

2019

TOURISM VISITOR REPORT



Haldimand
Economic Development
and Tourism



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Why We Started The Project

In 2017 Haldimand County's Economic Development and Tourism Division launched their pilot tourism data collection project, which was identified as a priority in the 2017 Haldimand County Tourism Strategic Action Plan. Data is becoming crucial to inform evidence based decision making in the tourism sector, as there is a lack of tourism data available locally to Destination Management Organizations (DMO's), the data collected helps to supplement the regional information available. The objective of our four question survey is to provide a preliminary understanding of who our visitors are and why they are coming to the County. Although the data we collected is not statistically accurate, after three years of collection it has helped to provide a preliminary understanding of local demographics, existing tourists and potential visitors. This information helps to inform the marketing activities of Tourism Haldimand, new and existing tourism businesses in Haldimand County and strategic partners.

In 2019 Haldimand worked with 19 partners and collected 400 surveys, which is a slight decrease from last year, due to collection fatigue. Because of this Tourism Haldimand will be collecting data on a bi-annual basis to reduce data collection exhaustion.

From the surveys collected, staff were able to determine that the majority of Canadian tourists are visiting from other communities in Ontario. Internationally, a small number of visitors were travelling to Haldimand County from the United States.

The majority of respondents that are coming to Haldimand County participated in cycling as one of their key activities while here. Following cycling the next popular activities visitors participated in while here include visiting local restaurants, visiting cultural attractions, attending a significant event or visiting local race tracks.

Many visitors hear about Haldimand County by knowing someone who lives here, through word of mouth and also through digital marketing (this includes through online searches, social media and via Haldimand County's TourismHaldimand.Ca website). The data also demonstrates that the majority of visitors were staying in Haldimand County for 1 day.

What We Found Out

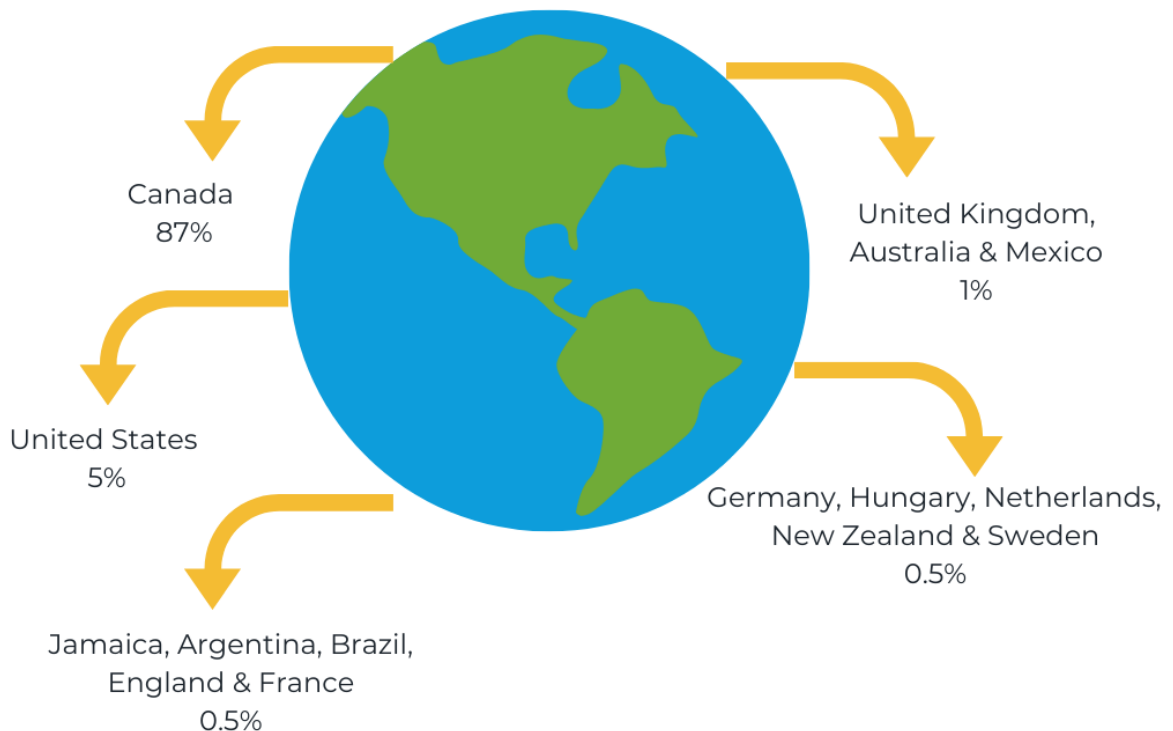
Where are visitors coming from?

