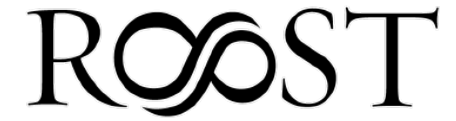




Leisure Travel Study

Lake Placid, Essex and Hamilton Counties,
Saranac Lake, and Tupper Lake

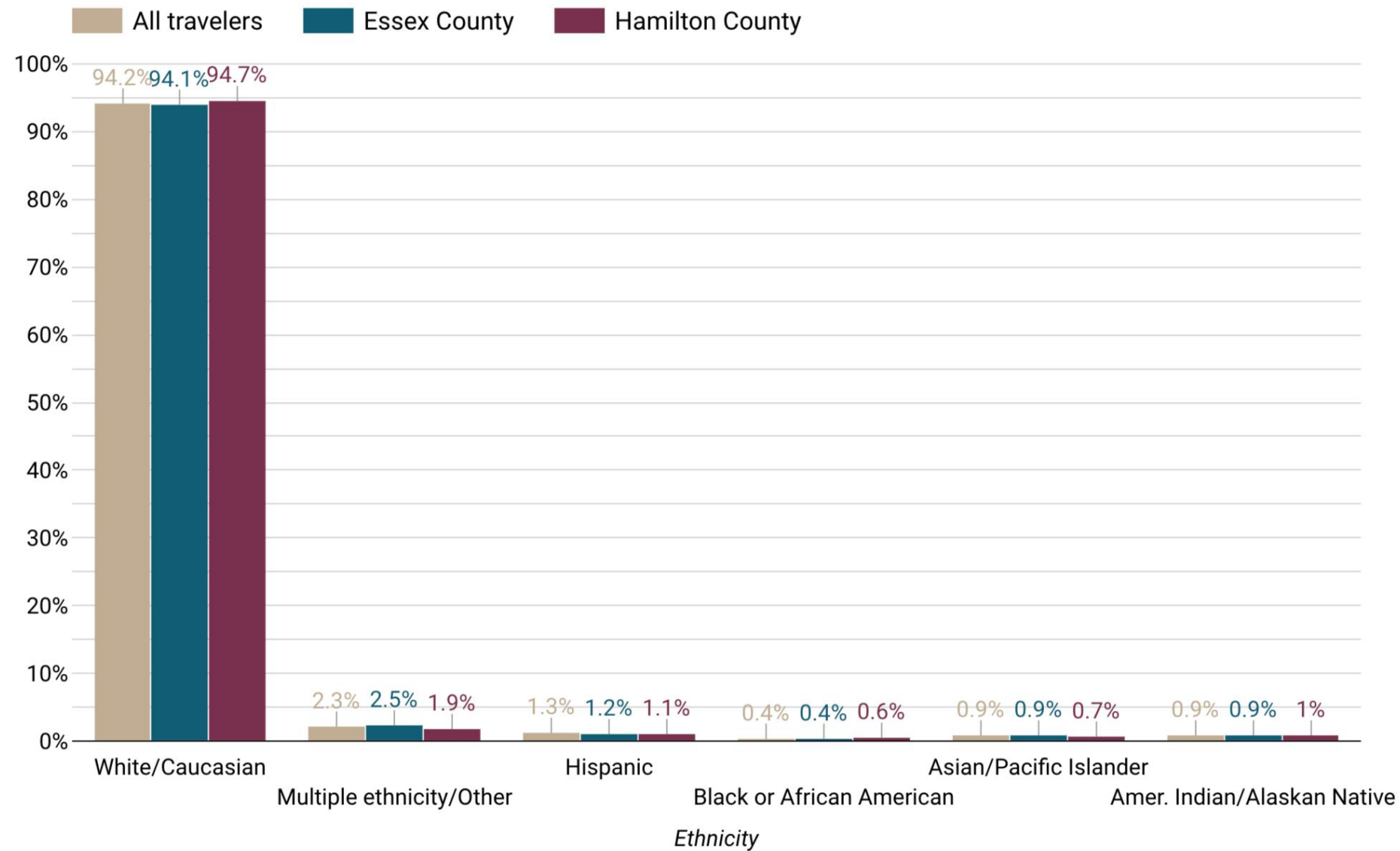
Project background and methodology



- ROOST commissioned a study with PlaceMaking, a regional community and economic development research firm, to determine visitor information at the county levels and to gauge key regional marketing program statistics.
- ROOST sent a jointly created survey tool to a sample of its 2022 leisure travelers to the region. Visitors were requested to complete an online survey (via social media and email) and the results were compiled from the responses received specifically from visitors who spent most of their time in the region.
- Results from 2022 visitation saw a return to more normal activities for visitors following two heavily impacted pandemic years.
- The end product of this research includes detailed visitor information, estimated traveler expenditures and analysis, and an estimated return on investment (ROI) for the region's marketing expenditures. ROOST measured a total of 215,944 traceable leads who were interested in visiting the region in 2022. PlaceMaking also compiled similar research for Essex and Hamilton counties individually, which are available under separate covers.
- ROOST also commissioned a separate study that ascertained visitor opinions and perceptions about sustainability relative to travel decisions, which is available under a separate cover.

