



# Leisure Travel Study

Hamilton County

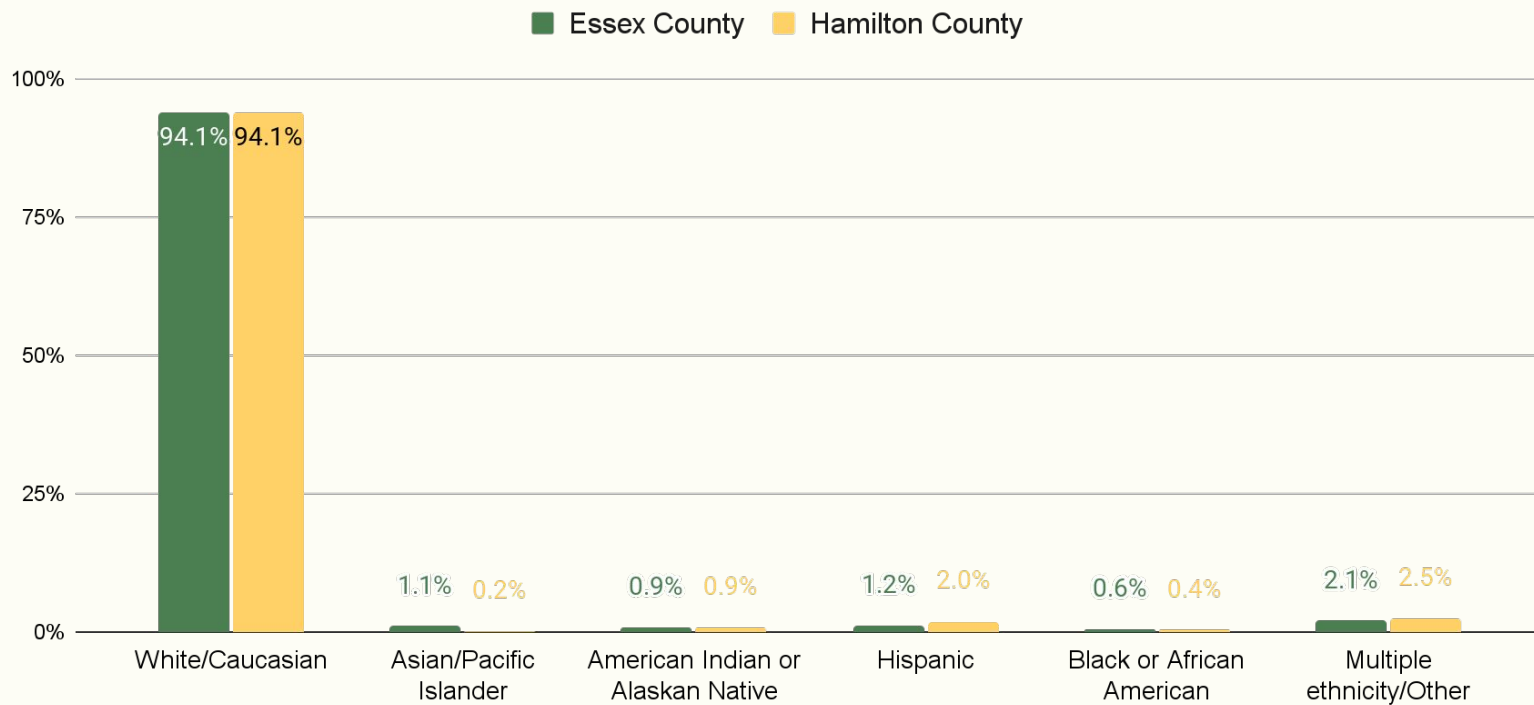
2024 COUNTY VISITOR PROFILES AND REGIONAL  
RETURN ON MARKETING INVESTMENT ANALYSIS

ROOST

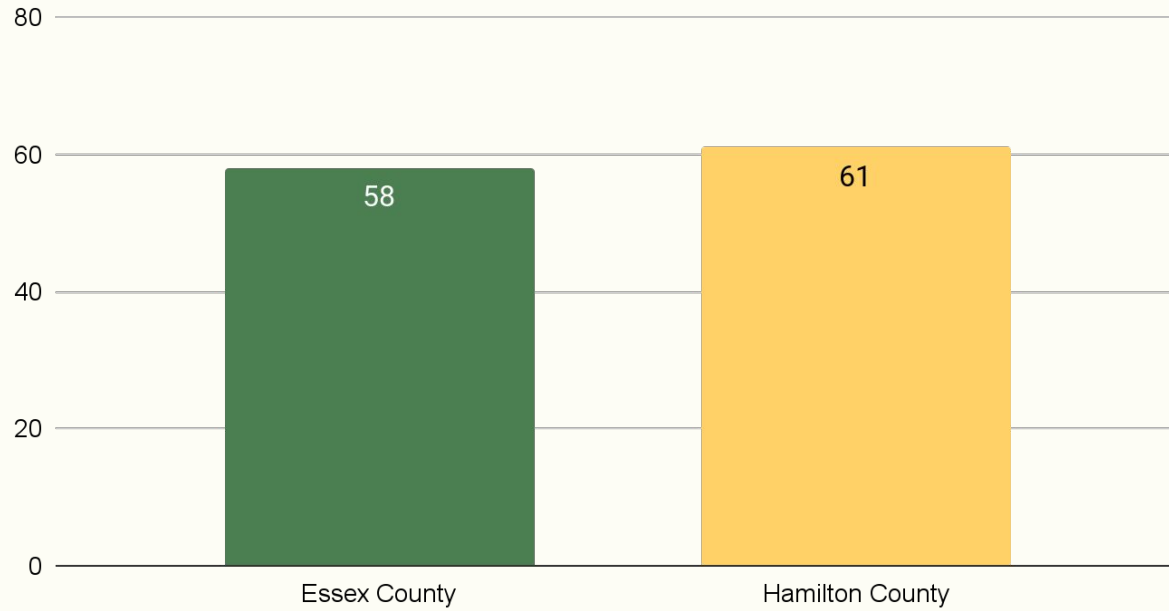
# Project background and methodology

- 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. PlaceMaking also compiled similar research for Essex 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

