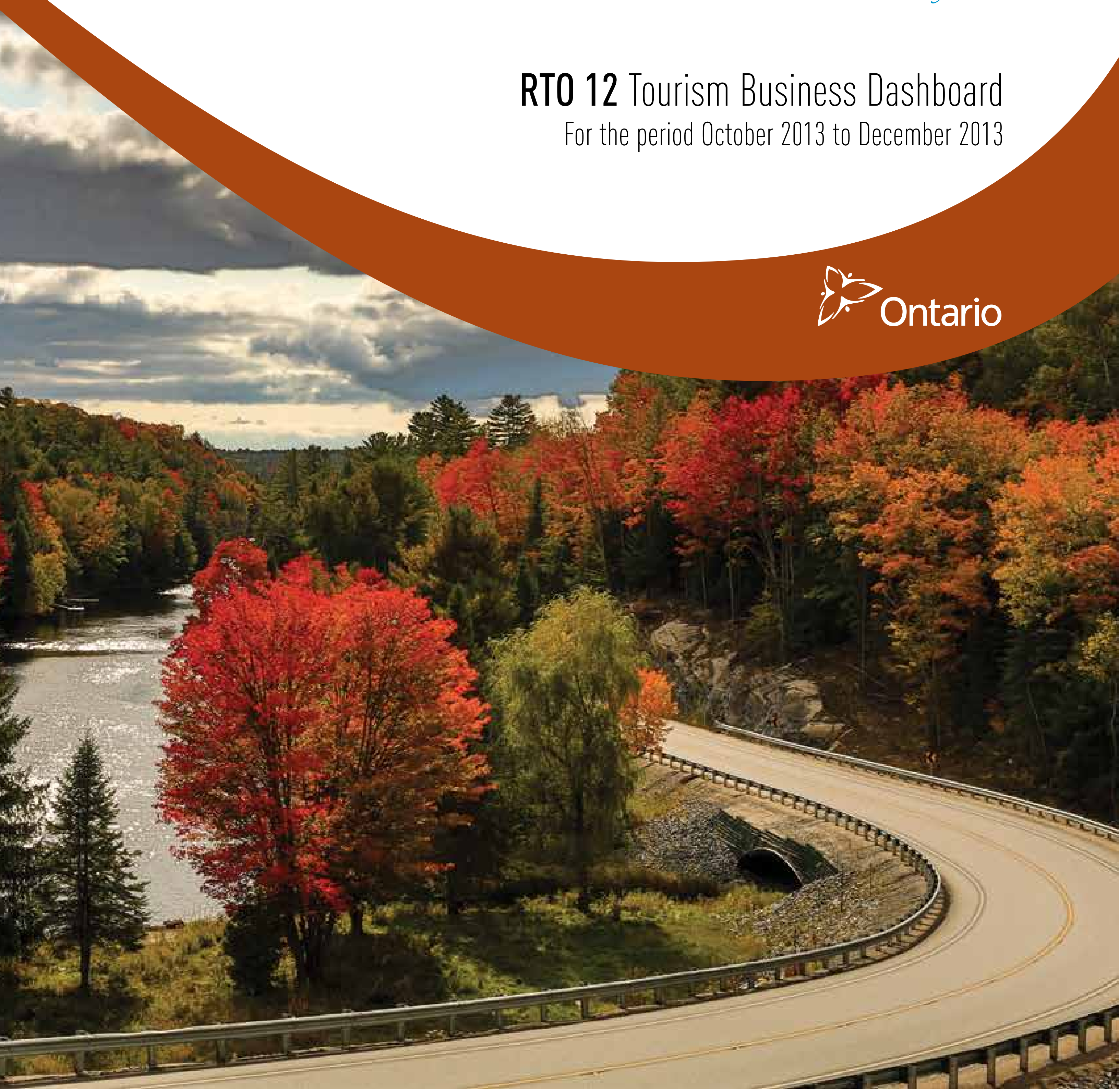
EXPLORERS' EDGE
Naturally Adventurous

RTO 12 Tourism Business Dashboard
For the period October 2013 to December 2013

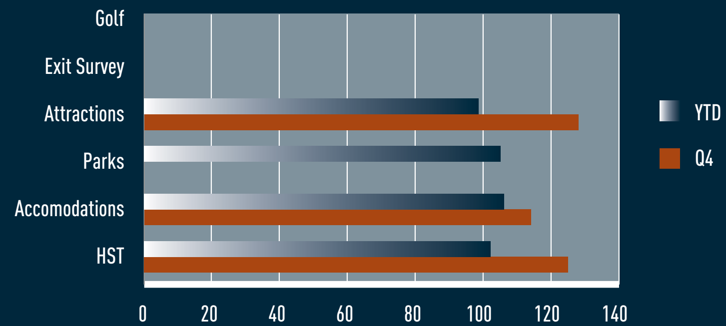
Ontario



Q4

RTO 12 Tourism Business Dashboard

All indices are up in Q4.
A strong quarter for accommodations, attractions and HST receipts.



Up 25% in Q4, up 2% YTD

HST Index

Up 12% in Q4, up 6% YTD

Occupancy Index

Day use up 5% YTD, Camper Nights up 0% YTD

Parks Index

N/A

Golf Index

Up 28% in Q4, down 1% YTD

Attractions Index

All respondents would recommend RTO 12

Exit Survey

Weather Index

Average Temperature	Days of Precipitation	Total Precipitation
-0.8oc (1.7oc in 2012)	38 (35 in 2012)	311 MM (207 in 2012)

Q4

Interpreting the Data

The data sources are as follows:

- HST is collected by Segall & Partners LLP. Data is provided by month. Only 9 board members have participated, so caution must be exercised with this data as the sample size is small.
- Occupancy data is from PKF Consulting and is reported Monthly. Note that we have not yet received December data (expected by 02/15/14). Data is based on a basket of 19 local hotels.
- Weather data is from the Environment Canada's Muskoka weather station.
- Parks data is provided by Ontario Parks, MNR. Data is reported for May through October only. Reporting parks are Algonquin, Arrowhead, Grundy, Killbear, Mikisew & Restoule.
- Attractions data is collected by Segall & Partners LLP and is from 3 operators. Shown in aggregate only. Caution must be exercised with this data as the sample size is small.
- Segall was able to collect golf data from one operator only. As a result the data cannot be reported.
