



# Leisure Travel Study

## Essex, Franklin, and Hamilton County Region

2019 Day Tripper Visitor Focus

Oct 2020

ROOST

# Project Background & Methodology

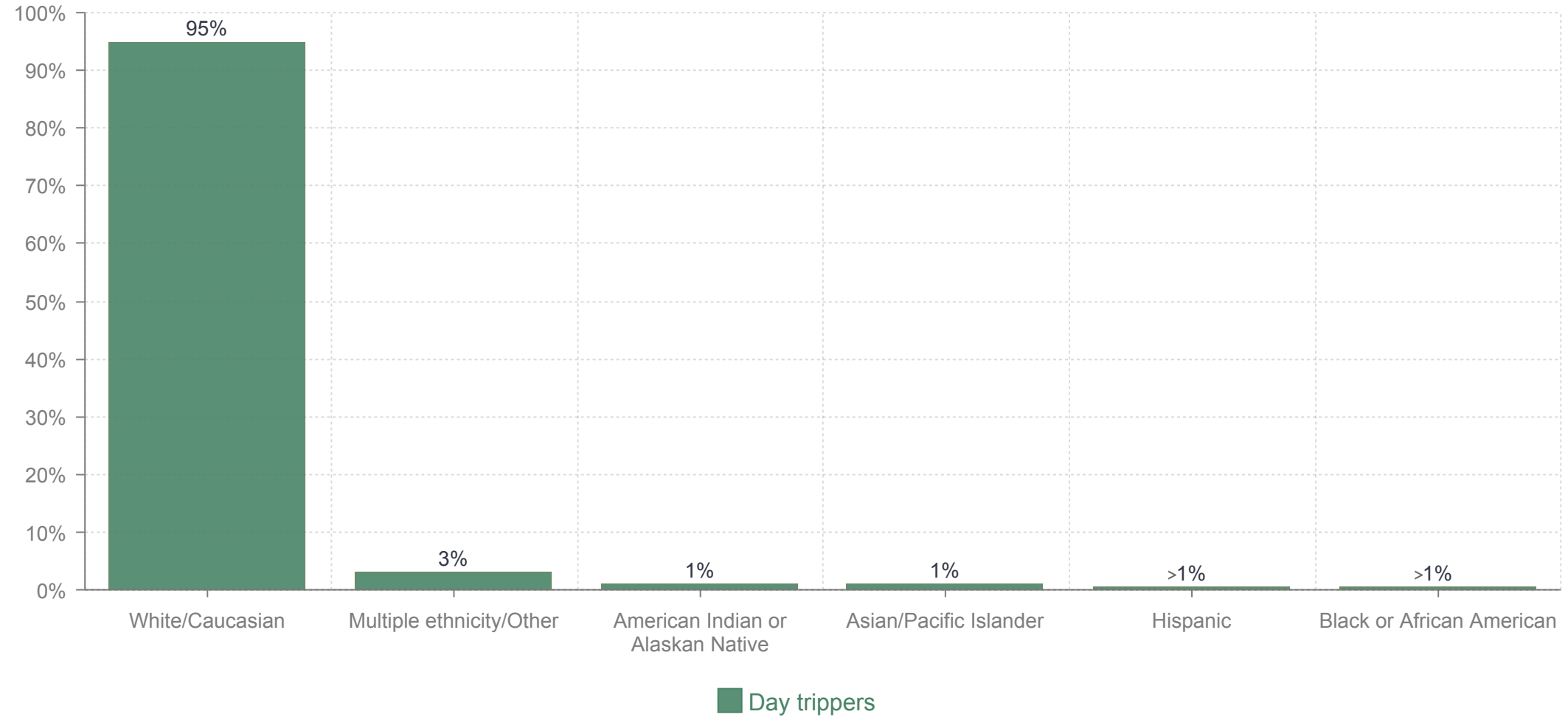
- ROOST commissioned a study, as it has for the past four years, to determine leisure traveler information for the counties of Essex, Franklin, and Hamilton, with a summary regional report, to gauge key traveler information and regional marketing program statistics.
- ROOST contracted with PlaceMaking, a regional community and economic development research firm, to complete this research. It measures the leisure travel market and does not reflect impacts produced by the meeting/convention market.
- Electronic invitations were sent to a sample of travel information inquirers from throughout 2019 (in April, July, and September 2019 and January 2020. Visitors were requested to complete an online survey (via social media and e-mail) and results were compiled from the responses received from travelers to the region in 2019.

# Project Background & Methodology

- 367,288 potential travelers inquired about travel to the three-county region in 2019 and provided contact information (so that they are traceable leads).
- Just over 200,000 invitations were sent by ROOST through electronic mail and FaceBook advertising to potential regional visitors.
- 9,055 complete surveys were received from unique respondents, with 4,449 travelers responding that they visited the three-county region in 2019.

