

The Tornos Report

The Tourism Team 2002



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 **Windsor Public Library**
Universal Access to the Universe of Ideas

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I. Introduction

‘Tornos’ is the Greek word for a tool used for making circles. ‘Tour’ derives from ‘Tornos’ and means a journey that one begins and upon completion returns to the starting point as if to go in a circle. To go a step further, ‘tour’ is the root word of ‘tourist.’ A tourist is a person who is traveling for pleasure.

The ‘Tornos’ report was developed for the purposes of determining what public libraries are already doing to support tourists and the tourism industry and in turn discovering what else libraries could be doing to welcome tourists to and within Ontario. Public libraries in Ontario can provide welcoming and informative services for tourists to the province.

II. Acknowledgements

The LibraryNet Tourism Research Team would like to acknowledge the following groups and individuals for their support, effort, and contributions towards this project. Its success simply would not have been possible without them.

First and foremost, we would like to thank all the Ontario public libraries who participated in the survey - the response rate was exceptional. The libraries were enthusiastic about the study and generous in sharing their information, ideas, and stories with us.

Our sincere appreciation goes out to those from the Windsor Public Library (WPL): Steve Salmons, Donna Marentette, Tom Levesque, Brian Worrall, John Doherty, Josie Hazen, Judie Lowery, Caron Colucci, and the Collection Processing Team. The entire staff helped in numerous ways throughout the course of the project, and made the Team feel very welcome in the WPL work environment.

Also, we thank the Library partners for their valuable feedback and assistance: Cornwall Public Library, Dryden Public Library, Fort Erie Public Library, Ottawa Public Library, and Niagara Falls Public Library.

The staff at the Tourism Information Centre in Windsor deserves recognition for answering our questions and providing us with resources, such as maps.

Finally, we would like to acknowledge the Ministry of Tourism, Recreation and Culture, as well as Industry Canada, for proposing and funding the study.

The image shows six handwritten signatures arranged in two rows of three. The top row contains three signatures, and the bottom row contains three. The signatures are written in black ink on a white background.

LibraryNet Tourism Research Team

III. Executive Summary

Between October 2001 and March 2002, the Windsor Public Library appointed the LibraryNet Tourism Research Team to conduct a groundbreaking study. The project, which was funded by Industry Canada, in conjunction with the Ontario Ministry of Tourism, Recreation, and Culture, entailed a province-wide survey regarding the relationship between tourism and the public libraries of Ontario.

With 201 out of the 309 library systems taking part, an overwhelming 65% response rate was achieved. Nearly half of the respondents were from Northern Ontario, and 40% of the libraries were based in rural communities, with residential populations less than 5000.

For an area that has never been studied in the past, the volume of useful information was considerable. One major discovery was the fact that libraries, through their programs, facilities, and services, are actively supporting tourism in Ontario. Proof of this is the scope of **what is offered to tourists**. For instance:

99% of Libraries offer tourists Information on local tourist attractions & historical sites

98% offer Internet Access, Maps/Geographical Information System Resources (GIS)

97% offer Special Collections, Genealogical Records, Temporary/Visitor Membership

89% offer Foreign Language Collections

88% offer Children's Programs & Activities

86% offer Courses & Workshops

81% offer Video Lending

79% offer Book Lending

78% offer CD Lending

In addition to these findings, other highlights include:

- **62%** of the libraries believe tourist traffic **has increased** in the last 2 years.
- **75 of 201** respondents stated that there is no Tourist Information Center in their community, giving libraries an opportunity to take a more prominent role in supporting tourism.
- In **95%** of the libraries, Internet access is available to both residents and tourists.
- In rural communities, **70%** of the libraries offer the **only Internet** access for the public.
- **78%** of the libraries have developed and maintain a website, which can promote their services and facilities to potential tourists.

A study of this nature has the ability to identify new funding opportunities; this one was no exception. The libraries voiced the following as priority areas for attention:

- 1)** Increased promotion of the library and its services, both in the local community and abroad as something Ontario has to offer.
- 2)** Additional computer stations, extended business hours, and seasonal staff would allow the libraries to better handle the new influx of tourism.
- 3)** Improved coordination between Ontario's public libraries and the tourism industry. Cooperation should include creating web links and sharing promotional material and resources, along with more community-specific initiatives.

The Research Team has recommended that follow-up activities be performed in order to:

- 4)** Maintain an up-to-date inventory of the services and facilities available in Ontario's public libraries.
- 5)** Open the communication channels between the Ministry and Ontario's public libraries.

The study was successful in identifying that further investigation is needed to:

- 6)** Assess usage of Ontario public library programs and services from the perspective of the tourist.
- 7)** Initiate and improve library programs and services that are in high demand by tourists, such as genealogical searches.
- 8)** Develop a system for maintaining statistics and other information on tourism in the library environment: for instance, the creation of an "Ontario Library Passport."

IV. Background

Ontario tourism remains the leader of the Canadian tourism industry. In 1999, it was responsible for 37% of national tourism revenues and 43% of total visitors, and contributed \$7.2 billion to provincial GDP. Ontario is the predominant gateway into Canada, and as such, it should be the country's most welcoming community. In order to continue this trend and to encourage more people to visit the province, it is essential that tourism information is widely and readily available.

Over the last few years, the Internet has developed into a prime means of gathering information on virtually any subject, tourism included. Increasingly, tourists are using it to research accommodation, transportation, and activities of various sorts, along with the historical and cultural specificities of their chosen destinations. However, the Internet is not only a tool used for pre-departure planning, it is also a practical way for tourists to stay in touch with colleagues, friends, and family back home while they are away on holiday.

Ontario libraries have for generations been an excellent source for information and a honourable institution for the public. Their services, however, have been recognized mainly by and for their respective resident communities. As a result of the recent Connectedness Agenda, both the Federal and Provincial governments have contributed considerable funding support to municipalities, to allow the development of public Internet accessibility and global information resources. Libraries have benefited directly from this program, and to date, there are nearly 1100 library service points in Ontario alone providing public access to the Internet.

This dependence on the access to information is a golden opportunity to bring the Library and Tourism together. It is evident that libraries not only have the ability to supply the information, resources, and communication demands of tourists, but that they have been successfully doing so for years. However, this area was largely ignored prior to the libraries' recent reorganization within the Ontario Ministry of Tourism, Culture, and Recreation, and therefore, not developed to its full potential.

The recent change in Ministry has exposed an information gap regarding the role that libraries play within the tourism arena. What services are in demand by travelers? How accessible are library services to tourists, even those outside the province? How can a library's support of tourism best aid the tourism industry in their community as well as Ontario as a whole?

Though none of these questions are easily answered, the need to ask them has finally been realized.

V. Statement of Issue

Libraries house a wealth of knowledge in their resources, records, archives, and highly trained staff. They are providing tourist information in some format, but this area has never before been explored. Questions that arise from this include, what exactly are the services being offered? Which ones are most in demand by tourists? How can public libraries play a more prominent role in welcoming tourists to Ontario and offering the resources to make their holidays enjoyable?

Currently there are no parameters in place for developing an environment within Ontario's public libraries, which supports tourism. Nor are there any recorded success stories or models for the libraries to emulate. The recent reorganization within the Ministry of Tourism, Culture, and Recreation has identified the need to strengthen its ties with the library network, and the desire to redefine the way that tourists perceive libraries.

The purpose of this research project is to examine the services and resources that are currently offered to tourists by Ontario's public libraries. This information will then be used to evaluate the existing library usage by tourists, and to determine options, if any, that can assist in the development of Ontario tourism.

Furthermore, the project will investigate how Internet access for tourists has promoted the development of connectivity in underserved areas, and the extent to which public access points, such as the libraries, are benefiting local users and tourists alike.

VI. Research Objectives

One of the primary goals of the project was to gather as much data as possible on tourist interaction with the current library environment in Ontario. Answers were also sought on the ways in which public libraries support tourism in their respective communities, and in the province as a whole. The results would then reveal any existing information gaps and identify areas for future investigation.

The following Research Objectives more clearly outline these goals, and will facilitate a better understanding of the study's findings. They are as follows:

6.1 OBJECTIVE ONE

Inventory of Services

- To establish a comprehensive inventory of services and facilities available at Ontario public libraries, which has not been done before.
- To compile an inventory with the services and facilities available to tourists.
- To find a possible pattern or explanation for any discrepancies between the general and tourist-specific inventories.