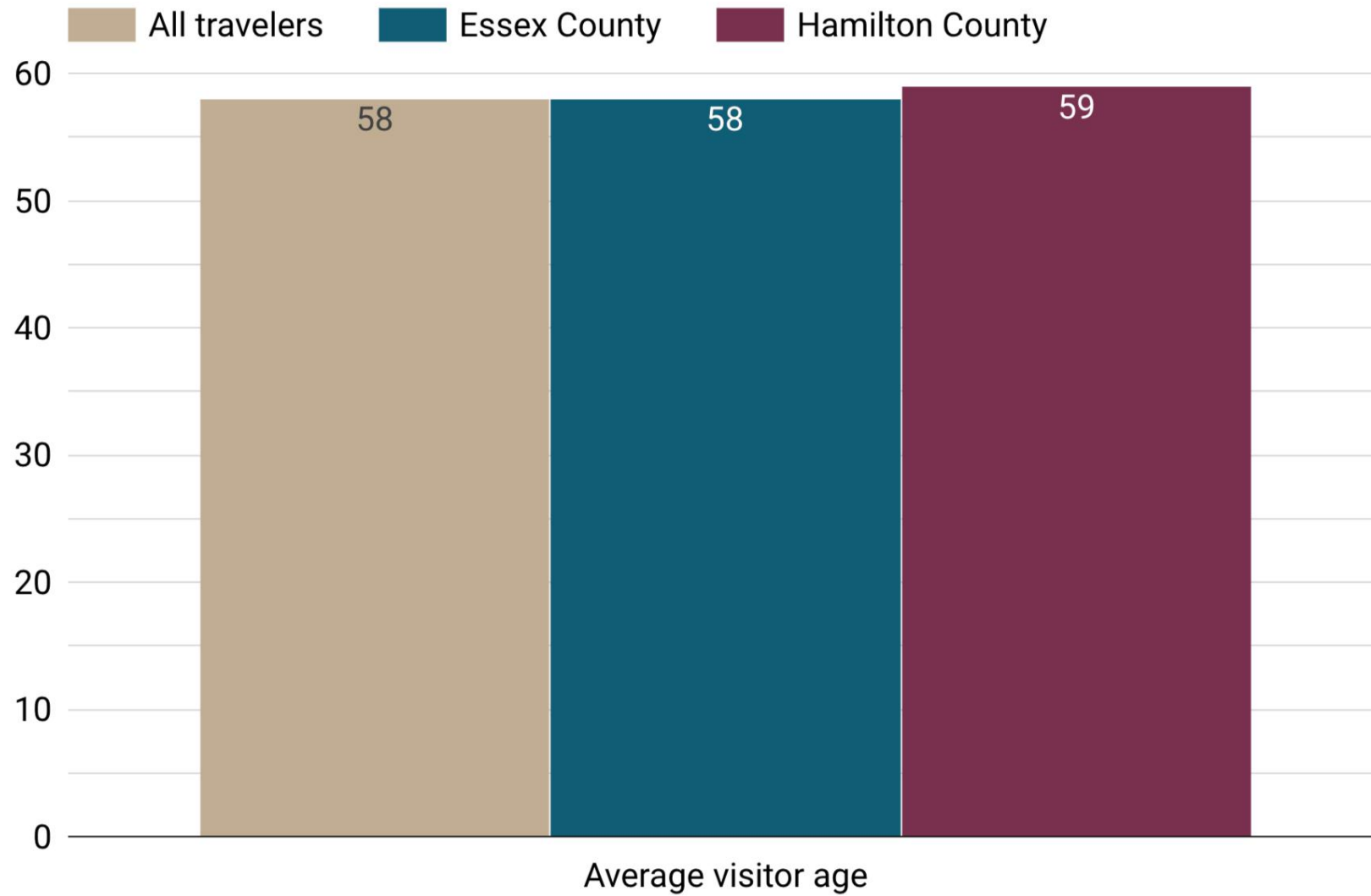
Ethnicity

All travelers



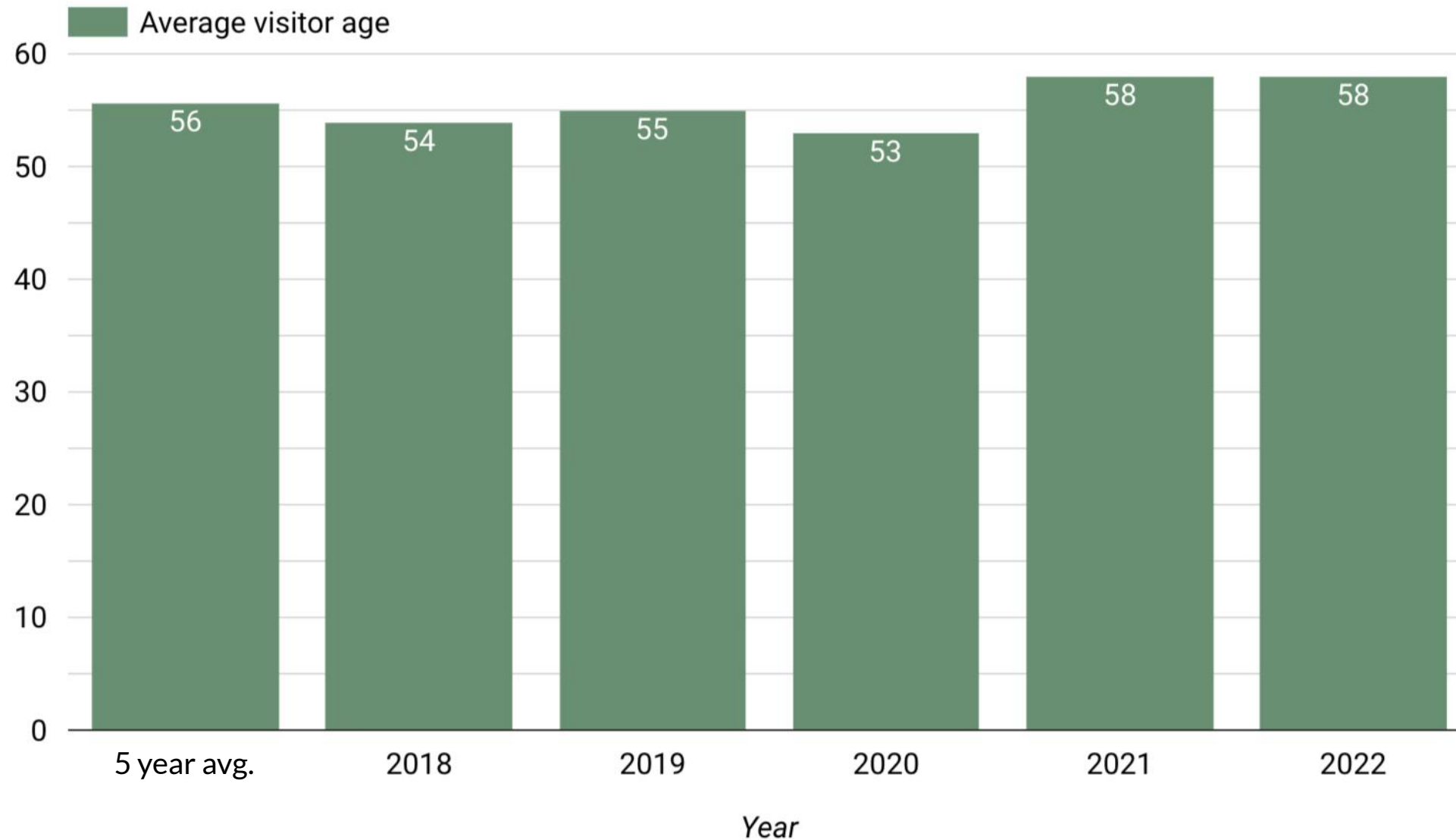
Average age

All travelers



Five year average age

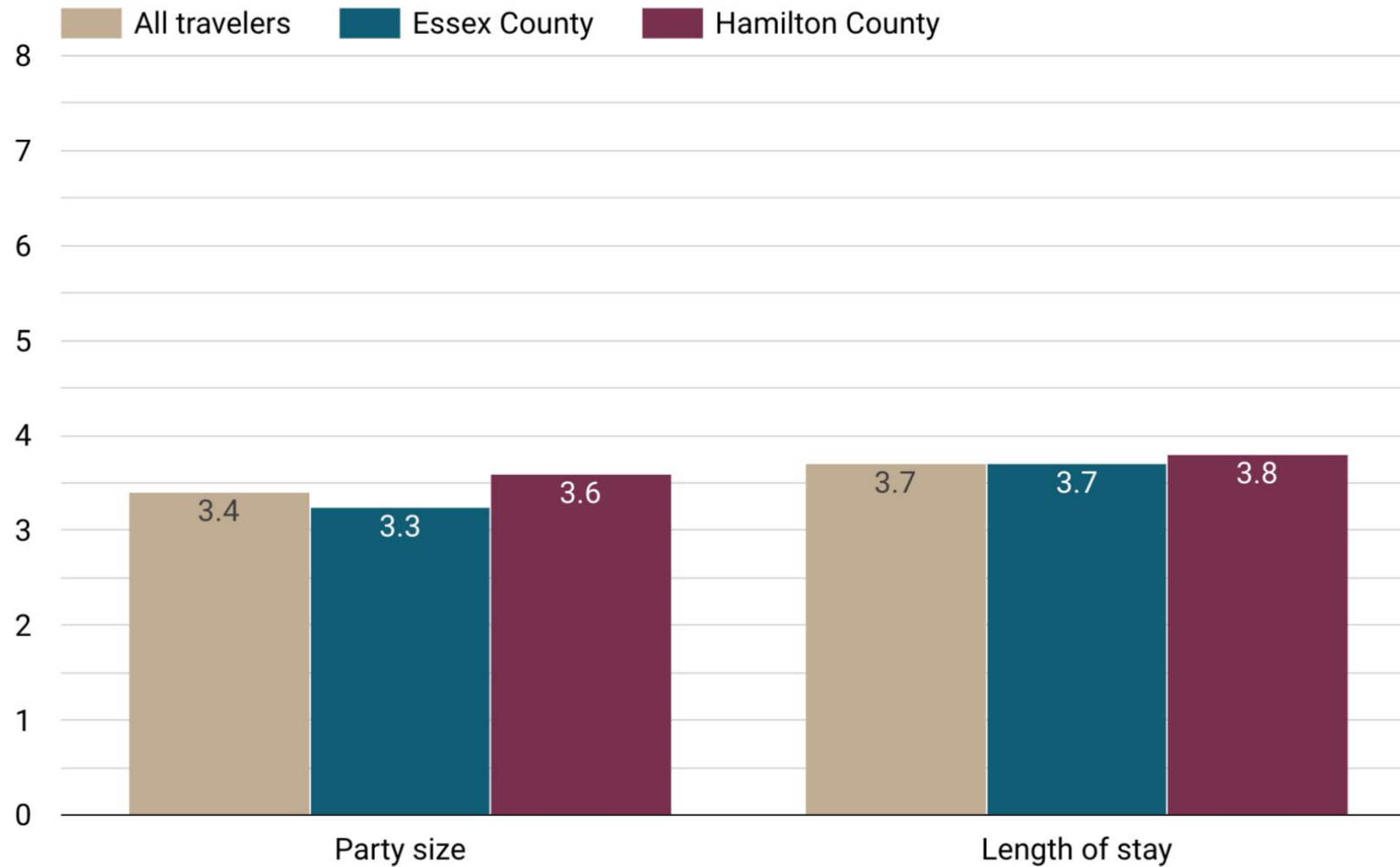
