



# Cayuga County, New York Travel Market Research

*Prepared for:*

- *Cayuga County Office of Tourism*

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# Cayuga County, New York Travel Market Research

## OBJECTIVE:

To provide a travel market research study that:

- Addresses the very unique aspects of Cayuga County as a tourism destination.
- Explore regional visitation patterns and the share of visitors within the region that come to Cayuga County.
- Identify by market segment those attraction features/ amenities within the destination, which drive tourism and generate both overnight and repeat visitors to Cayuga County.
- Evaluate overall ROI potential for Cayuga County Office of Tourism marketing programs.
- Create a list of development/policy/organizational objectives.



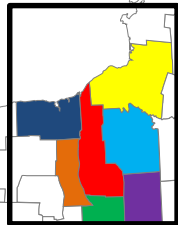


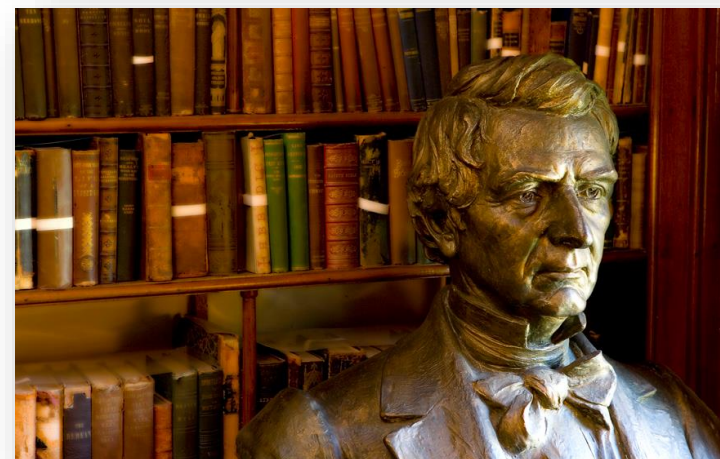
# Cayuga County New York Travel Economic Impact Data

## New York Travel Impact

- Domestic and international travelers to New York spent \$62.2 billion in 2013 and generated \$11.9 billion to federal, state and local governments.
- The 461,639 jobs created by travelers to New York in 2013 represent 6.3% of the state's total private industry employment.
- Without these jobs generated by domestic and international travel, New York's 2013 unemployment rate of 7.7% would have been 12.4% of the labor force.
- For every \$1 million spent in New York by domestic and international travelers 7.4 jobs are created.

County	Visitor Spending FY2014 ('000)
ONONDAGA	\$808,297
TOMPKINS	\$177,432
OSWEGO	\$122,733
<b>CAYUGA</b>	<b>\$100,952</b>
CORTLAND	\$69,889
SENECA	\$48,030
WAYNE	\$35,741





## Cayuga County New York Visitor Profile

## Purpose

To document the profile of visitors to the county by segment, the size (universe) of the potential market from each of the identified visitor segments, the perceptions of the Cayuga County region as a destination, and the attractors that induce overnight visitors, multiple night visitors and repeat visitors.

## Methodology

An online survey instrument was prepared by the Young Strategies research team and approved by the Cayuga County Office of Tourism to capture visitor perceptions of Cayuga County, NY. Email recipients were invited to take a visitor survey and be entered into a chance to win a VISA gift card. The survey was deployed to 8 visitor databases that included: Cayuga County Office of Tourism (CCOT), Bet the Farm, Finger Lakes Musical Theatre Festival, Inns at Aurora, Seward House Museum, Skaneateles Inn on 20, Springside Inn, and The Tuxhill House. Total surveys received through weblinks that were posted or emailed by Cayuga County Office of Tourism and partners came to 1,661. Of those 910 were visitors to the area, 457 were residents, 222 were residents of a neighboring county and 72 indicated they have not visited Cayuga County. 741 respondents identified themselves as overnight visitors to Cayuga County while 271 identified themselves as day trippers.

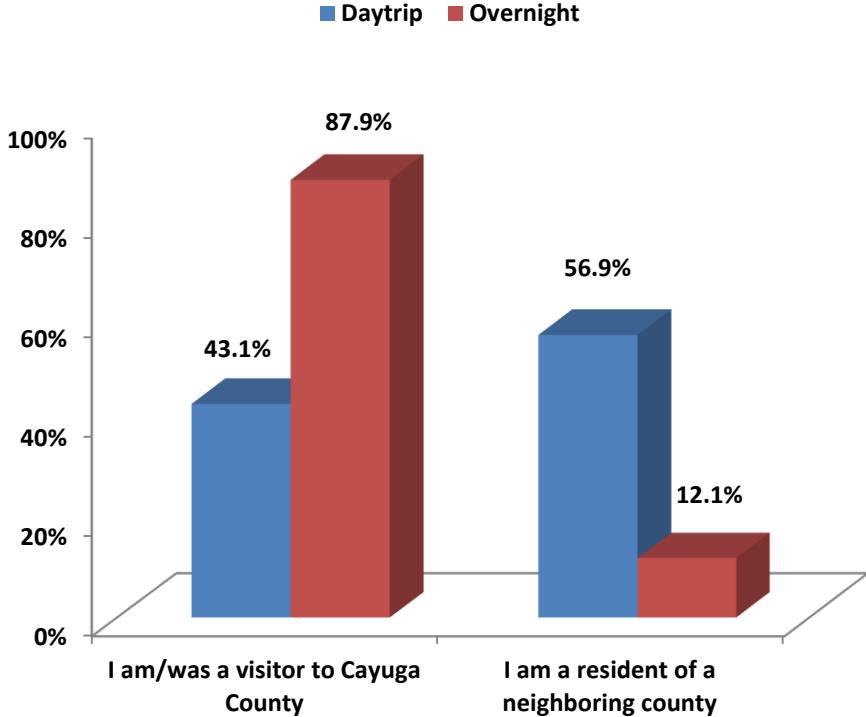
The range of surveys received from visitors and residents represents a broad range of behaviors and experiences and is deemed to be predictive of overall travel patterns for the destination.



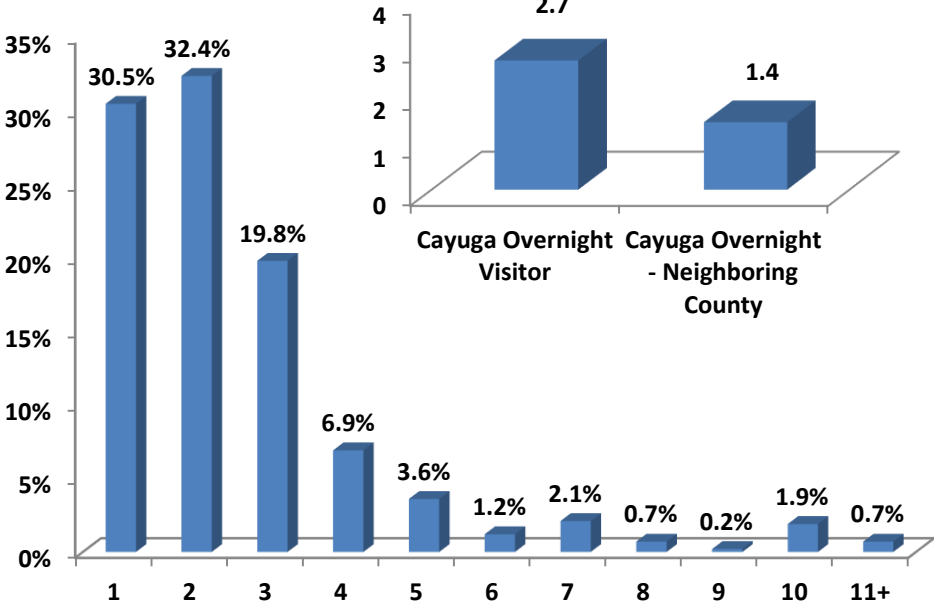
## Summary of Visitor Profile Data

Visitors were asked many questions to document their overall experience in Cayuga County. The data on the following thirty-five pages provides a picture of the overall visitor to Cayuga County.

Was your most recent trip to Cayuga County a day trip only or an overnight trip? n=557



How many nights did you stay in Central New York on your most recent visit? n=420



The charts on this page show the breakout of daytrip and overnight visitors by two primary groups 1) visitors whose primary destination was Cayuga County and 2) respondents who reported residing in a neighboring county. Further analysis of the data by respondent’s primary residency showed visitors to Cayuga County from neighboring counties take more daytrips to Cayuga County but spend fewer nights as is expected.



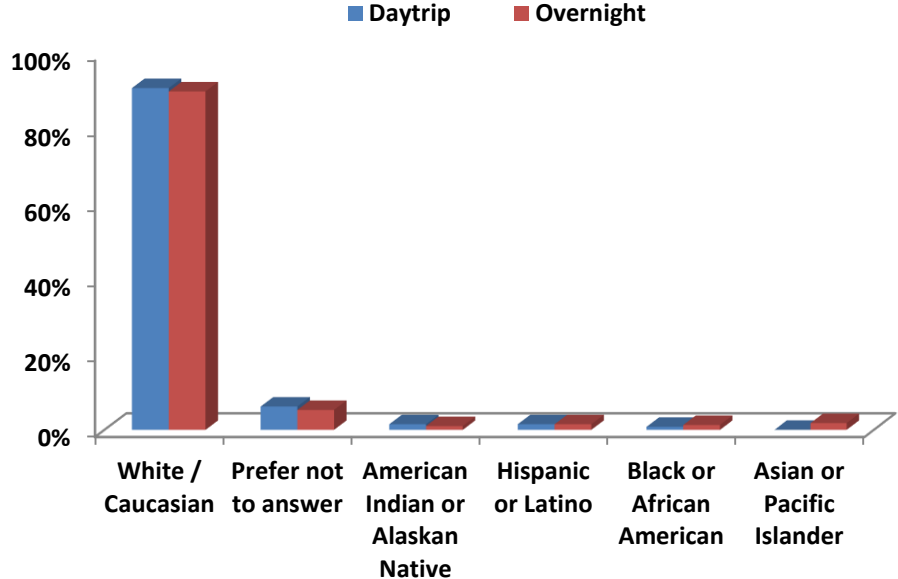
# Cayuga County Visitor Profile

## Overall Visitor Demographics

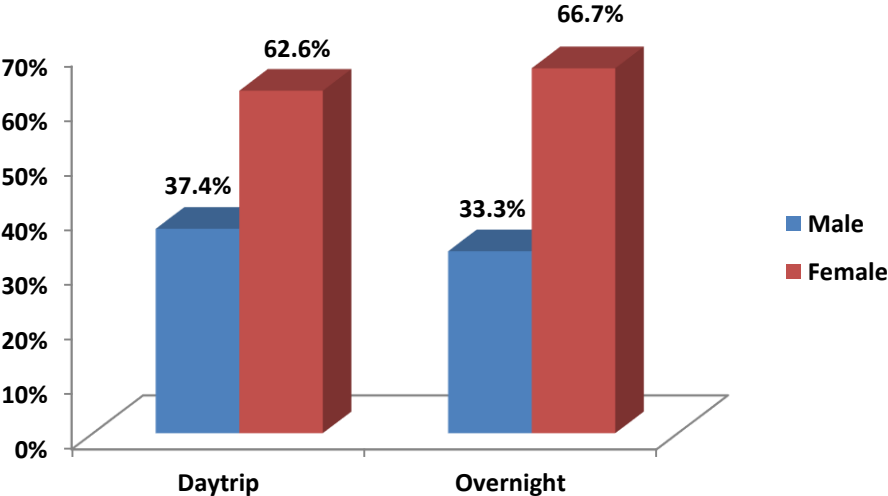
The average age and gender of survey respondents is reflective of the typical travel planner for each segment. Majority of respondents for the Cayuga County visitor survey were female; which is predictable as females are typically the primary travel planners. Average age of survey respondents was approximately 56 years old; respondents ranged in age from 20 to 89.

Respondents also came from a wide range of ethnicities with White/Caucasian most prevalent. Overall, the demographic profile of survey respondents is a good match to the range of visitors to the area.

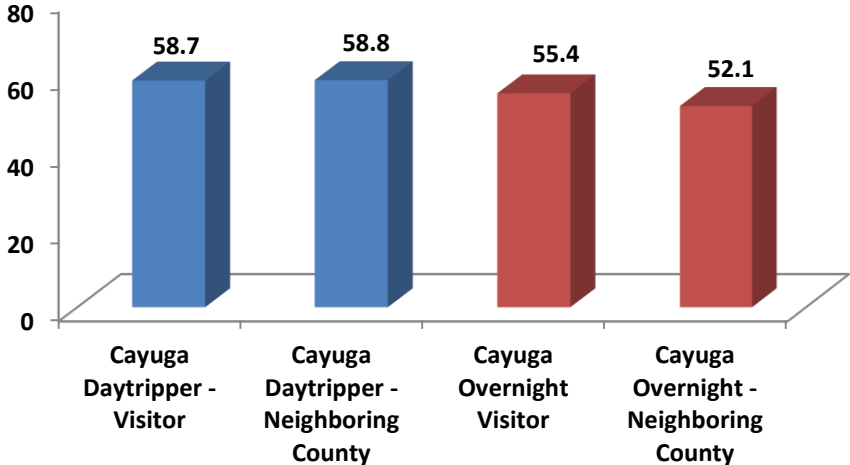
## Ethnicity by category n=525



## Gender of Respondents n=533



## Average Age of Respondents n=533

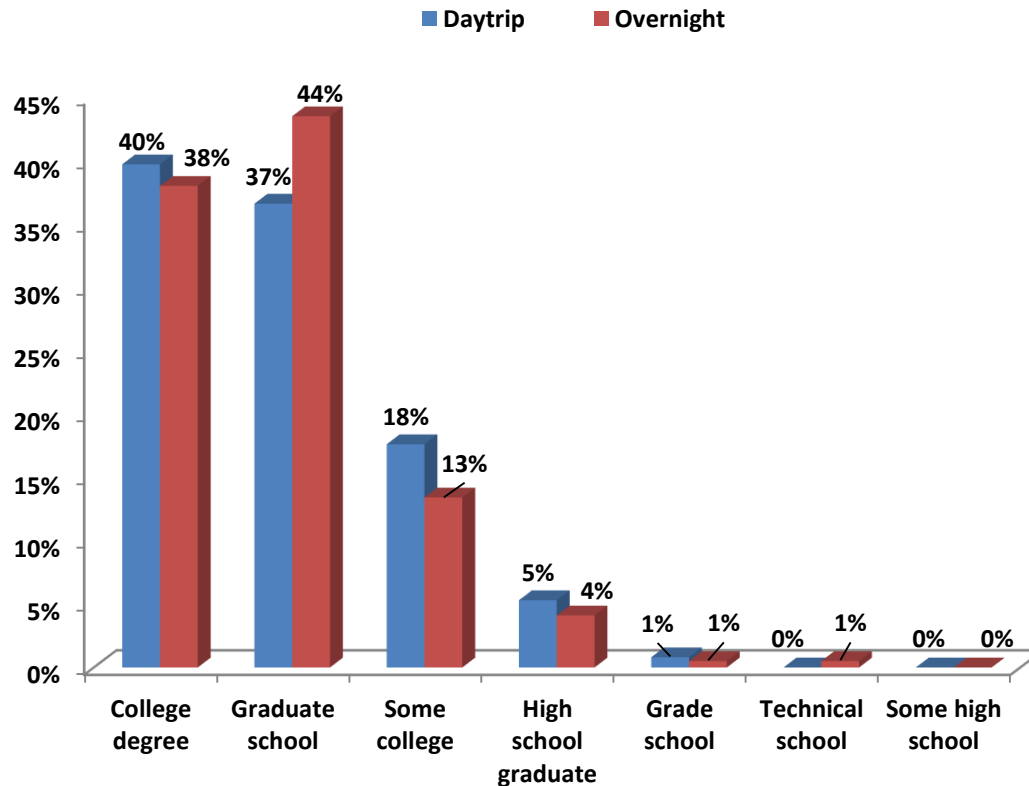


# Cayuga County Visitor Profile

## Overall Visitor Demographics

Visitors to Cayuga County are well-educated for both segments of daytrip and overnight travelers as seen in the graph below. One-third of all respondents indicate they are retired, followed by educators (nearly 14% of daytrip travelers) and the healthcare industry employees (12% of overnight travelers).

### Level of Education n=526



### Occupation n=501

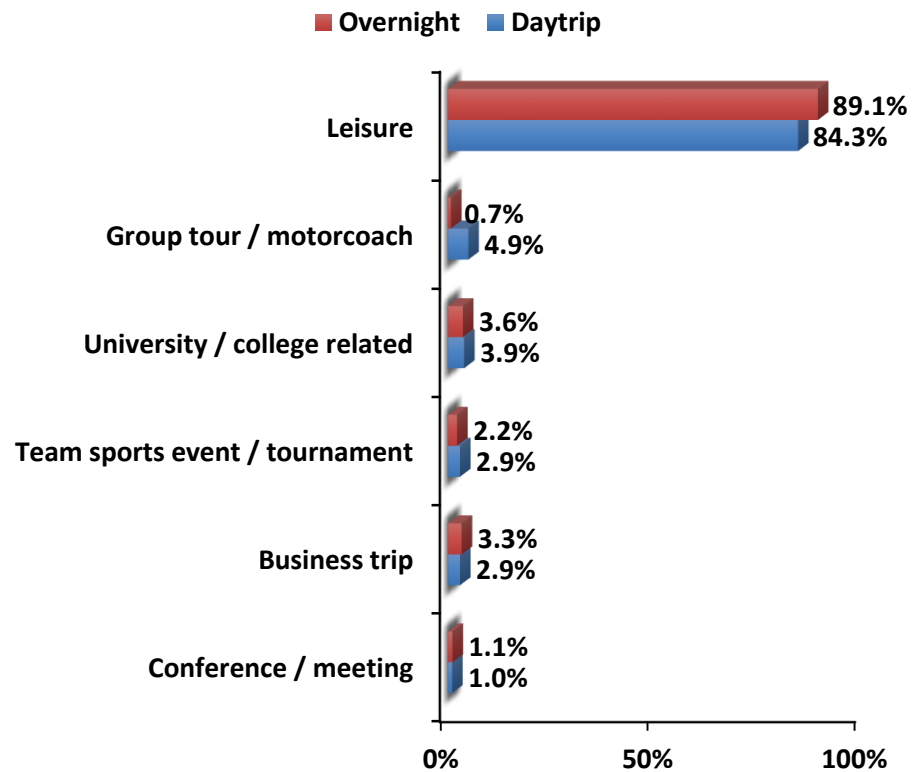
Occupation	Daytrip (%)	Overnight (%)
Retired	37.9%	29.2%
Healthcare industry	9.7%	11.7%
Executive / manager	3.2%	8.0%
Self-employed	1.6%	7.4%
Education-professor / teacher	13.7%	7.4%
Professional / technical	6.5%	5.6%
Banking / Financial	3.2%	5.0%
Attorney / legal	0.8%	3.4%
Hospitality / tourism	3.2%	3.4%
Secretary / clerk / office	3.2%	3.4%
Arts / entertainment	0.8%	2.9%
Government / military	4.0%	2.7%
IT / technology	4.8%	2.7%
Sales / buyer	0.8%	2.1%
Homemaker / stay at home parent	0.8%	1.6%
Real Estate	0.8%	1.3%
Human Resources	1.6%	1.1%
Student	0.8%	0.5%
Religious / clergy	0.0%	0.3%
Unemployed	0.0%	0.3%
Craft / mechanical / factory	2.4%	0.0%

# Cayuga County Visitor Profile

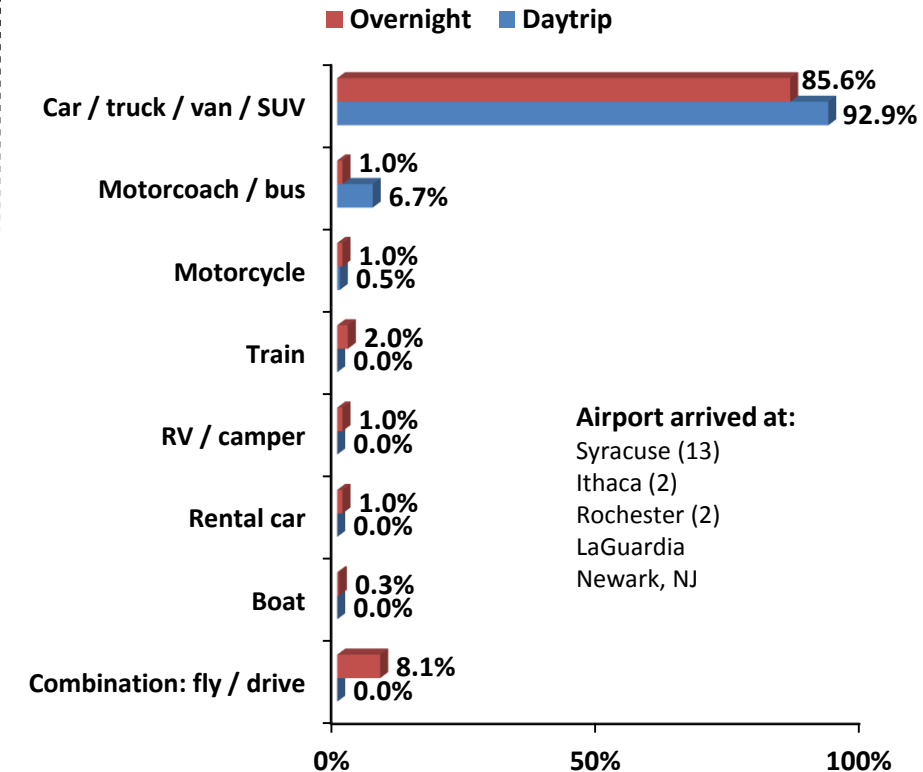
## Trip Purpose

The majority of respondents indicate they travel by vehicle to Cayuga County for leisure. However, leisure daytrip travelers are more likely to visit Cayuga County on a business trip, for a conference/meeting or for a team sports event/tournament than leisure overnight travelers.

