

# 1000 Islands Tourism Business Survey

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2015 REPORT AND SUMMARY

1000 Islands International Tourism Council  
December, 2015

**Survey Overview:**

The survey was sent to 510 businesses and organizations in the 1000 Islands International Tourism Council's database of local tourism organizations, attractions, lodging, and recreation businesses. Those invited received both an e-mail invitation and postal mail invitation and could complete the survey online or by returning a paper form in a postage paid envelop. Survey invitations were mailed about November 1<sup>st</sup> and collected through the December 11th. A total of 214 responses were received, with 135 being returned by mail and 79 submitted online. Although the number of surveys sent to New York and Ontario were relatively equal, a significantly higher percentage of New York businesses and organizations responded.

The survey contains a core set of questions that have been asked in similar surveys conducted since 1999. The results are tracked against previous years to illustrate shifts in business performance and confidence.

This year's survey also included questions about priorities for specialized marketing and current use of online marketing.

**Observations:****Satisfaction with 2015 Business:**

Generally, those answering the survey were more pleased with this year's business than that of recent years. There was a marked difference between New York and Ontario responses, with Ontario operators being more positive about 2015 business. When reviewing factors impacting business, it is clear that the exchange rate played an important role. Most Canadians saw the exchange rate as a positive factor, while USA businesses tended to see it as a negative. Anecdotal conversations with operators indicate that Ontario businesses benefitted from more Canadians staying in Canada for vacations, as well as a small increase in USA traffic to Canada. Empirical data on border crossing trends and hotel sales confirm this trend.

**Year to Year Performance**

69% of Ontario responses and 45% of New York responses reported better business as compared to last year. 21% of Ontario responses and 30% of New York responses classified this year as about the same as last.

## **Future Confidence**

Although 2015 was generally seen as a good year, expectations for future improvements did not change much from those expressed in surveys from previous years.

## **Factors Impacting Performance**

As noted earlier, the exchange rate played a significant role this year, impacting New York and Ontario businesses differently. Summer weather was more positive than usual. Gas prices were seen as a positive factor this year. Neither water levels nor border crossing issues seemed to have played a major role.

## **Activity Marketing**

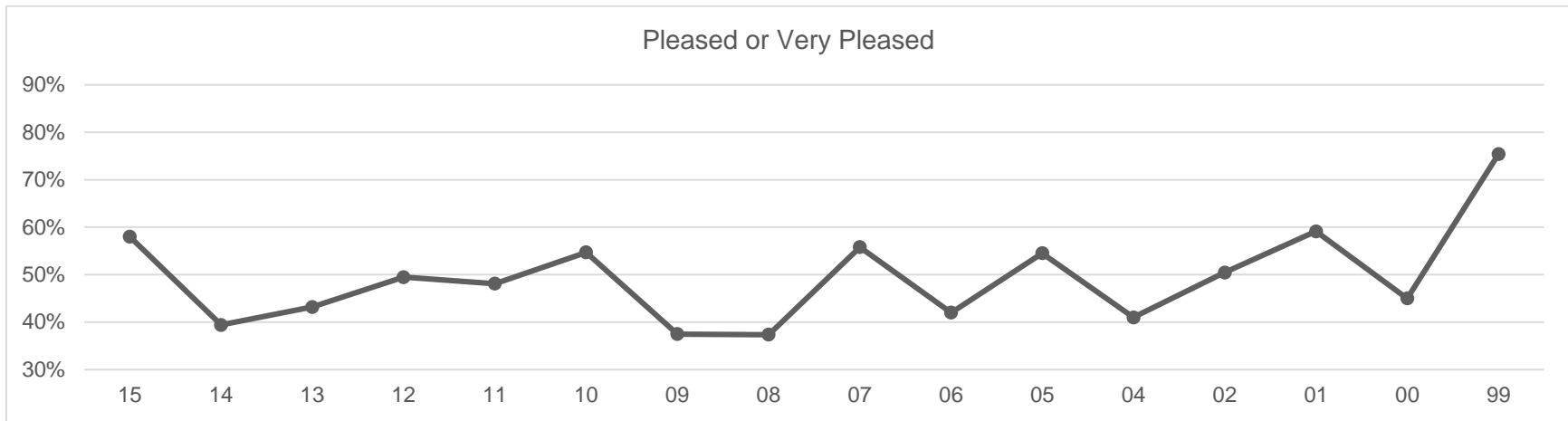
This year, the survey asked about priorities for marketing to special interests. Not surprisingly, boating and fishing were seen as very important activities to market. However, New York responses rated boating and fishing significantly higher than Ontario responses. Historic site touring was also seen as important or essential by two thirds of those surveyed. Several categories received relatively high “not worthwhile” responses. Marketing of Motorcycling, paddle sports, and bicycle touring were all seen as not worthwhile by over 20% of those surveyed.

