

ROOST

Adirondack Mountain Bike Survey



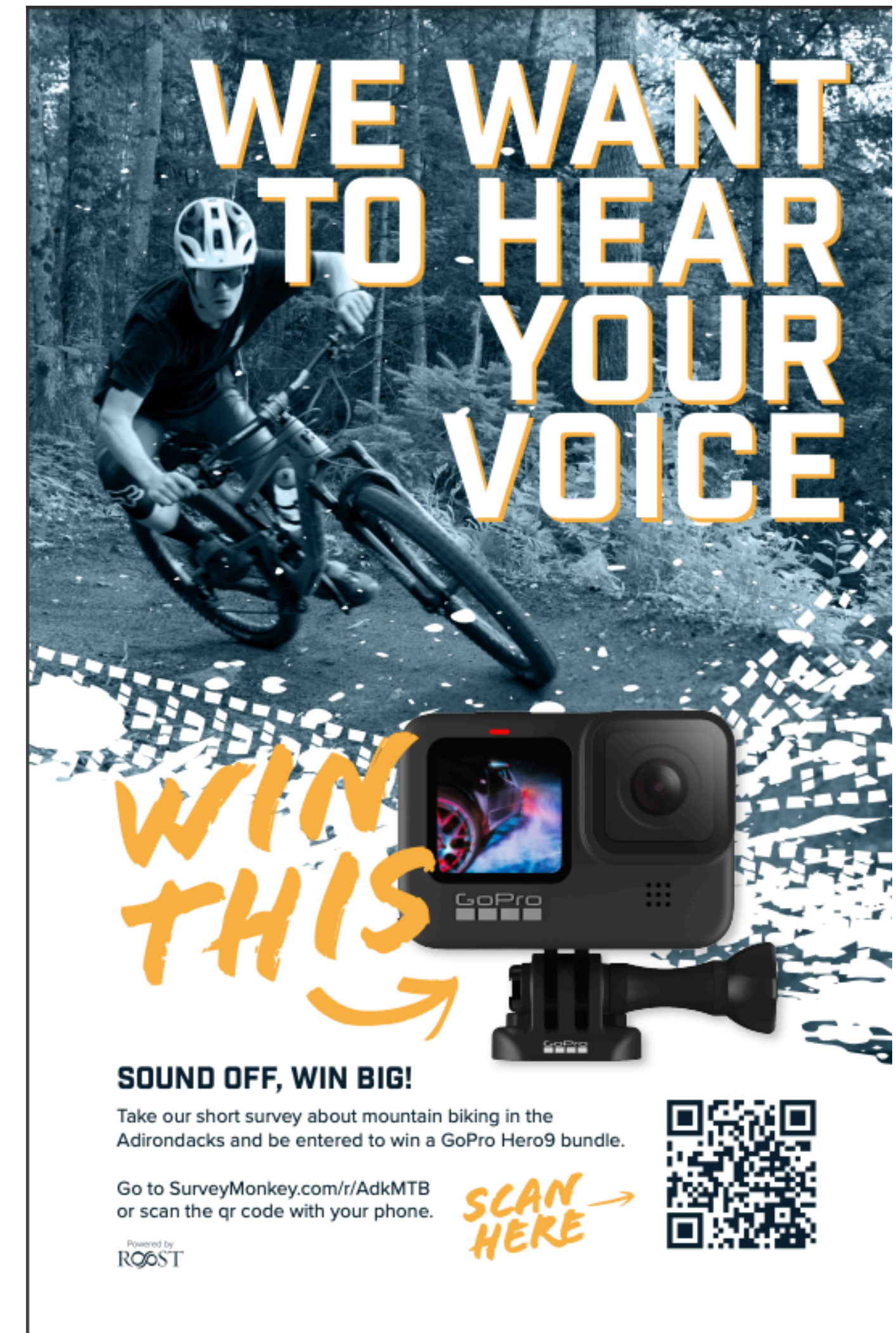
January 2022

Methodology (1/2)

- In 2021 ROOST partnered with organizations that build and maintain mountain bike trails throughout the Adirondacks to gain insight into the growing hobby of mountain biking and provide these organizations with information about the mountain bikers that travel to the Adirondacks and how they plan their trips, as well as the types of trails these travelers prefer and their spending habits to assist in their planning and help secure funding.
- The organizations that assisted in the creation and distribution of the survey were Bark Eater Trails Alliance, The Hub (Brant Lake, NY), Adirondack Foothills Trail Alliance, Wilderness Property Management, Upper Hudson Trail Alliance, High Peaks Cyclery, Solace Cycles, Otis Mountain, Cadence Lodge, Cloud-Splitter Outfitters, Chasm Riders, Town of Tupper Lake, Petals and Pedals, Town of Long Lake, and Dewey Mountain.
- The survey collected 3,649 total completed responses, of which 1,003 were mountain bikers living outside of the Adirondacks.
- Responses were used to determine whether or not the respondents were mountain bikers, if they've mountain biked in the Adirondacks, and whether they're travelers or residents of the Adirondacks to create the segments shown in the charts within this presentation.

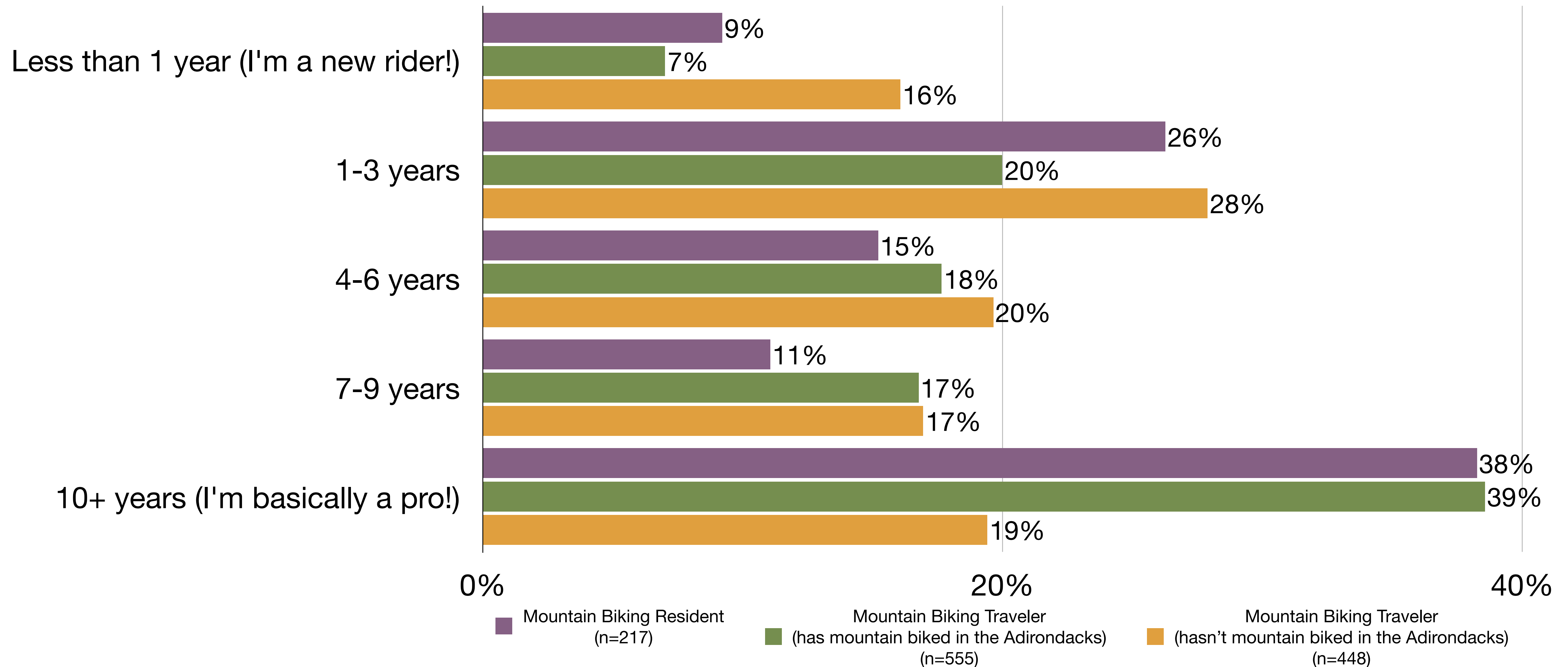
Methodology (2/2)

- Respondents were invited by email (through ROOST's Adirondacks, USA) list as well as through invitations from the aforementioned organizations that ROOST partnered with to conduct the survey, posters displayed throughout the region, organic social media posts, and a paid social media ad targeting mountain bikers in the northeast. The survey began June 4, 2021 and was closed at the end of the mountain bike season on October 21, 2021. Respondents were incentivized to take the survey with the chance to win a GoPro camera bundle.



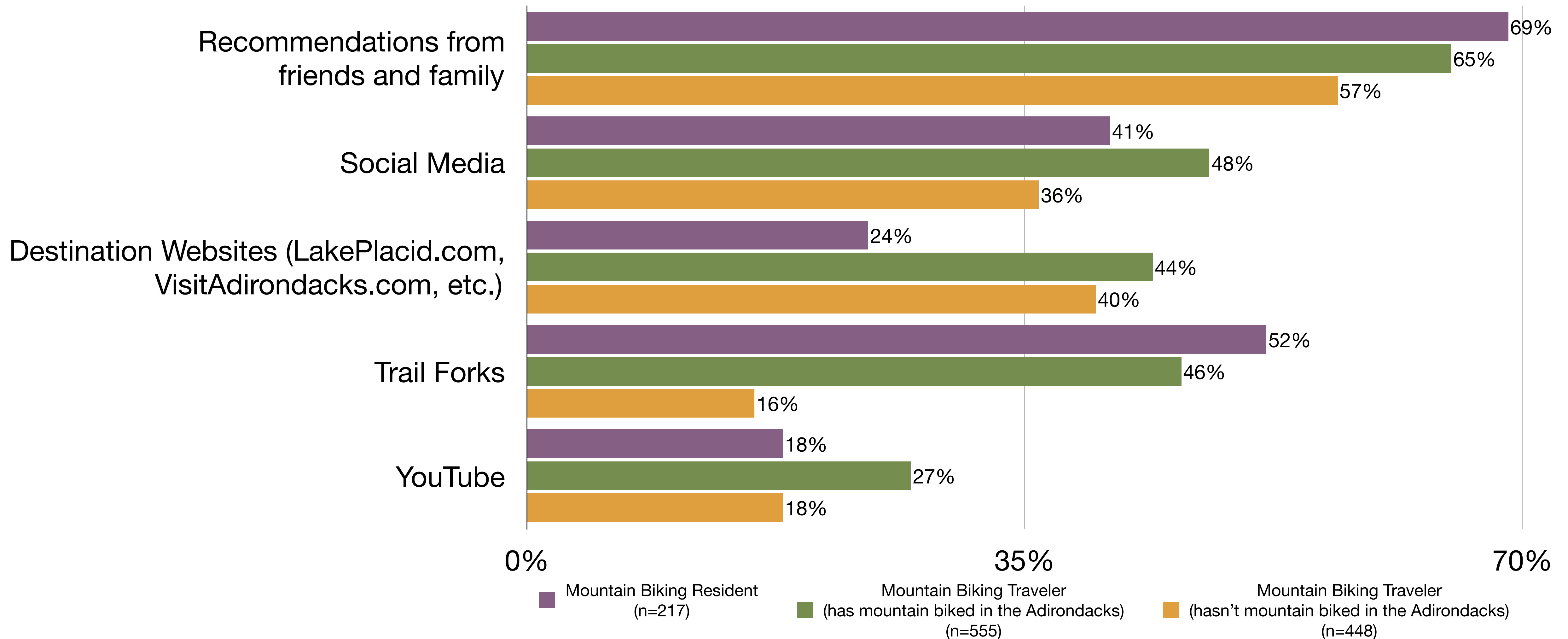
Experience Level

How long have you been mountain biking?



