



## 2018 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 36,000 people last year. In 2018, tracking we were excited to be able to track visitors the entire year and our total visitor count was 32,642.

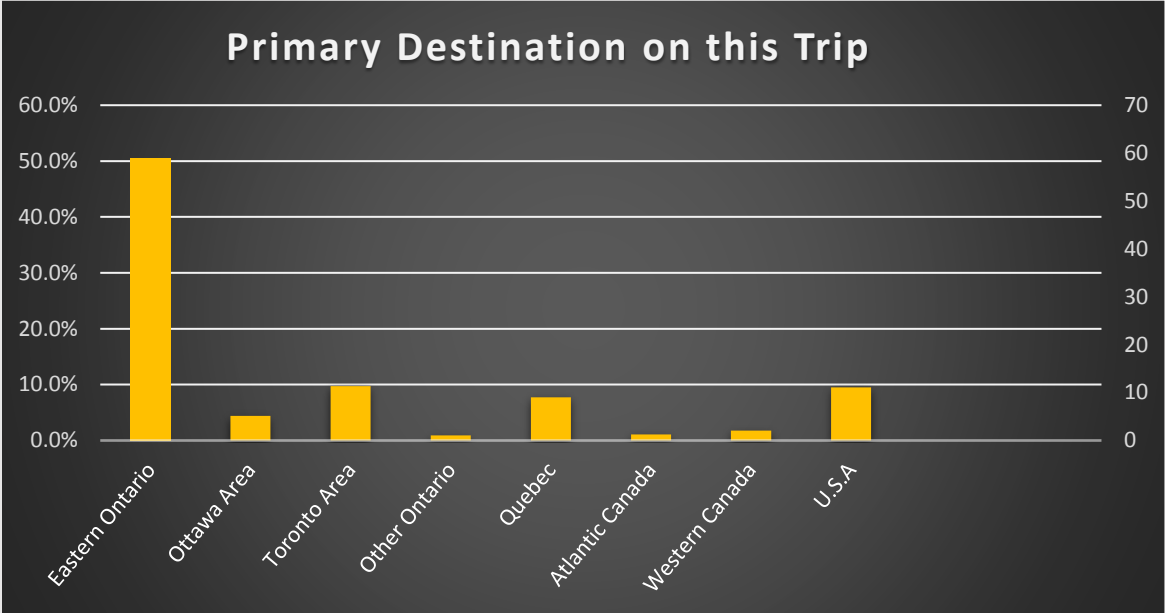
## Number of Visitors per Month

	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>January</b>	N/A	75	N/A	86	84
<b>February</b>	N/A	56	N/A	126	111
<b>March</b>	N/A	187	N/A	184	211
<b>April</b>	N/A	249	451	346	353
<b>May</b>	1757	1757	1749	1679	1580
<b>June</b>	3856	3468	3335	3449	3863
<b>July</b>	4504	8465	12266	11719	9510
<b>August</b>	4959	9327	8982	12436	10827
<b>September</b>	2476	3771	3640	4405	4009
<b>October</b>	1175	N/A	1556	1936	1813
<b>November</b>	414	N/A	257	291	281
<b>December</b>	52	N/A	71	48	
<b>TOTAL</b>	<b>19,193</b>	<b>24,539</b>	<b>32,307</b>	<b>36,705</b>	<b>32,642</b>

