

Visitor Inquiries Tracking – GrandBendTourism.com

These data results were collected through the Request for Information button on the blue navigation bar on GrandBendTourism.com which was initiated in 2014. As a result of these information requests, packages of guides are mailed out to the recipient.

- There was a 7% increase in received requests through the website in 2015 compared to 2014
- In 2015, 68 requests for information were received
- The top 5 months we receive information requests in order are: June, July, May, April and March. No requests are received in December.
- Top 10 areas inquirers are from are Toronto & GTA (43), London & Area (14), USA (11), Kitchener-Cambridge-Waterloo (7), Hamilton-Wentworth (6), Niagara Region (6), Oxford County (6), Quebec (6), Windsor-Essex (5) and Local (4).
- 40% of inquirers ask to be signed up to the e-Newsletter
- 74% plan to visit in the Summer; 20% in the Spring; 20% in the Fall
- 27% plan to stay 4-7 nights; 24% plan to stay 1-3 nights; 13% plan to stay longer than 14 nights; 12% are daytrippers
- 38% plan to visit as part of a 1-2 person group (i.e. couple); 26% as part of a 3-4 person group; 20% as part of a larger than 4-person group
- 44% have not visited the Grand Bend Area before; 31% have visited the area before
- 45% are visiting as part of a Family Vacation with 24% as a personal getaway and 15% for business. Only 1.4% of inquirers were visiting friends and family.
- 64% heard about the area through the Internet and of that number 29% via a Google Search. None had heard about us via Facebook; 4% had heard about us from a written article
- Majority – 80% - requested IT STARTS AT THE BEACH visitor guide, followed by 57% asking for Ontario's West Coast guide, 50% for Navigate and 34% for Drayton Theatre Guide
- In decreasing order of travel interests indicated, inquirers were looking for information on:

1. Restaurants
2. Parks & Beaches
3. Shopping
4. Accommodation
5. Festivals & Events
6. Hiking & Canoeing Trails
7. Farm-Gate, Culinary & Farmers Markets
8. Outdoor Adventure

PROFILE SUMMARY

- Most inquiries are from Toronto & GTA
- Most inquiries occur in June
- Most plan to visit in the Summer
- Most plan to stay 4-7 nights
- Most plan a trip as a couple
- Most have not visited Grand Bend Area before
- Most are visiting for their family vacation
- Most hear about the area through Google Search
- Most ask for a copy of It Starts at the Beach visitor guide
- Top 5 travel interests are Restaurants, Parks & Beaches, Shopping, Accommodation, Festivals & Events

9. Arts & Culture
10. Sports
11. Spas
12. Marinas & Marine Services
13. Slots & Horse Racing
14. Golfing
15. Meetings & Conventions

Text Questions

- Are there any businesses that rent beach equipment (e.g. beach umbrellas, beach wagons) and/or baby gear (e.g. crib, high chair).
- Are there tennis courts to play at while we visit Grand Bend?
- As a new resident of Grand Bend I am interested in using the services of a general handyman. Do you have a directory of individuals who may be interested in this type of work?
- Asked about reviews for "The Beach Huts" cottage rentals and overnight parking.
- Can you send a new 2016 official visitor guide book
- Could you also send me a map of the area?
- Do you know of anyone who offers catamaran cruises for an hour or two?
- Hello, I was told to contact you with regards to looking for a cottage still available to rent June 26-29. 8 people mainly couples ranging from 22-24. Mature group looking to enjoy the beach. Have rented in the past having no problems and my family is landlords also. if you have any cottages contact me with pricings.
- Hello. I am the co-ordinator of our annual family reunion and we are thinking about coming to the Grand Bend area. We are 5-6 families that would like to find a cluster of cottages close together.
- How do we go about getting our cottage listed on your site for rentals? We are new owners right in the heart of the village. Thanks very much!
- How much would it be to rent a campground for approximately six people for two nights?
- How to advertise in It starts at the beach visitor guide
- I am having difficulty locating email contact information for Coco's Bar and Grill. I am planning a fairly intricate event and would like to incorporate some local business in my planning. Thank you for your time!
- I am looking to find out information in regards to having a wedding in Grand Bend on the beach. Any information would be great.
- I just wanted to request a hard copy of the visitor's guide.
- I will be camping at 32910 Centre Rd in Parkhill, Ontario how do I get to Grand Bend from there.
- I will be working in Grand Bend for 6 months and would appreciate receiving information via postage mail before April 28. Also, will you be sending a detailed map of Lambton County along with the information? I would appreciate if you could send one too.
- I wish to inquire if Mr. Richard (Rick) Coltman, or either of his two sons - Rick or Craig, have any connection with 16 Elmwood Avenue, Grand Bend. I believe that this cottage once belonged to Jack & Annie Coltman - (Rick's Mum & Dad), who were my Mum's Aunt & Uncle that emigrated from Wallsend, Northumberland UK during World War II.
- I would like to buy a Grand Bend flag can you help me with that?
- If you have any brochures or pamphlets of restaurants in the area, could you please send them in the mail as well, thank you.
- I'm interested on getting my business listed on here.
- I'm wondering if you know of anyone renting a one or two bedroom apartment cottage near the theatre or beach in Grand bend? All I am finding online are large cottages. Thanks.
- Information for day trips. We are a family with three young children renting a cottage in Grand Bend August 8-15. Information and coupons for attractions would be appreciated.
- Is there a bus or train in a near-by town that one could take to get to Grand Bend?
- Is there a picnic area with shade near the beach?

- Looking for a place to get married.
- Looking for an area recommended for families.
- Looking for recommendation for casual romantic date in Grand Bend
- Looking for visitors information on Saugeen Shores.
- My daughter would like to paint with a local artist (she is 11). Do you have day camps she could participate in?
- My name is Max and I am the Community Cruiser for FM 96. My job involves getting out into the Community (including GB) and supporting local events and initiatives. I would love to come out to Summer Sunset Sounds to help promote it!
- Planning a girls retreat weekend of May 13. Can you tell me if the shops and restaurants are open at this time in the season?
- Please confirm that the last beach concert of the summer is not a Sunday, but Monday September 7th?
- Please let me know what the policy on portable bbqs/grill use on the beach.
- Please send John Schwartz all of the flea market shops.
- Requesting information about flea markets in Grand Bend
- Residents of Grand Bend who want to be made more aware of the times of events like Buskerfest and Drive and Jive.
- Searching for a place that is not too costly (\$70 per night).
- We are individuals considering a Grand Bend retirement home.
- We are looking for availability June 28th. One night only for 2 people. We were hoping to find something quite reasonably close to the water. Is there anything you could recommend? Also, are you able to confirm availability as none of these hotel/motel sites have that information. I would have to call them direct which is long distance. Thanks.
- We are thinking of moving to Grand Cove
- We have a trailer at Greenhaven Trailer Park. A couple of years ago you had a parade on Canada Day. Is there any chance of one this year or next year? My husband brought up his 69 Nova and others at the park brought their old cars and really enjoyed it. We miss the parade!
- We would like to visit the Pinery. Do they have any rooms available at the park or nearby? Do you take American money? We don't need a lot of amenities in our room. Any suggestions of where to stay? We are seniors. Any info would be greatly appreciated.
- What is the best way to get to Grand Bend from Mississauga?
- Who would we need to contact about opening a business for a second hand store or second hand clothing store?
- Would it be possible to order 20 Grand Bend & Area guides?