

# The Discovery Trail – Survey of Visitors 2008

## Summary Report

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# 1. Purpose

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Ithaca's Discovery Trail (DT) consists of eight members: Cayuga Nature Center, Cornell Lab of Ornithology, Cornell Plantations, The History Center in Tompkins County, Johnson Museum of Art, Museum of the Earth at PRI, Sciencenter, and Tompkins County Public Library. The Discovery Trail, in association with the Convention and Visitors Bureau and the Strategic Tourism Planning Board would like to better understand who the current visitors to the eight members of the Discovery Trail are. The overall goal is to increase attendance at these eight Discovery Trail locations. A survey was conducted in July 2008 and this study is a follow-up to determine the impact of the marketing strategies that were implemented.

## 2. Methodology

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### Objectives

The specific objective of the survey was to gather basic information from visitors to the eight Discovery Trail locations to get a gauge of who these visitors are. A very short face-to-face interview (see *Appendix A*) was conducted with individuals who were visiting each of the eight locations during the month of July, 2008. This is a follow-up study to a study originally conducted in July, 2004.

### Sampling

It was desired to obtain a random sample of visitors to the eight Discovery Trail locations during the month of July. Survey data was collected at each location at four different times across days of the week and times within the day. See *Appendix B* for a detailed survey schedule. The goal was to survey at least 15 visitors at each location at each time period for a minimum of 60 interviews per location overall. Interviewers were posted at each location for three hours and instructed to conduct as many interviews as possible during this three hour period. Below is the number of completed interviews per location. The goal was to complete 60 interviews at all locations except for the Cayuga Nature Center and the History Center. There were not enough visitors to either of these two places for the interviewers to meet the targets within the allocated time.

Over half of all respondents indicated they or members of their party were from out-of-county, where out-of-county was defined as residing any place outside of Tompkins County (TC) (see *Appendix A* for a list of zip codes defining Tompkins County on the questionnaire). A Tompkins County resident indicated a Tompkins County zip code otherwise they were coded as not being from Tompkins County. A Tompkins County resident can have non-residents in their party so the numbers of respondents who are not Tompkins County residents and those respondents with non-residents in their party varies.

## Number of Completed Interviews by Location

Location	Total	Not TC	From TC
Cornell Lab of Ornithology	61	37	24
Cayuga Nature Center	37	22	15
Cornell Plantations	61	41	20
Johnson Museum of Art	64	49	15
Museum of the Earth	60	47	13
Sciencenter	60	46	14
Tompkins County Public Library	63	15	48
The History Center	20	10	10
Over All Locations	426	267	159

## Data Analysis

### Reporting of Results

Presented in this report are the frequency of responses by question by location and whether or not they lived in Tompkins County. Percentages reported exclude those who refused or did not answer a particular question.

### 3. Executive Summary

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The survey was conducted during the month of July, 2008.

#### Who completed the survey?

A total of 426 visitors at the following locations:

61	Cornell Lab of Ornithology
37	Cayuga Nature Center
61	Cornell Plantations
64	Johnson Museum of Art
60	Museum of the Earth
60	Sciencenter
63	Tompkins County Public Library
20	The History Center

*Are out-of-county visitors frequenting these locations, and where do visitors reside?*

66.7% have out-of-county members in their party  
33.3% are from Tompkins County → vast majority from Ithaca

*How large are the out-of-county traveling parties, on average?*

2	adults
1	child under the age of 18

Among all visitors, the Sciencenter is where the larger party sizes on average were, with most parties consisting of 2 adults and 2 children, while The History Center and the Tompkins County Public Library were the locations with the smallest party sizes (averaging 1 adult and no children).

Among non-resident visitors, the largest average party sizes can be found at the Sciencenter and the Cayuga Nature Center (2 adults, 2 children), while the History Center and the Tompkins County Public Library are visited by the smallest party sizes (average 1 adult and no children).

#### How were all out-of-county visitors distributed?

17.6%	at the Johnson Museum of Art
17.6%	at the Sciencenter
16.9%	at the Museum of the Earth
15.5%	at the Cornell Lab of Ornithology
15.1%	at the Cornell Plantations
8.1%	at the Cayuga Nature Center
5.6%	at the Tompkins County Public Library
3.5%	at the History Center

## **Of those parties surveyed, what percentage contains out-of-county visitors?**

- 66.7% of those surveyed contain out-of-county visitors
- 84.2% of Sciencenter visitors contain out-of-county visitors
- 80.0% of Museum of the Earth visitors contain out-of-county visitors
- 77.8% of Johnson Museum of Art visitors contain out-of-county visitors
- 72.1% of Cornell Lab of Ornithology visitors contain out-of-county visitors
- 70.0% of Cornell Plantations visitors contain out-of-county visitors
- 62.1% of Cayuga Nature Center visitors contain out-of-county visitors
- 50.0% of History Center visitors contain out-of-county visitors
- 25.8% of Tompkins County Public Library visitors contain out-of-county visitors

## **What is their familiarity with the area?**

*How do visitors hear about the Discovery Trail location they are visiting?*

### Non-Tompkins County Residents have heard of the location from...

- 33.1% friends/family
  - 48.7% among Cornell Lab of Ornithology visitors
  - 47.6% among Cayuga Nature Center visitors
- 23.3% had been to the location before
  - 32.7% among Johnson Museum of Art visitors
  - 26.8% among Cornell Plantations visitors
  - 26.7% among Tompkins County Public Library visitors
- 14.3% Driving through/Driving by
  - 33.3% among Tompkins County Public Library visitors
  - 28.3% among Sciencenter visitors
- 11.3% Referral\*
  - 21.9% among Cornell Plantations visitors
  - 20.0% among History Center visitors
- 4.5% Website\*\*
  - 8.7% among Sciencenter visitors
  - 6.1% among Johnson Museum of Art visitors

### Tompkins County Residents have heard of the location from...

- 63.1% Been here before
  - 70.8% among Lab of Ornithology visitors
  - 68.4% among Cornell Plantations visitors.
- 17.2% Friends/family
  - 26.7% among Cayuga Nature Center visitors
  - 26.3% among Cornell Plantations
- 8.3% Driving through/Driving by
  - 14.3% among Sciencenter visitors
  - 12.5% among Tompkins County Public Library visitors

*\* Referral responses included:*

- *Cornell faculty*
- *Tompkins County Visitor Bureau*
- *Summer camp*
- *Master Gardener program at Extension*



\*\* Websites:

- Tompkins County Visitor Bureau website ([visitithaca.org](http://visitithaca.org))
- Websites of the Discovery Trail attraction (Cornell Lab or Ornithology, Tompkins County Public Library, etc)
- Cornell University's website

*Have visitors heard of the Discovery Trail?*

38.5% of all visitors have heard of the Discovery Trail

Non-Tompkins County Residents

26.6% of non-Tompkins County residents have heard of the Discovery Trail  
46.7% of TC Public Library visitors have heard of the Discovery Trail  
40.9% of Cayuga Nature Center visitors have heard of the Discovery Trail  
32.7% of Johnson Museum of Art visitors have heard of the Discovery Trail

Tompkins County Residents

58.5% of Tompkins County residents have heard of the Discovery Trail  
75.0% of TC Public Library visitors have heard of the Discovery Trail  
64.3% of Sciencenter visitors have heard of the Discovery Trail  
60.0% of History Center visitors have heard of the Discovery Trail  
60.0% of Johnson Museum of Art visitors have heard of the Discovery Trail

*Did the Discovery Trail location they were visiting influence non-residents' decisions to come to Ithaca/Tompkins County?*

31.0% yes, it influenced the decision

*Average length of stay:* 5 nights

*With:*  
41.3% staying with friends/family  
28.5% staying in other places  
25.6% staying in a hotel  
4.7% staying in a bed and breakfast

Overall, the top sources of awareness about the area are living here or nearby and friends or family. After that, driving by and referral played a major role. Only a small fraction of respondents cited a website as a way that they heard about the site. Thus, marketing efforts should be concentrated on residents to encourage Discovery Trail as a destination for visits by family and friends in Tompkins County.

For non-residents specifically, who make up over half of those visiting the various Discovery Trail locations, word-of-mouth from friends or family in the area is clearly the main source of information for these visitors as they decide what to do during their visit. Meanwhile, residents are impacted both by just living in the area (and what they see and hear around town) as well as by their friends and family members. Clearly, then, having a strong focus on customer satisfaction is critical. There is also a significant opportunity to heighten awareness of the Discovery Trail concept, as two-fifths (41.5%) of residents and almost three-quarters of non-residents (73.4%) have not heard of the Discovery Trail. The Tompkins County Public Library and the Cayuga Nature Center had the lowest percentage of visitors from out-of-county and had one of the highest differences in the awareness of the nonresidents against Tompkins County residents.

## 4. Demographics

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### Where do visitors reside?

Most of the visitors surveyed at Discovery Trail attractions were *not* from Tompkins County (37.3% reside in the county, 62.7% reside outside the county).

Visitors were asked if any of the members in their party were from out-of-county. More than two-thirds (66.7%) of all respondents indicated they *or* members of their party were from out-of-county. Table 1 reports the number of respondents who said they had members in their party from out-of-county by location. The locations where there were more out-of-county visitors were Sciencenter (84.2%), Museum of the Earth (80%), and the Johnson Museum of Art (77.8%). Fewer out-of-county visitors were found at Tompkins County Public Library (25.8%) and the History Center (50.0%).