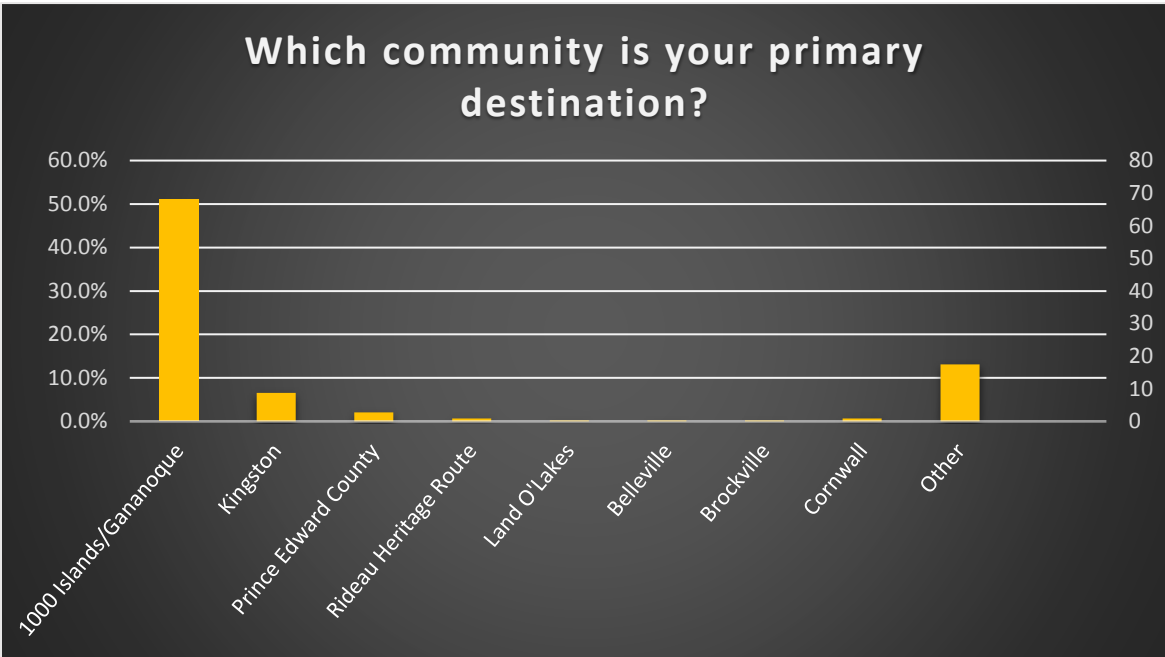
## 2018 Visitor Centre Survey Results

A total of 436 surveys were completed in 2017 and the questions and responses are identified below.

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



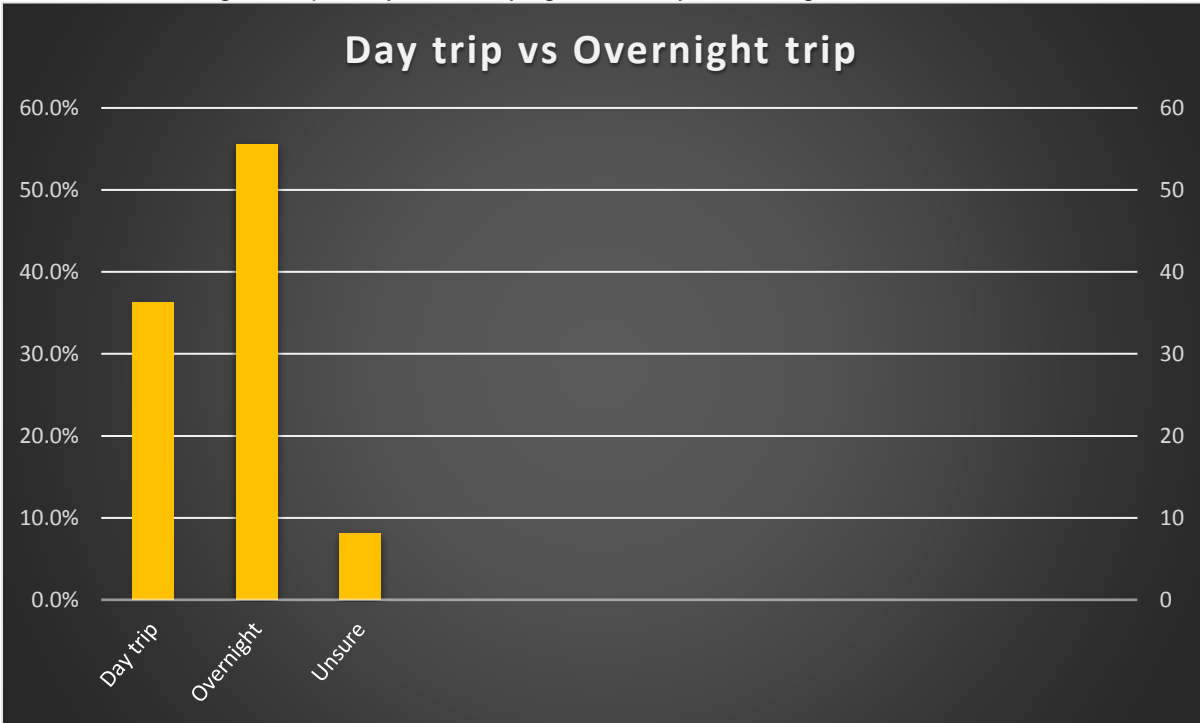
**Question 2:** Which of the following communities is your primary destination?



