

# Tupper Lake Tinman 2024

Survey and direct spend  
August 2024



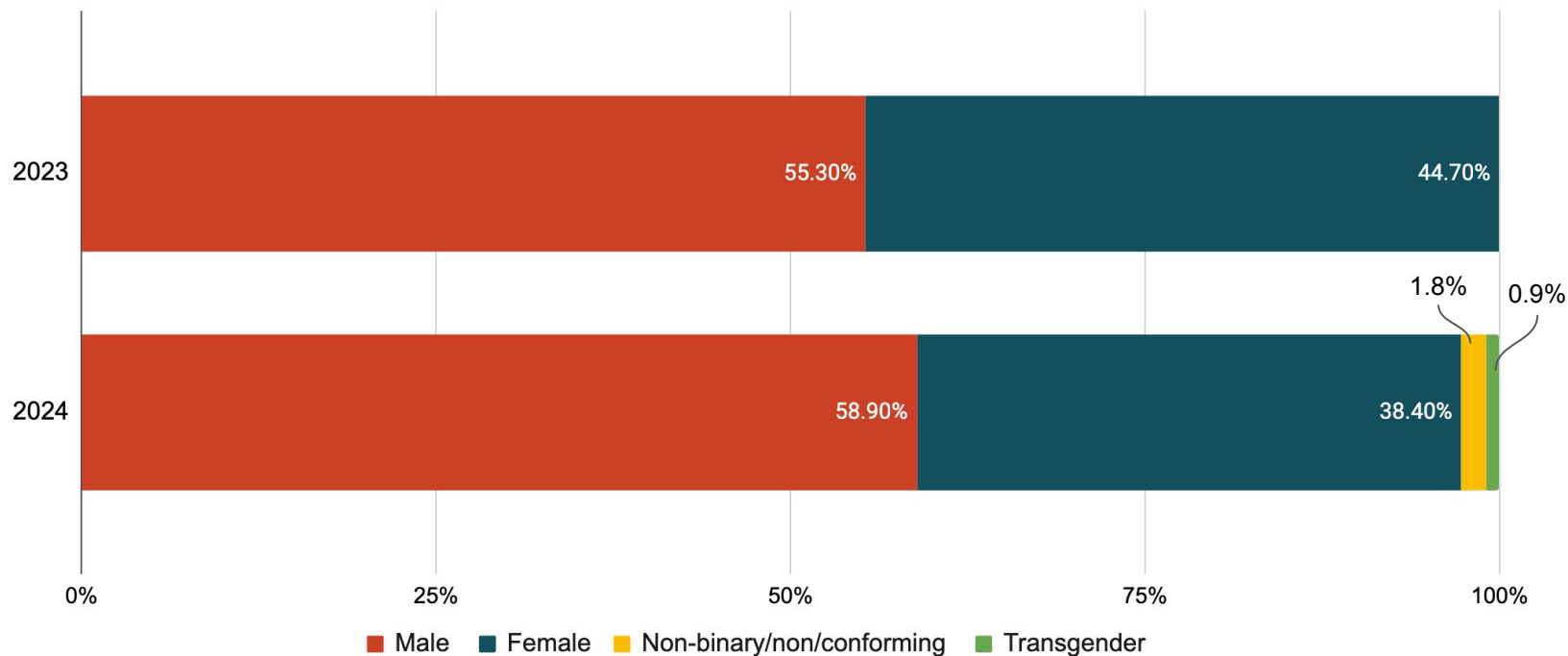
# Methodology



- Athletes were invited to take the survey through a notification at packet pickup, in a post-race email and social media post.
- The respondents were entered to win a free pass for next year's race.
- Of the 464 Tinman participants this year, 112 people completed the survey, resulting in a 8% margin of error.

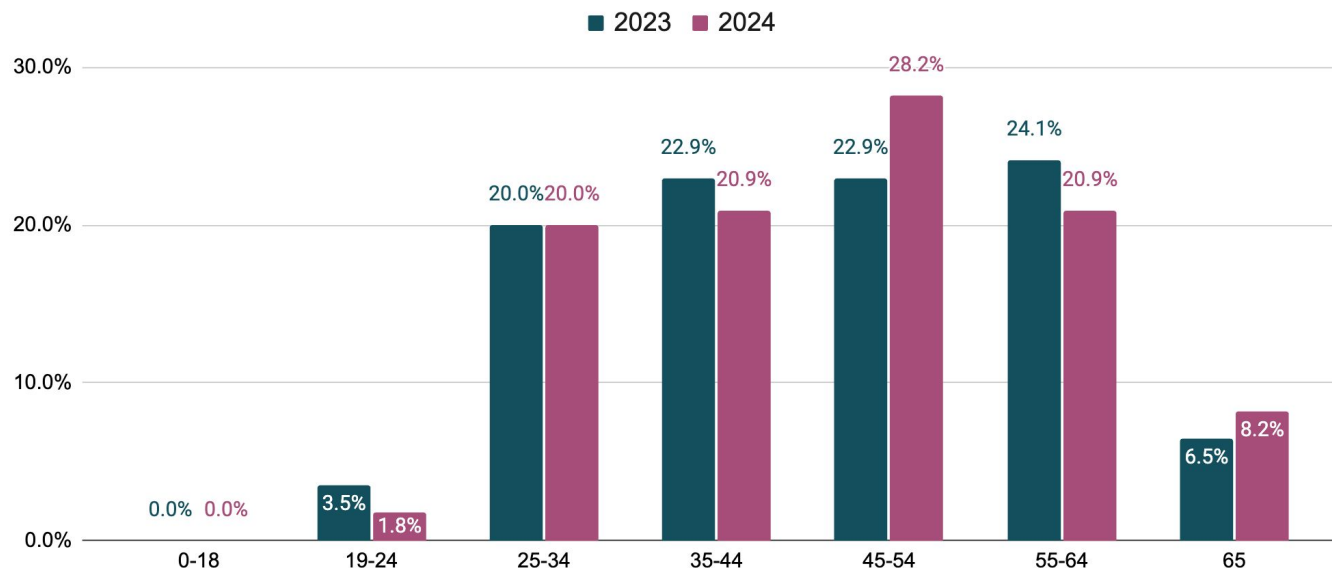
# Participant demographics

## Gender breakdown



# Participant demographics

## Age breakdown



# Participant demographics

Distance traveled and top cities

2024

Average (miles)

