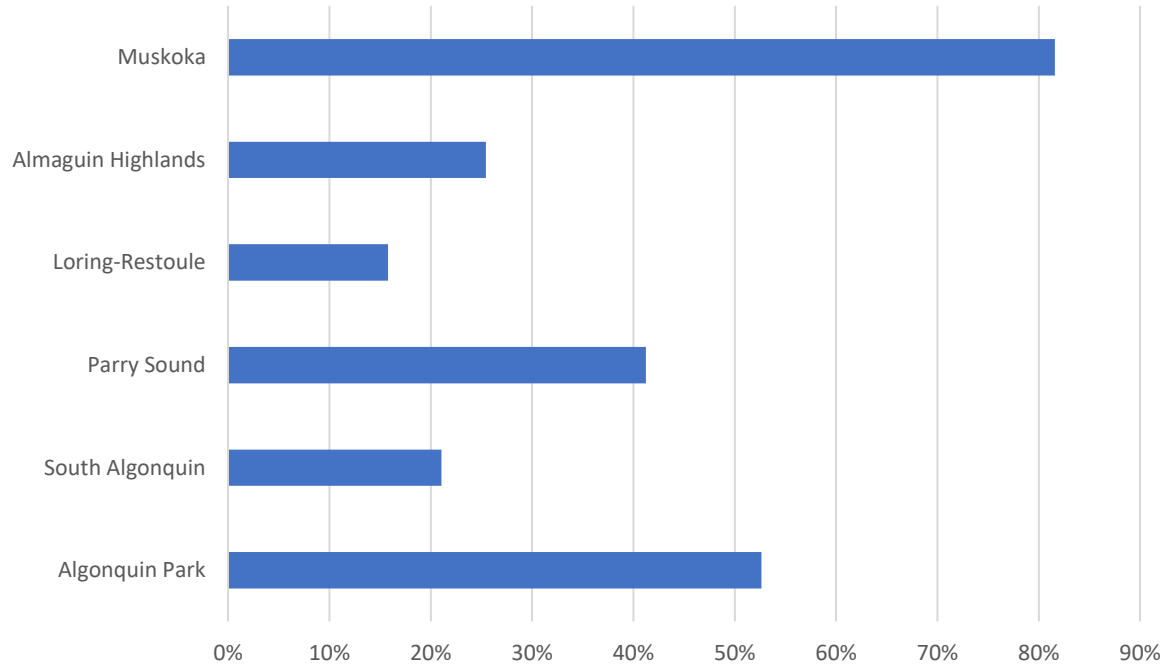


Explorers' Edge 2023 Visitor Survey Results

The survey was administered online from November 1 to December 31, 2023.
114 complete surveys were submitted.