## **Online Marketing**

This year's survey asked about use of online marketing. The large majority (91%) indicated they had their own website. About two thirds said they used Facebook. But, less than half indicated they used other online marketing tools that included advertising on local and out-of-area websites, advertising on Google or Bing search engines, Twitter, and YouTube. Less than half said they used the ubiquitous travel rating site, TripAdvisor.

**Considering your own business, how would you rate your feelings about this year's summer season?**

Answer Options	Overall	Ontario	New York
Very Pleased	23%	30%	20%
Pleased	35%	40%	31%
Satisfied	26%	24%	29%
Disappointed	14%	7%	19%
Very Disappointed	1%	0%	2%



Answer Options	Attraction	Recreation	Lodging	Restaurant/Bar	Retailer	Entertainment	Campground
Very Pleased	28%	23%	17%	24%	19%	18%	32%
Pleased	37%	35%	34%	24%	38%	35%	50%
Satisfied	25%	33%	30%	43%	27%	35%	18%
Disappointed	11%	9%	17%	10%	15%	12%	0%
Very Disappointed	0%	0%	2%	0%	0%	0%	0%

Compared to last year, how would you describe your own business for this year's summer season?

Answer Options	Overall	Ontario	New York
Much Better	15%	24%	11%
Somewhat Better	39%	45%	34%
About the Same	26%	21%	30%
Somewhat Worse	18%	9%	23%
Much Worse	1%	0%	3%

Answer Options	Attraction	Recreation	Lodging	Restaurant/Bar	Retailer	Entertainment	Campground
Much Better	23%	15%	14%	24%	12%	12%	19%
Somewhat Better	40%	39%	38%	33%	44%	24%	52%
About the Same	28%	32%	23%	29%	36%	41%	24%
Somewhat Worse	9%	12%	24%	14%	8%	24%	5%
Much Worse	0%	2%	1%	0%	0%	0%	0%

**Compared to last year, how would you describe overall 1000 Islands tourism for the summer season?**

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Much Better	8%	6%	9%
Somewhat Better	38%	56%	28%
About the Same	38%	27%	42%
Somewhat Worse	16%	11%	19%
Much Worse	2%	0%	3%

**Thinking about the next five years, do you believe overall tourism business in the 1000 Islands will?**

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Improve Significantly	15%	19%	12%
Improve Slightly	47%	56%	42%
Be About the Same	30%	22%	34%
Decline Slightly	8%	3%	11%
Decline Significantly	1%	0%	1%

**Thinking about the next five years, do you believe your own business will?**

	<b>Overall</b>	<b>Ontario</b>	<b>New York</b>
Improve Significantly	19%	21%	16%
Improve Slightly	47%	53%	44%
Be About the Same	26%	21%	27%
Decline Slightly	8%	3%	11%
Decline Significantly	1%	1%	2%

**What best describes your business in each summer month this year?**

<b>Overall</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>	<b>OCT</b>
Very Strong	6%	7%	39%	39%	13%	5%
Fairly Strong	15%	25%	38%	39%	35%	17%
Moderate	36%	42%	16%	12%	27%	26%
Somewhat Weak	27%	20%	6%	9%	19%	25%
Very Weak	16%	6%	1%	1%	6%	27%

