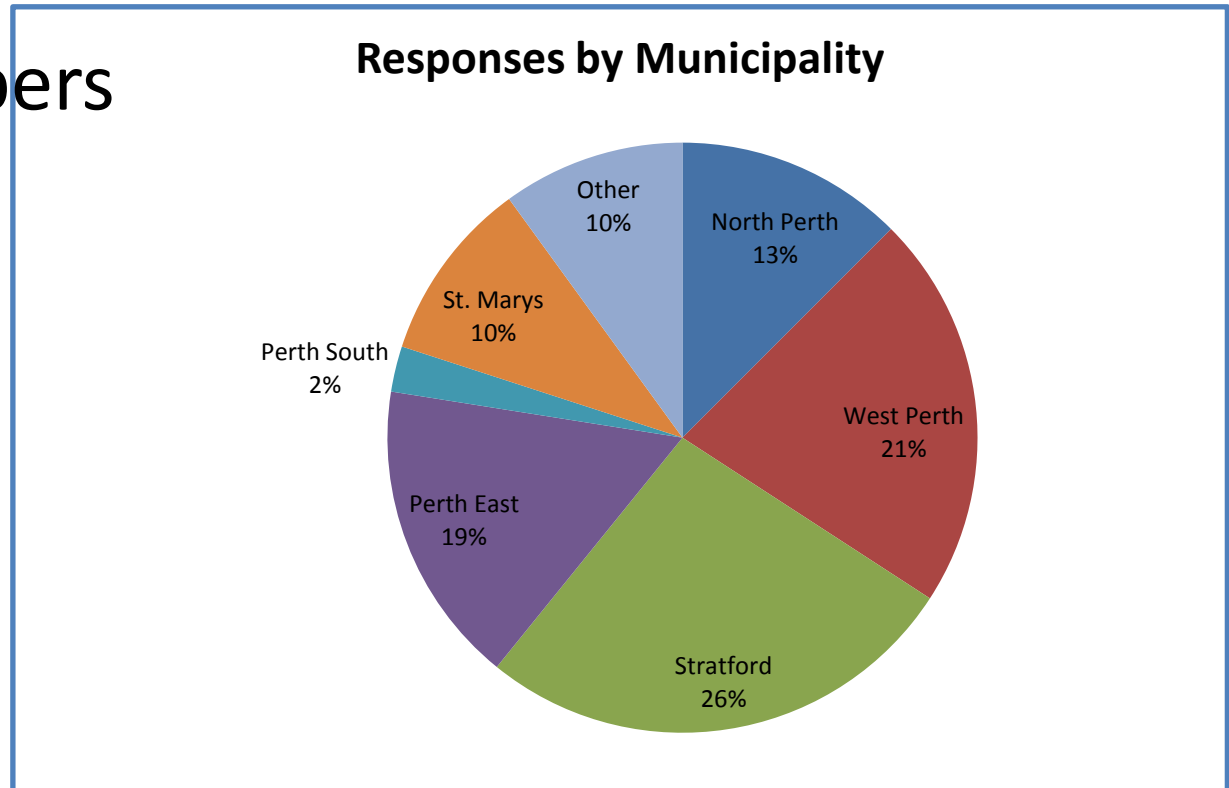


Perth County Visitors Association Survey



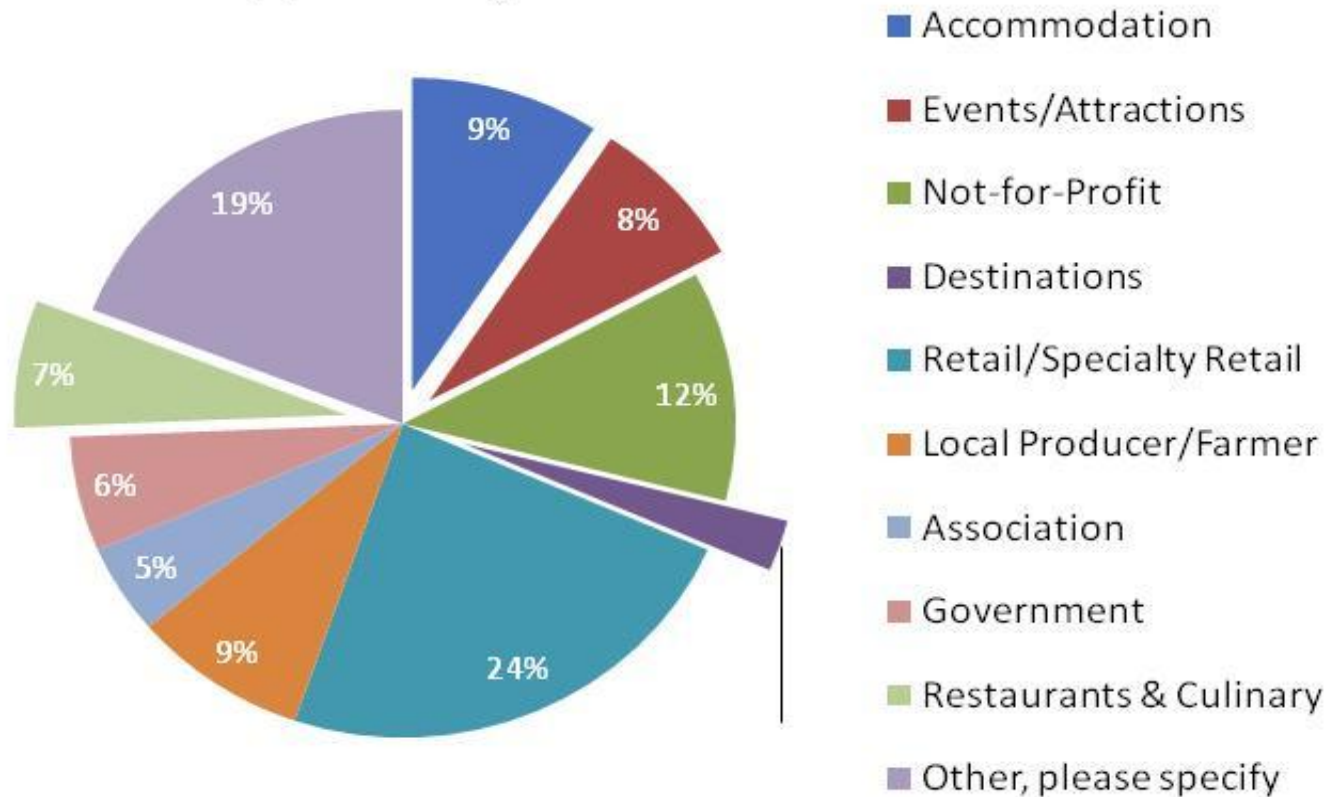
Survey Results

