



# ADIRONDACK REGIONAL TOURISM COUNCIL 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

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*Prepared by:*

*Gary DeYoung, Deer Run Studio, LLC*

*Clayton, New York*

*Anne-Marie Forcier, Amplitude Tourism Consulting*

*Elgin, Ontario*

## *METHODOLOGY*

The following charts and tables provide a report on a survey of Canadian marketing leads. The goal of the survey is to better understand motivations and behaviors of Canadian travelers in the target markets of Ontario and Quebec Markets. Further, the survey seeks to gauge current perceptions of the Adirondack Region as a destination for Canadian travelers and determine future travel intentions.

- The survey questionnaire was developed in consultation with Adirondack Region marketing staff.
- An initial beta test that included most survey questions was completed by a paid 50-person survey audience targeted to the Ottawa area and adjustments made.
- In early August 2019, survey invitations were sent to 11,642 Canadian E-mail leads by the Regional office and three DMOs. A follow-up to the initial invitation was mailed to the same list 7-10 days after the initial contact.
- The invitation requested assistance and offered the opportunity to win a travel gift card.
- The survey was in the field during the month of August 2019, closing on September 1, 2019.
- Responses were collected using an online survey service (SurveyMonkey). A total of 816 responses were received.
- Respondents could take the survey in their choice of English (626 responses) or French (190 responses).
- Responses in English and French have been reported together; 48% of Quebec responses were completed in French, 3% of Ontario responses were completed in French and no responses from other provinces were completed in French.
- Response were tallied in total and crosstabs were made for responses from Ontario and Quebec.

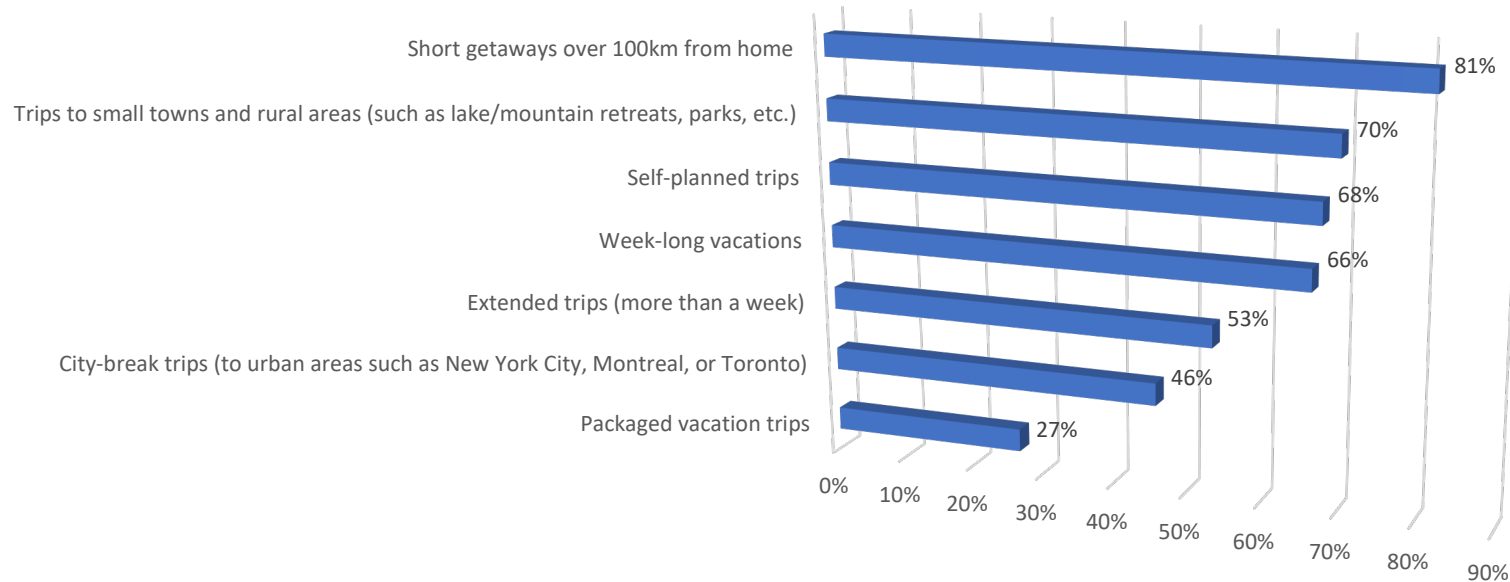
## OVERVIEW – KEY TAKE AWAYS

- Most of the Adirondack Region's Canadian customers are frequent travelers, who visit Canadian, USA and out-of-country destinations.
- The Adirondack Region shares its Canadian customer base with other nearby recreation-oriented destinations and has a very positive image in comparison with those destinations.
- Canadians visiting the region skew somewhat older than the general population.
- Canadians visiting the region are highly educated, with 30% in possession of a post graduate degree.
- Two thirds of Canadians visiting the region usually travel as a couple.
- The Adirondack Region's Canadian customers responding to this survey are mostly urban residents of Montreal and Ottawa metro areas.
- Most Canadian customers make repeat visits to the region and intend to visit again in the future.
- The Adirondack Region has a strong image and visit conversion level as an outdoor recreation destination for Canadians.
- The image of the Adirondack Region for events and cultural activities is significantly weaker than its image for recreation.
- Most Canadian customers indicate visits to multiple communities within the region.
- Canadian customers are equally as willing to consider a fall visit to the region as a summer visit.
- Although traditional lodging is the most common accommodation, over half indicated they usually or sometimes use vacation rentals.
- Camping is a popular option for Canadians visiting the region, with about half sometimes staying at a campground.
- Cross-border shopping is viewed as a secondary reason to visit by 44%, but only 7% made noted shopping as the primary reason for a trip.
- There are notable differences between the demographics and behaviors of Ontario and Quebec customers.
- With 98% of respondents identifying a willingness to consider a trip to the USA in the next three years, the Adirondack Region DMO lead list used for this survey is a highly receptive target audience for marketing campaigns.

### TYPES OF TRIPS TAKEN

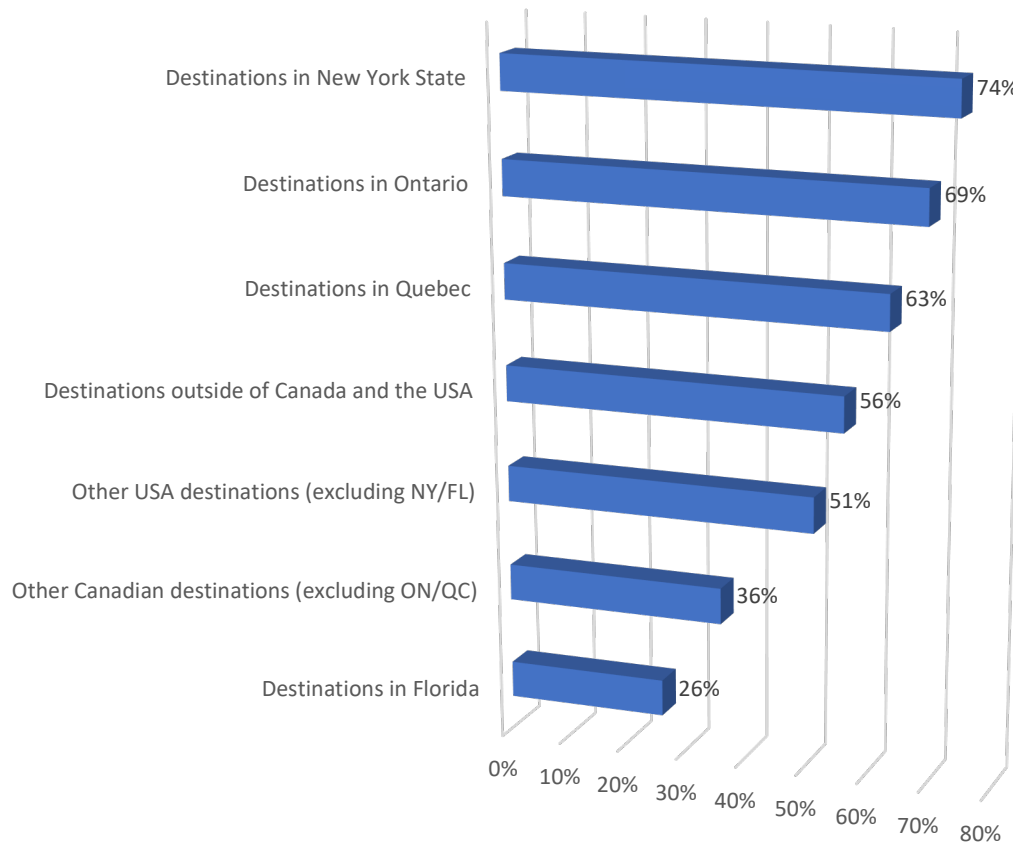
- Short getaways are the most commonly taken trips by the Canadians surveyed.
- Among those surveyed, visits to rural and resort areas (70%) are more popular than city breaks (46%).
- Over half take extended vacations of more than a week.
- 57% of Quebec respondents identified that they took self-planned trips, 21% lower than Ontarians, which may indicate the propensity of Quebec travelers to seek assistance from tour operators or CAA to plan their trips.

#### In the past three years, what sorts of leisure trips have you taken?



## DESTINATIONS VISITED

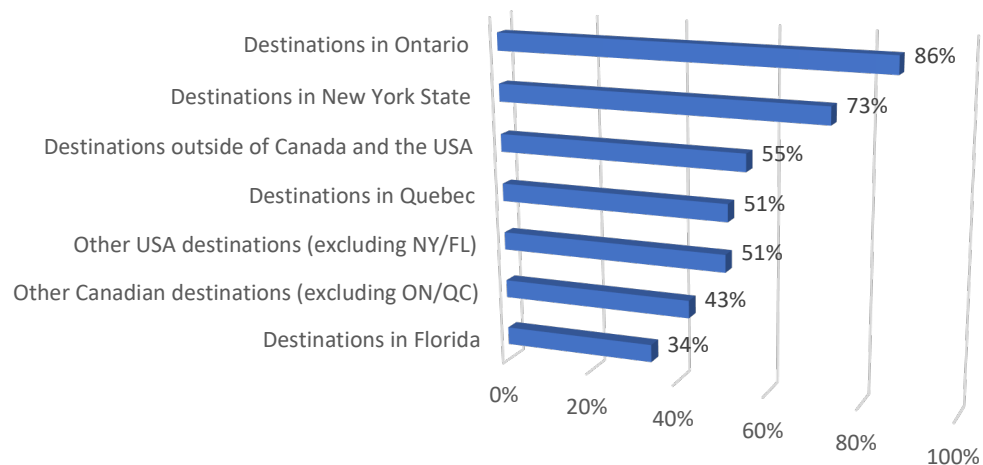
In the past three years, what areas have you visited?



