



**CITY OF KINGSTON**  
**INFORMATION REPORT TO COUNCIL**

**Report No.: 12-327**

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**TO:** Mayor and Members of Council

**FROM:** Gerard Hunt, Chief Administrative Officer

**RESOURCE STAFF:** Cynthia Beach, Commissioner, Sustainability & Growth

**DATE OF MEETING:** October 2, 2012

**SUBJECT:** 2012 KEDCO Economic Impact Projection – Proposed Kingston Casino

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**EXECUTIVE SUMMARY:**

This report transmits information received from Jeff Garrah, CEO of Kingston Economic Development Corporation (KEDCO). The information provides Council with the Economic Impact Projection commissioned by KEDCO as prepared by Enigma Research Corporation.

The report was received on September 25, 2012 through the CAO to assist Council in determining the potential economic impacts for locating a gaming facility within the City of Kingston.

**RECOMMENDATION:**

This report is for information purposes only.

**AUTHORIZING SIGNATURES:**

ORIGINAL SIGNED BY COMMISSIONER Cynthia Beach, Commissioner, Sustainability and Growth
ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER Gerard Hunt, Chief Administrative Officer

**CONSULTATION WITH THE FOLLOWING COMMISSIONERS:**

Lanie Hurdle, Community Services	N/R
Denis Leger, Transportation, Properties & Emergency Services	N/R
Jim Keech, President & CEO, <i>Utilities Kingston</i>	N/R

***(N/R indicates consultation not required)***

**OPTIONS/DISCUSSION:**

The report “Economic Impact Projection – Proposed Kingston Casino” is attached as Exhibit ‘A’, together with a covering letter addressed to the CAO.

**EXISTING POLICY/BY LAW:**

There is no existing policy/bylaw.

**NOTICE PROVISIONS:**

There are no notice provisions with this report.

**ACCESSIBILITY CONSIDERATIONS:**

There are no accessibility considerations with this report.

**FINANCIAL CONSIDERATIONS:**

Not applicable.

**CONTACTS:**

Jeff Garrah, Chief Executive Officer, KEDCO                      613-544-2725 ext. 7230

**OTHER CITY OF KINGSTON STAFF CONSULTED:**

Not applicable.

**EXHIBITS ATTACHED:**

Exhibit A – “Economic Impact Projection – Proposed Kingston Casino” and covering letter

September 25, 2012

Gerard Hunt  
Chief Administrative Officer  
City of Kingston  
216 Ontario St., Kingston, ON

**Sent Electronically to:** ghunt@cityofkingston.ca

Dear Gerard:

Please accept the attached Casino Economic Impact Projection prepared by Enigma Research Corporation as an information document to accompany City Staff resources for Council's review.

As with any economic impact study, it is important to clarify the context in which the research and analysis was executed. The firm was selected based on the company's knowledge of the tourism industry and related economic impact modeling; familiarity with the city of Kingston (previously having been commissioned to undertake economic impact studies of the Kingston Buskers Rendezvous and Limestone City Blues Festival); availability and cost parameters.

Enigma Research Corporation prepared a number of potential scenarios which provide a projection (conservative to maximum) of the economic impact a casino may have on the city of Kingston. Unlike an analysis of a tangible event or facility already in existence, these projections are based on the best data and estimates available on typical stand-alone and resort-casinos which are currently operating in the Province of Ontario.

These projections of economic impact are a snapshot of economic benefits of new investment (direct, indirect and induced) and job creation. The study is not a cost-benefit analysis and does not attempt to quantify or qualify social or physical (infrastructure) impacts that a casino may have on a community. It is also important to recognize that the study addresses new investment and jobs for the City of Kingston and does not take into consideration existing impact or leakage that Kingston realizes from the Thousand Islands Charity Casino operating in Gananoque.

If you have any questions or comments regarding the attached, please do not hesitate to contact our office.

