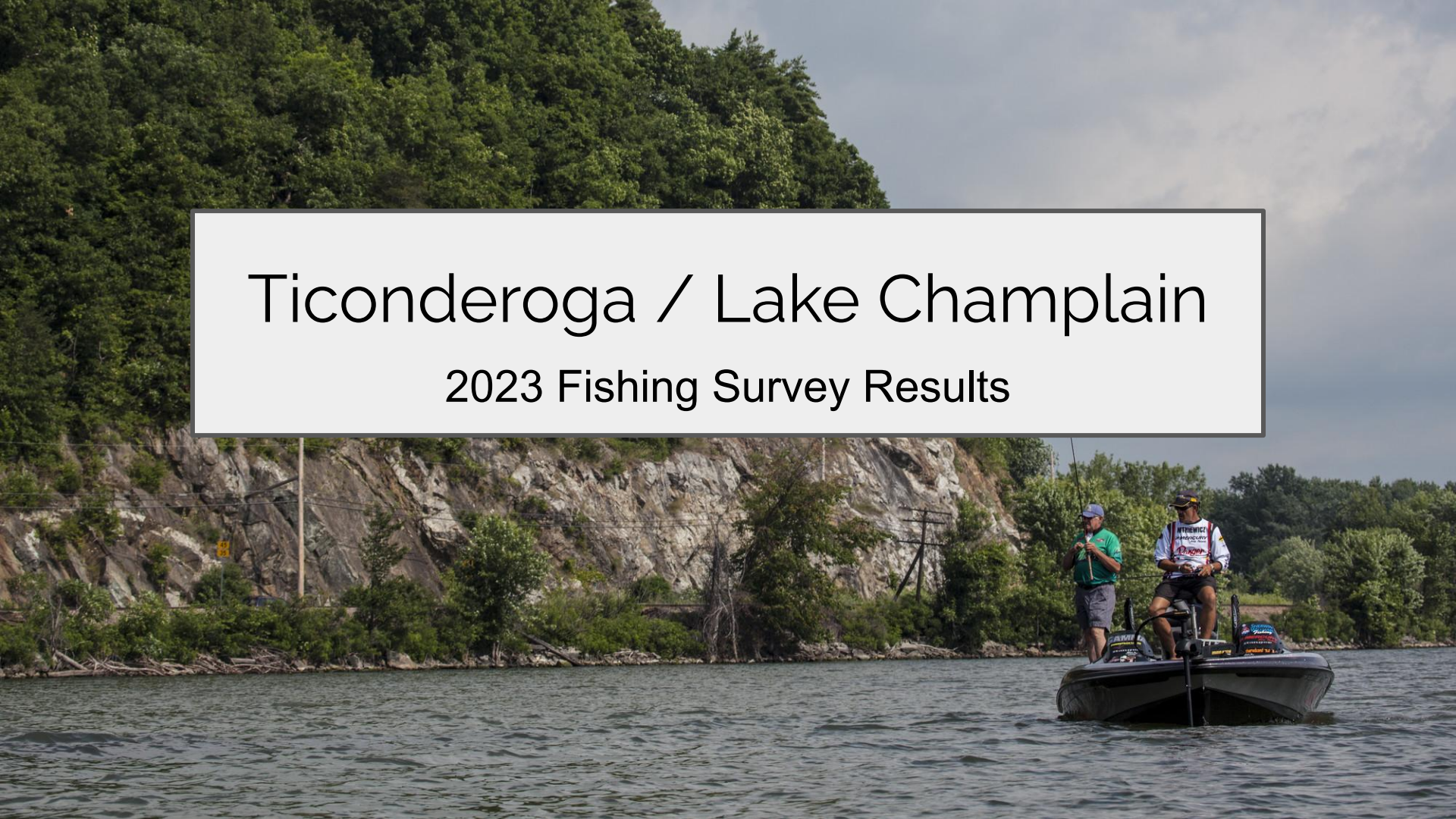
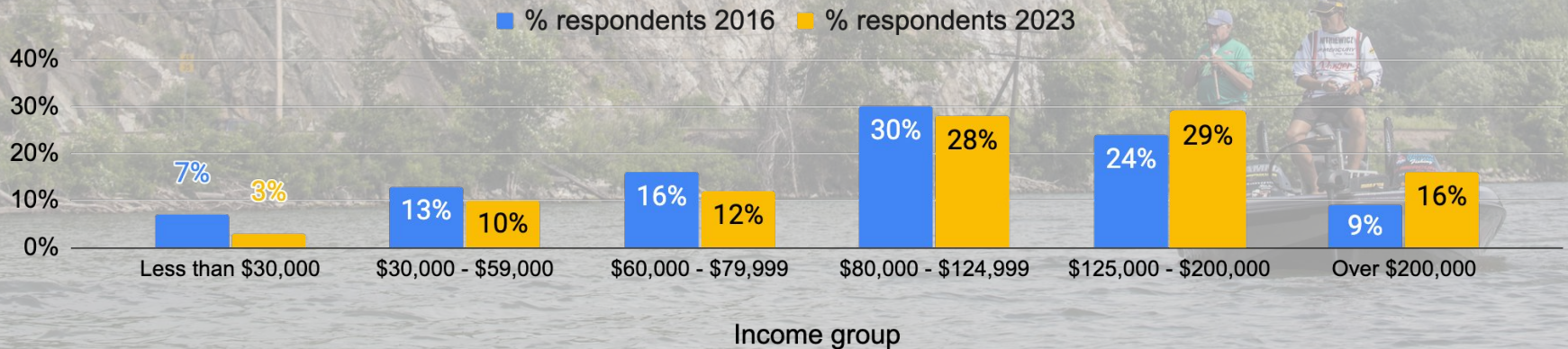
