

Informal Visitation Survey of Potential Travelers to the Finger Lakes Region

As of 6/5/2020 -2,404 Responses

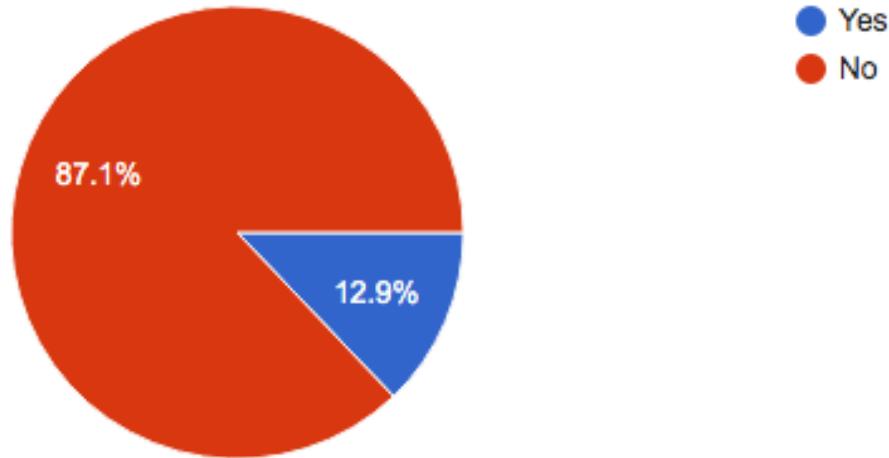
Background

- The Finger Lakes Tourism Alliance sent a survey participation request to its database of 48,000 potential visitor.
- The tool used was **Google Form Surveys**.
- Response totaled 2,404 as of June 5, 2020. Not all respondents answered all questions.
- Of the responses received 87.1% were from outside the Finger Lakes region.
- This is an informal survey and was done to give some insights into future travel plans given the current pandemic while also offering comparisons to the data gathered in 2018.

Do you live in the Finger Lakes currently? Remember, the Finger Lakes region encompasses 14 counties including Monroe, Ontario, Wayne, Livingston, Onondaga, Cayuga, Seneca, Schuyler, Tompkins, Cortland, Tioga, Steuben, Chemung, and Yates counties.



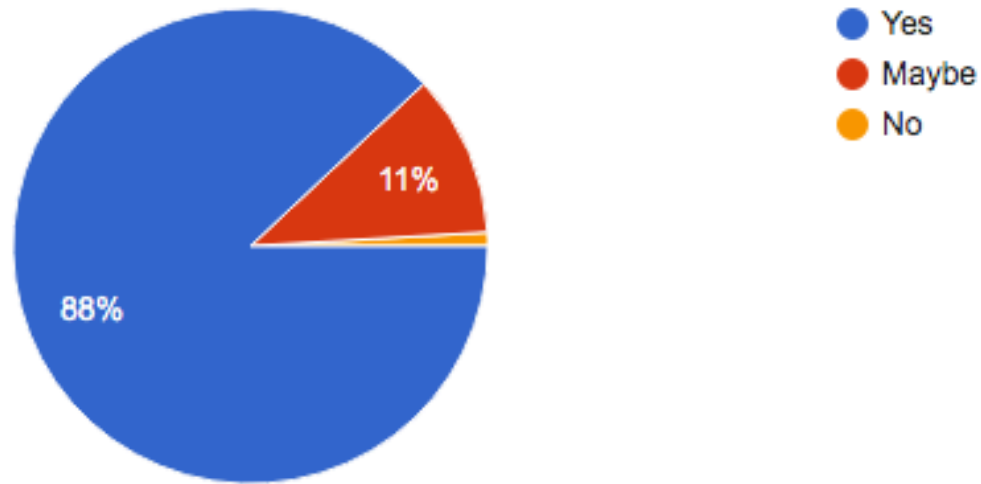
2,160 responses



Question 1

Do you have any intent to visit the Finger Lakes region in the future?

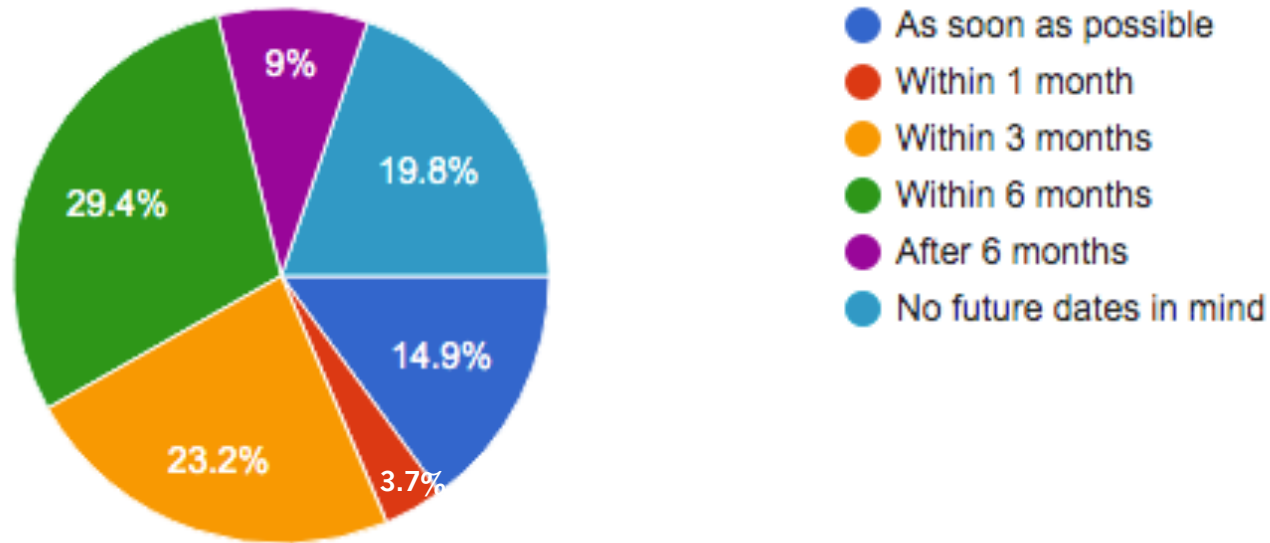
2,374 responses



Question 2

When do you plan to visit the Finger Lakes region?