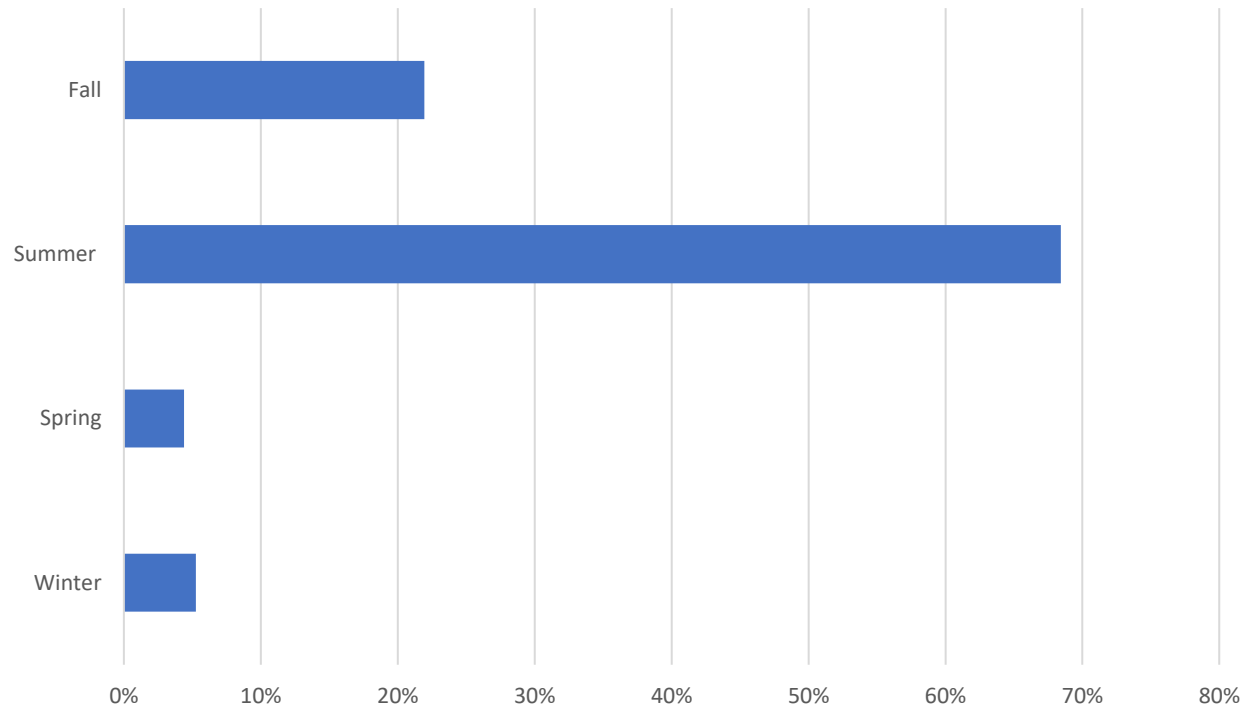
Which sub-regions did you visit?

Pct of Respondents



Respondents visited an average of 2.4 sub-regions. Muskoka was the most popular subregion, visited by just over 80%, with Algonquin Park in second place at just over 50%.

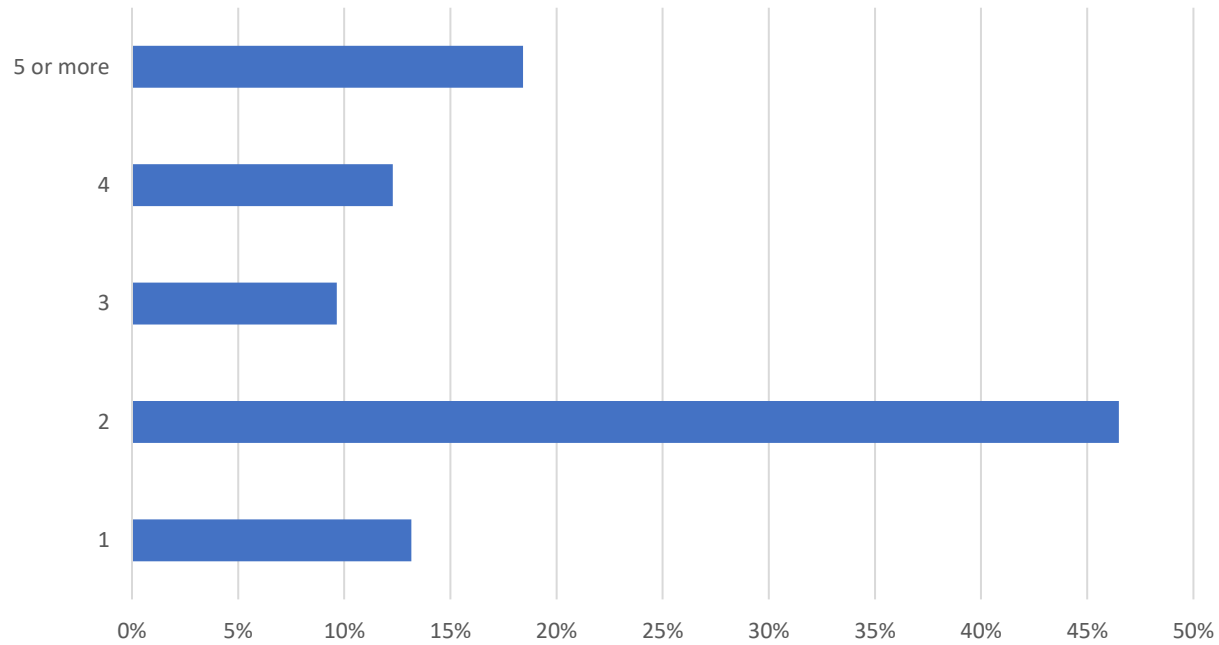
Which season did you visit in? Pct of Respondents



