Whiteface Region Brand Survey







adirondacks, usa



Respondent Information

Collector	Invitations	F
Adirondacks, USA email	151,527	
Paid Social Media	47,408	
Organic Social Media	2,077	
WFR Marketing Partners Email	174	
Total	201,186	

Each respondent was sorted into one of four segments based on their primary postal code and whether or not they had visited a town in the Whiteface Region in the past five years.

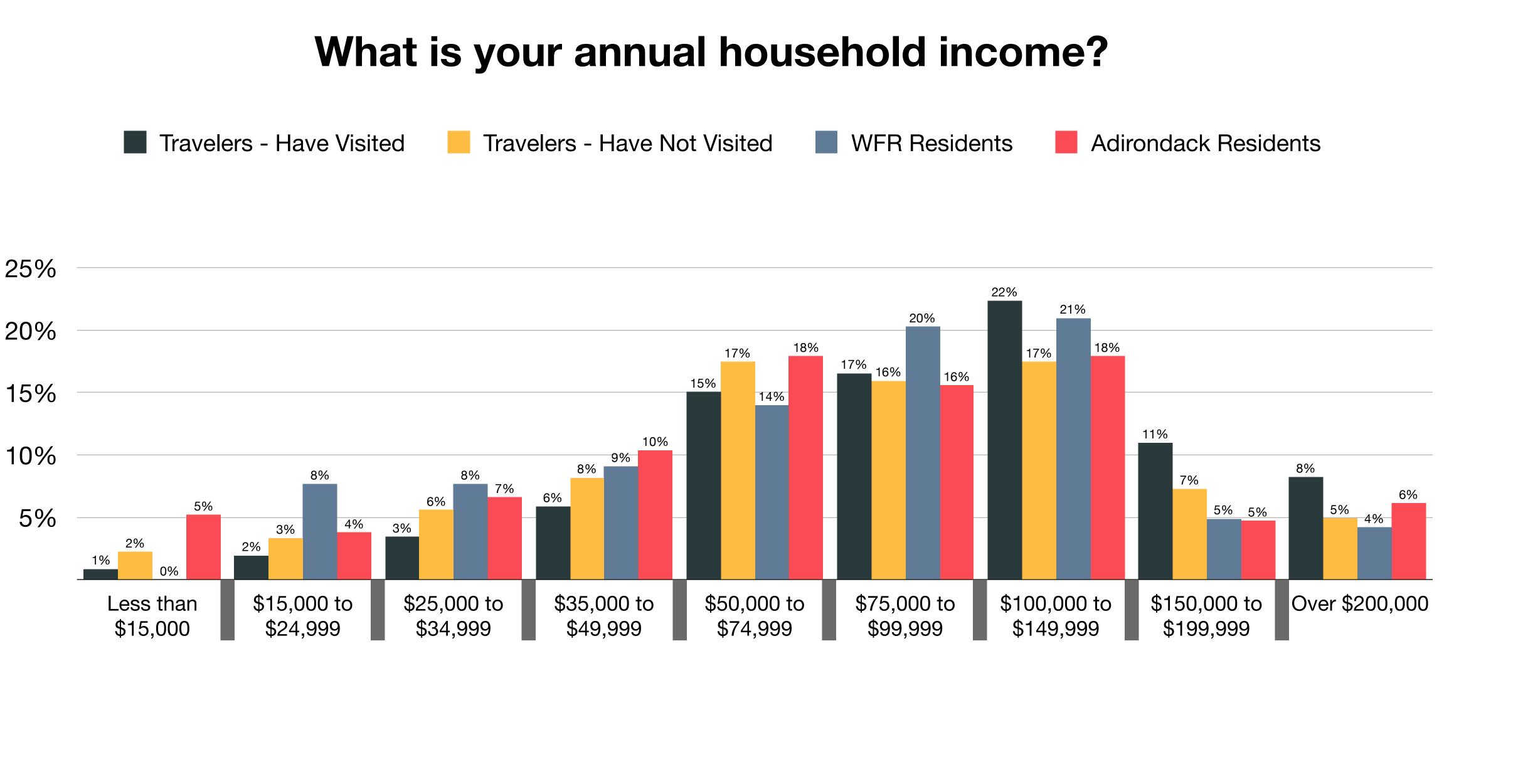
*The zip codes included in the Whiteface Region residents segments are 12912, 12941, 12987, and 12997.

Responses
2,418
698
211
72
3,399

Segments	Total Respondents
Travelers - Have Visited	1,395
Travelers - Have Not Visited	1,649
WFR Residents*	143
Adirondack Residents	212
Total	3,399







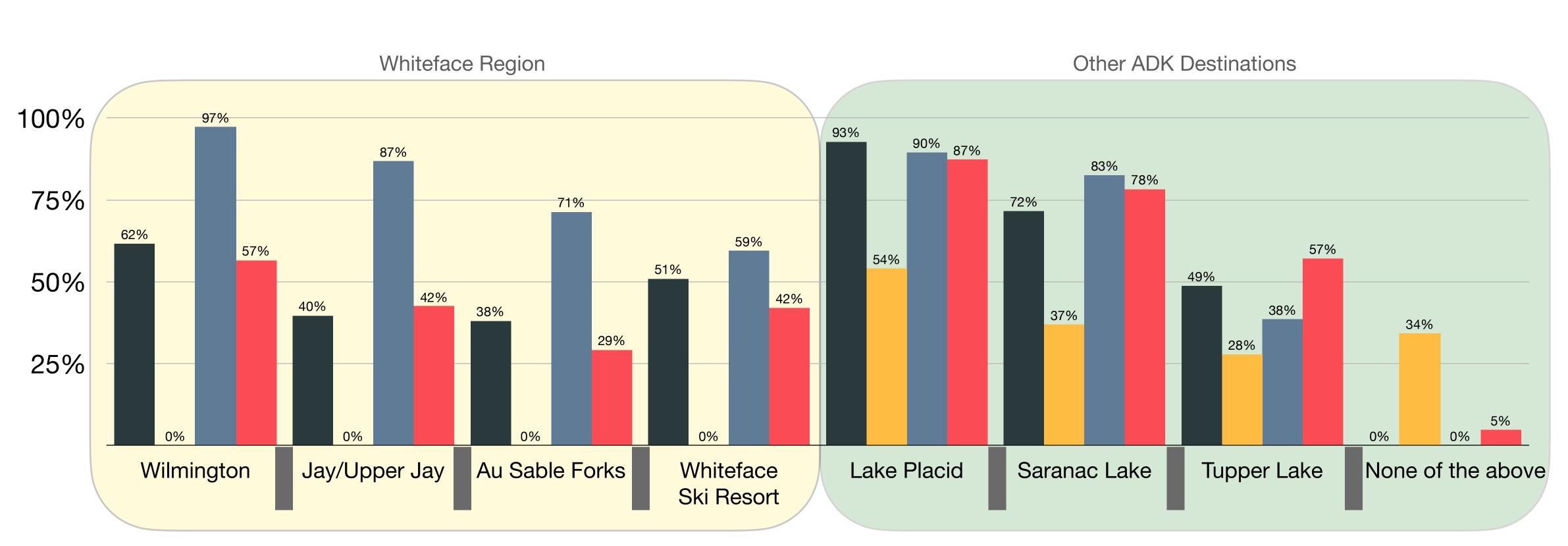


Please indicate which of the following Adirondack destinations you have spent time in over the last five years: (Select all that apply)

