

Boating Research Project Summer 2012



Jamie Sage of Quebec - prize winner

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Boaters Research Project 2012

1.0 Introduction

The Great Waterway (TGW) conducted a research project in the summer of 2012, from early July to mid-September with the following goals:

- To increase awareness of The Great Waterway among boaters as a comprehensive and welcoming marine tourism destination for boaters of all types,
- To compile insights into the activities and spending patterns of boaters, and
- To identify gaps and voids in services for boaters and work towards being recognized as a boating destination which excels in its efforts to be a 'boater-friendly' region.

This was a pilot project for The Great Waterway and was managed by TGW Executive Director with the support of Economic Planning Group (EPG) based in Picton, Ontario and with organizational support from the TGW's summer intern.

2.0 Methodology

The process to engage and select the marinas began in May of 2012 with the data collection period from July 4 until September 14, 2012. The following steps were part of a work plan developed by TGW:

- Marinas were identified by transient boating traffic potential and were then contacted for their support and interest. Participating public marinas were Belleville, Kingston, Westport, Gananoque, Brockville and Cornwall. Marinas agreed to support the project through their staff who promoted the project with visiting boaters and provided them with the information to access the survey. A prize for participating boaters of \$1000 was offered as an incentive to complete the survey. A Partnership Agreement (Appendix A) was completed and signed by TGW and participating marina managers.
- Collateral material was developed including:
 - Rack cards (Appendix B), (and card stands) to be given to visiting boaters containing information to access the survey – this rack card was in French and English
 - Posters (Appendix B) to be displayed at the marinas in French and English

- Paper copies of the survey (Appendix C) to be distributed to boaters who preferred this method of providing their opinion – French and English versions. In the post collection review, it was noted that many boaters preferred completing the survey in hard copy and return them to the marina rather than complete the online survey.
- Buttons and hats to be worn by marina staff – GW maps were also provided for distribution to all boaters
- The survey was developed by TGW with valuable insight and collaboration with EPG – the survey went live on July 4. The program used to collect and organize the data was Survey Monkey.
- Weekly calls or visits were made to each marina to determine any early problems and to replenish the supply of collateral material as needed. Weekly monitoring of survey participation by each marina was reviewed with additional support being given if required. On occasion, GW Visitor Tracking staff visited the marinas to provide an additional opportunity to engage boaters in the survey. The Visitor Tracking staff were employees of TGW and were employed over the summer months to interview non-boating tourists to The Great Waterway while visiting major attractions or visitor information centres.
- From July 4 – September 14, 236 surveys from transient boaters were collected.

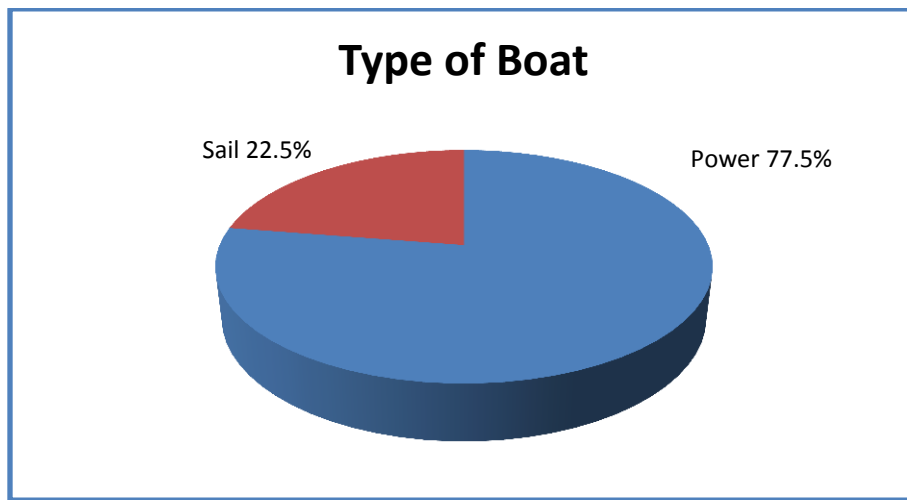
3.0 Survey Results

The following are the results of all question in the survey contained in Appendix D. Note that the number in brackets indicates the corresponding number on the actual survey. The “N” notation on all questions pertains to the number of boaters responding to the question.

3.1 Boater profile

Question1 (12): Is your boat a power boat or sail boat?

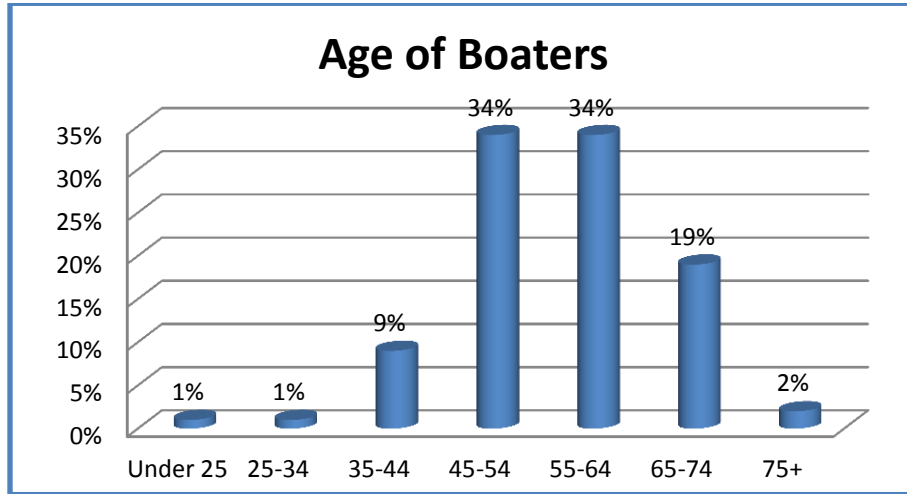
Figure 1, N=231



- An approximate breakdown of three quarters of power boaters and one quarter of sail boaters participated in the survey.

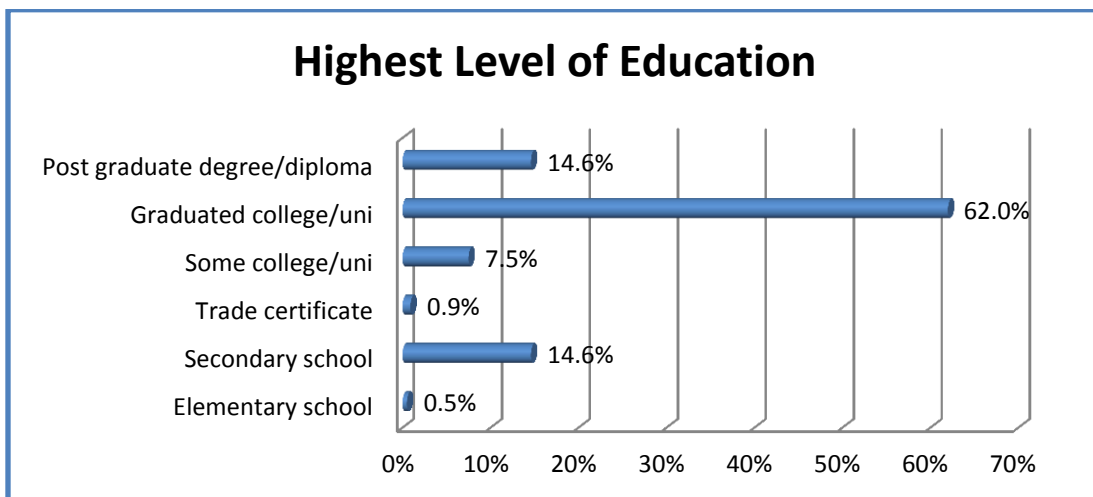
Question 2 (26): What is your age and highest level of education?

Figure 2, N= Age 226, Education 213



- 68% of all boaters were between the ages of 45 – 64.
- On average, sail boaters were younger than power boaters. The most frequently selected age for power boaters was 55-64 at 37% where the most frequently selected age for sail boaters was 45-54.
- More than 64% of sail boaters were between the ages of 44-64 as compared with power boaters at 70% for the same age group.

