



REGIONAL OFFICE *of*
SUSTAINABLE TOURISM

Resident and Business Sentiment Survey

September 2022

Methodology

- In 2022 ROOST distributed a survey to gain insight into business owners' and residents' perceptions and opinions about a number of topics as they relate to tourism within the region. It sought to better understand sentiment regarding tourism-related activities and impacts that contribute to the local economy and social environment within the region, along with topics that may be a source of concern.
- The survey targeted residents and business owners within Essex and Hamilton counties, along with the villages of Tupper Lake and Saranac Lake.
- The survey collected 1,743 total completed responses, of which 1,237 were residents within those regions. The results achieved a 3% margin of error at a 95% confidence level.
- Respondents were invited by email as well as through a paid social media ad targeting residents and a press release. The survey began September 7, 2022 and was closed on September 15, 2022. Respondents were incentivized to take the survey with three chances to win Visa Gift Cards valued at \$100, \$250 and \$500 each.

Regional sample sizes (n)

Lake Placid/High Peaks: 413

Saranac Lake: 328

Tupper Lake: 90

Lake Champlain Region: 126

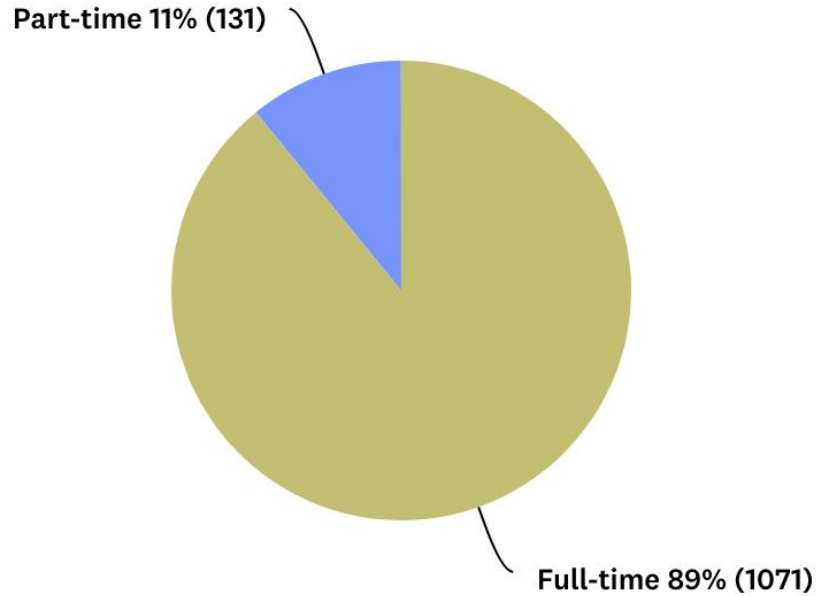
Whiteface Region: 101

Hub Region: 57

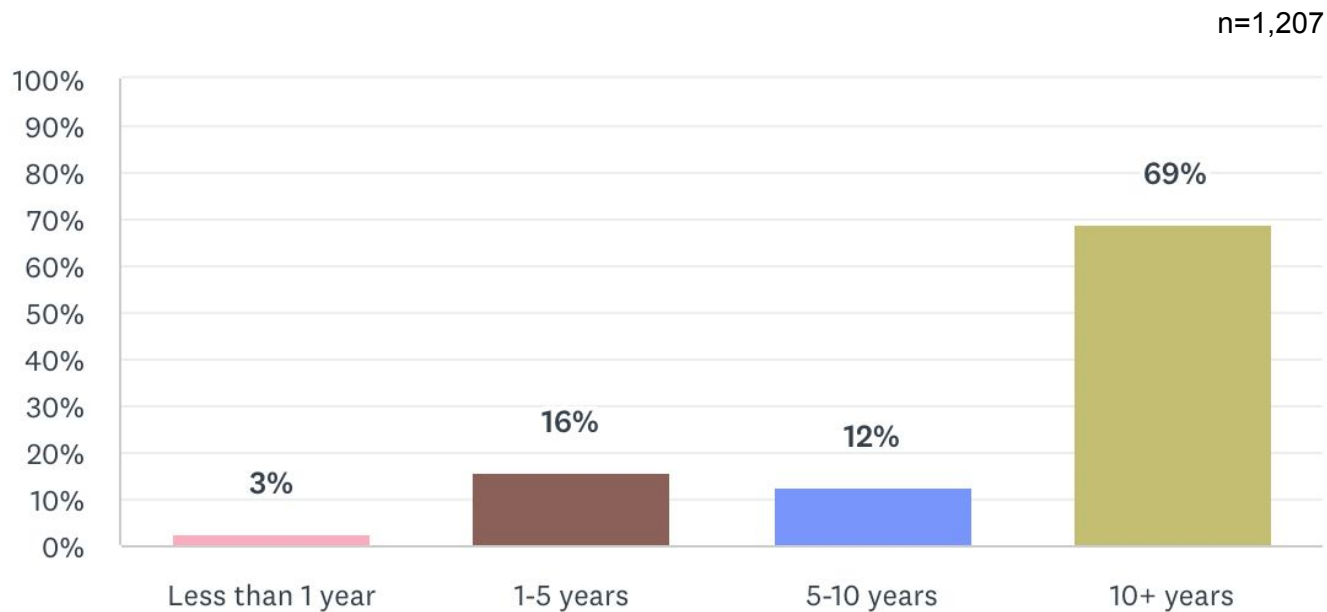
Hamilton County: 111

Are you a full-time or part-time resident of the zip code you entered?

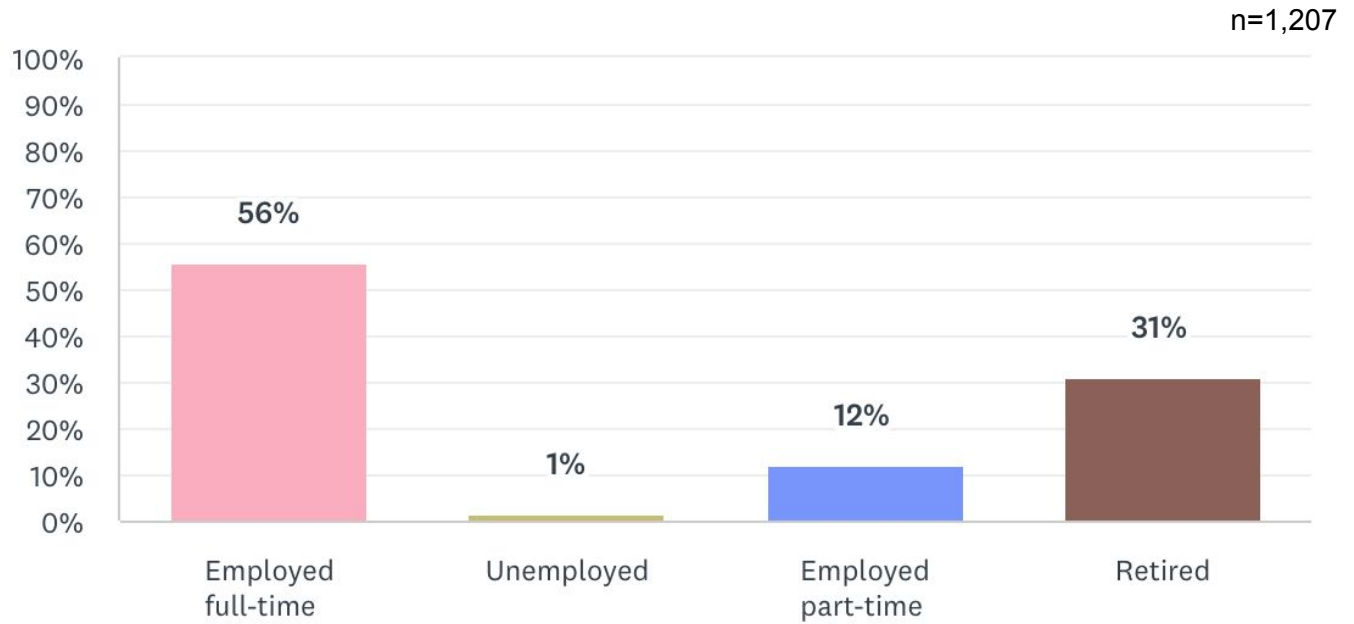
n=1,202



How long have you been a resident?

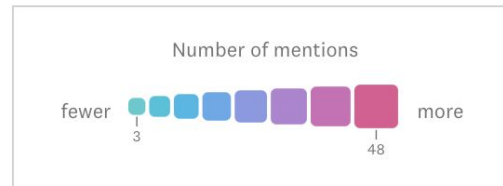


I am:



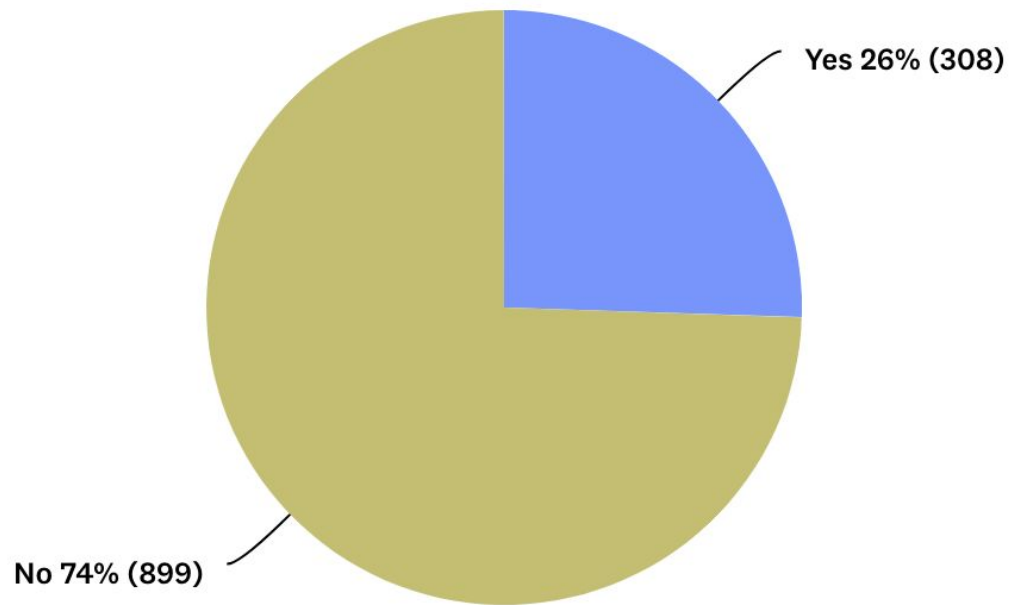
Q5: What is your primary occupation?

n=1,207

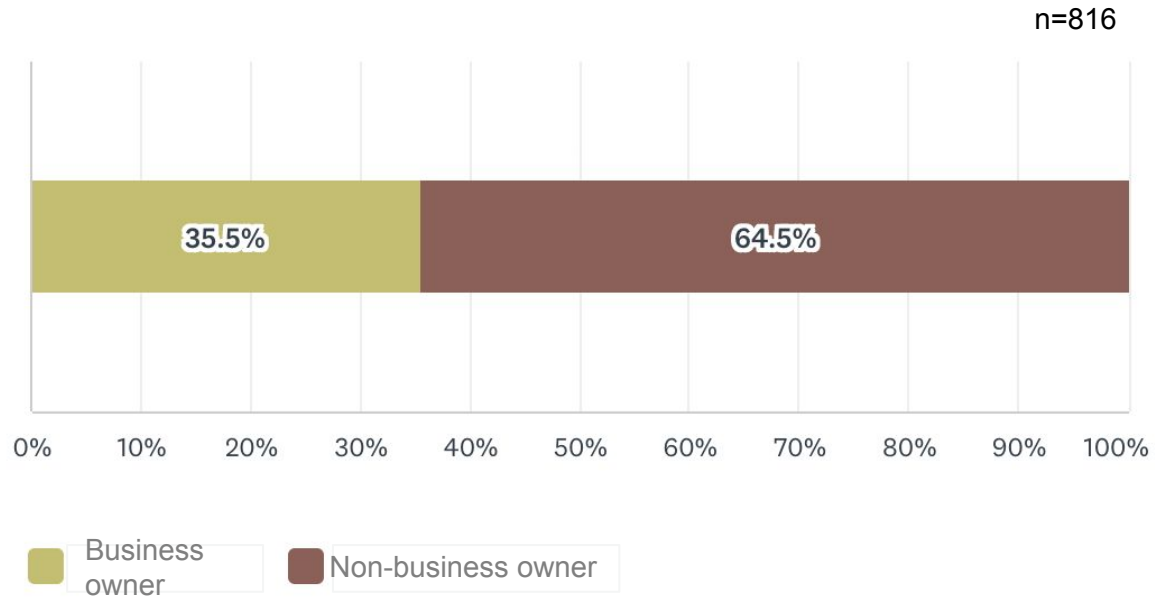


Do you work more than one job?

n=1,207

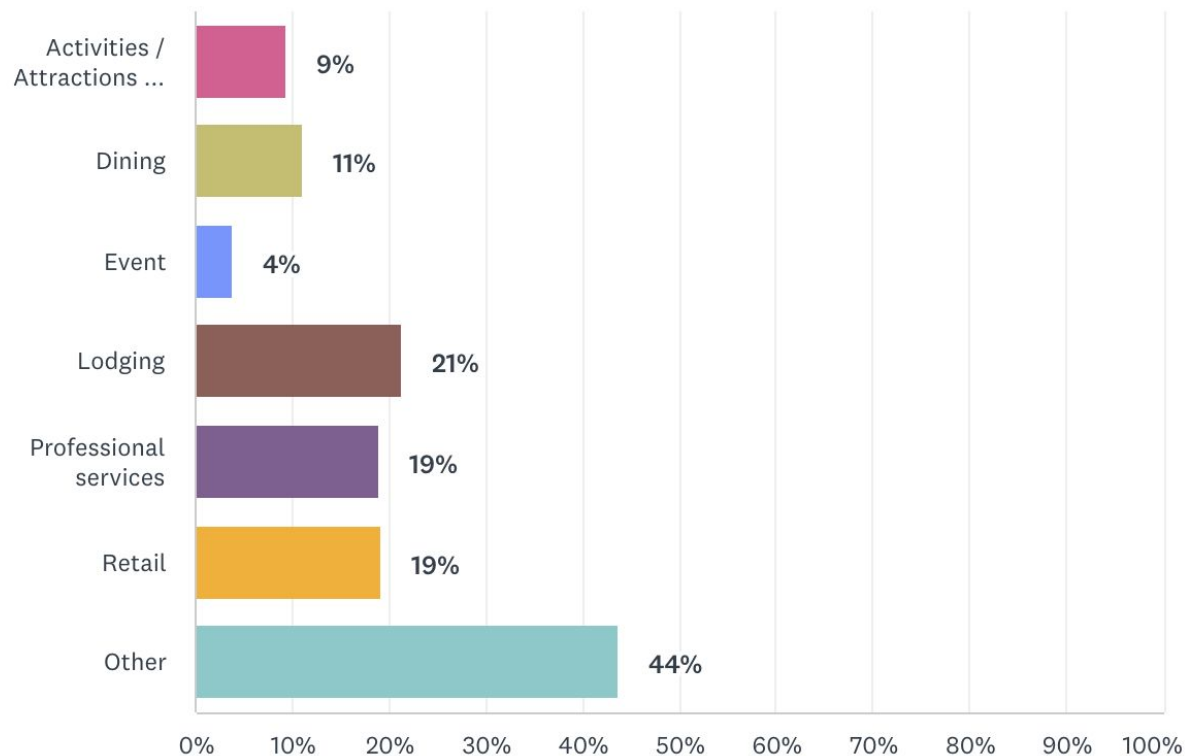


I am a:



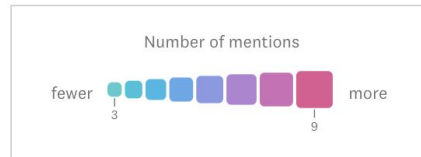
What type of business do you own? (Select all that apply.)

