

# Tupper Lake Tinman 2025

Survey and direct spend  
August 2025



**ROOST**  
REGIONAL OFFICE of SUSTAINABLE TOURISM  
[adirondacks, usa](http://adirondacks.usa)



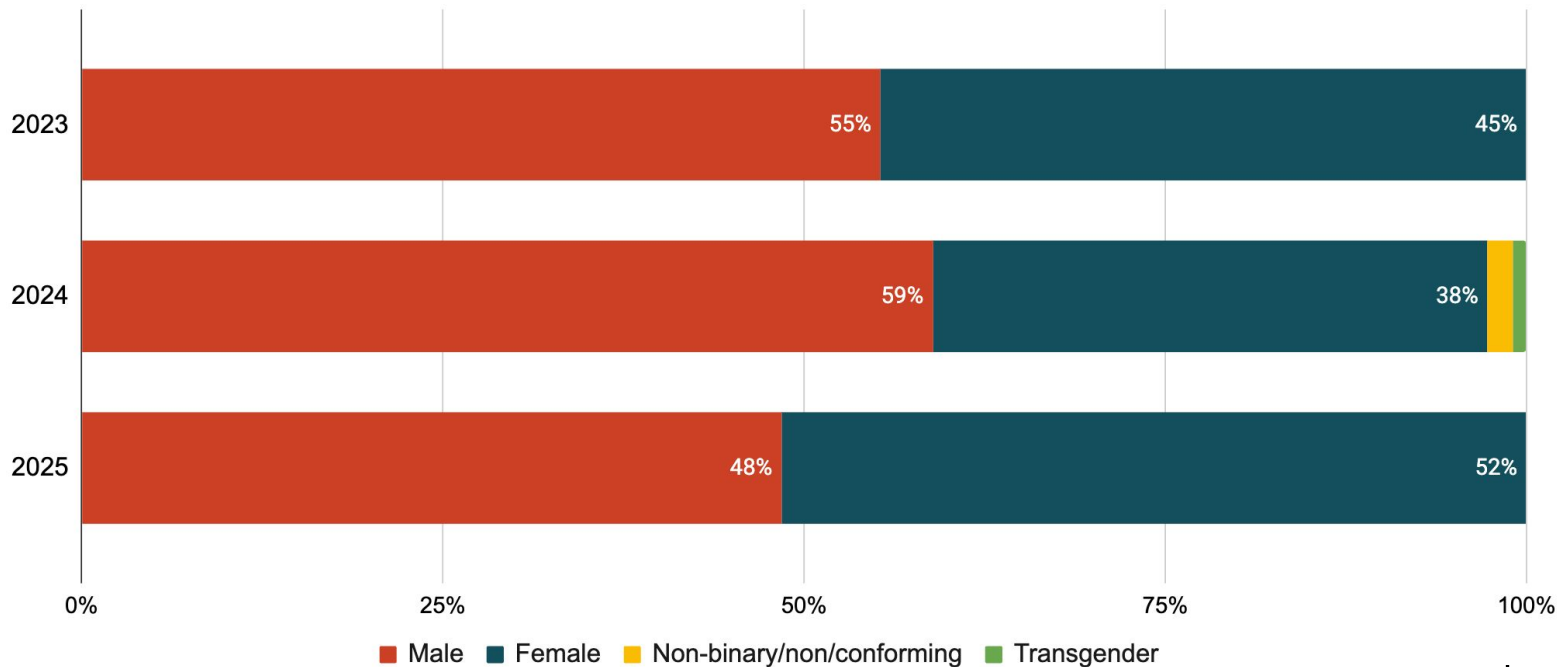
# Methodology

- Athletes were invited to take the survey through a notification at packet pickup, in a post-race email, and social media posts.
- The respondents were entered to win a free entry to next year's event with lodging and dinner at the Hotel Saranac.
- Of the 457 Tinman participants this year, 67 people completed the survey, resulting in a 14% response rate and a 9% margin of error.
- Survey participation skewed older than the overall event participant population.
- Event saw an increase in overall direct spend impact, influenced by higher category spend and the addition of a new spending category (transportation). These results demonstrate a similar overall impact to the 2023 Tinman event.