- Distributed in May 2012
- 125 Responses
- 225 Members



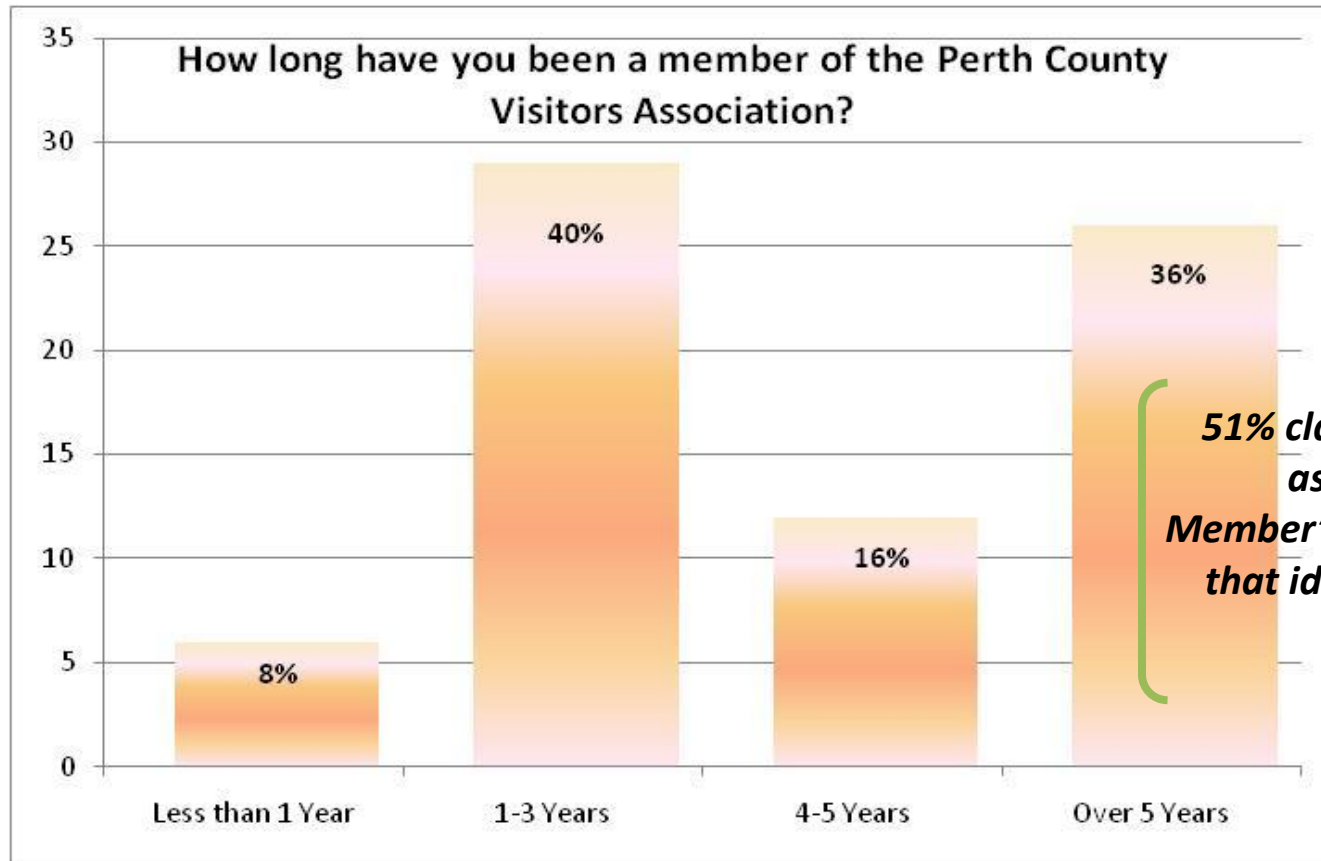
Type of Business

