

## Destination Marketing Plans for the Greater 1000 Islands Region

### 1. Please rank and assign points to the following services that the Council delivers in our leisure marketing cooperative campaign, with 5 being the most valuable and 1 being the least

|   | 1      | 2 | 3      | 4 | 5      | Total | Score      |
|---|--------|---|--------|---|--------|-------|------------|
| Group buying power/reach/I Love NY alignment for New York operators | 25.00% | 2 | 0.00%  | 0 | 0.00%  | 0     | 25.00%     |
| Reporting to justify your investment                                | 11.11% | 1 | 0.00%  | 0 | 33.33% | 3     | 22.22%     |
| Services included optimization and monitoring                       | 0.00%  | 0 | 12.50% | 1 | 50.00% | 4     | 25.00%     |
| Services including ad creation                                      | 57.14% | 4 | 0.00%  | 0 | 0.00%  | 0     | 28.57%     |
| Access to contemporary marketing tactics                            | 0.00%  | 0 | 83.33% | 5 | 0.00%  | 0     | 16.67%     |
|   |        |   |        |   |        | 1     | 0.00%      |
|   |        |   |        |   |        | 0     | 0.00%      |
|   |        |   |        |   |        | 6     | 3.67       |
|   |        |   |        |   |        |       | Answered 9 |
|   |        |   |        |   |        |       | Skipped 0  |

### 2. How can the Council adjust its leisure campaign offerings to gain greater investment or confidence from your organization? Choose 1 option as the most valuable change

| Answer Choices   | Responses  |
|--|------------|
| Offer opportunities for less investment beyond recent partner buy-in limits of \$1,000-1,500.                      | 75.00% 6   |
| Provide greater reporting metrics to help justify our investment to our organization and our funding stakeholders. | 12.50% 1   |
| Other  | 12.50% 1   |
| Offer opportunities for greater investment beyond recent partner limits of \$12,000-15,000.                        | 0.00% 0    |
|  | Answered 8 |
|  | Skipped 1  |

### 3. Please rank and assign points, with 6 being most important and 1 being least important, what sector your community most needs to market to effectively attract visitors

|                             | 1      | 2 | 3      | 4 | 5      | 6 | Score      |
|-----------------------------|--------|---|--------|---|--------|---|------------|
| Fall (September-October)    | 0.00%  | 0 | 37.50% | 3 | 0.00%  | 0 | 12.50%     |
| Q4 Holidays                 | 0.00%  | 0 | 37.50% | 3 | 12.50% | 1 | 0.00%      |
| Core Season (June-August)   | 14.29% | 1 | 0.00%  | 0 | 28.57% | 2 | 14.29%     |
| Major Festivals/Events      | 12.50% | 1 | 12.50% | 1 | 12.50% | 1 | 25.00%     |
| Spring (April-May)          | 25.00% | 2 | 0.00%  | 0 | 37.50% | 3 | 25.00%     |
| Off-season (November-March) | 37.50% | 3 | 12.50% | 1 | 0.00%  | 0 | 12.50%     |
|                             |        |   |        |   | 12.50% | 1 | 25.00%     |
|                             |        |   |        |   | 25.00% | 2 | 12.50%     |
|                             |        |   |        |   | 37.50% | 3 | 12.50%     |
|                             |        |   |        |   | 0.00%  | 0 | 0.00%      |
|                             |        |   |        |   |        | 6 | 3.13       |
|                             |        |   |        |   |        |   | Answered 9 |
|                             |        |   |        |   |        |   | Skipped 0  |

### 4. Please rank and assign points by importance, with 3 being most important and 1 being least, the travel trade services we provide/can provide

|   | 1      | 2 | 3      | Total | Score      |
|---|--------|---|--------|-------|------------|
| Attending marketplace events such as American Bus Association and Ontario Motorcoach Association to build leads lists to support our operators. | 33.33% | 3 | 0.00%  | 0     | 66.67%     |
| Create more opportunities (fee-based) for attendance by partners at travel trade marketplace events.  | 11.11% | 1 | 66.67% | 6     | 22.22%     |
| Travel trade readiness education to get more of our operators to understand groups markets.   | 50.00% | 4 | 37.50% | 3     | 12.50%     |
|   |        |   |        | 1     | 2.38       |
|   |        |   |        | 8     |            |
|   |        |   |        |       | Answered 9 |
|   |        |   |        |       | Skipped 0  |

