Recommendation 2.
Track key quantitative and qualitative metrics and economic impact of tourism.

Key Objective
Provide data of strategic importance to stakeholders.

Context & Reasoning
Currently, there is a lack of Grey County specific tourism data, which makes it difficult to understand what the impact of the industry is on the County's economy and overall development. Creating, updating and sharing a dashboard of data on the performance of the tourism industry should help private businesses plan for the future, and build stronger businesses. Furthermore, relevant data on the economic impact of tourism to the County should help make a better case to residents and other government bodies about the importance of the industry and justify prioritisation in funding and investment. Understanding the value of tourism critically informs marketing and product development, both for the public and private sector. Suggestions for measures to collect include: Length of stay, customers/year, Origin of customers, Full time/Part time employees, Percentage of revenue spent on payroll, Guest expenditure/day, Percentage of bookings done online, Top 3 places of origin.
WHAT DO WE WANT TO KNOW?

More Specifically:

**SUPPLY**
- Economic impact of tourism
- Number of tourism jobs
- Number of tourism businesses
- Tax revenue
- Business trends (e.g. YTY)
- HST or other indicator

**DEMAND**
- Everything in Regional Tourism Profiles for...
  - Visitors to gated and ungated attractions & events
  - Visitors/VFR/residents/second home owners
  - New Canadians
- Visitor Satisfaction
- Trip Motivators
- Visitor Expenditures
- Forecasts
- How was the “season”?

Timely & Reliable

RTO7
Grey County
DMOs
Destination Marketing Organizations
Municipalities
Public Attractions Including Parks
Private Tourism Businesses

✓ Understand Visitor Trends
✓ Reliable, consistent input to Marketing/Business Plans
✓ Support for Existing/New Product & Experience Development
✓ Estimate Economic Value of Tourism

Grey County
Colour It Your Way
Update – November, 2018
WHAT WE KNOW ABOUT SUPPLY?

**SUPPLY**

- Economic impact of tourism
- Number of tourism jobs
- Number of tourism businesses
- Tax Revenue
- Business trends (e.g. YTY)
- HST or other indicator

**Our Information Sources**

- Grey County Tourism Operator Data Base
- OMAFRA Analyst

**TOURISM BUSINESSES (584) NATURAL AREAS (143) ORGS (13)**

Grey County database

---

<table>
<thead>
<tr>
<th>Category</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bed &amp; Breakfasts</td>
<td>138</td>
</tr>
<tr>
<td>Campgrounds</td>
<td>3267</td>
</tr>
<tr>
<td>Hotel,Motel,Inn</td>
<td>1486</td>
</tr>
<tr>
<td>Vacation Rentals</td>
<td>170</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5061</strong></td>
</tr>
</tbody>
</table>

Update – November 2018
WHAT WE KNOW ABOUT SUPPLY?

TOURISM JOBS* compared to TOTAL JOBS - 2017
OMAFRA Analyst

Trends
• 22% growth in tourism jobs vs. 3% growth for all jobs (2012-2017)

• Youth, women and immigrants are more highly represented in tourism jobs in Ontario
WHAT WE KNOW ABOUT DEMAND?

DEMAND
- Everything in Regional Tourism Profiles for...
  - Visitors to gated and ungated attractions & events
  - Visitors/VFR/residents/second home owners
  - New Canadians
- Visitor Satisfaction
- Trip Motivators
- Visitor Expenditures
- Forecasts
- How was the “season”?

Our Information Sources
- Grey County Tourism Annual Attractions/Events Survey
- Grey County Tourism Google Analytics - Inquiries
- OMTCS Regional Tourism Profiles (RTP)
- OMTCS Market Segmentation for Bruce Grey Simcoe
- PRIZM Market Segmentation (New Tool)
- Partner surveys/info centre stats

2013/17 Attendance Trends
20 Grey County Events & Attractions

- Over 580,000 attendees (don’t know proportion visitors)
- 12 increased and 8 decreased (*Holstein Rodeo did not run in 2016)