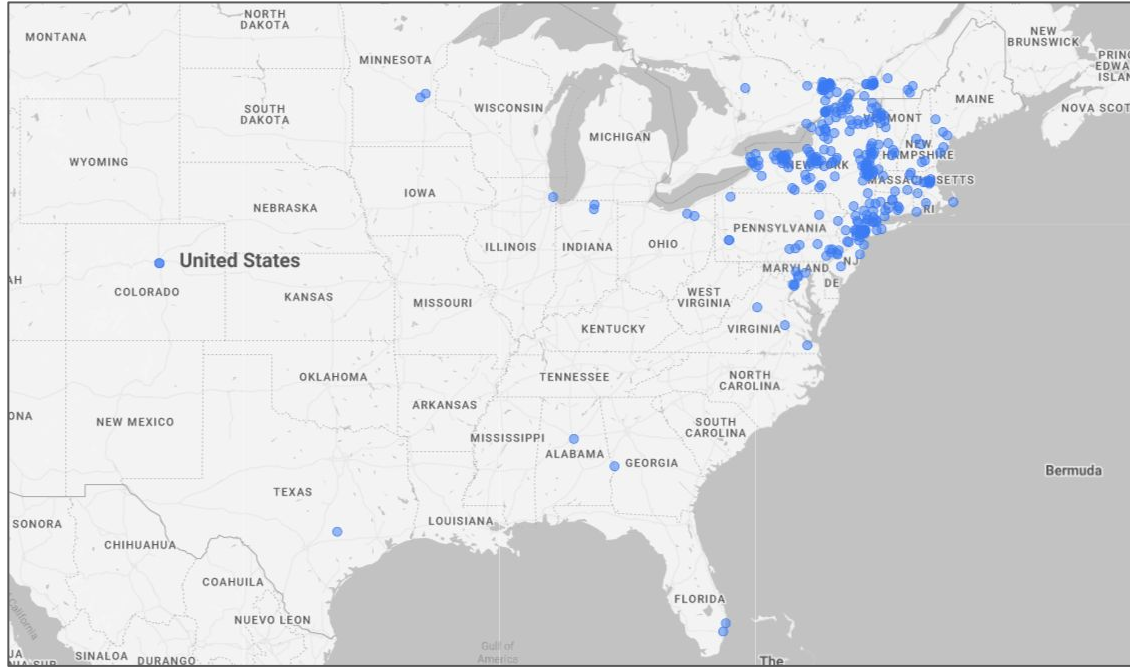


# Demographics

## Gender breakdown



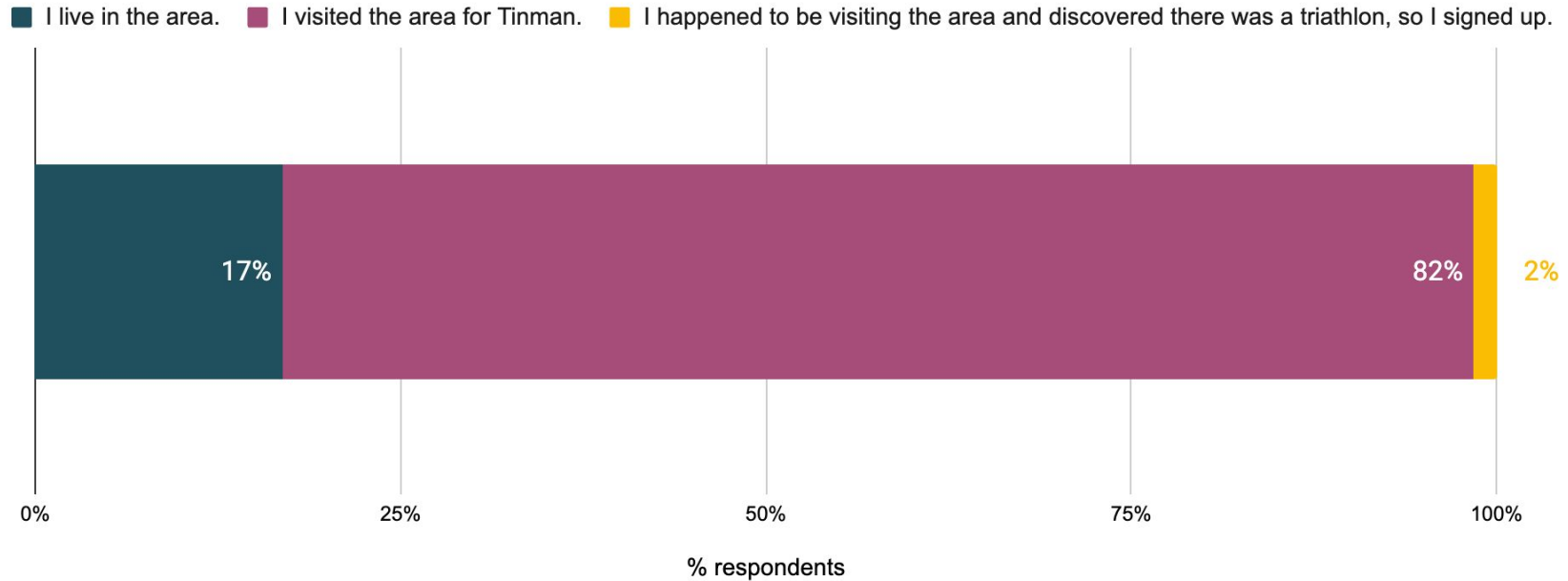
# Demographics



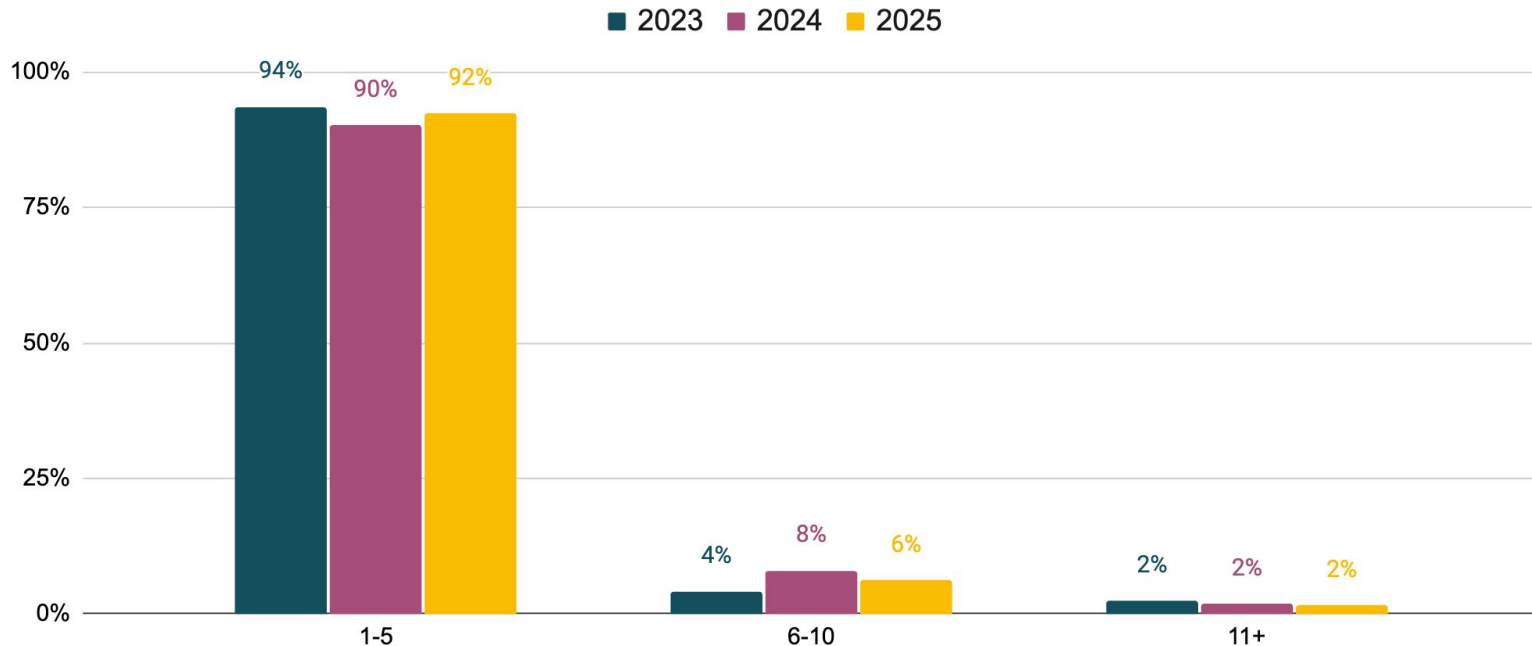
## Breakdown of Registrants

	2025 registrants	2024 registrants	2023 registrants
New York	274	271	319
Ontario	31	19	18
Quebec	23	57	62
New Jersey	21	23	34
Pennsylvania	18	17	23
Connecticut	17	5	13
Massachusetts	15	17	17
Vermont	15	16	11
Maine	6	6	3

