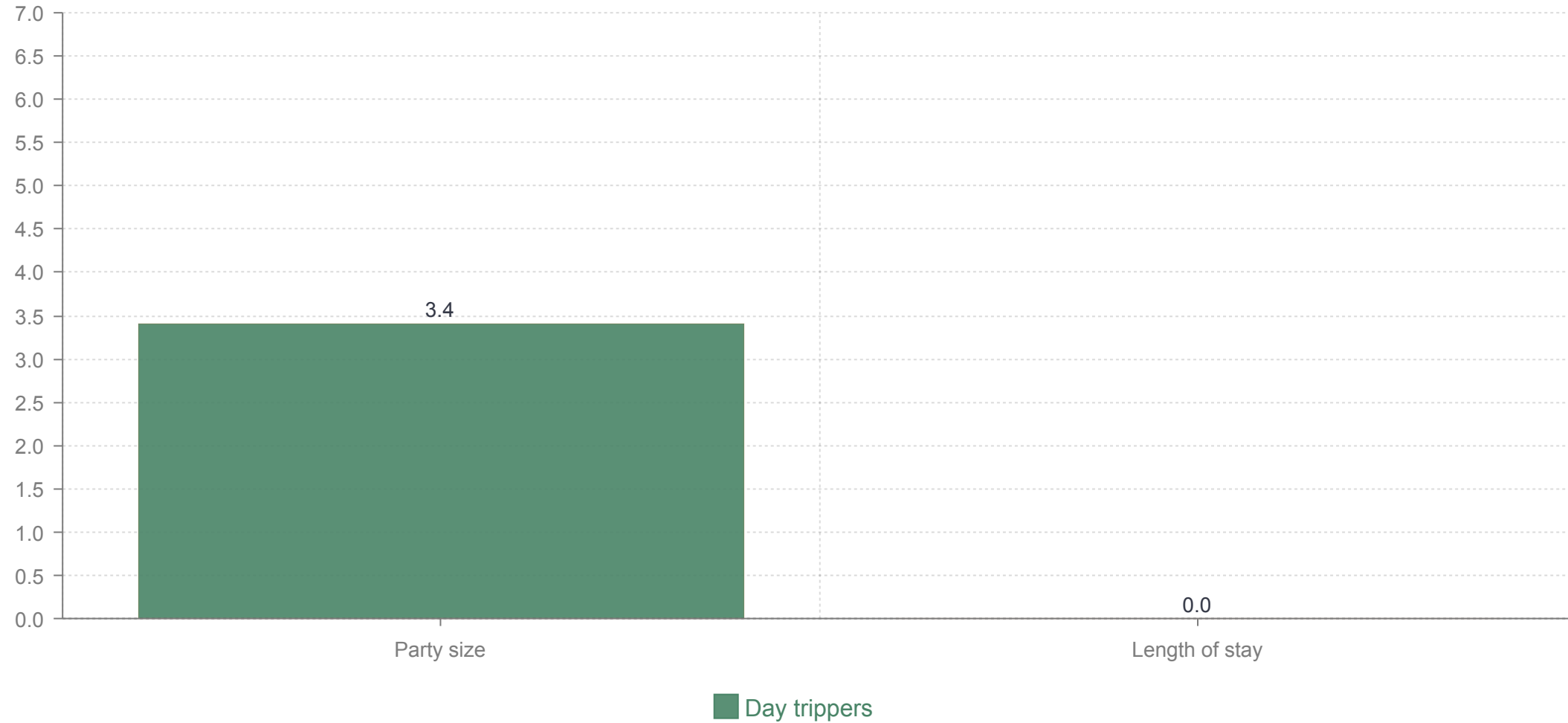
Average Income

Day trippers



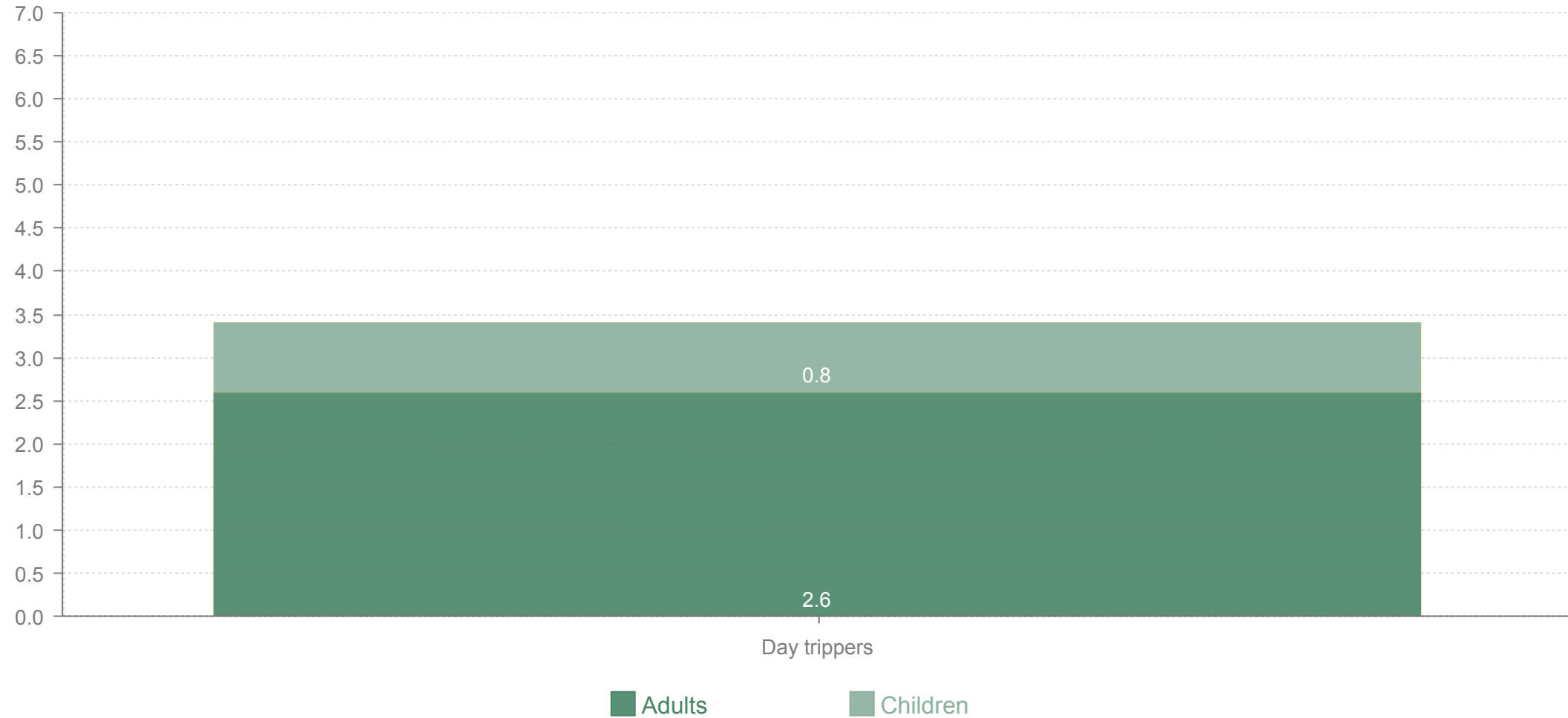
Party Size / Length of Stay

Day trippers



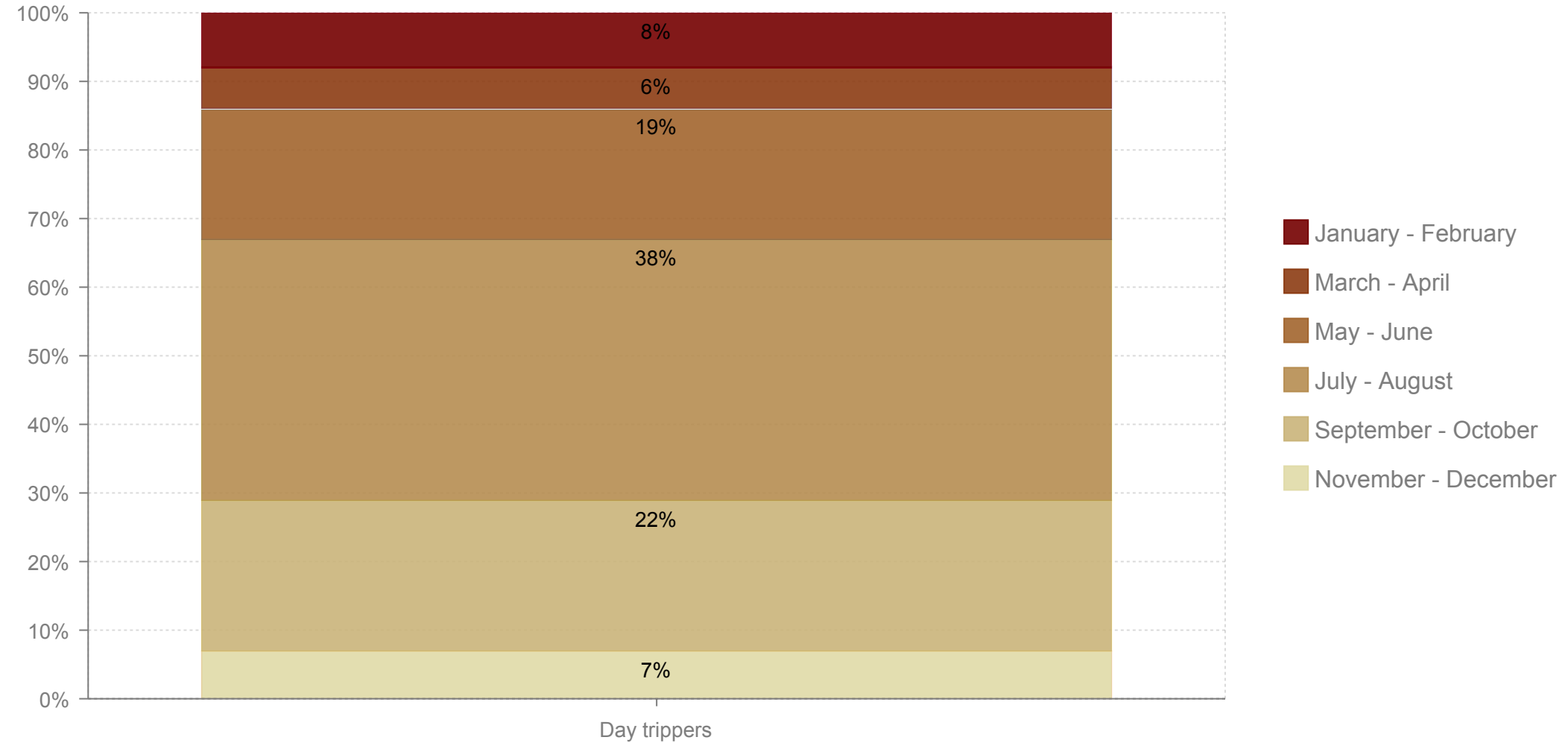
Party Composition

Day trippers



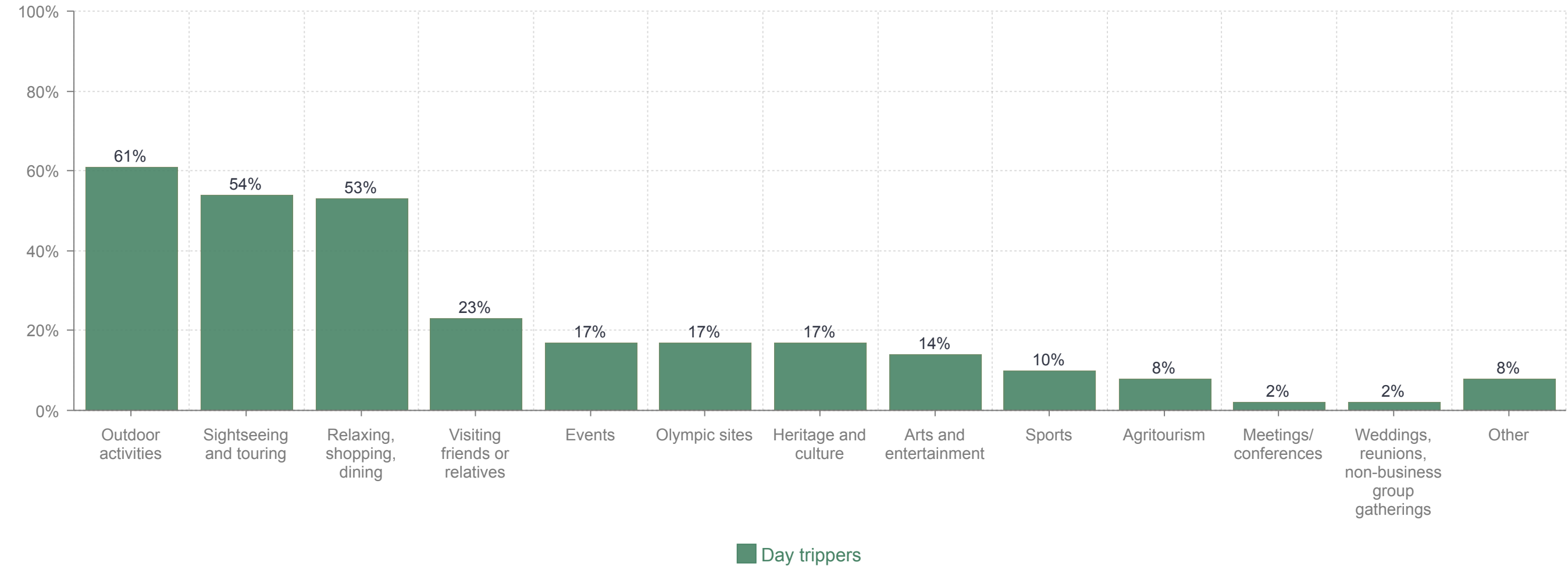
Time of Year Visited

Day trippers



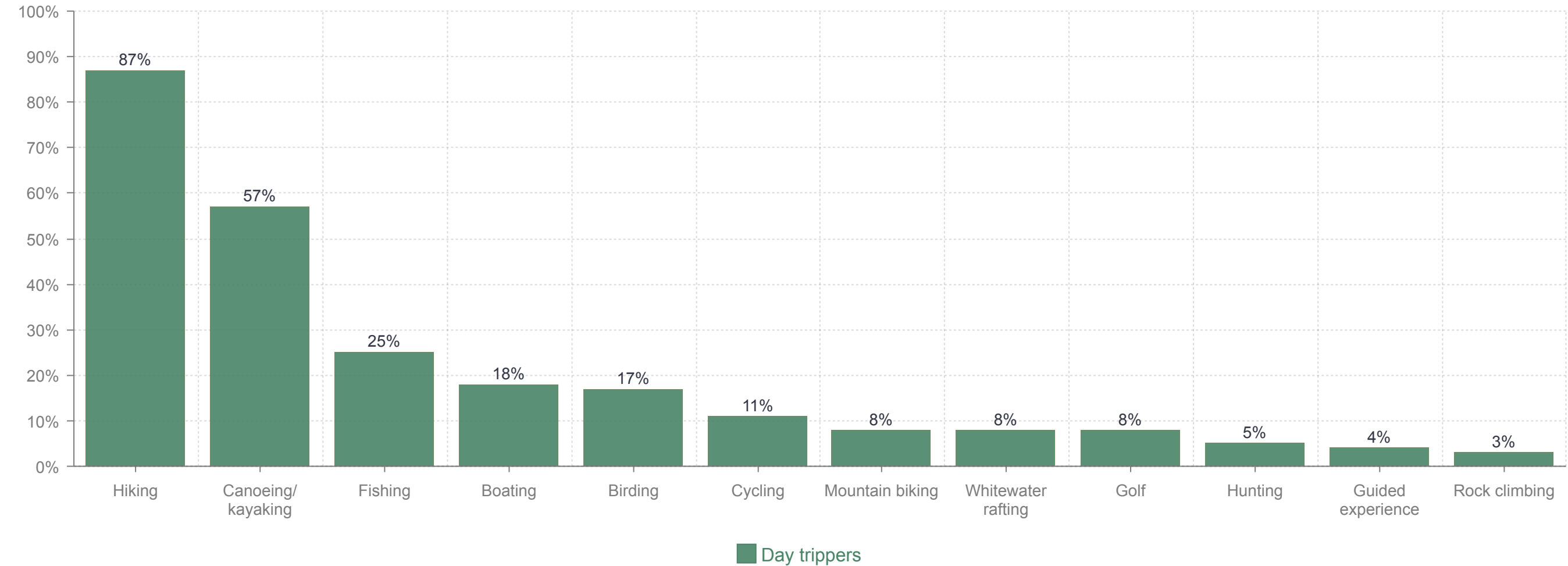
Key Attractions

Day trippers



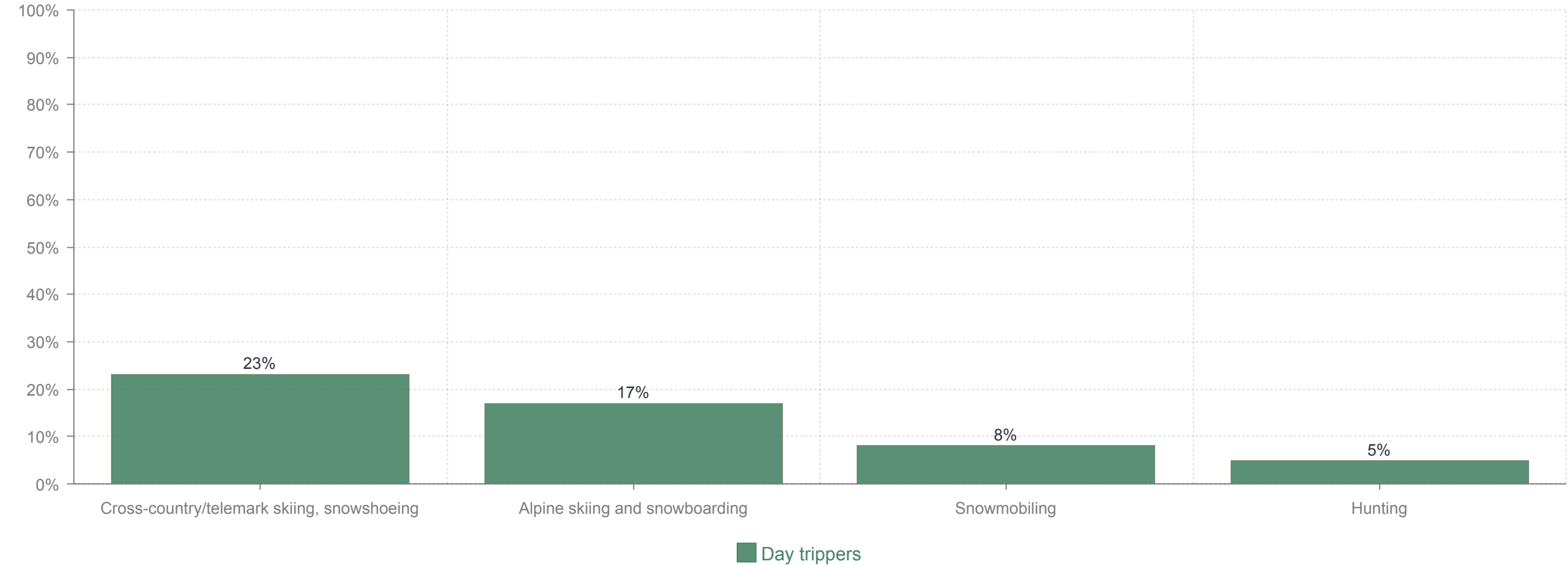
