

# 2024 Parry Sound Visitor Survey Results



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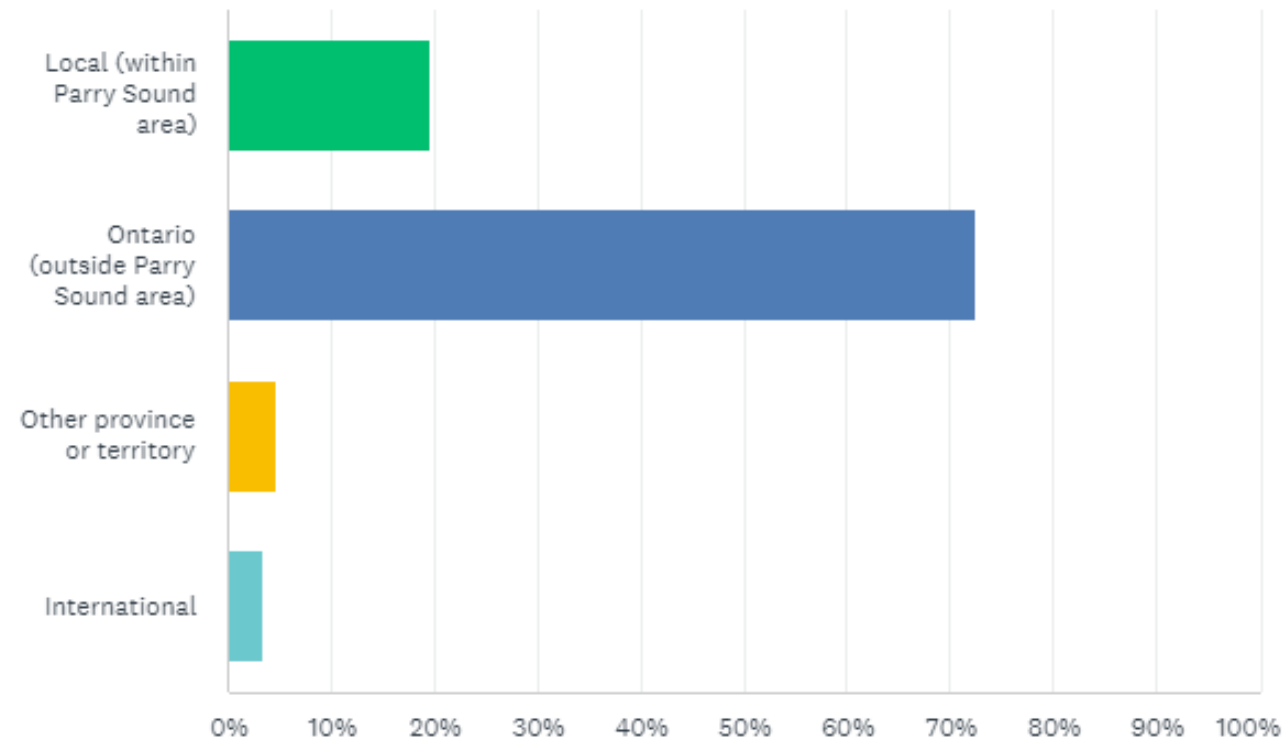
- Launched July 2024
- 87 Responses



