

# Empire State Winter Games

2025 Direct Spend Analysis

ROOST

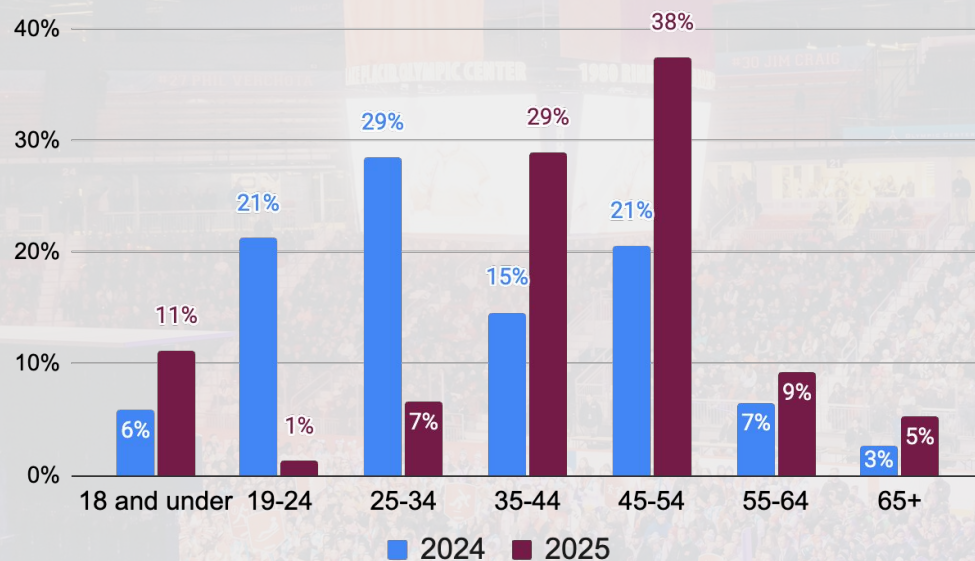
# Preface

- In 2025, ROOST partnered with Adirondack Sports Council to survey Empire State Winter Games participants to determine the impact of the event.
- Athletes were invited to take the survey through two post-race emails.
- The respondents were entered to win a \$100 cash gift card.
- 220 people completed the survey, resulting in a **7%** margin of error.
- Participation in the survey significantly dropped from the year prior. Direct comparisons are not recommended due to potential shifts in respondent demographics and sample size variability.

