

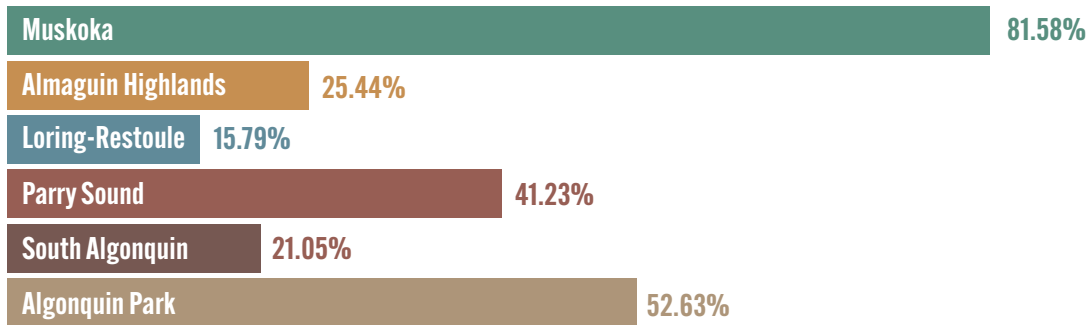
2023

# Visitor Survey Results

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

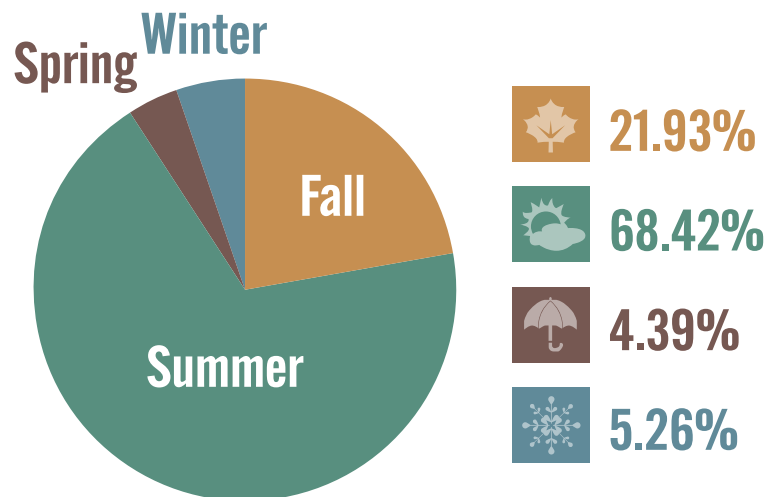


# Which sub-regions did you visit?



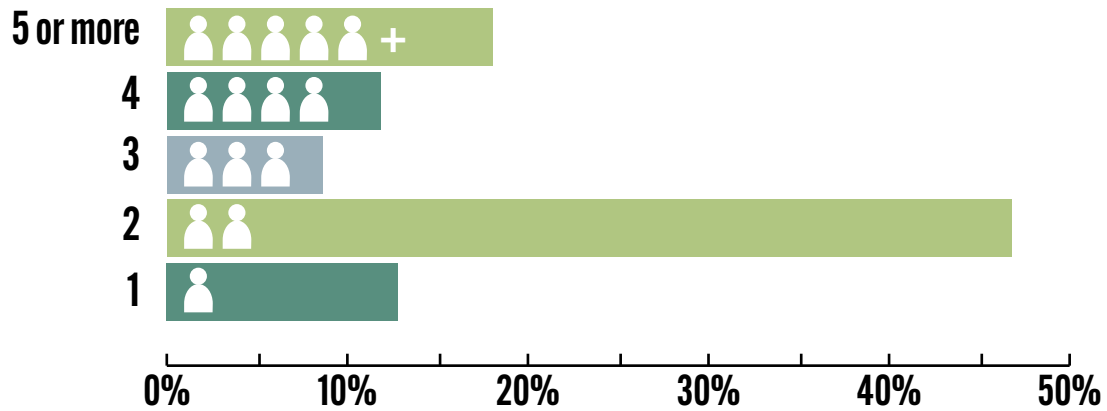
Respondents visited an average of 2.4 sub-regions. Muskoka was the most popular subregion, visited by just over 80%, with Algonquin Park in second place at just over 50%.

