

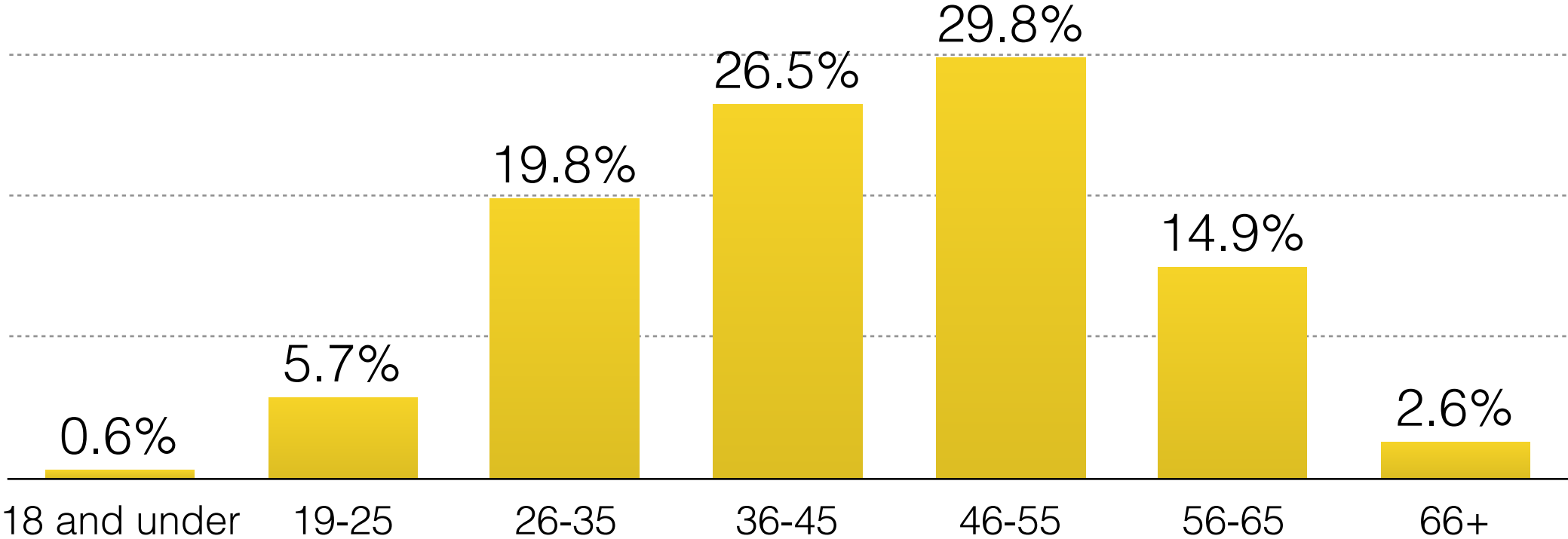
Tupper Lake Tinman 2019

Survey Results and Direct Spend



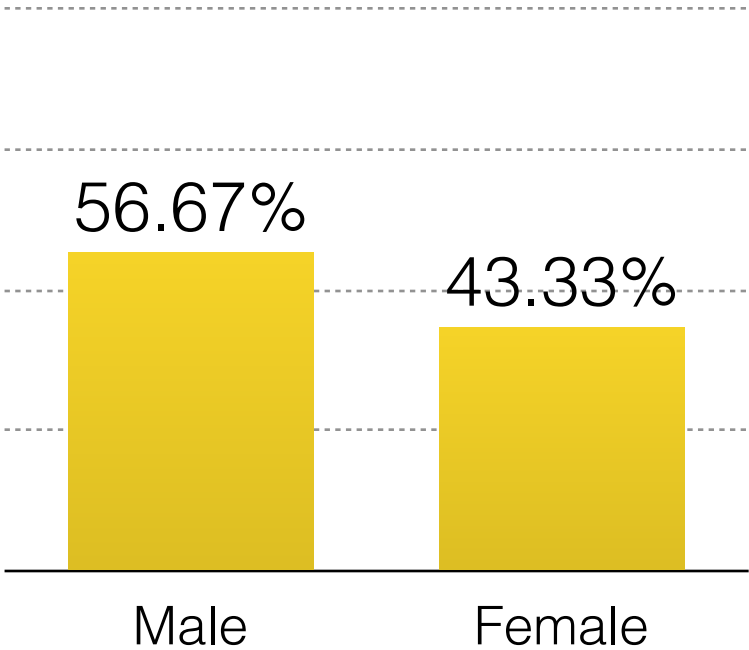
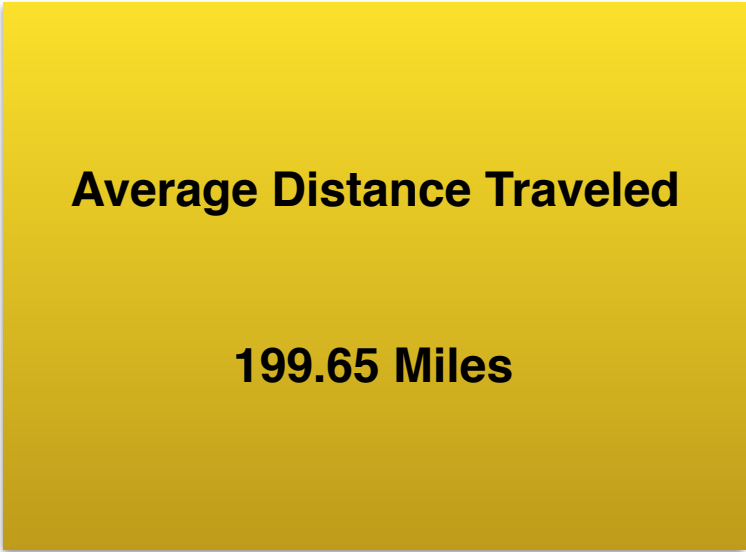
Participant Demographics

