Zartico
Annual
Report

2023

ROOST

ZARTICO

Adirondack
Region Visitor
Data Insights

Geolocation and Spending Analytics

Unlocking Business Potential

This comprehensive report utilizes geolocation and spending data related to visitors in the Adirondack region*. Its purpose is to offer businesses not only information but also actionable insights to aid their strategies.

Contents

Unveiling
Zartico

Zartico is an innovative platform designed to analyze and visualize geolocation and spend data. It provides full spectrum analytical services empowering businesses and destinations to make informed decisions and optimize our strategies in our marketing, community development, and sustainability efforts.

ZARTICO

Strategic Partnership

In 2022, ROOST began collaborating with Zartico to gather enhanced visitor travel insights in the Adirondack region.

Elevating Destination Marketing

Our mission for responsible tourism and sustainable community development.

Our goal with the data is to enhance destination marketing strategies, which aligns with our mission of responsible tourism management and sustainable community development. By leveraging advanced location and spend insights into visitor travel, we aim to effectively manage tourism, optimize marketing efforts, and ensure that the influx of visitors is balanced and sustainable. This approach not only benefits the community and region by fostering responsible tourism practices, but also supports local businesses by providing insights to enhance their services.

Exciting Reveals Ahead

Anticipate forthcoming unveilings as we release compelling updates, showcasing in-depth regional-level reports that provide enhanced insights into visitor trends and spending patterns across the Adirondacks.

Additional Zartico Resources

About: Zartico.com/about
FAQ: Support.Zartico.com/FAQs

Questions?

Contact us: info@roostadk.com

Decoding Zartico Data

Your guide to understanding visitor metrics used within this report.

Data Source

This document leverages the geolocation and spend data collected from Zartico. Zartico is a data analytics and insights platform focused on the travel and tourism industry.

Adirondack Region*

The Adirondack region includes Essex and Hamilton counties, Lake Placid, the Village of Tupper Lake, and the Village of Saranac Lake.

Define "Visitor"...

A visitor is a mobile device that has traveled over 50 miles from its home or work location, stayed for more than 2 hours in the Adirondack region, and visited at least one business, attraction, etc.

Understanding "View to Visit" Metrics

View to visit figures reflect the average length of time between when a visitor views a ROOST destination website and when they arrive in the Adirondack region.

ROOST Destination Websites Include:

WhitefaceRegion.com, LakePlacid.com, TupperLake.com, AdirondackExperience.com, SaranacLake.com, LakeChamplainRegion.com, AdirondackHub.com

What is "Spend Data"?

In the context of Zartico analytics, "spend data" refers to information related to credit card transactions conducted by visitors in a specific region, in this case, the Adirondack region.

Canadian Visitor Data

Canadian visitor data has not been included in this report.
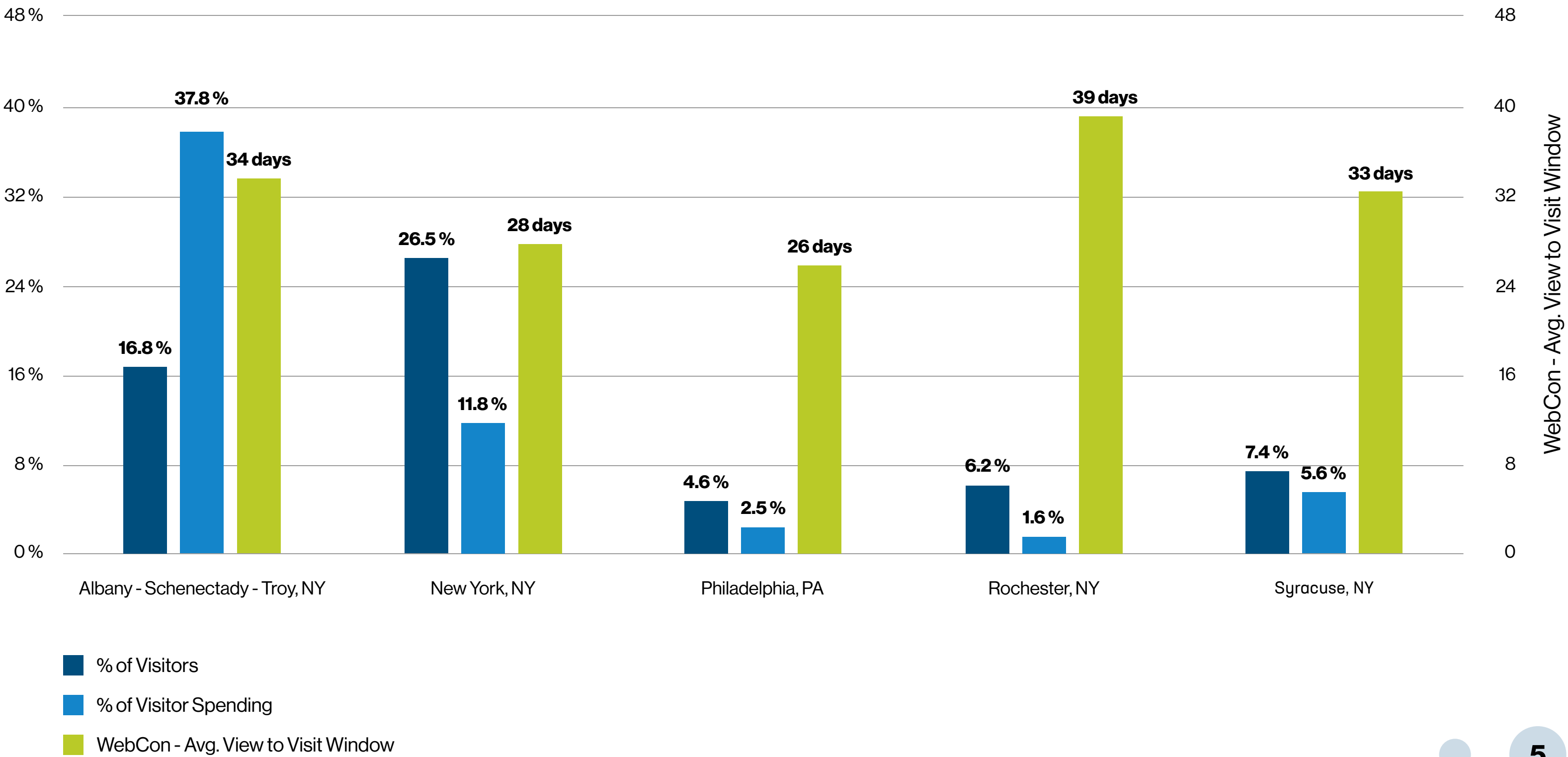
Market Overview

