



Visit Syracuse Onondaga County, New York Travel Market Research

Prepared for:

- *Visit Syracuse*

Study Conducted: Jan, 2015 – May, 2015

Preliminary Report Presentation: September 17, 2015

Final Report Submitted: November, 2015





Visit Syracuse Onondaga County, New York Travel Market Research

OBJECTIVE:

To provide a research-based tourism market study for Syracuse and Onondaga County, NY that:

- Identifies the current segmented markets, visitor geo/socio-demographic profile and spending levels.
- Determines the conversion of Visit Syracuse inquiries into visits to the area.
- Identifies the attractors/motivators to Syracuse and Onondaga County, New York.
- Identifies target markets, segments and strategies with the optimal ROI
- Develops a three-year strategic action plan for Visit Syracuse.





Onondaga County Lodging Market Analysis

YSI LODGING RESEARCH METHODOLOGY

Lodging research was recently conducted in Onondaga County, NY at the request of Visit Syracuse (VS). A one-page questionnaire was written by YSI, approved by Visit Syracuse, and sent to all Onondaga County, NY lodging properties actively collecting occupancy taxes to estimate the following for the full calendar year 2014: percentage of occupancy driven by eight (8) market segments, ranking of group market segments for future sales and marketing efforts, annual occupancy percentages, percentage of non-taxable room revenue, as well as transient guest make-up and top leisure feeder cities. Hoteliers were also asked to list any major shifts or changes in room night sales and future sales and marketing suggestions for Visit Syracuse. The lodging survey was conducted June 2015 – August 2015.

ONONDAGA COUNTY LODGING SURVEY PARTICIPATION

According to the Onondaga County lodging database there were 76 hotel/motels (6,583 rooms) actively collecting the local occupancy tax when the YSI lodging study began in June 2015. A total of 34 hotel/motel properties representing 4,066 rooms participated in the 2014 lodging survey representing an overall response of 62%. A 62% response rate is very good and considered to be a highly predictive sample of the overall Onondaga County lodging property market based on the geographic distribution. The charts and tables on the following pages outline the overall findings from the lodging properties that responded to the YSI survey. YSI estimates a margin of error (+/- 3-5%).

ONONDAGA COUNTY HOTEL/MOTEL LODGING INVENTORY – GEOGRAPHIC SEGMENTATION

Visit Syracuse provided YSI with a list of all lodging properties located in Onondaga County, NY and identified the lodging properties by four geographically segmented areas. These geographically segmented lodging areas were also identified by the YSI team during the reconnaissance of Onondaga County. These four areas will herein be identified as East, North, Downtown and Southwest. The lodging inventory for Onondaga County is shown in the table below, geographically segmented and percentage of each area by overall inventory.

AREA	EAST	NORTH	DOWNTOWN	SOUTHWEST	TOTAL
OVERALL INVENTORY	39.4%	32.0%	16.9%	11.7%	100.0%
Total # of rooms	2,591	2,106	1,111	775	6,583
Total # of properties	24	25	9	18	76
% of hotels response - YSI survey	62.3%	63.2%	95.6%	7.9%	61.8%
# of rooms response – YSI survey	1,613	1,330	1,062	61	4,066
# of participating properties	13	12	8	1	34

2014 ANNUAL LODGING MARKET SEGMENTATION

When marketing tourism for a destination, it is critical to understand the different market segments that drive occupancy in local lodging properties. These segments help provide an understanding of the visitor categories that drive the greatest economic impact for the area. Most lodging properties track their guest segmentation through their reservation system. Corporate and group business is tracked closely by rate codes while leisure segment data is often estimated by the management team at the individual properties. YSI interprets the data in the table to the right to reveal that Onondaga County is a healthy travel destination with a good mix of leisure & business transient visitors as well as groups. All of these segments are important to the market and require Visit Syracuse to continue with a multi-tiered growth strategy.

ALL 2014	EAST	NORTH	DOWN TOWN	MARKET SEGMENTATION
61.8%	62.3%	63.2%	95.6%	YSI survey participation
56.4%	42.8%	58.0%	77.4%	Transient & Other
26.7%	22.6%	27.9%	34.2%	Corporate/Government Transient
26.2%	17.6%	25.9%	39.1%	Leisure Transient
3.5%	2.6%	4.2%	4.1%	Other
43.6%	57.2%	42.0%	22.6%	Group/Conference/Meeting
13.2%	19.4%	11.3%	5.3%	Corporate
9.6%	10.4%	9.3%	8.1%	SMERF
6.7%	8.1%	8.8%	1.7%	Team Sports
6.5%	9.4%	6.3%	1.7%	Government
4.7%	6.0%	2.8%	5.3%	Association
2.9%	3.9%	3.5%	0.5%	Group Tour/ Motorcoach

FUTURE TARGET GROUP SEGMENTS (RANK ORDER)

Having established the current market segmentation for those staying in Onondaga County, NY lodging, YSI asked the hoteliers to indicate in rank order what markets should be targeted for future growth in the group markets. The prioritized ranking for future direct sales efforts by Visit Syracuse is shown in the table below as provided by the lodging properties that responded to this question. All 30 lodging properties reported data about future marketing segments. The top ranked segments are highlighted in blue.

Group Market Segment	Rank Order	Rating
Corporate	1	2.62
Association	2	3.57
Leisure	3	3.71
SMERF	4	3.82
Sports	5	3.96
Government	6	4.96
Group Tour /Motorcoach	7	5.11

SYRACUSE – ONONDAGA COUNTY LEISURE FEEDER MARKETS

Hoteliers were asked to rank the top four leisure feeder markets for their hotel/motel property. The following markets were identified by 13 of the hotel/motel respondents as the top five leisure feeder markets.

Leisure Feeder Markets	2014
Ottawa	13
Toronto	8
New York City	7
Buffalo	5
Montreal	5

TAXABLE VS. NON-TAXABLE ROOMS

Hoteliers reported travelers to Onondaga County, NY with tax exempt status as outlined in the table below. This is a positive trend for Visit Syracuse their funding relies on the lodging taxes collected in Onondaga County. Data is shown in the table to the right.

% of Non-Taxable Rooms	2014
Average	9.3%
High Response	30%
Low Response	2%

PLEASE LIST ANY MAJOR SHIFTS OR CHANGING TRENDS IN ROOM NIGHT SALES YOU HAVE NOTICED OVER THE LAST YEAR:

Hoteliers were asked to provide any insight into major shifts or changing trends in room night sales in Onondaga County over the last year. Seventeen properties responded; verbatim comments are below:

- Decrease in Canadian transient travel due to weak CA\$-Increase in the number of agencies/groups that require both commission and rebate.
- Individuals want everything included. People are less and less willing to pay for additional amenities that once were standard charges such as breakfast, internet, movies, parking, etc.
- Canadian travel down due to exchange rate.
- It stays pretty even.
- Occupancy is down when all industry analysis predicted flat.
- Nothing major since last year, a slight trending towards more transient traveling through area.
- Too much supply with no new demand generators entering the market.
- Significant concerns with weekend leisure demand and concerns will escalate with added inventory.
- Similar trends in market segments for the past few years.
- More visitors from Canada; More Canadian travelers than in the past. (2)
- Decrease in Association sales, the additional room night rebates are impacting hotel revenues, moving us backward YOY.
- Big shift to 3rd party vendors (Orbitz, Hotels.com, Expedia, etc.) vs. hotel direct efforts to push business to hotel directly.
- Increased shift from direct bookings to 3rd party internet sales (2).
- Noticed lower occupancy rates; but higher rates.
- Because of so many new builds in the area unless the whole area is full, us being older have less rooms.

HOTEL/MOTEL FUTURE SALES AND MARKETING SUGGESTIONS FOR ONONDAGA COUNTY, NY.

Hoteliers were asked to provide any insight into major shifts or changing trends in room night sales in Onondaga County over the last year.

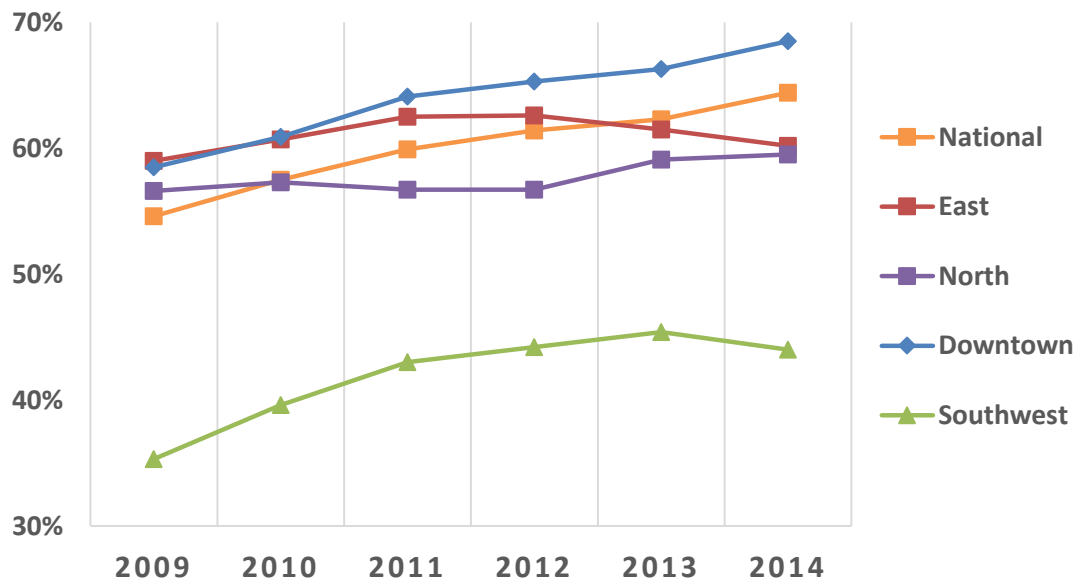
Eleven properties responded; verbatim comments are below:

- We need to figure out a way to compete with the cash incentives that Buffalo and Rochester are providing groups who sign contracts with their cities. We have lost several pieces of business because we currently can't compete with that.
- Bring more big name concerts into the Carrier Dome. Billy Joel filled almost every hotel in Syracuse. Film a movie in Syracuse using the giant buildings and lot at the Empire Expo Center.
- Do more packaging. Packages which include passes, items or events that are available ONLY in hotel package.
- Canadian market.
- Promote additional attractions such as museums, sports teams, nearby ski resorts, events and golf in the area. Give people a reason to stay other than Destiny and Turning Stone.
- Perhaps a focus on area sporting events and state wide competitions.
- As noted with added inventory we need to create demand with new offerings and programming. Also expect we may not be the destination of choice for many travelers but we are en route to many such as all the traffic from New England.
- Continue to focus on all weekend-related groups, SMERF, leisure transient and associations.
- More marketing in Canada.
- Need new business.
- Themed FAM tours with invites to those planners/organizers outside of Syracuse area.

STR DATA

Young Strategies, Inc. purchased lodging data from STR (Smith Travel Research) in the form of a 6-year trend reports for all participating hotel/motel properties located in each of the four geographically segmented areas of Onondaga County. STR 6-year trend reports were ordered for East, North Downtown and Southwest. The STR data reflects primarily the chain-affiliated hotel/motel properties. All tables and charts shown on the following pages have been created from the data provided in the STR 6-Year Trend reports for Onondaga County, NY.

6-YR OCCUPANCY ONONDAGA CTY VS. NATIONAL



Year	East	North	Down town	South west	National
2009	59.0%	56.6%	58.5%	35.3%	54.6%
2010	60.7%	57.3%	60.9%	39.6%	57.5%
2011	62.5%	56.7%	64.1%	43.0%	59.9%
2012	62.6%	56.7%	65.3%	44.2%	61.4%
2013	61.5%	59.1%	66.3%	45.4%	62.3%
2014	60.2%	59.5%	68.5%	44.0%	64.4%

As both the table and graph illustrate, Downtown and East properties have been consistently performing above or close to the national occupancy averages during the 6-year time period 2009 - 2014. North and Southwest properties, while performing below national occupancy levels, both areas have worked hard to maintain or increase occupancy during the same time period.

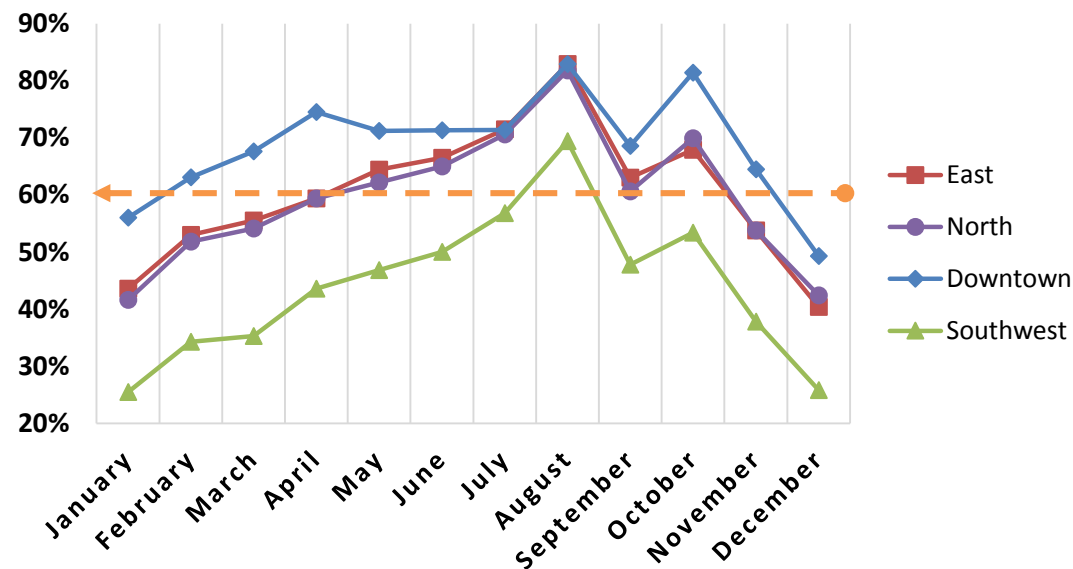
Source: STR 6-YR Trend Reports - Onondaga County, NY

Lodging Market Survey and Data

Hotel/Motel Occupancy by Month –Onondaga County

The 2014/2015 monthly average occupancy percentages for the geographically segmented Onondaga County hotel/motel lodging market, East, North, Downtown and Southwest, are shown in the table and graph below. The data reveals that December and January are typically the slowest months of the year for Onondaga County lodging in all geographic areas. Highest occupancy is typically in the month of August, followed closely by the months of July and October. Downtown properties are performing highest with 10 of the 12 months in 2014 and all of 2015 (January-June) reporting above the critical 60% monthly occupancy mark. North and East properties reported 7 of the 12 months above 60% occupancy while Southwest properties reported the month of August.

2014 MONTHLY OCCUPANCY



2014	East	North	Down town	South west
January	43.6%	41.6%	56.0%	25.5%
February	53.0%	51.8%	63.1%	34.3%
March	55.5%	54.1%	67.6%	35.3%
April	59.4%	59.4%	74.5%	43.6%
May	64.4%	62.2%	71.2%	46.8%
June	66.5%	65.0%	71.3%	50.0%
July	71.5%	70.6%	71.4%	56.8%
August	82.9%	81.8%	82.9%	69.4%
September	63.0%	60.6%	68.6%	47.8%
October	67.9%	69.9%	81.4%	53.4%
November	53.8%	53.8%	64.5%	37.8%
December	40.4%	42.4%	49.3%	25.8%

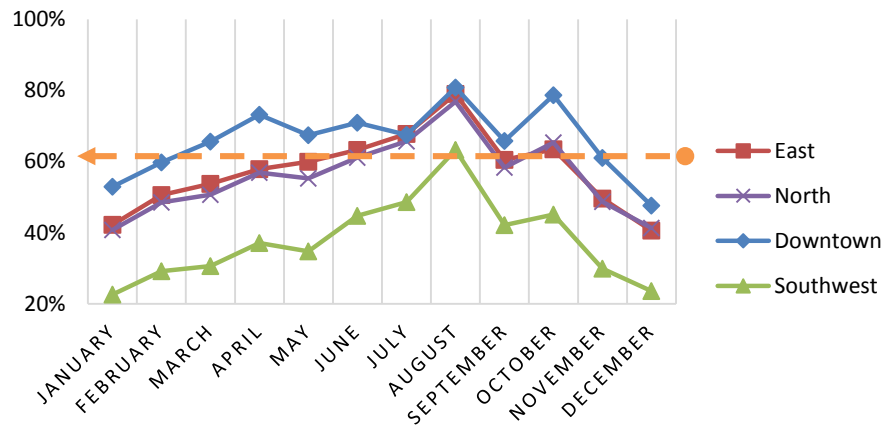
2015	East	North	Down town	South west
January	41.8%	41.0%	52.8%	22.8%
February	50.0%	51.8%	59.8%	31.6%
March	57.5%	59.1%	69.4%	39.0%
April	60.8%	58.8%	72.4%	43.0%
May	63.2%	59.9%	65.2%	46.2%
June	66.1%	61.9%	65.1%	46.9%

Lodging Market Survey and Data

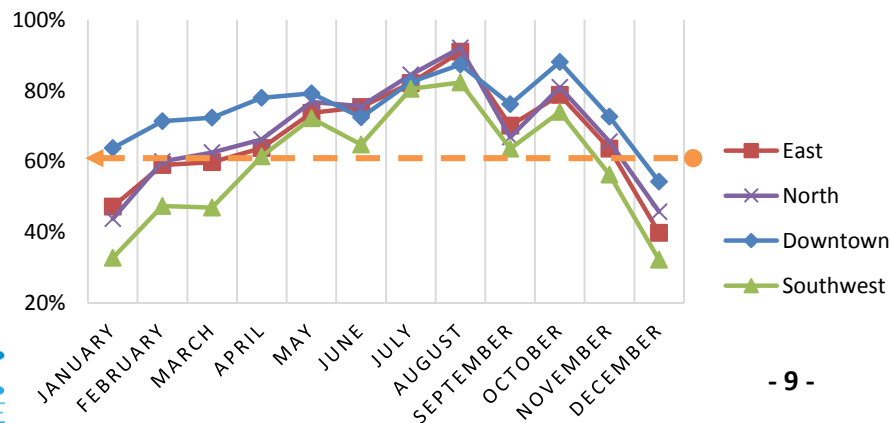
2014 HOTEL/MOTEL OCCUPANCY BY MONTH (WEEKDAY VS. WEEKEND)

The 2014 monthly average occupancy percentages for the geographically segmented Onondaga County hotel/motel lodging market are shown in the table and graph below revealing the variances between weekday and weekend room occupancy. These data reveal that weekends tend to outpace weekdays which confirms that the Syracuse area has a strong leisure weekend demand but is balanced with strong weekday business/meeting demand.

2014 WEEKDAY OCC BY MONTH



2014 WEEKEND OCC BY MONTH



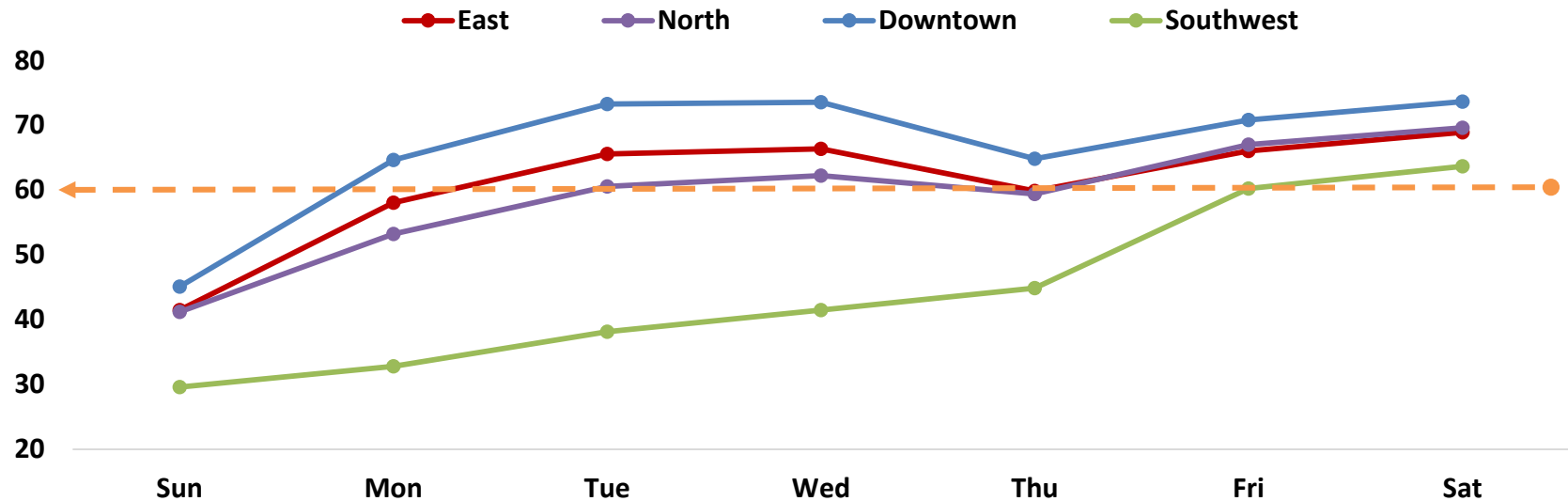
2014 WeekDAY	East	North	Down town	South west
January	42.2%	40.7%	52.9%	22.6%
February	50.6%	48.6%	59.8%	29.1%
March	53.7%	50.6%	65.6%	30.6%
April	57.8%	56.9%	73.2%	37.1%
May	59.9%	55.2%	67.4%	34.8%
June	63.3%	61.1%	70.9%	44.7%
July	67.8%	65.8%	67.5%	48.6%
August	79.1%	76.9%	80.8%	63.3%
September	60.5%	58.3%	65.8%	42.1%
October	63.5%	65.4%	78.7%	45.1%
November	49.6%	48.7%	61.0%	29.9%
December	40.6%	41.3%	47.6%	23.6%

2014 WeekEND	East	North	Down town	South west
January	47.2%	43.8%	63.7%	32.7%
February	58.9%	59.9%	71.3%	47.3%
March	59.7%	62.5%	72.3%	46.9%
April	63.7%	66.2%	77.9%	61.4%
May	73.7%	76.7%	79.2%	72.1%
June	75.3%	75.6%	72.4%	64.7%
July	82.1%	84.5%	82.4%	80.4%
August	90.9%	92.1%	87.3%	82.3%
September	70.1%	66.9%	76.1%	63.5%
October	78.7%	80.9%	88.1%	74.0%
November	63.5%	65.6%	72.6%	56.3%
December	39.8%	45.7%	54.2%	32.2%

Hotel/Motel Occupancy by Day of the Week

The chart below illustrates that weekends are strong with Saturday nights reporting highest occupancy for all of the Onondaga County geographic segments followed closely by Wednesday and Tuesday nights for all segments except for the Southwest. Sunday and Monday nights are the slowest nights of the week, as is typical in most destinations. This data confirm the findings in the YSI lodging survey where hoteliers reported a solid mix of both leisure, meeting/group and business travelers.

3-YEAR OCCUPANCY BY DAY OF THE WEEK



Jul 2012 – Jun 2015	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total Year
East	41.5	58.1	65.5	66.3	59.8	66.0	68.9	60.9
North	41.2	53.2	60.5	62.2	59.4	67.0	69.6	59.0
Downtown	45.1	64.6	73.3	73.5	64.8	70.8	73.6	66.5
Southwest	29.6	32.8	38.1	41.5	44.9	60.2	63.7	44.4

Lodging Market Survey and Data

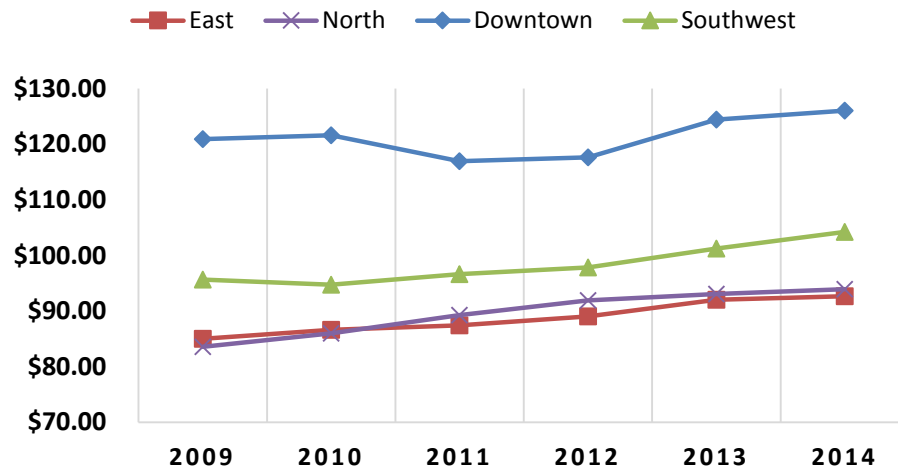
HOTEL/MOTEL 6-YR TREND ONONDAGA COUNTY ADR VS REVPAR

Analysis of the STR data shows Onondaga County hotel/motel ADR (Average Daily Rate) had been consistently increasing over the six-year time period 2009 – 2014 with the exception of a slight decrease in 2011-2012 in the Downtown properties. RevPAR (Revenue Per Available Room) also showed a positive trend during the 6-year period from 2009 to 2014 with the exception of a very slight decline in 2014 in the East and Southwest properties. The graph to the right illustrates the overall positive trend that occurred in the Onondaga County lodging market 2009 - 2014. The lodging industry tracks RevPAR as a key indicator of lodging success and profitability. It is impressive that RevPAR is growing in the market at the same time the supply of rooms is growing with new hotel development.

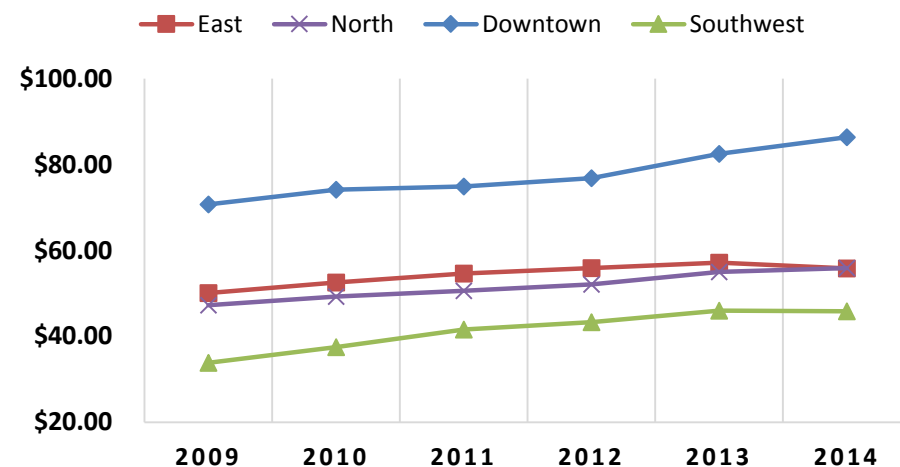
ADR	East	North	Downtown	Southwest
2009	\$ 84.97	\$ 83.56	\$ 120.91	\$ 95.64
2010	\$ 86.60	\$ 85.99	\$ 121.60	\$ 94.69
2011	\$ 87.39	\$ 89.22	\$ 116.91	\$ 96.64
2012	\$ 88.99	\$ 91.89	\$ 117.64	\$ 97.84
2013	\$ 92.00	\$ 93.03	\$ 124.41	\$ 101.24
2014	\$ 92.65	\$ 93.91	\$ 126.02	\$ 104.20

RevPAR	East	North	Downtown	Southwest
2009	\$ 50.09	\$ 47.27	\$ 70.73	\$ 33.80
2010	\$ 52.56	\$ 49.26	\$ 74.12	\$ 37.47
2011	\$ 54.61	\$ 50.56	\$ 74.89	\$ 41.56
2012	\$ 55.88	\$ 52.09	\$ 76.81	\$ 43.29
2013	\$ 57.18	\$ 54.97	\$ 82.45	\$ 45.96
2014	\$ 55.78	\$ 55.86	\$ 86.34	\$ 45.81

6-YEAR TREND – ONONDAGA COUNTY ADR



6-YEAR TREND ONONDAGA COUNTY REVPAR



Source: STR 6-YR Trend Reports – Onondaga County, NY

Lodging Market Survey and Data

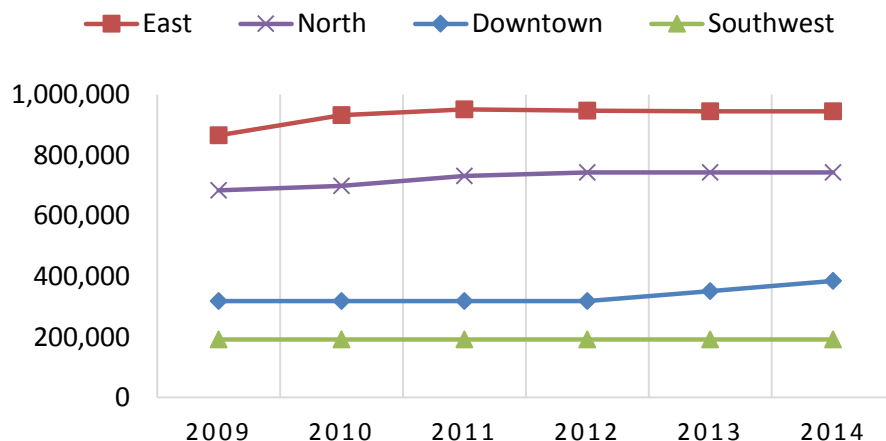
Hotel/Motel 6-YR Trend Onondaga County Supply vs Demand

Development occurred in the Onondaga County hotel/motel lodging industry with the opening of several new properties from 2009 – 2014; East-3 properties with 288 rooms opened in 2009-2010, North-3 properties with 259 rooms opened between 2009-2011, Downtown-2 properties opened in 2013 with 180 rooms and Southwest-no new inventory added. This new development was timely as demand for rooms increased consistently throughout the 6-year period with just a slight decline in demand in the East and Southwest in 2014. This statistic is quite impressive, when comparing Onondaga County to other lodging markets throughout the United States that were experiencing significant decreases in demand due to the economic downturn in 2009 and 2010.

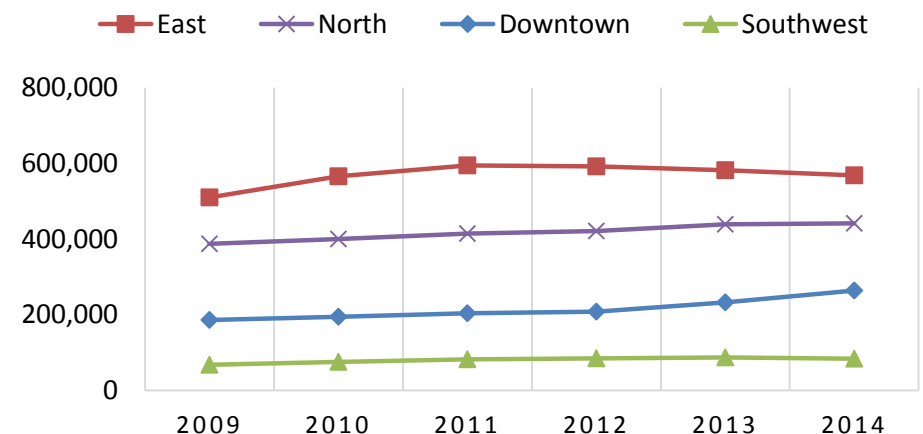
Supply	East	North	Downtown	Southwest
2009	866,096	684,539	319,010	191,990
2010	932,151	698,975	319,010	191,990
2011	951,721	732,310	318,765	191,990
2012	946,929	743,140	318,645	191,990
2013	945,103	743,140	351,765	191,990
2014	944,985	743,140	385,415	191,990

Demand	East	North	Downtown	Southwest
2009	510,581	387,291	186,609	67,841
2010	565,780	400,397	194,436	75,965
2011	594,739	415,036	204,206	82,572
2012	592,473	421,244	208,044	84,945
2013	581,697	439,098	233,120	87,148
2014	568,909	442,012	264,081	84,399

6-YEAR SUPPLY TREND

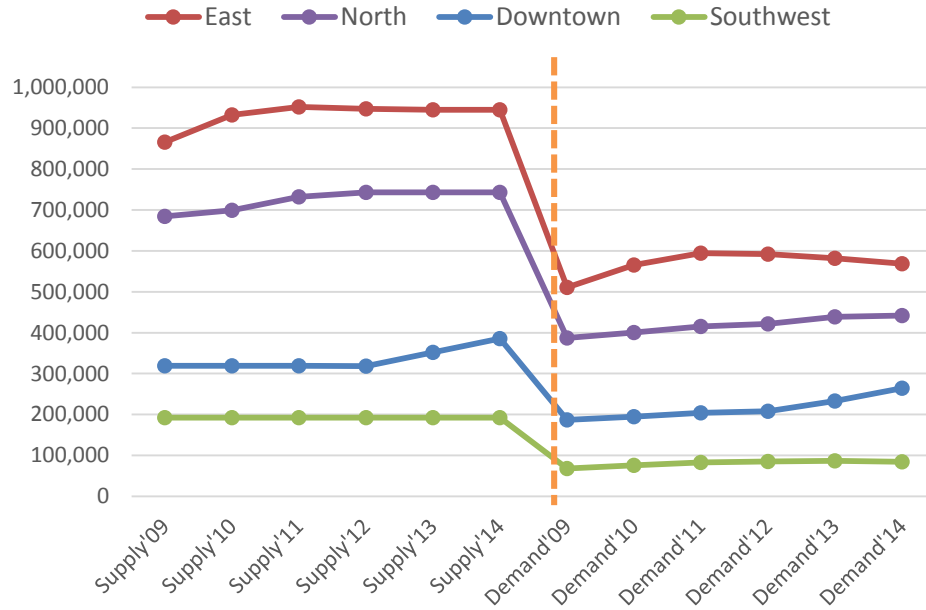


6-YEAR DEMAND TREND



Lodging Market Survey and Data

6-Year Trend – 2009–2014 Supply vs Demand

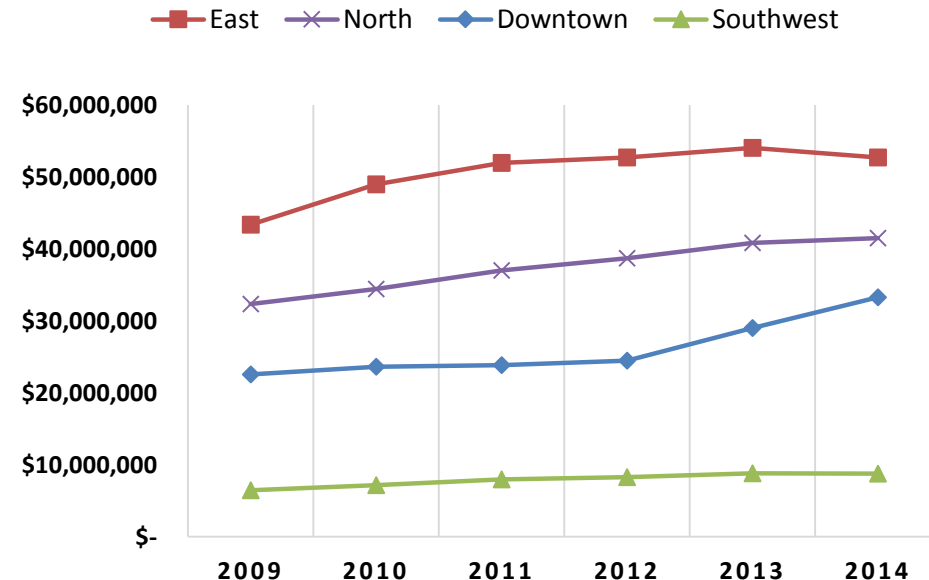


Revenue	East	North	Downtown	Southwest
2009	\$ 43,383,046	\$ 32,361,264	\$ 22,563,169	\$ 6,488,389
2010	\$ 48,994,329	\$ 34,430,472	\$ 23,643,719	\$ 7,193,404
2011	\$ 51,971,864	\$ 37,027,941	\$ 23,873,585	\$ 7,979,985
2012	\$ 52,726,239	\$ 38,710,012	\$ 24,474,109	\$ 8,310,670
2013	\$ 54,039,488	\$ 40,849,961	\$ 29,002,632	\$ 8,823,173
2014	\$ 52,711,662	\$ 41,508,213	\$ 33,278,221	\$ 8,794,152

HOTEL/MOTEL 6-YR TREND ONONDAGA COUNTY, NY REVENUE

STR reports the total annual lodging revenue generated by the STR-participating Onondaga County lodging properties over the 6-year period 2009 – 2014 as follows in the table to the right and the graph below. This data shows Onondaga County STR-participating properties experienced significant growth over this 6-year period. Percentage of change from 2009 to 2014 in total revenue collected was reported for each of the geographically segmented areas as following: East-21.5%, North-28.3%, Downtown-47.5% and Southwest-35.5%. The growth in revenues can be attributed to increases in room nights occupied as well as increased room rates.

