



# Leisure Travel Study

## Essex, Franklin, and Hamilton County Region

2018 Hamilton County Visitor Focus

May 2019

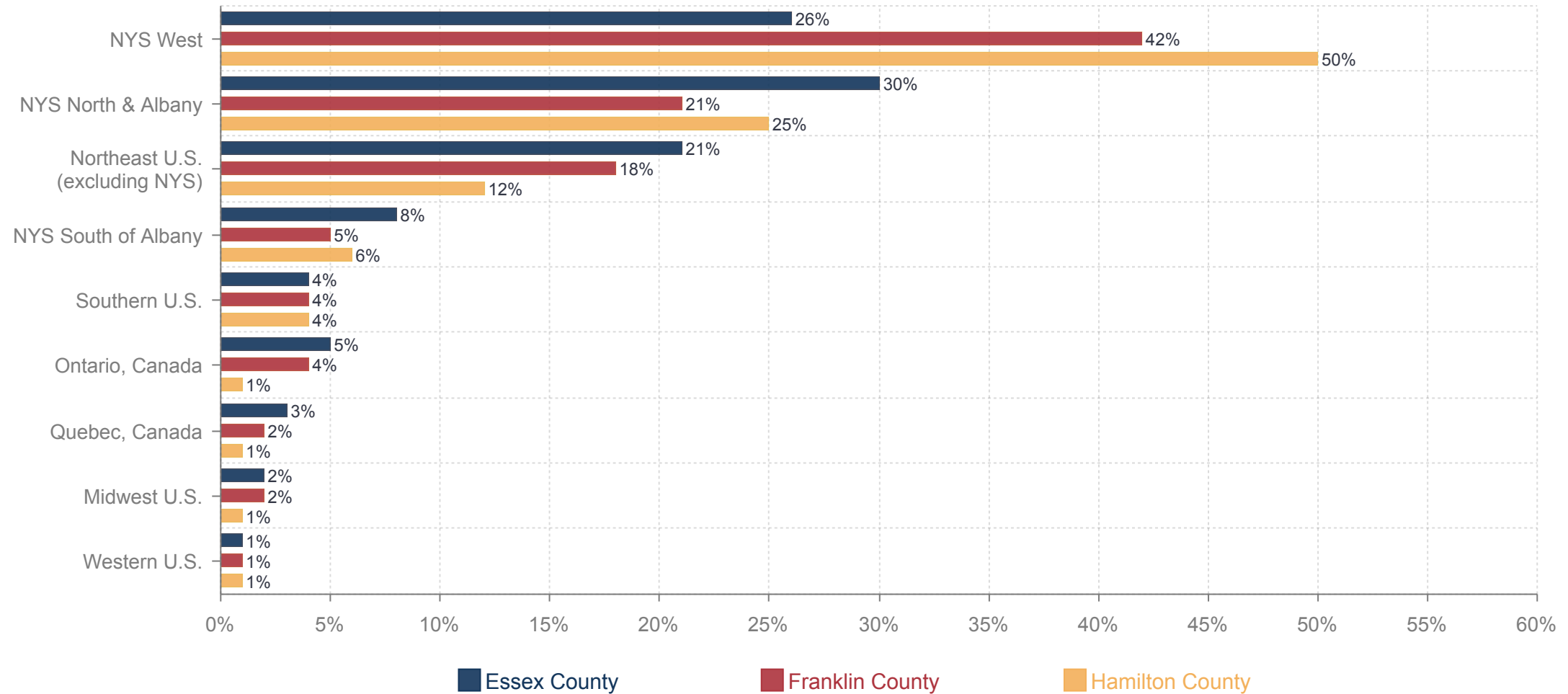
ROOST

# 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

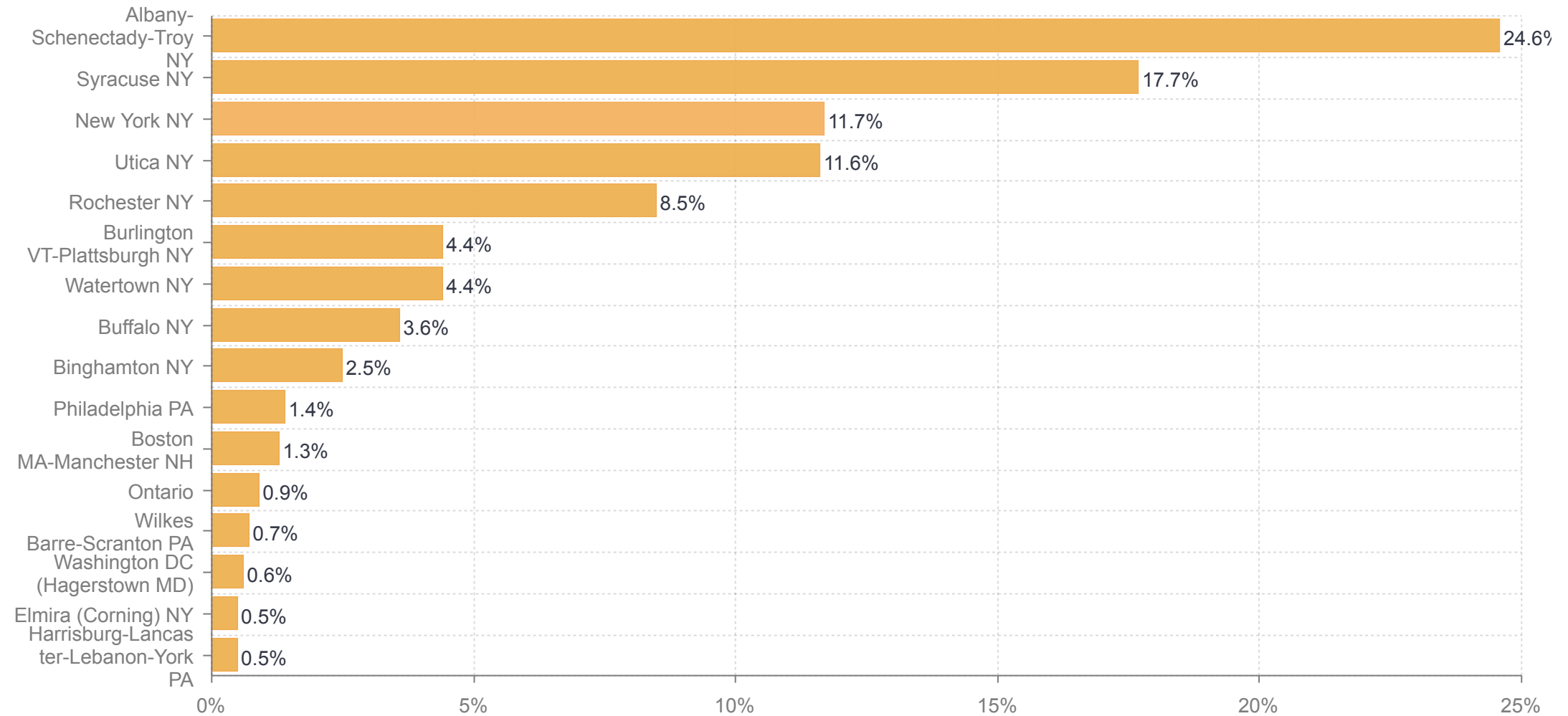
# Area of Residence

All travelers



# Area of Residence by DMA

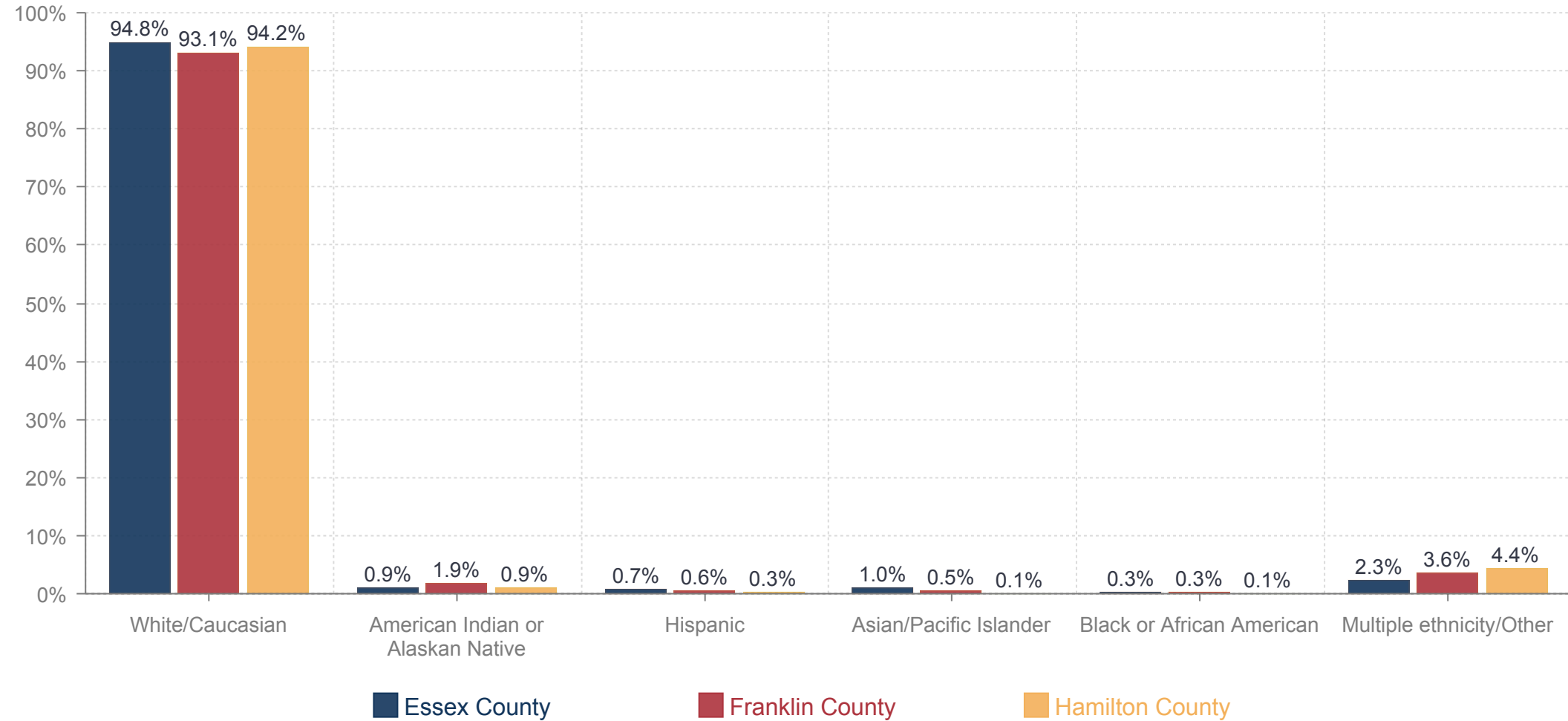
## Hamilton County travelers





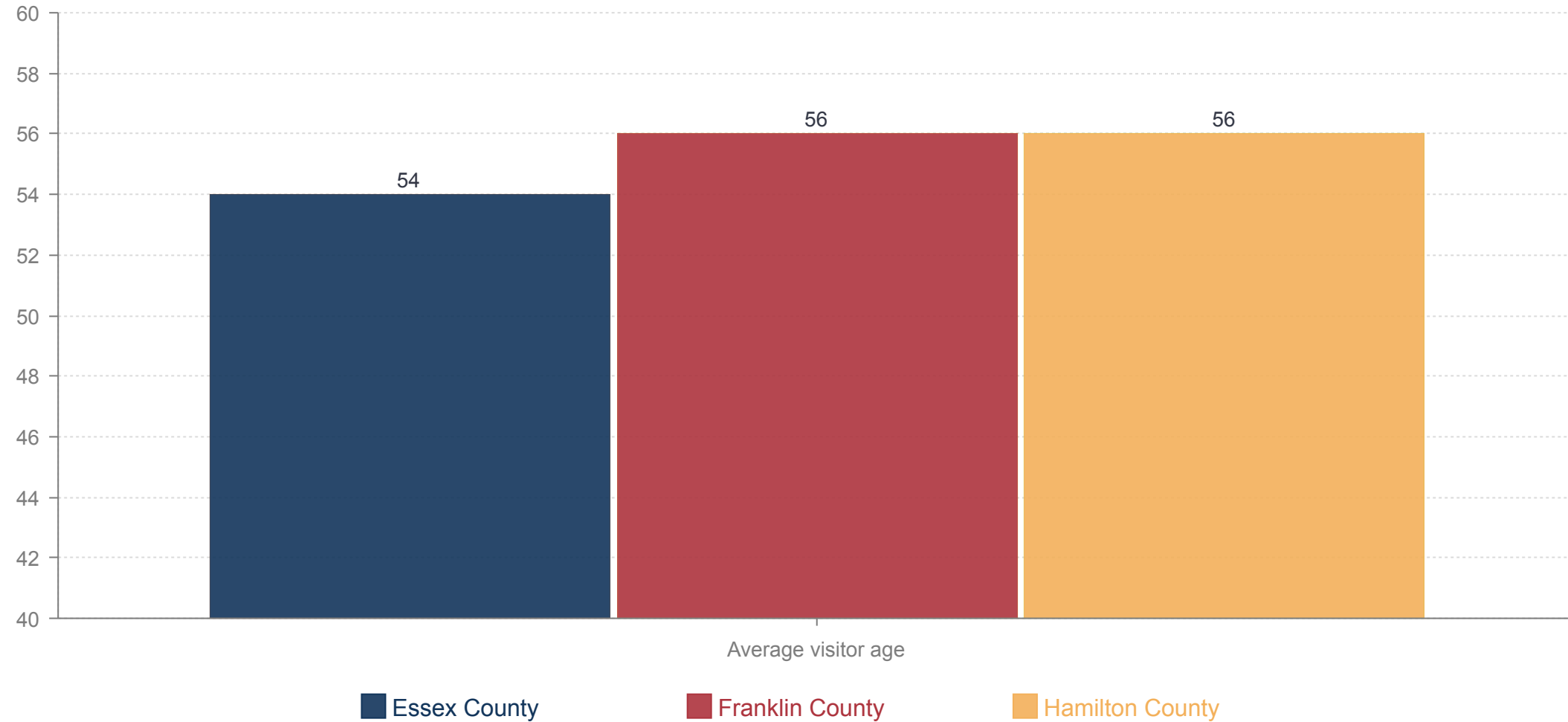
# Ethnicity

All travelers



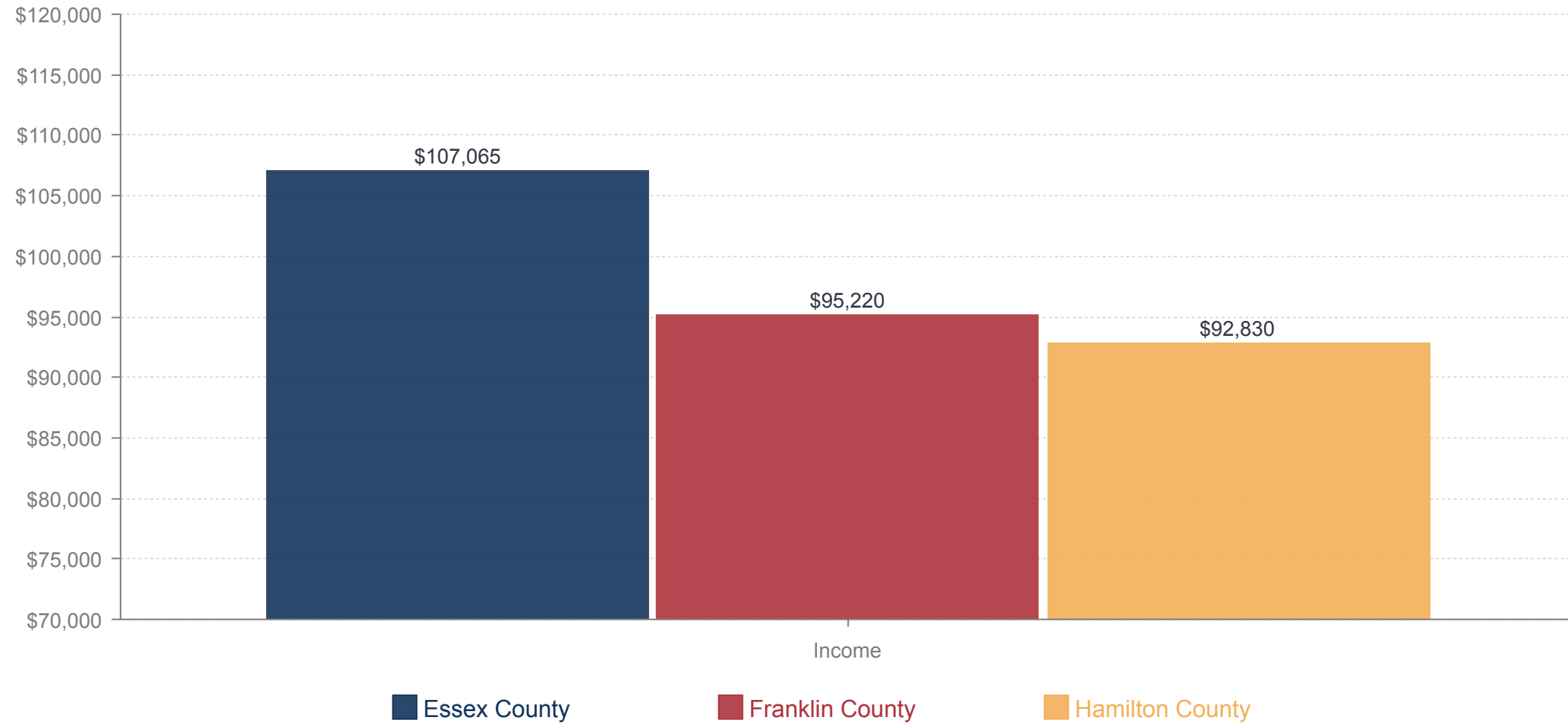
# Average Age

All travelers



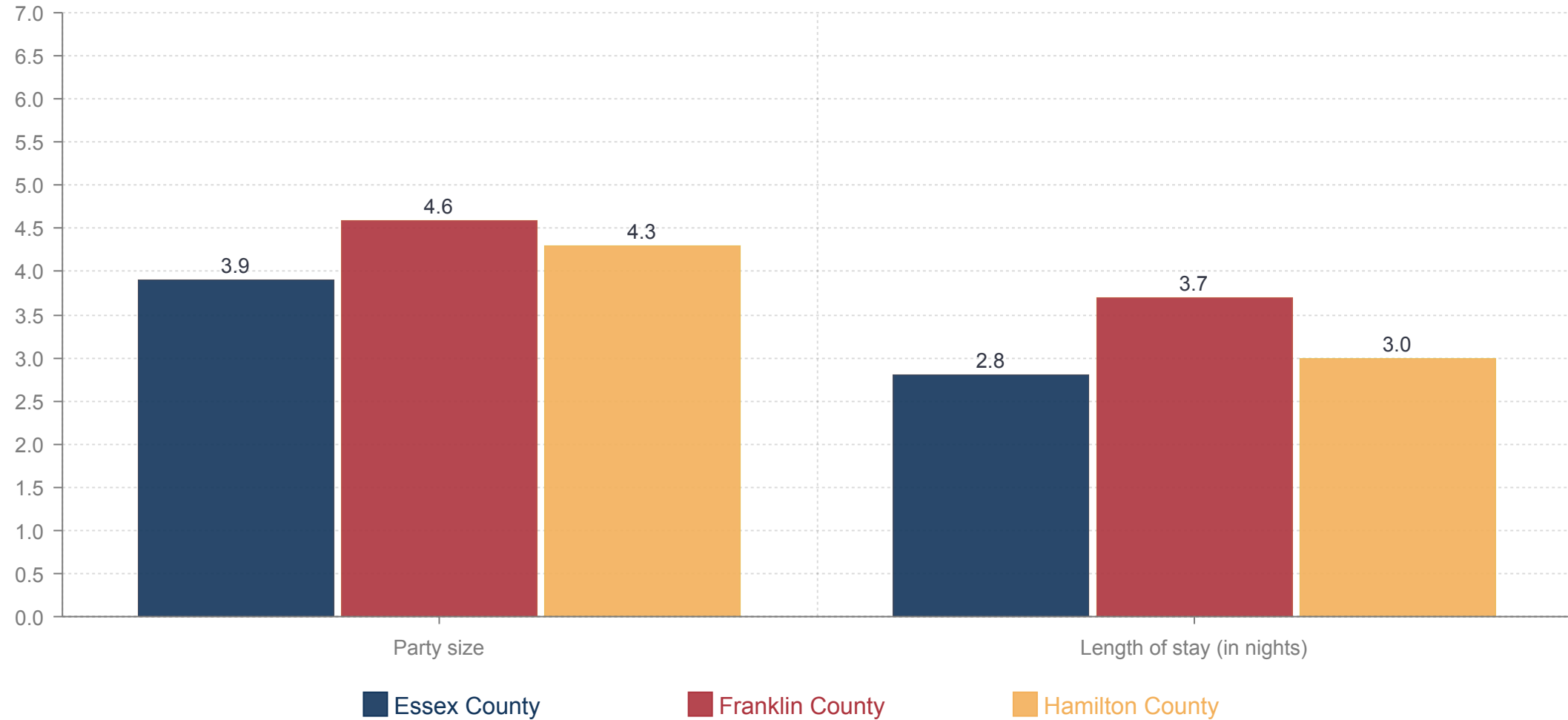