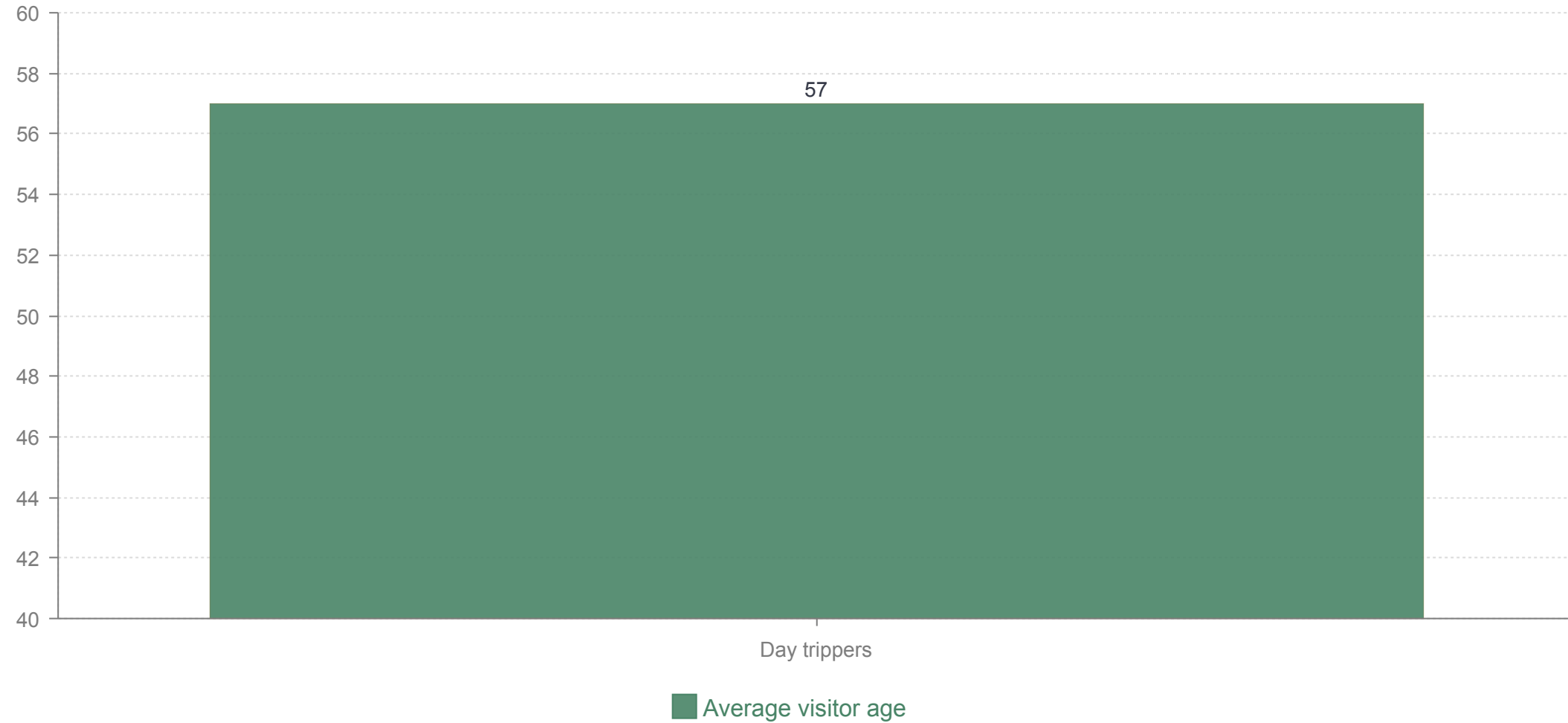
# Ethnicity

## Day trippers



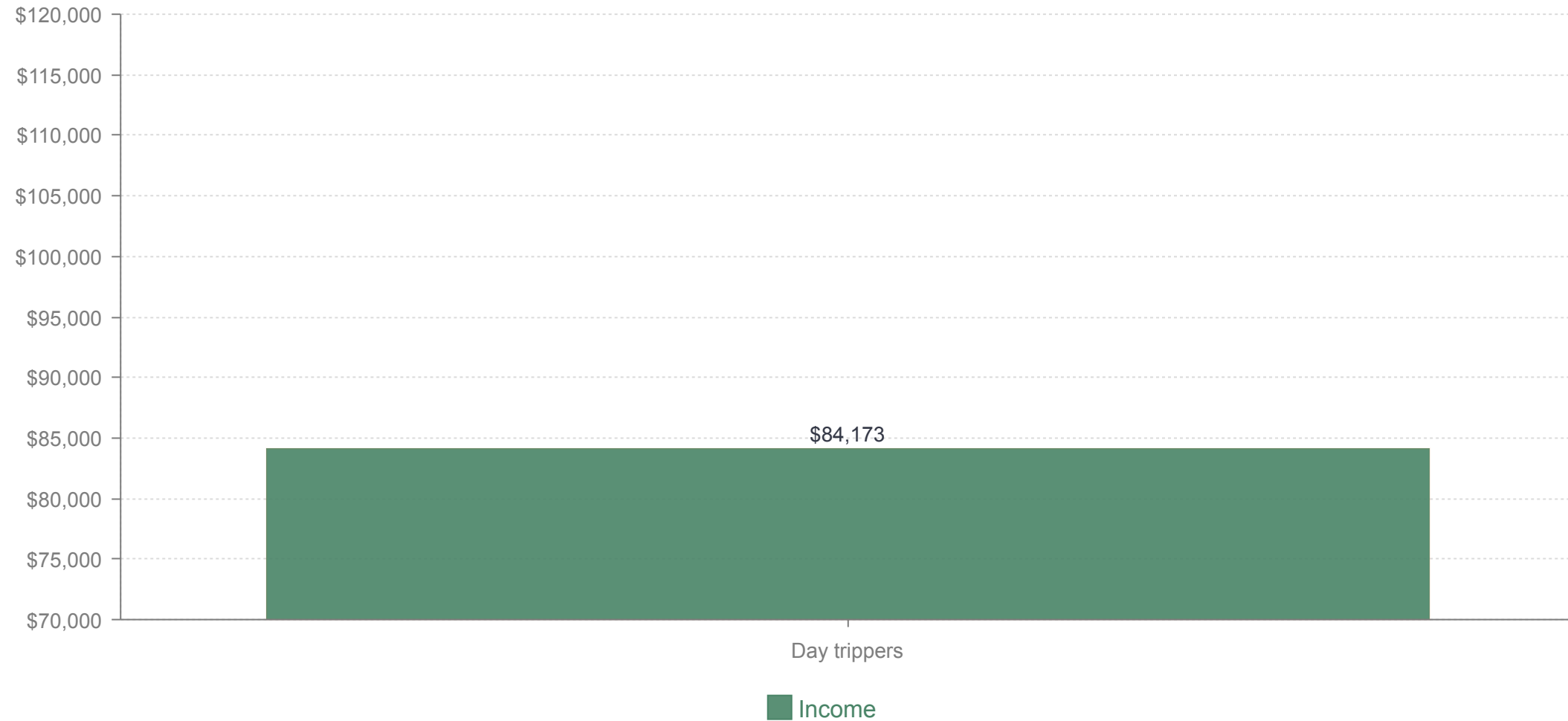
# Average Age

## Day trippers



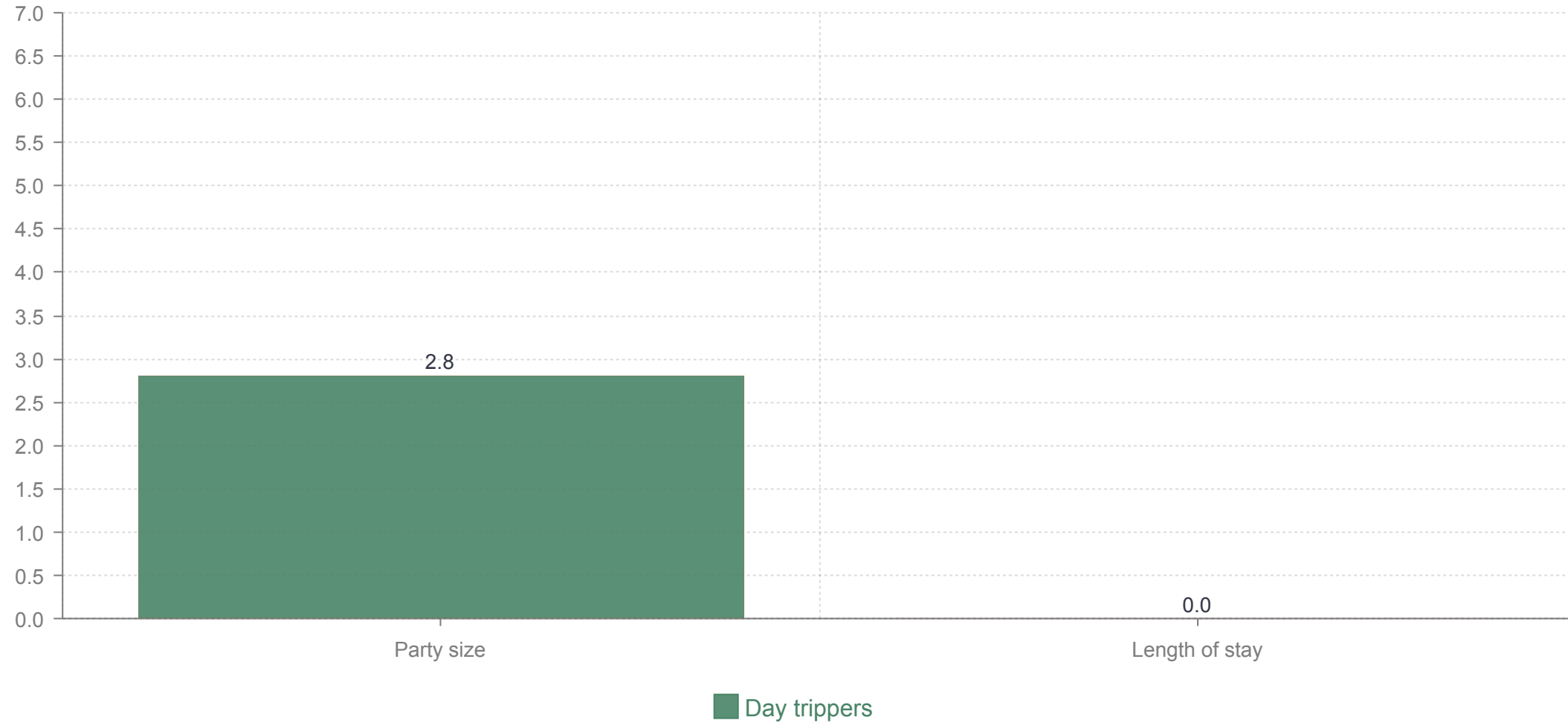
# Average Income

## Day trippers



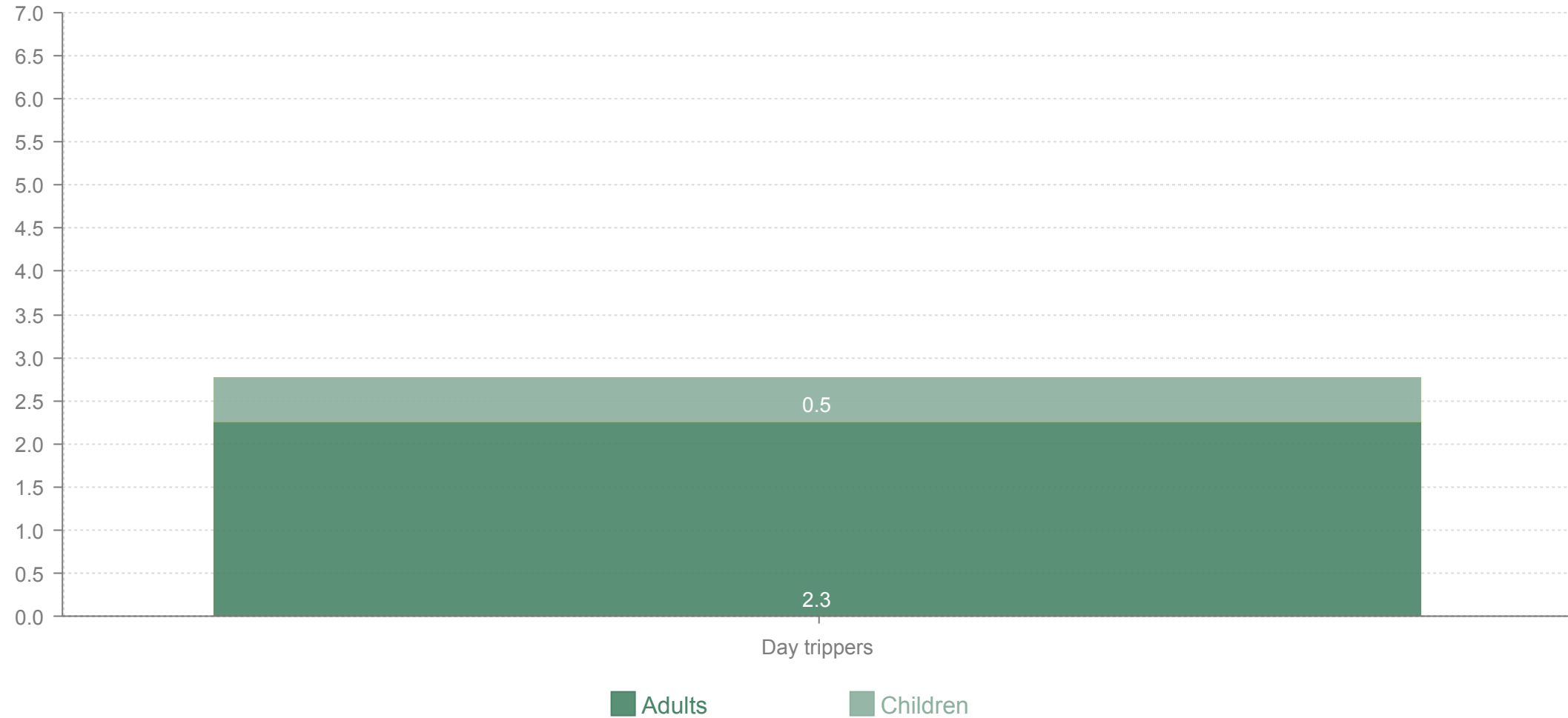
# Party Size / Length of Stay

Day trippers



# Party Composition

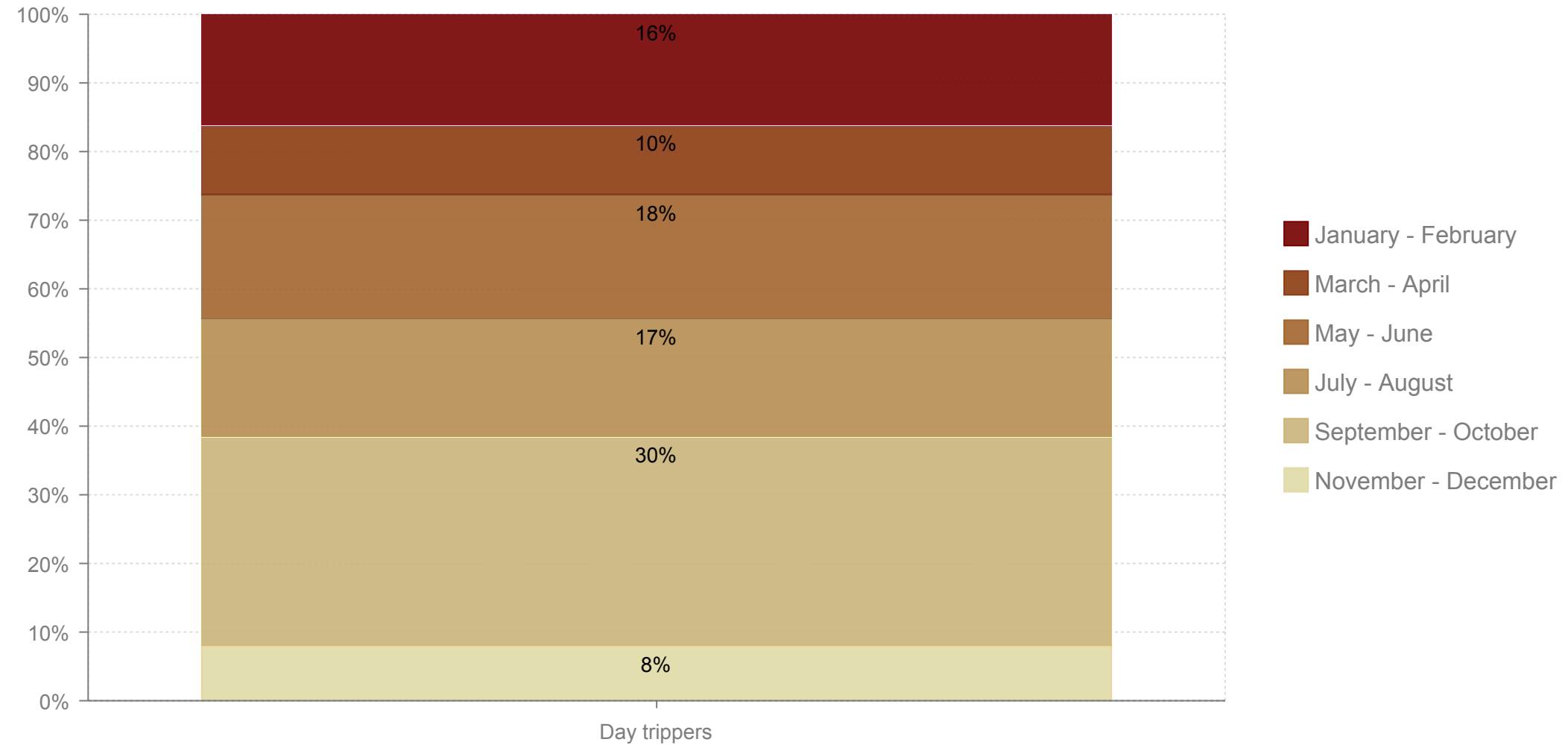
## Day trippers





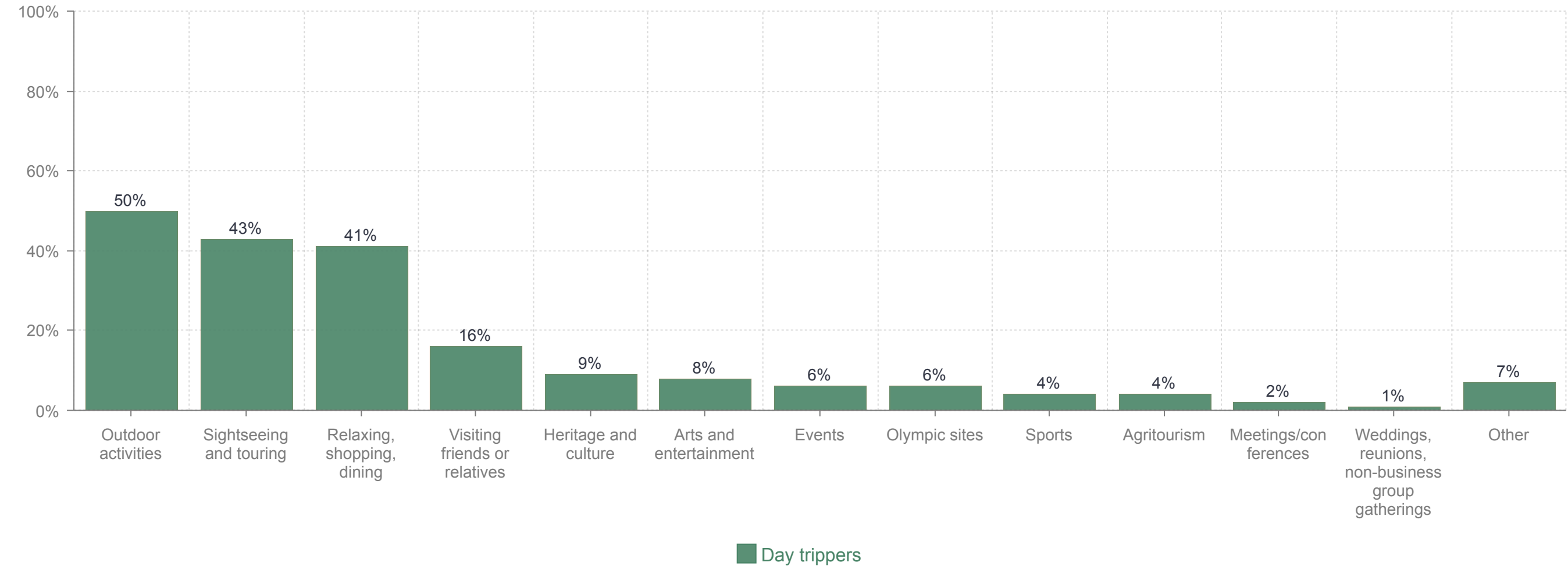
# Time of Year Visited

## Day trippers



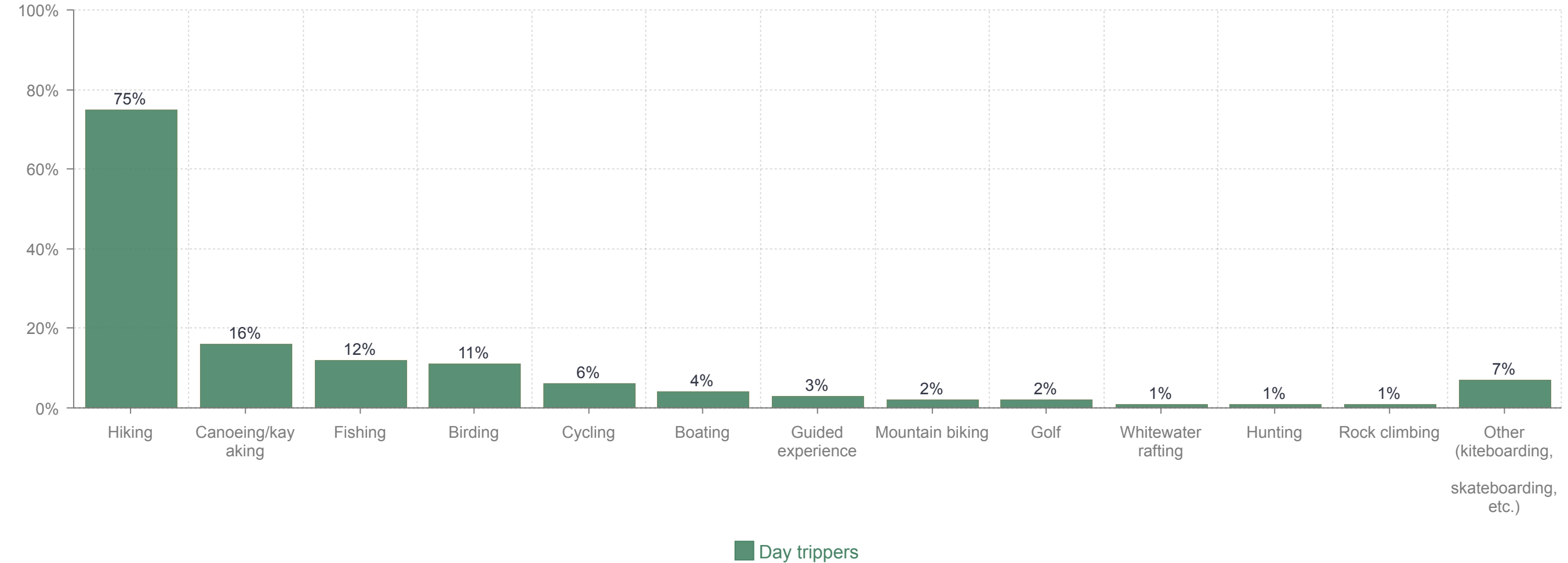