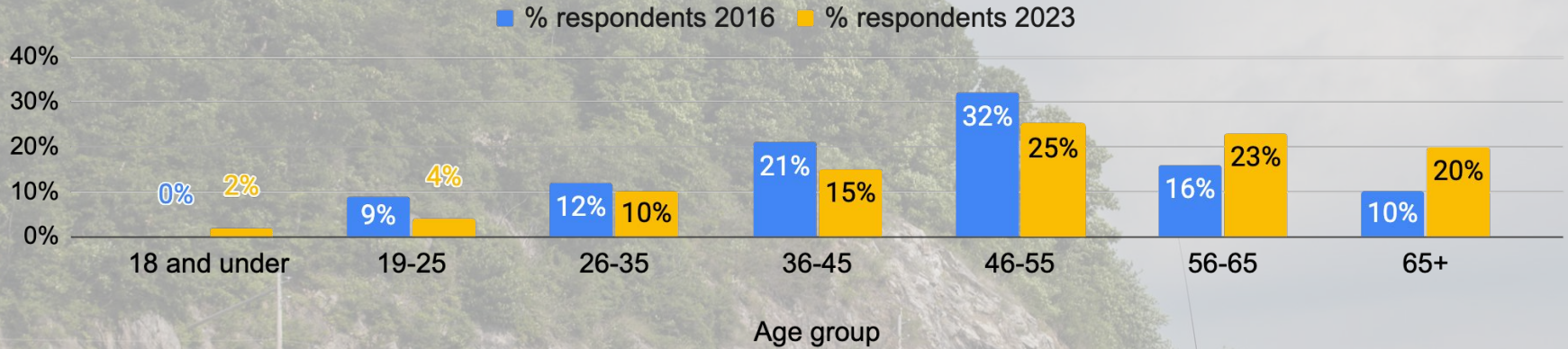