2,376 responses

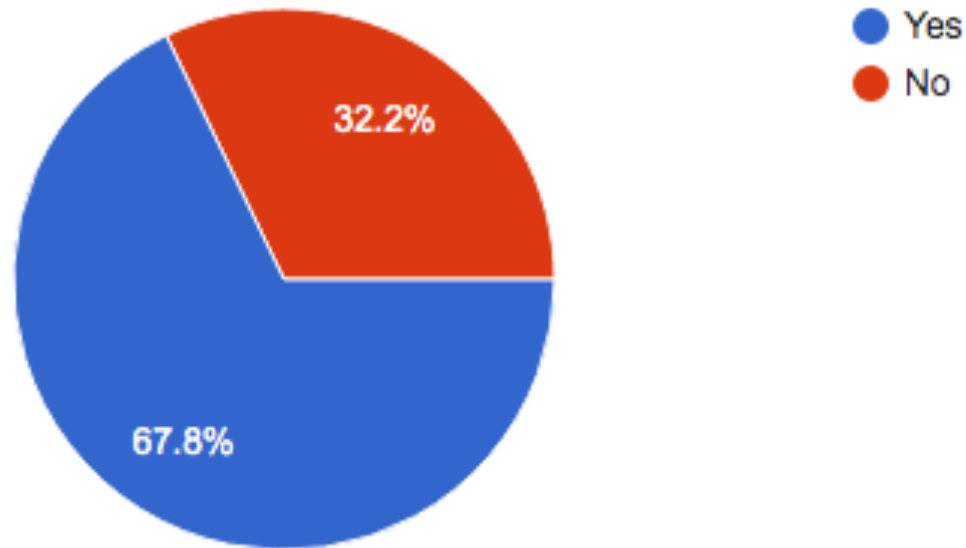


NOTE: This question, when asked in the 2018 research project prepared by Travel Marketing Insights (TMI) indicated 49% planned to visit within 30 days. We are seeing the planning move to a longer lead time with a majority (52.7%) planning to visit in 3 to 6 months.

Question 3

Has the timing of your visit been impacted by the COVID-19 outbreak?

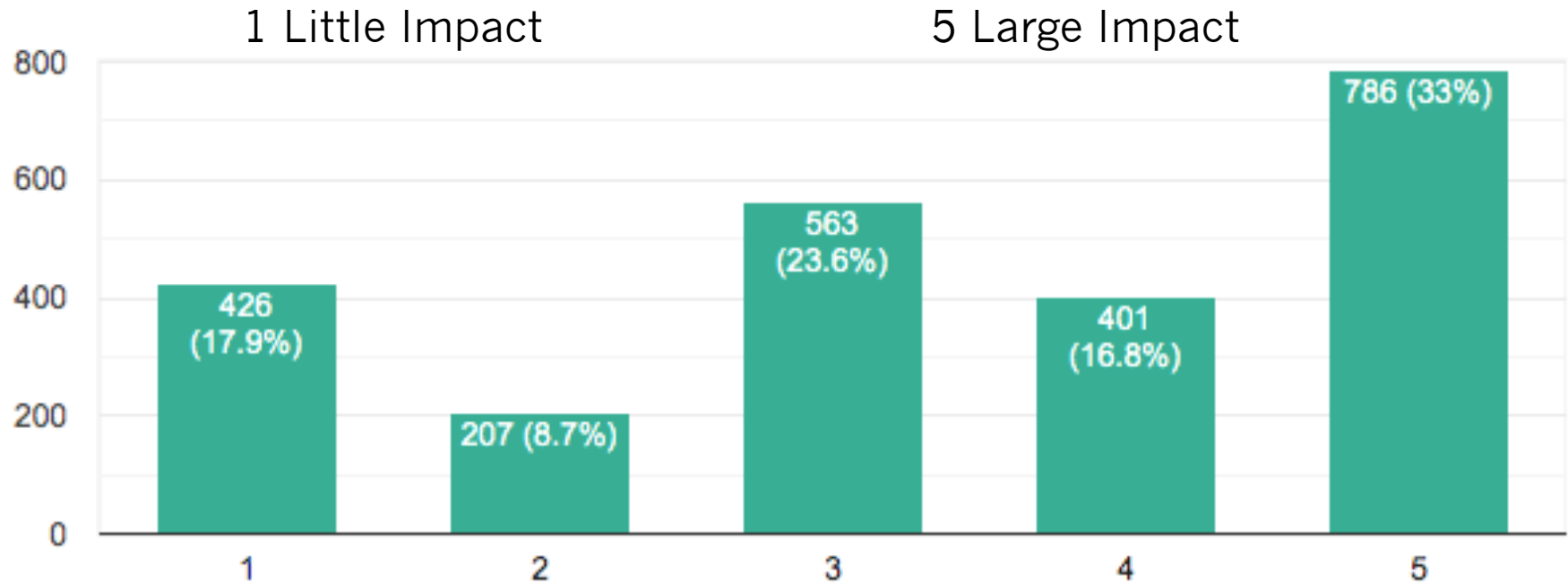
2,372 responses



Question 4

Have your concerns about the spread of COVID-19 and the potential health concerns it creates impacted your decision to visit the Finger Lakes?

