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News Release

FOR IMMEDIATE RELEASE

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1000 Islands Tourism Business Confidence Survey: Results show increased level of satisfaction with business

Alexandria Bay, New York -- The 1000 Islands International Tourism Council recently conducted its annual tourism business confidence survey. Approximately 1,000 tourism-related businesses in the region were polled about their perceptions of the 2007 summer season, with more than one-quarter responding.

The survey confirmed an overall high level of satisfaction with business; however, the level of satisfaction varied from community to community, with U.S. responses slightly more positive. This represents a notable shift from the early years of the survey when Canadian responses were consistently more positive than U.S. responses.

According to Gary DeYoung, the Council's Director of Tourism, 2007 showed the lowest percentage of "worse" or "much worse" responses when comparing the season to the previous year. Only 19% of respondents reported a downturn in business, compared with 33% in 2006.

"We're finding the U.S./Canadian dollar exchange rate to be of significant impact to the region, affecting each side of the border differently," said DeYoung. "In the early part of the decade, a discounted Canadian dollar acted as a positive lure to Ontario. The current exchange rate is viewed as a positive factor by 52% of U.S. businesses, while only 13% of their Canadian counterparts share the same opinion."

Several additional factors were seen as impacting the 2007 season. The majority of businesses reported weather as having a positive effect on business. Fewer respondents noted negative impacts from border security and gas prices than the previous year. Low water levels was cited as a significant negative factor by 39% of businesses, the largest percentage in three years.

Businesses were asked about source markets as part of the survey, revealing that both U.S. and Canadian businesses reported similar increases in trade from Ontario. U.S. businesses saw

increased traffic from Pennsylvania and New York, while over 30% of Canadian businesses reported declines from those states.

Another question focusing on type of visitor party showed that many businesses see more couples than families with children. While couples account for over 60% of groups at 34% of businesses, families with children account for over 60% of groups at 18% of businesses.

The long-term trend shows most tourism operators are optimistic about the continuing improvement of overall 1000 Islands tourism, with 66% reporting they expect their business to improve over the next five years.

The Summer Tourism Season Business Confidence Survey began in 1999 as an annual effort by the 1000 Islands International Tourism Council, a bi-national destination marketing organization promoting tourism for the economic benefit of Jefferson County, New York and Southeastern Ontario.

A complete copy of the survey can be accessed at the Council's tourism industry website at www.ticouncil.com.

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