

Expenditures by Nonmotorized Recreationists in the Adirondack Park

By JOHN T. OMOHUNDRO

Abstract

Hikers, paddlers, and cyclists at six sites in the central and northern Adirondack Park were interviewed about their outdoor recreation activities and expenditures. Interviews were conducted on 46 randomly-selected half-days for a 4% sample of time periods between late May and late August, 2000.

From interview results, I estimate that 6,075 parties or 17,750 persons entered the backcountry at these points during the summer. Parties were in the Park an average of 3.6 days, during which time each person spent an average of \$25-\$42 locally for services such as gas, food, lodging, shopping and admission fees.

Many parties were also carrying gear purchased at some time in the Adirondack Park, averaging \$75-\$115 worth of gear per person. These results compare well with those collected in Maine and other New York State parks. I estimate that all visitors to the six sites spent one to two million dollars in services for the summer, two to four million dollars in services for the year.

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The Granola Myth

There is a frequently-quoted perception among business owners and elected officials in the Adirondacks that motorized recreationists, such as snowmobilers and powerboaters, are much bigger spenders than hikers, snowshoers, and paddlers. A letter writer to the *Adirondack Explorer* proclaimed, "Snowmobilers will spend \$100 for every dollar a hiker spends." (June 2001, p 27). Some town supervisors in the Park make similar remarks: "[Hikers] bring their water bottles and granola bars, and that's it." (*Adirondack Explorer*, June 2001, p 26.)

Hikers are considered to be small spenders, I suspect, because they are less visible than the snowmobilers to the businesses they patronize. Their gear is not prominent in the parking lot. Hikers arrive at trailheads — and restaurants — every month of the year. Hence their impact on the Adirondack tourist economy resembles a constant hum in the background, inevitably slipping out of awareness.

This belief that hikers don't spend much is even widespread among hikers, as indicated by recent discussions on the Adirondack 46er hikers' Internet discussion list. The "granola myth," as it

is known, is that the typical non-motorized recreationist enters the Park with what he needs in his pack, then paddles or hikes for the day and returns home without ever spending any money.

Information about how recreationists spend their money in the Adirondack Park will affect policy for both regulation and development. If people believe that hikers don't spend money, then they won't invest to develop tourist facilities for hikers, and they will be less likely to support the addition of wilderness regions to the Forest Preserve for hikers.

Some recreationists, such as the snowmobilers, have spent time and money to get out the word about their impact (e.g. MRSI 1998). By comparison, I found the literature on the expenditures of nonmotorized recreationists to be fragmentary and poorly accessible. Hence I conducted a pilot study to answer two questions:

1. How much do walkers, cyclists, hikers and paddlers spend on services during a trip to the Adirondacks?
2. Are these outdoors enthusiasts carrying gear purchased within the Adirondacks and, if so, what is the dollar value of that gear?

This report of that pilot study describes its methods and the

analysis of the results, which challenge the "granola myth." The findings will then be compared to some other surveys of recreationists' spending in New York and Maine.

The Survey

My environmental studies students, Shane La Gray and Karen Sauther, and I modified a structured interview used by the Maine Audubon Society (Environmental Policy Options 1997). After two pretests we settled on a protocol of 11 questions taking about 10 minutes (copies are available from the author). Shane and Karen, as the interviewers, asked about the characteristics of the respondent and his/her party, frequency of visits to the Adirondacks, forms of recreation within the Park conducted in the last two years, money spent for services on this trip, and the source and cost of gear on hand.

Six sites in the northern and central Adirondacks were chosen¹ to include four forms of nonmotorized recreation. Hiking predominates at Cascade Mountain and Ampersand Mountain trailheads. Canoeing predominates at the three launch sites at St. Regis Wilderness Canoe Area (Follensby Clear, Fish Creek, and Upper Saranac), and at the Little Tupper Lake launch site. Mountain biking is conducted on the trails at Whiteface Mountain ski facility. The more casual woodswalking is found on the nature trails at the Visitors' Interpretive Center in Newcomb.

