



# Adirondack Distance Fest

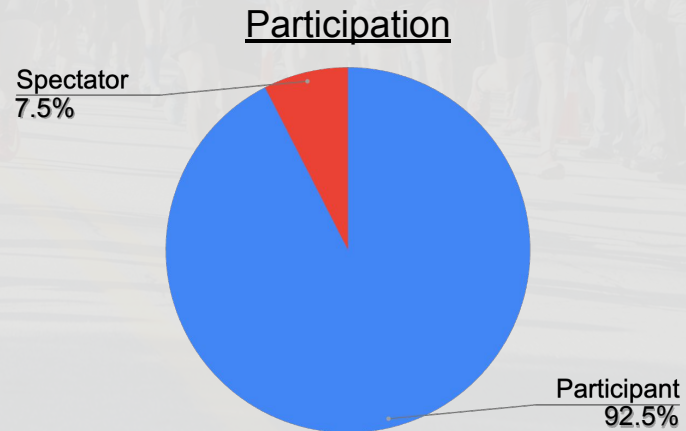
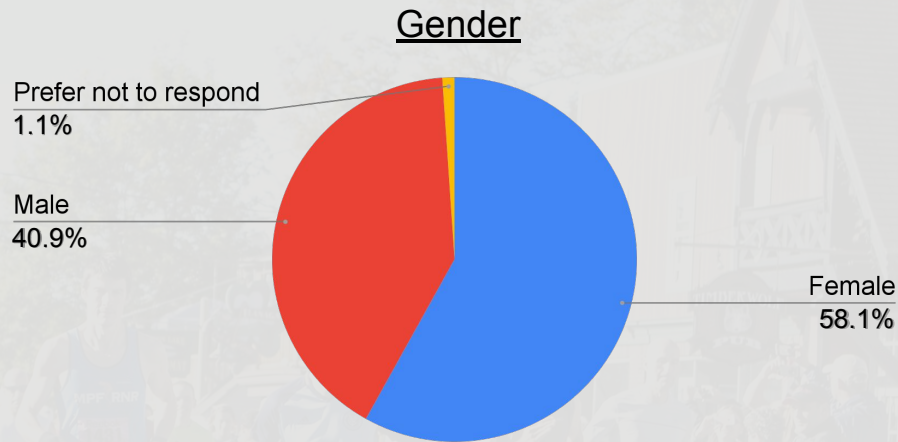
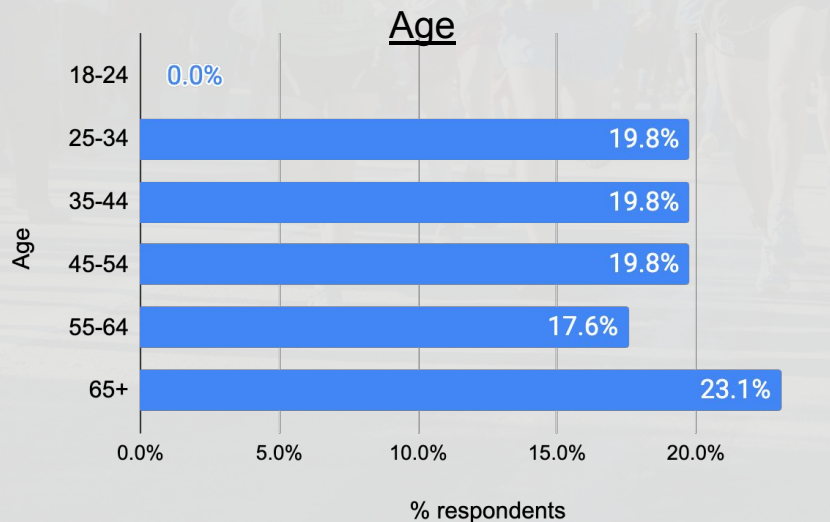
2024 Direct Spend Analysis