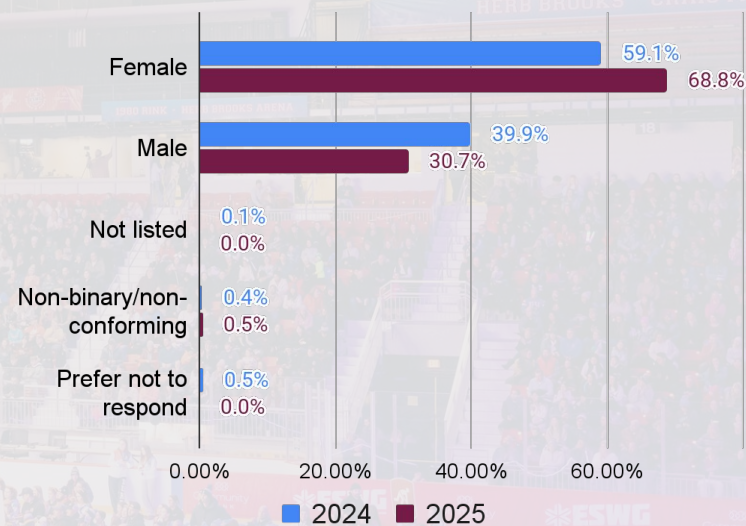


# Demographics

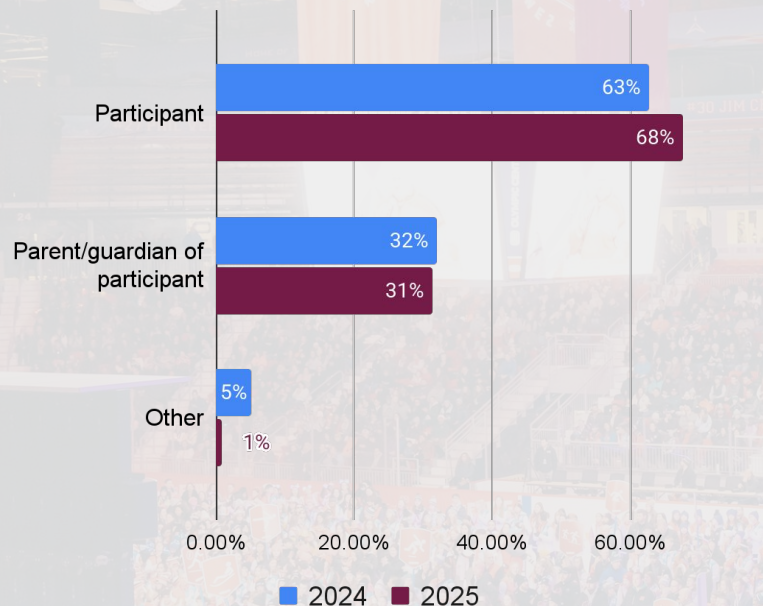
## Age



## Gender



# Demographics continued



## Top market areas

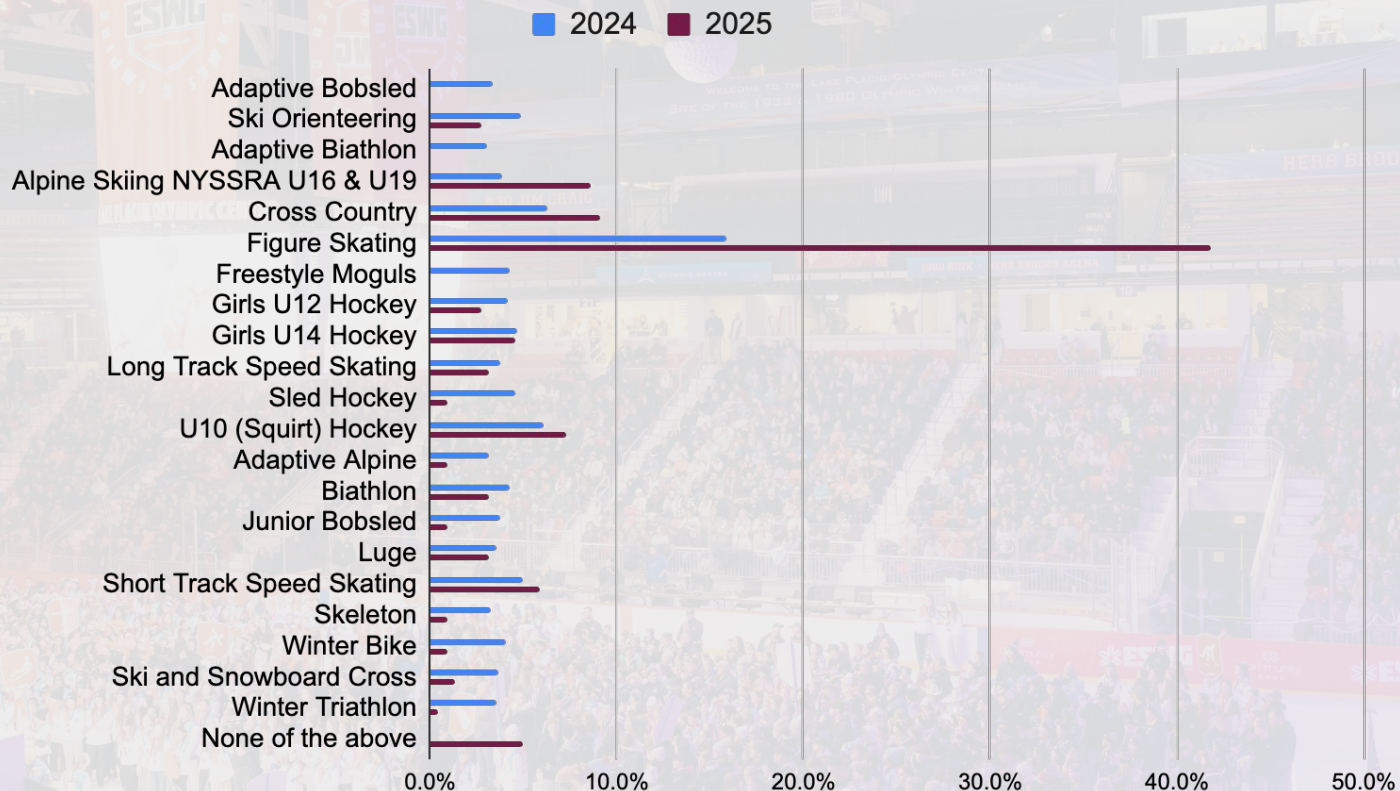
1. New York, NY
2. Albany-Schenectady-Troy, NY
3. Syracuse, NY
4. Burlington, VT-Plattsburgh, NY
5. Rochester, NY
6. Buffalo, NY
7. Watertown, NY
8. Ontario

