

Leisure Travel Study

Essex, Franklin, and Hamilton County Region

2018 Short Term Renter Visitor Focus

May 2019

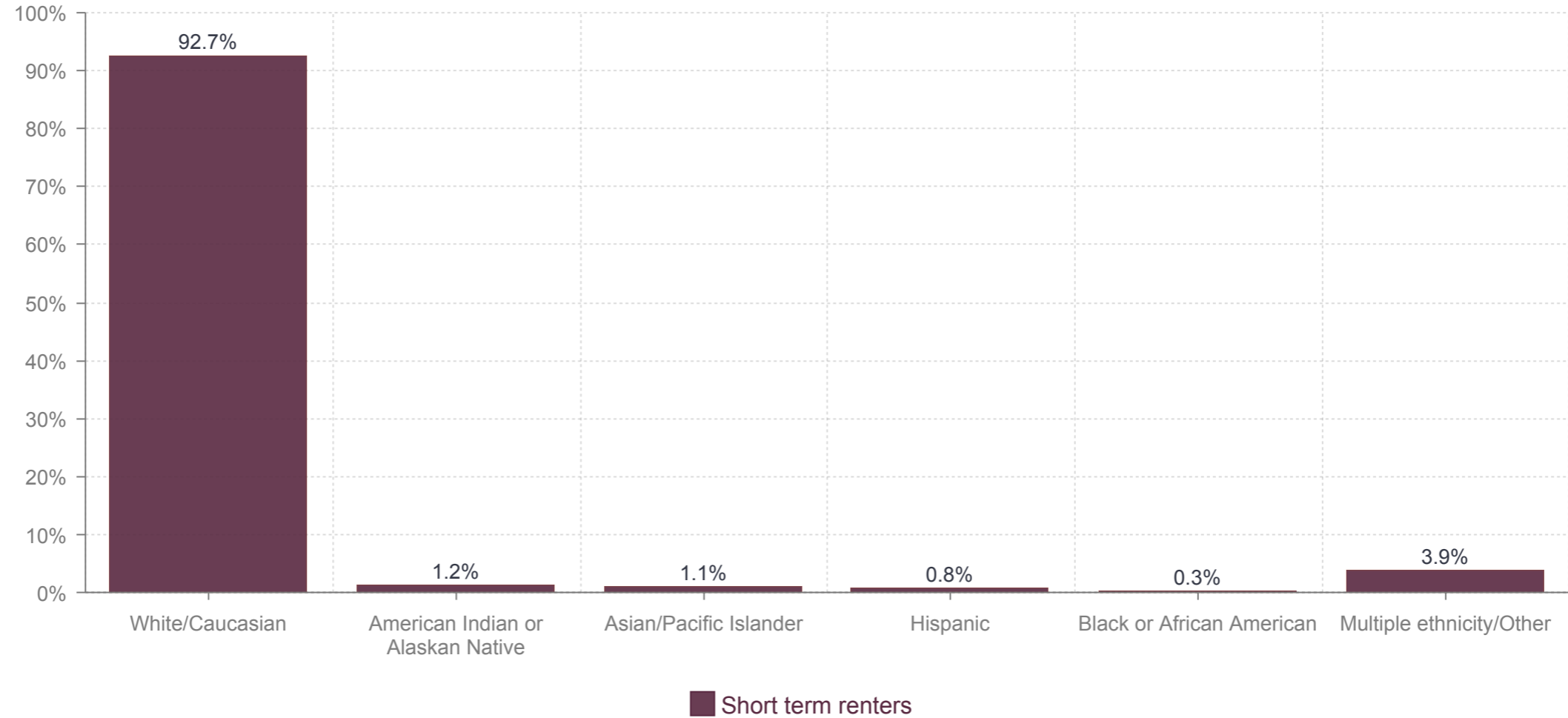
ROOST

Project Background & Methodology

- 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

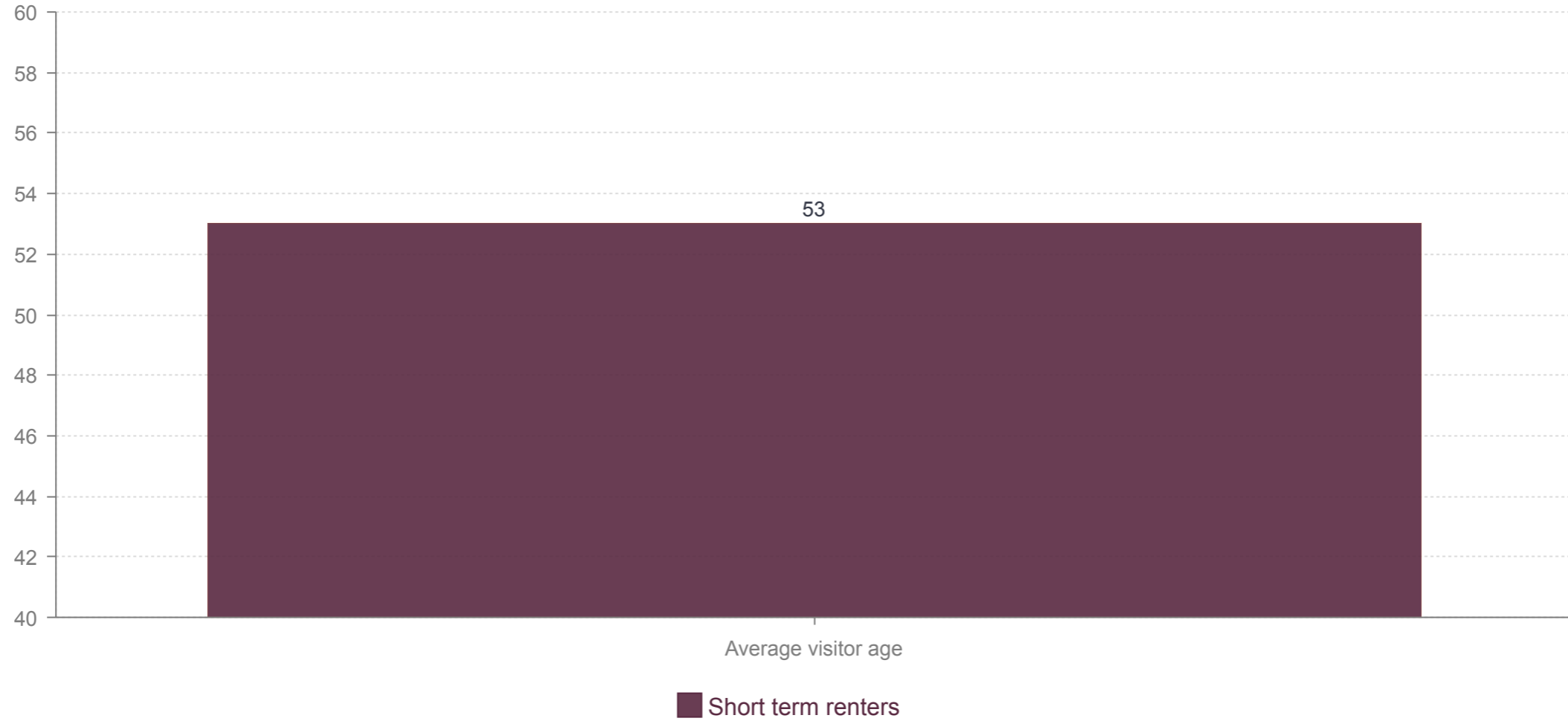
Ethnicity

Short term renters



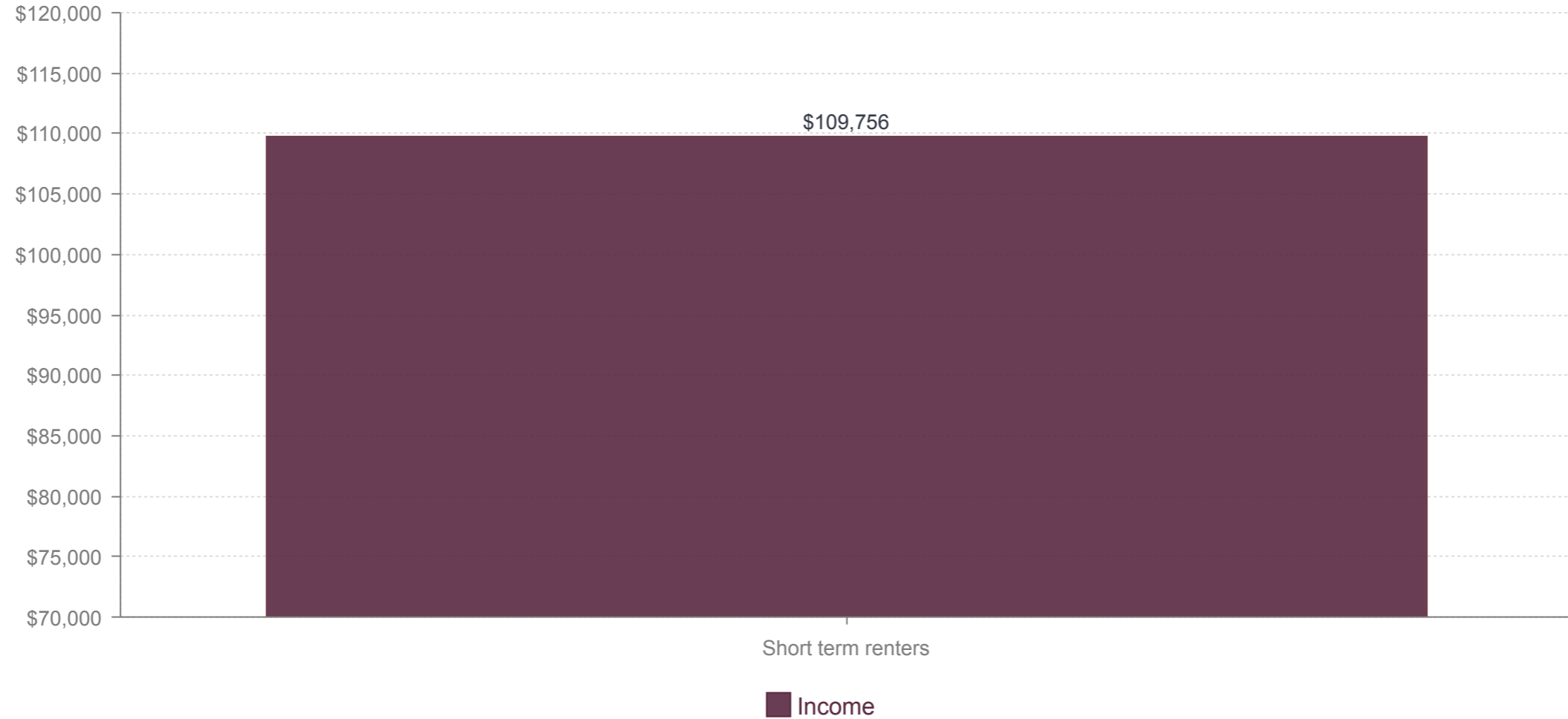
Average Age

Short term renters



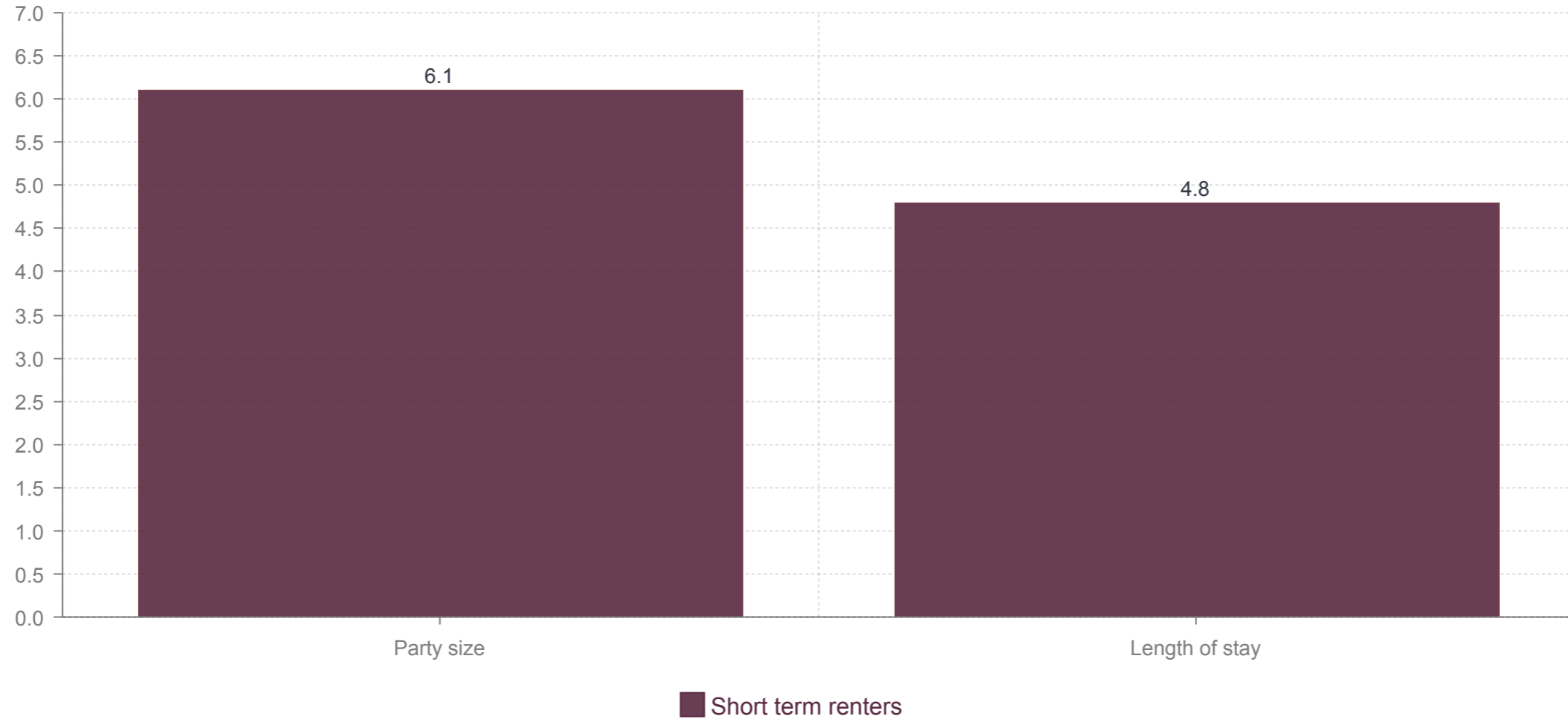
Average Income

Short term renters



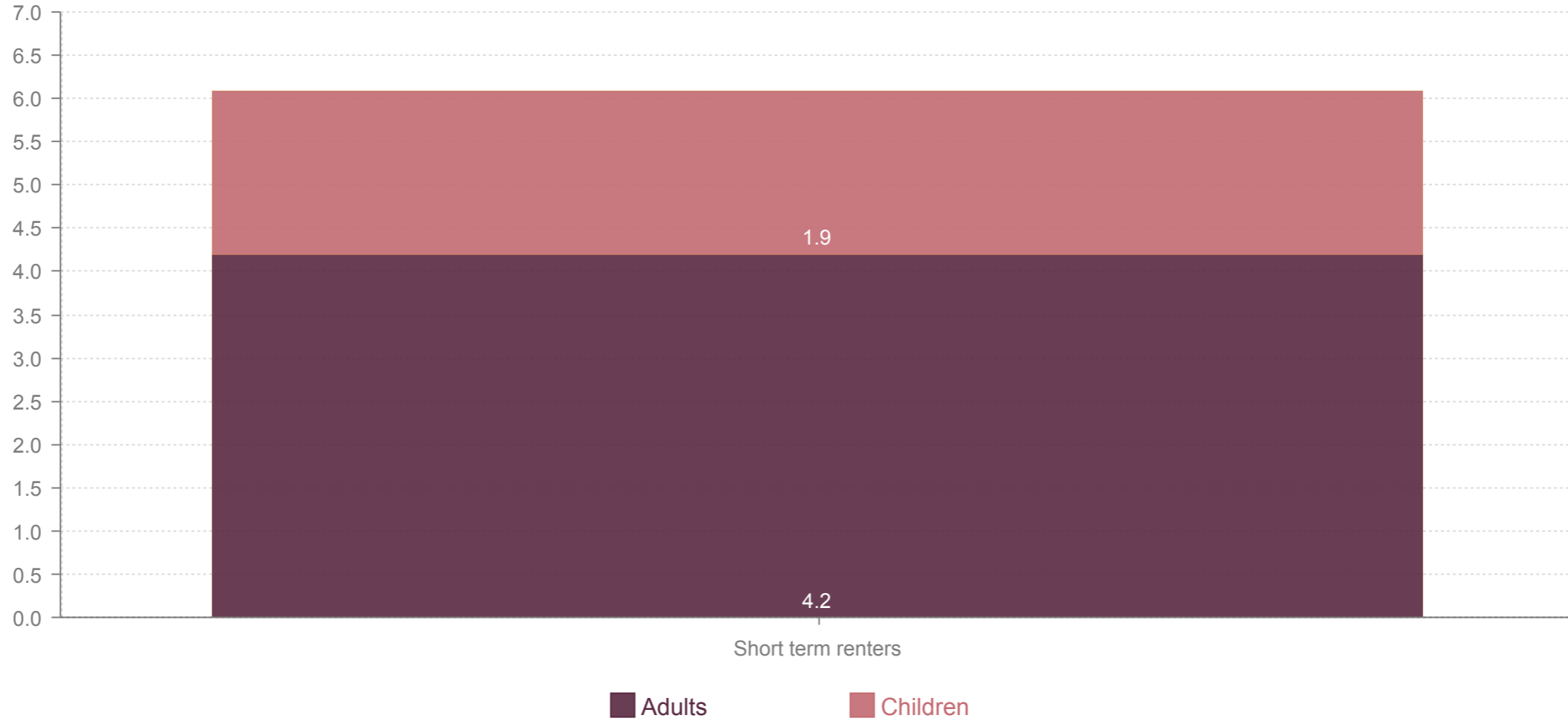
Party Size / Length of Stay

