

# **NYSHTA Member Survey Results**

***Property Owner Expectations and Suggestions  
for Summer 2009***

***Monday, February 10th, 2008***



## Executives Summary of Survey

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- Survey responses (131) represented a good range of regions and sizes of properties
- More than half of properties (56%) have seen declines in advanced summer bookings and most (63%), but not all, expect summer '09 to be worse than summer '08
- About 65% of owners expect Midweek or Shoulder Season to be hurt the most this year, with only 29% expecting peak to be hurt the most
- Nearly half (47%) will focus on peak season to boost sales while 41% will pursue a different strategy
- With additional marketing funds, only 25% would boost peak season promotion, while 67% would use it to boost the shoulder season, possibly because all funds have been diverted to peak season already
- Most owners (80%) are participating in deals this summer and nearly 60% are planning to discount at levels deeper than summer 2008
- Property owners want I Love NY to focus on short-drive markets and core NYS consumers, continue to push deals and the "value" message, increase the marketing budget, use targeted online media and air some television ads



## **NYSHTA Members survey**

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- ***Questions asked:***

- Current status of advanced bookings for summer
- Expectations about summer bookings
- Periods of expected decline (peak, shoulder, weekend, week)
- Whether or not to focus on peak season to make up lost sales
- Where additional marketing dollars would be spent between peak and shoulder
- Participation in discounts/deals/packages
- Depth of discounts/deals relative to 2008
- Recommendations to ILNY for assistance

- ***Comments collected***

- Whether or not to focus on peak to shore up business
- Where additional marketing dollars would be spent between peak and shoulder seasons
- Recommendations to ILNY for assistance

- ***Demographics Collected***

- Size of property
- Tourism Region

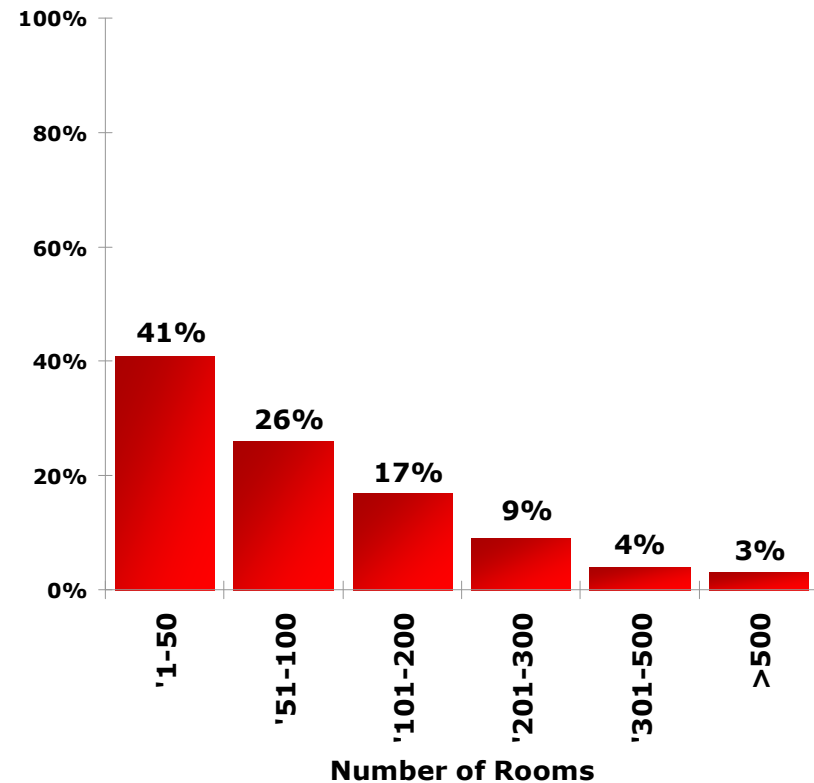
# A good range of regions and property sizes is represented; skew is toward the Adirondacks and smaller properties



