

# *Ithaca/Tompkins County Visitor Survey*

*Digital Survey Results*

# Summary of Respondents



## *Demographic Information:*

### *Age*

36% - age 55-70  
35% - age 40-55  
14% - age 27-40  
11% - age 70+  
3% - age 18-26  
< 1% - under 17

### *Education Level*

57% - graduate degree  
31% - 4-year degree  
5% - Some college – no degree  
4% - 2-year degree  
2% - High School or GED

### *HH Income*

39% - \$150k+  
16% - between \$50-\$99k  
15% - between \$100-\$150k  
7% - under \$50k  
23% - prefer not to respond

### *Gender*

59% - Female  
41% - Male

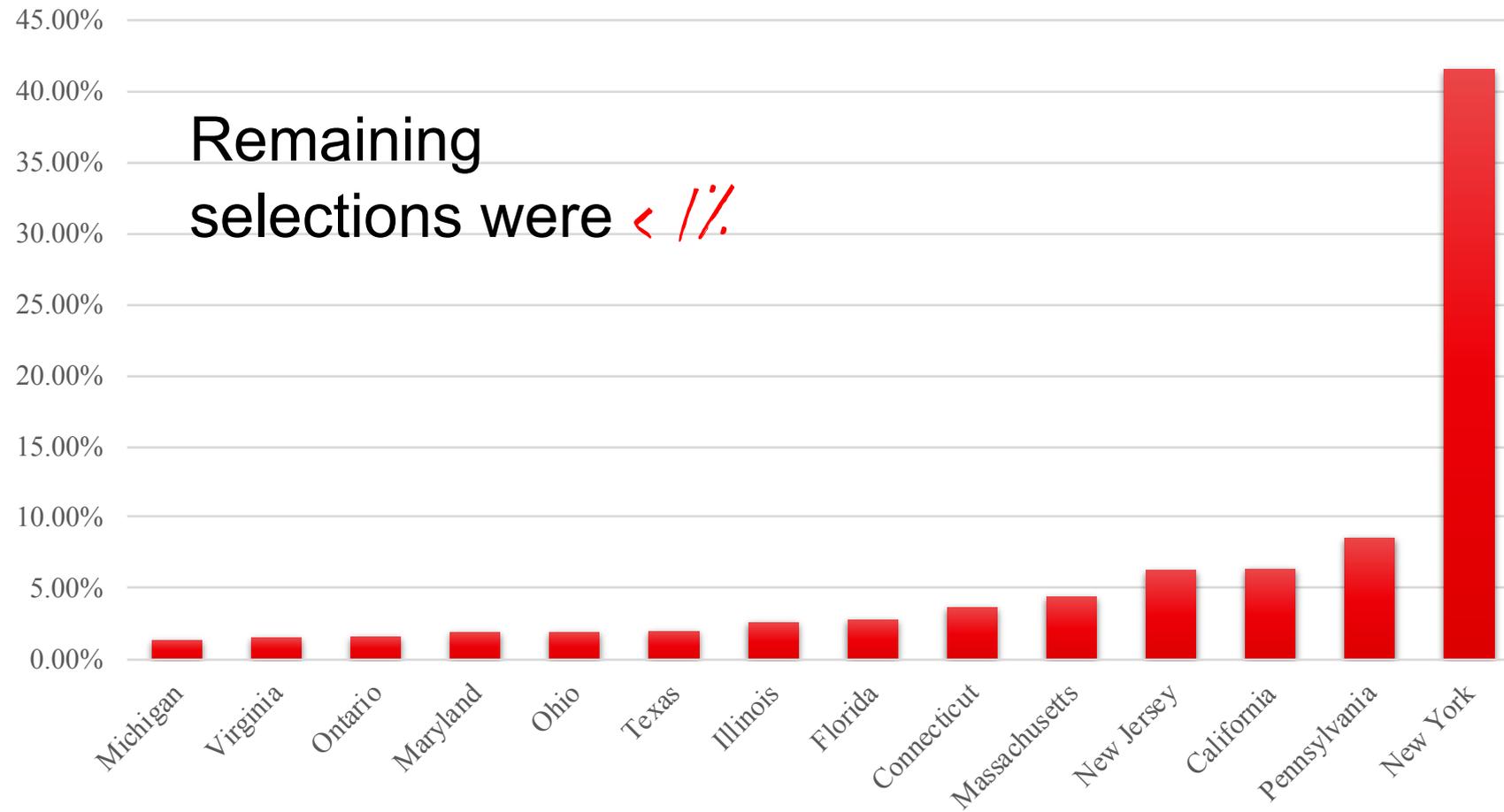
### *Employment Status*

60% - employed FT  
21% - retired  
10% - employed PT  
6% - not employed  
3% - student

# Residence



Where is your home state or province?



Outside of Ithaca

*NYC*

*Boston*

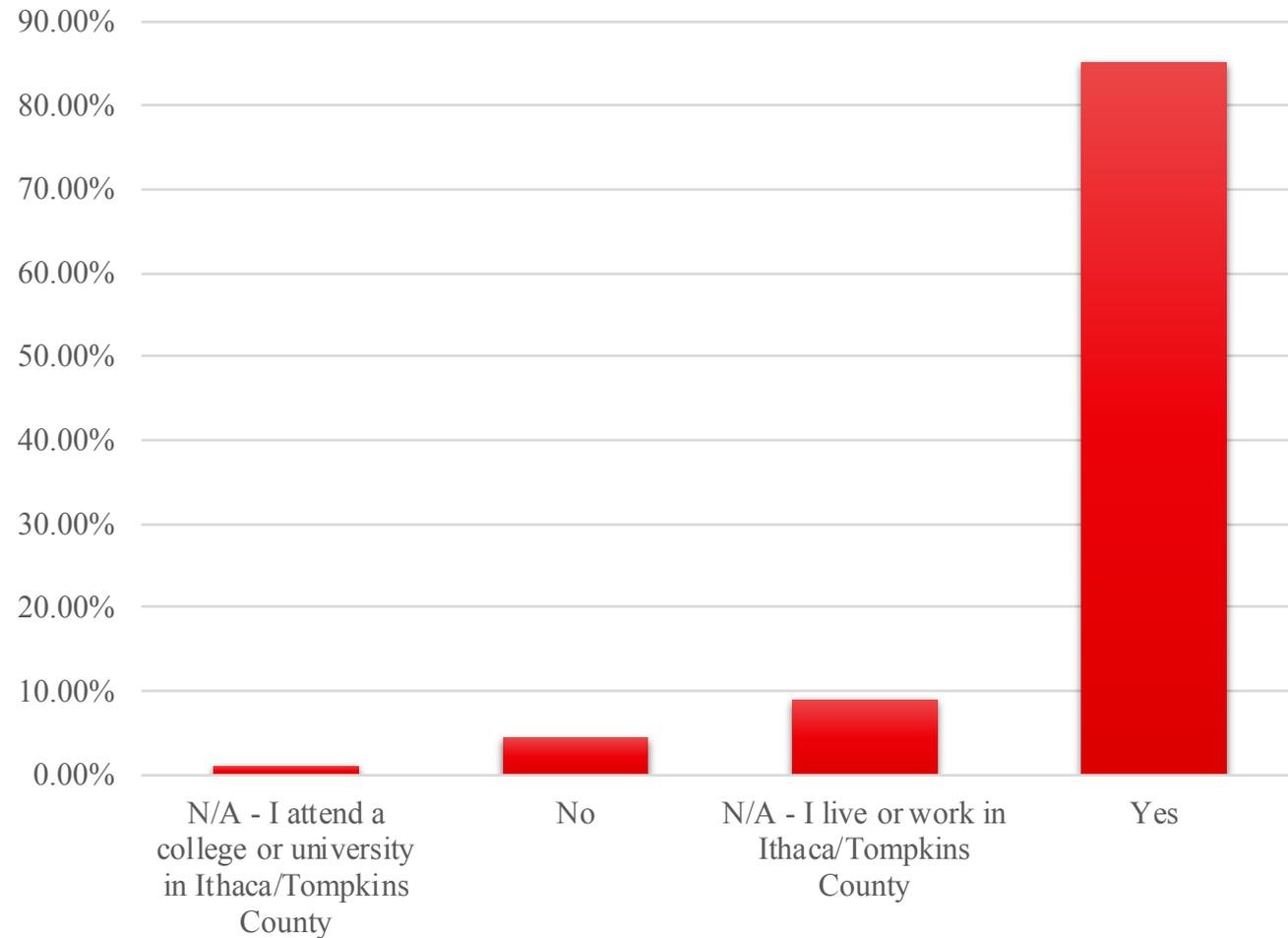
*Rochester*

*Philadelphia*

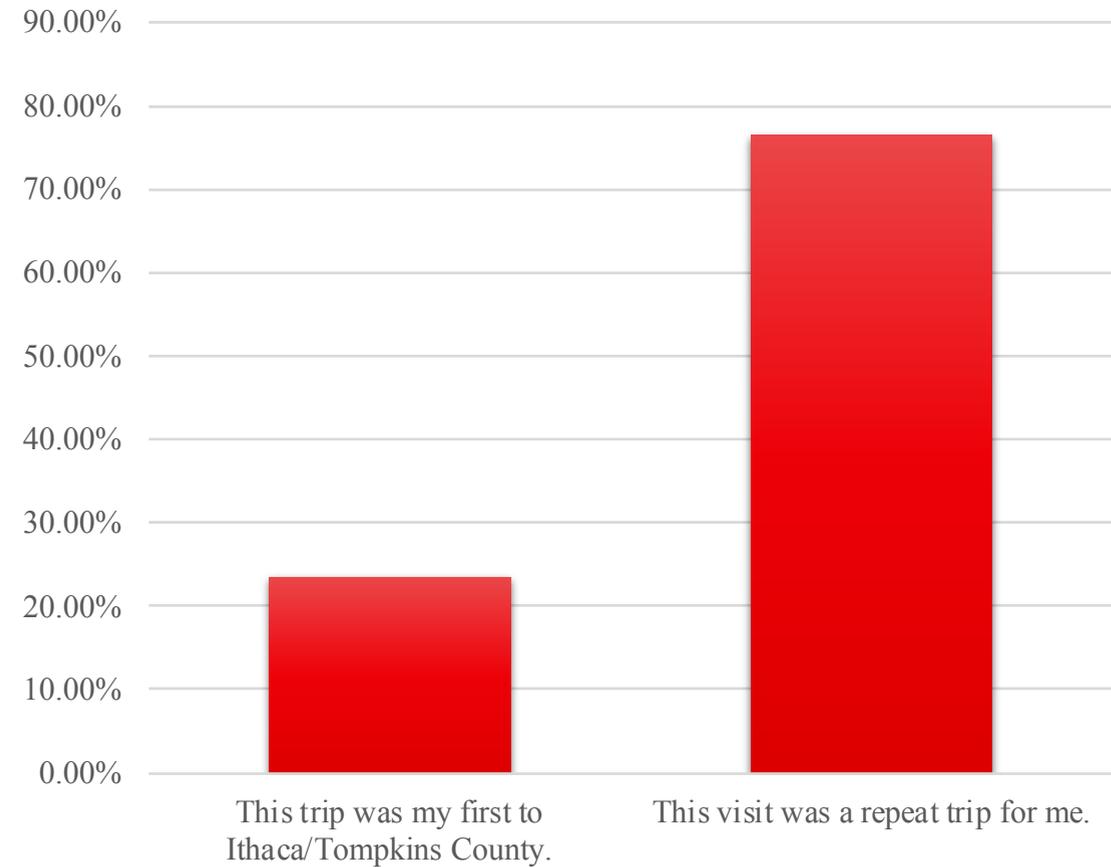
*Chicago*

Were the MSAs where visitors come from.

