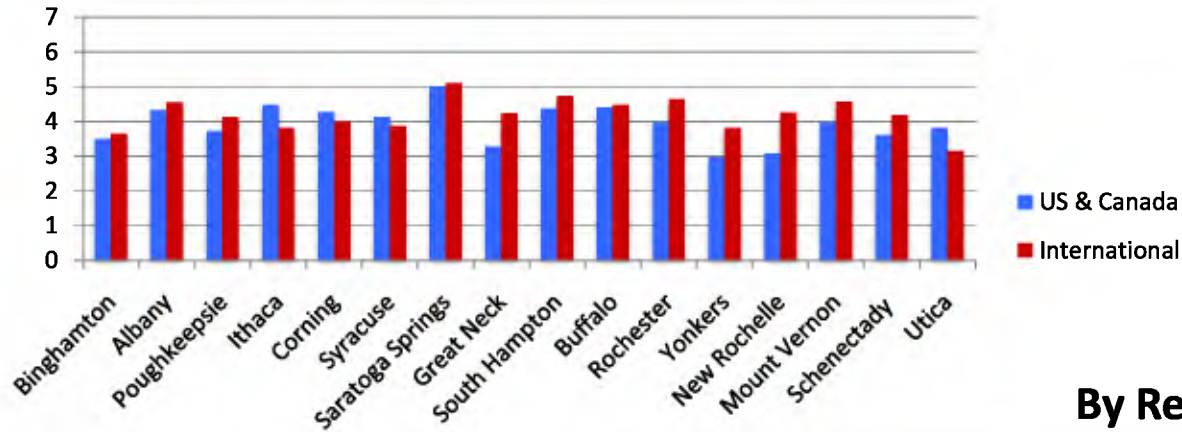
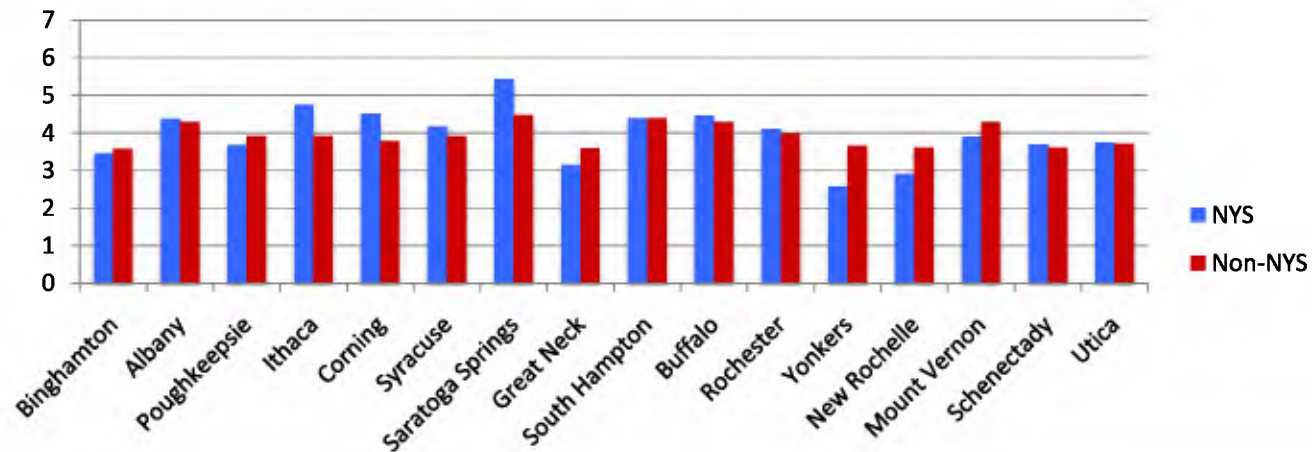


Interest in Cities by Segment

By Nationality

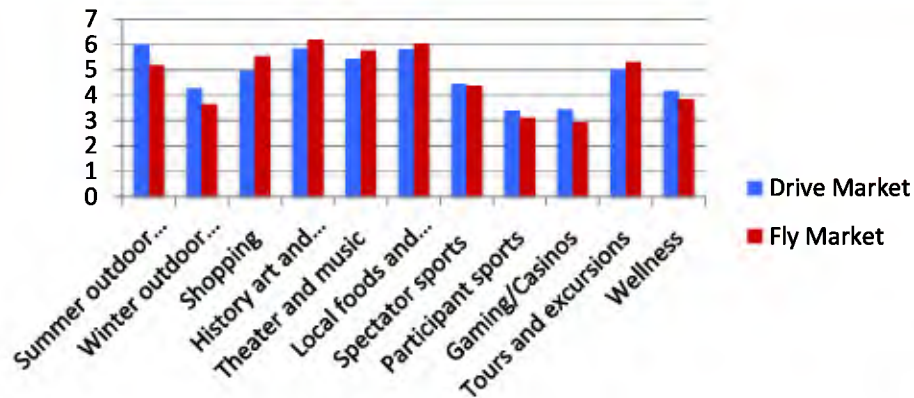


By Residency

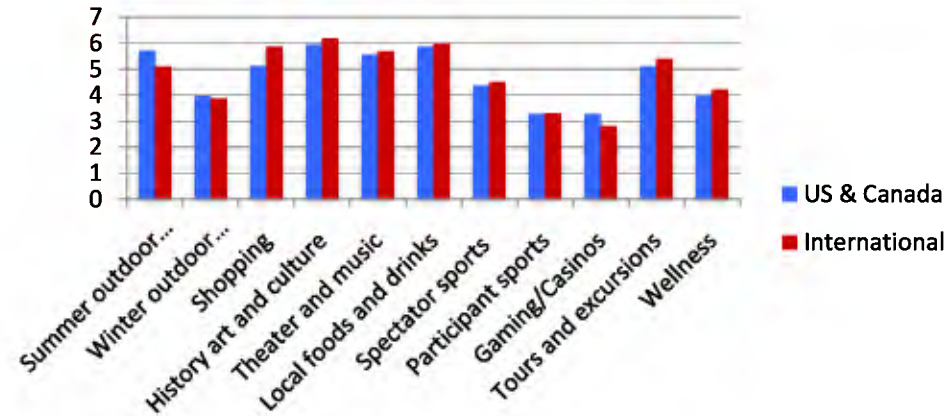


Interest in Experiences by Segment

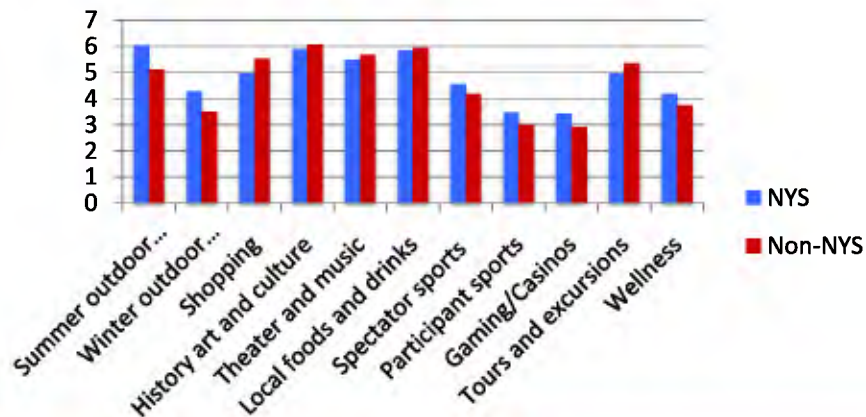
By Distance



By Nationality

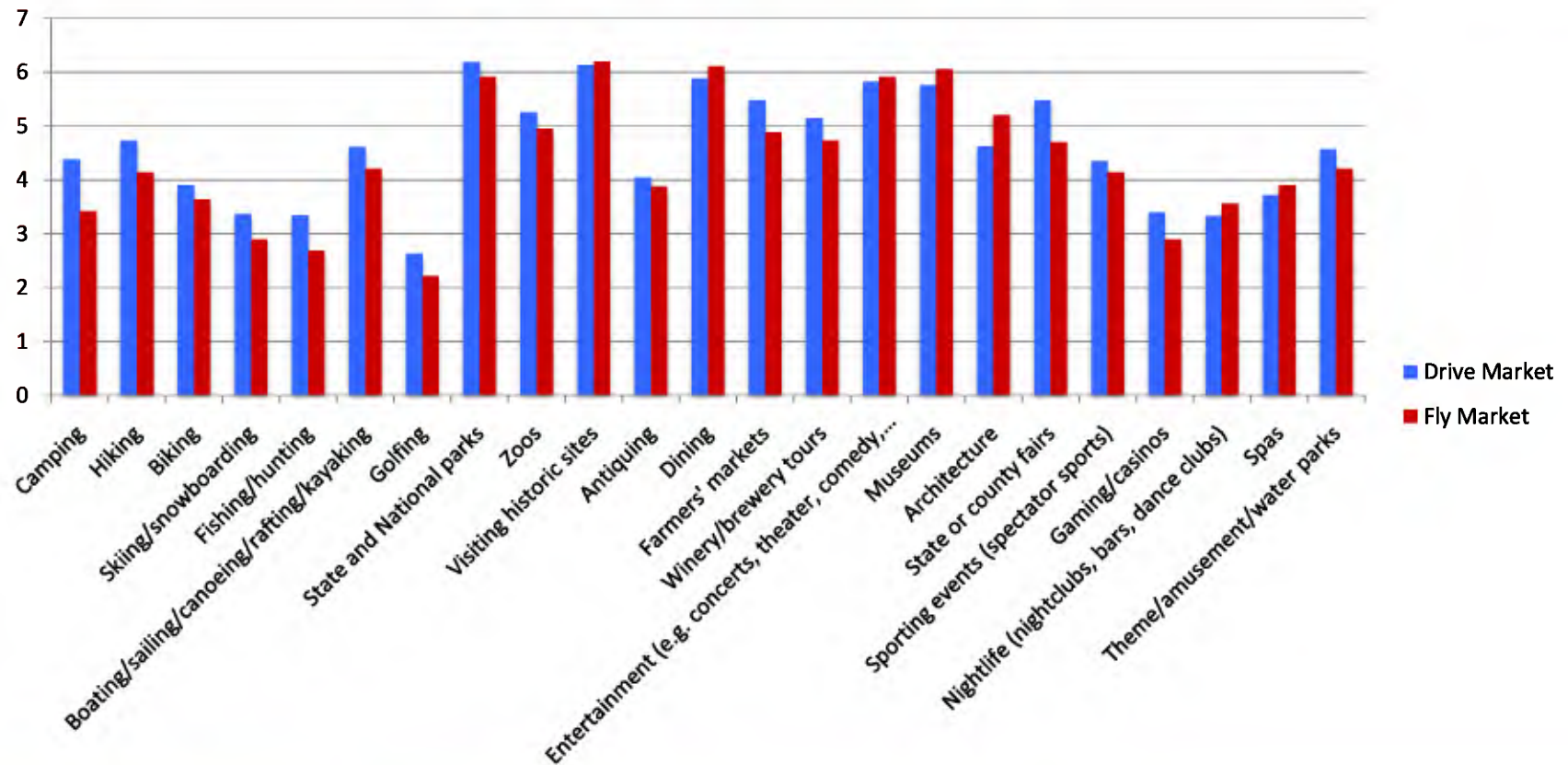


By Residency



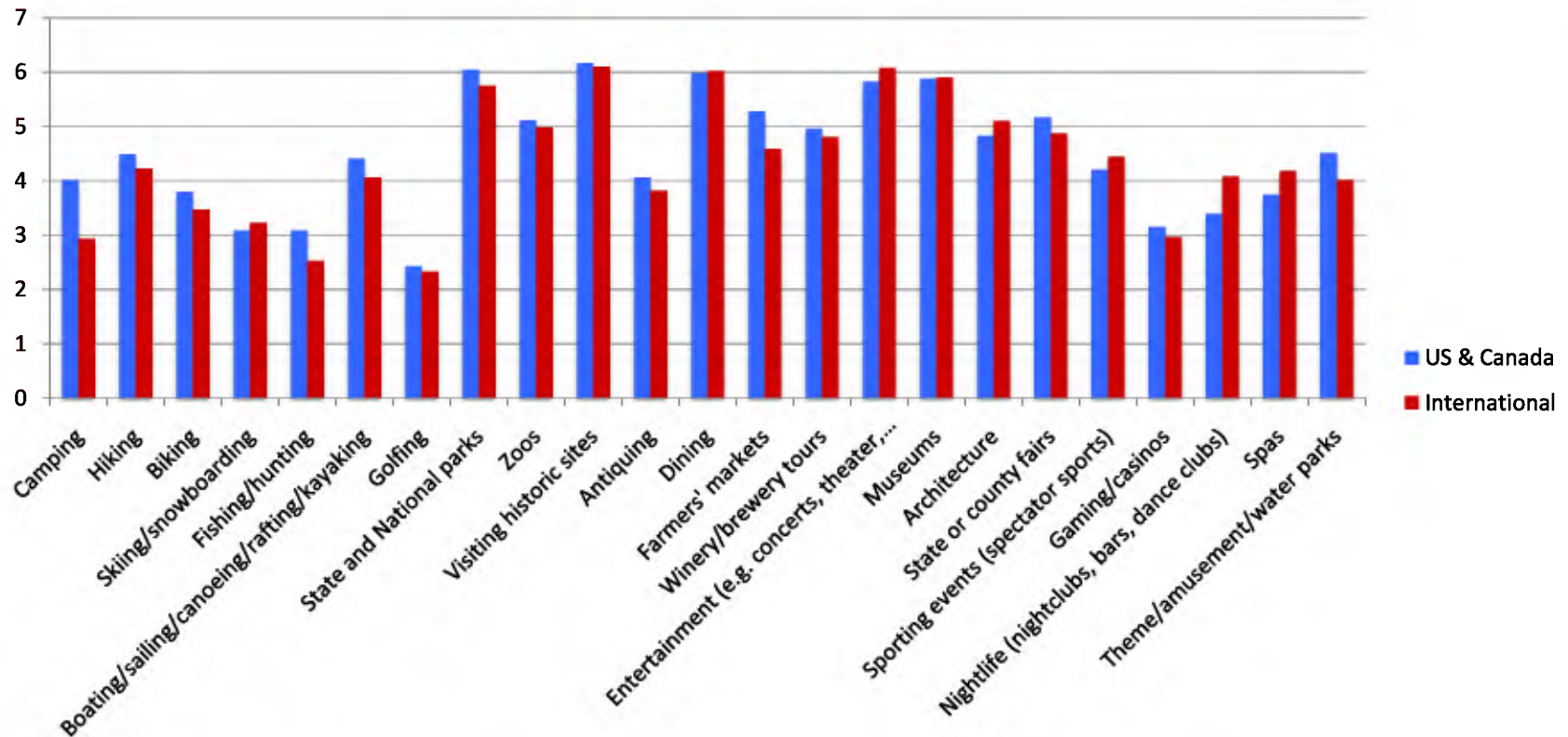
Interest in Activities by Segment

By Distance



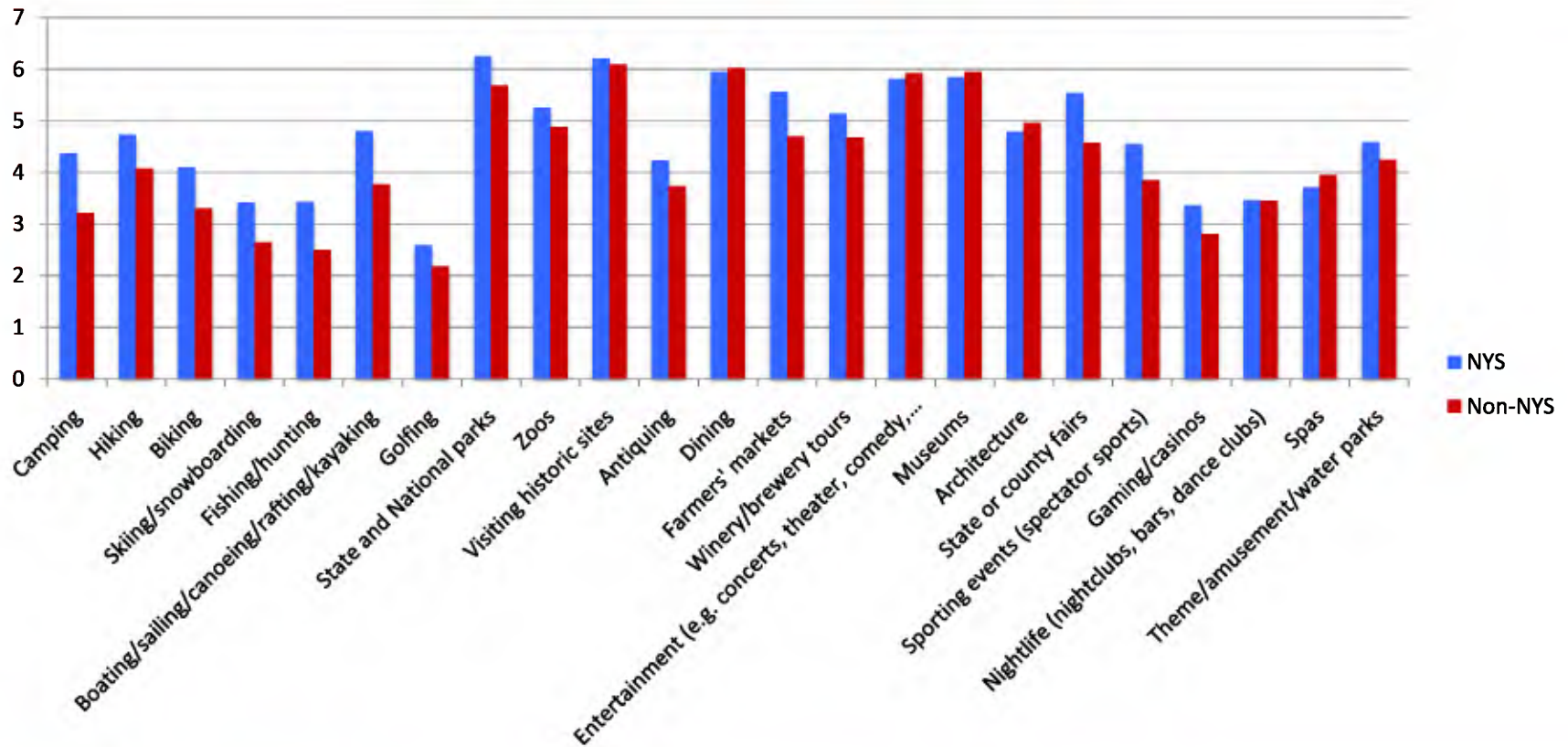
Interest in Activities by Segment

By Nationality

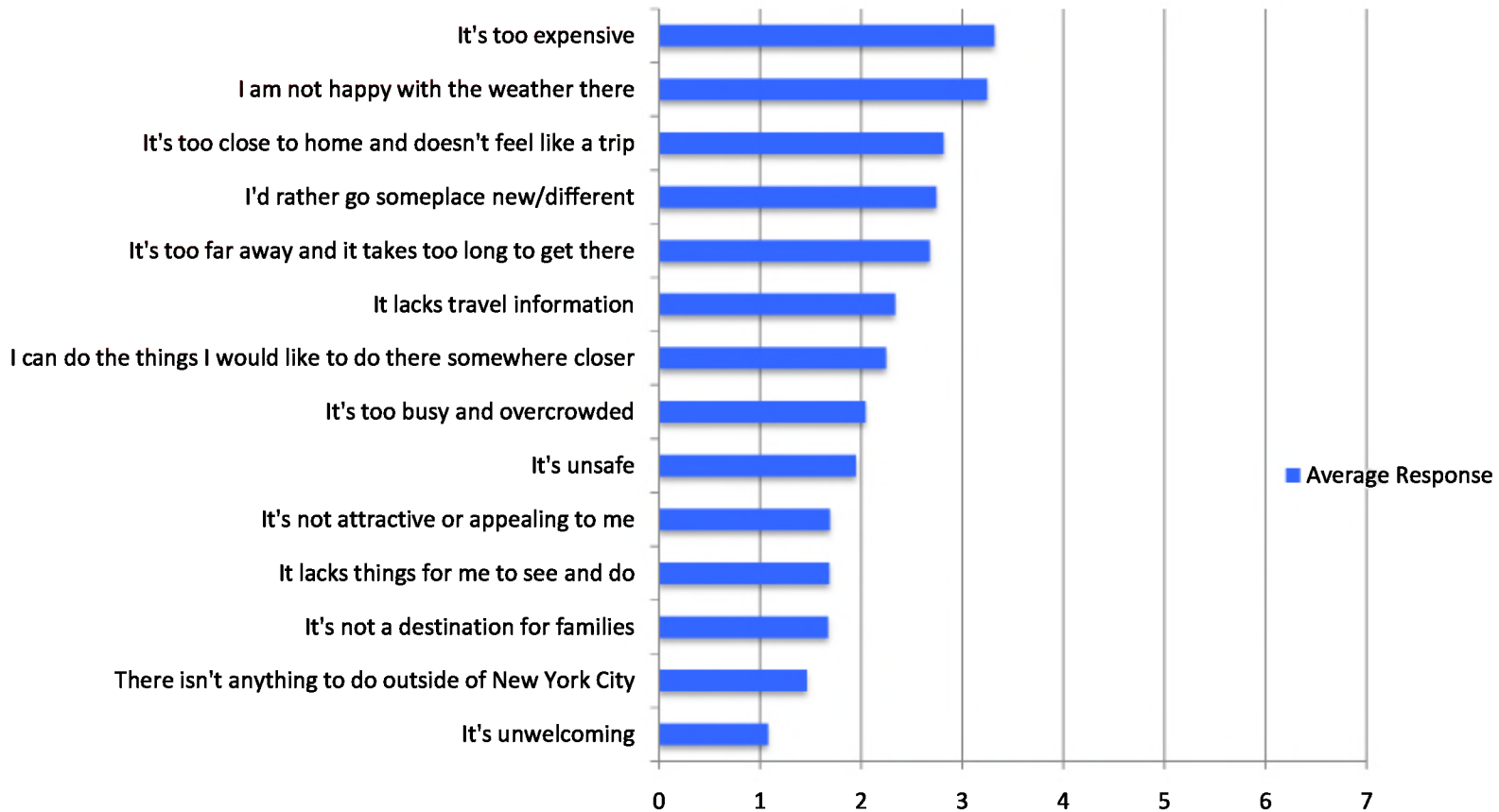


Interest in Activities by Segment

Interest in Activities



Objections to New York State by New York Residents

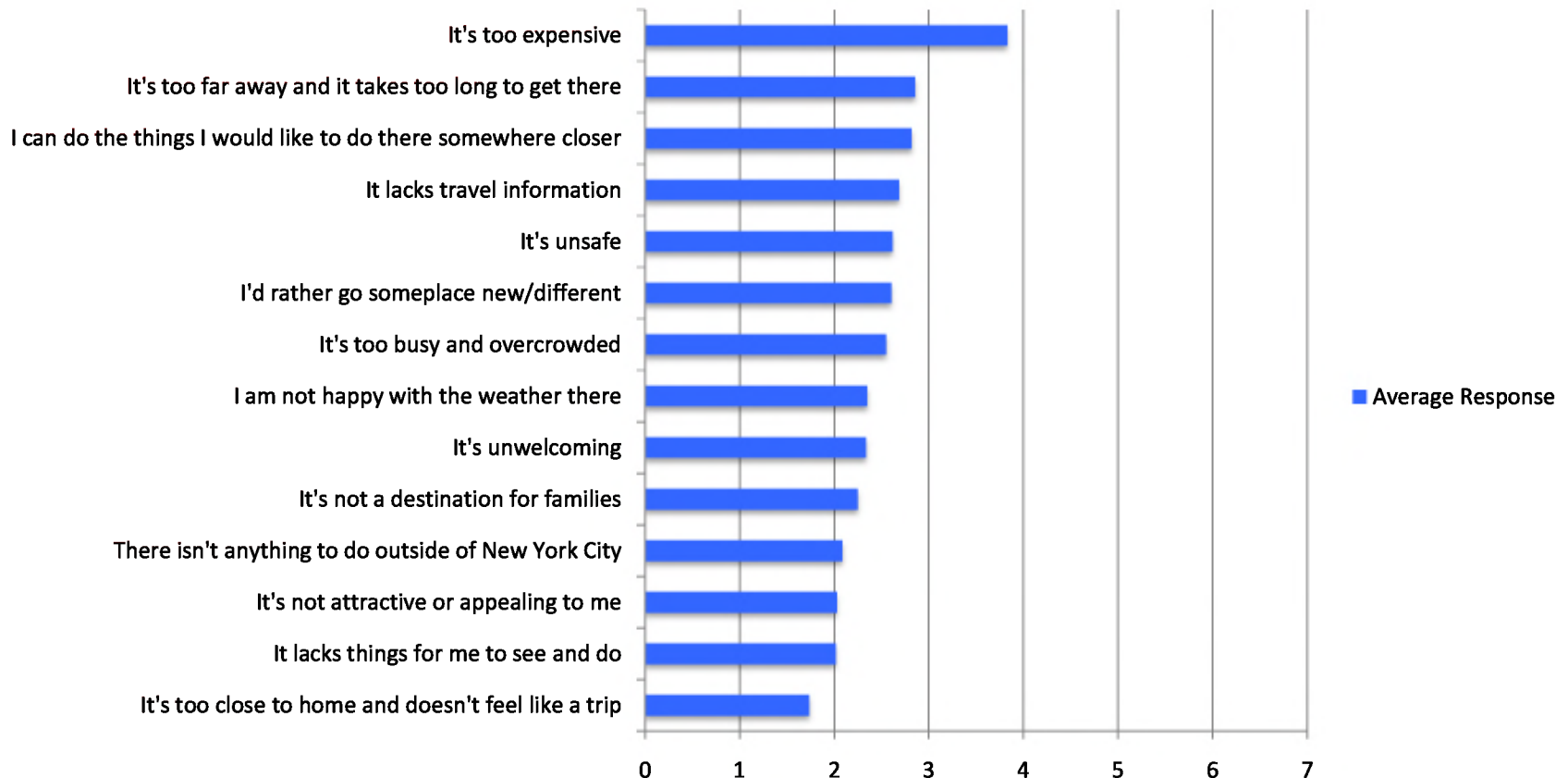


Source: Cornell Survey

Question What objections do you have to traveling to New York State for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. . Rating on a 7 point scale with 7 being highest.



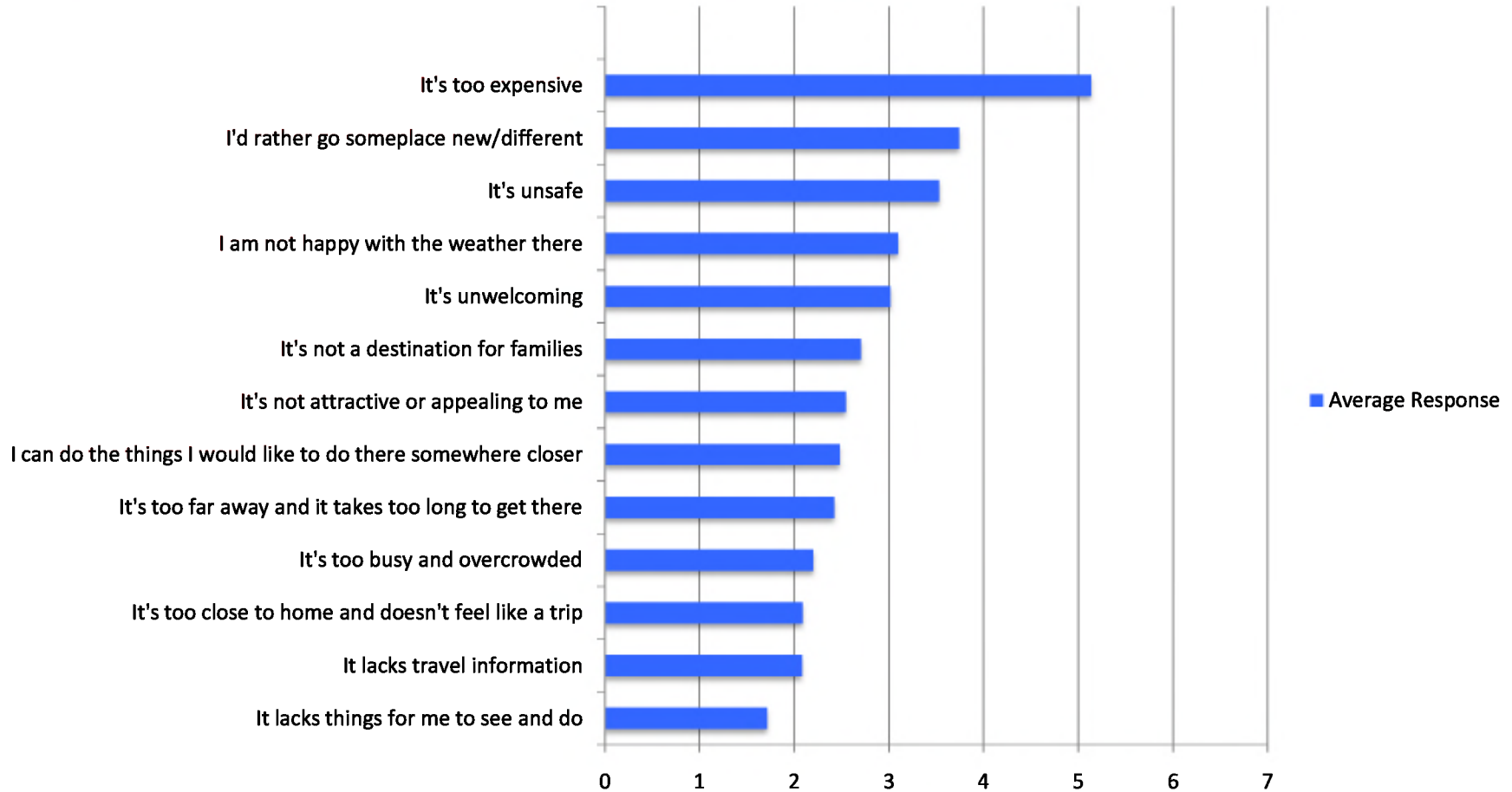
Objections to New York State by Non New York Residents



Source: Cornell Survey

Question What objections do you have to traveling to New York State for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. . Rating on a 7 point scale with 7 being highest.

Objections to New York City by New York Residents



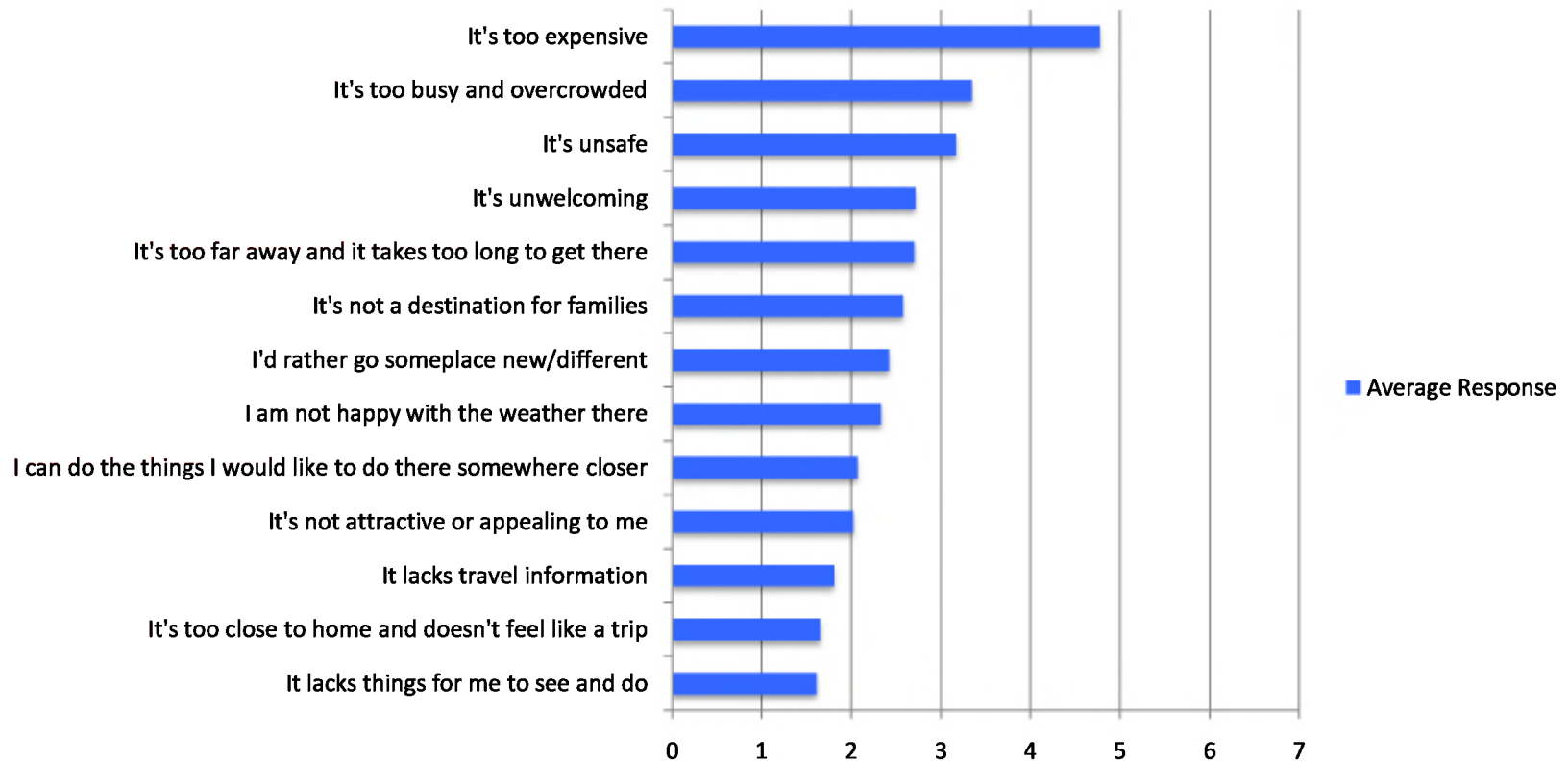
Source: Cornell Survey

Question What objections do you have to traveling to New York City for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. Rating on a 7 point scale with 7 being highest.