What was the MAIN purpose for your most recent trip to Central New York?  
n=377



What PRIMARY mode of transportation did you use TO GET TO Central NY?  
n=376



**Airport arrived at:**  
Syracuse (13)  
Ithaca (2)  
Rochester (2)  
LaGuardia  
Newark, NJ

Note: Data represents overall Cayuga County visitors; Aurora Inn collector excluded for this data set

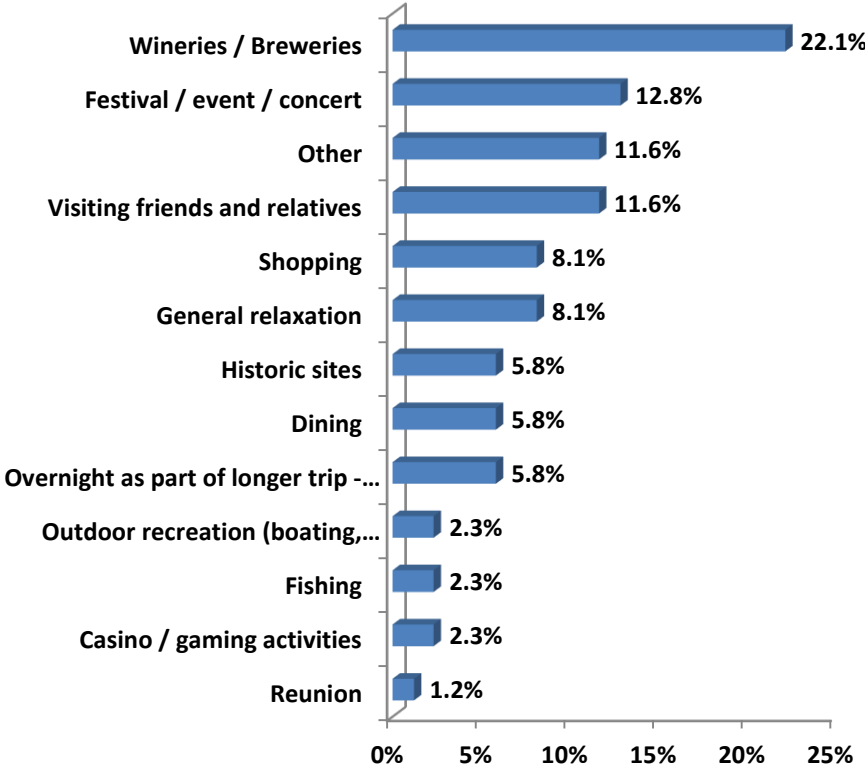
# Cayuga County Visitor Profile

## Leisure Trip Purpose

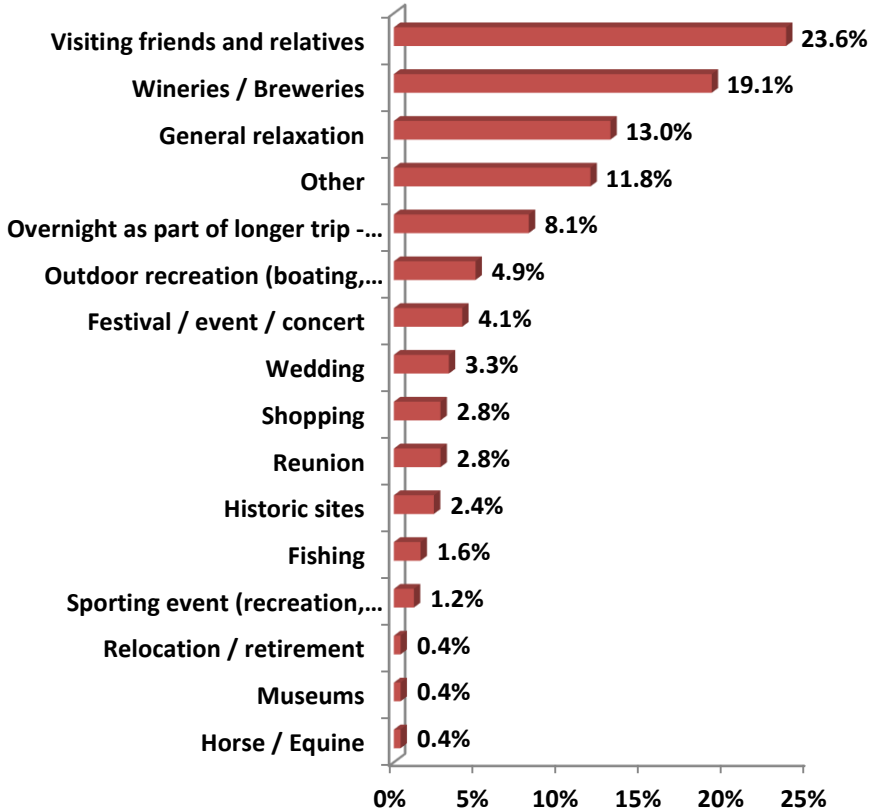
Leisure day-trip travellers to Cayuga County indicate their main trip purpose is visiting wineries and breweries, while leisure overnight travellers indicate visiting friends and relatives as their number one trip purpose. Festival/events/concerts and general relaxation also rate highly indicating Cayuga County is a leisure destination with many reasons for visiting. "Other" responses have been compiled and are found in the Addendum.

Regarding your LEISURE trip to Central New York, what was the SPECIFIC purpose for your trip? n=428

Daytrip



Overnight



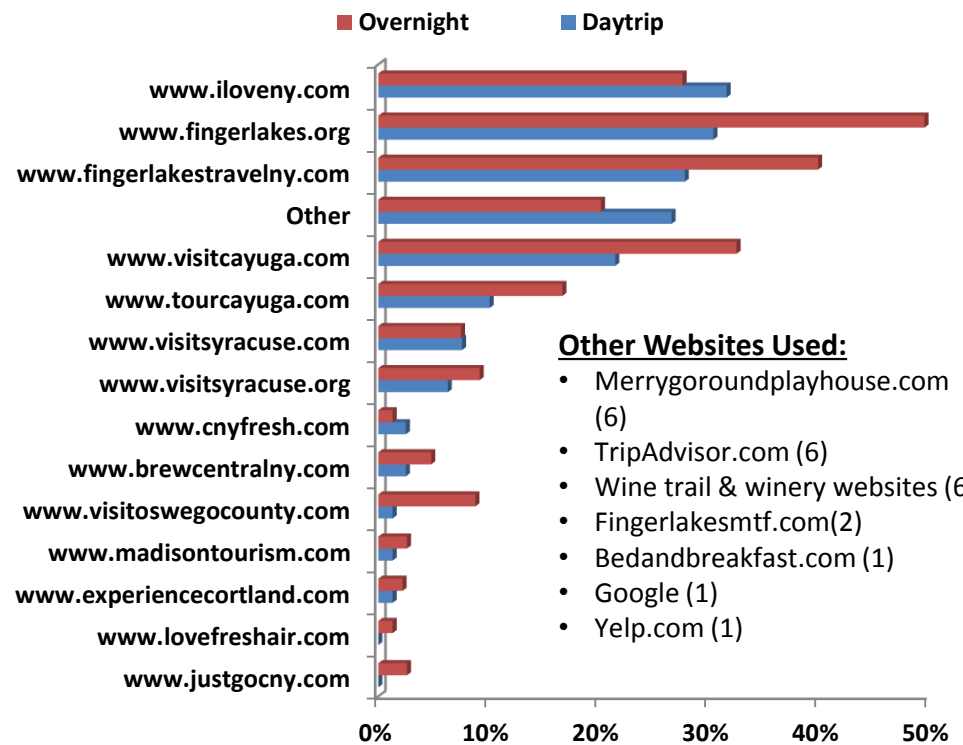
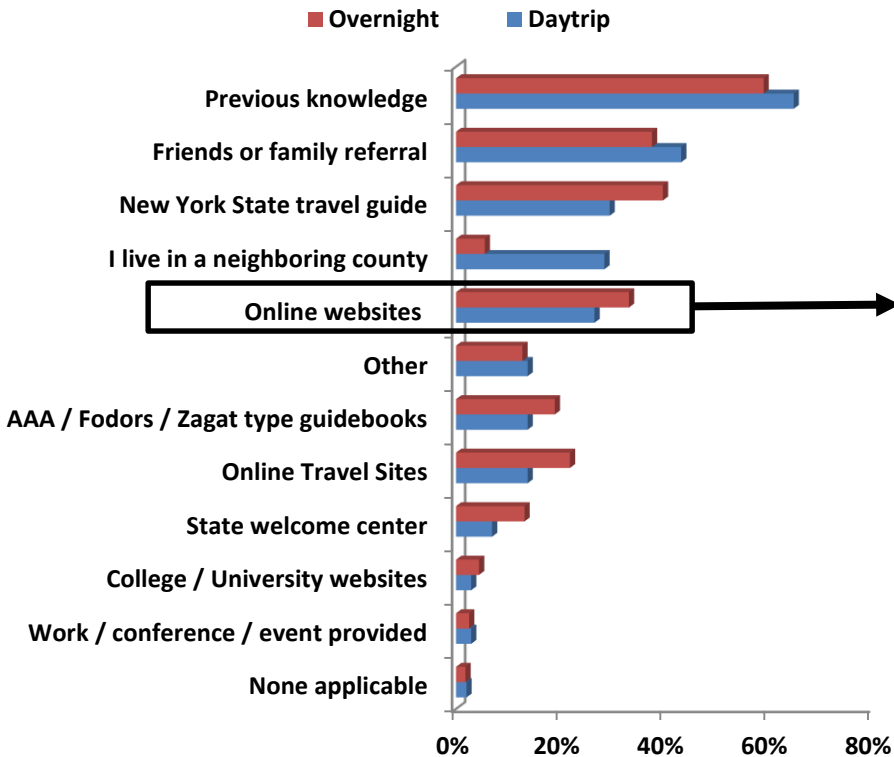
Note: Data represents overall Cayuga County visitors; Aurora Inn collector excluded for this data set

## Trip Planning Characteristics

The top source of information for trip planning in both daytrip and overnight visitation is previous knowledge of Cayuga County, followed by friends or family referral. This indicates a high incidence of repeat-visitation and the power of word-of-mouth in destination marketing. Residents living in neighboring counties also drive a significant number of daytrip visits, which confirms repeat visitation. It is important to note the CCT marketing partnerships drive significant traffic and are rated highest among websites used as sources of information such as fingerlakes.org and fingerlakestravelny.com. This data confirms the importance of investment in regional advertising and marketing. "Other" responses can be found in the Addendum.

What information or trip planning sources did you use to plan your most recent trip to Cayuga County? n=377

What specific websites did you use to plan your most recent visit to Central New York? n=307



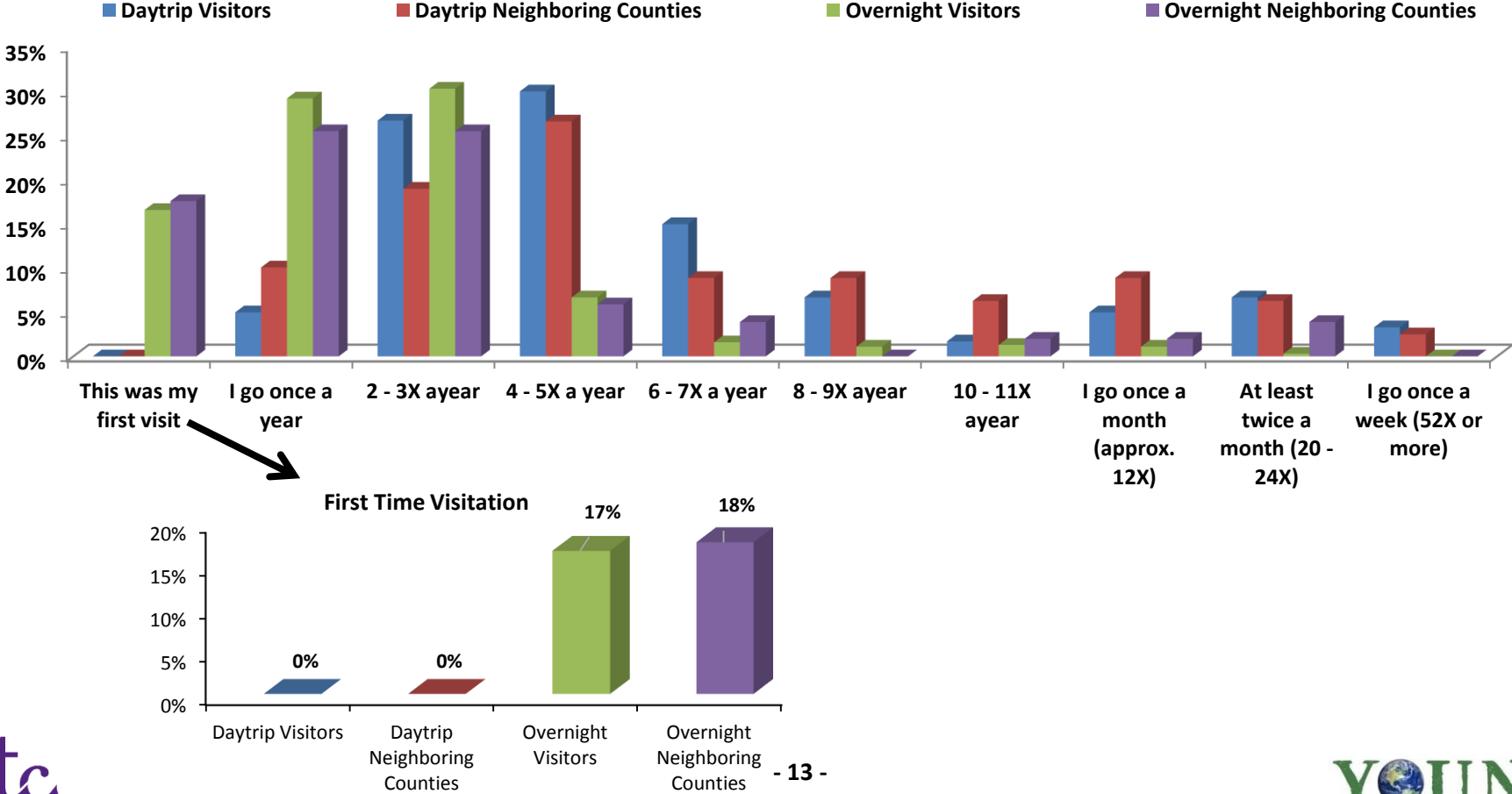
### Other Websites Used:

- Merrygoroundplayhouse.com (6)
- TripAdvisor.com (6)
- Wine trail & winery websites (6)
- Fingerlakesmtf.com(2)
- Bedandbreakfast.com (1)
- Google (1)
- Yelp.com (1)

## Trip Behavior Characteristics

Repeat visitors represent over 82% of leisure respondents indicating they have been to Cayuga County at least once, while a majority of all segments report visiting between 2 and 5 times a year. Only 17% of overnight visitors and 18% of overnight neighboring county residents reported it was their first visit to Cayuga County. In future surveys, it is desirable to have far more first-time visitors as this reflects a healthy advertising program and first-time visitors tend to stay longer, do more and spend more. Increased advertising in the 4 – 7 hour drive radius may drive more first-time visitors.

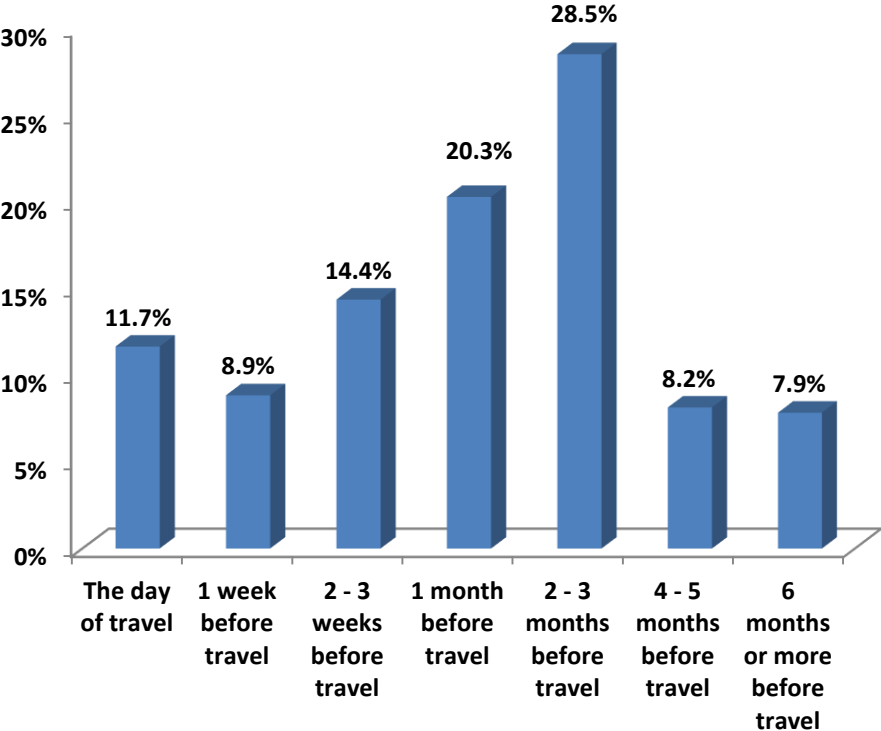
Annually, how many times do you typically visit Central New York? n=557



### Trip Planning Characteristics

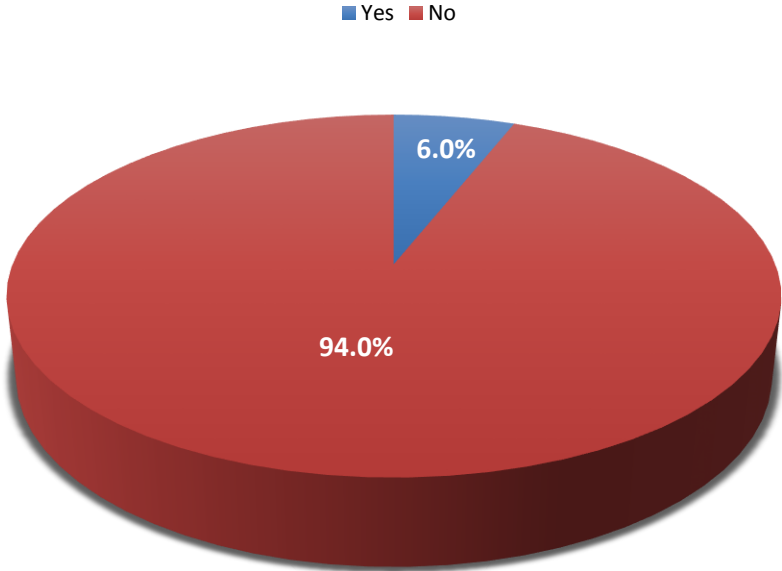
Respondents indicate they are planning last minute with over 55% of lodging rooms booked by respondents within one month. This is a typical trend in many markets across the country and confirms the need for Cayuga County Tourism to be swift in responding to visitor information inquiries. If travel planners take the time to make an inquiry, they are highly likely to book quickly.

