

Explorers' Edge Business Confidence Survey

Monday, May 12, 2025

52

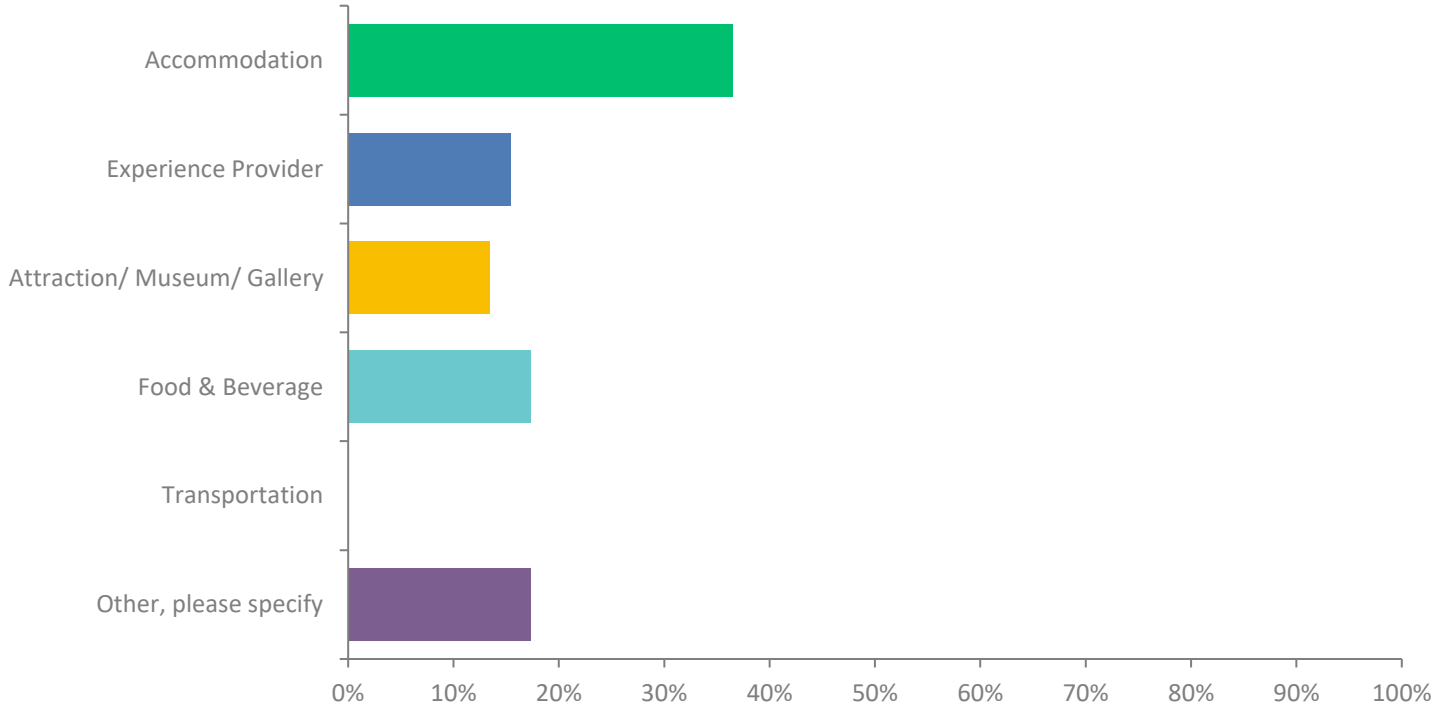
Total Responses

Date Created: Tuesday, March 25, 2025

Complete Responses: 52

Q1: What type of business do you operate? If you operate more than one type, please indicate your main business. Select one response.

Answered: 52 Skipped: 0



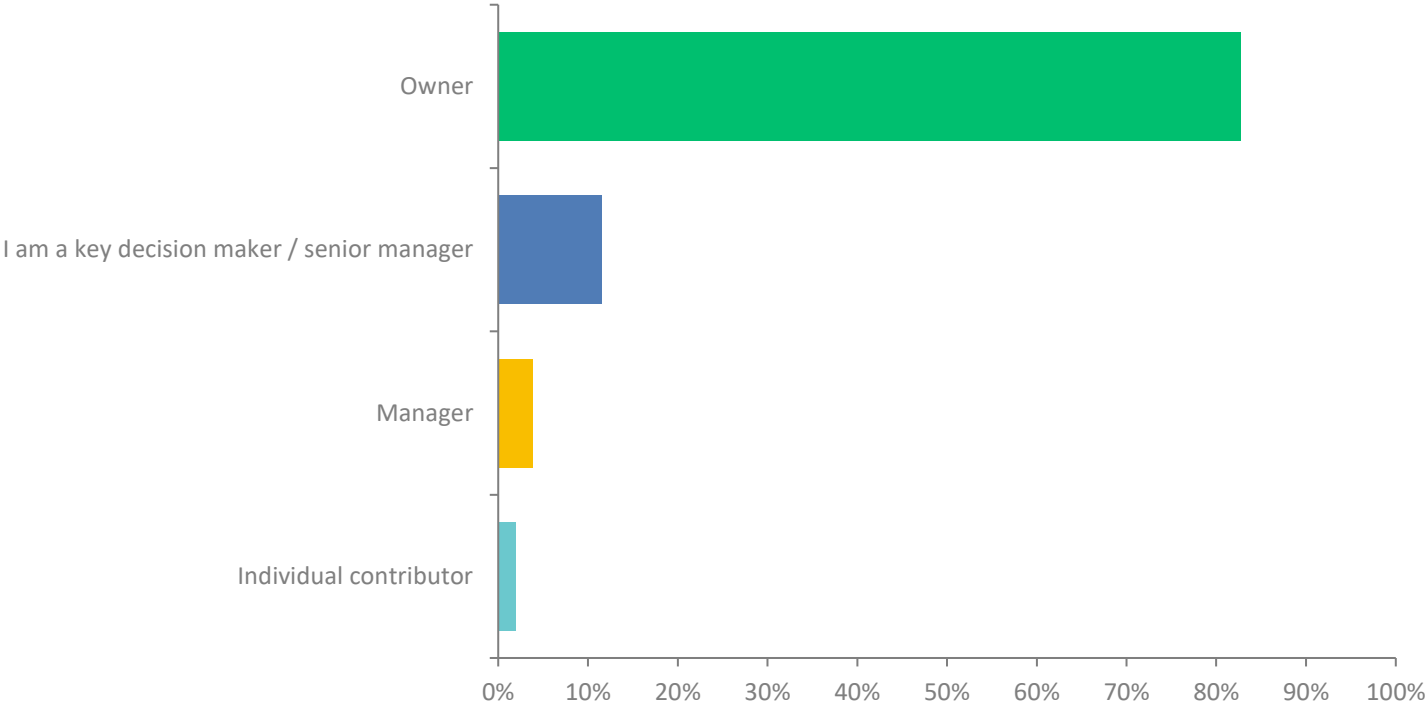
Q1: What type of business do you operate? If you operate more than one type, please indicate your main business. Select one response.

Answered: 52 Skipped: 0

ANSWER CHOICES	RESPONSES	
Accommodation	36.54%	19
Experience Provider	15.38%	8
Attraction/ Museum/ Gallery	13.46%	7
Food & Beverage	17.31%	9
Transportation	0.00%	0
Other, please specify	17.31%	9
TOTAL		52

Q2: What is your position in the company?Select one response.

Answered: 52 Skipped: 0



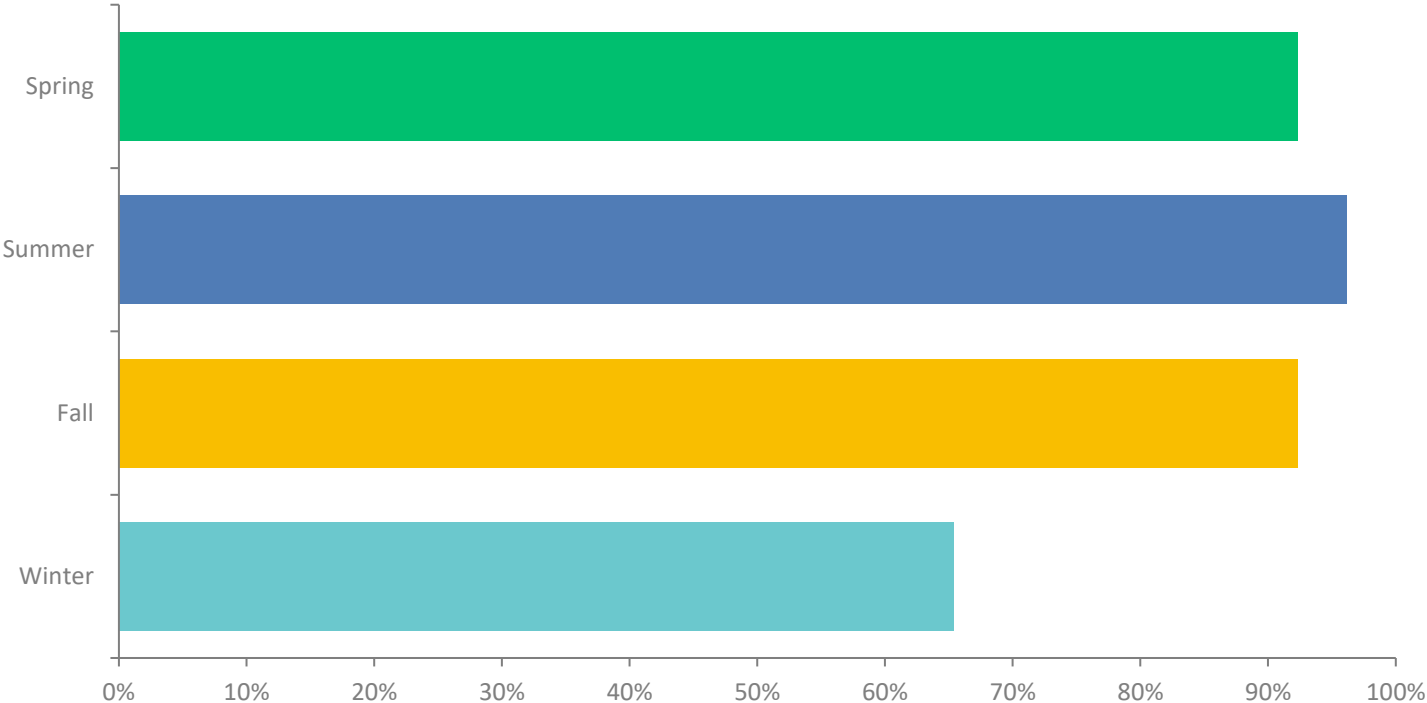
Q2: What is your position in the company?Select one response.