Yours,



Jeff Garrah  
Chief Executive Officer

Cc: Cynthia Beach, Commissioner - Sustainability & Growth

file  
attach. Council Meeting 23 October 2, 2012



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# ECONOMIC IMPACT PROJECTION

## Proposed Kingston Casino

September 2012



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## Economic Impact Estimates vs. Economic Impact Projections

- The economic impact of an **existing** or **past** attraction is measured by collecting spending information and performing economic modeling exercises. This is called an **economic impact estimate** and accuracy is largely based upon the quality of the primary data collected.
- A **proposed** attraction is hypothetical. Therefore, precise spending estimates are impossible to obtain and any data is based upon extrapolations from similar projects or other calculations. The measurement of a proposed event or attraction is called an **economic impact projection** and is considerably less accurate than an estimate.
- When projecting economic impact, it is often helpful to include **multiple modeling exercises** to calculate an estimated range of impact. This allows decision-makers to consider various opportunities and examine probable versus best case scenarios.
- Additionally, many projected impact studies estimate **multiple year impacts** rather than single year impacts. This approach is especially helpful when measuring consumer demand, as it is much easier to measure consumer intentions within a multi-year period rather than short-term, particularly for major expenditures such as vacation travel. Multi-year impacts also allow for projections of growth beyond start-up years.
- The Kingston Casino Economic Impact Projection utilizes a **five-year** impact model with **four** possible scenarios. The four scenarios involve conservative and best-case possibilities for both stand alone casinos and resort casinos.

# Methodology and Data Sources

## CONSTRUCTION AND OPERATIONS IMPACT

Construction impact
Stand alone casino operational impact
Resort casino operational impact

Kathy Wood, consultant
OLG Community Benefit Summaries
OLG Resort Casinos Consolidated Figures

## TOURISM IMPACT AND SPENDING

Attendance projections
Spending projections
Economic modeling

National survey of 1000 Canadians
Survey of 2800 visitors to 6 Ontario casinos
Ontario TREIM model

## TOURIST PREFERENCES

Demand for attractions
Location preferences
Comments from recent Kingston tourists

Online survey sent to 900 Kingston visitors
National survey of 1000 Canadians
Online survey sent to 900 Kingston visitors

## About Enigma Research Corporation®

Headquartered in Toronto with branch offices in the United States, Enigma Research Corporation® is a leading full-service market research firm with expertise in tourism, attractions, and events. Specialties include economic impact assessments, environmental impact, sponsorship, marketing, and operations.

Since 1993, Enigma has conducted surveys at **more than 500** attractions, events, and venues. The firm supports major industry associations through membership, speaking engagements, and sponsorships at annual conferences, including Festivals and Events Ontario (FEO), the Ontario BIA Association (OBIAA), the Canadian Association of Fairs and Exhibitions (CAFE), the International Festivals and Events Association (IFEA), the International Association of Fairs and Exhibitions (IAFE), and the National Association of Sports Commissions (NASC).

## **1. Economic impact of stand-alone Kingston casino estimated at \$151.2M in first five years**

- Conservative estimate indicates that the proposed stand-alone facility would generate \$151.2M within first five years
- Best-case scenario indicated a total impact of \$296.5M
- Estimates include one-time construction impact, operational impact, and tourism impact

## **2. Resort-style casino could bring \$653.7M within the first five years**

- Separate modeling exercise estimated impact of resort-style casino featuring upscale hotel and attractions
- Resort-style casino likely to bring \$653.7M within first five years
- Best-case scenario of resort designed to compete with larger Ontario casinos could have \$1.26B impact in five years

## **3. Hotel, restaurant, and retail spending would be shared between casino facilities and local operators**

- Potential patrons were questioned regarding their likely spending patterns at a resort-style casino
- Most indicated that they would stay at an on-site hotel if available; yet most would shop off-site
- Survey also determined dining would be nearly evenly split between on-site and off-site

#### **4. Similar facility in nearby city would likely reduce tourism impact of Kingston casino**

- Non-local casino patrons were asked which they would visit if similar facilities existed in both Kingston and Belleville
- Overall, 47% would go to Belleville and 39% would visit Kingston; 14% had no preference
- Any casino built in Kingston should include unique attributes which differentiate the facility from nearby competitors

#### **5. Most potential casino patrons would prefer location along Highway 401**

- Potential patrons were also questioned regarding their location preference for the proposed casino
- 42% would prefer the casino along the Highway 401 while 17% would prefer downtown; 42% had no preference
- Results indicate that a highway location should be seriously considered

#### **6. Other types of attractions would draw more tourists to Kingston**

- Survey of former Kingston visitors listed new potential attractions and gauged interest for each
- Overall, approximately one in five former visitors likely to visit Kingston primarily for new casino
- By comparison, other types of attractions could draw more tourism

