



**Windsor Tourism - Market Research Report
Presented to the Windsor, Essex County & Pelee Island
Convention & Visitors Bureau**



tns canadian facts

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Executive Summary



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Executive Summary

Short Get-Aways

- Not surprisingly, short get-away trips are more popular than longer trips. More than four out of five (83%) North/Central Americans (84% of Southern Ontarians) have taken at least one such trip in the past 2 years, with a third (33%) having taken at least four.
- While a substantial proportion of pleasure trips include visiting friends or relatives, short get-aways are viewed as more for pleasure-only. Almost three-quarters (72%) of North/Central Americans have taken a short get-away for pleasure-only in the past 2 years, whereas just over half (55%) have taken a short get-away to visit with friends and relatives (72% and 56% for Southern Ontarians).
- Although a wide variety of short get-away destinations come to mind, six are mentioned with greater frequency than the rest: Michigan, Chicago, Ohio, Florida, Wisconsin and New York. Windsor is mentioned by only 1 per cent of North/Central Americans.
- In reality, neither Florida nor Wisconsin is the typical get-away destination for North/Central Americans. The five main destinations are: Michigan (20%), Ohio (11%), Chicago (8%), Canada (8%) and New York State (7%). Consistent with its low share-of-mind, Windsor is mentioned by 1 per cent. In comparison, Toronto and Niagara Falls are the favoured Canadian get-away destinations mentioned by 4 per cent and 2 per cent of Americans, respectively.