Essex County travelers



Party size / Length of stay

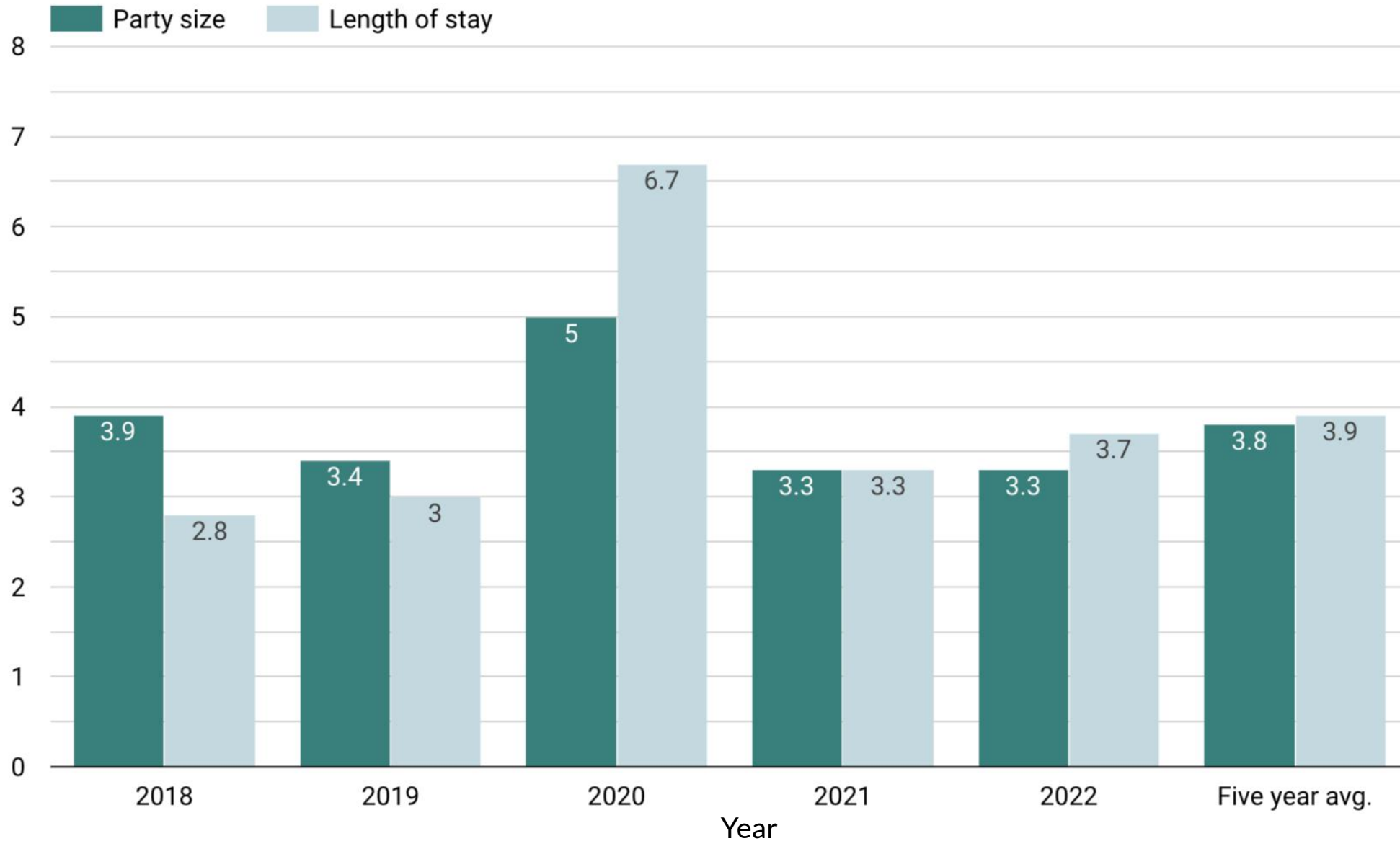
All travelers

ROOST



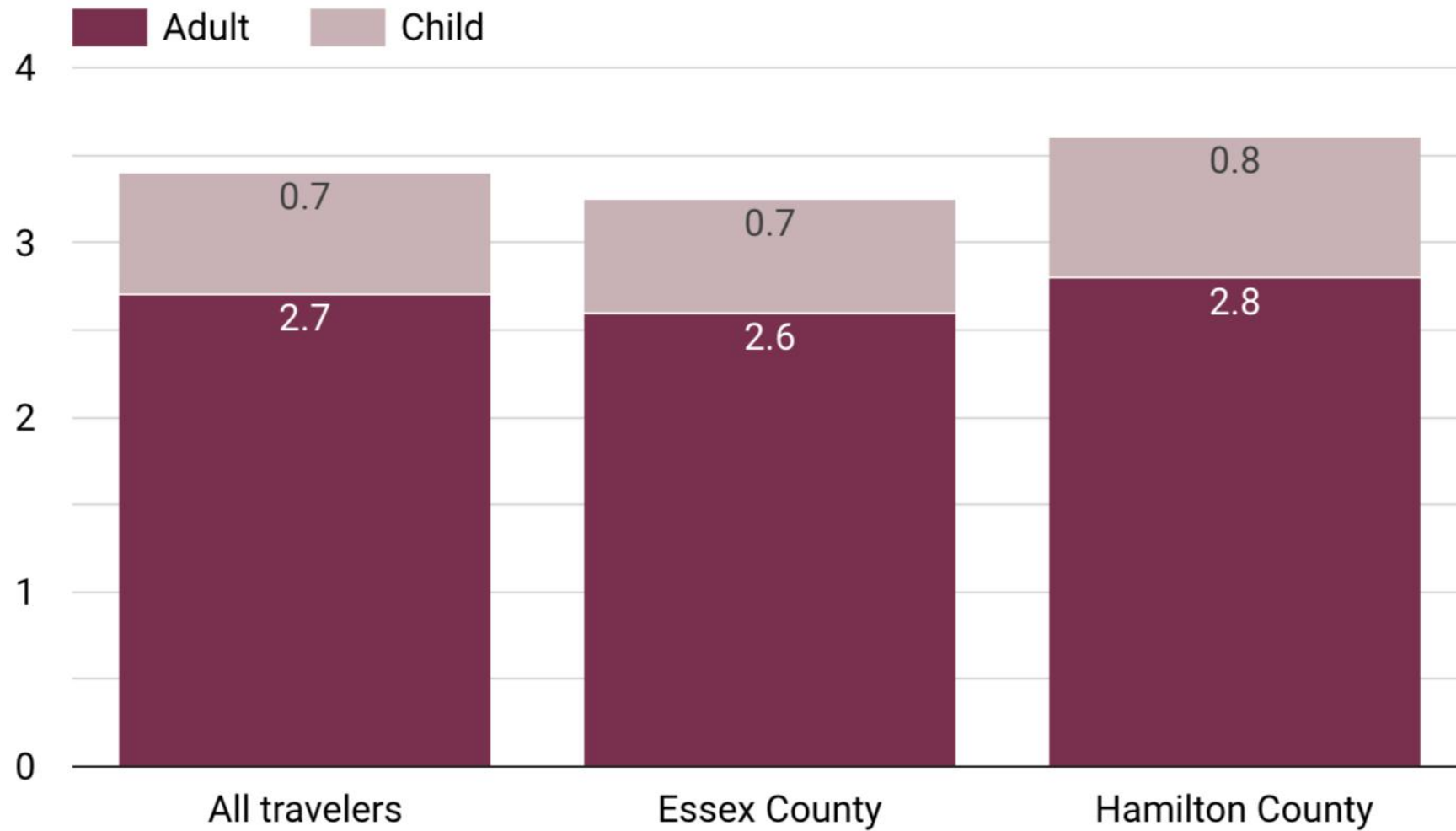
Five year average party size / Length of stay