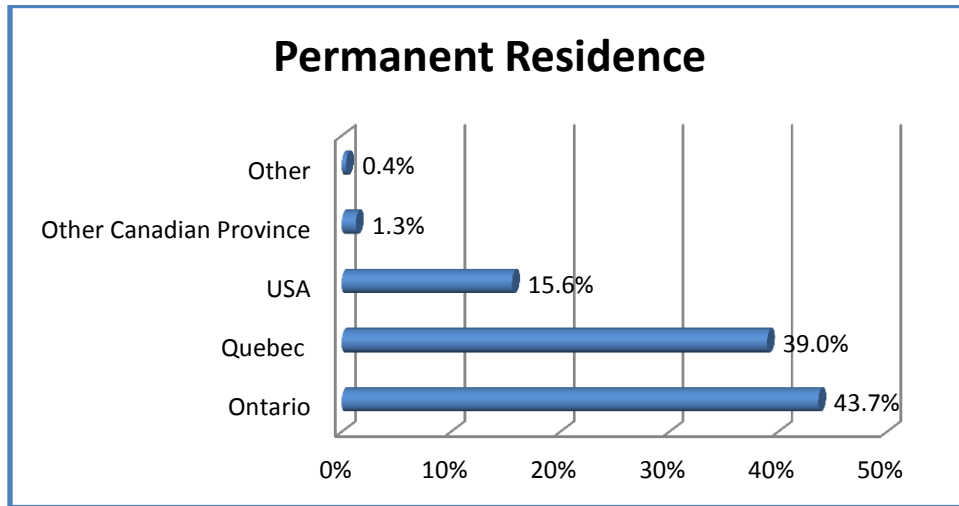
Figure 3



- 62% of boaters had graduated college or university with an additional 14% holding a post graduate degree or diploma.

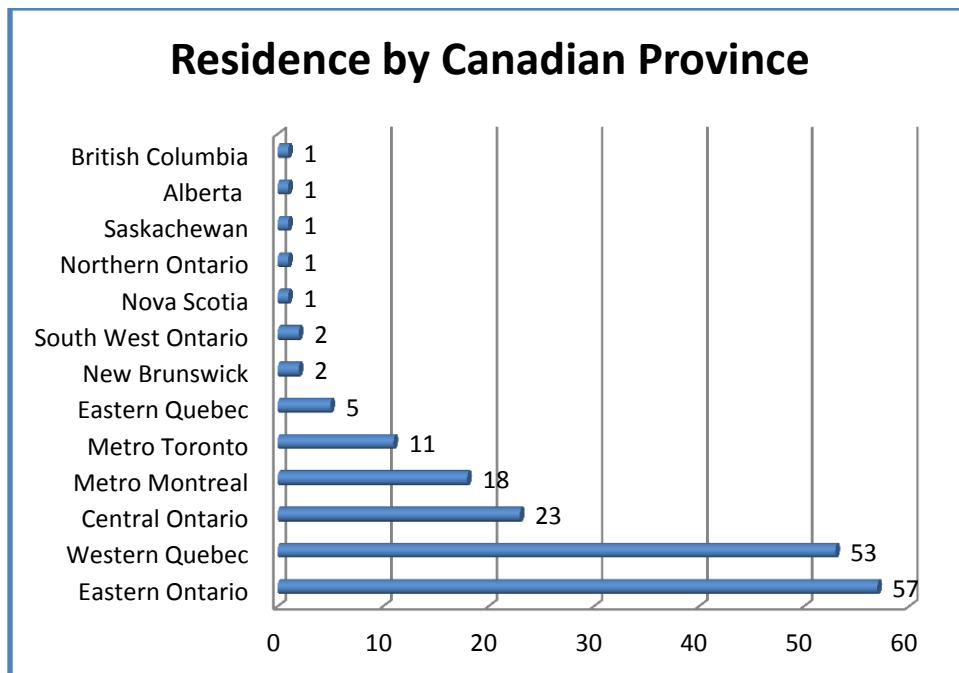
Question 3 (28): Where is your permanent residence?

Figure 4, N=231



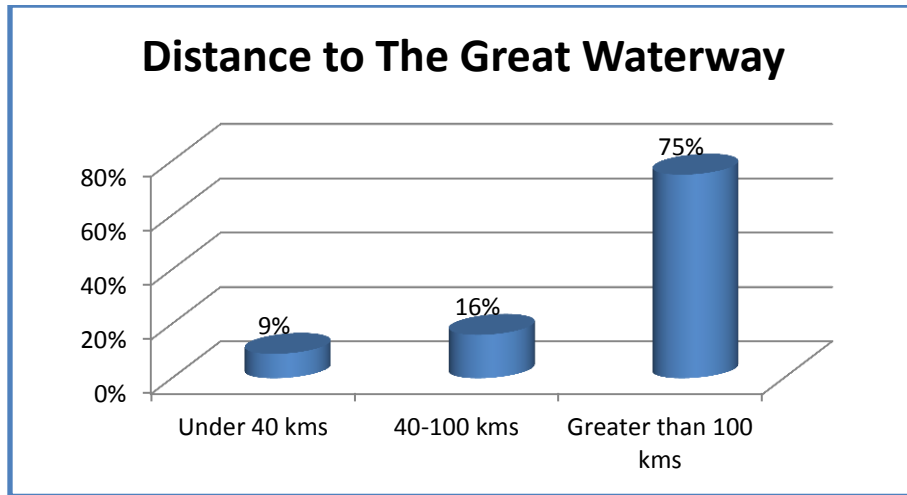
- 44% of all boaters were from Ontario and 39% were from Quebec.
- 60% of sail boaters were from Ontario and 20% were from Quebec as compared to 39% of power boaters from Ontario and 44% from Quebec. A similar number for both sail and power were from the US.
- The breakdown by Canadian Provinces (shown below) is primarily Eastern Ontario, Western Quebec, Central Ontario and metro Montreal, followed by metro Toronto.

Figure 5, N=176 (Actual numbers shown)



Question 4 (27): How far is your permanent residence from the part of The Great Waterway you visited on this trip?

Figure 6, N=231

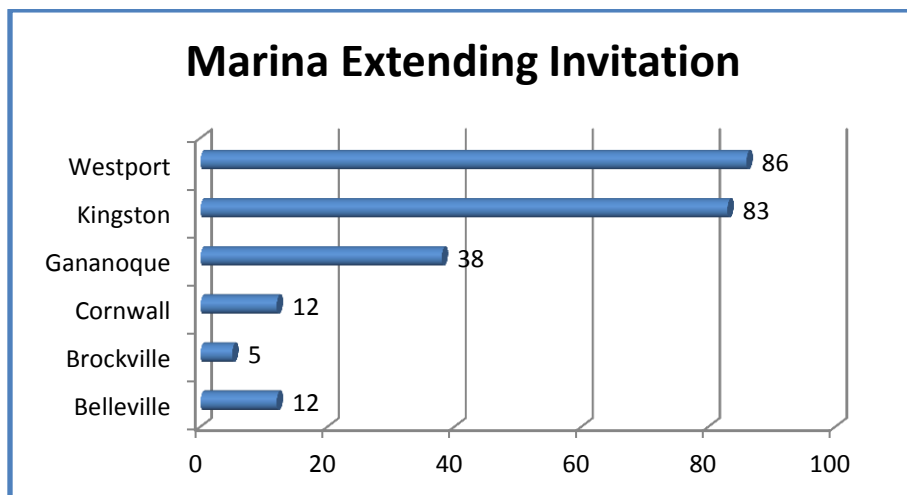


- 75% of all boaters lived greater than 100 kms away from the part of The Great Waterway they visited on their trip.

3.2 Ports of Call

Question 5 (1): Which Great Waterway marina invited you to participate in this boating research survey?