6-YEAR ANNUAL REVENUE TREND



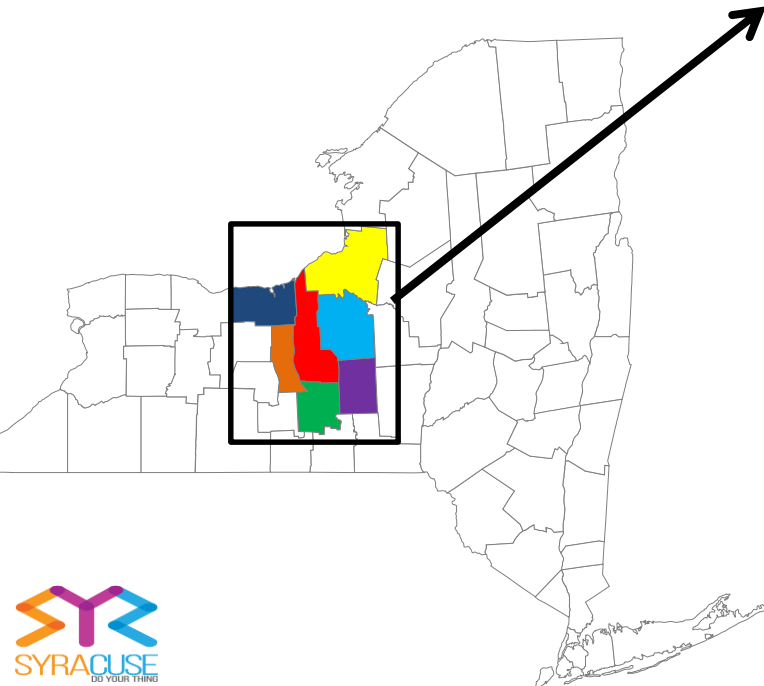


Onondaga County New York Travel Economic Impact Data

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	\$863,244
TOMPKINS	\$190,921
OSWEGO	\$135,256
CAYUGA	\$100,952
CORTLAND	\$70,218
SENECA	\$48,768
WAYNE	\$37,917





Onondaga County New York Visitor Profile

Purpose

To document the size (universe) of the potential market from each of the identified group segments, identify the perceptions of the Syracuse (Onondaga County) area as a destination, assess satisfaction levels, expenditures, economic impact and unmet needs.

Methodology

An online survey instrument was prepared by the Young Strategies research team and approved by the Visit Syracuse to capture visitor perceptions of Onondaga County, NY. Email recipients were invited to take a visitor survey and be entered into a chance to win a \$200 VISA gift card. The survey was deployed to 11 visitor databases that included: Visit Syracuse-521, Syracuse University-82, Destiny USA-3,236, Syracuse Nationals-243, Everson Museum-170, Syracuse International Film Festival-5, NYS Fairgrounds-463, Rosamond Gifford Zoo-77, Onondaga Historical Association-5, MOST-197 and Jefferson Clinton Suites-14. Total surveys received through weblinks that were posted or emailed by Visit Syracuse and their travel partners came to 5,030. Of those 1,345 were visitors to the area, 3,016 were residents, 610 were residents of a neighboring county and 59 indicated they have not visited Onondaga County.

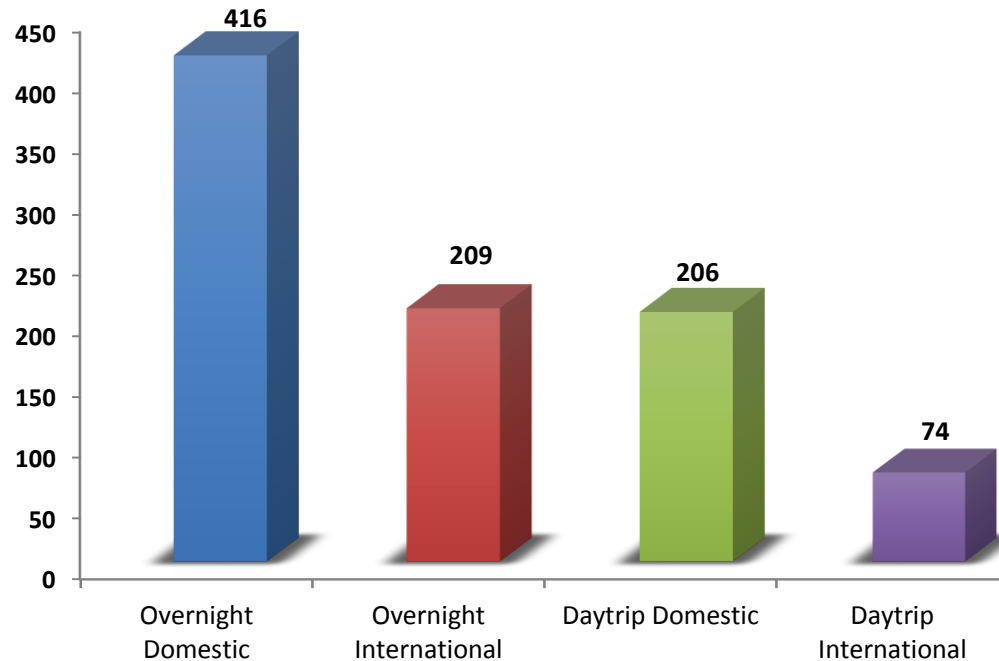
The range of surveys received from visitors and residents represents a broad range of behaviors and experiences and is deemed to be predictive of overall travel patterns for the destination.



Onondaga County Visitor Profile

Summary of Visitor Profile Data

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



The chart on this page shows the breakout of daytrip and overnight visitors by two primary groups 1) respondents who were domestic travelers and 2) respondents who were international travelers.

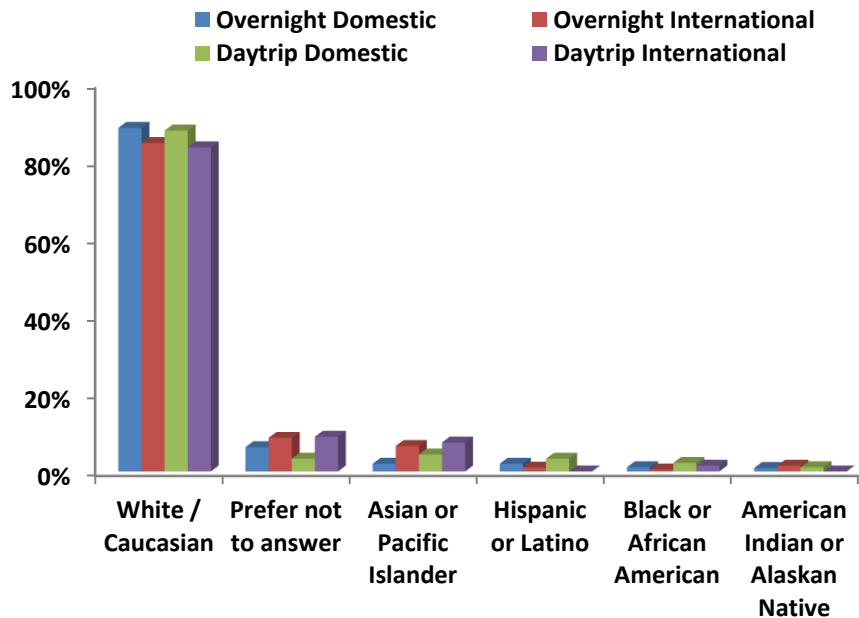
Onondaga County Visitor Profile

Overall Visitor Demographics

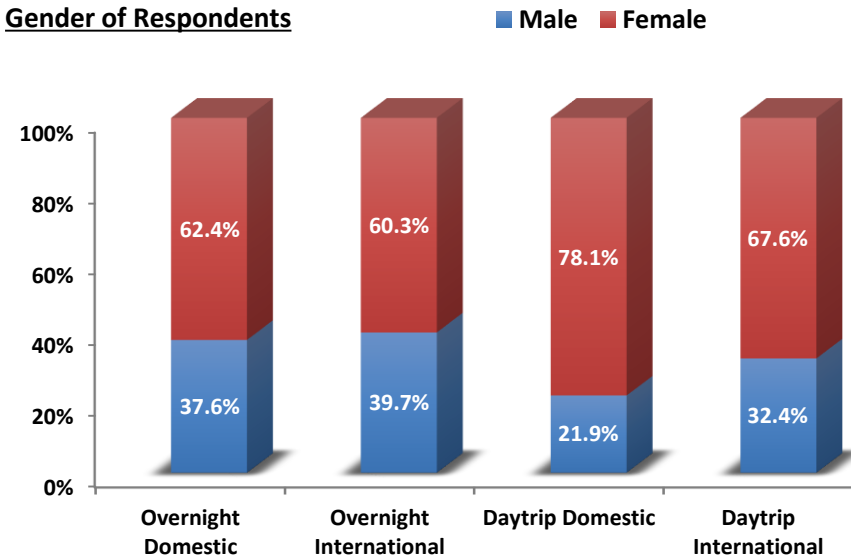
The average age and gender of survey respondents is reflective of the typical travel planner for each segment. Majority of respondents for Onondaga County visitor survey were female; which is predictable as females are typically the primary travel planners. Average age of survey respondents for overnight travelers was approximately 47 years old for both domestic and international while the average age for daytrip travelers was 41 for domestic and 43 for international visitors.

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.

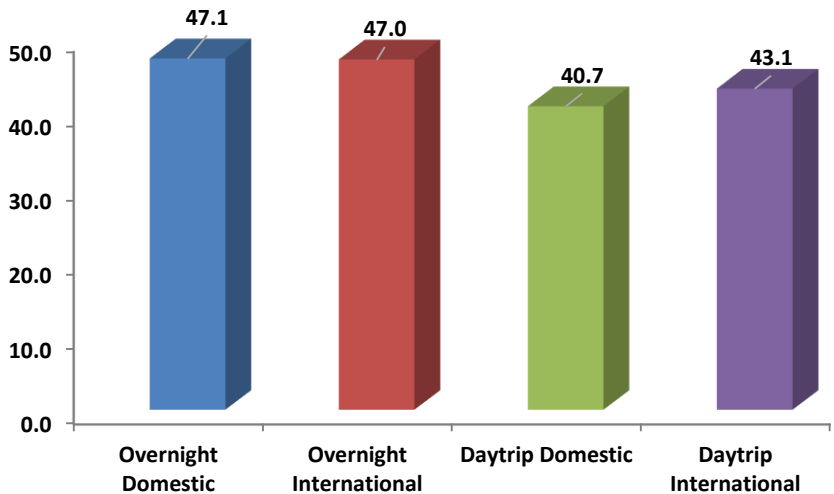
Ethnicity by category



Gender of Respondents



Average Age of Respondents

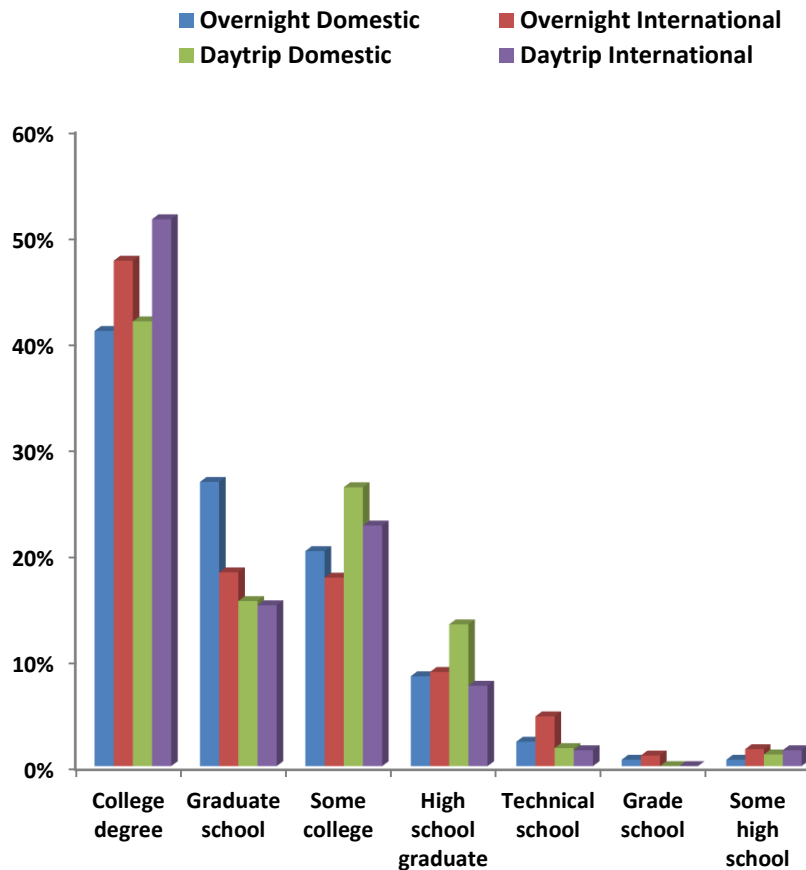


Onondaga County Visitor Profile

Overall Visitor Demographics

Visitors to Onondaga County are well-educated for all segments as seen in the graph below. Between 12% and 19% of domestic and international overnight travelers indicate they are retired compared to just 8% and 9.8% of domestic and international daytrip travelers, respectively. International travelers indicate their highest occupation as government/military both for overnight (27.8%) and daytrip (18%), which is considerably higher than the just over 5% of overnight domestic and international travelers.

Level of Education



Occupation

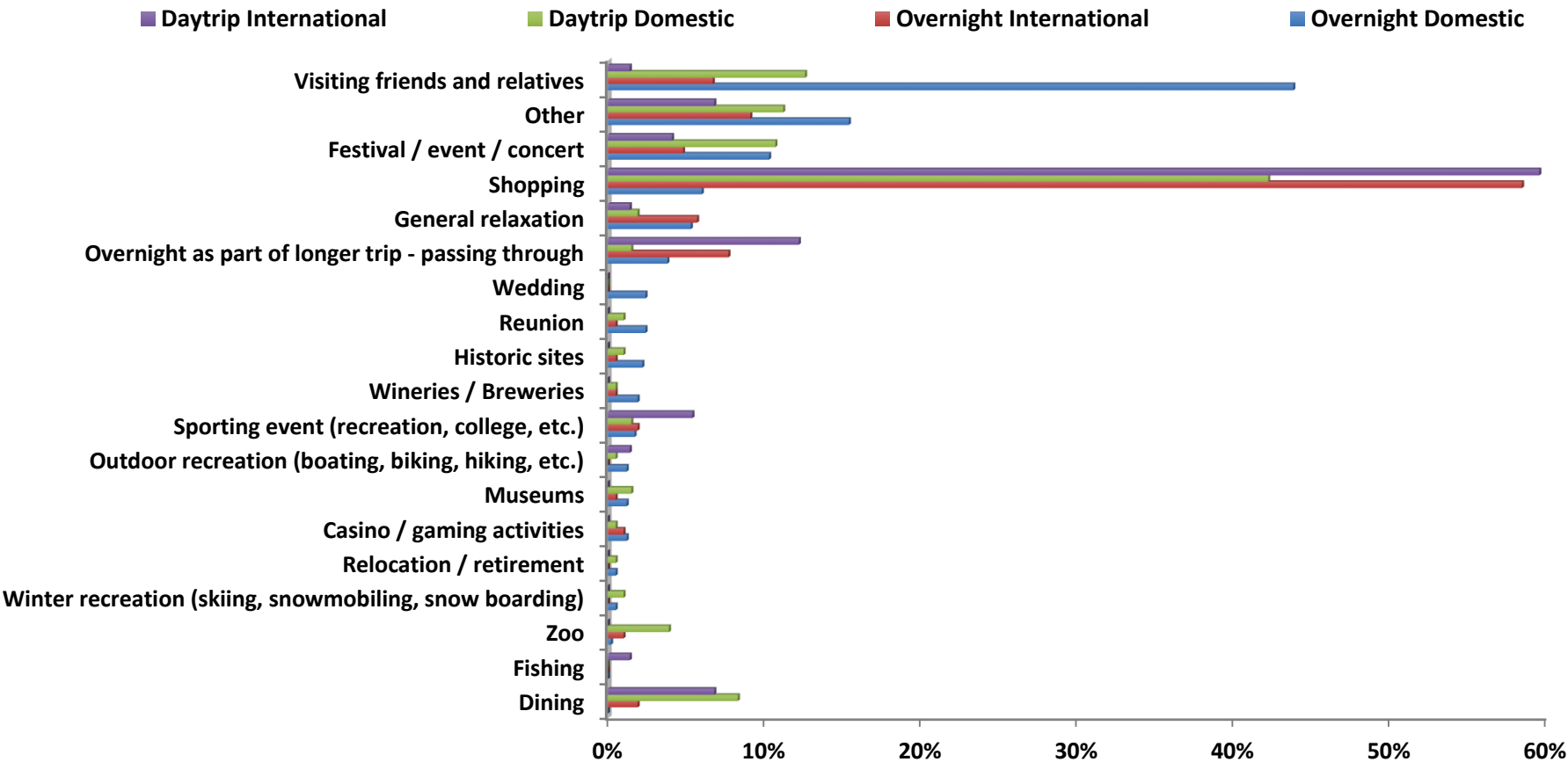
	Overnight Domestic	Overnight International	Daytrip Domestic	Daytrip International
Retired	19.6%	12.2%	8.3%	9.8%
Education-professor / teacher	12.8%	5.0%	9.5%	4.9%
Healthcare industry	9.2%	8.3%	14.2%	8.2%
Executive / manager	6.7%	9.4%	4.1%	8.2%
Self-employed	6.7%	2.2%	5.3%	6.6%
Student	5.8%	2.2%	9.5%	8.2%
Government / military	5.2%	27.8%	5.3%	18.0%
Professional / technical	4.0%	4.4%	7.1%	1.6%
Sales / buyer	4.0%	2.8%	4.7%	4.9%
Homemaker / stay at home parent	3.7%	3.3%	3.6%	6.6%
IT / technology	3.4%	8.9%	5.9%	9.8%
Arts / entertainment	2.8%	1.1%	1.8%	0.0%
Attorney / legal	2.8%	0.0%	0.0%	1.6%
Banking / Financial	2.8%	5.6%	4.7%	0.0%
Secretary / clerk / office	2.8%	3.3%	7.1%	8.2%
Hospitality / tourism	2.4%	1.7%	1.2%	1.6%
Human Resources	2.4%	0.0%	1.8%	0.0%
Craft / mechanical / factory	1.2%	1.7%	3.0%	1.6%
Real Estate	0.9%	0.0%	0.0%	0.0%
Unemployed	0.6%	0.0%	3.0%	0.0%
Religious / clergy	0.3%	0.0%	0.0%	0.0%

Onondaga County Visitor Profile

Leisure Trip Purpose

Shopping was reported as the primary leisure trip purpose by international daytrip & overnight travelers as well as domestic daytrip travelers to Onondaga County. However, domestic overnight leisure travelers main trip purpose was reported as visiting friends and relatives. “Other” responses have been compiled and are found in the Addendum.

Regarding your LEISURE trip to Onondaga County, what was the SPECIFIC purpose for your trip?

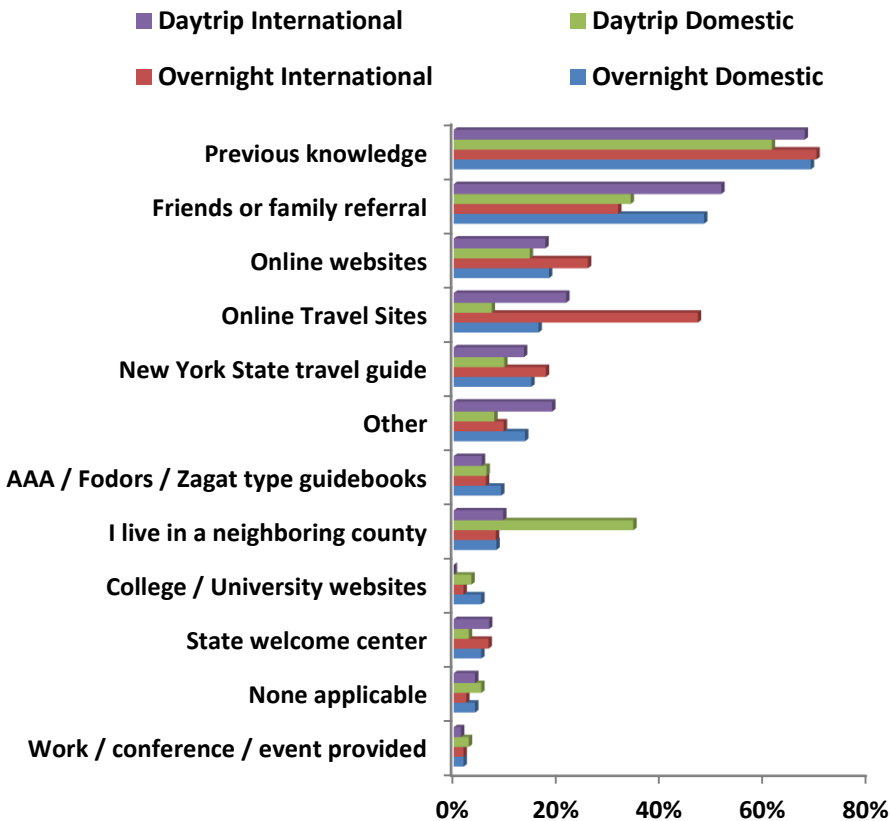


Onondaga County Visitor Profile

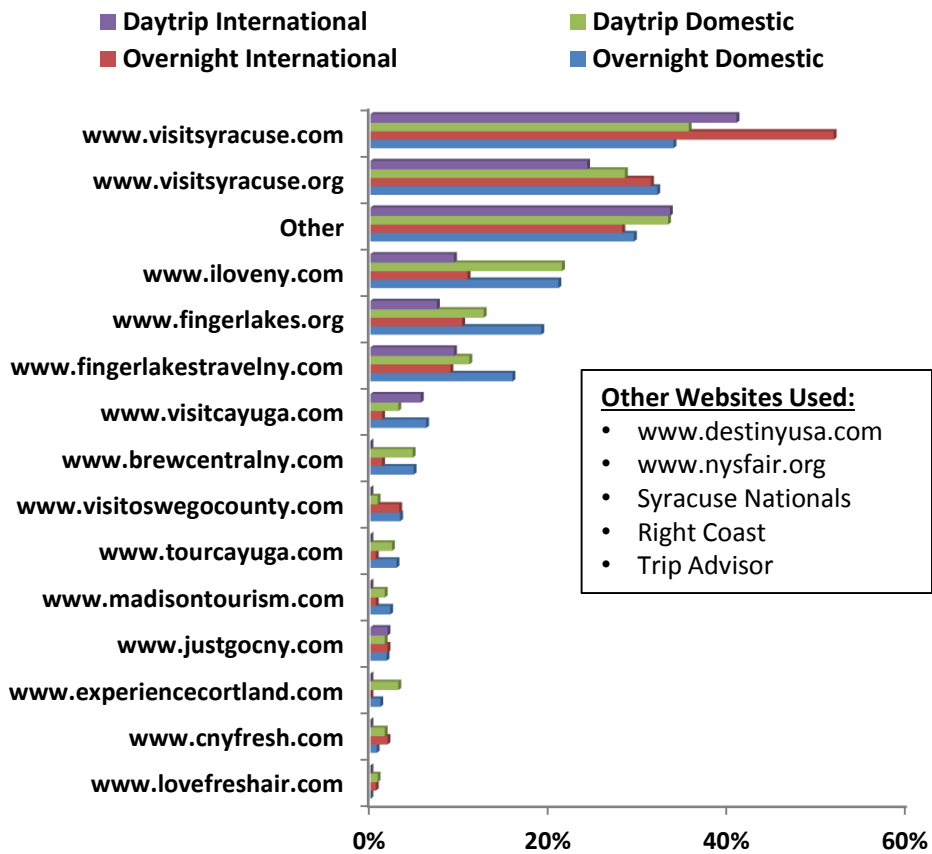
Trip Planning Characteristics

The top source of information for trip planning in all four segments is previous knowledge of Onondaga County. 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. "Other" responses can be found in the Addendum.

What information or trip planning sources did you use to plan your most recent trip to Onondaga County?



What specific websites did you use to plan your most recent visit to Onondaga County?



- Other Websites Used:**
- www.destinyusa.com
 - www.nysfair.org
 - Syracuse Nationals
 - Right Coast
 - Trip Advisor

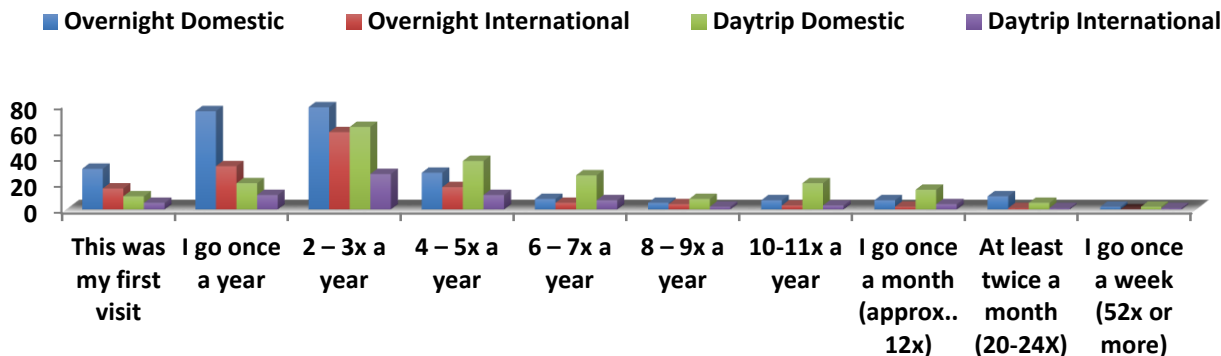
Onondaga County Visitor Profile

Trip Behavior Characteristics

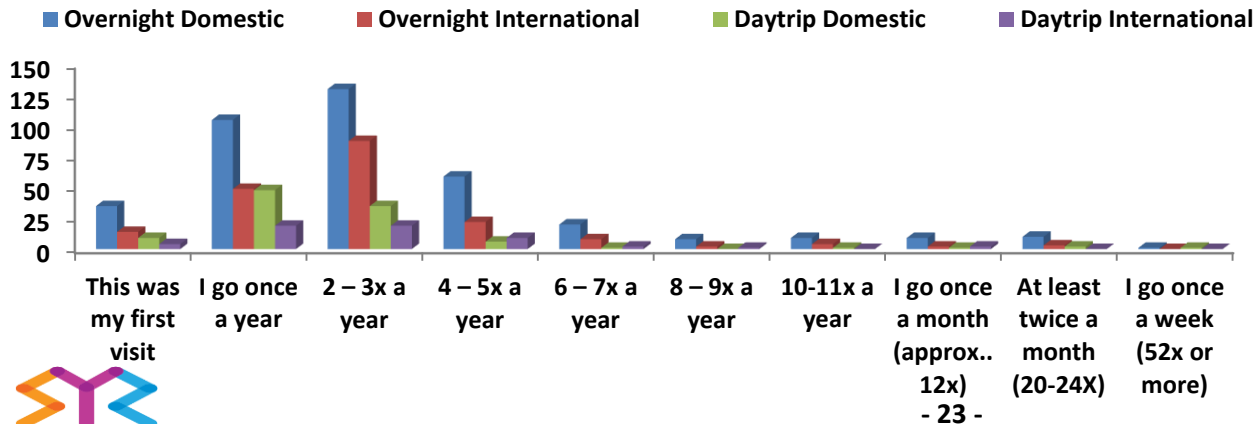
Repeat visitation is high across all segments with respondents indicating they have been to Onondaga County at least once, while a majority of all segments report visiting between 2 and 5 times a year. In future surveys, it is desirable to have far more first-time visitors as this reflects a healthy advertising program and first-time visitors tend to stay longer, do more and spend more.

Annually, how many times do you typically visit Onondaga County?

of Daytrips



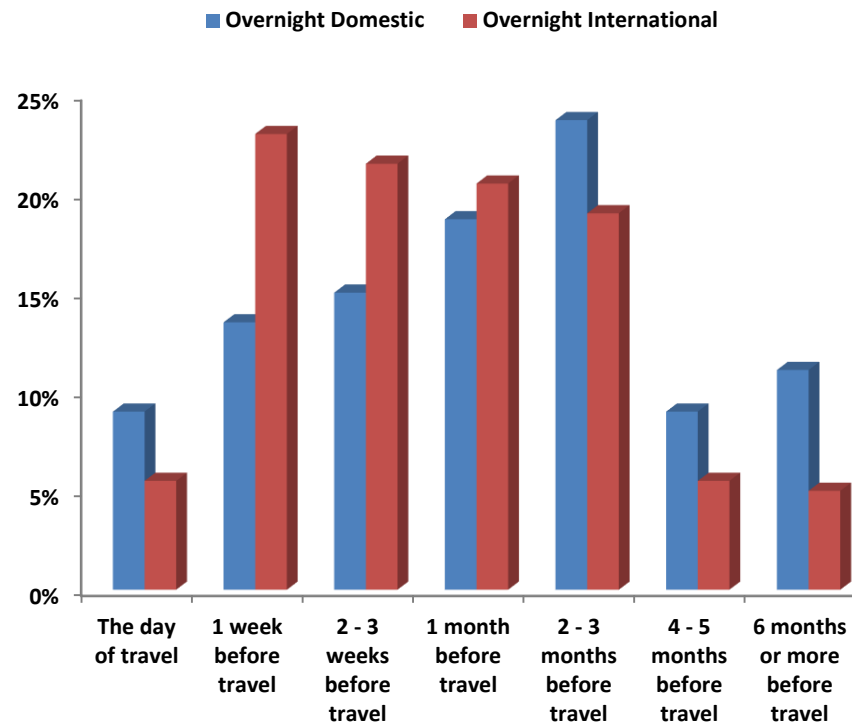
of Overnight trips



Trip Planning Characteristics

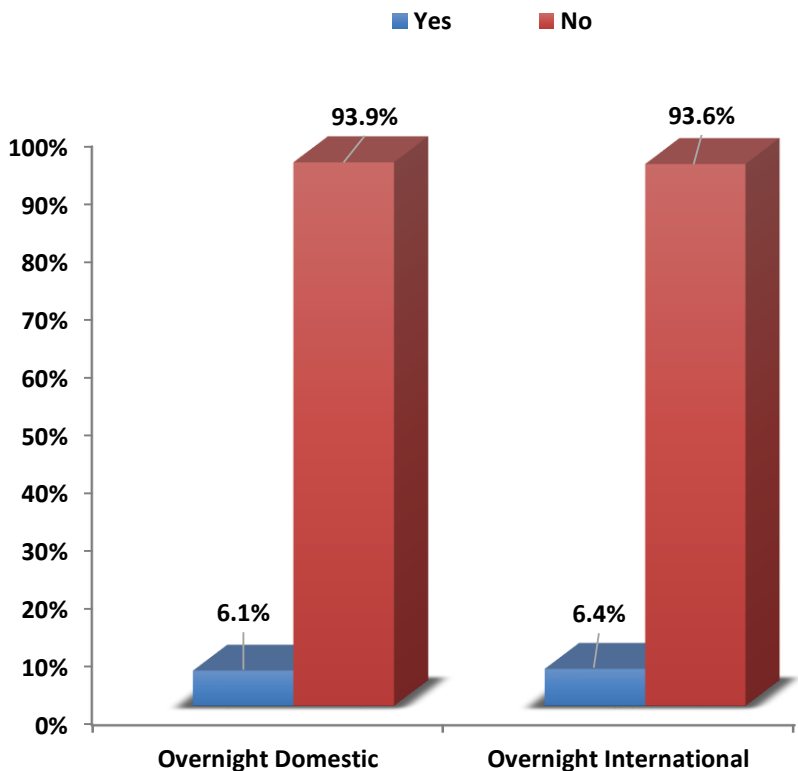
Respondents indicate they are planning last minute with over 56% of domestic overnight and 70% of international overnight travelers booking lodging rooms within one month. This is a typical trend in many markets across the country and confirms the need for Visit Syracuse to be swift in responding to 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?



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 Onondaga County.

Did your lodging expense include a vacation package?