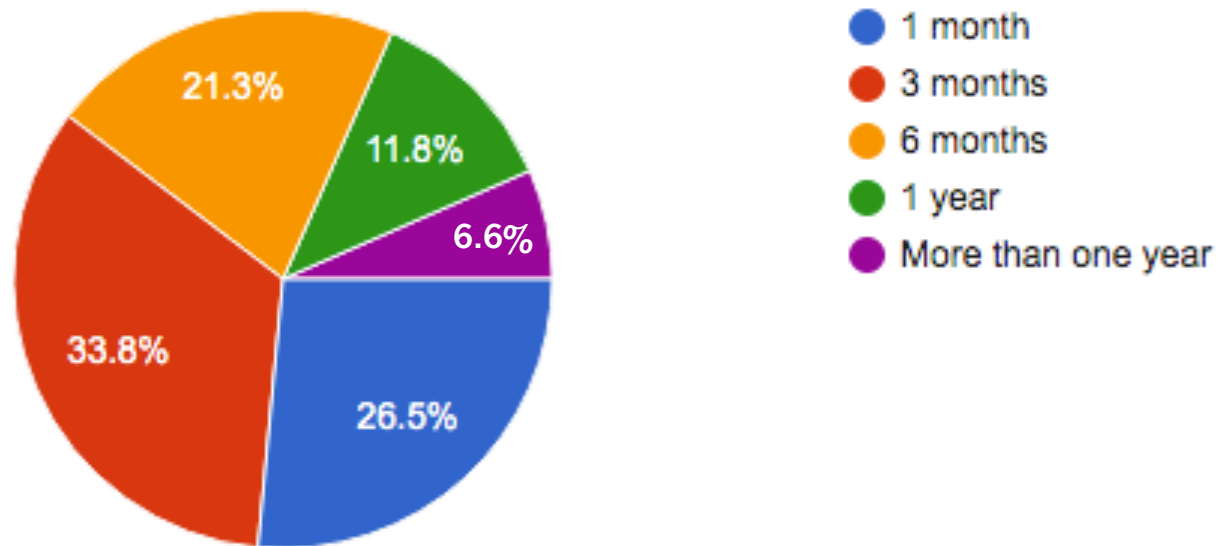
2,383 responses



Question 5

Based on your response to the prior question and intent to travel to the Finger Lakes region, how long has the COVID-19 outbreak delayed your travel plans to the Finger Lakes?

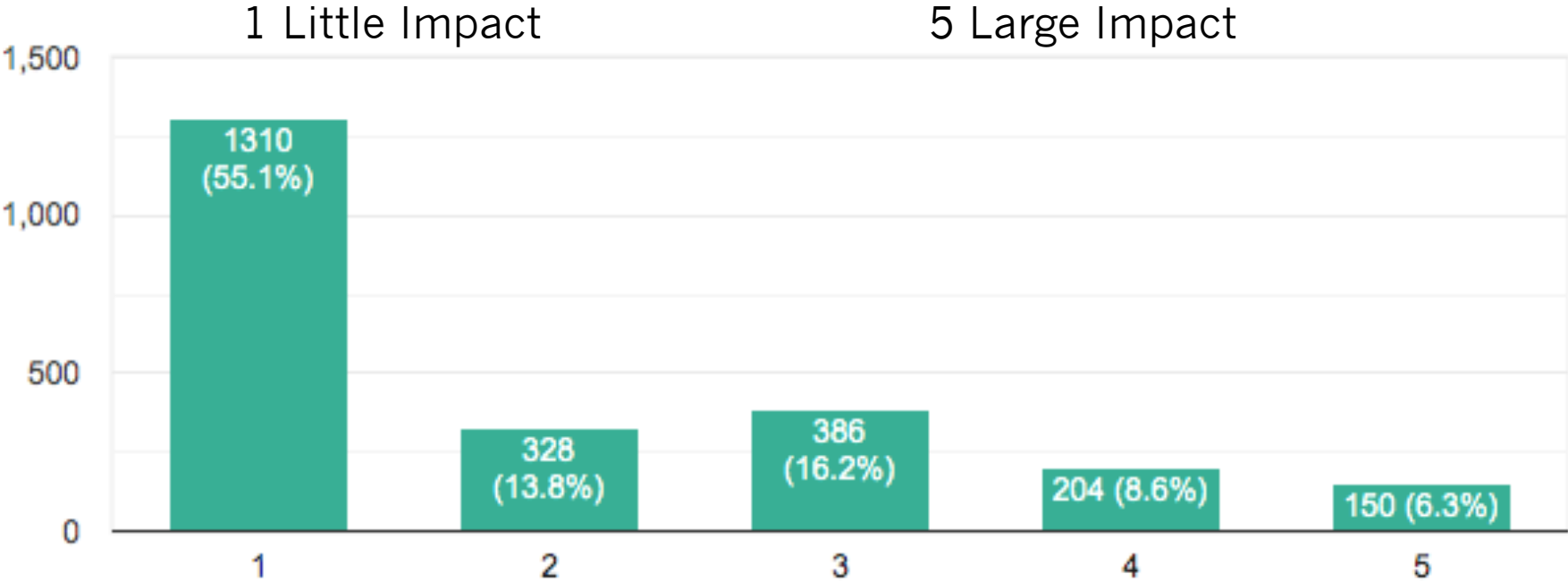
2,145 responses



Question 6

Have your financial concerns caused by COVID-19 impacted your decision to visit the Finger Lakes region?

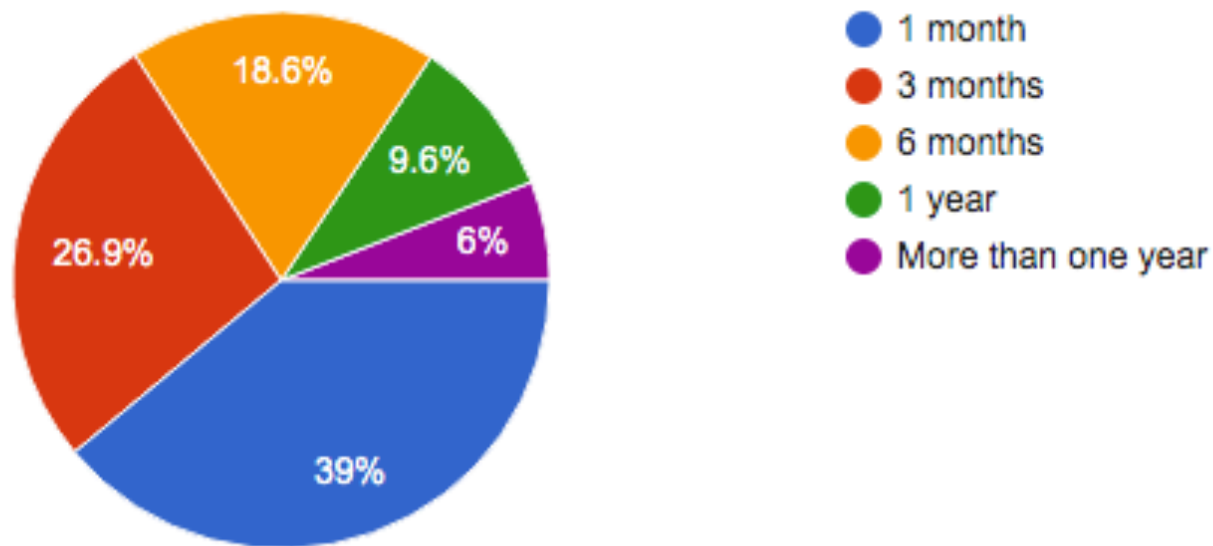
2,378 responses



Question 7

Based on your response to the prior question, how long has the financial impact of the COVID-19 outbreak delayed your travel plans to the Finger Lakes?