Age Breakdown



Breakdown of Registrants

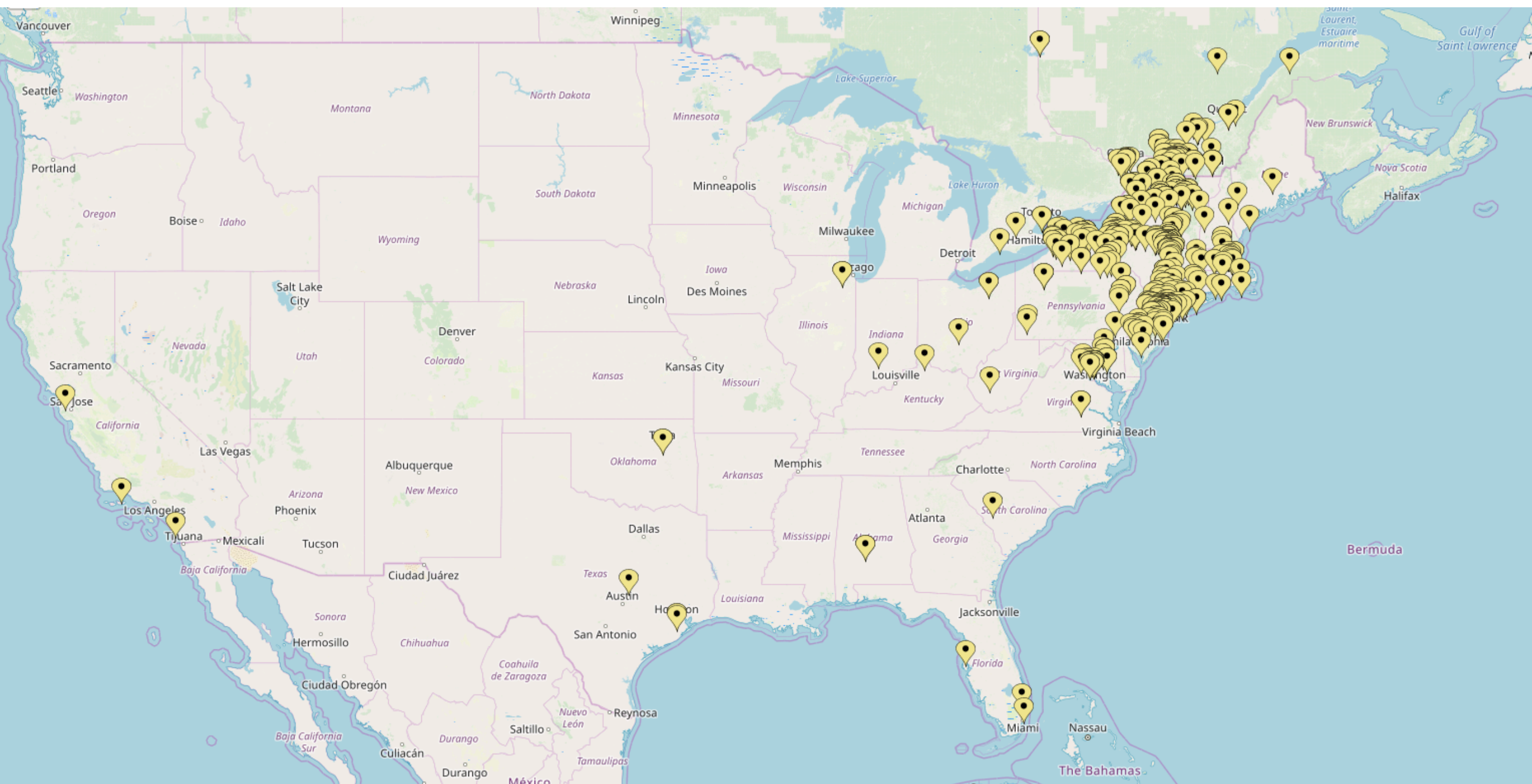
New York	367
Quebec	103
New Jersey	56
Pennsylvania	30
Virginia	26
Massachusetts	22
Vermont	18
Ontario	17
Connecticut	10
Maryland	9
New Hampshire	5
Other	32



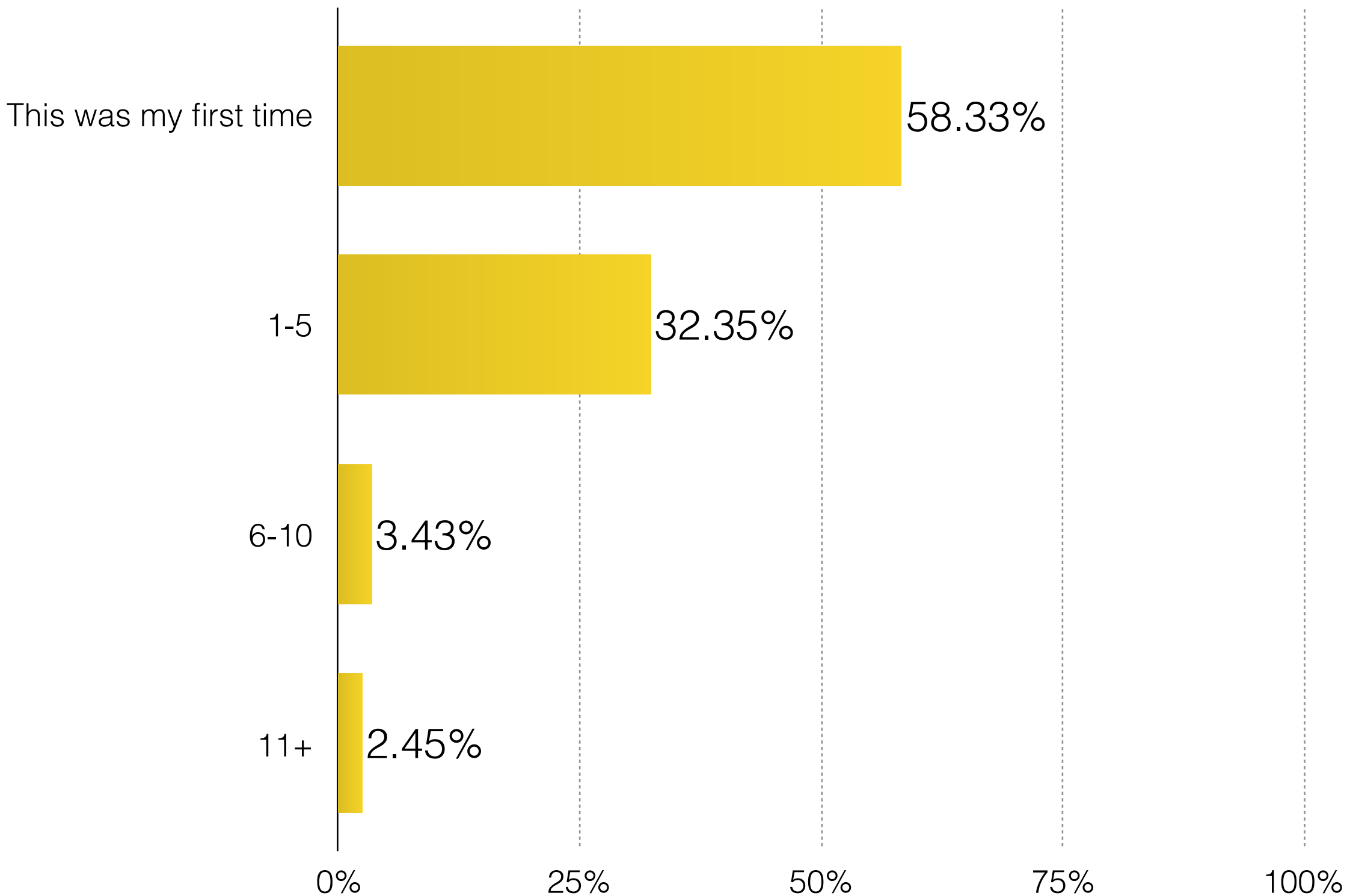
Methodology

- Athletes were invited to take the survey through a notification at packet pickup, and in a post-race email.
- The respondents were entered to win either a free pass for next year's race, or a pair of passes to The Wild Center.
- Of the 697 Tinman participants this year, 204 people completed the survey, resulting in a 5% margin of error.