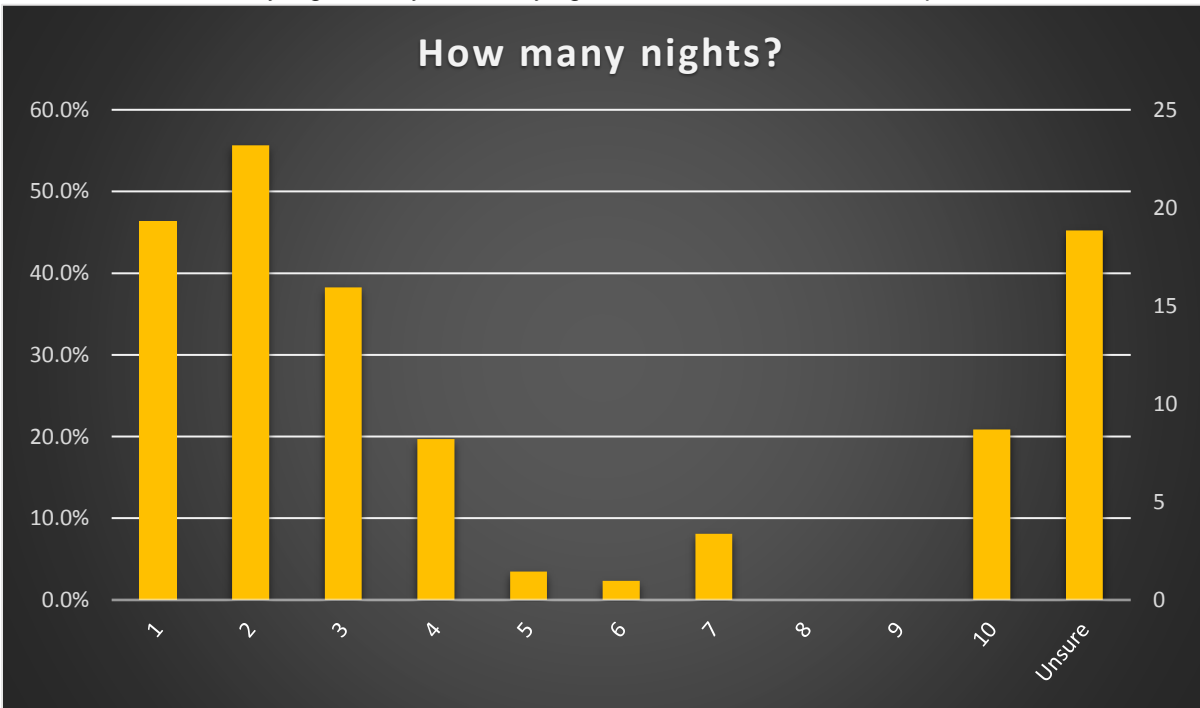
Other responses include:

- |              |                |               |
|--------------|----------------|---------------|
| Ottawa       | Montreal       | New Brunswick |
| Quebec       | Cambridge      | Wasaga Beach  |
| Nova Scotia  | Niagara Falls  | Gaspe         |
| Toronto      | Kitchener      | Oshawa        |
| Markham      | All of Canada  |               |
| Boldt Castle | All of Ontario |               |

