



# Lake Placid Horse Shows

Survey and Direct Spend Analysis

August 2025

BainbridgeCompanies.com

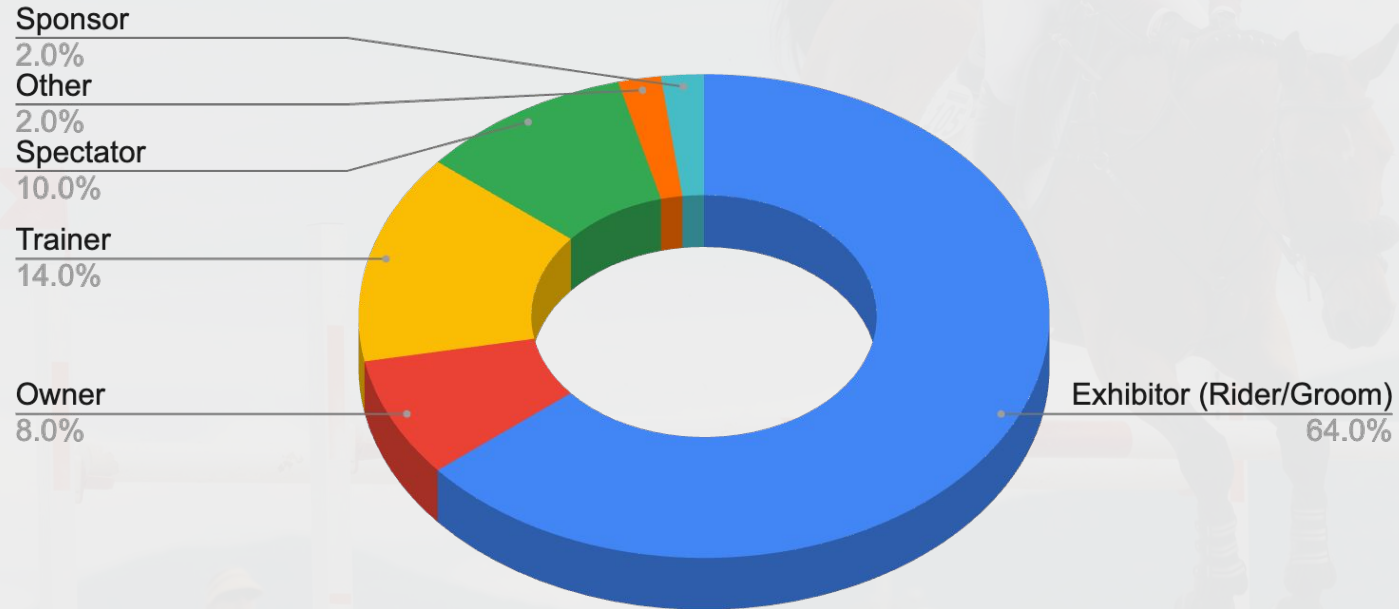
KINDMEDIA

ROOST

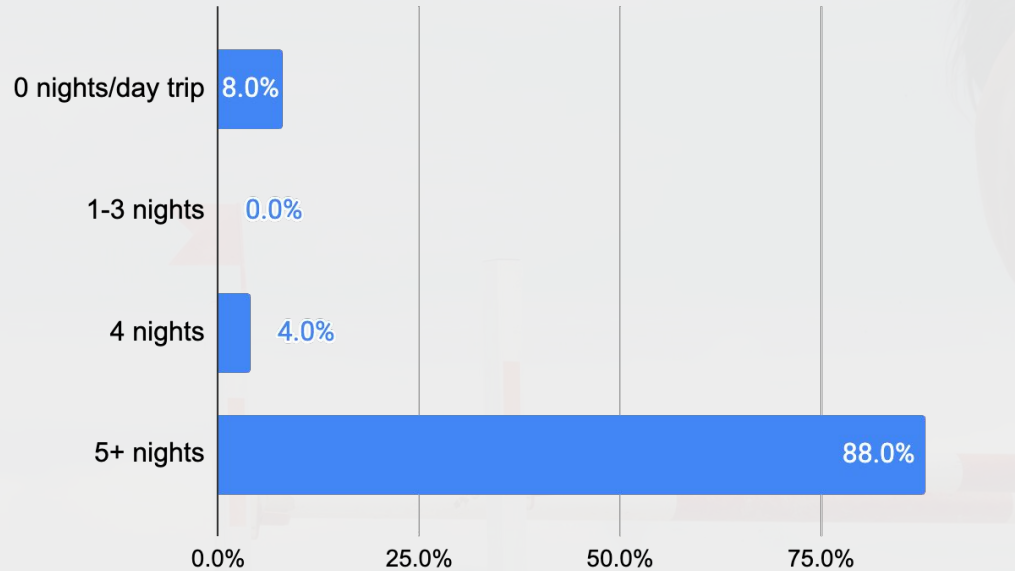
# Summary

- ROOST partnered with the Lake Placid Horse Shows to conduct a post-event survey.
- The goal of the survey was to gather feedback on new event venue improvements and better understand the economic impact of the Horse Shows.
- The event drew an estimated 3,125 participants per week and 5,000 spectators per week. A survey was distributed