**173.30**

2023

Average (miles)

**195.47**

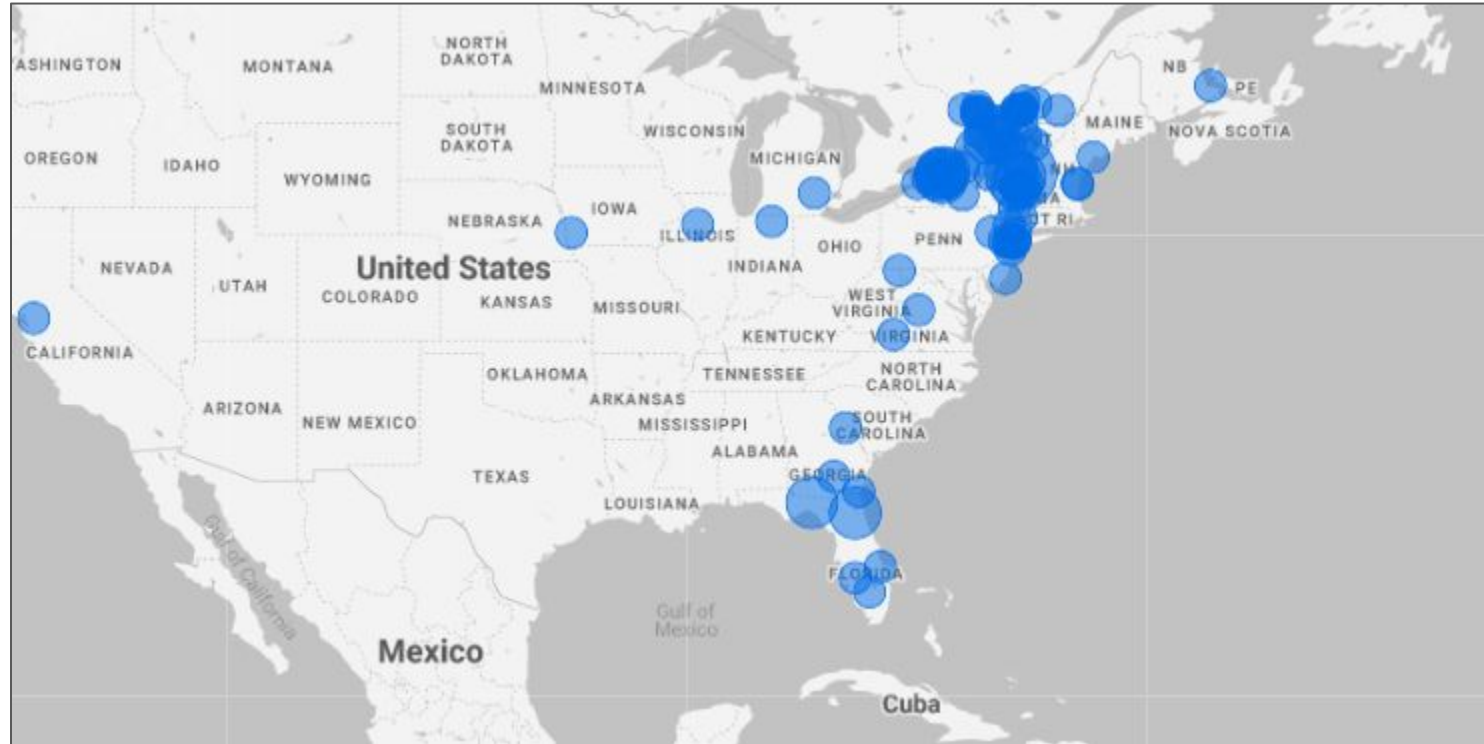
Visitor to resident ratio

**6.46**

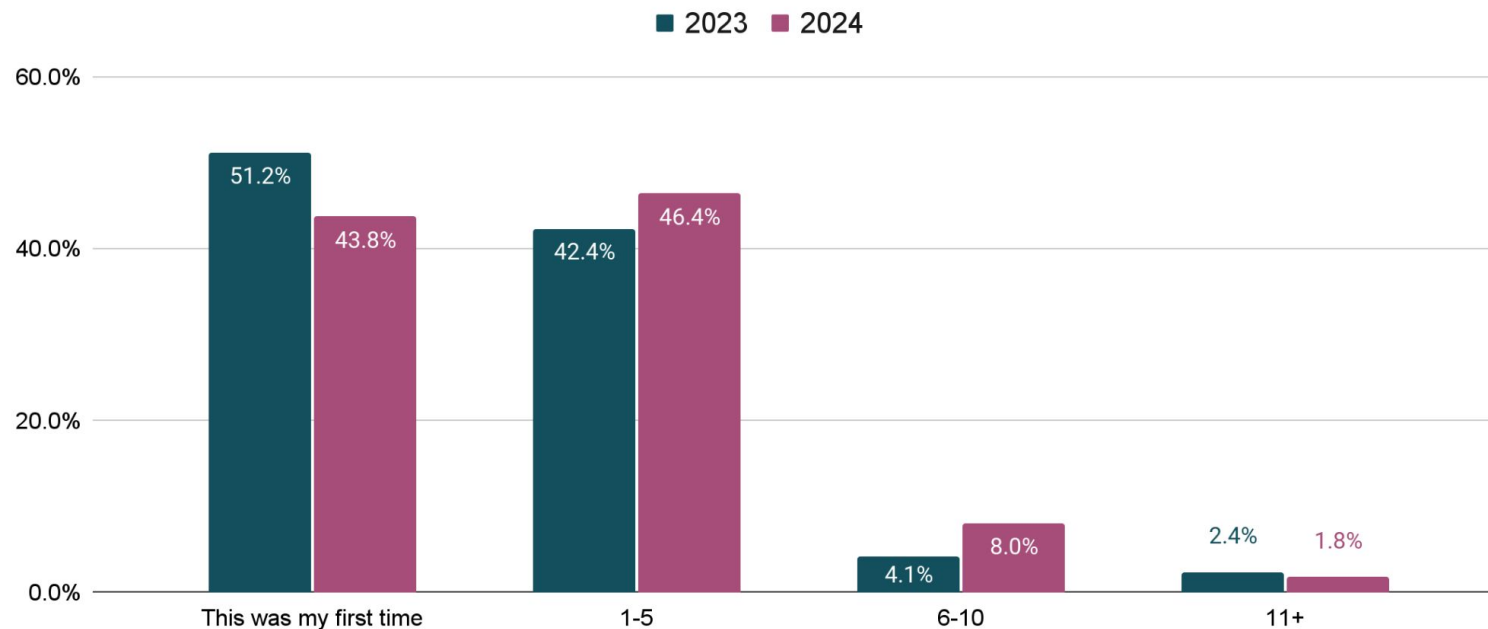
Breakdown of Registrants

State	2023 registrants	2024 registrants	Change
New York	319	271	-48
Quebec	62	57	-5
New Jersey	34	23	-11
Ontario	18	19	1
Massachusetts	17	17	0
Pennsylvania	23	17	-6
Vermont	11	16	5
Maine	3	6	3
Connecticut	13	5	-8
Virginia	1	5	4
Other	25	28	3