Objections to New York City by Non New York Residents

Objections to New York City of Non New York Residents

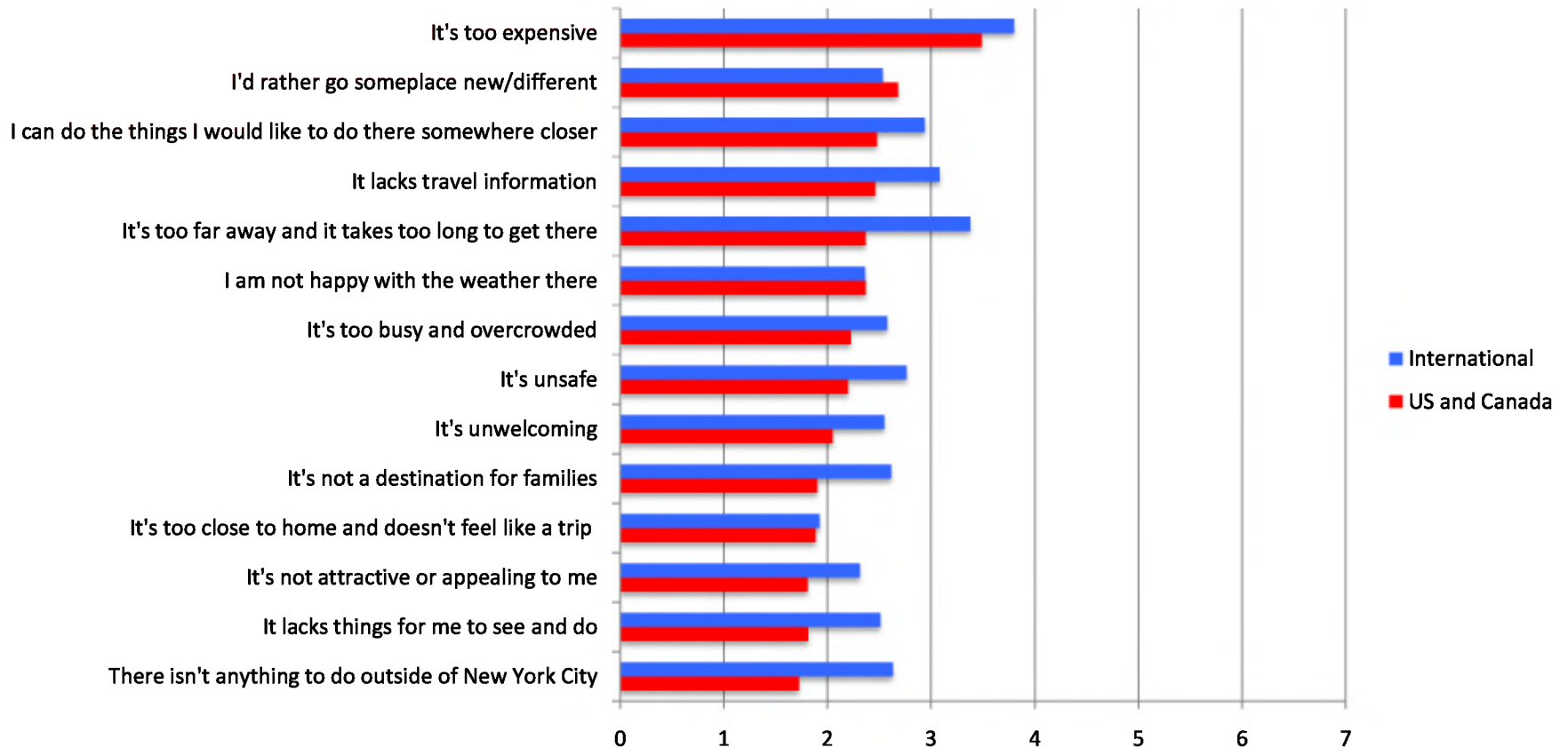


Source: Cornell Survey

Question What objections do you have to traveling to New York City for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. Rating on a 7 point scale with 7 being highest.



Objections to New York State by US/Canada vs. International

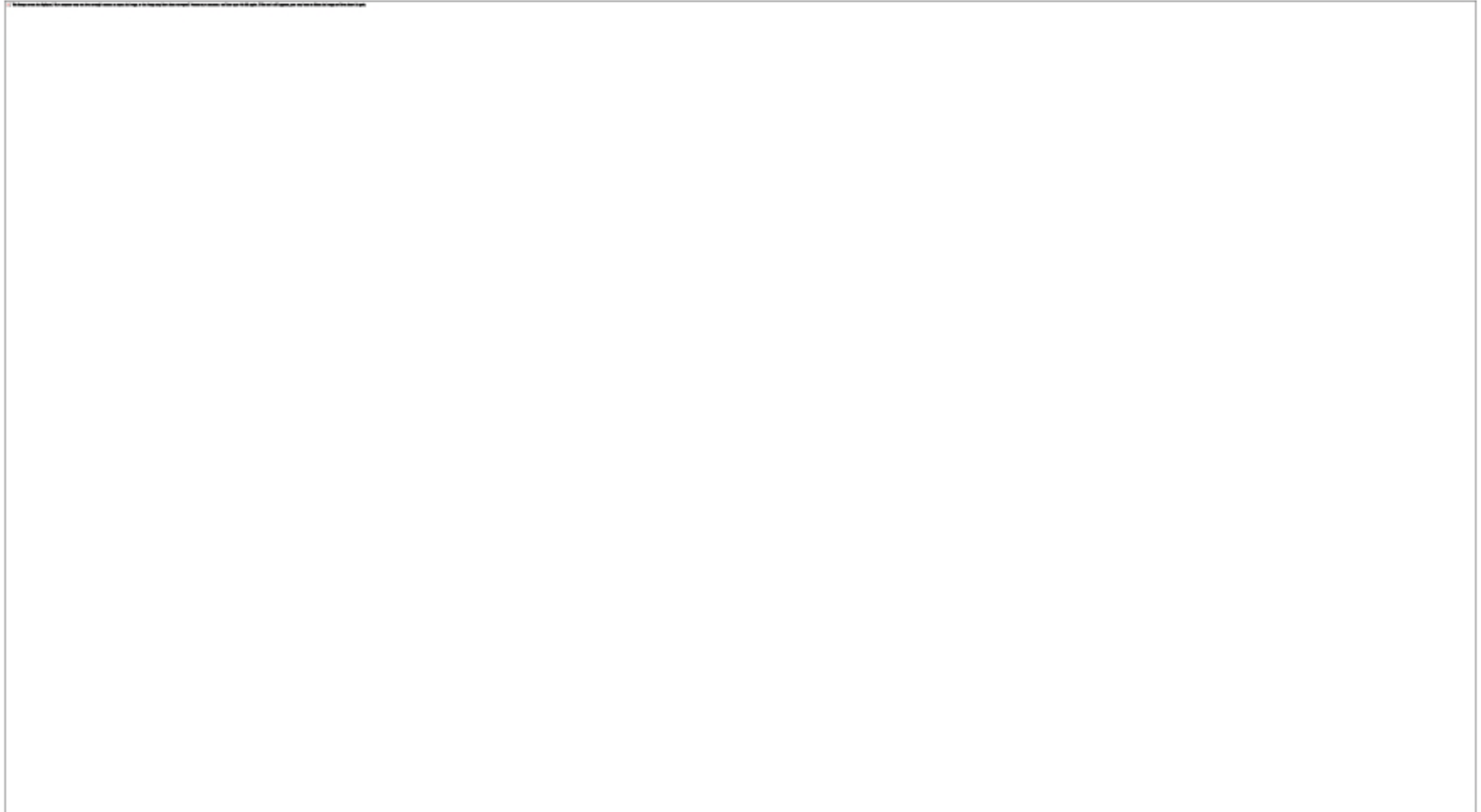


Source: Cornell Survey

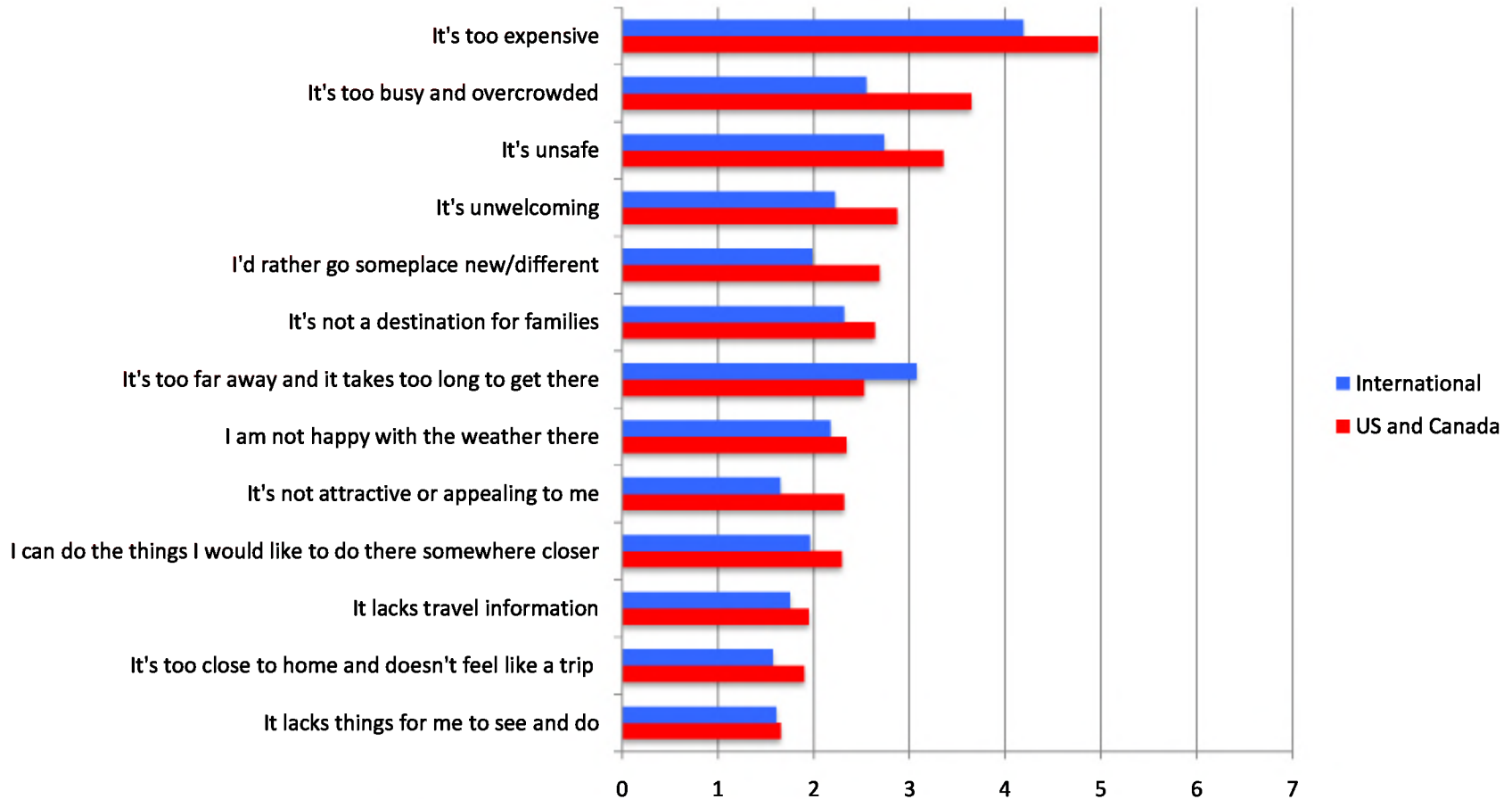
Question What objections do you have to traveling to New York State for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. . Rating on a 7 point scale with 7 being highest.



Perceptions of New York State by US/Canada



Objections to New York City by US/Canada vs. International



Source: Cornell Survey

Question What objections do you have to traveling to New York City for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. Rating on a 7 point scale with 7 being highest.



Perceptions of New York City by US/Canada

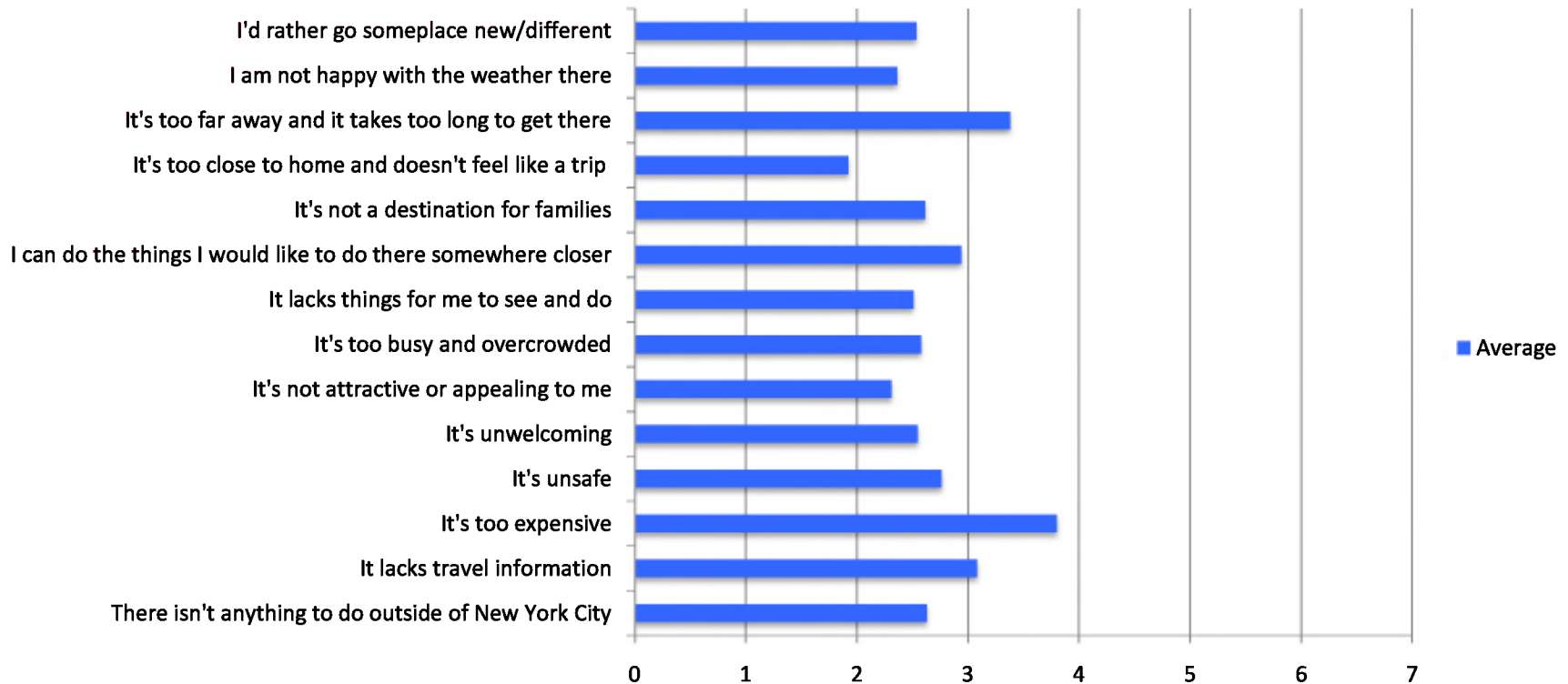


Source: Cornell Survey

Question What three words would you use to describe New York City?



Objections to New York State by International Travelers

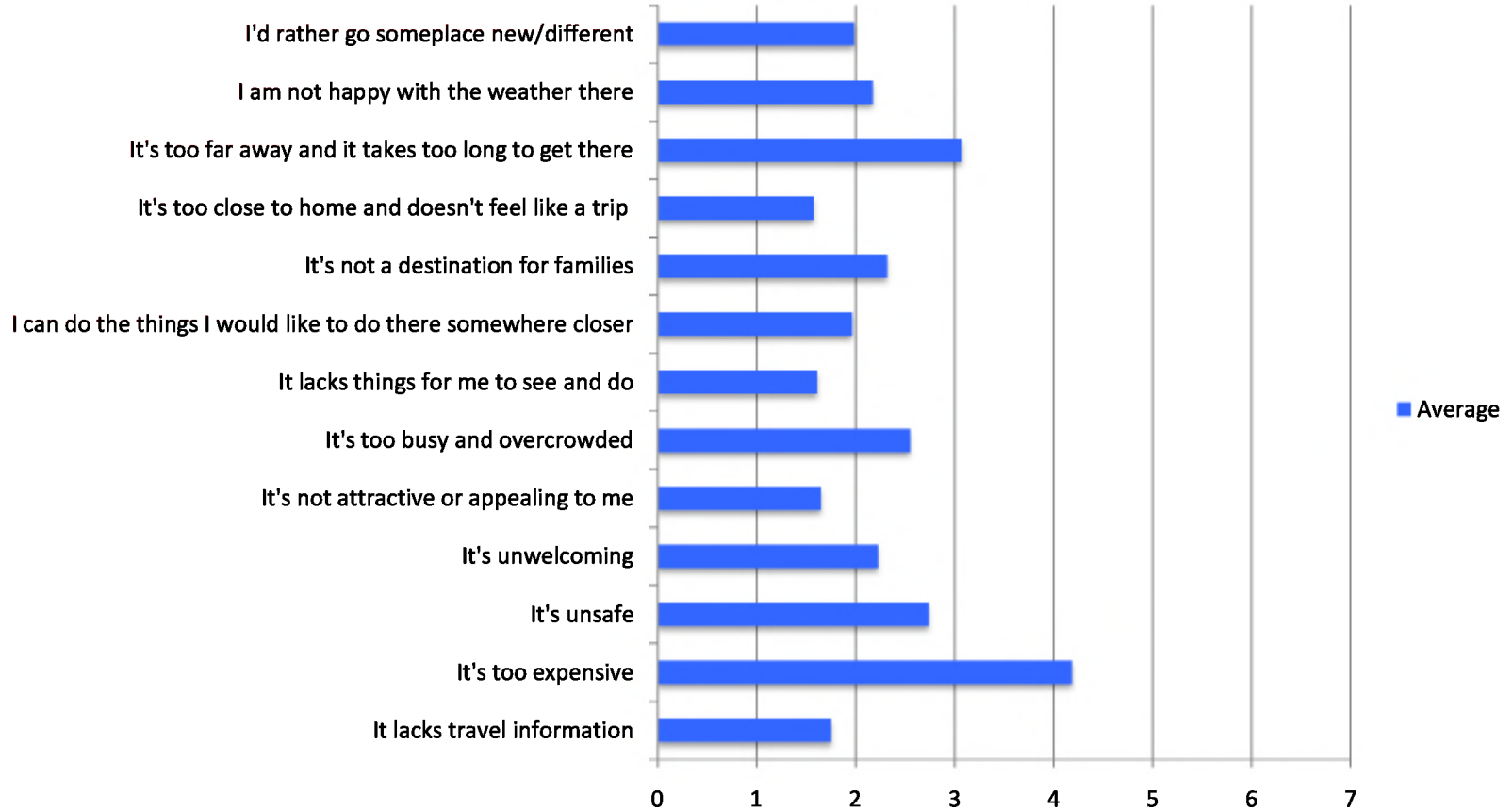


Source: Cornell Survey

Question What objections do you have to traveling to New York State for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. . Rating on a 7 point scale with 7 being highest.



Objections to New York City by International Travelers



Source: Cornell Survey

Question What objections do you have to traveling to New York City for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. Rating on a 7 point scale with 7 being highest.



Perceptions of New York City by International Travelers

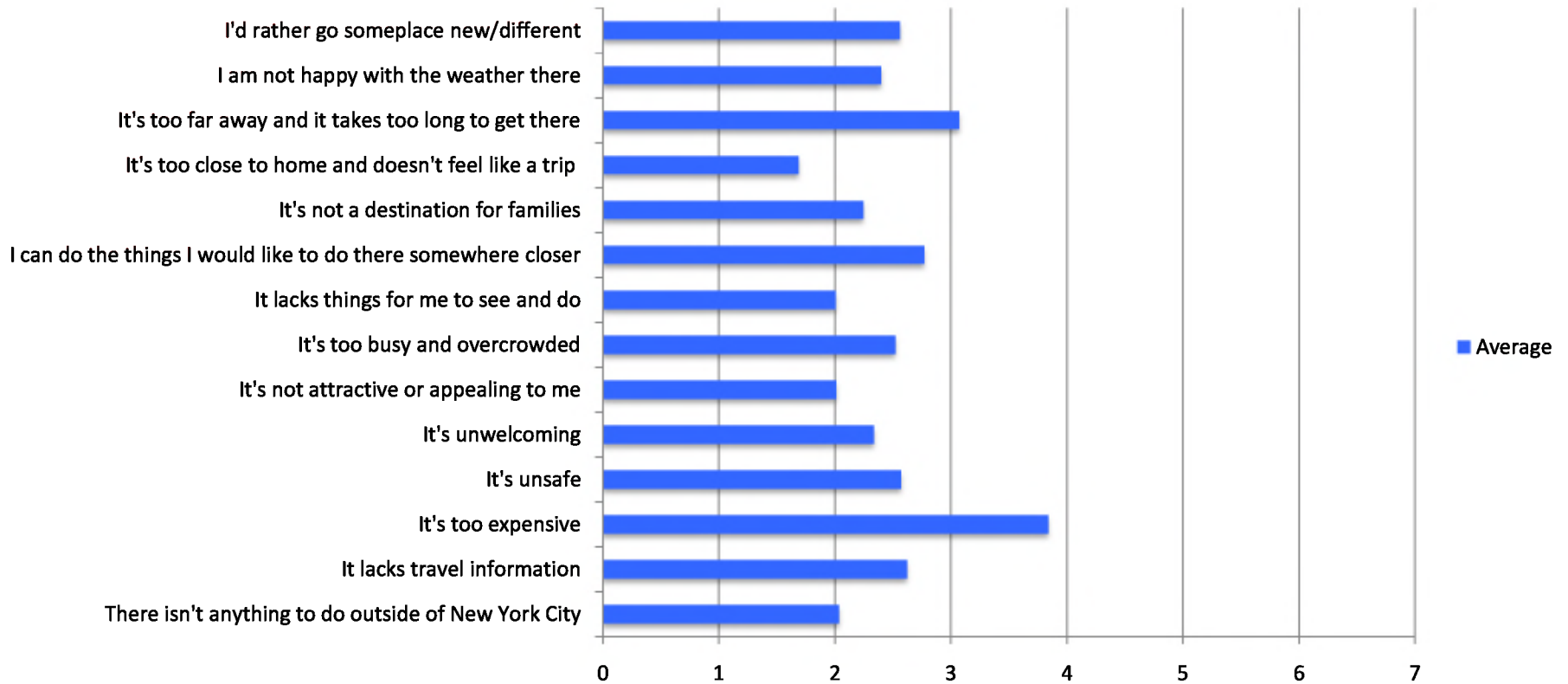


Source: Cornell Survey

Question: What three words would you use to describe New York City?



Objections to New York State by Fly Market

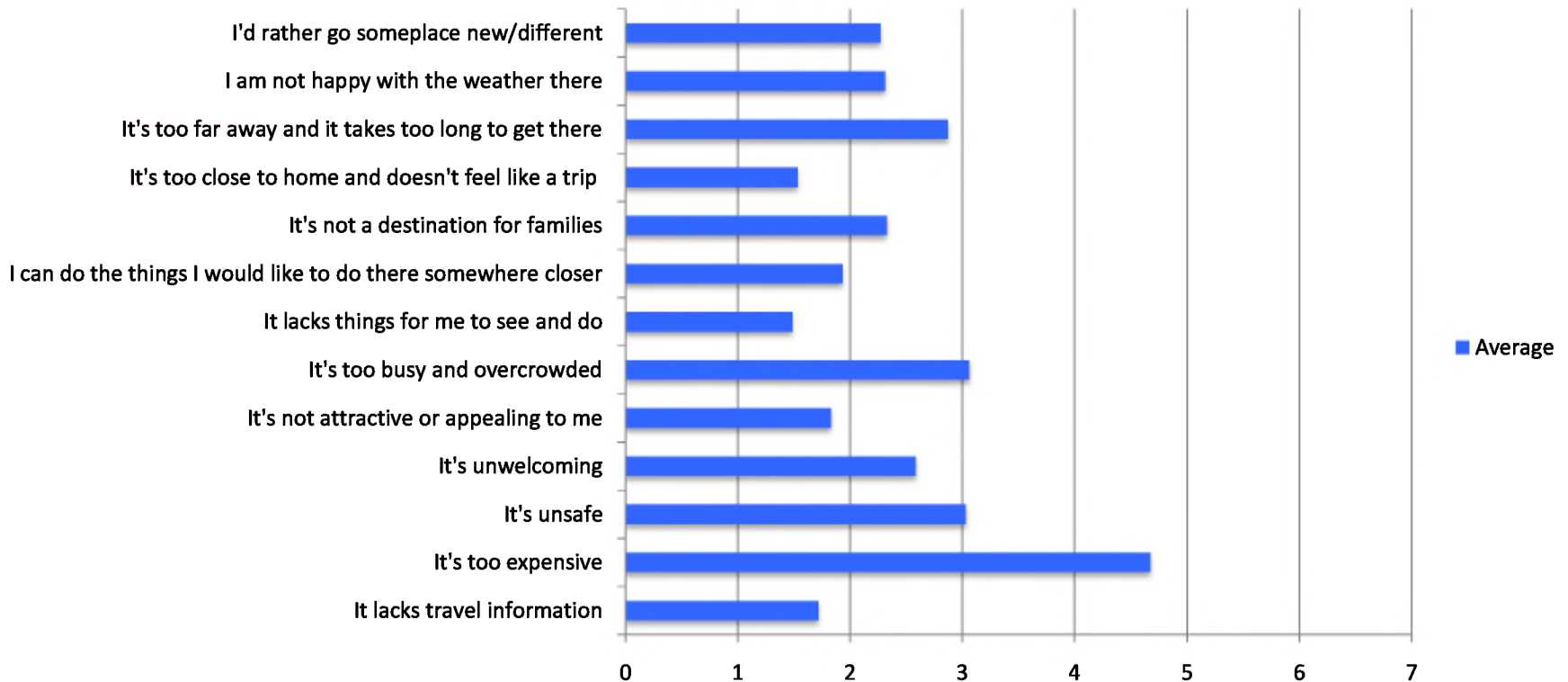


Source: Cornell Survey

Question What objections do you have to traveling to New York State for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. . Rating on a 7 point scale with 7 being highest.



Objections to New York City by Fly Market

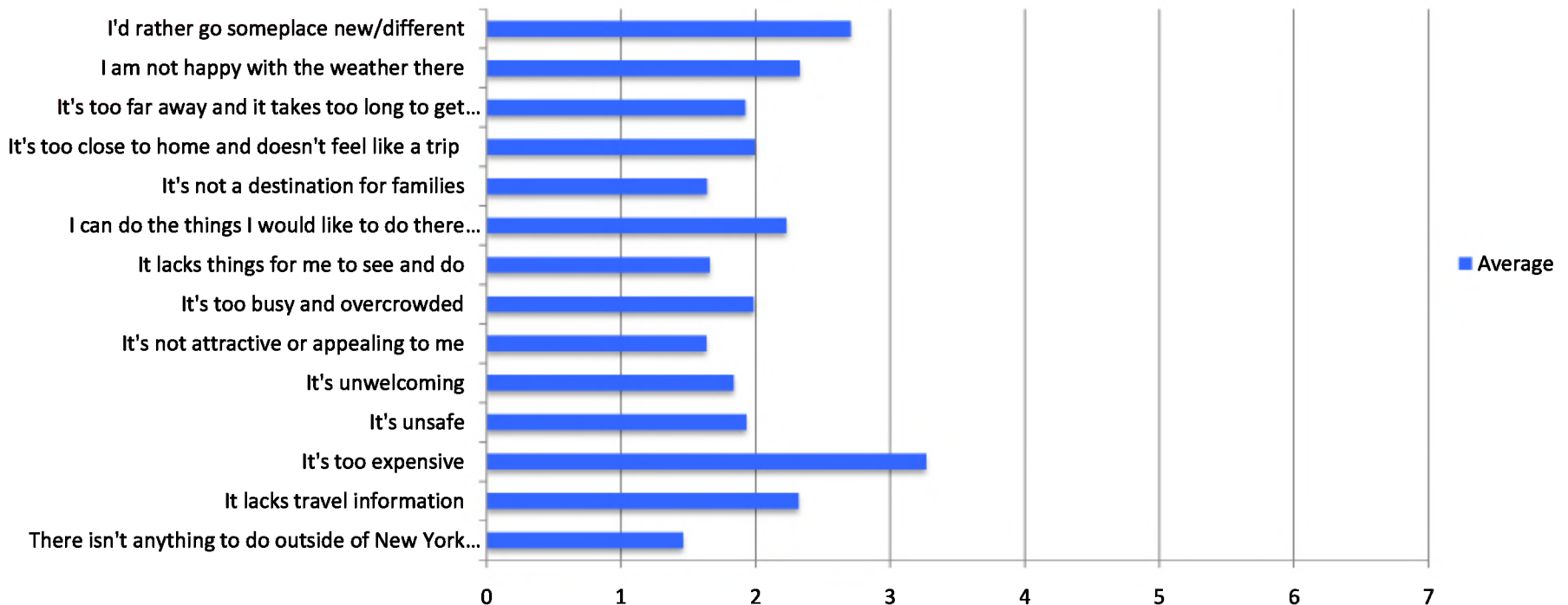


Source: Cornell Survey

Question What objections do you have to traveling to New York City for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. Rating on a 7 point scale with 7 being highest.



Objections to New York State by Drive Market

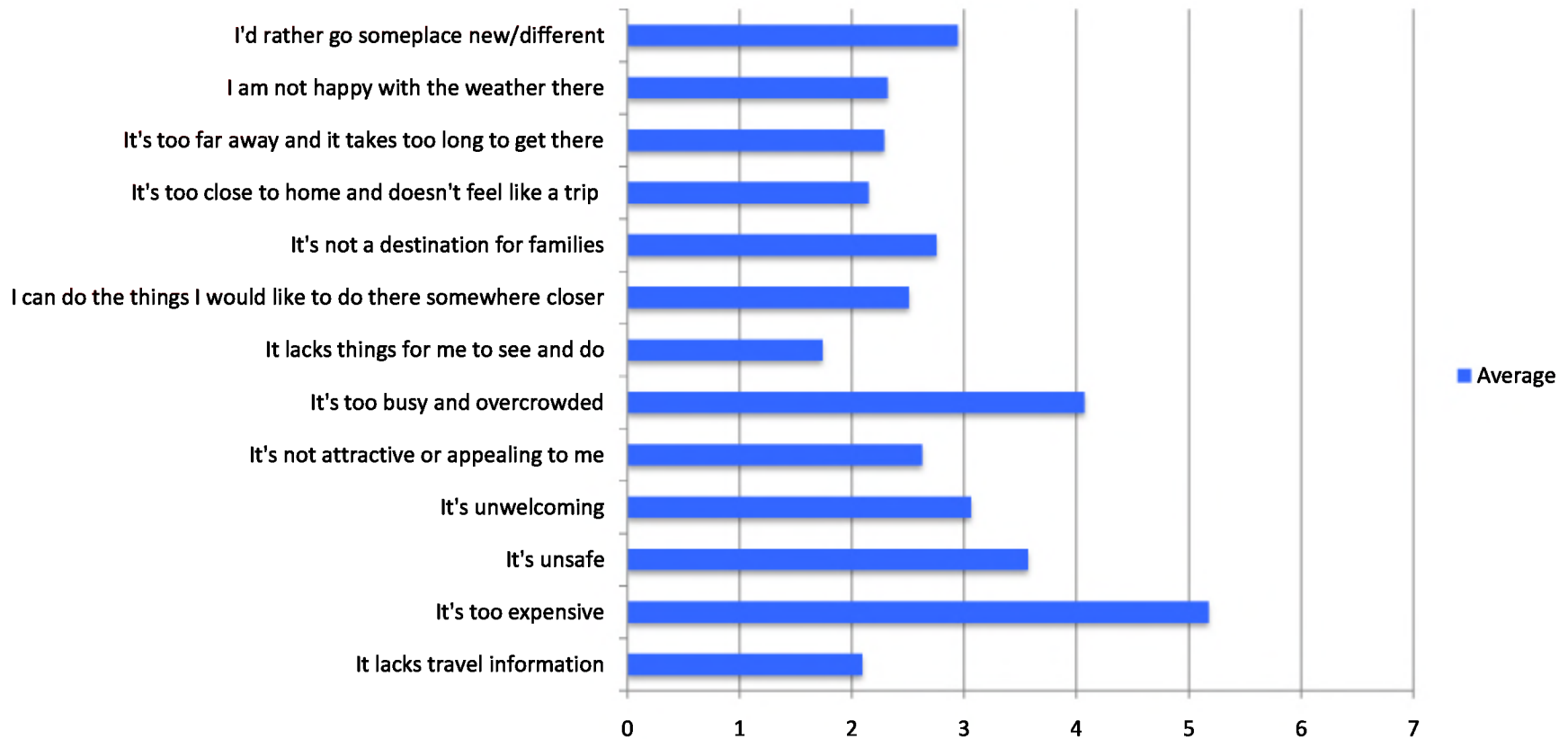


Source: Cornell Survey

Question What objections do you have to traveling to New York State for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. . Rating on a 7 point scale with 7 being highest.