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



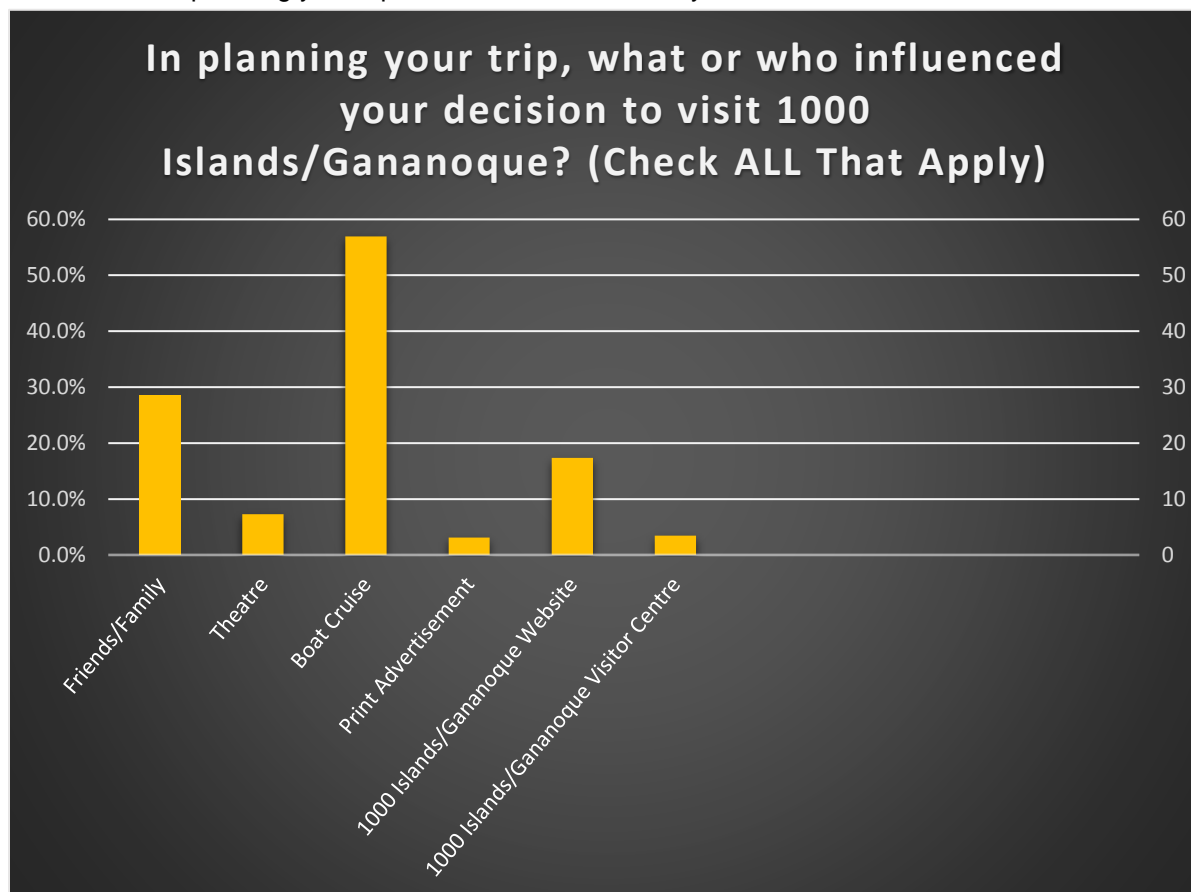
**Question 4:** How many nights will you be staying in the 1000 Islands/Gananoque area?



