



# Appendix A

Travel Survey Results

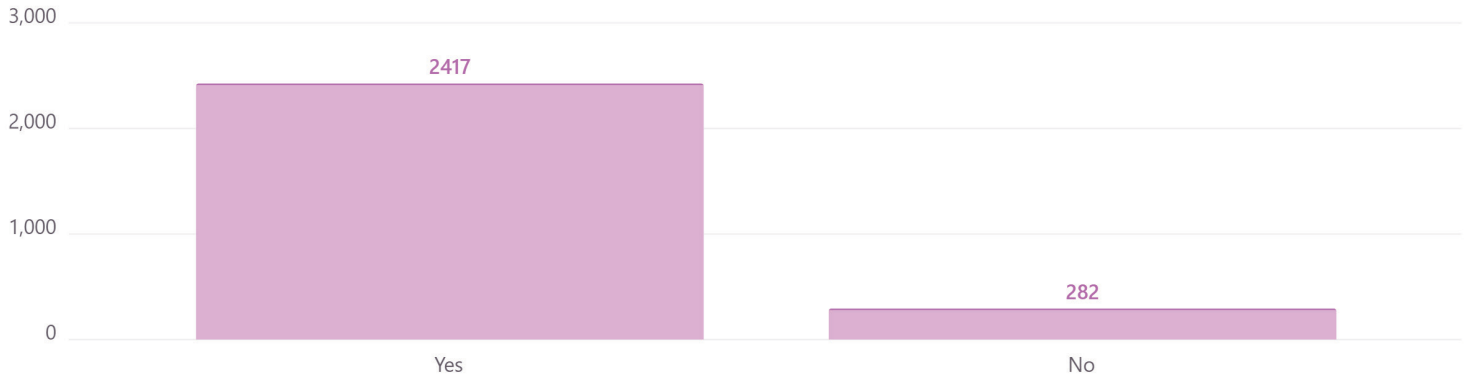


# Northern Ontario Border States Travel Intention FY26 Late Winter

March 31, 2026

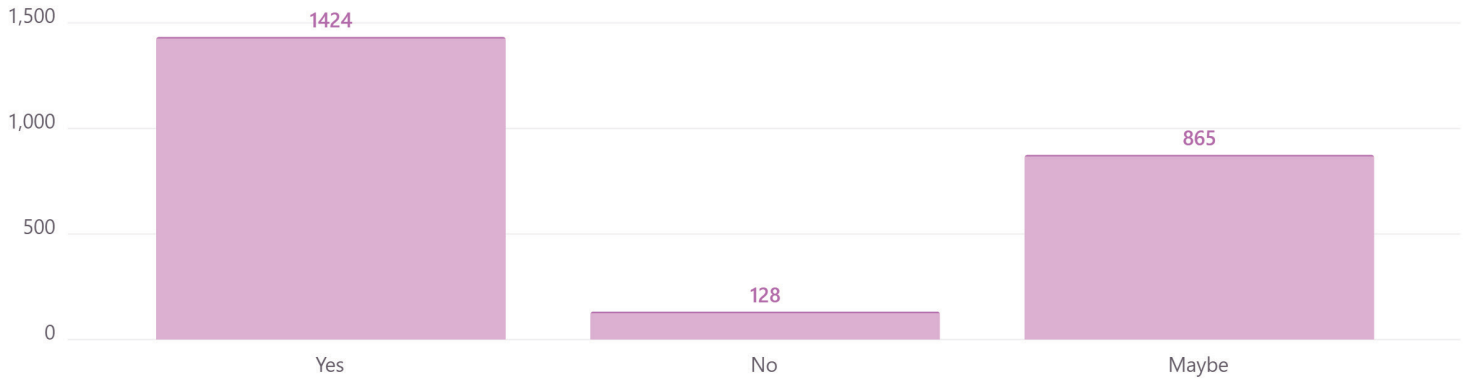
1 Are you planning to travel outside your state in 2026?

2699 out of 2699 people answered this question.