Essex County travelers



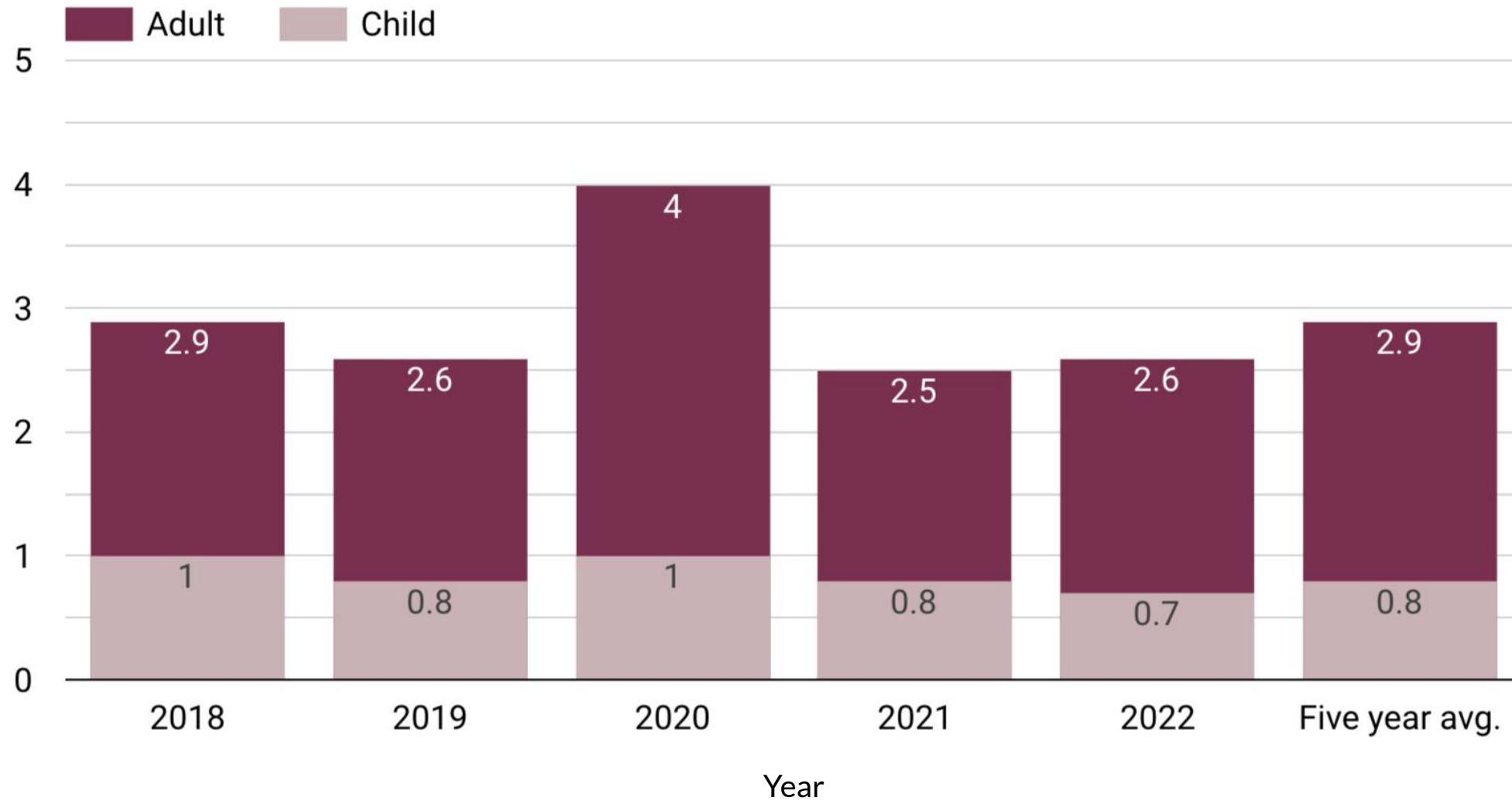
Party composition

All travelers



Five year average party composition

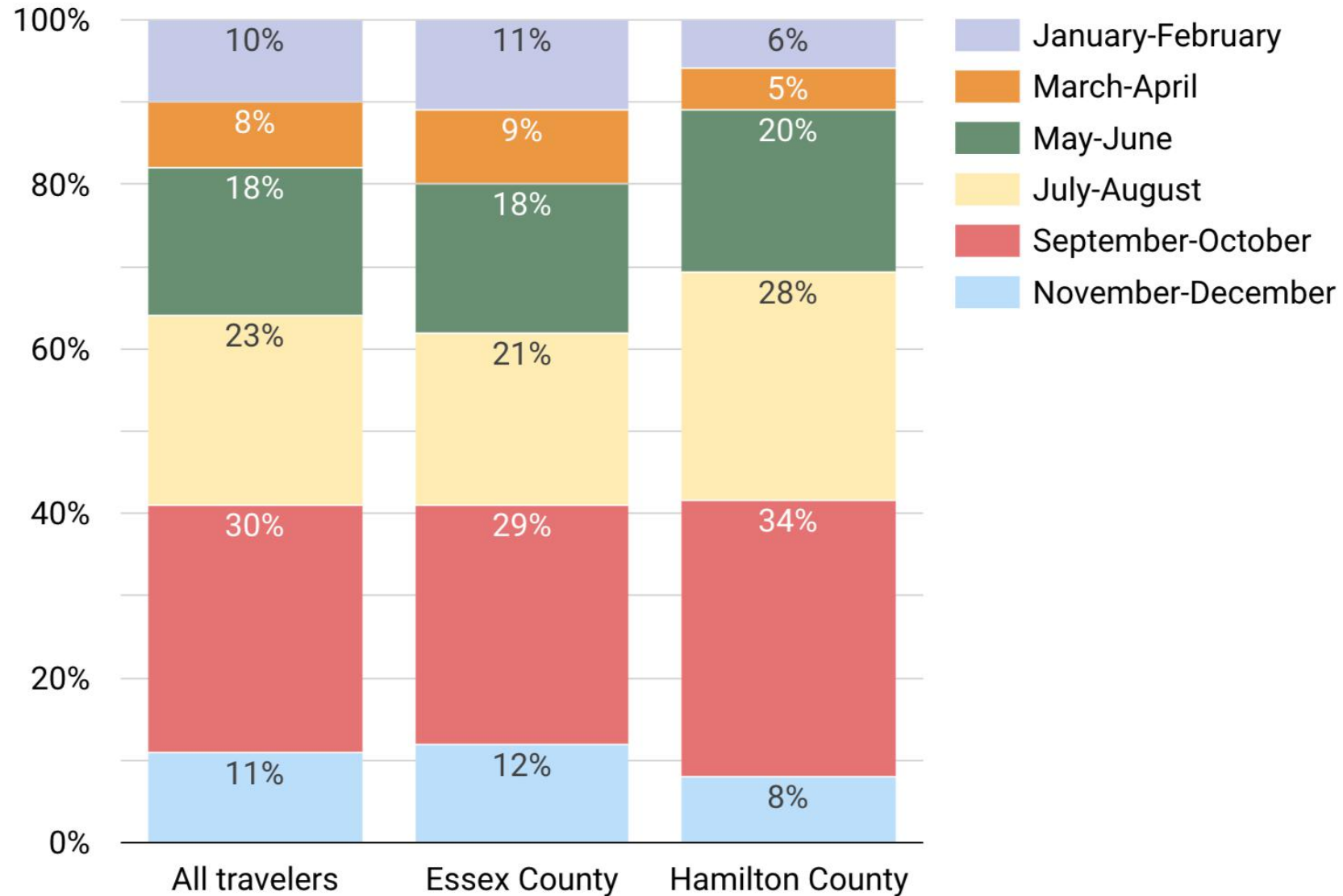
Essex County travelers



Time of year visited

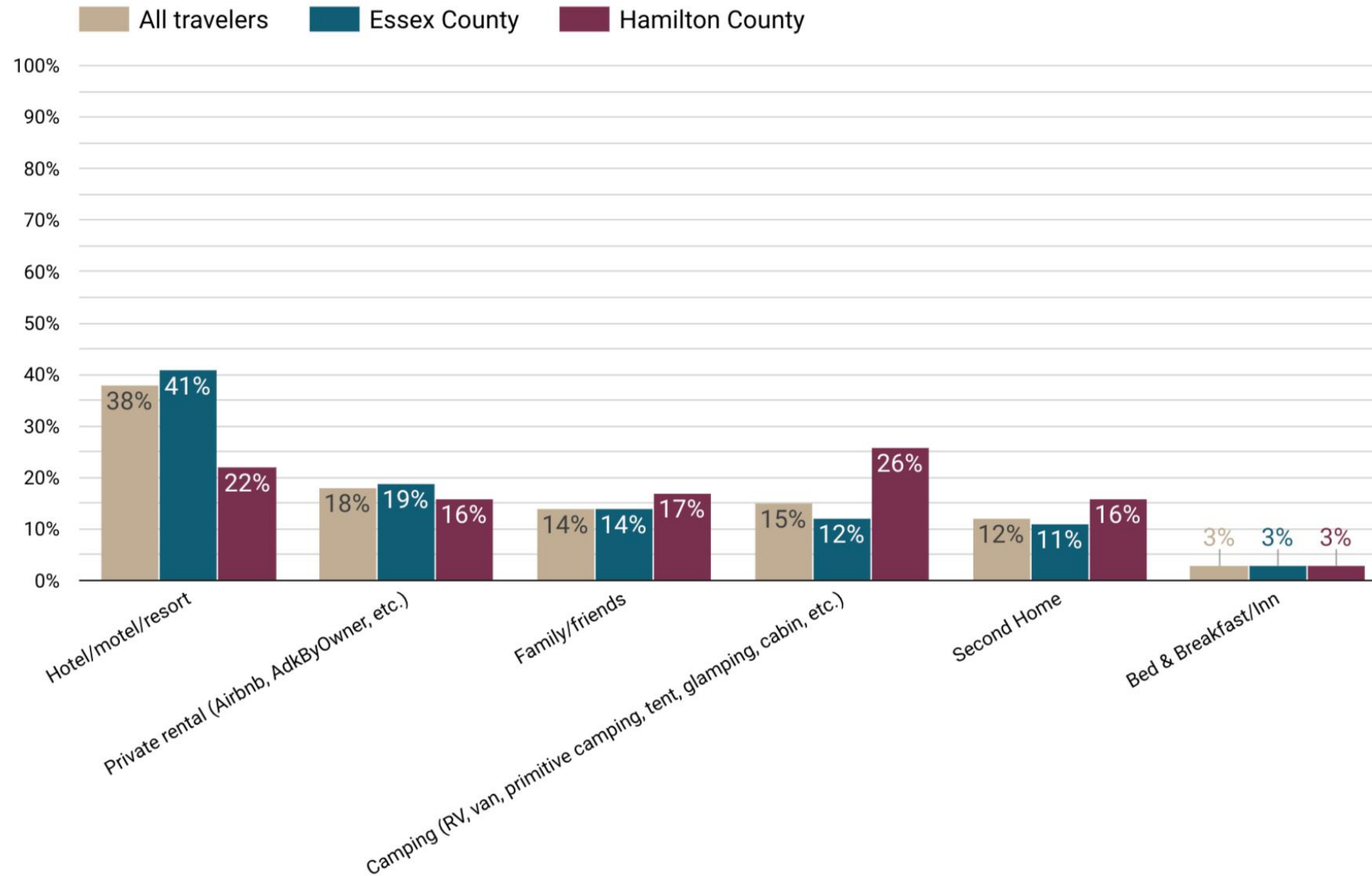
All travelers

ROOST



Lodging accommodations

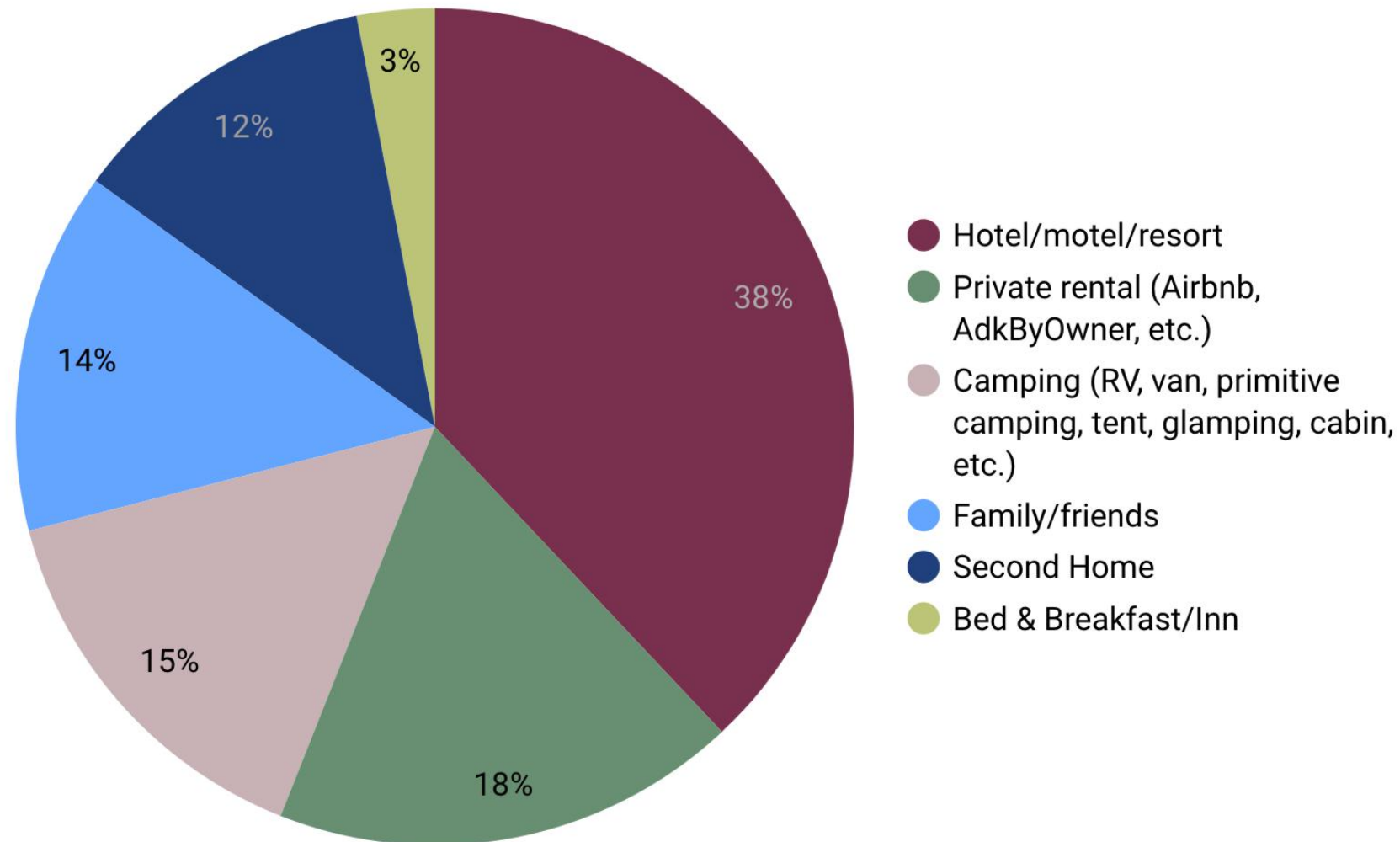
All travelers



Lodging accommodations

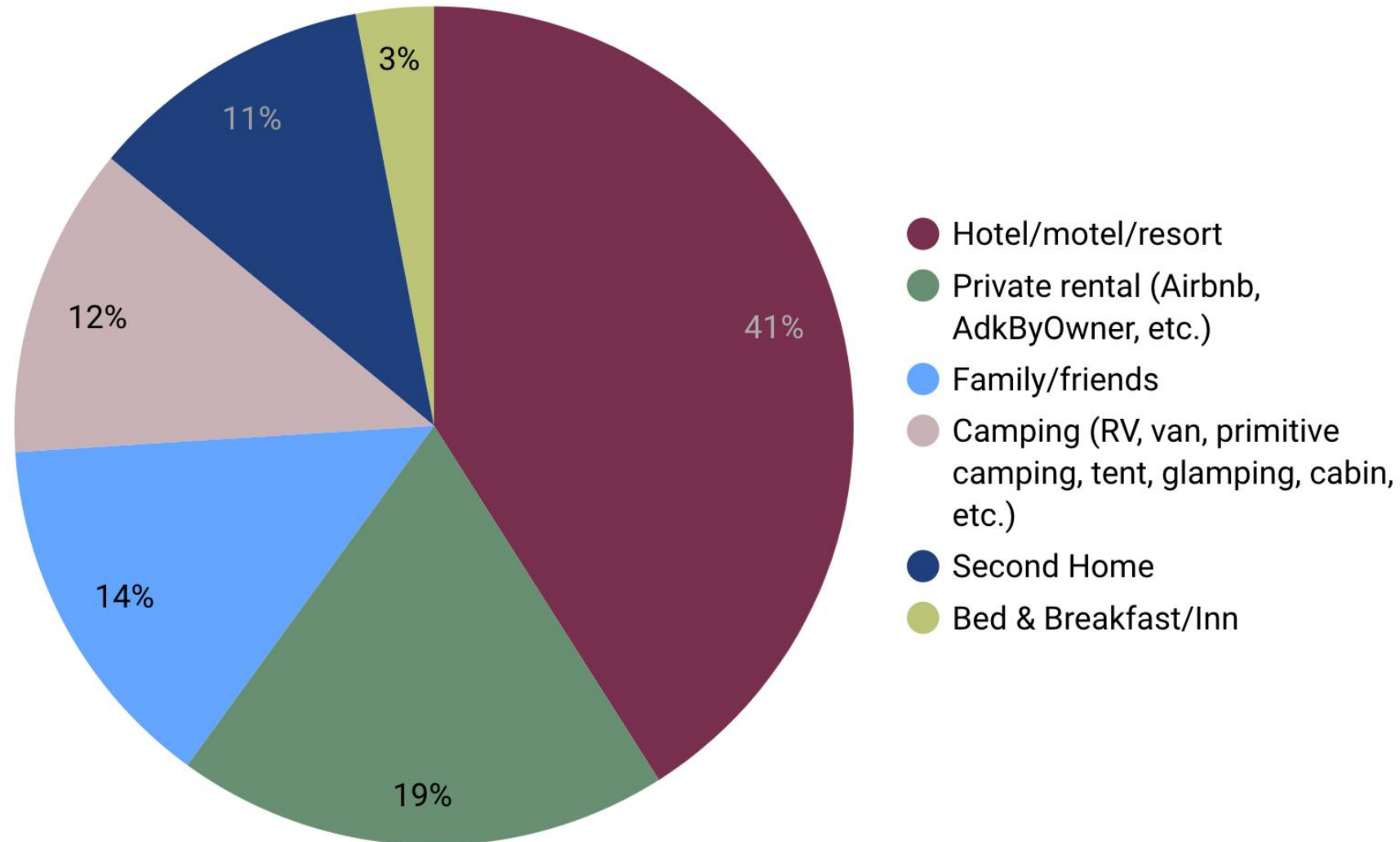
All travelers

ROOST



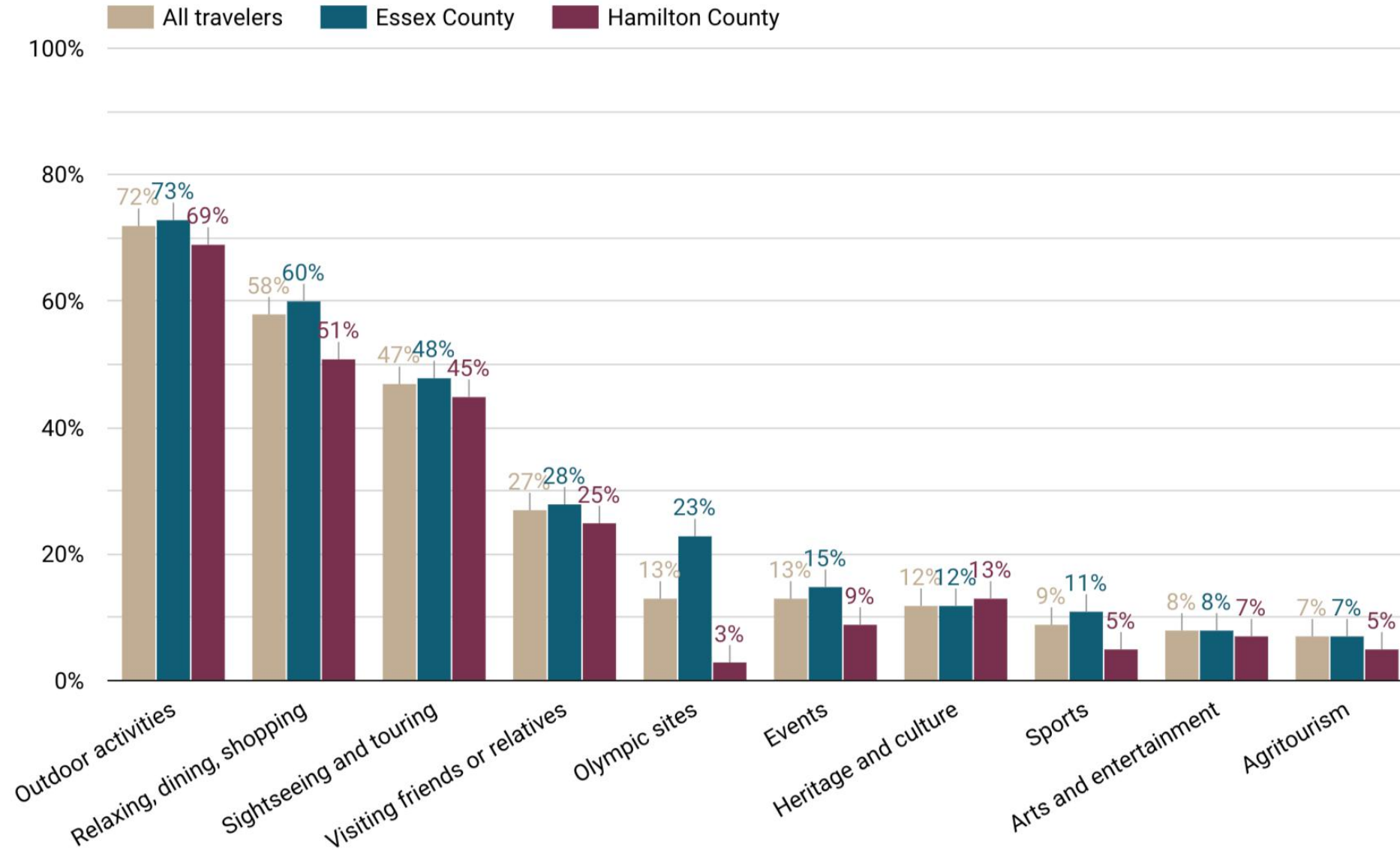
Lodging accommodations

Essex County travelers



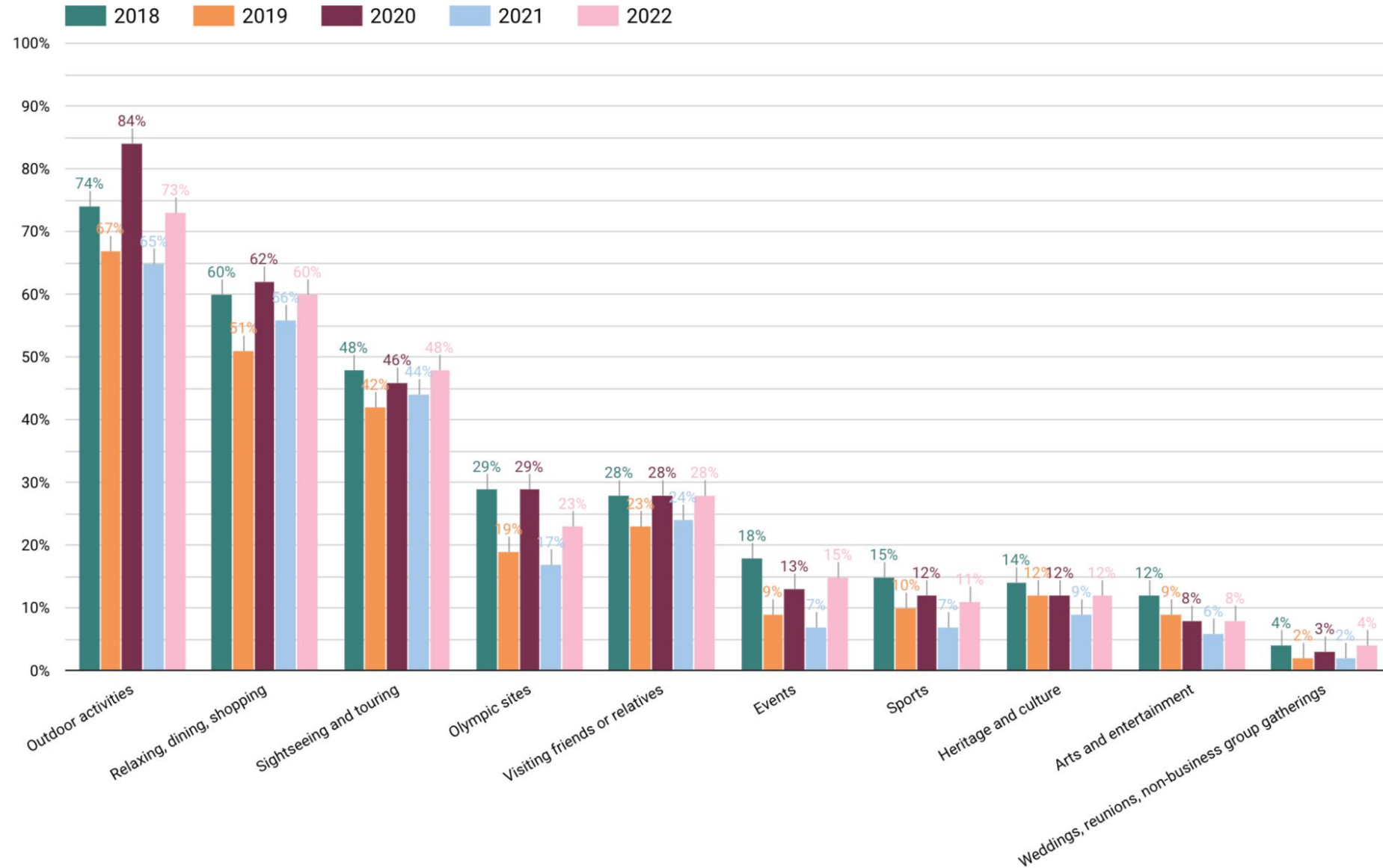
Key attractions

All travelers



Five year key attractions

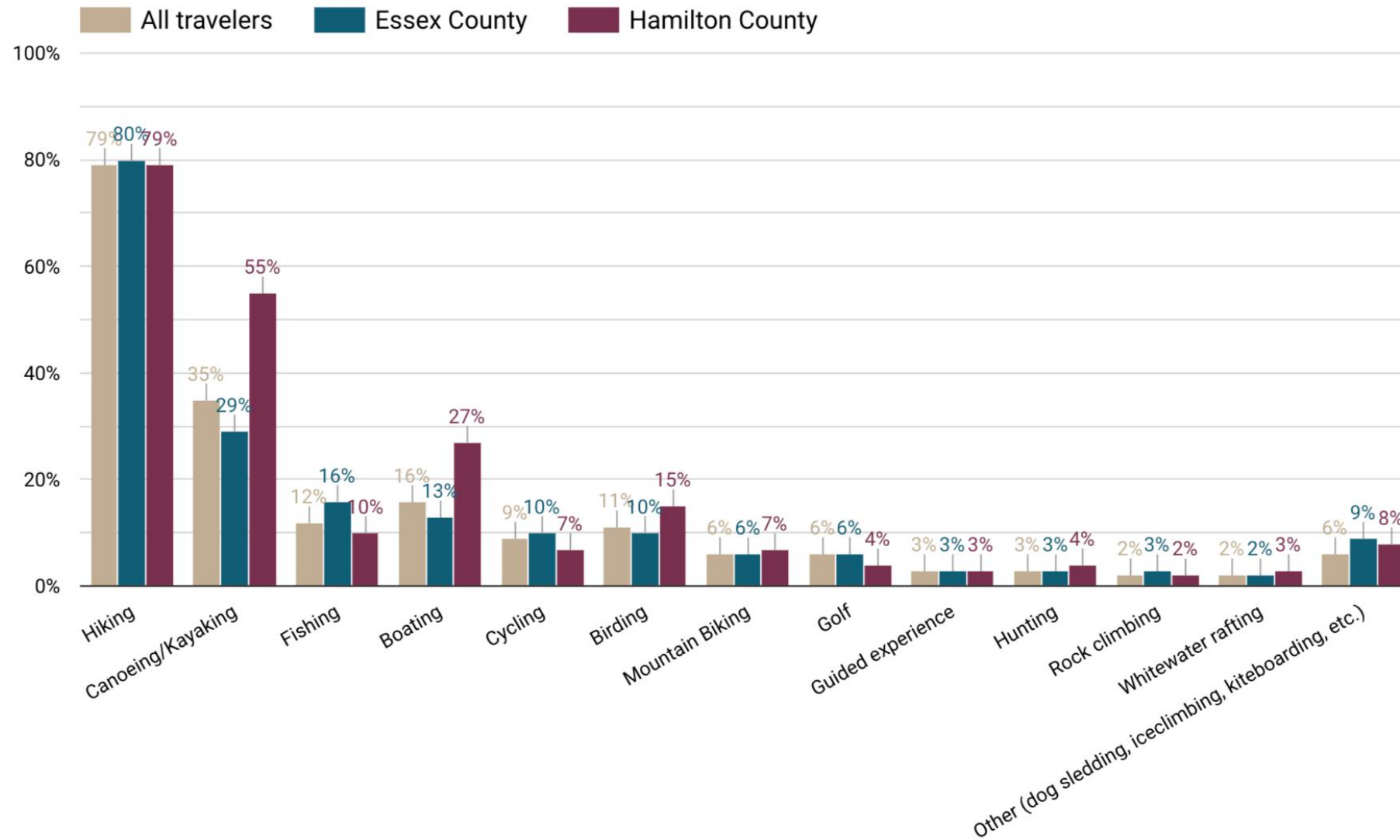
Essex County travelers



Outdoor Spring / Summer activities

All travelers

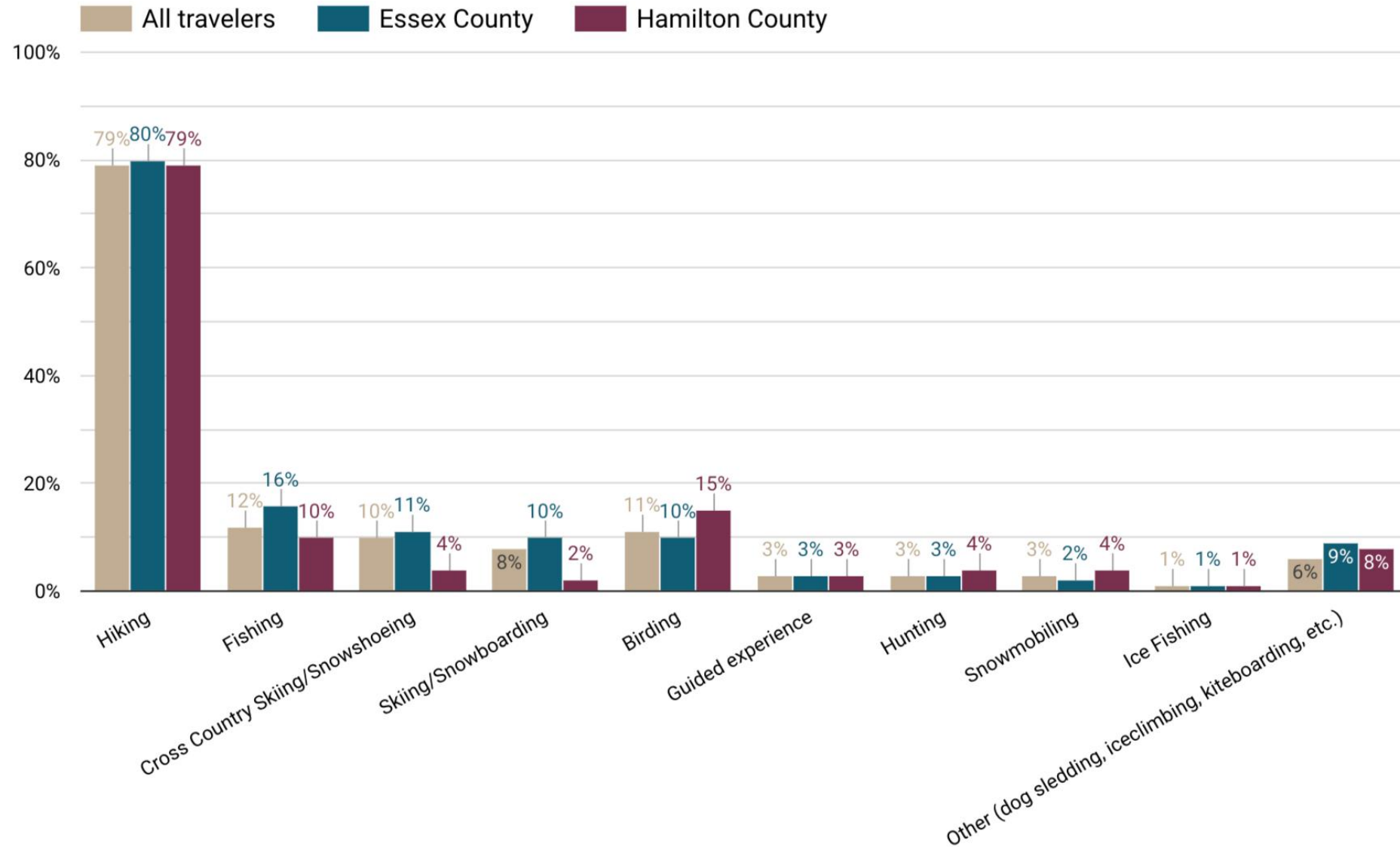
ROOST



