

Compilation of “Key Business” Email Responses to Pepacton Boating Impact Email (sent 11/19/12)

Sent to 28 Businesses in Shandaken, Middletown, Andes, and Roxbury

Businesses: Peekamoose Restaurant, WatershedPost, Margaretville Motel/Margaretville B&B, Timberland Properties, Pepacton Paddles, Catskill Outback Adventures, Andes Hotel, Oakley’s, Denver-Vega Rental (Jennifer Cole), Pine Hill Arms, The Sign Company, Flour Patch, Mama’s Boy Market, River Run B&B, Casey Joes, Robert Griffiths, Greg Henderson, NBT, Margaretville Liquor, 768 Main, Alpine Osteria, Breezy Hill Inn, Catskills Guild, Jean Orr, Paisley’s, Summerfield’s, Kayaking in the Catskills,

Responses from: 6 (as of 11-28-12)

Question #1 – Do you know (or suspect) that the majority of your patrons regularly participate in outdoor recreational activities in the Catskill Mountains?

I do know that the majority of our guests are interested in some type of outdoor recreation. Some are second home owners that are in this area because of either skiing, hunting, fishing, canoeing, biking etc. Other are tourist that are interested in a one of kind experience not too far from home (usually tri state area) with reasonable and interested lodging opportunities and lots of outdoor activities. I was frustrated a bit in the past because Andes itself did not have a close kayak or canoe launch, rental location or access point neither did it have an easy to describe hiking location. Yes there is Al's, which we love, send people to often and use ourselves frequently, but now with Hogan's renting kayaks and having the Pepacton open for recreational use, we can really market to more tourists to visit Andes. We have also had one of the hiking clubs and the Andes Town Board work together on a great hike within walking distance of Andes village, which is good for all experience levels of hikers. Have you rented from Hogan's to see how it works? It is so beautiful. Simple, easy, fast and ridiculously fun.

We are currently in the process of revising our website to have more of an outdoor recreation focus and will drive home the access to the Pepacton, as well as any additional accesses granted to the tributaries in the future if that was to happen.

Although we are bit further than most lodging establishments from Belleayre and Plattekill, we have had a good amount of success with drawing guests to stay in the motel and eat in the restaurant that are skiing both mountains through online marketing. Once we lure them here, they come again and again. They like the quaintness of Andes, the food, affordable lodging and the tavern. I am positive we can do the same for kayaking, canoeing and sailboating in this area.

Yes - I have tableside conversations with most of my guests. Many of the hotel referrals are up here for outdoor activities and often inquire about hiking trails, etc.

I STRONGLY SUSPECT THAT THE MAJORITY OF MY SUMMER PATRONS ARE INVOLVED IN OUTDOOR RECREATIONAL ACTIVITIES. ALTHOUGH I DO HAVE A BASE OF PEOPLE WHO LIVE HERE FULL TIME AND THAT IS NOT THEIR PRIMARY REASON FOR BEING UP HERE.

Yes. A large number.

Yes, I know that the majority of my patrons participate in some sort of outdoor recreational activities while staying here.

Question #2 – Would you expect that a portion of those from Question 1 go kayaking/canoeing/sailboating in the region?

As I mentioned above, I do think a portion of them participate in kayaking/canoeing/sailboating and the more we can spread the word that we have it to offer them the more it will catch on. I am sure of that. It is hard to estimate a percentage yet.

Not very large percentage, but it has definitely grown since permitting changes.

YES, ALTHOUGH IT'S IMPOSSIBLE TO ESTIMATE HOW MANY.

Yes

Yes I would agree that many people do outside activities and some portion will be boaters of some kind.

I would estimate that only about 5 - 10% of my guests over the summer/fall went boating.

Question #3 – Between Memorial Day and Columbus Day weekends in 2012, did you notice an up-tick (from previous years) in vehicles with canoes/kayaks in your parking lot? If so, can you estimate a percent increase?

We definitely noticed more cars with kayak or canoes in our lot and Hogan's and just driving by on the weekend but more importantly midweek which is exciting. I can't estimate a percentage that is has significantly affected sales yet but it needs to be given a chance. Things take time to catch on up here. It may be a few years before we see a significant impact or an impact that we can say is specifically as a result of the recreational boating. It takes some time for the residents/business owners to instinctively talk it up, as well as for guests, tourist, etc to try it and spread the word but I know this is a prime area for it if given the chance to work.

I have to say that I don't often look out into my parking lot, but there was a definitive increase in the amount of guests talking about the new permits and kayaking shops. I'd have to guess at a 10% increase to be safe.

I DID NOT NOTICE THIS AT ALL. I DID HAVE ONE CONVERSATION OVER THE SUMMER WITH FOLKS WHO WERE GOING BOATING ON THE PEPACTON

Yes. Not noticeable in previous years. Hard to say increase.

Would not say this drove my business as I was booked for multiple weddings. And many people like my house because of the kitchen . So they may be more sedentary!

No. Most of my guests live in NYC in apartments and rent vehicles to get here. The ones that did go boating rented from local vendors.

Question #4 – Between Memorial Day and Columbus Day weekends in 2012, did you notice an increase in your clientele that you would categorize as outdoor enthusiasts? If so, is it possible to estimate a percentage specific to recreational boating, and if so, what percent?

Like I was saying, it is hard to tell exactly why guests are coming/where they are from, etc. I am guessing we saw an increase in 5% of outdoor enthusiasts this past season and know it will grow. What makes this area great, in today's market, is there are plethora of outdoor recreational activities that are affordable to almost everyone, many of which are free, as well as affordable lodging AND a very unique getaway.

We definitely saw an increase in business, but couldn't really tell the percentage due to outdoor activities. However, I have had many more conversations with visiting tourists about the new laws - some were unaware and planned to return again with a new purpose for kayaking, etc.

OUR BUSINESS DID EXPERIENCE AN OVERALL UPTICK OF CUSTOMERS IN GENERAL, WHICH I CAN MOSTLY ATTRIBUTE TO THE GROWTH OF OUR BUSINESS IN GENERAL AND AN OVERALL INCREASE IN PEOPLE COMING TO THE AREA. SOME WERE OUTDOOR ENTHUSIASTS. IMPOSSIBLE TO GUESS AT AN PERCENTAGE. KEEP IN MIND THAT THIS INFORMATION IS ANECDOTAL, IF YOU WERE TO ASK ANY OF MY EMPLOYEES THESE QUESTIONS, THEY WOULD HAVE A DIFFERENT OPINION.

Not main reason to buy real estate but helpful. Much more activity would occur with adequate lodging facilities. A major drawback.

I do think this is a huge opportunity but feel both that and the biking at plattekill are under marketed.

No. I have always billed the area as a place for outdoor recreation. So, generally speaking, the people that come here are already looking for an outdoor experience. Hiking is, of course, the #1 activity. I would estimate that 75% of my guests go hiking in season. The other 25% are looking for a "country" experience: farm markets, any kind of agritourism, small town shopping, etc.