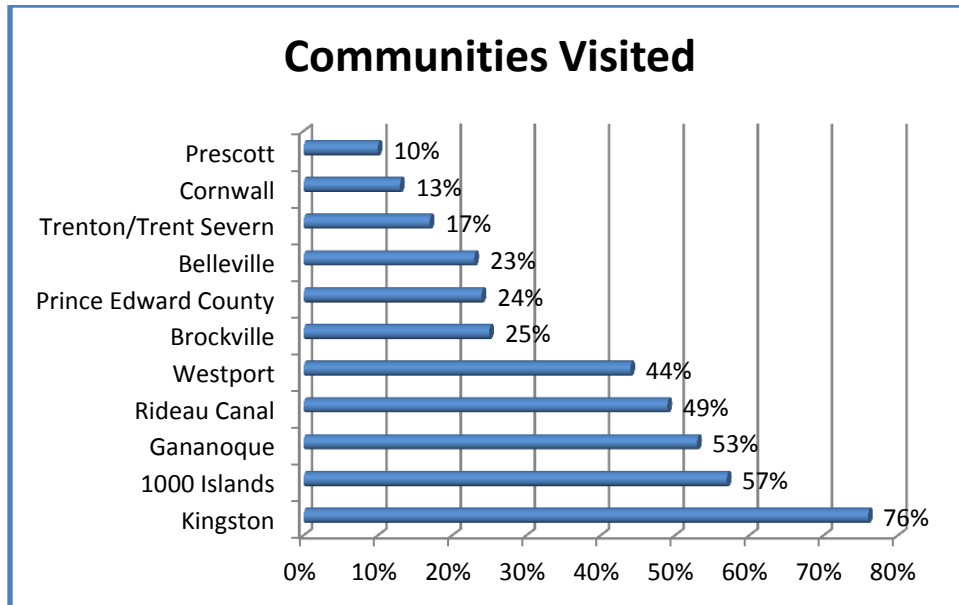
Figure 7, N=236 (Actual numbers shown)



- Participation at the marinas was greatest at Westport, Kingston and Gananoque.

Question 6 (2): Which communities did you visit in The Great Waterway on this boating trip?

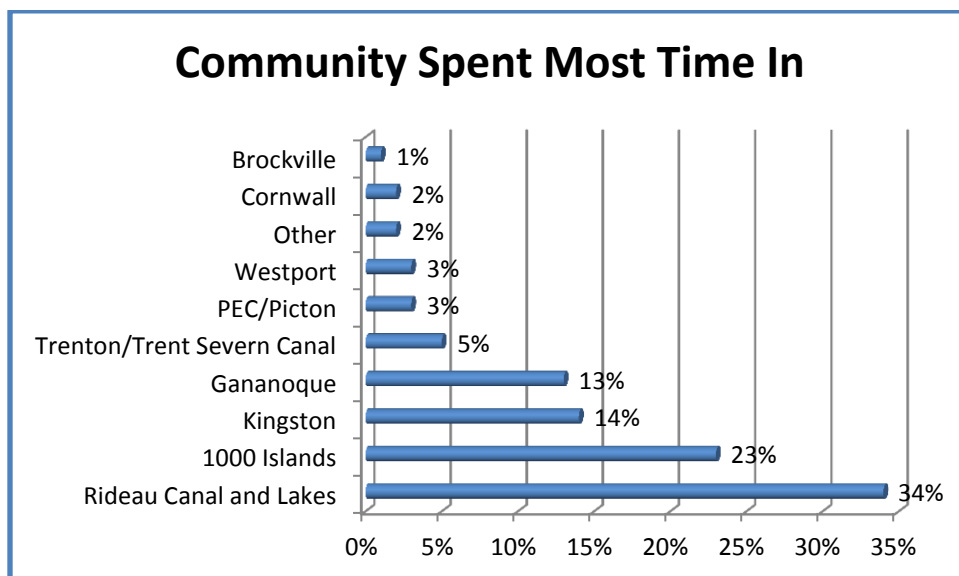
Figure 8, N=236 (respondents chose multiple responses which is reflected in the chart below)



- Communities most frequently visited by all boaters were Kingston, 1000 Islands, Gananoque, Rideau Canal and Westport.
- The most frequently visited communities visited by sail boaters were Kingston, Gananoque, 1000 Islands and Prince Edward County; Power boaters most often visited Kingston, Rideau, Westport and 1000 Islands.

Question 7 (3): Near which one community did you spend most of your time in The Great Waterway?

Figure 9, N=235

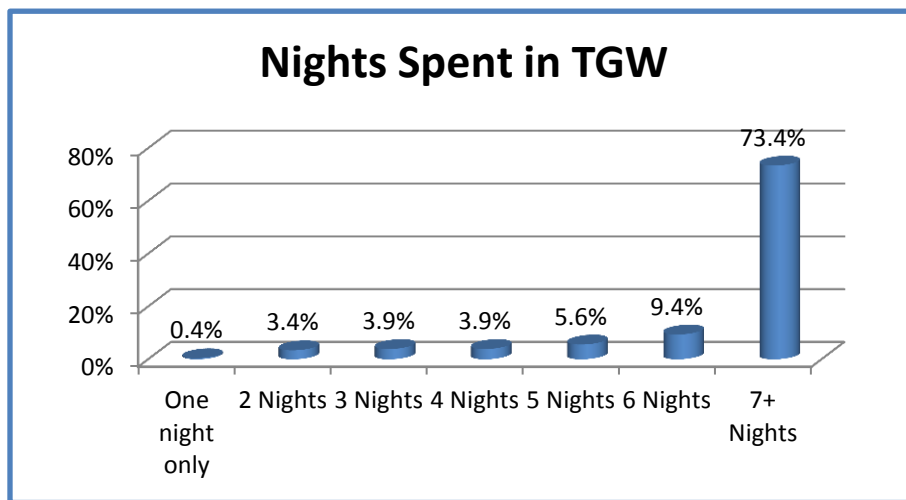


- The Rideau Canal and Lakes, Kingston and Gananoque were noted as the areas in which most time was spent on all boaters' trips.
- Power boaters selected the Rideau as the area where most time was spend and sail boaters selected 1000 Islands.

3.3 Overnight Stay Patterns

Question 8 (4): *How many nights did you stay in The Great Waterway on this trip?*

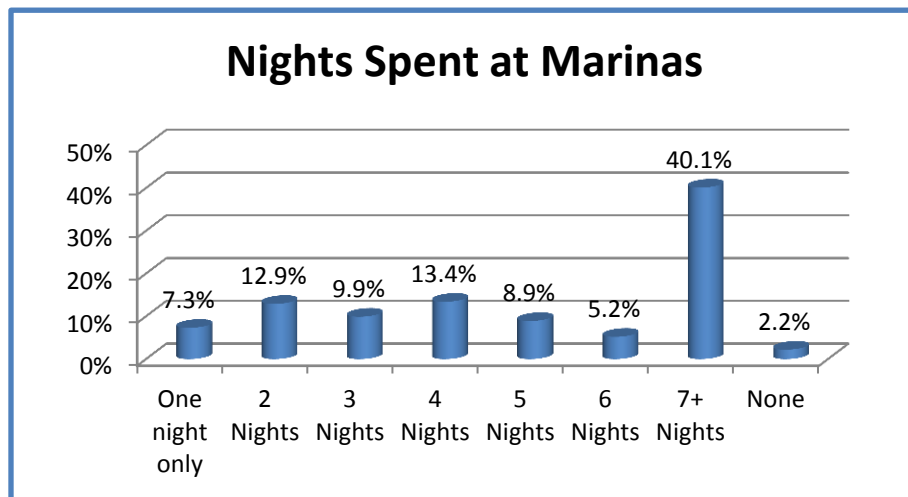
Figure 10, N=233



- Nearly three-quarters of all boaters stayed in The Great Waterway more than seven nights.
- Quebec boaters stayed more nights in TGW at 90% staying more than seven nights as compared to Ontario boaters at 65%.

Question 9 (5): *How many of these nights did you spend at marinas in the area?*

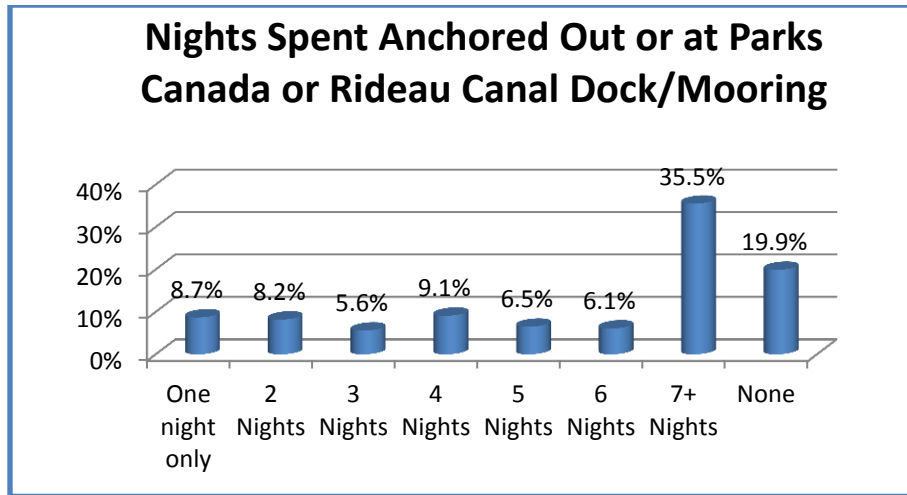
Figure 11, N=232



- More than 40% spent seven or more nights at a marina in the area.