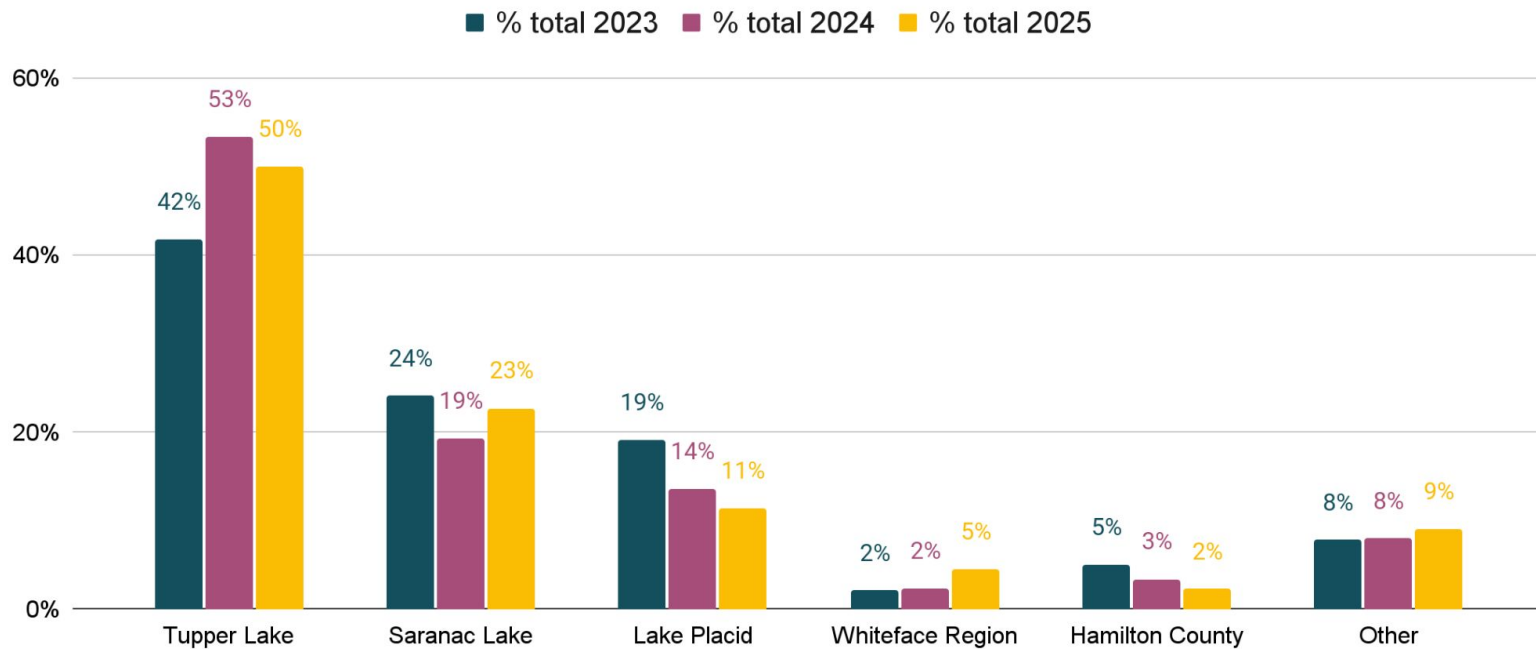
# Which of the following best describes you?



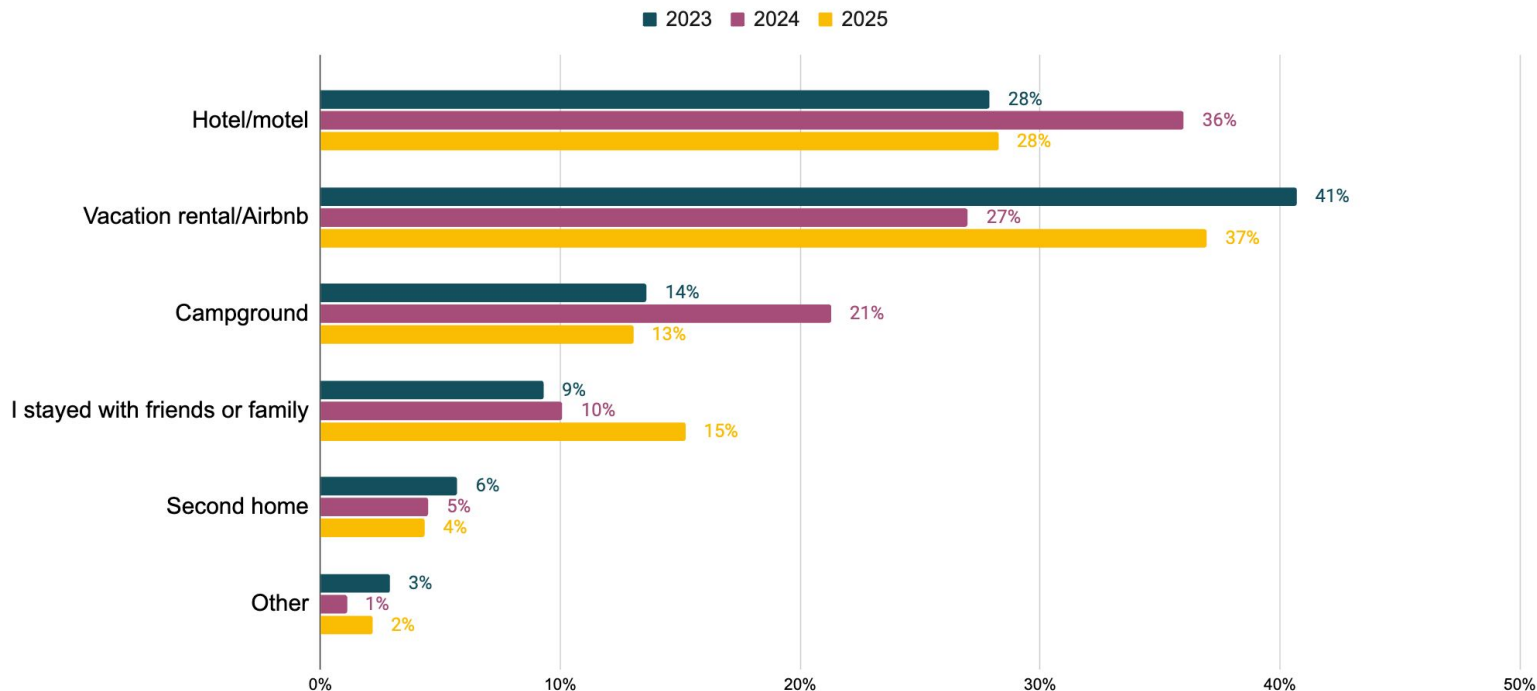
# How many times have you participated in the Tupper Lake Tinman?