- Exit survey data is provided by RTO 12, and is pulled from an ongoing survey fielded in local hotels. Sample size is presently very small.

Q4

Observations

The business climate has been mixed in Canada and in Ontario. Canadian consumer confidence has declined over the past quarter. That decline has been even more pronounced in Ontario, despite the strong housing and stock markets.

That said, 2014 presents some terrific opportunities for tourism in the province. The crashing loonie may keep locals from vacationing in the USA and instead spend their holidays here. It will also encourage Americans to visit Ontario. In June, World Pride will be held in Ontario, bringing tens of thousands of prospective visitors to RTO 12.

- → A wet spring and summer may have dampened tourism somewhat. The sunny and cool fall likely contributed to the positive results.
- → Apart from the PKF occupancy data, there is very little tourism data publically available to compare RTO 12's performance at a provincial or national level. That data indicates that the region's hotels are outperforming those in both Ontario and Canada, and were up 12% in Q4, and 6% YTD. (Ontario was up 3% and 1% respectively.)
- → HST receipts were up in Q4, which again suggests a strong quarter. Overall, the data shows a flat year. A larger sample size is required to draw any conclusions.
- → We were surprised to see that the Attractions Index is also essentially flat, in light of the outstanding response to transacting programs like *Explore the Edge*. This may suggest that the programs are appealing only to people who would have visited the region anyway. However, in a survey most participants said the program influenced their decision to visit. Again, we urge caution in interpreting the data as the sample size in our index is small.

