



Research

It's all calculated.

FLVC Marketing Day – September 14, 2016

Who is our visitor?

- Demographics
- Travel Planning Window
- Spending Habits & Length of Stay
- Personas

Primary Target Audiences

(Leisure Travel)

- Maintain interest and engagement from Boomers (55+)
 - Adults without children
 - 55-72 – drive weekday visitation marketing efforts
- Upscale (spenders) GenXers (35-54)
 - Tend to come on weekends
 - With children (families)
 - Winter sports enthusiasts
- Millennials (born 1980 to 2000)
 - Appeal to this younger demo to maximize their spending
- Multi-generational travelers

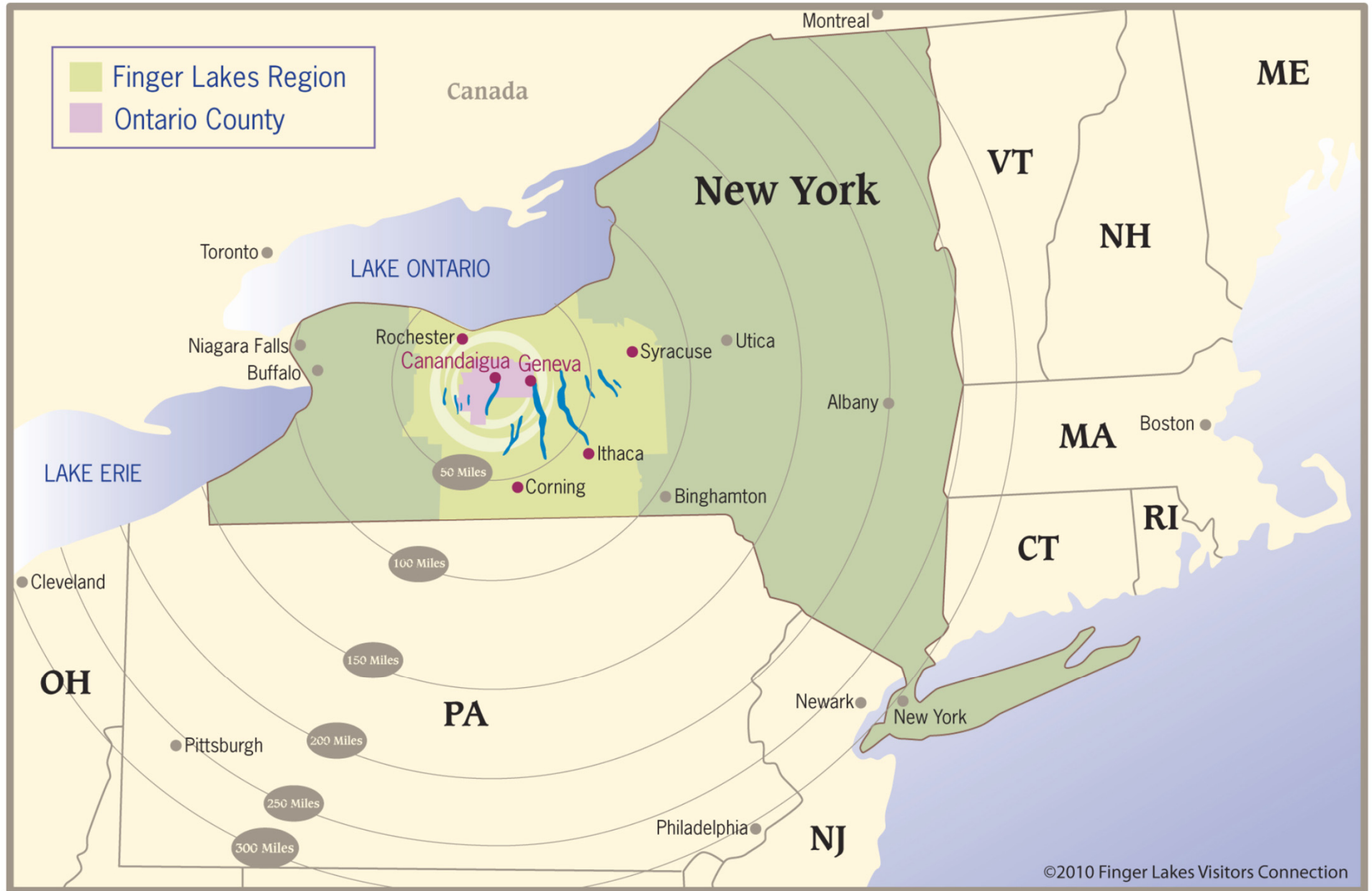
Survey Respondent Demographics

Demographics	Leisure Overnight 2015	Leisure Daytrip 2015	Leisure Overnight 2012	Leisure Daytrip 2012
Average Age	54.1	52.4	50.7	46.6
Generational Group				
Generation Y (9 – 28)	2.1%	2.1%		
Generation X (29 – 49)	28.1%	36.3%	N/A	N/A
Baby Boomer (50 – 67)	59.6%	52.6%		