Q1

## Where are you from?

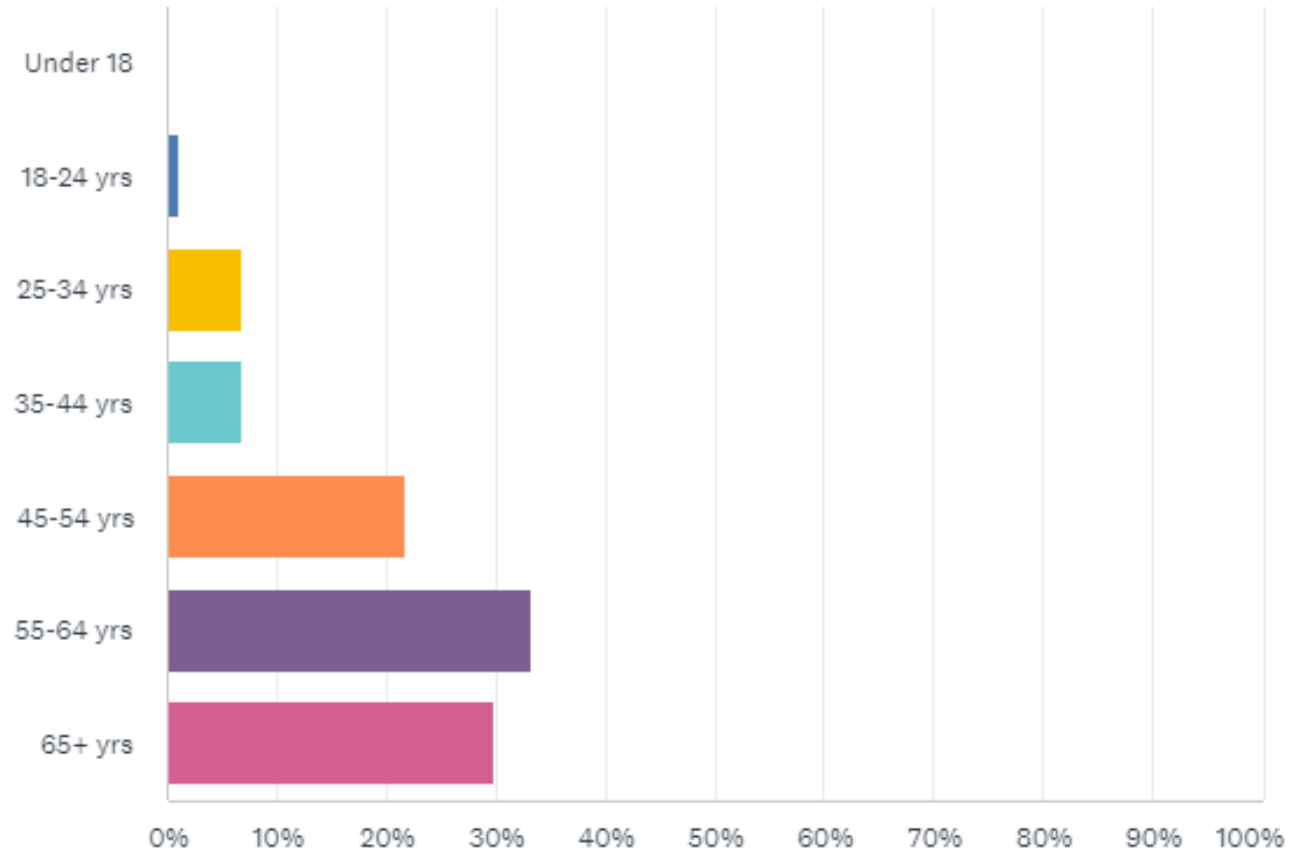
Answered: 87 Skipped: 0



Q2

## What is your age group?

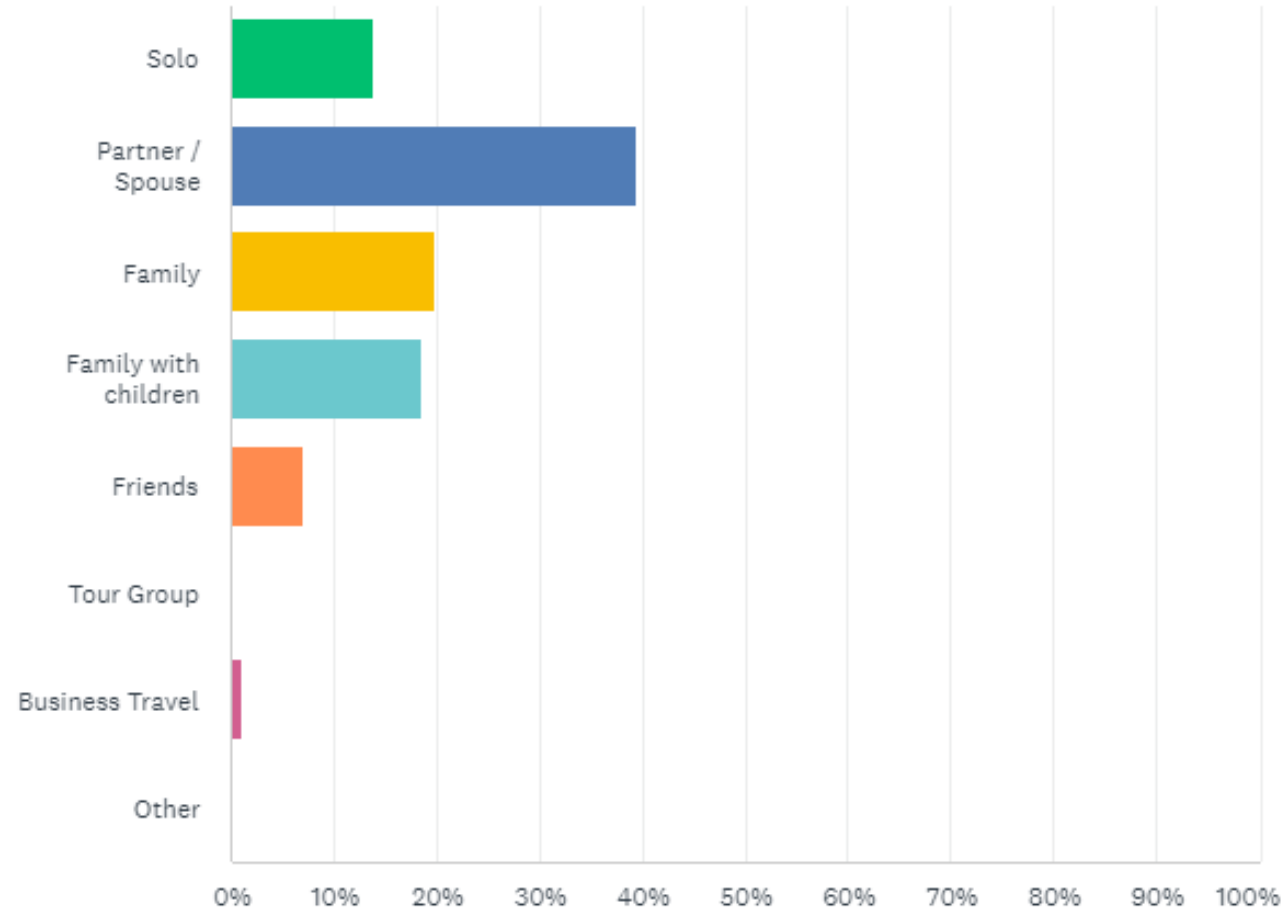