## Section 1: Total Economic Impact of Proposed Casino

- The proposed Kingston casino would bring **three types** of economic benefits. The first benefit would be a **one-time construction impact**. Once built, the casino would deliver **operational-based** impacts such as revenue sharing, wages and benefits to local employees, and purchases from local and regional vendors. Additionally, non-locals visiting the proposed facility would result in **tourism impact**.
- The most conservative estimate of a stand-alone casino in Kingston would be a total impact of **\$151.2M** over the first five years. This estimate includes construction impact of **\$8.5M**, operational impact of **\$129.2M**, and **\$13.5M** in tourism impact.
- The **maximum** total impact of a stand-alone casino in Kingston is estimated at **\$296.5M** within the first five years. This estimate assumes a high demand and performance matching the top stand-alone casino in Ontario.
- A **resort casino** featuring an upscale hotel, restaurants, and retail (or a “resort-like” casino packaged with the same offerings within close proximity) would bring a substantially higher impact. A conservative estimate of a resort casino in Kingston suggests **\$653.7M** in economic impact over five years.
- The maximum total impact of a resort casino in Kingston is estimated at **\$1.26B** within the first five years. This scenario assumes a resort casino similar in size and facilities to Ontario’s largest commercial casinos.

**ESTIMATED TOTAL ECONOMIC IMPACT (5 years)**

	Stand-alone casino		Resort casino	
	Conservative	Maximum	Conservative	Maximum
Construction impact	\$8.5M	\$12.2M	\$46.3M	\$55.5M
Operations impact	\$129.2M	\$203.4M	\$499.3M	\$979.4M
Tourism impact	\$13.5M	\$80.9M	\$108.1M	\$228.4M
<b>Total impact</b>	<b>\$151.2M</b>	<b>\$296.5M</b>	<b>\$653.7M</b>	<b>\$1.26B</b>

**ESTIMATED TOTAL EMPLOYMENT SUPPORTED: FULL-YEAR JOB EQUIVALENTS (annually for first five years)**

Construction employment*	60	85	325	385
Operations employment	360	680	1,500	3,000
Tourism employment	208	1,245	1,666	2,638
<b>Total employment</b>	<b>628</b>	<b>2,010</b>	<b>3,491</b>	<b>6,023</b>

*\*construction period only*

## Section 2: Construction and Operations Impact

- A new casino facility in Kingston would bring a one-time **construction-related** economic impact of **\$8.5M** to **\$55.5M**, depending upon the size of the facility built.
- Construction-related spending would result in the equivalent of **60 to 385** full-year jobs, again depending upon the type of facility.
- Once built, the casino would bring **operational-related** economic benefits in the form of revenue sharing with the host municipality, wages and benefits to gaming employees, and purchases from local and regional vendors.
- A conservative estimate of total operational benefits from a stand alone casino is **\$129.2M** within the first five years. This includes **\$13.2M** in revenue sharing, **\$108.6M** in wages and benefits to employees, and **\$7.4M** in purchases from local and regional vendors. This estimate is derived from the average of benefits received from five stand alone casinos across Ontario.
- The maximum operational impact which could be achieved from a stand-alone casino is estimated at **\$203.4M**. This best-case scenario is based on the best performing stand-alone casino in Ontario.
- A **resort-like casino** featuring an upscale hotel, restaurants, and shopping could bring an estimated **\$499.3M** to **\$979.4M** within the next five years. These estimates are primarily based upon employment levels at Ontario's largest casino facilities.
- Regarding employment supported, conservative estimates indicate that a stand alone casino would support the equivalent of **360** full-year jobs, while a resort casino would support **1500** full-year jobs.

## ESTIMATED CONSTRUCTION ECONOMIC IMPACT

	Stand-alone casino		Resort casino	
	Conservative	Maximum	Conservative	Maximum
Expenditure impact	\$8.5M	\$12.2M	\$46.3M	\$55.5M
Employment income (included within expenditure impact)	\$4.0M	\$6.7M	\$17.2M	\$20.6M
<b>Full-year jobs supported</b>	<b>60</b>	<b>85</b>	<b>325</b>	<b>385</b>

### **Modeling assumptions:**

*Based on information provided by developers supplemented by data extracted from other economic impact analysis (casinos)*

### **Sources:**

*Kathy Wood, consultant*

## ESTIMATED OPERATIONS ECONOMIC IMPACT (5 years)

	Stand-alone casino		Resort casino	
	Conservative	Maximum	Conservative	Maximum
Host municipality's share of revenue*	\$13.2M	\$17.8M	\$17.8M	\$17.8M
Wages and benefits to gaming employees	\$108.6M	\$176.8M	\$450.1M	\$900.2M
Purchases from local and regional vendors	\$7.4M	\$8.9M	\$30.7M	\$61.4M
<b>Total impact (5 years)</b>	<b>\$129.2M</b>	<b>\$203.4M</b>	<b>\$499.3M</b>	<b>\$979.4M</b>
<b>Full-year jobs supported</b>	<b>360</b>	<b>680</b>	<b>1500</b>	<b>3000</b>