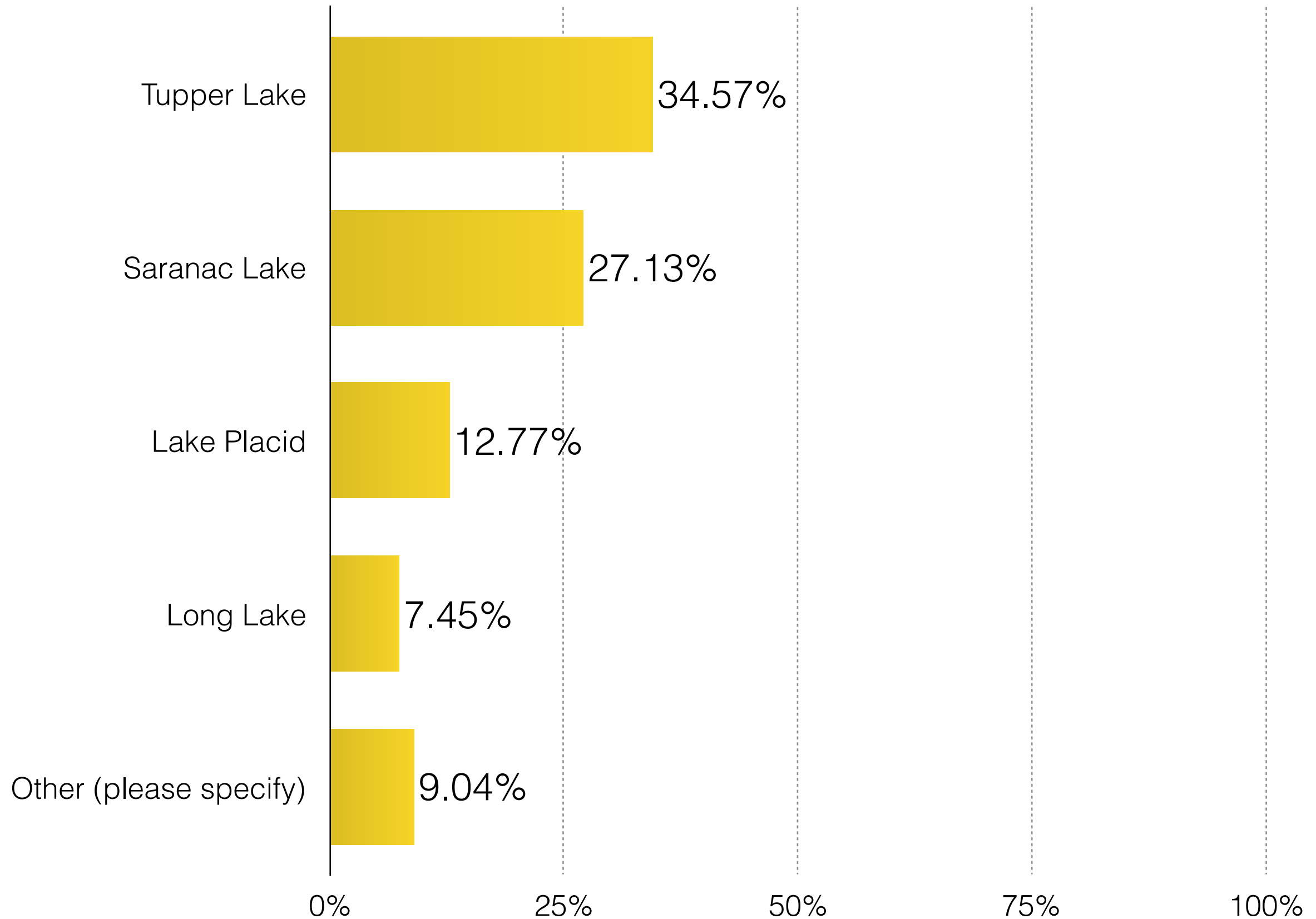
Locations of this year's participants



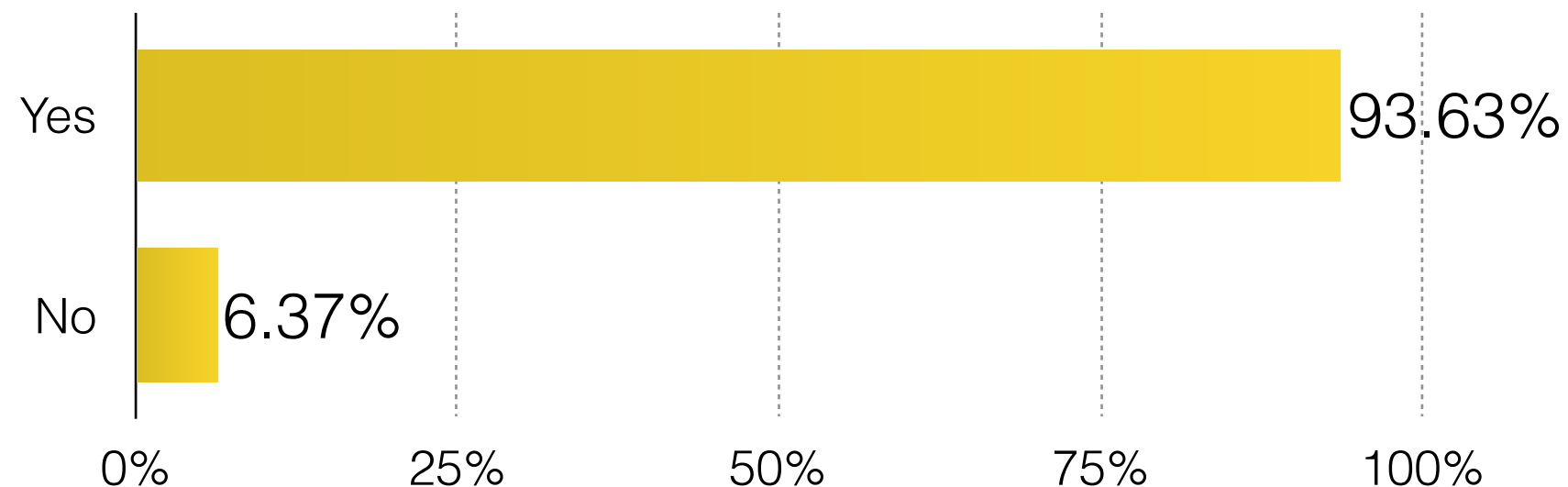
Not including this year, how many times have you participated in the Tupper Lake Tinman?