Please check the type of business that applies to yours



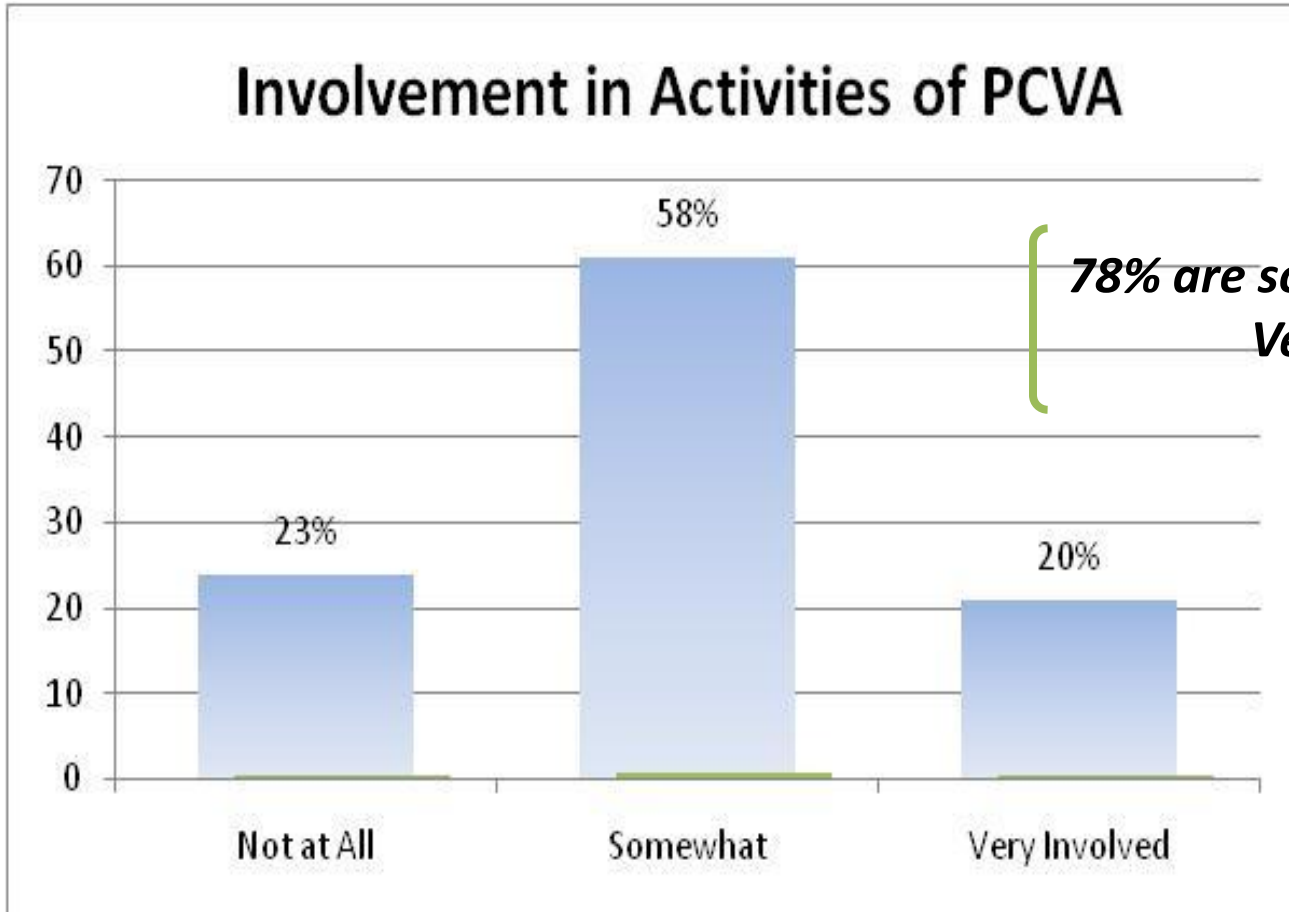
Membership

- 64% of respondents were members