# Which season did you visit in?



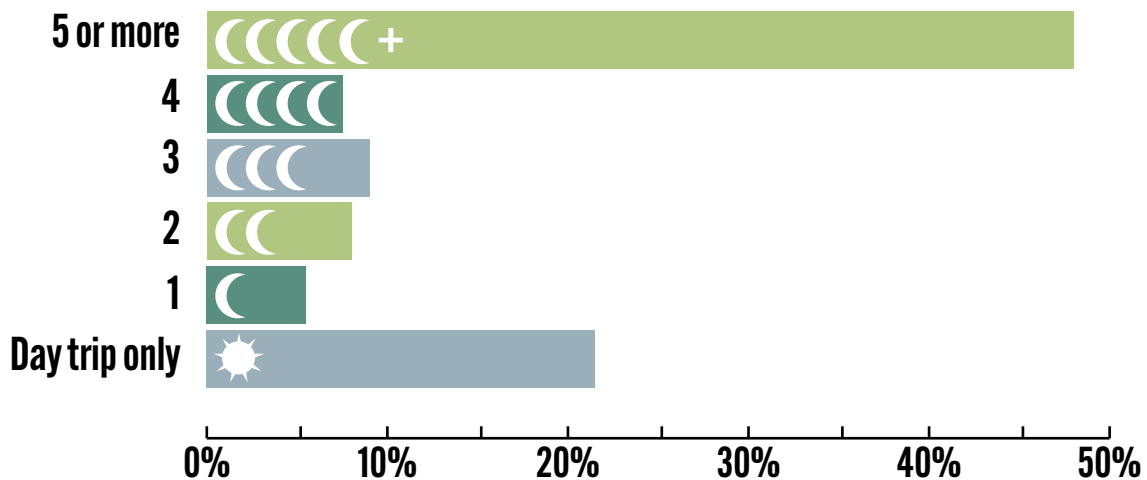
Summer is, not surprisingly, the preferred season to visit. (Much focus is on building the Winter shoulder season, but a significant opportunity may also be in Spring.)

# What was the size of your party?






Parties of two dominate.

# How many nights did you spend in region?

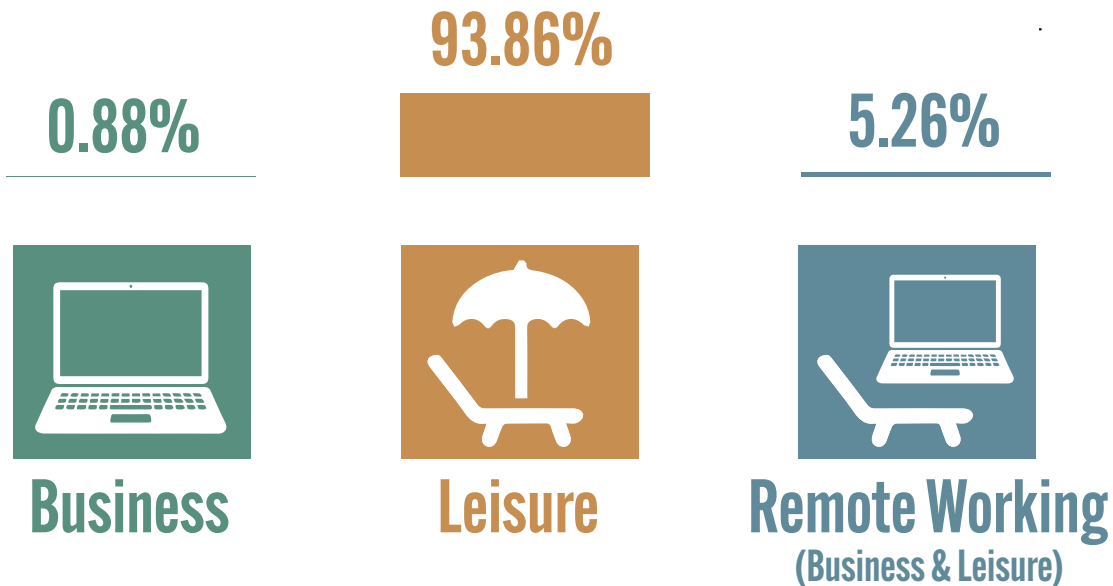


Almost half of respondents stayed 5 or more nights.

