

### III. THE MARKET OPPORTUNITIES

This section provides a preliminary definition of the market to be served by the Upper Hudson corridor. It begins with a description of the existing tourism market in Warren County. Using data from the County Planning Department and existing studies the analysis estimates the current volume of visitation in the County. It also provides an overview of the market segments served by the Adirondack region. Finally, the first section of the analysis concludes by estimating the economic impact of expanding visitation to Warren County that might occur as a result of the development of the Corridor.

In the second half of this analysis, existing economic and demographic trends are analyzed for both the Adirondack region and the national tourism market to identify potential target markets that may be served by the Upper Hudson Corridor.

#### A. The Existing Tourism Market

According to research conducted by the Warren County departments of Planning and Transportation, Warren County attracted 8,962,877 visitors in 1998. Of these visitors, 4.6 million (52 percent) were on day trips. Of the 4.3 million who stayed at least one night, 3.2 million stayed in hotels or motels. Another 1.1 million camped.

Warren County's research indicates that 52.3 percent of its visitors were from within New York State. New Jersey counted for an additional 17.1 percent, and Massachusetts and Connecticut each contributed about 9 percent of the estimated 8.9 million visitors in 1998.

Research also suggests that the County has been successful attracting families and couples. According to a survey of tourism operators in the County, couples with children typically account for 35 percent of all visitors to tourism operations. Couples without children and retired couples each comprise 23 percent of tourism visitors. Over 80 percent of the tourism operators surveyed indicated that visitation by families, couples and retired couples is either a stable or growing source of business for their operations.

Table 3-1.  
Trend in Visitation by Family Group, 1997  
Trends over last 3 years

Family Categories	Visitors	Increasing	Steady	Decreasing
Young Singles	14%	23%	58%	18%
Couples with Children	35%	41%	47%	11%
Couples without Children	23%	31%	59%	10%
Retired Couples	23%	35%	53%	12%
Other	5%			

Source: Holmes & Higgins, Tourism, Business, Community and Environment in the Adirondack Park February, 1999.

**B. Estimated Economic Impacts of Increasing Overnight Stays in Warren County:**

With 8 million annual visitors, tourism is already making an important contribution to the Warren County area. This section provides an estimate of the significant benefits that can be attained just by extending the stays of those already visiting the County. Table 3-2 provides an estimate of the daily expenditures of visitors to the County who make an overnight stay. Based upon the assumptions in the table regarding daily expenditures for lodging, souvenirs, gas, and food/retail, it is estimated that a typical overnight visitor spends \$39.10 in the County. The table also provides estimates for the current number of annual day visitor and overnight visitors to the County.

Table 3-2.  
Average Daily Expenditure for Overnight Visitor  
(Assumes 2.5 persons per auto & per accommodation)  
(Assumes 1/3 camp @\$35/night, 2/3 stay in lodging @ \$80/night)

Souvenirs:	\$2.50
Gas:	1.60
Lodging:	26.00
<u>Food/retail:</u>	<u>9.00</u>
 Total:	 \$39.10

Sources:

Gore Mountain Support Group. Measuring Gore Ski Center's Impact on the Regional Economy, 1999,  
Warren Co. Department of Public Works. Corridor Management Plan and Environmental Assessment, 1994.  
Warren Co. Departments of Planning and Tourism, Interdepartmental Working Paper, March, 1999

1998 Visitation, May to October

Overnight	Day Trips
3,673,688	3,979,828

SOURCE: Warren Co. Departments of Planning and Tourism, Interdepartmental Working Paper, March, 1999

Table 3-3 uses the data in Table 3-2 to estimate the economic impact associated with the prospects of current visitors extending their stay in the County. The data suggest that if must one percent of all overnight visitors extend their stay one night, it would add an additional \$1.4 million to the local economy. If that single-day extension rate could be improved to five percent of overnight visitors, it could yield \$7.2 million locally. Similarly, if one percent of all day visitors extended one night, the County's economy could realize \$1.6 million. If five percent of the day visitors stayed overnight, the County would realize a \$7.8 million gain.

Table 3-3.  
Estimated Economic Impacts of Extending Stay of Current Visitors

Assume 1% of Overnight Visitors Extend One Night  
 $36,737 \times \$39.10 = \$ 1.4 \text{ million}$

Assume 5% of Overnight Visitors Extend One Night  
 $183,685 \times \$39.10 = \$ 7.2 \text{ million}$

Assume 1% of Day Visitors Stay One Night  
 $39,800 \times \$39.10 = \$ 1.6 \text{ million}$

Assume 5% of Day Visitors Stay One Night  
 $199,000 \times \$39.10 = \$ 7.8 \text{ million}$

Source: Compiled by The Saratoga Associates.

### C. Identifying Potential Target Market Segments for Tourism

As described in the inventory section, the Upper Hudson Corridor has the capacity to provide a variety of outdoor recreation experiences, from whitewater rafting to horseback riding. In addition, the region has a wealth of historical resources related to the emergence of the Adirondack Park as an important area for resource-based industries, artistic expression, and recreation. This suggests that the Upper Hudson River Corridor has the capacity to increase visitation among three key segments of the travel market: Adventure Travelers, History and Cultural Travelers, and Weekend Travelers.

#### Adventure Travelers

- One-half of U.S. adults (50%) or 98 million took an adventure vacation within the past five years. Ninety-two million took a soft adventure vacation. Thirty-one million took a hard adventure vacation. Twenty-five million did both.
- Adventure travelers participated in an average of three different soft adventure activities in the last five years. The top soft adventure activities in the last five years were camping (64.7 million adults or 33%), hiking on gradually changing terrain (44.8 million adults or 23%) and biking (27.2 million adults or 14%).
- Adventure travelers participated in an average of three different hard adventure activities in the last five years. The most popular ones were whitewater rafting/kayaking (14.8 million adults or 8%), snorkeling/scuba diving (12.4 million adults or 6%) and off-road biking or mountain biking (10.8 million or 5%).
- With the variety of activities involved, spending varied widely among adventure travelers. On average, hard adventure travelers spend more than soft adventure travelers (\$465 vs. \$325 per trip, median). For soft adventure, Mature Adults (\$390 median), people living in the Northeast (\$450 median) and upper income households (\$441 median) spend the most.

- In a 1994 study of North American travel consumers, 77% had already taken a vacation involving activities related to nature, outdoor adventure, or learning about another culture in the countryside or wilderness. Of the 23% remaining who had not, all but one respondent stated that they were interested in doing so.

#### History and Cultural Travelers

- Over one-fourth of U.S. adults (53.6 million adults) reported taking at least one trip in the past year which included a visit to an historic place or museum. Seventeen percent of U.S. adults (33.0 million adults) reported taking a trip in the past year, which included a visit to a cultural event or festival. When combined, one-third of U.S. adults (65.9 million adults) reported taking either a historic trip, a cultural trip or both in the past year.
- The key difference which distinguishes historic/cultural travelers from other travelers, is their reason for traveling. They are over twice as likely to travel for entertainment. Also key to understanding this group is how they travel. They are less likely to drive their own cars and more likely to fly. They are also more likely to shop while traveling. Visits to national and state parks are also popular among these travelers.
- Cultural travelers take more trips to visit family and friends, whereas historic travelers journey more often for entertainment. Cultural travelers drive their own cars more than historic travelers who fly more frequently. Cultural travelers take more trips by themselves; historic travelers journey more often with children. On average, cultural travelers take more daytrips and stay a shorter time than historic travelers. Historic travelers take longer trips and more often spend the night in hotels, while private homes are used by more cultural travelers. Historic travelers participated more often in virtually every activity, particularly visits to national and state parks. Historic travelers spent, on average, \$688 during their trips, significantly more than the \$557 spent on average by cultural travelers.