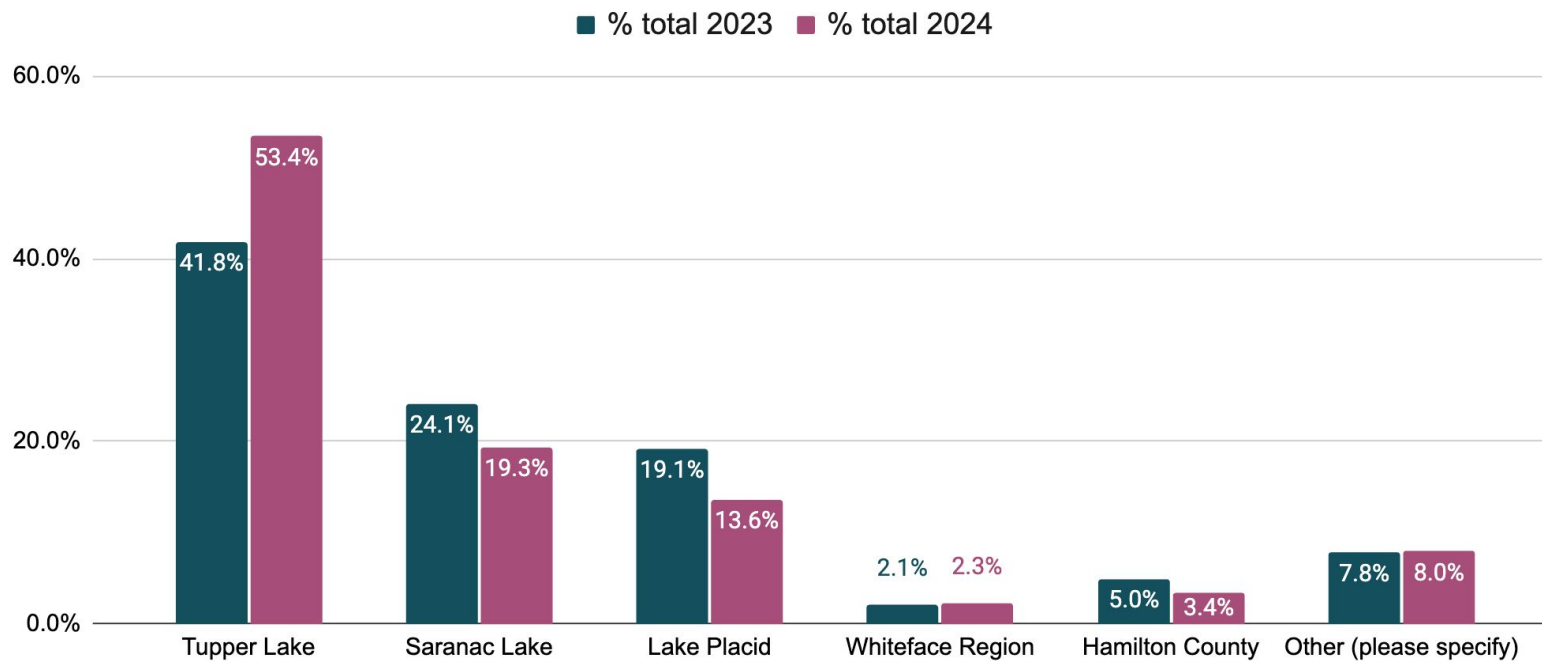
# Participant demographics



# Not including this year, how many times have you participated in the Tupper Lake Tinman?

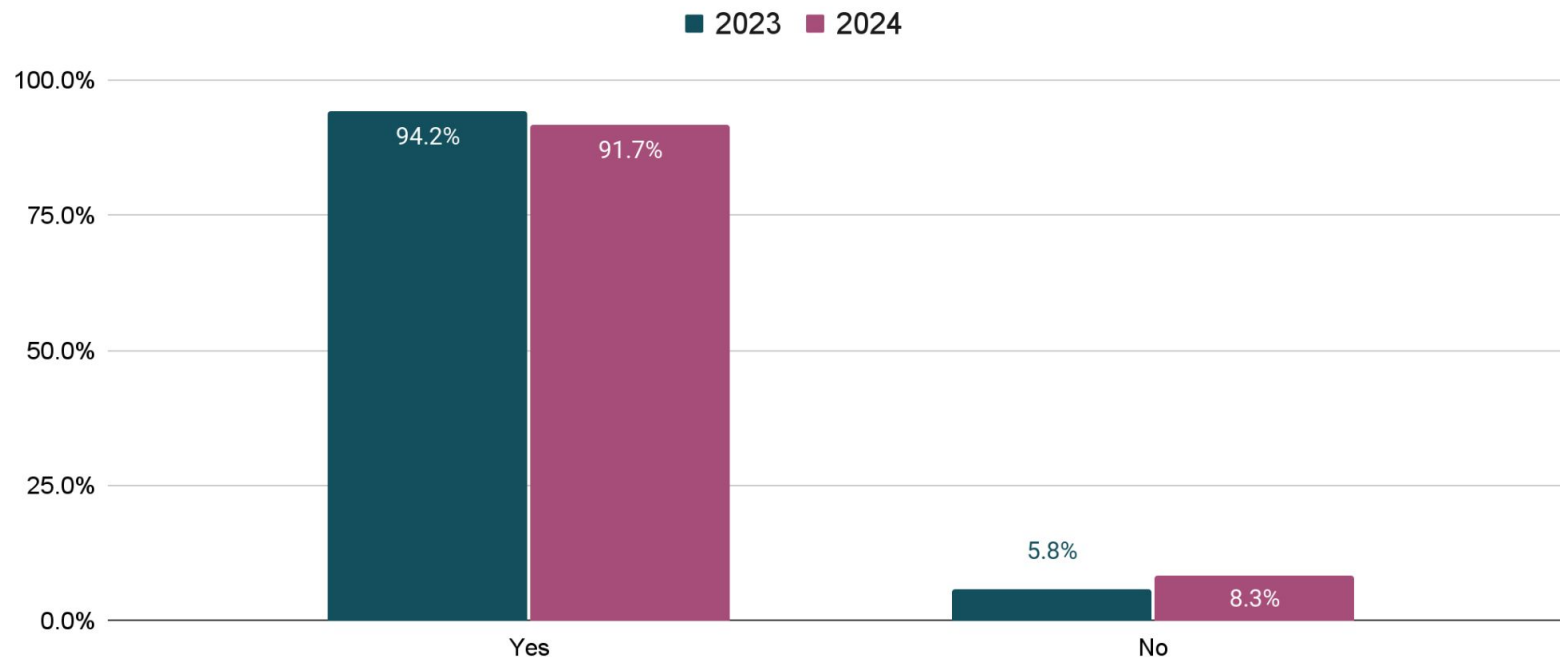


