

Leisure Travel Study

Essex, Franklin, and Hamilton County Region

2019 Franklin County Visitor Focus

Oct 2020

ROOST

Project Background & Methodology

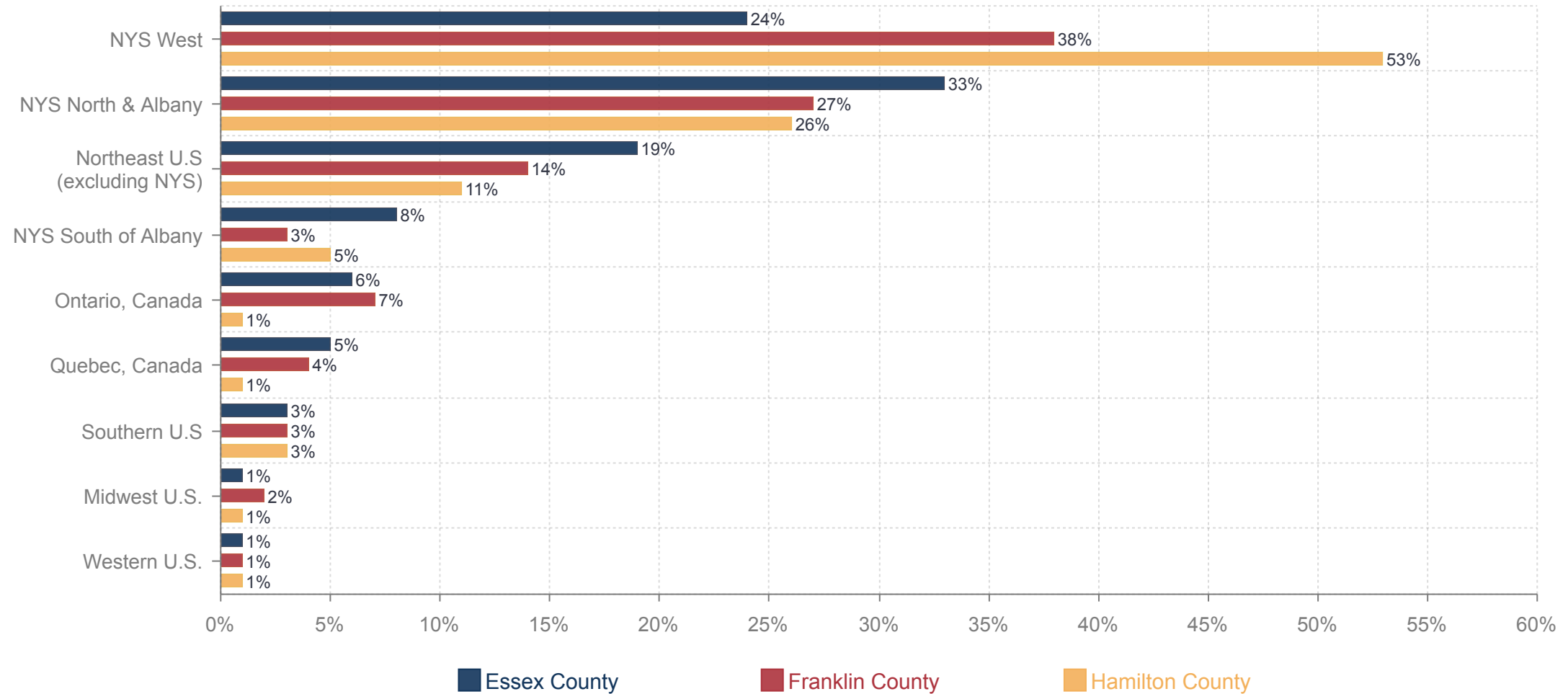
- ROOST commissioned a study, as it has for the past four years, to determine leisure traveler information for the counties of Essex, Franklin, and Hamilton, with a summary regional report, to gauge key traveler information and regional marketing program statistics.
- ROOST contracted with PlaceMaking, 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.