Answered: 87 Skipped: 0



Q3

## Who are you travelling with? (Select all that apply)

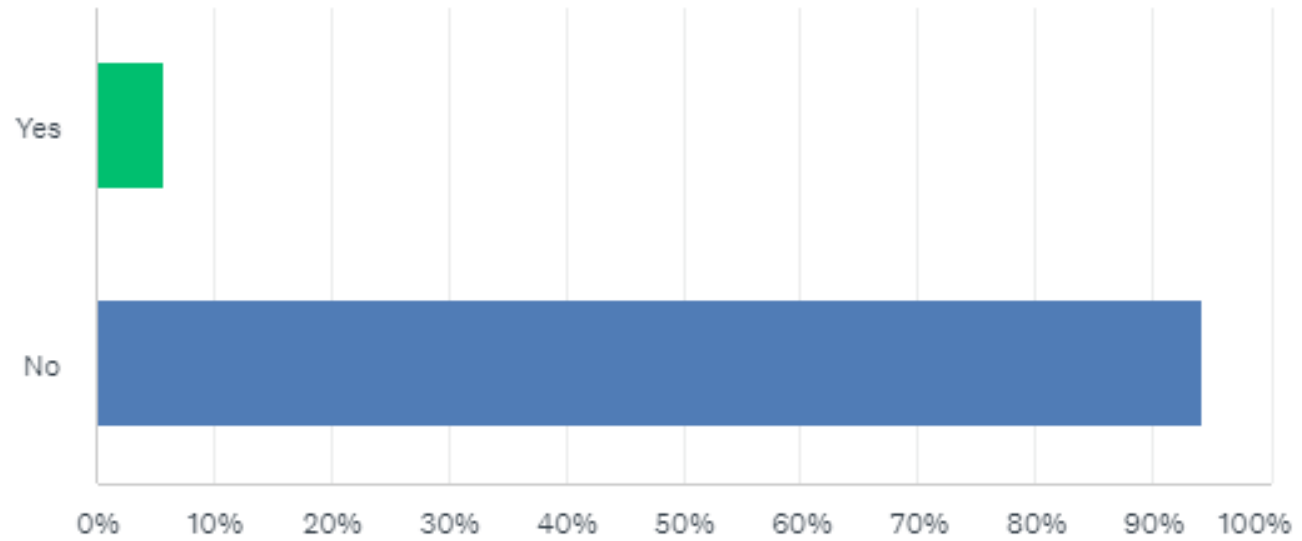
Answered: 86 Skipped: 1



Q4