6.2 OBJECTIVE TWO

Unique Responses of Public Libraries by Location or Special Interest

- To isolate the libraries' responses according to their geographical location or special market. The libraries will be analyzed under the following categories:
 1. **Northern Ontario Region**
 2. **First Nations**
 3. **Border**
 4. **Francophone**
 5. **Cottage/Holiday Home**

6.3 OBJECTIVE THREE

Tourism Indicators

- **Internal Awareness** – to establish the level of awareness **within the Library**.
- **External Awareness** – to establish the level of awareness **within the Community**.

Local Tourism Industry Support by Libraries

- To determine what activities, if any, are presently being performed by Ontario's public libraries to support and encourage tourism and the local tourism industry.

6.4 OBJECTIVE FOUR

Impact of Technology & Connectedness Agenda on Tourism

- To identify technological/electronic services provided by the public libraries.
- To evaluate these resources in terms of their usage by tourists and their impact on tourism. This examination should also, to some degree, reflect the Connectedness Agenda's effectiveness in communicating to the public, including tourists, what Ontario's public libraries have to offer.

6.5 OBJECTIVE FIVE

Highlights of Best Practices & Library Experiences

- To collect information from the libraries about their outstanding services, fresh ideas, and memorable anecdotes regarding tourism. Their feedback will also be gathered on different issues, concerns, and questions regarding their relationship with the tourism industry. Relevant material from the written responses will be used throughout the analysis and discussion, to further support the quantitative findings.

VII. Research Methodology

7.1 Project Timeline

28 Sept 2001	Windsor Public Library (WPL) awarded research contract by Industry Canada.
22 Oct 2001	LibraryNet Tourism Research Team selected by WPL and briefed on project.
30 Oct 2001	“Heads Up” letter distributed to all 309 Library systems in Ontario.
06 Nov 2001	Draft of questionnaire sent to partner libraries for input and review.
19 Nov 2001	Final version of questionnaire mailed out to 309 Ontario library CEOs.
20 Nov 2001	Online version of questionnaire posted to the WPL website.
05 Dec 2001	Original deadline for completed surveys. Interim report submitted.
11 Jan 2002	Closing date for accepting completed surveys. Remaining follow-up calls made.
14 Jan 2002	Commencement of the data analysis and final report preparation.
08 Feb 2002	First draft of written report reviewed. Communications strategy discussed.
22 Feb 2002	Submission of final documented report. Presentation of findings to Ministers.
March 2002	Report distributed to libraries. Survey results posted on LibraryNet website.

7.2 Survey Design

The study was designed for exploratory research - in this case, exploring the relationship between library and tourism industry in Ontario. A self-administered questionnaire was mailed out to the sample group of 309 libraries systems, representing the total 1100 library branches across the province. At the same time, they were notified by email that the survey had been posted to the Windsor Public Library website for online completion. The URL address was also included on the paper questionnaires, to further encourage this method of participation.

The majorities of questions were of a YES/NO/DON'T KNOW variety, and were designed to compile quantitative data about services, programs, and overall tourism support. Other questions provided a scale or a list of options to determine such things as population and frequency of visitors.

Open-ended questions were applied when the responses were potentially infinite, for instance, type of circulation system used or special collections. This format was also employed to collect respondent feedback on several topics, including personal interactions with tourists and suggestions for enhancing the current library/tourist environment.

VIII. Survey Response & Description of the Sample

Since a study of this nature had never before been performed, its reception from the libraries was uncertain. The survey was distributed to 309 Ontario public libraries systems, and amazingly, 201 completed questionnaires were returned. This overwhelming response rate of 65% was much greater than anticipated, especially when the generally accepted return rate falls somewhere between 10% - 25%. The high participation figure can be attributed to the enormous interest in the idea of exploring the relationship between libraries and tourism. This point is further supported by the volume and depth of the written comments and feedback received. Over 70 pages were collected on the text responses alone!

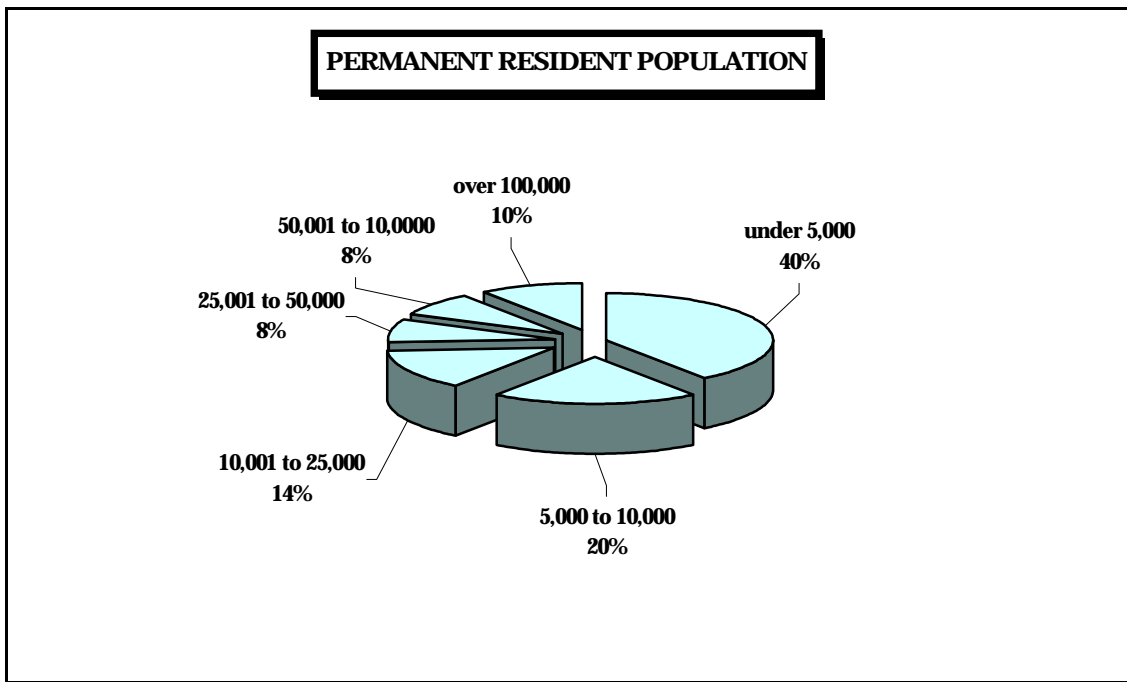
*“This survey made us aware that tourists are very important to our library.”
Massey & Township Public Library*

Although the questionnaire was addressed to the CEOs of each library system, they were not required to participate personally. The survey's intended target was library staff having close contact with the public. Therefore, the CEOs were encouraged to nominate a member of their staff to represent the library, ideally one in the best position to give the most accurate picture of the library's experience with tourism.

Participants included a diverse mix of urban, rural, Francophone, Native and border libraries. Specific points to note are as follows:

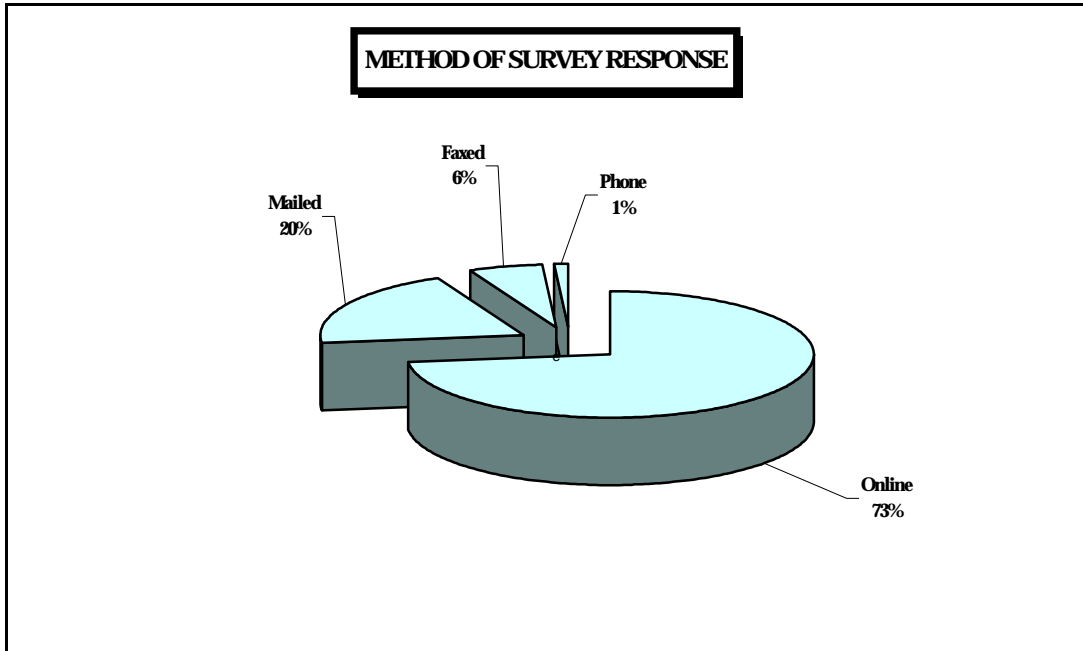
- The largest group to respond, with 81 of the 201 total, was libraries in the most rural category, serving communities with fewer than 5000 residents.