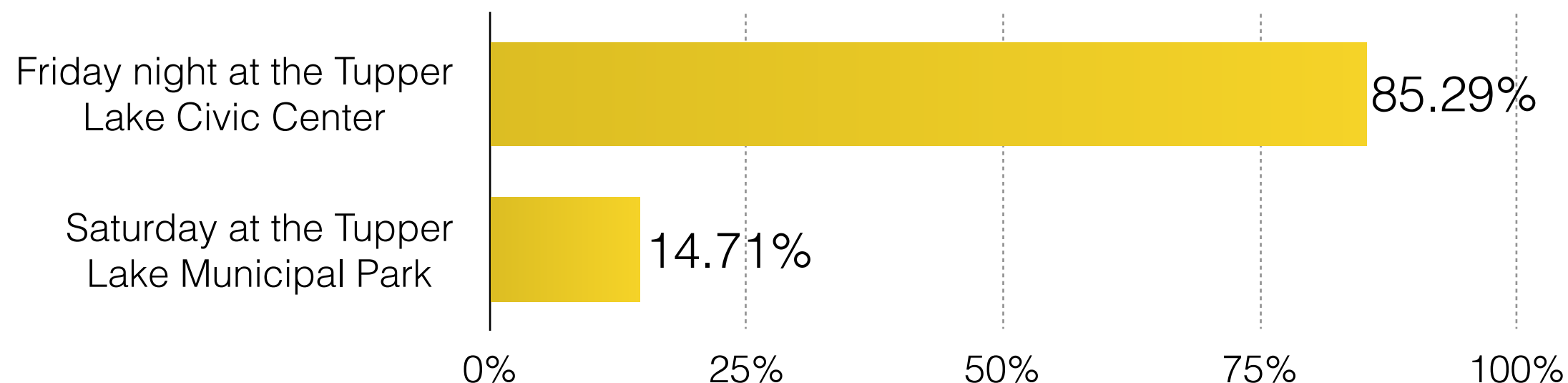
Where did you stay?



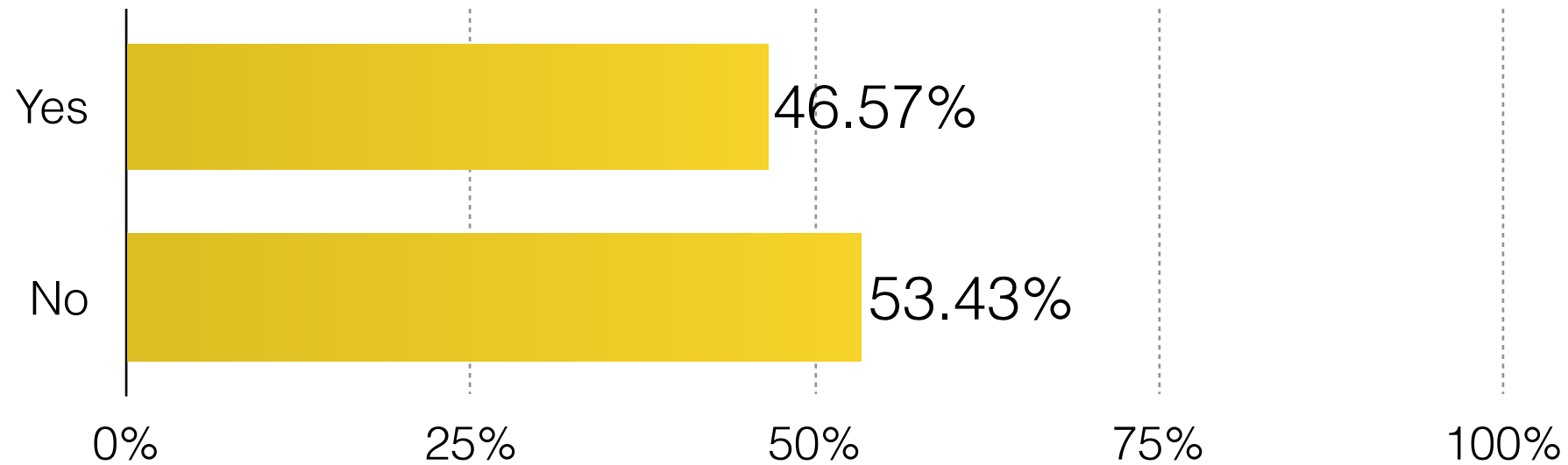
Would you participate in the Tupper Lake Tinman again?



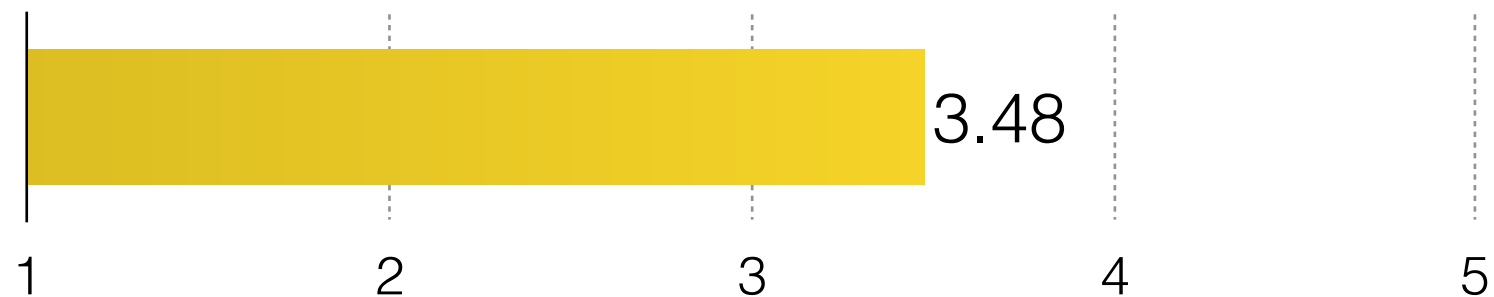
When did you check in and pick up your race packet?



Did you attend the vendor expo?