Is this your first visit to Parry Sound & Area?

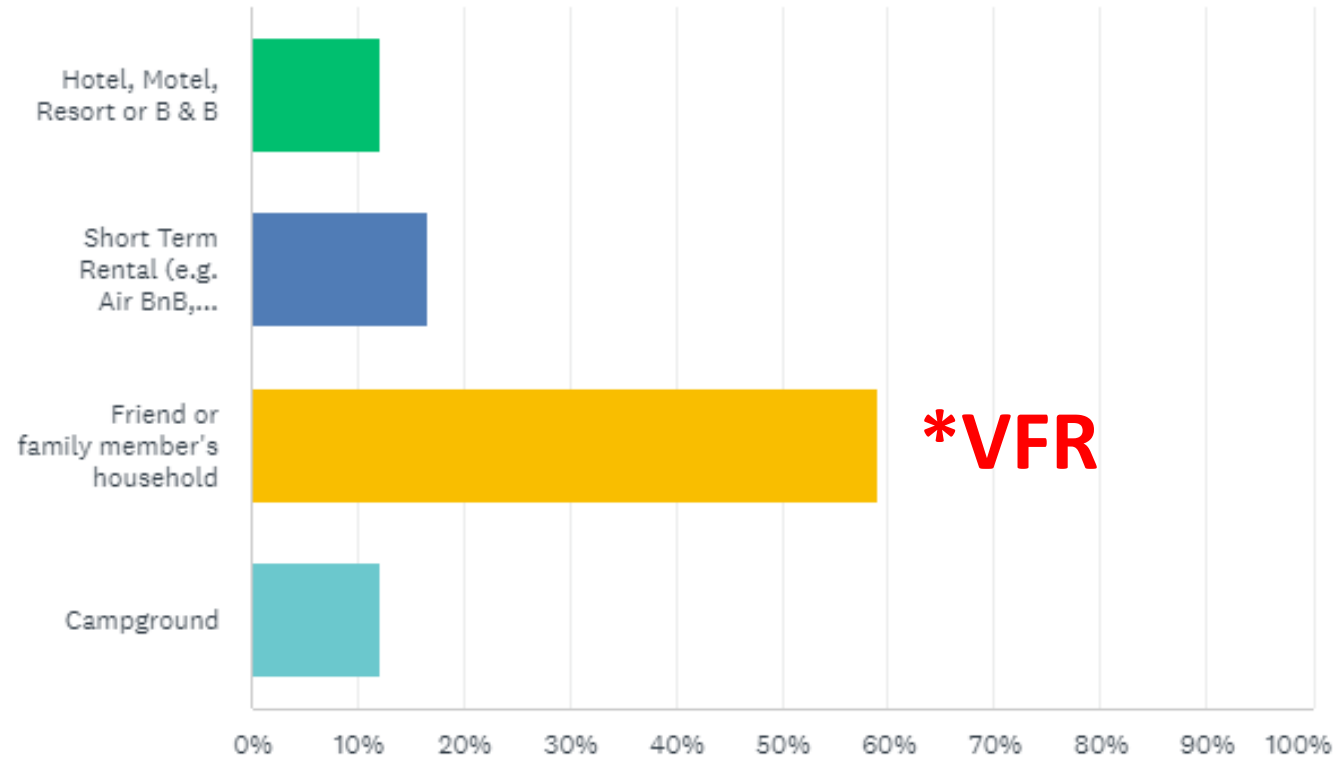
Answered: 87 Skipped: 0



Q6

If you're staying overnight, what type of accommodations are you booked into?