Q4

Learning/Recommendations

This is the first time we have undertaken data collection of this nature. Here's what we learned:

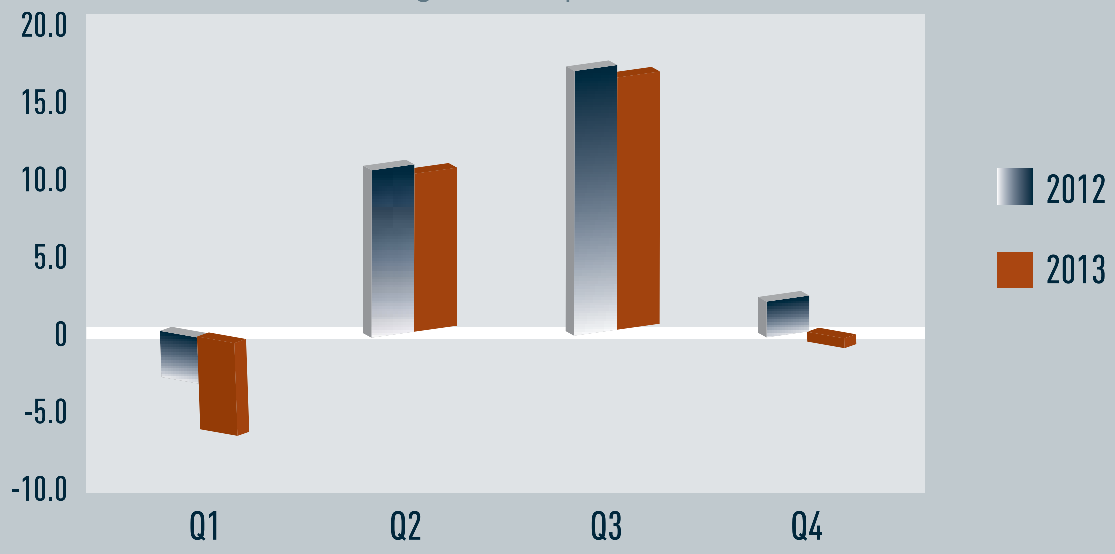
- **These data sets should be considered holistically:**
  No one set can provide definitive conclusions. This is especially true of data sets where the number of respondents is small.
- **Operators can use this dashboard:**
  They can compare their own business performance with that of the region overall, and draw conclusions about their own strategy
- **RTO 12 can (eventually) use this dashboard to guide marketing decisions:**
  At present we advise to use the data as directional only. Several more quarters of data should be collected to assess its reliability and accuracy.
- **Operators are reluctant to share HST data:**
  It's critical to increase the sample size, so we propose to increase the number of reporting operators beyond the board. Also, we propose to move to quarterly data collection, to reduce the number of requests.
- **Two important data sets are incomplete:**
  Golf and canoe data. Again, our recommendation is to increase the number of operators who are solicited.

Q4

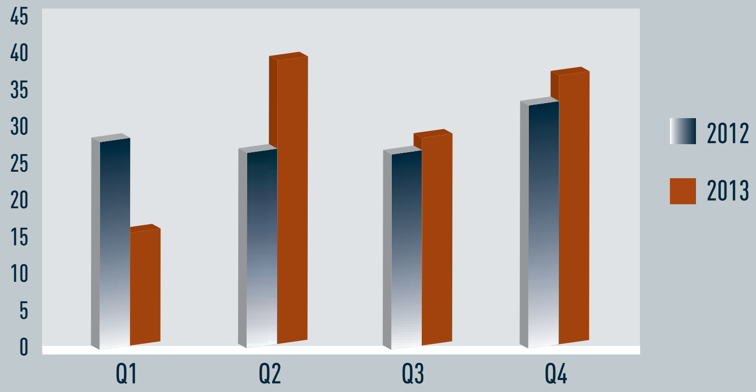
Weather Index

-0.8oc (1.7oc in 2012)	38 (35 in 2012)	311 MM (207 in 2012)
Average Temperature	Days of Precipitation	Total Precipitation