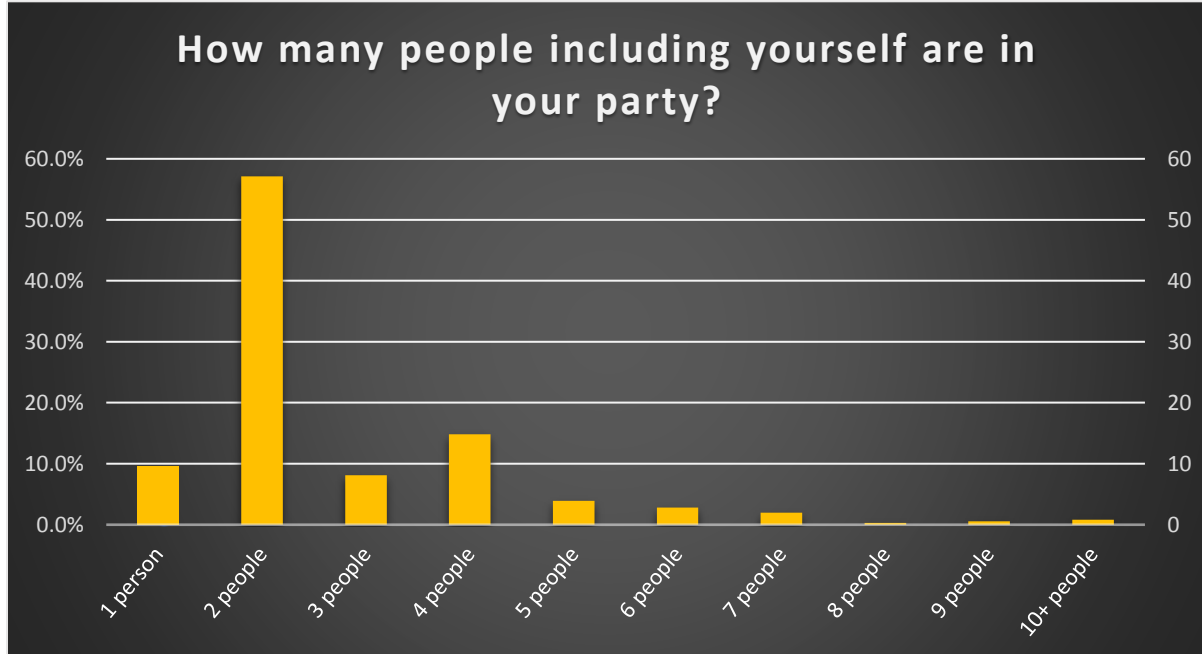
**Question 5:** Is this your first time visiting the 1000 Islands/Gananoque?



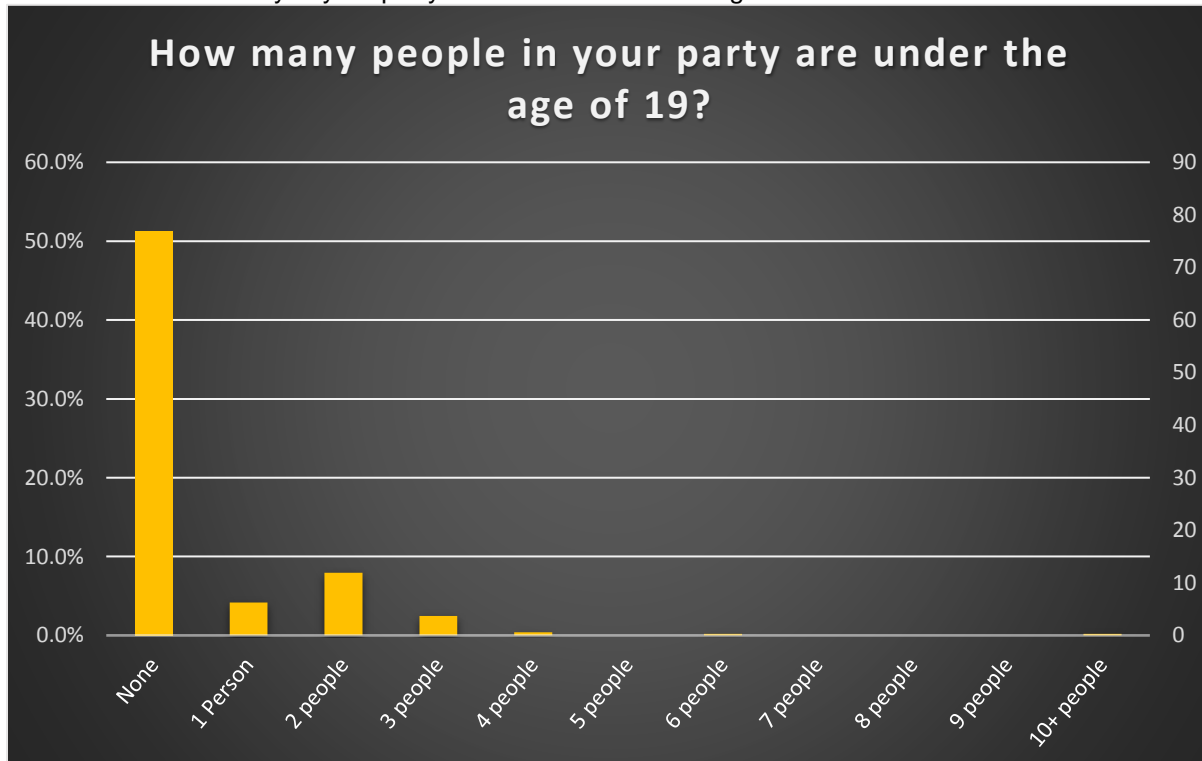
**Question 6:** In planning your trip, what or who influenced your decision to visit 1000 Islands/Gananoque?



