



# Resident and Business Sentiment Survey 2024

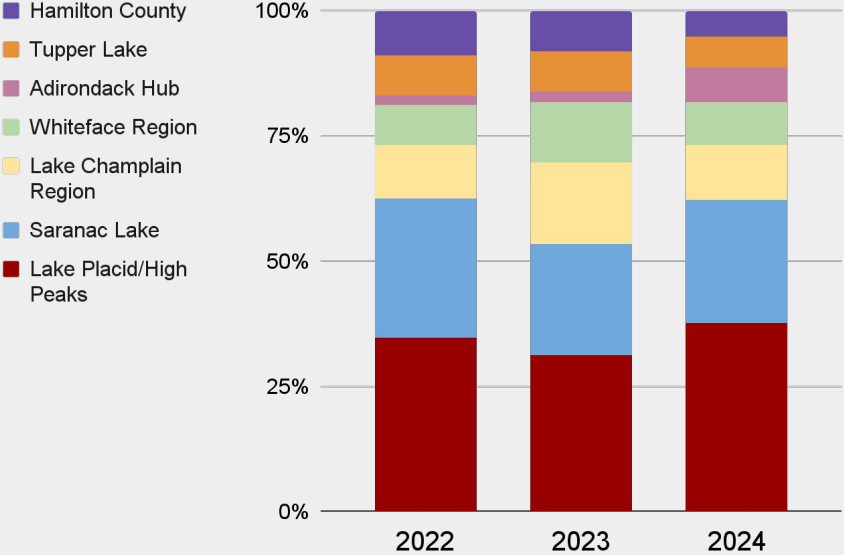
ROOST



# Methodology

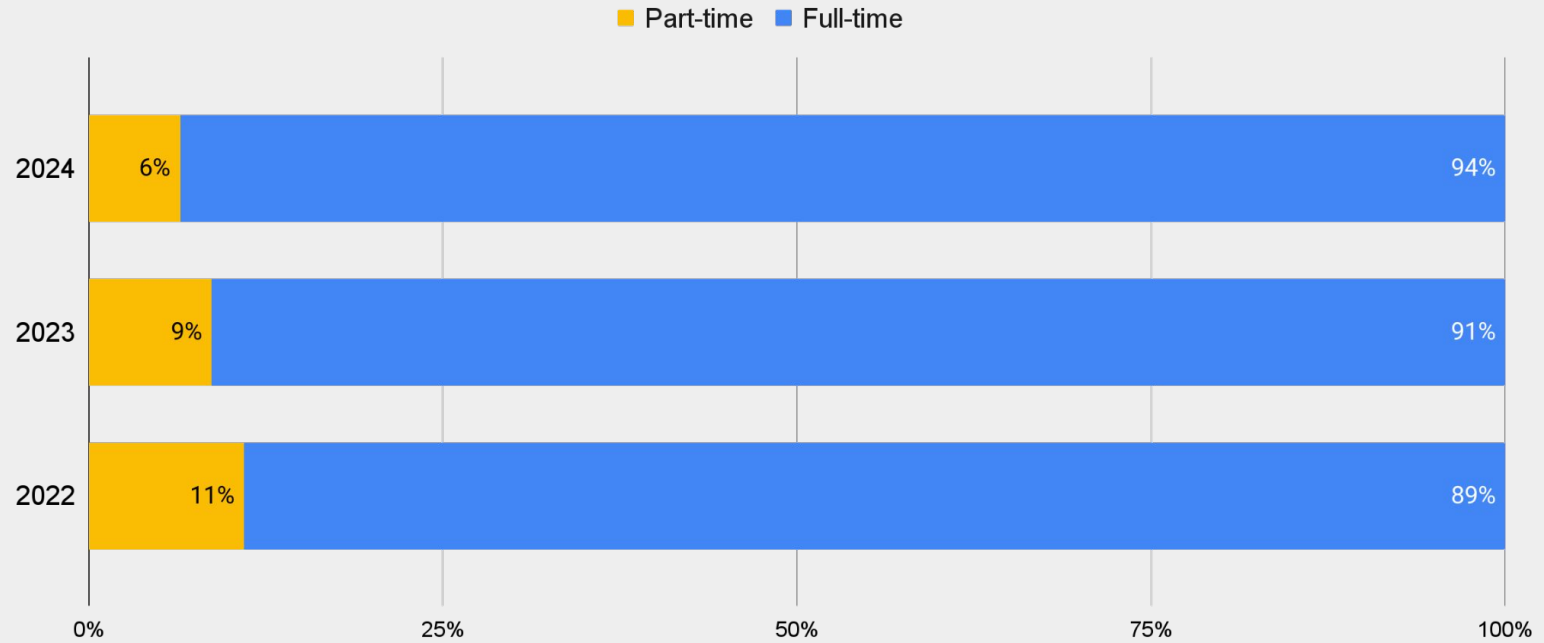
- In 2024, ROOST conducted its third annual survey to understand how business owners and residents feel about tourism's impact on the local economy and community.
- The survey targeted residents and business owners within Essex and Hamilton counties, along with the villages of Tupper Lake and Saranac Lake.
- Residents were invited to take the survey via email and through paid social media ads. The survey was also promoted in a press release and highlighted in local notices across the region. Collection began on October 7 and concluded on November 16, 2024.
- Respondents were incentivized to take the survey with a chance to win a Visa Gift Card valued at \$100.
- The survey collected 825 total responses, of which 734 were residents or businesses within those regions whose responses are included in the results. The results achieved a 4% margin of error at a 95% confidence level.

# Response by region

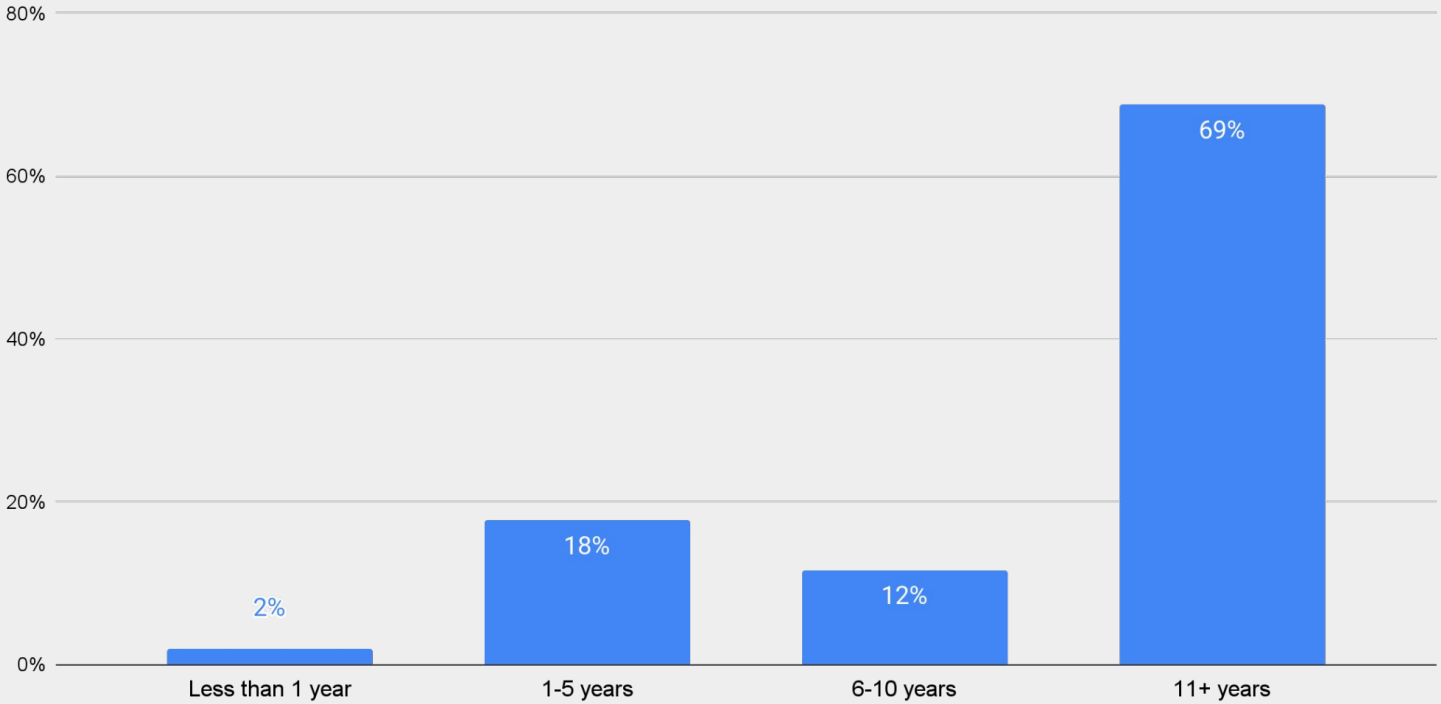


Region	2022	2023	2024
Lake Placid/High Peaks	35%	31%	38%
Saranac Lake	28%	22%	25%
Lake Champlain Region	11%	16%	11%
Whiteface Region	8%	12%	9%
Adirondack Hub	2%	2%	7%
Tupper Lake	8%	8%	6%
Hamilton County	9%	8%	5%

