

TRIP REPORT

Town of Kingsville at the Toronto Zoomer Show

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In Attendance

Dave Hunt – Economic Development and Tourism Committee member

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Overview

The 2016 Zoomer show was held at the Enercare Center located in Toronto Ont. Oct 29 -30 2016.

The town of Kingsville purchased a 10X10 booth located in the travel section of the conference floor plan.

Items distributed to the conference attendees were prepared tourism folders including information regarding the local attractions, home builders and events. Town maps, event guides, postcards, promotional pens and magnets were also distributed.

During the show we had asked attendees to enter a draw for a travel prize weekend in Kingsville during the weekend of the 2017 Folk Music Festival. Entrants were asked to provide their name, email address and phone number and would be entered in the draw. Natalie would compile the email addresses provided and contact them with a brief survey and inform the winners of the grand prize. Attendees were encouraged to consider Kingsville as not only a place for a weekend getaway, but also as a possible community to retire in.

Observations

Through the two day event, the overall reaction to the Kingsville Booth was exceptional. From the opening of the show to the end there were regular crowds surrounding the booth interested to find out where Kingsville is and what we had to offer. Total convention attendance reported at 36500 people. It is difficult to count, but we spoke with thousands of people.

Some of our observations through the course of the event:

The majority of people who approached the booth were not aware of Kingsville's location but could identify the location of Point Pelee National Park and sometimes Pelee Island. Having a map was an asset to display our geographical location. Some said that they had travelled East but had not considered travelling West. A small amount of people indicated that it was too far to travel or could not access by train.

A majority of people were not aware of the wine region in Essex County. They were familiar with Pelee Island Wine but unfamiliar with its location and the additional other wineries in the region.

A small amount of people we spoke with were familiar with Kingsville due to their history of living in Essex County during a portion of their life. Others had previously traveled to Pt. Pelee or Pelee Island but had not been back in years and were surprised to hear of the town developments and area attractions.

Another fact that surprised people was our lower costs of living and real estate cost. Many people were intrigued at this fact and several had mentioned that it was in consideration for relocation.

People were very impressed with the maps and were appreciative that we had things that they could take with them and read. We suggested that they consult the mykingsville.ca web site if they were planning a trip to our area to assist with their planning and get informed with town events during their trip.

None of the attendees asked for our Facebook, Twitter or Instagram account information. Other important needs asked by attendees were the accessibility and location of medical services, lodging style and options, senior living community services, housing options tailored to retired living (single floor, no stairs etc.), and climate

Feedback and Suggestions

After attending the conference and having the ability to interact personally with the attendees, it appears that this method of communication is incredibly effective.

Attendees wanted to take literature with them to read more about our community and local attractions. It appears that digital information is a secondary method of communication.

The Town of Kingsville should attempt to network with other local tourism bodies and select additional events to represent at for further exposure. Alco-Tourism conferences may also be a definite target for attraction of people.

Housing developers and Real Estate may also be a resource to determine additional promotional events.

For future events, holding a draw where information is collected would be an asset to build our email database for sending out our Monthly events guide and other promotional emails.

Summary

The Town of Kingsville's presence at the 2016 Zoomer show provided firsthand feedback of the Zoomer demographic in the Greater Toronto Area. The overall reception of Kingsville's location, attractions and events were overwhelmingly good. The findings will allow the Town of Kingsville to tailor the approach for tourism initiatives and future event presence.

Photo of display booth for the show



Pictures of the first opening minutes of the show

