

The background image shows a winter sports event, likely cross-country skiing, taking place on a snowy field. Several athletes are visible, wearing bibs that say "EMPIRE STATE". One athlete in the foreground has bib number 19. Another athlete to the right has bib number 3. In the background, there is a blue and white tent with the text "EMPIRE STATE WINTER GAMES" on it. The scene is set in a wooded area with bare trees.

Empire State Winter Games

2024 Direct Spend Analysis

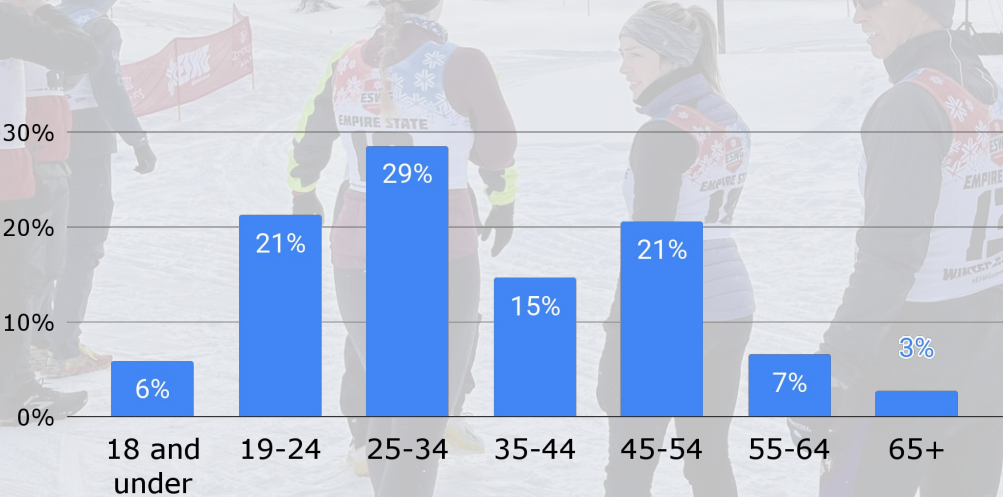
ROOST

Preface

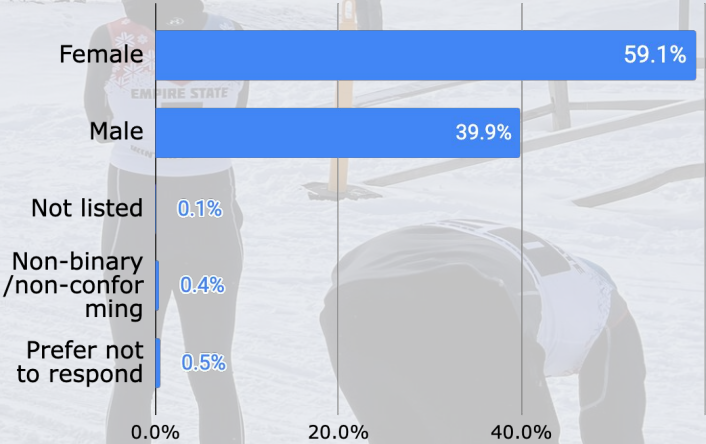
- In 2024, ROOST partnered with Adirondack Sports Council to survey 2024 Empire State Winter Games participants to determine the impact of the event.
- Athletes were invited to take the survey through two post-race emails and social media posts.
- The respondents were entered to win a \$100 cash gift card.
- 755 people completed the survey, resulting in a 3% margin of error.

