



NEWS RELEASE

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Montauk Strives to Quantify Its Visitor Economy in a Chamber of Commerce Survey



Visitation to Montauk is the hamlet’s economic engine and the Montauk Chamber of Commerce released its second annual survey to help quantify visitation, economic impact and to guide planning.

The email survey to eight member business categories received the best statistical response from accommodations, restaurants and charter and party boats, and these comprise the final report. Three questions about business in 2017 were asked: Customer segments (families, couples, singles, matures 55 plus), ages (24 to 34, 35 to 44, 45 to 54, and 55 plus) and a gross business comparison 2017 to 2016.

“The reason for a poll,” explains Laraine Creegan, executive director of the chamber, “is we listened to our members and community three years ago and initiated aggressive outreach to family, culinary and nature-lover travelers and now, through this survey, wanted to assess the results of our efforts.”

Of the 18 hotel respondents, families and couples equally are their major customer segments followed by singles and, lastly, matures. Top ages in order of importance are 35 to 44, 45 to 55, 24 to 34 and, lastly, 55 plus. Ninety percent of the hotels report that gross business was about even, increased three to 10 percent and/or more than 10 percent.

Creegan explains, “We now take this information and, for instance, may ramp up family and culinary advertising to millennials, especially knowing that millennial family travel is the fastest growing segment and

they explore year-round with children under five.” Culinary travelers seek authentic food experiences and are couples, baby boomers 54 and up, and the older millennials ages 30 to 40.”

Twelve restaurant respondents shows a mixed bag of customers. Couples is their highest segment, followed by families, with singles and matures quite low. The 35 to 44 age group ranks highest overall, followed by the 24 to 34 year olds. Older aged customers were a small segment. Nine of the 12 restaurants enjoyed about even to gross increases of more than 10 percent compared to 2016. The survey does not separate visitors from residents.

Montauk’s exceptional charter and party boat fishing has been a primary recreational activity for visitors for decades and distinguishes Montauk from other regional destinations. Five boats cite their primary customer is singles, followed by families, with customers mainly 45 to 55 plus, the industry standard. Among them, business declined three to 10 percent to about even.

“Based on survey results, the Chamber has ramped up its efforts to the fishing community with family programs such as ‘take a kid fishing,’ and, during summer, with a popular concert series, and the introduction of a harbor information center at the Chamber,” says Creegan. “One idea aimed at the mature demographic that is being discussed, is that fishing is the perfect outdoor activity for today’s active senior lifestyle.”

“Montauk welcomes any visitor that respects our natural and cultural treasures and community,” says Creegan.

Montauk Chamber of Commerce is a member business organization dedicated to providing community leadership for the development of and sustaining a sound economy, primarily through responsible tourism, for Montauk, NY. It provides leadership in the creation of constructive community action and a forum for the exchange of ideas and information for the betterment and care of the hamlet.

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