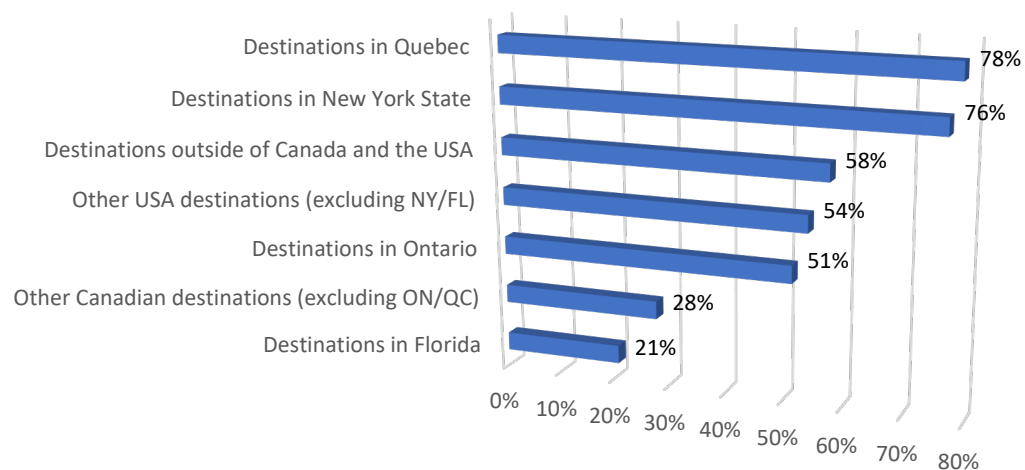
- For the whole sample, destinations in New York were the most common (74%).
- Over half visited destinations outside the USA.
- The respondents are twice as likely to have visited New York State than provinces outside of Ontario and Quebec.



### Ontario



### QUEBEC



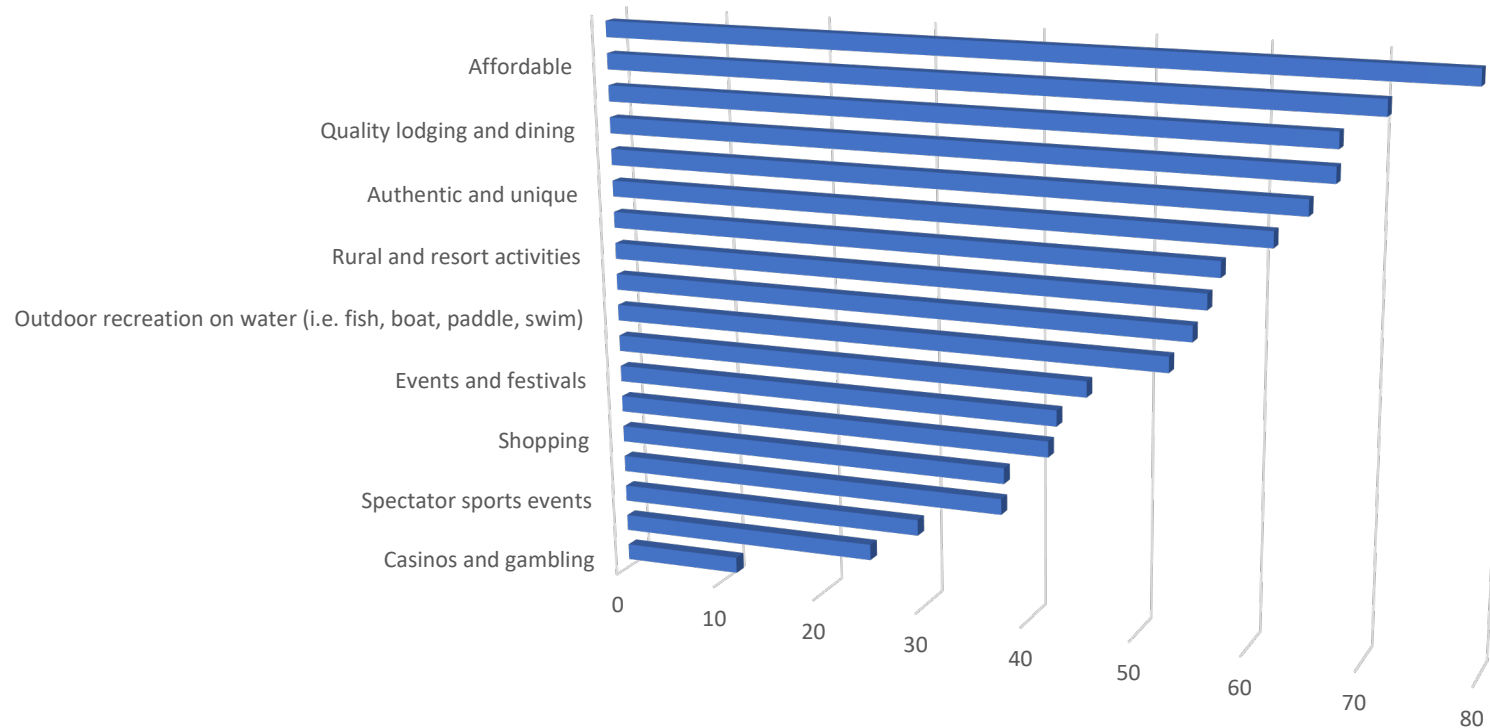
- Both Quebecers and Ontarians are more likely to visit in-province destinations than New York State.
- Both Quebecers and Ontarians are more likely to visit destinations in New York State than destinations in their neighboring province.
- Ontarians are more likely to have visited Florida than Quebecers.



### DESTINATION CHOICE CRITERIA

- Safety and affordability are essential baseline considerations.
- Quality dining and lodging are important considerations.
- Outdoor recreation on land is the top consideration outside of safety, affordability and hospitality facilities.
- Spectator sports, casinos, water parks and amusement parks ranked low on the list of considerations.
- Although a common activity, shopping is a relatively lower rated consideration.

**When considering a place to visit in the USA, how important are the following?  
(Answers weighted to a 0-100 scale)**



### *PERCEPTIONS OF THE ADIRONDACKS*

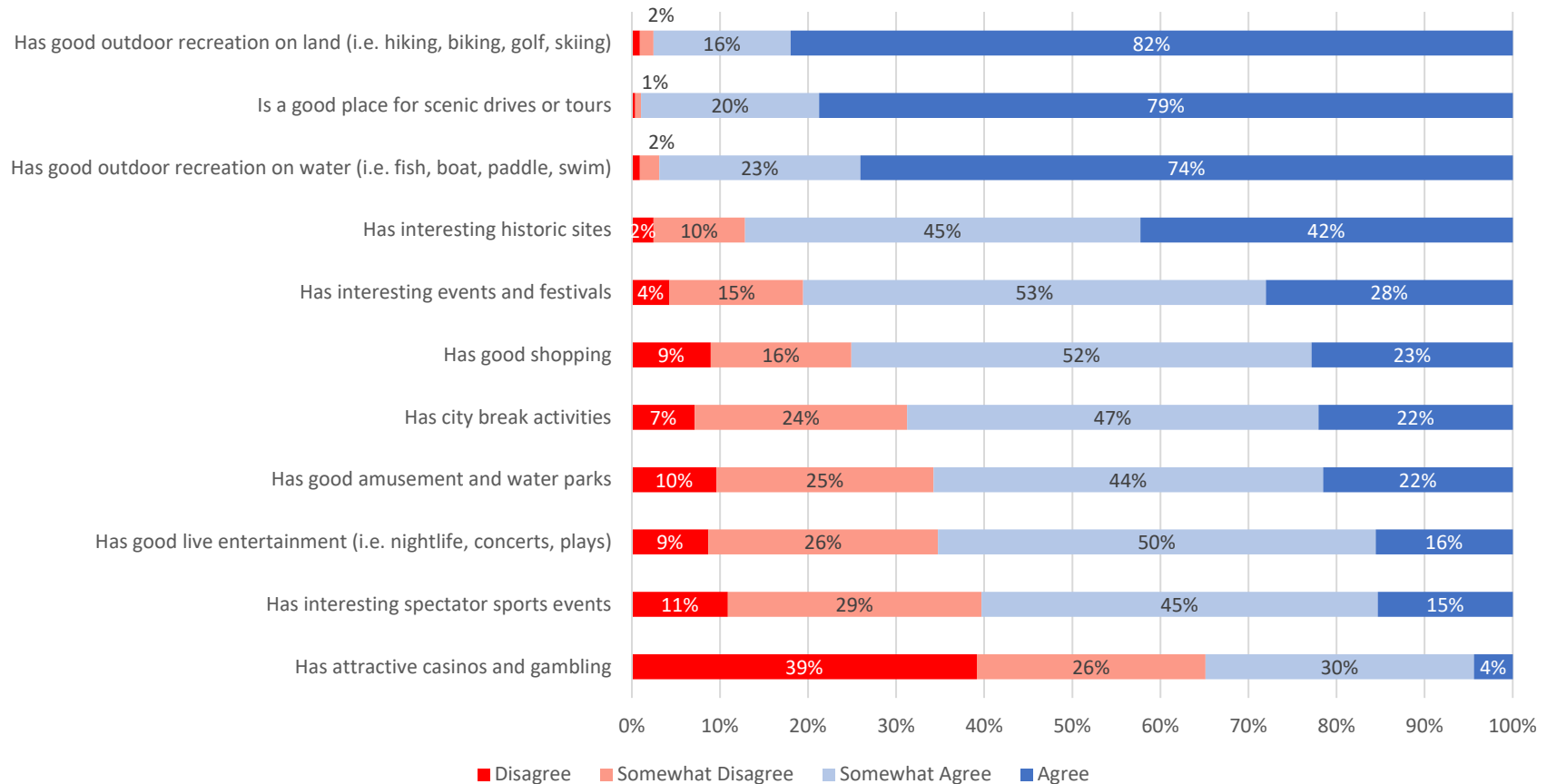
- The strongest positive perceptions of the region are for outdoor recreation on land, a very important consideration for Canadians in choosing a destination.
- The region is viewed as a good place for scenic drives, also an important consideration for Canadians in choosing destinations.
- Although still positive, the region is less well viewed for entertainment activities (culture, sports, gaming), these also are ranked low by the Canadians' expression of important considerations.
- While affordability is a top consideration for Canadians, the region gets less than perfect agreement that it is affordable.
- Although most of those surveyed only travel as couples, the region is viewed as family friendly.



