Special Event Organizers
Tourism Survey Results
October 2026

Background

The Municipality of Kincardine is developing a Tourism Strategy to guide how tourism grows and evolves in a way that supports residents, strengthens local businesses, and enhances the visitor experience. The strategy is being informed by input from residents, visitors, businesses, youth, and special event organizers through surveys and tourism conversations taking place throughout the summer and fall of 2026.

Special event organizers were invited to an online conversation on September 17th. The results from this conversation are found in the report prepared by Tante Consulting.

Special event organizers were also asked to participate in an online survey. The results of this survey are provided in this report.

Key Themes

1. Strong Municipal Support and Collaboration

Several organizers expressed appreciation for the Municipality's responsiveness, assistance and commitment to making events successful. Respondents emphasized the importance of maintaining strong relationships between municipal staff and event committees while creating additional opportunities for organizers to provide input into decisions affecting their events.

2. Increased Financial and Operational Support

Organizers identified volunteer capacity, financial pressures and administrative requirements as barriers to event growth. Suggestions included increased municipal financial contributions, direct operational assistance, reduced fees for non-profit events, streamlined approvals and a dedicated municipal contact to assist with event planning and coordination.

3. Enhanced Marketing and Event Promotion

A recurring theme was the need for broader and more coordinated event promotion. Organizers suggested expanding social media advertising, increasing promotional opportunities, improving visitor information and strengthening partnerships to promote events beyond Kincardine. Cross-promotion between events and regional event calendars were also identified as opportunities to attract more visitors.

4. Event Infrastructure and Public Spaces

Organizers identified limitations related to venue capacity, event space and infrastructure. Specific suggestions included improvements to Victoria Park, expanded opportunities for road closures, enhanced staging and lighting for musical performances, and additional event space. Maintaining high-quality public spaces was viewed as important to the visitor experience and future event growth.

5. Diversifying Tourism Experiences

Respondents identified opportunities to expand Kincardine's tourism offerings beyond established events and traditional Scottish-themed programming. Suggestions included greater support for arts and culture, more diverse and inclusive events, expanded shoulder-season programming and increased emphasis on cycling tourism, leveraging Kincardine's trails, shoreline and surrounding cycling routes.

6. Greater Coordination Between Events and Local Businesses

Organizers identified opportunities to strengthen collaboration through coordinated event scheduling, shared marketing, volunteer resources and networking. Encouraging local businesses to extend operating hours during events was also suggested as a way to enhance visitor experiences and increase economic benefits.

Implications for the Tourism Strategy

The feedback highlights several opportunities for consideration in the Tourism Strategy:

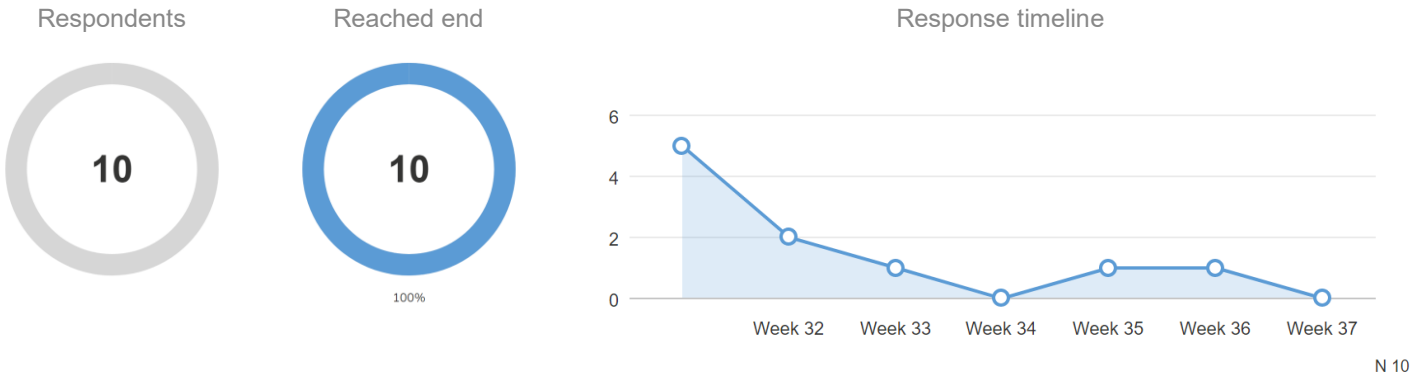
1. Strengthen event organizer support through improved coordination, streamlined processes and consideration of financial and operational assistance.
2. Expand tourism marketing and promotion through coordinated event calendars, digital advertising and regional partnerships.
3. Invest in event infrastructure and public spaces to support existing events and accommodate future growth.
4. Diversify the event calendar by encouraging new cultural, recreational and shoulder-season experiences.
5. Build stronger partnerships between event organizers, businesses and community organizations to maximize visitor engagement and economic benefits.