Summer is, not surprisingly, the preferred season to visit. (Much focus is on building the Winter shoulder season, but a significant opportunity may also be in Spring.)

What was the size of your party?

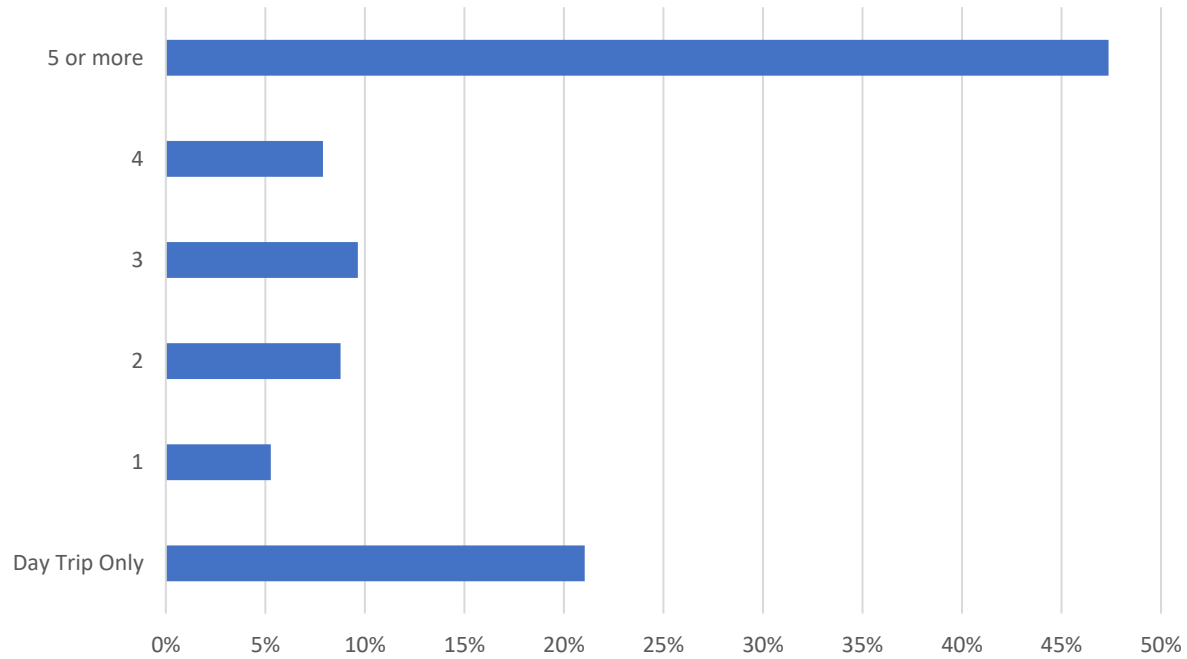
Pct of Respondents



Parties of two dominate.

How many nights did you spend in region?

