

AGENDA ITEM: Presentation of 2019 Tourism Market Research Study by Gray Research Solutions

BACKGROUND

Last year, Gray Research Solutions was selected to conduct a year-long market research study during the 2018-2019 fiscal year.

The study included the following scope of work:

- Destination Immersion Study
- Lodging Study
- Attractions Survey
- Visitor Intercept Study
- Seasonal Analysis
- Focus Forums
- Strategic Recommendations

Shannon Gray will present an overview of each deliverable and strategic recommendations to implement during the 2020 fiscal year.

Funding Source:

Funding was paid from the 2018-2019 operational budget.