<table>
<thead>
<tr>
<th>Number of Events &amp; Attractions</th>
<th>% Change 2013-17</th>
<th>Overall Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gated Events (counted)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>24,792</td>
<td>30,253</td>
<td>22%</td>
</tr>
<tr>
<td>Non-Gated Events (estimated)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(8)7</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>144,798</td>
<td>131,567</td>
<td>-9%</td>
</tr>
<tr>
<td>Attractions (counted)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>362,351</td>
<td>417,661</td>
<td>15%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>531,941</td>
<td>579,481</td>
</tr>
</tbody>
</table>

4 Gated Events
- Centurion Cycling
- Summerfolk
- Concours D’Elegance
- Christmas in the Country

8 Non-Gated Events
- Apple Harvest Craft Show
- Elvis at Blue Doors Open
- Holstein Maplefest
- Festival of Northern Lights
- Salsa at Blue Salmon Spectacular
- *Holstein Rodeo (2015 only)

9 Gated Attractions
- Ecoadventure
- Le Scandinave
- Scenic Caves Nordic
- Inglis Falls - Grey Sauble CA
- Grey Roots Museum Plunge
- Tom Thomson Gallery
- Crawford PP - Day Use
- Scenic Caves Nature Adventures

Update – November 2018
2012/16 Attendance Trends
9 Grey County Attractions

Grey County Gated Attractions 2010-17

- Blue Mountain Area (6 attractions)
- Owen Sound Area (3 attractions)

3 Gated Attractions
- Grey Roots Museum & Archives
- Tom Thomson Art Gallery
- Inglis Falls - Grey Sauble CA

6 Gated Attractions
- Scenic Caves Nature Adventures
- Plunge
- Ecoadventure
- Le Scandinave
- Scenic Caves Nordic
- Craigleith PP - Day Use

2010/17 Attendance Trends
11 Grey County Events

Grey County Events 2010-17

- Non Gated Events
- Gated Events

4 Gated Events
- Centurion Cycling
- Summerfolk
- Concours D'Elegance (started in 2013)
- Christmas in the Country

8 Non-Gated Events
- Apple Harvest Craft Show
- Elvis at Blue
- salsa at blue
- Holstein Maplefest
- Doors Open
- Festival of Northern Lights
- Salmon Spectacular
*Holstein Rodeo (2015 last yr)
### What they’re looking for..

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
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<tbody>
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<td>/request-your-grey-county-map</td>
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<td>/business/hoggs-falls</td>
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<tr>
<td>/unique-grey/communities/waters-falls</td>
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<td>/travel-tools/travel-stories/beaver-valley-fall-driving-route</td>
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<td>/eat/wineries-brewheries-cideries</td>
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<td>/play/outdoor-activities/ziplock</td>
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<tr>
<td>/play/outdoor-sights/sceniclookouts</td>
<td>4,244</td>
</tr>
<tr>
<td>/play/outdoor-activities/hunting</td>
<td>3,944</td>
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<tr>
<td>/stay/campsites-rv-sites</td>
<td>3,911</td>
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</tbody>
</table>

