

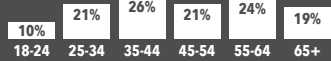
315 completed surveys

Data collected between **August 3 & September 11, 2016**

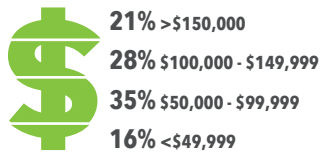
Mid- and end-trip in-person intercept and post-visit postcard methods were used.

Respondents were eligible to enter a prize draw for a **Bayfield Prize Pack**.

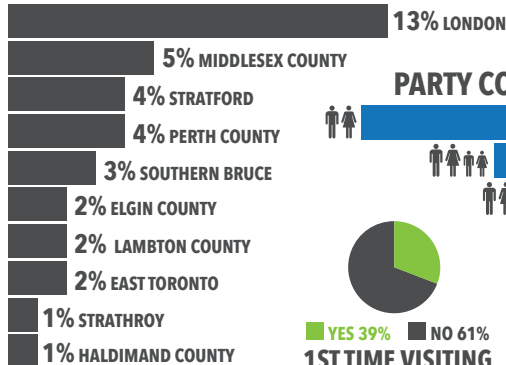
DEMOGRAPHICS



INCOME

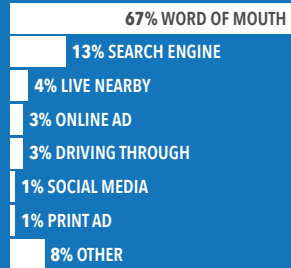


ORIGIN TOP 10



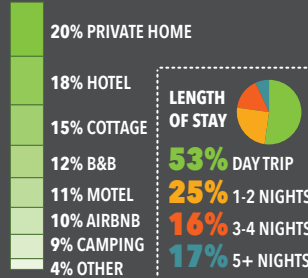
PLANNING

How did you first come to know Bayfield?

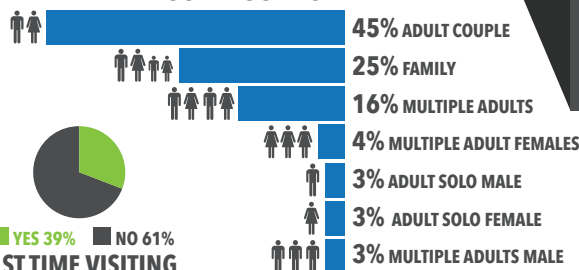


ACCOMMODATIONS

What accommodations did you use?

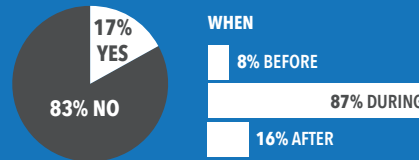


PARTY COMPOSITION

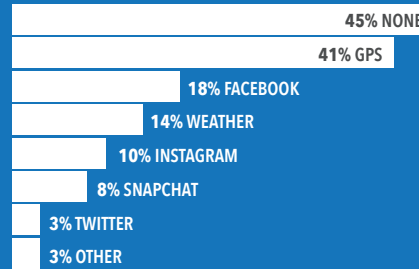


SOCIAL MEDIA / APPS

Did you post content about your visit on social media?



Did you use any apps while visiting?

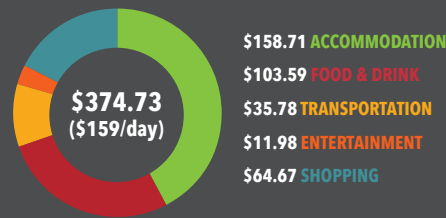


EXPENDITURES

How much did you spend?



How much did your party spend?



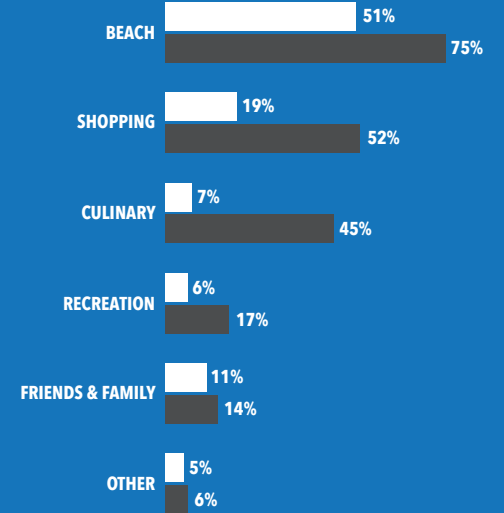
TRANSPORTATION



EXPERIENCES

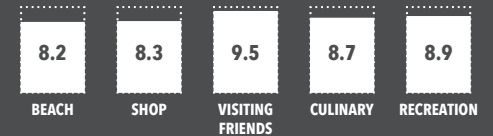
What was your primary reason for visiting? ■ PRIMARY REASON

What did you do during your visit? ■ PARTICIPATION



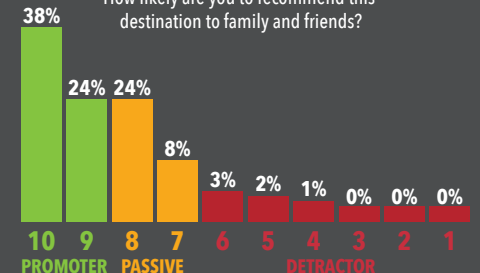
VISITOR SATISFACTION

How satisfied were you, from 1-10, with the following experiences?



