

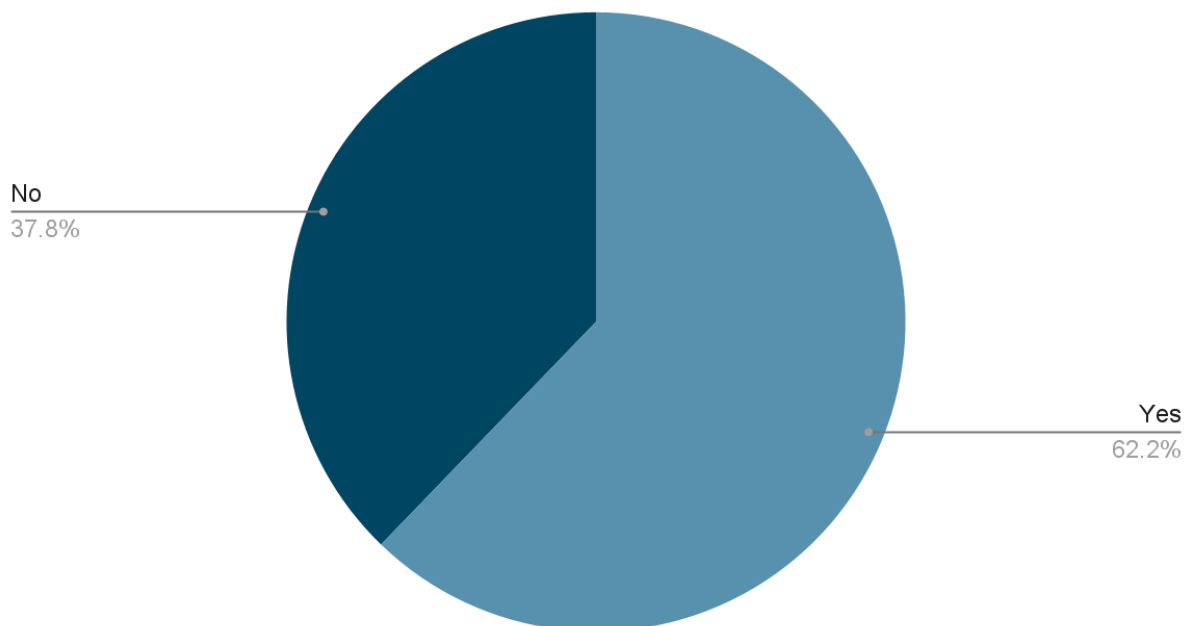
Summary

This report summarizes all the data that was collected by travel counselors on behalf of Tourism Burlington and the Burlington Downtown Business Association from July 21-23, 2023.

In total 135 surveys were completed over the course of 3 days. These surveys were collected in two main areas; near a side entrance/exit to the festival, and an entrance to Spencer Smith Park around Lakeshore and Locust St. Each day there were two different time intervals in which surveys were done; around the times of noon-1pm, and 2pm-3pm. The purpose of this report is to display main takeaways from Burlington's Food Truck Festival, particularly the demographic of visitors and their economic impact. Before highlighting main takeaways, it is important to note some key factors that could have had an impact on this data. Due to bridge closures there was heavy traffic throughout the weekend on Lakeshore Road and surrounding side streets, which impacted parking throughout Downtown.

