

# The Great Waterway

## 2016 Visitor Survey



GANANOQUE & THE THOUSAND ISLANDS

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## 2016 Visitor Centre Survey Report

Tourism is the largest industry and a significant economic driver in the Town of Gananoque and Township of Leeds and Thousand Islands. As of 2015, tourism was recorded at approximately an \$84 million dollar industry for the Town and Township. The Gananoque and 1000 Islands Visitor Centre, 10 King Street East, plays an important role in the tourism industry by promoting the area as a unified region encouraging visitors to extend their stays and support the business community. The visitor centre is pleased to offer exceptional, friendly service and information, maintain a strong connection to the local business community and further enhance the visitor's experience.

Each year the Gananoque and 1000 Islands Visitor Centre facilitates a visitor survey. The survey is completed by tourists between the months of May to September. The survey has been completed in conjunction with the Great Waterway over the past three years. The partnership with the Great Waterway provides consistent, representative summer visitor data across the region. The survey questions remain the same to ensure continuity, benchmarking and provide regional comparisons.

The survey has proven to be a useful tool for businesses, community organizations and the visitor centre. The intent of the survey is to provide the business community information regarding the tourists to assist businesses with planning initiatives for the upcoming year. Additionally the survey is used to support various projects by community organizations and associated funding applications. Finally, the survey is used by the Visitor Centre to continually improve services to better fit the needs of the visitors.

### Visitor Centre Statistics

The number of visitors coming to the Visitor Centre has grown consistently over the past three years with over 32,000 people last year. In 2016, tracking did not start until May and the total visitor count was 32,307.



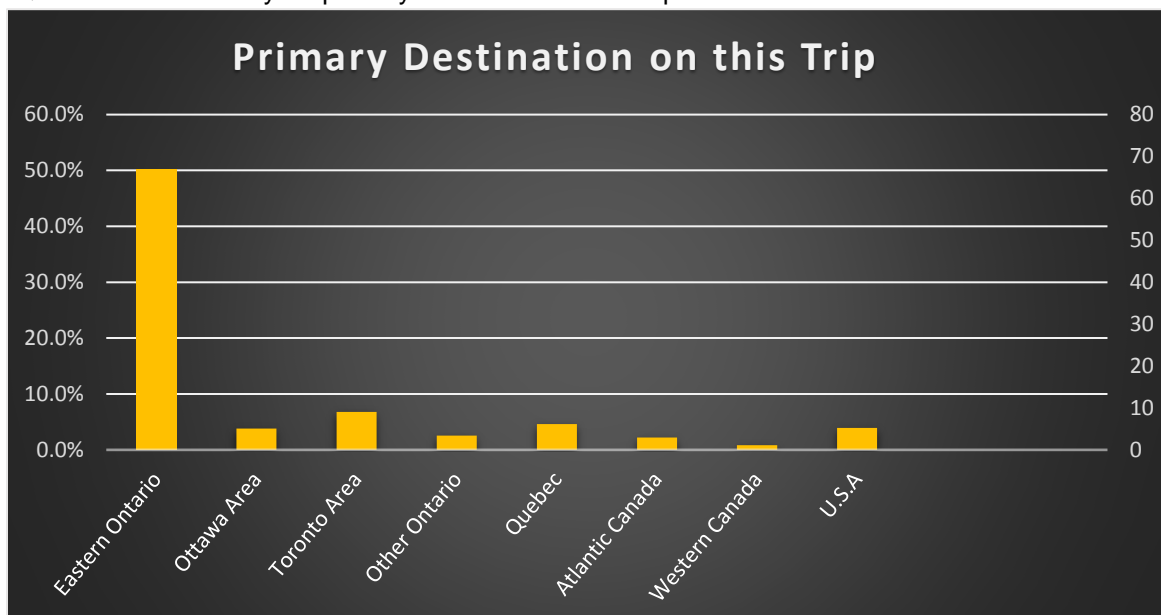
## Number of Visitors per Month

	2014	2015	2016
<b>January</b>	N/A	75	N/A
<b>February</b>	N/A	56	N/A
<b>March</b>	N/A	187	N/A
<b>April</b>	N/A	249	451
<b>May</b>	1757	1757	1749
<b>June</b>	3856	3468	3335
<b>July</b>	4504	8465	12266
<b>August</b>	4959	9327	8982
<b>September</b>	2476	3771	3640
<b>October</b>	1175	N/A	1556
<b>November</b>	414	N/A	257
<b>December</b>	52	N/A	71
<b>TOTAL</b>	<b>19,193</b>	<b>24,539</b>	<b>32,307</b>

