

Leisure Travel Study

Essex, Franklin, and Hamilton County Region

2019 Short Term Renter Visitor Focus

Oct 2020

ROOST

Project Background & Methodology

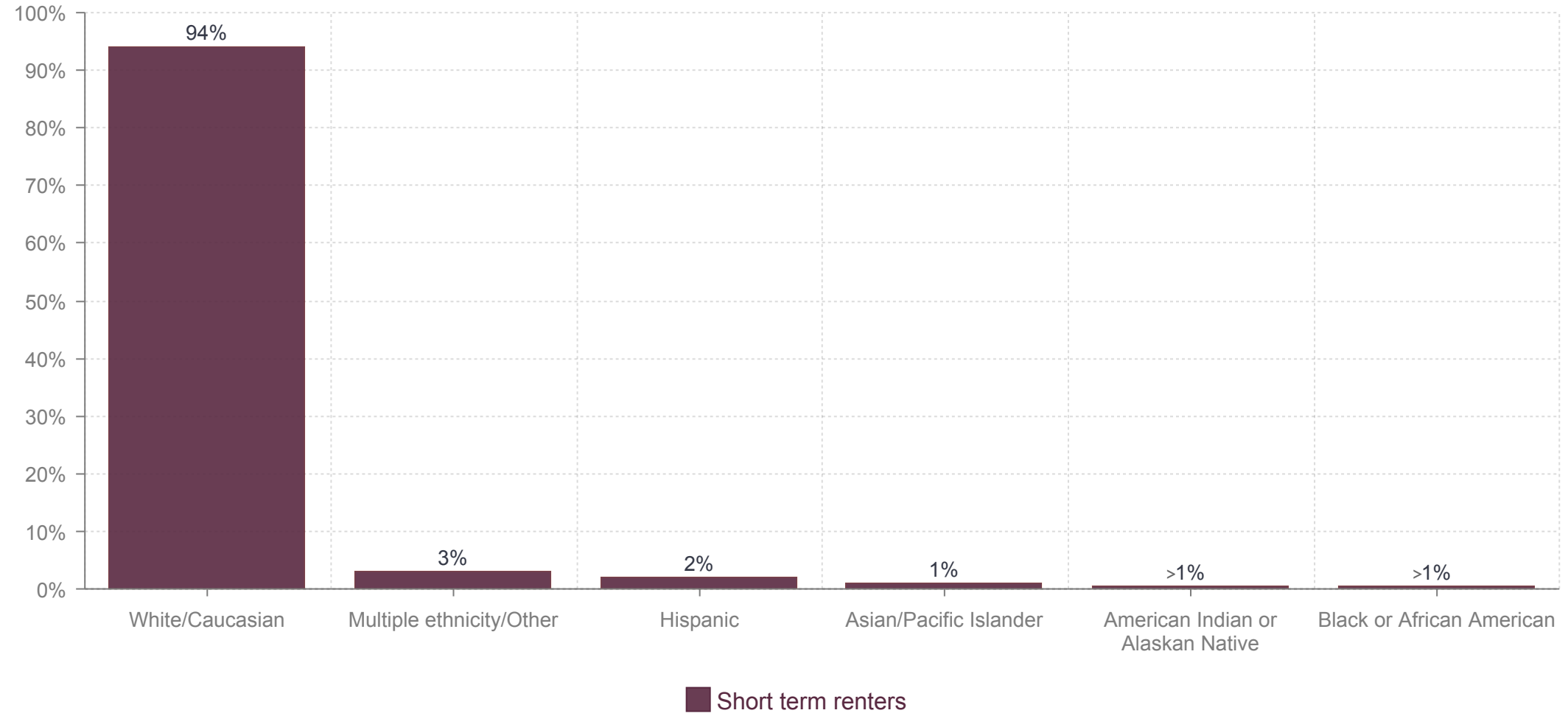
- ROOST commissioned a study, as it has for the past four years, to determine leisure traveler information for the counties of Essex, Franklin, and Hamilton, with a summary regional report, to gauge key traveler information and regional marketing program statistics.
- ROOST contracted with PlaceMaking,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

