



# Leisure Travel Study

## Essex, Franklin, and Hamilton County Region

2018 Franklin County Visitor Focus

May 2019

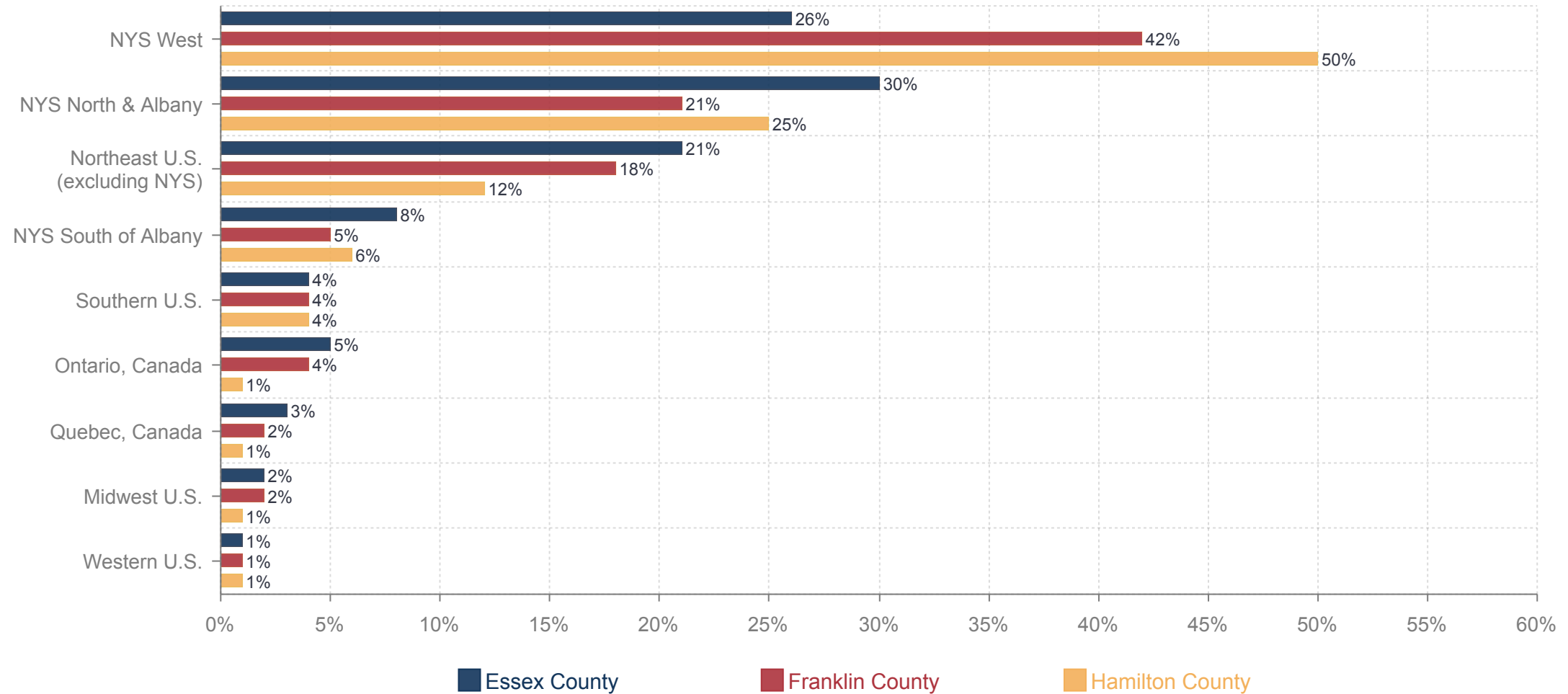
ROOST

# 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

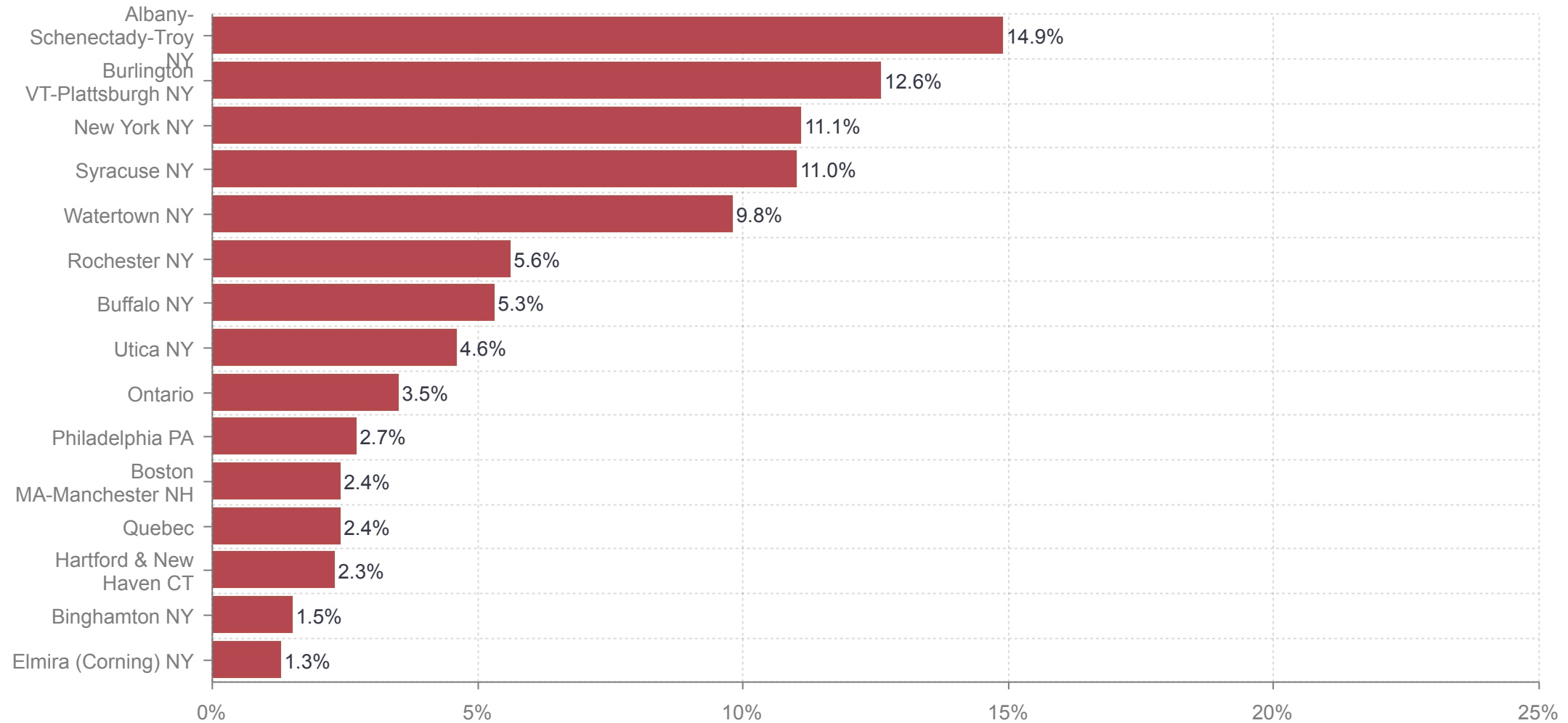
# Area of Residence

All travelers



# Area of Residence by DMA

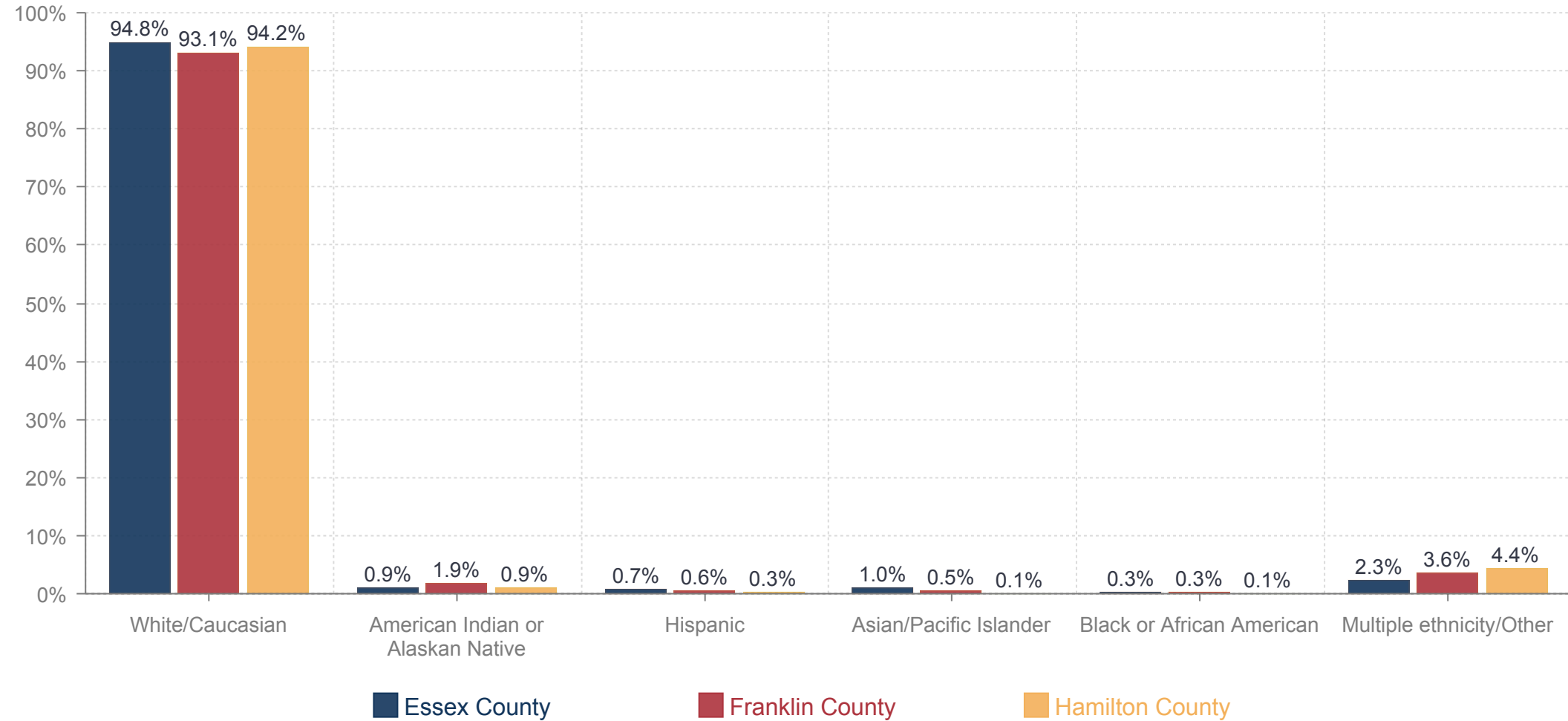
## Franklin County travelers





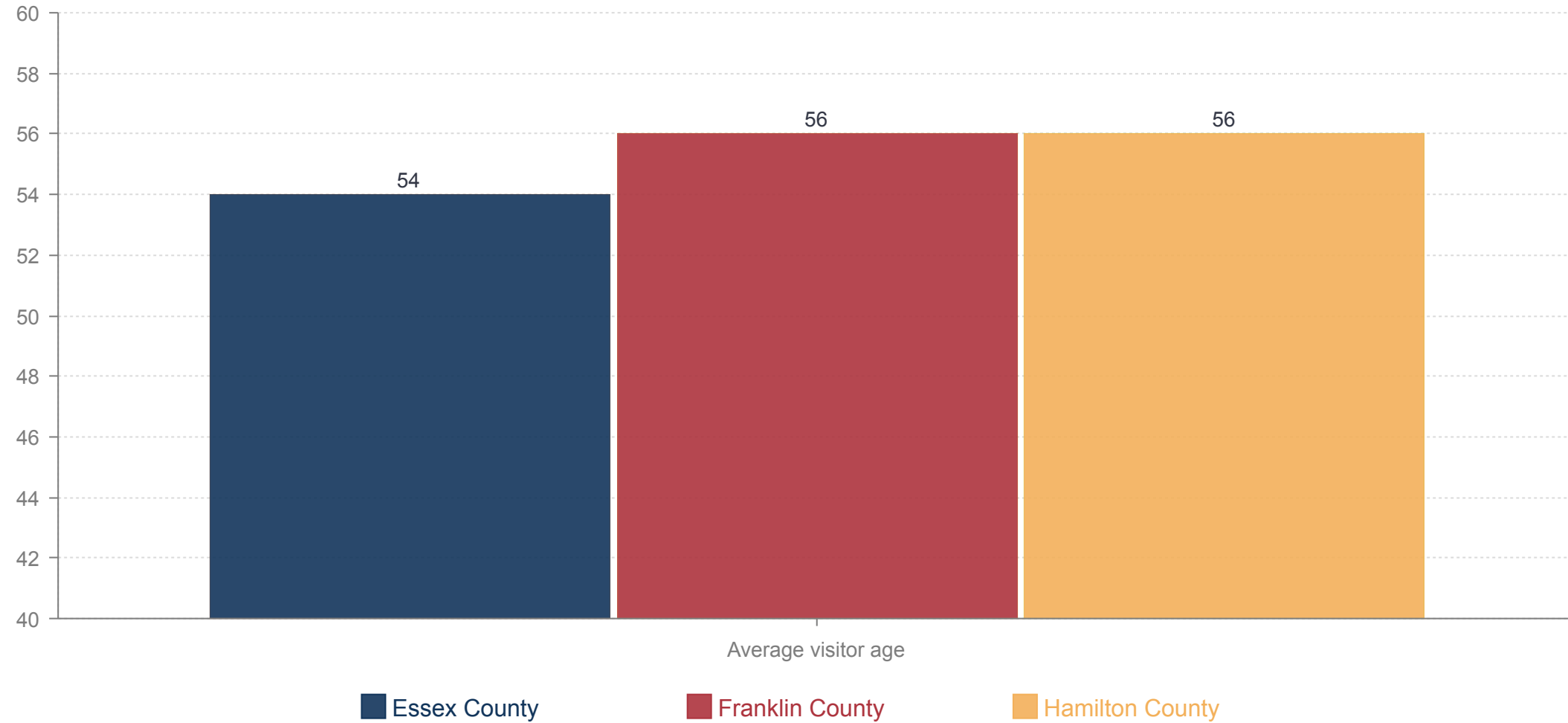
# Ethnicity

All travelers



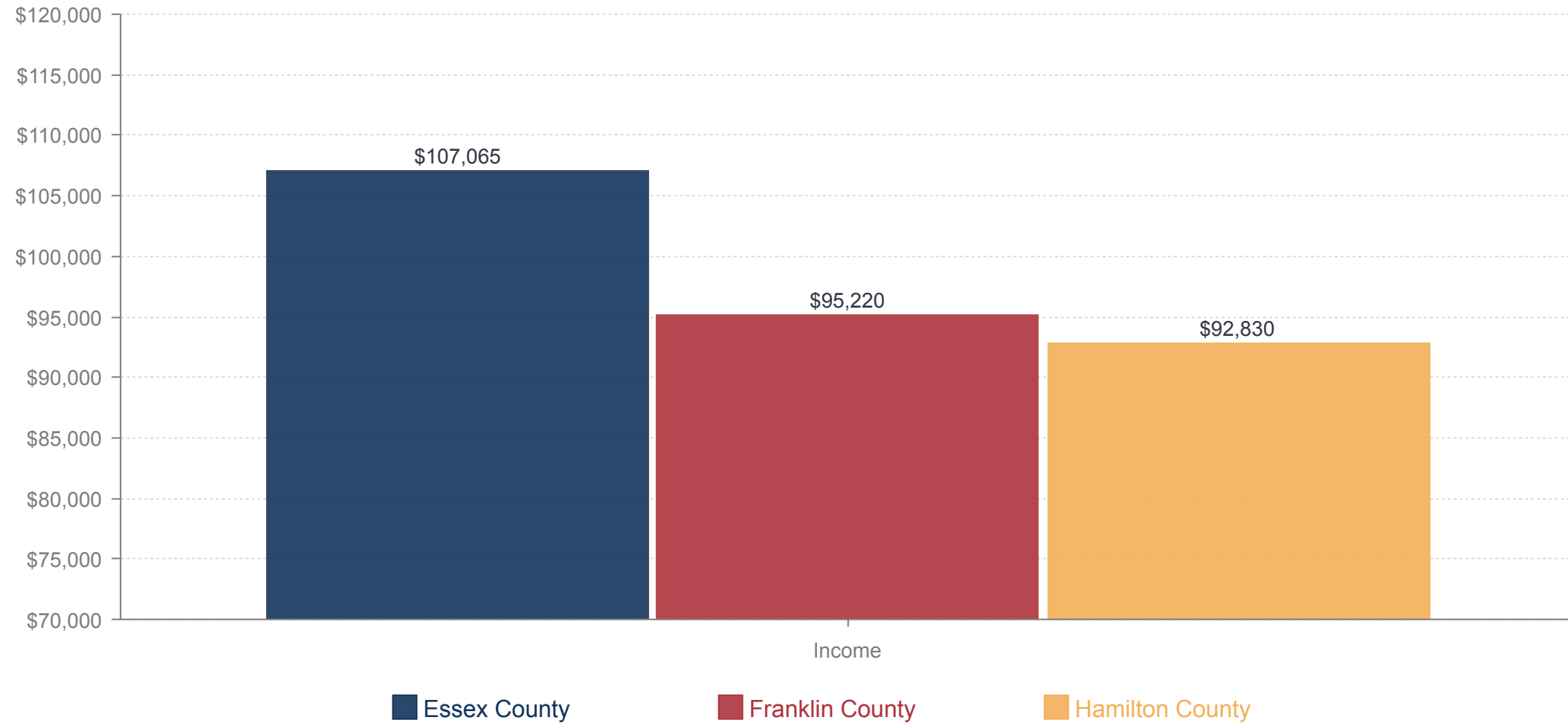
# Average Age

All travelers



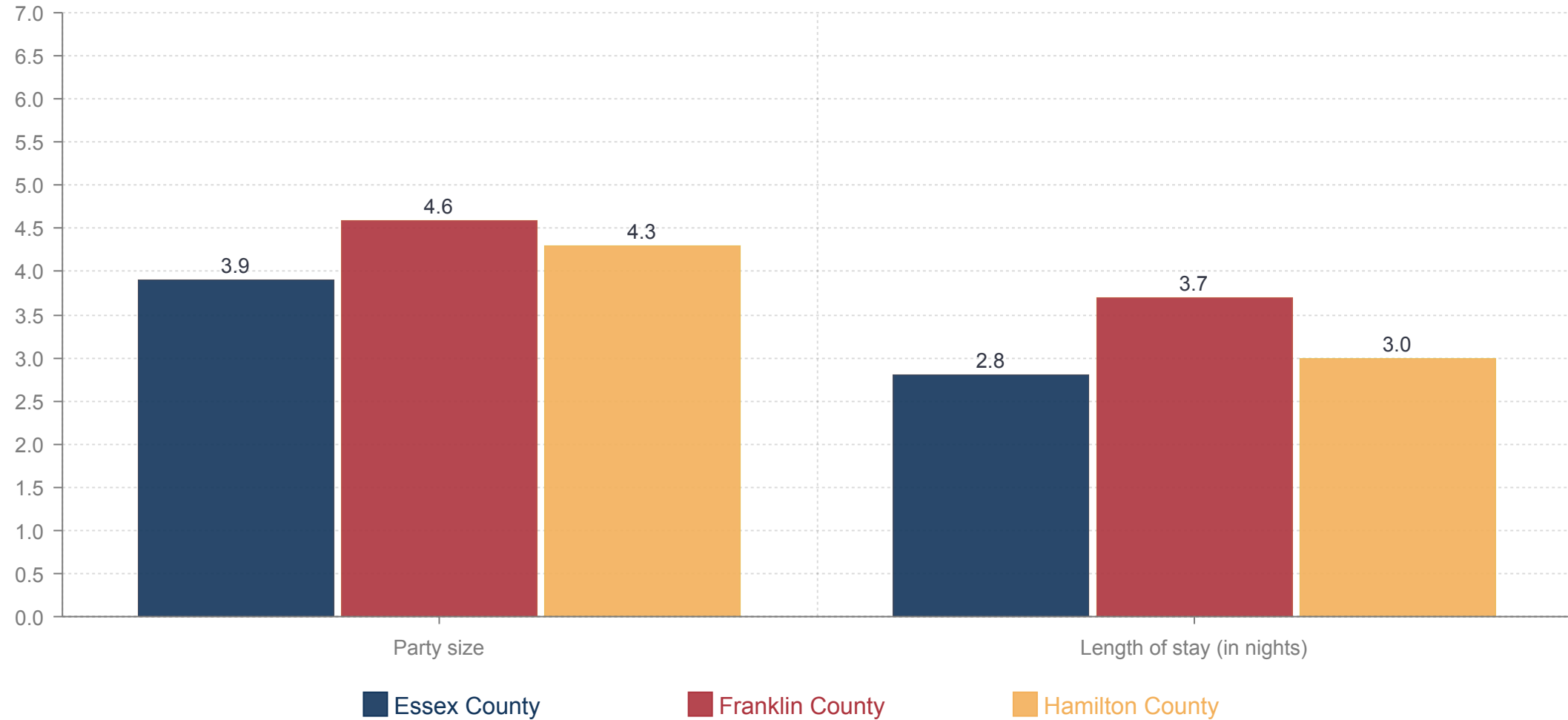
# Average Income

All travelers



# Party Size/Length of Stay

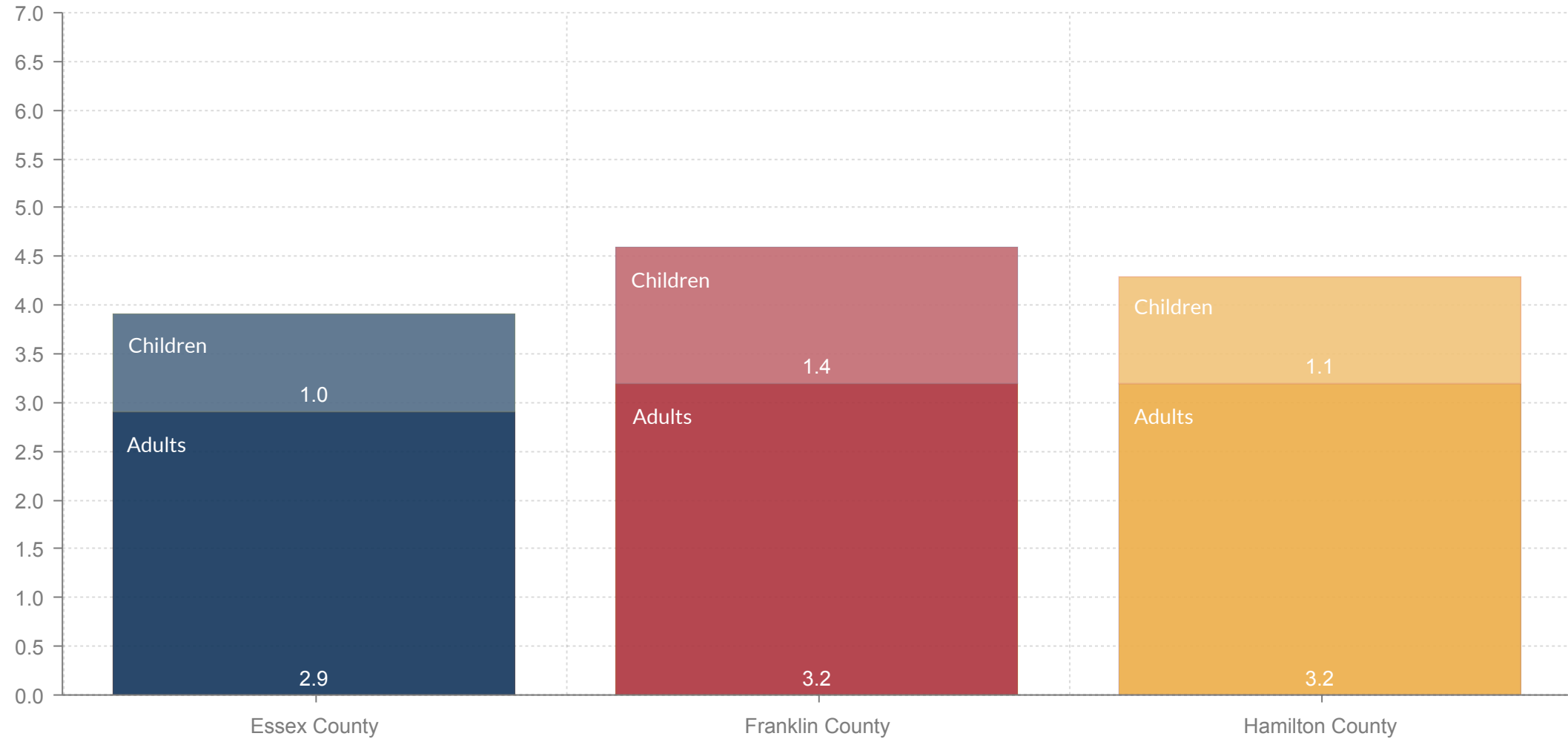