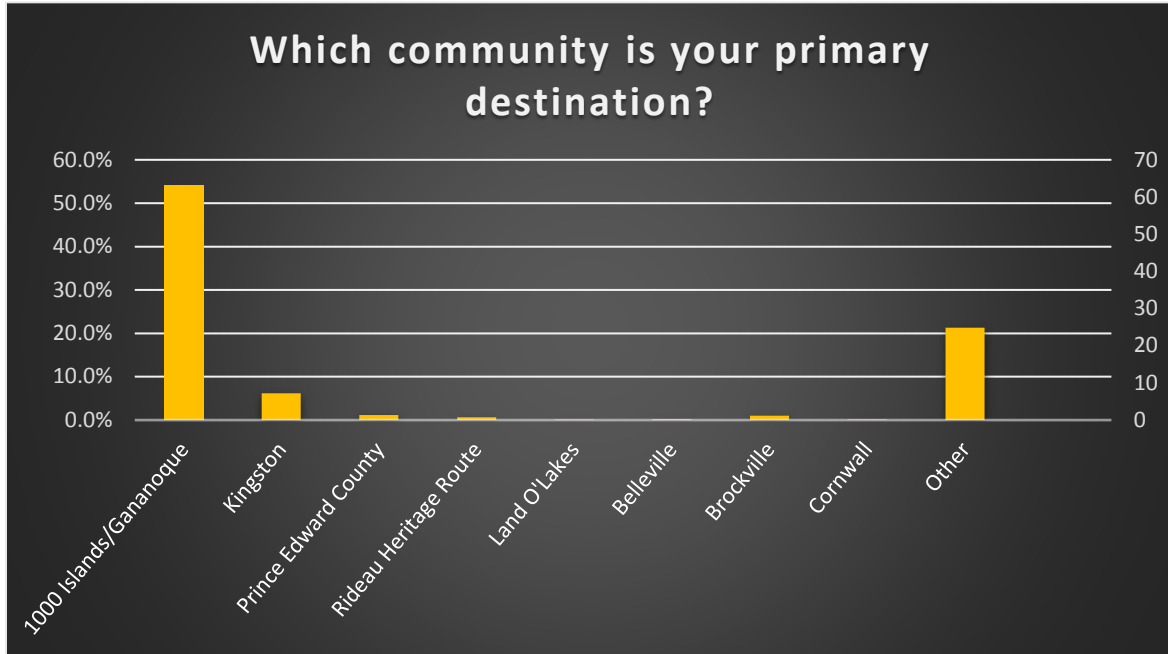
## 2016 Visitor Centre Survey Results

A total of 829 surveys were completed in 2016 and the questions and responses are identified below.

**Question 1:** What is your primary destination on this trip?



**Question 2:** Which of the following communities is your primary destination?



Other responses include:

Ottawa

Quebec

Nova Scotia

Toronto

Markham

Boldt Castle

Montreal

Cambridge

Niagara Falls

Kitchener

All of Canada

All of Ontario

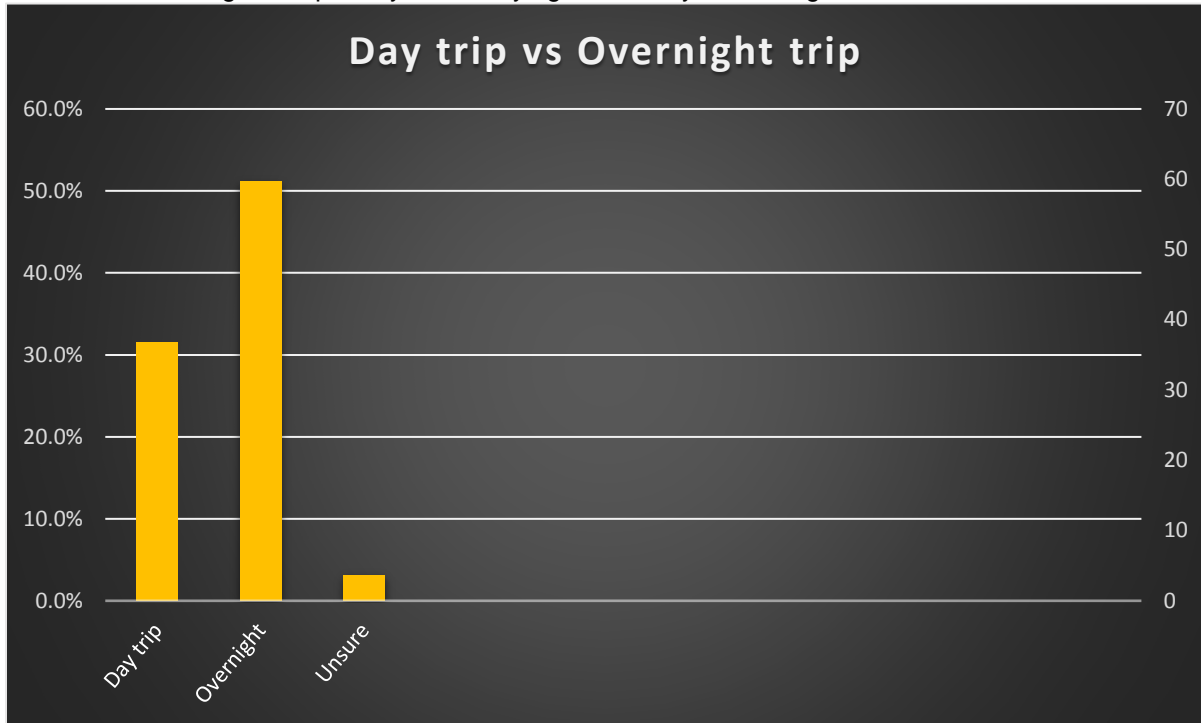
New Brunswick

Wasaga Beach

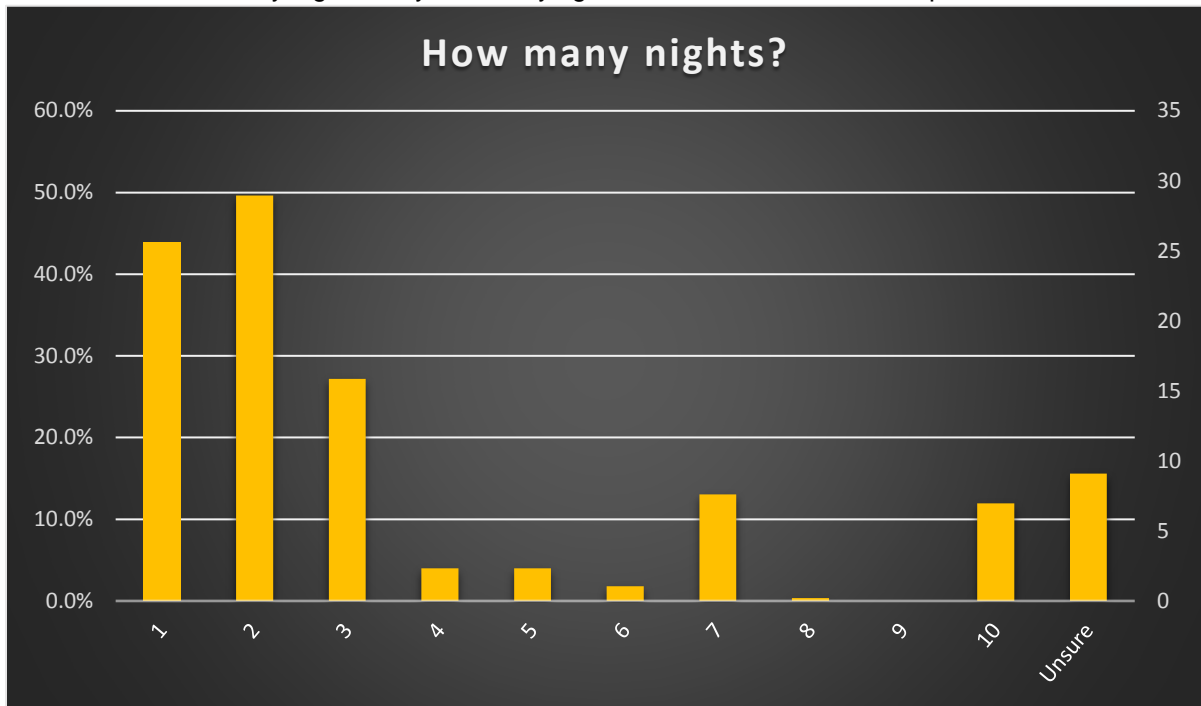