**Table 1: Any Members in Party from Out-of-county?**

Location	# of Visitors	% Yes
Cornell Lab of Ornithology	44	72.1
Cayuga Nature Center	23	62.1
Cornell Plantations	43	70.0
Johnson Museum of Art	50	77.8
Museum of the Earth	48	80.0
Sciencenter	50	84.2
Tompkins County Public Library	16	25.8
The History Center	10	50.0
Over All Locations	284	66.7

For those who reported having some members of their party from out-of-county, they were then asked how many of these were adults 18 years or older, and how many were children, under 18 years of age.

Out of *all* visitors with out-of-county guests (whether or not they themselves indicated they lived in Tompkins County), the average out-of-county party size was 2 adults and 1 child (see Table 2). The Sciencenter had the largest average party sizes of out-of-county guests, with parties generally consisting of 2 adults and 2 children and the History Center is where the smallest party sizes were averaging 1 adult and no children (note that the History Center has a very small sample size). The number of children in the out-of-county parties varied across location, with the Cornell Plantations, the Cornell Lab of Ornithology, and the Tompkins County Public Library having on average no children in the out-of-county parties.

**Table 2: Average Out-of-county Party Size (All Visitors with Out-of-county Visitors in their Party)**

Location	#	Adults		Children <18	
		Mean	s.d.	Mean	s.d.
Cornell Lab of Ornithology	44	1.95	0.83	0.41	1.01
Cayuga Nature Center	23	1.83	0.89	1.03	1.54
Cornell Plantations	43	2.17	1.27	0.36	1.08
Johnson Museum of Art	50	1.94	0.77	0.53	1.17
Museum of the Earth	48	2.13	1.08	0.95	1.28
Sciencenter	50	1.65	0.69	1.53	1.65
Tompkins County Public Library	16	1.35	0.15	0.16	0.77
The History Center	10	1.4	0.22	0.05	0.22
Over All Locations	284	1.89	0.94	0.64	1.26

Looking at party size only of those who were not from Tompkins County, again the average out-of-party size consisted of 2 adults and 1 child over all the Discovery Trail locations (see Table 3). The Cayuga Nature Center and the Sciencenter are where the larger party sizes on average were, with parties consisting of 2 adults and 2 children overall, while The History Center and the Tompkins County Public Library were the locations with the smallest party sizes (averaging 1 adult and no children). At all the other locations, the party sizes consisted of 2 adults on average. The number of children in the out-of-county parties varied more across location, with the Cornell Lab of Ornithology, Tompkins County Public Library, and the History Center having, on average, no children in the out-of-county parties. The Cornell Plantations, Johnson Museum of Art, and the Museum of the Earth had 1 child on average in the parties, while the Sciencenter and the Cayuga Nature Center averaged 2 children per party.

**Table 3: Average Out-of-county Party Size (Visitors Not From Tompkins County with Out-of-county Visitors in their Party)**

Location	#	Adults		Children <18	
		Mean	s.d.	Mean	s.d.
Cornell Lab of Ornithology	37	1.92	0.68	0.49	0.99
Cayuga Nature Center	22	1.86	0.89	1.73	1.67
Cornell Plantations	41	2.05	1.14	0.54	1.29
Johnson Museum of Art	49	1.92	0.76	0.69	1.29
Museum of the Earth	47	2.15	1.08	1.17	1.34
Sciencenter	46	1.70	0.69	1.78	1.70
Tompkins County Public Library	15	1.40	0.63	0.33	0.90
The History Center	10	1.40	0.70	0.10	0.32
Over All locations	267	1.89	0.89	0.96	1.43

**Table 4: Demographic Characteristics of Households**

Household Characteristics	Not TC	From TC
Average Mean Income	\$79,004	\$64,123
Average Median Income	\$61,147	\$52,057
Minimum average income	\$12,500	\$51,925
Maximum average income	\$234,233	\$76,777
Average Mean Household Size	2.46	2.42
Minimum Average HH size	1.00	2.17
Maximum Average HH size	3.29	2.56

The source of the data in Table 4 is from 2008 Claritas. Using the Claritas data, for each zip code the mean household income, median household income, mean household size and median household size was provided. Looking at the average of all the average household incomes across the zip codes, those visitors not from Tompkins County had significantly higher average household incomes than those visitors who reside in Tompkins County (\$79,004 vs. \$64,123 respectively). Although the minimum average household income for those who do not reside in Tompkins County was significantly less than those who reside in Tompkins County (\$12,500 vs. \$51,925 respectively), the maximum average household income is more than three times the maximum average income in Tompkins County (\$234,233 vs. \$76,777). Looking at average household size, there is not any significant difference between Tompkins County residence and non-Tompkins County residence (2.4 vs. 2.5 respectively).

# 5. Results

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## A. How Did They Hear About the Discovery Trail Location?

Visitors were asked how they heard about the place they were visiting. Figures 1-9 show the percentages reporting how they heard about the location.

Overall, 63.1% of Tompkins County residents have been to the location before. Non-Tompkins County residents, on the other hand, cite friends/family as the predominant source of their awareness (33.1%). After that, non-residents have been to the location before (23.3%) or drove by the location (14.3%).

Unlike in 2006, very few respondents cited “other” sources of awareness.

Key differences in source of awareness by location include the following (See Table 5):

<u>Visitors to...</u>	<u>Non-residents are more likely to mention...</u>	<u>Residents are more likely to mention...</u>
Cornell Lab of Ornithology	Friends/family (48.7%)	Been here before (70.8%)
Cayuga Nature Center	Friends/Family (47.6%)	Been here before (46.7%)
Cornell Plantations	Friends/family (31.7%)	Been here before (68.4%)
Johnson Museum of Art	Been here before (32.7%)	Been here before (66.7%)
Museum of the Earth	Friends/Family(27.7%)	Been here before (61.5%)
Sciencenter	Friends/Family (34.8%)	Been here before (50.0%)
TC Public Library	Driving by (33.3%)	Been here before (66.7%)
History Center	Friends/family (30.0%)	Been here before (55.6%)

**Table 5: Source of Awareness by Location**

Source of Awareness	All Locations		Cornell Lab of Ornithology		Cayuga Nature Center		Cornell Plantations		Johnson Museum of Art	
	Not TC	From TC	Not TC	From TC	Not TC	From TC	Not TC	From TC	Not TC	From TC
<b>Number of visitors</b>	<b>267</b>	<b>159</b>	<b>37</b>	<b>24</b>	<b>22</b>	<b>15</b>	<b>37</b>	<b>24</b>	<b>49</b>	<b>15</b>
	%	%	%	%	%	%	%	%	%	%
Friends/Family	33.1	17.2	48.7	16.7	47.6	26.7	31.7	26.3	26.5	13.3
Referral	11.3	2.6	5.4	0.0	4.8	6.7	21.9	0.0	16.3	0.0
Radio	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newspaper/magazine	1.5	1.9	2.7	0.0	0.0	6.7	2.4	0.0	0.0	0.0
Been here before	23.3	63.1	24.3	70.8	23.8	46.7	26.8	68.4	32.7	66.7
We drove by	14.3	8.3	5.4	8.3	4.8	6.7	4.9	5.3	12.2	0.0
Kids came on field trip	1.9	1.9	0.0	0.0	14.3	6.7	0.0	0.0	0.0	6.7
Website	4.5	2.6	5.4	4.2	0.0	0.0	4.9	0.0	6.1	13.3
Other	9.4	2.6	8.1	0.0	4.8	0.0	7.3	0.0	6.1	0.0

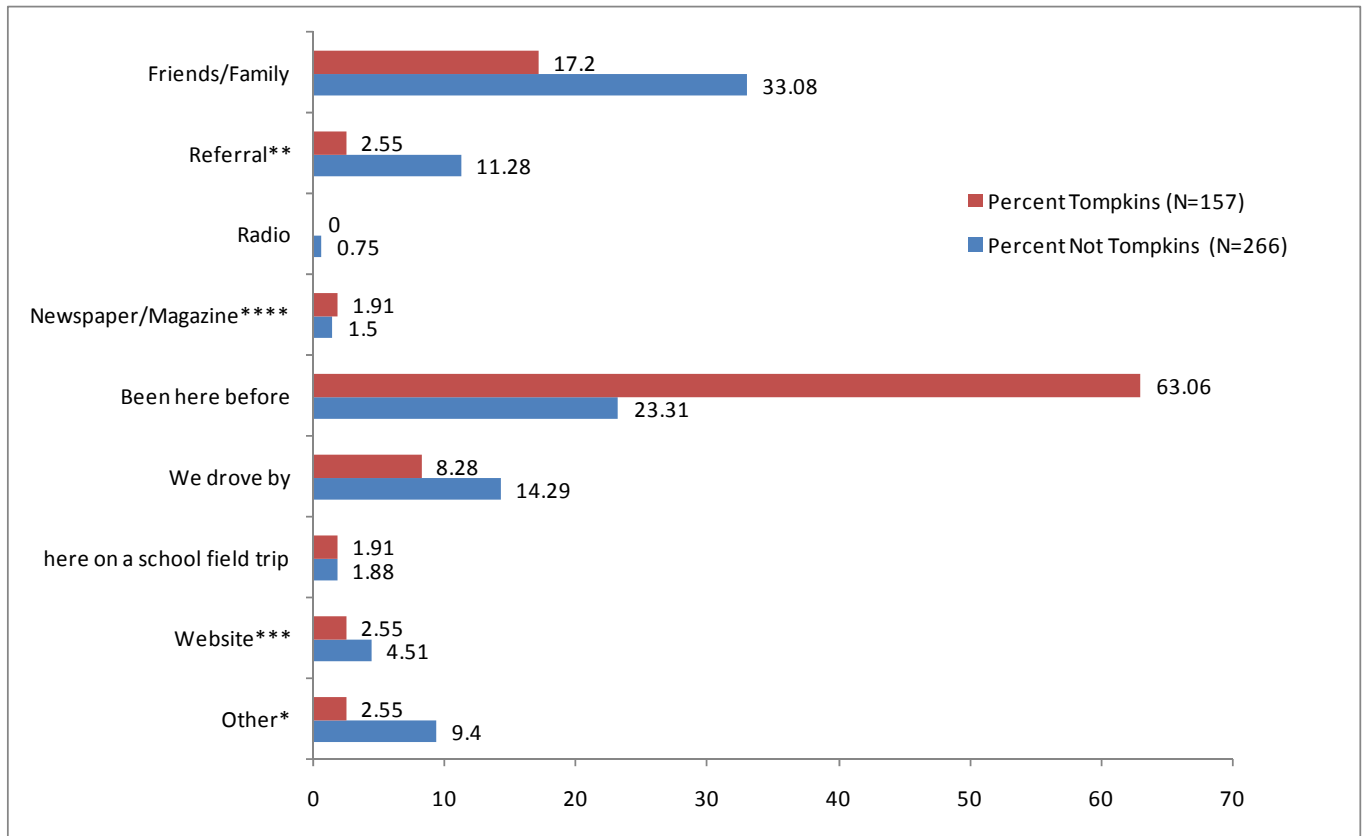
NOTE: Shaded boxes represent locations where the source of awareness of the location is notably different than at other locations