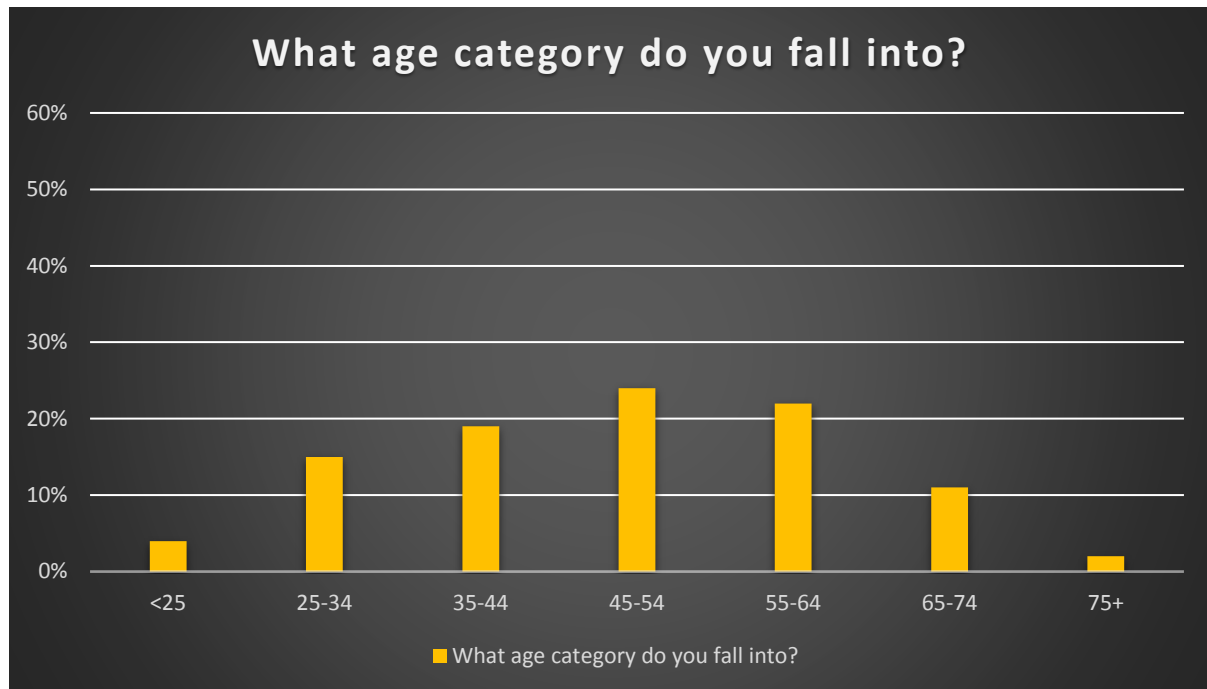
**Question 7:** How many people, including yourself, are in your party?