# Key Attractions

## Day trippers



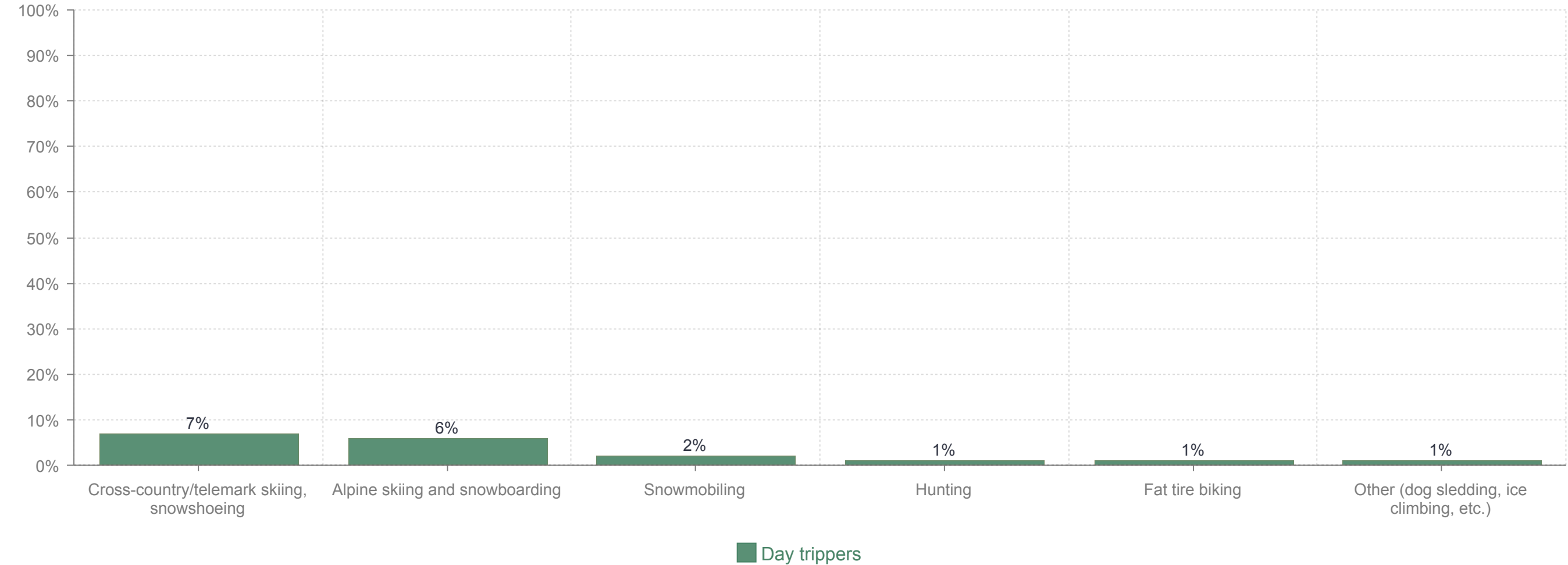
# Outdoor Spring/Summer Activities

Day trippers



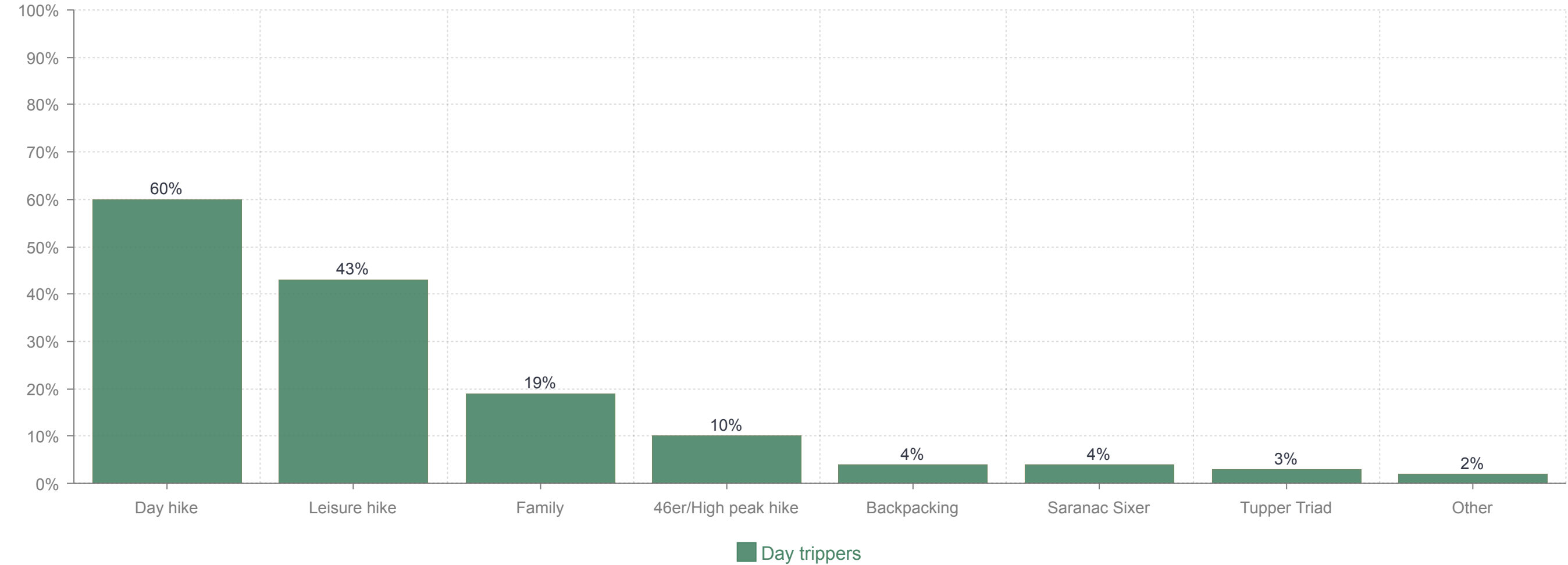
# Outdoor Fall/Winter Activities

Day trippers



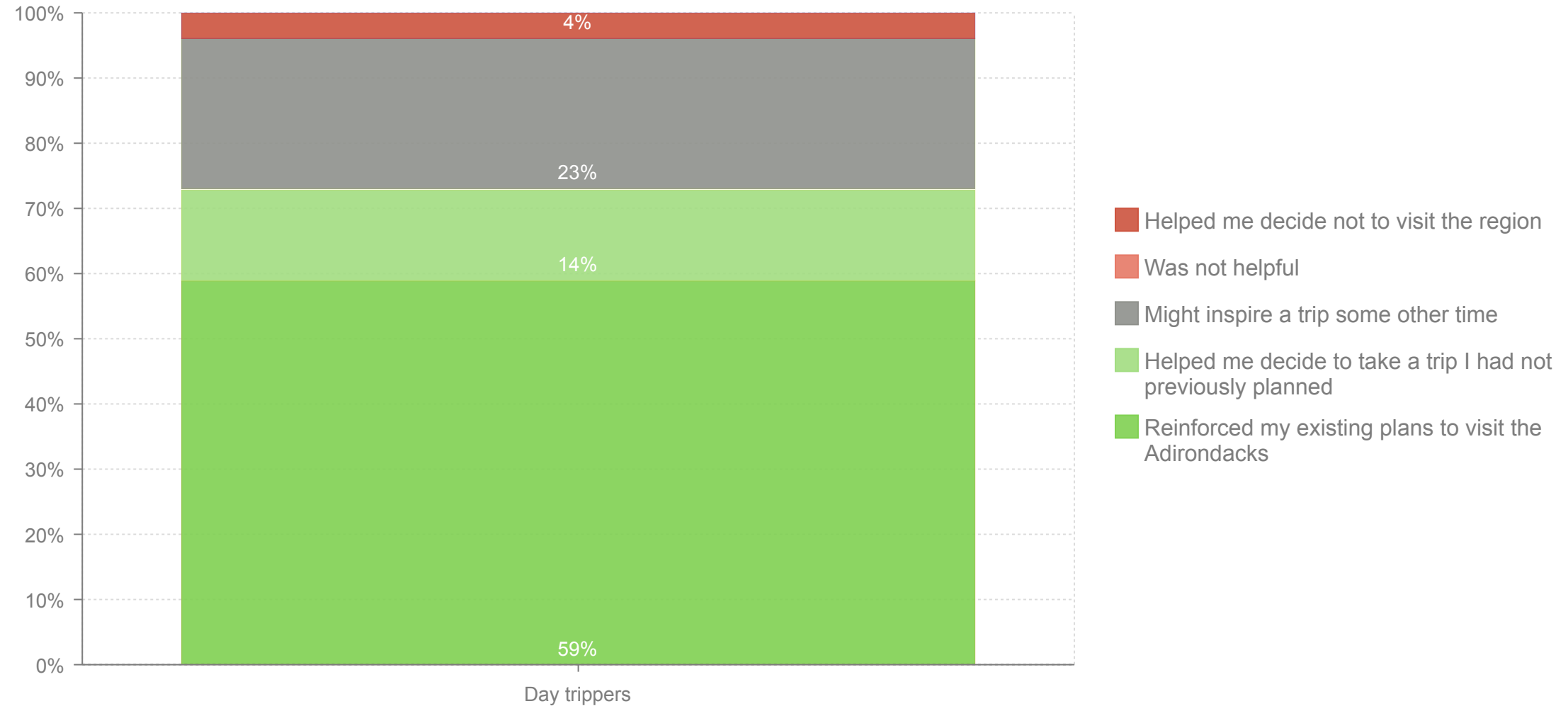
# Hiking Breakdown

Day trippers



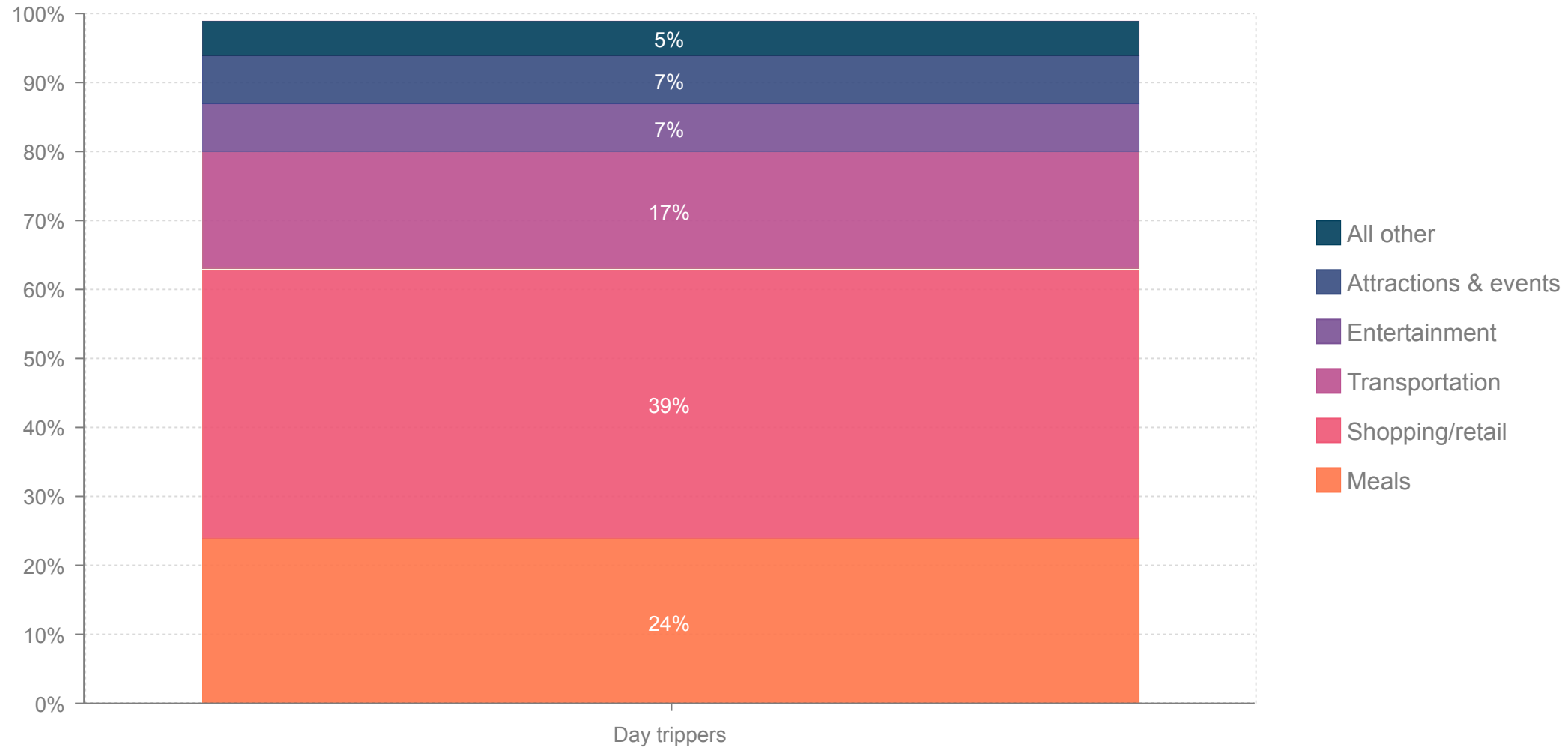
# Conversion Rate from Viewing ROOST Marketing Materials

## Day trippers



# Total Expenditure Allocation by Category

Day trippers



# Mean Party Expenditures

## Day trippers

	Day trippers
Lodging	\$0
Meals	\$63