NET PROMOTER SCORE (NPS)

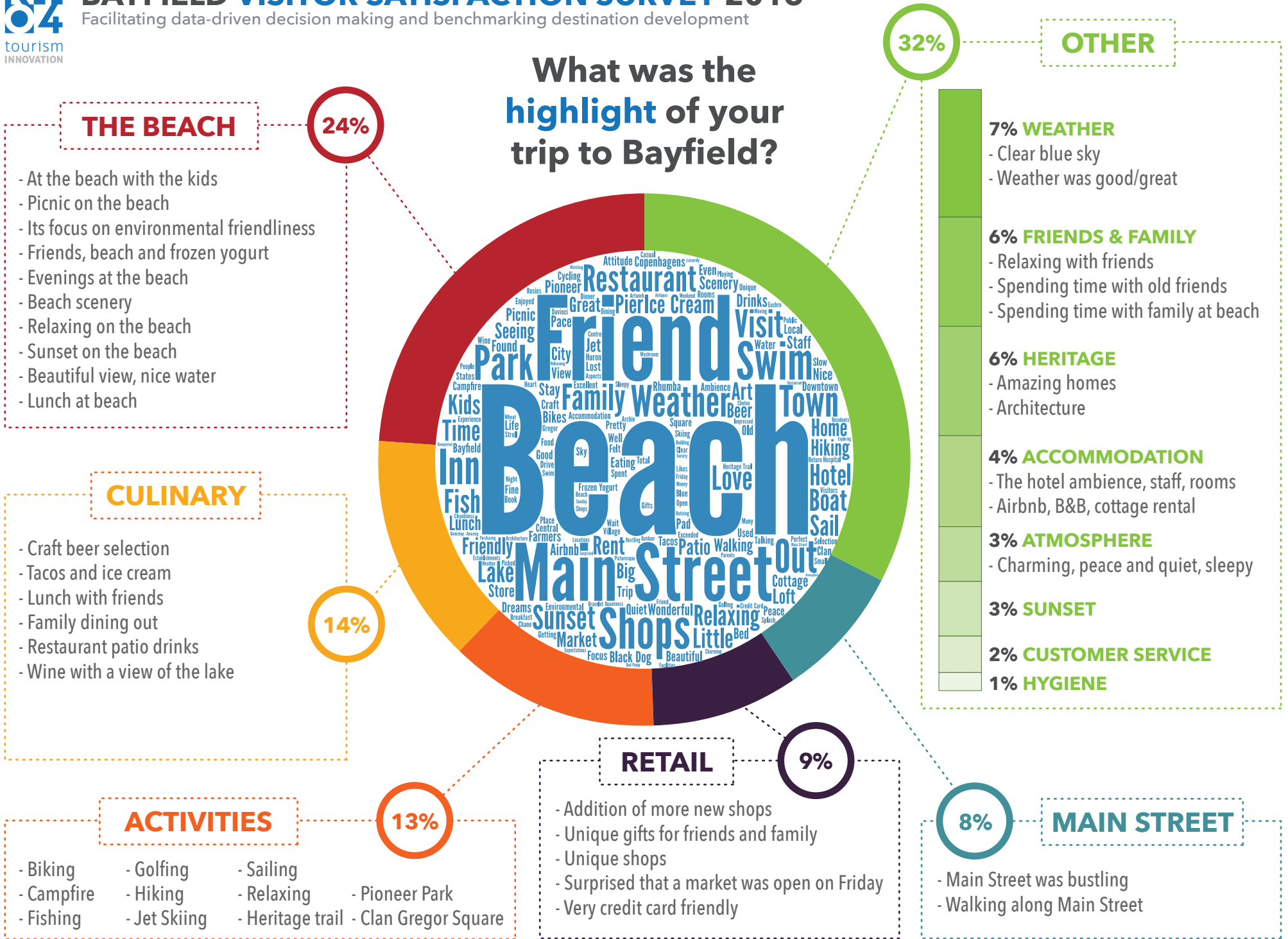
How likely are you to recommend this destination to family and friends?



62% PROMOTER 6% PASSIVE 56% DETRACTOR

The Net Promoter Score is an index that measures the willingness of visitors to recommend a destination to others.

What was the highlight of your trip to Bayfield?



What do you wish you had known prior to visiting Bayfield?

ACTIVITIES

31%

- Bike, boat, kayak, fishing equipment, jet ski rentals
- Amount of activities available
- Hiking trails
- Family friendly activities
- Programs for kids
- Golf course hours and information
- The shopping is great
- Information on tennis courts
- Nightlife
- Yoga in the park
- Things to do in towns around Bayfield
- Best places to sit/relax
- Hours

THE BEACH

16%

- Are there other beaches?
- What is the best beach?
- Easiest access?
- Where is the beach?
- Are dogs allowed?
- The beach is rocky; watershoes recommended
- Busyness
- Are there signs directing you?
- Size of beach
- Parking is available

CULINARY

13%

- Places to eat breakfast
- Restaurants for large groups
- Reservations recommended
- Top places to eat
- Hours
- Closest grocery store

29%

OTHER

- 9% MISCELLANEOUS**
 - More about people, history & nature
 - Dog friendly village
 - Beautiful Main Street
 - Squash
 - Directions
- 6% WEATHER**
- 6% CONSTRUCTION**
 - Detours and back route directions
- 4% WASHROOMS**
 - Public washroom locations
- 4% RETAIL**
 - Newly opened or closed stores
 - Hours
 - Sales

6%

FESTIVALS/EVENTS

- Friday Night Farmers' Market
- Time and location of festivals

5%

ACCOMMODATION

- Hotel and B&B options
- Are there more places to stay?
- There are a lot of options



