



# Leisure Travel Study

Essex County

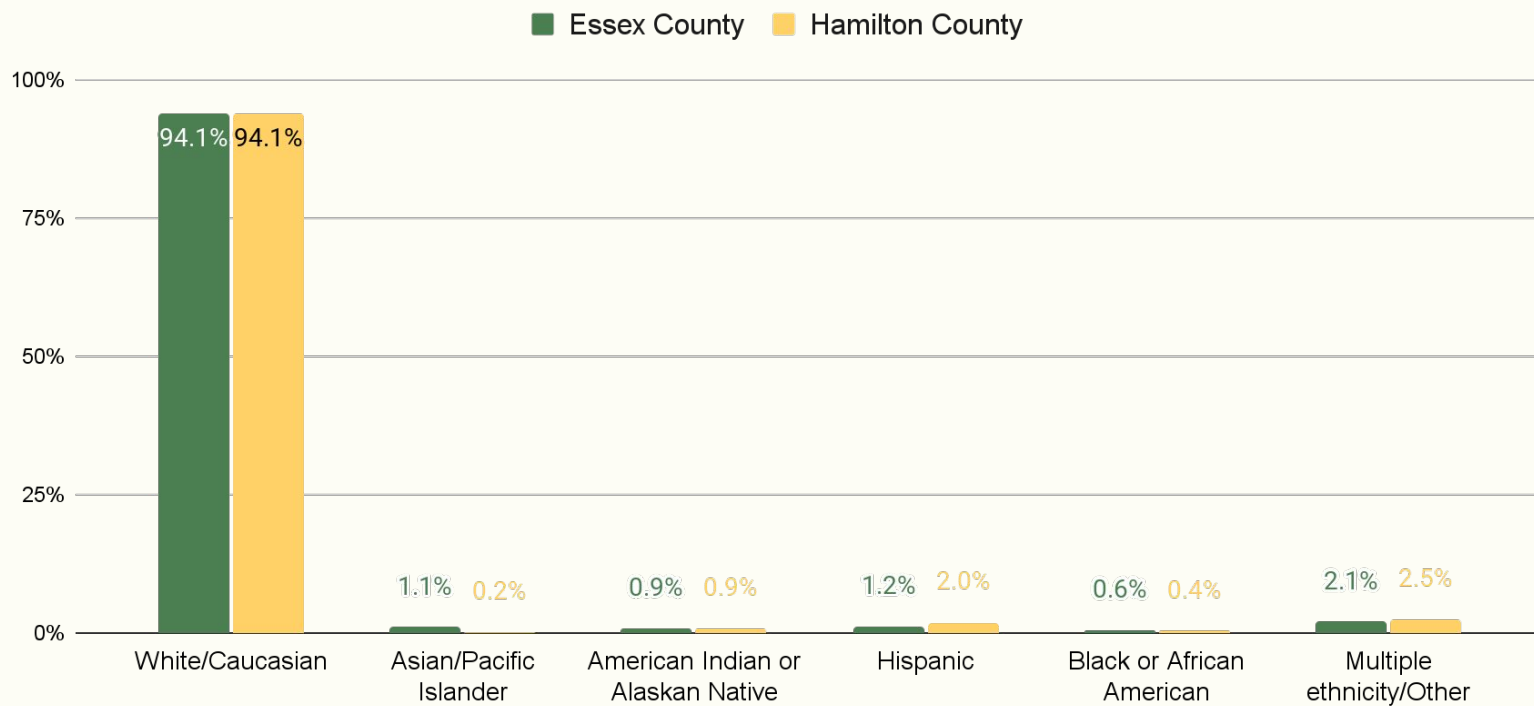
2024 COUNTY VISITOR PROFILES AND REGIONAL  
RETURN ON MARKETING INVESTMENT ANALYSIS

ROOST

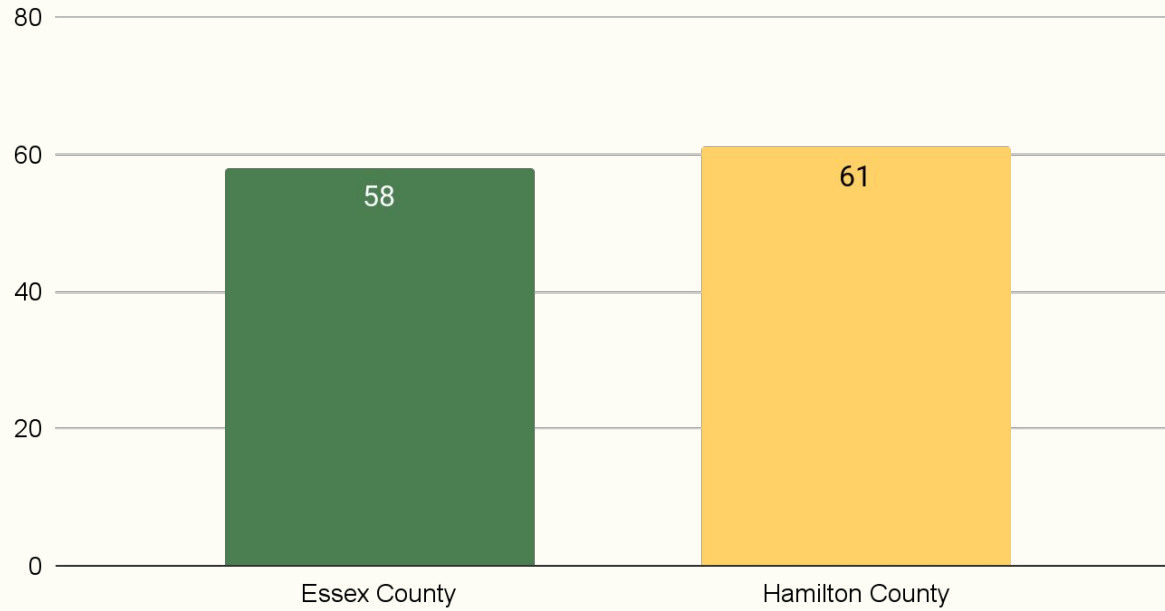
# Project background and methodology

- 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.
- 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 195,018 traceable leads who were interested in visiting the region in 2024. PlaceMaking also compiled similar research for Hamilton County and the broader region that includes Essex and Hamilton counties, as well as the villages of Tupper Lake and Saranac Lake in Franklin County. These 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