Silent Generation (68 – 85)	10.2%	9.1%		
Gender				
Female	65.3%	74.1%	65.0%	68.1%
Male	34.7%	25.9%	35.0%	31.9%
Occupation	Retired – 23.7% Healthcare Industry – 16.1% Education – 10.3% Professional/Technical – 9.5%	Retired – 24.4% Healthcare Industry – 14.9% Education – 14.7% Professional/Technical – 8.0%	Retired – 21.5% Professional/Technical – 18.8% Education – 9.8% Manager – 7.2%	Retired – 17.7% Healthcare Industry – 15.2% Professional/Technical – 13.9% Education – 12.6%
Level of Education				
College	43.5%	44.3%	42.1%	34.8%
Graduate	29.2%	30.3%	33.4%	43.8%
Some College	16.5%	15.2%	14.0%	11.2%
Ethnicity				
White/Caucasian	93.8%	95.5%		
Prefer not to answer	3.5%	2.8%		
American Indian or Alaskan	1.9%	0.9%	N/A	N/A
Native	1.2%	0.9%		
Hispanic or Latino	1.1%	1.4%		
Asian or Pacific Islander	0.6%	0.9%		
Black or African America				



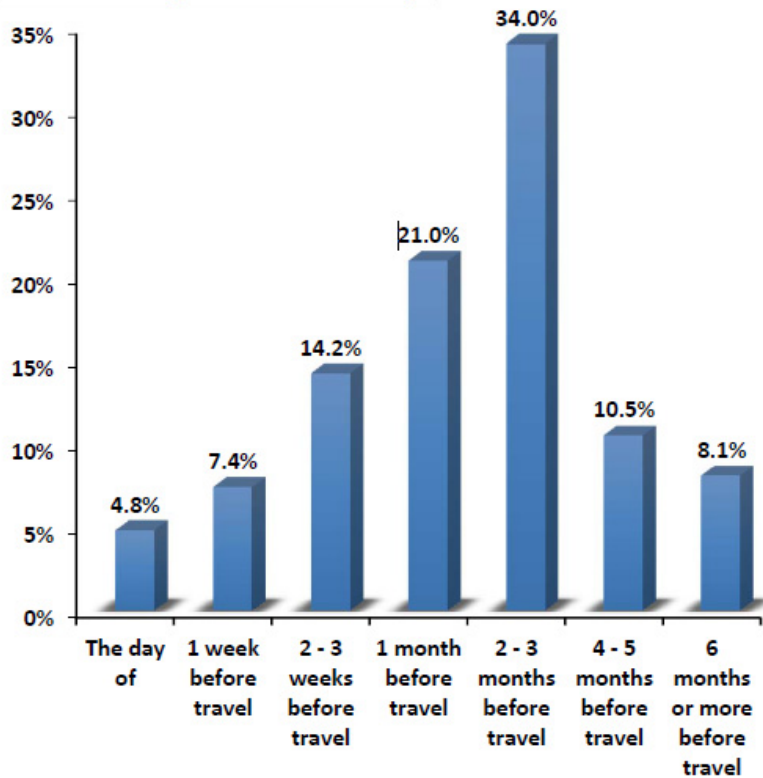
A Long weekend at the last minute?