Top Five
Market Areas

The data offers insights into the top five market areas in 2023, encompassing visitation percentages, corresponding spending percentages, and the average time taken by visitors to transition from viewing a regional ROOST website to visiting the Adirondack region.

Potential Actions for Your Business

- Post/share events and promotions on social media and destination websites a minimum of six weeks in advance.

- Target the New York, NY and Albany-Schenectady-Troy markets with your campaigns and marketing as these show higher-spending and visitation rates.

- Based on time between when someone explores the destination website and actually visits the destination (the look-to-book window), we recommend adjusting timing of campaigns and promotions to an estimated four to five weeks in advance.

Visitor Market Summary

Market	% of Visitors	% of Visitor Spending	WebCon - Avg. View to Visit Window
Albany - Schenectady - Troy, NY	16.8 %	37.8 %	34 days
New York, NY	26.5 %	11.8 %	28 days
Philadelphia, PA	4.6 %	2.5 %	26 days
Rochester, NY	6.2 %	1.6 %	39 days
Syracuse, NY	7.4 %	5.6 %	33 days

Legend:
- ■ % of Visitors
- ■ % of Visitor Spending
- ■ WebCon - Avg. View to Visit Window
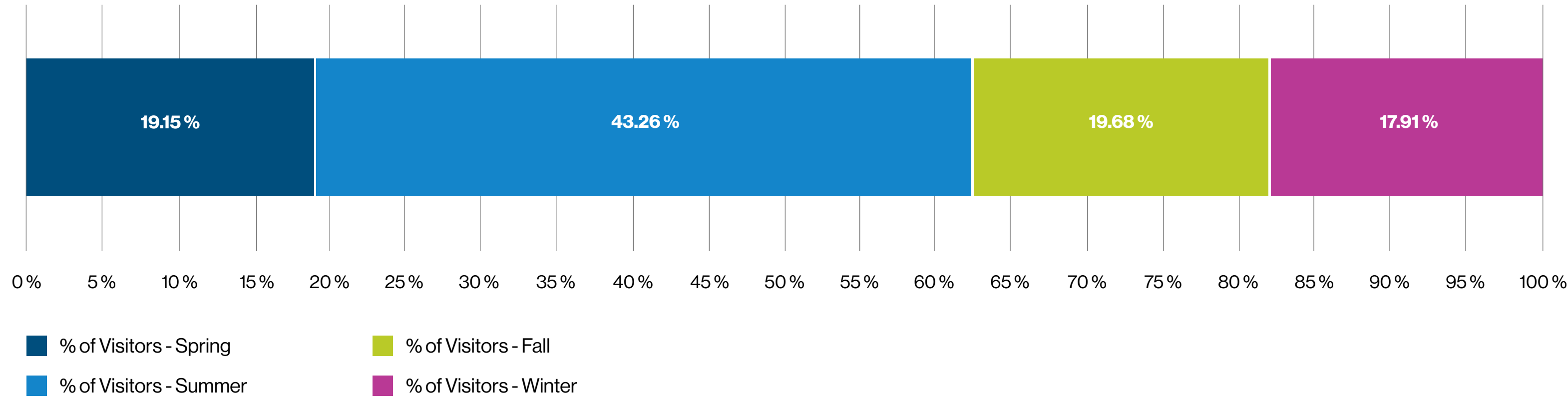
WebCon - Avg. View to Visit Window