Pct of Respondents



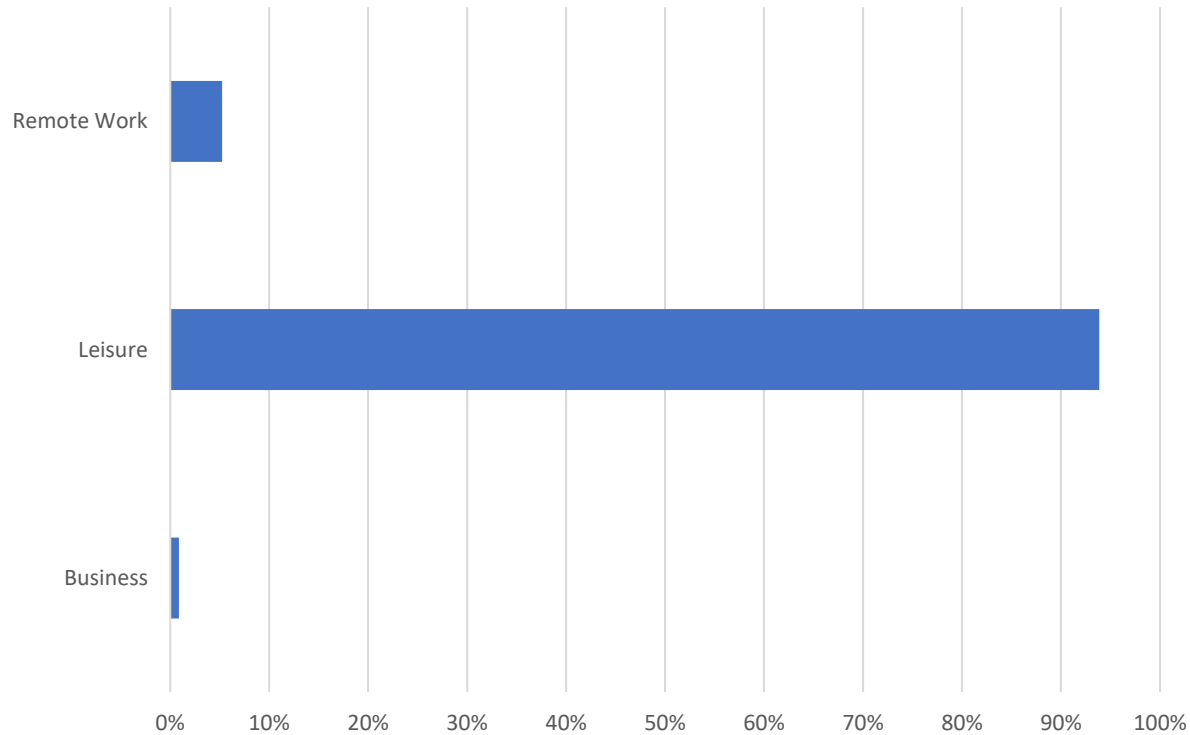
Almost half of respondents stayed 5 or more nights.

How many people were in your party?	Trip Duration						Grand Total
	0 - day trip only	1	2	3	4	5 or more	
1	21%	33%	10%	9%	11%	9%	13%
2	46%	33%	40%	27%	67%	50%	46%
3	4%	33%	0%	9%	22%	9%	10%
4	17%	0%	40%	27%	0%	6%	12%
5 or more	13%	0%	10%	27%	0%	26%	18%
Total	100%	100%	100%	100%	100%	100%	100%

Larger parties tend to stay longer – 26% stayed 5 nights or longer, even though they account for 18% of visits

What was the reason for your stay?