<b>New York</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>	<b>OCT</b>
Very Strong	4%	6%	39%	37%	9%	3%
Fairly Strong	17%	21%	36%	35%	30%	11%
Moderate	31%	43%	18%	15%	30%	23%
Somewhat Weak	30%	23%	6%	11%	23%	29%
Very Weak	17%	6%	2%	2%	9%	34%

<b>Ontario</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>	<b>OCT</b>
Very Strong	8%	9%	41%	44%	18%	8%
Fairly Strong	14%	30%	40%	44%	43%	27%
Moderate	42%	43%	11%	5%	24%	31%
Somewhat Weak	23%	12%	7%	7%	12%	21%
Very Weak	12%	5%	1%	0%	3%	13%

**What kind of effect have the following factors had on your business this year?**

<b>Overall</b>	Summer weather	General economic conditions	Canadian/US dollar exchange rate	Ease of crossing border	Gas prices	Water levels	Awareness of the 1000 Islands as a destination	Competition from other areas
Very Positive	33%	10%	8%	2%	15%	6%	14%	3%
Positive	44%	40%	20%	23%	53%	29%	57%	14%
No Effect	14%	18%	35%	47%	22%	53%	23%	55%
Negative	7%	29%	27%	22%	8%	9%	6%	26%
Very Negative	1%	2%	10%	5%	1%	3%	1%	3%

<b>New York</b>	Summer weather	General economic conditions	Canadian/US dollar exchange rate	Ease of crossing border	Gas prices	Water levels	Awareness of the 1000 Islands as a destination	Competition from other areas
Very Positive	33%	10%	2%	1%	17%	7%	18%	2%
Positive	43%	38%	5%	12%	58%	32%	53%	12%
No Effect	13%	20%	45%	54%	19%	47%	21%	54%
Negative	9%	28%	34%	26%	5%	11%	8%	28%
Very Negative	2%	4%	15%	7%	1%	3%	2%	4%

<b>Ontario</b>	Summer weather	General economic conditions	Canadian/US dollar exchange rate	Ease of crossing border	Gas prices	Water levels	Awareness of the 1000 Islands as a destination	Competition from other areas
Very Positive	33%	7%	16%	3%	11%	3%	7%	3%
Positive	48%	50%	48%	44%	47%	25%	67%	19%
No Effect	15%	15%	15%	35%	24%	63%	25%	58%
Negative	3%	28%	16%	15%	15%	7%	1%	20%
Very Negative	1%	0%	4%	3%	3%	3%	0%	0%



In deciding where to invest in marketing the 1000 Islands for specialized activities, how would you categorize the following?

	Not worthwhile	Worthwhile	Important	Essential
<b>Overall</b>				
Fishing	8%	33%	33%	26%
Boating	3%	24%	32%	41%
Motorcycle Touring	23%	41%	28%	7%
Bicycle Touring	20%	41%	30%	9%
Paddle Sports	24%	37%	30%	9%
Food & Craft Bev.	9%	31%	40%	20%
Performing Arts	11%	38%	37%	14%
Historic Site Touring	4%	28%	41%	26%
Shopping	13%	43%	29%	15%

	Not worthwhile	Worthwhile	Important	Essential
<b>New York</b>				
Fishing	6%	25%	39%	30%
Boating	4%	16%	31%	49%
Motorcycle Touring	25%	40%	31%	4%
Bicycle Touring	25%	45%	26%	4%
Paddle Sports	23%	37%	32%	8%
Food & Craft Bev.	9%	30%	41%	20%
Performing Arts	12%	38%	38%	11%
Historic Site Touring	3%	29%	47%	21%
Shopping	14%	38%	30%	18%

	Not worthwhile	Worthwhile	Important	Essential
<b>Ontario</b>				
Fishing	11%	48%	21%	20%
Boating	2%	38%	35%	26%
Motorcycle Touring	21%	44%	24%	12%
Bicycle Touring	13%	31%	39%	16%
Paddle Sports	25%	38%	28%	9%
Food & Craft Bev.	8%	35%	38%	20%
Performing Arts	7%	38%	38%	16%
Historic Site Touring	6%	26%	36%	33%
Shopping	14%	47%	29%	11%