Special event organizers view events as an important contributor to the Municipality of Kincardine's tourism economy and community identity. While respondents generally expressed satisfaction with municipal staff support, they identified opportunities to strengthen the resources, infrastructure and coordination needed to sustain and grow events.

A central message was the importance of building on the successful event culture while providing organizers with the tools, partnerships and support needed to attract new audiences and enhance the visitor experience.

Survey responses

Participant Numbers



Do you organize a special event in the Municipality of Kincardine?

	Count	% of responses	%
Yes	10		100%
No	0		

N 10

What time of year is your event held?

	Count	% of responses	%
Spring	2		20%
Summer	6		60%
Fall	2		20%
Winter	0		

N 10

How many years has your special event been operating in the Municipality of Kincardine?

	Count	% of responses	%
Less than a year	4		40%
1 to 3 years	1		10%
4 too 10 years	1		10%
11 to 20 years	2		20%
More than 20 years	2		20%

N 10

The parking availability in the Municipality of Kincardine affects access to the special event. Choose one of the following answers.

	Count	% of responses	%
Strongly disagree	2		20%
Somewhat Disagree	1		10%
Neither agree nor disagree	4		40%
Somewhat agree	1		10%
Strongly agree	2		20%
Don't know	0		

N 10

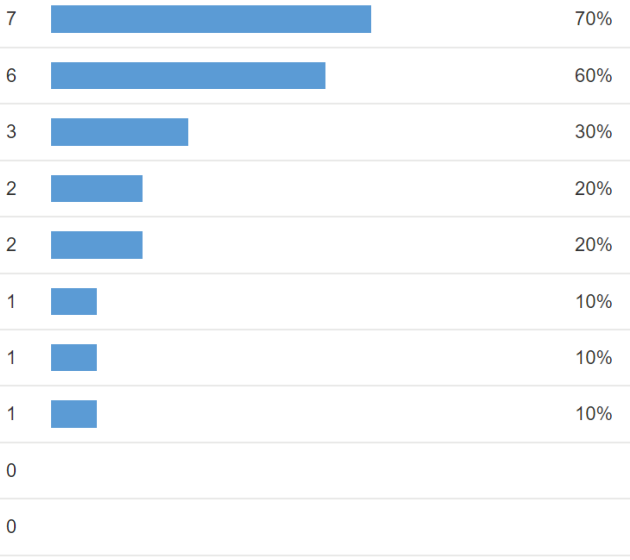
The Kincardine Welcome Centre is currently open from May to mid-October. Which of the following best reflects your view? Choose one of the following answers.

	Count	% of responses	%
The current schedule is about right	4		40%
It should be open later into the fall	2		20%
It should be open year-round	3		30%
Don't know	1		10%

N 10

What types of tourism growth would most benefit your special event? Please select all that apply.

	Count	% of responses	%
More shoulder and off-season visitor programming	7		70%
Better marketing of Kincardine as a travel destination	6		60%
More accommodation options to support overnight stays	3		30%
More international or US visitor growth	2		20%
Improved wayfinding, visitor information, and signage	2		20%
Growth in sports tournaments and competitive events	1		10%
More events and festivals to drive visitor traffic	1		10%
Other, please specify	1		10%
Not sure	0		
None of the above	0		



N 10

What types of tourism growth would most benefit your special event? Please select all that apply.Select all that apply - Other, please specify

- Direct labour and financial support

What barriers prevent your event from growing?