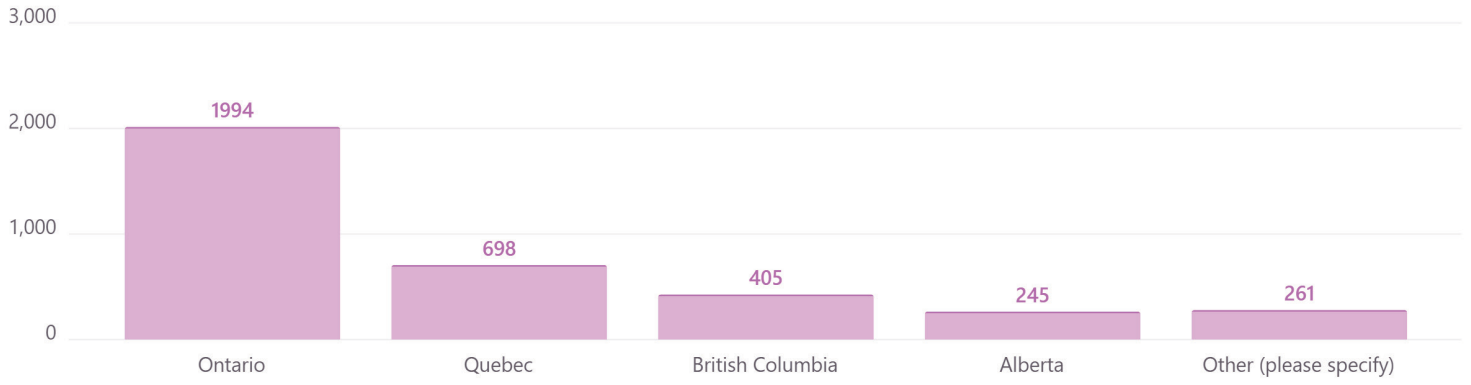
2 Are you planning to travel to Canada in 2026?

2417 out of 2699 people answered this question.



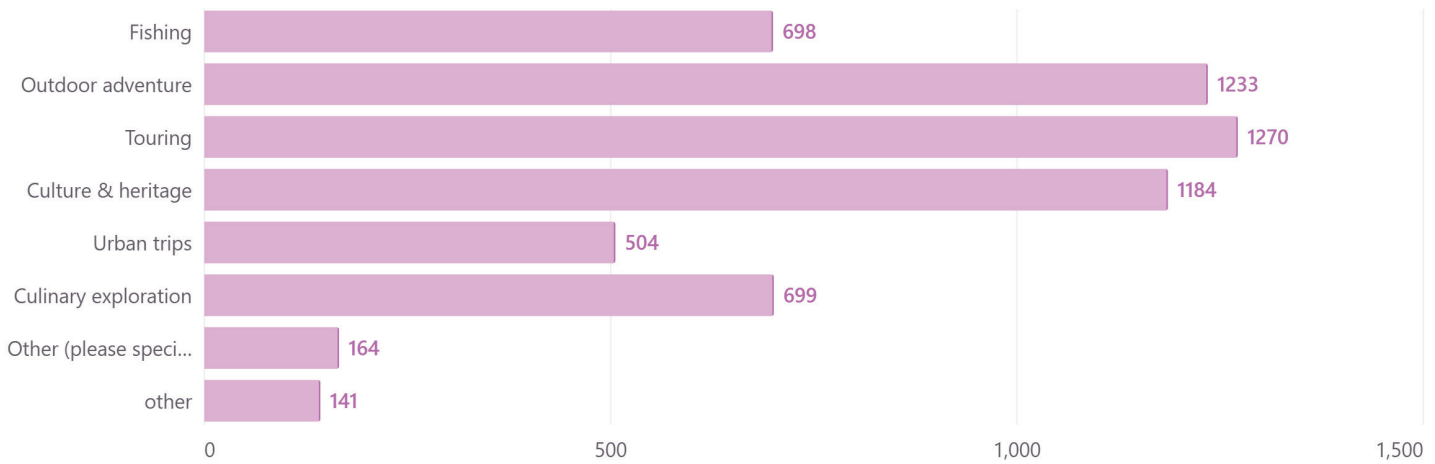
3 Which destinations in Canada are you considering?

2289 out of 2699 people answered this question.



## 4 What activities are you most interested in for your 2026 travel?

2289 out of 2699 people answered this question.



### Responses for "Other"

Search "Other" responses



Hunting

4 hours ago



Eloping!

16 hours ago



Shopping

17 hours ago



Relaxing and recovering

19 hours ago



See Canadian relatives

21 hours ago



Geocaching

23 hours ago



Shopping

2 days ago



Kayaking

2 days ago



Cycling

2 days ago

1-5 Please rank the following activities in order of priority for your 2026 trip.