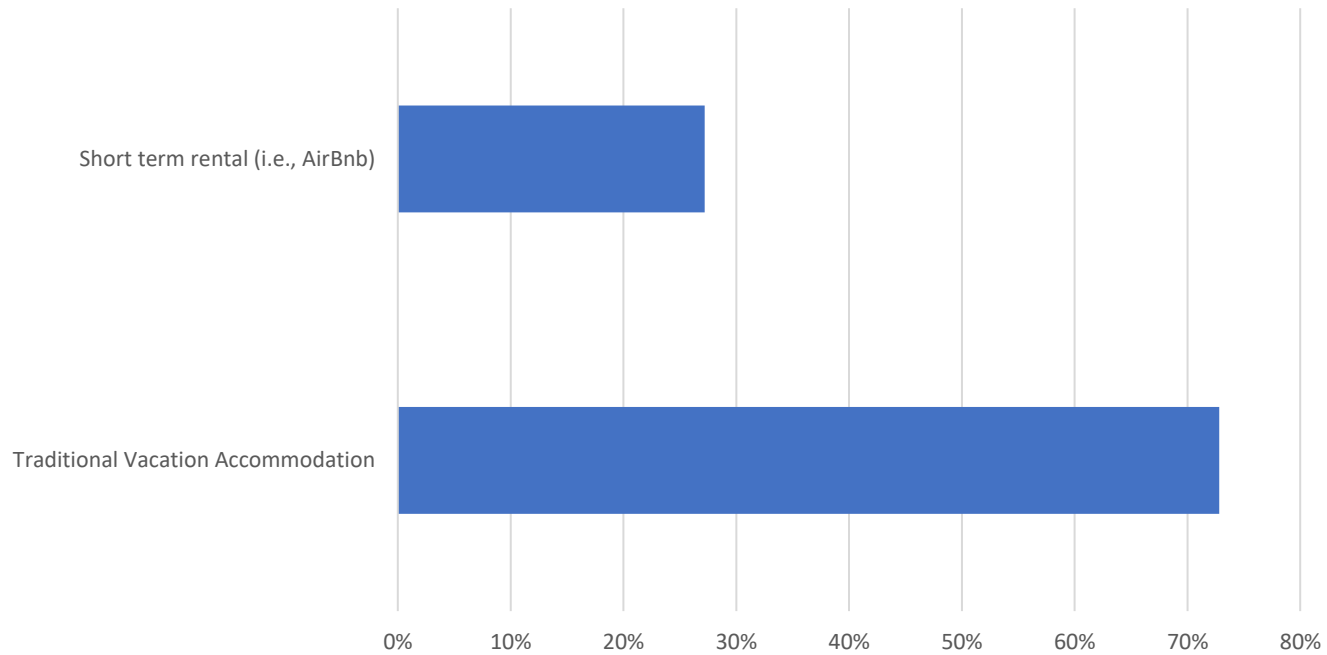
Pct of Respondents



Leisure dominated. But remote work outpaced business travel.

What type of accommodation did you stay in?

Pct of Respondents



Traditional accommodators dominate at over 70% of stays.

Larger parties tend to be user of vacation rentals – parties 5+ account for 29% of vacation rental stays use them even though account for 18% of all stays

How many people were in your party?	Short term rental (e.g. Vrbo, Air BnB)	Traditional vacation accommodation (hotel, motel, resort, B&B, etc)	Grand Total
1	6%	16%	13%
2	42%	48%	46%
3	3%	12%	10%
4	19%	10%	12%
5 or more	29%	14%	18%
Total	100%	100%	100%

How would you rate your overall experience visiting the region?