# Where did you stay?

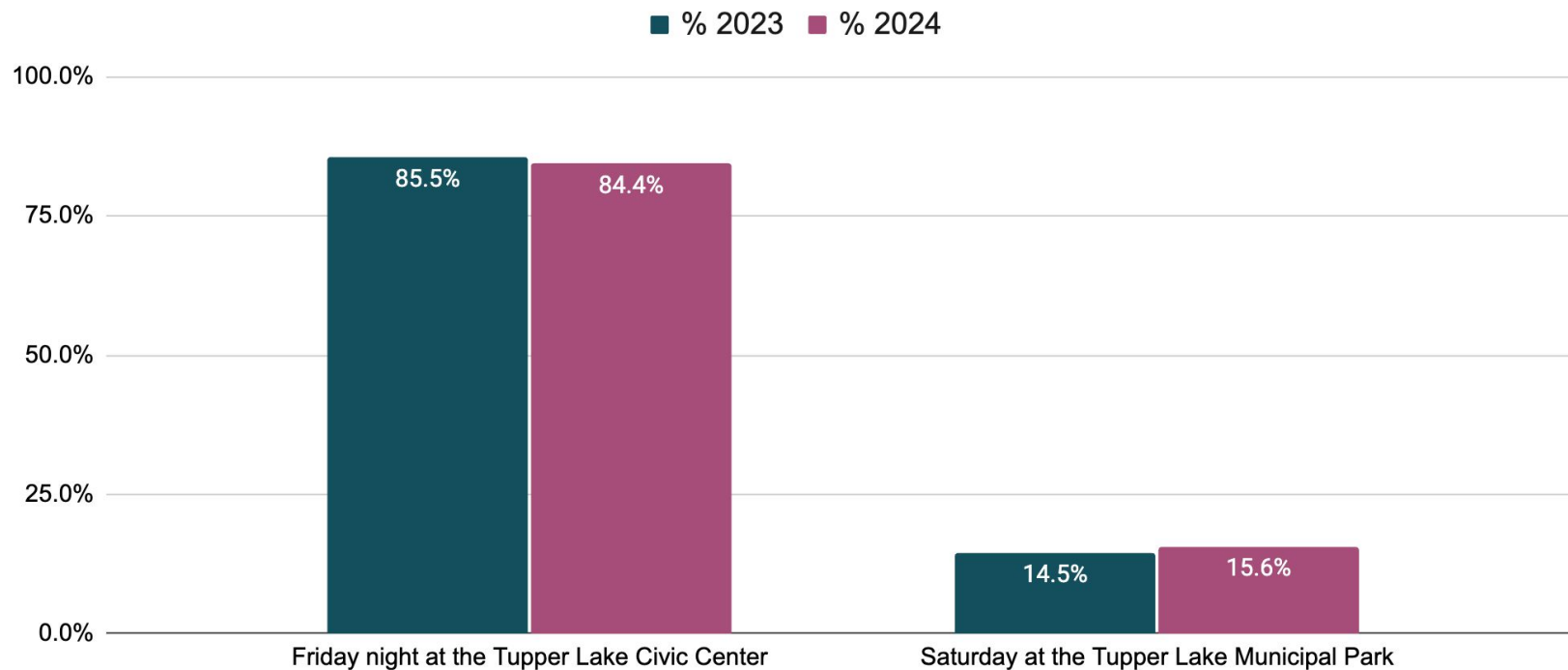




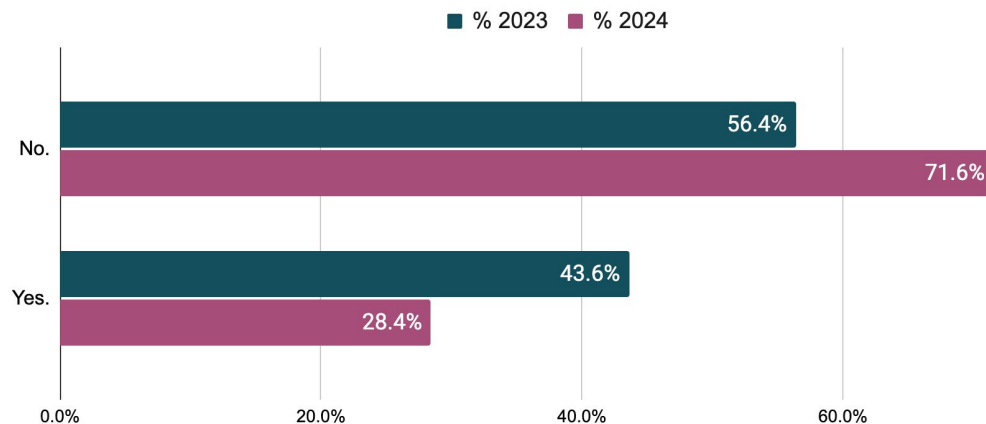
# Would you participate in the Tupper Lake Tinman again?



# When did you check in and pick up your race packet?



# Did you attend the vendor expo?