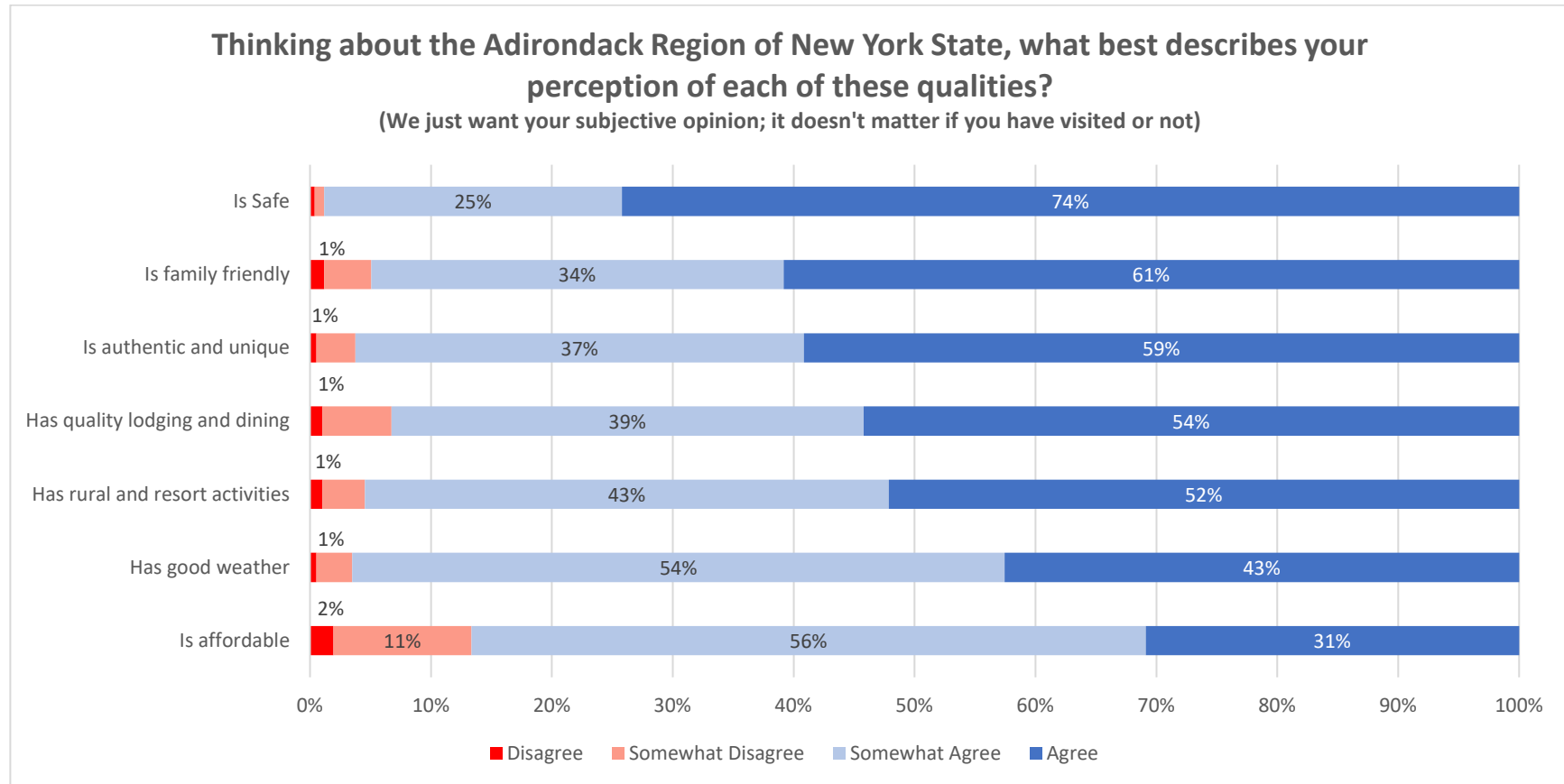


## Thinking about the Adirondack Region of New York State, what best describes your perception of each of these qualities?

(We just want your subjective opinion; it doesn't matter if you have visited or not)

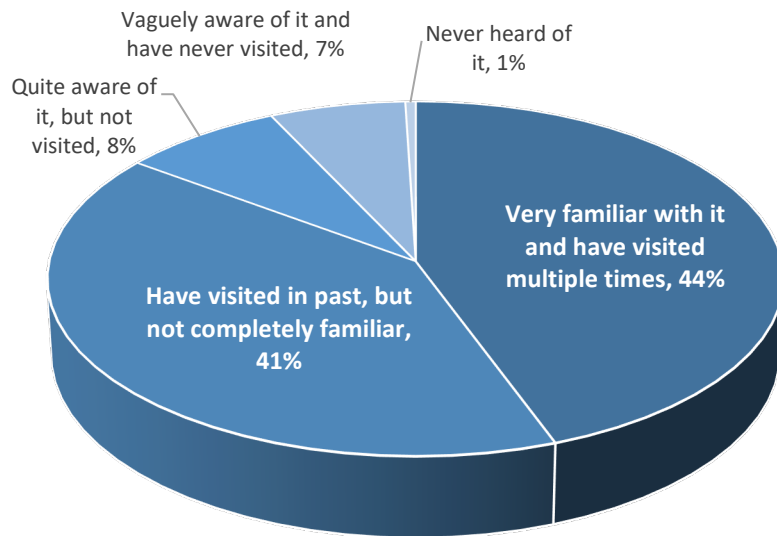


PERCEPTIONS OF QUALITIES



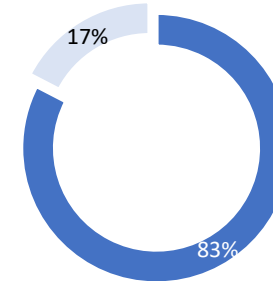
## AWARENESS OF THE ADIRONDACK REGION

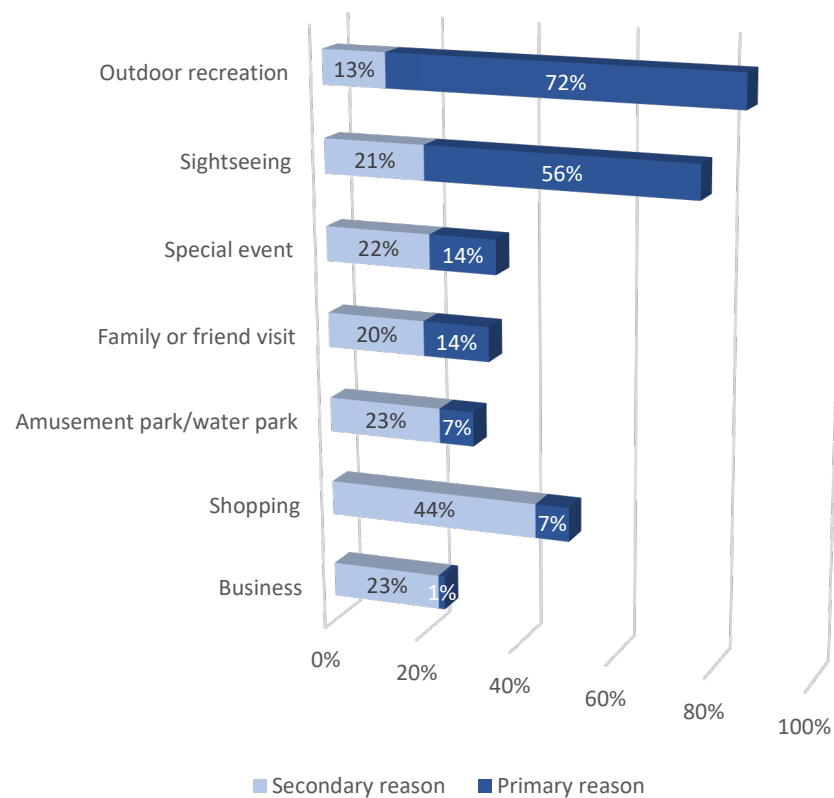
**What best describes your awareness of the Adirondack region of New York State as a tourism destination?**



- Virtually everyone surveyed (99+%) had some awareness of the region.
- 85% have already visited the Adirondacks.

**83% Provided Information on Previous Visits**



**REASONS FOR PAST VISITS****What was your reason(s) for past visits to the Adirondacks?**

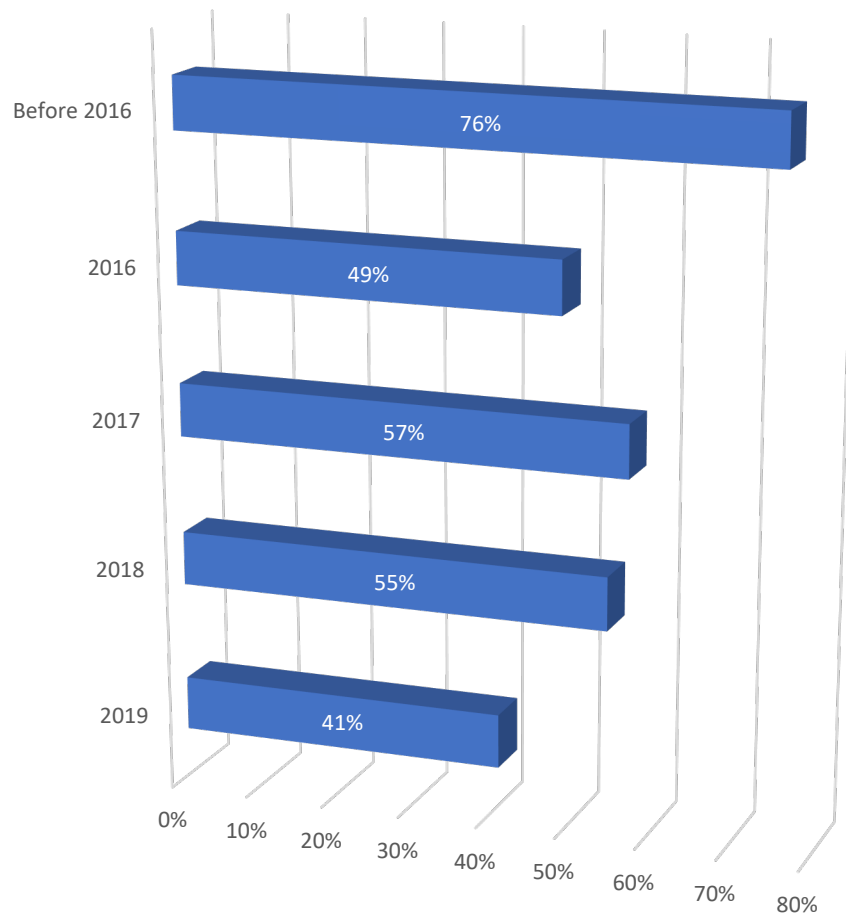
- Outdoor recreation is the top reason for visits to the Adirondacks.
- Sightseeing (scenic touring) is an important motivator.
- The top two primary reasons for visiting the Adirondacks far outrank all other reasons as indicated by all respondents:
 

#1	Outdoor Recreation	72%
#2	Sightseeing	56%
- Shopping is a common secondary reason, but seldom the primary reason.