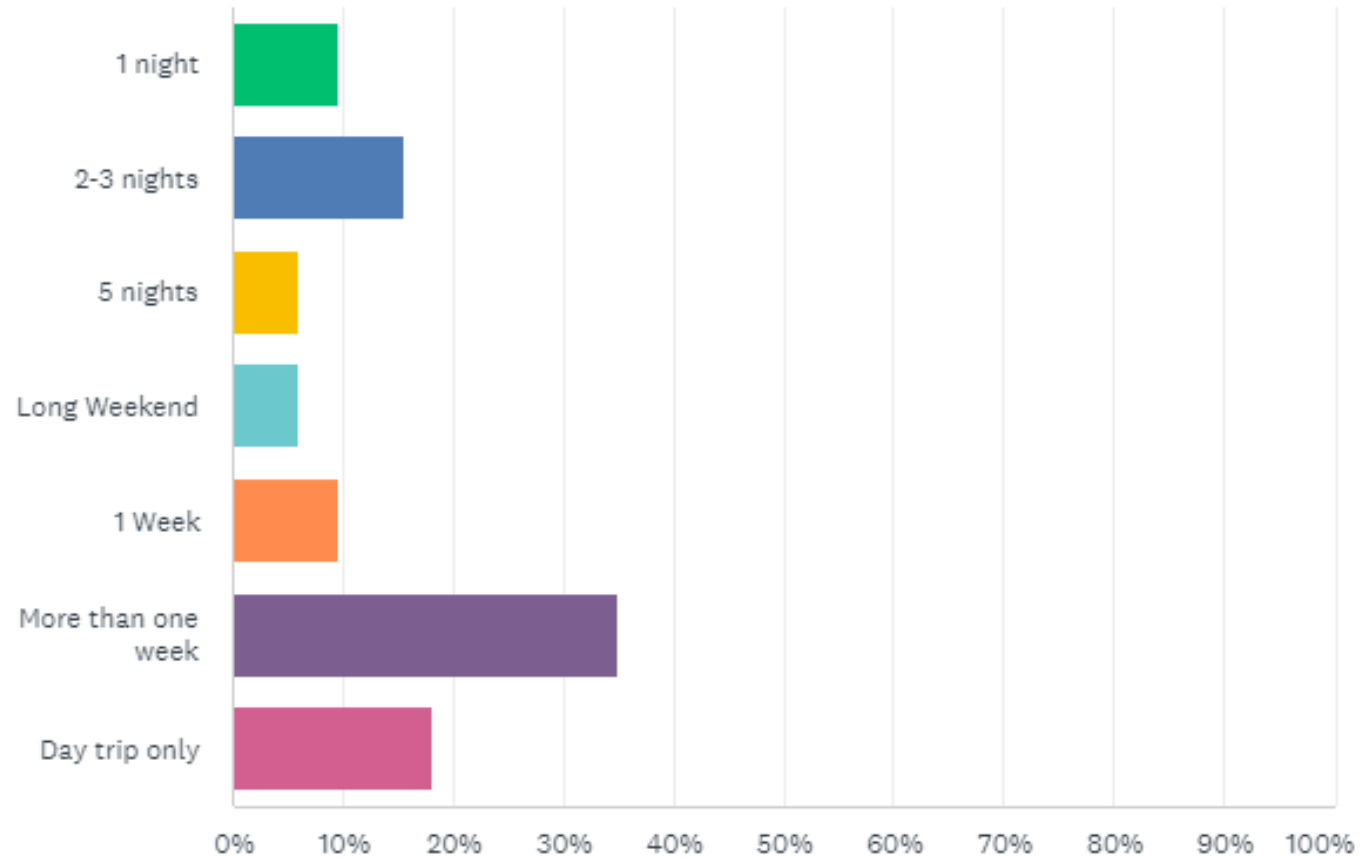
Answered: 66 Skipped: 21



Q7

## How many nights are you spending in Parry Sound & Area?

Answered: 83 Skipped: 4





## How satisfied are you with the following aspects of your visit?

	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	NOT APPLICABLE	TOTAL
Accommodations	53.66% 44	15.85% 13	8.54% 7	1.22% 1	2.44% 2	18.29% 15	82
Restaurants / Food & Beverage Establishments	33.33% 29	34.48% 30	18.39% 16	10.34% 9	3.45% 3	0.00% 0	87