Yes. Well Almost.

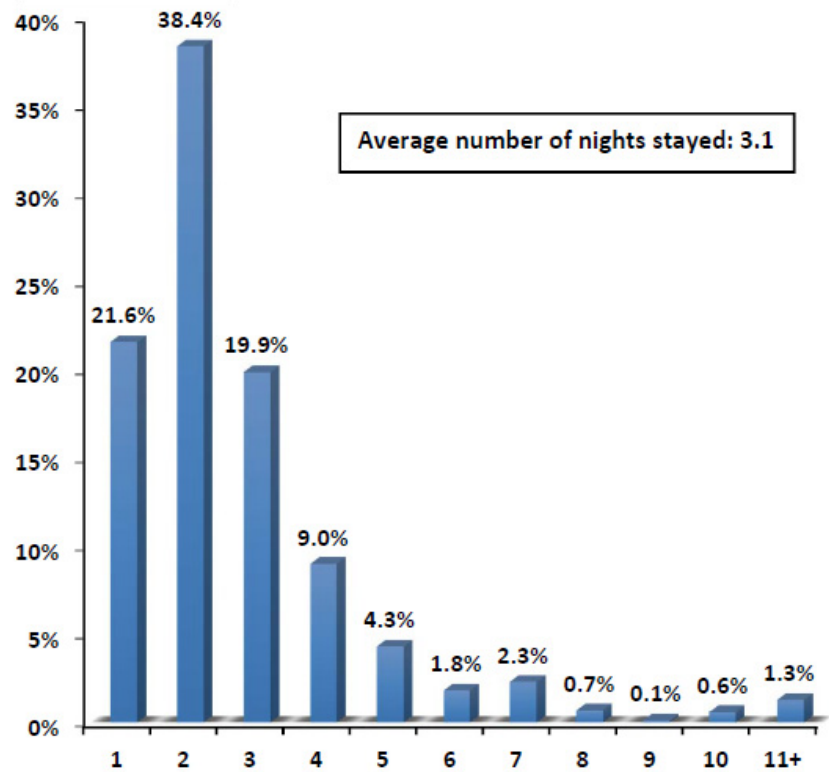


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How far in advance did you book your accommodations for your most recent trip to Ontario County?