Site selection was not random, but observation times at a site were random. Interviewers could not be at all six sites simultaneously and

and every day, so we compiled a random sample of the 192 half-days between May 22 and August 25, 2000 at each of the six sites. Following a time-allocation technique developed by Daniel Gross (1984), Shane and Karen attempted to visit each site at least once on each of the days of the week, once in the morning and once on another occasion in the afternoon. For each visit, they stationed themselves at trailheads or launch sites for a three-hour period, attempting to interview every visitor. They collected data on 46 half-days, or 4% of the 96-day summer period.

During these half-days Karen

ed 95 items of information, which were rated on a coding system and entered into a spreadsheet. Spreadsheet data were then double-checked against the original field survey form by at least one person other than the fieldworker.²

Who is Out There

Altogether, 568 people were in the parties participating in these 195 interviews, for an average of 2.9 persons per party. Fieldworkers observed that they missed talking to 20% of visitors while on site, so a total of 710 people in 243 groups were passing through the six sites during all the sample periods. Pro-

Table 1

Number of parties interviewed between May 22 and August 25, 2000, by day of week and time of day of interview

Day of week	Number of mornings	Interviews in morning	Number of afternoons	Interviews in afternoon	Total interviews
Mondays	1	14	1	6	20
Tuesdays	4	11	3	11	22
Wednesdays	3	20	5	21	41
Thursdays	5	14	3	7	21
Fridays	4	7	3	22	29
Saturdays	5	27	4	14	41
Sundays	1	14	5	7	21
Totals	23	107	24	88	195

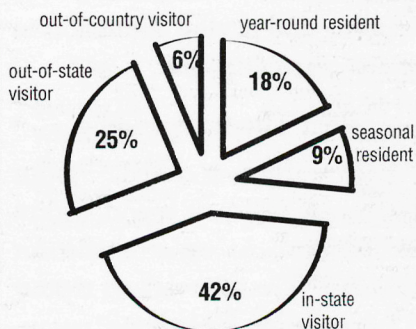
and Shane collected 195 interviews, involving at least one member of the visitor party. Cooperation was very high; interviewers were refused only twice all summer, resulting in a 99% participation rate. Sometimes activity at the sites was too high to talk with everyone passing by the trailhead, but interviewers were able to interview 80% of all parties they saw.

A completed survey form yield-

jecting from this 4% time sample, I estimate that 6,075 groups totalling 17,750 people visited these six sites during the entire summer period (late May to late August).

Permanent or seasonal Adirondack residents made up about a quarter of all respondents. New York state residents outside the Park made up 42% of respondents (Figure 1). Forty-four percent of groups were all-male, yet 46% were mixed

Figure 1
Origins of Respondents in Trailhead Interviews, N=195



gender and 10% were all-female, revealing a higher participation by females than I had expected. Groups were not all young people, either: 53% of groups included at least one individual over 40 years old.

What They're Doing

The profile of the outdoors enthusiast emerging from these data challenges the stereotype of the young, penny-pinching male hiker or paddler group which is day-tripping to the Park for a low-cost outing. We have seen above that many of the recreationists are not "young." Other results which challenge the stereotype are presented in the next two sections.

Few of the groups were camping out at the site where they were interviewed; 79% were visiting the site for the day only. The two sites best equipped for camping — St. Regis Wilderness Canoe Area and Little Tupper Lake Canoe area — attracted the most campers. Thirty-two of the 42 camping parties interviewed were encountered at those two sites.

Nonresident respondents were

staying in the Park an average of 3.6 days (Figure 2). Only 20% of parties were made up of true "day-trippers" who entered and left the Park on the day of their outing. The typical nonmotorized recreationist is a multi-day, multi-purpose Park visitor. It appears, therefore, that in surveys like this the appropriate unit of analysis must be the multi-day

"park visit," which includes recreation in the backcountry. The closest we may approach a party's per-hike expenditures is by its per-day expenditures.