ROOST

# Demographics

## Top cities:

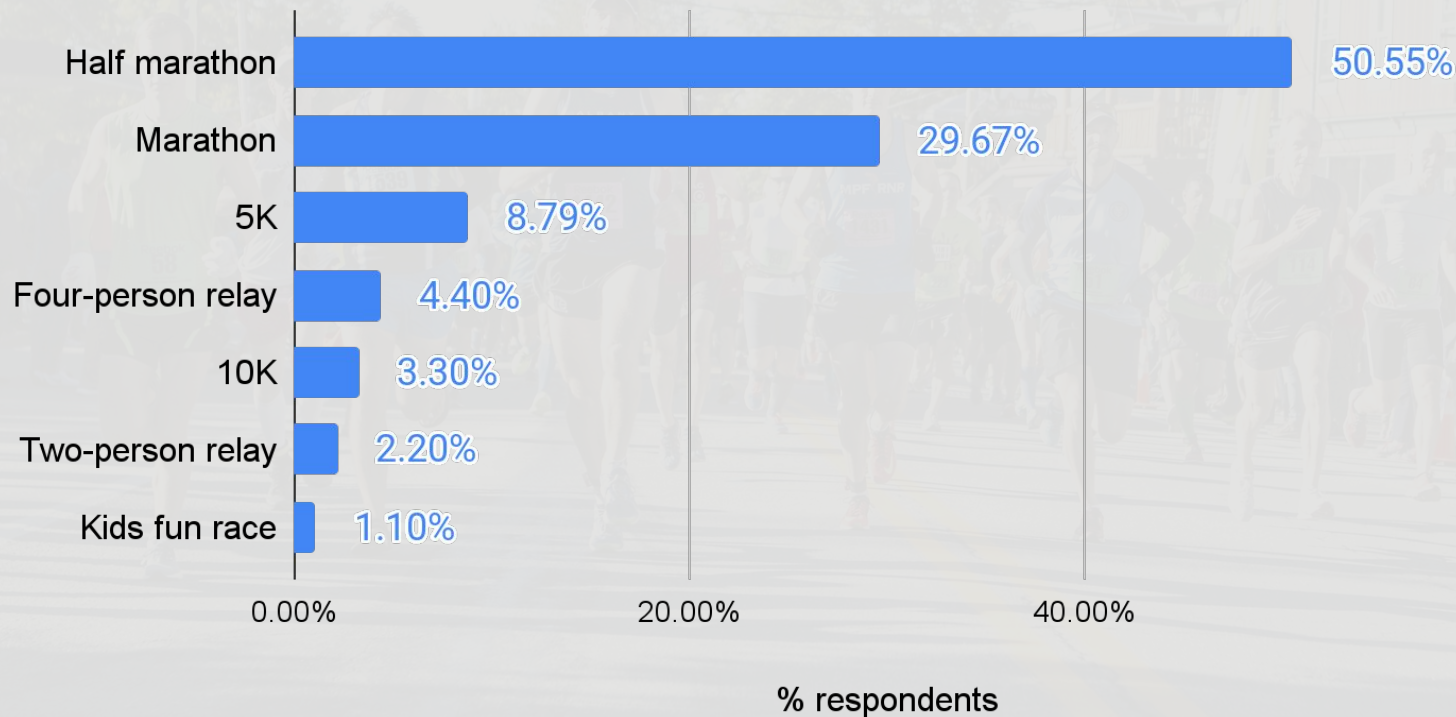
1. Schroon Lake
2. Morgantown
3. Albany
4. Ballston Spa
5. Buffalo