Objections to New York City by Drive Market

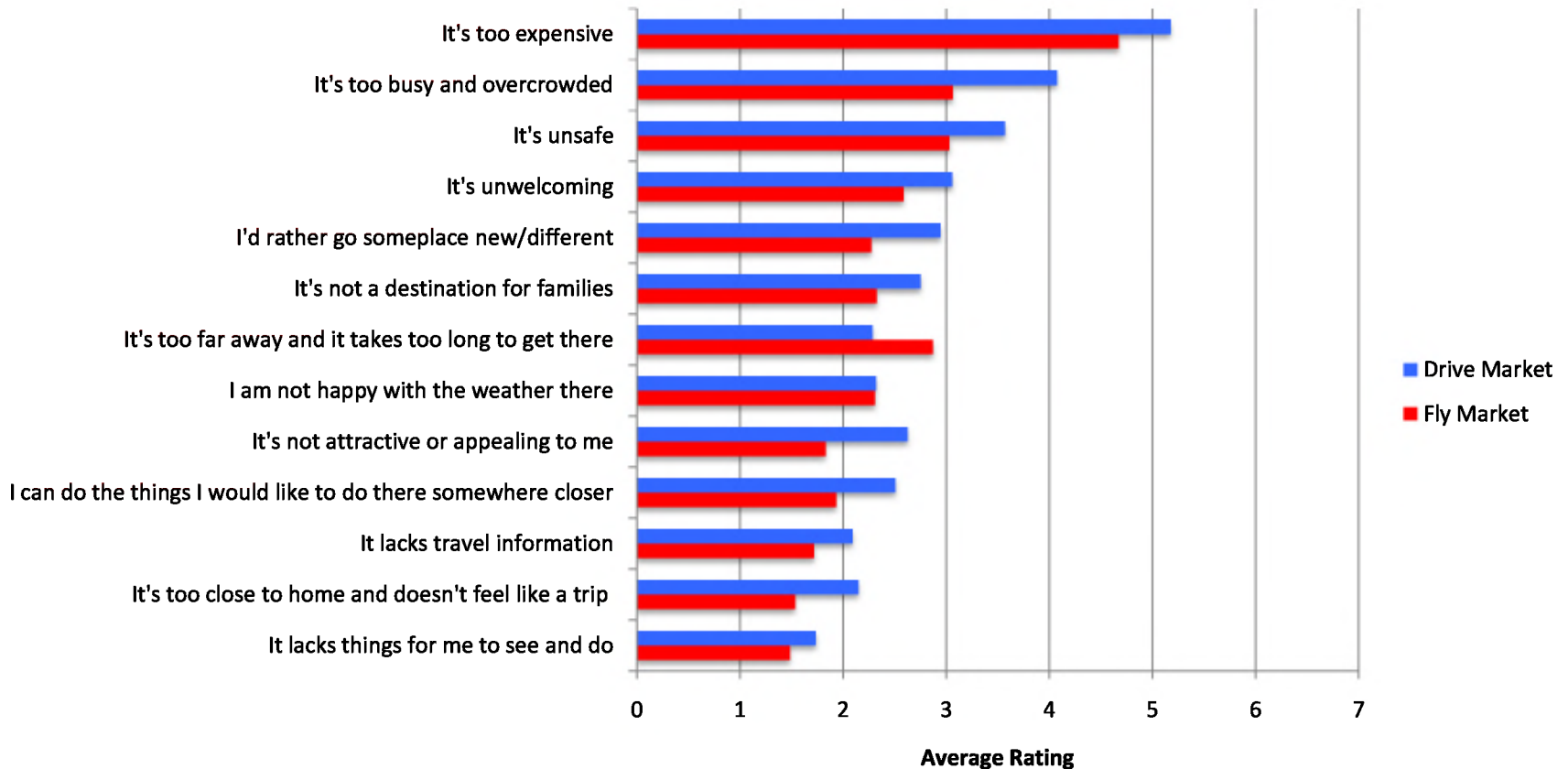


Source: Cornell Survey

Question What objections do you have to traveling to New York City for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. Rating on a 7 point scale with 7 being highest.



The closer visitors live to New York City the more they object to visiting there.



Source: Cornell Survey

Question What objections do you have to traveling to New York City for a leisure trip? Please indicate your objections by describing how much you agree with the following statements about the State. . Rating on a 7 point scale with 7 being highest.

Perceptions of New York State by Drive Market

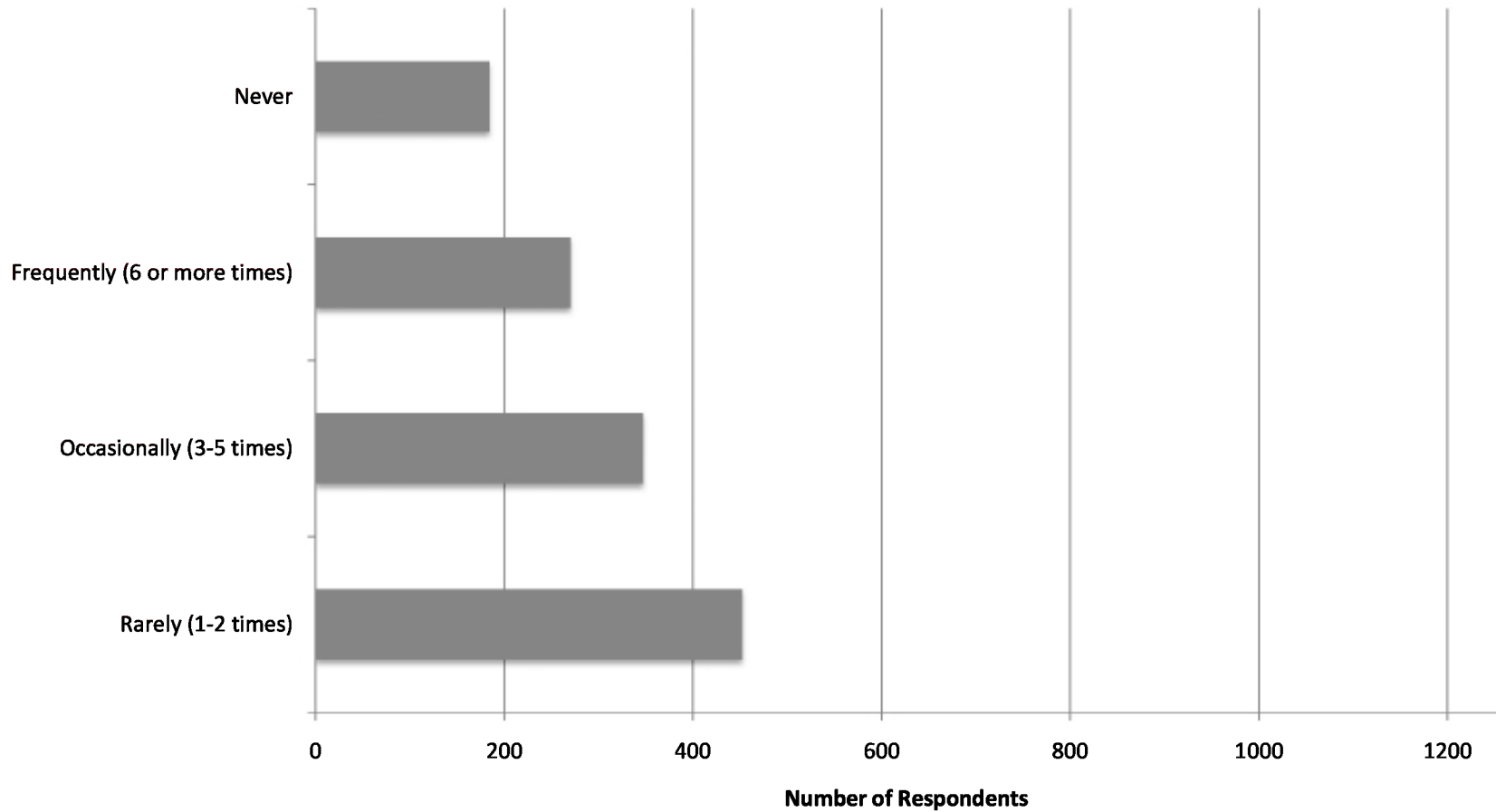


Source: Cornell Survey

Question What three words would you use to describe New York City?



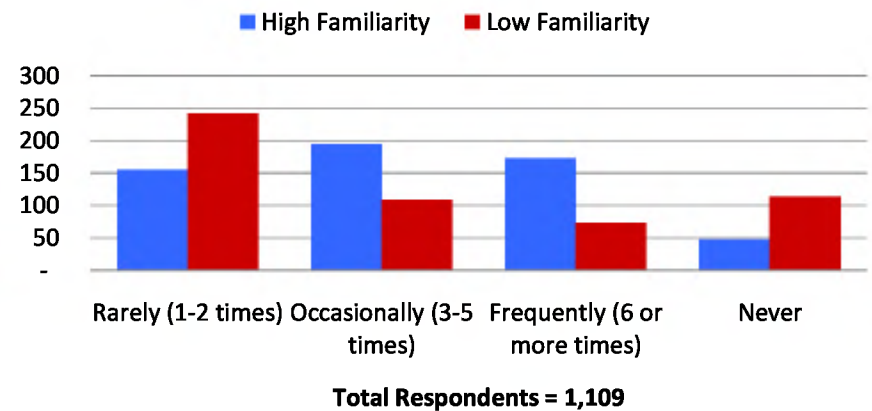
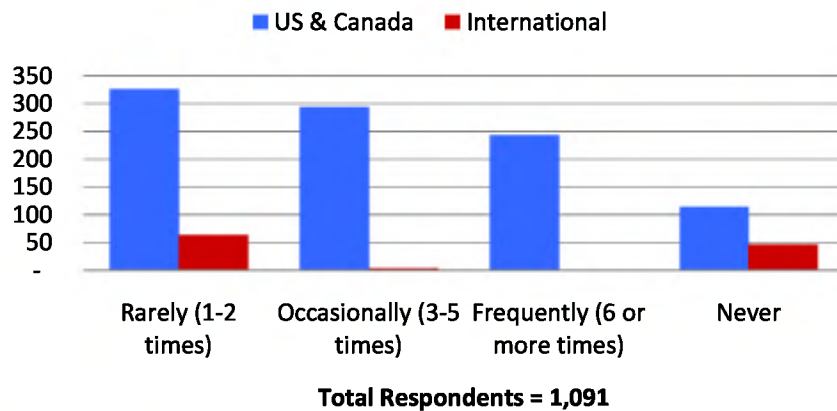
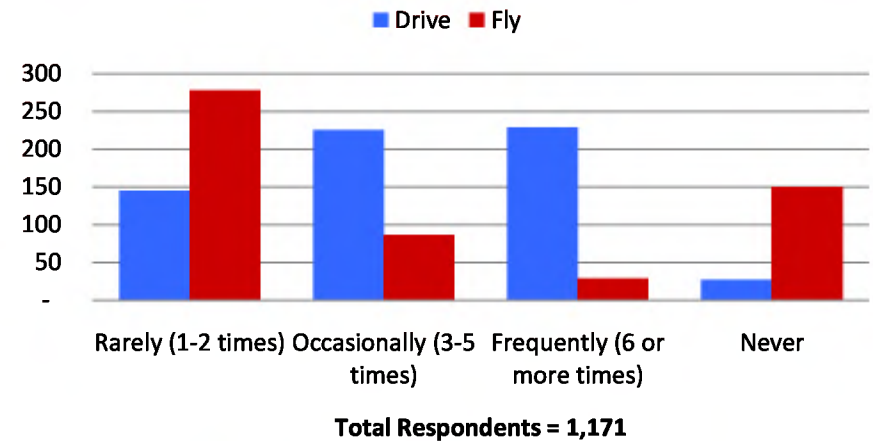
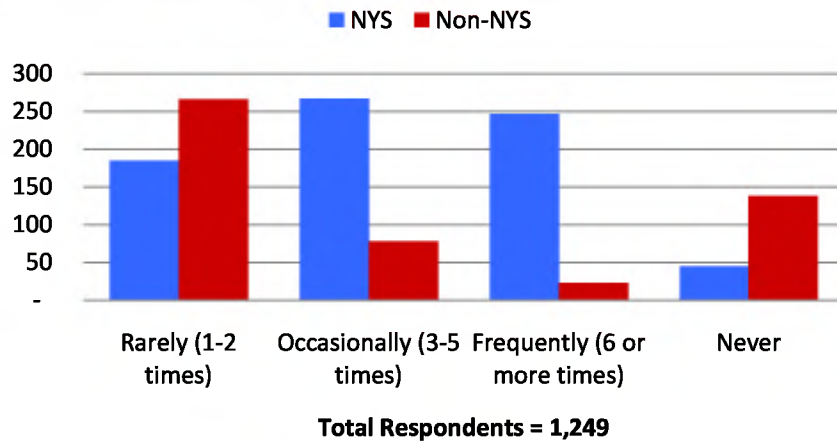
Frequency of Leisure Trips



Source: Cornell Survey

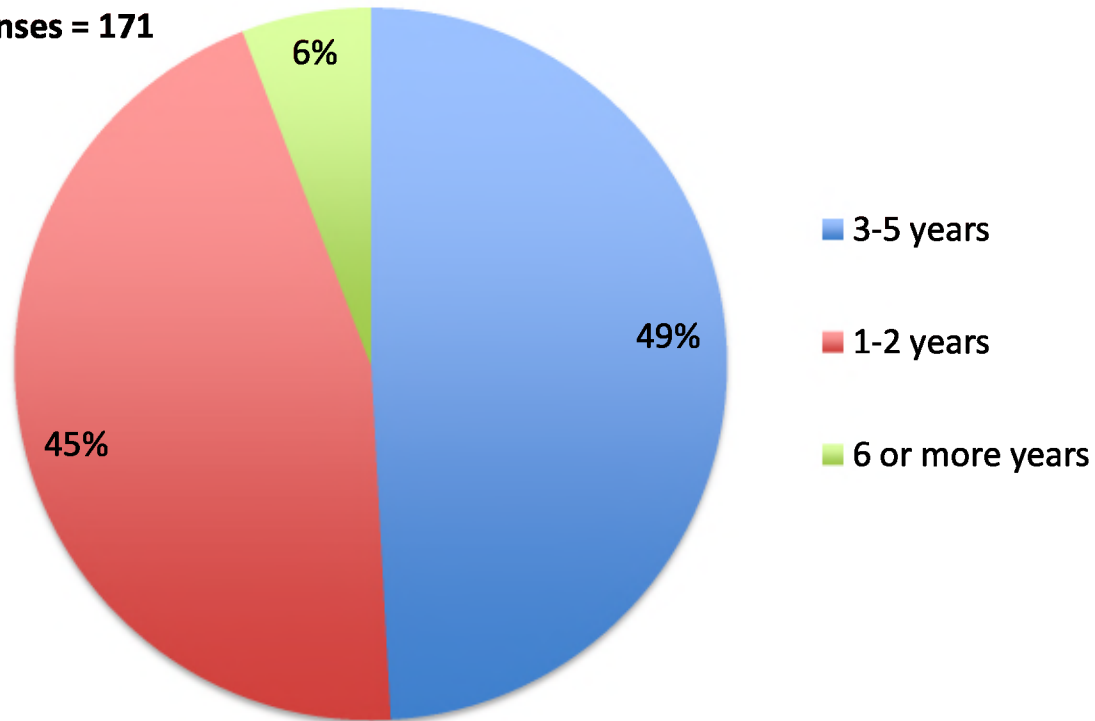
Question: In the past 12 months, how many times have you taken a leisure trip to or within the State of New York?

Frequency of Leisure Trips



Time since Last Leisure Trip

Total Responses = 171

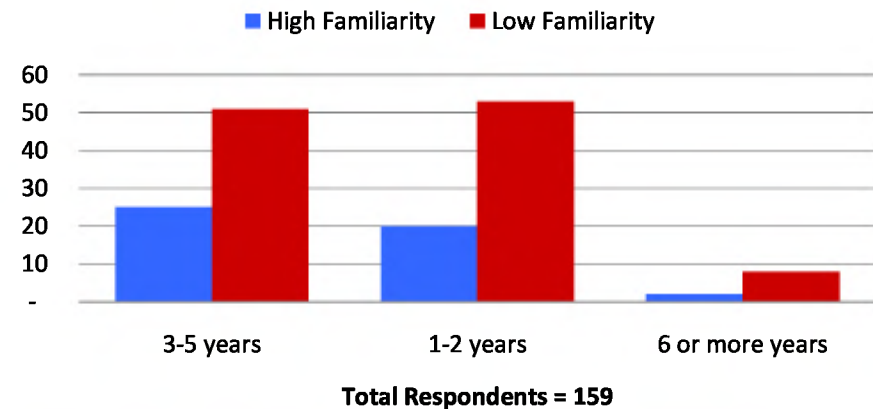
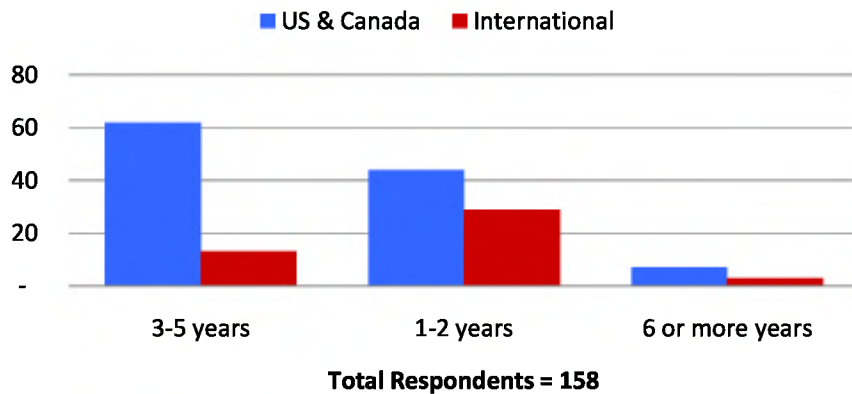
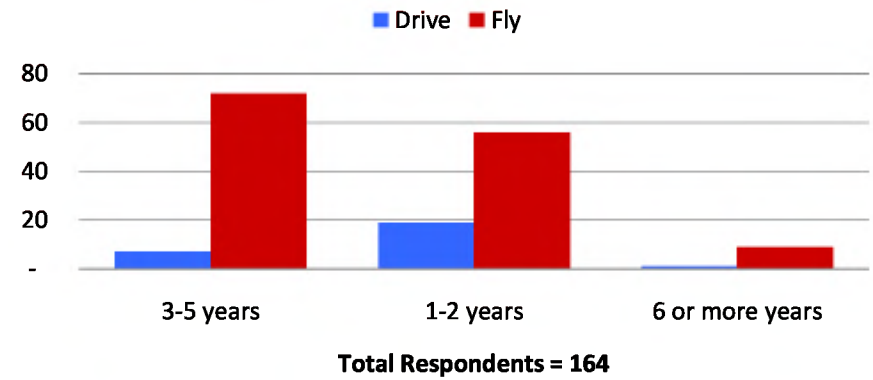
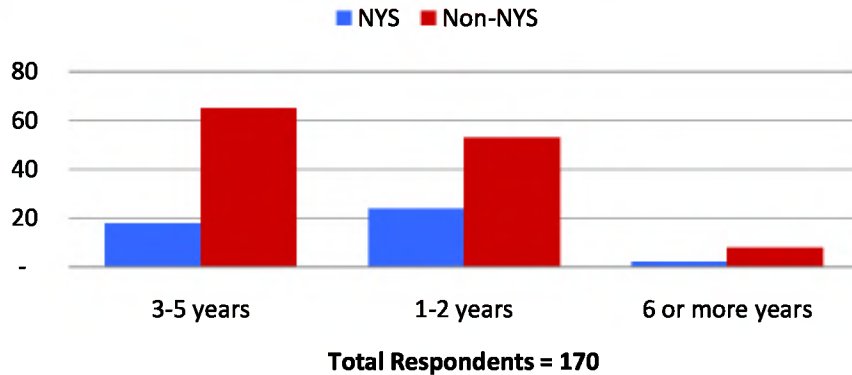


■ 3-5 years

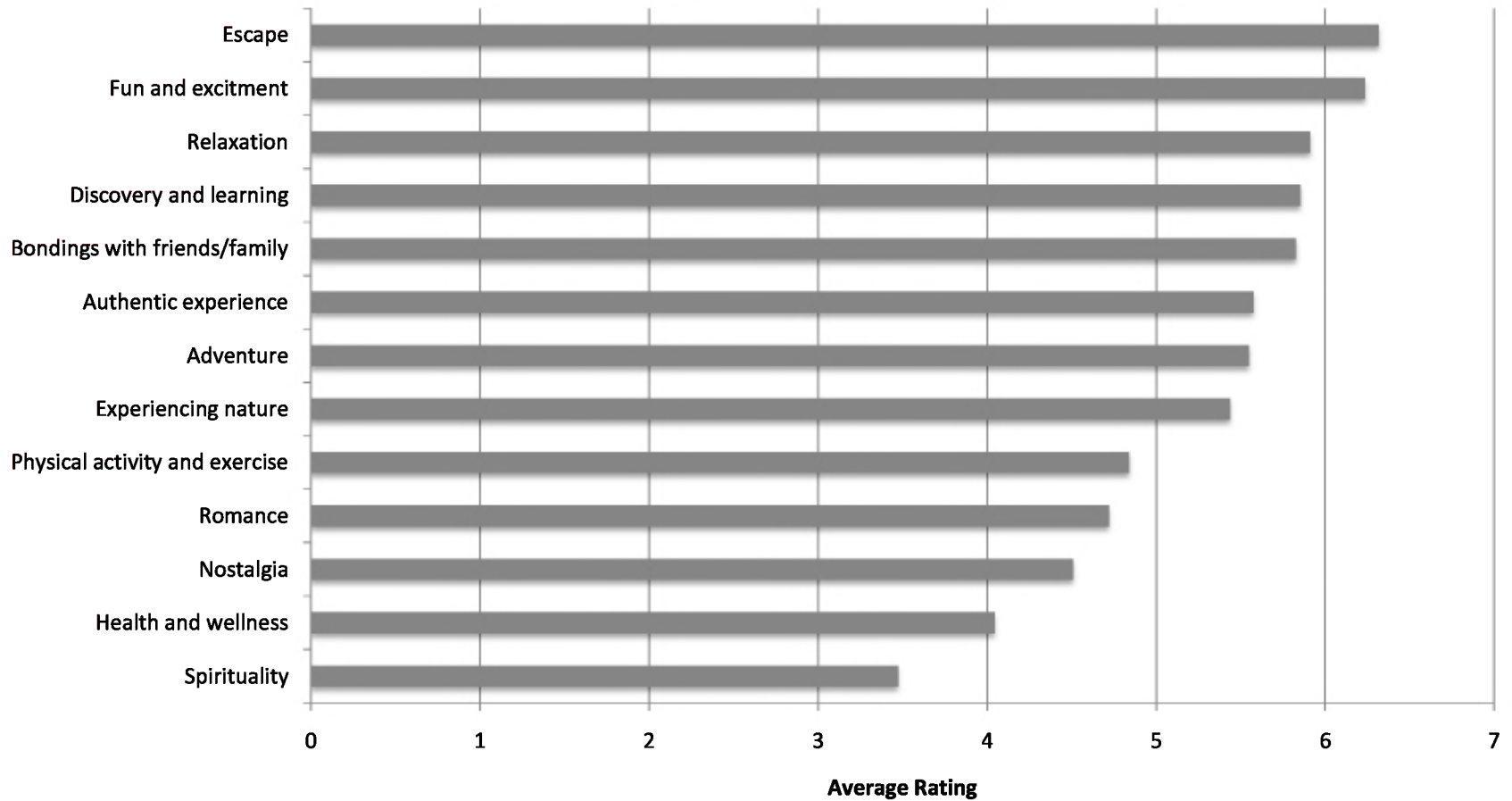
■ 1-2 years

■ 6 or more years

Time since Last Leisure Trip



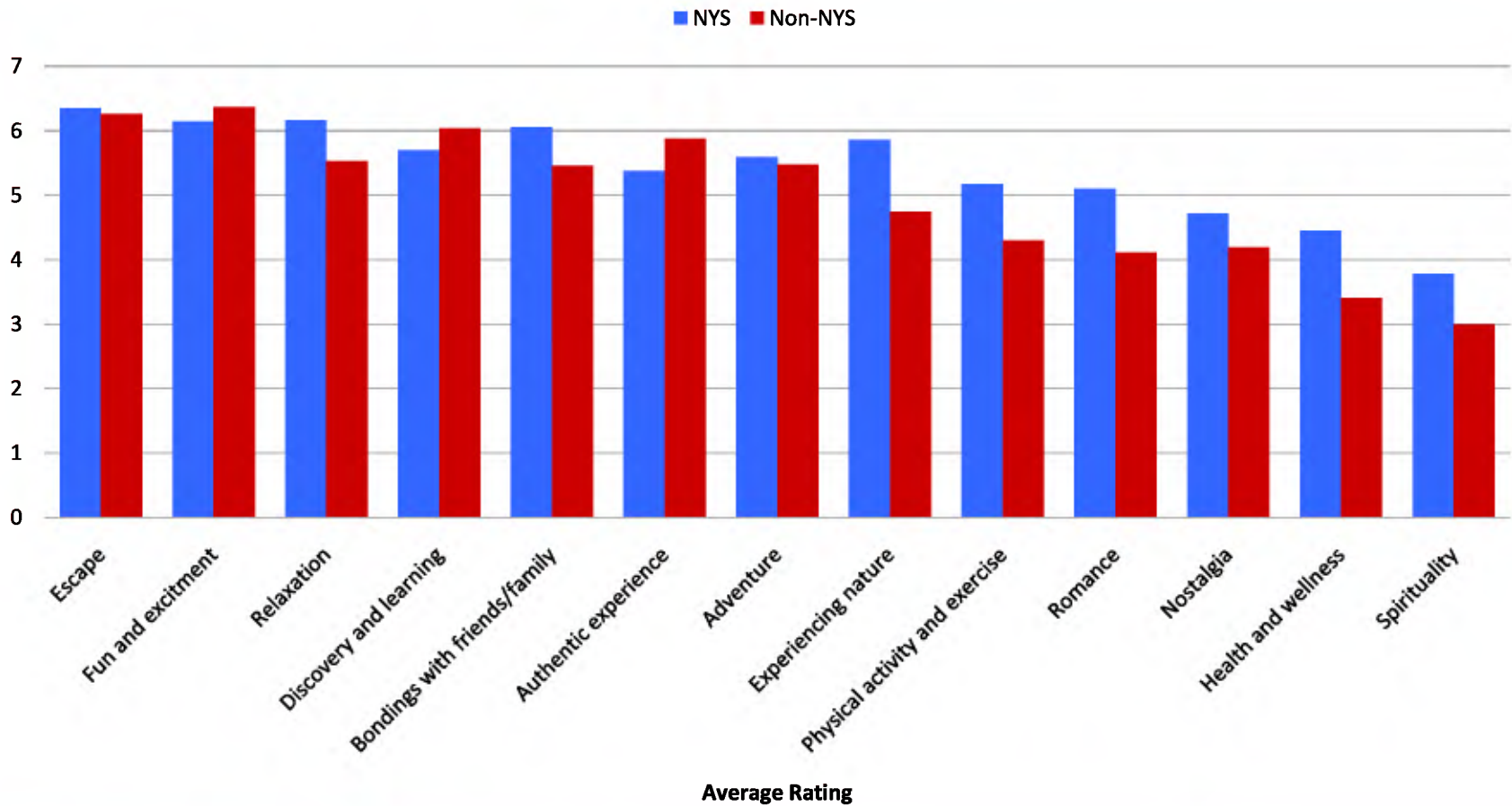
Motivations for Trip



Source: Cornell Survey

Question: What motivated your recent leisure trip to or within the State of New York?
Rating on a 7 point scale with 7 being highest.

Motivations for Trip

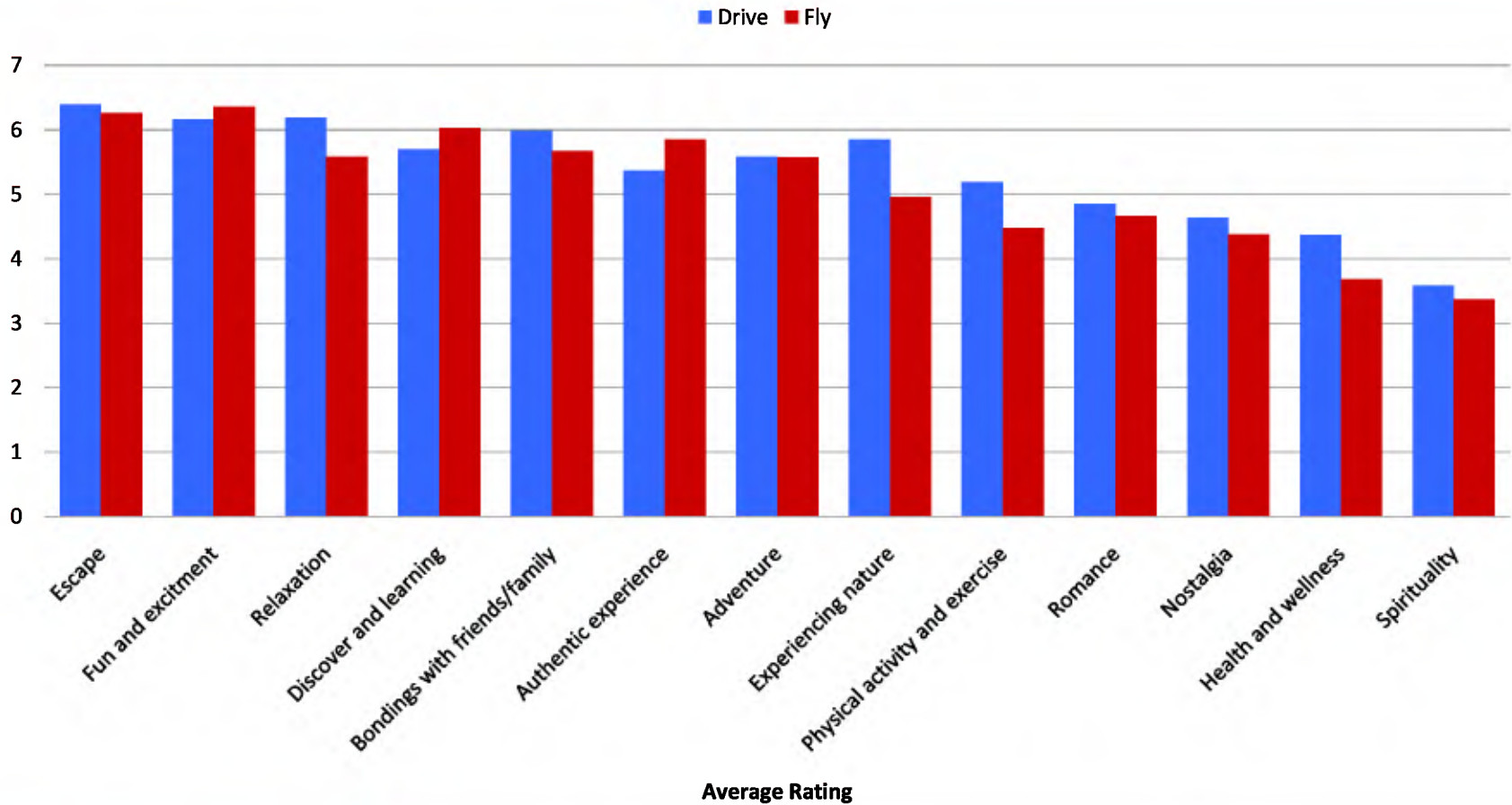


Source: Cornell Survey

Question: What motivated your recent leisure trip to or within the State of New York?
Rating on a 7 point scale with 7 being highest.