Ticonderoga / Lake Champlain

2023 Fishing Survey Results



Demographics



Demographics continued

3.66

Average length of stay (nights)

97%

Male participation

Breakdown of Respondents		
State	% respondents 2016	% respondents 2023
NY	32%	34%
MA	11%	28%
NH	6%	12%
NJ	16%	8%
PA	5%	5%
CT	7%	5%
RI	N/A	2%
ME	1%	1%
VT	17%	1%
FL	1%	0%
TX	N/A	0%

2.93

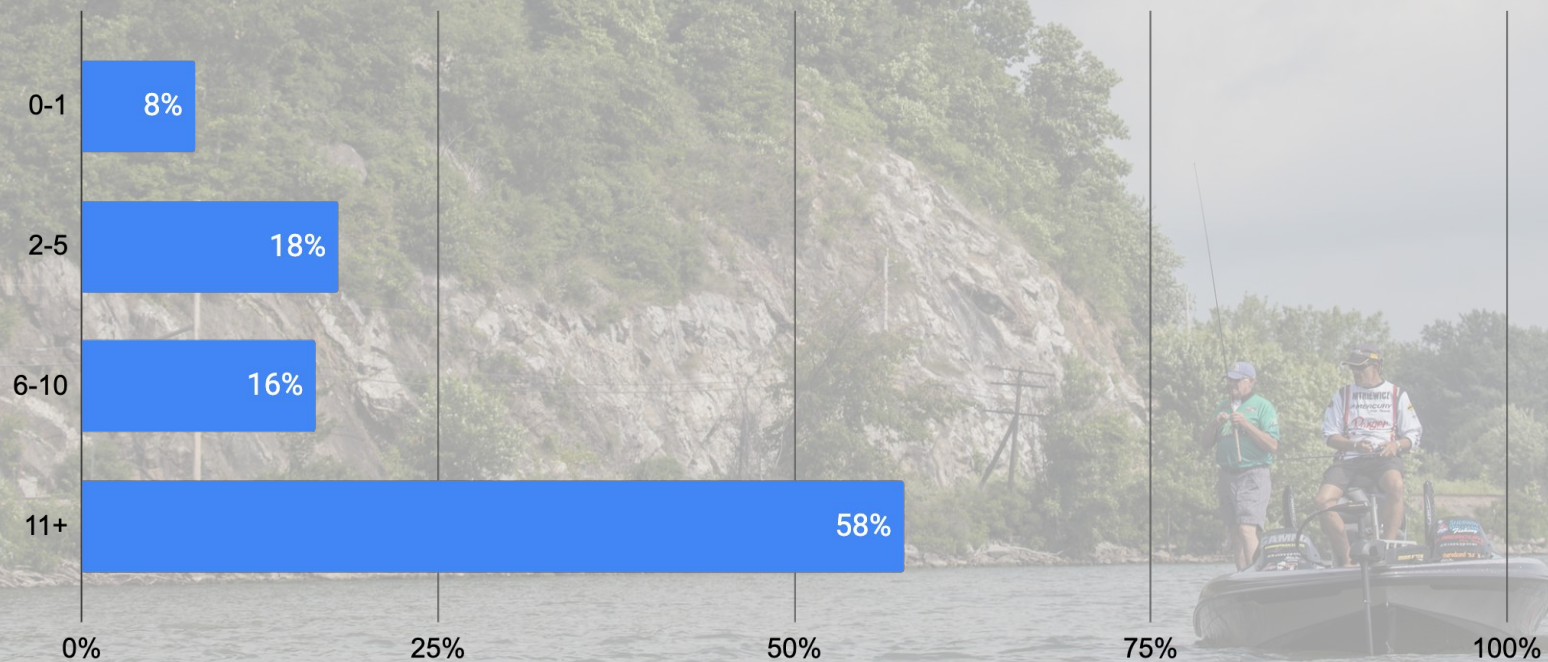
Average group size

151.07

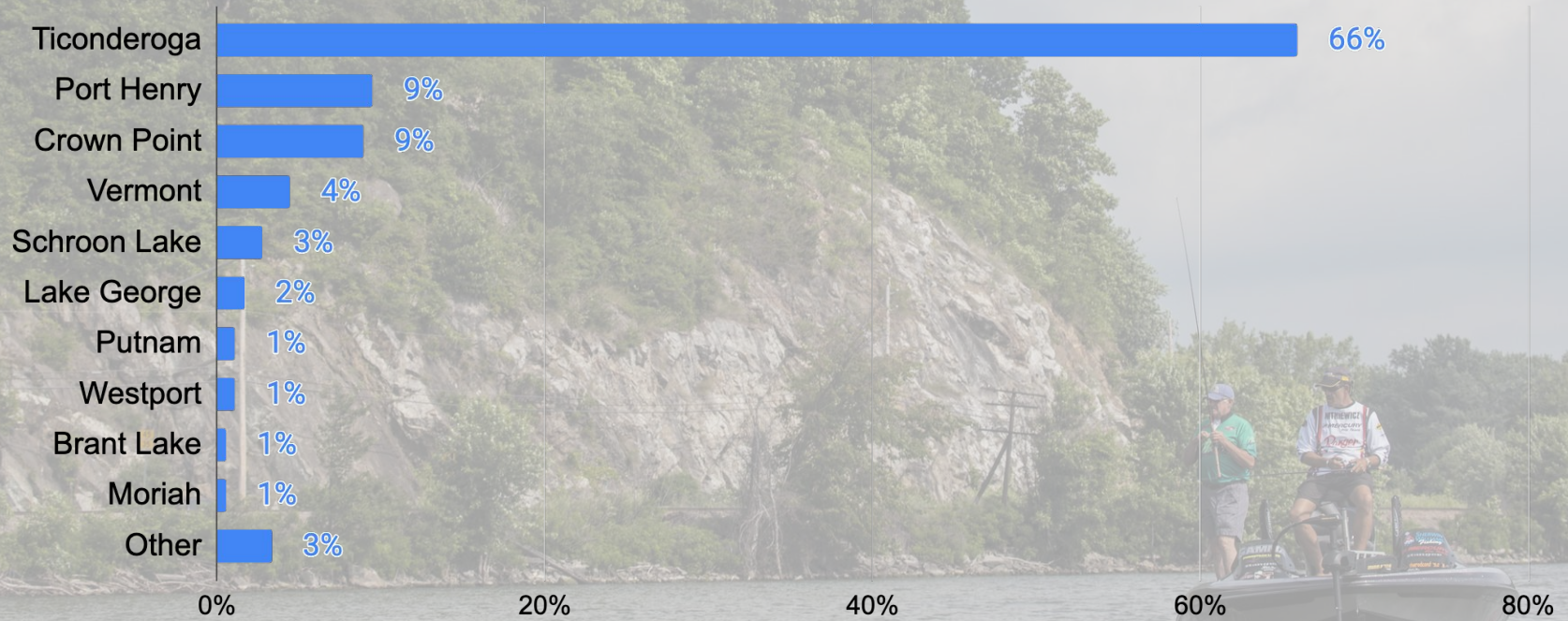
Average miles traveled

160.08
in 2016

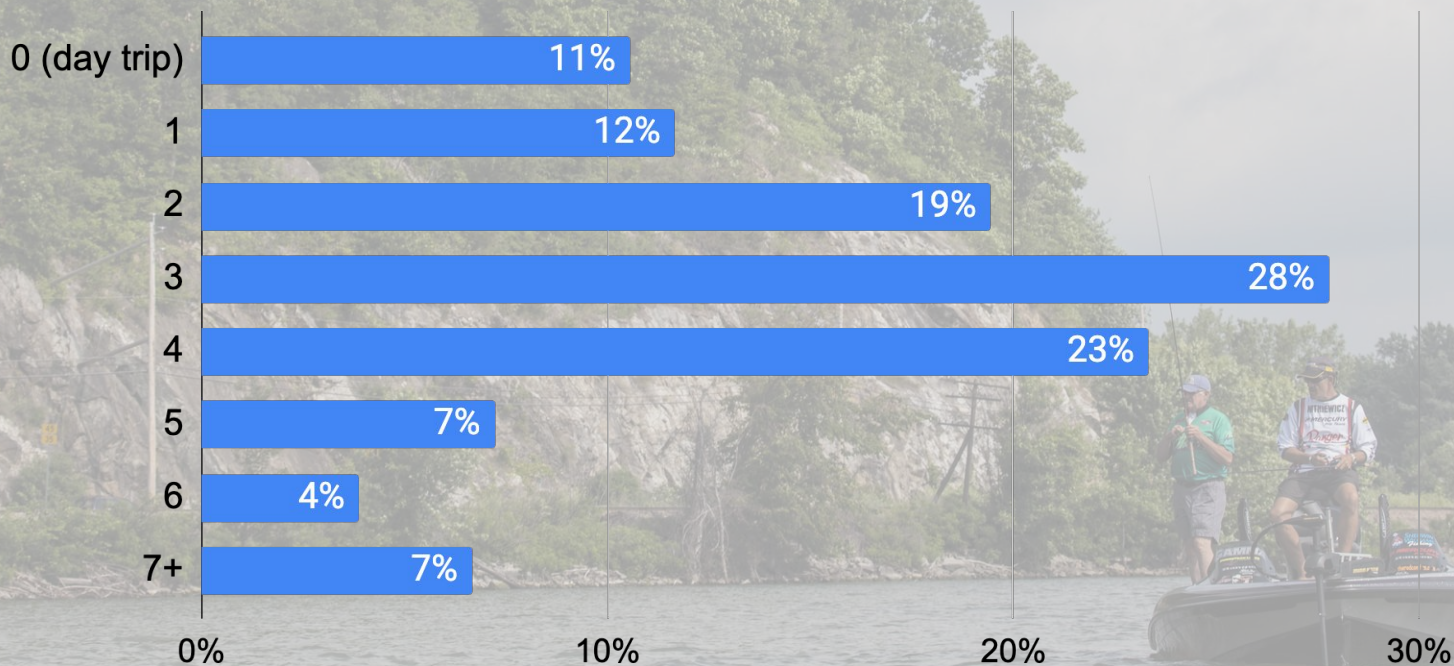
How many times have you participated in a fishing tournament in the Ticonderoga Area / Lake Champlain Region?



