

An aerial photograph of a winter landscape. A winding river flows through a dense forest of snow-covered trees. In the background, rolling mountains are visible under a clear blue sky. In the bottom left corner, there is a small cluster of buildings, possibly a resort or a small town.

# Resident and Business Sentiment Survey

December 2023

ROOST

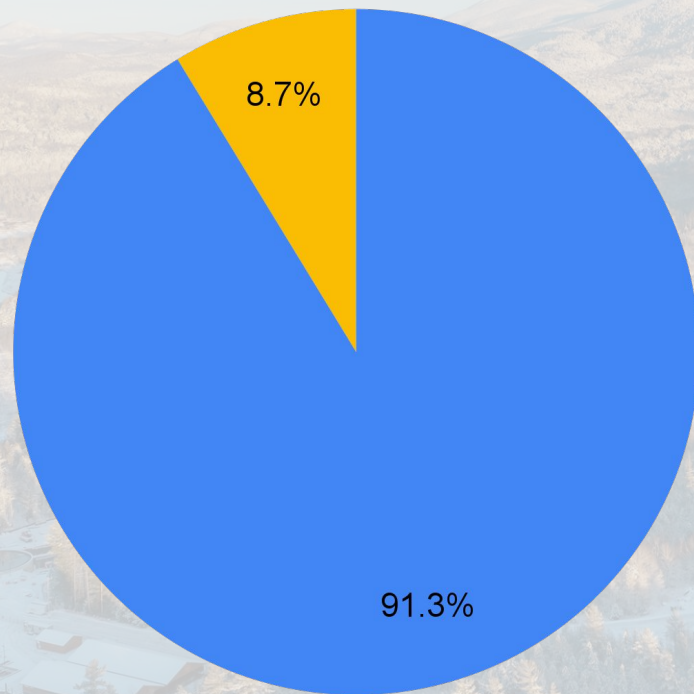


# Methodology

- In 2023 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 720 total completed responses, of which 592 were residents within those regions. The results achieved a 4% margin of error at a 95% confidence level.
- Respondents were invited by email as well as through a paid social media ad targeting residents. The survey began September 11 and was closed on October 30, 2023.
- Respondents were incentivized to take the survey with three chances to win Visa Gift Cards valued at \$100, \$250 and \$500 each.

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

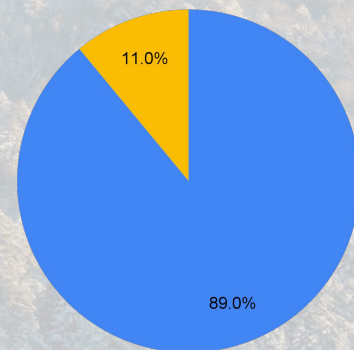
- Full-time
- Part-time



Region	% 2023 responses	% 2022 responses
Adirondack Hub	2%	2%
Adirondack Experience	8%	9%
Lake Champlain Region	16%	11%
Lake Placid/High Peaks	31%	35%
Saranac Lake	22%	28%
Whiteface Region	12%	8%
Tupper Lake	8%	8%

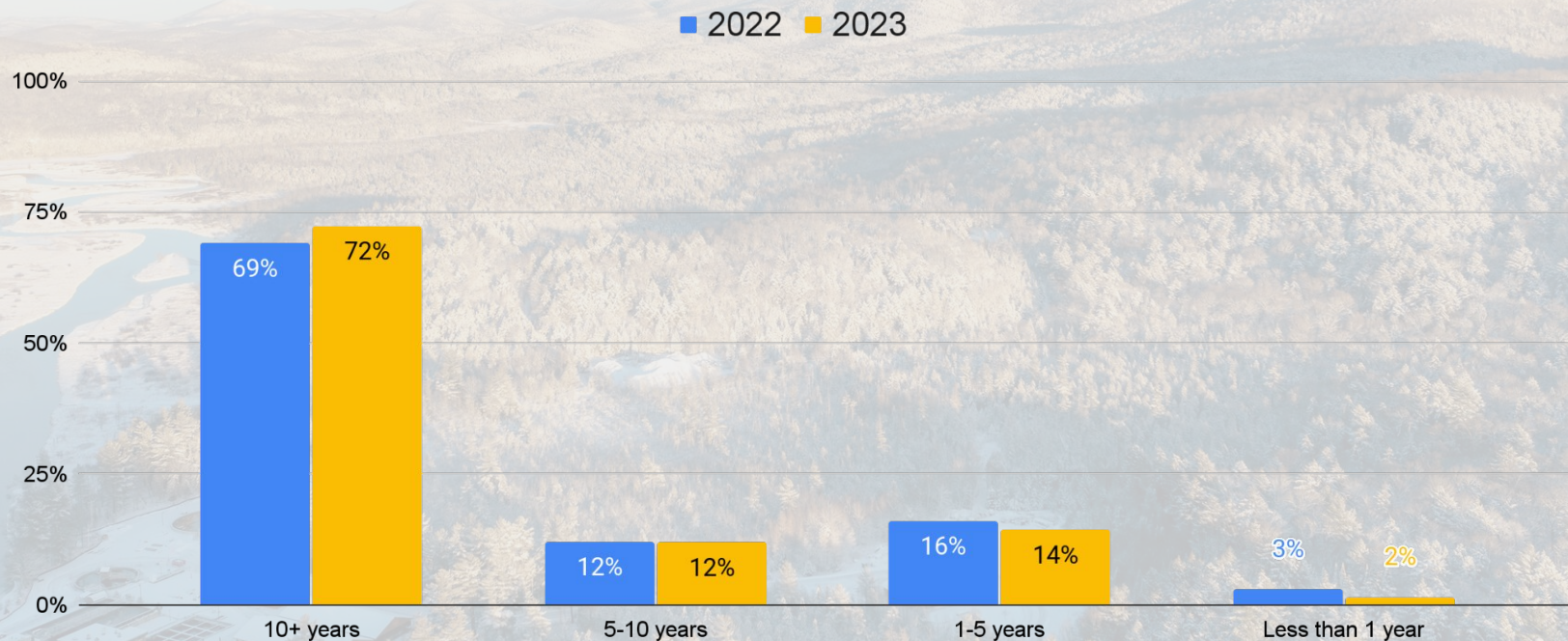
2022:

- Full-time
- Part-time

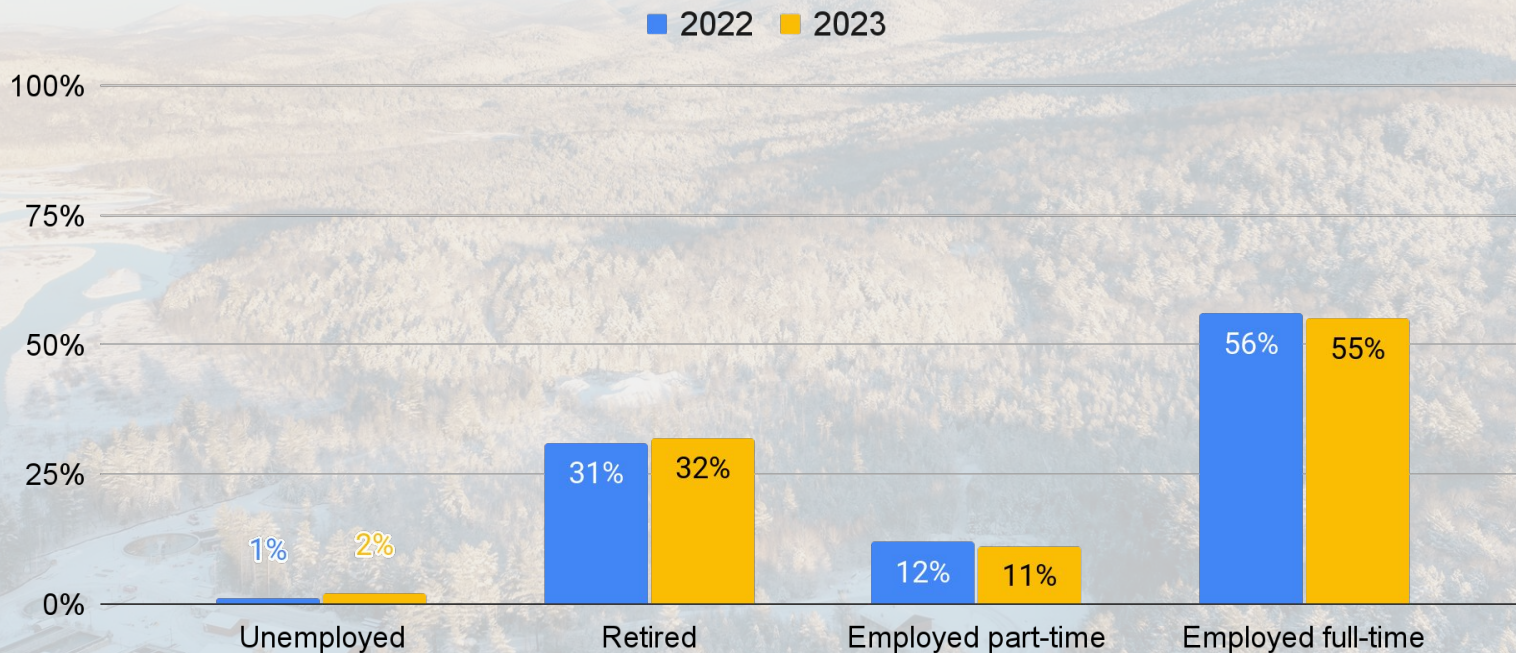




# How long have you been a resident?

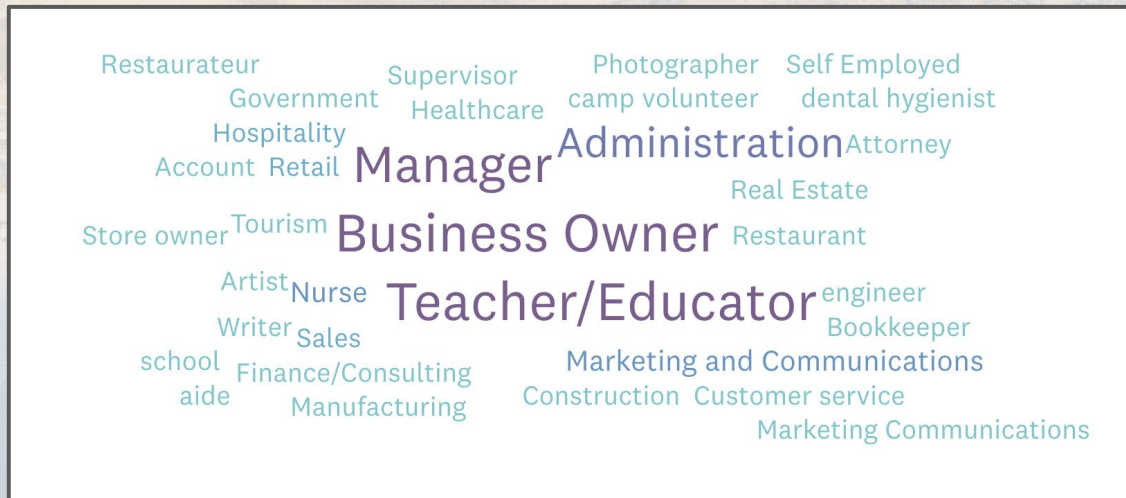


# Employment status





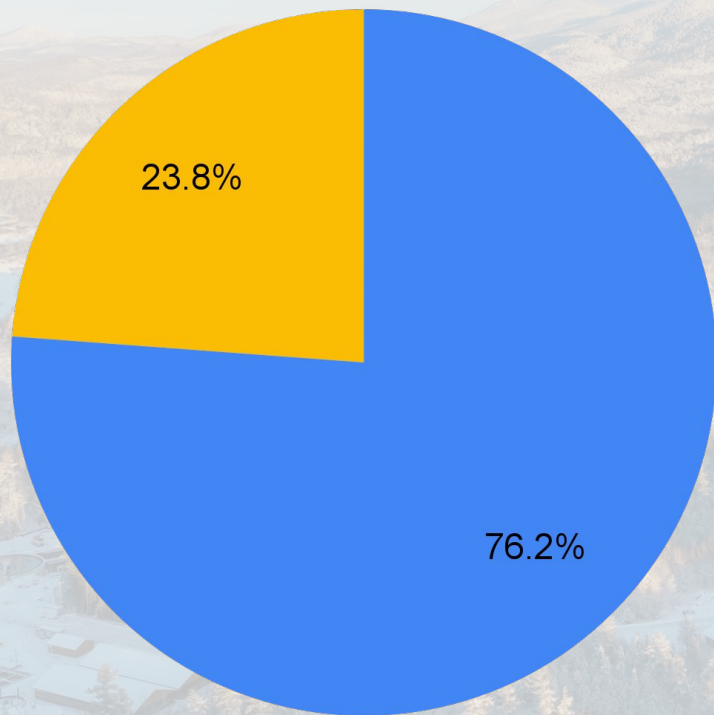
# Primary Occupation



Profession Category	% Responses	Responses total
Business Owner/Entrepreneur	9.65%	25
Retired	11.58%	30
Healthcare	6.18%	16
Education	5.79%	15
Marketing/Communications	5.79%	15
Hospitality	5.41%	14
Retail	5.02%	13
Management	4.63%	12
Real Estate	4.25%	11
Finance/Banking	3.09%	8
Government/Public Service	3.09%	8
Arts/Creative	3.09%	8
Technology/IT	2.32%	6
Law/Legal	2.32%	6
Consulting/Advisor	2.32%	6
Nonprofit	2.32%	6
Construction/Trades	2.32%	6
Hospitality/Food Service	1.93%	5
Customer Service	1.93%	5
Transportation/Driving	1.93%	5
Manufacturing	1.54%	4
Self-Employed	1.54%	4
Community/Service	1.54%	4
Miscellaneous	10.42%	27

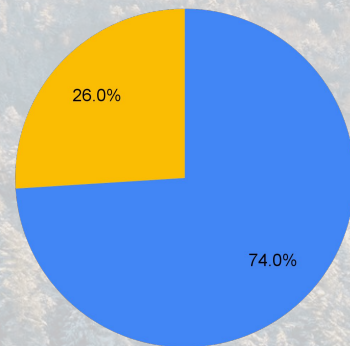
# Do you work more than one job?

- No
- Yes



2022:

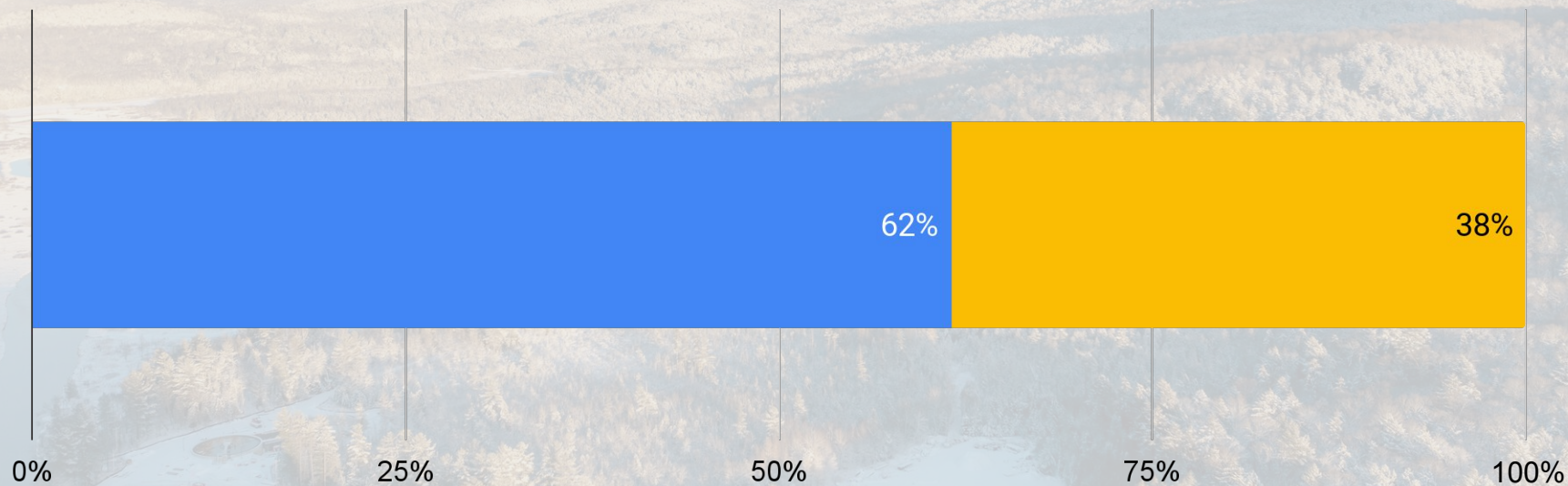
- No
- Yes





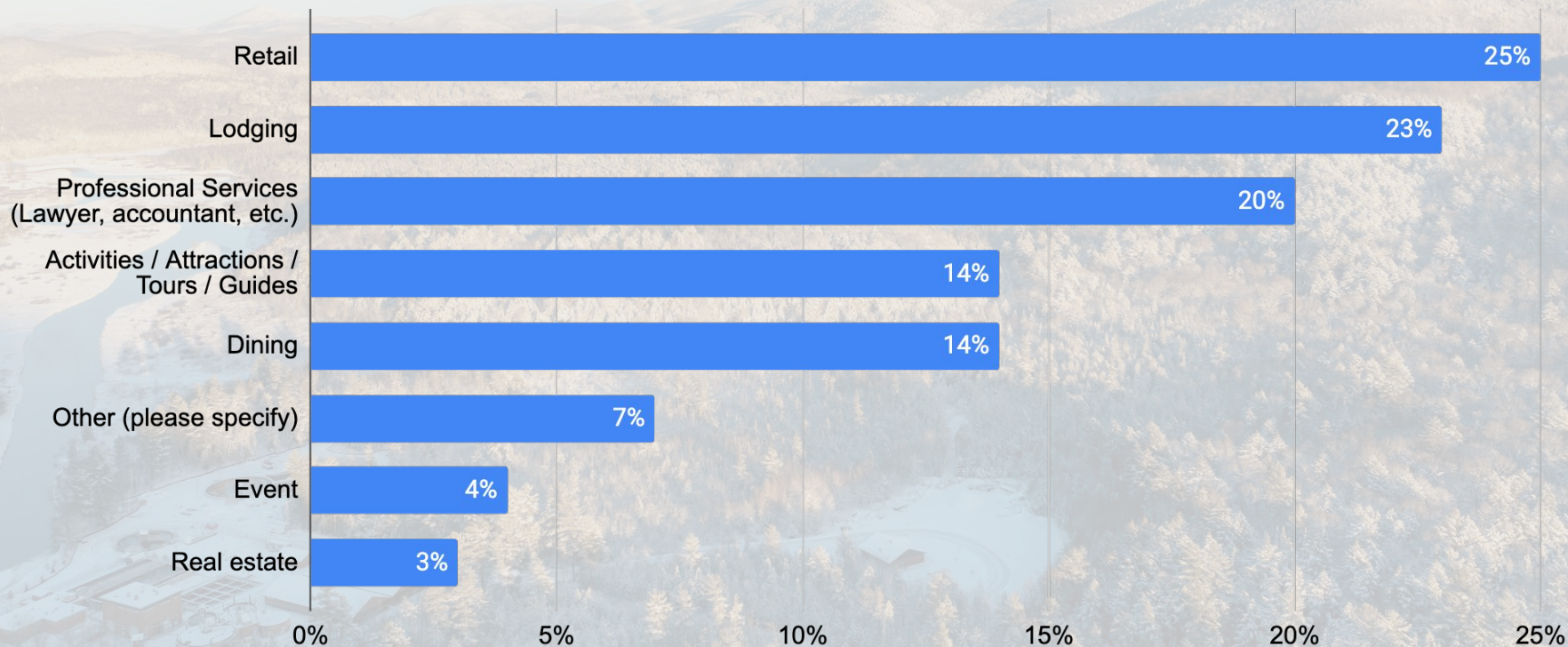
# Non-business owners vs. Business owner

■ Non-business owner ■ Business owner



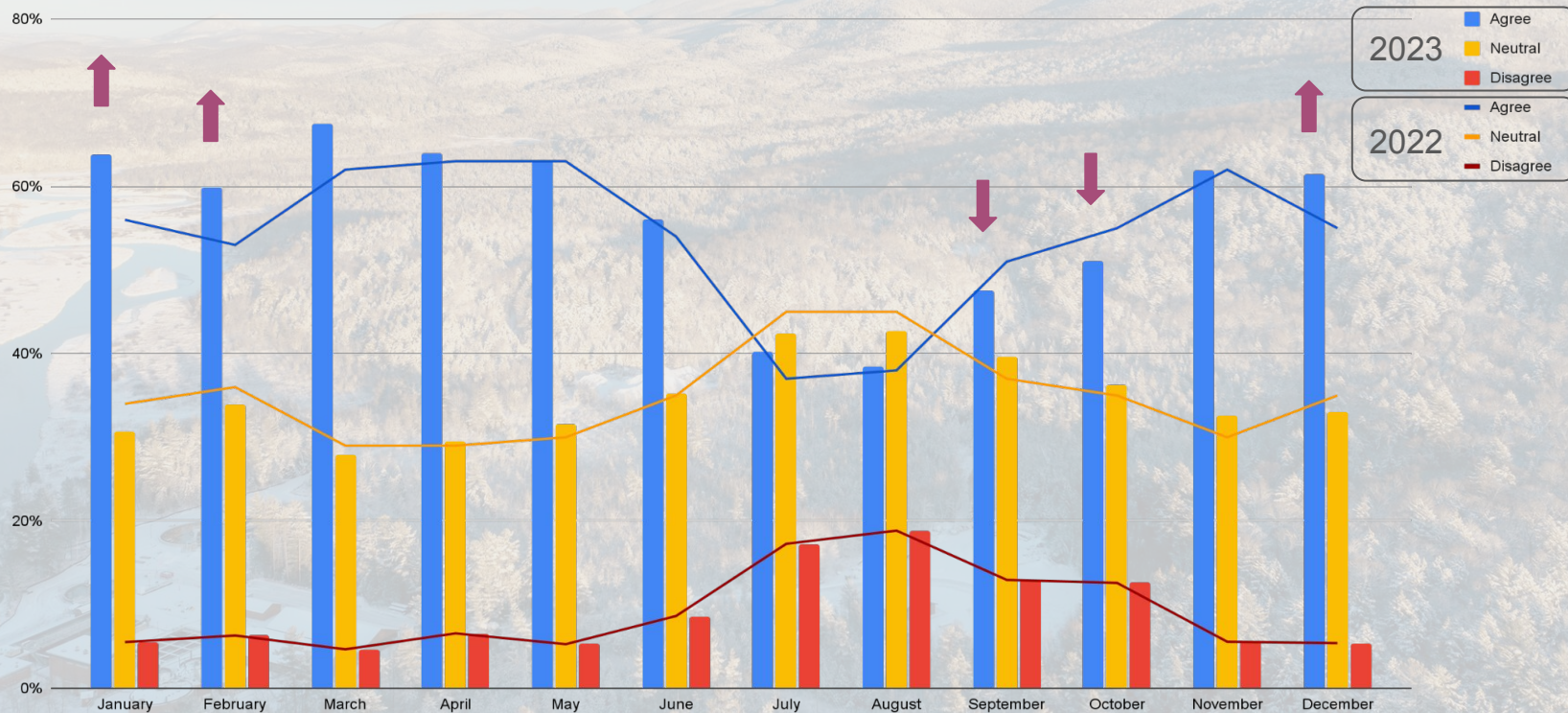


# What type of business do you own?



2022 vs 2023 -

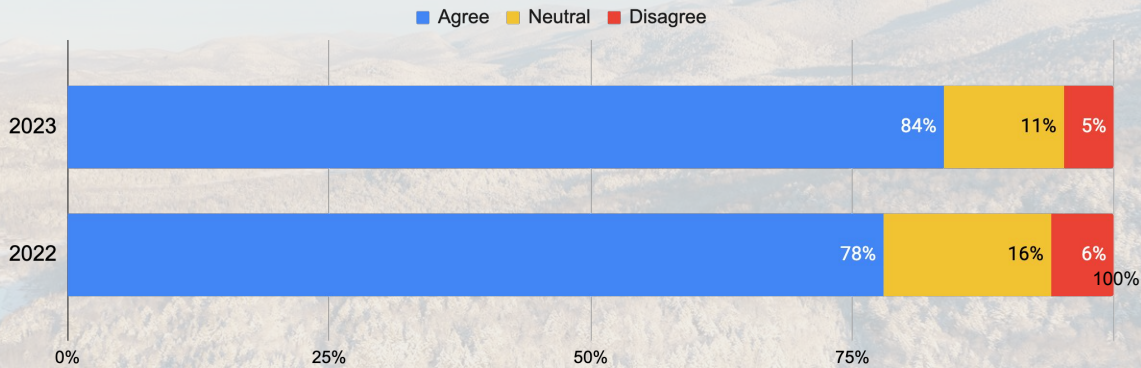
My business would benefit from increased business in:



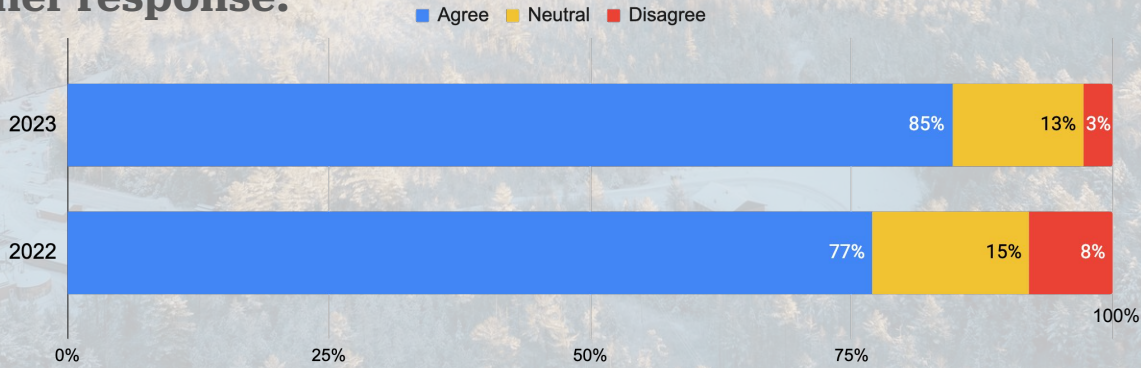


# Tourism has a positive impact on *businesses* in my community.

## Overall:

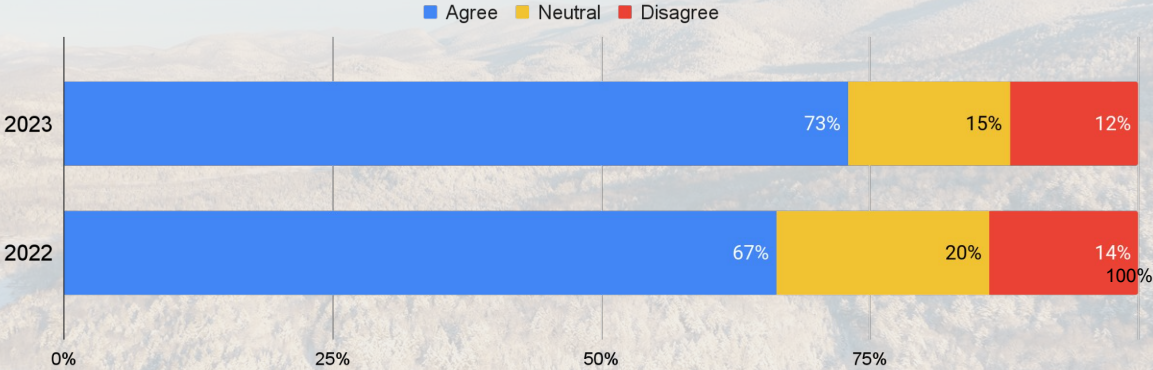


## Business owner response:

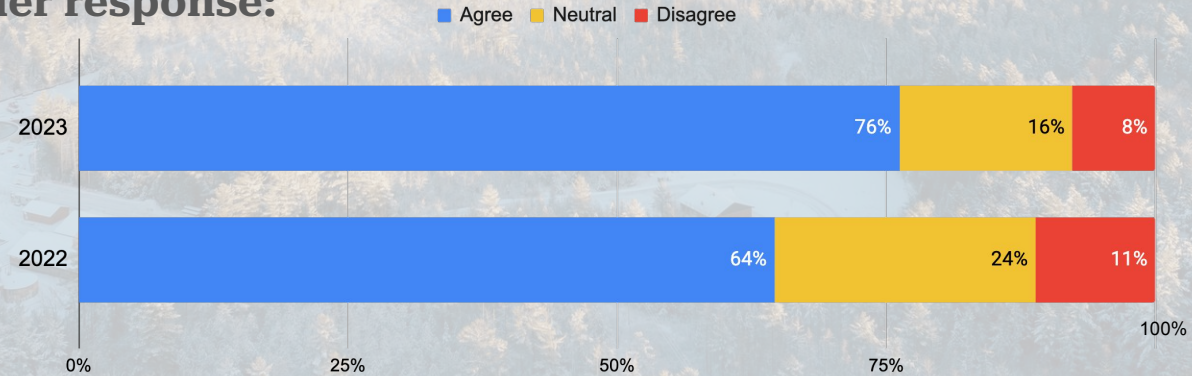


# Tourism has a positive impact on *jobs* in my community.

## Overall:

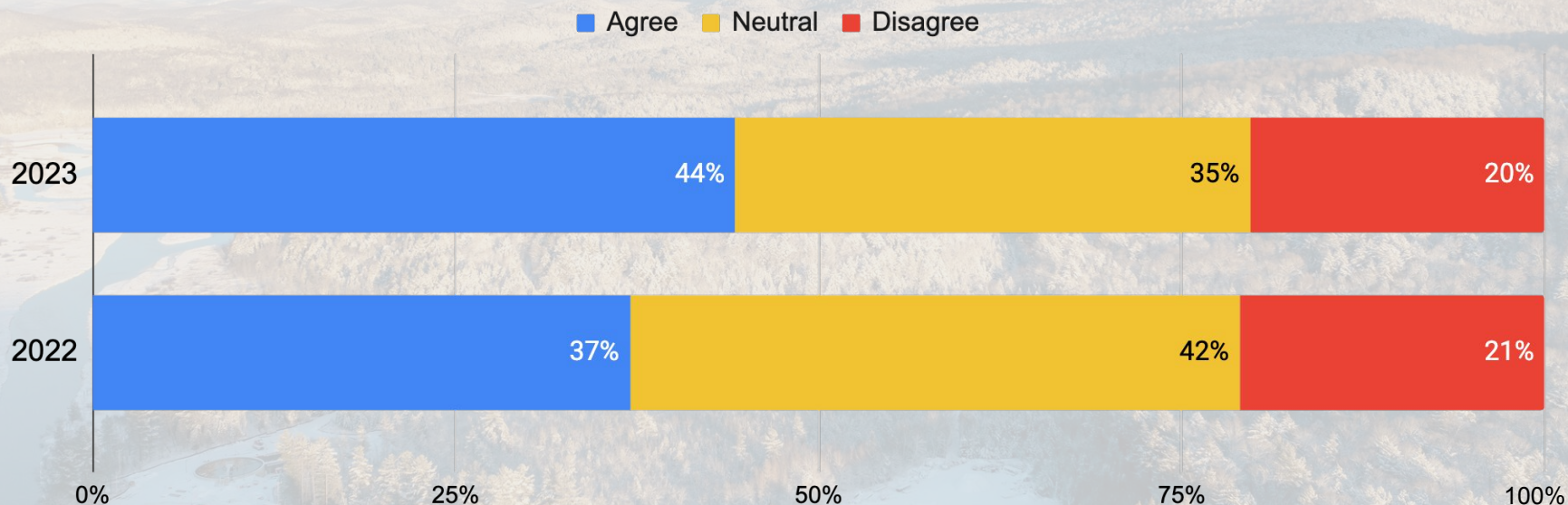


## Business owner response:

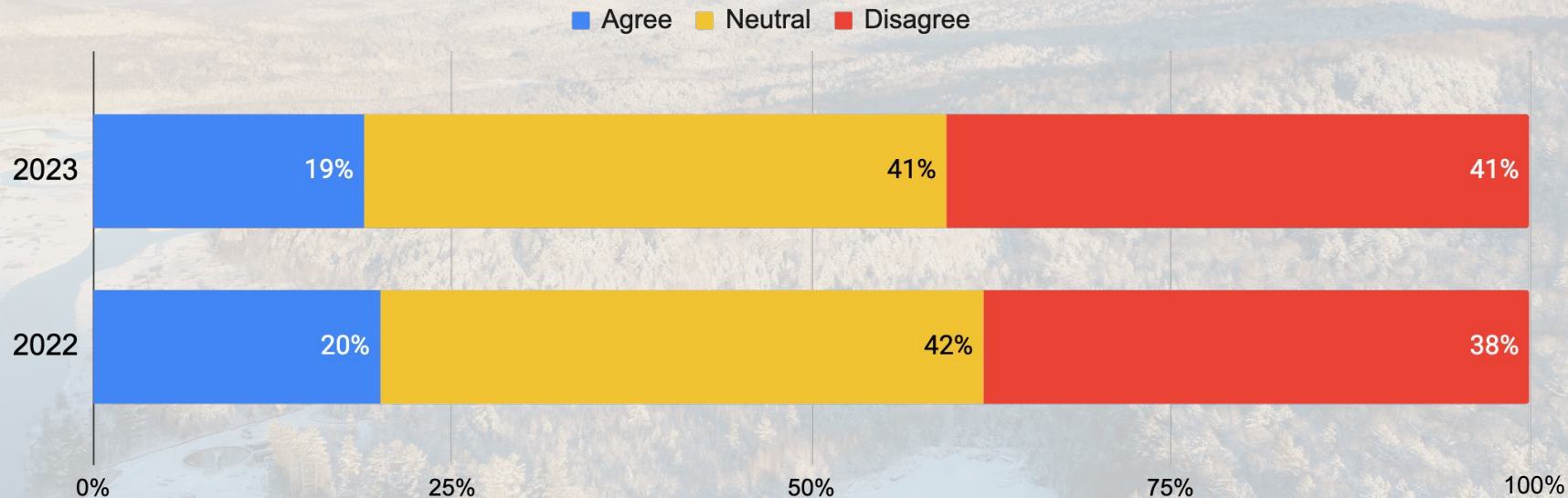