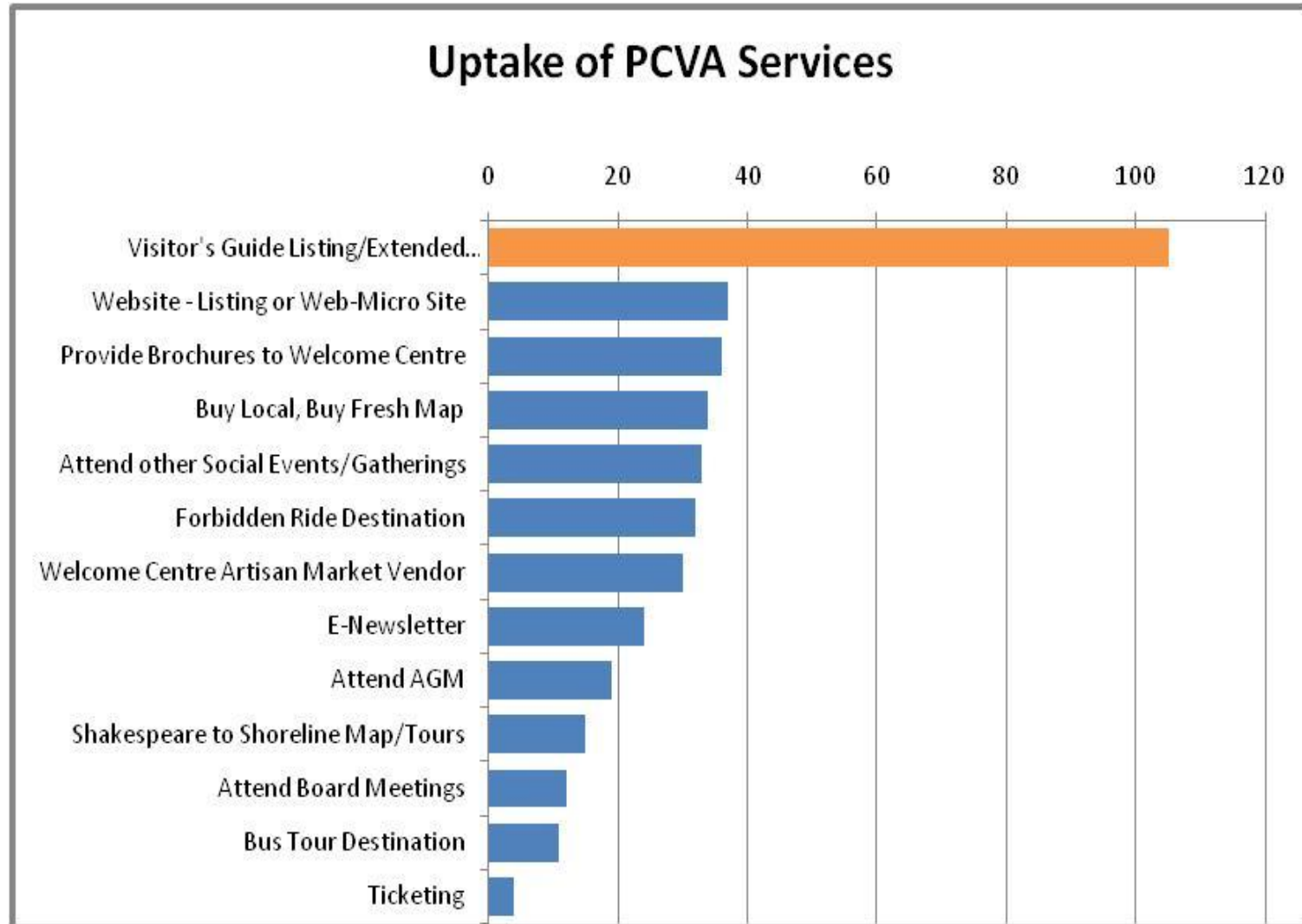
51% classified themselves as "General Business Member" compared to 18% that identify as a Tourism Operator