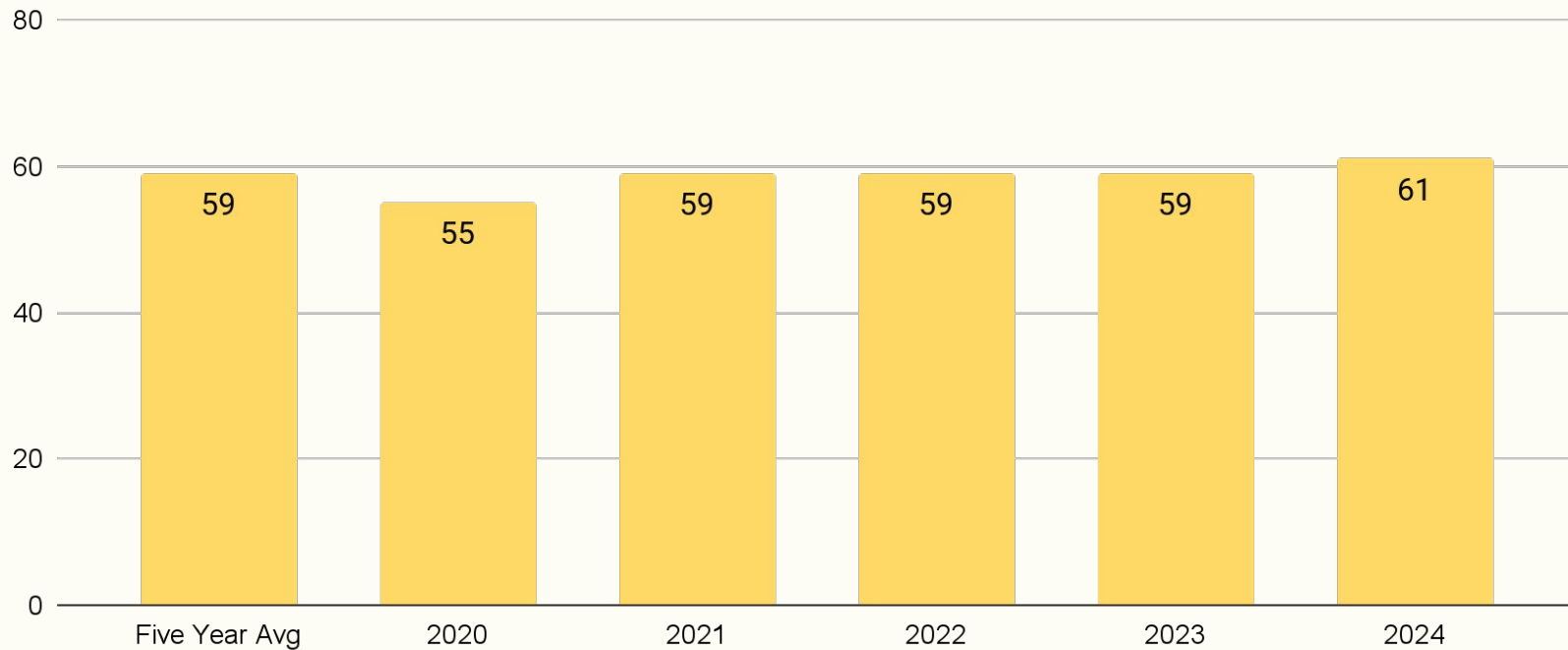


# Average age

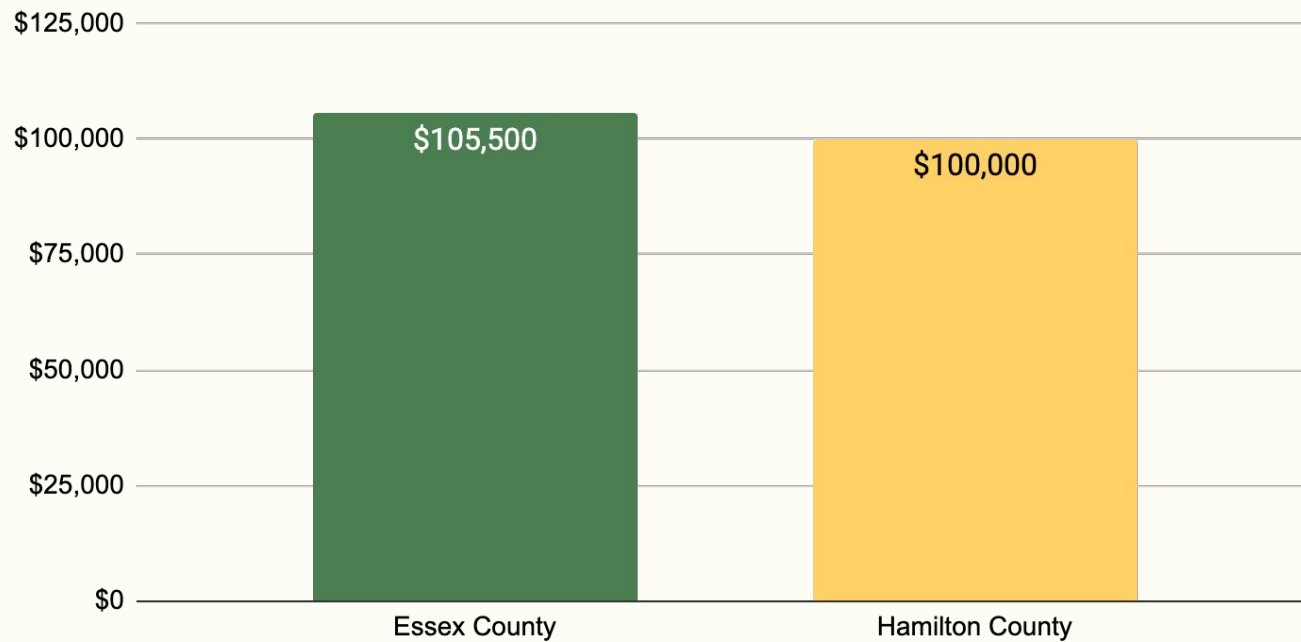


# Five year average age

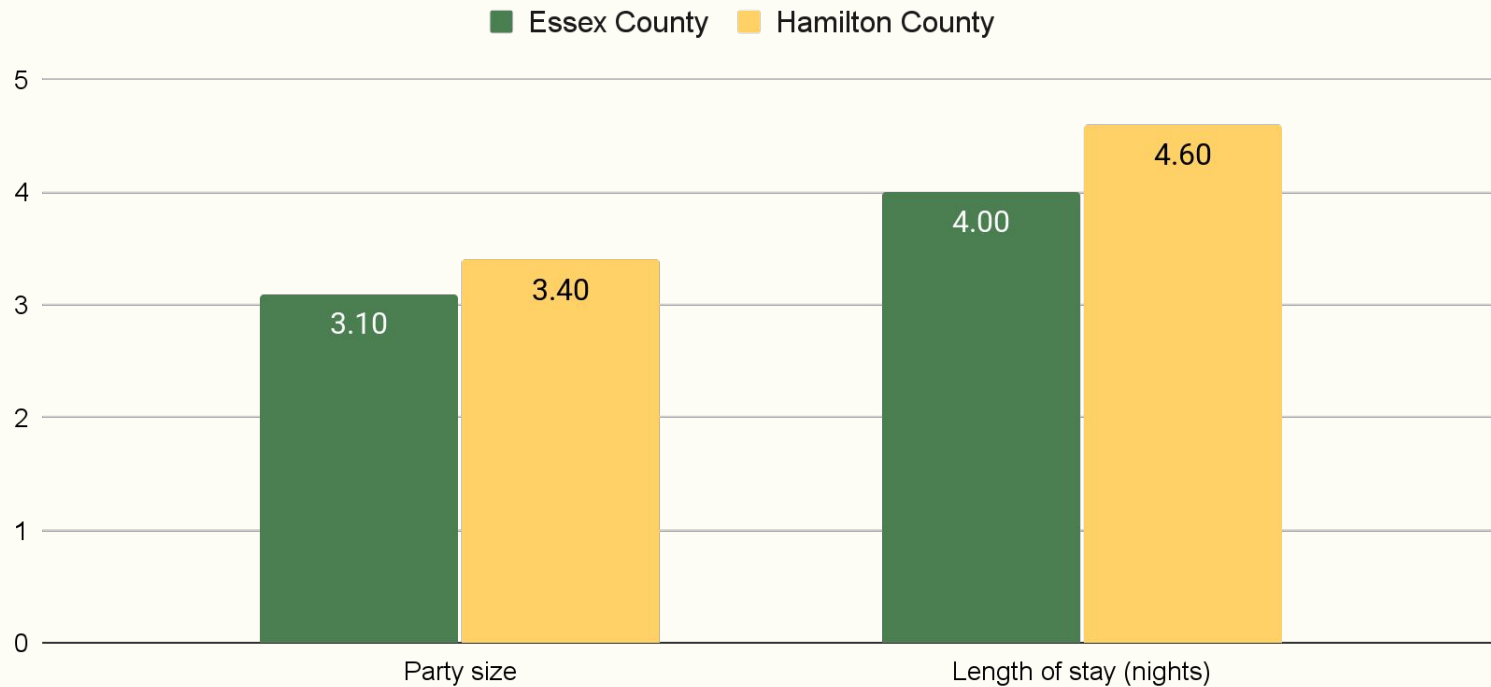
Hamilton County