## Top cities

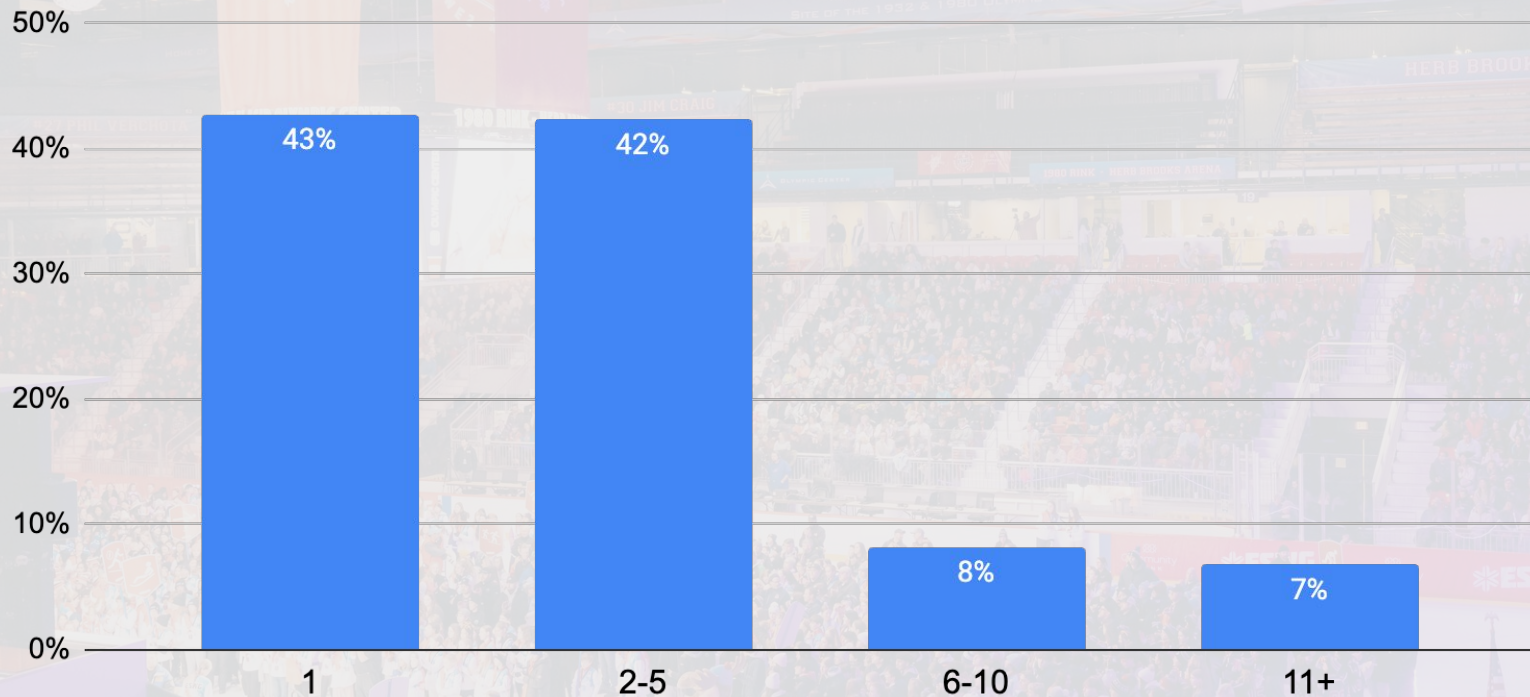
1. Rochester, NY
2. Buffalo, NY
3. Saratoga Springs, NY
4. Rome, NY
5. Brockville, Ontario
6. New York, NY
7. West Chester, PA
8. Albany, NY
9. Ithaca, NY
10. Canandaigua, NY