Attractions / Activities	31.40% 27	27.91% 24	29.07% 25	6.98% 6	2.33% 2	2.33% 2	86
Customer Service	27.59% 24	45.98% 40	16.09% 14	2.30% 2	2.30% 2	5.75% 5	87
Cleanliness	34.88% 30	40.70% 35	13.95% 12	4.65% 4	1.16% 1	4.65% 4	86
Signage / Tourism Information	34.88% 30	40.70% 35	18.60% 16	4.65% 4	0.00% 0	1.16% 1	86
Overall Experience	44.19% 38	34.88% 30	18.60% 16	2.33% 2	0.00% 0	0.00% 0	86

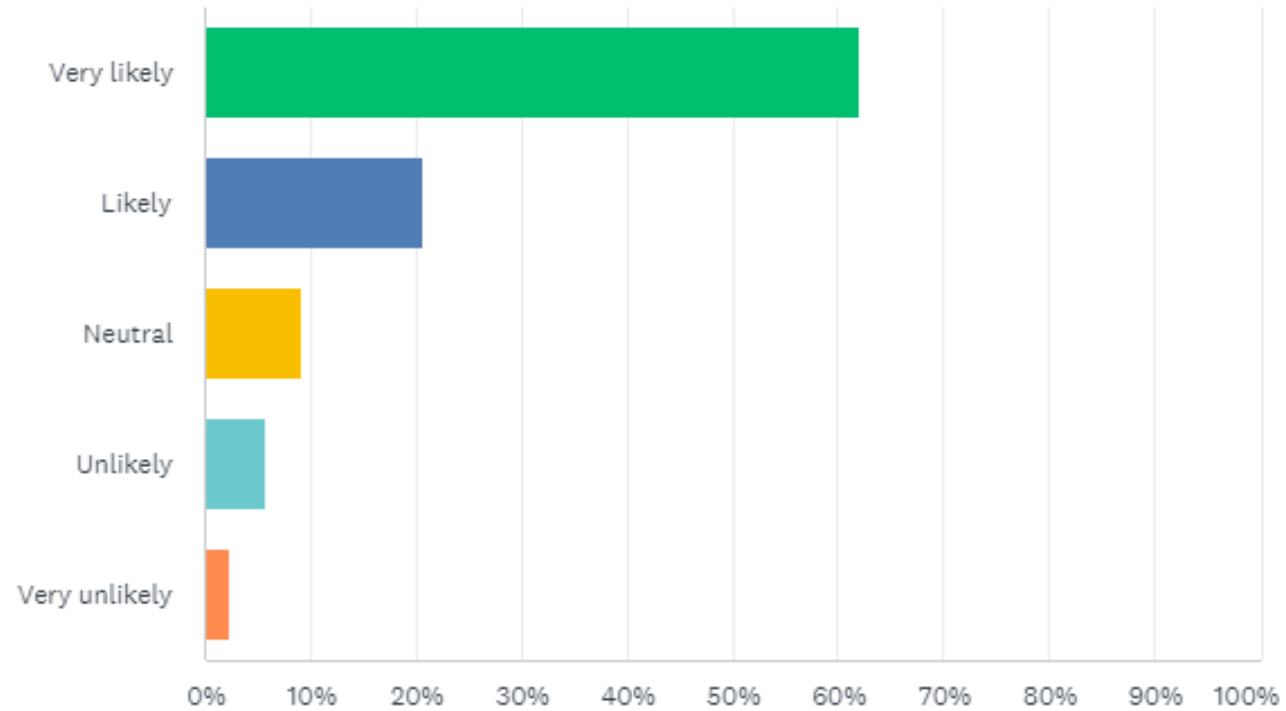
## How much did you spend on the following during your visit?