Exploring
Seasonal
Patterns

This data provides insights into the seasonal variation in visitor numbers, and the average duration it takes for website visitors to convert into actual visitors during different seasons.
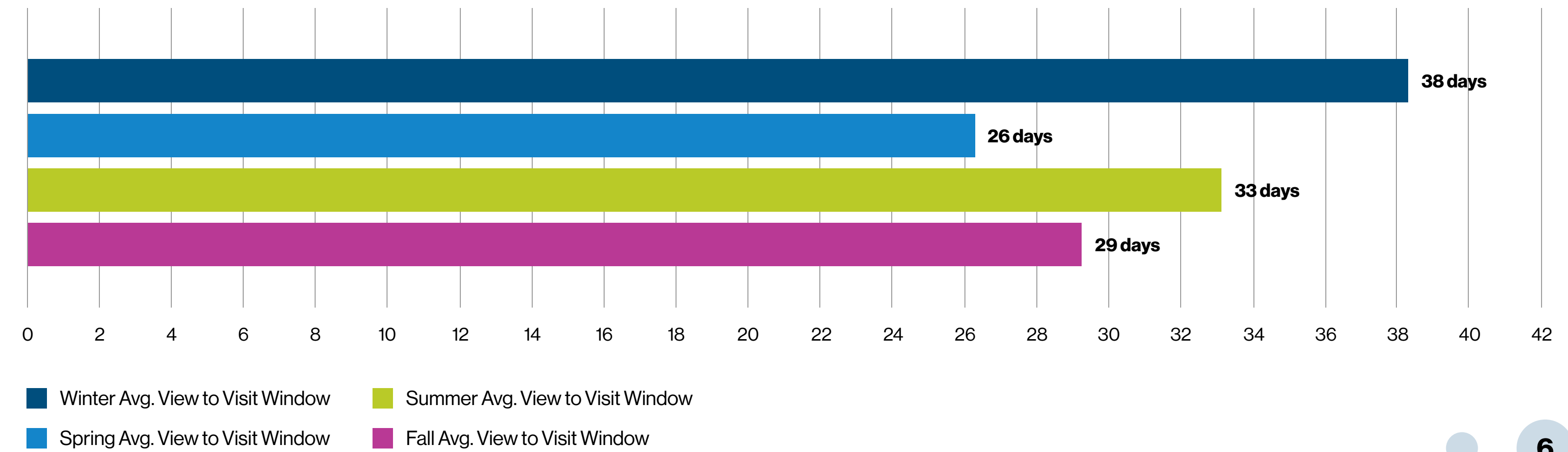
Potential Actions for Your Business

- Adjust paid campaigns and event promotion timelines to better align with patterns observed during each season. In other words, execute 6 or more weeks ahead in winter, 4 or more weeks in spring, 5 or more weeks in summer and fall.

Visitation by Season

19.15 %	43.26 %

19.68 % 17.91 %

0 % 5 % 10 % 15 % 20 % 25 % 30 % 35 % 40 % 45 % 50 % 55 % 60 % 65 % 70 % 75 % 80 % 85 % 90 % 95 % 100 %

■ % of Visitors - Spring   ■ % of Visitors - Fall
■ % of Visitors - Summer   ■ % of Visitors - Winter

View to Visit Trend by Season

38 days
26 days
33 days
29 days

0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30 32 34 36 38 40 42

■ Winter Avg. View to Visit Window   ■ Summer Avg. View to Visit Window
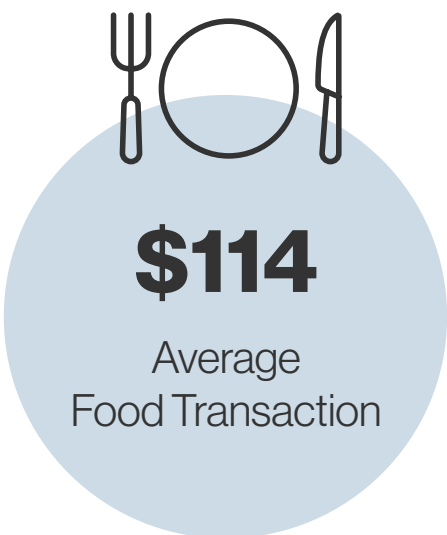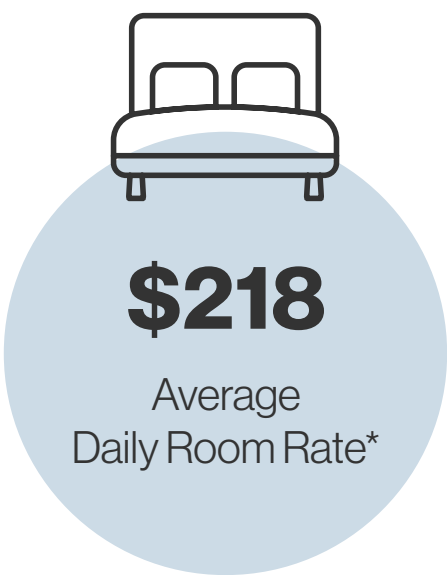■ Spring Avg. View to Visit Window   ■ Fall Avg. View to Visit Window

