



Leisure Travel Study

Day Tripper & Short Term Renter Focus

2024 COUNTY VISITOR PROFILES AND REGIONAL
RETURN ON MARKETING INVESTMENT ANALYSIS

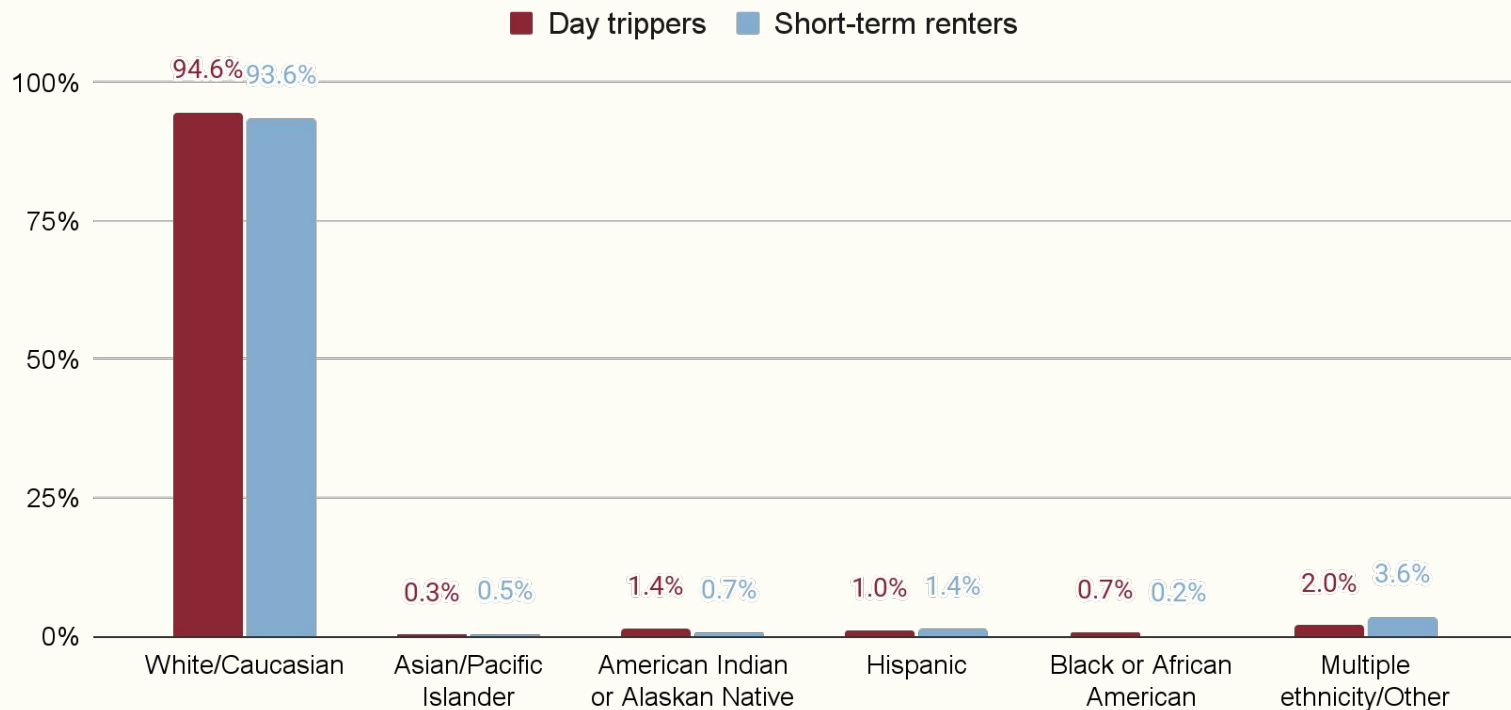
ROOST

Project background and methodology

- ROOST commissioned a study with PlaceMaking, a regional community and economic development research firm, to determine visitor information at the county levels and to gauge key regional marketing program statistics.
- ROOST sent a jointly created survey to a sample of its 2024 leisure travelers to the region. This study marks 21 years of this visitor research. Visitors were requested to complete an online survey, via email and other methods, and the results were compiled from the responses received, specifically from visitors who spent most of their time in the region.
- In this report, "all travelers" refers to visitors to Essex and Hamilton counties, and the villages of Tupper Lake and Saranac Lake in Franklin County.
- This research includes detailed visitor information, estimated traveler expenditures and analysis, and an estimated return on investment (ROI) for the region's marketing expenditures. ROOST measured 215,140 traceable leads who were interested in visiting the region in 2024. PlaceMaking also compiled similar research for Essex and Hamilton counties individually, which are available under separate covers.
- ROOST also commissioned a separate study that ascertained visitor opinions and perceptions about sustainability relative to travel decisions, which is available under a separate cover.