**Which of the following do you use to promote your business online?**

<b>Overall</b>	<b>Currently using</b>	<b>Don't use</b>
My own website	91%	8%
Online reservations sites	39%	60%
Ads on local websites	49%	48%
Ads on out-of-area websites	36%	62%
Google ads	26%	71%
Bing ads	5%	94%
Facebook	67%	31%
Twitter	26%	72%
YouTube	24%	73%
TripAdvisor	44%	54%
Pinterest	9%	89%
LinkedIn	22%	77%

<b>New York</b>	<b>Currently using</b>	<b>Don't use</b>
My own website	89%	9%
Online reservations sites	36%	64%
Ads on local websites	48%	50%
Ads on out-of-area websites	30%	68%
Google ads	23%	77%
Bing ads	4%	96%
Facebook	63%	35%
Twitter	17%	80%
YouTube	20%	78%
TripAdvisor	36%	62%
Pinterest	8%	90%
LinkedIn	17%	82%

<b>Ontario</b>	<b>Currently using</b>	<b>Don't use</b>
My own website	96%	4%
Online reservations sites	46%	51%
Ads on local websites	52%	44%
Ads on out-of-area websites	47%	50%
Google ads	34%	60%
Bing ads	7%	90%
Facebook	75%	23%
Twitter	40%	56%
YouTube	31%	64%
TripAdvisor	55%	42%
Pinterest	10%	87%
LinkedIn	27%	72%

**Respondents:**

<b>Country</b>	<b>Response Percent</b>	<b>Response Count</b>
USA	62%	124
Canada	38%	76
	<i>answered question</i>	200
	<i>skipped question</i>	14

<b>Type of business (could check multiple)</b>	<b>Response Percent</b>	<b>Response Count</b>
Attraction	28%	57
Recreation	33%	66
Lodging	45%	91
Restaurant/Bar	10%	21
Retailer	13%	26
Entertainment	8%	17
Campground	11%	22
Other	12%	25
	<i>answered question</i>	202
	<i>skipped question</i>	12

<b>Open-Ended Response</b>
A good summer. Earlier months May, June, and July were strong. Offered 1.25 exchange rate and that helped. Border security tight after June, some complications for a very few individuals. Exchange rate around 15% is best. Overall, better than last year very pleased.
As the hospitality industry. I wish we had more say as a group. We used to do meetings w/hotels and haven't seen that in a while.
Because of my age I take less guests now.
Economics play a big part - we don't get the crowds we used to get. Here in Bay everything slows down - like a deserted town. Not good for any business.
Fishing is very important to the local economy in fact you could say that any type of business in our area is affected by the influx of fisherman. If we do not have a good fishery those people will not come here. Our fishery is being depleted of northern pike and bass. The DEC needs to restock the St. Lawrence. They refuse to do so. Other states have restocking programs. Why not here? If you can put pressure on the DEC to restock these depleted fish.
Great Year!
I can only see positive things coming in the way of tourism. I would like to see more bus tours coming in the fall season. Would like to see larger town events that can help benefit all businesses. Large car show, large snowmobile show. We need to market this area as a destination or getaway for winter activities. Did not see much in the way of Canadian travel this year.
I feel it is important that we start viewing other tourist destinations as our real competition and not other "like" area business.
I get most of my business from booking.com
I had a large increase in reservation for Bass Club to come and fish as a group.
In general the river was "dead" very few boats out. Less dive boats out less often - only 4 charter business left (22 in 2005).
Lots of families/couples from Europe travel to Niagara, here to 1000 Islands on to Montreal and Quebec City or vice versa. We did not take as many B & B guests this season for serious family issues. Will be better in 2016.
Not an exceptional summer. Sept. was half of past years. July was stronger. Aug was moderate. Poor fishing was partly responsible. Economic reasons were partly to blame.
Overall good year. Starting in 2009 we've done nothing but grown with more repeat business and lots of new customers this year. A new sign helped us this year and the new hotel in Clayton helped the shoulder seasons get stronger. I think the future is May/ September/ October growth with day trippers. Hope the boat lines & castles recognize this trend as well.
Overall great season.