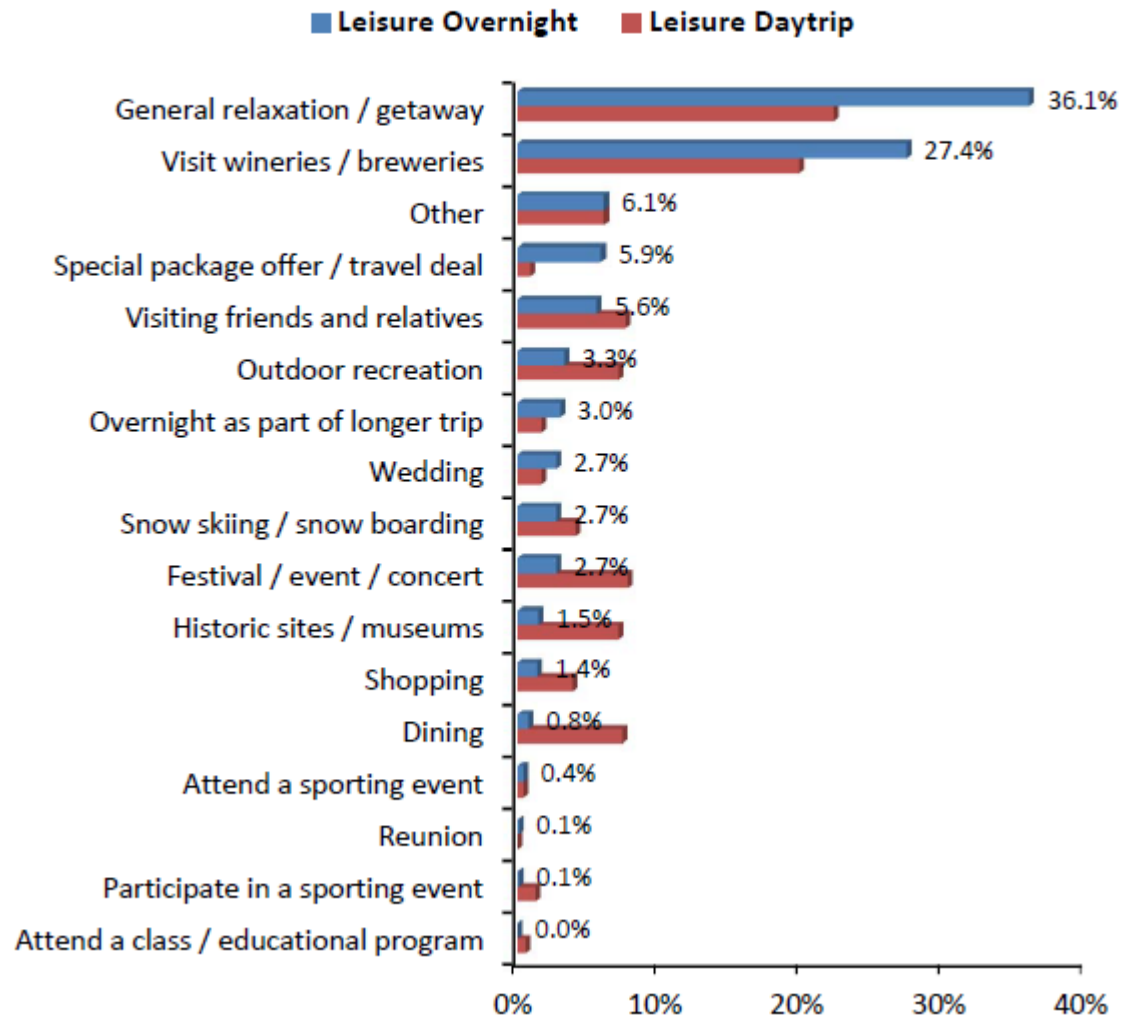
How many nights did you stay in Ontario County, New York on your most recent visit?



Observations:

- Slightly less than half (47%) booked their accommodations within one month of arrival. One third (34%) booked within 2 – 3 months of arrival.
- Average length of stay for overnight visitors is 3.1 nights. Two – 3 night stays are typical.