Shopping/retail	\$44
Transportation	\$101
Entertainment	\$17
Attractions & events	\$19
All other	\$14
Average total expenditure	\$258
Average daily expenditure	\$258



An aerial photograph of a lakeside town. A road curves through the center, flanked by green trees and buildings. A lake is visible in the upper left, with a small boat on the water. The sky is blue. The text 'Day Tripper Visitor Profile' is overlaid on a dark blue banner at the top.

# Day Tripper Visitor Profile

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

***adirondacks, usa***

# Visitor Profile

## Day trippers

- A cross-tabulation of the regional visitors was completed to analyze the 884 day-trip only traveler respondents.
- The group was 19.9% of overall travelers, compared to 19% in 2017 and 20% in 2018; there does not appear to be any shift in the proportion of day travelers in recent years.
- Average day trip traveler party size is 2.8 persons, a substantially smaller figure than the average of 3.5 visitors and a decline somewhat over the last two years. Day trip respondents show an average of only 2.3 adults and 0.5 children.
- Overall expenditures are much lower among this group of travelers, with a total average reported expenditure of \$258 (versus \$1,191 total average trip or \$338 per day among all regional travelers).



# Visitor Profile

## Day trippers

- Daily expenditures in all categories are much lower as anticipated among day travelers on average than those who stay overnight.
- Most factors of regional attractions are reportedly of less interest to daytrip travelers with the exception of sightseeing, which is similar among both groups. This suggests that scenic drives are a highly popular activity within this group.
- Most outdoor activities are also of lower expressed interest to day trip travelers, except hiking, skiing/boarding, cross-country skiing and birding.
- Mean age of daytrip travelers, at 57 years, is just slightly higher than the mean age of all travelers (56). These average ages have increased during the last two years of data collection.

# Visitor Profile

## Day trippers

- Average household income of day travelers within the survey is 17% lower than among the full regional group. This disparity continues to grow through the last several years of data collection.
- Day trip travelers impacts are constrained by the short time spent in the area and spending patterns during the brief visits. It is interesting to note how much lower in each expenditure categories (outside of lodging) day traveler expenses are per day than those who stay overnight.
- Day trip travelers show a strong preference for sightseeing and specific outdoor activities such as hiking and skiing.