Answered: 52 Skipped: 0

ANSWER CHOICES	RESPONSES	
Owner	82.69%	43
I am a key decision maker / senior manager	11.54%	6
Manager	3.85%	2
Individual contributor	1.92%	1
TOTAL		52

Q3: In which seasons do you operate?Select all that apply.

Answered: 52 Skipped: 0



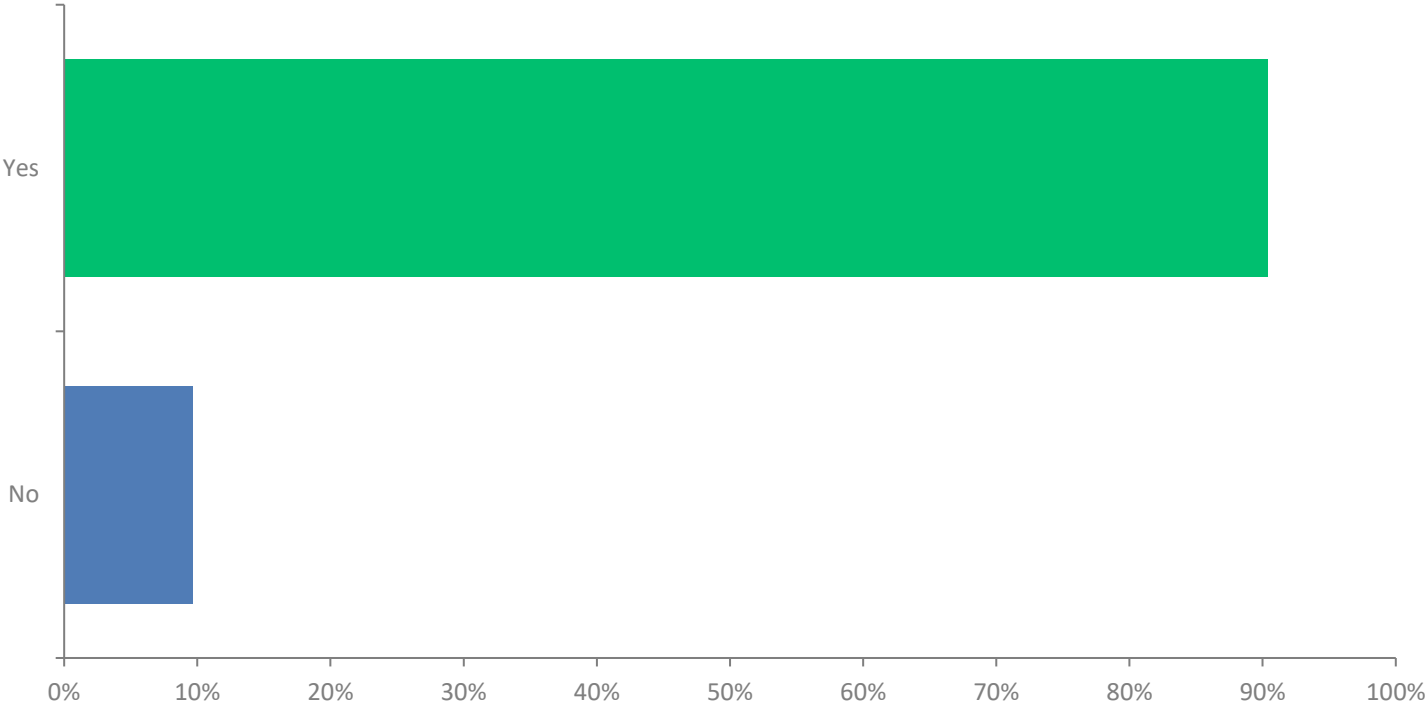
Q3: In which seasons do you operate?Select all that apply.

Answered: 52 Skipped: 0

ANSWER CHOICES	RESPONSES	
Spring	92.31%	48
Summer	96.15%	50
Fall	92.31%	48
Winter	65.38%	34
TOTAL		180

Q4: Do you consider your business to be a tourism business?Select one response.

Answered: 52 Skipped: 0



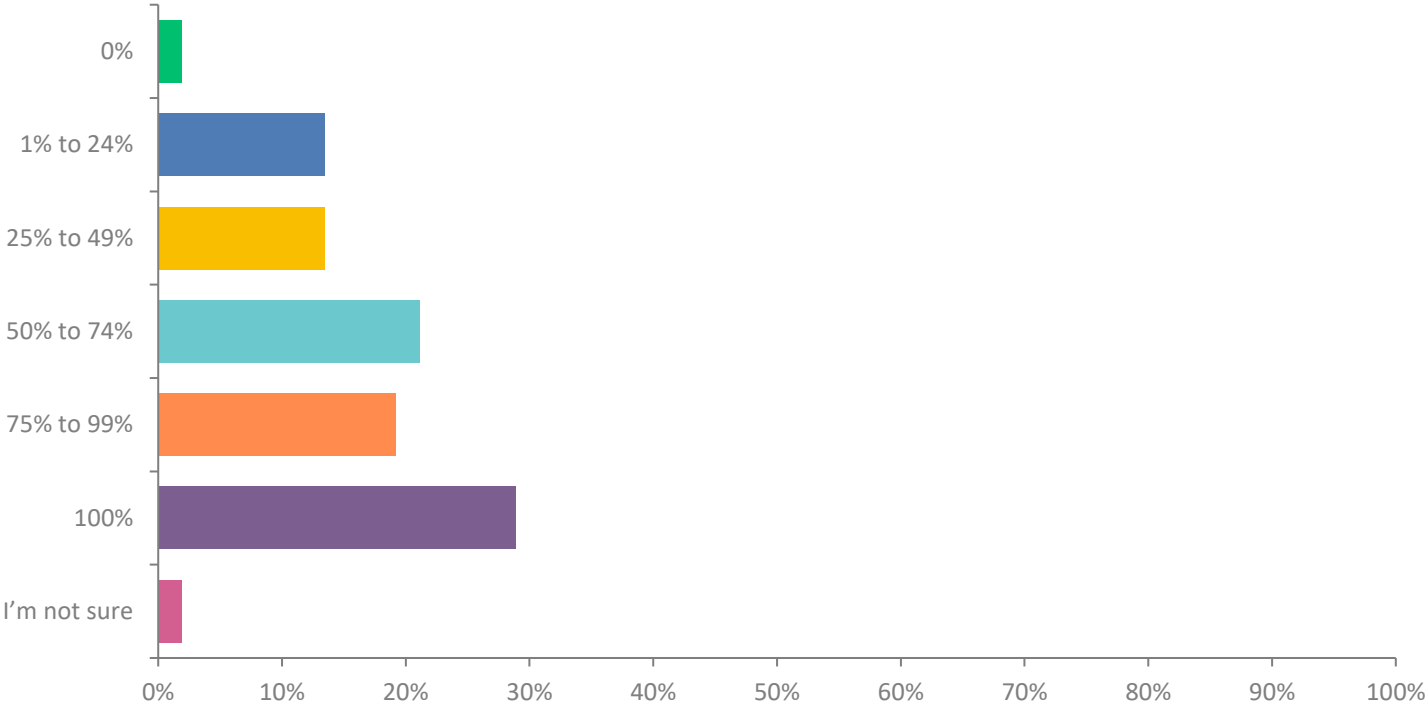
Q4: Do you consider your business to be a tourism business?Select one response.

Answered: 52 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	90.38%	47
No	9.62%	5
TOTAL		52

Q5: What percentage of your business revenue comes from tourism? Please estimate to the best of your ability. Select one response.