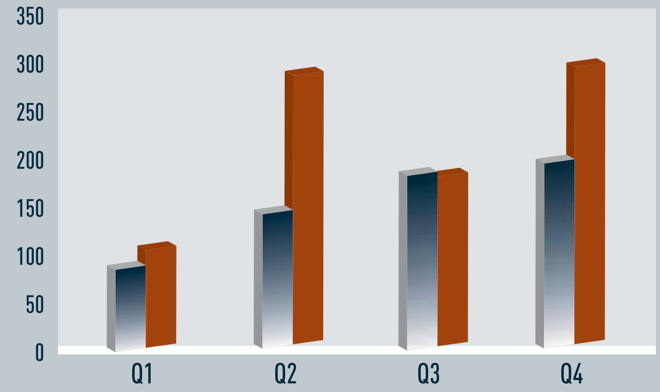
Average Temperature



Days of Precipitation

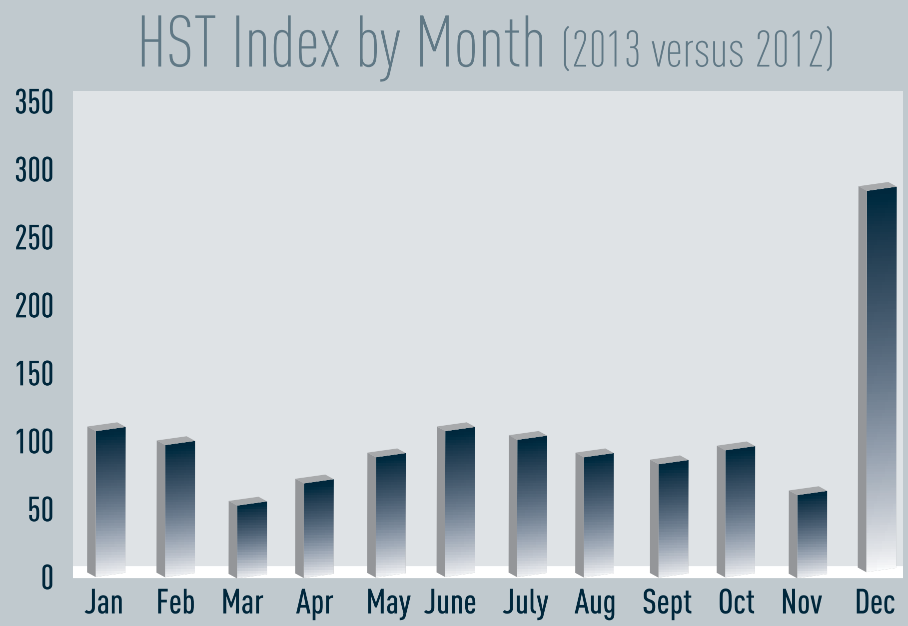


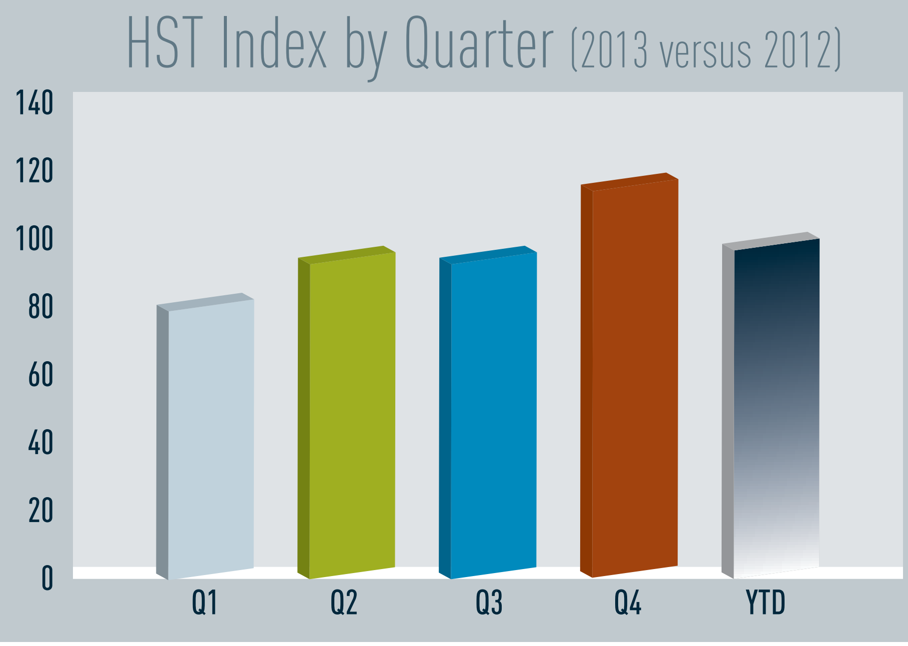
Total Precipitation (MM)



