

Sustainability Survey Analysis

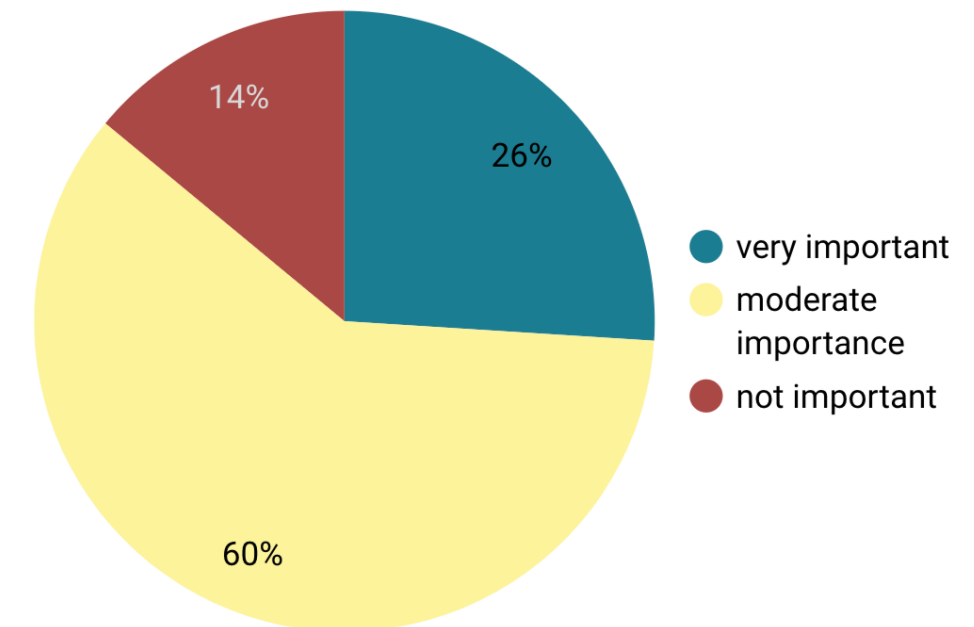
JUNE 2022

- The Regional Office of Sustainable Tourism (ROOST) has long worked toward the sustainability of its tourism assets. In 2022, ROOST employed a survey to a sampling of those who inquired about travel to the region during the year and indicated that sustainability was at least somewhat important when planning a trip. The purpose of this survey was to ascertain visitor and potential visitor opinions and perceptions about sustainability relative to travel decisions.
- In the first time of employing this survey, nearly one thousand (991) visitors and potential visitors to the region responded. Over half (56%) of respondents reported that they are New York state residents, with 28% from central and western New York, and 20% from the Capital District north. Eight percent (8%) of respondents were from downstate or the New York City region.
- Just over one in five respondents (21%) are from the northeast U.S. outside of New York state. Eight percent (8%) of respondents are from the southern U.S. and Canada. Four percent (4%) state that they come from the midwestern U.S. and three percent (3%) from the western U.S.

Importance of sustainability in planning a trip

Perceived Importance of Sustainability to Travel Decisions

- Survey respondents were asked how important sustainability factors are when they plan a trip. A strong majority (86%) of this group, sustainability is at least a moderate consideration.
- Of note is that more than one in four (26%) state that this is a “very important” consideration.