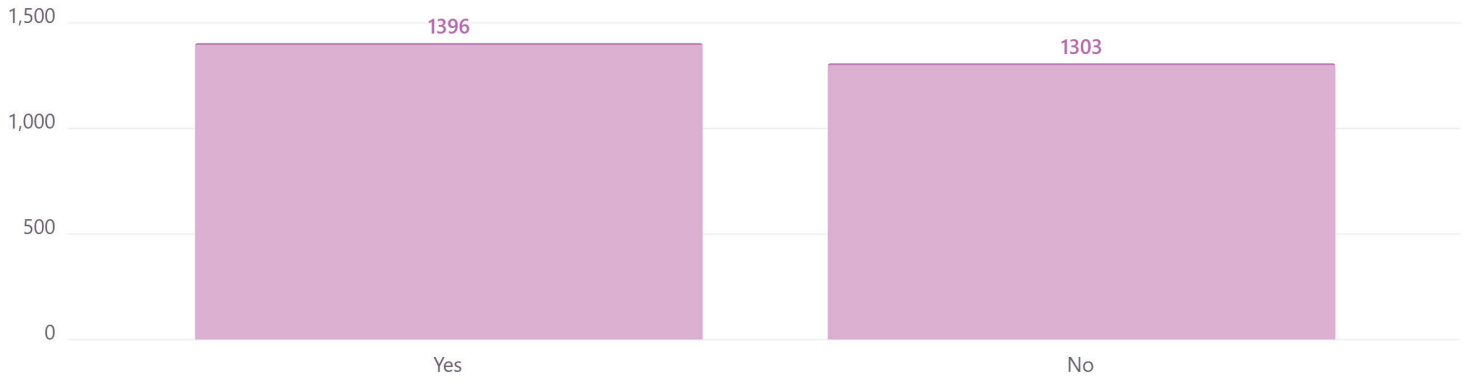
2289 out of 2699 people answered this question.

Highest ranked

#1 Touring	2.62 Mean <sup>?</sup>
#2 Outdoor adventure	2.67 Mean <sup>?</sup>
#3 Culture & heritage	3.15 Mean <sup>?</sup>
#4 Fishing	4.26 Mean <sup>?</sup>
#5 Urban trips	4.44 Mean <sup>?</sup>
#6 Culinary exploration	4.58 Mean <sup>?</sup>

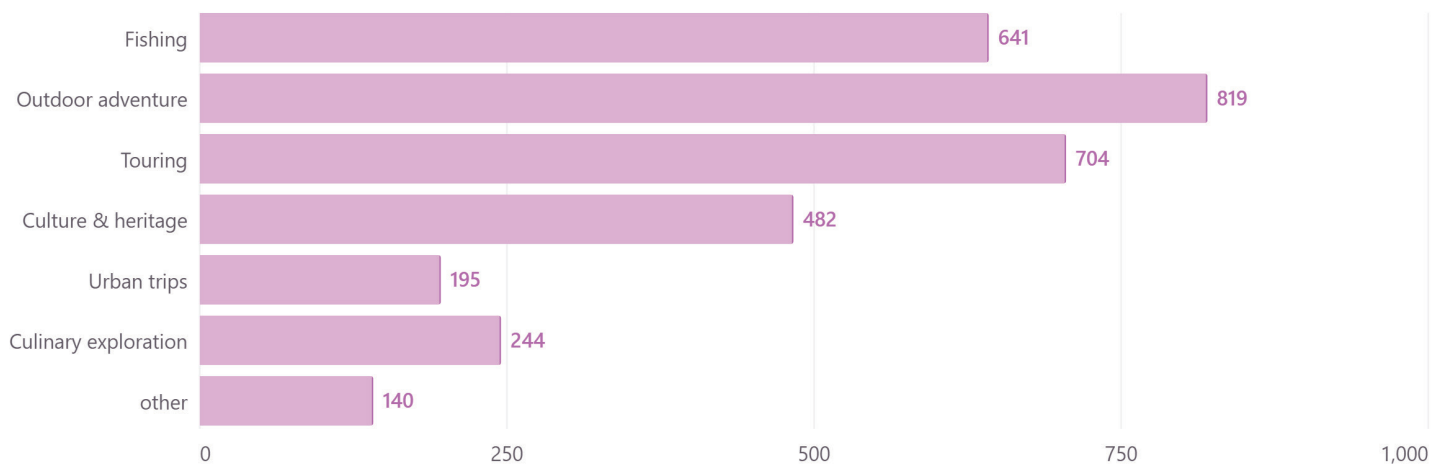
6 Have you ever travelled to Northern Ontario?

2699 out of 2699 people answered this question.



## 7 Which activities did you participate in during your visit?

1396 out of 2699 people answered this question.