Q4

HST Index – Up 25% in Q4, up 2% YTD

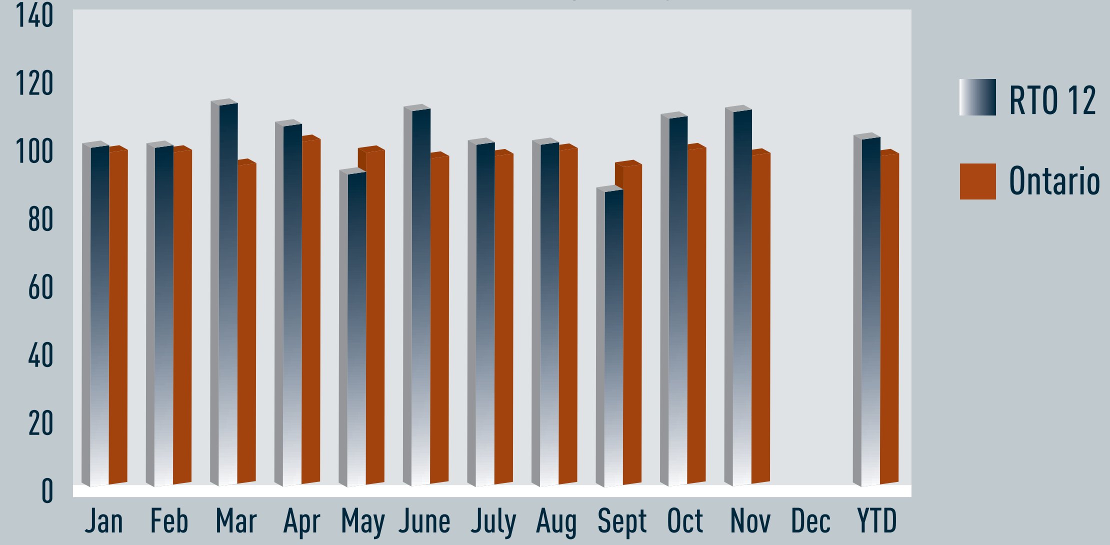




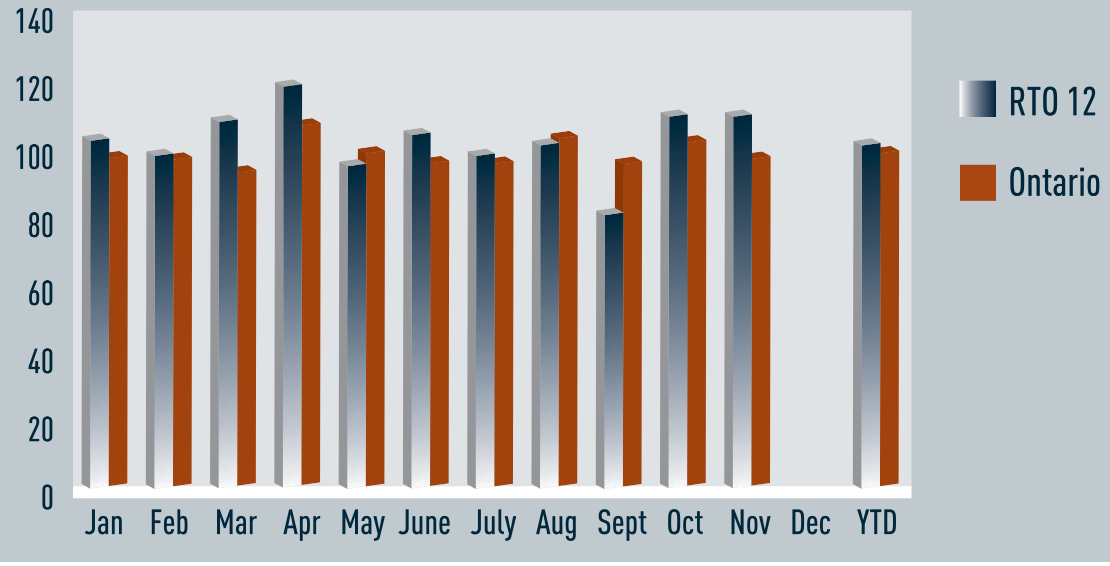
Q4

Occupancy Index – Up 14% in Q4, up 6% YTD

Room Occupancy



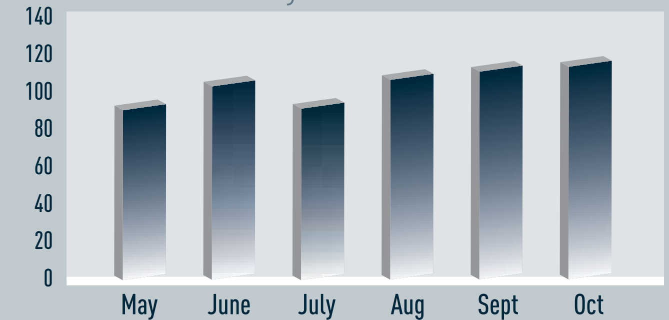
Revenue Per Room