WFR Residents

Travelers - Have Visited

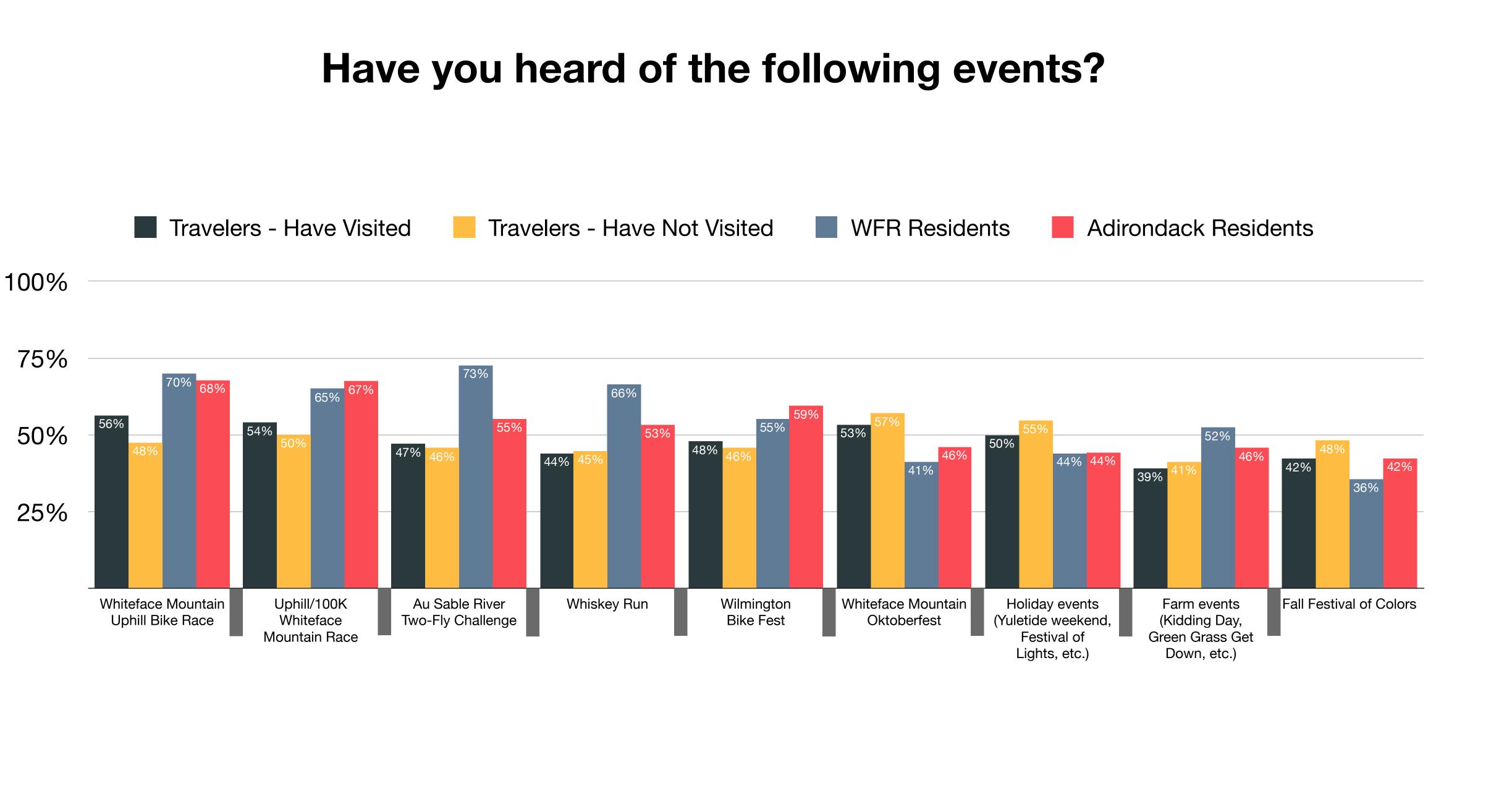
Travelers - Have Not Visited



54% of the travelers that visited Whiteface ski resort say they also went to Wilmington. 77% of visitors that say they went to Whiteface correctly answered that Whiteface is in Wilmington.



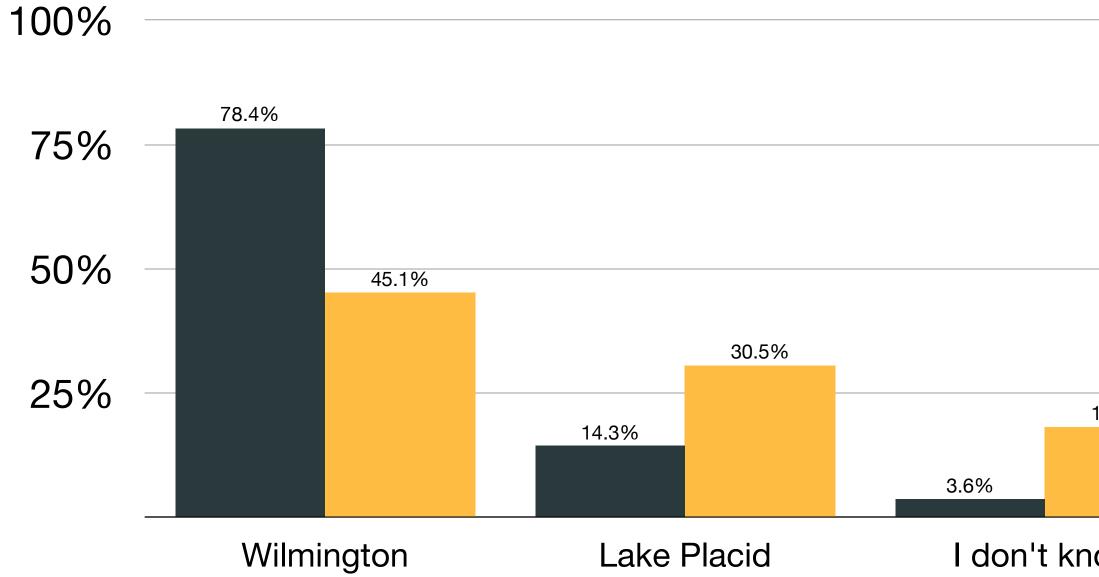
Adirondack Residents





In which town is Whiteface Mountain?

Traveler (has visited)

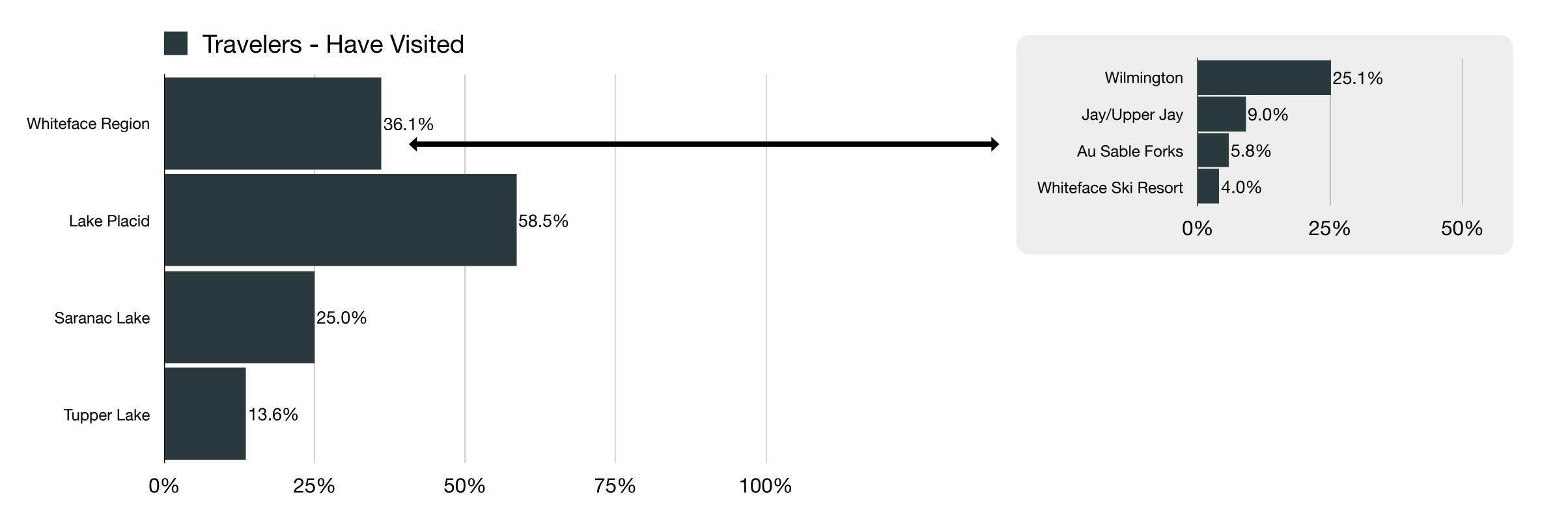


Traveler (hasn't visited)