# The sales tax revenue my community receives from tourism makes it a better place to live.

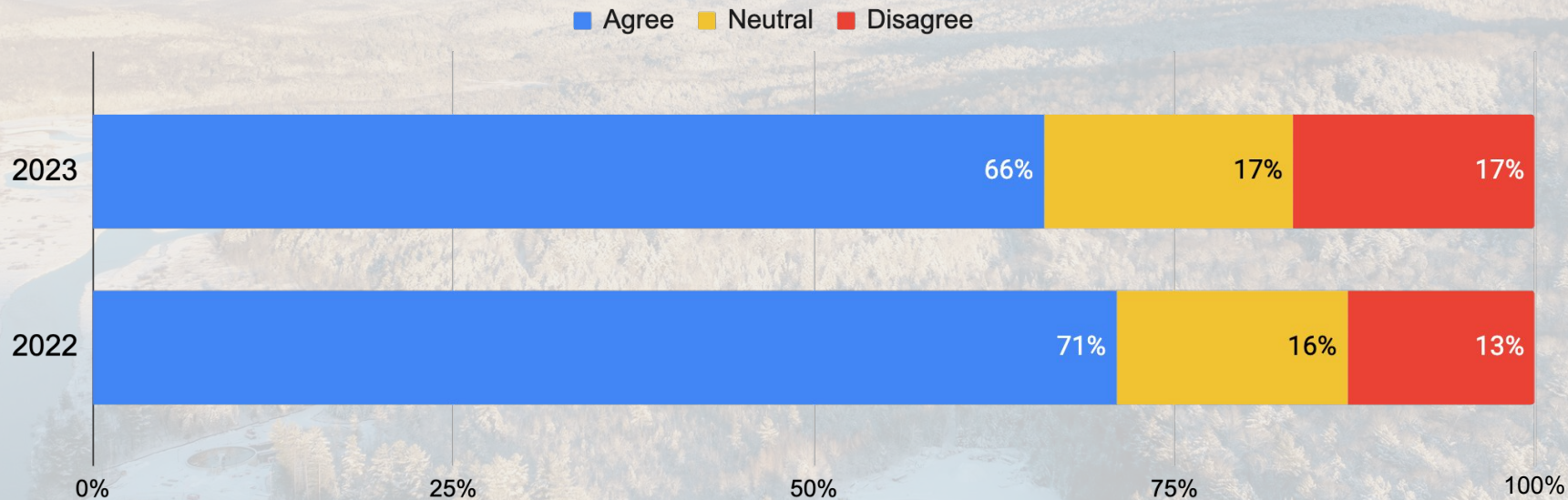


# The sales tax revenue my community receives from tourism reduces the amount of taxes I pay.

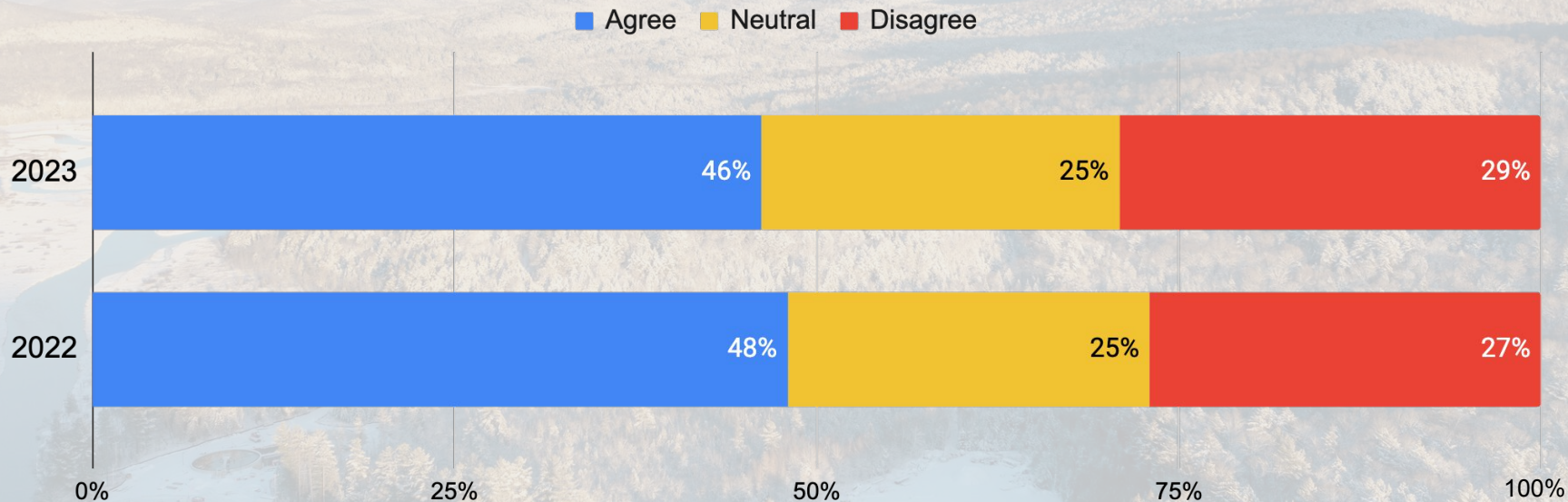




# The cost of housing is higher in the area because of tourism.

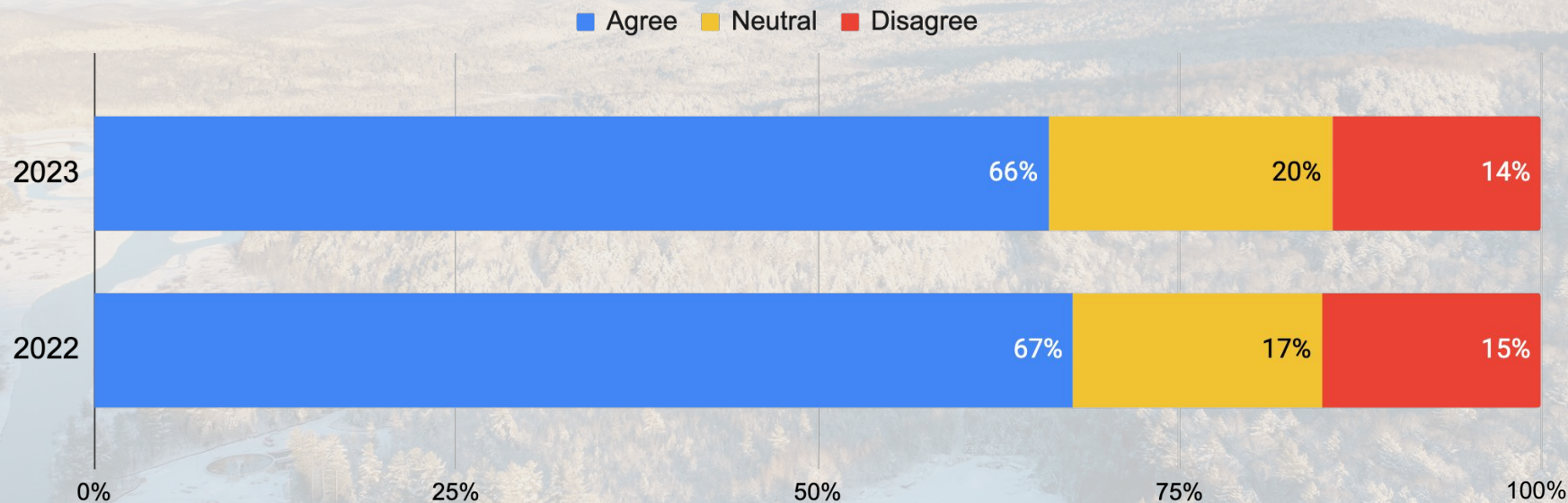


# Short-term rental properties for visitors have had a negative impact on my neighborhood.

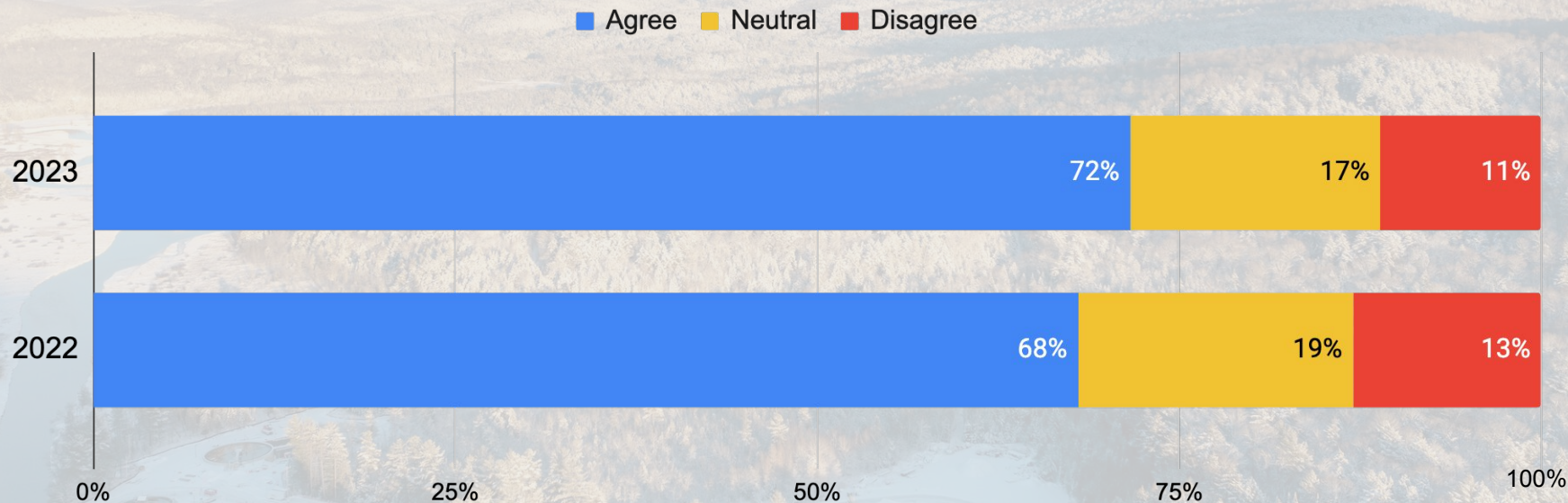