Short term renters



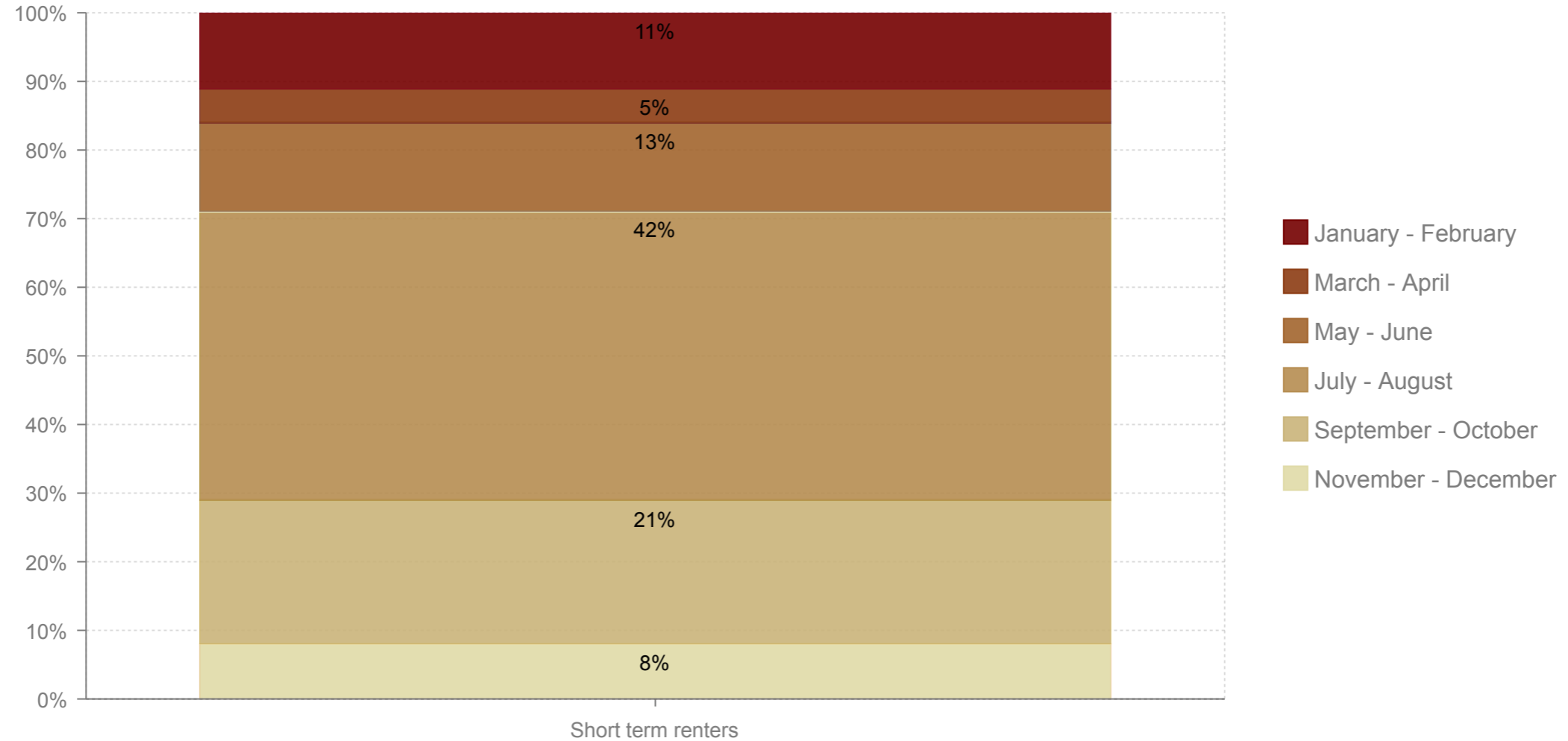
Party Composition

Short term renters



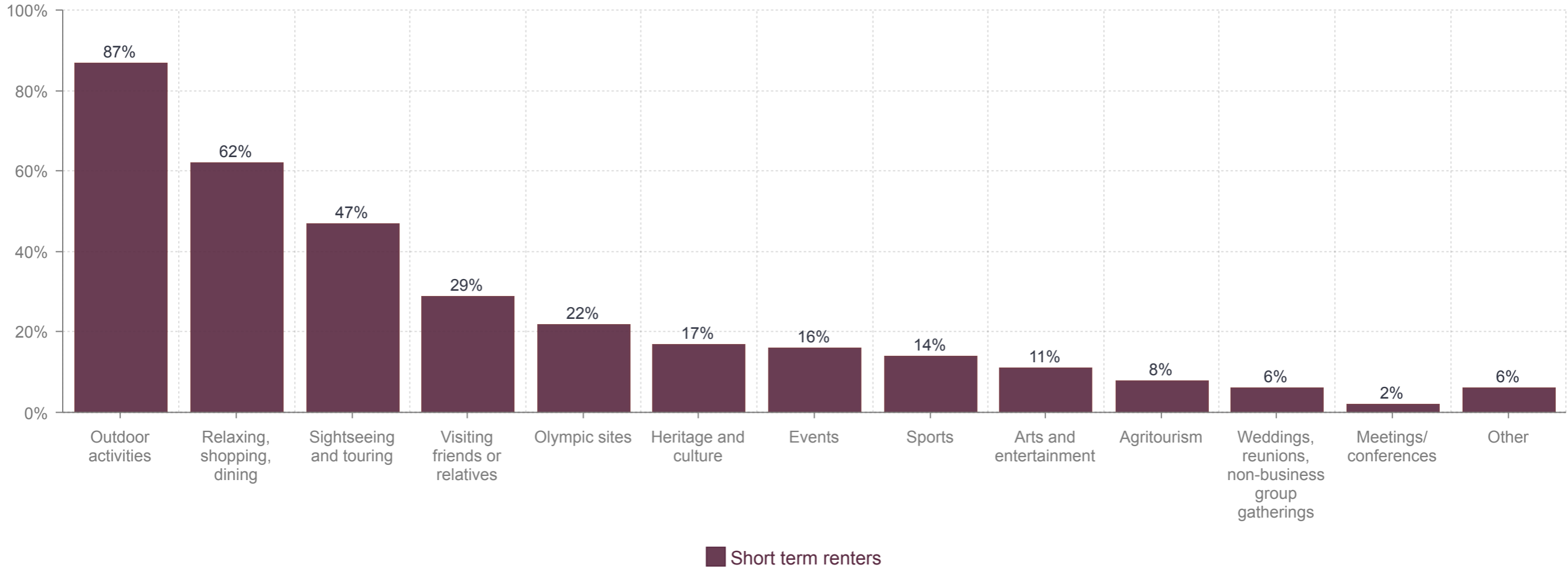
Time of Year Visited

Short term renters



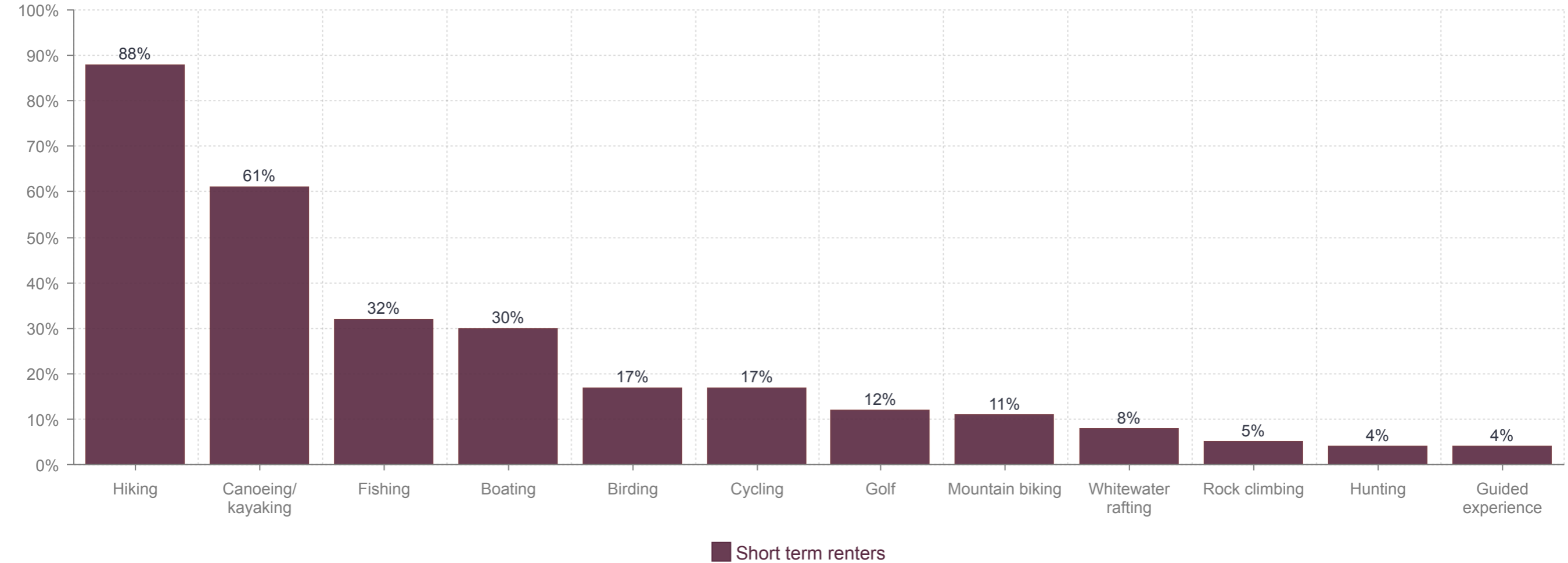
Key Attractions

Short term renters



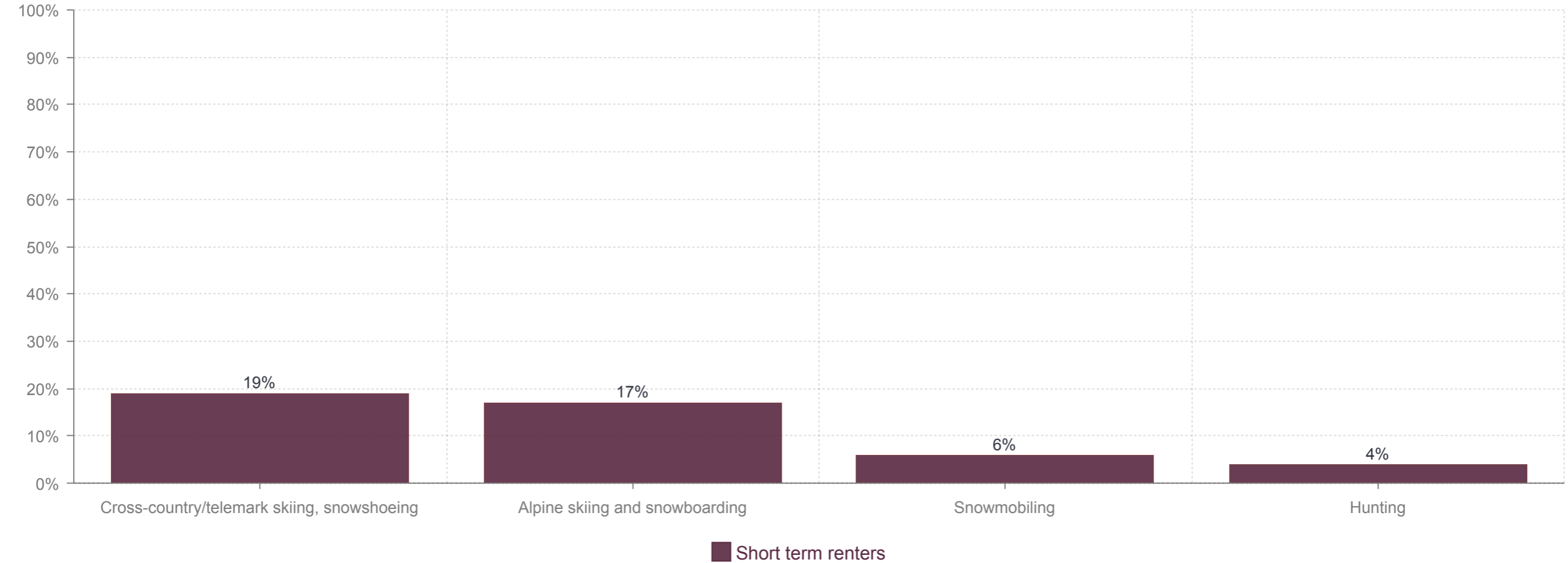
Outdoor Spring / Summer Activities

Short term renters



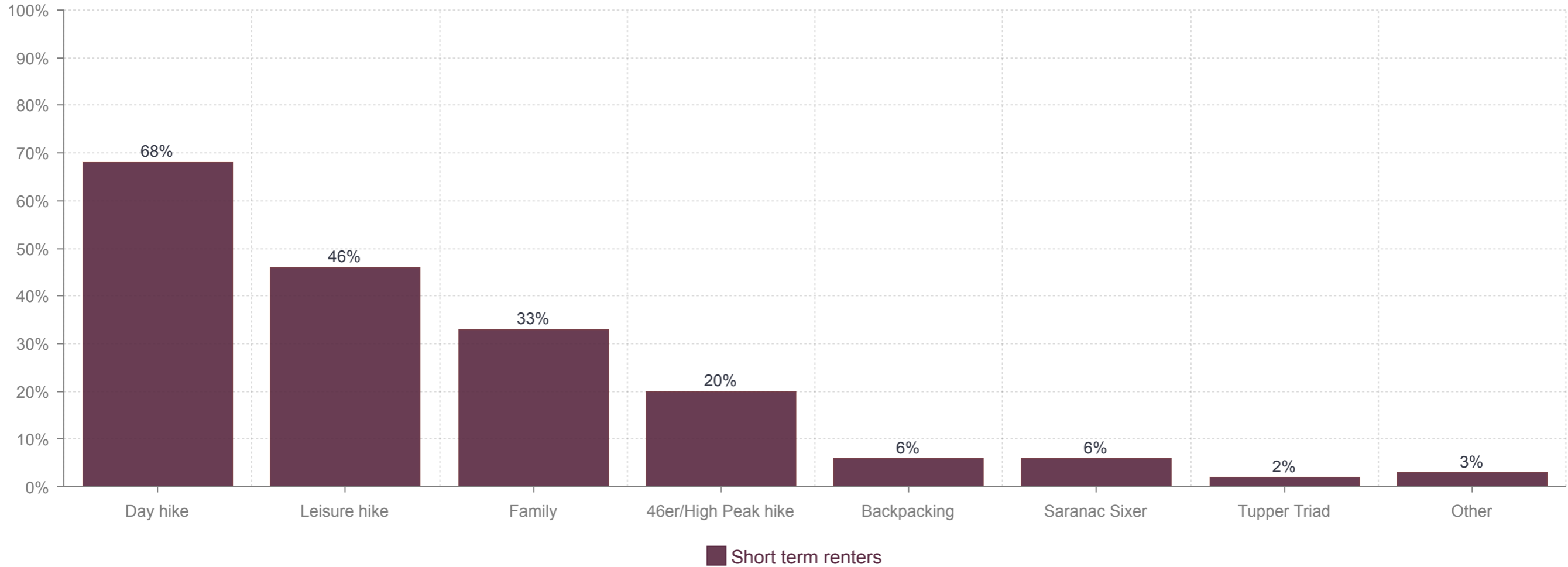
Outdoor Fall/Winter Activities

Short term renters



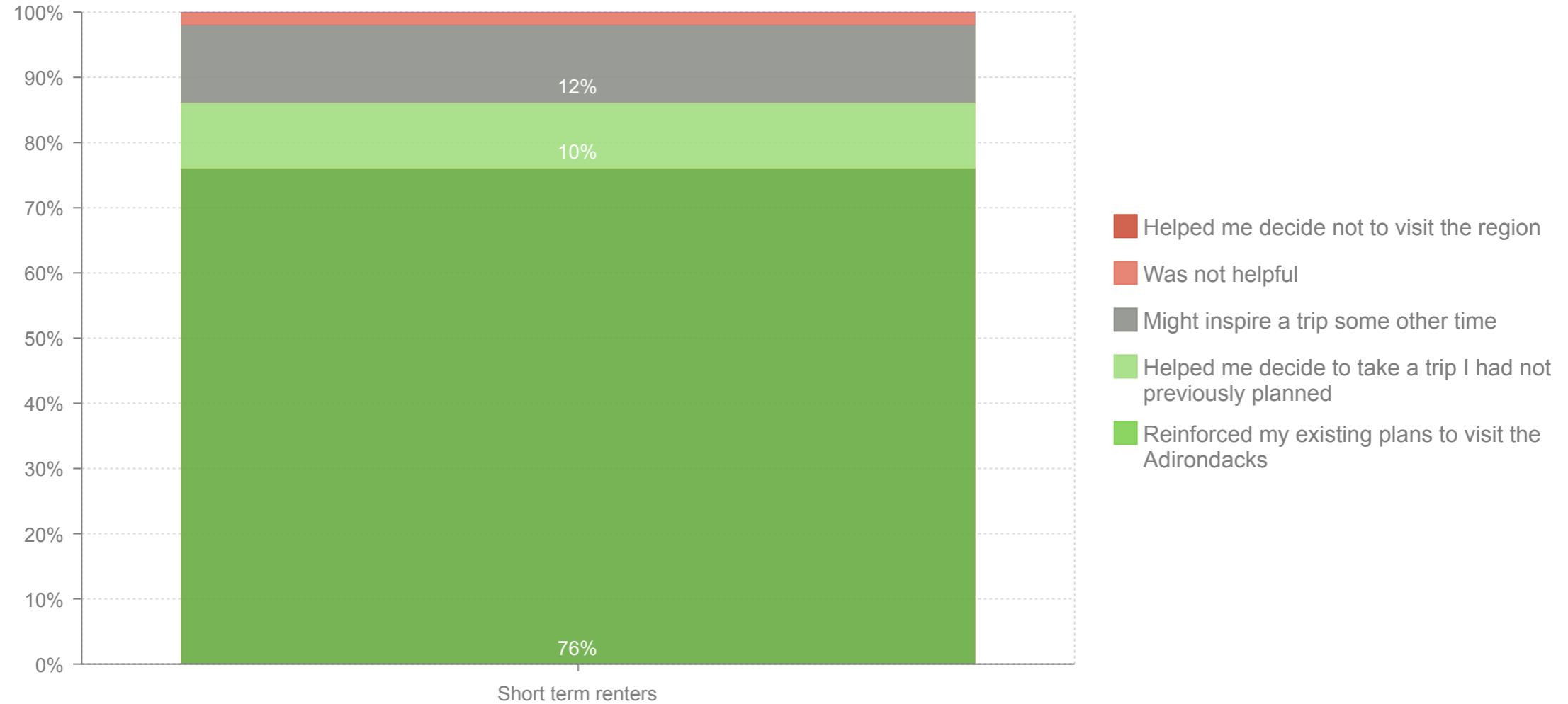
Hiking Breakdown

Short term renters