### Have you visited Ithaca/Tompkins County, NY within the last four years?



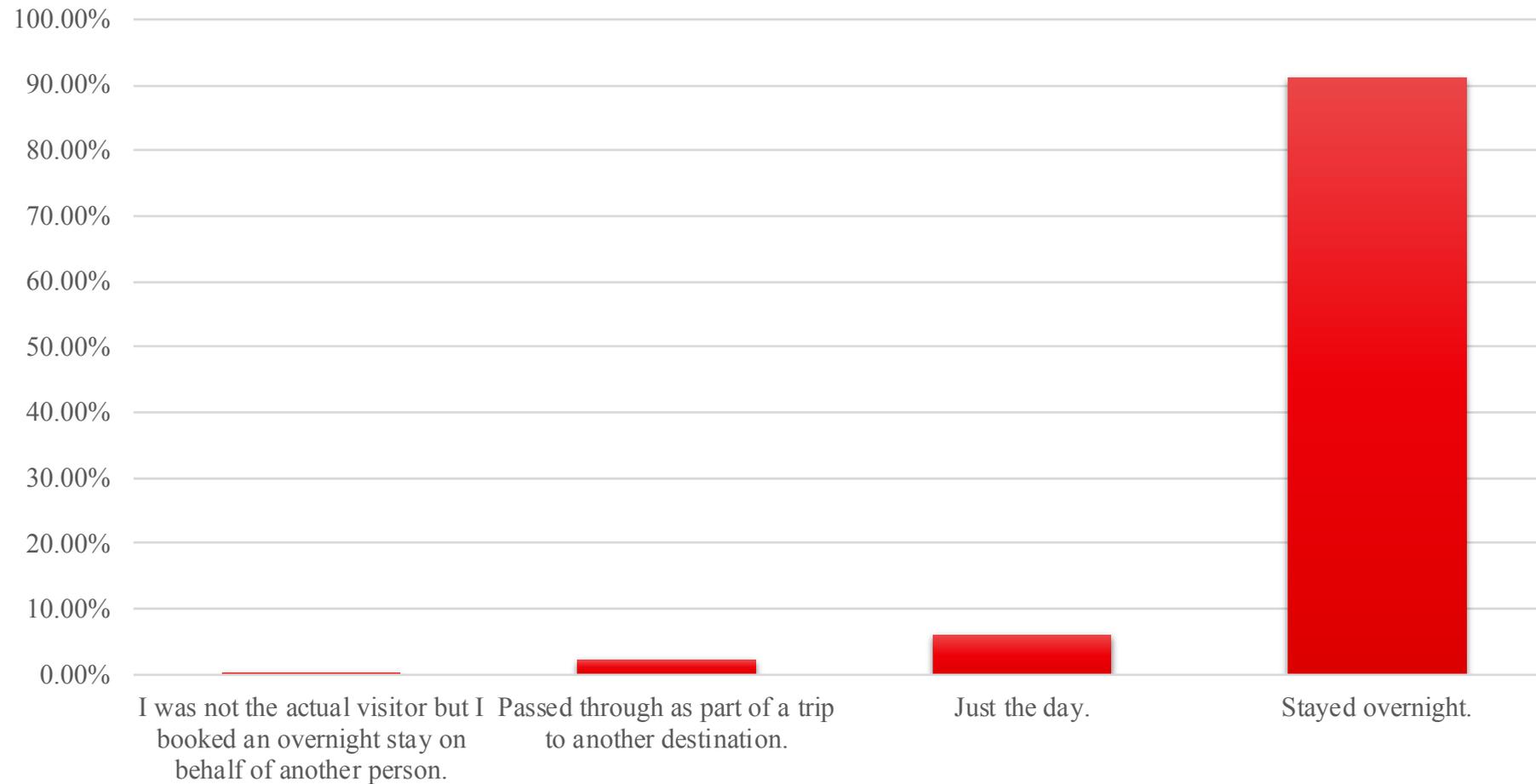
### Was this your first trip to Ithaca/Tompkins County or have you been here before?



# Day vs. Overnight Visitor



Did you stay overnight or just visit for the day?



If they were just passing through:

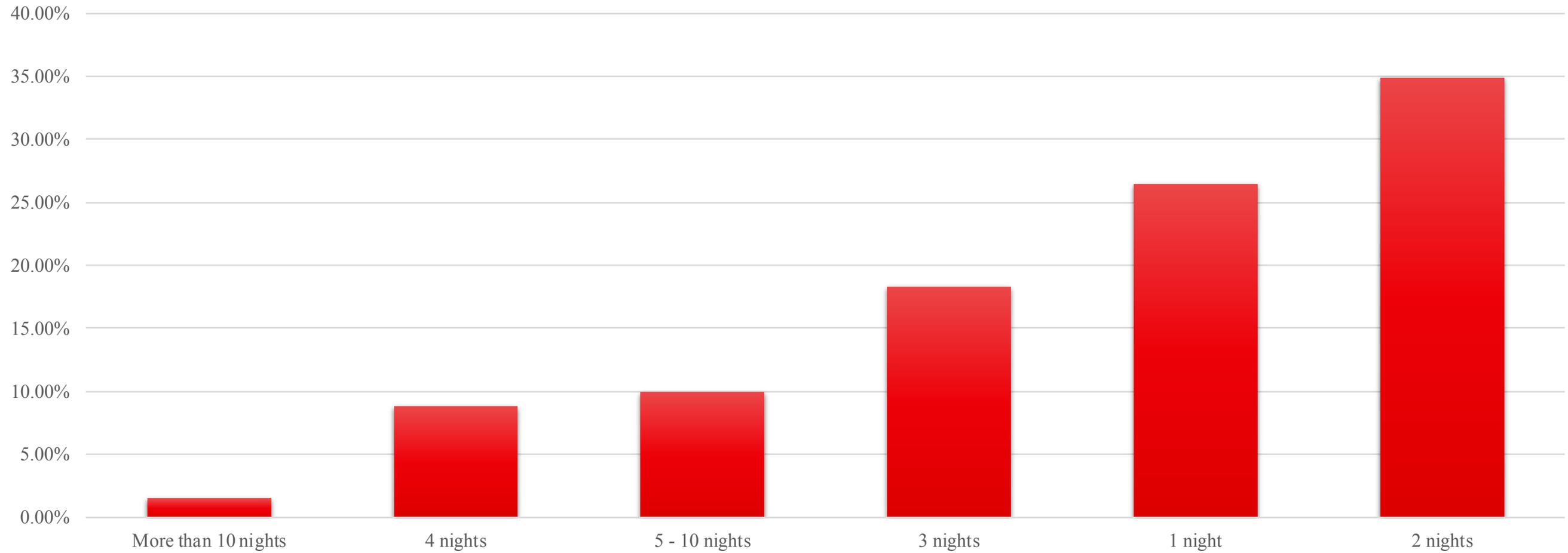
*Watkins Glen*  
*Vermont*  
*Cornell*

were the ultimate destinations.

# Overnight Visitor



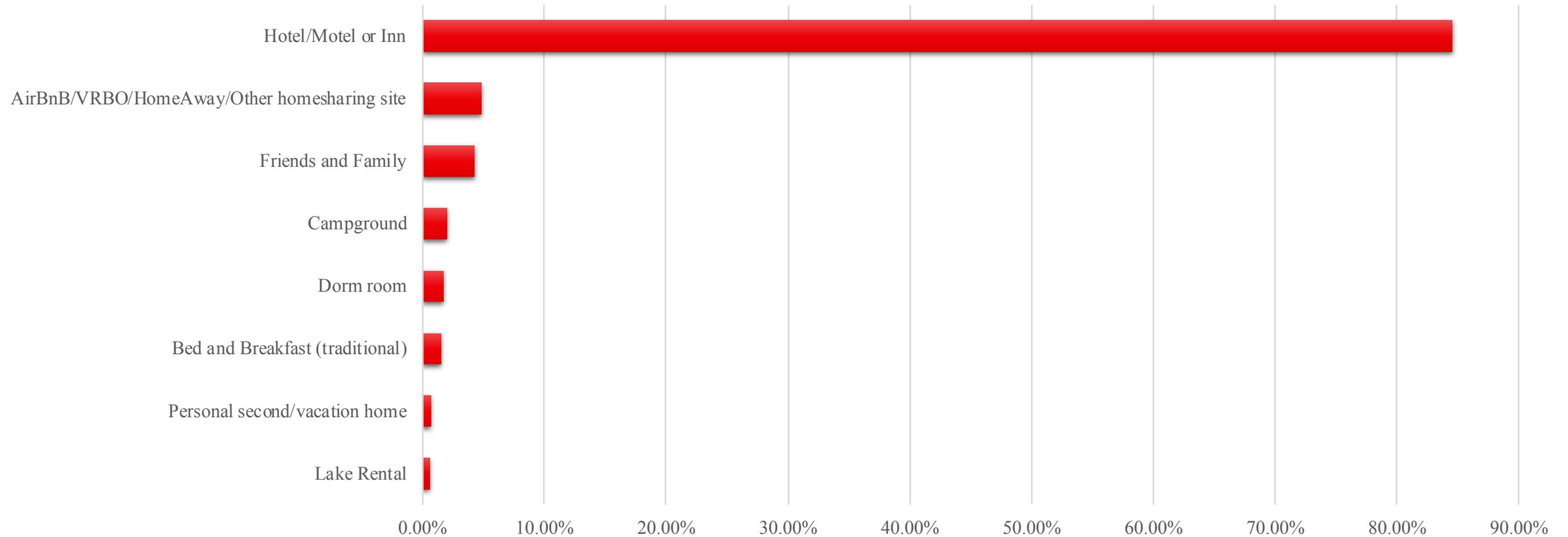
How many nights were spent in Ithaca/Tompkins County on your most recent trip?