Pct of Respondents

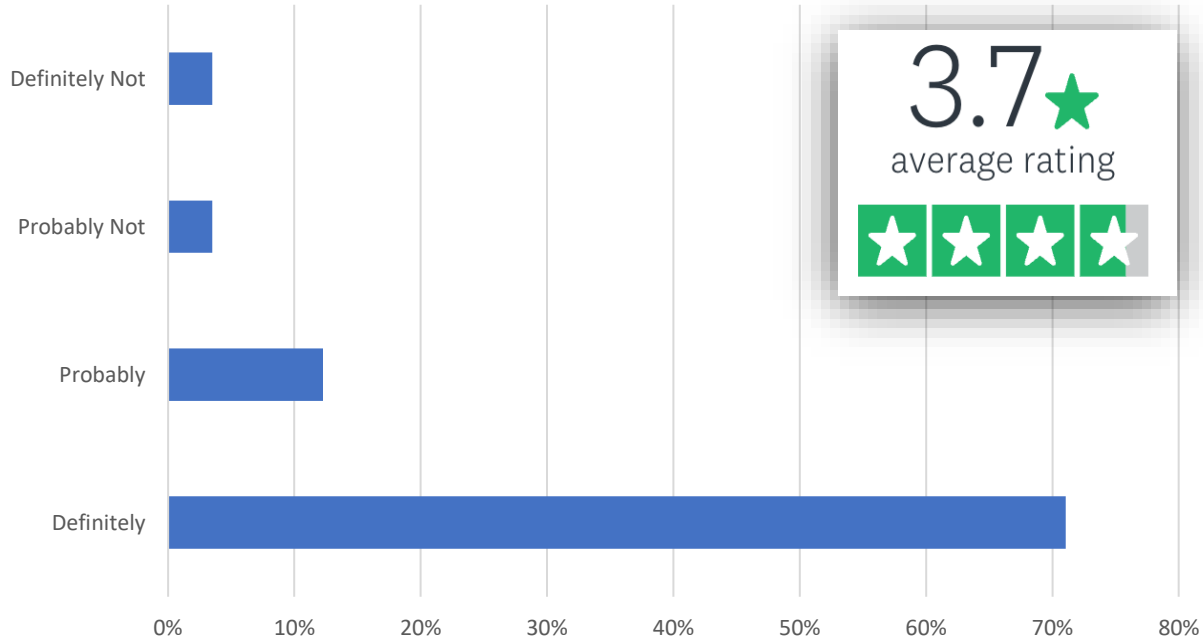


What type of accommodation did you stay in?	How would you rate your overall experience?					
	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied	Grand Total
Short term rental (e.g. Vrbo, Air BnB)	14%	0%	14%	21%	52%	100%
Traditional vacation accommodation (hotel, motel, resort, B&B, etc)	11%	5%	0%	31%	53%	100%
Grand Total	12	4	4	29	54	114

There is no statistically significant difference in the level of satisfaction between those who stay in Short Term Rentals versus Traditional Accommodations

Would you recommend a visit to the region to others?