#### Weekend Travelers

- Weekends account for half of all travel. Weekend travel comprised 52 percent of the 1.16 billion person-trips taken in 1996, up 10 points from 1986 (42%). Weekend travel is defined as an overnight trip of 1 to 5 nights away, including a Friday and/or Saturday night stay.
- Weekend travel volume rose by a dramatic 70 percent from 1986 (356.8 million person-trips) to 1996 (604 million person-trips). During the same ten year period, the U.S. adult population increased by a much smaller 10 percent.
- Non-weekend travel volume also grew, but by a more modest 15 percent from 1986 (484.5 million person-trips) to 1996 (557.2 million person-trips). Non-weekend travel comprised 48 percent of the 1.16 billion person-trips taken in 1996, down 10 points from 1986 (58%).
- In 1986, the volume of non-weekend travel (484.5 million person-trips) was 36 percent greater than that of weekend travel (356.8 million person-trips). By 1996, it reversed. The absolute volume of weekend travel was 8 percent higher than non-weekend.
- Forty-one percent of weekend travel (246.1 million person-trips) includes children on the trip, greater than the 30 percent among non-weekend travelers (167.2 million person-trips).

- Most weekend travel is by auto. Eighty-five percent of weekend travel (510.7 million person-trips) is by an auto, truck, RV or rental car, 11 points higher than non-weekend travel (412.3 million person-trips or 74%). Average trip length is shorter for weekend travel, 706 miles round-trip, than for non-weekend travel, 986 miles round-trip, consistent with higher air use among non-weekend travelers (23% vs. 13%).
- Over one-half of respondents reporting weekend travel are married (56%), and about one-third are single (31%). The majority work full-time (69%), some work part-time (10%), and the rest are retired (11%) or homemakers/students/not employed (10%). The average age of respondents reporting weekend travel is 40, with a large share of 18-34 years olds (42%). The average household income among weekend travelers is \$60,000. About four in ten weekend travelers (42%) have children at home. The gender mix among weekend travelers is 56 percent men/44 percent women.

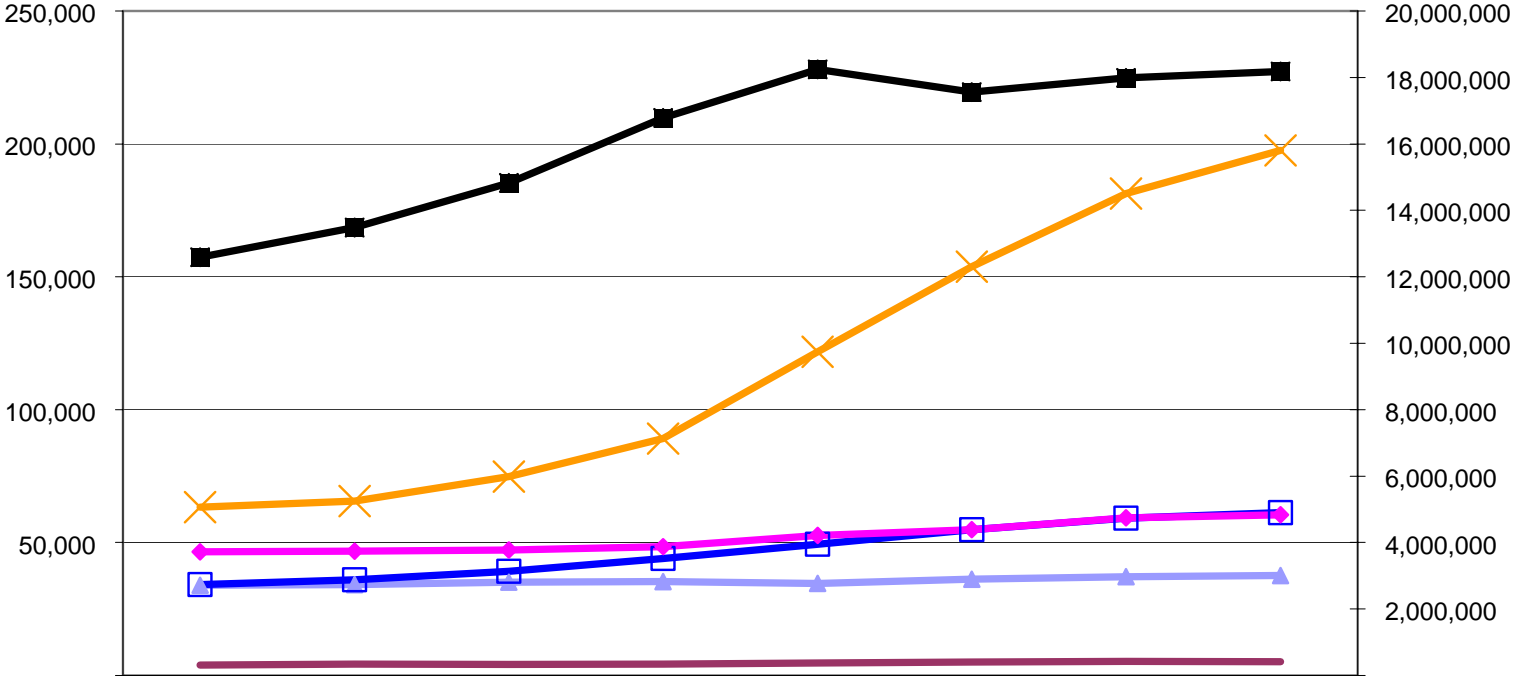
#### **D. Target Markets: the Potential for Extending the Local Tourism Market in the Upper Hudson Corridor**

While much of the potential for tourism in the Upper Hudson Corridor lies in retaining existing visitors as well as attracting new ones from outside the area, local visitation can be an important component of the Upper Hudson Corridor tourism experience. This section reviews regional demographic, social and economic trends to define key local market segments.

##### Population Growth

As shown in Figure 3-1, since the 1960s, Saratoga County has become an increasingly significant source of population in the region. While the populations of Essex, Warren and Washington counties have all hovered near the 50,000 mark for most of the 20<sup>th</sup> Century, Saratoga County has more than doubled its population in the past forty years. Much of this growth has been spurred by the construction of the Northway. Since the 1960s workers from the Albany area have sought relatively cheaper housing costs and small town atmosphere associated with much of Saratoga County. At the same time, Warren and Washington counties have matched each other in both population count and rate of increase over the last few decades. Essex County's population has remained virtually unchanged this past century. Hamilton County has experienced more robust growth, but its population remains a fraction of any of its neighbors.