While the majority of surveys were completed by Canadians, 13% of respondents were international visitors. After Canadian visitors, American visitors were the next most frequent. Visitors also came from Europe, the Caribbean and South America. These findings are similar to the data we collected in 2017 and 2018. The majority of travelers are Canadian; travelers from the United States are the second most frequent visitor segment; and there is a small portion of international travelers from a variety of other destinations¹ (see figure 1).

In Canada, the majority of tourists are visiting from Ontario. Following Ontario top visitors are coming from provinces including Quebec, British Columbia, Newfoundland, New Brunswick, Saskatchewan and Manitoba (see figure 2).

Top visitors are coming from cities including Hamilton, Toronto, Norfolk County, Brantford and Mississauga (see figure 3).

Figure #1: Haldimand County Tourists By Country



¹ For an annual comparison of Tourist Origin by County please see Chart 2 in the appendix.

Figure #2: Haldimand County Tourists By Province

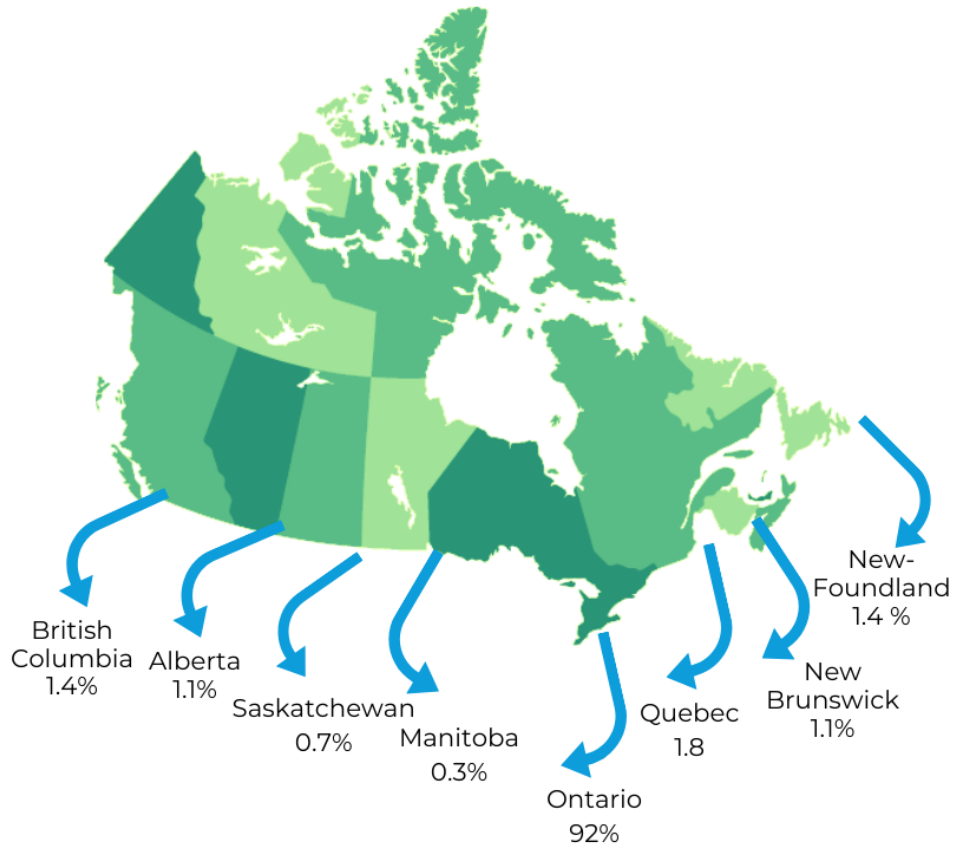


Figure #3: Haldimand County Tourists By Canadian City



What Are Visitors Doing While Here?