All travelers





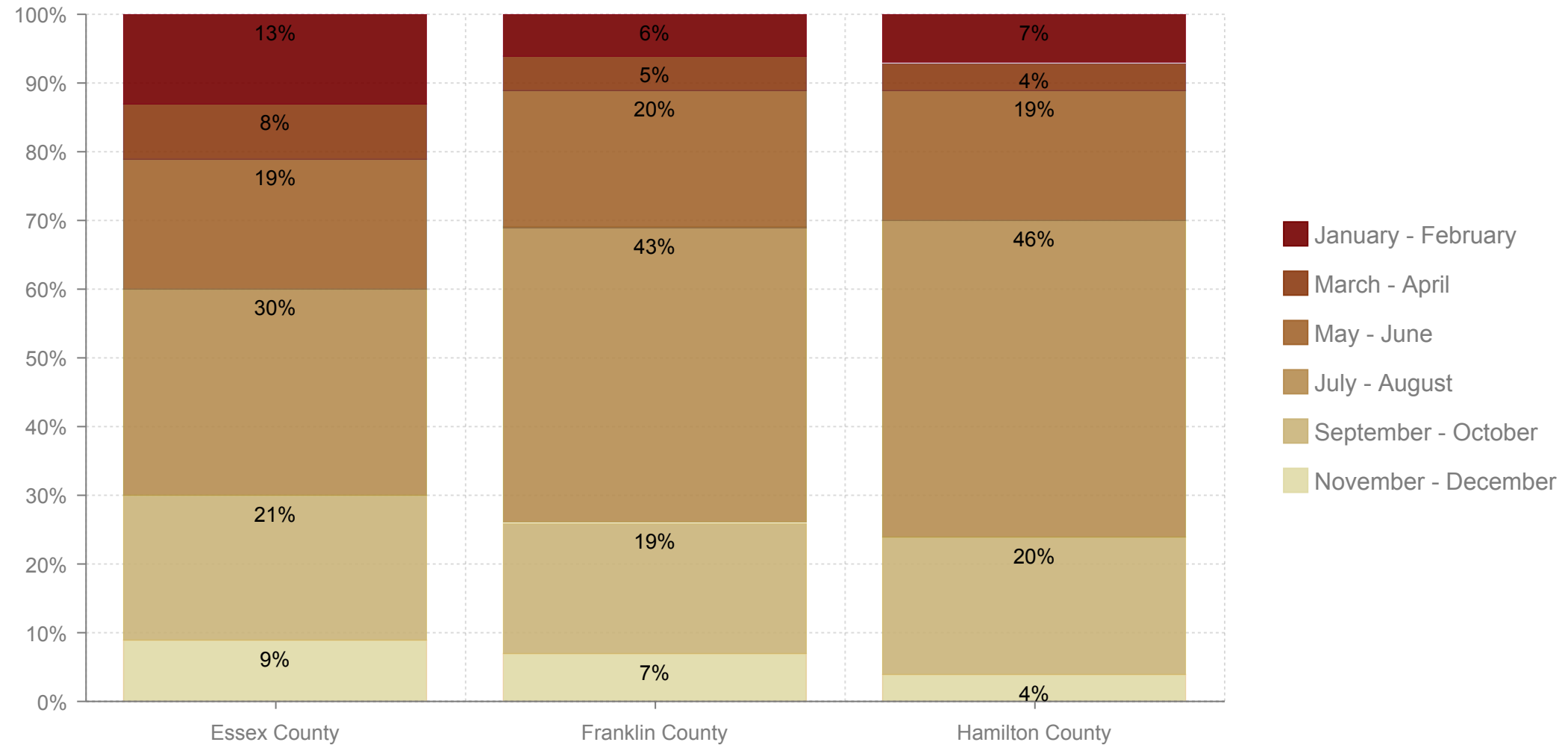
# Party Composition

All travelers



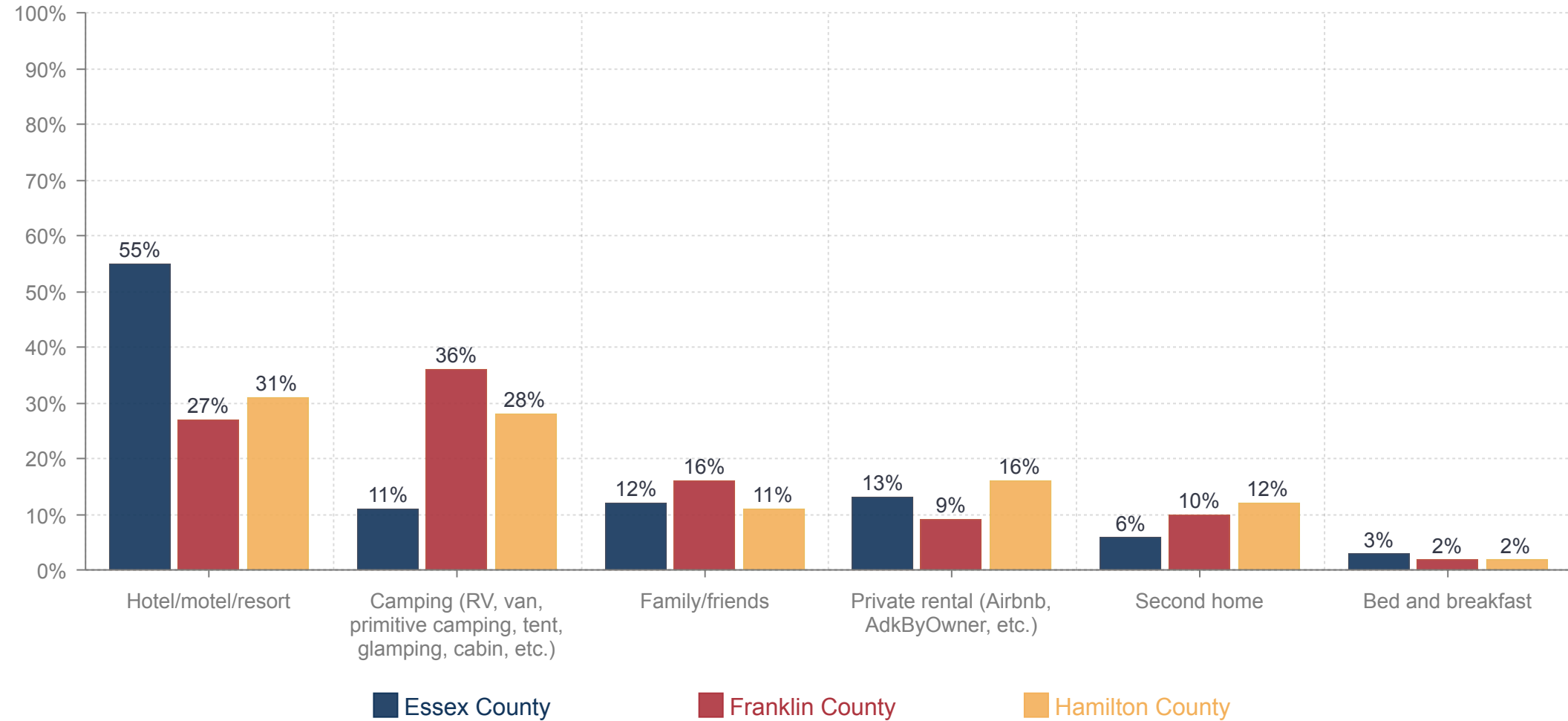
# Time of Year Visited

All travelers



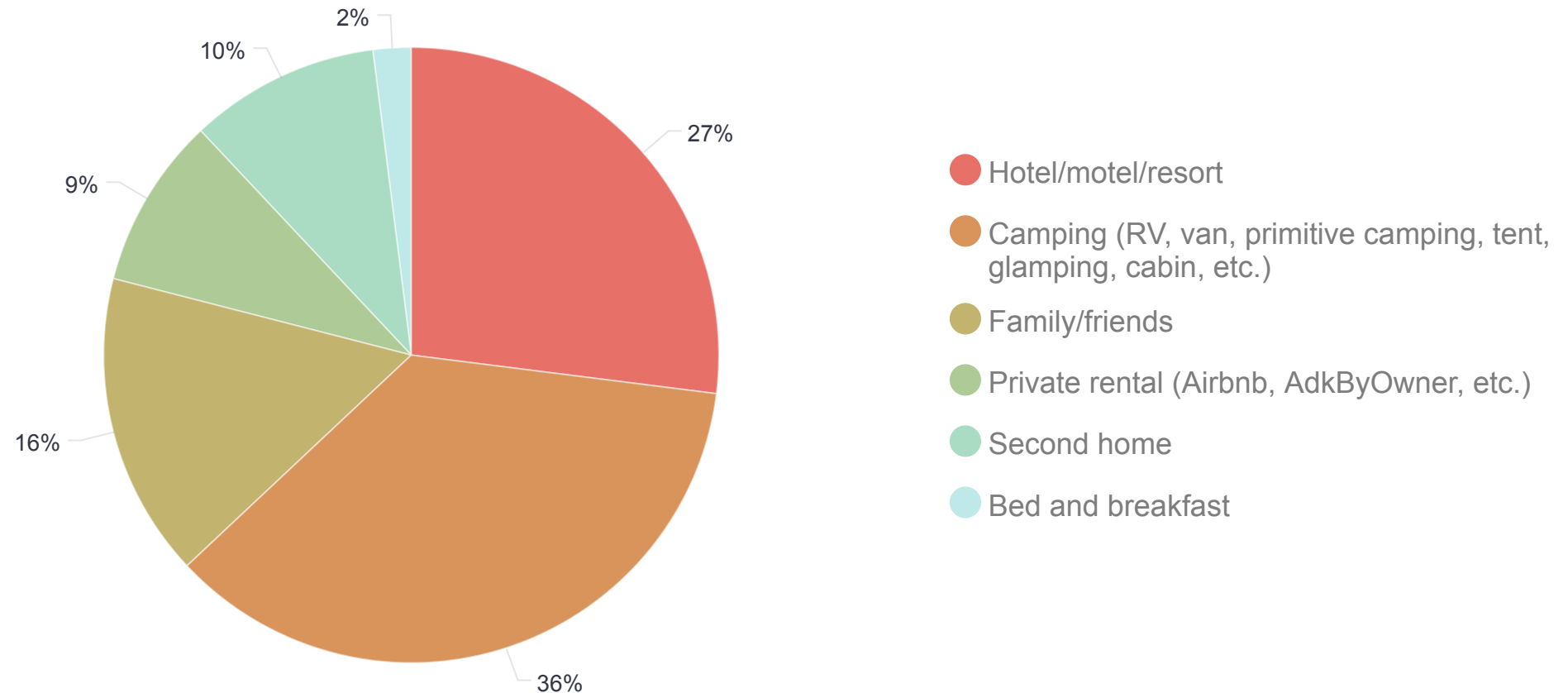
# Lodging Accommodations

All travelers



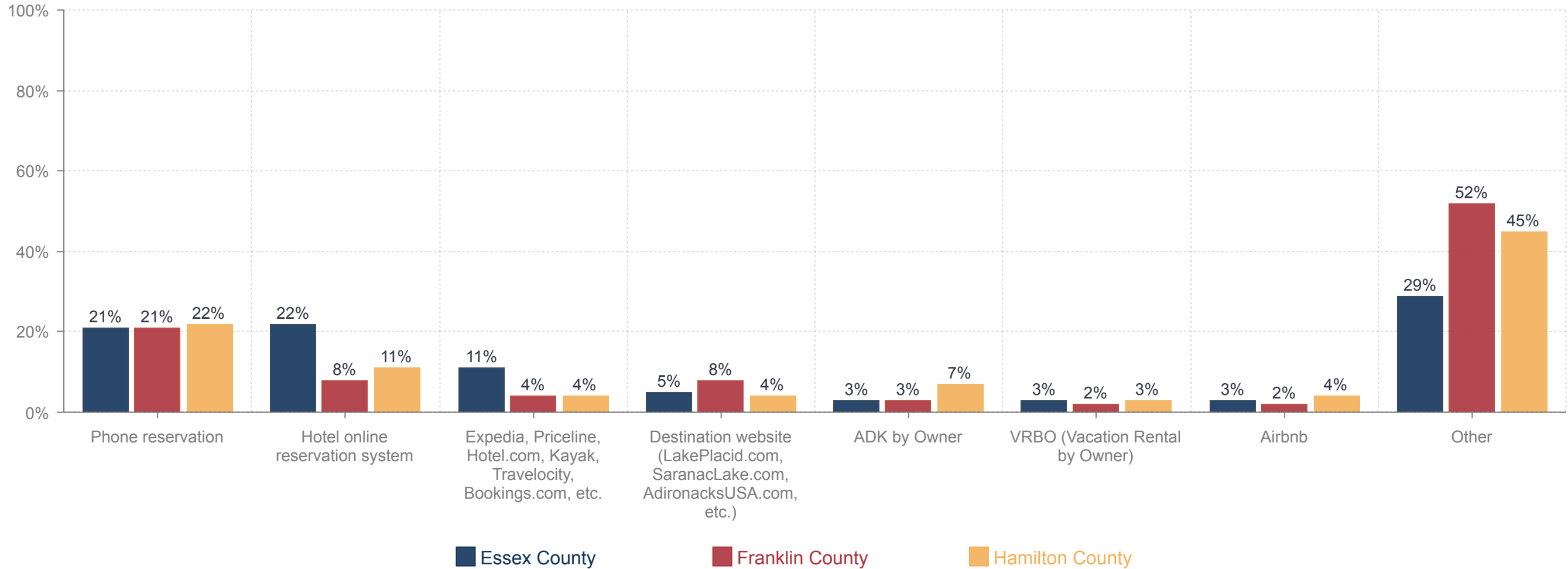
# Lodging Accommodations

Franklin County travelers



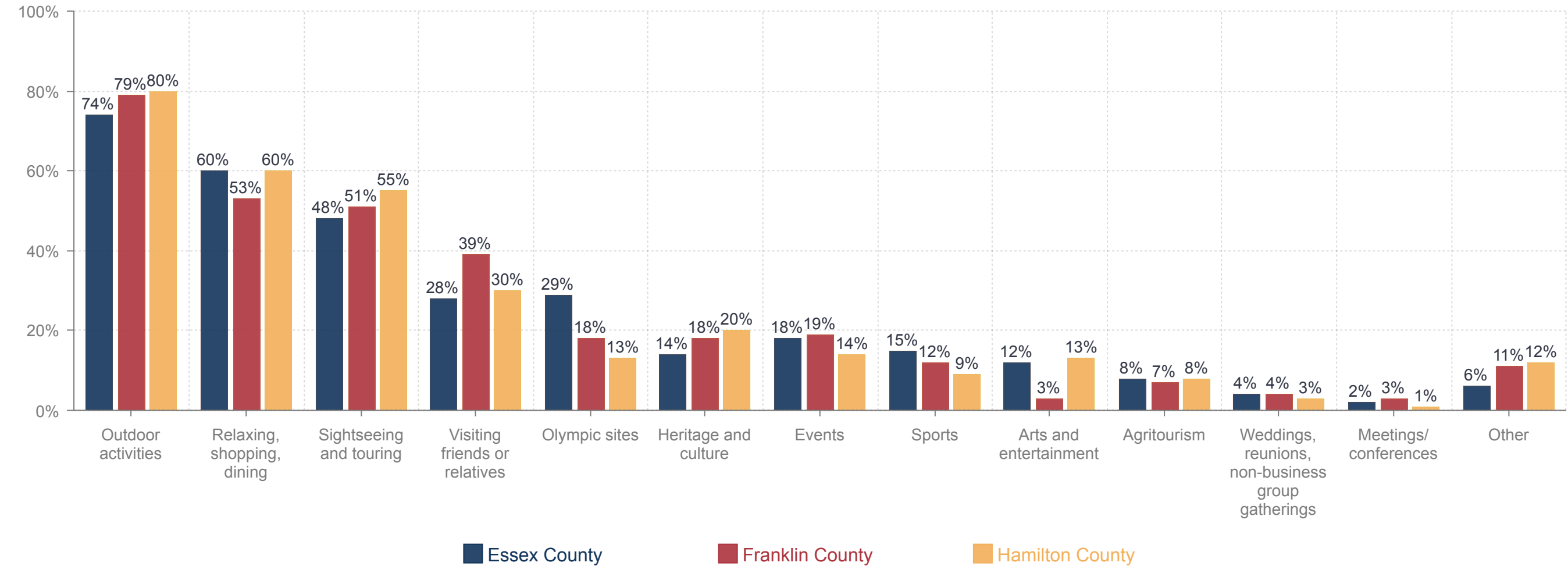
# Method of Booking Lodging Reservation

All travelers



# Key Attractions

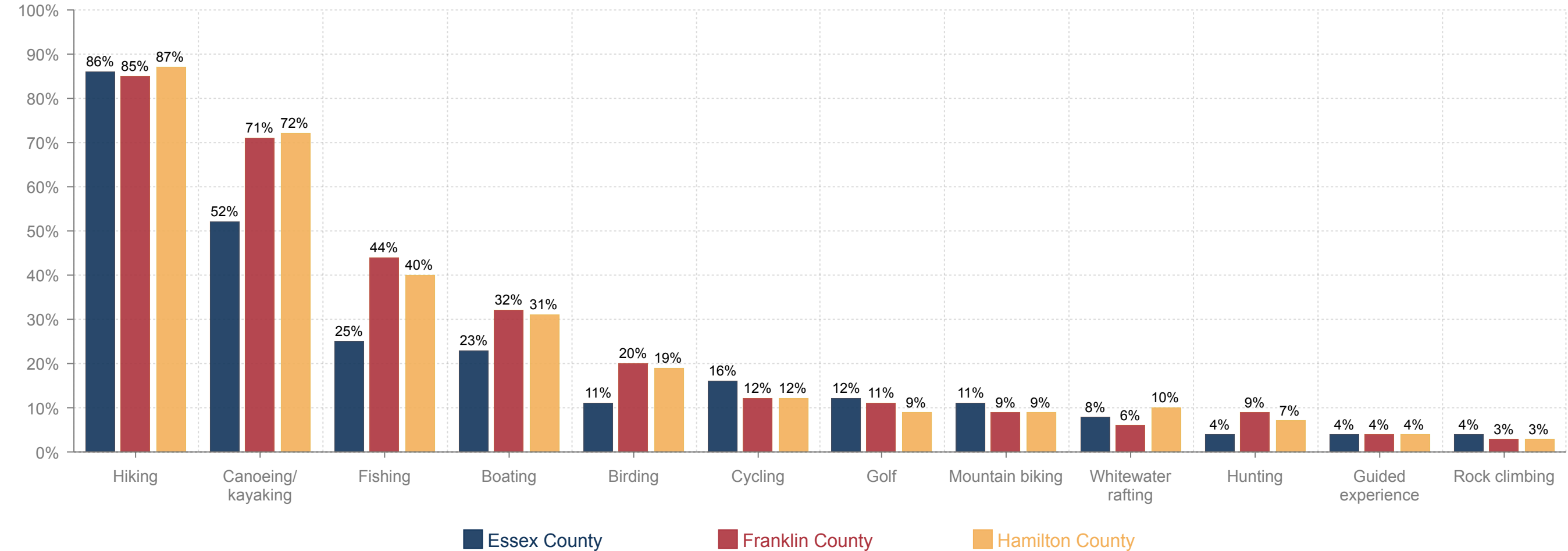
All travelers





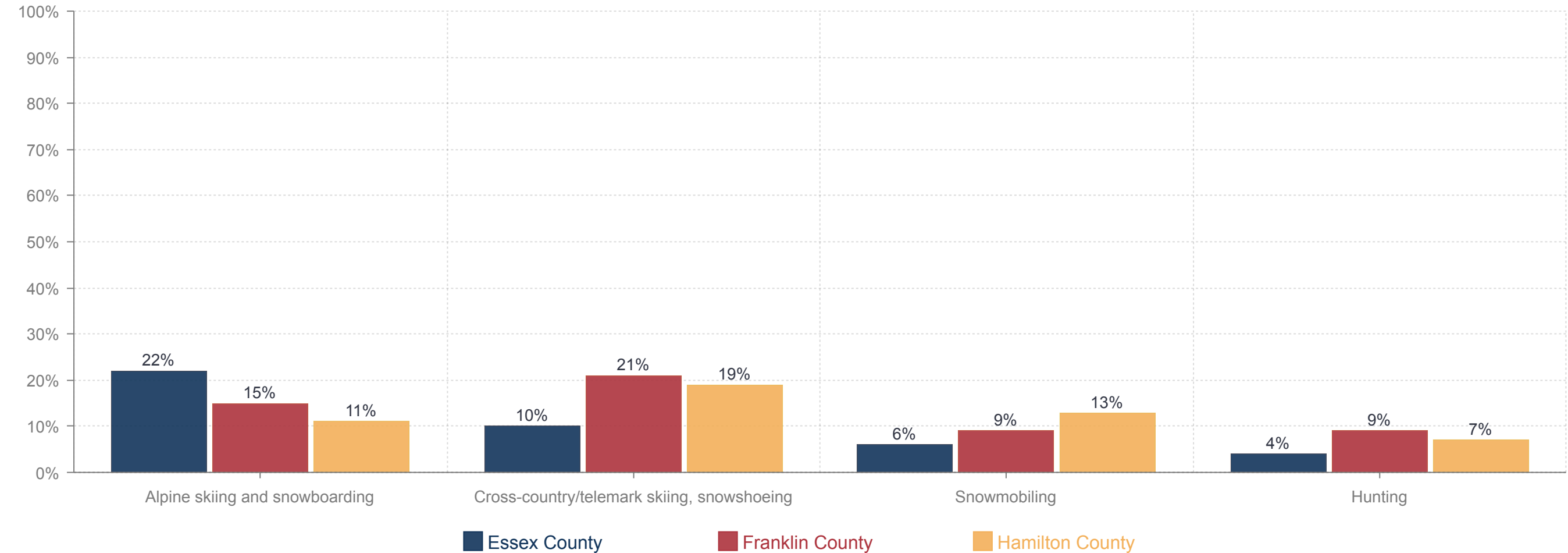
# Outdoor Spring/Summer Activities

All travelers