# Where did you stay?

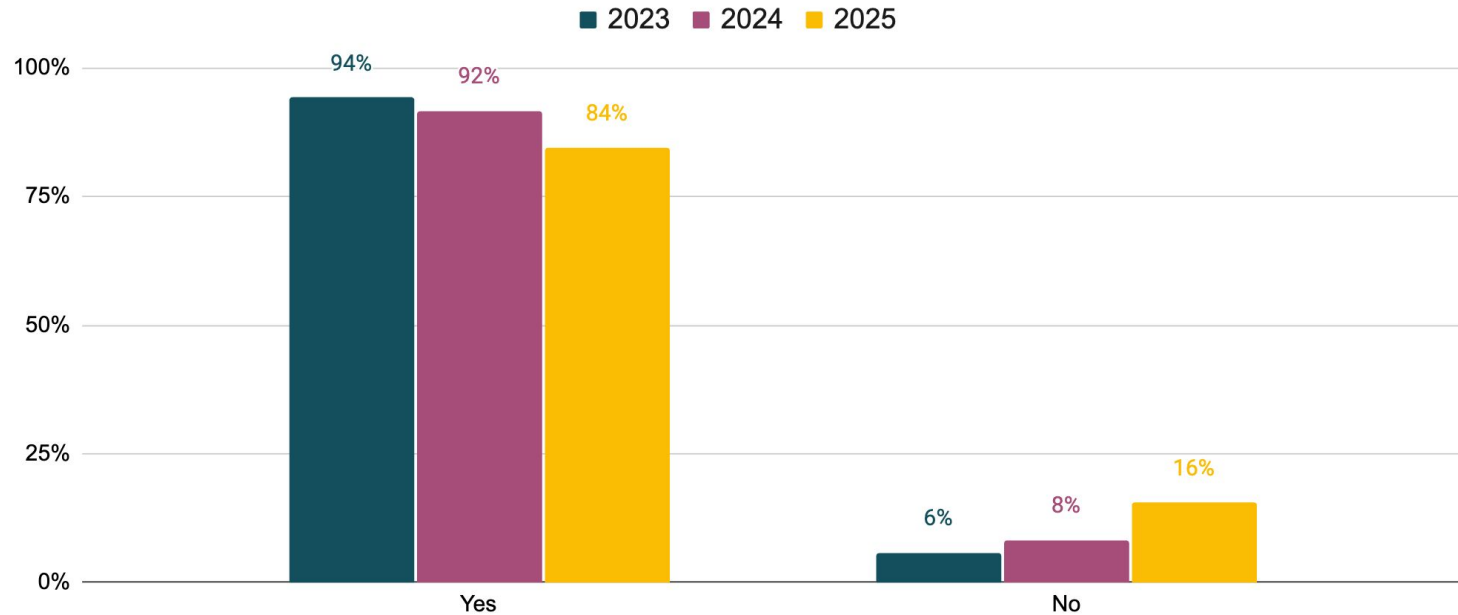


# What was your primary type of lodging?

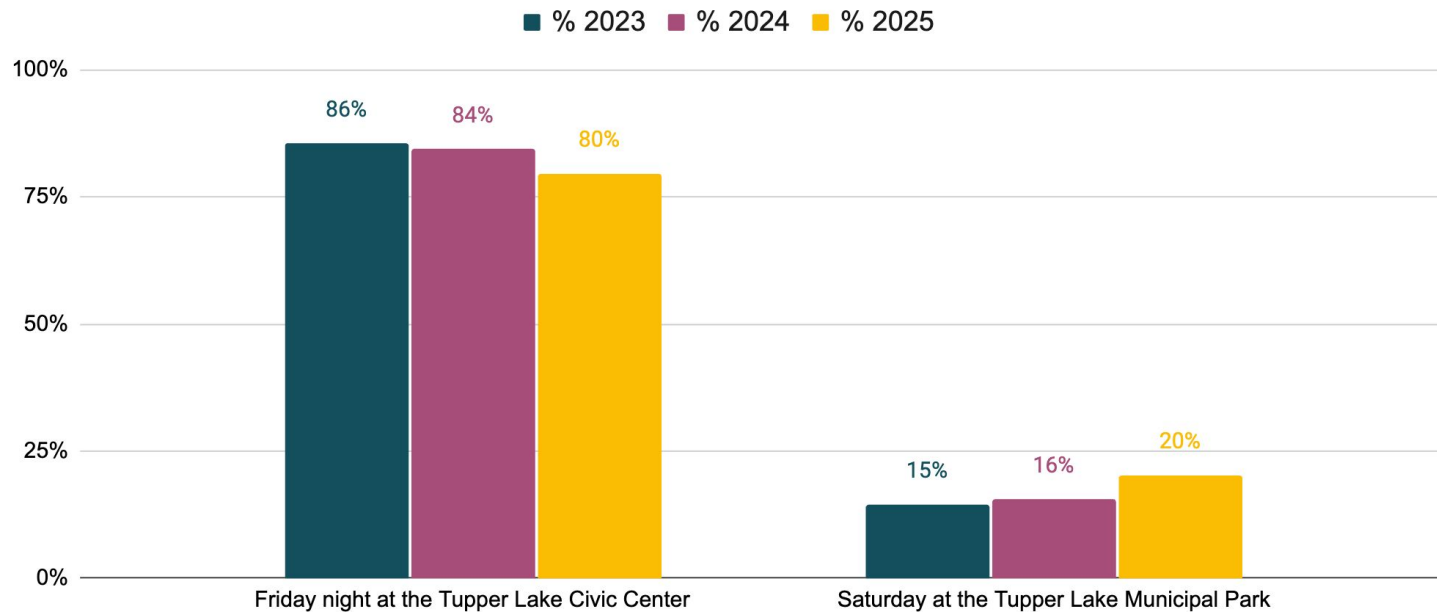




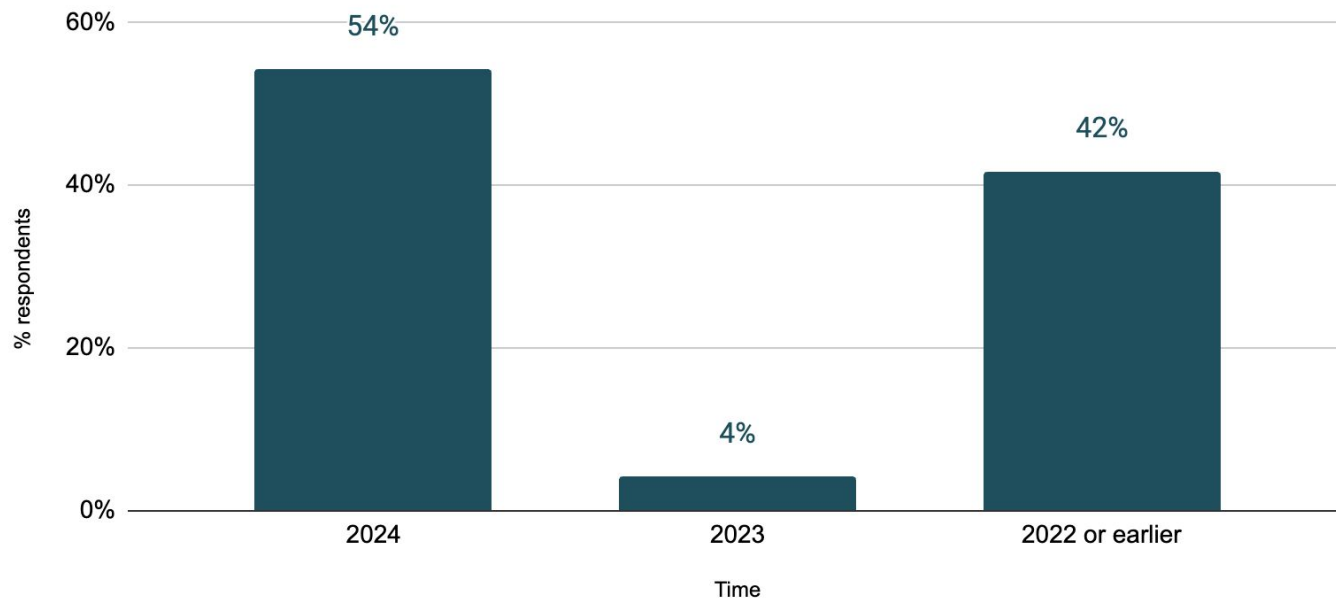