Answered: 52 Skipped: 0



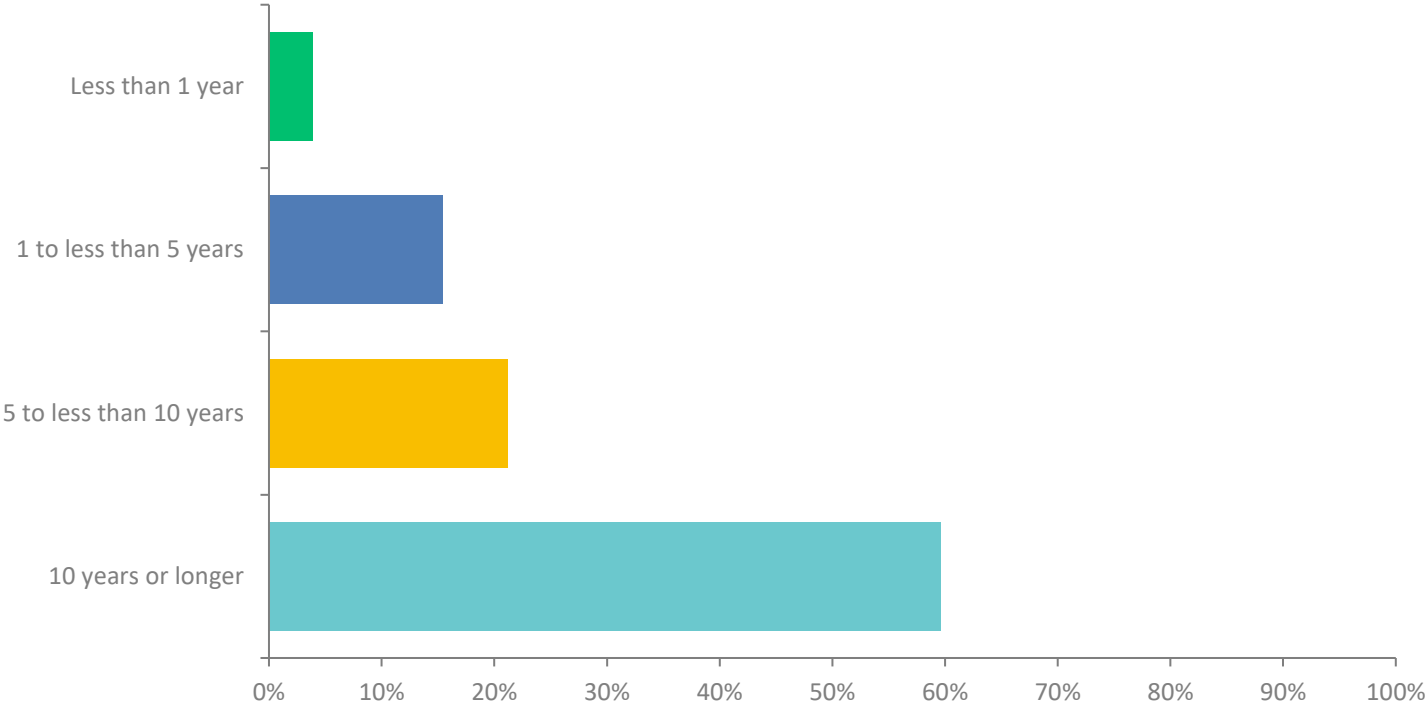
Q5: What percentage of your business revenue comes from tourism?
Please estimate to the best of your ability. Select one response.

Answered: 52 Skipped: 0

ANSWER CHOICES	RESPONSES	
0%	1.92%	1
1% to 24%	13.46%	7
25% to 49%	13.46%	7
50% to 74%	21.15%	11
75% to 99%	19.23%	10
100%	28.85%	15
I'm not sure	1.92%	1
TOTAL		52

Q6: How long has your business been in operation?Select one response.

Answered: 52 Skipped: 0



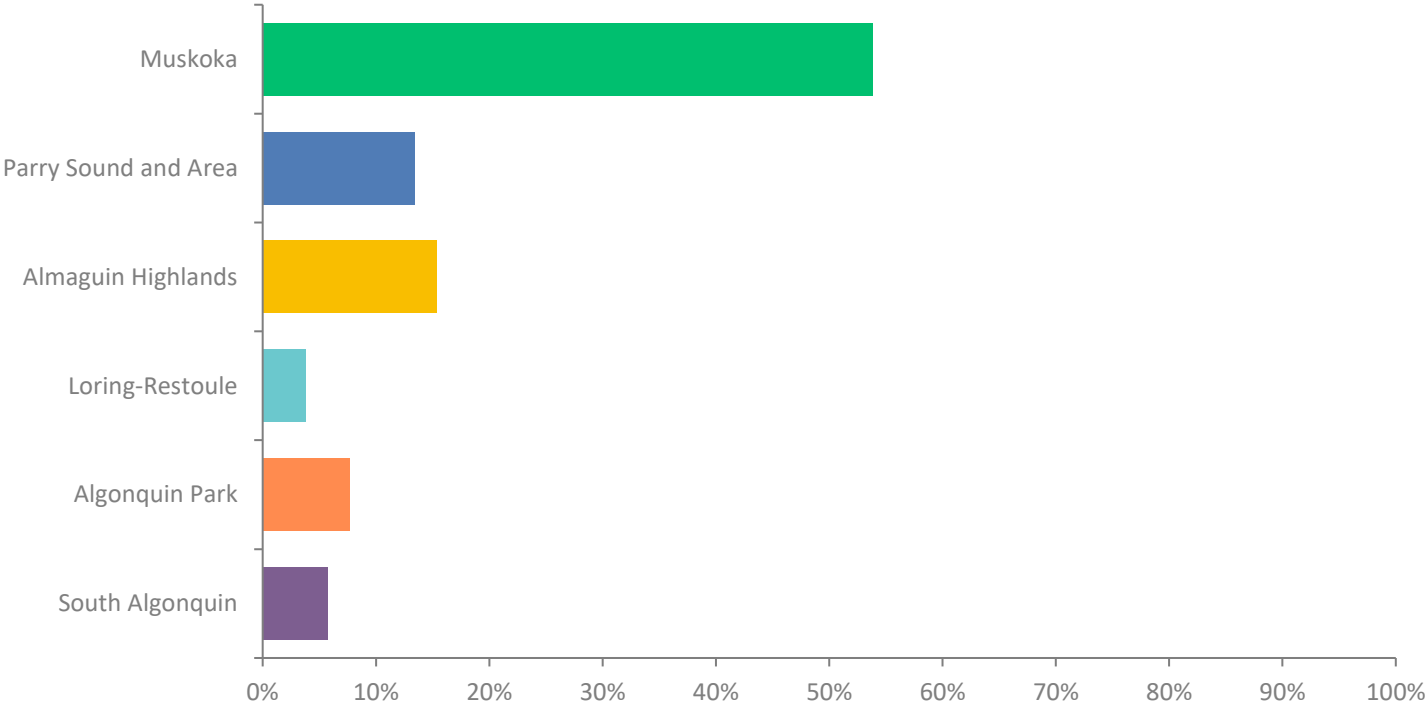
Q6: How long has your business been in operation?Select one response.

Answered: 52 Skipped: 0

ANSWER CHOICES	RESPONSES	
Less than 1 year	3.85%	2
1 to less than 5 years	15.38%	8
5 to less than 10 years	21.15%	11
10 years or longer	59.62%	31
TOTAL		52

Q7: Which of the following sub-regions in the RTO12 Ontario ministerial catchment best describes your location?Select one response.

Answered: 52 Skipped: 0



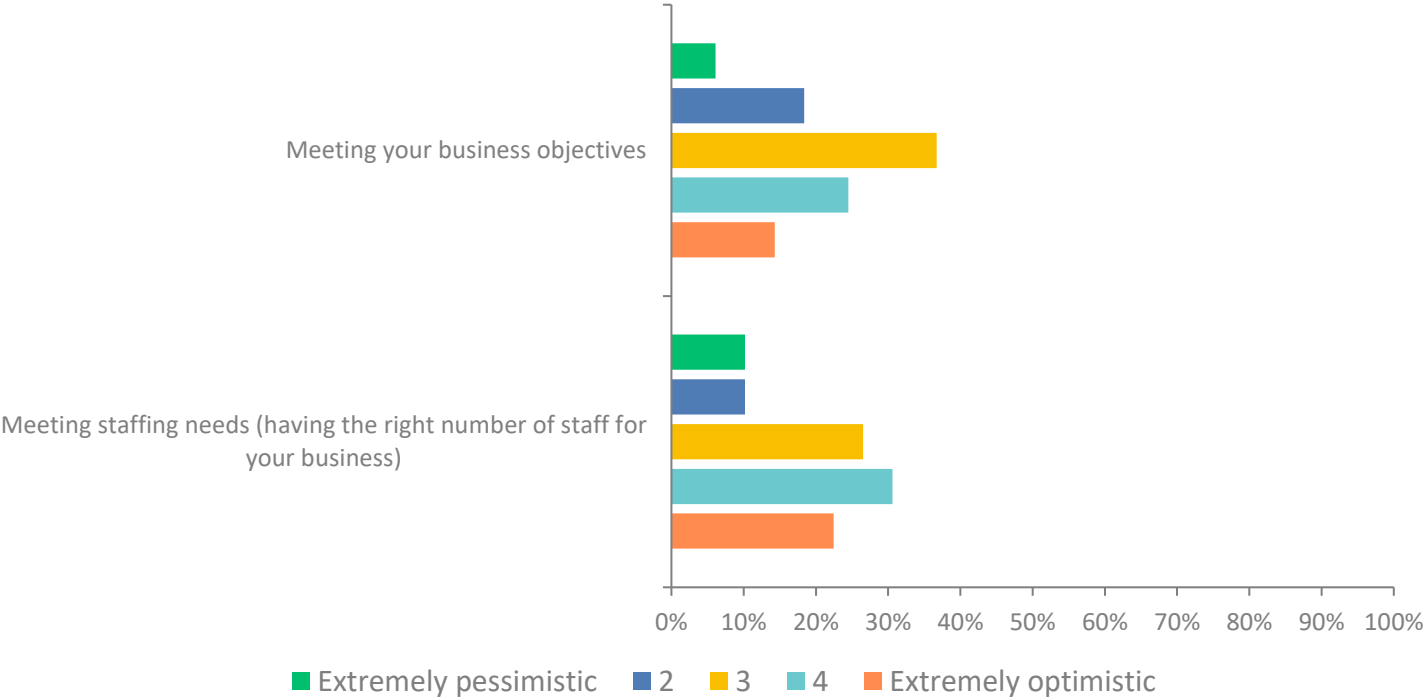
Q7: Which of the following sub-regions in the RTO12 Ontario ministerial catchment best describes your location?Select one response.

Answered: 52 Skipped: 0

ANSWER CHOICES	RESPONSES	
Muskoka	53.85%	28
Parry Sound and Area	13.46%	7
Almaguin Highlands	15.38%	8
Loring-Restoule	3.85%	2
Algonquin Park	7.69%	4
South Algonquin	5.77%	3
TOTAL		52

Q8: Thinking of the next 12 months, how optimistic or pessimistic do you feel about:Select one response for each.