# There are more restaurants and retail shops because of tourism.

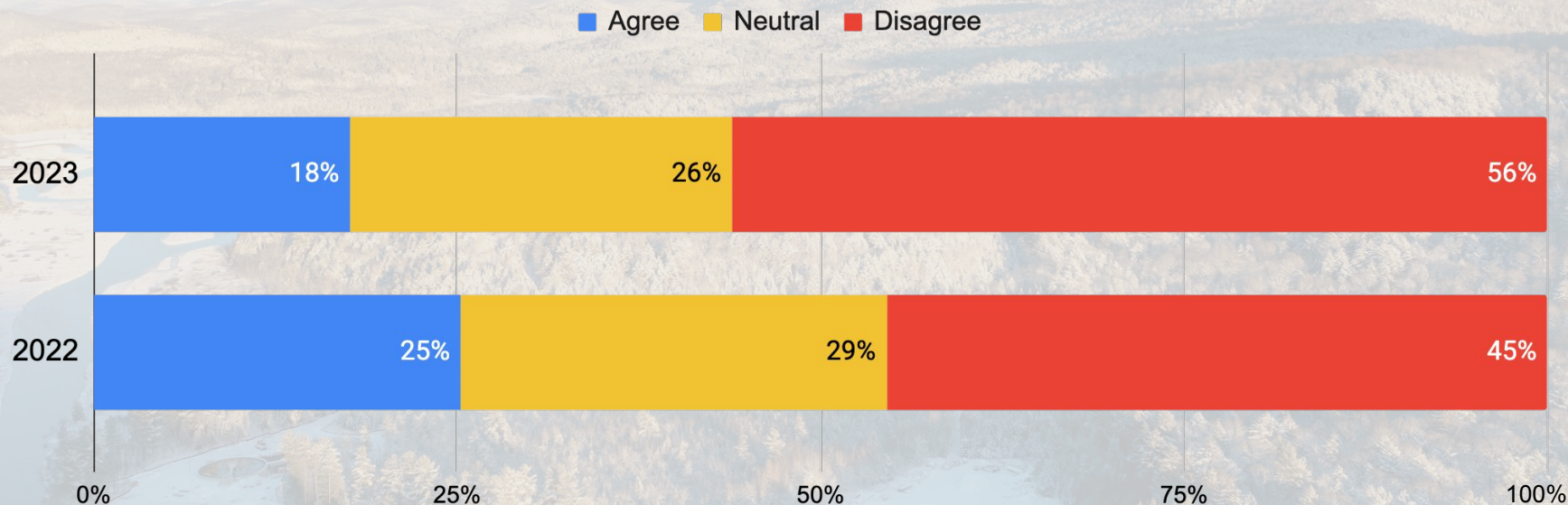


# There are more attractions, events, and things to do because of tourism.

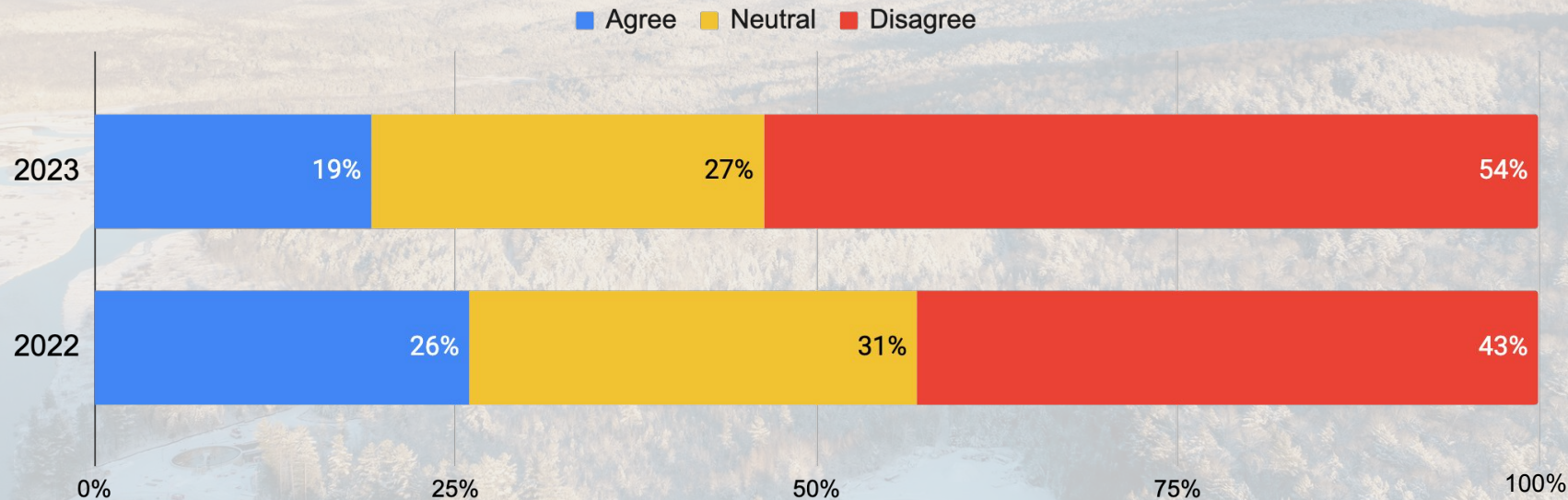




# The community is not as enjoyable because of tourism.

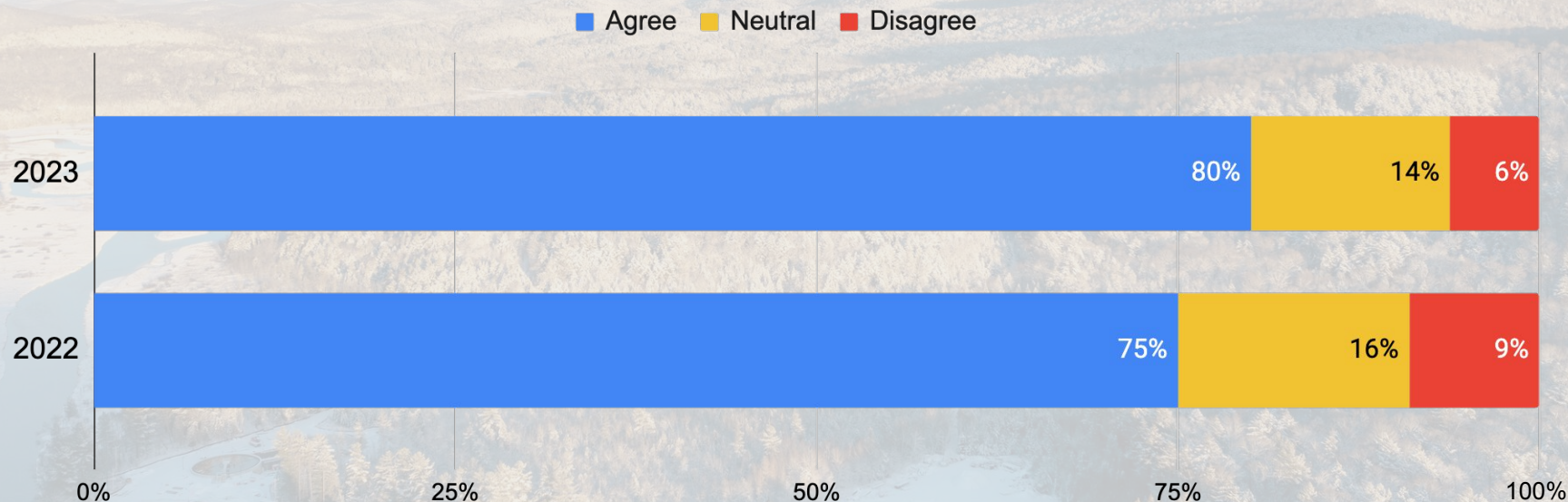


# The number of people visiting the area has a negative impact on my quality of life.



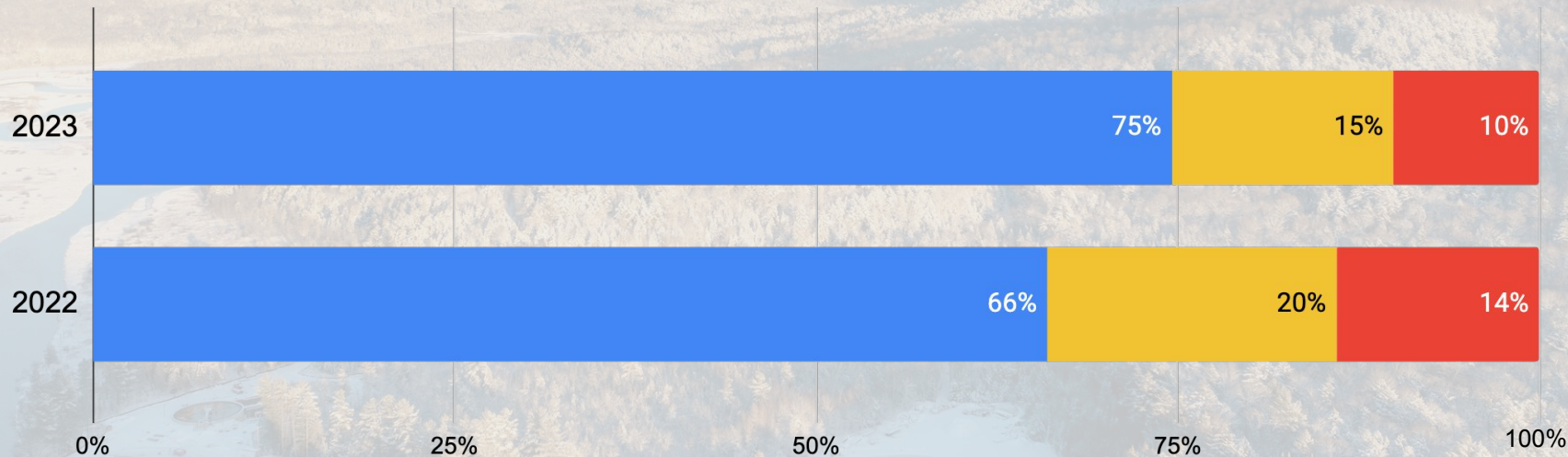