Outdoor Spring/Summer Activities

Day trippers



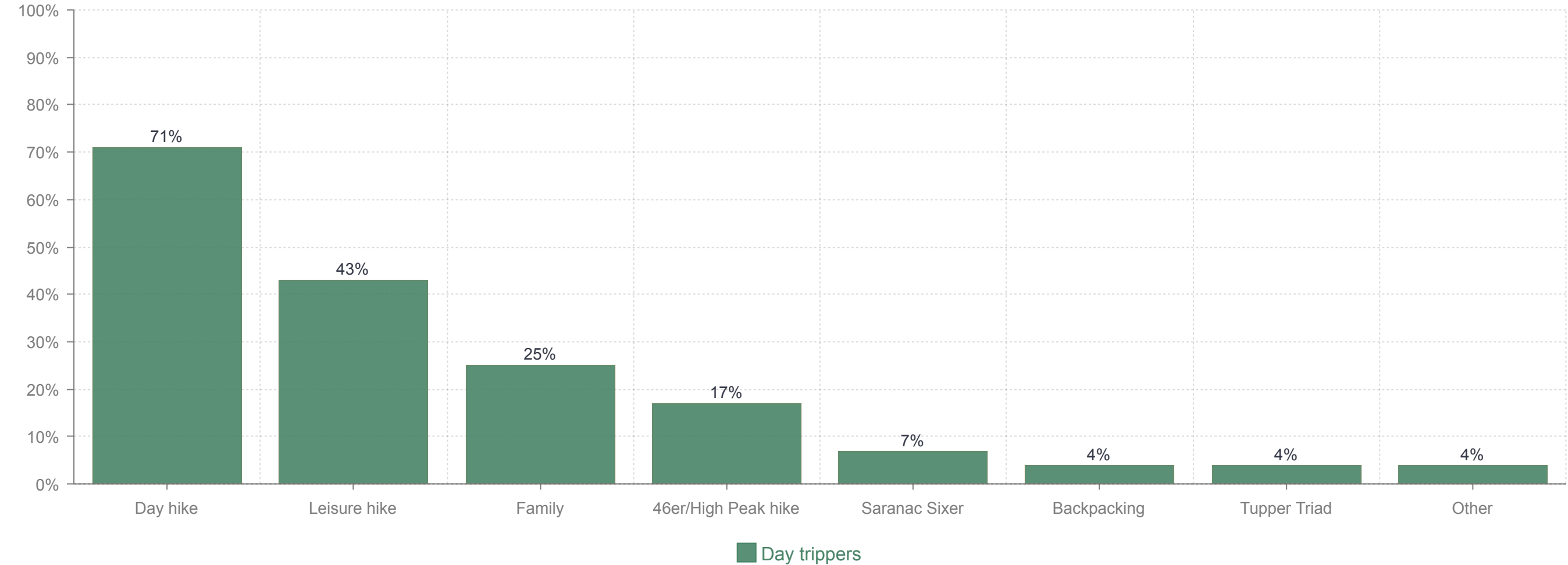
Outdoor Fall/Winter Activities

Day trippers



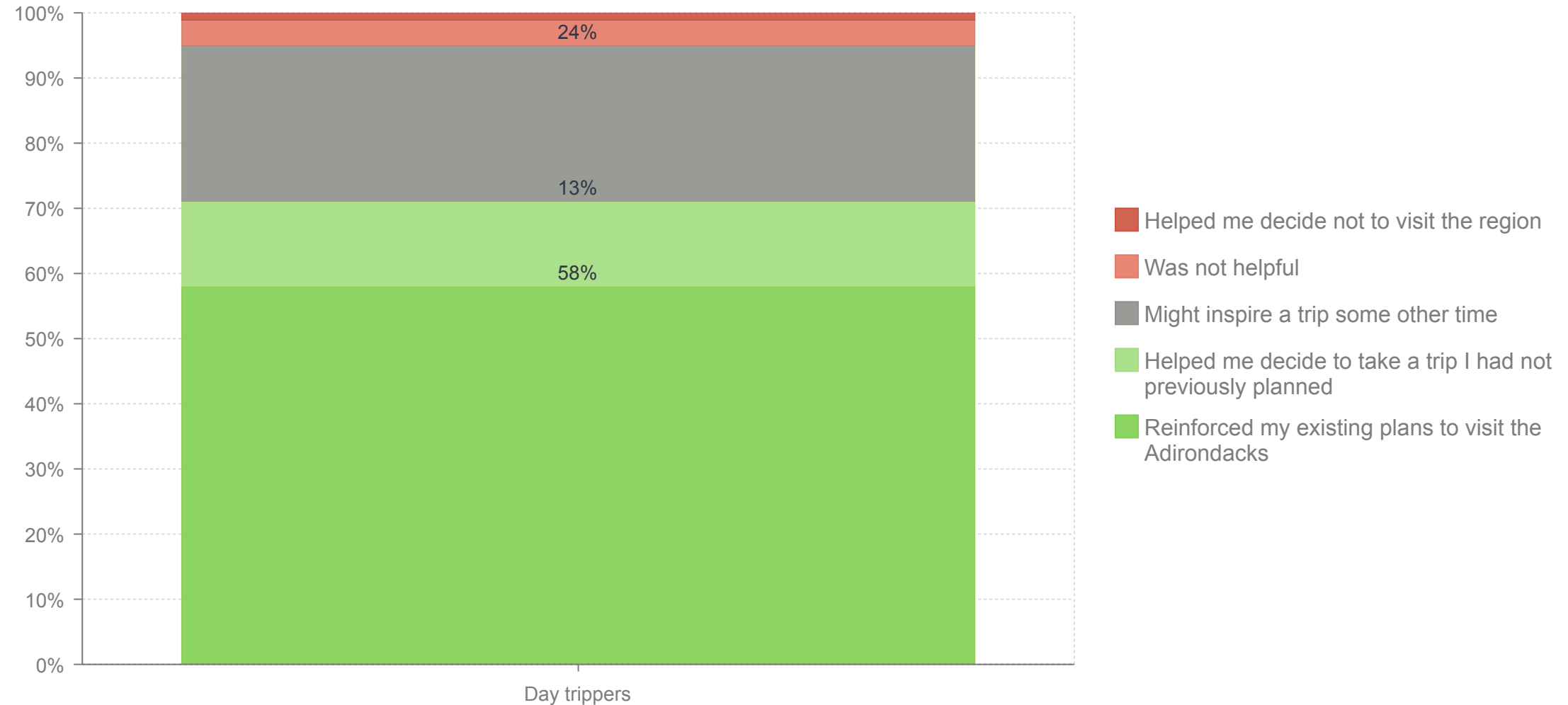
Hiking Breakdown

Day trippers



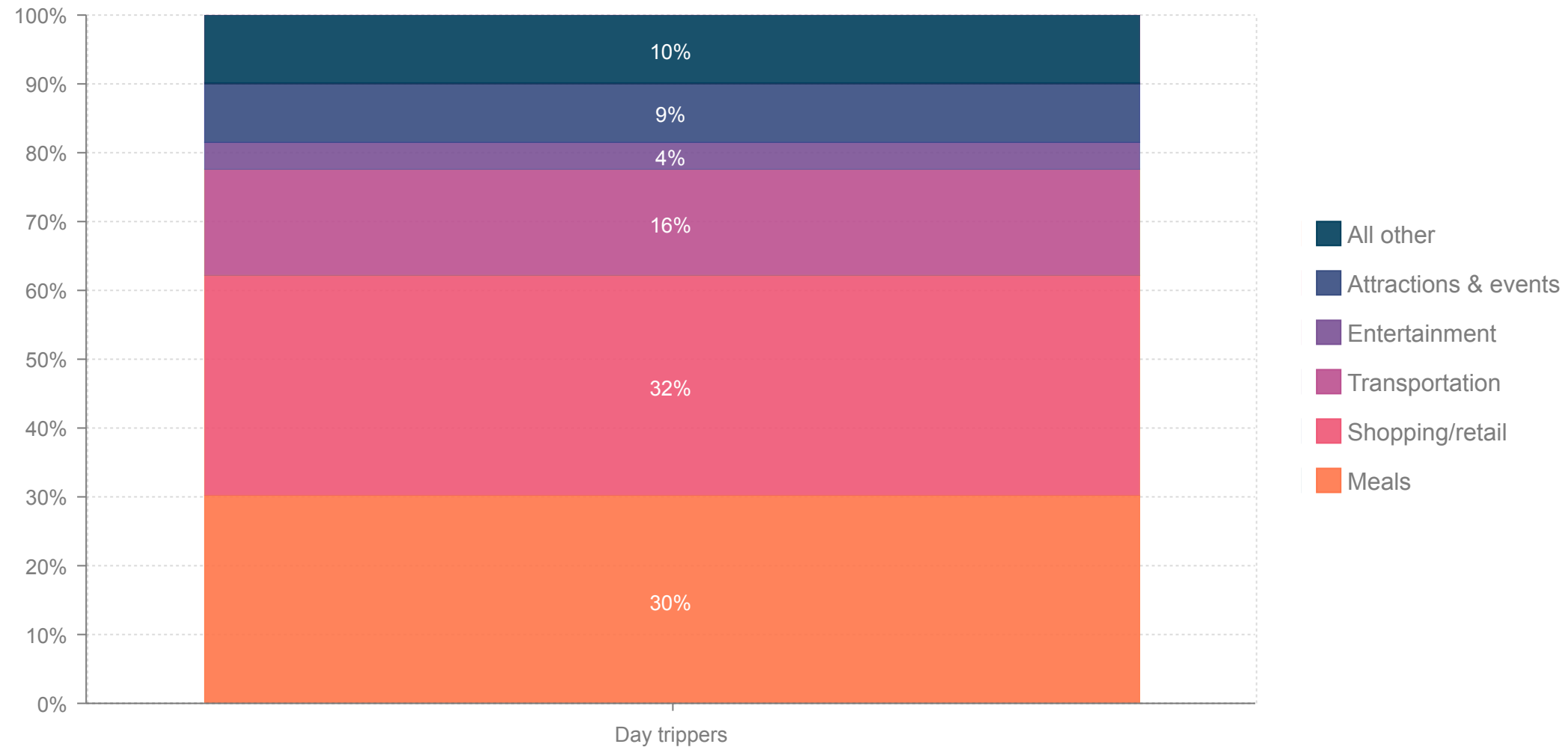
Conversion Rate from Viewing ROOST Marketing Materials

Day trippers



Total Expenditure Allocation by Category

Day trippers