Of the 160 groups of seasonal residents and nonresidents, most include frequent outdoor recreationists in the Park. Two-thirds of the seasonal resident and nonresident

Figure 2
Number of Days in the Park During this Trip, Nonresident Recreationists, N=143

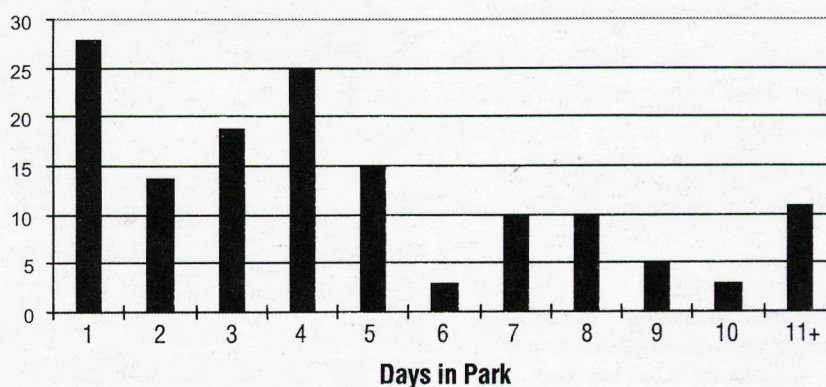
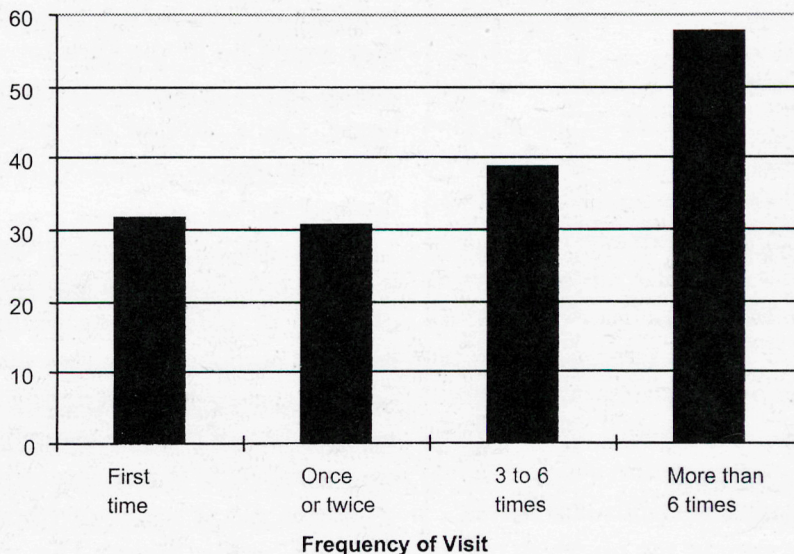


Figure 3
Frequency of Visits Annually to the Park, Seasonal Residents and Visitors, N=160



parties included persons who were in the woods and waters three or more times a year (Figure 3). The majority (64%) of the parties included persons who recreated outdoors in the Park in the fall, and the majority (58%) included persons who recreated outdoors in the Park in the winter.

These outdoor recreationists report that they have engaged in a variety of other active recreations in the Park at some time in the last two years (Table 2). Note the low level of involvement with motorized recreational vehicles except powerboats. It appears that there is little overlap between these respondents and those in snowmobile or other motorized recreational vehicle surveys.

These active recreationists are

Table 2
Number of Respondent Parties participating in Active Recreations in Adirondacks in last two years

Activity	Parties Participating	
	Number	Percent
hike	162	83%
paddle	121	62%
swim	119	61%
scenic drive	95	49%
wildlife viewing	91	47%
photography	87	45%
boatfish	70	36%
backpack	69	35%
shorefish	66	34%
cross-country ski	62	32%
campgrounds	60	31%
downhill ski	55	28%
cycle	50	26%
motorboat	48	25%
snowshoe	45	23%
hunt	27	14%
climb	26	13%
icefish	20	10%
sail	17	9%
competitive sports	15	8%
snowmobile	12	6%
atv	10	5%
motorbike	5	3%

Table 3
Number of Respondent Parties participating in Passive Recreations in Adirondacks in last two years

Activity	Number of parties	Percent of parties
restaurants	153	78%
shopping	140	72%
museum	91	47%
shows	66	34%
spectator sports	46	24%
boat tours	41	21%
theme parks	29	15%
other	17	9%

also spending time and money during their Park visits on more passive entertainments, including shopping, restaurants, and museums or shows (Table 3).

To summarize the findings about recreationists on the trails and canoe waters at these six sites: projecting from the 195 parties interviewed, which comprise 568 people, approximately 17,750 people visited these six sites during the summer. A quarter of the people were permanent or seasonal residents in the Park. Three-quarters of the people were nonresidents, mostly from elsewhere in New York, and they would be in the Park for an average of 3.6 days before returning home. Only 20% of the parties were "daytrippers" described in the Granola myth.