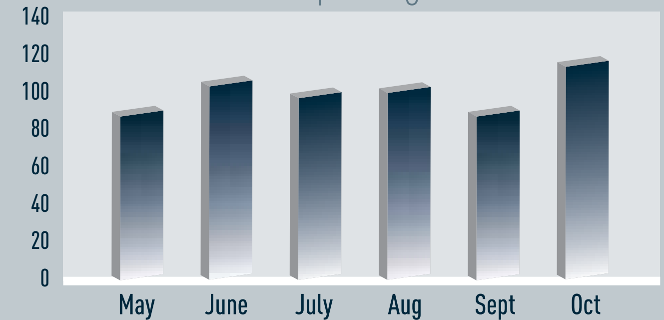
Q4

Parks Index – Day use up 5% YTD, Camper Nights up 0% YTD

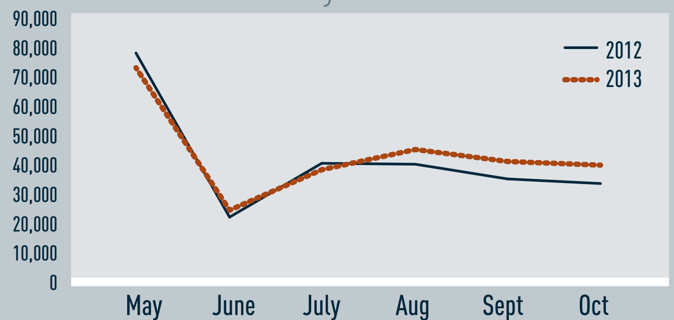
Total Day Use Visitors Index



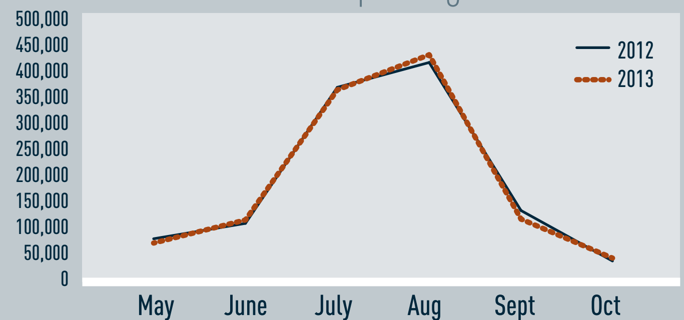
Total Camper Nights Index



Total Day Use Visitors