# Accommodation Type



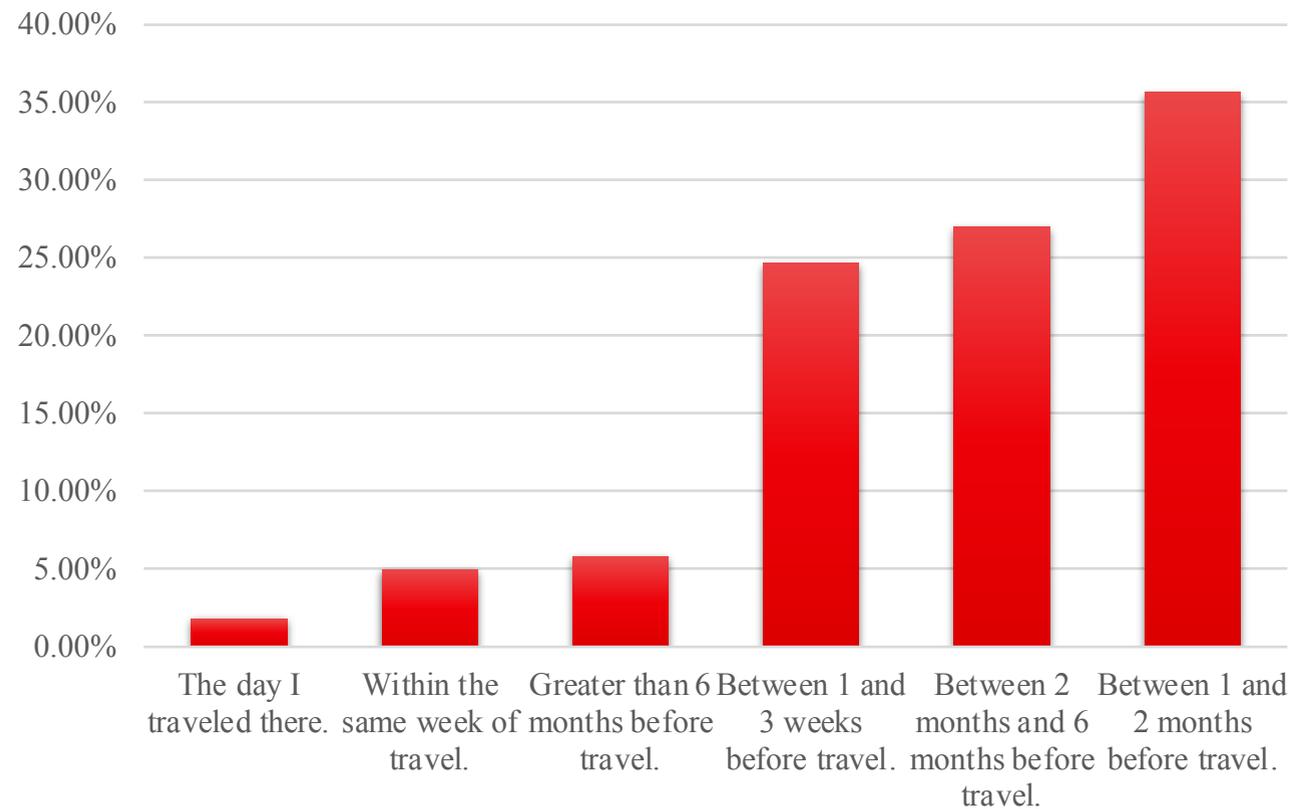
What kind of accommodations were used during your last trip to Ithaca/Tompkins County?



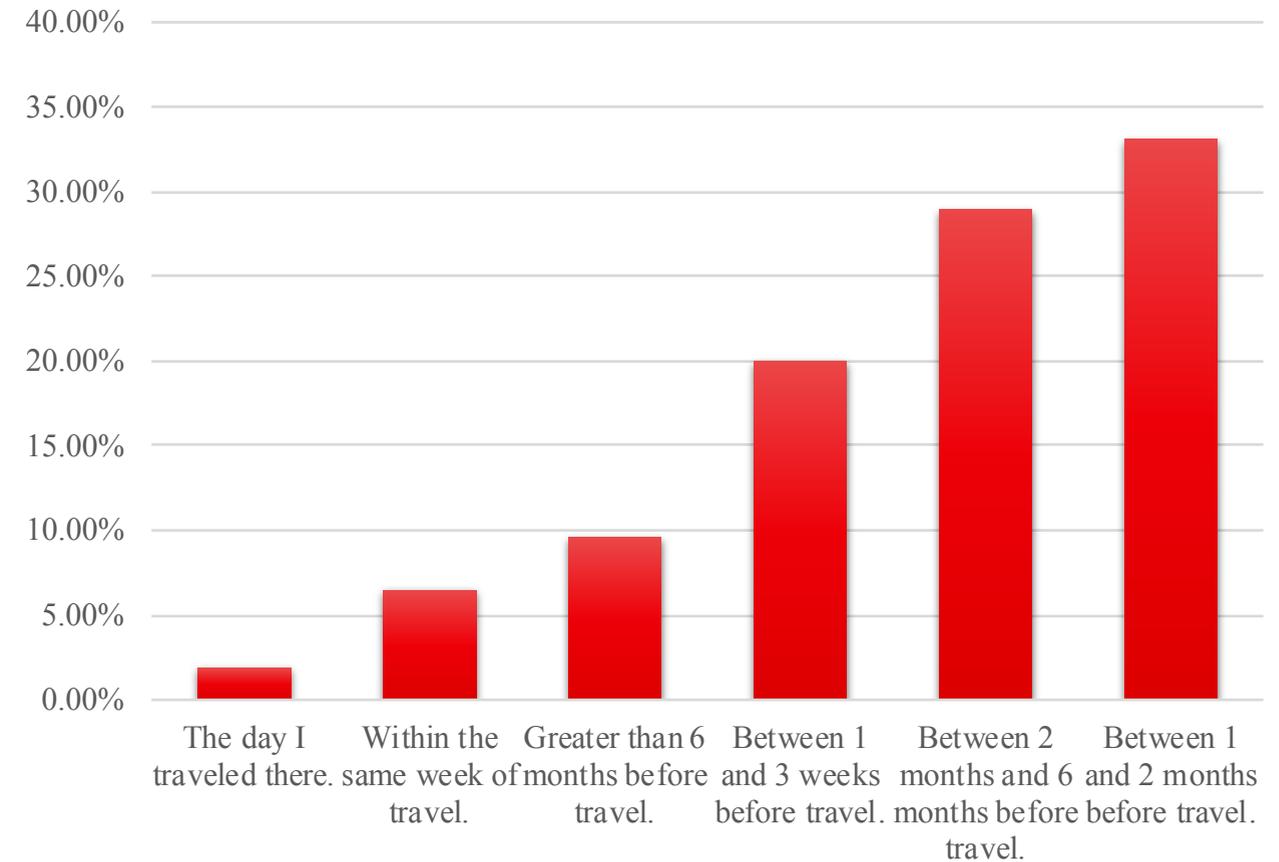
# Timing of Travel Decision



When did you make your travel arrangements for you most recent trip to Ithaca/Tompkins County?



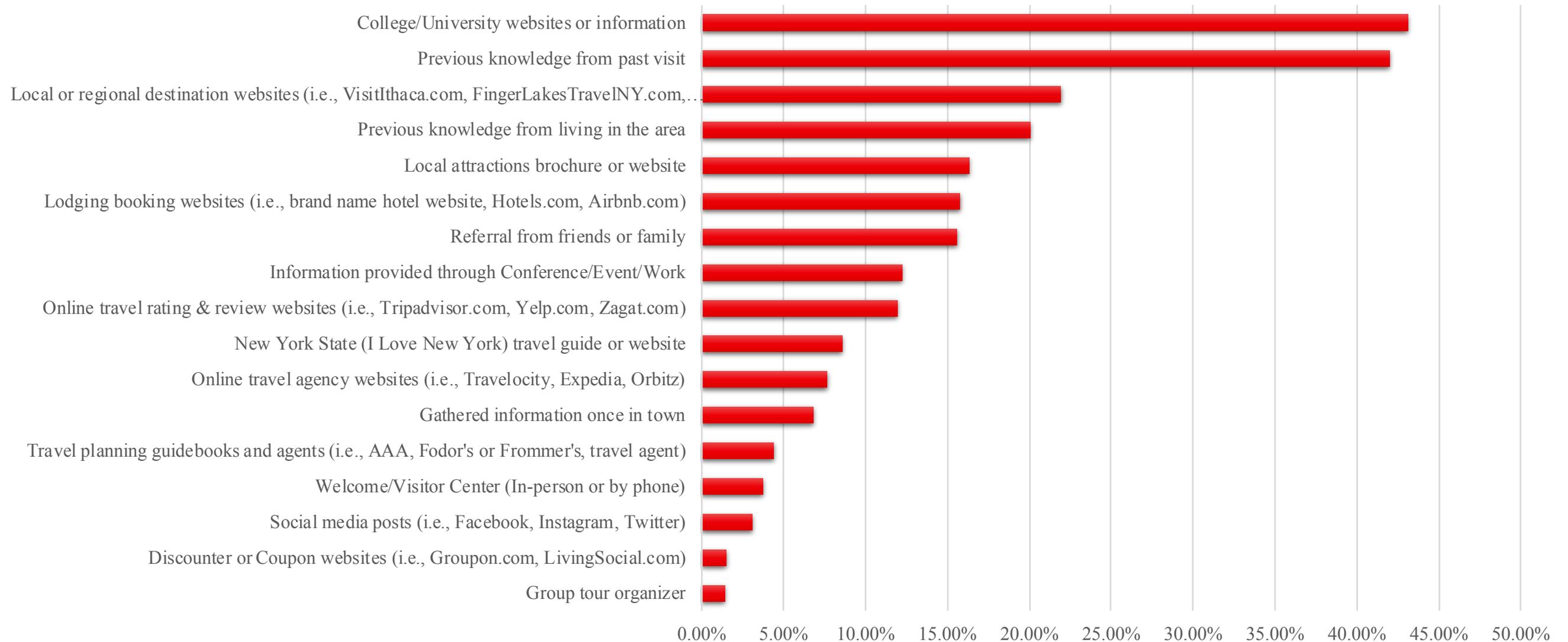
When did you begin planning your most recent trip to Ithaca/Tompkins County?



# Travel Planning Resources



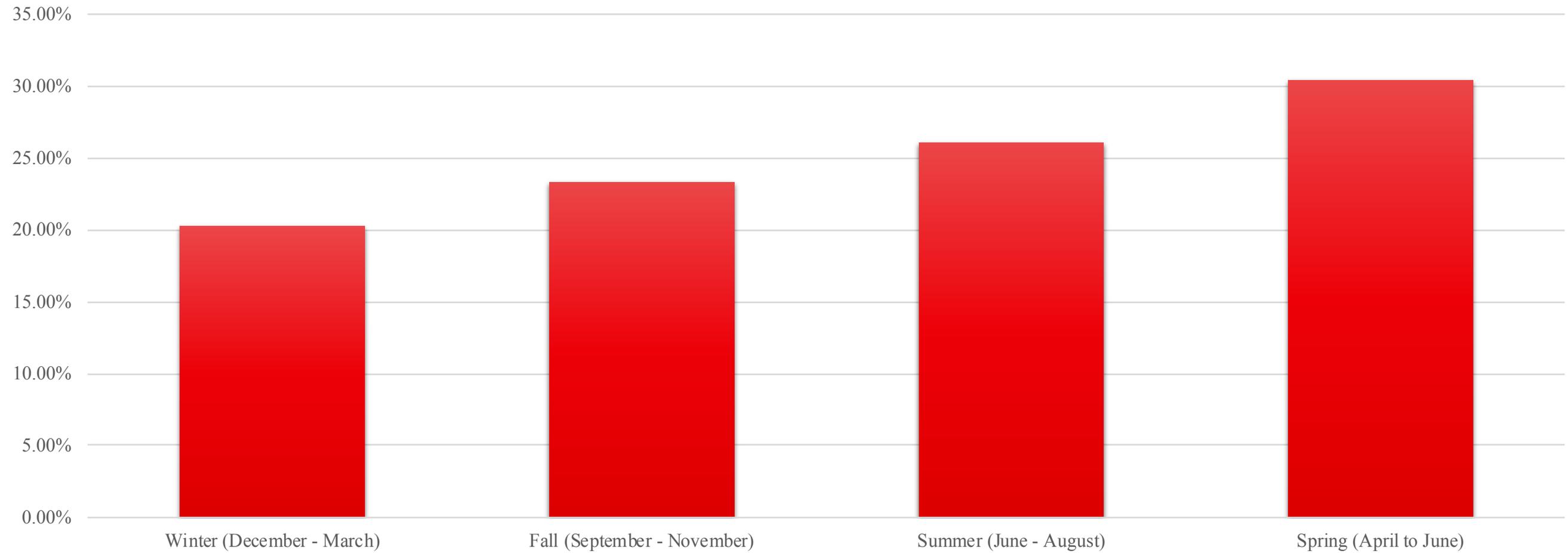
What travel planning resources did you use to prepare or book your most recent trip to Ithaca/Tompkins County? (select all that apply)