More than half the groups included individuals who were middle-aged or older. Many visitors recreated outdoors in the Park three or more times a year and during all seasons. Few of these recreationists engage regularly in any motorized recreation except some powerboating and scenic drives. The vast

majority were not camping out on this visit to the Park but were patronizing commercial lodgings and eating in restaurants, as well as shopping and paying admission to various entertainments.

What They're Spending

Each party was asked, "About how much will you spend within the Adirondacks on this trip for groceries?" The interviewers repeated this question for lodging, restaurants, gas and auto, guides and tours, rentals, and shopping. Nonresidents were asked to estimate costs associated with their time in the Park. Residents were asked to estimate costs associated with this outing. Rather than ask respondents to recall or estimate exact figures for these expenditures, interviewers invited them to position themselves within a range of expenditures on a simple five-point scale, from "nothing" to "More than \$100."

The total reported expenditures in the Park during this trip by the 195 parties interviewed was \$51,950 (Table 4). That represents 80% of the 243 user groups observed at those sites during sample periods, so all visitors during sample periods spent \$64,730. Projecting from the 4% sample, I estimate that 6,075 parties visited these sites during the summer and spent between \$1.26 and 1.96 million.³

Excluding the seasonal and permanent residents, whose spending is already included in regional economic models, then the total expenditures of visitors from outside the Park to these six sites during the summer is an approximation of the

Table 4
Expenditures, Total and Per Party,
for This Trip, by Adirondack Site

Site	Total Expenditures	Number of Parties	Expenditure per Party
Cascade Mt.	\$16225.00	46	\$352.71
Whiteface cycle	9850.00	30	328.33
Ampersand Mt.	9425.00	33	285.60
St. Regis Canoe	7600.00	38	200.00
Newcomb VIC	5325.00	23	231.52
Little Tupper Lake	3525.00	25	141.00
Totals	\$51,950	195	

economic benefit generated by these nonmotorized recreationists. The 143 nonresident parties, comprising 443 people, whom we interviewed at those sites reported they spent \$41,450 on services during this visit to the Park. Thus the total 178 nonresident user groups we saw, if not interviewed, at those sites during sample periods spent \$51,800 on services. From our sample of 4% of the summer days I project that in the process of paddling or hiking at these six sites, 4,450 parties of nonresidents spent between \$1.0 and 1.6 million in the Park during the summer of 2000.

The average group expenditure within the Park for services associated with this outing at all 6 survey sites is \$207-\$323. The average person spent \$71-\$111 for this trip, or \$25-\$42 per day, which is as close as one will get to the "cost of this outing" in this study because most of the nonresident respondents were only at the survey site during the day yet they were in the Park an average of 3.6 days.

What of the daytrippers of the Granola myth, who are in and out of the Park in one day? In our study

only 29 parties, or 20% of nonresidents, were daytrippers. These parties averaged 2.4 persons and spent an average of \$57 per group, or \$23.75 per person during that one day of play, just slightly less than the range for multi-day visitors.

Note the substantial variation in expenditures per party among the sites. Cascade Mountain hikers and Whiteface Mountain cyclists spend the most, probably because they are based in Lake Placid for this trip. Little Tupper canoeists spend the least, probably because they include the most backcountry campers. Canoers' party size (2.1-2.4 persons) was also smaller than hikers' (3.0 - 3.5 persons).

For what services are these groups spending their money on this trip? Not surprisingly, the highest sums were spent for lodging and food (Table 5). About two-thirds also did some shopping, and a third paid admission to a show or facility.⁴

There is no evidence that weekend trekkers were bigger spenders. There is little difference in average total expenditures between groups interviewed on weekdays and on

weekends. The month of the visit appears to be more important than day of week. Recreationists in June through August spent an average of \$243-\$306 per party for the trip, but the May hikers and paddlers were spending only \$115 per party per trip.⁵ The younger parties (all persons under 40 years) spent a little less for services during their trip to the Park (\$42-\$81 per day) than the older parties (\$60-\$99 per day). On the other hand, the younger parties were big gear buyers, as we'll see below.