	< \$100 CDN	\$100-\$299	\$300-\$499	\$500-\$999	\$1000-\$1999	\$2000-\$3000	> \$3000 CDN	TOTAL
▼ <u>Accommodations</u>	34.33% 23	17.91% 12	11.94% 8	14.93% 10	11.94% 8	4.48% 3	4.48% 3	67
▼ Restaurants / Food & Beverage Establishments	21.18% 18	47.06% 40	18.82% 16	9.41% 8	1.18% 1	1.18% 1	1.18% 1	85
▼ Attractions / Activities	60.27% 44	16.44% 12	12.33% 9	6.85% 5	2.74% 2	0.00% 0	1.37% 1	73
▼ Shopping	37.04% 30	38.27% 31	14.81% 12	3.70% 3	3.70% 3	1.23% 1	1.23% 1	81
▼ Transportation (e.g. gasoline)	38.46% 30	41.03% 32	15.38% 12	3.85% 3	0.00% 0	0.00% 0	1.28% 1	78
▼ Groceries	30.38% 24	40.51% 32	13.92% 11	8.86% 7	3.80% 3	0.00% 0	2.53% 2	79
▼ Other	77.14% 27	8.57% 3	5.71% 2	5.71% 2	0.00% 0	0.00% 0	2.86% 1	35

Q13

How likely are you to recommend Parry Sound & Area as a place to visit?

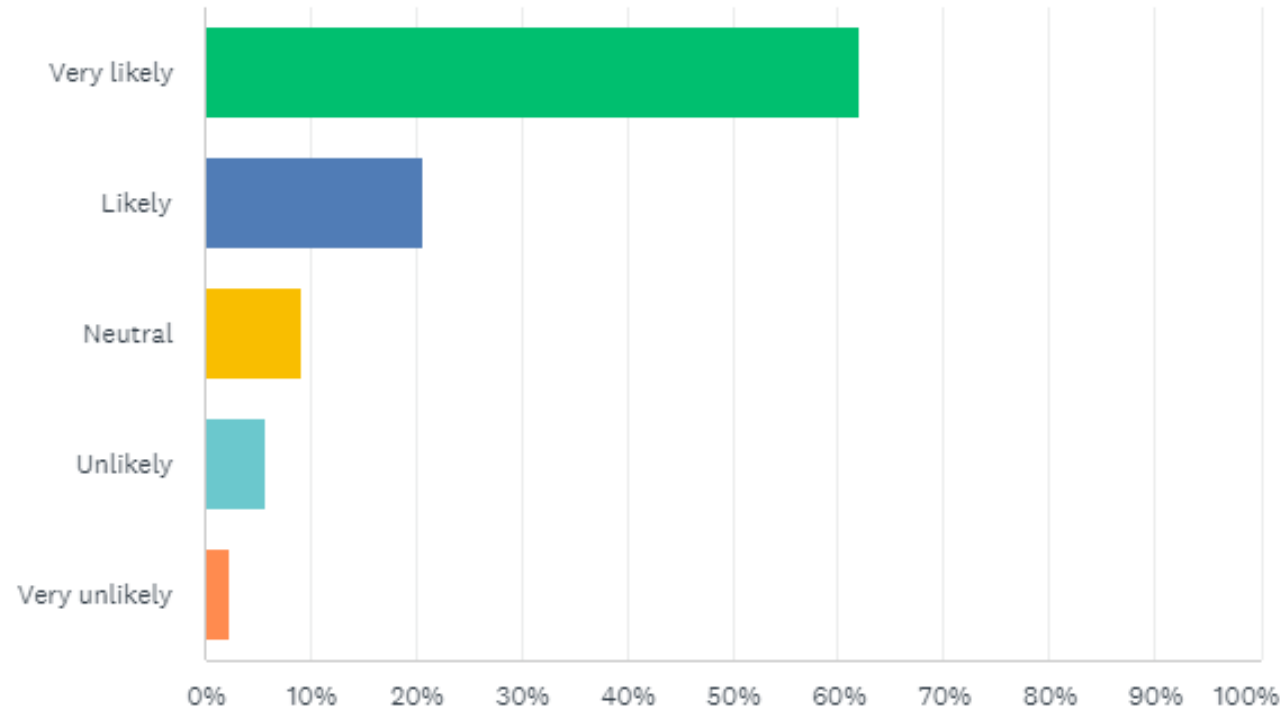
Answered: 87 Skipped: 0



Q13

How likely are you to recommend Parry Sound & Area as a place to visit?