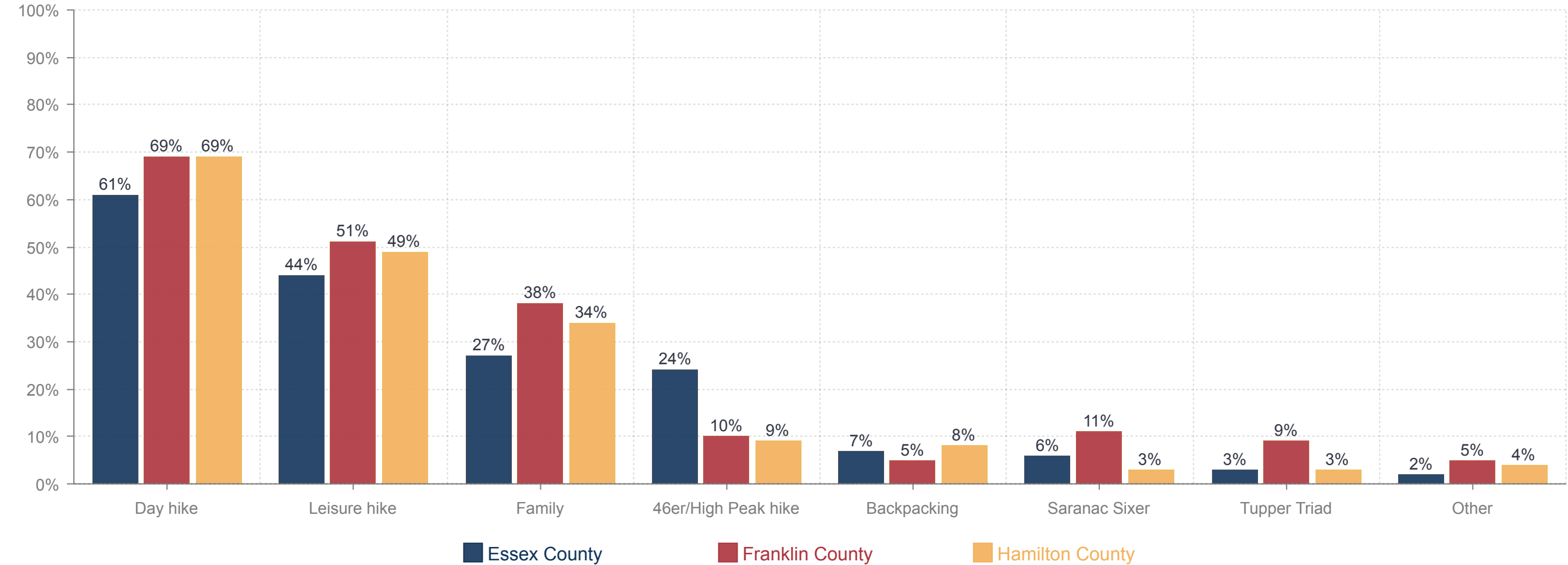
# Outdoor Fall/Winter Activities

All travelers



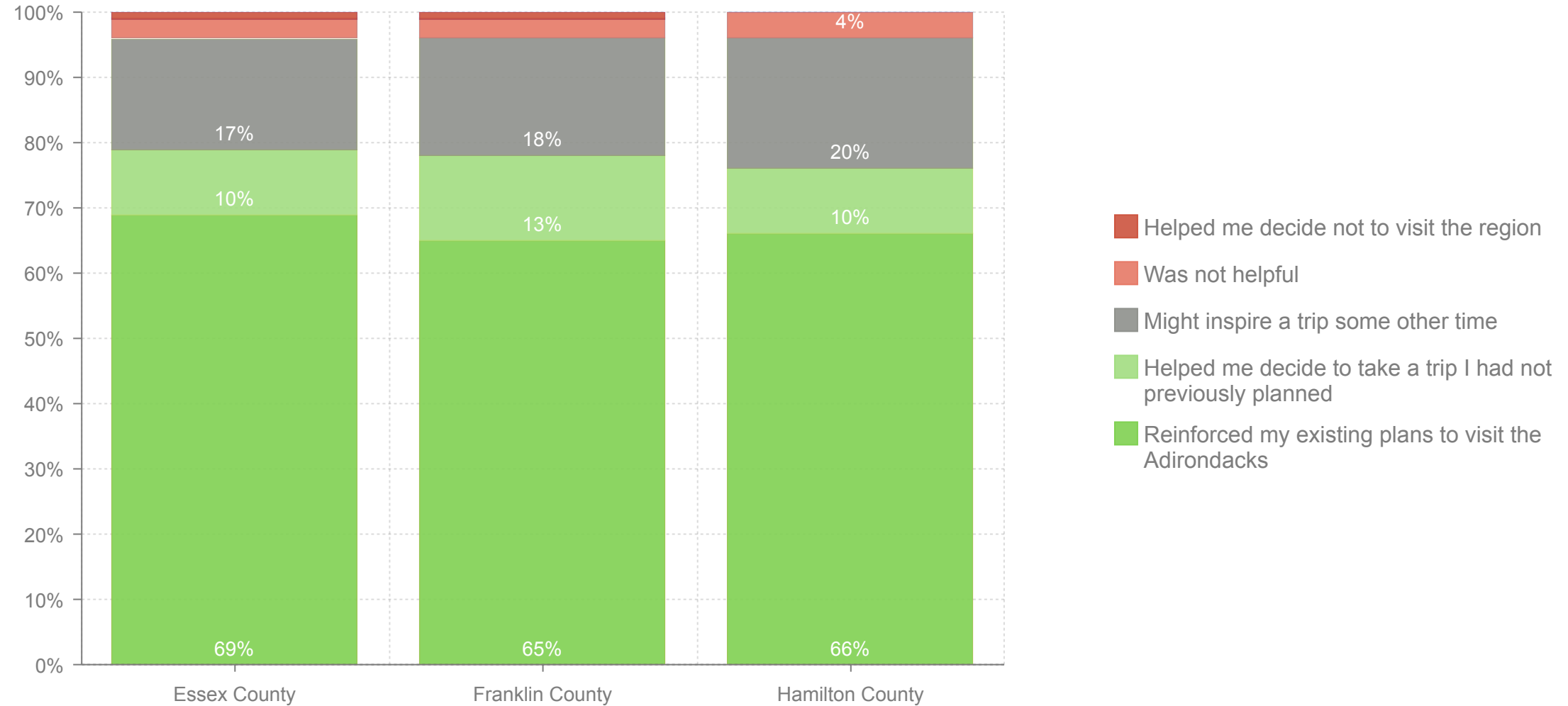
# Hiking Breakdown

All travelers



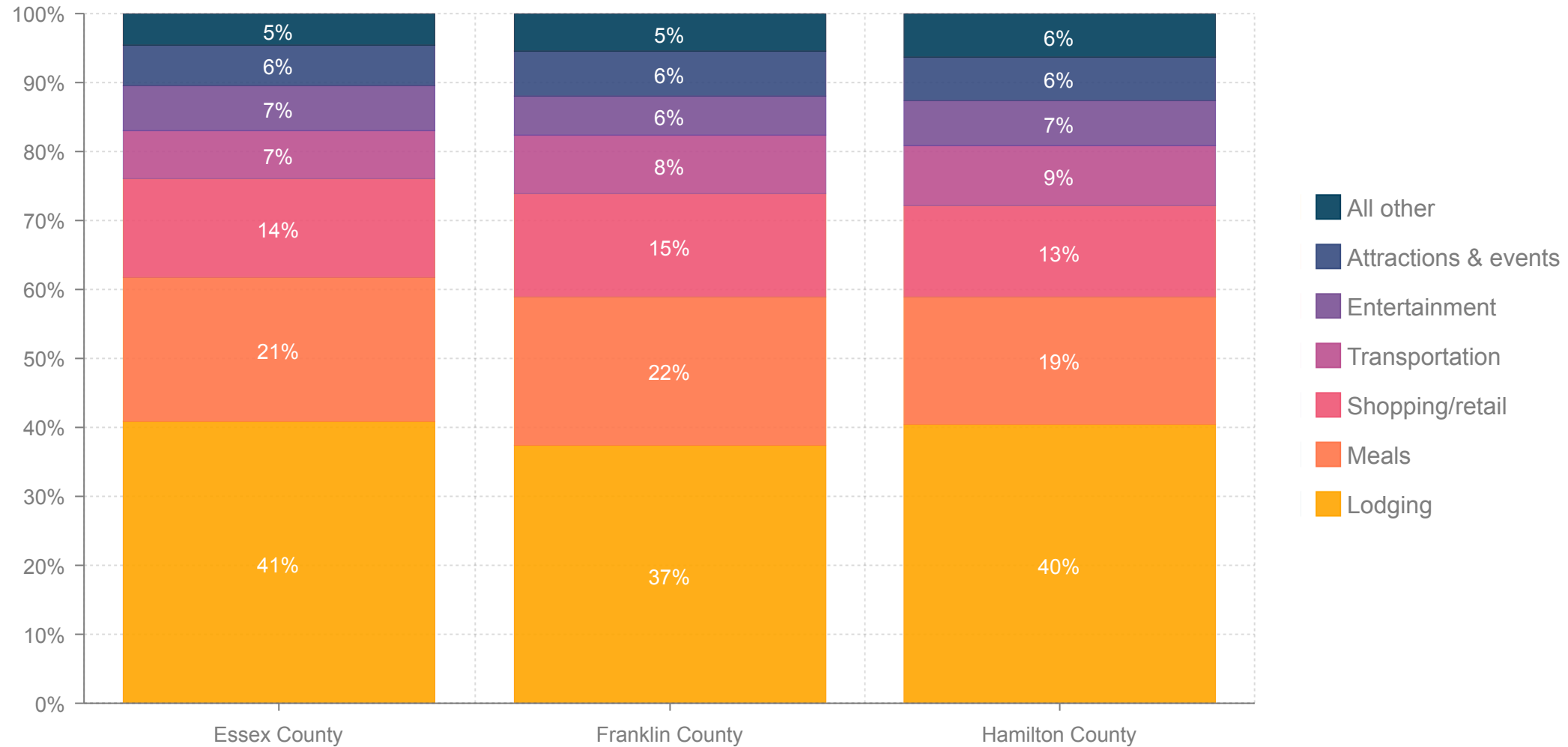
# Conversion Rate from Viewing ROOST Marketing Materials

All travelers



# Total Expenditure Allocation by Category

All travelers



# Mean Party Expenditures

All travelers

	Essex County	Franklin County	Hamilton County
Lodging	\$168	\$92	\$126
Meals	\$86	\$53	\$58
Shopping/retail	\$60	\$37	\$41
Transportation	\$29	\$21	\$27
Entertainment	\$28	\$14	\$20
Attractions & events	\$25	\$16	\$20
All other	\$19	\$13	\$20
Average daily expenditure	\$415	\$246	\$312