\*excludes commercial taxes paid by casino

### **Modeling assumptions:**

**Stand-alone conservative:** based upon average benefits reported for five Ontario stand-alone casinos

**Stand-alone maximum:** based upon highest benefits reported for an Ontario stand-alone casino

**Resort conservative:** extrapolated from employment levels at Ontario resort casinos

**Resort maximum:** extrapolated from employment levels at Ontario resort casinos

### **Sources:**

OLG Community Benefit Summaries

OLG Resort Casinos – Consolidated Figures

### Section 3: Tourism Impact

- A **stand alone** casino in Kingston would result in, conservatively estimated, a total of **\$22.9M** in visitor spending in the first five years. The maximum estimated spending would be **\$137.1M** over five years.
- This tourism spending related to a stand alone facility would result in an economic impact (GDP) of approximately **\$13.5M** to **\$80.9M** over five years, according to the Ontario TREIM model. It would also support an estimated **208 to 1,245** full-year jobs annually and support **\$6.8M** to **\$41.0M** in tax revenue over a five-year period.
- A **resort-like casino** featuring an upscale hotel, restaurants, and shopping would bring, conservatively estimated, a total of **\$183.6M** in tourism spending over the first five years. The maximum estimated spending related to a resort casino would be **\$387.3M**.
- Spending related to a resort-like casino would result in an estimated **\$108.1M** to **\$228.4M** economic impact over five years, supporting the equivalent of **1,666 to 2,638** full-year jobs in each of those years.

## ESTIMATED TOURISM ECONOMIC IMPACT (5 years)

	Stand-alone casino		Resort casino	
	Conservative	Maximum	Conservative	Maximum
Initial spending	\$22.9M	\$137.1M	\$183.6M	\$387.3M
<b>Total economic impact (GDP)</b>	<b>\$13.5M</b>	<b>\$80.9M</b>	<b>\$108.1M</b>	<b>\$228.4M</b>
Direct	\$8.8M	\$52.5M	\$70.2M	\$148.3M
Indirect	\$2.6M	\$15.5M	\$20.7M	\$43.8M
Induced	\$2.1M	\$12.8M	\$17.2M	\$36.3M
<b>Full-year jobs supported (5 years)</b>	<b>1,040</b> (208 per year)	<b>6,225</b> (1,245 per year)	<b>8,330</b> (1,666 per year)	<b>13,190</b> (2,638 per year)
<b>Total taxes supported (5 years)</b>	<b>\$6.8M</b>	<b>\$41.0M</b>	<b>\$54.8M</b>	<b>\$115.7M</b>
Federal	\$3.7M	\$22.3M	\$29.8M	\$63.0M
Provincial	\$3.0M	\$18.4M	\$24.6M	\$52.0M
Local	\$0.1M	\$0.3M	\$0.3M	\$0.7M

**Source:** Ontario TREIM Economic Impact Model (Ontario Ministry of Tourism, Culture, and Sport)

## Section 4: Tourist Demand and Spending

- A national telephone survey determined that **1%** of Canadian adults would be “very likely” to travel to Kingston, Ontario primarily to visit a new proposed casino over the next five years. This represents a total of **260,000** Canadian adults. This figure is used in conservative estimates of tourism demand at stand-alone casinos.
- An **additional 5%** of Canadian adults would be “somewhat likely” to visit the proposed casino within the next five years. Combining these with the “very likely” group, an estimated **6%** of Canadian adults could be interested in the casino. This represents a total market size of **1,540,000** Canadian adults and is used in the maximum estimate for a stand-alone casino.
- A separate, in-depth survey of former Kingston tourists indicated that many respondents would have an **increased likelihood** to visit the proposed casino if it included “resort-like” features such as big-name entertainment, a luxury hotel, fine dining, and upscale shopping. Using these results, it was estimated that a **greater percentage** of Canadians would visit the proposed casino if resort-like features were offered. These results were used to estimate the tourism demand for a resort casino.
- The vast majority of Canadians who were interested in visiting the proposed Kingston casino resided in either **Ontario** or **Quebec**. In this modeling exercise, no data was collected to measure interest among U.S. residents or International tourists.
- Using spending estimates adapted from visitor surveys conducted at other Ontario casinos, it was conservatively estimated that visiting tourists at a proposed stand-alone Kingston casino would spend approximately **\$22.9M** on non-casino expenditures within the first five years. A best-case scenario indicated an approximate total spending of **\$137.1M** over five years.
- Separate modeling exercises were undertaken for a proposed “resort-like” casino. Using spending data adapted from Ontario’s three largest casino destinations, a conservative estimate suggested that a resort casino would bring **\$183.6M** in non-casino tourism spending over five years. A best-case scenario for a resort casino was **\$387.3M** over five years.
- Respondents to the in-depth survey were asked to indicate their accommodation, restaurant, and retail shopping **preferences** when visiting resort casinos. These preferences were used to estimate the proportion of non-casino tourism spending that would be spent **outside** casino facilities versus **within** casinos. It was determined that a **considerable proportion** of accommodation, dining, and retail spending related to resort-style casinos would take place outside the main facility.