# Average Income

All travelers



# Party Size/Length of Stay

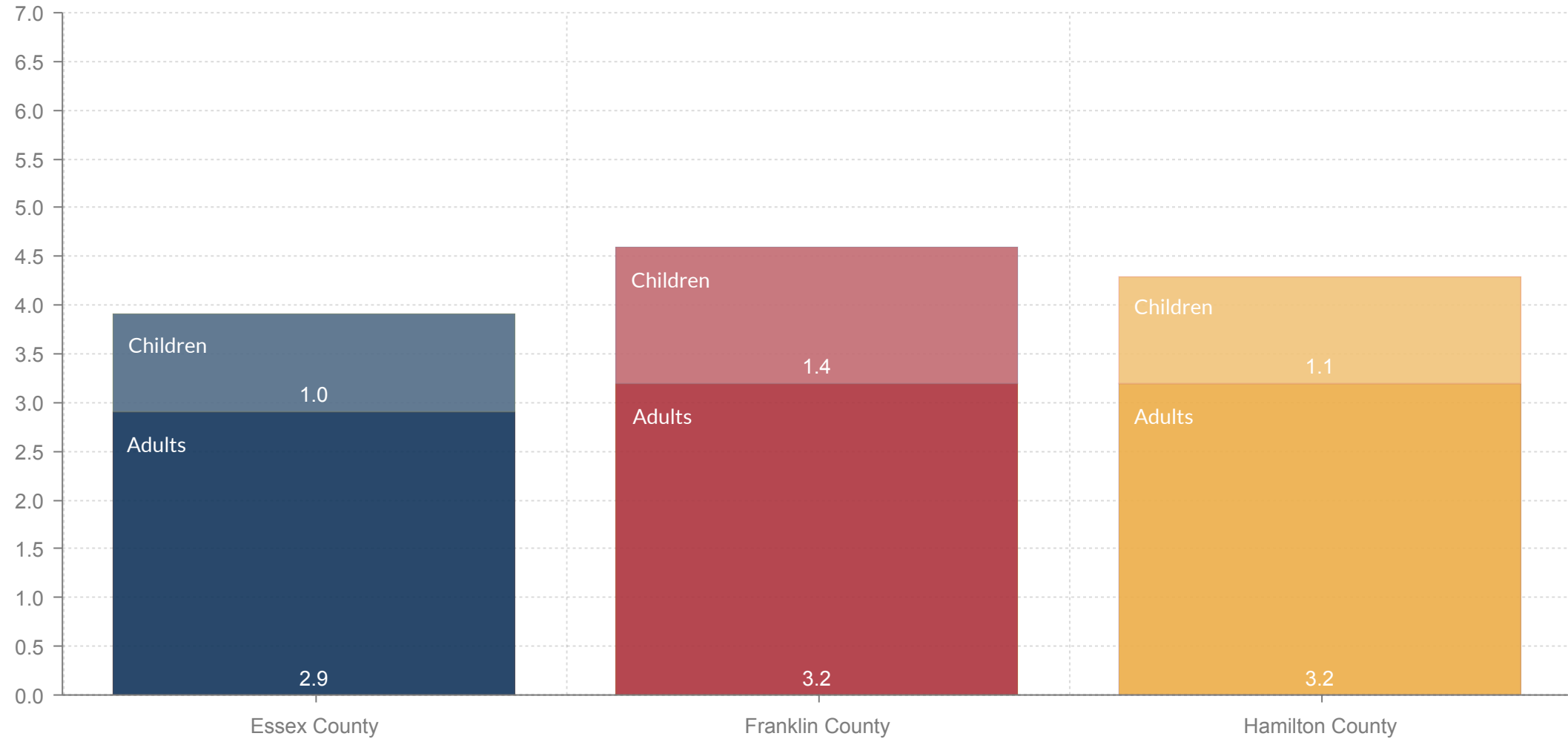
All travelers





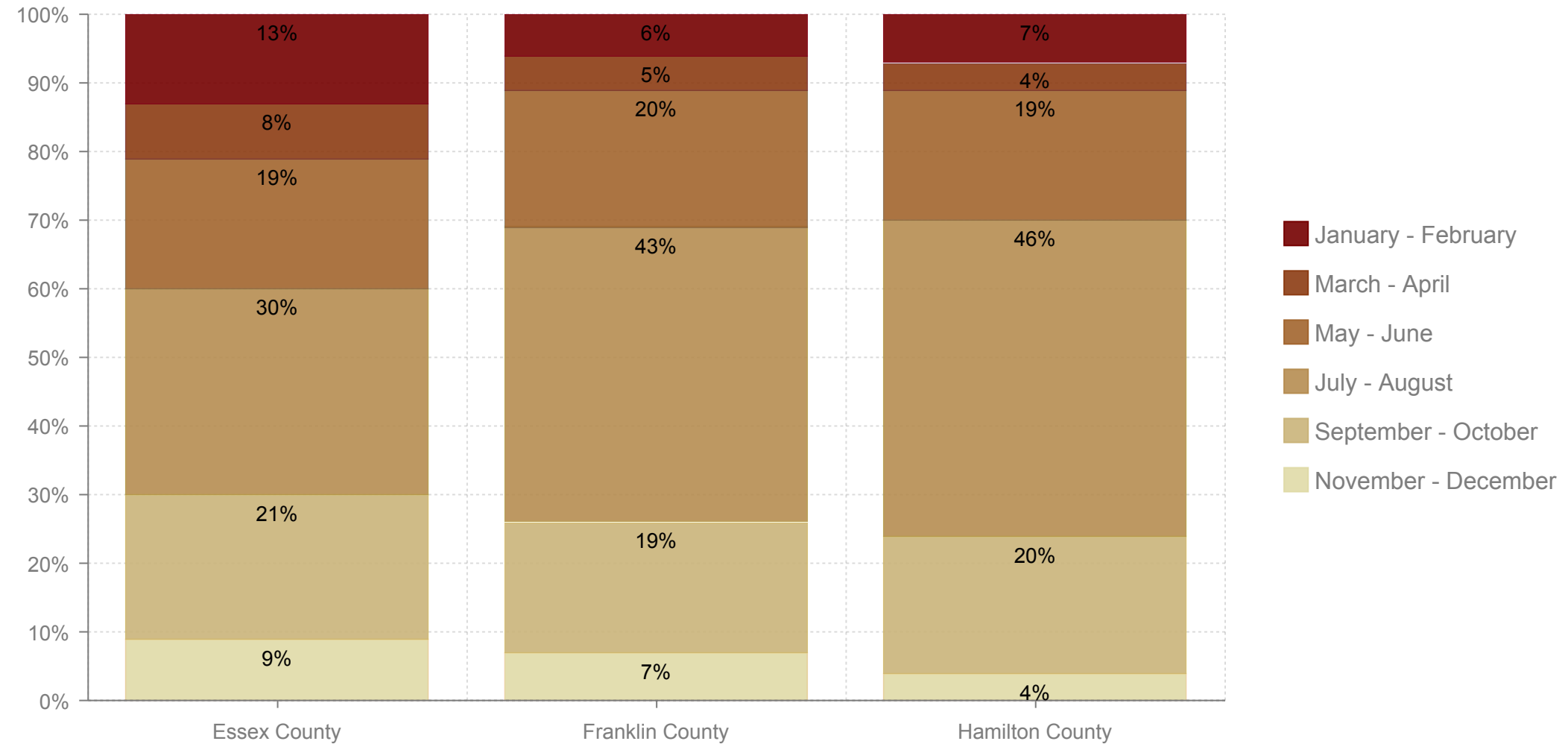
# Party Composition

All travelers



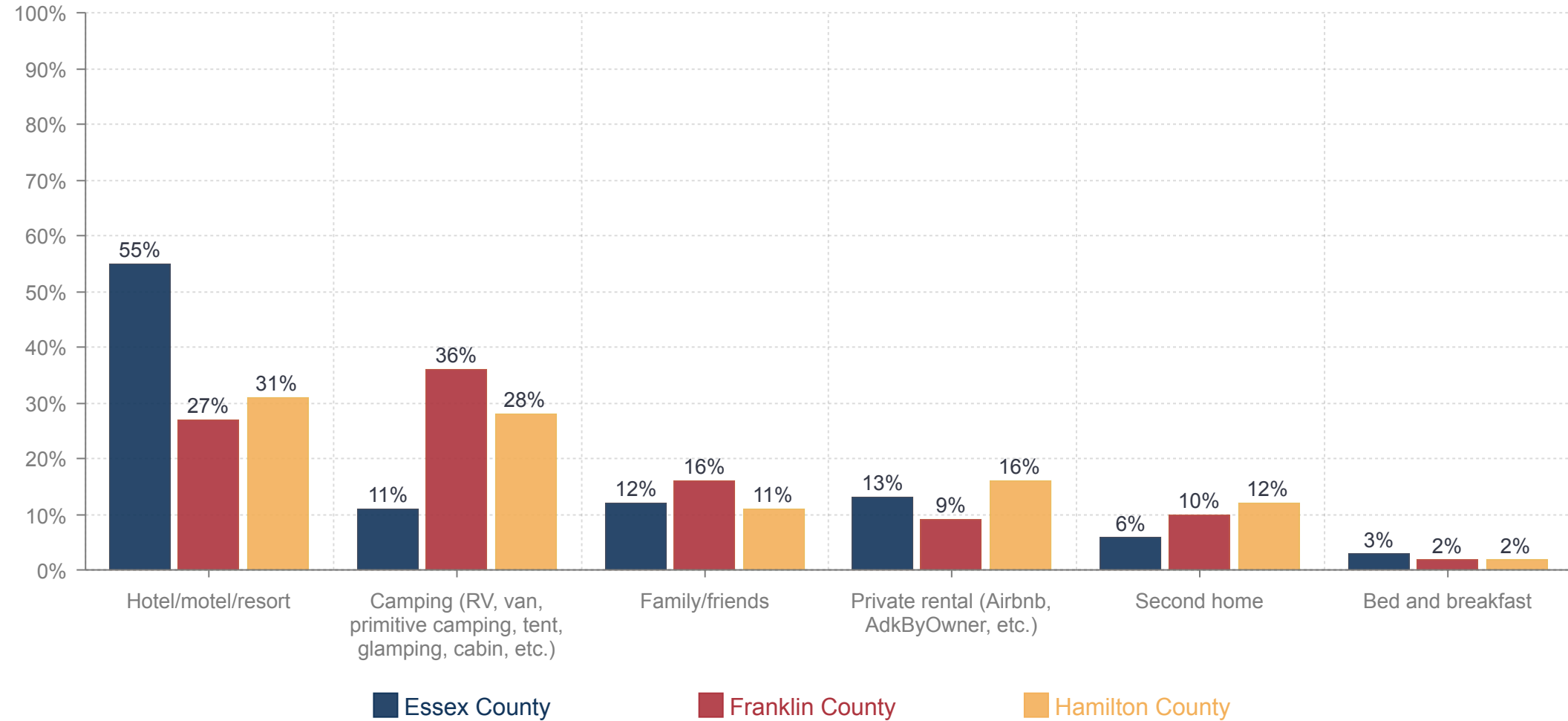
# Time of Year Visited

All travelers



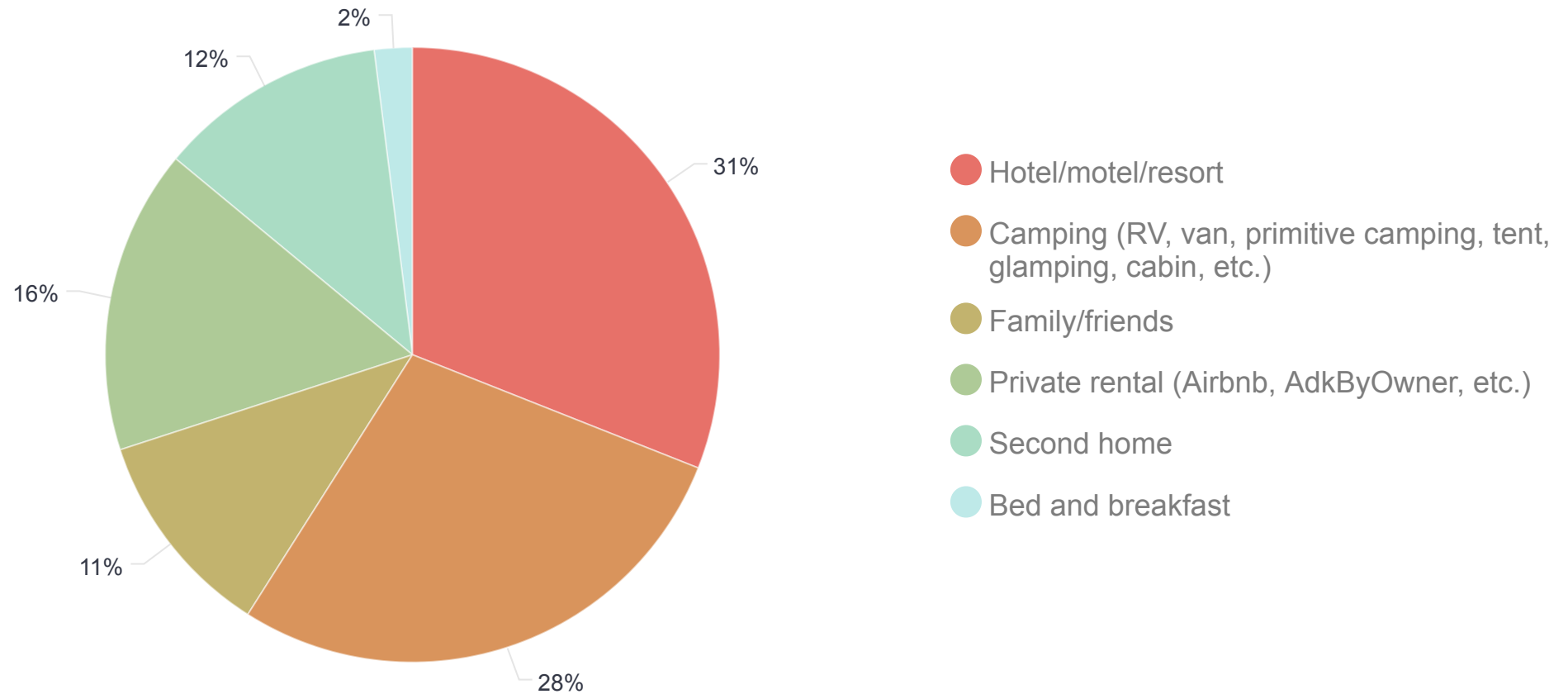
# Lodging Accommodations

All travelers



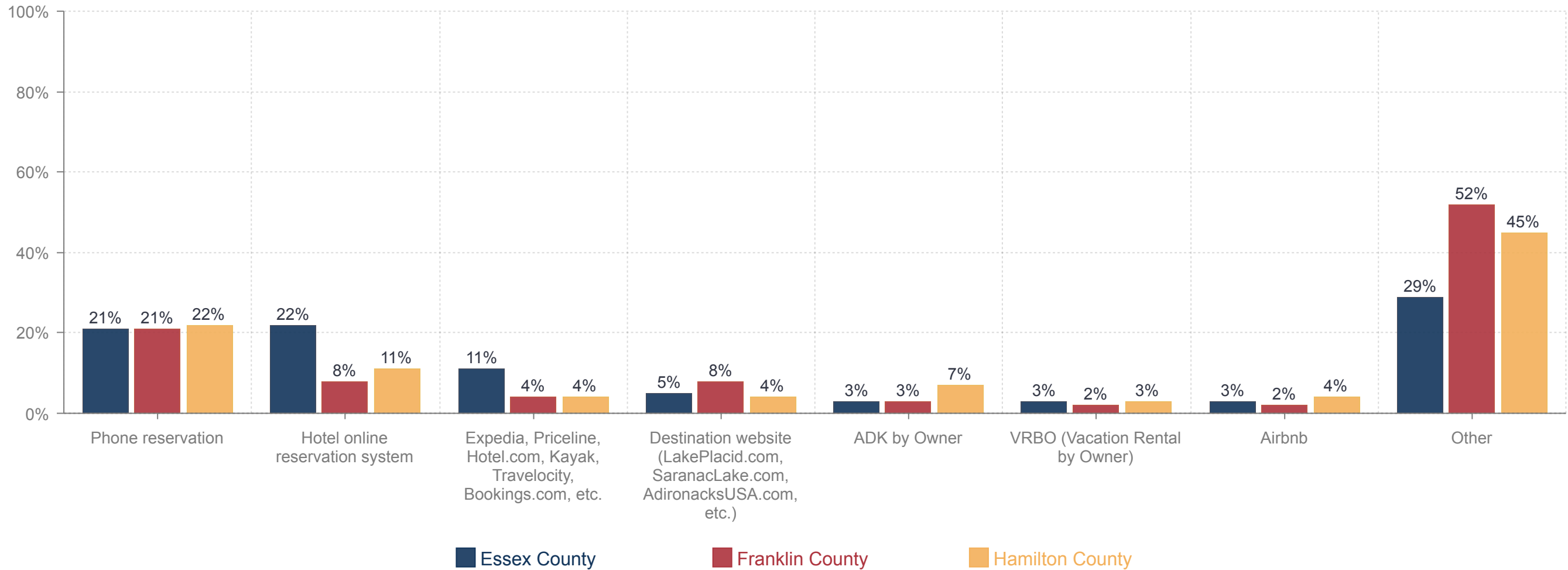
# Lodging Accommodations

Hamilton County travelers



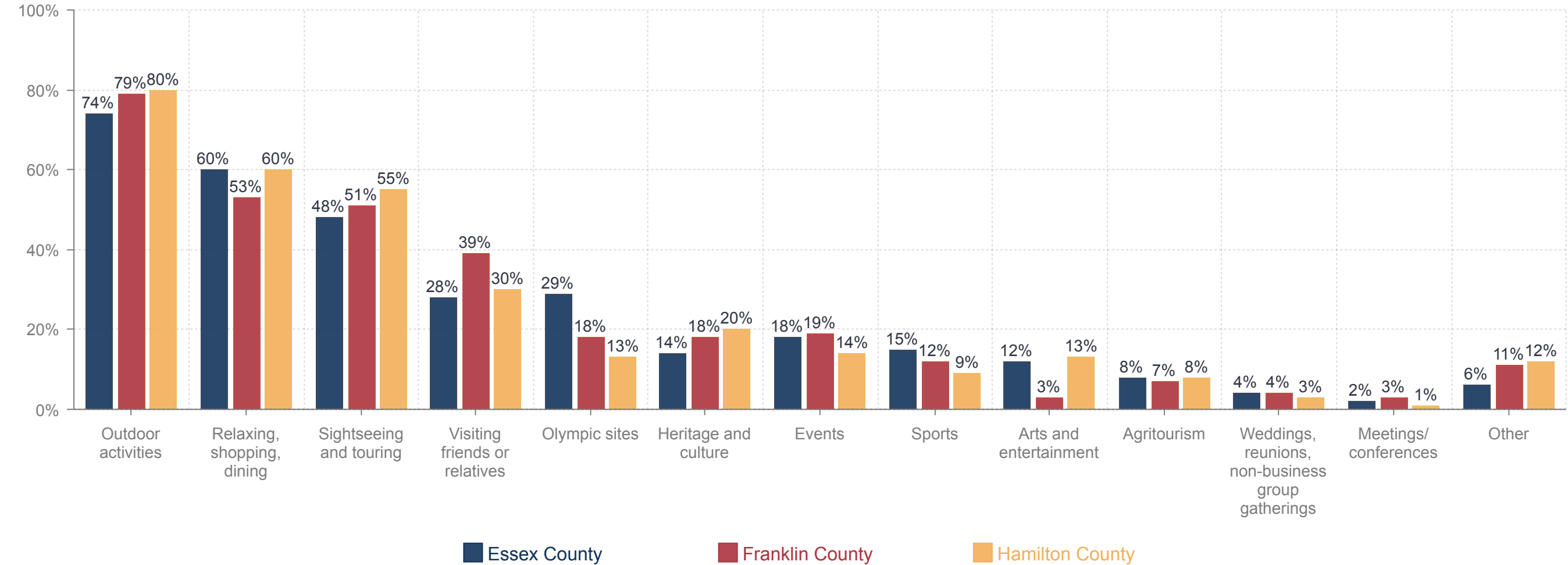
# Method of Booking Lodging Reservation

All travelers