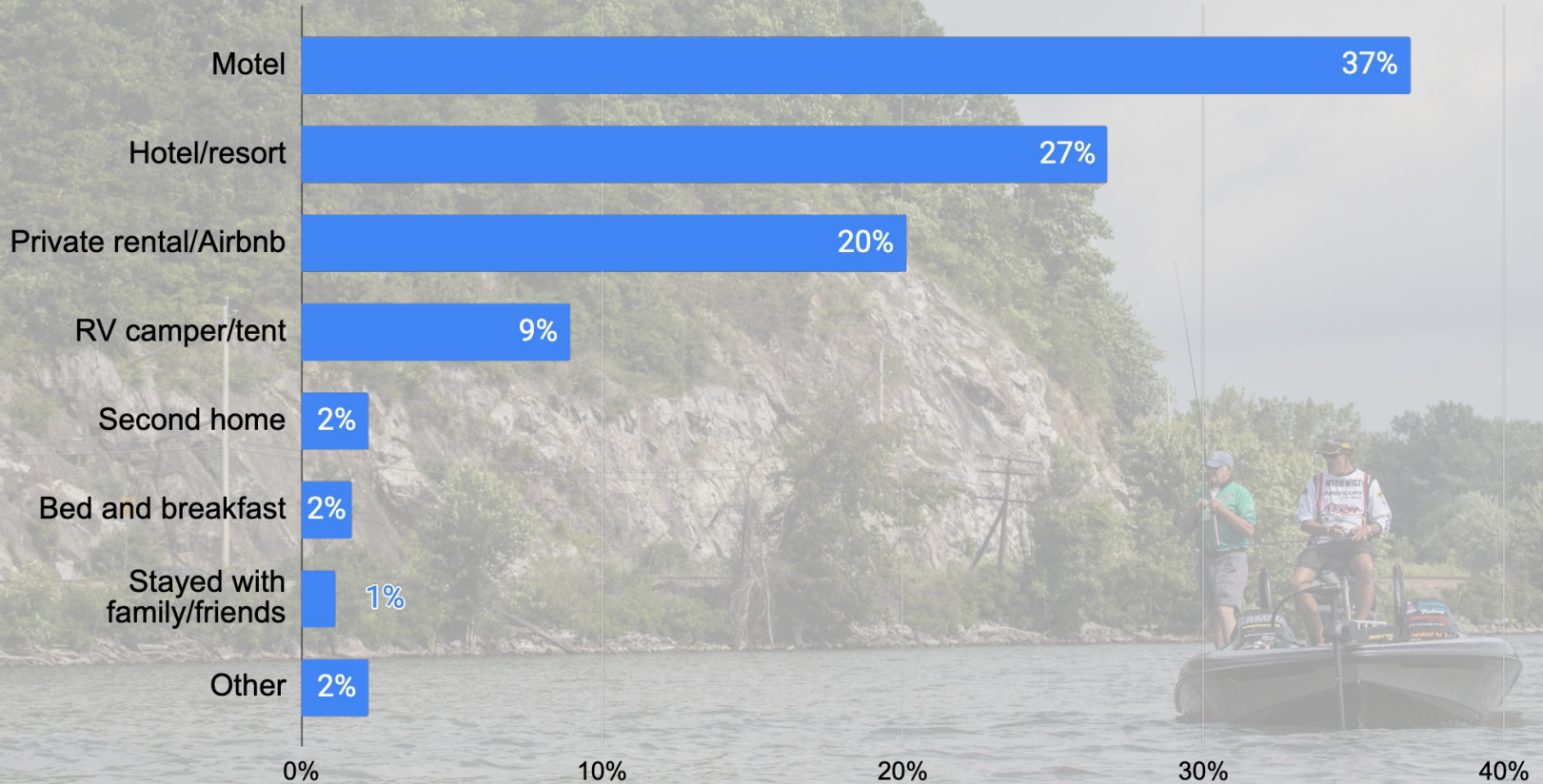
In what town did you stay?



How many nights did you stay for this fishing tournament?



What was your primary type of lodging?