### Responses for "Other"

Search "Other" responses

👤

Hunting

4 hours ago

👤

business

15 hours ago

👤

Visiting family

16 hours ago

👤

Traveling through Canada

19 hours ago

👤

Rest

19 hours ago

👤

Boating

23 hours ago

👤

Museums, natural history

1 day ago

👤

Dog shows

2 days ago

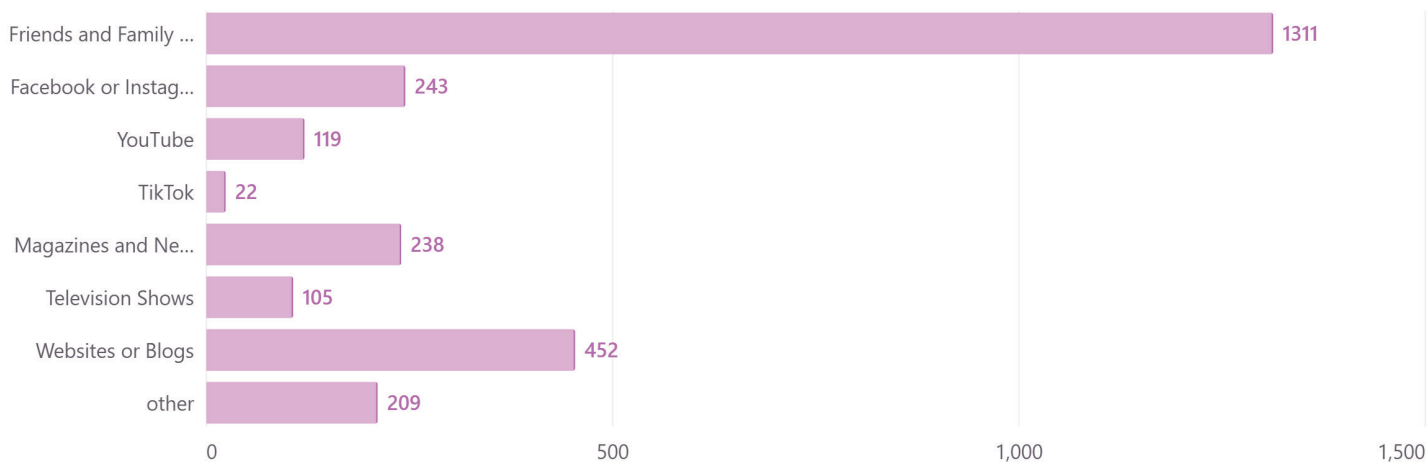
👤

Camp, hiking

2 days ago

## 8 What typically influences your travel decisions?

2699 out of 2699 people answered this question.