Involvement with PCVA

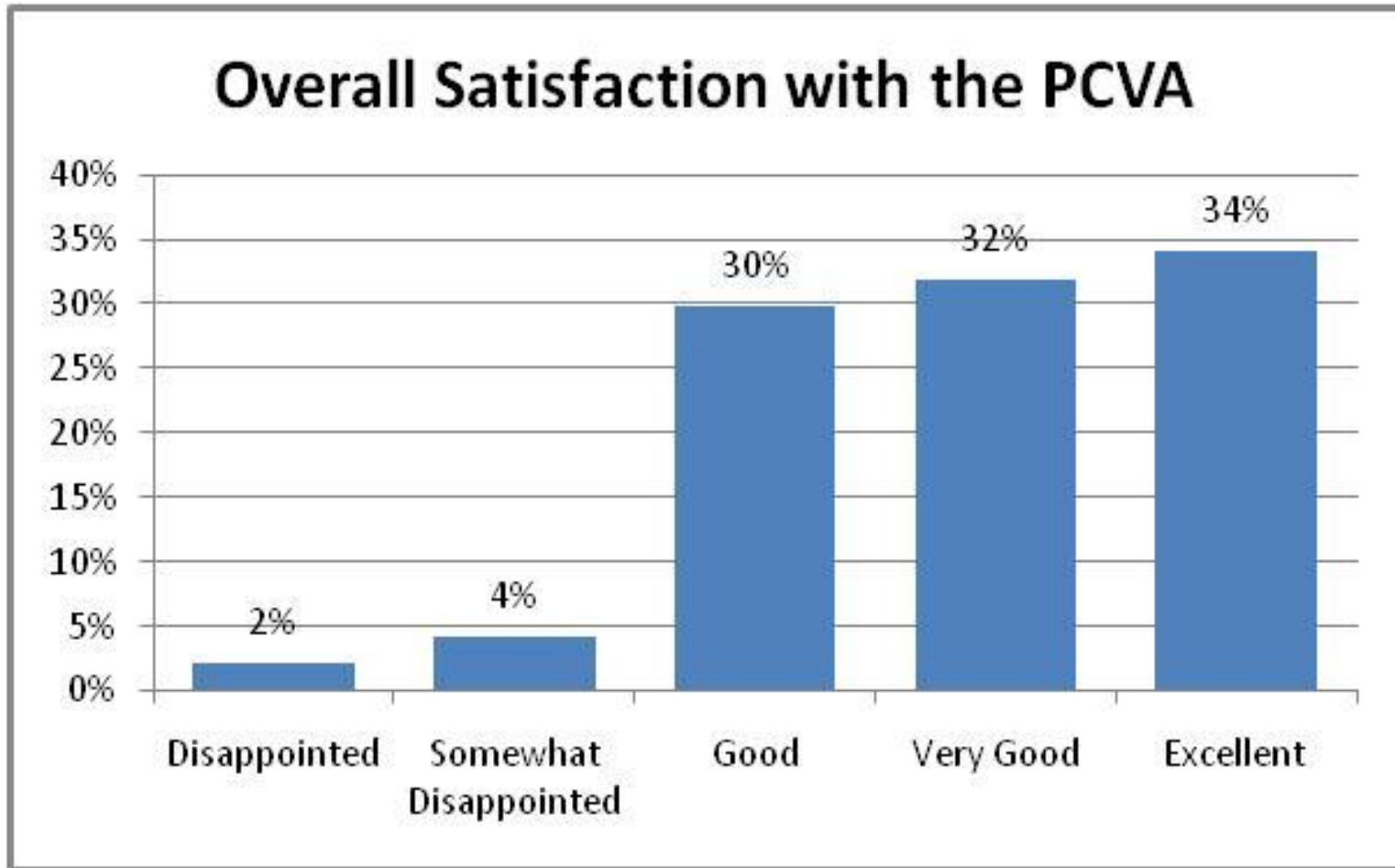


78% are somewhat or Very Involved

PCVA Services



Satisfaction with the PCVA



95% Rate services as Good to Excellent

Satisfaction

- *“They work very hard with little funding to provide the services they offer”*
- *The PCVA goes above and beyond with the services and events they offer. Would love to see them grow to reach more people.*

Satisfaction, Con't

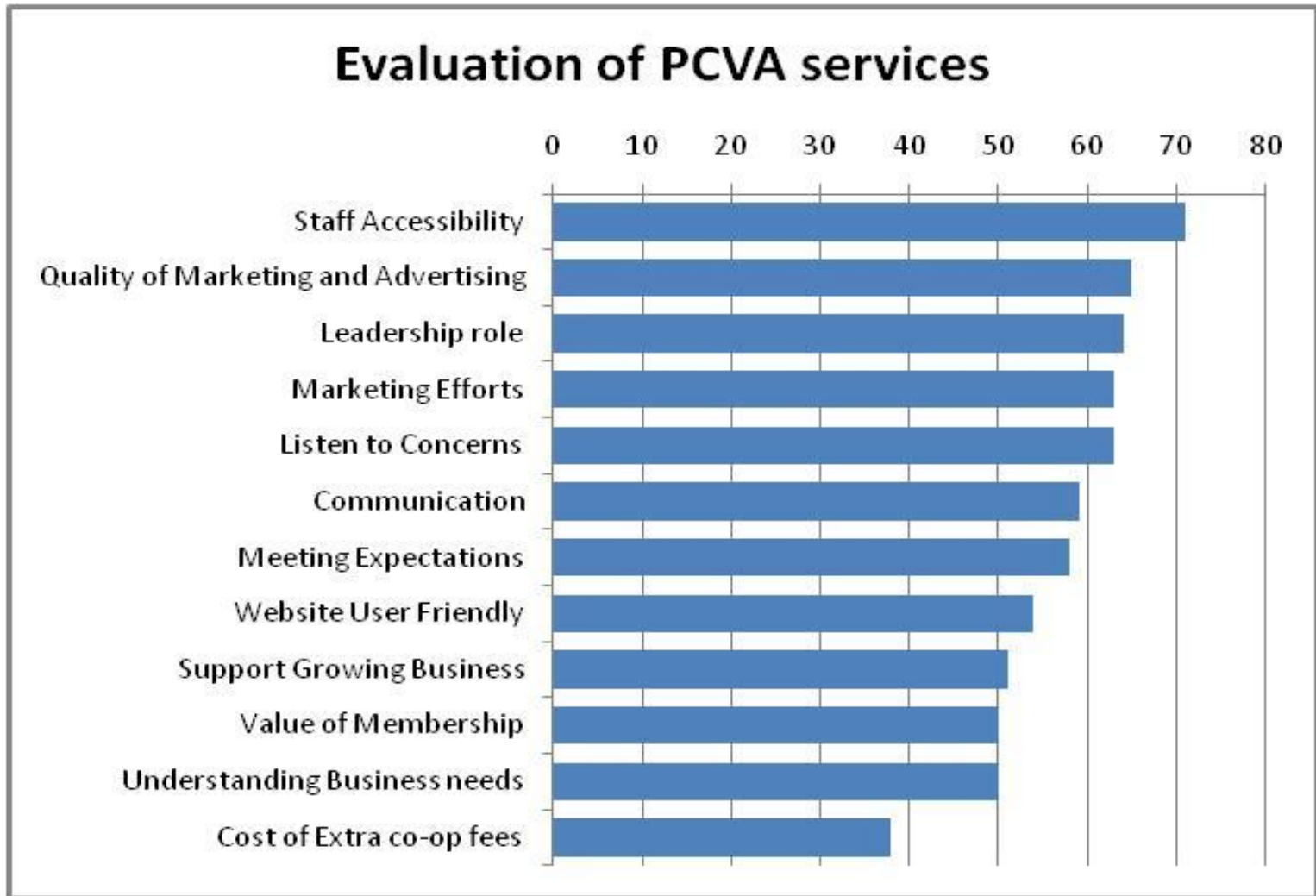
- *“The PCVA is entirely focused on bringing people into Perth County, and not only for tourism but many other events that are going on. It has literally put Perth County on the map and it continues to do so with always offering new events etc. to be involved in. Perth County has so much to offer, that with the work of the PCVA they even bring new people to the area who end up living and running businesses here.”*