Cycling was the most popular activity respondents participated in while in Haldimand County. Following cycling, restaurants, significant events, and cultural attractions were popular activities individuals engaged in while visiting Haldimand County (see figure #4).

After removing Haldimand County respondents top activities are similar but not identical². In this grouping cycling was also the most popular activity. Following cycling visitors frequented restaurants, cultural attractions and race track events (see figure #5).

Figure #4: Primary Trip Activity – All Respondents



² 400 Tourism Data Surveys were collected in 2019. Of these 308 surveys were collected from visitors.

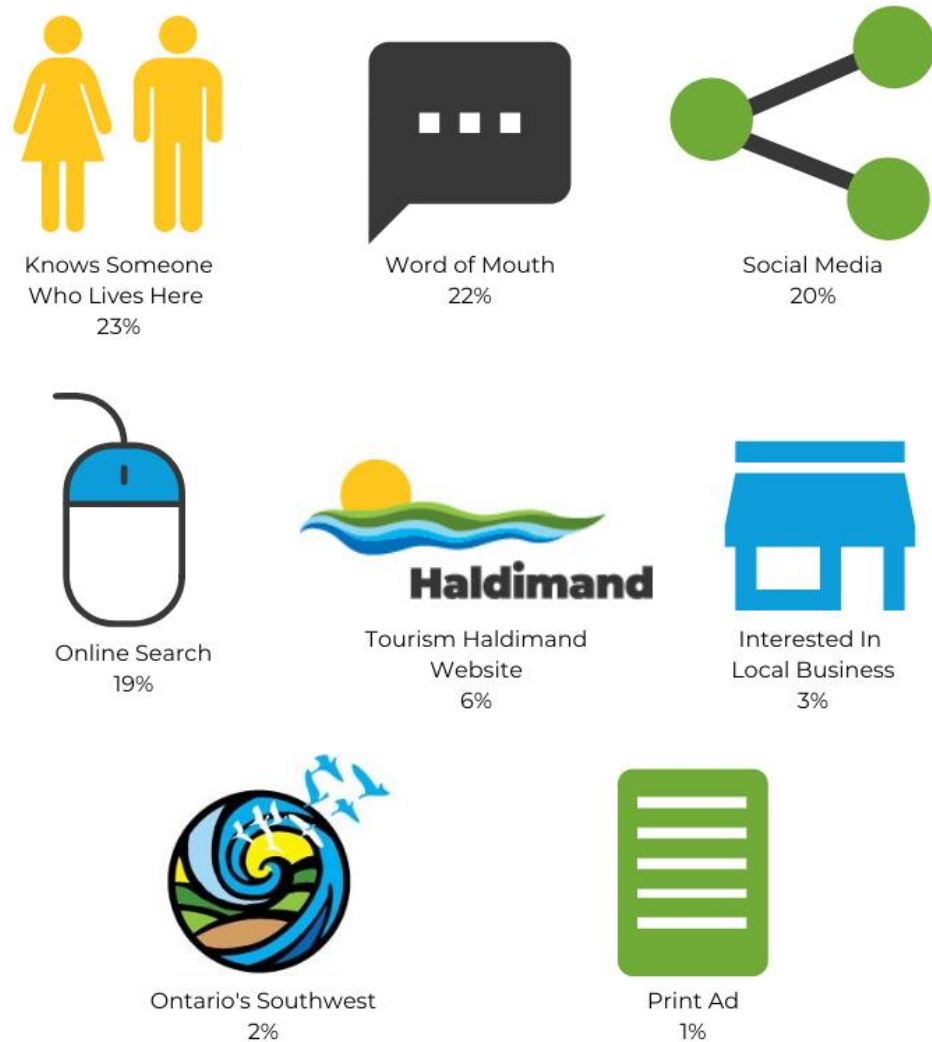
Figure #5: Primary Trip Activity – Visitors



How are Visitors Finding Out About Haldimand County?

