

Q1. Considering your own business, how would you rate your feelings about this year's tourism season?

	Both	NY	ON
Very Pleased	10%	7%	19%
Pleased	31%	33%	38%
Satisfied	31%	28%	31%
Disappointed	26%	30%	13%
Very Disappointed	1%	2%	0%

Q2. Compared to last year, how would you describe your own business for this year's tourism season?

	Both	NY	ON
Much Better	9%	6%	19%
Somewhat Better	21%	15%	38%
About the Same	36%	39%	25%
Somewhat Worse	30%	37%	19%
Much Worse	4%	4%	0%

Q3. Compared to last year, how would you describe overall 1000 Islands tourism for 2025?

	Both	NY	ON
Much Better	5%	4%	7%
Somewhat Better	19%	13%	40%
About the Same	48%	49%	47%
Somewhat Worse	28%	34%	7%
Much Worse	0%	0%	0%

Q4. What best describes your business in each month this year?

	Very Strong	Fairly Strong	Moderate	Somewhat Weak	Very Weak
MAY	4%	14%	32%	29%	22%
JUNE	8%	19%	39%	23%	11%
JULY	40%	29%	18%	10%	4%
AUGUST	46%	20%	20%	10%	4%
SEPTEMBER	15%	30%	23%	19%	12%
OCTOBER	8%	19%	21%	27%	25%

Q5. What is your estimate of the percentage of your business that comes from tourists?

Less than 10%	4%
10% to 25%	19%
26% to 50%	18%
51% to 75%	18%
More than 75%	42%

Q6. Thinking about the next five years, do you believe overall tourism business in the 1000 Islands will:

	Both	NY	ON
Improve Significantly	7%	2%	25%
Improve Slightly	38%	37%	44%
Be About the Same	46%	52%	25%
Decline Slightly	6%	6%	6%
Decline Significantly	4%	4%	0%

Q7. Thinking about the next five years, do you believe your own business will:

	Both	NY	ON
Improve Significantly	11%	11%	14%
Improve Slightly	39%	31%	71%
Be About the Same	39%	44%	14%
Decline Slightly	10%	11%	0%
Decline Significantly	1%	2%	0%

Q8. What kind of effect have the following factors had on your business this year?

	Very Positive	Positive	No Effect	Negative	Very Negative
Weather	13%	32%	21%	24%	10%
General economic conditions	0%	18%	20%	56%	6%
Canadian/US dollar exchange rate	0%	9%	48%	34%	10%
Ease of crossing border	3%	7%	45%	27%	18%
Gas prices	3%	11%	54%	30%	3%
Water levels	3%	6%	61%	23%	9%
Marketing of the 1000 Islands	16%	44%	35%	4%	1%
Competition from other areas	0%	3%	65%	32%	0%
USA/Canada Relations	0%	3%	18%	41%	38%
Opening of new attractions nearby	0%	20%	74%	4%	2%

Q9. Which of the following best matches your 2026 marketing plans?

I will invest more resources into marketing to sustain and build demand.	19%
I will invest less into marketing because of scarcity of resources/other expenses.	10%
I will invest about the same in 2026 as I did in 2025 when it comes to marketing.	71%

Q10. In what area can the 1000 Islands International Tourism Council best serve you?

	Both	NY	ON
Marketing opportunities that I can participate in (complimentary or buy-in) to support my operation.	42%	40%	47%
Data development and sharing information such as visitor traits, occupancy rates, spending trends and border crossing stats.	23%	24%	20%
Business-to-business communications such as new openings, events sharing, etc.	15%	12%	27%
Having a greater presence in community/regional development.	20%	24%	7%

Q12. Country:

USA	77%
Canada	23%

Q13. Type of business, check all that apply:

Attraction	23%
Recreation & Sport	27%
Lodging	37%
Food	13%
Retail	6%
Events/Entertainment	11%
Marine	29%
Campground	9%
Agricultural / Craft Beverage	3%
Other	7%

Please learn to write better survey questions. Good weather or bad weather? Good weather has a very positive effect. Bad weather has a very negative effect. High Water levels are very good for some parts of my business. High water levels are very bad for some parts of my business. We run a fuel dock. The gas prices have both a positive and a negative effect. These are very vague questions and will most likely produce useless, inaccurate results.

Launching my boat has become an issue because the boat museum doesn't allow trailer parking anymore at the public dock on Mary st.

Air bnbs

Sent troops to southern border was bad for our business, insulting Canadians was bad for business, tariffs were bad for business and the government shutdown destroyed all training in the area for the fall. I am obviously not a fan!!!.

This is our last year of running fishing charters due to retirement!