Motivations for Trip

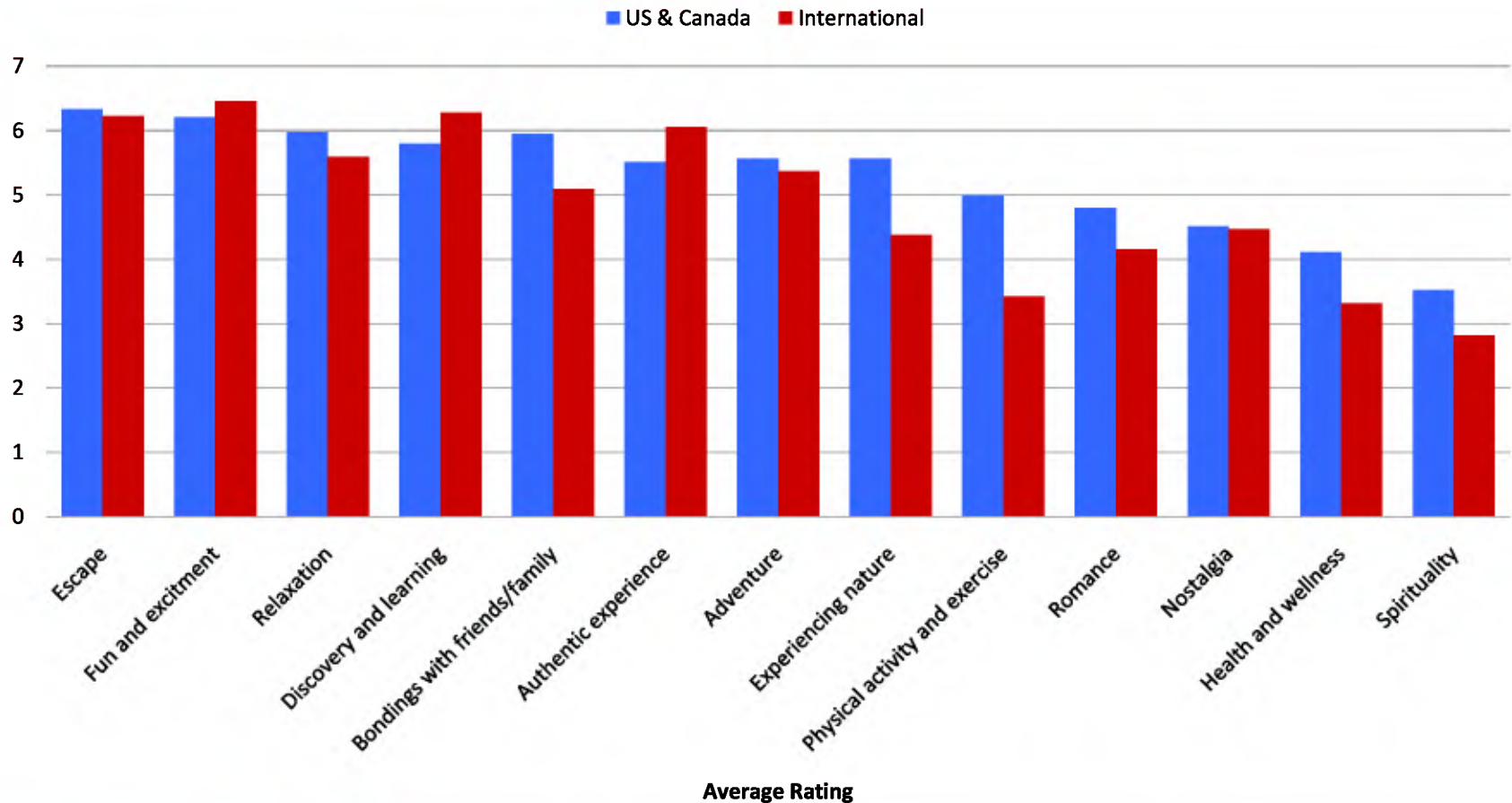


Source: Cornell Survey

Question: What motivated your recent leisure trip to or within the State of New York?
Rating on a 7 point scale with 7 being highest.



Motivations for Trip

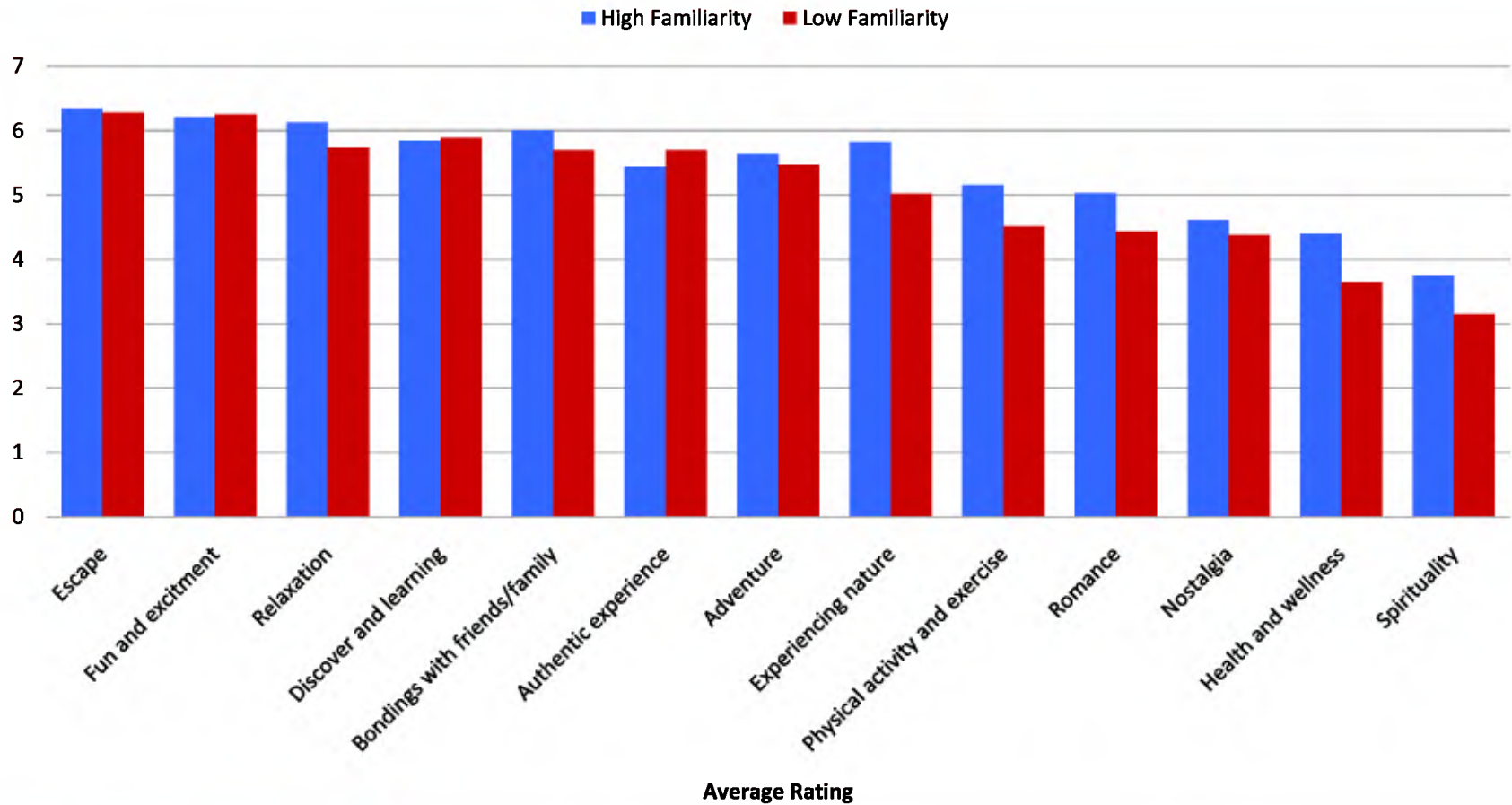


Source: Cornell Survey

Question: What motivated your recent leisure trip to or within the State of New York?
Rating on a 7 point scale with 7 being highest.



Motivations for Trip

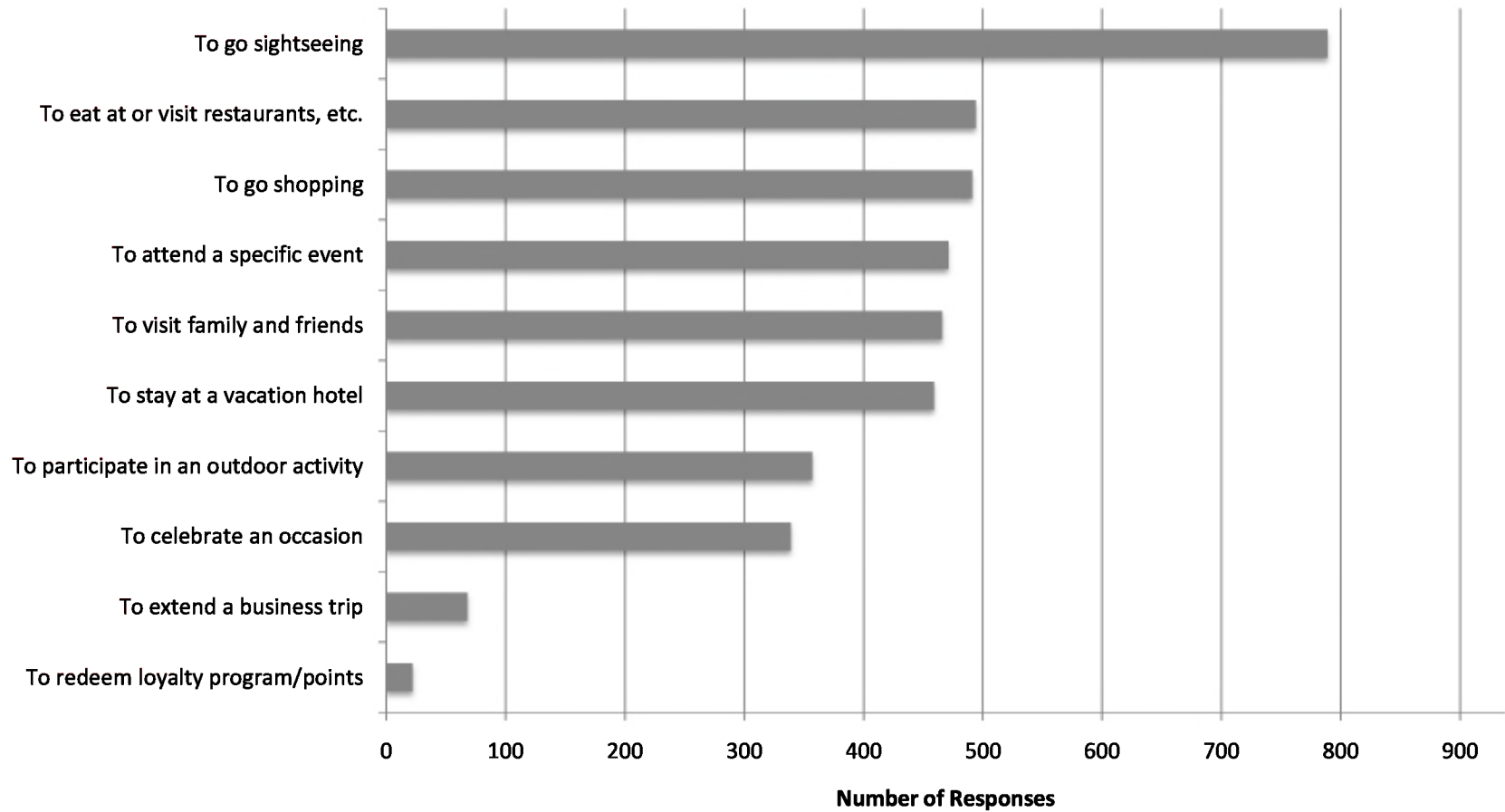


Source: Cornell Survey

Question: What motivated your recent leisure trip to or within the State of New York?
Rating on a 7 point scale with 7 being highest.



Purpose of Trip

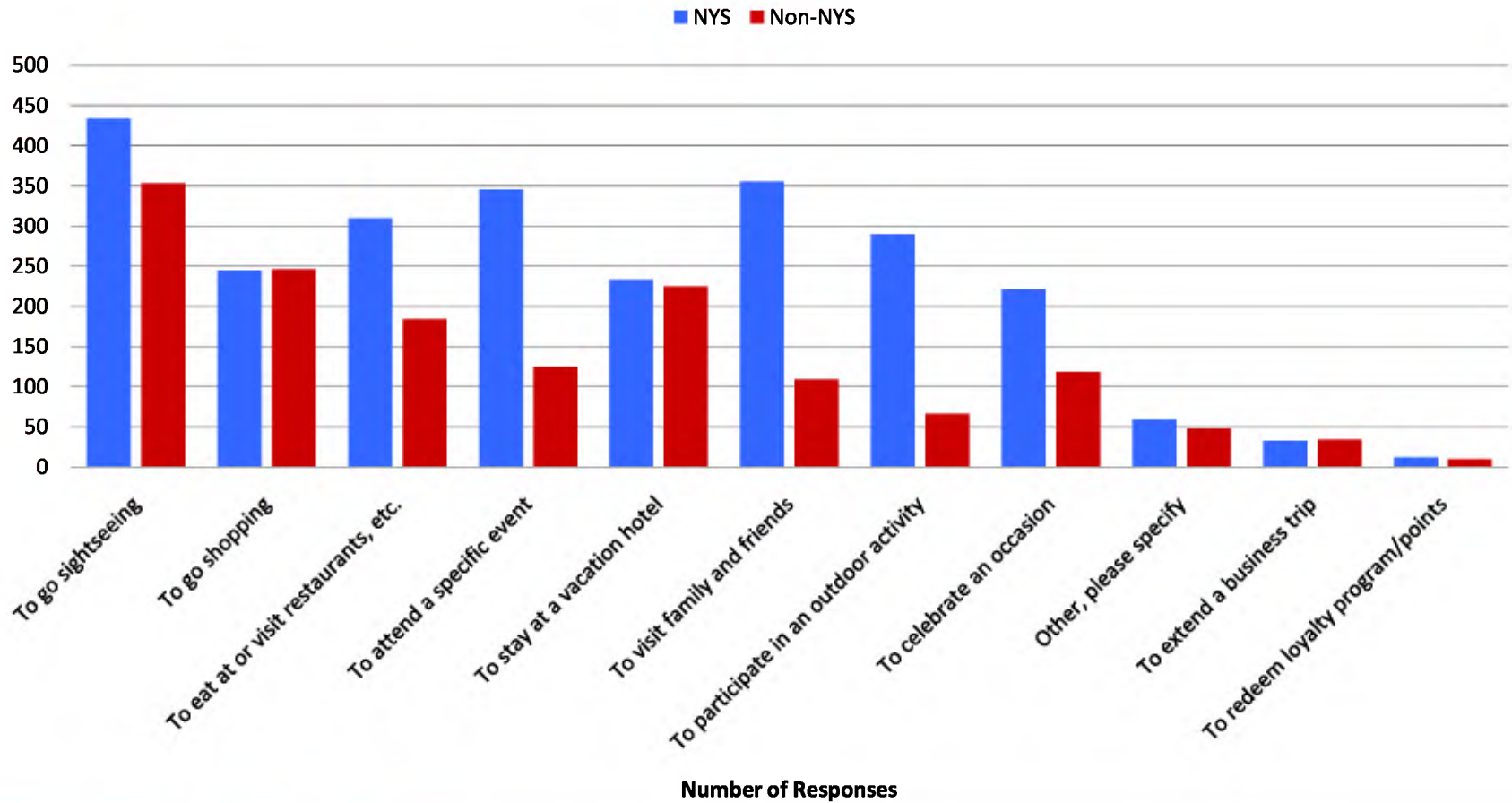


Source: Cornell Survey

Question: What was the purpose of your trip? (Select all that apply)



Purpose of Trip

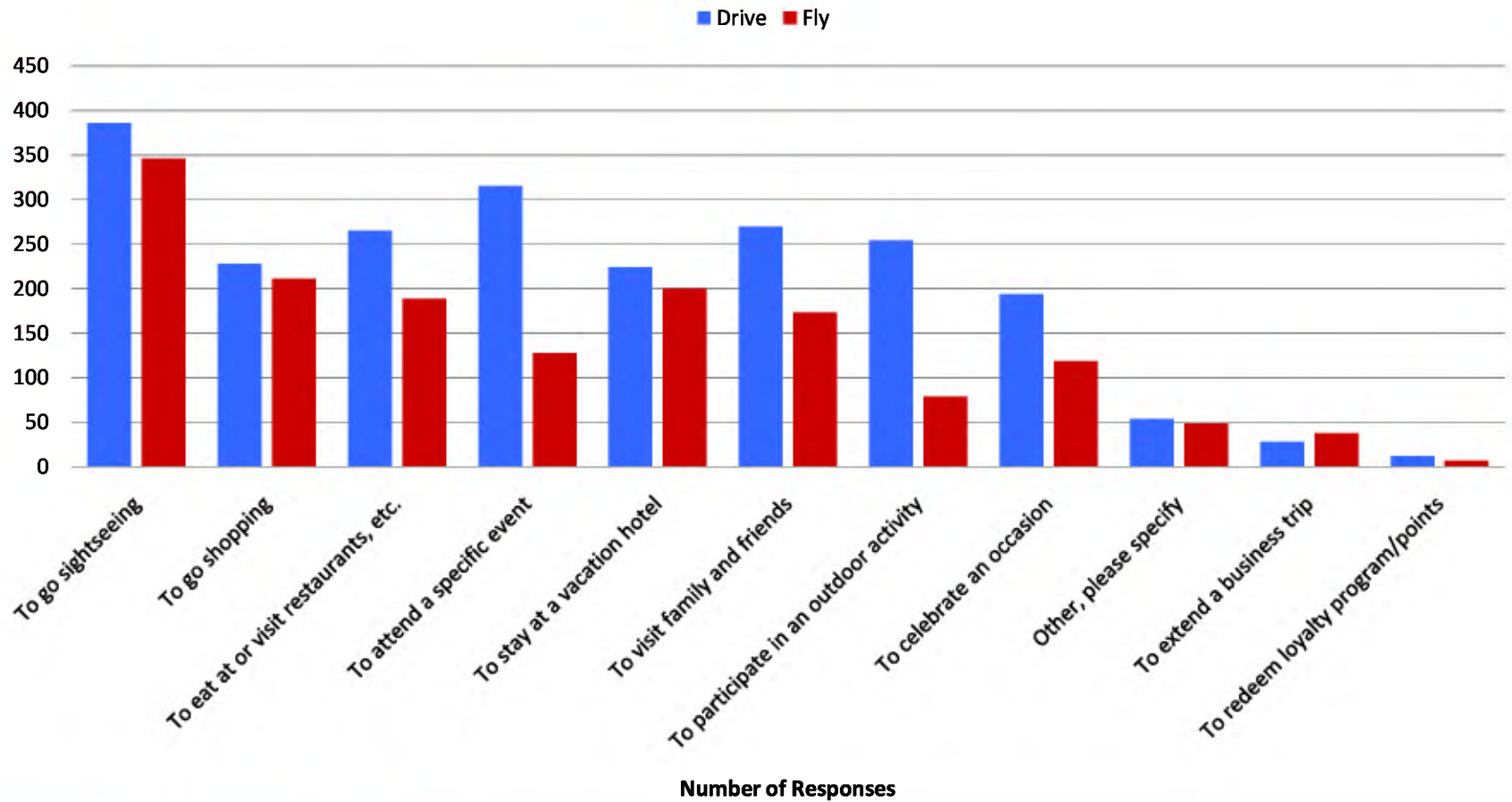


Source: Cornell Survey

Question: What was the purpose of your trip? (Select all that apply)

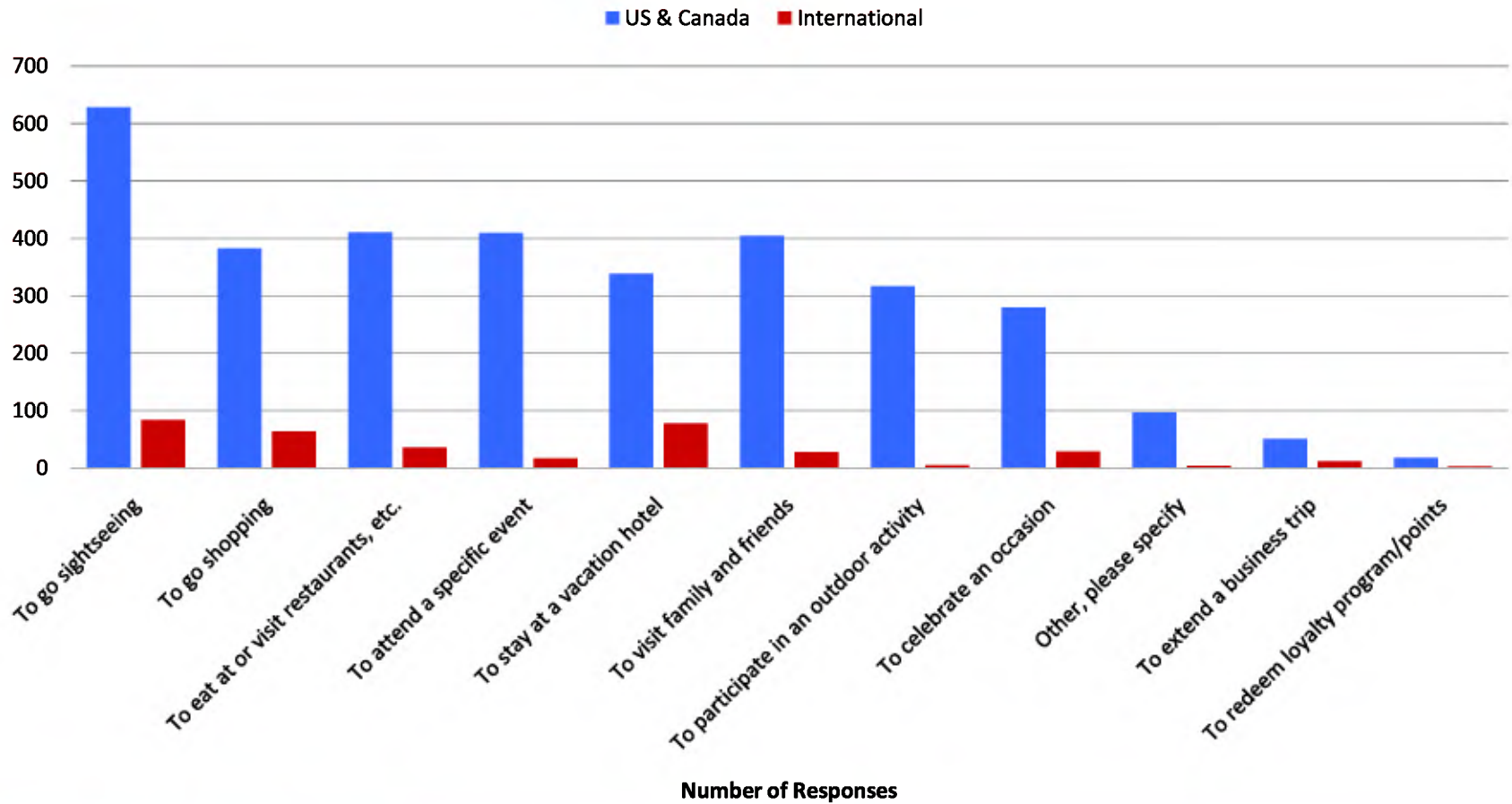


Purpose of Trip



Source: Cornell Survey
Question: What was the purpose of your trip? (Select all that apply)

Purpose of Trip

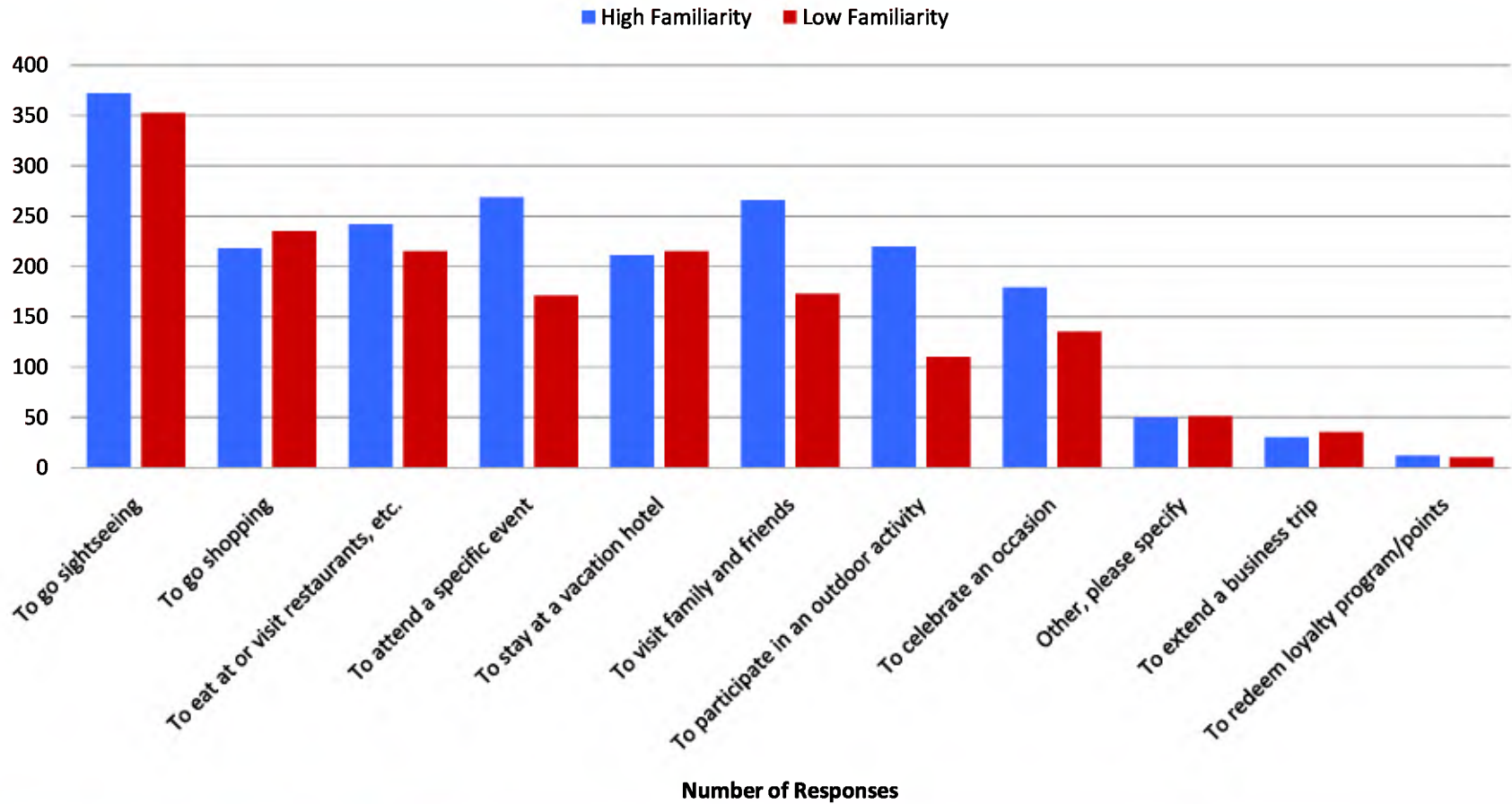


Source: Cornell Survey

Question: What was the purpose of your trip? (Select all that apply)



Purpose of Trip



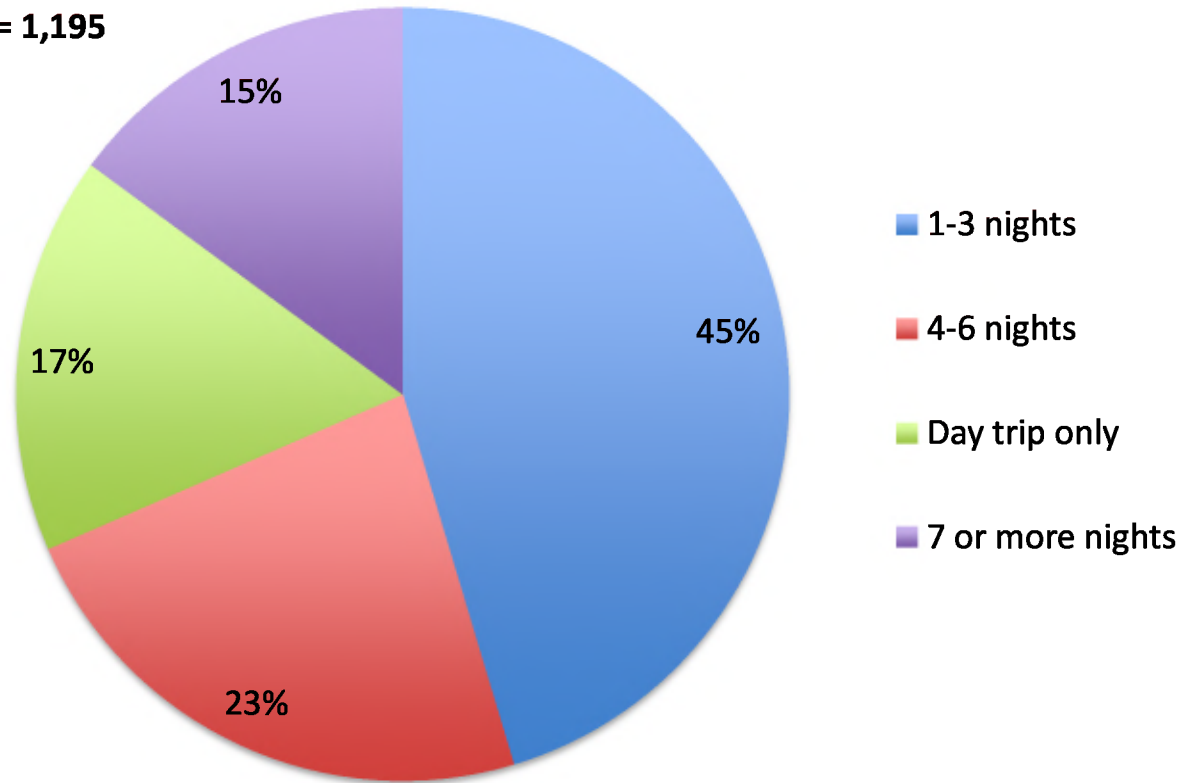
Source: Cornell Survey

Question: What was the purpose of your trip? (Select all that apply)



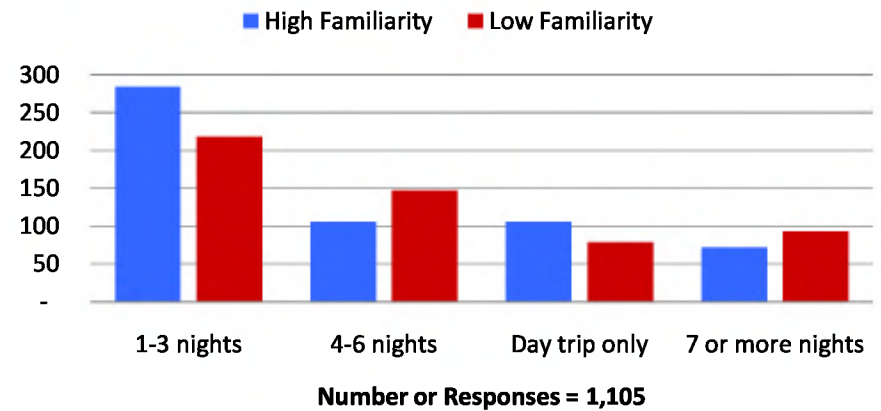
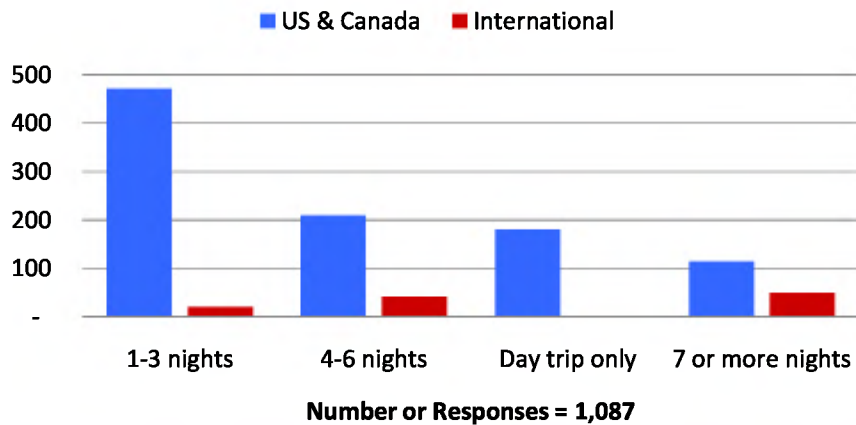
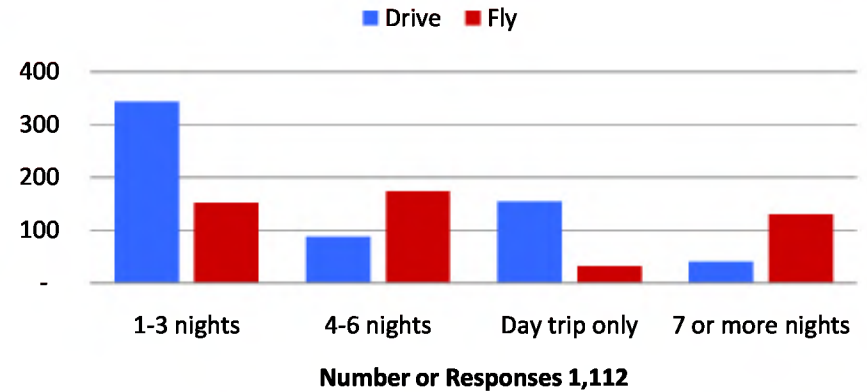
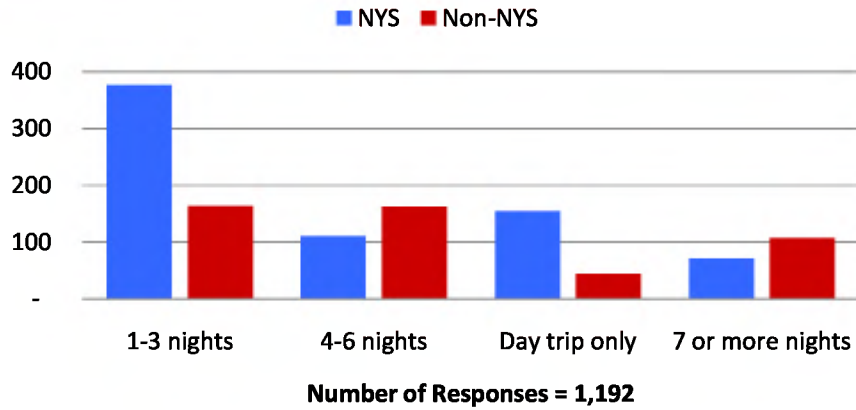
Length of Stay