Short term renters



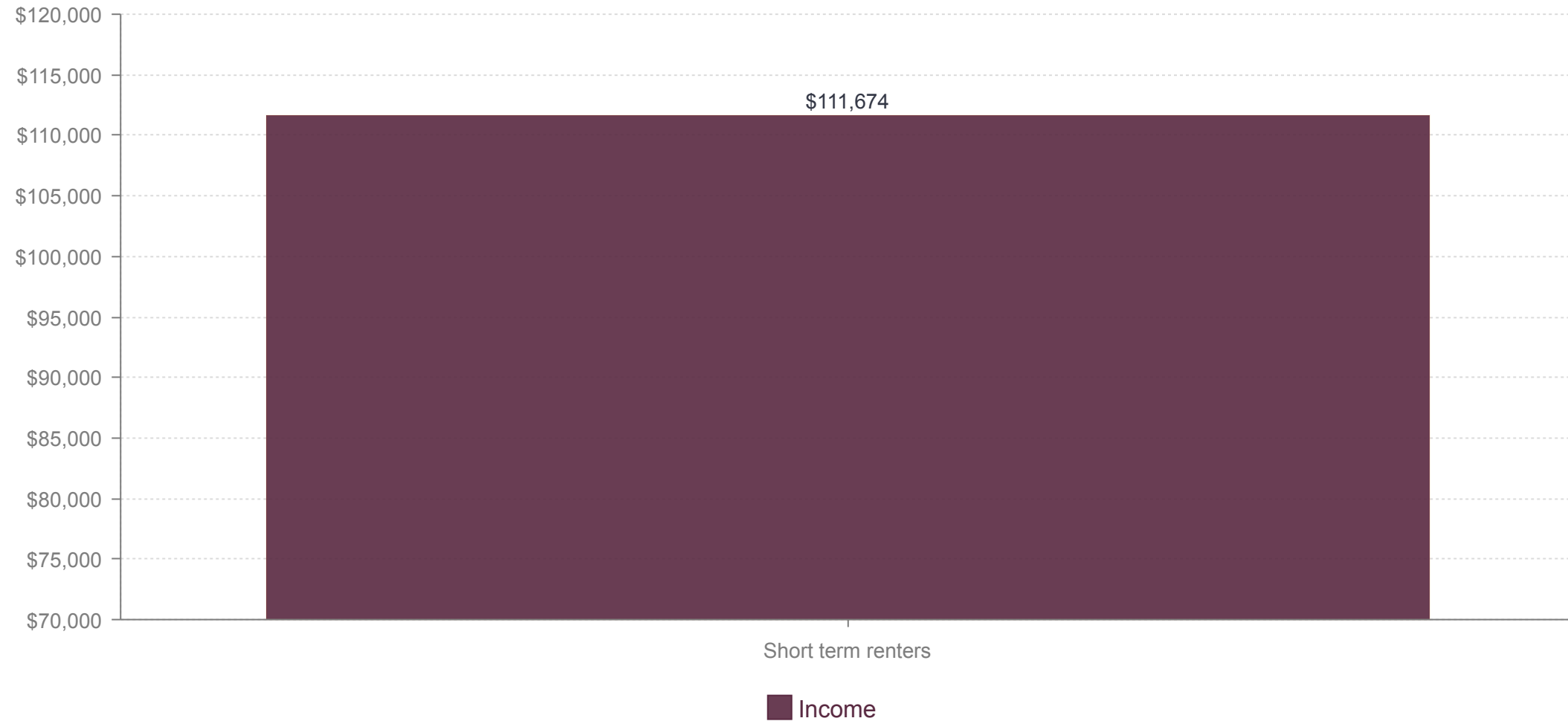
Average Age

Short term renters



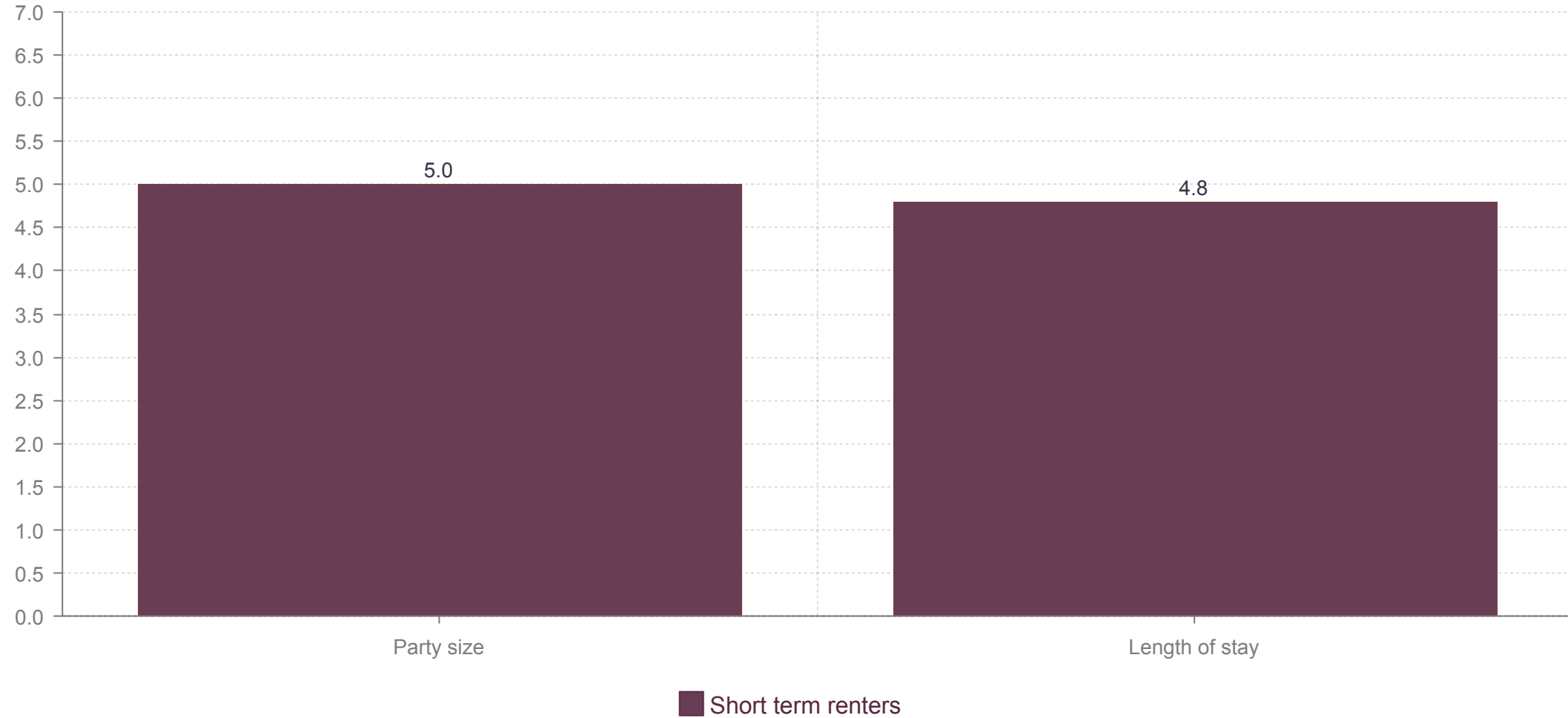
Average Income

Short term renters



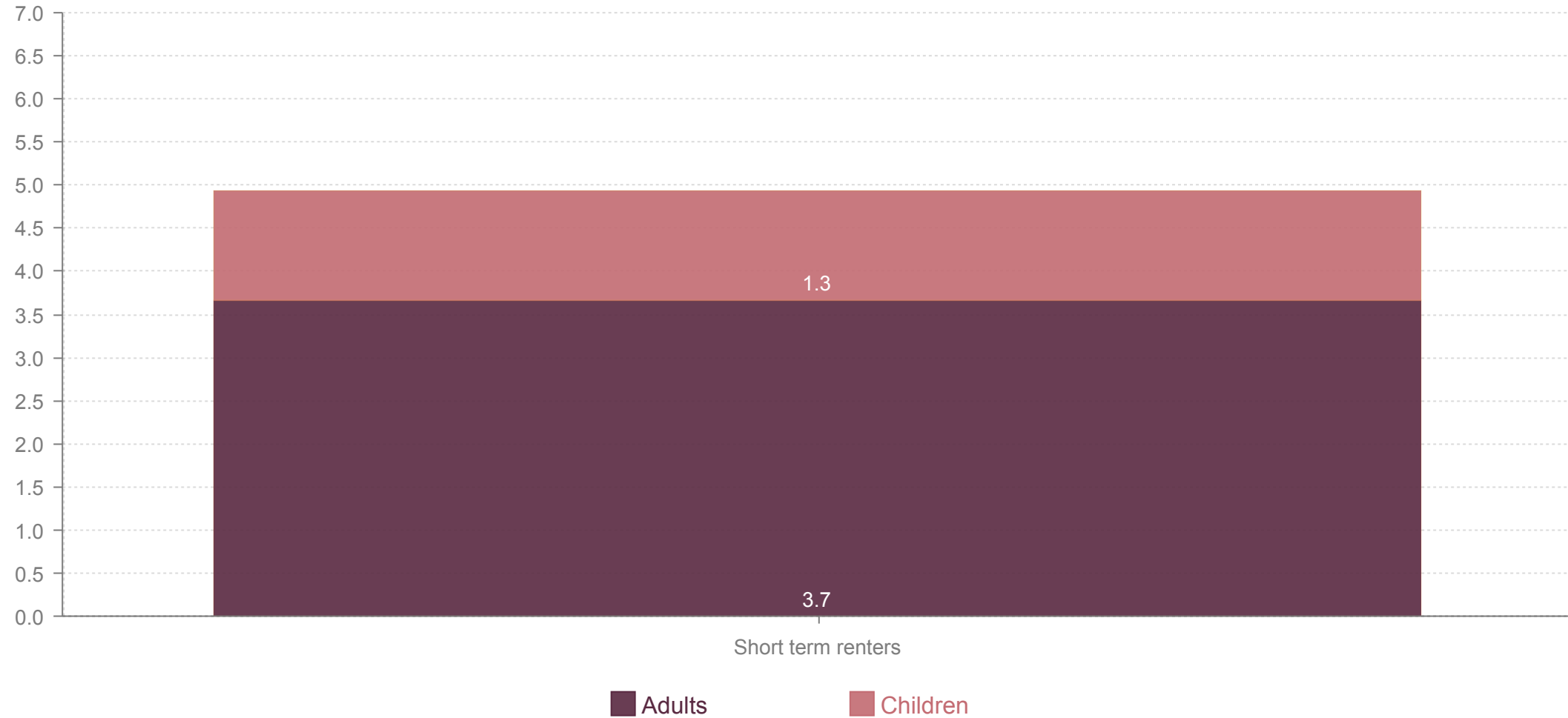
Party Size / Length of Stay

Short term renters



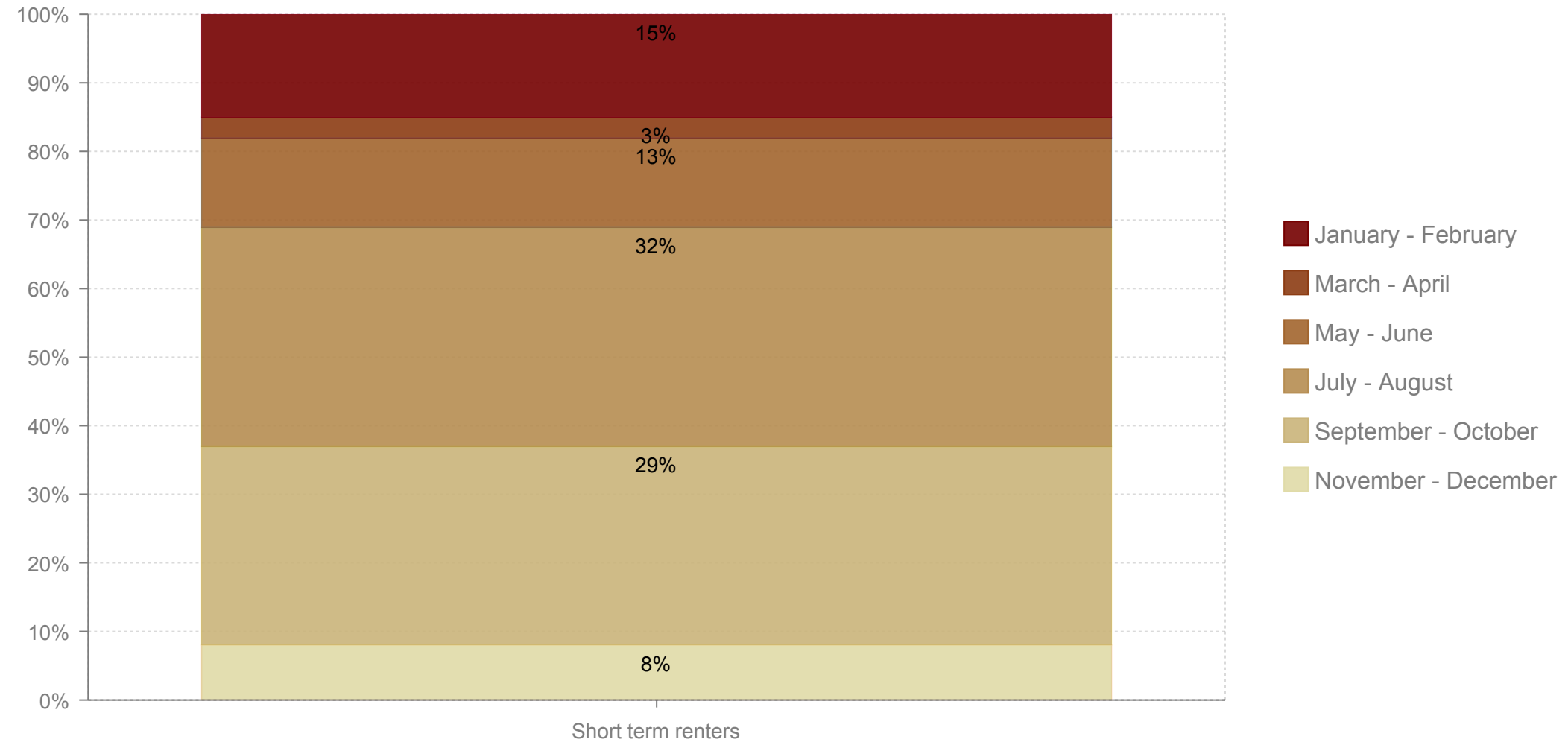
Party Composition

Short term renters



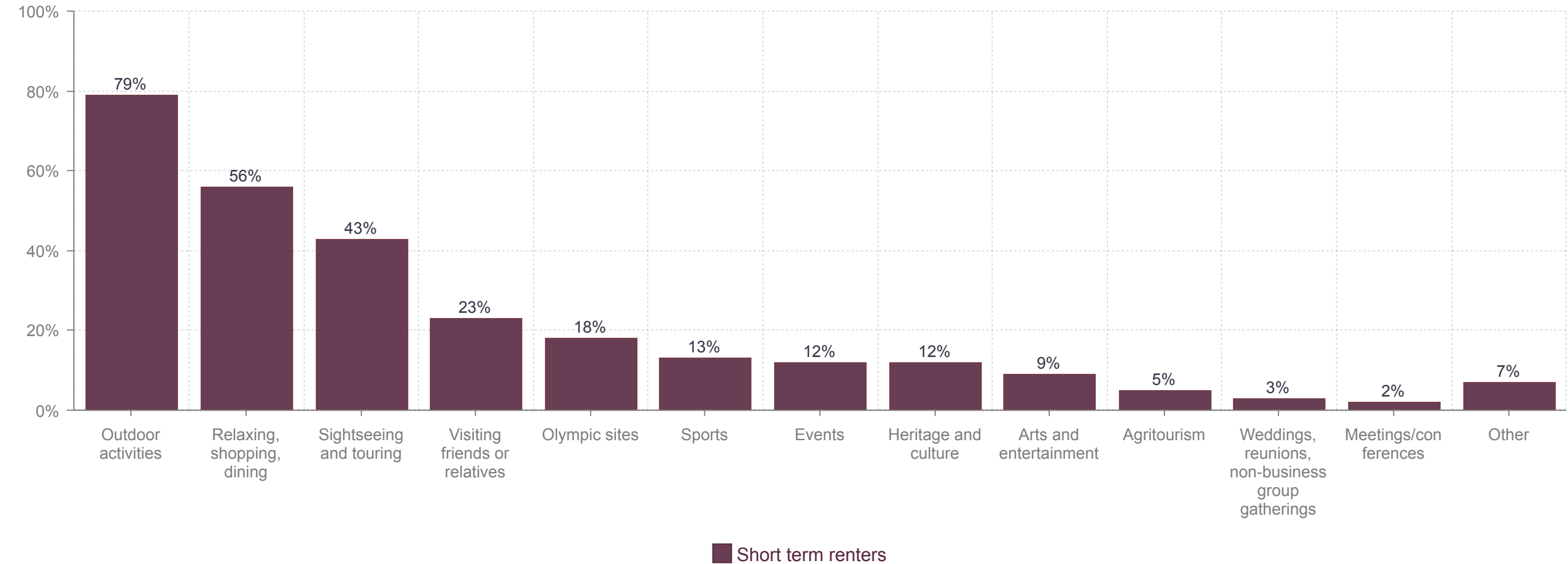
Time of Year Visited

Short term renters



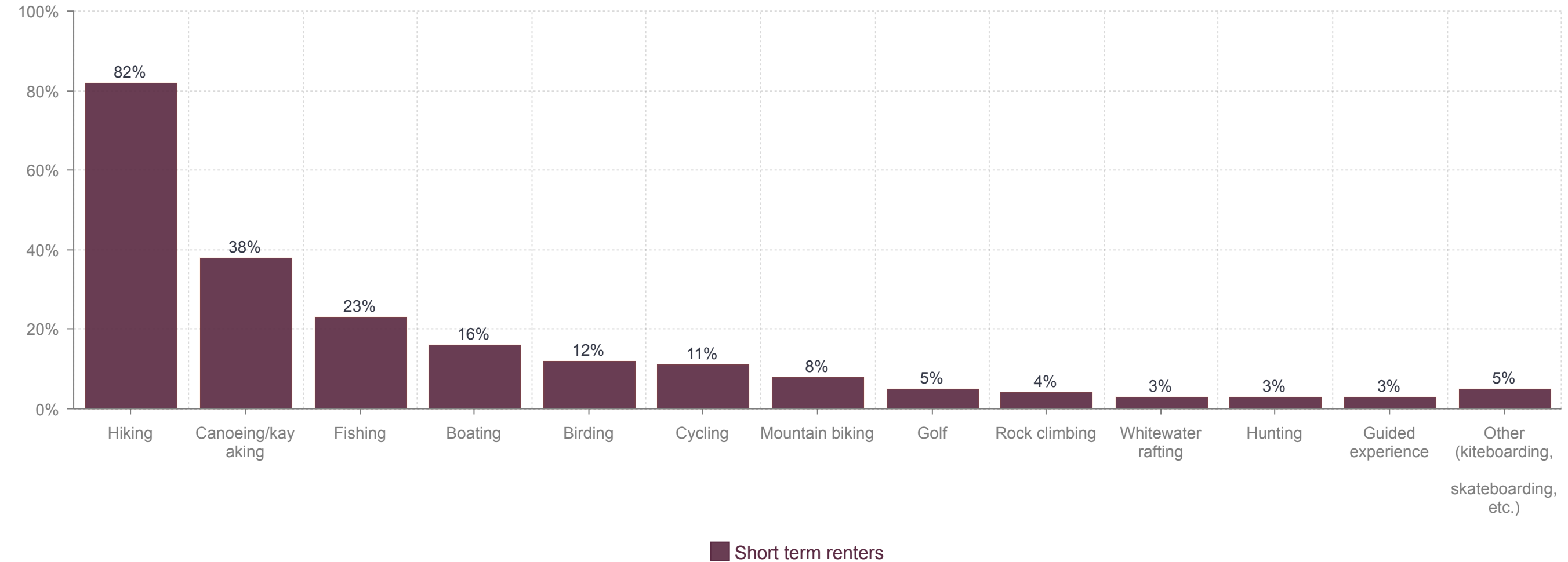
Key Attractions

Short term renters



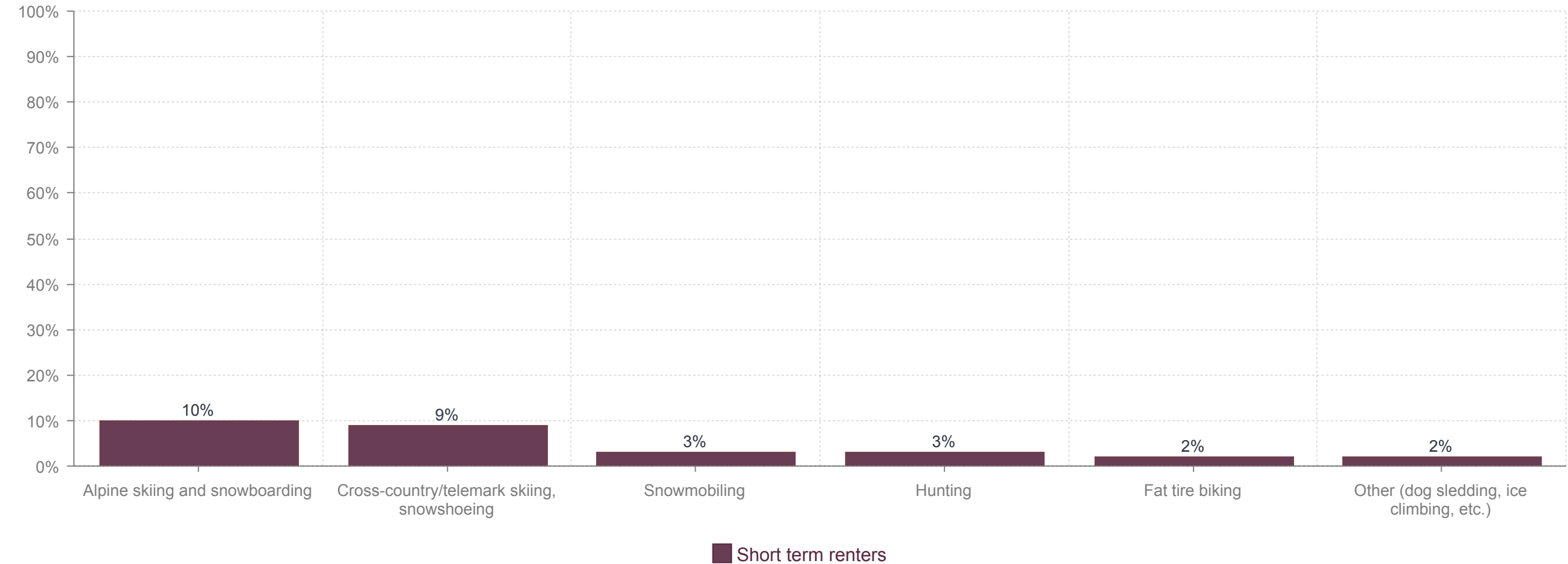