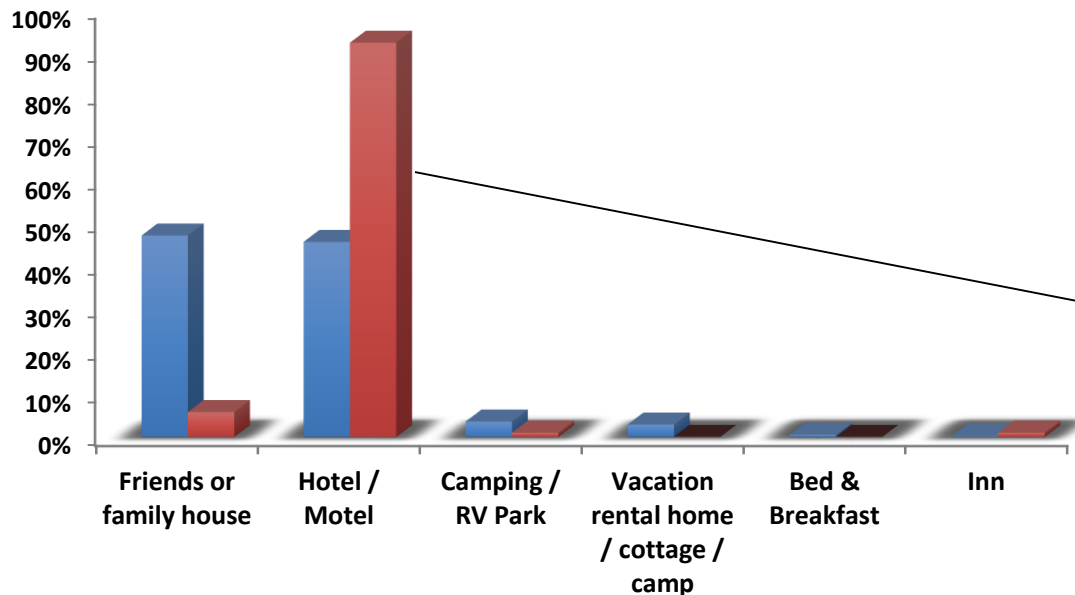


Trip Planning Characteristics

Respondents were asked to categorize the type of lodging they occupied while visiting the Onondaga County area. The majority of domestic overnight visitors indicate they stayed in the homes of friends and family (47%) and hotels/motels (45.6%) while 92.3% of international visitors indicate they stayed in hotels/motels. It is typical for as much as 1/3 of the domestic overnight visitors to a community to stay in the homes of friends and family; while the percentage is slightly higher in Onondaga County, it's not unusual. A healthy number of overnight visitors are staying in Onondaga County hotels/motels driving economic impact.

Where did you stay during your last visit to Onondaga County?

■ Overnight Domestic ■ Overnight International



Name of the accommodations:

- Hampton Inn
- Comfort Inn
- Holiday Inn
- Knights Inn
- Maplewood Inn
- Best Western
- Crest Hill Suites
- Crown Plaza
- Embassy Suites
- Springhill Suites

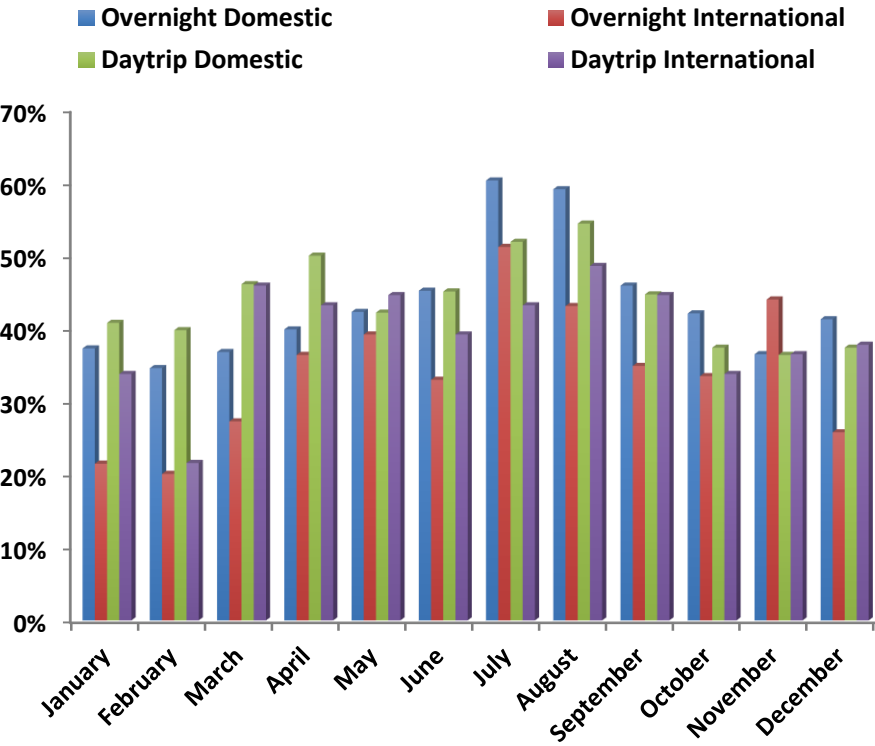


Onondaga County Visitor Profile

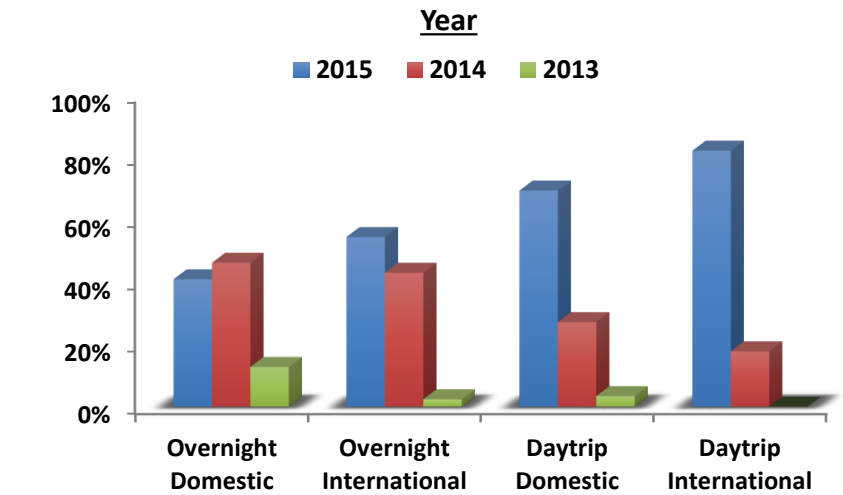
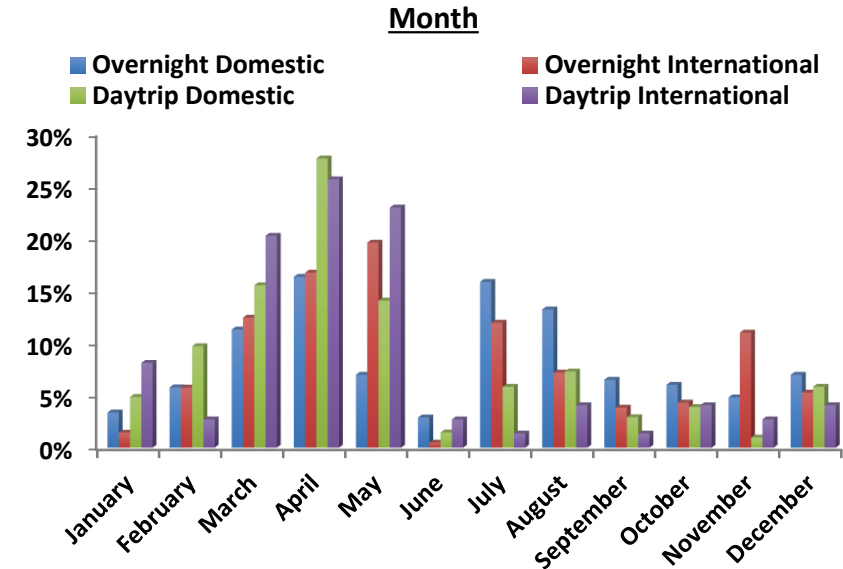
Travel Party Length of Stay

Travelers to Onondaga County reported visiting all twelve months of the year with the majority indicating their most recent visit was in the months of March thru May. The majority of survey respondents last visited Onondaga County in 2015.

In what months of the year have you visited?



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



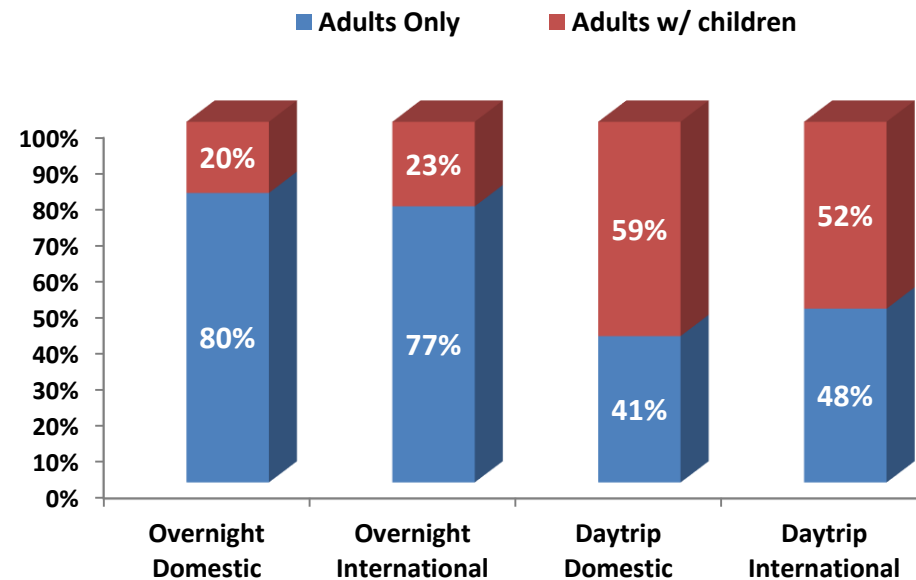
Onondaga County Visitor Profile

Travel Party Characteristics

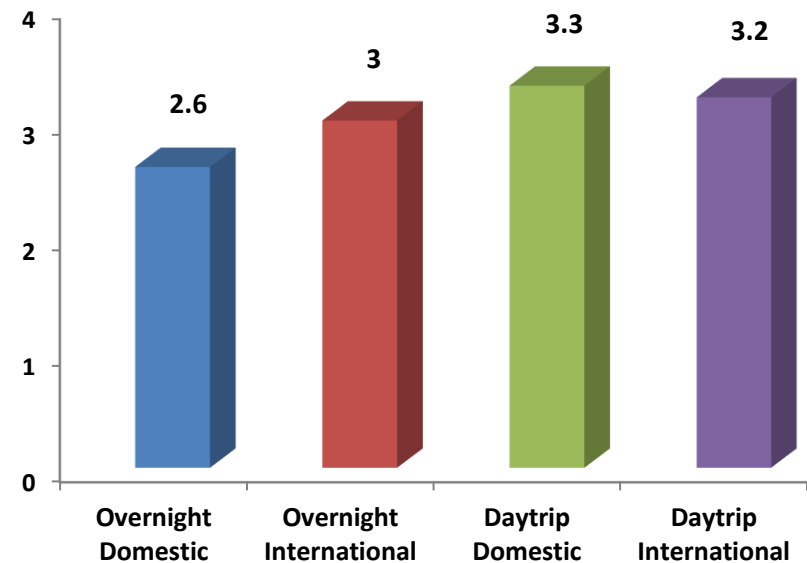
National travel research typically indicates that three-fourths of all travel parties are adults-only which is largely due to the fact that children are in school nine months of the year, thus limiting the amount of time families can travel. The Onondaga County travel party statistics are slightly higher with nearly 80% of the overnight domestic travel parties and 77% of the overnight international travel parties being adults-only. This is predictive as Onondaga 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 domestic visitors is 2.6 while the average travel party size for overnight international visitors is slightly more at 3.0, with the most typical response being a party size of 2.0. Onondaga 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?



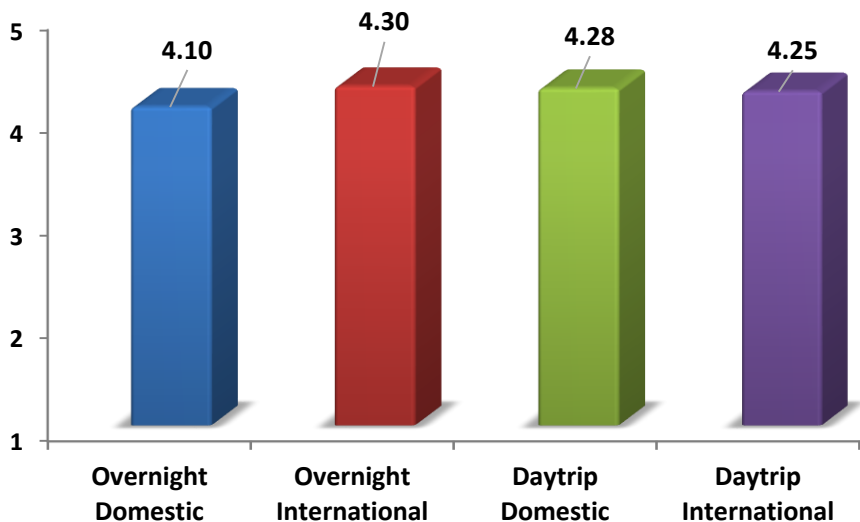
Average travel party size?



Onondaga County Visitor Profile

Onondaga County Overall Visitor Satisfaction

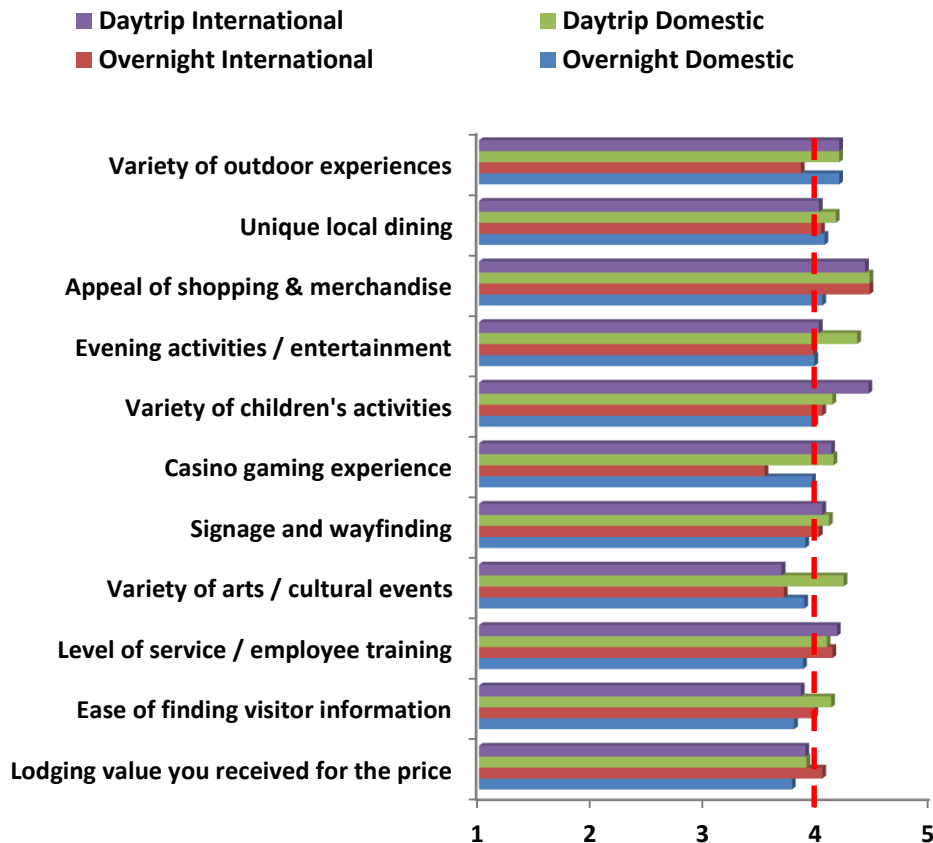
Overall trip satisfaction for visitors to Onondaga County is very high for all segments. Using a five-point scale, visitors rated the destination highly as indicated in the table below.



Traveler Satisfaction by Category

Satisfaction with the Onondaga County experience was high (4.0+) in all segments for unique local dining, appeal of shopping, evening activities, and variety of children's activities.

Onondaga County Visitor Satisfaction by Category



Onondaga County Visitor Profile

Primary Destination in the Onondaga County Area

The response data confirms Onondaga County is a drive destination in a region where travelers visit several communities while in the area. Overall, Syracuse 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 Onondaga County?

	Overnight Domestic	Overnight International	Daytrip Domestic	Daytrip International
Syracuse	53.8%	83.3%	76.6%	75.7%
Other	13.5%	4.4%	5.1%	12.9%
Liverpool	7.2%	6.4%	2.5%	4.3%
Baldwinsville	4.5%	0.5%	1.0%	0.0%
Cicero	3.7%	1.5%	0.5%	0.0%
Skaneateles	2.9%	1.0%	1.5%	0.0%
Auburn	2.4%	0.0%	0.5%	1.4%
Clay	1.6%	1.0%	1.0%	1.4%
Oneida	1.6%	0.0%	0.5%	0.0%
Oswego	1.3%	0.0%	0.5%	2.9%
Cortland	1.1%	0.5%	3.6%	0.0%
Dewitt	1.1%	0.5%	0.5%	0.0%
Cazenovia	0.5%	0.0%	0.5%	0.0%
Chittenango	0.5%	0.0%	1.0%	0.0%
Hamilton	0.5%	0.0%	0.0%	0.0%
Mexico	0.5%	0.0%	0.0%	0.0%
Pulaski	0.5%	0.0%	1.0%	0.0%
Tully	0.5%	0.0%	0.5%	0.0%
Altmar	0.3%	0.0%	0.0%	0.0%
Aurora	0.3%	0.0%	0.0%	0.0%
Canastota	0.3%	0.5%	1.0%	0.0%
Fair Haven	0.3%	0.0%	0.5%	0.0%
Fulton	0.3%	0.0%	0.5%	0.0%
Morrisville	0.3%	0.0%	0.0%	0.0%
Van Buren	0.3%	0.0%	0.0%	0.0%
Weedsport	0.3%	0.0%	0.0%	1.4%



Onondaga County Visitor Profile

Other Destinations

The response data confirms Onondaga County is a drive destination in a region where travelers visit several communities while in the area.

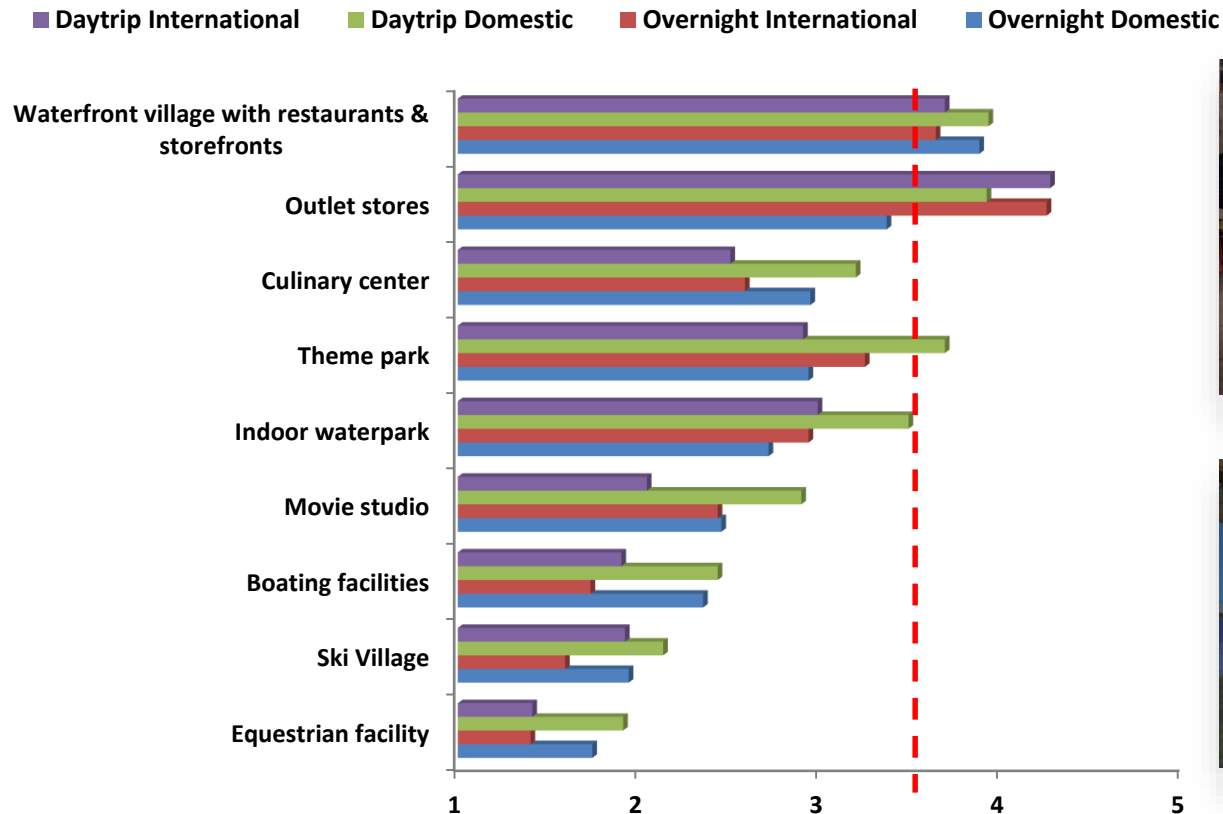
Please select ALL the communities you have toured/visited while visiting Central New York in the last 2 years?

Community	Overnight Domestic	Overnight International	Daytrip Domestic	Daytrip International
Syracuse	88.0%	86.3%	88.1%	82.9%
East Syracuse	42.8%	40.7%	37.6%	38.6%
North Syracuse	42.2%	34.3%	31.4%	37.1%
Liverpool	38.2%	29.4%	22.2%	24.3%
Dewitt	27.8%	12.7%	17.5%	10.0%
Skaneateles	26.7%	4.9%	18.0%	2.9%
Baldwinsville	26.5%	2.5%	18.6%	5.7%
Rochester	26.5%	17.2%	40.2%	20.0%
Ithaca	22.2%	3.4%	35.6%	4.3%
Oswego	21.4%	19.1%	18.6%	15.7%
Alexandria Bay	20.6%	21.1%	25.3%	28.6%
Cicero	20.3%	27.0%	20.6%	22.9%
Auburn	19.0%	6.4%	20.1%	8.6%
Clay	18.7%	16.7%	12.4%	15.7%
Binghamton	18.4%	7.8%	28.4%	15.7%
Cortland	16.8%	3.4%	28.4%	5.7%
Oneida	16.8%	7.4%	11.9%	5.7%
Canandaigua	16.0%	3.4%	22.2%	7.1%
Watkins Glen	15.0%	2.5%	26.8%	2.9%
Cazenovia	14.7%	1.0%	7.7%	0.0%
Utica	14.7%	5.4%	23.2%	5.7%
Other	13.6%	12.3%	3.1%	12.9%
Corning	11.8%	2.5%	27.8%	4.3%
Cooperstown	10.7%	3.9%	16.0%	2.9%

Community	Overnight Domestic	Overnight International	Daytrip Domestic	Daytrip International
Chittenango	10.4%	1.0%	6.7%	0.0%
Cayuga	9.9%	3.4%	9.3%	5.7%
Rome	8.8%	1.5%	13.4%	5.7%
Fulton	8.0%	2.5%	6.2%	1.4%
Pulaski	8.0%	6.4%	11.3%	10.0%
Tully	7.8%	2.5%	7.7%	1.4%
Canastota	7.0%	1.0%	4.1%	1.4%
Fair Haven	7.0%	0.5%	4.6%	0.0%
Weedsport	6.7%	2.9%	7.7%	4.3%
Mexico	4.5%	5.4%	7.2%	5.7%
Sandy Creek	4.3%	0.5%	6.7%	1.4%
Hamilton	3.5%	0.5%	4.6%	0.0%
Aurora	2.9%	0.5%	3.6%	0.0%
Lysander	2.9%	0.0%	1.0%	0.0%
Bouckville	2.4%	0.0%	2.1%	0.0%
Morrisville	2.4%	1.0%	1.5%	1.4%
Moravia	2.1%	0.0%	2.1%	1.4%
Sterling	2.1%	0.5%	4.6%	0.0%
Union Springs	2.1%	0.0%	1.5%	0.0%
Van Buren	2.1%	0.5%	0.5%	0.0%
Altmar	1.6%	0.0%	1.0%	0.0%
Wampsville	0.8%	0.5%	2.6%	0.0%
King Ferry	0.5%	0.0%	1.0%	0.0%
Did not visit	0.0%	0.5%	0.0%	1.4%

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 Onondaga County.
- Highest rated among the listed items (above 3.5 on a 5-point scale) for all segments was waterfront village with restaurants & storefronts as well as outlet stores.



Onondaga County Visitor Profile

Overnight Domestic Visitor Activities While in Onondaga County

The most popular activities reported by overnight travelers were fine or local culinary dining, followed closely by shopping. Visited other friends & relatives, driving/sightseeing and attended a festival/event complete the top activities reported. This data confirms that people come to Onondaga County to immerse themselves in the local experience by dining at local cuisine, exploring the unique shopping while enjoying the scenic beauty. These activities should be at the core of future marketing messages.

Note: While shopping is among the most popular activities by visitors, it does not necessarily translate to high spending on shopping. Many people shop as entertainment or something to do, without making a purchase.

Top 5 Activities:

Answer Options	Response %
Dining - Fine or local culinary	68.3%
Shopping	65.5%
Visited other friends & relatives	46.8%
Driving / sightseeing	42.8%
Festival / event	27.7%

Other activities reported:

Answer Options	Response %	Answer Options	Response %
Sleep late / take a nap	24.8%	Theatre	6.1%
Historic site / museum	19.4%	Boating	5.8%
Farmers markets / U-picks	15.1%	Spa treatment	5.4%
Wineries	13.7%	Biking / cycling	5.0%
College / University	13.3%	Bird watching	5.0%
Breweries	11.9%	Business	3.2%
Casino / gaming activities	11.9%	Golf	3.2%
Art venues, galleries, studios	11.5%	Racing	2.9%
Reunion	11.5%	Fishing	2.5%
Antique shopping	11.2%	Meeting / conf / training	1.8%
Sports event	10.4%	Skiing / snowboarding	1.8%
Concert / live performance	10.1%	Horse / Equine	1.1%
Other	9.7%	Hunting	1.1%
Hiking	7.2%	Motorcycle riding	1.1%
Wedding	6.5%	Snowmobiling	1.1%
Camping	6.1%		

Verbatim responses: Other

- Car Show
- Funeral
- Gardening
- Syracuse Nationals Car Show (12)
- Swimming/ visiting state parks
- Fly out to another place
- NYS Fair (2)
- Nephew's first communion
- Destiny USA attractions
- Book Stores
- Taverns

Onondaga County Visitor Profile

Overnight International Visitor Activities While in Onondaga County

The most popular activities reported by international overnight travelers were shopping with over 91% of respondents reporting followed by nearly 50% reporting fine or local culinary dining. This data confirms that international travelers come to Onondaga County to shop while enjoying the local culinary experiences. These activities should be at the core of future marketing messages for international markets.

Top 5 Activities:

Answer Options	Response %
Shopping	91.5%
Dining - Fine or local culinary	49.5%
Driving / sightseeing	23.9%
Sleep late / take a nap	13.8%
Other	9.0%



Other activities reported:

Answer Options	Response %	Answer Options	Response %
Festival / event	8.5%	Wineries	2.1%
Antique shopping	7.4%	Art venues, galleries, studios	2.1%
Farmers markets / U-picks	6.4%	Golf	2.1%
Breweries	5.9%	Reunion	1.6%
Visited other friends & relatives	5.3%	Camping	1.6%
Historic site / museum	4.3%	Business	1.6%
Casino / gaming activities	4.3%	Skiing / snowboarding	1.6%
Sports event	4.3%	Boating	1.1%
Concert / live performance	3.7%	Racing	1.1%
College / University	3.2%	Motorcycle riding	1.1%
Hiking	3.2%	Meeting / conf. / training	0.5%
Theatre	3.2%		
Spa treatment	2.7%		
Biking / cycling	2.7%		



Onondaga County Visitor Profile

Daytrip Domestic Visitor Activities While in Onondaga County

The most popular activities reported by domestic daytrip travelers were fine or local culinary dining with nearly 75% of respondents reporting followed by 56% reporting shopping. This data confirms that daytrip visitors come to Onondaga County to immerse themselves in the local experience by dining, exploring the unique shopping and to enjoy the scenic beauty. These activities should be at the core of future marketing messages.

Top 5 Activities:

Answer Options	Response %
Dining - Fine or local culinary	74.8%
Shopping	56.0%
Sleep late / take a nap	27.7%
Other	20.8%
Driving / sightseeing	18.9%



Other activities reported:

Answer Options	Response %	Answer Options	Response %
Casino / gaming activities	13.2%	Theatre	3.8%
Antique shopping	11.9%	Biking / cycling	1.9%
Concert / live performance	11.9%	Business	1.9%
Wineries	10.1%	Fishing	1.9%
Historic site / museum	9.4%	Hiking	1.9%
College / University	8.2%	Meeting / conf. / training	1.9%
Farmers markets / U-picks	8.2%	Motorcycle riding	1.9%
Other	8.2%	Boating	1.3%
Breweries	6.9%	Snowmobiling	1.3%
Art venues, galleries, studios	5.0%	Spa treatment	1.3%
Camping	5.0%	Wedding	1.3%
Reunion	4.4%	Golf	0.6%
Sports event	4.4%	Horse / Equine	0.6%
Racing	3.8%	Skiing / snowboarding	0.6%

Onondaga County Visitor Profile

Daytrip International Visitor Activities While in Onondaga County

The most popular activities reported by daytrip international travelers were fine or local culinary dining with 96% of respondents reporting followed by nearly 45% reporting shopping. This data continues to confirm that people come to Onondaga County to immerse themselves in the local experience by dining, exploring the unique shopping as well as to enjoy the scenic beauty. These activities should be at the core of future marketing messages.

Top 5 Activities:

Answer Options	Response %
Dining - Fine or local culinary	96.4%
Shopping	44.6%
Sleep late / take a nap	33.9%
Hiking	10.7%
College / University	7.1%

Other activities reported:

Answer Options	Response %	Answer Options	Response %
Other	3.6%	Festival / event	1.8%
Historic site / museum	3.6%	Farmers markets / U-picks	1.8%
Wineries	1.8%	Concert / live performance	1.8%
Spa treatment	1.8%	College / University	1.8%
Skiing / snowboarding	1.8%	Casino / gaming activities	1.8%
Reunion	1.8%	Breweries	1.8%
Motorcycle riding	1.8%	Boating	1.8%
Hiking	1.8%	Bird watching	1.8%



Onondaga County Visitor Profile

Overnight Domestic Visitor Attractions While in Onondaga County

The most popular activities reported by overnight domestic travelers was shopping at Destiny USA with over 47% reporting followed by visiting the New York State Fairgrounds, Armory Square, Syracuse University and Onondaga Lake Park.

Top 5 Major Attractions:

Answer Options	Response %
Destiny USA - 47.1%	47.1%
New York State Fairgrounds - 33.1%	33.1%
Armory Square - 27.2%	27.2%
Syracuse University - 21.7%	21.7%
Onondaga Lake Park	21.0%



Other major attractions visitors reported:

Answer Options	Response %	Answer Options	Response %
Skaneateles Lake	17.6%	Lemoyne College	3.3%
Carrier Dome (Syracuse University)	16.5%	Highland Forest Park	2.9%
Did NOT visit attractions	14.7%	Oncenter Convention Center	2.9%
Rosamond Gifford Zoo	13.6%	Syracuse Stage	2.9%
Erie Canal Museum	11.0%	Clark Reservation State Park	2.6%
Green Lakes State Park	10.3%	NBT Stadium - Syracuse Chiefs	1.8%
Onondaga Lake	10.3%	Onondaga Community College	1.8%
Museum of Science & Technology	9.9%	Song Ski Mountain	1.8%
Oneida Lake	9.6%	Onondaga Historical Association	1.5%
Everson Museum of Art	6.3%	Otisco Lake	1.5%
Landmark Theatre	5.1%	Crouse Hinds Theater	0.7%
Oneida Shores County Park	4.8%	Four Seasons Ski Area	0.4%
Cornell University	4.0%	Toggenburg Ski Area	0.4%
War Memorial Arena - Syracuse Crunch, Syracuse Silver Knights	3.7%		

Onondaga County Visitor Profile

Overnight International Visitor Attractions While in Onondaga County

The most popular attractions visited as reported by overnight international travelers is Destiny USA with nearly 65% reporting followed by Armory Square, New York State Fairgrounds, Onondaga Lake Park and Rosamond Gifford Zoo. This data confirms international visitors primary attraction and activity is to shop while enjoying the local, authentic attractions available only in Onondaga County.

Top 5 Major Attractions:

Answer Options	Response %
Destiny USA	64.9%
Armory Square	12.6%
New York State Fairgrounds	10.3%
Onondaga Lake Park	6.3%
Rosamond Gifford Zoo	6.3%



Other major attractions visitors reported:

Answer Options	Response %	Answer Options	Response %
Syracuse University	5.7%	Erie Canal Museum	0.6%
Carrier Dome (Syracuse University)	4.6%	Everson Museum of Art	0.6%
MOST (Museum of Science & Technology)	4.6%	Four Seasons Ski Area	0.6%
Onondaga Lake	3.4%	Landmark Theatre	0.6%
Skaneateles Lake	2.9%	Lemoyne College	0.6%
Green Lakes State Park	2.3%	Oncenter Convention Center	0.6%
Oneida Lake	2.3%	Onondaga Community College	0.6%
Cornell University	1.7%	Toggenburg Ski Area	0.6%
Oneida Shores County Park	1.1%		

Onondaga County Visitor Profile

Daytrip Domestic Visitor Attractions While in Onondaga County

The most popular attractions visited as reported by daytrip domestic travelers is Destiny USA with over 71% reporting followed by New York State Fairgrounds, Rosamond Gifford Zoo and Armory Square. However, over 18% of daytrip domestic travelers reported not visiting any attractions while in Onondaga County.