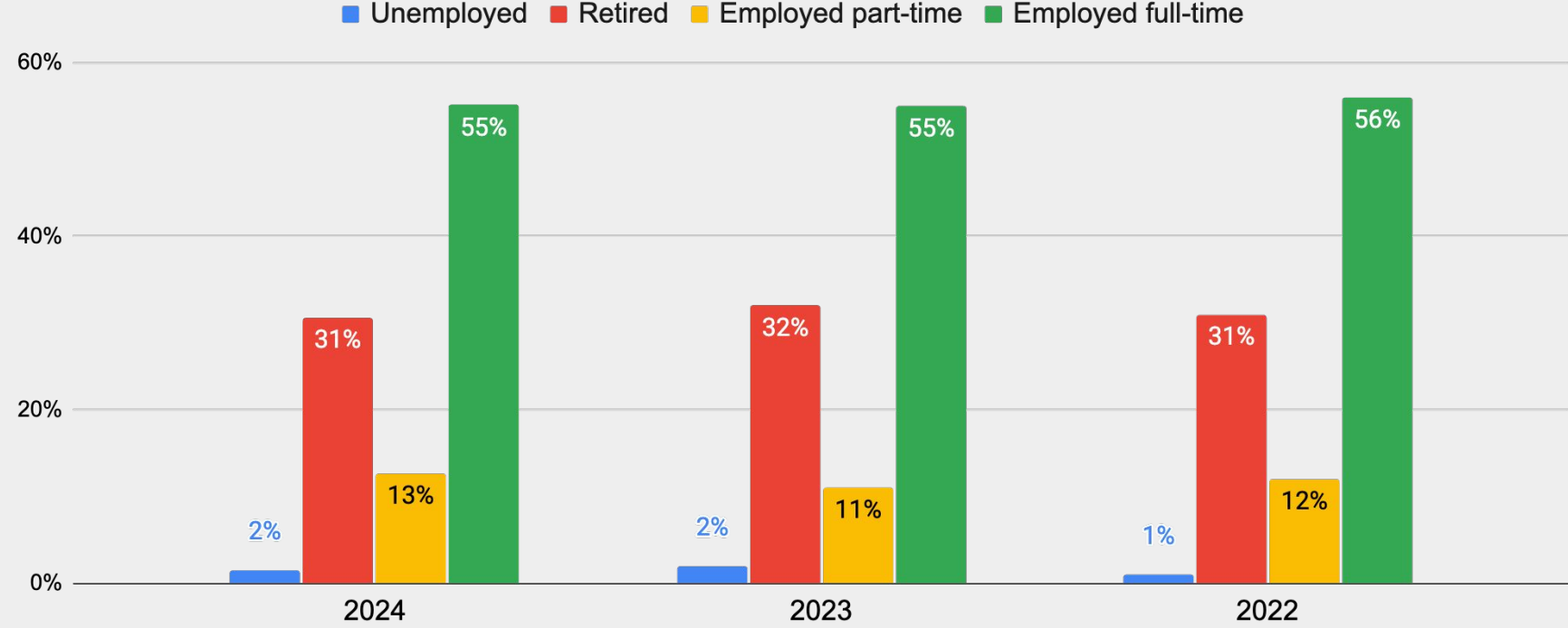
# Are you a full-time or part-time resident?



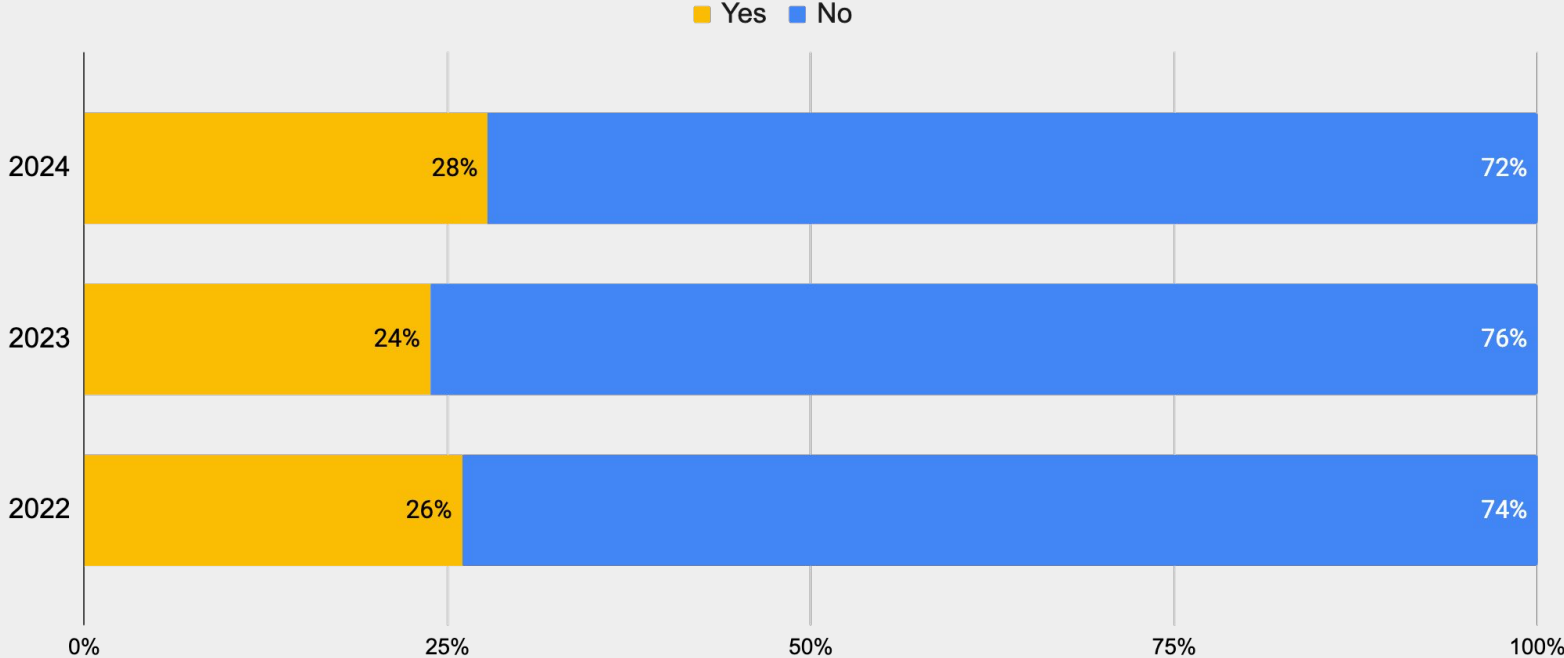
# How long have you been a resident?