### Responses for "Other"

Search "Other" responses



I like exploring new places

19 hours ago



Reading

21 hours ago



Personal interests

21 hours ago



Price and handicap access

24 hours ago



Our own thoughts

1 day ago



First time out of the country and closest area

2 days ago



My wants/needs

2 days ago



Outdoor seminars

2 days ago

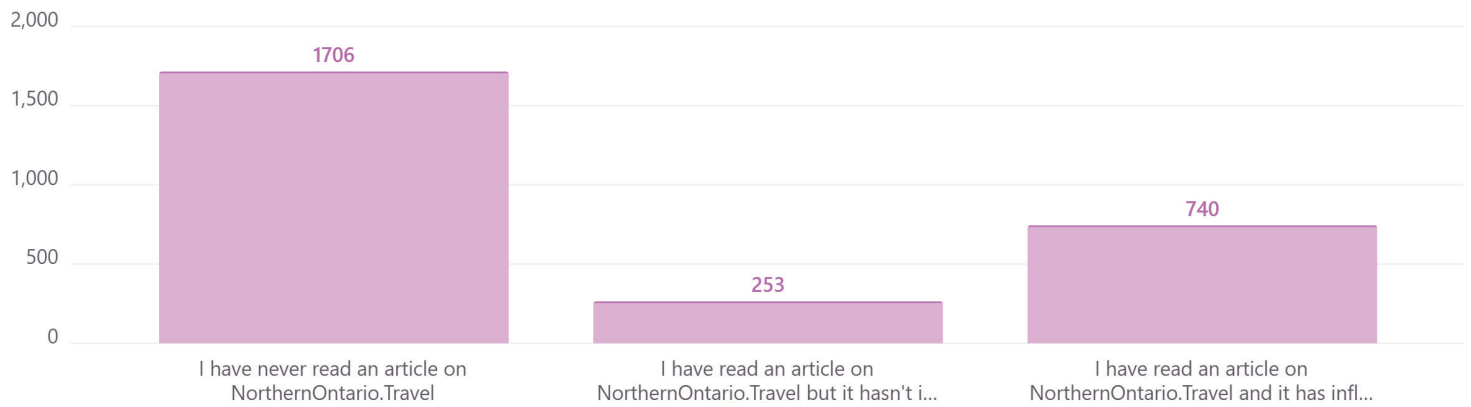


School and work

2 days ago

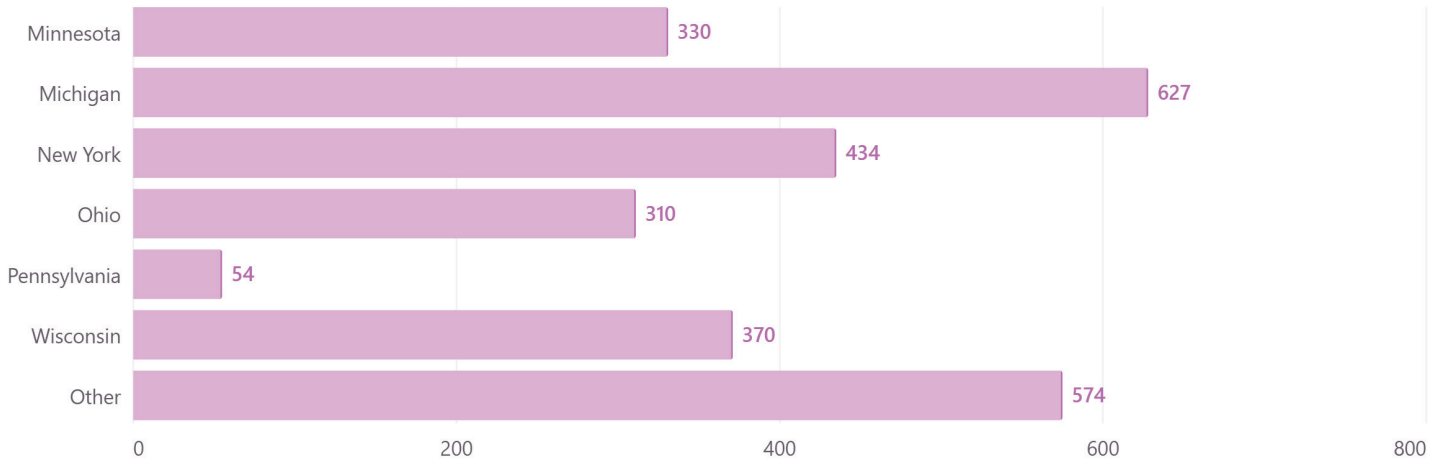
## Have you ever read a story on NorthernOntario.Travel? And if so, did it influence travel or purchases?

2699 out of 2699 people answered this question.



10 Which of the following U.S. states do you live in?

2699 out of 2699 people answered this question.