As demonstrated in the infographic below the majority of visitors come to Haldimand County because they know someone who lives here. Visitors also indicated that they found out about Haldimand County through word of mouth, social media and online searches.

Figure #6: Visitors Knowledge of Haldimand County

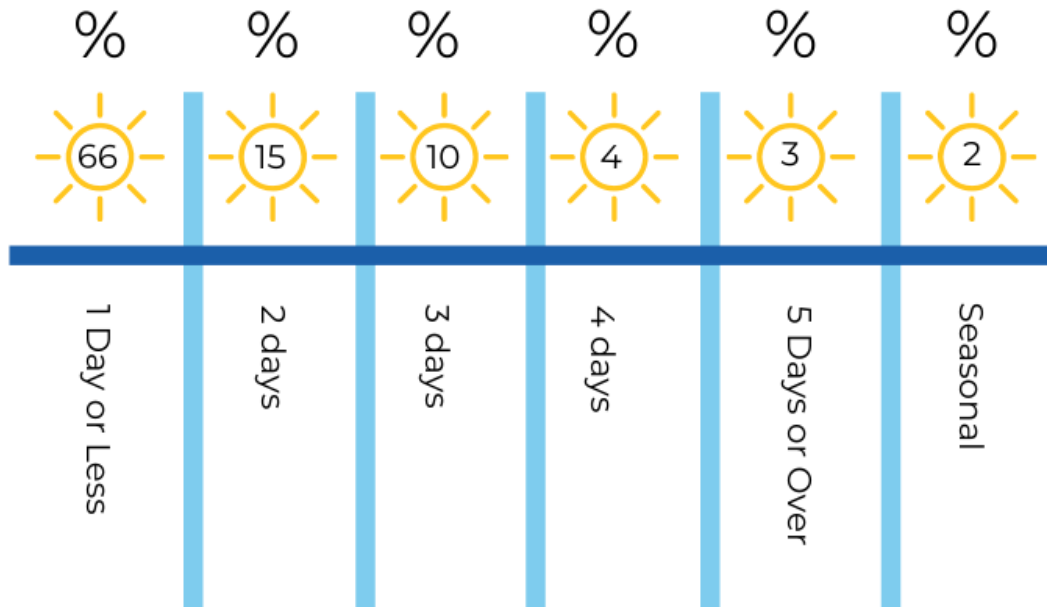


How Long Are Visitors Staying In Haldimand County

The chart below indicates how long visitors are staying in Haldimand County. After removing residents the data indicated that most visitors are staying here 1 day or less. 15% of respondents indicated they stayed 2 nights while 10% noted they stayed 3 nights.

The average person in the Ontario Southwest region spends \$182 per person per overnight visit, while a same day visit averages at \$67 per person (Ministry of Tourism Culture & Sport, 2015). If Haldimand County can convert a portion of their single day visits to overnight stays this will have a significant impact on the local economy. The challenge remains the lack of commercial roofed accommodations.

Figure #7: Visitors Length of Stay



Get to Know Your Visitors

Tourism Haldimand has partnered with the Geographic Information Systems staff to analyze the postal codes collected through the visitor survey to determine visitor profiles. Postal codes were analyzed using Environics PRIZM5 Segment Snapshots. Essentially each postal code can be assigned a demographic profile. Based on the surveys submitted staff have identified the top visitor profiles in Haldimand County³. The top three profiles share many similar characteristics, and therefore are presented as one sample profile (the full profiles are available for review in the appendix of this report). Information on who these visitors are and how we can better attract them are presented in a profile that can be found below⁴. A visitor profile that we have the potential to attract is also included below. Currently we are seeing small numbers of this visitor profile and are targeting them as a demographic we would like to grow.