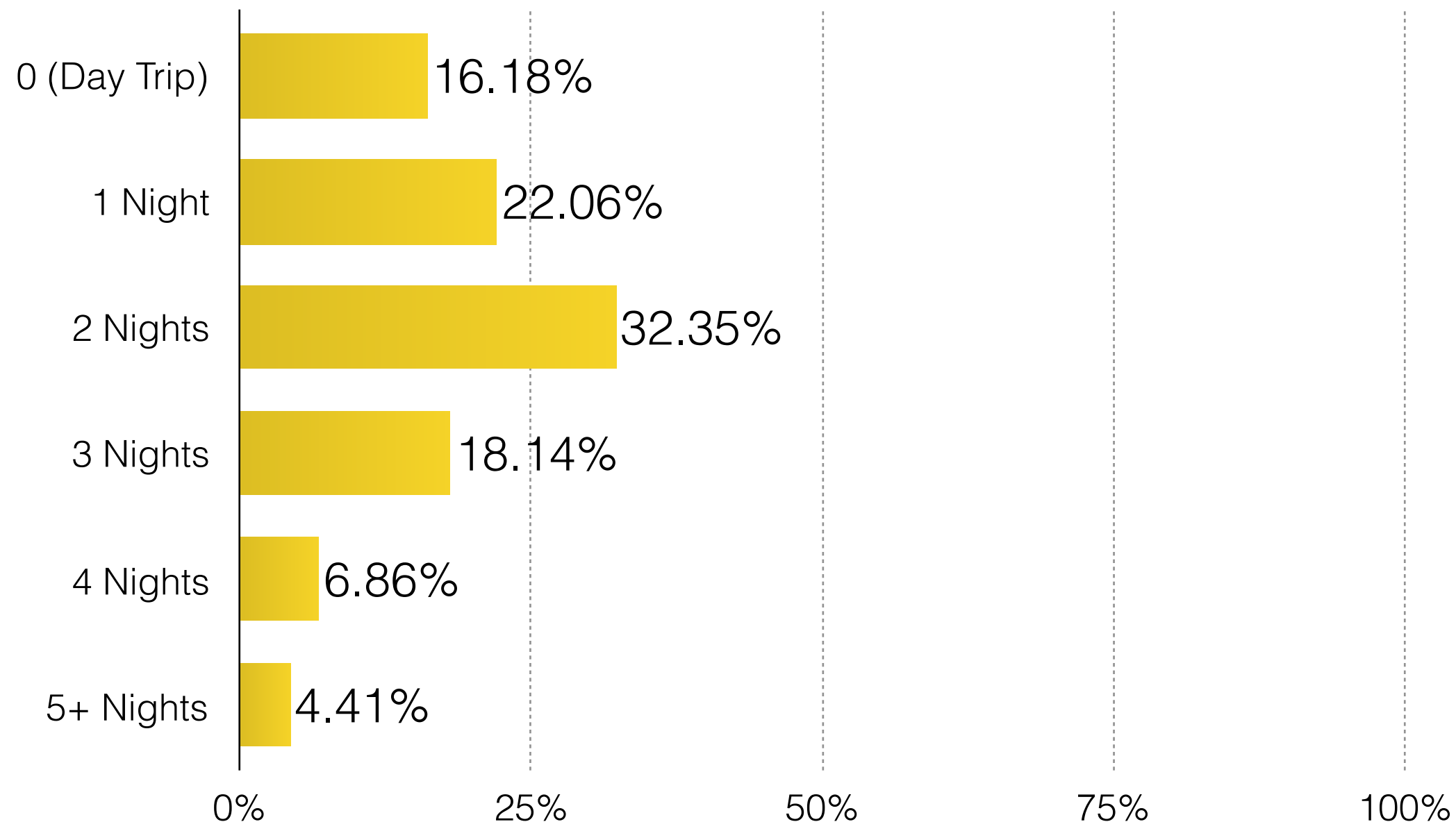
How satisfied were you with the vendor expo?*



1-Very dissatisfied, 2-Dissatisfied, 3-Neither satisfied nor dissatisfied, 4-Satisfied, 5-Very satisfied

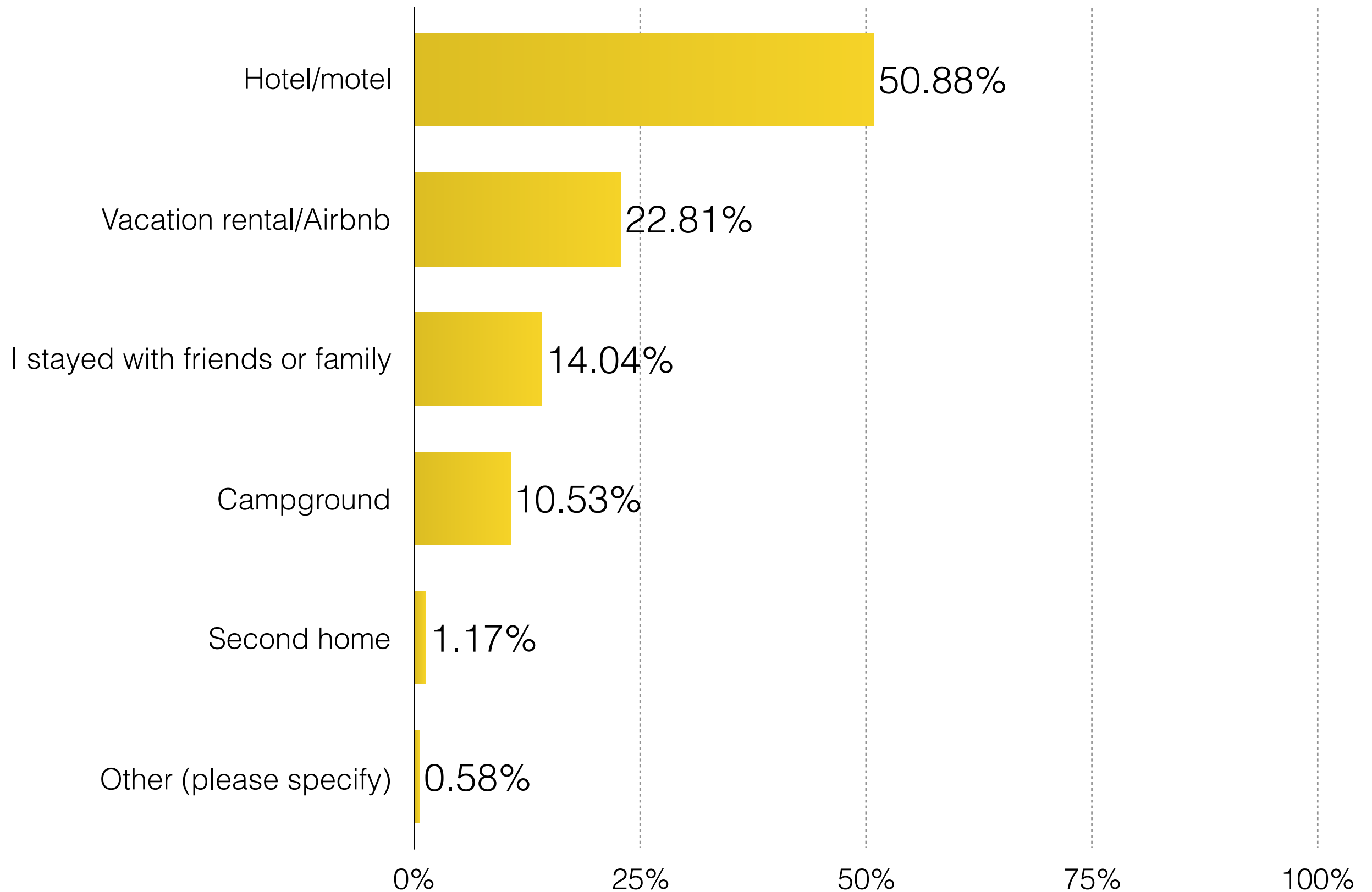
*Only asked to the respondents that answered they had attended the vendor expo

How many nights did you stay for the Tinman race?