Outdoor Spring / Summer Activities

Short term renters



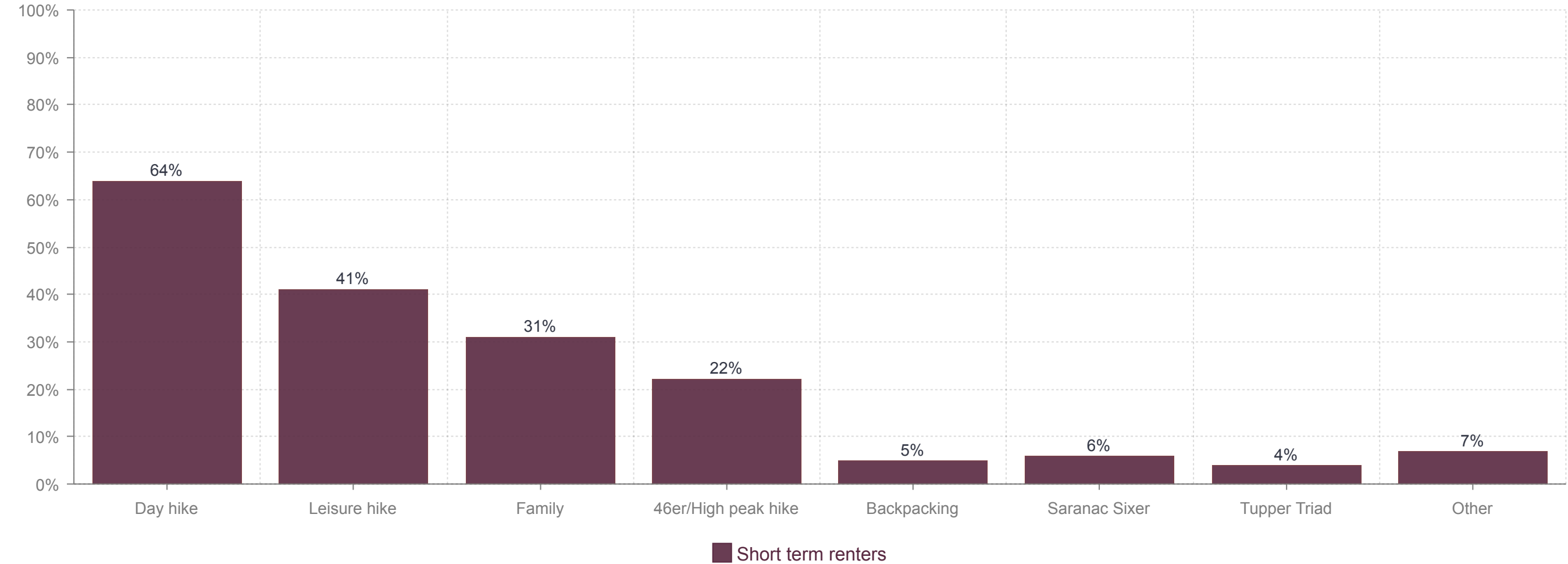
Outdoor Fall/Winter Activities

Short term renters



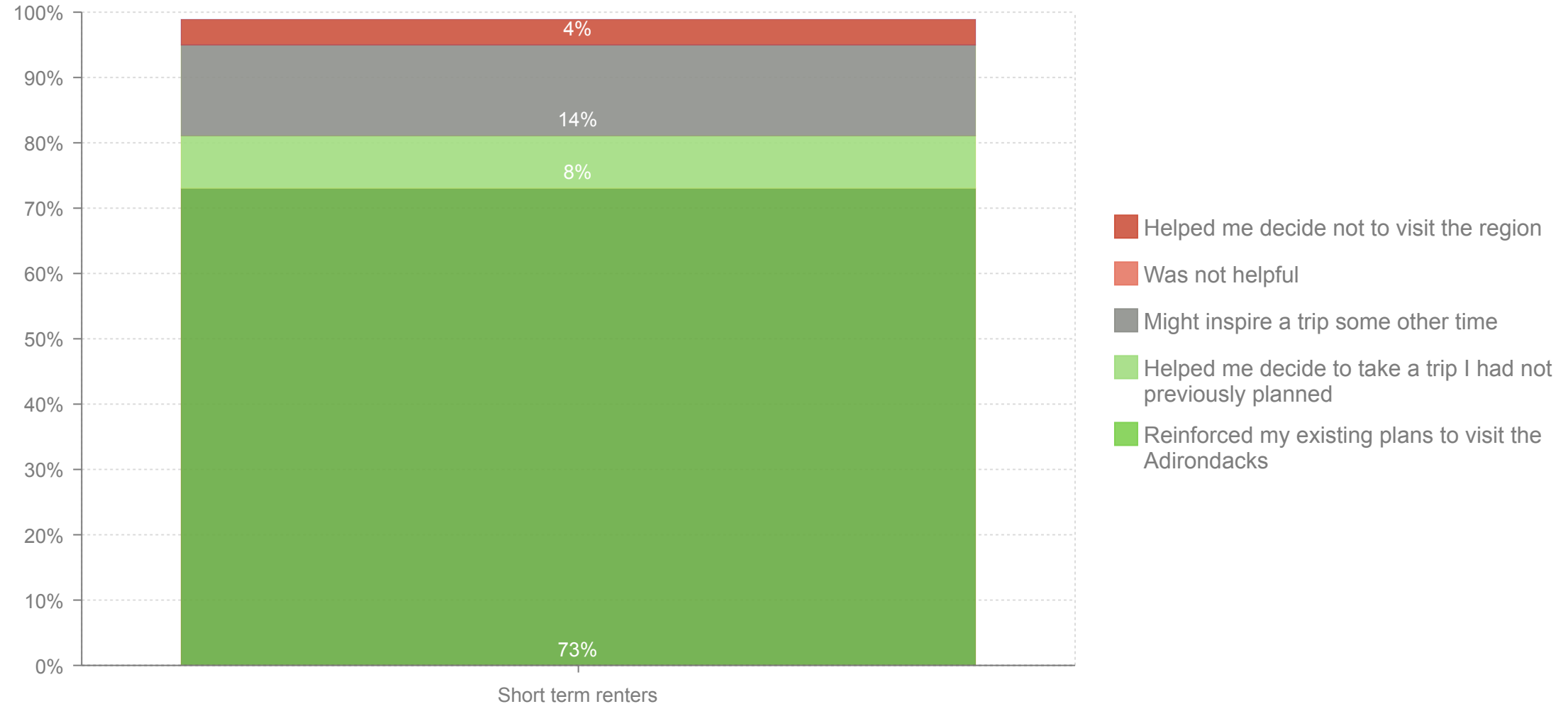
Hiking Breakdown

Short term renters



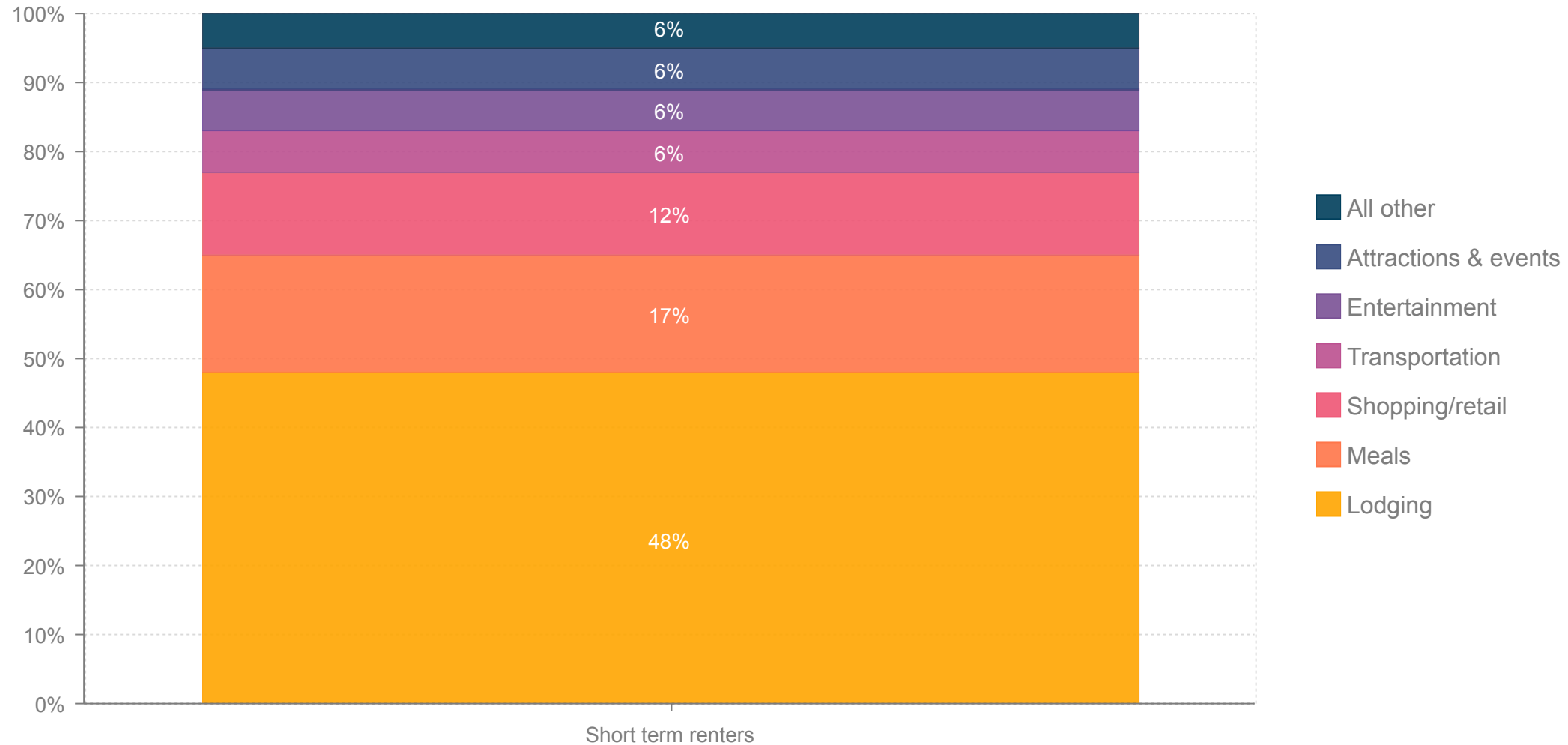
Conversion Rate from Viewing ROOST Marketing Materials

Short term renters



Total Expenditure Allocation by Category

Short term renters



Mean Party Expenditures

Short term renters

	Short term renters
Lodging	\$1,157
Meals	\$422
Shopping/retail	\$143
Transportation	\$291
Entertainment	\$135