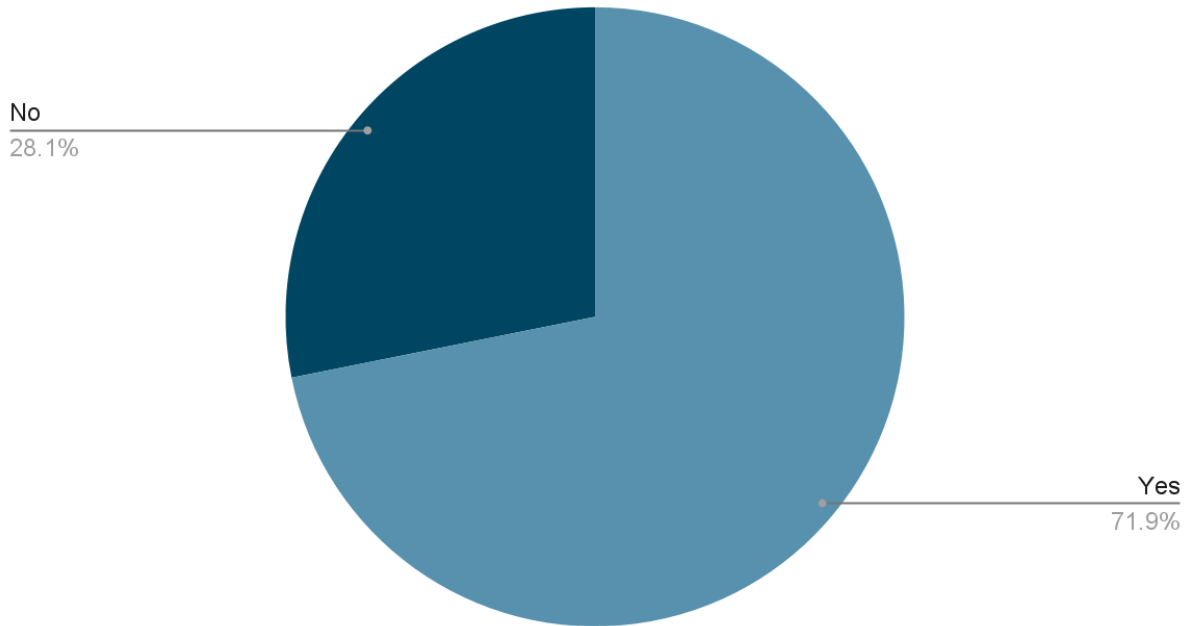
To begin, the data collection demonstrates a strong correlation between festival goers and their willingness to shop locally. Around 72% of visitors explained that they would be spending their earned money at other businesses such as ice cream or coffee shops locally. As well, the patios surrounding the festival were seemingly busy with a capacity ranging from 50%-80% full throughout various times this weekend.

Are you from Burlington?



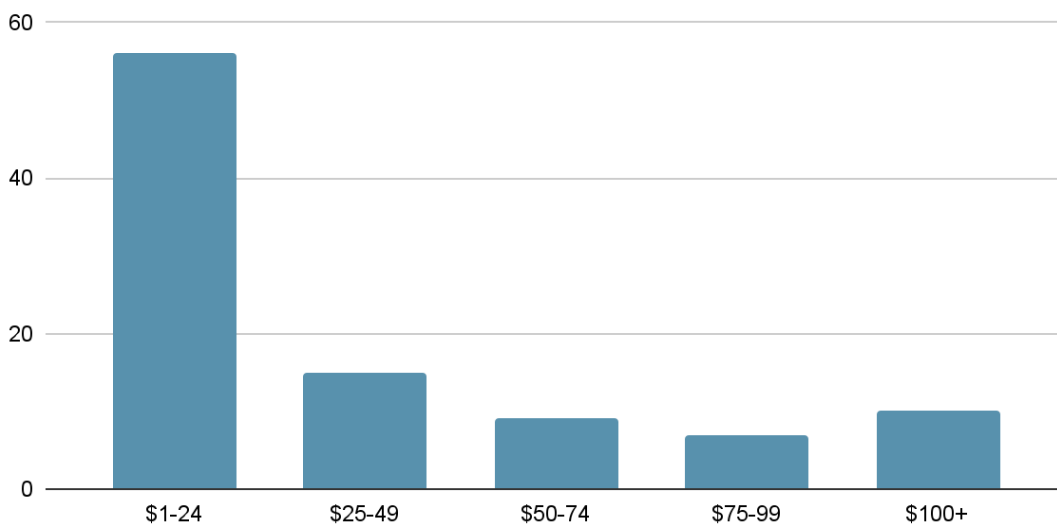
Survey respondents were from various areas, mainly throughout Ontario, and occasional International or different Provincial locations. Many visitors were from the GTA, Oakville, and Hamilton area.

Did you or do you plan to visit local businesses?



