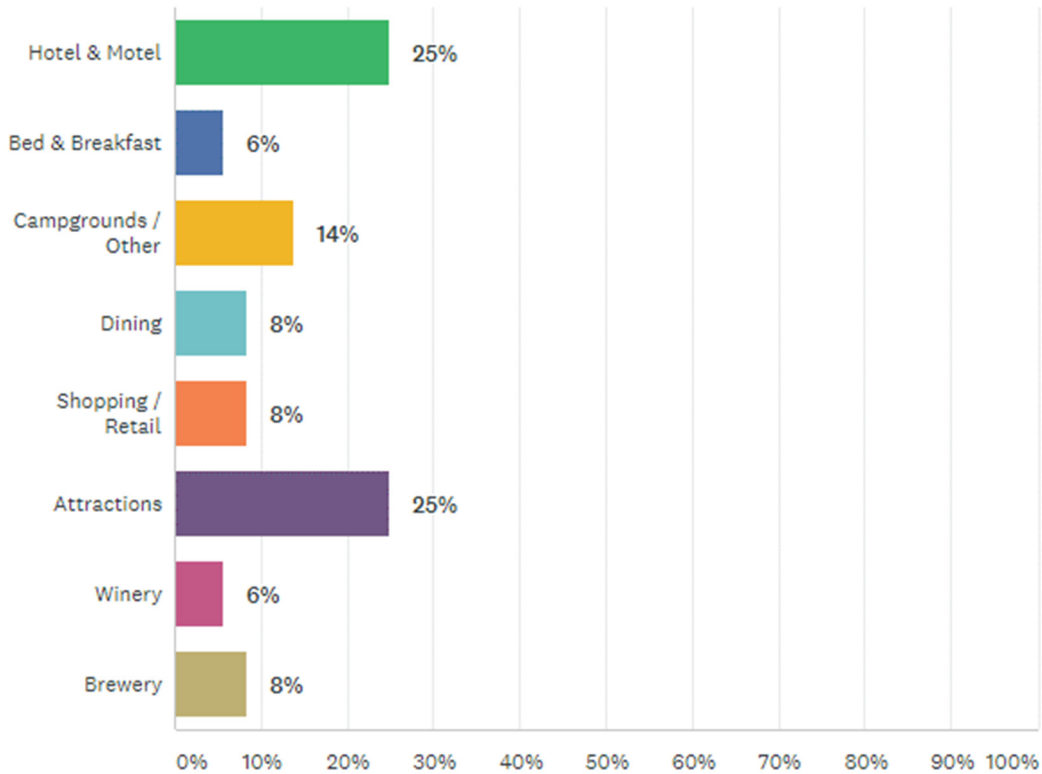


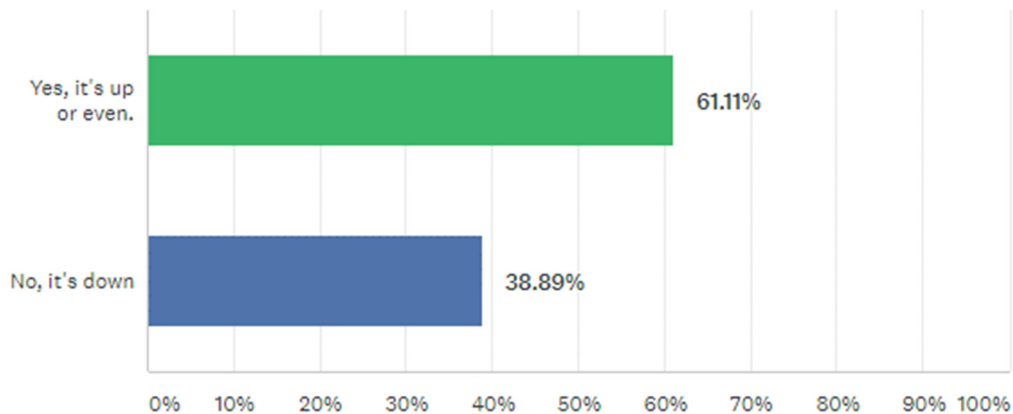
Question #1 - Select your Industry Segment

Answered: 36 Skipped: 0



Question #2 - Is your Canadian visitor traffic up or down?