# Would you participate in the Tupper Lake Tinman again?



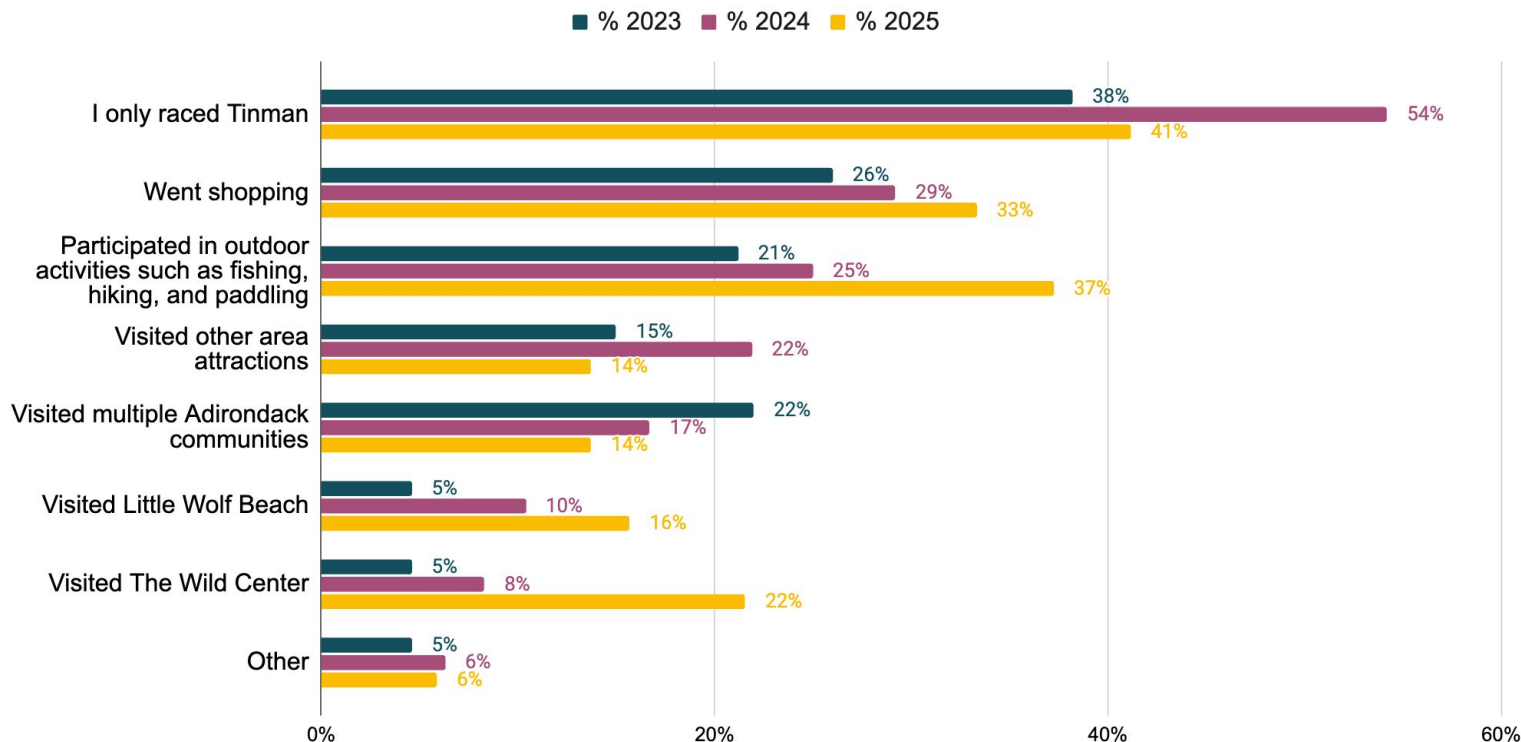
# When did you check in and pick up your race packet?