**Table 5: Source of Awareness by Location (continued)**

Source of Awareness	All Locations		Museum of the Earth		Sciencenter		Tompkins County Public Library		The History Center	
	Not TC	From TC	Not TC	From TC	Not TC	From TC	Not TC	From TC	Not TC	From TC
<b>Number of visitors</b>	<b>267</b>	<b>159</b>	<b>47</b>	<b>13</b>	<b>46</b>	<b>14</b>	<b>15</b>	<b>48</b>	<b>10</b>	<b>10</b>
	%	%	%	%	%	%	%	%	%	%
Friends/Family	33.1	17.2	27.7	23.1	34.8	14.3	13.3	14.6	30.0	0.0
Referral	11.3	2.6	14.9	0.0	0.0	0.0	6.7	2.1	20.0	22.2
Radio	0.8	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newspaper/magazine	1.5	1.9	4.3	15.4	0.0	0.0	0.0	0.0	0.0	0.0
Been here before	23.3	63.1	12.8	61.5	23.9	50.0	26.7	66.7	0.0	55.6
We drove by	14.3	8.3	14.9	0.0	28.3	14.3	33.3	12.5	20.0	11.1
Kids came on field trip	1.9	1.9	4.3	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Website	4.5	2.6	2.1	0.0	8.7	0.0	0.0	2.1	0.0	0.0
Other	9.4	2.6	14.9	0.0	4.4	21.4	20.0	0.0	30.0	11.1

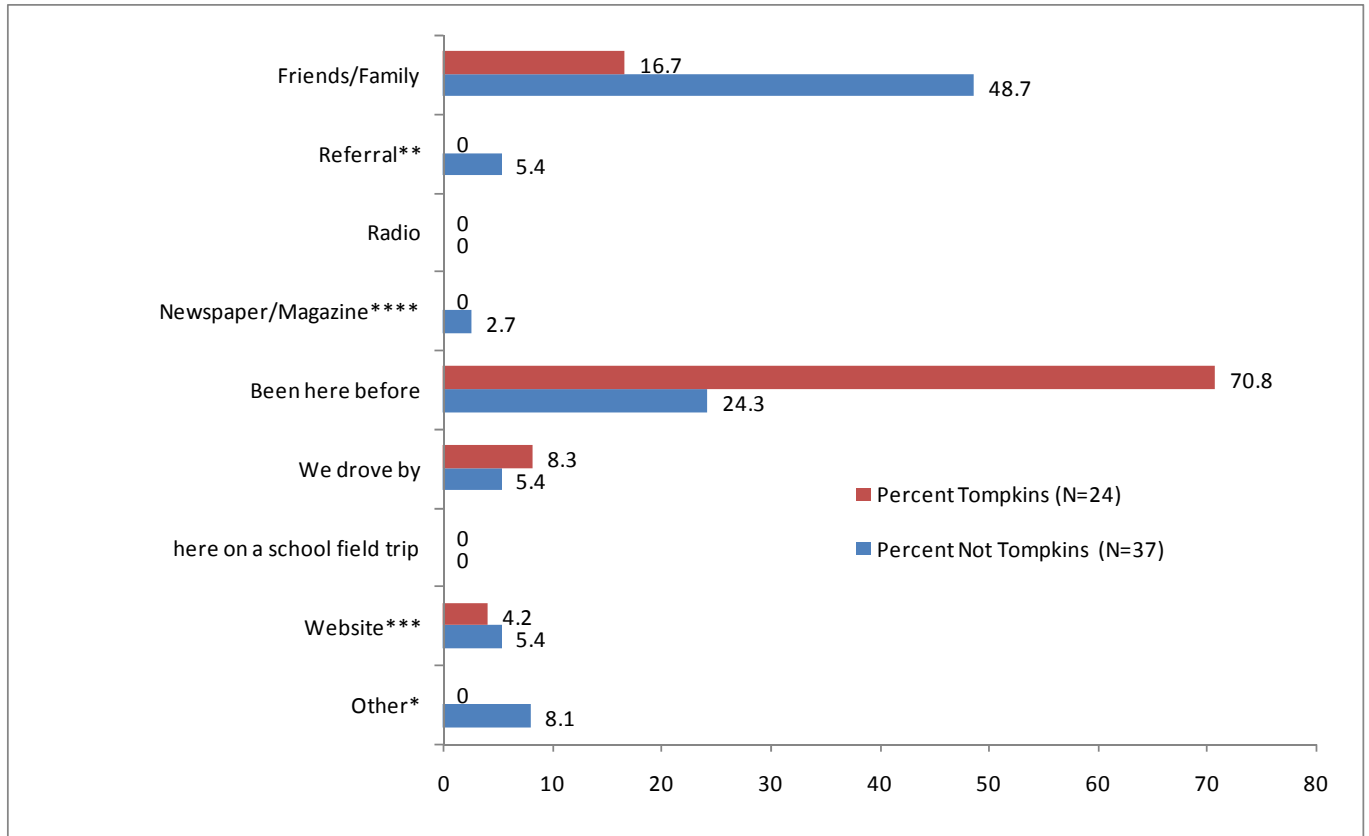
NOTE: Shaded boxes represent locations where the source of awareness of the location is notably different than at other locations

**Figure 1: How They Heard of Discovery Trail Location (All Locations)**



- \* AAA Tour book (2)
- \*\* Professor at Cornell University (8), Tomkins County Visitor Bureau (6), CAU Tour (2)
- \*\*\* Cornell website (4)
- \*\*\*\* Ithaca Journal (4), AAA Going Places (2)

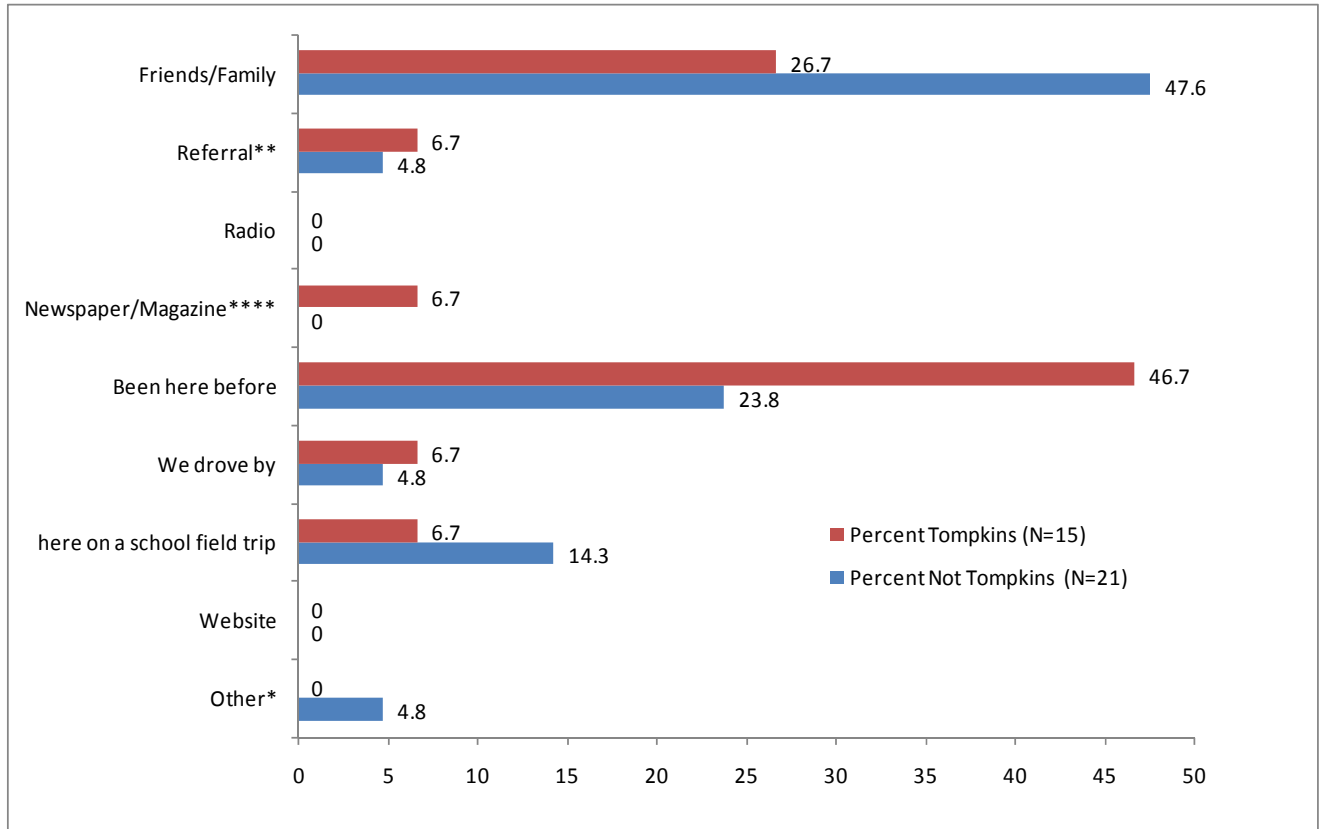
**Figure 2: How They Heard of Discovery Trail Location (Cornell Lab of Ornithology)**