Top 5 Major Attractions:

Answer Options	Response %
Destiny USA	71.2%
New York State Fairgrounds	35.3%
Did NOT visit attractions	18.3%
Rosamond Gifford Zoo	13.7%
Armory Square	13.1%



Other major attractions visitors reported:

Answer Options	Response %	Answer Options	Response %
Carrier Dome (Syracuse University)	11.8%	Lemoyne College	3.3%
Syracuse University	7.8%	Onondaga Lake	3.3%
MOST (Museum of Science & Technology)	6.5%	Crouse Hinds Theater	2.6%
Oncenter Convention Center	6.5%	Green Lakes State Park	2.6%
Landmark Theatre	5.9%	NBT Stadium - Syracuse Chiefs	2.6%
Onondaga Lake Park	5.9%	Syracuse Stage	2.6%
Skaneateles Lake	5.9%	Onondaga Community College	1.3%
Cornell University	5.2%	Four Seasons Ski Area	0.7%
Erie Canal Museum	5.2%	Highland Forest Park	0.7%
Oneida Lake	4.6%	Oneida Shores County Park	0.7%
War Memorial Arena - Syracuse Crunch, Syracuse Silver Knights	3.9%	Toggenburg Ski Area	0.7%

Onondaga County Visitor Profile

Daytrip International Visitor Attractions While in Onondaga County

The most popular attractions visited as reported by daytrip international travelers is Destiny USA with nearly 68% reporting followed by New York State Fairgrounds, Carrier Dome (Syracuse University) and Oneida Lake. However, over 26% of daytrip international travelers reporting they did not visit any attractions while in Onondaga County.

Top 5 Major Attractions:

Answer Options	Response %
Destiny USA	67.9%
Did NOT visit attractions	26.4%
New York State Fairgrounds	9.4%
Carrier Dome (Syracuse University)	5.7%
Oneida Lake	5.7%

Other major attractions visitors reported:

Answer Options	Response %	Answer Options	Response %
Armory Square	3.8%	Onondaga Lake	1.9%
NBT Stadium - Syracuse Chiefs	3.8%	Onondaga Lake Park	1.9%
Erie Canal Museum	1.9%	Syracuse University	1.9%
MOST (Museum of Science & Technology)	1.9%		



Onondaga County Visitor Profile

Outdoor activities

The survey data confirms visitors to Onondaga County enjoy the scenic beauty by participating in outdoor activities such as hiking, boating, bird/wildlife viewing, biking and fishing. However, 63% of survey respondents indicated they did not participate in any outdoor activities.

All outdoor activities respondents reported participating in:

	Overnight Domestic	Overnight International	Daytrip Domestic	Daytrip International
Did NOT participate in outdoor activities	63.2%	89.1%	82.1%	88.1%
Hiking	15.2%	5.2%	6.9%	3.0%
Other	10.1%	3.6%	4.6%	3.0%
Boating	7.2%	1.0%	4.6%	3.0%
Bird/wildlife viewing	6.9%	0.5%	2.3%	0.0%
Biking	6.0%	0.5%	1.2%	0.0%
Fishing - other	4.3%	0.0%	2.3%	1.5%
Lake Ontario fishing	2.6%	0.0%	2.3%	1.5%
Snowmobiling	2.0%	0.5%	1.2%	0.0%
Downhill skiing/snowboarding	1.7%	1.0%	1.2%	1.5%
Ice Skating	1.4%	0.5%	1.7%	0.0%
Balloon rides	1.1%	0.5%	0.0%	0.0%
Salmon River fishing	0.9%	0.5%	1.2%	1.5%
Hunting	0.9%	0.0%	0.6%	0.0%
Cross country skiing	0.6%	0.0%	0.0%	0.0%
Horseback riding	0.6%	0.5%	1.2%	0.0%
Scuba diving	0.3%	0.0%	0.0%	0.0%



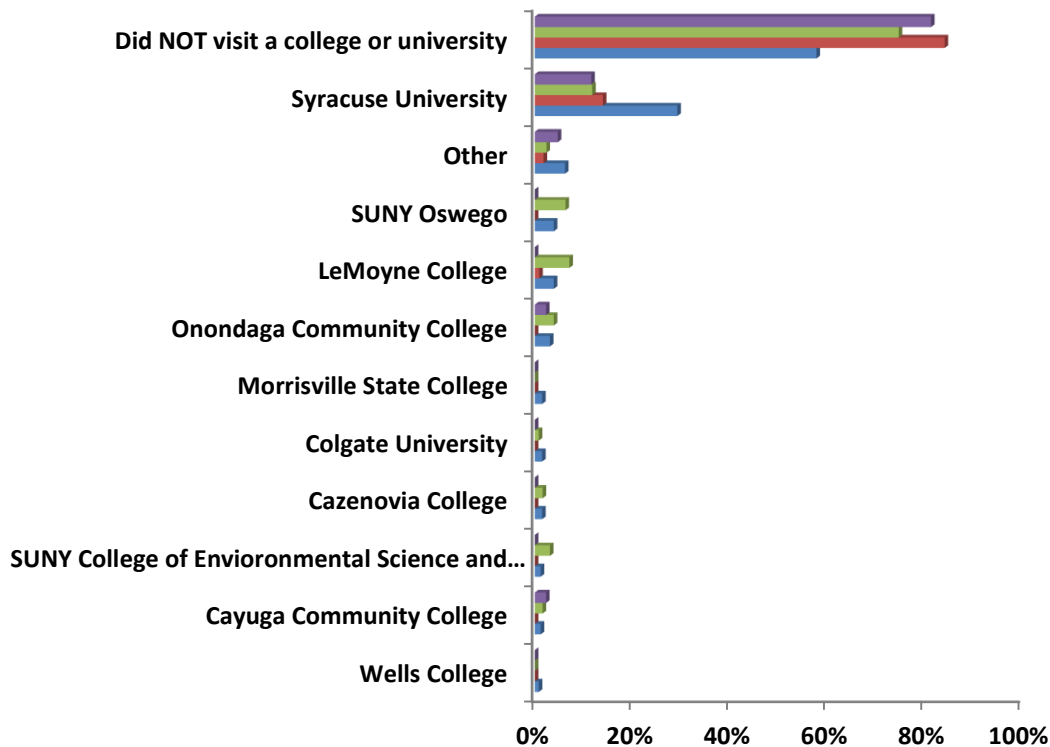
Onondaga County Visitor Profile

College/University Visits

The survey data illustrates for those respondents that reported visiting a college or university in Central New York, Syracuse University was reported most often in each of the segments. Note: nearly 58% of overnight domestic visitors, 84% of overnight international visitors, 75% of daytrip domestic visitors and 81% of daytrip international visitors reported they did not attend any colleges or universities while visiting Onondaga County.

Colleges / Universities respondents reported visiting:

■ Daytrip International
 ■ Daytrip Domestic
 ■ Overnight International
 ■ Overnight Domestic

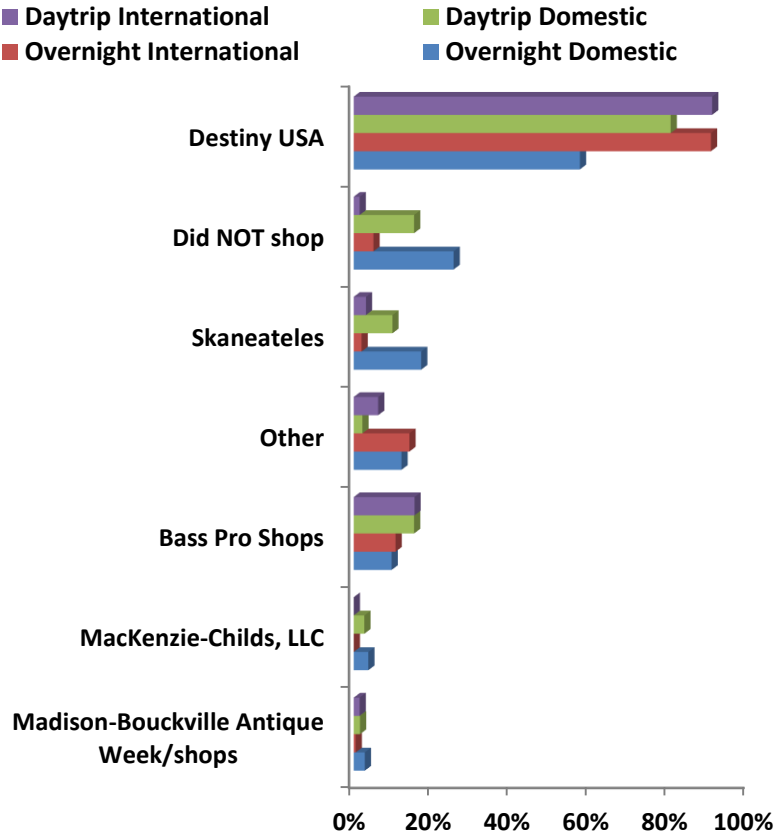


Onondaga County Visitor Profile

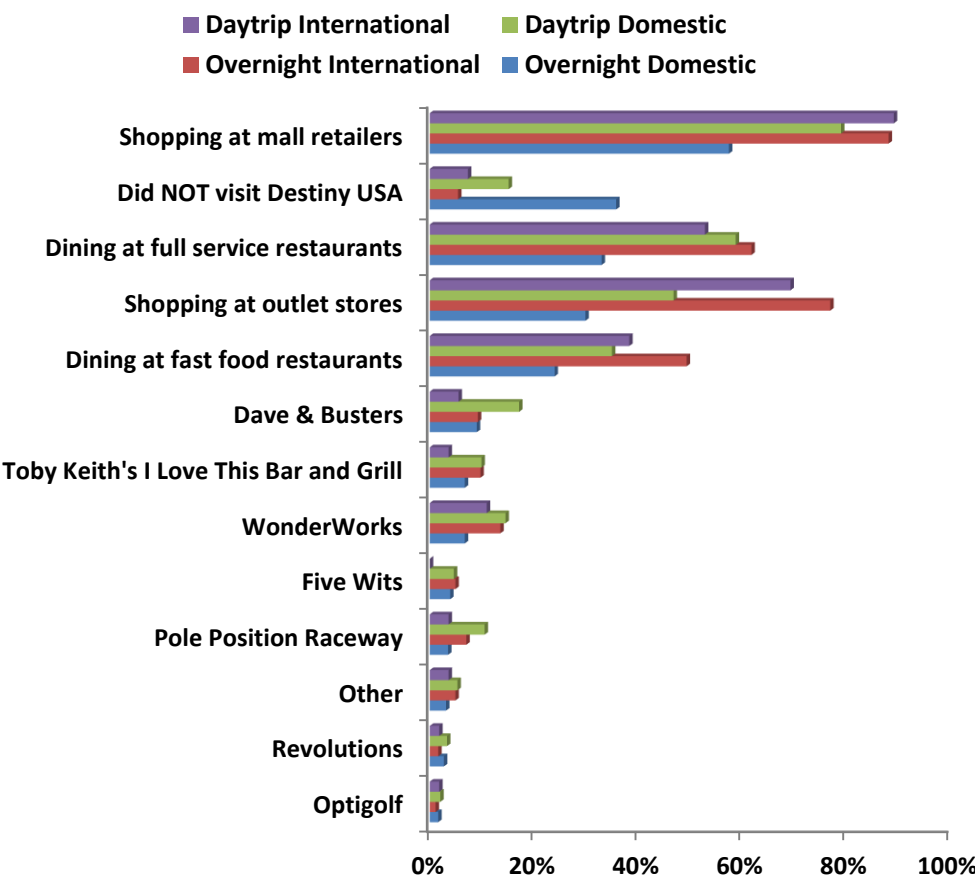
Shopping

Visitors reported shopping in many areas in the Central New York Region.

Did you SHOP at any of these major shopping areas while in Central New York.



If you visited Destiny USA while in Onondaga County, please answer the following question. Please check ALL that you visited.

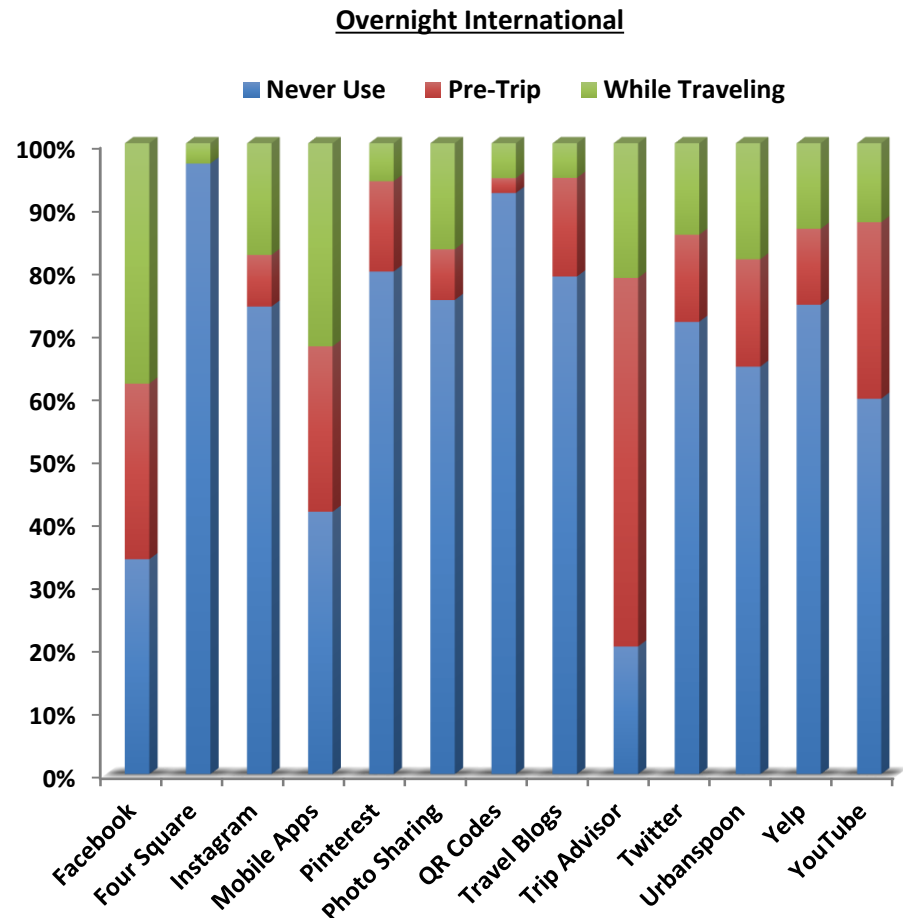
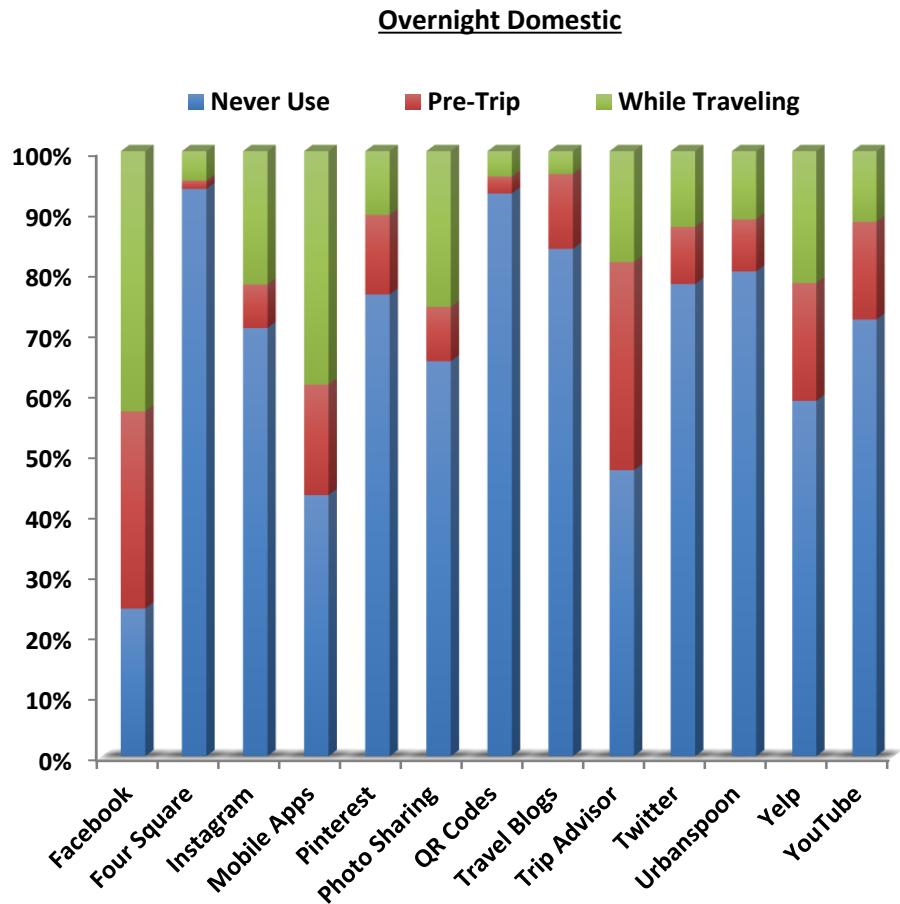


Onondaga County Visitor Profile

Leisure Visitor Social Media/Technology Usage

The following question was asked to identify the technology that travelers to Onondaga County use to plan their trips as well as technology usage during their trips. Technology is being used more than ever to help people find places to go as well as helping travelers enjoy themselves after they reach their destination.

How did you use the following social media sites or applications as part of your travel to Onondaga County?

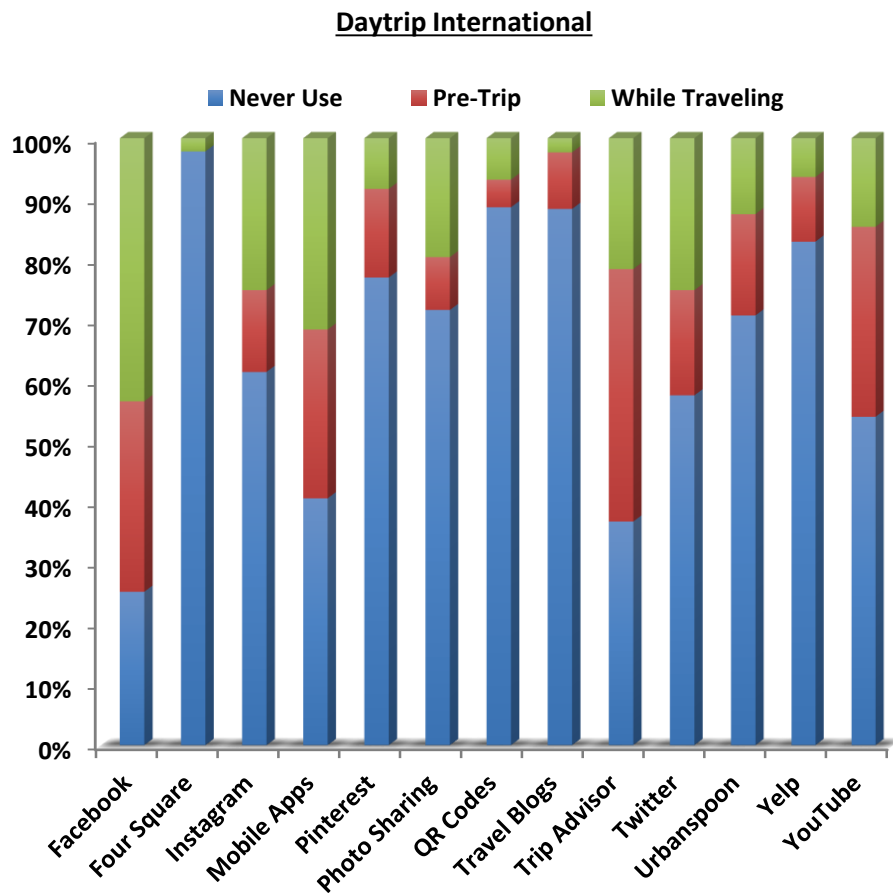
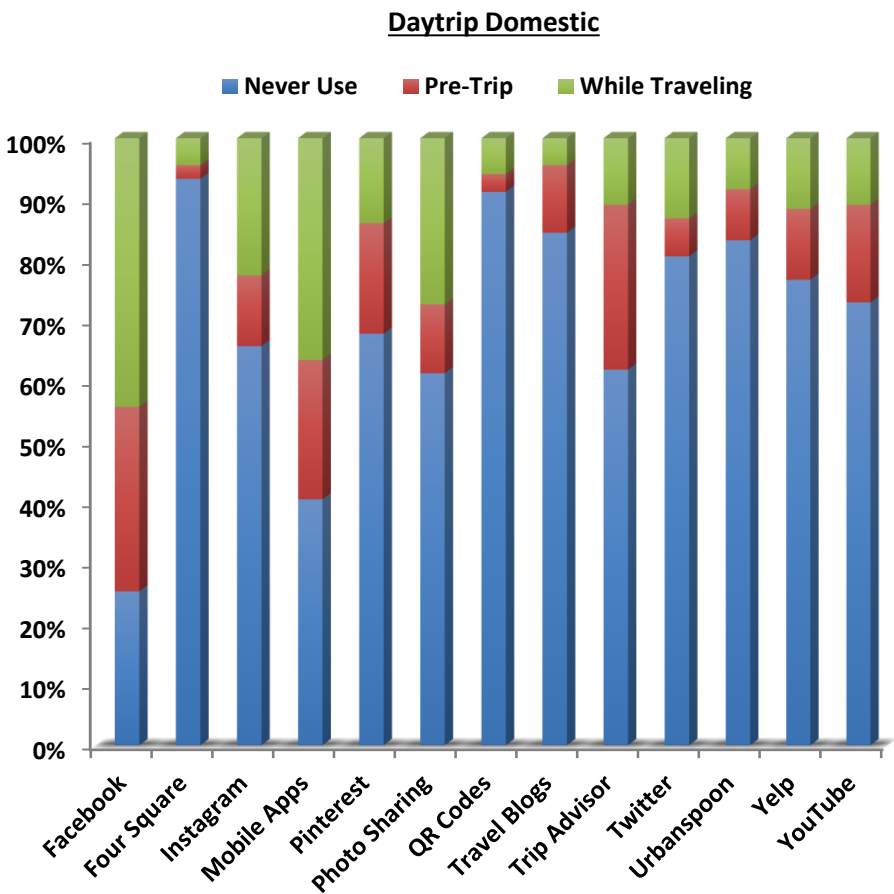


Onondaga County Visitor Profile

Leisure Visitor Social Media/Technology Usage

The following question was asked to identify the technology travellers to Onondaga County use to plan their trips as well as technology usage during their trips. Domestic daytrip visitors to Onondaga County use technology differently than an international daytrip visitor with the most notable differences being in the usage of You Tube for pre-trip planning (domestic – 16%, international – 31%) and Trip Advisor for pre-trip planning (domestic – 27%, international – 41%).

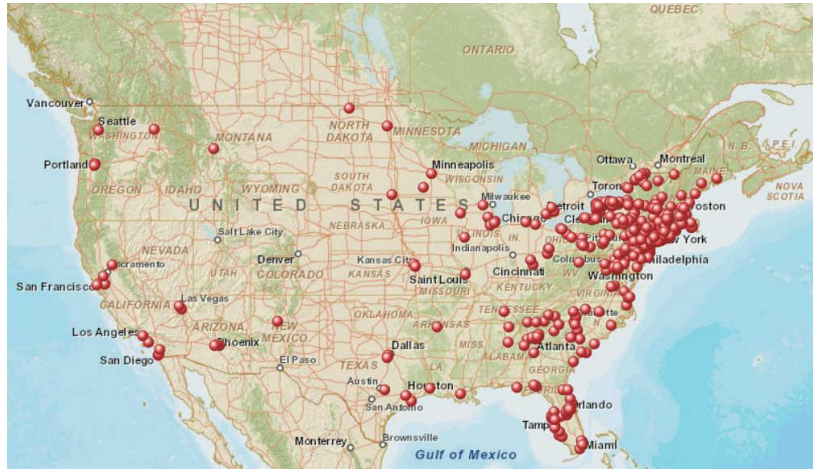
How did you use the following social media sites or applications as part of your travel to Onondaga County?



Onondaga County Visitor Profile

Point of Origin / Survey Respondents

Overnight Domestic



Overnight International



Daytrip Domestic



Daytrip International



Points of Origin of Survey Respondents – OVERNIGHT Domestic

State - City							
NEW YORK- 37.7%	Astoria 1	Holley 1	Peru 1	Bloomsburg 1	Bradenton 1	Edgewater 1	
Rochester 10	Ballston Lake 1	Honeoye Falls 1	Port Crane 1	Coatesville 1	Clearwater 1	Flanders 1	
New York 7	Ballston Spa 1	Hornell 1	Queens 1	Elmhurst 1	Daytona 1	Flemington 1	
Brooklyn 6	Batavia 1	Irondequoit 1	Randolph 1	Emmaus 1	Fort Lauderdale 1	Hawthorne 1	
Buffalo 6	Bay Shore 1	Jeffersonville 1	Roscoe 1	Erie 1	Fort Myers 1	High Bridge 1	
Binghamton 4	Bellmore 1	Lancaster 1	Rotterdam 1	Fleetwood 1	Holiday 1	Howell 1	
Staten Island 4	Bronx 1	Latham 1	Seaford 1	Frenchville 1	Kissimmee 1	Jackson 1	
Potsdam 3	Bronxville 1	Lindenhurst 1	Smithtown 1	Harmony 1	Lakeland 1	Monmouth Jct. 1	
Saratoga Springs 3	Cape Vincent 1	Liverpool 1	South Colton 1	Howard 1	Margate 1	Old Bridge 1	
Schenectady 3	Catskill 1	Lyons 1	Syracuse 1	Lancaster 1	Miami 1	Pennington 1	
Albany 2	Central Square 1	Mahopac 1	Tupper Lake 1	Langhorne 1	New Port Richey 1	Ringwood 1	
Amherst 2	Chaumont 1	Medford 1	Valley Stream 1	Latrobe 1	North Miami 1	S. Hackensack 1	
Apalachin 2	Coram 1	Merrick 1	Victor 1	Lititz 1	Orange Park 1	Sussex 1	
Corning 2	Depew 1	Middle Village 1	Waddington 1	Mansfield 1	Palm Coast 1	Tuckerton 1	
Fairport 2	East Amherst 1	Miller Place 1	Wallkill 1	Mountain Top 1	Panama City Bch 1	Vineland 1	
Heuvelton 2	East Concord 1	Monroe 1	Wantagh 1	New Milford 1	Ponte Vedra Bch 1	Washington 1	
Horseheads 2	Eden 1	New Rochelle 1	Waverly 1	North East 1	Punta Gorda 1	MASSACHUSETTS- 4.8%	
Jamestown 2	Elmira 1	New Windsor 1	Webster 1	Royersford 1	Sanford 1	Boston 2	
Massena 2	Forest Hills 1	Niagara Falls 1	White Plains 1	Schnecksville 1	Spring Hill 1	Billerica 1	
Ogdensburg 2	Fort Plain 1	Nichols 1	Williamsville 1	Scranton 1	Tampa 1	Brighton 1	
Tonawanda 2	Franklin Square 1	North Rose 1	Wurtsboro 1	Springfield 1	Windermere 1	Burlington 1	
Troy 2	Gasport 1	North Syracuse 1	PENNSYLVANIA- 8.2%	Towanda 1	Winter Park 1	Chelsea 1	
Utica 2	Glens Falls 1	N. Tonawanda 1	Pittsburgh 4	Tyrone 1	Winter Springs 1	Chicopee 1	
Vestal 2	Hamburg 1	Norwich 1	Philadelphia 3	FLORIDA- 7.7%	NEW JERSEY- 5.3%	North Brunswick 2	
West Seneca 2	Hampton Bays 1	Oxford 1	Hanover 2	Orlando 4	Princeton 2	Falmouth 1	
Yonkers 2	Hicksville 1	Ozone Park 1	Altoona 1	Sarasota 2	Beachwood 1	Florence 1	
Akwesasne 1	Hilton 1	Palmyra 1	Ambler 1	Tallahassee 2	Bloomfield 1	Framingham 1	
Argyle 1	Hogansburg 1	Peconic 1		Bokeelia 1			

Points of Origin of Survey Respondents – OVERNIGHT Domestic

State - City							
Harvard	1	Brookeville	1	Norwich	1	Lilburn	1
Hinsdale	1	Burtonsville	1	Southington	1	Marietta	1
Longmeadow	1	Clarksville	1	Suffield	1	Roopville	1
Mashpee	1	Columbia	1	West. Haven	1	Suwanee	1
Northampton	1	Frederick	1	CALIFORNIA- 2.4%	Thomaston	1	
Plymouth	1	Hampstead	1	Costa Mesa	1	SOUTH CAROLINA- 2.2%	
West Springfield	1	Olney	1	Grass Valley	1	MAINE- 1.0%	
Westboro	1	Pasadena	1	Lafayette	1	Augusta	1
Westfield	1	VIRGINIA- 2.9%		Livermore	1	Eliot	1
NORTH CAROLINA- 3.4%		Alexandria	2	San Diego	3	Falmouth	1
Charlotte	2	Virginia Beach	2	San Francisco	1	Otis	1
Asheville	1	Amissville	1	Sherman Oaks	1	NEW HAMPSHIRE- 1.0%	
Concord	1	Arlington	1	Vacaville	1	Murrells Inlet	1
Elizabeth City	1	Falls Church	1	OHIO- 2.4%	Summerville	1	
Franklin	1	Hayes	1	Grove City	2	Sumter	1
Greensboro	1	Mechanicsville	1	Avon Lake	1	West Columbia	1
Kannapolis	1	Reston	1	Cincinnati	1	ILLINOIS- 1.4%	
Murphy	1	Richmond	1	Columbus	1	Chicago	2
Raleigh	1	Winchester	1	Cuyahoga Falls	1	Crystal Lake	1
Richlands	1	CONNECTICUT- 2.6%		Hamilton	1	Galesburg	1
Statesville	1	Ellington	1	Lewis Center	1	Naperville	1
Waxhaw	1	Lakeville	1	Rocky River	1	Oak Park	1
Waynesville	1	Lebanon	1	Sebring	1	MICHIGAN- 1.2%	
MARYLAND- 3.1%		Middletown	1	GEORGIA- 2.2%	Algonac	1	
Baltimore	3	Milford	1	Alpharetta	1	Coldwater	1
Bel Air	1	Mystic	1	Atlanta	1	Morenci	1
Bethesda	1	New London	1	Dallas	1	Redford	1
				Gainesville	1	Richmond	1
						TEXAS- 1.2%	
						Arlington	1
						Bastrop	1
						Hitchcock	1
						Houston	1
						Mansfield	1
						DELAWARE- 0.5%	
						Milford	1
						Wilmington	1
						KANSAS- 0.5%	
						Kansas City	1
						Overland Park	1
						LOUISIANA- 0.5%	
						Sulphur	1
						Thibodaux	1
						MINNESOTA- 0.5%	
						Mankato	1
						Minneapolis	1
						NORTH DAKOTA- 0.5%	
						Bottineau	1
						Grand forks	1
						NEVADA- 0.5%	
						Henderson	1
						Las Vegas	1
						RHODE ISLAND- 0.5%	
						Providence	2
						TENNESSEE- 0.5%	
						Cleveland	1
						Franklin	1
						VERMONT- 0.5%	
						Dervy	1
						Poultney	1
						WASHINGTON- 0.5%	
						Seattle	1
						Spokane	1
						ALASKA- 0.2%	
						Nome	1
						ARKANSAS- 0.2%	
						Paron	1
						IOWA- 0.2%	
						Dubuque	1
						MISSOURI- 0.2%	
						Saint Louis	1
						MONTANA- 0.2%	
						Helena	1
						NEW MEXICO- 0.2%	
						Albuquerque	1
						SOUTH DAKOTA- 0.2%	
						Renner	1
						WISCONSIN- 0.2%	
						Jefferson	1
						WEST VIRGINIA- 0.2%	
						Clarksburg	1

Points of Origin of Survey Respondents – OVERNIGHT International

State - City								
CANADA- 97.1% ONTARIO- 87.8% Ottawa 96 Toronto 7 Kingston 6 Kanata 5 Orleans 4 Nepean 3 Belleville 2 Brockville 2 Cornwall 2 Embrun 2 Markham 2 Picton 2 Selwyn 2 Smiths Falls 2 Stittsville 2 Athens 1 Campbellford 1 Carp 1 Cavan Monaghan 1 Cobourg 1 Fenwick 1 Gloucester 1 Greely 1 Hamilton 1 Kemptville 1 Kitchener 1		Lakefield 1		Brossard 1		CAYMAN ISLANDS-0.5% GRAND CAYMAN Georgetown 1 INDIA- 0.5% Kolkata 1		
		Lancaster 1		Cantley 1				
		London 1		Kahnawake 1				
		Marionville 1		Kirkland 1				
		Mississauga 1		Laval 1				
		Newhamburg 1		Mistissini 1				
		Oakville 1		Notre Dame De Ile				
		Oshawa 1		Perrot 1				
		Oxford Station 1		Saint-therese 1				
		Pembroke 1		Shawinigan-sud 1				
		Perth 1		Sherbrooke 1				
		Petawawa 1		St-basile-le-grand 1				
		Peterborough 1		St-zotique 1				
		Richmond 1		Terrebonne 1				
		Richmond Hill 1		NEWFOUNDLAND AND LABRADOR- 0.5% Placentia 1				
		Rockland 1						
		Russell 1		UNITED KINGDOM-1.9% ENGLAND- 75.0% Devon 1 Kent 1 Liverpool 1 SCOTLAND- 25.0% Edinburgh 1				
		Scarborough 1						
		Smithville 1						
		Stirling 1						
		Thornhill 1						
		Trenton 1						
		Waterloo 1						
		Yarker 1						
		QUEBEC- 12.2% Gatineau 7 Montreal 4 Blainville 1						



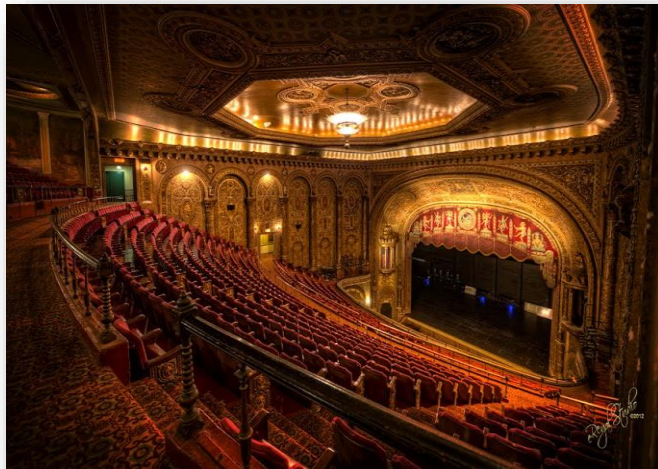
Points of Origin of Survey Respondents – DAYTRIP Domestic

State - City						
NEW YORK – 88.35%	Spencerport 2	Fayette 1	Pavilion 1	Factoryville 1		
Rochester 14	Syracuse 2	Frankfort 1	Penfield 1	Montrose 1		
Watertown 9	Utica 2	Geneva 1	Phoenix 1	Northumberland 1		
Binghamton 8	Adams 1	Getzville 1	Plattsburgh 1	Susquehanna 1		
Elmira 8	Alexandria Bay 1	Glenville 1	Pulaski 1	Towanda 1		
Endicott 8	Alpine 1	Gloversville 1	Richmondville 1	Williamsport 1		
Canandaigua 4	Amsterdam 1	Gouverneur 1	Saratoga Springs 1	ALABAMA- 0.49%		
Ithaca 4	Avon 1	Gowanda 1	Schenectady 1	Madison 1		
Webster 4	Ballston Lake 1	Greece 1	Scotia 1	MAINE- 0.49%		
Apalachin 3	Black River 1	Greene 1	Scottsville 1	Belgrade 1		
Farmington 3	Brantingham 1	Hamburg 1	Seneca Falls 1	MICHIGAN- 0.49%		
Fort Drum 3	Brighton 1	Hamlin 1	Troy 1	Troy 1		
Ilion 3	Bronx 1	Harpursville 1	Unadilla 1	NORTH CAROLINA- 0.49%		
Johnson City 3	Brownville 1	Hemlock 1	Watkins Glen 1	Penfield 1		
Pittsford 3	Burdett 1	Herkimer 1	West Hempstead 1	SOUTH CAROLINA- 0.49%		
Potsdam 3	Calcium 1	Hogansburg 1	Whitesboro 1	Myrtle beach 1		
Vestal 3	Candor 1	Hollis 1	Woodgate 1	VERMONT- 0.49%		
Walworth 3	Cheektowaga 1	Little Falls 1	PENNSYLVANIA- 8.74%	Swanton 1		
Albany 2	Churchville 1	Livonia 1	Dunmore 2			
Buffalo 2	Clay 1	Lyons Falls 1	Honesdale 2			
Clifton Springs 2	Colonie 1	Martinsburg 1	Sayre 2			
Conklin 2	Corfu 1	Middletown 1	Brackney 1			
Copenhagen 2	Darien 1	New Hartford 1	Clarks Summit 1			
Corning 2	Depew 1	Newfield 1	Coaldale 1			
Endwell 2	Dexter 1	Norwich 1	Dickson City 1			
Hilton 2	East Greenbush 1	Odessa 1	Easton 1			
Massena 2	Erin 1	Owego 1	Erie 1			
Rome 2	Evans Mills 1	Palmyra 1				

Points of Origin of Survey Respondents – DAYTRIP International

State - City		
CANADA- 97.3%		
ONTARIO- 88.9%		
Ottawa	24	
Kingston	10	
Stittsville	3	
Brockville	2	
Gananoque	2	
Nepean	2	
Trenton	2	
Waterloo	1	
Almonte	1	
Belleville	1	
Brinston	1	
Carleton Place	1	
Kemptville	1	
London	1	
Mallorytown	1	
Manotick	1	
Markham	1	
Napanee	1	
Oakville	1	
Perth	1	
Richmond	1	
Spencerville	1	
Stevensville	1	
Toronto	1	
Windsor	1	
Woodlawn	1	
QUEBEC- 11.1%		
Gatineau	5	
Montréal	2	
Pointe-fortune	1	
AUSTRALIA- 1.4%		
Perth	1	
IRELAND- 1.4%		
Rathnew	1	





Onondaga County Visitor Spending Data

Onondaga County Visitor Profile

Trip Spending

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

- Overnight domestic visitor = \$851.68
- Overnight international visitor = \$1,268.00
- Day-tripper domestic = \$370.30
- Day-tripper international = \$506.00

The table below breaks out the spending by category for leisure domestic daytrip travelers, international daytrip travelers as well as domestic overnight travelers and international overnight travelers. Onondaga County makes more money per party on overnight visitors, which should be the primary focus of Visit Syracuse 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 you pay for your lodging/accommodations WHILE IN Onondaga County?