Total Responses = 1,195



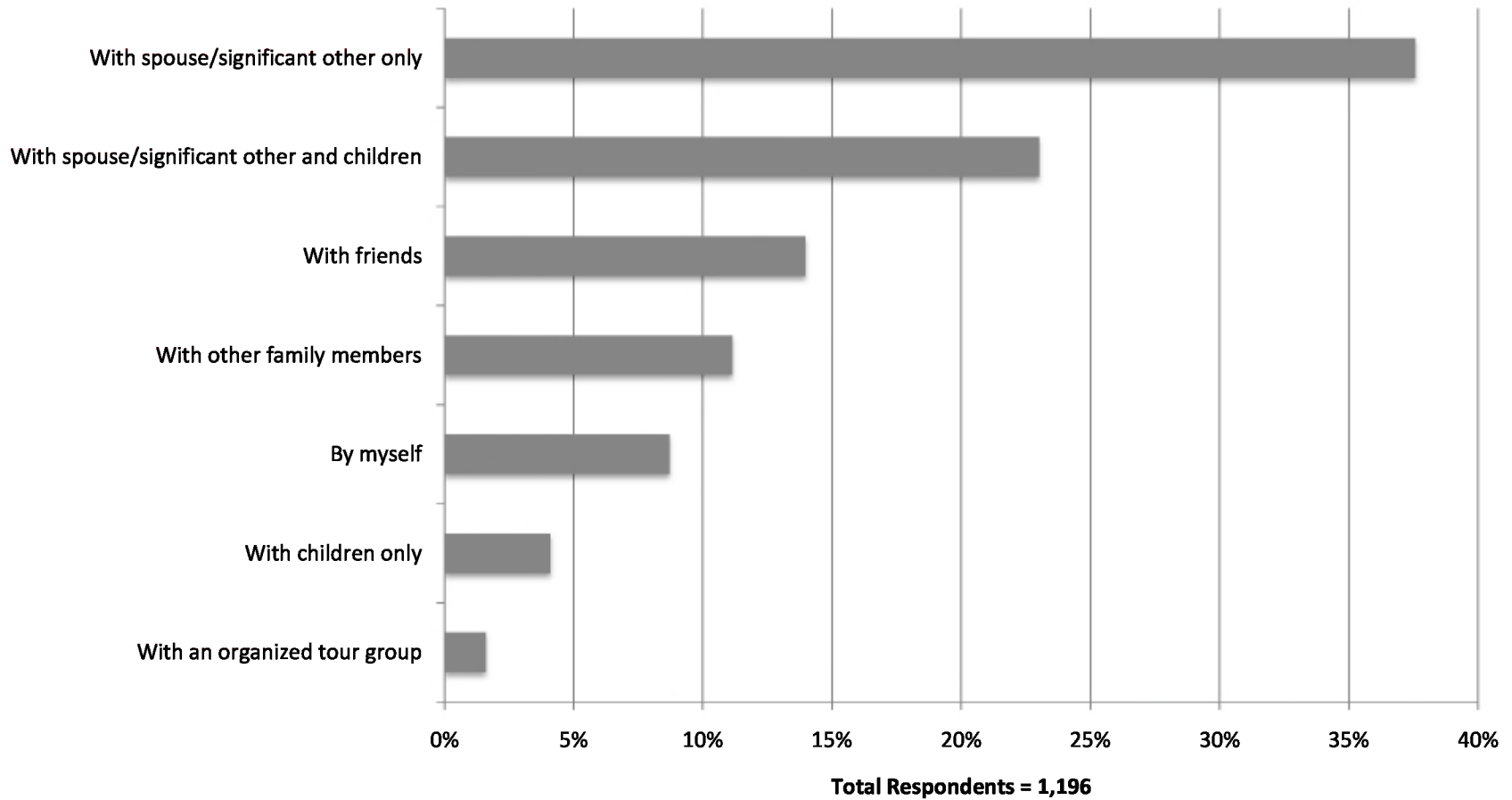
- 1-3 nights
- 4-6 nights
- Day trip only
- 7 or more nights

Length of Stay



Source: Cornell Survey
 Question: How long was your overall stay?

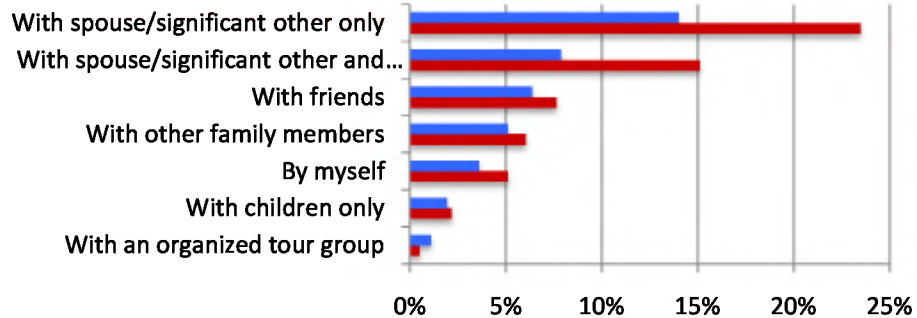
Travel Group



Source: Cornell Survey
Question: With whom did you travel?

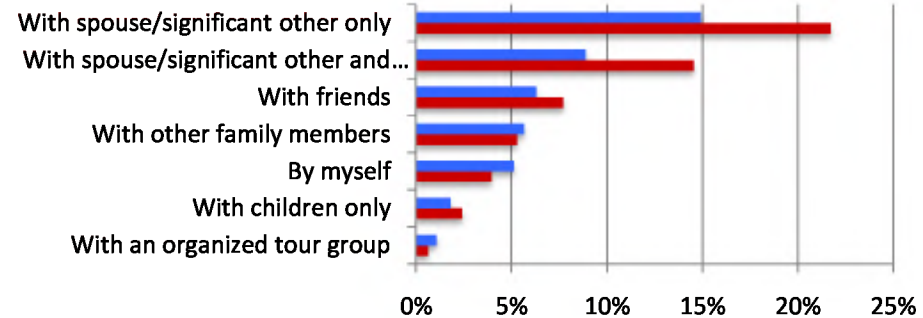
Travel Group

■ Non-NYS ■ NYS



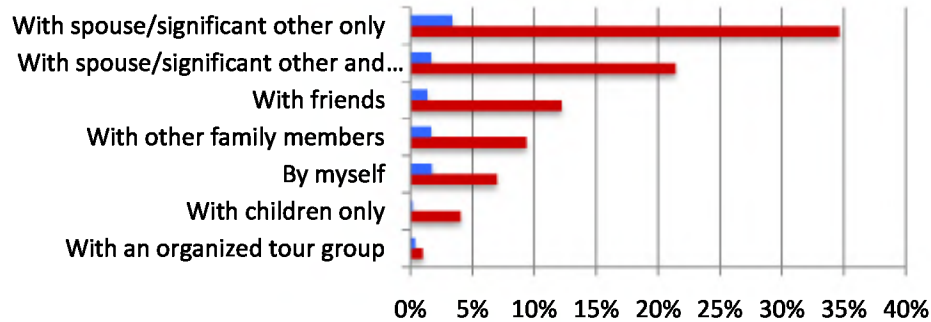
Total Respondents = 1,193

■ Fly ■ Drive



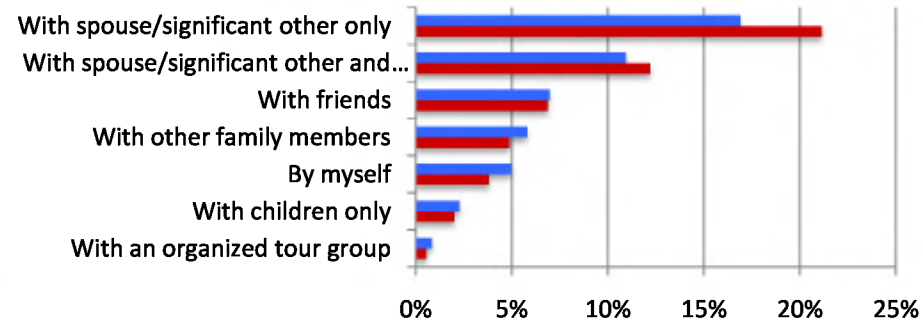
Total Respondents = 1,114

■ International ■ US & Canada



Total Respondents = 1,089

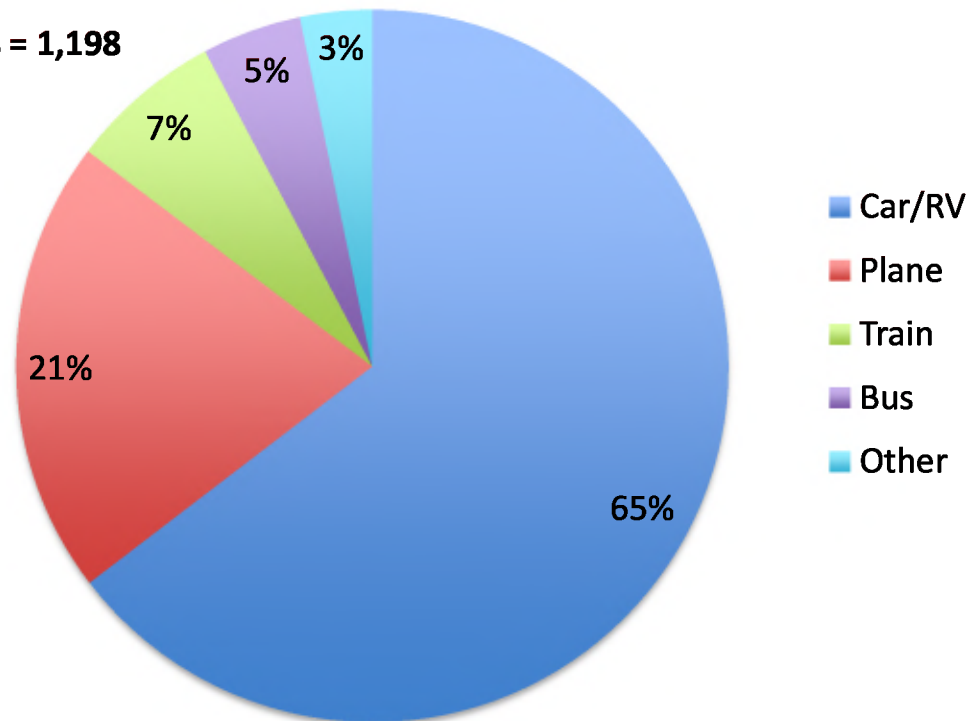
■ Low Familiarity ■ High Familiarity



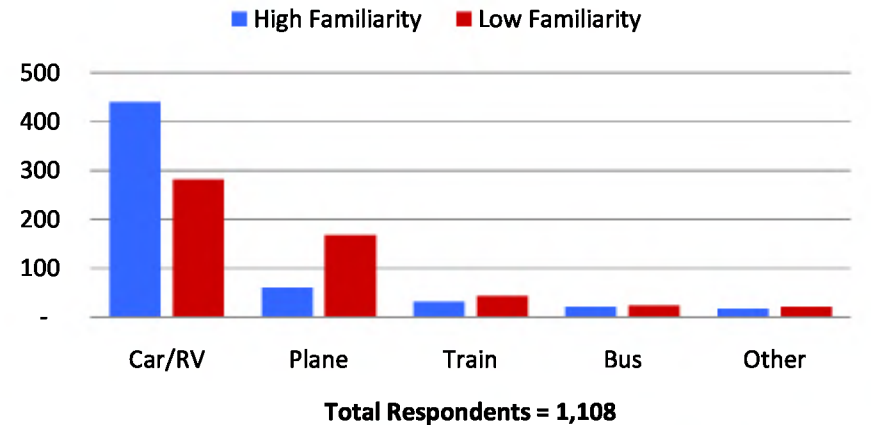
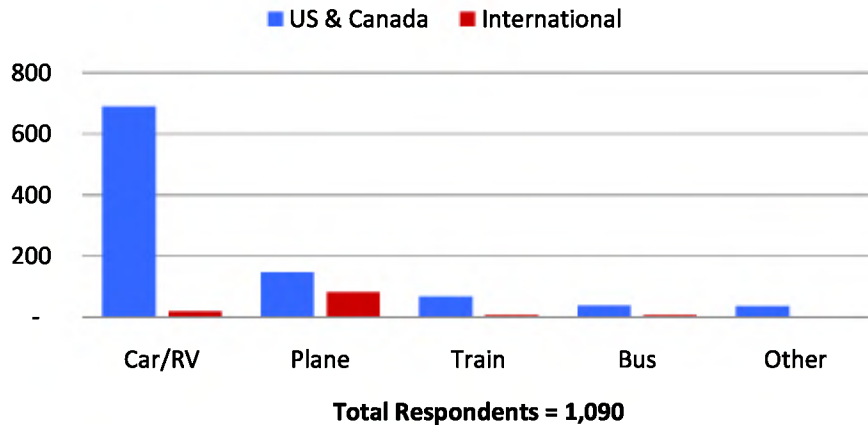
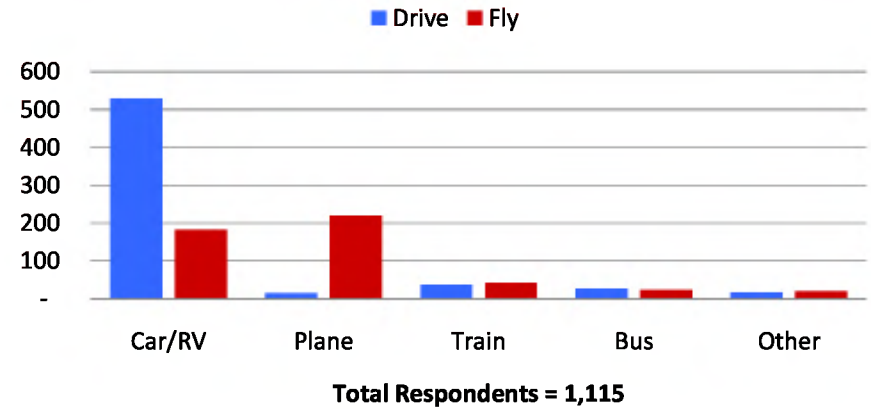
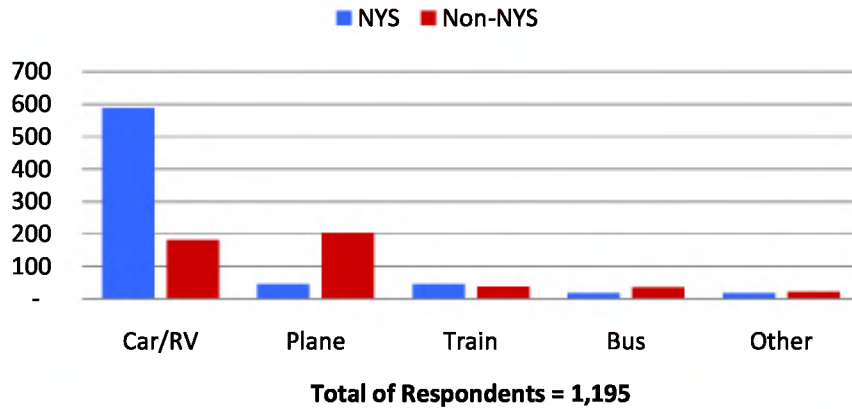
Total Respondents = 1,107

Primary Means of Transportation

Total Respondents = 1,198

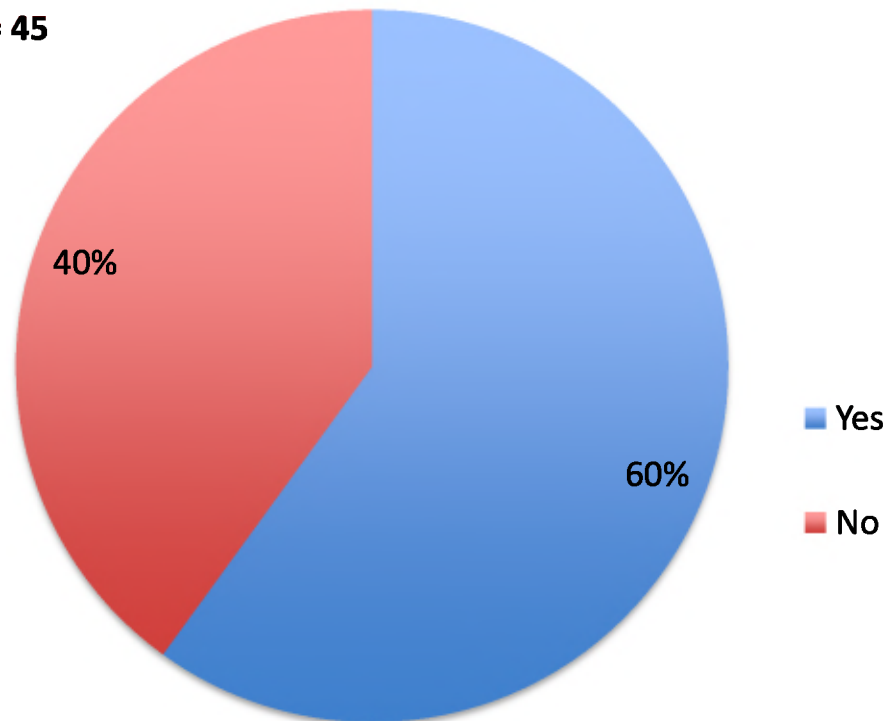


Primary Means of Transportation



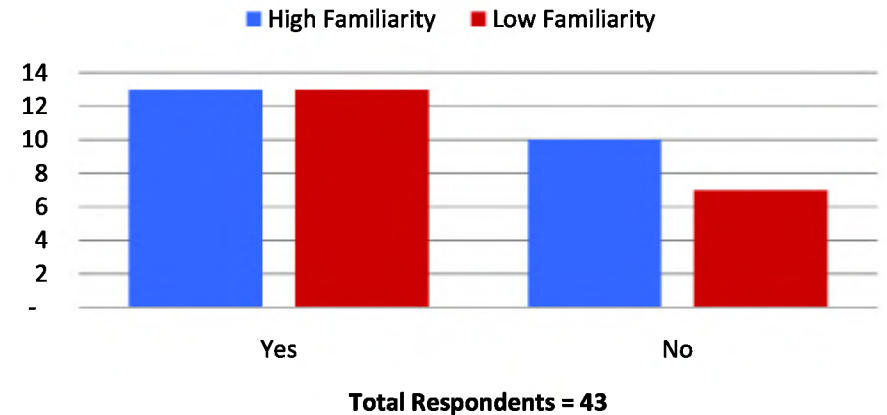
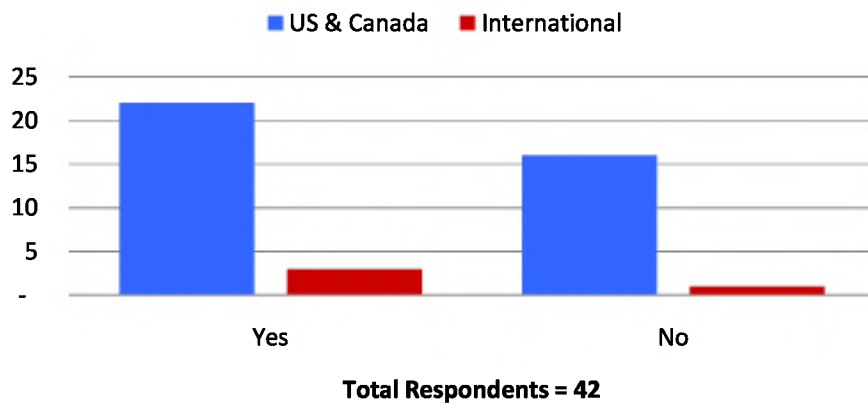
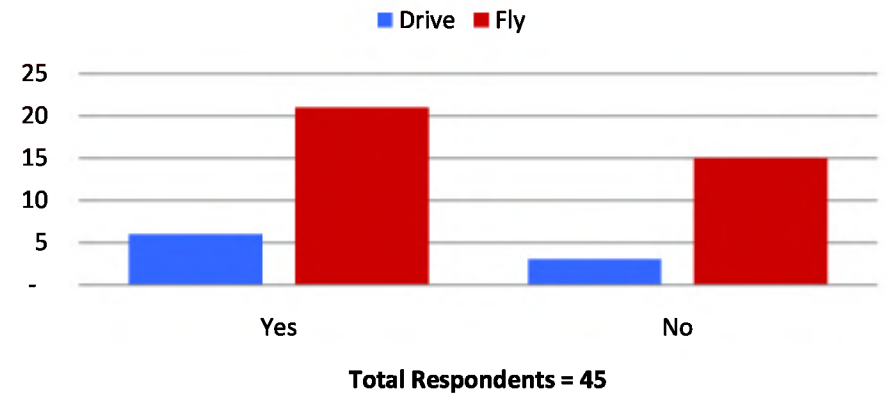
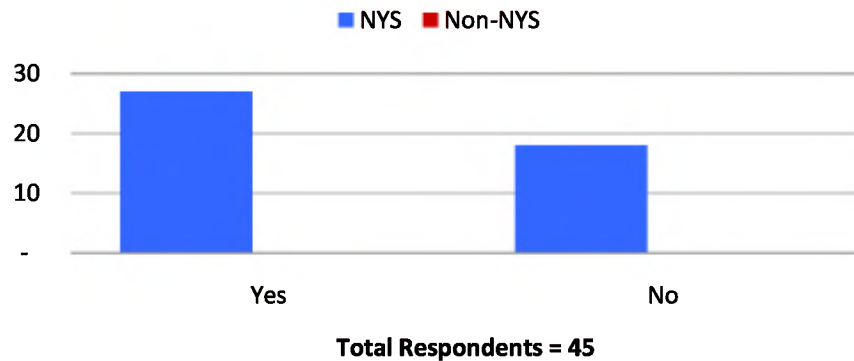
First Destination New York City

Total Respondents = 45



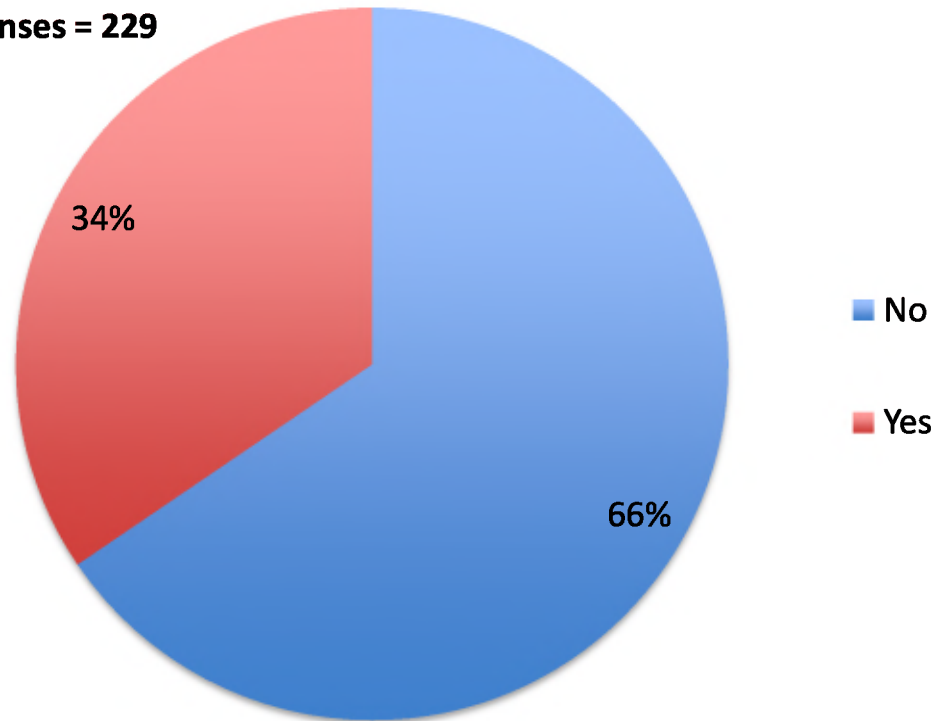
Source: Cornell Survey
Question: Did you first fly into New York City?

First Destination New York City



New York City as a Hub within State of New York

Total Responses = 229

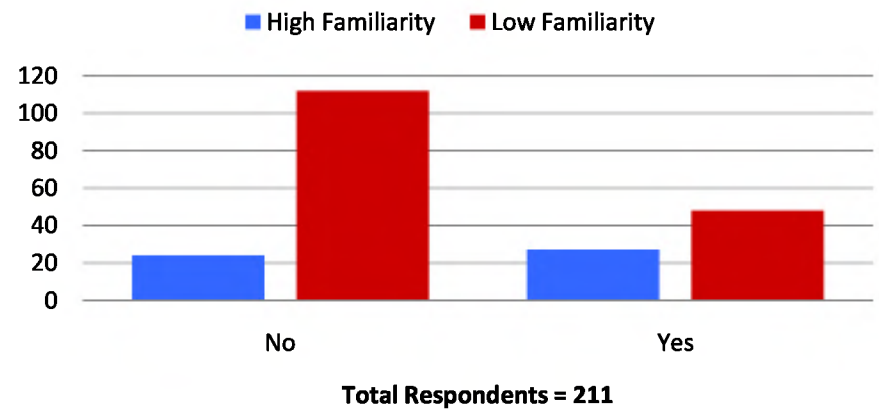
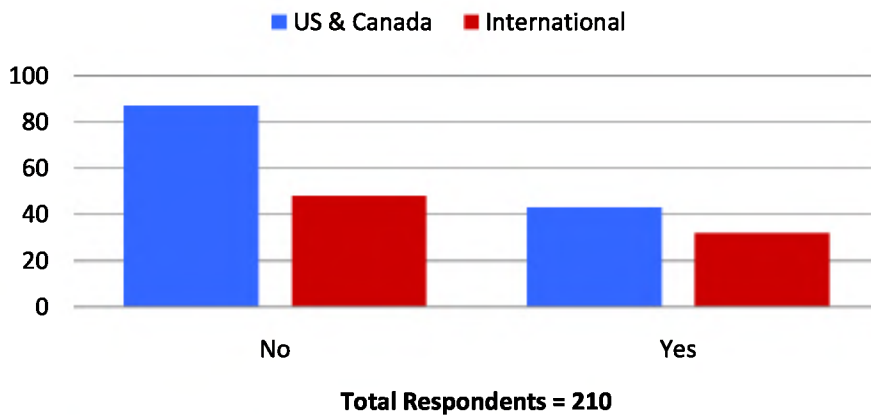
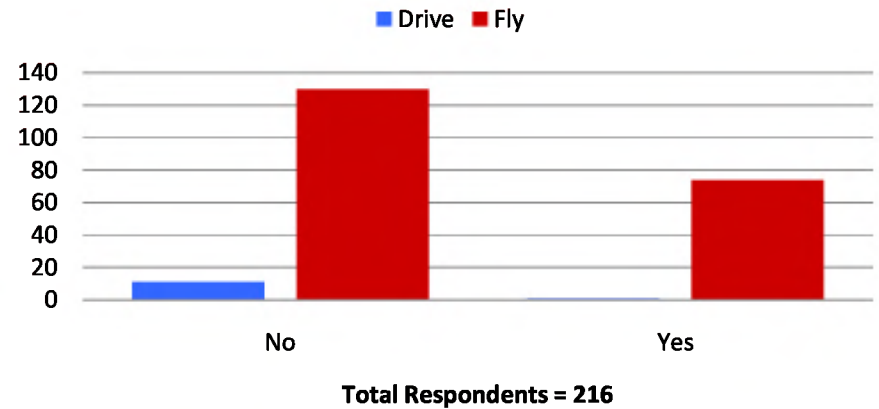
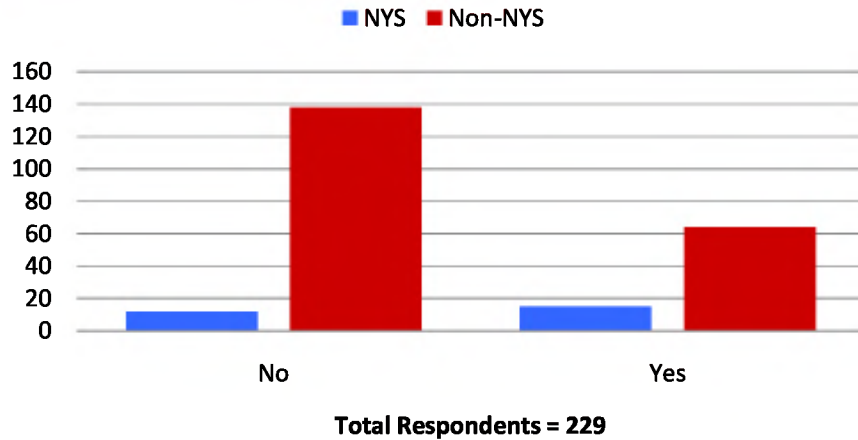


■ No
■ Yes

Source: Cornell Survey

Question: After you reached New York City, did you visit other parts within the State of New York?

New York City as a Hub within State of New York

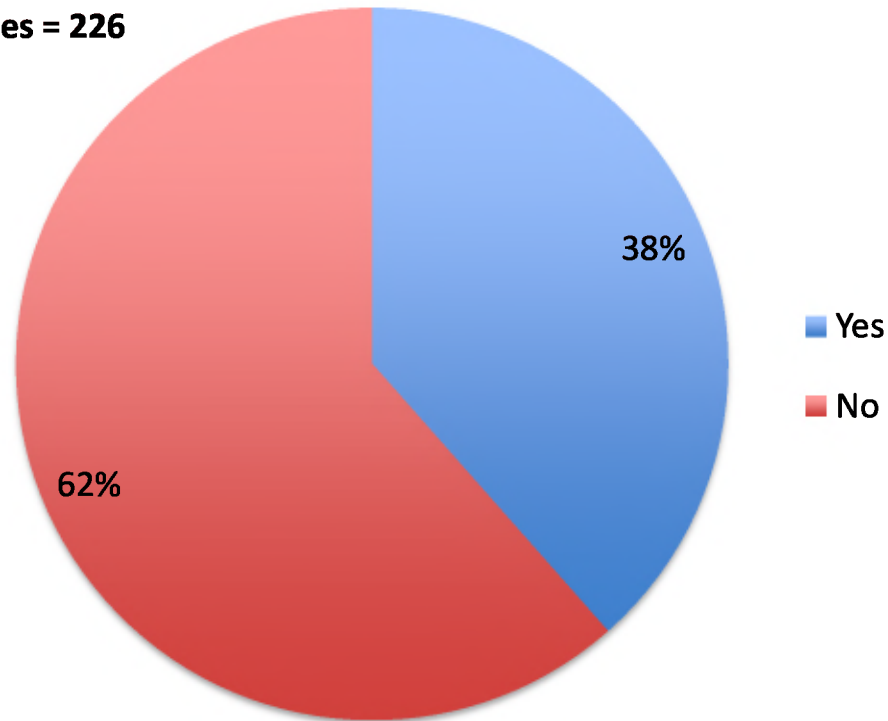


Source: Cornell Survey

Question: After you reached New York City, did you visit other parts within the State of New York?