The 6,075 parties at the six survey

Table 5
Average group expenditures
by type of service
per trip to the Adirondacks

Type of Service	Average Group Expenditure
lodging	\$54
restaurant	50
groceries	47
gas, auto	41
shopping	39
guides, tours	38
admissions	13
rental equipment	7

sites are estimated to have spent between \$1.26-\$1.98 million for services for the summer. How much did this population of recreationists spend for services for the entire year, anywhere in the Adirondack Park? To make this estimate, I used the per-person, per-day average expenditure and the self-reported number of trips to the Park per year. I then made five conservative assumptions:

1. All first-timers and the one-to-two timers do not recreate again

in the Park this year.

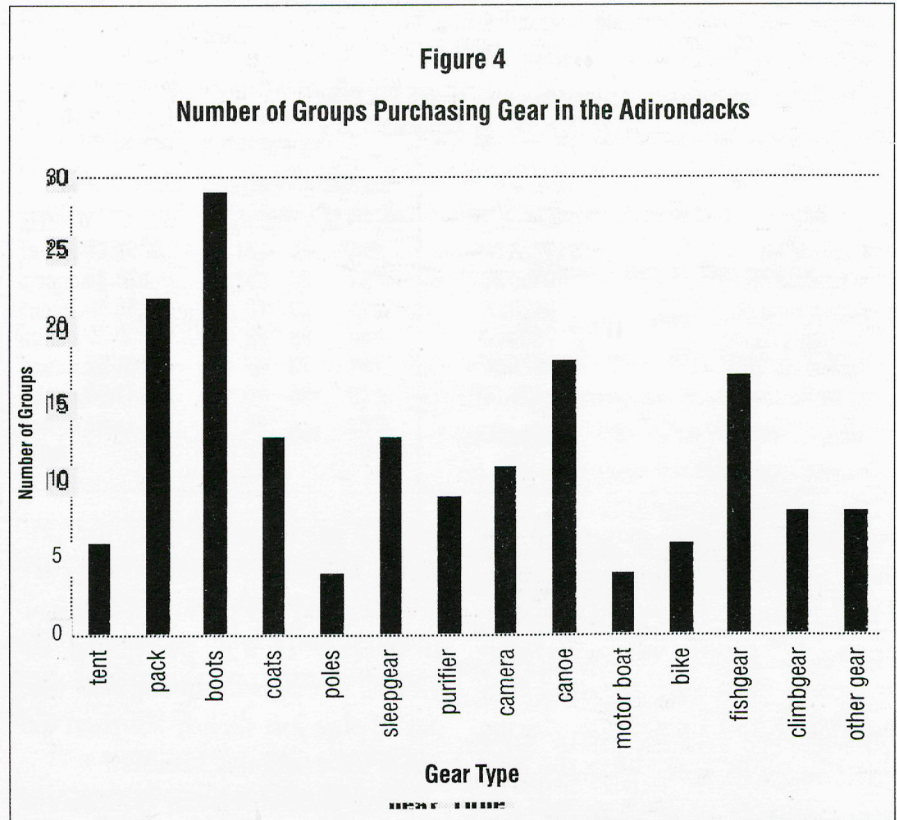
2. All respondents who say they recreate in the Park three to six times a year returned only three times this year, of which this trip is one.

3. All respondents who say they recreate in the Park more than six times a year returned only seven times this year, of which this trip is one.

4. Only one person from each party returned to the Park again this year, accompanied by one other person on each visit, and their outing was not to one of the six sample sites (to avoid double-counting).

5. On other visits to the Park this year, the respondent and companion spent the same amount per day for services (\$25-\$42) as reported in this survey. All returns to the Park by nonresidents are day trips.

Calculating from these very conservative assumptions, some of the recreationists interviewed will visit the Park an additional 605 days this year and spend an additional \$30,200-\$49,600 locally. Their total service expenditures for the year in the Park will be \$82,200-\$101,500. I estimate that the 17,750 people who visited these six sites in the summer of 2000 spent locally between \$2.6 and \$3.2 million during the year on visits involving backcountry outings in the Park. Excluding the seasonal and permanent residents, I estimate that Park visitors who hiked or paddled at these six sites spent \$1.9 - \$2.4 million in the Park during 2000.



How Much Gear Was Purchased in the Park?