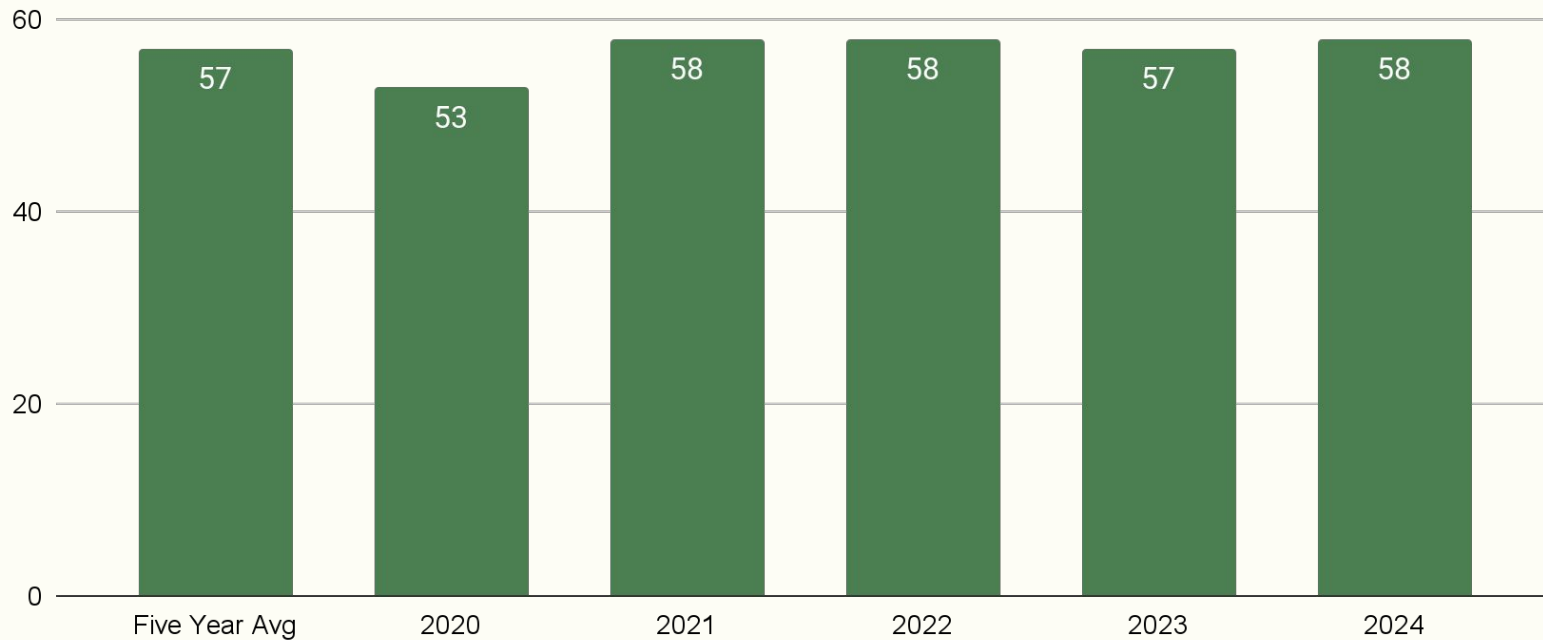


# Average age

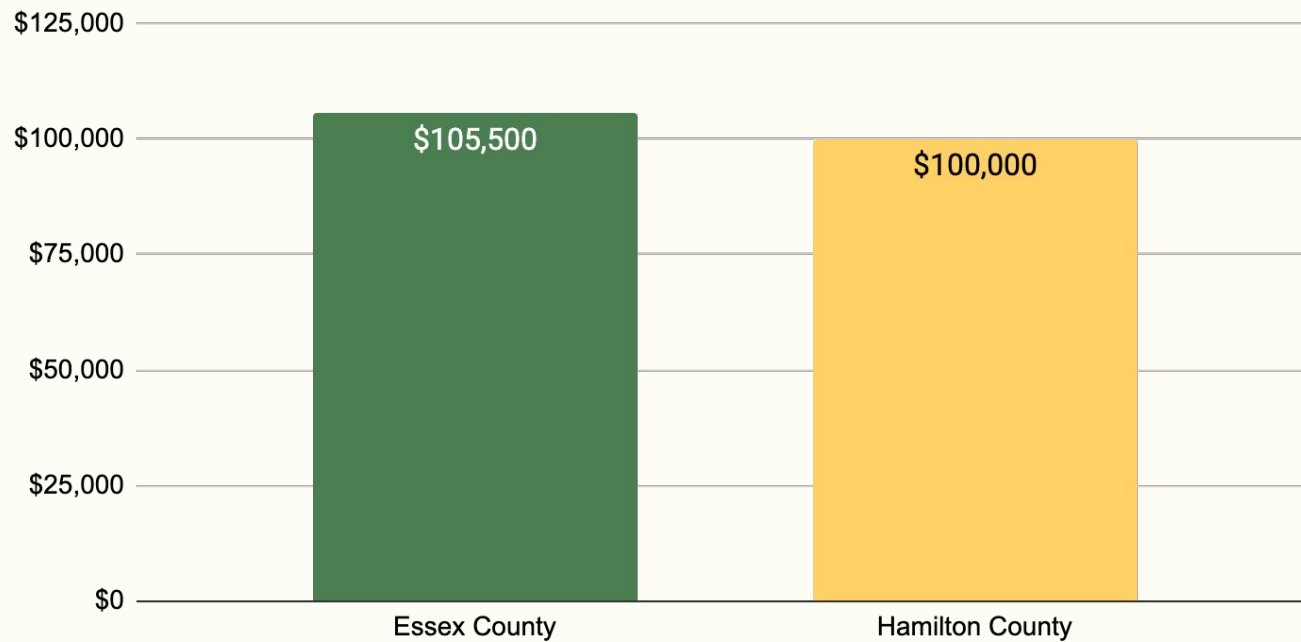


# Five year average age

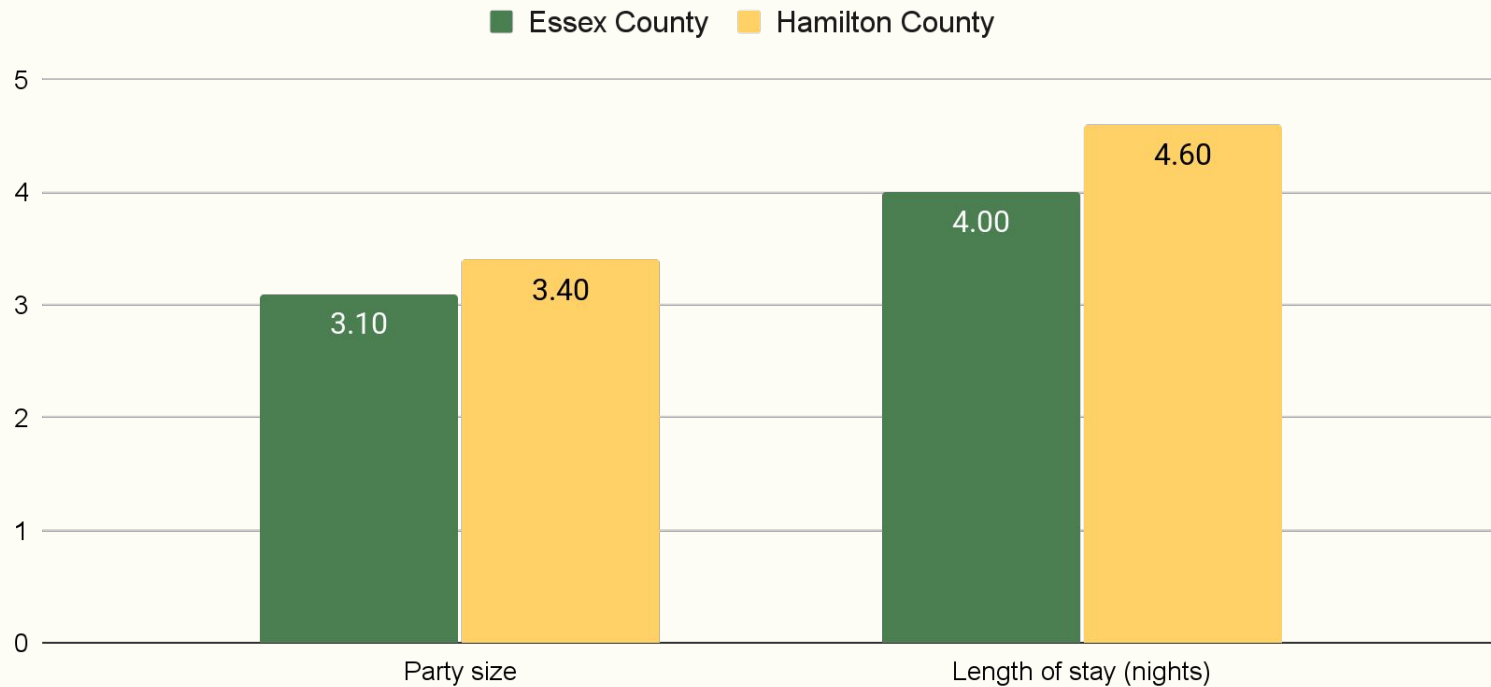
Essex County