Total Camper Nights

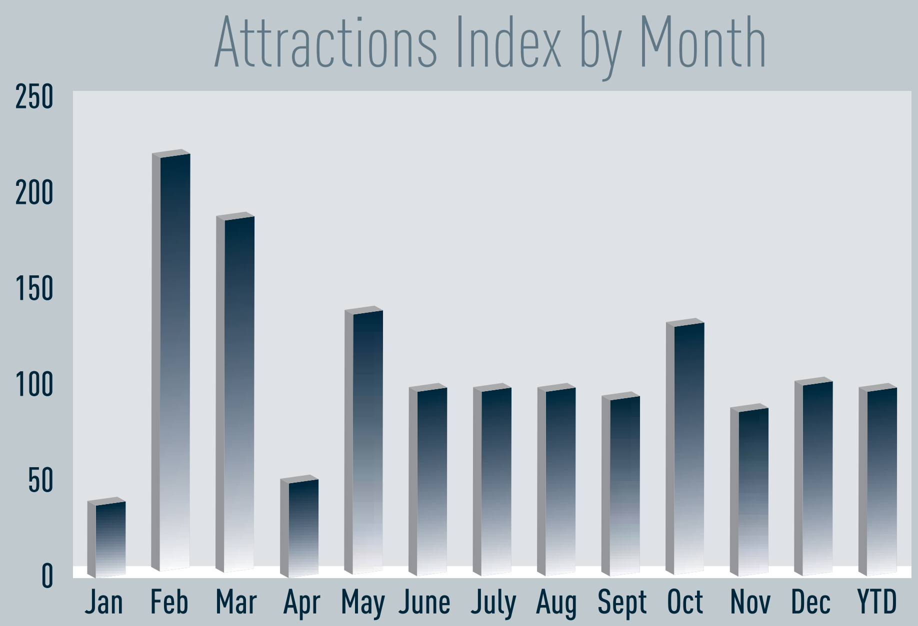


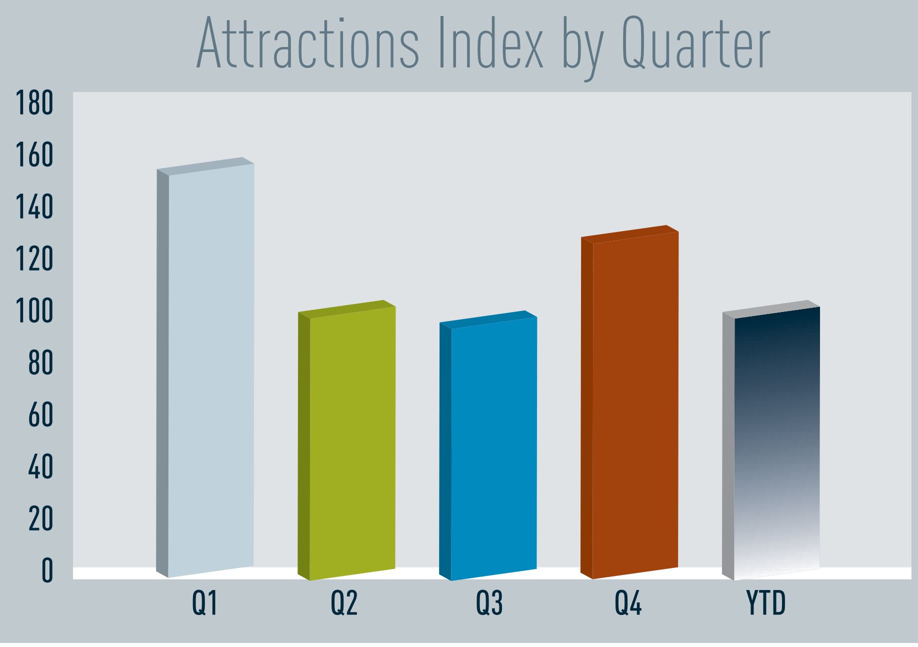
Total Day Use Visitors by Region

Total Camper Nights by Region

Q4

Attractions Index – Up 28% in Q4, down 1% YTD





Exit Survey – All respondents would recommend RTO 12.