# Survey participation by event

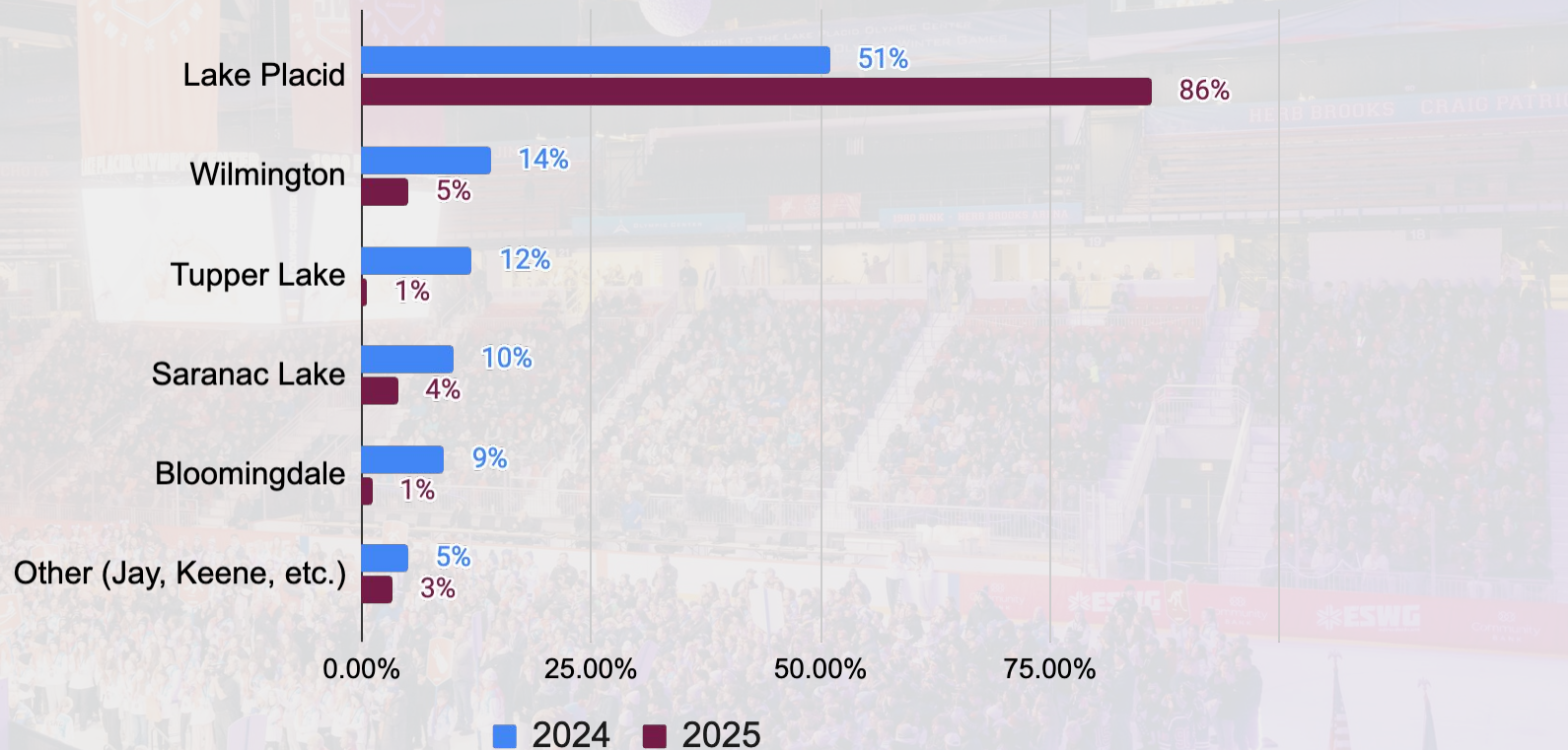


How many times have you participated in the Empire State Winter Games (ESWG)?