n=291



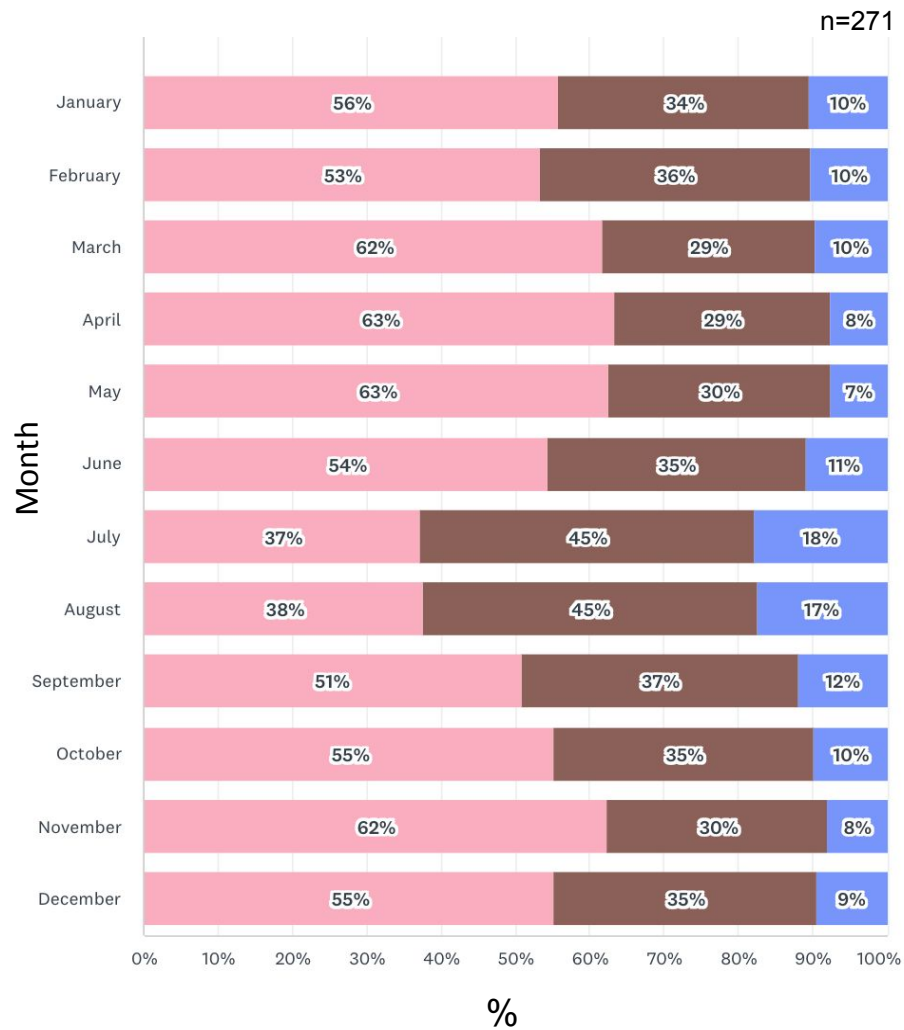
Other businesses

n=127

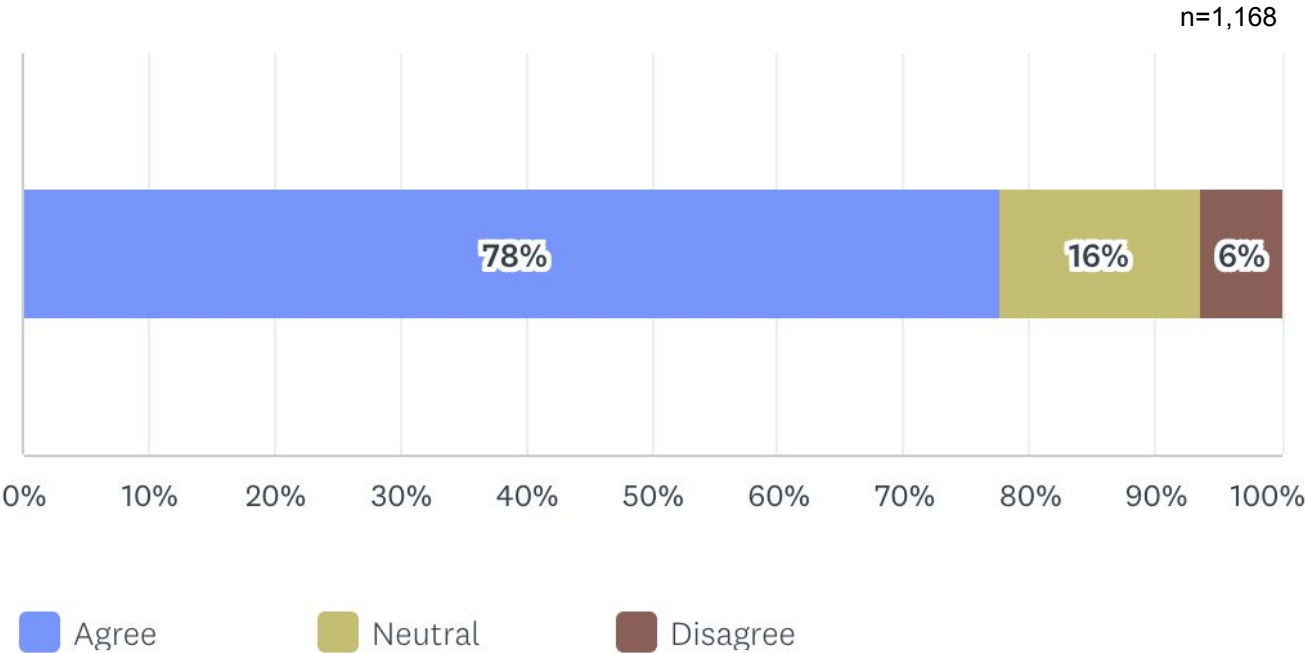


My business would benefit from increased business in:

Agree Neutral Disagree

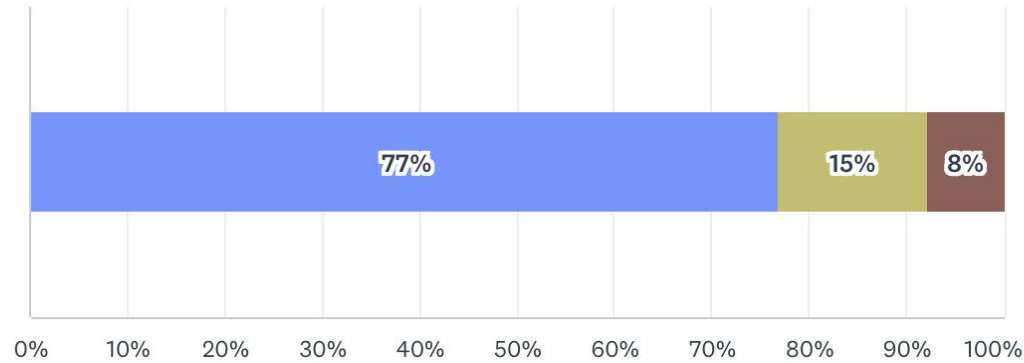


Tourism has a positive impact on businesses in my community.

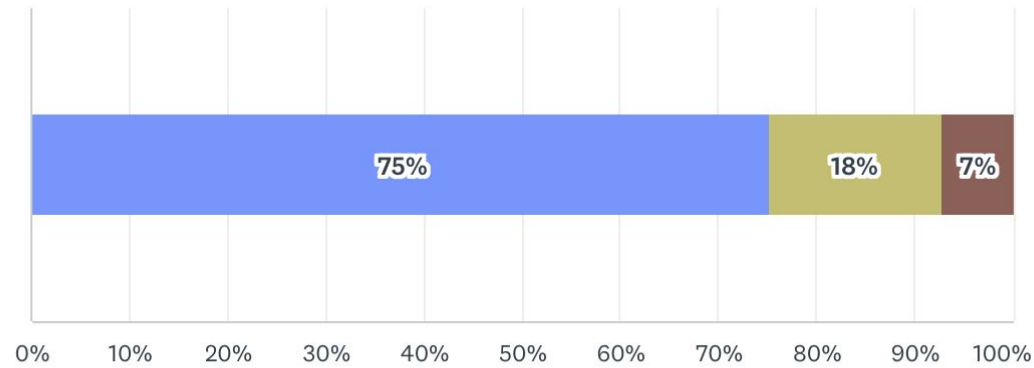


Tourism has a positive impact on businesses in my community.

Business owners
n=290

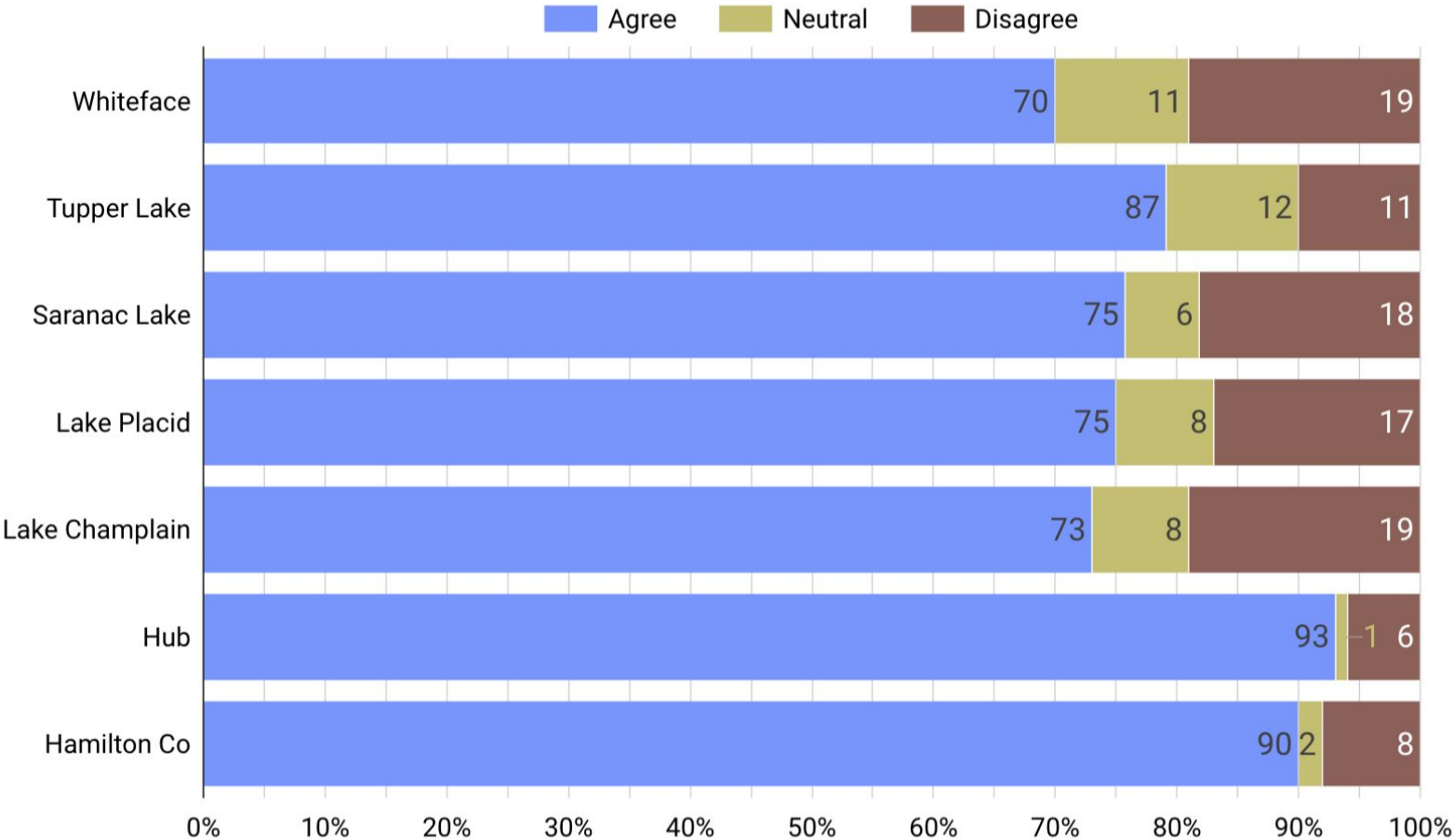


Non business owners
n=526

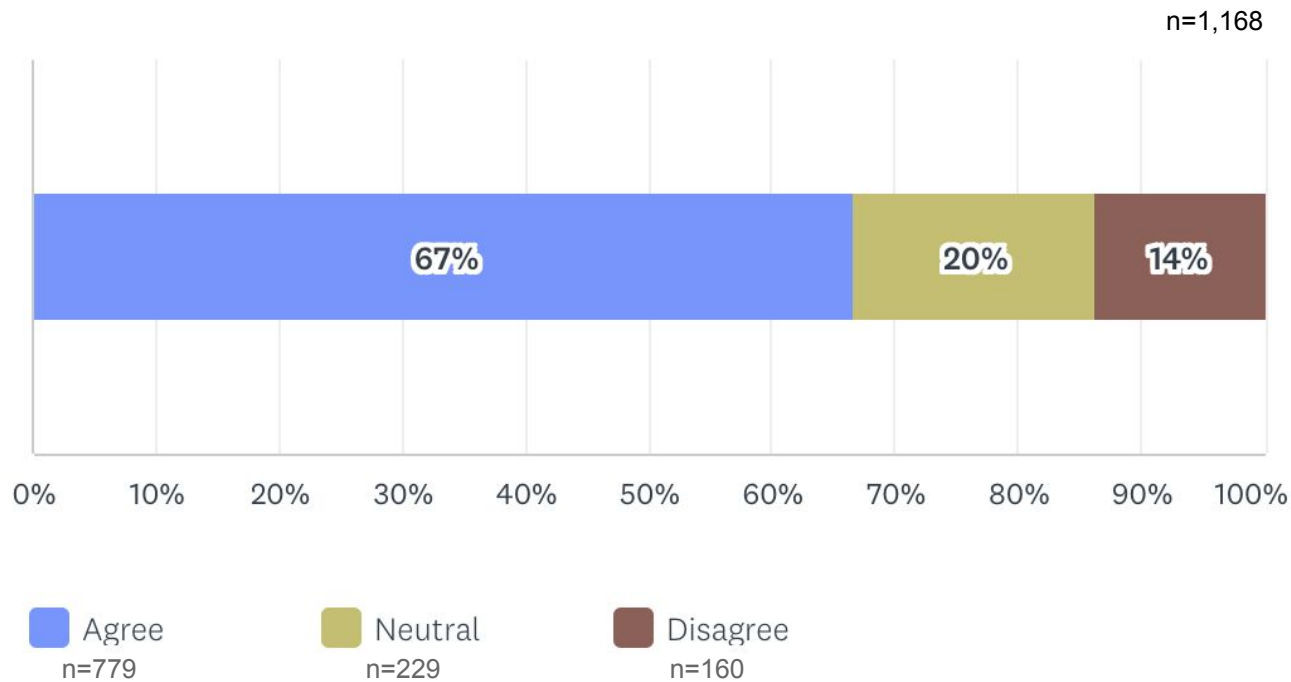


Agree Neutral Disagree

Tourism has a positive impact on businesses in my community.



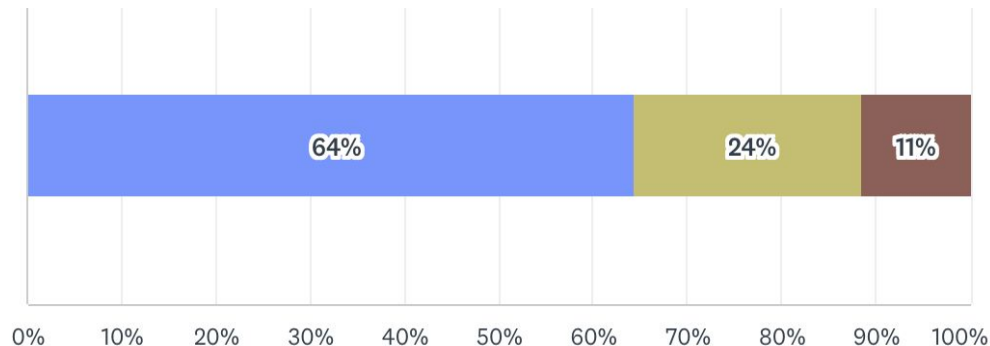
Tourism has a positive impact on jobs in my community.