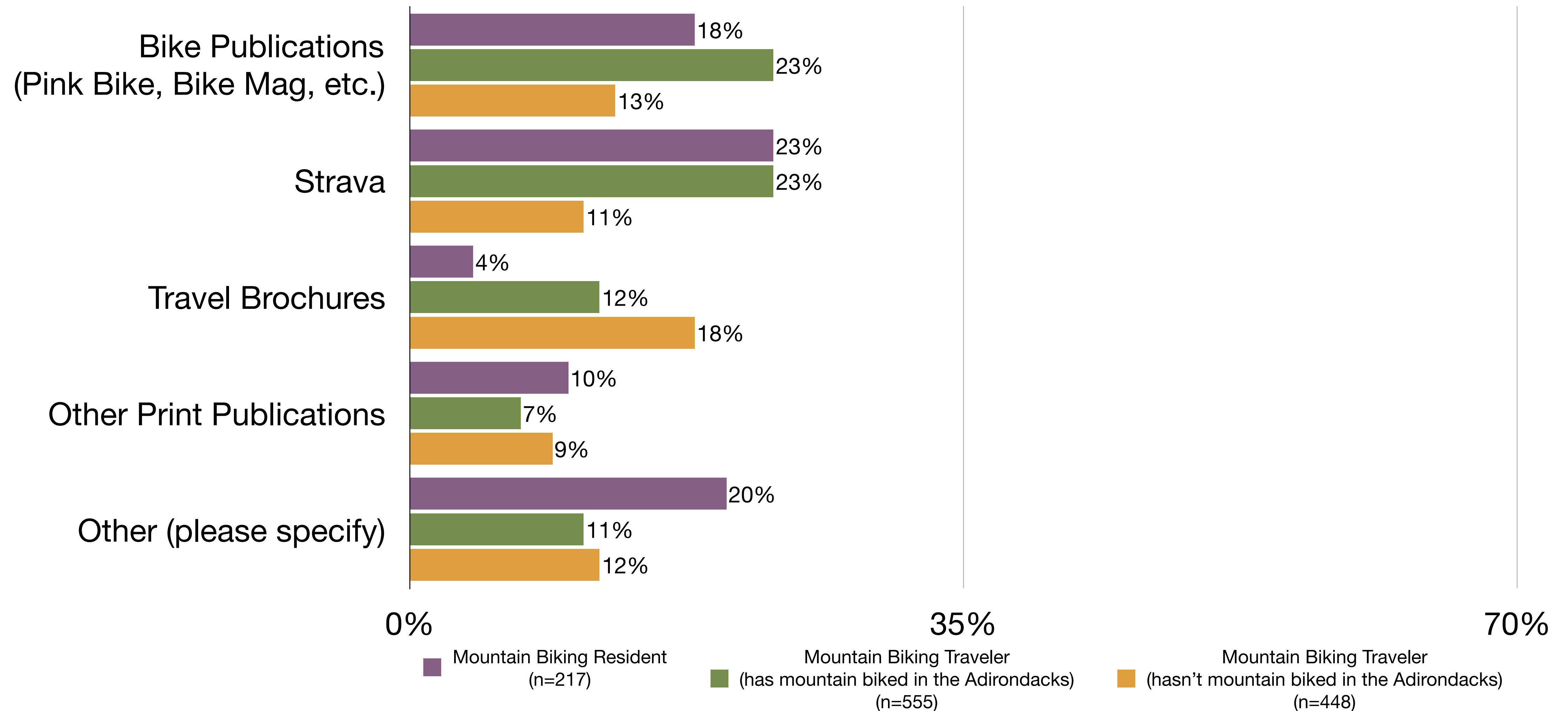
Trip Planning and Research (1/2)

What sources do you use to plan your mountain biking trips?



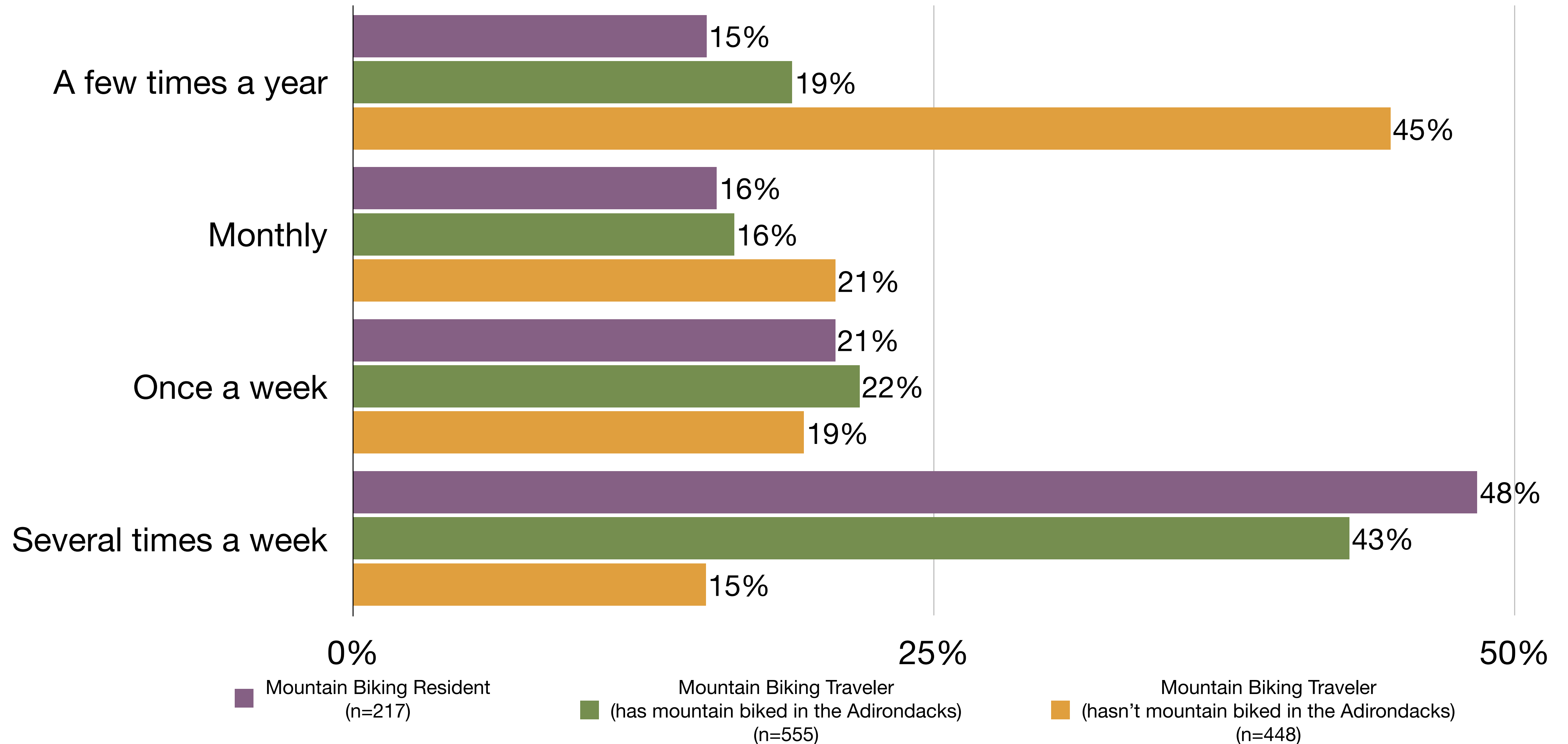
Trip Planning and Research (2/2)

What sources do you use to plan your mountain biking trips?



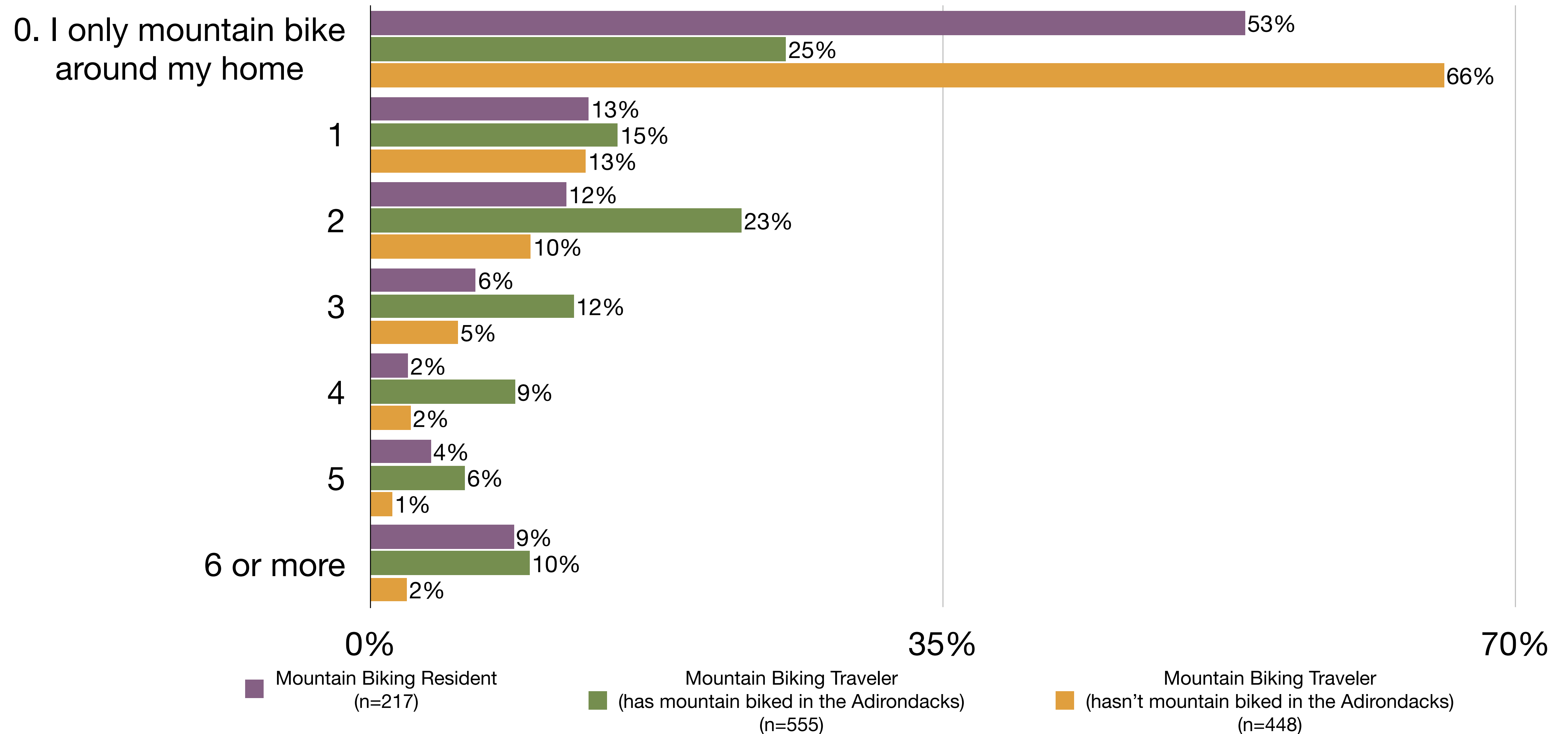
Mountain Biking Frequency

How often do you mountain bike?



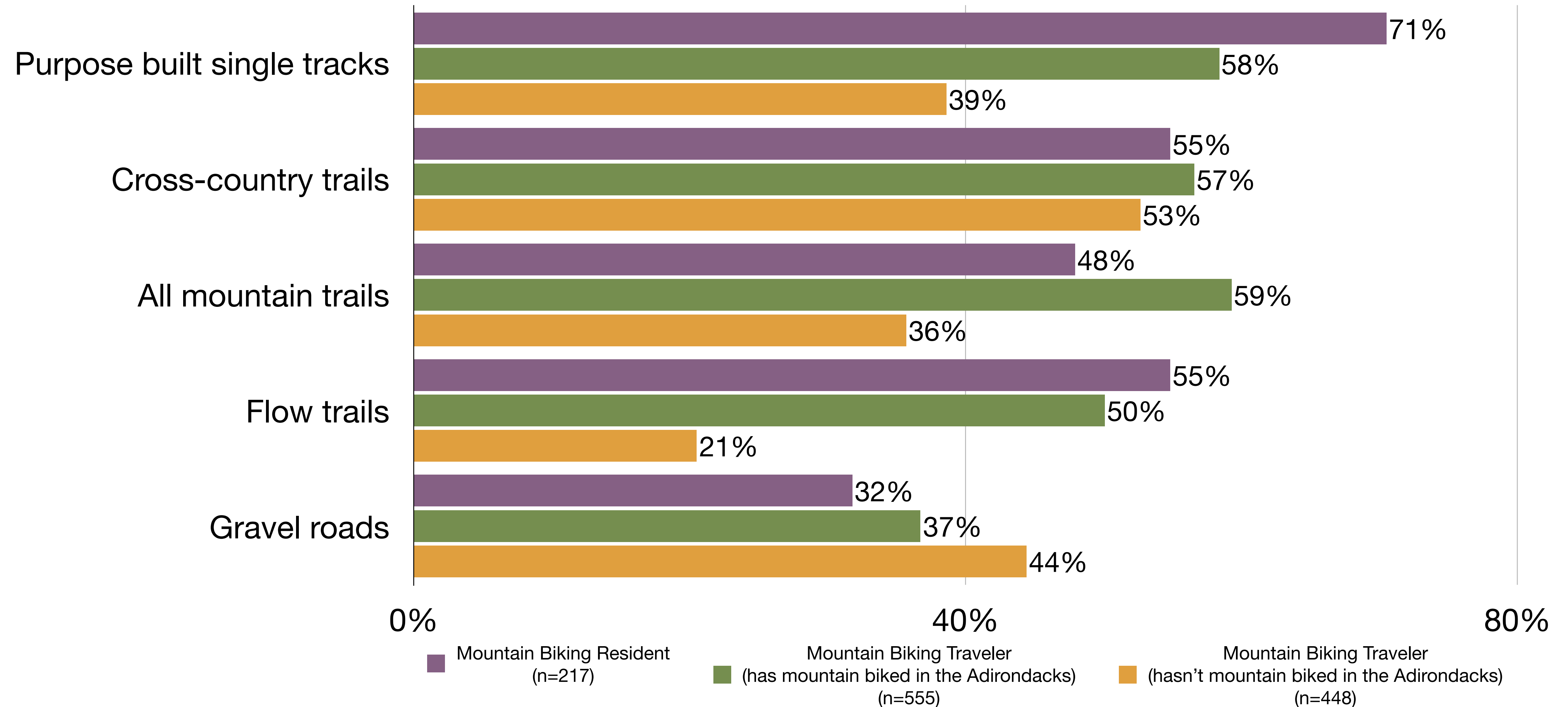
Annual Trip Count

On average, how many overnight mountain bike trips do you take annually?