Outdoor Fall / Winter activities

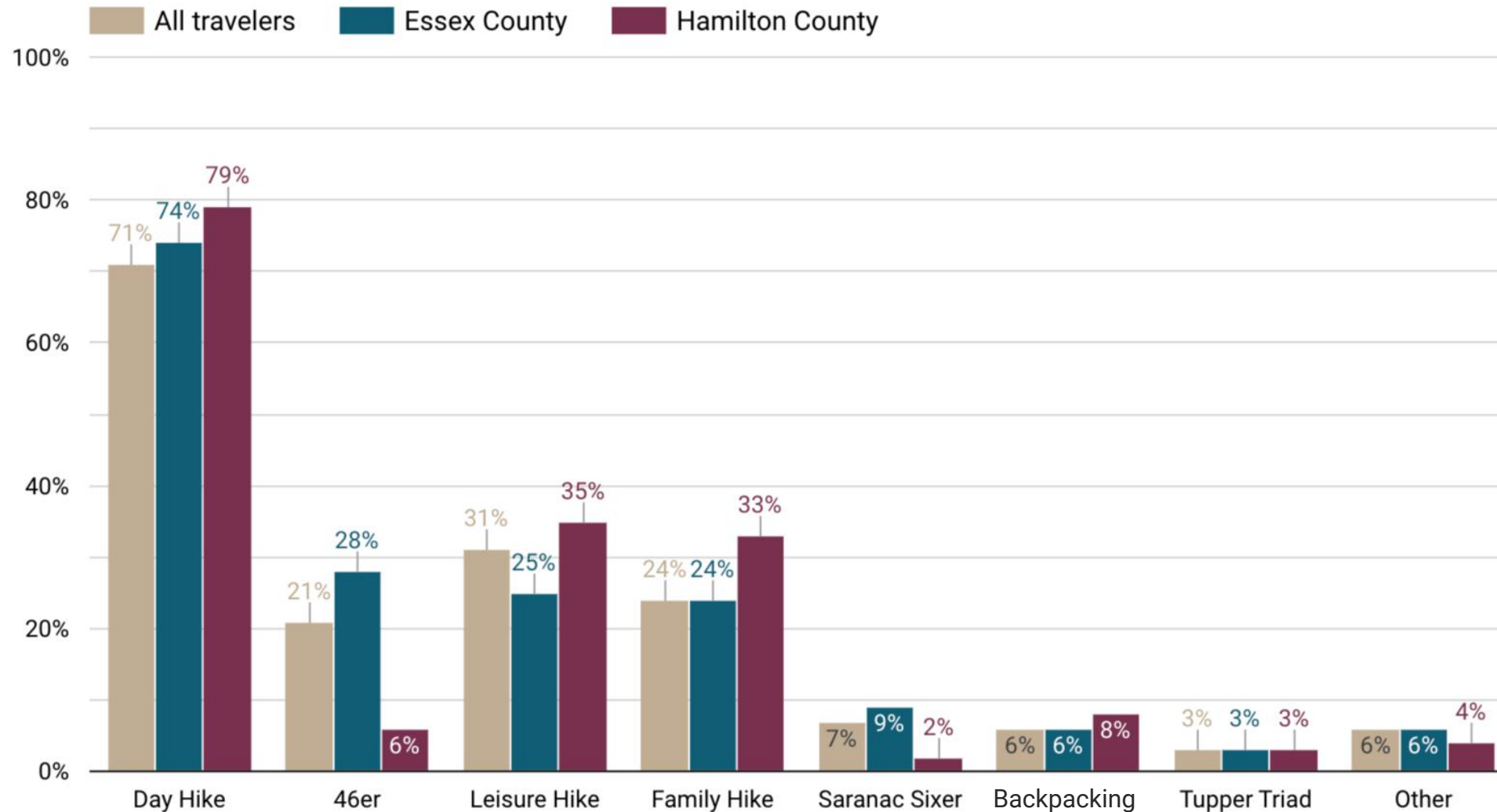
All travelers

ROOST



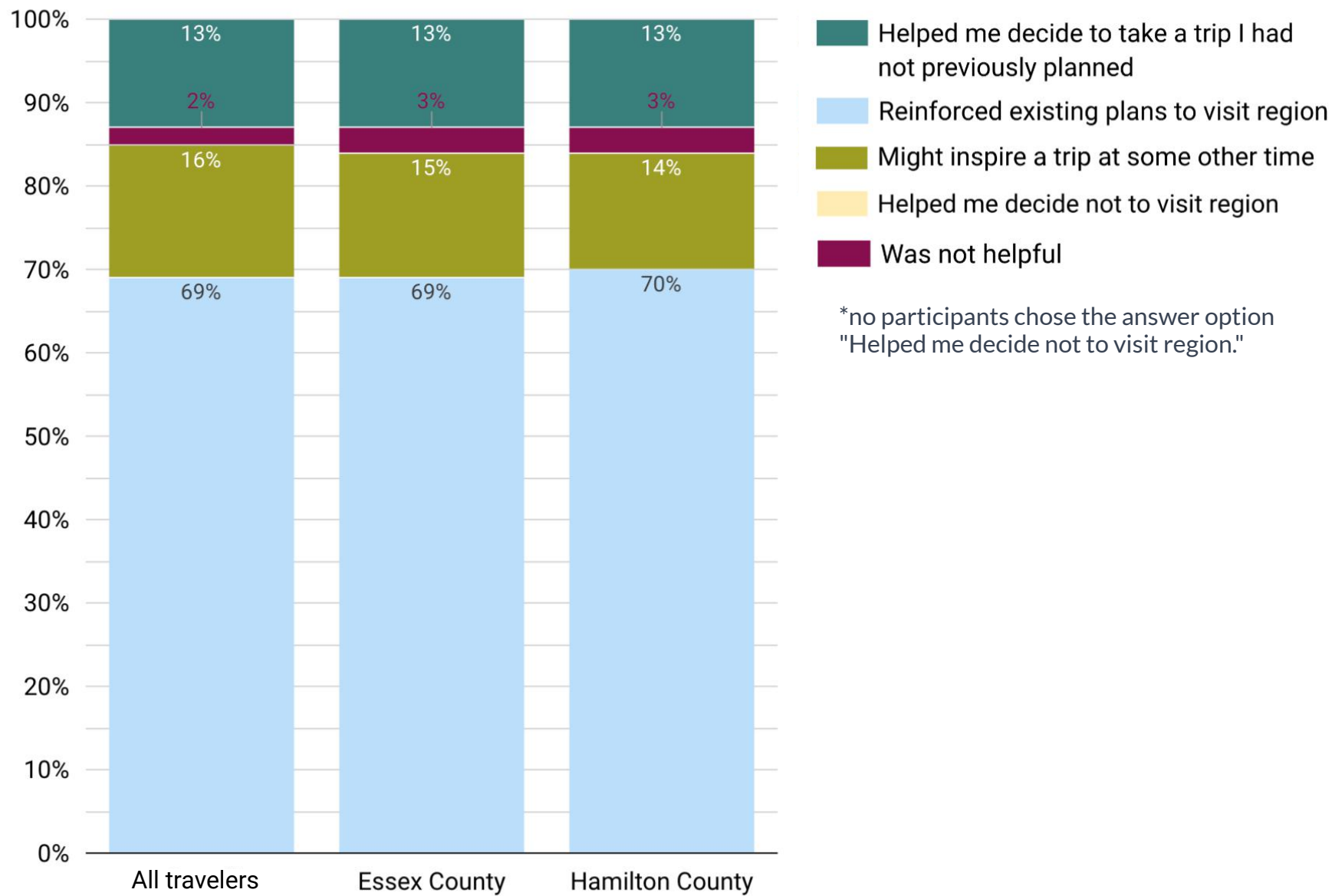
Hiking breakdown

All travelers



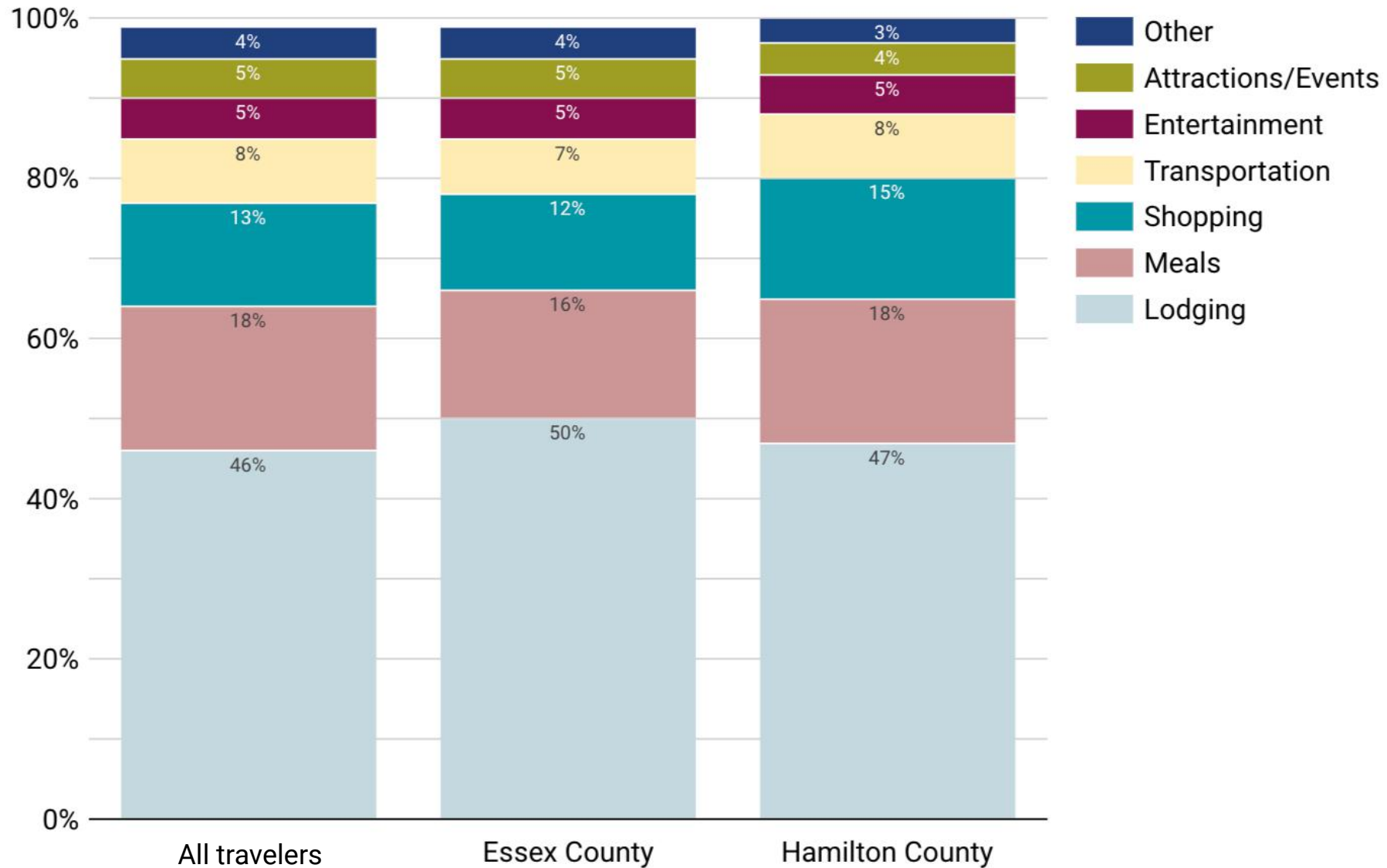
Conversion Rate from Viewing ROOST Marketing Materials

All travelers



Total expenditure allocation by category

All travelers



Mean party expenditures

All travelers



	All travelers	Essex County	Hamilton County
Lodging	\$787	\$950	\$667
Meals	\$298	\$311	\$253
Shopping	\$218	\$220	\$210
Entertainment	\$89	\$94	\$72
Attractions/Events	\$90	\$100	\$55
Transportation	\$140	\$140	\$120
Other	\$75	\$80	\$48
Average daily expenditure	\$459	\$512	\$375
Average total expenditure	\$1,697	\$1,895	\$1,425

Five year mean party expenditures

Essex County travelers



	Five year average	2022	2021	2020	2019	2018