# Median income

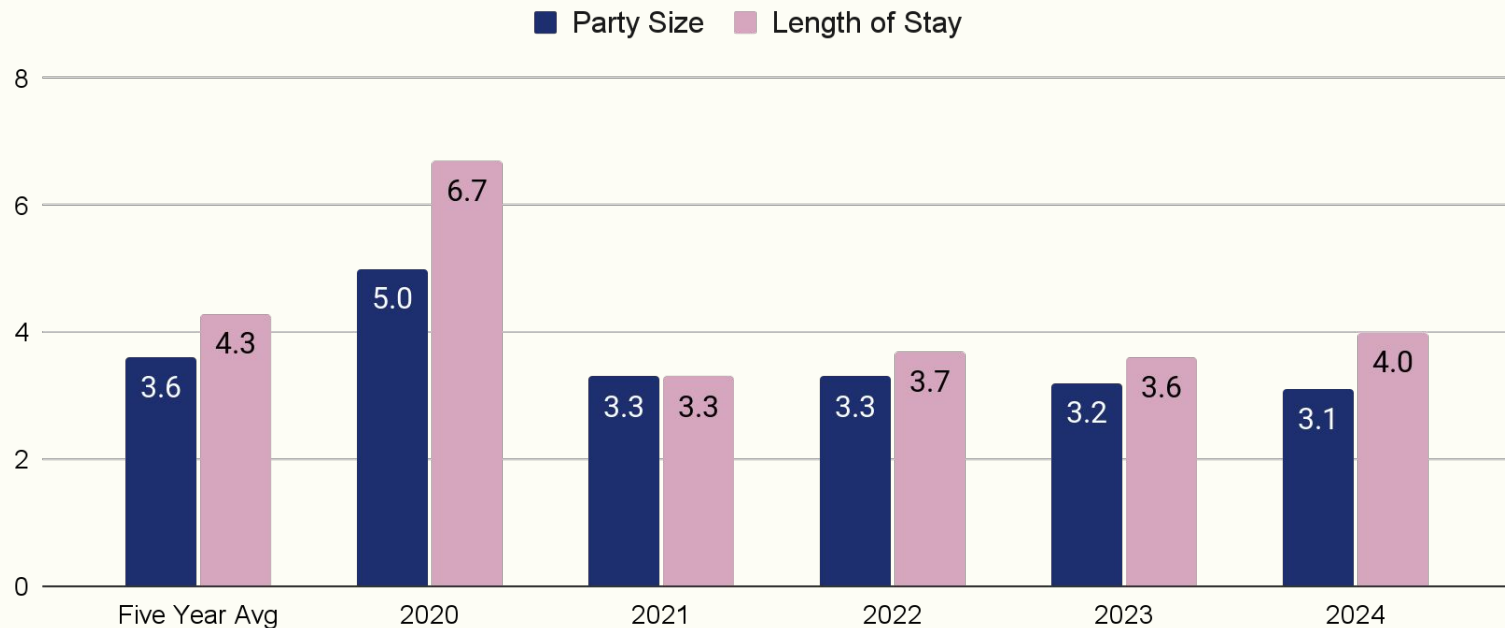


# Party size / Length of stay



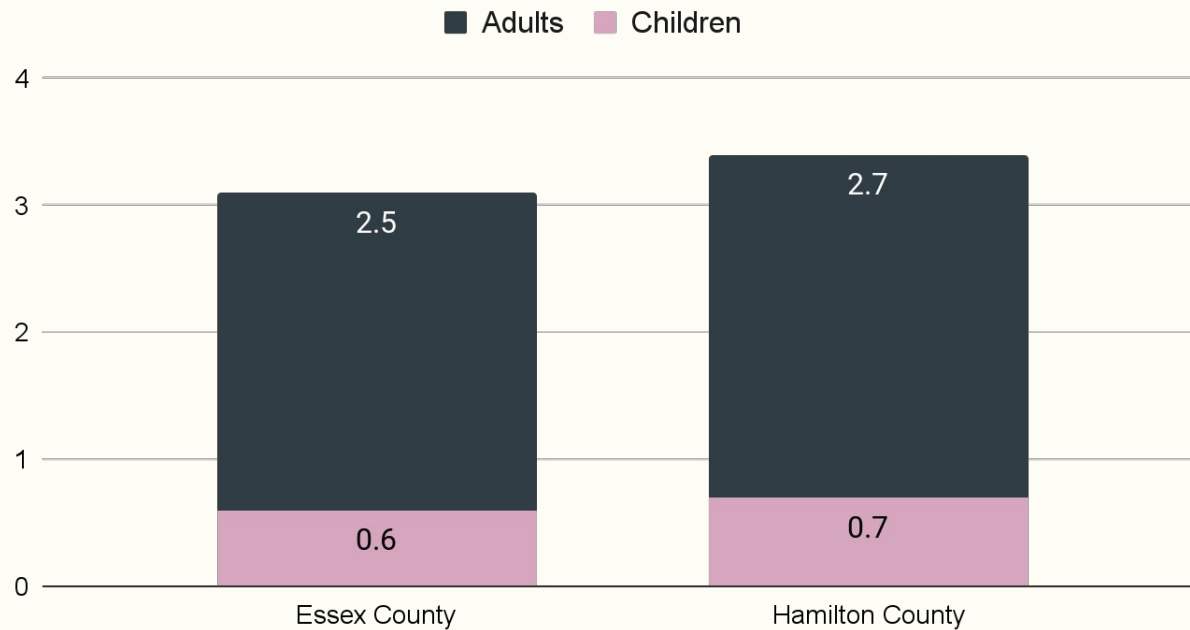
# Five year average party size / Length of stay