Answer Options	Overnight Domestic	Overnight International	Daytrip Domestic	Daytrip International
Lodging:	\$404.14 (54.4%)	\$253.54 (90.7%)	\$0.00	\$0.00

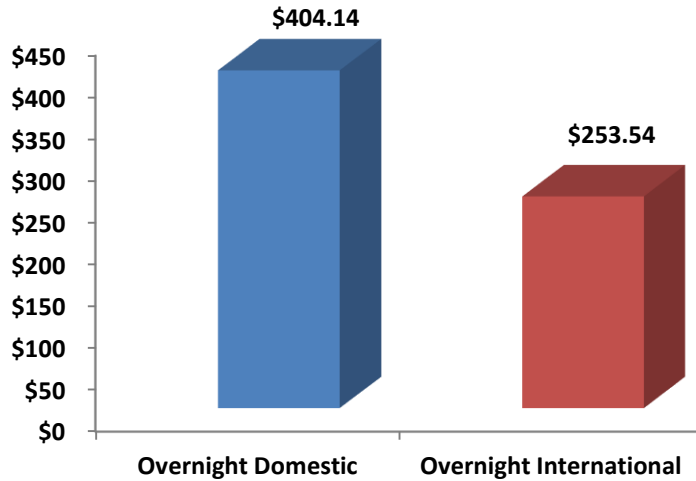
How much did your party spend WHILE IN Onondaga County?

Answer Options	Overnight Domestic n=388	Overnight International n=203	Daytrip Domestic n=221	Daytrip International n=58
Dining/Meals	\$253.95 (87.8%)	\$227.91 (93.2%)	\$88.39 (81.3%)	\$110.46 (90.0%)
Shopping	\$238.00 (66.1%)	\$718.5 (90.2%)	\$239.31 (65.2%)	\$358.80 (91.7%)
Recreational	\$141.73 (28.6%)	\$164.14 (14.1%)	\$143.89 (20.5%)	\$85.25 (13.3%)
Wineries/Breweries/Distilleries	\$127.33 (19.2%)	\$65.32 (20.0%)	\$89.31 (12.9%)	\$200.00 (1.7%)
Attractions/Events	\$122.32 (33.7%)	\$152.40 (19.5%)	\$103.09 (24.1%)	\$88.00 (8.3%)
Local Transportation	\$92.95 (40.0%)	\$80.13 (34.1%)	\$44.68 (21.0%)	\$70.63 (13.3%)
Casino/Gaming	\$146.82 (8.6%)	\$150.00 (2.4%)	\$176.50 (8.9%)	\$333.33 (5.0%)

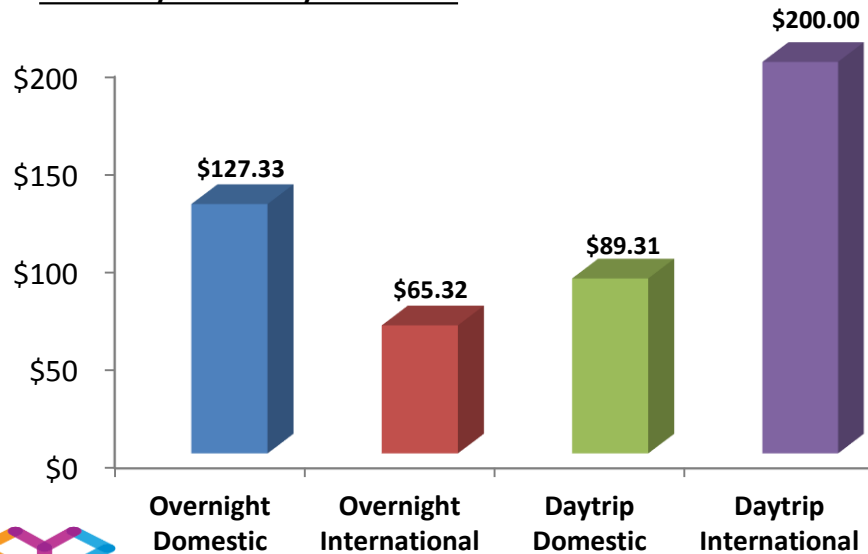
Note: The above categories will not add up to the average spending reported at the top of the page. The categories in the table are averaged individually. Whereas the overall total is a weighted average that takes into account the fact many travel parties did not report spending in all of the categories.

Onondaga County Visitor Profile

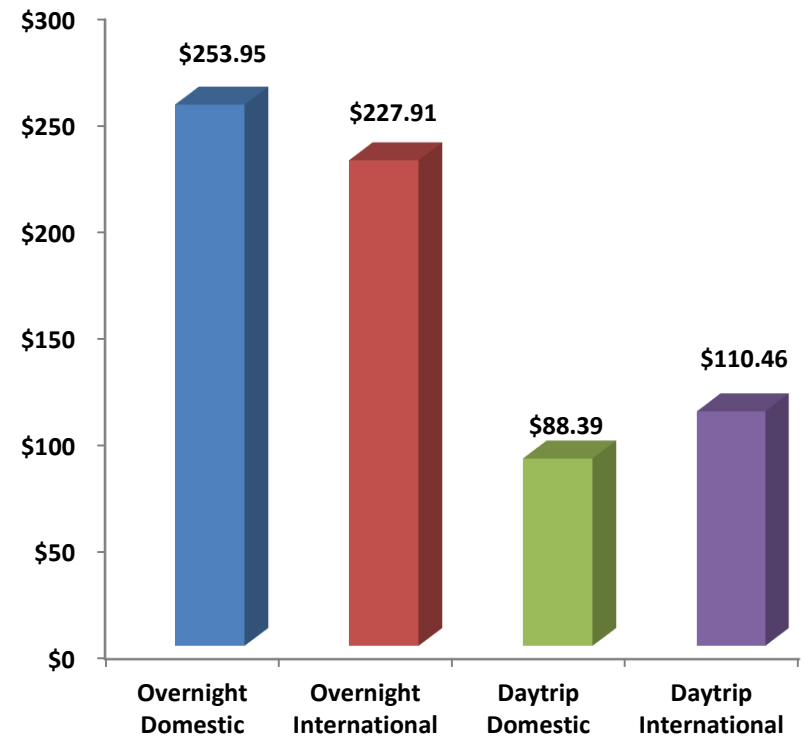
Lodging



Wineries/Breweries/Distilleries

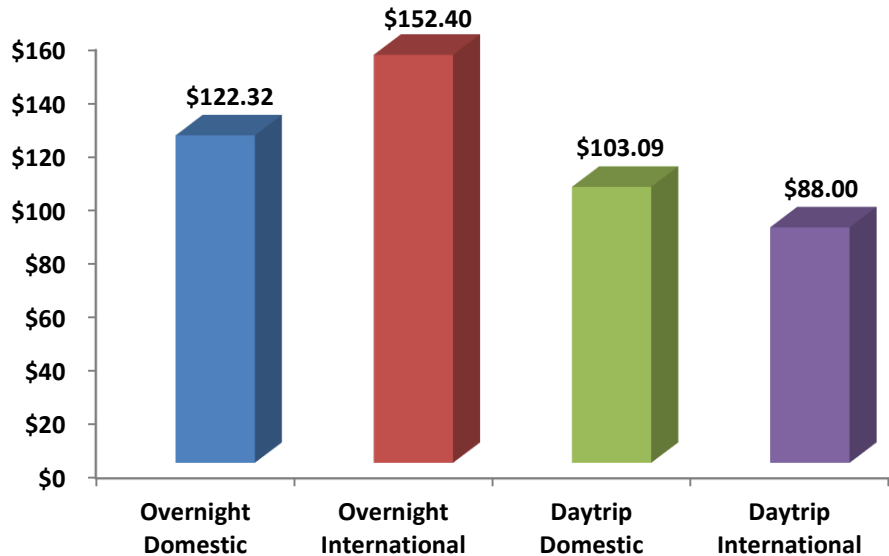


Food/Meals

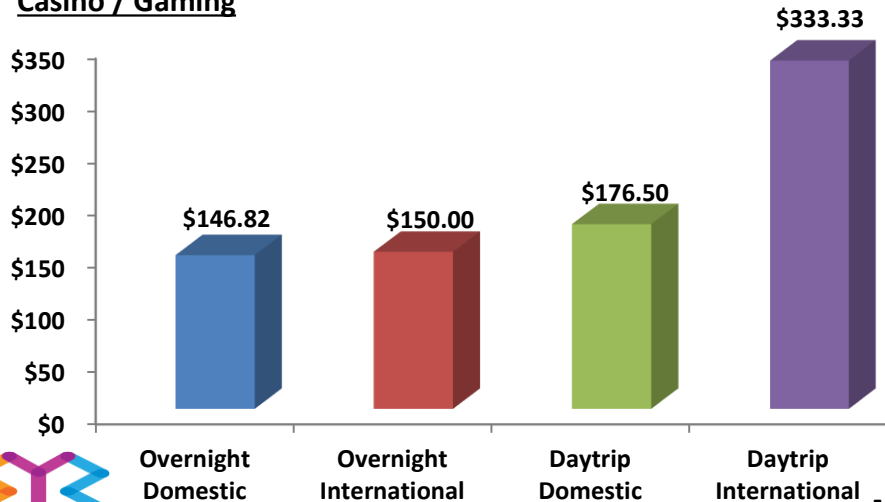


Onondaga County Visitor Profile

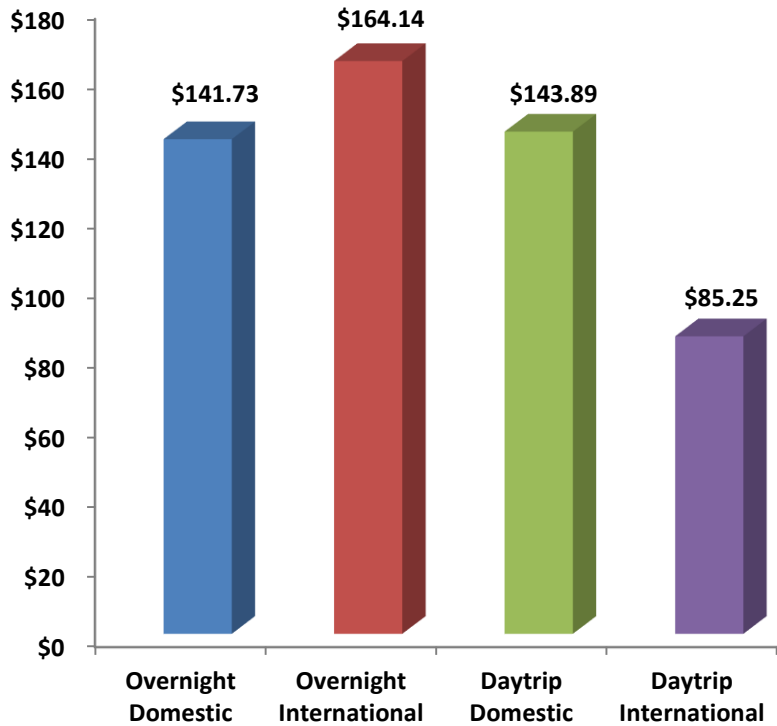
Attractions / events (non-gaming)



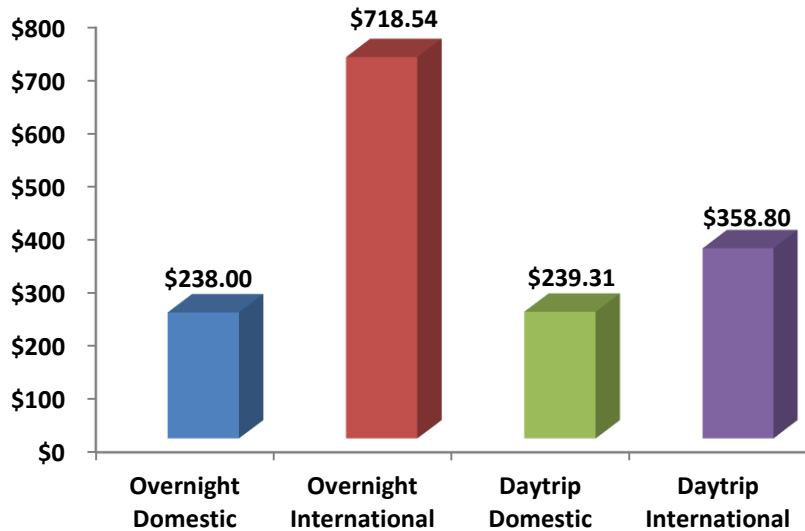
Casino / Gaming



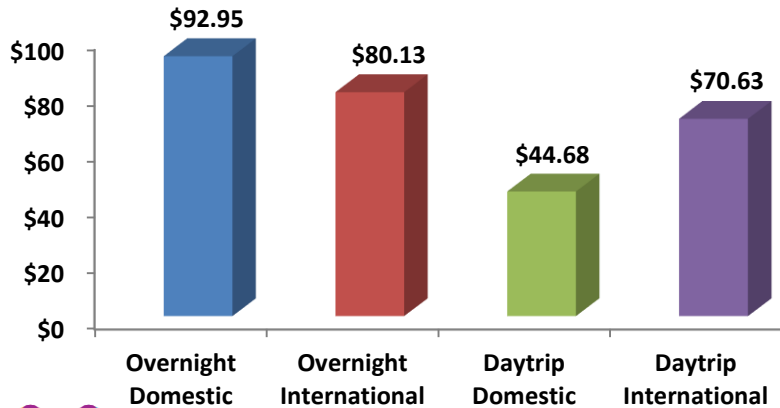
Recreational Activities



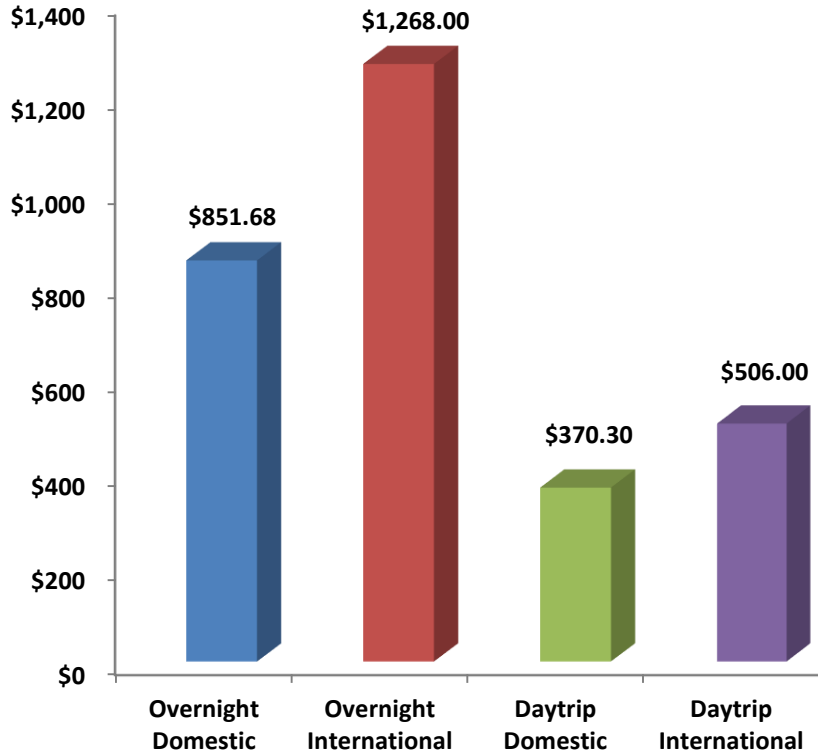
Shopping



Local Transportation



Total Party Spending





Onondaga County Business/Conference/University N=195

Business/Conf./Univ. Demographics

■ Occupation:

- 13.6% - Student
- 13.0% - Education-professor/teacher
- 8.9% - Healthcare industry
- 8.3% - Professional / Technical
- 7.1% - Self-employed

■ Average Age:

- 46.34

■ Gender:

- Female – 68.0%
- Male – 32.0%

■ Level of education

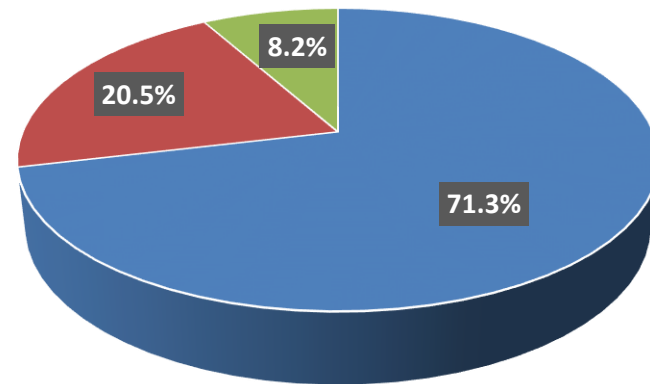
- 46.4% - College Degree
- 32.4% - Graduate School
- 12.8% - Some College
- 6.1% - High School Graduate

■ Ethnicity:

- 76.4% - White/Caucasian
- 8.4% - Asian or Pacific Islander
- 7.9% - Prefer not to answer
- 5.6% - Hispanic or Latino
- 3.4% - Black or African American
- 1.1% - American Indian or Alaskan Native

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

- University / college related ■ Business trip ■ Conference / meeting

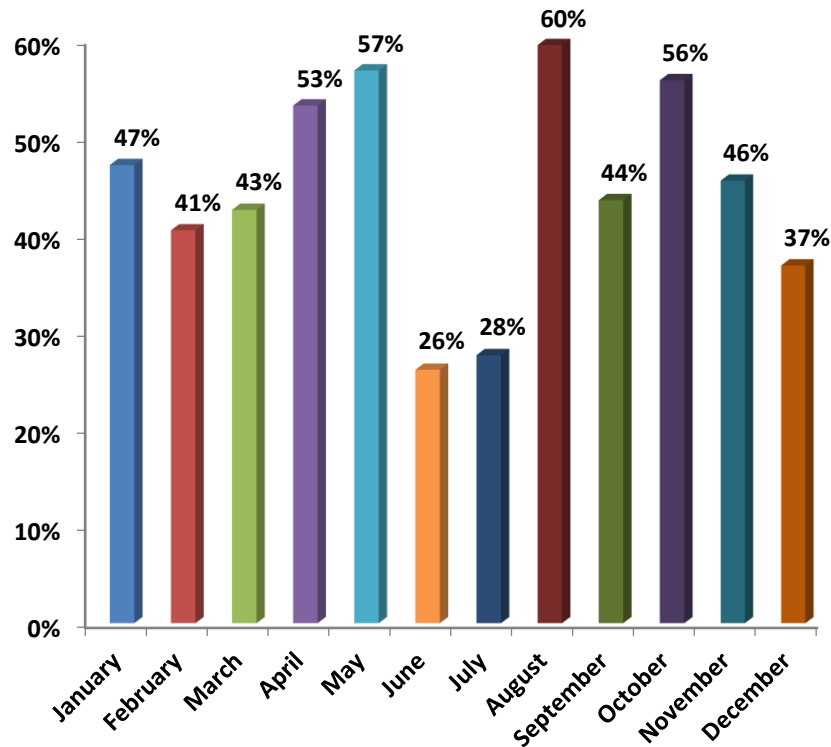


Onondaga County Business / Conf. / University Profile

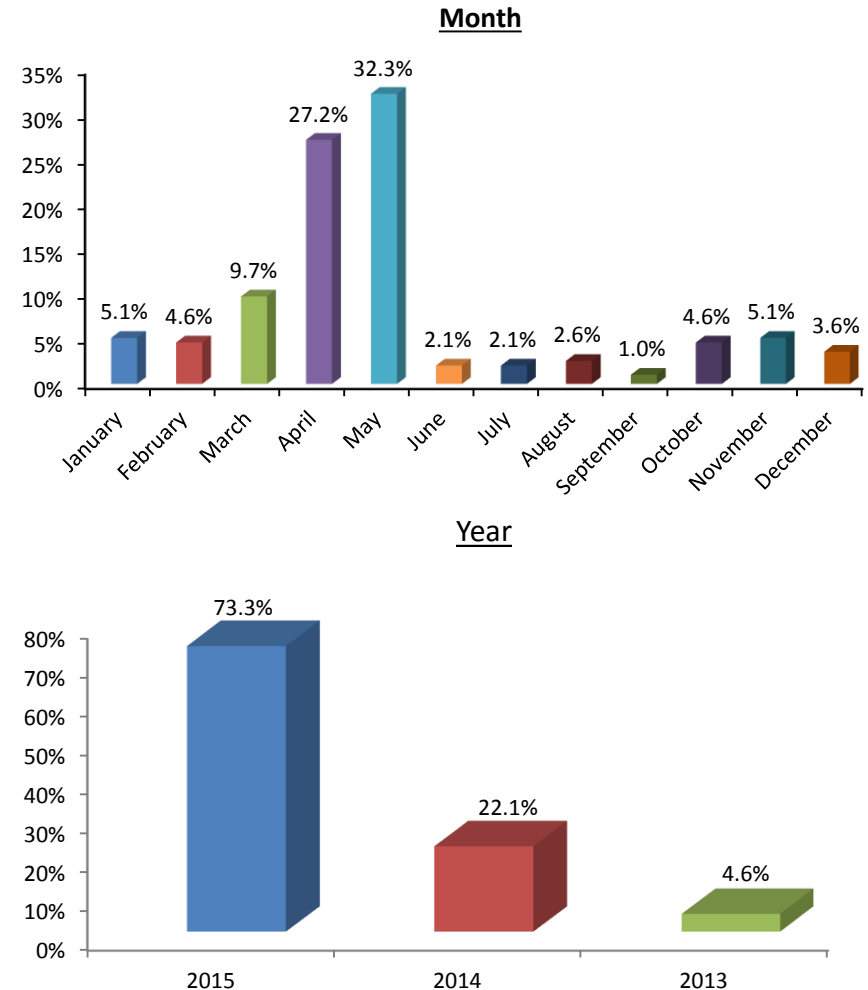
Business / Conference / University Visitation

Business travelers to Onondaga County reported visiting all twelve months of the year, with August, May and October being the most popular months for visitation. The majority of survey respondents last visited Onondaga County in the months of April and May, 2015.

Check all the months in which you have visited Central New York.



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

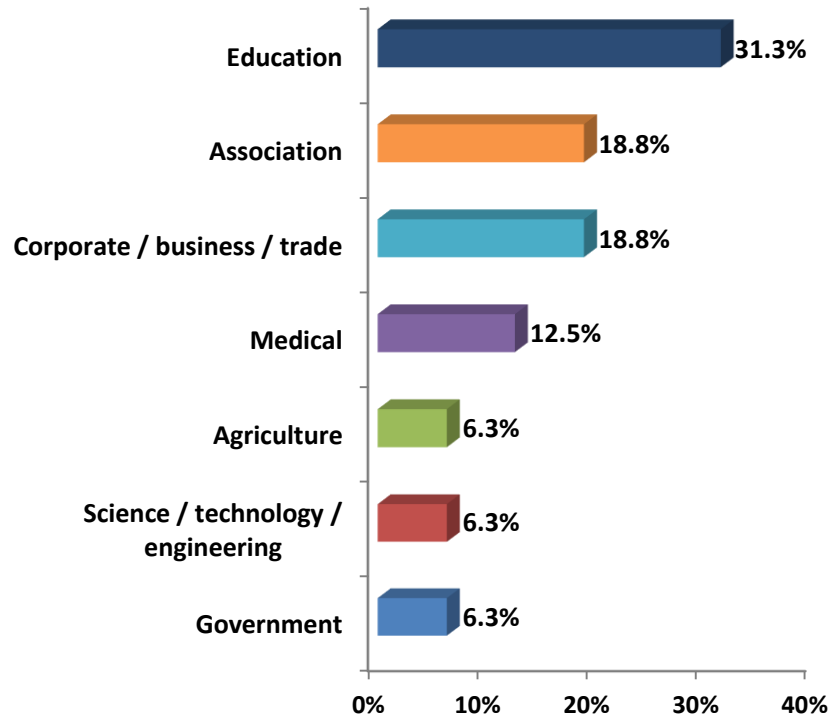


Onondaga County Business / Conf. / University Profile

Business / Conference / University

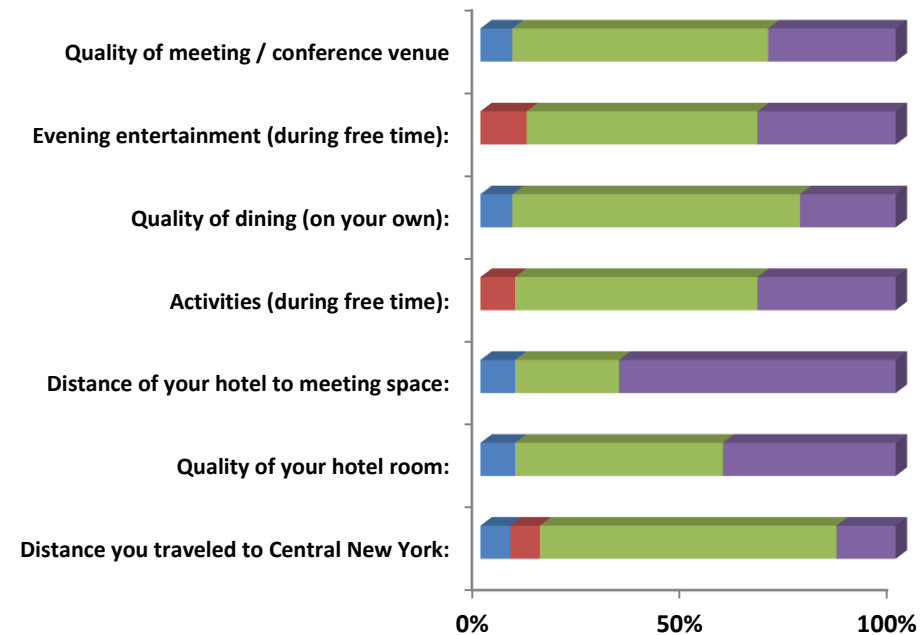
Business travelers to Onondaga County reported representing several market segments with the top three being education, associations and corporate/business/trade, respectively. Overall respondents were satisfied or extremely satisfied with Onondaga as a conference/meeting destination in all categories.

Please describe the market segment of the conference/meeting you attended.



Please rate Onondaga as a conference/meeting destination in the following categories:

■ Very dissatisfied ■ Somewhat dissatisfied ■ Satisfied ■ Very satisfied

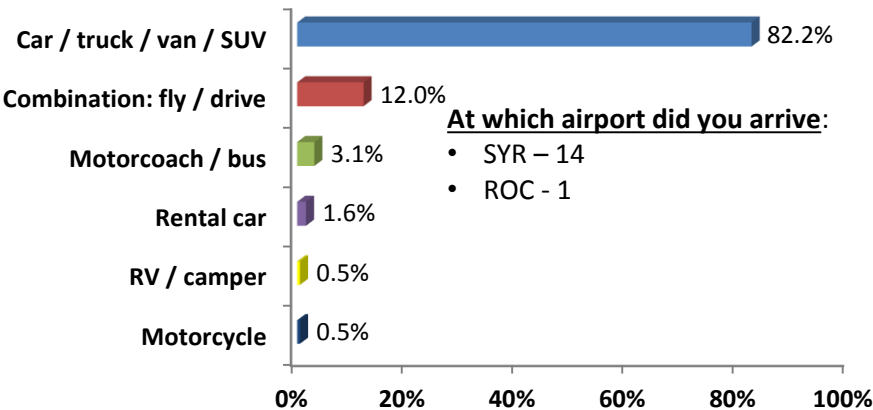


Onondaga County Business / Conf. / University Profile

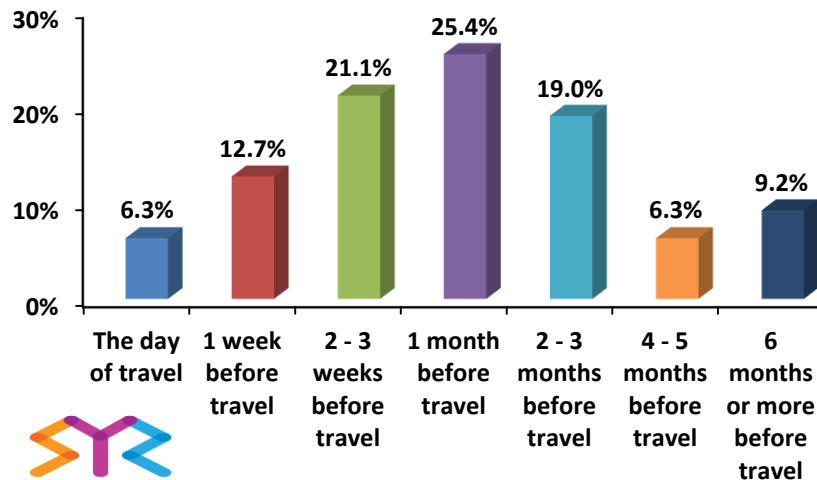
Business / Conference / University

The data confirms business travelers primarily drive to Onondaga County; nearly 75% reported overnight visitation and staying in a hotel while in Onondaga County. Most business travelers plan with short lead times,

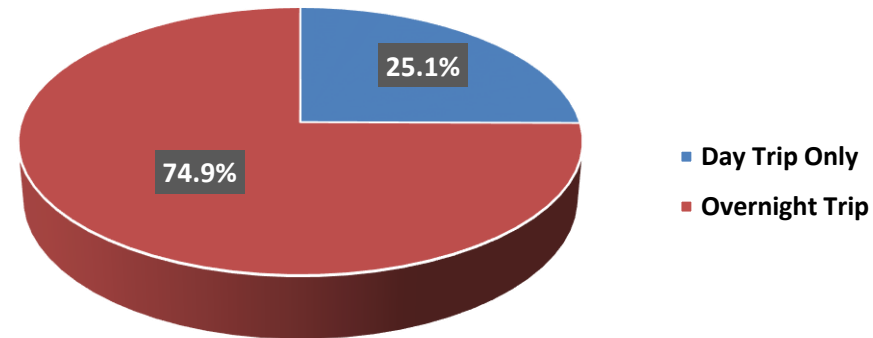
What PRIMARY mode of transportation did you use TO GET TO Onondaga County?



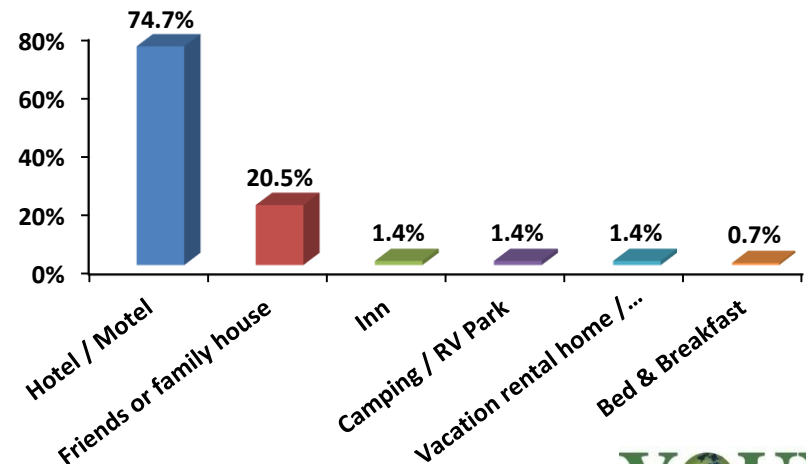
How far in advance did you book your accommodations for your most recent trip to Onondaga County, NY?