1,712 responses



Question 8

Please briefly explain the reason behind the timing of your trip to the Finger Lakes region.

1,988 responses

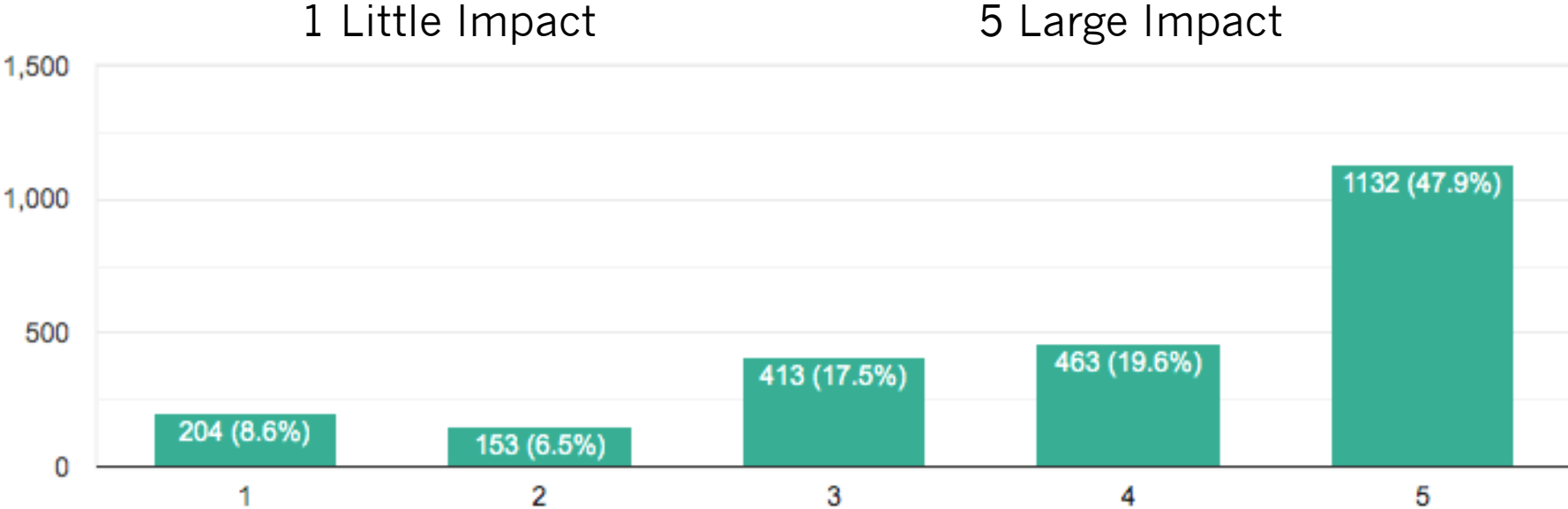
Word cloud created from responses



Question 9

How significant is transparency of cleaning methods and cleanliness of businesses within the region impacting your travel decisions?

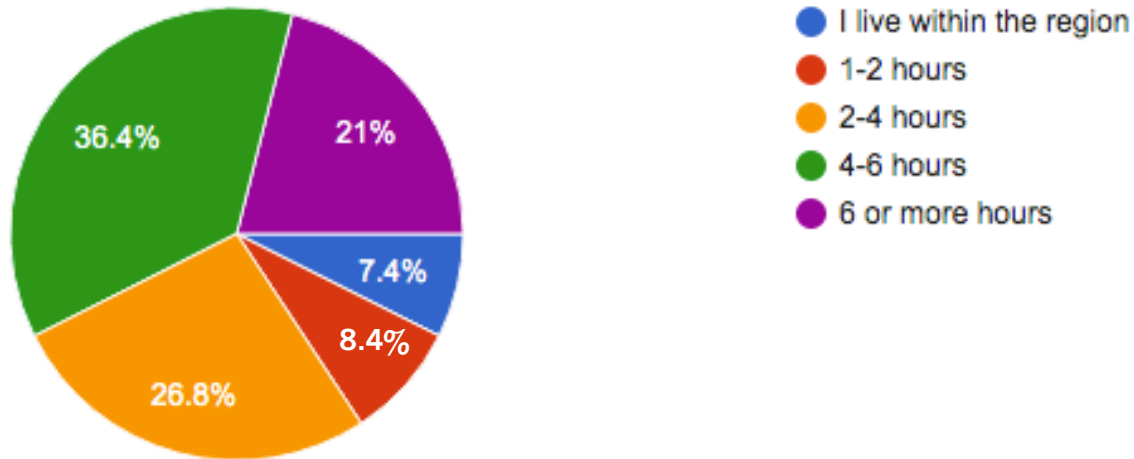
2,365 responses



Question 10

How far from your home will you be traveling to visit the region?