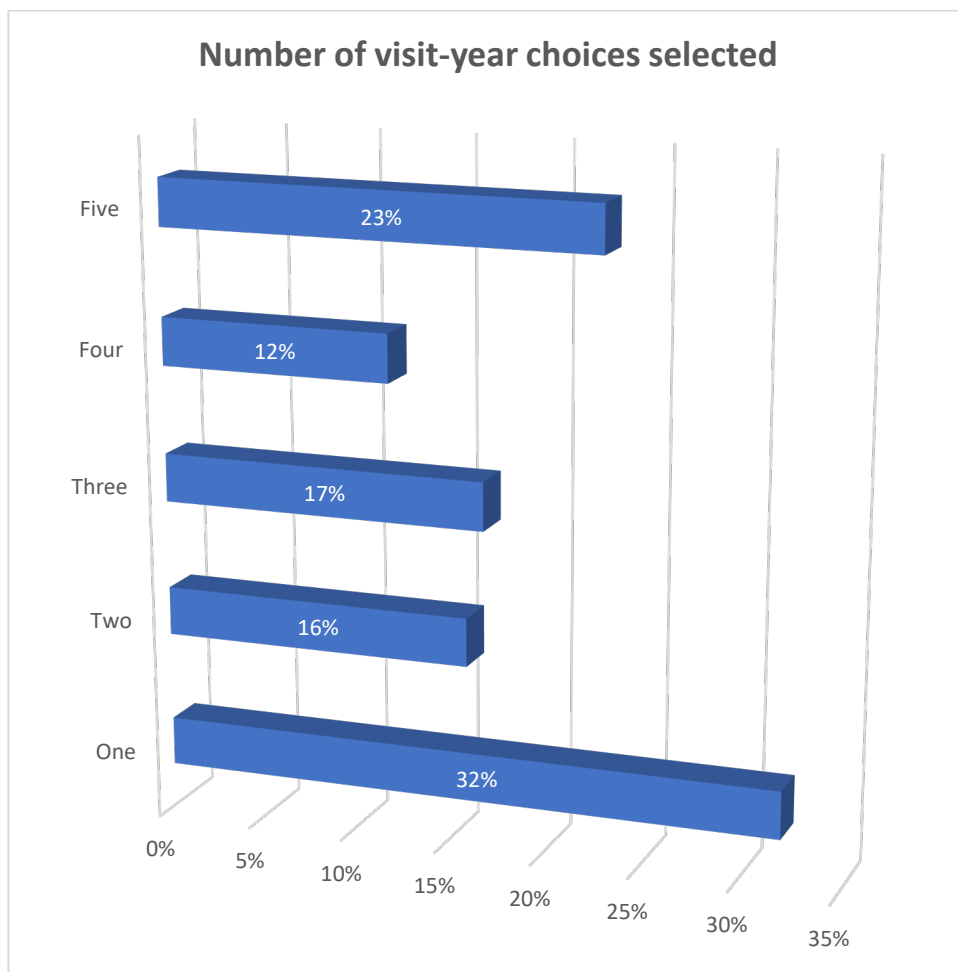
### PAST VISIT YEARS

#### What years have you visited the Adirondacks? (check all that apply)



- The region has a high rate of repeat visitation, with visitors coming multiple years.
- Even though the survey was in the field in August, 41% who said they'd visited had already visited in 2019 (It was the first time visit for 4%).



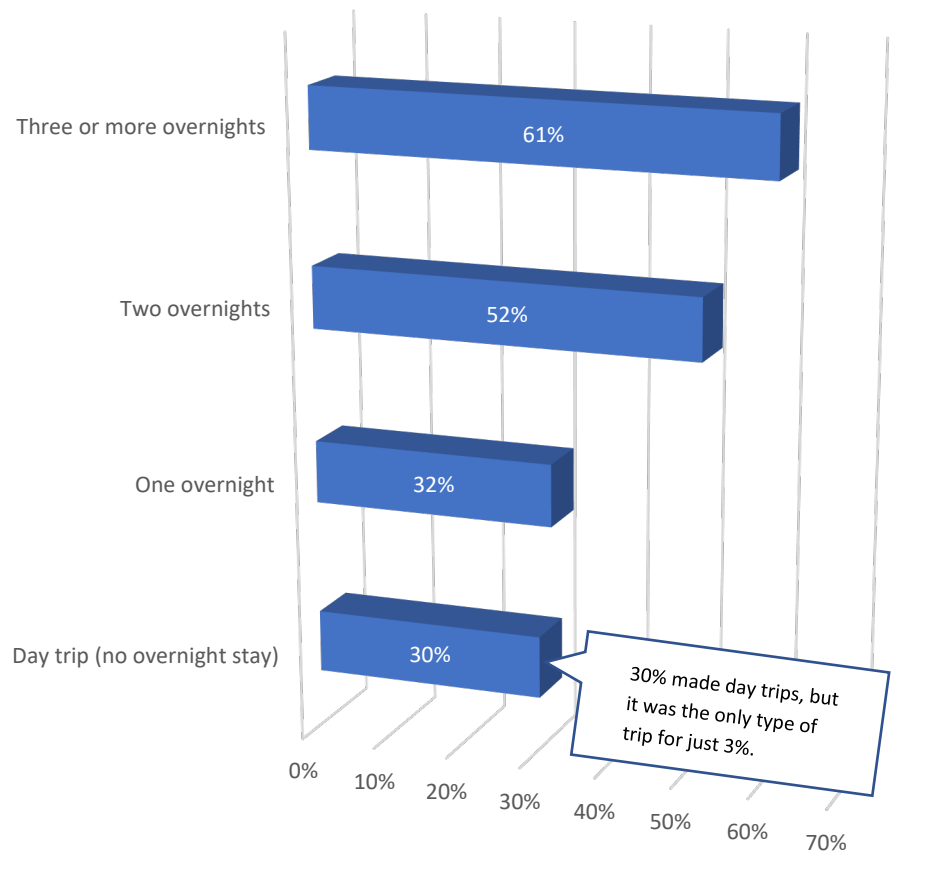
**PAST VISIT YEARS**

- Over half of those that had visited in the past, indicated visits in three or more past years.
- Nearly a quarter (23%) choose all the year options presented.



## VISIT LENGTH

What length of trips to the Adirondack Region have you taken in the past? (check all that apply)

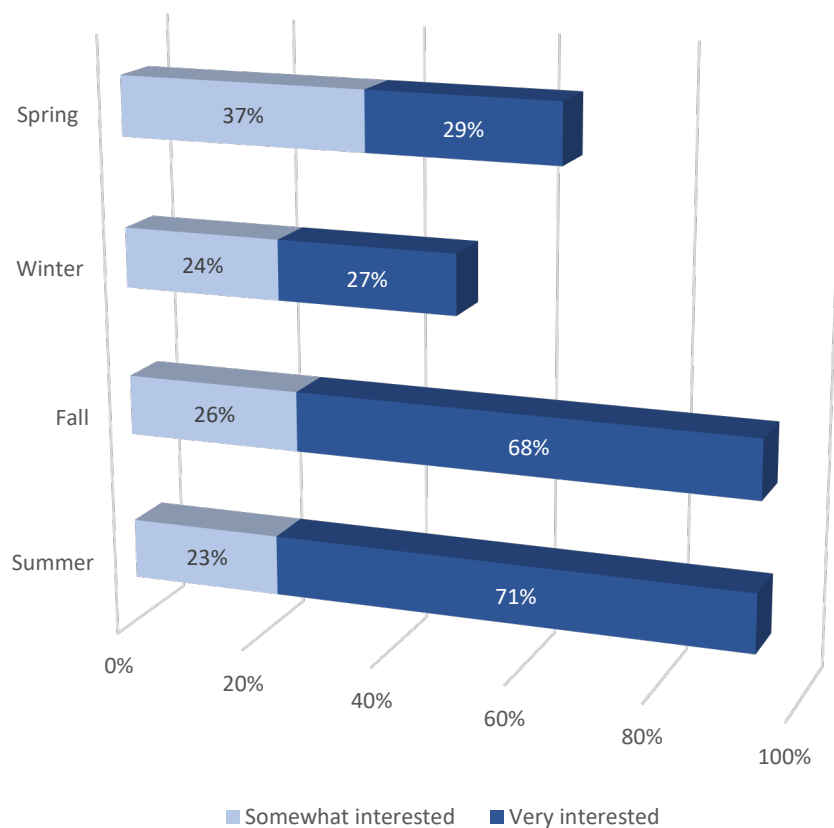


- The most common length of stay in past trips was three or more nights.
- While 30% made day trips, 3% only made day trips.
- Quebecers having taken day trips (41%) were almost double compared to Ontario day trip visitors (23%). Both Ontario and Quebec respondents indicate that about 60% had taken a trip of three or more overnights.



**SEASON INTEREST FOR FUTURE VISITS**

**What best describes your willingness to consider a visit to the Adirondacks by season?**



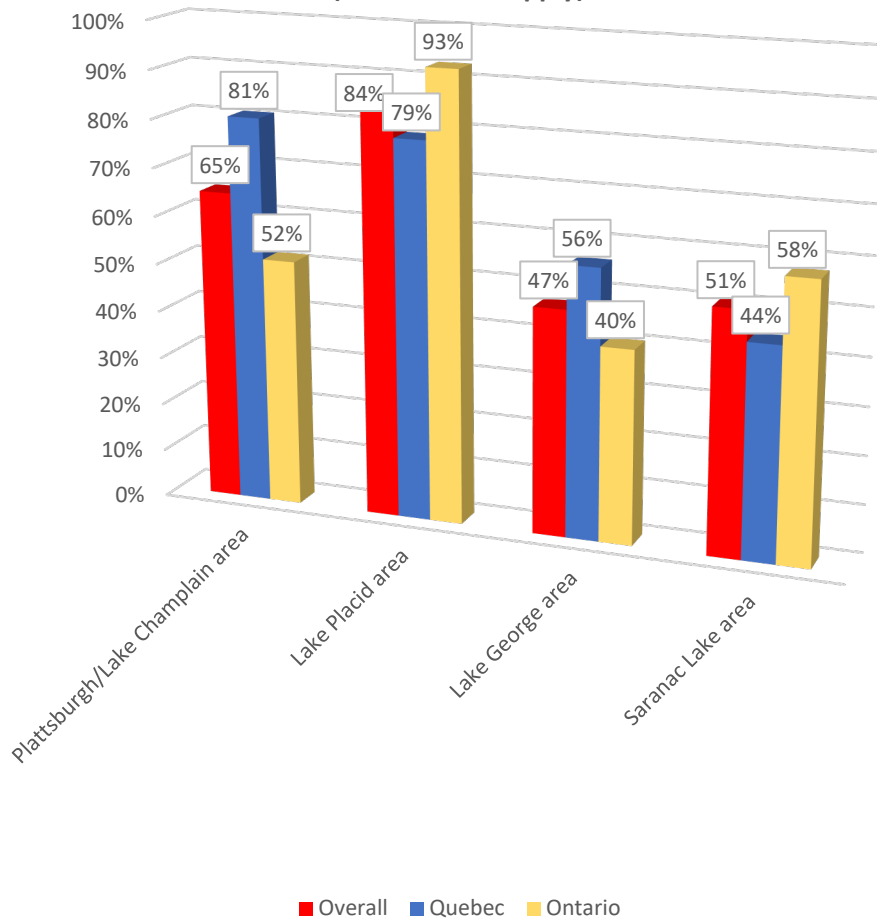
- Those surveyed are nearly as willing to consider a fall season trip as a summer season trip.
- The number of Quebecers interested in summer visits is close to the number of Ontarians interested in summer visits.
- More Quebecers were willing to consider making trips to the Adirondacks in winter (54% vs. 48%).