Essex County



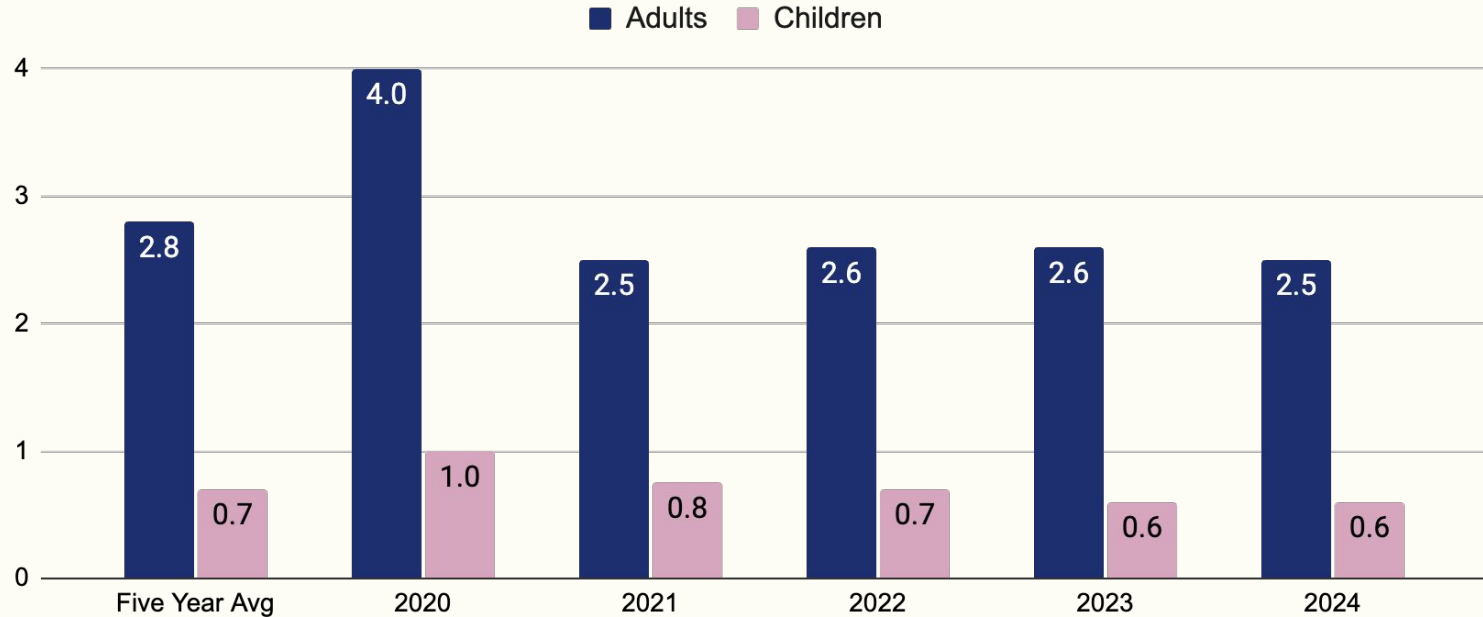


# Party composition

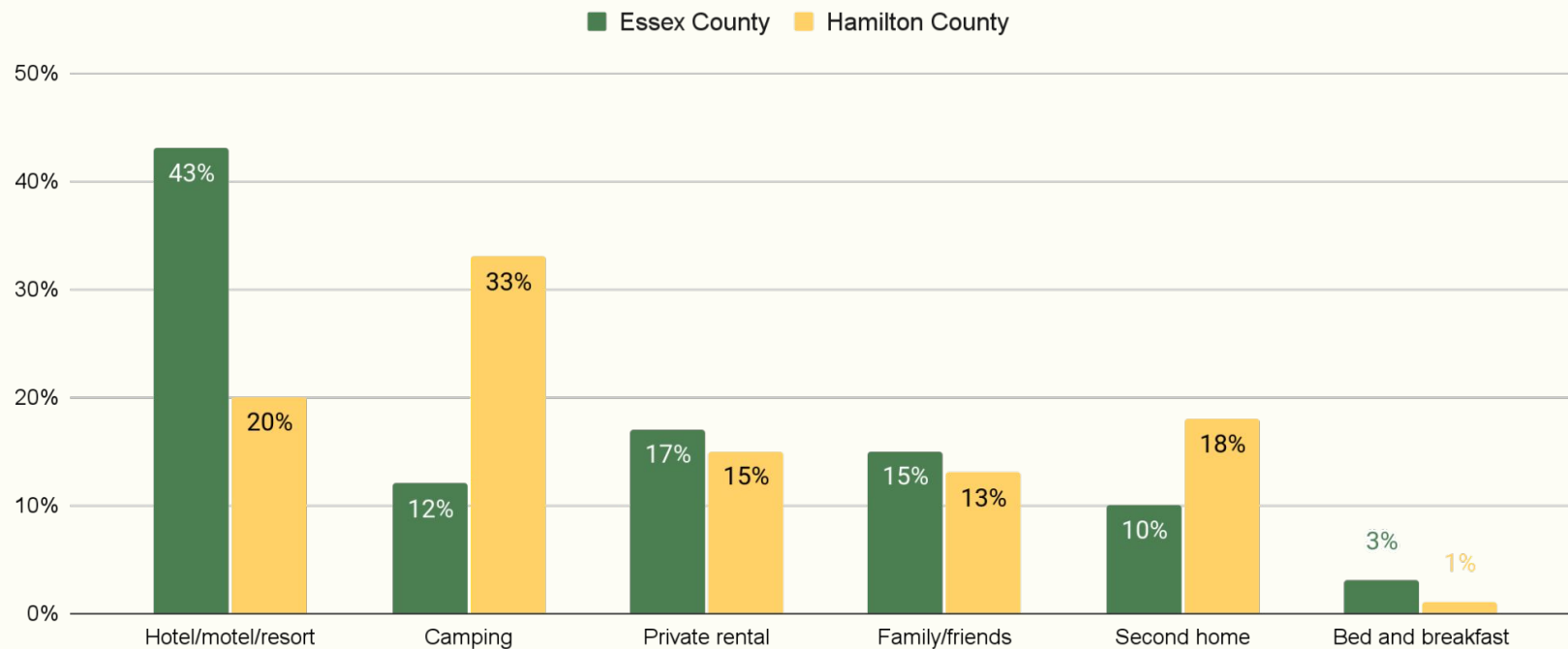


# Five year average party composition

Essex County



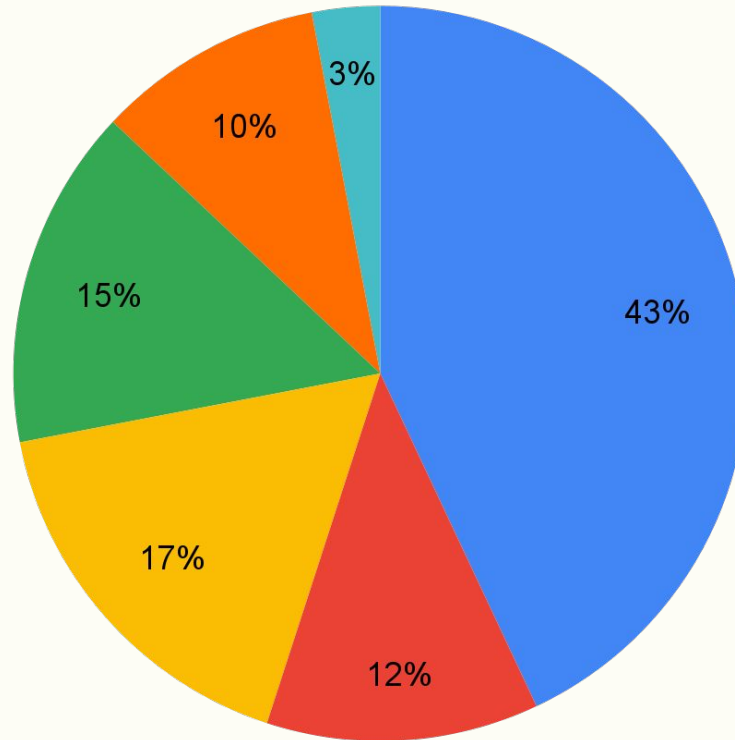
# Lodging accommodations



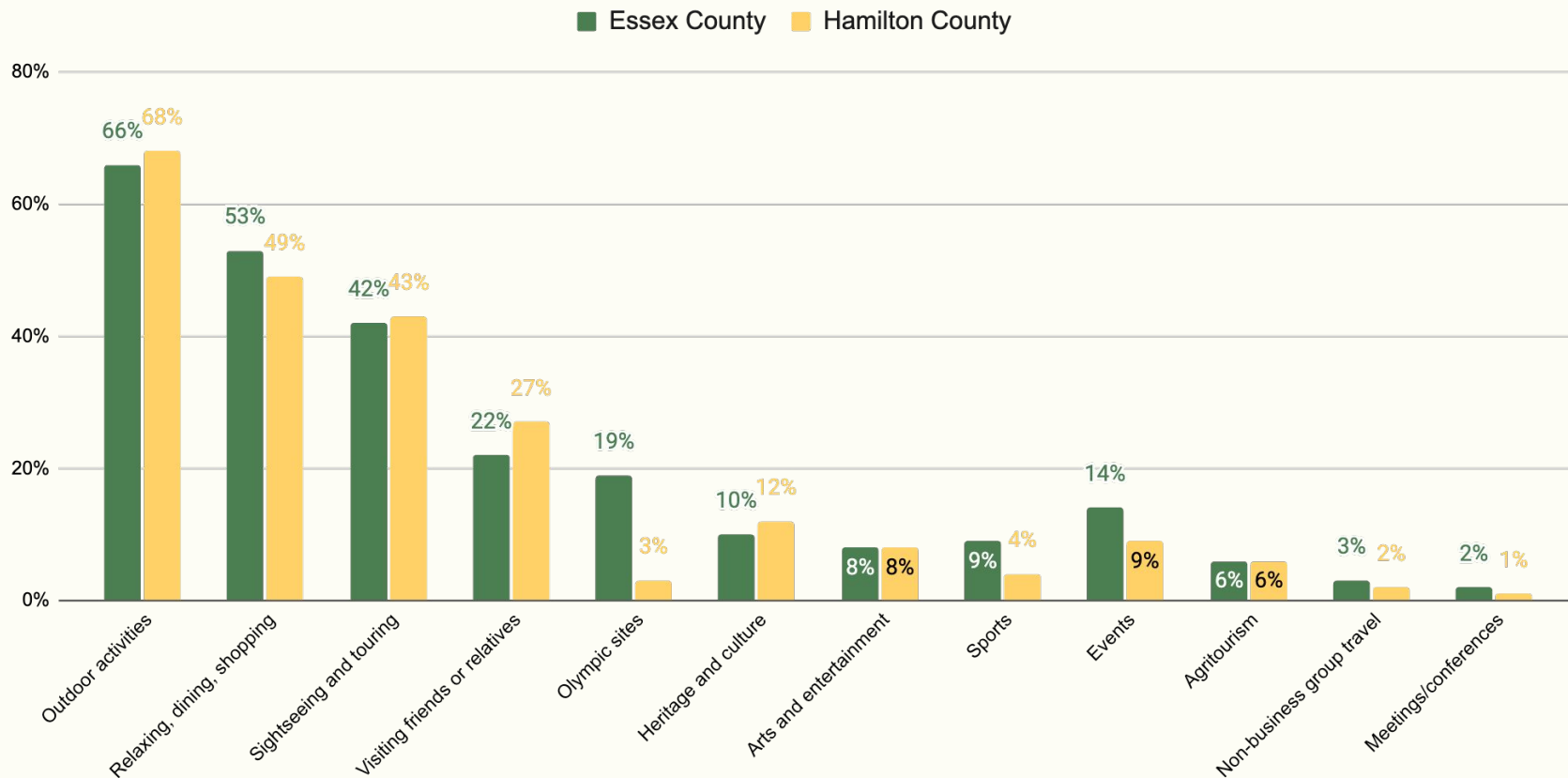
# Lodging accommodations

## Essex County

- Hotel/motel/resort
- Camping
- Private rental/short-term rental
- Family/friends
- Second home
- Bed and breakfast