Lodging	\$702	\$950	\$679	\$910	\$499	\$470
Meals	\$307	\$311	\$287	\$449	\$245	\$241
Shopping	\$215	\$220	\$215	\$274	\$200	\$164
Entertainment	\$81	\$94	\$83	\$67	\$84	\$76
Attractions/Events	\$78	\$100	\$83	\$57	\$84	\$68
Transportation	\$93	\$140	\$95	\$71	\$80	\$80
Other	\$50	\$80	\$40	\$10	\$68	\$52
Average daily expenditure	\$418	\$512	\$464	\$283	\$417	\$415
Average total expenditure	\$1,526	\$1,895	\$1,484	\$1,838	\$1,260	\$1,151

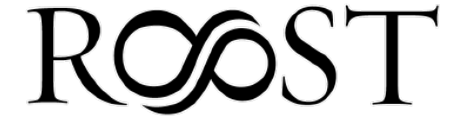
Essex County Visitor Profile

ROOT



Visitor profile

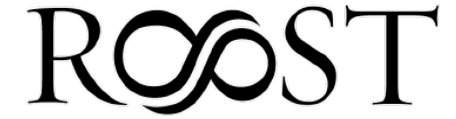
All Essex County travelers



- Average visitor party age of respondents was 58 years old, consistent with age from prior year survey and slightly higher than the five year average (56).
- 94% of visitor respondents were of white ethnicity; with approximately 1% each reporting Native American, Asian and Hispanic. Less than 1% of respondents reported African American/Black, and nearly 3% reported mixed race.
- The average reported total traveler party size climbed slightly from the prior year to 3.3 persons, including 2.6 adults and 0.7 child.
- About two-thirds of visitors (67%) reported that they were New York state residents, dropping from nearly 80% in 2020 and 74% in 2021.
- Northeastern state visitors outside of New York state rose for the second consecutive year to one out of five (20%) of respondents. Out of state visitors coming from areas beyond the north comprised 8% of respondents, with the southern U.S being 5% of that figure.
- Canadian travel began to rebound in 2022, with three percent of visitors reporting from Quebec and two percent from Ontario.