Lack of product. (Not many good movies out this summer)

Uncertainty about the economic stability of our country. Very cautious spending.

Listen, we know it's not anonymous, it's sent from our email addresses. There should be different surveys for different industries. There is no way a Food Business is thinking the same way as a campground. If someone has a bar, what category does that go into?

The questions what kind of effect did this factor have is incredibly vague and skews the correct responses. Weather: are you asking about good or bad weather. Bad weather has a slight neg effect. Canadian/US dollar exchange: in our favor or in their favor? Ease of crossing the border like, is it easy or hard? Gas prices: Are you asking about the general vibe of gasoline or when prices are high? Water levels: are you asking in relation to the levels in 2019 or in general? Are you asking about the levels in May or October? High water level? Low water level? Both are good. Both are bad.

We think it would be interesting to ask businesses what they thought of the actual tourists that they encountered. This summer, we encountered some of the worst tourists we have ever seen, including but not limited to indecent exposure to minors, indecent exposure to adults, public intoxication, littering, destroying public and private property, theft, vandalism, and a fist fight in front of minors.

Looking to work closer with TIIC in promoting new products and enhancing Brockville's destination profile.

Thanks for what you do in this challenging time!

The season is too short!

You all do a great job, very important work and represent us well. Thank you!

We have retired and no longer run Milky Way Fishing Charters.

The IJC needs to rethink their management of Lake Ontario water levels. Plan 2014 is not working for the eastern basin areas.

Another great season!

There is a lack of massage therapist in the area. If there were more, we would be able to see more people.

I would like to see more promotion of our region as a shared region between Canada and the United States. We can emphasize our historic cooperation and shared economy in the face of the larger economic division created by politics.

While Brockville has a strong foundation for tourism, one of the key challenges impacting local businesses , particularly in the hospitality sector, is the lack of a clear, organized plan of action set well in advance of each tourism year. Having defined strategies and confirmed events earlier would allow hotels and other partners to align marketing, staffing, and rate planning accordingly.

In addition, there is currently limited collaboration between tourism and the hospitality sector. A stronger, more structured partnership would allow hotels to play a larger role in attracting and supporting visitors, helping to increase overall occupancy and strengthen the visitor economy for the entire region.

We are a museum

Considering your own business, how would you rate your feelings about this year's summer season?

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Very Pleased	10%	24%	19%	28%	29%	22%	14%	32%	15%	27%	23%	15%	16%	19%	19%	19%	15%	14%	26%	13%	21%	13%	23%	28%	22%	33%
Pleased	31%	33%	36%	40%	34%	12%	30%	41%	27%	41%	35%	25%	28%	31%	29%	36%	22%	23%	30%	29%	34%	28%	27%	31%	23%	43%
Satisfied	31%	25%	23%	22%	19%	20%	29%	18%	24%	20%	26%	37%	29%	30%	32%	31%	33%	34%	25%	27%	26%	29%	31%	26%	31%	13%
Disappointed	26%	20%	17%	7%	13%	22%	20%	7%	23%	9%	14%	22%	22%	20%	17%	13%	22%	24%	17%	26%	17%	28%	17%	12%	25%	10%
Very Disappointed	1%	0%	5%	2%	5%	24%	8%	1%	10%	3%	1%	2%	6%	1%	3%	2%	7%	4%	2%	6%	2%	2%	1%	1%	0%	2%

Compared to last year, how would you describe your own business for this year's summer season:

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Much Better	9%	10%	12%	26%	31%	17%	6%	23%	12%	17%	15%	10%	8%	12%	7%	13%	9%	8%	15%	5%	14%	11%	6%	15%	13%	25%
Somewhat Better	21%	26%	29%	31%	35%	16%	29%	43%	20%	45%	39%	26%	27%	34%	30%	35%	23%	21%	40%	28%	31%	27%	37%	42%	32%	44%
About the Same	36%	41%	34%	33%	24%	10%	31%	23%	27%	26%	26%	34%	33%	31%	35%	30%	34%	35%	28%	35%	36%	35%	30%	26%	22%	23%
Somewhat Worse	30%	22%	19%	9%	6%	19%	26%	11%	28%	10%	18%	26%	25%	21%	24%	20%	26%	28%	15%	25%	18%	22%	19%	15%	31%	5%
Much Worse	4%	2%	6%	1%	4%	38%	8%	1%	14%	2%	1%	4%	7%	2%	4%	2%	8%	5%	2%	8%	2%	4%	3%	3%	2%	2%

Compared to last year, how would you describe overall 1000 Islands tourism for this year:

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Much Better	5%	10%	13%	25%	29%	11%	2%	20%	4%	16%	8%	6%	5%	7%	5%	11%	2%	1%	8%	0%	3%	5%	6%	4%	5%	20%
Somewhat Better	19%	31%	27%	41%	39%	15%	21%	43%	14%	47%	38%	23%	18%	31%	18%	34%	8%	11%	26%	12%	27%	19%	24%	33%	16%	49%
About the Same	48%	42%	41%	24%	25%	10%	49%	30%	32%	28%	38%	41%	45%	44%	49%	38%	48%	42%	44%	44%	48%	42%	40%	38%	37%	23%
Somewhat Worse	28%	16%	16%	10%	5%	29%	23%	6%	41%	9%	16%	26%	27%	16%	26%	15%	37%	35%	20%	40%	20%	30%	26%	15%	41%	7%
Much Worse	0%	0%	3%	1%	2%	36%	6%	1%	9%	1%	2%	4%	4%	1%	2%	2%	6%	5%	3%	5%	2%	4%	4%	3%	1%	1%



Thinking about the next five years, do you believe overall tourism business in the 1000 Islands will:

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Improve Significantly	7%	11%	14%	21%	34%	33%	14%	19%	21%	21%	15%	12%	16%	10%	12%	14%	11%	4%	16%	10%	14%	21%	16%	20%	18%	30%
Improve Slightly	38%	60%	53%	50%	54%	48%	45%	58%	45%	40%	47%	47%	43%	55%	41%	56%	48%	33%	42%	44%	38%	45%	57%	46%	52%	38%
Be About the Same	46%	23%	24%	24%	10%	11%	36%	20%	29%	35%	30%	29%	29%	27%	36%	22%	29%	32%	27%	28%	30%	24%	20%	22%	19%	17%
Decline Slightly	6%	7%	9%	3%	2%	4%	5%	3%	5%	4%	8%	10%	11%	7%	10%	9%	10%	21%	15%	15%	18%	5%	5%	7%	9%	10%
Decline Significantly	4%	0%	0%	1%	0%	5%	2%	1%	1%	1%	1%	1%	2%	1%	2%	0%	2%	4%	1%	2%	0%	1%	2%	1%	2%	5%

Thinking about the next five years, do you believe your own business will:

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Improve Significantly	11%	18%	16%	25%	30%	28%	15%	22%	19%	20%	19%	20%	15%	14%	16%	16%	19%	12%	26%	19%	18%	25%	22%	31%	27%	35%
Improve Slightly	39%	49%	52%	49%	52%	44%	53%	50%	53%	47%	47%	49%	53%	53%	42%	54%	51%	43%	41%	46%	46%	50%	56%	44%	52%	43%
Be About the Same	39%	29%	24%	24%	15%	19%	26%	25%	21%	25%	26%	24%	24%	26%	35%	22%	21%	25%	25%	29%	25%	17%	13%	18%	16%	17%
Decline Slightly	10%	3%	8%	2%	2%	5%	6%	2%	6%	4%	8%	6%	6%	6%	5%	7%	6%	14%	7%	6%	11%	6%	7%	3%	4%	4%
Decline Significantly	1%	0%	1%	1%	1%	4%	0%	2%	1%	5%	1%	1%	2%	1%	2%	1%	2%	2%	1%	0%	0%	1%	2%	2%	2%	1%

What best describes your business in each summer month this year? (JUNE)

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Strong	8%	18%	19%	19%	17%	9%	9%	15%	7%	12%	7%	4%	6%	12%	6%	12%	10%	11%	12%	8%	8%	7%	7%	12%	8%
Fairly Strong	19%	34%	33%	34%	34%	17%	20%	42%	19%	34%	25%	25%	18%	30%	20%	21%	24%	21%	30%	15%	26%	18%	19%	23%	24%
Moderate	39%	30%	24%	34%	28%	13%	31%	24%	27%	32%	42%	36%	34%	32%	41%	36%	25%	35%	32%	35%	37%	36%	28%	35%	33%
Somewhat Weak	23%	13%	16%	10%	10%	15%	23%	14%	23%	20%	20%	26%	31%	18%	25%	22%	29%	19%	17%	29%	22%	26%	32%	20%	24%
Very Weak	11%	4%	8%	3%	12%	47%	18%	5%	21%	2%	6%	10%	12%	9%	8%	10%	13%	11%	8%	14%	7%	12%	14%	9%	12%

What best describes your business in each summer month this year? (JULY)