## COMMUNITIES VISITED IN PAST

**You said you have been to the Adirondacks in the past, which communities have you visited?**  
(check all that apply)

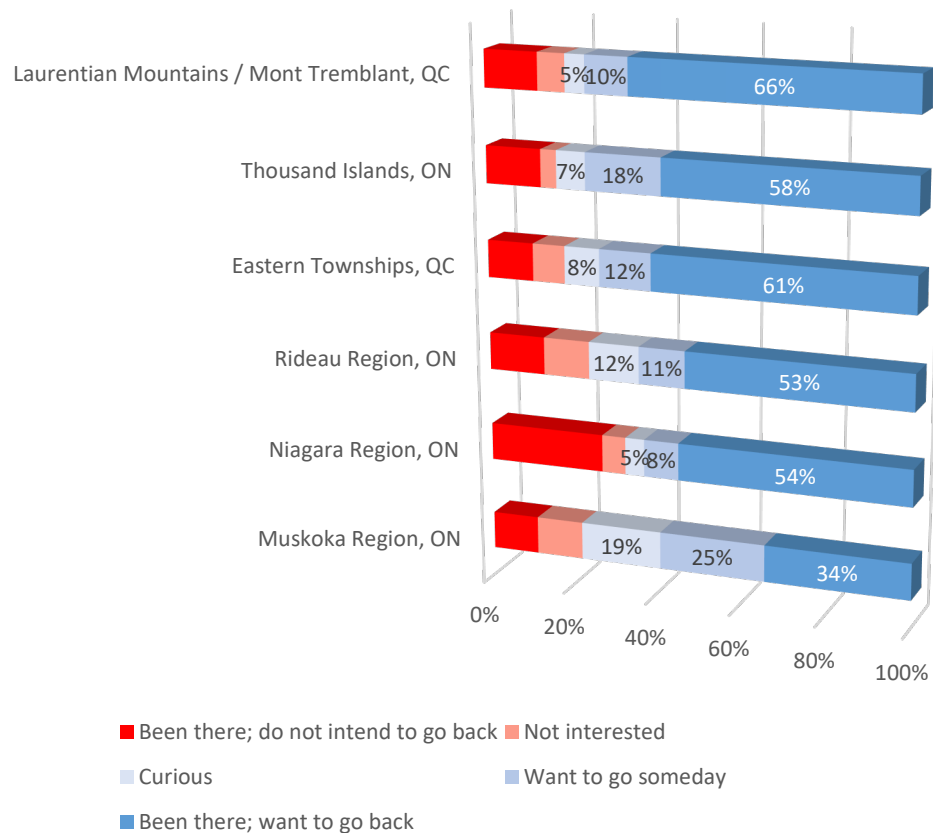


- Lake Placid is the most commonly visited location in past visits.



## DESTINATION INTEREST FOR FUTURE VISITS

**For each of these popular Canadian outdoor destinations noted, please pick the answer that best describes your interest in visiting?**

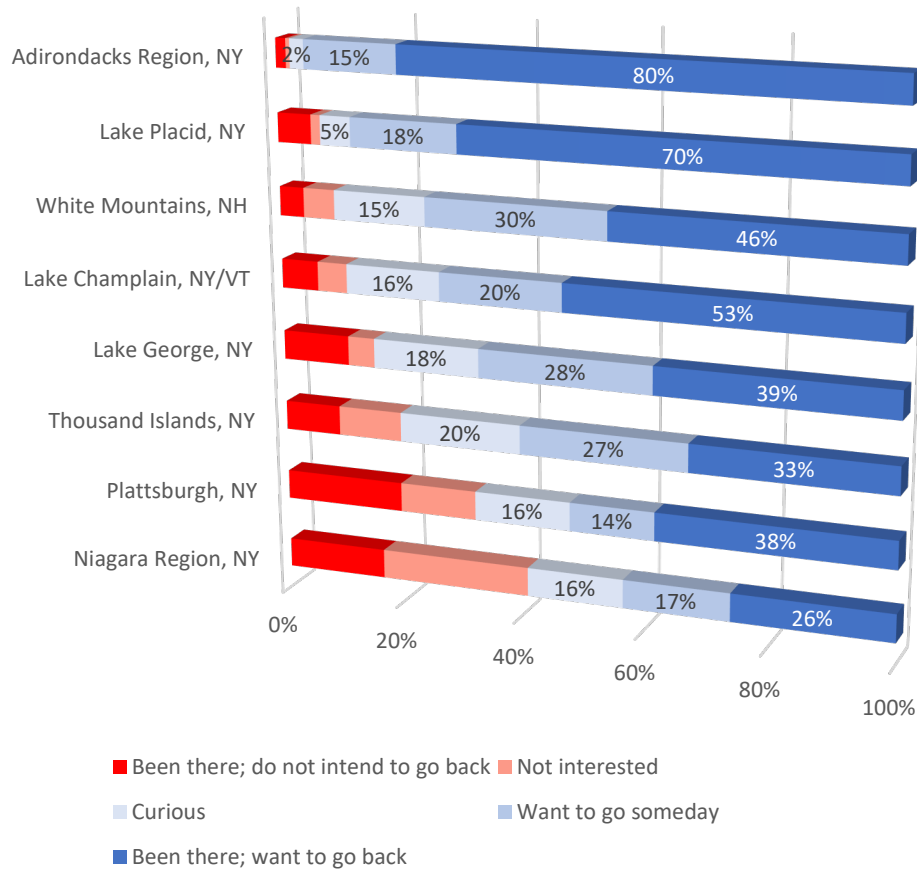


- Many areas of Ontario and Quebec also interest those surveyed. But, when looking at ratings by province of residence, in-province destinations tend to be favored.
- The Laurentians and Eastern Townships rival the Adirondacks' popularity with Quebecers.
- The Thousand Islands (Ontario) rival the Adirondacks' popularity with Ontarians.



### DESTINATION INTEREST FOR FUTURE VISITS

**For each of these popular American destinations noted, please pick the answer that best describes your interest in visiting:**

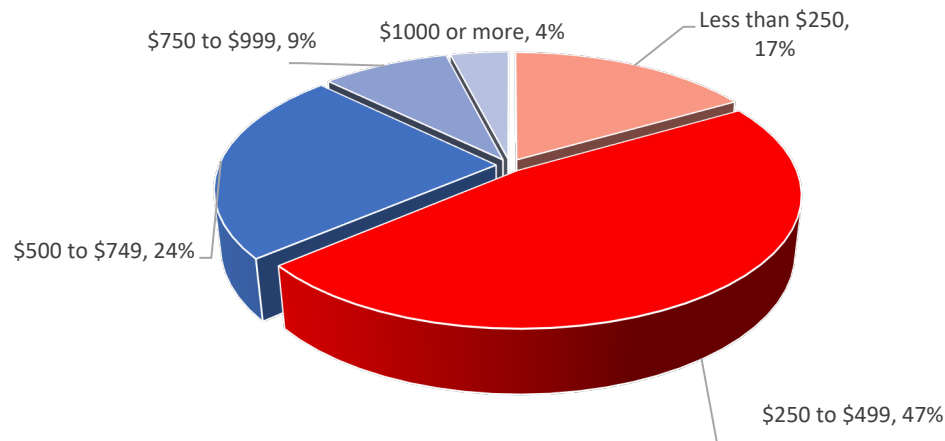


- 80% of those surveyed said they'd been to the region and want to go back.
- Over a quarter of those surveyed had Lake George and Lake Champlain on their "want to go someday" list.

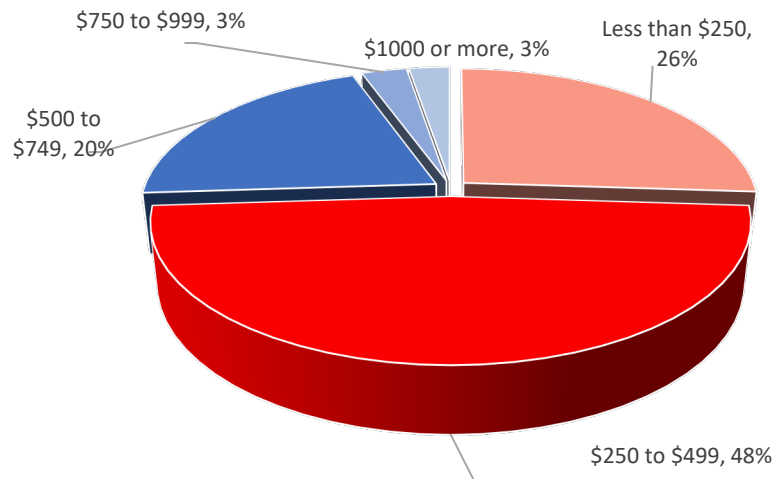


## SHORT TRIP BUDGETS

### What is your typical budget for a one or two night getaway by car? (ONTARIO)



### What is your typical budget for a one or two night getaway by car? (QUEBEC)

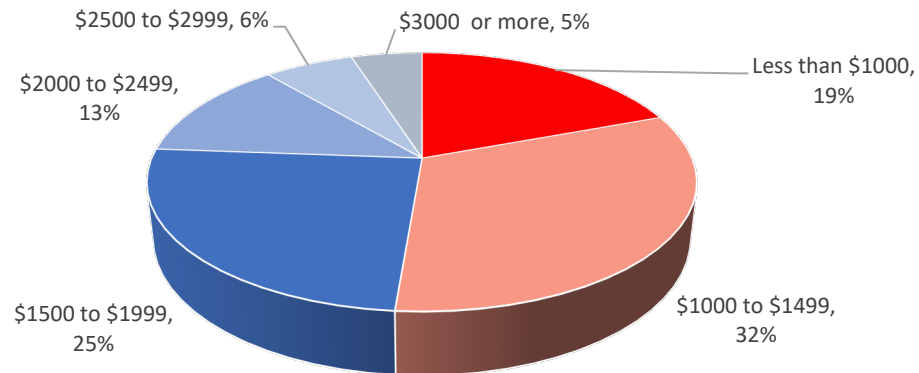


- Short getaway budgets are typically less than \$500 (\$375 USD).
- Compared to Quebecers, twice as many Ontarians budget \$750 (\$565 USD) or more.



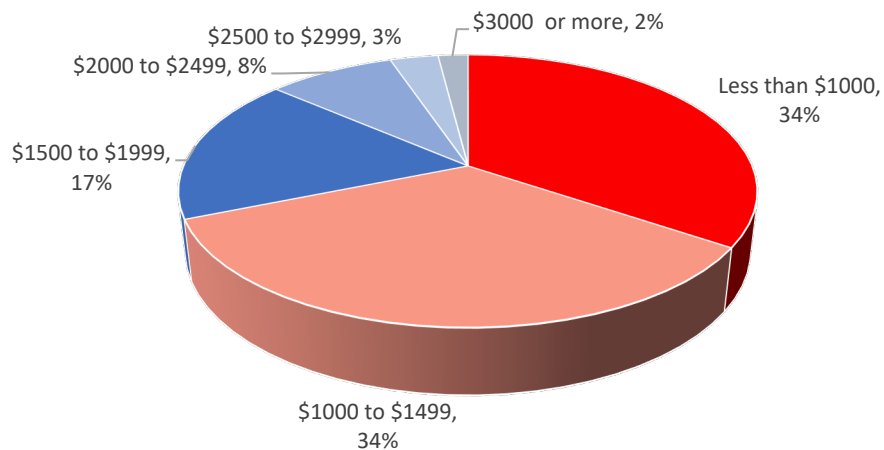
## LONG TRIP BUDGETS

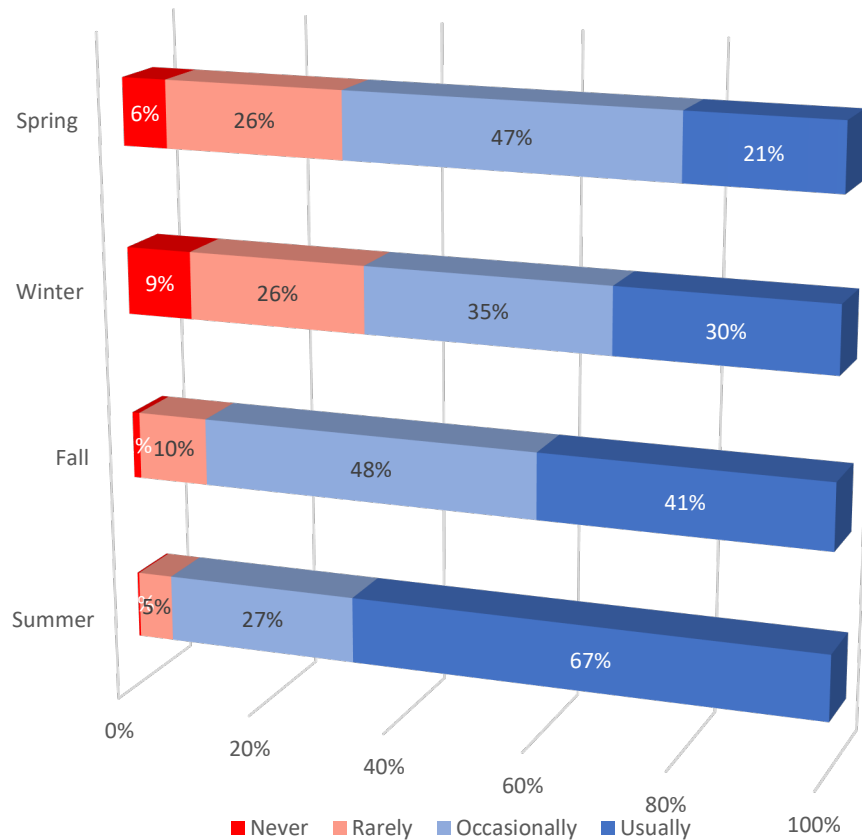
### What is your typical budget for a week-long trip to a destination you can reach by car? (ONTARIO)



- Half of Ontarians and two thirds of Quebecers typically budget \$1500 (\$1125 USD) or less for a week-long trips.
- At the upper end of the market, 5% of Ontarians budget \$3000 (\$2250 USD) for a week-long trip.