8.1 Table 1



- A geographical dispersion of the responding libraries is shown on the maps of Northern and Southern Ontario, which can be found in **Appendices #1 and #2**.
- The average number of libraries represented by each respondent was 3.3, for a total of **667** libraries represented by the results.
- The majority of completed surveys were submitted online (**73%**) followed by mail (**20%**), fax (**6%**), and telephone interview (**1%**).

8.2 Table 2



IX. Factors Affecting Data Collection

On a statistical basis due to the overwhelming response rate, the data is representative with confidence. This, in turn, increases the accuracy of the results. However, when performing the analysis, it is important to identify factors, which may affect the data, and therefore, the results. Those factors in this study are outlined below:

- It was problematic for respondents, firstly, to distinguish tourists from members of their own community, and secondly, to determine what services they were using within the library. Unless patrons approach the desk with specific questions, librarians have little clue as to where the patrons are from, or their purposes for visiting the library.

“Difficult or almost impossible to answer the sections about the frequency of tourists to the library by age or by geographic location.”
Windsor Public Library

- The size of the library affected the range and availability of services offered. In this study, the majority (59%) served communities with fewer than 10 000 residents.

“It is difficult in a small library to meet all the needs of tourists in the area and still meet the needs of those permanent residents paying taxes in the community.”
Wasaga Beach Public Library

- Another factor was the seasonal fluctuations in demand. Since the questionnaires were distributed in December, this fell in the off-season for many respondents. Consequently, giving accurate accounts of the events and activities of the previous tourist season became difficult for some.

“Some of the statistics and service information provided applies to seasonal residents and not to visitors. Visitors have limited privileges. Stats are average guesses over the year and would be much higher in the peak summer months.”
Fort Erie Public Library

- The online survey was designed so that each question required an answer before allowing the user to advance to the next screen. As such, respondents might have guessed or chosen an inappropriate option, for lack of anything better, simply to proceed with the survey.

“A lot of this is pure guesswork, so of limited value. I have no idea how many tourists visit this community per year. I tried to put "Don't know" but then was not allowed to proceed.”
Arnprior Public Library

- It was recommended that a library representative holding a customer service position complete the survey. This, however, might not have been possible in every case. In addition to this, the candidate chosen to participate not only spoke for his/her library, but also for every other branch belonging to the same system. For instance, Toronto's main library represents 98 other branches.

“Sorry I am only a secretary for a part time library and I have not had any contact with the public.”
Pelee Island Public Library

X. Data Analysis & Discussion of the Results

10.1 OBJECTIVE ONE

Inventory of Library Services & Facilities

10.1.1 General Inventory

An essential task of the survey was to gather information regarding the services and facilities that are currently provided throughout Ontario's public libraries. Up to this point, there had been no such account or inventory, making accurate communications to the public hardly possible. The table below presents the complete list of services and facilities, which was included on the survey and the corresponding percentage range of libraries that are currently offering them.

Percentage of Libraries	Services Offered
Over 95%	Book lending, Reference Material, Internet Access, Librarian-Assisted Searches, Washrooms
90% - 95%	Children's Programs, Photocopying, Videos
80% - 90%	Information on local tourist attractions, Word Processing, Responding to Email Requests, Library Orientation, Air Conditioning, Wheelchair Access
70% - 80%	Special Collections, Temporary Memberships, Library Website
60% - 70%	Online Catalogue, Foreign Language Collection, Genealogical, CDs, Business Directory
50% - 60%	Microfilm, Archives, TVs/VCRs, Courses & Workshops, Public Lectures
20% - 50%	Maps/GIS, Projectors, Theatre/Conference Facilities, Book Clubs & Reviews
Under 20%	Video Recorders, DVDs, Digital Cameras, Food Services, Braille Materials, Slides, E-Books

In order to analyze the offerings among Ontario's public libraries, the inventory of available services and facilities was divided into a number of categories, as follows:

1. Lending Materials
2. Reference/ Specialty Materials
3. Computer/ IT Services
4. Library Facilities
5. Public Support Services

See graphical representation in appendices 3 through 7.

10.1.2 Inventory for Tourists

It is noted that for most services and facilities, there was not a substantial difference for those offered to the local residents, and those offered to tourists*. Although this appears to contradict the general assumption that services would be restricted for tourists, it actually makes perfect sense. In other words, libraries do not seem to discriminate between residents and tourists, just as they do not tend to discriminate between types of information requested. For them, a customer is a customer! The following table indicates the percentage of libraries offering the listed items to tourists:

Type of Service/Facility*	Libraries Offering To Tourists
Info on local tourist attractions & historical sites	99%
Internet/Email Access	98%
Maps/Geographical Information System Resources (GIS)	98%
Special Collections	97%
Genealogical Records	97%
Temporary/Visitor Membership	97%
Foreign Language Collections	89%
Children's Programs & Activities	88%
Courses & Workshops	86%
Videos	81%
Book lending	79%
CDs	78%

**NOTE: Unless otherwise stated, it was assumed that library membership is not necessary for these services/facilities.*

It is interesting to note that the listed services include some lending materials and expensive equipment, which carry a risk factor for non-return and possible damage or loss. Others offerings, such as workshops, and children's activities, often require prior booking, and in some cases, membership. Despite these restrictions, they are also offered to tourists in most libraries.

10.2 OBJECTIVE TWO

Unique Responses of Public Libraries

10.2.1 Northern Ontario Region

A total of 99 of the 201 surveys were submitted by libraries in the Northern Ontario Region, which was defined geographically as those located within the 705/807 area codes. Because this group represents almost half of all participants, it is unlikely that their responses would deviate greatly from the collective data. A summary of their responses is next:

- Vast majority of the Northern Ontario libraries serve a population under 5000 (**61%**)
- Popular reasons for visiting the community: Family & friends **73%**
Cottage/ Holiday home **69%**
Local Scenery / Eco-tourism **54%**

*“For the past 2 years, Elliot Lake has hosted “Raid the North” extreme adventure racing.”
Elliot Lake Public Library*

- **56%** said that they are the only providers of public Internet access in their communities.
- **67%** have experienced an increase in tourist traffic in their libraries within the last two years.
- **85%** offer temporary memberships, and **65%** charge a fee for this card.

*“Charge for temp card is for out of province patrons.”
Lambton County Library*

10.2.2 First Nations

Though only **14%** of the First Nations libraries participated, their feedback was informative and invaluable. The following highlights are taken from the eight Native respondents:

- **7 of the 8** libraries were from communities with fewer than 5000 residents.
- **5** cited Local Events as a primary reason why people came to visit their region.
- **6 of the 8** do not have Tourist Information Centres in their communities, and the libraries are relied on to fill this role.
- **Two-thirds** stated they are the only public access sites for Internet.

- **7 of the 8** have special collections
- **100%** offer Librarian-Assisted Searches and Community Bulletin Boards.
- **4 of the 8** offer temporary memberships, but **none** of them charges a fee.
- **5** libraries had experienced an increase in tourist traffic, but **none** said it had decreased.

10.2.3 Border Libraries

Border libraries are defined as those located on or near Ontario's geographical borders with Manitoba, Quebec, and the United States. This group made up **31 of the 201** respondents. Interesting points are noted below:

- **39%** of respondents were based in communities with populations over 25, 000.
- Sporting Events and Historical/Heritage Sites, each with **32%**, were both popular reasons why people come to the area, and **19%** mentioned Casino, which are activities/interests that are more commonly catered for in urban centres.
- **77%** indicated that they have information centres for tourist in their communities, which is consistent with the fact that these centres are usually found in larger cities.
- **39%** stated their library is the only Internet provider open to the public.
- Of the **31 libraries**:
 - **29** have a community bulletin board
 - **26** have special collections
 - **28** have genealogical records and library websites
 - **20** have archives
- Of the **31** respondents, **all but one** stated that they have Internet access and that they provide brochures and materials to promote local festivals events and activities.
- **64%** have witnessed an increase in tourist traffic, but **none** have seen a decrease.