# Trip Time of Year



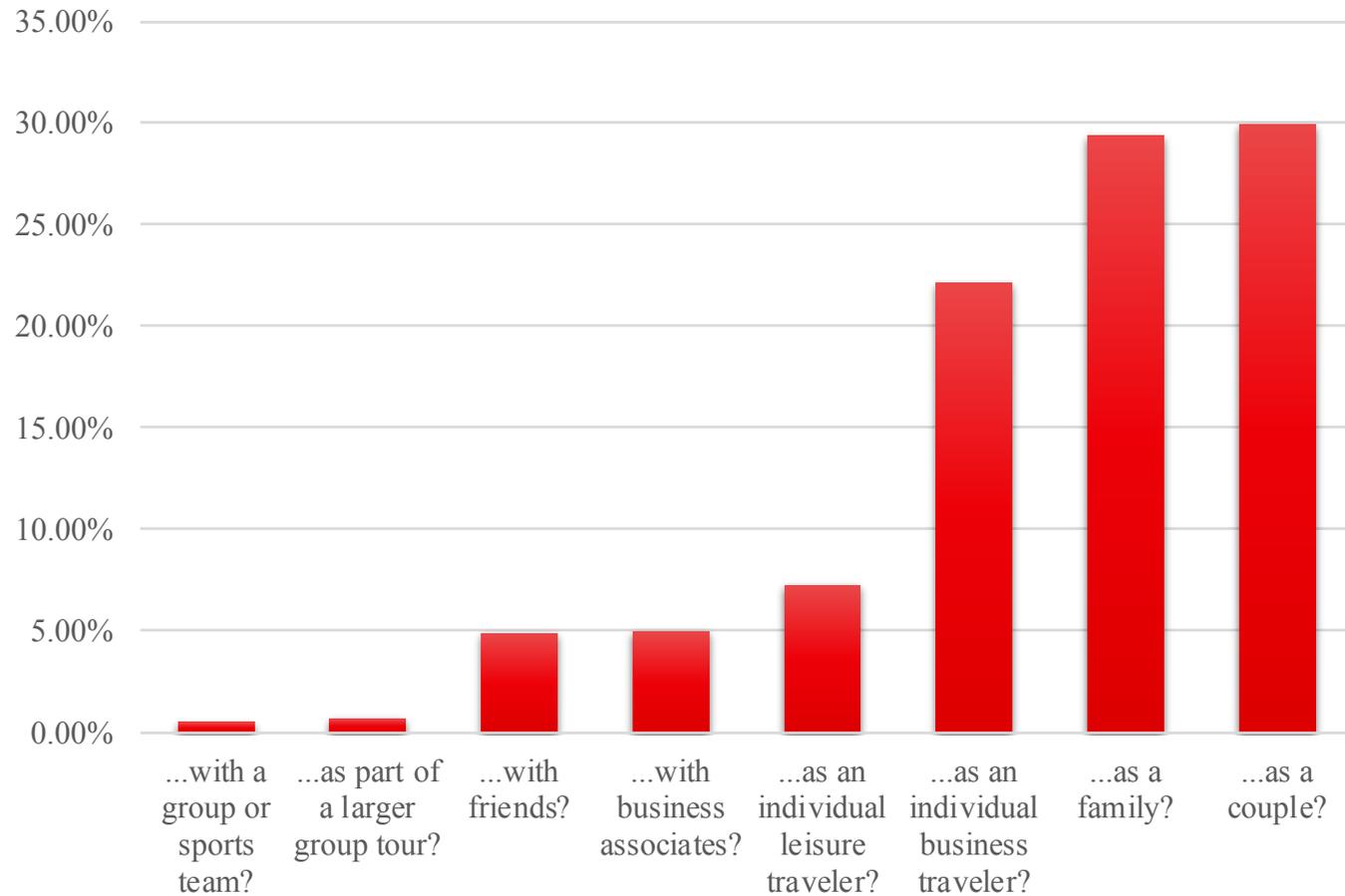
What time of year did you travel to Ithaca/Tompkins County?



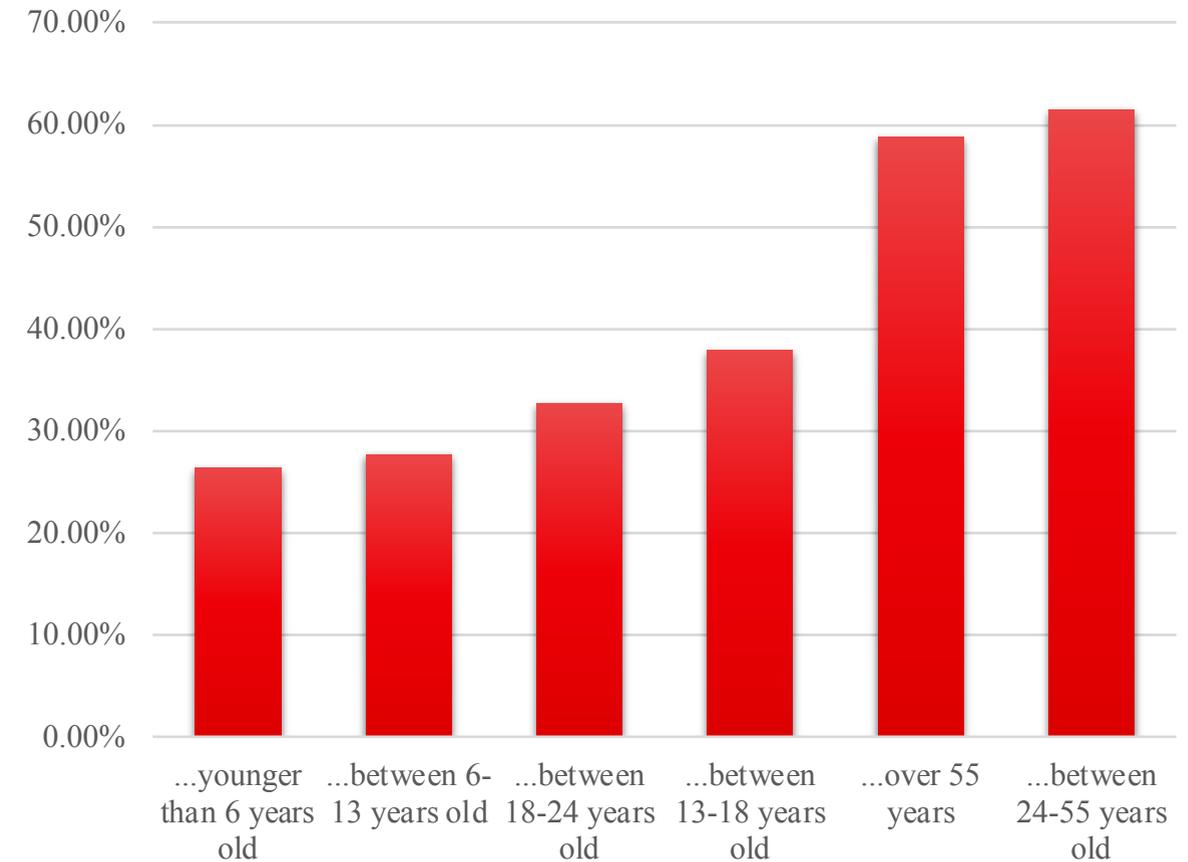
# Travel Party



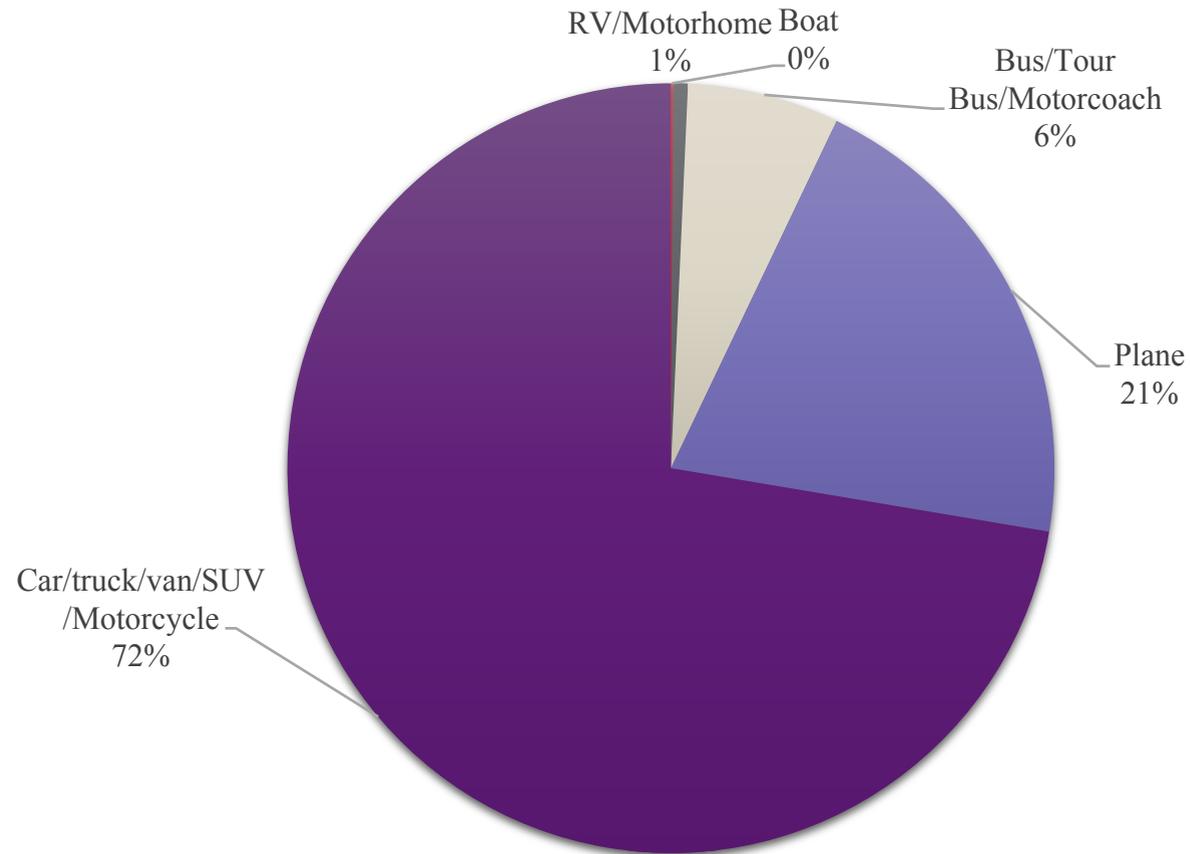
On your most recent trip to Ithaca/Tompkins County, did you travel...