Charting Transactions Via Credit Cards

This insight reveals the average spending per category through credit card transactions by visitors. These figures represent the average transaction amount each time a credit card is swiped at a physical location, rather than reflecting the total destination spending in that category.
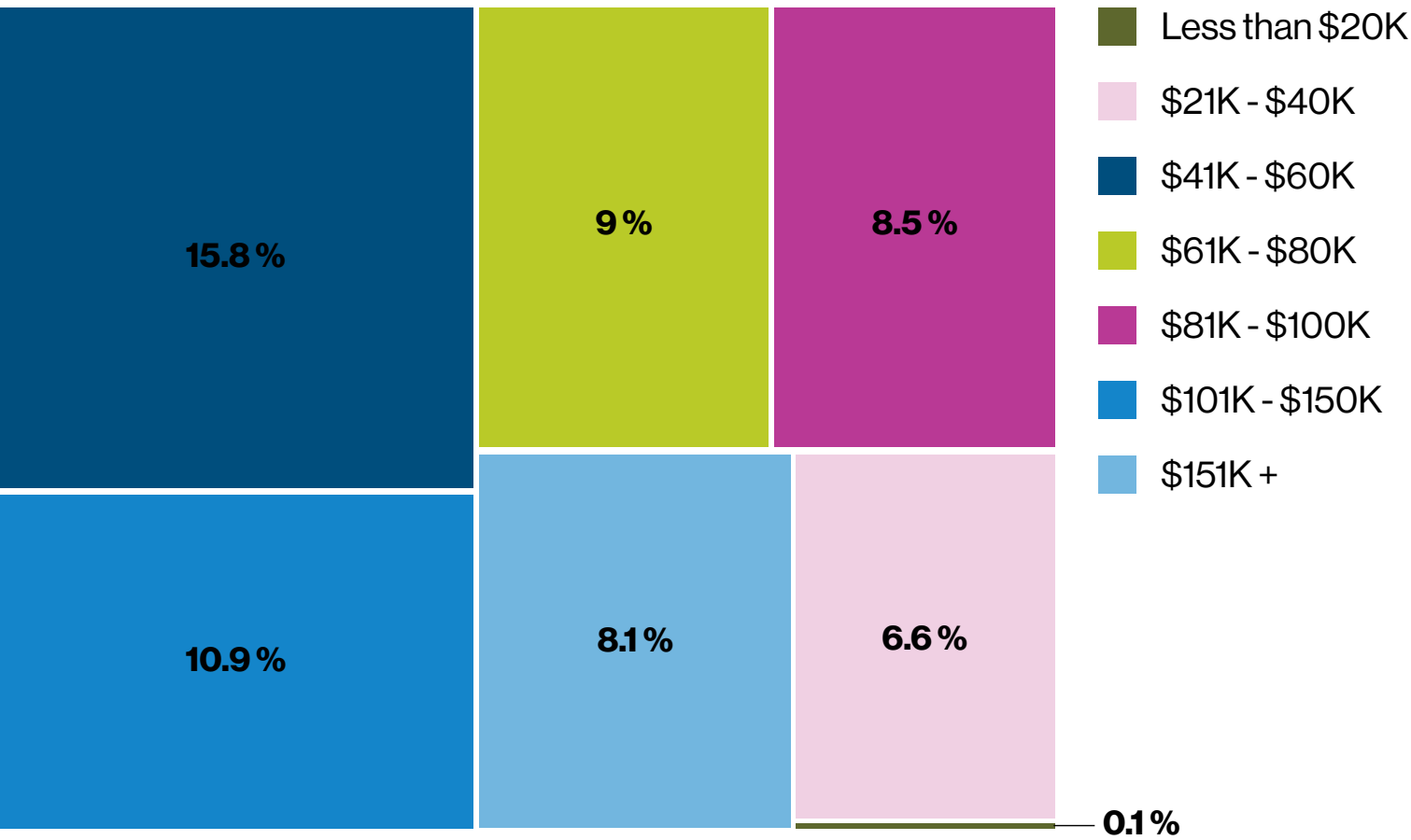
Transaction Insights

- Visitor transaction: how much "on average" a visitor is spending each time they swipe their card within the region.

- Average spend across categories is less in 2023 than it was in 2022.