 How many people were in your party?	 Trip Duration 						Grand Total
	0 Day Trip Only	1 Day	2 Days	3 Days	4 Days	5 Or More Days	
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%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

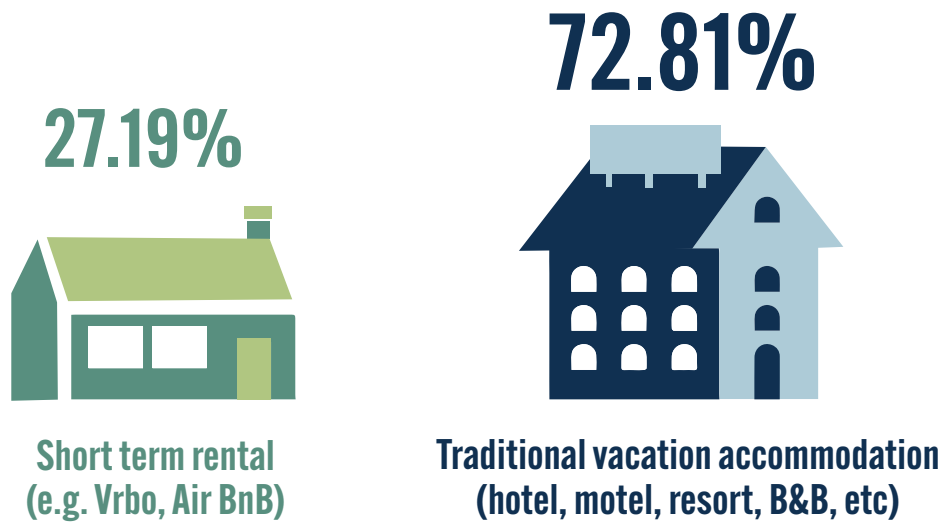
Larger parties tend to stay longer - 26% stayed 5 nights or longer, even though they account for 18% of visits

## What was the reason for your stay?



Leisure dominated. But remote work outpaced business travel.

# What type of accommodation did you stay in?



Traditional accommodators dominate at over 70% of 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%

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 would you rate your overall experience visiting the region?

**4.1** AVERAGE RATING



# What type of accommodation did you stay in?

## How would you rate your overall experience?

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

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?



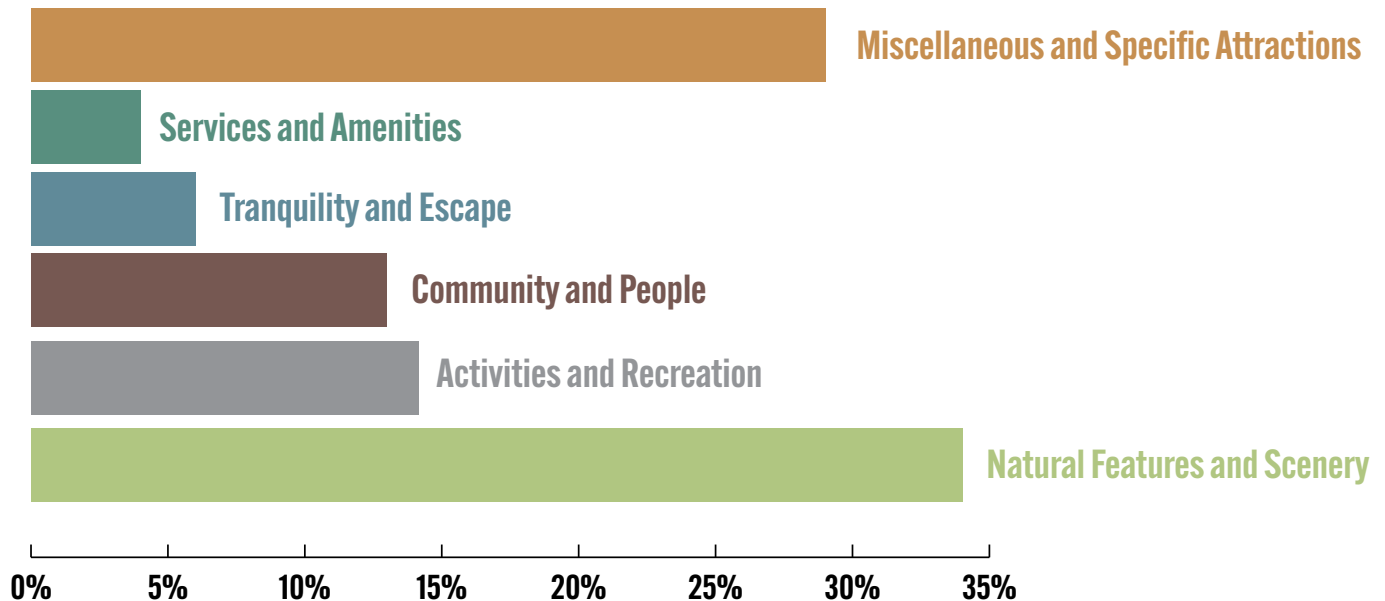
## Net Promotor Score

**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?