Pennsylvania is a big market for my fishing business. Would like to see more advertising directed there.
Thank you for all you do! Visitors from both USA & Canada come to us because of 1000 Islands Tourism.!
The length of the season needs to be increased with more Spring and Fall events.
VRBO.com has helped!
We had the worst August ever in our 12 years operating our motel! No families or groups are traveling.
While people coming to the area really enjoy the tourist books, they are getting quite costly to advertise in. Would the castle consider a Prince and Princess week in July? There is so much emphasis on Pirates week in August, but there needs to be a draw in July that is family based.

**Business satisfaction and perception questions**

Considering your own business, how would you rate your feelings about this year's summer season?

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Pleased	<b>23%</b>	15%	16%	19%	19%	19%	15%	14%	26%	13%	21%	13%	23%	28%	22%	33%
Pleased	<b>35%</b>	25%	28%	31%	29%	36%	22%	23%	30%	29%	34%	28%	27%	31%	23%	43%
Satisfied	<b>26%</b>	37%	29%	30%	32%	31%	33%	34%	25%	27%	26%	29%	31%	26%	31%	13%
Disappointed	<b>14%</b>	22%	22%	20%	17%	13%	22%	24%	17%	26%	17%	28%	17%	12%	25%	10%
Very Disappointed	<b>1%</b>	2%	6%	1%	3%	2%	7%	4%	2%	6%	2%	2%	1%	1%	0%	2%

Compared to last year, how would you describe your own business for this year's summer season?

	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99	
Much Better	<b>15%</b>	10%	8%	12%	7%	13%	9%	8%	15%	5%	14%	11%	6%	15%	13%	25%
Somewhat Better	<b>39%</b>	26%	27%	34%	30%	35%	23%	21%	40%	28%	31%	27%	37%	42%	32%	44%
About the Same	<b>26%</b>	34%	33%	31%	35%	30%	34%	35%	28%	35%	36%	35%	30%	26%	22%	23%
Somewhat Worse	<b>18%</b>	26%	25%	21%	24%	20%	26%	28%	15%	25%	18%	22%	19%	15%	31%	5%
Much Worse	<b>1%</b>	4%	7%	2%	4%	2%	8%	5%	2%	8%	2%	4%	3%	3%	2%	2%

Compared to last year, how would you describe overall 1000 Islands tourism for this year's summer season?

	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99	
Much Better	<b>8%</b>	6%	5%	7%	5%	11%	2%	1%	8%	0%	3%	5%	6%	4%	5%	20%
Somewhat Better	<b>38%</b>	23%	18%	31%	18%	34%	8%	11%	26%	12%	27%	19%	24%	33%	16%	49%
About the Same	<b>38%</b>	41%	45%	44%	49%	38%	48%	42%	44%	44%	48%	42%	40%	38%	37%	23%
Somewhat Worse	<b>16%</b>	26%	27%	16%	26%	15%	37%	35%	20%	40%	20%	30%	26%	15%	41%	7%
Much Worse	<b>2%</b>	4%	4%	1%	2%	2%	6%	5%	3%	5%	2%	4%	4%	3%	1%	1%

**Business confidence questions**

Thinking about the next five years, do you believe overall tourism business in the 1000 Islands will?

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Improve Significantly	15%	12%	16%	10%	12%	14%	11%	4%	16%	10%	14%	21%	16%	20%	18%	30%
Improve Slightly	47%	47%	43%	55%	41%	56%	48%	33%	42%	44%	38%	45%	57%	46%	52%	38%
Be About the Same	30%	29%	29%	27%	36%	22%	29%	32%	27%	28%	30%	24%	20%	22%	19%	17%
Decline Slightly	8%	10%	11%	7%	10%	9%	10%	21%	15%	15%	18%	5%	5%	7%	9%	10%
Decline Significantly	1%	1%	2%	1%	2%	0%	2%	4%	1%	2%	0%	1%	2%	1%	2%	5%

Thinking about the next five years, do you believe your own business will?