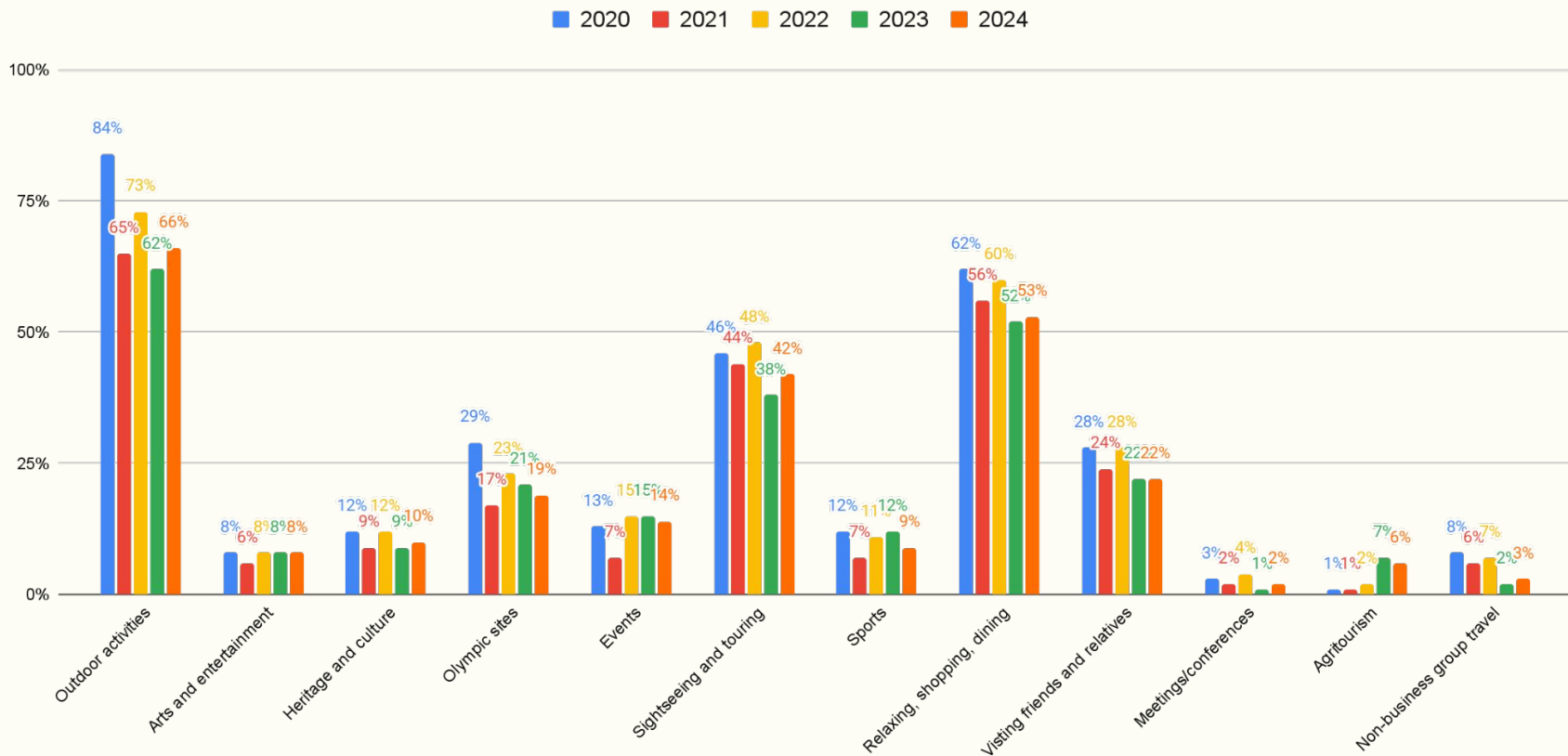


# Key attractions

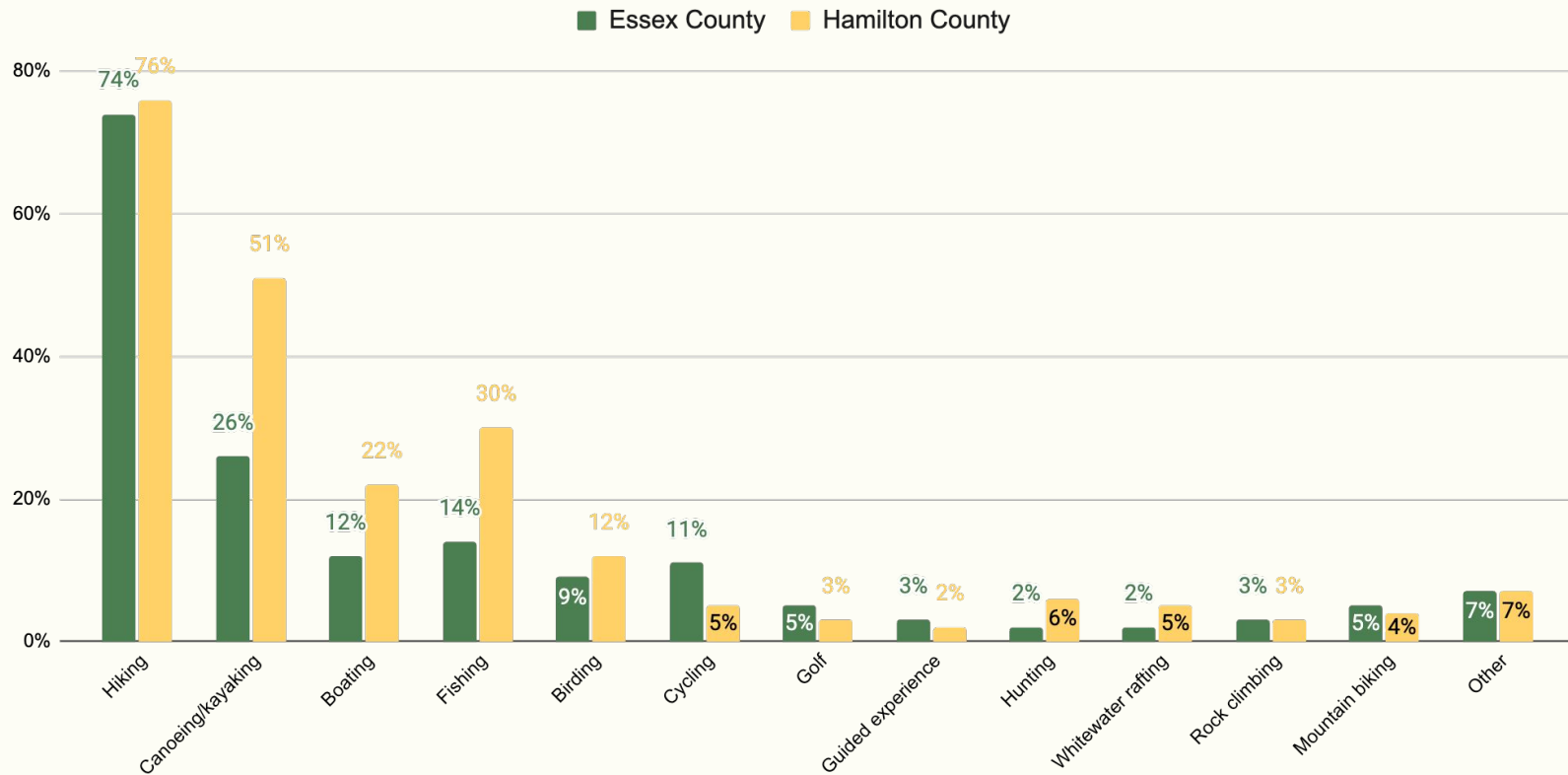


# Five year key attractions

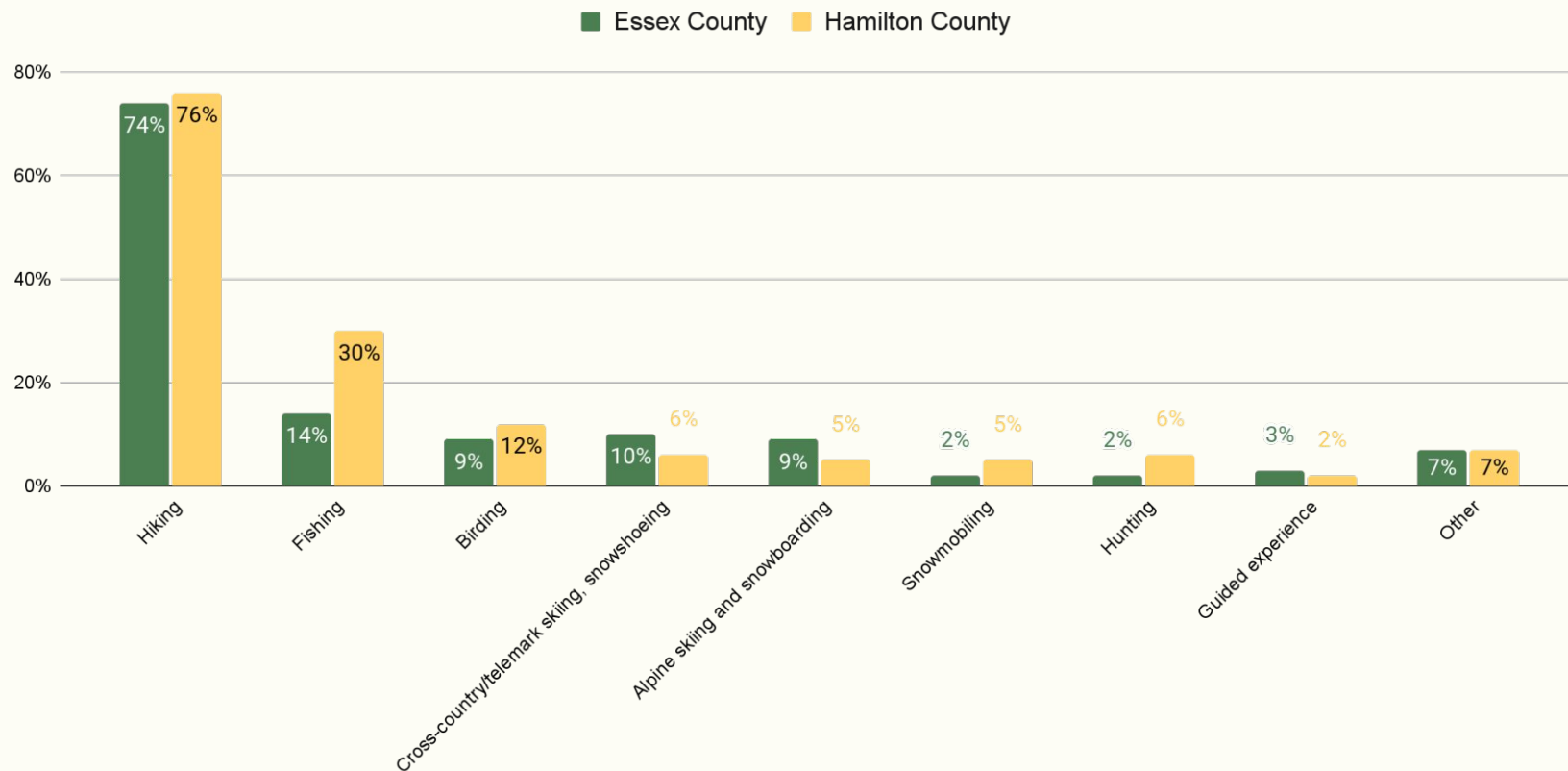
## Essex County



# Outdoor Spring/Summer activities

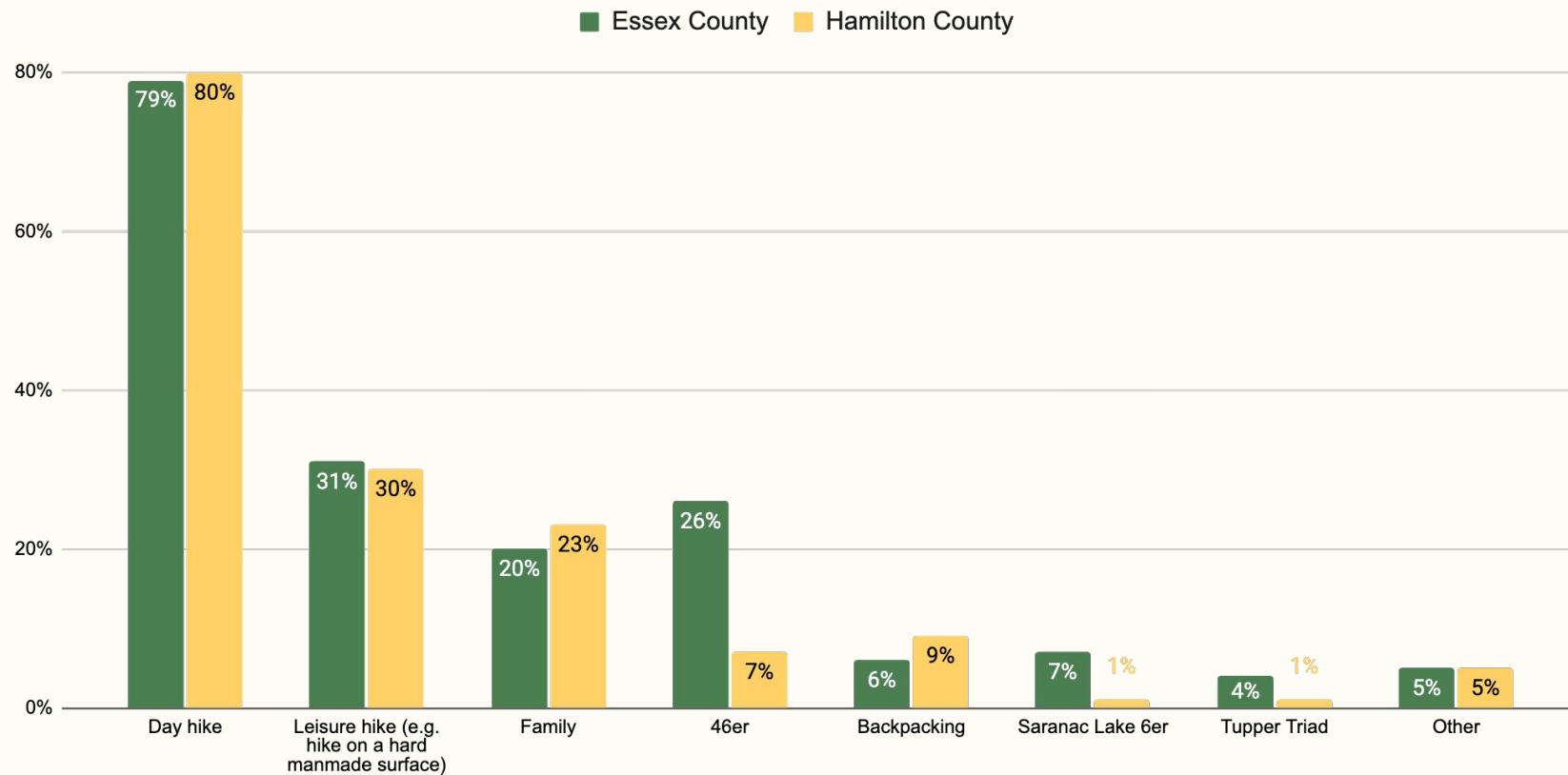


# Outdoor Fall/Winter activities



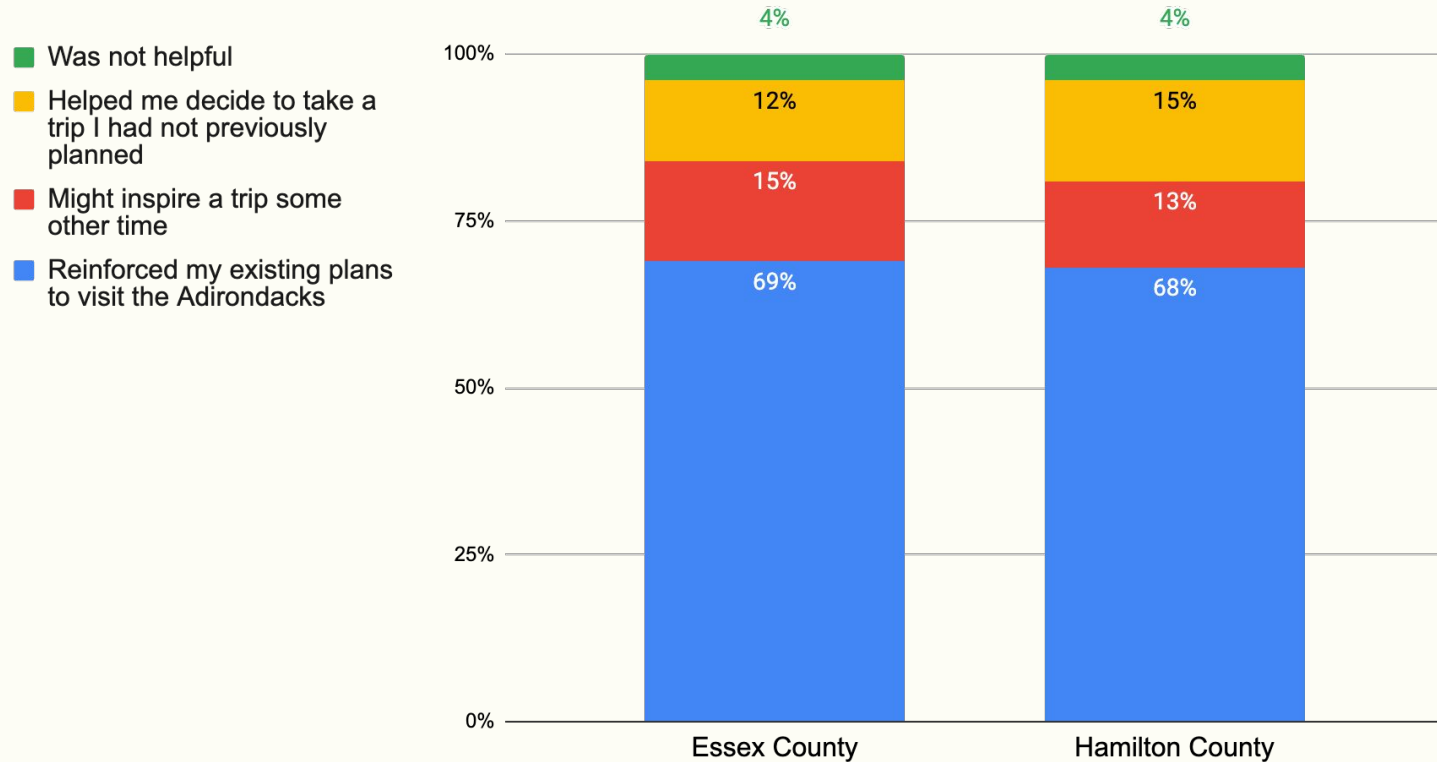


# Hiking breakdown



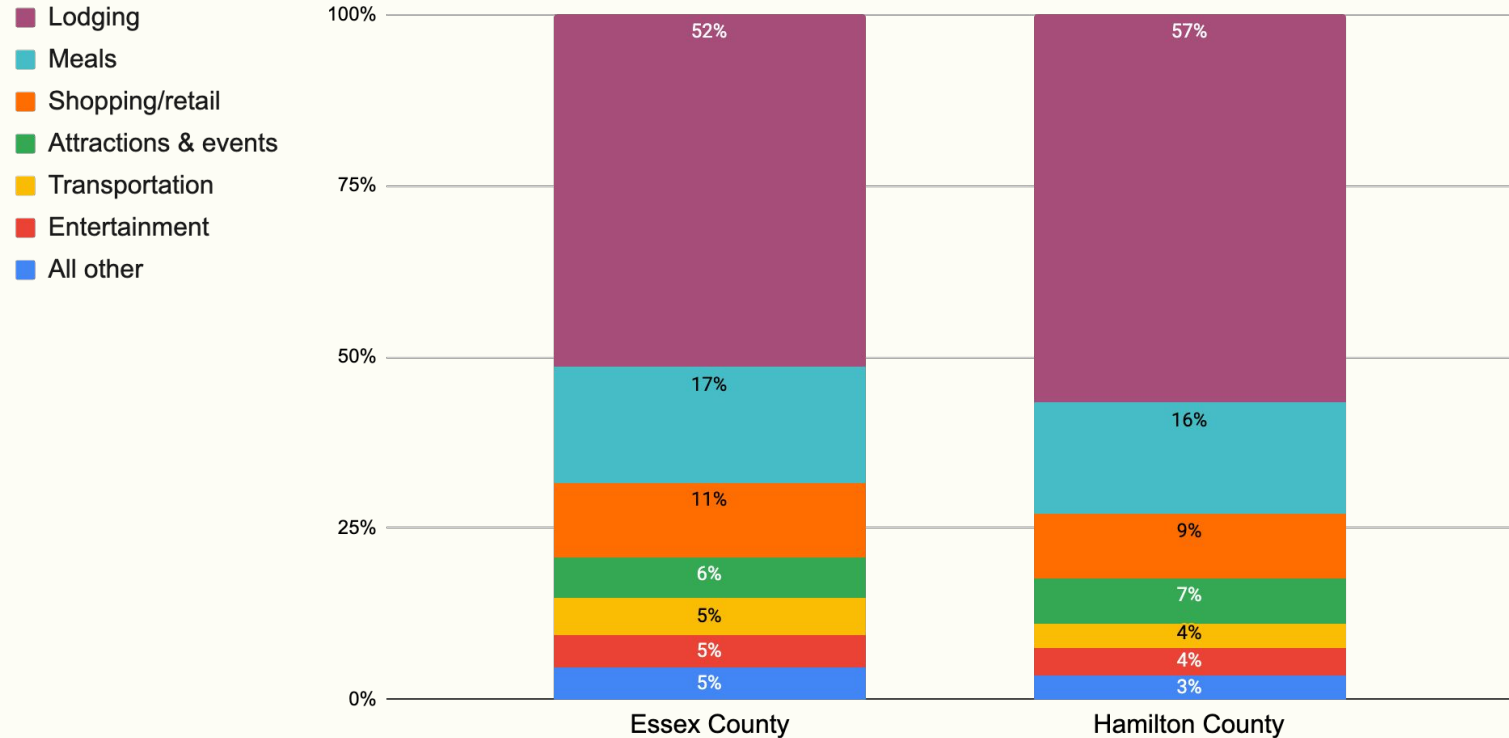
# Conversion rate from viewing ROOST marketing materials

## Essex and Hamilton counties



# Total expenditure allocation by category

Essex and Hamilton counties



# Mean party expenditures

	Essex County	Hamilton County
Lodging	\$945	\$819
Meals	\$308	\$234
Shopping/retail	\$199	\$135
Transportation	\$96	\$53
Entertainment	\$89	\$58
Attractions & events	\$112	\$95
All other	\$85	\$50
Average daily expenditure	\$459	\$314
Average total expenditure	\$1,834	\$1,444

# Five year mean party expenditures

## Essex County

	2020	2021	2022	2023	2024	Five year average
Lodging	\$910	\$679	\$950	\$895	\$945	\$876