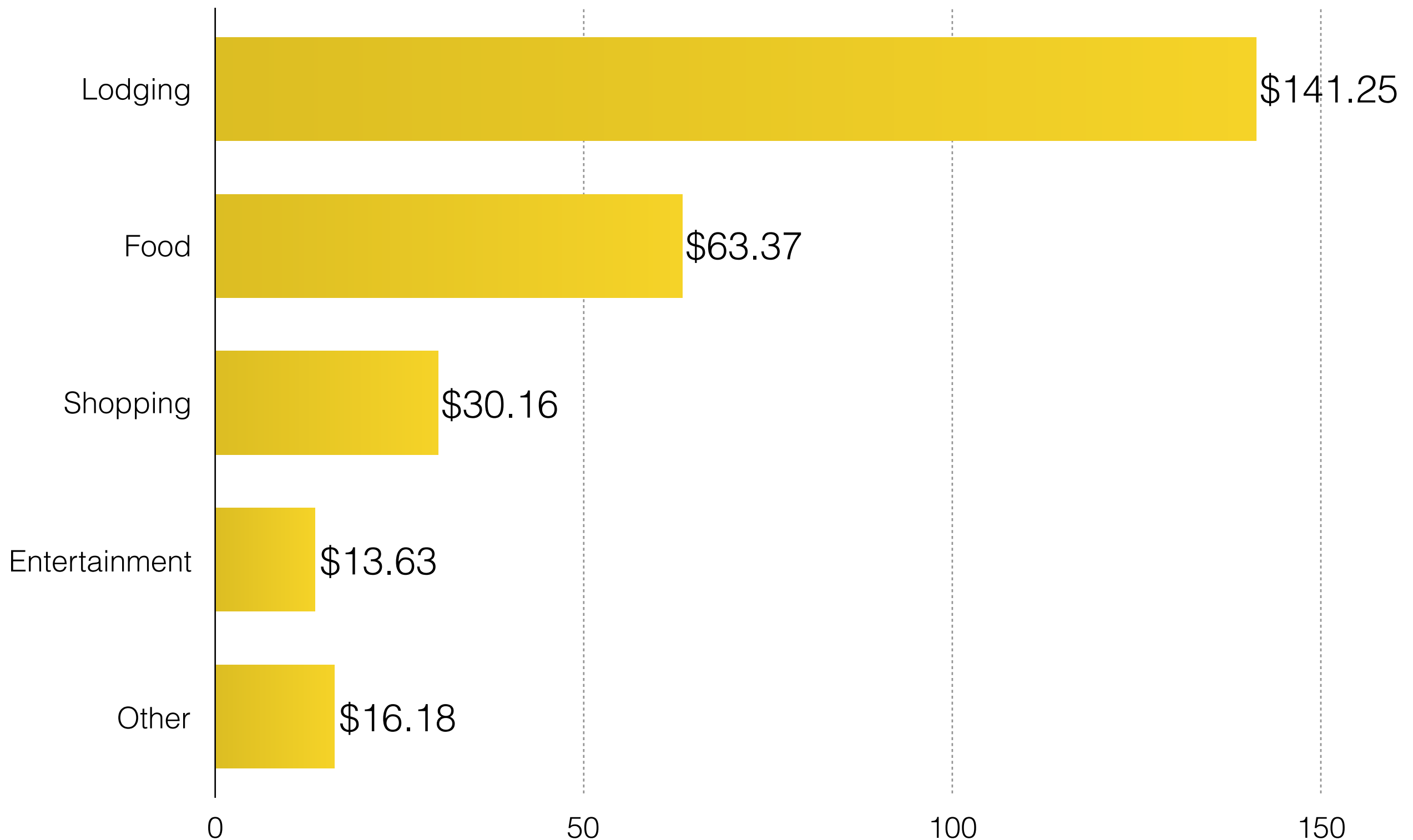


Average nights stayed for Tinman participants: 2.04 nights

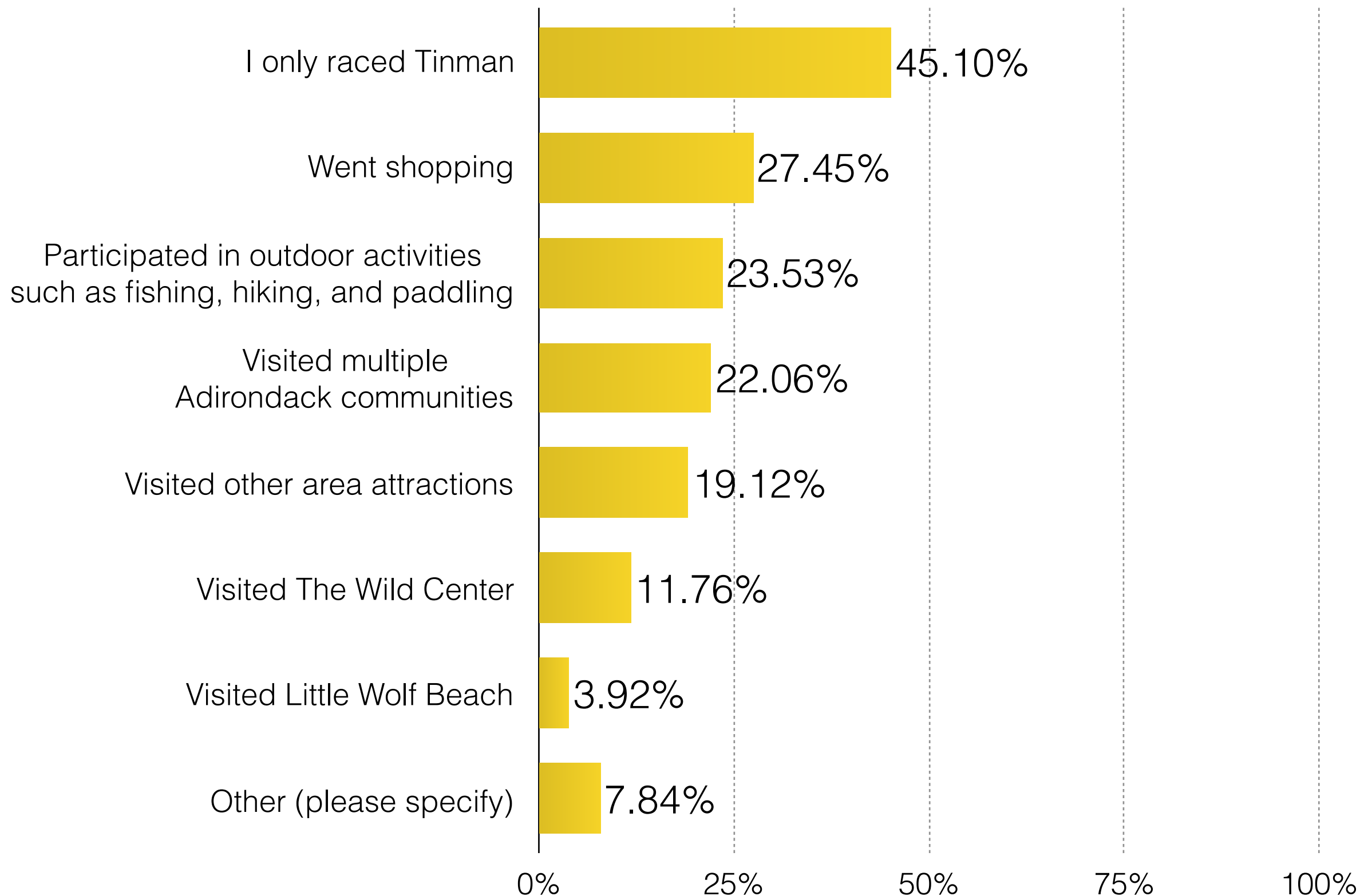