Question 10 (6): How many of those nights did you spend anchored out or at a Parks Canada National Park or Rideau Canal dock/mooring?

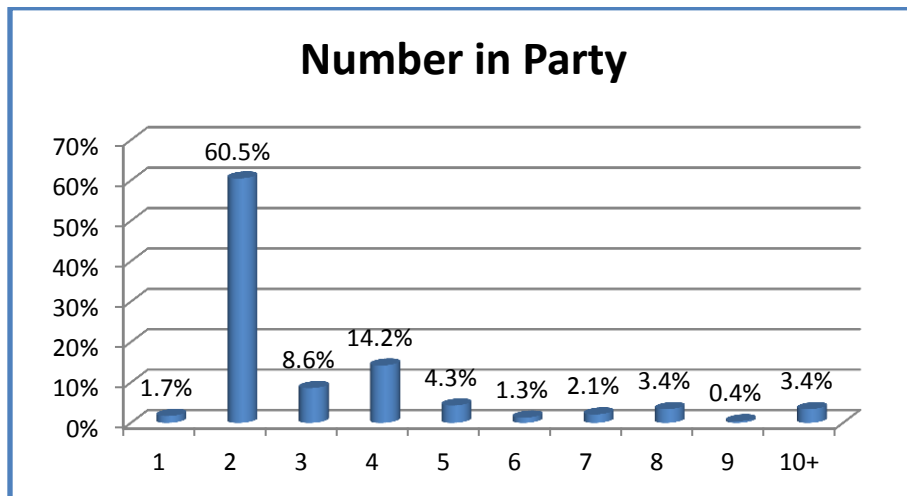
Figure 12, N=231



- More than 35% spent seven or more nights anchored out or at a Parks Canada National Park or Rideau Canal dock or mooring; nearly 20% did not spend any nights in these facilities.

Question 11 (7): How many people, including yourself, were in your party for this trip? (i.e. friends and family, if part of a group)?

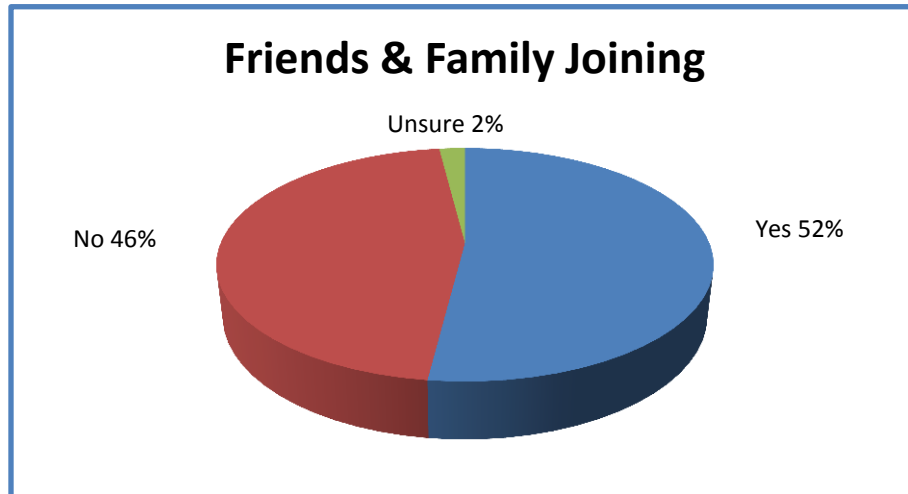
Figure 13, N=233



- Most boaters travelled with 2-4 people in their party.
- Both power and sail boaters most frequent response was 2 people in their party. The next most frequent answer was 4 people for power boaters and 3 for sail boaters.

Question 12 (8): *While on this trip, did you (will you) have friends or family join you for any portion of the trip?*

Figure 14, N=233



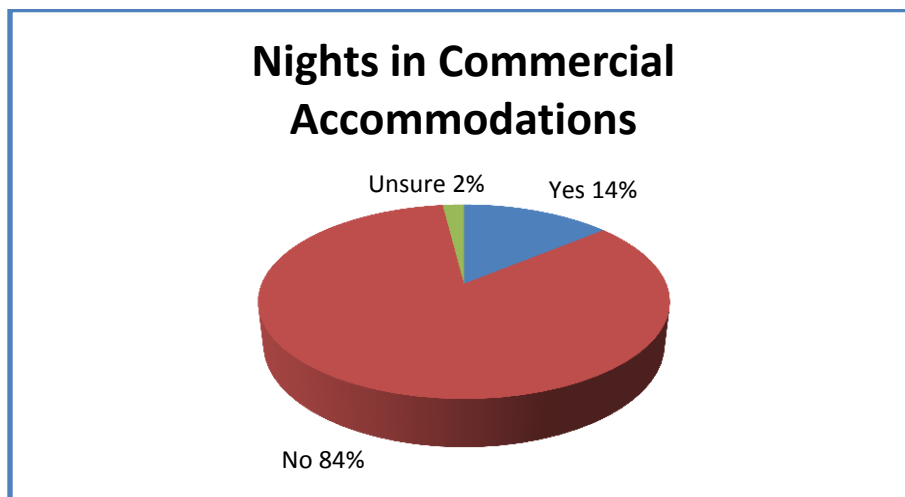
- Nearly an even split of all boaters indicated that they did or anticipated that they would have friends or family join them on a portion of the trip.

- Two thirds of sail boaters indicated they would/did have friends or family joining them on

their trip while only half of power boaters indicated friends/family would join them.

Question 13 (9): *While on this trip, did you or any visiting guests spend any nights ashore in commercial accommodations (hotel, motel, inn, B&Bs etc.)?*

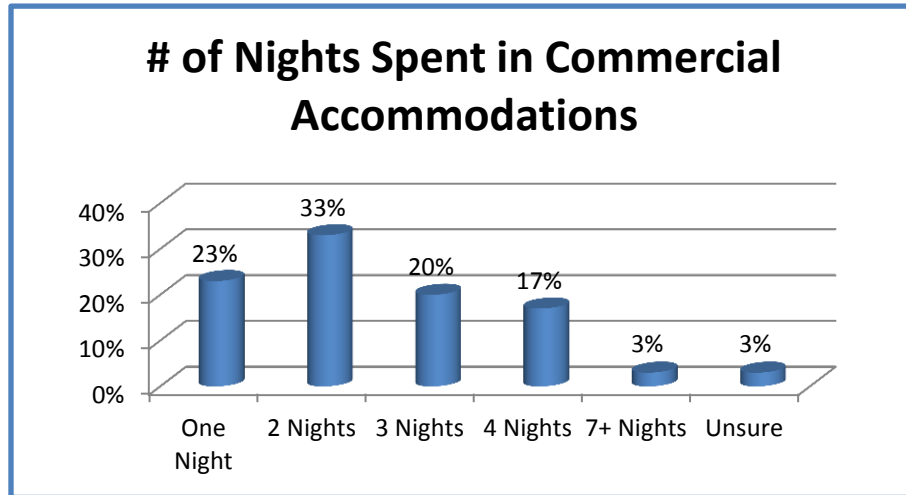
Figure 15, N=215



- 14% of boaters or their visiting guests (30) spent nights ashore in commercial accommodations during their trip.
- Sail boaters were slightly more likely to spend nights in commercial accommodations, or their visiting friends. (16% sail vs. 14% power)

Question 14 (10): If yes, how many nights did you (or they) stay ashore?