2,371 responses

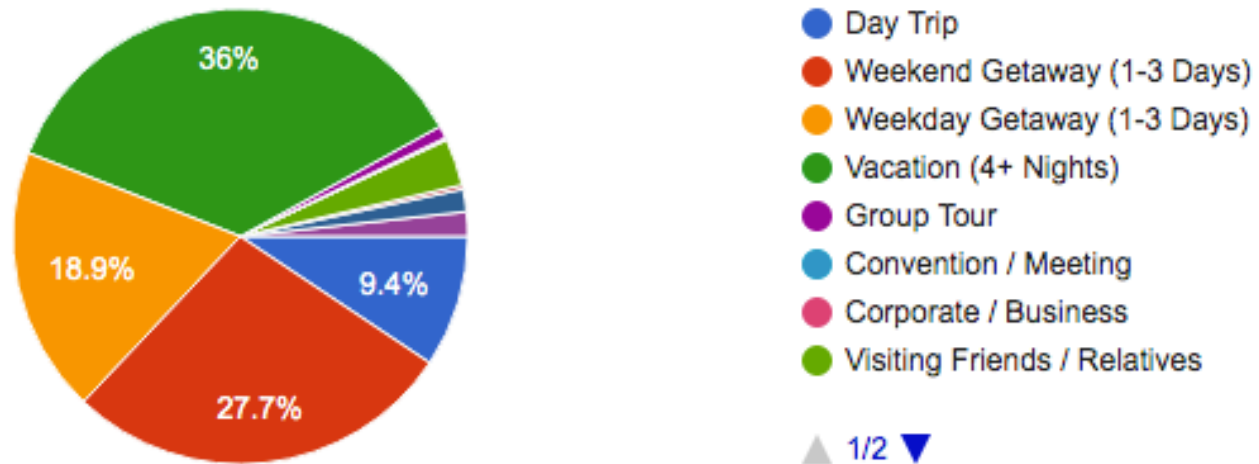


Note: These results mirror the findings in the 2018 TMI study with a slight reduction in distance over 6 hours.

Question 11

How would you categorize your trip?

2,373 responses

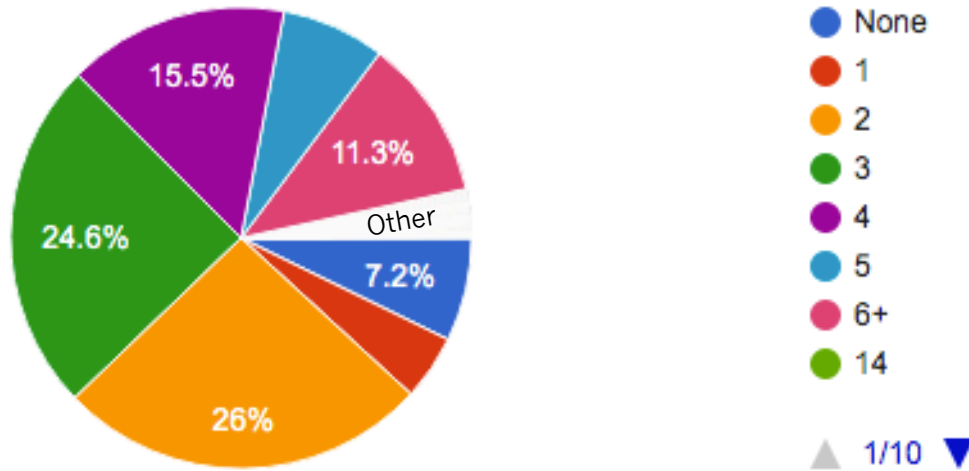


Note: In 2018 short trips listed as less than 4+days were recorded as 50% and Vacations (4+ nights) as 13% for the same question. There has been a significant movement to indicated the desire for longer stays are being considered as the Vacations category with 4+ nights has increased to 36% and shorter trips (less than 4+ days) have decreased to 31.7%.

Question 12

How many nights do you plan to stay in the Finger Lakes?

2,345 responses

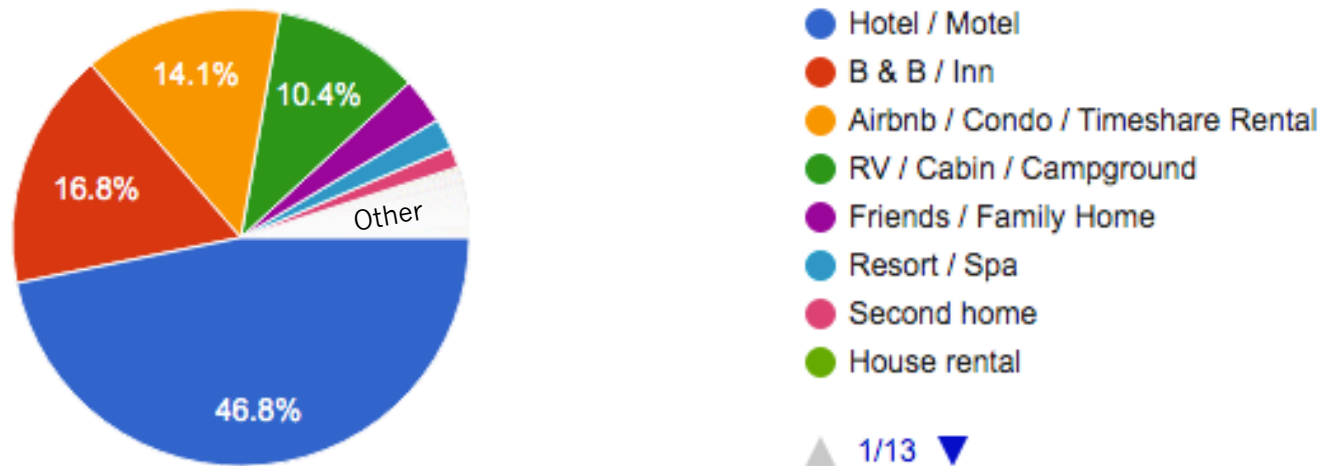


Note: The 2018 TMI study showed the average stay was 2.4 nights, while these current results indicate a 3.4 average nights spent in the region, thus indicating a desire to stay longer.

Question 13

If you're visiting from outside the region, what type of lodging will you be using?