10.2.4 Francophone

The Francophone libraries only made up **11 of the 201** of the total respondents. Since there are only 13 French public libraries listed in Ontario, this represents an **85%** participation rate from this group.

- Since **82%** stated that Visiting Family and Friends brought tourists to the community, it is safe to say that a good proportion is likely to be repeat visitors. The second most popular response was Cottage/Holiday Home (**55%**), which again supports the previous statement.
- **64%** stated there was no other public Internet access point in the community.
- Only **4** offer temporary membership with full services, and **1** offers it with limited benefits.
- **100% (all 11 libraries)** indicated that they provide Internet Access, Reference Materials, Librarian-Assisted Searches, and Washrooms to tourists.
- Regarding tourist traffic, **5** thought it had increased, while **5** believed it had not changed.

10.2.5 Cottage/Holiday Home

This category concerned those who had responded that Cottage/Holiday Home was one of the main reasons why tourists visited their region. This encompassed **111 out of 201**, or **55%** of all the libraries studied. Upon closer examination, it was discovered that:

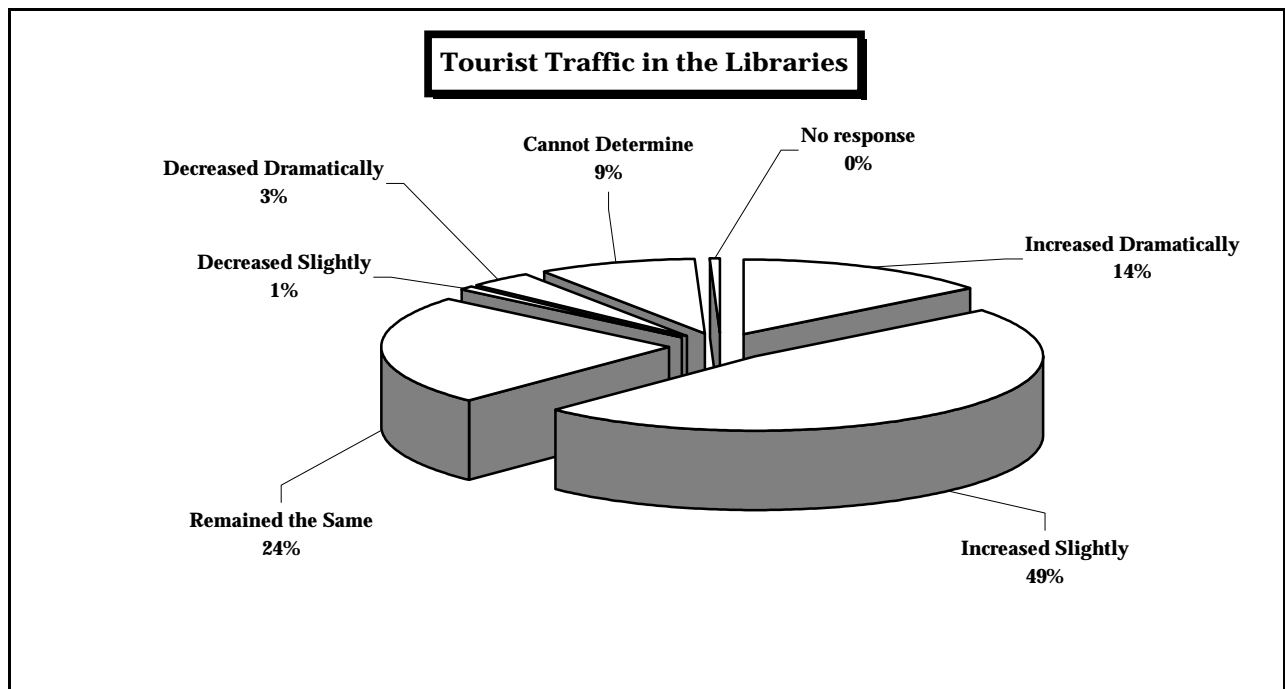
- **Over half** of the respondents are from communities with fewer than 5000 people.
- **60 of the 111** respondents stated their library is the only public Internet access point in the community.
- **92 (83%)** of these libraries indicated that they offer temporary memberships.
- Increased tourist traffic in the last two years was experienced by **78 of the 111** libraries.
- **100 (90%)** respondents said that there are no other branches in their library systems. Considering the previous point, this means that the individual libraries must rely solely on their own resources to meet the increasing tourist demands.

10.3 OBJECTIVE THREE

10.3.1 Tourism Indicators

a) Internal Awareness (Within the Library)

- **62%** of all libraries believed that tourist traffic had increased in the last two years.



- For Tourism-related phone calls and walk-in requests, these may have been too challenging to estimate accurately, due to seasonal fluctuations in demand, and respondents lacking the ability to identify tourists correctly and with ease.

“The number of tourists is hard to estimate if you consider how many people come here for hockey tournaments, skating competitions and curling bonspiels.”
Red Rock Public Library

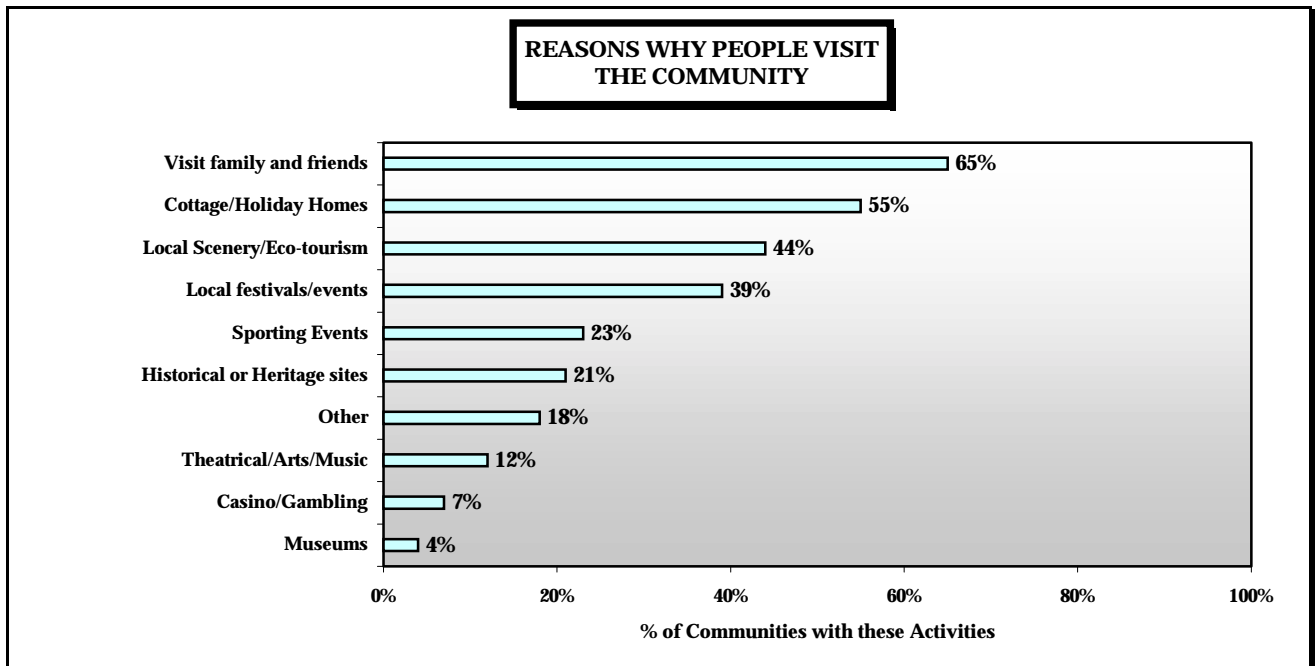
- Responses for tourism-related requests to check email/Internet access indicated that the respondents were better able to give definite figures for this than the previous two types of requests. This is most likely because better records are kept, for example, reservations or sign-up sheets. Also, if the tourist must approach the librarian for assistance, there is a greater chance that details will be exchanged through casual conversation.

“We find we (Library) is becoming "THE" stop for travelling youth and seniors BECAUSE OF INTERNET ACCESS-Email and online banking are the major uses of our Internet service.”
Dryden Public Library

“Our tourist traffic has increased some over the last few years as word spreads of free Internet access available at libraries.”
Huron Shores Public Library

b) External (In the community)

- It was easier for the respondents to give estimates on annual tourist figures for the community, as these are documented and kept on record by the local tourism authority.