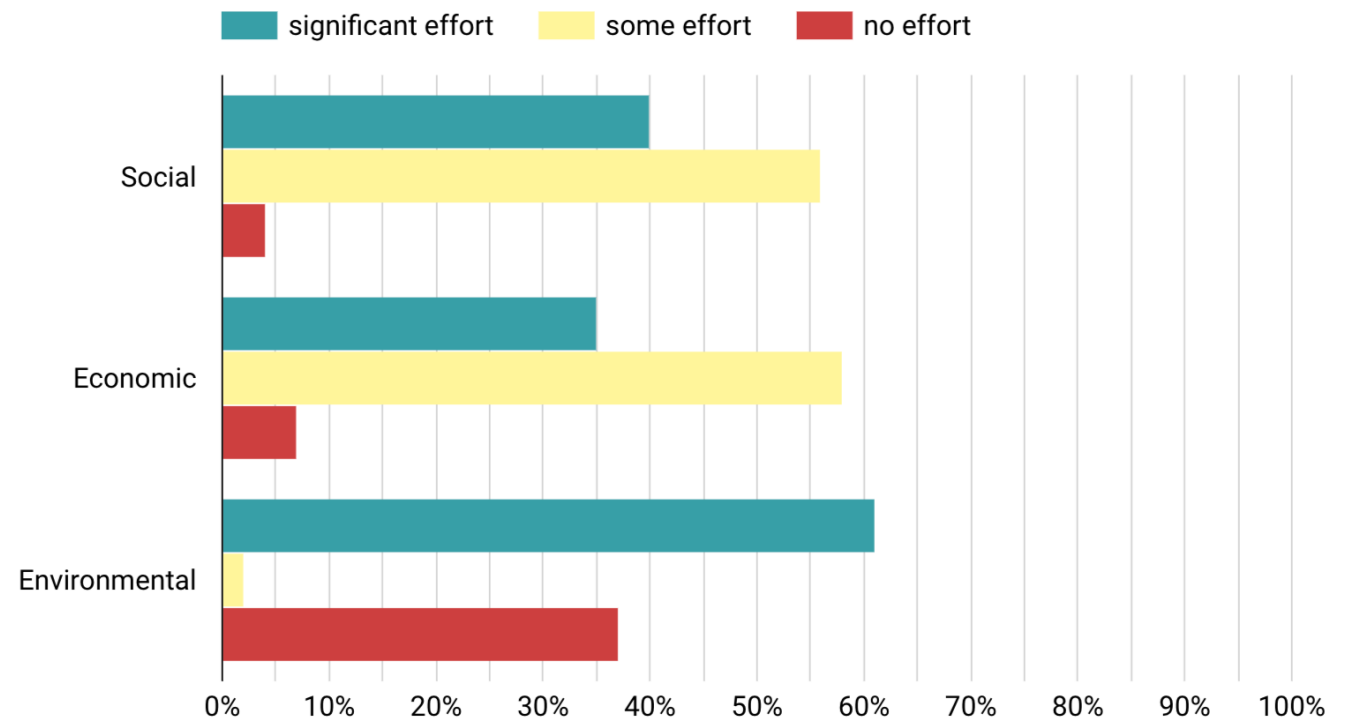


Perceived sustainability of the Adirondacks as a destination

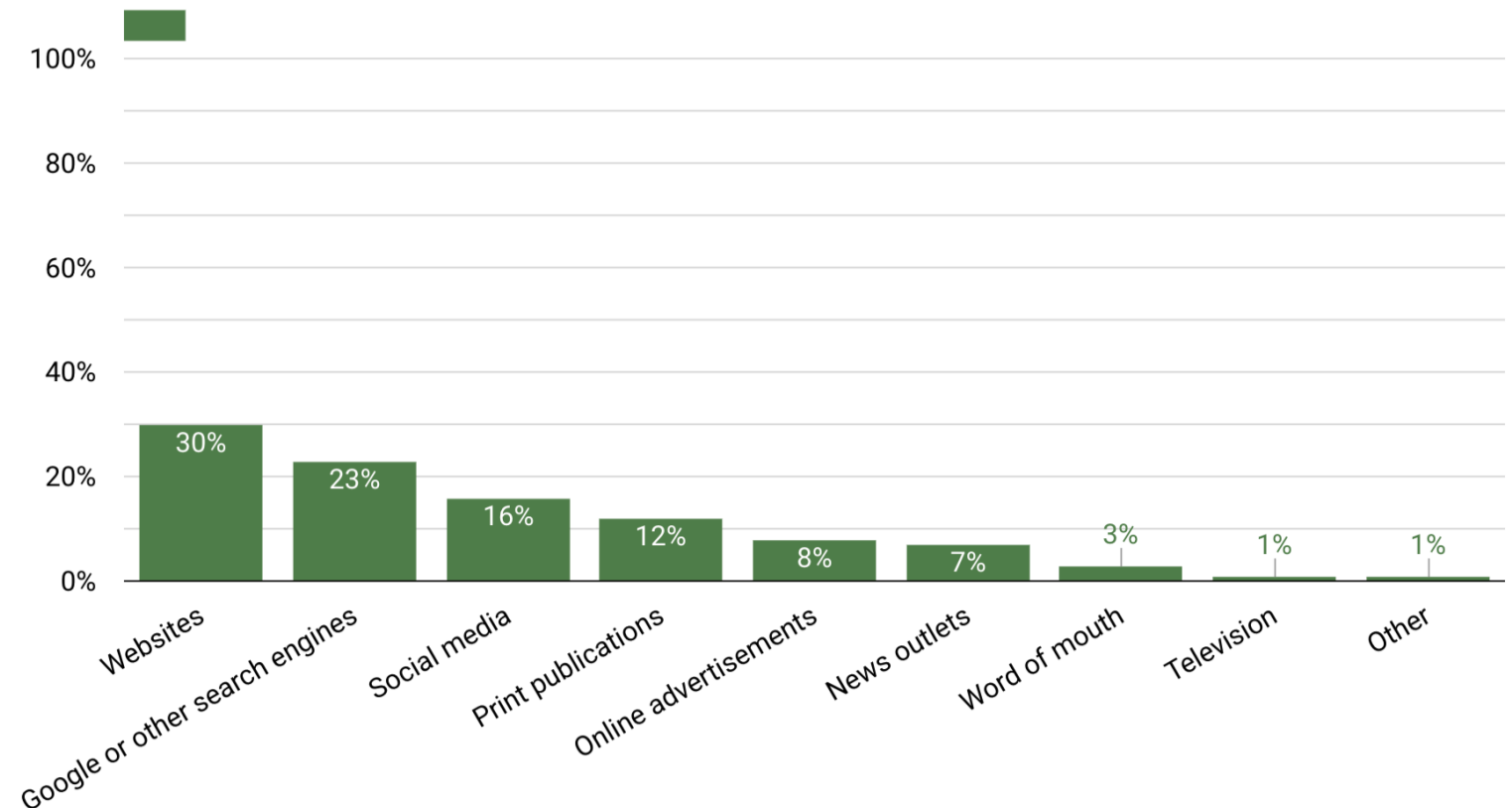
- The survey asked respondents the level of effort that they perceived in the region as a travel destination in three different categories- socially, economically, and environmentally.