2,203 responses

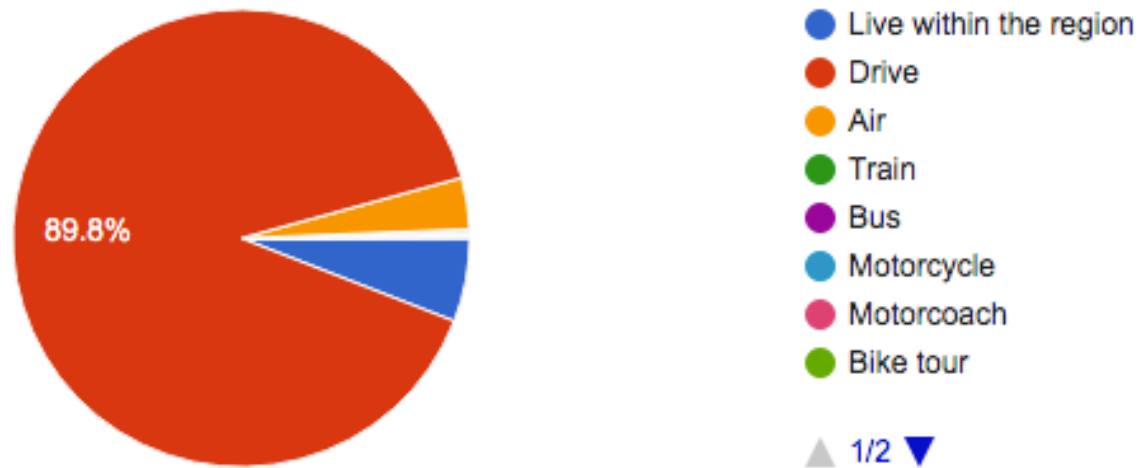


Note: Compared to the previous 2018 study, Hotel/Motel has decreased from 57%, B&B/Inn has increased from 5%, Airbnb/Condo/Timeshare Rental has increased from 4% and RV/Cabin/Campground has increased from 6%.

Question 14

How will you enter the Finger Lakes region?

2,373 responses

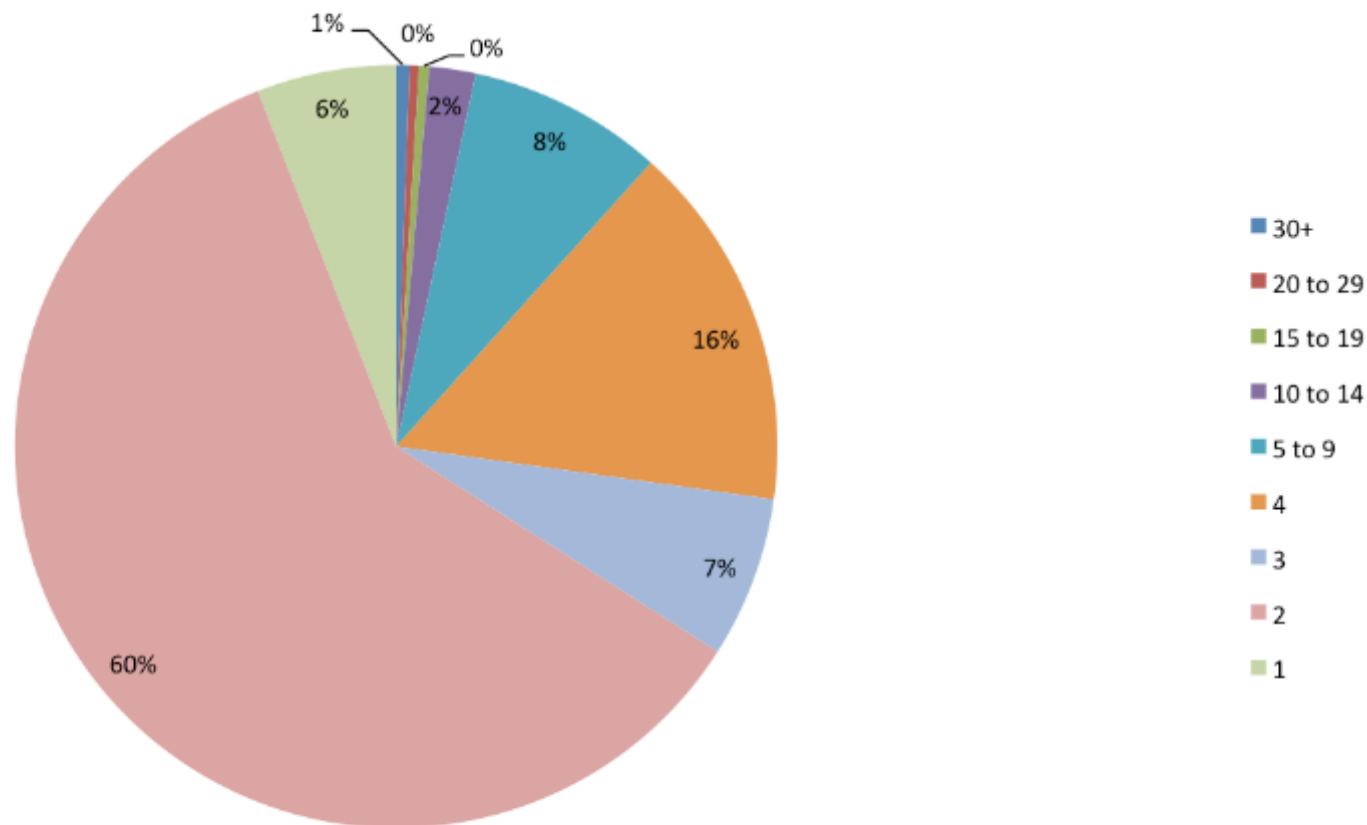


Note: Air travel has decreased from 9% in the 2018 study to 3.6%.

Question 15

Including you, how many people will be on your trip? Please note and specify the number of adults and number of children under 18