to a subset of approximately 650 participants via email and posted on social media, resulting in 50 responses (6.7% response rate) with an estimated margin of error of 12%
- Due to smaller sample size, the results provide useful insights but should not be considered definitive or stand-alone findings.
- Open-ended responses are compiled in a separate document, providing additional context on attendee experiences and perceptions.

# Which of the following best describes you?



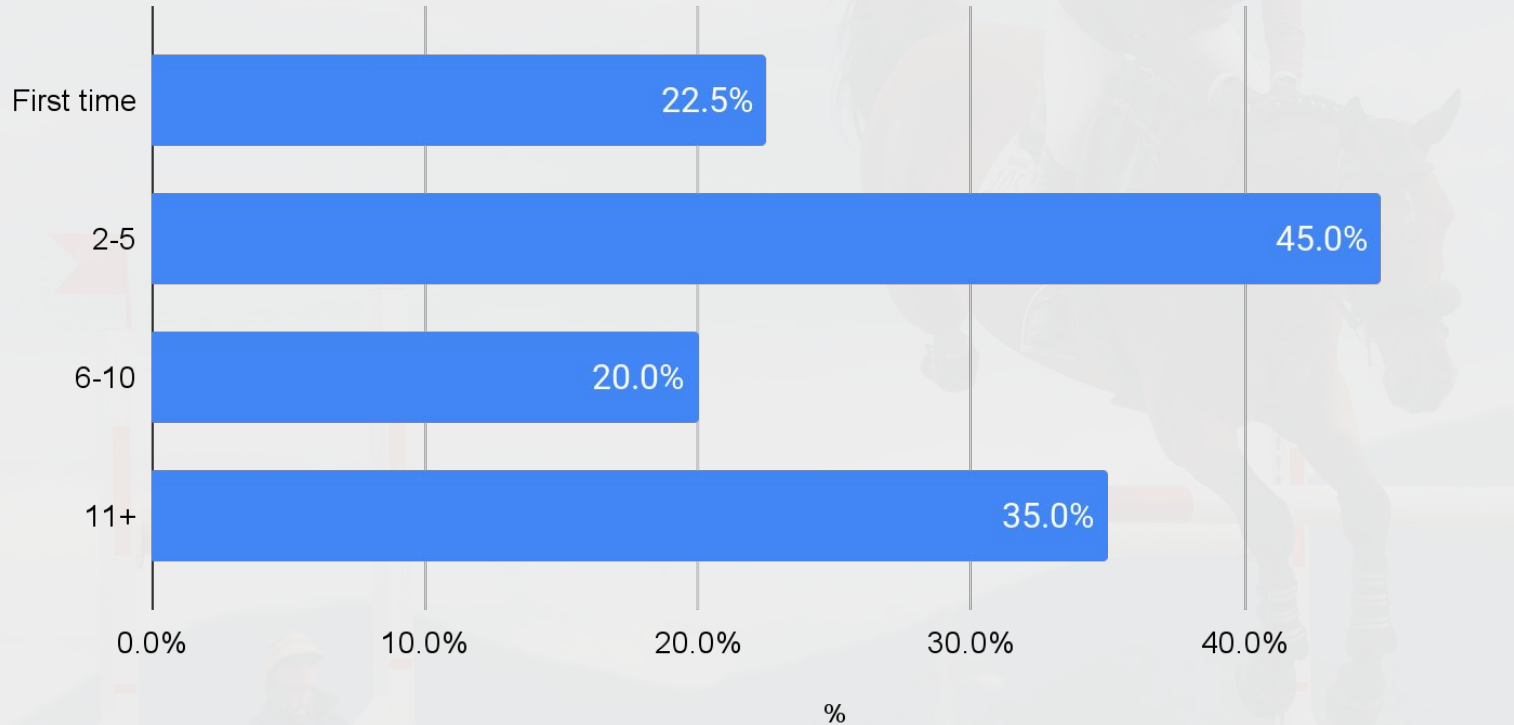
Length of stay:



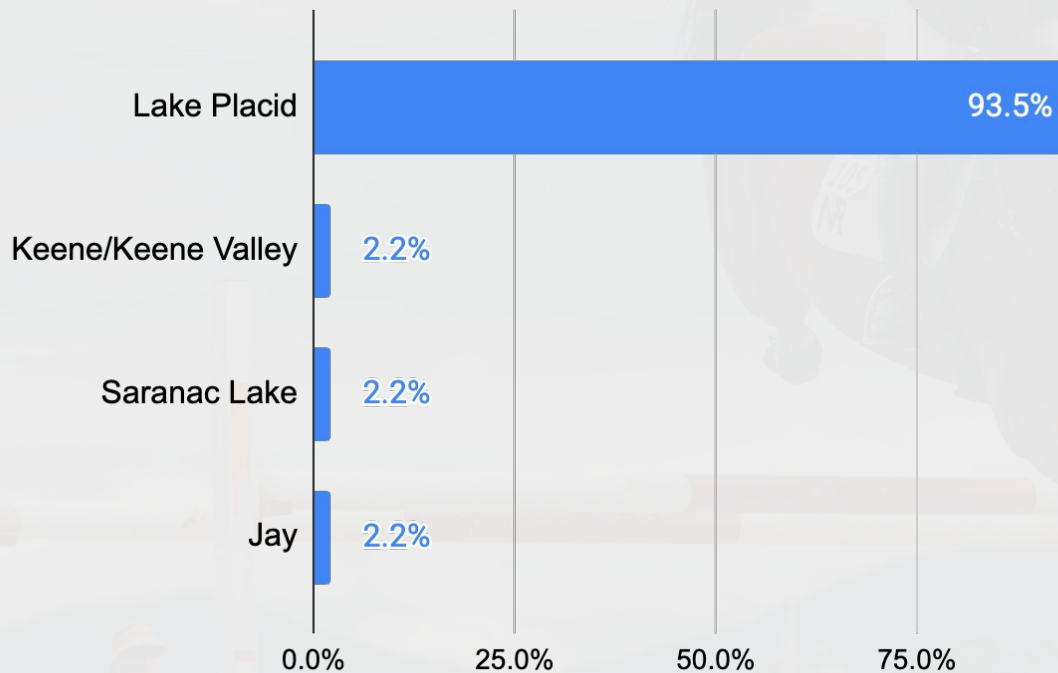
Average party size:

**4.0 people**

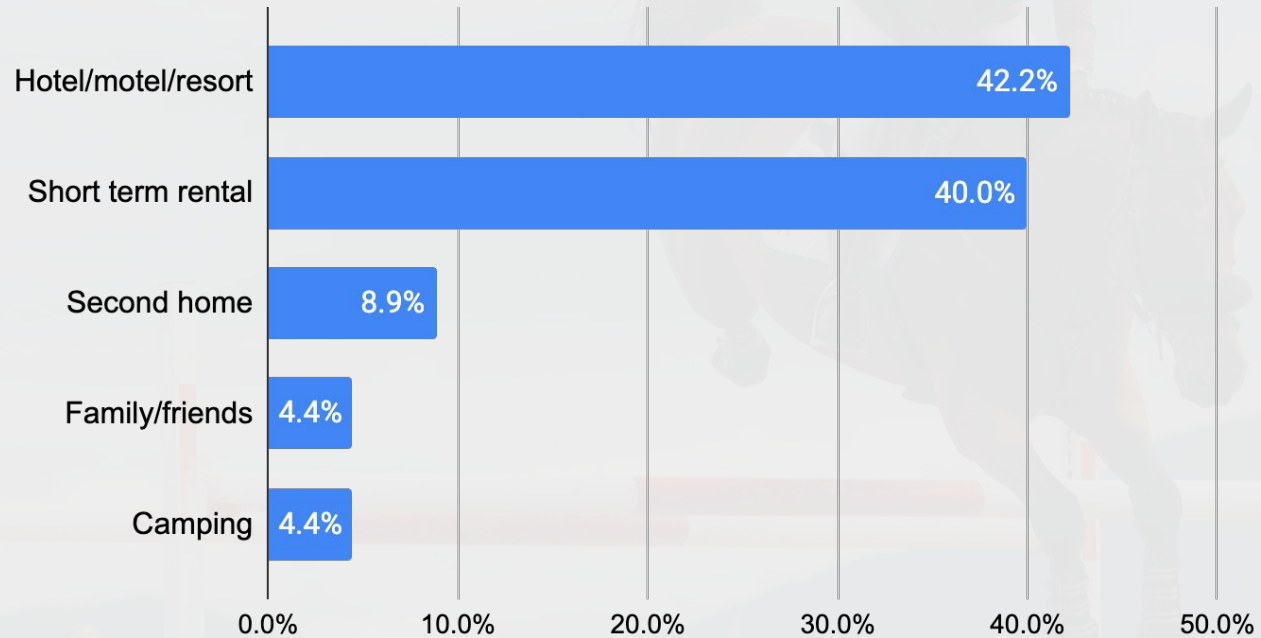
How many times have you participated in the Lake Placid Horse Shows?



# Where did you stay for the event?



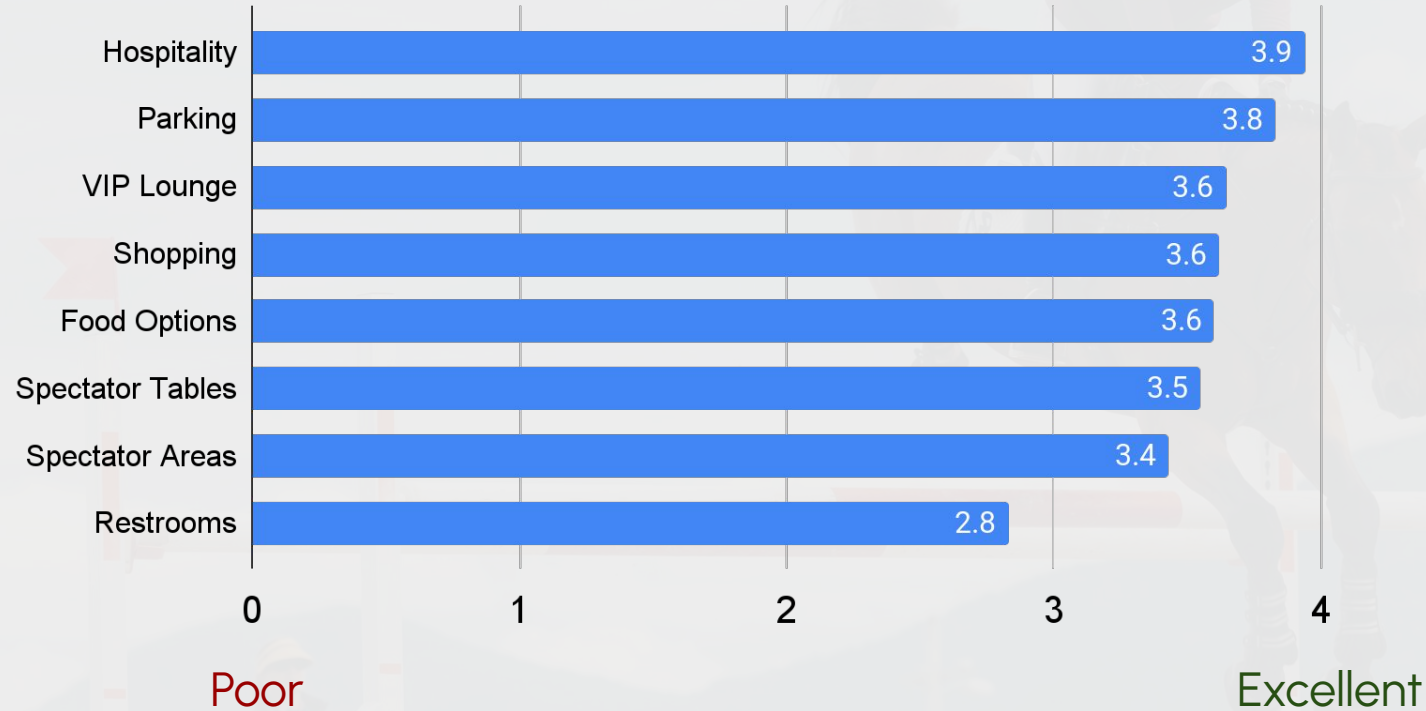
# What type of lodging did you stay in while here for the event?