	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99	
Improve Significantly	19%	20%	15%	14%	16%	16%	19%	12%	26%	19%	18%	25%	22%	31%	27%	35%
Improve Slightly	47%	49%	53%	53%	42%	54%	51%	43%	41%	46%	46%	50%	56%	44%	52%	43%
Be About the Same	26%	24%	24%	26%	35%	22%	21%	25%	25%	29%	25%	17%	13%	18%	16%	17%
Decline Slightly	8%	6%	6%	6%	5%	7%	6%	14%	7%	6%	11%	6%	7%	3%	4%	4%
Decline Significantly	1%	1%	2%	1%	2%	1%	2%	2%	1%	0%	0%	1%	2%	2%	2%	1%

**Monthly trend questions:**

**What best describes your business in each summer month this year? (JUNE)**

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Strong	7%	4%	6%	12%	6%	12%	10%	11%	12%	8%	8%	7%	7%	12%	8%	
Fairly Strong	25%	25%	18%	30%	20%	21%	24%	21%	30%	15%	26%	18%	19%	23%	24%	
Moderate	42%	36%	34%	32%	41%	36%	25%	35%	32%	35%	37%	36%	28%	35%	33%	
Somewhat Weak	20%	26%	31%	18%	25%	22%	29%	19%	17%	29%	22%	26%	32%	20%	24%	
Very Weak	6%	10%	12%	9%	8%	10%	13%	11%	8%	14%	7%	12%	14%	9%	12%	

**What best describes your business in each summer month this year? (JULY)**

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Strong	39%	32%	27%	29%	28%	32%	28%	25%	13%	24%	34%	19%	28%	35%	25%	
Fairly Strong	38%	34%	33%	36%	35%	33%	23%	33%	30%	30%	33%	36%	34%	29%	33%	
Moderate	16%	19%	24%	22%	25%	24%	27%	24%	32%	25%	23%	27%	24%	20%	19%	
Somewhat Weak	6%	12%	11%	11%	9%	8%	15%	11%	18%	16%	8%	12%	11%	12%	20%	
Very Weak	1%	2%	5%	1%	3%	3%	6%	5%	9%	5%	2%	5%	3%	3%	3%	

**What best describes your business in each summer month this year? (AUGUST)**

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Strong	39%	35%	33%	30%	30%	37%	29%	34%	46%	29%	34%	25%	37%	36%	33%	
Fairly Strong	39%	36%	41%	40%	36%	36%	35%	33%	32%	32%	37%	38%	37%	34%	36%	
Moderate	12%	21%	15%	18%	23%	21%	20%	20%	14%	25%	18%	24%	20%	25%	19%	
Somewhat Weak	9%	8%	8%	10%	8%	4%	11%	7%	7%	12%	10%	9%	4%	4%	8%	
Very Weak	1%	1%	3%	1%	4%	3%	4%	2%	8%	2%	2%	3%	2%	1%	4%	

**What best describes your business in each summer month this year? (SEPTEMBER)**

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Strong	13%	13%	12%	17%	9%	13%	10%	15%	21%							
Fairly Strong	35%	26%	26%	25%	23%	25%	28%	22%	29%							
Moderate	27%	31%	31%	34%	35%	36%	38%	31%	26%							
Somewhat Weak	19%	21%	19%	13%	27%	16%	13%	18%	14%							
Very Weak	6%	9%	12%	11%	7%	11%	11%	9%	9%							