How far in advance did you book your accommodations for your most recent trip? n=291



Respondents were asked to indicate whether their accommodation included a package. The vast majority did not include a package indicating hoteliers are not utilizing packaging to drive bookings of lodging rooms. This may be an area to pursue for new marketing strategies to drive accommodation bookings in Cayuga County.

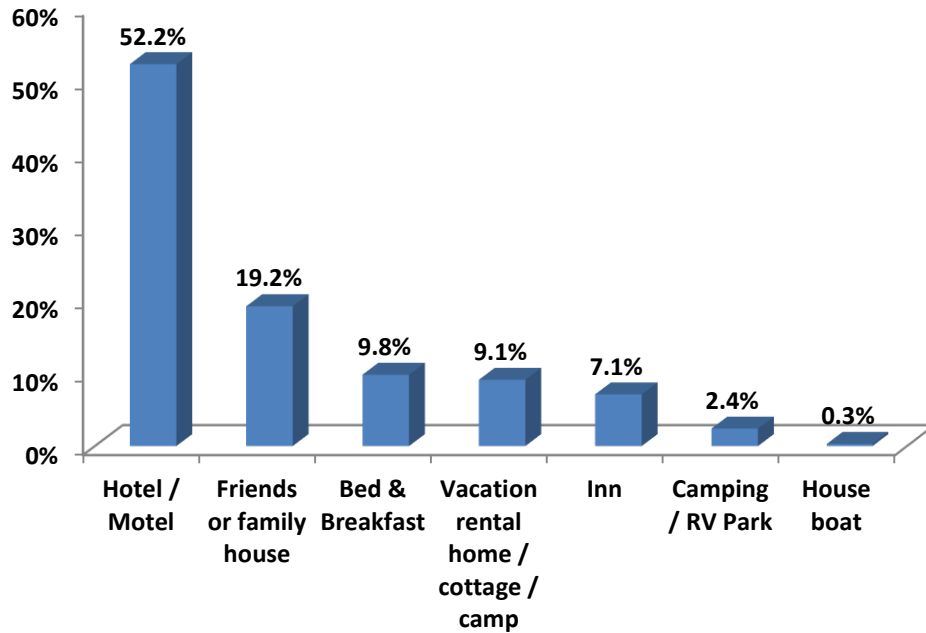
Did your lodging expense include a vacation package? n=232



## Trip Planning Characteristics

Respondents were asked to categorize the type of lodging they occupied while visiting the Cayuga County area. The majority of visitors indicate they stayed in hotels/motels followed by friends and family homes. It is typical for as much as 1/3 of the overnight visitors to a community to stay in the homes of friends and family thus, this indicates a healthy number of visitors are staying in Cayuga County hotels/motels driving economic impact.

Where did you stay during your last visit to Cayuga County? n=154



## Specific accommodations listed:

• Tuxhill House	9	• Inn of Finger Lakes	1
• Skaneateles Inn on 20	4	• Jefferson Clinton Hotel	1
• Aurora Inn	3	• La Tourelle	1
• Hampton Inn	3	• Own a cottage	1
• College dorm	2	• Quality Inns And Suites	1
• Holiday Inn	2	• Radisson	1
• Marriott	2	• Red mill inn	1
• A quiet place	1	• Sandy Point Long Lake Motel	1
• Belhurst	1	• Sherwood	1
• Buttonwood Grove Cabin	1	• Spent a few days in a vacation rental home, few days in a B&B, and the last couple In an inn	1
• Cresthill Suites Syracuse	1	• Springside Inn	1
• Days Inn	1	• Stayed in our own boat on the Erie Canal	1
• EB Morgan Samuel	1	• Stella Maris Retreat Center	1
• Embassy Suites and general Clinton	1	• Summer apt rental	1
• Family house	1		
• Geneva on the Lake	1		
• Hickory Hills campground	1		
• Hilton	1		

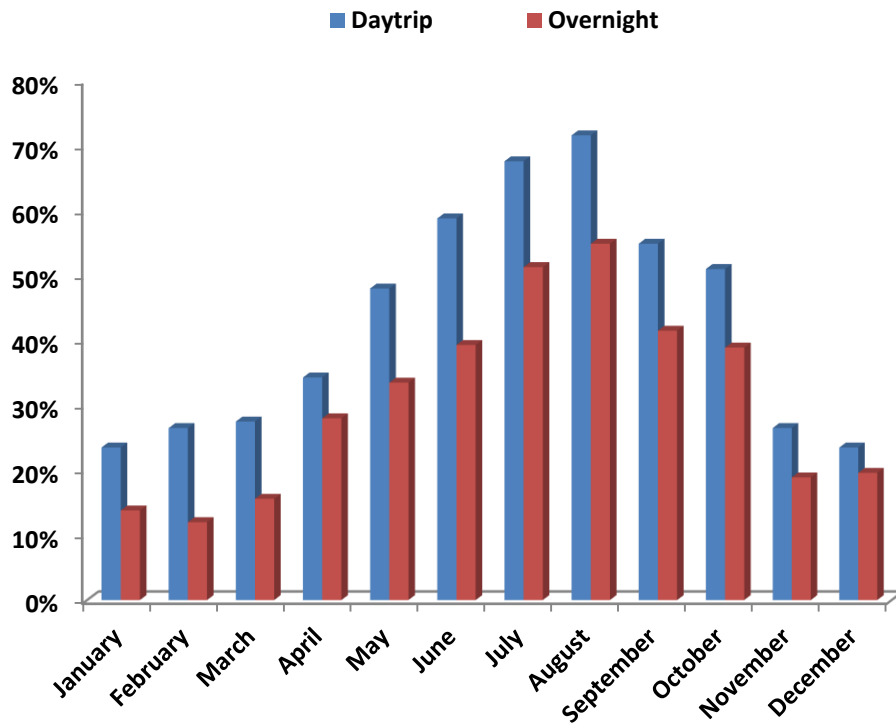
Note: Data represents overall Cayuga County visitors; Aurora Inn collector excluded for this data set



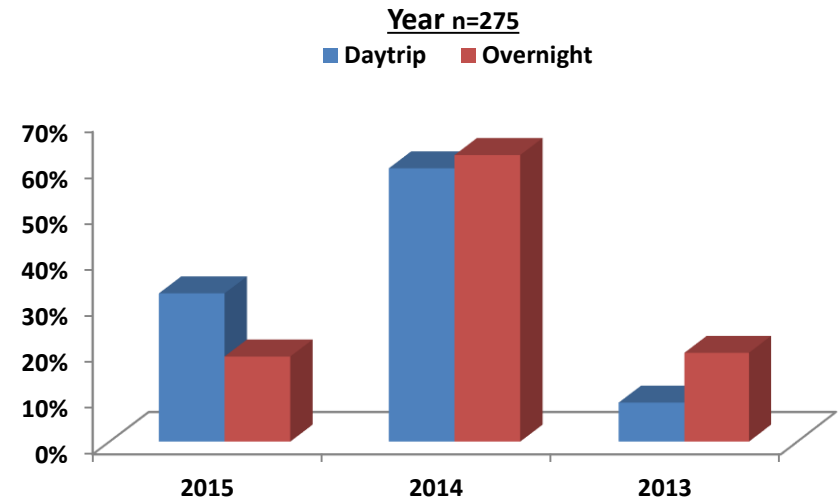
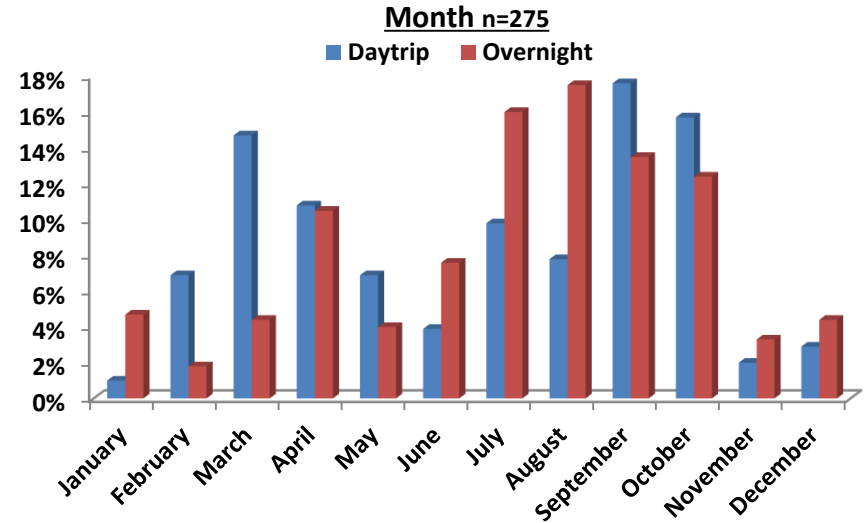
## Travel Party Length of Stay

Travelers to Cayuga County reported visiting all twelve months of the year, with the most visitation between the months of May and October. Two-thirds of survey respondents reported staying overnight, while one-third of respondents were day-trippers. The majority of survey respondents visited Cayuga County in 2014.

In what months of the year have you visited? n=275



Please indicate the date of your most recent visit in the last 2 years.

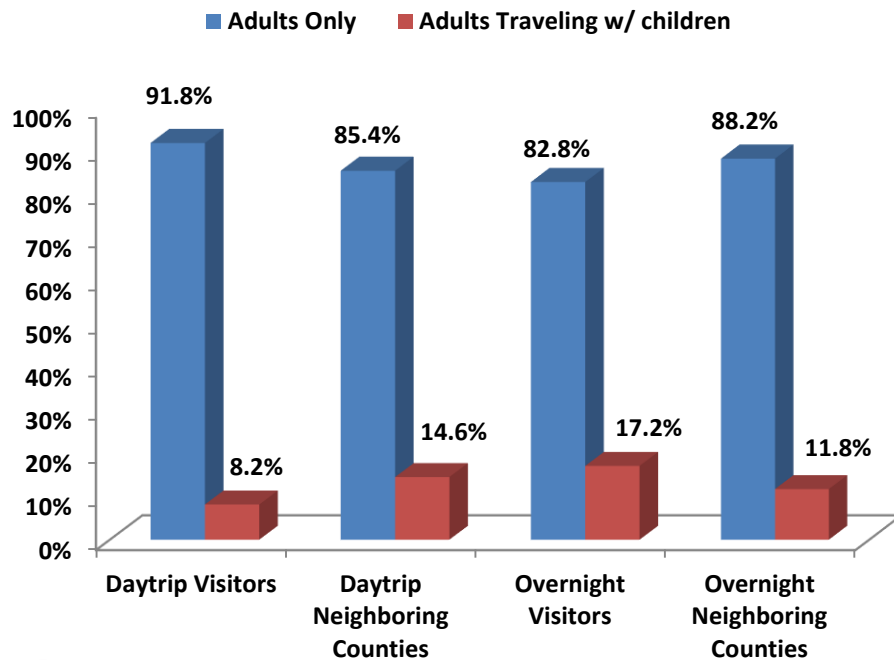


## Travel Party Characteristics

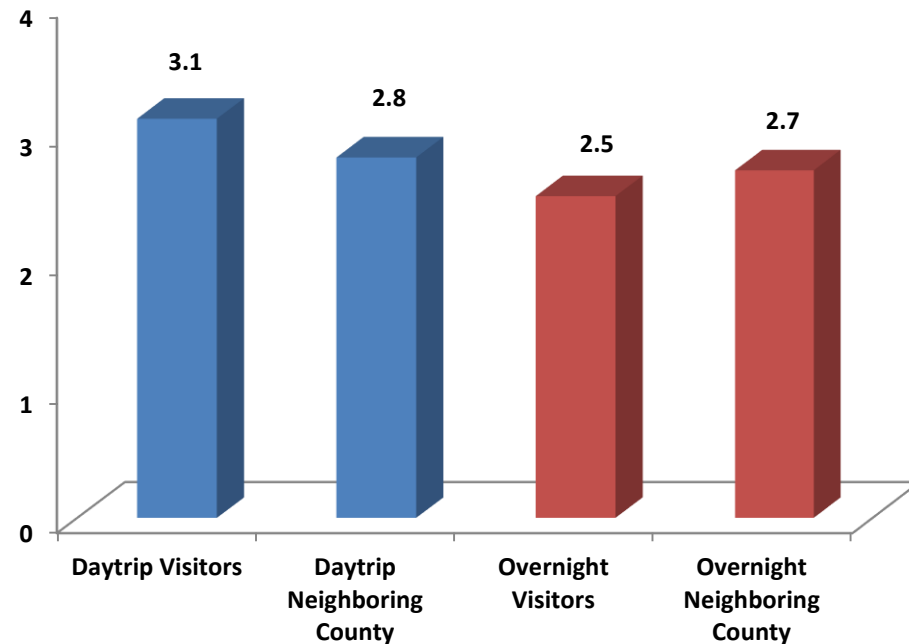
National travel research typically indicates that three-fourths of all travel parties are adults-only which is largely due to the fact that children are in school nine months of the year, thus limiting the amount of time families can travel. The Cayuga County travel party statistics are high with nearly 85% of the overnight travel parties being adults-only. This is predictive as Cayuga County has far more activities for adults than children. Future travel related product development should focus on the adult market as this offers the best opportunity for return-on-investment as adults travel every month of the year. The summer season when children are out of school already has some of the highest lodging occupancy of the year and therefore has limited room for growth.

The average travel party size for overnight visitors is 2.5 while the average travel party size for overnight neighboring county visitors is slightly higher at 2.7 with the most typical response being a party size of two. Cayuga County is a destination that appeals to couples who typically travel alone or in groups of two couples.

Was your travel party comprised of adults only or adults traveling with children? n=553

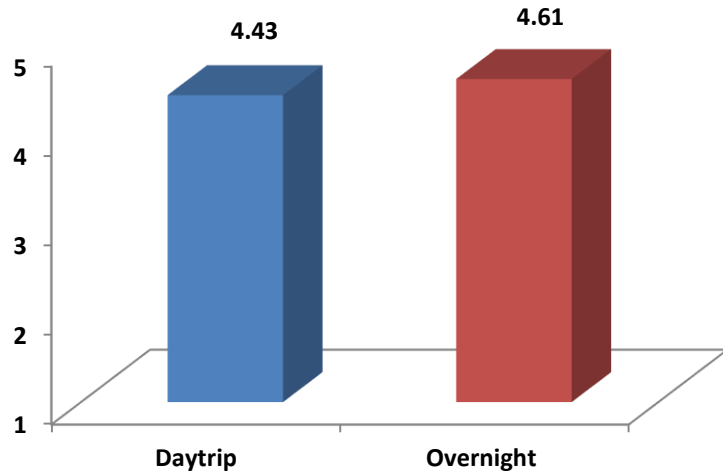


Average travel party size? n=553



## Cayuga County Overall Visitor Satisfaction

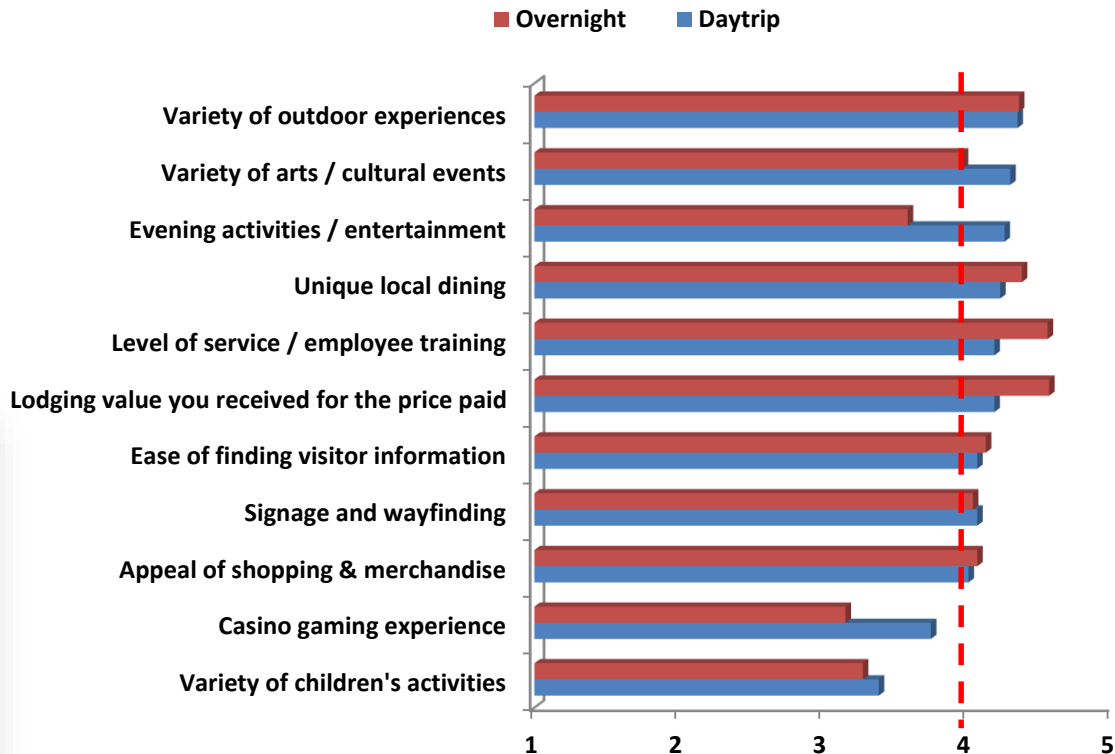
Overall trip satisfaction for visitors to Cayuga County is very high for both daytrip and overnight visitors. Using a five-point scale, visitors rated the destination highly as indicated in the table below. n=540



## Traveler Satisfaction by Category

Satisfaction with the Cayuga County experience was high (above 4.0) in all categories except evening activities/entertainment by overnight respondents as well as casino gaming and variety of children's activities by both segments of visitors. The desire by overnight visitors to have access to activities and entertainment in the evening verifies the need to continue to enhance, create, and market evening activities in Cayuga County.

## Cayuga County Visitor Satisfaction by Category n=532

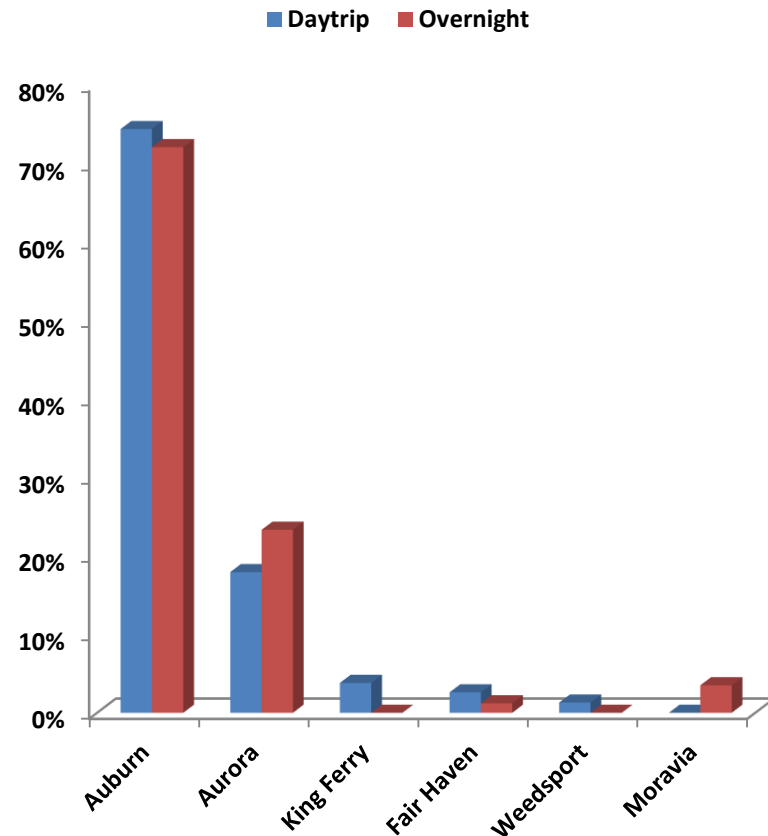


# Cayuga County Visitor Profile

## Primary Destination in the Cayuga County Area

The response data confirms that Cayuga County is a drive destination in a region where travelers visit several communities while in the area. Overall, Auburn is typically the primary destination in the county, but visitors go to many other communities while here.