Average total expenditure	\$1,151	\$911	\$934



An aerial photograph of a scenic landscape in the Adirondacks. A large, calm lake is the central feature, surrounded by dense forests with trees in various shades of autumn—yellows, oranges, and reds. To the left, a green golf course is visible. In the background, rolling hills and mountains are visible under a blue sky with scattered white clouds. The overall scene is peaceful and picturesque.

# Franklin County Visitor Profile

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

*adirondacks, usa*



# Visitor Profile

All Franklin County travelers

- Average traveler party age of respondents was 58 years old; slightly older than the reported ages of the prior two years (54 and 56)
- Mean annual reported household income of travelers was \$95,220, an 8% increase over the 2017 reported mean income of \$87,717
- Average reported total traveler party size was 4.6 persons, including an average of 3.2 adults and 1.4 child. Both adult composition and the child composition grew from the prior reported year (3 and 1 respectively)
- Average stay reported by 2018 travelers was 3.7 nights, continuing the longer stays than reported from 3.4 in 2017 and 3.1 nights in 2016

# Visitor Profile

All Franklin County travelers

- 36% travelers reported staying at camping destinations in 2018, followed by hotel/motel/resort at 27%
- 16% reported staying with family and friends, 10% renting private homes and 9% staying in their second homes
- Outdoor activities remained, by a substantial margin, the largest draw to the area with 79% of respondents indicating this interest
- “Relaxing, dining and shopping” (53%) was the second most frequently reported draw to visit the region, followed by sightseeing (51%). Visiting friends (39%), followed by events (19%), and visiting heritage/Olympic sites (tied at 18%) were reported as the next most common attractions

# Visitor Profile

All Franklin County travelers

- Hiking remained the most popular reported outdoor activity, with 85% of respondents who reported seeking outdoor activities indicating interest. This was a noticeable jump in level of interest from 2017 visitors (75%)
- The following outdoor activity interests were also selected as next most popular (in descending order): canoeing/kayaking, fishing, boating, cross-country skiing/snowshoeing, birding and skiing/riding
- Respondents expressed interest in canoeing/kayaking and fishing jumped considerably in 2018 from 2017 reported interest, and fell in skiing/riding and boating

# Visitor Profile

All Franklin County travelers

- Average daily traveler party spending in 2018 is estimated at \$246 per day, which is lower than the 2017 level (\$271). Length of stay was slightly longer at 3.7 nights (2017 was 3.4). The total estimated trip expenditure is \$911
- Average reported lodging, shopping and meal expenditures all increased, however the other three categories decreased for an overall small decline. Shopping demonstrated a notable 35% gain in average expenditures from prior year
- Conversion measurement, the percent of travelers who stated that the information or marketing viewed either reinforced potential plans to visit or helped them decide to take an unplanned trip, was 78%. This is a significant increase from 2017 reported conversion of 74%