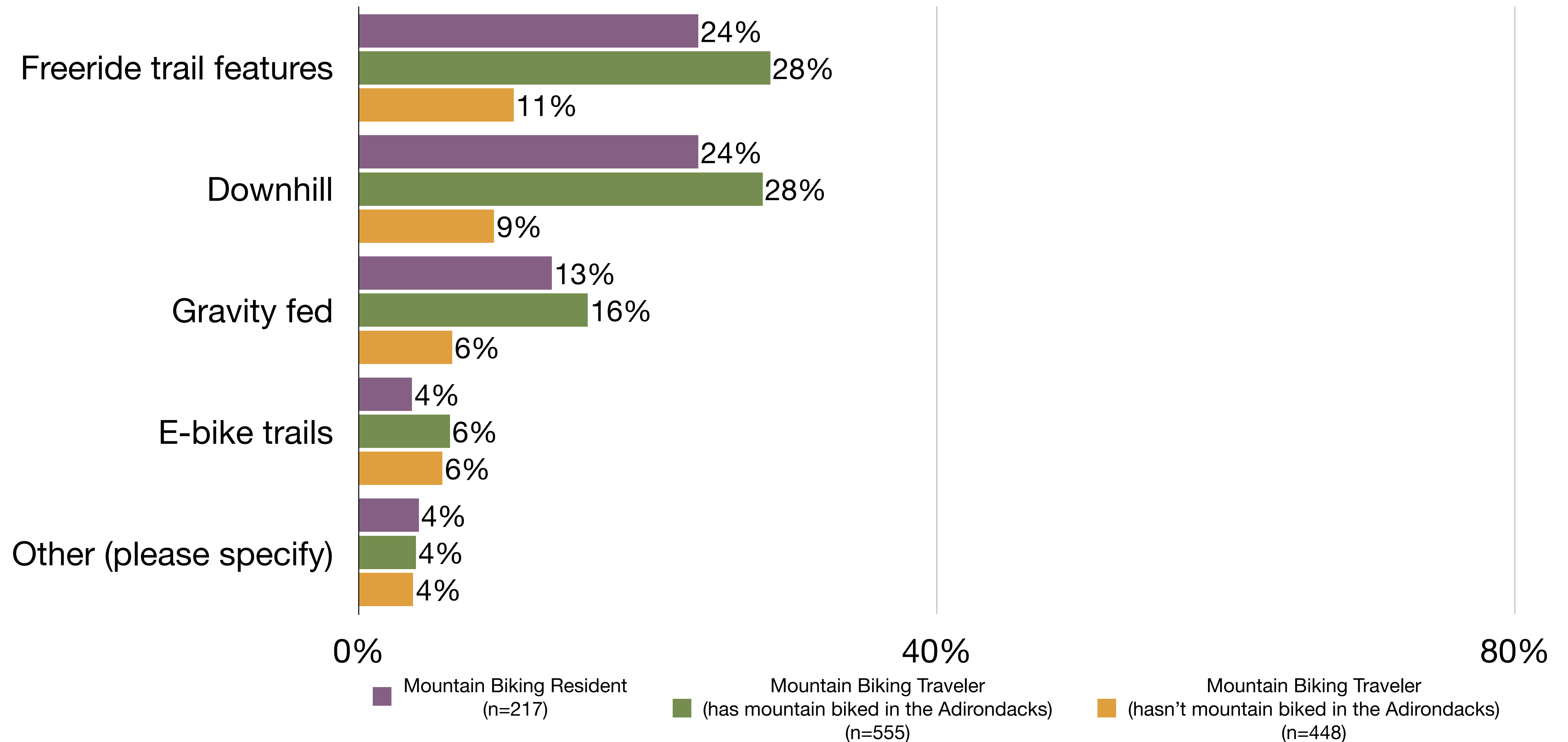
Mountain Bike Trail Preferences (1/2)

What types of mountain biking do you prefer?



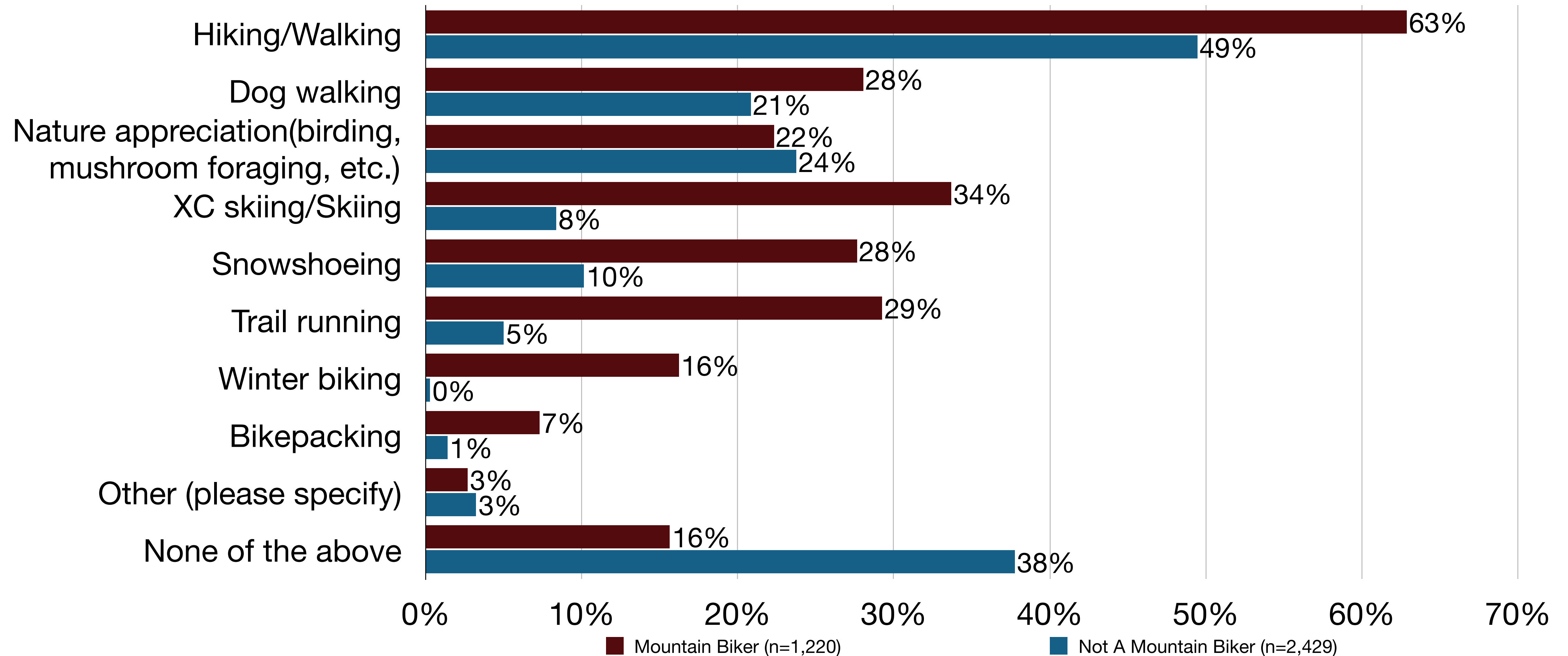
Mountain Bike Trail Preferences (2/2)

What types of mountain biking do you prefer?



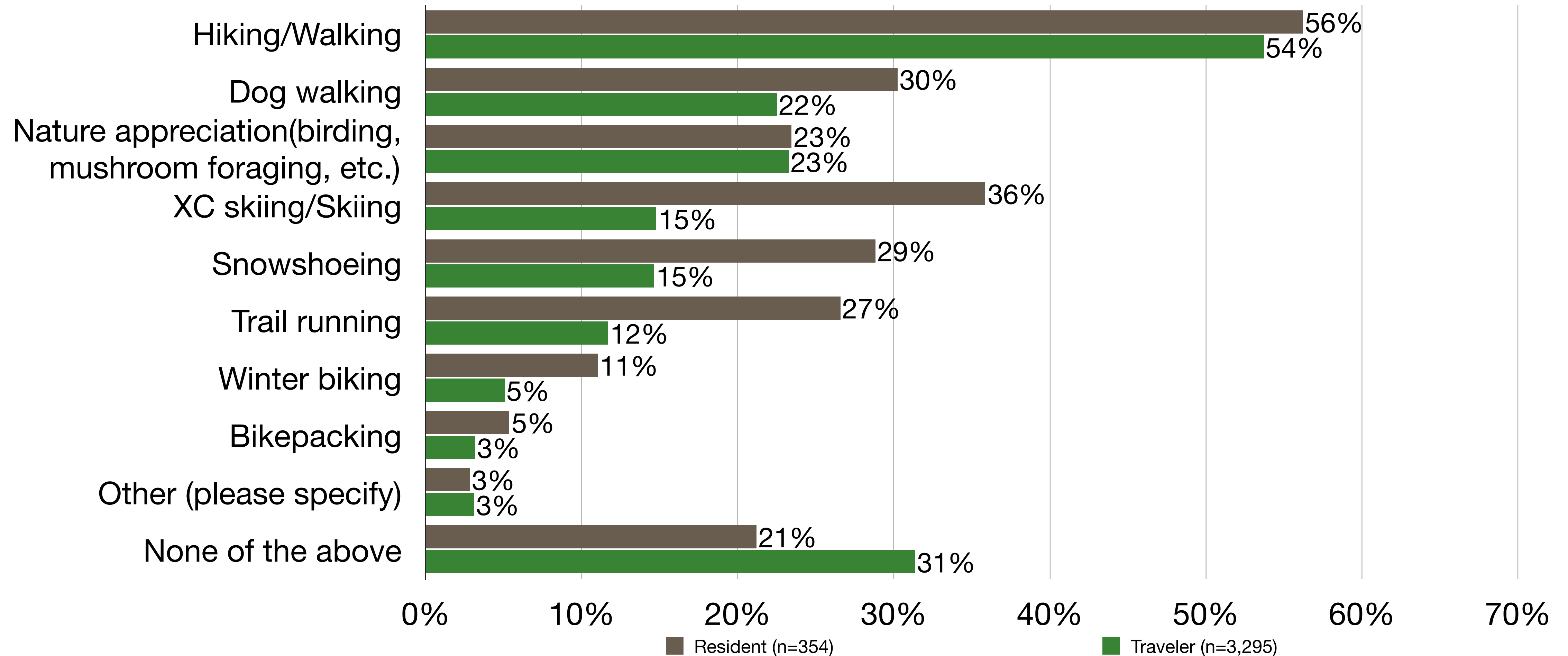
Alternative Uses of Trails (1/2)

Have you ever used a trail made for mountain biking for any of the following purposes?