- Majority of responses were related to seasonal tourism and repeat visits (ie: visiting families, holiday homes, etc.)
- **75** of the libraries surveyed **DO NOT** have a community tourist information centre.
- Referrals by tourist information centres to libraries were substantial, with **104** reported cases. This is a clear indication that support mechanisms already exist, in addition to enormous cooperation between the two parties.

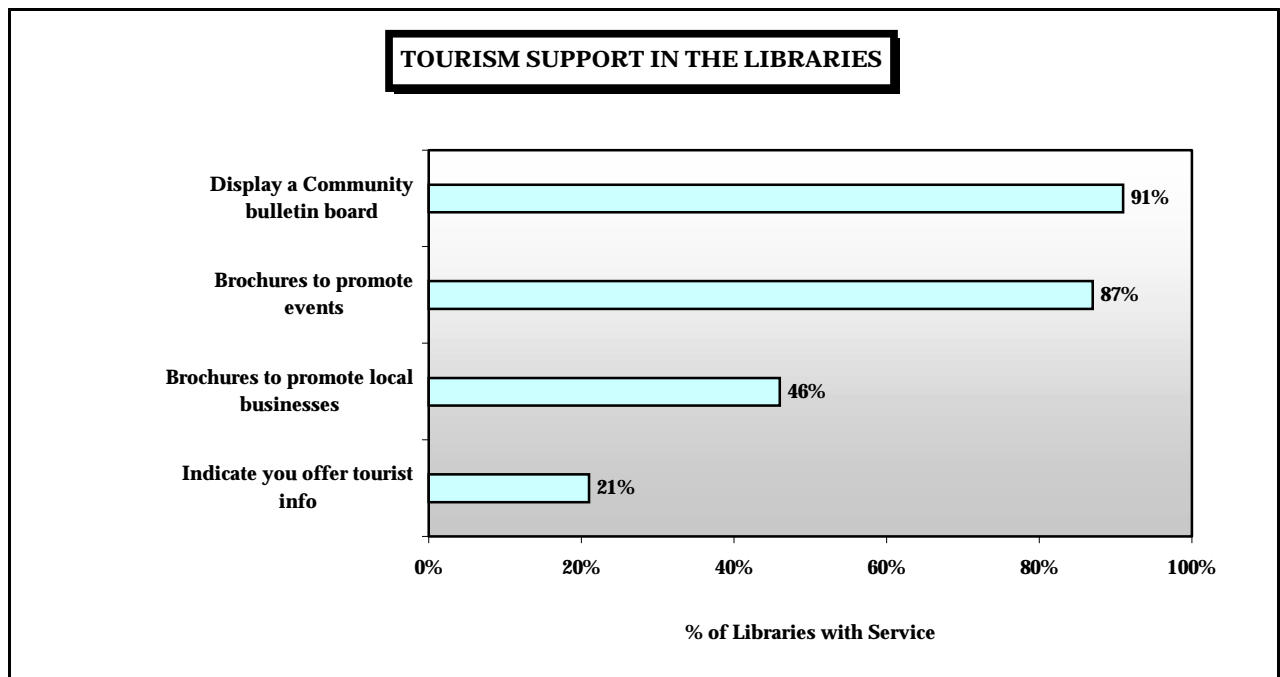
“We need to make a more visible effort to let tourists know what information we can provide them about our community, especially after 5:00 p.m. when the tourist both is closed.”
Welland Public Library

- **Only 33** libraries stated they were recognized to act as **THE** tourist information centre in their respective communities.

“The Whitby Public Library is an unusual case because we have a separate branch, which handles tourism and community information. As a result, we deal with thousands of tourists throughout the year.”
Whitby Public Library

10.3.2 Local Tourism Industry Support by Libraries

The following graph best illustrates the level and type of tourism industry support activities, which are currently found in the Ontario public libraries:



- **Brochures local events/festivals, etc**
 - already doing this, established
- **Brochures for businesses**
 - about half, more potential to expand this basic service

*“We supply Shaw and Stratford Festival brochures to our patrons as well as more local theatre initiatives.”
Chatham-Kent Public Library*

- **Community bulletin board**
 - 91% have one. Widely accepted practice
- **Indicate offer info for tourists**
 - only 21% indicate with sign or posters

*“We could carry more local info for tourists. Have a formalized policy for seasonal resident memberships. In general, there could be more publicity/encouragement that tourists can use public libraries for many services.”
Merrickville Public Library*

*“We could provide signage indicating that we can/do provide tourist information, especially since the Library is open many more hours per week than the Tourist Information Office down the street.”
Owen Sound and North Grey Union Public Libraries*

*“We could promote our community in the winter months when our information centre is closed. Chapleau has a very active snowmobiling club, we could promote with brochures & maps. We have an online directory of motels, restaurants in the area.”
Chapleau Public Library*

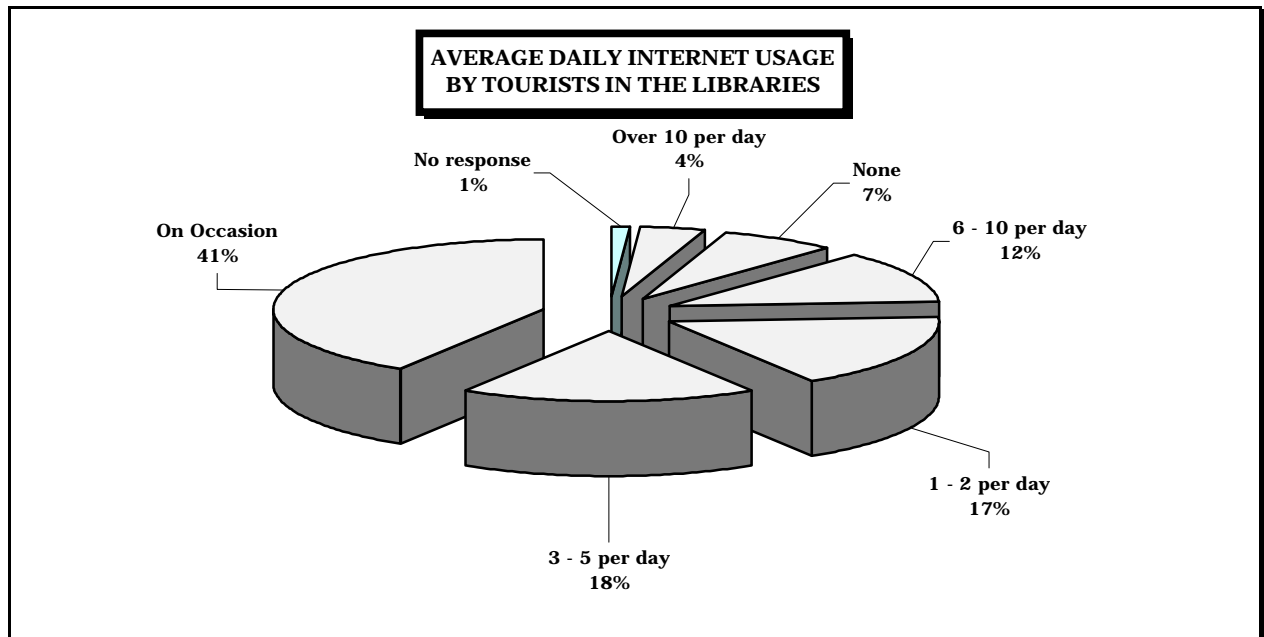
*“We like to see culture and tourism working together whenever possible. We are a small community but tourism is growing in the north and we should be able to work together without duplicating services.”
Terrance Bay*

10.4 OBJECTIVE FOUR

10.4.1 Impact of Technology & the Connectedness Agenda

- **Nearly half** of the respondents stated that the library was the **ONLY public Internet Access** point in the community, which highlights the importance of the provision of this service.
- When comparing **rural to urban** communities, almost **70% of rural libraries** said they were the **only public Internet point** in the community, as compared to **5% of the larger centres** stating they were the **sole public Internet providers**.
- An impressive **95%** stated that their library **offers public Internet access** not only to the residents, but **to tourists** as well.
- **78%** of all the participating libraries have already **established a website**, offering information about their services and facilities.

- By the figure shown, it is apparent that Internet services are popular with tourists, and as discussed in Objective Two used with **greater frequency** than personal or phone requests.



- This would indicate that tourists are aware to some degree that the Internet services are available, which may be due in part to the fact that information is posted to the library websites. Also, if some tourists depend upon email as the primary means of communication back to the home or office, they are probably accustomed to using it for research purposes. In this case, tourists would use it to find out where public Internet access is available, prior to their holiday.

10.5 OBJECTIVE FIVE

Highlights of Best Practices & Library Experiences

10.5.1 Customer Service

The following statements reflect the services that already exist in most libraries and are currently used by tourist.