## ESTIMATED TOURIST DEMAND (5 years)

	Stand-alone casino		Resort casino	
	Conservative	Maximum	Conservative	Maximum
Percentage of <u>Canadian</u> adults who would visit in 5 years	1%	6%	6%	13%
Number of <u>Canadian</u> adults who would visit in 5 years	<b>260,000</b>	<b>1,540,000</b>	<b>1,540,000</b>	<b>3,250,000</b>
Percentage of <u>Ontario</u> adults who would visit in 5 years	2%	10%	10%	21%
Number of <u>Ontario</u> adults who would visit in 5 years	200,000	990,000	990,000	2,050,000
Percentage of <u>Quebec</u> adults who would visit in 5 years	1%	5%	5%	12%
Number of <u>Quebec</u> adults who would visit in 5 years	60,000	310,000	310,000	720,000

### **Modeling assumptions:**

**Stand-alone conservative:** considers respondents "very likely" to visit Kingston within five years (primarily to visit proposed casino)

**Stand-alone maximum:** considers respondents "very or somewhat likely" to visit Kingston within five years (primarily to visit proposed casino)

**Resort conservative:** considers respondents "very likely" to visit Kingston within five years, plus proportion of those "somewhat likely" who would be more likely to visit if resort casino attractions offered (primarily to visit proposed casino)

**Resort maximum:** considers respondents "very or somewhat likely" to visit Kingston within five years, plus proportion of those "not very likely" who would be more likely to visit if resort casino attractions offered (primarily to visit proposed casino)

### **Sources:**

National telephone survey of 1000 Canadians (September 2012)

Online survey sent to 900 recent Kingston visitors (September 2012)

## ESTIMATED TOURIST SPENDING (5 years)

	Stand-alone casino		Resort casino	
	Conservative	Maximum	Conservative	Maximum
Accommodations	\$4.5M	\$26.7M	\$35.7M	\$75.4M
Restaurants	\$7.0M	\$42.2M	\$56.7M	\$119.2M
Retail	\$3.8M	\$22.5M	\$30.1M	\$63.7M
Other	\$7.6M	\$45.7M	\$61.1M	\$129.0M
<b>Total estimated tourist spending on non-casino expenditures</b>	<b>\$22.9M</b>	<b>\$137.1M</b>	<b>\$183.6M</b>	<b>\$387.3M</b>

### **Modeling assumptions:**

**Stand-alone casinos:** Spending estimates adapted from study of 2800 tourist respondents at six Ontario stand-alone casinos. Non-local respondents were asked to estimate their total off-site spending on accommodations, restaurant, retail, and other categories.

**Resort casinos:** Spending estimates derived from Ontario Ministry of Tourism, Culture, and Sport Regional Tourism Profiles. Estimates based on average tourist spending in Ontario's three resort casino regions: Niagara Falls, Windsor, and Rama.

### **Sources:**

Study of 2800 tourist respondents surveyed at 6 Stand-Alone Ontario Casinos (2006)  
Ontario Ministry of Tourism, Culture, and Sport Regional Tourism Profiles (2009 data)

## ESTIMATED TOURIST SPENDING: OUTSIDE vs. WITHIN CASINO (5 years)

		Stand-alone casino		Resort casino	
		Conservative	Maximum	Conservative	Maximum
Accommodations	outside	\$4.5M	\$26.7M	\$14.3M	\$30.2M
	within	\$0.0M	\$0.0M	\$21.4M	\$45.3M
Restaurants	outside	\$7.0M	\$42.2M	\$26.7M	\$56.4M
	within	\$0.0M	\$0.0M	\$29.8M	\$62.8M
Retail	outside	\$3.8M	\$22.5M	\$20.4M	\$43.1M
	within	\$0.0M	\$0.0M	\$9.7M	\$20.6M
Other	outside	\$7.6M	\$45.7M	\$61.1M	\$129.0M
	within	\$0.0M	\$0.0M	\$0.0M	\$0.0M
<b>Total estimated tourist spending on non-casino expenditures</b>	outside	<b>\$22.9M</b>	<b>\$137.1M</b>	<b>\$122.5M</b>	<b>\$258.7M</b>
	within	<b>\$0.0M</b>	<b>\$0.0M</b>	<b>\$60.9M</b>	<b>\$128.7M</b>