\* Book: Birds of New York State (1), NY Conservation Magazine (1)  
 \*\* Tompkins County Visitor Bureau (21)  
 \*\*\* Cornell Lab of Ornithology website (2)  
 \*\*\*\* Other newspaper/magazine (1)

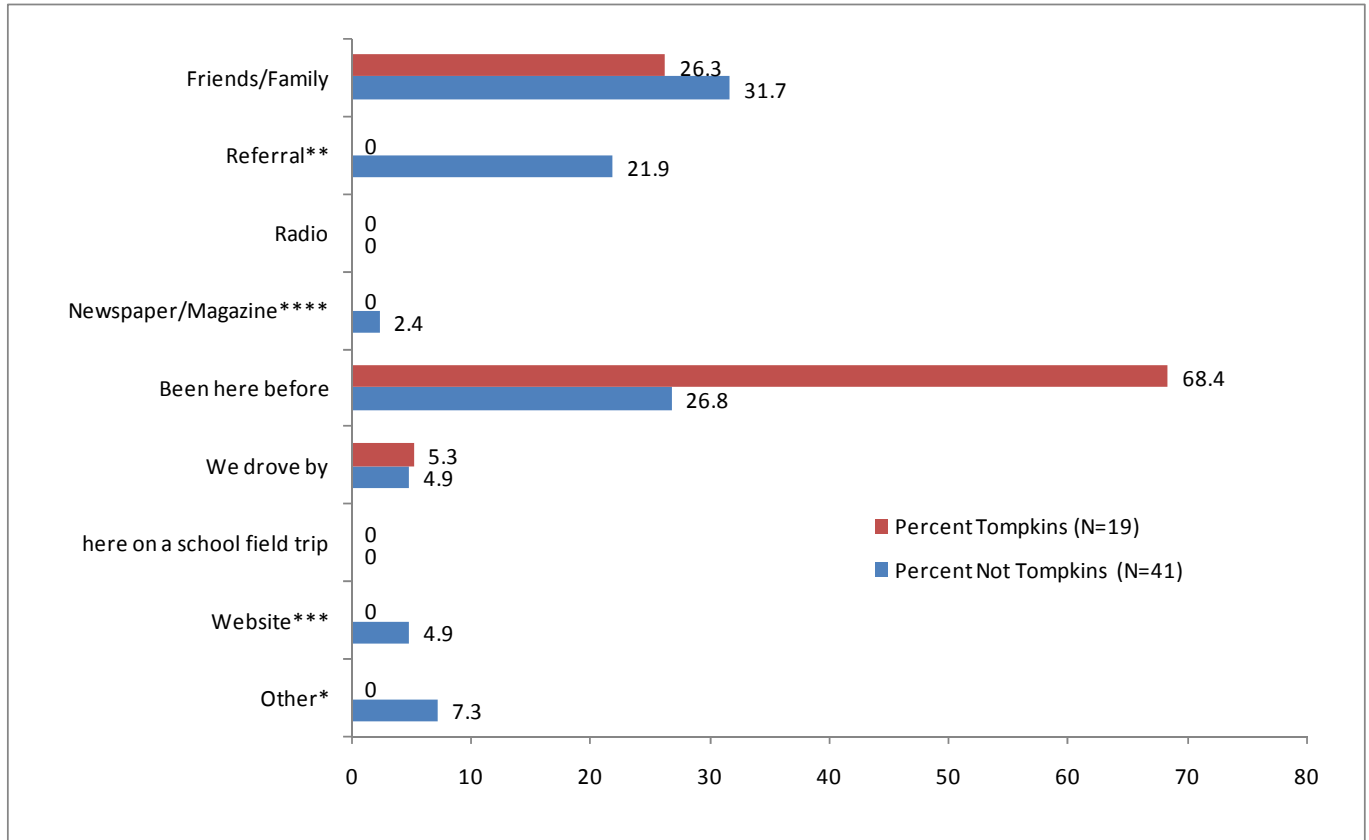


**Figure 3: How They Heard of Discovery Trail Location (Cayuga Nature Center)**



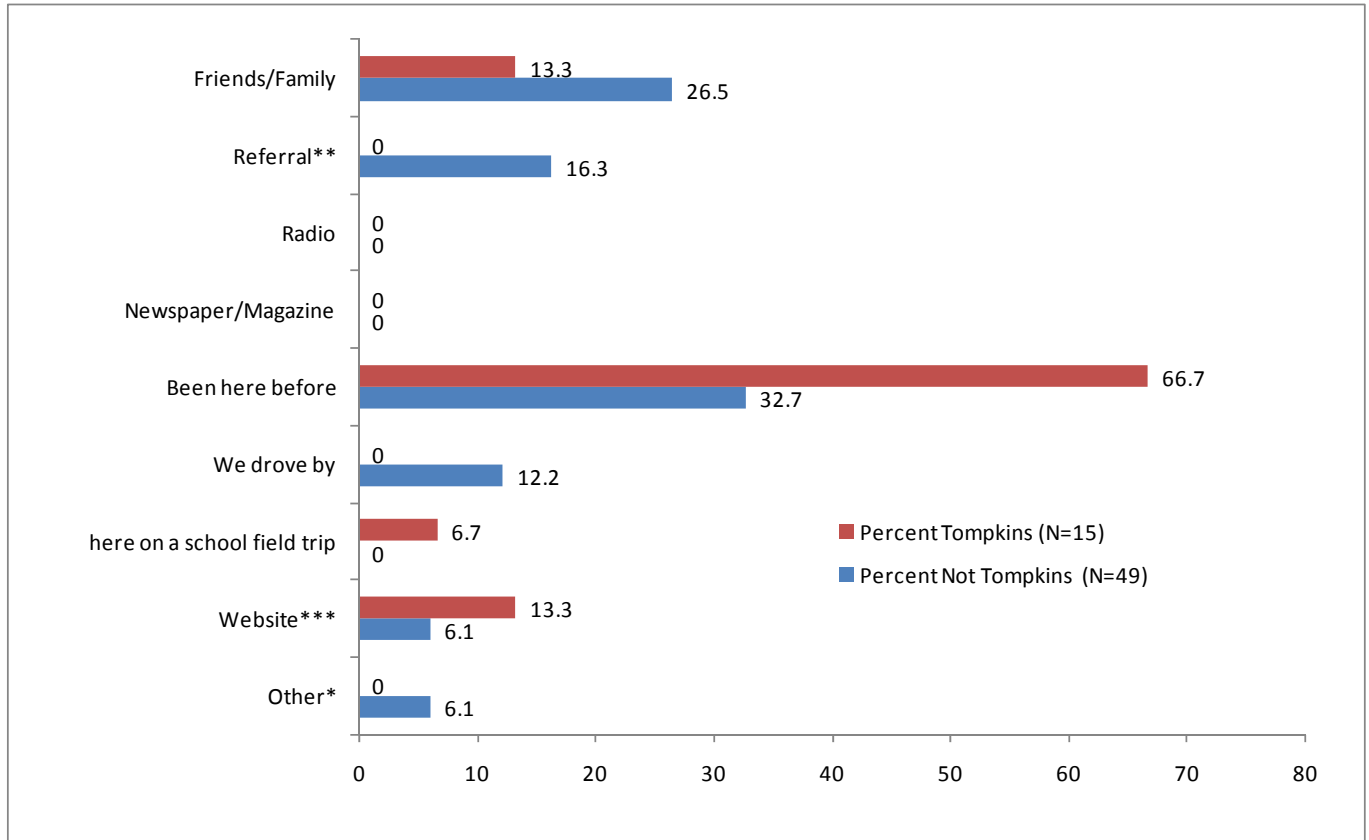
\* Finger Lakes Guidebook (1)  
 \*\* Summer program (2)  
 \*\*\* Ithaca Journal (1)