Demographics

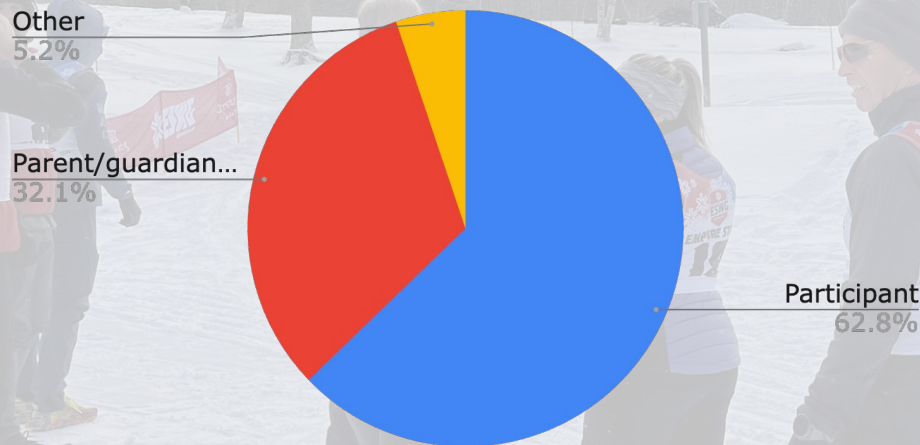
Age



Gender



Demographics continued



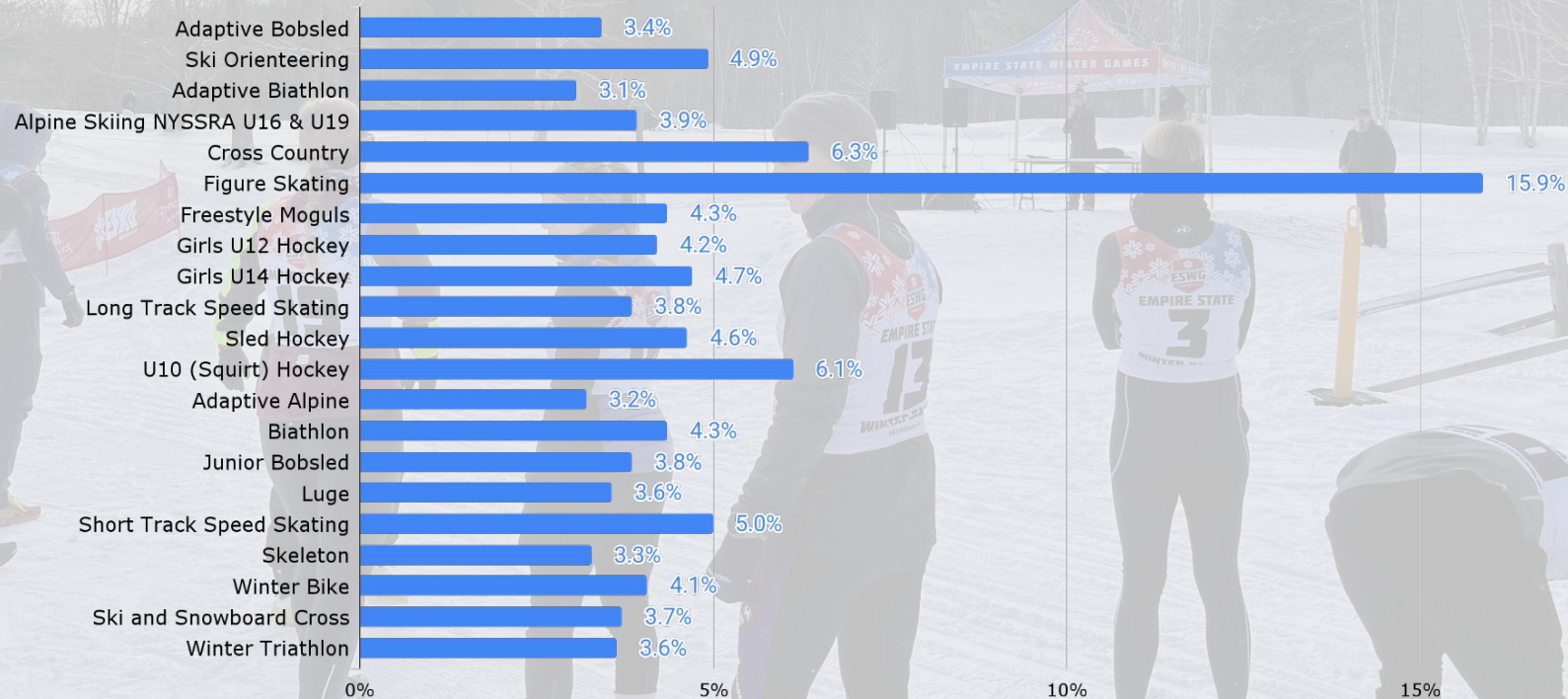
Top market areas

1. New York NY
2. Albany-Schenectady-Troy NY
3. Watertown NY
4. Burlington VT-Plattsburgh NY