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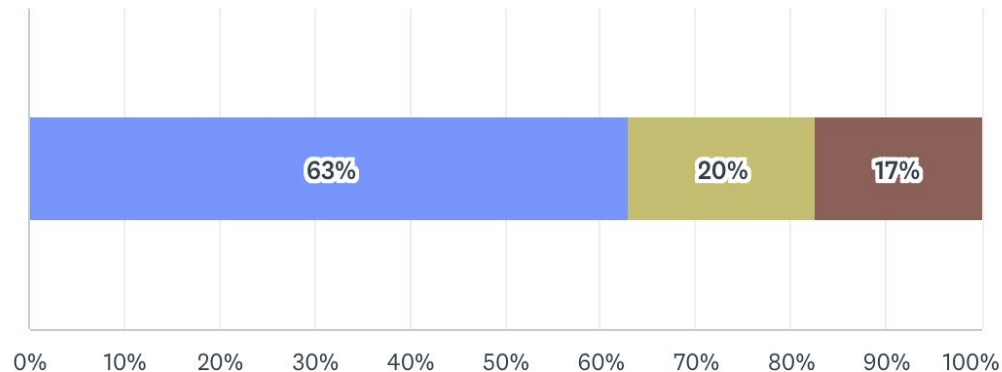
Business owners

n=290



Non-business owners

n=526

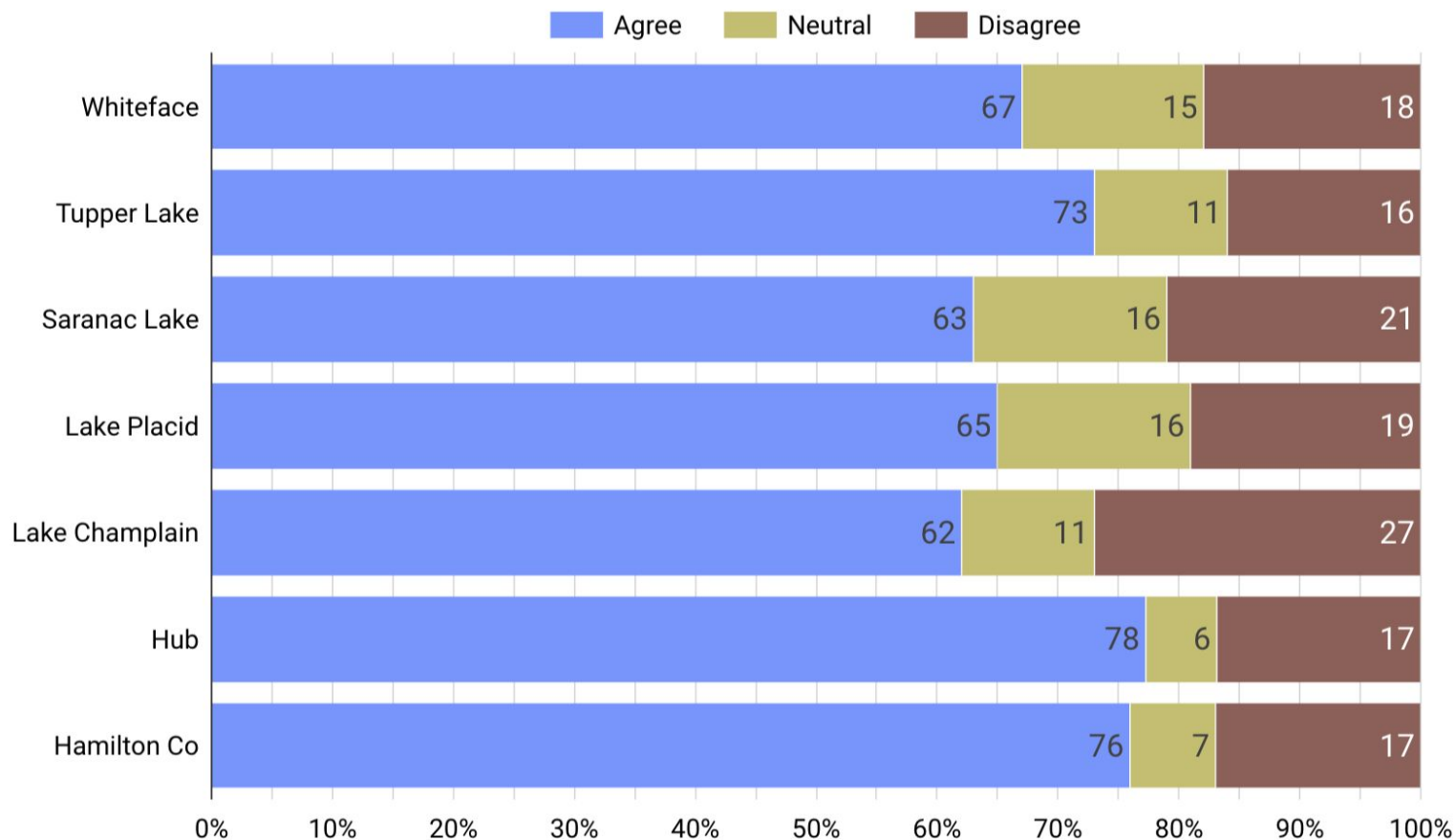


Agree

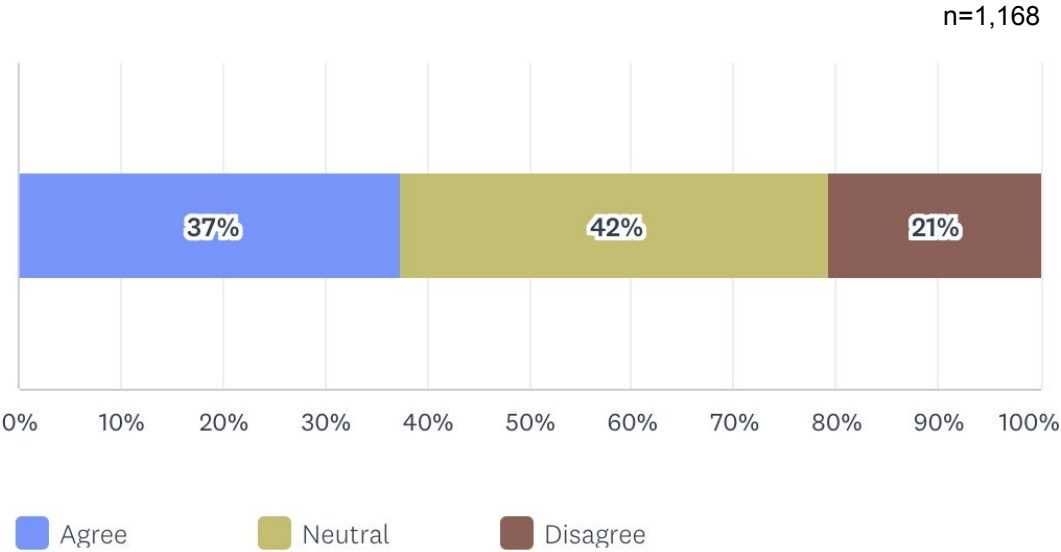
Neutral

Disagree

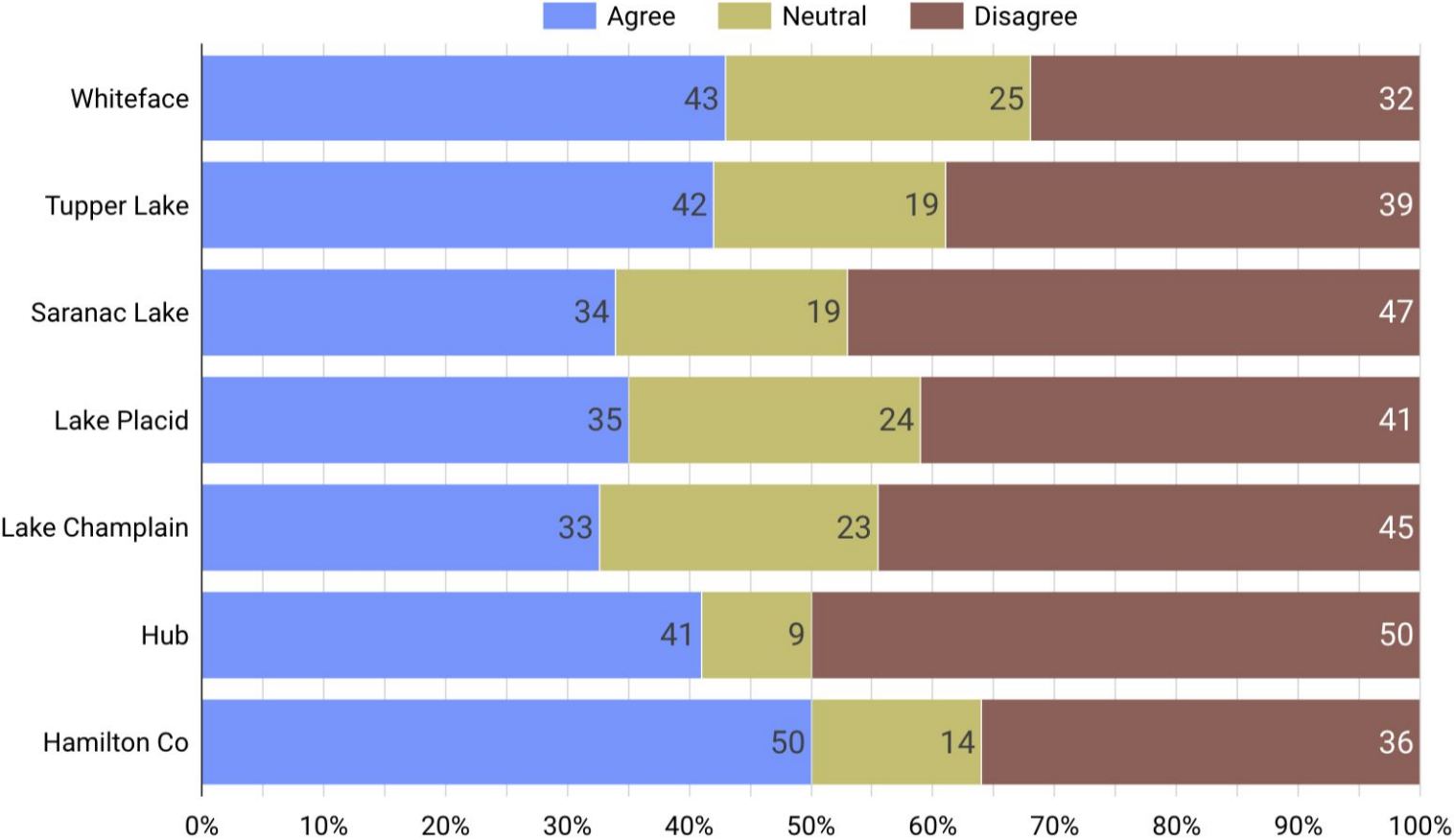
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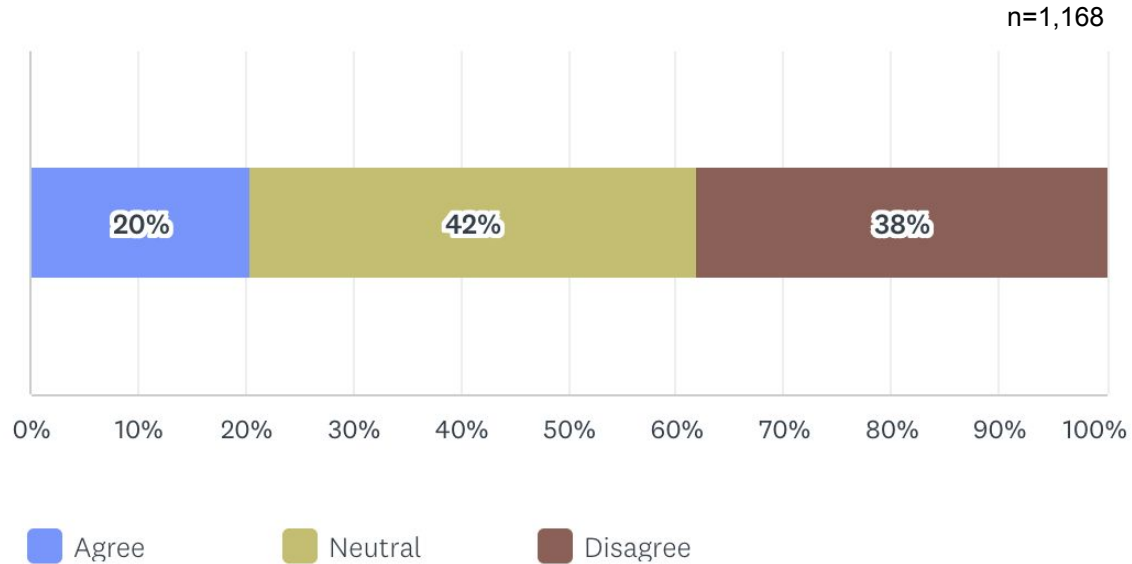
The sales tax revenue my community receives from tourism makes it a better place to live.



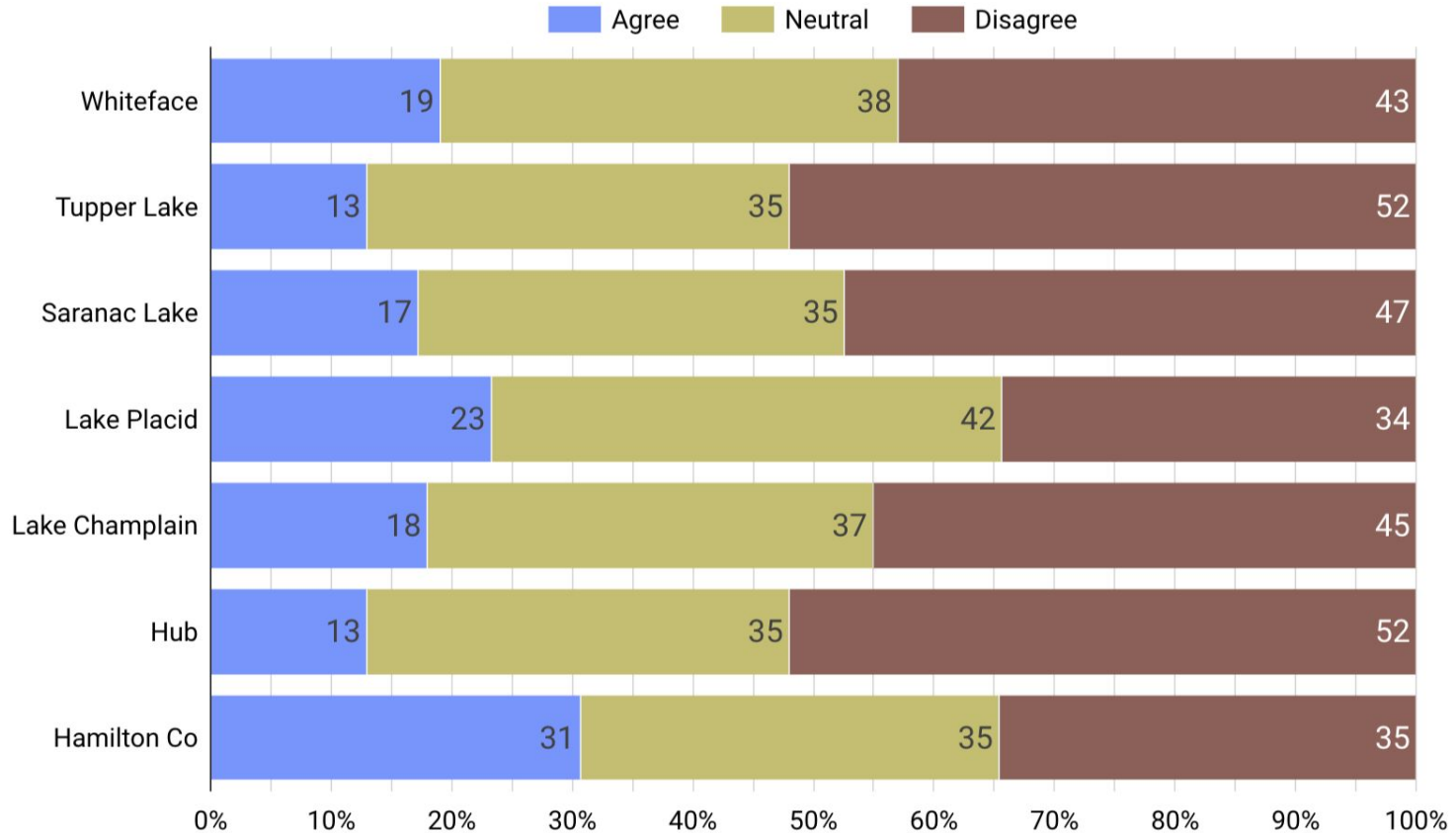
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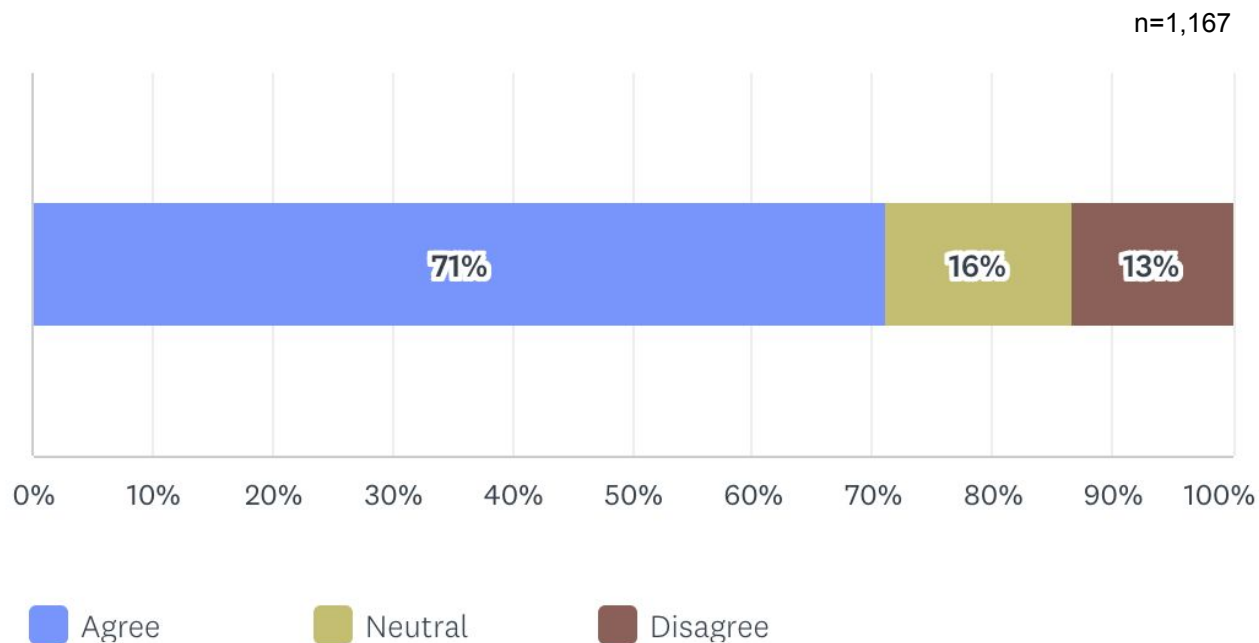
The sales tax revenue my community receives from tourism reduces the amount of taxes I pay.