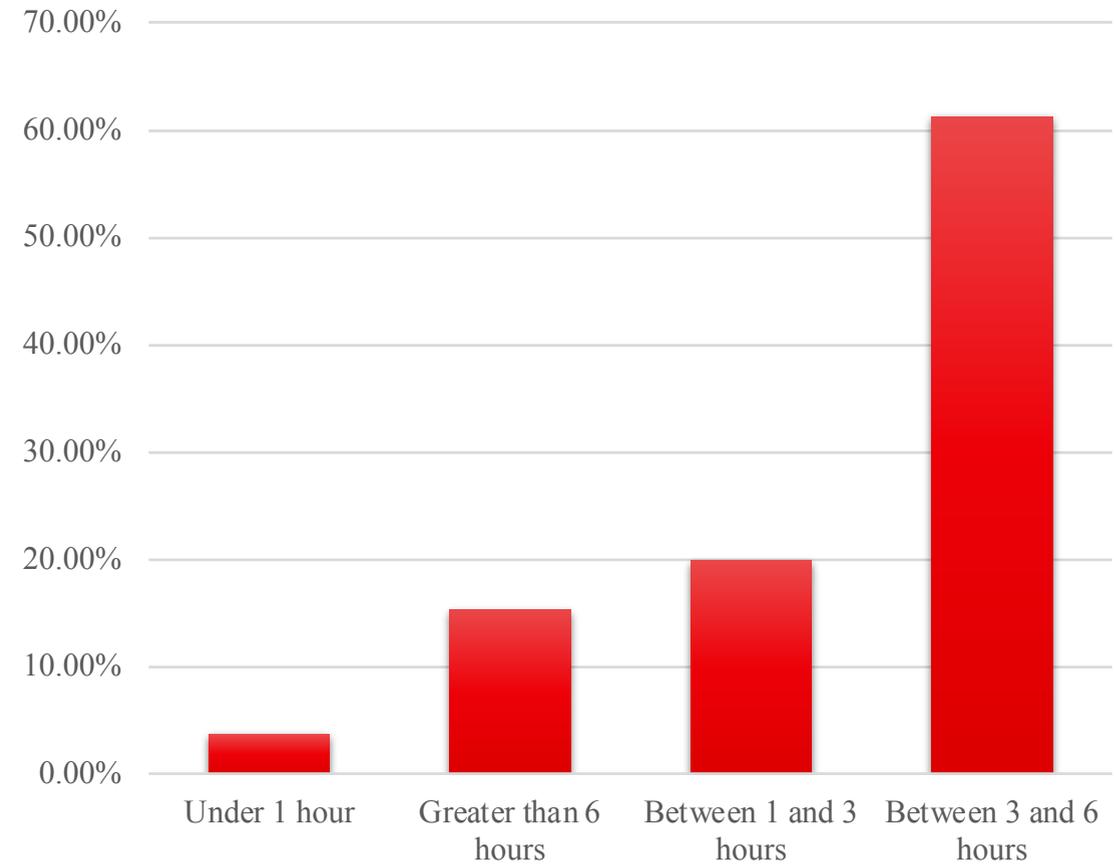
Including yourself, how many of the people traveling with you were...



### How did you travel to Ithaca/Tompkins County?



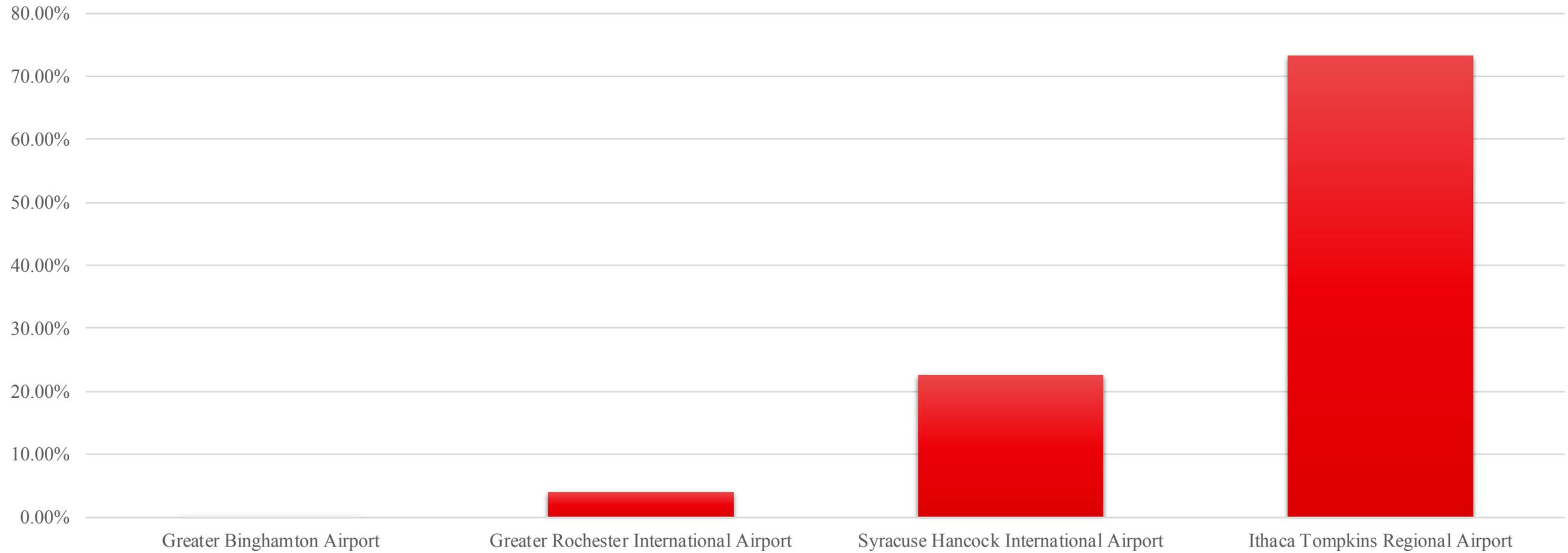
### How long was your car, bus or RV ride to Ithaca/Tompkins County?



# Travel Vehicles



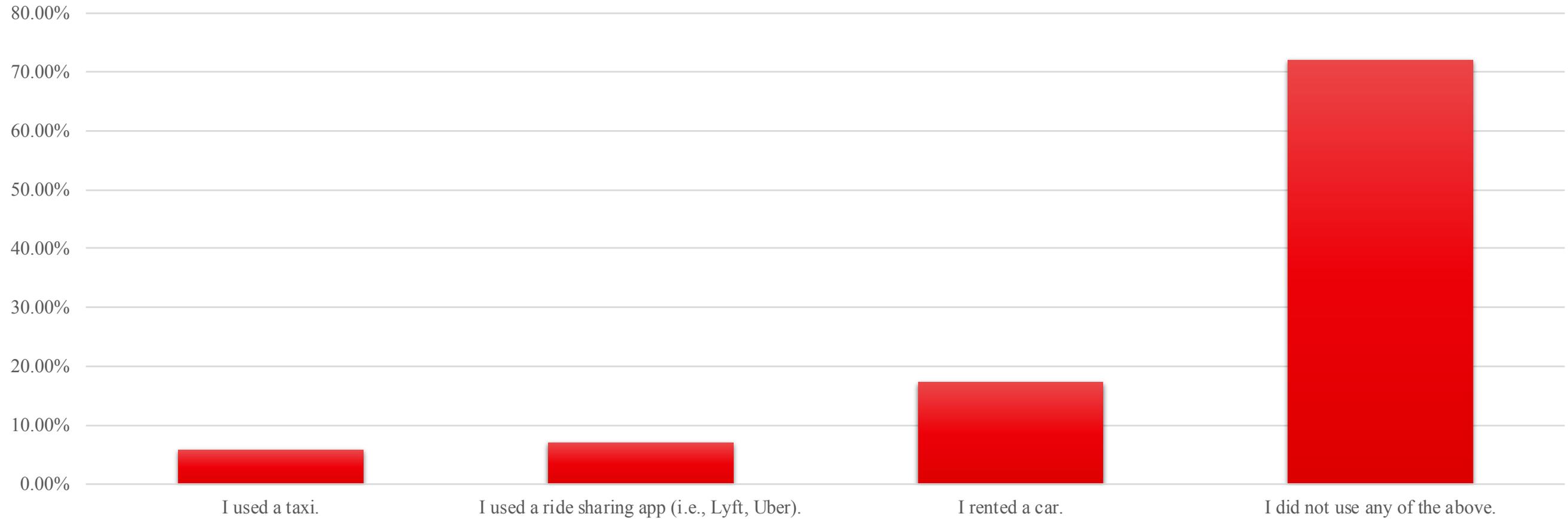
If you traveled by plane to reach Ithaca/Tompkins County, please indicate the airport you used...



# Use of Ride Share



Did you use a taxi, ride sharing app (i.e., Uber, Lyft) or rental car during your time in Ithaca/Tompkins County? (select as many as apply)



# Spending



*\$199.67*

Lodging  
(per day)

*\$103.59*

Dining  
(per day)

*\$54.76*

Retail  
(per day)

*\$31.67*

Craft Beverages &  
Wineries  
(per day)

*\$31*

Transportation  
(per day)

*\$25.02*

Outdoor activities  
(per day)

*\$24.20*

Other entertainment/  
activities  
(per day)

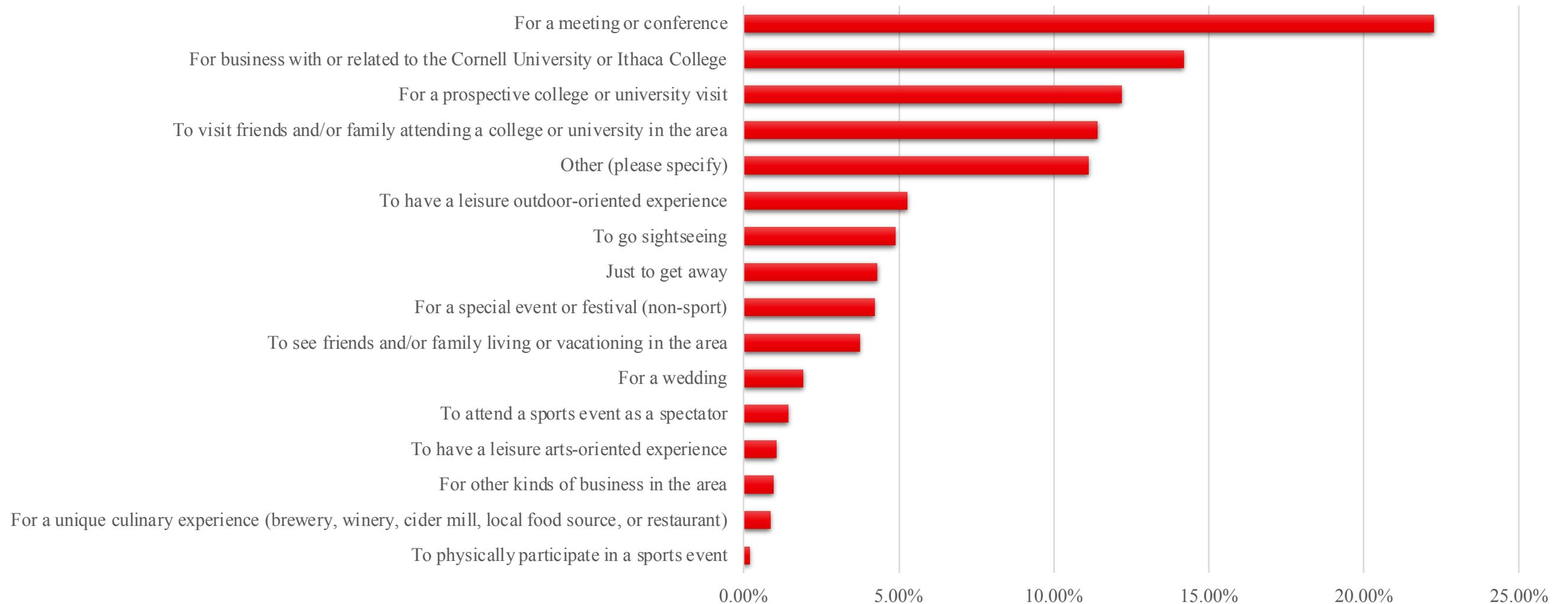
*\$11.14*

Museums, arts &  
cultural activities  
(per day)