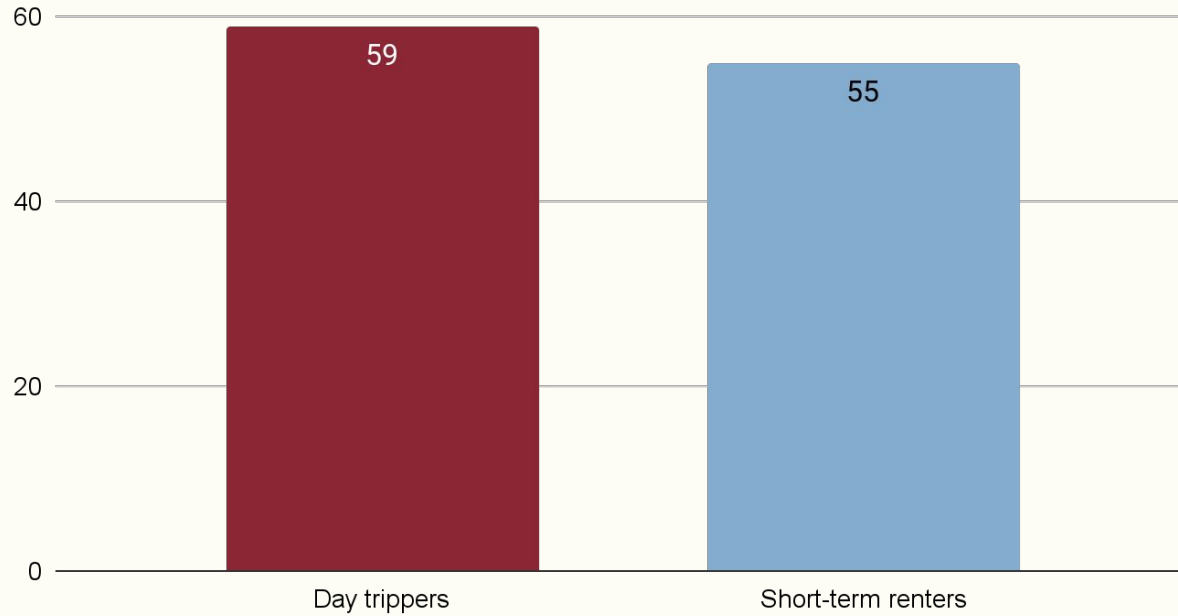
Ethnicity

Day trippers / Short-term renters



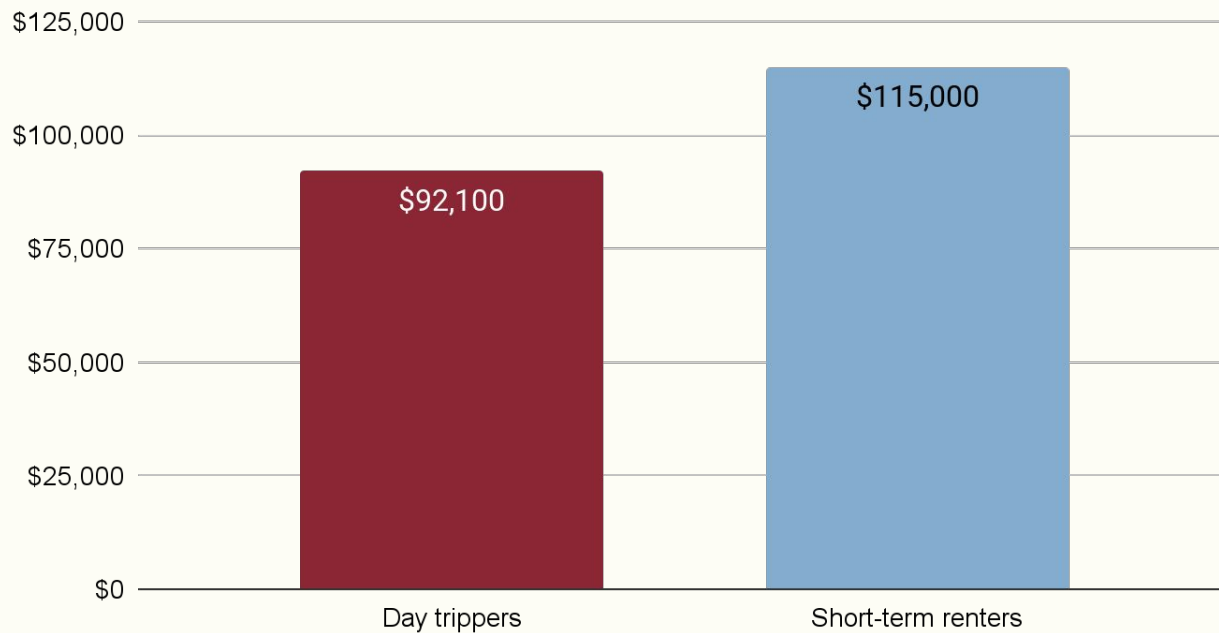
Average age

Day trippers / Short-term renters



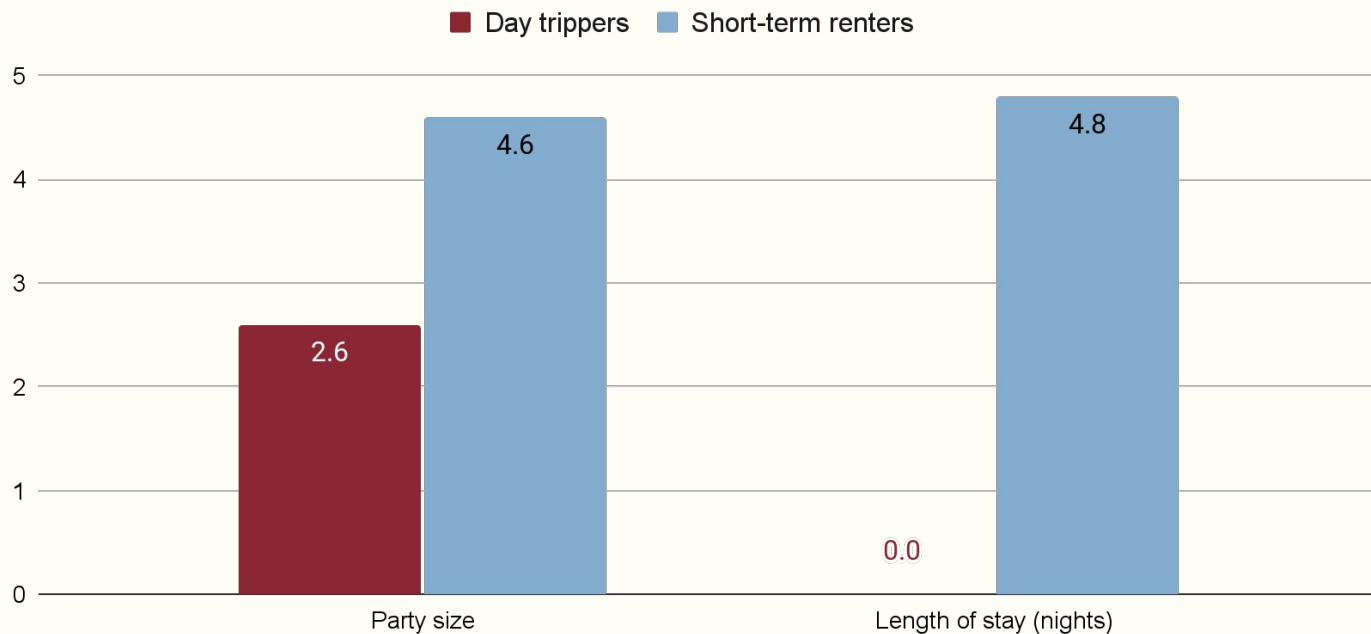
Median income

Day trippers / Short-term renters



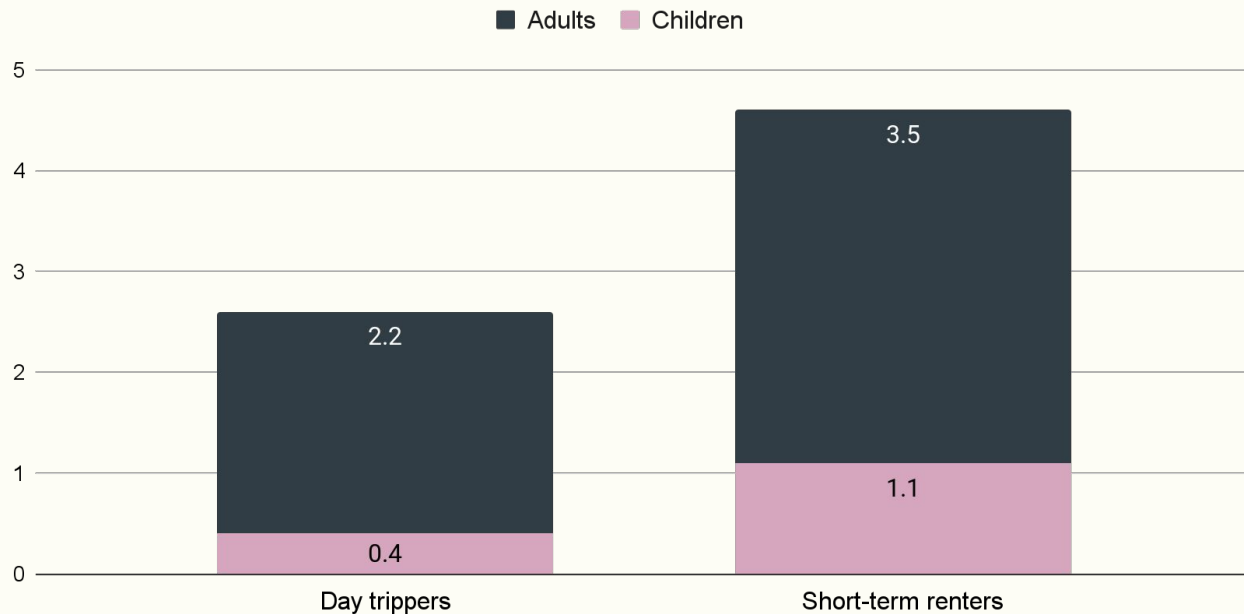
Party size / Length of stay

Day trippers / Short-term renters



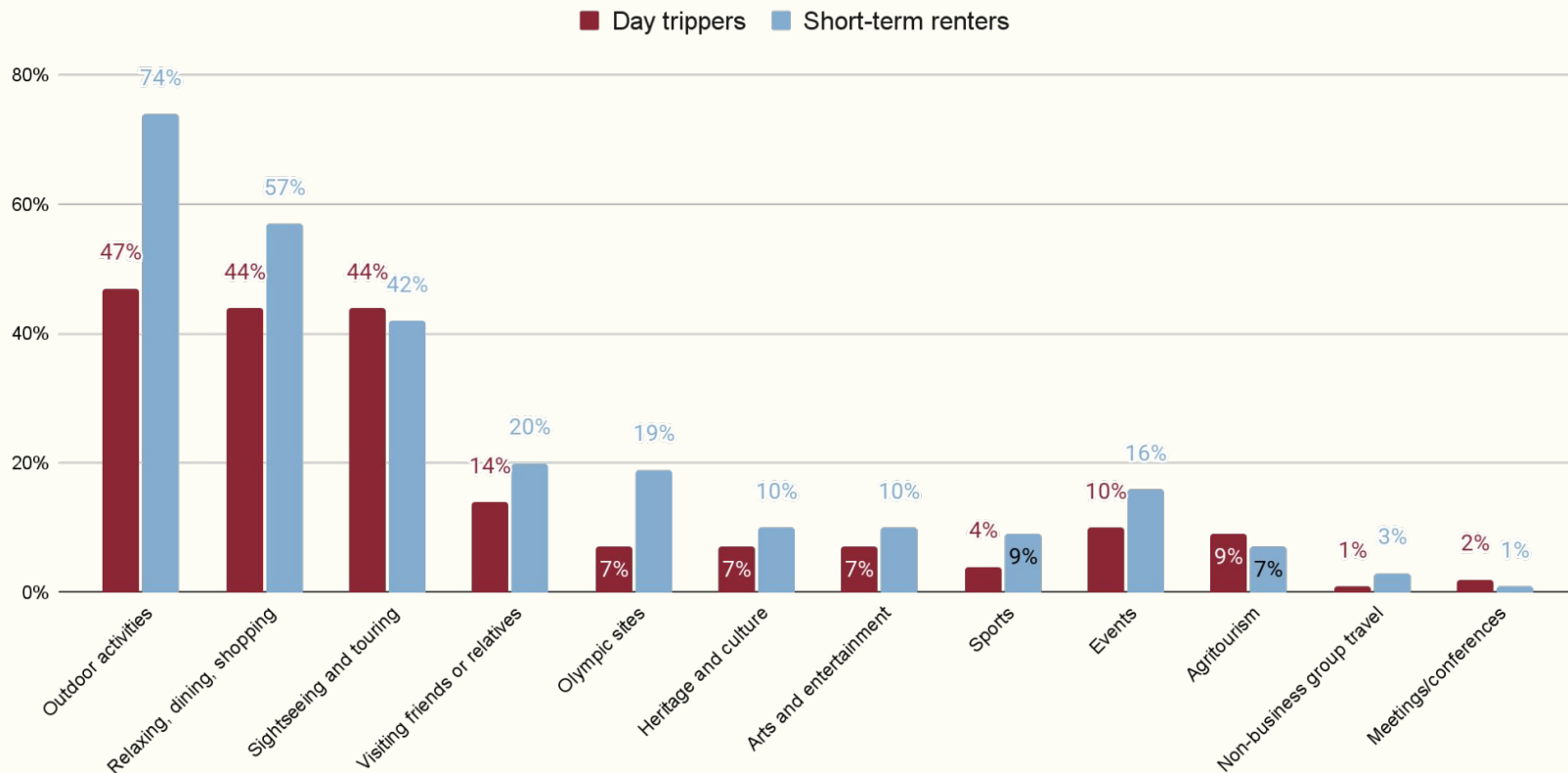
Party composition

Day trippers / Short-term renters



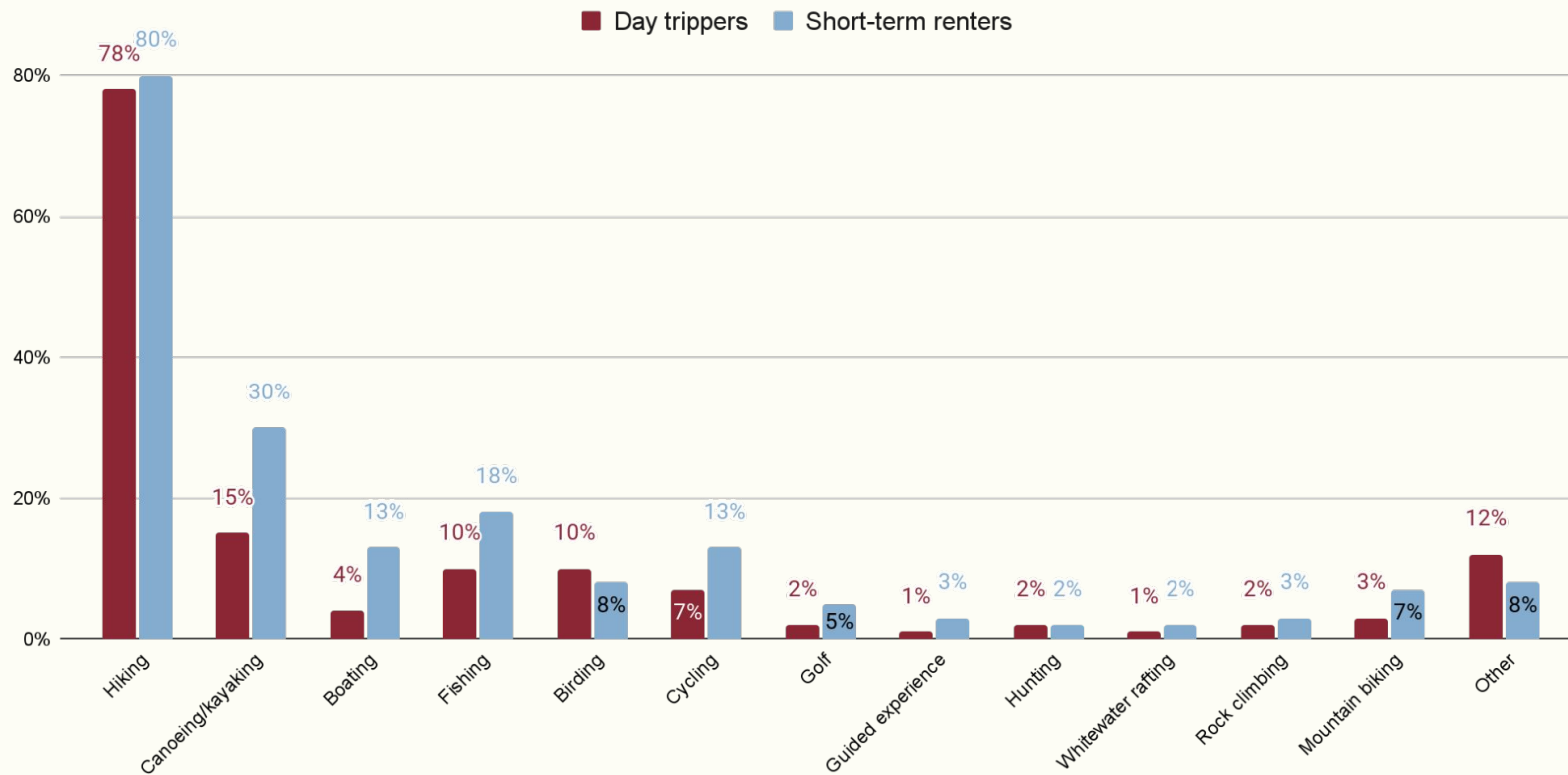
Key attractions

Day trippers / Short-term renters



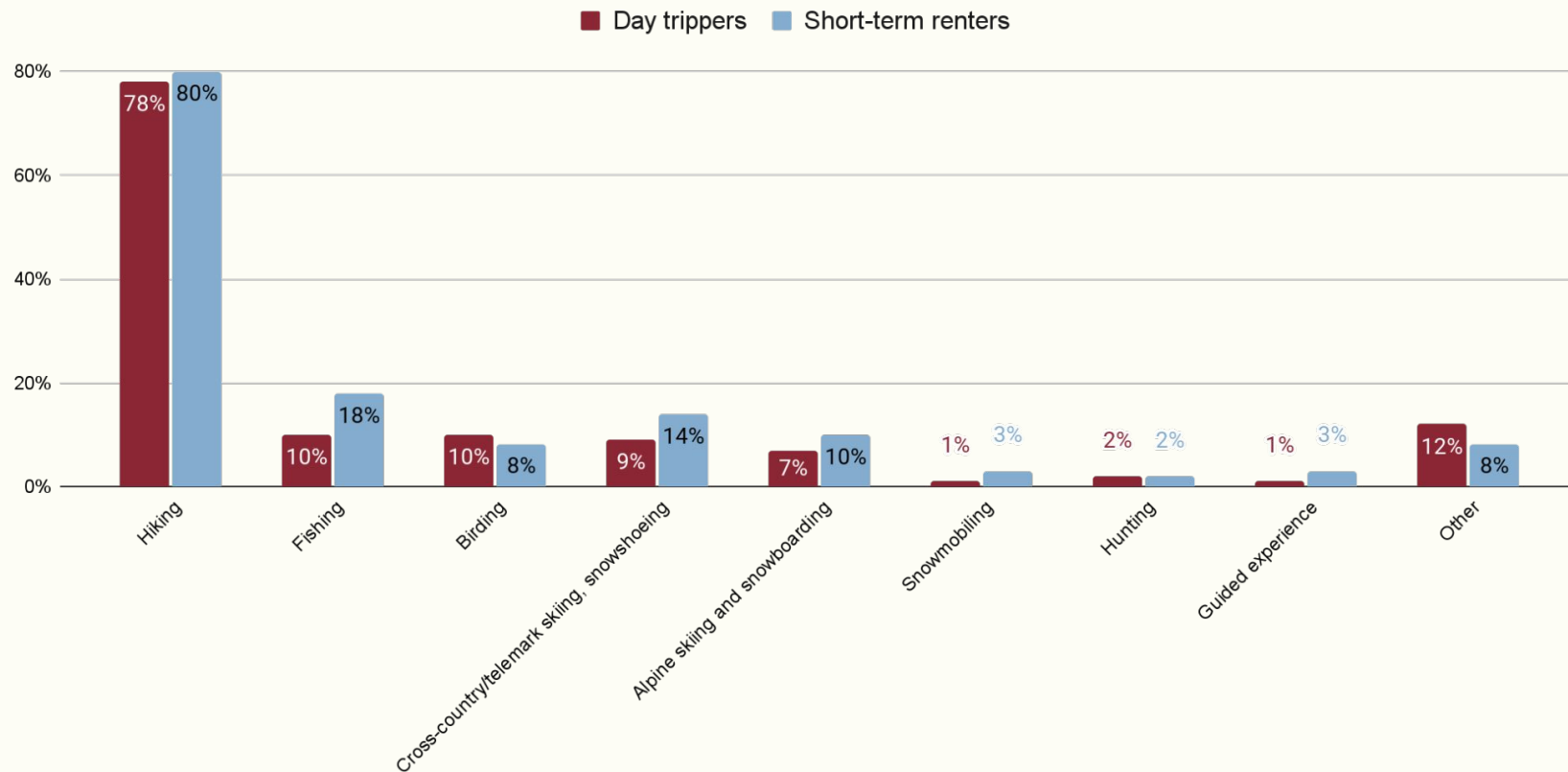