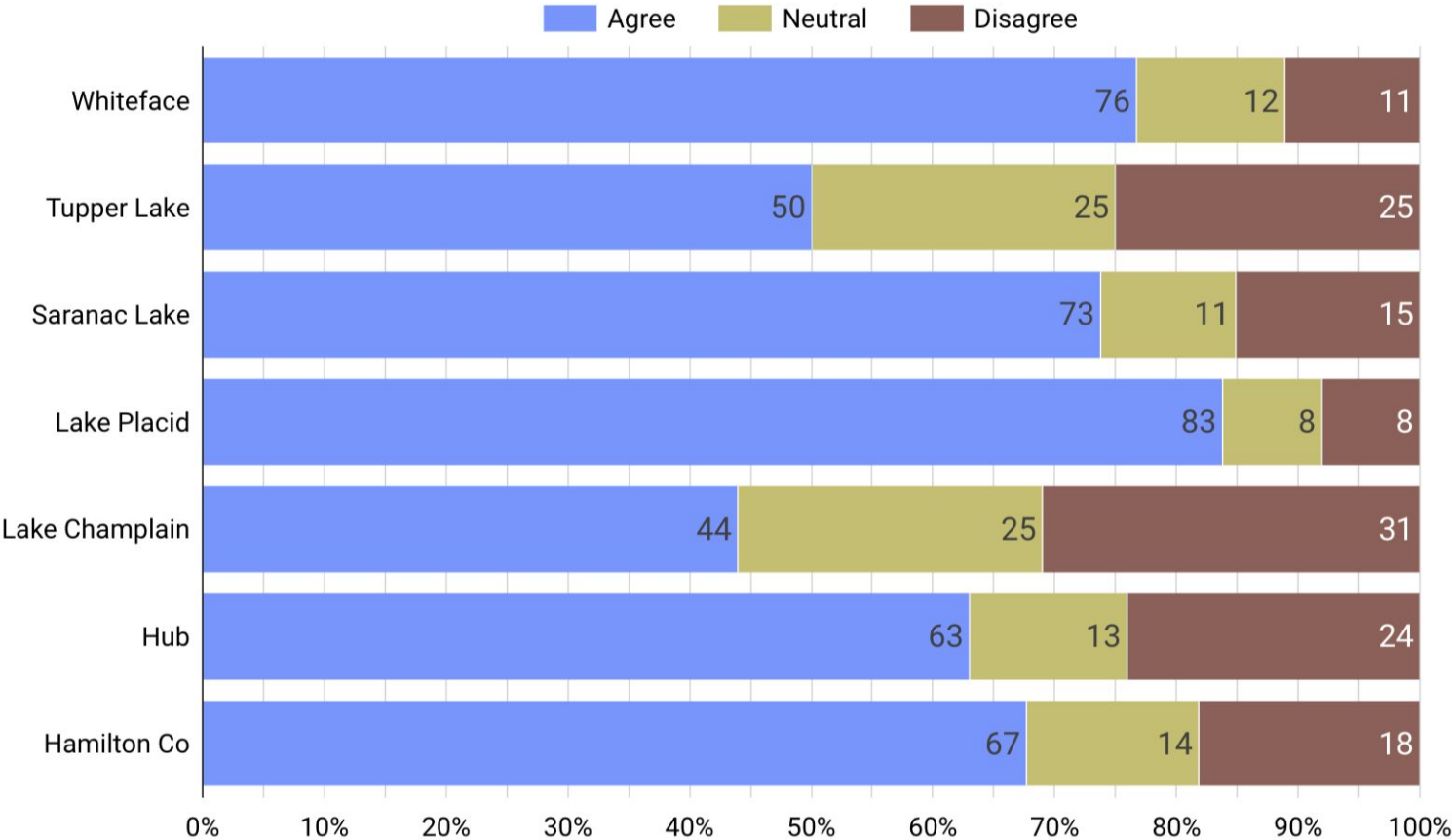
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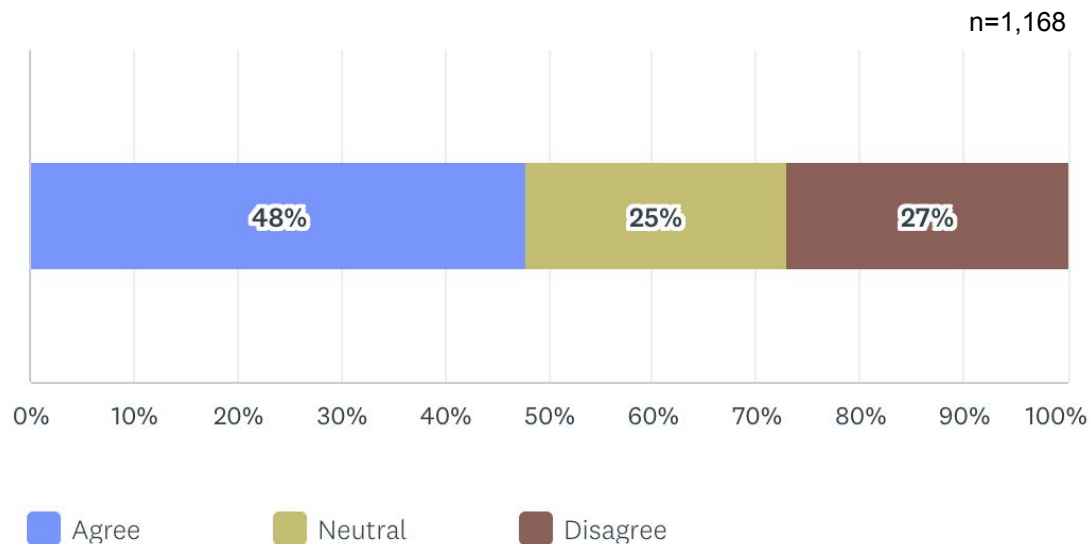
The cost of housing is higher in the area because of tourism.



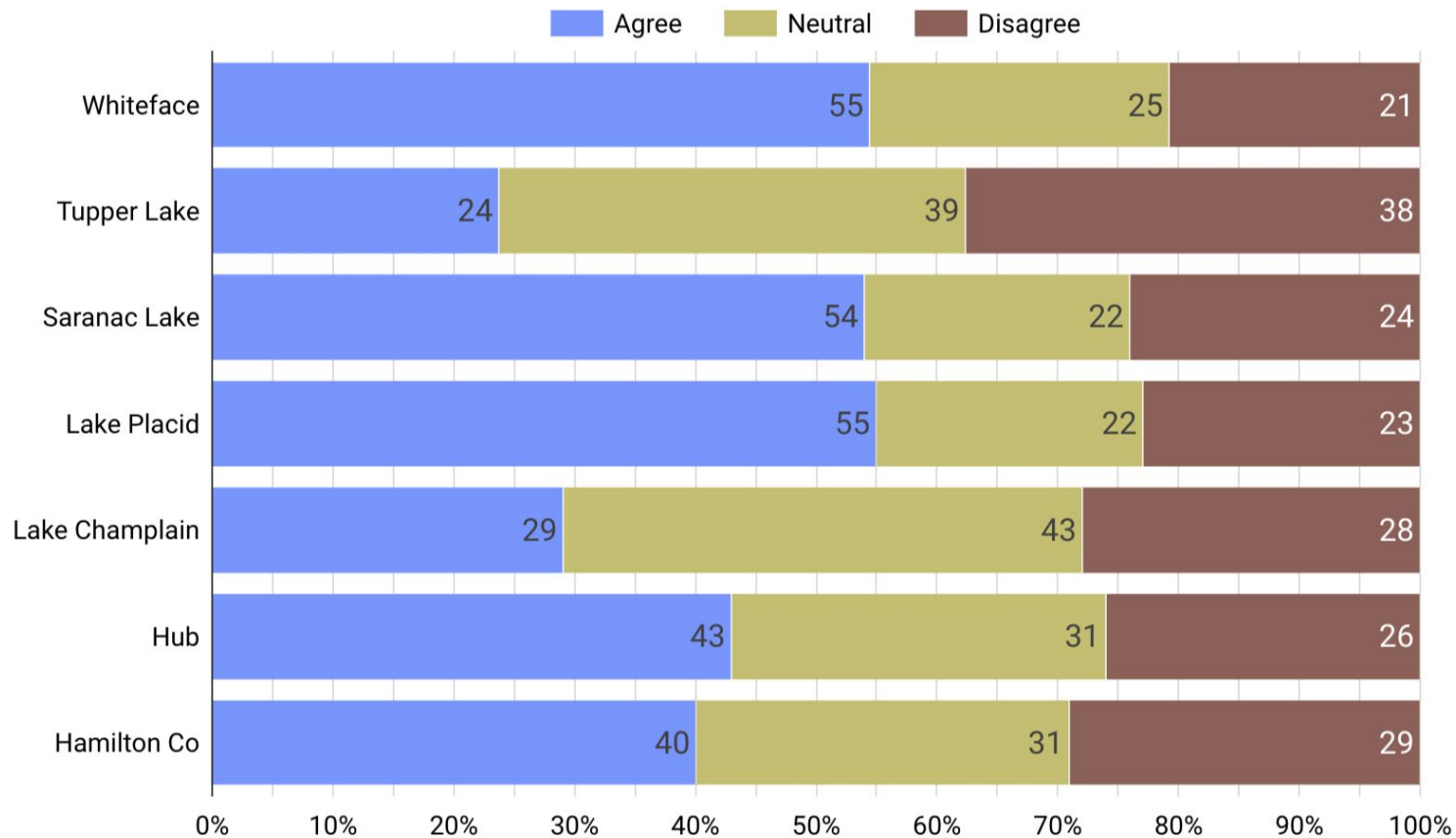
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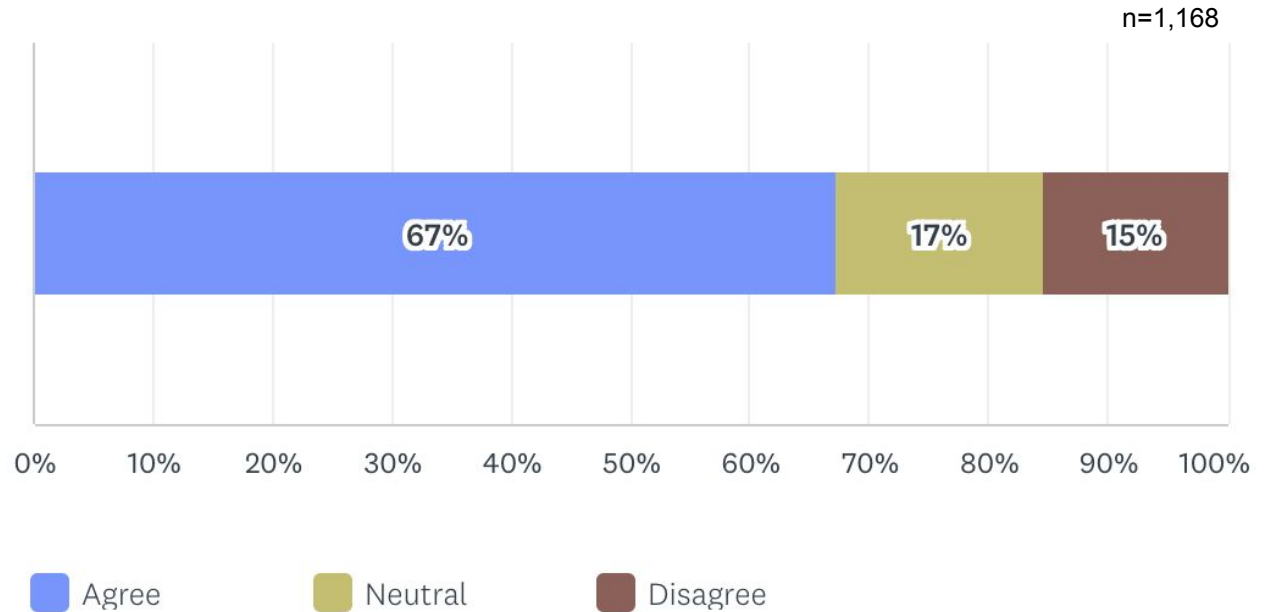
Short-term rental properties for visitors have had a negative impact on my neighborhood.