# Primary Reason for Trip



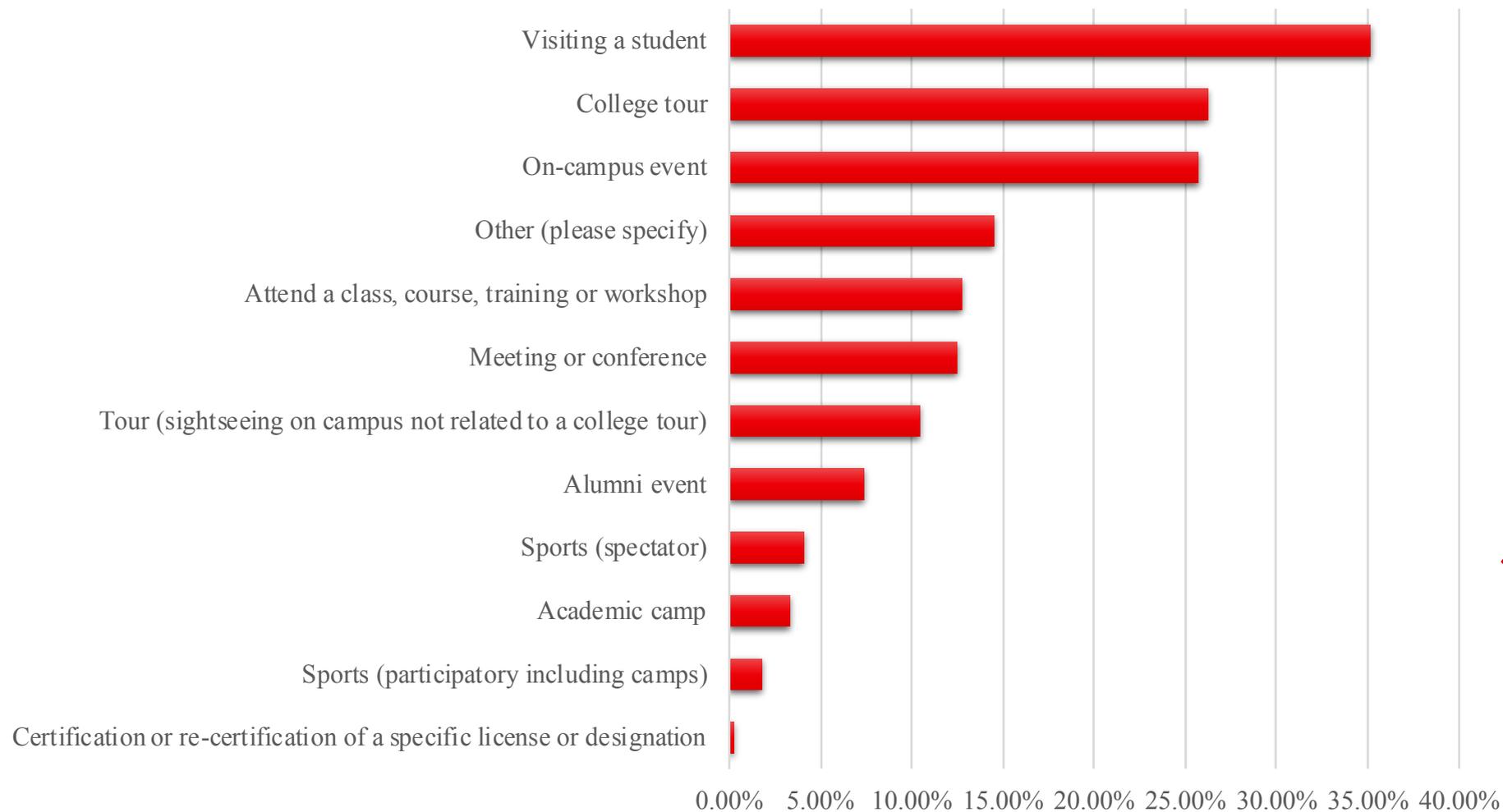
What was the PRIMARY reason for your most recent trip to Ithaca/Tompkins County? Please select one.



# College Related Trip Activity



Since your visit related to a college or university, what did you do there? (Select all that apply)



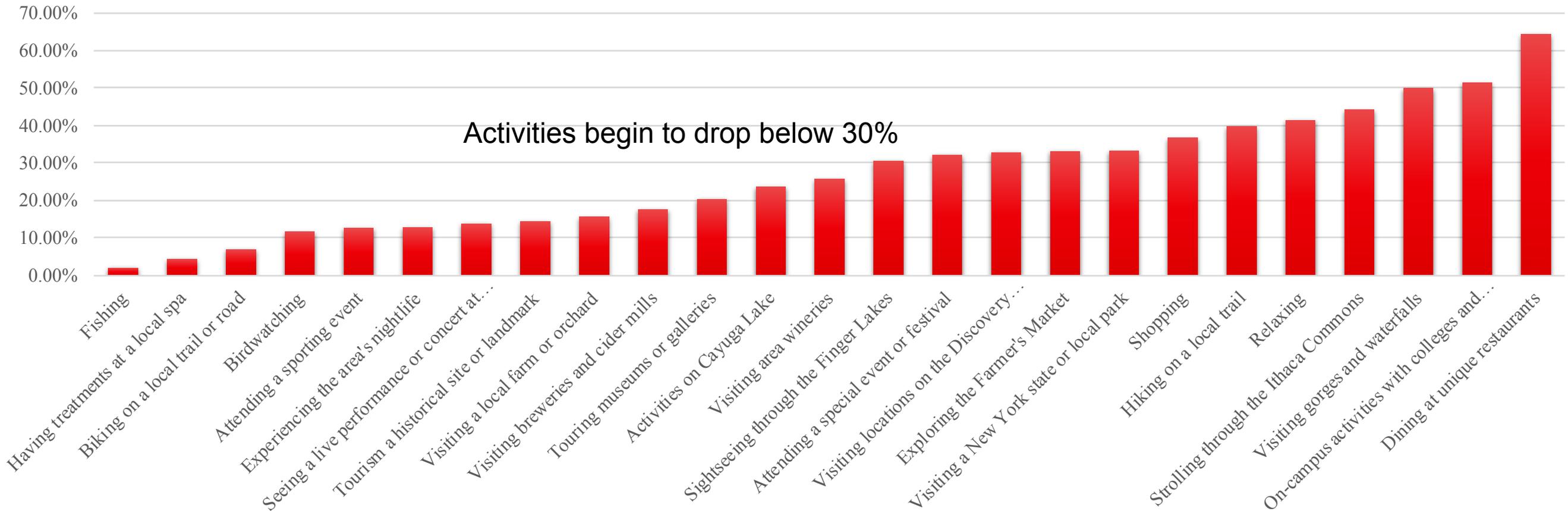
Which higher education institution did you visit or attend?

*Cornell University 97%.*  
*Ithaca College 4%.*  
*Binghamton University 1%.*

# Secondary Activities



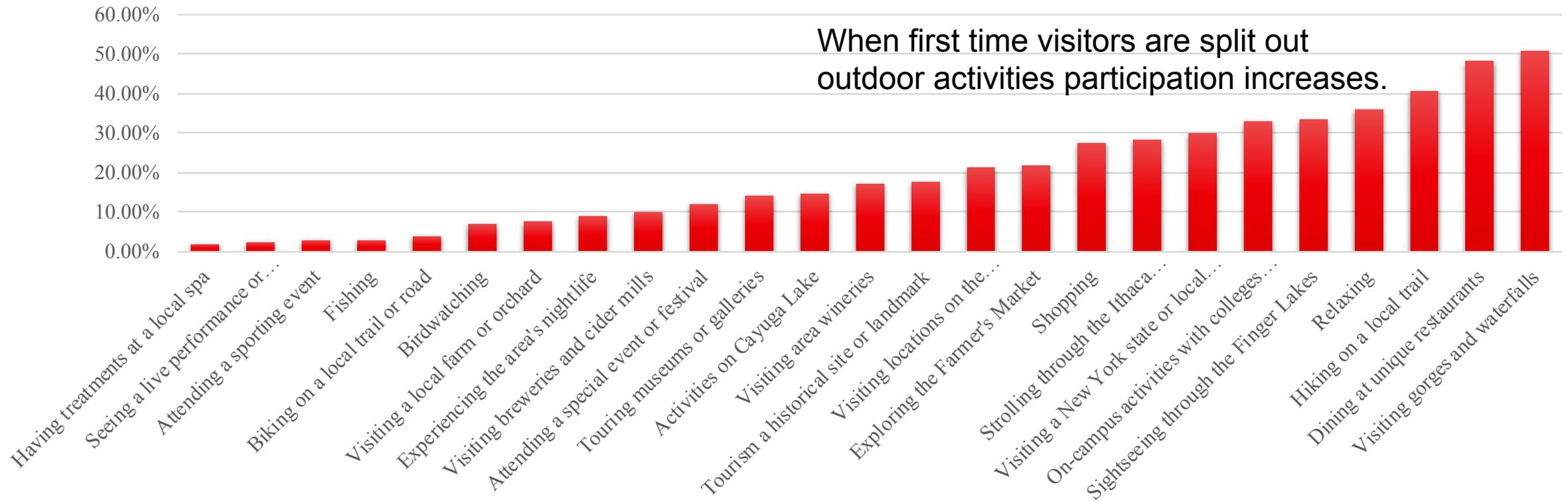
Please select any of the following Ithaca/Tompkins County activities that you or your party pursued in the last year. (check all that apply.)



# Secondary Activities (First Time Visitors)



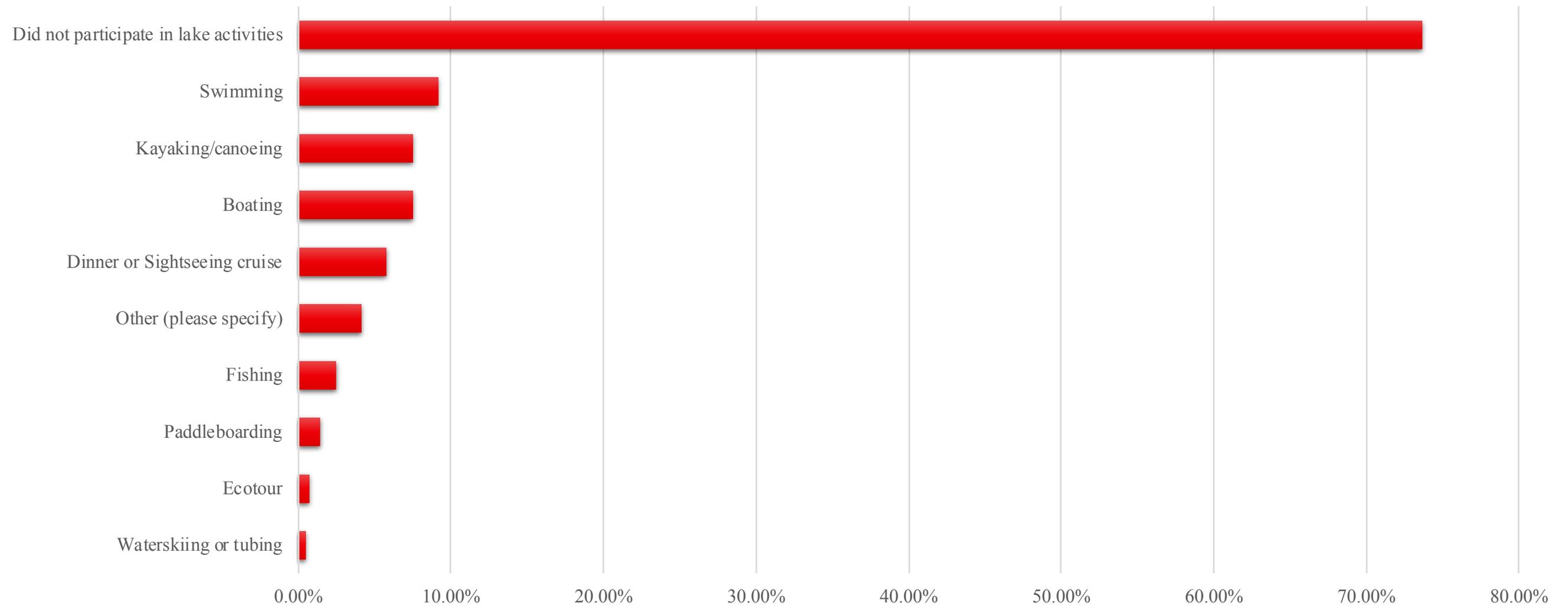
Please select any of the following Ithaca/Tompkins County activities that you or your party pursued in the last year. (check all that apply.)