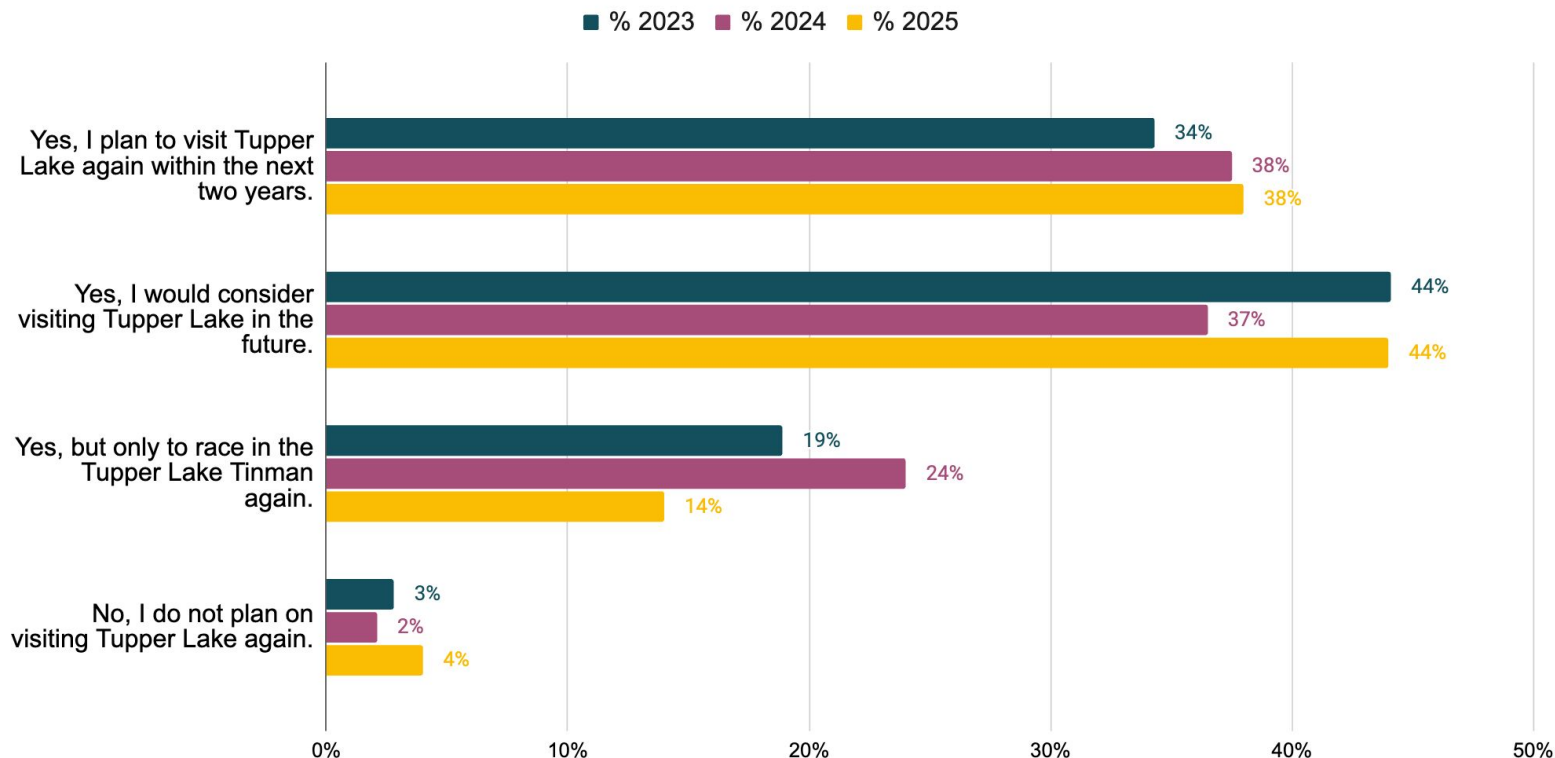
If you have raced with us before, what year was the most recent Tinman you participated in?