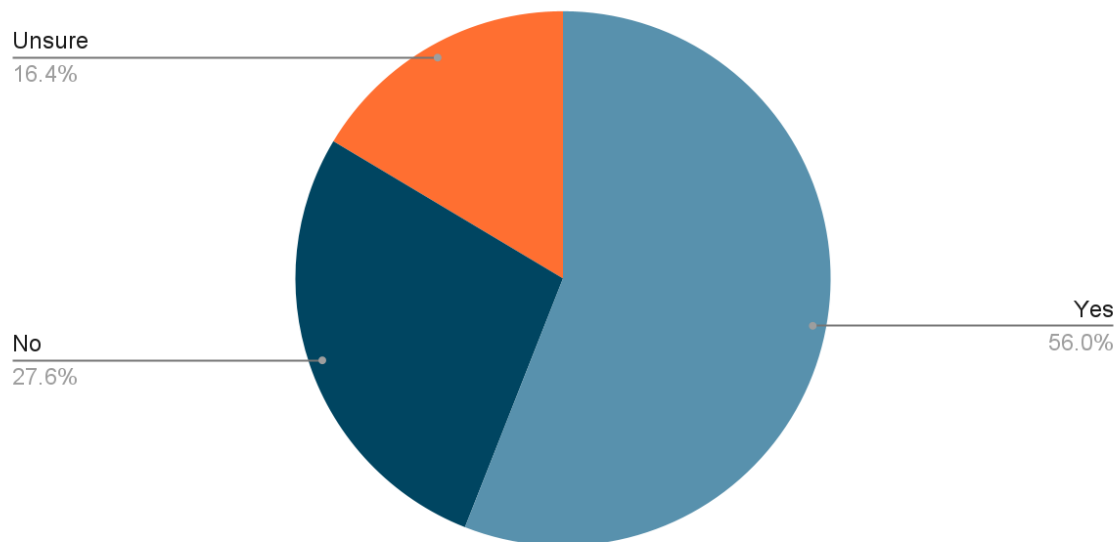
Through observations such as labelled bags from local businesses, or labelled coffee cups, we found that almost 72% of attendees either visited or planned on visiting local businesses. Many attendees also explained that if they were not spending money today, they were planning on returning to the downtown area to spend money at a later date.

If planning on visiting local businesses, how much do you expect to spend?



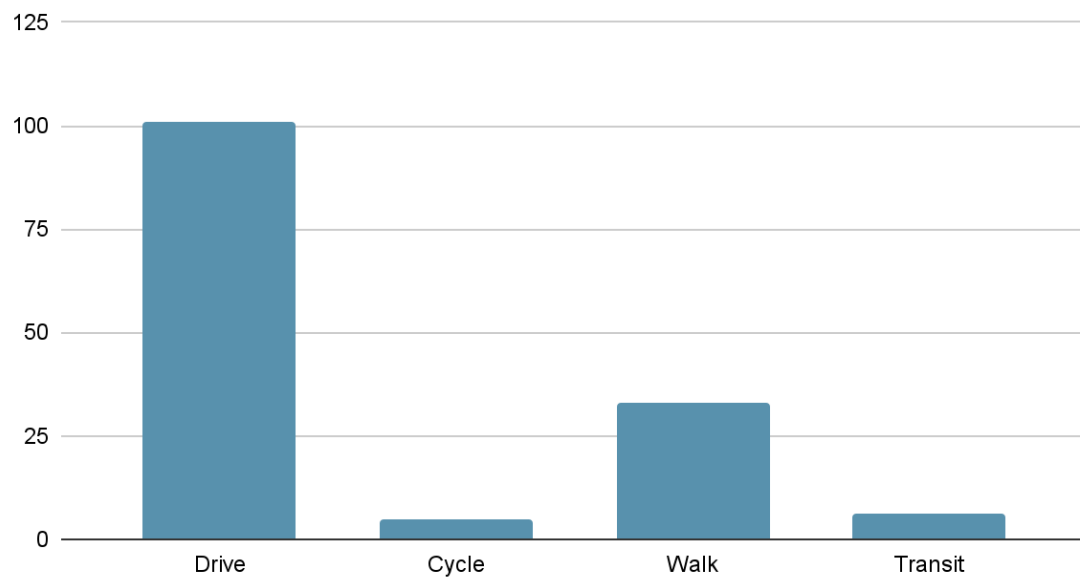
The majority of visitors were planning on spending or had spent just under \$25 at local businesses. The fluctuation of different amounts spent varied based on how large the group being surveyed was; most were couples or smaller families.

Would you attend the festival if it were located in a different part of Burlington?