- The environmental aspect of sustainability shows strongest perception, followed by economic, and then social.

Perceived efforts for sustainability

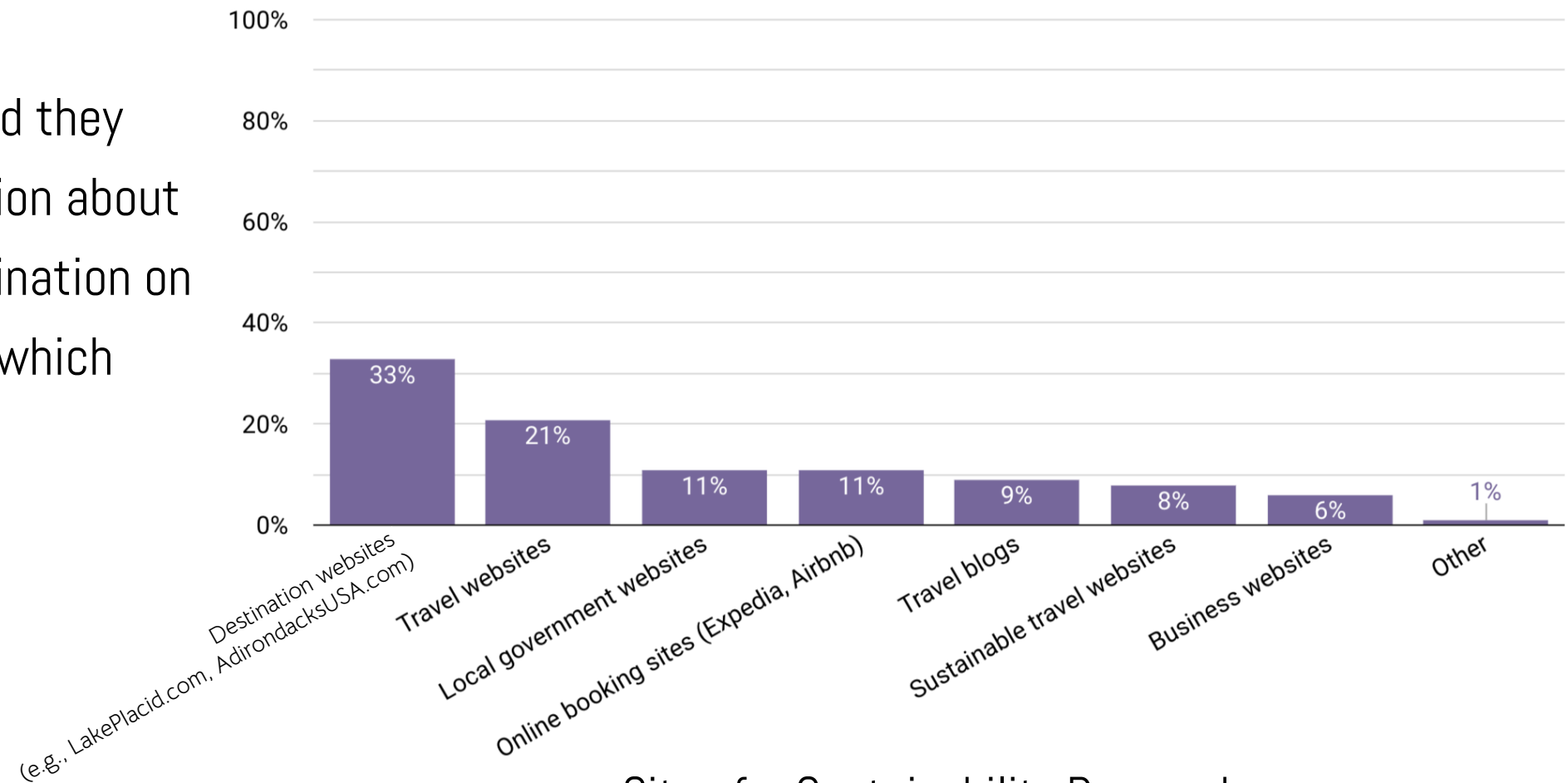


- The survey asked visitors and potential visitors where they typically find their information about the sustainability of a destination, permitting as many responses as applicable:



Sites for Sustainability Research

- Respondents who selected they typically find their information about the sustainability of a destination on websites were then asked which websites they used for this information:

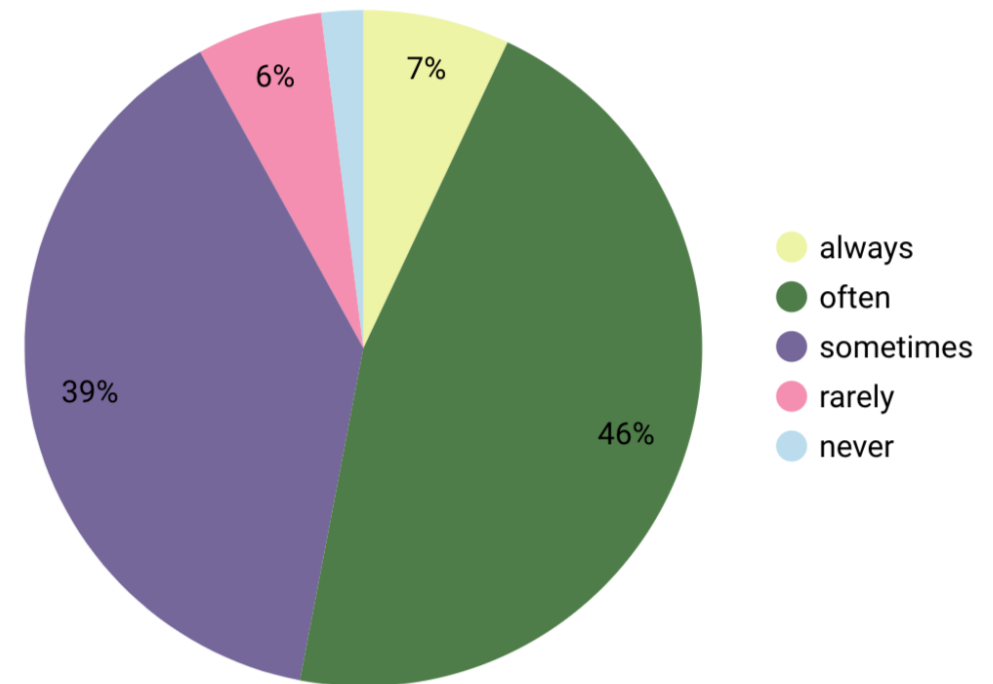


Sites for Sustainability Research

Influence of sustainability practices

- The survey asked how often a company's sustainability practices influenced the respondents' decision to purchase from them.
- More than ninety percent (91%) of respondents indicate that sustainability at least "sometimes" affects purchase decisions. More than half of respondents (53%) indicate that this is a factor of consideration at least "often".