Which was the primary destination for your most recent visit to Cayuga County? n=479



What other communities did you visit while in the area? n=475

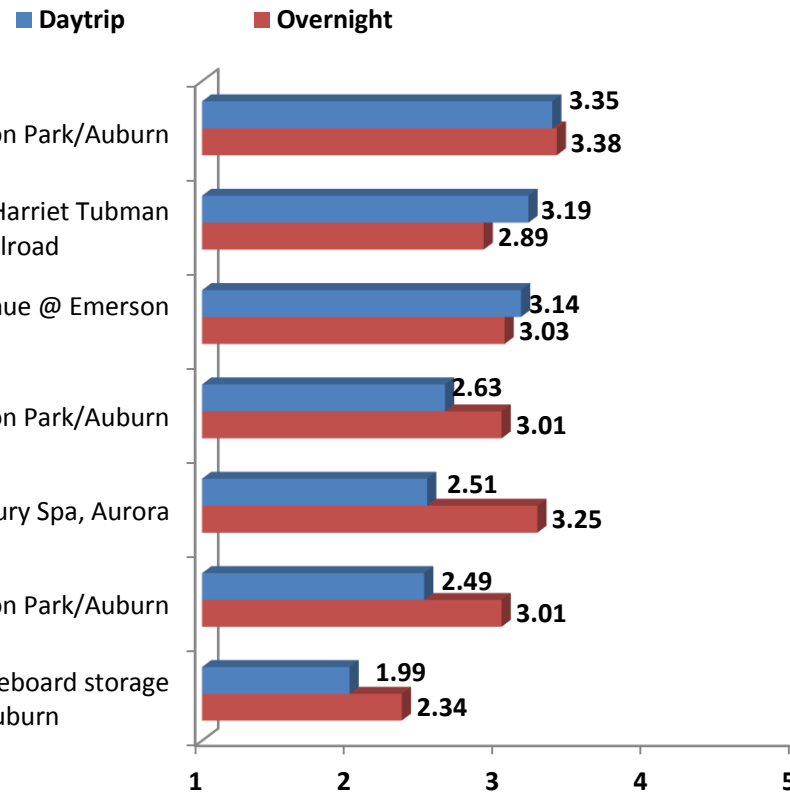
Daytrip Visitors							
Auburn	60.7%	Cortland	24.5%	Weedsport	11.7%	Canastota	4.6%
Rochester	51.5%	Alexandria Bay	24.0%	Baldwinsville	10.7%	Cicero	4.6%
Ithaca	51.0%	Cooperstown	20.4%	Liverpool	10.7%	Fulton	4.6%
Syracuse	50.5%	East Syracuse	18.4%	Rome	10.7%	Pulaski	4.6%
Watkins Glen	50.0%	Oswego	15.8%	Fair Haven	10.2%	Clay	4.1%
Canandaigua	48.0%	Cazenovia	15.3%	Oneida	10.2%	Mexico	3.6%
Skaneateles	40.3%	King Ferry	15.3%	Chittenango	9.2%	Sandy Creek	3.6%
Corning	36.2%	Utica	15.3%	Moravia	7.7%	Hamilton	3.1%
Aurora	30.6%	North Syracuse	14.8%	Tully	5.6%	Sterling	3.1%
Cayuga	28.1%	Dewitt	11.7%	Morrisville	5.1%	Lysander	1.5%
Binghamton	26.0%	Union Springs	11.7%	Bouckville	4.6%	Van Buren	0.5%

Overnight Visitors							
Auburn	50.5%	Cortland	19.4%	Cazenovia	9.0%	Tully	3.6%
Ithaca	46.2%	Cooperstown	17.6%	Baldwinsville	8.2%	Sterling	3.6%
Syracuse	43.7%	East Syracuse	16.5%	Dewitt	7.2%	Sandy Creek	3.6%
Skaneateles	40.5%	Alexandria Bay	15.4%	Pulaski	5.7%	Hamilton	3.6%
Cayuga	36.6%	North Syracuse	13.6%	Fair Haven	5.4%	Canastota	3.2%
Watkins Glen	34.8%	King Ferry	12.9%	Cicero	5.0%	Lysander	2.2%
Rochester	31.2%	Utica	12.2%	Morrisville	4.7%	Bouckville	2.2%
Corning	29.0%	Union Springs	11.5%	Mexico	4.7%	Van Buren	0.7%
Canandaigua	28.0%	Moravia	11.5%	Fulton	4.7%	Wampsville	0.4%
Aurora	26.2%	Oneida	11.1%	Rome	4.3%	Altmar	0.4%
Oswego	21.1%	Weedsport	9.3%	Clay	3.9%		
Binghamton	19.7%	Liverpool	9.0%	Chittenango	3.9%		

## Activities and Experiences That Would Appeal to Visitors

- Survey respondents were asked to indicate their level of interest in a list of possible new activities/experiences.
- A list of activities was developed in order to test concepts and ideas in terms of appeal for visitors to Cayuga County.
- Highest rated among the listed items (above 3.35 on a 5-point scale) was Lakeside dining @Emerson Park/Auburn. The data indicates that travelers are most interested in unique and authentic experiences and more lakeside dining options in Cayuga County.
- n=540



## Trip Spending

The overall average spending per travel party was reported as follows:

- Overnight visitor = \$1,244.92
- Overnight visitor (neighboring county) = \$608.67
- Day-tripper = \$260.30
- Day-tripper (neighboring county) = \$385.82

A typical travel party size for visitors is 2.8 people with the typical length of stay reported as 2.7 nights and 1.4 nights for overnight visitors and overnight visitors from neighboring counties respectively. Therefore, the average daily spending is \$461.08 for overnight travel parties compared to \$431.68 for overnight travelers from neighboring counties.

The table below breaks out the spending by category for leisure daytrip travelers, daytrip travelers from neighboring counties as well as overnight travelers and overnight travelers from neighboring counties. Cayuga County makes more money per party on overnight visitors which should be the primary focus of CCT marketing efforts. When a tourism office promotes the destination to overnight visitors a healthy number of daytrippers will be the natural by-product.



## How much did your party spend WHILE IN Cayuga County?

Answer Options	Cayuga Daytripper Visitor	Cayuga Daytripper Neighboring County	Cayuga Overnight Visitor	Cayuga Overnight Neighboring County
Dining/Meals	\$101.89	\$150.25	\$328.03	\$168.69
Wineries/ Breweries/ Distilleries	\$117.06	\$310.00	\$188.69	\$91.75
Lodging	\$0.00	\$0.00	\$588.84	\$307.57
Recreational	\$83.75	\$150.56	\$234.36	\$118.89
Casino/Gaming	\$25.50	\$80.17	\$230.00	\$150.00
Attractions/Events	\$115.35	\$109.64	\$90.86	\$87.50
Shopping	\$118.06	\$110.46	\$338.82	\$148.80
Local Transportation	\$59.00	\$38.33	\$97.25	\$45.38
<b>Total Spending</b>	<b>\$260.30</b>	<b>\$385.82</b>	<b>\$1,244.92</b>	<b>\$608.67</b>

Note: The above categories will not add up to the average spending reported at the top of the page. The categories in the table are averaged individually. Whereas the overall total is a weighted average that takes into account the fact many travel parties did not report spending in all of the categories.

## Daytrip Visitor Activities While in Cayuga County

The most popular activity reported by daytrip travelers was fine or local culinary dining reported by over 62% of respondents followed by shopping, driving/sightseeing, wineries and historic sites/museums. This data confirms that people come to Cayuga County to immerse themselves in the local experience by enjoying local culinary, exploring the unique shopping and taking in the scenic beauty. These activities should be at the core of future marketing messages.

It is important to mention that while shopping is among the most popular activities by visitors, it does not necessarily translate to high spending on shopping. Many people shop for something to do, without making a purchase.

n=133

### Daytrip Visitor – Top 5 Activities:

Answer Options	Response %
Dining - Fine or local culinary	62.4%
Shopping	45.0%
Driving / sightseeing	37.6%
Wineries	37.6%
Historic site / museum	24.9%

### Other activities daytrip visitors reported:

Answer Options	Response %	Answer Options	Response %
Theater	24.3%	Golf	4.8%
Antique shopping	23.8%	Fishing	4.2%
Breweries	18.0%	Camping	3.7%
Festival / event	17.5%	Meeting / conf. / training	2.6%
Farmers markets / U-picks	16.4%	Spa treatment	2.6%
Visited friends & relatives	15.3%	Hunting	2.1%
Art venues, galleries, studios	13.8%	Racing	2.1%
Concert / live performance	13.2%	Reunion	2.1%
Hiking	8.5%	Skiing / snowboarding	2.1%
College / University	7.9%	Wedding	2.1%
Bird watching	7.4%	Biking / cycling	1.6%
Other	7.4%	Motorcycle riding	1.1%
Boating	6.3%	Horse / Equine	0.5%
Casino / gaming activities	6.3%	Sleep late / take a nap	0.5%
Sports event	6.3%	Snowmobiling	0.5%
Business	5.3%		

### Verbatim Responses: Other

- Zoo (2)
- Beach
- Distillery
- Doctor appointment
- Dog park
- Everything
- Fashion show
- Hospital visit
- Hunting with friends
- Medical appointment
- Merry-Go-Round Theater
- Scuba diving

## Overnight Visitor Activities While in Cayuga County

The most popular activities reported by overnight travelers were fine or local culinary dining with 68% of respondents reporting followed by driving/sightseeing, shopping (both reported by over 50% of respondents) followed by wineries and historic site / museum. This data confirms that people come to Cayuga County to immerse themselves in the local experience by dining, exploring the unique shopping and wineries as well as to enjoy the scenic beauty. These activities should be at the core of future marketing messages.

It is important to mention that while shopping is among the most popular activities by visitors, it does not necessarily translate to high spending on shopping. Many people shop for something to do, without making a purchase.

n=82

## Overnight Visitors – Top 5 Activities:

Answer Options	Response %
Dining - Fine or local culinary	68.2%
Driving / sightseeing	60.6%
Shopping	54.0%
Wineries	47.1%
Historic site / museum	31.0%

## Other activities overnight visitors reported:

Answer Options	Response %	Answer Options	Response %
Antique shopping	27.7%	Wedding	6.9%
Visited friends & relatives	26.6%	Biking / cycling	6.6%
Farmers markets / U-picks	23.4%	Sports event	6.6%
Breweries	21.5%	Other	5.5%
Hiking	20.1%	Camping	5.1%
Sleep late / take a nap	17.9%	Golf	5.1%
Art venues, galleries, studios	15.3%	Spa treatment	5.1%
Festival / event	15.0%	Business	3.6%
Boating	13.9%	Meeting / conf. / training	2.6%
College / University	12.8%	Racing	2.2%
Reunion	10.6%	Motorcycle riding	1.8%
Theater	10.6%	Horse / Equine	1.1%
Bird watching	9.5%	Hunting	1.1%
Casino / gaming activities	7.3%	Skiing / snowboarding	1.1%
Fishing	6.9%	Snowmobiling	0.4%

## Verbatim responses: Other

- Museum (2)
- New York State Fair (2)
- 30th birthday celebration
- Craft shows
- Farm sanctuary
- Genealogy
- Geocaching
- Leaf-peeping and waterfall viewing
- Running
- Swimming, picnicking, very long walks, playing with lots of dogs
- Train ride
- We were in NYA for a family wedding
- Working



## Daytrip Visitor Attractions While in Cayuga County

The top four attractions/events reported by survey respondents include Merry-Go-Round Playhouse, Cayuga Lake, MacKenzie-Childs, LLC, and Skaneateles Lake.

n=131

### Daytrip Visitors – Top 5 Major Attractions

Answer Options	Response %
Merry-Go-Round Playhouse	34.4%
Cayuga Lake	28.2%
MacKenzie-Childs, LLC	28.2%
Skaneateles Lake	27.5%
Emerson Park/Montezuma/Seward House	21.4%



### Other major attractions daytrip visitors reported:

Answer Options	Response %	Answer Options	Response %
Emerson Park	21.4%	Schweinfurth Art Center	6.1%
Montezuma National Wildlife Refuge	21.4%	Willard Memorial Chapel	5.3%
Seward House Museum	21.4%	Bear Swamp State Forest	3.8%
Did NOT visit attractions	16.8%	Fillmore Glen State Park	3.8%
Auburn Public Theater	15.3%	Cayuga Museum of History & Art and Case Research Lab	3.1%
Harriet Tubman Home	14.5%	Finger Lakes Sweet Treat Trail	2.3%
Erie Canal	13.7%	Sterling Lakeshore Park	2.3%
Lake Ontario	13.7%	Theater Mack	2.3%
Owasco Lake	12.2%	Ward O'Hara Agricultural Museum	2.3%
Fair Haven Beach State Park	9.2%		

### Other Responses: Verbatim

- NY State Fairgrounds
- Lock in Montezuma
- Jane Morgan's little house
- Eagle Watching at the north end of Cayuga Lake
- concert at Roman Catholic Church

## Overnight Visitor Attractions While in Cayuga County

The top five attractions reported by survey respondents include MacKenzie-Childs, LLC, Cayuga Lake, Skaneateles Lake, and Seward House Museum. 17% of respondents reported they did not visit any attractions while in Cayuga County.

n=392

## Overnight Visitors – Top 5 Major Attractions

Answer Options	Response Percent
MacKenzie-Childs, LLC	58.7%
Cayuga Lake	43.4%
Skaneateles Lake	33.4%
Did not visit attractions	17.3%
Seward House Museum	14.3%

## Other Responses: Verbatim

- Seward Home, Church in Auburn with Tiffany windows
- Casowasco
- Eastman House, Syracuse
- Watkins Glen
- Can't remember the name but we went to a wildlife/bird place.
- Lucas Winery
- Sterling Renaissance Fair
- Ravines
- Corning Glass Museum
- Wells college
- I did not like Mackenzie Childs
- Wells College Campus
- Taughannock Falls State Park

## Other major attractions overnight visitors reported:

Answer Options	%	Answer Options	%
Montezuma National Wildlife Refuge	10.2%	Willard Memorial Chapel	4.1%
Owasco Lake	9.2%	Finger Lakes Sweet Treat Trail	2.6%
Harriet Tubman Home	7.1%	Cayuga Museum of History & Art and Case Research Lab	2.3%
Erie Canal	6.9%	Schweinfurth Art Center	1.5%
Merry-Go-Round Playhouse	6.6%	Bear Swamp State Forest	1.3%
Emerson Park	5.4%	Fair Haven Beach State Park	1.3%
Fillmore Glen State Park	5.1%	Ward O'Hara Agricultural Museum	1.3%
Auburn Public Theater	4.6%	Theater Mack	0.8%
Lake Ontario	4.1%	Sterling Lakeshore Park & Nature Center	0.5%

- Attended wedding reception at Inns of Aurora only.
- Jane Morgans
- Gilmore Glen Park
- Ithaca Falls
- Watkins Glen State Park
- Totem Pole Theater, Johnny Cash musical
- bird watching, sketching - snow geese migration amazing
- Seneca
- McKenzie Childs, museums
- Corning
- I visited a dairy farm/ cheese maker
- Seward's Home in Auburn

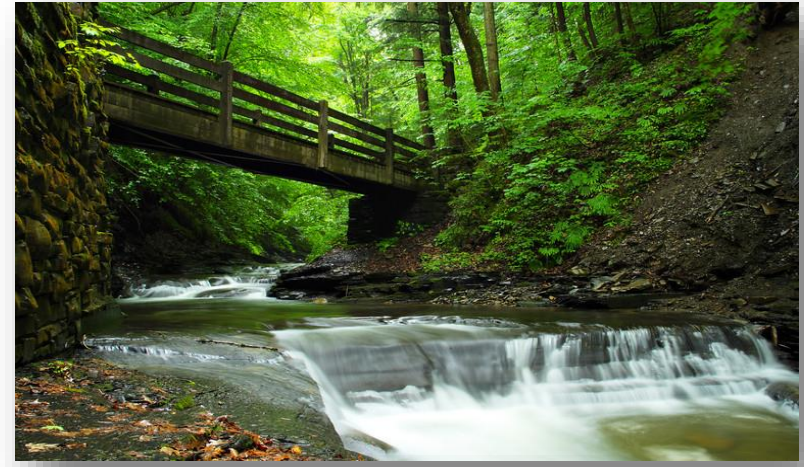
## Outdoor activities

The survey data confirms visitors to Cayuga County enjoy the scenic beauty by participating in outdoor activities such as hiking, bird/wildlife viewing, boating and fishing. However, 64% of survey respondents indicated they did not participate in any outdoor activities.

n=521

### All outdoor activities respondents reported participating in:

Outdoor Activities	Daytrip	Overnight
Did NOT participate in outdoor activities	64.1%	64.4%
Hiking	11.7%	22.1%
Bird/wildlife viewing	10.2%	5.3%
Boating	9.4%	8.9%
Fishing - other	7.0%	4.1%
Biking	5.5%	5.1%
Cross country skiing	3.9%	1.0%
Lake Ontario fishing	3.1%	1.5%
Downhill skiing/snowboarding	2.3%	0.8%
Other	2.3%	4.1%
Salmon River fishing	1.6%	0.5%
Hunting	1.6%	1.5%
Ice Skating	1.6%	0.8%
Snow-shoeing	1.6%	0.5%
Ice fishing	0.8%	0.5%
Snowmobiling	0.8%	0.8%
Balloon rides	0.8%	0.5%
Horseback riding	0.8%	1.0%
Scuba diving	0.0%	0.3%



## Major Events and College/University Visits

The survey data confirms events drive more daytrip visits than overnight visitors. However, 50% of daytrip visitors and nearly 67% of overnight visitors reported they did not attend any events while visiting Cayuga County.

### Major events respondents reported participating in: n=269

Major Events	Daytrip	Overnight
Did NOT attend events	50.0%	67.5%
Finger Lakes Musical Theatre Festival	28.6%	13.0%
MacKenzie-Childs Barn Sale	12.9%	13.0%
Sterling Renaissance Festival	10.0%	3.9%
Fifty-Mile Long Garage Sale	8.6%	3.9%
Auburn Doubledays baseball	5.7%	3.9%
TomatoFest	4.3%	3.9%
Cayuga Wine Trail Wine & Herb Festival	2.9%	6.5%
New York Dance Festival	2.9%	1.3%
Cayuga County Fair	1.4%	1.3%
Finger Lakes Mud Run	1.4%	1.3%
Fireworks at Emerson Park	1.4%	6.5%
Great Race	1.4%	5.2%
Holiday Traditions museum open house	1.4%	1.3%
Lake Ontario Counties' Spring Fishing Derby	1.4%	1.3%
Bon Ton Roulet bike tour	0.0%	1.3%

### Other:

- Concert by Artie Wenzel, awesome!!!
- Mall
- shopped in stores in Skaneateles
- Bass Masters

### Colleges / Universities respondents reported visiting: n=300

Colleges / Universities	Daytrip	Overnight
Did NOT visit a college or university	71.3%	66.9%
Wells College	10.3%	23.3%
Syracuse University	9.2%	3.0%
SUNY Oswego	6.9%	0.3%
Other	6.9%	8.8%
Cayuga Community College	3.4%	2.4%
SUNY College of Environmental Science & Forestry	3.4%	0.3%
Cazenovia College	2.3%	0.3%
Colgate University	2.3%	1.4%
LeMoyne College	2.3%	1.4%
Morrisville State College	1.1%	1.4%
Onondaga Community College	1.1%	1.0%



## Shopping Areas & Winery/Brewery Visitation

Visitors reported shopping in many areas in the Finger Lakes Region while wineries and breweries continue to be significant draw to Cayuga County and the Finger Lakes Region especially with day-trip visitors from neighboring counties.