*“Tourist seen ultrasound of new niece/nephew-to-be through e-mail photo image. She was travelling across Canada and received messages from family in different location than her home.”
Bancroft Public Library*

“Most tourists who come to the Chatham-Kent Public Library are here to research family histories/genealogy and they come from Michigan primarily although we have had visitors from Arizona and deep south states as well as Ottawa and SW Ont. locations. We have some drop-in traffic that wants to check their E-mail and don't want or require other types of services. We have had visitors from Australia doing this as well as some closer

destinations such as Guelph Ont. We also get asked for directions and people want local street maps if they are on business but this happens infrequently.”
Chatham-Kent Public Library

“We have had visitors from all points in the states visiting family in Oshawa, working in the library on their family history, the latest I recollect from Texas. Recently we've had foreign students studying in Oshawa (from Tanzania) who are thrilled to be able to use our Internet service to contact family back home.”
Oshawa Public Library

“Many people are amazed at how much excellent material we have in our small rural library. They often say they have to wait six months before they get the latest books, but they come to the cottage and often we have it. Business people love to be able to communicate with their offices in the big city while they are enjoying life up here in God's country. Several are looking into how they can spend the summer up here and still do business using the Internet.”
Whitestone-Hagerman Memorial Public Library

“Visitors to our library request local information more than anything else...maps of the city and area and how to get to local tourist spots. They tell us that they come to the library because it is a location they feel comfortable in, they can check their e-mail contacting home (for free here), they know their queries will be answered promptly and respectfully, and they can relax, catch up on the news, read a magazine, wait for the next bus/plane etc. We are very close to the marina here and many people dock and walk to the library. We have always had positive feedback from all our visitors and do our best even if there is a language barrier.”
Sault Ste. Marie Public Library

10.5.2 Over & Above

Here are a few situations in which librarians and library staff have extended themselves to go over and above their job descriptions to meet the request of tourists.

“A young girl from Honduras came in and wanted to email home. With her very limited English and my limited Spanish and some sign language we got through getting online and to her folk. She was so delighted she came back again every other day till she left. While here I introduced her to our library Spanish section and videos. Another person called and was looking for an ancestor. I was able to direct them to their ancestor's family still alive and now they have a great relationship.”
Black River-Matheson Public Library

“A tourist visiting our library, left her prescription sunglasses, went for a picnic lunch, returned and found the library closed, she went to the nearby video store. They telephoned me at home, on a Saturday afternoon. I returned to the library and found her sunglasses. She was very grateful and wanted to give us a donation. I told her it wasn't necessary and she wrote a note to our local paper and give us some welcome publicity.”
Edwardsburgh/Cardinal Public Library

“One American here for fishing wanted to use our fax line to send in reports to his head office on his laptop. He paid us \$20.00 for the privilege and was very grateful for the use of our facilities. We usually have an influx of tree planters here in the spring and they overrun the library on Saturdays to use the computers.”
Elsie Dugard Centennial Public Library

“As our Library is only open on Monday and Thursday evening's tourist/cottagers have the option of dropping returns at the librarian's home on the weekends.”
Tudor & Cashel Public Libraries

*“The tourists are very appreciative of any assistance than we can give them. My assistant actually had a tourist send her a floral arrangement after he had left the Library. What a nice gesture!”
West Grey Public Library*

10.5.3 Donations

There have been several instances when out of town patrons have shown their appreciation towards the services provided to them by Ontario public libraries by giving financial donations.

*“U.S seasonal residents provide annual donations to support purchase of materials for our branches. Tourist/researcher from Great Britain spent holiday researching library materials on family member from the 19th century and subsequently sent finished book to library. Heavy use during summer of public Internet stations by tourists and travellers.”
Fort Erie Public Library*

*“We have one American tourist that uses our library and every year at Christmas he donates \$100.00 to the library for the excellent service he has received during his summer stay in our area. We welcome all tourists into our library and offer them the same service that we offer other residents. We ask for a \$20.00 fee for one family to use our services and \$18.00 of that fee is returned to them at the end of their stay after all materials have been returned to us. No one has ever complained about having to pay this deposit fee. We feel that the deposit fee is necessary to ensure that the materials come back to us.”
Powassan & District Union Public Libraries*

10.5.4 Unique Services

In Ontario there are many libraries that offer benchmark or unique services that are worth investing to see the possibility of offering such services province wide.

“We assisted Americans access the internet who were stuck here after Sept.11th. We were able to introduce tourists on the M.S. Chi-cheemaun ferry to the possibilities of mobile connectivity, even though the technology is not up to our expectations.”

*“Library is hosting a marine based public internet site on the M.S. Chi-cheemaun ferry service.”
Bruce County Public Library*

*“Our website provides links to 300 websites under thirty-five different categories, many of which are of special interest to tourists. For example, we have event calendars, listings of all churches that have websites, maps, information about theatres and cinemas, and heritage sites. Under “transportation” tourists can click on a button to find wait times for our border crossings.”
Niagara Falls Public Library*

*“On our WEB page we have a link to money exchange and have had several Americans come in to see us and we were told when they saw how much their money was worth in Canadian they decided to holiday in Canada. So I think it would be a great idea to have this link on any web page that is tourist oriented. “
Thessalon Public Library*

*“The Whitby Public Library is an unusual case because we have a separate branch, which handles tourism and community information. As a result, we deal with thousands of tourists throughout the year.”
Whitby Public Library*

“Was impressed with the aboriginal artifacts in the library that shows are aboriginal cultural and how we use the library to promote cultural awareness by incorporating our Annual Three Fires Pow WoW and including a Kids

corner activity with this 2 day festival during the last week in August. Throughout the year we promote story telling by our aboriginal storywriters and contests/activities and family curriculum's. We promote and display our War Veteran material with our Elementary School - Lloyd S. King and with our community. Monthly newsletter promote every person that visited our library for the month (includes where they are from) - have sign in book."
Mississauga of the New Credit First Nations Public Library

"We created a CD-ROM and Web Site entitled Native Peoples of Simcoe County. The work provides a historical overview of the settlement and migration patterns. Look under Local History on the library's website www.innisfil.library.on.ca."
Innisfil Public Library

10.5.5 The Eager Beavers

Many libraries already realized the role they play in supporting tourism in Ontario and are more than willing to help improve their relationships with tourist and the tourist industries. In fact many have begun to initiate solutions and services to improve services intended for tourist.

"This library would be pleased to have a tourism kiosk set up all through the year for local, provincial and federal tourist information. The material should be free, staff should be trained to answer queries in depth, and there could be a 1-800# public access for information that staff cannot provide."
Sault Ste. Marie Public Library

"We are always lacking in enough space to properly service tourists. We could use more computers than we have. There are always people waiting and if someone is passing through they want to get on the computer in a hurry. We have a number of brochures on tourist attractions but we could certainly expand those."
Municipality of Tweed Public Library

"Provincial marketing of the PL as "The Source" for Internet access, for friendly assistance in accessing information on local events, businesses, services. We would APPRECIATE added funding for additional Internet access + computers; for a small portable kiosk/bulletin board/pamphlet holder to display brochures and info and posters. We would appreciate recognition for doing a job we have been doing for a century!"
Dryden Public Library

"We could provide signage indicating that we can/do provide tourist information, especially since the Library is open many more hours per week than the Tourist Information Office down the street."
Owen Sound and North Grey Union Public Library

"We are looking at becoming a downtown satellite tourist information kiosk in partnership with the town of Oakville."
Oakville Public Library

"We could carry more local info for tourists. Have a formalized policy for seasonal resident memberships. In general, there could be more publicity/encouragement that tourists can use public libraries for many services."
Merrickville Public Library

"We could promote our community in the winter months when our information centre is closed. Chapleau has a very active snowmobiling club, we could promote with brochures & maps. We have an online directory of motels, restaurants in the area."
Chapleau Public Library

10.5.6 About the Survey

Several libraries provided positive feedback about the survey.

“This is a good idea to survey how very much libraries in particular work with tourism issues. Of course small rural communities rely on libraries to be the "hub" of their area. We are close to the Fort Erie/Buffalo border and situated on Lake Erie and as such do have a fair number of summer residents. Marshville festival labour day weekend events entertain many people.”

Wainfleet Public Library

“This survey made us aware that tourists are very important to our library.”

Massey and Township Public Library

“This was a good survey. We like to see culture and tourism working together whenever possible. We are a small community but tourism is growing in the north and we should be able to work together without duplicating services.”

Terrance Bay Public Library

“Not a very difficult questionnaire to do very informative itself.”