Gaspe

Oshawa

**Question 3:** During this trip, will you be staying for the day or overnight in the 1000 Islands?

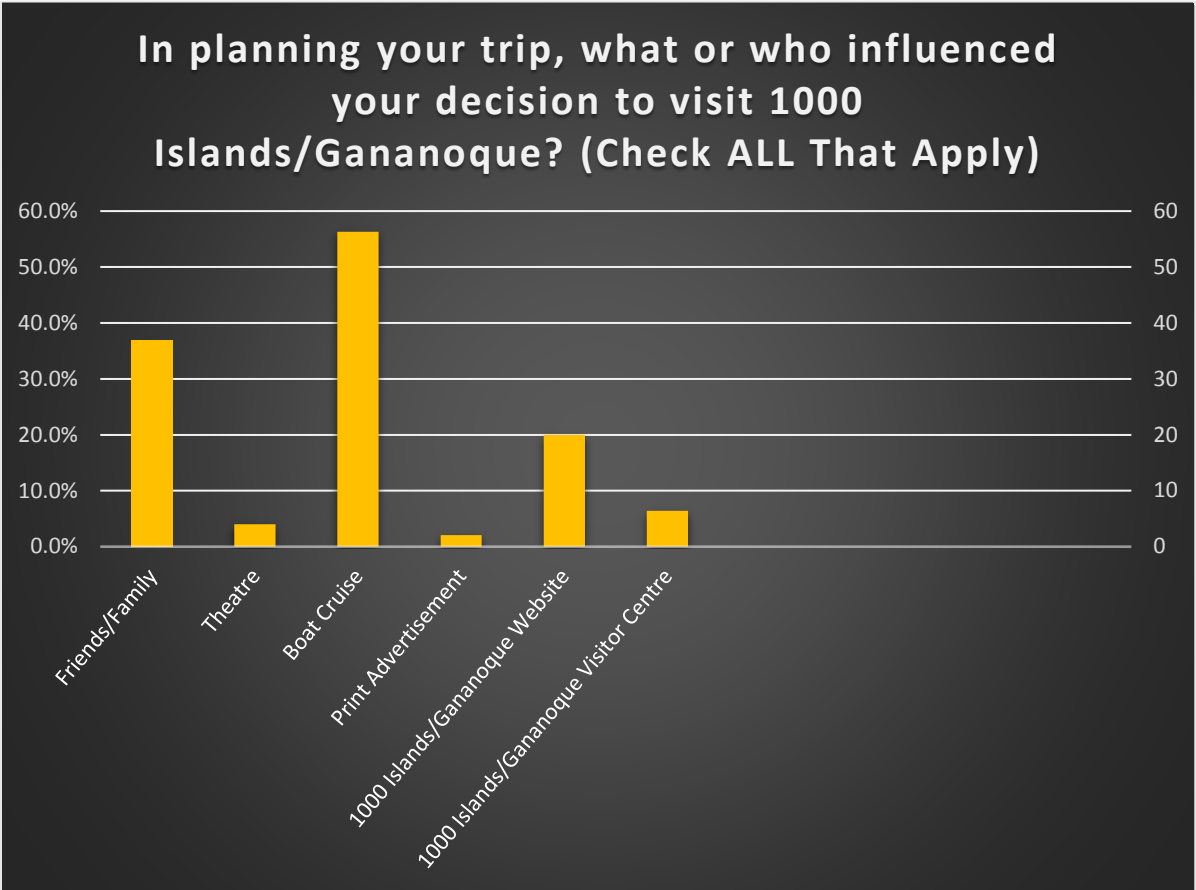


**Question 4:** How many nights will you be staying in the 1000 Islands/Gananoque area?