Who is Our Current Visitor?

Meet Janice and Phil. They are a middle-aged couple from a small town in Ontario who have adult children. Phil has had a long career working in the manufacturing sector and Janice has worked in the field of healthcare, which has afforded them to make a higher than average income. They like to spend most of their time outdoors and participate in activities such as fishing, boating, snowmobiling, curling, swimming and baseball. On occasion, Janice and Phil may venture out to a concert or movie theatre. On vacations these travellers don't stray too far away from home and can be found at a nearby campground, using their motorized vehicles or at the homes of friends and relatives. On occasion, they may venture down to the United States for a change of scenery.

³ The top profiles found in Haldimand County were Wide Open Spaces (21.8% of surveys), Traditional Town Living (11.2% of population) and Satellite Burbs (10.9% of population)

⁴ Please note these profiles are not real visitors to Haldimand County but profile representations based on Environics PRIZM5 Segments



How to Attract Them

Janice and Phil travel to escape, so emphasizing that you can offer this type of getaway is important. Catch their attention by branding your experience as relaxing, a celebration or a getaway/escape. If social media is your main method of marketing target this audience through Facebook, as they are less likely to be reached through Instagram or Twitter. One way to connect with them is through marketing your tourism offerings at their campsite or curling club. Marketing other outdoor adventures will likely be most successful as this aligns with their interests and comfort zone. While travelling they are most likely to purchase items that enhance their outdoor adventures such as fishing or hiking equipment. You can find couples like Janice in Phil in small towns and rural communities throughout Canada. Some Ontarian communities they can be found in include Blenheim, Prince Edward County and Kilworth.

Visitors we are trying to attract

Meet Finn and Luna. They are in their late 20's and live in downtown Toronto. Both Finn and Luna are graduates of Western University and now live in Toronto where they are pursuing their careers. Finn works in digital marketing while Luna works in the financial sector. Finn and Luna are also frequently on the move and they love to travel for both business and pleasure. On the weekends Finn and Luna love to escape the city in their Volvo. While touring they love to get outside and participate in physical activities that push their limits. While out you can also find them attending a film festivals, going bar hopping or attending a food and wine show.



How to Attract Them

Finn and Luna travel to learn. The best way to promote your tourism offerings to them is to stress the authenticity of the experience you have to offer (this includes food, events and adventures). Connect with Finn and Luna through social media including Facebook, Instagram, Twitter, Snapchat, and YouTube. Looking to really sell your experience? Partner with other local tourism operators to hire a popular blogger to capture the unique experiences you have at your site. The path less travelled is often very appealing to these individuals, as they love to find hidden gems in the communities they travel to. Finn and Luna are willing to spend more on truly unique and memorable experiences, especially if they can take a great selfie to capture the moment. They are also environmentally conscious consumers and are interested in supporting products, brands and experiences that reflect their values. You can find couples like Finn and Luna in large metropolitan centers like Toronto and Montreal.

Tourism Haldimand is trying to attract couples like Finn and Luna as their interests align with our current/ expanding tourism offerings. They love nature; support the arts; value quality food and drink; and are prepared to spend more for unique products and experience. Their love of travel often keeps them returning to destinations over a lifetime and their deep pockets allows them to support our local tourism sector while here.

Recommendations: How to Better Market to Current/ Potential Visitors

1. Make your business easy to find: some visitors came to Haldimand County specifically for a business they were interested in, which suggests the importance of local businesses marketing themselves externally so visitors can be aware of their offerings.

Action Items

- Some ways this can be done include creating and updating your Google listing and keeping up to date social media pages and websites. Learn how to create and update your google listing today. Check out this link: <https://www.haldimandcounty.ca/changes-to-business-listing/>
- Encouraging your patrons to review your services, through websites like TripAdvisor and Yelp (adding your business to these sites may make the review process easier for your patrons). Great reviews will legitimize your business to your online audience and may also increase business to business referrals as other operators will be more confident in directing visitors to your location.