What was your primary type of lodging?



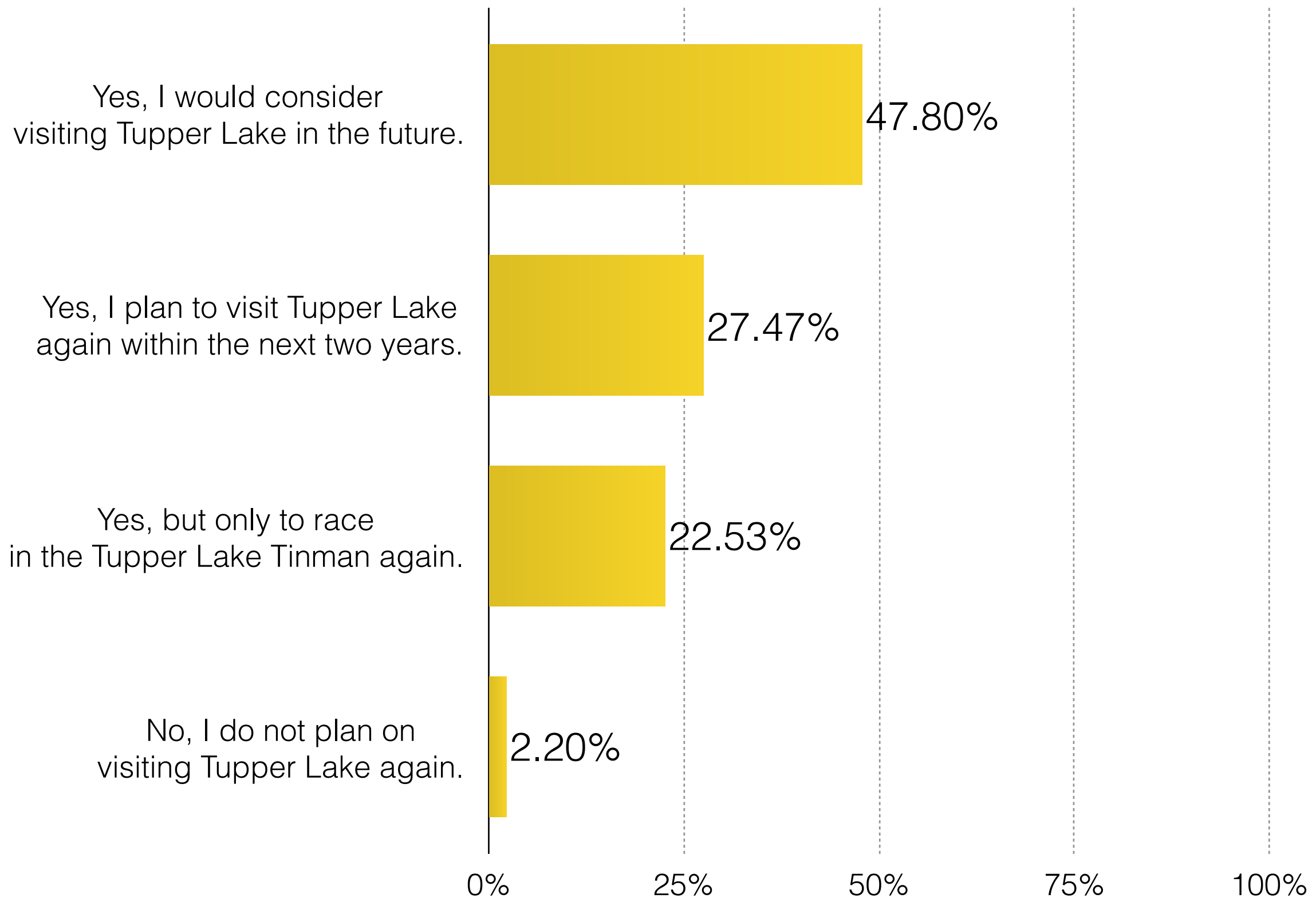
What were your estimated daily expenditures for the following categories?