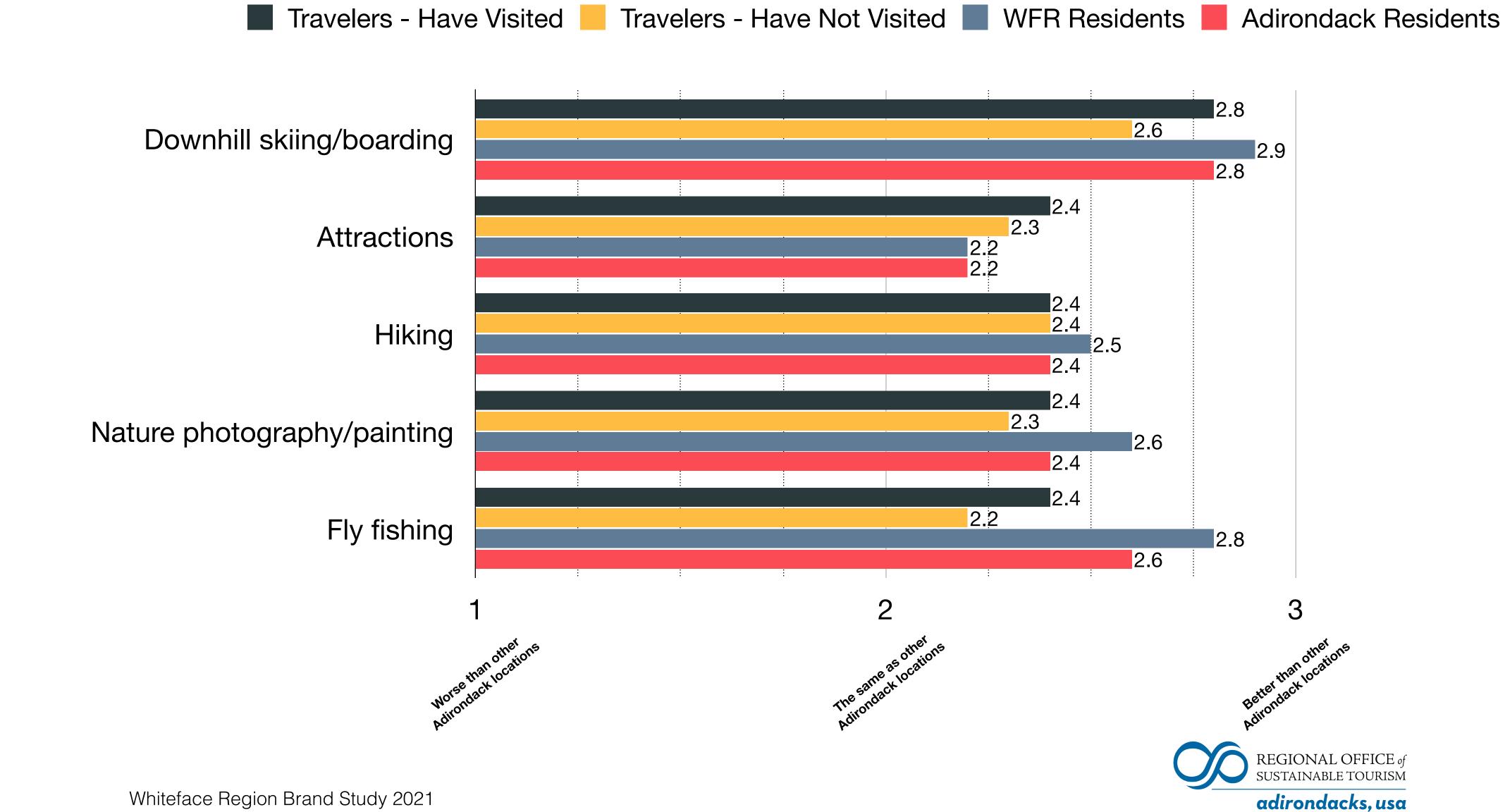
าอพ	Kee	ene	Ja	ay	Oth	her	
18.1%	2.1%	4.1%	1.7%	2.2%	0.0%	0.0%	



In the last five years, I have stayed overnight in the following towns:

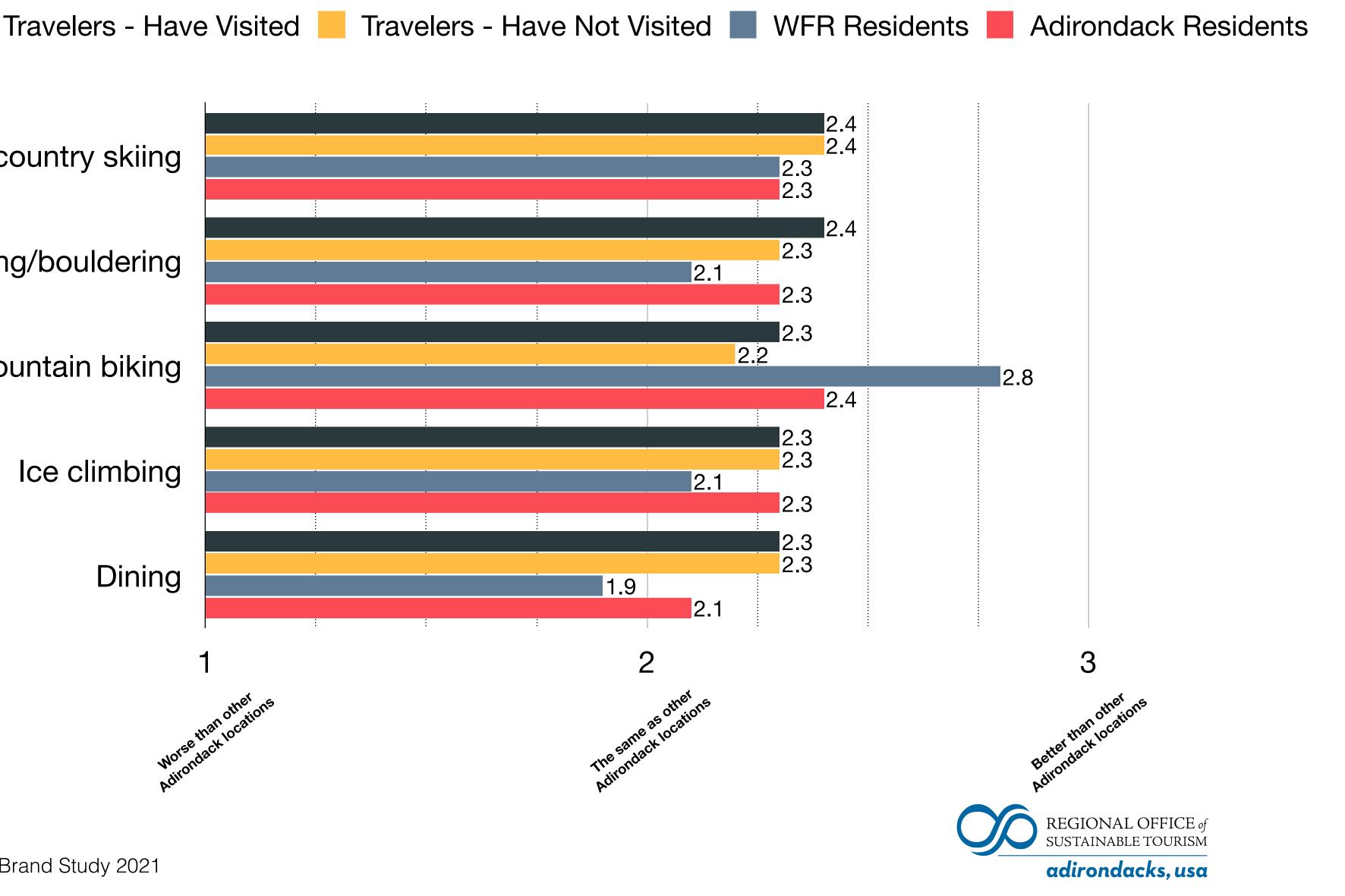




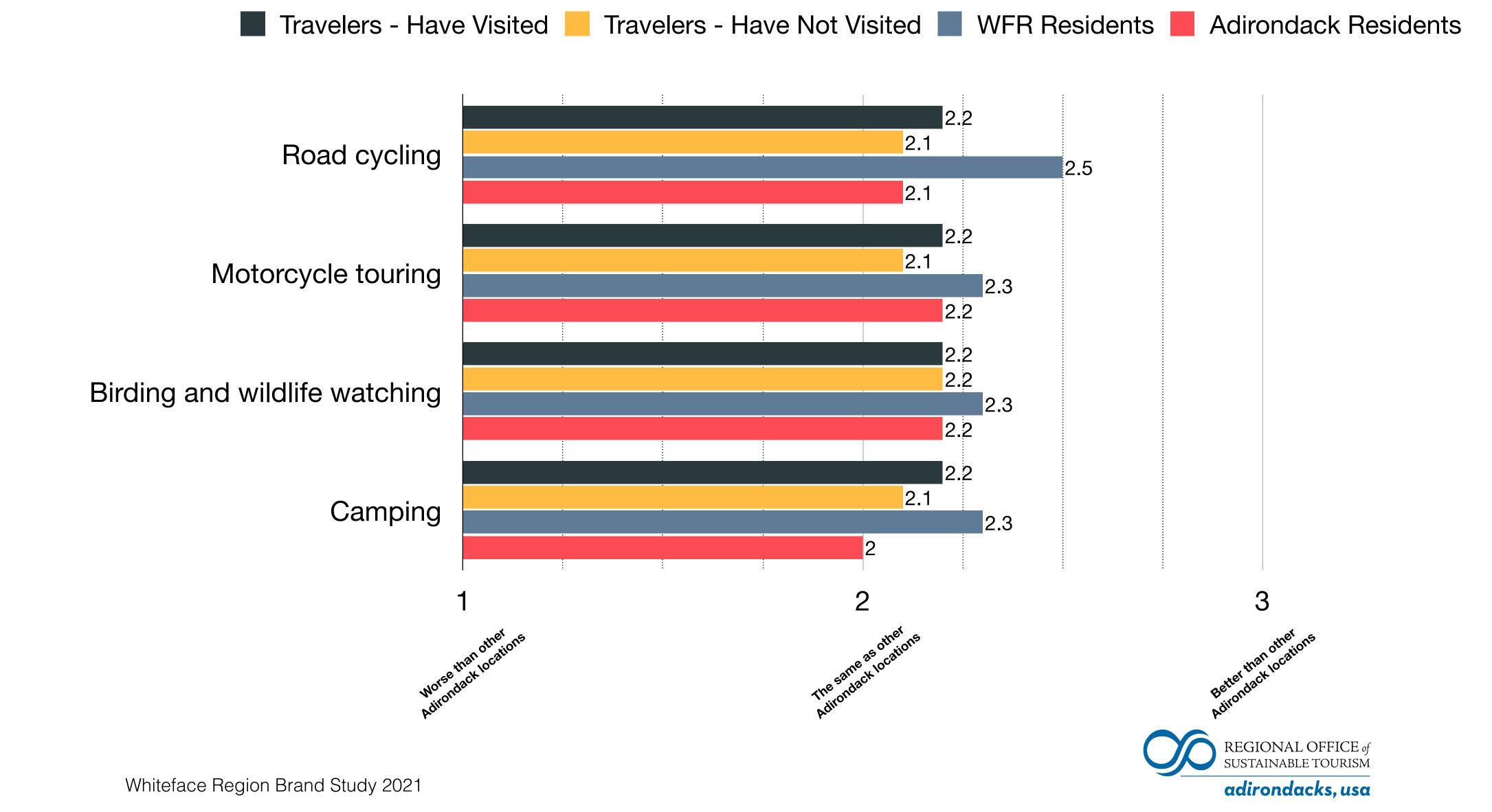




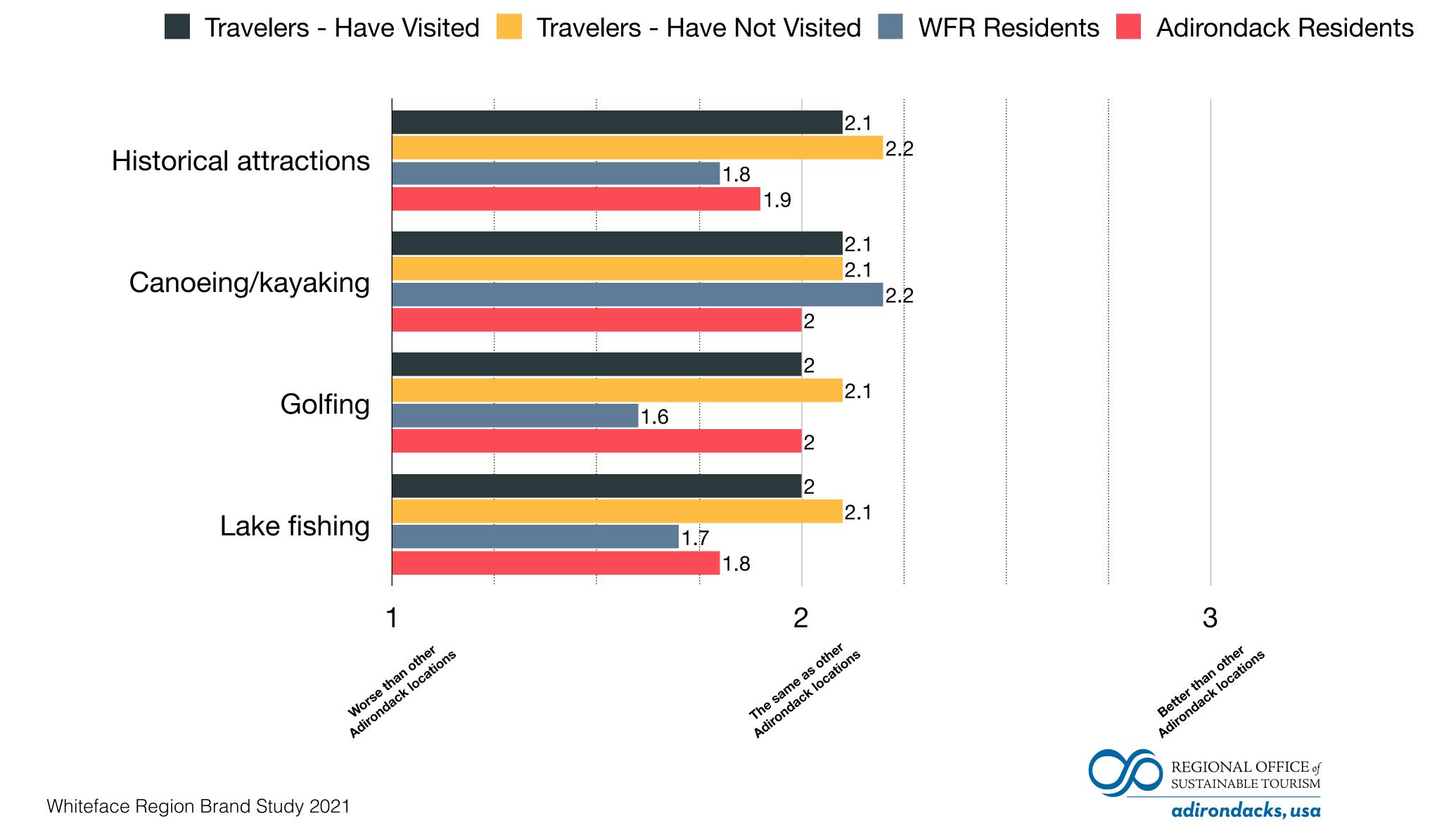
Snowshoeing/cross-country skiing Rock climbing/bouldering Mountain biking Ice climbing Dining Worse than other Adirondack locations