### What is your typical budget for a week-long trip to a destination you can reach by car? (QUEBEC)



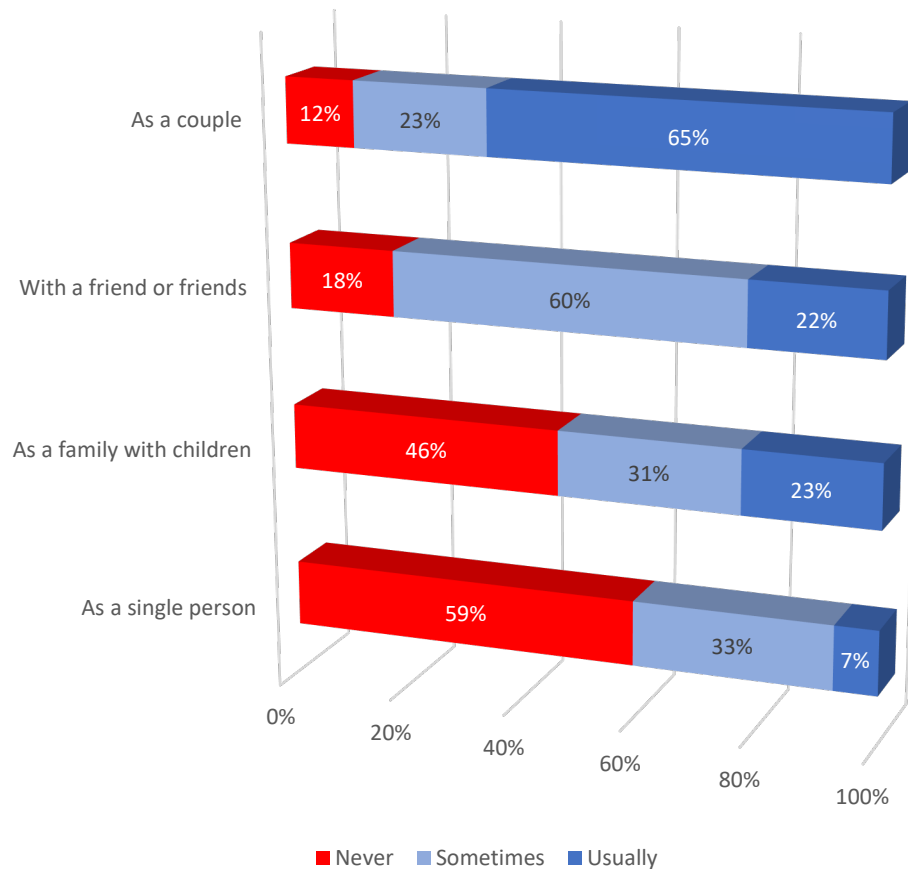
**TRIPS BY SEASON****How often do you make leisure trips by season?**

- Two thirds of those surveyed usually travel in the summer.
- Fall is the second most common season for travel.
- While the percentage of Quebecers taking summer trips is higher (71%) than Ontarians (63%); this is reversed in winter with fewer Quebecers usually making leisure trips (25%) than Ontarians (36%). This could indicate a higher propensity to travel to sun destinations for Ontarians.



## TRAVEL PARTIES

**How do you travel on leisure trips  
(check all that apply)?**

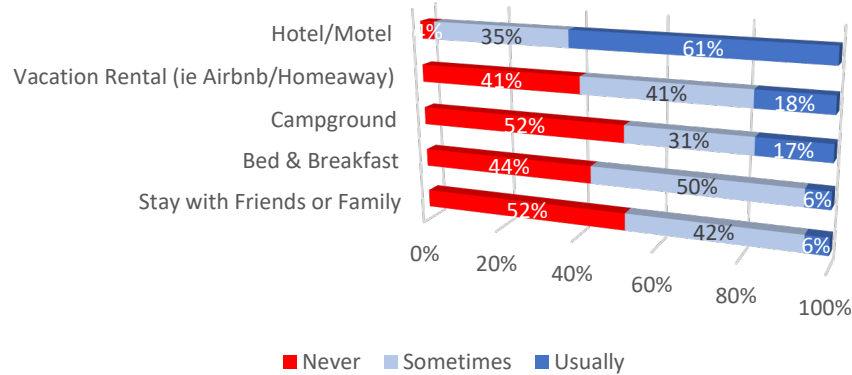


- Couples are by far the most common travel party.
- Nearly half never travel with children (however, Quebecers are more likely to travel as a family).
- More Ontarians travel as couples (70%) compared to Quebecers (61%). More Quebecers traveled as families (27%) compared to Ontarians (18%).

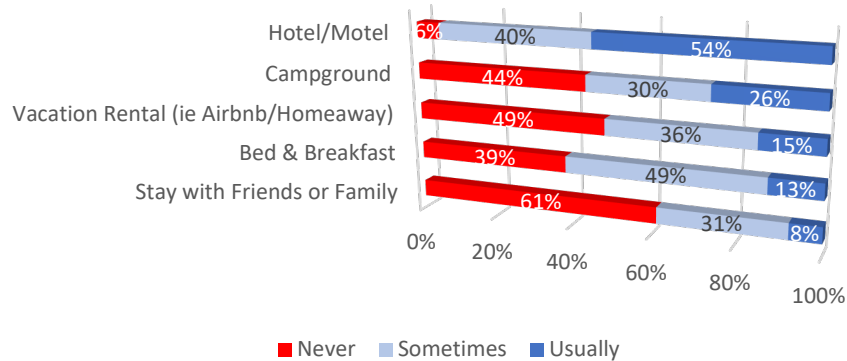


## ACCOMMODATIONS

### What accommodations do you use when traveling? (ONTARIO)



### What accommodations do you use when traveling? (QUEBEC)



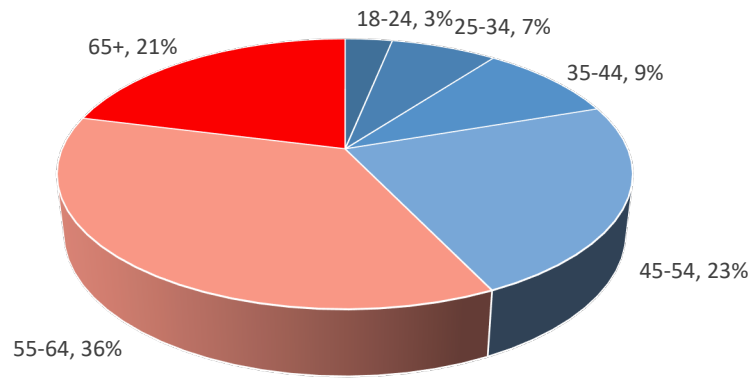
- Residents of both provinces usually used hotels & motels.
- Residents of Quebec are more likely to camp.
- Over half sometimes or usually use vacation rentals.
- There is a provincial difference in the second-place rank. Ontarians indicate their second choice as a vacation rental/Airbnb (18%) while Quebecers indicate campgrounds as their clear second choice (26%).





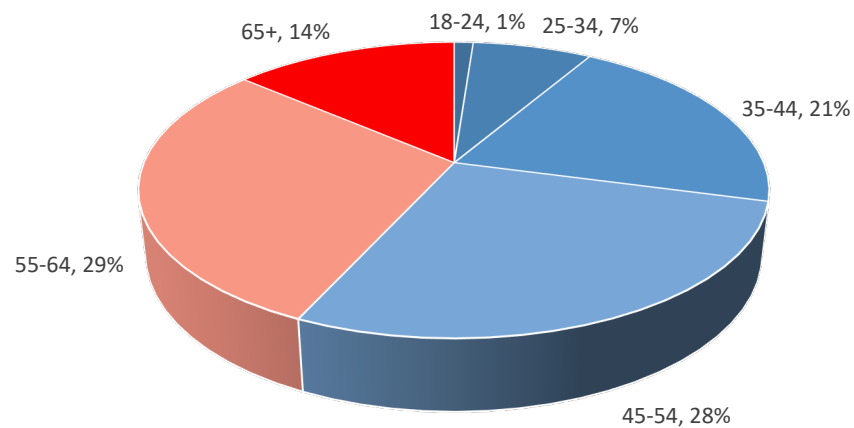
## AGE RANGES

**Age Ranges (ONTARIO)**



- Respondents from Quebec trend younger than those from Ontario.
- While 57% of Ontarians are over 55, only 43% of Quebecers are in that group.
- While 49% of Quebecers are ages 35-54, only 32% of Ontarians are in that group.

**Age Ranges (QUEBEC)**



## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Number of surveys completed by collector

DMO	English	French	Total
ARTC	226	74	300
Lake George	52	18	70
Champlain Coast	39	26	65
ROOST	309	72	381
	626	190	816

### Email invitations sent

Contacts	Response Rate
4200	7.1%
1800	3.9%
3027	2.1%
2616	14.6%
11643	7.0%

### Completion rate

	English	French
ARTC	90%	91%
Lake George	94%	100%
Champlain Coast	90%	96%
Roost	94%	96%

The following tables include "overall" results, which tallies all answers received from returned surveys. An "answered" tally appears for each question showing the number of respondents completing that question. About 5% started, but did not complete the survey. With the exception of the first three questions, most of the survey questions were completed by 770+/- participants. (some questions branched to only apply to those that had visited in the past). The Ontario and Quebec tabulations are based on a crosstab of postal codes in surveys completed. Not all respondents provided a postal code. The tables for Quebec are based on 345 responses indicating a Quebec address. The tables for Ontario are based on 383 responses indicating an Ontario address.

Tables have been rounded to whole percentages. In some cases the total will be +/- 1% of 100% due to rounding. Some questions allowed multiple responses and will not add up to 100%.