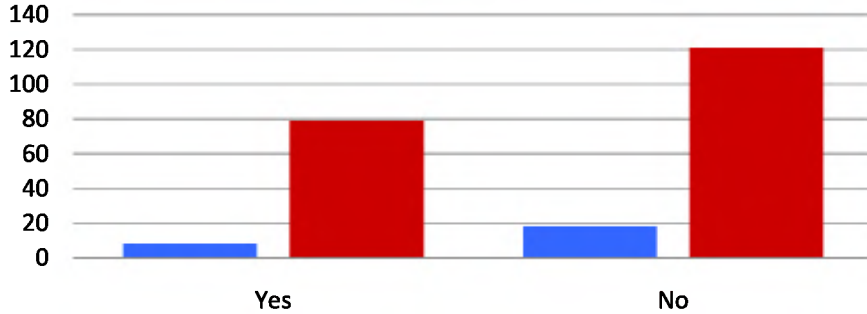
New York City as a Hub outside State of New York

Total Responses = 226



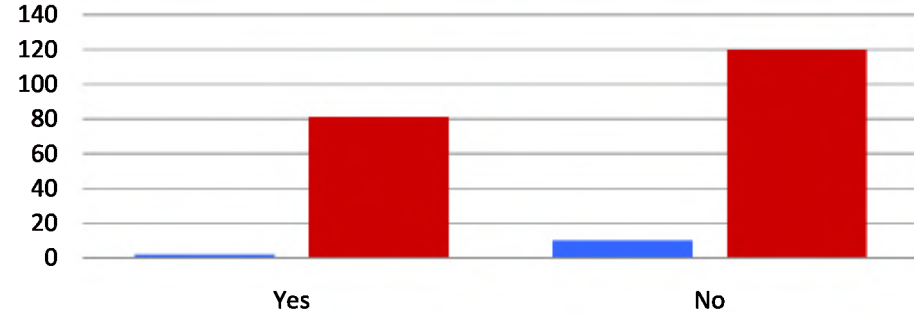
New York City as a Hub outside State of New York

■ NYS ■ Non-NYS



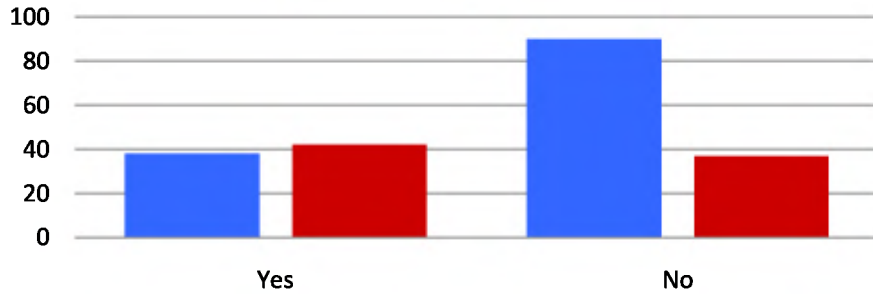
Total Respondents = 226

■ Drive ■ Fly



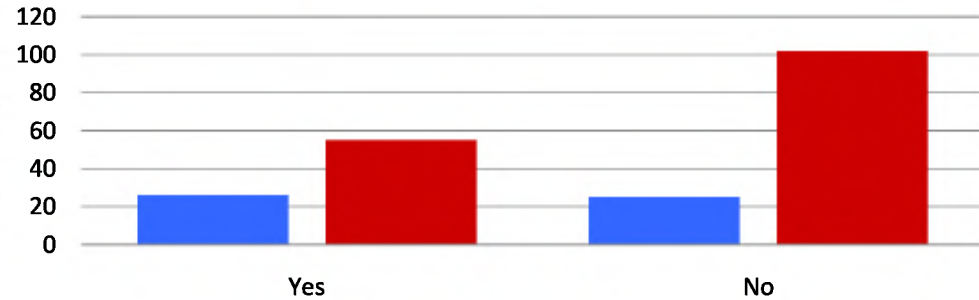
Total Respondents = 213

■ US & Canada ■ International



Total Respondents = 207

■ High Familiarity ■ Low Familiarity



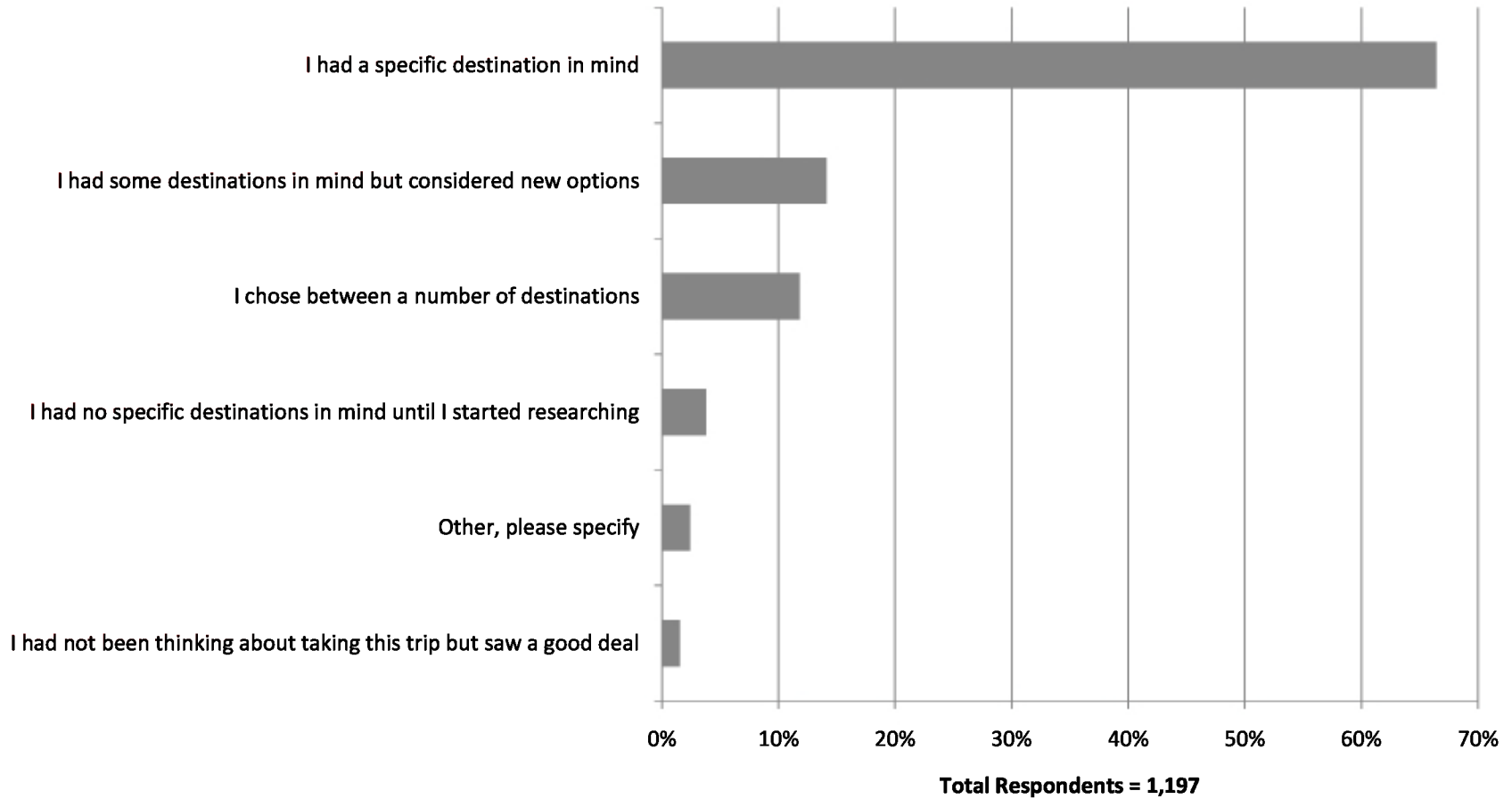
Total Respondents = 208

Source: Cornell Survey

Question: Did you visit other destinations outside the State of New York?



Circumstances of Trip

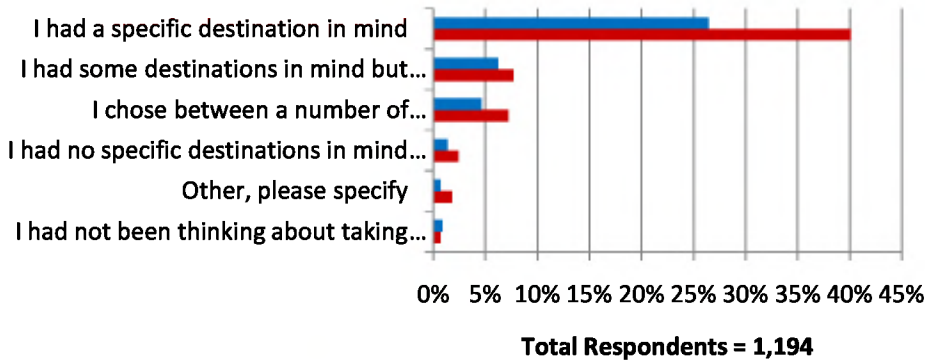


Source: Cornell Survey

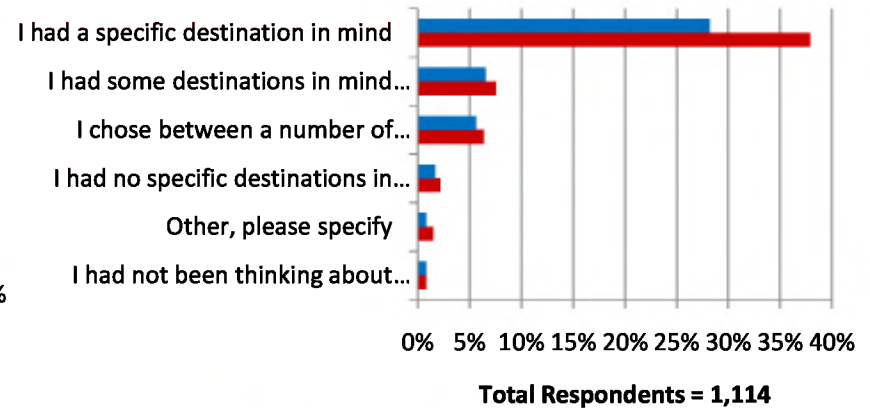
Question: Which of the following statements best describes the circumstances of your recent leisure trip to or...

Circumstances of Trip

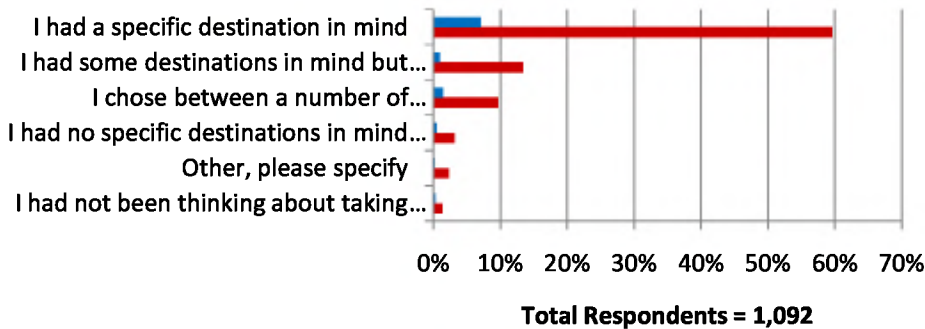
■ Non-NYS ■ NYS



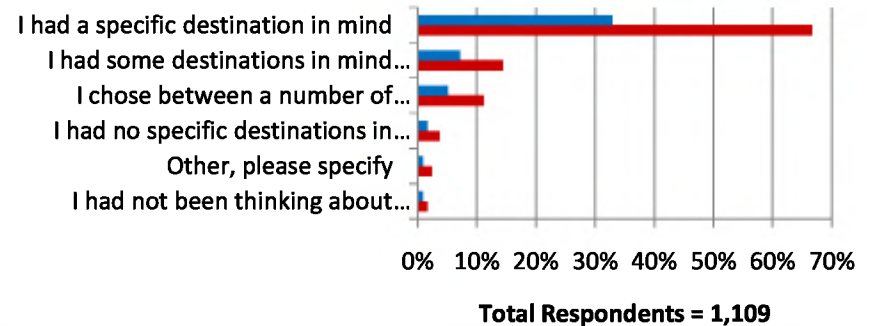
■ Fly ■ Drive



■ International ■ US & Canada

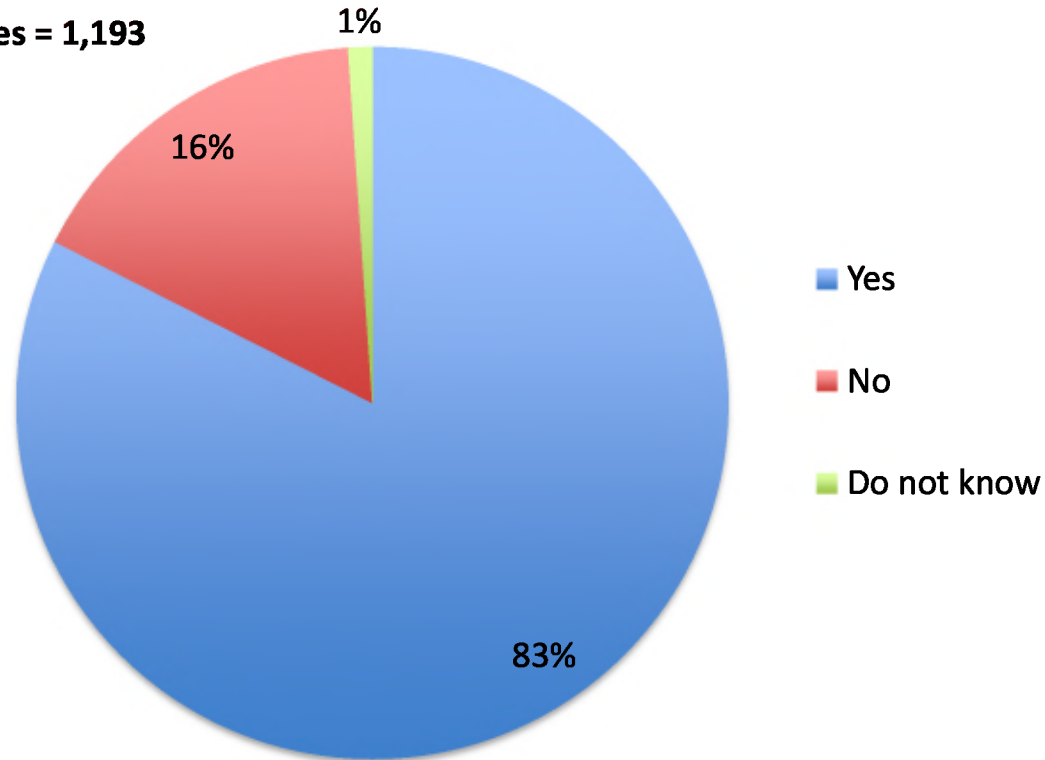


■ Low Familiarity ■ High Familiarity



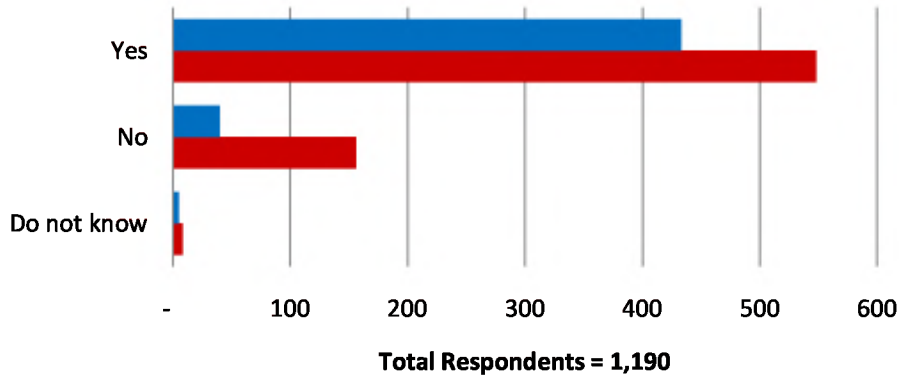
Research for Trip

Total Responses = 1,193

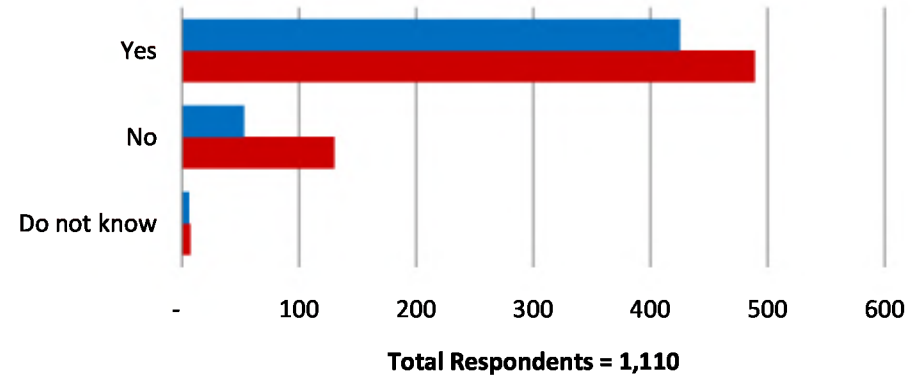


Research for Trip

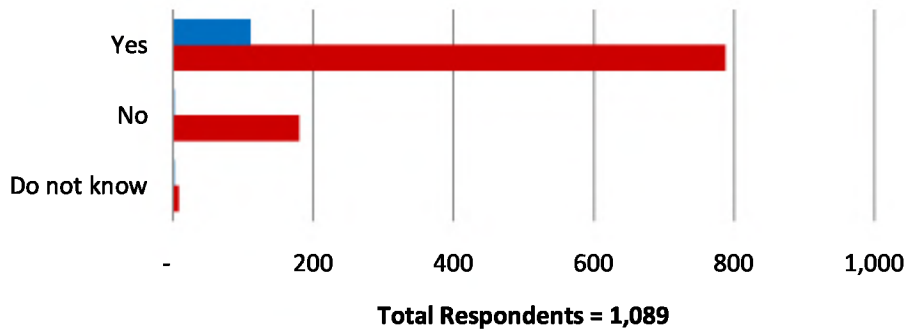
■ Non-NYS ■ NYS



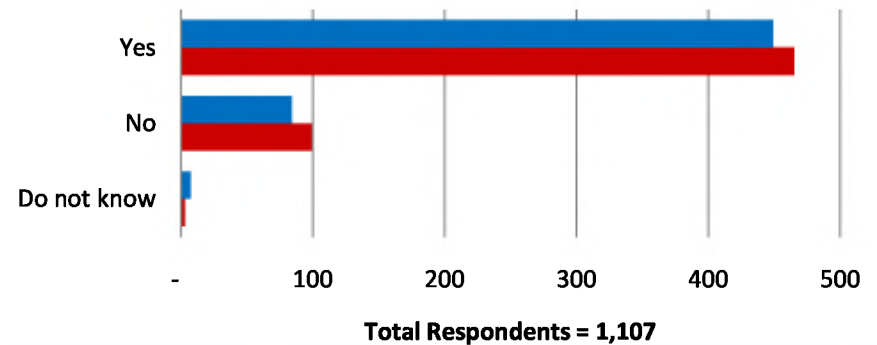
■ Fly ■ Drive



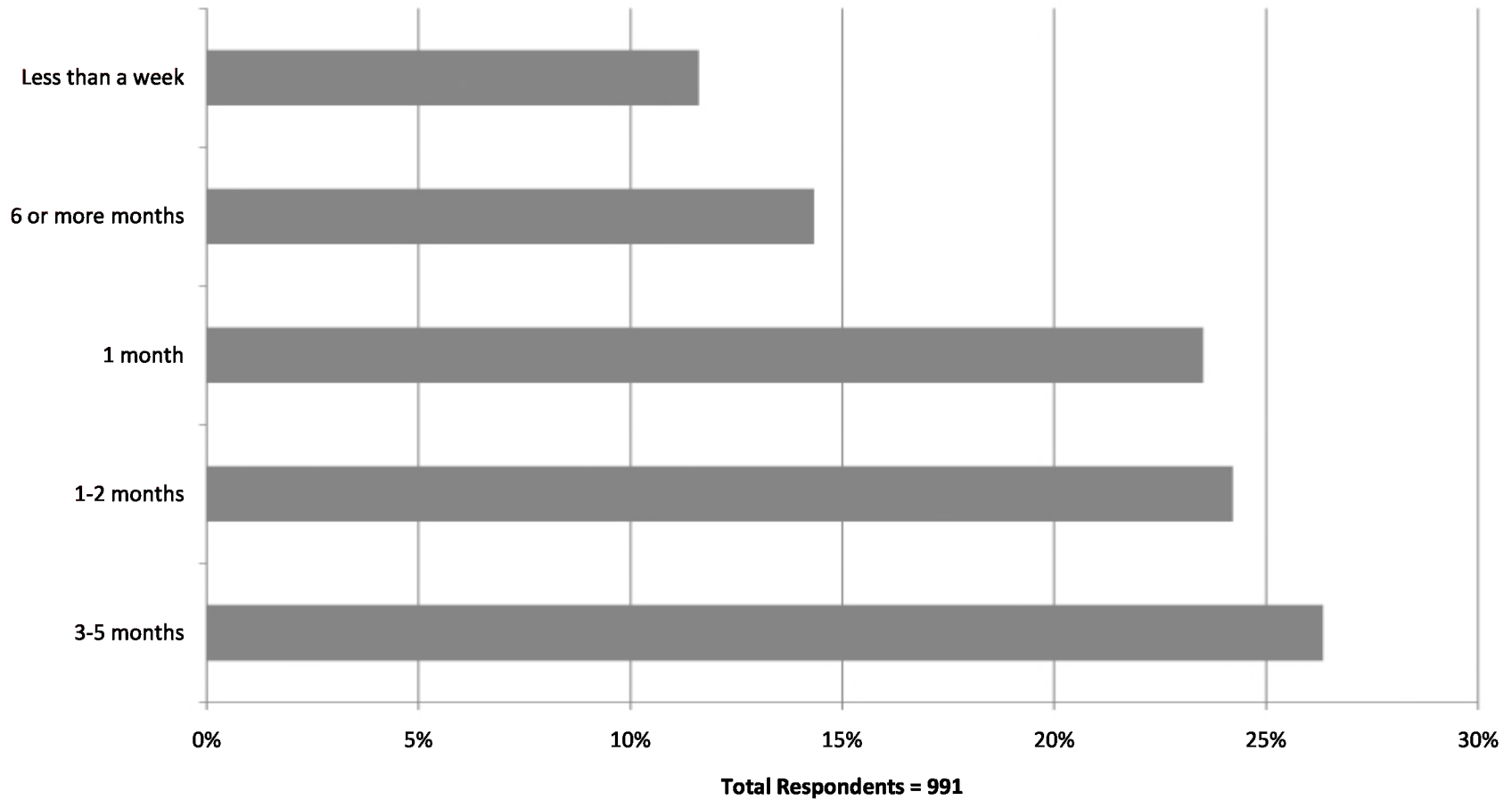
■ International ■ US & Canada



■ Low Familiarity ■ High Familiarity



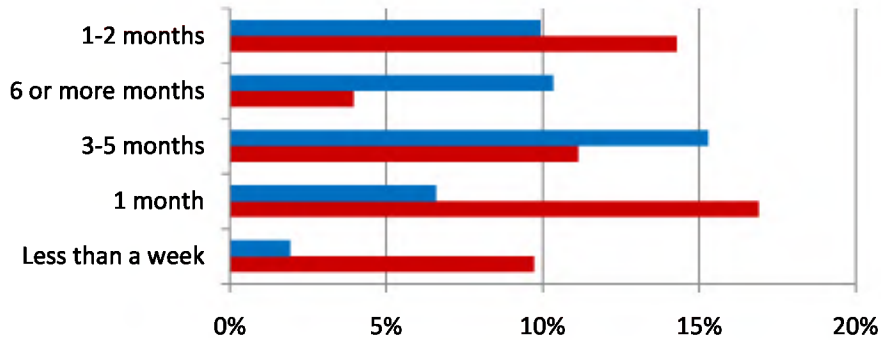
Time of Planning



Source: Cornell Survey
Question: How long before your trip did you begin planning?

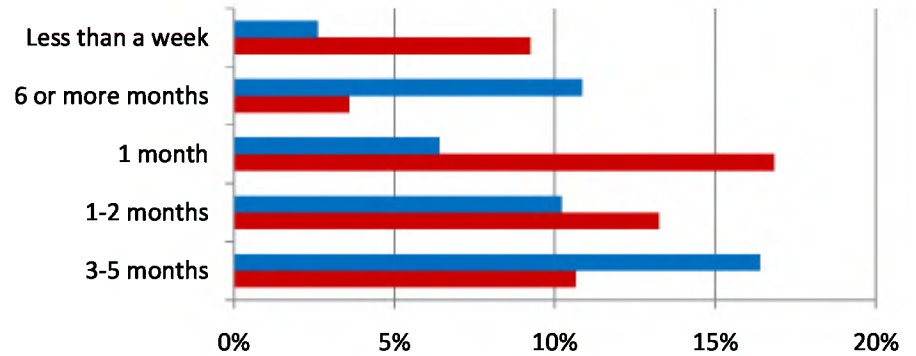
Time of Planning

■ Non-NYS ■ NYS



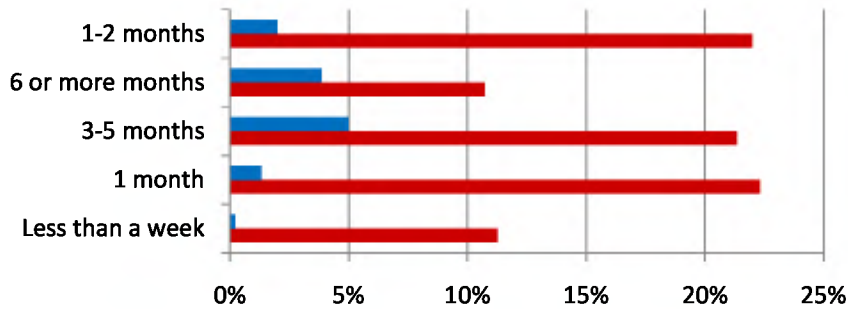
Total Respondents = 988

■ Fly ■ Drive



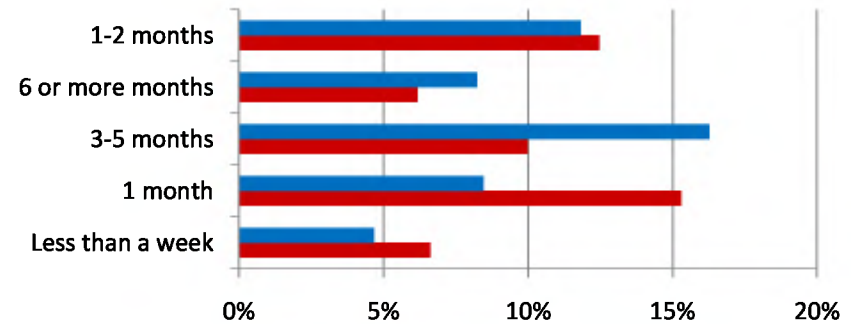
Total Respondents = 921

■ International ■ US & Canada



Total Respondents = 905

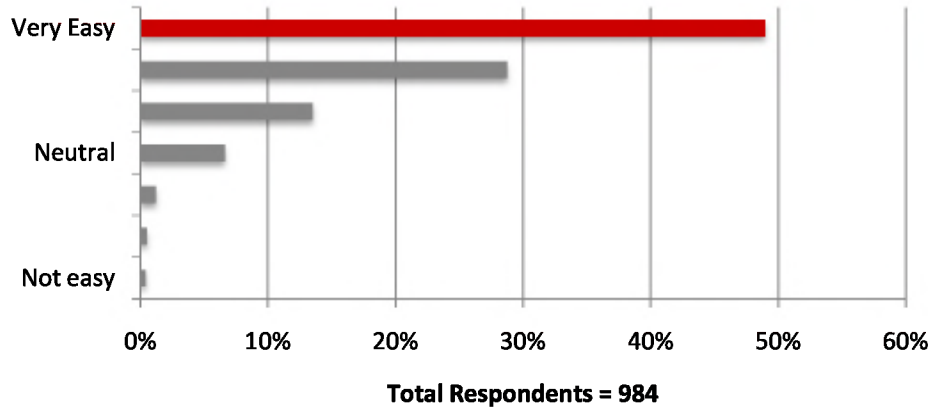
■ Low Familiarity ■ High Familiarity



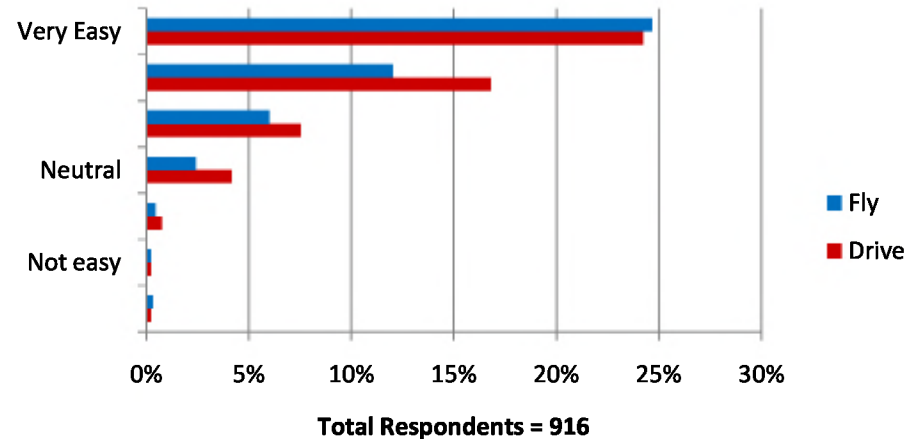
Total Respondents = 922

Source: Cornell Survey
Question: How long before your trip did you begin planning?

Half of the respondents consider it **very easy** to find the information needed to make their travel decision.



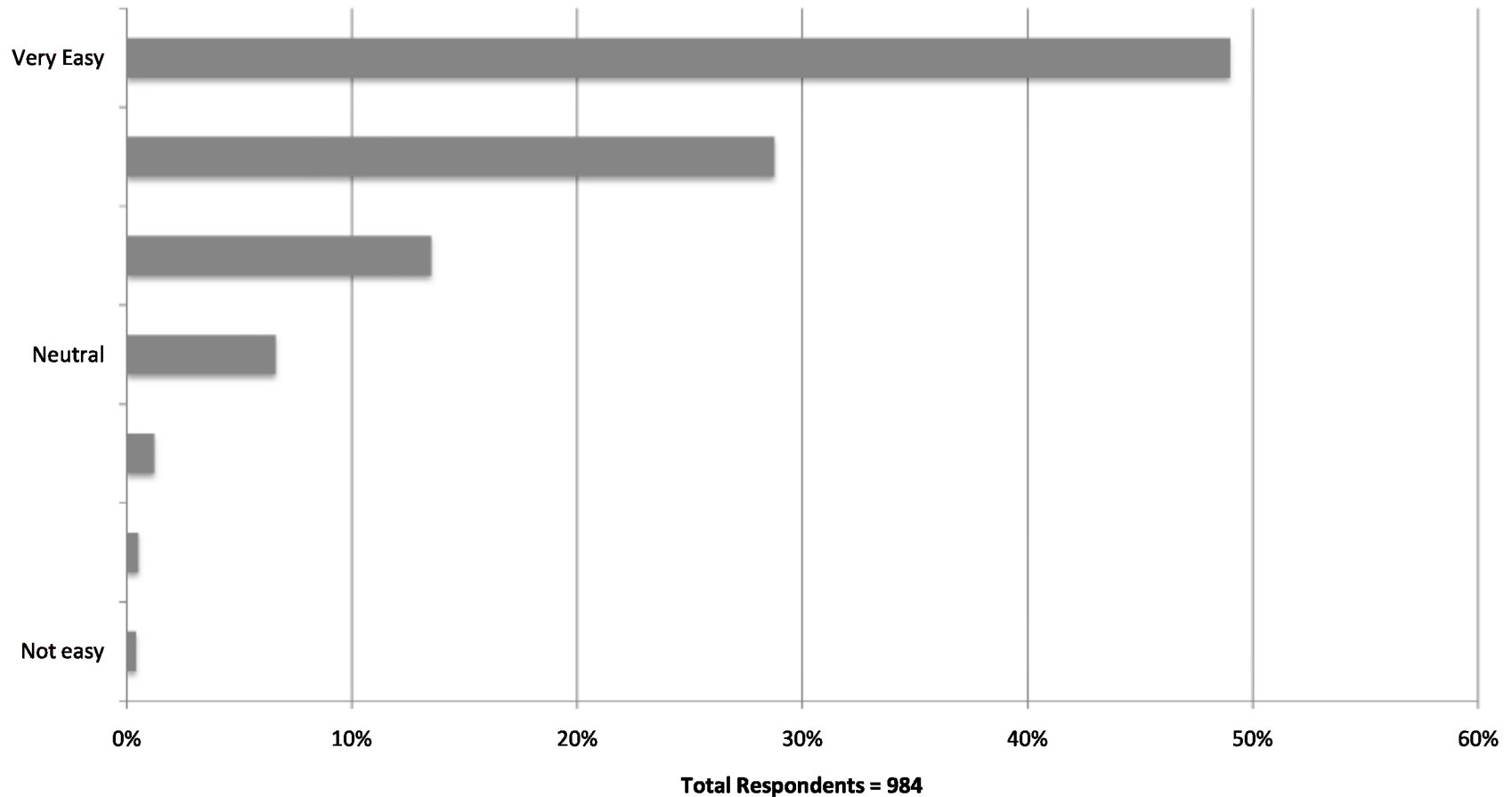
Respondents find **it easier to find information** on New York State.



Source: Cornell Survey

Question: How easy was it to find the information you needed for planning your trip?
Rating on a 7 point scale with 7 being highest.