# Employment status



# Do you work more than one job?

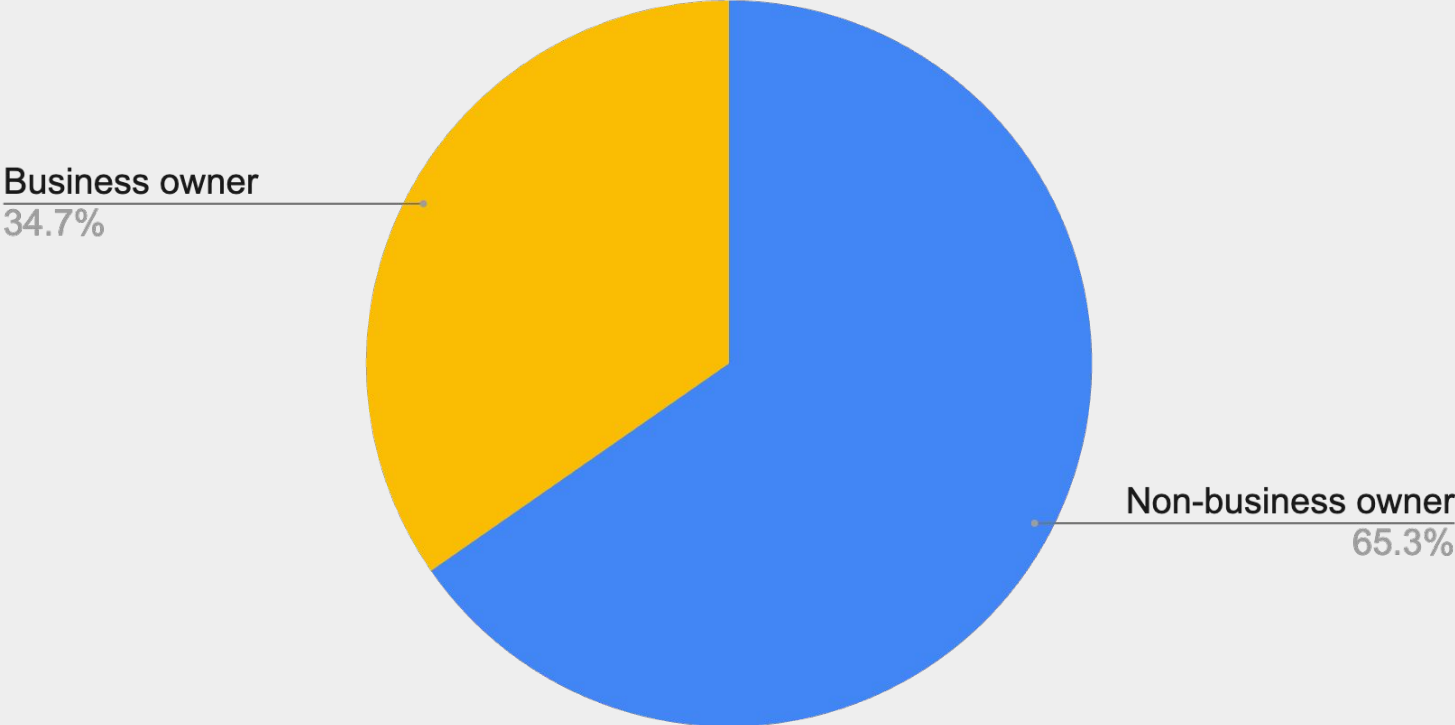


## Primary occupation

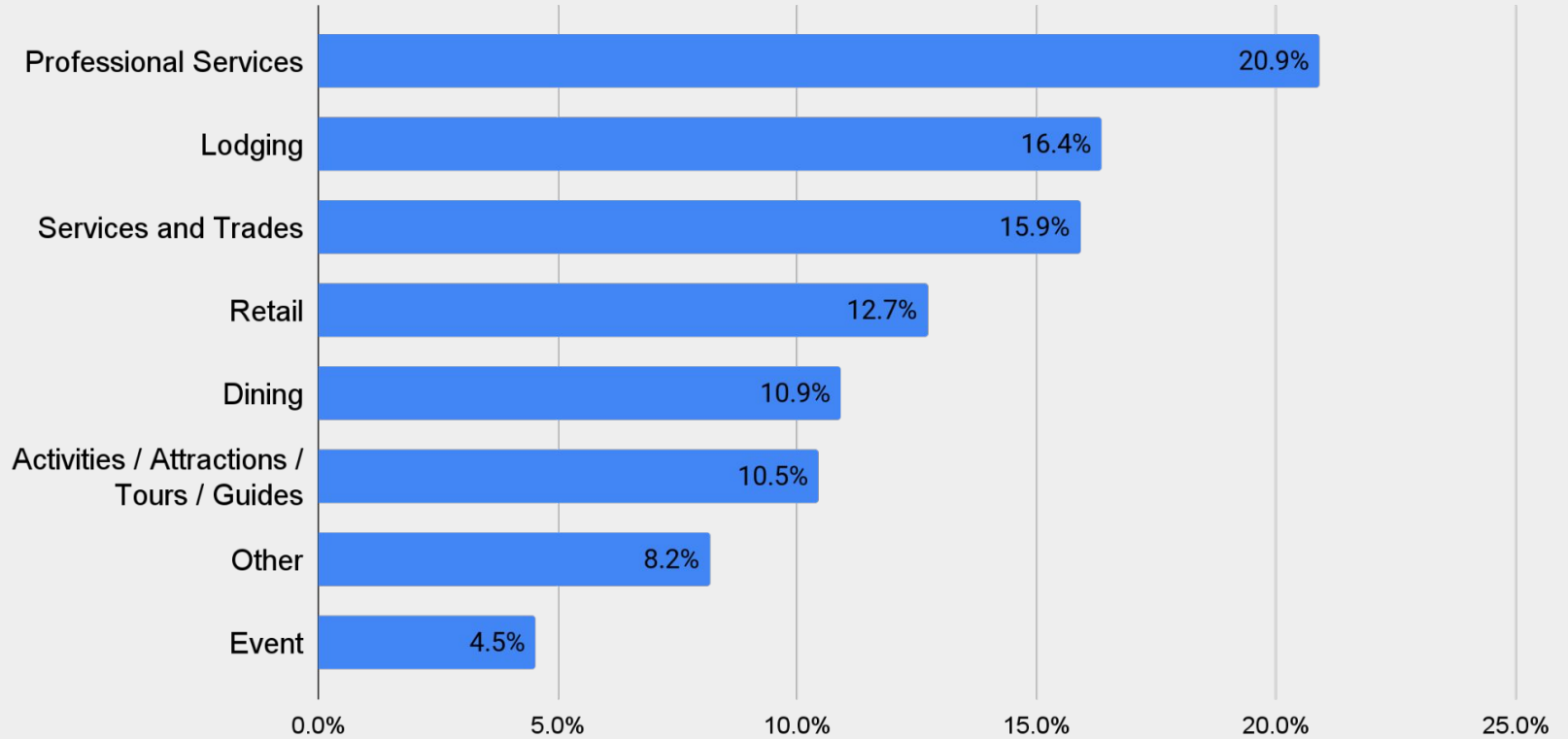
Category	% responses	Responses
Education	19%	136
Business & Entrepreneurship	14%	95
Healthcare	13%	93
Marketing & Communications	10%	73
Government & Public Service	8%	56
Hospitality & Tourism	8%	56
Retired	7%	51
Trades & Skilled Labor	7%	50
Nonprofit Sector	6%	44
Other	7%	48



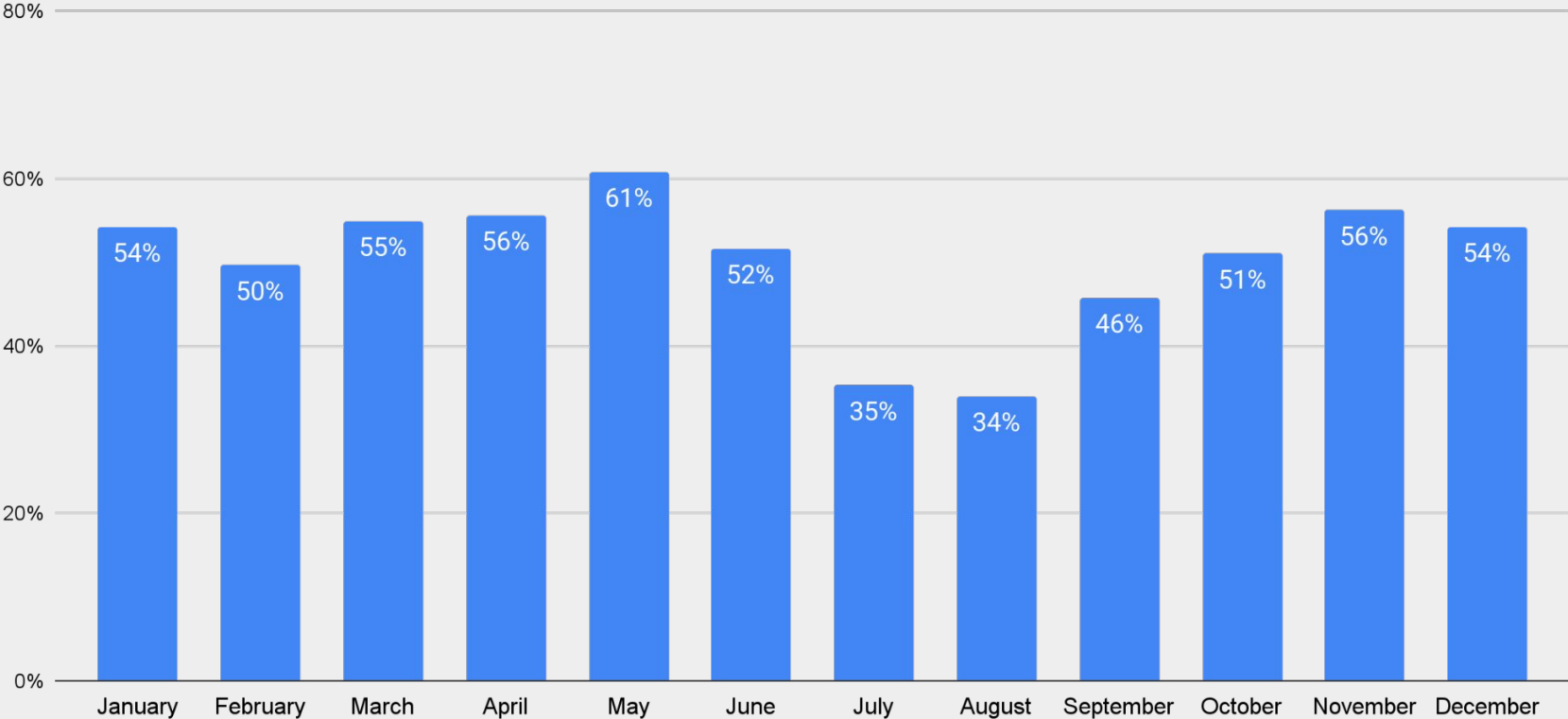
# Non-business owners vs. Business owners response



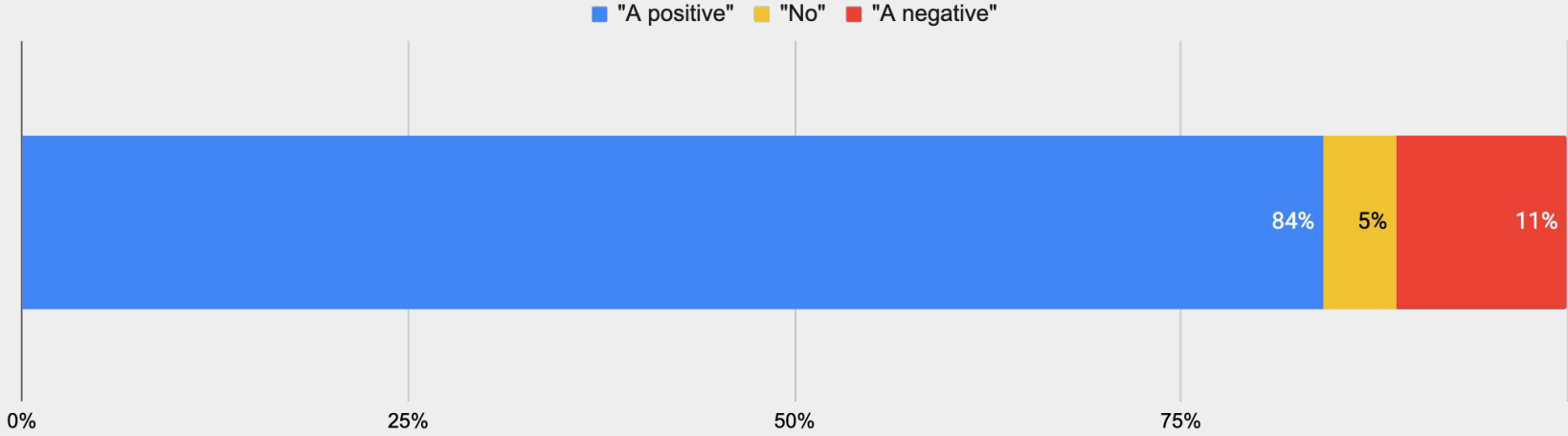
# What type of business do you own?