**Figure 4: How They Heard of Discovery Trail Location (Cornell Plantations)**



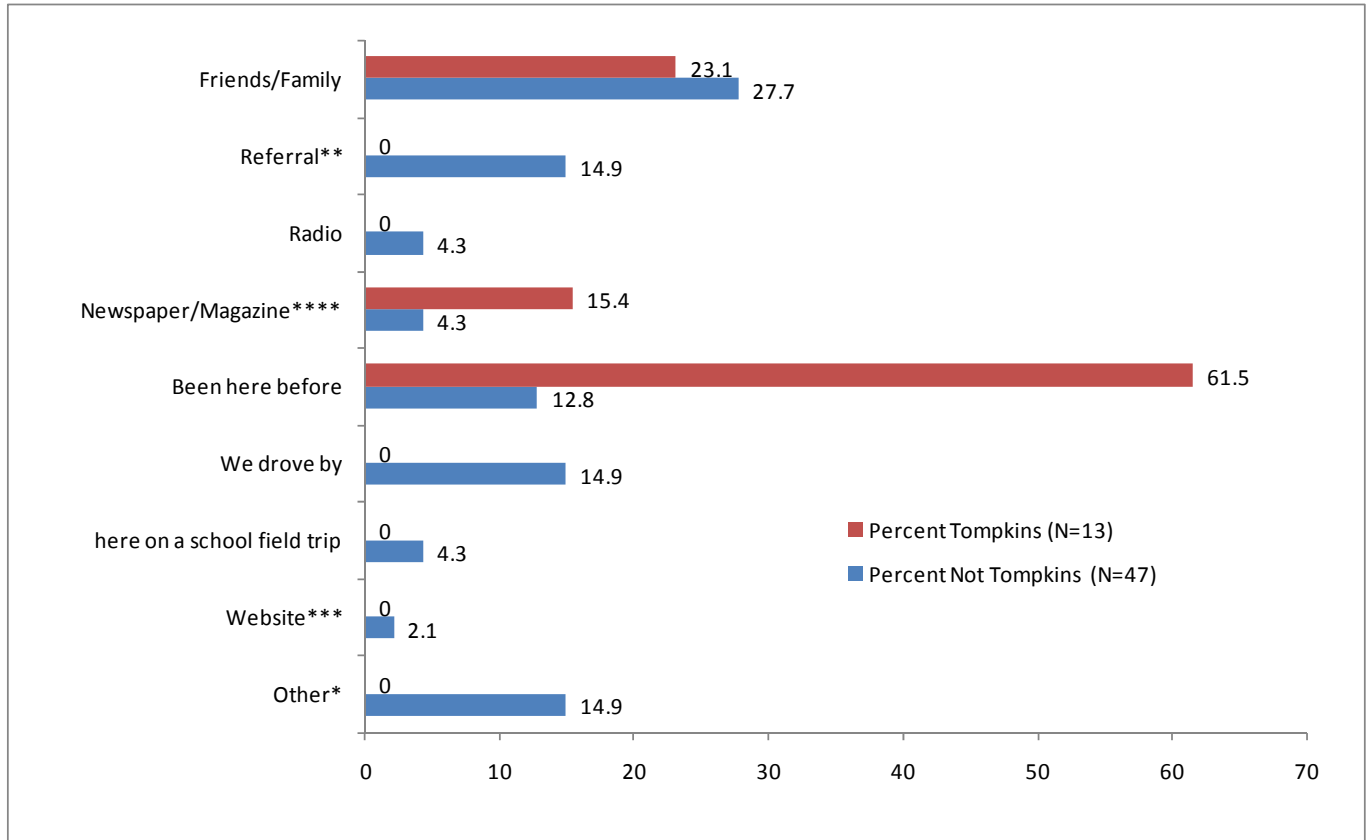
\* CAU Tour group (2), Cornell Plantations brochure (1)  
 \*\* Chamber of Commerce (1), Master Gardener (1), Cooperative Extension (1)  
 \*\*\* visitithaca.com (1), Finger Lakes Information Site (1)  
 \*\*\*\* Ithaca Journal (1)

**Figure 5: How They Heard of Discovery Trail Location (Johnson Museum of Art)**



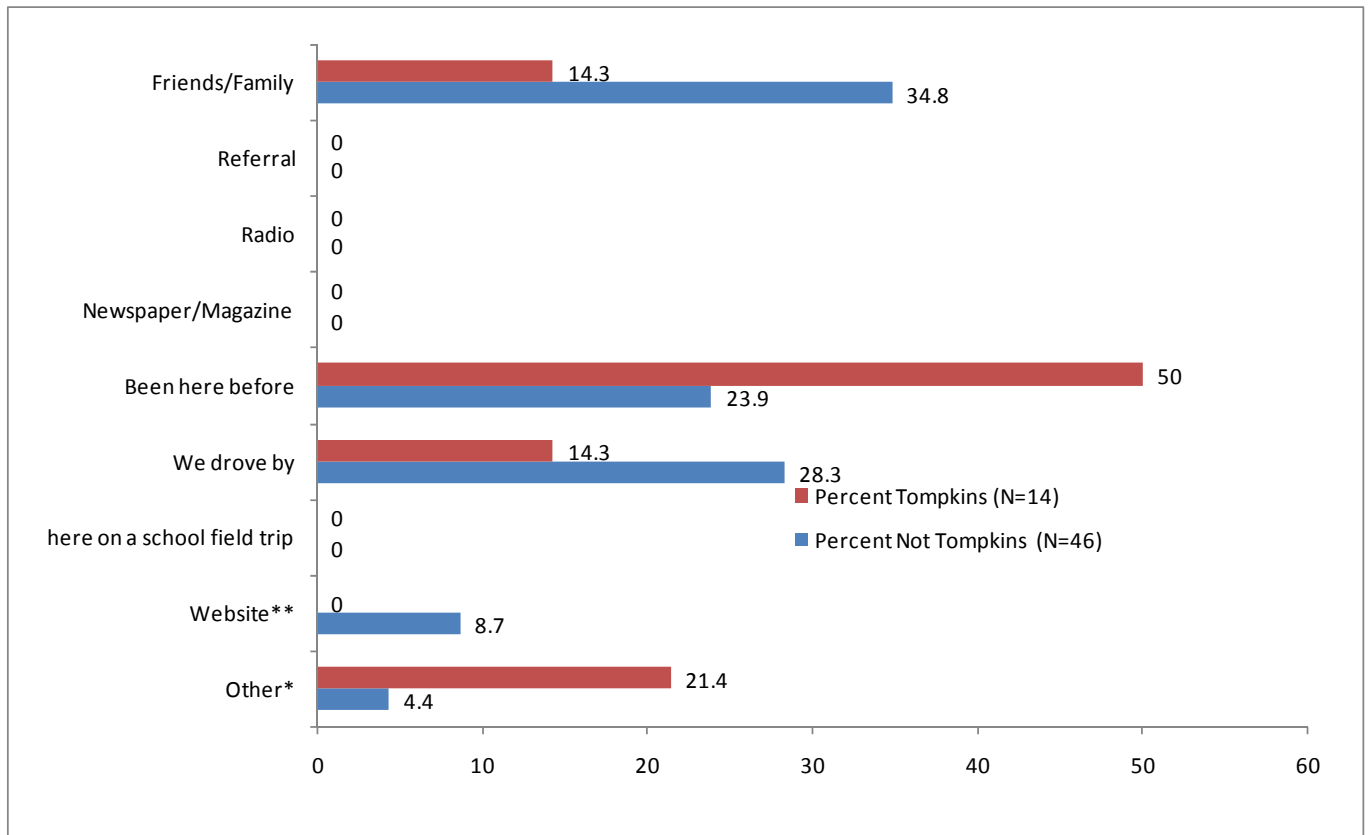
\* Discovery Trail flyer (1), Cornell graduate (1), Moon Travel Guide to NYS (1)  
 \*\* Professor at Cornell University (6), TCPL Reference Desk (1), Tompkins County Visitor's Bureau (1)  
 \*\*\* Cornell website (3), Museum website (1), TC Visitor's Center (1)