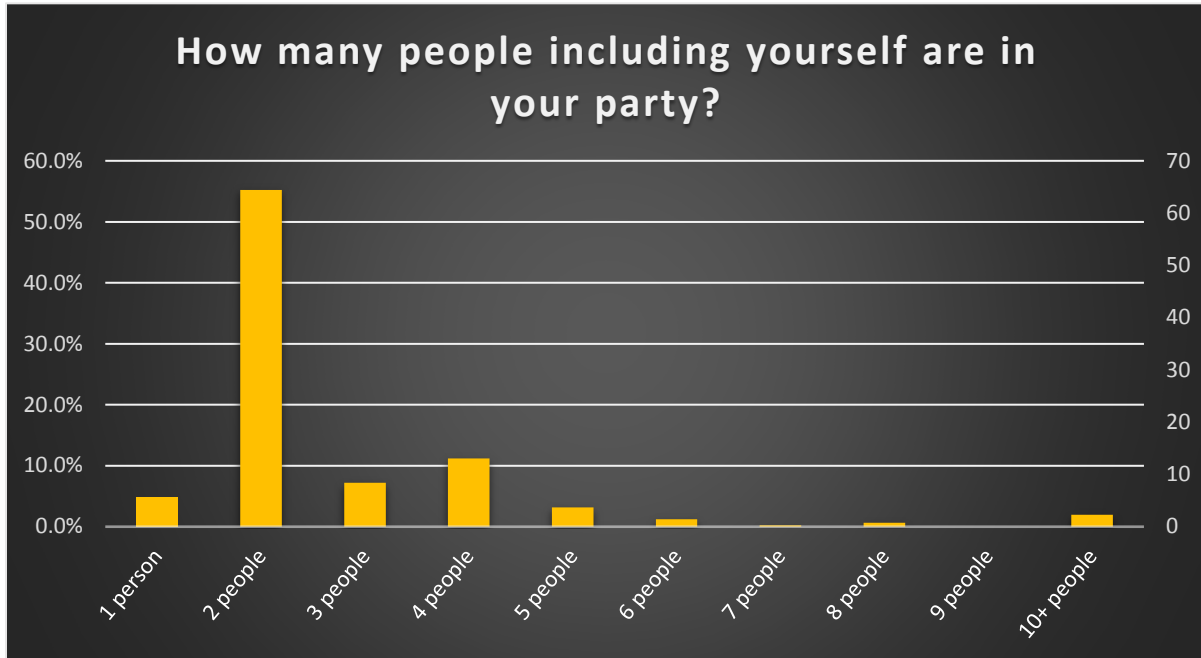




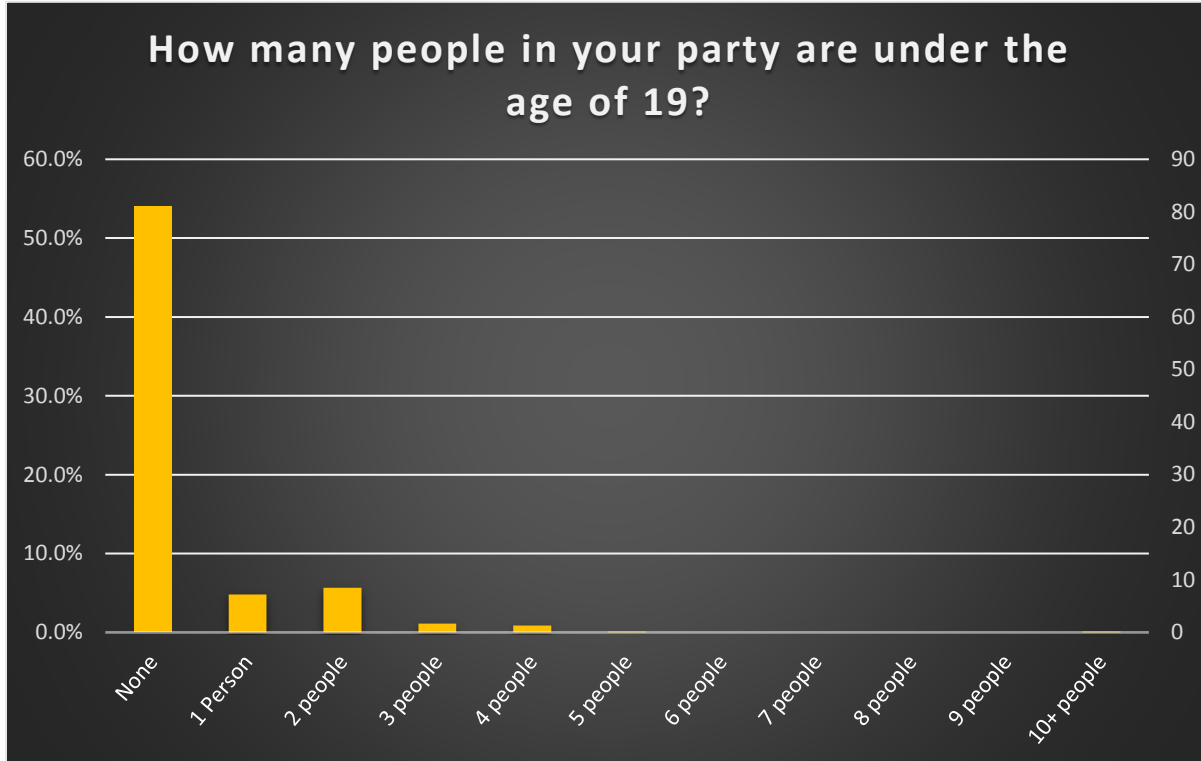
**Question 6:** In planning your trip, what or who influenced your decision to visit 1000 Islands/Gananoque?



