



MARKET RESEARCH REPORTS 2.0

July, 2020

1. [Nanos Research \(June 9, 2020\) Arts Response Tracking Survey \(June 9, 2020\)](#)
2. [Destination Ontario \(June 18, 2020\) – Impact of COVID-19 on the Canadian Economy and Consumer Sentiment](#)
3. [Destination Canada \(June 18, 2020\) – Resident Sentiment](#)
4. [Abacus Data \(June 18, 2020\) - COVID-19 and Travel Impact Study](#)

Overall Highlights:

Ontario travelers are:

- Staying closer to home (purposefully choosing destinations that are close, and can be done as a shorter trip)
- Eliminating as many interactions with the public as possible (very little comfort with public transit, activities that involve crowds, destinations that are densely populated.
- Doing what is familiar. Comfort with accommodation type, transit, and activities increases among those who stayed there/participated in that activity in the past.

For indoor cultural activities :

- 26% or one in four indoor culture-goers will attend as soon as institutions are open and following public health guidelines
- 38% of indoor culture-goers will wait 5.2 months on average
- 35% of indoor culture-goers are unsure

For outdoor cultural activities the figures are more encouraging:

- 39% of outdoor culture-goers will attend immediately after institutions are open and following public health guidelines
- 30% of outdoor culture-goers will wait an average of five months
- 32% of outdoor culture-goers are unsure.



Compared to other provinces, Ontario is the least welcoming of visitors from other communities near them and from other parts of Ontario and least receptive to seeing advertising promoting their communities.

Other Data Currently Available

- StatsCan - Region 4 (Waterloo, Wellington, Huron and Perth Counties) - [LINK](#)
- Stratford Visitor Satisfaction Survey - [LINK](#)
- Economic Impact of Tourism Report for Stratford Infographic - [LINK](#)
- Economic Impact of Tourism Report for Stratford Full Report - [LINK](#)
- Environics - Re-Opening the Economy: Who Was Out-and-About Over the Holiday Long Weekend? [LINK](#)
- Google Insights - Understanding the Consumer Mindset in COVID-19 - [LINK](#)