Interviewers asked each party "Which of the following pieces of major gear with you today did you acquire within the Adirondacks?" Our goal was not to establish gear expenditures per trip but merely to learn if backcountry recreationists acquired any of their present gear inside the Park, which would represent an additional economic benefit of their activities and merit further study.

If the party acknowledged gear purchased inside the Park, then interviewers asked or estimated the current replacement price. There was no attempt to establish when the gear was purchased, so these figures do not translate into annual gear expenditures. Fieldworkers had familiarized themselves with the

current prices of these items, but estimates of price were conservatively low to discount recent price increases. Fieldworkers inquired about more than a dozen major pieces of gear which were easy to see and for which value was easy to estimate (Figure 4).

The value of all gear purchased within the Park and carried by all respondents when interviewed was \$54,159. Nonresident respondents were carrying about 30% of that total. The average value per party of locally-purchased gear was \$218-\$334, and the average value per person of local gear was \$75-\$115. I estimate the value of all locally-purchased gear carried into those six sites on the days sampled to be \$67,699. For all 6,075 parties at these six sites all summer, I estimate locally-purchased gear to be \$1.34 - \$2.05 million.

The items most frequently purchased in the Park are boots and backpacks. Big-ticket items like canoes and fishing gear are also numerous. The parties made up of 20- and 30-year olds carried the highest average value of local gear (\$739 and \$316, respectively), but subsample sizes are too small to assign any confidence to these averages. Cyclists and canoeists carried the most value in locally-purchased gear (between \$500 and \$600 per party at St. Regis Canoe area and Whiteface cycling trails), and hikers the least (\$169-\$181 per party at Ampersand and Cascade).

Discussion

Even though I repeatedly made analytical decisions which assured quite conservative estimates of recreationalists' expenditures for services and gear, the results were surprising. Contrary to the "Granola Myth," the typical hiker or paddler party enters the Park for a 3- or 4-day visit, during which time they may be hiking and paddling only part of the time. The party is camping out only part of the visit, if at all, and is spending money locally for gear and a wide range of services. The typical party of about 3 people is spending \$207-\$323 locally for services and is carrying gear bought locally (though not necessarily this year) worth \$218-\$334. The six sites represent over 17,000 people spending one to two million dollars in local services during the summer and carrying one to two million dollars in locally-purchased gear.

Although they were not ran-

domly selected and thus are not statistically representative, are these six sample sites in fact typical of the range of destinations for nonmotorized recreationists? They were selected as typical of the more popular sites and thus interviewers were sure to encounter visitors on sample days. Sites like Cascade and Whiteface mountains, located in the High Peaks region and close to commercial centers like Lake Placid, attract parties which spent at the high end of our ranges. Little Tupper Lake canoeing parties represent the low end of the ranges, and visitors to the Newcomb VIC or St. Regis Wilderness Canoe region represent the middle range. Many trailheads and put-ins receive fewer users than the six sites sampled. Their inclusion in the sample would reduce the total money spent by site visitors but would not necessarily reduce the average expenses per party. Notice, for example, that in Table 4 that the number of parties interviewed at a site is unrelated to the average party expenditure.

Our results are similar to those of trailhead interview surveys of recreationalists in other state parks. Expenditures per group in four

Table 6
Mean expenditures per party per day, Four New York State Parks near Urban Areas, 1984

Locale	Campers	Day users
Watkins Glen Park	45.68	75.48
Cumberland Bay Park	57.94	33.74
Saratoga Spa Park	--*	60.20
Green Lakes Park	36.35	18.21

*no camping facilities

(from Connelly, Brown and Allee 1986 (Expenditures adjusted for inflation; \$1.00 in 1984 = \$1.68 in 2000)

Table 7

Average Amount spent in Rangeley State Park area per tourist group, by expense category, July-August 1997

Expense category	Amount spent
lodging	\$310.39
retail shopping	106.04
restaurant	99.49
groceries	70.84
rentals	27.50
gas	24.57
miscellaneous	19.71
guides	19.43
Total for stay	\$677.97
Average per day*	\$123.26 - 147.38

*Number of days in stay = 3.6-5.5
(from table 4 in Environmental Policy Options, LLC 1997)

Table 8

Average Expenditures Per Person for Gas, Food, and Lodging, per day and per year, Snowmobile Recreation in New York and Human-powered Recreation in Adirondack Park

Recreation type	Parties reporting	Annual expenditures	Daily expenditures
Snowmobile	200	\$ 392	\$ 91
Human-powered	113	\$ 211 - 342	\$ 22 - 31

Sources: Snowmobile data for 1996 from MRSI 1998; Adirondack hiker/paddler data for 2000 from author. Rounded to nearest dollar.

