Competitive Destination Tourism Performance Study

Warren County, New York

Hunden was retained by Warren County to conduct a competitive destination tourism performance study. Hunden gathered competitor tourism market data, which included analysis of the competitive destination markets, profiles of the County's assets and programming, identification of best practices, and areas of opportunity for development in the Northeast region. The purpose of the study was to develop a document to inform and guide the County to better capitalize on its tourism as a place of distinction.

Hunden analyzed competitive destinations in the northeast and across the county to formulate a dashboard for future data tracking and benchmarking. For each destination, Hunden determined the visitor population, seasonality, spending on marketing and advertising and how they invest marketing resources to reach group travel vs leisure, how competitors track success and growth, and what the best practices were to cultivate growth.

Hunden generated a competitive score for each of the identified destinations. Scores were based on seasonal visitation and overlapping target markets with Warren County. Hunden also ranked assets and events of each competitive destination. Hunden then created a Regional Area and Seasonal Visits dashboard.

The results provided the County with recommendations on specific opportunities for economic and tourism growth, informed by comparisons with competitive markets.

Client: Warren County   **Time Period**:   2021 - 2022

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