### Where they’re looking from..

<table>
<thead>
<tr>
<th>City</th>
<th>Acquisitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto</td>
<td>51,204 (24.33%)</td>
</tr>
<tr>
<td>Collingwood</td>
<td>10,690 (5.08%)</td>
</tr>
<tr>
<td>Kitchener</td>
<td>7,950 (3.78%)</td>
</tr>
<tr>
<td>Hamilton</td>
<td>7,726 (3.67%)</td>
</tr>
<tr>
<td>Saugnesh Shores</td>
<td>7,119 (3.38%)</td>
</tr>
<tr>
<td>Oshawa</td>
<td>6,106 (2.89%)</td>
</tr>
<tr>
<td>Barrie</td>
<td>6,045 (2.87%)</td>
</tr>
<tr>
<td>Owen Sound</td>
<td>6,014 (2.86%)</td>
</tr>
<tr>
<td>Mississauga</td>
<td>5,604 (2.74%)</td>
</tr>
<tr>
<td>(not set)</td>
<td>4,540 (2.18%)</td>
</tr>
<tr>
<td>Waterloo</td>
<td>4,112 (1.94%)</td>
</tr>
<tr>
<td>Hanover</td>
<td>4,061 (1.92%)</td>
</tr>
<tr>
<td>London</td>
<td>4,017 (1.91%)</td>
</tr>
<tr>
<td>South Bruce Peninsula</td>
<td>3,888 (1.90%)</td>
</tr>
<tr>
<td>Ottawa</td>
<td>3,685 (1.79%)</td>
</tr>
<tr>
<td>Brampton</td>
<td>3,618 (1.72%)</td>
</tr>
<tr>
<td>Guelph</td>
<td>3,031 (1.44%)</td>
</tr>
<tr>
<td>Gatville</td>
<td>2,643 (1.26%)</td>
</tr>
<tr>
<td>Vaughan</td>
<td>2,555 (1.21%)</td>
</tr>
<tr>
<td>Montreal</td>
<td>2,547 (1.21%)</td>
</tr>
<tr>
<td>Markham</td>
<td>2,079 (0.99%)</td>
</tr>
<tr>
<td>The Blue Mountains</td>
<td>1,900 (0.93%)</td>
</tr>
<tr>
<td>Orangeville</td>
<td>1,662 (0.78%)</td>
</tr>
</tbody>
</table>
WHAT WE KNOW ABOUT DEMAND

OMTCS 2015 RTP for Bruce Grey Simcoe

Total visitors 12,401,200
(not including US)

WHERE THEY COME FROM

Ont 97%
Cdn 1%
US 1%
Overseas 1%

WHEN THEY COME

<table>
<thead>
<tr>
<th></th>
<th>Visits</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Q2</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>Q3</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td>Q4</td>
<td>21%</td>
<td>17%</td>
</tr>
</tbody>
</table>

TOP ACTIVITIES BY DAY VISITORS

- VFR
- Shopping
- Beach
- Sightseeing
- Fishing
- Skiing
- Business Meeting
- Casino
- Hiking
- Spectator Sport

Total Spend $1.348 Billion
(not including US)

$73 per person per same-day visit

$168 per person per overnight stay

HOW THEY VISIT

Same-day 37%
Over-night 63%

WHY THEY COME

Visits
Spend
0% 10% 20% 30% 40% 50% 60%
Pleasure
VFR
Shopping
Business
Other Personal

WHERE THEY STAY

Private Homes 40%
Private Cottages 26%
Hotels/Motels/Resorts 18%
Camping/RV Facilities 14%
Other 3%

TOP 10 ACTIVITIES BY SPEND

- VFR
- Beach
- Shopping
- Hiking
- Skiing/Boarding
- Camping
- Fishing
- Boating
- Cultural Performance
- Visit a Park

WHERE THEY COME FROM

Source: MTCS, Regional Tourism Profiles (RTP) 2015

Update – November 2018
Total visitors 2,399,159
(not including US & Overseas)

WHEN THEY COME (visits)

Q1 18%
Q2 21%
Q3 35%
Q4 26%

WHY THEY COME

Pleasure 50%
VFR 38%
Shopping 5%
Business 4%
Other Personal 2%

TOP 10 ACTIVITIES

VFR
Beach
Shopping
Hiking
Sports Events
Camping
Playing a Sport
Sightseeing
Skiing
Boating

Total Spend $257,813,182
(not including US & Overseas)

$92 per person per same-day visit

HOW THEY VISIT

Same-day 67%
Over-night 33%

$139 per person per overnight stay

WHERE THEY STAY

Private Homes 42%
Private Cottages 25%
Hotels/Motels/Reso... 23%
Camping/RV Facilities 10%
Other 0%

ITEMIZED VISITOR SPENDING

Transport 4%
Accommodation 22%
Food & Beverage (Total) 21%
Recreation/Entertainment (Total) 12%
Retail/Other (Total) 40%

Source: MTCS, Regional Tourism Profiles (RTP) 2015
### How PRIZM works...