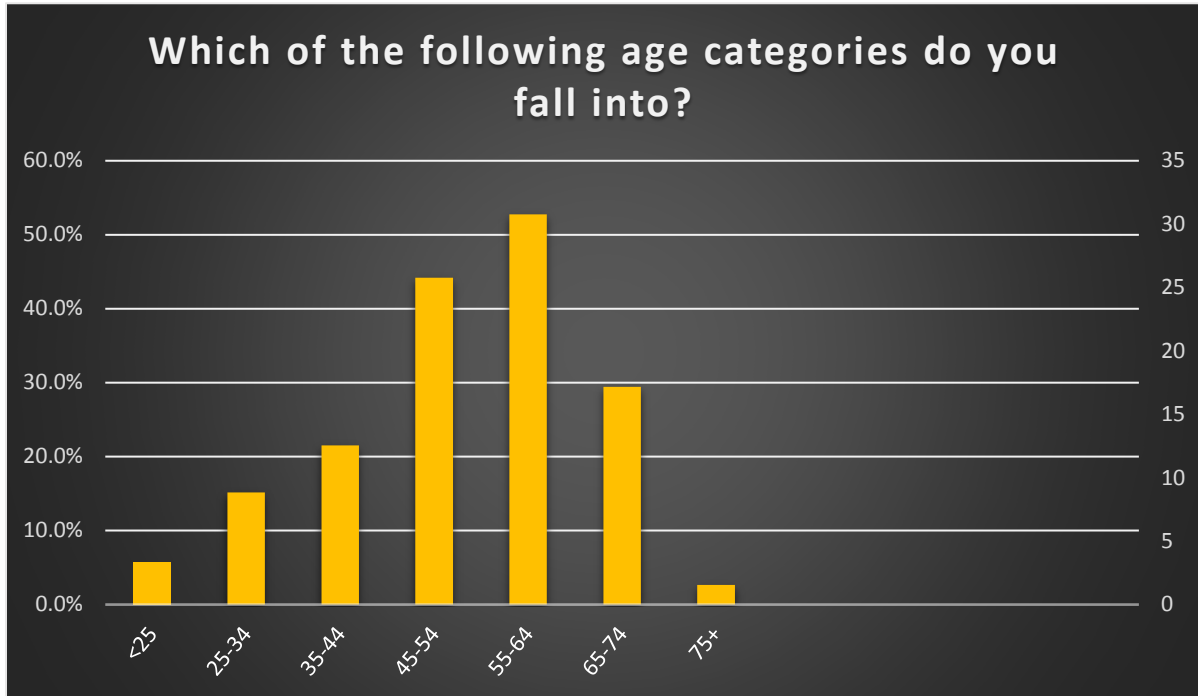
**Question 7:** How many people, including yourself, are in your party?