Frequency of influence of company's sustainability on purchases



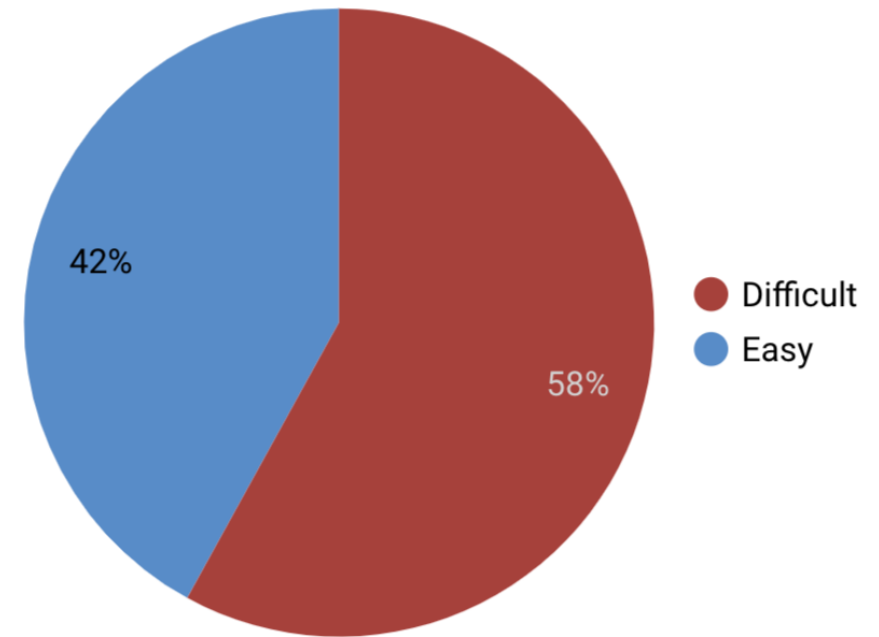
Impacts on traveling decisions by possible sustainability factors/actions

- The survey asked respondents to check from a substantial list of sustainability practices which they “looked for” when planning a vacation destination. Respondents were allowed to select as many as applied.

- Practices with a response rate higher than 15% are represented here.

Sustainable practice		% respondents ▼
1.	Restaurants in the region buy from local suppliers	23%
2.	Businesses in the region support the local economy	22%
3.	Businesses sell local artisan products and services	20%
4.	Businesses donate to local nonprofits	18%
5.	Businesses in the region give back to the community through work with local charities	18%
6.	Plans to manage hiking traffic and limit impacts on trails	17%
7.	Restaurants focusing on reducing food waste	17%
8.	Choosing road trips over airlines and cruises	17%
9.	Businesses in the area founded by residents	17%
10.	The option to pay extra to offset carbon emissions	16%
11.	Public transportation to popular attractions	16%

- Respondents were asked if it is “easy” or “difficult” to find information about the sustainability of a travel destination. A slight majority of respondents (58%) stated that it is “difficult” to find information, with the balance (42%) finding it “easy”.



Ease of finding information on sustainability

- While sustainability has been a focus within ROOST for many years, this is the first year that a survey was conducted to gauge information specific to visitor perceptions regarding sustainability. The initial data provides interesting indications of priorities that may be applied in the near term and compared to future results if the survey is repeated.
- Now more than ever, guests are looking for proven-green experiences. Green hotels are positioned to capture the burgeoning interest in wellness tourism, which is growing markedly faster tourism overall. And with leading corporations, governments, and associations making green meetings a requirement, earning a sustainability certification is a valuable differentiator that unlocks lucrative business opportunities. The Adirondack region is extremely well poised to utilize sustainable practices as a marketing tool to the individual and group markets moving forward.
- Travel experts emphasize that sustainability is a growing concern expressed by an increasing proportion of visitors. Younger visitors may, in general, have a different expectation and understanding of sustainability in comparison to older generations. This baseline data is useful in moving forward with better understanding visitor preference in this topic area.