<table>
<thead>
<tr>
<th>Postal Code</th>
<th>PRIZM 5</th>
</tr>
</thead>
</table>

#### Demographics
- Age – 25 to 34
- 1 person households
- Non-family household
- Use public transit
- University degree
- Management occupation
- Single (never married)
- English mother tongue
- Apartment

#### Retail Behaviour
- Sporting Life
- Mastermind
- Grand and Toy
- Loblaw
- Holt Renfrew
- Talbots
- Sunglass Hut
- Black’s
- Town Shoes
- Pharma Plus
- Lenscrafters
- SoftMoc
- Nine West
- Apple
- Pier 1 Imports

#### Sports and Leisure
- Opera
- Museums
- Art Galleries
- Live Theatre
- Foreign Movies
- Nightclubs/bars
- Pop Music Concerts
- Attend Pro Basketball
- Attend Pro Baseball
- Health/Fitness Club
- Downhill Skiing
- Canoeing
- Yoga/Pilates
- Tennis
- Ice Skating

#### Media Preferences
- Medium-Light Radio Listener
- Rock
- News/Talk/Information/Sports
- Oldies
- Light TV Viewer
- Sitcoms
- News/Current Affairs
- Heavy Reader of Daily Newspaper
- Finance/Business
- Real Estate/Homes
- Medium-Light Magazine
- News and Current Affairs
- Heavy Internet Use
- Buy Books Online
BLUE CLUSTER Pilot Project

Background

This is a pilot project by Grey County Tourism to build better data & understanding for product development & marketing at the sub-county – DMO – Cluster level using aggregated postal code data from participating partners.

Goals:

• Understand current visitation patterns at the DMO or Cluster geography
• Identify common market segments/profiles
• Identify Best prospect areas/segments in Ontario for sustainable growth

Participating partners:

• Scandinave Spa
• Scenic Caves
• BMVA
• BMR
• Grey County Tourism Social Media inquiries

Assumptions

• No personal information was gathered in this project, postal codes only
• Each partner receives a template report for their data set
• Partner data/results are not shared between other partners (unless mutually agreed upon)
• Aggregated or summary analysis is presented to understand market segments/trends at the cluster level

Process

1. Data Discovery: Where are existing visitors coming from? What data do we have to work with?
2. Profile: Who are our existing visitors? Who are potential visitors?
3. Segment: What are our market segments? Which segments should we be targeting?
4. Identify & Locate: Which cities should we deploy in? Which cities are ripe for future investment?
5. Personify: Next steps?
**Where are Visitors Coming From?**

**2015/16 Partner Data**

<table>
<thead>
<tr>
<th>Top CDs</th>
<th>% Pen</th>
<th>Index</th>
<th>% Pen</th>
<th>Index</th>
<th>% Pen</th>
<th>Index</th>
<th>% Pen</th>
<th>Index</th>
<th>% Pen</th>
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<th>% Pen</th>
<th>Index</th>
<th>% Pen</th>
<th>Index</th>
<th>% Pen</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Count</td>
<td>6,927</td>
<td>19.1%</td>
<td>4,840</td>
<td>12.7%</td>
<td>3,621</td>
<td>10.7%</td>
<td>2,616</td>
<td>10.3%</td>
<td>2,470</td>
<td>6.4%</td>
<td>1,702</td>
<td>5.4%</td>
<td>1,549</td>
<td>3.9%</td>
<td>1,347</td>
<td>3.5%</td>
<td>980</td>
<td>3.1%</td>
<td>1,702</td>
<td>5.4%</td>
<td>1,549</td>
<td>3.9%</td>
<td>1,347</td>
<td>3.5%</td>
<td>980</td>
<td>3.1%</td>
<td>1,702</td>
<td>5.4%</td>
<td>1,549</td>
<td>3.9%</td>
<td>1,347</td>
<td>3.5%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ave% Index</td>
<td>97</td>
<td></td>
<td>132</td>
<td></td>
<td>83</td>
<td></td>
<td>244</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**The Gravity Model:** Visitors to a destination are directly proportional to the size of the source market and inversely proportional to distance. So we see neighboring CDs index very highly. Where are the surprises that are farther away & index highly?

**% Pen and Index** are relative measures of the # of visitors (or inquiries or homeowners) for each data set (eg. from Toronto) compared to the total visitors for the data set and then compared to the total population (eg. Toronto) For the sample from Data Set A below, Simcoe Cty has the highest penetration rate at 0.12 and Index at 293.