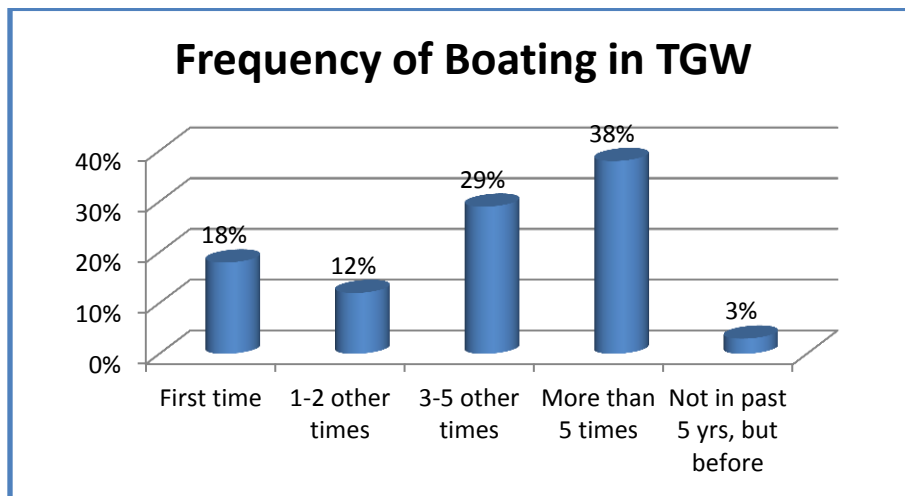
Figure 16, N=30



- Of the sample of 30 boaters who spent nights in commercial accommodations (or friends/family), each stayed an average of 2.2 nights.

Question 15 (11): How often have you boated in The Great Waterway in the past 5 years?

Figure 17, N=232

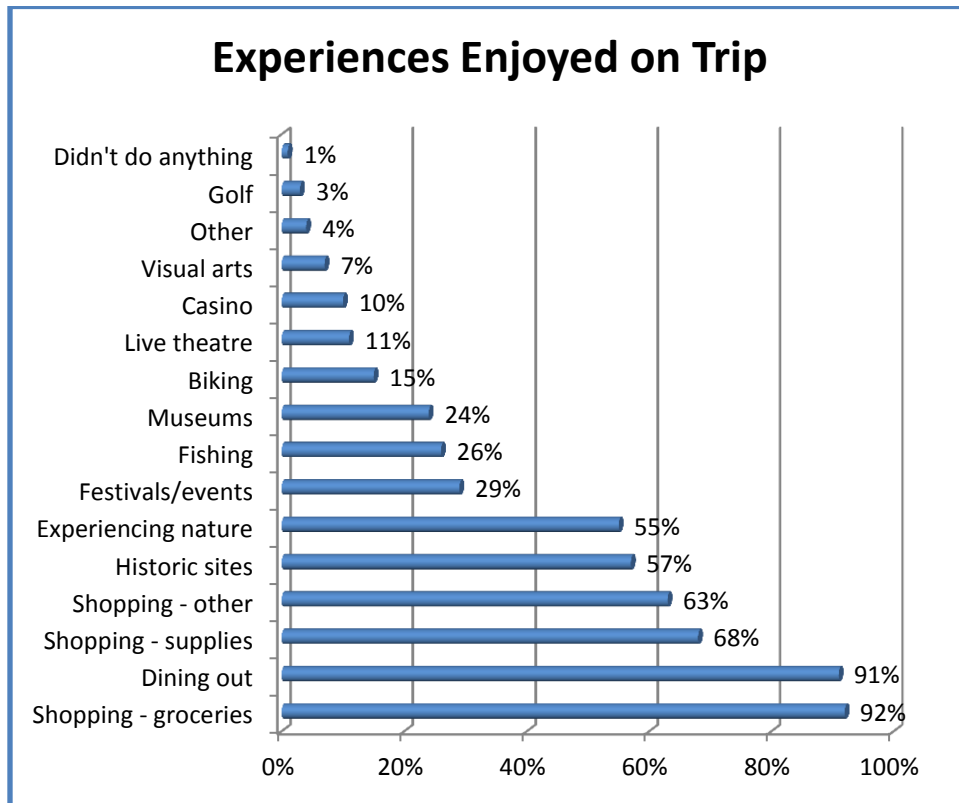


- 67% of all boaters had boated in TGW at least 3 times with 38% having boated more than 5 times in the past 5 years. 18% of boaters were first time boaters to TGW.
- More first time boaters were sail boaters (21%) compared to first time power boaters (17%); of those who had boated in TGW more than 5 times, 39% were power boaters and 33% were sail boaters.
- More boaters from Quebec were first time boaters (22%) compared with 10% from Ontario. Conversely, 51% of boaters from Ontario had boated in TGW more than 5 times during the past 5 years as compared to 26% of Quebec boaters.

3.4 Experiences

Question 16 (13): What activities did you and/or your party participate in ashore during this trip?

Figure 18, N=231



- The top experiences with both sail and power boaters were consistent – shopping and dining out.
- More than half of boaters surveyed reported visiting historic sites and enjoyed experiencing nature.

'We are SO lucky as a boater to have such a great and grand waterway - the beautiful and natural landscape is jaw dropping to explore.'

3.5 Expenditures

Question 17 (14): What is your estimate of your party's approximate overall expenditures, excluding fuel, during this visit to The Great Waterway including expenses incurred in Canada only and including marina and docking fees, groceries, shopping, dining out, accommodations?

Figure 19, N=227

	Average Spend Excluding Fuel	Quebec only	Ontario only	Power Boaters only	Sail Boaters only
Mean – average based on all valid answers	\$1964	2800	1356	2207	1216
Median – value based on the point where ½ the respondents are below and ½ are above	\$1500	2500	1000	1750	1000

- Average spend, while in The Great Waterway, excluding fuel was \$1964
- Quebec boaters spent more than double that of Ontario boaters
- Power boaters spent nearly double that of sail boaters even when excluding fuel costs

Question 18 (15): What is your estimate of your fuel costs while in The Great Waterway?

Figure 20, N=231

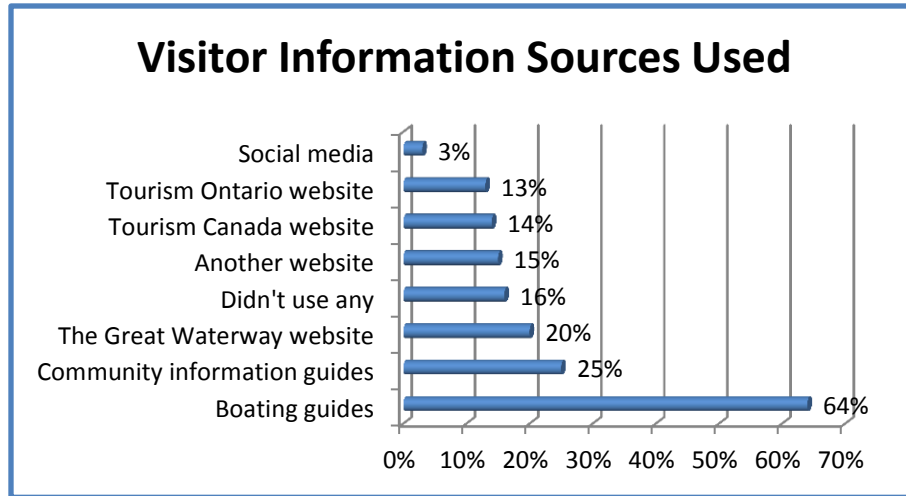
	Average Fuel Expenditure	Quebec only	Ontario only	Power Boaters only	Sail Boaters only
Mean – average based on all valid answers	\$974	1384	722	1202	131
Median – value based on the point where ½ the respondents are below and ½ are above	\$650	1200	425	900	100

- Average spend on fuel while in The Great Waterway was \$974
- Quebec boaters spent nearly double on fuel as did Ontario boaters – not surprisingly, power boaters spent more on fuel than sail boaters.

3.6 Trip Planning

Question 19 (16): Which visitor information sources did you use to plan your trip?

Figure 21, N=232



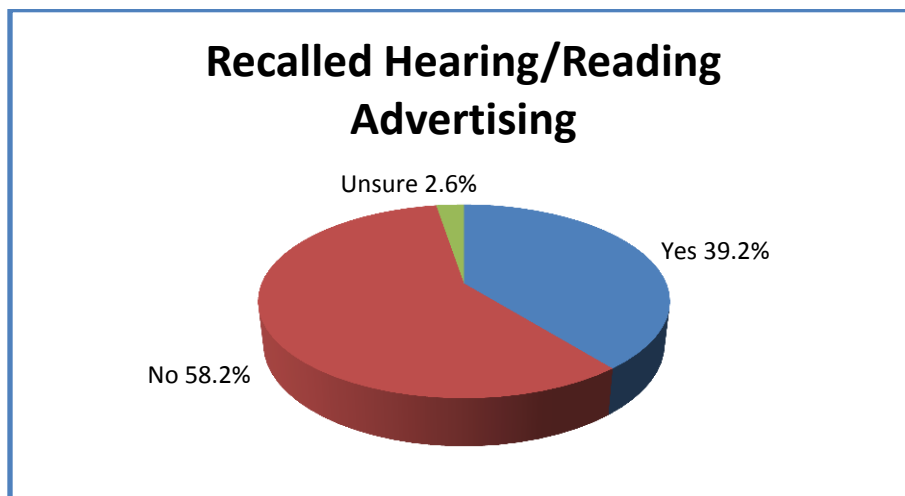
- The most frequently used sources of trip planning were boating guides and community information guides followed by the Great Waterway website.