Pct of Respondents



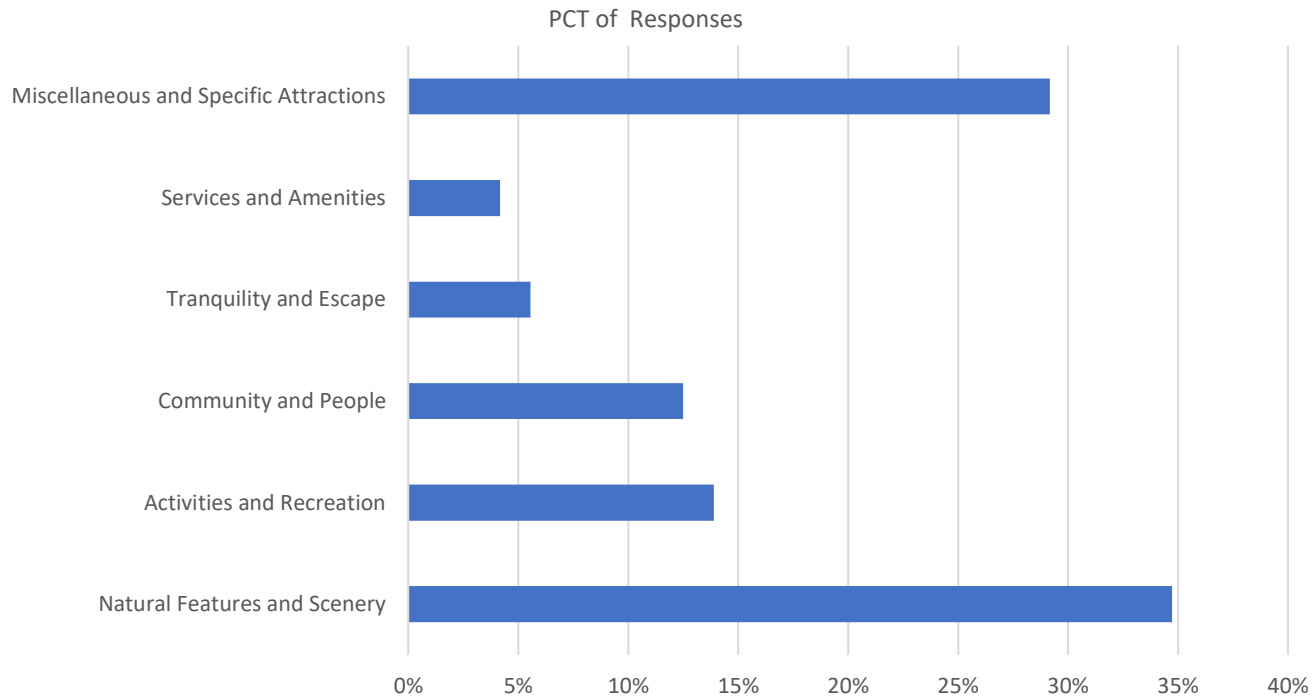
Net Promoter Score

75

Net Promoter Score (NPS) is calculated using question 9, "Would you recommend a visit to the region to others?" We subtract the percentage of those who say "Probably/Definitely" (83%) from those who say "Probably Not/Definitely Not" (8%). The range of possible NPS scores is therefore -100 to +100.

This is an outstanding result.

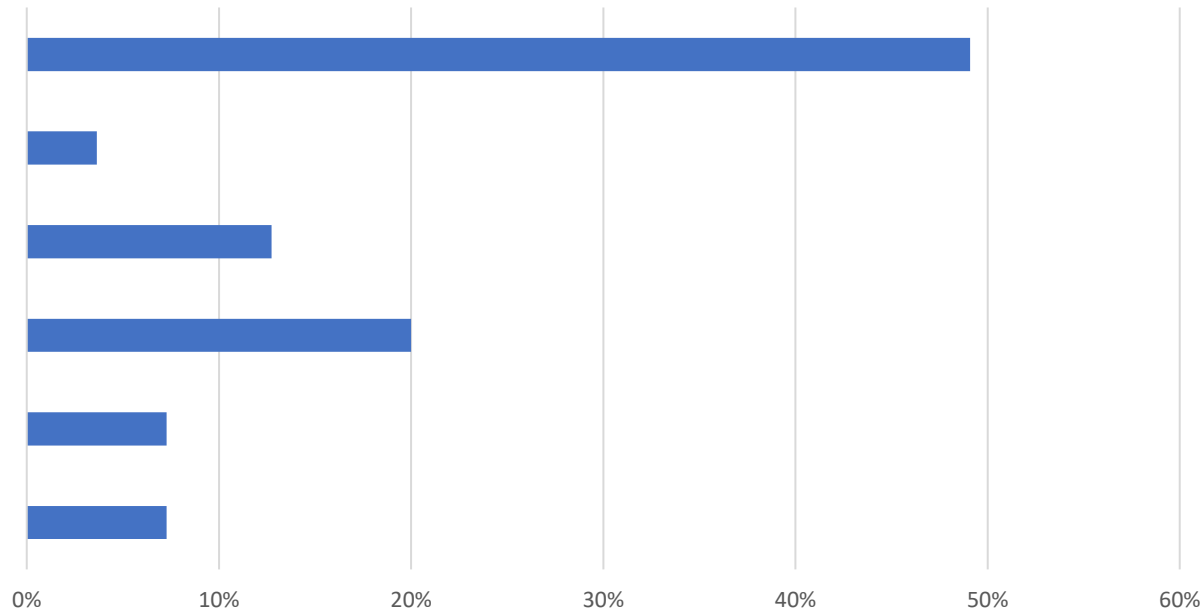
What did you like most about your visit to the region?



Consistent with our 2018 Product Development Framework and subsequent identification of Key Tourism Activities (KTAs), “Nature” dominates the reasons why people love to visit.

What could be improved for future visitors?

PCT of Responses



What could be improved for future visitors?

Cost and Value Concerns: References to cheaper prices for gas, hotels, food, better family rates, and affordable motels or camping grounds.

Transportation and Accessibility: Suggestions for improved public transportation, easier walking for seniors, and more parking spaces.

Facilities and Amenities: Calls for better bathrooms, more access to lakes/beaches, more campgrounds, more food vendors, and variety in coffee shops.

Environmental and Cultural Preservation: Comments on maintaining natural beauty, less pollution, garbage cleanup, less development, and preserving the culture.

Information and Communication: Requests for more information on things of interest, a magazine with routes and cultural guides, and standardized reporting for issues like dirty bathrooms.

General Satisfaction: Responses indicating that no changes are needed