Emmo Township Public Library

“I picked up a few hints to make this library more welcoming to Visitors. Thanks”

Gravenhurst Public Library

“The questionnaire was easy to complete and of a timely nature.”

Township of James Public Library

“No comment except it was nice to be able to do the survey on line”

St. Joseph Township Public Library

XI. Recommendations

11.1 From the Ontario Public Libraries:

When given the opportunity to comment, the respondents reacted positively with suggestions for improving the library/tourism relationship. A considerable number of libraries have already been working closely with their tourism counter-parts, and this should be applauded and encouraged further. Others had constructive ideas for establishing better communication with the tourism networks in their communities. Consequently, the libraries recommended the following:

- 1) Develop the communication between Ontario's public libraries and tourist information centres, local attractions, events and businesses, in a joint effort to meet the needs of tourists.**

“Local tourist information centres need to be made aware of the services offered by the libraries to tourists (e.g. email access). Libraries are also a place to relax etc and visitors need to be told where the libraries are and the hours.”

Waterloo Public Library

- 2) Encourage all public libraries to create links between library websites and those of relevance and of interest to tourists.**

“The best way to service is via good web sites. That allows tourists to research their visit, also access local history and other resources, which need to be digitized. Providing public access Internet is also valuable to tourists who may wish to check their email. Once they are doing that local brochures and staff contact are valuable resources too.”

Middlesex County Library Public Library

- 3) Acknowledge the libraries that boast special collections, museums, and unique features, as “novel” tourist destinations, with unexplored potential.**

“We have a 'Chalmers' collection- the name given to a specialized, separated collection of books, magazines, videos and reviews about Shakespearean/Elizabethan Theatre.”

Stratford Public Library

“The unique collections of public libraries should be promoted to tourists. This would include historical and genealogical material in particular.”

Woodstock Public Library

As with any public institution, libraries rely on funding. The survey respondents proposed a wealth of ideas regarding funding for a better tourism environment. Increased promotion was the most noted suggestion, and with only 21% of libraries having signs or indicators that they offer support to tourists, this is an area ripe for expansion.

“I would like to see a closer relationship between the municipal tourism department and the library system. Many of the tourist information centres could be doing more to make tourists aware of library locations. I think a good effort is being made to promote tourism within our municipality by the library staff. Certainly we field many phone calls, because folk will see the Library website before they find our tourist information. In smaller communities the Board of Trade office is not open 9-5, 5 days a week, and the library will field the calls instead. I believe all libraries including those not in tourist areas should be more open and welcoming to the traveling public. As a traveler I have appreciated the friendly library facilities across Canada (including the far north).”
Haldimand Public Library

“Tourists would be happy if their library card was valid (for full service) for any place in Ontario. In our library, they would like to see us open more hours, especially Mondays. (Currently, we are open 10 a.m. to 9 p.m. Tuesday to Friday and 10 a.m. to 5 p.m. on Saturday.) They would like us to have more computers as demand exceeds supply. They would also like us to supply more daily newspapers. Many of these issues are funding ones. We are in the process of improving signs directing people to the library in order that they can locate us easily. Promotion of libraries as tourist information centres by province. Greater funding to recognize and support library tourism activities.”
Perry Sound Public Library

The Libraries identified the following as priority areas:

- 4) Increasing library promotion, which will create a greater awareness of services that are available to tourists.** This might entail province-wide advertising campaigns, street signs, and brochures about library services and facilities, tailored specifically for the tourist market.

“I think Libraries should be more prominent in terms of being recognized in the community. Signs on the Hwy. and in cities/towns similar to hospital and museum signs, would give the impression that Libraries are for the public, not just for those that are members”
Tehkummah Public Library

“What is needed more is advertising the fact that libraries have the resources to find out information for travelers and that we do house quite a bit to start with. Patrons just don’t know about it. ”
Chatham/Kent Public Library

- 5) Extending hours and employing more seasonal staff to help meet tourist demand.**

“In our library, the services and programs available for tourists and the tourism industry could be enhanced by additional funding to increase our staff and operating hours. We are very limited to what we can provide with only one person working at a time and only 30 hours open each week. Summer months are extremely busy and we could use four or five Internet terminals for all the tourist requests for use, which we receive. Many times we have to turn people away for lack of equipment and staff for assistance.”
Michipicoten Township Library

- 6) Increasing the number of computer stations to ensure maximum usage by, and availability for, residents and tourists alike.**

“We are always lacking in enough space to properly service tourists. We could use more computers than we have. There are always people waiting and if someone is passing through they want to get on the computer in a hurry.”
Municipality of Tweed Public Library

11.2 From the Research Team:

This being the first study of its kind, such a large response was not anticipated. With 201 responses out of a possible 309, this was a positive indicator about the libraries’ willingness to participate in the investigation. A substantial number of respondents had much to say regarding the library/tourist relationship. The Team recommends that further research should be conducted in order to:

- 7) Maintain an up-to-date inventory of the services and facilities available in Ontario's public libraries.**
- 8) Expand the communication channels between the Ministry of Tourism, Culture, and Recreation, and the Ontario public library network.** It is important to continue gaining the libraries’ opinions and feedback not only on tourism issues, but other concerns, as well. Exchanging information freely and regularly will benefit both parties and aid in program coordination. A simple but effective action would be to integrate a tourism services survey into the annual Ministry survey process.

Since the survey was completed from the libraries’ perspective only, true and accurate information about tourists and their behaviour was limited. A reasonable explanation for this is that it is difficult, if not impossible, to distinguish a resident from a tourist, unless that patron happens to indicate his/her status to the librarian. It is therefore advised that future studies are designed to:

- 9) Assess the usage of Ontario library services and programs from the perspective of the tourist.** This information may be gathered by means of personal interviews performed on library premises, and self-administered questionnaires positioned at the reference desks, checkout points, or even posted on library websites.

“Need to survey our tourist clientele in order to increase awareness of our role as a source of current tourist information. In the Ottawa-Hull area, tourism has a massive economic impact & we need to show that we are contributing to the vitality of the tourist industry.”
Ottawa Public Library

- 10) Allow for more established programs, such as genealogical searches, to be more easily accessed by tourists.**

“Most tourists who come to the Chatham-Kent Public Library are here to research family histories/genealogy and they come from Michigan primarily although we have had visitors from Arizona and deep south states as well as Ottawa and SW Ont locations. Because of our Genealogy collection, we get quite a few genealogists in the summer, who will happily spend days here!”
Chatham-Kent Public Library

“We have many visitors from across North America who come to conduct genealogical research. We have created on-line genealogical and historical information to promote such visits. This includes indexes to local genealogical information and on-line exhibits on items of local history with wide appeal. These exhibits are attracting additional interest. The Beaver Magazine, for example, is using one of our exhibits in an upcoming article.”

Woodstock Public Library

“We have an exceptional Archives Collection representing many facets of our community and a well-indexed local history collection. The Ontario Genealogical Society, Sault Ste. Marie Branch houses their collection with us also. Our Genealogy Resources are well-known across Northern Ontario and Upper Michigan.”

Sault ST. Marie Public Library

- 11) Develop a system for maintaining statistics and other information on tourism in the library environment, such as the creation of the "Ontario Library Passport."**

XII. Special Issues

Ontario Tourist Card

A separate section was dedicated to obtaining opinions and ideas about an Ontario Tourist Card. The card was intended to be a tracking device for tourist traffic within the provincial libraries, and possibly connected with tourist attractions, events, or businesses. The tourist card would be distributed at border crossings and tourist centers, but not necessarily through the libraries.

Details of the card's purpose and its application were not sufficient for the majority of respondents. Many were confused as to the extent of services available with the Tourist Card, specifically for the lending of materials. Even the use of the word "card" was misconstrued, as the libraries had their own associations with and preconceptions of that term. Consequently, the general feedback was that more information was needed in order to offer any valid opinion.

"Re: Proposed Tourist Card. It is not clear whether this proposed tourist card is intended for library use only or for other services. If other services are to be included, what are they?"

Brock Township Public Library

"I would like more information and background on the proposed tourist card - what it is to be used for, how and why."

Burk's Falls, Armour & Ryerson Union Public Libraries

"Concerning the tourist card, my concern would be with tourists not returning materials lent to them. If there were some sort of fund available to protect libraries in such an event, I would be more than pleased to offer such a card. This may be the case for other libraries and such a fund would offer a much greater participation rate."