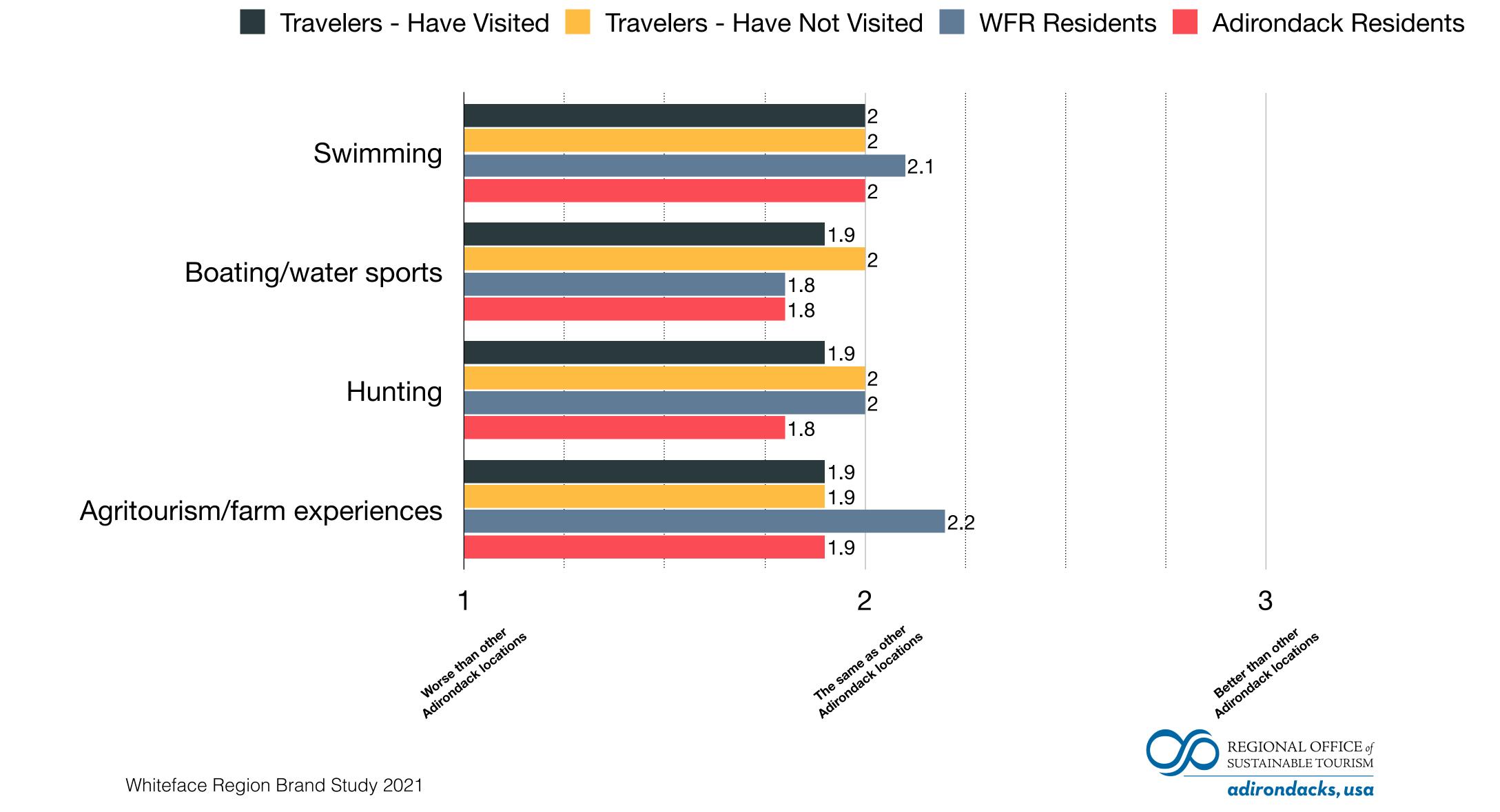














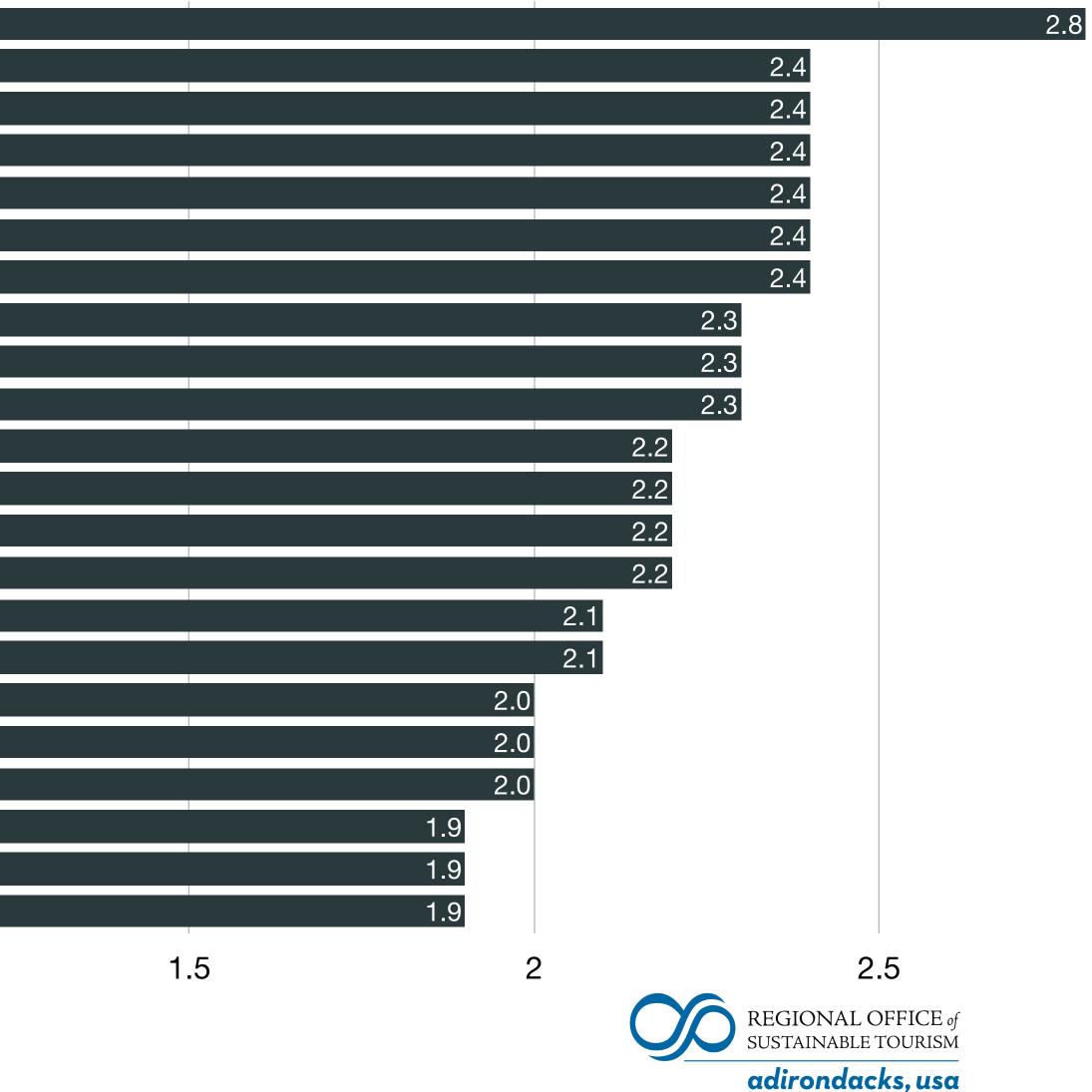
The following four slides show the same responses for each segment's opinion of activities in Whiteface Region, but each slide only shows one segment at a time.

Whiteface Region Brand Study 2021



Downhill skiing/boarding Attractions Hiking Nature photography/painting Fly fishing Snowshoeing/cross-country skiing Rock climbing/bouldering Mountain biking Ice climbing Dining Road cycling Motorcycle touring Birding and wildlife watching Camping **Historical attractions** Canoeing/kayaking Golfing Lake fishing Swimming Boating/water sports Hunting Agritourism / farm experiences

Travelers - Have Visited

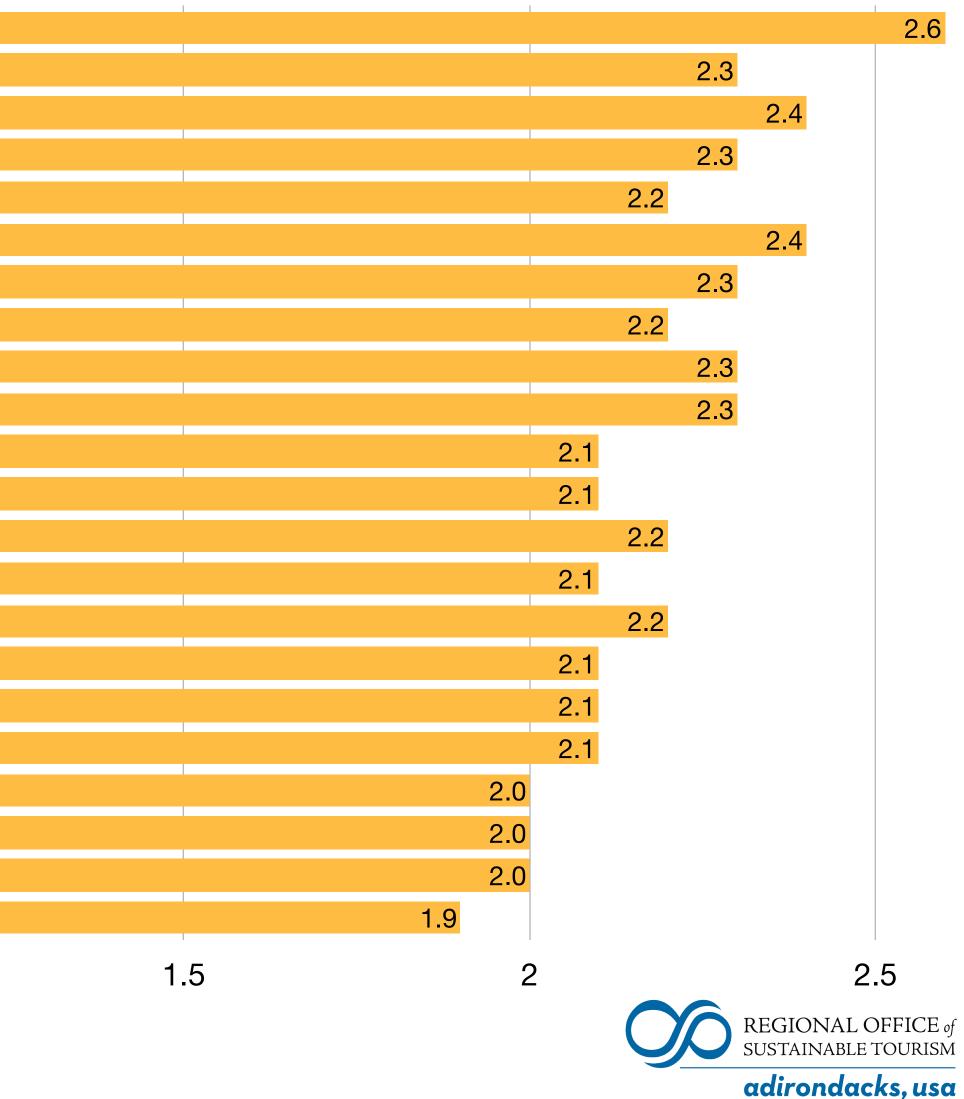






Downhill skiing/boarding Attractions Hiking Nature photography/painting Fly fishing Snowshoeing/cross-country skiing Rock climbing/bouldering Mountain biking Ice climbing Dining Road cycling Motorcycle touring Birding and wildlife watching Camping Historical attractions Canoeing/kayaking Golfing Lake fishing Swimming Boating/water sports Hunting Agritourism / farm experiences