Services Ratings

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Disappointed	Somewhat Disappointed	Good	Very Good	Excellent
	1	2	3	4	5
Overall Marketing Efforts	0 0%	4 4%	30 31%	33 34%	30 31%
Communication with Members	2 2%	5 5%	28 30%	20 21%	39 41%
Staff Accessibility to Members	0 0%	2 2%	20 22%	31 33%	40 43%
Support in Growing your Business	3 3%	6 7%	31 34%	26 29%	25 27%
Value of the Membership for the Fees Paid	2 2%	5 6%	29 34%	24 28%	26 30%
Quality of the Marketing and Advertising	1 1%	4 4%	22 24%	34 37%	31 34%
Meeting your Expectations	2 2%	4 4%	28 30%	29 32%	29 32%
Listen to your Concerns	1 1%	2 2%	24 27%	29 32%	34 38%
Leadership Role for the Tourism Industry	0 0%	5 5%	24 26%	31 33%	33 35%
Cost of Extra Co-op Marketing Fees	0 0%	6 9%	26 37%	22 31%	16 23%
Understands your Business Needs	2 2%	7 9%	23 28%	23 28%	27 33%
Website is User-Friendly	2 2%	3 3%	27 31%	26 30%	28 33%

PCVA Service Evaluation

(Very/Good Excellent Ratings combined)