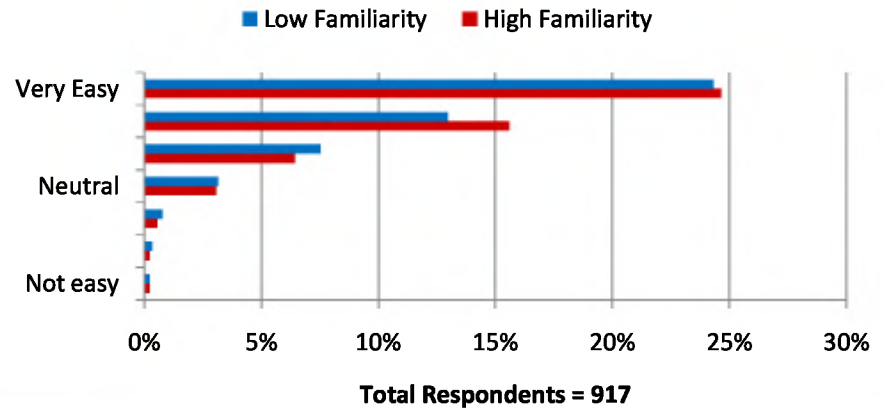
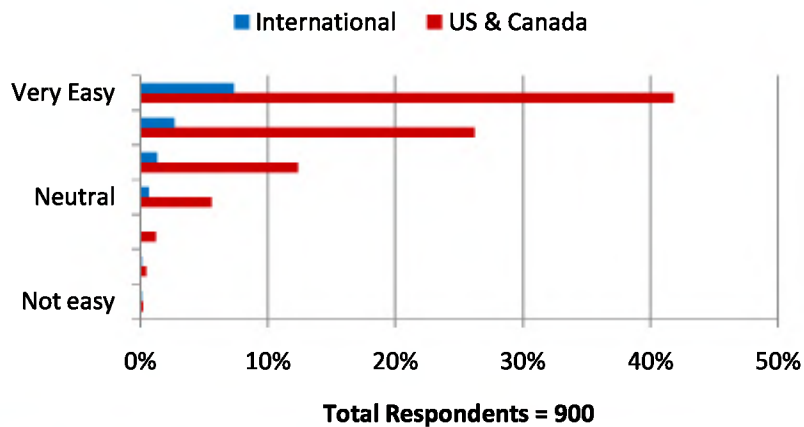
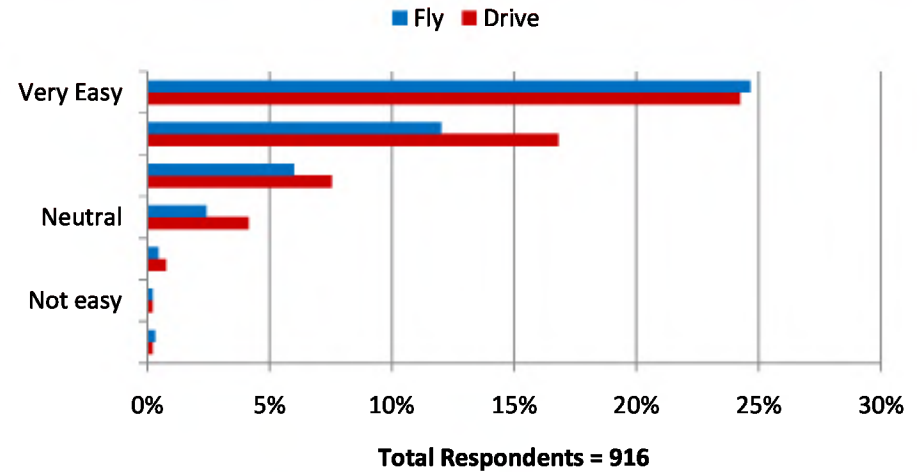
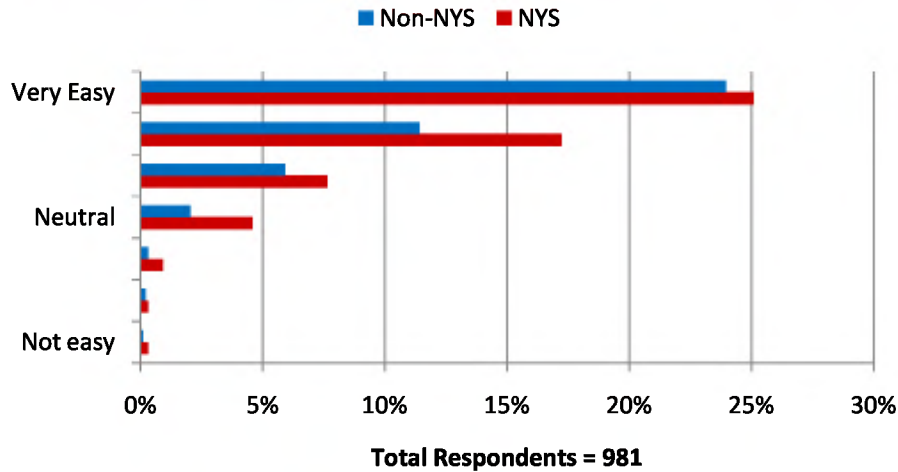
Ease of Finding Information



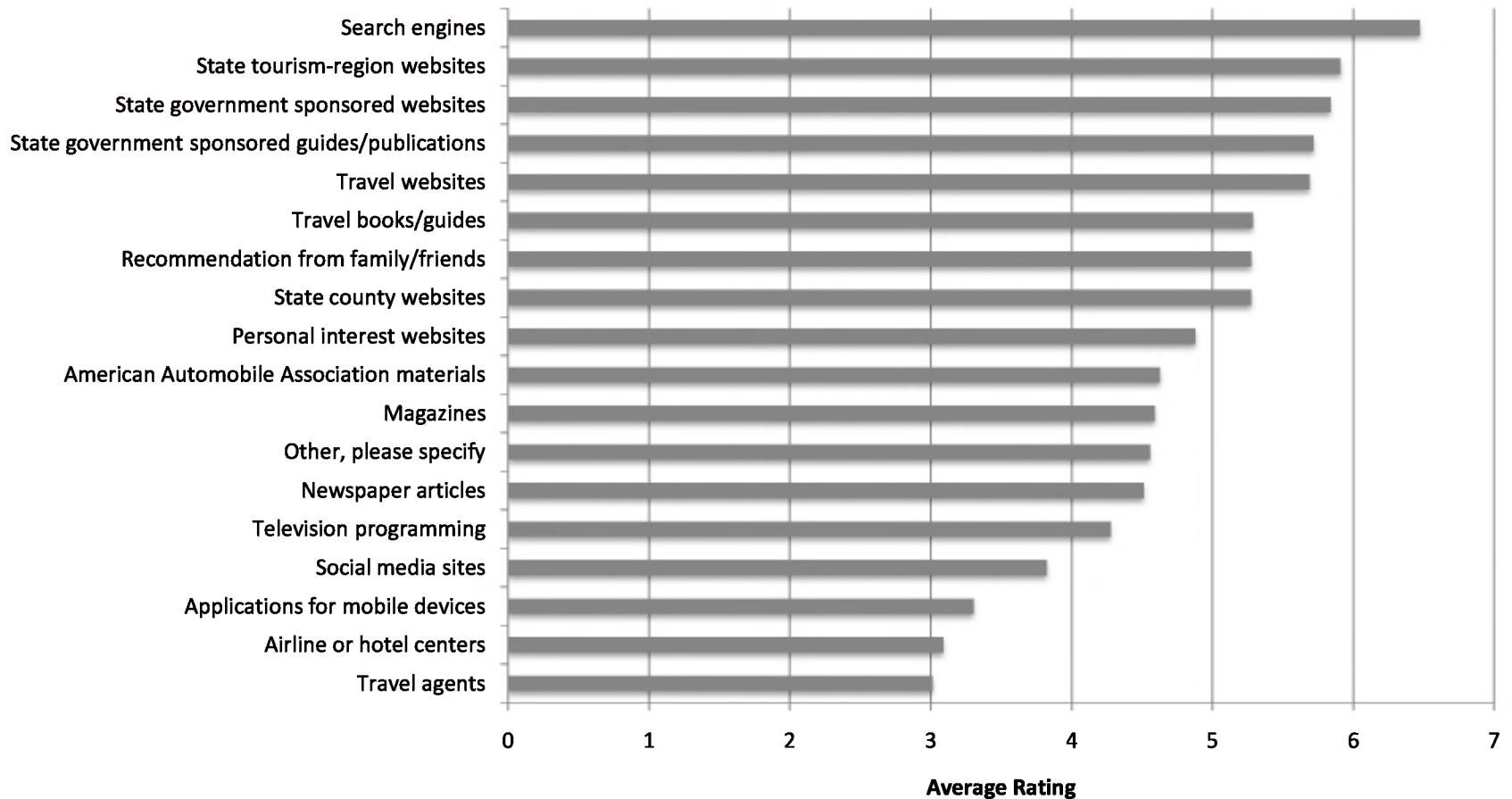
Source: Cornell Survey

Question: How easy was it to find the information you needed for planning your trip?
Rating on a 7 point scale with 7 being highest.

Ease of Finding Information



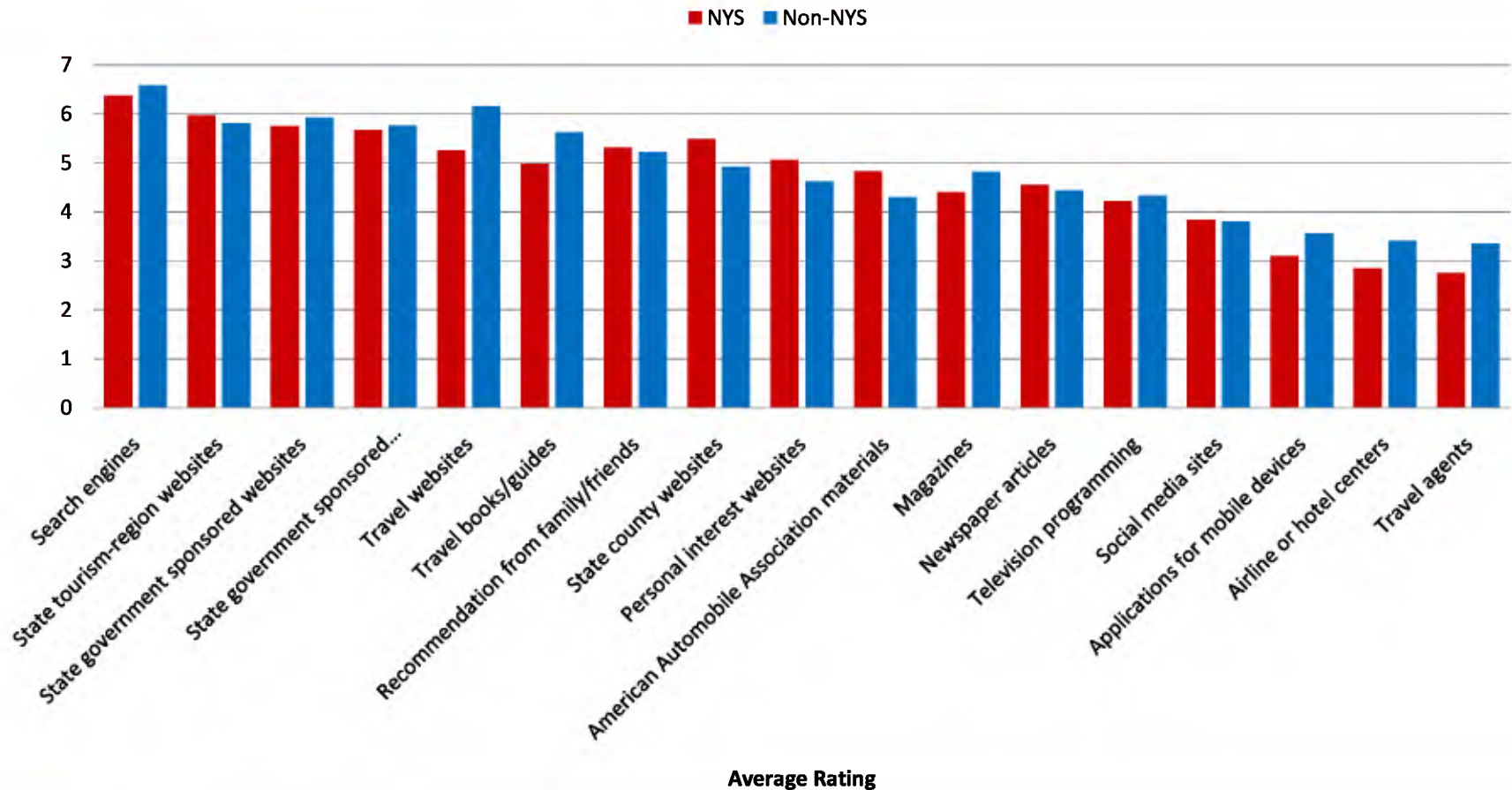
Utility of Resources



Source: Cornell Survey

Question: How useful were the following sources when planning your trip?
Rating on a 7 point scale with 7 being highest.

Utility of Resources

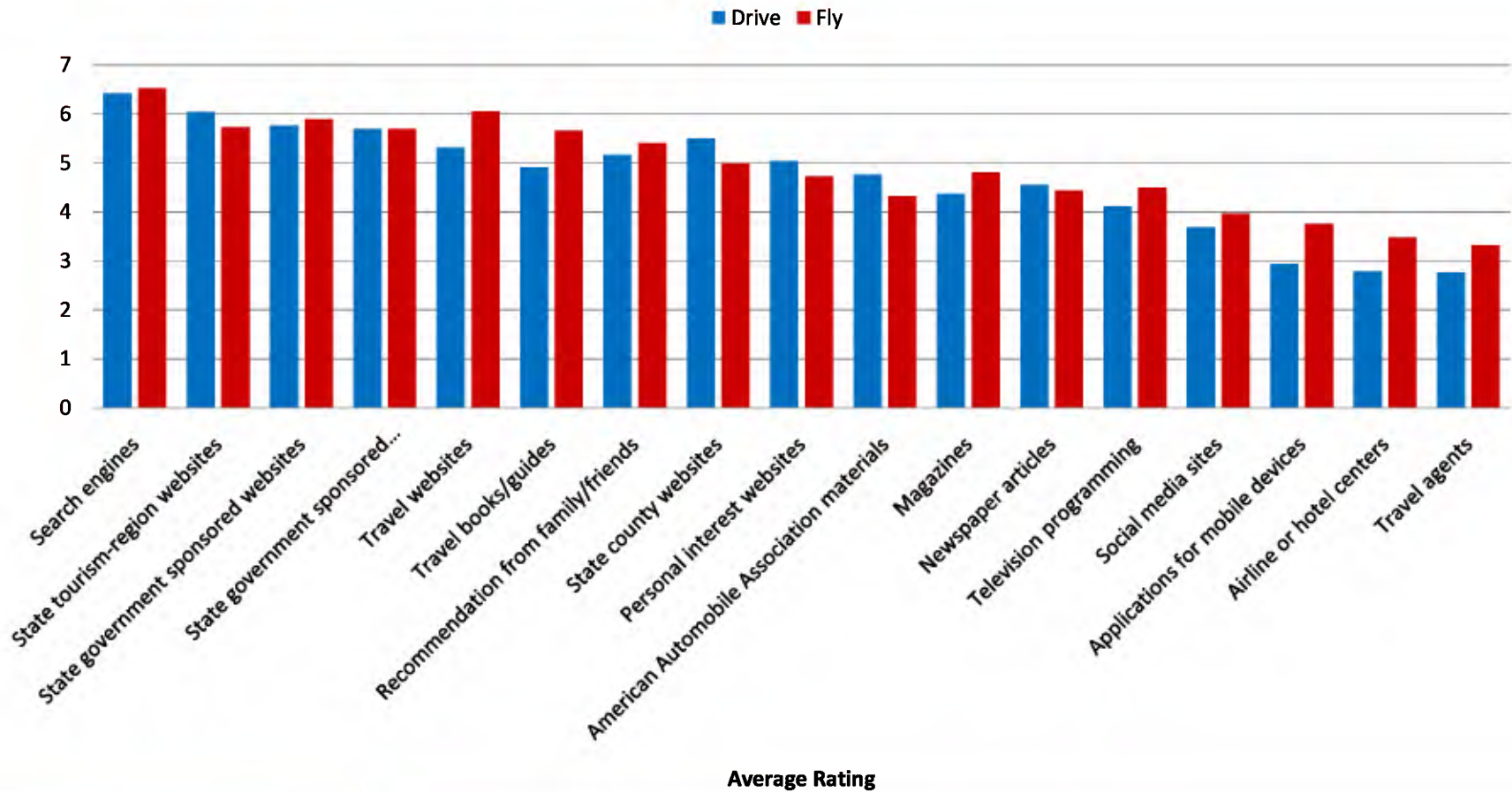


Source: Cornell Survey

Question: How useful were the following sources when planning your trip?
Rating on a 7 point scale with 7 being highest.



Utility of Resources

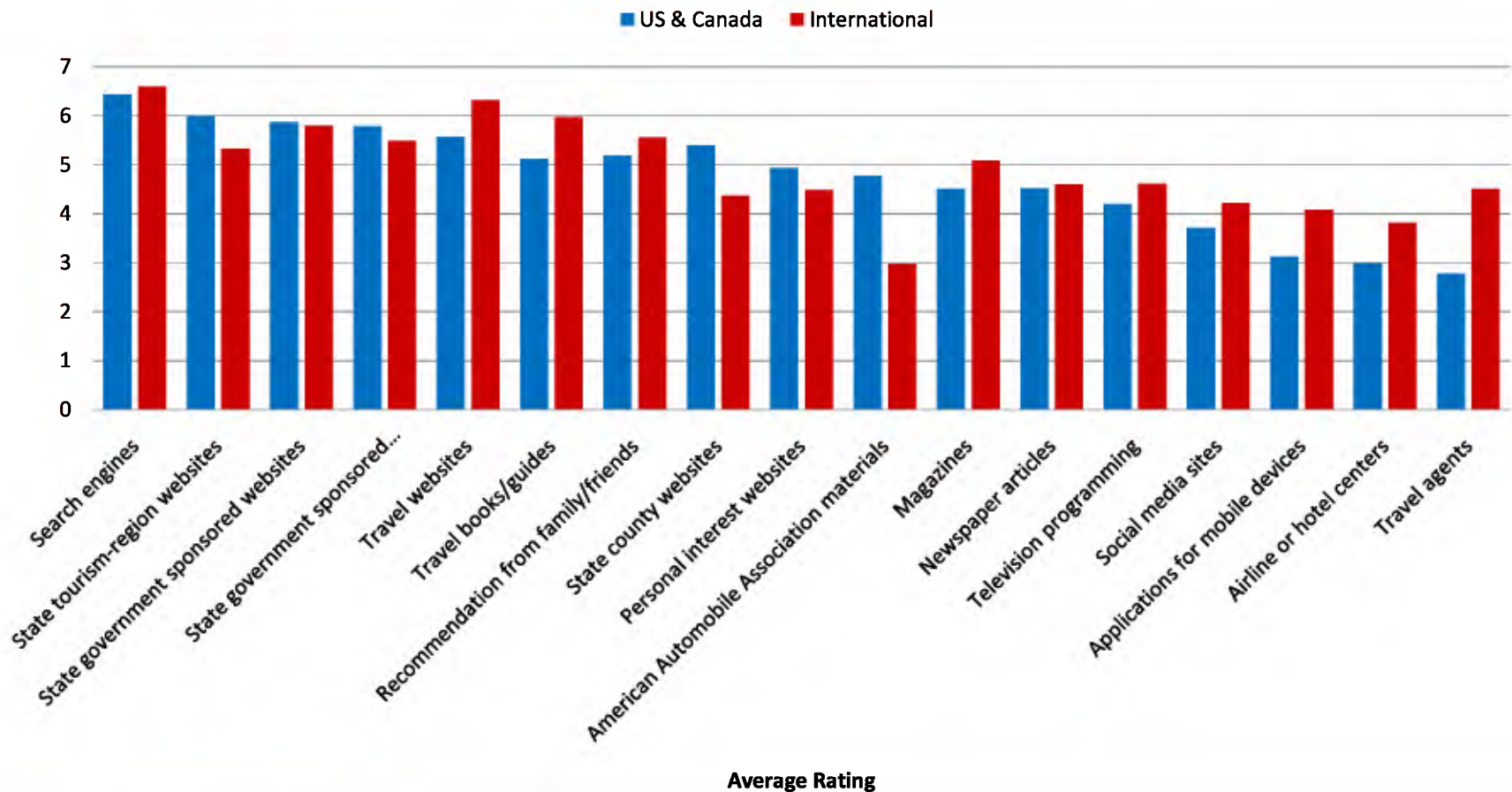


Source: Cornell Survey

Question: How useful were the following sources when planning your trip?
Rating on a 7 point scale with 7 being highest.



Utility of Resources

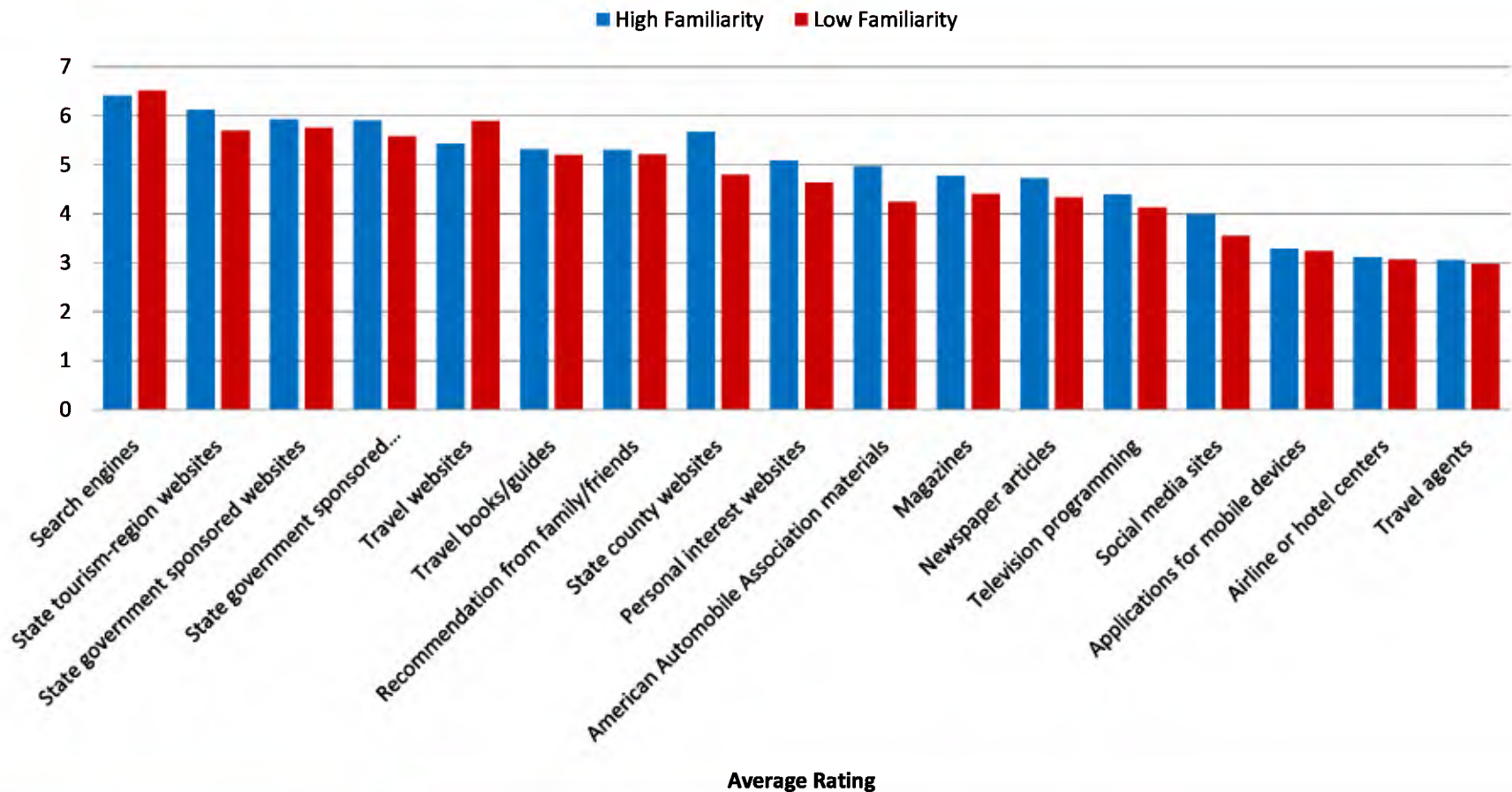


Source: Cornell Survey

Question: How useful were the following sources when planning your trip?
Rating on a 7 point scale with 7 being highest.



Utility of Resources

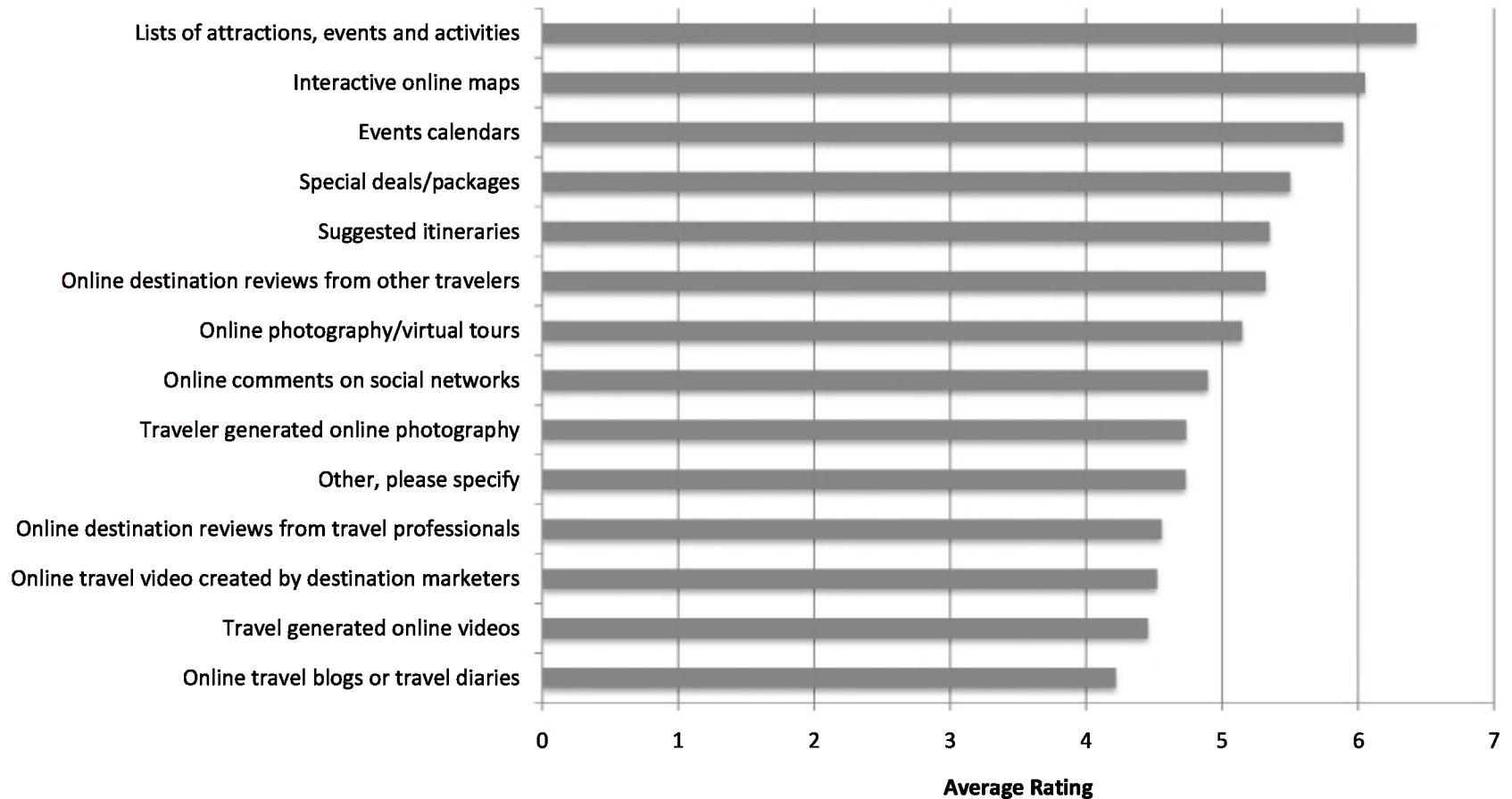


Source: Cornell Survey

Question: How useful were the following sources when planning your trip?
Rating on a 7 point scale with 7 being highest.



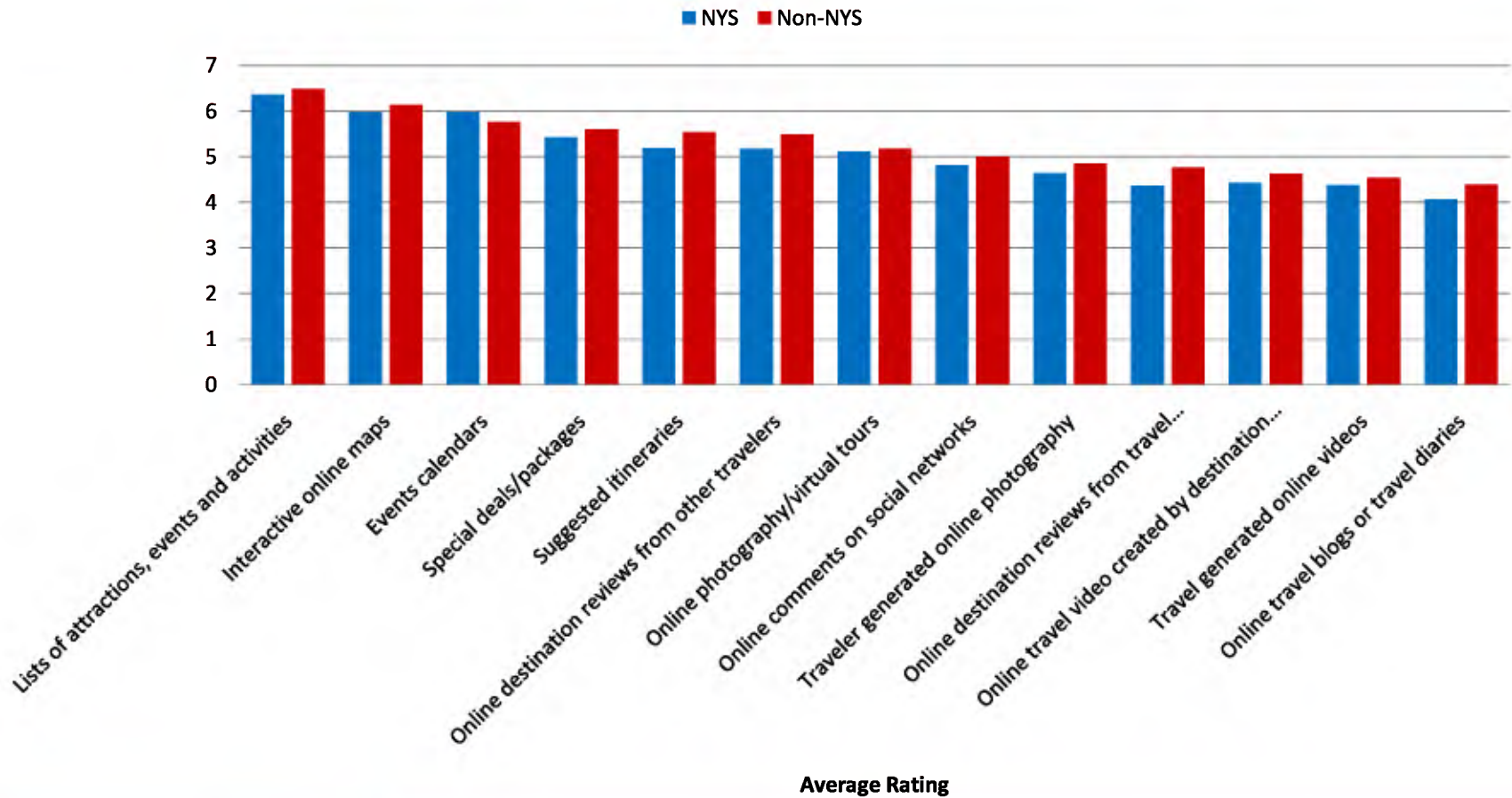
Utility of Online Features



Source: Cornell Survey

Question: How useful were the following online features? Rating on a 7 point scale with 7 being highest.