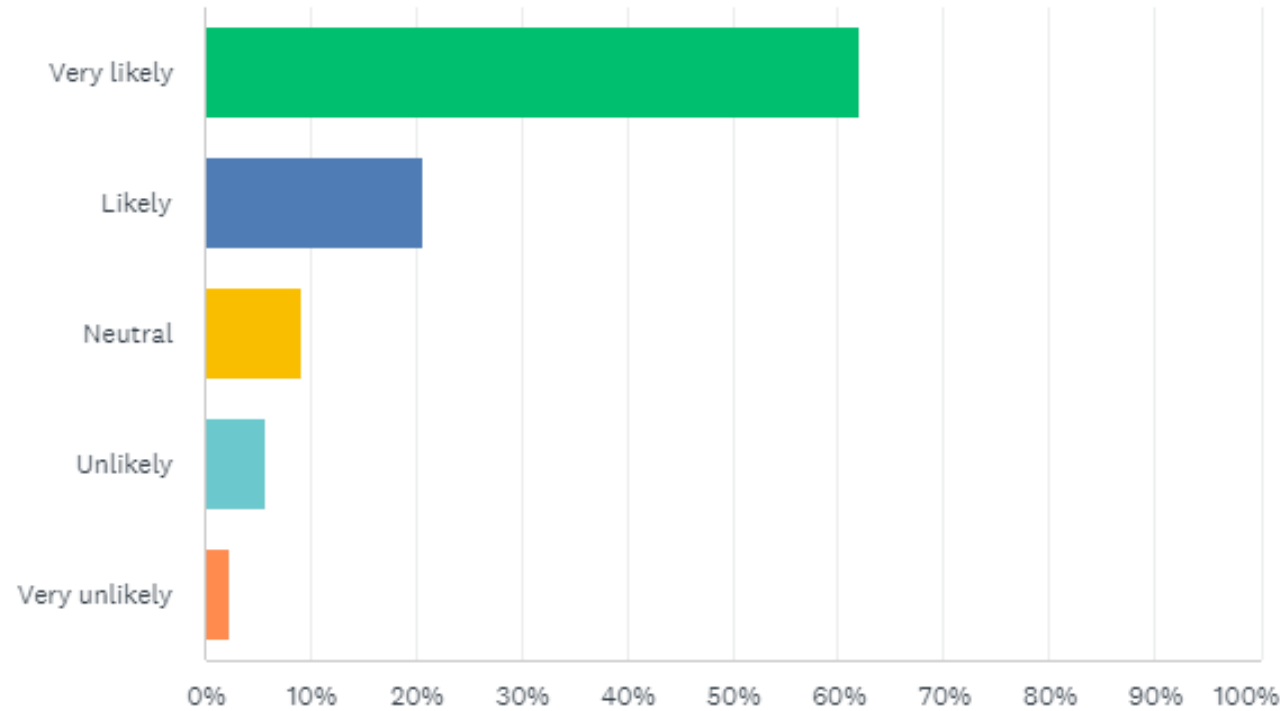
Answered: 87 Skipped: 0



Q13

How likely are you to recommend Parry Sound & Area as a place to visit?

Answered: 87 Skipped: 0



## Open Question: What made you choose Parry Sound & Area to visit?

- Visiting a cottage/friends (#1)
- Boating
- Georgian Bay/waterfront
- Access to provincial parks

## Open Question: What have you enjoyed most about your visit?

- Scenery, trails, water/Georgian Bay
- Waterfront and downtown businesses
- Friendly people!

## Open Question: What could we improve to make your next visit better?

- Cleaner/more public washrooms
- Better parking
- Enhanced businesses downtown targeting tourists
- Attractions to target younger generations (Gen Z, etc.)



## Opportunities Moving Forward

- VFR marketing campaigns
- “Out of the Parks & In to Town” campaign
- PS “Friendliest Town in Cottage Country” Campaign
- Turn day-trippers into overnighters
- Downtown business enhancements
- Product Development innovation including shoulder seasons

# Questions