**Figure 3-1. Population Growth, 1930-90**



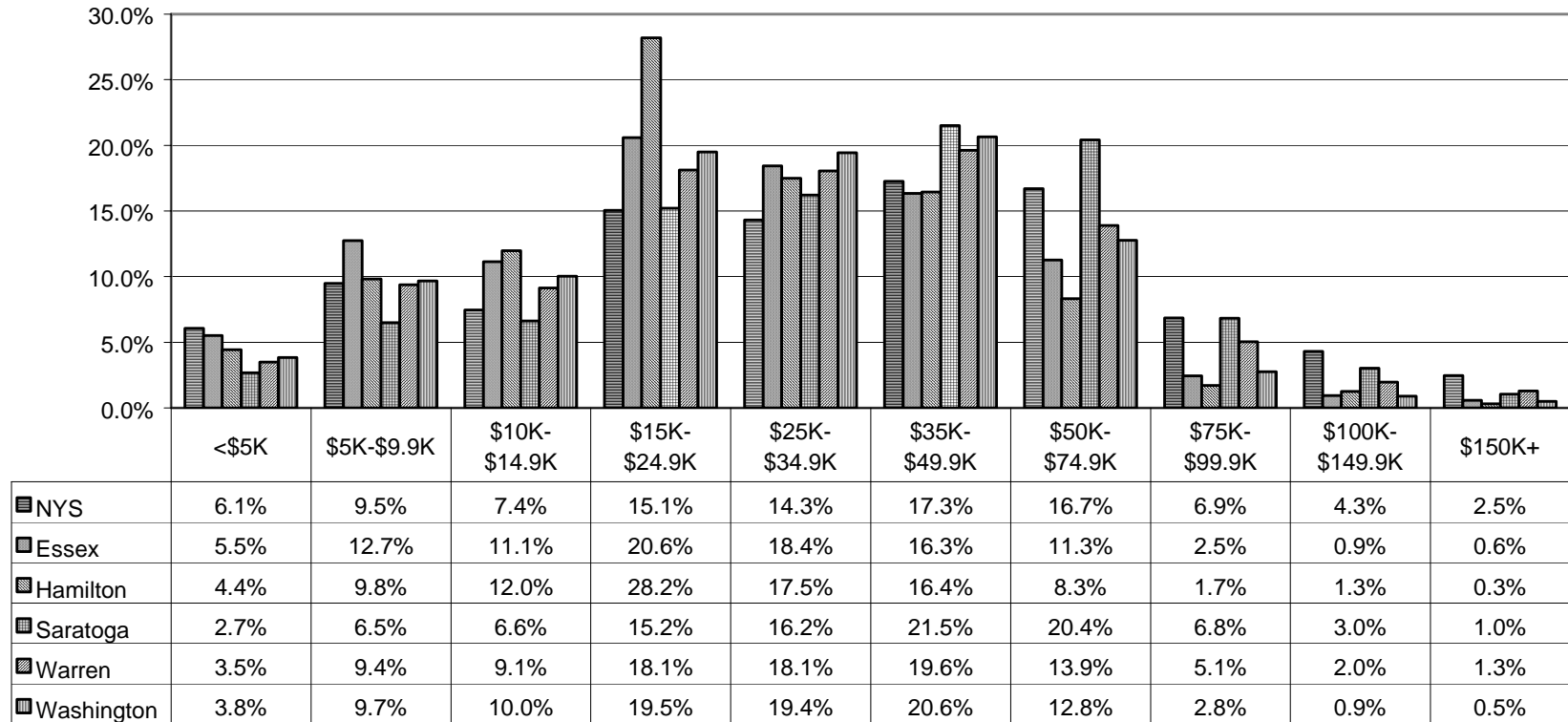
	1930	1940	1950	1960	1970	1980	1990	est.1998
Essex	33,959	34,178	35,086	35,300	34,631	36,176	37,152	37,548
Hamilton	3,929	4,188	4,105	4,267	4,714	5,034	5,279	5,193
Saratoga	63,314	65,606	74,869	89,096	121,764	153,759	181,276	197,606
Warren	34,174	36,035	39,205	44,002	49,402	54,854	59,209	61,261
Washington	46,482	46,726	47,144	48,476	52,725	54,795	59,330	60,481
NYS (right scale)	12,588,066	13,479,142	14,830,192	16,782,304	18,241,391	17,558,165	17,990,778	18,184,774

### Income Distribution

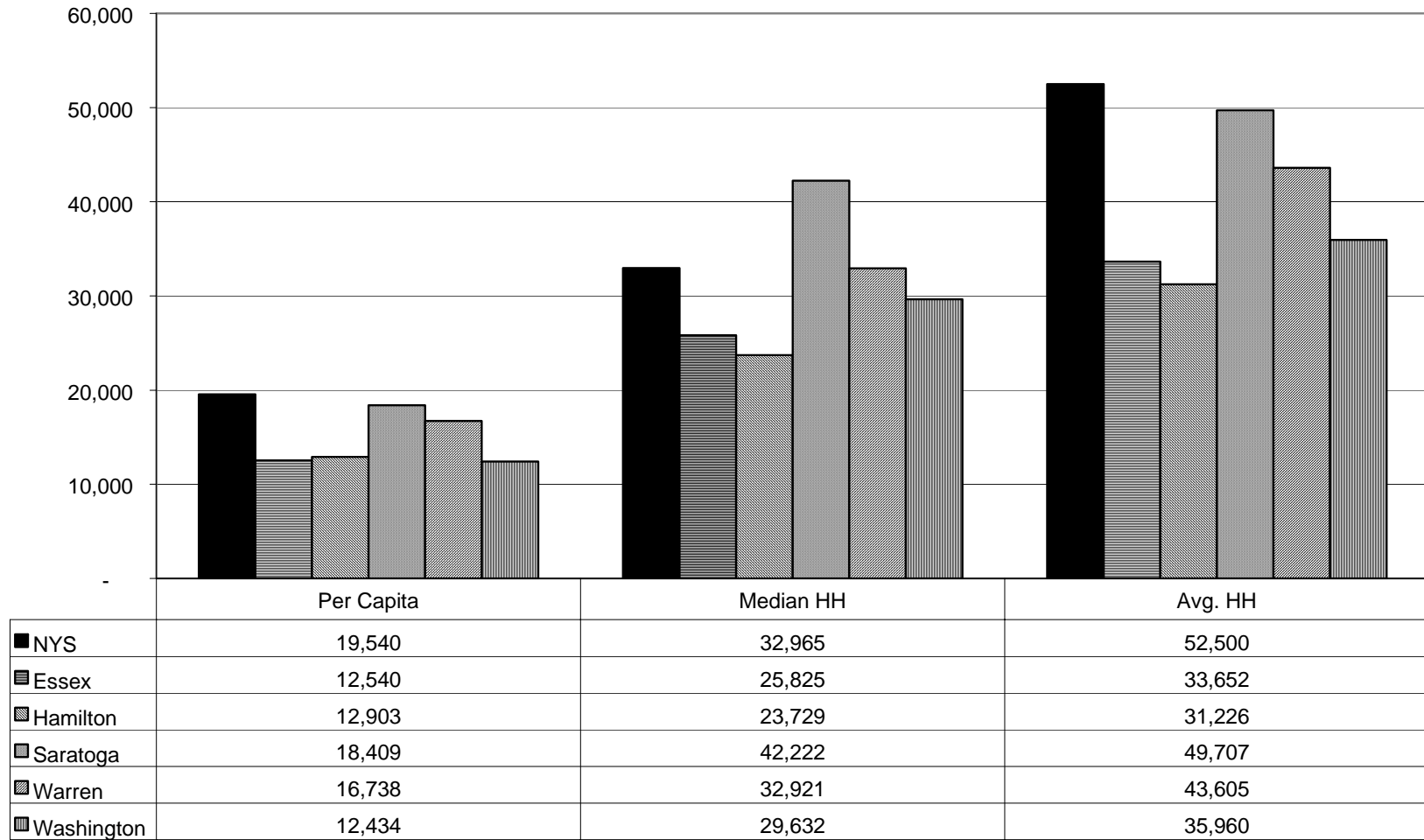
Figures 3-2 and 3-3 trace the implications of Saratoga County's explosive population growth has had on the region's income distribution. According to the 1990 Census data displayed in Figure 3-2 on the following page, Saratoga County is the only county in the region to have a higher proportion of its population with household incomes between \$50,000 and \$100,000 than New York State as a whole. The households of the other counties on the region have incomes in the \$10,000 to \$50,000 range. As shown in Figure 3-3 on page III-9, estimates for 1997 compiled by GeoLytics show that every county in the region has a lower per capita income than New York State as a whole. However, Saratoga County is alone in the region in exceeding the statewide median household income. Saratoga County also has the highest average household income in the region, although, at \$49,707 it trails the statewide average of \$52,500. It should be noted that the dramatic differences between median and average household income for New York State suggest that the higher average income is driven by a relatively few number of households earning very high levels of income.