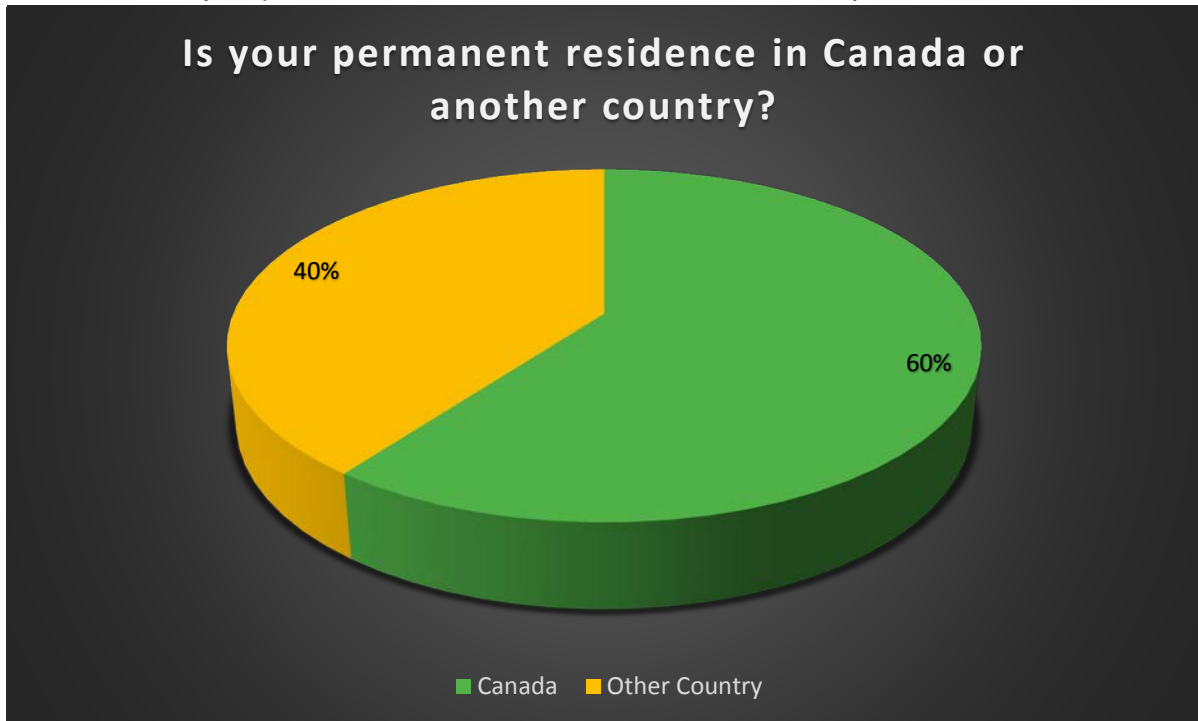
**Question 8:** How many in your party are children under the age of 19?