Outdoor Spring/Summer activities

Day trippers / Short-term renters



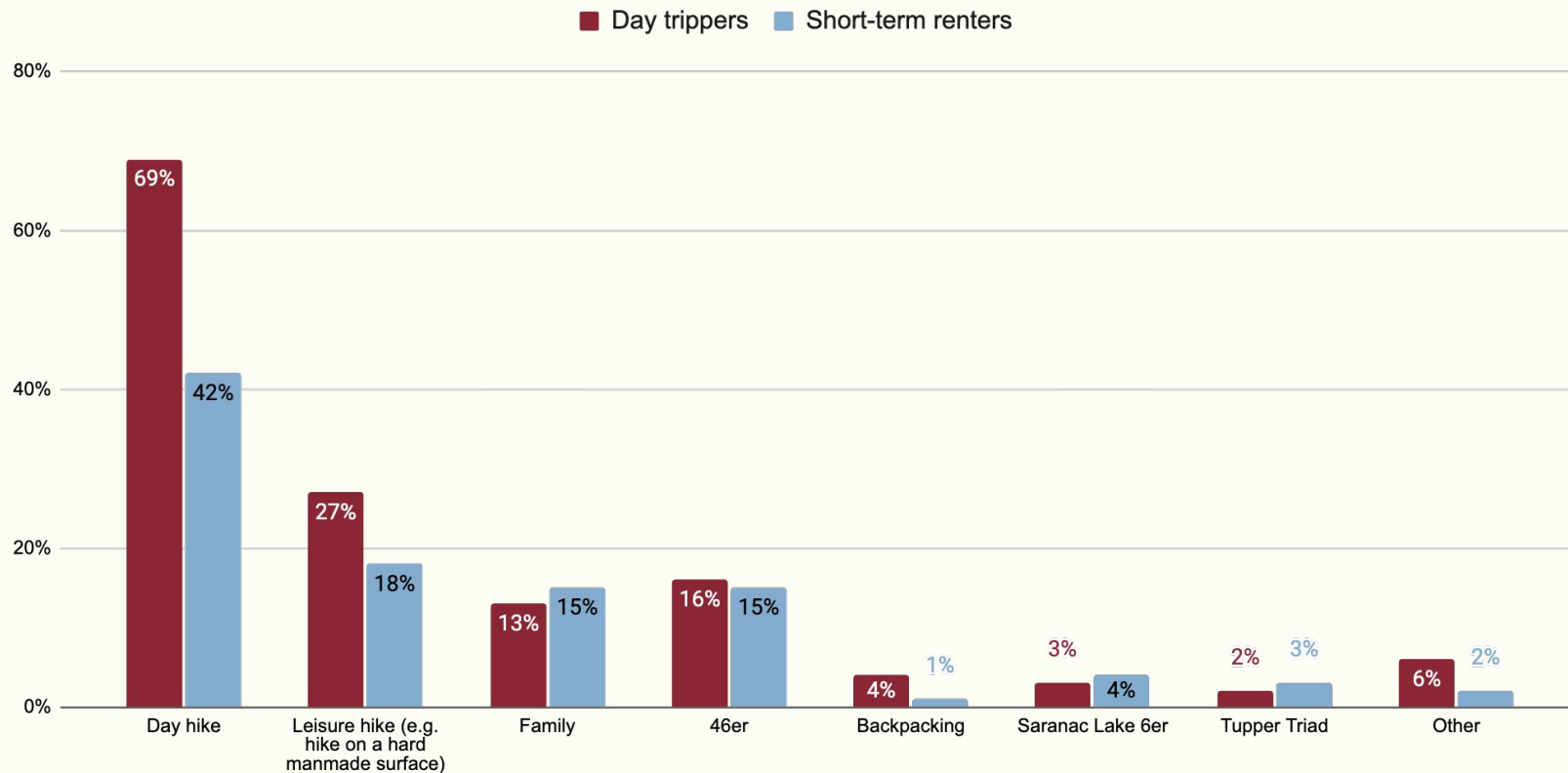
Outdoor Fall/Winter activities

Day trippers / Short-term renters



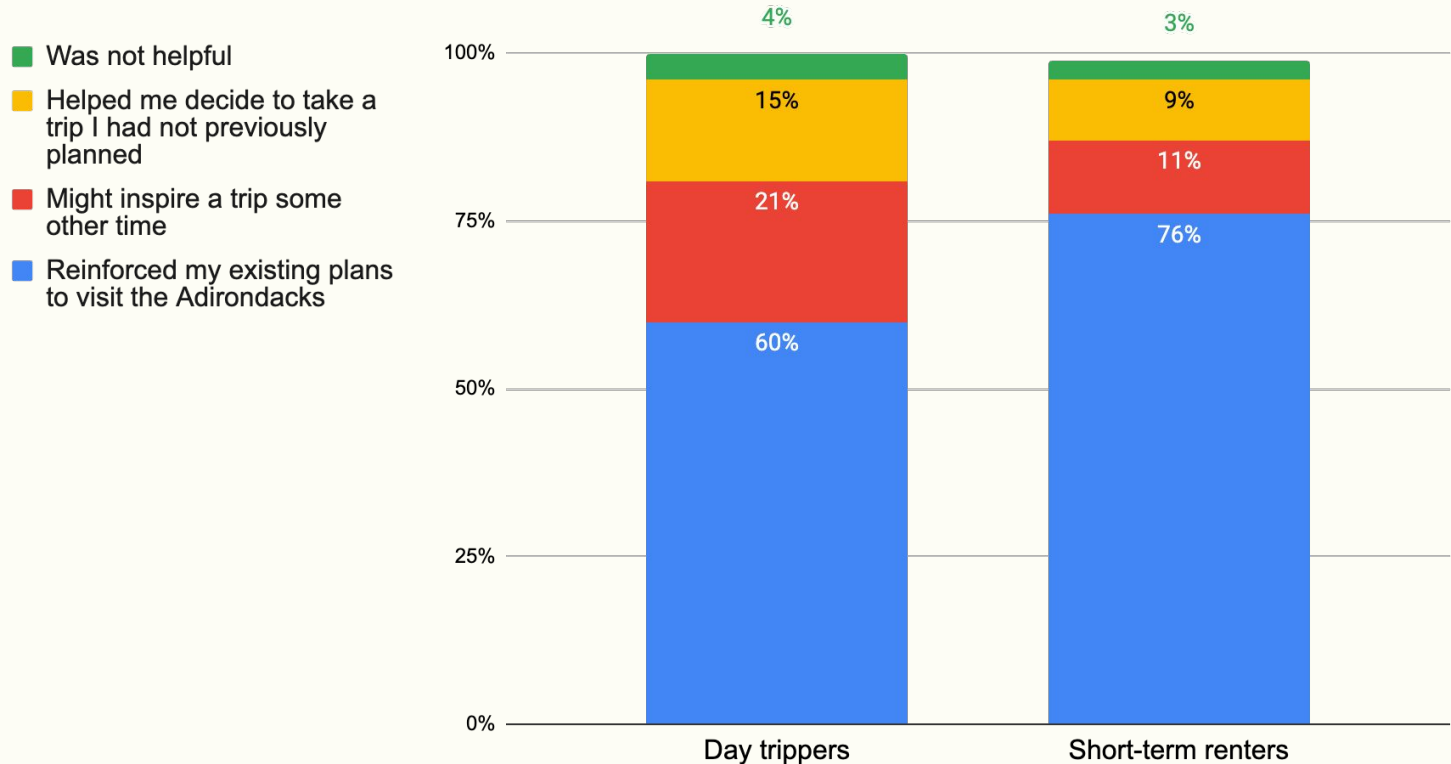
Hiking breakdown

Day trippers / Short-term renters



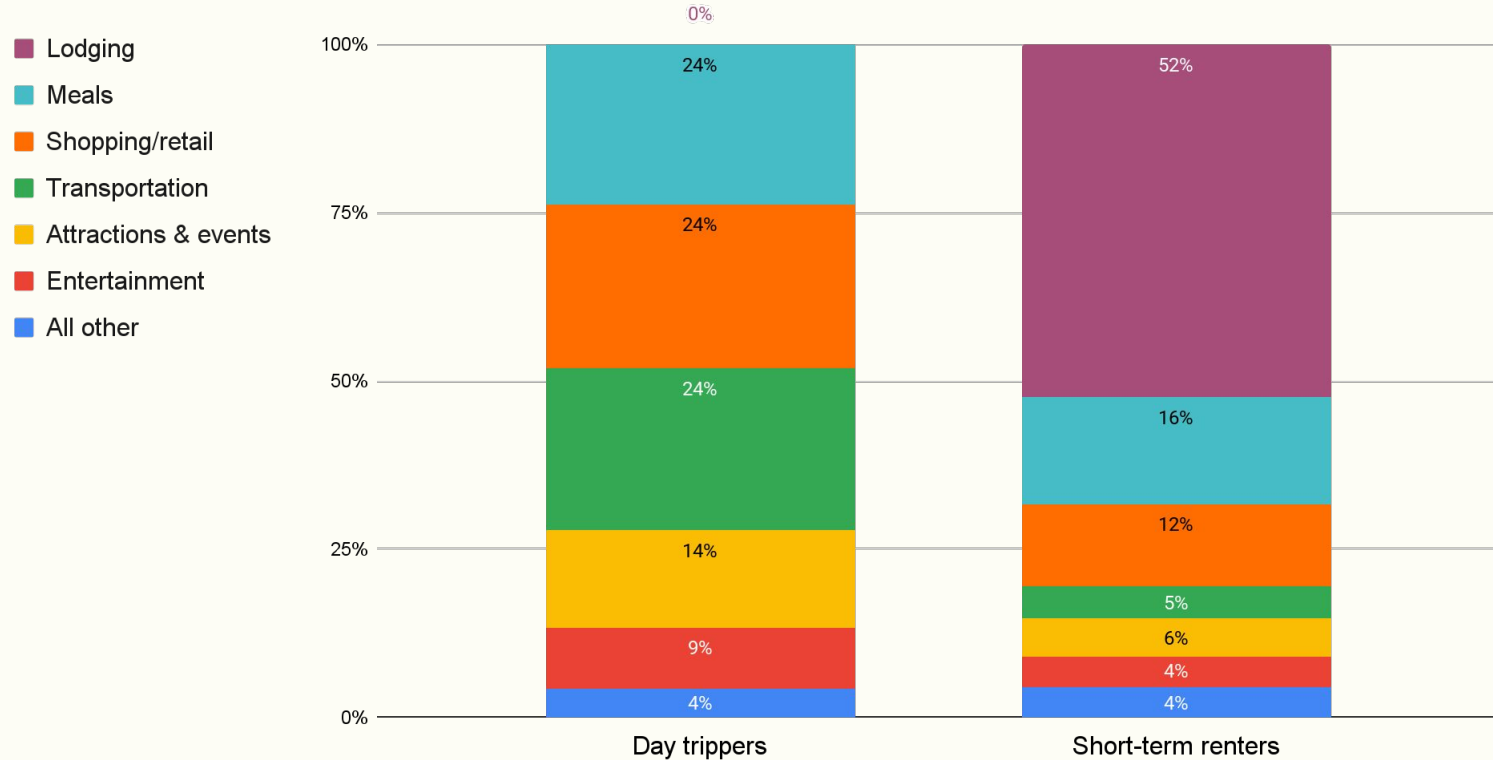
Conversion rate from viewing ROOST marketing materials

Day trippers / Short-term renters



Total expenditure allocation by category

Day trippers / Short-term renters



Day Tripper Visitor Profile



Visitor profile

Day trippers