Answered: 49 Skipped: 3



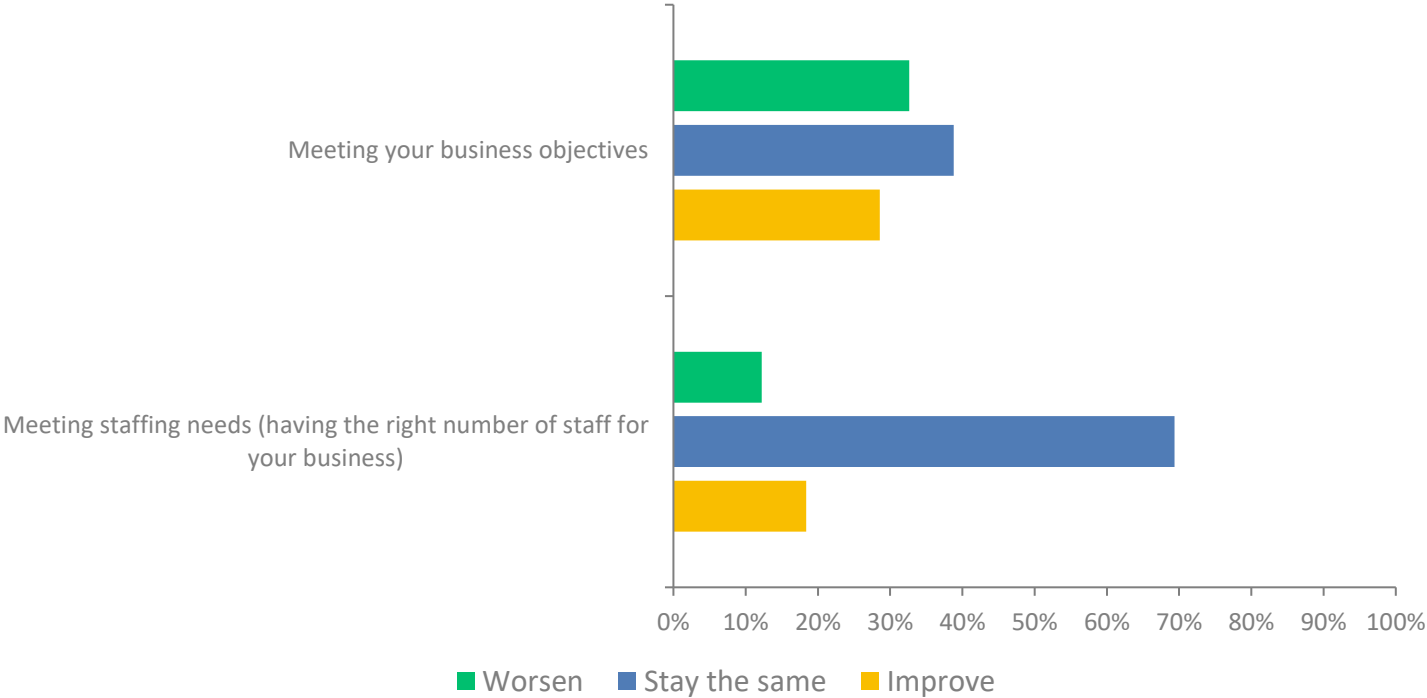
Q8: Thinking of the next 12 months, how optimistic or pessimistic do you feel about:Select one response for each.

Answered: 49 Skipped: 3

	EXTREMELY PESSIMISTIC	2	3	4	EXTREMELY OPTIMISTIC	TOTAL
Meeting your business objectives	6.12% 3	18.37% 9	36.73% 18	24.49% 12	14.29% 7	49
Meeting staffing needs (having the right number of staff for your business)	10.20% 5	10.20% 5	26.53% 13	30.61% 15	22.45% 11	49

Q9: Comparing this year to last year, would you say the following will improve, worsen, or stay the same?Select one response for each.

Answered: 49 Skipped: 3



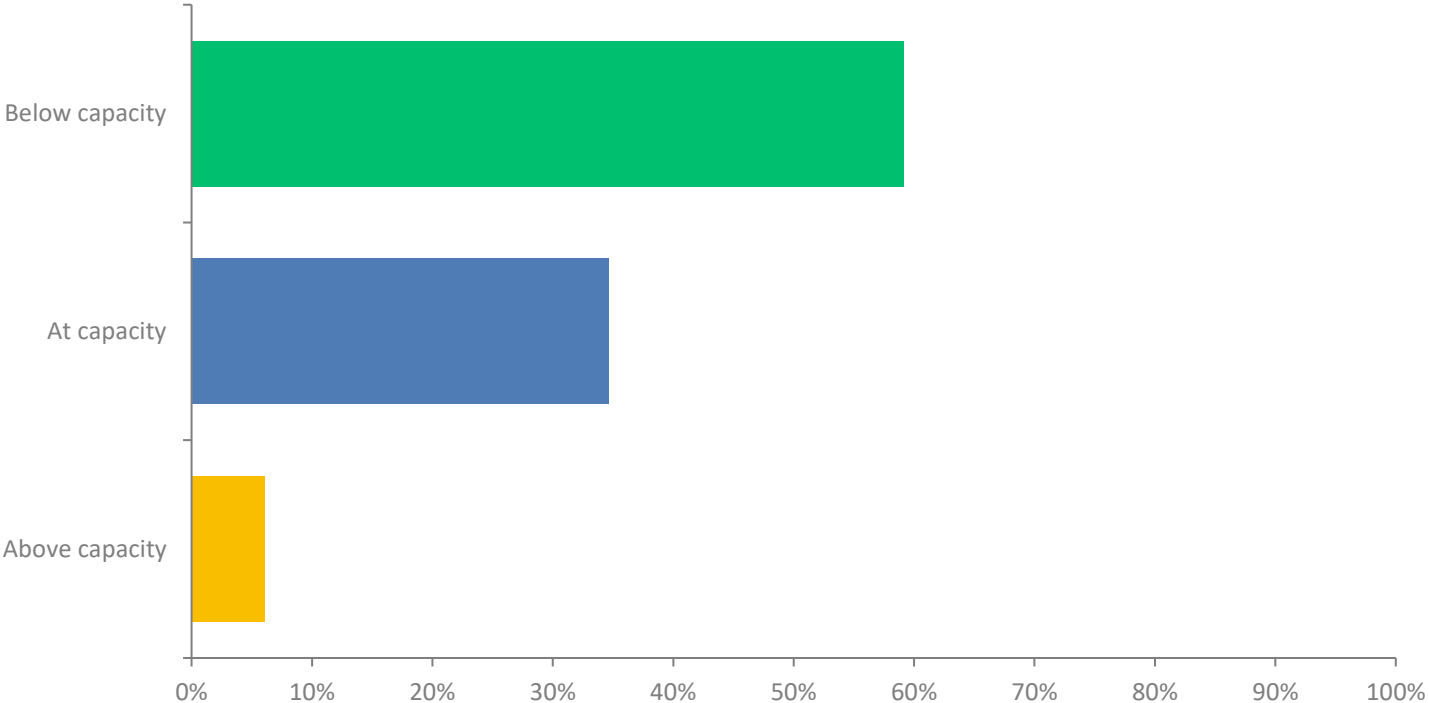
Q9: Comparing this year to last year, would you say the following will improve, worsen, or stay the same?Select one response for each.

Answered: 49 Skipped: 3

	WORSEN	STAY THE SAME	IMPROVE	TOTAL
Meeting your business objectives	32.65% 16	38.78% 19	28.57% 14	49
Meeting staffing needs (having the right number of staff for your business)	12.24% 6	69.39% 34	18.37% 9	49

Q10: In 2024, would you say your business operated...Select one response.

Answered: 49 Skipped: 3



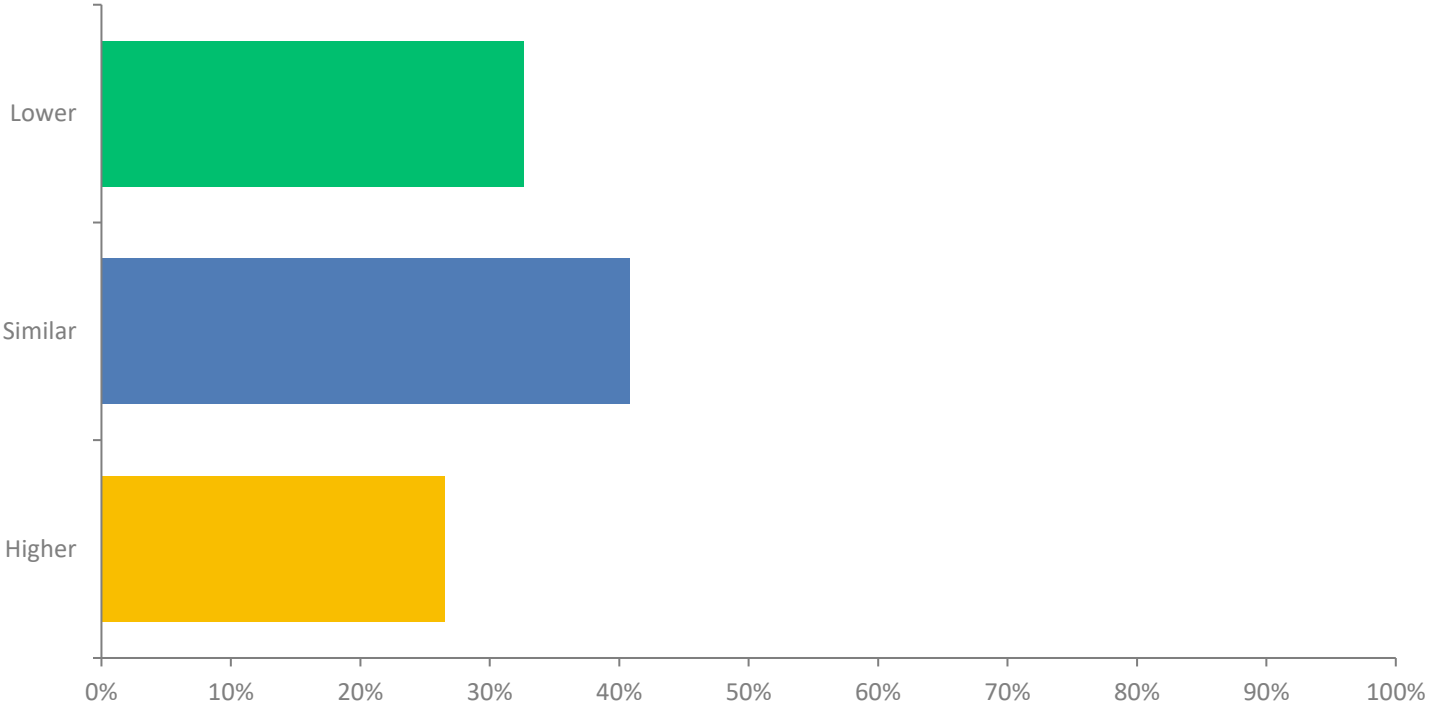
Q10: In 2024, would you say your business operated...Select one response.