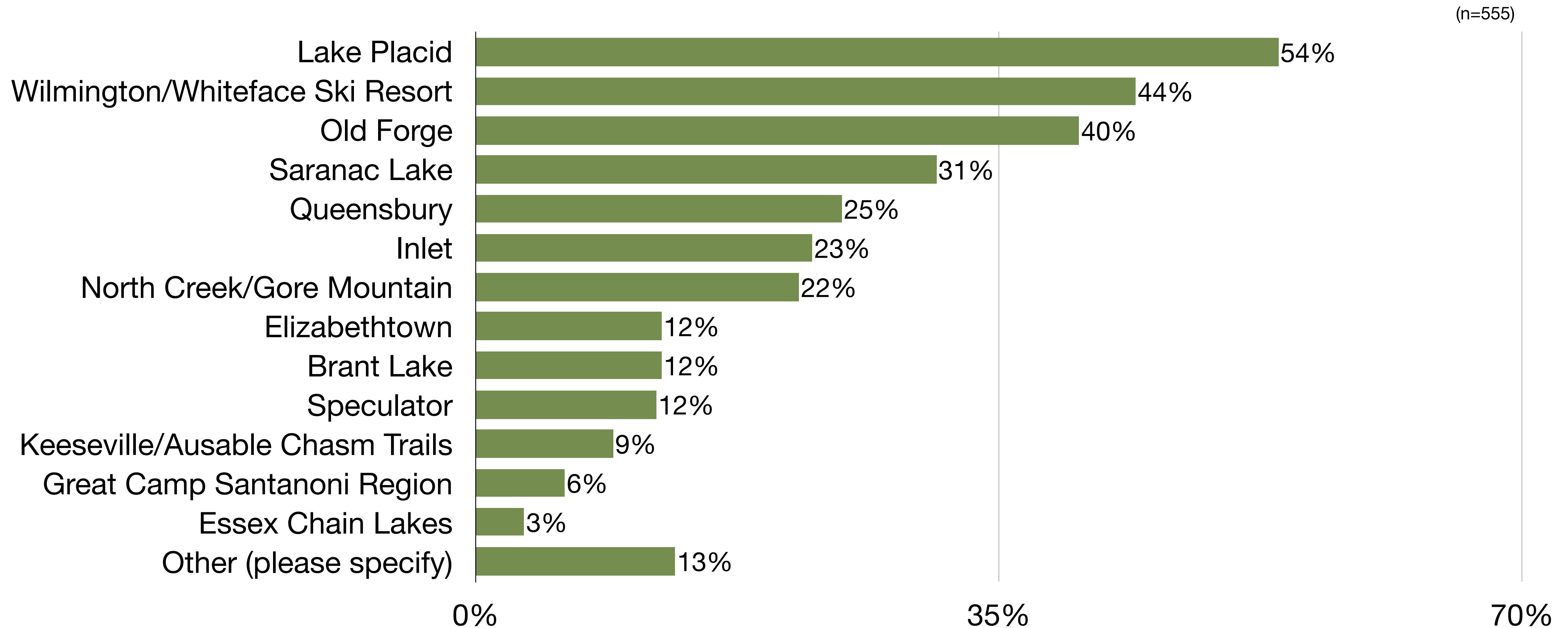
Alternative Uses of Trails (2/2)

Have you ever used a trail made for mountain biking for any of the following purposes?



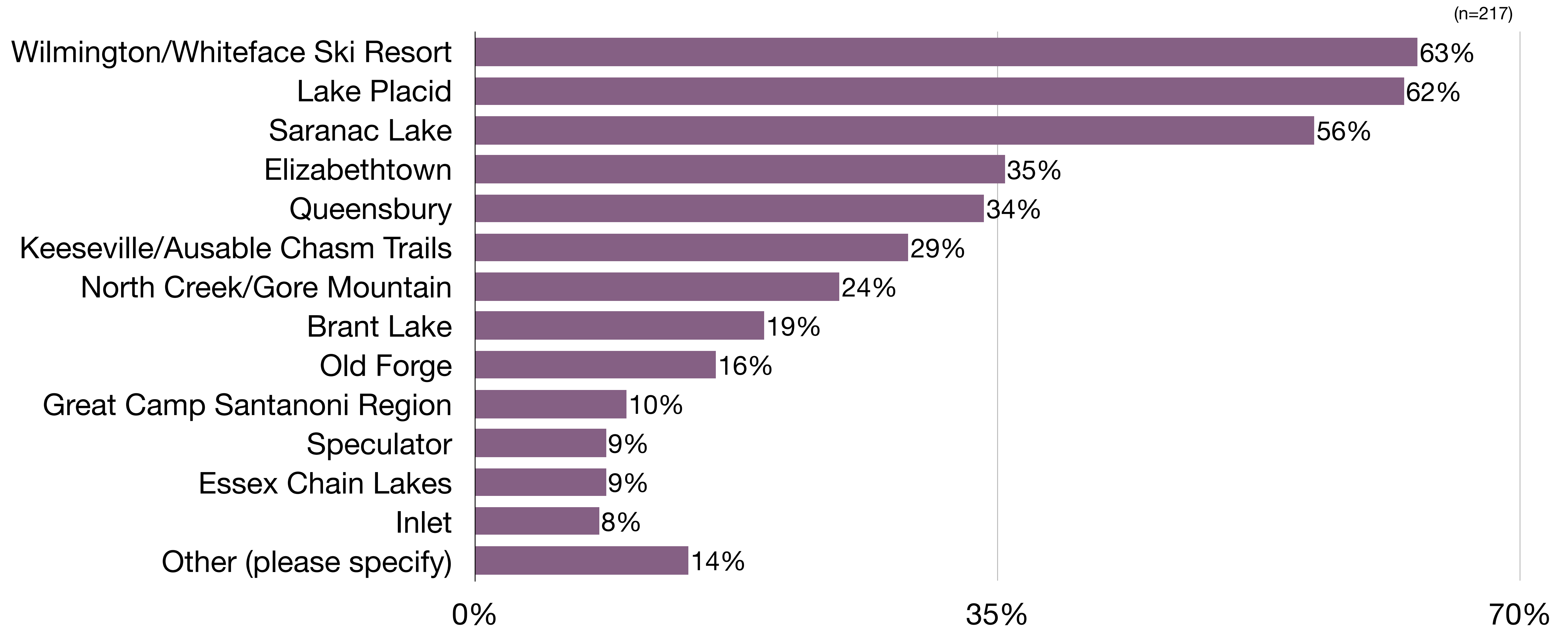
Mountain Biking Destinations (1/2)

Of the travelers that have mountain biked in the Adirondacks in the last five years, the following are the destinations they travel to the most often for mountain biking:



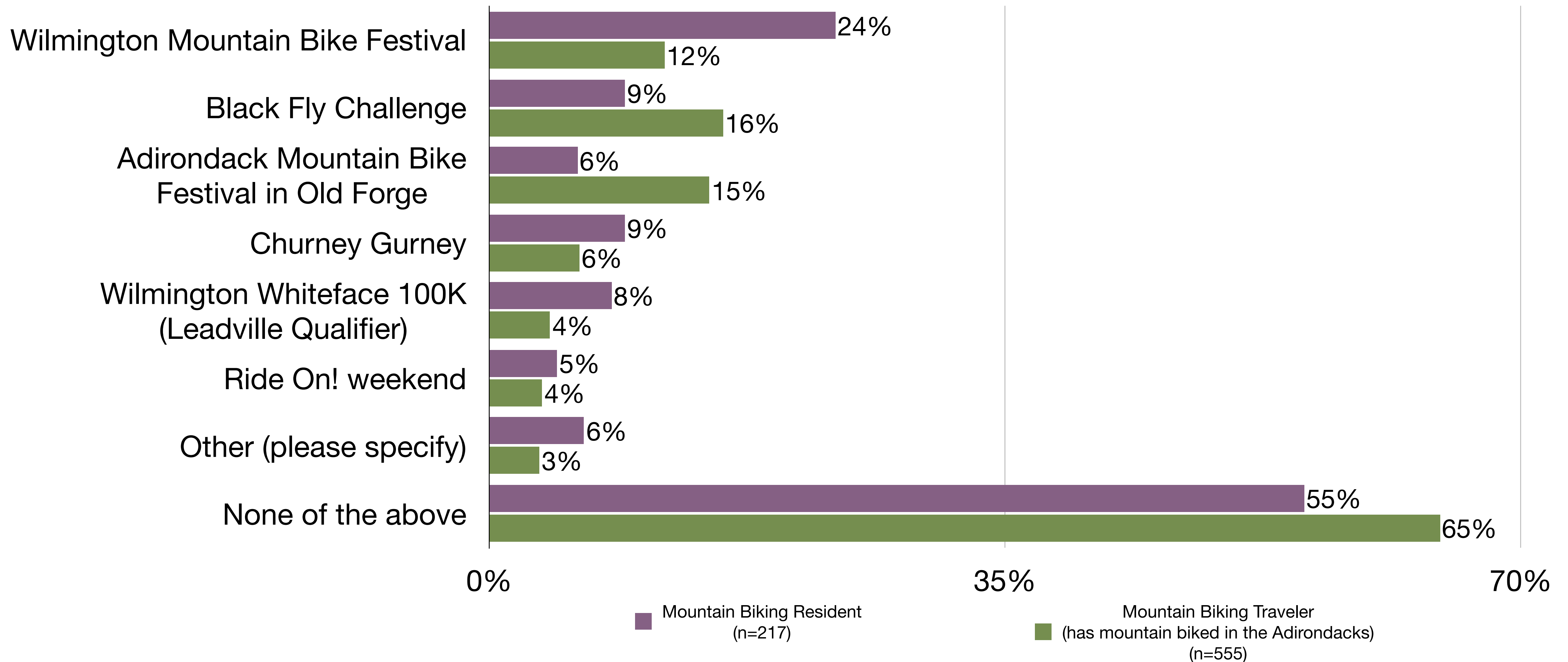
Mountain Biking Destinations (2/2)

The following destinations are the most frequently ridden by residents as reported by mountain biking residents of the Adirondacks:



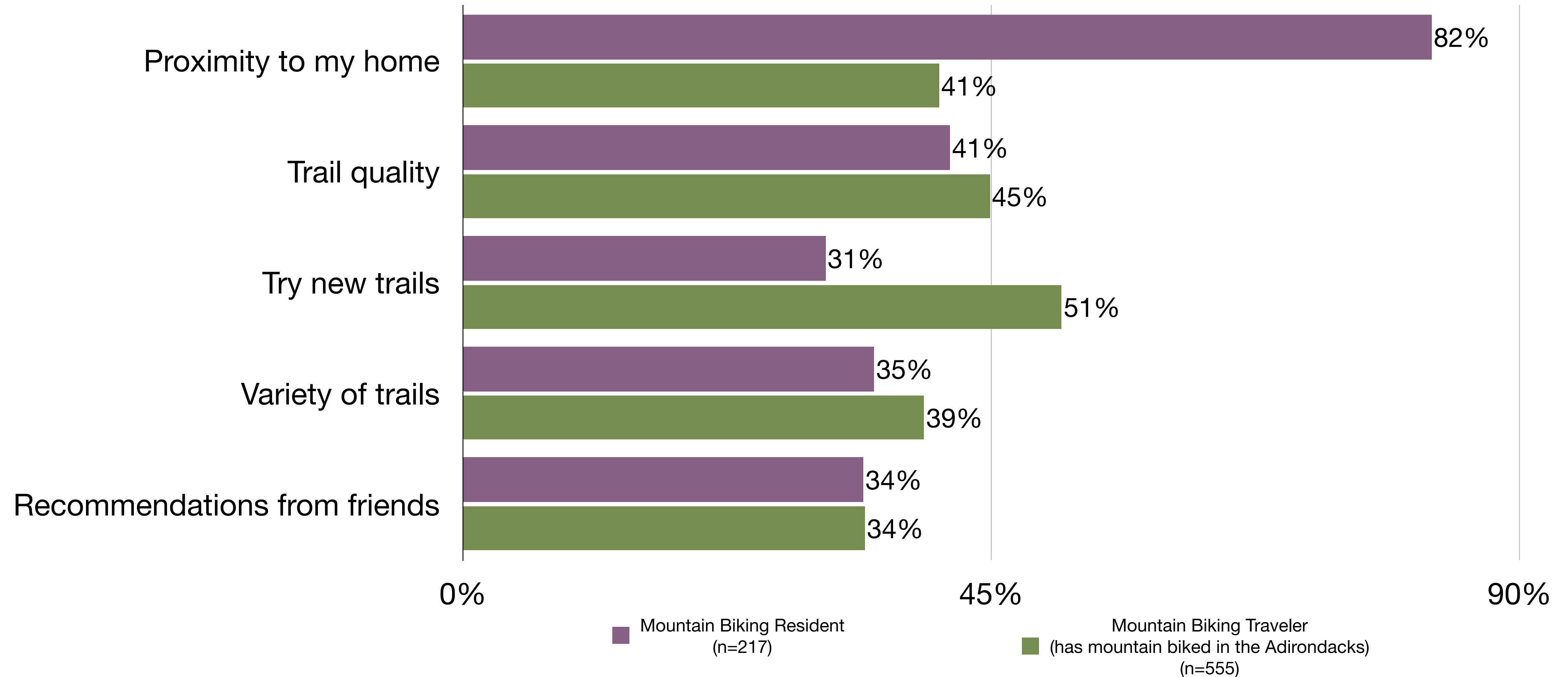
Events

Have you attended any of the following mountain bike events in the past five years?