- Daytrip respondents comprised approximately 17.6% of the survey respondents. This is a more than 2% increase from the prior year's data, but close to that reported in 2021 and 2022 (17% and 16% respectively).
- The average day trip visitor party size is 2.6 people, including 2.2 adults and 0.4 child. This has declined slightly in each of the past two years.
- Day-trip visitors (with a mean of 59 years old) continue to be a slightly higher average age compared to all other visitor groups.
- Overall visit expenditures continue to be lower among day-trip visitors. The total average reported party expenditure for day travel is \$328 compared to \$435 daily expenditure by all visitors. The reported daily visitor spending level remained the same from the prior year. This follows a substantial increase in spending by day visitors reported in 2023 (increased by 25% from the prior year).

Visitor profile

Day trippers

- Shopping was the highest reported expenditure category at \$84, increasing almost 10% from the prior year. Entertainment and meals (both at \$83) are the next highest reported expenditure categories. Reported spending on meals declined somewhat from the prior year (\$89), while reported spending on entertainment increased substantially (from \$73).
- Outdoor activities (47%) are the strongest reported draws to visit the region by day trippers, followed by sightseeing and relaxing (44%), and shopping and dining (41%). These areas of interest have stayed consistent over the years.
- Among day visitors who responded that they were interested in outdoor activities, the interest in hiking was by far the most popular, selected by 77% of respondents.

Short-Term Renter Visitor Profile



Visitor profile

Short-term renters

- The mean age of short-term renters is slightly younger than the full regional respondent group at 55 years (versus 58).
- The average short-term renter visitor party size is substantially larger at 4.6 people (3.5 adults and 1.1 children) versus 3.2 for all visitors to the region. This is higher than the figure of 4.1 persons last year, but nearer to the short-term renter average size from 2021-2023.
- Total expenditures reported among short-term renters were an average of \$2,783, just below last year's average of \$2,815. This is well above the average regional visitor-reported expenditure of \$1,769 per trip. The total expenditure reported by this group, however, has declined over the last three years.
- Lodging costs accounted for most of this reported expenditure at \$1,458. This is just higher than the prior year (\$1,420).