- Stay tuned for comprehensive regional-level reports that delve into intricate details of visitor trends and spending patterns, providing a nuanced understanding of the variations across different regions.
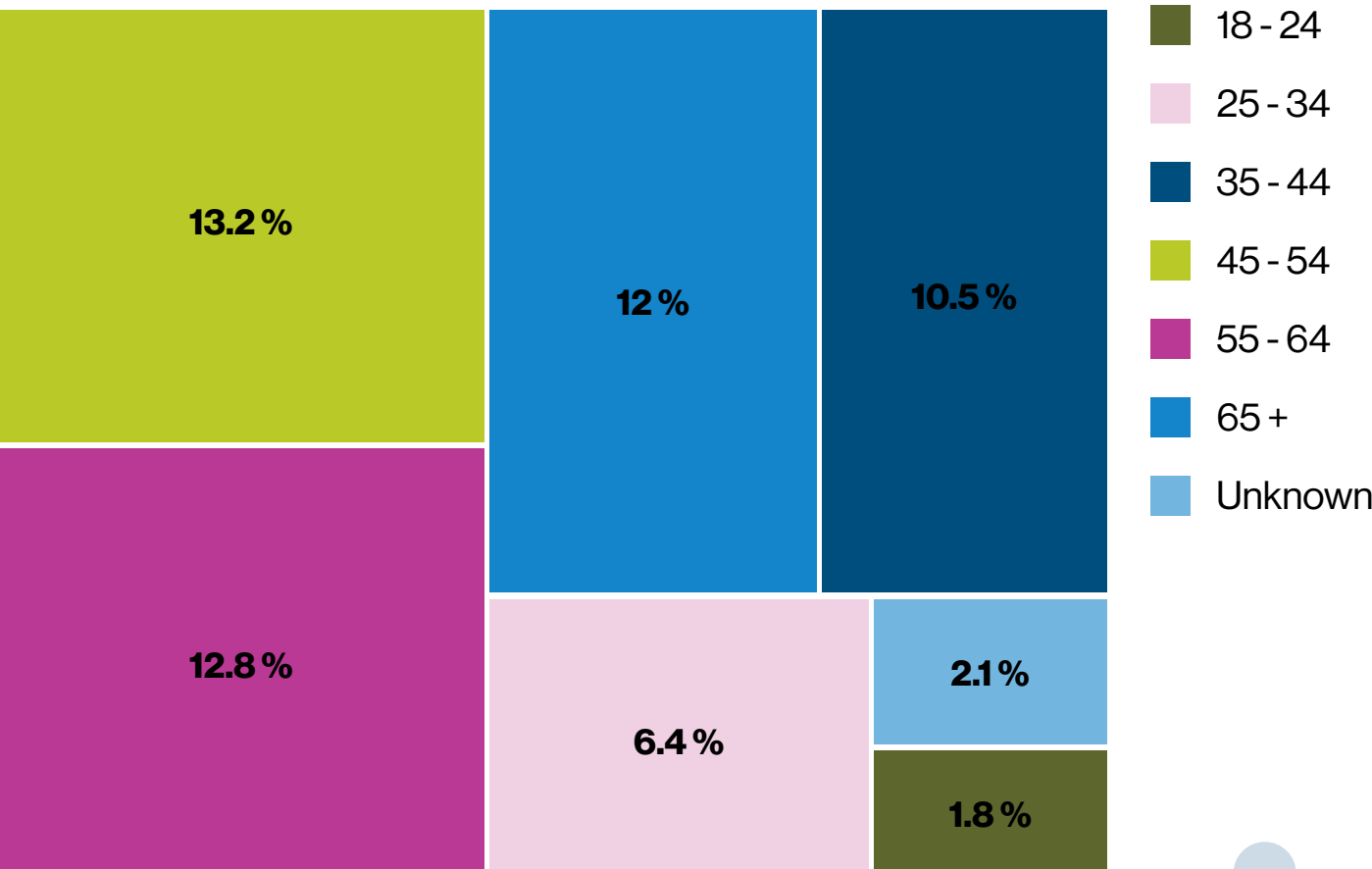
* Source: Smith Travel Research

$218
Average
Daily Room Rate*

$177
Average
Visitor Transaction

$123
Average
Retail Transaction

$53
Average
Attraction Transaction

$114
Average
Food Transaction

Spending by Income

15.8 %
9 %
8.5 %
10.9 %
8.1 %
6.6 %
0.1 %

- Less than $20K
- $21K - $40K
- $41K - $60K
- $61K - $80K
- $81K - $100K
- $101K - $150K
- $151K +

Spending by Age Group

13.2 %
12 %
10.5 %
12.8 %
6.4 %
2.1 %
1.8 %

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 +
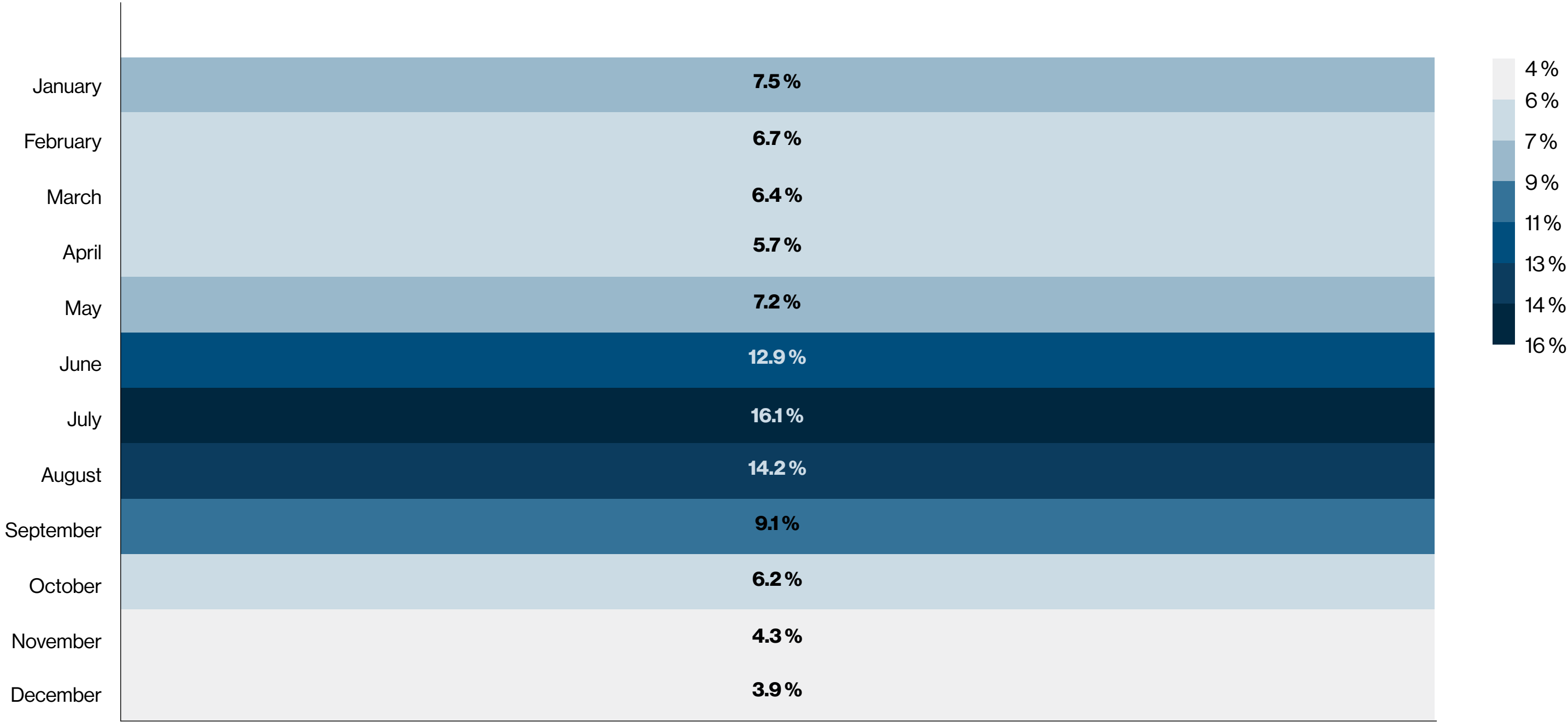- Unknown