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q1. In the past three years, what sorts of leisure trips have you taken? (check all that apply)

Answer Choices	Overall	Ontario	Quebec
Short getaways over 100km from home	81%	82%	83%
Week-long vacations	66%	67%	65%
Extended trips (more than a week)	53%	51%	55%
City-break trips (to urban areas such as New York City, Montreal, or Toronto)	46%	46%	45%
Trips to small towns and rural areas (such as lake/mountain retreats, parks, etc.)	70%	74%	66%
Packaged vacation trips	27%	27%	28%
Self-planned trips	68%	77%	56%

Answered 815

Skipped 1

### Q2. In the past three years, what areas have you visited? (check all that apply)?

Answer Choices	Overall	Ontario	Quebec
Destinations in Ontario	69%	86%	51%
Destinations in Quebec	63%	51%	78%
Other Canadian destinations (excluding ON/QC)	36%	43%	28%
Destinations in New York State	74%	73%	76%
Destinations in Florida	26%	34%	21%
Other USA destinations (excluding NY/FL)	51%	51%	54%
Destinations outside of Canada and the USA	56%	55%	58%

Answered 815

Skipped 1

### Q3. Would you consider a trip to a destination in the USA at some time in the next three years?

Answer Choices		Answered	
Yes	98%	813	
No	2%	3	

Answered 813

Skipped 3

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q4. When considering a place to visit in the USA, how important are the following?

Overall					
Answer Choices	Not a consideration	Not very important	Somewhat important	Very important	Essential
Affordable	1%	2%	30%	49%	18%
Safe	1%	3%	13%	49%	34%
Quality lodging and dining	2%	6%	28%	53%	12%
Family friendly	21%	24%	28%	21%	6%
Authentic and unique	2%	8%	40%	41%	9%
Good weather	2%	4%	38%	47%	9%
Rural and resort activities	3%	15%	43%	35%	4%
City break activities	9%	28%	40%	20%	3%
<div> <div>Answered 774</div> <div>Skipped 42</div> </div>					

Ontario					
Answer Choices	Not a consideration	Not very important	Somewhat important	Very important	Essential
Affordable	0%	2%	30%	50%	18%
Safe	0%	2%	10%	53%	35%
Quality lodging and dining	1%	5%	27%	55%	12%
Family friendly	19%	26%	30%	22%	4%
Authentic and unique	2%	8%	39%	42%	8%
Good weather	1%	5%	41%	42%	10%
Rural and resort activities	3%	17%	42%	36%	2%
City break activities	9%	30%	43%	17%	2%

Quebec					
Answer Choices	Not a consideration	Not very important	Somewhat important	Very important	Essential
Affordable	1%	2%	31%	48%	19%
Safe	2%	4%	17%	46%	31%
Quality lodging and dining	2%	8%	27%	51%	12%
Family friendly	25%	23%	24%	20%	8%
Authentic and unique	2%	7%	42%	40%	8%
Good weather	2%	4%	35%	50%	9%
Rural and resort activities	2%	11%	44%	36%	7%
City break activities	9%	23%	40%	24%	4%

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q5. When considering a place to visit in the USA, how important are the following?

Overall					
Answer Choices	Not a consideration	Not very important	Somewhat important	Very important	Essential
Outdoor recreation on land (i.e. hiking, biking, golf, skiing)	5%	10%	24%	37%	25%
Outdoor recreation on water (i.e. fish, boat, paddle, swim)	7%	20%	37%	27%	9%
Amusement and water parks	38%	35%	20%	6%	1%
Scenic drives or tours	7%	12%	35%	36%	10%
Answered 774 Skipped 42					

Answer Choices	Ontario					Quebec				
	Not a consideration	Not very important	Somewhat important	Very important	Essential	Not a consideration	Not very important	Somewhat important	Very important	Essential
	3%	9%	26%	41%	22%	7%	10%	22%	33%	29%
	5%	20%	41%	25%	9%	8%	21%	33%	28%	9%
	37%	37%	20%	4%	1%	36%	34%	20%	8%	2%
	3%	10%	35%	40%	11%	11%	15%	35%	31%	8%

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q6. When considering a place to visit in the USA, how important are the following?

Overall					
Answer Choices	Not a consideration	Not very important	Somewhat important	Very important	Essential
Casinos and gambling	70%	21%	8%	1%	0%
Shopping	19%	28%	37%	14%	2%
Events and festivals	10%	26%	47%	16%	2%
Live entertainment (i.e. nightlife, concerts, plays)	18%	30%	38%	12%	1%
Historic sites	4%	14%	44%	34%	3%
Spectator sports events	33%	32%	28%	7%	1%
Answered 774					
Skipped 42					

Ontario						Quebec				
Answer Choices	Not a consideration	Not very important	Somewhat important	Very important	Essential	Not a consideration	Not very important	Somewhat important	Very important	Essential
Casinos and gambling	67%	23%	9%	1%	0%	71%	20%	8%	1%	0%
Shopping	15%	34%	38%	13%	1%	22%	21%	35%	17%	4%
Events and festivals	10%	27%	48%	14%	1%	10%	24%	45%	18%	2%
Live entertainment (i.e. nightlife, concerts, plays)	19%	28%	39%	13%	1%	19%	31%	38%	12%	1%
Historic sites	4%	13%	44%	37%	2%	5%	13%	44%	33%	5%
Spectator sports events	31%	30%	29%	9%	1%	33%	33%	27%	5%	1%

# RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

## Q7. What best describes your awareness of the Adirondack Region of New York State as a tourism destination?

Answer Choices	Overall	Ontario	Quebec
Never heard of it	1%	0%	1%
Vaguely aware of it and have never visited	7%	7%	6%
Quite aware of it, but not visited	8%	9%	7%
Have visited in past, but not completely familiar	41%	39%	43%
Very familiar with it and have visited multiple times	44%	45%	44%
Answered	793	84%	87%
Skipped	23		

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q8. You said you have been to the Adirondacks in the past, which communities have you visited? (check all that apply)

Answer Choices	Overall	Ontario	Quebec
Plattsburgh/Lake Champlain area	65%	52%	81%
Lake Placid area	84%	93%	79%
Lake George area	47%	40%	56%
Saranac Lake area	51%	58%	44%
Other (please specify)	19%		

Answered 673

Skipped 143

Other places specified (count):

Tupper Lake, 20  
Keene, 10  
Malone, 10  
Old Forge, 9  
Long Lake, 7  
Watertown, 7  
Syracuse, 6  
Ogdensburg, 5  
Blue Mountain Lake, 4  
Chateaugay, 3  
Finger Lakes, 3  
Lake Eaton, 3

Saratoga Springs, 3  
Canton, 2  
Cranberry Lake, 2  
Indian Lake, 2  
Inlet, 2  
Massena, 2  
Alexandria Bay, 1  
Au Sable Forks, 1  
Ausable chasm, 1  
Brewerton, 1  
Cobleskill, 1

Lake Champlain, 1  
Lewis, 1  
Mountain View, 1  
Newton Falls, 1  
Owls Head, 1  
Poko Moonshine, 1  
Rochester, 1  
Sackets Harbor, 1  
Ski Resorts, 1  
St. Regis, 1  
Stony Creek, 1

White Face Mountain, 1  
Whitney/Bog River Loop, 1  
Wilmington, 1  
X - General Area or Noting  
Drive through, 9

Answered total, 75  
Places mentions, 133  
Places noted total, 40



## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q9. What was your reason(s) for past visits to the Adirondacks?

#### Overall

##### Answer Choices

Shopping
Family or friend visit
Business
Sightseeing
Outdoor recreation
Amusement park/water park
Special event

Primary reason	Secondary reason	Total
7%	44%	51%
14%	20%	34%
1%	23%	24%
56%	21%	77%
72%	13%	85%
7%	23%	31%
14%	22%	36%

Answered 673

Skipped 143

#### Ontario

##### Answer Choices

Shopping
Family or friend visit
Business
Sightseeing
Outdoor recreation
Amusement park/water park
Special event

Primary reason	Secondary reason	Total
2%	47%	49%
10%	18%	28%
1%	18%	19%
53%	23%	76%
70%	13%	83%
5%	19%	24%
15%	18%	33%

#### Quebec

Primary reason	Secondary reason	Total
13%	42%	54%
17%	22%	40%
1%	27%	29%
58%	21%	79%
76%	13%	88%
9%	28%	38%
13%	27%	40%

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q10. What years have you visited the Adirondacks? (check all that apply)

Answer Choices	Overall	Ontario	Quebec
2019	41%	37%	46%
2018	55%	52%	61%
2017	57%	54%	65%
2016	49%	49%	51%
Before 2016	76%	78%	73%

Answered 674

Skipped 142

### Number of years chosen:

	Overall	Ontario	Quebec
One	32%	33%	27%
Two	16%	16%	17%
Three	17%	19%	16%
Four	12%	10%	13%
Five	23%	21%	27%

### Q11. What length of trips to the Adirondack Region have you taken in the past? (check all that apply)

Answer Choices	Overall	Ontario	Quebec
Day trip (no overnight stay)	30%	23%	41%
One overnight	32%	30%	37%
Two overnights	52%	55%	49%
Three or more overnights	61%	64%	57%

Answered 674

Skipped 142

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

**Q12. Thinking about the Adirondack Region of New York State, what best describes your perception of each of these qualities? (We just want your subjective opinion; it doesn't matter if you have visited or not)**

### Overall

Answer Choices	Disagree	Somewhat Disagree	Somewhat Agree	Agree
Is affordable	2%	11%	56%	31%
Is Safe	0%	1%	25%	74%
Has quality lodging and dining	1%	6%	39%	54%
Is family friendly	1%	4%	34%	61%
Is authentic and unique	1%	3%	37%	59%
Has good weather	1%	3%	54%	43%
Has rural and resort activities	1%	4%	43%	52%
Has city break activities	7%	24%	47%	22%

Answered 771  
Skipped 45

### Ontario

Answer Choices	Disagree	Somewhat Disagree	Somewhat Agree	Agree
Is affordable	2%	11%	58%	29%
Is Safe	0%	1%	27%	73%
Has quality lodging and dining	0%	4%	35%	60%
Is family friendly	0%	2%	36%	62%
Is authentic and unique	0%	2%	37%	61%
Has good weather	0%	2%	59%	39%
Has rural and resort activities	1%	3%	42%	55%
Has city break activities	8%	21%	49%	23%

### Quebec

Disagree	Somewhat Disagree	Somewhat Agree	Agree
1%	13%	54%	32%
1%	1%	22%	76%
2%	7%	43%	48%
2%	6%	34%	58%
1%	4%	37%	58%
1%	4%	49%	47%
1%	5%	45%	48%
6%	28%	45%	21%

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

**Q13. Thinking about the Adirondack Region of New York State, what best describes your perception of each of these qualities? (We just want your subjective opinion; it doesn't matter if you have visited or not)**

### Overall

Answer Choices	Disagree	Somewhat Disagree	Somewhat Agree	Agree
Has attractive casinos and gambling	39%	26%	30%	4%
Has good shopping	9%	16%	52%	23%
Has interesting events and festivals	4%	15%	53%	28%
Has good live entertainment (i.e. nightlife, concerts, plays)	9%	26%	50%	16%
Has interesting historic sites	2%	10%	45%	42%
Has interesting spectator sports events	11%	29%	45%	15%