The fact that Saratoga County exceeded the state in median household income but trailed in average household income suggests that household income is more evenly distributed in the County than in New York State as a whole. In any case, it is clear that Saratoga County is the most significant source of purchasing power in the Upper Hudson region.

**Figure 3-2. Distribution of Household Income, 1990**



**Figure 3-3. Measures of Income, 1997 Estimates**

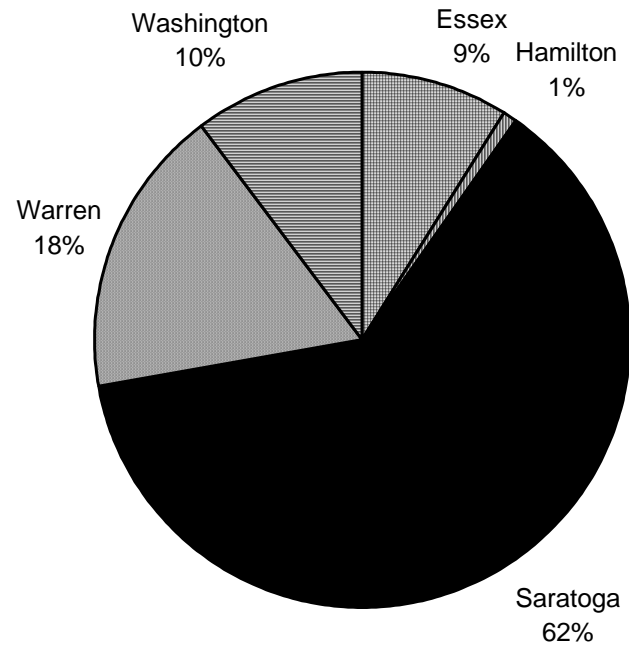


### Local Tourism Spending

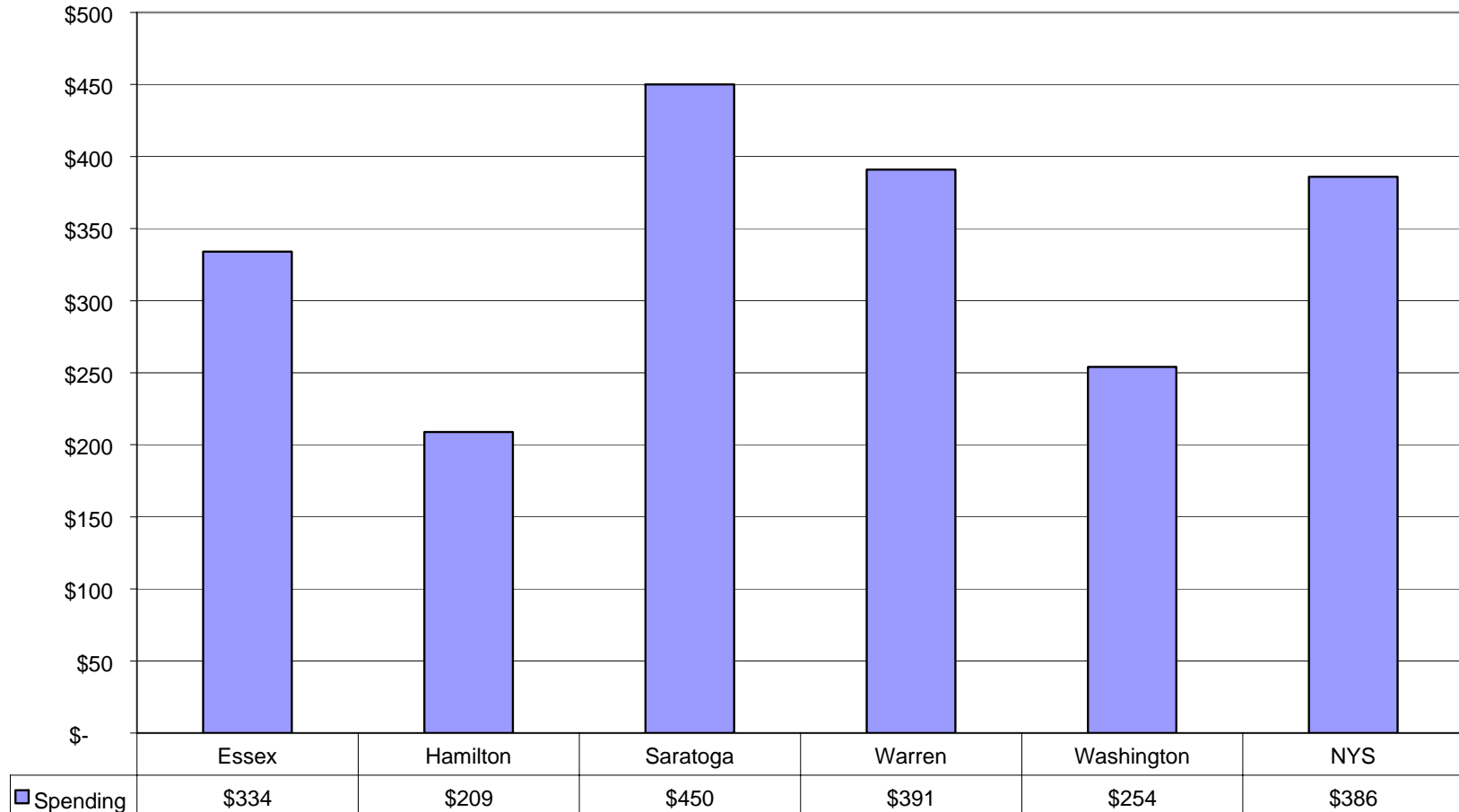
While this analysis has not been able to directly measure local spending on tourism by local residents, GeoLytics estimates of residential spending for admissions and fees clearly suggest that, consistent with its higher levels of income, Saratoga County leads the region on tourism spending. According to Figure 3-4 on the following page, spending on admissions and fees by Saratoga County residents made up 62 percent of all such spending in the five-county area in 1997. Warren County residents were the next largest segment of such local spending, accounting for 18 percent of total dollars spent on admissions and fees.