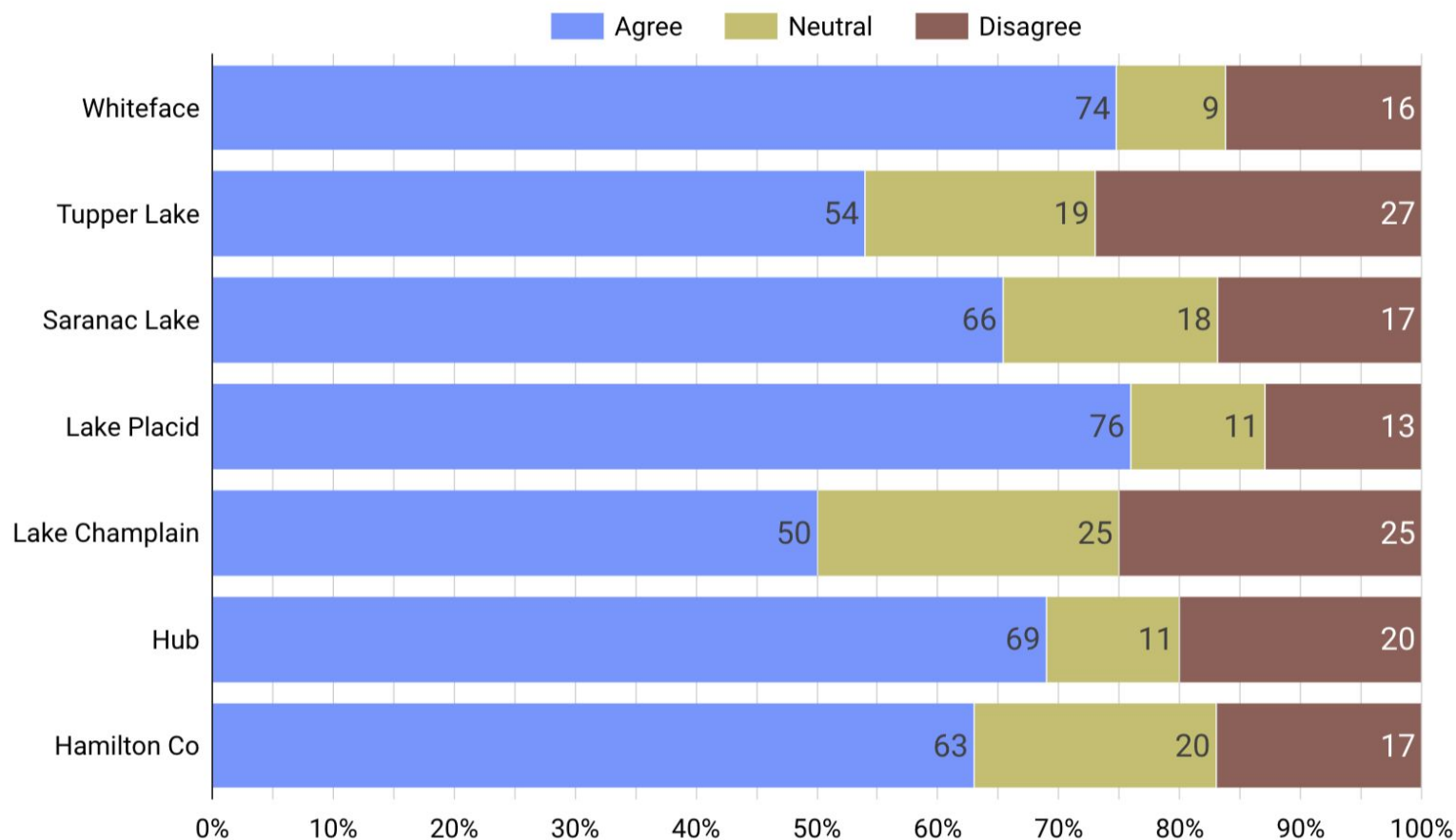
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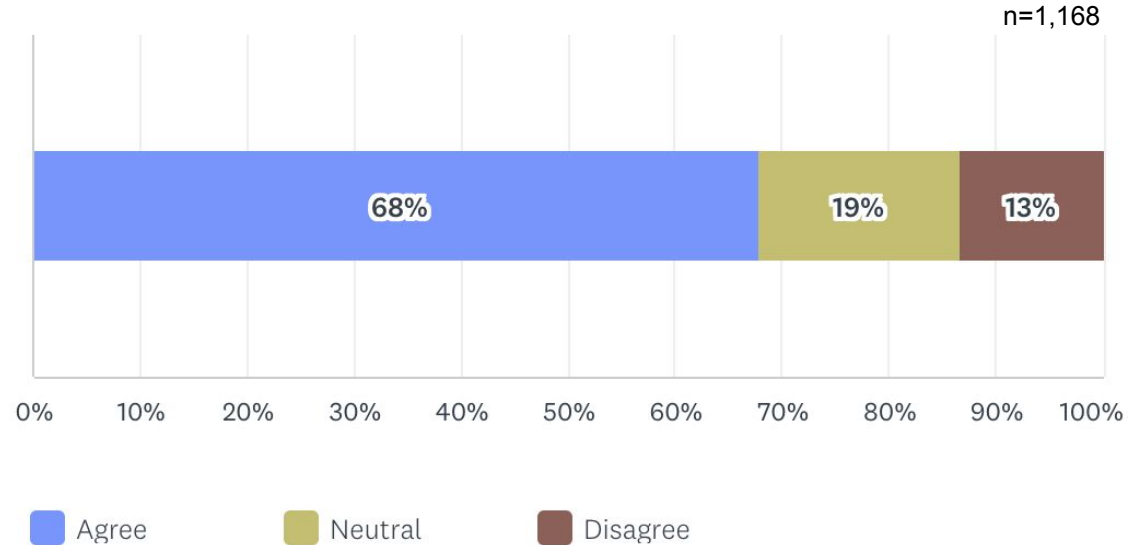
There are more restaurants and retail shops because of tourism.



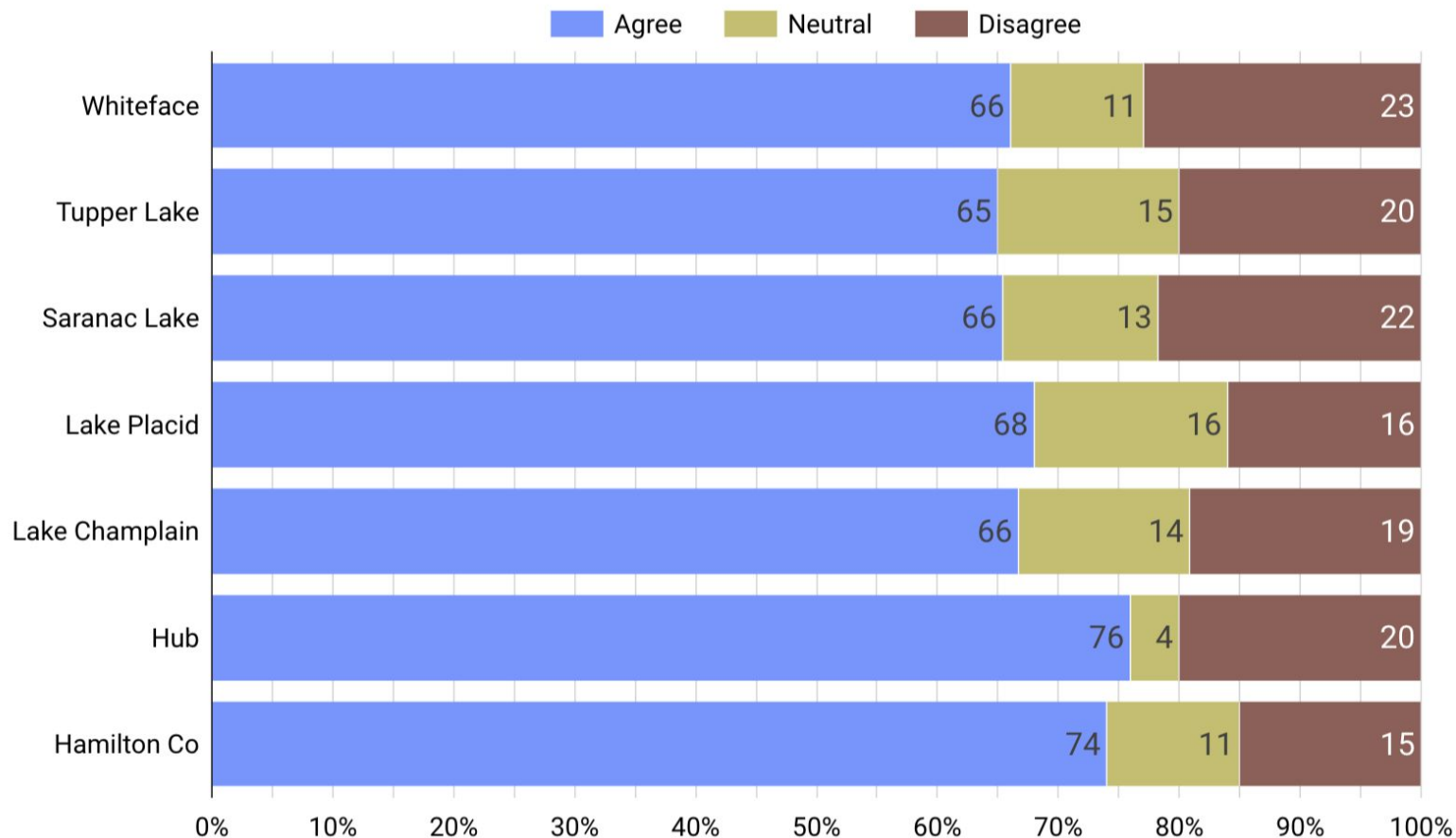
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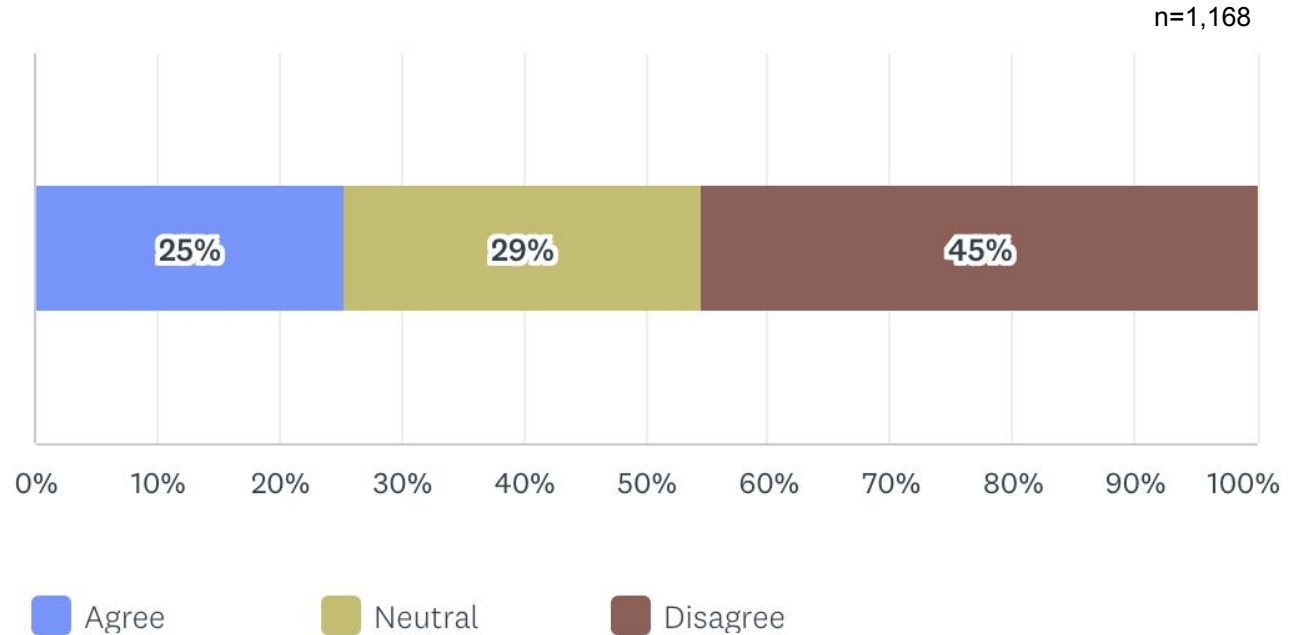
There are more attractions, events, and things to do because of tourism.



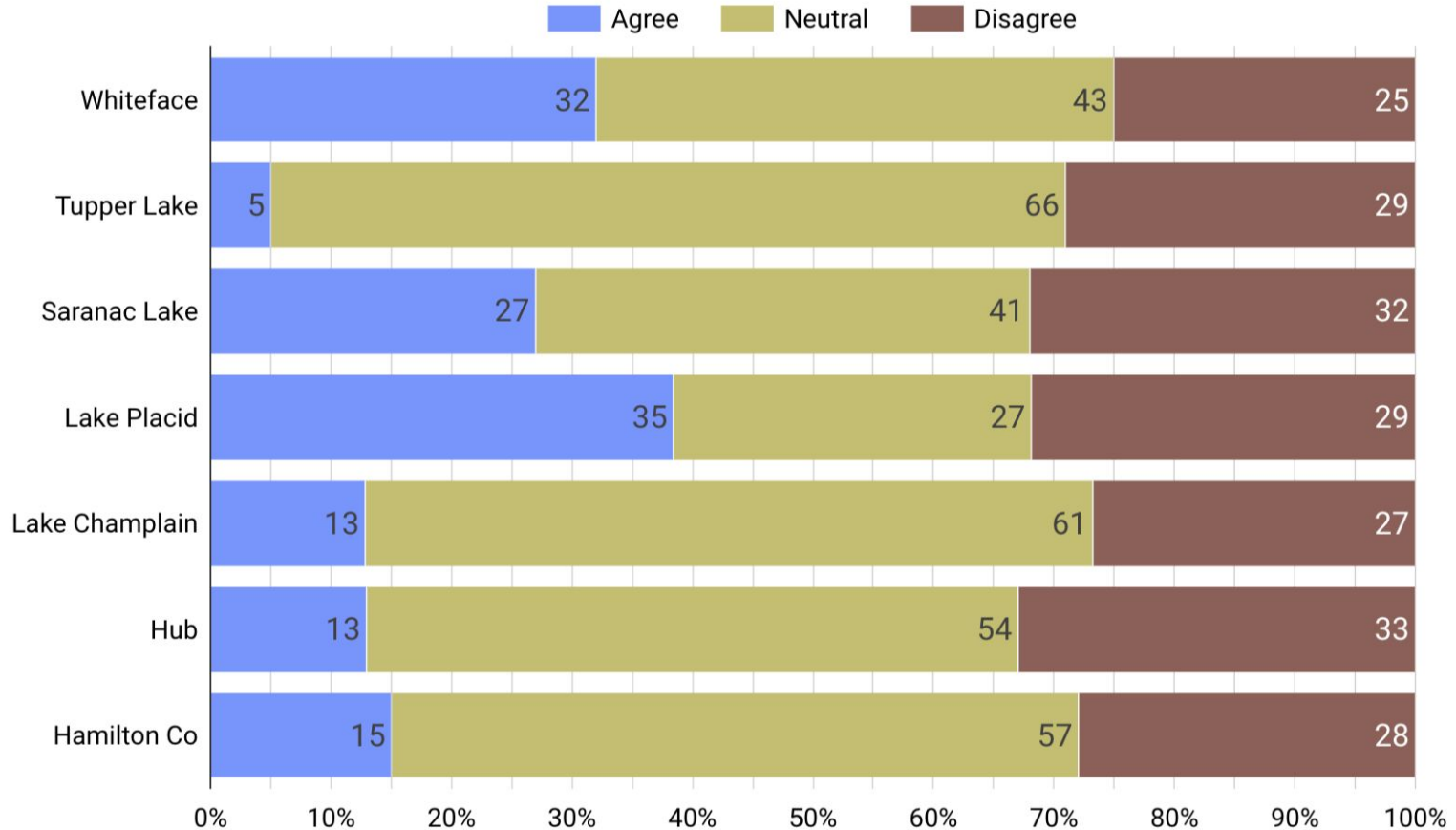
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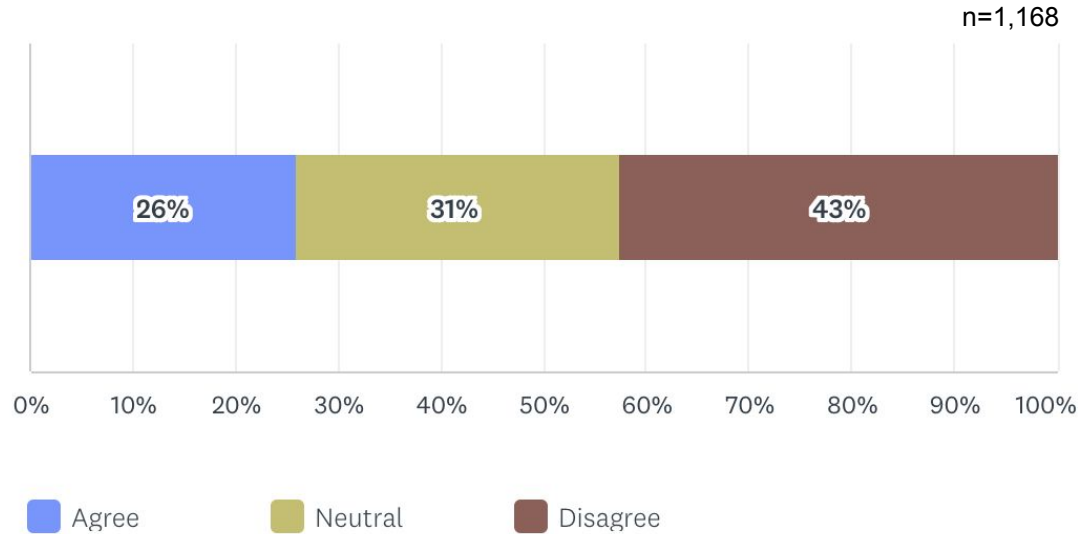
The community is not as enjoyable because of tourism.