### Modeling assumptions:

**Accommodations:** Based upon accommodation intentions among respondents "very" or "somewhat" likely to visit proposed Kingston casino

**Restaurants:** Based upon average percentage respondents "very" or "somewhat" likely to visit proposed Kingston casino anticipated they would spend at resort vs. off-site dining

**Retail:** Based upon average percentage respondents "very" or "somewhat" likely to visit proposed Kingston casino anticipated they would spend at resort vs. off-site shopping

**Other:** Assumed that 100% of spending on items such as fuel and transportation would be outside casino

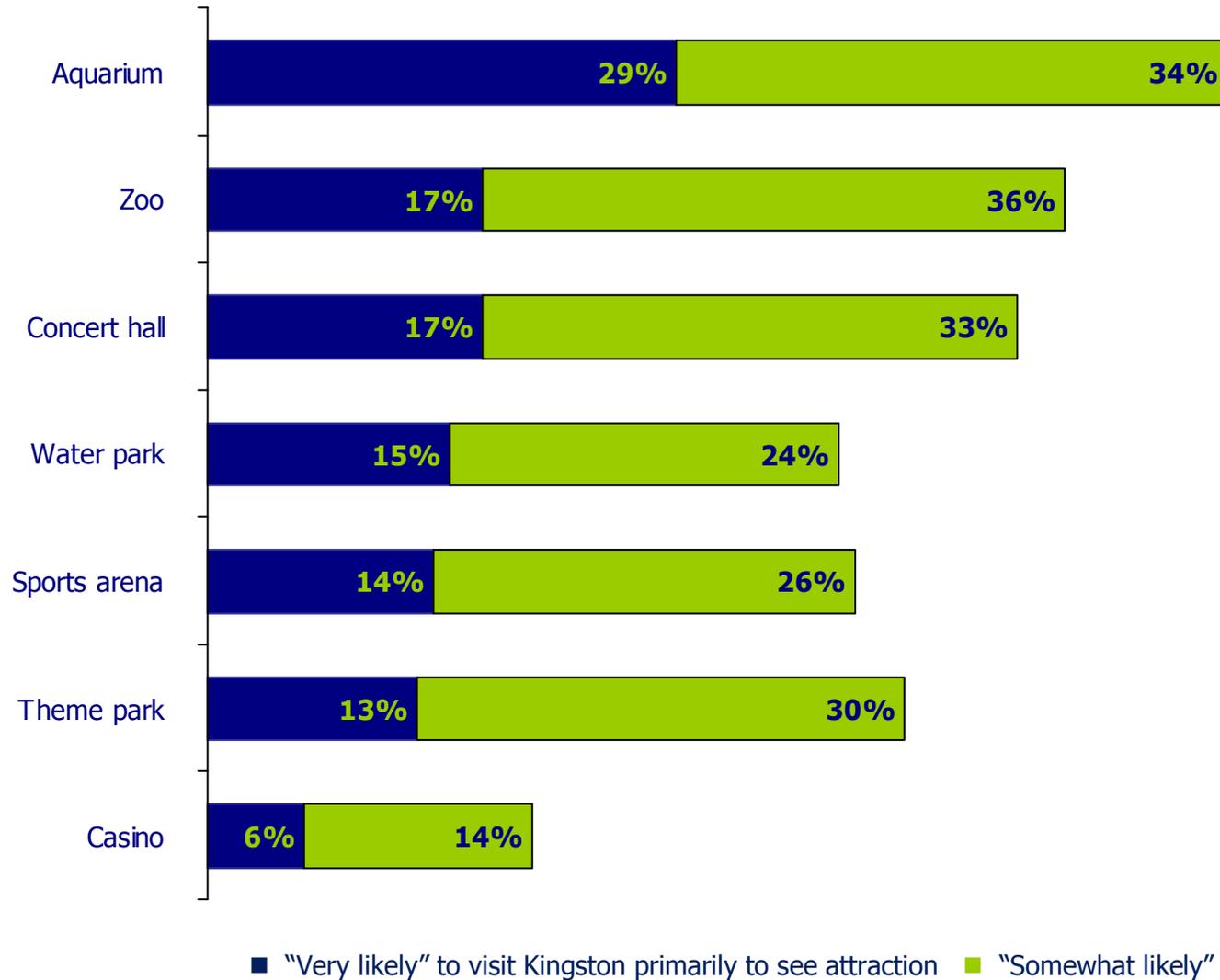
### Source:

Online survey sent to 900 recent Kingston visitors (September 2012)

## Section 5: Tourist Preferences

- A survey of former Kingston visitors listed seven new **potential attractions**. Respondents were asked to indicate their likelihood to travel to Kingston primarily to visit each of the new proposed items.
- Overall, a **new aquarium** ranked highest overall. Among all respondents, **29%** said they would be “very likely” to visit Kingston primarily to see a new aquarium while **34%** indicated they would be “somewhat likely”.
- A **new zoo** was second most popular, with **17%** “very likely” and **36%** “somewhat likely”. A new concert hall was a close third.
- A **new casino** ranked last among all seven attractions. Overall, only **one in five** respondents were likely to visit Kingston primarily to see a new casino. **6%** were “very likely” and **14%** were “somewhat likely”.
- Water parks, sports arenas, and theme parks all ranked higher than casinos.
- Respondents who were “very likely” or “somewhat likely” to visit a proposed Kingston casino were questioned regarding their **location preference**. Overall, **42%** of potential casino patrons would prefer the casino to be along the Highway 401, while **17%** would prefer a downtown location. **42%** indicated they had no preference.
- Potential casino patrons were also asked which casino they would visit if there were similar facilities in **both Kingston and Belleville**. According to the survey, **47%** of potential patrons would visit Belleville and **39%** would visit Kingston. 14% indicated no preference.

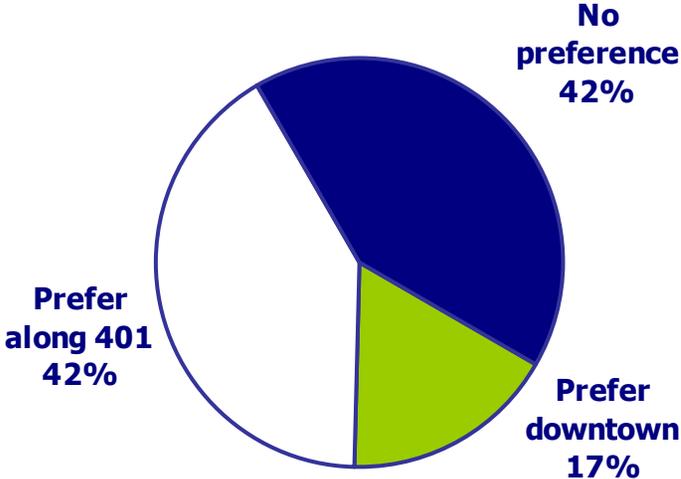
## TOURISM DEMAND FOR NEW ATTRACTIONS IN KINGSTON



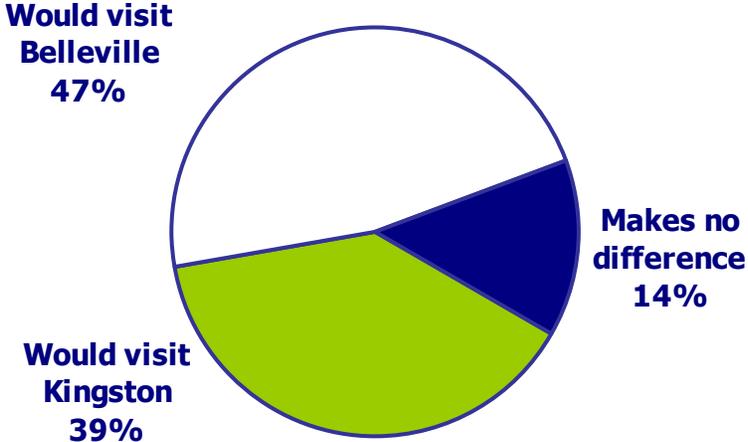
**Source:** Online survey sent to 900 recent Kingston visitors (September 2012)

**CASINO PREFERENCES**  
(among tourists "very" or "somewhat likely" to visit Kingston Casino)

**Location within Kingston**



**Kingston vs. Belleville**



**Sources:**

National telephone survey of 1000 Canadians (September 2012)  
Online survey sent to 900 recent Kingston visitors (September 2012)

## Section 5: Comments from Recent Kingston Tourists

### Positive comments

"Bundle attractions together: casino and harbour tour, casino and Fort Henry."