Mean Party Expenditures

Day trippers

	Day trippers
Lodging	\$0
Meals	\$70
Shopping/retail	\$36
Transportation	\$74
Entertainment	\$9
Attractions & events	\$20
All other	\$23
Average daily expenditure	\$232
Average total expenditure	\$232

Day Tripper Visitor Profile

A man and a woman are standing in front of a store window display. The man is wearing a dark jacket and a striped scarf, and the woman is wearing a brown cable-knit sweater and a red patterned scarf. They are both smiling and looking towards the window. The window display features a mannequin wearing a white jacket and brown pants, and a Christmas tree decorated with lights. The background shows a street scene with a white car and a brick building.

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

Visitor Profile

Day trippers

- Regional data were cross-tabulated to analyze results for travelers who noted that they did not have an overnight stay in their visit
- Mean age of day trip travelers was slightly higher at 56 than the mean age of all regional travelers (55)
- Average household income of day travelers within the survey is 18% lower than among the full regional group; an even greater disparity than found among 2017 visitors (which was 12% lower)
- Average day trip traveler party size is 3.4 persons, a notable difference from 3.1 persons for all travelers

Visitor Profile

Day trippers

- Day trip respondents show an average of only 0.8 child per party vs. 1.1 child per party of all travelers
- Overall expenditures, not surprisingly are much lower among this group of travelers, with a total average reported expenditure of \$232 (versus \$1,070 total average trip or \$358 per day among all regional travelers)
- Daily expenditures in all categories are much lower among day travelers on average than those who stay overnight
- Several attractions are reportedly of less interest to day trip travelers than among all travelers, including: outdoor activities, relaxing/shopping/dining and visiting friends

Visitor Profile

Day trippers

- Sightseeing, events and arts/entertainment were reported at a higher interest level than among day trip travelers, suggesting that scenic drives and specific activities are one of the most popular activities among this group
- Day trip travelers showed substantially less interest in hiking than the full group of visitors, but a comparatively higher interest in skiing/boardings, cross-country skiing/snowshoeing and skiing/boardings