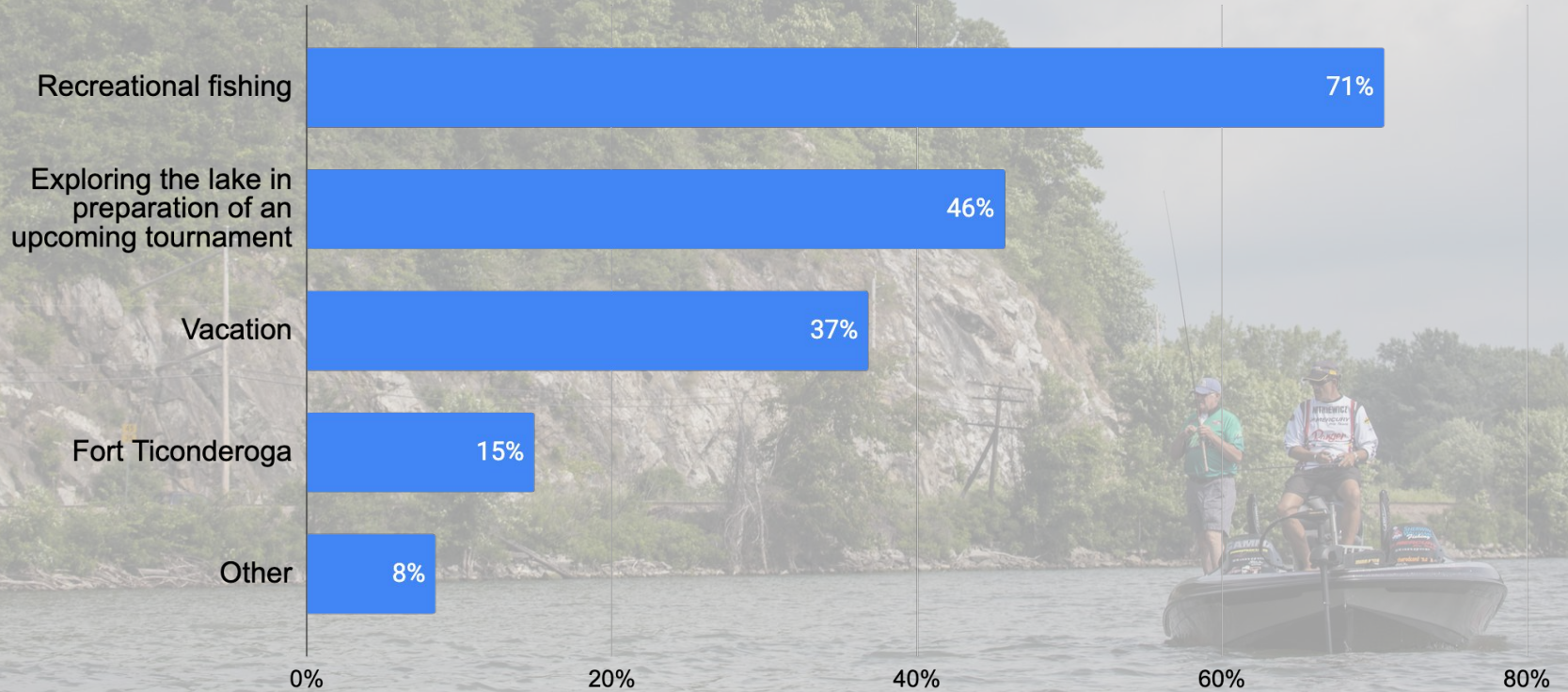


Top properties

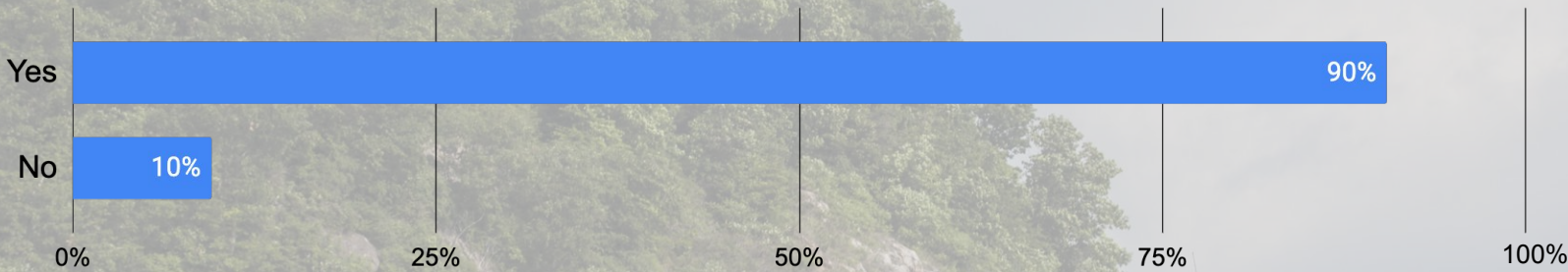
- Circle Court Motel 31
- Stone House Motel & Motor Lodge 20
- Best Western Plus Ticonderoga Inn & Suites 20
- Super 8 by Wyndham Ticonderoga 17