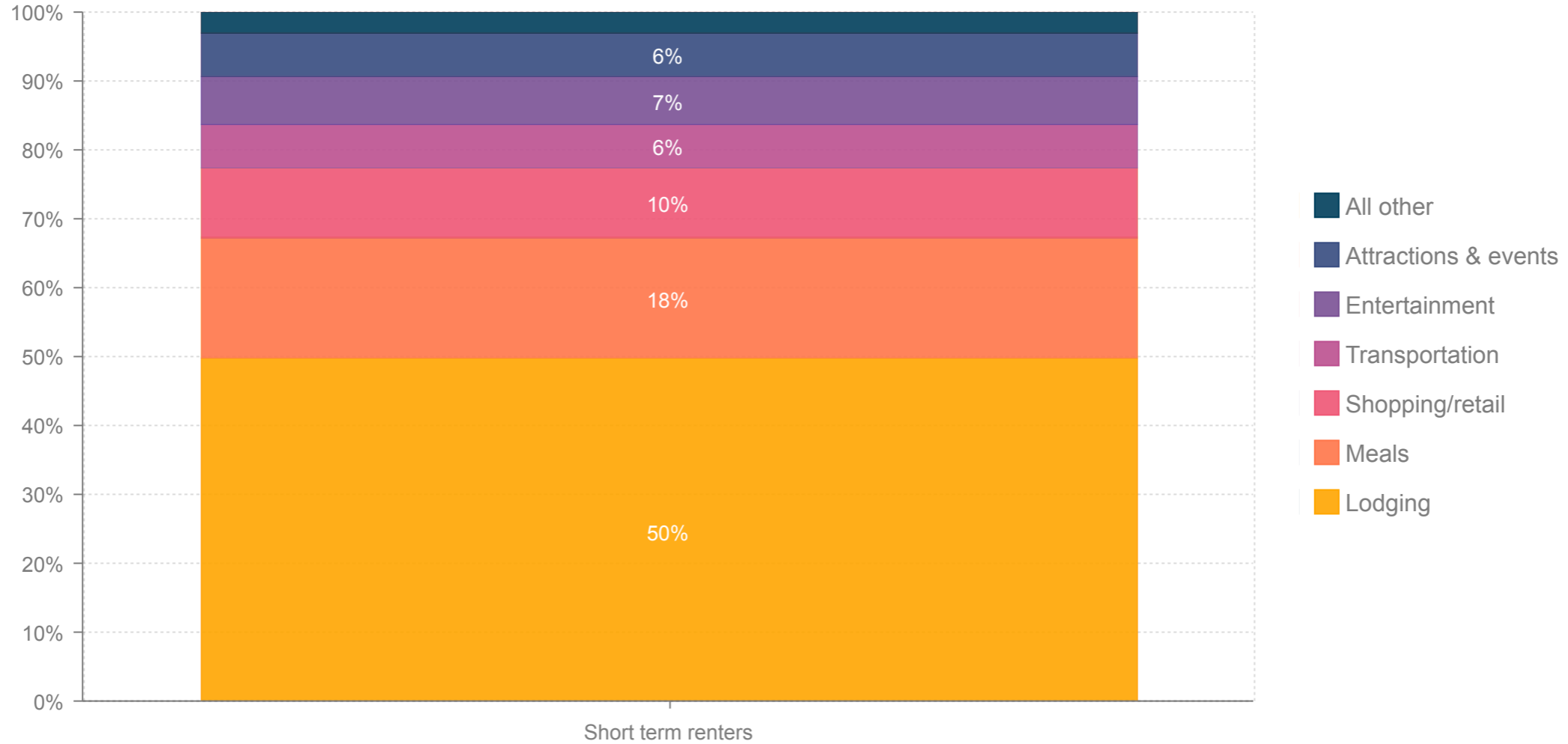
Conversion Rate from Viewing ROOST Marketing Materials

Short term renters



Total Expenditure Allocation by Category

Short term renters



Mean Party Expenditures

Short term renters

	Short term renters
Lodging	\$241
Meals	\$85
Shopping/retail	\$50
Transportation	\$30
Entertainment	\$34
Attractions & events	\$31
All other	\$14
Average daily expenditure	\$485
Average total expenditure	\$2,329

Short Term Renter Visitor Profile

A photograph of a man and a young child playing on a sandy beach. The man, wearing glasses and