New York State parks near urban areas were surveyed in 1984 (Table 6). There is much variation in these mean expenditures because of significant differences in park location and visitor behaviors. Nevertheless, party daily expenditures, adjusted for inflation, bracket our findings of \$58.21-\$99.41 in the Adirondack Park.

Similar results were found in an interview survey of visitors to Rangeley State Park in western Maine in 1997. The data are summarized in Table 7. Like our Adirondack respondents, these Maine visitors were also in the park for an average stay of 3.6 days. Three-quarters of the visitors had come the park for nonmotorized recreation such as hiking, paddling, and cycling. The interviews were conducted only in July and August, and thus — if Maine is like the Adirondacks — omits a month or so of smaller spenders, which if they were included would push the Maine average closer to ours. The average Maine party's daily expenditures (\$123-\$147) exceed those found in the Adirondacks (\$58-99), primarily because of higher expenditures for lodging.

How does hikers' spending compare to spending by motorized recreationists such as snowmobilers? I examined selected expenditures reported in the "Snowmobiling in New York" mail survey (MRSI 1998, Table 2), based on 445 returns (a 15% return rate) from a 5% sample of the 59,000 households with registered snowmobiles in 1996. Of those snowmobilers returning questionnaires, 42.7% had spent money for motels in New

York State during an average of 4.3 nights out that year; 47.2% had purchased meals in the state, and 87% had bought gas/oil in the state. I compared the approximately 200 snowmobile households who spent money for food and lodging during overnights anywhere in the state to the 113 nonresident Adirondack outing parties who spent at least one night in the Park.⁶

The results in Table 8 show that during an overnight trip a snowmobiler spends three or four times as much per day as a hiker spends, but only a little more per year, because the hiker goes out more often. These data support the "background hum" concept of hiker spending described at the beginning of this report. That is, the hiker's 20 or 30 dollars a day don't attract much attention among service providers, but by the end of the year Park visitors who hike and paddle spend nearly as much as a snowmobiler spends. Because hikers and paddlers outnumber snowmobilers, their "background hum" could be the dominant sound.

The Trail Ahead

This report of a small pilot study is presented to inspire other researchers to expand and improve upon it. We surveyed during only one season of one year — a rather wet and cool one. These results need confirmation by additional surveying in other years, other sites, and other seasons. Improvements can be made in sampling and interview protocol.⁷

Good data are expensive; each interview cost about \$20 in labor

and transportation. Nevertheless, a procedure relying on interviews at a sample of sites and times is a solid method for retrieving meaningful and representative data from which generalizations can be made. Randomly sampling times at the sites has allowed me to generalize about the whole summer, if only for the six sites sampled, and to estimate behavior for the entire year, if only by the people visiting the sample sites.

This survey has presented data suggesting that the "granola myth" of nonmotorized recreationists misrepresents their behavior and spending patterns. Most hikers and paddlers are spending more than one day in the park and they are spending money for services such as food and lodging. During their visit, they also shop at stores in the Park, where they make substantial outdoor gear purchases. Our Adirondack data on expenditures are supported by similar results from other state parks in New York and in Maine.

The data suggest that lands restricted to use by human-powered recreationalists can still generate income for the nearby communities. They also suggest that if the State or a private entrepreneur invests in facilities which attract the hiker and paddler, there will be a financial return.

Notes

1. This pilot study did not attempt a random sample of sites. A nonprobability sample such as ours does not permit statistical extrapolation to the entire Park, or generalization about all Adirondack non-

motorized recreationists or about their behavior in other seasons, although I hazard a few estimates. Most figures in this report refer only to the six sample sites for the summer of 2000 (see note 3).