"Go big!"

"I am quite content to go to the casino in Gananoque."

"I visit Kingston for its vibrant downtown with one of a kind restaurants and shopping. I would go to a casino in Kingston but i think the best thing for the city would be for it to be away from downtown as to not take away from the culture there. I would still be more likely to go to the down town area for food and shopping than to eat or shop at a casino but I certainly think a small casino would bring more people to town and is a great idea."

"Keep it in the theme of history that Kingston has. It would be nice along the waterfront, maybe when the penitentiary is located now and to my understanding is going to be closed. Kingston is a beautiful and friendly city that we loved to visit. Kingston has lots of attractions to interest all ages."

"If building a Casino in the Kingston area draws in tourism I think it is a good idea. I grew up in Kingston and I think the economic development of the city is important."

"My partner and I love John A., and the history and architecture of Kingston. More John A. attractions and events would make it more likely for us to visit. Perhaps, if you build a casino, you could celebrate what's unique about Kingston?"

#### **Source:**

*Online survey sent to 900 recent Kingston visitors (September 2012)*

## Negative comments

"A casino in Kingston is a bad idea. There is already one in Gananoque, just drive there, don't be lazy. And don't kill Gananoque tourism to benefit Kingston."

"Beautiful town on tourist route towards Montreal, would avoid a casino."

"Casinos are a bad idea. Gambling is a regressive tax on the poor. There are better ways to promote tourism for Kingston."

"Casinos bring with them sale of hard drugs and prostitution. Kingston is such a pretty, charming old city. Please don't ruin it as a university town with a casino!"

"Do not like casinos."

"Don't put the casino downtown. You will destroy a beautiful historic city."

"Have no interest in casinos....we come to Kingston to watch our son play rugby for Team Canada. Usually it is a day trip."

"I always feel very happy when I'm told we are going to Kingston and I do not need new attractions to go back."

"I am strongly against putting a casino in Kingston, especially in the downtown area."

"I don't think a casino would be good for Kingston. People go there for the little shops and neat places to eat. A casino would hurt the smaller stores income. Kingston would lose its charm I think."

"I feel since there is currently a Casino in Gananoque that Kingston should not apply for one. Kingston has many forms of employment for its residents and Gananoque would be greatly harmed by the loss of the existing casino. For Kingston to apply for a casino, it makes the city appear greedy."

"I hate casinos. If a casino were built in Kingston, it would reduce the rate at which I visit Kingston dramatically."

"I visit Kingston for its history, location, walkability, and historic buildings and charming downtown. Adding a casino, especially in the heart of the city, would only detract from its current appeal."

"I'd prefer Kingston to have more attractions for families as opposed to building a casino or etc."

"In general, I think casinos suck. They are a terrible way to waste one's money."

"Kingston is a charming city in a beautiful spot with interesting restaurants and unique attractions. Don't spoil it with another Casino."

"Kingston is situated in a beautiful part of Eastern Ontario. Focus on its beauty and unique geographic, historic & academic situation. Market its strengths - there are plenty of casinos elsewhere in the province."

"My visit allowed me to appreciate the quaintness of Kingston. Allowing casinos would change its charm forever. Considering that our final decision to have our daughter attend Queens was the city itself I feel strongly we would not let our other 2 children attend if it were to become a gambling/casino/resort area."

"Please don't build a casino."

"Putting a casino in Kingston is a silly idea. I certainly hope it doesn't happen. It wouldn't entice me to increase my visits, in fact, it would likely do the opposite."

"Really not interested in casinos."

"We do not visit any Casinos but we enjoy live theatre and musical concerts, shopping and fine dining."

"We enjoy existing Kingston attractions, but have no interest in a casino."

"We love to visit Kingston for its outside patios. We have no interest at all going to a casino or staying at a casino hotel."

"When I visit Kingston, I like to go to the historical attractions as well as its natural ones too. A casino would start to turn Kingston into the tacky area resembling the one at Niagara Falls with one of the worst dives of a downtown core."

"You have a great city - don't spoil it with a casino. It's not worth it in the big picture. People who frequent a casino won't support your downtown which needs to be kept vibrant!!"

"You seem really keen to set up a casino. I'm not attracted to this at all."

**Source:**

*Online survey sent to 900 recent Kingston visitors (September 2012)*