2308 responses

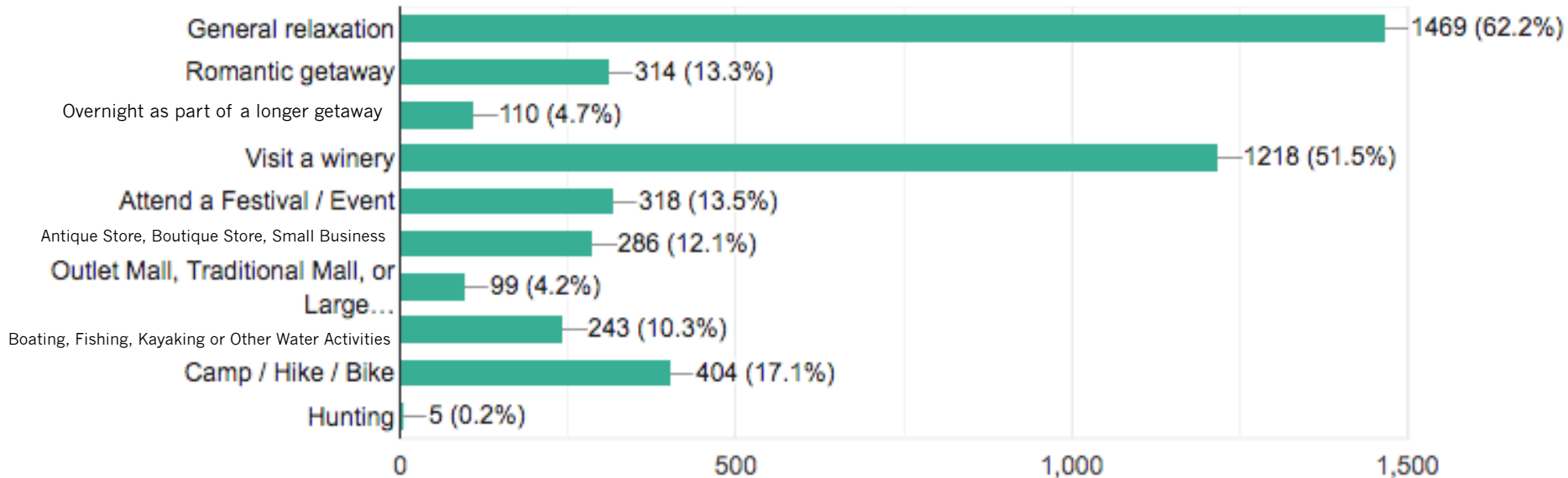


Note: The party size was 2.8 in the 2018 study. Party size has reduced to an estimated 2.7 at this time.

Question 16

What is the MAIN purpose of your visit to the Finger Lakes Region?

2,363 responses

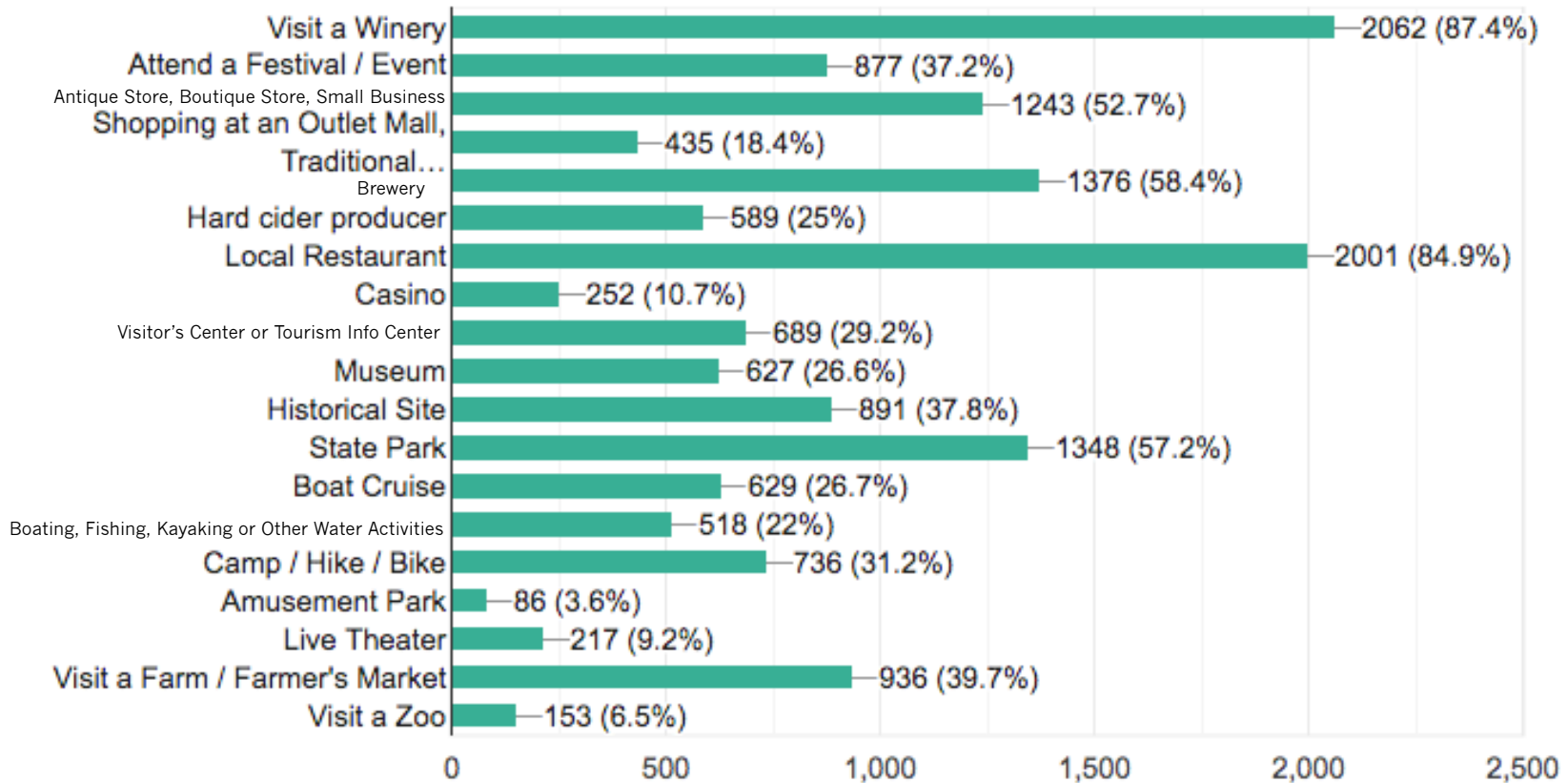


Note: The 2018 TMI study indicated that for the same question general relaxation was 36%, romantic get away was 8%, winery visit at 22%, festival/event attendance at 16%, shopping at 5% and part of a longer trip at 3%.

Question 17

The following is a list of activities that people may do while visiting the Finger Lakes Region. Please check all activities that at least one member of your travel party will do while in the Finger Lakes Region.