# Key Attractions

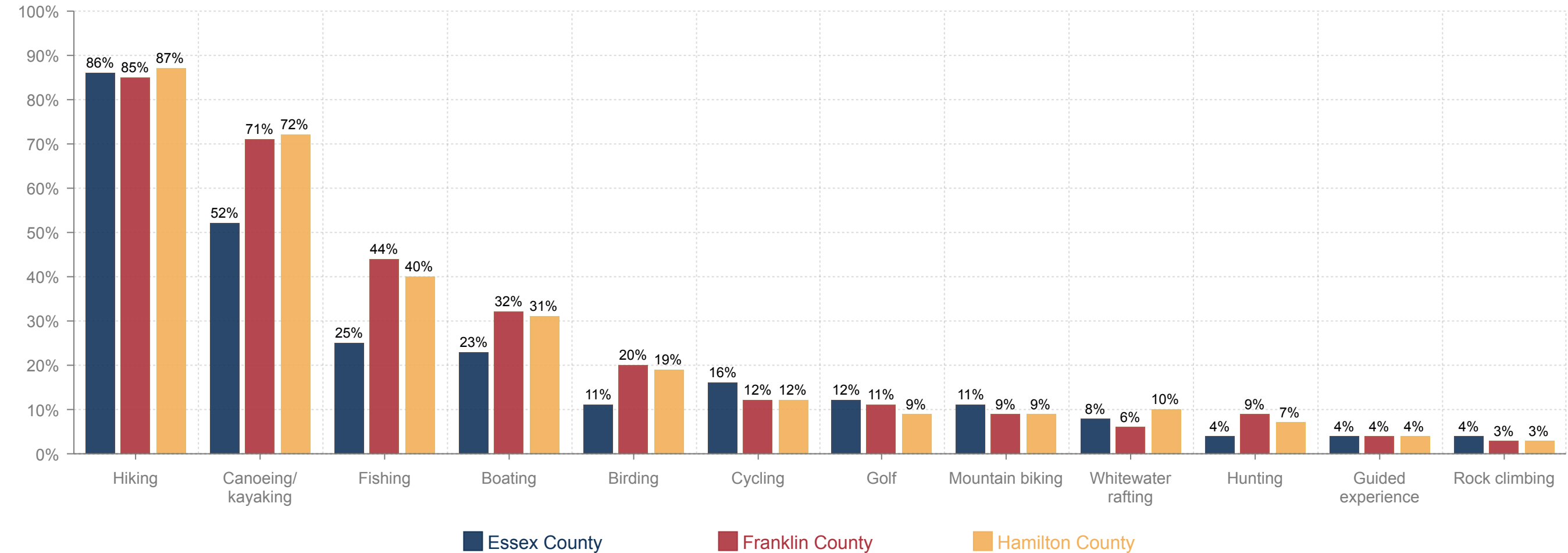
All travelers





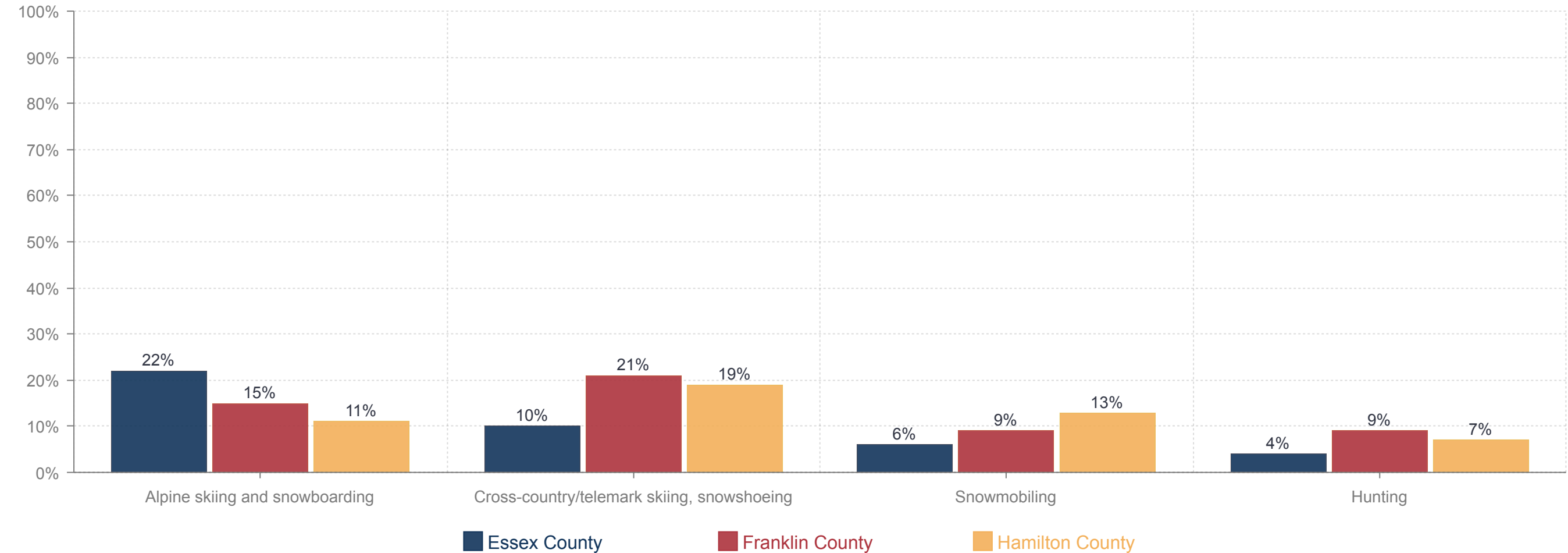
# Outdoor Spring/Summer Activities

All travelers



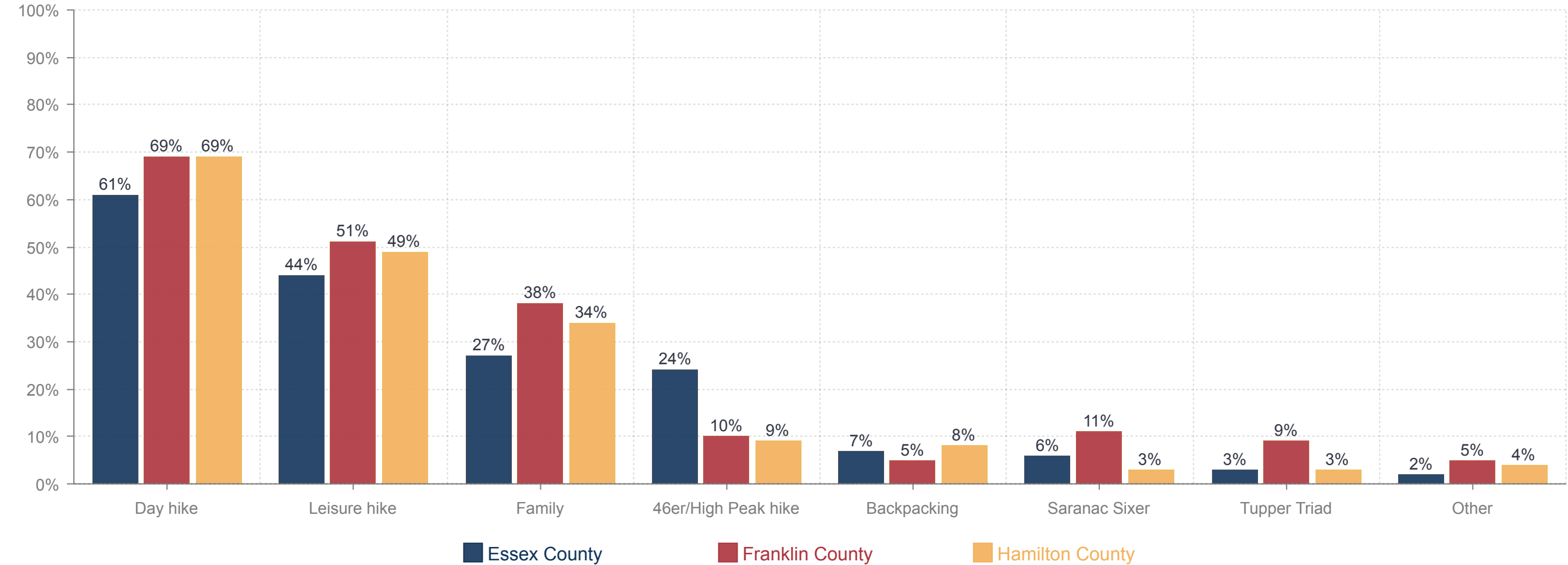
# Outdoor Fall/Winter Activities

All travelers



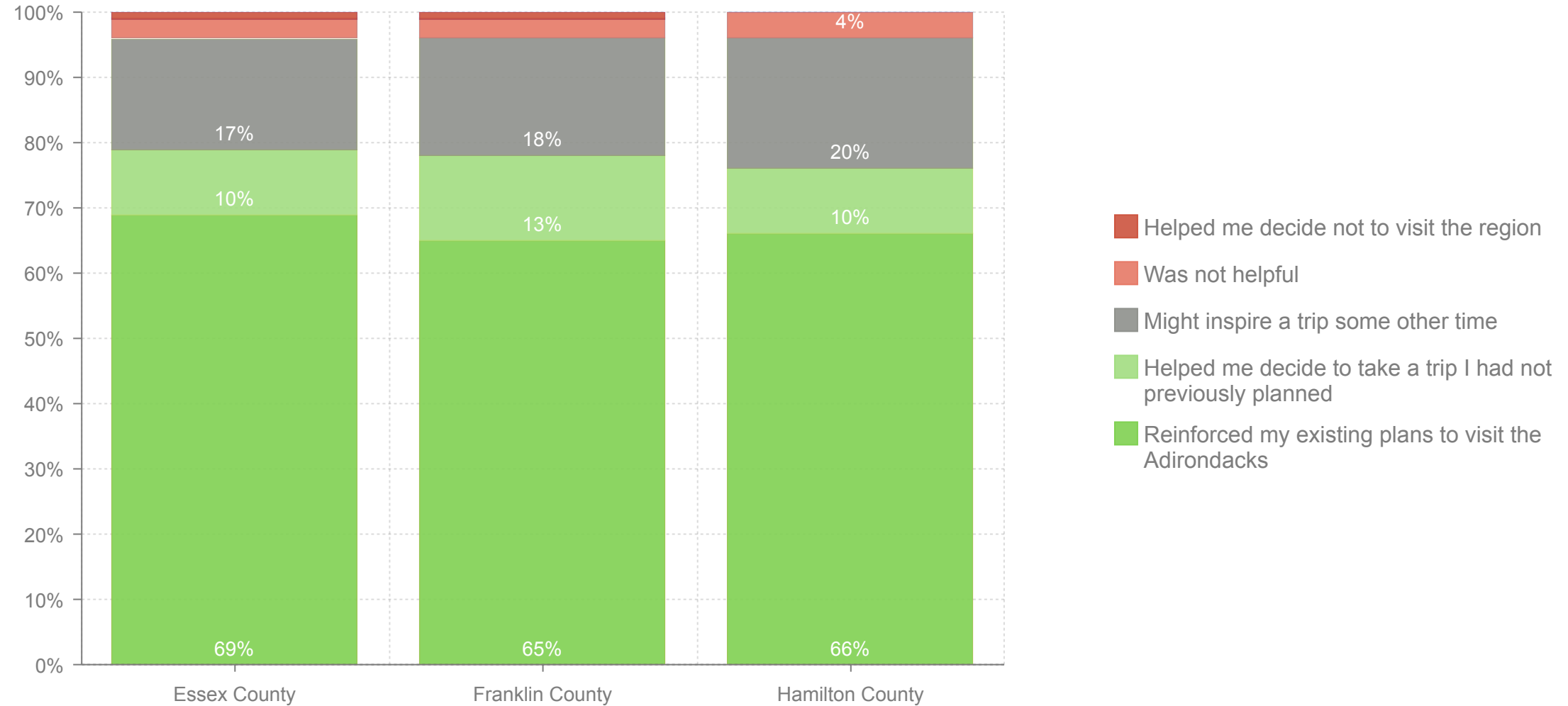
# Hiking Breakdown

All travelers



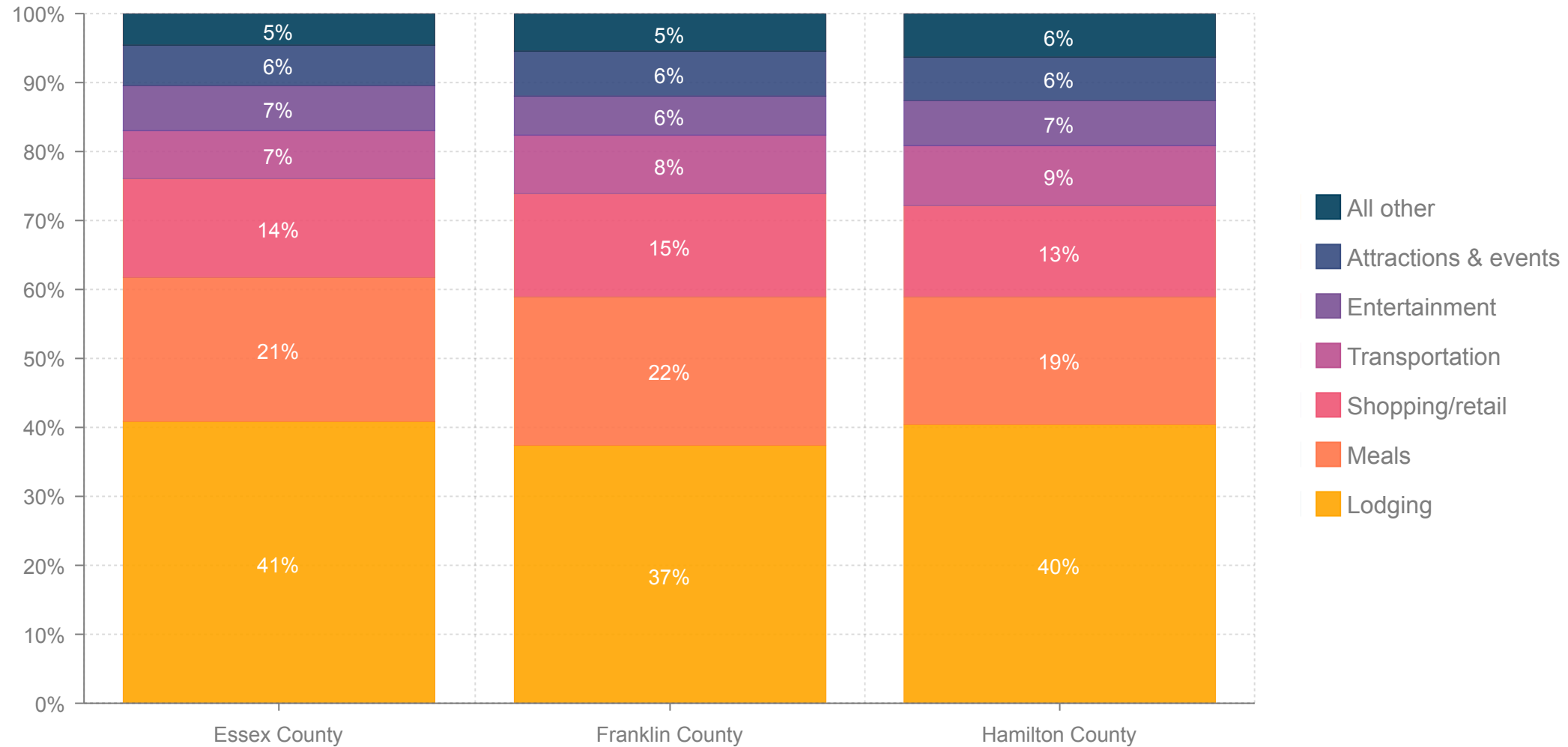
# Conversion Rate from Viewing ROOST Marketing Materials

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





# Hamilton County Visitor Profile



ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

*adirondacks, usa*