Visitor profile

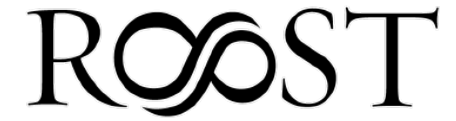
All Essex County travelers



- Average duration of stay reported by 2022 travelers climbed to 3.7 nights (3.3 nights reported in 2021) and slightly below the five-year average (3.9).
- **For the second year in a row, reported fall visitation comprised the highest proportion of visitors (September/October- 29%).** The shift in stronger fall visitation is a point which researchers are continuing to note and focus on for future investigation.
- Frequency of reported fall visitation was followed by peak summer season (July/August- 21%). Reported January/February (11%), March/April (10%), May/June (18%), and November/December (11%) remained consistent from the year prior.
- Hotels/motels remained the most-reported lodging choice among 2022 traveler respondents by a high margin (41%). However this gap between the next most common lodging choices has decreased over the years.
- Short-term rentals were reported as the second most common lodging choice used by 19% of respondents. Respondents reported staying with family and friends fell to 14% (from 15% in year prior). Reported second home use (11%) and bed and breakfast (3%) stays remained relatively consistent from prior recent years. Camping and RV stays climbed slightly to 12% of reported stays (from 11% in year prior).

Visitor profile

All Essex County travelers



- The most reported draw in visiting the region continued to be outdoor activities, with 73% of respondents selecting this attraction to visit the area.
- “Relaxing, dining and shopping” remained the second-most commonly expressed reason to visit the area, selected by 60% of respondents. Sightseeing (48%) and visiting friends (28%) rounded out the top four areas of expressed interest. Each of these most commonly selected areas of interest rose slightly from the prior year.
- Twenty-three (23%) of respondents reported visiting Olympic sites as an attraction, a sizable jump from the 17% reporting such interest in 2021.
- Eighty percent (80%) of respondents who indicated that they came to the area for outdoor activities stated that hiking was an activity of primary interest. The strength of hiking as a draw to visit the region has remained very strong during the past five years. Reported interest in canoeing or kayaking was the next most commonly reported outdoor interest (29%), followed by fishing (16%). These remained consistent with the year prior.

Visitor profile

All Essex County travelers



- Average daily traveler party spending in 2022 was estimated at \$512 per day. This represents a 10% increase in daily spending from prior year reported spending.
- The total average estimated trip expenditure was \$1,895, a 27% increase in total reported spending by 2022 visitors. This returns estimated spending levels to the record high seen in 2020 during the height of the pandemic (unusually long trips due to displaced work/vacation schedules).
- Reported spending on lodging showed a record-high (from the nearly 20 years of this data collection) of \$950 per average stay, climbing 39% from the prior year. This comprised the largest proportion of the overall reported spending increases.
- All other spending categories showed at least modest increases from the prior year, with transportation demonstrating a steep climb of 40% in estimated cost.
- ROOST received 285,844 contacts through its marketing efforts for Essex County in 2022. Contacts have steadily increased during the last two years in recovery from the pandemic.

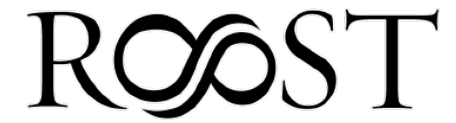
Regional Visitor Impacts

ROOST



Regional visitor impacts

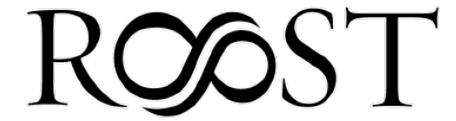
All travelers



- Average traveler party age of respondents was 58 years old, slightly older than the five-year average.
- The average reported total traveler party size was 2.7 adults and 0.7 child, for a total of 3.47 persons. This represents two years of smaller average party sizes from these data.
- Ninety-four percent (94%) of visitor respondents were of white ethnicity; with approximately 1% each reporting Native American, Asian and Hispanic. Less than 1% of respondent reported African American/Black and 2% reported mixed race.
- Reported visitation by respondents from New York state fell to 69% from 2022, marking two years of decline since a notable high of 80% during the height of the pandemic in 2020.
- Visitors traveling from northern New York and central/western New York comprised the largest group of these respondents at 33% each.
- Northeastern state visitors outside of New York state were consistent from the year prior at 18% of respondents. Visitors reporting from states outside the Northeast rose slightly to 8%. Five percent of these visitors traveled from the southern U.S.

Regional visitor impacts

All travelers



- Canadian visitation rebounded somewhat with a reported 2% of visitors from Quebec and 2% from Ontario.
- Stay length reported by 2022 travelers increased slightly from that reported in 2021 to 3.7 nights. This is closer to the five-year average duration of stay (4 nights).
- For the second consecutive year, reported fall visitation in September/October (29%) exceeded reported summer visitation in July/August (23%). May/June (16%), January/February (10%) and March/April (8%) stayed fairly consistent from prior years. Reported November/December visitation climbed from 8% to 11% among 2022 visitors (compared to year prior). The shift in stronger fall visitation is a point which researchers are continuing to note and focus on for future investigation.
- Hotels/motels remained the most frequently reported lodging choice among 2022 traveler respondents (38%), but still decreased from five-year averages as other market share has grown.
- Reported stays in short-term rentals increased to 18% (from 16% in 2021). Other lodging types stayed consistent with recent years with 14% reporting staying with family/friends, 15% in camping/RVs. Visitors reported staying in second homes slightly less from 2021, with 12% indicating this lodging choice.

Regional visitor impacts

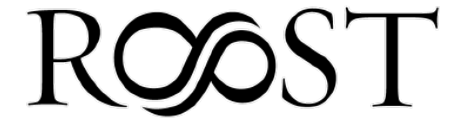
All travelers



- The highest ranking attraction to visit the region continued to be outdoor activities, with 62% of respondents selecting this draw to visit.
- “Relaxing, dining and shopping” remained another frequently expressed reason to visit the area by 58% of respondents. Sightseeing (47%) and visiting friends (27%) rounded out the top four areas of interest. Thirteen percent (13%) of respondents reported visiting Olympic sites and events as an attraction. Reported interest in heritage attractions rose slightly from prior year to 12%.
- Seventy-nine percent (79%) of respondents who indicated that they came to the area for outdoor activities stated that hiking was an activity of interest. Reported interest in canoeing or kayaking was the next most common reported outdoor interest (35%), followed by boating (16%).
- Fishing was expressed as an outdoor activity of interest by 13% of respondents. Eleven percent (11%) of respondents indicated interest in birding and ten percent (10%) indicated interest in cross-country skiing/snowshoeing.
- A question regarding hiking preferences continues to indicate a strong preference in casual hiking, with 71% of respondents indicating interest in day hikes, 31% leisure and hard surface hiking and 24% family hikes. Forty-sixer level hike interest raised in 2022, to 21% of respondents.

Regional visitor impacts

All travelers



- Increased expenditure levels were reported by 2022 visitors in comparison to the 2021 year. The average daily traveler party spending in 2022 was estimated at \$459. This is a new high level among recent years of data collection.
- The total estimated reported trip expenditure was \$1,697. Visitor spending has increased for the past five years, including an even larger spike during 2020 due to longer stays.
- Reported spending on lodging (\$787) represents a remarkable 23% increase in this spending from the year prior. Reported meal spending also climbed 7% from the year prior to \$298. These data are supported by the increases in revenue substantiated by ancillary research.
- All other expenditures categories demonstrated increases as well, resulting in strong expenditure profiles. This includes shopping (\$218), entertainment (\$89), transportation (\$140) and attraction/events (\$90).
- Over 215,000 individuals contacted ROOST via its various outlets for travel information about the region in 2022. This is a near record level and a 2% increase from the prior year.

Regional ROI Study

ROOST



Return on investment (ROI)

All travelers



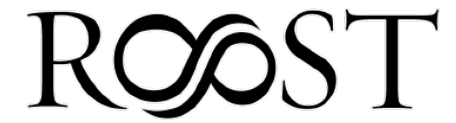
The estimated total revenue generated by leisure travelers to the region who were influenced by ROOST marketing materials is calculated by multiplying the number of traceable inquiries by the average gross conversion rate, daily traveler expenditures, and length of stay:

$$\begin{array}{ll} 215,944 & \text{(direct leads)} \\ \times 82\% & \text{(gross conversion factor)} \\ \times \$459 & \text{(mean traveler party expenditure per day)} \\ \times 3.7 & \text{(mean length of stay in nights)} \end{array}$$

Based on these calculations the total estimated revenue generated by travelers influenced by ROOST in 2022 is **\$300,724,910.**

Return on investment (ROI)

All travelers



The estimated return on investment is calculated by dividing the total revenue generated by travelers by the total marketing dollars spent by ROOST:

$$\begin{array}{l} \$300,724,910 \text{ (total estimated traveler revenue)} \\ \div \$3,188,710 \text{ (total ROOST marketing expenditures)} \end{array}$$

This produces a conservatively-estimated ROI of 94:1 in leisure traveler-related revenue for every marketing dollar expended.