

Marketing Research & Analysis Report
For

Chautauqua County Visitors Bureau

MARKETING CONVERSION SURVEY
2015

Prepared by

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Executive Summary

The major purpose of this survey is to investigate the existing and potential visitors' motivations, opinions, and behaviors related to their visits to Chautauqua County, NY. In total 561 participants responded to this survey online or in written form. Over 62% of the respondents were above 55 years old: 27% were from Pennsylvania, 26% from Ohio, and 17% from New York State. There were 47% of the respondents who were full-time employed and 31% who were retired. About 28% of the participants had an annual household income over \$100K and 44% of participants were between \$50K and \$100K.

The results suggest that 80% of the respondents took at least one trip to Chautauqua County in the past four years and 37% visited five or more times in 2014. Among the existing visitors, they exhibited high overall satisfaction (4.3/5) of their trips. They were especially satisfied with the attractiveness of scenery (4.6/5), ease of getting around (4.4/5) and safety of the environment (4.4/5).

Most visitors came to Chautauqua County in June (42%), July (56%), and August (48%). Their primary travel motivations were "weekend getaway" (45%) and "summer vacation" (42%). During their visit, dining facilities (74%), lake/waterway (66%), and shopping/antique locations (65%) were the most popular utilized features.

In the past four years there were on average 2.6 single-day and 3.9 multi-day trips (i.e., at least one overnight per trip) were taken to Chautauqua County among the respondents. Each trip there were 3.6 persons as a family or travel parties, who spent \$469.51 daily on lodging, meals, shopping, gasoline, and admissions. About 42% participants chose hotels/motels while 25% chose to stay overnight at their relatives' or friends' residences.

Almost 60% of the respondents informed that they planned their trip at least 4-6 weeks in advance and 78% indicated that they had received *Chautauqua County Travel Guide* booklet in time when planning their trips. Overall, they believed that the contents of this booklet were very helpful (4.4/5). Furthermore, 83% of the participants also searched Chautauqua County on the Internet and 54.1% used www.tourchautauqua.com as they considered this website very helpful in planning the visit (4.3/5). And 93% of the participants indicated that they would plan to visit in the next two years.

The participants reported that prior visiting experience (55%) and word-of-mouth (46%) were the major sources that prompted their interests to visit Chautauqua County while Facebook was mainly used to share their travel experiences with others (51%) in addition to personal word-of-mouth (17%). Generally, the respondents were very likely to recommend Chautauqua County as a tourism destination to others (4.5/5).

However, the responses from the open-ended questions suggest that the participants hoped to see cleaner lakes, more dining & shopping choices, and historical & genealogical interests in Chautauqua County. Also, an online calendar listing all the activities by date for the area and detailed maps for points of interest, restaurants, hotels, gas stations, and parking were highly recommended by the survey participants.

Introduction

The purposes of this survey are:

1. To identify certain demographic characteristics and visiting motivations of visitors as well as their evaluation of Chautauqua County Visitors Bureau (CCVB) marketing and visitor services.
2. To investigate visitors' intention and behavior of searching and utilizing the travel information of Chautauqua County generated by CCVB.
3. To determine visitors' expenditures per visit, average travel party size and length of stay.

The survey was administrated by CCVB between January 15 and March 31, 2015 through both online (SurveyMonkey.com) and snail mail formats. CCVB randomly selected 3,000 people who have recently requested visitor-related information about our area between January 1 and December 31, 2014. The sample is made up of actual and/or potential visitors to Chautauqua County.

The questionnaire was tied to an incentive for responding--a free vacation to Peek'n Peak. There are 34 questions in this survey (Appendix I).

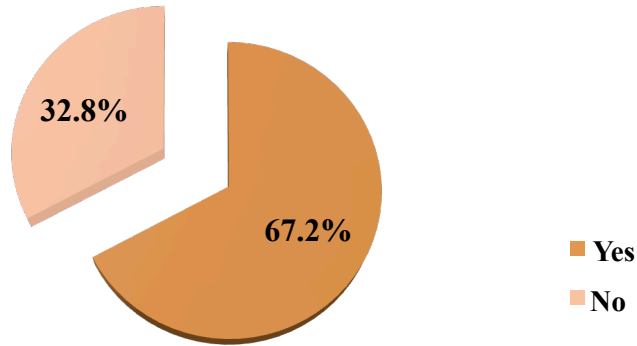
The response rate of this survey is 18.7%. Among the total 561 responses, 399 were from online and 161 were from paper formats. 27% of the respondents listed Pennsylvania as their primary residence state, 26% listed Ohio, and 17% were from New York State. About 20% of the respondent reported their annual household income as \$30,001–\$50,000, 24% were \$50,001–\$75,000, 20% were \$75,001–\$100,000, and 28% were over \$100,001.

In terms of age, 11% of the participants were 35–44, 24% were 45–54, 35% were 55–64, and 26% were over 65 years old. Most respondents were either retired (31%) or employed (64%) in education, training, and library service (17%), healthcare practitioners (12%), management (11%) and office and administrative support (11%).

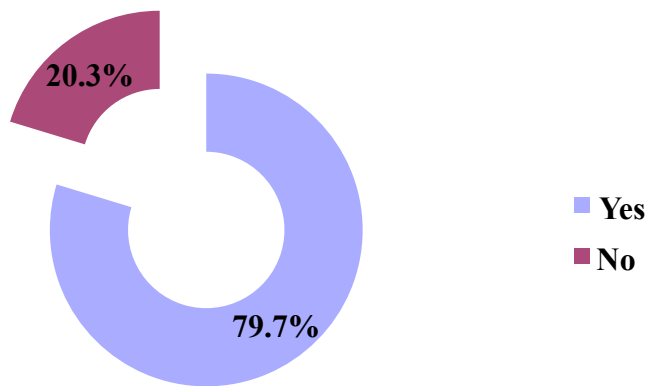
Data Analysis and Findings

In 2014 over 67% of the respondents visited Chautauqua County while 80% have travelled to Chautauqua County in the past four years and nearly 40% visited more than five times.

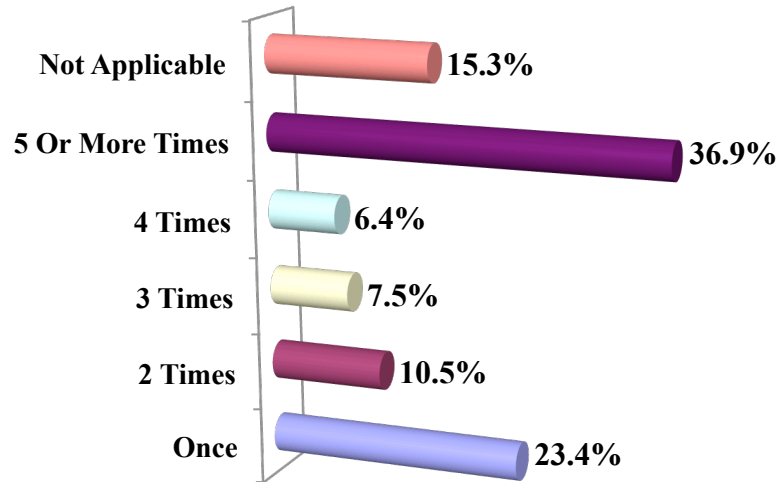
Did you take a trip to Chautauqua County in 2014?



Did you travel to Chautauqua County in the past 4 years?

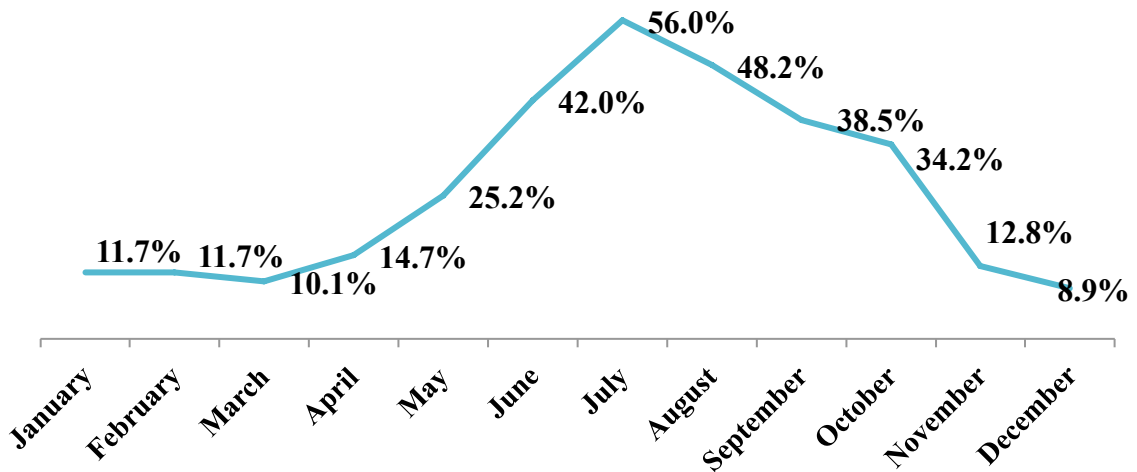


How many times have you visited Chautauqua County?