Meals	\$449	\$287	\$311	\$331	\$308	\$337
Shopping/retail	\$274	\$215	\$220	\$225	\$199	\$227
Transportation	\$71	\$95	\$140	\$112	\$96	\$103
Entertainment	\$67	\$83	\$94	\$109	\$89	\$88
Attractions & events	\$57	\$83	\$100	\$108	\$112	\$92
All other	\$10	\$40	\$80	\$98	\$85	\$63
Average daily expenditure	\$283	\$464	\$512	\$536	\$459	\$451
Average total expenditure	\$1,838	\$1,482	\$1,895	\$1,768	\$1,834	\$1,786

# Essex County Visitor Profile





# Visitor profile

## Essex County

- The average visitor party age of respondents was 58 years old, slightly older from the prior year (57).
- The average reported total traveler party size was 2.5 adults and 0.6 children for a total average of 3.1. This is consistent with party size data from the last several years.
- Sixty-five percent of visitors (65%) reported that they were New York state residents, which is slightly lower than reported in the prior year (67%).
- Northern New York and the Capital District continue to be the most frequently reported visitors from within the state at nearly 74%, followed by downstate/NY metro at 9%, and central and western New York visitors at 8% each.
- Northeastern state visitors outside of New York state rose to one out of four (25%) respondents, up from 20% in 2023.

# Visitor profile

## Essex County

- Canadian visitation included 4% from Quebec and 3% from Ontario, consistent from the prior year.
- The average duration of stay reported by 2024 visitors was 4 nights which is slightly longer than reported by 2023 visitors (3.7 nights).
- Hotels/motels remained the most reported lodging choice among 2024 visitor respondents (43%).
- Short-term rentals were reported as the second-most common lodging choice used by 17% of respondents. This is the second consecutive year this figure dropped (18% in 2023) following many years of gains.
- The most commonly reported draw to visit the region continues to be outdoor activities, with 66% of respondents selecting this reason for interest in visiting the area, up from 62% in 2023.