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Strong	40%	51%	46%	52%	52%	28%	29%	55%	28%	46%	39%	32%	27%	29%	28%	32%	28%	25%	13%	24%	34%	19%	28%	35%	25%
Fairly Strong	29%	23%	26%	30%	25%	15%	35%	27%	30%	35%	38%	34%	33%	36%	35%	33%	23%	33%	30%	30%	33%	36%	34%	29%	33%
Moderate	18%	19%	18%	14%	13%	20%	20%	13%	16%	15%	16%	19%	24%	22%	25%	24%	27%	24%	32%	25%	23%	27%	24%	20%	19%
Somewhat Weak	10%	7%	6%	3%	8%	13%	11%	2%	14%	2%	6%	12%	11%	11%	9%	8%	15%	11%	18%	16%	8%	12%	11%	12%	20%
Very Weak	4%	1%	5%	2%	2%	24%	5%	2%	8%	1%	1%	2%	5%	1%	3%	3%	6%	5%	9%	5%	2%	5%	3%	3%	3%

What best describes your business in each summer month this year? (AUGUST)

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Strong	46%	46%	43%	54%	54%	33%	35%	54%	36%	46%	39%	35%	33%	30%	30%	37%	29%	34%	46%	29%	34%	25%	37%	36%	33%
Fairly Strong	20%	30%	31%	27%	24%	19%	37%	30%	30%	35%	39%	36%	41%	40%	36%	36%	35%	33%	32%	32%	37%	38%	37%	34%	36%
Moderate	20%	16%	13%	11%	15%	18%	16%	13%	22%	10%	12%	21%	15%	18%	23%	21%	20%	20%	14%	25%	18%	24%	20%	25%	19%
Somewhat Weak	10%	7%	9%	6%	4%	14%	10%	2%	8%	6%	9%	8%	8%	10%	8%	4%	11%	7%	7%	12%	10%	9%	4%	4%	8%
Very Weak	4%	1%	4%	3%	4%	16%	2%	1%	3%	2%	1%	1%	3%	1%	4%	3%	4%	2%	8%	2%	2%	3%	2%	1%	4%

What kind of effect have the following factors had on your business this year?

Summer weather

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0	99
Very Positive	13%	6%	13%	25%	18%	37%	19%	51%	8%	55%	33%	12%	14%	46%	31%	43%	9%	8%	36%	9%	51%	11%	42%	42%	2%	31%
Positive	32%	42%	39%	54%	56%	34%	43%	38%	23%	32%	44%	33%	29%	31%	43%	37%	17%	21%	42%	33%	29%	14%	36%	35%	14%	45%
No Effect	21%	25%	19%	14%	18%	28%	14%	6%	13%	7%	14%	18%	20%	13%	15%	13%	21%	17%	12%	22%	11%	20%	10%	7%	17%	15%
Negative	24%	25%	27%	7%	7%	1%	19%	4%	34%	2%	7%	32%	27%	8%	10%	6%	36%	38%	8%	29%	8%	39%	10%	14%	45%	9%
Very Negative	10%	2%	1%	0%	1%	0%	4%	1%	19%	4%	1%	5%	9%	2%	2%	1%	18%	12%	1%	7%	1%	12%	1%	0%	22%	0%

Canadian/US dollar exchange rate

	25	24	23		21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4		2	1	0	99
Very Positive	0%	0%	3%	3%	2%	0%	2%	4%	5%	7%	8%	1%	3%	3%	5%	3%	5%	4%	9%	7%	3%	3%	6%	14%	7%		14%
Positive	9%	18%	19%	11%	8%	5%	19%	24%	22%	18%	20%	21%	26%	27%	20%	21%	15%	21%	22%	21%	20%	14%	28%	16%	28%		15%
No Effect	48%	63%	59%	66%	78%	75%	58%	53%	50%	41%	35%	53%	53%	48%	47%	48%	51%	43%	36%	38%	50%	52%	35%	39%	29%	23%	23%
Negative	34%	18%	14%	18%	8%	8%	18%	16%	19%	25%	27%	20%	17%	17%	22%	23%	24%	22%	22%	26%	25%	27%	21%	19%	23%	25%	
Very Negative	10%	0%	5%	3%	4%	13%	4%	3%	1%	8%	10%	5%	1%	4%	5%	5%	4%	6%	10%	6%	1%	0%	10%	11%	13%	22%	

