

Leisure Travel Study

Essex, Franklin, and Hamilton County Region

2019 Hamilton County Visitor Focus

Oct 2020

ROOST

Project Background & Methodology

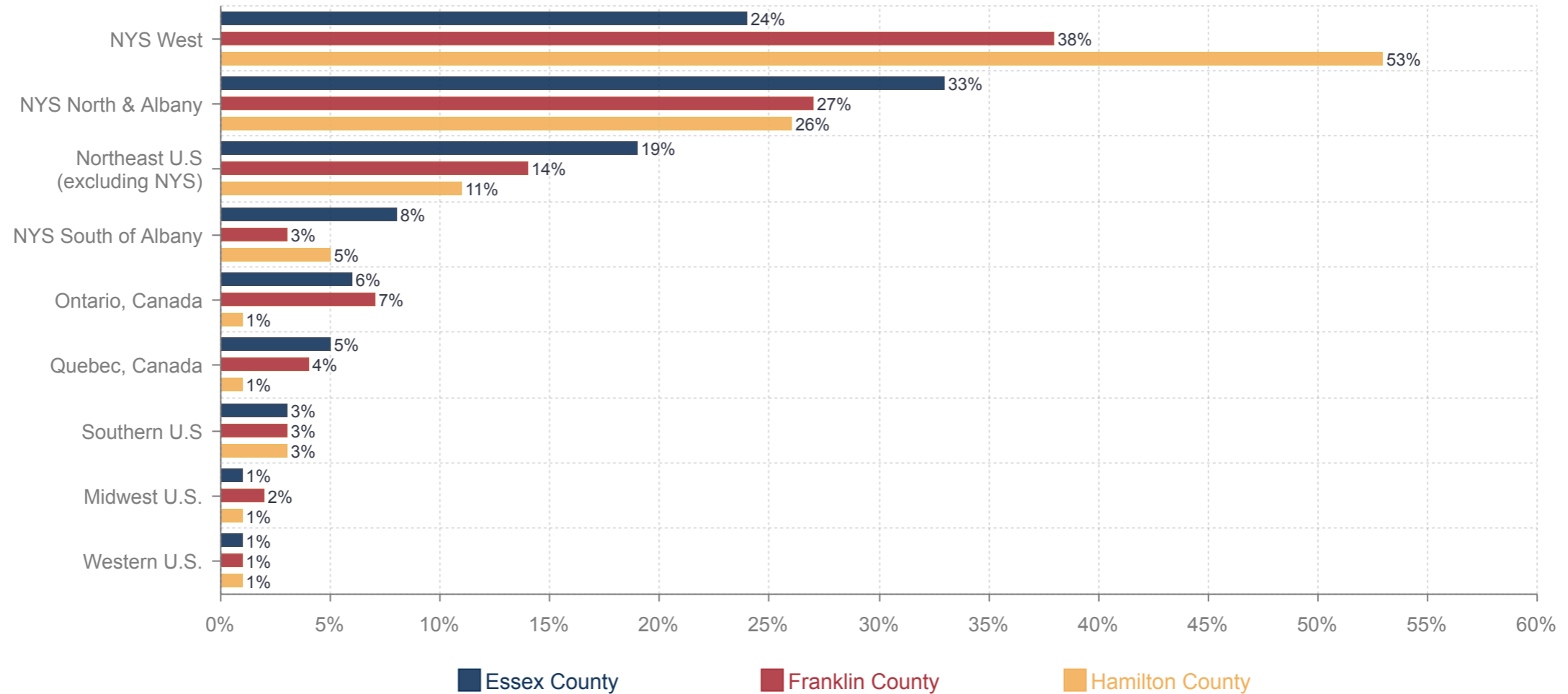
- ROOST commissioned a study, as it has for the past four years, to determine leisure traveler information for the counties of Essex, Franklin, and Hamilton, with a summary regional report, to gauge key traveler information and regional marketing program statistics.
- ROOST contracted with PlaceMaking,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