Attractions & events	\$145
All other	\$141
Average total expenditure	\$2,434
Average daily expenditure	\$510



Short Term Renter Visitor Profile

ROOST

REGIONAL OFFICE of SUSTAINABLE TOURISM

adirondacks, usa

Visitor Profile

Short term renters

- A cross-tabulation of the regional visitors was completed to analyze the 501 traveler respondents who indicated that they stayed in short-term private home rentals.
- Average short term renter traveler party size is 5 persons versus 3.5 for all travelers to the region. While this declined from the 6.1 persons noted from 2018 travelers, it continues to be a substantially larger average visitor party size.
- Overall expenditures among this group were more than double that of the regional traveler and nearly 1/3 higher per day.
- The total trip expenditures of short term renters were \$2,434 and \$510 daily. This compares to \$1,191 total and \$383 daily for all regional travelers.

Visitor Profile

Short term renters

- All categories showed higher expenditure levels, however lodging accounted for the majority of this figure (\$1,157 among short term renters on average versus \$458 on average among all regional travelers).
- The reported average length of stay at 4.nights for short term renters is substantially higher than the average stay reported for all regional travelers (3.1).
- A slightly higher proportion of stays are noted among short term renters in peak summer and early fall (July-September) at 61% vs. 53% among all regional travelers. A substantially lower proportion of “off peak” spring/early summer travel (March to June) at 16% of all visits is noted among short-term renters than among all regional travelers (26%).

Visitor Profile

Short term renters

- Mean age of short term renters is slightly younger than the full regional group at 55 years (versus 56).
- Mean annual reported income is substantially higher among this group, at \$111,674 (versus \$98,907 among the full regional sample). The higher reported income among short-term renters has trended upward over the last two years.
- Short-term renters represent a sizable and growing (stable proportion this year) market that presents some challenges to the industry.
- Data gathered from this survey shows highly positive indications from this group, including longer visits, larger traveler parties, high expenditure levels across all categories, and higher household incomes.

Visitor Profile

Short term renters

- Short-term renters are also visiting during more “peak” seasons, which further impacts their expenditures, particularly in the lodging category.
- The higher expenditures of this group, on average, expand well beyond lodging costs into shopping, meals, and entertainment.
- Expressed use of short-term rentals, after growing for continuous years, has “leveled off” in the last two years.