# Lake Participation & Activities



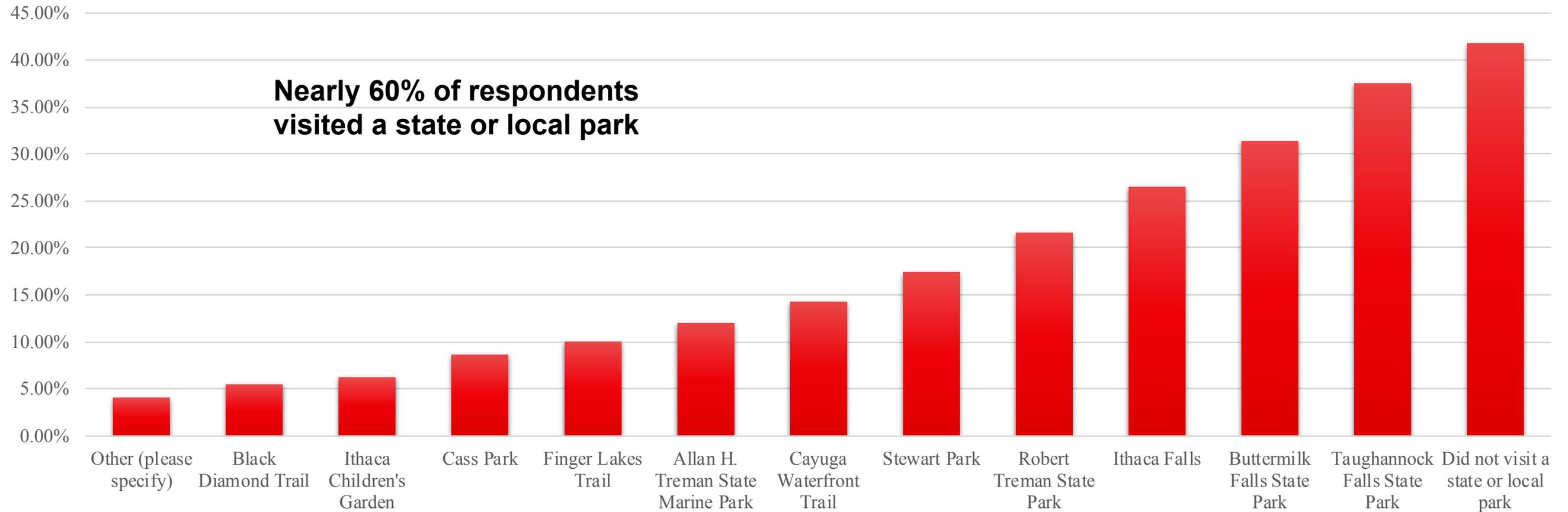
If you participated in lake activities while in Ithaca/Tompkins County, what kind of activities did you pursue?



# State or Local Park Usage



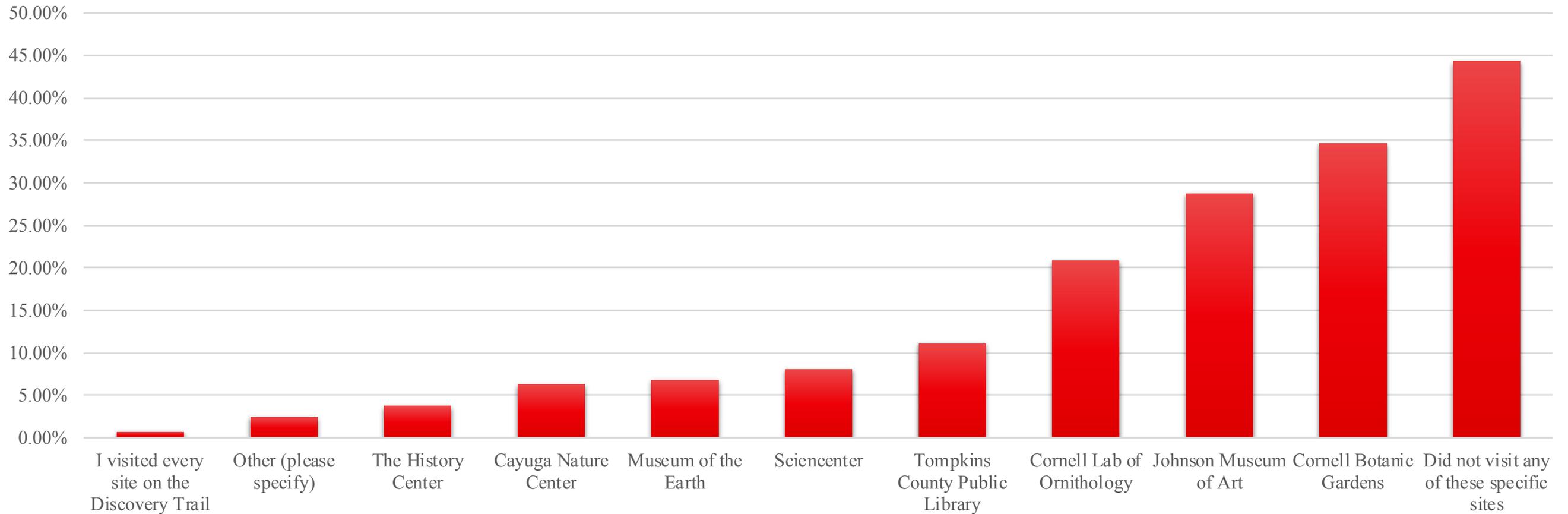
If you participated in activities at a New York State or local park while in Ithaca/Tompkins County, which parks or trails did you visit? Check all that apply.



# Museum or Attraction Participation



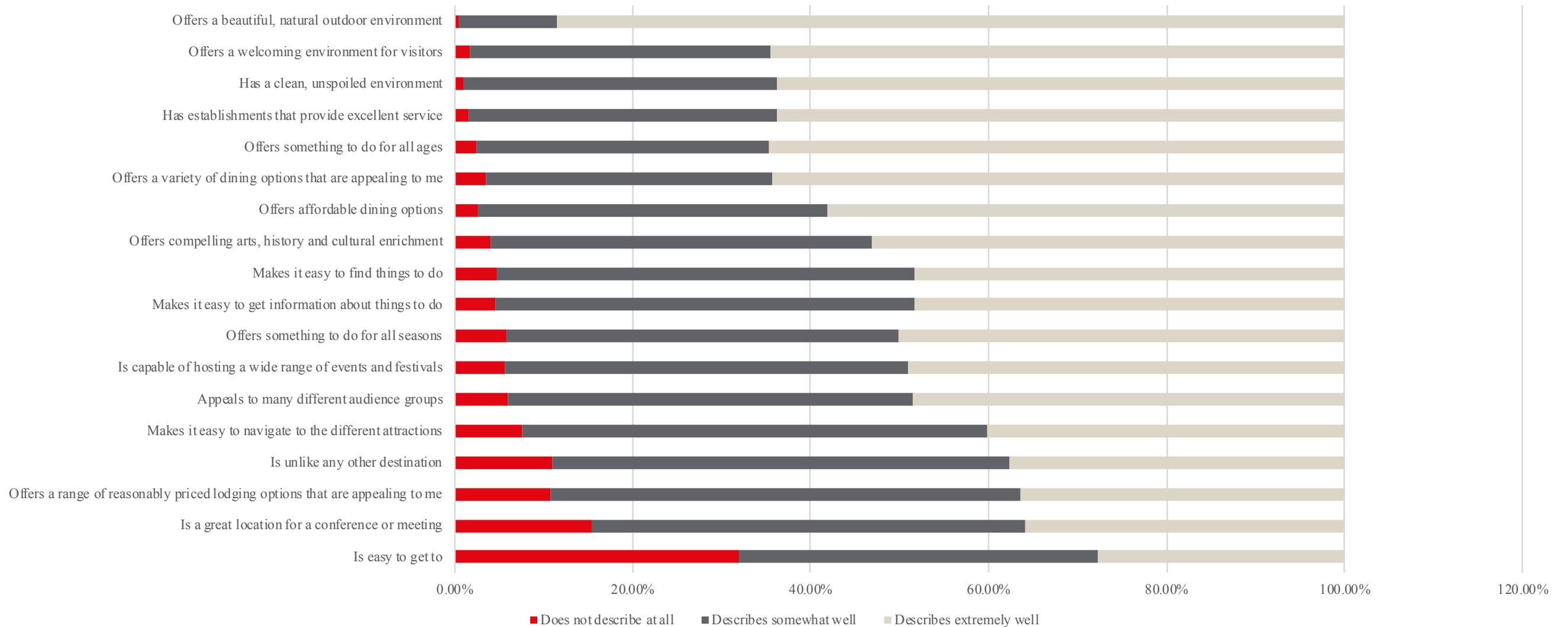
If you visited a museum or attraction while in Ithaca/Tompkins County, please indicate any that you attended. Check all that apply.