# Tourism promotion and marketing helps the local economy.



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

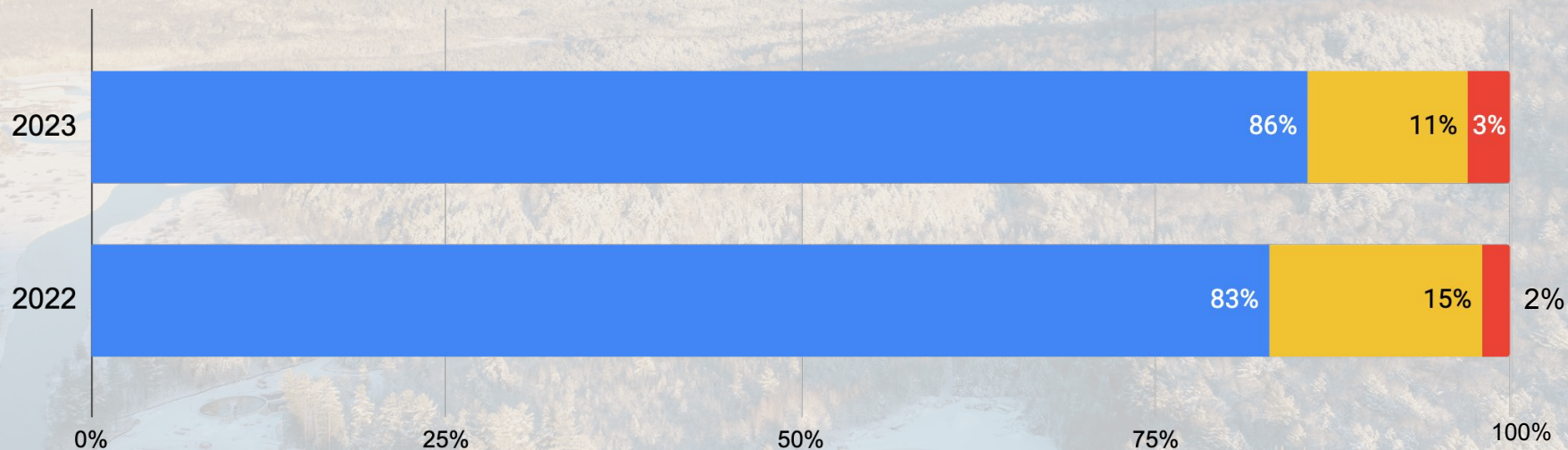
■ Agree ■ Neutral ■ Disagree



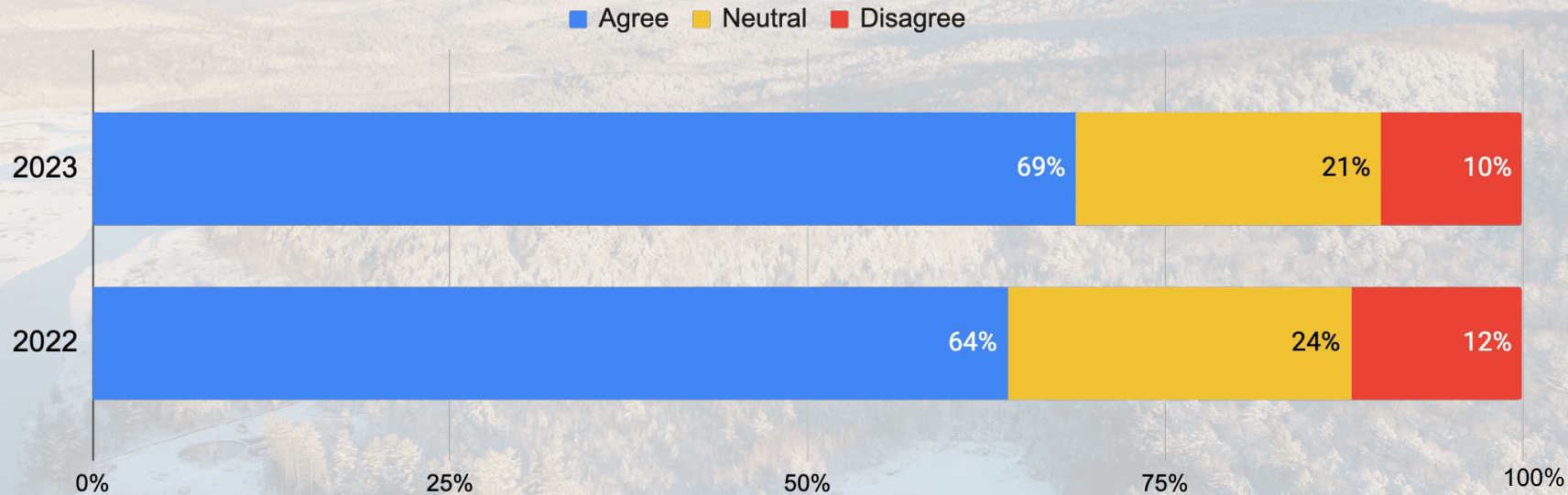


**Supporting businesses with sustainable practices is important to me.**

■ Agree ■ Neutral ■ Disagree



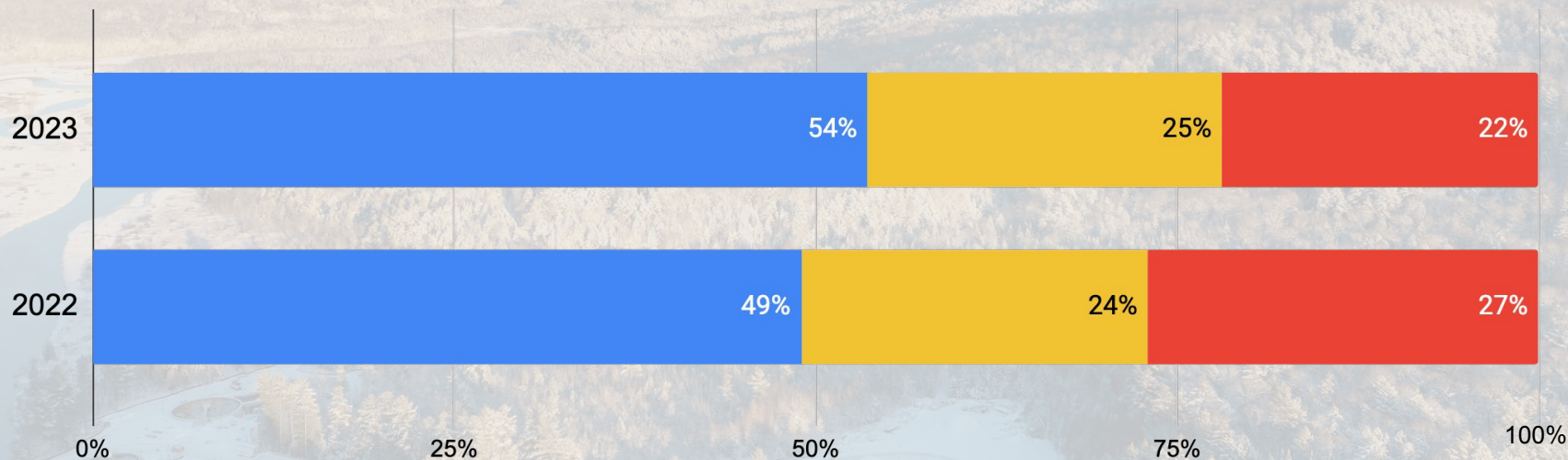
## Growing the number of permanent residents in my community is important to me.