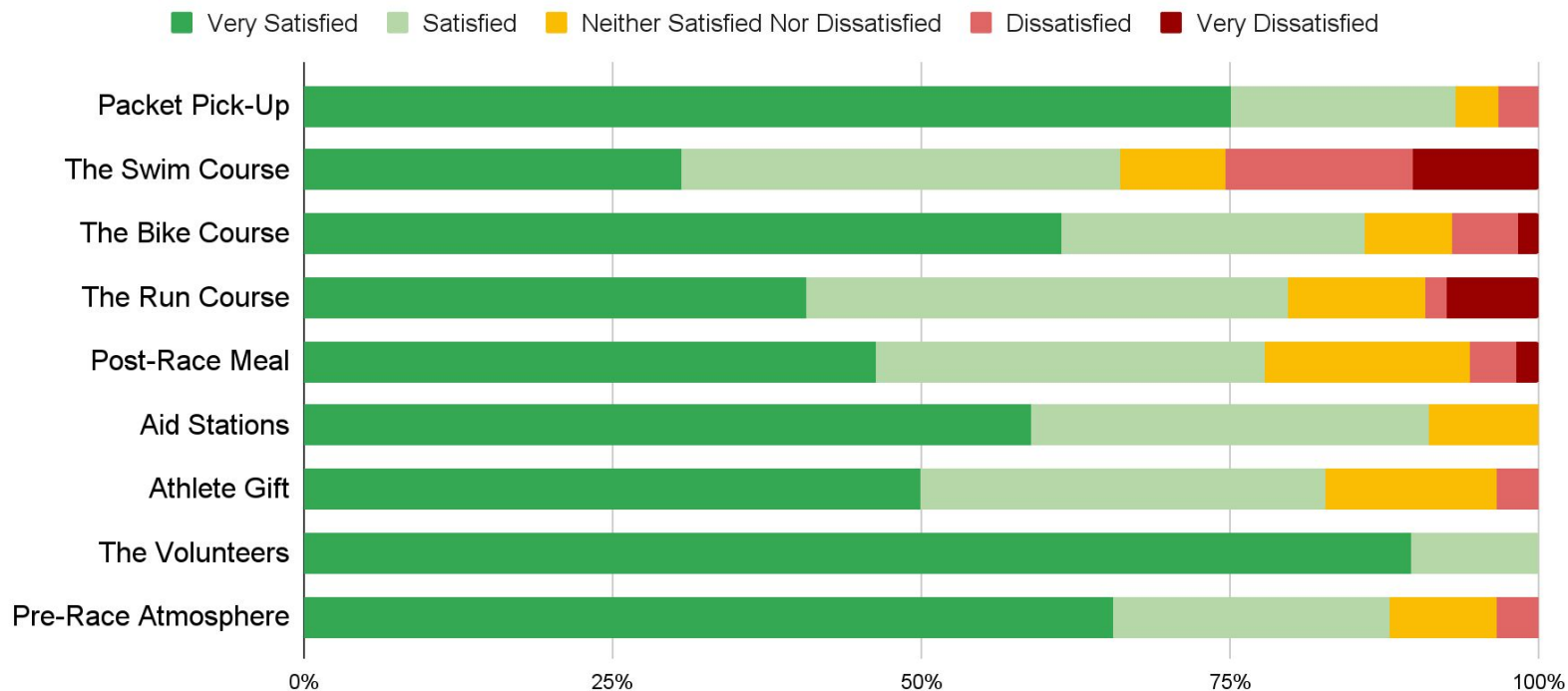
# While you were in the Adirondacks for Tinman what other activities did you do?



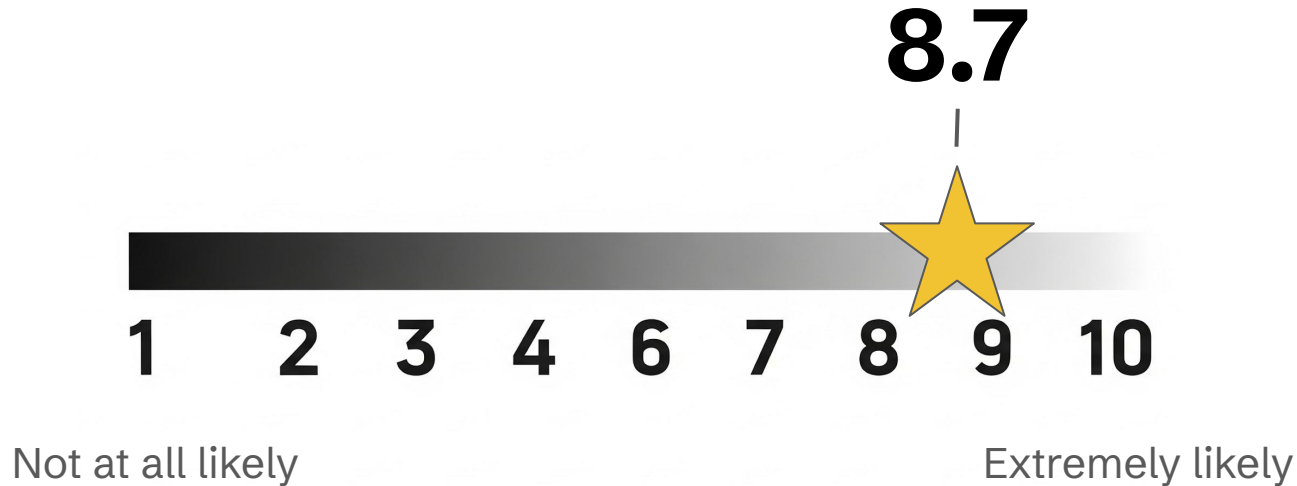
# Would you consider visiting Tupper Lake again?



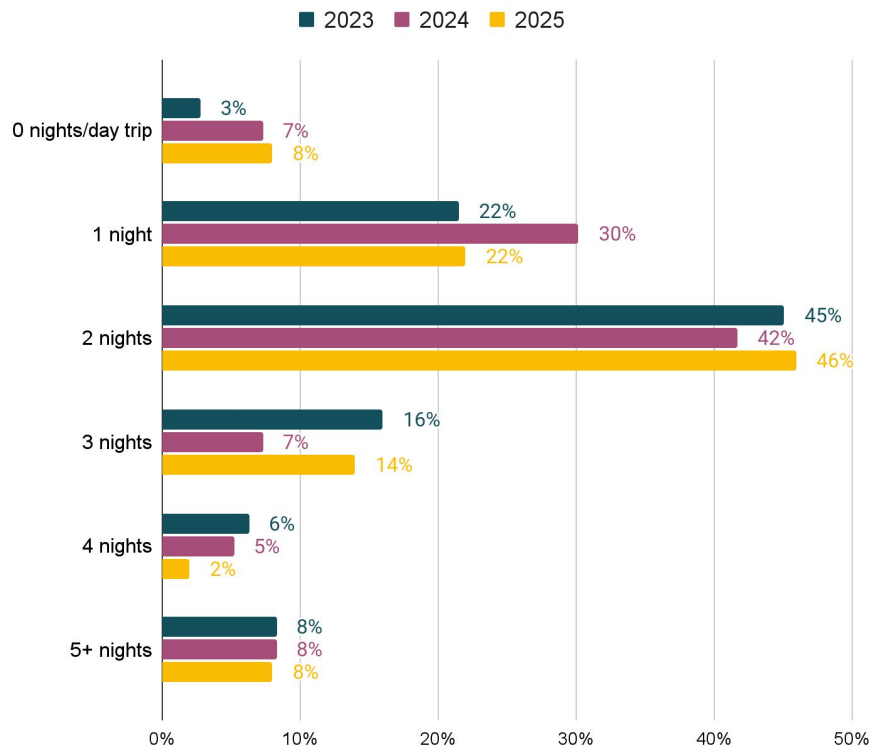
## Please rate your satisfaction with the following:



How likely is it that you would recommend the Tupper Lake Tinman to a friend or colleague?