# My business would benefit from increased business in:

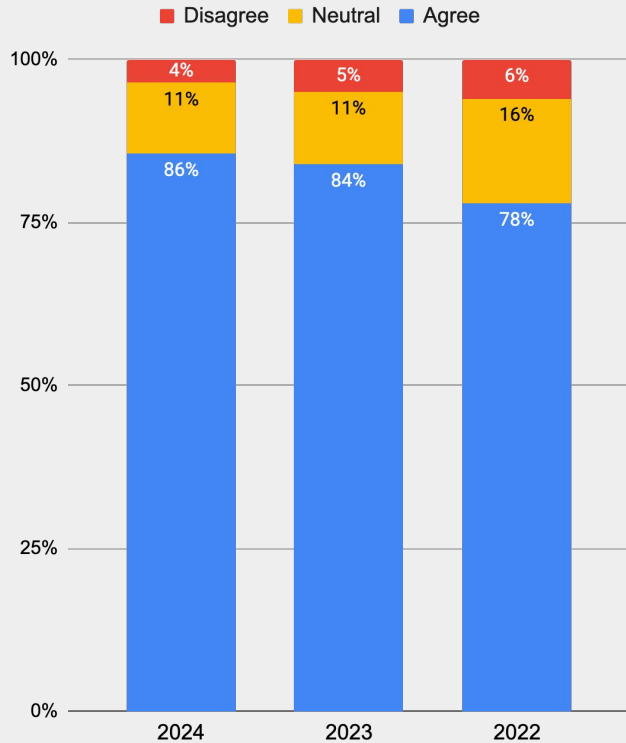


# Overall, tourism has \_\_\_\_\_ impact on my community.

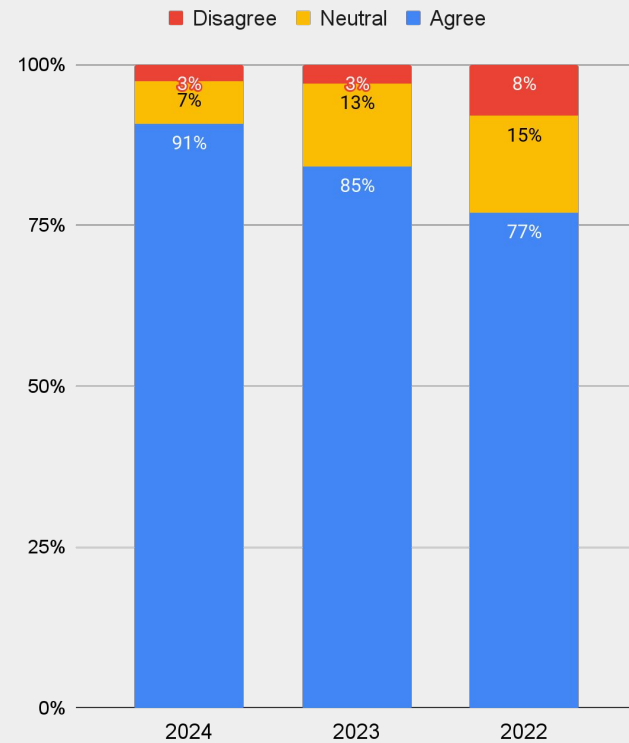


# Tourism has a positive impact on *businesses* in my community.

Overall response:

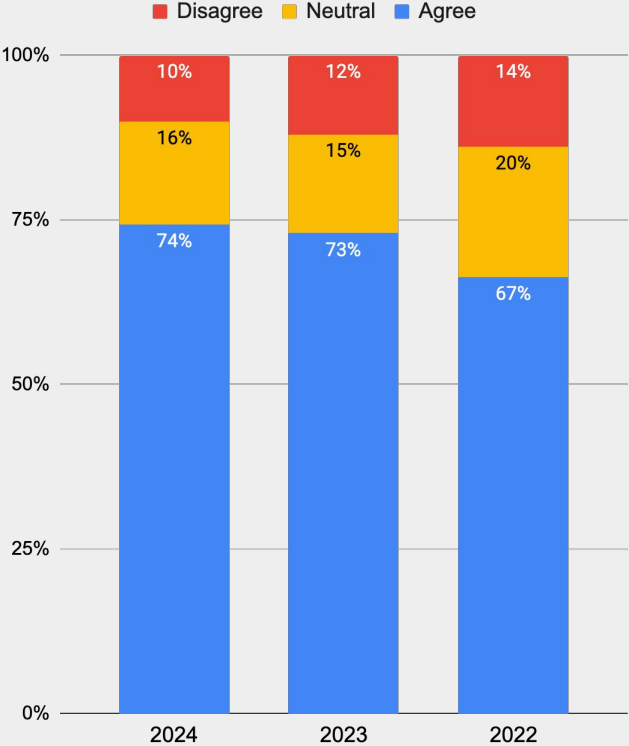


Business owner response:

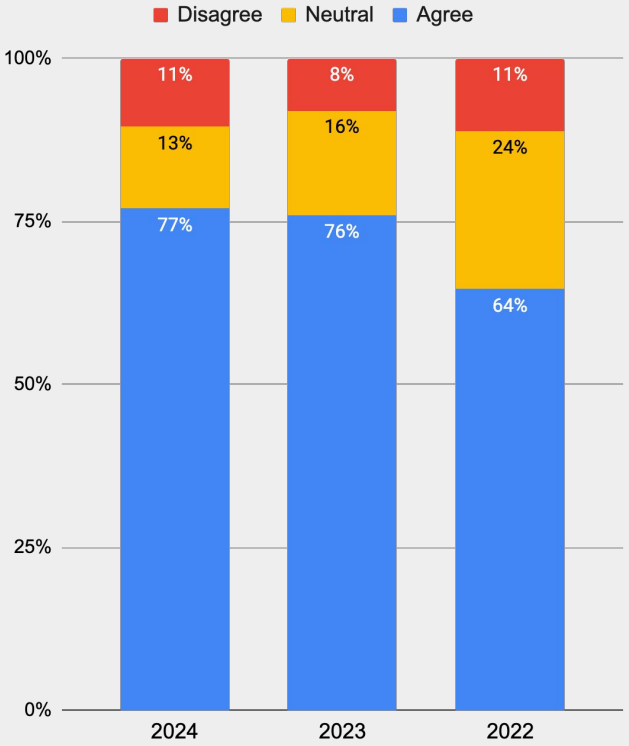


# Tourism has a positive impact on *jobs* in my community.

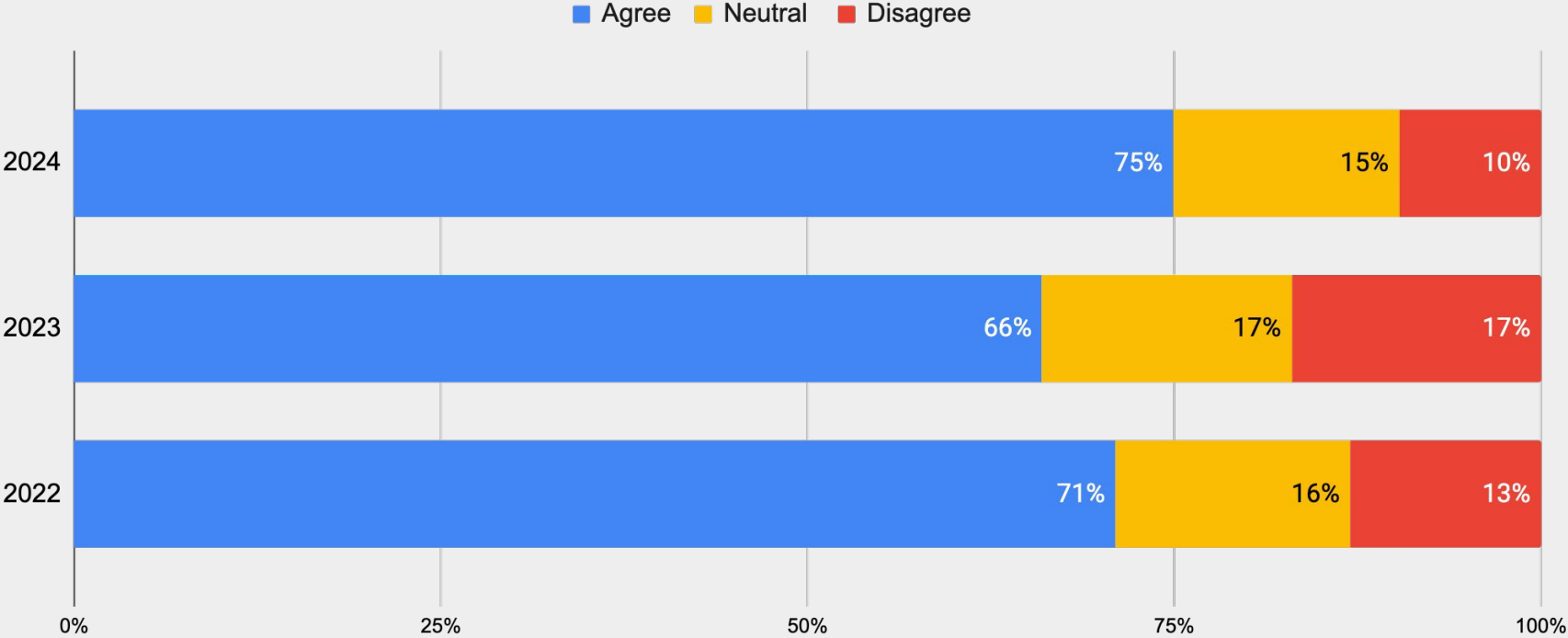
Overall response:



Business owner response:

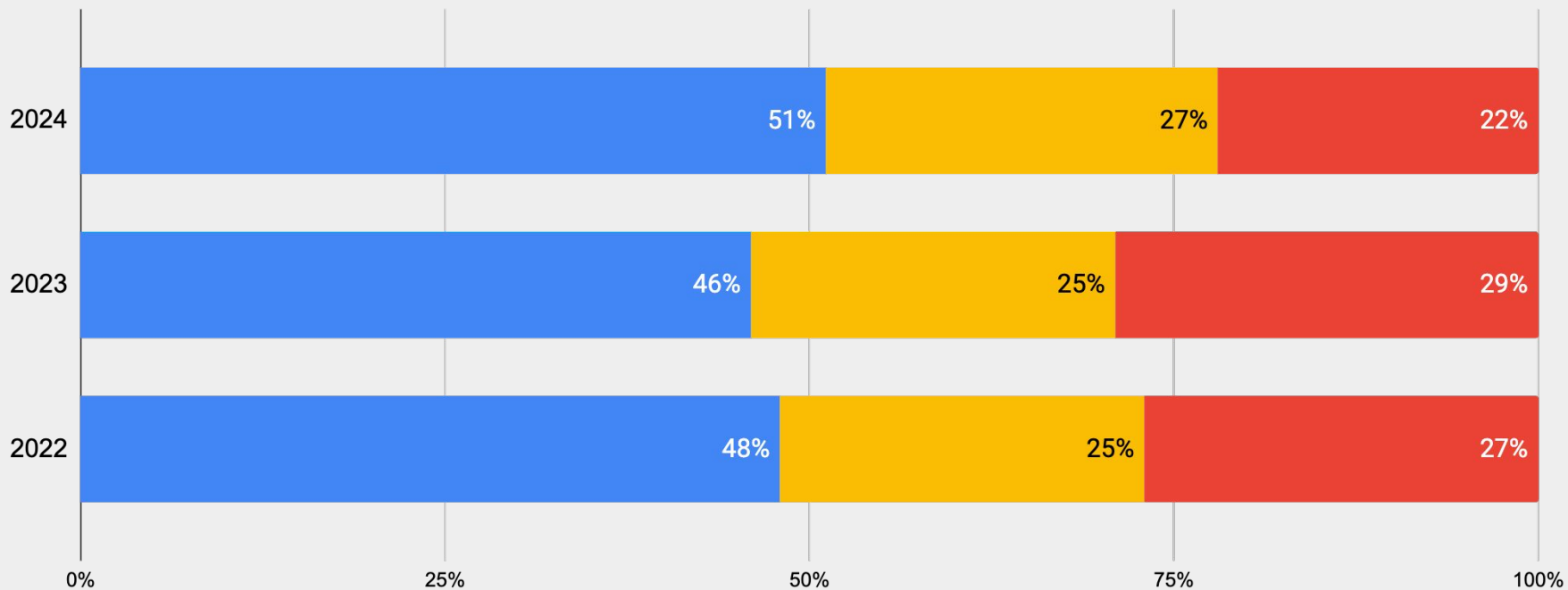


# The cost of housing is higher in the area because of tourism.



# Short-term rental properties for visitors have had a negative impact on my neighborhood.

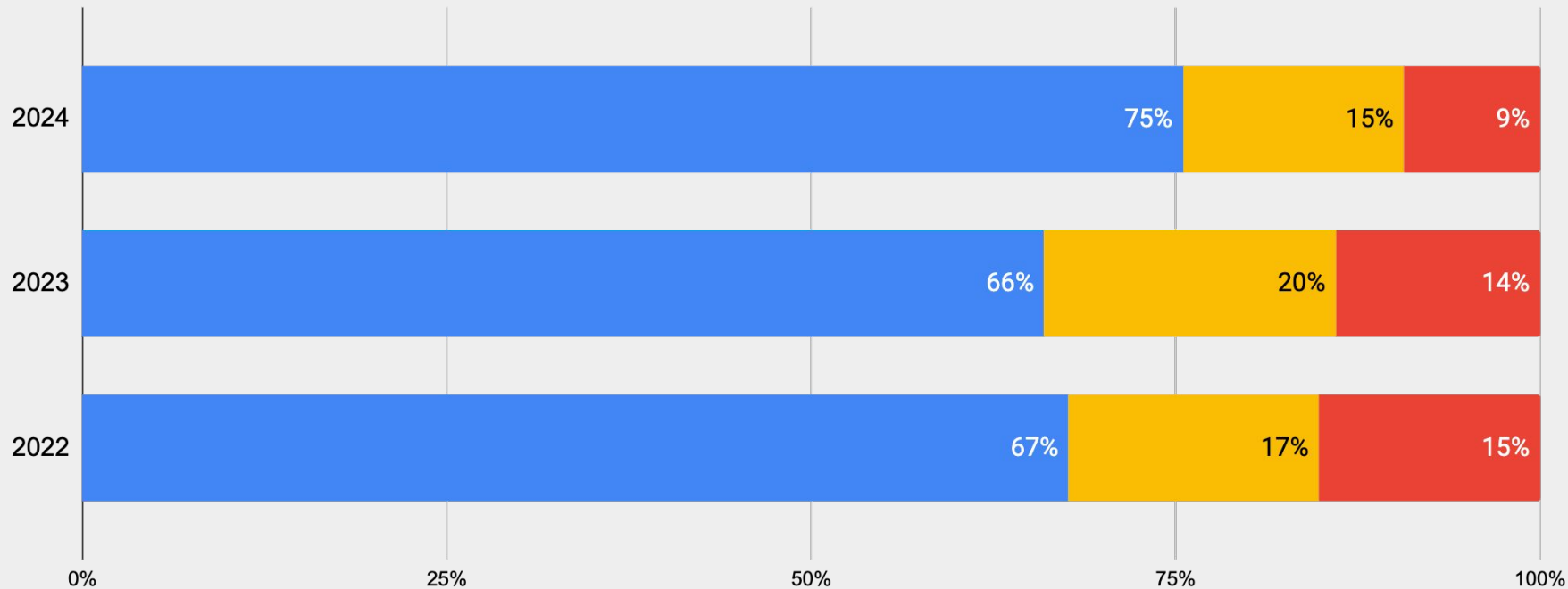
■ Agree ■ Neutral ■ Disagree





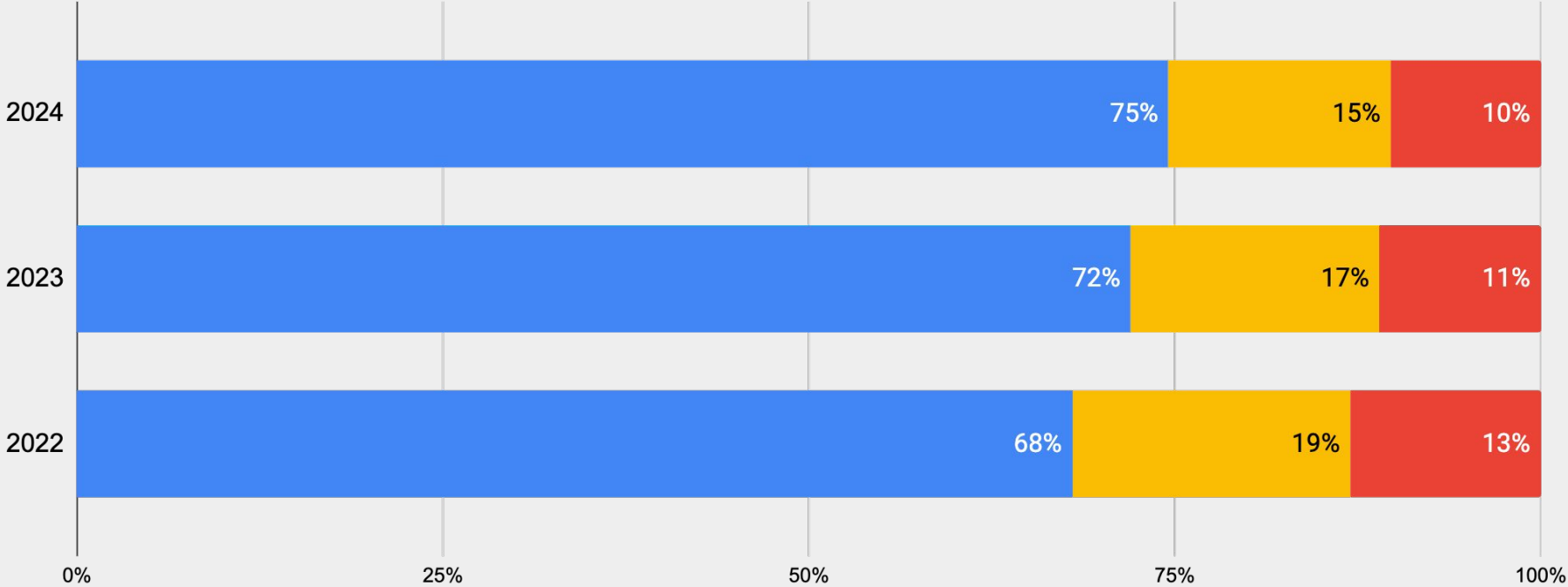
# There are more restaurants and retail shops because of tourism.