# Median income

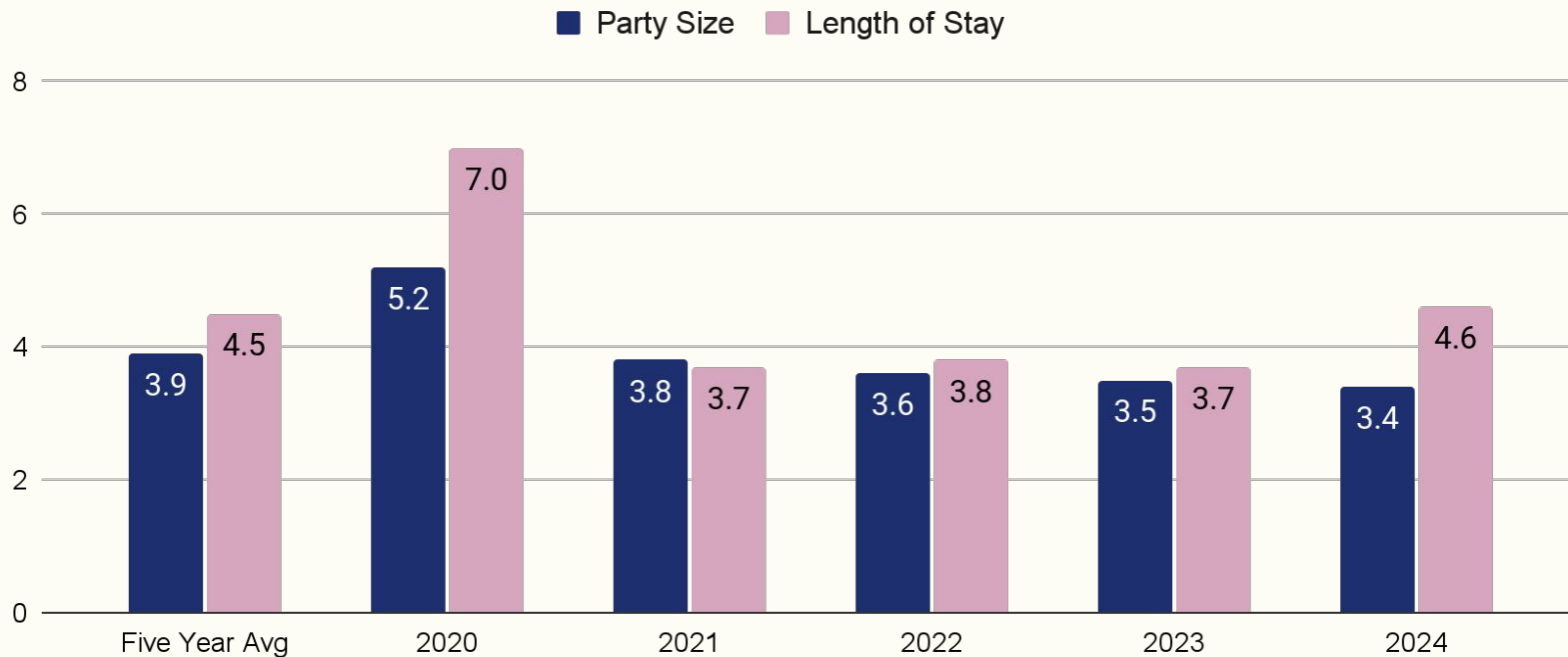


# Party size / Length of stay



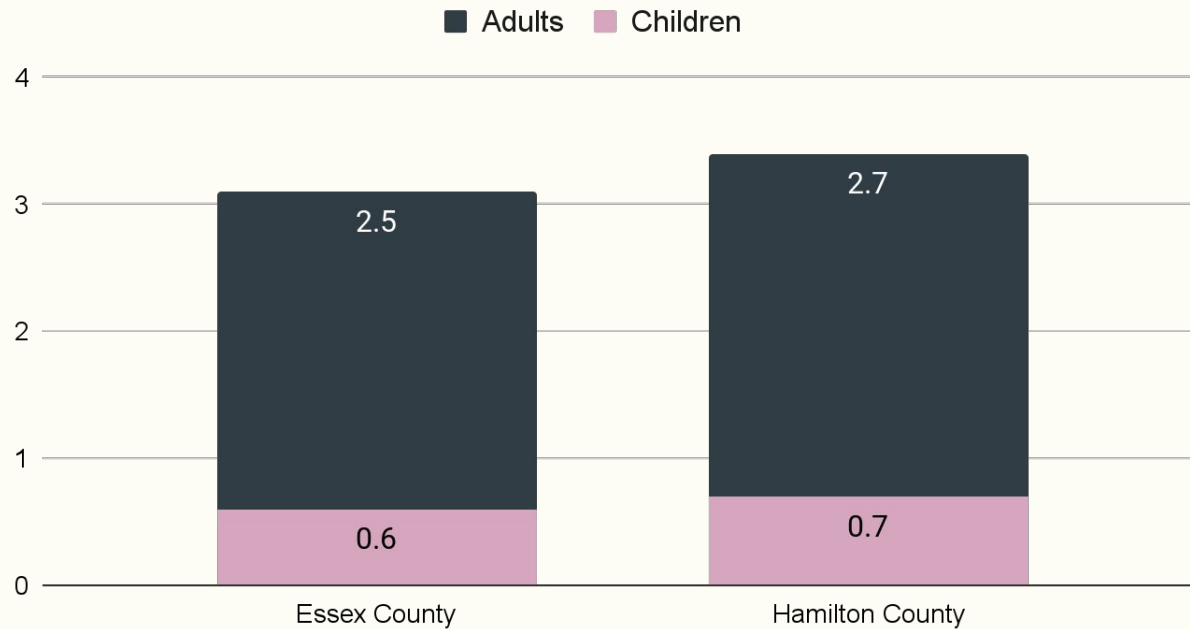
# Five year average party size / Length of stay