### Shopping areas respondents reported shopping at while in Central NY: n=387

Major Shopping Areas	Daytrip	Overnight
Did NOT shop	40.3%	42.0%
Skaneateles	30.1%	28.2%
Bass Pro Shops	23.1%	18.3%
Destiny USA	18.8%	16.4%
MacKenzie-Childs, LLC	17.7%	13.7%
Other:	13.4%	12.6%
Madison-Bouckville Antique Week/shops	4.8%	5.3%

### Top "Other" Responses:

- Jane Morgan's Little House - 5
- Bet the Farm - 3
- Waterloo Outlets - 3



### Wineries / Breweries respondents reported visiting: n=261

Wineries / Breweries	Daytrip	Overnight
Did NOT visit any wineries or breweries	60.6%	37.2%
Cayuga Wine Trail	24.2%	34.6%
Bet the Farm Winery	18.2%	20.5%
King Ferry Winery	18.2%	19.2%
Heart & Hands Wine Company	16.7%	17.9%
Long Point Winery	15.2%	17.9%
Dill's Run Winery	6.1%	5.1%
CJS Vineyards & Aurelius Winery	4.5%	5.1%
Izzo's White Barn Winery	3.0%	5.1%
Lunkenheimer Craft Brewing Co.	3.0%	2.6%
Prison City Pub & Brewery	3.0%	6.4%
The Good Shepherds Brewing Co.	3.0%	2.6%
Chateau Dusseau	1.5%	2.6%
Colloca Estate Winery	1.5%	1.3%
Giancarelli Winery	1.5%	1.3%
The Apple Station	0.0%	2.6%

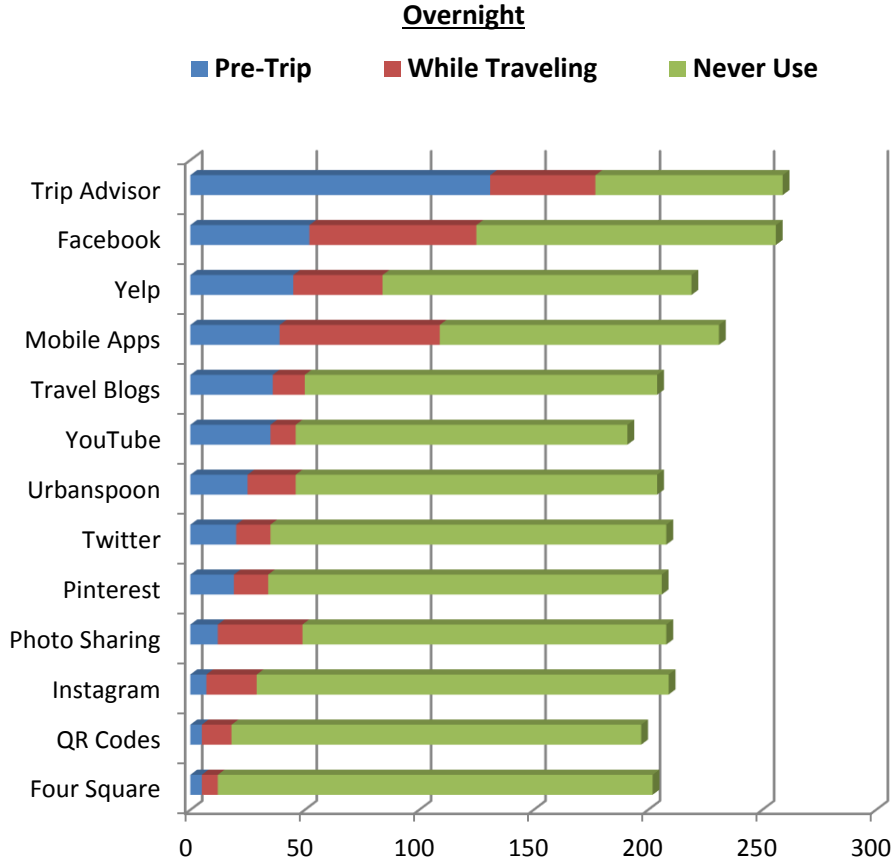
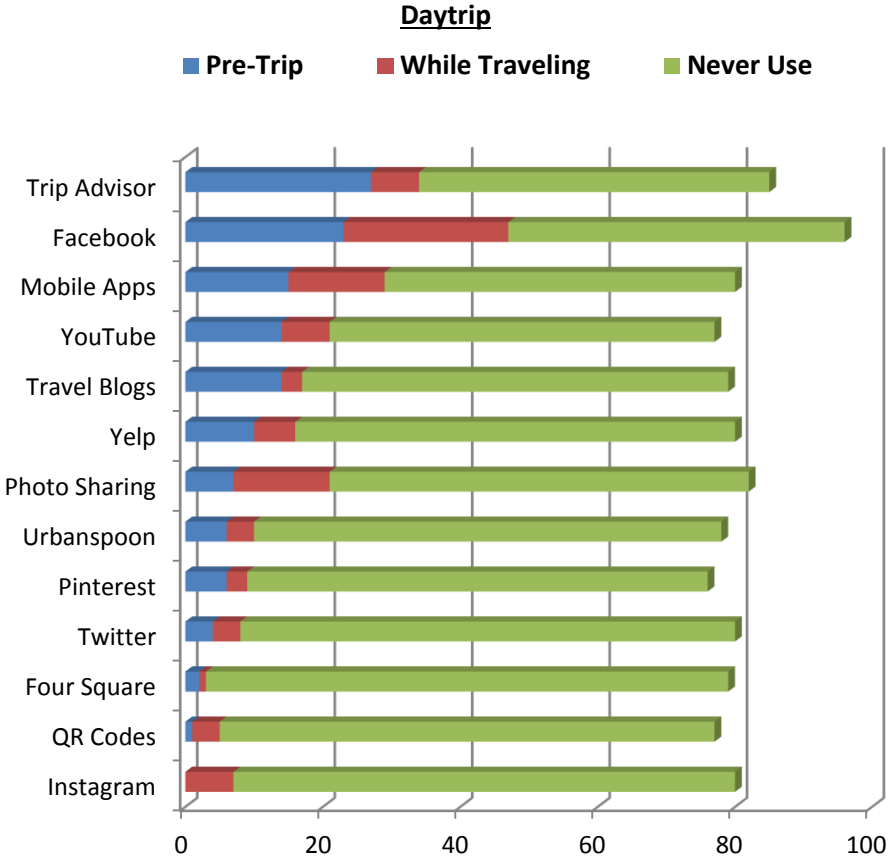
### Other Responses:

- Montezuma - 4
- Thirsty Owl - 3
- Anyelas - 2
- Treeleaven - 2
- Dr. Franks - 2

## Leisure Visitor Social Media/Technology Usage

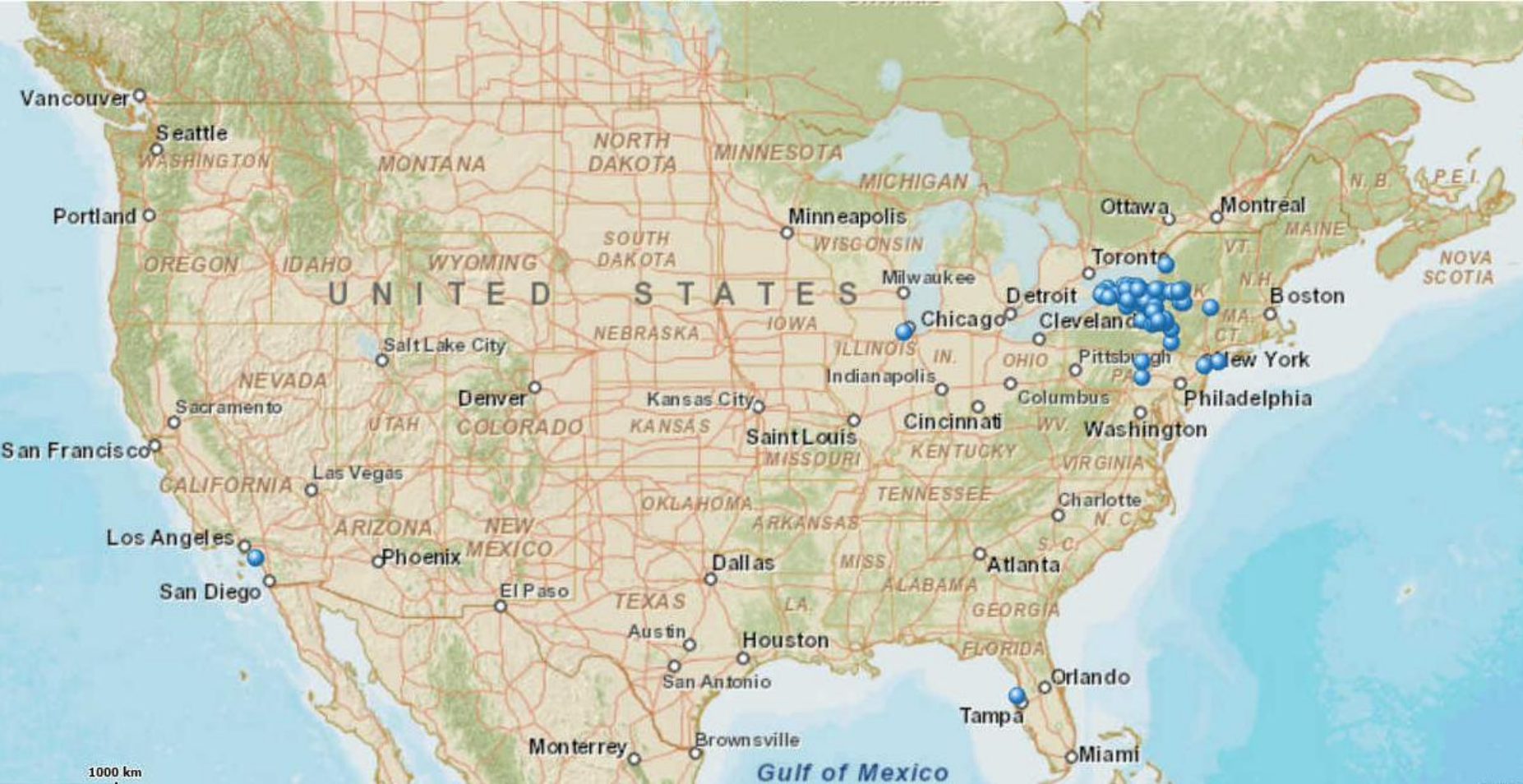
The following question was asked to identify the technology that travelers to Cayuga County use to plan their trips as well as technology usage during their trips. People use technology more than ever to find places to go as well as helping travellers enjoy themselves after they reach their destination.

How did you use the following social media sites or applications as part of your travel to Cayuga County? n=346



Note: Data represents overall Cayuga County visitors; Aurora Inn collector excluded for this data set

## Point of Origin / Survey Respondents – DAYTRIPPERS



## Points of Origin / Survey Respondents – DAYTRIPPERS

State - City			
<b>NEW YORK – 94.1%</b>			
Ithaca	14	Barton	1
Rochester	13	Batavia	1
Lansing	7	Buffalo	1
Canandaigua	6	Corning	1
Fairport	4	Dansville	1
Geneva	4	East Palmyra	1
Pittsford	4	Edmeston	1
Binghamton	3	Elbridge	1
Groton	3	Endwell	1
Penfield	3	Farmington	1
Waterloo	3	Gasport	1
Auburn	2	Geneso	1
Clyde	2	Greece	1
Endicott	2	Hartwick	1
Livonia	2	Hilton	1
Macedon	2	Levittown	1
Mendon	2	Liverpool	1
Newark	2	Marion	1
Owego	2	New Hartford	1
Seneca Falls	2	N. Tonawanda	1
Victor	2	Oneida	1
Webster	2	Ontario	1
Williamson	2	Ovid	1
Alden	1	Penn Yan	1
Amherst	1	Romulus	1
Apalachin	1	Rush	1
Baldwinsville	1	Selkirk	1
		Stanley	1
		Staten Island	1
		Syracuse	1
		Tonawanda	1
		Trumansburg	1
		Utica	1
		Watertown	1
		Weedsport	1
		Whitesboro	1
		<b>PENNSYLVANIA – 3.7%</b>	
		Athens	1
		Gibson	1
		Mechanicsburg	1
		Mt Pleasant Mills	1
		Scranton	1
		<b>ARIZONA – 0.7%</b>	
		New Port Richey	1
		<b>CALIFORNIA – 0.7%</b>	
		Irvine	1
		<b>ILLINOIS – 0.7%</b>	
		Darien	1





## Point of Origin / Survey Respondents – OVERNIGHT



# Cayuga County Visitor Profile

## Points of Origin / Survey Respondents – OVERNIGHT

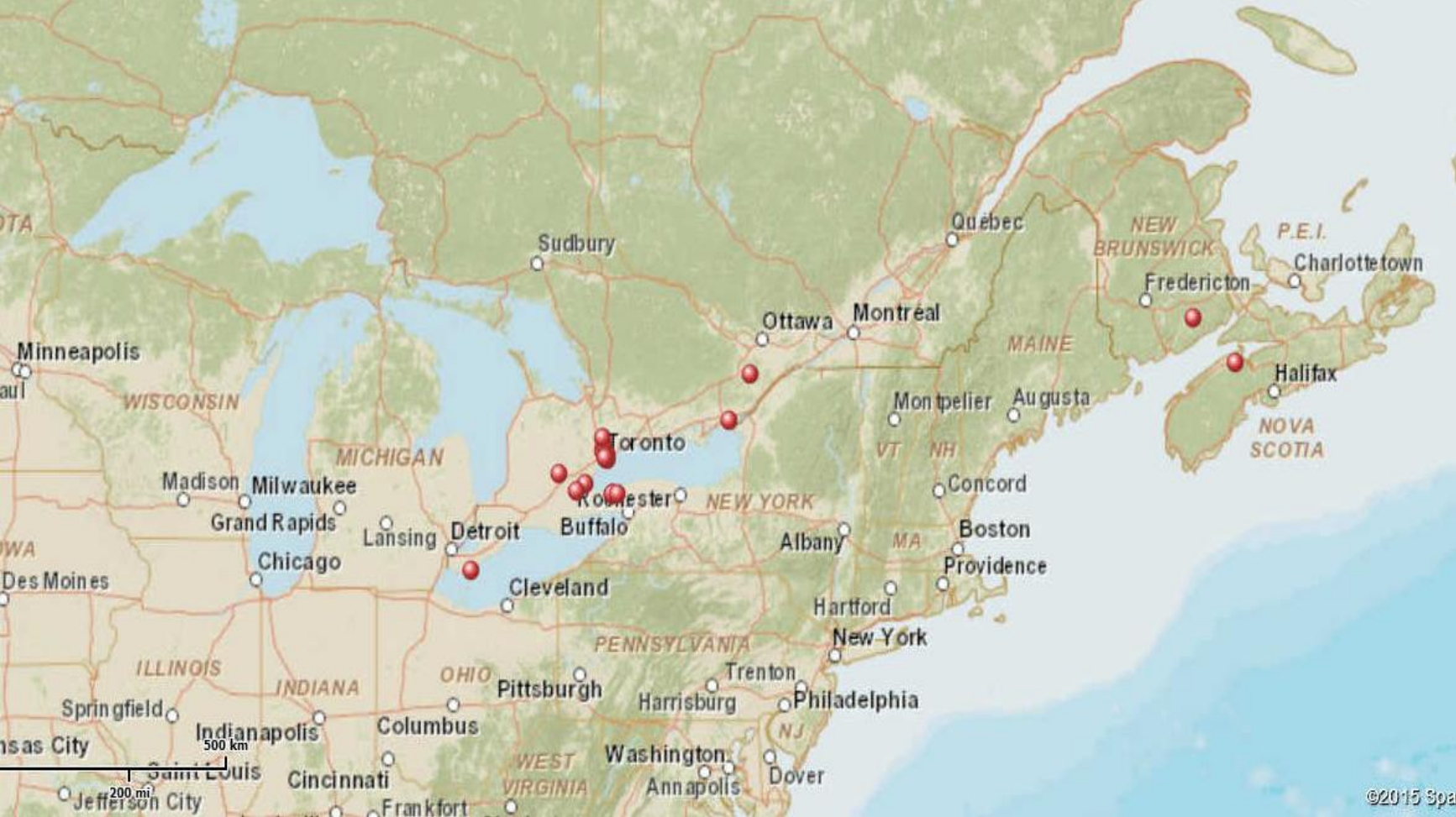
State - City														
<b>NEW YORK – 49.0%</b>	Queensbury	2	Honeoye Falls	1	Staatsburg	1	Furlong	1	Belleville	1	Niantic	1		
Rochester	27	Seneca Falls	2	Hornell	1	Tonawanda	1	Glenmoore	1	Berkeley Heights	1	Norwalk	1	
Buffalo	11	Spencerport	2	Horseheads	1	Walden	1	Harveys Lake	1	Brigantine	1	Old Saybrook	1	
New York City	11	Utica	2	Irvington	1	Walton	1	Hermitage	1	Cedar grove	1	Plantsville	1	
Webster	8	Akron	1	Kenmore	1	West Seneca	1	Holmes	1	Clifton	1	Roxbury	1	
Fairport	7	Avon	1	LeRoy	1	Wolcott	1	Irwin	1	East Hanover	1	Simsbury	1	
Pittsford	6	Balsdell	1	Levittown	1	Worcester	1	Kunkletown	1	Flemington	1	Southington	1	
Greece	4	Barneveld	1	Middletown	1	Yonkers	1	Malvern	1	Florham Park	1	Weatogue	1	
Orchard Park	4	Batavia a	1	Monroe	1	<b>PENNSYLVANIA – 14.0%</b>	Maple Glen	1	Haddonfield	1	West Hartford	1		
Victor	4	Big Flats	1	New City	1	Philadelphia	5	MountainTop	1	Hawthorne	1	Westport	1	
Amherst	3	Bloomfield	1	New Hartford	1	York	4	Newtown Square	1	Hoboken	1	Winsted	1	
Binghamton	3	Canisteo	1	New Rochelle	1	Pittsburgh	3	Noxen	1	Lyndhurst	1	<b>OHIO – 4.1%</b>		
Brooklyn	3	Corning	1	North Tonawanda	1	Harrisburg	2	Palmyra	1	Marlton	1	Akron	2	
Hamburg	3	Coxsackie	1	Oak field	1	Hazleton	2	Paoli	1	Middletown	1	Cincinnati	2	
Ithaca	3	Delevan	1	Ontario	1	Yardley	2	Philadelphia	1	North Haledon	1	Broadview Hts	1	
Vestal	3	Dix Hills	1	Owego	1	Allison Park	1	Pipersville	1	Old Tappan	1	Chesterland	1	
Warwick	3	East Aurora	1	Ozone park	1	Avoca	1	Quakertown	1	Phillipsburg	1	Columbus	1	
Batavia	2	East Northport	1	Palmyra	1	Bedminster Twp.	1	Scranton	1	Ramsey	1	Delaware	1	
Brockport	2	Elmira	1	Potsdam	1	Bernville	1	Shavertown	1	Succasunna	1	Dublin	1	
Canandaigua	2	Endwell	1	Rhinebeck	1	Brackney	1	State College	1	Voorhees	1	Norwalk	1	
Henrietta	2	Fly Creek	1	Ridgewood	1	Bryn Mawr	1	Wapwallopen	1	Wayne	1	Oberlin	1	
Highland Mills	2	Freeville	1	Rockville Centre	1	Canonsburg	1	Warren	1	Westfield	1	Parkman	1	
Lancaster	2	Garden City	1	Romulus	1	Chadds Ford	1	Waverly	1	<b>CONNECTICUT – 4.1%</b>	Danbury	1	Perrysburg	1
Leicester	2	Geneseo	1	Saratoga Springs	1	Chambersburg	1	Wilkes Barre	1	East Hampton	1	Shaker Heights	1	
Lockport	2	Geneva	1	Shandaken	1	Downingtown	1	<b>NEW JERSEY – 6.9%</b>	River Edge	2	Guilford	1	Springhills	1
Loudonville	2	Glens Falls	1	Silver Creek	1	Doylestown	1	Summit	2	Killingworth	1	Westlake	1	
Painted Post	2	Hambuer	1	Snyder	1	Drums	1	Barnegat	1	Litchfield	1			
Poughkeepsie	2	Hilton	1	Spencer	1	Ellwood City	1							