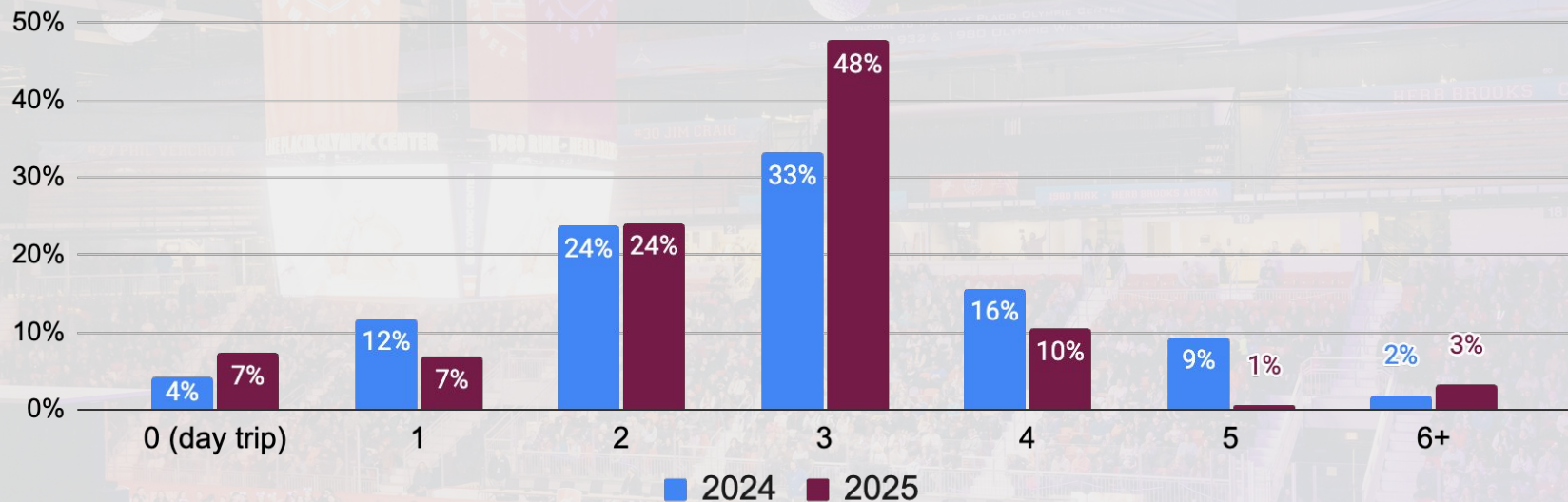




# Where did you stay for the event?



# How many nights did you spend in the area?

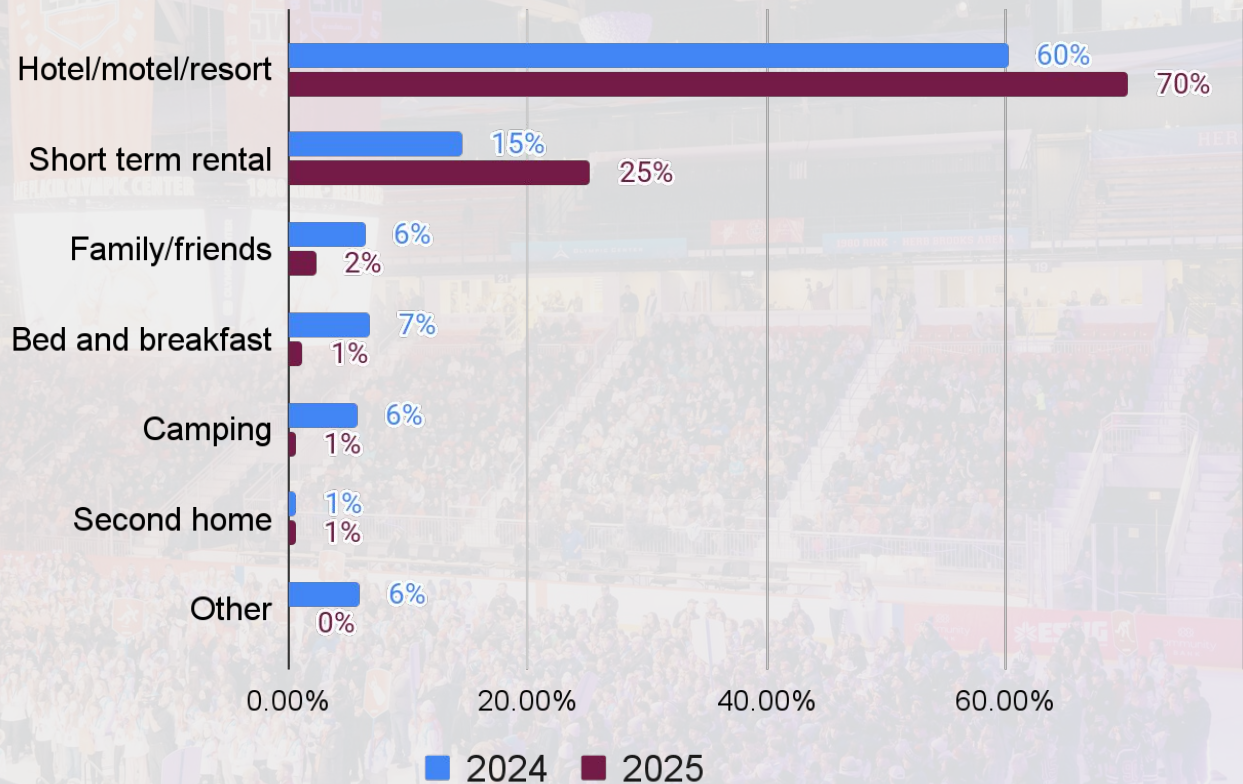