■ Agree ■ Neutral ■ Disagree



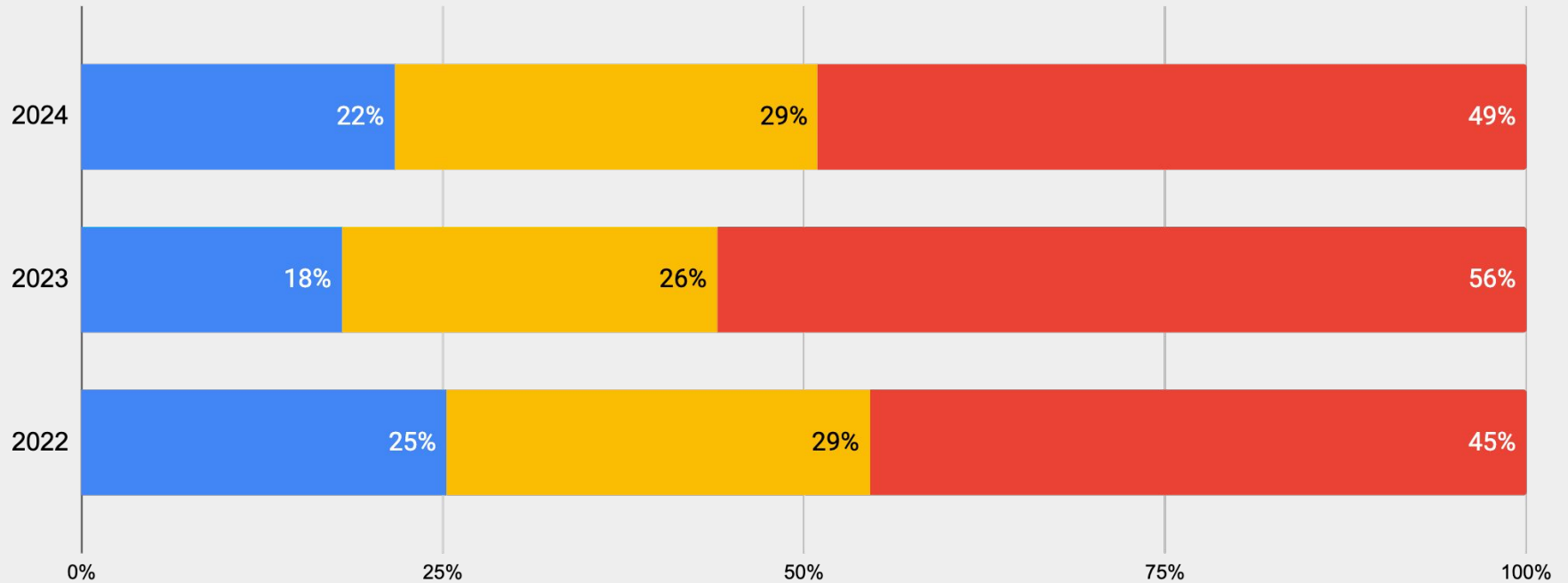
# There are more attractions, events, and things to do because of tourism.

Agree Neutral Disagree



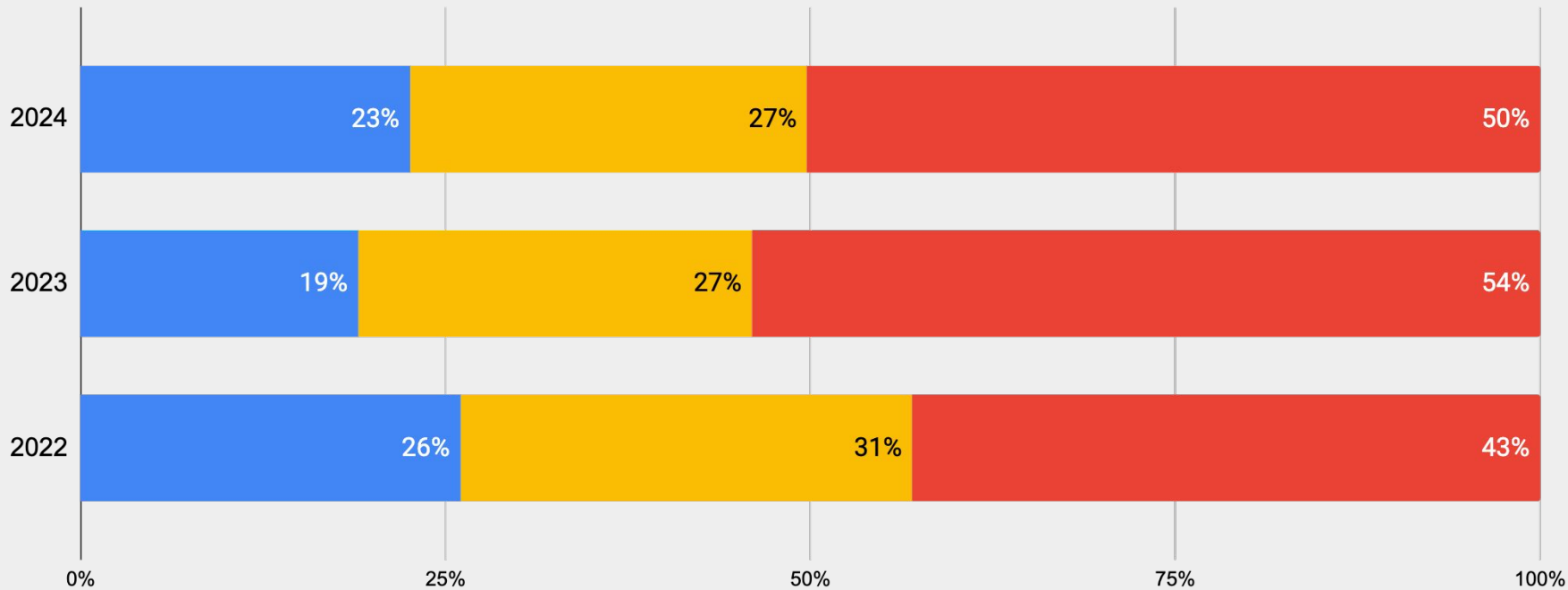
# The community is not as enjoyable because of tourism.