Utility of Online Features

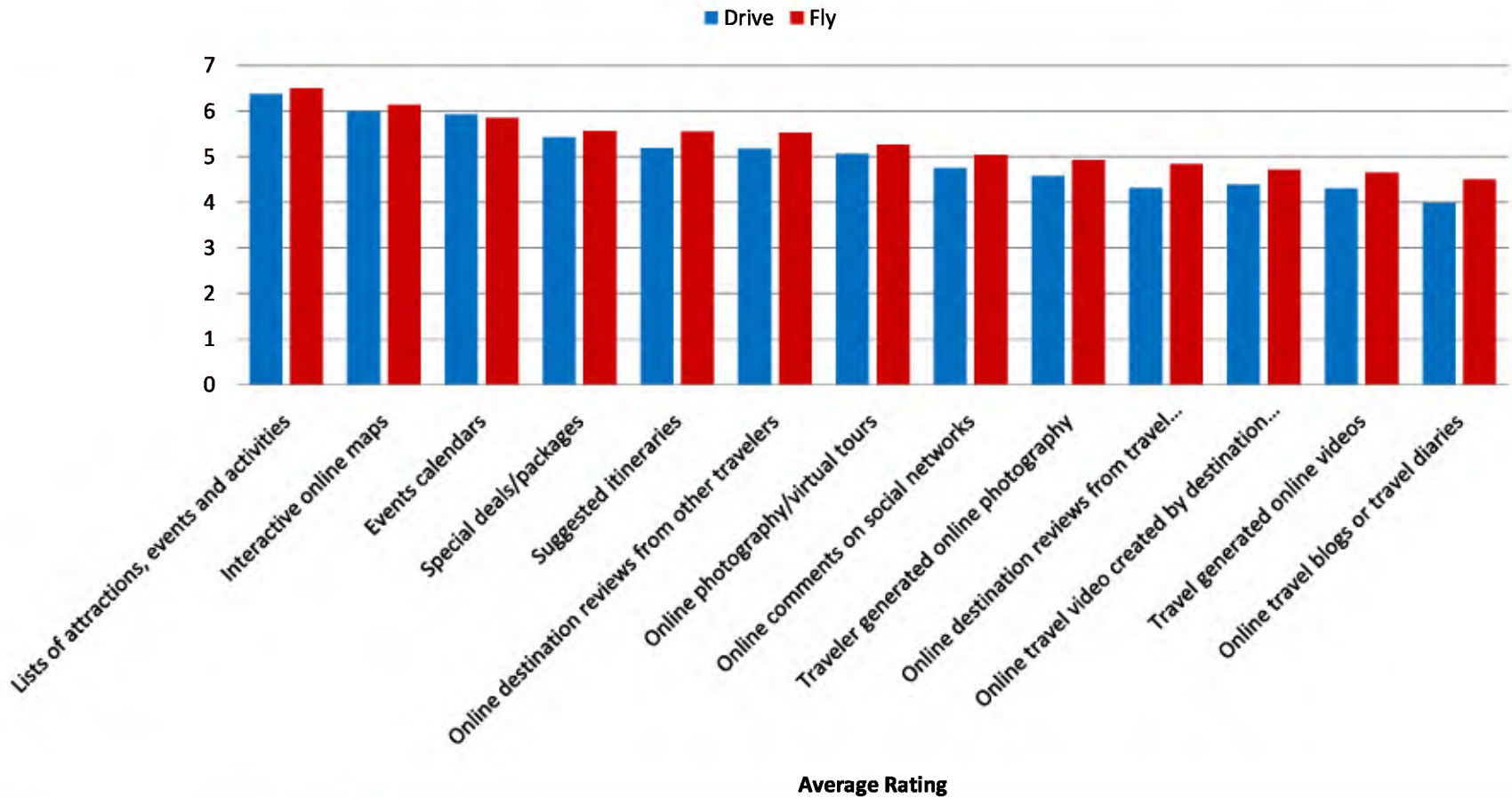


Source: Cornell Survey

Question: How useful were the following online features? Rating on a 7 point scale with 7 being highest.



Utility of Online Features

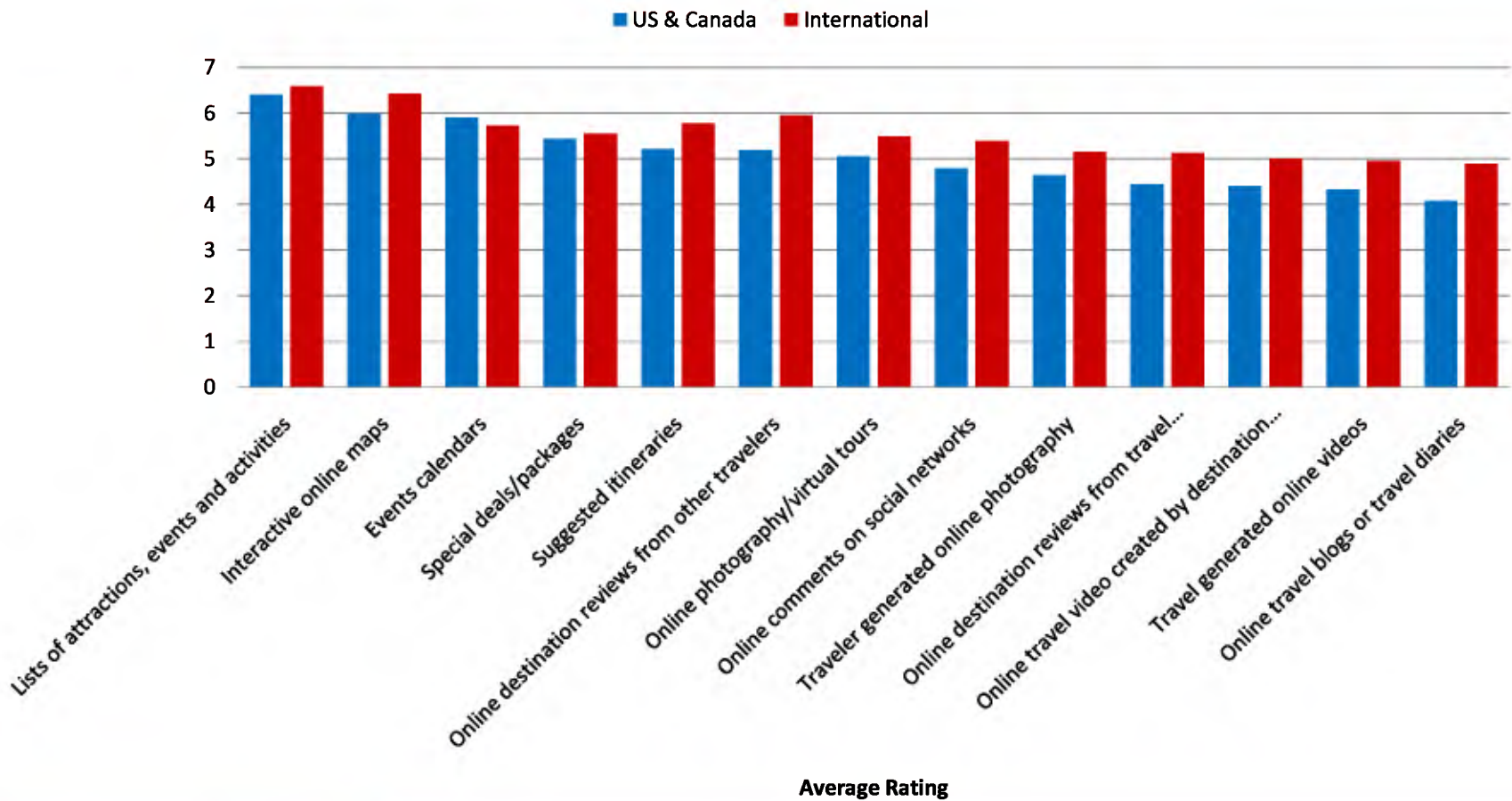


Source: Cornell Survey

Question: How useful were the following online features? Rating on a 7 point scale with 7 being highest.



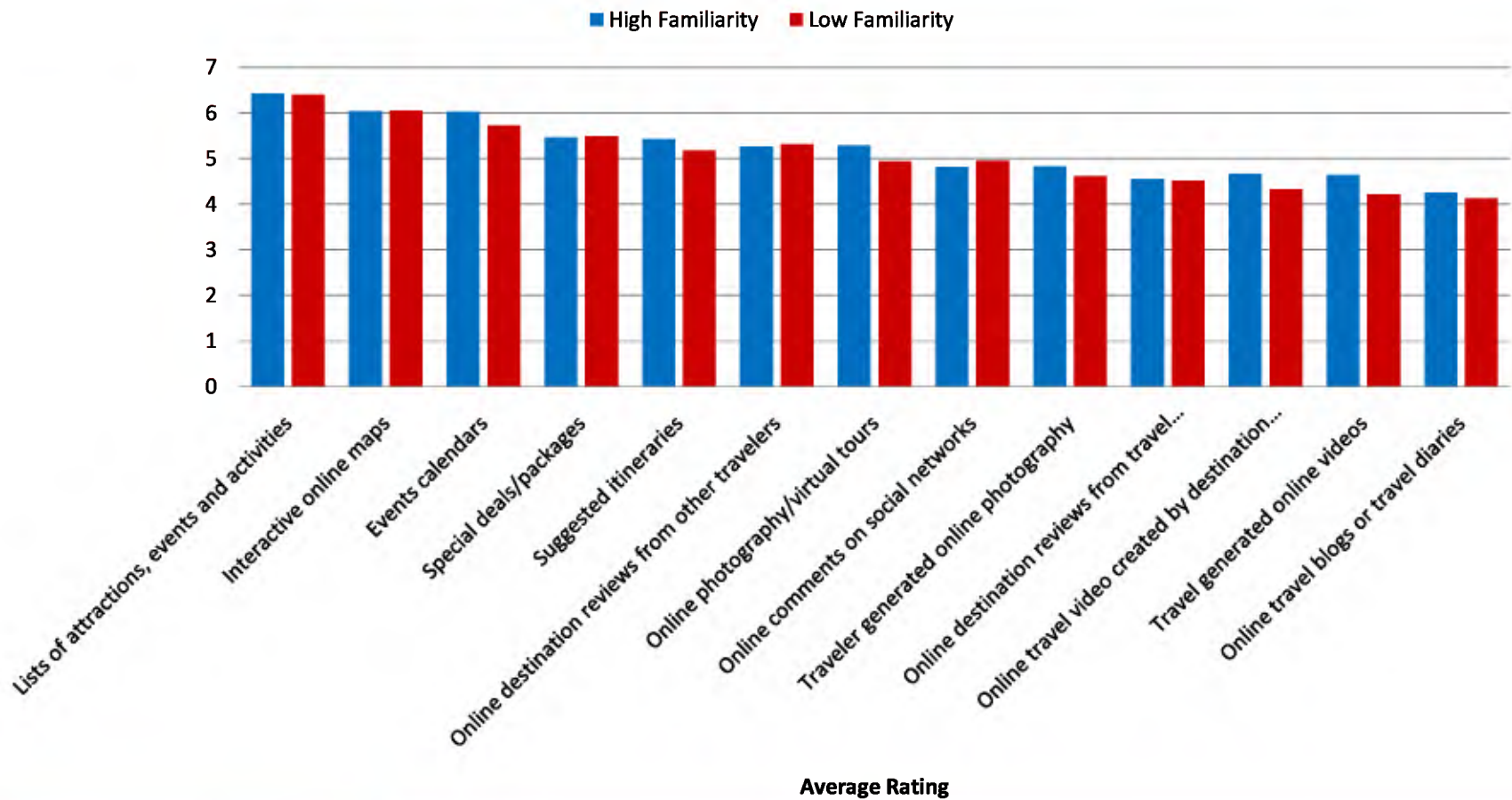
Utility of Online Features



Source: Cornell Survey

Question: How useful were the following online features? Rating on a 7 point scale with 7 being highest.

Utility of Online Features

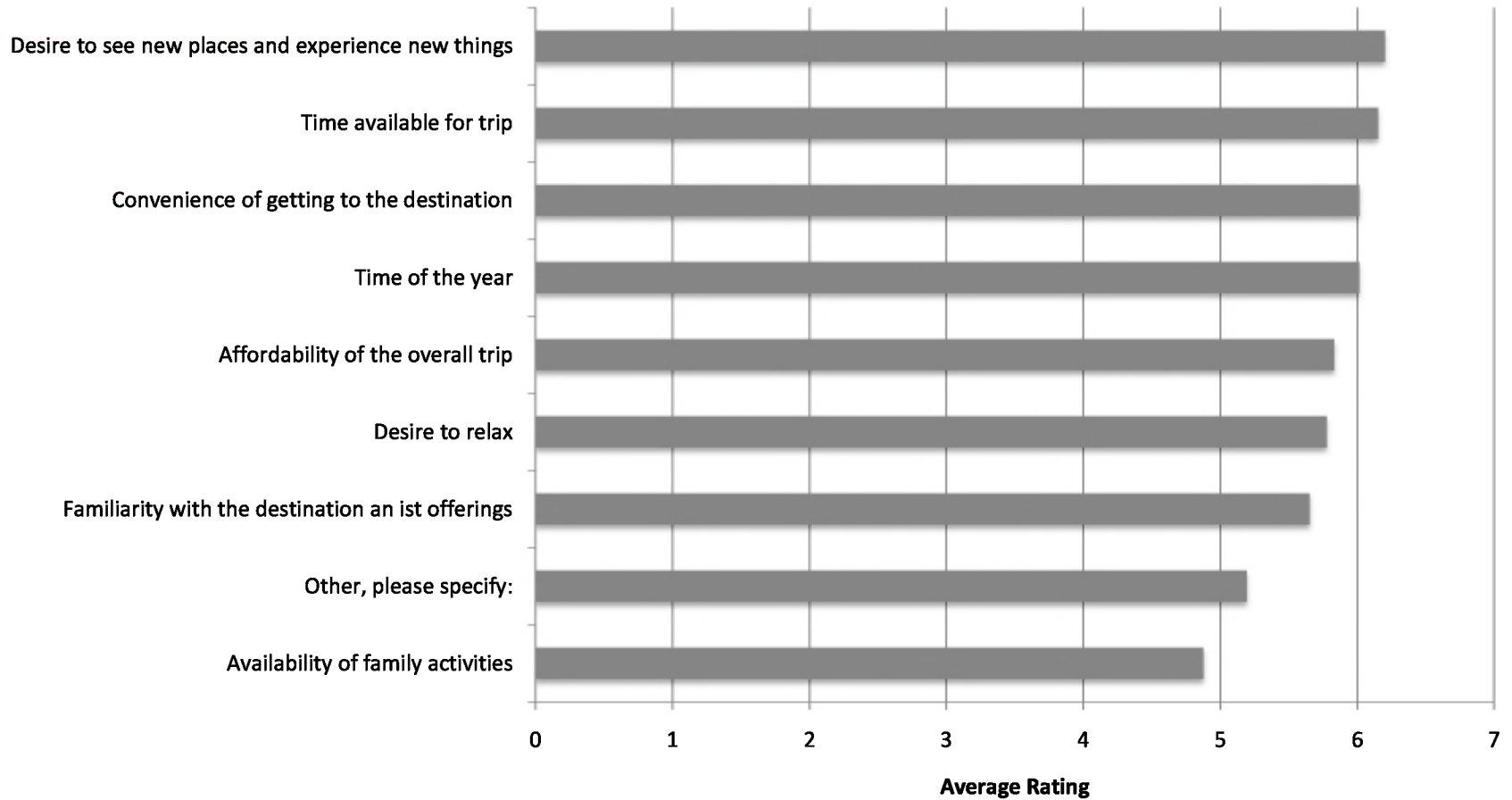


Source: Cornell Survey

Question: How useful were the following online features? Rating on a 7 point scale with 7 being highest.



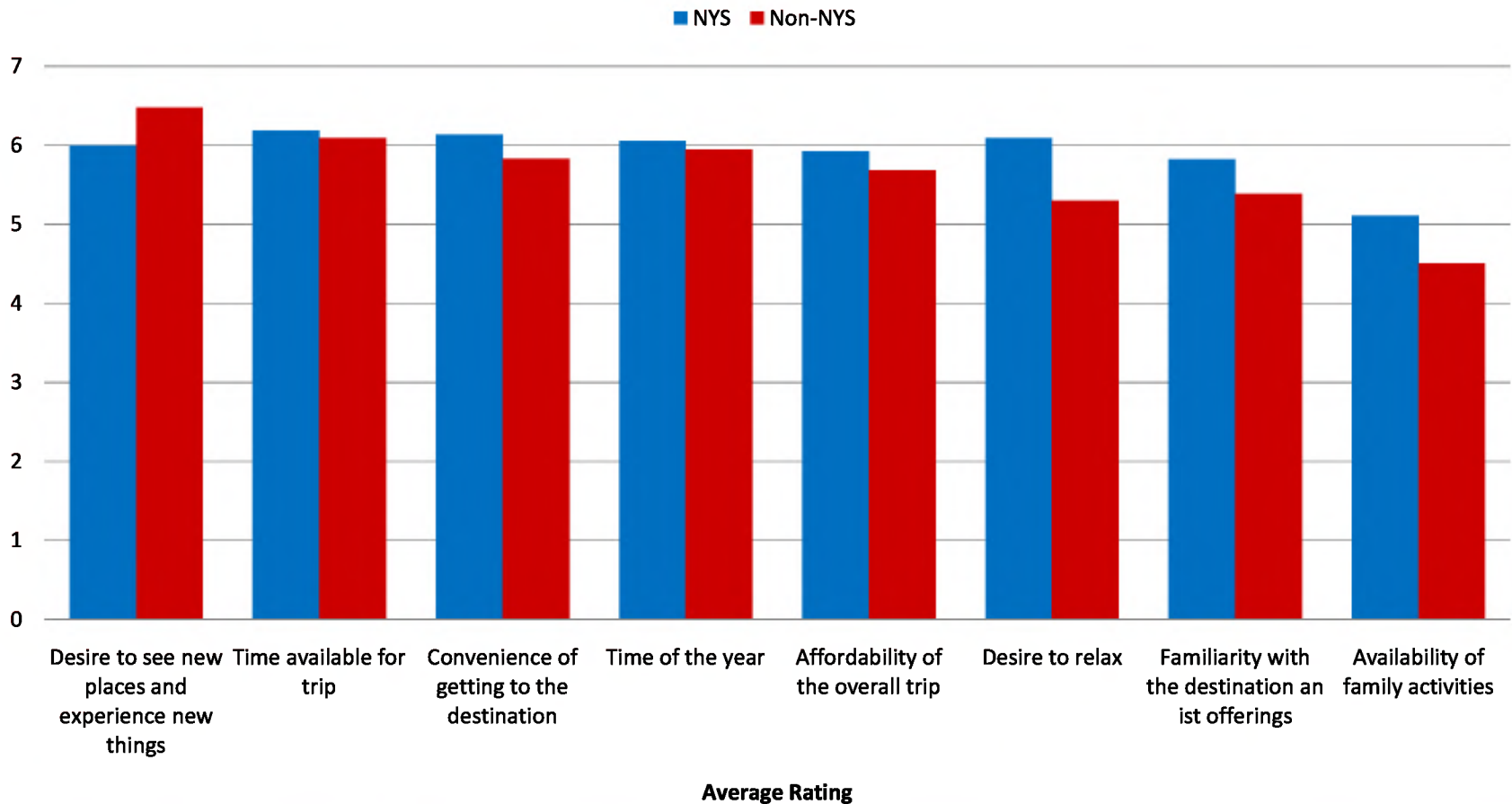
Influences for Trip



Source: Cornell Survey

Question: How influential were the following on your decision to visit the State of New York?
Rating on a 7 point scale with 7 being highest.

Influences for Trip

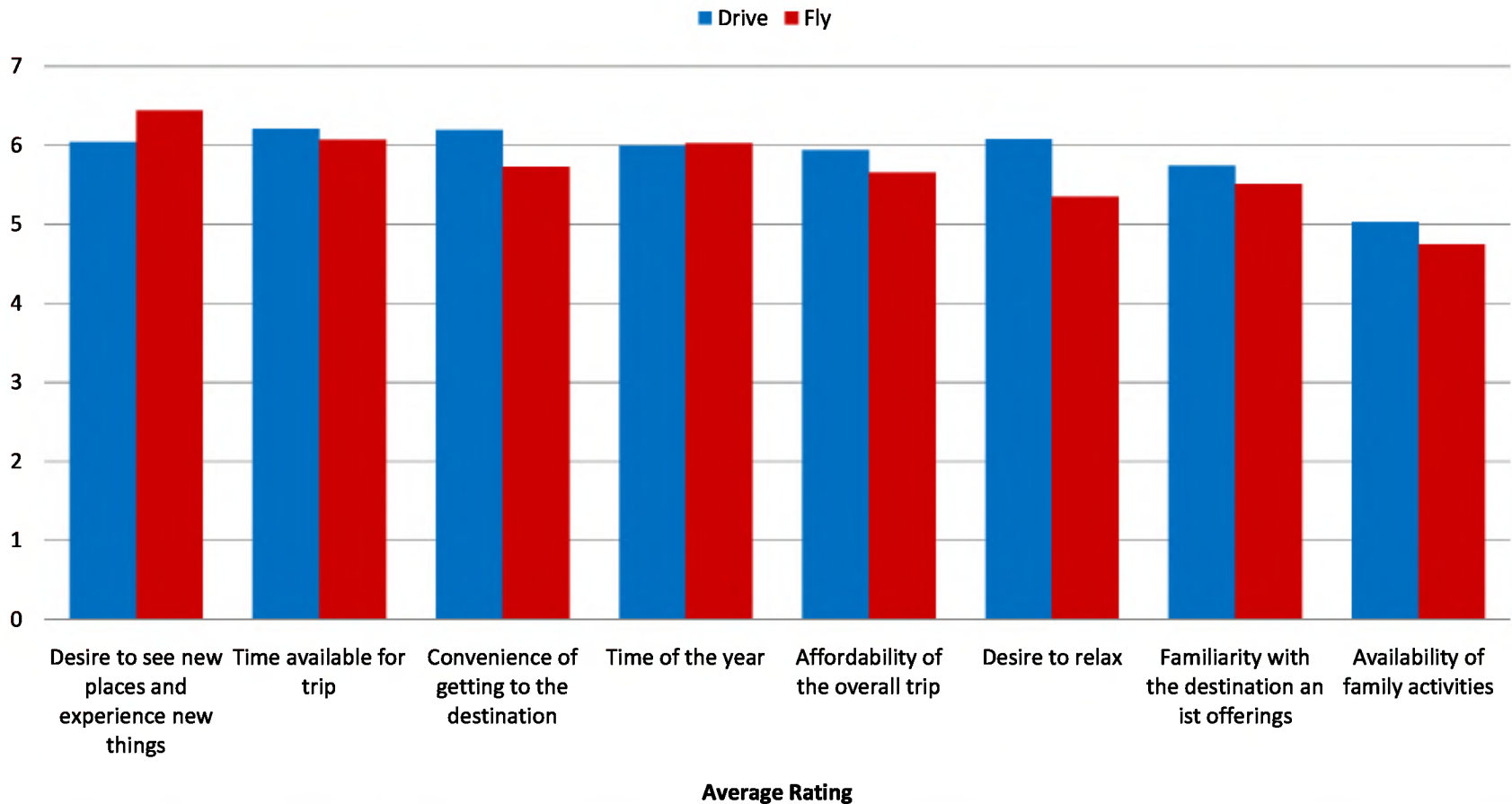


Source: Cornell Survey

Question: How influential were the following on your decision to visit the State of New York?
Rating on a 7 point scale with 7 being highest.



Influences for Trip

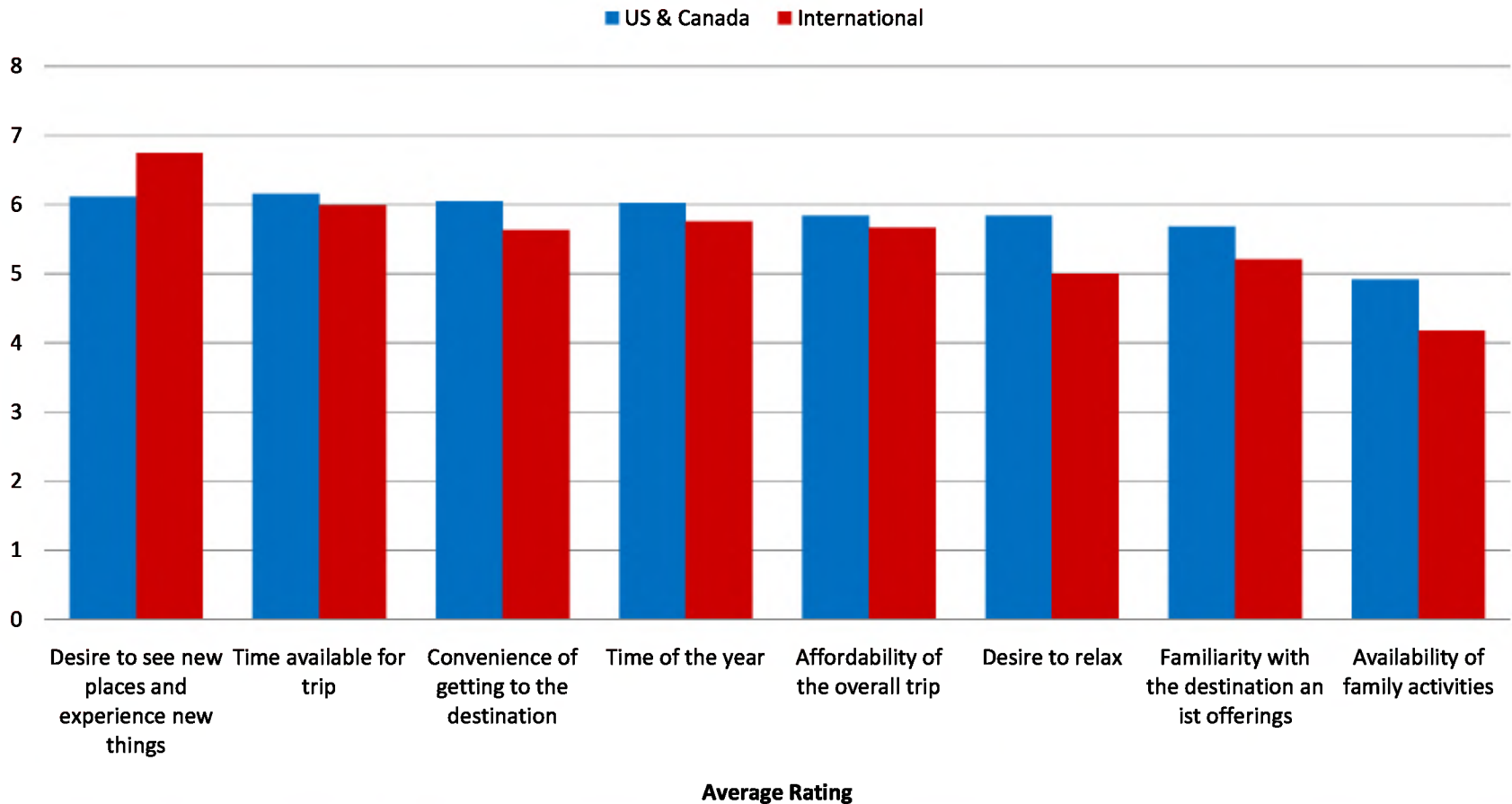


Source: Cornell Survey

Question: How influential were the following on your decision to visit the State of New York?
Rating on a 7 point scale with 7 being highest.



Influences for Trip

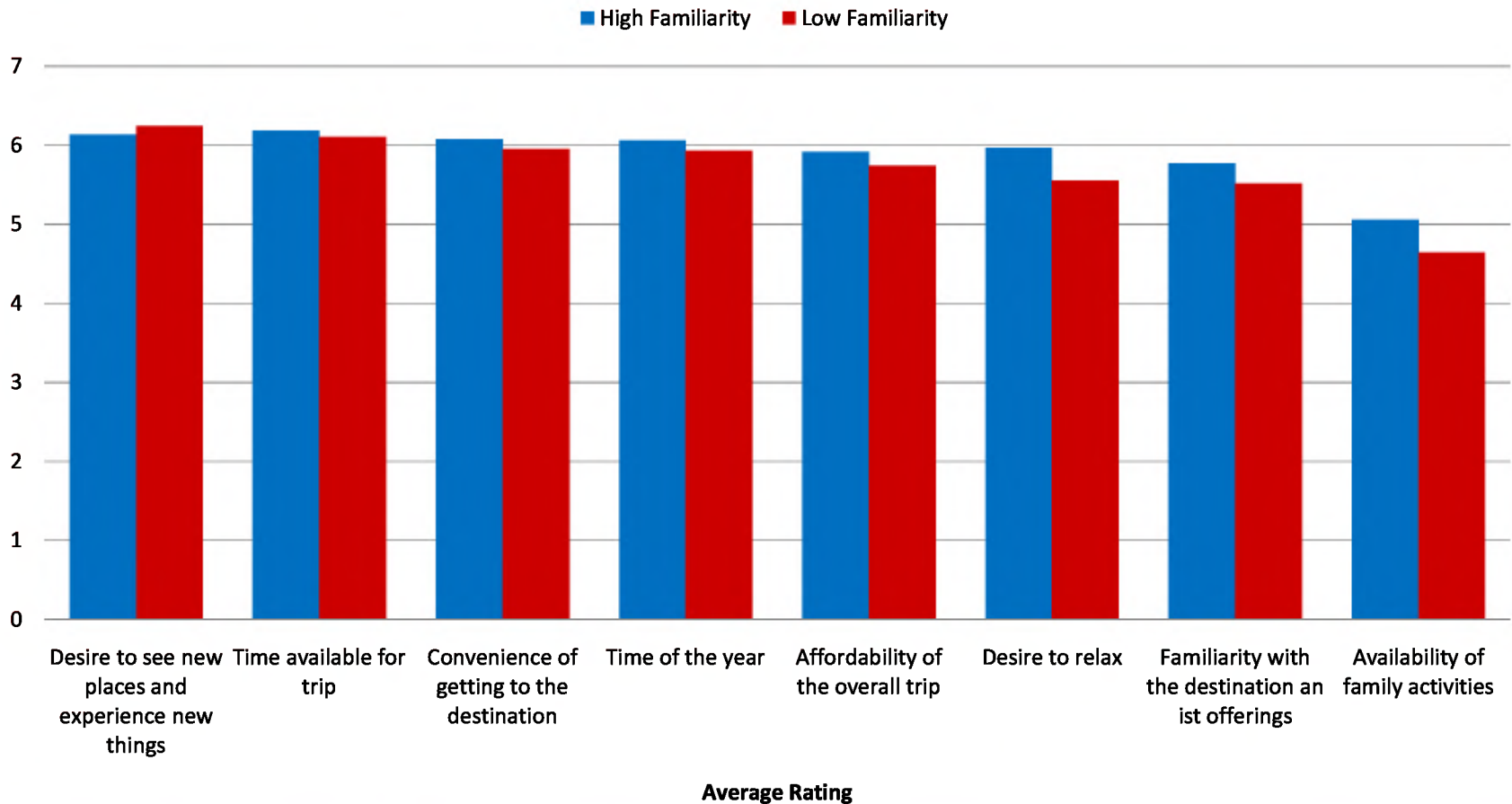


Source: Cornell Survey

Question: How influential were the following on your decision to visit the State of New York?
Rating on a 7 point scale with 7 being highest.



Influences for Trip



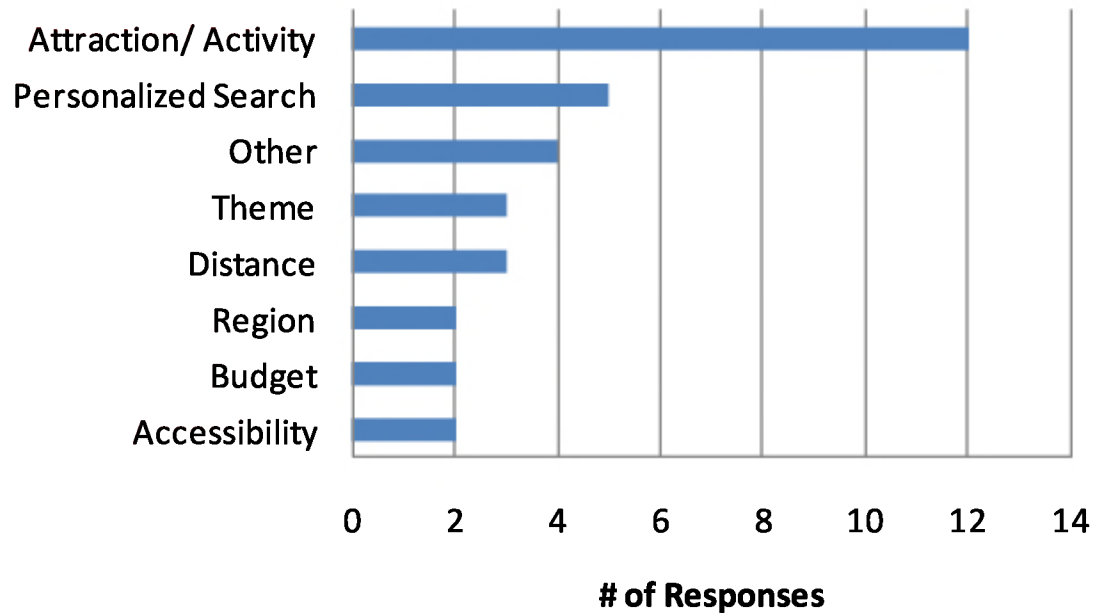
Source: Cornell Survey

Question: How influential were the following on your decision to visit the State of New York?
Rating on a 7 point scale with 7 being highest.



Suggested information search categories

Suggested Helpful Categories



Source: Cornell Survey