Answered 771  
Skipped 45

### Ontario

Answer Choices	Disagree	Somewhat Disagree	Somewhat Agree	Agree
Has attractive casinos and gambling	36%	27%	33%	4%
Has good shopping	7%	12%	59%	21%
Has interesting events and festivals	3%	11%	54%	33%
Has good live entertainment (i.e. nightlife, concerts, plays)	7%	23%	52%	18%
Has interesting historic sites	1%	8%	45%	46%
Has interesting spectator sports events	9%	28%	45%	18%

### Quebec

Disagree	Somewhat Disagree	Somewhat Agree	Agree
42%	25%	29%	4%
11%	19%	46%	25%
6%	20%	51%	23%
10%	29%	48%	13%
4%	12%	47%	38%
12%	31%	44%	13%

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

**Q14. Thinking about the Adirondack Region of New York State, what best describes your perception of each of these qualities? (We just want your subjective opinion; it doesn't matter if you have visited or not)**

Overall				
Answer Choices	Disagree	Somewhat Disagree	Somewhat Agree	Agree
Has good outdoor recreation on land (i.e. hiking, biking, golf, skiing)	1%	2%	16%	82%
Has good outdoor recreation on water (i.e. fish, boat, paddle, swim)	1%	2%	23%	74%
Has good amusement and water parks	10%	25%	44%	22%
Is a good place for scenic drives or tours	0%	1%	20%	79%
Answered	771			
Skipped	45			

Answer Choices	Ontario				Quebec			
	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Disagree	Somewhat Disagree	Somewhat Agree	Agree
	0%	0%	14%	85%	1%	2%	17%	80%
	0%	1%	21%	78%	1%	3%	26%	70%
	9%	30%	42%	19%	8%	19%	48%	26%
Is a good place for scenic drives or tours	0%	1%	19%	81%	1%	1%	23%	76%

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q15. What best describes your willingness to consider a visit to the Adirondacks by season?

#### Overall

Answer Choices

Summer
Fall
Winter
Spring

Not interested	Only slightly interested	Somewhat interested	Very interested
2%	4%	23%	71%
2%	4%	26%	68%
27%	22%	24%	27%
11%	23%	37%	29%

Answered 771  
Skipped 45

#### Ontario

Answer Choices

Summer
Fall
Winter
Spring

Not interested	Only slightly interested	Somewhat interested	Very interested
2%	6%	21%	71%
1%	4%	25%	70%
30%	23%	20%	28%
9%	23%	39%	29%

#### Quebec

Not interested	Only slightly interested	Somewhat interested	Very interested
2%	2%	24%	72%
2%	4%	29%	65%
25%	21%	28%	26%
13%	24%	34%	29%

# RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

**Q16. For each of these popular Canadian outdoor destinations noted, please pick the answer that best describes your interest in visiting:**

Overall					
Answer Choices	Not interested	Curious	Want to go someday	Been there; do not intend to go back	Been there; want to go back
Laurentian Mountains / Mont Tremblant, QC	7%	5%	10%	13%	66%
Eastern Townships, QC	8%	8%	12%	11%	61%
Muskoka Region, ON	11%	19%	25%	11%	34%
Rideau Region, ON	11%	12%	11%	13%	53%
Thousand Islands, ON	4%	7%	18%	13%	58%
Niagara Region, ON	6%	5%	8%	27%	54%
Answered	768				
Skipped	48				

Ontario						Quebec				
Answer Choices	Not interested	Curious	Want to go someday	Been there; do not intend to go back	Been there; want to go back	Not interested	Curious	Want to go someday	Been there; do not intend to go back	Been there; want to go back
Laurentian Mountains / Mont Tremblant, QC	7%	6%	15%	14%	57%	6%	2%	4%	12%	76%
Eastern Townships, QC	12%	13%	17%	14%	44%	3%	2%	7%	8%	80%
Muskoka Region, ON	7%	6%	16%	16%	55%	16%	34%	35%	6%	10%
Rideau Region, ON	9%	7%	9%	12%	64%	13%	18%	13%	15%	41%
Thousand Islands, ON	3%	3%	9%	12%	73%	4%	12%	27%	15%	42%
Niagara Region, ON	6%	3%	4%	25%	63%	5%	7%	11%	33%	44%

# RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

**Q17. For each of these popular American destinations noted, please pick the answer that best describes your interest in visiting:**

Overall	
Answer Choices	<div>Not interested</div> <div>Curious</div> <div>Want to go someday</div> <div>Been there; do not intend to go back</div> <div>Been there; want to go back</div>
Adirondack Region, NY	1% 2% 15% 2% 80%
Lake Placid, NY	2% 5% 18% 6% 70%
Lake George, NY	4% 18% 28% 11% 39%
Plattsburgh, NY	13% 16% 14% 20% 38%
Lake Champlain, NY/VT	5% 16% 20% 6% 53%
Thousand Islands, NY	11% 20% 27% 9% 33%
Niagara Region, NY	25% 16% 17% 16% 26%
White Mountains, NH	5% 15% 30% 4% 46%
Answered	768
Skipped	48

Answer Choices	Ontario					Quebec				
	Not interested	Curious	Want to go someday	Been there; do not intend to go back	Been there; want to go back	Not interested	Curious	Want to go some day	Been there; do not intend to go back	Been there; want to go back
	0%	2%	18%	2%	79%	1%	3%	13%	2%	81%
	1%	5%	15%	4%	75%	2%	6%	20%	6%	65%
	6%	23%	32%	9%	30%	2%	11%	25%	14%	48%
	15%	23%	19%	17%	26%	10%	8%	6%	22%	54%
	6%	24%	24%	4%	42%	3%	7%	15%	6%	68%
	11%	17%	20%	9%	42%	9%	23%	36%	9%	23%
	27%	14%	14%	18%	26%	22%	18%	20%	15%	26%
	7%	20%	29%	3%	40%	3%	11%	29%	5%	52%



## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q18. What is your typical budget for a one or two night getaway by car?

Answer Choices	Overall	Ontario	Quebec
Less than \$250	21%	17%	26%
\$250 to \$499	47%	47%	48%
\$500 to \$749	22%	24%	20%
\$750 to \$999	6%	9%	3%
\$1000 or more	3%	4%	3%

Answered 762  
 Skipped 54

### Q19. What is your typical budget for a week-long trip to a destination you can reach by car?

Answer Choices	Overall	Ontario	Quebec
Less than \$1000	26%	19%	34%
\$1000 to \$1499	33%	32%	34%
\$1500 to \$1999	22%	25%	17%
\$2000 to \$2499	11%	13%	8%
\$2500 to \$2999	5%	6%	3%
\$3000 to \$3999	2%	3%	1%
\$4000 to \$4999	1%	1%	0%
\$5000 or more	1%	1%	1%

Answered 765  
 Skipped 51

# RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

## Q20. How often do you make leisure trips by season?

### Overall

#### Answer Choices

Summer
Fall
Winter
Spring

Answered 764  
Skipped 52

Never	Rarely	Occasionally	Usually
0%	5%	27%	67%
1%	10%	48%	41%
9%	26%	35%	30%
6%	26%	47%	21%

### Ontario

#### Answer Choices

Summer
Fall
Winter
Spring

Never	Rarely	Occasionally	Usually
0%	7%	30%	63%
1%	11%	47%	41%
10%	24%	30%	36%
7%	24%	47%	22%

### Quebec

Never	Rarely	Occasionally	Usually
0%	3%	25%	71%
1%	9%	50%	40%
9%	27%	39%	25%
6%	30%	45%	20%

# RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

## Q21. How do you travel on leisure trips (check all that apply)?

Overall			
Answer Choices	Usually	Sometimes	Never
As a single person	7%	33%	59%
As a couple	65%	23%	12%
With a friends or friends	22%	60%	18%
As a family with children	23%	31%	46%
Answered	756		
Skipped	60		

Ontario				Quebec		
Answer Choices	Usually	Sometimes	Never	Usually	Sometimes	Never
As a single person	5%	34%	61%	10%	33%	57%
As a couple	70%	21%	8%	61%	23%	16%
With a friend or friends	26%	57%	17%	20%	61%	20%
As a family with children	18%	29%	53%	27%	31%	41%

# RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

## Q22. What accommodations do you use when traveling?

Answer Choices	Overall			Ontario			Quebec		
	Usually	Sometimes	Never	Usually	Sometimes	Never	Usually	Sometimes	Never
Hotel/Motel	57%	38%	5%	61%	35%	4%	54%	40%	6%
Bed & Breakfast	9%	50%	41%	6%	50%	44%	13%	49%	39%
Vacation Rental (ie Airbnb/Homeaway)	17%	39%	44%	18%	41%	41%	15%	36%	49%
Stay with Friends or Family	6%	38%	56%	6%	42%	52%	8%	31%	61%
Campground	21%	31%	47%	17%	31%	52%	26%	30%	44%

Answered 756  
 Skipped 60

## RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

### Q23. What is your age?

Answer Choices	Overall	Ontario	Quebec
Under 18	0%	0%	0%
18-24	2%	3%	1%
25-34	7%	7%	7%
35-44	14%	9%	21%
45-54	26%	23%	28%
55-64	33%	36%	29%
65+	18%	21%	14%

Answered 755  
 Skipped 61

### Q25. What is the highest level of education you have completed?

Answer Choices	Overall	Ontario	Quebec
No certificate, degree or diploma	0%	0%	1%
High School diploma	9%	8%	10%
Some college/university	31%	35%	26%
Bachelor's degree	32%	35%	27%
Post graduate degree	30%	22%	37%

Answered 745  
 Skipped 71

# RESULTS TABLES: 2019 CANADIAN TRAVELER HABITS AND OPINIONS SURVEY

Please provide your postal code: Sources of responses by postal code supplied

General Area		Count			%
		English	French	Total	
USA Zip Code	1	2		2	0%
Newfoundland & Labrador	A	1		1	0%
Prince Edward Island	C	2		2	0%
New Brunswick	E	1		1	0%
Quebec, Eastern	G	3	19	22	3%
Quebec, Montreal	H	91	57	148	20%
Quebec, Western (incl. Suburban Montreal)	J	86	89	175	24%
Total Quebec		180	165	345	47%
Ontario, Eastern (including Ottawa)	K	261	11	272	37%
Ontario, Central (incl. Suburban Toronto)	L	57		57	8%
Ontario, Toronto	M	17		17	2%
Ontario, Southern	N	32		32	4%
Ontario, Western	P	5		5	1%
Total Ontario		372	11	383	52%
Saskatchewan	S	2		2	0%
Alberta	T	2		2	0%
British Columbia	V	2		2	0%
Yukon	Y	1		1	0%
Other Canada or USA Total		13		13	2%
Answered Total		565	176	741	100%
Skipped (no answer)	*	61	14	75	9%



ADIRONDACK REGIONAL TOURISM COUNCIL  
2019 CANADIAN TRAVELER  
HABITS AND OPINIONS SURVEY

This report document is one of three presentations that constitute a 2019 Canadian Market Analysis commissioned by the Adirondack Regional Tourism Council. Additional presentations include a report on border data using public sources of information on border traffic and a custom tabulation of the 2016 Statistics Canada International Travel Survey. A final part of the Market Analysis is in the form of a summary PowerPoint presentation with highlights from this report, the border data report and applicable insights and observations.