# Alignment with Positive Statements



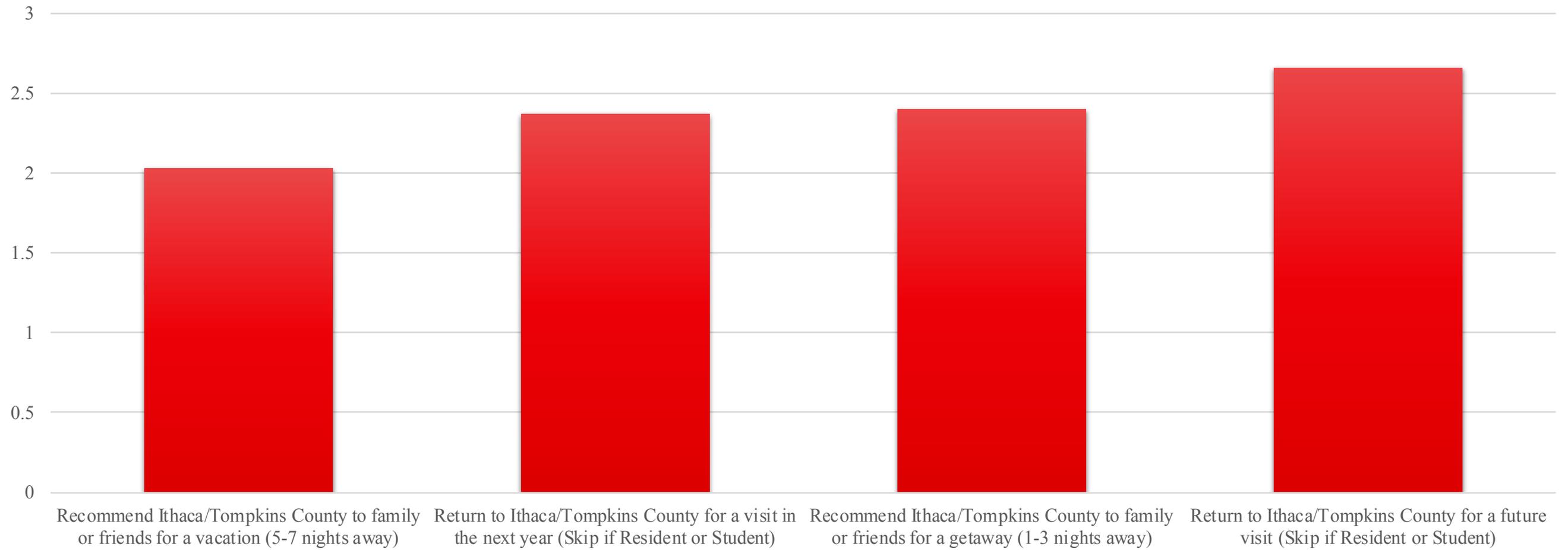
How well do you believe the following statements describe Ithaca/Tompkins County as a destination?



# Likelihood to Return



How likely are you to do the following:



# Comparison to Others



*How do experiences in Ithaca/Tompkins County compare with other places you've visited? Please rank using the star rating with 5 stars being better than other places you've been, 3 stars being same as other places and 1 star being worse than other places.*

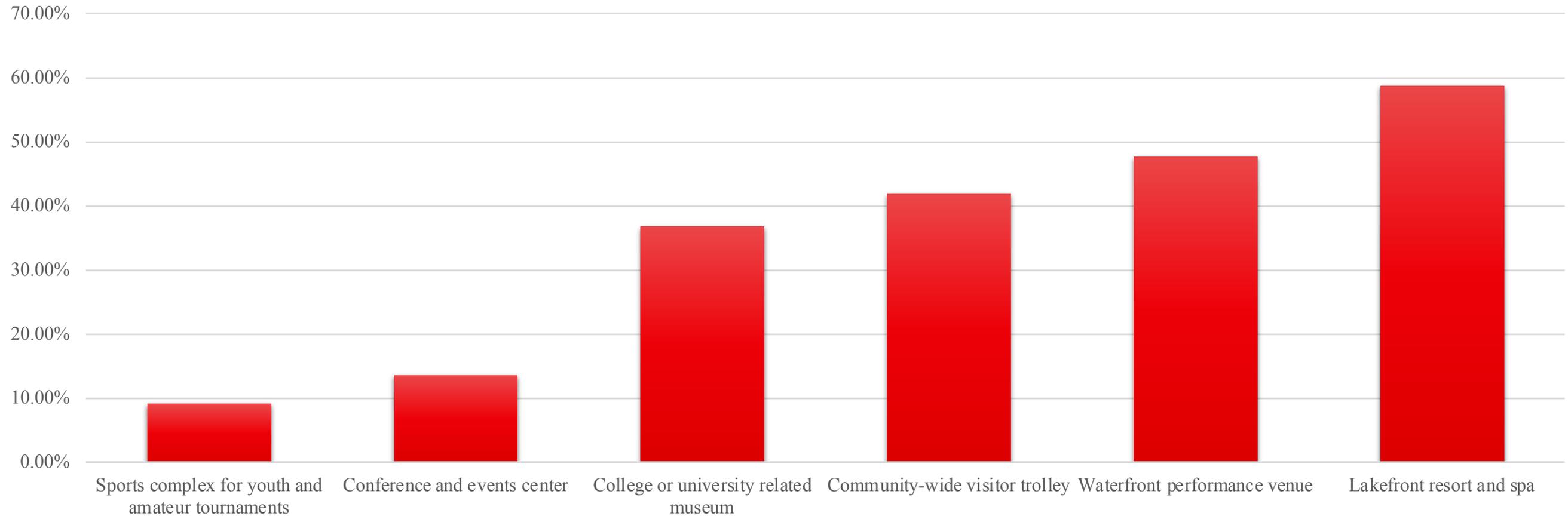


Ithaca received 3.98 stars out of 5 when compared to other destinations

# Destination Product Opportunities



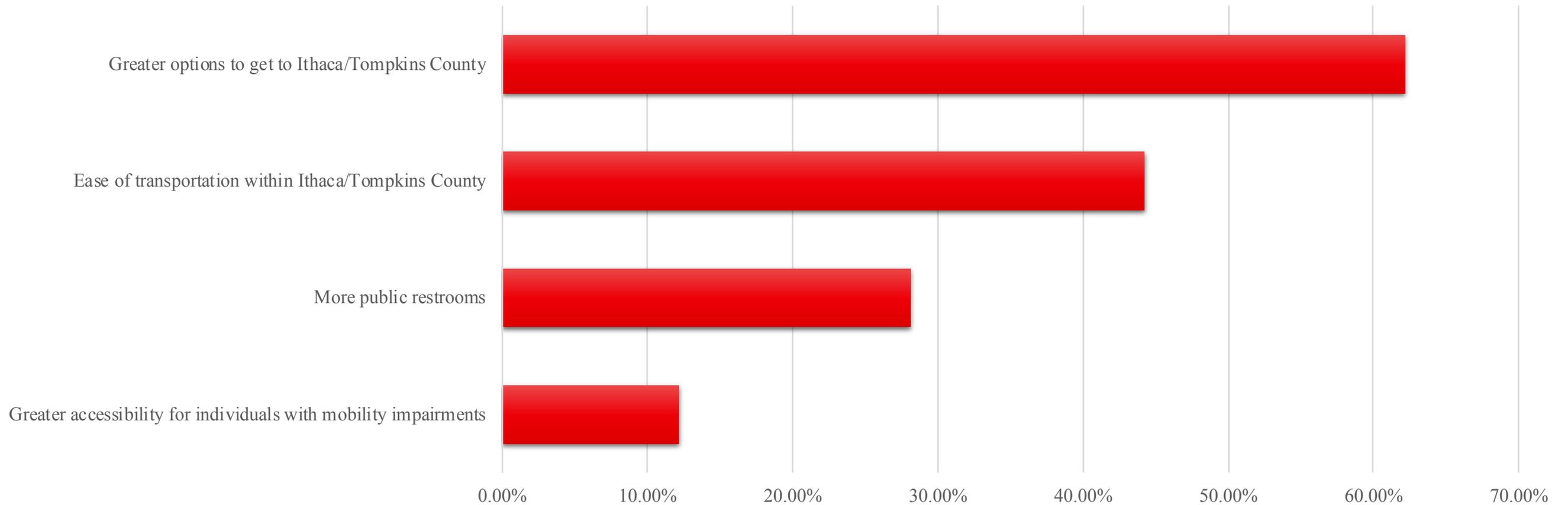
What activities or experiences would appeal to you if added to the Ithaca/Tompkins County destination product?



# Destination Service Opportunities



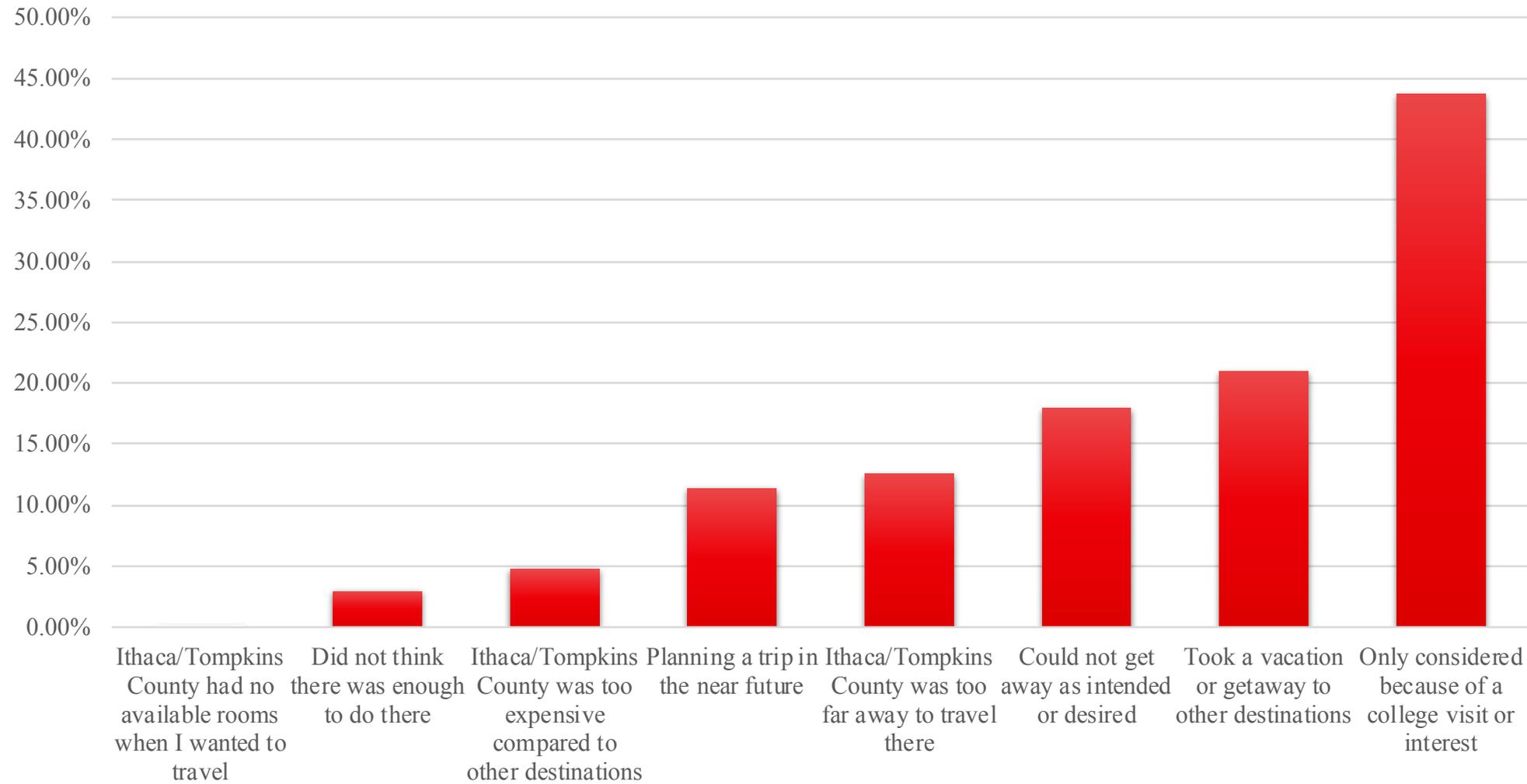
In thinking about your visit to Ithaca/Tompkins County, which of the following services would have helped improve the overall experience? (select as many as apply)



# Reasons for Not Visiting



Did you have specific reasons for not visiting Ithaca/Tompkins County in the last four years?



Where else did you choose to visit?

- Europe*
- Florida*
- Keuka Lake*
- Maine*
- North Carolina*



# *Discussion*

*Thank you*

*JLL Tourism & Destination Development*

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