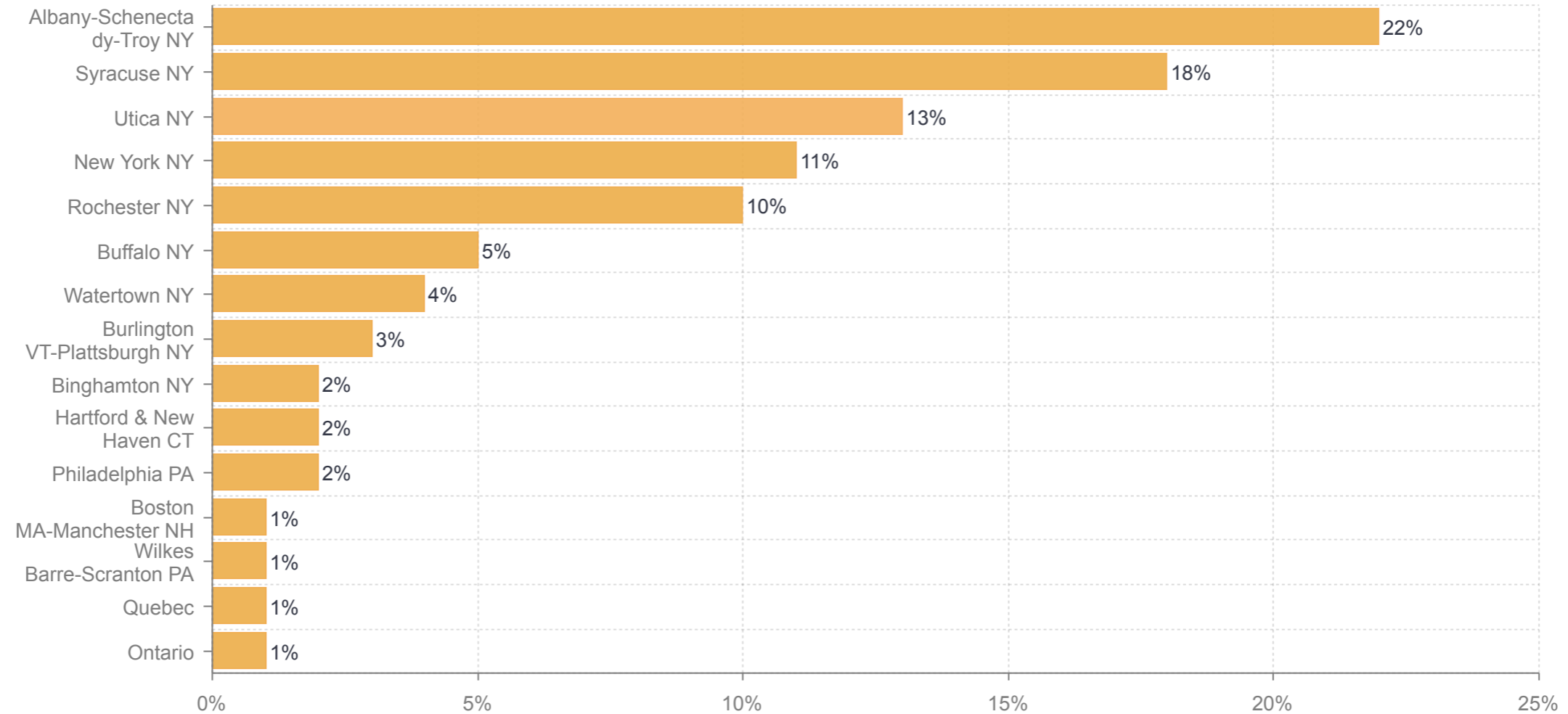
Area of Residence

All travelers



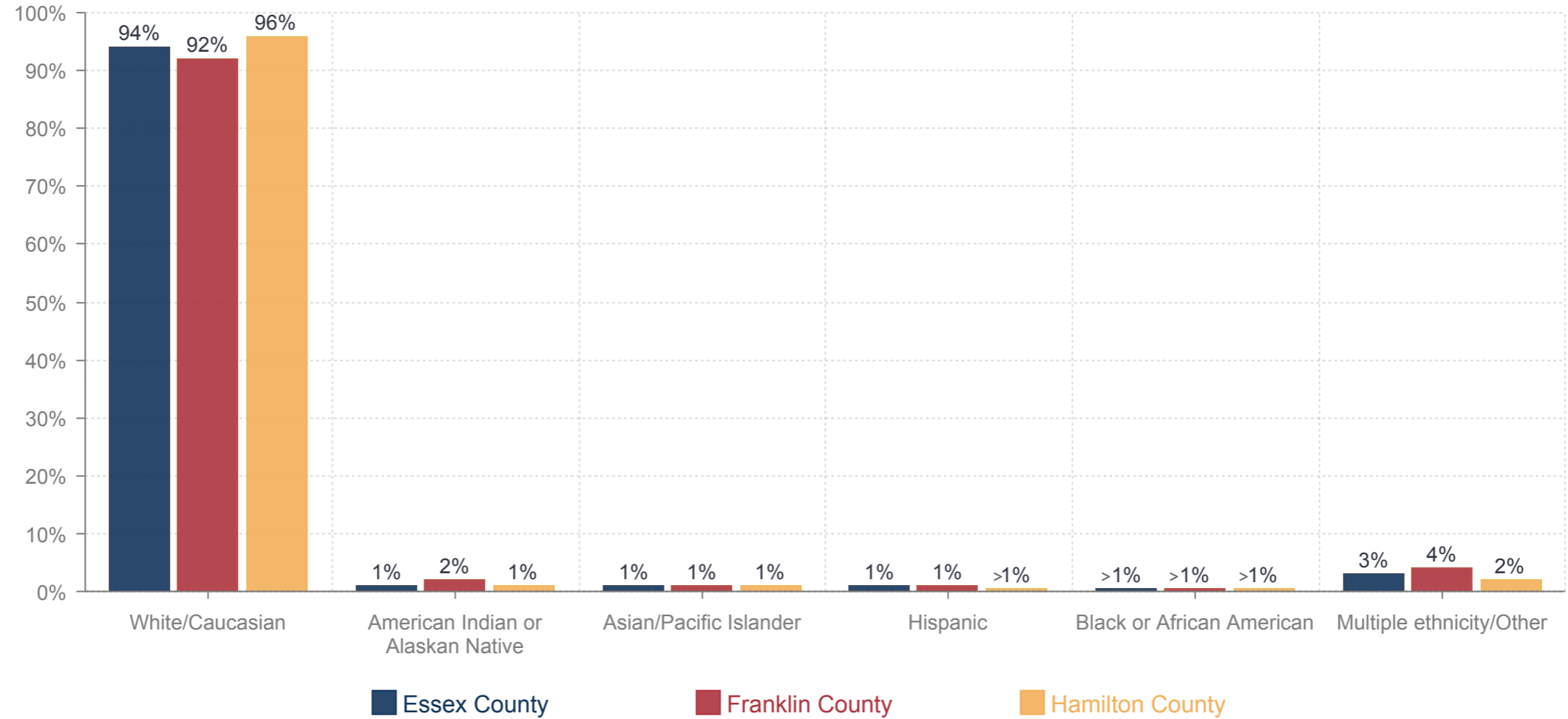
Area of Residence by DMA

Hamilton County travelers



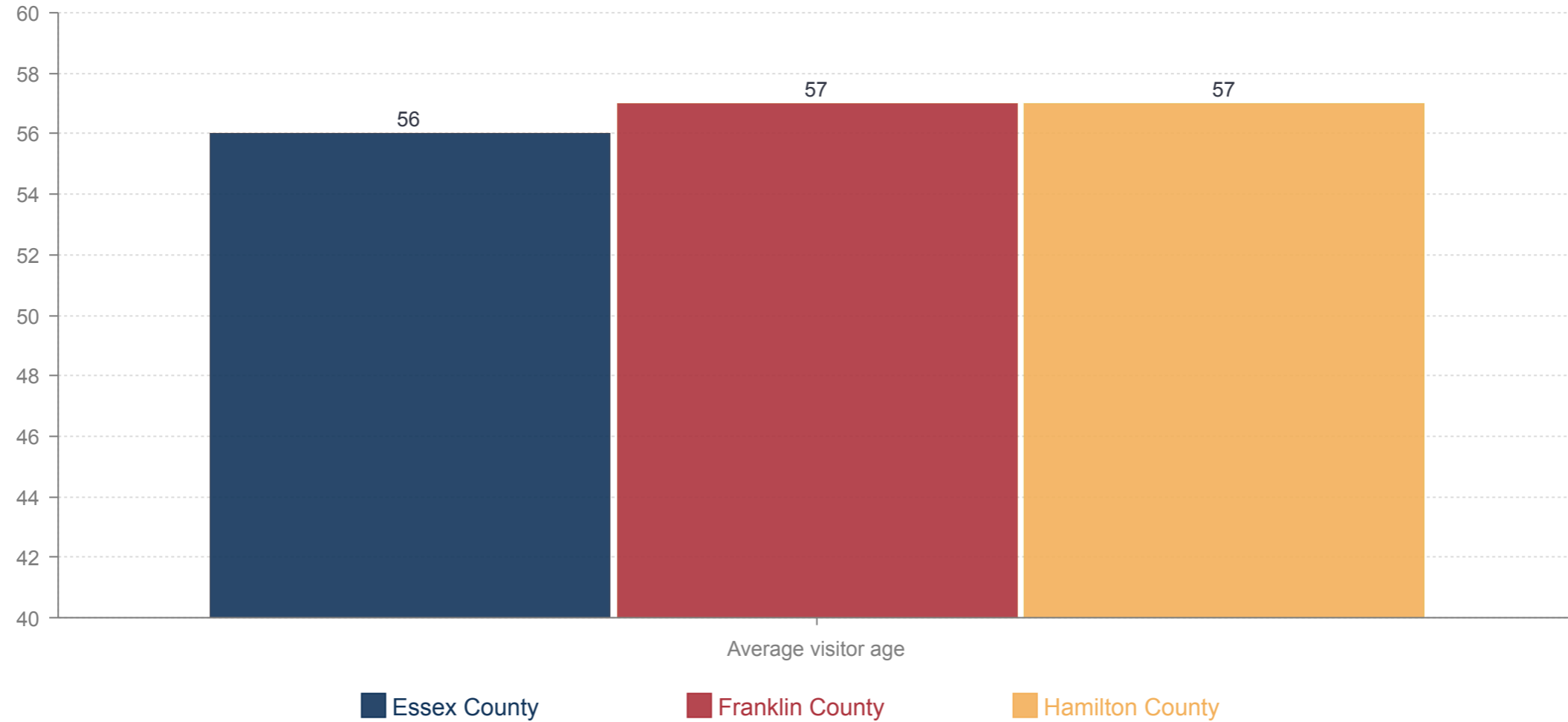
Ethnicity

All travelers



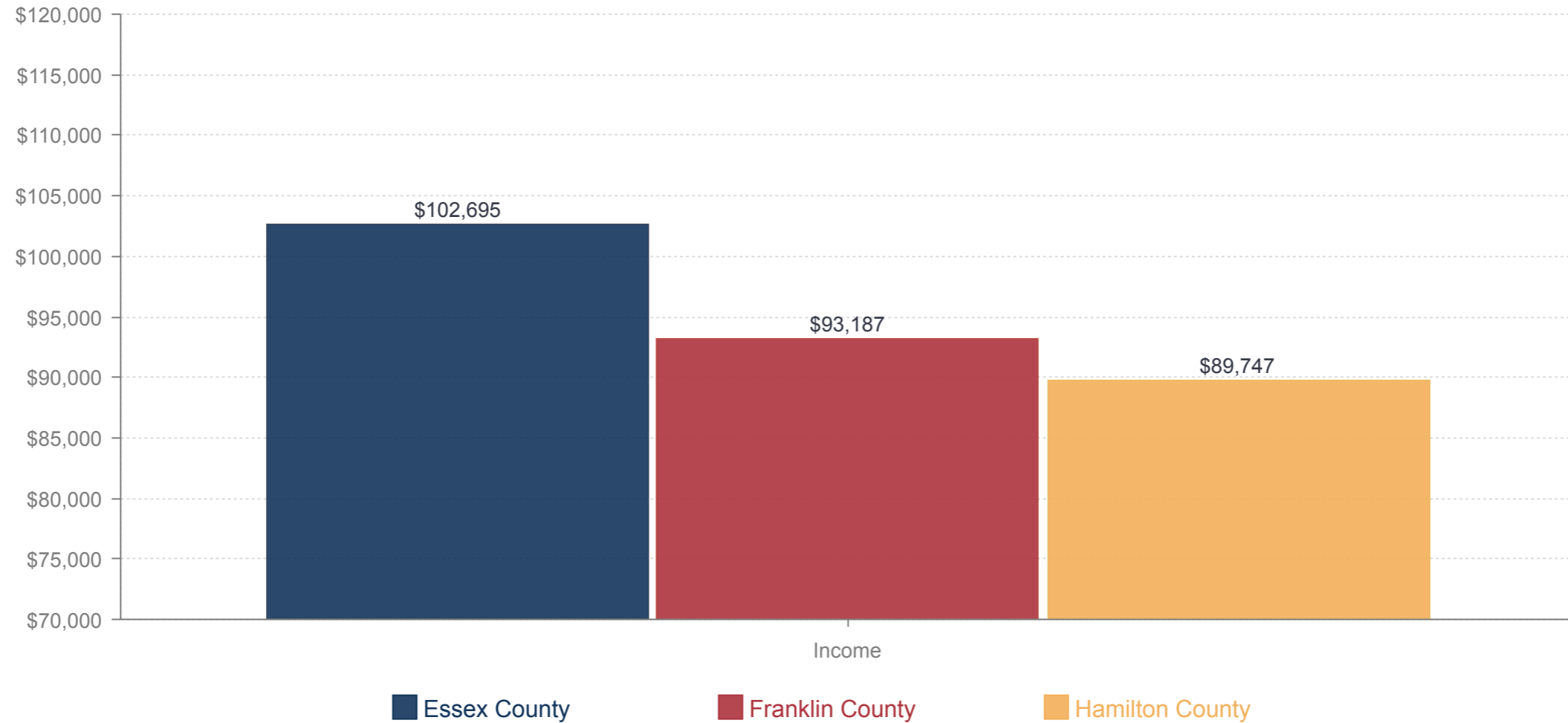
Average Age

All travelers



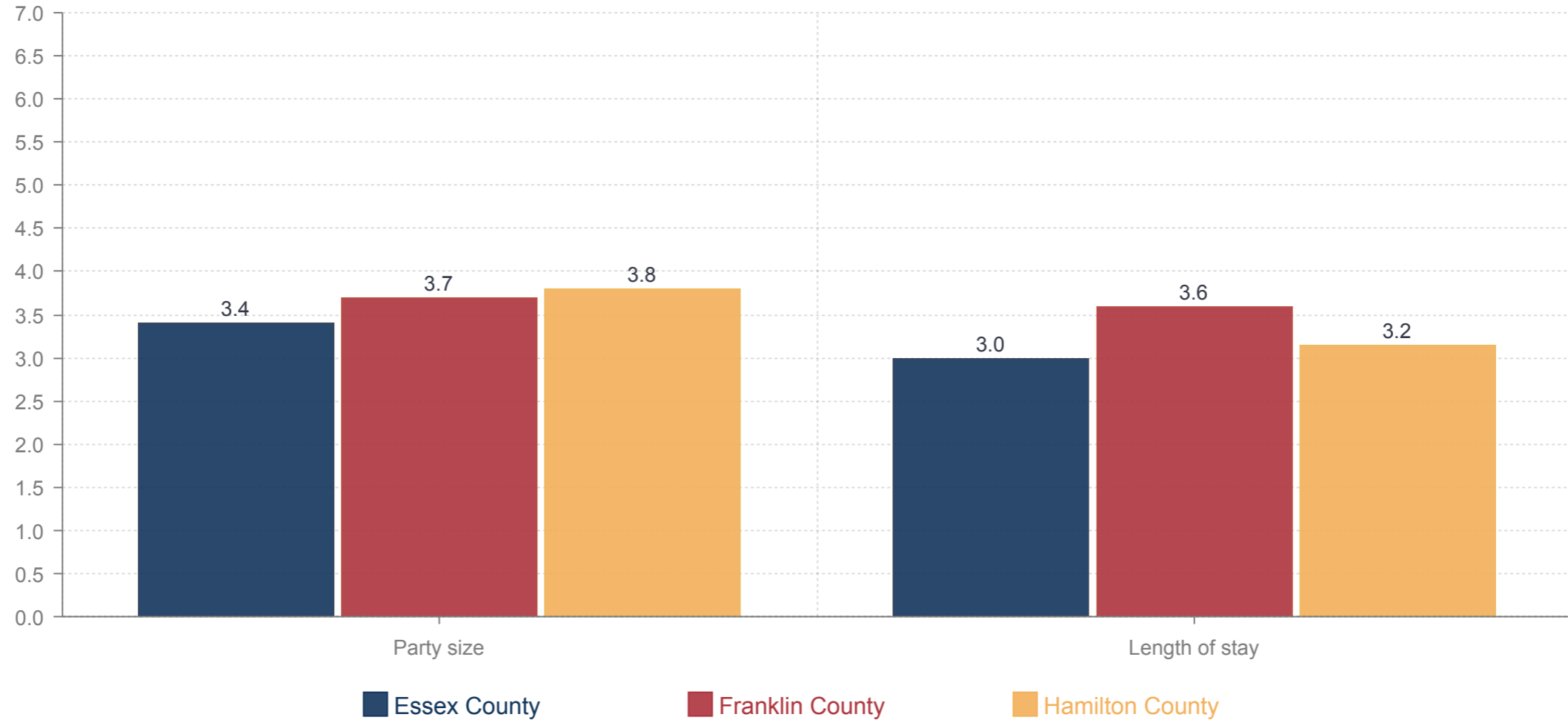
Average Income

All travelers



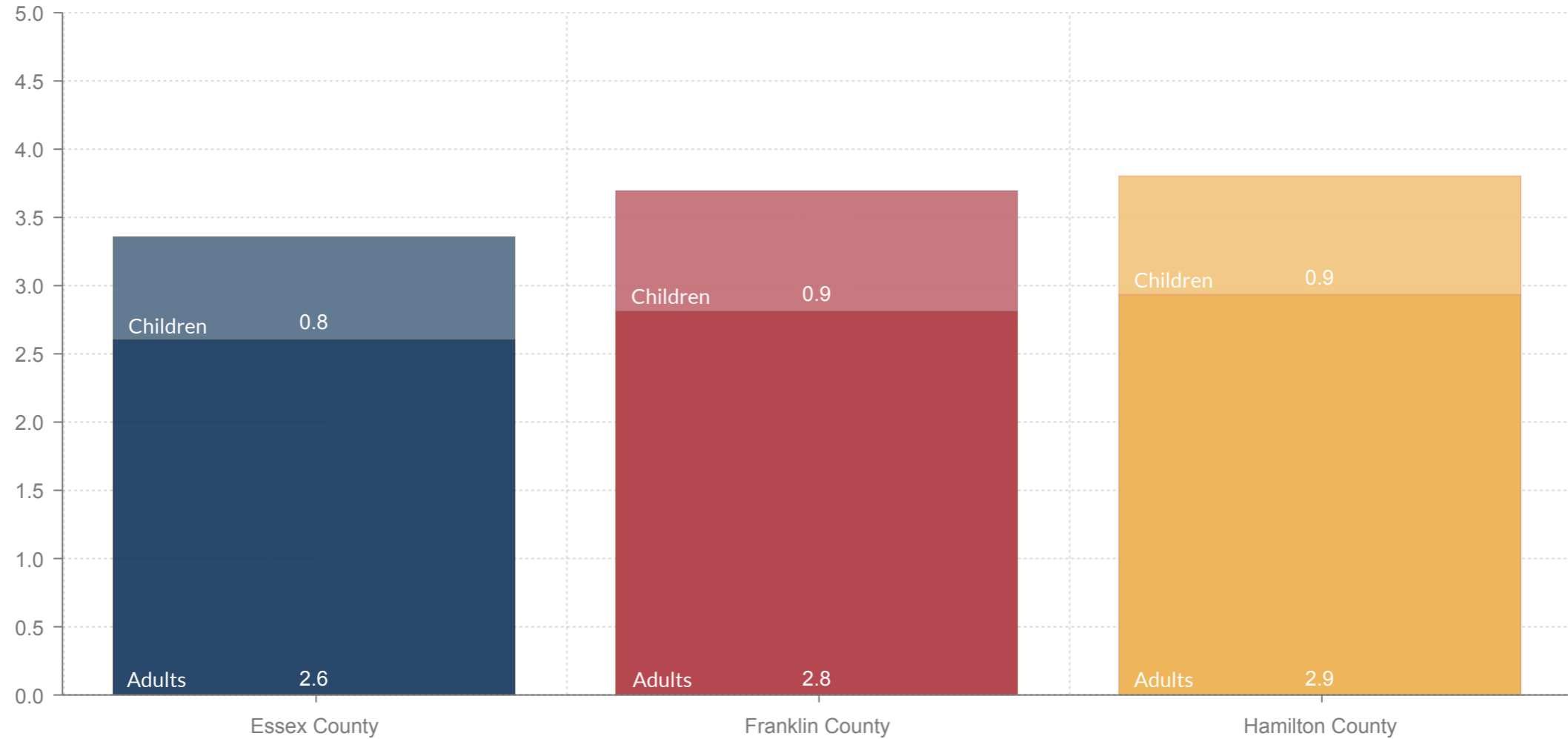
Party Size/Length of Stay

All travelers



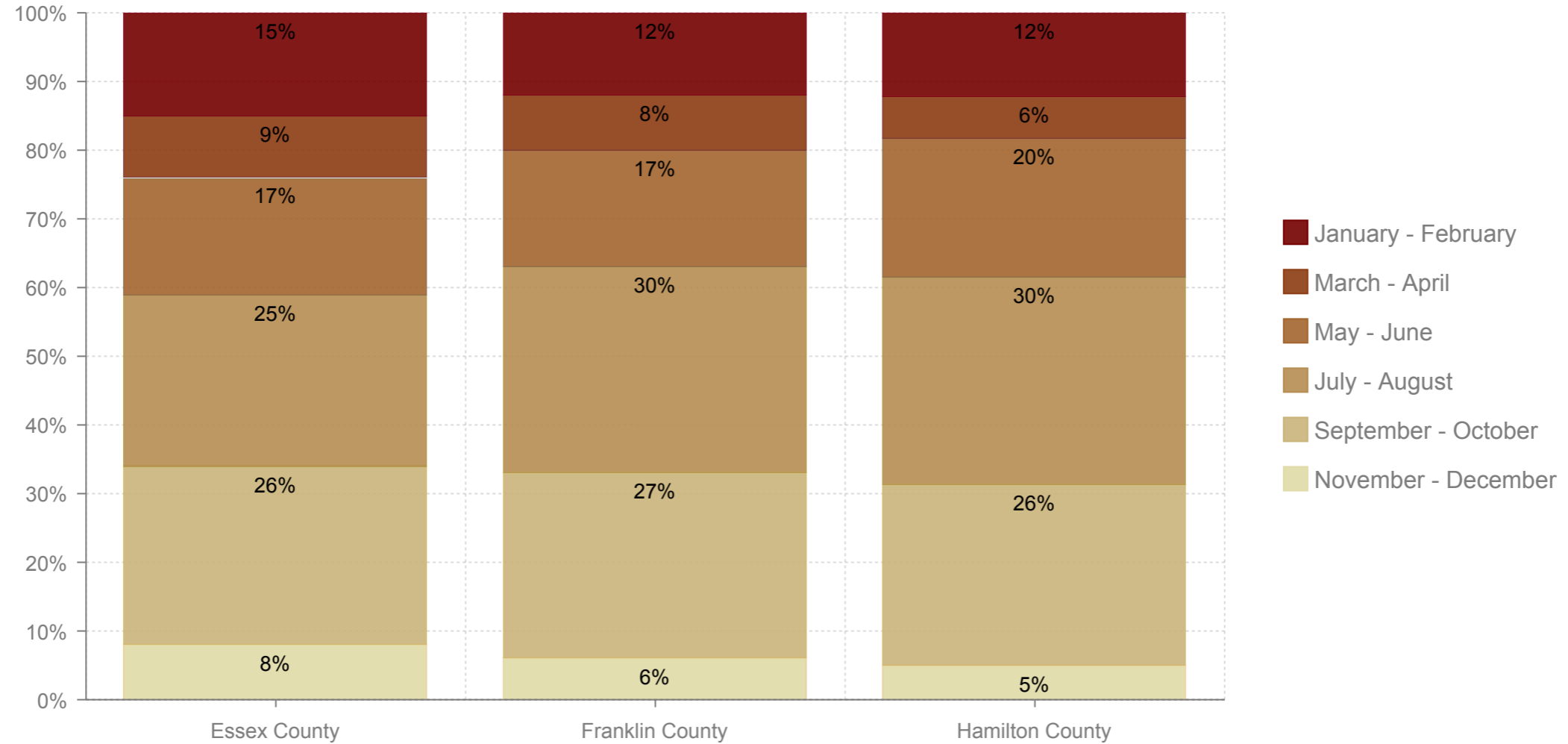
Party Composition

All travelers



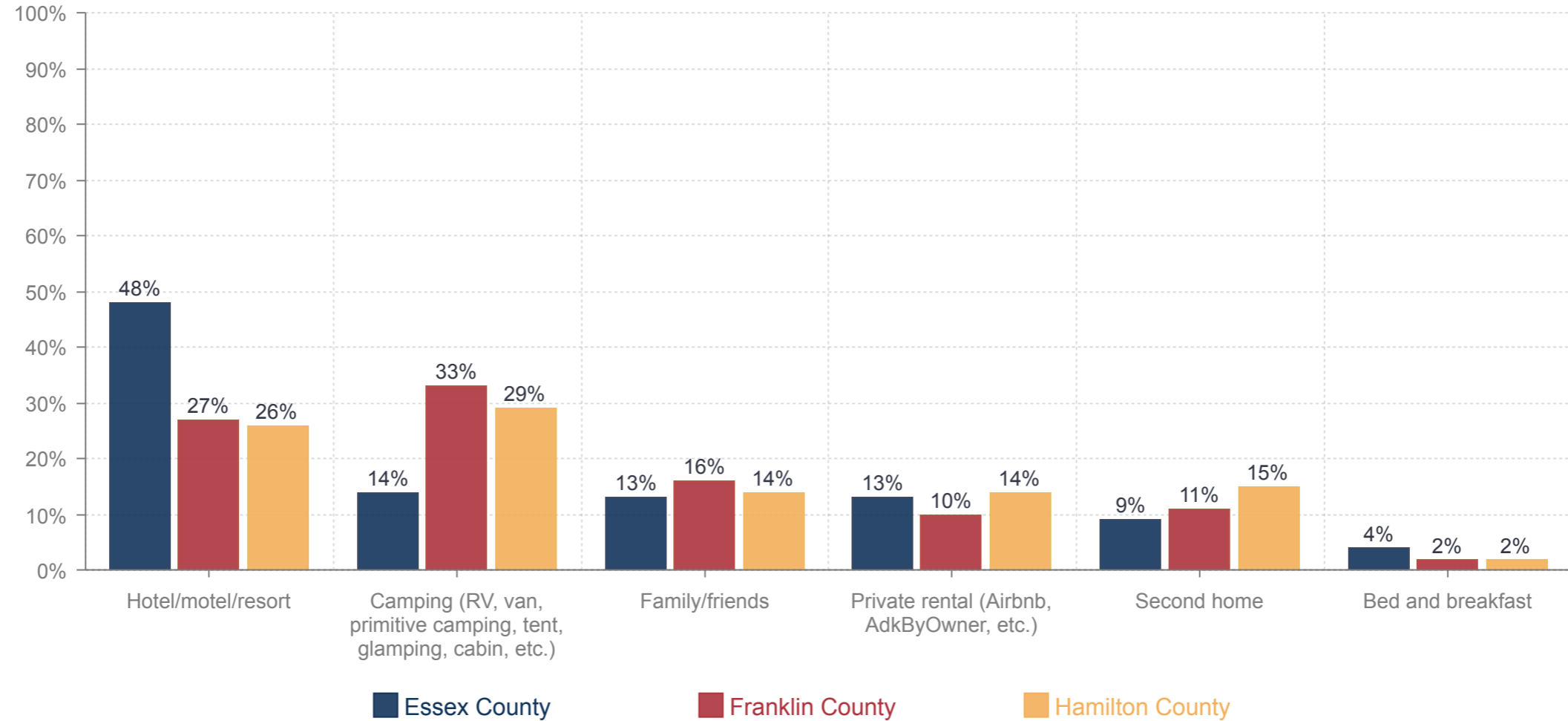