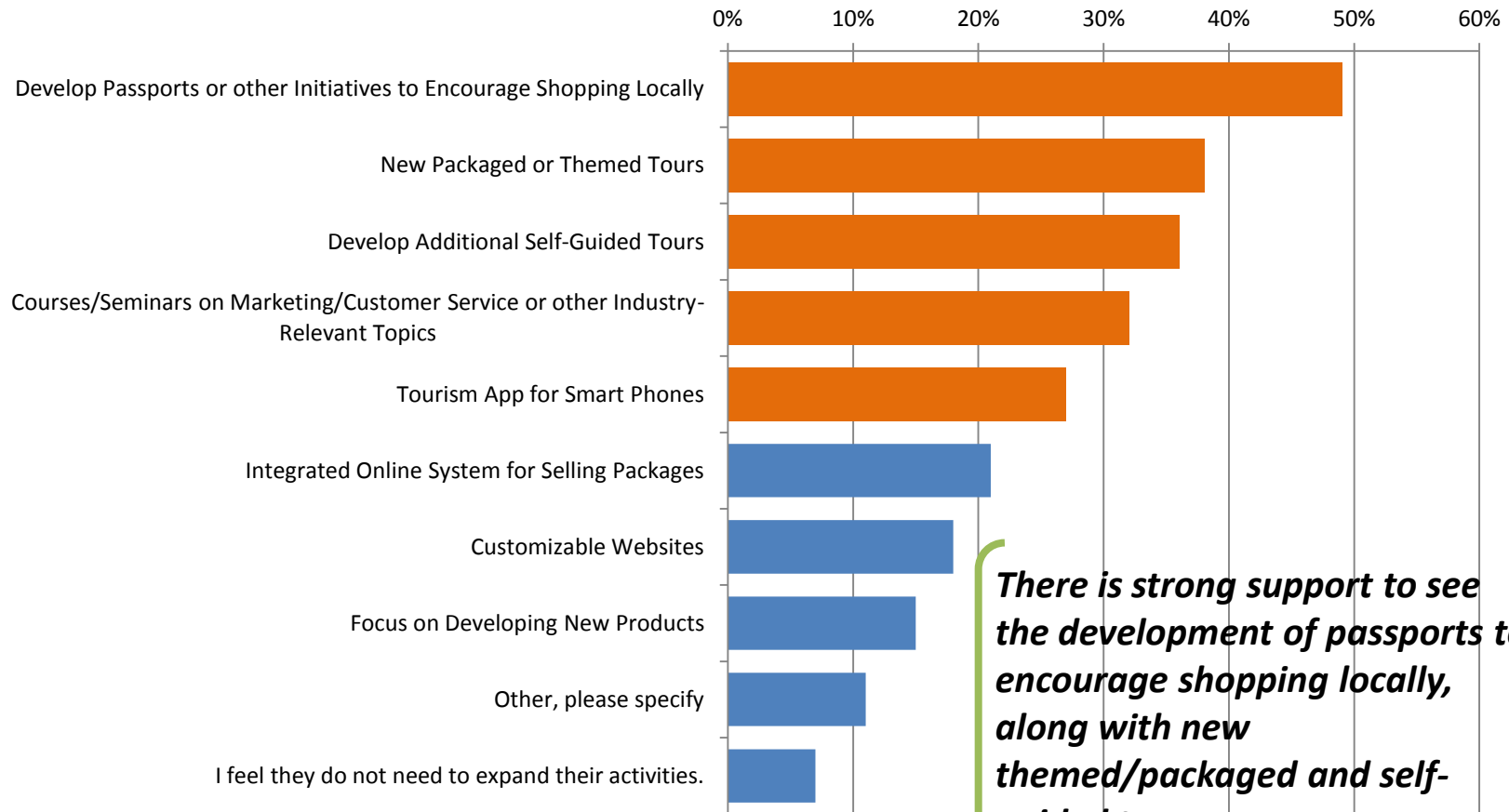


To What Extent do you Agree?

To what extent do you agree with the following:



Additional Services

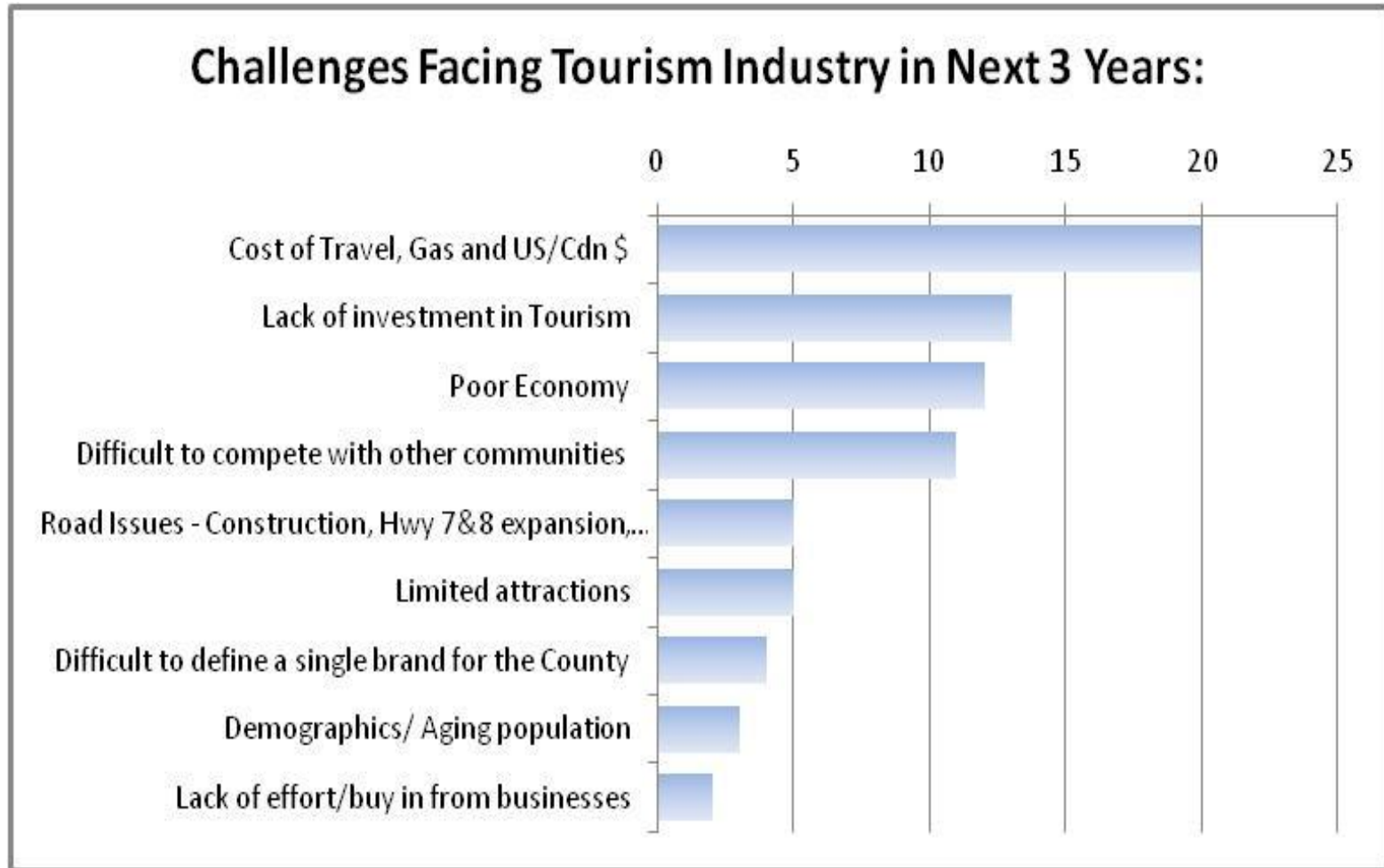


There is strong support to see the development of passports to encourage shopping locally, along with new themed/packaged and self-guided tours