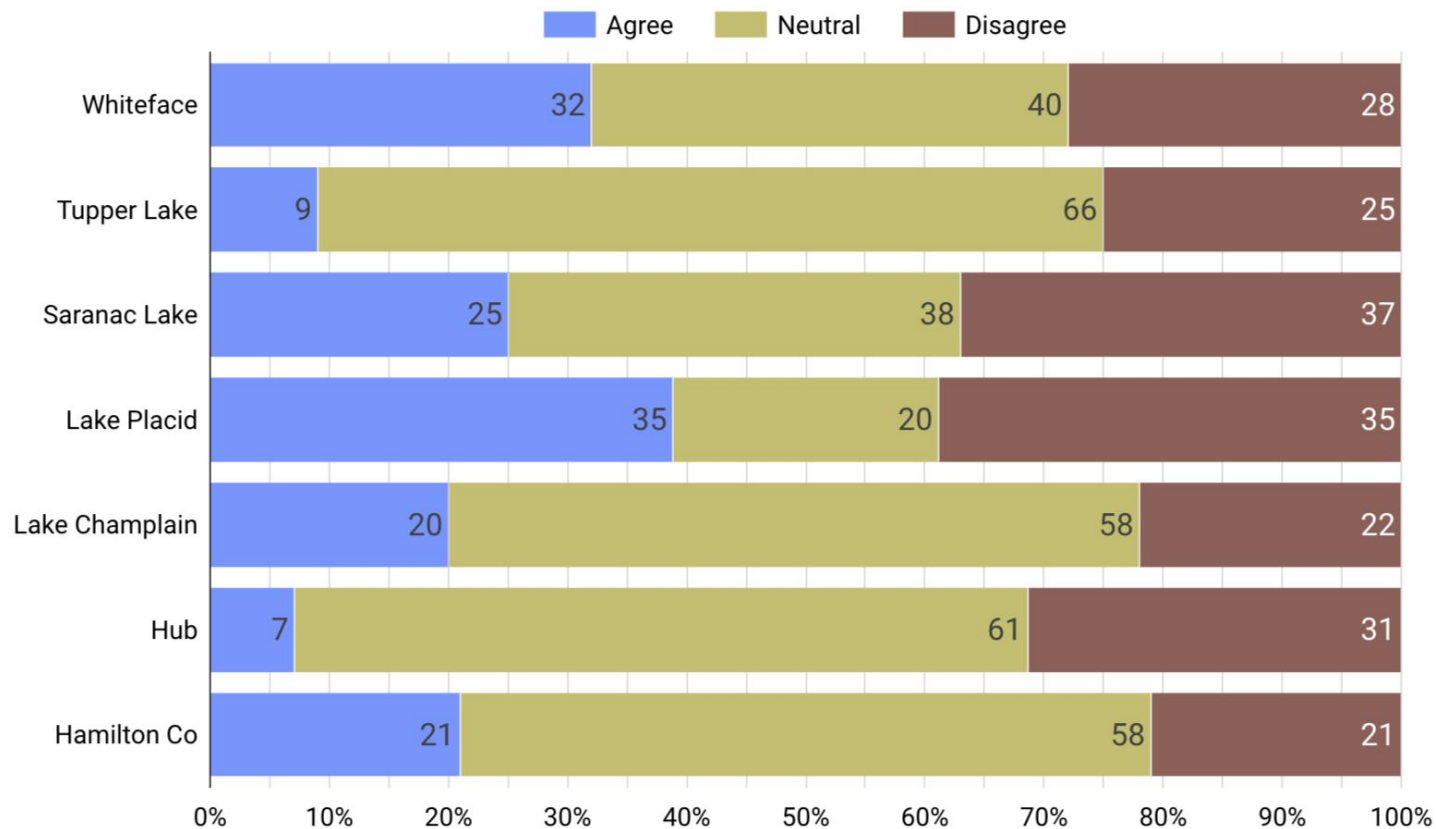
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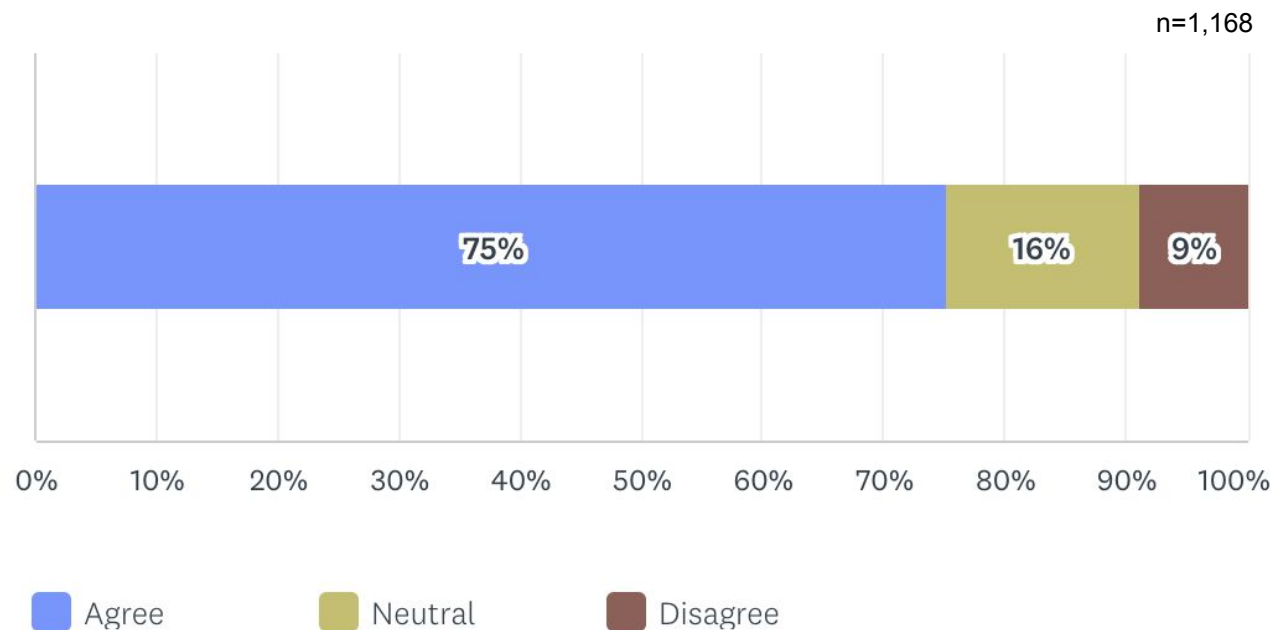
The number of people visiting the area has a negative impact on my quality of life.



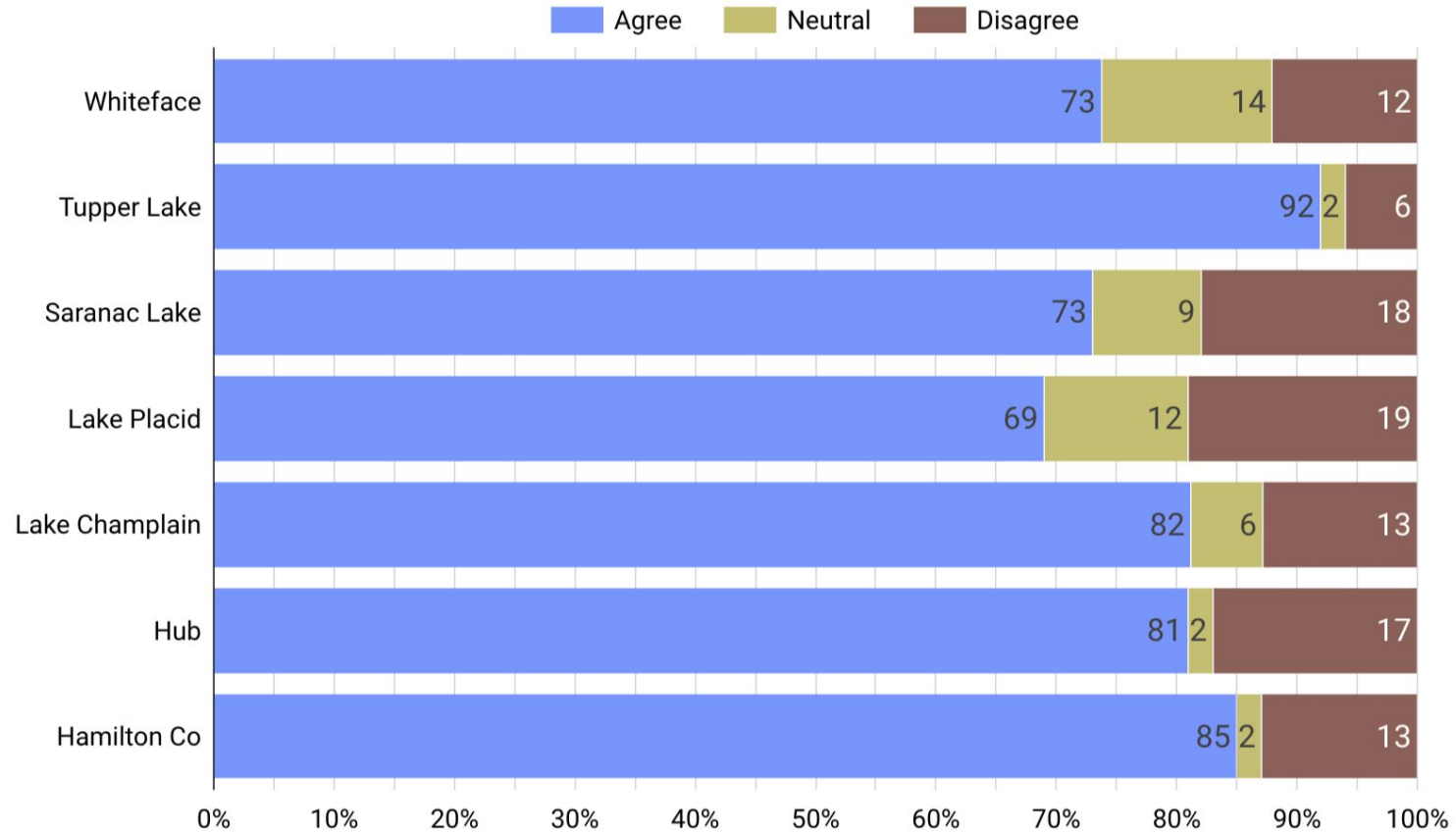
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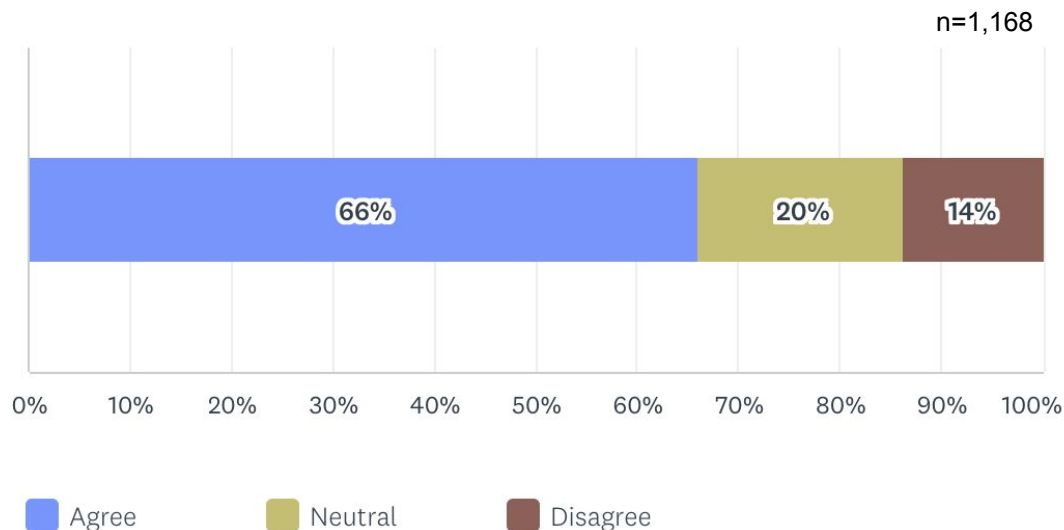
Tourism promotion and marketing helps the local economy.



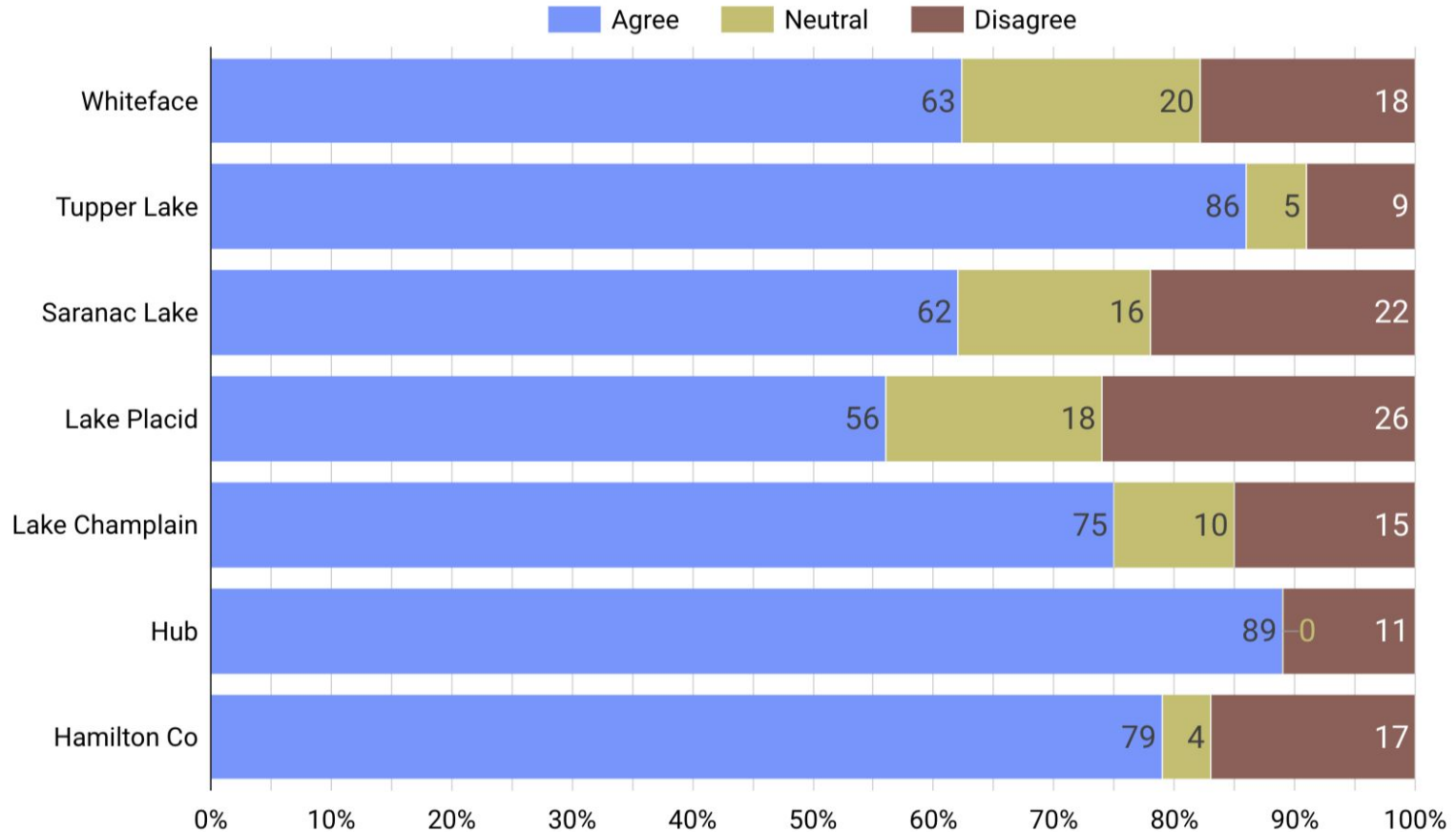
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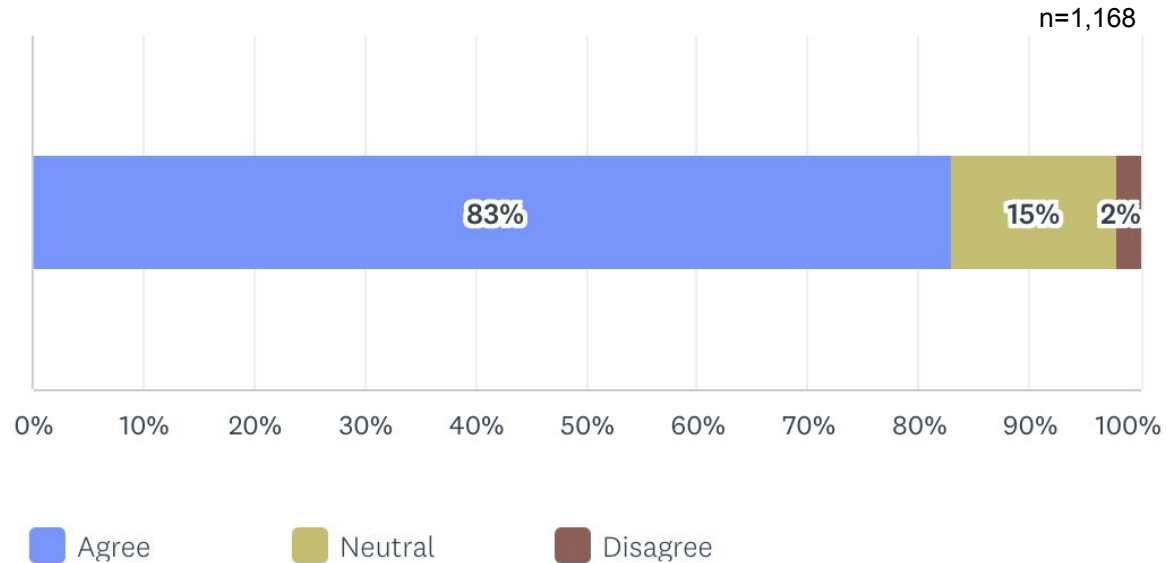
Marketing the region is important to stay competitive with other destinations.