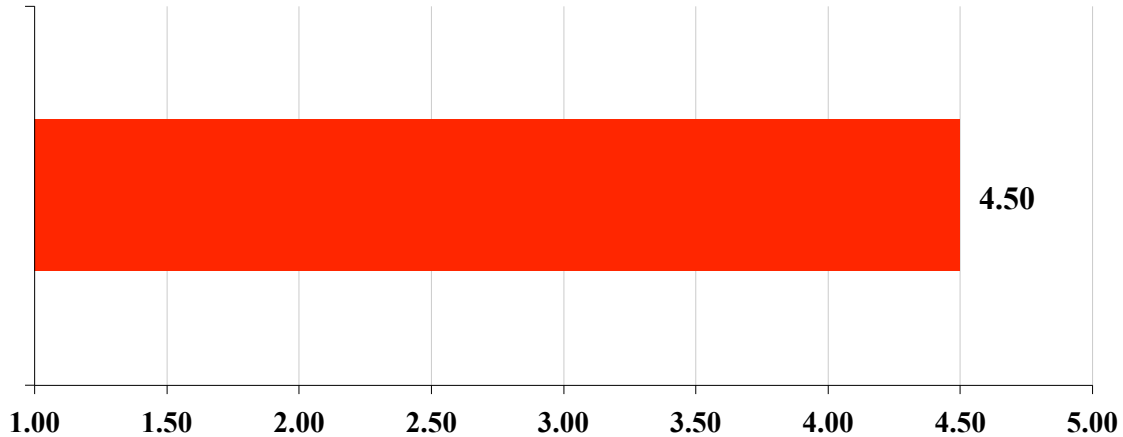
The results suggest that summer is the most popular season for the visits to Chautauqua County: 56% of the trips occurred in July, 48% in June, and 48.2% in August.

Time allocation of the trips to Chautauqua County

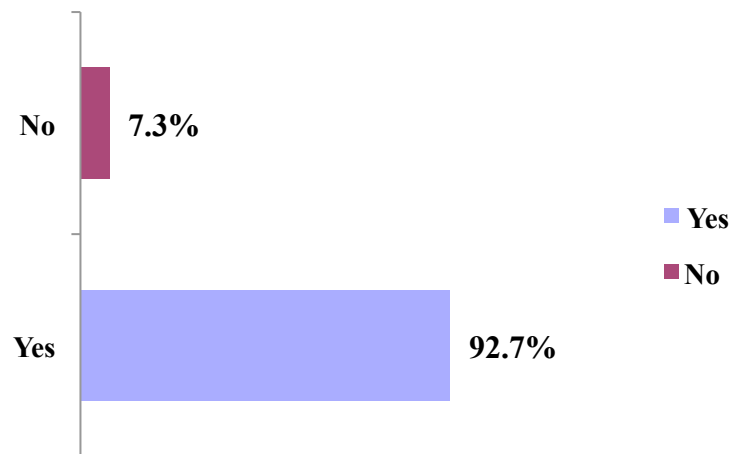


The response of a Likert-scale question suggests that the participants were very likely to revisit Chautauqua (4.5/5; 1= very unlikely, 5 = very likely.) Nearly 93% of the respondents indicated that they plan to visit Chautauqua County area in the future two years.

How likely are you to revisit Chautauqua County?
(1= Very Unlikely, ..., 5=Very Likely)



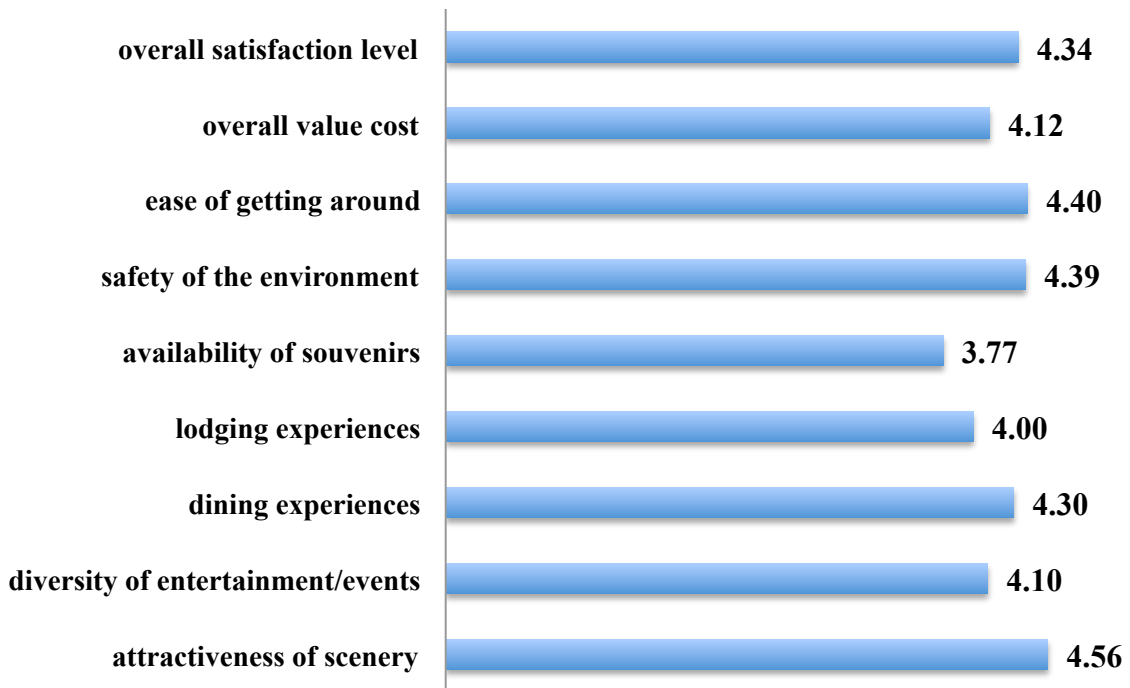
Plan to visit Chautauqua County in the next two years



Overall the participants were very satisfied with their trips to Chautauqua County (4.34/5; 1 = very dissatisfied, 5 = very satisfied).

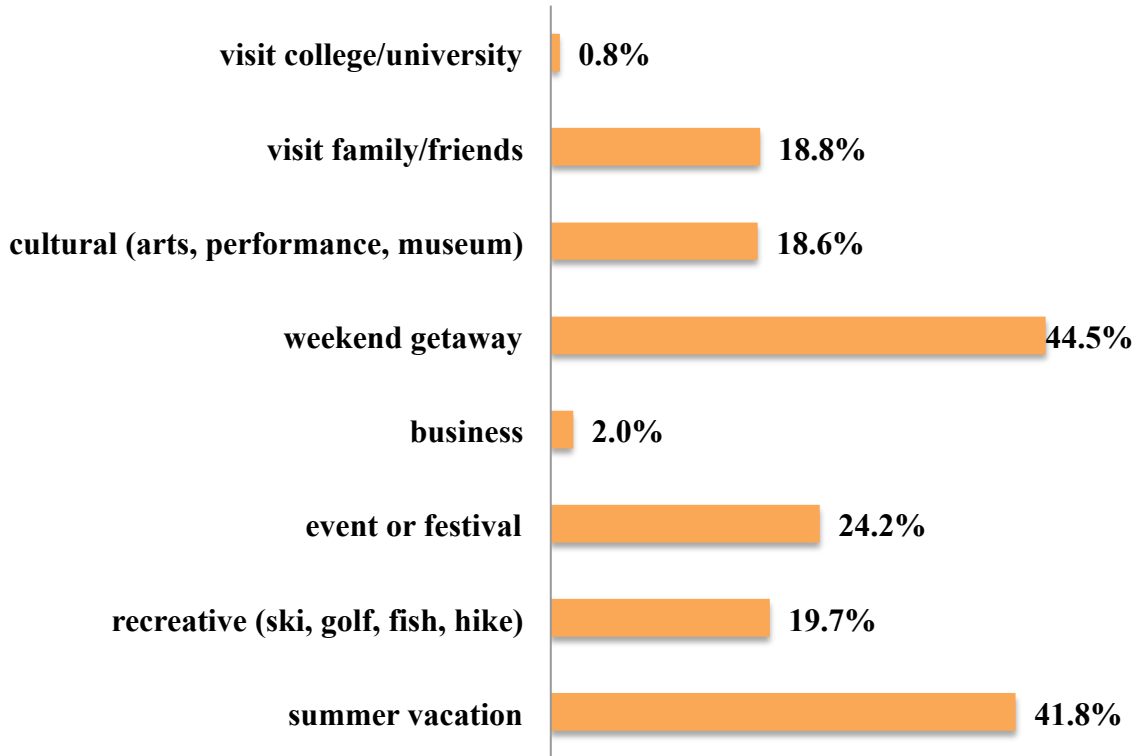
Particularly, they liked the attractiveness of scenery (4.56/5), the ease of getting around (4.4/5), and the safety of the environment (4.39/5). However, the availability of souvenirs and the lodging experiences are the least satisfied items according to this survey.

The level of satisfaction of the trips in Chautauqua County
(1=very dissatisfied, ..., 5=very satisfied)



The major reasons that drive the visitors to Chautauqua County were “weekend getaway” and “summer vacation” according to the respondents.