Visitor Flow

Visitor Volume
Over Time

Here we can view how visitor numbers compare over time, offering a depiction of the flow of visitation to the Adirondacks throughout the year.

Potential Actions for Your Business

- Utilize historical data as a reference to forecast anticipated visitor volumes in the upcoming months, enabling strategic adjustments to planning, staffing, and inventory management as required.

Historical Visitor Volume by Month (2023)

Month	Volume
January	7.5 %
February	6.7 %
March	6.4 %
April	5.7 %
May	7.2 %
June	12.9 %
July	16.1 %
August	14.2 %
September	9.1 %
October	6.2 %
November	4.3 %
December	3.9 %

Legend: 4 %, 6 %, 7 %, 9 %, 11 %, 13 %, 14 %, 16 %

Room to Insight: 2023 Hotel Metrics

This data presents insightful trends in hotel occupancy and average daily rates (ADR) for Essex County throughout 2023.
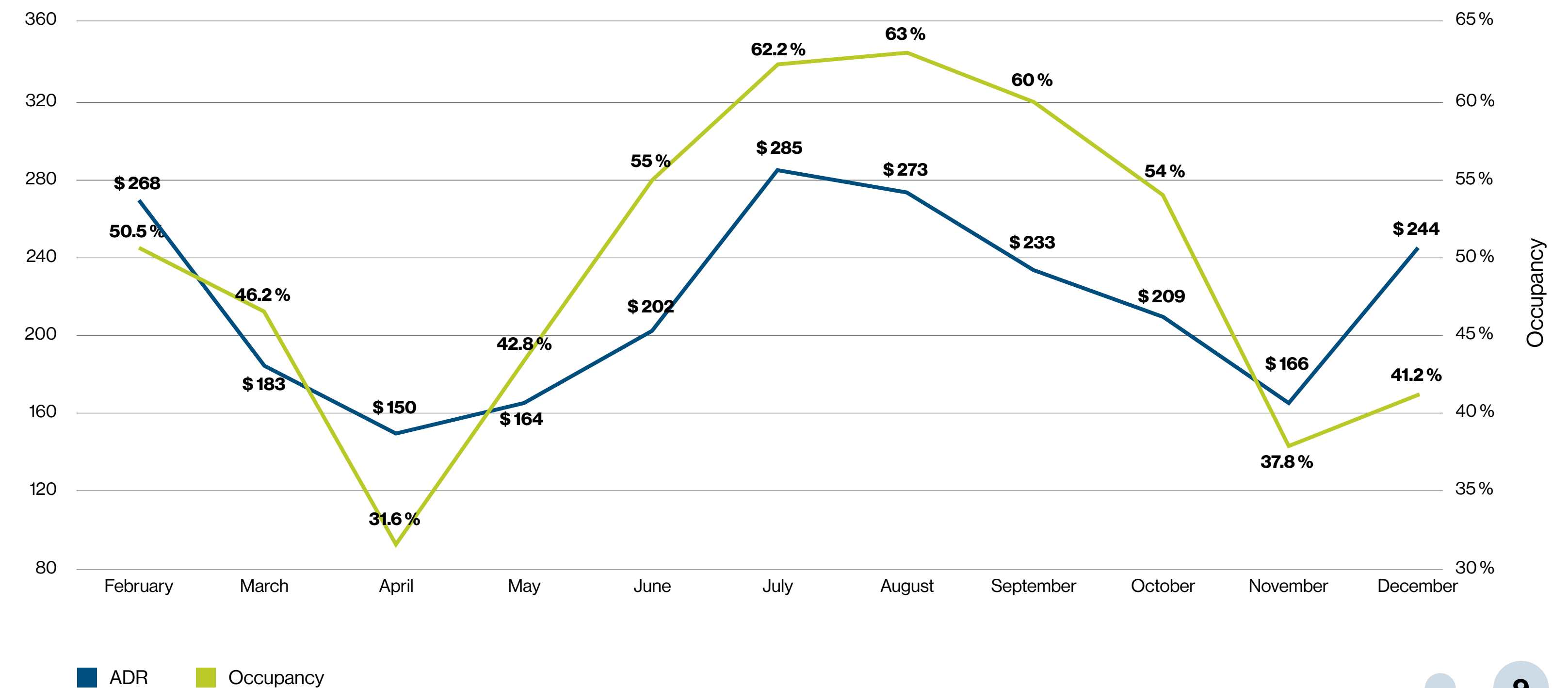
Data Source: Smith Travel Research