5. Syracuse NY
6. Buffalo NY
7. Utica NY
8. Rochester NY

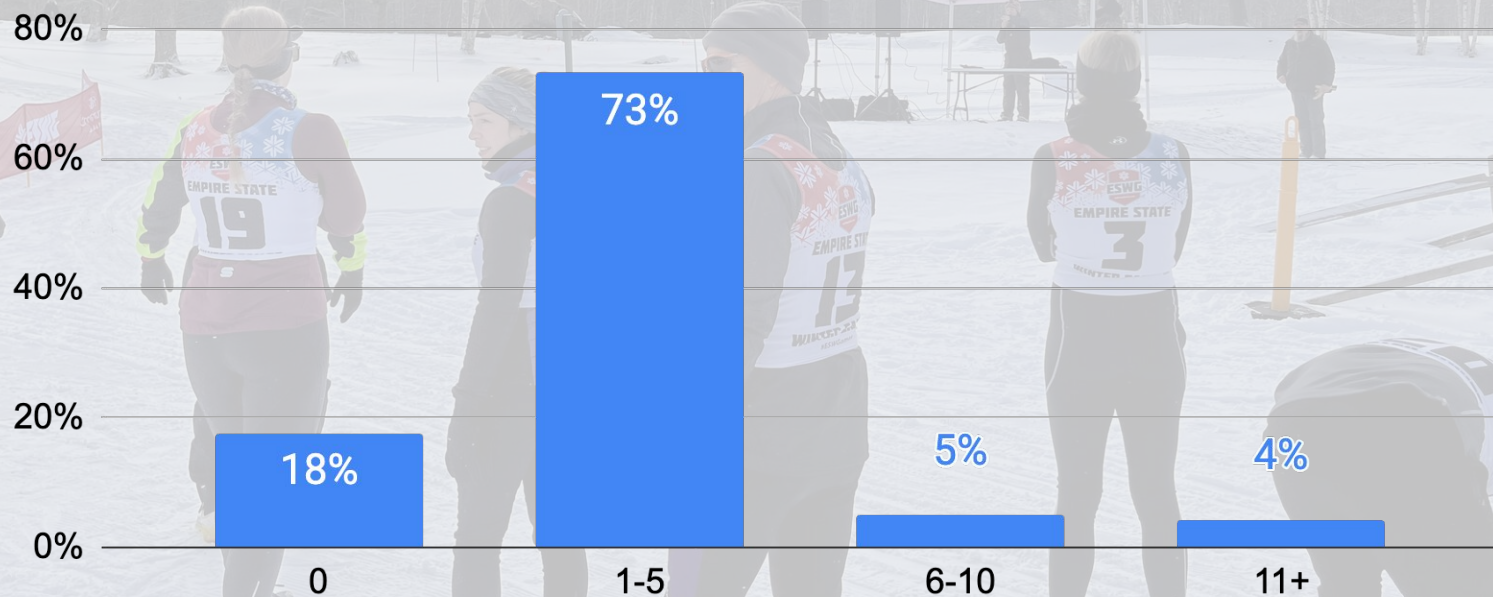
Top cities

1. Lake Placid
2. Buffalo
3. Massena
4. Syracuse
5. Saugerties
6. Clifton Park
7. Ogdensburg
8. Saranac Lake
9. Rochester
10. Baldwinsville