2. Focus marketing campaigns outside of your current market: since Hamilton is the number one source of visitors, Haldimand County businesses should focus their marketing reach on other cities in the GTA including Brampton, Toronto, and Richmond Hill. Target markets outside of the GTA could also include cities like London and Waterloo. By targeting areas over 100 km away⁵ the hope is to increase overnight spending.

Action Items

- Some ways this can be done is through targeted social media ads. Looking for more information on this? Check out this link: <https://www.facebook.com/business/ads/ad-targeting>

3. Focus on attracting our growing millennial market: cities in the GTA such as Brampton, Toronto, Richmond Hill, Markham, Hamilton and Burlington are noted to be hot spot cities for millennials⁶ (Point2homes). As such the development of experiences, and marketing campaigns to reach those new audiences should be considered.

⁵ 3 In-province (Ontario) overnight audiences are from at least 100 kilometers from their tourist destination (Celebrate Ontario, 2017)

⁶ Visit Top [Millennial Hot Spots in 2018 – 85 Canadian Cities Ranked](#) for more information.

Action Items

- Increase your online presence on social media via Facebook, Instagram Twitter & Snapchat. Instagram generally receives more engagement than other forms of social media, and some analytics show it is the best way to reach millennials as 62% of users are between 18 and 34 (napoleancat.com).
- Connect with Tourism Haldimand on social media to stay well informed of Haldimand County's tourism assets. Be sure to share this information with your audiences and also with other Tourism Haldimand partners.
- Develop unique tourism experiences. Trends show visitors want an authentic experience when travelling, especially millennials. Experiential travel gives an advantage to smaller scale operators, that can offer a unique experience with a higher price point.
- Tourism Haldimand has certified tourism coaches on staff who can provide free advice to help you develop a new revenue stream that can be added to your current offering. Contact Tourism Haldimand staff if you would like to explore offering a tourism experience for your business.

4. Continue to advertise Haldimand County's assets to repeat visitors: repeat visitors will continue to visit friends and family, patronize campgrounds, participate in outdoor activities and enjoy established experiences. While these visitors do spend locally on a some needs (ex. gas, restaurants, groceries) many of these visitors already own their hobby equipment, therefore spend minimal dollars while on vacation.

Action Items

- Many visitors have pre-existing ties to Haldimand County such as knowing someone who lives here. Local messaging will be very important to ensure residents can showcase the County. Continuing to advertise in local publications, and keep Tourism Haldimand staff updated on current tourism offerings, special events and new experiences.
- Have promotional material at local campgrounds and outdoor tourism destinations to encourage repeat visitors to explore new activities in Haldimand County.
- Partner with other tourism operators in Haldimand County to cross promote activities. This will encourage visitors to venture off their beaten track while here and stay for a longer period of time.

5. Try to encourage day visitors to extend overnight stays: anecdotal evidence from event organizers continues to show the County is leaking revenue by visitors having to stay out-of-market.

Action Items

- Many activities visitors are participating in while in Haldimand County are shorter term such as specific events or visiting restaurants. Visitors may

increase their stay in Haldimand County if operators offer more package deals that encourages patrons to stay in Haldimand County overnight.

- An opportunity exists for the development of commercial roofed accommodations. Tourism Haldimand wants to work with property owners looking at establishing B&B's and other accommodations.

6. Monetizing specific activities including outdoor adventures, cycling and

racing: currently, the visitors who are coming to Haldimand County are interested in outdoor activities, however their spending on these activities while visiting is limited. Here are some ideas you may be able to use to increase visitor spending.