## Points of Origin / Survey Respondents – OVERNIGHT

State - City			
<b>MARYLAND – 3.8%</b>	<b>MASSACHUSETTS – 1.8%</b>	<b>MICHIGAN – 1.0%</b>	<b>VERMONT – 0.5%</b>
Baltimore 7	Salem 2	Britton 1	Charlotte 1
Cockeysville 1	East Orleans 1	Dearborn 1	Sunderland 1
Monkton 1	Mansfield 1	Grosse Pointe 1	<b>COLORADO – 0.3%</b>
Ocean City 1	Newton 1	Royal Oak 1	Boulder 1
Olney 1	Springfield 1	<b>MINNESOTA – 0.76%</b>	<b>KANSAS – 0.3%</b>
Queenstown 1	Wellesley 1	Bloomington 1	Hill city 1
Sparks 1	<b>CALIFORNIA – 1.8%</b>	Excelsior 1	<b>MONTANA – 0.3%</b>
Timonium 1	Los Angeles 2	Golden Valley 1	Joplin 1
Woodstock 1	Canyon Country 1	<b>DELAWARE – 0.5%</b>	<b>SOUTH CAROLINA – 0.3%</b>
<b>FLORIDA – 2.5%</b>	La Quinta 1	Bethany Beach 1	Eastover 1
Boca Raton 2	Newport beach 1	Hockessin 1	<b>WASHINGTON – 0.3%</b>
Boynton beach 1	San Francisco 1	<b>HAWAII – 0.5%</b>	Seattle 1
Cape Coral 1	San Marcos 1	Hilo 1	<b>WISCONSIN – 0.3%</b>
Hallandale 1	<b>ILLINOIS – 1.3%</b>	Honolulu 1	Milwaukee 1
Lake Worth 1	Bourbonnasi 1	<b>IOWA – 0.5%</b>	
Marco Island 1	Chicago 1	Cedar Rapids 1	
Miami 1	East Peoria 1	Stacyville 1	
Orlando 1	Naperville 1	<b>INDIANA – 0.5%</b>	
Tampa 1	Pablo's Heights 1	Jeffersonville 1	
<b>VIRGINIA – 2.5%</b>	<b>TEXAS – 1.3%</b>	Zionsville 1	
Alexandria 3	Abilene 1	<b>NORTH CAROLINA – 0.5%</b>	
Arlington 2	Austin 1	Davidson 1	
Falls Church 1	Flower Mound 1	Durham 1	
Gainesville 1	Houston 1	<b>OREGON – 0.5%</b>	
Reston 1	Schertz 1	London 1	
Salem 1		Portland 1	
Woodbridge 1			



## Point of Origin / Survey Respondents – INTERNATIONAL



## Points of Origin / Survey Respondents – OVERNIGHT INTERNATIONAL

Country - City	
<b>CANADA – 73.1%</b>	
Toronto	5
St. Catharines	2
Aurora	1
Dundas	1
Jerseyville	1
Kentville	1
Kingston	1
Leamington	1
Niagara-on-the-Lake	1
Richmond Hill	1
Smiths Falls	1
St Catharines	1
Sussex	1
Waterloo	1
<b>UNITED KINGDOM – 7.7%</b>	
London	1
Preston	1
<b>NORWAY – 3.8%</b>	
Randaberg	1
<b>SCOTLAND – 3.8%</b>	
Glasgow	1
<b>SINGAPORE – 3.8%</b>	
Singapore	1
<b>SOUTH AFRICA – 3.8%</b>	
Stellenbosch	1

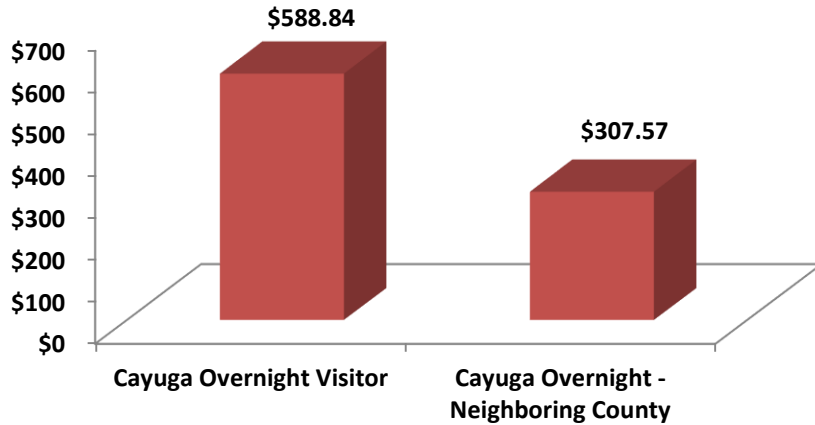




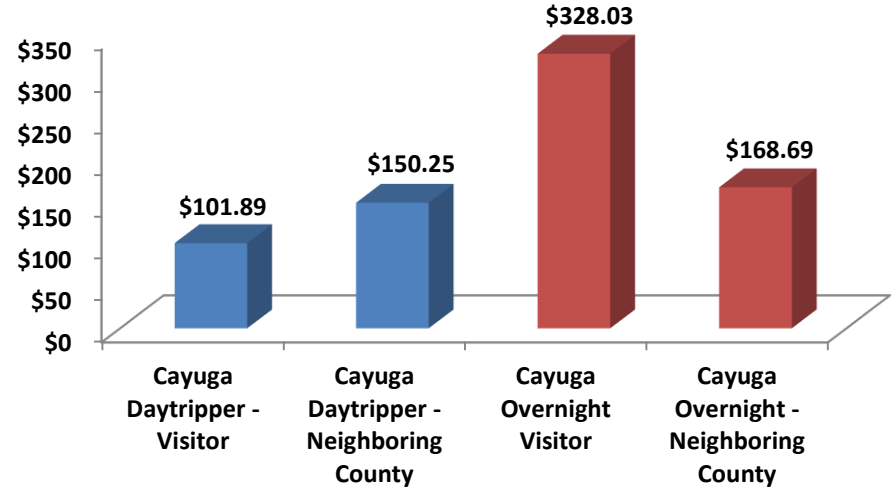
# Cayuga County Visitor Spending Data

# Cayuga County Visitor Profile

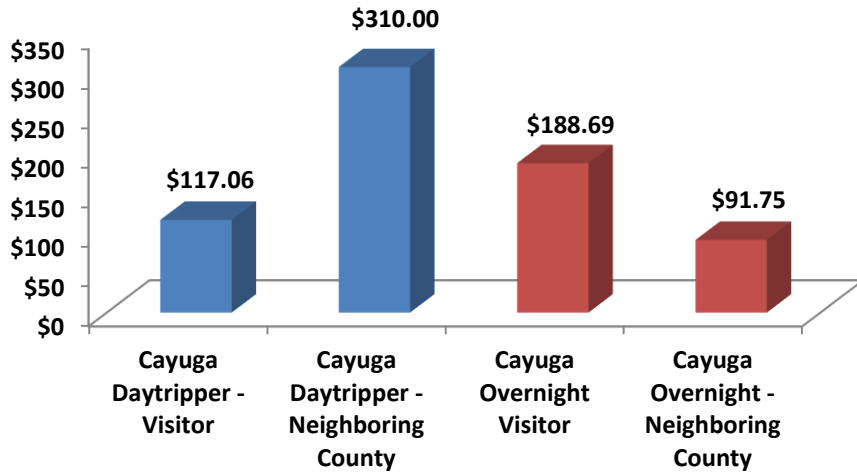
## Lodging



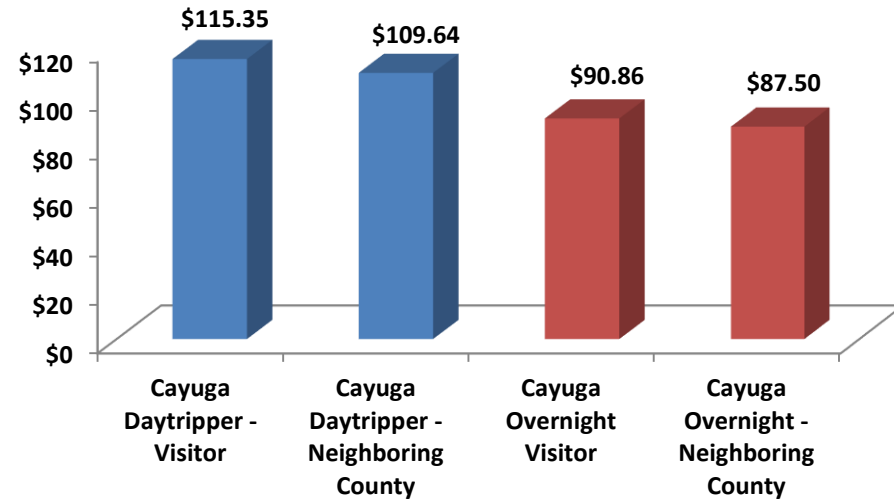
## Food/Meals



## Wineries/Breweries/Distilleries

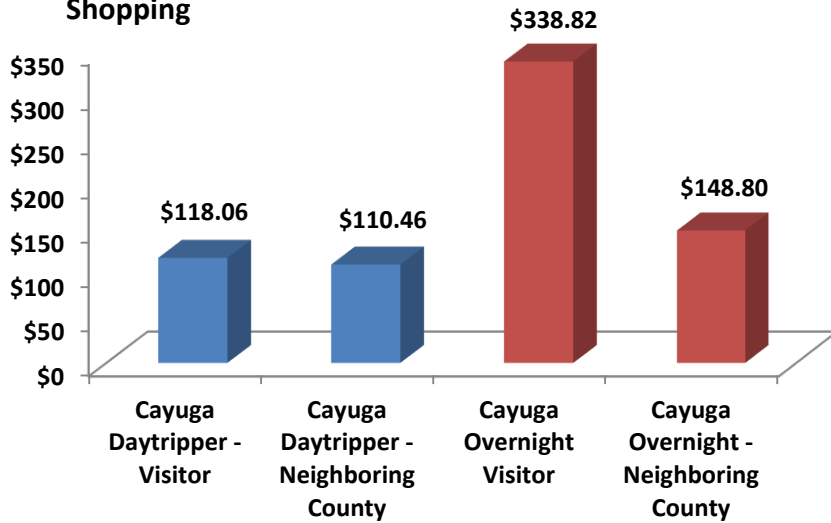


## Attractions/Events

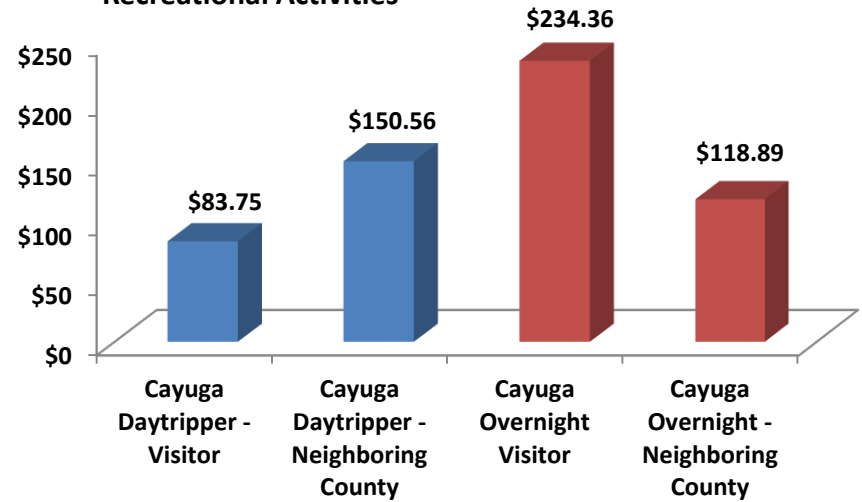


# Cayuga County Visitor Profile

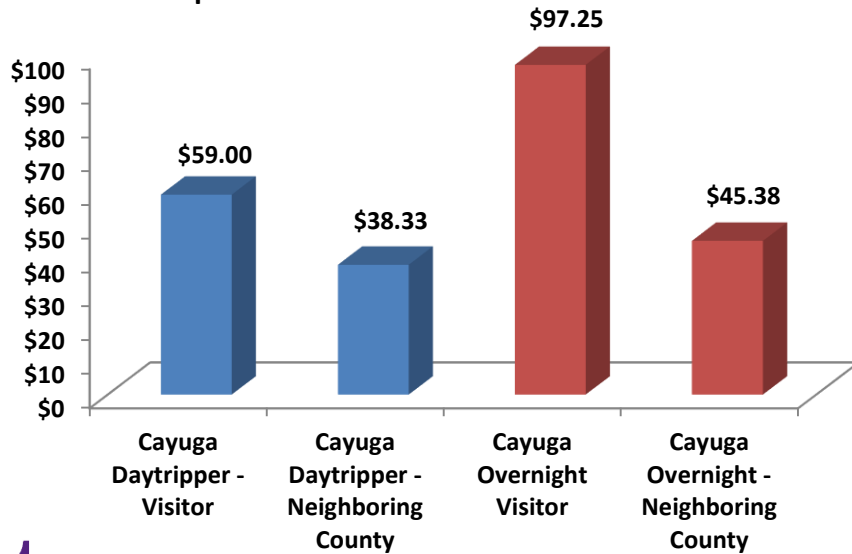
## Shopping



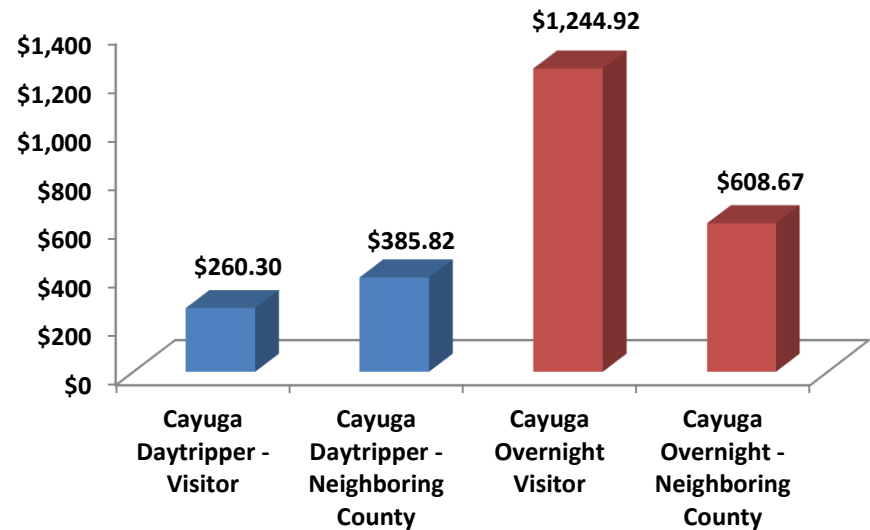
## Recreational Activities



## Local Transportation



## Total Party Spending





Please tell us how we can improve the visitor experience:

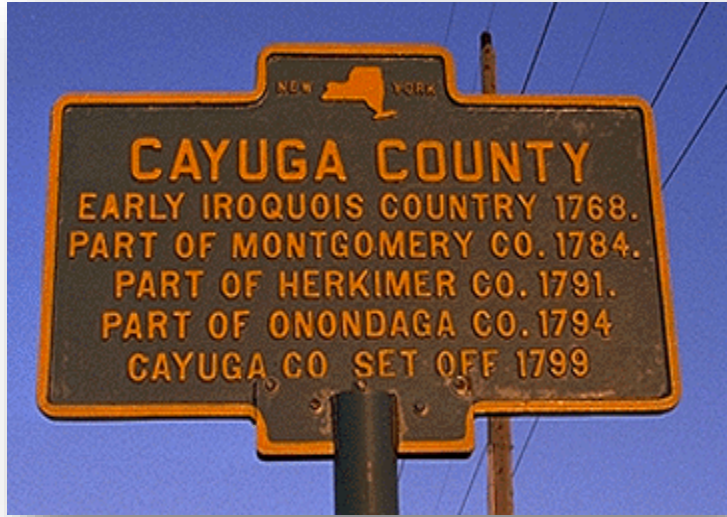
- 1. **More antiques**
- 2. **More fine dining**
- 3. **More restaurants**
- 4. **Nothing**
  - \$\$ savings is always a plus... so anything you can do to offer discounts
  - Advertise in Ithaca
  - Advertise more in Buffalo-Rochester area
  - Affordable waterfront restaurants
  - Any summer time outdoor activities around the lakes is a big draw
  - Aurora has a beautiful setting but needs more to do in town
  - Ban large truck traffic on the back roads (Aurora)!
  - Better boating facilities
  - Better promotion of the area particularly women's rights history
  - Better quality dining
  - Better shopping
  - Boat tours/ winter activities
  - Bundle activities: ie. Theater tickets/dinner
  - Clean up auburn (litter is worst than a larger city)
  - Coupons/incentives for visiting wineries and shopping locally
  - Detailed maps to print off of places to visit
  - Did not need improvement
  - Dining at Emerson Park
  - Downtown areas need investment

- Encourage small businesses
- Enforce slower traffic speeds in small towns
- Everything was fine
- Food at Emerson park
- Get new stores at finger lakes mall
- Good
- Good restaurants few and far between around Montezuma but Seneca Falls is good.
- Have thoroughly enjoyed Merry Go Round theatre for the past 12 years
- Have no comment. Enjoyed my visiting there.
- Hours of operation and 'specials' clearly posted online at on-site
- Lodging and dining in or very near to Emerson Park
- Lower prices for bus rentals
- Make Emerson Park more of an attraction for out of town guests
- More concerts
- More dining and docks on the lake
- More events at Seward House
- More high quality lodging
- More history
- More music venues
- More promotion, or suggestions, for Cayuga Co. businesses to offer coupons on cayugamarketplace.com
- More restaurants, better variety
- More shopping boutiques

**Please tell us how we can improve the visitor experience:**

- More shopping for women - home furnishings
- N/a
- Na
- None
- Not any thing I can think of
- Not sure
- One website with all visitor info
- Pavilions at long point state park
- Perhaps a weekly/monthly digital newsletter that informs subscribers of events
- Playground at long point state park
- Service skills
- Spa
- Urban renewal of deteriorating areas
- Usually dine at Parkers, Bambino's Bistro, McMurphy's
- Variety
- Very
- Visitor guide to restaurants
- We are good...Thanks
- We come to master works chorale
- We dropped our Merry Go Round tickets this year due to productions-will do two senior trips this year
- We had a great time and enjoyed visiting Auburn, NY very much!
- We have been season ticket holders of merry go round theater for many years and enjoy shows and dinners out
- Wineries stay open later





# Cayuga County Residents Survey N=360

## Purpose

To document the profile and planning preferences of local residents who host friends and family visiting Cayuga County, NY. The online survey captures the resident perceptions of Cayuga County as a destination, and the attractors that induce day trips, overnight visits, multiple night-stays, and repeat visitation. Resident survey respondents were middle aged, typically retired or professionally employed, more female than male and well educated.