PCVA Priorities from survey

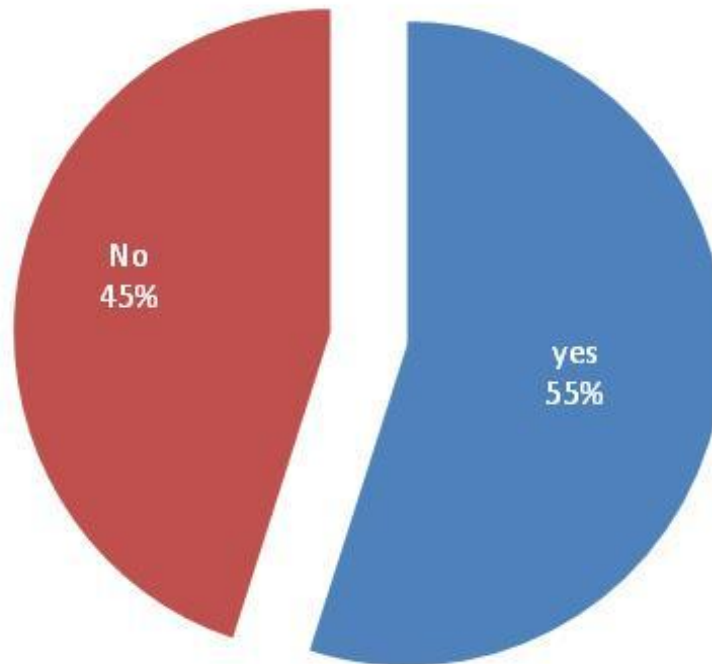
- Continue to grow and expand services and programming to promote Perth County
- Develop new products and programming e.g. new tours, self-guided tours, packages, mobile apps
- Raise profile in other communities than Shakespeare – more focus on promoting the small towns/villages
- Make it easy to find way around –brochures and maps etc.
- Strengthen online presence and use of social media and smart phone apps
- Help communities build what they have and encourage businesses to work together to promote each other
- Coordinated marketing/promotion packages
- More events/festivals to bring people to the County
- Develop agri-tourism and farm tours

Challenges Facing Tourism Industry



RTO 4

**Familiarity with RTO4 Proposed Online
Booking and Tourism Management System**



Of those that responded 32% attended the RTO information session.

Only 21% intend to utilize the online system

51% were unsure if they will make use of it

Conclusions

- Strong value placed on tourism and PCVA
- Strong desire to see continued investment in tourism
- The services most utilized include the Guide, Website, Welcome Centre and Buy Local Buy Fresh Map
- Feel they receive value for their membership, and value the leadership role and staff support

Conclusions (con't)

- Additional services they would like to see include:
 - Shopping locally initiatives
 - New themed/package tours, events
 - Self-guided tours
 - Focus on promoting towns/villages and farm tours
 - Courses or seminars on marketing/customer service
 - Integration of technology e.g. smart phone app

Conclusions (Con't)

- Challenges facing the tourism industry
 - Cost of travel (gas, US\$ etc)
 - Lack of investment in tourism locally
 - Poor economy
 - Difficult to compete with other communities

Strategic Plan Identified Priorities that relate to Tourism

1. Leverage completed downtown revitalization and promote main streets
2. In partnership with local stakeholders develop new community events and tourism products or attractions/themed day trips/tours that can draw residents to Perth County communities
3. Fully promote Perth County area and its location to live, work and play during 2013 plowing match
4. Continue to develop opportunities for local food

Stratford, Perth, St. Marys Economic Development Strategic Plan (Tourism Related Priorities)

1. Ensure dialogue between STA and PCVA and economic development offices
2. Identify training and skills upgrading needed in industry
3. Tourism product development using local assets e.g. Heritage buildings, Mennonite culture and agriculture

Stratford, Perth, St. Marys Economic Development Strategic Plan (Tourism Related Priorities)

4. Continue to develop marketing campaigns that put the County on the food map
5. Focus on creating vibrant mainstreets through festivals and events, daytrips and tours
6. Work with retailers to fill gaps in needed services
7. Encourage retail merchants to join together to offer convenient hours of operation
8. Bring all of the County's mainstreets together including Stratford and St. Marys under one common marketing banner (Madoc, Marmora, Stirling, Tweed- explore the four)

Overall

- Tourism is significant and valued part of Economic Development
- Market trends indicate this is a growing industry
- PCVA has established groundwork and stable framework for county tourism
- The Economic Development Strategic Plan and County Corporate Strategic Plan identify several priorities that are supported by the findings in the survey
- County Staff are taking a report to County Council November 15th to look at potential for 5 year funding commitment