Was your most recent trip to Onondaga County a daytrip or overnight trip?



Where did you stay during your last visit to Onondaga County, NY?



Onondaga County Business / Conf. / University Profile

Business / Conference / University Visitation

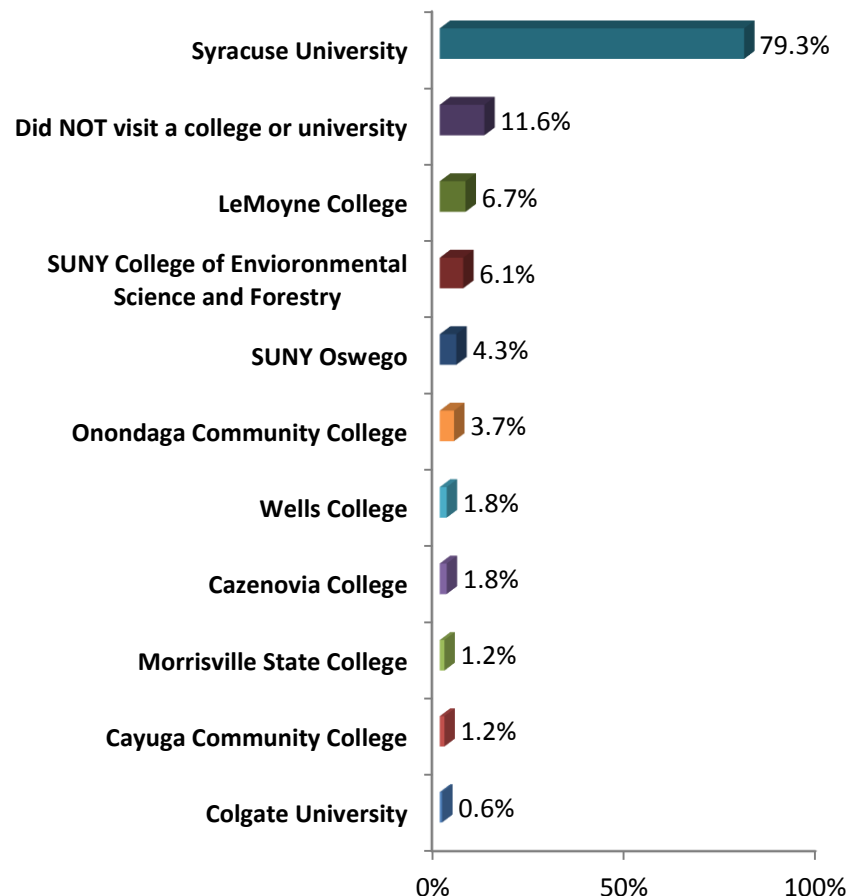
Business/Conference/University travelers to Onondaga County visited Syracuse most often. However, as with leisure visitors, business/conference/university travelers visit many communities in the region.

Please select ALL the communities you have toured/visited while visiting Onondaga County in the last 2 years?

Community	%	Community	%
Syracuse	92.1%	Tully	7.9%
East Syracuse	49.2%	Rome	7.3%
North Syracuse	32.5%	Chittenango	6.8%
Dewitt	31.9%	Clay	6.8%
Rochester	31.4%	Fulton	6.8%
Ithaca	30.9%	Aurora	6.3%
Liverpool	28.8%	Pulaski	5.8%
Skaneateles	23.6%	Other	5.8%
Cortland	21.5%	Morrisville	4.7%
Binghamton	18.8%	Weedsport	4.7%
Auburn	17.3%	Hamilton	4.2%
Oswego	15.7%	Mexico	4.2%
Baldwinsville	13.6%	Canastota	3.7%
Corning	13.6%	Sandy Creek	3.1%
Utica	13.6%	Sterling	3.1%
Cooperstown	13.1%	Fair Haven	2.6%
Cazenovia	12.6%	Union Springs	2.1%
Cicero	11.5%	Moravia	1.6%
Oneida	11.0%	Van Buren	1.6%
Watkins Glen	11.0%	Wampsville	1.6%
Alexandria Bay	10.5%	King Ferry	1.0%
Canandaigua	9.9%	Bouckville	0.5%
Cayuga	7.9%	Lysander	0.5%

Business/Conference/University travelers reported visiting Syracuse University most often with 79% of respondents indicating they had visited the Syracuse University campus.

Did you visit a college or university?

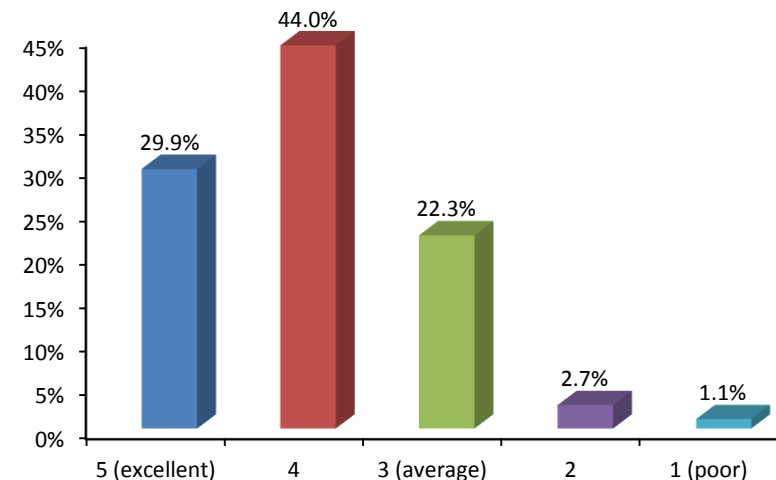


Onondaga County Business / Conf. / University Profile

Business / Conference / University Satisfaction

Overall, respondents reported high satisfaction with their experience visiting Onondaga County with being most satisfied with shopping, variety of children's activities and the unique local dining. When considering future product offerings, respondents rated waterfront village with restaurants highest in appeal.

Overall, how would rate your experience visiting Onondaga County?
(Use a 5 point scale (where 1 is poor, 3 is average and 5 is excellent))



Considering this visit to Onondaga County, please rate each of the following amenities on a 5 point scale where 1 is poor, 3 is average and 5 is excellent.



What types of activities or experiences would appeal to you if offered in Onondaga County?

Answer Options	Extremely	Very	Somewhat	Slightly	Not at all	Rating Average
Waterfront village with restaurants & storefronts	51	60	29	8	10	3.85
Outlet stores	39	46	46	11	20	3.45
Culinary center	20	46	39	16	30	3.07
Theme park	24	33	32	17	47	2.80
Movie studio	13	33	36	20	44	2.66
Indoor waterpark	15	25	32	21	59	2.45
Ski Village	13	27	32	19	59	2.44
Boating facilities	10	22	37	18	62	2.33
Equestrian facility	5	14	17	13	98	1.74

Onondaga County Business / Conf. / University Profile

Business / Conference / University Verbatim

The following pages 64 through 67 contain verbatim responses by business/conference/university travelers to various questions where respondents were given an option to provide an “other” response. Additional verbatim comments can be found in the Addendum pages 78 – 123.

Please tell us the name of the city and hotel or meeting facility where your meeting/conference was held: (Example: Syracuse, Hampton Inn)

- East Syracuse cresthill Suites
- East syracuse eye doctor's
- Fair grounds
- Fayetteville, craftsman inn & conference center
- Hampton
- Homestead
- Skaneateles, stella maris retreat center
- Syracuse doubletree hilton
- Syracuse fair grounds
- Syracuse holiday Inn
- Syracuse University building
- Syracuse, embasey suites hotel
- Syracuse, Incubator Office Building near the conference center (had the garage collapse eons ago).
- Syracuse, ramada

What PRIMARY mode of transportation did you use TO GET TO Central New York? If you flew, at which airport did you arrive?

- Hancock Airport in Syracuse
- Jetblue
- Rochester, ny
- Syracuse

How many nights did you stay in Central New York on your most recent visit? If 10 or more, please specify exact number.

- 11
- 20
- 30

Where did you stay during your last visit to Central New York?

- Apartment (2)
- Brother's home near hamilton, ny
- Cresthill Suites
- Crowne Plaza (2)
- Dorm room (2)
- Double tree
- Fairgrounds for the syracuse nationals
- Hampton Inn (4)
- Homestead
- Hotel genesee
- Jefferson Clinton Hotel
- Loft 42
- Maplewood inn
- Marriott springhill suites
- Residence inn armory square
- Rowland house of the inns of aurora
- School (2)
- Sheraton
- Skyler
- Stella maris retreat center
- Super 8
- Syracuse fair grounds
- Syracuse sheraton

Onondaga County Business / Conf. / University Profile

Please select ALL the communities you have toured/visited while visiting Central New York in the last 2 years?(Please choose ALL communities you visited)

Other:

- Camillus (2)
- Clayton, NY
- Clinton
- Fayetteville (2)
- Geneva
- Lafayette
- Manlius (2)
- Parish, NY
- Sacketts harbour
- Saratoga
- Seneca falls
- Trumansburg

What types of activities or experiences would appeal to you if offered in Onondaga County? (Please tell us your interest level on a 1-5 scale where 5 = extremely interested, 3 = somewhat interested and 1 = no interest at all.)

Other:

- Hiking
- Historic venue
- SU senior activities for parents/grads
- Syr. Nationàls
- Upscale full-line retailers (REI, Nordstrom, Whole Foods, Crate & Barrel)

Did you visit a college or university? Please select ALL you visited.

Other:

- Cazenovia College
- College That Has The Planetarium?
- Cornell University
- Daughters School In Va
- Hamilton College
- Houghton College
- Ithaca College (3)
- Suny Cortland
- University Hospital

What is your occupation?

Other:

- Administrative
- Association manager
- Bus operator
- Civil servant (2)
- Education – administrator (2)
- In Education field
- Inspiration Catalyst
- Insurance underwriter
- Registered nurse
- Security
- Transportation

What is your level of education?

Other:

- Doctorate
- Phd
- University Degree - Canada

Onondaga County Business / Conf. / University Profile

Please tell us how we can improve your visitor experience?

- Activities (4)
- Additional revitalization of downtown Syracuse
- Advertisements (7)
- Ambiance of downtown (8)
- Amusement park
- Attractions
- Bars (2)
- Better amenities near Syracuse university
- Book store
- Boutiques
- Check out Bethlehem PA or Amherst MA
- Cleanliness (5)
- Crime
- Deals (8)
- Don't spoil the fabulous outdoors! (3)
- Educational experiences for young people
- Elevators
- Events and acoustic guitar venues
- Facilities
- Food
- Friendliness
- Highway
- Hotels (18)
- Land lines at service centers
- Later hours (2)
- Less of a divide between run down areas and nicer areas
- Maps (2)
- Memorable
- Newsletter
- Nothing (9)
- Organic Food
- Outlet Stores (2)
- Parking (5)
- Party Boat, Boat Rentals, Or Budget Charters
- Pedestrian Friendly
- Restaurants (7)
- Roads
- Shops
- Ski Resort
- Street Signs (2)
- Syracuse Home Games That Weekend
- Traffic
- Traffic Patterns
- Transportation (2)
- Updated Houses And Buildings
- Visitor Center (2)

Onondaga County Business / Conf. / University Profile

What words would you use to describe Onondaga County?

Positive

- A lot for a little
- A season for everyone (11)
- Adventure
- Affordable (5)
- Amazing (3)
- Authentic
- Basketball
- Beautiful (22)
- Beautiful scenery (15)
- Busy
- Casual
- Centre of energy
- Charming
- Cold (11)
- Colorful
- Cozy
- Diverse (3)
- Ease of travel (3)
- Entertaining (3)
- Environmental
- Exciting (2)
- Fabulous farm markets
- Fine (2)
- Finger lakes are a hidden gem
- Flat
- Foliage is gorgeous
- Food
- Forested
- Fresh air
- Friendly (12)
- Full of spirit
- Fun (8)
- Gods country
- Good size
- Great to visit
- Heart of NY
- Highways
- Historic (5)
- Homey (4)
- Inclusive
- Interesting (3)
- Lots family activities
- Lots of 24/7 store
- Low key
- Many possibilities
- Nice (3)
- NYS fair is a must
- Peaceful (3)
- Picturesque (2)
- Pride
- Pristine (2)
- Quaint (4)
- Quiet (4)
- Real (2)
- Shopping
- Simple (2)

Neutral/Negative

- Blight
- Boring
- Confusing
- Declining cities (3)
- Depressed economy
- Deserted (3)
- Dingy (2)
- Long waits
- Neglected
- Old
- Poorly maintained (2)
- Slow-paced
- Ugly
- Underutilized
- Unexplored
- Unsafe (2)



Onondaga County Residents Survey N=1,998



Resident Demographics

■ Occupation:

- 13.0% - Healthcare industry
- 12.3% - Retired
- 11.4% - Education-professor/teacher
- 10.2% - Student
- 8.7% - Professional / Technical

■ Average Age:

- 42.4

■ Gender:

- Female – 72.6%
- Male – 27.4%

■ Level of education

- 39.5% - College Degree
- 26.0% - Graduate School
- 19.7% - Some College
- 10.9% - High School Graduate

■ Ethnicity:

- 83.4% - White/Caucasian
- 6.5% - Black or African American
- 5.9% - Prefer not to answer
- 3.2% - Asian or Pacific Islander
- 2.7% - Hispanic or Latino
- 1.9% - American Indian or Alaskan Native

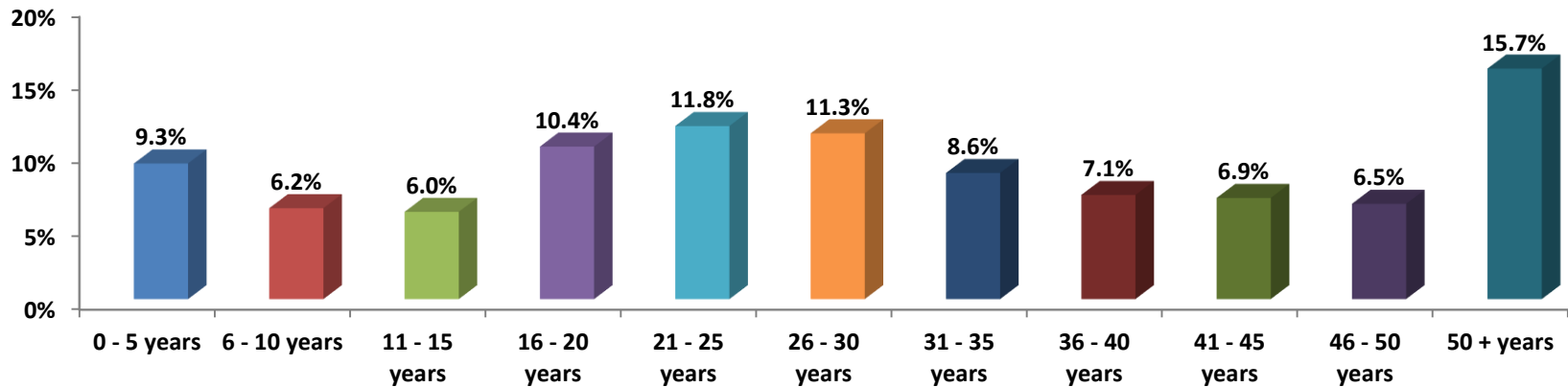
- 68 -

Onondaga County Residents

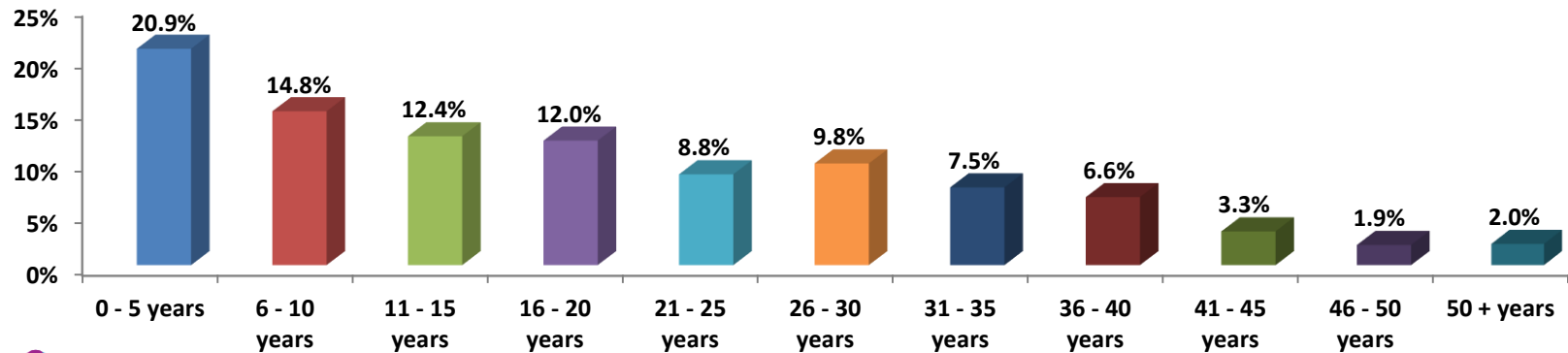
Residents

Resident respondents reported living and working in Onondaga County for many years.

How many years you have LIVED in Onondaga County?

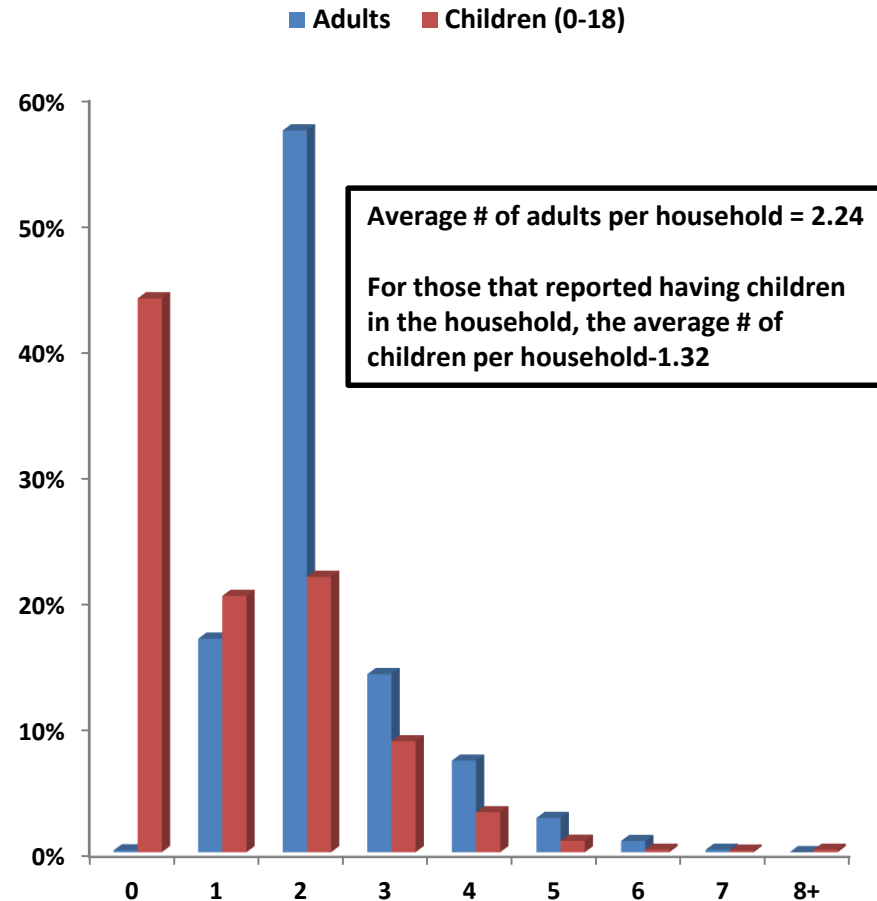


How many years you have WORKED in Onondaga County?

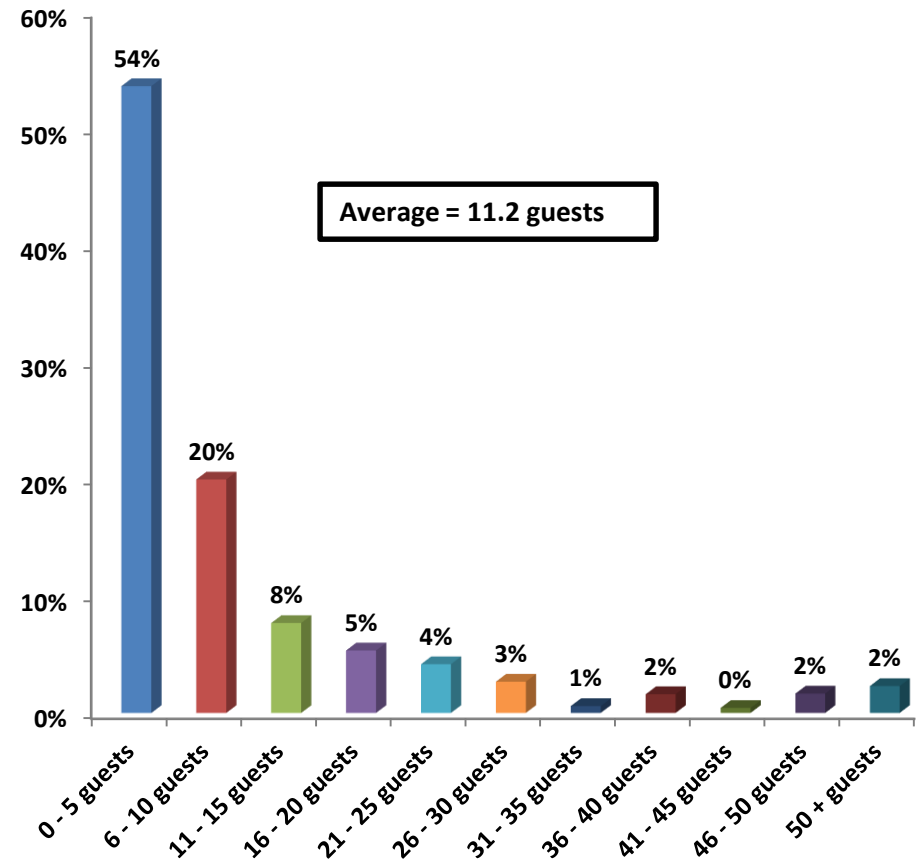


Residents

How many people in your household?



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



Onondaga County Residents

Residents

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

Daytrips

Answer Options	0	1-5	6-10	11-15	16-20	21-30	31-40	41-50	51+
Cayuga	476	846	150	48	40	19	17	10	34
Cortland	500	875	136	50	15	15	13	6	15
Madison	643	634	136	61	37	22	17	10	27
Oswego	439	832	184	56	49	35	23	14	44



Overnight Trips

Answer Options	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20+
Cayuga	795	77	59	23	6	13	3	3	1	1	3	0	2	0	2	2	0	0	0	1	6
Cortland	815	51	63	15	4	6	4	3	2	0	1	1	0	0	0	0	0	0	1	0	6
Madison	808	36	38	18	1	7	4	2	0	1	6	1	1	1	0	2	0	1	0	0	12
Oswego	757	53	52	29	10	14	4	4	2	0	9	1	2	0	1	6	1	0	0	0	33

Residents

The following table shows the reasons county residents visited other Central New York counties.

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

Answer Options	Cayuga	Cortland	Madison	Oswego
Dining-casual	707	559	457	652
Dining-fine	255	96	165	113
Festival /event / concert	376	282	241	438
Fishing	129	79	86	230
Historic sites	306	161	220	287
Horse / equine	40	24	52	39
Museums	227	99	117	118
Outdoor recreation-biking, hiking, boating, etc.	444	379	328	501
Shopping-everyday	254	126	125	158
Shopping-specialty	283	107	135	120
Sporting event	131	150	96	146
Wineries / breweries	596	116	130	57
Winter recreation-skiing, snowboarding	84	205	82	103



Residents

Please list the top activities you participate in, specifically located in each of the five counties of the CNY region.

Top 10 from each County

CAYUGA

1. Wineries
2. Shopping
3. Dining
4. Hiking
5. Wine Tours
6. Wine Tasting
7. Fishing
8. Boating
9. Camping
10. Outdoor Rec.

CORTLAND

1. Skiing
2. Hiking
3. Dining
4. Shopping
5. Sports
6. Fishing
7. Camping
8. Hockey
9. Snowboarding
10. Wineries

MADISON

1. Dining
2. Shopping
3. Hiking
4. Fishing
5. Museums
6. Antiques
7. Work
8. Casino
9. Golf
10. Camping

OSWEGO

1. Dining
2. Fishing
3. Harborfest
4. Festivals
5. Shopping
6. Camping
7. Hiking
8. Boating
9. Hockey
10. Sports





Young Strategies, Inc. 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

Verbatim responses have been reproduced as originally listed by respondents. Verbatim comments have not been edited or spell corrected. All verbatim responses are listed on pages 78 – 123 and have been separated to correlate with the visitor segments found in the report as well as residents comments. Responses are separated as follows: Overnight Domestic Visitors pages 78-89; Overnight International Visitors pages 90-96; Daytrip Domestic Visitors pages 97-102; Daytrip International Visitors pages 103-105; and Resident pages 106-123.

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

Other:

- Annual attendance at the Syracuse Nationals Custom Car Show
- Destiny usa mall
- Good Sam Rally
- Google maps
- Google
- Internet searches (2)
- Magazines (3)
- Mapquest
- New York Times
- Ny state bluesfest web site
- Relatives (7)
- Right Coast (3)
- Seasonal Property in Cicero
- Specific historical sites websites
- Stayed at Jefferson Clinton Hotel across the street
- Syracuse half marathon website
- Syracuse Nationals Car Show
- Syracuse Nationals Event (3)
- Syracuse.com (2)
- Things to do in Syracuse (2)
- Trip advisor (4)
- Used to live in the area (6)
- used to live there (9)
- Www.craigslist.org
- Yelp
- Waze

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

Other:

- Airline websites
- B& b's
- Boldt castle
- Can't remember at this time
- CNY.COM
- Delta.com
- Destinyusa
- Dibbles Inn
- Expedia (2)
- Facebook.com
- Fingerlakesbeertrail.com (2)
- Google
- Google maps
- Hotels.com
- Internet
- None (37)
- Ny campgrounds (2)
- Nystatefair
- Orbitz.com
- Oswego Harborfest Website
- Priceline.com
- Right Coast (6)
- Searched web by event
- State Fair Page (2)
- Syracuse half marathon
- Syracuse nationals web site (3)
- Syracuse.com
- Travelocity
- Trip advisor (5)
- Www.amtrak.com
- Www.goodsamclub.com
- Www.skaneatelessuites.com

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

Other:

- Aaa
- David stoker presents
- Email
- Google (2)
- Google maps (2)
- Hot wire
- Internet search
- Just orbitz motel hotel guide/book site
- None (4)
- Swarm
- Talk to others face-to-face, it works!
- Untappd
- Winderlusting.com

What was the total number of people in your travel party? If 10 or more, please specify how many.

- 10 (2)
- 11
- 15
- 17
- 18
- 21
- 30

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

Other:

- Anniversary
- Car show (10)
- Chiefs baseball (2)
- Convention
- Dirt - auto racing
- Fair
- Family (14)
- Friends (2)
- Funeral (3)
- Gala
- Girl scout encampment
- History
- Madison bouckville antique show
- Maple syrup production
- Monster jam
- Music bars
- Ny state fair (3)
- Ralley (2)
- Research
- Right coast nationals (3)
- State fair (2)
- Syracuse nationals (3)
- Valentine's day
- Visit our vacation home
- Visit waterfalls and lighthouses on great lakes
- Zoo

What PRIMARY mode of transportation did you use TO GET TO Central New York? If you flew, please tell us at which airport you arrived.

- Alaska/united
- Binghamton
- Buffalo (3)
- Burlington, VT
- Elm
- Hancock (15)
- Ithaca airport
- JFK
- Rochester (3)
- Syracuse (18)

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

Other:

- 0
- 2nd trip
- Annually (2)
- Every 2-3 years (5)
- 3 months
- Occasionally (3)
- Once every five years
- Stay 2 nights

How many nights did you stay in Central New York on your most recent visit? If more than 10, please list:

- 12
- 13 (2)
- 14 (6)
- 15
- 16
- 19
- 20 (2)
- 26
- 30 (2)
- 60
- 90 (2)

Where did you stay during your last visit to Central New York? Please tell us the name of the accommodation.

- Camp hoover
- Choice motel chain
- Comfort inn (3)
- Cresthill suites
- Don't remember (4)
- Econlodge
- Elderberry cottage
- Embassy suites (2)
- Green lakes state park
- Hampton (4)
- Holiday inn
- Hope lake lodge
- Maplewood
- Oneida reservation campground
- Our vacation home (3)
- Quality inn (2)
- Ramada
- Right coast street nationals
- Super8
- Syracuse fair grounds (2)
- Turning stone
- White eagle conference center
- With family

What is your level of education?

Other:

- High School Student
- MBA
- Nursing school

Please select ALL the communities you have toured/visited while visiting Central New York in the last 2 years?

Other:

- | | |
|-------------------------|---------------------|
| • Brewerton | • Niagara Falls |
| • Bridgeport (4) | • North Syracuse |
| • Camillus (8) | • Oneonta |
| • Cato | • Otisco lake |
| • Clayton (2) | • Ovid |
| • Cuyler | • Owego |
| • Dryden (2) | • Penn Yan |
| • Fairport | • Pompey |
| • Fayetteville (4) | • Rochester suburbs |
| • Geneva (2) | • Seneca falls (3) |
| • Gilbertsville | • Rochester suburbs |
| • Hastings | • Seneca lake |
| • herkimer | • Sherrill |
| • Jamesville (2) | • Solvay |
| • Junius Ponds | • Sylvan Beach |
| • Lafayette | • Theresa |
| • Lakeland (State Fair) | • Vernon |
| • Lakeport | • Verona (2) |
| • Little falls | • Waterloo (3) |
| • Lodi | |
| • Manlius (6) | |
| • Marcellus | |
| • Meridian | |
| • Minoa | |

Now tell us on your most recent trip, what community was the PRIMARY destination for your visit to Central New York?

Other:

- Alexandria Bay (2)
- Bernhards Bay
- Brewerton (2)
- Bridgeport (3)
- Camden
- Camillus (7)
- Clayton
- Dryden (2)
- East Syracuse (3)
- Fayetteville (2)
- Fort drum
- Geneva
- Ithaca
- Jamesville (3)
- Jordan
- Little falls
- Manlius (3)
- Meridian
- Minoa
- New York State Fair
- Otisco lake
- Ovid
- Passing trough
- Rochester
- Rome
- Seneca falls (2)
- Sherrill
- Solvay
- Sylvan Beach
- Utica/Rome
- Watertown
- Watkins Glen (2)

Check all activities you or a member of your travel party did while visiting Central New York.

Other:

- Book stores
- Car show (11)
- Destiny usa attractions
- Fly out to another place
- Funeral
- Gardening
- Nationals hot rods
- Nephew's first communion
- Ny state fair (2)
- State parks
- Swimming
- Syracuse nationals (6)
- Taverns

If you visited Destiny USA while in Onondaga County, please answer the following question. Please check ALL that you visited.

Other:

- Billy Bees (2)
- Cheesecake factory
- Margaritaville (2)
- Movie theater
- PF Changs
- The Amazing Maze of Mirrors
- World Of Beers

Did you visit any of these ATTRACTIONS in Onondaga County?

Other:

- Boxing hall of fame
- Casino
- Destiny USA
- Dinosaur Bar-B-Que
- Heids
- It was quite cold and rainy on our last visit
- Jamesville Beach
- Lake Ontario
- Local county Fair near lake quite a bit North of Syracuse
- Local waterfalls
- Marshall square
- Oneida Community
- Regional Market
- Skaneateles
- Syracuse Library
- The MOST was closed
- Water Street Music Hall
- Women's Rights National Park

Check ALL packaged tours you participated in.

Other:

- Boat tour
- Erie Canal cruise
- Syracuse Nationals

Considering this visit to Onondaga County, please rate each of the following amenities 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".

Other:

- Quantity of Historical Sites - 5

What types of activities or experiences would appeal to you if offered in Onondaga County? (Please tell us your interest level on a 1-5 scale where 5 = extremely interested, 3 = somewhat interested and 1 = no interest at all.)

Other:

- Arts
- Book stores
- Camping (2)
- Car show (3)
- Cheaper concerts
- Cruise
- Golf
- Historical sites (2)
- Nothing related to anything "congel" is a part of
- Snowmobiling
- Syracuse nationals (2)
- Triathlons, open water swimming competition

Considering this visit to Central New York, please rate each of the following amenities 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.

Other:

- Great hiking and beautiful waterfalls
- Poor- RV parks in Syracuse

Check all activities you or a member of your travel party did while visiting Central New York. (Check ALL that apply)

Other:

- Destiny
- Fort Ricky
- Job interviews
- Running
- Rv rally
- Waterfalls and great lake lighthouses
- Zoo (3)

Did you visit a college or university? Please select ALL you visited.

Other:

- Cornell (7)
- Ithaca (4)
- None
- Rochester Institute of Technology
- Suny (2)
- Utica college

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

Other:

- Antique shops
- Armory square (3)
- Burlington coat factory
- Candidagua outlets
- Cicero
- CNY Regional Farmers Market (3)
- Colosse Pulaski
- Corning
- Dewitt Town Center (2)
- Don't remember names
- Great Northern Mall (3)
- Green Hills
- Jet Black
- Karaz Shoes
- Kohls
- Local nurseries for plants
- Local shops (5)
- Marshall street
- New York Sate Fair (2)
- Nichols
- Rochester suburbs
- Sangertown Outlets (2)
- Shoppingtown mall (2)
- State Fair (2)
- Stickley furniture
- Super markets
- Syracuse Flea Market
- Talbots
- Target
- Walmart (3)
- Waterloo Outlets
- Watkins Glen
- Wegmans (4)

Check ALL outdoor activities you participated in.

Other:

- A TV Trails
- Beach at Sandy Pond
- Car show (10)
- Crawdad festival
- DIRT- AUTO RACING
- Enjoying the outdoors (2)
- Four wheeling
- Gardening
- Kayaking
- Kite flying
- Lights on the lake
- Parked and walked Skaneateles during Dickens period
- Picnicing
- Right coast car show
- Running (2)
- Sledding
- Snow tubing
- Swimming (4)
- Syracuse Nationals
- Vendors
- Walking (2)
- Watkins Glen

What is your occupation?

Other:

- Apple store employee
- Automotive ind.
- Casino supervisor
- Cleaner
- Coach
- Copywriter
- Design
- Editor in adult online learning
- Florist
- Independent historian
- Insurance (2)
- Librarian (3)
- Licensing coordinator
- Marketing (2)
- Medical transport driver
- Oil & gas
- Paralegal
- Pharmacy technician
- Produce
- Professional photographer
- Restaurant
- Science
- Social worker (2)
- Vocational rehabilitation counselor
- Warehouse
- Wegmans
- Writer

Please tell us how we can improve your visitor experience?