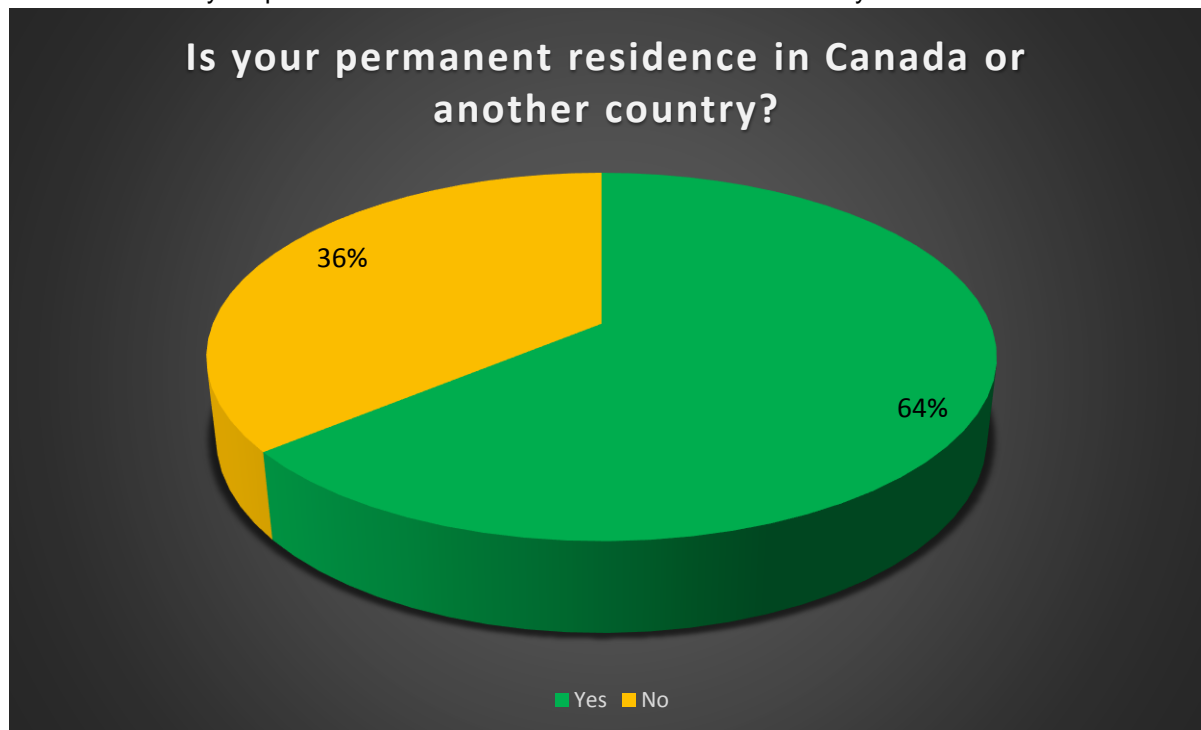
**Question 8:** How many in your party are children under the age of 19?



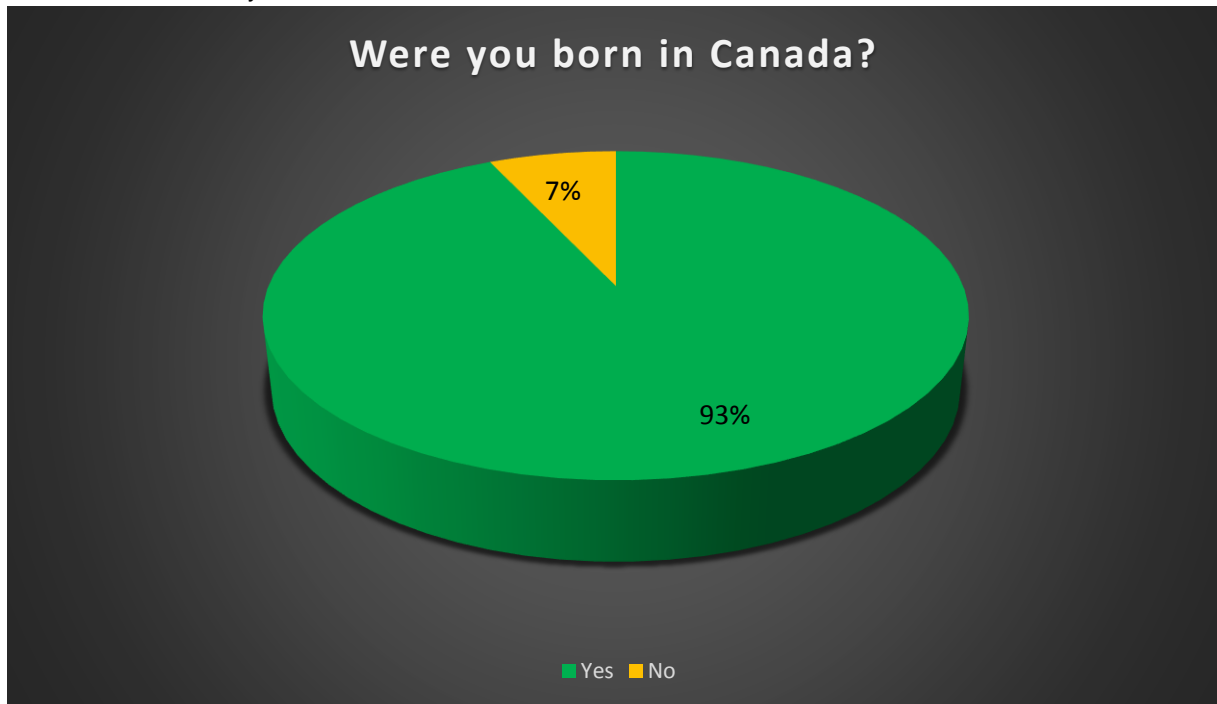
**Question 9:** Which of the following age categories do you fall into?