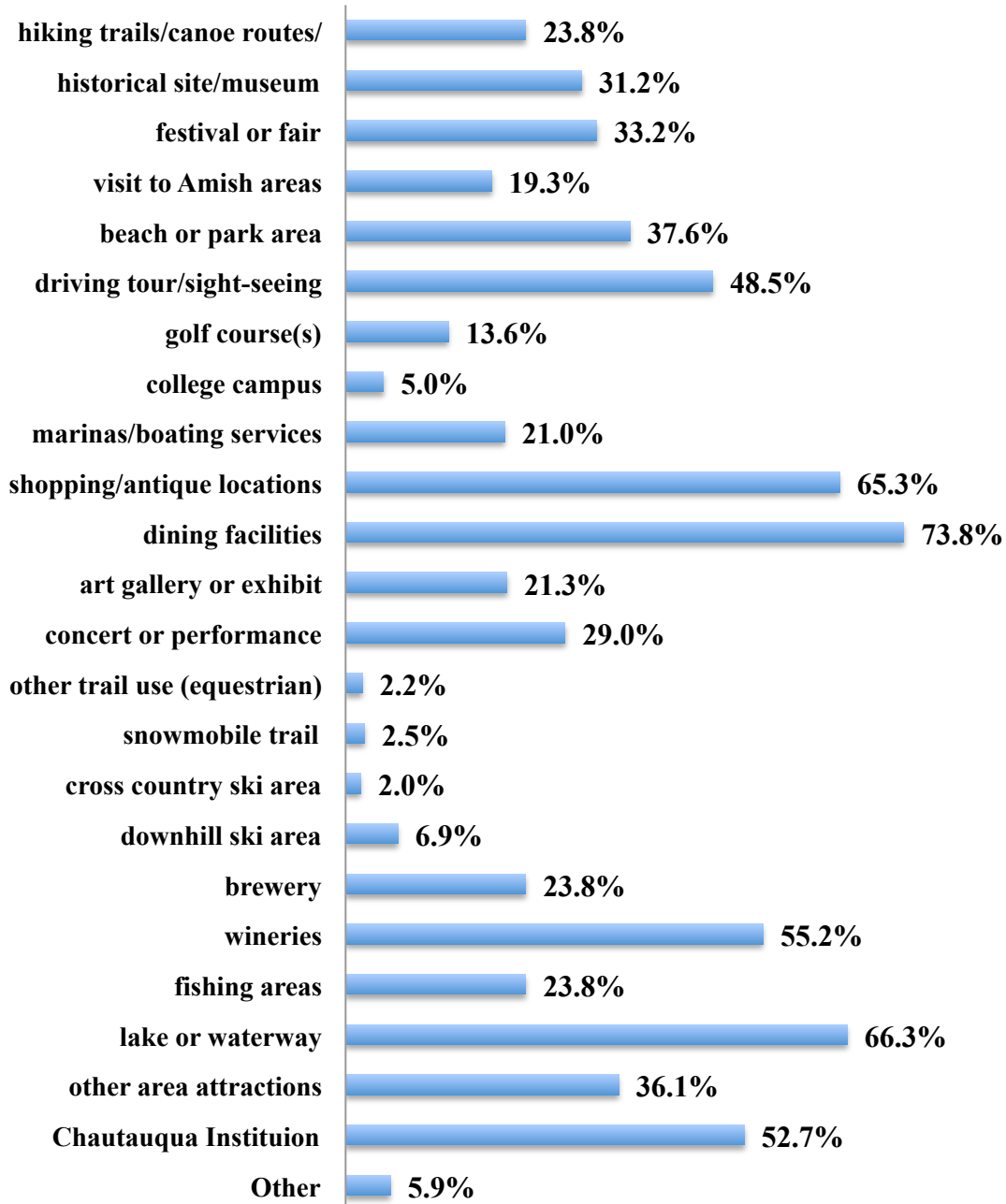
The primary motivations of travelling to Chautauqua County



During their visits, most respondents used the shopping (65%) and dining facilities (74%) as well as visited lake/waterway (66%), wineries (55%) and Chautauqua Institution (53%) in addition to driving tour or sight-seeing (49%).

See Appendix II for other utilized features of Chautauqua County that the respondents also mentioned during their visits.

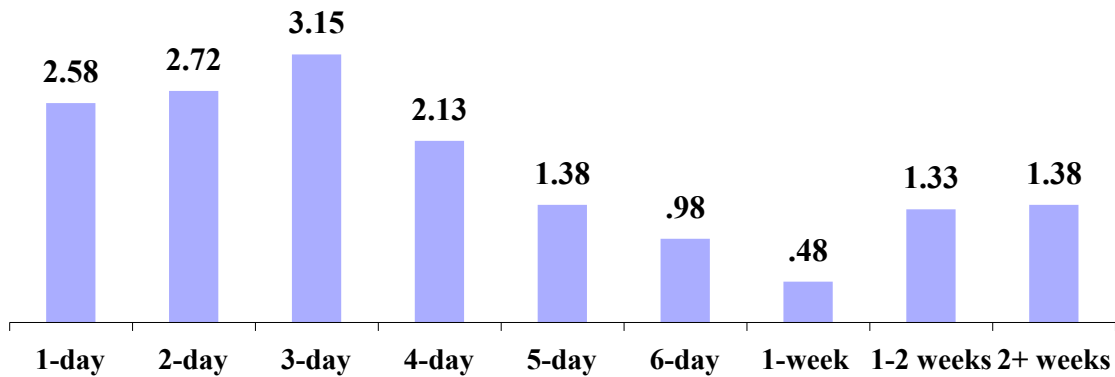
The features utilized during the visits in Chautauqua County



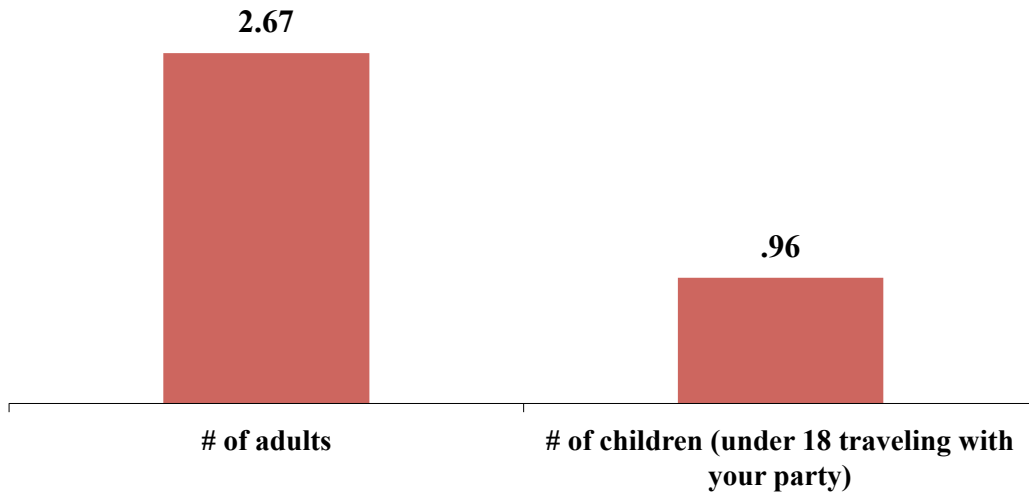
In the past four years, there were on average 2.58 (*SD* = 5.01) single-day trips (i.e., no overnight included) while 3.87 (*SD* = 5.54) multi-day trips (including at least one overnight per trip)¹ were taken to Chautauqua County among the participants. Each trip there was 3.63 persons as a family or travel parties: 2.67 adults and 0.96 children under 18 years old.

An estimation of the combined (whole family/travel party's) average daily expenditure (i.e., lodging + meals + shopping + gasoline + admissions) in Chautauqua County is \$469.51.

The number & type of trips to Chautauqua in the past 4 years (e.g., 3 2-day trips)



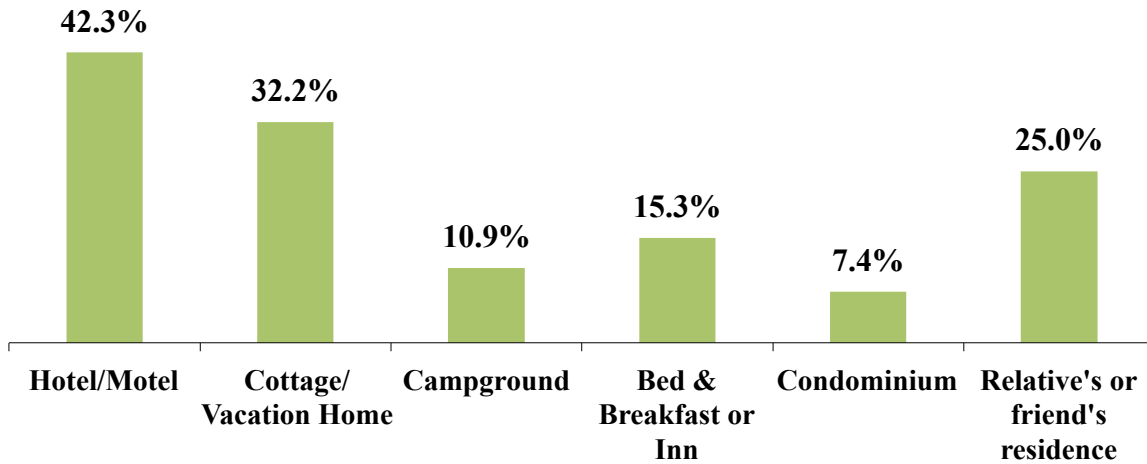
The number of persons in the travel party



¹ The results were calculated based on the data that excluded the outliers. *SD* represents the standard deviation of the mean.