# Visitor Profile

All Hamilton County travelers

- Average traveler party age of respondents was 56 years old; slightly older than the reported age of 53 in 2017
- Average reported total traveler party size was 4.3 persons, including an average of 3.2 adults and 1.1 child, a slight increase over 2017 reported party size (4.1)
- Average stay reported by 2018 travelers was 3 nights, consistent with the length stay reported in prior year
- Snowmobiling is a notable interest in Hamilton County in comparison with the region. Nearly double the proportion of Hamilton County respondents (13% vs. 7% of all regional respondents) indicated that snowmobiling is an activity that draws them to the area.

# Visitor Profile

All Hamilton County travelers

- Peak summer months and early fall (July/August and September/October) continue to dominate reported visitation (66%) of reported annual visits. Seasonality of visitation was consistent, although spring/early summer visits (March-June) dropped somewhat from the prior year (to 19% from 22% in 2017)
- Private home rentals (16%), staying with family and friends (12%) and second homes (11%) were the next most commonly selected accommodation choices
- The proportion of respondents who stayed with family and friends dropped slightly in this year's survey, from the prior year at 14%
- Outdoor activities remained, by a substantial margin, the largest draw to the area with 80% of respondents indicating interest

# Visitor Profile

All Hamilton County travelers

- “Relaxing, dining and shopping” (60%) remained the second most frequently reported draw to visit the region, followed by sightseeing (55%), visiting friends (20%), followed by visiting heritage sites (14%) were reported as the next most common attractions
- Hiking remained the most popular reported outdoor activity among all survey respondents, with 87% of respondents who reported seeking outdoor activities indicating interest in this activity
- The following outdoor activity interests were also selected as popular activities of interest (in descending order): canoeing/kayaking, fishing, boating, and cross-country skiing/snowshoeing and birding (tied). Expressed interest in skiing/boarding among 2018 visitors dropped somewhat and expressed interest in birding rose from 2017

# Visitor Profile

All Hamilton County travelers

- Average daily traveler party spending in 2018 is estimated at \$312 per day, slightly lower than 2017 level (\$309). Length of stay was consistent at 3 nights between both years. The total estimated trip expenditure is \$934, a 9% decrease from 2017 travelers total reported spending
- Lodging, shopping and “other” categories showed declines in total reported spending, while meals increased notably and other categories stayed fairly consistent
- 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 76%; this is a slight drop from the reported conversion rate of 2017 travelers