

Redpath
**TORONTO
WATERFRONT
FESTIVAL**
PRESENTS
Great Lakes United
TALL SHIP CHALLENGE® 2010
JUNE 30 – JULY 4, 2010
TOwaterfrontfest.com



SURVEY SUMMARY

Prepared by:

Harmony Marketing Inc.

August 23, 2010



ATTENDANCE & DEMOGRAPHICS:

TOTAL ATTENDEES = 750,000 people

- Total Wristbands Sold = 12,963

SURVEY SUMMARY:

- 50/50 Male Female
- 59% were over 45
- 55% attended with family
- 69% attended with children
- 85% came specifically to see the Tall Ships

Top 4 Media Outlets:

- #1: CTV
- #2: Friends/Family/Word of Mouth
- #3: Toronto Star
- #4: TTC Posters

Where did people reside:

- 62% GTA
- 19% within 100 kms
- 9.5% within Ontario
- 3% outside Ontario within Canada
- 4% from U.S.
- 3% country other than Canada or U.S.
- Therefore 38.5% of attendance came from outside of GTA = 288,750 people

Sample of regions (other than GTA):

- Ottawa/Kingston/Gatineau; Hamilton/Burlington/St. Catharine's/NF; Barrie/Orillia/Midland; Kitchener/Waterloo/Guelph;
- BC, MN, AL, PQ,
- USA: NY, FLA, MA, MI, NC, WI, CA,
- UK: England, Ireland
- EUROPE: Sweden, Germany, Portugal, Netherlands,
- Other: China, Australia, New Zealand

- 8.5% of people stayed in a hotel = 64,000 people

Areas attended:

- 43% went to some or all Tall Ships
- 24% went to QQT
- 22% went to Harbourfront Centre
- 7% went to Green Village
- 5% went to Galley Grill

- 30% of attendees had annual incomes of \$100,000+
- 50% of attendees had annual incomes of \$81,000 +

How much did you spend while at the Festival?

- 60% - Spent Less than \$100 ($450,000 \times \$50 = \$22,500,000$)
- 27% - Spent between \$100 & \$250 ($202,500 \times \$175 = \$35,437,500$)
- 5% - Spent between \$250 & \$500 ($37,500 \times \$375 = \$14,062,500$)
- 6% - Spent between \$500 & \$1000 ($45,000 \times \$750 = \$33,750,000$)
- 1% - Spent over \$1000 ($7500 \times \$1750 = \$13,125,000$)
- 1% - Spent over \$2500 ($7500 \times \$2500 = \$18,750,000$)
- Estimated Economic Impact: \$137,625,000

Why do you think the Great Lakes are worth protecting?

- Important body of fresh water
- Last large clean water available
- Huge importance to Canada, nautical heritage, part of our history
- Fresh water supply, species safety, beauty, quality of life, health and environment
- Animals and their habitat
- Great natural resource
- Nature is our life
- Our future
- Valuable ecosystem and source of usable fresh water
- Recreation

What did you like best about the festival?

- TALL SHIPS (265 answered this)
- Weather
- Everything
- Relaxed atmosphere
- People
- Meeting & Speaking with Crew Members
- The location
- Food
- Pirates
- No overcrowding or aggressive sales people

How would you see us improve on the festival?

- Nothing to improve
- More ships
- More entertainment, music, attractions, activities
- More information & directions on Festival – more info on ships
- More places to purchase Wristbands & redeem them (perhaps at ships or more tents)
- Have the boats closer – less walking
- Better educated staff/volunteers (ticket sales, info)
- Free stuff: Guide, water, kids stuff, map,
- More food & beverage locations
- Food & Drinks expensive