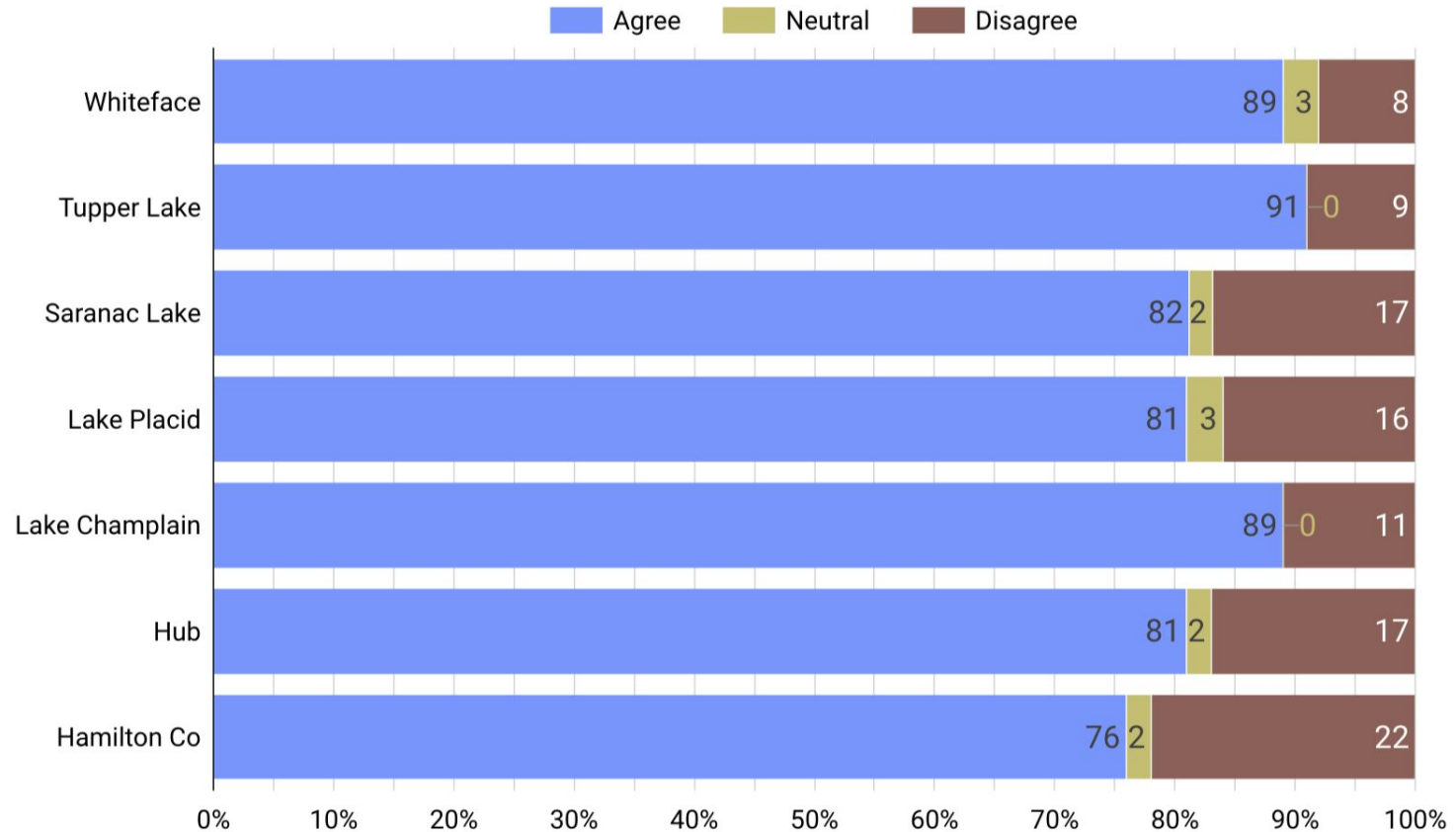
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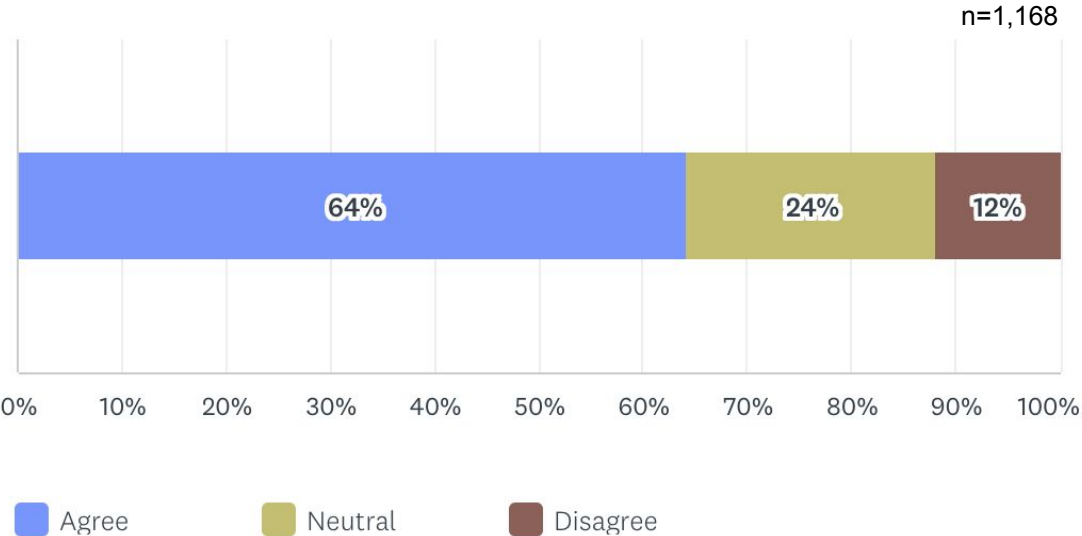
Supporting businesses with sustainable practices is important to me.



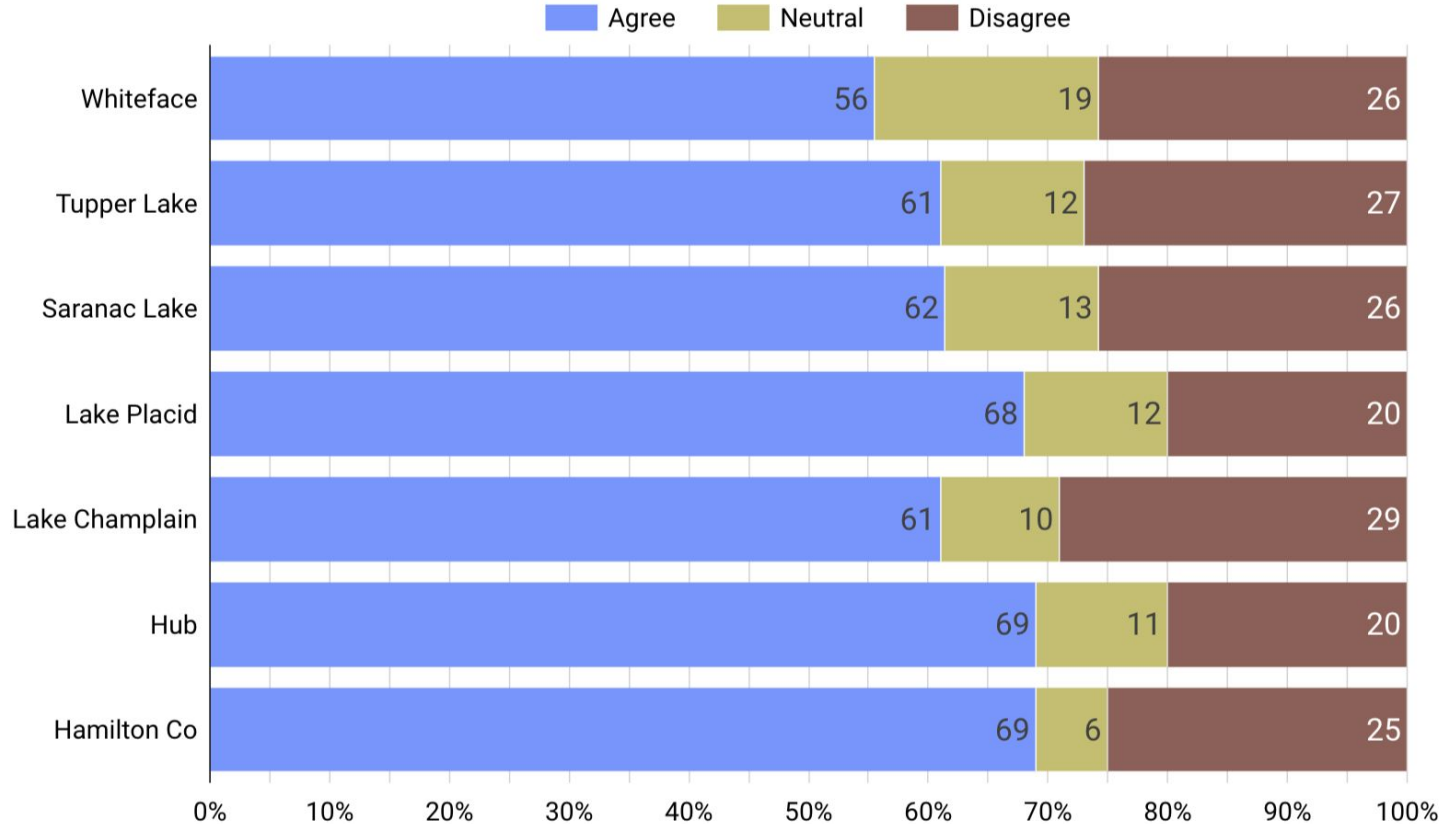
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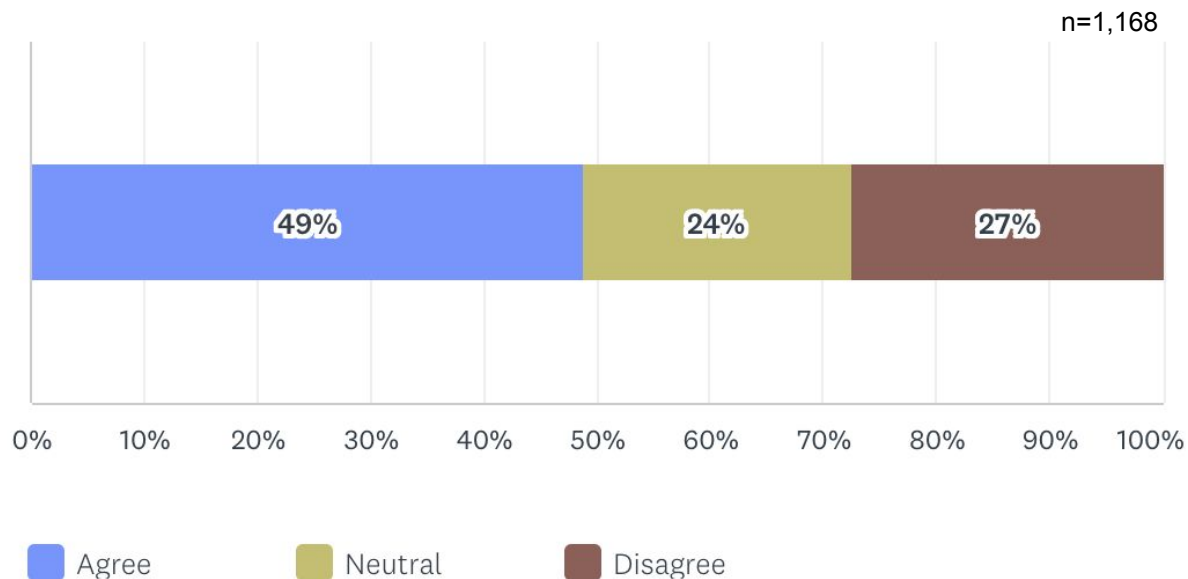
Growing the number of permanent residents in my community is important to me.



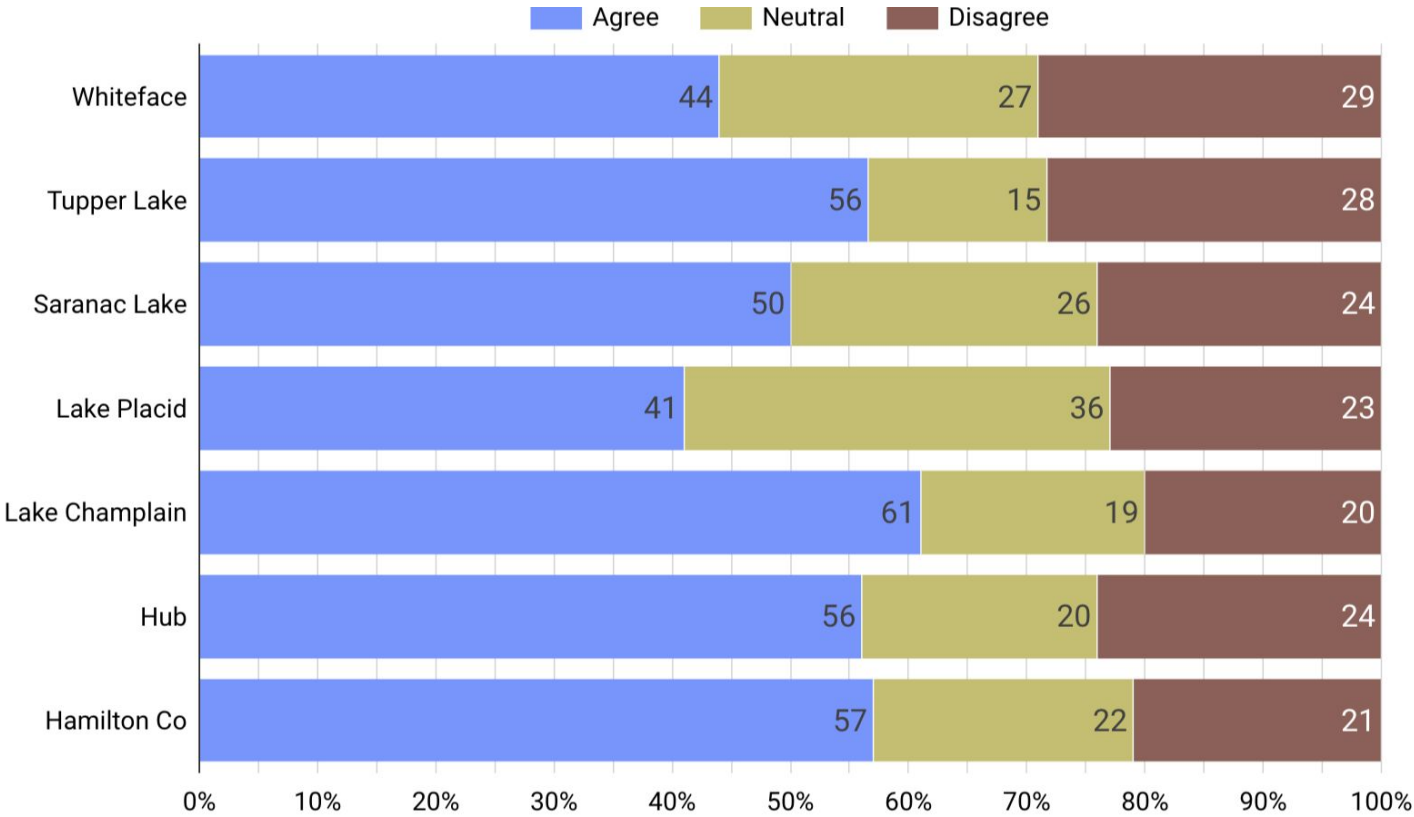
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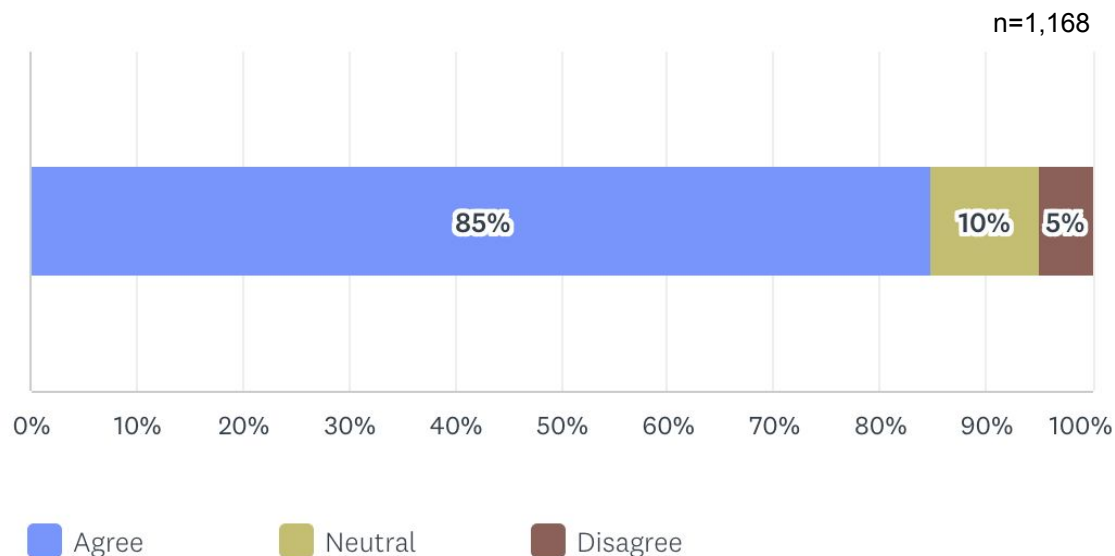
Exposing travelers to the region increases the number of permanent residents.