Travelers - Have Not Visited

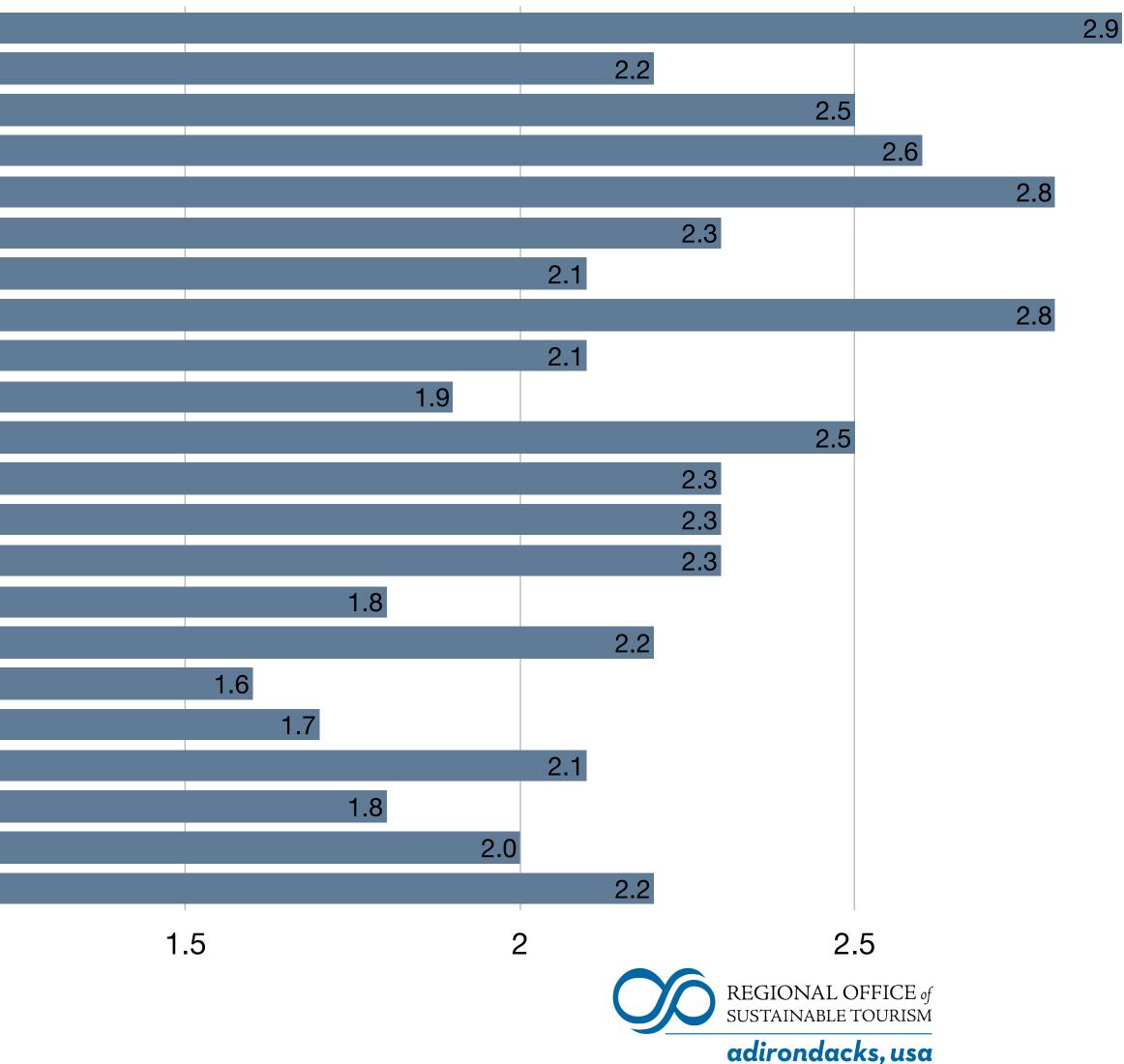






Downhill skiing/boarding Attractions Hiking Nature photography/painting Fly fishing Snowshoeing/cross-country skiing Rock climbing/bouldering Mountain biking Ice climbing Dining Road cycling Motorcycle touring Birding and wildlife watching Camping Historical attractions Canoeing/kayaking Golfing Lake fishing Swimming Boating/water sports Hunting Agritourism / farm experiences

WFR Residents

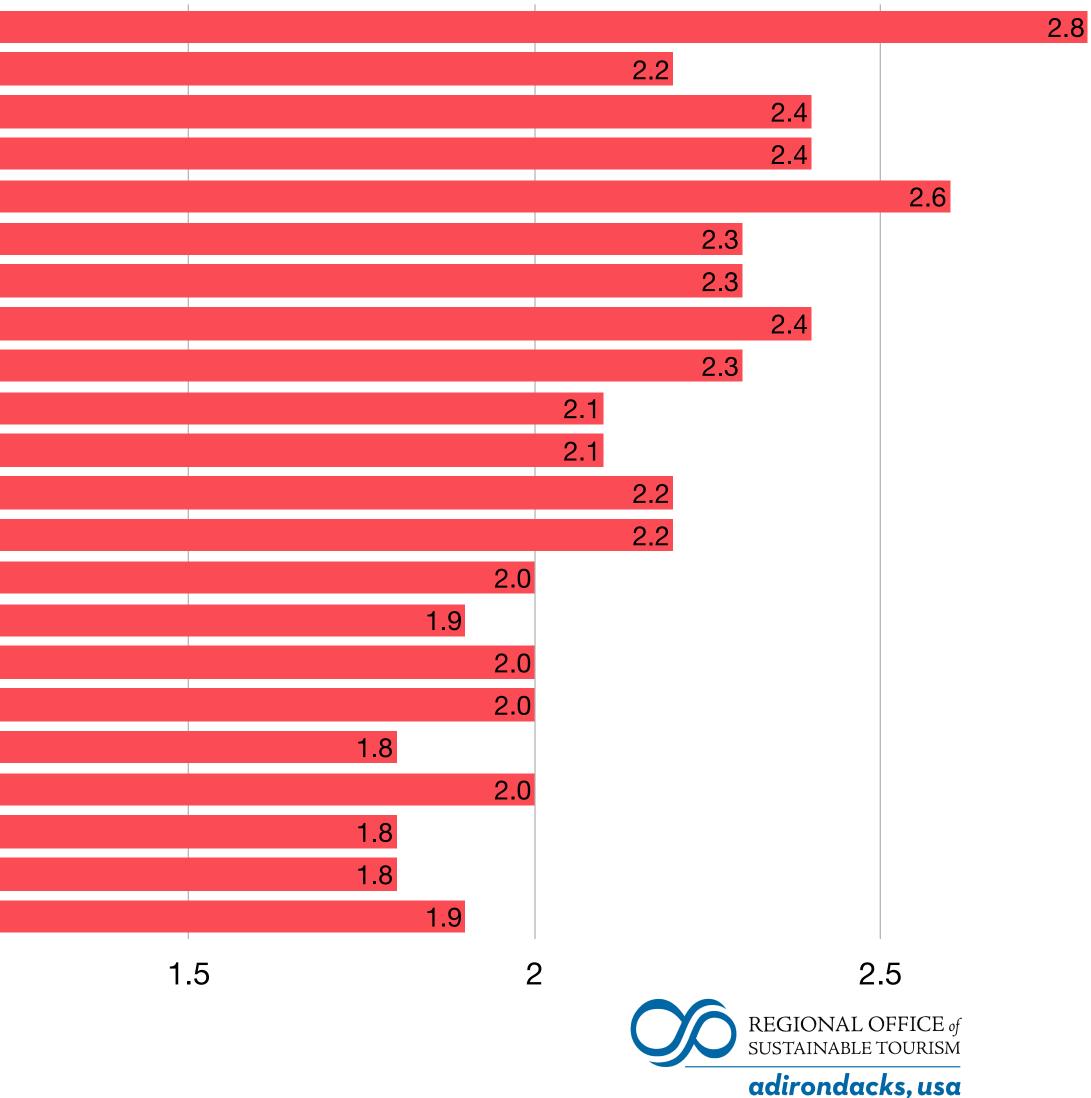






Downhill skiing/boarding Attractions Hiking Nature photography/painting Fly fishing Snowshoeing/cross-country skiing Rock climbing/bouldering Mountain biking Ice climbing Dining Road cycling Motorcycle touring Birding and wildlife watching Camping Historical attractions Canoeing/kayaking Golfing Lake fishing Swimming Boating/water sports Hunting Agritourism / farm experiences