How satisfied were you with the vendor expo?\*

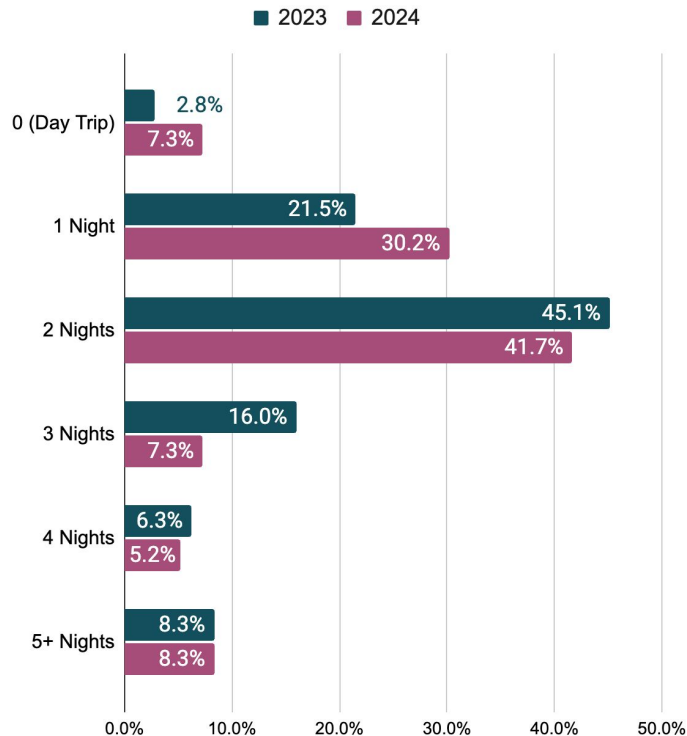


2023: 3.59

1-Very dissatisfied, 2-Dissatisfied, 3-Neither satisfied nor dissatisfied, 4-Satisfied, 5-Very satisfied