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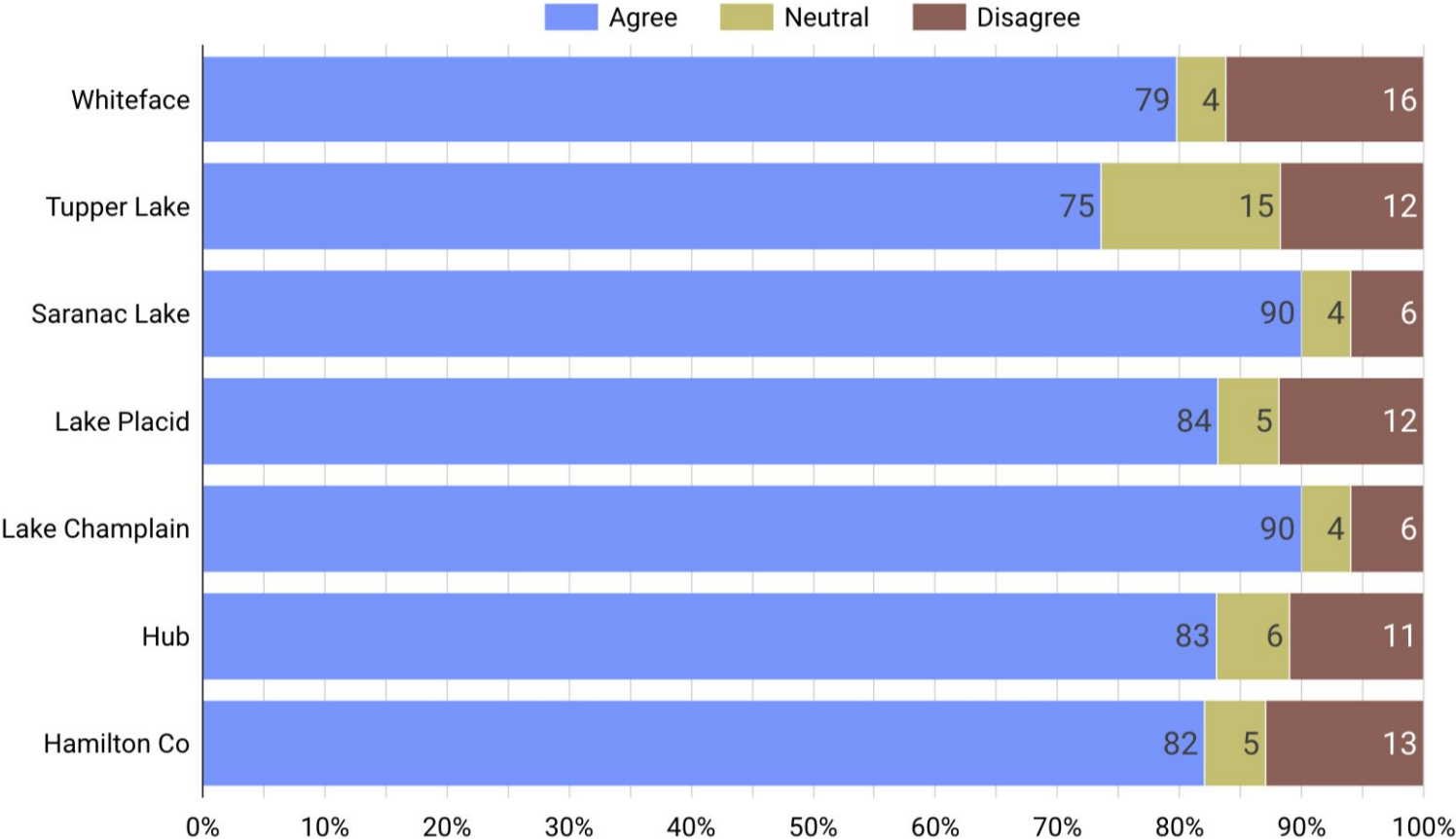


My community would benefit from non-tourism related business growth.

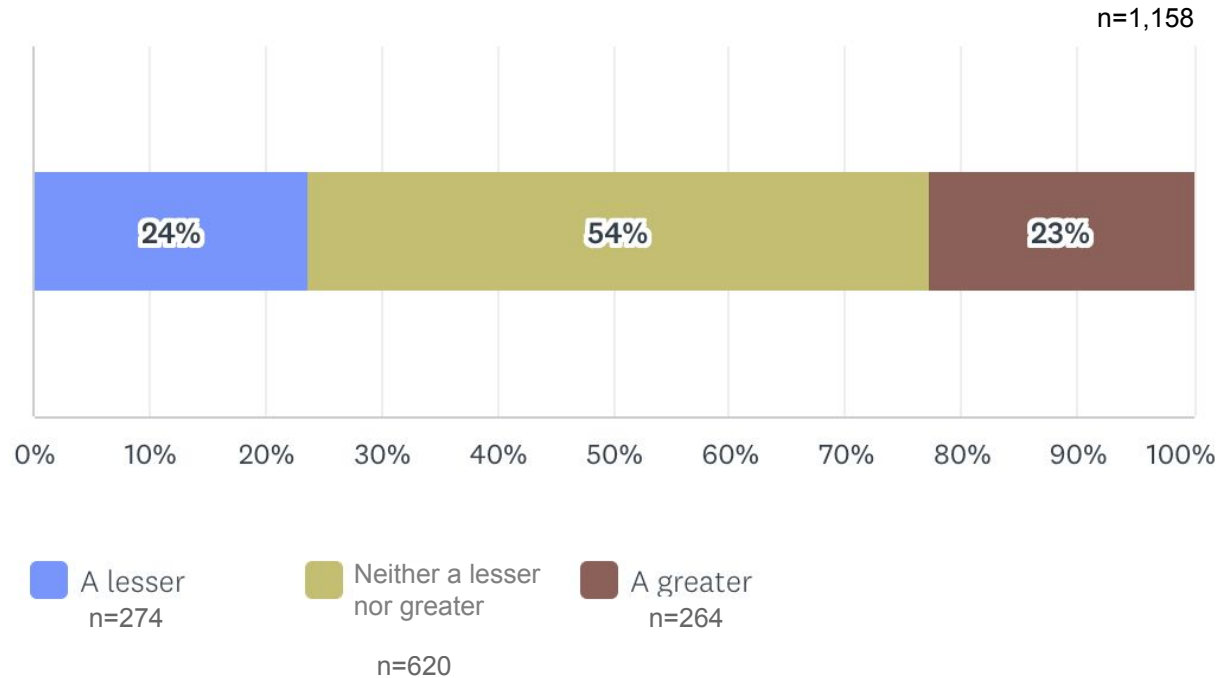


My community would benefit from non-tourism related business growth.

n=1,168

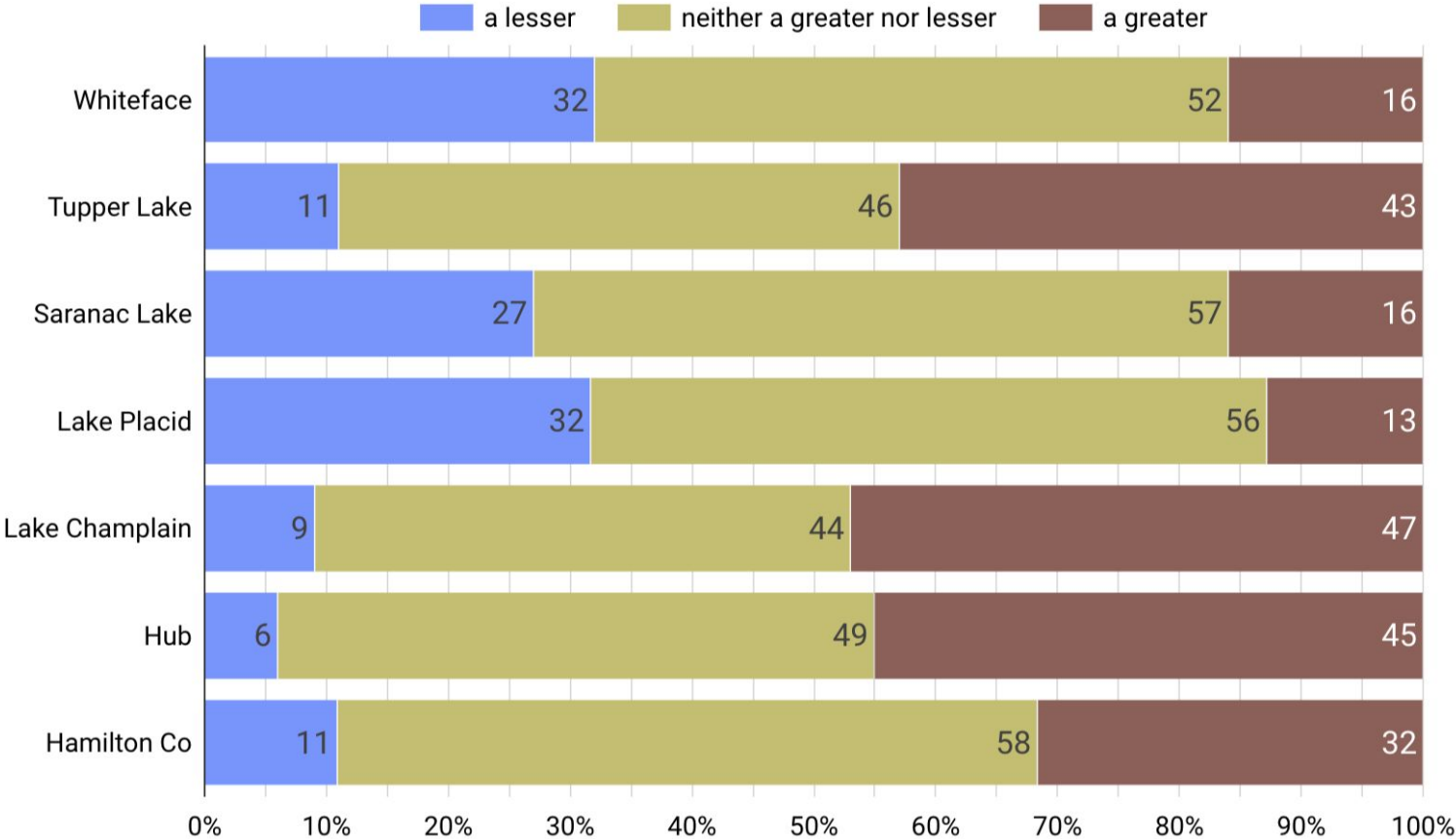


I think tourism should have _____ role on the region's economy.



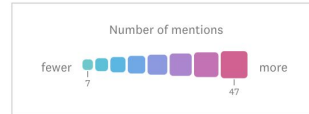
I think tourism should have _____ role on the region's economy.

n=1,158



Q28 In your community, what activities / experiences (arts, biking, food, snowmobiling, etc.) do you feel would benefit from additional marketing and awareness?

n=982



Lake Placid:

Biking
Events
Hiking
Snowmobiling

Saranac Lake:

Arts
Biking
Activities
Food

Tupper Lake:

Snowmobiling
Biking
Food
Arts

Lake Champlain:

Arts
Food
Activities
Trails

Whiteface:

Arts
Hiking
Community
Biking

Hub:

Hiking
Snowmobiling
Biking
Food

Hamilton Co:

Hiking
Snowmobiling
Biking
Arts

Q29 What are the negative impacts of tourism in your community?

Lake Placid: Housing/STRs, crowding in town, on trails, traffic

Saranac Lake: Housing/STRs, too many people in town, on trails, no parking

Tupper Lake: Traffic and driving habits, crowding, prices

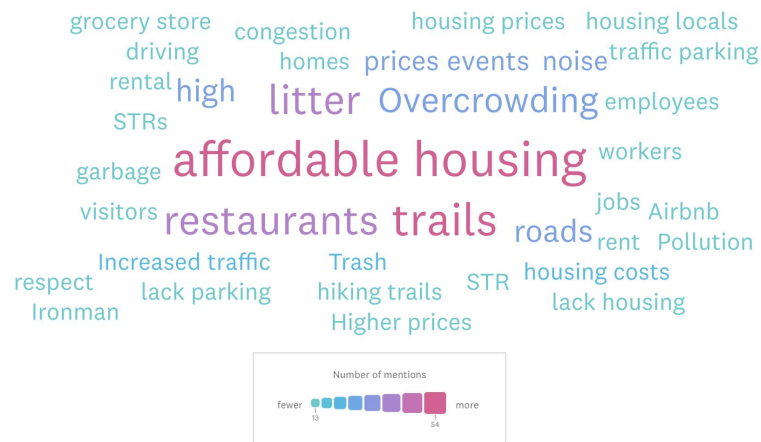
Lake Champlain: Traffic, litter

Whiteface: Attitudes of locals/tourists, too many bikers, people, overcrowding/trash on trails

Hub: Housing/STRs, parking, people

Hamilton Co: Housing/STRs, traffic, negative people

n=1,029



Q30 What are the positive impacts of tourism in your community?

Lake Placid: Positive impact on business/jobs, revenue and visibility of community

Saranac Lake: Positive impact on business/jobs, money for community, events

Tupper Lake: Positive impact on business/jobs, new young people

Lake Champlain: Positive impact on business/jobs, revenue, more people to support the town

Whiteface: Supporting local shops/economy, creates jobs, revenue to community

Hub: Positive impact on business/jobs, more restaurants

Hamilton: Feeling of community, Positive impact on business/jobs

n=1,004



Key findings:

- About 36% of respondents to this survey were business owners. Most business owners who responded were owners of lodging, retail and dining businesses. More business owners responded that they would benefit from increased business in March, April, May and November than any other time of year.
- The majority of respondents from the communities as a whole responded they felt tourism had a positive impact on business (78%) and jobs (67%).
- A majority of respondents from the communities as a whole responded they felt the cost of housing is higher because of tourism (71%). The High Peaks region had the highest proportion of respondents who agreed with that sentiment (83%).
- Just over half of respondents (55%) in the High Peaks, Whiteface and Saranac Lake regions responded they felt short-term rental properties for visitors have had a negative impact on their neighborhood.
- Residents in Whiteface, the High Peaks and Saranac Lake were more likely to feel that the community is not as enjoyable because of tourism, and that the number of people visiting the area has a negative impact on their quality of life, than other regions.
- The majority of respondents from the communities as a whole responded they felt tourism promotion and marketing helps the local economy (75%). Tupper Lake had the highest proportion of respondents agree with this sentiment (92%).

Key findings:

- About two-thirds (65%) of respondents feel growing the number of permanent residents in their area is important. About half (49%) of respondents feel exposing travelers to the region increases the number of permanent residents.
- 85% of respondents from the communities as a whole feel their community would benefit from non-tourism related business growth. The highest proportion of respondents (54%) felt tourism should have neither a lesser nor greater role on the region's economy.
- A majority of respondents from the communities as a whole feel supporting businesses with sustainable practices is important to them (83%).
- More respondents across all regions responded neutral to the sentiment "the sales tax revenue my community receives from tourism makes it a better place to live" than agreed or disagreed. Furthermore, more respondents across all regions responded neutral to the sentiment "the sales tax revenue my community receives from tourism reduced the amount of taxes I pay" than agreed or disagreed, highlighting a potential disconnect between residents and knowledge of uses of tax revenue.
- Residents felt some regions could benefit from additional marketing around snowmobiling, hiking, biking and restaurants.



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