**What kind of effect have the following factors had on your business this year?**

*Summer weather*

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Positive	33%	12%	14%	46%	31%	43%	9%	8%	36%	9%	51%	11%	42%	42%	2%	31%
Positive	44%	33%	29%	31%	43%	37%	17%	21%	42%	33%	29%	14%	36%	35%	14%	45%
No Effect	14%	18%	20%	13%	15%	13%	21%	17%	12%	22%	11%	20%	10%	7%	17%	15%
Negative	7%	32%	27%	8%	10%	6%	36%	38%	8%	29%	8%	39%	10%	14%	45%	9%
Very Negative	1%	5%	9%	2%	2%	1%	18%	12%	1%	7%	1%	12%	1%	0%	22%	0%

*Canadian/US dollar exchange rate*

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Positive	8%	1%	3%	3%	5%	3%	5%	4%	9%	7%	3%	3%	6%	14%	7%	14%
Positive	20%	21%	26%	27%	20%	21%	15%	21%	22%	21%	20%	14%	28%	16%	28%	15%
No Effect	35%	53%	53%	48%	47%	48%	51%	43%	36%	38%	50%	52%	35%	39%	29%	23%
Negative	27%	20%	17%	17%	22%	23%	24%	22%	22%	26%	25%	27%	21%	19%	23%	25%
Very Negative	10%	5%	1%	4%	5%	5%	4%	6%	10%	6%	1%	0%	10%	11%	13%	22%

*Ease of crossing the border*

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Positive	2%	1%	6%	2%	4%	2%	7%	2%	1%	3%	2%	3%				
Positive	23%	21%	20%	15%	15%	13%	9%	9%	10%	8%	6%	3%				
No Effect	47%	53%	42%	50%	41%	42%	33%	44%	38%	33%	41%	41%				
Negative	22%	20%	28%	28%	28%	29%	32%	29%	36%	42%	34%	37%				
Very Negative	5%	5%	5%	5%	12%	14%	18%	10%	13%	13%	16%	10%				

**What kind of effect have the following factors had on your business this year?**

***Gas prices***

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Positive	15%	4%	6%	3%	5%	2%	9%	5%	2%	6%	3%	3%		3%		
Positive	53%	17%	11%	7%	10%	16%	12%	5%	8%	6%	7%	8%		7%		
No Effect	22%	25%	25%	15%	19%	38%	46%	11%	29%	15%	20%	23%		47%		
Negative	8%	45%	51%	58%	51%	36%	27%	44%	46%	45%	48%	47%		36%		
Very Negative	1%	8%	7%	17%	14%	8%	5%	28%	15%	24%	20%	15%		7%		

***General Economy***

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Positive	10%	4%	7%	2%	5%	3%	6%	5%	2%			4%	3%	1%		
Positive	40%	27%	20%	20%	14%	17%	12%	7%	24%			14%	21%	17%		
No Effect	18%	18%	19%	24%	19%	25%	23%	21%	35%			24%	29%	34%		
Negative	29%	43%	48%	46%	52%	46%	45%	51%	35%			47%	41%	41%		
Very Negative	2%	8%	6%	9%	11%	9%	14%	10%	4%			6%	6%	5%		

***Lake/River Water Levels***

	15	14	13	12	11	10	09	08	07	06	05	04	02	01	00	99
Very Positive	6%	3%	7%	1%	4%	5%	4%	5%	2%	2%	1%					
Positive	29%	22%	19%	1%	14%	6%	14%	21%	8%	6%	13%					
No Effect	53%	57%	47%	35%	62%	57%	63%	56%	48%	68%	58%					
Negative	9%	14%	23%	42%	12%	22%	15%	9%	29%	20%	16%					
Very Negative	3%	4%	3%	21%	6%	11%	4%	4%	10%	3%	7%					

What kind of effect have the following factors had on your business this year?

*Competition from other areas*

	15	14	13
Very Positive	3%	3%	2%
Positive	14%	14%	10%
No Effect	55%	57%	56%
Negative	26%	23%	28%
Very Negative	3%	3%	3%

*Awareness of the 1000 Islands as a destination*

	15	14	13
Very Positive	14%	7%	9%
Positive	57%	56%	56%
No Effect	23%	27%	25%
Negative	6%	9%	9%
Very Negative	1%	1%	1%

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