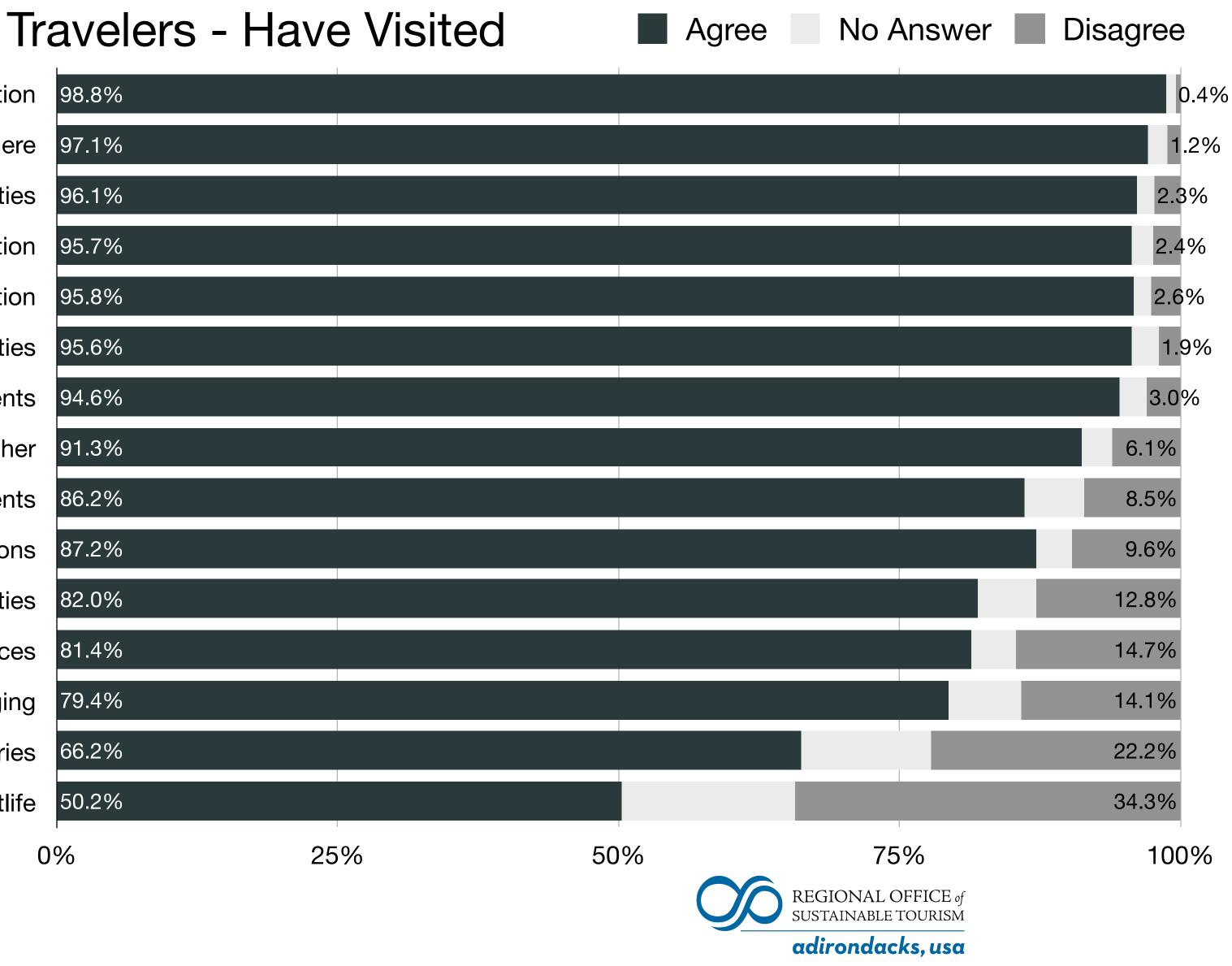
Adirondack Residents







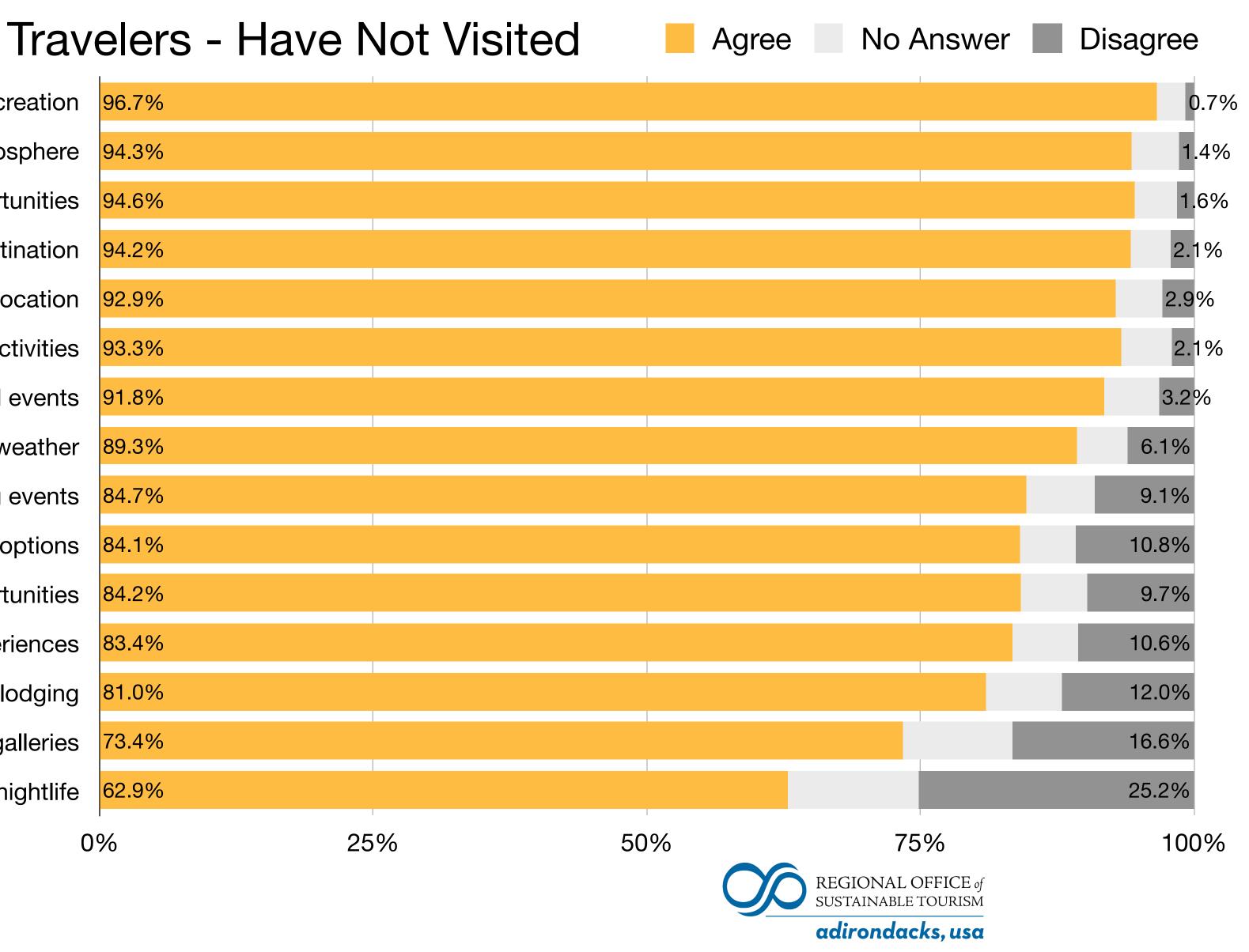
It is great for outdoor recreation	98.8%
It has a family-friendly atmosphere	97.1%
It has a wide variety of sightseeing opportunities	96.1%
It is a calm, relaxing destination	95.7%
It is a safe, worry-free location	95.8%
It has authentic experiences and unique activities	95.6%
It has exciting and fun activities and events	94.6%
It has ideal seasonal weather	91.3%
It is a good location for spectating or participating in sporting events	86.2%
It has affordable travel, lodging, and dining options	87.2%
It offers fine-dining opportunities	82.0%
It has stores that feature a variety of shopping experiences	81.4%
It has elegant and sophisticated choices in lodging	79.4%
It's a good place for viewing and purchasing local art at galleries	66.2%
It has quality live music and exciting nightlife	50.2%
C	%





	1
It is great for outdoor recreation	96.7%
It has a family-friendly atmosphere	94.3%
It has a wide variety of sightseeing opportunities	94.6%
It is a calm, relaxing destination	94.2%
It is a safe, worry-free location	92.9%
It has authentic experiences and unique activities	93.3%
It has exciting and fun activities and events	91.8%
It has ideal seasonal weather	89.3%
is a good location for spectating or participating in sporting events	84.7%
It has affordable travel, lodging, and dining options	84.1%
It offers fine-dining opportunities	84.2%
It has stores that feature a variety of shopping experiences	83.4%
It has elegant and sophisticated choices in lodging	81.0%
It's a good place for viewing and purchasing local art at galleries	73.4%
It has quality live music and exciting nightlife	62.9%
0%	

lt



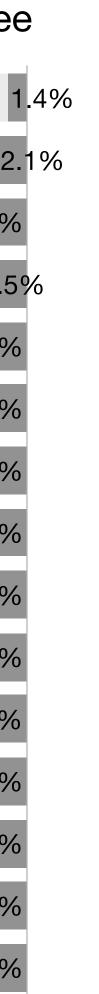


WFR

It is great for outdoor recreation	97.9%
It has a family-friendly atmosphere	95.8%
It has a wide variety of sightseeing opportunities	93.0%
It is a calm, relaxing destination	95.1%
It is a safe, worry-free location	90.9%
It has authentic experiences and unique activities	90.9%
It has exciting and fun activities and events	81.8%
It has ideal seasonal weather	87.4%
It is a good location for spectating or participating in sporting events	78.3%
It has affordable travel, lodging, and dining options	80.4%
It offers fine-dining opportunities	52.5%
It has stores that feature a variety of shopping experiences	45.5%
It has elegant and sophisticated choices in lodging	38.5%
It's a good place for viewing and purchasing local art at galleries	58.7%
It has quality live music and exciting nightlife	31.5%
0%	