This pattern persists when such spending is examined on a per-household basis. According to Figure 3-5 on page III-12, during 1997, households in Saratoga County spent an average of \$450 per year on admissions and fees. Warren County households averaged \$391 on such spending. Saratoga and Warren were the only counties in which the per-household average spending exceeded the average statewide.

**Figure 3-4.**  
**Total Residential Spending**  
**on Fees & Admissions, 1997**



**Figure 3-5.  
Resident Spending on Fees & Admissions Per Household, 1997**



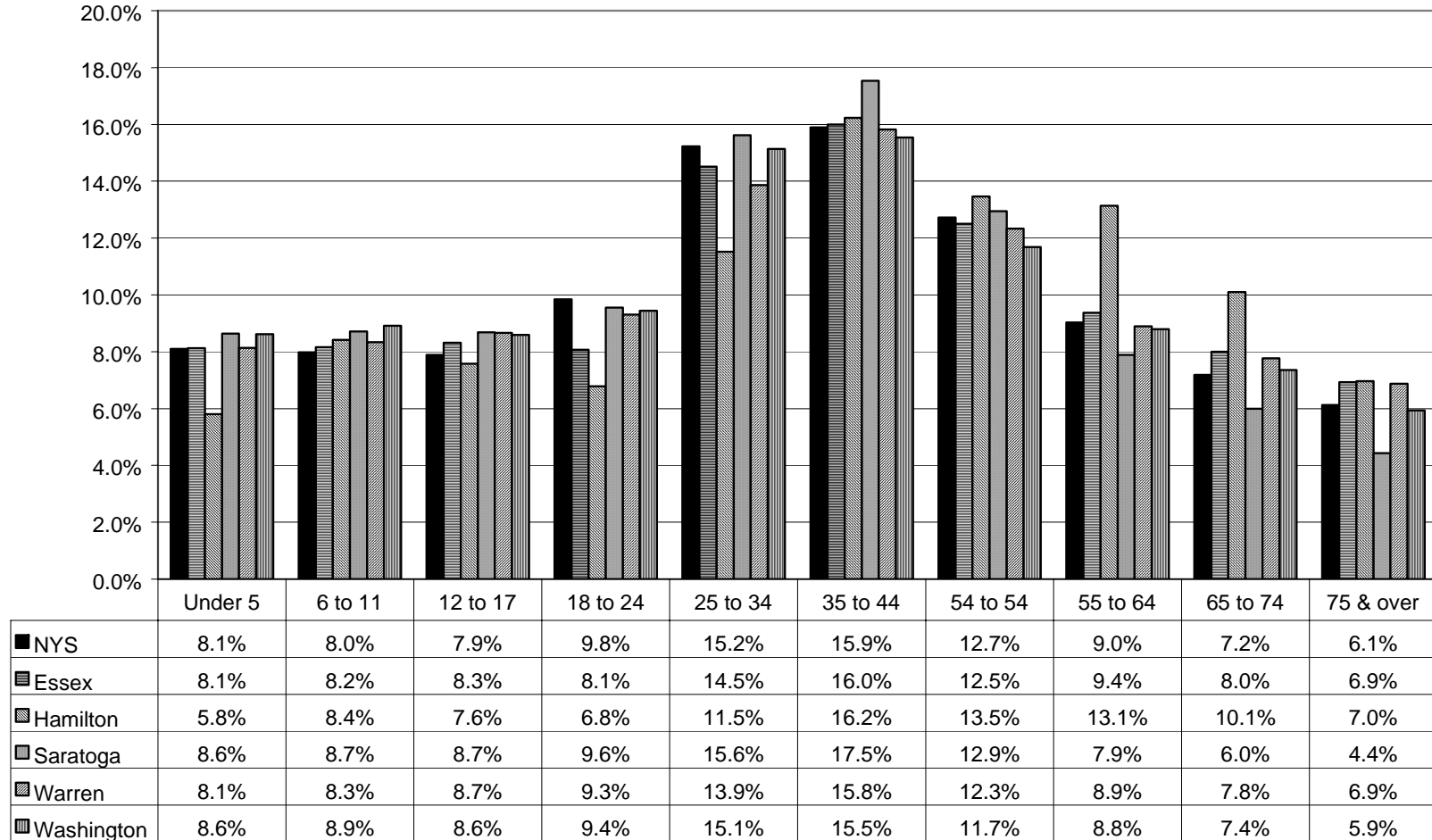
### Age Structure

Two of the most important market segments for most tourism railroads in particular are school children and senior citizens. Therefore, it is important to understand the age structure of the region in order to identify potential opportunities to reach those potential riders. The region has a relatively large cohort of school-age children. As shown in Figure 3-6 on the following page, each of the counties exceeds New York State in the proportion of population in the 6-to-17-year-old category. (The single exception is Hamilton County that has a lower proportion of 12-to-17-year-olds than New York State as a whole.) As indicated in Figure 3-7, 55 percent of the region's school-age population is found in Saratoga County, with Warren and Washington counties each accounting for 17 percent.

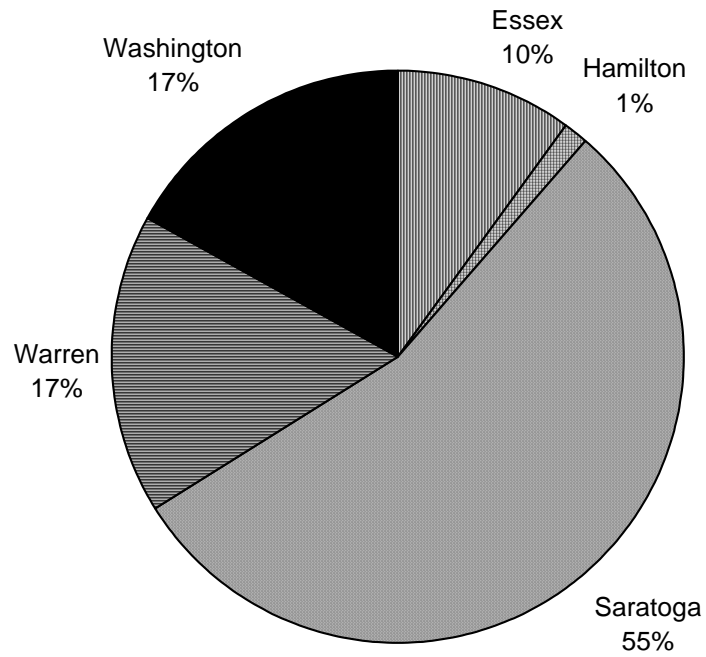
The region also has a relatively large senior population. Every county but Saratoga exceeds the statewide average for the proportion of residents aged 65 to 74. Saratoga County accounts for 46 percent of the region's seniors, with Warren County providing 21 percent of the region's senior population, followed by Washington County with 18 percent.

This analysis clearly indicates the key role of Saratoga County in the local tourism market. It is the most populous and affluent county in the region. Its households also provide the highest level of spending for admissions and fees. Saratoga is also the cornerstone for the key local target markets involving school groups and senior citizens. In addition, Warren and Washington counties are significant, if secondary, sources of seniors and school children.