Agree Neutral Disagree

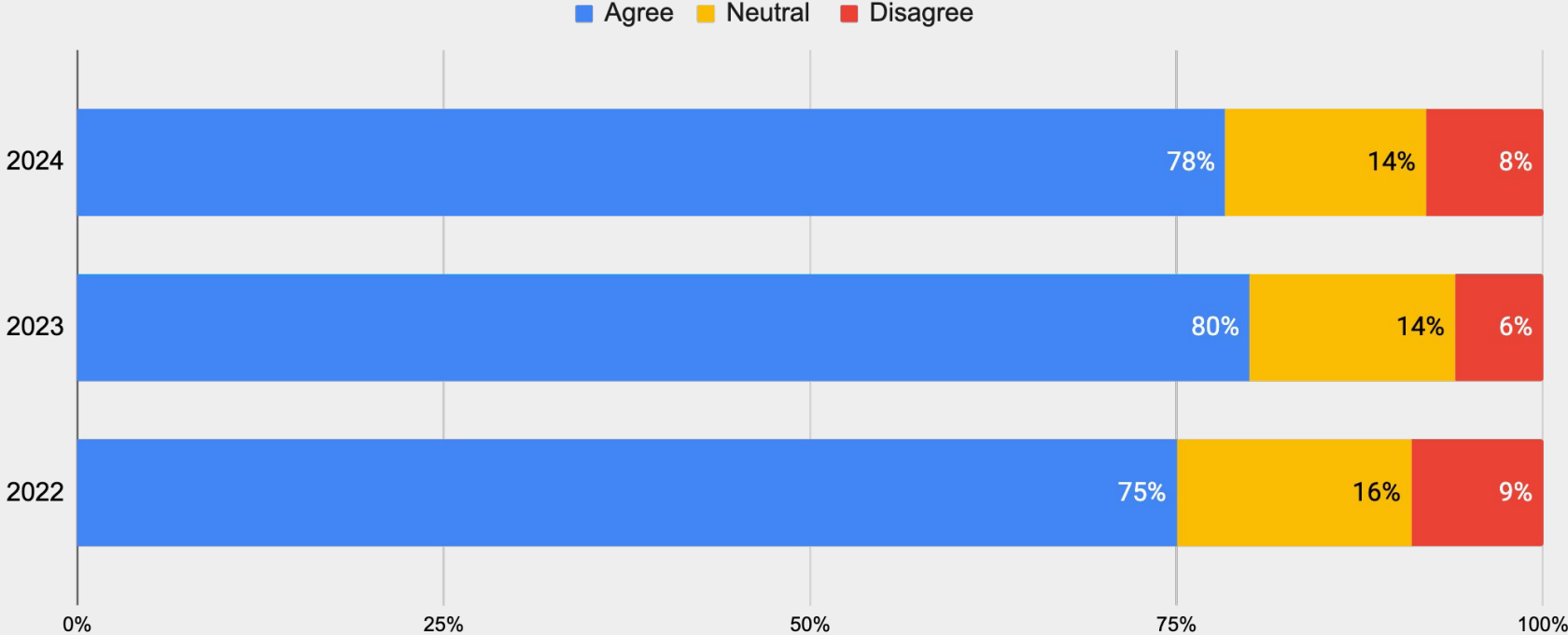


# The number of people visiting the area has a negative impact on my quality of life.

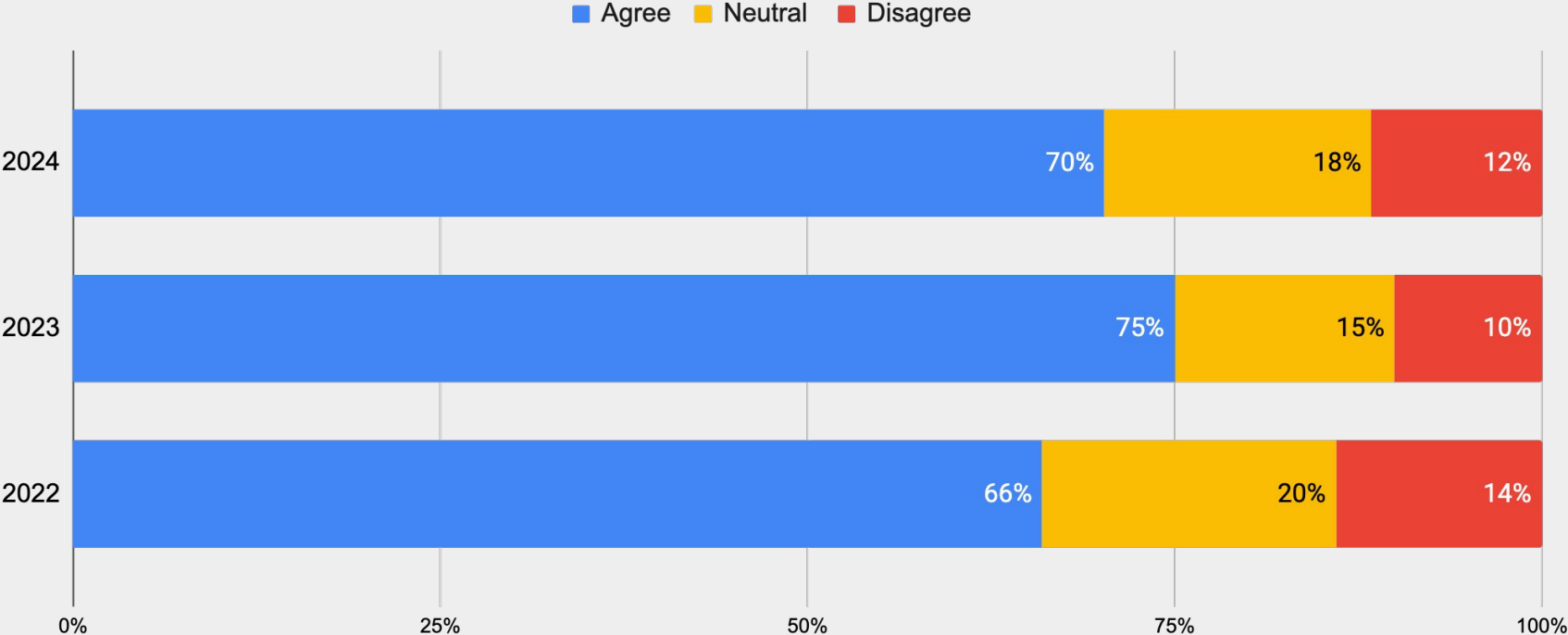
Agree Neutral Disagree



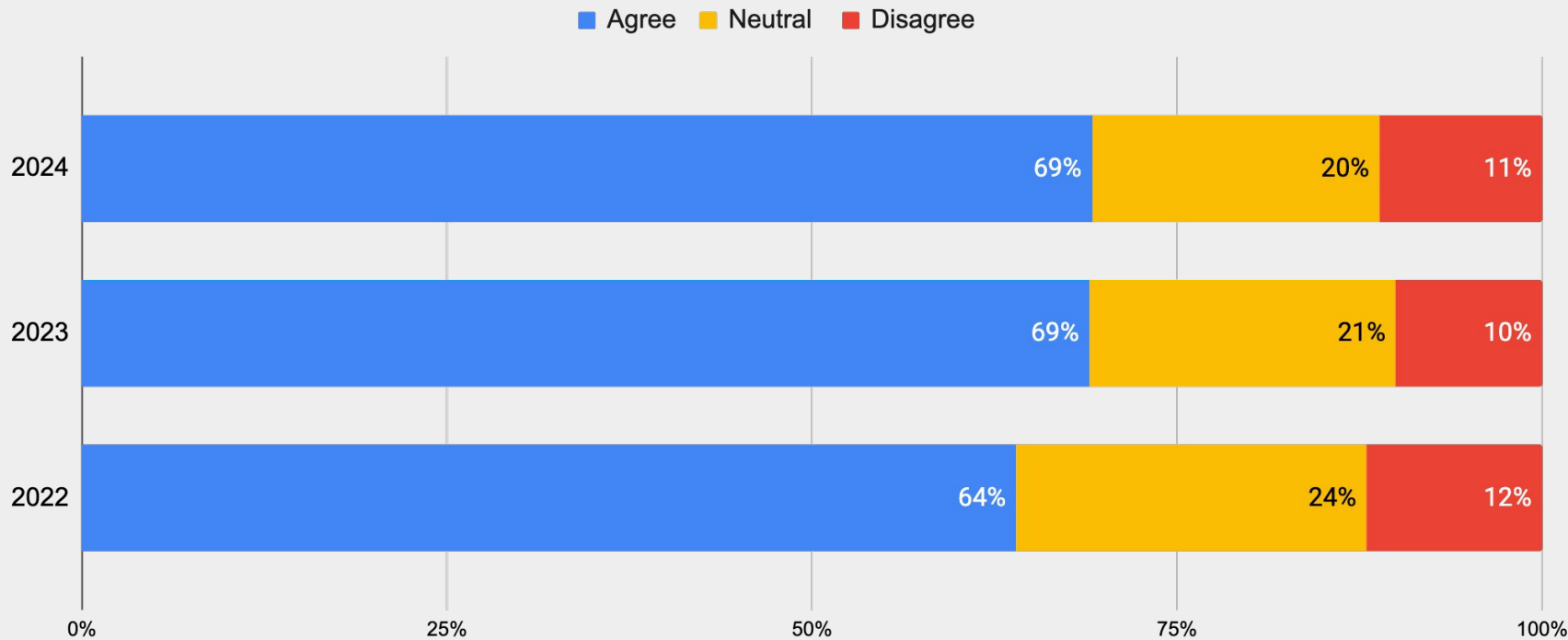
# Tourism promotion and marketing helps the local economy.



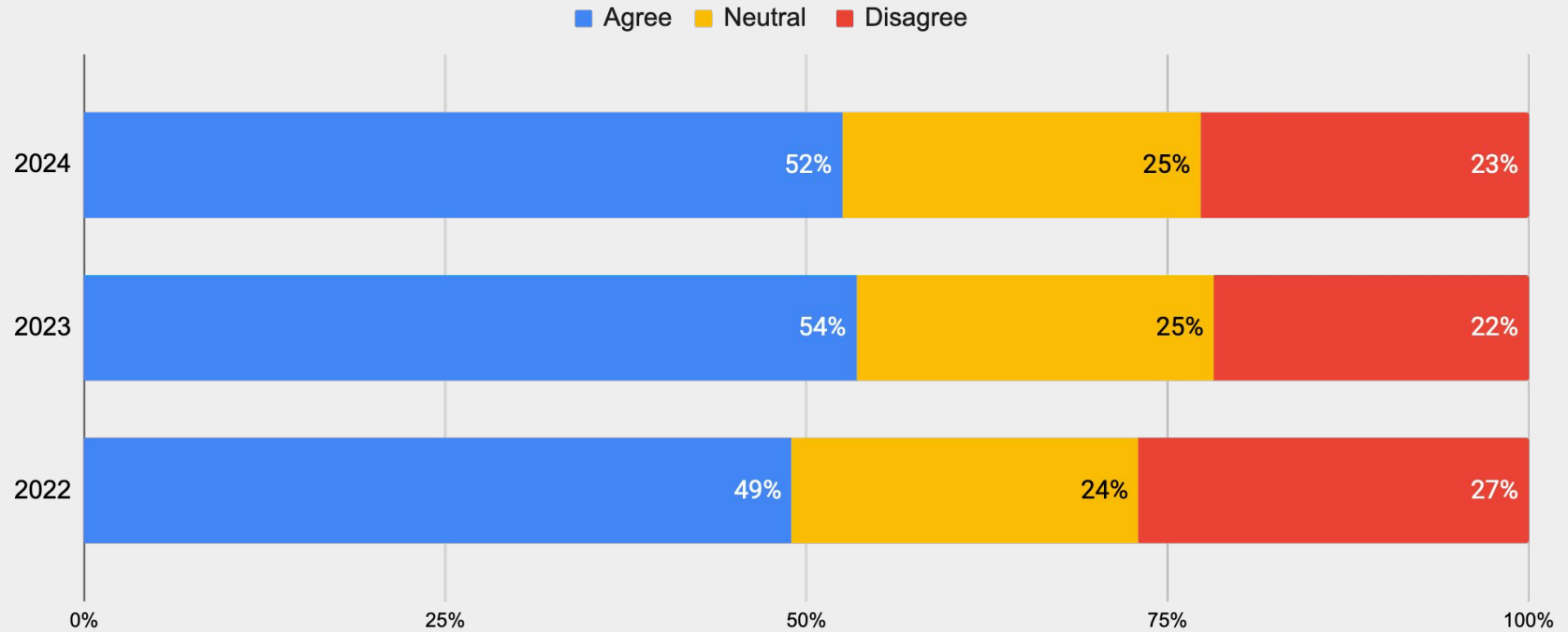
# Marketing the region is important to stay competitive with other destinations.