Action Items

- If possible expand your offering to include a fixed price unique outdoor experience to visitors. Many people come to Haldimand County for our outdoor assets but there is little spending associated with this. Incorporating an outdoor experience into your offering may attract a new clientele and also encourage spending on outdoor activities.
- Some spending is associated with cycling if visitors are participating in an event. To maximize spend, businesses should try and attract this demographic to increase economic impact (as cyclists often have disposable income). First, you should identify if you are along one of Haldimand County's cycling routes/Strava routes.
- Being bike friendly means offering free tap water refills; offering restrooms to cyclists; having a bike rack; welcoming cyclists; and keeping Haldimand County's Cycling & Hiking Maps stocked at your business.
- Many visitors travel to Haldimand County to visit our racetracks, however these individuals participate in few activities outside of the race track while here. Business owners could house their tourism literature at our racing venues and also connect with local racing operators to offer packages in order to increase participating in events off the racetrack.

Appendices

List of Partners

Tourism Haldimand would like to thank and recognize all the business that partnered on the Tourism Data Collection project.

- Blue Heron Trailer Park
- Caledonia Chamber of Commerce
- Cayuga Chamber of Commerce
- Cottonwood Mansion
- Debb's Cuisine on Queen
- Dunnville Chamber of Commerce
- Dunnville Grand Tour
- Edinburgh Square Heritage Centre
- Haldimand County Museum & Archives
- Heron House
- Jukasa Motorspeedway
- Le B&B
- Long Point Region Conservation Authority
- Richardson's Farm and Market
- Rockpoint Provincial Park
- Ruthven Park National Historic Site
- Sunflower Café
- Selkirk Provincial Park
- The Carolinian Cafe
- Twisted Lemon
- Toronto Motorsports Park
- Wilson MacDonald Memorial School Museum

Survey Questions

The key questions that respondents were asked include:

- What is your home postal code?
- How many days are you staying in Haldimand County?
- What are the primary activities or interests during the trip?
- How did you find out about Haldimand County?

In 2020 Tourism Haldimand plans on offering workshops through our Tourism Network to teach tourism stakeholders how to effectively connect with current and target markets. For more information please contact

opportunity@haldimandcounty.on.ca .

Chart 1- Total Responses Versus Visitor Responses and Residents Responses

Haldimand County Tourists By Country			
Data Collection Year	Number of Total Reponses	Number of Visitor Responses	Number of Resident Responses
2017	387	311	76
2018	825	628	197
2019	400	308	92

Chart 2- Visitor Origin by County Annual Comparison

Haldimand County Tourists By Country			
Country of Origin	Number of Visitor in 2017	Number of Visitors in 2018	Number of Visitors in 2019
Canada	252	779	369
United States	34	18	16
United Kingdom	1	2	3
Australia	2	1	2
Mexico	1	0	2
Netherlands	1	3	1
Germany	3	2	1
France	0	1	1
Jamaica	0	0	1
Argentina	0	0	1
Brazil	0	0	1
Hungary	0	0	1
New Zealand	0	0	1
Sweden	0	0	1
Holland	1	1	0
Scotland	0	1	0
China	0	1	0

Visitors Profiles in Haldimand County

Wide Open Spaces – 21.8%

40 WIDE OPEN SPACES

Established, middle-income farmers and blue-collar workers

Population	857,197 (2.37% of Canada)
Households	307,987 (2.12% of Canada)
Average Household Income	\$101,506
Housing Tenure	Own
Education	Mixed
Occupation	Blue Collar/Primary
Cultural Diversity Index	Low
Sample Social Value	Religiosity



Traditional Town Living – 11.2%

47 TRADITIONAL TOWN LIVING

Middle-aged and older middle-income homeowners

Population	417,598 (1.15% of Canada)
Households	154,116 (1.06% of Canada)
Average Household Income	\$84,119
Housing Tenure	Own
Education	Mixed
Occupation	Blue Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	Religiosity



Satellite Burbs – 10.9%

09 SATELLITE BURBS

Older, upscale exurban couples and families

Population	971,671 (2.71% of Canada)
Households	362,014 (2.48% of Canada)
Average Household Income	\$128,962
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Diversity	Low
Sample Social Value	Religion a la Carte