**Total Count** is the actual # of inquiries /visitors for all partners. Eg, 6,927 from Toronto. Ave% (eg. 19.1% for Toronto) represents the average for all partner data sets. (Actual counts and %s are not shown for each partner dataset.)
Who are our Visitors?

Individual reports were run and sent out to all partners. All 6 partner data sets were summed for all 68 PRIZM segments. Four segments were consistently in the top indexing segments for all data sets and are recommended as priority segments: Kids & Careers, Satellite Burbs, Pets & PCs, and Fresh Air Families. The next group of segments were often high performers for 2 or even 3 of the data sets and also could be considered key segments. There were some interesting similarities and differences between the partner data sets.

<table>
<thead>
<tr>
<th>SG</th>
<th>SESI</th>
<th>Name</th>
<th>Ave Count for all Partners</th>
<th>Ave % for all Partners</th>
<th>Cum %</th>
<th>Average Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1</td>
<td>06</td>
<td>Kids &amp; Careers</td>
<td>2,483</td>
<td>7.28</td>
<td>7.28</td>
<td>148</td>
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<tr>
<td>E1</td>
<td>09</td>
<td>Satellite Burbs</td>
<td>2,127</td>
<td>6.99</td>
<td>14.27</td>
<td>142</td>
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<tr>
<td>S2</td>
<td>16</td>
<td>Pets &amp; PCs</td>
<td>2,354</td>
<td>5.38</td>
<td>19.64</td>
<td>125</td>
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<tr>
<td>E2</td>
<td>24</td>
<td>Fresh Air Families</td>
<td>1,580</td>
<td>5.03</td>
<td>24.67</td>
<td>131</td>
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<tr>
<td>U1</td>
<td>01</td>
<td>Cosmopolitan Elite</td>
<td>1,092</td>
<td>5.03</td>
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<td>450</td>
</tr>
<tr>
<td>U1</td>
<td>03</td>
<td>Arts &amp; Affluence</td>
<td>1,026</td>
<td>3.94</td>
<td>33.65</td>
<td>226</td>
</tr>
<tr>
<td>S3</td>
<td>15</td>
<td>Heritage Hubs</td>
<td>1,784</td>
<td>3.51</td>
<td>37.16</td>
<td>115</td>
</tr>
<tr>
<td>S3</td>
<td>20</td>
<td>South Asian Achievers</td>
<td>1,000</td>
<td>3.34</td>
<td>40.50</td>
<td>104</td>
</tr>
<tr>
<td>U3</td>
<td>11</td>
<td>Urban Digerati</td>
<td>902</td>
<td>3.22</td>
<td>43.72</td>
<td>97</td>
</tr>
<tr>
<td>U1</td>
<td>02</td>
<td>Urbane Villagers</td>
<td>814</td>
<td>3.18</td>
<td>46.90</td>
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<tr>
<td>U4</td>
<td>31</td>
<td>New World Symphony</td>
<td>804</td>
<td>3.03</td>
<td>49.94</td>
<td>88</td>
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<tr>
<td>U2</td>
<td>27</td>
<td>Diverse City</td>
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<td>2.89</td>
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<td>U2</td>
<td>05</td>
<td>Asian Sophisticates</td>
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<tr>
<td>S1</td>
<td>04</td>
<td>Suburban Success</td>
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<td>2.32</td>
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<td>U4</td>
<td>23</td>
<td>Asian New Wave</td>
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<td>S4</td>
<td>22</td>
<td>Aging in Suburbia</td>
<td>439</td>
<td>2.25</td>
<td>64.32</td>
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<td>U6</td>
<td>63</td>
<td>Lunch at Tim's</td>
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<td>2.17</td>
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<td>U1</td>
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<td>S3</td>
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<td>Diversity Heights</td>
<td>660</td>
<td>1.81</td>
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</table>
### Identify & Locate - Where are highest concentrations of 4 Primary Market Segments?