Answered: 49 Skipped: 3

ANSWER CHOICES	RESPONSES	
Below capacity	59.18%	29
At capacity	34.69%	17
Above capacity	6.12%	3
TOTAL		49

Q11: Thinking about your total revenue/sales in 2024, how does it compare to 2023? It is...Select one response.

Answered: 49 Skipped: 3



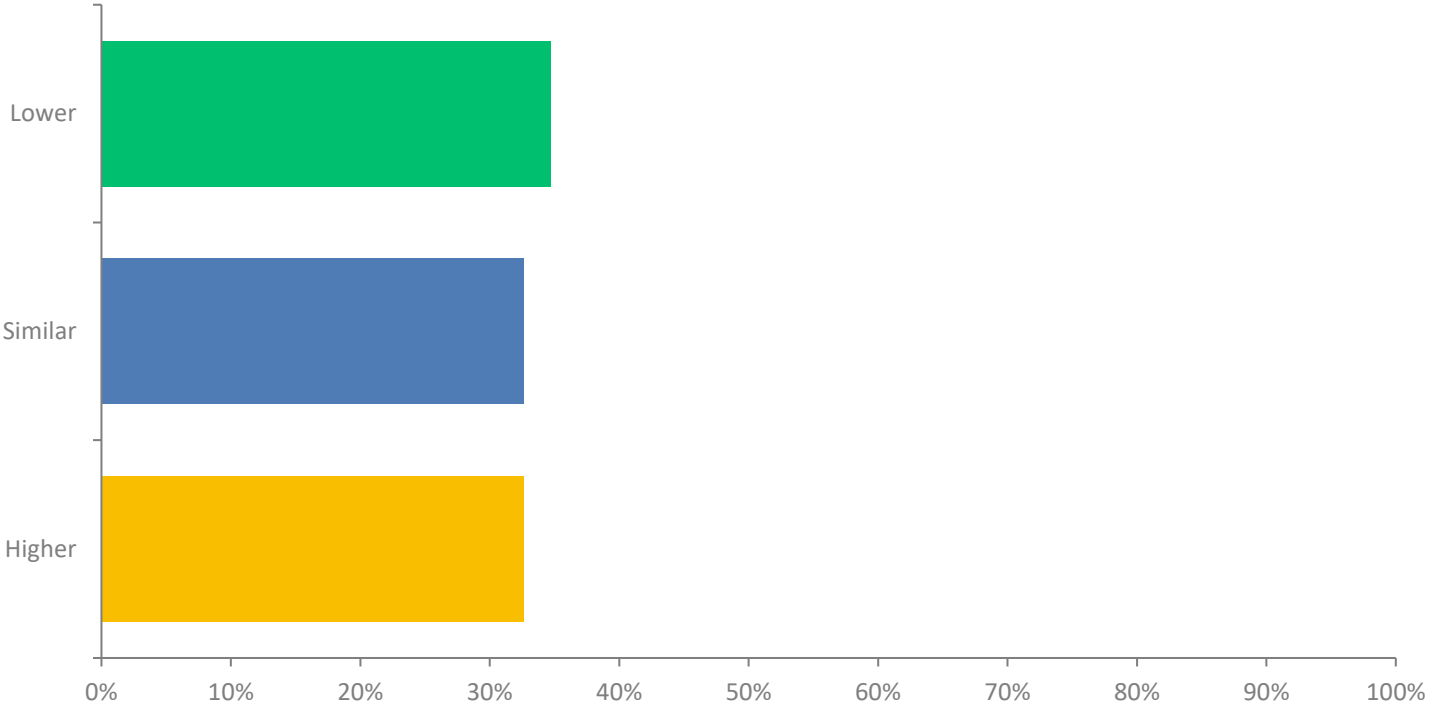
Q11: Thinking about your total revenue/sales in 2024, how does it compare to 2023? It is...Select one response.

Answered: 49 Skipped: 3

ANSWER CHOICES	RESPONSES	
Lower	32.65%	16
Similar	40.82%	20
Higher	26.53%	13
TOTAL		49

Q12: And how do you expect your revenue/sales in 2025 will be, compared to 2024? It will be...Select one response.

Answered: 49 Skipped: 3



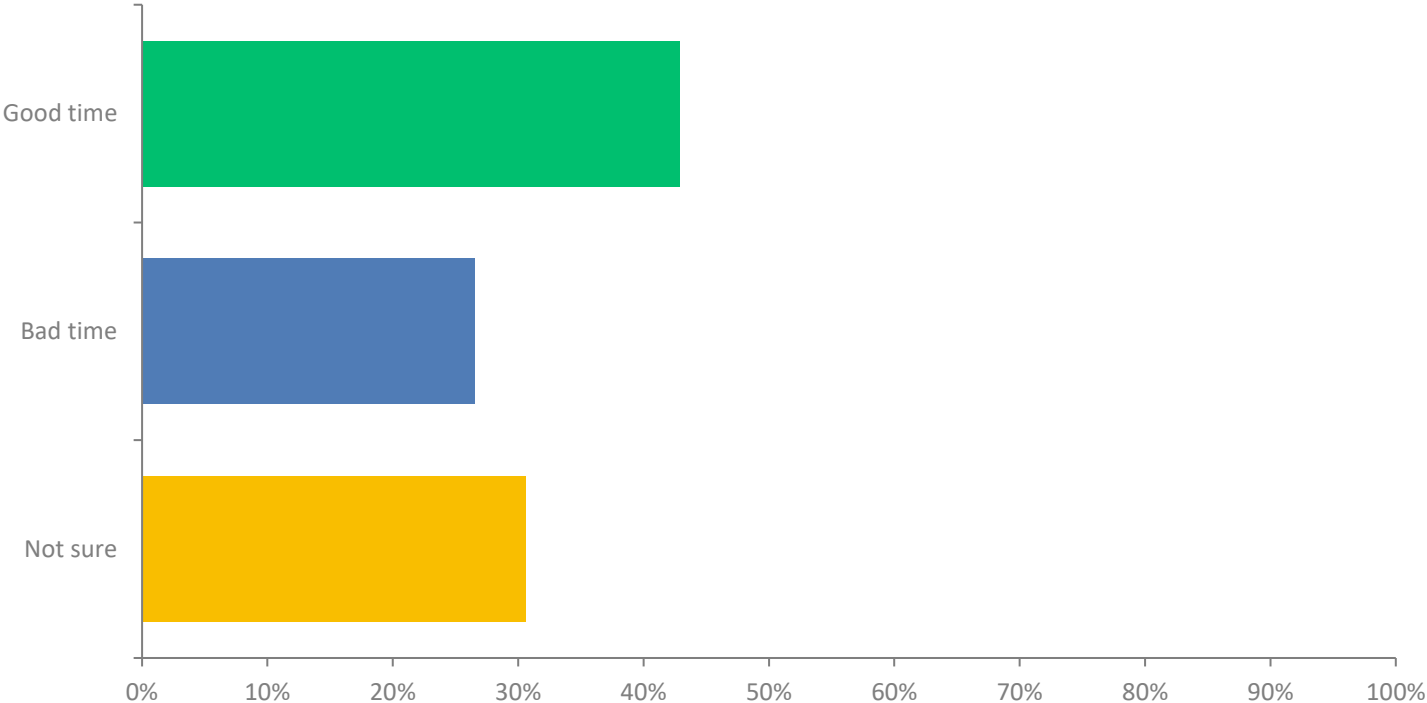
Q12: And how do you expect your revenue/sales in 2025 will be, compared to 2024? It will be...Select one response.

Answered: 49 Skipped: 3

ANSWER CHOICES	RESPONSES	
Lower	34.69%	17
Similar	32.65%	16
Higher	32.65%	16
TOTAL		49

Q13: Would you say now is good or bad time to invest in your business?Select one response.