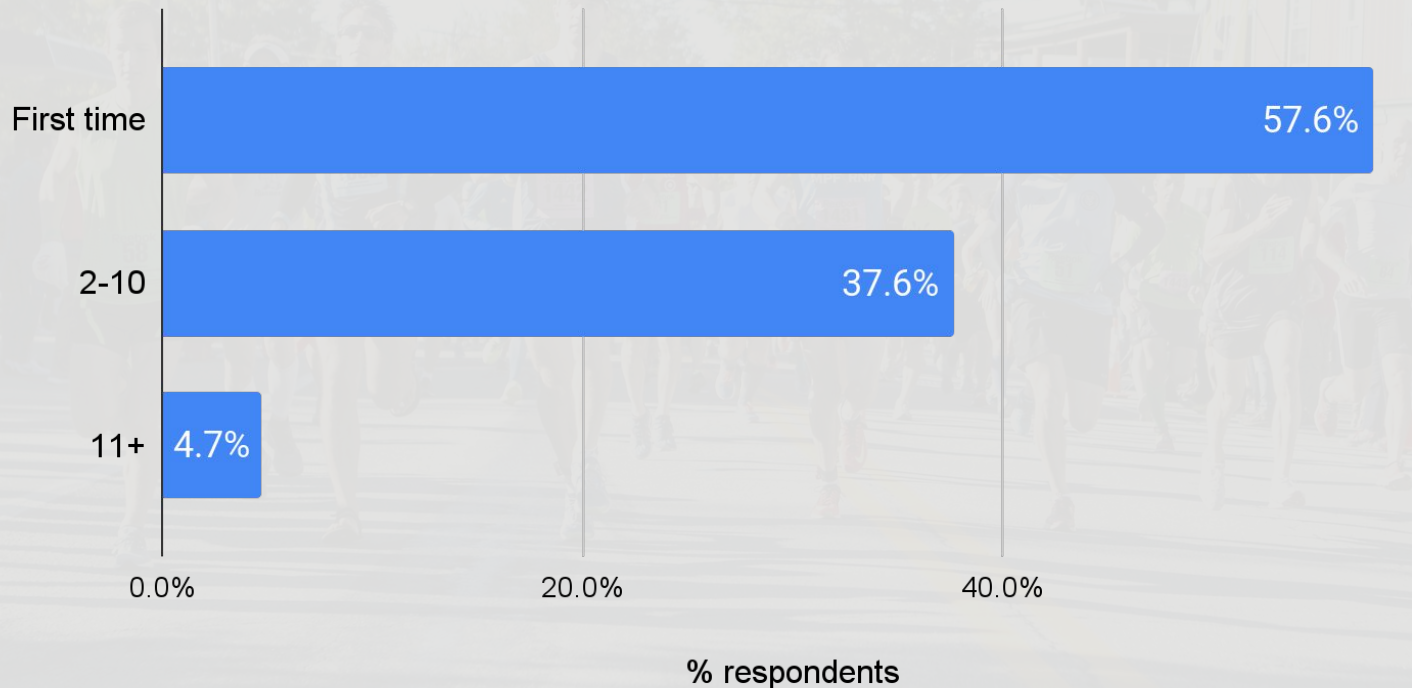
# Race participation

Which event did you participate in?



# Race participation

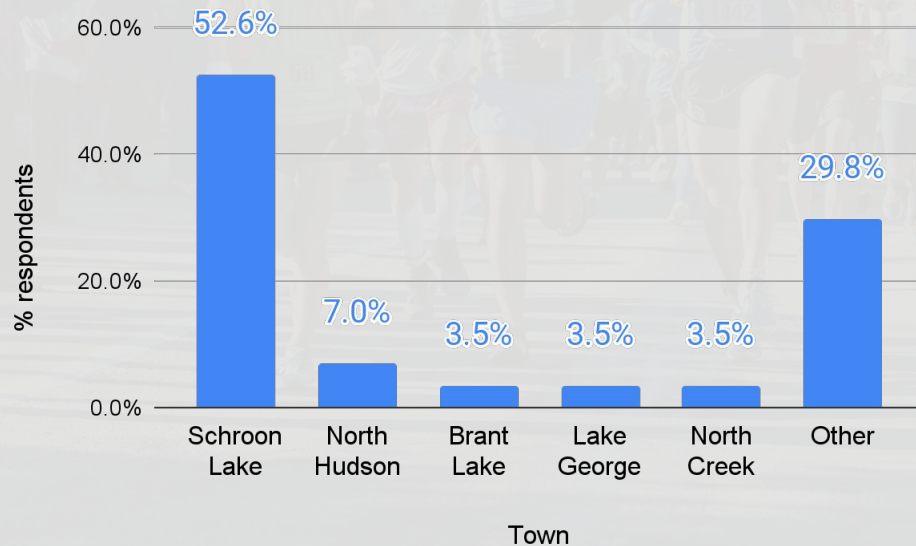
How many times have you participated in the Adirondack Marathon?