Note: An estimated 82% of lodging properties are located in North Elba.

Potential Actions for Your Business

- Evaluate your ADR during periods of high and low occupancy to maximize revenue. Adjust a minimum of 4-6 weeks in advance.

- Make use of ROOST's destination website packages program to highlight your deals and promotions during periods of low occupancy.

- Consider collaborating with local businesses or attractions to create joint promotions or packages; for example: collaboration between lodging, attractions, and restaurants.
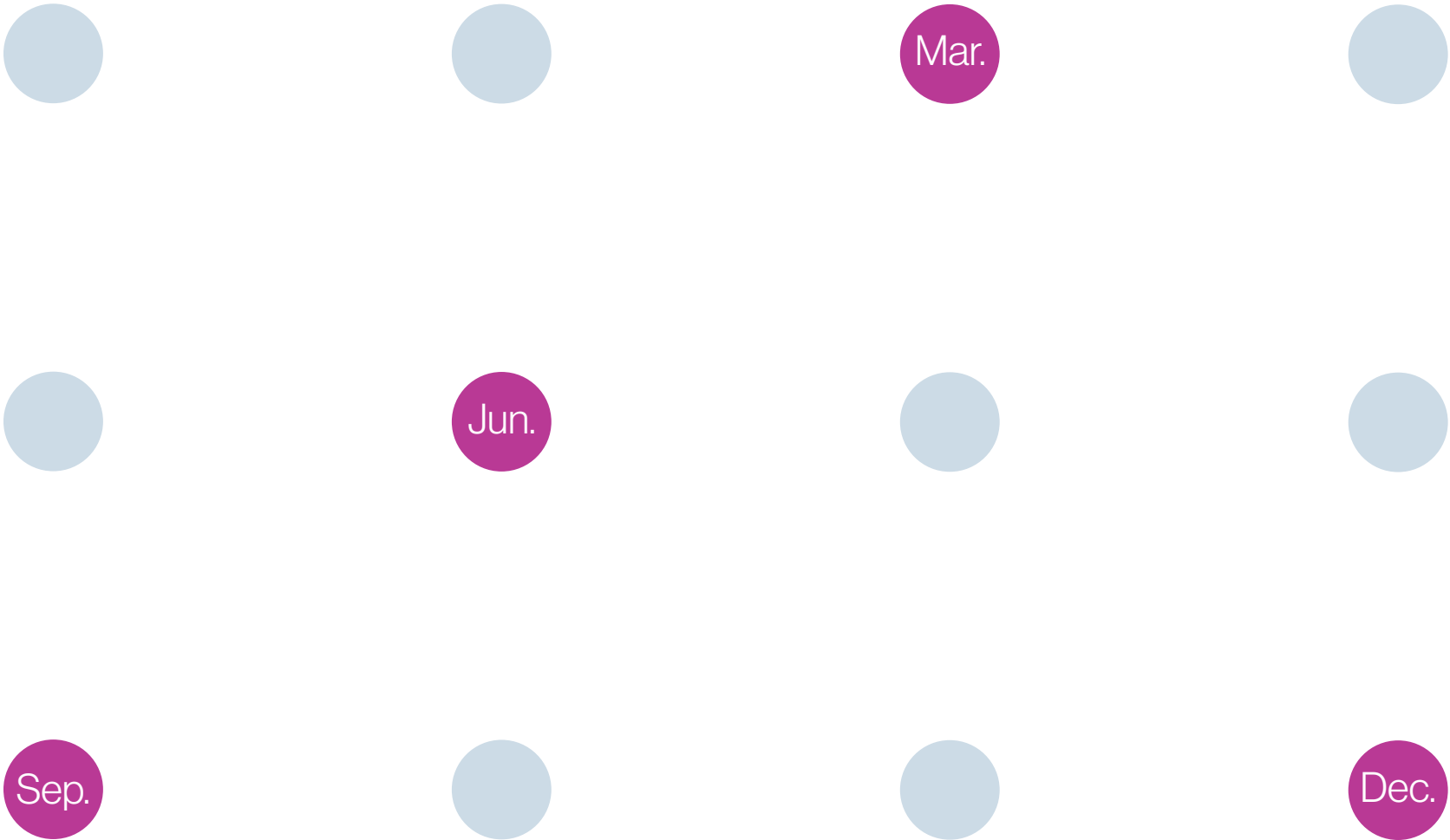
Occupancy and ADR Trends

Legend: ADR, Occupancy

ADR values: February $268, March $183, April $150, May $164, June $202, July $285, August $273, September $233, October $209, November $166, December $244

Occupancy values: February 50.5%, March 46.2%, April 31.6%, May 42.8%, June 55%, July 62.2%, August 63%, September 60%, October 54%, November 37.8%, December 41.2%

Regional
Reporting

Expect to see regional-level reports released quarterly.