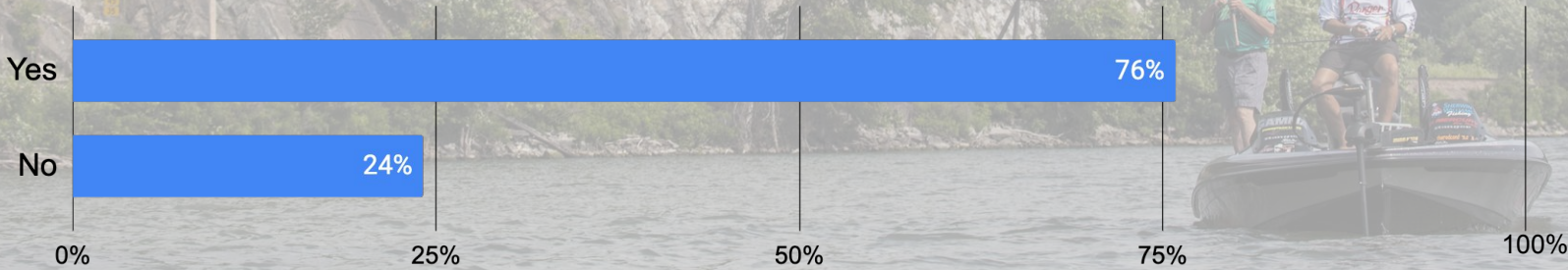
Other than for fishing tournaments, why else do you visit the Ticonderoga area/Lake Champlain Region?



While you were here for your fishing tournament, did you **dine** in the Ticonderoga area/Lake Champlain Region?



While you were here for your fishing tournament, did you **shop** in the Ticonderoga area/Lake Champlain Region?