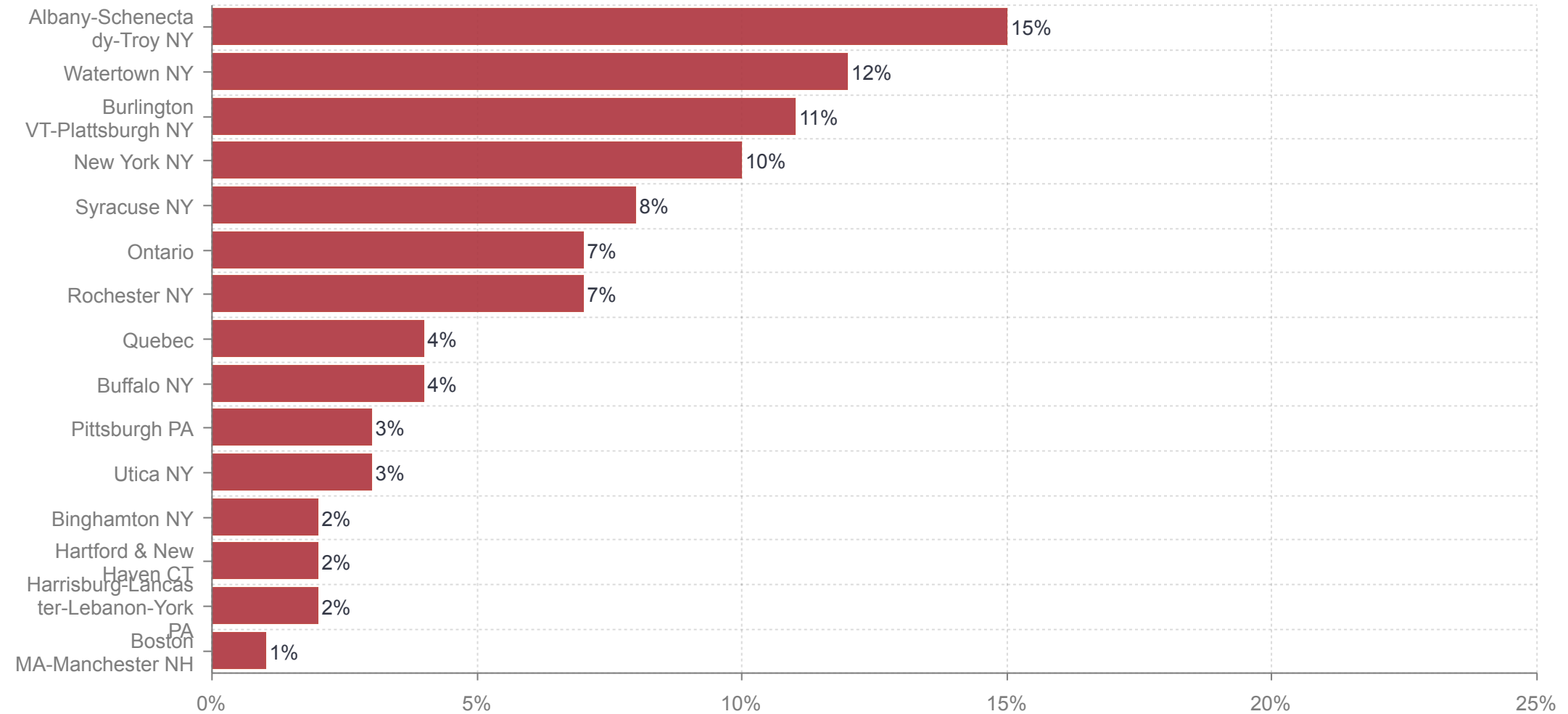
Area of Residence

All travelers



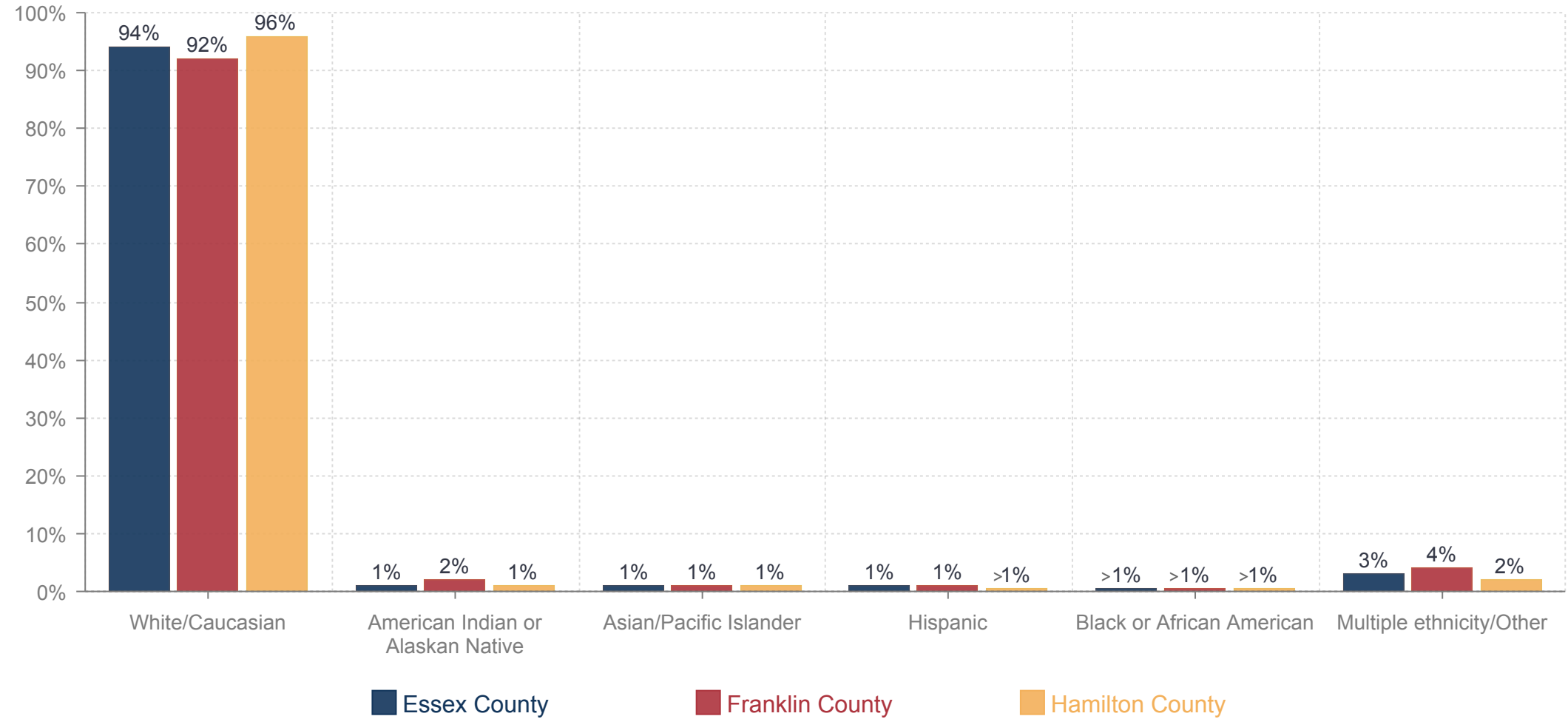
Area of Residence by DMA

Franklin County travelers



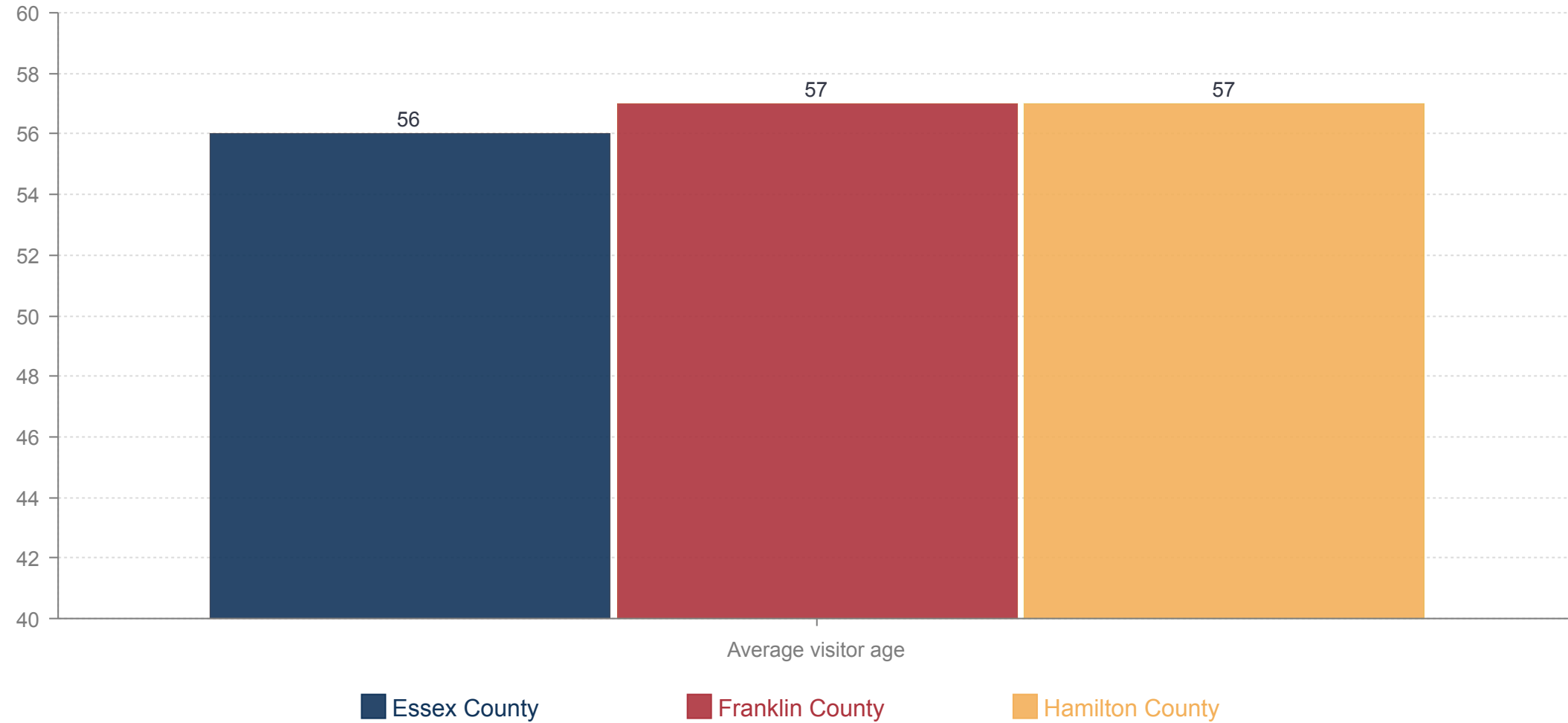
Ethnicity

All travelers



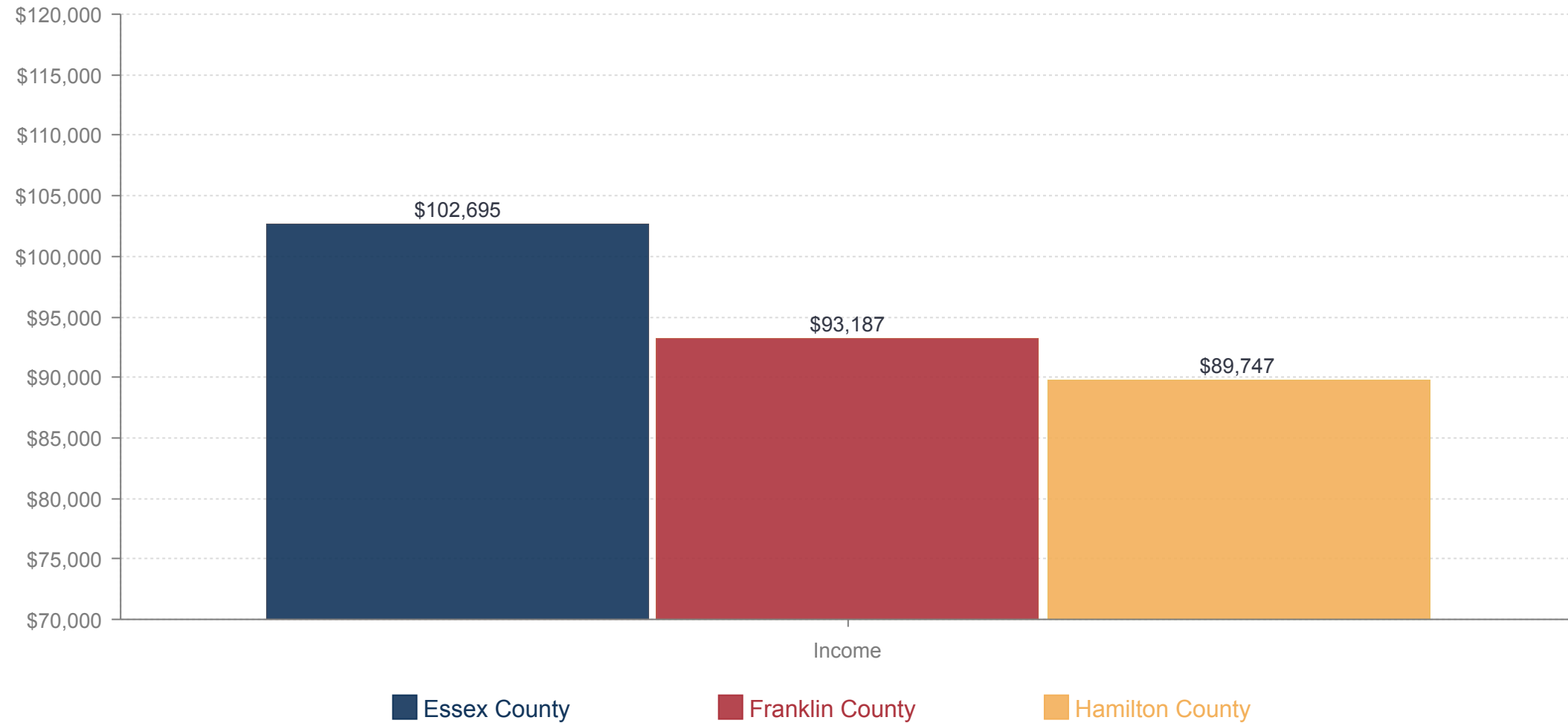
Average Age

All travelers



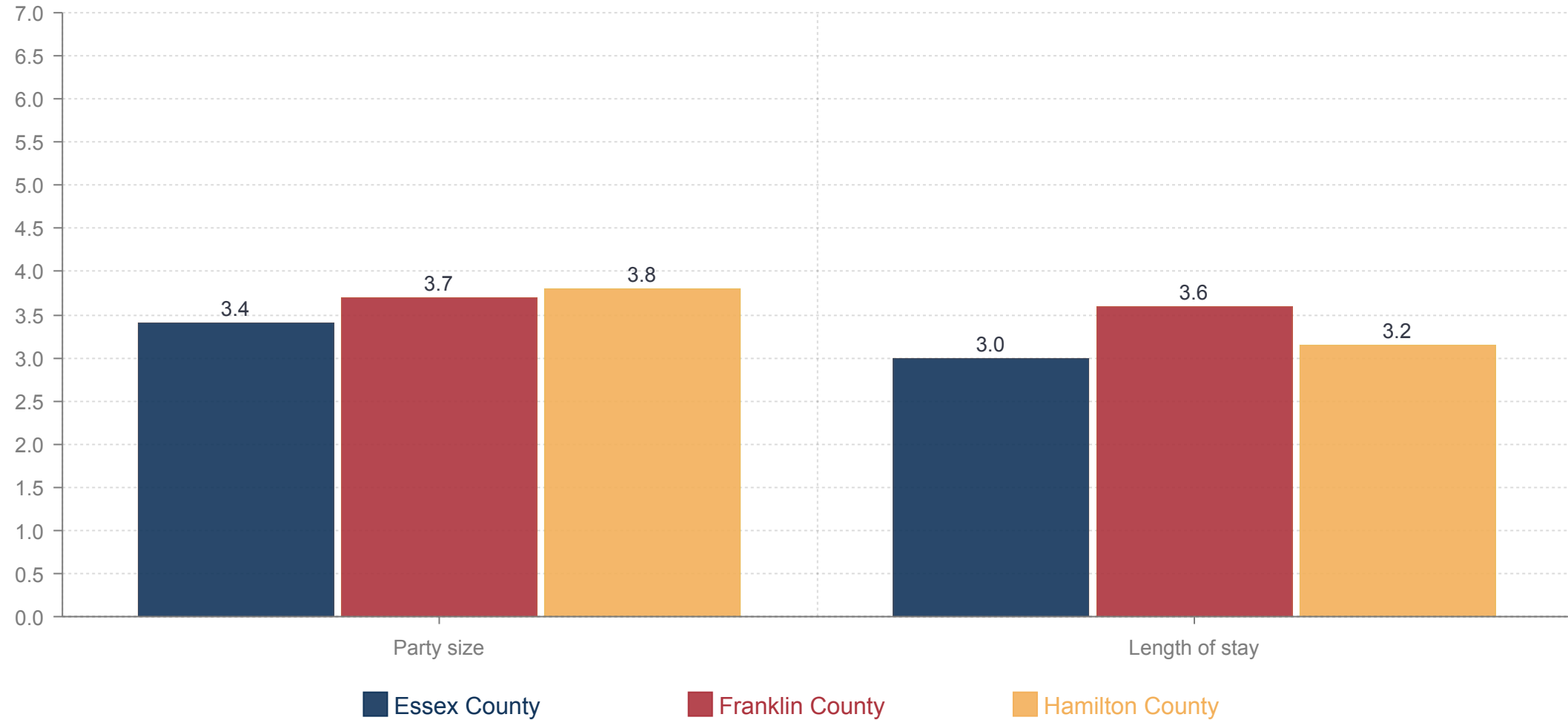
Average Income

All travelers



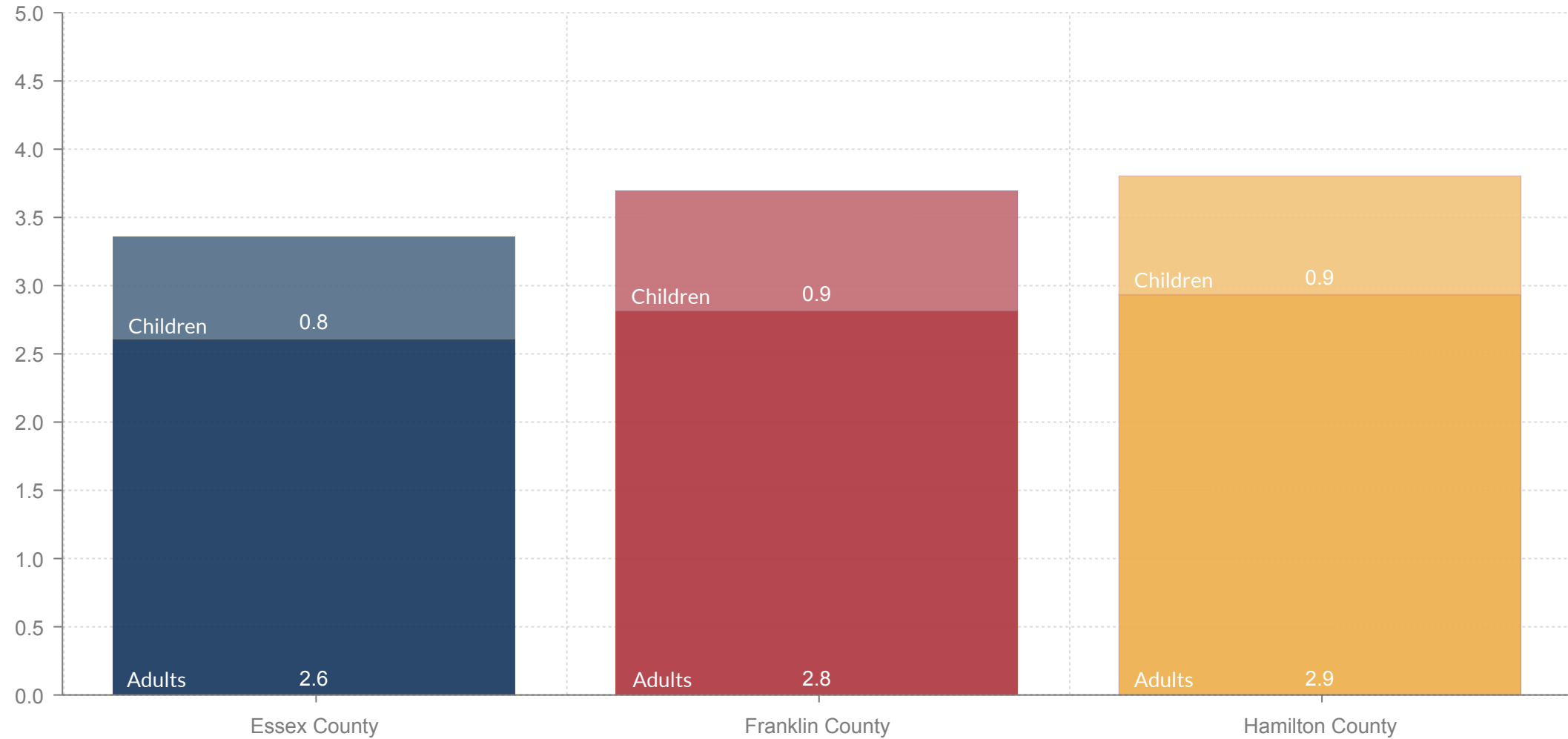
Party Size/Length of Stay

All travelers



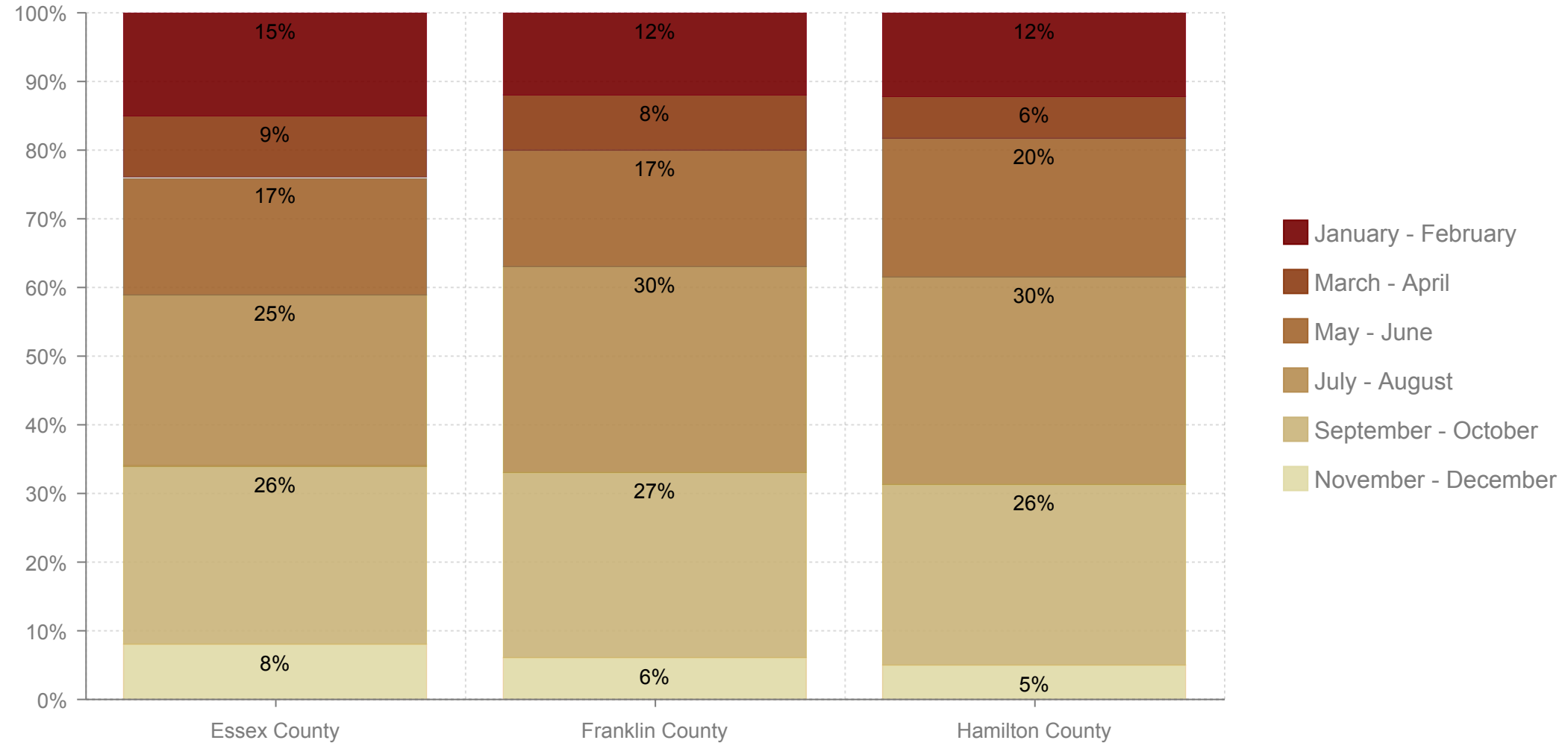
Party Composition

All travelers



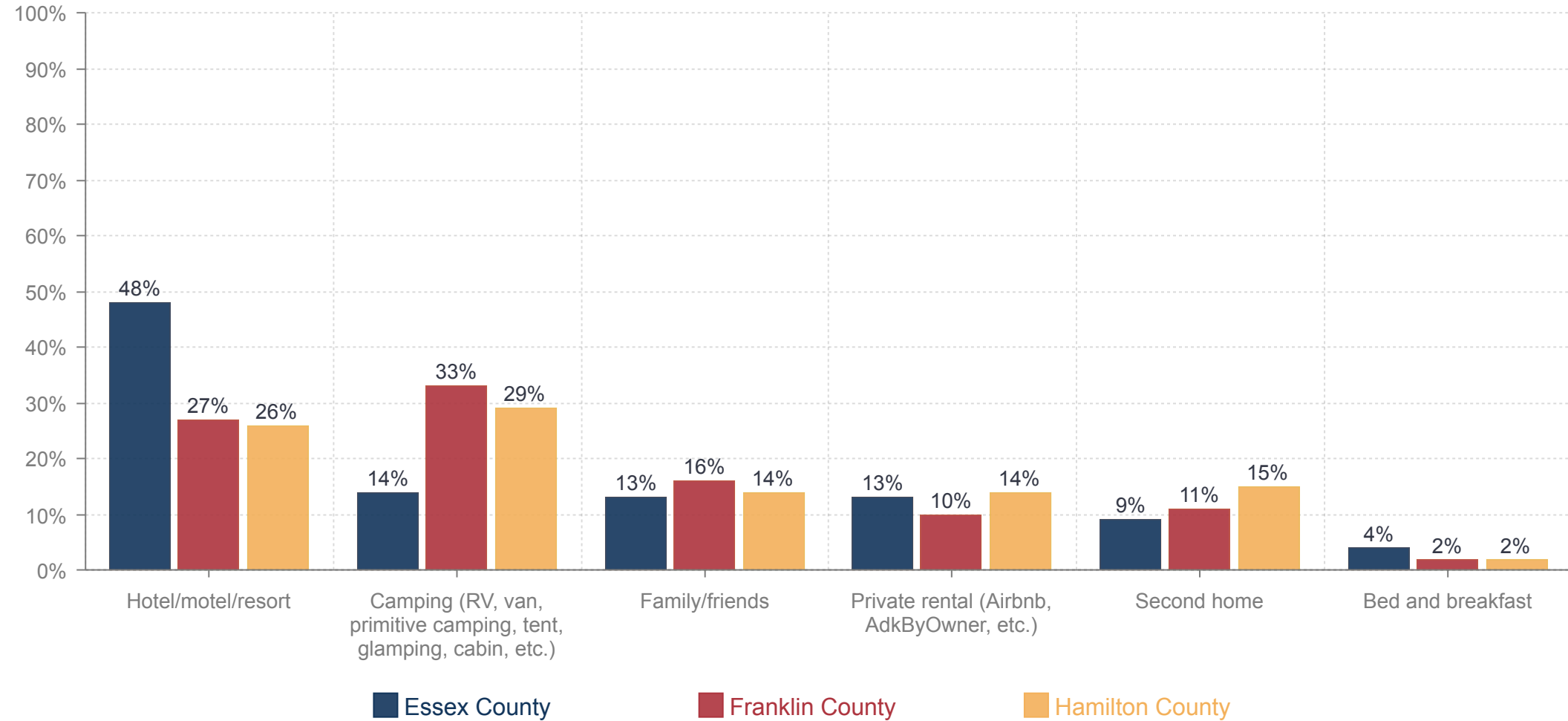