\*Only asked to the respondents that answered they had attended the vendor expo

# How many nights did you stay for the Tinman race?



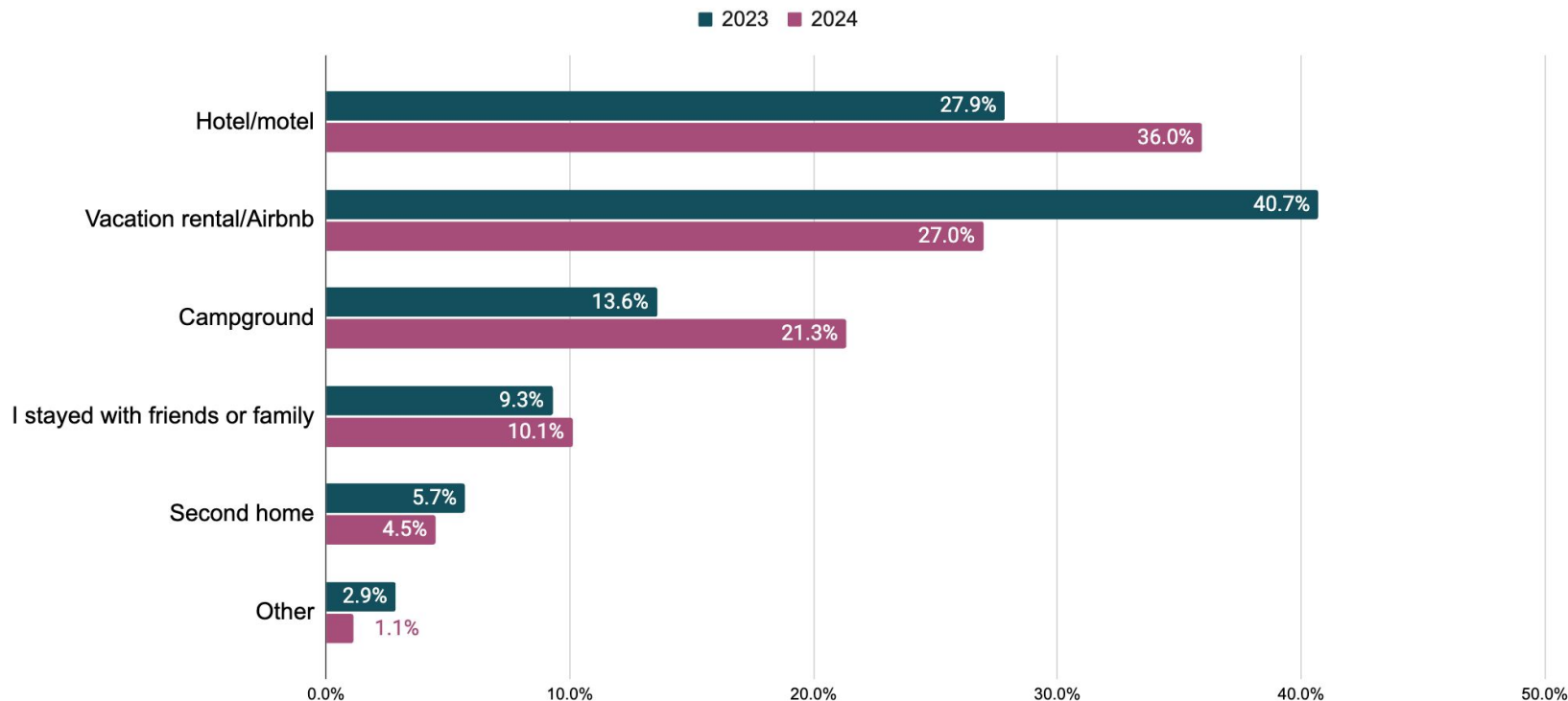
Average length of stay 2024:

**2.35 nights**

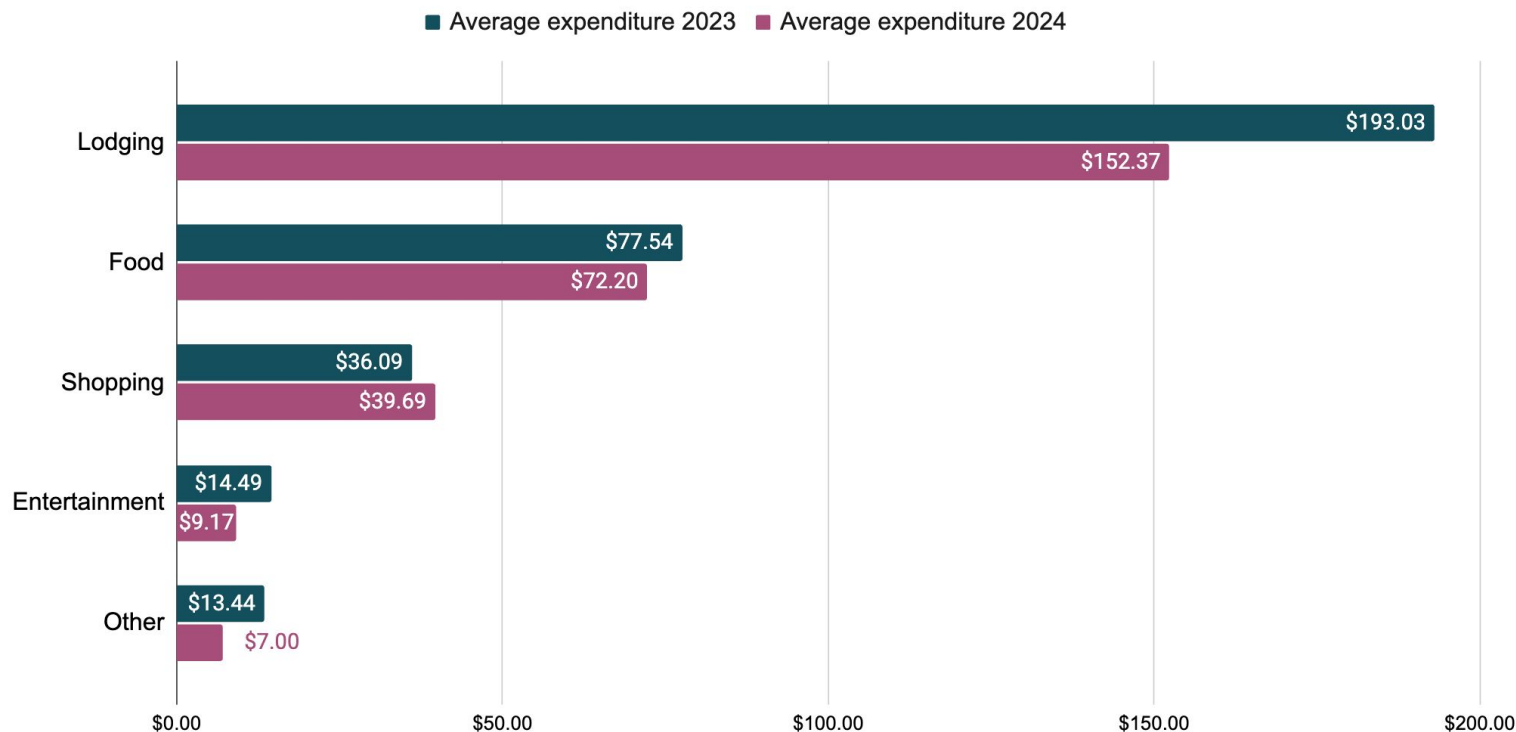
Average length of stay 2023:

**2.57 nights**

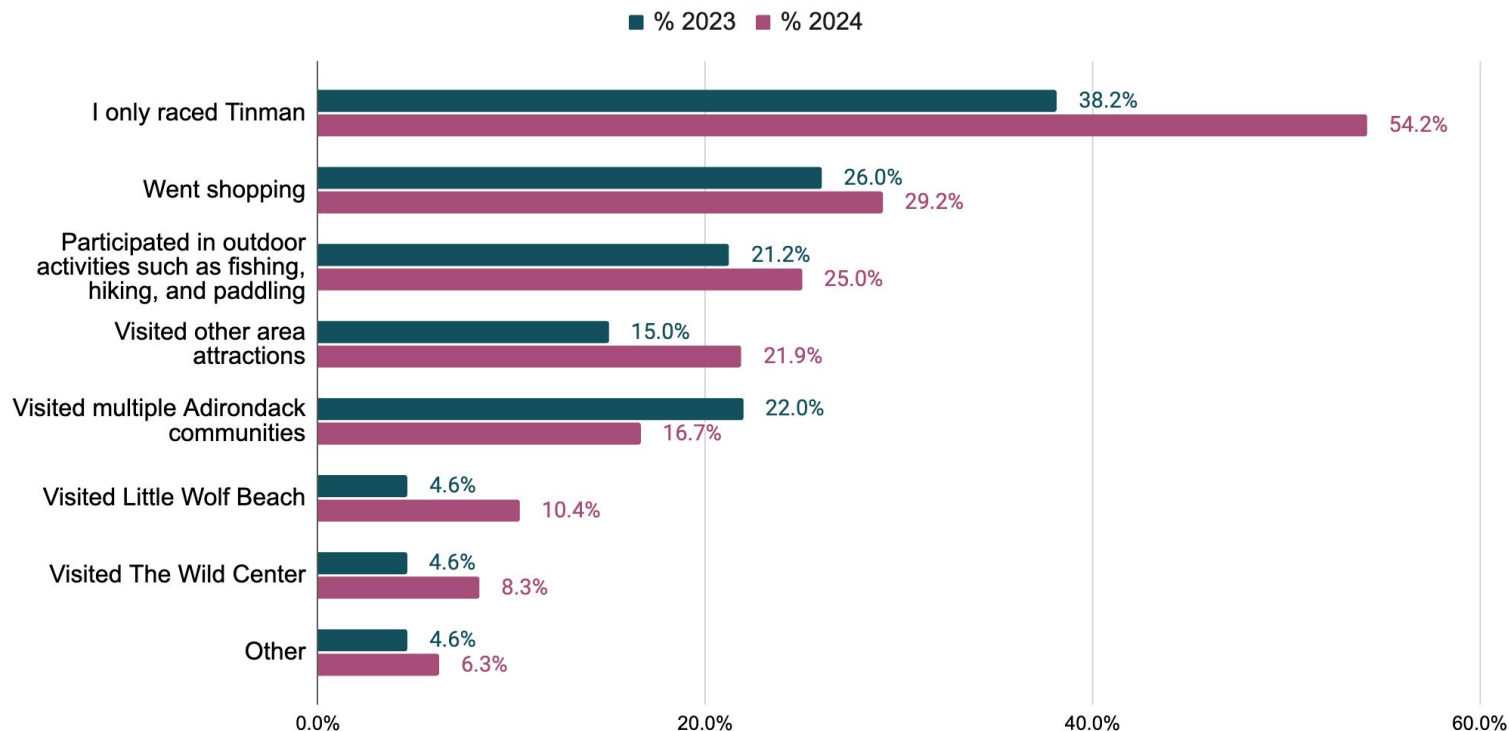
# What was your primary type of lodging?



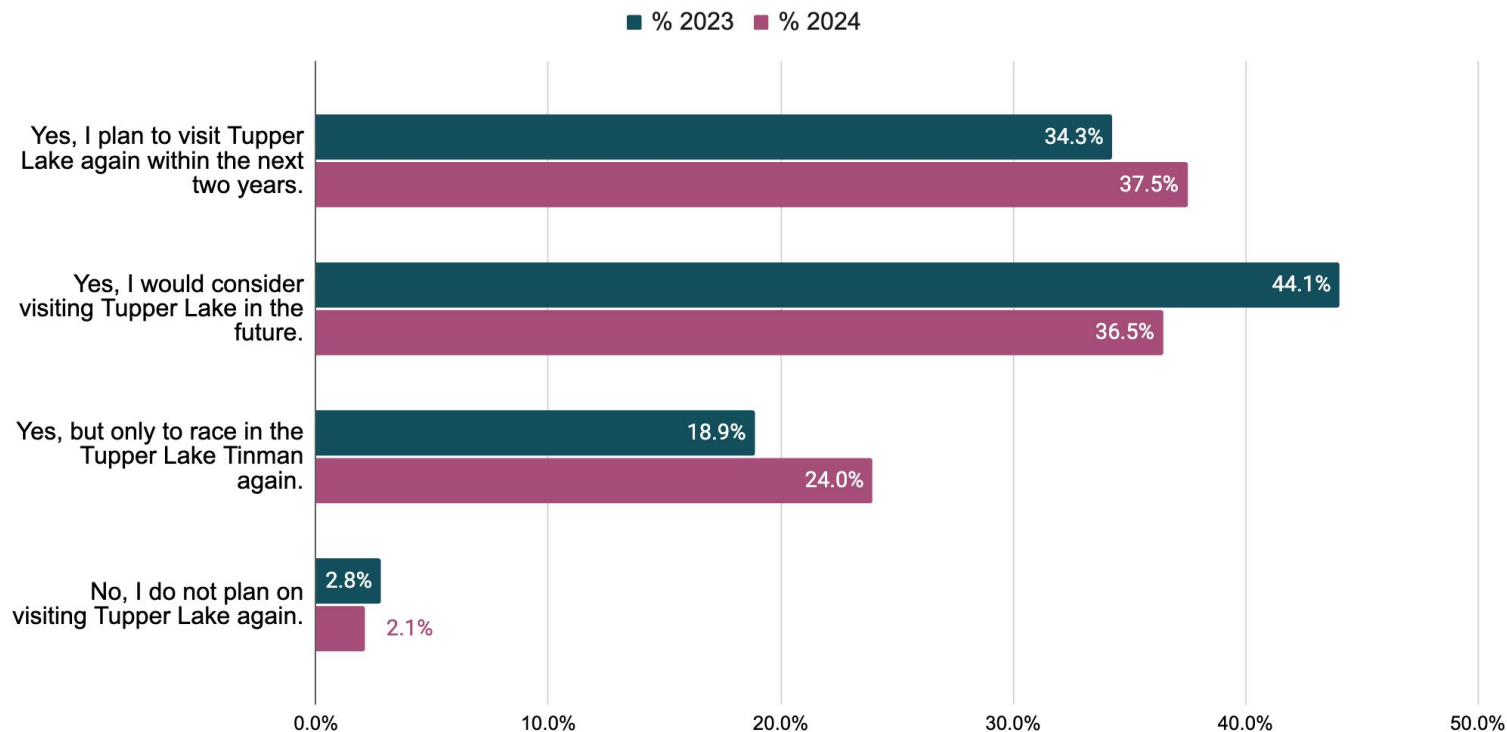
# What were your estimated daily expenditures for the following categories?