- Improved welcome pamphlet information to be handed out to visitors at the registration desk
- Volunteer power, community reach
- Seasonal constraints / ice in arenas
- Size of venue, extra costs of relocating to another site and the need for additional financial sponsorship of the event
- Not being able to request that the roads around Victoria Park be closed (even 1 of them would help to expand the event space.
- Volunteer capacity, money, available locations to host, local accommodation pricing, support from municipal staff and council
- My own marketing ability
- Too many trees in the park
- N/a

How can the Municipality better support event organizers?

- Be more open to listening to the suggestions of event committees
- Unknown
- The Municipality is already doing a great job supporting event organizers. In our experience, the event was very successful, and much of that success was due to the Municipality’s efforts and

support. Continued collaboration and support in promotion and event coordination would be highly beneficial moving forward.
- Continued expansion of advertising area, extoll other non event activities that are available in the community
- The municipality has always been great to work with! Very quick to respond and very helpful.
- Offer direct labour and financial contributions, waive unnecessary fees and red tape, speed up permit and approval processes, share events through municipal social media (not just tourism) and help promote events
- A distinction needs to be made between profit and non-profit events. It is too expensive to run a not-for-profit event while making it inexpensive for participants and also financially viable.
- A Grand lol

How could events work together to attract more visitors?

- Be vocal about welcoming visitors.
- Looking for networking opportunities and opportunities to have a booth/hand out rack cards, sell t-shirts to raise visibility of the ---------- event in Kincardine
- Events can work together by coordinating dates and cross-promoting to create a stronger event calendar. This can encourage visitors to stay longer and increase overall attendance, especially when supported by shared marketing efforts.
- Non municipal events are usually wrapped up in their own business leading up to the event so they would have little time to support other events. Sharing of a volunteer list may be one way of healing each other out
- More event advertising options. We would love to be able to put a mobile sign on the property to help advertise.
- Need an incentive to work together
- Sharing event calendars with Grey, Bruce, Simcoe municipalities.
- Municipality pay ad
- More publicity more promotion of the event, the city happened to have a lot of ways to get the word out of the event

What tourism opportunities are we currently missing?

- BIA should be more welcoming to visitors and remain open for business in the evening until 8:30 pm.
- Unknown
- Based on our experience, things are working well overall. Continued coordination between events and ongoing promotion could help build on the current success and attract even more visitors.
- Additional shoulder season attractions/events.
- I can't think of anything specific.
- Support for arts and culture (outside of just the Scottish). More diverse and inclusive-focused events.
- Kincardine is a special cycling destination. We have unique trails, shoreline, gravel and paved routes in the surrounding municipal area. We should be leveraging this for increased visitor traffic.
- Bbq lover
- N/a

If you could recommend one priority for the Tourism Strategy, what would it be?

- Be more open to providing special items for visitors attending the event.
- No suggestion at this time
- Continued focus on promoting events and building a strong event calendar should be a priority, as events play a key role in attracting visitors and supporting the local community.
- Wider advertising reach, especially on social media (pay to boost posts, etc)
- I think that tourism already does an amazing job!
- Better support for events and event organizers - single point of contact, on site guidance and help, waiving of fees for nonprofits, more diverse and inclusive events. Priority - keep tourism within MoK's portfolio, offer more direct support
- Focus on cycling tourism. Encourage growth of cycling events and the addition of more of them.
- Better stage for music
- More, more lighting, and a new stage for music to play

Any other comments?

- Municipal Council could be more supportive with an adequate budget for each event.
- No further comment at this time
- Thank you for the opportunity and for all the work that went into making the event a success. We appreciate the support and look forward to future events.
- The state of Victoria Park is an embarrassment to the community and to those that visit it. There has been no grass over-seeding or fertilizing in the past 3 years. The irrigation system has also been inoperable for years. More attention to the town’s premier park is required even as plans for park alterations progress.
- Thank you for all that you do. :)
- Not at this time
- Municipal staff do a very good job at supporting events. Thank you for that!
- Thank you so mucho for let me organize kincardine ----------
- Love, kincardine, hope the reference will grow every year more.
- None.