**Figure 3-6. 1997 Estimate, Age Distribution**



**Figure 3-7.  
Share of Population age 6-17  
by County, 1990**

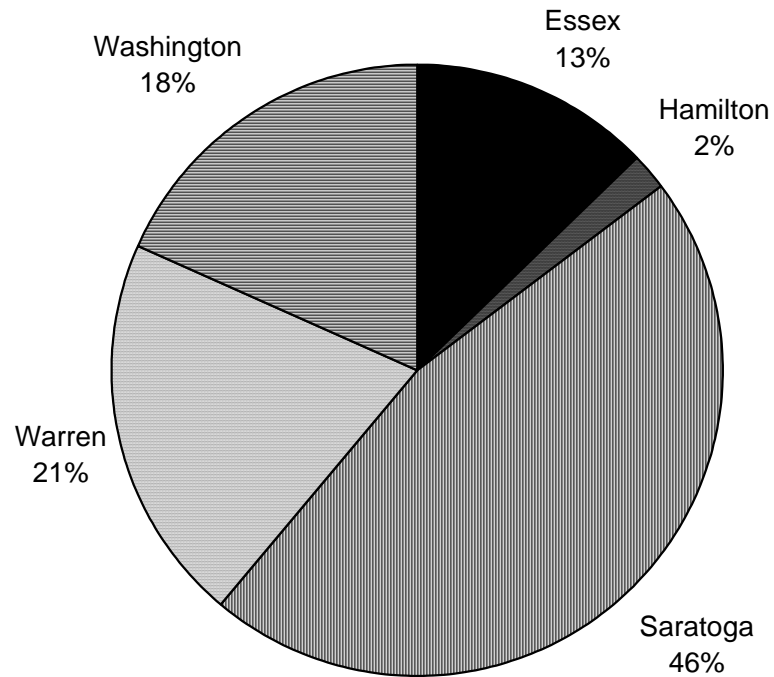


## **E. Target Markets: the Potential Regional Tourism Market for the Upper Hudson Corridor**

While it is important to the success of the corridor to realize the local market opportunities in the corridor, its real success will depend upon tapping into markets that extend beyond the corridor itself. As indicated earlier, Warren County already attracts visitors from several states. In addition to New York, it visitors come from New Jersey, Connecticut, and Massachusetts. The next logical step for building the tourism market for the Upper Hudson Corridor is to identify ways of increasing the share of visitors from those points of origin. This analysis will examine those markets to identify which geographic and demographic segments have the greatest potential for the Upper Hudson Corridor and recommend approaches for improving the Corridor's market share in each of these segments.

This analysis was conducted using the microdata files of the 1995 American Travel Survey conducted by the Bureau of Transportation Statistics (BTS) of the US Department of Transportation. The data used are from the person-trip file. The survey results have been weighted by the BTS to produce estimates of total travel activity for each of the jurisdictions included in the survey. This analysis used person-trips as a measure of travel activity. As its name suggests, person-trips measure the number of people taking trips. For example, if a family of four took a vacation in Warren County, it would be measured as four person trips.

**Figure 3-8.**  
**Share of Population age 65 & over**  
**by County, 1990**



The survey data are organized to provide information at the level of metropolitan statistical area (MSA). This analysis examined data for the major metropolitan areas included for the four states which are the major points of origin for Warren County tourists. The metropolitan areas included are listed in Table 3-4.

Table 3-4.  
Metropolitan Areas included in Analysis of  
American Travel Survey Microdata.

New York City/Long Island

New York NY PMSA  
Nassau-Suffolk NY PMSA

Upstate New York

Albany-Schenectady-Troy NY MSA  
Binghamton NY MSA  
Buffalo-Niagara Falls NY MSA  
Dutchess County NY PMSA  
Newburgh NY PMSA  
Rochester NY PMSA  
Syracuse NY MSA  
Utica-Rome NY MSA

New Jersey

Atlantic-Cape May NJ PMSA  
Bergen-Passaic NJ PMSA  
Jersey City NJ PMSA  
Middlesex-Somerset-Hunterdon NJ PMSA  
Monmouth-Ocean NJ PMSA  
Newark NJ PMSA  
Trenton NJ PMSA

Massachusetts

Boston MA PMSA  
Lowell MA PMSA  
Springfield MA MSA  
Worcester MA PMSA

Connecticut  
New Haven-Meriden CT PMSA  
New London-Norwich CT MSA  
Stamford-Norwalk CT PMSA  
Bridgeport CT PMSA  
Hartford CT MSA

Source: U.S. Bureau of Transportation Statistics. American Travel  
Survey Microdata File, 1995.

The Role of Historic/Cultural Tourism and Adventure Tourism

According to the American Travel Survey (ATS), there were approximately 56.4 million vacation person-trips made by residents of the metropolitan areas of the four states included in this analysis. The most frequently cited reason for such trips was to visit friends or relatives (21 million person-trips). The second most common type of vacation trip was for rest and relaxation (15 million). The next two most common type of vacation trip involved sightseeing to visit an historic or scenic attraction (5.7 million), and active participation in some form of outdoor recreation including outdoor sports, hunting, fishing, boating, etc. (5.5 million person-trips).

Given the nature of the tourism resources in the Upper Hudson Corridor, this analysis will focus on person-trips involving sightseeing and outdoor recreation as proxies for historic/cultural tourism and adventure tourism respectively. Note that for all geographic areas, sightseeing and outdoor recreation are engaged in with much less frequency than "visiting friends" or "rest or relaxation." However, there are two reasons why its is useful that the analysis retain its focus on sightseeing and outdoor recreation.

First, although visiting friends or relatives is the most common reason for vacation travel, a traveler's decision to visit friends or relatives is driven by the location and/or plans of those friends or relatives and therefore beyond the influence of a particular destination or promotion effort. Second, while "rest and relaxation" is the second most common reason cited for vacation travel, that activity is high compatible with venues that feature both historic/cultural tourism and outdoor recreation. As will be discussed below, it is logical to focus on "rest and relaxation" travelers as a secondary market segment for destinations targeted at historic/cultural tourism and outdoor recreation.

Table 3-5 on the following page indicates that the person trips associated with either outdoor recreation or sightseeing for each of the geographic areas under study ranges from 1.5 million (Connecticut) to 2.5 million annually (New York City and Long Island). The data in Table 3-5 suggest that, with the exception of Connecticut, the geographic areas represent equally attractive markets from which to draw tourists for either sightseeing or outdoor recreation. However, when these person-trip numbers are adjusted for the household income of the traveler, a different picture emerges.

**Table 3-5. Estimated Vacation Person-Trips by Purpose and Region of Origin. 1995.**

	Total	NYC & Long Island	Upstate	New Jersey	Massachusetts	Connecticut
Total	56,375,647	14,991,542	10,032,121	12,259,376	12,192,043	6,900,564
Business	1,888,220	608,114	397,600	309,034	260,134	313,338
Visit friends and relatives	21,004,919	5,793,806	3,937,049	4,550,007	4,206,058	2,517,999
Rest or relaxation	15,229,973	4,283,957	1,992,364	3,577,080	3,640,718	1,735,854
Sightseeing	5,714,821	1,514,816	1,040,663	1,262,446	1,190,517	706,379
Outdoor recreation	5,529,372	1,000,608	1,130,571	980,635	1,704,507	713,052
Entertainment	3,532,222	888,885	740,368	949,075	564,531	389,364
Shopping	469,134	87,933	30,821	38,872	163,773	147,735
Personal business	3,006,986	813,424	762,687	592,228	461,805	376,842
Other	-	-	-	-	-	-

Source: U.S. Bureau of Transportation Statistics. American Travel Survey Microdata File, 1995.