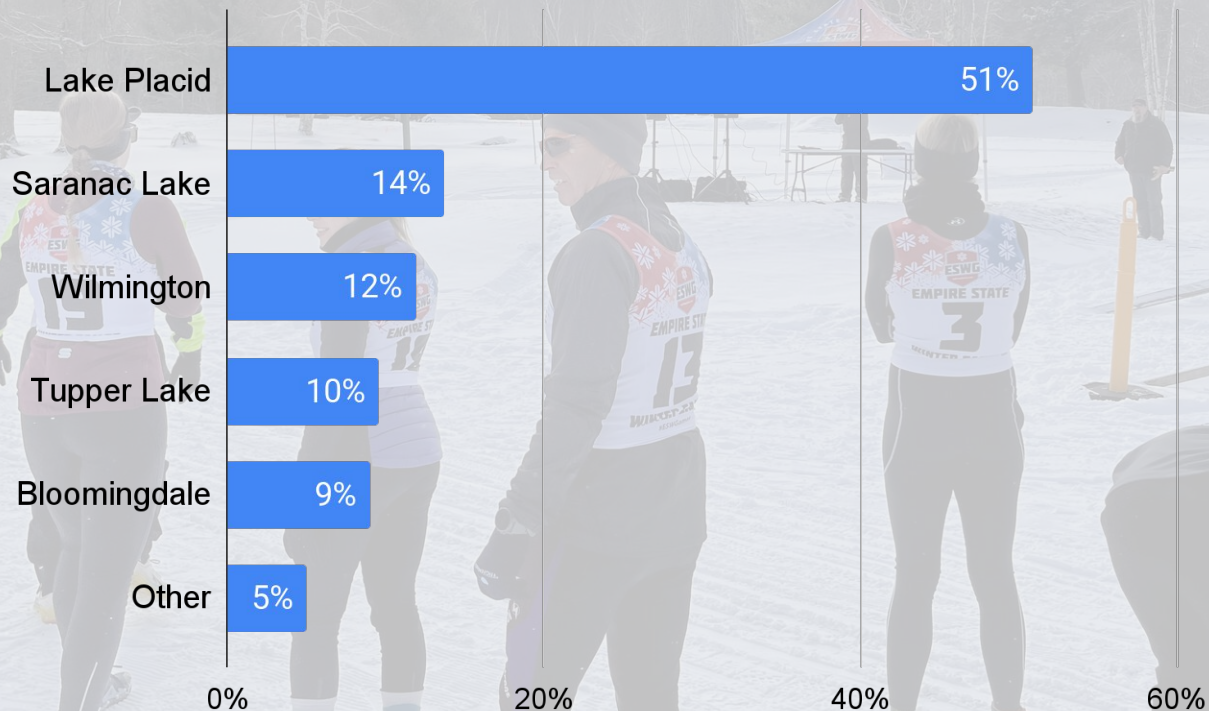
Survey participation by event



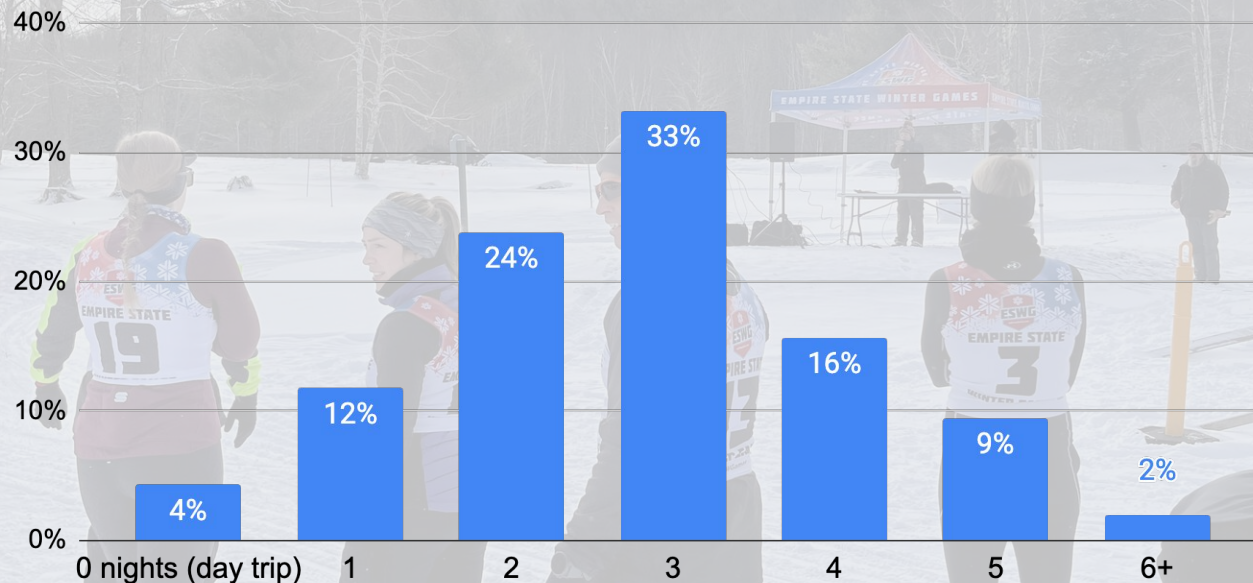
Not including this year, how many times have you participated