Time of Year Visited

All travelers



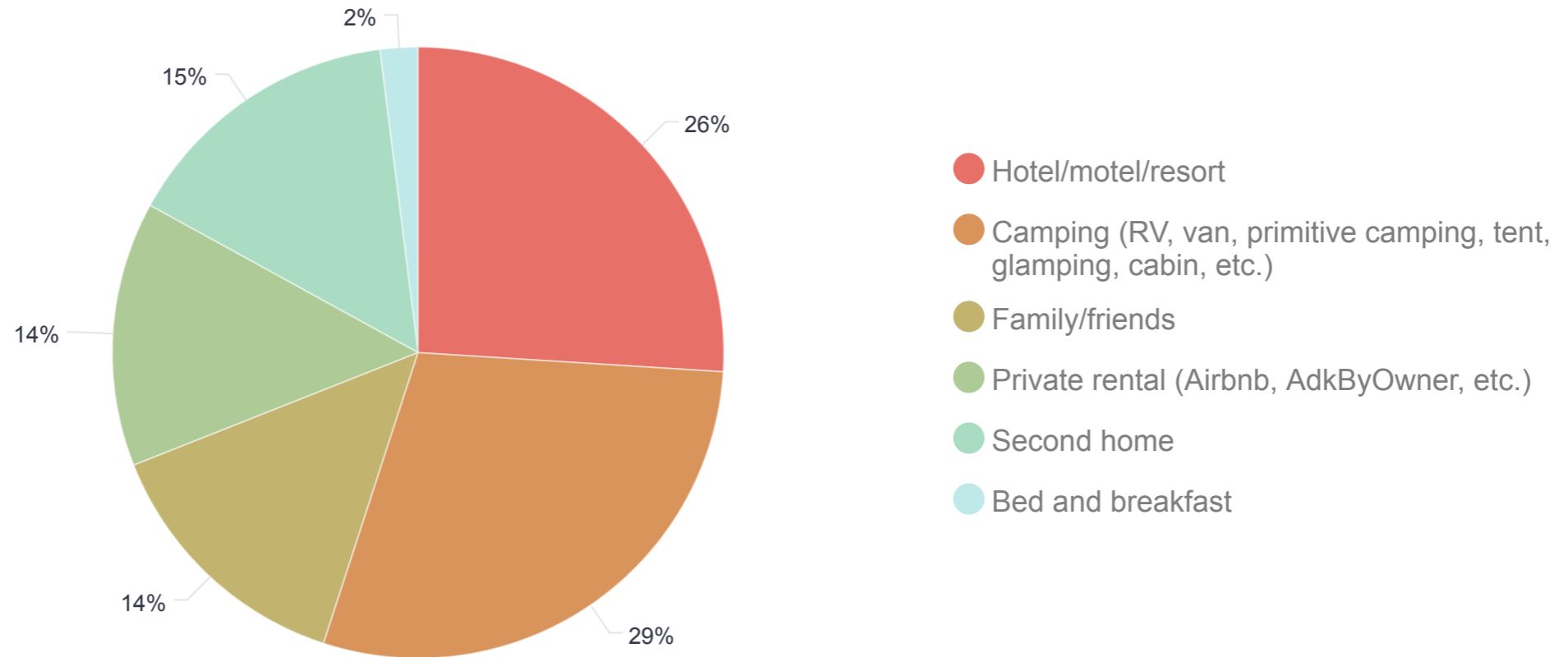
Lodging Accommodations

All travelers



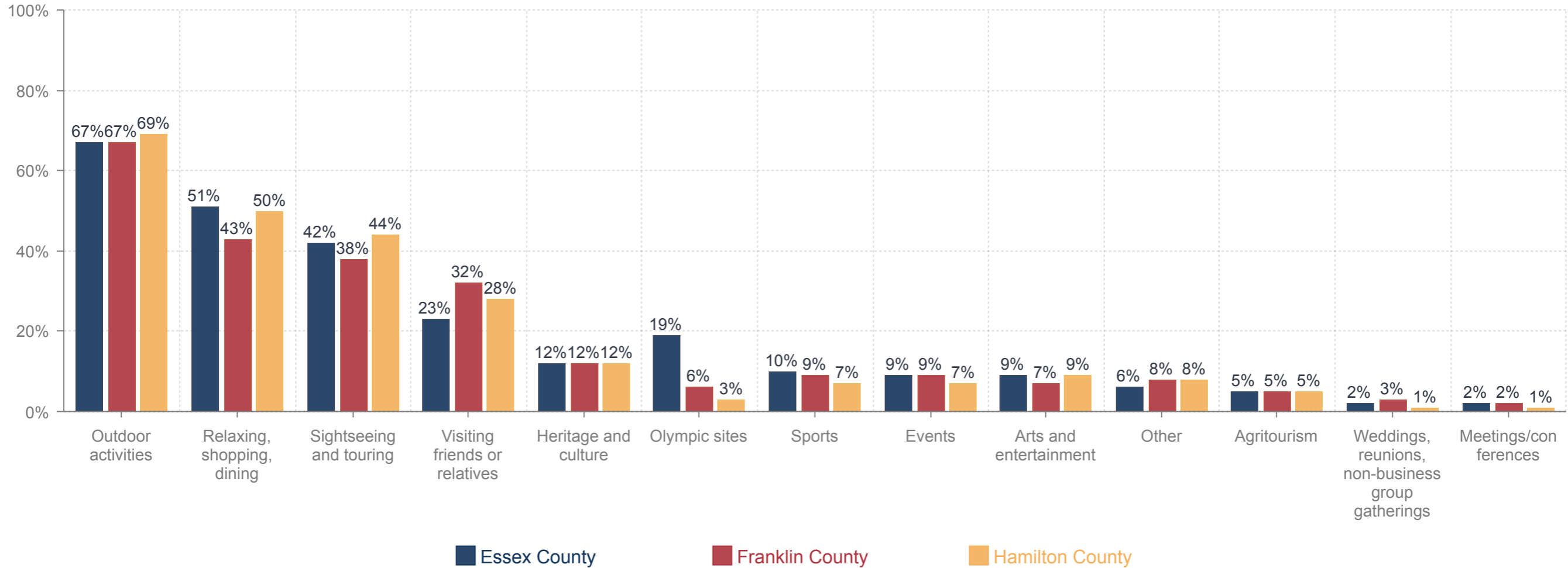
Lodging Accommodations

Hamilton County travelers



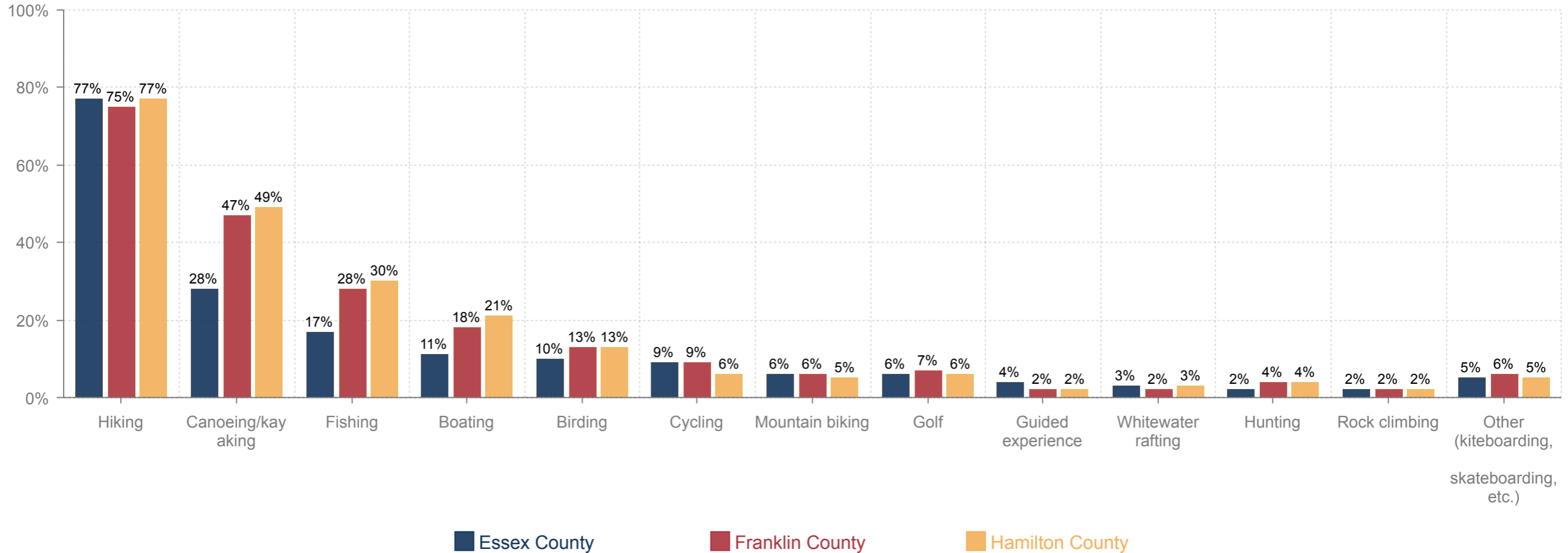
Key Attractions

All travelers



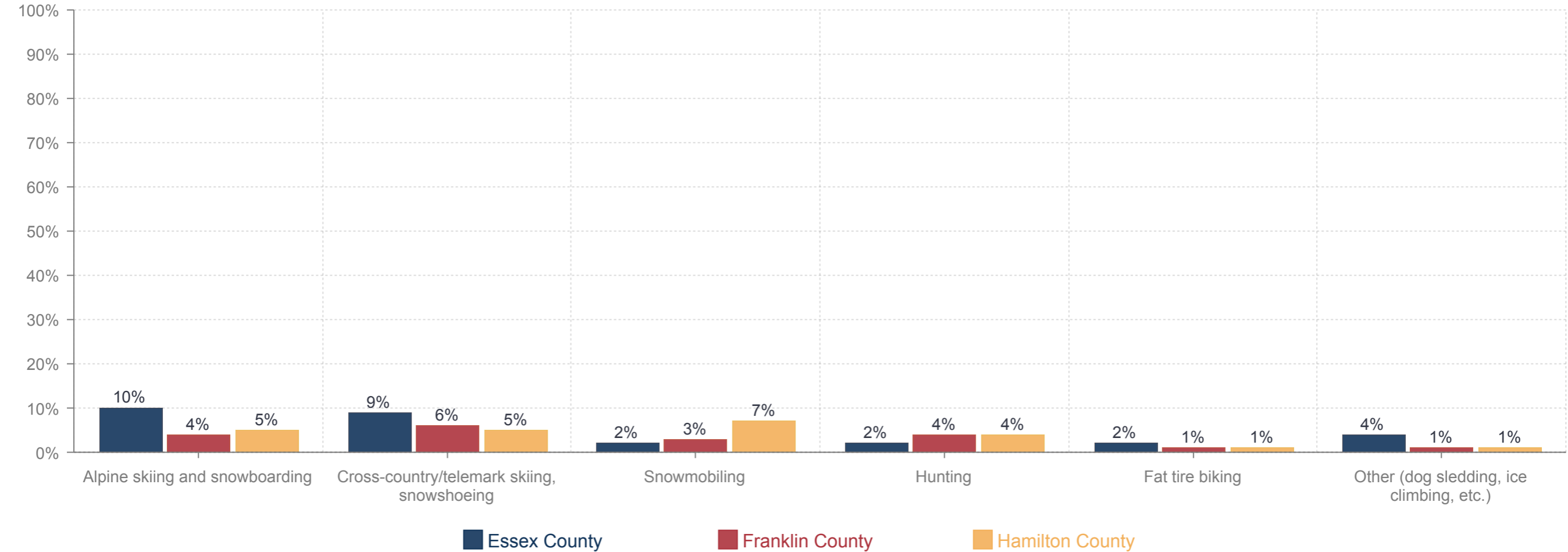
Outdoor Spring/Summer Activities

All travelers



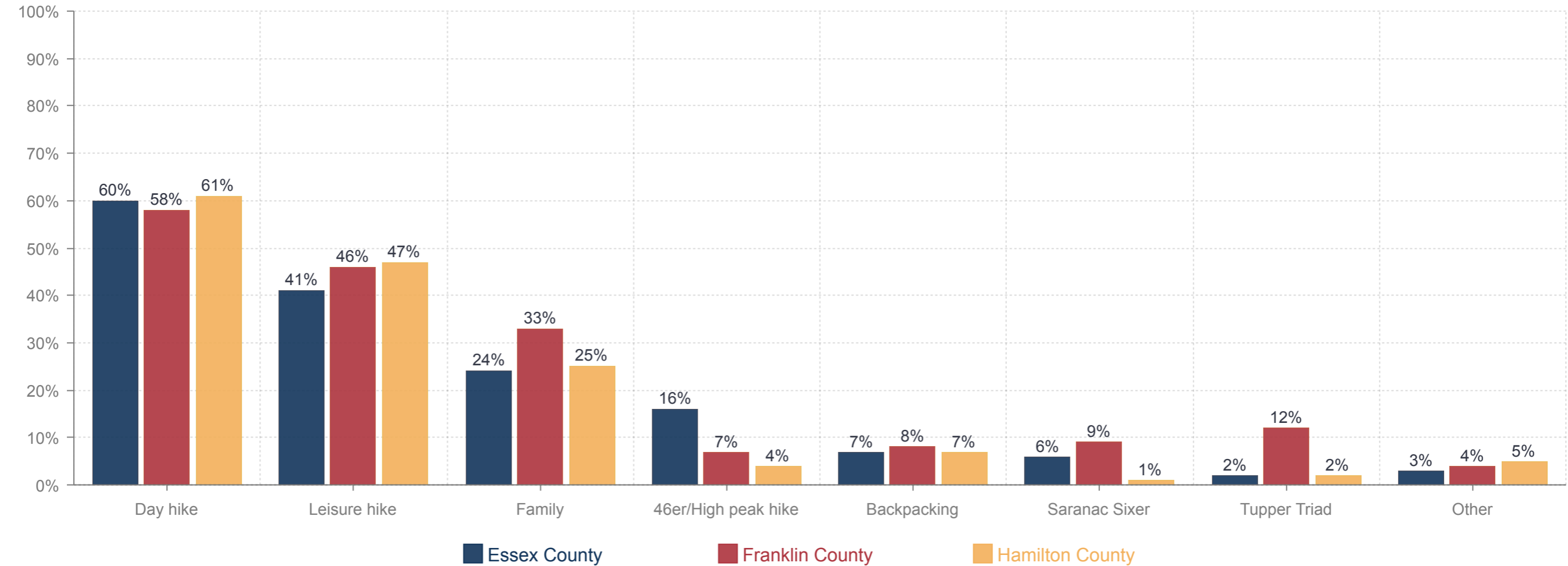
Outdoor Fall/Winter Activities

All travelers



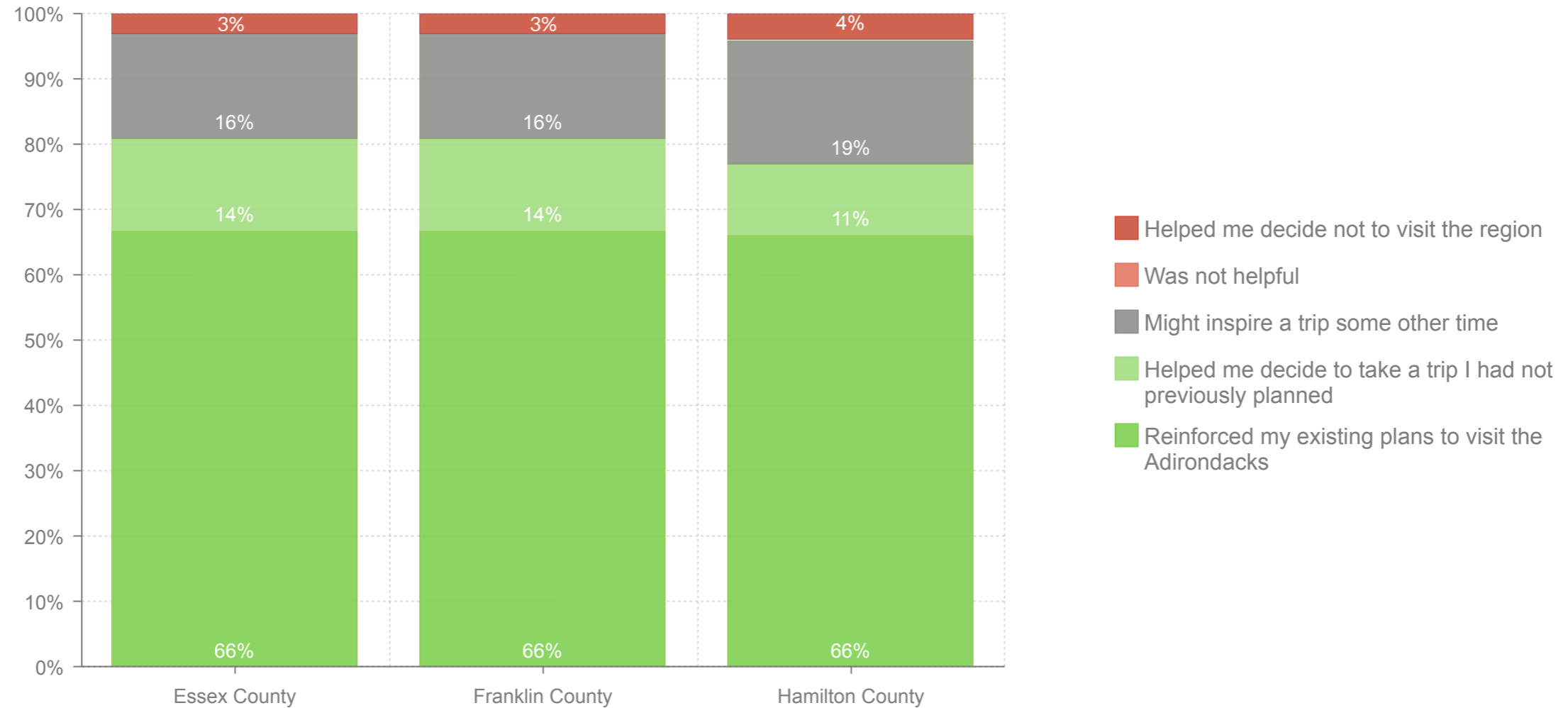
Hiking Breakdown

All travelers



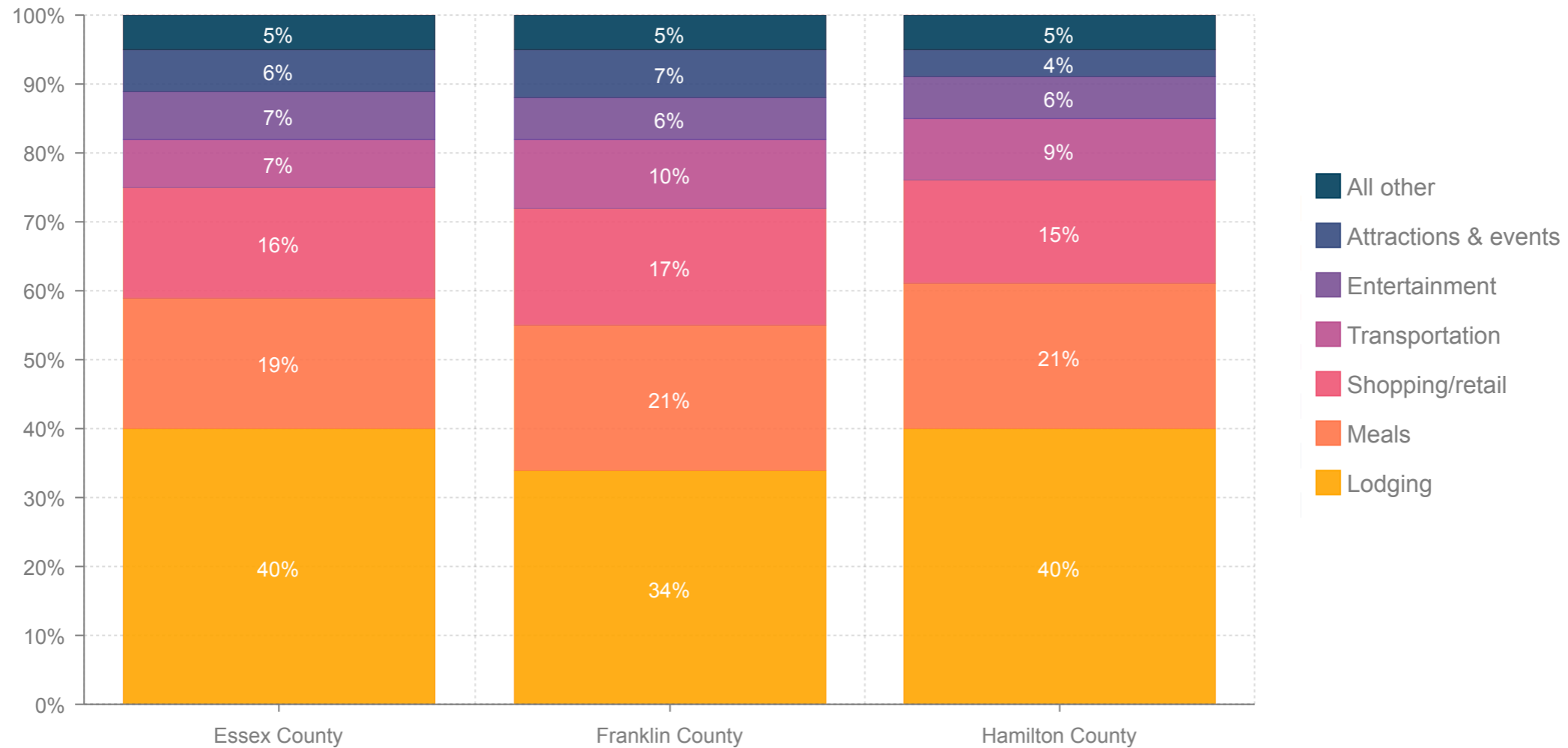