Answered: 49 Skipped: 3



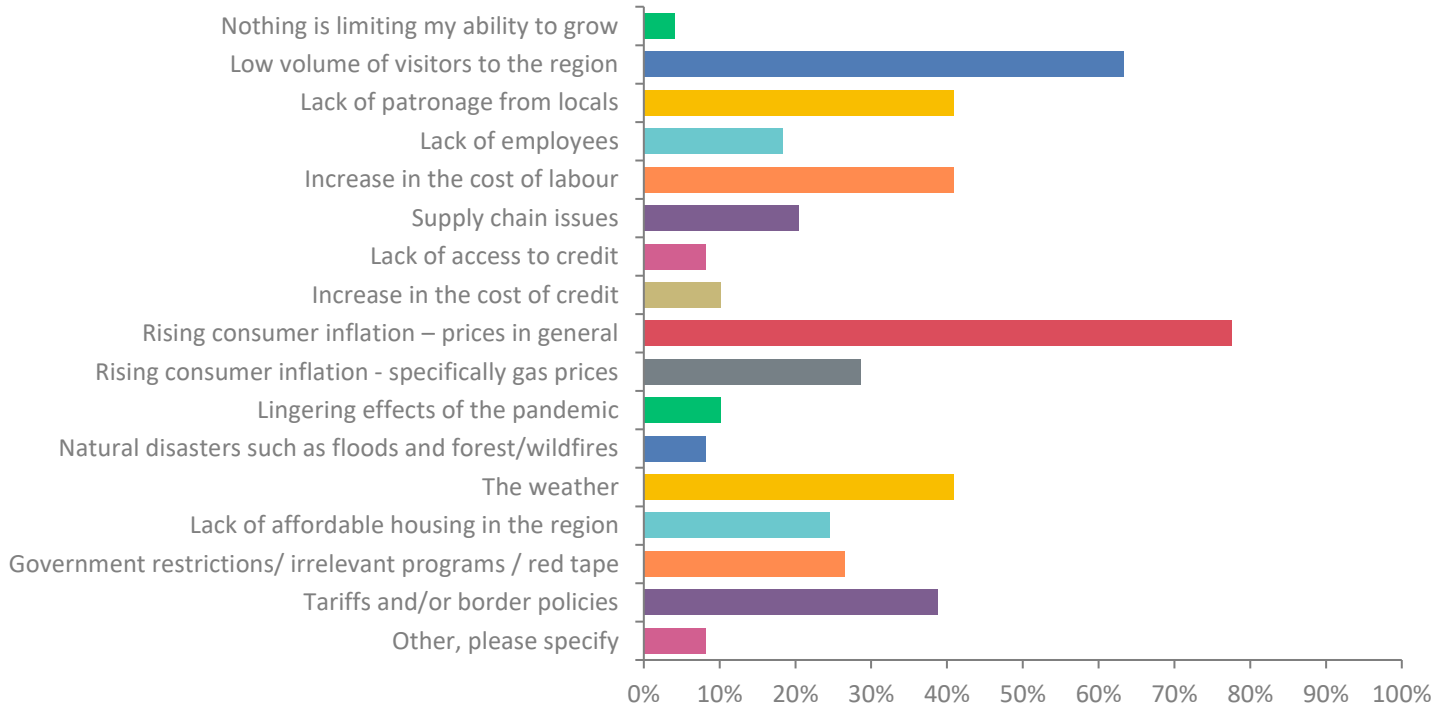
Q13: Would you say now is good or bad time to invest in your business?Select one response.

Answered: 49 Skipped: 3

ANSWER CHOICES	RESPONSES	
Good time	42.86%	21
Bad time	26.53%	13
Not sure	30.61%	15
TOTAL		49

Q14: Which of the following factors will limit your ability to meet your business objectives in the next 12 months, if any? Select all that apply.

Answered: 49 Skipped: 3



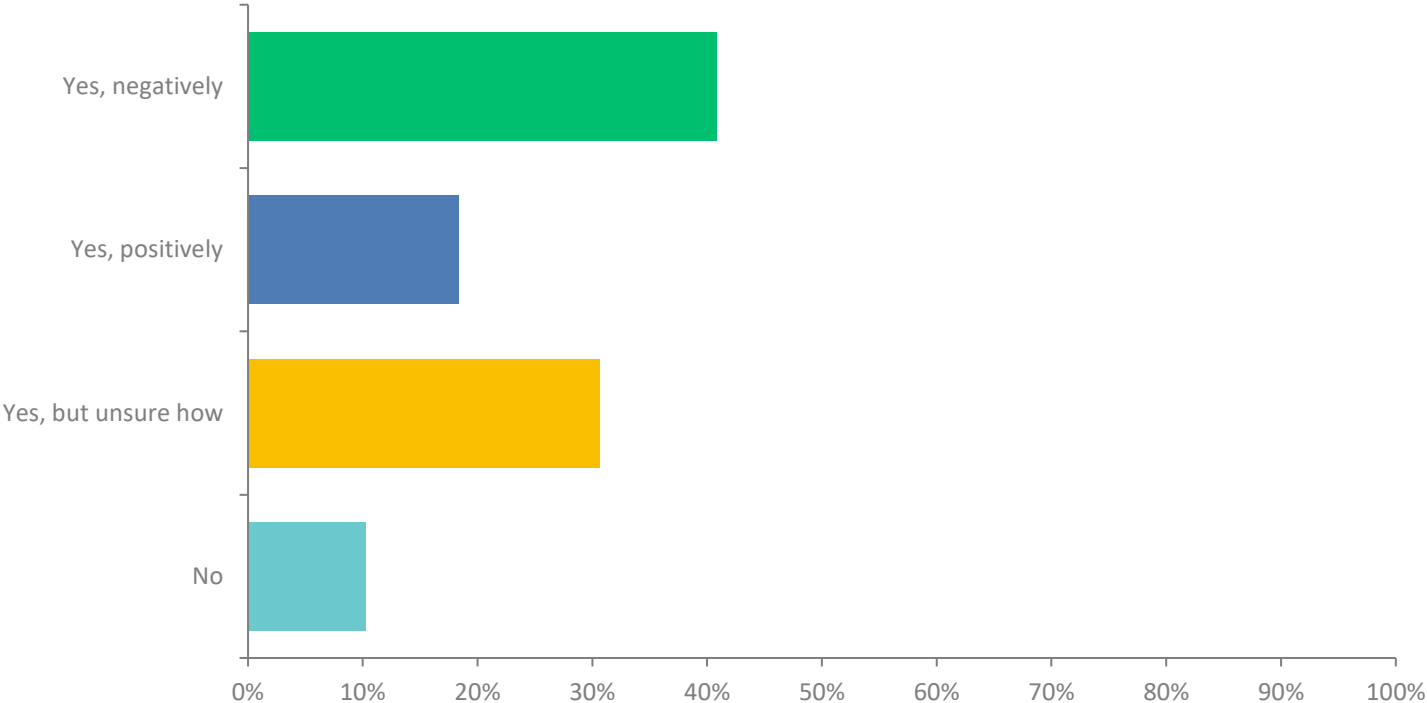
Q14: Which of the following factors will limit your ability to meet your business objectives in the next 12 months, if any?Select all that apply.

Answered: 49 Skipped: 3

ANSWER CHOICES	RESPONSES	
Nothing is limiting my ability to grow	4.08%	2
Low volume of visitors to the region	63.27%	31
Lack of patronage from locals	40.82%	20
Lack of employees	18.37%	9
Increase in the cost of labour	40.82%	20
Supply chain issues	20.41%	10
Lack of access to credit	8.16%	4
Increase in the cost of credit	10.20%	5

Q15: Do you think the U.S. administration's tariff and/or border policies will affect your business in the upcoming year?

Answered: 49 Skipped: 3



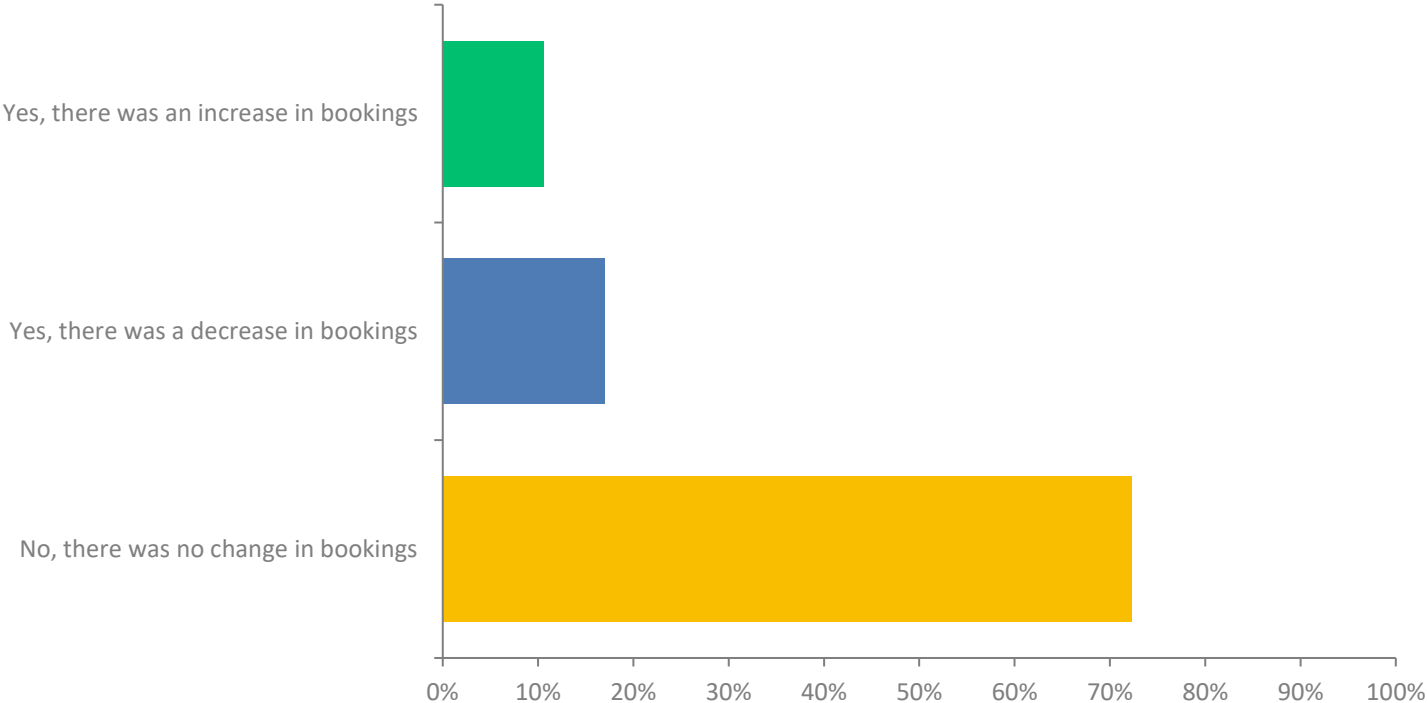
Q15: Do you think the U.S. administration's tariff and/or border policies will affect your business in the upcoming year?