in the Empire State Winter Games (ESWG)?



Where did you stay for the event?



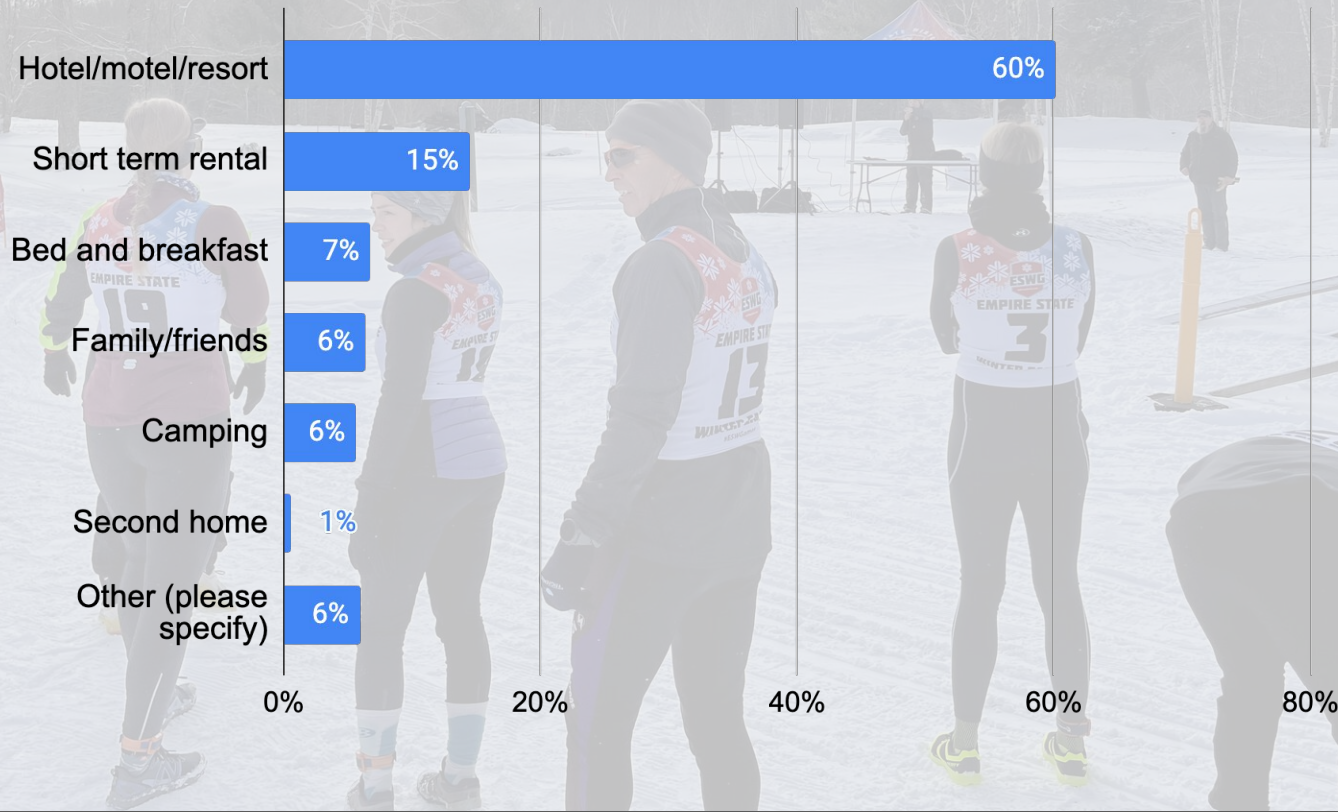
How many nights did you spend in the area?