Mar.

Jun.

Sep.   Dec.

What to Expect

Each quarter, we'll share reports that offer an in-depth look at visitor data for each of our seven regions, allowing you to make the most of insights tailored to you and your business.
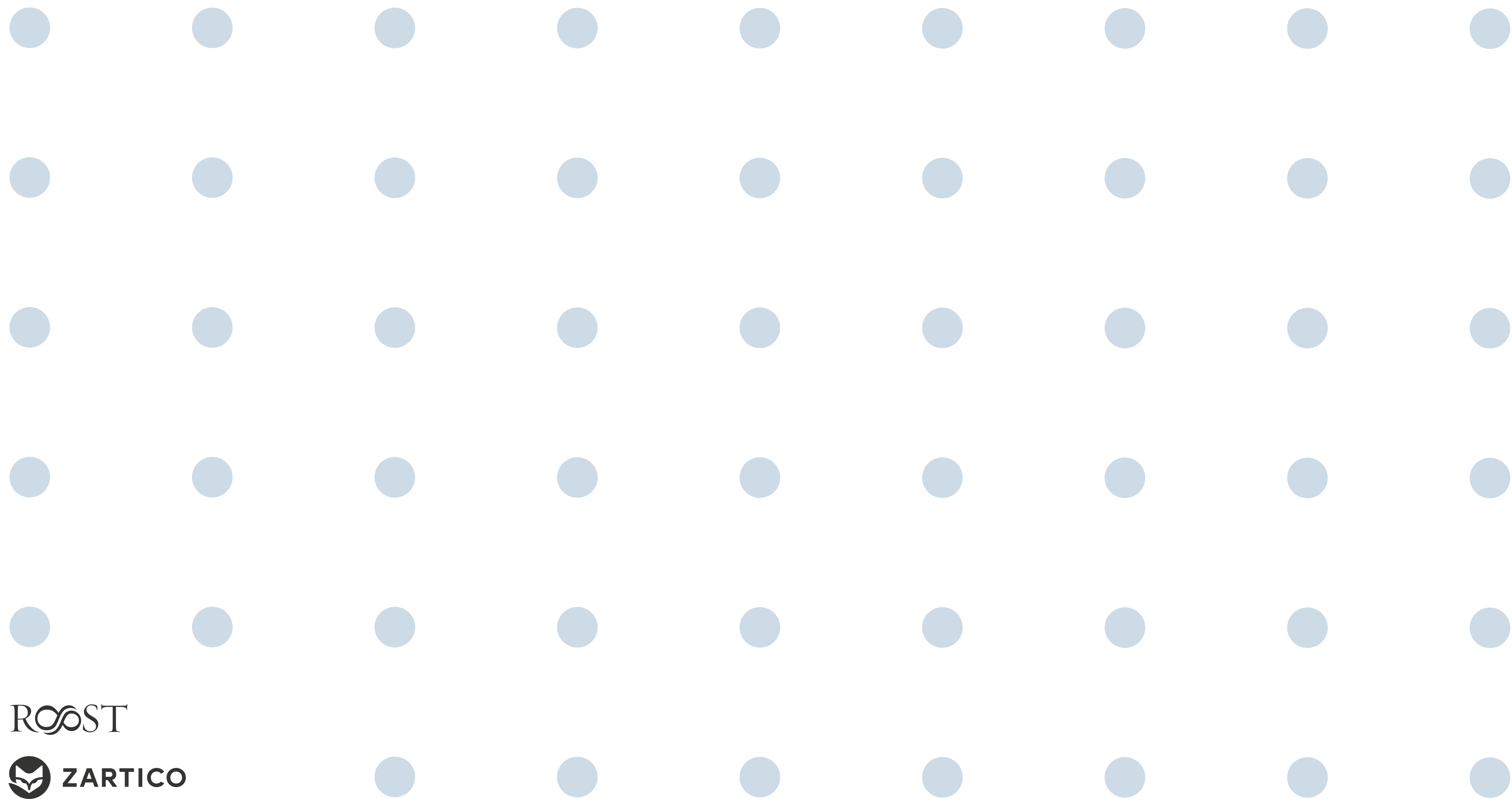
Quarterly Planning Insights

Stay ahead of the curve by accessing valuable data to plan for upcoming quarters. Our insights will equip you with the foresight needed to optimize marketing strategies, enhance visitor experiences, and maximize opportunities in the evolving tourism landscape.

Engage with Us

Have questions or are eager to explore more about how our data-driven approach can benefit you?

Take the next step and reach out! We're here to collaborate, answer your queries, and work together to achieve your goals.

Visit roostadk.com/zartico
Email: info@roostadk.com