Answered: 36 Skipped: 0

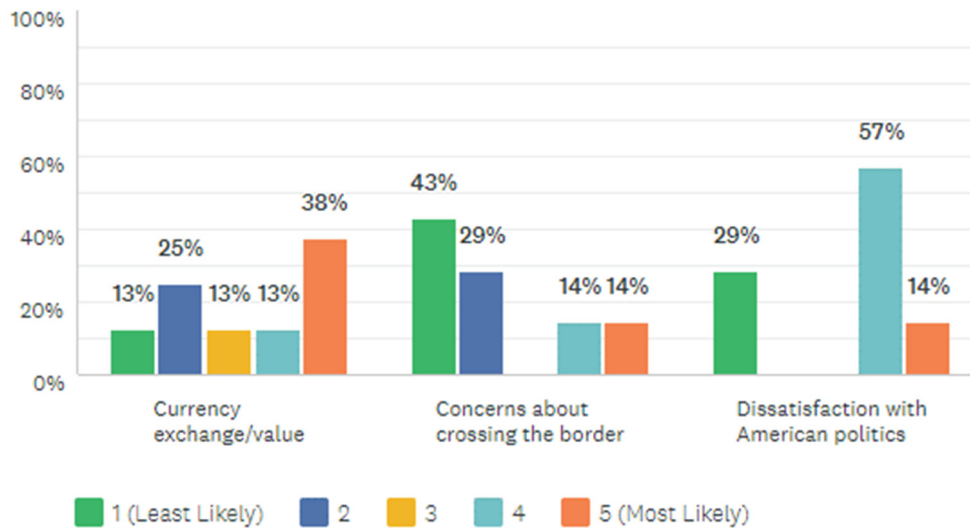


Comments:

- It's been down for at least two years.
- Don't get many Canadians
- Have only had one couple from Canada
- To early in the season to tell.
- Don't know whether it's up or down now.
- Awful. The Canadians now hate the policies of Trump
- This really wouldn't apply to our business we are very local

Question #3 - Rate the following for what you believe to be the drivers of this decrease?

Answered: 8 Skipped: 28

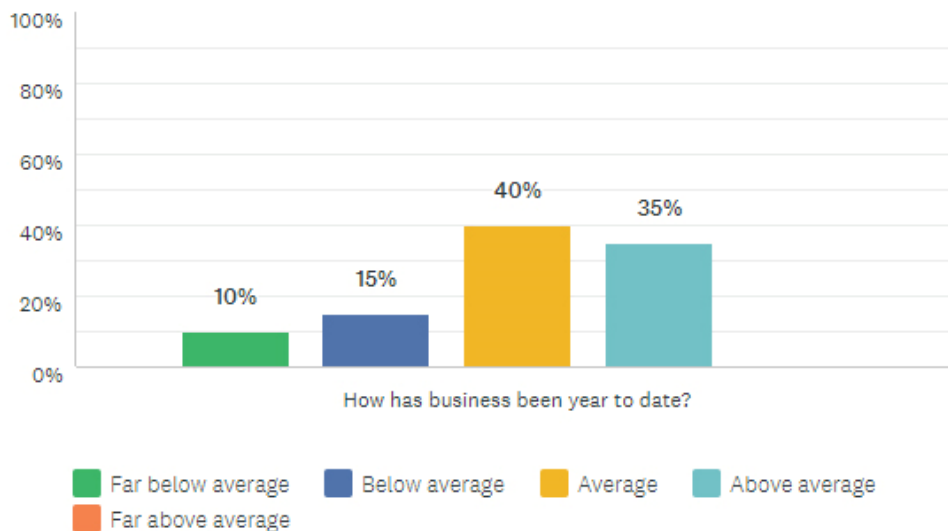


Comments:

- We've only been open for a few weeks so it's hard to gauge the Canadian traffic just yet.

Question #4 - How has business been year to date?

Answered: 20 Skipped: 16



Comments:

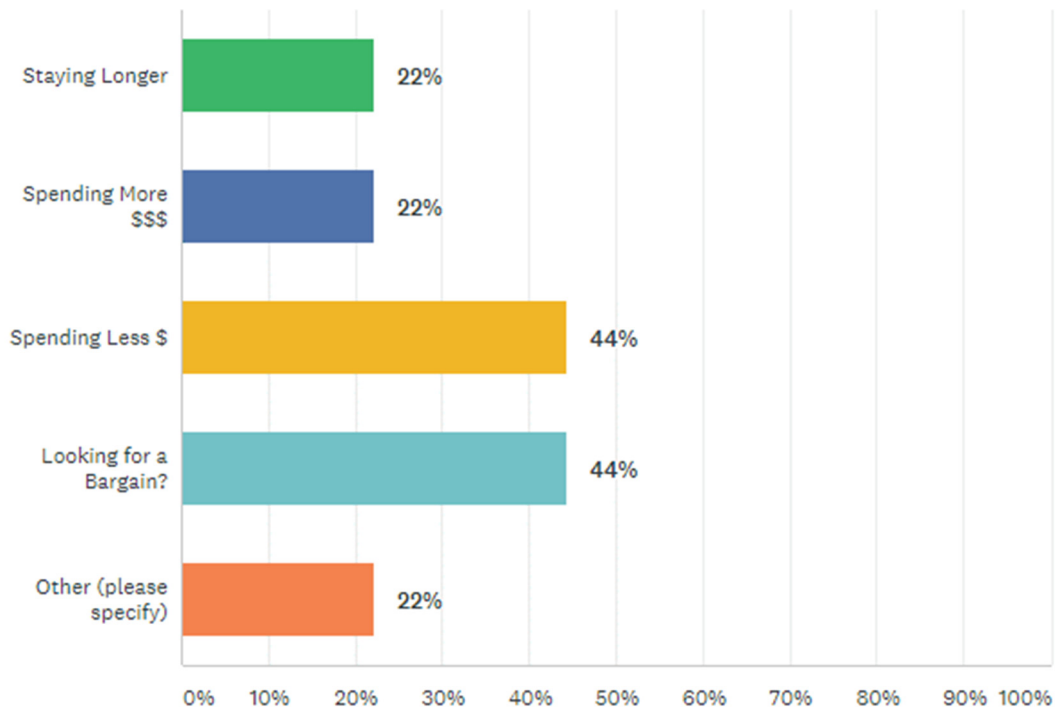
- Noticed a drop in the amount of people attending and walking the streets to take in shopping /dining etc. this year.

Question #5 - Are you finding any new trends within your visitor decision making and profiles?

- It's been very dependent on the events that are going on in Rochester such as Jazz Fest or a big event at CMAC.
- More last minute which has been a trend for several years.
- No
- This time of year wheat beers and NEIPA seem to be the big hitters.
- Shorter stays.
- Booking window is smaller
- Price shopping more, asking what tax rate is more frequently!
- Most guests base their dining decisions on internet reviews and recommendations.
- More requests for Long Term Stays. Seems to be quite a few projects going on in the area

Question #6 - Visitor Behavior - Are you seeing any of these patterns?