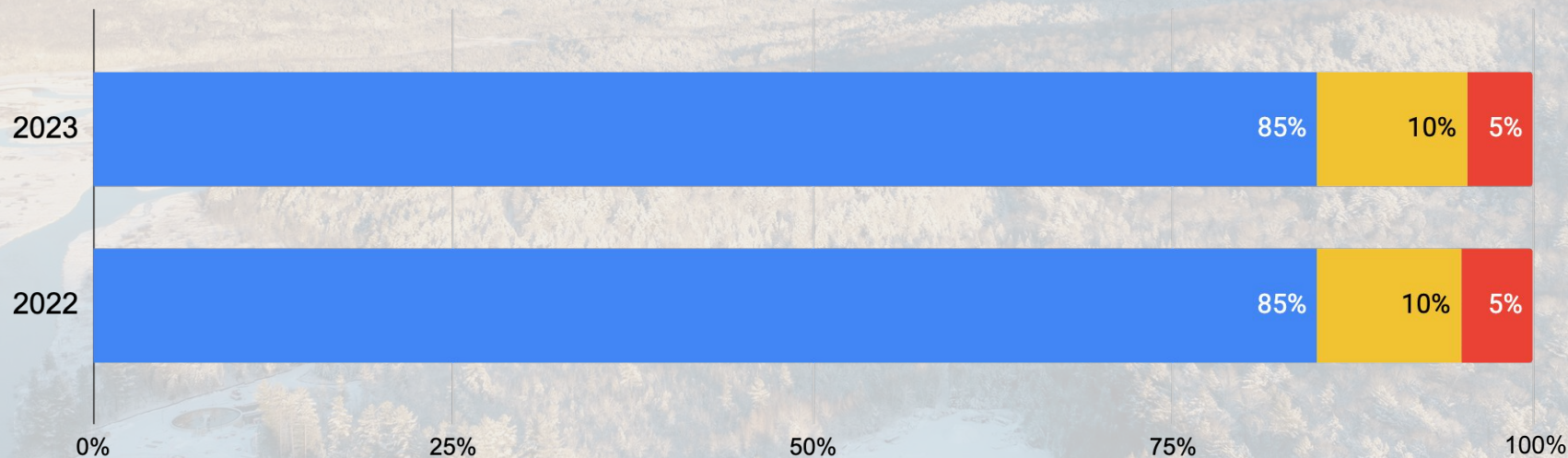
## Exposing travelers to the region increases the number of permanent residents.

■ Agree ■ Neutral ■ Disagree



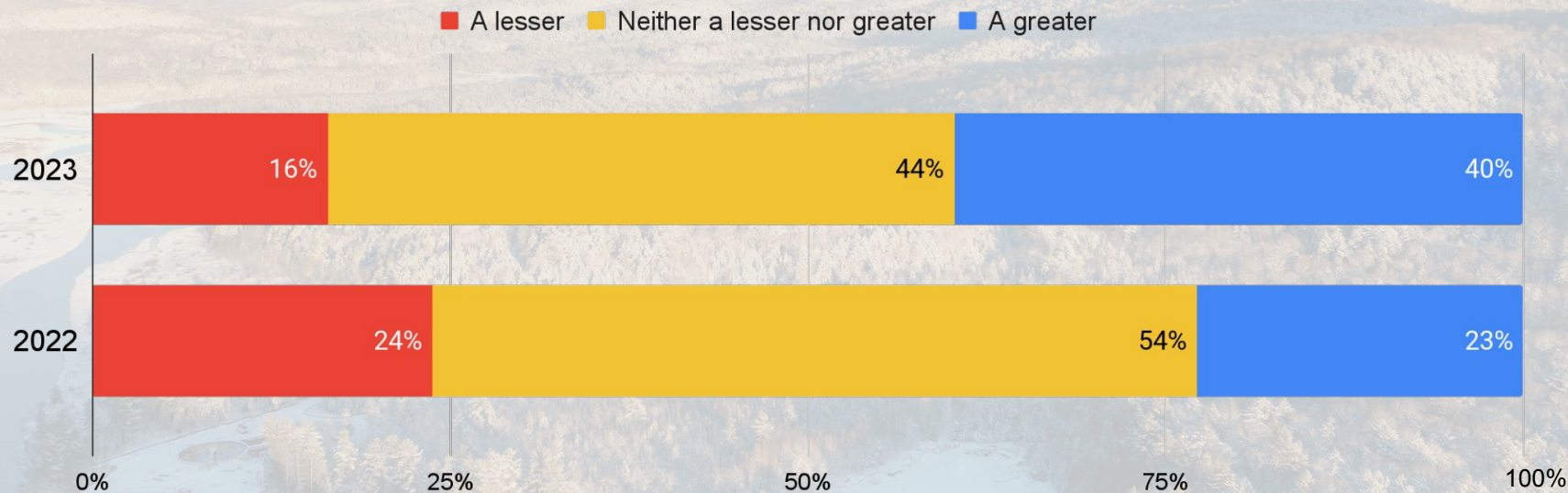
## My community would benefit from non-tourism related business growth.

■ Agree ■ Neutral ■ Disagree



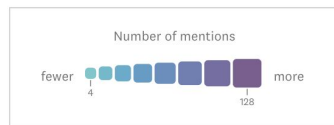


**I think tourism should have \_\_\_\_\_ impact on the region's economy.**



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

Theatre dining canoeing kayaking Shoppingsailing  
 winter activities Outdoor activities cross country skiing  
 hiking biking arts music history parking theater  
 regionspaddling snowmobiling trails fishing boating rafting  
 stores retail restaurants Food **Arts** Biking skiing Xc skiing small business  
 sports Food hiking music farms Nordic skiing  
 culture rail trail eventsactivities businesses biking food  
 hiking boating mountain biking camping attractions  
 Indian Lakebiking snowmobiling concerts attractions  
 touring mountains local residents hotels farmers markets

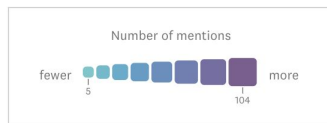


Activity	Times mentioned	% mentions
Arts	84	6.75%
Biking	72	5.78%
Food	70	5.62%
Snowmobiling	46	3.69%
Hiking	43	3.45%
Boating	35	2.81%
Music/Musical Entertainment	29	2.33%
Skiing (including cross-country skiing)	28	2.25%
History/Historical Experiences	26	2.09%
Fishing	26	2.09%
Outdoor activities (general)	25	2.01%
Events/Concerts/Festivals	24	1.93%



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

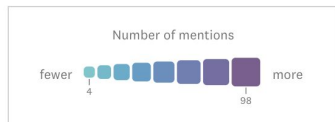
speeding Increased traffic disrespectful  
bike overcrowding Overuse rentals property  
jobs driving parking Affordable housing trash  
hiking tourism **Housing** tourists workers  
busy noise STRs prices traffic crowded  
costs litter full time residents many people weekends  
long term rentals disrespect availability



Response	Times mentioned	% mentions
Housing shortage/lack of affordable housing	42	16.15%
Traffic congestion	33	12.69%
Short-term rentals affecting housing availability	29	11.15%
Overcrowded trails	15	5.77%
High housing costs	13	5.00%
Environmental degradation	9	3.46%
Loss of community feel	8	3.08%
Impact on local school population	7	2.69%
Noise pollution	7	2.69%
Difficulty finding parking	7	2.69%
Grocery store shortages	6	2.31%
Increased home prices	6	2.31%
Lack of respect for local communities	6	2.31%
Seasonal job market/low-wage economy	6	2.31%
Difficulty enjoying local facilities/attractions	6	2.31%

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

cultures attractions restaurants shops make money infrastructure  
 year round tax revenue support local businesses dollar exposure  
 amenities locals opportunities economy helps visitors retail  
 outside taxes restaurants food money Revenue variety Pride  
 vibrant diversity **businesses** tourism services hotels  
 options sustain support **businesses** events residents influx  
 business owners community love **jobs** activities sales tax thrive  
 spend money shops local businesses economic local economy  
 stores income small businesses employment support local Money spent Increased revenue  
 businesses open entertainment property taxes Bringing money



Response	Times mentioned	% mentions
Jobs	63	15.22%
Revenue	60	14.49%
Economic growth	28	6.76%
Support for small businesses	24	5.80%
More activities	21	5.07%
Increased business opportunities	18	4.35%
More restaurants	17	4.11%
Cultural diversity	14	3.38%
Improved amenities	12	2.90%
Vibrancy	12	2.90%
Community pride	11	2.66%
Increased income	11	2.66%
Diversity of events and programming	10	2.42%
Increased economic activity	10	2.42%
Exposure to different people and cultures	9	2.17%



## Key findings

- 38% of survey respondents identified as business owners, a figure consistent with the 2022 survey's margin of 36%.
- Business owners expressed they would benefit from increased business in specific months, with January, March, and April standing out as periods of maximum benefit.
- January, February, and December saw the most substantial increase in business owners expressing a desire for increased business.
- The majority of respondents (84%) felt that tourism had a positive impact on local businesses, while 73% recognized its positive influence on job opportunities, marking increases from 78% and 67%, respectively, in the 2022 survey.



## Key findings, continued

- Respondents showed an increased agreement with statements affirming the positive effects of tourism, including its contributions to a better living environment, the availability of attractions, events, and activities, and the importance of marketing for regional competitiveness.
- Conversely, more respondents disagreed with statements covering some of the negative impacts of tourism, like higher housing costs, reduced community enjoyment, and negative effects on quality of life.
- Respondents increasingly supported sustainable practices, permanent resident growth, and exposure of travelers to the region.
- The margin of respondents advocating for a greater impact of tourism on the region's economy increased by 17%, indicating a growing recognition of tourism's potential economic benefits.