Answered: 49 Skipped: 3

ANSWER CHOICES	RESPONSES	
Yes, negatively	40.82%	20
Yes, positively	18.37%	9
Yes, but unsure how	30.61%	15
No	10.20%	5
TOTAL		49

Q16: Have your bookings changed because of the U.S. tariff and/or border policies?

Answered: 47 Skipped: 5



Q16: Have your bookings changed because of the U.S. tariff and/or border policies?

Answered: 47 Skipped: 5

ANSWER CHOICES	RESPONSES	
Yes, there was an increase in bookings	10.64%	5
Yes, there was a decrease in bookings	17.02%	8
No, there was no change in bookings	72.34%	34
TOTAL		47

Q17: Have you changed your pricing because of the U.S. tariff and/or border policies?

Answered: 49 Skipped: 3



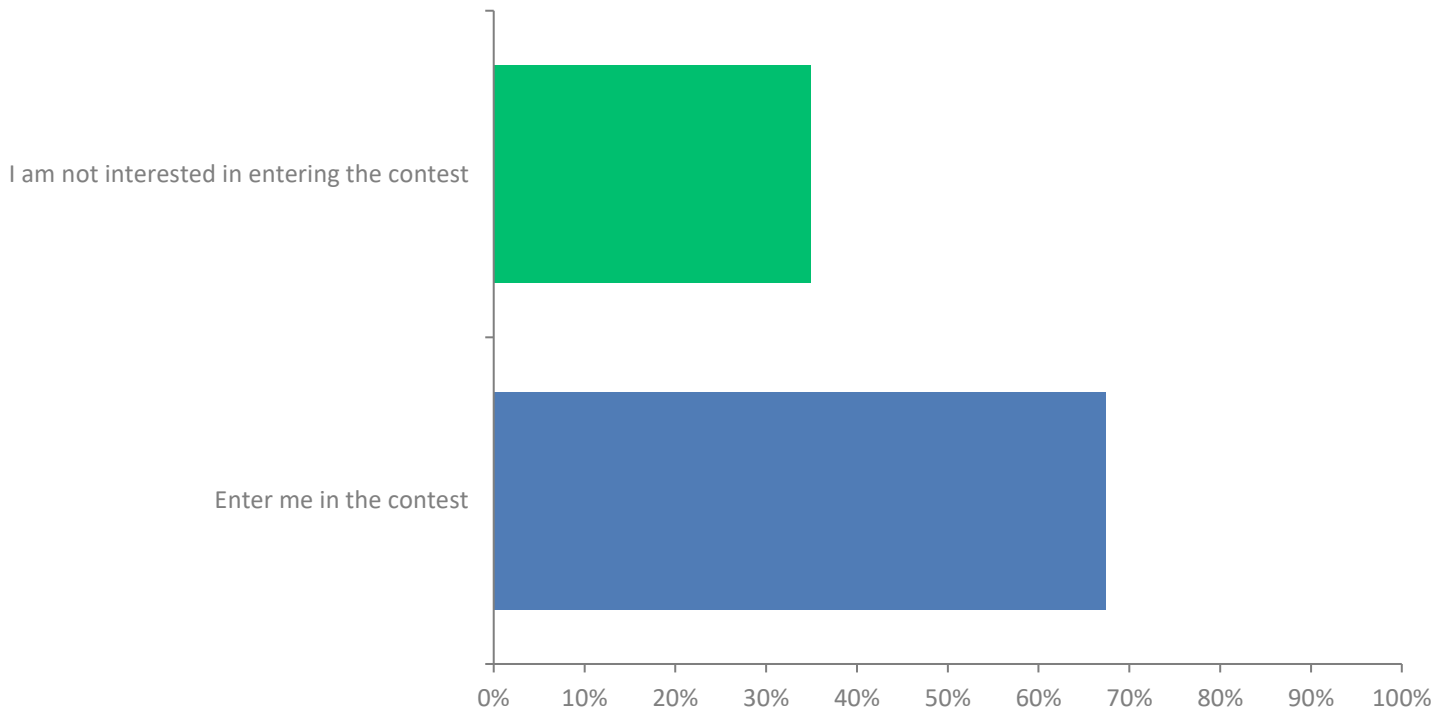
Q17: Have you changed your pricing because of the U.S. tariff and/or border policies?

Answered: 49 Skipped: 3

ANSWER CHOICES	RESPONSES	
Yes, I increased prices	12.24%	6
Yes, I decreased prices	0.00%	0
Not yet, but I'm considering increasing prices	26.53%	13
Not yet, but I'm considering decreasing prices	2.04%	1
No, prices remain the same	59.18%	29
TOTAL		49

Q18: Contest opt-in/out

Answered: 43 Skipped: 9



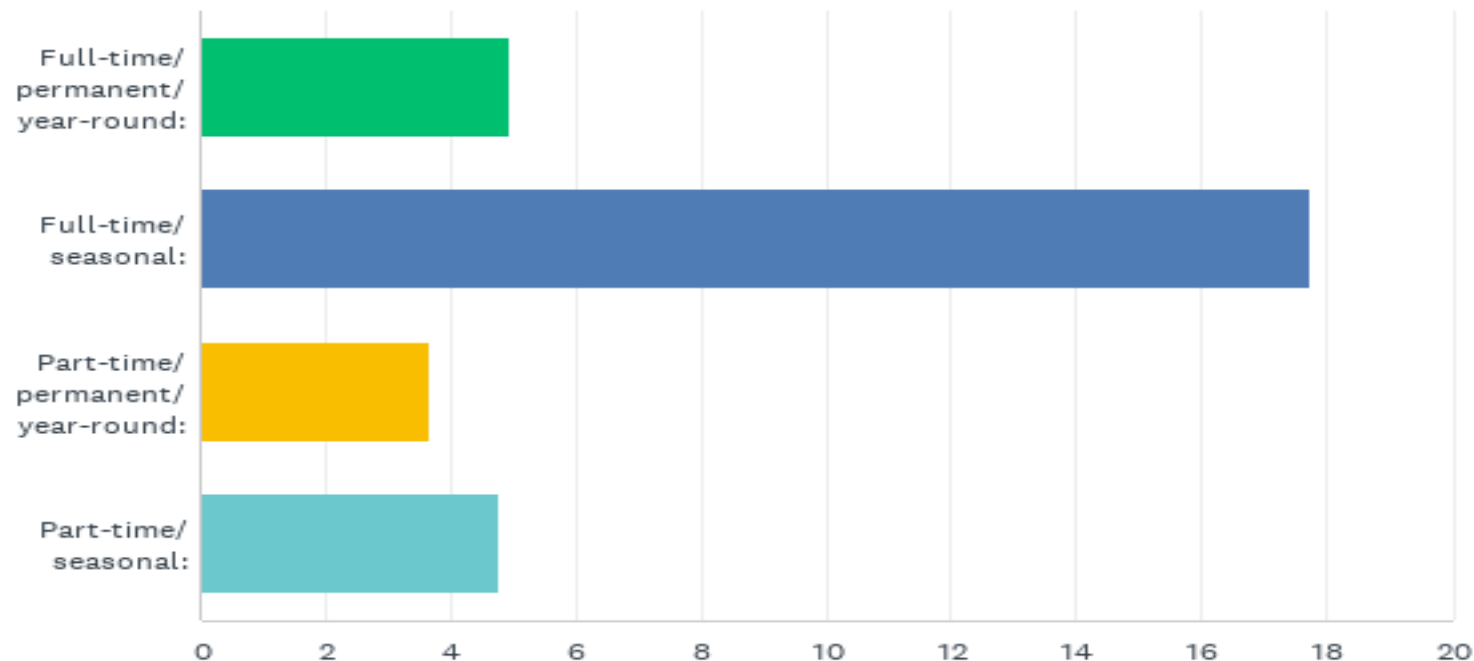
Q18: Contest opt-in/out

Answered: 43 Skipped: 9

ANSWER CHOICES	RESPONSES	
I am not interested in entering the contest	34.88%	15
Enter me in the contest	67.44%	29
TOTAL		44

Q21: How many people do you currently employ?