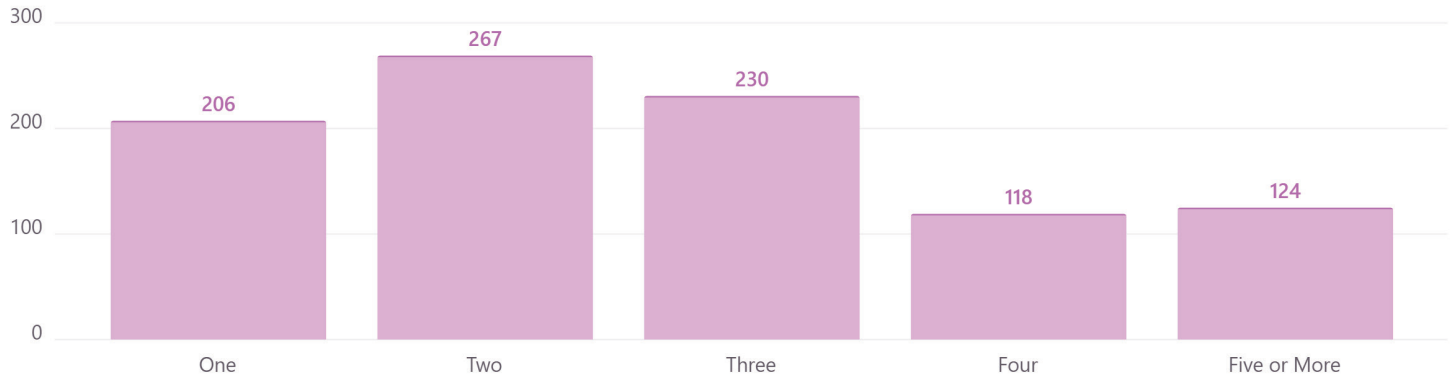


# Northern Ontario High Value Customers Survey

March 31, 2026

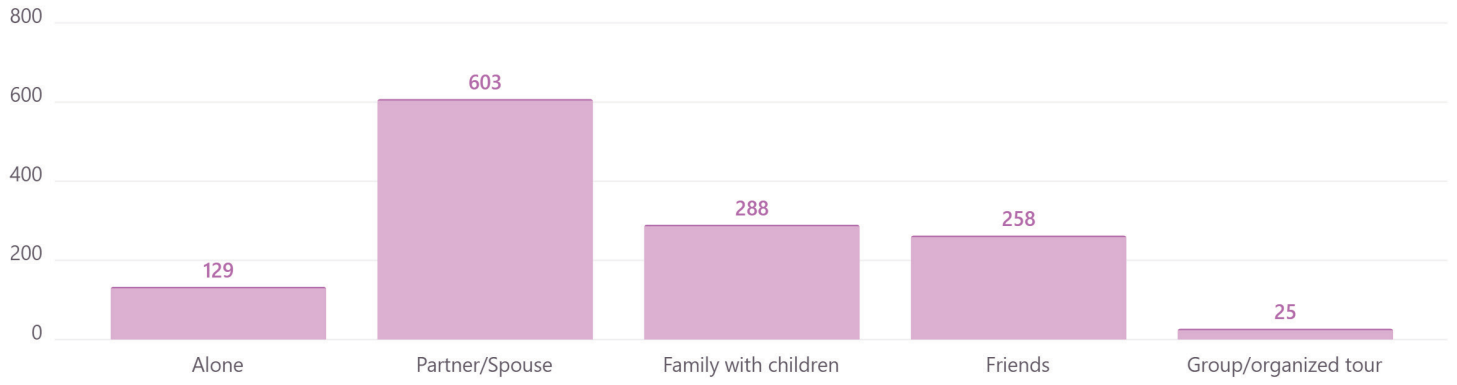
1 In a typical year, how many vacations (3+ nights) do you take?

945 out of 945 people answered this question.



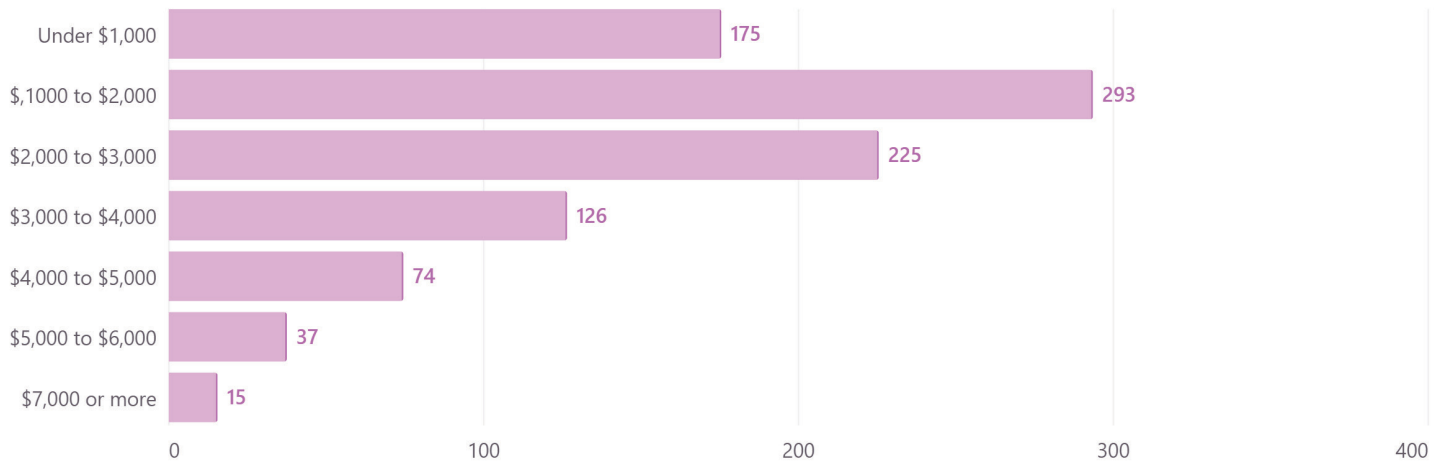
2 Who do you usually travel with?

945 out of 945 people answered this question.