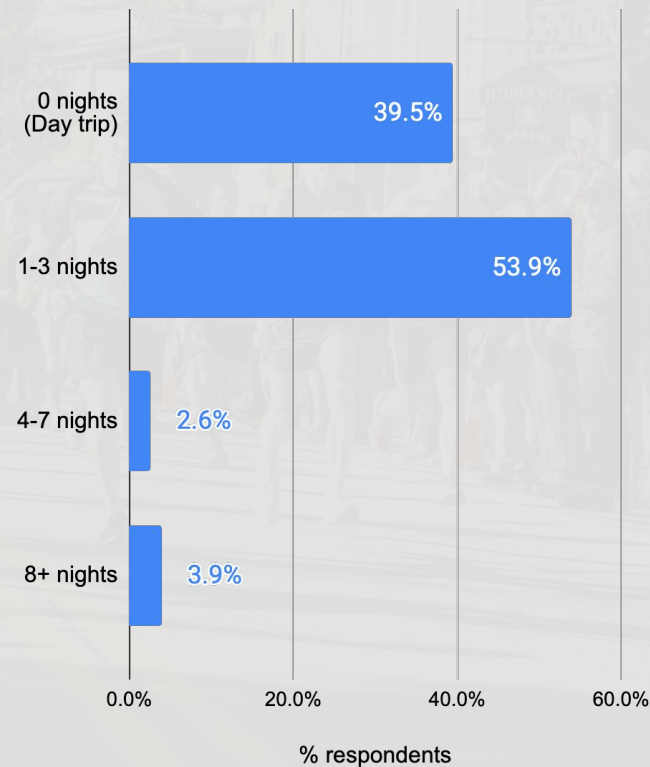
# Traveler insight

Average party size: 2.96

## Area of stay

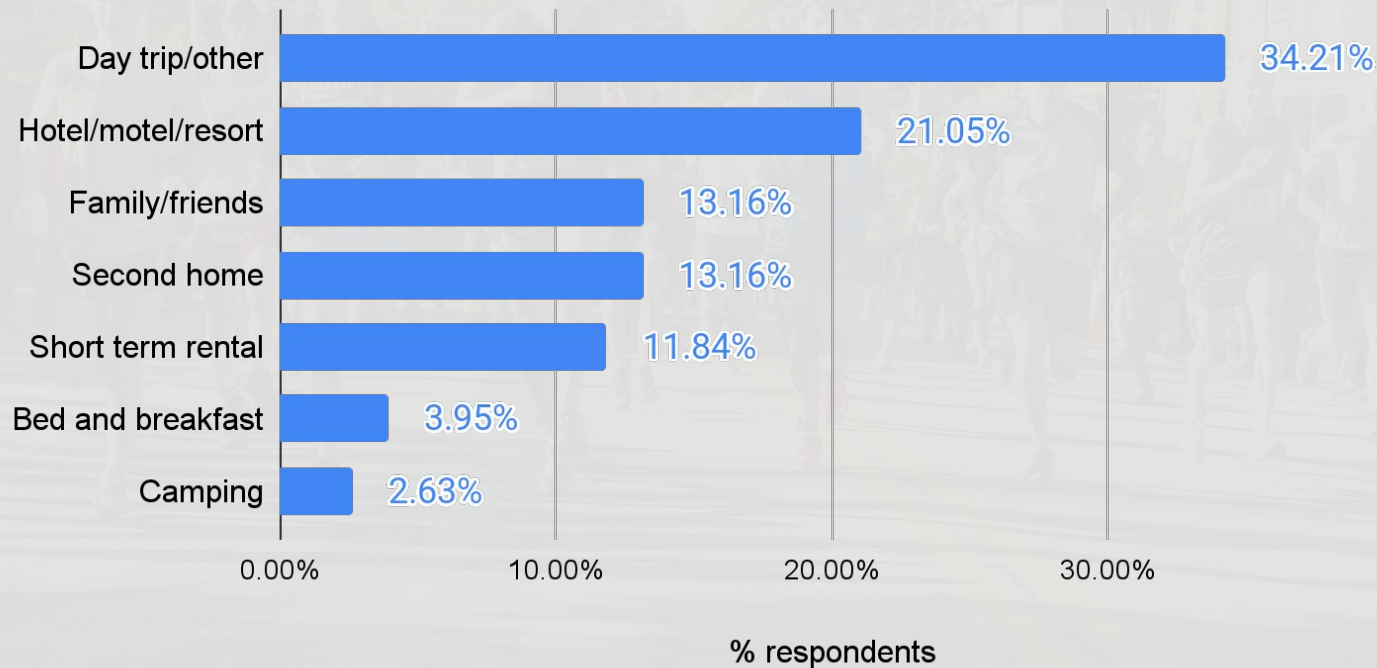


## Length of stay



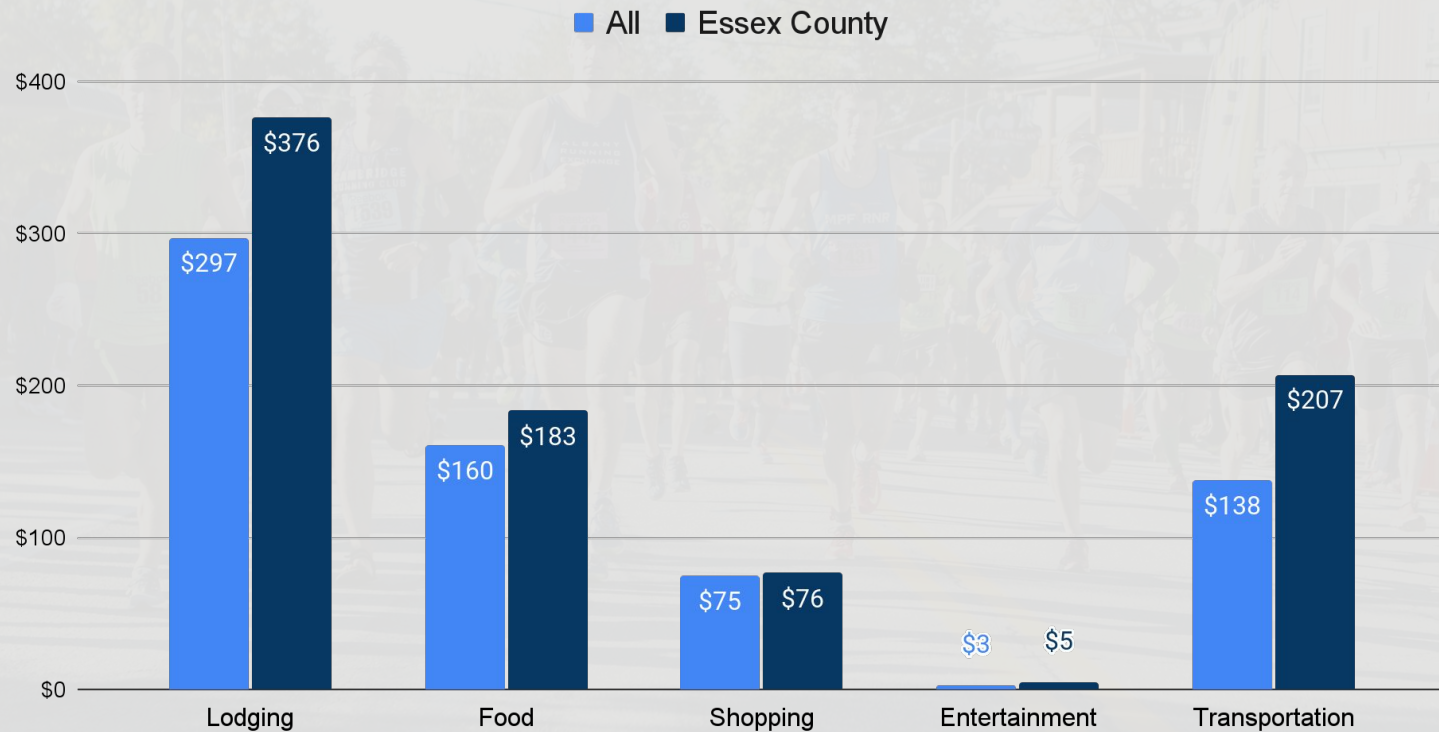
# Traveler insight

## Lodging choice

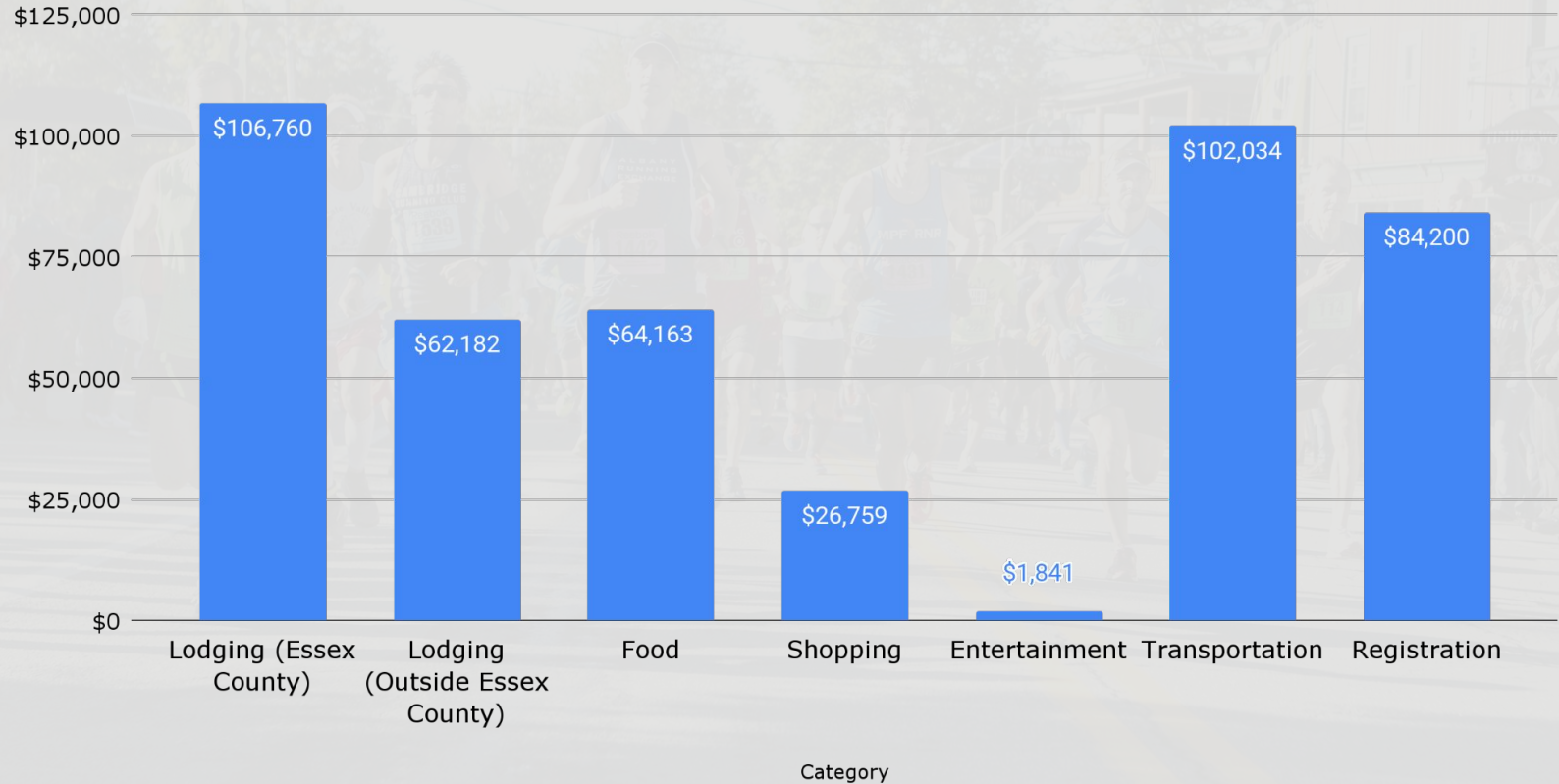




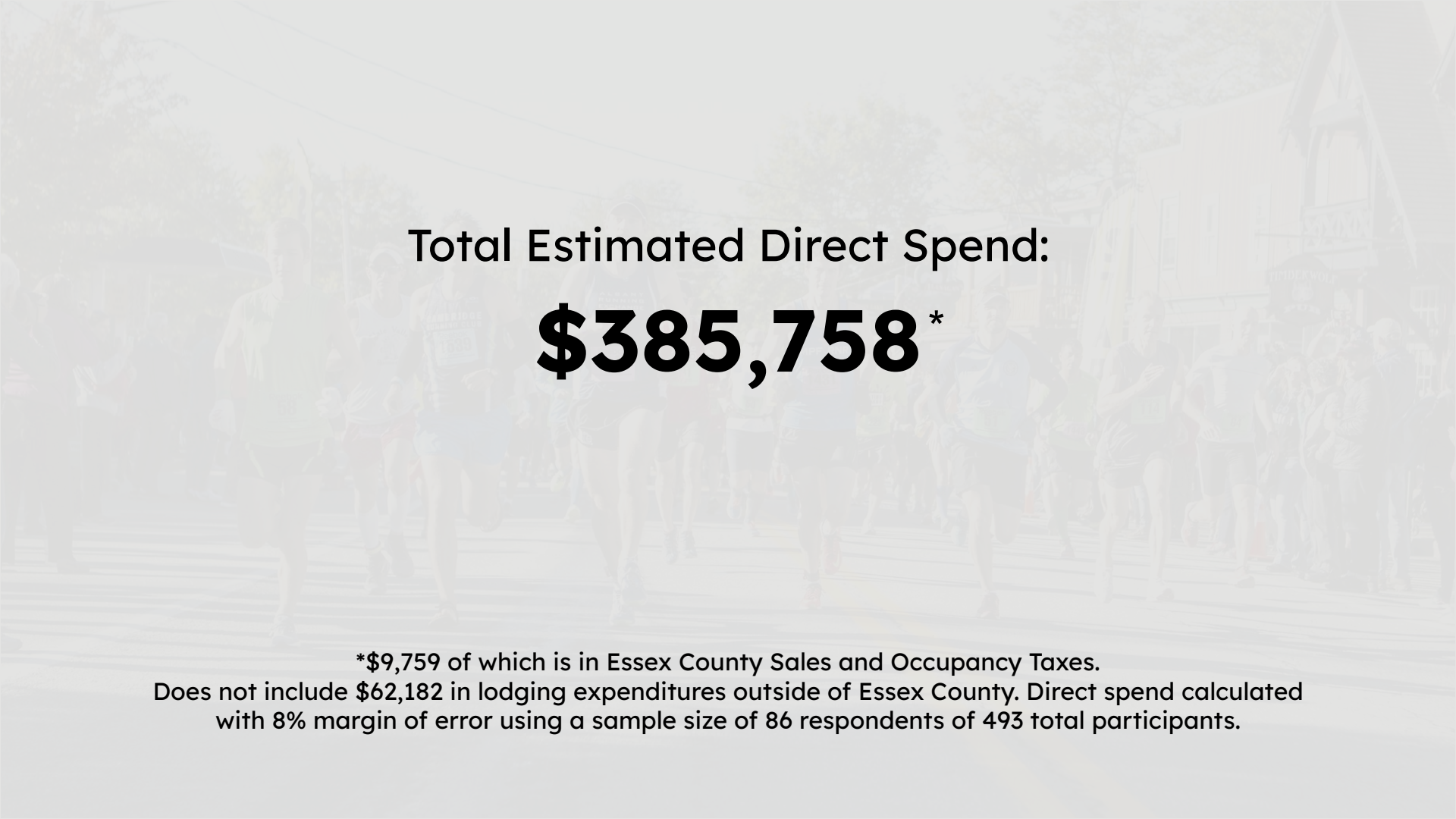
# Estimated average trip expenditure



# Estimated total expenditure - Essex County







Total Estimated Direct Spend:

**\$385,758\***

\*\$9,759 of which is in Essex County Sales and Occupancy Taxes.

Does not include \$62,182 in lodging expenditures outside of Essex County. Direct spend calculated with 8% margin of error using a sample size of 86 respondents of 493 total participants.

# Summary

- There was significant local participation and survey response.
- More than half of respondents (58%) indicated that this was their first time participating in the race.
- Just over half of respondents (52.6%) reported staying in Schroon Lake for the event. About 58% of respondents reported staying in Essex County.
- Average trip expenditure was higher within Essex County.
- Just over a third of respondents (36.84%) reported staying in traditional lodging (hotel/motel/str/bed and breakfast).
- A majority of respondents reported no spending in the “entertainment” and “other” categories.