**Spread of Responses Across the State**

Region	Response Count	Response Share
Adirondacks / 1000 Islands	36	27%
Finger Lakes	24	18%
Long Island	16	12%
Catskills	10	8%
Central Leatherstocking	9	7%
NYC	9	7%
Greater Niagara	9	7%
Capital District / Saratoga	8	6%
Hudson Valley	6	5%
Chautauqua-Allegheny	2	2%
Did not specify	2	2%
<b>TOTAL</b>	<b>131</b>	<b>100%</b>

**Property Size (# Rooms)**

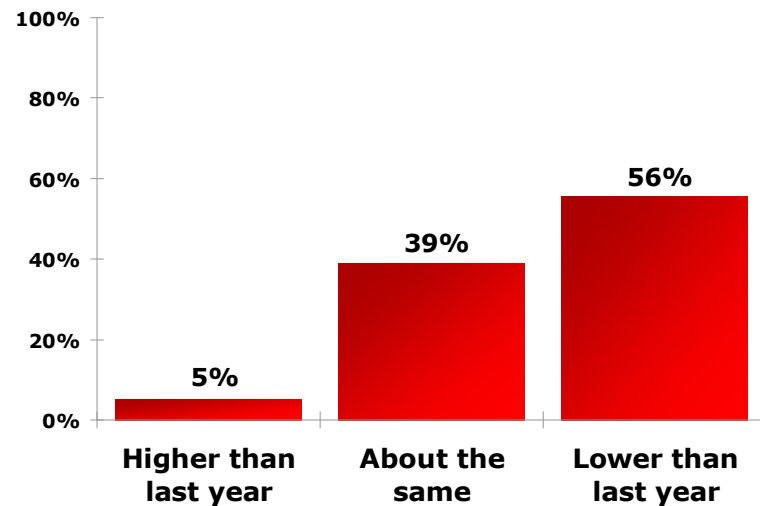


# A slim majority have less advanced summer bookings and most, but not all, expect summer '09 to be worse than summer '08



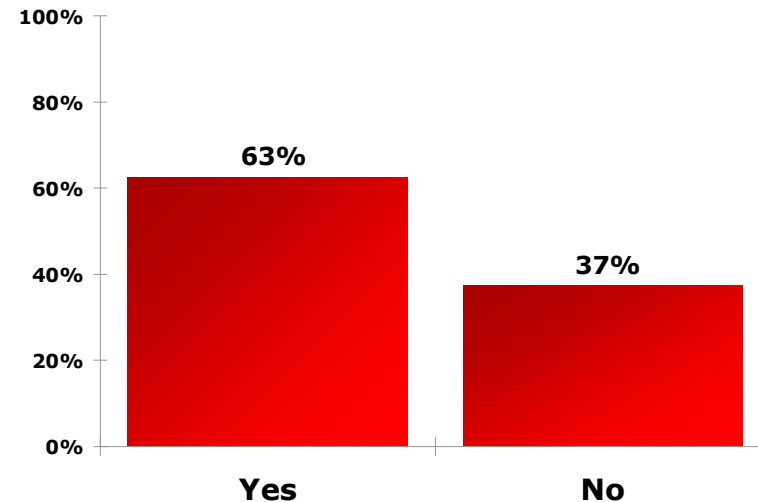
## Advanced Bookings Relative to Summer '08

*Question: Are advanced summer bookings on par with last year?*



## Expectation for Summer '09

*Do you expect bookings this summer to be down a significant amount when compare to last year*