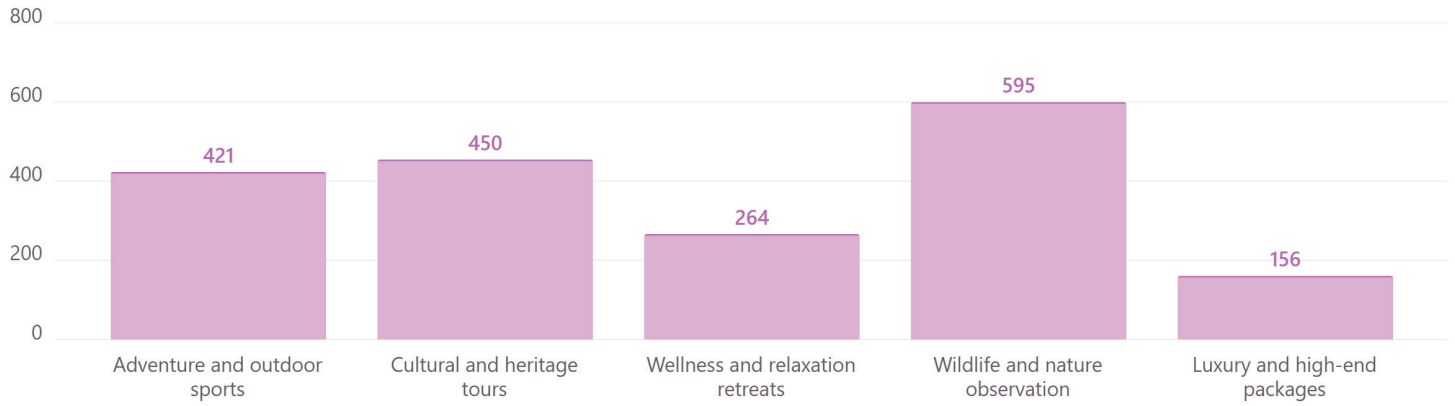
3 What is your typical travel budget per person for a 7–10 day vacation?

945 out of 945 people answered this question.



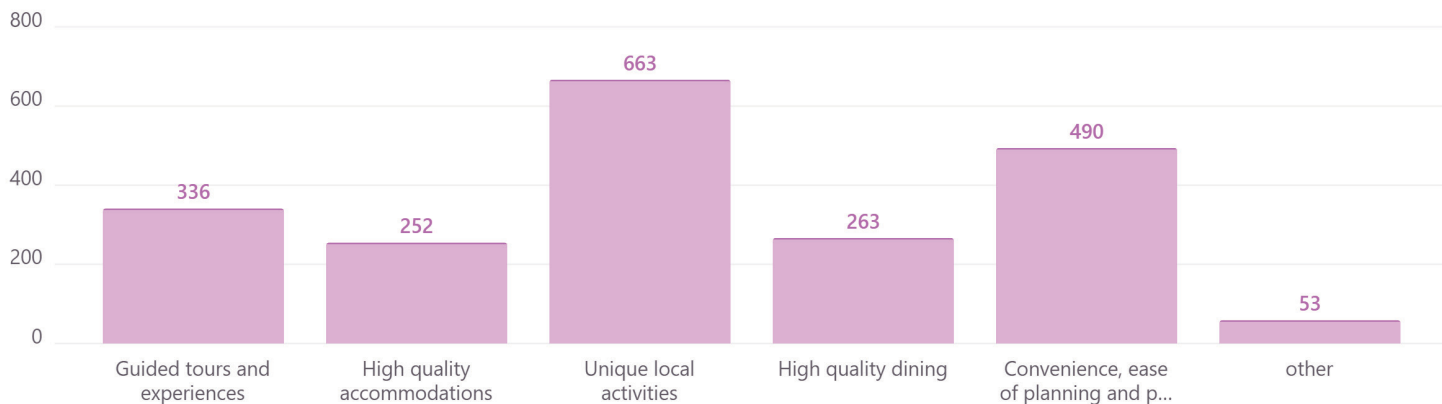
4 What type of vacation most interests you?

943 out of 945 people answered this question.



## 5 What aspects of a vacation do you find most valuable?

945 out of 945 people answered this question.



### Responses for "Other"

Search "Other" responses

👍👍

Fun and unique stores, local arts

4 months ago

👍👍

Outdoor hiking/camping adventures

4 months ago

👍👍

Friendly and accessible to queer and trans and disabled people

4 months ago

👍👍

Family and friends

4 months ago

👍👍

Adventure in nature

4 months ago

👍👍

Outdoors

5 months ago

👍👍

Value

5 months ago

👍👍

disabilities friendly

5 months ago

👍👍

Hot springs

5 months ago

**6** When choosing a vacation destination, how important are each of these to you?

945 out of 945 people answered this question.

Highest ranked

#1 Natural scenery	3.39 Mean
#2 Accommodation quality	3.75 Mean
#3 Outdoor activities	3.95 Mean
#4 Cultural experiences	4.04 Mean
#5 Local cuisine	4.13 Mean
#6 Accessibility and transportation	4.35 Mean

**1** **2** **3** **4** **5** **6** **7** **8** **9** **10** What is your typical sequence when planning a big vacation?

945 out of 945 people answered this question.