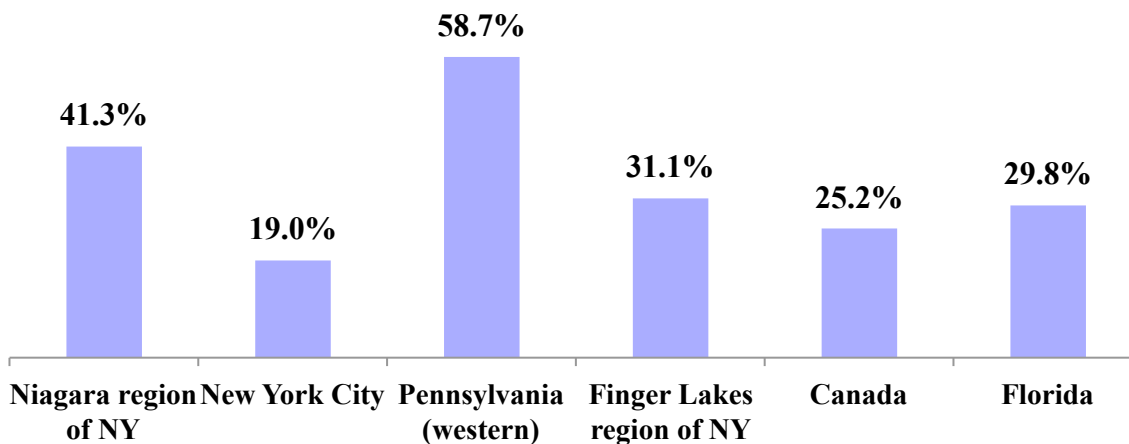
If the visitors stayed overnight during their multi-day visits to Chautauqua County, 42.3% of the respondents stayed in a hotel or motel but 25% chose to stay with their relatives or friends.

The type of lodging facility used for the overnight stay



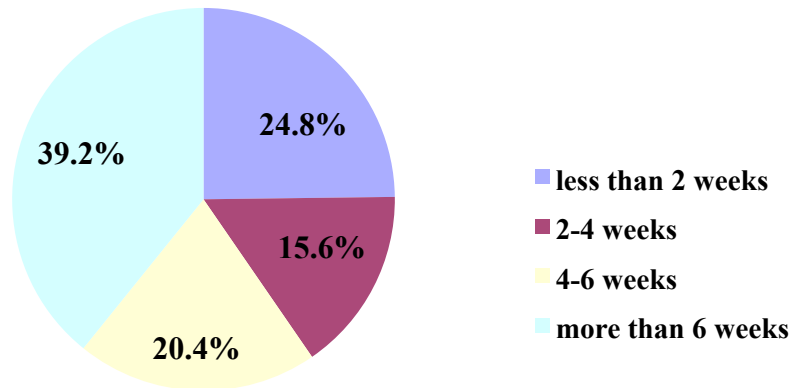
Other than Chautauqua County, 58.7% of the respondents also visited Western Pennsylvania and 41.3% visited Niagara region of New York in 2014. Appendix III lists all the other visiting destinations that the respondents mentioned in 2014.

Other destinations visited in 2014



Usually, the participants planned their trips to Chautauqua County more than six weeks in advance (39%). Some planned their visits four to six weeks (20%) in advance. During their planning stage, over 55% of the respondents reported that prior visiting experiences prompted their interests to Chautauqua County followed by word-of-mouth or friend referral (46%) and the Internet search or listing/linking (24%).

How long in advance did you plan your trip?

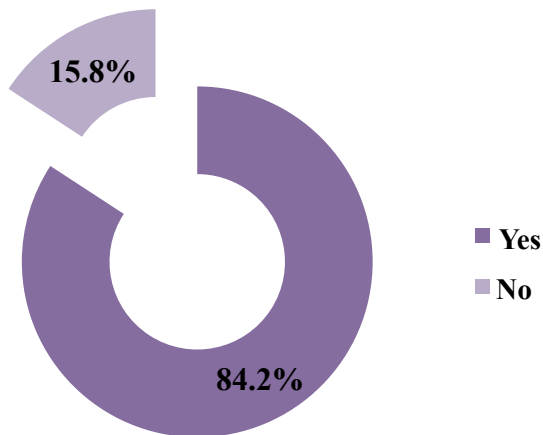


What prompted your interest in Chautauqua County?

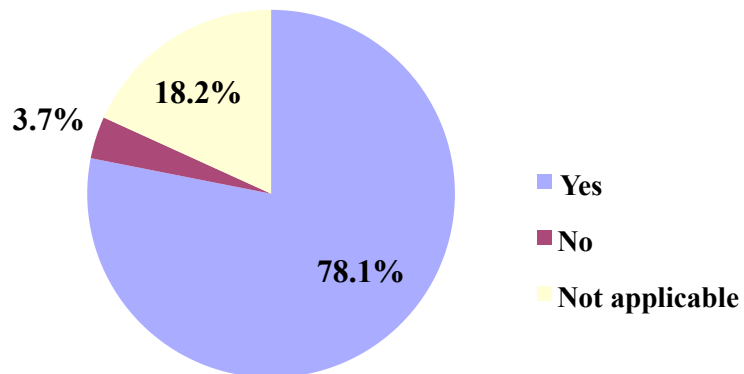


Although the advertisements in the traditional media, such as magazine, newspaper, radio, and TV, were not used much, the respondents believed that they received the booklet of Chautauqua County Travel Guide in time for their trip planning (78%) and the contents were very helpful as well (4.4/5; 1 = very unhelpful, 5 = very helpful).

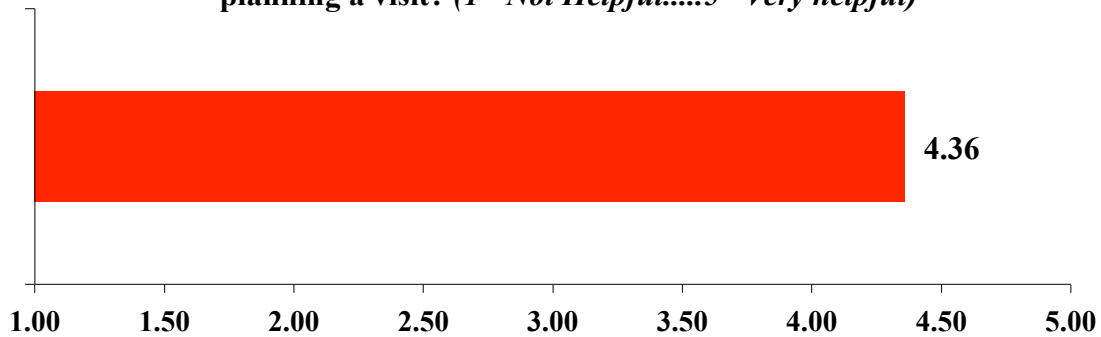
Have you ever received *Chautauqua County Travel Guide*?



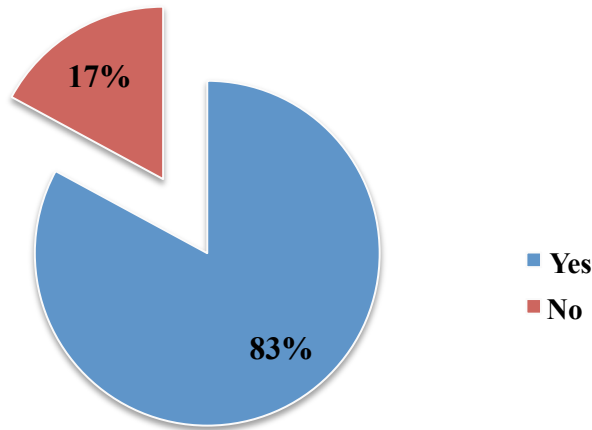
Did you receive *Chautauqua County Travel Guide* in time for use?



How helpful was *Chautauqua County Travel Guide* in planning a visit? (1= Not Helpful.....5= Very helpful)



Did you research Chautauqua County on the Internet?



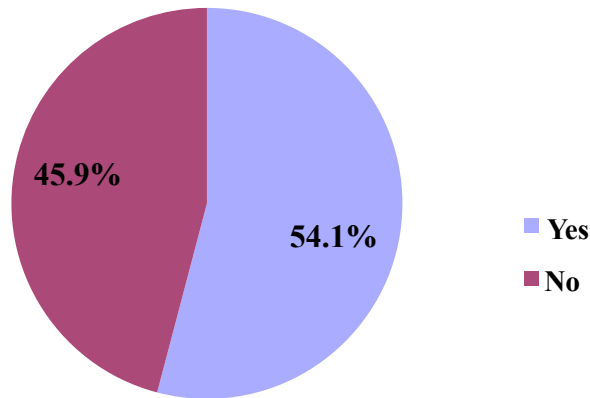
83% of the participants indicated that they used the Internet to search Chautauqua County information during the trip planning stage. The major key search words/phrases are:

1. Chautauqua
2. Chautauqua Institution
3. Chautauqua County
4. Chautauqua Lake
5. Chautauqua fishing
6. Chautauqua camping
7. Chautauqua winery
8. Chautauqua restaurant
9. Chautauqua area events
10. Chautauqua NY
11. Things to do in WNY
12. Western New York

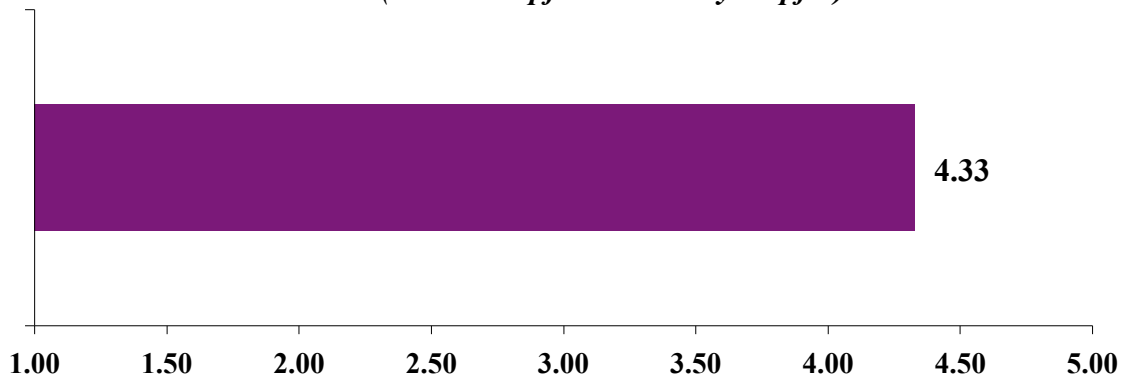
See Appendix IV for a full list.