Average nights stayed for ESWG participants: 2.68

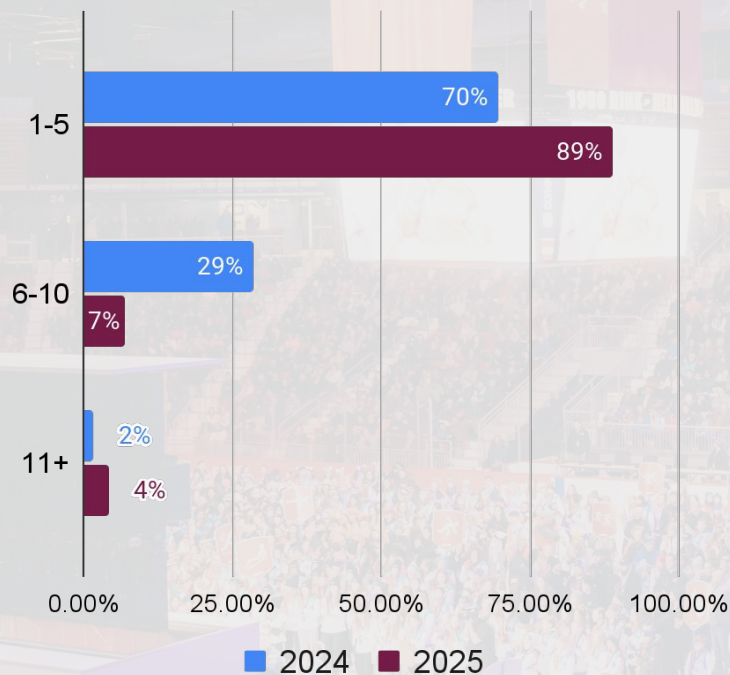
2024 average nights stayed for ESWG participants: 2.92