Time of Year Visited

All travelers



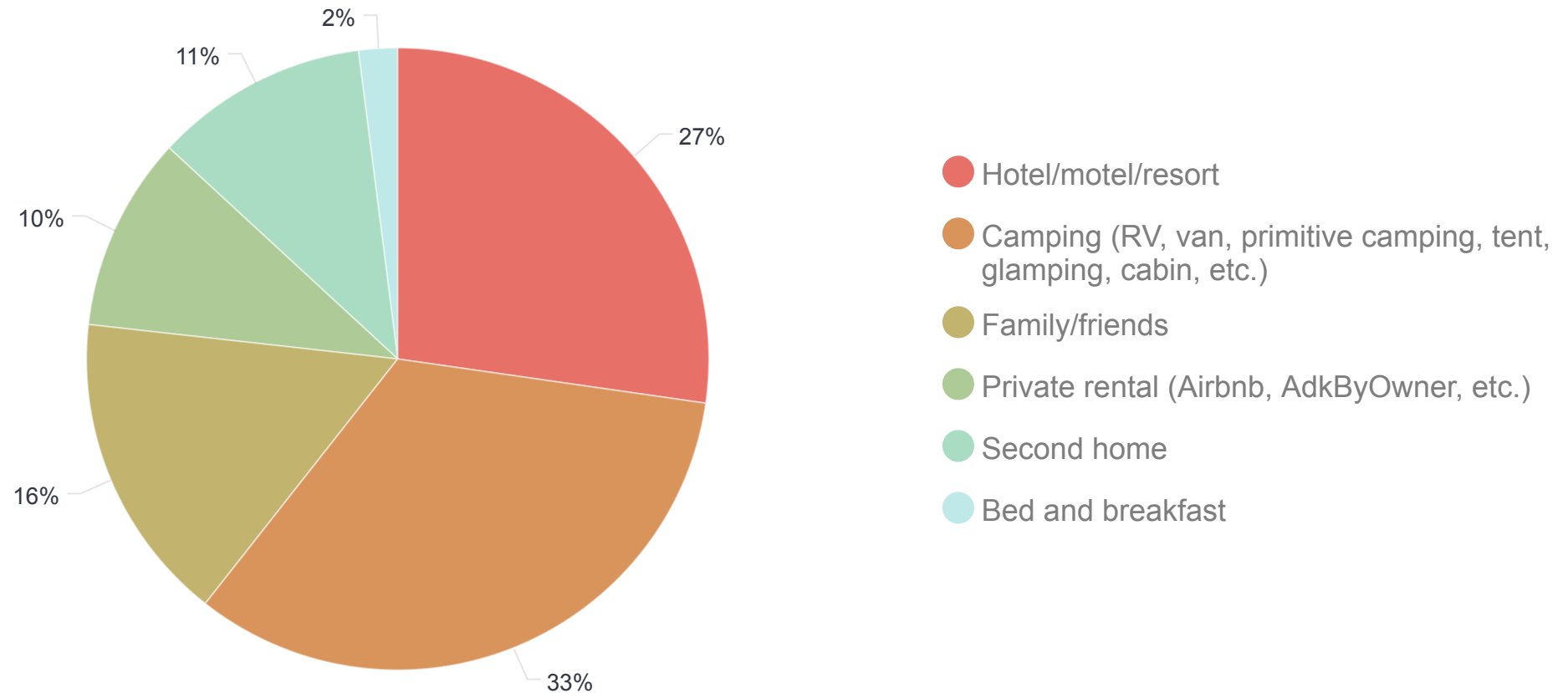
Lodging Accommodations

All travelers



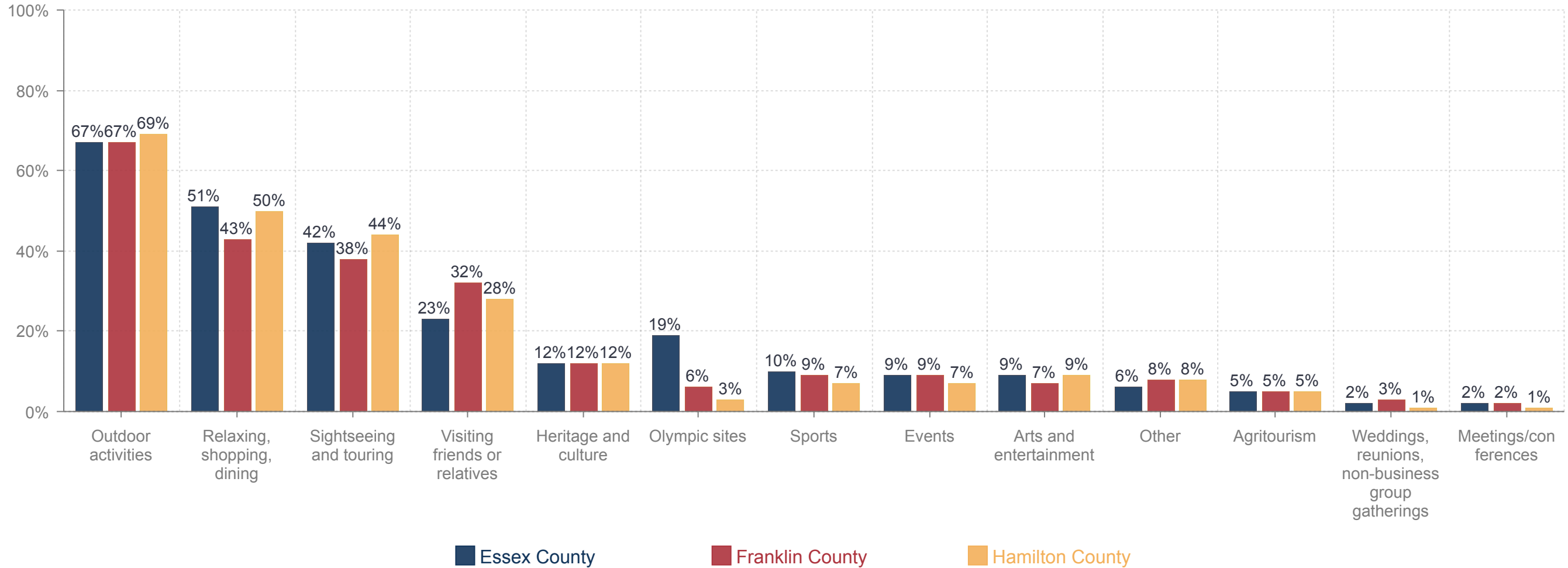
Lodging Accommodations

Franklin County travelers



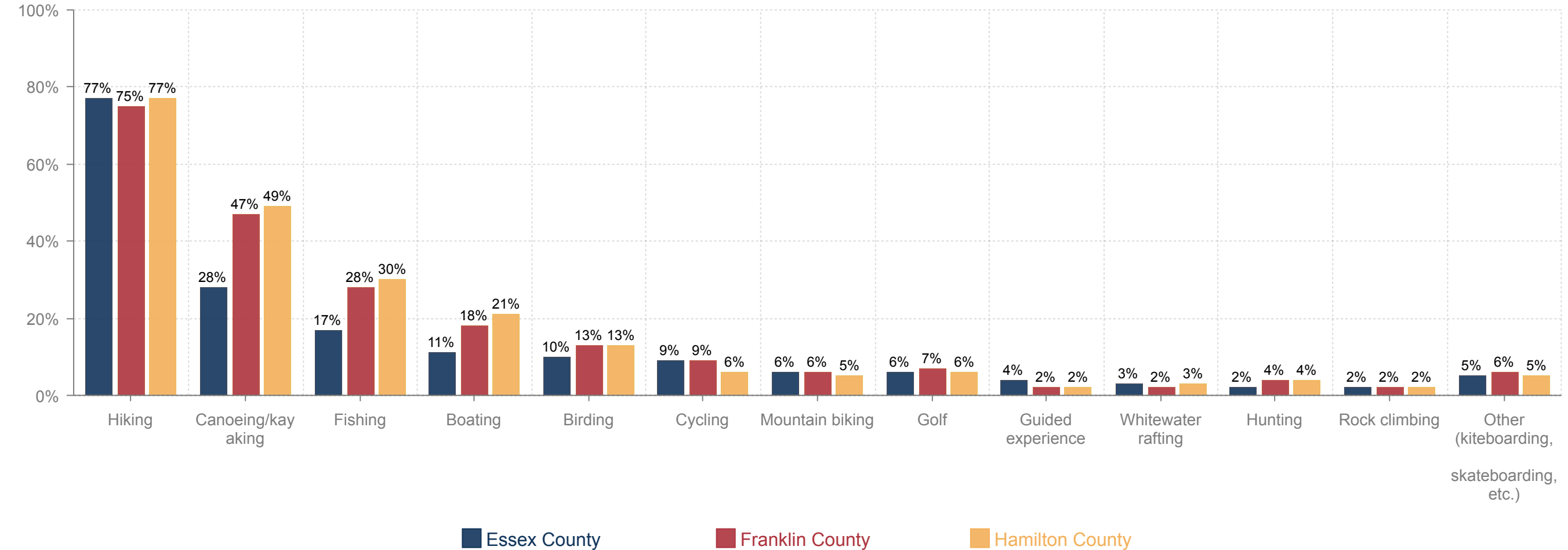
Key Attractions

All travelers



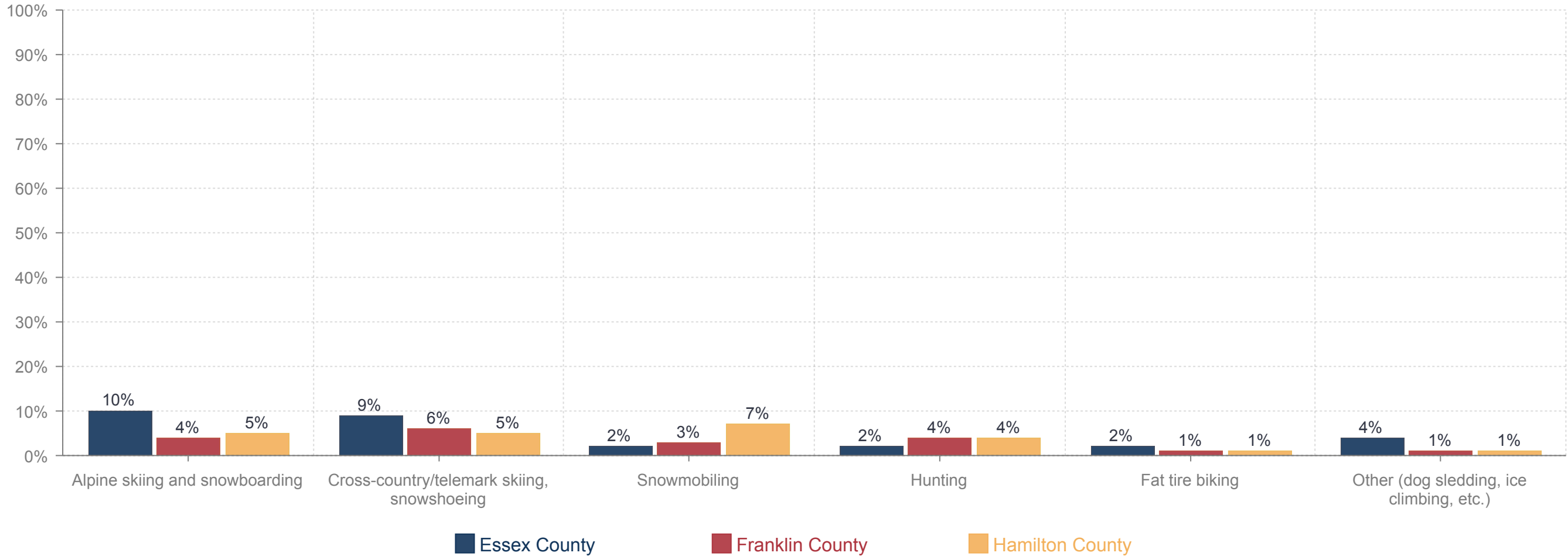
Outdoor Spring/Summer Activities

All travelers



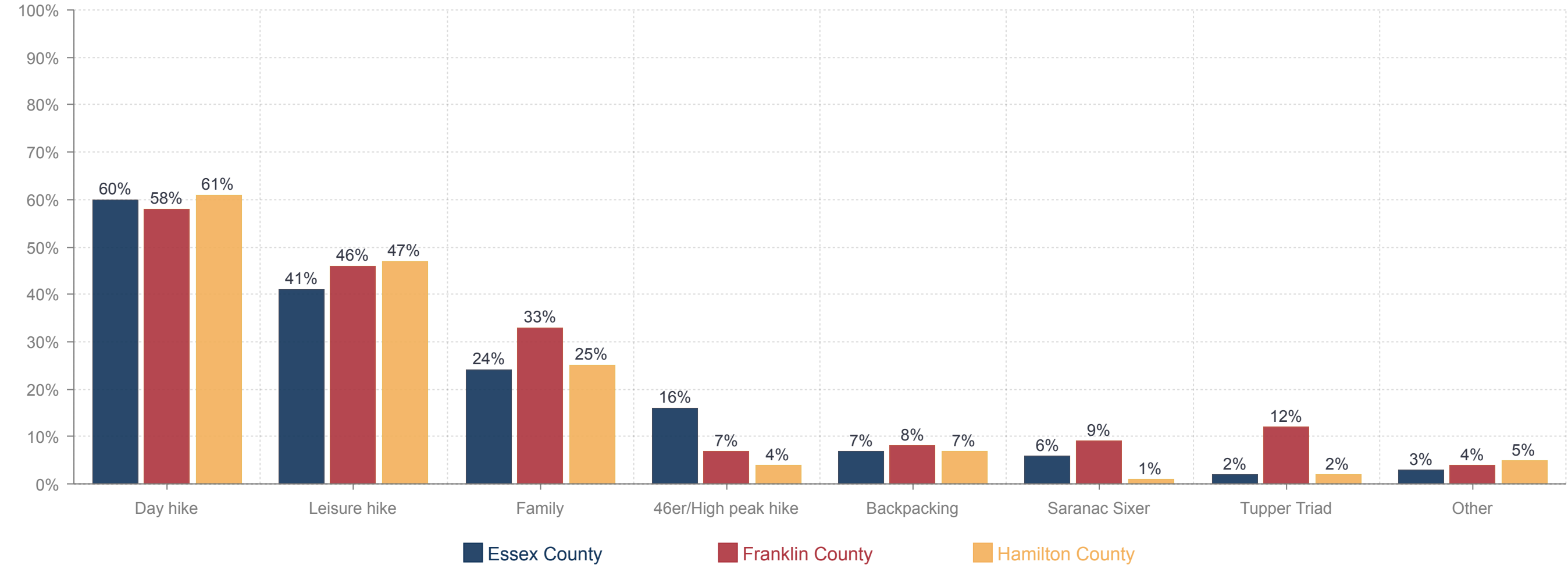
Outdoor Fall/Winter Activities

All travelers



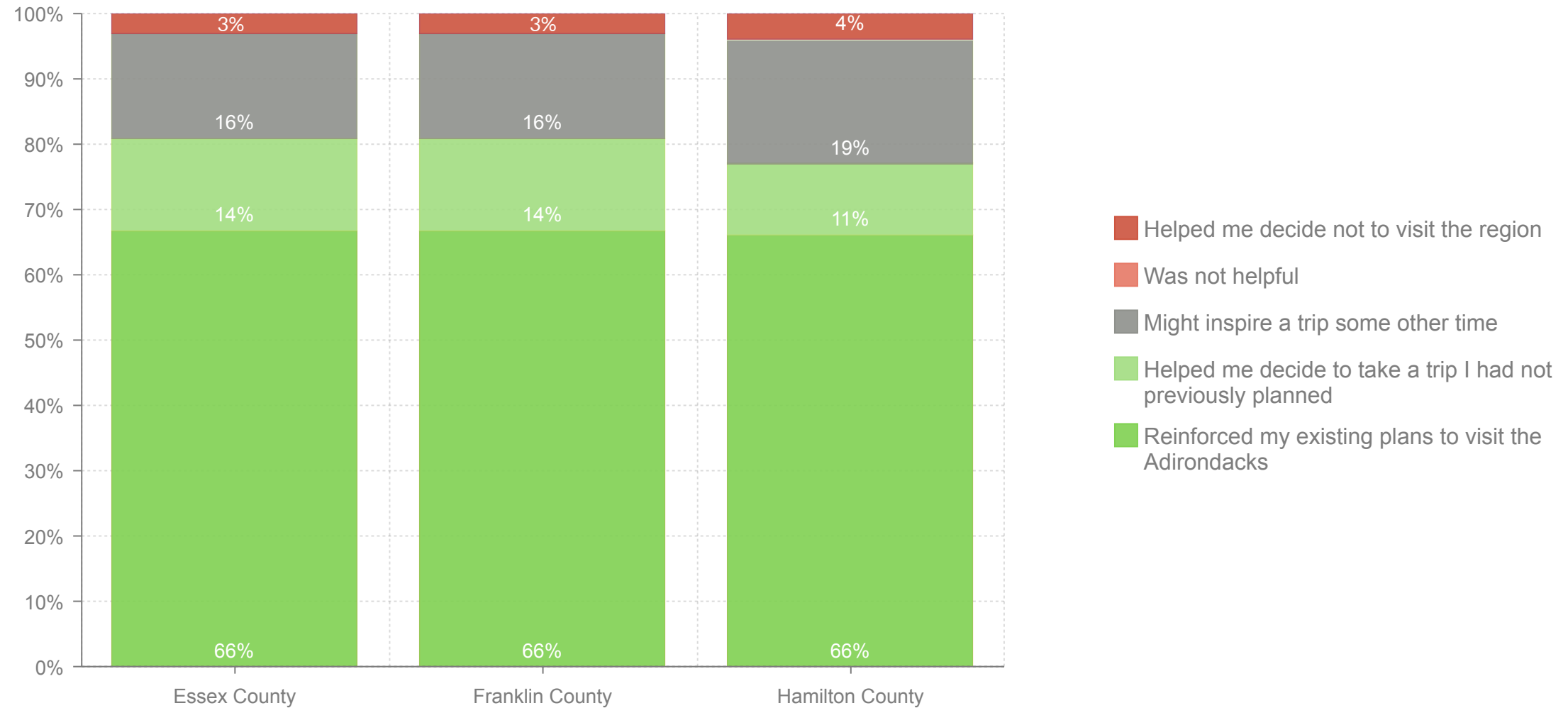
Hiking Breakdown

All travelers



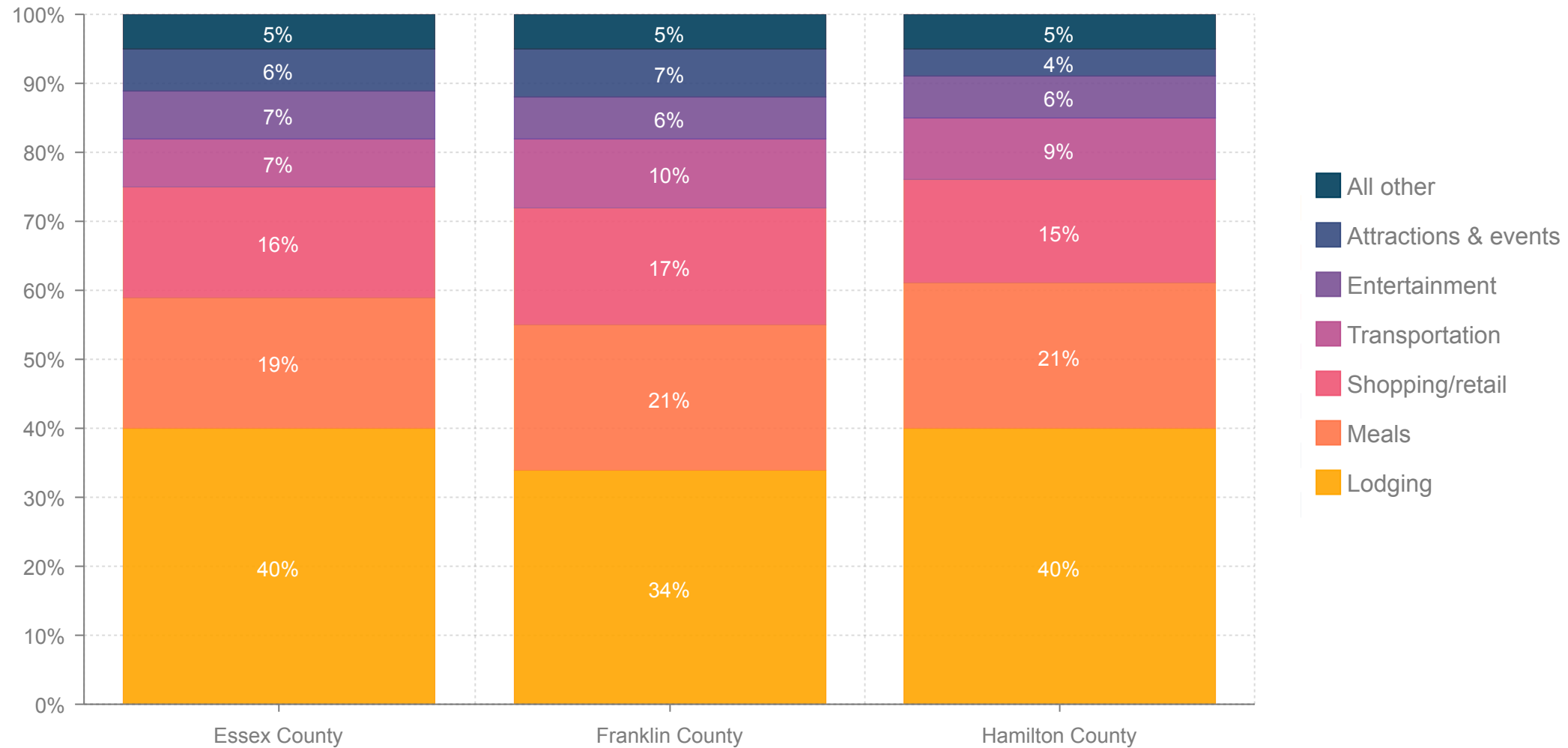