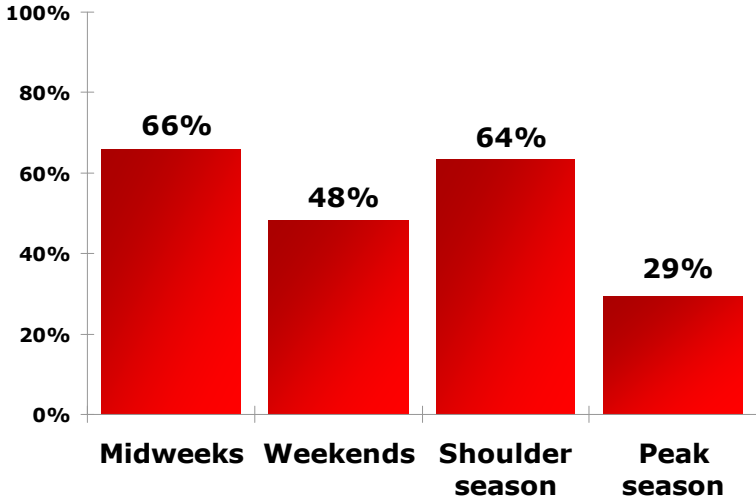


# Owners expect midweek and shoulder to be hurt most; half will focus on peak to make up ground



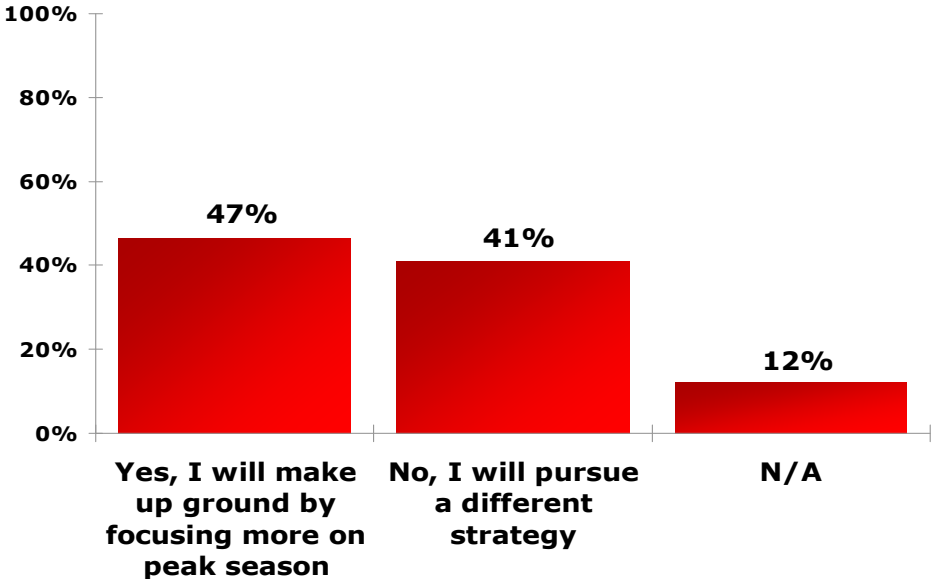
## Timing of Expected Declines

*If you answered yes to #2, where do you expect bookings to be down the most?*



## Focus for Combating Declines\*

*Given the economic climate, will you focus on boosting peak season stays in order to shore up a potential drop in business?*



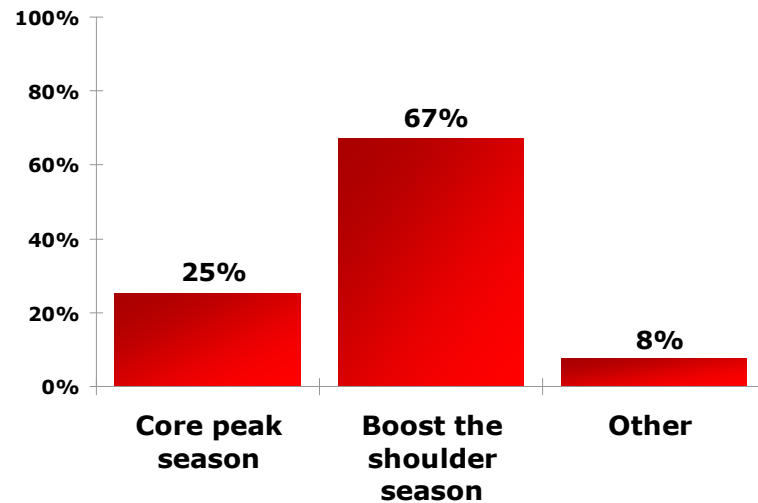
\*27 Free responses were submitted, however no consistent response came through

# Owners would spend money marketing shoulder season if they had more; this could be misleading as they may have 'maxed' their peak budget



## Seasonal focus of marketing dollars

*If you had more marketing dollars, which of the following would you use them to bolster?*