**Figure 6: How They Heard of Discovery Trail Location (Museum of the Earth)**



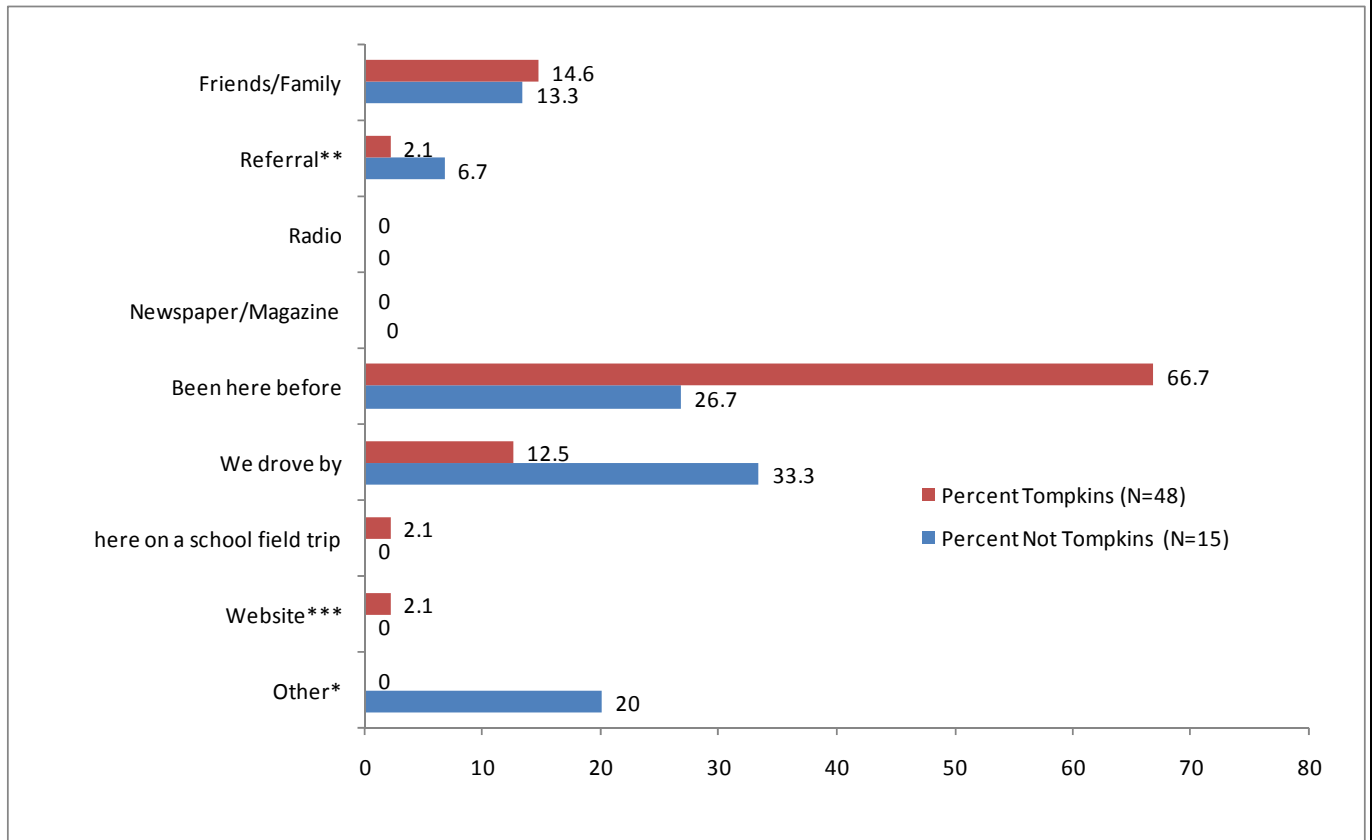
\* Discovery Trail brochure (1), Ithaca is Gorges flyer (1), map of Ithaca (1)  
 \*\* Airstream Rally Host (2), AAA Tour Book (1), Fossil/Gemshow at NYS Fair (1), Prof/Teacher (2), Tompkins County Visitor Bureau (1)  
 \*\*\* Visit Ithaca website  
 \*\*\*\* AAA (1), Ithaca Journal (1)

**Figure 7: How They Heard of Discovery Trail Location (Sciencenter)**



\* magazine in the hotel (1), used to work here (1)  
 \*\* Cornell website (1), Google (1), Sciencenter website (1)

**Figure 8: How They Heard of Discovery Trail Location (Tompkins County Public Library)**

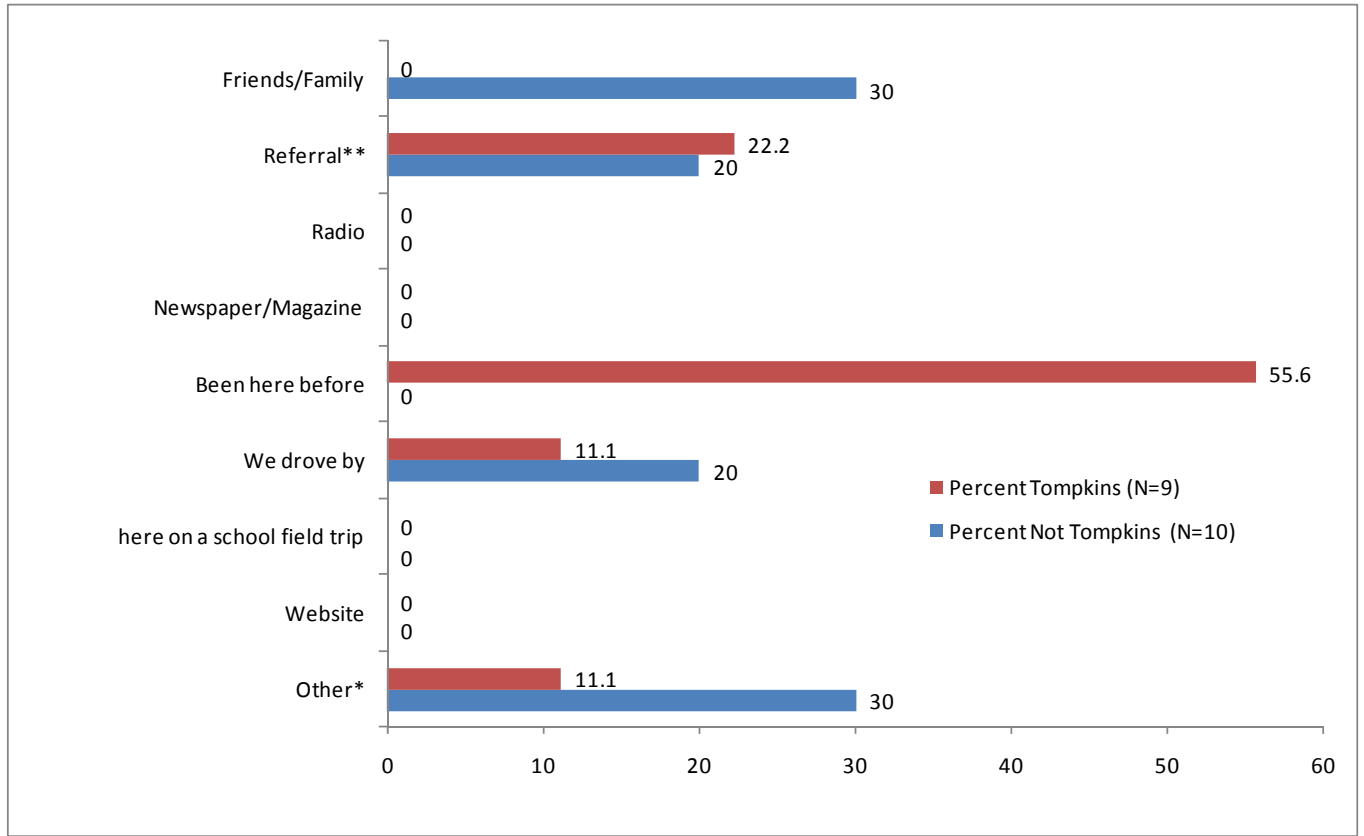


\* Looked it up in the phone book (1), Discovery Trail brochure (1)

\*\* Tompkins County Visitor's Bureau (1)

\*\*\* Google (1)

**Figure 9: How They Heard of Discovery Trail Location (History Center)**



\* Joe's Diner – Ithaca, NY (1), sign on the Commons and downtown (1)

\*\* Historic Ithaca (1), Prof at Cornell (1), Tompkins County Visitor's Bureau (1)

## B. Have They Heard of the Discovery Trail?

When asked if they had heard of the Discovery Trail, almost forty percent of respondents (38.5%) reported that they had heard of the Discovery Trail. Table 6 gives the percentages who said they had heard of the Discovery Trail by location as well as for those who live in Tompkins County versus those who do not. Respondents who were from Tompkins County were almost twice as likely to have heard of the Discovery Trail as respondents not from Tompkins County (58.5% for Tompkins County residents and 26.6% for those outside Tompkins County). However, this trend did not hold true for each individual location. At the Sciencenter, 64.3% of residents of Tompkins County responded they had heard of the Discovery trail versus only 19.6% of non-residents. Though the sample size is small, 60% of Tompkins County residents visiting the History Center heard of the Discovery Trail, while only 20% of non-residents had. There were some similarities. For example, visitors from outside Tompkins County were most likely to report hearing of the Discovery Trail at the Tompkins County Public Library (46.7%) and the Cayuga Nature Center (40.9%). Respondents from Tompkins County were for the most part more likely to report knowledge of the Discovery Trail at the Tompkins County Public Library (75%), the Sciencenter (64.3%), the History Center (60%), and the Johnson Museum of Art (60%).

**Table 6: Percent Reporting Having Heard of the Discovery Trail**

Location	Total		Not TC		From TC	
	#	%	#	%	#	%
Cornell Lab of Ornithology	19	31.1	9	24.3	10	41.7
Cayuga Nature Center	17	45.9	9	40.9	8	53.3
Cornell Plantations	15	24.6	7	17.1	8	40.0
Johnson Museum of Art	25	39.1	16	32.7	9	60.0
Museum of the Earth	19	31.7	12	25.5	7	53.8
Sciencenter	18	30.0	9	19.6	9	64.3
Tompkins County Public Library	43	68.3	7	46.7	36	75.0
The History Center	8	40.0	2	20.0	6	60.0
Over All Locations	164	38.5	71	26.6	93	58.5



**Did any of the Discovery Trail locations have an influence on their decision to visit Ithaca/Tompkins County?**

Those visitors who said they had heard of the Discovery Trail were then asked if any of these locations had an influence on their decision to visit Ithaca or Tompkins County. Table 7 reports the percentage of out-of-county visitors who said that the Discovery Trail location influenced their decision to visit Ithaca or Tompkins County. Two thirds (66.7%) of out-of-county visitors said that the Sciencecenter influenced their decision to visit Ithaca/Tompkins County. Forty-four percent of Cayuga Nature Center visitors were influenced to visit Tompkins County based on that location. One out of three Cornell Lab of Ornithology visitors said that the Discovery Trail location influenced their decision to visit.