2,358 responses



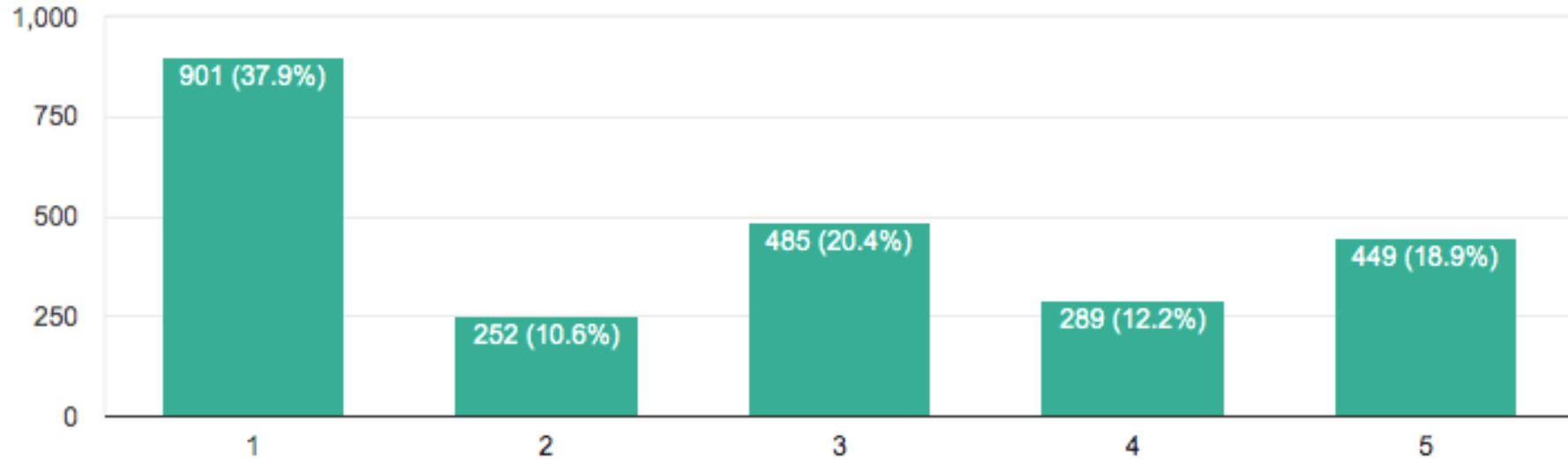
Question 18

Did the COVID-19 outbreak impact your decision about what types activities you will be participating in during your visit?

2,376 responses

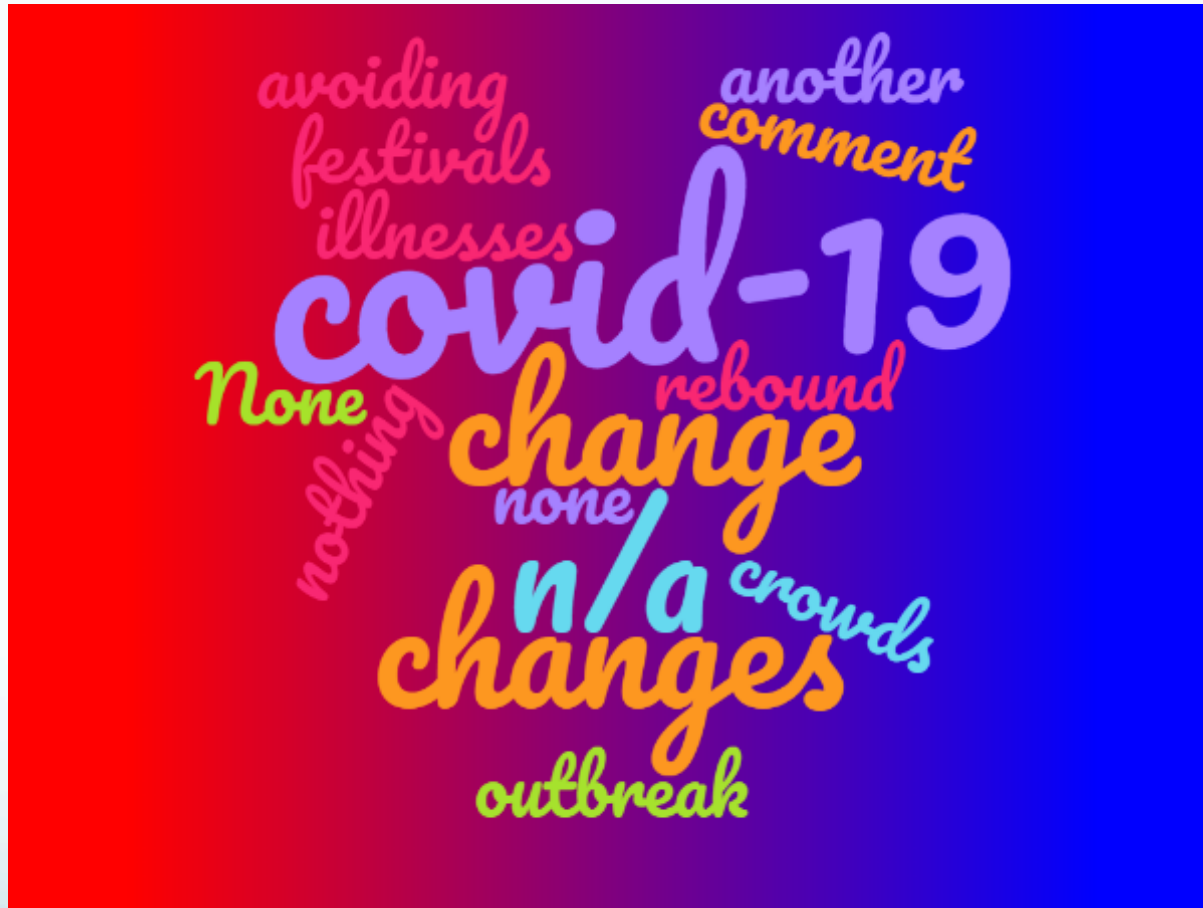
1 Little Impact

5 Large Impact



Question 19

Please provide any comments about changes in your selection of activities or changes regarding your plans to visit as a result of the COVID-19 outbreak, specifically how that relates to your travel plans and/or visit to the region.



Question 20

Please share any additional comments you like to provide below:
(samples of comments)

- Looking forward to spending our vacation enjoying your beautiful region
- I want to travel but don't want to bring illness to your region or back home with me
- Love the area & I am from upstate NY. Also very much enjoy the wines
- Love the finger lakes area, can't wait to visit again. This will be my 4th time.
- N/A
- No Comment

Question 21