Answered: 18 Skipped: 18

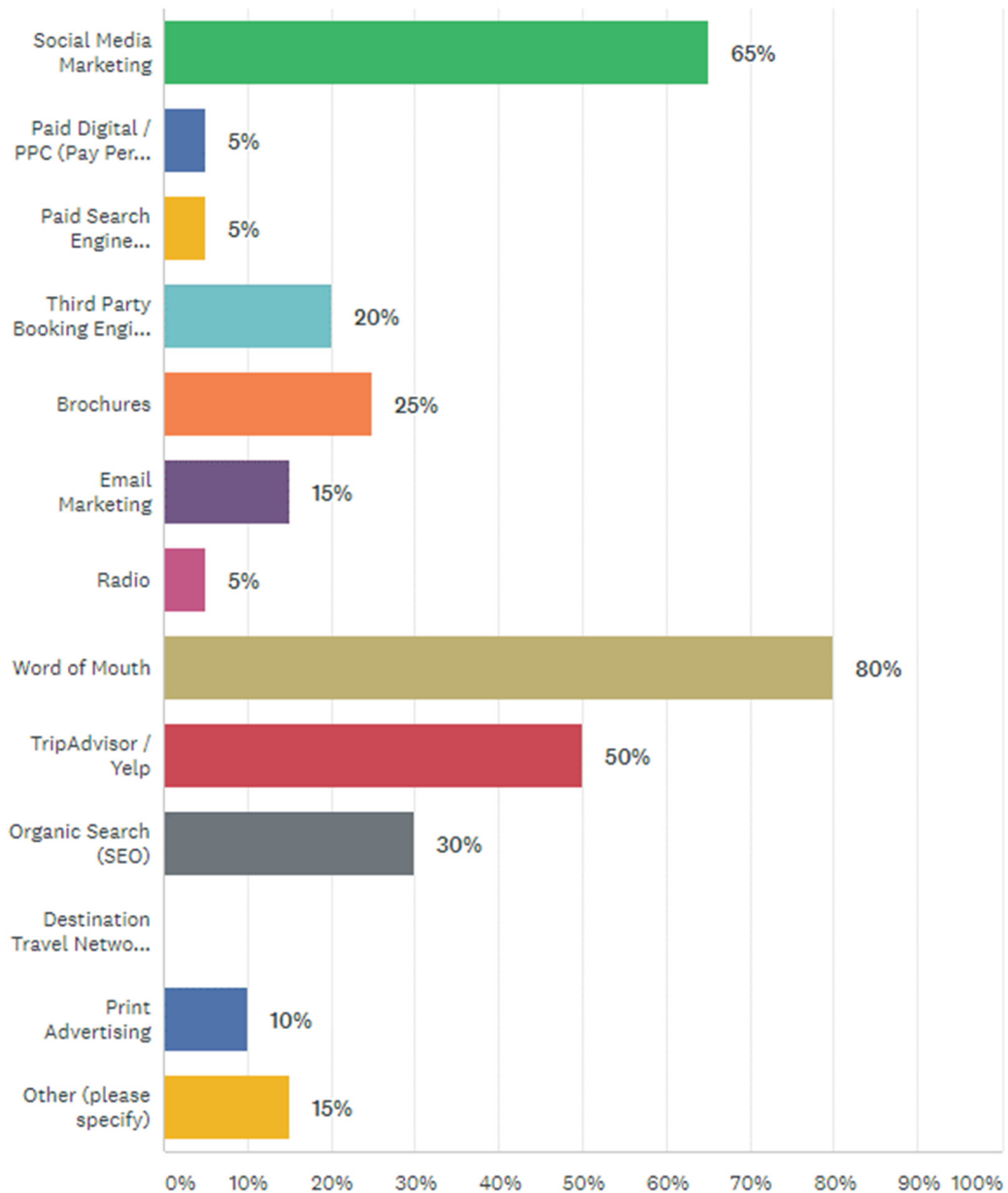


Other Responses:

- Least expensive rooms are almost always booked. But, people do seem to stay a little longer.
- No patterns
- Last minute reservations.
- Short Term Booking, Walk Ins have increased

Question #7 - What marketing techniques are the working the best for you right now?

Answered: 20 Skipped: 16

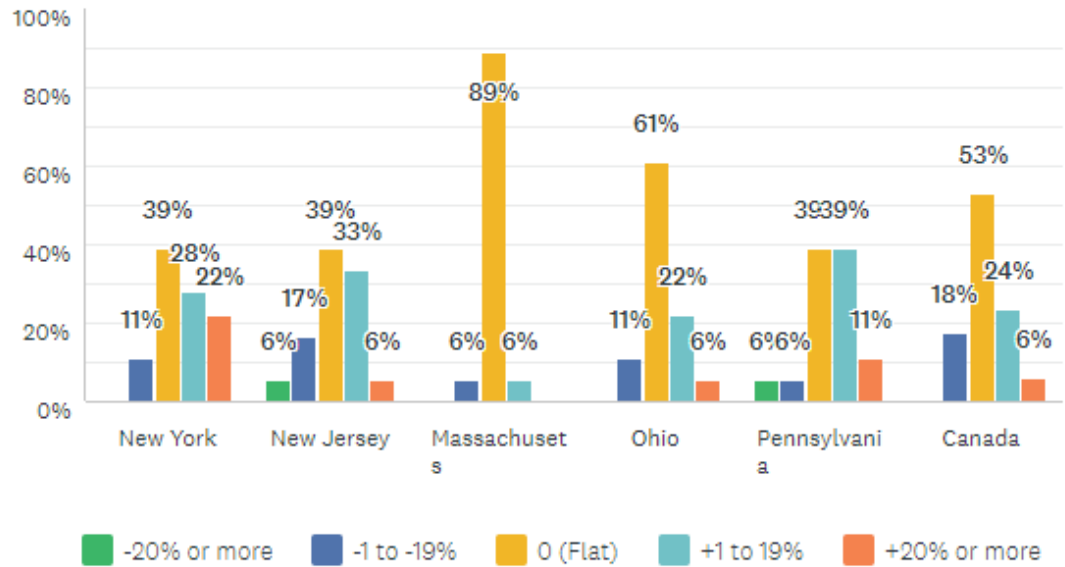


Other Responses:

- Repeat Guests
- Website and people google what they are specifically looking for.... winery closest to their location or where they are staying for vacation
- Stealth marketing

Question #8 - What visitor origins or geographical areas are you seeing increase or decrease?