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



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

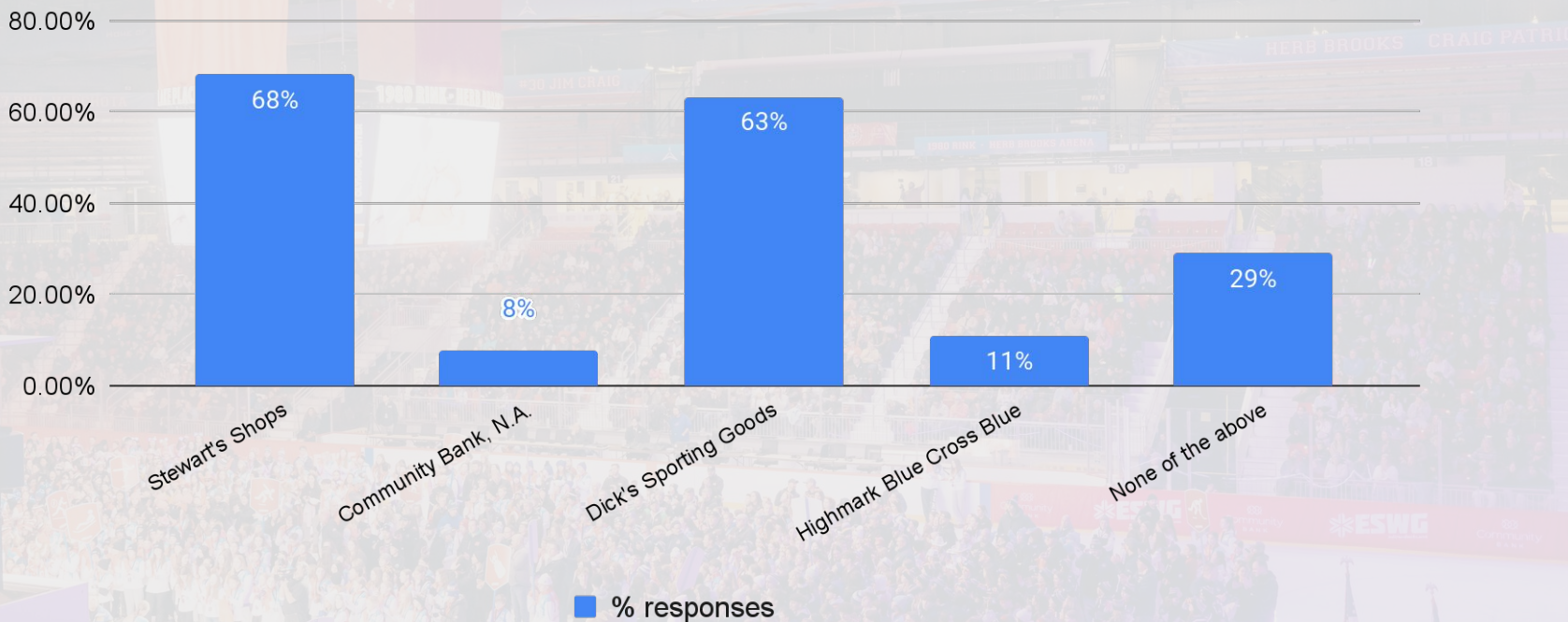


	2024	2025
Average party size	4.6	3.8
Average number of adults	3.5	2.4
Average number of children	1.4	1.5



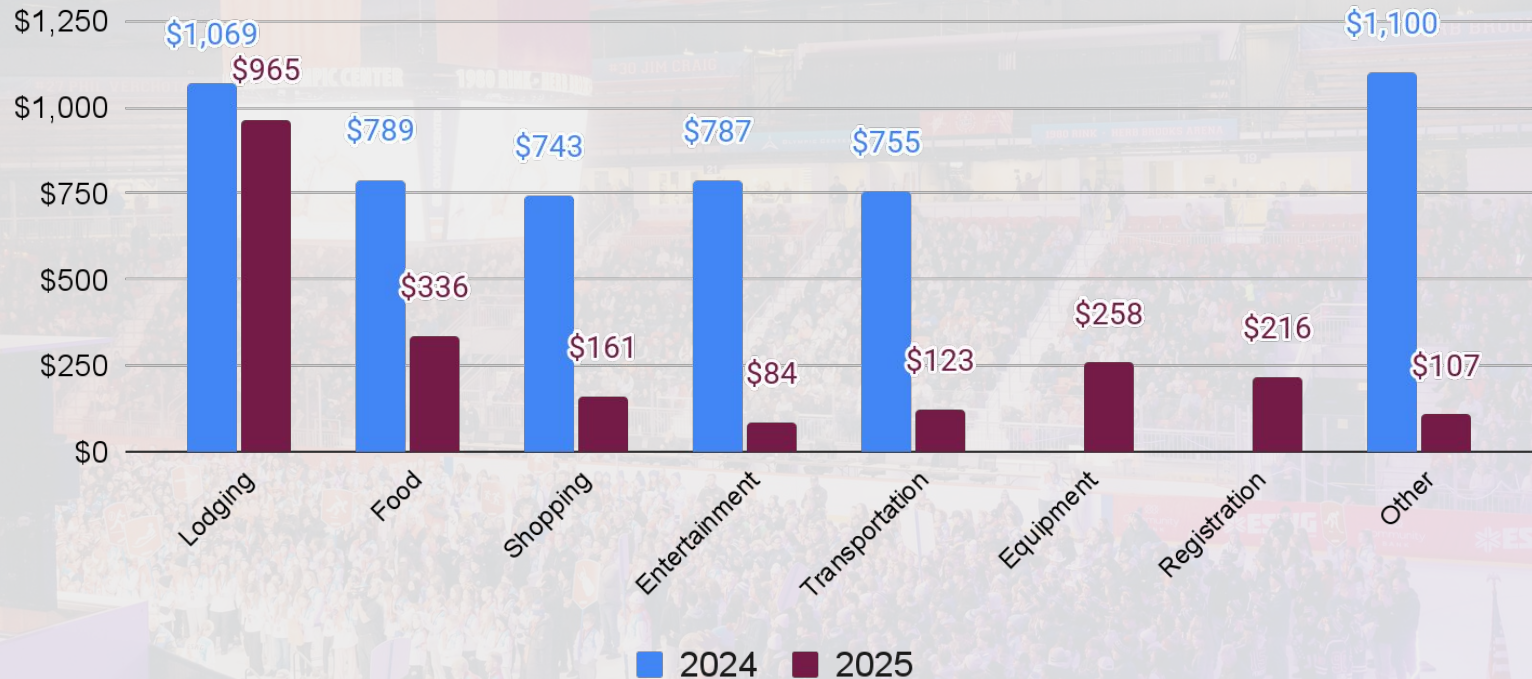
# Are you a customer of any of the following businesses?