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



Average length of stay 2025:

**2.04 nights**

Average length of stay 2024:

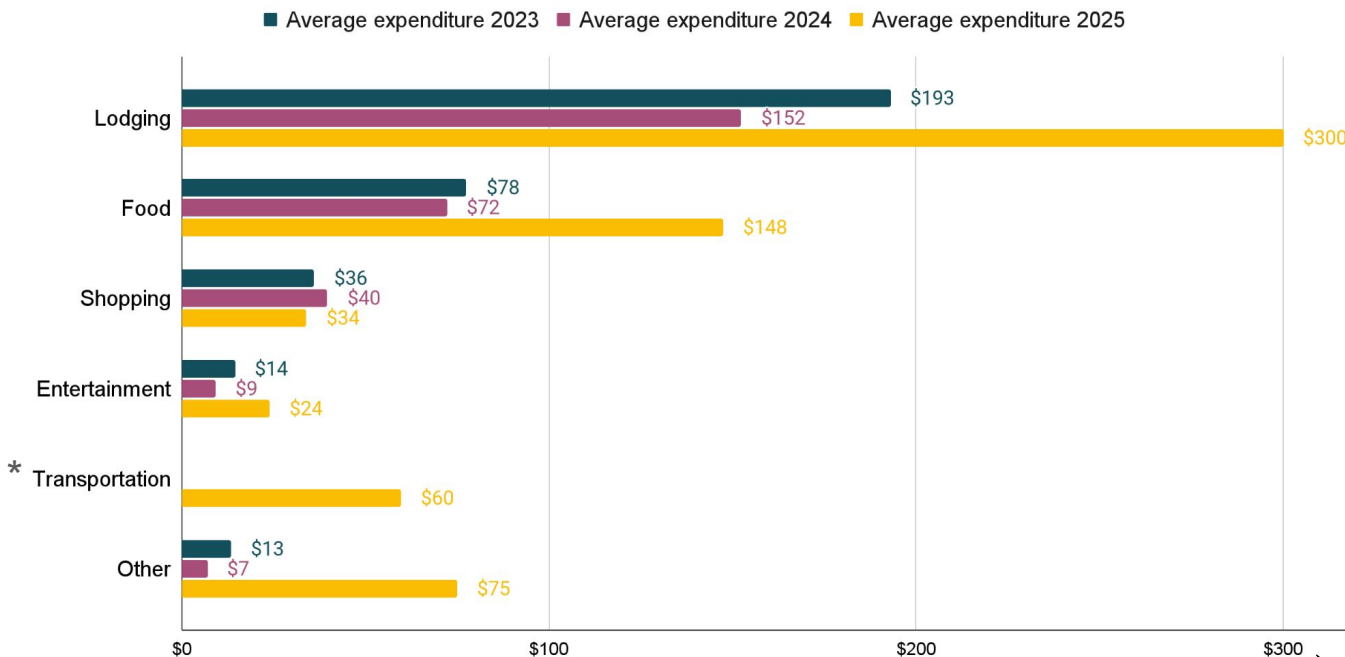
**2.35 nights**



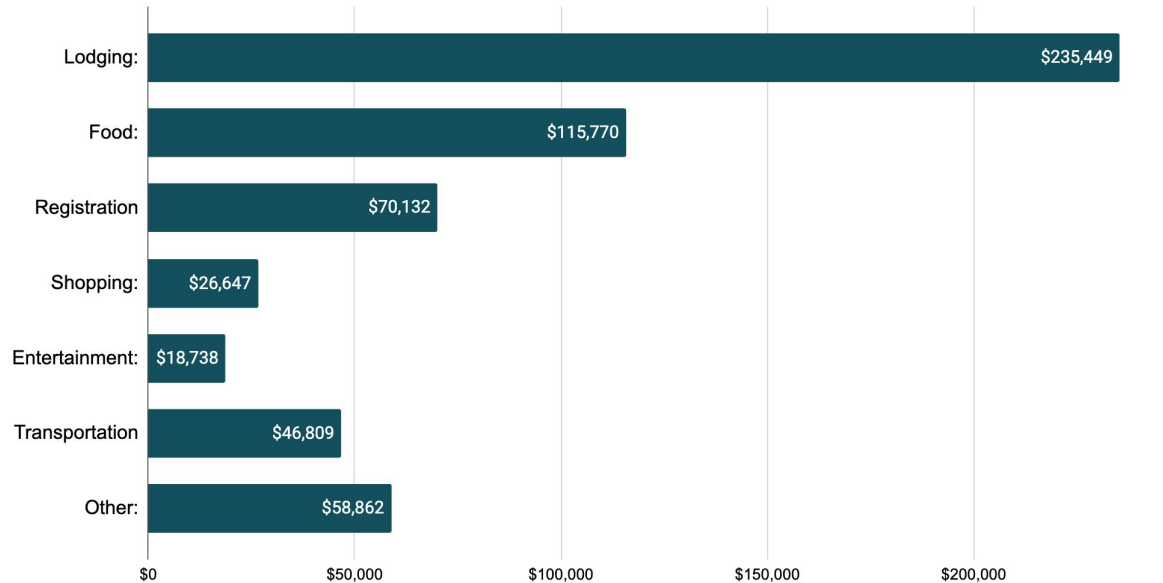


# What were your estimated daily expenditures for the following categories?

\*2023 and 2024 data not available. Transportation spending was not tracked those years.



## Estimated total expenditures:



**Total Pretax Estimated Regional Direct Spend: \$572,407**

**Estimated County Tax\*: \$21,141**

\*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 includes 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.