



# East Hampton Town

## *Study of Airport Passengers*

August 2021

## Introduction

ARA conducted intercept interviews among both arriving and departing passengers to the East Hampton Airport on Thursday to Monday weekends: August 12 to 16, and August 19 to 23, with the exception of Sunday, August 22, when Hurricane Henri interrupted flights to the airport.

Our survey team interviewed for an average of ten hours a day, shifting the overall time period to accommodate more arriving flights on Thursday and Friday evenings and departures on early morning hours on Mondays. Sixty-one percent of the sample was collected on the first weekend, with 39 percent during the second storm-impacted weekend.

<b>Interviews per Day</b>	<b>Number</b>	<b>Percent Total</b>
Thursday, August 12	61	15.7
Friday, August 13	55	14.1
Saturday, August 14	19	4.9
Sunday, August 15	63	16.2
Monday, August 16	40	10.3
Thursday, August 19	45	11.6
Friday, August 20	51	13.1
Saturday, August 21	32	8.2
Monday, August 23	23	5.9

The final survey sample of 390 passengers was distributed 55/45 percent arriving/departing. We encountered some departing passengers who were interviewed when they arrived, which contributed to the weighting toward arriving passengers. Three parties in the terminal were waiting for passengers arriving and were not interviewed nor included in the sample total.

## Final Destination

Six out of ten had a primary residence in the New York Metropolitan Area. Six percent identified the Town of East Hampton as their primary residence.

<b>Primary Residence</b>	<b>Percent</b>
New York Metropolitan Area	61.0
Town of East Hampton	5.6
Other South Fork Long Island	2.6
Other New York State	1.5
Elsewhere in the U S	27.9

**Overall, 73 percent had the Town of East Hampton as their final destination.** This total was comprised of residents and visitors:

- Six percent whose primary residence was the Town of East Hampton
- 33 percent with a secondary home in Town
- 34 percent who were visitors and whose final destination was the Town East Hampton.

Among the **27 percent who did not have the Town of East Hampton as a final destination**, Sag Harbor and Southampton were mentioned most frequently.

<b>East End Destination</b>	<b>Percent Non-EH Final Destination Visitors</b>	<b>Percent Total Sample</b>
Sag Harbor	28.0	7.6
Southampton	24.4	6.6
Bridgehampton	18.8	5.1
Sagaponack	12.9	3.5
Water Mill	7.4	2.0
Shelter Island	3.7	1.0
Other	4.8	1.3

## Airports

The East 23<sup>rd</sup> Street Seaport and two Manhattan Heliports accounted for one-half of all airport arrivals and departures. One-third of passengers specified an airport that was not on the list of options. Most popular among the write-ins were Maine, Nantucket, and Dallas as well as several mentions of Chicago.

<b>Airport</b>	<b>Arrival From (n=215)</b>	<b>Departure To (n=175)</b>	<b>Total (n=390)</b>
East 23rd Street Seaport	24.6	18.1	21.0
West 30th Street Heliport	16.0	14.0	14.8
East 34th Street Heliport	8.0	20.5	14.8
Boston Logan	1.1	3.3	2.3
Martha's Vineyard	2.9	0.9	2.3
Morristown Muni	1.7	2.8	2.3
Washington Dulles	1.1	2.8	2.0
Westchester County	2.9	0.9	1.8
Teterboro	1.7	1.4	1.5
Kennedy	2.3	0.9	1.5
Other NYS	0.0	2.3	1.3
LaGuardia	1.1	0.5	0.8
Wall Street Heliport	0.0	1.4	0.8
Tweed-New Haven	0.6	0.0	0.3
Elsewhere	36.0	29.8	32.5

### Type of Aircraft

Among four types of aircraft, one-third of passengers arrived and departed, on average, by helicopter.

<b>Type of Aircraft</b>	<b>Arriving (n=215)</b>	<b>Departing (n=175)</b>	<b>Total (n=390)</b>
Helicopter	34.9	30.9	33.1
Jet	21.5	31.4	27.9
Propeller airplane other than Seaplane	26.5	17.1	22.3
Seaplane	13.5	20.6	16.7

Overall, eight percent of passengers owned their aircraft while 14 percent had a share or fractional ownership. Three-quarters – 78 percent – had no ownership participation.

Ownership varied, however, by type of aircraft including 18 percent of jets, 11 percent of props, two percent of helicopters and zero of seaplanes. Similarly, partial ownership was highest among jets at 33 percent, followed by 14 percent of props, three percent of helicopters and one percent of seaplanes. Overall, 51 percent had an ownership stake in jet aircraft.