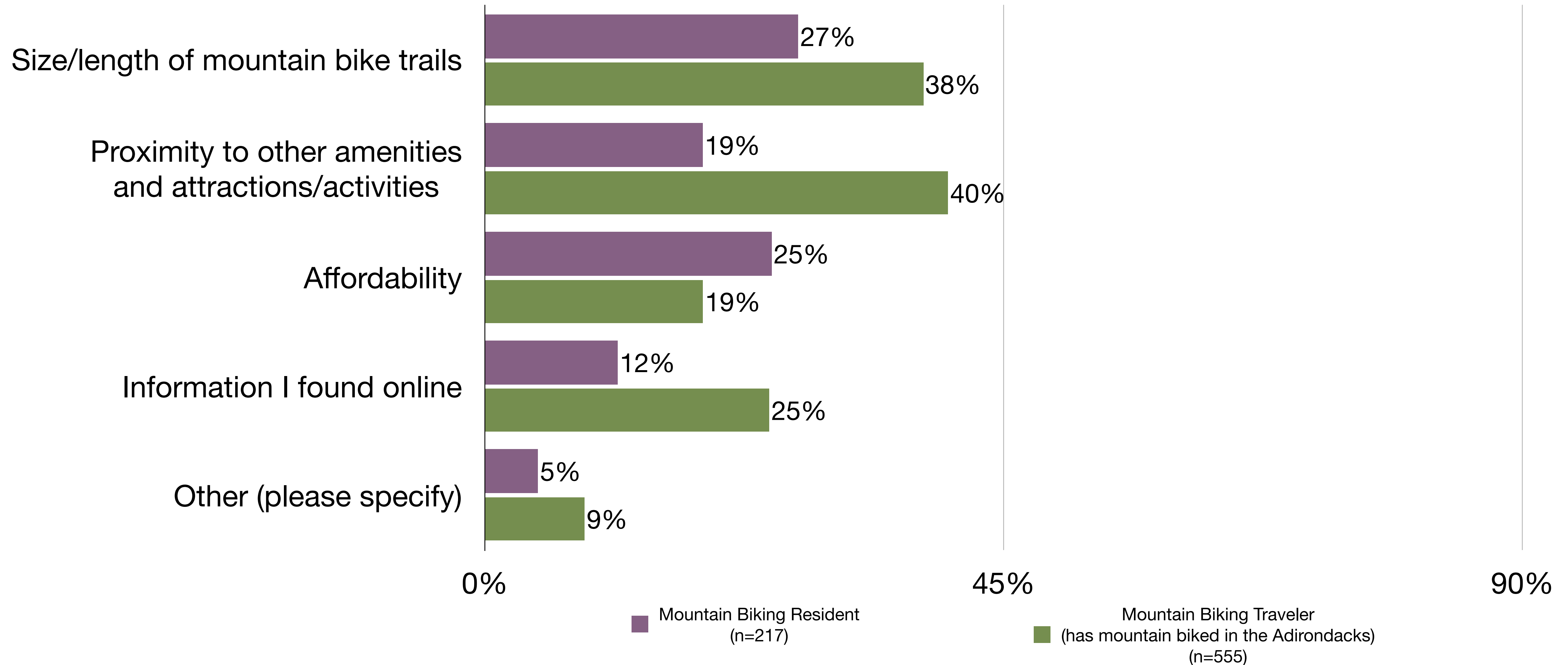
Trip Influences (1/2)

Which of the following factors influenced your decision to go mountain biking in the Adirondacks? (Select all that apply)



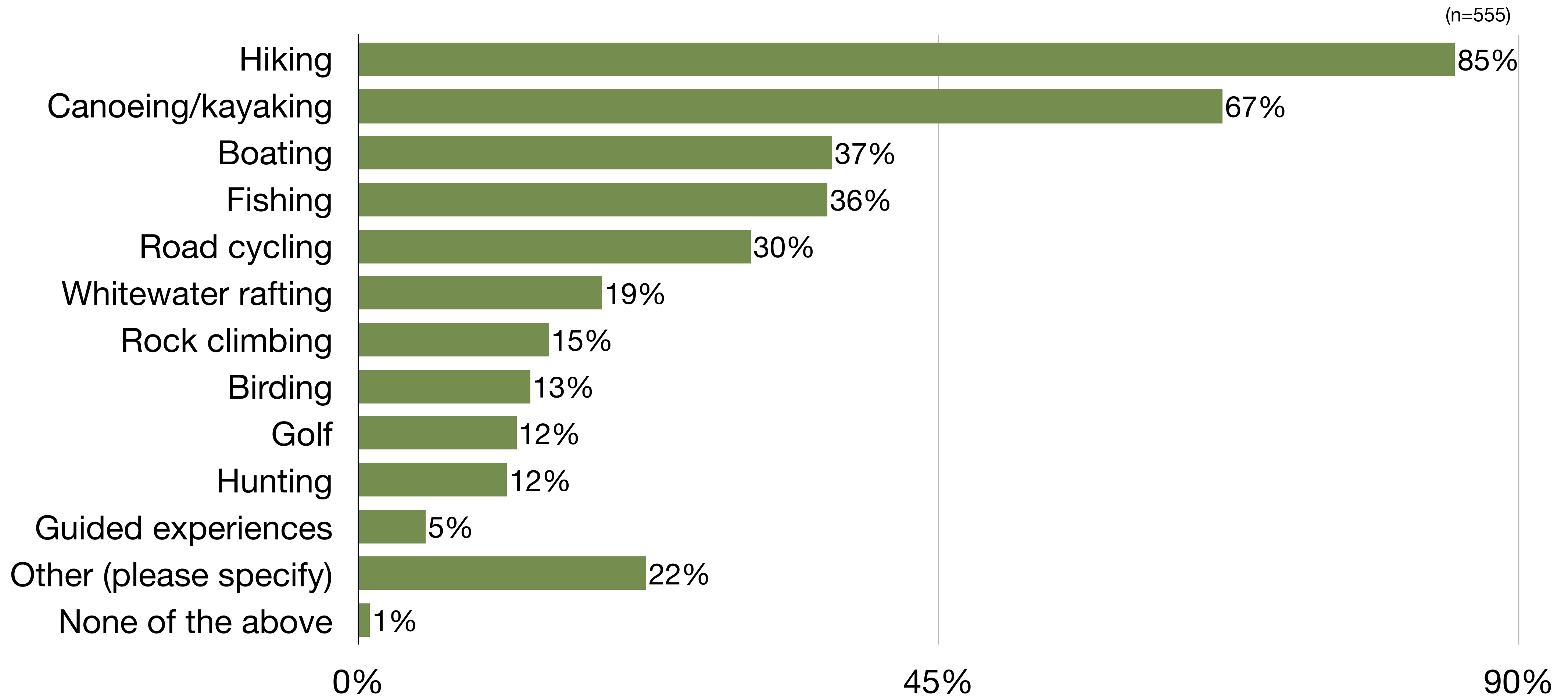
Trip Influences (2/2)

Which of the following factors influenced your decision to go mountain biking in the Adirondacks? (Select all that apply)



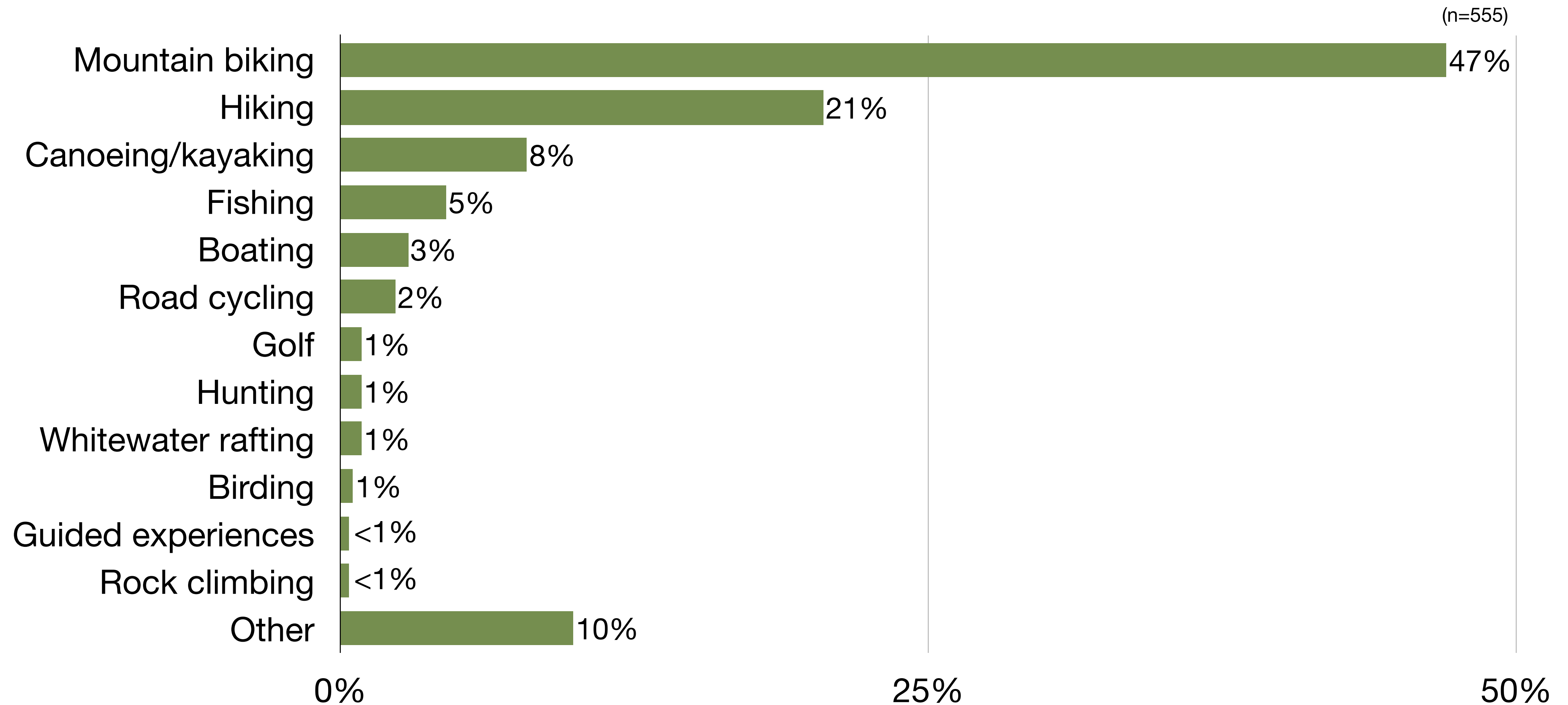
Additional Outdoor Activities

Of the travelers that have mountain biked in the Adirondacks in the last five years, they report participating in the following activities in addition to mountain biking:



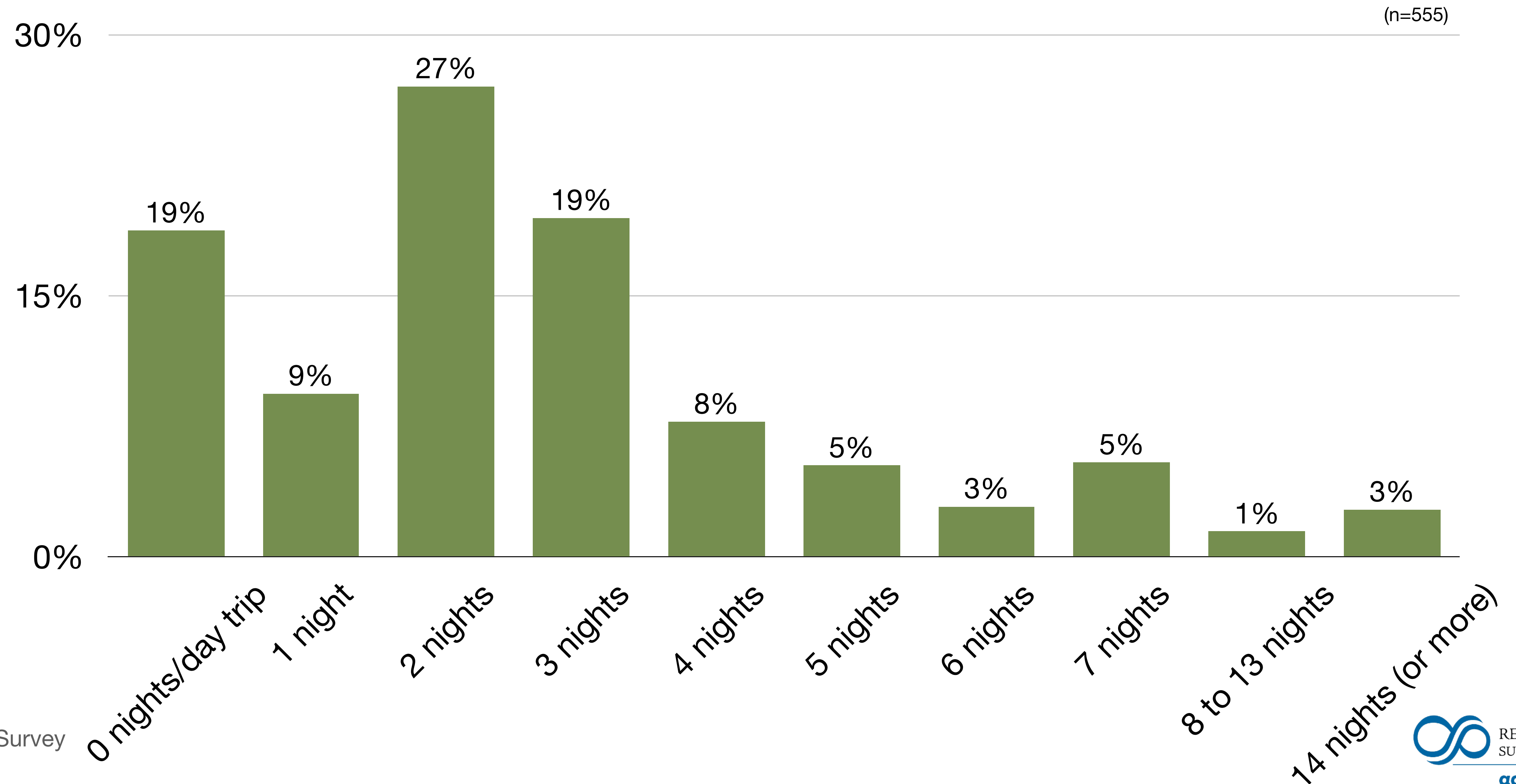
Primary Travel Motivators

Of the travelers that have mountain biked in the Adirondacks in the last five years, they report the activities below as the primary travel motivator for their most recent mountain biking trip:



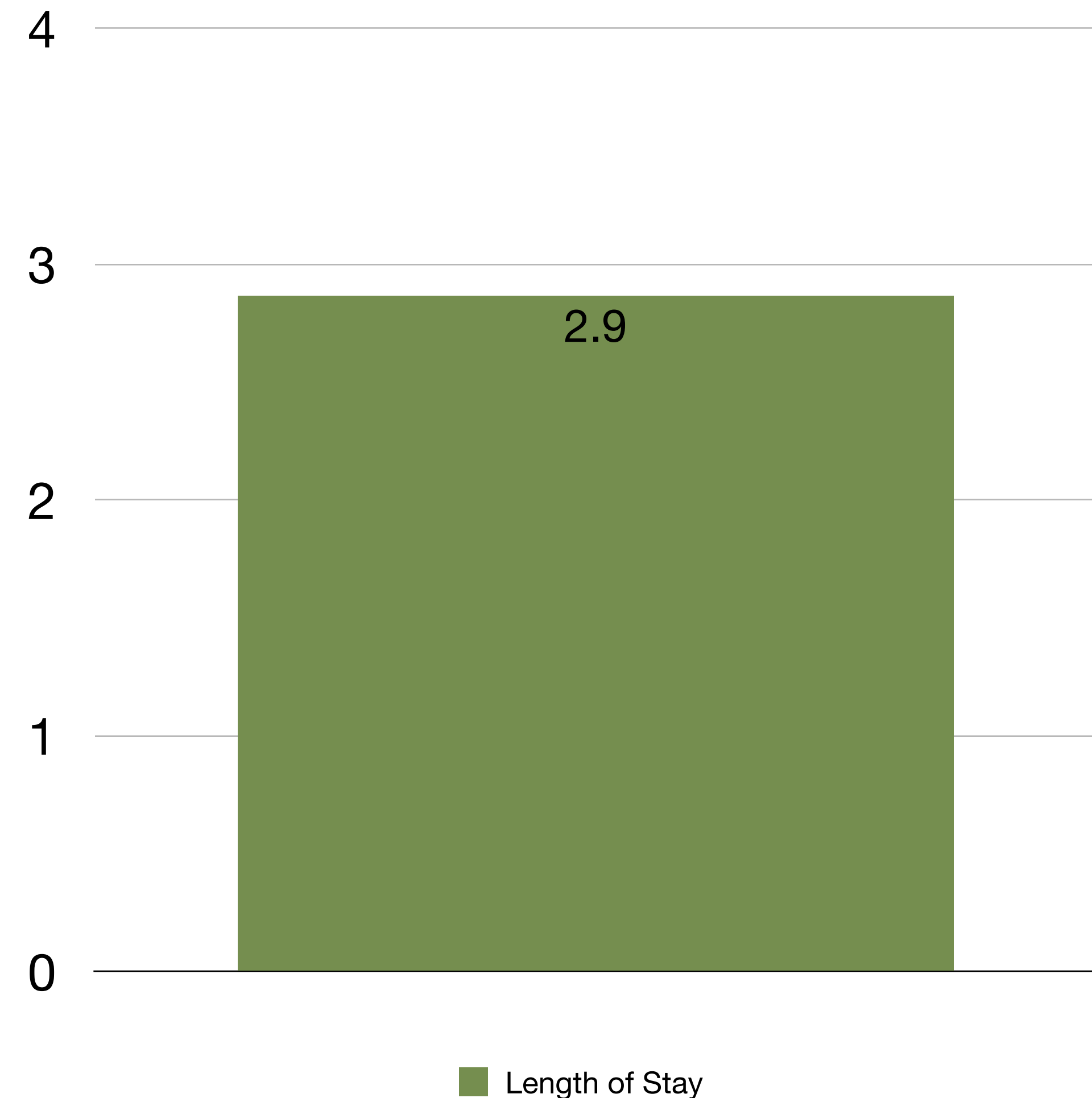
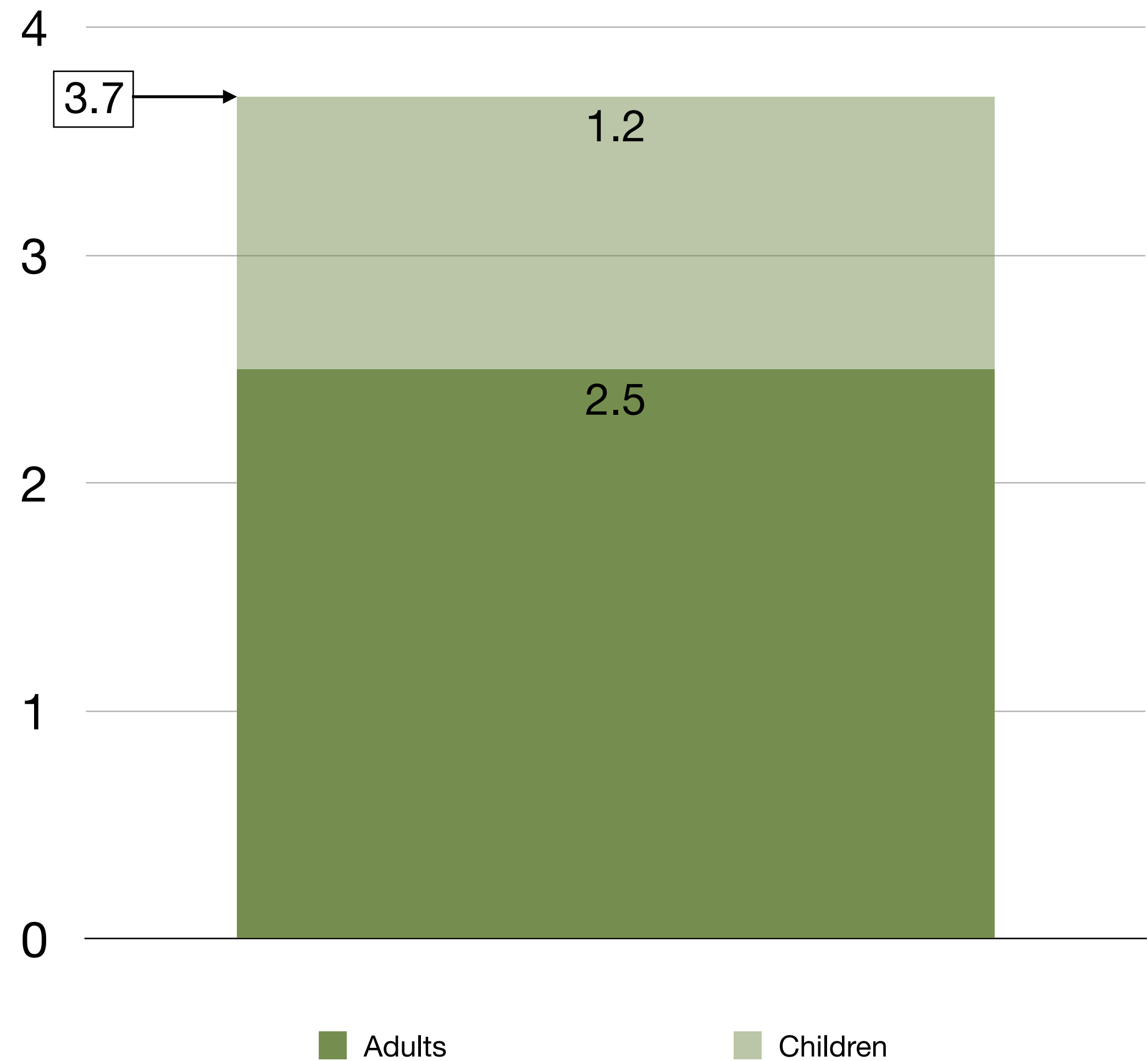
Trip Length

Of the travelers that have mountain biked in the Adirondacks in the last five years, they report their most recent trip being the length of time below:



Party Size and Length of Stay

Of the travelers that have mountain biked in the Adirondacks in the last five years, the charts below show the average party composition and length of stay of their most recent mountain biking trip:

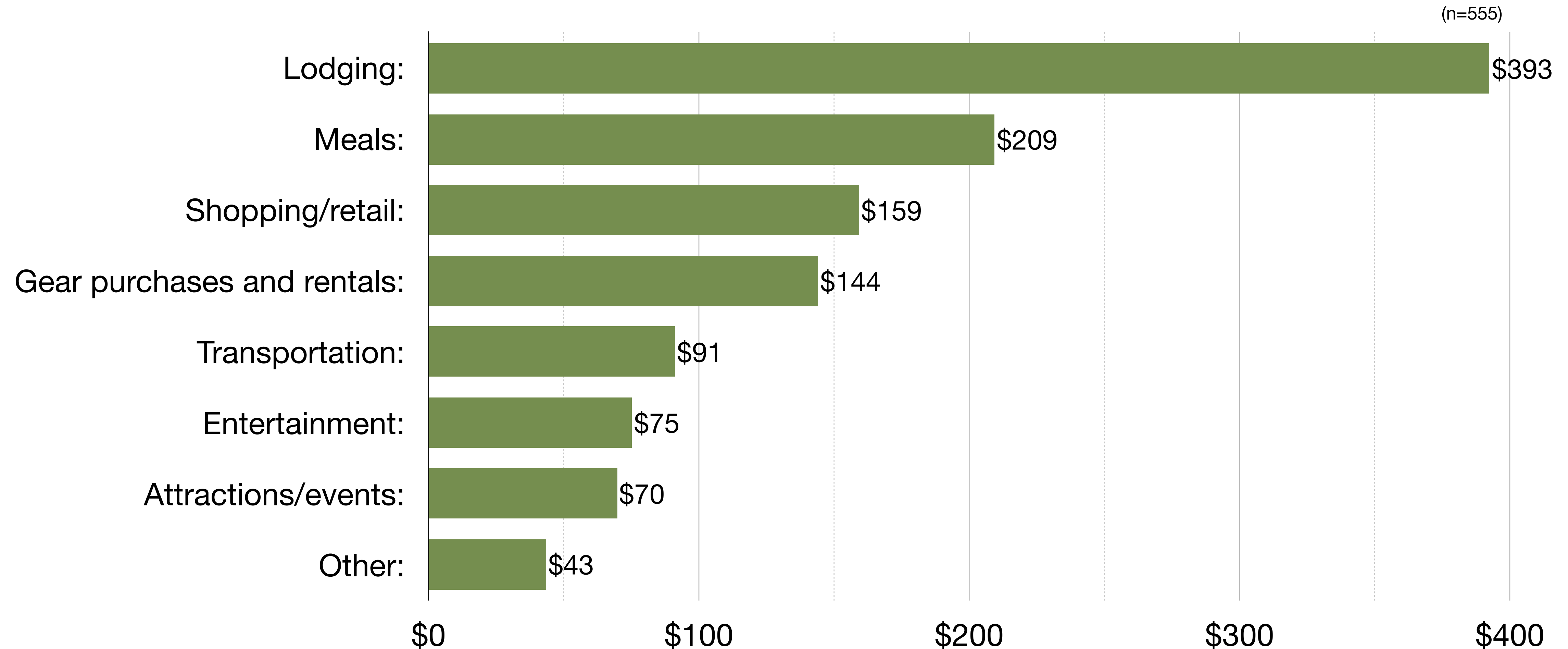


Five year average party size from ROOST's 2020 Travel Study was 4.1 people, and the average size in 2020 was 5 people.

Five year average length of stay from ROOST's 2020 Travel Study was 3.8 nights, and the average length of stay in 2020 was 6.7 nights.