**Question 9:** Which of the following age categories do you fall into?

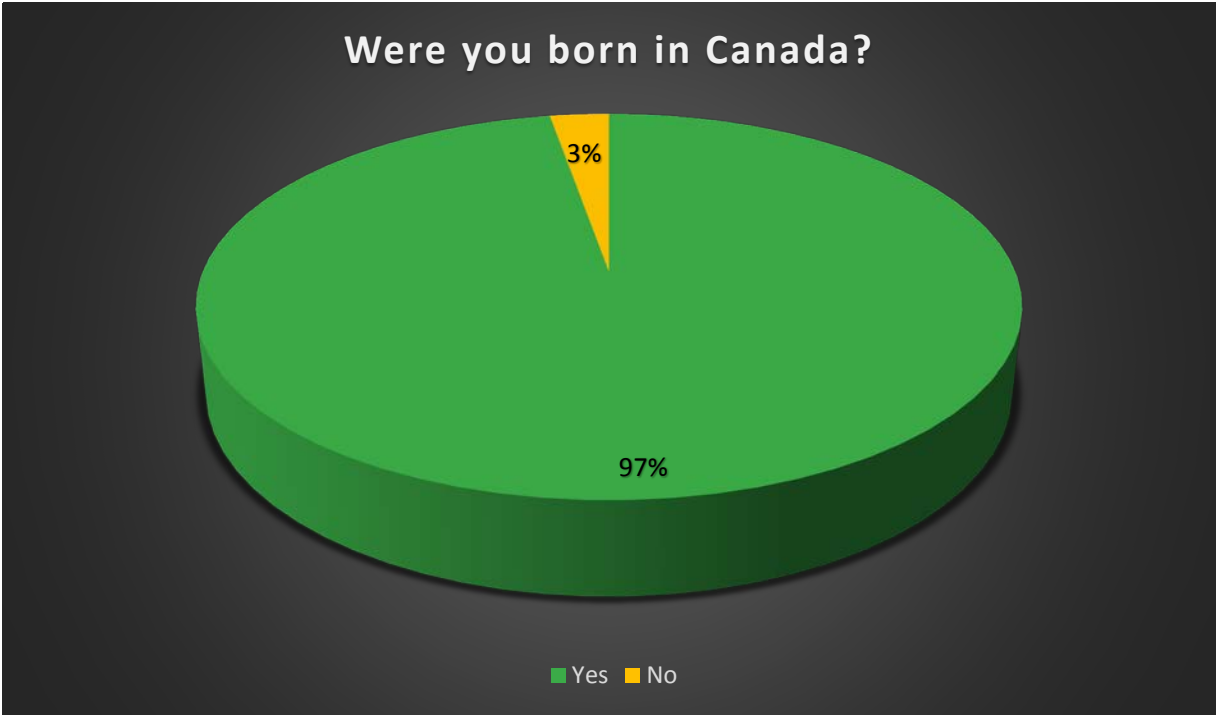


**Question 10:** Is your permanent residence in Canada or another country?

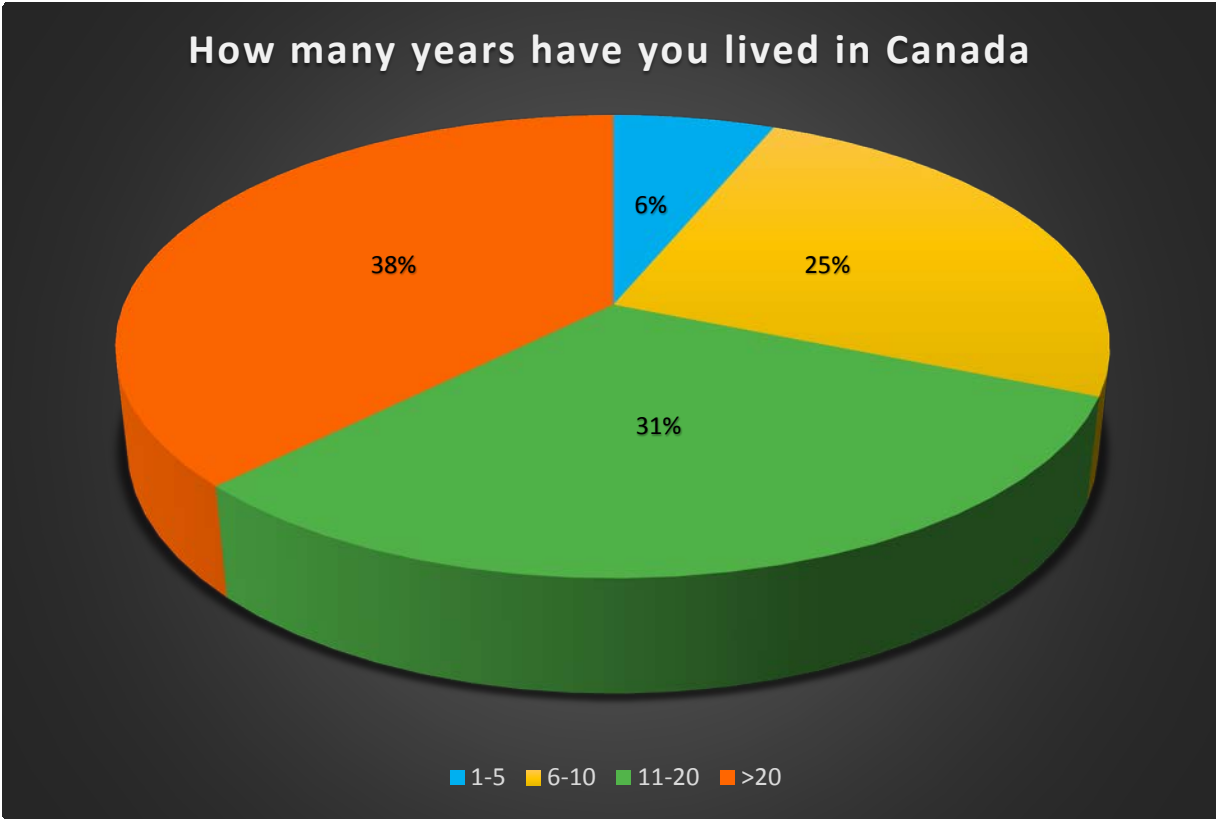




Question 11: Were you born in Canada?



Question 12: How many years have you lived in Canada?



Question 13: In what region of the world is your permanent residence?