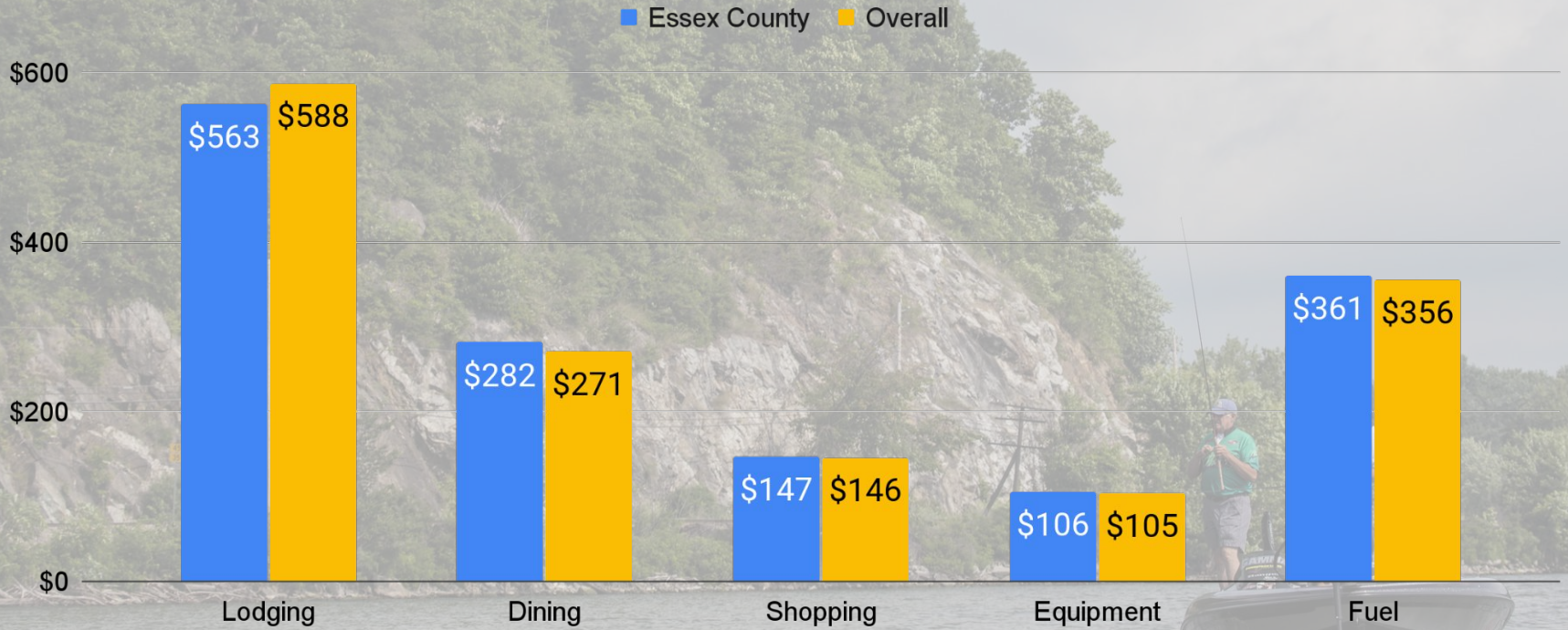


Based on your experience, would you visit the Ticonderoga area/Lake Champlain Region again in the future?

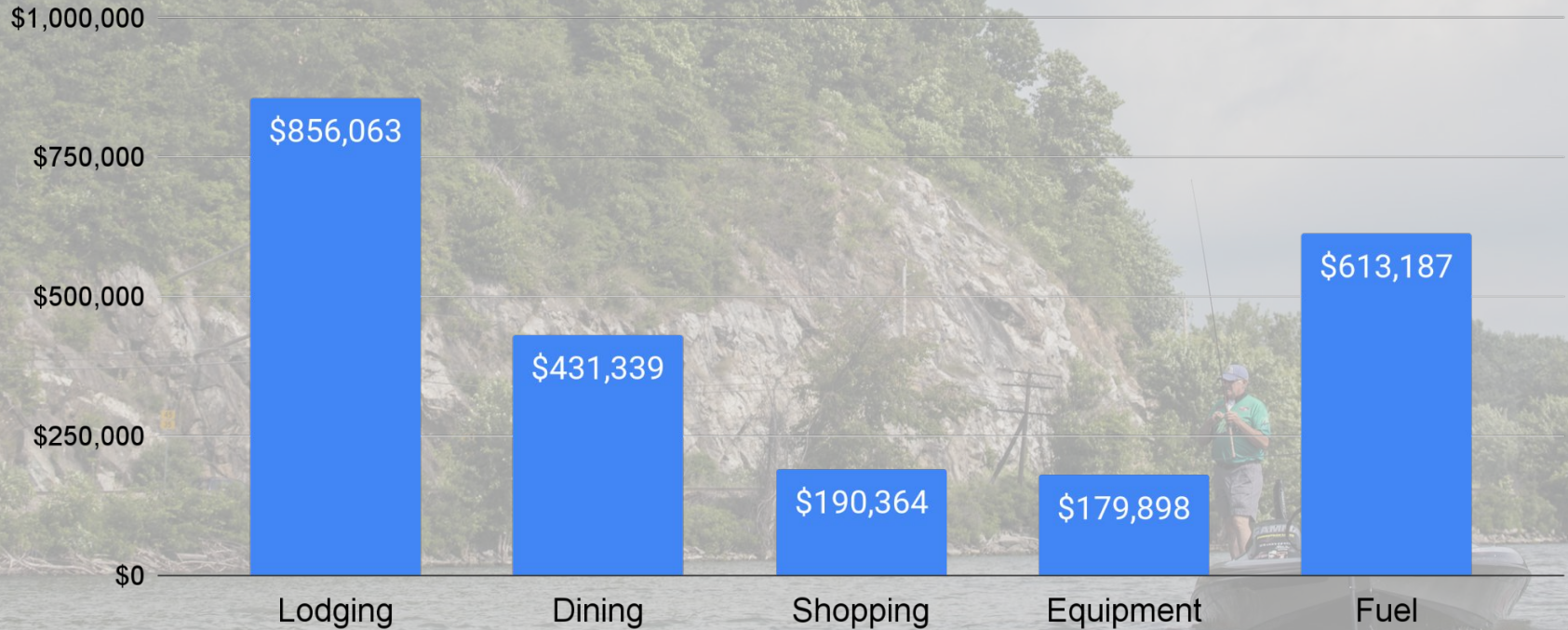
**Yes
100%**



Estimated average spend per trip by category



Estimated total spend by category Essex County



Total Estimated Direct Spend:

\$2,270,851

\$93,177 of which is in Essex County Sales and Occupancy Taxes

*Does not include lodging expenditures outside of Essex County. Direct spend calculated with 6% margin of error using a sample size of 201 respondents of 1,700 total participants.