- Sail boaters used boating guides most often (71%) to plan their trip, while power boaters used boating guides only 63%. 24% of power

boaters used TGW website to plan their trip, compared to 8% of sail boaters using TGW website.

Question 20 (17): When planning your trip, do you recall hearing or reading any advertisements or travel information about The Great Waterway?

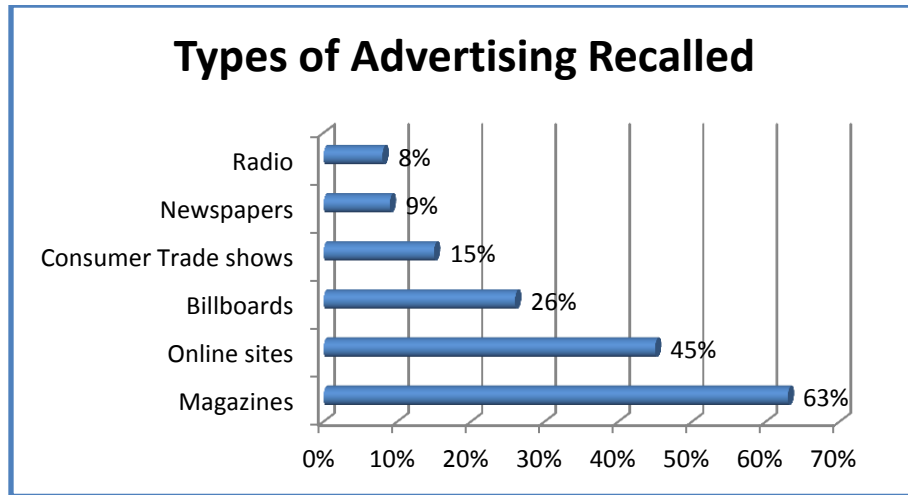
Figure 22, N=236



- 58% of all boaters recalled hearing or reading advertisements/travel information about TGW.
- Power boaters were much more likely to recall hearing or reading advertisements or travel information about The Great Waterway at 43% as opposed to 27% of sail boaters.

Question 21 (18): What type of advertisement about The Great Waterway do you recall hearing or reading?

Figure 23, N=106

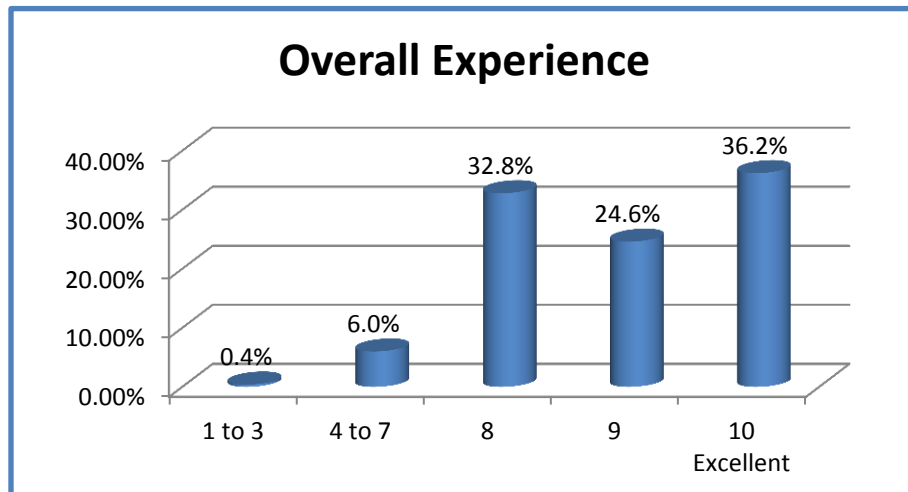


- The most frequent types of advertisement recalled were magazines, online sites and billboards.
- Sail boaters recalled seeing magazine ads most often followed closely by billboards; power boaters recalled magazines followed by online sites.

3.7 Trip Satisfaction

Question 22 (19): Please rate your overall experience in The Great Waterway on this trip.

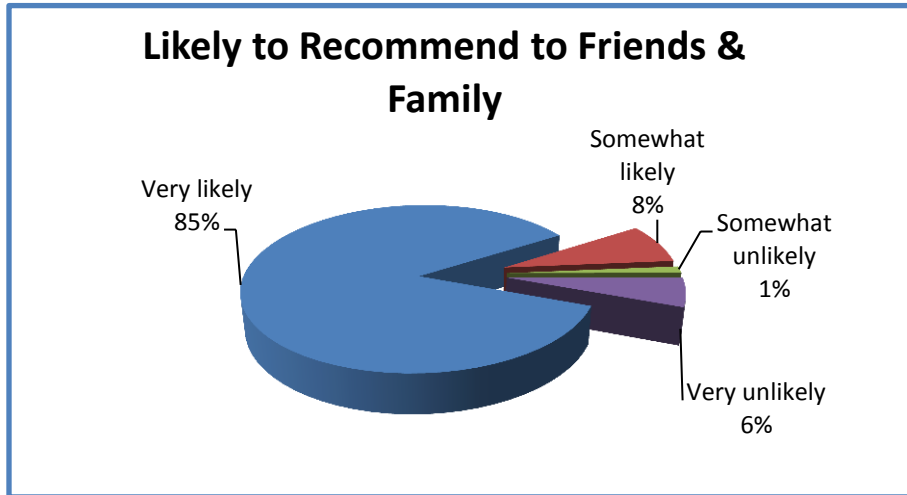
Figure 24, N=232



- Power and sail boaters rated their satisfaction between 8 and 10 at 93%.
 - 97% of boaters from Quebec rated their overall experience between 7 and 10 compared to 92% of Ontario boaters.

Question 23 (20): How likely are you to recommend visiting The Great Waterway to your friends or family?

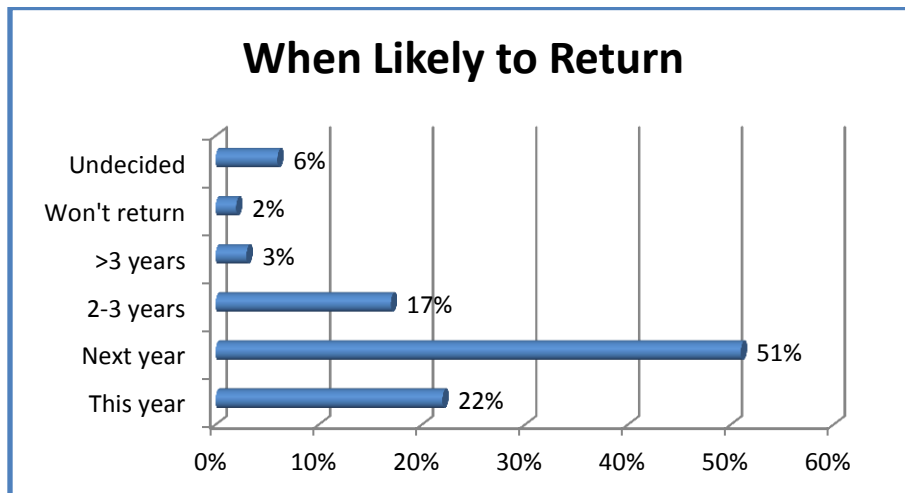
Figure 25, N=233



- 85% of all boaters were likely to recommend visiting TGW to others.
- Quebec boaters were more likely to recommend to friends and family (91%) than Ontario boaters at 80%.

Question 24 (21): When are you likely to return to The Great Waterway?