## Resident Demographics

### Occupation:

- 24.5% - Retired
- 13.4% - Education-professor/teacher
- 13.0% - Healthcare industry
- 7.8% - Executive / Manager

### Average Age:

- 49.63

### Gender:

- Female – 78.5%
- Male – 21.5%

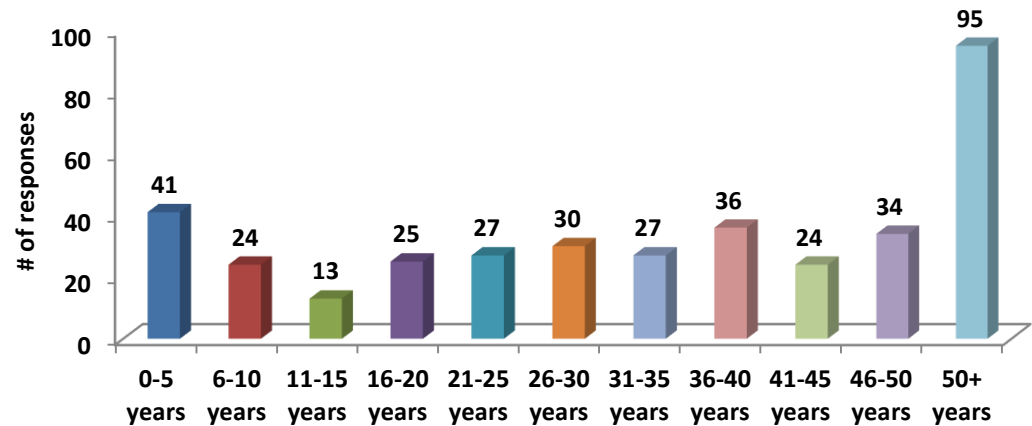
### Level of education

- 35.7% - College Degree
- 35.7% - Graduate School
- 17.5% - Some College
- 6.9% - High School Graduate

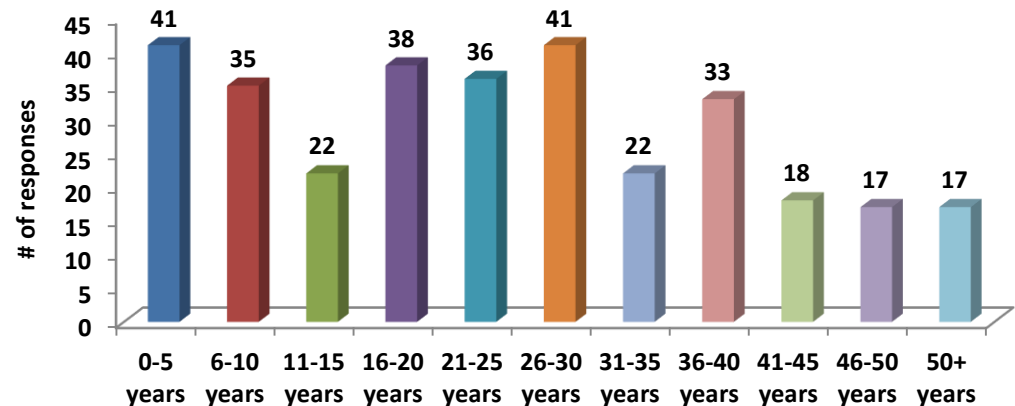
### Ethnicity:

- 93.2% - White/Caucasian
- 4.1% Prefer not to answer

Please tell us how many years you have lived in Cayuga County. n= 352



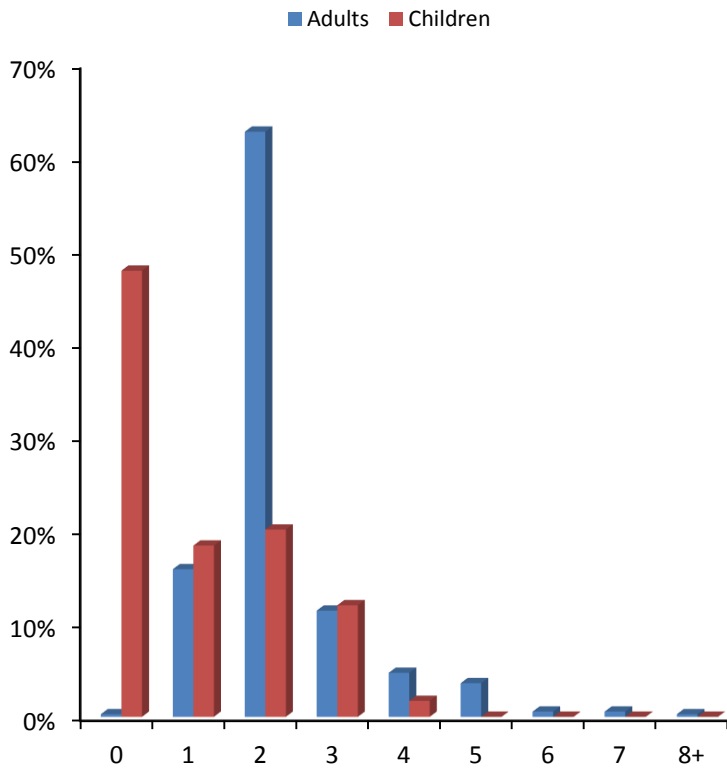
Please tell us how many years you have worked in Cayuga County. n=359



## Residents

Residents were asked to indicate how many adults and children live in their household as well as identify what other counties they visit in the CNY Region.

How many people currently live in your household? n=360



How many times in the LAST YEAR have you visited the other counties in the CNY Region. n=343

### Daytrippers

Answer Options	0	1-5	6-10	11-15	16-20	21-30	31-40	41-50	51+
Cortland	55	<b>168</b>	24	11	5	5	2	2	6
Madison	130	99	9	5	2	0	1	0	3
Onondaga	15	<b>84</b>	<b>47</b>	<b>34</b>	<b>30</b>	<b>33</b>	<b>18</b>	<b>11</b>	<b>51</b>
Oswego	81	<b>138</b>	<b>30</b>	<b>11</b>	6	3	0	1	8

### Overnight Visit

Answer Options	0	1-5	6-10	11-15	16-20	21-30	31-40	41-50	51+
Cortland	139	4	6	1	1	3	1	0	1
Madison	134	7	4	0	3	1	0	1	0
Onondaga	120	<b>10</b>	<b>12</b>	<b>8</b>	<b>7</b>	3	1	0	0
Oswego	136	8	<b>10</b>	3	0	1	0	1	0

## Residents

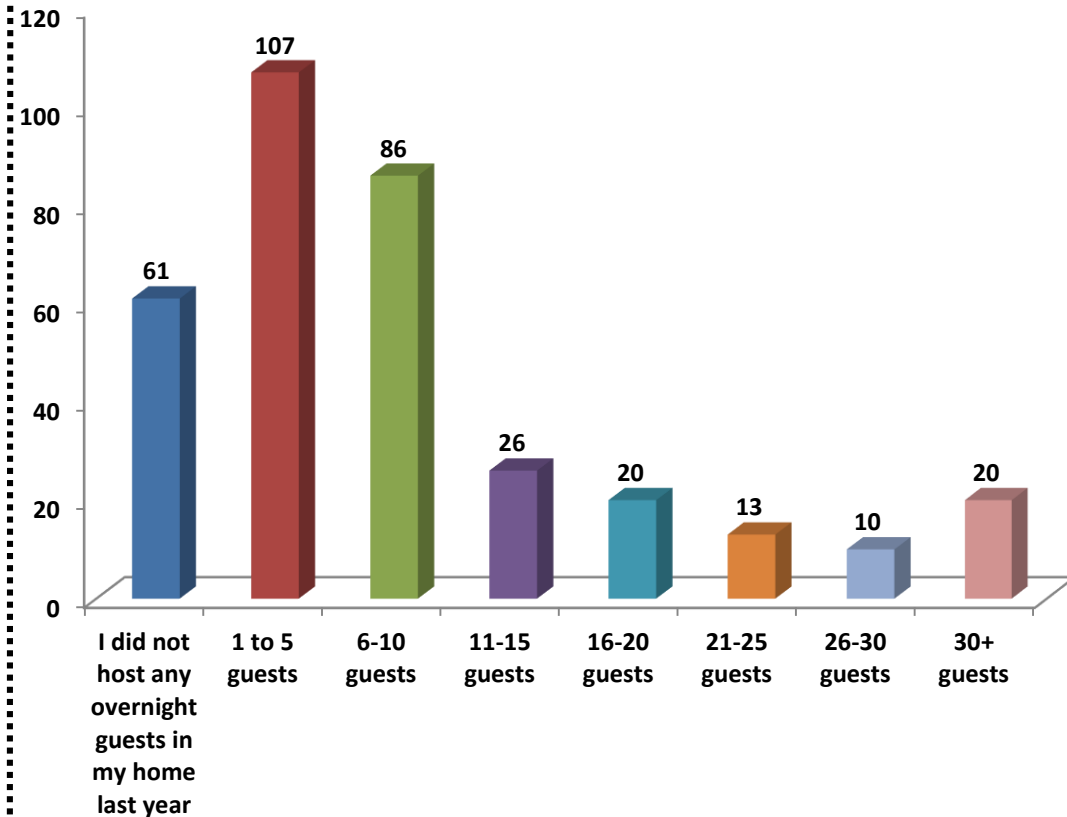
Residents were asked about the activities they participate in while visiting other counties in the Central New York Region as well as the number of guests they hosted in their home in the last year. The majority of respondents indicated they host between 1 and 10 guests and travel throughout the region.

Please tell us about your visitation to the CNY counties listed below.

n=346

Answer Options	Cortland	Madison	Oswego	Onondaga
Dining-casual	111	47	88	256
Dining-fine	26	16	19	161
Festival /event / concert	53	27	55	195
Fishing	9	7	29	15
Historic sites	25	20	41	75
Horse / equine	5	3	3	16
Museums	18	13	19	84
Outdoor recreation- biking, hiking, boating, etc.	53	20	70	99
Shopping-everyday	39	14	40	200
Shopping-specialty	24	14	21	216
Sporting event	26	9	25	134
Wineries / breweries	26	20	24	60
Winter recreation- skiing, snowboarding, etc.	55	6	10	36

What is the TOTAL number of overnight guests you hosted in your home last year? n=343



## Top 5 activities friends, family or business guests did while visiting:

Answer Options	Response Percent
Dining - Fine or local culinary	72.3%
Shopping	67.5%
Driving / sightseeing	56.5%
Visited other friends & relatives	50.5%
Wineries	48.3%

## Other activities friends, family or business guests reported doing:

Answer Options	Response %	Answer Options	Response %
Festival / event	35.0%	College / University	16.7%
Theatre	34.0%	Camping	16.4%
Farmers markets / U-picks	33.7%	Biking / cycling	15.2%
Boating	32.5%	Spa treatment	14.6%
Concert / live performance	30.1%	Casino / gaming activities	12.5%
Breweries	29.2%	Bird watching	9.7%
Historic site / museum	28.0%	Skiing / snowboarding	9.7%
Sleep late / take a nap	27.7%	Business	8.5%
Hiking	25.5%	Meeting / conf. / training	7.9%
Antique shopping	25.2%	Hunting	6.7%
Reunion	23.7%	Motorcycle riding	5.5%
Sports event	21.0%	Other	4.9%
Wedding	20.7%	Racing - Competitive	4.3%
Art venues, galleries, studios	17.9%	Snowmobiling	4.3%
Golf	17.9%	Equine / Horse	3.0%
Fishing	17.3%		

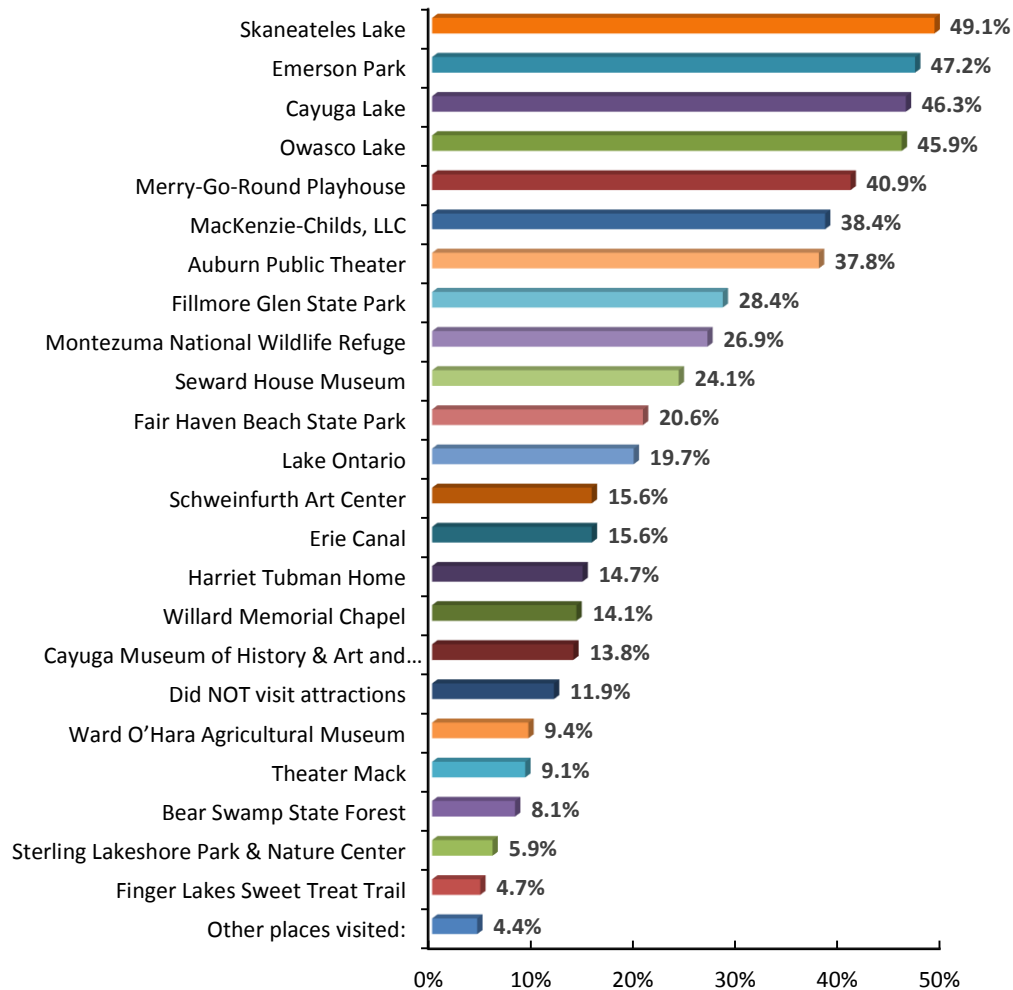


## Other verbatim responses:

- amusement parks
- birthday party
- car shows
- Casinos are huge drain
- family event at home
- Farm show
- Park w/ playground for there children & walking trails
- Photography
- seymour library
- Swimming
- Target shooting

## Attractions

Did you visit any of these ATTRACTIONS in Cayuga County with friends, family or business guests? (Check ALL that you visited) n=320



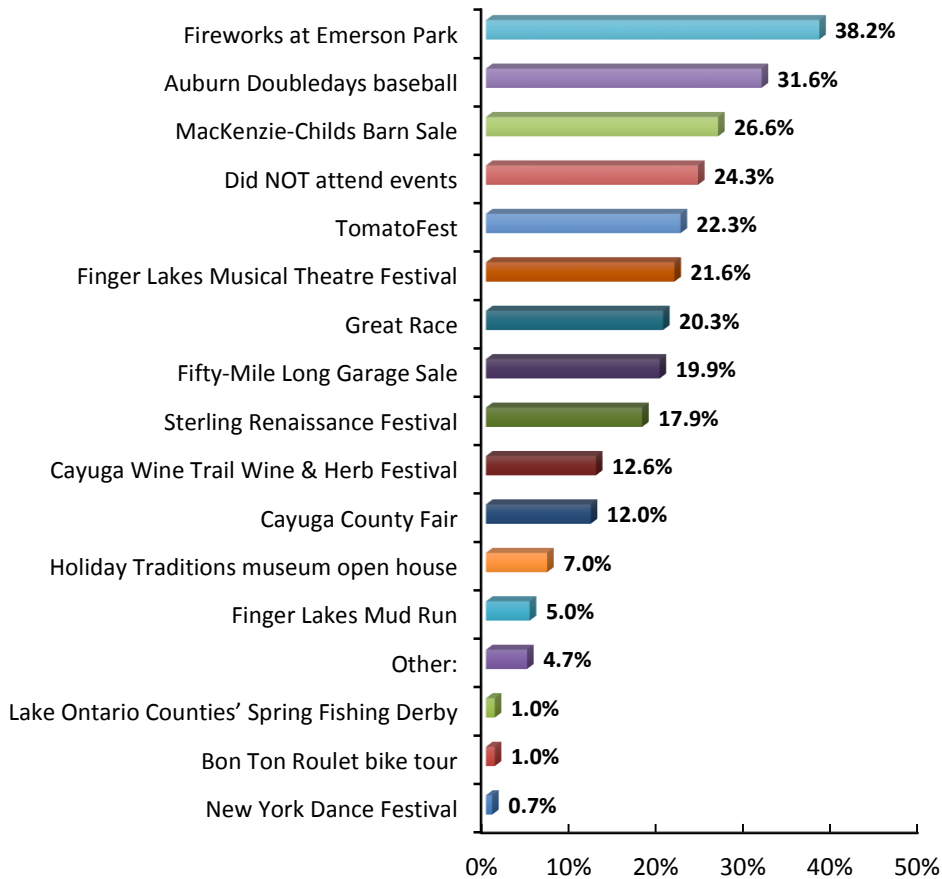
### Other verbatim responses:

- Ithaca State Park & Hiking Trails
- finger lakes art cooperative
- Skaneateles Antique Boat Show
- Destiny USA, family pool, dining out
- Atkins Family Christmas light display
- Wedding, Crouse himestheater, carrier dome
- Rudy's
- Long Point State Park
- Wells college aurora inn pumpkin hill bistro
- King ferry hotel
- Snake Oil Glass
- Buttermilk Falls
- Auburn
- CIVIC Heritage museum, Port Byron Library

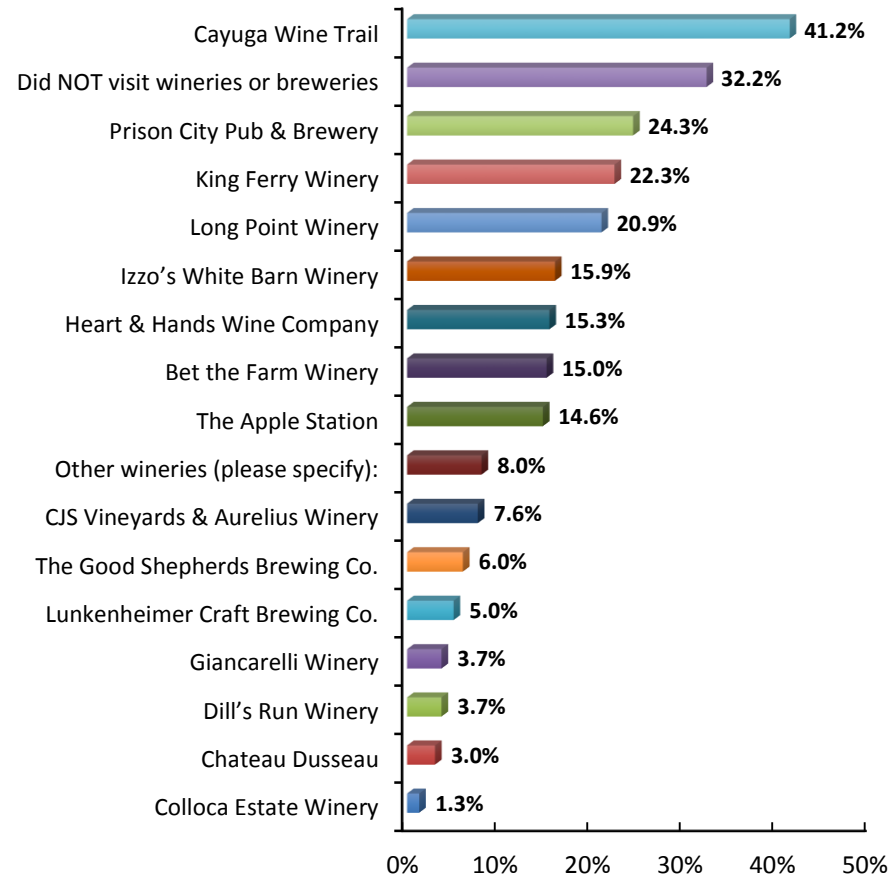


## Major events and wineries and/or breweries

Did you attend any of MAJOR EVENTS in Cayuga County with friends, family or business guests while they were visiting? (Check ALL that you attended) n=301