**Target Sets**

<table>
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<tr>
<th>CD</th>
<th>Count – BLUE Top 4</th>
<th>%</th>
<th>Base Count</th>
<th>Base %</th>
<th>% Pen</th>
<th>Index</th>
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<tbody>
<tr>
<td>York (ON), RM</td>
<td>332,485</td>
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<td>1,148,472</td>
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<td>8.52</td>
<td>480,527</td>
<td>4.30</td>
<td>34.86</td>
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<td>Waterloo (ON), RM</td>
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<td>7.02</td>
<td>550,074</td>
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<td>Peel (ON), RM</td>
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<td>Hamilton (ON), CDR</td>
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<td>544,918</td>
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<td>Niagara (ON), RM</td>
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<td>444,420</td>
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<td>Essex (ON), CTY</td>
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<td>Brant (ON), CDR</td>
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<td>142,051</td>
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<td>Dufferin (ON), CTY</td>
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<td>Oxford (ON), CTY</td>
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<td>111,673</td>
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<td>Toronto (ON), CDR</td>
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<td>Lambton (ON), CTY</td>
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<td>Elgin (ON), CTY</td>
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<td>90,167</td>
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<tr>
<td>Northumberland (ON), CTY</td>
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<td>84,699</td>
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<td>108,930</td>
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<td>Muskoka (ON), DM</td>
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<td>61,855</td>
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<td>77,770</td>
<td>0.70</td>
<td>8.39</td>
<td>48</td>
</tr>
</tbody>
</table>
What are the gaps, how to fill them?

Is this information useful to Industry and/or DMOs /Municipalities?
How does it relate to what is happening on the ground?
What are the gaps?
How can we work together to fill the gaps?

<table>
<thead>
<tr>
<th>Supply</th>
<th>Challenges - Gaps</th>
<th>Opportunities</th>
</tr>
</thead>
</table>
| Grey County Tourism Operator Database       | Are supply side metrics relevant to businesses?  
Lots of discrepancy in definition of “Tourism Industry” and “Tourism Jobs”.  
Challenge in determining economic impact of tourism at County or even Municipal level.                                                                                                                 | DMO partners working together to get a "dashboard" of metrics we can collect and understand.                                                                                                                   |
| OMAFRA Analyst                              |                                                                                                                                                                                                                  |                                                                                                                                                                                                            |
| Canadian Business Patterns                  |                                                                                                                                                                                                                  |                                                                                                                                                                                                            |
| Canadian Business Patterns                  |                                                                                                                                                                                                                  |                                                                                                                                                                                                            |
| Canadian Business Patterns                  |                                                                                                                                                                                                                  |                                                                                                                                                                                                            |

<table>
<thead>
<tr>
<th>Demand</th>
<th>Challenges - Gaps</th>
<th>Opportunities</th>
</tr>
</thead>
</table>
| Grey County Tourism Attraction/Event survey | Limited # of participants, not geographically representative of the county, includes residents as well as visitors, does NOT include most of our Tourism Industry.  
Doesn't measure actual visitors, just response to campaigns. Who is really visiting?                                                                 |                                                                                                                                                                                                            |
| GCT Web Analytics & Campaign                |                                                                                                                                                                                                                  |                                                                                                                                                                                                            |
| OMTCS Regional Tourism Profile              | Not current – usually 3 year delay.  
+/− 7% accuracy at BruceGreySimcoe region, on +/- 14% accuracy at Grey County  
Custom Analysis to get meaningful activity data.  
Only domestic market for Grey County.                                                                                                                 |                                                                                                                                                                                                            |
| PRIZM Segmentation                          | Is a powerful tool, is proprietary (expensive) and takes time to understand and benefit from.  
Pilot project is underway to “kick the tires” with mobility data to determine if this is a useful tool.                                                                                                  |                                                                                                                                                                                                            |
| Mobility Data                               |                                                                                                                                                                                                                  |                                                                                                                                                                                                            |

Tourism Action Plan calls for annual business survey to obtain key visitor data. Are businesses interested in these metrics enough to participate? If so, how frequently – by season?  
PRIZM analysis could be offered by GCT as a tool for businesses/DMOs in exchange for some aggregation of high-level results.
Grey County Tourism acknowledges the assistance of rmcg in providing material & insight for this Backgrounder.