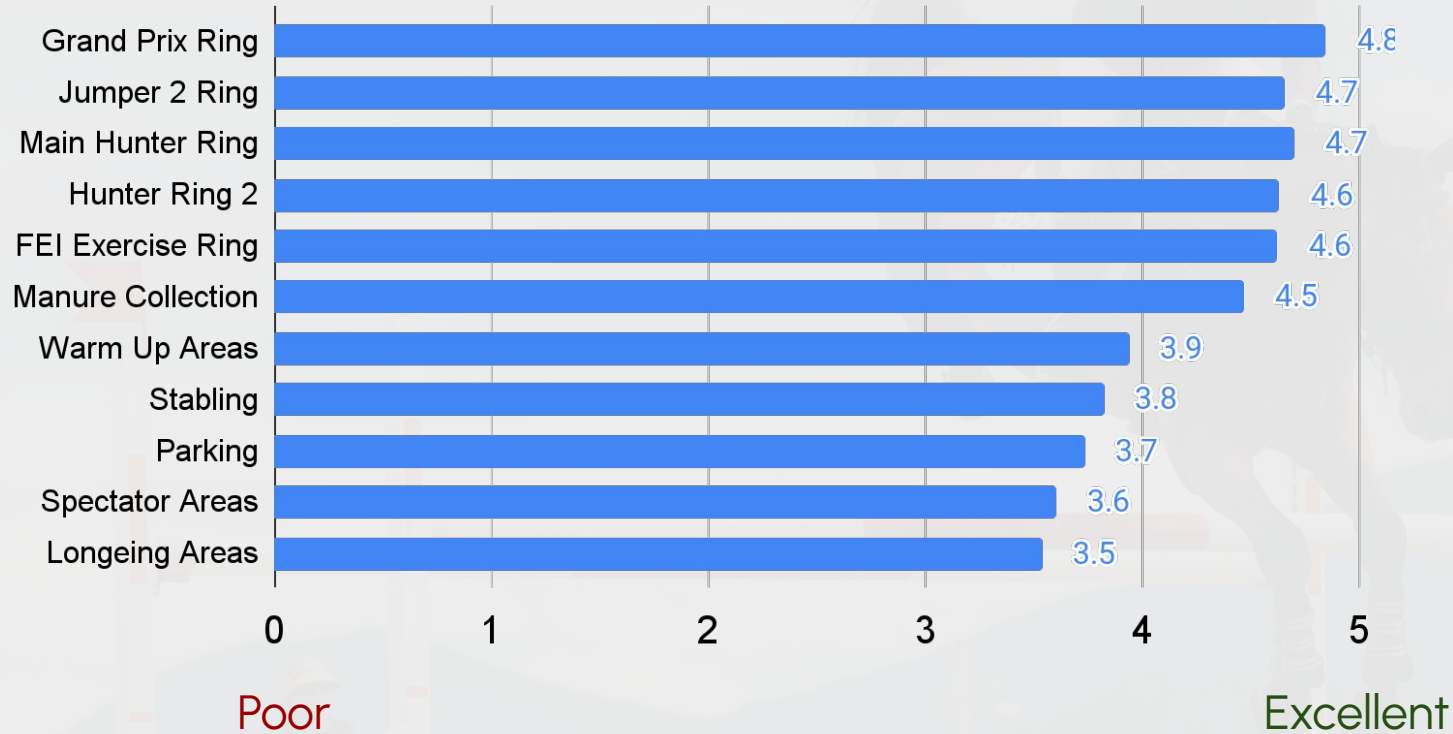
Please rate the following horse show competition areas:



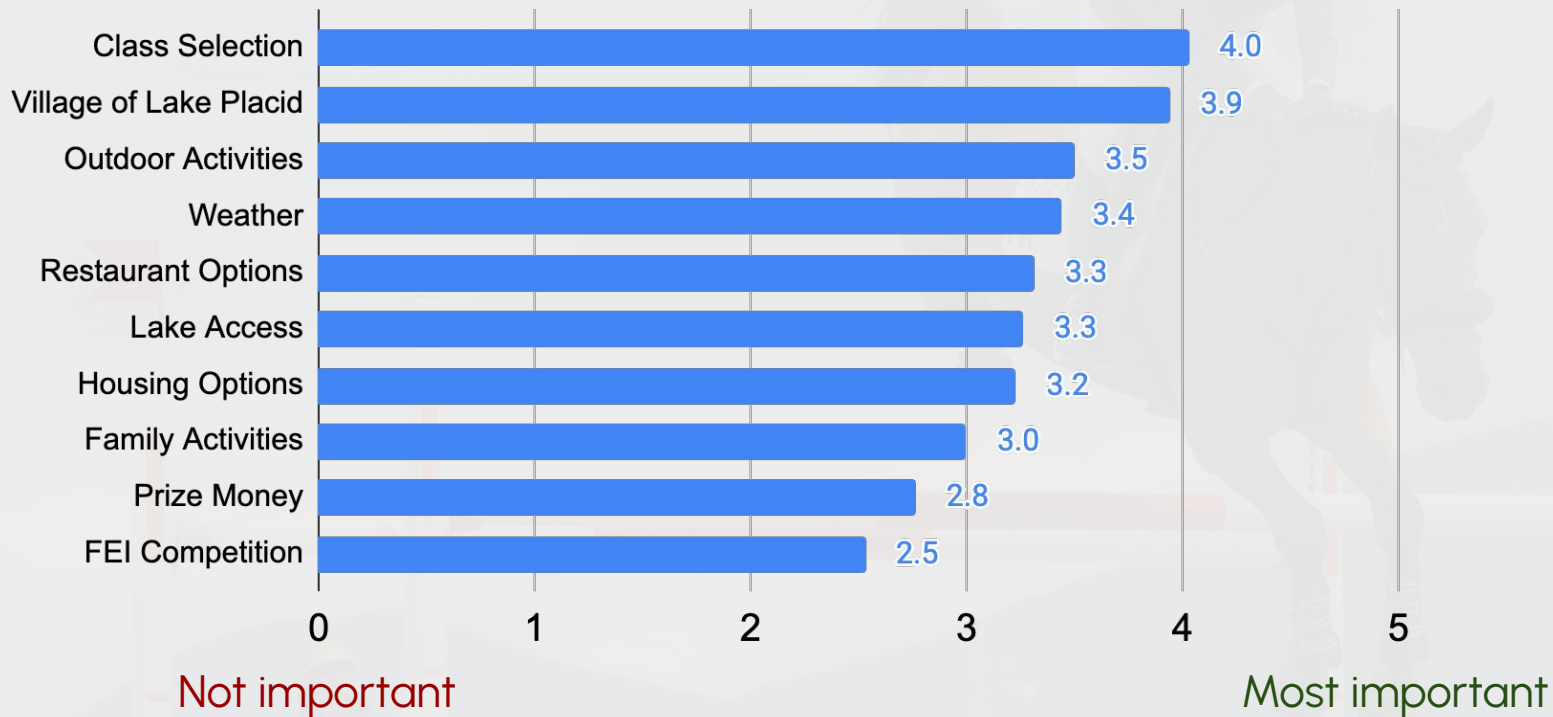
Please rate the following venue areas:



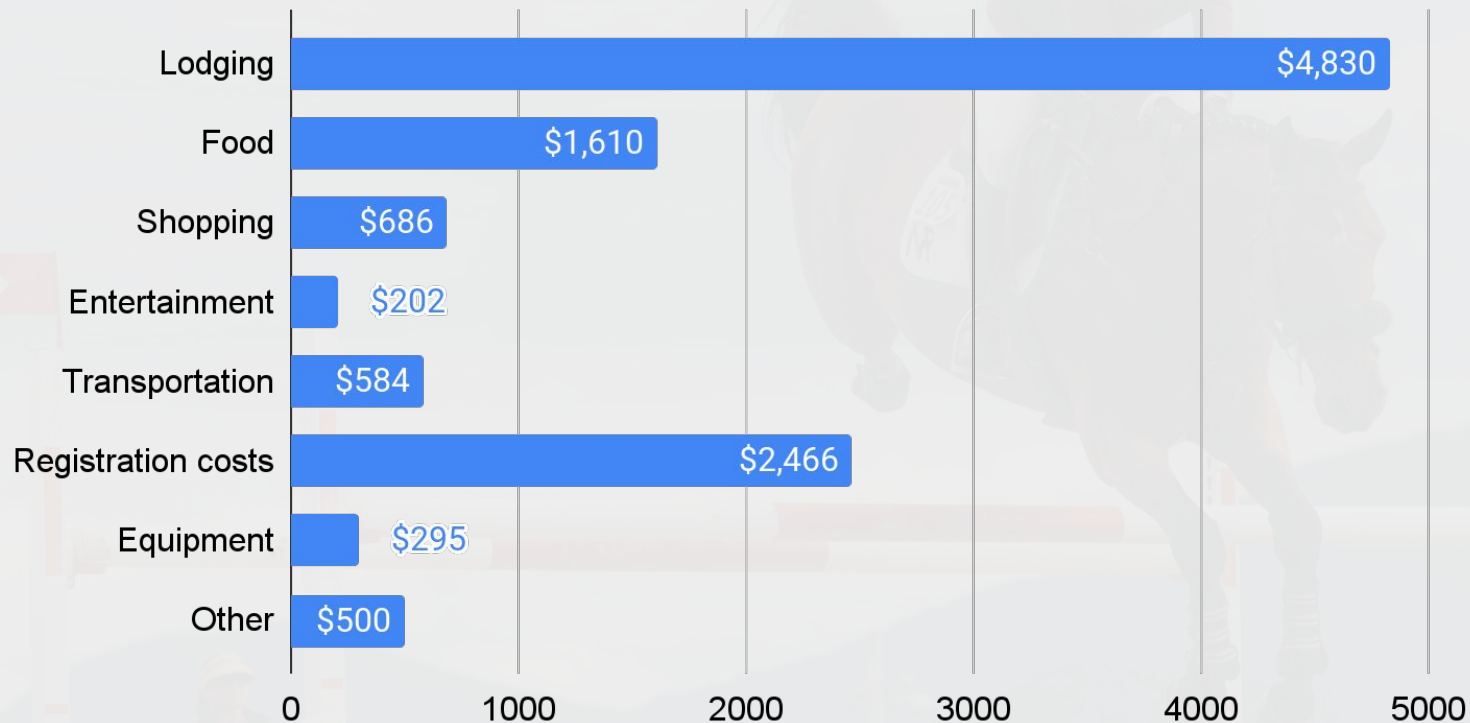
Please rate the recent improvements to the following areas:



Please rate your reasons for attending the Lake Placid Horse Shows:



## Average trip expenditure by category Essex County



## Open-ended response (linked)

1. Where do you like to eat when you're in town for the event?
2. What other activities did you do while you were here for the event?
3. Any other feedback you would like to share with us?