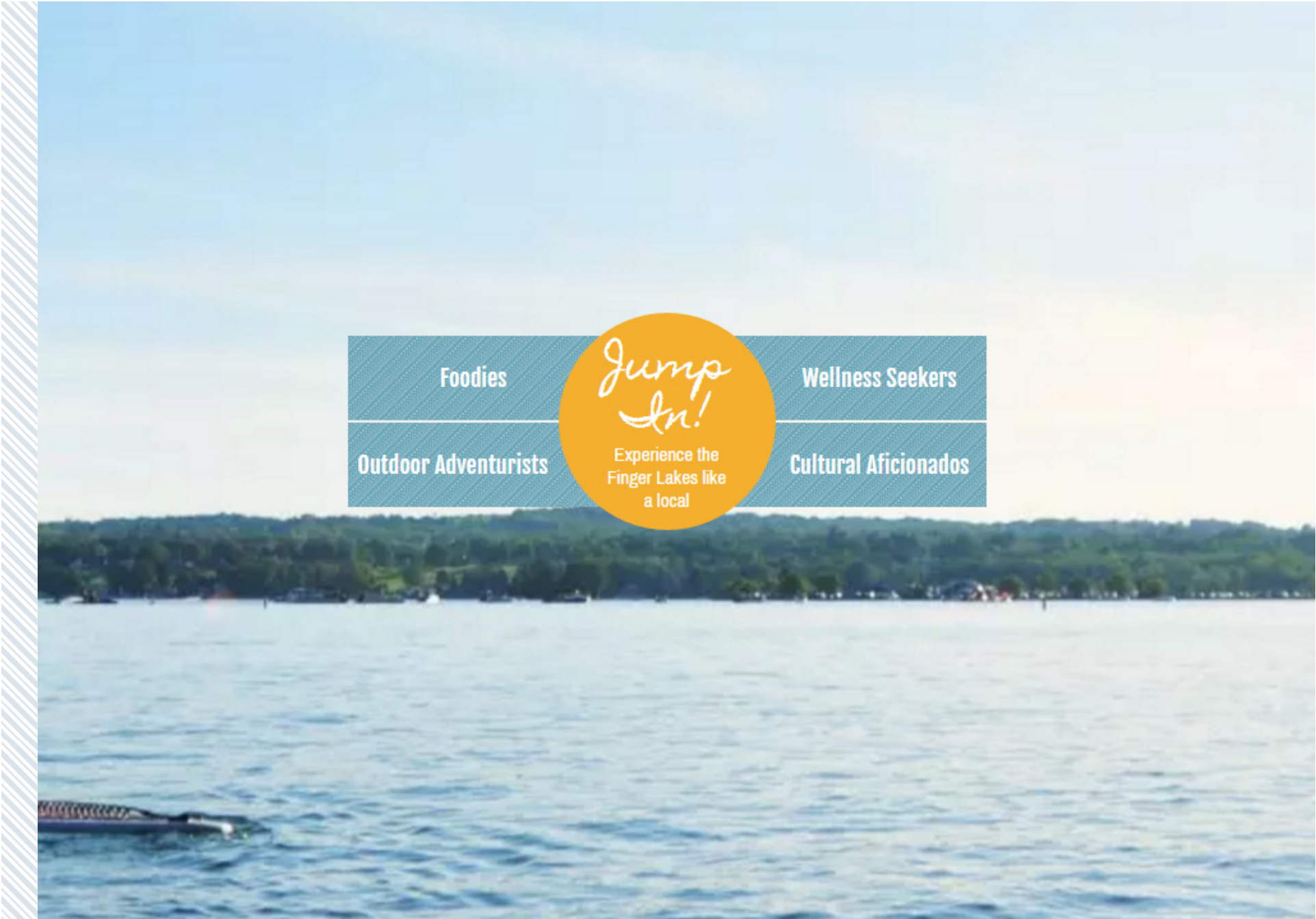
Regarding your LEISURE trip to Ontario County, what was the SPECIFIC reason for your trip?



■ Top 5 Domestic Segments: Lifestyles

Traditional Times	Big Fish, Small Pond	Upper Crust	Country Squires	Country Casuals
Shop at Sam's Club	Shop at Talbots	Shop at Saks Fifth Avenue	Order from amazon.com	Shop at Eddie Bauer
Contribute to PBS	Go sailing	Vacation in Europe	Vacation at ski resorts	Buy collectibles
Read <i>Southern Living</i>	Read <i>Kiplinger's Personal Finance</i>	Read <i>The Atlantic</i>	Read <i>Shape</i>	Read <i>Backpacker</i>
Watch <i>Antiques Roadshow</i>	Watch Kentucky Derby	Watch Golf Channel	Watch <i>The Biggest Loser</i>	Watch <i>The Big Bang Theory</i>
Drive Toyota Avalon	Toyota sedan	Drive Lexus LS	Chevy Suburban Flex Fuel	Drive Chevrolet Corvette





Foodies

Wellness Seekers

Outdoor Adventurists

Cultural Aficionados

Jump In!

Experience the Finger Lakes like a local

Takeaways

- Food, Outdoor, Wellness and Culture as primary motivators for travel. Leverage our unique assets.
- Booking Window: **47%** booked within **1** month
- Traveling within **3-5 hours** of Ontario County
- Average Age **54.1** Years and Highly Educated
- Length of Stay: **3.1 nights**
- Travel Party:
 - Adults without children first followed by families (winter sports).
 - Adult couples are available to travel year-round (winter/spring) and higher incomes travel more often.
 - Single Millennials are solid target for winter.