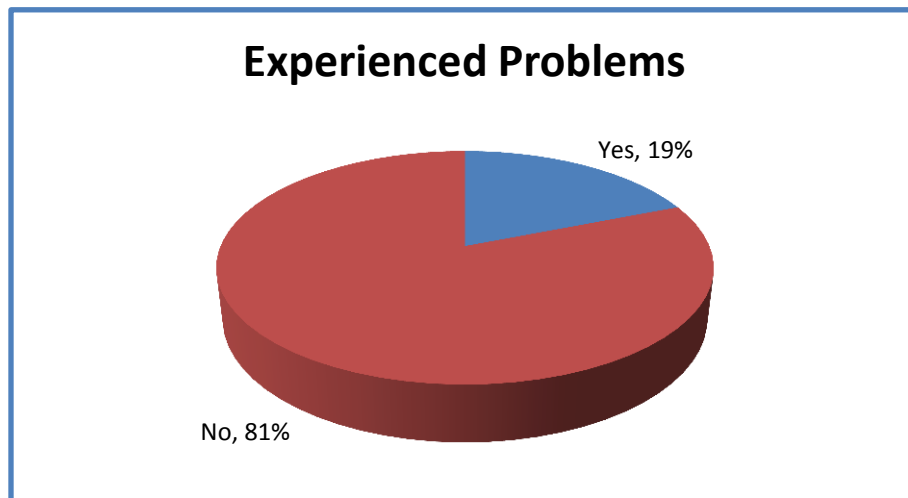
Figure 26, N=233



- 73% of all boaters planned to return again this year.
- More than half (51%) of boaters plan to return to TGW next year.
- A higher percentage of sail boaters indicated they would be likely to return next year (58%) than power boaters at 48%.
- Quebec boaters were more likely to return next year at 52% compared with 44% from Ontario.

Question 25 (25): Did you encounter any problems or difficulties during your trip to The Great Waterway?

Figure 27, N=227



- 81% of all boaters did not encounter a problem or difficulty during their trip.
- More problems were experienced by sail boaters (27%) than power boaters (17%).

Question 26 (22): Please share your thoughts about your CUSTOMER SERVICE experience during this visit to The Great Waterway, noting any outstanding or unsatisfactory customer service experiences you have received on this trip.

Most boaters were impressed with the level of customer service and services in general they received while on their boating trip. When all comments were considered, 83% were positive remarks. Most frequently noted comments were:

a) Customer Service

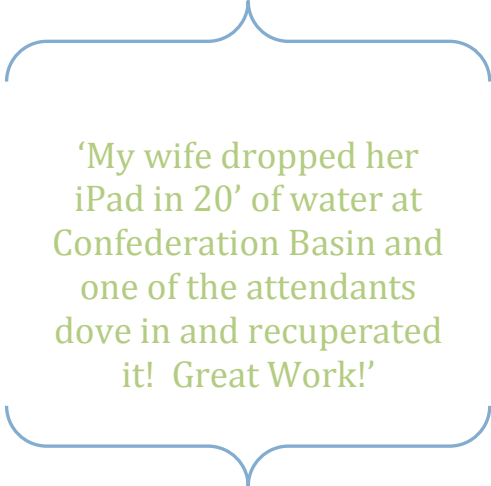
There were 73 customer service comments in total with 68 of these comments directed towards their overall experience, good customer service and friendly environment. Five of the comments were very positive towards marina staff in particular and their willingness to provide assistance, expertise and friendly service.

b) Locks and Rideau Canal

More than 50 comments were noted about the facilities staff and services of the locks and the Rideau Canal. In general, boaters felt the staff was outstanding, services were great with some upgrades needed and the overall experience was very positive. Comments most often repeated were friendly and helpful staff (36), need for more docks on the islands (3) and appreciation of having French speaking staff on site (3).

c) Kingston – marina and city

Boaters provided 24 comments on Kingston’s marina and the city’s amenities. Eighteen boaters commented very positively about the efficiency and professional service from the marina staff – no negative comments were received regarding marina staff. Three additional positive comments were received regarding the facilities at Confederation Basin. Concerns were expressed by 6 boaters regarding the challenges with making a reservation at Confederation Basin and their frustration in trying to book a dock. The City of Kingston received very positive comments including the restaurants, Buskers and Blues Festival, shopping and the many programs at Fort Henry.



‘My wife dropped her iPad in 20’ of water at Confederation Basin and one of the attendants dove in and recuperated it! Great Work!’

d) Gananoque – marina and town

Thirteen comments were recorded on the services and amenities at Gananoque. Very positive comments were noted regarding the staff at the marina but some negative comments were left regarding availability of docking spaces and cleanliness of the marina. Two boaters left positive comments on the availability of theatre as an activity in Gananoque. A suggestion was also made that greater enforcement of speed limits is required in this area and more availability of grocery supplies in proximity of the marina.

e) Westport Harbour – marina and town

Thirteen very positive comments were recorded by boaters on Westport harbour, marina and community. Several people noted that Westport is their preferred destination on the Rideau due to its welcoming and clean services and very friendly attitude from the marina staff.

f) Brockville – marina and town

There were 4 comments noted for Brockville. The comments noted noise from condo construction and fencing restrictions.

g) Belleville – marina and city

Belleville received five positive comments on Myer’s Pier Marina and the city’s amenities. Negative comments included weed issues and pump out facilities not in good order.

Question 27 (23+25): Do you have any suggestions about products or services that would enhance your overall boating experience in The Great Waterway?

Several constructive suggestions were made in the areas of docking, water, washrooms, power, information, wifi and other marina services as follows:

a) Docking and repair

There were 11 comments about the need for more decking, mooring cans and docking upgrades in general. While this seemed to be a problem at a variety of marinas, the Rideau islands were noted most often as well as the Parks Canada system on the Rideau. Three boaters expressed concern for a lack of third party dock service for minor repairs and services.

b) Water, showers and washrooms

This seemed to be an area of concern with 24 comments indicating a lack of satisfaction for the services particularly throughout the Rideau Canal lock system. A further breakdown of the comments showed dissatisfaction with lack of showers and washrooms (9), lack of potable water (8), lack of laundry facilities (2) and lack of some or all of these services in general throughout the area on their trip (6).

c) Power and electrical services

This was another area of great concern with 15 boaters indicating their needs for more power in general but particularly at the lock stations on the Rideau Canal.

d) Local information

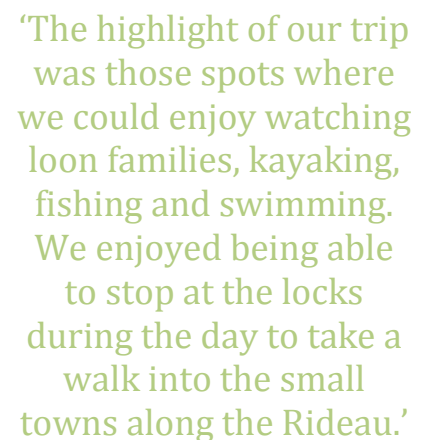
Five boaters noted the need for more local information while at the marinas. This information included maps of the waterway and local attractions, maps of walking trails and recreational areas, more information about mooring/docking and information on services for boaters i.e. groceries.

e) Wifi and ice

Boaters were concerned for the lack of wifi services or stronger internet connectivity signals at some marinas (9) and 3 boaters expressed frustration in finding ice when needed, both in cubes and block form.

f) Pump out facilities

Four boaters were concerned for the lack of pump out facilities and some marinas as well as the affordability of the service.



“The highlight of our trip was those spots where we could enjoy watching loon families, kayaking, fishing and swimming. We enjoyed being able to stop at the locks during the day to take a walk into the small towns along the Rideau.”

g) Fuel

Comments were expressed from 4 boaters for more marinas providing fuelling services, cost of the fuel and availability of diesel fuel.

h) Recreation

While on shore, boaters (4) were interested in availability of walking and biking trails. There appeared to be a lack of information and infrastructure in this regard.

i) Municipal services

Several boaters (16) suggested that there is a need for services and products to be more accessible to boaters. It was suggested that if essential services are not in close proximity to the marinas, a shuttle service should be provided or possible bike rentals. Further suggestions included picnic tables, longer store opening hours and grocery delivery service.

j) Enforcement

Six boaters indicated that they felt more policing or security was needed. Specific suggestions included enforcement of overnight time limit at locks, enforcing 'no wake' zones, surveillance for wharfage charges, speed limits and a higher police presence in high traffic areas.

k) Improved and upgraded marina facilities and services.

Concerns included general repair and maintenance, washroom upgrades, access to municipal services, garbage and recycling services and dock and electrical upgrades.