Highest ranked

#1 Research destinations	1.97 Mean <a href="#">?</a>
#2 Set budget	2.82 Mean <a href="#">?</a>
#3 Book accommodations	3.62 Mean <a href="#">?</a>
#4 Plan activities	3.74 Mean <a href="#">?</a>
#5 Book flights	3.91 Mean <a href="#">?</a>
#6 Pack and prepare	4.94 Mean <a href="#">?</a>

**1-9** Rank the information sources you most trust and use when planning a trip.

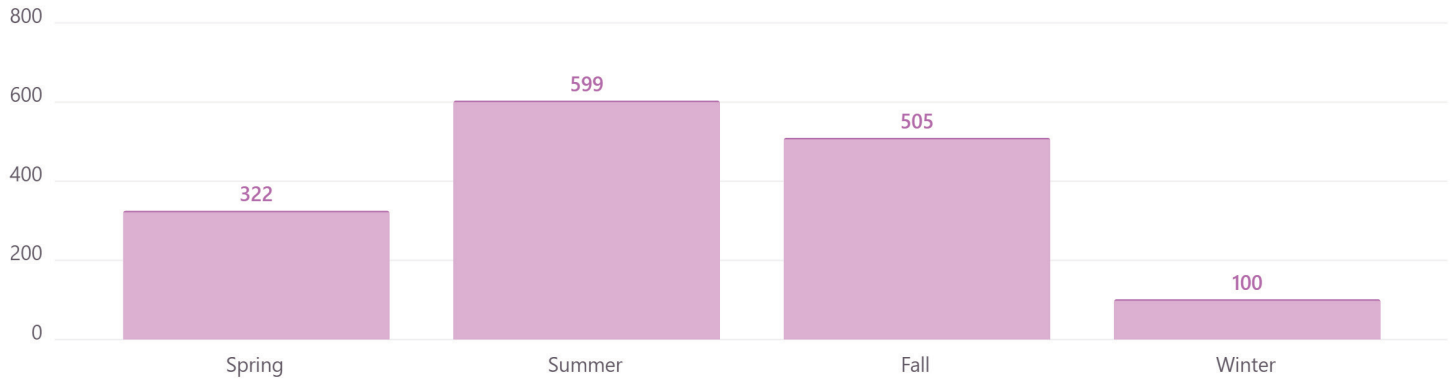
945 out of 945 people answered this question.

Highest ranked

#1 Friends and family recommendations	2.55 Mean <sup>?</sup>
#2 Travel websites and blogs	3.07 Mean <sup>?</sup>
#3 Online reviews	3.28 Mean <sup>?</sup>
#4 Official tourism boards	3.51 Mean <sup>?</sup>
#5 Social media	4 Mean <sup>?</sup>
#6 Travel agents	4.58 Mean <sup>?</sup>

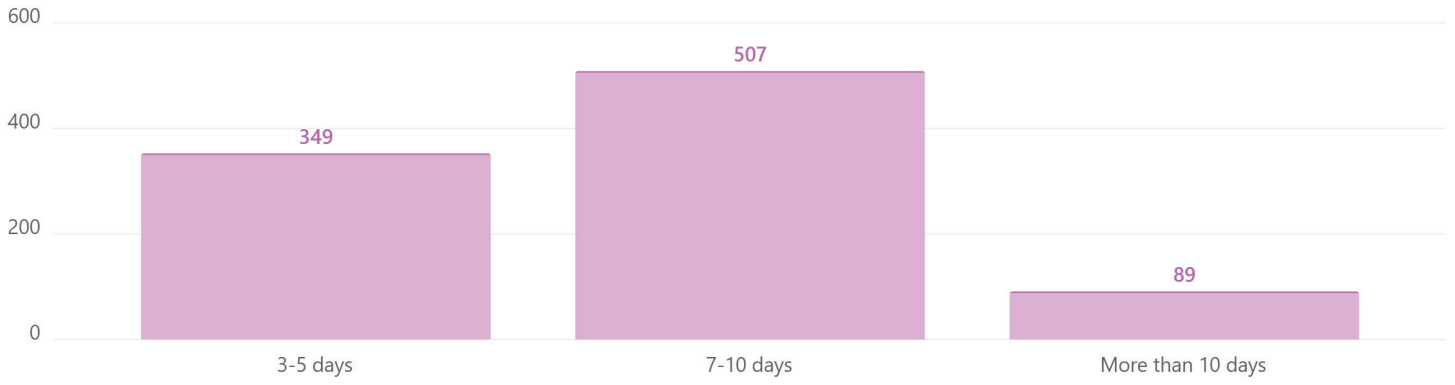
10 Which season(s) would you most likely travel to Northern Ontario?

945 out of 945 people answered this question.



11 What is your ideal trip length for a Northern Ontario vacation?

945 out of 945 people answered this question.



13 Have you traveled to Northern Ontario in the past 10 years?

945 out of 945 people answered this question.