# Growing the number of permanent residents in my community is important to me.

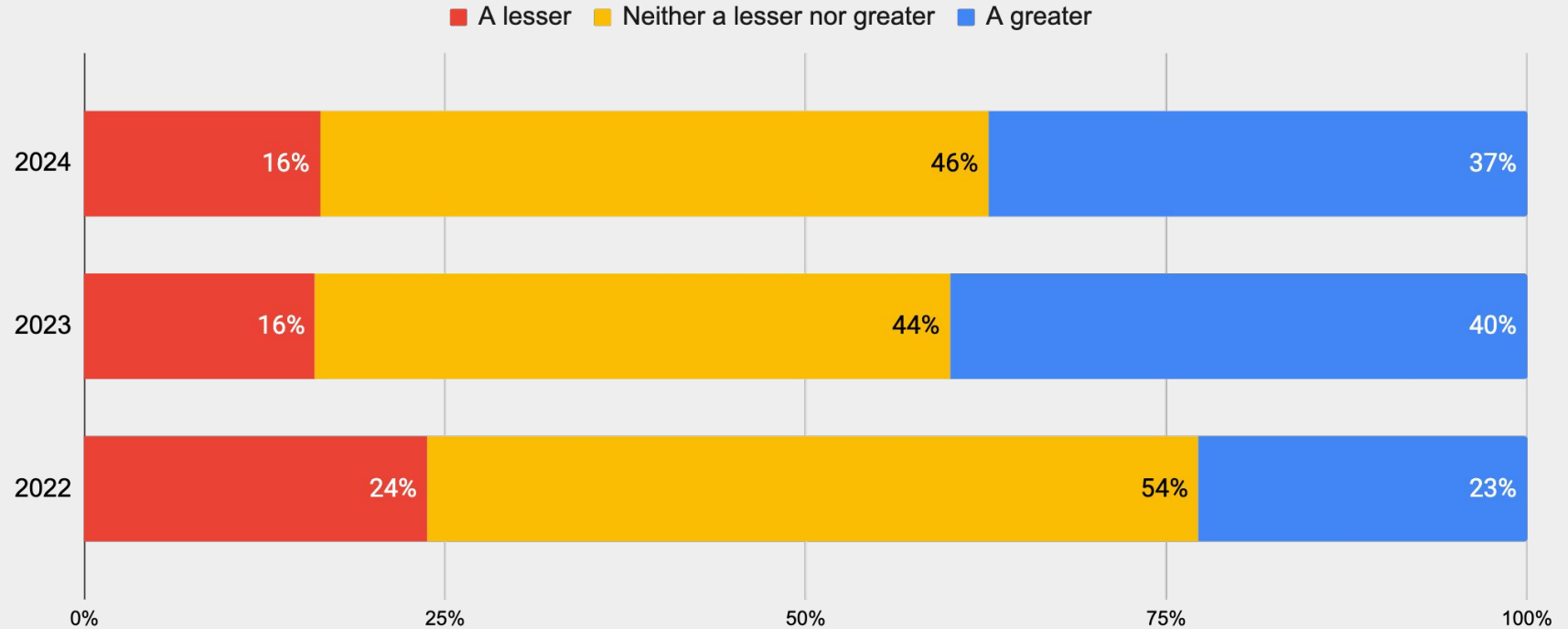


# Exposing travelers to the region increases the number of permanent residents.





# I think tourism should have \_\_\_\_\_ impact on the region's economy.



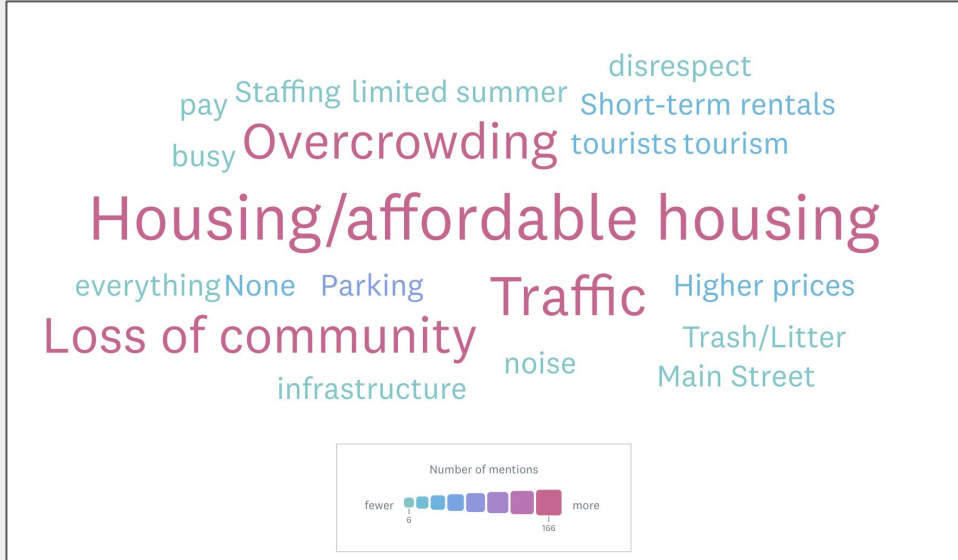
# In your community, what activities / experiences do you feel would benefit from additional marketing and awareness?



## Top mentioned

2024	2023
Arts	Arts
Biking/cycling	Biking/cycling
Food/restaurants	Food/restaurants
Events (general)	Snowmobiling
Hiking	Hiking
Snowmobiling	Boating
Music/concerts	Music/concerts
Fishing	Skiing (includes xc)
Businesses	History/historical experiences
Rail Trail	Fishing

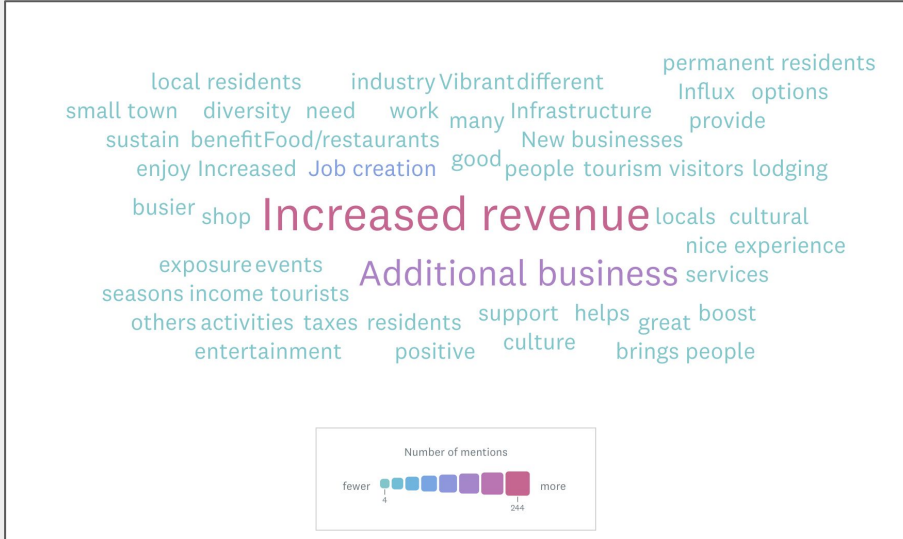
# What are the negative impacts of tourism in your community?



## Top mentioned

2024	2023
Housing/affordable housing	Housing/affordable housing
Traffic	Traffic
Overcrowding	Short-term rentals
Loss of community	Overcrowded trails
Parking	High housing costs
Short-term rentals	Environmental degradation
Higher prices	Loss of community
None	Impact on local school population
Trash/litter	Noise pollution
Staffing	Parking

# What are the positive impacts of tourism in your community?



## Top mentioned

2024	2023
Revenue	Jobs
Additional business	Revenue
Jobs	Economic growth
Food/restaurants	Support for small businesses
New businesses	More activities
People	Increased business opportunities
Events	Food/restaurants
Infrastructure	Cultural diversity

# Key findings

- The majority of respondents (84%) felt that tourism has a positive impact on their community.
- In 2024, 86% of respondents said tourism benefits businesses, and 74% said it boosts job opportunities, up from 84% and 73% in 2023.
- Business owners indicated that increased business during specific months would be beneficial, with May (61%) being the most frequently mentioned month.
- 75% of respondents agreed tourism positively impacts local amenities and activities, showing stronger agreement compared to previous years.
- Agreement with statements regarding some of tourism's negative impacts, such as higher housing costs and reduced community enjoyment, slightly increased in 2024 compared to 2023.
- The share of people perceiving a negative impact from short-term rental properties in their neighborhoods increased by 5 percentage points.