Among all the websites that the participants used to search for the information of Chautauqua county for the trip planning, over 54% used www.tourchautauqua.com and they believed that the contents on this website was very helpful (4.33/5; 1 = very unhelpful, 5 = very helpful).

Used *www.tourchautauqua.com* to research Chautauqua County



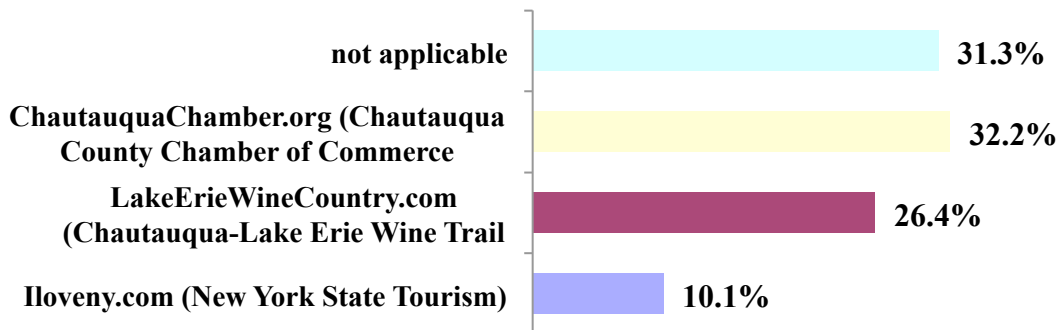
**How helpful was *www.tourchautauqua.com* in planning a visit?
(1= Not helpful..... 5= Very helpful)**



The other websites that were used for planning the trip to Chautauqua County include:

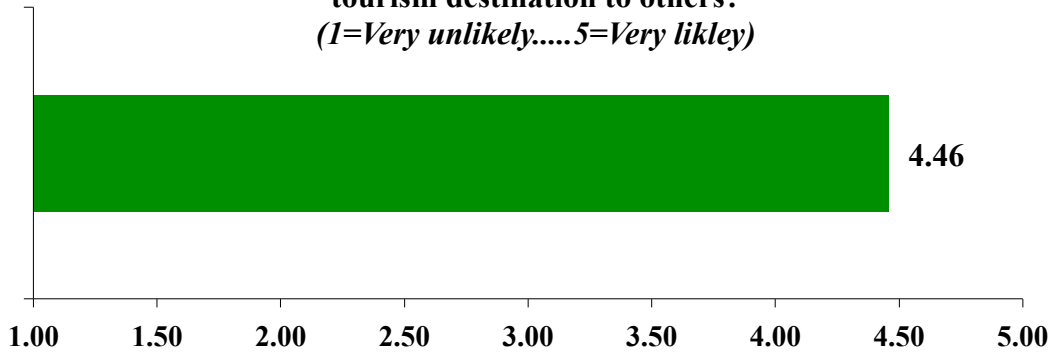
- bemuspointny.org
- Chautauqua Institution web site
- findlelakeinfo.org
- Fish Ontario
- vrbo.com
- goerie.com
- Howard Hanna VAcation homes
- Lucy-Desi
- Real estate sites
- Richardlakefront.com
- Trip Advisor
- Vacation rental sites

Other websites utilized in planning visit to Chautauqua County

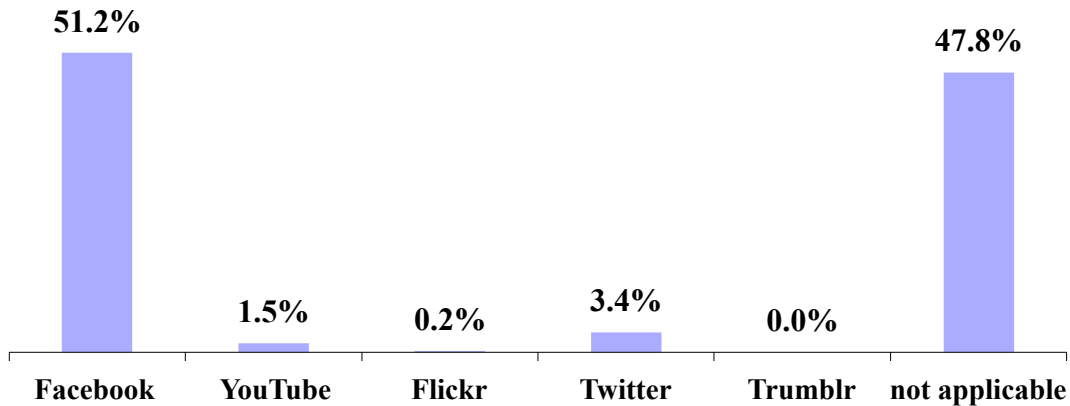


The respondents indicated that they were very likely to recommend Chautauqua County as a tourism destination to others (4.5/5; 1 = very unlikely, 5 = very likely). More than 51% of the participants chose *Facebook* to share their experience with others following by 17% in-person word-of-mouth.

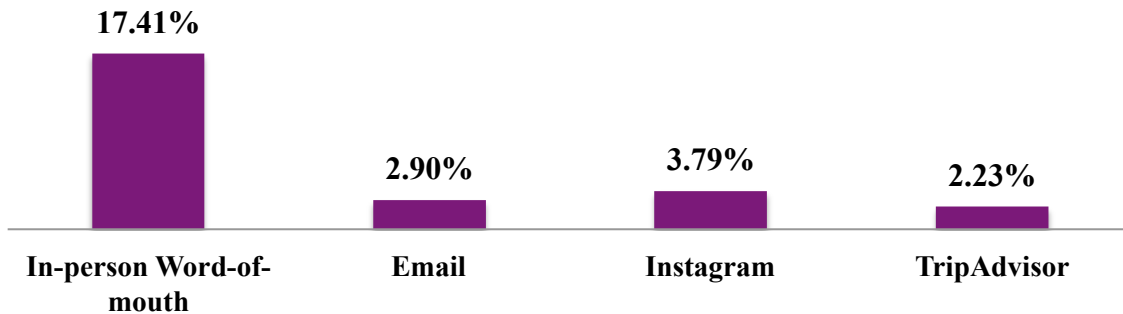
**How likely are you to recommend Chautauqua County as a tourism destination to others?
(1=Very unlikely.....5=Very likley)**



How do you share your travel experiences with others?



How do you share your travel experiences with others?



The respondents of this survey provided ideas for new things to do that they thought should be offered in Chautauqua County. The major suggestions are:

1. More dining choices
2. More shopping opportunities
3. More and better hotels/lodging
4. Clean up the lakes and control the algae on the lake
5. More art shows and craft fairs
6. More historical & genealogical interests
7. Better maps: hiking trails, watershed trails, etc.

See Appendix V for a full list.

The respondents of this survey also provided additional information that would have been helpful in planning a trip to Chautauqua County. The major suggestions are:

1. A (online) calendar listing all the activities by date for the area.
2. Detailed maps and driving instructions for: points of interest, restaurants, hotels, gas stations, parking, etc.
3. List of facilities/dinning open with hours (in different seasons)
4. Hours and days of operation for attractions
5. Local rental properties as alternatives to hotels, e.g., cottages
6. Better winery brochures
7. Additional information on recreational areas, hiking, fishing, camping, etc.

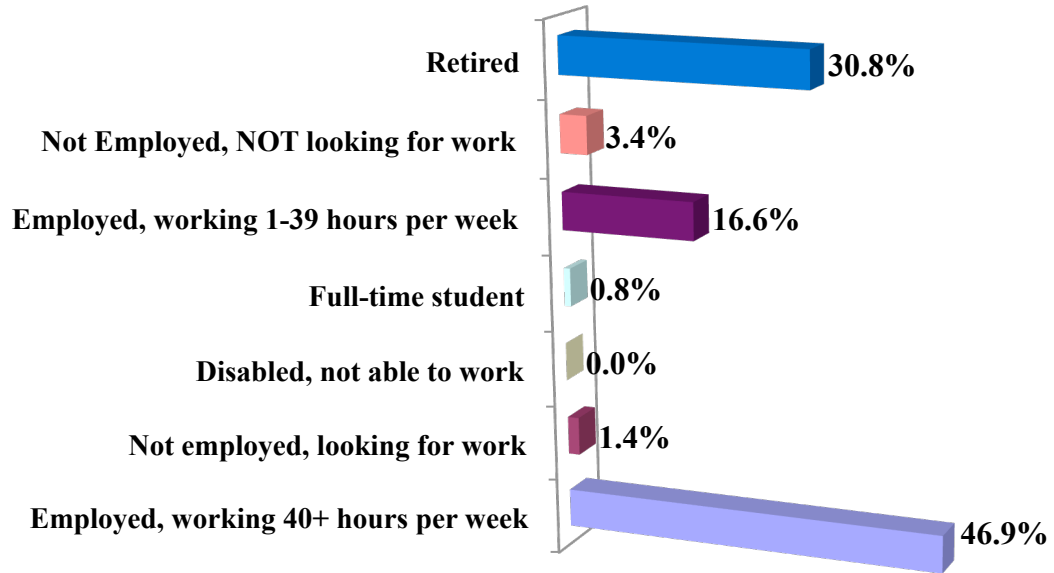
See Appendix VI for a full list.