Ease of crossing the border

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0	99
Very Positive	3%	4%	7%	4%	6%	3%	2%	6%	4%	2%	2%	1%	6%	2%	4%	2%	7%	2%	1%	3%	2%	3%					
Positive	7%	30%	40%	22%	6%	2%	20%	25%	21%	23%	23%	21%	20%	15%	15%	13%	9%	9%	10%	8%	6%	3%					
No Effect	45%	57%	43%	32%	27%	16%	55%	52%	52%	49%	47%	53%	42%	50%	41%	42%	33%	44%	38%	33%	41%	41%					
Negative	27%	7%	8%	25%	28%	14%	22%	14%	16%	22%	22%	20%	28%	28%	28%	29%	32%	29%	36%	42%	34%	37%					
Very Negative	18%	2%	2%	17%	33%	64%	1%	3%	2%	4%	5%	5%	5%	5%	12%	14%	18%	10%	13%	13%	16%	10%					

Gas prices

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Positive	3%	1%	3%	1%	5%	5%	2%	6%	5%	12%	15%	4%	6%	3%	5%	2%	9%	5%	2%	6%	3%	3%		3%	
Positive	11%	12%	7%	4%	10%	24%	20%	22%	25%	56%	53%	17%	11%	7%	10%	16%	12%	5%	8%	6%	7%	8%		7%	
No Effect	54%	33%	28%	23%	46%	68%	55%	47%	50%	25%	22%	25%	25%	15%	19%	38%	46%	11%	29%	15%	20%	23%		47%	
Negative	30%	46%	51%	43%	32%	2%	22%	24%	16%	6%	8%	45%	51%	58%	51%	36%	27%	44%	46%	45%	48%	47%		36%	
Very Negative	3%	8%	11%	31%	7%	0%	1%	2%	2%	1%	1%	8%	7%	17%	14%	8%	5%	28%	15%	24%	20%	15%		7%	

General Economy

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Positive	0%	4%	4%	5%	6%	7%	8%	19%	5%	9%	10%	4%	7%	2%	5%	3%	6%	5%	2%			4%	3%	1%	
Positive	18%	25%	24%	29%	49%	27%	39%	59%	36%	49%	40%	27%	20%	20%	14%	17%	12%	7%	24%			14%	21%	17%	
No Effect	20%	15%	28%	20%	21%	24%	33%	11%	39%	23%	18%	18%	19%	24%	19%	25%	23%	21%	35%			24%	29%	34%	
Negative	56%	49%	34%	40%	19%	30%	19%	10%	16%	15%	29%	43%	48%	46%	52%	46%	45%	51%	35%			47%	41%	41%	
Very Negative	6%	7%	11%	7%	5%	13%	2%	1%	2%	3%	2%	8%	6%	9%	11%	9%	14%	10%	4%			6%	6%	5%	

Lake/River Water Levels

	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	2	1	0
Very Positive	3%	2%	6%	0%	4%	14%	2%	17%	2%	4%	6%	3%	7%	1%	4%	5%	4%	5%	2%	2%	1%				
Positive	6%	11%	26%	11%	13%	25%	6%	35%	10%	19%	29%	22%	19%	1%	14%	6%	14%	21%	8%	6%	13%				
No Effect	61%	57%	59%	47%	54%	54%	26%	38%	18%	52%	53%	57%	47%	35%	62%	57%	63%	56%	48%	68%	58%				
Negative	23%	24%	8%	29%	23%	6%	29%	9%	29%	16%	9%	14%	23%	42%	12%	22%	15%	9%	29%	42%	20%	16%			
Very Negative	9%	6%	1%	13%	6%	2%	38%	1%	40%	9%	3%	4%	3%	21%	6%	11%	4%	4%	10%	3%	7%				

Competition from other areas

	25	24	23	22	21	20	19	18	17	16	15	14	13
Very Positive	0%	2%	2%	1%	2%	2%	1%	3%	1%	1%	3%	3%	2%
Positive	3%	9%	16%	11%	11%	9%	13%	18%	13%	16%	14%	14%	10%
No Effect	18%	62%	65%	69%	64%	76%	61%	57%	63%	61%	55%	57%	56%
Negative	41%	25%	16%	19%	22%	11%	24%	20%	15%	21%	26%	23%	28%
Very Negative	38%	1%	1%	0%	1%	2%	2%	3%	4%	2%	3%	3%	3%

Marketing of the 1000 Islands

	25	24	23	22	21	20	19	18	17	16	15	14	13
Very Positive	16%	11%	9%	11%	8%	10%	12%	17%	9%	14%	14%	7%	9%
Positive	44%	63%	62%	57%	59%	47%	57%	72%	55%	60%	57%	56%	56%
No Effect	35%	26%	28%	31%	30%	39%	29%	9%	29%	23%	23%	27%	25%
Negative	4%	1%	1%	1%	2%	4%	3%	3%	3%	2%	6%	9%	9%
Very Negative	1%	0%	0%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%