Visitor profile

Short-term renters

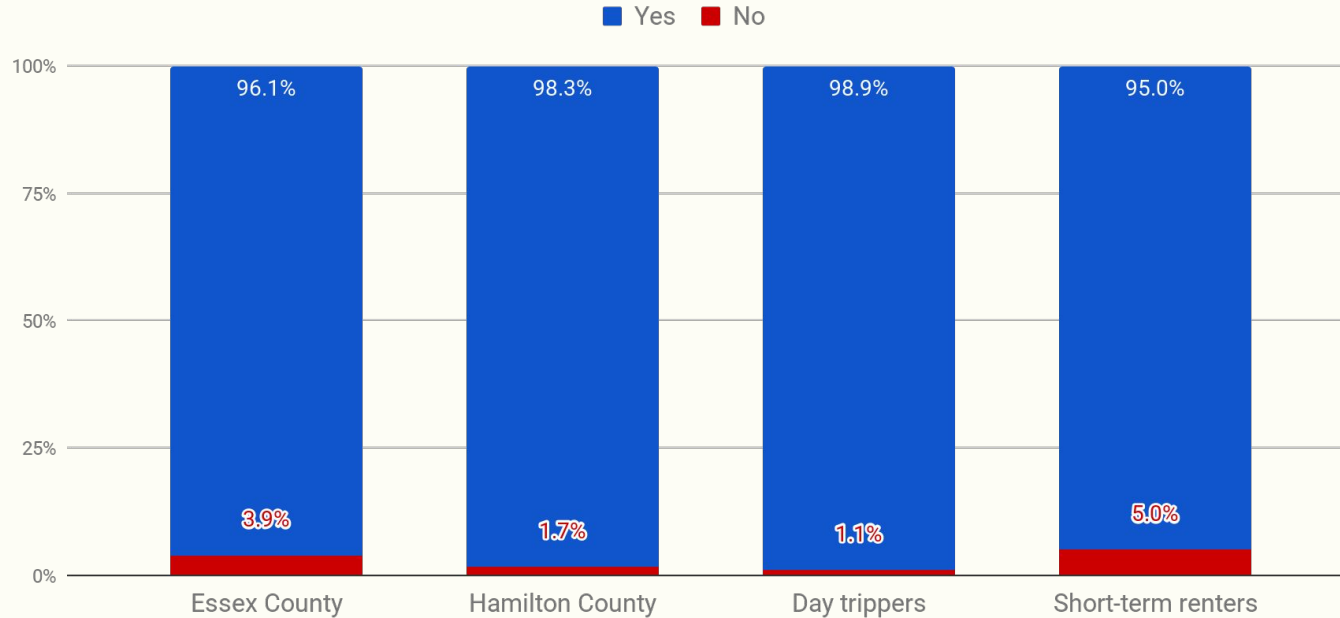
- Reported average meal costs were \$442, just lower than reported in 2023 (\$451). Reported shopping expenditures by visitors staying in short term rentals increased somewhat from the year prior (from \$308 to \$341).
- Reported spending on attractions/events and entertainment declined somewhat from the prior year. All average expenditure categories reported by short-term renters are higher, by a wide margin, than averages reported by all regional visitors.
- The reported average length of stay for short-term renters is 4.8 nights, higher than reported in the prior year (4.5 nights) and longer than all regional visitors (4.1 nights).
- Outdoor activities (at 74%) and relaxing/dining (at 57%) were substantially higher reported levels of interest than among all regional respondents. Sightseeing was the next most reported interest (at 42%).

Regional Visitor Sentiment



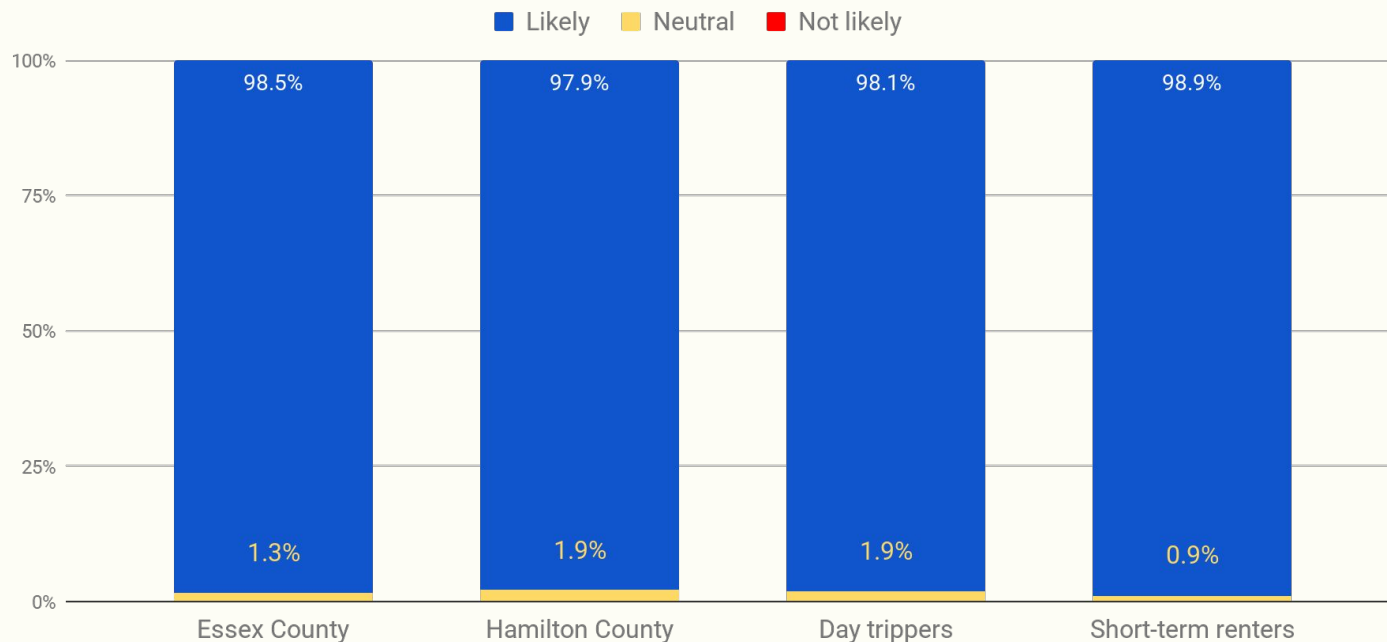
Regional visitor sentiment

Did the trip meet your budget and cost expectations?



Regional visitor sentiment

How likely are you to recommend the Adirondacks to a friend or family member?



Regional visitor sentiment

Would you plan another visit to the Adirondacks?