**Consistent Comments:**

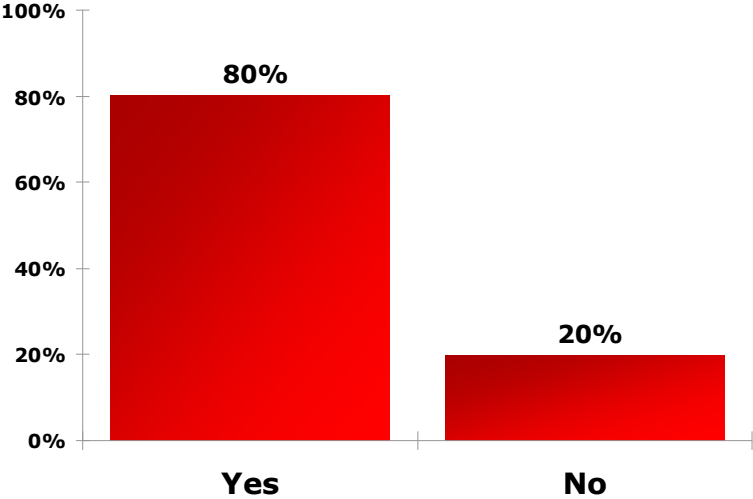
- Focusing on "BOTH" or "All" major seasons; wont use dollars to focus on just one time of year
- Focus money on closer markets – push people to stay local at any time of the year, not just one season

# Most properties are offering deals or discounts, with nearly 60% discounting deeper than '08



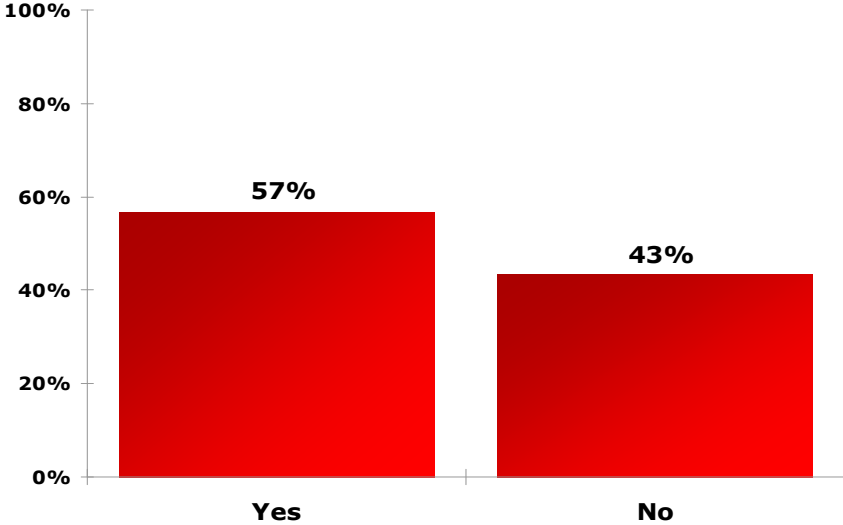
## Participation in deals

*Will you be engaged in promotional deals/sales/discounts/packages this summer?*



## Deeper Discounts than '07

*If you are engaging in any promotions/sales/discounts/packages, are you considering deeper/expanded discounts relative to last year?*



## Owners suggestions for ILNY focus on more deals and targeting value in neighbor states and NYS

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- Continue to promote NYS regional assets and deals
- Stress VALUE – NYS is close by, less stress and a great deal
- Don't cut the ILNY budget
- Push family travel
- Do television advertising
- More promotions, deals and packages
- Advertise in the closer range visitor markets; TV if possible
- Keep New Yorkers in New York
- Don't push summer season in places that don't need it (Adirondacks) – put money into seasons that require more promotion
- Help corporate hotels with extended stay promotion again – helps get business travelers to extend their trips
- Promote the State more aggressively as a year-round destination and not just focus on the Summer Place to Be
- Advertising to help businesses and festivals Place ads in all thruway stops and at Canadian border and Binghamton
- Get the information out to the people and give them affordable ideas. Use of state parks - launch ramps - museums etc.