dark shorts, is leaning over the child. The child, wearing a red and blue striped shirt, is crouching and playing with a blue bucket. In the background, a lake is visible with other people swimming. The text 'ROOST' is overlaid in a large, white, serif font.

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

Visitor Profile

Short term renters

- Regional data were cross-tabulated to analyze the traveler characteristics of those who indicated that they stayed in private homes, termed “short-term rentals” in this report
- Average age of short-term renters is younger than the full regional group at 53 years (versus 55)
- Mean annual reported income is higher among this group, at \$109,756 (versus \$100,455 among the full regional sample)
- Average short-term renter traveler party size is 6.1 persons versus 4.1 persons for the whole region. This is a significant difference, as is the difference in reported average number of children per party (1.1 in the region, versus 1.9 for private home travelers)

Visitor Profile

Short term renters

- Overall expenditures among this group were more than double that of the regional traveler and 26% higher per day
- Total trip expenditures of short-term renters were \$2,329 and \$485 daily; these figures climbed substantially from 2017 travelers
- All categories showed higher expenditure levels among short-term renters, however lodging accounted for the majority of this figure (\$1,159 among short term renters on average versus \$429 on average among all regional travelers)
- Average reported length of stay is 4.8 nights for short-term renters, 60% higher than the average of 3 nights for all regional travelers and increasing 0.4 day from the prior year measure

Visitor Profile

Short term renters

- A slightly higher proportion of stays are noted among short-term renters (42% vs. 36% of stays regionally) in peak summer months of July/August and slightly lower in early summer of May/June than among the regional group (13% vs. 19%)
- Outdoor activities and relaxing are an even higher reported interest among short-term renters (by 87% and 62% respectively) than among the full regional group (by 74% and 58% respectively)
- Hiking, canoeing, fishing and boating all have higher levels of expressed interest among the short term rental group than among all regional travelers surveyed

Visitor Profile

Short term renters

- Short-term renters are a slightly more ethnically diverse group (93% White vs. 96% among all traveler groups)
- While this group presents some challenges to traditional tourism markets, there are a number of positive characteristics to this growing market including the longer lengths of stay, higher spending levels and average affluence, strong component of families and greater diversity