Answered: 40 Skipped: 12



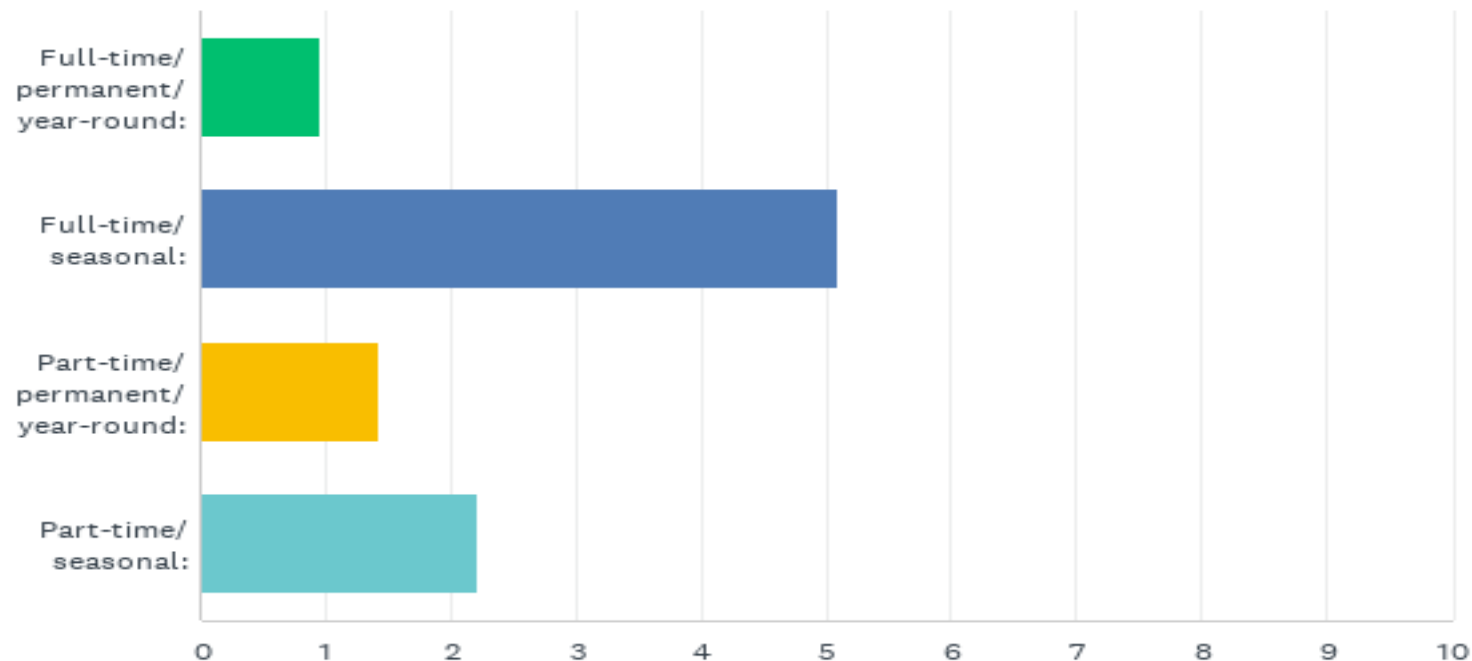
Q21: How many people do you currently employ?

Answered: 40 Skipped: 12

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Full-time/ permanent/ year-round:	5	173	35
Full-time/ seasonal:	18	390	22
Part-time/ permanent/ year-round:	4	66	18
Part-time/ seasonal:	5	138	29
Total Respondents: 40			

Q22: How many positions do you currently need to fill?

Answered: 30 Skipped: 22



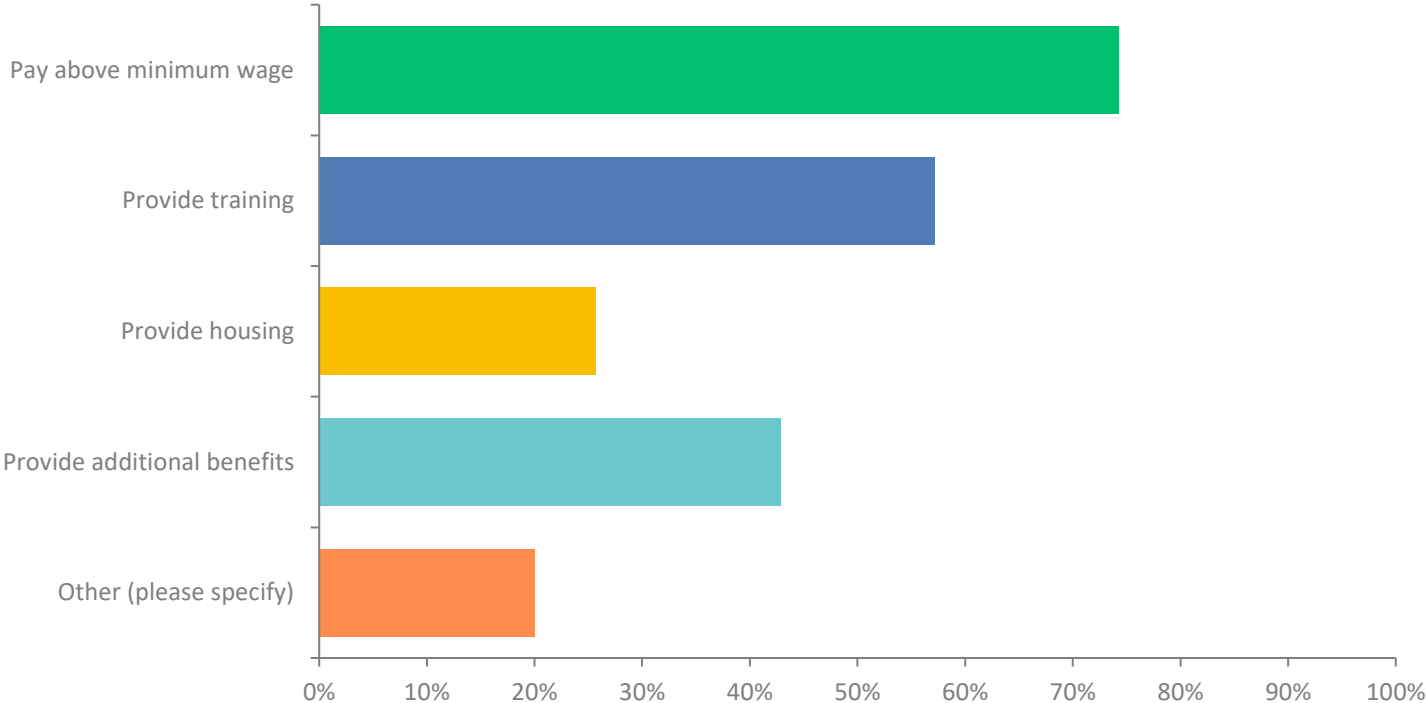
Q22: How many positions do you currently need to fill?

Answered: 30 Skipped: 22

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Full-time/ permanent/ year-round:	1	21	22
Full-time/ seasonal:	5	102	20
Part-time/ permanent/ year-round:	1	23	16
Part-time/ seasonal:	2	51	23
Total Respondents: 30			

Q23: To attract and retain staff, which of the following do you do:

Answered: 35 Skipped: 17



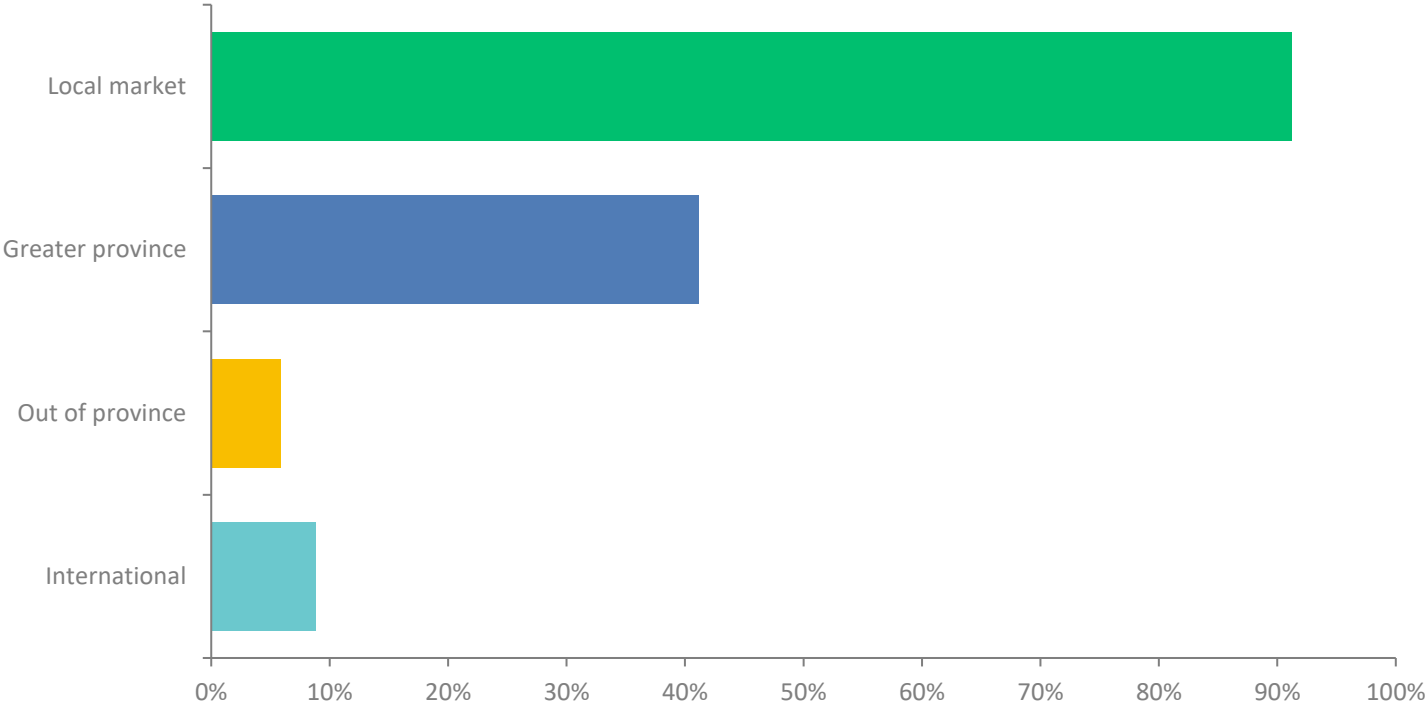
Q23: To attract and retain staff, which of the following do you do:

Answered: 35 Skipped: 17

ANSWER CHOICES	RESPONSES	
Pay above minimum wage	74.29%	26
Provide training	57.14%	20
Provide housing	25.71%	9
Provide additional benefits	42.86%	15
Other (please specify)	20.00%	7
TOTAL		77

Q24: Do you attract and retain staff from the following geographic designations? Check all that apply:

Answered: 34 Skipped: 18



Q24: Do you attract and retain staff from the following geographic designations? Check all that apply:

Answered: 34 Skipped: 18

ANSWER CHOICES	RESPONSES	
Local market	91.18%	31
Greater province	41.18%	14
Out of province	5.88%	2
International	8.82%	3
TOTAL		50