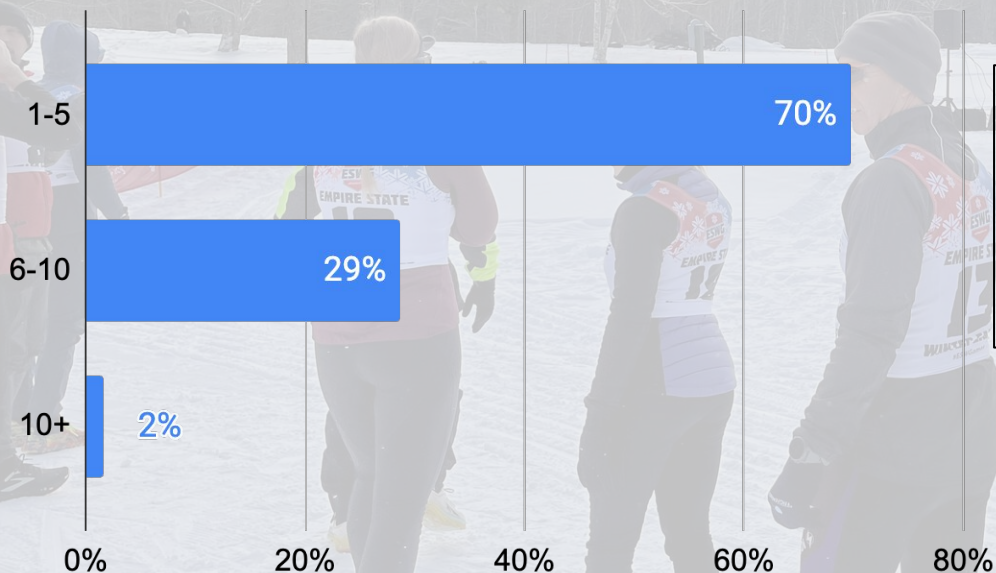
Average nights stayed for ESWG participants: 2.92

Note: Average nights stayed for travelers to Essex County in 2023 was 3.6 nights

What type of lodging did you stay in while here for ESWG?



Including yourself, how many people were in your party for your trip?



Average party size: 4.6

Average number of adults: 3.5

Average number of children: 1.4

Note: Average party size for travelers to Essex County in 2023 was 3.2 persons

Average trip expenditure by category Essex County



Total estimated expenditure by category Essex County



The background image shows a winter sports event, likely cross-country skiing or snowshoeing, taking place on a snowy trail. Several participants are visible, wearing bibs that say "EMPIRE STATE". One participant in the foreground has bib number 19, another has 17, and a third has 13. To the right, another participant has bib number 3. The participants are wearing winter gear, including jackets, gloves, and hats. The background features a line of bare trees and a small tent structure in the distance.

Total Estimated Direct Spend:

\$7,544,124*

*\$370,304 of which is in Essex County Sales and Occupancy Taxes.

Does not include lodging expenditures outside of Essex County. Direct spend calculated with 3% margin of error using a sample size of 755 respondents of 2,000 total participants.