Hamilton County



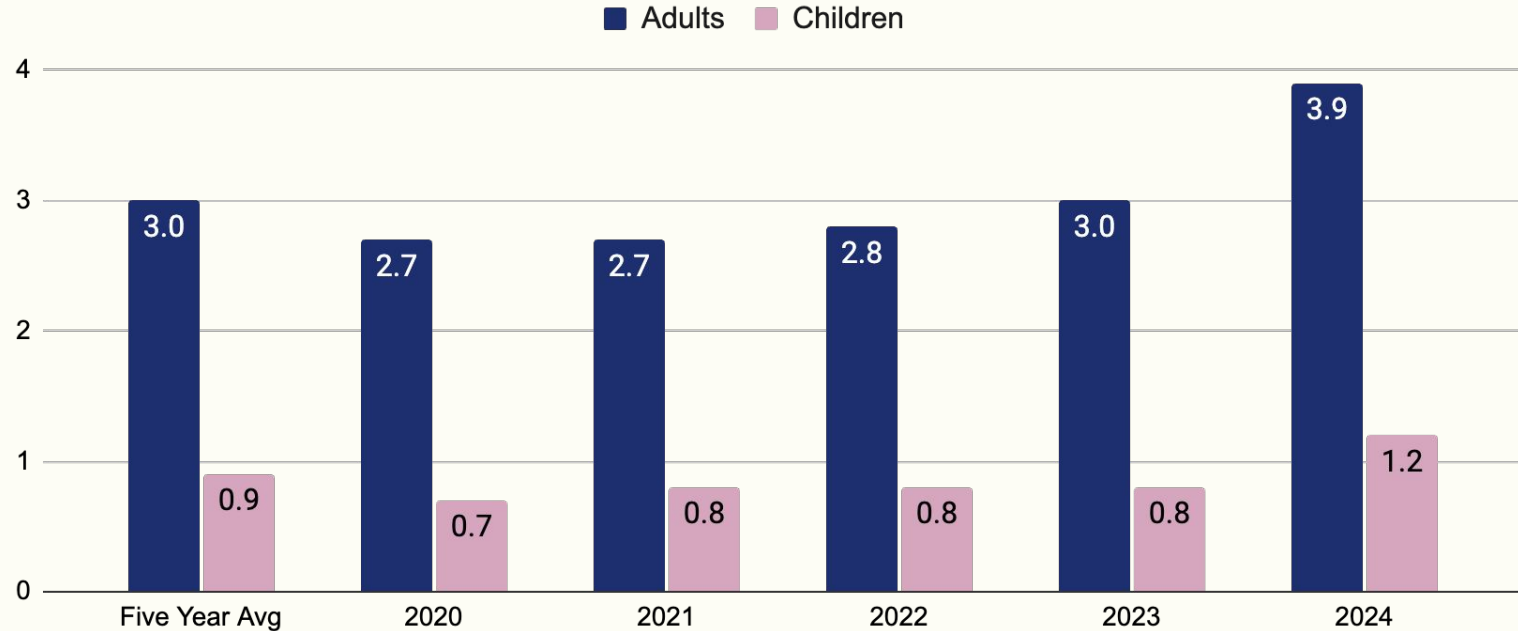


# Party composition

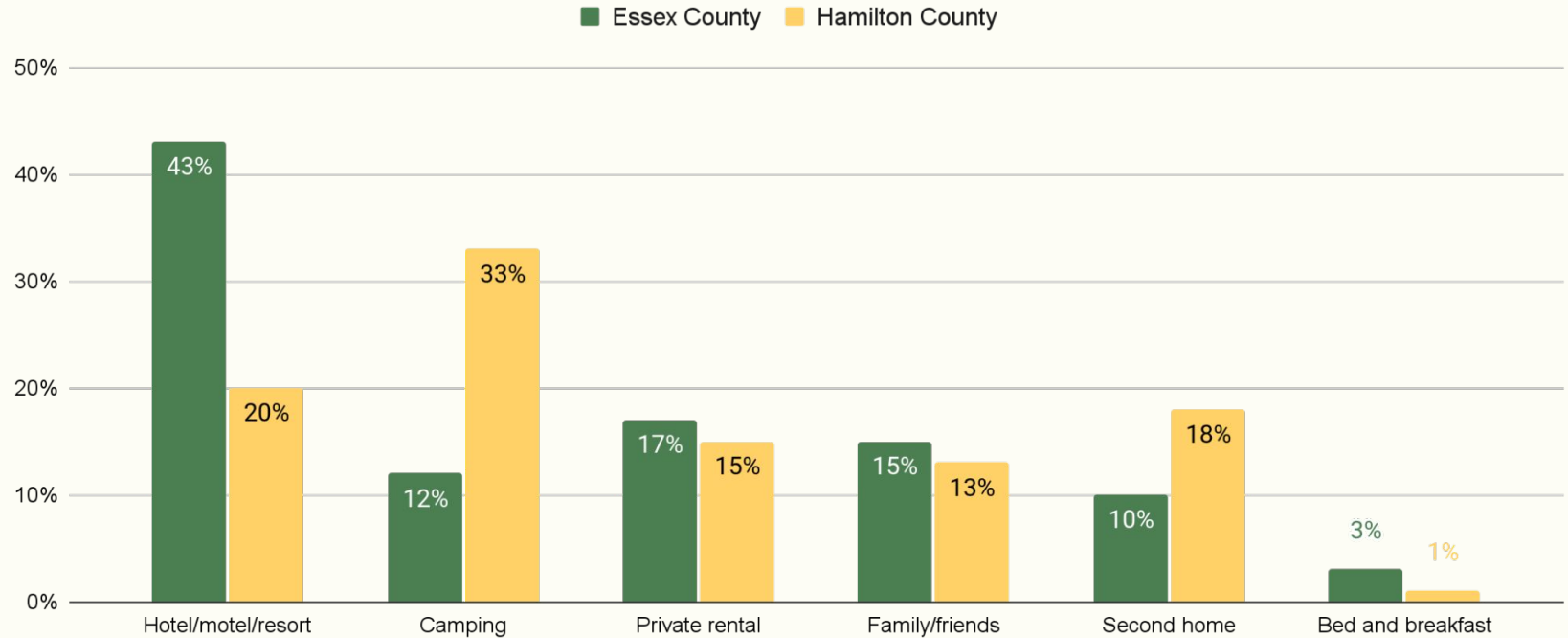


# Five year average party composition

Hamilton County



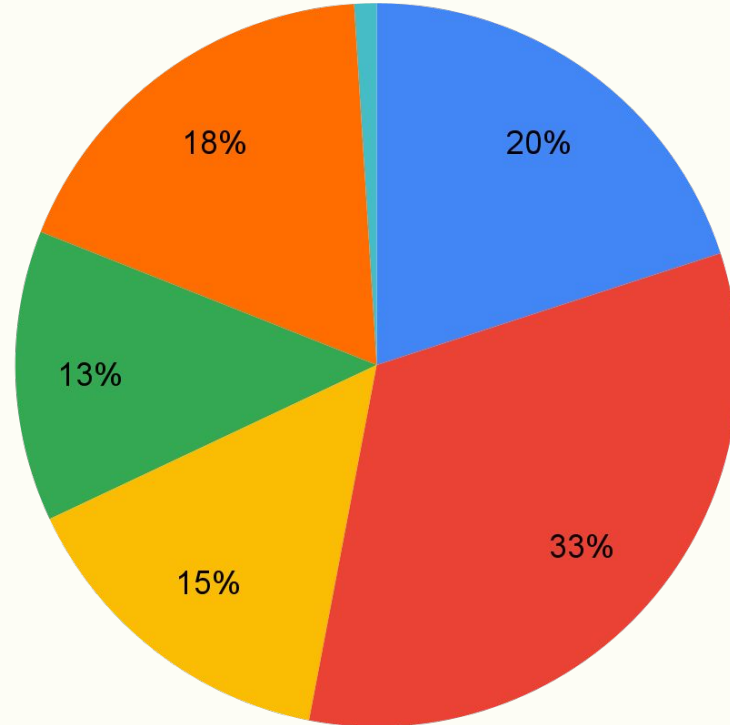
# Lodging accommodations



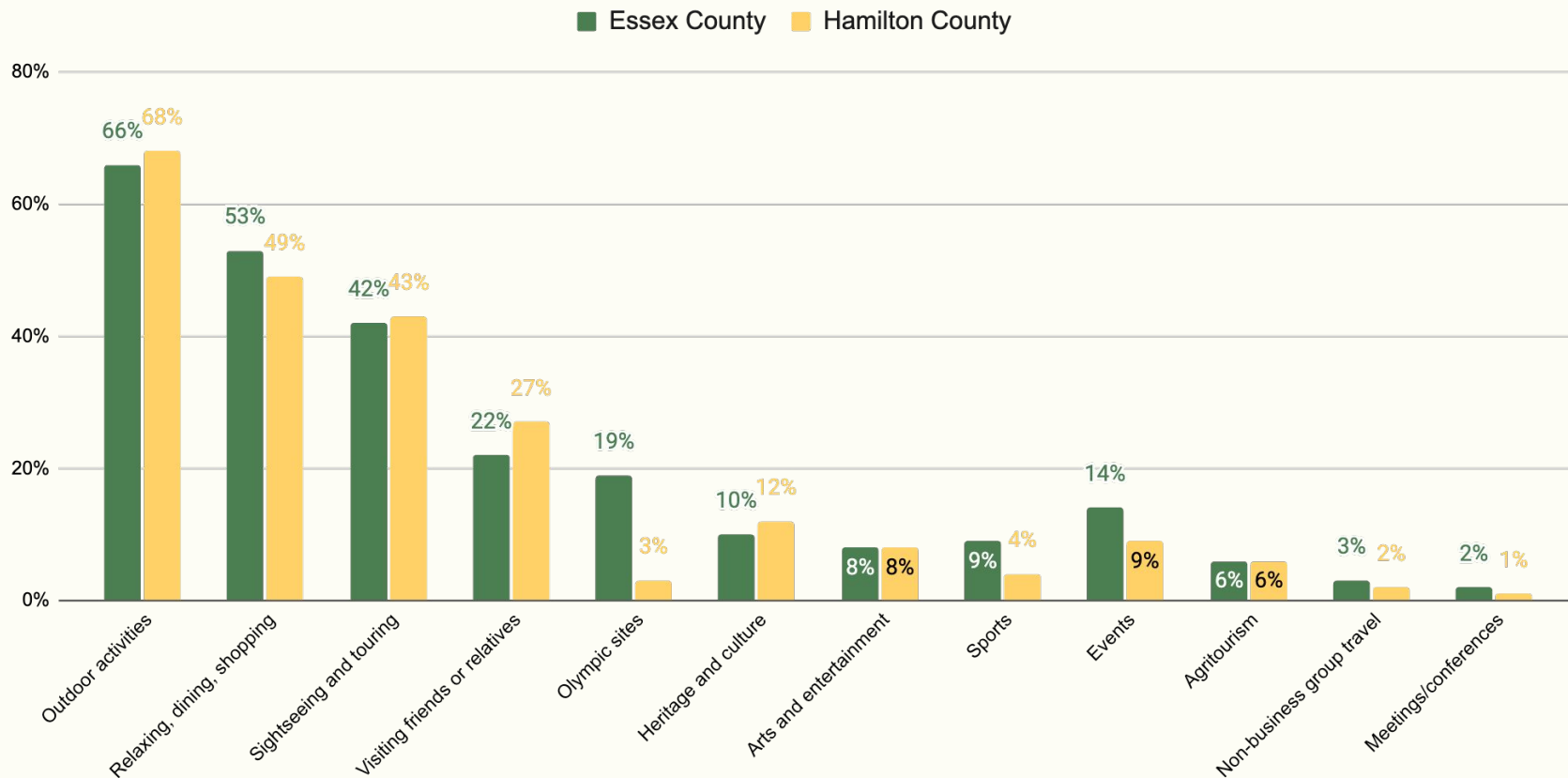
# Lodging accommodations

## Hamilton County

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

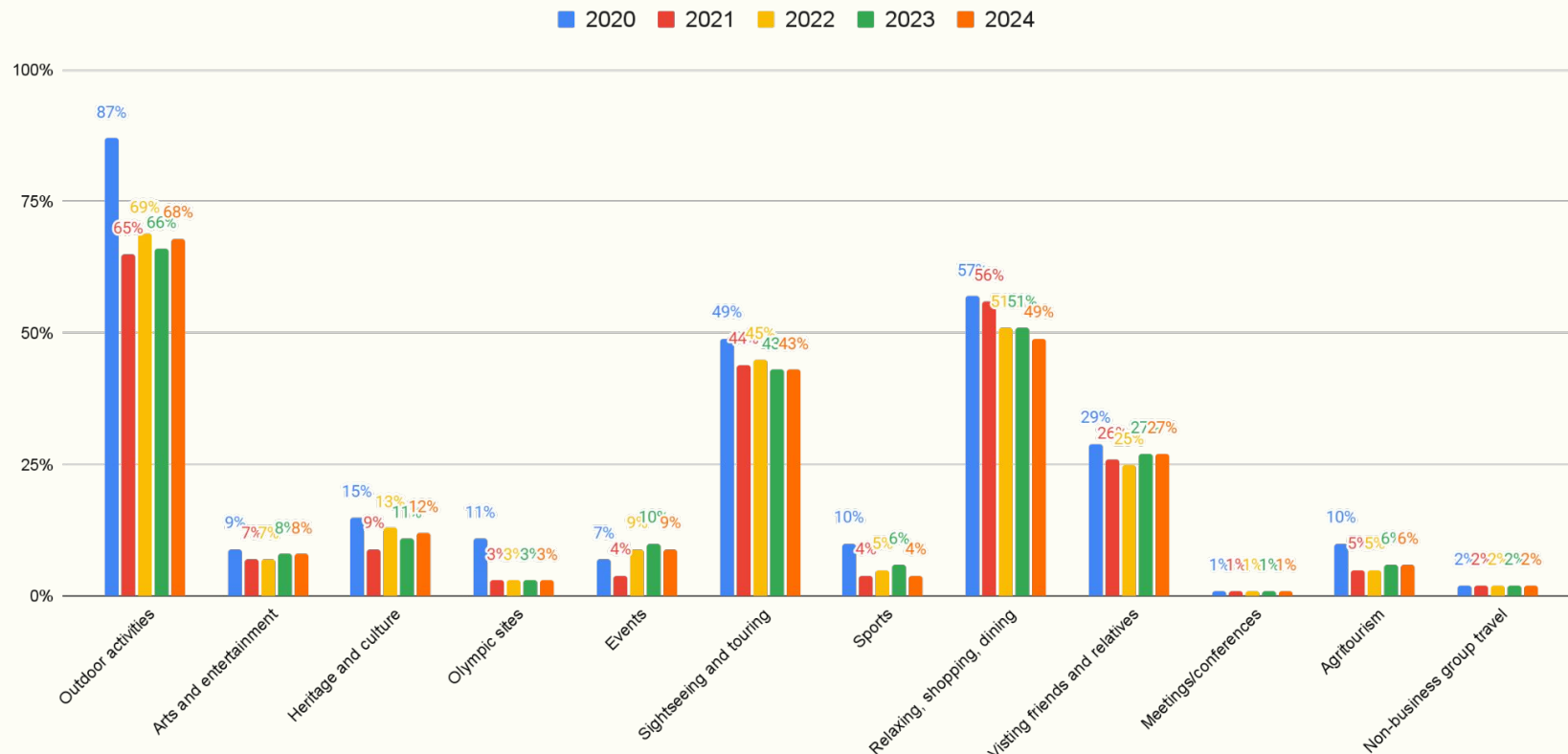