The demographic information of the participants:

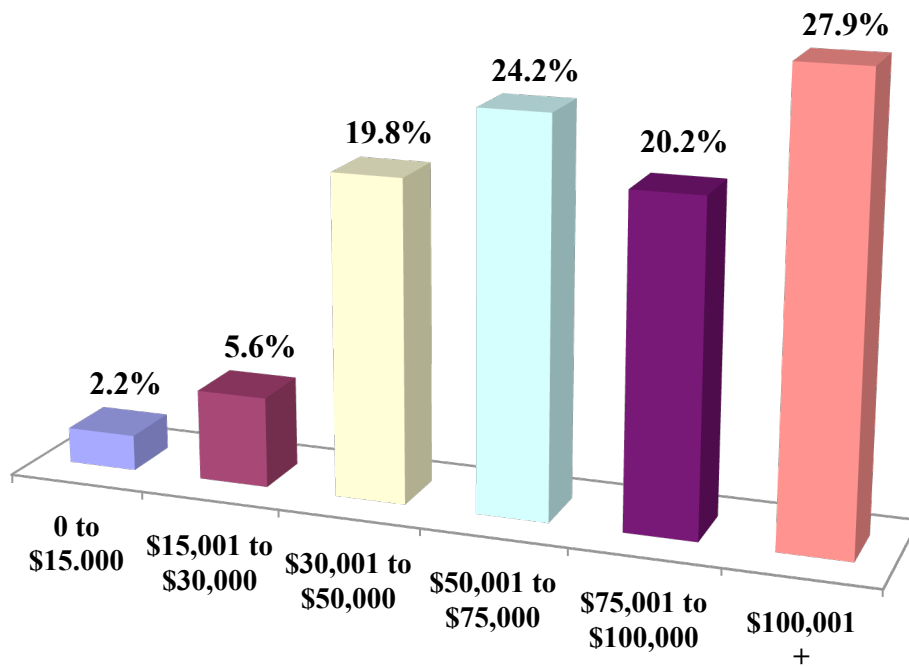
The State Name of Residence

State Name	Frequency	Percent
PA	152	27.2
OH	146	26.1
NY	96	17.1
FL	14	2.5
Ontario Canada	14	2.5
TX	8	1.4
MI	7	1.3
GA	5	0.9
MD	5	0.9
CA	4	0.7
IN	4	0.7
KY	4	0.7
KA	3	0.5
NJ	3	0.5
NM	3	0.5
VA	3	0.5
CT	2	0.4
DE	2	0.4
IA	2	0.4
LA	2	0.4
SC	2	0.4
TN	2	0.4
VT	2	0.4
WA	2	0.4
WI	2	0.4
AL	1	0.2
AZ	1	0.2
IL	1	0.2
MA	1	0.2
MN	1	0.2
NC	1	0.2
SD	1	0.2
Victoria Australia	1	0.2

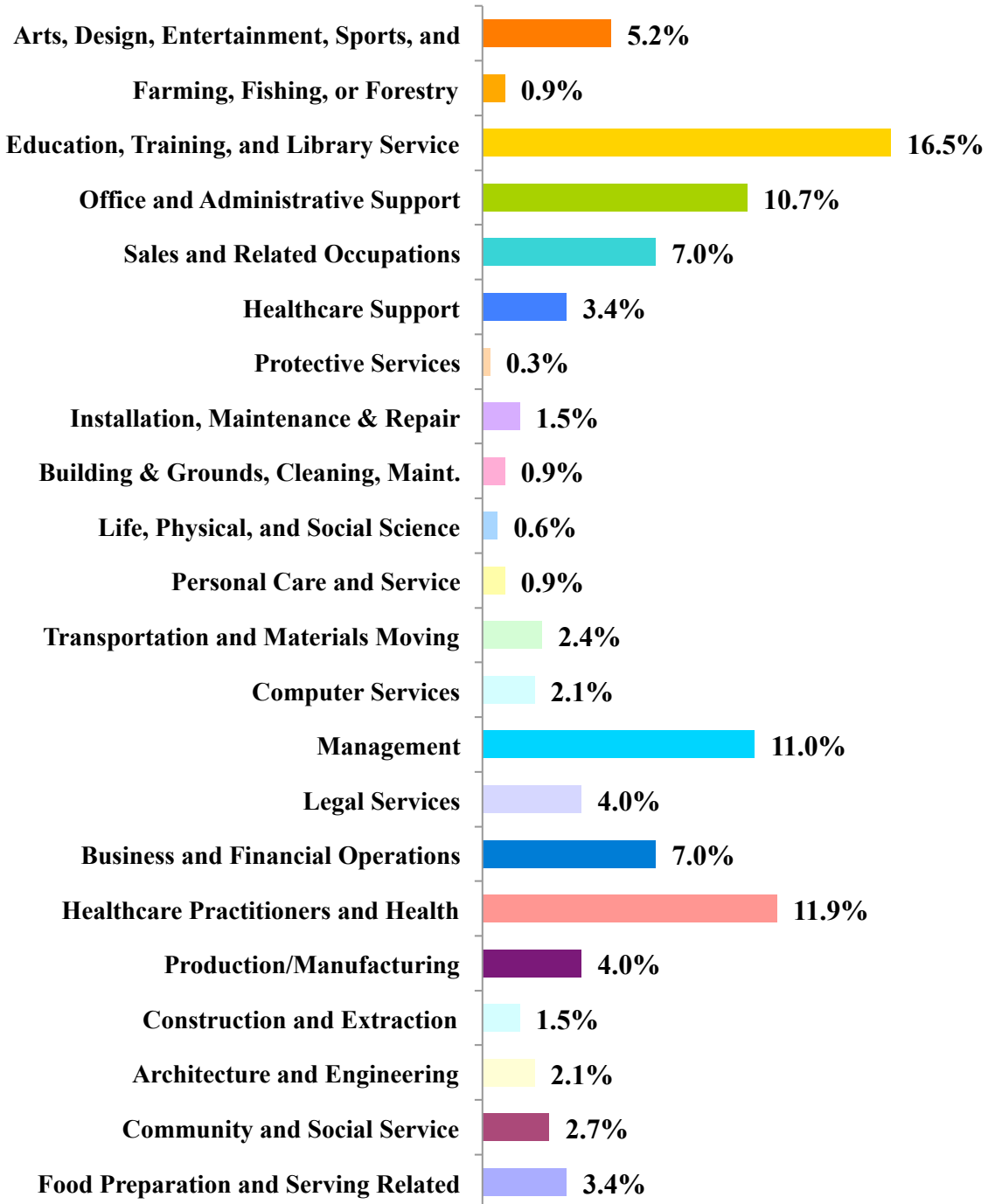
Employment Status



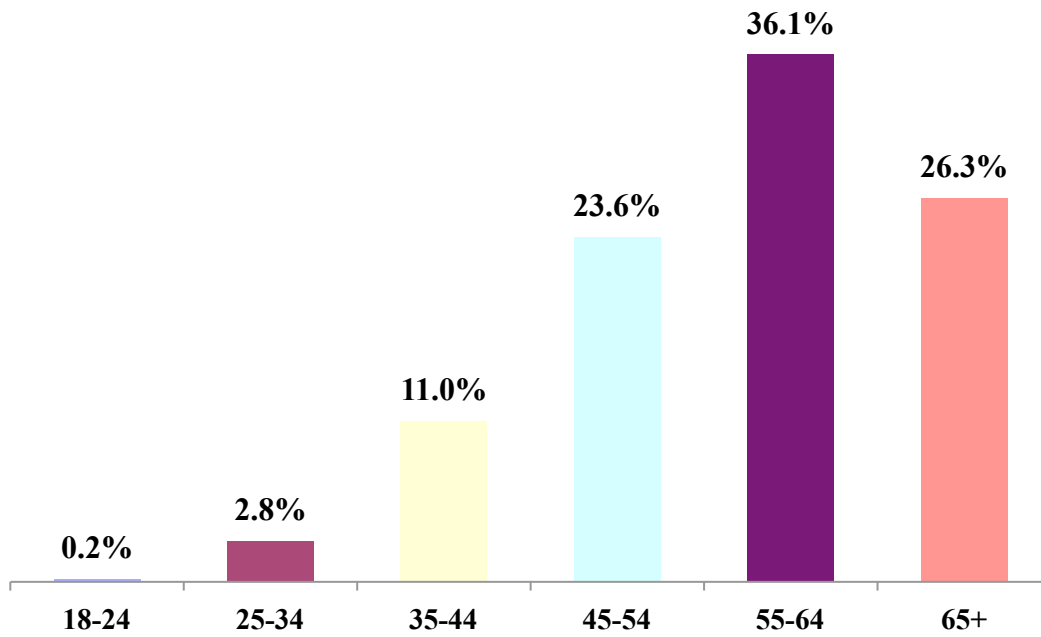
Annual Household Income



Current Occupation



Age (questionnaire respondent)



Conclusions and Recommendations

In 2014 there were 67% of the respondents claimed that they had visited Chautauqua County and 80% in the past four years. Further information, such as the number of potential visitors who requested visitor information via CCVB needs to be obtained for the purpose of calculating the conversion ratio.