# Visitor profile

## Essex County

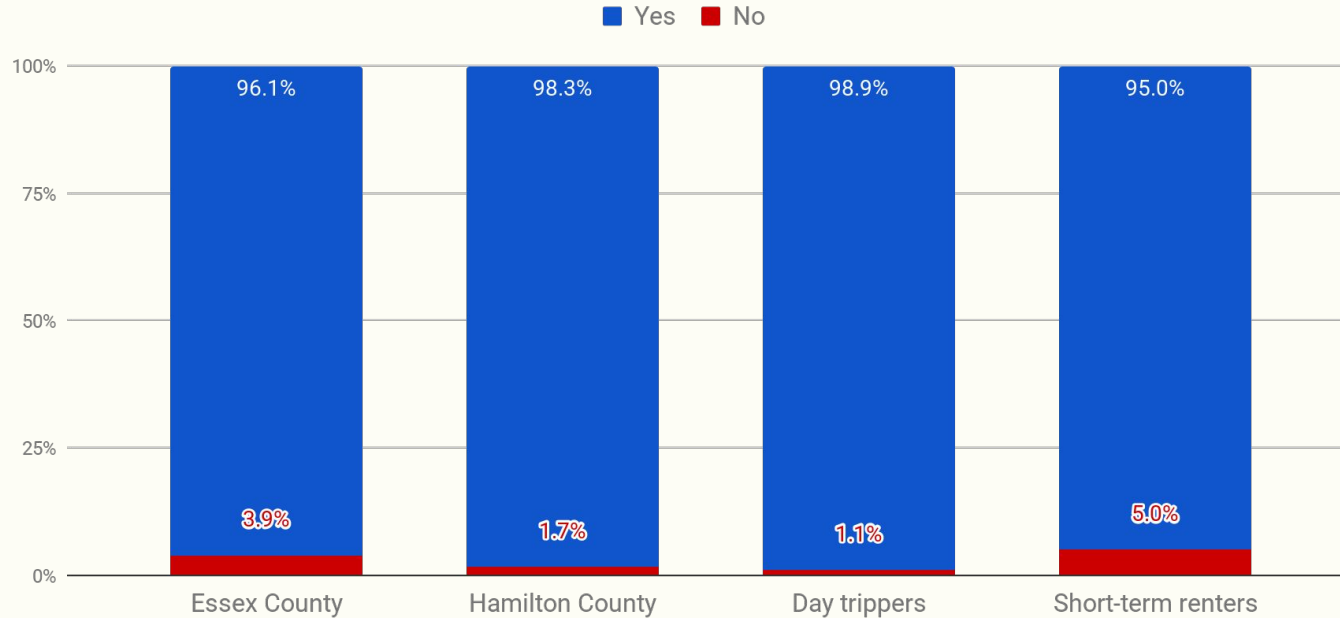
- Nearly three out of four (74%) respondents indicating that they came to the area for outdoor activities stated that hiking was an activity of primary interest. Canoeing or kayaking was the next most commonly cited outdoor interest (26%), followed by fishing (14%), boating (12%) and cross-country skiing/snowshoeing (10%).
- Those who responded that they were interested in arts and entertainment were asked what types of arts activities were of interest. The strongest area of interest was live music (33% of responses), followed by visiting art galleries (23%), art studios (12%), and live theater (10%).
- The average daily traveler party spending in 2024 is estimated at \$459 per day. This is lower than \$536 in 2023, but still above the five-year average (\$451).
- The total average estimated trip expenditure was \$1,834 slightly lower than the total reported average trip expenditure from the prior year (\$1,878).
- Reported spending on lodging rose from the prior year, from an average of \$895 to \$945. All other expenditure categories (except transportation) declined.

# Regional Visitor Sentiment



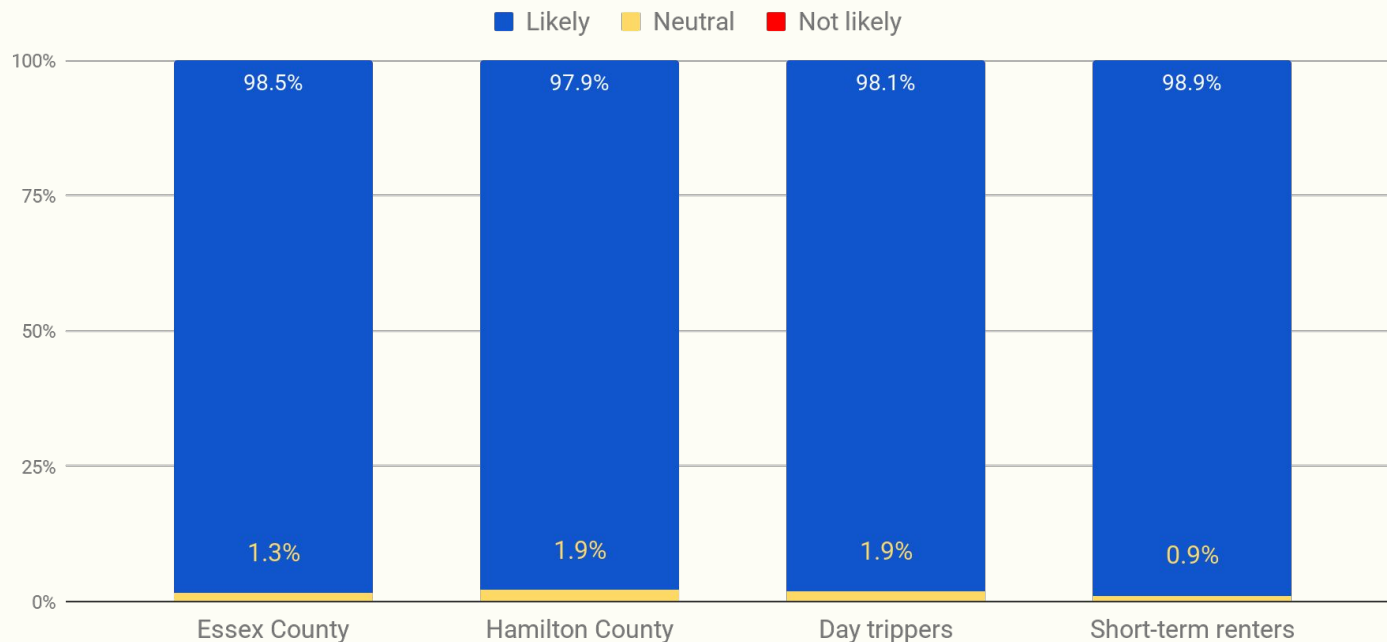
# Regional visitor sentiment

Did the trip meet your budget and cost expectations?



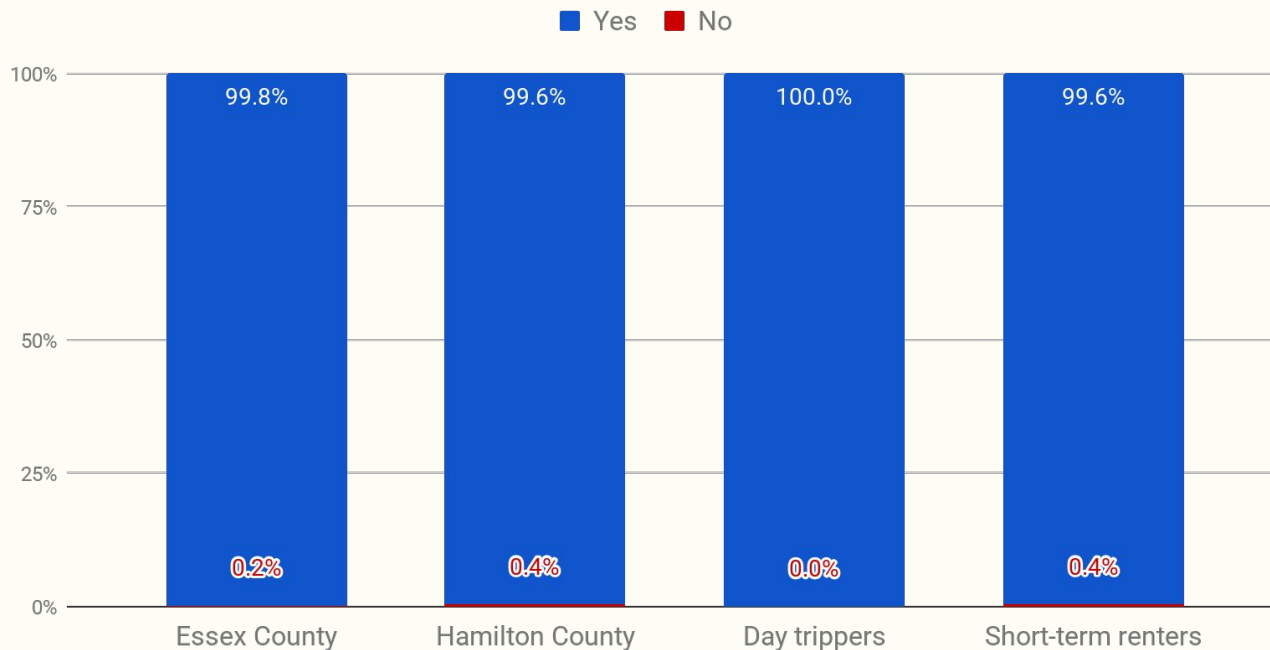
# Regional visitor sentiment

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?





# Regional ROI Study



# Return on investment (ROI)

## All travelers

The estimated total revenue generated by leisure travelers to the region who were influenced by ROOST marketing materials is calculated by multiplying the number of traceable inquiries by the average gross conversion rate, daily traveler expenditures, and length of stay:

195,018 (direct leads)

X 82% (gross conversion factor)

X \$459 (mean traveler party expenditure per day)

X 4 (mean length of stay in nights)

Based on these calculations the total estimated revenue generated by travelers influenced by ROOST in 2024 is **\$293,603,499.**

# Return on investment (ROI)

All travelers

The estimated return on investment is calculated by dividing the total revenue generated by travelers by the total marketing dollars spent by ROOST:

$$\begin{aligned} & \$293,603,499 \text{ (total estimated traveler revenue)} \\ & \div \$3,545,887 \text{ (ROOST Essex County marketing budget)} \end{aligned}$$

This produces a conservatively-estimated ROI of 83:1 in leisure traveler-related revenue for every marketing dollar expended.