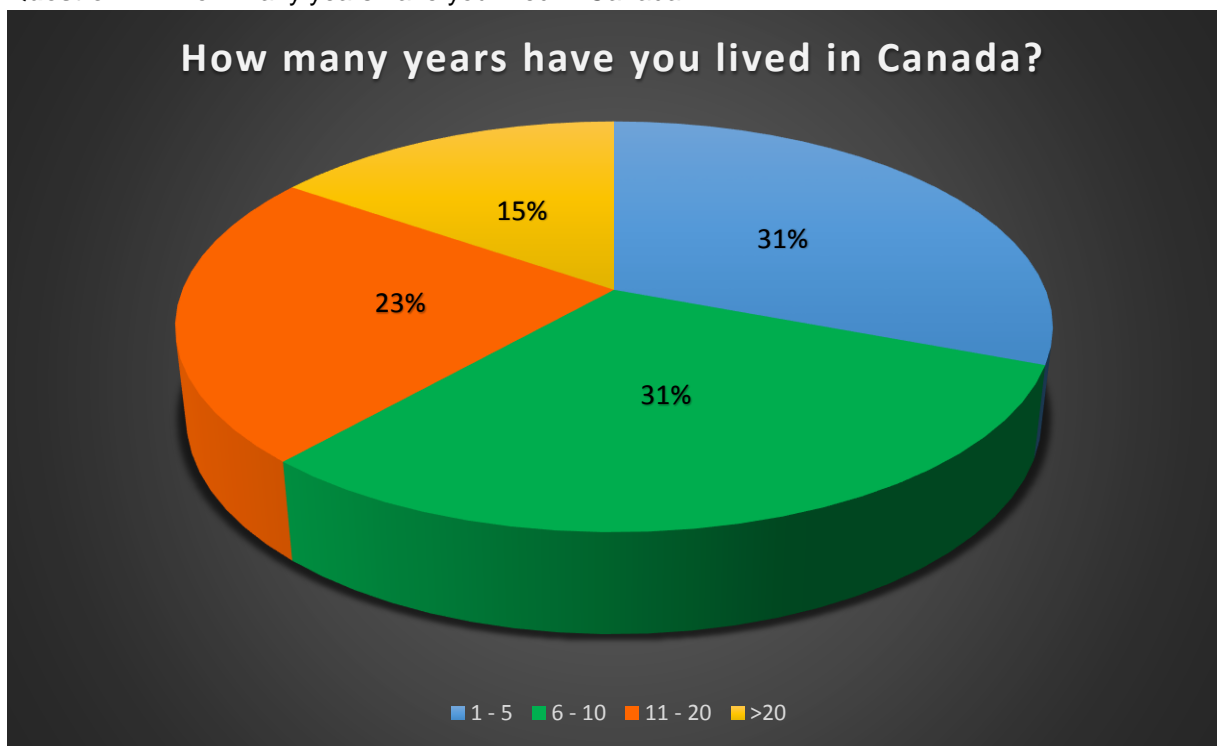
**Question 10:** Is your permanent residence in Canada or another country?



**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?