- Accommodations (9)
- Allow access to top floors of destiny mall
- Appearance (15)
- Better Advertising (10)
- Better Roads (16)
- Bring back Onondaga lake!
- Bring ore "jobs" which would contribute to a more vibrant and visit
- Central page for events by event calendar
- Cleanliness (19)
- Consolidate all wineries under a single finger lakes experience instead of separate wine tours by lake
- Continue place-building. Waterfront district, walkable streets etc.
- Costs/Deals (38)
- Depressing
- Develop more than Syracuse
- Do not tear down the grandstand and race track at the nysf
- Dog friendly activities (2)
- Easier access to restaurants
- Finish construction (3)
- Food Variety (11)
- Friendlier would be better
- Guided tours of downtown
- Help find/choose value in accommodations easier
- Hiking trail map
- Historical walking tour app
- Information regarding wheelchair accessibility
- Infrastructure needs sprucing up.
- Interactive
- Keep supporting nationals
- List of best times to visit certain areas, like wineries
- Manage the homeless people asking for money near route 690 exit
- More Activities (16)
- More Attractions (5)
- More native American history
- More parking (4)
- More random seating
- Need RV parks in Syracuse
- None (19)
- Open later
- Safety (3)
- Shopping variety (9)
- Signs (13)
- Transit (9)
- Transportation
- Utilize all floors to destiny
- Variety of businesses
- Visitor help (9)
- Weather (3)

What words would you use to describe Central New York?

Positive

- Activities (14)
- Affordable (2)
- Amazing (2)
- Antique
- Architecturally interesting
- Authentic
- Awesome (4)
- Beautiful (67)
- Blue collar
- Busy (5)
- Charming (2)
- Cheap
- City
- Classy
- Clean (3)
- Close (8)
- Cold (13)
- College (3)
- Comfortable (4)
- Cultural (3)
- Determined
- Developing (6)
- Different (3)
- Diverse (9)
- Dog friendly
- Easy to get around (8)
- Educational
- Enjoyable (4)
- Entertaining (4)
- Exciting (6)
- Fair is fun
- Familiar
- Family (9)
- Fantastic (2)
- Finger Lakes is our main attraction
- First home
- Flat and brown
- Food (9)
- Fresh air
- Friendly (31)
- Full of opportunity
- Fulfilling
- Fun (30)
- Futuristic
- Gorges
- Great (12)
- Great wineries
- Green (3)
- Hip
- Historic (14)
- Homey (18)
- Interesting (7)
- Isolated
- Laid back (3)
- Lakes (5)
- Liberal
- Lively
- Love (6)
- Multi-affairs
- Multi-faceted
- Multifarious Natural (6)
- Needs jobs
- Nice (7)
- Northern
- One of a kind
- Open
- Orange
- Outdoorsy (4)
- Outstanding
- Peaceful (30)
- Pleasant surprise (2)
- Provincial
- Revisit (6)
- Rolling hills
- Rural (3)
- Safe
- Scenic (14)
- Secluded
- Shopping (6)
- Small (2)
- Sophisticated
- Sports (2)
- Spread out
- Sun (2)
- Supportive of their people
- Sweet!
- The heart of NY
- Timeless
- Uncrowded
- Unique (12)
- Urban to country
- Variety (7)
- Vintage
- Water (4)
- Waterfall heaven
- Welcoming (5)
- Wild
- Wine
- Wintery (8)
- Wonderful

What words would you use to describe Central New York?

Neutral / Negative

- Alright
- Armpit of N.Y.
- Backwards
- Bad weather (2)
- Boring (3)
- Cheap
- Construction
- Depressed (4)
- Deteriorating
- Dirty (5)
- Expensive (6)
- Grey
- No package stores
- Not much culture
- Not welcoming
- Not worth the money (2)
- Old (7)
- People don't seem happy
- Rundown (9)
- Sometimes seedy
- Struggle (3)
- Ugly
- Unsophisticated Syracuse
- Visit only for family obligation
- Zoo sucks

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

Other:

- Airport
- Caa quebec (canadian affiliate of aaa)
- Destiny USA
- Friends
- Google (3)
- Google maps
- Gps
- Online store sites
- Right coast association
- Syracuse national car show (2)
- Syracuse nationals (2)
- Syracuse travel guide (2)
- Syracuse map
- Tripadvisor.com
- Use too live in Central NY

Regarding your LEISURE trip to Central New York, what was the SPECIFIC purpose for your trip?(Check ONLY one)

Other:

- Car show (9)
- Destiny USA Mall (4)
- Funeral
- Girlfriend
- Lights on the lake
- Ny state fair
- Singing convention
- Syracuse nationals
- Visiting son

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

- Can't remember
- Destiny usa (6)
- Dinosaur bbq
- Expedia (9)
- Google (2)
- Google maps (2)
- Hotel.com (3)
- [Http://www.nysfair.org/](http://www.nysfair.org/)
- Information my fiancée gave me
- Knights inn
- None (8)
- Rightcoastcars.com
- Staybridge inn & suites
- Syracuse (3)
- Trip advisor (2)
- [Www.hotwire.com](http://www.hotwire.com)
- [Www.rightcoastcars.com](http://www.rightcoastcars.com)
- Wyndham rewards Ramada Syracuse

What was the total number of people in your travel party? If 10 or more, please specify exact number.

- 10
- 11

What PRIMARY mode of transportation did you use TO GET TO Central New York? If you flew, at which airport did you arrive?

- Hancock
- JFK
- Lauerma guardia
- Syracuse (2)

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

Other:

- Every couple of years
- Sometimes pass thru on way to points south too
- We stay about 6 months with my son's family every year

How many nights did you stay in Central New York on your most recent visit? If 10 or more, please specify exact number.

- 11
- 13
- 14

Where did you stay during your last visit to Central New York? Please tell us the name of the accommodation.

- America's Best
- Best Western (2)
- Comfort Inn (2)
- Crest Hill Suites
- Crown Plaza (3)
- Fairfield Inn Marriott
- Girlfriend
- Hampton Inn (2)
- Hilton
- Holiday Inn (2)
- Hotel Skylar
- Jefferson Clinton
- Knights Inn (3)
- Maple Wood Inn (2)
- Microtel In Watertown
- Resort
- Springhill Suites (2)
- Super 8

Please select ALL the communities you have toured/visited while visiting Central New York in the last 2 years?

Other:

- Can't remember (2)
- Clyde
- Dewitt
- Drum Hill
- Fort Drum
- Jamesville
- Lake Placid
- Lyons
- Natural Bridge
- Newark
- Outlet mall
- Plattsburg
- Ski hills (toggensburg)
- Verona
- Waterloo (6)
- Watertown (11)

Now tell us on your most recent trip, what community was the PRIMARY destination for your visit to Central New York?

Other:

- Binghamton
- Dewitt
- Fayetteville
- Syracuse Airport
- Verona
- Waterloo (2)
- Watertown (3)

Check all activities you or a member of your travel party did while visiting Central New York.

Other:

- Car show (5)
- Funeral
- Lights on the lake
- Syracuse National (3)
- Visited some parks
- Zoo (2)

Did you visit any of these ATTRACTIONS in Onondaga County?

Please check ALL that you visited.

Other:

- Can't remember
- Shopping town mall
- Silver knights soccer team
- Waterloo outlets
- Zoo

If you visited Destiny USA while in Onondaga County, please answer the following question. Please check ALL that you visited.

Other:

- Busy Beez
- Can't remember the rides
- Cheesecake Factory (2)
- Climbing Canyon
- Ihop
- Jimmy Buffets Margaritaville (2)
- Mirror Maze (2)

What types of activities or experiences would appeal to you if offered in

Onondaga County?

Other:

- Cave tours
- Evening entertainment
- More museums & activity centers
- Nature tours
- Old mine tours

Did you SHOP at any of these major shopping areas while in Central NY.

Other:

- Black and decker
- Box stores
- Christmas tree (2)
- Costco
- Erie blvd east
- Fayetteville
- Harley davidson
- Hobby lobby
- Joann
- Kmart
- Kohl's (4)
- Lowes
- New york bride
- Sam's club
- Shopping town mall (3)
- Syracuse nationals vendors
- Target (3)
- Tj maxx
- Walmart (3)
- Waterloo outlets (12)

Check ALL packaged tours you participated in.

Other:

- Shopping tour from state park during car show
- Walking by myself

Check ALL outdoor activities you participated in.

Other:

- Camping
- Car show (2)
- Golf (2)
- Outdoor Picnic
- State park on Lake Ontario
- Walked around near Pulaski park

What is your occupation?

Other:

- Assistant
- Customer service
- Engineer
- Kitchen manager at a daycare
- Legal assistant
- Non profit
- Police
- Professional accountant
- Retail Management
- Retired
- Social worker
- Student
- Training Professional
- Volunteer
- Warehouse Worker

Please tell us how we can improve your visitor experience?

- Activities (6)
- Advertise more
- Canada Deals (16)
- Costs/Deals (22)
- Easier access to liquor stores
- Email (2)
- Food variety (4)
- Have the Blues festival the same weekend as the Syracuse Nationals
- Homelessness and poverty in downtown Syracuse was disturbing
- Hotel quality (10)
- Keep up with your friendly, helpful attitudes toward visitors, as well as each other
- Maps
- More police presence
- Most hotels are dated and far from mall and nightlife
- None (21)
- Open mall for longer hours (2)
- Parking
- Promotions on birthday
- Roads safer (3)
- Shopping variety (5)
- Signs increase (9)
- Transit
- Visitor help increase (5)
- Walking tour of Syracuse

What words would you use to describe Central New York?

Positive

- Accessible (6)
- Accommodating (5)
- Adequate
- Adventurous (2)
- Affordable (6)
- Amazing (3)
- Awesome (5)
- Beautiful (18)
- Beer/Wine
- Black Friday
- Bountiful
- Car show (2)
- Clean (2)
- Close (6)
- Cold (2)
- College
- Comfortable
- Cool
- Cultural
- Delightful
- Destiny USA
- Developing (2)
- Different
- Dinosaur BBQ
- Diverse (4)
- Energetic (2)
- Enjoyable (4)
- Entertaining (4)
- Exciting (4)
- Extremely courteous
- Family Friendly
- Food (8)
- Friendly (27)
- Fun (15)
- Gorges
- Great (3)
- Helpful (2)
- Hiking
- Improvement
- Improving
- Interesting (5)
- Kind
- Lots to do (8)
- Lovely (4)
- Modern
- Nature (3)
- Nice (7)
- Open air
- Orange!
- Panoramic
- Relaxing (4)
- Revisit (4)
- Good Roads (3)
- Rural
- Safe (2)
- Scenic (12)
- Good Shopping (19)
- Good Signs (2)
- Snowy
- Surprising
- Touristy
- Transit
- Unique
- Variety (7)
- Very cozy
- Vibrant
- Welcoming (8)
- Wonderful

What words would you use to describe Central New York?

Neutral or Negative

- Average
- Confusing
- Customer service clueless(I'm not being mean)
- Dirty
- Ghetto
- Loud
- Plain
- Poor (4)
- Rundown (2)

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

Other:

- Billboard
- College adviser
- destiny mall
- Doctor (2)
- East coast Nationals
- Facebook Pages
- Fair grounds
- Fodors.com
- Friends
- Horse shows
- Hospital visits
- Lived in CNY FOR 35 plus years
- New york state fair website (2)
- NYS DEC site for Montezuma Refuge
- Right Coast car show (2)
- Syracuse.com
- Waze

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

Other:

- Email from establishments I frequent
- None (2)
- Syracuse.com
- Waze

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

- College Trip
- Destiny Usa (5)
- Facebook
- Google (3)
- Google Maps
- Iphone
- Made Our Own Plans
- Mall's Website
- None (18)
- Ny Dec Site
- Nys Fair (2)
- Nys Fair Website (2)
- Right Coast Car Club
- Right Coast.Com
- Syracuse Nationals (3)
- Syracuse Zoo
- Weather.com

What was the total number of people in your travel party?

Other:

- 12
- 16 (2)
- 20

What PRIMARY mode of transportation did you use TO GET TO Central New York? If you flew, at which airport did you arrive?

- Hancock international (SYR)

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

Other:

- Appointments (4)
- Car Show
- Celebrate My Birthday
- Destiny USA (2)
- Billy Beez
- Duck Pond
- Gannon's Island
- Family Fun
- Mall (2)
- Real Estate
- Ropes Course At Destiny USA
- Shopping (2)
- State Fair (3)
- Syracuse Nationals (2)
- Visit Family (3)

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

Other:

- Before I moved to Clay, I visited from NJ about 3 times a year.
- Family and dr. Visits
- I live in Pulaski, NY
- No overnights (6)
- Varies

Please select ALL the communities you have toured/visited while visiting Central New York in the last 2 years?(Please choose ALL communities you visited)

Other:

- Brewerton/Oneida
- Clayton
- Destin Usa
- Elbridge
- Lake
- Old Forge
- Onondaga
- Sodus
- Syracuse
- Whiteface

Now tell us on your most recent trip, what community was the PRIMARY destination for your visit to Central New York? (Choose ONE)

Other:

- Destiny USA (2)
- Elbridge
- Ithaca (2)
- Jefferson
- Onondaga
- Oriskany
- State Fairgrounds

Check all activities you or a member of your travel party did while visiting Central New York. (Check ALL that apply)

Other:

- Billy beez
- Car Show
- Dino BBQ
- Doctor (2)
- Duck Pond
- State Fair
- The go-kart racing in Destiny USA
- Zoo (5)

Did you visit any of these ATTRACTIONS in Onondaga County? Please check ALL that you visited.

Other:

- Cazenovia
- Destiny Usa
- Dinisour Bbq (2)
- Doctors Office
- Franklin Square
- Preferred Power Sports
- Regional Market
- Route 20

Considering this visit to Onondaga County, please rate each of the following amenities on a 5 point scale where 1 is poor, 3 is average and 5 is excellent.

Other:

- Did not visit
- Signs to Destiny from the south are confusing

If you visited Destiny USA while in Onondaga County, please answer the following question. Please check ALL that you visited.

Other:

- Billy Beez (3)
- Cheese Cake Factory
- Hallmark
- Margaritaville (3)
- Mirror Maze
- Olde Wicker Mill
- Ropes Course (2)
- World Of Beer

What types of activities or experiences would appeal to you if offered in Onondaga County?

Other:

- Boutiques, and small shops
- History trail or other tour of historic places
- Snowmobiling
- You need a MAJOR resort hotel at Destiny USA. New downtown arena.

Check all activities you or a member of your travel party did while visiting Central New York.

Other:

- Dr. Visits
- Friends of the library book sale
- State fair
- Swimming

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

Other:

- Armory Square
- Route 11 in Cicero
- Tj maxx
- various quilt stores
- Wegmans (3)

Check ALL outdoor activities you participated in.

Other:

- Car shows
- Duck Pond
- Outdoor Concerts
- NYS Fair
- Outdoor Parks
- Outdoor waterside dining.
- Snow tubing
- Swimming
- Walking at Onondaga lake park
- Zoo

Did you visit a college or university? Please select ALL you visited.

- Cornell (2)
- Hamilton college

What is your occupation?

Other:

- Aquatics Director
- B&g webster schools
- Construction worker
- Content Editor for elearning group
- Daycare worker
- Homemaker
- Human Services
- I was a teacher for 35 years.
- Loss prevention.
- LTL
- Nonprofit worker
- OTR
- Personal Lines Insurance
- Retail (2)
- School bus driver
- Social work

What is your level of education?

Other:

- 2 college degrees
- Ba marketing
- Have not graduated high school yet

Please tell us how we can improve your visitor experience?

- Activities (8)
- Advertise
- Be small business friendlier
- Better cameras at destiny USA. Was the victim of a hit and run and cameras did not catch it.
- Cheaper prices (2)
- Clean up the city of syracuse
- Closer proximity hotels (2)
- Equine improvements @ Fair grounds ~
- Fix the roads (5)
- Flea market
- Improve state parks in Ithaca and watkins glen
- Improved local transit
- Lower sporting licenses
- Make destiny safer.
- More bathrooms at Destiny USA
- More gas stations
- More lodging
- More parking (9)
- More restaurants (7)
- More signage (13)
- More visitor info sites/kiosks (4)
- N/a (16)
- Nil (5)
- None (2)
- Preplanning help
- Provide more indoor ice skating facilities
- Redevelopment
- Sale promotions
- Shopping (3)
- Solvay- neighborhood surrounding the Fairgrounds is deplorable
- Taxes on clothes
- There has to be more development like township 5
- Time management help
- Traffic is insane
- Visitor center that is easy to get to
- Was only go to visit family
- We don't have a Mega Resort Hotel that is it's own attraction. I would put it at Destiny.
- We need a new arena to compete for concerts & sports. The War Memorial is 65 years old & too small.
- We need to fix the Everson, it's depressing.

What words would you use to describe Central New York? Positive

- Adventure (2)
- Affordable (3)
- Amazing (3)
- Awesome (2)
- Beautiful (33)
- Buildings
- Busy (4)
- Clean
- Close (3)
- Cold (3)
- College towns (3)
- Community (2)
- Cultural (3)
- Dairy farms
- Diverse (3)
- Easy to get around (5)
- Energetic (2)
- Entertaining (11)
- Exciting (4)
- Family friendly (2)
- Fast
- Food (5)
- Fresh
- Friendly (10)
- Fulfilling
- Fun (22)
- Good
- Good children's activities
- Good location
- Great (2)
- Green (2)
- Heart(of NY) of it all
- Historical (2)
- Homey
- If you can't find it, they do not make it
- Interesting (3)
- Laid back
- Lakes
- Nice (6)
- Outdoors (2)
- Quaint
- Relaxed
- Seasonal (5)
- Shopping (6)
- Some thing for everyone (2)
- Spacious
- Tolerant (Gay friendly, counter culture is alive, intelligent)
- Tourist destination
- Unique (3)
- Up and coming (4)
- Upbeat
- Valley's
- Variety (10)
- Vast (2)
- Vibrant
- Waterfalls
- Welcoming
- Wine

What words would you use to describe Central New York? Neutral or Negative

- As long as it is a short trip it's good
- Boring
- Brutal
- Cramped
- Dirty
- Expensive
- Needs more thing's to do
- Old

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

Other:

- Billboards in my city of Kingston Ontario!
- Curiosity with a map
- Drive through into another city
- Exit guide (hotels)
- Friends that reside in the Syracuse area
- I take trains out of Syracuse
- Milb/syracuse chiefs website
- Right coast car club web page
- Searched online
- Syracuse chiefs website
- Syracuse nationals
- Syracuse tourism website
- Trip advisor
- Will be married soon and moving to USA

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

Other:

- Choice hotels
- Mapquest

Regarding your LEISURE trip to Central New York, what was the SPECIFIC purpose for your trip?(Check ONLY one)

Other:

- Car shows (3)
- March break fun for our family
- Shopping (2)
- To visit Destiny USA



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

Other:

- Booking.com
- Cnycentral.com
- Destiny USA site (2)
- Expedia
- Google
- Malls, specific shopping sites
- Maps.google.com
- Mom blogs
- None (3)
- Oneida website
- Online search for a special store
- Syracuse nationals
- Trip advisor (3)
- www.hotels.com
- Www.milb.com/Syracuse chiefs

What was the total number of people in your travel party?

Other:

- 10 (2)

Please select ALL the communities you have toured/visited while visiting Central New York in the last 2 years.

Other:

- Cranberry Lake
- Ogdensburg
- Waterloo (2)
- Watertown (6)

Now tell us on your most recent trip, what community was the PRIMARY destination for your visit to Central New York?

Other:

- Buffalo
- Nyc
- Rochester
- Vestal
- Watertown (5)

Check all activities you or a member of your travel party did while visiting Central New York.

Other:

- Activities at Destiny USA
- Go carts
- Taking train out of Syracuse

If you visited Destiny USA while in Onondaga County, please answer the following question. Please check ALL that you visited.

Other:

- Cant remember the rest
- Mirror maze
- The carousel
- Wegman

Did you SHOP at any of these major shopping areas while in Central New York?

Other:

- Salmon run mall
- They were small shops.
- Trader joes
- Waterloo outlets

Check ALL outdoor activities you participated in.

Other:

- Car shows
- No

Did you visit a college or university? Please select ALL you visited.

- Cornell
- No
- Rochester

What is your occupation?

Other:

- Employment counselor
- Outside worker
- Retail
- Retired (2)

What is your level of education?

Other:

- University degree

Please tell us how we can improve your visitor experience?

- Activities (6)
- Advertise
- Apps for mobile device
- Better hotel options
- Breast feeding area at Destiny USA (or helpful staff)
- Canadian incentives (10)
- Car shows
- Clean (2)
- Contests/Deals (3)
- Do you have an online email of activities by month?
- Flight deals from Syracuse to western states like North Dakota
- Food (5)
- Have bus routes and schedules at hotels
- I wish there weren't so miles between where i live & where you are.
- Maps
- More atm machines
- More elevators
- More transit
- None (8)
- Shopping (3)
- Signs (3)
- Something to entice us to stay overnight more
- Virtual Visitor info centers (2)
- Welcome Center

What words would you use to describe Central New York?

Positive

- Amazing
- Appropriately priced (3)
- Attractive
- Awesome (2)
- Beautiful (15)
- Bustling
- Busy
- Clean (6)
- Easy to access (6)
- Comfortable (4)
- Culinary experience
- Day trip from Canada
- Developing
- Different
- Diverse (3)
- Excellent (2)
- Exciting
- Family fun
- Finger lakes
- Food (3)
- Friendly (13)
- Full of things to discover
- Fun (5)

Neutral or Negative

- Great place to visit
- Great service
- Great sports (2)
- Historic (3)
- Industrial
- Interesting
- Intimate
- Laid-back
- Nice (3)
- Outdoors
- Peaceful (3)
- Perfect experience
- Quite nice
- Relaxing (2)
- Sense of community
- Shopping (6)
- Simple
- Shopping 96)
- Surprising
- The undiscovered counties
- Welcoming (3)
- Old (2)
- Some sketchy neighborhoods
- Traffic

Please tell us how many years you have lived and worked in Central New York:(Enter your response as a numeric number; i.e. five years enter as "5")

- | | | |
|-----------|-----------|-----------|
| • 0 (10) | • 28 (34) | • 56 (12) |
| • 1 (60) | • 29 (34) | • 57 (23) |
| • 2 (35) | • 30 (71) | • 58 (18) |
| • 3 (25) | • 31 (15) | • 59 (14) |
| • 4 (27) | • 32 (34) | • 60 (33) |
| • 5 (29) | • 33 (32) | • 61 (10) |
| • 6 (30) | • 34 (32) | • 62 (13) |
| • 7 (30) | • 35 (56) | • 63 (11) |
| • 8 (26) | • 36 (25) | • 64 (8) |
| • 9 (12) | • 37 (21) | • 65 (18) |
| • 10 (25) | • 38 (19) | • 66 (9) |
| • 11 (19) | • 39 (12) | • 67 (6) |
| • 12 (16) | • 40 (55) | • 68 (6) |
| • 13 (24) | • 41 (19) | • 69 (2) |
| • 14 (24) | • 42 (24) | • 70 (10) |
| • 15 (34) | • 43 (33) | • 71 (3) |
| • 16 (33) | • 44 (21) | • 73 |
| • 17 (30) | • 45 (40) | • 74 (4) |
| • 18 (38) | • 46 (22) | • 75 (4) |
| • 19 (34) | • 47 (23) | • 76 (2) |
| • 20 (56) | • 48 (19) | • 77 (2) |
| • 21 (30) | • 49 (17) | • 80 |
| • 22 (34) | • 50 (47) | • 81 |
| • 23 (35) | • 51 (23) | • 85 |
| • 24 (26) | • 52 (23) | • 87 |
| • 25 (70) | • 53 (15) | |
| • 26 (31) | • 54 (18) | |
| • 27 (31) | • 55 (20) | |

What words would you use to describe Central New York to others?

Positive

- | | | |
|-------------------------------|--------------------------|--------------------------------------|
| • 4 seasons (41) | • Community (10) | • Good (3) |
| • A breath of fresh air | • Country (21) | • Great (5) |
| • Accessible (38) | • Cozy | • Great parks |
| • Active | • Crazy (4) | • Heart of ny |
| • Adaptable | • Delightful (2) | • Hip |
| • Adventurous (4) | • Different | • Historic (18) |
| • Affordable (20) | • Diverse (59) | • Home (60) |
| • All 4 seasons (144) | • Down to earth | • Huge |
| • Always something to do (46) | • Dry (2) | • Interesting (12) |
| • Amazing (8) | • Durable | • Isolated |
| • Apple fest | • Earthy | • Laid back (4) |
| • Awesome (11) | • Educated | • Lakes (27) |
| • Beautiful (301) | • Energetic | • Liberal state with poor government |
| • Beautiful every season (19) | • Enjoyable (2) | • Lively (2) |
| • Best kept secret | • Enriching | • Lovely (7) |
| • Big (13) | • Excellent (6) | • Low key |
| • Blue collar | • Exciting (15) | • Low stress |
| • Business oriented | • Familiar | • Medium sized |
| • Busy (17) | • Family (24) | • Middle america |
| • Calm (3) | • Fantastic | • Mix of city and country |
| • Central | • Far west | • Moderate temperatures |
| • Charming (2) | • Festivals | • Mostly good people |
| • City | • Filled with cute towns | • Nature (18) |
| • Classy | • Food (6) | • Nice (17) |
| • Clean (3) | • Fresh air | • No place in the world like it |
| • Cold (160) | • Friendly (56) | • Normal |
| • College town | • Fun (58) | • Nostalgic |
| • Colorful (29) | • Gateway | • Not busy (2) |
| • Comfortable (12) | • Golf | • Nys fair (4) |

What words would you use to describe Central New York to others?

Positive (continued)

- One of a kind
- Outdoorsy (8)
- Outgoing
- Peaceful (20)
- Perfect (2)
- Picturesque (7)
- Pleasant (22)
- Proud
- Provincial
- Quaint (3)
- Quiet (18)
- Refreshing (2)
- Relaxing (5)
- Respectful
- Retro (2)
- Rolling hills (7)
- Safe (4)
- Scenery (83)
- Self-contained
- Shopping (6)
- Simple (2)
- Small (21)
- Space
- Special
- Spectacular (3)
- Sports oriented (5)
- Su basketball (3)
- Sunset (2)
- Surprising (2)
- Syracuse university
- The crossroads of central new york
- The heart of new york
- Touristy
- Underrated (3)
- Undiscovered
- Unique (14)
- Up beat
- Upcoming (22)
- Upstate (8)
- Urban (4)
- Varied (13)
- Wealthy
- Welcoming (7)
- Wine (4)
- Winter (98)
- Wonderful (4)
- Worn out
- You can be a big fish in a medium pond

What words would you use to describe Central New York to others?

Neutral or Negative

- A joke
- Bad weather
- Bi-polar weather (7)
- Boring (23)
- Challenged
- Cloudy (9)
- Expensive (7)
- Economically depressed (2)
- Drunk
- Dirty (8)
- Depressing (4)
- Crowded (3)
- Dark
- Ghetto
- Greedy
- Loud
- Nasty
- Nobody cares about it
- Not bad (2)
- Not nyc
- Old (2)
- Poor (2)
- Potholes
- Rainy
- Struggle (2)
- Taxes (6)
- The other new york
- Unpredictable (3)
- Unwelcoming

Please list the top activities you participate in while in Cayuga County.

- Alumnus of Cornell U
- Antique shopping (4)
- Attending an Amish auction
- ATV riding
- Auto Racing (3)
- Biking (12)
- Bird watching (5)
- Boating (17)
- Buy Car
- Camping (20)
- Car show (3)
- Cayuga County Fair
- Cayuga Lake
- Church
- Cigarettes
- College (2)
- Concert (5)
- Conference
- Craft project
- Cultural events (2)
- Dance event
- Date nights
- Day trip (3)
- Destiny
- Dining (89)
- Drive by
- Emerson park
- Entrepreneurship
- Events (5)
- Exploring the area
- Fair (2)
- Family (29)
- Farmers market (2)
- Farms
- Festivals (8)
- Fillmore Glen State Park
- Fishing (26)
- Friends (15)
- Gambling (2)
- Great Race (2)
- Hangar Theater
- Hiking (69)
- Historic (9)
- Hotel
- Hunting (8)
- I am an attorney and go to courts
- IDK (3)
- Ithaca (4)
- Kayaking (7)
- Lakes (6)
- Live theater
- Mackenzie Child's Barn (5)
- Merry Go Round Playhouse (16)
- Motorcycling (4)
- Museum (16)
- Musical theatre (2)
- N/A (48)
- Outdoor activities (15)
- Overnight (2)
- Parks (8)
- Party
- Racing (2)
- Recreation (3)
- Relaxation
- Scenery (4)
- School (3)
- Science center
- Seward House (2)
- Shopping (114)
- Sightseeing (9)
- Skiing (8)
- Sporting event (33)
- State park (4)
- Sterling Renaissance Festival (3)
- Summer Camp
- Swimming (4)
- Tattoo
- Theater (18)
- Tomato Festival
- Tourism (5)
- Trails
- Train watching
- Travel
- Vacation
- Water parks
- Waterfalls
- Wedding (2)
- Wine (283)
- Winter sports (5)
- Work (12)
- X-Country skiing
- Youth hockey (2)

Please list the top activities you participate in while in Cortland County.

- A&W (2)
- Antiques (3)
- Apple fest (18)
- Armory square
- Athletic event (61)
- Auto racing
- Beading
- Beer (11)
- Biking (5)
- Bob'a bbq
- Business (3)
- Camping (28)
- Canoeing (7)
- Car show (3)
- Cartland College
- Chemistry conferences
- Cliff jumping
- College (14)
- Concert (6)
- Cornell Birding courses homeschool
- Corning glass
- Cortland Pumpkinfest
- Cortland Rep Theater (12)
- Countryside visiting
- Cycling (2)
- Dance event (2)
- Day trips (2)
- Deruyter fair
- Dining (85)
- Doctor visits
- Don't visit
- Drive by (7)
- Drugs
- Educational event (2)
- Empire games
- Entrepreneurship
- Equine outdoor rec
- Events (3)
- Fair
- Family (39)
- Festival (11)
- Fishing (18)
- Friends (4)
- Garden Club
- Girl scout camp
- Greek Peak (10)
- Hiking (73)
- History
- History (10)
- Hockey (10)
- Horseback riding (3)
- Hunting (3)
- I am an attorney and go to courts
- Ithaca (7)
- Jets (7)
- Kayaking (5)
- Maple Fest (3)
- Meetings
- Mini golf (2)
- Motorcycling (3)
- Movies
- Museum (13)
- Music Festivals (2)
- N/A (13)
- Nature (2)
- None (39)
- NYS Bowling event
- Outdoor (23)
- Parks (5)
- Party
- Photography
- Plays (2)
- Pools
- Pumpkin fest
- Purity ice Cream
- Quilt shops
- Racing
- Recreation (12)
- Reptile event
- Rest
- Scenery (3)
- School
- School (4)
- Shopping (52)
- Sightseeing (8)
- Skiing (84)
- Snow tubing
- Snowboarding (13)
- Snowmobiling (2)
- Song Mountain (2)
- State park (2)
- Summer theater (2)
- Sunday drive (2)
- SUNY Cortland (6)
- Theater (13)
- Travel (2)
- T-shirts at dark horse
- Tubing
- Visiting (6)
- Walking (3)
- Walmart
- Water park (11)
- Wedding (3)
- Wine (14)
- Winter sports (5)
- Work (13)
- Youth hockey (2)

Please list the top activities you participate in while in Madison County.

- Antique (31)
- Art (3)
- Athletic event (30)
- Auto racing (2)
- Bar hopping
- Beaches
- Beer (2)
- Bicycling (11)
- Bird-watching
- Blueberry picking
- Boating (5)
- Boilermaker
- Bouckville (3)
- Bought car here
- Bowling
- Brewster inn
- Camping (12)
- Canastota canal museum
- Car shows (2)
- Casino (13)
- Cazenovia college (3)
- Chittenango Falls (4)
- Christmas tree
- Church
- Colgate University (2)
- College (6)
- Community activities
- Concerts (4)
- Craft
- Critz farms (3)
- Cultural activities (2)
- Day trips (4)
- Dentist
- Deruyter lake
- Dining (98)
- Don't recall (3)
- Drive by
- Entrepreneurship
- Equine (9)
- event
- Event (5)
- Family (29)
- Farm (7)
- Festivals (10)
- Fishing (23)
- Football games
- Friends (15)
- Gambling (7)
- Gaming
- Genealogical research
- Geocaching
- Golf (9)
- Greyrock farm
- Haven't been
- Hayrides
- Highland forest
- Hiking (59)
- History (19)
- Hops festival
- Hunting (3)
- I am an attorney and go to courts in this county
- Jets training camp
- Kayaking (3)
- Lakes
- Linklaen house strolling in caz
- Looking around
- Madison county fair
- Medical (2)
- Meeting friends
- Mostly driving through to nh
- Motorcycling (2)
- Movies
- Museum (17)
- Music with rochester oratorio
- N/A (16)
- Nature (3)
- Nothing (43)
- Off road
- Oneida lake (2)
- Oneida mansion
- Outdoor recreation (31)
- Parade
- Park (4)
- Petting zoo
- Photography (2)
- Pool
- Pumpkin picking (2)
- Racing
- Recreation (8)
- Retreat
- Running
- Sailing
- School (2)
- Shopping (42)
- Sightseeing (7)
- Skiing (7)
- Sledding
- Snow boarding
- Snowmobiling (4)
- Spa
- State parks
- Stone quarry (2)
- Summer camp (2)
- Sunday drives
- Sylvan beach
- Syracuse basketball
- Theater
- Thrift stores
- Town of pompey swim program
- Train watching
- Travel (3)
- Turning stone (6)
- Vacation home
- Vernon downs
- Visit Cazenovia
- Visiting (2)
- Visiting Amish store
- Visiting Cazenovia (2)
- Volunteer
- Walking
- War sights
- Waterfalls
- Wine (17)
- Work (14)
- Ye ole landmark tavern
- Zoo

Please list the top activities you participate in while in Oswego County.