Expenditures

Of the travelers that have mountain biked in the Adirondacks in the last five years, they report spending approximately the following amounts per trip in each of the categories listed during their last mountain biking trip:

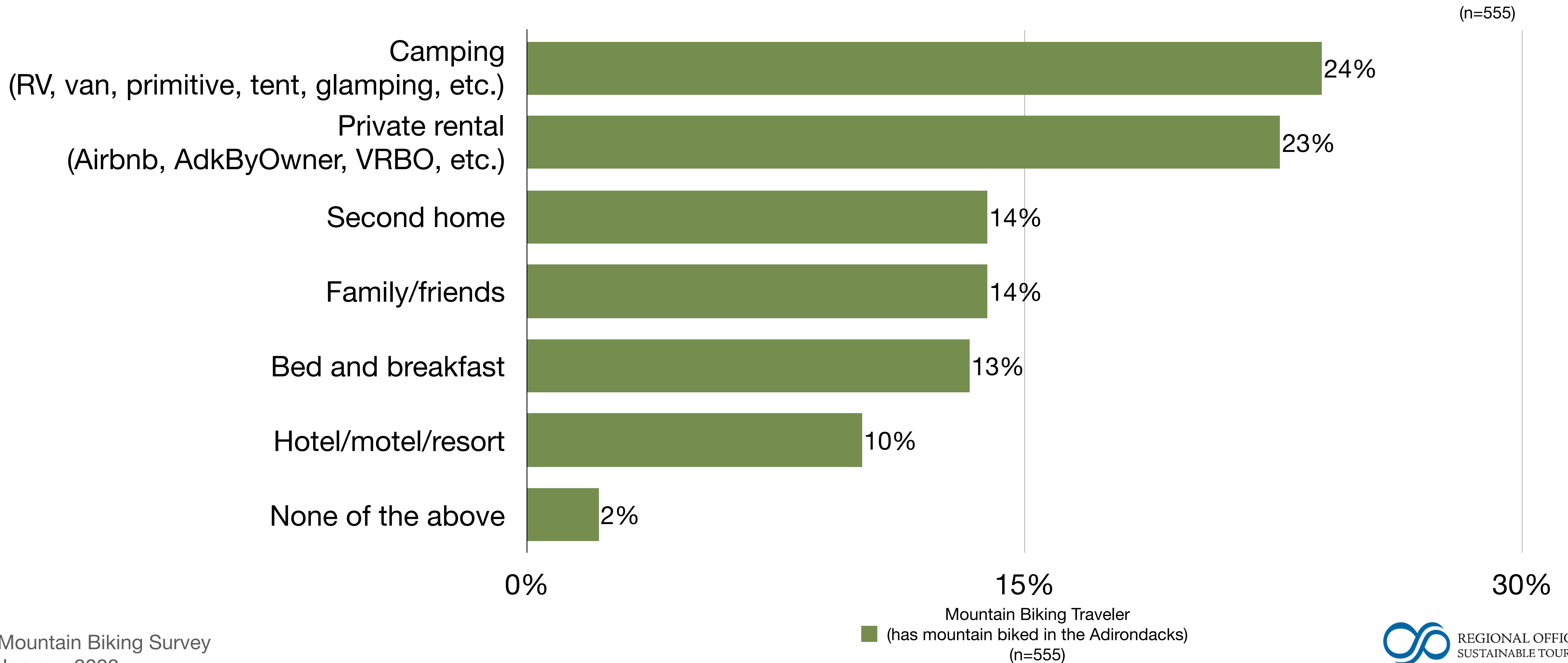


Five year total trip expenditures from ROOST's 2020 Travel Study was \$1,223 with an average daily expenditure of \$342, and the average total trip expenditures in 2020 was \$1,667 with an average daily expenditure of \$283.

Using the average 2.87 day length of stay seen on the previous slide with the average total trip expenditure \$1,184, the average daily expenditure for mountain bike trips to the Adirondacks is \$412.67.

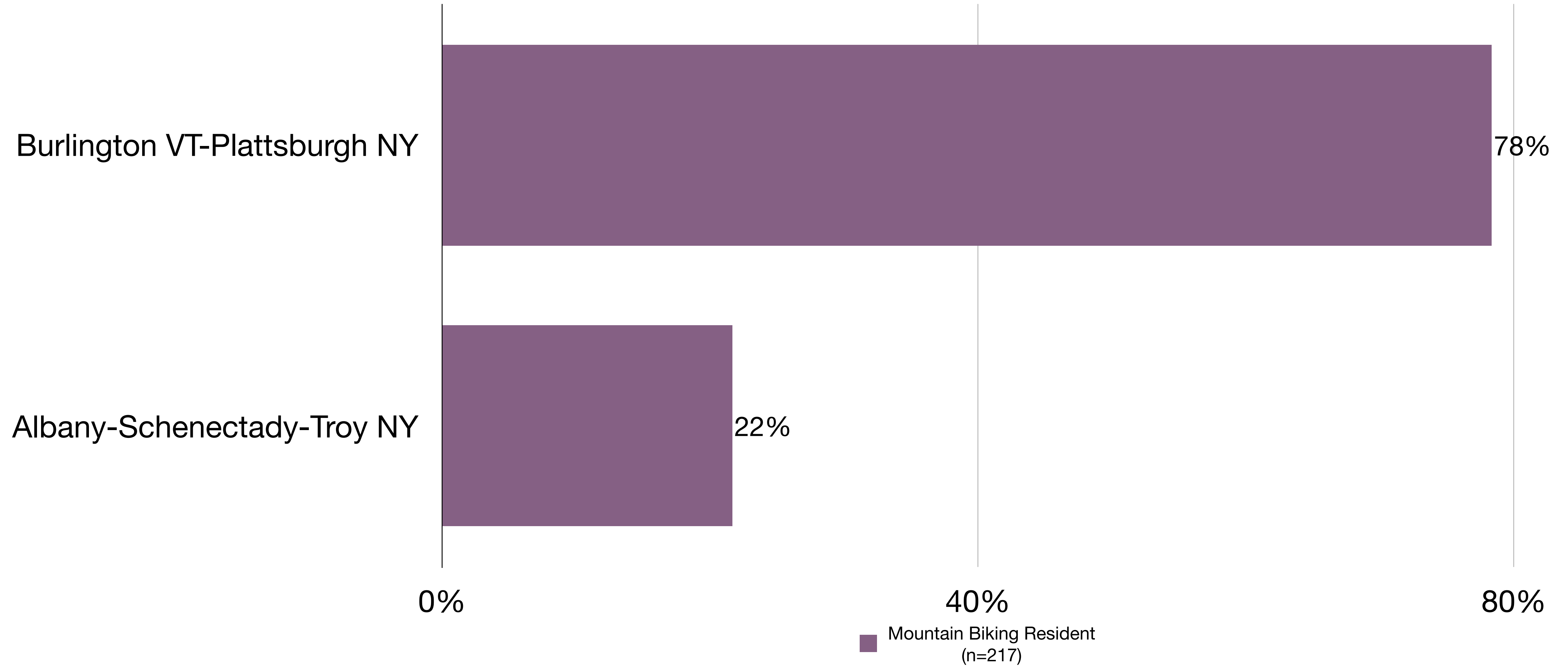
Lodging Type

Of the travelers that have mountain biked in the Adirondacks in the last five years, they report using the lodging options below as the method of lodging for their most recent trip:



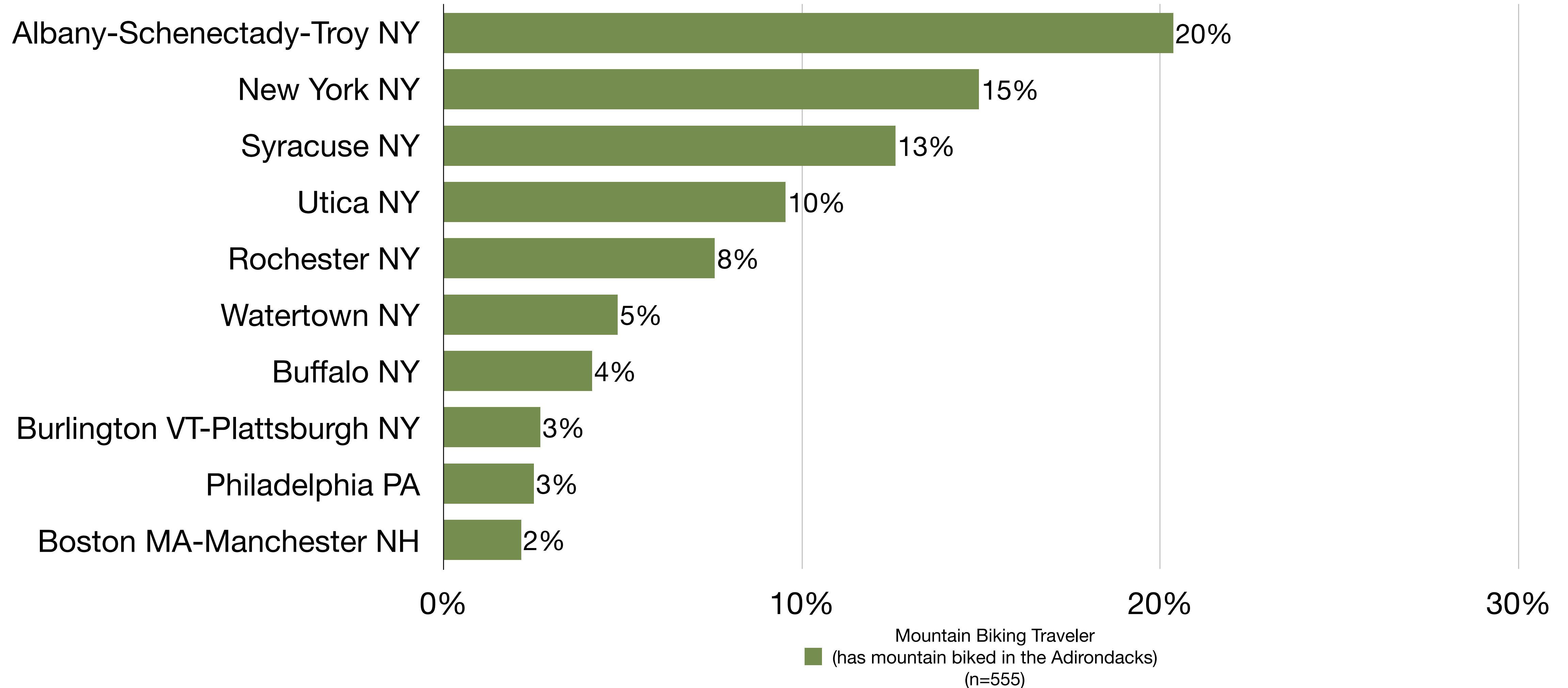
DMA

DMA based on postal code provided



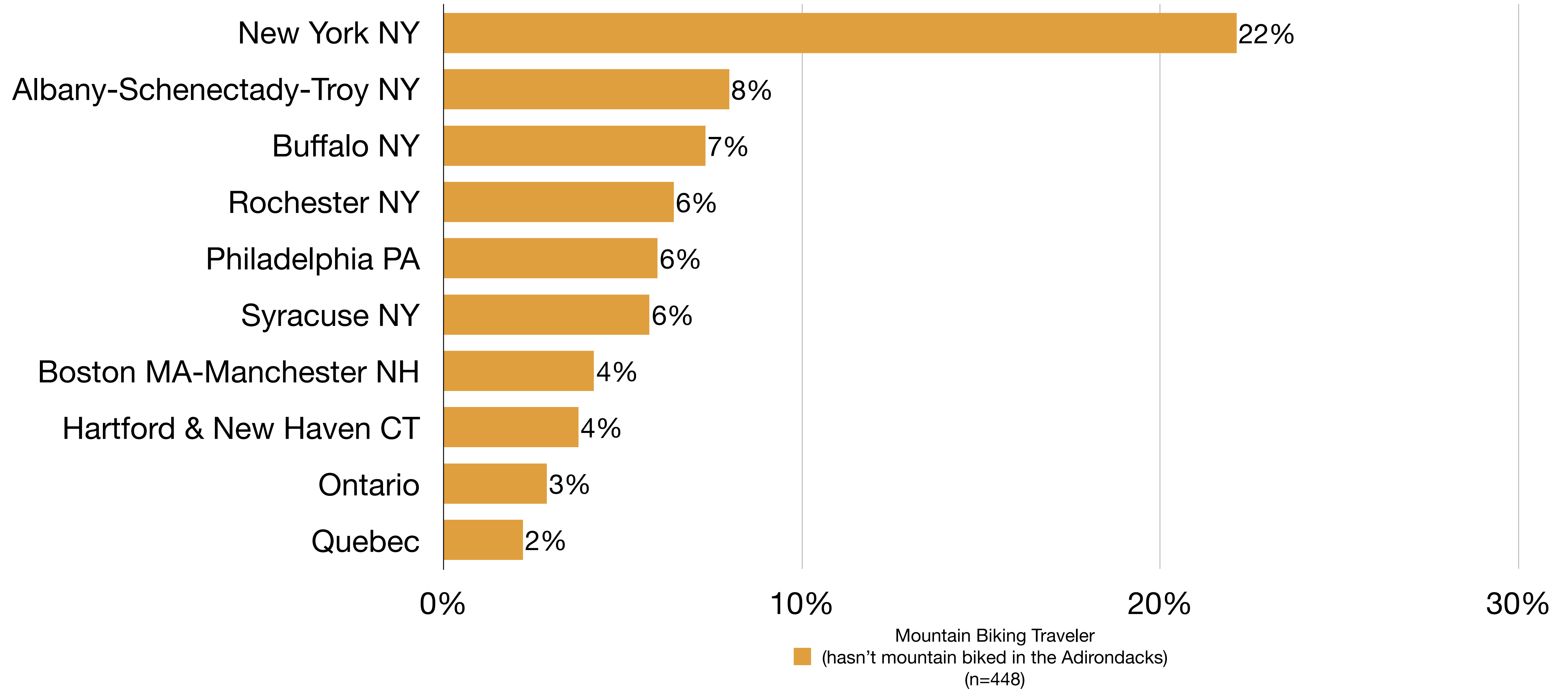
DMA

DMA based on postal code provided



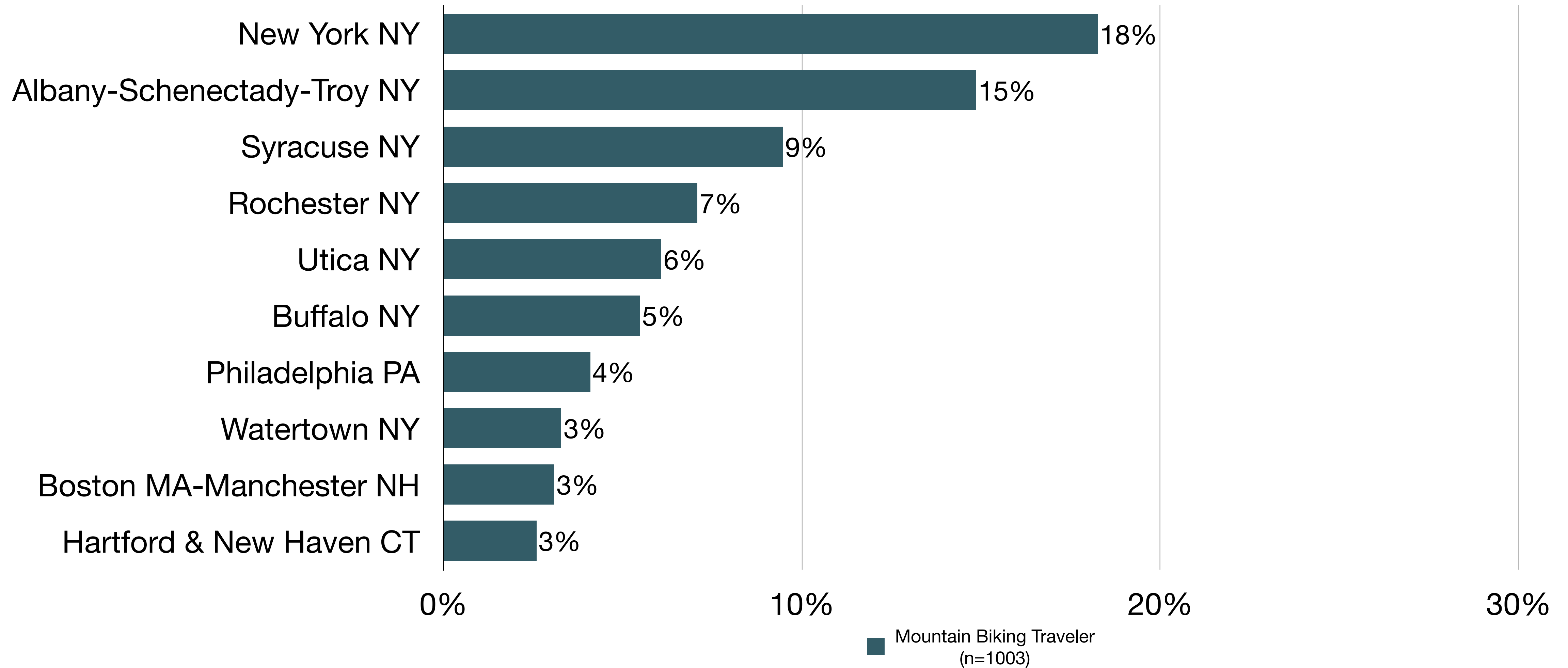
DMA

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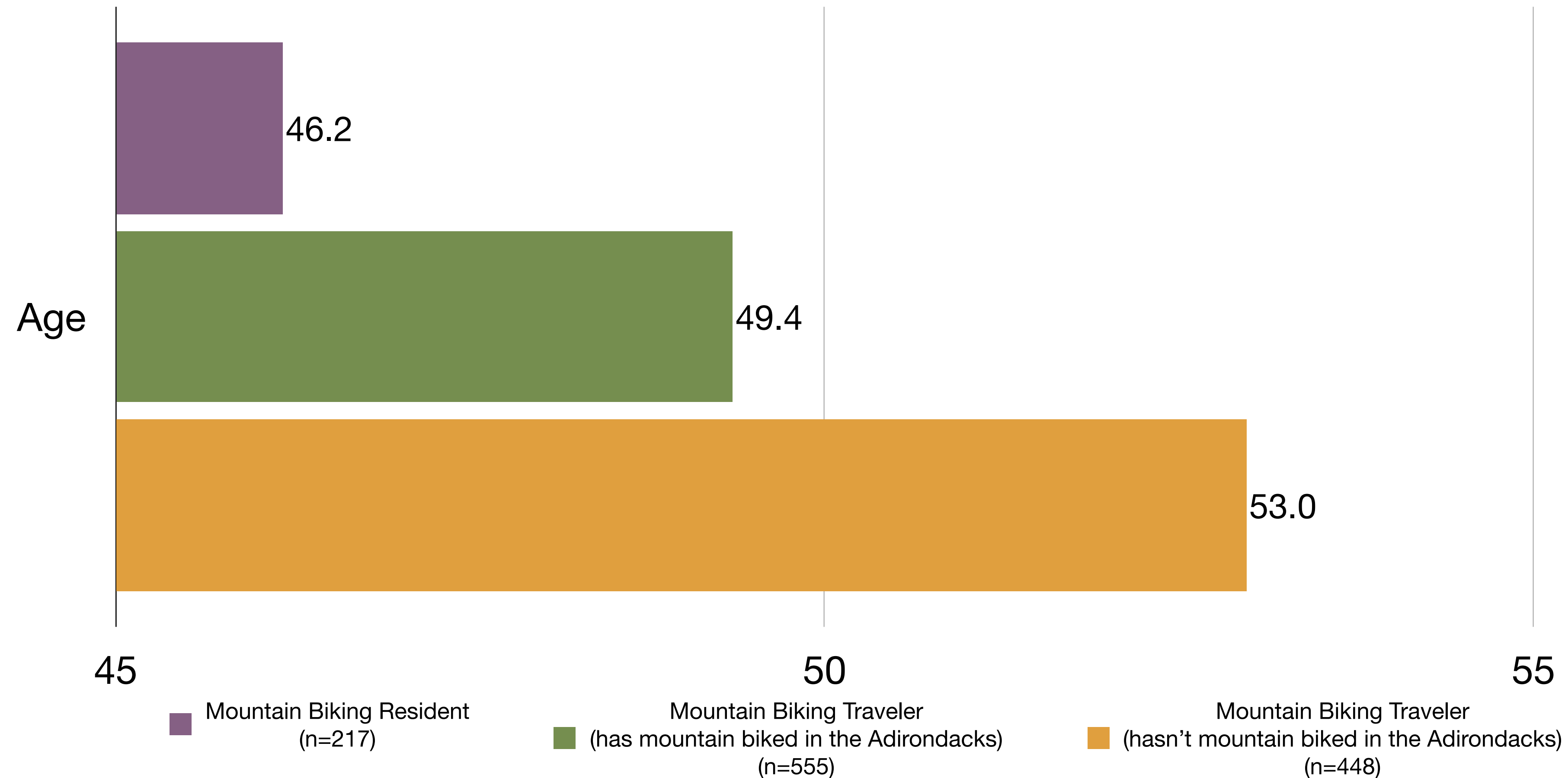
DMA

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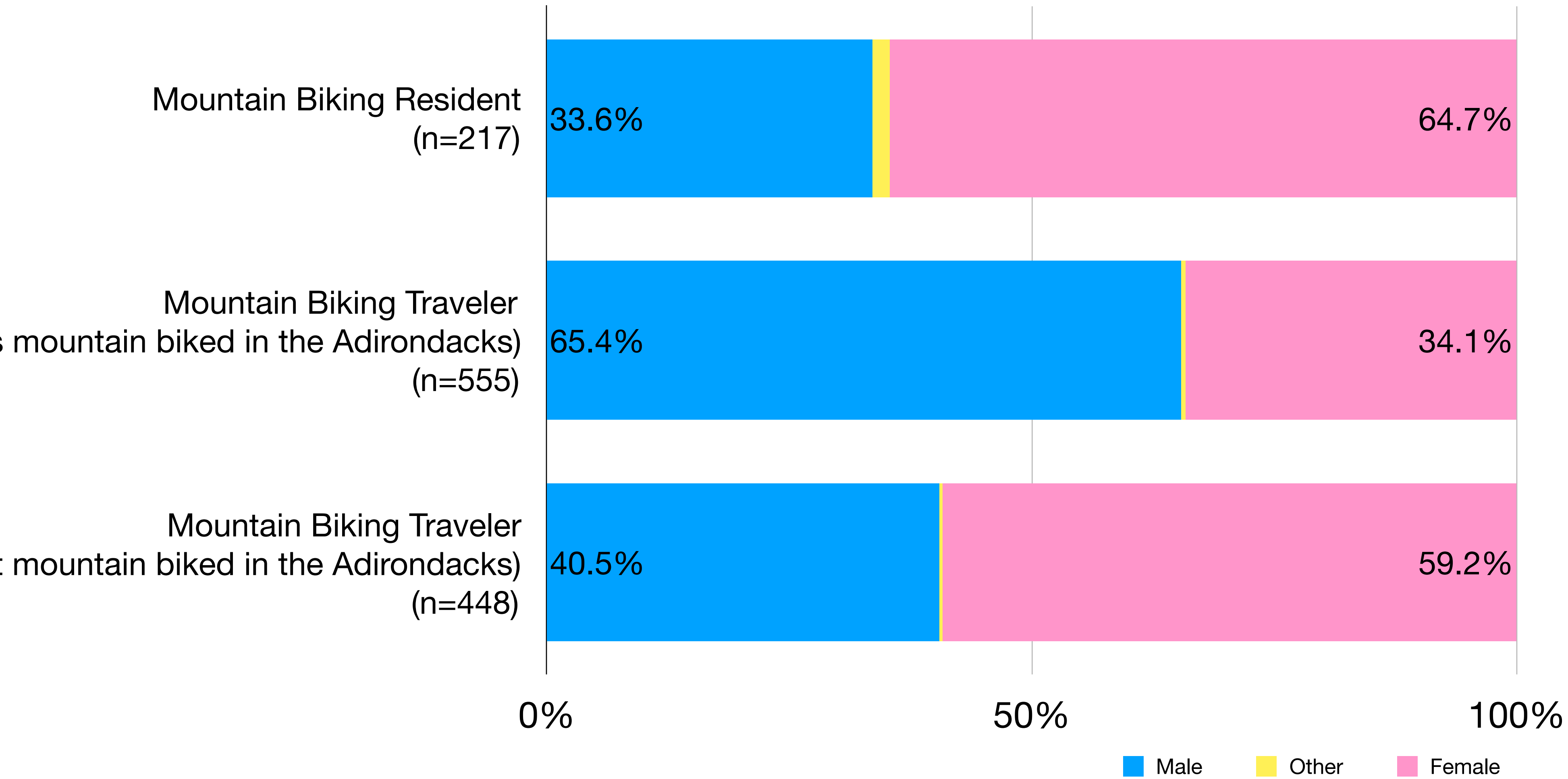
Demographics

Average age by segment



Demographics

Gender by segment



Key Findings

- Half of the mountain biking travelers that don't take overnight trips have only been mountain biking for three years or less.
- Nearly half of all mountain biking traveler respondents that have mountain biked in the Adirondacks report camping or short term rentals as the last type of lodging they used for an overnight mountain biking trip.
- Mountain biking travelers as a whole take an average of 1.6 overnight mountain biking trips each year.
- The three most-desired types of trails across all mountain bikers are purpose built single tracks, cross-country trails, and all mountain trails.
- Respondents across both mountain biking and non-mountain biking segments report having used trails specifically built for mountain biking for various activities, even outside of the mountain biking season.
- Besides word of mouth and social media, Trailforks is heavily used by residents and more experienced travelers to plan trips, but many newcomers to the sport rely more on destination websites for their information.