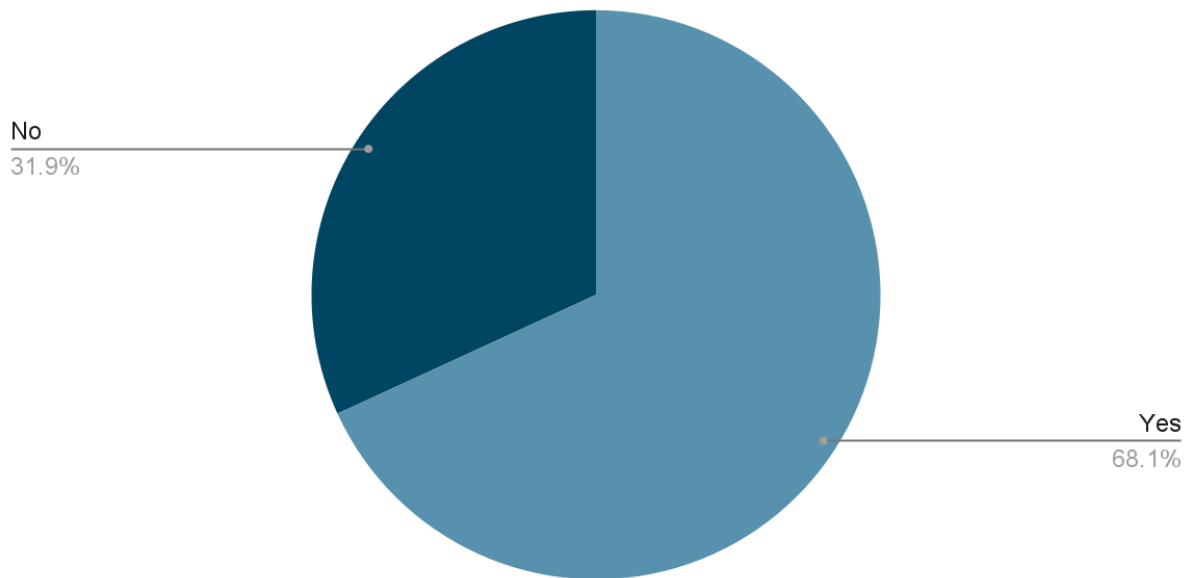
The results was fairly evenly split with 44% of attendees either unsure or would not attend the festival if it was located in another part of Burlington with 56% saying they would.

How did you get to the festival?

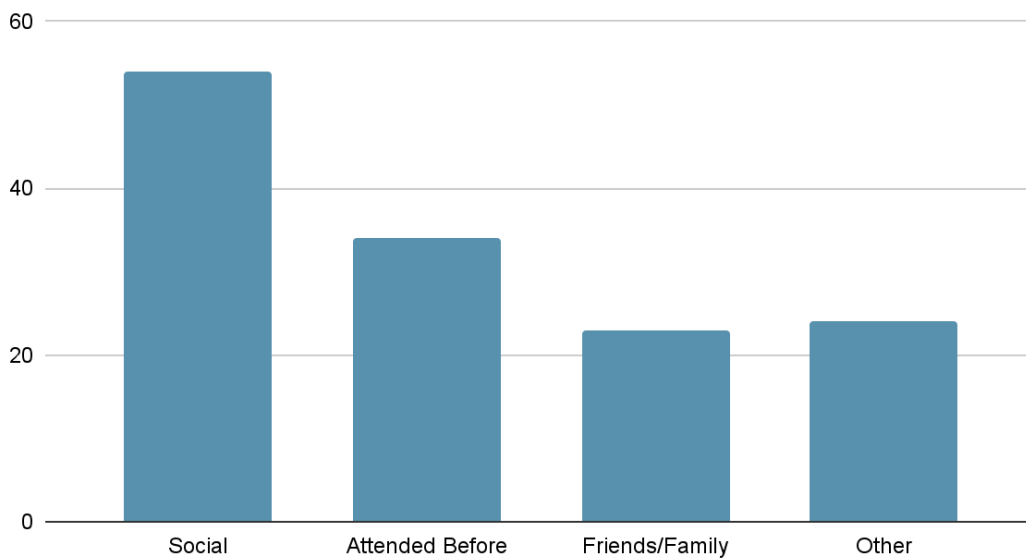


*Please note that some people answered both walking and driving as they did both to get there

Did you come to (downtown) Burlington specifically for the Food Truck Festival?



How did you hear about the festival?



Most attendees had heard about the festival socially, through event calendars or hearing from other people.

If not from Burlington, how long will you stay here?