2. Shane La Gray and Karen Sauter collected the data, entered it, helped analyze it and ponder its significance, then presented our results at the Adirondack Research Consortium conference in May, 2001. Thanks to Susan Omohundro for assistance in data analysis and editing. Thanks also to Dr. James Terhune for advice on statistical analysis. This research was supported by grants from SUNY Potsdam's Faculty-Undergraduate Student Research Program and United University Professions' Professional Development Program.

3. Estimating total expenditures by all visitors all summer to these six sites (the "parameter statistic") from the expenditures by those interviewed at these six sites (the "sample statistic") generates an interval within which one may be sure, at a chosen level of confidence, that the statistic for the total population falls. Thus I report the estimate as a range — the projected figure plus or minus the confidence interval. The interval is a function of the size of the sample, my decision to be 95% certain I am encompassing the average, and the standard deviation of the data used for the projection. (Bernard 1995:77)

4. Why is the lodging expenditure figure low, if visitors stayed an average of 3.6 days in the Park? Recall that one quarter of respon-

dents are permanent or seasonal residents, whose longer-term housing expenses are not included in this survey. Also, 21% of the parties were camping out, either in the backcountry or at commercial or state campgrounds, for part of their stay in the Park.

5. Why so few expenditures in May? A third of these May trekkers are residents, who attribute few expenditures to the outing. Also, May's nonresident visitors stayed fewer days in the Park (3 days average) than did later nonresident visitors (5 or 6 days average).

6. The average household had 1.8 snowmobile licenses, so that number is treated here as the party size. I assigned one-third of the snowmobilers' annual gas/oil expenditures to their overnight trips. These assumptions tend to increase the average snowmobiler's expenditures in Table 8. Annual snowmobiler expenditures are based on respondent recall; daily expenditures are annual figures divided by 4.3, the average number of nights out per year. Daily hiker/paddler expenditure averages are those of our summer 2000 survey. Annual hiker/paddler expenditures are conservatively extrapolated from summer spending levels and the reported frequency of returns to the Park, as described earlier.

7. To improve the sampling, a random sample of Adirondack sites, stratified by recreational purpose, is needed. The sample of days and times at those sites should be increased to 5-10% (ours was 4%). Rather than estimate hiker behavior

in other seasons, the study should include fall outings and backcountry skiing and snowshoeing.

To improve the interview, the protocol should more accurately capture expenses in the higher ranges. It should establish what respondents are doing in the Park on the days when they are not at the site where they were interviewed. It should determine what was the primary draw to the Park, to establish if the draw was the outdoor recreation. Finally, the interview should ask in what places the money was spent, in order to map the economic impact of these visitors.

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THE COLLEGE OF THE ADIRONDACKS

Paul Smith's, the College of the Adirondacks, is one of the most exciting and progressive institutions of higher education in America today. The 14,000-acre campus made up of lakes, forests and streams provides a unique natural laboratory for an unparalleled education in forestry, ecology and natural resource majors.

Opportunities for students in hotel, resort and tourism management and culinary programs at Paul Smith's are endless. Students spend time working in all facets of the College-owned and operated Hotel Saranac as well as properties throughout Saranac Lake and Lake Placid — frequently named the number one resort destination in America. In addition, students are provided the opportunity to travel to France and to destinations throughout the United States to broaden their hospitality and culinary experiences.

As a neutral, yet pro-active facilitator and mediator, the College has been engaged in nurturing a stronger regional community through the establishment of numerous initiatives, resources and partnering commitments to improve the quality of life for residents in the Adirondack Park — such as the Joan Weill Adirondack Library. While the Park continues to gain notice as an excellent example of how human and natural communities can coexist within environmentally-sensitive areas, Paul Smith's College is building on its reputation as the educational resource for how this is accomplished.

BACCALAUREATE DEGREES OFFERED BY PAUL SMITH'S COLLEGE

- **Biology**
- **Natural Resources**
- **Recreation, Adventure Travel & Ecotourism**
- **Business Management & Entrepreneurial Studies**
- **Hotel, Resort & Tourism Management**
- **Culinary Arts & Service Management**

“ . . . the Adirondacks is more than just a beautiful woods. It's the world's largest experiment in ecological restoration, one of the globe's four or five great conservation stories. It's a spot with a vital story to tell, and the people of Paul Smith's College are the ones to spread the word.”

- Bill McKibben, College Trustee and author of *The End of Nature* and other books on the environments.