(Select all that apply)



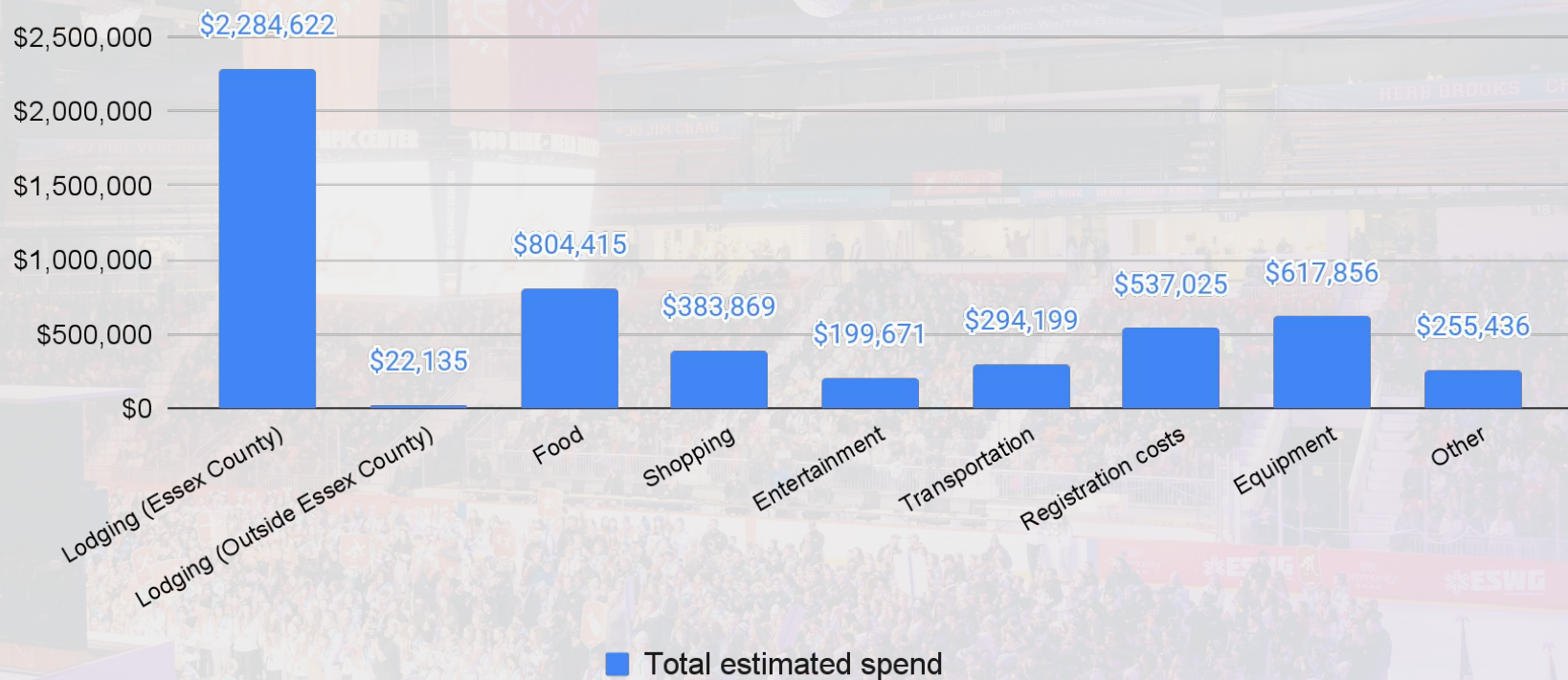
# Average trip expenditure by category Essex County

Note: The 2024 survey did not contain breakouts for equipment and registration costs.





# Total estimated expenditure by category Essex County



The background is a faded, high-angle photograph of a large indoor arena, likely a sports or event venue. The arena is filled with a large crowd of people seated in tiered bleachers. Several large banners hang from the ceiling, including one with the 'ESWG' logo. The overall scene is brightly lit, suggesting a major event or competition.

Total Estimated Direct Spend:

**\$5,377,094\***

\*\$188,410 of which is in Essex County Sales and Occupancy Taxes.

Does not include \$22,135 in lodging expenditures outside of Essex County. Direct spend calculated with 7% margin of error using a sample size of 220 respondents of 2,481 total participants.