Table 3-6 displays the level of household income associated with each type of person-trip (total person trips, rest or relaxation, outdoor recreation, and sightseeing) for all person-trips in the four-state market area. As indicated in the table, the household income for "rest or relaxation" travelers (column B) is distributed in a pattern similar to the income distribution of all travelers (column A). However, the income distribution for travelers involved in either sightseeing (column C) or outdoor recreation (column D) has higher proportions of person-trips from households with incomes above \$100,000.

This trend toward upper income travelers involved in sightseeing and/or outdoor recreation is even more pronounced in the New York/Long Island area and in the New Jersey metropolitan areas. Note that among New York City/Long Island residents, over 60 percent of the outdoor recreation travelers came from households with incomes above \$100,000. While the trend is not as stark in New Jersey, 29 percent of all outdoor recreation travelers came from households with six-figure incomes, compared to only 22 percent of all New Jersey vacation travelers. While Connecticut shows a similar prevalence of high-income outdoor recreation travelers, note that outdoor recreation travelers in Massachusetts tend to have lower incomes than all vacation travelers from that state. Note that the proportion of sightseeing and outdoor recreation travelers from Upstate New York coming from high-income households matches the proportion of total Upstate travelers from high-income households. However, the Upstate travelers generally tend to have fewer high-income households than travelers from the New York City area.

**Table 3-6. Estimated Vacation Person-Trips by Trip Purpose by Household Income of Traveler and Geographic Area of Trip Origin, 1995.**

<b>Total Market Area</b>	<b>(A) Total Person - Trips</b>	<b>(B) Rest or relaxation</b>	<b>(C) Sightseeing</b>	<b>(D) Outdoor recreation</b>
<b><u>Total</u></b>	56,375,647	15,229,973	5,714,821	5,529,372
Less than \$25,000	9.4%	7.1%	6.6%	3.2%
\$25,000 to \$39,999	10.8%	9.4%	9.3%	12.3%
\$40,000 to \$49,999	11.8%	13.1%	12.6%	8.3%
\$50,000 to \$59,999	12.3%	11.0%	13.5%	12.4%
\$60,000 to \$74,999	20.7%	19.6%	19.0%	17.5%
\$75,000 to \$99,999	17.9%	21.4%	19.0%	22.1%
\$100,000 or more	17.0%	18.4%	19.9%	24.2%
<b><u>NYC and Long Island</u></b>	14,991,542	4,283,957	1,514,816	1,000,608
Less than \$25,000	8.3%	5.5%	2.1%	0.9%
\$25,000 to \$39,999	12.1%	8.9%	2.6%	5.1%
\$40,000 to \$49,999	11.2%	14.7%	7.5%	0.7%
\$50,000 to \$59,999	10.0%	11.3%	13.3%	5.7%
\$60,000 to \$74,999	18.3%	16.6%	22.3%	2.8%
\$75,000 to \$99,999	20.0%	25.9%	22.0%	24.4%
\$100,000 or more	20.1%	17.0%	30.2%	60.3%
<b><u>Upstate New York</u></b>	10,032,121	1,992,364	1,040,663	1,130,571
Less than \$25,000	9.6%	8.5%	7.3%	2.4%
\$25,000 to \$39,999	13.1%	14.6%	16.2%	20.9%
\$40,000 to \$49,999	16.6%	25.9%	15.9%	23.2%
\$50,000 to \$59,999	22.0%	15.2%	21.9%	29.6%
\$60,000 to \$74,999	21.2%	20.6%	16.2%	11.2%
\$75,000 to \$99,999	9.5%	13.0%	10.6%	5.1%
\$100,000 or more	8.0%	2.1%	11.7%	7.5%
<b><u>New Jersey</u></b>	12,259,376	3,577,080	1,262,446	980,635
Less than \$25,000	8.6%	4.9%	7.7%	3.8%
\$25,000 to \$39,999	6.1%	4.0%	12.8%	8.7%
\$40,000 to \$49,999	10.5%	9.2%	11.5%	4.0%
\$50,000 to \$59,999	10.3%	7.9%	9.2%	7.1%
\$60,000 to \$74,999	19.1%	20.2%	15.7%	13.5%
\$75,000 to \$99,999	22.5%	26.2%	20.9%	33.4%
\$100,000 or more	22.9%	27.7%	22.2%	29.4%

<b><u>Massachusetts</u></b>	12,192,043	3,640,718	1,190,517	1,704,507
Less than \$25,000	10.9%	9.8%	6.8%	5.6%
\$25,000 to \$39,999	12.2%	11.4%	7.4%	16.2%
\$40,000 to \$49,999	11.0%	11.2%	15.7%	6.1%
\$50,000 to \$59,999	9.4%	11.4%	10.8%	9.6%
\$60,000 to \$74,999	24.9%	20.6%	21.5%	31.5%
\$75,000 to \$99,999	14.8%	14.6%	21.3%	15.4%
\$100,000 or more	16.8%	20.9%	16.4%	15.6%
<b><u>Connecticut</u></b>	6,900,564	1,735,854	706,379	713,052
Less than \$25,000	10.1%	8.2%	13.0%	0.7%
\$25,000 to \$39,999	10.6%	11.3%	10.8%	4.8%
\$40,000 to \$49,999	10.0%	6.9%	15.2%	6.1%
\$50,000 to \$59,999	12.1%	11.0%	14.0%	8.5%
\$60,000 to \$74,999	20.8%	22.1%	17.9%	20.3%
\$75,000 to \$99,999	23.0%	24.1%	17.5%	46.1%
\$100,000 or more	13.4%	16.4%	11.6%	13.5%

Source: U.S. Bureau of Transportation Statistics. American Travel Survey Microdata File, 1995.

The data in Table 3-6 lead to two conclusions: First, while four of the geographic areas have roughly the same raw number of travelers involved in sightseeing and outdoor recreation, two areas (New York City and New Jersey) have a significantly higher number of outdoor recreation travelers from high-income households. Therefore, those geographic areas are likely to be the most attractive target markets for tourism promotion efforts. This is particularly true given the fact that the ATS indicates that over 85 percent of vacation travelers travel less than 1,000 miles to go on vacation. According to data from the ATS, this also holds true for the upper-income outdoor recreation travelers from New York City and New Jersey. Clearly, if properly promoted, the Upper Hudson Corridor could become a compelling destination for travelers from these areas.

As indicated in column B of Table 3-6, the income distribution of "rest or relaxation" travelers is more or less comparable to the overall income distribution of all travelers. While these travelers are not concentrated in upper income households, their sheer numbers still make them a viable target market. (Again, the category includes 15 million person-trips among the four-state metropolitan areas, three times the number of person-trips found in either outdoor recreation or sightseeing.) As such, it is important to ensure that rest and relaxation travel be an important secondary component of any marketing message about the Upper Hudson Corridor. This would enable these promotions to build upon the area's natural connections to outdoor recreation and sightseeing without losing its appeal to the "rest or relaxation" travelers.