- Antiques and History
- Apple festival (5)
- Art gallery
- Athletic event (71)
- Auto racing (4)
- Balloon Fest
- Beaches (10)
- Beer (2)
- Biking (11)
- Bird-watching (2)
- Boating (17)
- Camping (37)
- Canal meeting
- Canoeing (5)
- Car show
- Carousel mall
- Cemetery
- Checking out the state parks
- Church (2)
- Concert (6)
- County Fair
- Day trip (4)
- Dining (99)
- Don't visit
- Drugs
- Equine (4)
- Event (15)
- Everything
- Fair
- Family (29)
- Farm
- Father-in-Law's band's concert
- Festival (44)
- Fishing (50)
- Fitness
- Fort Ontario (4)
- Friends (14)
- Gambling
- Gardening
- Geocaching
- Going to Rudy's
- Grad school
- Green lakes
- Greenhouses
- Grew up in Oswego county
- Harbor fest (50)
- Haven't been
- High School Theatre
- Hiking (46)
- History (15)
- Hunting (4)
- I am an attorney and visit courts in this county frequently
- Kayaking (7)
- Lake (23)
- Lake Ontario
- Lectures
- Massage
- Medical reasons
- Meetup.com events
- Motorcycling (3)
- Mountain Biking (2)
- Museum (2)
- Music (11)
- N/A (40)
- Nature
- Oswego fest (4)
- Outdoors (35)
- Parades (2)
- Parks (8)
- Photography (3)
- Pleasure (3)
- Pop warner
- Racing (3)
- Recreation (7)
- Renaissance Festival (2)
- Roller derby
- Rudy's (7)
- Running (3)
- Sail boating
- Salmon river falls
- School (13)
- Shopping (38)
- Sightseeing (13)
- Snowboarding (2)
- Snowmobiling (11)
- SUNY Oswego (3)
- Syracuse law school
- Theater (2)
- Travel (3)
- Vacation home
- Video production
- Visit (4)
- Visit the harbor
- Walking (6)
- Watch the races at the oswego speedway
- Water (3)
- Waterfowl hunting and fishing
- Wedding (2)
- Wine
- Winter activities
- Work (16)
- Yogi Bear's Jellystone Park

Please tell us the TOTAL number of overnight guests you hosted in your home last year? (Count each guest, each time they visit. i.e. Uncle Bob came on three separate visits = 3 guests)

- | | | |
|------------|------------|-----------|
| • 0 (366) | • 29 | • 125 |
| • 1 (63) | • 30 (22) | • 135 |
| • 3 (143) | • 31 | • 170 |
| • 4 (131) | • 32 | • 200 (3) |
| • 5 (157) | • 35 (8) | • 215 |
| • 6 (100) | • 36 (4) | • 300 |
| • 7 (44) | • 37 (2) | • 333 |
| • 8 (67) | • 38 (2) | • 475 |
| • 9 (21) | • 40 (22) | • 1000 |
| • 10 (141) | • 42 (2) | |
| • 11 (4) | • 45 (6) | |
| • 12 (53) | • 47 | |
| • 13 (7) | • 50 (30) | |
| • 14 (12) | • 52 | |
| • 15 (68) | • 55 | |
| • 16 | • 56 | |
| • 17 (2) | • 60 (3) | |
| • 18 (7) | • 67 | |
| • 19 | • 70 | |
| • 20 (90) | • 75 (4) | |
| • 21 (3) | • 80 | |
| • 22 (8) | • 86 | |
| • 23 (7) | • 87 | |
| • 24 (6) | • 90 (2) | |
| • 25 (54) | • 96 | |
| • 26 (4) | • 97 | |
| • 27 (6) | • 100 (12) | |
| • 28 | • 122 | |

Please check all activities your friends, family or business guests did while visiting you.

Other:

- | | | |
|-----------------------------------|--------------------------------|------------|
| • Amish country | • Haunted houses | • Wegmans |
| • Amusement park | • Hung out around the house | • Yoga |
| • Atv riding | • Indoor water park (3) | • Zoo (15) |
| • Beaches | • Kid-friendly activities | • Zumba |
| • Biking! | • Lights in the lake | |
| • Birthday party (2) | • Live entertainment | |
| • Bowling | • Many things | |
| • Bridal shower | • Medical (5) | |
| • Camping | • Microbreweries | |
| • Casual | • Mirabeau spa and restaurant | |
| • Charity fundraising event | • Movies | |
| • Children's camp | • Museum (3) | |
| • Church (3) | • Nightclub & bar | |
| • City walking/exploring (5) | • Ny state fair (2) | |
| • Clubs | • Ordered pizza, visited parks | |
| • Concert in albany | • Parks (4) | |
| • Country hopping | • party | |
| • Crafting | • Picnic (2) | |
| • Dance | • Play | |
| • Dave and busters | • Played soccer (2) | |
| • Destiny (4) | • Sleeping | |
| • Did not have guests (57) | • Sport playing (2) | |
| • Dog agility | • State fair (2) | |
| • Festival | • State parks (2) | |
| • Financial planning | • Swimming (2) | |
| • Four wheeling | • Syracuse basketball | |
| • Funeral (3) | • Syracuse elks lodge #1104 | |
| • Grandchildren had friends visit | • Volunteer work | |

Did you visit any of these ATTRACTIONS in Onondaga County with friends, family or business guests while they were visiting you?

Other:

- Anyela's winery
- Apple picking at navarino orchards
- Appleseed production
- Auburn playhouse-lake
- Baker high school for their musical
- Baldwinsville waterfront
- Baltimore woods nature center
- Barnes-hiscock mansion
- Beak & skiff (3)
- Beaks & giff apple orchard
- Beaver lake (8)
- Boukeville antique show
- Brewster inn
- Camillus canal park (2)
- Camping
- Canal walk
- Cayuga lake (2)
- Cazenovia lake
- Celtic fest, pride fest
- Chittenango falls (2)
- Church
- Cicero stone arabia school museum
- Clark reservation
- Clinton square
- Concert
- Cornell
- Destiny (3)
- Dinosaur bbq (4)
- Disney on ice
- Downtown summer craft fair
- Erie canalway
- Fair
- Farmers market (3)
- Finger lakes wineries (2)
- Fishing in Pulaski (2)
- Golf
- Grandchildren had friends visit
- Great bear (2)
- Greek peak (5)
- Hafner's greenhouse, heid's, national grid bldg.
- Hanover square
- Heidi's
- High school football game (cns)
- Hiking
- Historic railway museums and musical museum
- Ithaca (2)
- Jamesville beach (2)
- Jcc exccercise classes
- Lab ski area (3)
- Lake Ontario (2)
- Lights on the lake
- Local restaurants (strong hearts, sparky town)
- Mackenzie child's barn sale
- Maple farms
- Marcellus (2)
- Merry go round theater (2)
- Model railroad operations
- Movies

Did you visit any of these ATTRACTIONS in Onondaga County with friends, family or business guests while they were visiting you?

Other:

- Music in Levenworth park
- N/a (12)
- Northeast community center
- Northern pines golf
- Oakwood cemetery
- Oneida community mansion house
- Onondaga park (3)
- Open hand theater and Syracuse parks (Thornden)
- Orchards
- Owasco lake (2)
- Play the game read the story, spaghetti warehouse
- Pratts falls
- Redhouse
- Regional market (2)
- Restaurants (2)
- Rose garden
- Scottish games
- Seneca wine country
- Shopping town mall (3)
- Skaneateles (3)
- State tower building
- SUNY Cortland (3)
- Sweet Inspirations Saturday Classic Car Cruise-In, Fulton
- Syracuse Chiefs game
- The Central New York Playhouse
- Thornden park
- Tappan hill (2)
- Trail walks Skaneateles
- Tug Hill area for cross-country skiing
- Turning stone (2)
- Urban video project, light work, su art galleries
- Webster duck pond in the valley
- Wegmans
- Wine (3)
- Wonder works
- Zoo

What types of activities or experiences would appeal to you if offered in Onondaga County?

Other:

- 24/7 sports arena
- A retail store that carried only local food/items.
- Airsoft field
- American girl
- Anthromorphic creature/ "furry" convention
- Antiquing (4)
- Aquarium (4)
- Art (7)
- Atv riding
- Ballet
- Basketball
- Better bookstores. Yoga studios, more art. More variety in spoken word, music and theater
- Better pedestrian access to downtown
- Biathlon range
- Big outdoor concert that is used on regular basis
- Bike paths (6)
- Bird watching the eagles
- Broadway shows
- Camping (4)
- Casino (3)
- Chatauqua like activities
- Child friendly (7)
- Comedy clubs
- Concert venue (13)
- Conservatory
- Conventions
- Crafts
- Cross country skiing and ice skating

What types of activities or experiences would appeal to you if offered in Onondaga County?

- Cultural (2)
- Dance (2)
- Dining (4)
- Drag racing (2)
- Drive in theater
- Educational
- Facilities for flea markets/antique shows
- family centered activities
- Fishing (2)
- Galleries (2)
- Gardening
- Golf (2)
- Gyms
- High ropes course
- Hiking (5)
- Historical sites (5)
- Home
- Horseback riding
- Indoor theme park for winter
- Intriguing tours
- Large beach area
- Live music (10)
- Metro trail system
- Mountain biking (2)
- Museums (4)
- Nascar racing (2)
- Night life (2)
- Opera
- Outdoor concerts
- Outdoor craft fairs
- Outdoor parks
- Perry clubs
- Pet centers
- Professional sports teams (3)
- Reunions
- Roller derby
- Ropes courses
- Safe and vibrant neighborhoods
- salty dogs
- Shopping
- Smoother city roads
- Sonic drive in
- Splash pad (2)
- Sport participation, cultural activities
- Star gazing - need a better planetarium
- state fairgrounds improvements (2)
- Street rod cruises
- Symphony & more theatre
- Theatres (2)
- Town pool
- Training centers for all different hobbies
- vegan restaurants
- Walking
- Water taxis
- waterfront in liverpool with good dining options
- Whole foods store
- Winery
- Year round inside farmers market (cleveland has an excellent example)
- Zoo improvements (3)

When hosting out-of-town guests, what other New York communities do you typically visit?

- Adirondacks (3)
- Albany (2)
- Auburn (2)
- Aurora (2)
- Baldwinsville
- Bouckville
- Buffalo (3)
- Cape Vincent
- Casino (2)
- Cazenovia (8)
- Chittenango Falls
- Clayton (2)
- Croghan
- Darien Lake
- Darwin Martin
- Destiny
- Did Not Host Guests (8)
- Dutchess County
- Ellicottville
- Elmira
- Erie Canalway
- Fairhaven
- Finger Lakes (2)
- Fort Rickey
- Geneseo
- Hamilton Ny
- Herkimer
- Hudson
- Ithaca
- Keuka Lake Wineries (2)
- Kingston
- Labrador Mountain
- Lake Ontario (2)
- Lake Placid
- Letchworth State Park
- Liverpool (2)
- Local (4)
- Madison
- Messina (2)
- New York (9)
- None (48)
- Onadaga
- Oneida Turning Stone
- Oneonta
- Oswego (3)
- Potsdam.
- Pulaski
- Red Creek
- Redfield
- Sackets Harbor (2)
- Sandy Creek (2)
- Saranac Lake (3)
- Saratoga Springs
- Sherrill - Ebenezer's Cafe
- Skaneateles (7)
- St. Lawrence County
- Stoning Stone
- Suburbs Of Syracuse
- Summer Home On The Tug Hill
- Sylvan Beach (3)
- Syracuse (3)
- Tonawanda
- Tug Hill Area (2)
- Verona (4)
- Westchester County
- Western New York-
- Westfield
- Wineries (3)

What is your occupation?

Other:

- 911
- Advisor
- Airline Employee
- Alarm Monitor Specialist
- Analyst
- And Teacher
- Architect (3)
- Arts/Entertainment
- Assistant Coordinator
- Auto Glass Installation
- Babysitter
- Barista
- Behavior Specialist In Elementary School
- Business Owner
- Case Manager/ Human Services
- Cashier (3)
- Childcare
- Client Manager
- Consultant
- Contractor
- Convenience Store Management
- Cook (4)
- Courier
- Culinary
- Customer Service (6)
- Delivery
- Dental Hygienist
- Digital Marketing
- Disabled (8)
- Dj
- Donut Fryer
- Education (2)
- Employed
- Engineer
- Event Planner
- Facilities
- Fast Food (7)
- Financial Advisor
- Firefighter (2)
- Flight Nurse
- Fool
- Full Time Student At Buffalo State
- Gas Mechanic
- Graphic Artist
- Grocery Store (2)
- Hair Stylist (5)
- Higher Education Professional (2)
- Home Improvements
- Homeschool Teacher/Mom
- Hostess (2)
- Human Services (6)
- Husband Attorney
- I Work At Destiny Mall USA.
- Insurance (4)
- Integrated Pest Management Scout
- International Consulting
- Librarian
- Licensed Massage Therapist
- Live Video Production.
- Logistics
- Management And Hairstylist
- Marketing (6)
- Media (3)
- Medical (4)
- Model And Hobby Retail Sales
- Motivational Keynote Speaker/Author
- Musician (2)
- News
- Nonprofit (8)
- Nuclear (2)
- Nuclear Security
- Nurse
- Office Manager
- Own 2 Companies
- Parking
- Physician
- Promotional Sales
- Public Relations
- Research Engineer
- Restaurant (3)
- Retail (19)
- Retired (9)
- Sales Retail (2)
- Science (2)
- Security
- Selector

What is your occupation?

Other:

- Server (2)
- Shadow Operations Security Enforcement
- Social Work (7)
- Stay At Home Parent (2)
- Steam Plant
- Store Sales Manager
- Student At ITT
- Student Support Services
- Stylist
- Supervisor (2)
- Teacher
- Teacher Assistant (2)
- Technician
- Tour Boat Operator
- Transportation (3)
- Truck Driver
- U.S Veterans
- Utility Company Cust Service
- Volunteer-Oha
- Warehouse
- Wegmans Employee
- Work Office
- Writer (3)

What is your level of education?

Other:

- AAS degree plus additional course work towards a BA
- Aas it
- Also trade school for cosmetology graduate
- Attending college
- Autodidactic
- Boces
- Business school
- Certificate / vocational school
- Computer training
- Enrolled in High School (9)
- In nursing school
- Fictional writing course, Fashion Institute of Technology and Airline Training
- Ged (3)
- Graduate in 2017
- I have 1 year left for an associate degree
- I'm boces grad
- Life
- Middle school
- Peds degree
- Ph.D. (2)
- Still attending
- Still in college
- Tech school certification
- Technical
- Vocational training (2)
- With a lil bit of college training

Strategy Going Forward

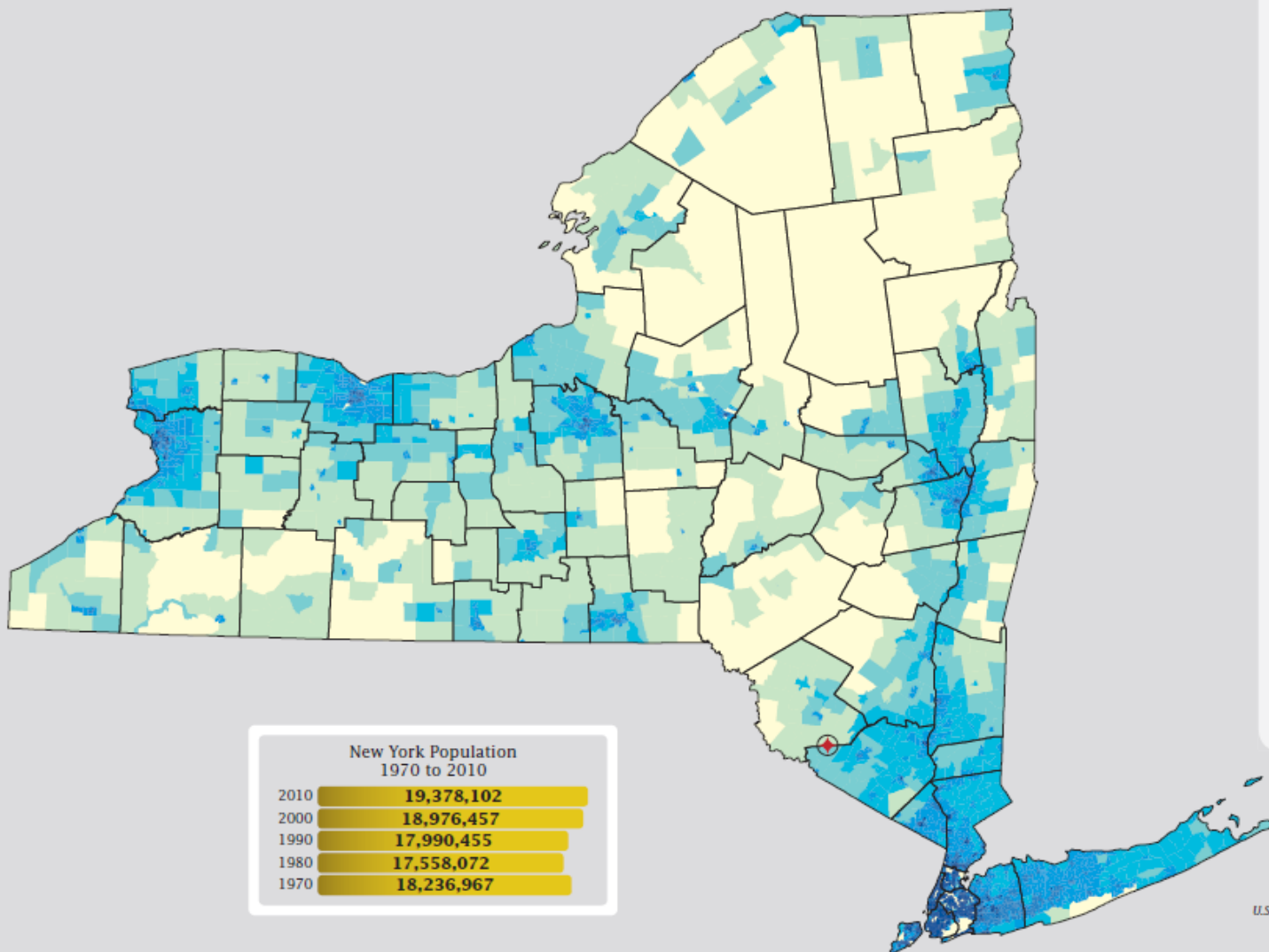
- **Diverse region of 5 counties, each unique, spending on the rise**
- **Most travelers within upstate New York region have visited**
- **Best demo - ages 30 – 65, couples, educated**
- **3 night typical stay**
- **Spending: Overnight \$1,000, Daytrip \$400**
- **Web/digital marketing is key – local, regional state sites**
- **TripAdvisor, Facebook, Mobile apps, Yelp, YouTube, Blogs, Pinterest**
- **Canadians come to shop at Destiny & eat & site-seeing**
- **USA comes for unique experiences – dining, shopping, site seeing & outdoor**
- **Over ½ book within 30 days**
- **Summer, Fall, Spring, Winter**
- **Need to improve wayfinding, unique shopping, evening entertainment**

Neighboring Counties & Residents

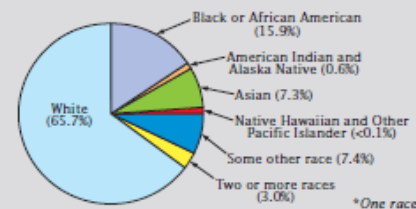
- **45% spend the night at least 1x a year**
- **Most are daytrippers at least 1x a month**
- **Travel party is same as visitors**
- **Shopping & dining are most popular**

2010 Census: New York Profile

Population Density by Census Tract

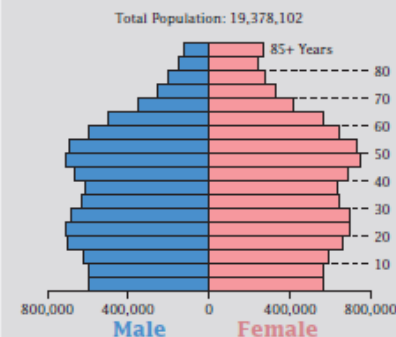


State Race* Breakdown

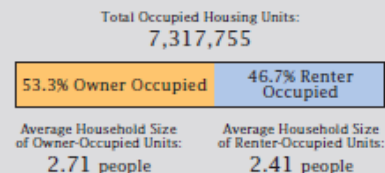


Hispanic or Latino (of any race) makes up 17.6% of the state population.

Population by Sex and Age

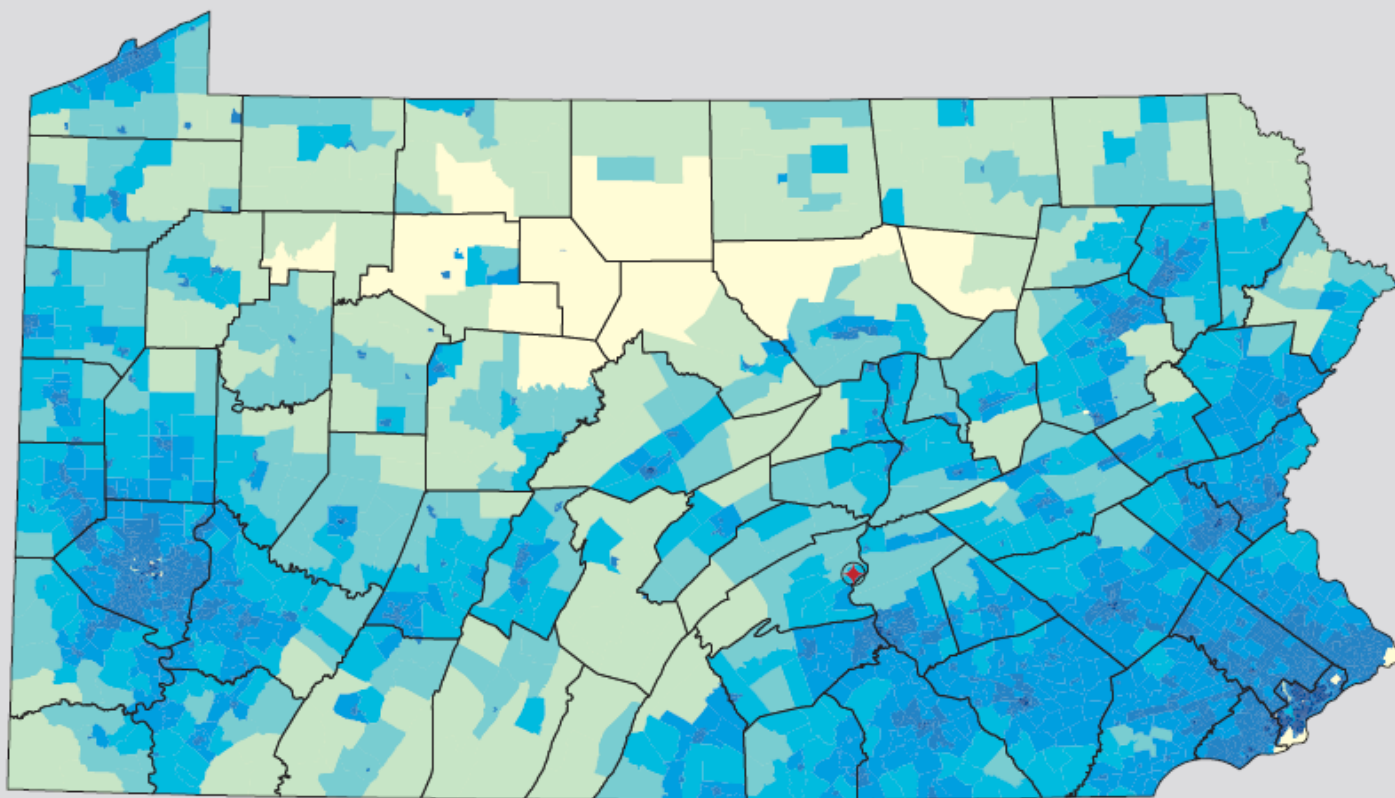


Housing Tenure

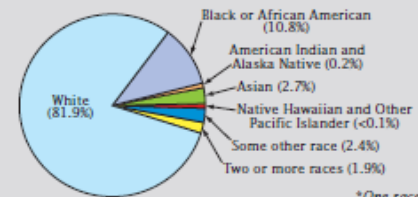


2010 Census: Pennsylvania Profile

Population Density by Census Tract



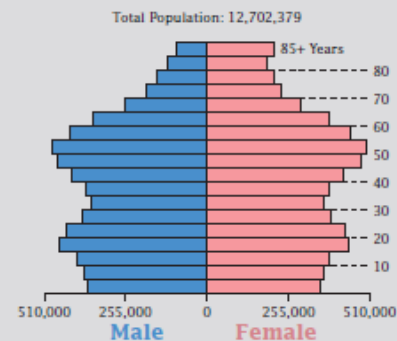
State Race* Breakdown



*One race

Hispanic or Latino (of any race)
makes up 5.7% of the state population.

Population by Sex and Age



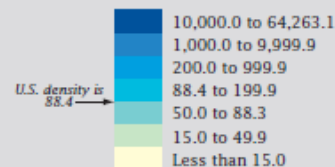
Housing Tenure

Total Occupied Housing Units:
5,018,904

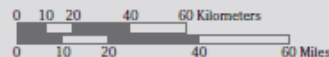
69.6% Owner Occupied 30.4% Renter Occupied

Average Household Size of Owner-Occupied Units: 2.57 people
Average Household Size of Renter-Occupied Units: 2.16 people

People per Square Mile by Census Tract



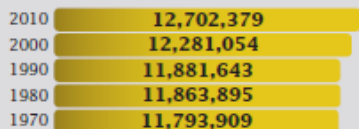
U.S. density is 88.4



County Boundary

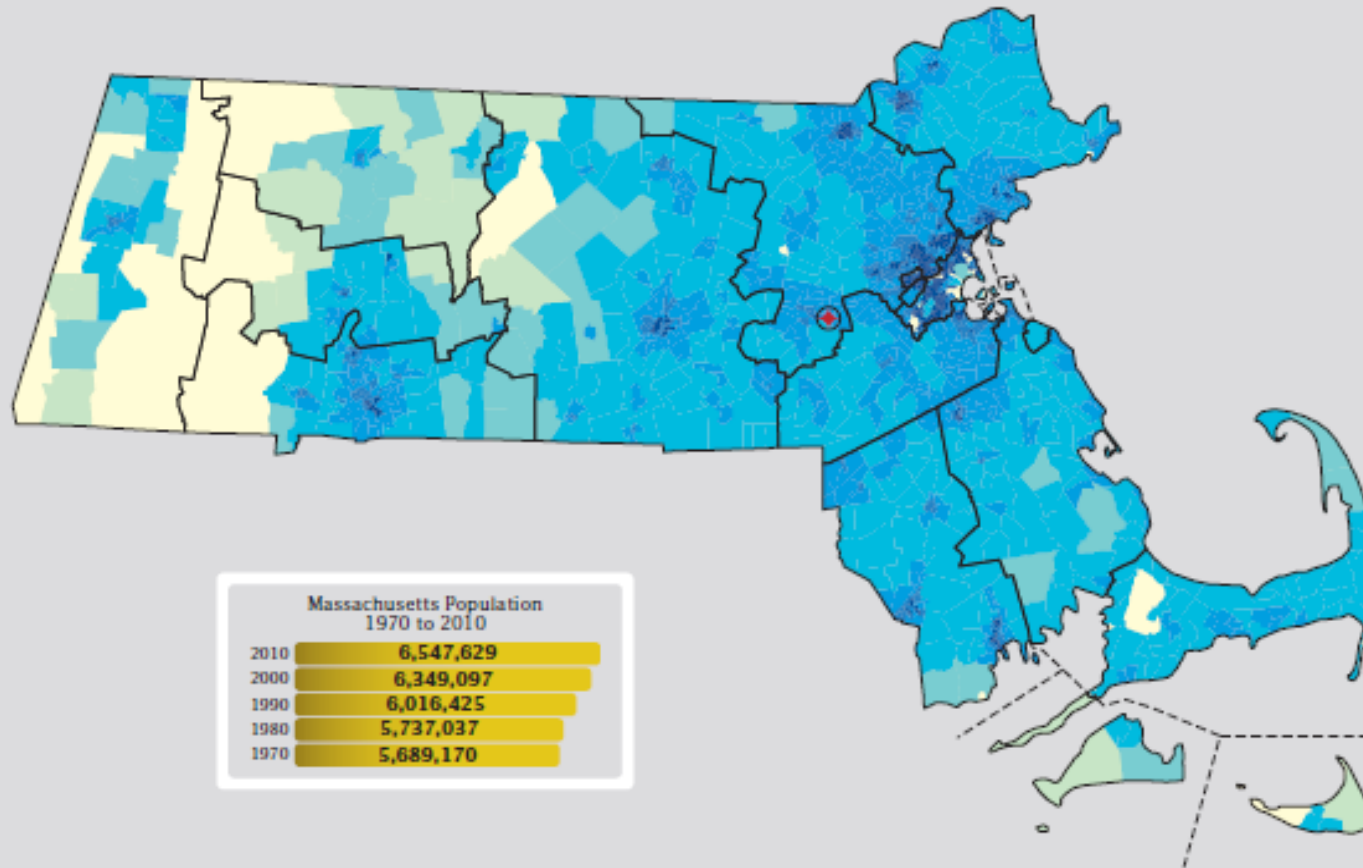
Pennsylvania Mean Center of Population

Pennsylvania Population 1970 to 2010



2010 Census: Massachusetts Profile

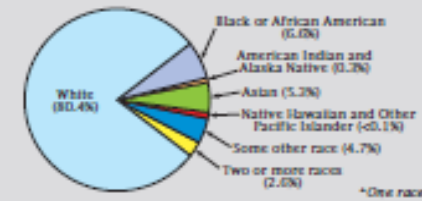
Population Density by Census Tract



Massachusetts Population 1970 to 2010

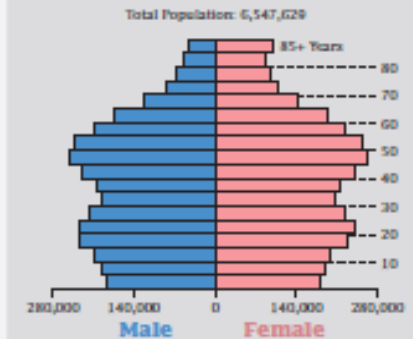


State Race* Breakdown



Hispanic or Latino (of any race) makes up **9.6%** of the state population.

Population by Sex and Age

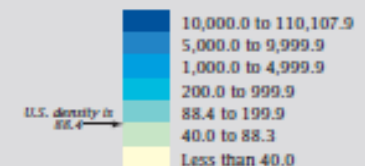


Housing Tenure

Total Occupied Housing Units: 2,547,075



People per Square Mile by Census Tract

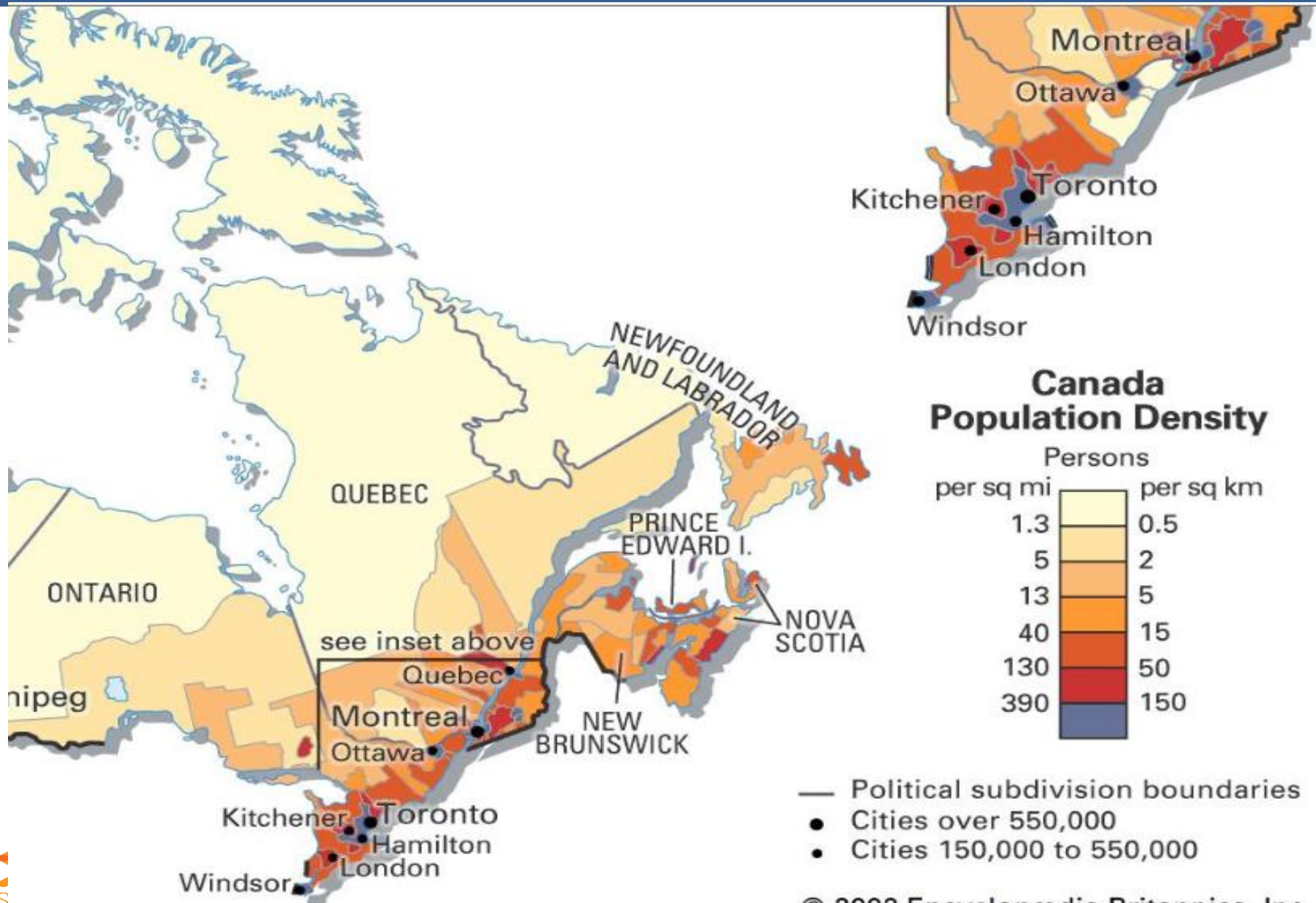


U.S. density is 88.4

County Boundary

Massachusetts Mean Center of Population

Eastern Canada Population Density



- **Very mature market on the product life-cycle curve**
- **Saturation in the core hour market - there is little growth to be found in the core markets, they are already coming – huge repeat visitation.**
- **Development of unique year-round experiences (attractors) will generate interest among potential first-time visitors. Create unique experiences not found in upstate New York.**
- **Opportunity to dominate the state associations and meetings market based on geography, updated facilities, lodging and activities.**
- **NYC Metro & Philly & Boston are huge opportunities**
 - **BUT transportation is the biggest issue for NYC**
 - **It's cheaper and easier to fly elsewhere from NYC rather than drive to CNY**
 - **Enhanced train service & car rentals are critical to success**
 - **Therefore Philly & Boston are the best opportunities for drive market growth**