# Key attractions

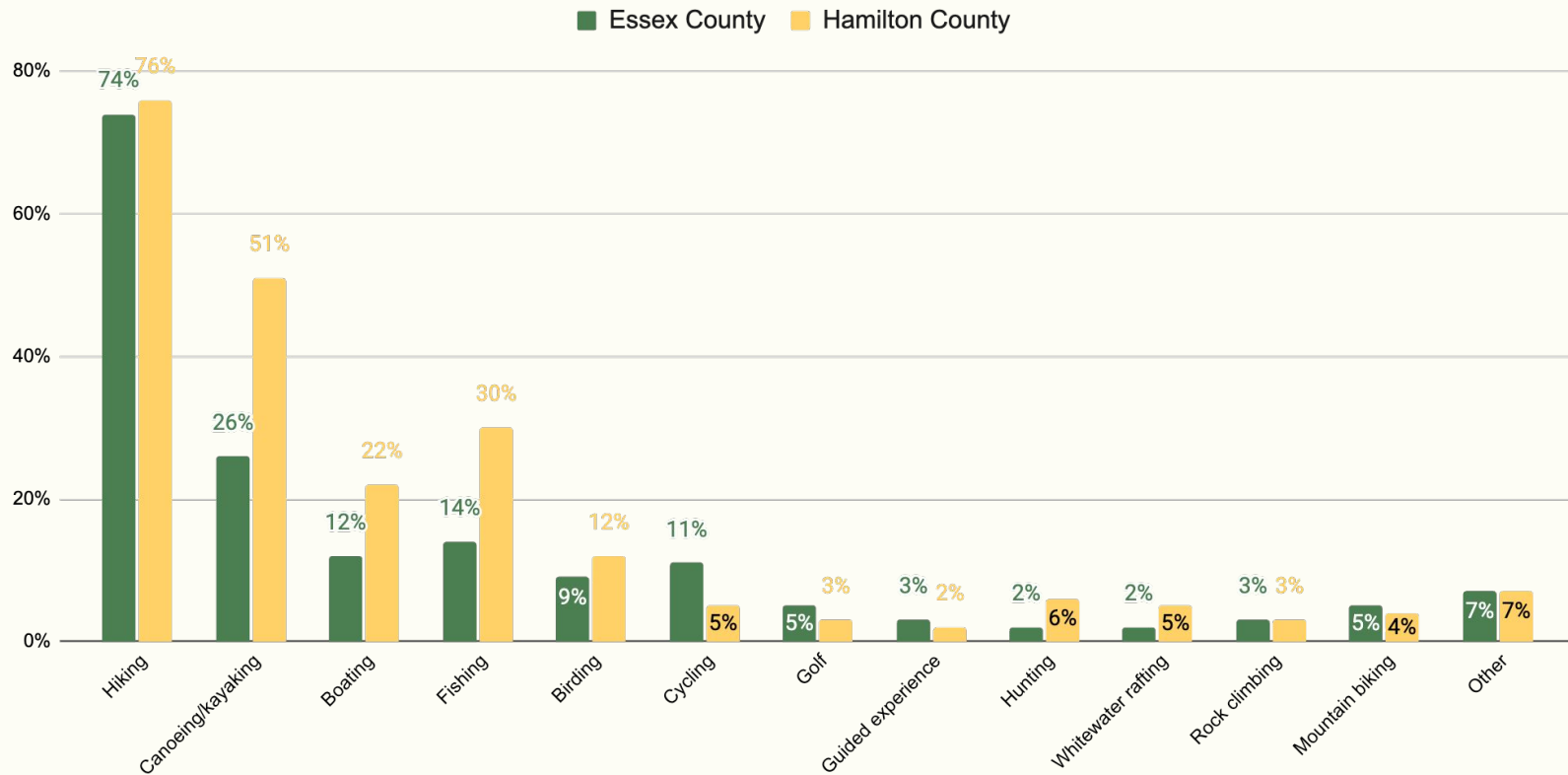


# Five year key attractions

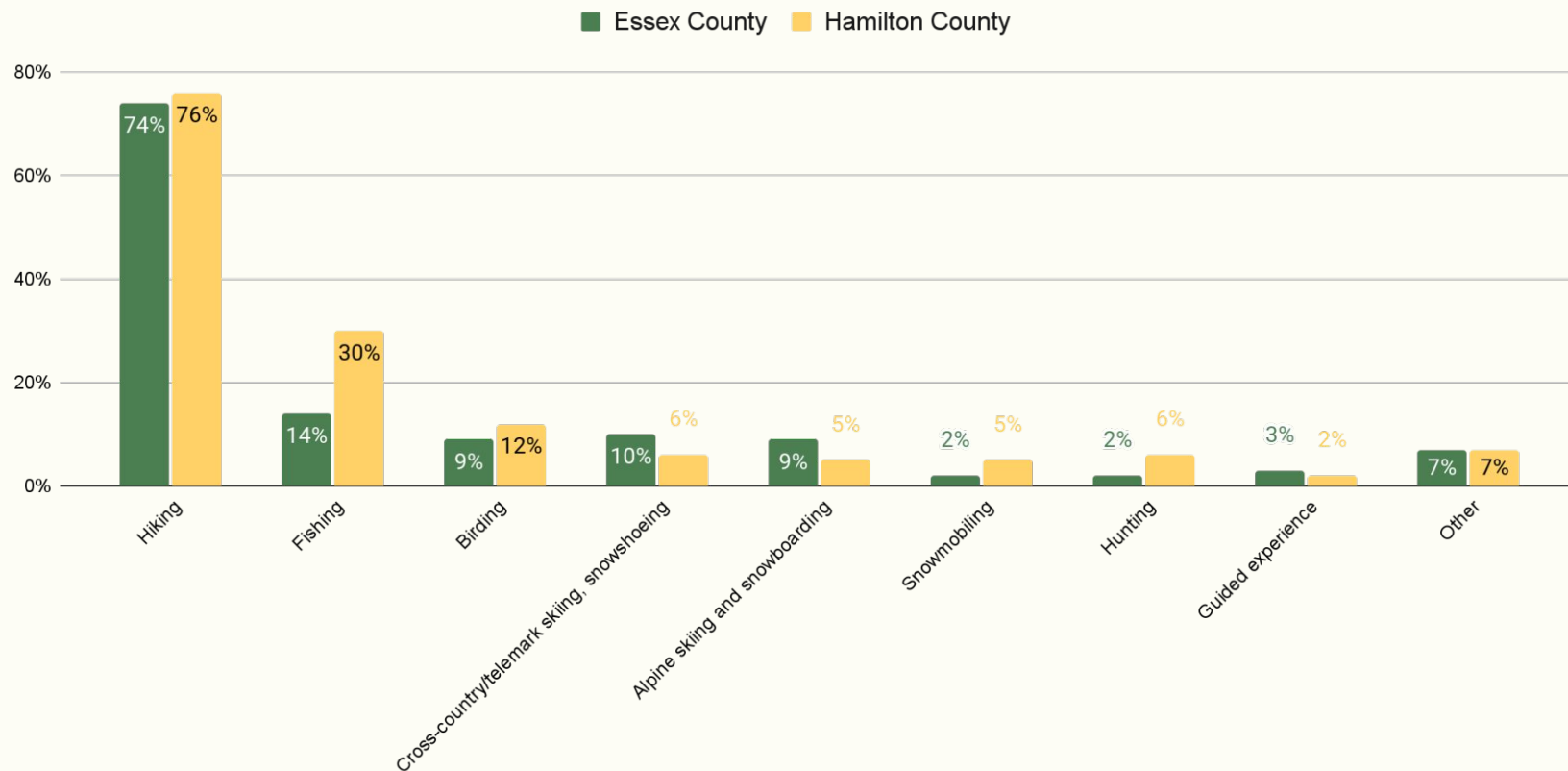
## Hamilton County



# Outdoor Spring/Summer activities

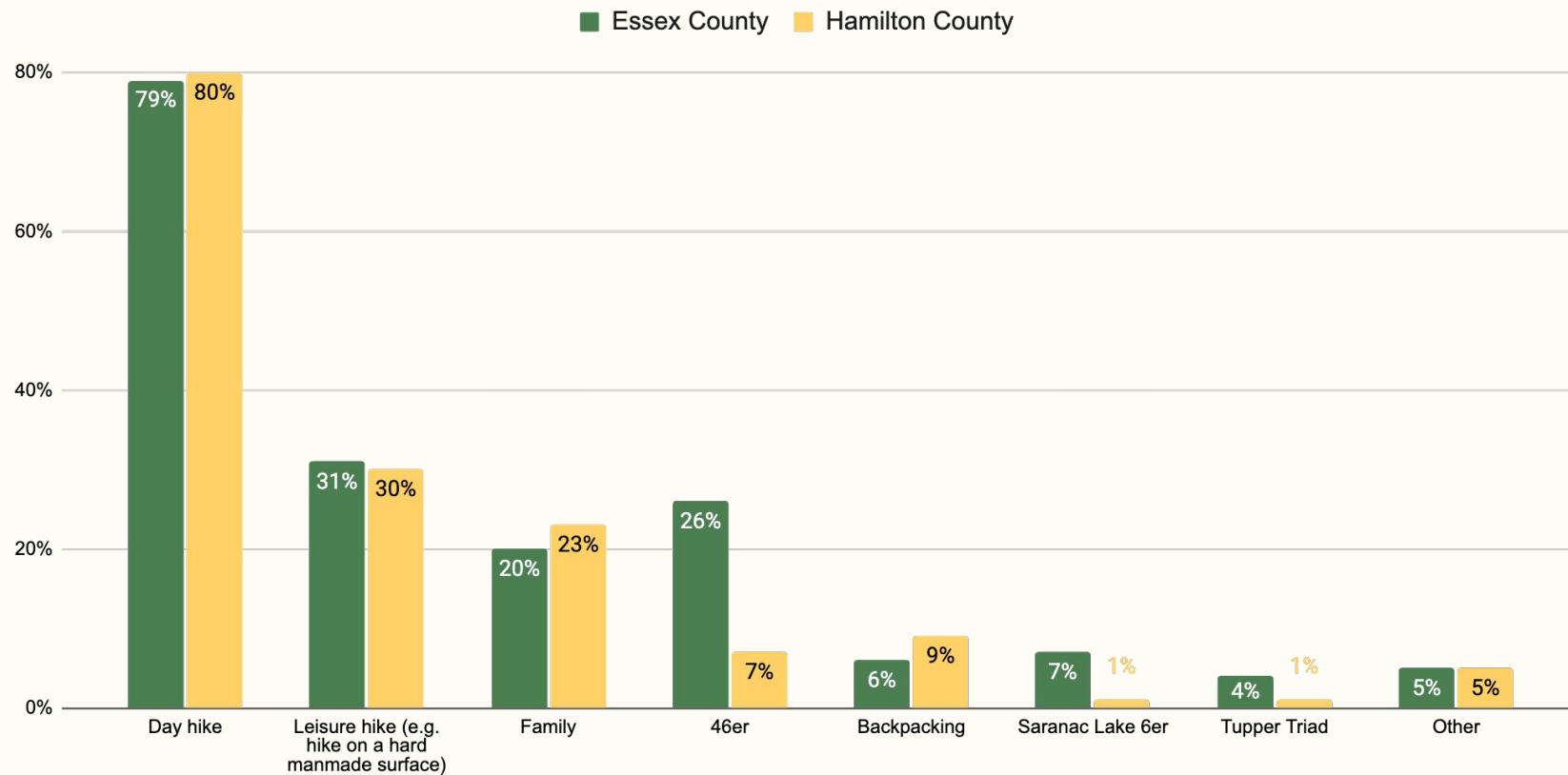


# Outdoor Fall/Winter activities



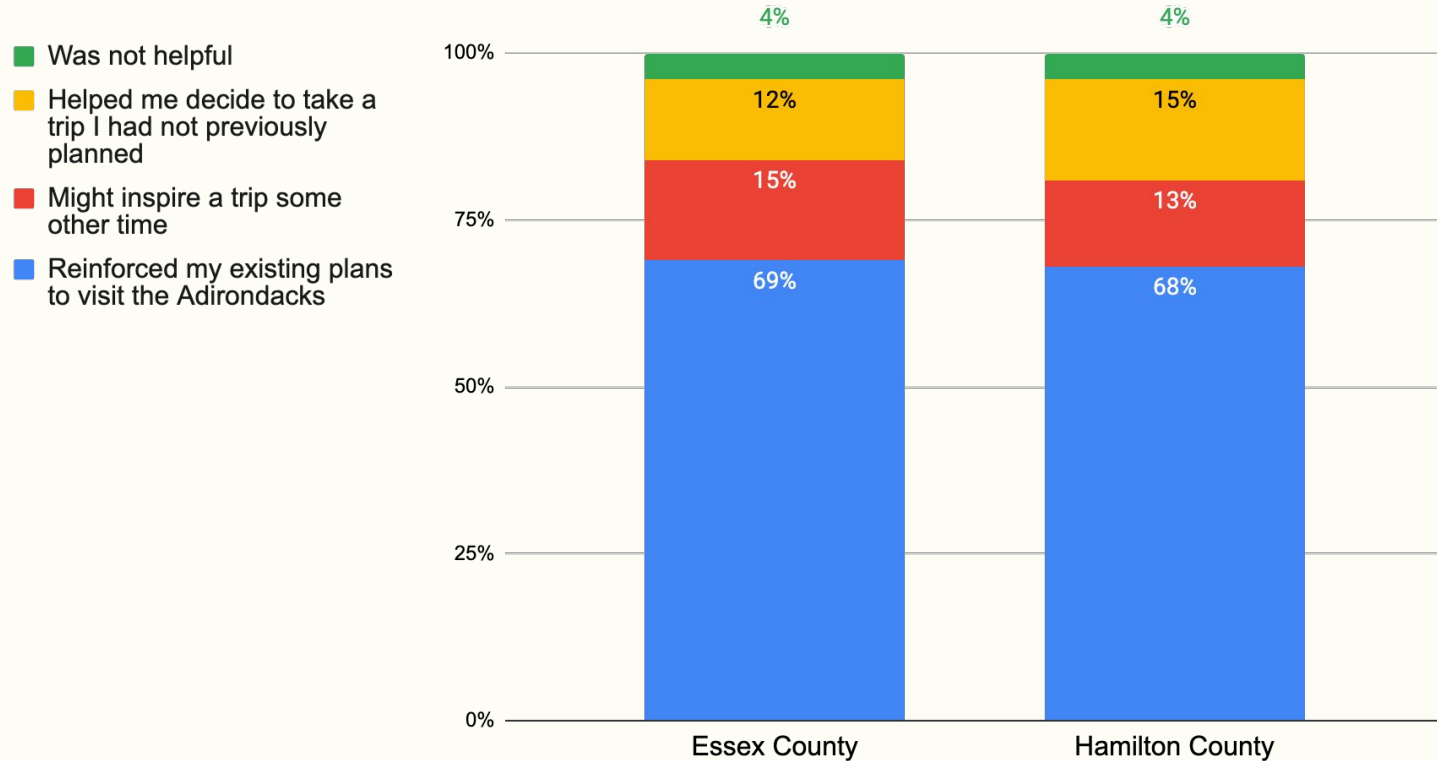


# Hiking breakdown



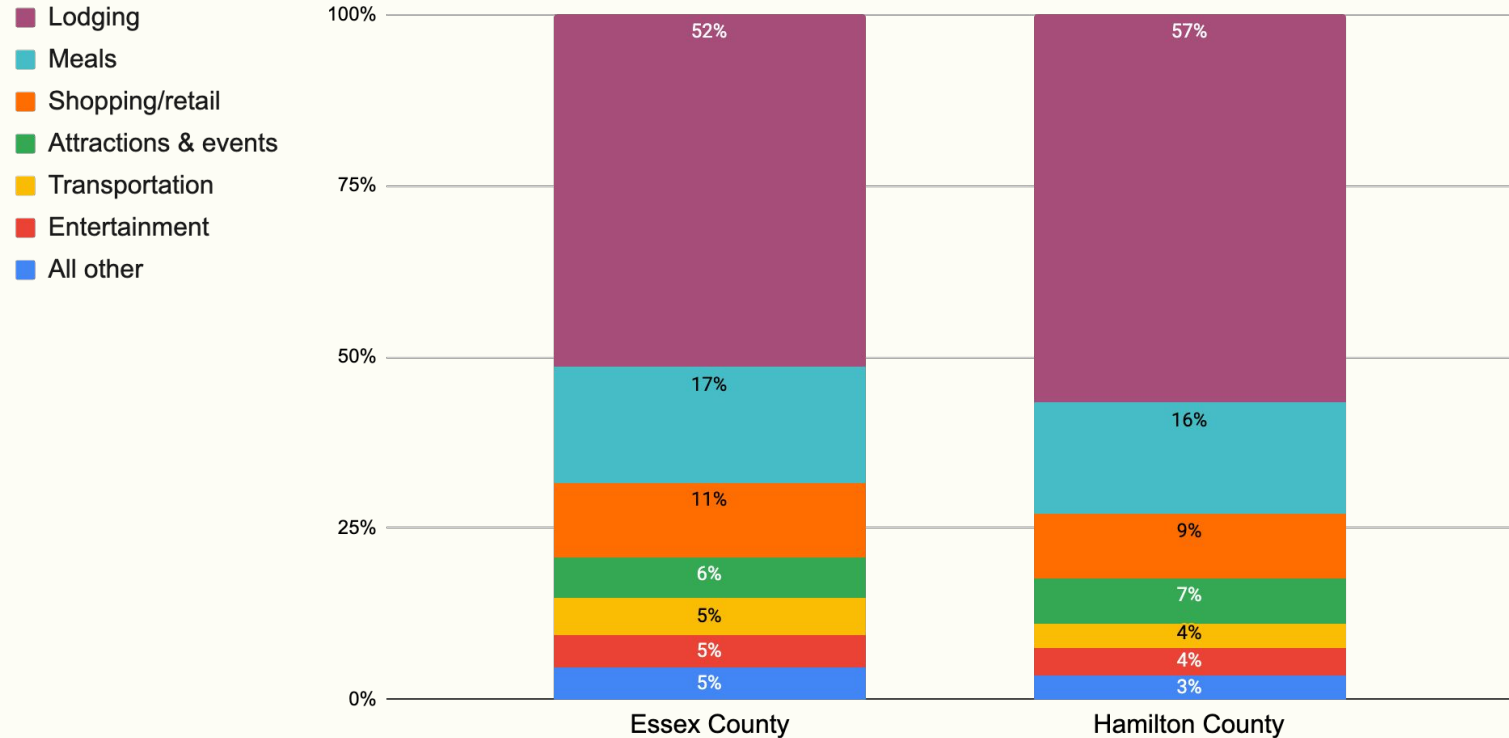
# Conversion rate from viewing ROOST marketing materials

## 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

# Hamilton County Visitor Profile



# Visitor profile

## Hamilton County

- Average traveler party age of respondents was 61 years old, slightly higher than reported in recent years (59 years).
- The average reported total traveler party size dropped for the second year among 2024 visitor respondents, to 2.7 adults and 0.7 children, or 3.4 overall.
- Visitation by respondents from within New York state stayed consistent with the last several years at 81% of respondents. Half (50%) reported coming from northern New York counties. Twenty-five percent (25%) reported from central New York state. Thirteen percent percent reported from western New York and 12% from New York City/metro and downstate New York.
- Northeastern state visitors from outside of New York rose for the third year slightly, to 15% of respondents.
- Less than 1% of respondents reported from Canada.