Conversion Rate from Viewing ROOST Marketing Materials

All travelers



Total Expenditure Allocation by Category

All travelers



Mean Party Expenditures

All travelers

	Essex County	Franklin County	Hamilton County
Lodging	\$500	\$306	\$390
Meals	\$245	\$185	\$200
Shopping/retail	\$87	\$92	\$82
Transportation	\$201	\$150	\$146
Entertainment	\$84	\$57	\$55
Attractions & events	\$80	\$58	\$42
All other	\$68	\$44	\$48
Average total expenditure	\$1,265	\$892	\$963
Average daily expenditure	\$419	\$250	\$306



Franklin County Visitor Profile

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

Visitor Profile

All Franklin County travelers

- Average traveler party age of respondents is 57, falling between the last two years of reported age (56 and 58).
- Mean annual reported household income of travelers was \$93,187, just below the prior year reported income of \$95,220, but above 2017 traveler reported mean income of \$87,717.
- Average reported total traveler party size was 3.7 persons, including an average of 2.8 adults and 0.9 children.
- Visitation by New York State residents comprised 68% of the respondent pool.
- 38% of NY travelers came from Western New York and 27% from the Capital District and north.

Visitor Profile

All Franklin County travelers

- 14% came from other Northeastern US states and 6% came from other regions of the U.S. 11% travelers were Canadian residents, nearly double from prior year.
- Average stay reported by 2019 travelers was 3.6 nights, nearly equal to the reported stay of 2018. Both are slightly longer than 2017 reported stays of 3.4 nights and in 2016 of 3.1 nights.
- Outdoor activities remained, by a substantial margin, the largest draw to the area with 67% of respondents.
- “Relaxing, dining and shopping” (43%) remained the second most frequently reported draw to visit the region, followed by sightseeing (38%). Visiting friends, heritage attractions, followed by events were reported as the next most common attractions (by 32%, 12%, 9% respectively).

Visitor Profile

All Franklin County travelers

- Times that travelers noted visiting Franklin County in 2019 were quite different from prior years, with fall (September/October) comprising 27% of visits, nearly equal to peak summer months (July/August) at 30% of visits.
- January/February also showed a sizable increase in proportionate visits (from 6% to 12%). The other seasons of the year for visitation stayed more consistent in comparison to prior year data.
- Later spring (May/June) marked 17% of visits, March/April 8% of visits and November/December 6% of visits.
- Average daily traveler party spending in 2019 is estimated at \$250 per day, just above the \$246 level from 2018 travelers. The total estimated trip expenditure is \$892, just below the \$911 reported in year prior.
- Average reported lodging, shopping, and meal expenditures all decreased slightly, however entertainment and transportation expenditures increased slightly.