Answered: 18 Skipped: 18

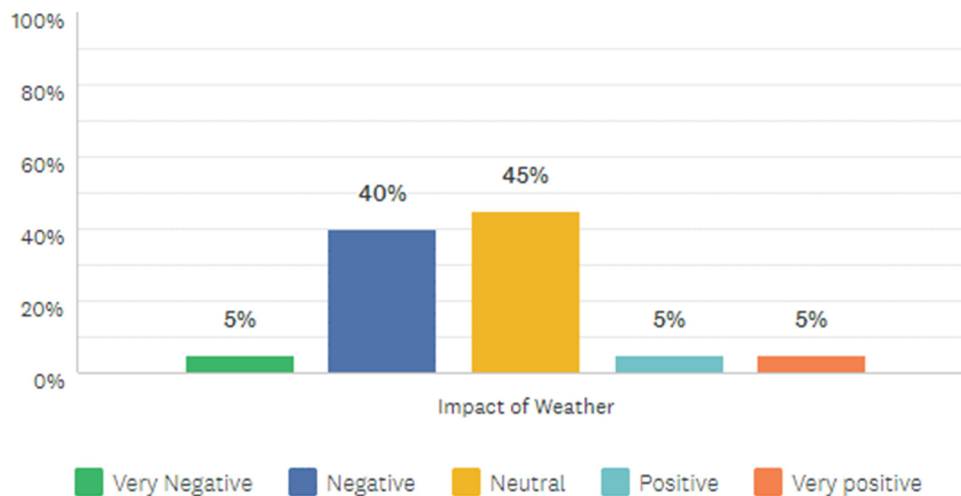


Comments:

- Seeing folks from all over. East coast, NJ, Carolinas, VA, Texas, Az and many from Rochester area taking 3-day breaks at area accommodations.

Question #9 - How has weather impacted your business in 2018?

Answered: 20 Skipped: 16



Comments:

- Got us off to a slow start
- April was tough. The season really does not start until school ends.
- Big snow storms in January and other times effected ticket sales and event participation
- Seems like it's too hot or too wet. Unpredictable.
- Weather always makes or breaks visitation.
- First 5 months of the year were difficult.
- More corporate business when there is inclement weather - storms bring in NYSEG/RGE but transient guests cancel when weather is bad or don't travel.
- 1st Quarter had tough weather, and April not very good either
- The long cold winter caused a slow start to the "Busy Season"

Question #10 - What do you see on the horizon for visitation for late summer, early fall?

- It's difficult to predict just yet.
- More the same. The month ahead looks decent, but not as good as previous year. Previous year was down from year before so that is not saying much. Concern. Hoping efforts pay off soon. Nervous that it will be another down year.
- Hard to tell. We get mostly week of reservations
- Can't tell.
- Increased traffic
- Hard to predict but good if weather is decent/stable.
- Increased visitation throughout these times of year
- Fewer large group bookings on the horizon, but there is still plenty of time for that to change
- Increase!
- More of the same.
- Continued drop in business
- Hopefully more of the same
- Our season starts in Oct.
- Busy, busy, busy!
- Better than first half of year as compared to last couple of years.
- Our busiest fall yet.
- More leisure guests as well as long term stays this year
- Much the same. Guests not even wanting to stay two nights these days.
- Anticipate that we'll be seeing more guests this year than last couple. The Rochester market seems to want to spend more time in Naples area.

Question #11 - Any other general thoughts, please share them:

- Airbnb must be having an impact along with lack of Canadian travel. A campaign to encourage visitors to stay in reputable establishments would be helpful. Many of us are forced to use the OTA's and they are playing many games. Guests don't even know if they are on your site or not and are being misled. Some, bedandbreakfast.com, are no longer even offering click through to the establishment's website. Getting the word out to book direct would be helpful. Overall, travel seems to be down, establishments are not busy. This seems to be the trend for at least two years now.
- More variety in events... possibly that's a factor. we need new ideas, new events to make our area stand out from the others.
- Facebook and improving search helps.
- We can do so much more to make this city a fun up and coming environment, but we need to start pulling in more of the younger crowd.
- Airbnb, VRBO, Expedia and a number of other reservation sites...even craigslist are cannibalizing legitimate accommodation providers.
- Very little visible marketing/promotion. No listing of ANY Canandaigua events in annual guides such as Finger Lakes Times Summer Guide, Finger Lakes Visitor Alliance events guide, etc.
- We've received a lot of calls from guests wanting lower and lower rates but do not understand supply and demand. Frustrating!
- People aren't out just to shop or eat a meal. today's customers want an "experience" something that gives them a good feeling, good memories and keeps them coming back.