# Visitor profile

## Hamilton County

- Average stay length reported by 2024 travelers is 4.6 nights which is higher than the prior year (3.7) and the five-year average of 4.5 nights.
- Camping/RV continued to be the most commonly reported lodging choice among visitors and increased to one of three respondents (33%).
- The most popular reported attraction to visit the region continued to be outdoor activities, with 68% of respondents selecting this response.
- “Relaxing, dining and shopping” remained the second most expressed reason to visit the area by 49% of respondents. Sightseeing (43%) and visiting friends (27%) rounded out the top areas of interest and are consistent with past data.
- More than three out of four (76%) of respondents who indicated that they came to the area for outdoor activities stated that hiking was a primary activity of interest.

# Visitor profile

## Hamilton County

- The average daily traveler party spending in 2024 dropped substantially to \$314 (from \$429 in 2023) after two years of “double digit” growth. The total estimated average trip expenditure for 2024 visitors is \$1,444, a drop from the prior year of \$1,590, but still higher than any other year in this research since before 2023 and above the five-year average.
- Reported spending on lodging increased slightly from the prior year, to \$819 from \$797.
- All other specific spending categories showed declines from the prior year, including a modest drop in average meal and transportation expenditures, but marked drops in shopping, entertainment, attractions and events. “Other” expenditures remained flat. These declines appear to show visitor spending restraint in 2024 in areas of the most flexibility in travel spending.

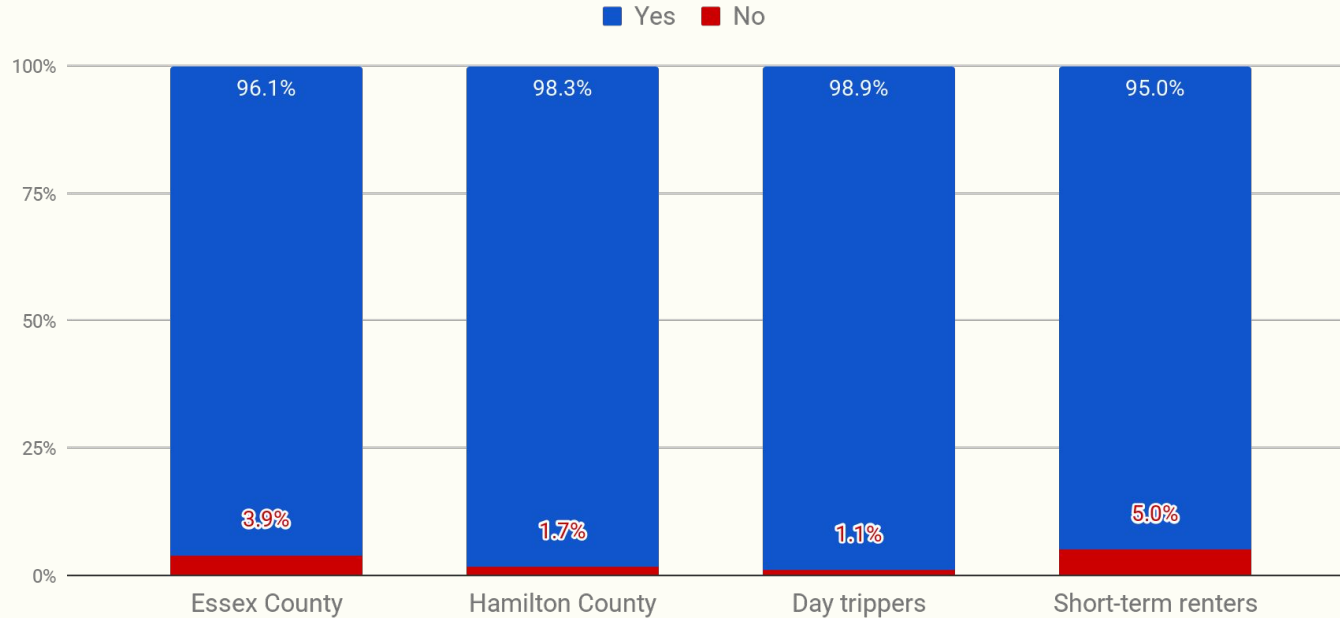


# Regional Visitor Sentiment



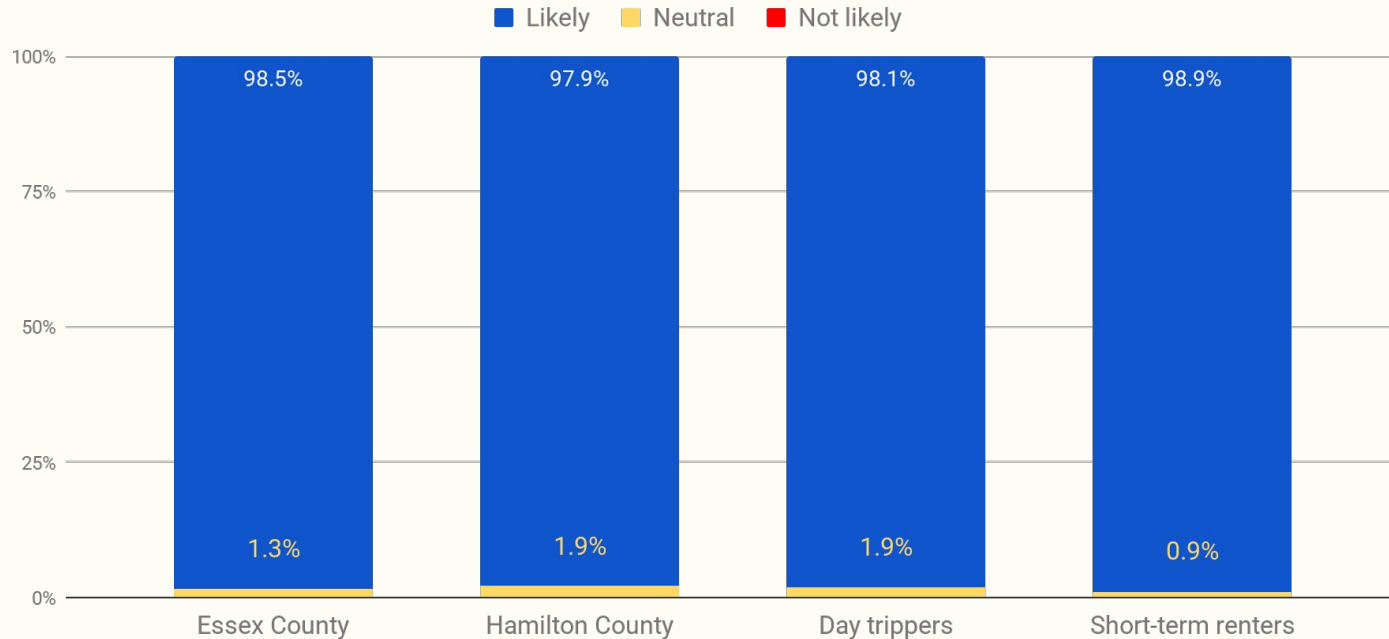
# Regional visitor sentiment

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?