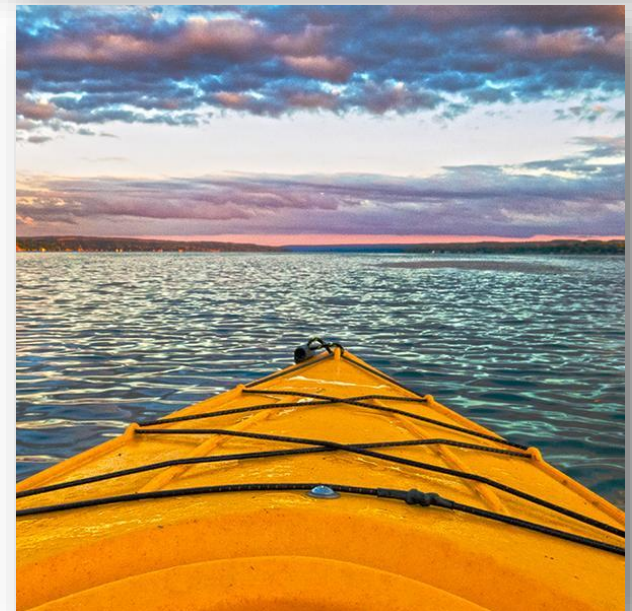
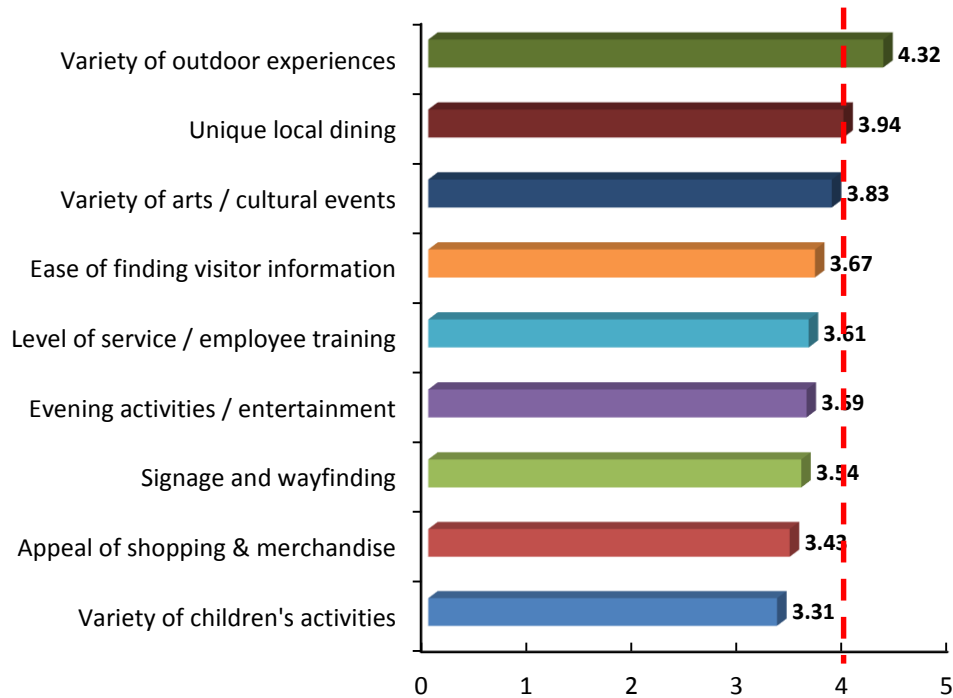


When friends, family or business guests visited, did you visit any of the following WINERIES and/or BREWERIES in Cayuga County? (Check ALL that you visited) n=301



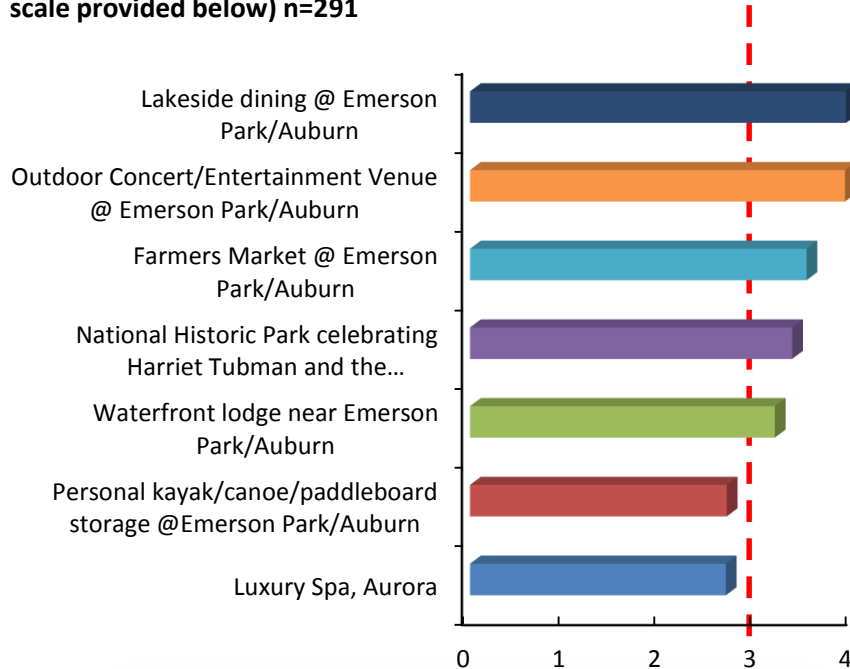
## Satisfaction with experiences

When friends, family or business guests visit you, please rate your level of satisfaction with the following experiences in Cayuga County on a 5 point scale (where 1 is poor, 3 is average and 5 is excellent). If you did not participate in any of the activities please check "N/A". (Check one rating for each) n=296



## Future activities and/or experiences.

What types of activities or experiences would appeal to you if offered in Cayuga County? (Please tell us your interest level on the scale provided below) n=291



## Other responses:

- activities by Lake Ontario
- bike /walking path as in Greenway Trail plan
- bike riding club
- Boutique type stores at Emerson Park
- Brew fest
- canoeing
- Continued development of downtown auburn
- Cross country skiing, biking on bike trail
- Develop the village of Cayuga's waterfront property
- dog park
- dog park in Emerson
- Family entertainment, local talent and businesses
- Gazebo events in Weedsport
- going to a dog park
- golf, antiques, shopping
- Hiking and biking trails
- hiking, shopping, dining
- kids events
- lakeside dining ANYWHERE on Owasco Lake
- Lakeside dining Aurora, Aurora Dog Park Aurora
- large multi-dealer antique show
- Major Theatre in Downtown Auburn
- More concerts and theater in the winter
- more concerts at Emerson Park, adult dancing venue
- More festivals and dog friendly activities.
- More Walking Trails
- Mountain Bike Parks
- off leash dog park
- Parkway in Auburn like at Onondaga Park, Dog park, amusement park rides on the lake like when I was a kid, revive the playground at Emerson Park.
- picnic or snack venues at Emerson Park, picnic tables elsewhere in city
- prefer Cayuga Lake
- Rental kayak/canoe/paddleboard at Emerson Park
- Watercolor painting
- waterpark at Emerson Park



## Young Strategies, Inc. Research Team Experience

# Research Team Experience

Young Strategies, Inc. (YSI) is a research and planning firm focusing on destination marketing organizations and travel destinations. The three principal members of this project team have conducted research and strategic planning with over 100 DMOs in twenty-six states. YSI's approach is to custom tailor each research study to the specific needs of the destination. The final report will be an easy to read document that presents the customer-focused data with recommendations for action.

YSI is a small boutique firm that develops a close bond with our clients who are devoted to our process that delivers clear actionable strategies for future growth. The project team's hands-on experience includes CVB/DMO management, hotel/resort management, rural tourism development and convention center management.

## ***Berkeley W. Young, President - Young Strategies***

### ***Project Team Leader***

20 years of travel/tourism marketing and management experience including destination marketing and hotel management. Young's experience includes serving as the Executive Director of a start-up convention and visitors bureau and chamber of commerce in which he oversaw the creation and success of a research-based tourism marketing program for a rural county in the mountains of North Carolina. Then, Young was hired as Director of Sales and quickly promoted to General Manager of a large golf resort managed by Interstate Hotels Corporation. Young joined Randall Travel Marketing in 1998 as Vice President conducting research for DMOs throughout the United States. He opened Young Strategies in November 2004 focusing on strategic planning and research for destination marketing organizations.

## ***Amy Stevens, Vice President - Young Strategies***

### ***Lodging Market Analysis, Research Coordination***

15 years of travel, tourism and marketing experience. As Vice President/Research Director, Stevens is responsible for writing surveys, conducting research, analyzing data and writing reports for Young Strategies. Stevens worked with Randall Travel Marketing prior to working for Young Strategies. Stevens also worked with Navigant International, the second largest travel management company in the United States, and was responsible for sales, business travel accounts, training and development and conflict resolution. She handled written and multi-media presentations and developed marketing materials and programs to increase both leisure and corporate business travel.

## ***Larry Gustke, PhD - Destination Analytics***

### ***Oversight of Research Process and Validation***

Over 30 years' experience in conducting research on outdoor recreation, tourist behavior and tourism marketing. Dr. Gustke has conducted research in over 30 U.S. states and internationally. Dr. Gustke has also conducted extensive research among outdoor dramas in North America. As professor emeritus, NC State University, Dr. Gustke has designed the research methodology proposed in this study based on his years of experience. He received his Ph.D. from Texas A&M, and is considered one of the most accomplished tourism researchers in the field today. Dr. Gustke is active in the Travel and Tourism Research Association (TTRA), and in many other academic and professional networks related to tourism research. Dr. Gustke is a founding partner of Destination Analytics.

## ***Alexa Gifford, Research Analyst - Young Strategies***

### ***Online Survey Supervision, Data Tabulation and Analysis***

25 years of marketing and management experience including destination marketing and facility management. Gifford's experience most recently includes serving as the Executive Director of a start-up wine and culinary center in which she oversaw the creation and success of educational programs that developed partnerships with producers, vendors, farmers, winery owners and educational institutions across New York State. Prior to that Gifford was president of a 14-county regional tourism association in the Finger Lakes region of New York. While at this association, Gifford successfully lead the development and implementation of research based marketing and sales programs for this diversified vacation destination. Alexa's role on the team is to work closely with constituents within the destination to collect data, monitor research return rates and data accuracy as well as assisting in the compilation of final report data. Gifford lives with her family in Penn Yan, New York.

# Addendum: Verbatim Responses to Survey

# Overnight Visitor Survey Verbatim Responses

## What information or trip planning sources did you use to plan your most recent visit to Central New York? Other:

- Am a former resident
- Any source I could find on web including local tourist information centres
- Aurora inn
- Aurora inn website
- Buffalo Spree magazine
- Cayuga travel brochures
- Cayuga We Site
- Dmos
- Edible Finger Lakes
- Email message from Inns of Aurora
- Family lives in area
- Finger Lakes Mag
- Finger lakes website
- Friends live there
- General internet search
- Google browsing
- Google Maps
- Google Search(3)
- Google, etc
- Groupon
- Hotel website (4)
- I am a 9th cousin of William H. Seward
- I am a former resident and was visiting for a nostalgic trip/family reunion
- I grew up in this area.
- I lived in Cayuga County for 27 years
- I plan our own trip details with the aid of Maps & the internet
- Info from my daughter about her wedding
- Innsofaurors.com
- Internet searches for inns, wineries, biking
- Just a drive through Aurora
- Life in the Finger Lakes magazine
- Life in the Fingerlakes - Magazine
- Living social (2)
- Living Social - there was a special advertised on their site for the "Inns of Aurora"
- Living social coupon
- Living Social/Groupon
- Mackenzie child and information from inn
- Mackenzie Childs
- My timeshare rci
- New york vineyards website
- NYS Wine trails
- Received gift card to Aurora Inns
- Return guests to Aurora, NY
- Skaneateles Chamber of Commerce
- Special offer from my previous last years stay
- Trip advisor (4)
- Trip advisor, yelp
- Tripadvisor.com
- Visiting local store
- Website specific to town and inn
- Wedding invitation & internet site
- Wine Spectator (2)
- Www.lakehousevacations.com
- Xmas gift
- Yelp, tripadvisor

# Overnight Visitor Survey Verbatim Responses

## What specific websites did you use to plan your most recent visit to Central New York? Other:

- Aaa
- Accuweather.com
- Attended a conference
- Aurora inn .com
- Aurora Inn Website (2)
- Aurora Inns
- Aurora Inns website
- B&B. Com
- Bedandbreakfast.com
- Booking.com
- Cayuga Winery web site
- Corland county historical site
- Did not use a website
- Direct websites of inns of aurora and other places we were interested in visiting such as cornell and wells college and various wineries
- Don't Remeber
- Ediblefingerlakes
- Friends had stayed at one of the Inns so we just searched Inns of Aroura
- Google search
- Googled Inns in a specific area
- Grew up in auburn
- Groupon
- Holiday Inn
- Hope Lake Lodge
- Hotel website aurora inn
- Hotel website, restaurant website
- [Http://www.innsofaurora.com/](http://www.innsofaurora.com/)
- I am not sure which one I used
- I can't exactly recall which websites
- I did not use any website.
- Inn web site
- Inns of Aurora (6)
- Inns of Aurora .com
- Inns of Aurora website
- Inns of Aurora, Capt. Skip
- Inns of Aurora.com (8)
- It was almost 2 years ago. I'm sorry, I don't remember.
- Lifeinthefingerlakes
- Living Social
- Merry Go Round Theater
- My husband did most of the planning as a surprise
- N/a (3)
- New York State Park re: Lectchworth State Park
- None (11)
- None - past visits
- None of the above
- None of these
- None, I am familiar with the area
- Organized by my friends
- Rci.com
- Referred to by a friend who spent his honeymoon in Aurora - Steven Derrick
- Relied on dmoss for my most recent trip
- Sorry, I do not remember for sure, probably makenzie Child's website
- Travelocity and Google browser
- Trip Advisor (7)
- Tripadvisor.com (2)
- Various wineries
- Wedding guest
- Wells College website
- Wells.edu (2)
- Went on to the website of the Inns of Aurora - and looked for info
- Wine Spectator
- Wine trail web sites
- Winetrail.com
- [Www.booking.com](http://www.booking.com)
- [Www.cayugawinetrail.org](http://www.cayugawinetrail.org), [www.innsofaurora.com](http://www.innsofaurora.com), [www.lifeinthefingerlakes.com](http://www.lifeinthefingerlakes.com)
- [Www.innsofaurora.com](http://www.innsofaurora.com) (5)
- Yahoo Maps and searches
- Yelp (2)



# Overnight Visitor Survey Verbatim Responses

## How did you use the following social media sites or applications as part of your travel to Central New York? Other:

- Aaa
- Accuweather.com
- Attended a conference
- Aurora inn .com
- Aurora Inn Website (2)
- Aurora Inns
- Aurora Inns website
- B&B. Com
- Bedandbreakfast.com
- Booking.com Again, whatever came up for the Mackenzie Child's area
- Finger Lakes Wine Country app
- Google (2)
- Google Maps
- Google+, linkedin
- I use some of these sites, just not as part of this trip
- Kayak
- Maps and info from AAA
- None (4)
- None, I am familiar with the area
- Paul Klink's past trip tips online
- Personal knowledge, pictures and or upcoming events per cortland co. Historical society
- Website of the Inns of Aurora
- Wedding site

## Regarding your LEISURE trip to Central New York, what was the SPECIFIC purpose for your trip? Other:

- A group of Friends getting together from NY and Ohio
- Anniversary (3)
- ANNIVERSARY GIFT TO INN
- Anniversary trip
- Antiques
- Aurora inn (3)
- Birthday
- Birthday trip/couple's getaway
- Celebrate Anniversary
- Celebrating a birthday
- Celebrating Easter with friends
- EB Morgan House
- Family weekend
- Genealogy
- Honeymoon (2)
- Hunting and visiting friends
- Mackenzie Child Barn Sale
- Mackenzie-Childs
- Maple syrup production
- Meeting a friend from Toronto
- Murder mystery
- Night away from home
- Our annual anniversary (February) trip to the Finger Lakes
- Overnight guest
- Part of longer trip, but stayed for several days sightseeing and relaxing.
- Plan/book our 2015 wedding
- Planning a wedding in Aurora
- Relaxing
- Romance
- Romantic getaway
- Stay at Aurora Inn property
- To experience the Fall
- To go to Aurora
- Two night getaway
- VACATION
- Visit family
- Visit parents
- Visiting Family
- Vow renewal
- Weekend getaway as newly married couple
- Weekend get-a-way

# Overnight Visitor Survey Verbatim Responses

## What PRIMARY mode of transportation did you use TO GET TO Central New York?

### If you flew, at which airport did you arrive?

- Albany
- Buffalo N Y
- Hancock International
- New Jersey International
- Newark (2)
- Rochester
- Syracuse (11)

## Annually, how many times do you typically visit Central New York?

- 0
- 1 every 5 years
- Don't Typically visit
- Every other year
- First time
- First visit in 15 years
- I do not stay over usually.
- I live in Rochester, visit Inns of Aurora approx 3 per year
- None
- Not often enough
- Once every few years
- Once/yr for 2-4 nights
- We have been twice in five years

## Did you visit any of the following WINERIES and/or BREWERIES in Cayuga County? Other:

- 3 wineries and a brewery in one place
- Anyelas (2)
- Bully hill
- Damiani
- Dr. Frank winery and Hermann Weimer winery
- Goose Watch Montezuma
- I don't remember (8)
- Montazuma (2)
- Numerous other wineries not listed
- Rooster hill
- Sheldrake Point Winery
- Sheldrake/Eminence Road
- Thirsty Owl (3)
- Treeleaven (2)
- Visited wineries on Seneca Lake
- Wrong time of year to visit wineries

# Overnight Visitor Survey Verbatim Responses

## What types of activities or experiences would appeal to you if offered in Cayuga County? Other:

- African American history trail
- Boat rides on owasco lake
- Cheese tasting
- Classical chamber music!
- Cycling - need a better system of routes that aren't on busy roads or have marked bike lanes.
- Dining
- Don't care
- Fine dining
- Fishing
- Fitness center connected with Aurora inn
- Food tours
- Genealogy
- Guided tours!
- Hiking, public lands with trails
- History and geology of area
- I don't know this park and would have to research it before I decided to visit.
- Live theater, theater festival
- More Live entertainment during the week.
- More restaurants wineries and more places like Inns of Aurora
- More stores at the Mall it's sad to see it only has a few stores.
- Paved bike-path biking
- Restaurants in aurora
- Too many questions
- Tour of Cornell

## Did you SHOP at any of these major shopping areas while in Central New York. Please check ALL that you shopped at. Other:

- A few shopping malls cannot remember their names
- Aurora Arts & Design Center, Jane Morgan's Little House
- Aurora Wineries
- Aurora.
- Bet The Farm (2)
- Can't recall shop names
- Don't remember where
- Duty free
- Ithaca
- Jane Morgan House
- Jane Morgan's Little House (2)
- Jane Morgan's, Waterloo Outlets
- Kohls
- Kohl's, Penney; party supply, electronic supply
- Main Street - Aurora
- Morgan house
- Outlet mall
- Seward Museum
- Shoe factory, fabric shop
- Small antique shops
- Walmart Hallmark Store, Lowes, Bed Bath & Beyond
- Walmart, Dunks And Luska, Joann Fabric, Wegmans
- Waterloo Outlets

## Check ALL packaged tours you participated in. Other:

- Aurora inn
- Aurora Inn's package or room and meals
- Boat tour of Skaneateles Lake
- Boat wine tour
- Boat wine tour on Lake Cayuga
- Experience the Fingerlakes
- Group Wine Tour by boat
- Hired boat from b and b to take us across waters to wineries
- Inn package
- Laura Ingalls Wilder Tour
- We also create our own tours
- Wedding

# Daytrip Visitor Survey Verbatim Responses

## What information or trip planning sources did you use to plan your most recent visit to Central New York? Other:

- Business websites and e-mail ex Bet the Farm, Heart and Hands
- Cayuga County travel brochure
- Fashion show
- Merry Go Round Theater website and brochures
- Nothing
- Right coast car club web page
- Right Coast car show

## What specific websites did you use to plan your most recent visit to Central New York? Other:

- Aurora inns (2)
- Cayugawinetrail and betthefarm websites
- Merrygoround.com (2)
- Theatre guide
- Wells.edu (2)

## Regarding your LEISURE trip to Central New York, what was the SPECIFIC purpose for your trip? Other:

- Birding
- Car shows and shopping
- Meeting friends
- Merry go round theatre - auburn
- Play - merry go round theatre
- Theater (3)

## Did you visit any of the following WINERIES and/or BREWERIES in Cayuga County? Other:

- Can't Remember Name
- Dr. Frank Constantine
- Montazuma
- Montezuma Winery

## What types of activities or experiences would appeal to you if offered in Cayuga County? Other:

- Anything that celebrates diversity and cultural heritage are extremely interesting!
- Drive inn theater
- More shopping in aurora
- Seward House
- Women's Rights Historical Museums

## Did you SHOP at any of these major shopping areas while in Central New York. Please check ALL that you shopped at.

- Auburn
- Auburn mall
- Downtown auburn
- Jane's little dress sho
- Kohl's
- Kohl's, jcpenny, joann's
- Waterloo outlets (2)
- Wineries