## Expenditures in the Town of East Hampton

Excluding primary and secondary homeowners, visitors to the Town of East Hampton included those whose final destination was the Town (34 percent of passengers) and others headed elsewhere eventually but who spent time in the Town (27 percent). These visitors participated in many activities including more than nine out of ten who dined out and one-half, each, who shopped for general merchandise and food & beverages as well as spent money for entertainment and other activities. One-quarter paid for accommodations in the Town of East Hampton, where the average length of stay was 4.2 nights.

The table below reports the average amount spent by visitors on behalf of themselves and others in their party in the Town. We divided total spending by party size for each category to produce the average amount spent per person. To project spending onto all non-resident passengers, we multiplied the average amount per person by the incidence percent for each category. Adding the pro-rated expenditures in the right-most column totaled \$2,646 in spending per visitor.

<b>Expenditure Category</b>	<b>Incidence (%)</b>	<b>Average Amount (\$)</b>	<b>Party Size*</b>	<b>Average Amount per Person (\$)</b>	<b>Pro-rated all Visitors (\$)**</b>
Dining out	93.2	2,541	2.33	1,089	<b>1,015</b>
Retail shopping	50.3	2,757	2.57	1,072	<b>539</b>
Entertainment/Activities	50.3	941	2.52	373	<b>188</b>
Other food & beverage	49.7	747	2.56	292	<b>145</b>
Accommodations	24.2	5,423	2.53	2,144	<b>519</b>
Local transportation	28.8	797	2.40	332	<b>96</b>
Personal services	16.8	2,047	2.39	855	<b>144</b>

\*Note: Average party size for all passengers was 2.29, which included Town residents as well as visitors. We used the party size for visitors, which tended to be larger, in the table above.

\*\*Pro-rated expenditures are based on the average spending per person and projects what that average would be if spread across all visitors

### Alternative to Using Airport

We asked all respondents: “If for any reason you were not able to have traveled on flights to or from the East Hampton airport, would you have made the trip using other means of transportation?”

More than seven out of ten – 71 percent – answered that they would have made the trip using other means of transportation. This included **nearly one-half – 47 percent – who would drive**. While not listed as a choice, **the second most popular alternative was travel to another airport or otherwise by air (24 percent)**. [This was determined by analyzing the answers among those who chose “other,” where 68 percent wrote in an alternative airport or air travel (e.g., fly Westhampton, helicopter, seaplane), which netted out to 24 percent of all write-ins.] Eight percent would have taken a bus.

<b>Alternative Means of Transportation</b>	<b>Percent</b>
Auto (you or someone else driving)	47.1
Bus (e.g., Hampton Jitney)	8.3
Car service/Uber/Taxi	5.0
Train	2.9
Boat	1.4
Other (Write-in)	35.3 (Included 24.1% by other air)

## Travel Patterns

With the exception of airplane and helicopter, the usual means of travel to the East Hampton area shown below follows the alternative transportation distribution above with Auto leading other means.

<b>Means of Transportation Used Most Often</b>	<b>Percent</b>
Airplane	59.5
Helicopter	23.6
Auto (you or someone else driving)	14.9
Bus (e.g., Hampton Jitney)	0.8
Car service/Uber/Taxi	0.8
Boat	0.3
Other	0.3

Two-thirds of the passengers were there for recreational purposes, while one-quarter commuted regularly.

<b>Primary Purpose of Today's Air Travel</b>	<b>Percent</b>
Social/recreational/vacation	65.1
Commuting (primary or second home)	24.1
Work-related	10.3
Other	0.5



There was a broad distribution in the frequency of travel to the East Hampton area. When analyzed by primary trip purpose, however, a clearer pattern emerges. Among those who regularly commuted to the area, 65 percent traveled more than ten times a year including 32 percent who came more than 25 times. Conversely, 61 percent of those traveling for a social, recreation or vacation purposes came between one and five times, including 12 percent who were in the area for the first time.

<b>Number of Times Travel to East Hampton in a Typical (Non-Pandemic) Year</b>	<b>Percent</b>
This is my first time	9.5
1 - 2	18.6
3 - 5	18.6
6 - 10	16.8
11 - 25	19.6
26 - 40	11.9
More than 40 times	5.2

Survey Sample Distribution

Gender and age were observed. The male to female ratio was about two to one: 64 vs. 36 percent. A majority were between 41 and 65 years.

<b>Age Range</b>	<b>Percent</b>
Under 25	2.3
25 to 40	32.1
41 to 65	56.4
65+	9.2