Understanding Travel Patterns among Upper Income Travelers

Tables 3-7, 3-8 and 3-9 examine the groupings by which travelers upper income households pursue their interests. Specifically, the tables indicate the extent to which these travelers make trips alone, with other adults, or with children.

Table 3-7 shows the travel patterns for those from households earning more than \$100,000 per year who travel to participate in outdoor recreation. Overall the two most common ways to travel for outdoor recreation is as two adults with no children (36.8 percent of all person-trips) or as two or more adults with children (33.2 percent of all person-trips). Thus, as a general rule, couples and families are an important source for outdoor recreation travel among upper income households. But note how this changes with geography. In New Jersey, the most common form of travel for outdoor recreation is by one adult traveling without children (42.3 percent), while in Connecticut, two or more adults traveling with children account for 62.5 percent of all person trips.

**Table 3-7. Estimated Vacation Person Trips for Outdoor Recreation by Type of Travel Party by Geographic Area of Trip Origin for Persons from Households with Incomes over \$100,000 in 1995.**

	<b>Total Market Area</b>	<b>NYC &amp; Long Island</b>	<b>Upstate</b>	<b>New Jersey</b>	<b>Massachusetts</b>	<b>Connecticut</b>
Total Person-Trips	1,339,062	603,567	84,949	288,240	266,027	96,279
One adult, no children under 18 years in travel party (as % of total person-trips for Area)	23.4%	10.3%	36.7%	42.3%	32.4%	12.9%
Two or more adults, no children under 18 years in travel party	36.8%	41.4%	34.9%	22.2%	49.7%	17.4%
One adult, children under 18 years in travel party	4.3%	4.1%	9.6%	1.3%	5.3%	7.2%
Two or more adults, children under 18 years in travel party	33.2%	41.3%	18.8%	32.6%	9.2%	62.5%
No adults, one or more children under 18 years in travel party	2.3%	2.9%	0.0%	1.6%	3.4%	0.0%

Source: U.S. Bureau of Transportation Statistics. American Travel Survey Microdata File, 1995.

The pattern is slightly different for those from upper-income households traveling for sightseeing purposes. In such situations, it is more common for the person-trips to be generated by two or more adults traveling with children (47.4 percent of all person-trips). In the New York City/Long Island area, two or more adults traveling with children account for 54.2 percent of all sightseeing person-trips. In the New Jersey metropolitan areas, single adults account for only 11.4 percent of sightseeing person-trips. In this case, like the other geographic areas in the study, adult couples and adults with children generate the bulk of sightseeing trips from upper-income households in New Jersey.

Table 3-8 shows the travel patterns for upper-income households traveling for rest or relaxation. Again, two or more adults traveling with children account for the vast majority of person-trips made for rest or relaxation. There is some variation concerning whether adults with children or with no children generate the most person trips. However, the general trend toward couples and families holds true across all geographic areas included in this analysis.

**Table 3-8. Estimated Vacation Person Trips for Sightseeing by Type of Travel Party by Geographic Area of Trip Origin for Persons from Households with Incomes over \$100,000 in 1995.**

	<b>Total Market Area</b>	<b>NYC &amp; Long Island</b>	<b>Upstate</b>	<b>New Jersey</b>	<b>Massachusetts</b>	<b>Connecticut</b>
Total Person-Trips	1,136,966	457,835	121,894	279,882	195,745	81,610
One adult, no children under 18 years in travel party (as % of total person-trips for Area)	9.6%	10.3%	0.0%	11.4%	7.4%	18.7%
Two or more adults, no children under 18 years in travel party	38.7%	31.9%	58.1%	48.6%	31.2%	32.2%
One adult, children under 18 years in travel party	2.4%	0.0%	0.0%	4.5%	0.0%	18.4%
Two or more adults, children under 18 years in travel party	47.4%	54.2%	41.9%	34.4%	61.4%	28.3%
No adults, one or more children under 18 years in travel party	1.9%	3.6%	0.0%	1.1%	0.0%	2.4%

Source: U.S. Bureau of Transportation Statistics. American Travel Survey Microdata File, 1995.

**Table 3-9. Estimated Vacation Person Trips for Rest or Relaxation by Type of Travel Party by Geographic Area of Trip Origin for Persons from Households with Incomes over \$100,000 in 1995.**

	<b>Total Market Area</b>	<b>NYC &amp; Long Island</b>	<b>Upstate</b>	<b>New Jersey</b>	<b>Massachusetts</b>	<b>Connecticut</b>
Total Person-Trips	2,805,844	728,068	41,088	989,763	762,003	284,921
One adult, no children under 18 years in travel party (as % of total person-trips for Area)	15.7%	18.8%	0.0%	14.4%	16.5%	12.7%
Two or more adults, no children under 18 years in travel party	37.4%	38.7%	100.0%	43.6%	18.9%	53.0%
One adult, children under 18 years in travel party	3.2%	0.0%	0.0%	4.9%	4.1%	3.0%
Two or more adults, children under 18 years in travel party	43.5%	42.5%	0.0%	36.5%	60.4%	30.9%
No adults, one or more children under 18 years in travel party	0.2%	0.0%	0.0%	0.6%	0.0%	0.4%

Source: U.S. Bureau of Transportation Statistics. American Travel Survey Microdata File, 1995.

## Weekend Travelers

Consistent with national trends, weekend travel was the dominant form of tourism for the metropolitan areas included in this analysis. As shown in Table 3-10, weekend travel accounted for 53 percent of all person-trips for all geographic areas. Note, however, that in Upstate New York and Massachusetts, weekdays generated the majority of person-trips. In general however, the ATS data reinforced the notion of the importance of weekend-based vacation travel, particularly for the New York City/Long Island area, where it accounted for almost 60 percent of all person-trips.

**Table 3-10. Estimated Vacation Person Trips by Day of Travel and Geographic Area of Origin, 1995.**

	<b>Total Market Area</b>	<b>NYC &amp; Long Island</b>	<b>Upstate</b>	<b>New Jersey</b>	<b>Massachusetts</b>	<b>Connecticut</b>
Total	56,375,647	14,991,542	10,032,121	12,259,376	12,192,043	6,900,564
Weekend trip	53.2%	59.5%	48.3%	53.8%	48.8%	53.2%
Not a weekend trip	46.8%	40.5%	51.7%	46.2%	51.2%	46.8%

Source: U.S. Bureau of Transportation Statistics. American Travel Survey Microdata File, 1995.

## Conclusions

The results of this analysis of data from the American Travel Survey suggest several conclusions for efforts to expand tourism in Warren County. These marketing efforts should:

- generally focus on families and couples from upper income households. The one potential exception to this rule is the promotion of outdoor recreation to the New Jersey area. In that area, adults traveling alone are the largest generators of person-trips. The marketing message could be tailored to singles for that geographic area. Alternatively, the promotion effort may concede that a couples/family-based campaign may do less well in New Jersey than in the New York City/Long Island area.
- focus primarily on the New York City/Long Island and New Jersey areas, which contain the highest concentrations of person trips by upper-income households.
- primarily promote opportunities for outdoor recreation and sightseeing. This is the logical niche for the Upper Hudson Corridor. However, given the fact that "rest or relaxation" travelers remain a much larger generator of vacation person-trips, it is important that opportunities for rest and relaxation be included as a secondary message in all of these promotional efforts.