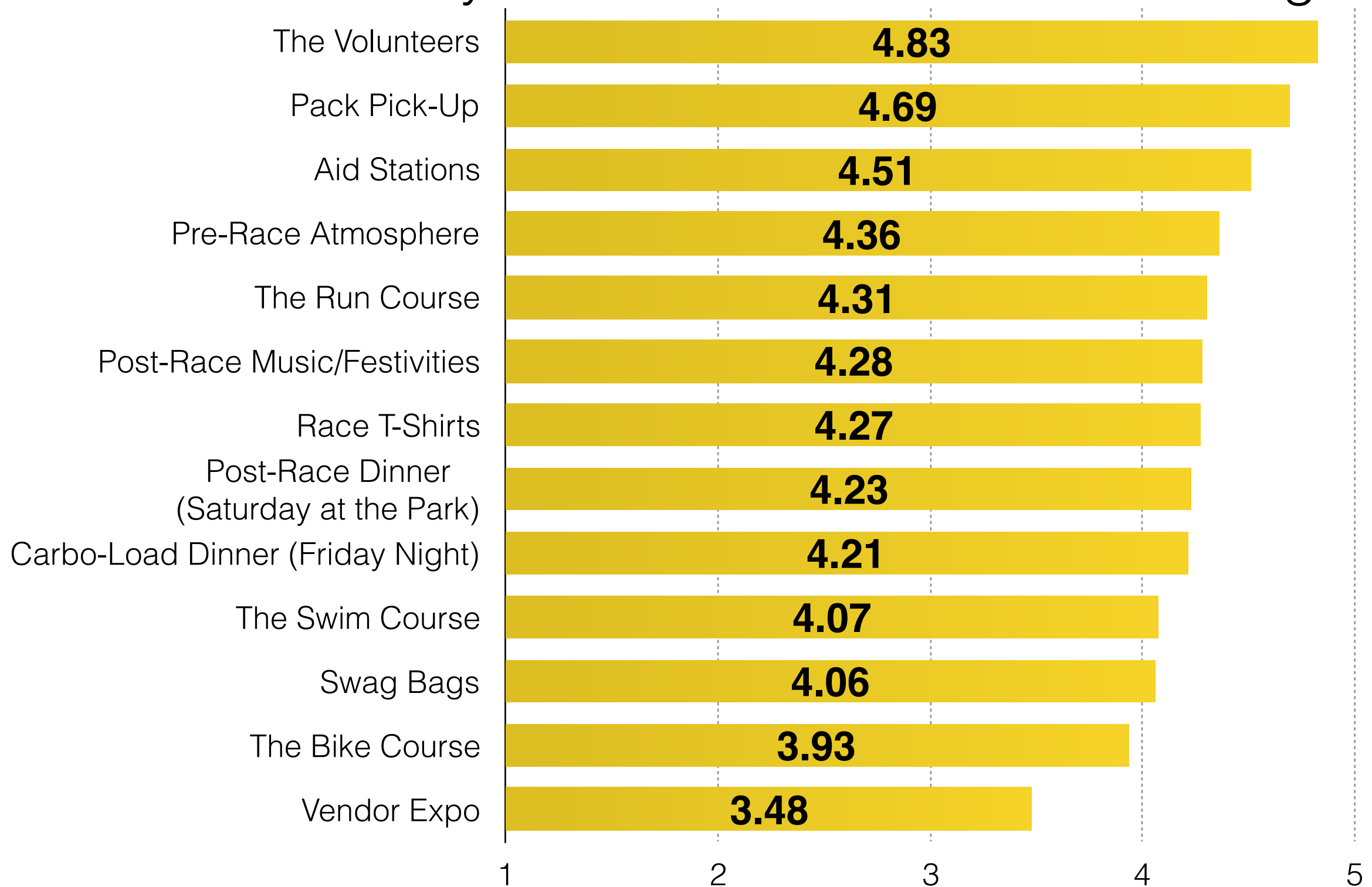
While you were in the Adirondacks for Tinman what other activities did you do? (select all that apply)



Would you consider visiting Tupper Lake again? (Pick the answer that best applies)

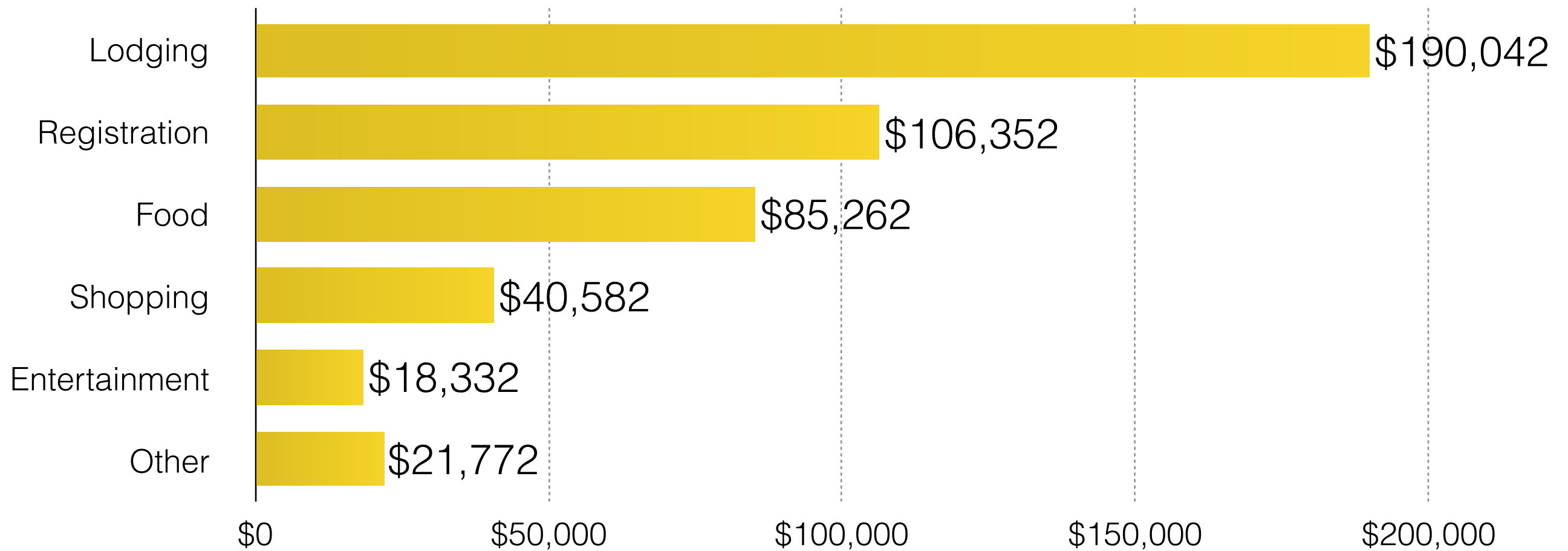


Please rate your satisfaction with the following:



1-Very dissatisfied, 2-Dissatisfied, 3-Neither satisfied nor dissatisfied, 4-Satisfied, 5-Very satisfied

Estimated Total Expenditures



Total Pretax Estimated Regional Direct Spend: \$435,972
Estimated county tax*: \$13,715

*Direct spend calculated using reported daily expenditures multiplied by average nights spent and number of participants traveling more than 50 miles to the race. Sales tax calculated assuming that reported total expenditures gathered from survey include sales tax, and excludes registration fees and the estimated share of all nontaxable lodging. Nontaxable lodging is considered staying with friends and family, camping, and staying in a second home.