**Table 7: Discovery Trail Location Influenced Their Decision to Visit Ithaca/Tompkins County (Visitors Not From Tompkins County Who Had Heard of the Discovery Trail)**

Location	# Heard of DT	# Influenced	% Influenced
Cornell Lab of Ornithology	9	3	33.3
Cayuga Nature Center	9	4	44.4
Cornell Plantations	7	1	14.3
Johnson Museum of Art	16	3	18.8
Museum of the Earth	12	3	25.0
Sciencecenter	9	6	66.7
Tompkins County Public Library	7	2	28.6
The History Center	2	0	00.0
Over All Locations	71	22	31.0

Those not from Tompkins County were asked how many nights they stayed in Tompkins County on their visit. The average length of stay was 5 nights. Table 8 shows where the visitors stayed during their visit. A plurality (41.3%) stayed with family or friends. Five respondents stayed at the Hilton Garden Inn. The Ramada Inn and the Comfort Inn were cited by 4 respondents each. Three respondents said they stayed at the Taughannock Farms Inn. Only 8 respondents stayed in a bed and breakfast.

**Table 8: Where Out of Town Visitors Stayed**

Where Visitor Stayed in Tompkins	Number	Percent
Hotel	44	25.6
Bed and Breakfast	8	4.7
Friends/Family	71	41.3
Other (camping, etc)	49	28.5
Over All Locations	172	100.0

# 6. Appendix

## A. Questionnaire



### SURVEY OF VISITORS TO TOMPKINS COUNTY: DISCOVER SURVEY

Prepared by: The Survey Research Institute (SRI) Cornell University

Interviewer Initials \_\_\_\_\_ Date of Interview \_\_\_\_/\_\_\_\_/\_\_\_\_ Approx. Time \_\_\_\_:\_\_\_\_

Location:  CLO  CNC  CP  JMA  MOTE  SC  TCPL  HC

Hello, my name is \_\_\_\_\_ and I work at Cornell University. We're conducting a short interview with visitors on behalf of the Ithaca Discovery Trail in association with the Convention and Visitors Bureau. The goal of the survey is to understand your needs as a visitor to this site and to understand how you learned about this site. Your participation is completely voluntary, you may choose not to answer any questions you don't want to answer, and it's completely confidential; none of the information you provide will be used in any way to permit identification of you. The survey will take less than 3 minutes.

Q1. What is your home zip code?

**Tompkins County ZIP codes for reference:**

Brooktondale 14817	Caroline 14881	Cayuga Heights 14850	Danby 14850	Dryden 13053
Enfield 14850	Etna 13062	Freeville 13068	Groton 13073	Ithaca 1485[0-2], 14853 (Cornell)
Jacksonville 14854	Lansing 14882	Newfield 14867	Slaterville 14881	
Trumansburg 14886	Ulysses 14886		Springs	

IF RESPONSE IS ANY OF THE ABOVE ZIP CODES, ASK:

Q2. Are any members of your party from out-of-town (fill in one)?  Yes  No

IF YES, ASK TO INTERVIEW AN ADULT MEMBER OF THE PARTY FROM OUT OF TOWN

IF NO, CONTINUE INTERVIEW WITH AN ADULT MEMBER OF PARTY.

Q3. Including yourself, how many people in your group are from *out-of-town*? \_\_\_\_\_ adults \_\_\_\_\_ children (under 18 years old)

Q4. How did you *primarily* hear about this place (fill in one)?

- Friends/Family
- Referral (where? e.g. TC visitor's center) \_\_\_\_\_
- Radio (which station?) \_\_\_\_\_ (Interviewer: see attached, fill in code)
- Newspaper/Magazine (which one?) \_\_\_\_\_ (Interviewer: see attached, fill in code)
- Been here before
- We drove by
- Kids came here on a school field trip/birthday party/etc
- Website (which one?) \_\_\_\_\_
- Other (please specify) \_\_\_\_\_

Q5. Have you heard of the Discovery Trail (fill in one)?  Yes  No

Q6. Which other sites from this list have you visited?

- Cayuga Nature Center
- Johnson Museum of Art
- Cornell Lab of Ornithology
- Museum of the Earth at PRI
- Cornell Plantations
- Sciencenter
- The History Center in Tompkins County
- Tompkins County Public Library

Q7. Did any of the above sites influence your decision to visit Ithaca/Tompkins County (fill in one)?

- Yes  No  NA - Live here - Survey complete

Q8. How many nights are you spending in Tompkins County? \_\_\_\_\_ number of nights

Q9. Where are you staying in Tompkins County:

- Hotel - name of property \_\_\_\_\_
- B&B - name of property \_\_\_\_\_
- Friends/Family
- Other (e.g. camping)

## B. Survey Schedule

### Discovery Trail Survey Schedule - July, 2006 - Must Complete 15+ - NO Eligibility Requirement

Week	Time	Tues	Wed	Thurs	Fri	Sat
<b>1) 7/1 to 7/5</b>	9-10:30am				not working	
	11-12:30		TCPL - Janel	JMA - Janel	on July 4	CP - Janel
	1:30-3	MOTE - Dani	CLO - Janel			HC - Janel
	6-7:30pm		CNC 1-3:30 - Cem			SC 3-4:30pm
<b>2) 7/8 to 7/12</b>	9-10:30am					
	11-12:30	SC - Cem	MOTE - Janel	CP - Frieda	CLO - Frieda	JMA - Frieda
	1:30-3			TCPL - Frieda	CNC - Frieda	HC - Frieda
	6-7:30pm					
<b>3) 7/15 to 7/19</b>	9-10:30am					CLO 9:30 - 11 am - Janel
	11-12:30		SC 2-3:30 pm - Cem	HC - Janel	JMA - Janel	
	1:30-3			CNC 4-5:30 pm - Janel	CP - Janel	MOTE - Frieda
	6-7:30pm				TCPL 3:30-5pm - Janel	
<b>4) 7/22 to 7/26</b>	9-10:30am					
	11-12:30		JMA - Frieda	CLO - Frieda		CNC - Frieda
	1:30-3	HC - Frieda	CP - Frieda	MOTE - Frieda		TCPL - Frieda
	6-7:30pm				SC-3-4:30 - Frieda	
<b>5) 7/29 to 7/31</b>	9-10:30am					
	11-12:30					
	1:30-3					
	6-7:30pm					

## C. Frequency Distribution of Home Zip Codes:

### All Visitors

ZIP code	Freq.	Percent
01002	1	0.24
01060	1	0.24
01071	1	0.24
01609	1	0.24
01720	2	0.49
01760	1	0.24
01940	1	0.24
02138	1	0.24
02474	1	0.24
02492	1	0.24
03844	1	0.24
04083	1	0.24
04351	1	0.24
05654	1	0.24
05746	1	0.24
05819	1	0.24
05866	1	0.24
06066	1	0.24
06085	1	0.24
06437	1	0.24
06883	1	0.24
07004	1	0.24
07470	1	0.24
07746	1	0.24
07930	1	0.24
08087	1	0.24
08560	1	0.24
08648	1	0.24
08840	1	0.24
10014	1	0.24
10023	1	0.24
10024	1	0.24
10025	1	0.24
10310	1	0.24
10471	2	0.49
10473	1	0.24

10528	1	0.24
10549	1	0.24
10583	1	0.24
10708	1	0.24
10928	1	0.24
10941	1	0.24
11211	1	0.24
11220	1	0.24
11354	1	0.24
11372	1	0.24
11570	1	0.24
11768	1	0.24
12087	1	0.24
12106	2	0.49
12180	1	0.24
12192	1	0.24
12206	1	0.24
12211	1	0.24
12306	1	0.24
12414	1	0.24
12589	1	0.24
12979	1	0.24
12992	1	0.24
13027	1	0.24
13031	1	0.24
13040	2	0.49
13045	5	1.22
13053	1	0.24
13057	1	0.24
13062	1	0.24
13068	5	1.22
13071	1	0.24
13073	2	0.49
13080	1	0.24
13081	1	0.24
13084	1	0.24
13090	1	0.24
13104	1	0.24
13126	1	0.24
13143	1	0.24
13147	1	0.24
13152	1	0.24

13156	1	0.24
13159	1	0.24
13203	1	0.24
13206	1	0.24
13212	1	0.24
13215	1	0.24
13413	1	0.24
13421	1	0.24
13440	1	0.24
13460	1	0.24
13492	1	0.24
13613	1	0.24
13622	1	0.24
13624	1	0.24
13642	1	0.24
13669	1	0.24
13676	1	0.24
13691	1	0.24
13732	1	0.24
13743	2	0.49
13760	2	0.49
13812	1	0.24
13820	1	0.24
13821	1	0.24
13825	1	0.24
13827	2	0.49
13850	2	0.49
14026	1	0.24
14125	1	0.24
14127	1	0.24
14221	1	0.24
14228	1	0.24
14428	1	0.24
14450	1	0.24
14456	1	0.24
14482	1	0.24
14512	1	0.24
14516	1	0.24
14518	1	0.24
14521	1	0.24
14534	1	0.24
14564	1	0.24