'It was our first trip by water through this way. The Thousand Islands were wonderful. We had fantastic weather and met up with friends – we will do it again next year for sure!'

l) Reservations

Several boaters (8) indicated concerns for ability to reserve at marinas, particularly at Kingston's Confederation Basin. One boater also suggested a reservation system for Parks Canada facilities on the Rideau.

m) Language

Three boaters expressed appreciation of French speaking staff at the locks and urged the continuation of this service.

n) Garbage and recycling

Boaters (5) expressed concern that there is a lack of available garbage cans and recycling bins in many marinas. There was a particular absence of recycling facilities and boaters indicated they had to put their recyclable items in garbage bins.

o) Other

Other suggestions included:

- Paddle boats to rent
- Stop night fishing at locks (3)
- Lower rates
- Kayak ramps
- More dining options
- Island shuttle service
- Wheelchair accessibility
- More reciprocal agreements

‘The highlights of our trip included the beautiful natural environment around the locks, watching a beaver swim at Westport, meeting up with friends and fellow boaters and sharing experiences and laughs, walking and shopping in Westport, sunset at the narrows, the friendly lock staff that greeted us on the way back to our home marina.’

Question 28 (24): What were the highlights of your trip to The Great Waterway?

Top experiences included:

1. Scenery – especially that of the 1000 Islands
2. Boating – the beautiful weather and clear waters; the peace and serenity
3. Rideau – the experience of the locks and of the communities along the way especially Westport
4. Kingston – shopping, culture and restaurants
5. People – friendly and helpful people and making new friends ‘on the water’
6. Entertainment – local entertainment and enjoying local activities, restaurants and events

3.8 Newsletter

Question 29 (30): Would you like to receive The Great Waterway e-newsletter?

115 Respondents indicated they would like to receive The Great Waterway e-newsletter.

4.0 Summary Bullets

- 236 Surveys were collected – ¼ from sail boaters and ¾ from power boaters
- In general, boaters were between the ages of 45 – 64 and are college or university educated
- Sail boaters were younger than power boaters
- Most people travelled with between 2-4 people in their party – power boaters in general had larger party size.
- Nearly an even split between boaters from Ontario and from Quebec – more of the sail boaters were from Ontario and more power boaters were from Quebec.
- Primary place of residence was Eastern Ontario, Western Quebec, Central Ontario followed by metro Montreal and Toronto.
- Three quarters of boaters lived more than 100 kms away from The Great Waterway
- More surveys were collected from Westport and Kingston
- Communities most frequently visited by all boaters were Kingston, 1000 Islands, Gananoque, Rideau Canal and Westport. – sail boaters most frequently visited Kingston, Gananoque, 1000 Islands and Prince Edward County whereas power boaters most often visited Kingston, Rideau, Westport and 1000 Islands.
- The Rideau Canal and Lakes, Kingston and Gananoque were noted as the communities in which most time was spent on all boaters' trips – power boaters selected the Rideau most often and sail boaters selected 1000 Islands.
- Nearly three quarters of all boaters stayed in The Great Waterway more than 7 nights; 90% of Quebec boaters stayed more than 7 nights as compared to 65% of Ontario boaters.
- More than 40% of boaters spent seven or more nights at a marina in the area.

- More than a third spent 7+ nights anchored out or at a PC National Park or Rideau Canal dock or mooring; nearly 20% did not spend any nights in these facilities.
- More than half of all boaters had friends or family join them on their trip; more sail boaters indicated they would have friends or family join them than power boaters.
- 14% of all boaters or their guests spent nights ashore in commercial accommodations, spending an average of 2.2 nights each; sail boaters were slightly more likely to stay in commercial accommodations.
- 18% of boaters were first time boaters to TGW; two thirds had boated in TGW more than 3 times.
- More first time boaters were sail boaters; of those who had boated more than 5 times, more were power boaters; more first time boaters were from Quebec but more Ontario boaters had boated more than 5 times during the past 5 years.
- Top experiences with both sail and power boaters were shopping and dining out.
- More than half of boaters reported visiting historic sites and enjoyed experiencing nature.
- Average spend, excluding fuel was \$1964; Quebec boaters spent more than double that of Ontario boaters and power boaters spend nearly double that of sail boaters even when excluding fuel costs.
- Average spend on fuel was \$974 with Quebec boaters spending nearly double on fuel as did Ontario boaters.
- To plan their trip, sail boaters used guides more whereas power boaters preferred online planning.
- Power boaters were much more likely to recall hearing or reading ads or travel information about TGW; most frequent forms of advertising recalled was magazines, online sites and billboards; sail boaters recalled magazine ads more often followed by billboards whereas power boaters recalled magazines and online sites.

- All boaters ranked satisfaction very high with 94% ranking between 8 and 10.
- 93% of all boaters said they were likely to recommend visiting TGW to family and friends.
- Three quarters of all boaters planned to return again this year; more than half planned to return next year.
- More than 80% of boaters indicated they did not experience a problem or difficulty during their trip; more problems were experienced by sail boaters than power boaters.
- 83% of all customer service comments received were positive.
- Suggestions included more docking, improved water/washroom facilities, more power, more local information, more wifi, more pump out facilities, more access to municipal services (groceries and essential services), more security and policing, improved and upgraded marina facilities and services, better reservation systems, continuation of bilingual staff, more garbage and recycling facilities.
- Highlights of boating trips included scenery, weather, clear waters, Rideau experience, Kingston shopping and culture, friendly people and local entertainment.
- Half of all boaters indicated they wanted to receive The Great Waterway newsletter.

Appendix A – Partnership Agreement

Boating Research Project

The Great Waterway and (Marina) _____ are pleased to participate jointly in a Boating Research Project to gather more information regarding our boating tourists.

The goals of the project are:

- Increase awareness of The Great Waterway among boaters as a comprehensive and welcoming marine tourism destination for boaters of all types,
- Compile insights into the activities and spending patterns of boaters, and
- Identify gaps and voids in our services for boaters and work towards being recognized as a boating destination which excels in its efforts to be a boater-friendly region.

The following is the role of The Great Waterway:

- Provision of all collateral material and surveys to the marinas along with personal orientation of how to encourage the participation of boaters,
- Collection of all survey data and analysis of the results including recommendations, and
- Provision of survey results to each marina including a summary of the results from your marina as well as overall results.

The following is the role of the Marina:

- To support the collection of data by encouraging marina staff to distribute rack cards to visiting boaters and ask them to participate in the survey,
- To provide space for a small counter top rack stand with cards as well as permitting the display of a poster promoting the project, and
- To notify The Great Waterway of any issues, concern or suggestions for the project for this or subsequent years.

The Great Waterway

Marina

Date: _____

Date:

Appendix B – Rack Card and Poster

The Great Waterway

WIN \$1,000

**Are you a visiting Boater?
We want your Opinion!**

By completing this survey you are helping make The Great Waterway a welcoming, boater friendly tourism region that caters to the needs of all boaters. This Visitor Experience Survey will take about 5 minutes of your time. Please be assured that your responses will be kept in complete confidence. In appreciation of your valuable time, you will have a chance to win \$1,000!

If you prefer to complete a hard copy survey please enquire with the marina staff.

For our on-line survey go to:
www.thegreatwaterway.com/boating

Deadline for participation, September 14, 2012

LAC (GRAND)

La Grande Voie d'Eau

GAGNEZ 1000\$

**Êtes-vous un plaisancier visiteur?
Nous voulons connaître votre opinion!**

En remplissant ce sondage, vous contribuez à faire de la Grande Voie d'Eau une région touristique accueillante et facile d'accès, qui répond aux besoins de tous les plaisanciers. Ce sondage sur l'expérience des visiteurs exigera environ cinq minutes de votre temps. Veuillez vous assurer que vos réponses seront gardées en toute confidentialité. En guise d'appréciation de votre précieux temps consacré à ce sondage, vous courrez la chance de gagner 1,000 \$!

Si vous préférez remplir le sondage en format papier, veuillez en faire la demande au personnel du port de plaisance.

Pour accéder à notre sondage en ligne, veuillez visiter le :
www.lagrandevoiedeau.com/bateau

La date limite de participation est le 14 septembre 2012

LAC (GRAND)

Appendix C - Survey

The complete boating research survey can be accessed through the link below to The Great Waterway industry site:

<http://www.region9tourism.ca/index.cfm/communications/final-reports/boating-survey/>