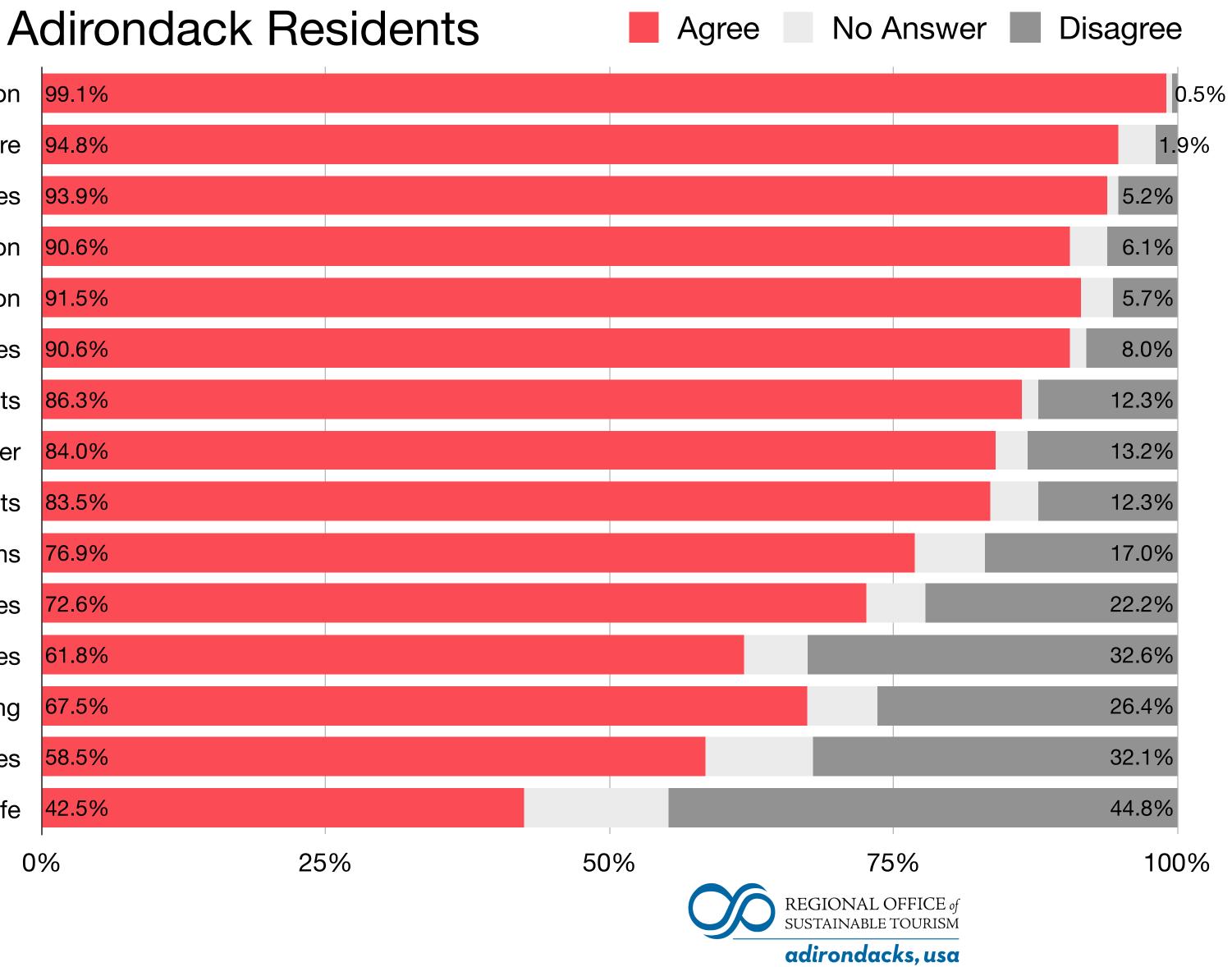
Residents		Agree	No Answer	Disag	re
					2
				5	.6%
					3.
				7	.0%
				5	.6%
				16	.8%
				10	.5%
				18	.2%
				18	.2%
				43	.4%
				49	.0%
				55	.9%
				38	.5%
				62	.9%
25%	50%		75% GIONAL OFFICE of TAINABLE TOURISM		1(



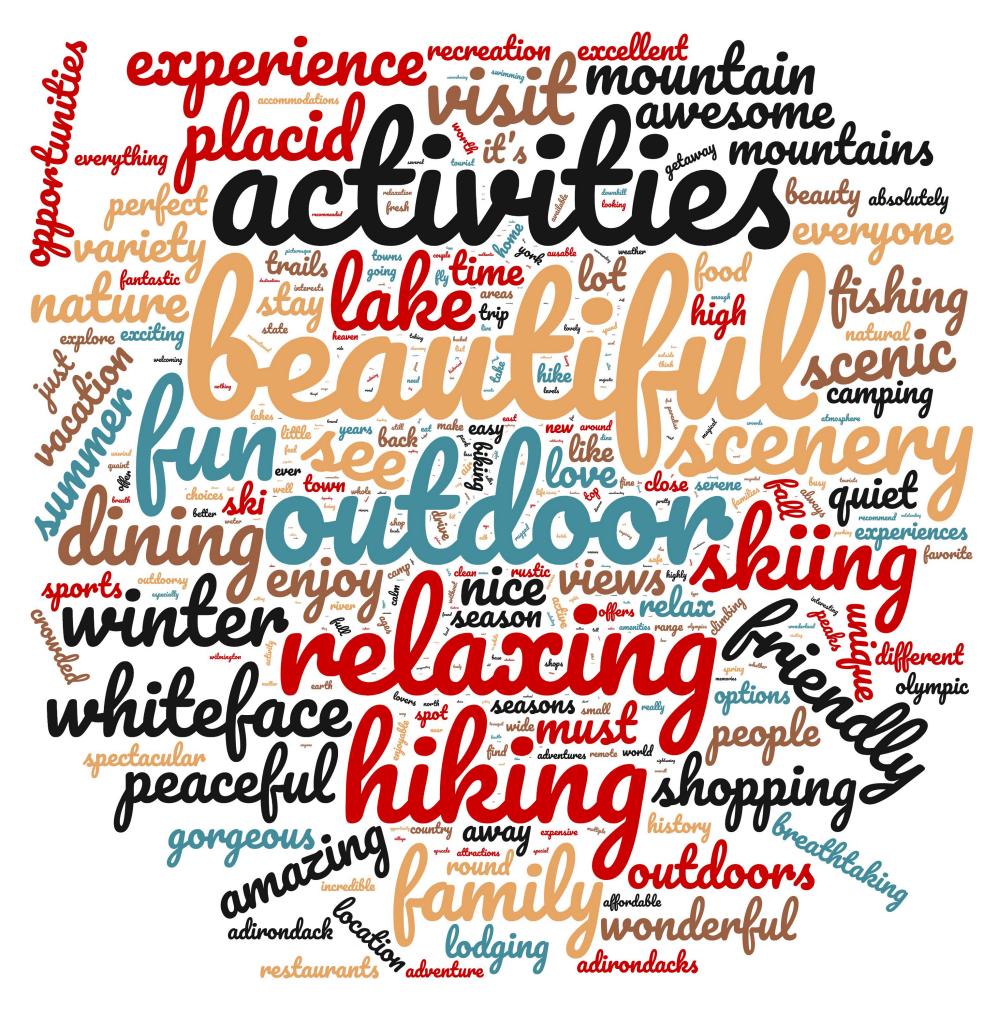


00%

It is great for outdoor recreation	99.1%
It has a family-friendly atmosphere	94.8%
It has a wide variety of sightseeing opportunities	93.9%
It is a calm, relaxing destination	90.6%
It is a safe, worry-free location	91.5%
It has authentic experiences and unique activities	90.6%
It has exciting and fun activities and events	86.3%
It has ideal seasonal weather	84.0%
It is a good location for spectating or participating in sporting events	83.5%
It has affordable travel, lodging, and dining options	76.9%
It offers fine-dining opportunities	72.6%
It has stores that feature a variety of shopping experiences	61.8%
It has elegant and sophisticated choices in lodging	67.5%
It's a good place for viewing and purchasing local art at galleries	58.5%
It has quality live music and exciting nightlife	42.5%
\sim	0/







Whiteface Region Brand Study 2021

Travelers - Have Visited





Whiteface Region Brand Study 2021

Travelers - Have Not Visited





Whiteface Region Brand Study 2021

WFR Residents



Adirondack Residents



Whiteface Region Brand Study 2021



"A classic Adirondack setting, with breathtaking beauty, world-class skiing and riding, small communities, and plenty of outdoor fun."

> "You will definitely get more of a local feel rather than a tourist one." Ask a local for a few good spots to explore and you will have a great small-town experience."

"Step away from the technology here and enjoy the incredible natural beauty that surrounds you. Different from other areas of the Adirondacks nearby because of pastoral hills and farmland, but still has a wild, rugged feel. You can do everything or just sit back, relax, and do nothing; it's a great place for both."



"Premier fly fishing area. Great for biking, hiking, camping and viewing nature. Low-cost options for family dining with Lake Placid close by for shopping and expanded dining possibilities."

"It has everything a family loves to do without the crowds! The 10mile drive between Lake Placid and Wilmington is one of the most beautiful in the USA."

"Perfect for outdoor activities for all skill levels including hiking, tours, skiing, and sightseeing."



"A place to get away from the city, noise and people but still be close to everything."

"Quiet communities with tons of recreation options, a variety of outdoor attractions, and a family-friendly atmosphere. It's a yearround place to visit with something special to do in every season."

"An area with small-town vibes. Great area to stay if you're looking for Airbnb. It has mountain biking and cool farms and agritourism. Great for the outdoorsy adventurer. Great day-trip for the 'family fun' adventurer. While it maybe is not the best overnight destination for a hotel, pool, shopping, dining, etc., all of those things are within reach of an easy drive."



- A majority of travelers are aware that Whiteface Mountain is in the town of Wilmington.
- For the traveler, some of the assets of the High Peaks Region appear to be associated with the Whiteface Region.
- The Whiteface Region's biggest draws are skiing, fly fishing, and mountain biking.
- Many open-ended responses from travelers draw attention to the spectrum of activities and lodging available in the region, making it more approachable to a wide audience.

Key Findings