Conversion Rate from Viewing ROOST Marketing Materials

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

A photograph of a forest with tall trees and a white camper van parked on the left. The van has a pop-top roof and a sign that says "WELTYRA" and "adirondacks.com".

Hamilton County Visitor Profile

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

Visitor Profile

All Hamilton County travelers

- Average traveler party age of respondents was 57 years old; this is slightly older than the reported age of 56 in 2018.
- Mean annual reported household income of travelers was \$89,747, a decline from the average income of \$92,830 reported from the prior year.
- Average reported total traveler party size was 3.8 persons, including an average of 2.9 adults and 0.9 children, a decrease in party size from 2018 reported party size (4.3).
- Visitation by New York State residents comprised 84% of the respondent pool, up slightly from the prior year, with 53% of these travelers from western New York.

Visitor Profile

All Hamilton County travelers

- 11% of travelers within the survey came from other northeastern states and 3% came from southern U.S. states. These travelers from a farther distance had both declined slightly from the prior year. Canadian visitation was only 2% of visits.
- Average stay reported by 2019 travelers was 3.2 nights, a slight increase over average length stay reported in the prior two years.
- Peak summer months and early fall (July/August and September/October) continue to dominate reported visitation (56%) of reported annual visits.
- Early fall visitation reported increased over the prior year and summer visitation dropped. January/February saw a marked increase of proportion of visits, growing from 7% to 12%.
- Outdoor activities remained, by a substantial margin, the largest draw to the area with 69% of respondents indicating such interest.

Visitor Profile

All Hamilton County travelers

- “Relaxing, dining and shopping” (50%) remained the second most frequently reported draw to visit the region, followed by sightseeing (44%) and visiting friends (28%). Visiting heritage sites (12%), arts and entertainment (9%) and events and snowmobiling (7%) were reported as the next most common attractions.
- Snowmobiling is a notable interest in Hamilton County in comparison with the region, at 7% versus only 3% across the greater Adirondack region.
- Average daily traveler party spending in 2019 is estimated at \$306 per day, a slight drop from the 2018 level (\$312). Length of stay increased very slightly at 3.1 nights.

Visitor Profile

All Hamilton County travelers

- Total estimated average trip expenditure is \$963, growing almost \$30 from 2018. Lodging, meals and shopping all showed substantial increase in total reported spending.
- Reported expenditures in entertainment, attractions, events and miscellaneous “other” expenses declined somewhat from the prior year.