# While you were in the Adirondacks for Tinman what other activities did you do? (select all that apply)



# Would you consider visiting Tupper Lake again? (Pick the answer that best applies)



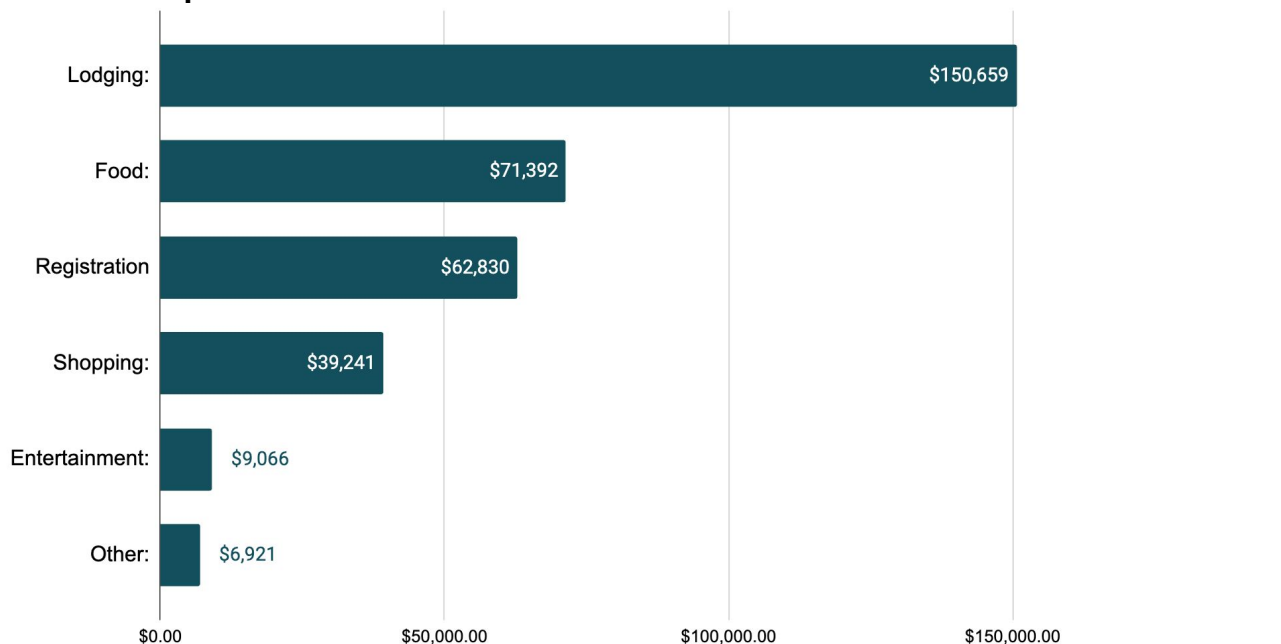


Please rate your satisfaction with the following:



1-Very dissatisfied, 2-Dissatisfied, 3-Neither satisfied nor dissatisfied, 4-Satisfied, 5-Very satisfied

## Estimated total expenditures:



**Total Pretax Estimated Regional Direct Spend: \$256,995**

**Estimated county tax\*: \$12,697**

\*Direct spend calculated using reported daily expenditures multiplied by average nights spent and number of participants traveling more than 50 miles to the race. Sales tax calculated assuming that reported total expenditures gathered from survey include sales tax, and excludes registration fees and the estimated share of all nontaxable lodging. Nontaxable lodging is considered staying with friends and family, camping, and staying in a second home.

# Key Findings

- The share of respondents who reported staying in Tupper Lake for the race increased over 11%, from 41.8% in 2023 to 53.4% in 2024. This is the second consecutive year we've seen this shift.
- There were fewer in-state registrants for the 2024 event compared to 2023.
- Average length of stay decreased slightly from 2.57 in 2023 to 2.35 in 2024.
- The share of respondents who reported only visiting the region for the Tinman event increased 14.2%, from 38.2% in 2023 to 54.2% in 2024.
- Estimated daily expenditures decreased from 2023 across all categories from shopping.
- The decline in participation, length of stay, and reported daily expenditures led to a 35% reduction in the estimated regional direct spending generated by the event. (\$396,576/\$256,995)