**5. What opportunities would you like to see offered/integrated in our travel trade program? Please select all for which you would consider collaborating with the Council**

| Answer Choices   | Responses |
|--|-----------|
| Opportunities to attend marketplace events with the Council, potentially subsidized.         | 88.89% 8  |
| Reverse sales mission where we could help host operators.                                    | 77.78% 7  |
| Sales mission road trip participation where we could visit operators as a 1000 Islands team. | 66.67% 6  |
| Advertising opportunities to travel trade sector in conjunction with the Council.            | 55.56% 5  |
| Answered   | 9         |
| Skipped  | 0         |

**6. We have long invited travel writers and media working in both traditional and contemporary formats to visit and help spread the word about our destination. Please share your thoughts on partnering on public relations**

| Answer Choices   | Responses |
|--|-----------|
| My organization can partner to either split hard costs or help with in-kind costs. | 66.67% 6  |
| We are not equipped to contribute to public relations tactics without a partner.   | 33.33% 3  |
| No, this is not a priority for us.   | 0.00% 0   |

**7. Data drives marketing decisions but we want to hear from you too. Please rank and assign points to these potential new and emerging markets, with 5 being the most valuable to you and 1 being the least**

|  | 1      | 2 | 3      | 4 | 5      | Total | Score      |
|--|--------|---|--------|---|--------|-------|------------|
| Fly markets, such as those connecting via Watertown International Airport  | 0.00%  | 0 | 33.33% | 3 | 11.11% | 1     | 44.44%     |
| Great Lakes long haul cruise ships/passengers                              | 22.22% | 2 | 11.11% | 1 | 22.22% | 2     | 22.22%     |
| Long-haul, non-core demographic domestic visitors from the U.S. and Canada | 11.11% | 1 | 33.33% | 3 | 11.11% | 1     | 33.33%     |
| Fort Drum soldiers and families  | 33.33% | 3 | 11.11% | 1 | 22.22% | 2     | 22.22%     |
| International (overseas) visitors  | 33.33% | 3 | 11.11% | 1 | 33.33% | 3     | 11.11%     |
|  |        |   |        |   |        | 1     | 9          |
|  |        |   |        |   |        |       | 2.67       |
|  |        |   |        |   |        | 2     | 9          |
|  |        |   |        |   |        | 3     | 9          |
|  |        |   |        |   |        | 2     | 9          |
|  |        |   |        |   |        | 1     | 9          |
|  |        |   |        |   |        |       | 2.78       |
|  |        |   |        |   |        | 2     | 9          |
|  |        |   |        |   |        | 1     | 9          |
|  |        |   |        |   |        |       | 3.22       |
|  |        |   |        |   |        | 1     | 9          |
|  |        |   |        |   |        |       | 3.44       |
|  |        |   |        |   |        |       | Answered 9 |
|  |        |   |        |   |        |       | Skipped 0  |

**8. In 2025, the Council produced a printed travel guide projected to last through 2026. Thinking ahead to late 2026 and early 2027, describe your likely investment in the Travel Guide, with 3 being the most likely and 1 the least**

|   | 1      | 2 | 3      | Total | Score      |
|---|--------|---|--------|-------|------------|
| We would actively be involved, create an advertising cooperative and help with content. | 11.11% | 1 | 33.33% | 3     | 55.56%     |
| We would have a passive role and provide/review editorial content.                      | 0.00%  | 0 | 66.67% | 6     | 33.33%     |
| We do not see the value in continuing to support the Travel Guide.                      | 88.89% | 8 | 0.00%  | 0     | 11.11%     |
|   |        |   |        | 1     | 9          |
|   |        |   |        |       | 1.56       |
|   |        |   |        | 3     | 9          |
|   |        |   |        | 2     | 9          |
|   |        |   |        | 1     | 9          |
|   |        |   |        |       | 1.67       |
|   |        |   |        | 3     | 9          |
|   |        |   |        | 2     | 9          |
|   |        |   |        | 1     | 9          |
|   |        |   |        |       | 2.78       |
|   |        |   |        |       | Answered 9 |
|   |        |   |        |       | Skipped 0  |

**9. Please share other hot thoughts from new markets to areas where your organization could use help!**

|          |   |
|----------|---|
| Answered | 5 |
| Skipped  | 4 |

We would love to have our Canadian friends travel here more next year! We would like to have more Cruise Ships make a stop in Clayton.

Here at TIAP we continue to be about travel media and collaborating with you on any and all initiatives in this field. We have a new found love of billboards. Sue me, but we still like print. Especially maps!!! tourism bus to Henderson Harbor from Watertown hotels during Christmas in July and Oktoberfest events

Keep up the great work, Team!

Shoulder-season marketing is probably where we could use the most help attracting visitors (i.e. April/May and Oct/Nov). Thanks for seeking out our feedback! :-)