In terms of the characteristics of actual visits, there were on average 2.6 single-day trips while 3.9 multi-day trips were taken to Chautauqua County among the participants of this survey in the past four years. Each trip there was on average 3.6 persons as a family or travel parties. An estimation of the combined (whole family/travel party's) average daily expenditure is \$469.51 (i.e., lodging + meals + shopping + gasoline + admissions).

For those multi-day trip travelers, although 42% of the respondents stayed in a hotel or motel, 25% decided to stay with their relatives or friends. They indicated that better and more hotel/motel choices should be provided in Chautauqua County. Some respondents also suggested that the cottage or house rental could be provided as the alternatives to hotels/motels, especially for those family travellers.

Additionally, summer seems to be the most popular season for the visits to Chautauqua County: 56% of the trips occurred in July, 48% in June, and 48.2% in August according the this survey results. The major reasons driving the visitors to Chautauqua County were “weekend getaway” and “summer vacation.” Overall the visitors were very satisfied with their trips to Chautauqua County. Particularly, they liked the attractiveness of scenery, the ease of getting around, and the safety of the environment. However, the availability of souvenirs and the lodging experiences were listed as the least satisfied items.

During their visits, most respondents used the shopping and dining facilities as well as visited lake/waterway, wineries and Chautauqua Institution. However, they suggested that more dining choices and shopping opportunities should be provided. They also expected to see more art shows and craft fairs as well as historical and genealogical interests. Compared with summer, autumn and winter have fewer visitors in Chautauqua County. According to the respondents’ suggestions, some seasonal events or activities, such as snowboarding and hiking, may improve the visitors’ interests.

Other than Chautauqua County, 58.7% of the respondents also visited Western Pennsylvania and 41.3% visited Niagara region of New York in 2014. Importantly, the survey participants believed that clean up the lakes and control the algae on the lake were the major issues that Chautauqua County currently faced as a tourism destination.

Although the advertisements in traditional media were not used much, 84% of the respondents received *Chautauqua County Travel Guide* booklet. 78% of the respondents believed that they received this booklet in time for their trip planning and the contents were very helpful as well. Furthermore, among all the websites that the participants used to search for the information of Chautauqua county during their trip planning, over 54%

used www.tourchautauqua.com and they believed that the contents on this website was very helpful.

The survey respondents indicated that a (online) calendar and map that lists all the activities, such as recreational areas, trails, hiking, fishing, camping, etc., by date and the facilities/dinning operational hours in different seasons should be provided. However, <http://www.tourchautauqua.com/Calendar.aspx> does have such an extensive calendar. Thus, a possible web design adjustment and/or marketing communication plan may be recommended in the future to get significant notice and attention to this related information from the trip planners.

The respondents indicated that they were very likely to recommend Chautauqua County as a tourism destination to others. More than 51% of the participants chose *Facebook* to share their experience with others following by 17% in-person word-of-mouth. Thus, various social media marketing campaigns can be designed and implemented in the future to promote trip planning and decision to visit among the existing and potential visitors.

Appendix I

Chautauqua County, NY Marketing Conversion Survey 2015

Appendix II

Other utilized features of Chautauqua County, NY that the respondents of this survey also mentioned during their visits:

- bicycle riding on area roads
- boating on the Lake
- Chautauqua Belle
- checked out campgrounds
- city halls, county courthouses
- family cemeteries
- fishing
- flee markets
- Jamestown Jammers Baseball
- libraries for genealogy research, cemeteries
- LilyDale
- Lucy and Desi Museum
- LucyFest
- movie theatre
- restaurant
- Rodeo
- shopping
- walking tour downtown Jamestown

Appendix III

Other than Chautauqua County, NY, Niagara region of NY, New York City, Western Pennsylvania, Finger Lakes Region of NY, Canada, and Florida, the respondents of this survey have also mentioned the following destinations that they visited in 2014:

Alaska, Monterey, CA, Phoenix, AZ, Denver, CO
Alleghany State Park
Amish Country - Berlin, OH
Aruba, Philadelphia, Key West
Ashville, NC
Atlanta GA
Atlantic Canada (PEI, New Brunswick), Quebec City
Bahamas
Barbados, Europe
Belize
Benzette, PA
Bethlehem, Hershey, Pittsburgh, Utica, NY, Lancaster, W. VA
Boston, MA
Brazil, Colorado
Burma, Portugal
Cape Cod
Carolinas
Chicago, Il
Chicago, Ohio
Cincinnati Ohio
Clymer, NY, Findley Lake area
Colorado Utah Wyoming
Crystal Mt, MI
Cuba
Dunkirk-Fredonia area
Eastern Kentucky
Eastern Oregon, Seattle urban area
Ellicottville
England
Erie
India, Istanbul ...
France
Fredonia - Corning - Rochester - Canandaigua
Geneva on the lake, Ohio
Gettysburg PA
Harper's Ferry Virginia
Caribbean, South America, Yellowstone Zion

Hilton Head Island
Ireland, Traverse City
Jamestown, New York
Jersey Shore
Lake Erie Islands
Lake Erie Shoreline (Dunkirk Area)
Las Vegas
London, Paris, Chicago
Long Island
Maine, Adirondacks
Maryland - Baltimore, Annapolis, and Ocean City
Minnesota, Missouri, Illinois, MI
Mohegan snowmobiling
Montreal, South Carolina
Mount Rushmore
Myrtle Beach
Myrtle Beach; Alexandria Bay
Napa, CA
Nashville and Memphis TN
Newport, RI
Ocean City, Maryland
Outer Banks NC
Portland, Oregon; San Diego; Tucson & Flagstaff, AZ
Punta Cana
Rehoboth Beach, DE
Rochester, NY
San Antonio, TX
Seattle, WA; Santa Barbara
Silver Spring MD, Columbus, OH
Sleeping Bear Sand Dunes National Park Adirondack MT High Peaks
Sugarcreek, Ohio
Surf City NC
Universal Studios
Virginia Beach, VA
Washington, DC and Cleveland, OH
Wayne CO
Western Ohio
Williamsburg, VA
AZ, CA, CO, GA, HI, IA, ID, IL, IN, KY, LA
MA, MI, MS, MT, NC, NJ, NM, NV, OH, OR
PA, RI, SC, TN, TX, UT, VA, VT, WV, WY

Appendix IV

The respondents of this survey provided specific search words/phrases that were used to search information about Chautauqua County, NY. The list below includes all these words and phrases:

- Amish area
- attractions, kids, family
- B&B, Inns
- beach restaurants kids adventure
- biking trails
- boat rentals and accommodations
- calendar of events, things to do
- camping
- camping, wineries, quilt shops
- Chautauqua Institution
- Chautauqua area activities
- Chautauqua county
- Chautauqua institution
- Chautauqua
- Chautauqua Fishing in New York
- Chautauqua area fishing
- Chautauqua B & Bs, Chautauqua events
- Chautauqua Cabins
- Chautauqua Co
- Chautauqua county restaurants
- Chautauqua county travel
- Chautauqua events
- Chautauqua hotels, food
- Chautauqua lake
- Chautauqua lake activities
- Chautauqua lake camping
- Chautauqua lake, Bemus point
- Chautauqua Lake, Chautauqua County
- Chautauqua NY area
- Chautauqua or Bemus point
- Chautauqua tourism
- Chautauqua Tourism
- Chautauqua wineries
- Chautauqua, B&B, things to do
- Chautauqua, Bemus point
- Chautauqua, maple springs
- Chautauqua, NY

- Chautauqua Lake
- checked out wineries
- county Chautauqua
- dining
- Dunkirk Employment, Jamestown Jammers, and Westfield wineries
- Erie
- events
- fall foliage
- festival
- festivals, activities, lodging
- fishing, cottage rentals, dining
- Fishing, Crappie
- fishing, festivals, vacation rentals
- genealogy, family history, Dunkirk, Forestville
- Hiking, camping, golf, ski
- Hiking. Canoe
- horseback riding, campgrounds, events
- hotels
- Institution, Midway Park
- Jamestown jammers, Chautauqua institution
- Jamestown, Bemus point
- Jamestown, Chautauqua
- Jamestown, Lucy, cabins, lake Chautauqua
- Jamestown...Chautauqua lake ...things to do Chautauqua lake
- lake
- Lake Chautauqua
- Lakes, New York
- lecture series
- lodging
- lodging, Jamestown NY
- Mostly for lodging, Panama rocks, restaurants
- music, Chautauqua institution
- panama Rocks
- PeeknPeak, Findley Lake
- places to stay on the way to Niagara Falls
- Quilt events
- recreation in Chautauqua county, things to do with kids in Chautauqua county
- real-estate
- rental
- Restaurants
- shows at Chautauqua Institute. Events

- snowmobiling
- things to do
- things to do in WNY
- Trip Advisor
- vacation homes
- Visit Chautauqua, Chautauqua Institute, Chautauqua vacation
- water
- Western NY
- western new york vacations
- Westfield, Jamestown, Amish
- Westfield, Mayville
- wine
- wine country
- Wine Events
- wine trail
- wineries/activities
- winery
- winery, Chautauqua gorge

