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Date: July 15, 2016
To: Tourism and Economic Development Committee
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RE: Zoomer Show Survey Results

AIM

To provide the Committee with information regarding the Zoomer trade show survey and possible recommendations moving forward regarding communication with the respondents.

BACKGROUND

In 2016, Council approved the Economic Development and Tourism Committee operational budget. Within the budget was costing for participation in the Zoomer's Trade Show. Participation has been completed and a survey has been executed.

DISCUSSION

The Town of Kingsville participated in the ZoomerShow trade show October 29 and 30, 2016. The ZoomerShow defines itself as: "Travel, money, health and fitness, retirement and reinvention – if it's new, if it can show you how to live big, it's at the ZoomerShow". A survey was conducted in order to contact respondents to obtain a representative sample of the target population. The survey was emailed within 48 hours of contact with respondents in order to remain top of mind.

The Town of Kingsville collected 220 email addresses at the Zoomer trade show. Upon delivery of the survey, 12 of the email addresses bounced back and therefore were invalid. Of the 208 emails that were successfully delivered, 66 respondents completed the survey. The information gathered helped to identify the characteristics of the target market. It also measured the features that the target market seeks in a retirement or tourism destination. The following were the question summaries and analysis of results:

Question 1 identifies how the respondent heard about the Town of Kingsville. 51 respondents (77.27%) heard about the Town of Kingsville at the Zoomer trade show. 17 respondents (25.76%) heard about the Town of Kingsville in some other capacity. 1

respondent (1.52%) heard about the Town of Kingsville through a Zoomer advertisement.

Question 2 identifies the age range of the respondent. 18 respondents (27.27%) are 60-64 years of age. 13 respondents (19.70%) are 55-59 years of age. 13 respondents (19.70%) are 65-69 years of age. 13 respondents (19.70%) are 70-74 years of age. 4 respondents (6.06%) are 50-54 years of age. 2 respondents (3.03%) are 75-79 years of age. 1 respondent (1.52%) is 39 years of age or younger. 1 respondent (1.52%) is 45-49 years of age. 1 respondent (1.52%) is 80-84 years of age.

Question 3 identifies if the respondent is considering moving from their current residence in the near future. 9 respondents (13.64%) are considering moving from their current residence in the near future. 27 respondents (40.91%) are not considering moving from their current residence in the near future. 27 respondents (40.91%) are maybe considering moving from their current residence in the near future. 3 respondents (4.55%) replied "other".

Question 4 identifies what amenities respondents look for in a community that they would make their home. 57 respondents (87.69%) identified "Access to Health Care" as an amenity they look for in a community that they would make their home. 48 respondents (73.85%) identified "Low Crime Rate" as an amenity they look for in a community that they would make their home. 47 respondents (72.31%) identified "Walking/Biking Trails" as an amenity they look for in a community that they would make their home. 44 respondents (67.69%) identified "Low Cost of Living" as an amenity they look for in a community that they would make their home. 41 respondents (63.08%) identified "Restaurants" as an amenity they look for in a community that they would make their home. 40 respondents (61.54%) identified "Access to Waterfront" as an amenity they look for in a community that they would make their home. 37 respondents (56.92%) identified "Recreational Programming" as an amenity they look for in a community that they would make their home. 37 respondents (56.92%) identified "Shopping" as an amenity they look for in a community that they would make their home. 9 respondents (13.85%) identified "Golf Courses" as an amenity they look for in a community that they would make their home. 6 respondents (9.23%) identified "Access to US border" as an amenity they look for in a community that they would make their home. 2 respondents (3.08%) identified "Access to Schools" as an amenity they look for in a community that they would make their home.

Question 5 identifies what attractions in Kingsville most interest respondents. 49 respondents (75.38%) identified "Events and Festivals" as an attraction that most interests them. 47 respondents (72.31%) identified "Fruit and Vegetable Stands or Markets" as an attraction that most interests them. 46 respondents (70.77%) of respondents identified "Walking Trails" as an attraction that most interests them. 43 respondents (66.15%) identified "Restaurants" as an attraction that most interests them. 42 respondents (64.62%) identified "Concerts and Performing Arts" as an attraction that most interests them. 42 respondents (64.62%) identified "Beaches" as an attraction that most interests them. 37 respondents (56.92%) identified "Wineries and Vineyards" as an attraction that most interests them. 34 respondents (52.31%) identified "Conservation Areas" as an attraction that most interests them. 34 respondents (52.31%) identified "Historical Sites" as an attraction that most interests them. 28

respondents (43.08%) identified “Shopping” as an attraction that most interests them. 25 respondents (38.46%) identified “Gardens and Plants” as an attraction that most interests them. 23 respondents (35.38%) identified “Art Galleries” as an attraction that most interests them. 20 respondents (30.77%) identified “Cycling” as an attraction that most interests them. 16 respondents (24.62%) identified “Bird Watching” as an attraction that most interests them. 14 respondents (21.54%) identified “Heritage Properties” as an attraction that most interests them. 11 respondents (16.92%) identified “Golfing” as an attraction that most interests them. 11 respondents (16.92%) identified “Boating” as an attraction that most interests them.

Question 6 identifies if respondents would like to receive further information regarding the Town of Kingsville. 39 respondents (59.09%) indicated that they would like to receive further information regarding the Town of Kingsville. 27 respondents (40.91%) indicated that they would not like to receive further information regarding the Town of Kingsville.

Question 7 asks the respondent to provide their email address. By providing their email address we can reference our spreadsheet for their contact name and phone number.

In conclusion, the survey conducted allows us to contact respondents with an understanding of their wants and needs. We can provide targeted emails and testimonials that will appeal to the respondents. We can provide further information based on the amenities and attractions that the respondents seek in a retirement or tourism destination.

77.27% of respondents heard about the Town of Kingsville at the Zoomer trade show. This is an indication that our presence at the trade show was imperative for the exposure of our community. Since only 1.52% of respondents heard about the Town of Kingsville through a Zoomer advertisement, it also indicates that our online advertising campaign may have been ineffective.

13.64% of respondents are considering moving from their current residence in the near future and 40.91% are maybe considering moving from their current residence in the near future. There is an opportunity for us to further showcase Kingsville as a retirement destination to these respondents.

87.69% of respondents identified access to health care as an amenity they look for in a community that they would make their home. This is an opportunity for the committee to further strengthen access to health care in our community. The other amenities indicated as important by respondents (low crime rate, walking/biking trails, low cost of living, restaurants, access to waterfront, recreational programming, etc.) are prevalent in our community and can be used as hot topics in future communication with respondents.

75.38% of respondents identified events and festivals as an attraction that most interests them. Kingsville has many annual and award-winning festivals that should be communicated with the respondents. The other attractions indicated as important by respondents (fruit and vegetable stands or markets, walking trails, restaurants, concerts

and performing arts, beaches, wineries and vineyards, etc.) can be used as hot topics in future communication with respondents.

LINK TO STRATEGIC PLAN

FINANCIAL CONSIDERATIONS

CONSULTATIONS

RECOMMENDATION

It is recommended that the Tourism and Economic Development Committee reach out to the retirement community in Kingsville to request testimonials. We can create targeted emails and testimonials that will appeal to the respondents. We can provide further information based on the amenities and attractions that the respondents seek in a retirement or tourism destination.