14569	1	0.24
14590	1	0.24
14609	1	0.24
14612	1	0.24
14616	1	0.24
14617	1	0.24
14622	1	0.24
14626	1	0.24
14781	1	0.24
14805	1	0.24
14810	1	0.24
14814	1	0.24
14817	5	1.22
14818	1	0.24
14830	1	0.24
14841	1	0.24
14850	105	25.61
14851	6	1.46
14852	1	0.24
14853	1	0.24
14859	1	0.24
14861	1	0.24
14865	1	0.24
14867	7	1.71
14881	1	0.24
14882	8	1.95
14883	2	0.49
14886	16	3.9
14892	3	0.73
14901	1	0.24
14903	2	0.49
14904	1	0.24
14905	1	0.24
16146	1	0.24
16365	1	0.24
17037	1	0.24
17701	1	0.24
17728	1	0.24
17842	1	0.24
18428	1	0.24
18469	1	0.24
18929	1	0.24

18938	1	0.24
19010	1	0.24
19026	1	0.24
19087	1	0.24
19106	1	0.24
19380	1	0.24
19403	1	0.24
19438	1	0.24
19518	1	0.24
20053	1	0.24
20152	2	0.49
20171	2	0.49
20190	1	0.24
20815	1	0.24
20901	1	0.24
21114	1	0.24
21227	1	0.24
21702	1	0.24
21872	1	0.24
22124	1	0.24
22307	1	0.24
22553	1	0.24
23059	1	0.24
23188	1	0.24
24401	1	0.24
24416	1	0.24
28110	1	0.24
28409	1	0.24
28720	1	0.24
28805	1	0.24
30188	1	0.24
30327	1	0.24
32218	1	0.24
32907	1	0.24
33301	1	0.24
33540	1	0.24
33624	1	0.24
33652	1	0.24
33752	1	0.24
33852	1	0.24
33948	1	0.24
37772	1	0.24



38752	1	0.24
40502	1	0.24
40503	1	0.24
43017	1	0.24
44017	1	0.24
44120	1	0.24
44691	1	0.24
44833	1	0.24
45310	1	0.24
46382	1	0.24
48059	1	0.24
48390	2	0.49
48824	1	0.24
52240	1	0.24
53704	1	0.24
54501	1	0.24
54540	1	0.24
55129	1	0.24
60115	1	0.24
60634	1	0.24
61821	1	0.24
65201	1	0.24
68510	1	0.24
75023	1	0.24
76108	1	0.24
78023	1	0.24
80022	1	0.24
80302	1	0.24
90291	1	0.24
91711	1	0.24
92118	1	0.24
92120	1	0.24
92705	1	0.24
94025	1	0.24
94402	1	0.24
95060	1	0.24
95448	1	0.24
95820	1	0.24
95843	1	0.24
98103	1	0.24
98122	1	0.24

## By Location

### Cornell Lab of Ornithology

ZIP Code	Freq.	Percent
02474	1	1.72
06437	1	1.72
10025	1	1.72
10473	1	1.72
10583	1	1.72
11570	1	1.72
12306	1	1.72
12979	1	1.72
13053	1	1.72
13068	4	6.9
13080	1	1.72
13126	1	1.72
13203	1	1.72
13812	1	1.72
13821	1	1.72
13827	1	1.72
14428	1	1.72
14564	1	1.72
14609	1	1.72
14814	1	1.72
14817	1	1.72
14850	10	17.24
14851	1	1.72
14867	2	3.45
14881	1	1.72
14882	1	1.72
14886	3	5.17
17842	1	1.72
18938	1	1.72
19518	1	1.72
22553	1	1.72
28409	1	1.72
32218	1	1.72
33540	1	1.72
33752	1	1.72
46382	1	1.72
48390	1	1.72

48824	1	1.72
68510	1	1.72
78023	1	1.72
80022	1	1.72
80302	1	1.72
92120	1	1.72

**Cayuga Nature Center**

ZIP		
Code	Freq.	Percent
01060	1	2.7
01760	1	2.7
06883	1	2.7
10024	1	2.7
10928	1	2.7
11211	1	2.7
13143	1	2.7
13156	1	2.7
13206	1	2.7
13624	1	2.7
14125	1	2.7
14456	1	2.7
14805	1	2.7
14850	8	21.62
14851	2	5.41
14867	1	2.7
14882	1	2.7
14886	3	8.11
14904	1	2.7
23188	1	2.7
28110	1	2.7
30188	1	2.7
38752	1	2.7
40503	1	2.7
44017	1	2.7
95060	1	2.7
95820	1	2.7

### Cornell Plantations

ZIP Code	Freq.	Percent
01720	2	3.51
01940	1	1.75
05654	1	1.75
05866	1	1.75
07004	1	1.75
07470	1	1.75
08087	1	1.75
10528	1	1.75
10708	1	1.75
11768	1	1.75
12414	1	1.75
13031	1	1.75
13045	1	1.75
13152	1	1.75
13215	1	1.75
13413	1	1.75
13613	1	1.75
13669	1	1.75
13827	1	1.75
14228	1	1.75
14482	1	1.75
14516	1	1.75
14569	1	1.75
14817	1	1.75
14850	12	21.05
14851	1	1.75
14867	1	1.75
14882	1	1.75
14883	1	1.75
14886	4	7.02
19380	1	1.75
20053	1	1.75
21872	1	1.75
33624	1	1.75
33652	1	1.75
37772	1	1.75
53704	1	1.75
54540	1	1.75
60115	1	1.75

65201	1	1.75
90291	1	1.75
92118	1	1.75

**Johnson Museum of Art**

ZIP

Code	Freq.	Percent
01002	1	1.67
01609	1	1.67
02138	1	1.67
04083	1	1.67
04351	1	1.67
05746	1	1.67
07746	1	1.67
07930	1	1.67
08560	1	1.67
08648	1	1.67
08840	1	1.67
10014	1	1.67
10023	1	1.67
10471	1	1.67
10549	1	1.67
11372	1	1.67
12106	2	3.33
12589	1	1.67
12992	1	1.67
13062	1	1.67
13743	1	1.67
13820	1	1.67
13850	1	1.67
14221	1	1.67
14534	1	1.67
14830	1	1.67
14850	11	18.33
14851	1	1.67
14886	2	3.33
14903	1	1.67
16365	1	1.67
18929	1	1.67
19010	1	1.67
19087	1	1.67
19106	1	1.67

19438	1	1.67
20171	2	3.33
20815	1	1.67
22124	1	1.67
22307	1	1.67
43017	1	1.67
44691	1	1.67
44833	1	1.67
61821	1	1.67
91711	1	1.67
92705	1	1.67
95448	1	1.67

### Museum of the Earth

ZIP		
Code	Freq.	Percent
01071	1	1.69
03844	1	1.69
12087	1	1.69
12180	1	1.69
12206	1	1.69
12211	1	1.69
13027	1	1.69
13057	1	1.69
13071	1	1.69
13090	1	1.69
13104	1	1.69
13147	1	1.69
13159	1	1.69
13212	1	1.69
13460	1	1.69
13622	1	1.69
13676	1	1.69
13732	1	1.69
13825	1	1.69
14127	1	1.69
14450	1	1.69
14612	1	1.69
14617	1	1.69
14622	1	1.69
14626	1	1.69
14810	1	1.69

14817	2	3.39
14850	7	11.86
14859	1	1.69
14865	1	1.69
14867	2	3.39
14882	2	3.39
17037	1	1.69
17701	1	1.69
17728	1	1.69
18469	1	1.69
19403	1	1.69
20901	1	1.69
21114	1	1.69
21227	1	1.69
21702	1	1.69
28720	1	1.69
28805	1	1.69
32907	1	1.69
40502	1	1.69
44120	1	1.69
48390	1	1.69
54501	1	1.69
95843	1	1.69
98122	1	1.69

**Sciencenter**

ZIP		
Code	Freq.	Percent
05819	1	1.72
06066	1	1.72
10310	1	1.72
13040	1	1.72
13045	4	6.9
13068	1	1.72
13081	1	1.72
13084	1	1.72
13421	1	1.72
13440	1	1.72
13642	1	1.72
13743	1	1.72
13760	2	3.45
13850	1	1.72

14512	1	1.72
14518	1	1.72
14590	1	1.72
14616	1	1.72
14781	1	1.72
14818	1	1.72
14850	9	15.52
14861	1	1.72
14882	1	1.72
14883	1	1.72
14886	3	5.17
14892	3	5.17
14903	1	1.72
14905	1	1.72
16146	1	1.72
20152	2	3.45
20190	1	1.72
23059	1	1.72
24416	1	1.72
45310	1	1.72
52240	1	1.72
55129	1	1.72
60634	1	1.72
75023	1	1.72
76108	1	1.72
94402	1	1.72
98103	1	1.72

**Tompkins County Public Library**

ZIP		
Code	Freq.	Percent
06085	1	1.59
11220	1	1.59
12192	1	1.59
13040	1	1.59
13073	2	3.17
13492	1	1.59
13691	1	1.59
14521	1	1.59
14817	1	1.59
14841	1	1.59
14850	40	63.49



14852	1	1.59
14853	1	1.59
14867	1	1.59
14882	1	1.59
14886	1	1.59
14901	1	1.59
18428	1	1.59
24401	1	1.59
33301	1	1.59
33948	1	1.59
48059	1	1.59
94025	1	1.59

### History Center

ZIP		
Code	Freq.	Percent
02492	1	5.56
10471	1	5.56
10941	1	5.56
11354	1	5.56
14026	1	5.56
14850	8	44.44
14851	1	5.56
14882	1	5.56
19026	1	5.56
30327	1	5.56
33852	1	5.56