Appendix V

The respondents of this survey provided ideas for new things to do that they thought should be offered in Chautauqua County, NY. The list below includes all their suggestions:

- A ghost walk!
- Add more muskies to the lake
- Affordable 3-night stays
- Agricultural events
- An upscale diner on the northwest side of the lake and another tour boat in the same area beside the one there now
- Antique car show
- Antiques
- Antiquing "tours"
- Antiquing weekends/craft shows
- Art fests
- Art Shows / Crafters actually making their crafts - pottery weaving glassblowing/ tours of the grounds points of interest history/open house tours/more restaurants
- Art shows, craft fairs, golf events
- Availability to contact Bemus pt to inquire about boat ramp availability being open
- Balloon rides
- Better hotels
- Better lodging or better advertisement of lodging
- Better maps
- Better movie theater
- Better restaurants more fresh seafood and vegetarian offerings
- Better walleye fishing, more outdoor festivals, crafts , boating , etc. ...
- Bike trails
- Bird watching, Craft- fair, international Cultural programs....
- Biweekly art gallery/wine tours June July August Sept Oct
- Bookstores, Target, public beaches, swimming areas
- Camping, hiking
- Chaut Belle, very upset Mayville evicted them
- Cheaper things it cost so much there
- Clean up your lake
- Cleaner lake too much green algae
- Concerts Free classes Book readings
- Control the algae on the lake!
- Cooking classes at restaurants -- tours through wineries

- Coupons to save money
- Dinner theater
- Dog play parks, more farmers markets or better advertising, maple syrup tours & history, dog sledding, outdoor parks devoted to ice skating with bon fires (parks & rec. Dept.) summer enrichment Mimi courses offered to visitors in surrounding villages (not just Chaut. Inst.), Chautauqua gorge treasure hunts, movies in the village parks. History tours of all villages, wine making classes, advanced medical evaluations and procedures from world wide visiting specialists. Open foreign doors to lecture series, plays & productions, artistic demonstrations, cultural demonstrations (in general) example: learn to calf rope, make & fire a clay pot, paint and artistic scene with guidance from an artist, story telling, night hikes with folklore, enhance the wealth of history in the community with photo essays, etc. etc. etc. Community taste Fest, chili & bar-b-que cook offs). If the general community is encouraged to take pride in the area, their attitude will reflect and personify the quality of the environment to perpetuate & enhance community collaboration and excitement to outsiders.
- Expanded Ferry service
- Boat tours in North county
- Extend season for shopping
- Family friendly amusements
- Festivals, theater
- Food
- Food tastings
- Fishing tournaments
- Geocaching geotrail with geo coin as a reward for completing it
- Get the wineries to return to FREE sampling of their wines.
- Guided walks and hikes
- Group walks and hikes
- Handgun indoor shooting range
- Have more main street shops.
- Have more to do in September!
- Historic village with craftspeople and shopping
- Historical & Genealogical Interests
- Hop farm tours, brewery tours, boat tours on lakes Erie
- Horseback riding
- Hot air balloons
- House-cottage tours
- I am looking for biking trails, paved, not on streets
- I like to visit breweries and would like a map that shows their locations in and around your area.
- I'd like to see a genealogical center, as that was the primary purpose for a majority of my prior visits
- Kayaking
- Keep hosting different events at the wineries. Love the wines made with the

concord grapes!

- Maps of hiking trails maps of watershed trails
- More art and food festivals
- More arts and crafts
- More bike friendly areas. Also more dog friendly areas as well as dog parks.
- More campgrounds
- More concerts and festivals or activities on the water
- More dining choices
- More dining choices near wineries
- More docking places on the lake so in the summer we can stop and take a break.
- More entertainment brought in
- More establishments staying open until at least labor day, not closing at the end of the Institute season.
- More extensive and various boat tides for Lake Erie!!
- More facilities open during October
- More festivals around the lake
- More festivals, antique fairs
- More for kids under age 7
- More gluten free options for dining for people with food allergies.
- More live music
- More locally grown food and fresh fish served at restaurants.
- More lodging choices near Mayville and Bemus Pt
- More outdoor swimming pools for summer time more dog friendly overnight accommodations
- More overnight packages. Donate a weekend package to various arts fundraisers in nearby states
- More places to stay
- More places to stay on lake that can be rented for less than a week
- More Quilting events
- More restaurants
- More restaurants that are priced reasonable if become too expensive will make own food or go somewhere else to eat have specials for family to eat
- More shopping
- More shopping & rest
- More shopping malls
- More shopping places, & comfortable seats.
- More shuttles to CHQ
- More supervised nature walks, biking, hiking trails beer, wine, art tours with shuttles accurate calendar of events for the area
- More swimming beaches
- More theater and/or movie options
- Musical events
- Grocery stores closer to Chautauqua Institution

- More things to do in the winter months. we already love spring, fall and summer.
- More to do in fall/winter
- More trendy restaurants
- Nature programs at night around campfire. Water play including speed boat races, water ski competitions, swim across lake...
- Newer lodging
- Nice places to eat shopping wineries
- Nightly entertainment around lake
- Outdoor fairs
- Parasailing
- Pet friendly activities, areas and lodging
- Possibly group tours to various venues.
- Railroad between Mayville and Ripley
- Relaxing things to do with the family
- Rental of sailboats and kayaks by the water.
- Restaurant
- Sailing; hiking
- Side trips to Jamestown and the Lucy Museum
- Snowmobile rental, public sled riding area, more shopping
- Snowmobile trails in Busti
- SPA days for girlfriend trips combined with wine tastings & perhaps a visit to Lily Dale.
- The institute was NOT family or visitor friendly. Not returning there ever. We will return to southern tier brewery, great food and surprisingly family friendly.
- There are plenty of things to do during the summer months. Additional restaurants and small shops are needed during the winter months for people who come to enjoy the snow and winter activities that are offered here.
- Tours
- Upgrade motels
- Visit institute, boating, swimming, fishing
- Visit of the factory of Welch - Education purposes
- Water park / increased attractions at Midway Park. More places to dock and get out and explore (like Bemus point) on the lake.
- Waterpark at Midway Park, Bemus Point
- Winery tours by bus
- Would love to see the lake in a more useable condition - also long point state Park should be turned into a campground (state) if its dry camping only. Renovate the bathhouse to it's original era
- You are missing the archives, and collections available for historical and genealogy research

Appendix VI

The respondents of this survey provided additional information that would have been helpful in planning a trip to Chautauqua County, NY. The list below includes all their suggestions:

- A calendar listing all the activities by date for the area.
- Additional info on recreational areas, hiking
- Advertise more areas the public can use the lakefront
- Available restaurants, bed & breakfasts
- Better directions
- Better listing of events
- Better maps
- Better summer rental information, particularly more dog friendly rentals.
- Better winery brochures
- Calendar of events online
- Church service information
- Cleaner lake
- Coherent and broken down Listing of timely events.
- Detailed maps and driving instructions - points of interest
- Dining and entertainment opportunities
- Events, wineries, area attractions like zip lining hiking
- Feature more public areas example the lake park near Mayville
- Finding a MORE ECONOMICAL Rate for Shared ride shuttle from Buffalo Airport (round trip) TO Chautauqua
- Fishing bait shops
- Fishing information
- Gas stations and where to park, cost, etc.
- Hiking
- Hogan's Hut Fishing info
- Hotel packages, tours with shuttle services
- Hours and days of operation for attractions
- How to bring out motorhome group to Chautauqua
- How to reserve rooms, they are so hard to get, we've been wanting to visit for years
- If someone want to spend couple of days alone just for a changed how can be arrangedcost, safety ...bcs for a woman...
- Info on wineries
- Information about how many places close down for the winter
- Information on what's going on in area outside the institute and what is not covered in Institute admission.
- Inns, events
- It was helpful, but I always want to supplement what I see in guides like this

- with what I can find on-line (i.e. Tripadvisor)
- Knowing that the attractions around the lake were open seasonally
 - Large maps
 - List of all motels and hotels, restaurants
 - List of facilities/dinning open with hours during October
 - Local rental properties
 - Locations, pricing and specific discounts for locations
 - Lodging
 - Map of places to avoid
 - Map of the area
 - Maps of Jamestown
 - Maps of rural areas
 - More about Southern Tier Brewery more B&B options
 - More advertisement for events in other local markets
 - More cottage rental choices
 - More detailed information about Chautauqua institution. More details on each city or town and what to see and so - seasonally.
 - More detailed map
 - More handicap
 - More information about lodging for those bringing a boat
 - More information on historical sites and restaurants
 - More lodging around Bemus point/maple springs
 - More lodging options & shopping areas
 - More specific camping information
 - Needed to know that most of Chautauqua Institution closes up in Sept
 - Phone numbers & places to visit, shopping
 - Please mail guide
 - Pricing information is always important to us
 - Promote upcoming concerts
 - Readily accessible menus for restaurants
 - Restaurants listed by food style and price range
 - Reviews of restaurants & wineries
 - Scandinavian Fest Gerry, NY Tulip Fest, Cymer, NY
 - Send me an email when u stop cutting the weeds your destroying the lake
 - The hotels and things to do.
 - Things to see & do
 - Tour of Welch's Manufacturing and more camp grounds.
 - Travel guide
 - Waterside lodging
 - Where its safe to swim. so much concern about green algae
 - Would like earlier opening season entertainment schedule.