Hawkesbury Public Library

"From the questionnaire I understand the Ontario Card for Tourists to be something incoming tourists can obtain and would fill out in the expectation of facilitating access to library services. Such a card would not facilitate access to this library, as it wouldn't change their entitlement to services. If the objective of the tourist card is to promote use of libraries for research, net access, temporary access to loans etc. I would prefer to see money invested in general promotion to tourists and business visitors about Ontario's libraries."

Vaughan Public Libraries

If this area is to be pursued in the future, it is recommended that a separate study be performed. Adequate information, including the significance and use of the Card, must be dispensed prior to the actual study. It must be clear that the Card will not replace or carry the same implications as the existing library card(s). Greater emphasis should be put upon the fact that it is designed from a Tourism perspective, but should benefit the libraries with its implementation.

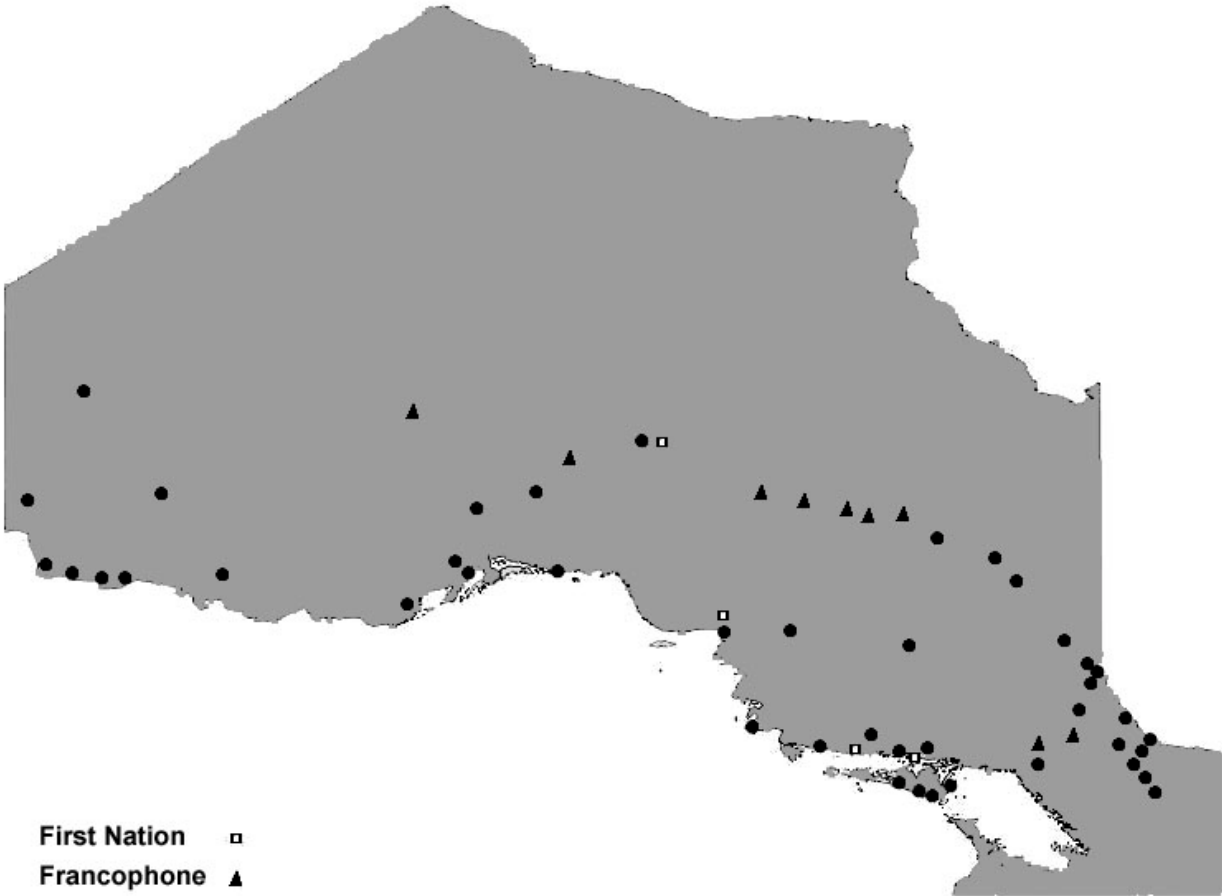
Perhaps a new approach altogether would be more appropriate. One suggestion is that the "Card" be abandoned in favour of a "Passport." Incorporating the idea of a travel document for libraries not only conjures the images of tourism and exploration, it also cleverly avoids the "card" terminology and confused during this study. The Ontario Library Passport would then be recognized as a uniform piece of identification, accepted by the entire library network, and not as a membership to any individual branch.

XIII. Conclusion

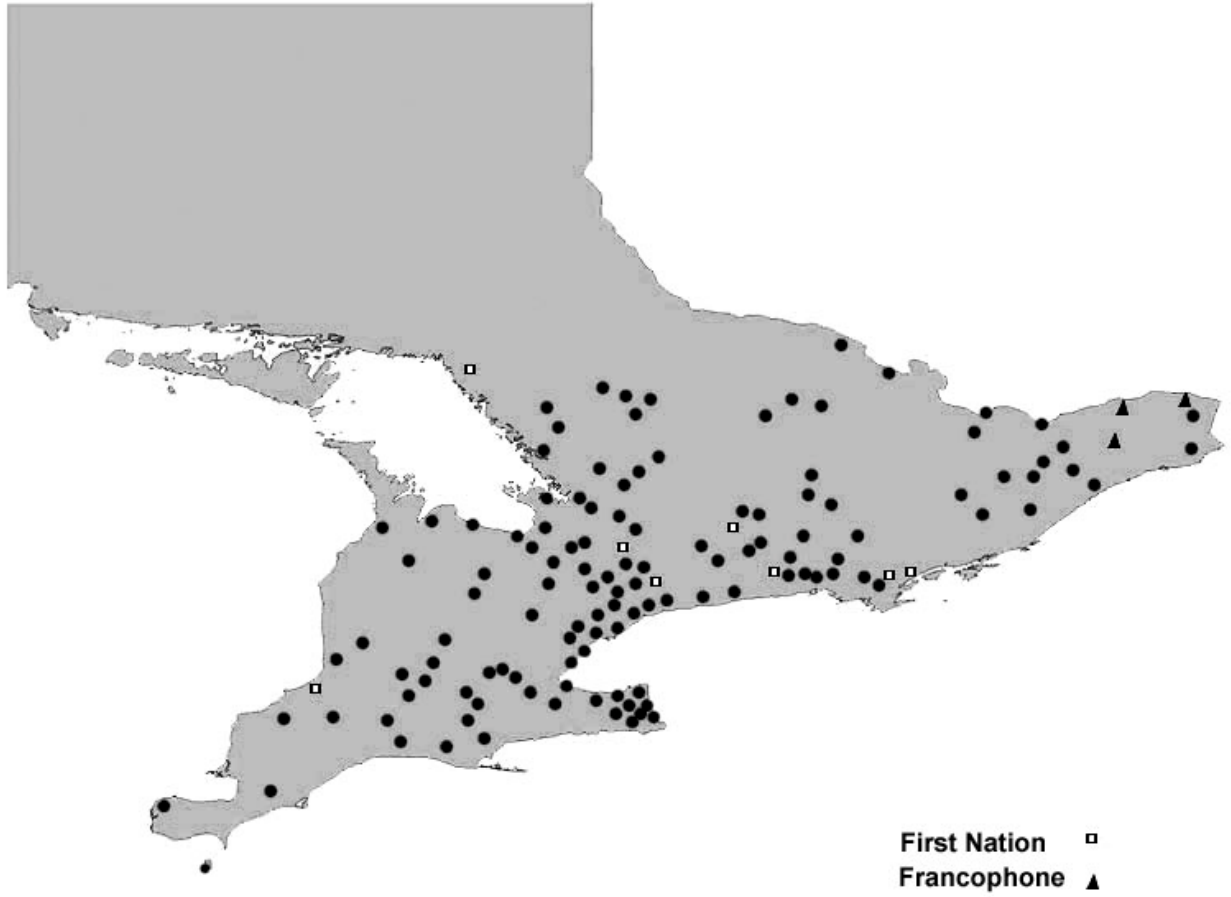
Although further study is needed in this area the study was conclusive in many respects. It showed that libraries are aware of tourism and do support it in most cases. Also libraries are very well equipped to handle the basic services that tourists use such as Internet access. Libraries simply need more promotion of their services. Something as small as a highway sign could go a long way in bringing tourists into the libraries. Essentially the goal is to increase tourist spending in Ontario. If tourists find Ontario to be extremely supportive to travelers by supplying things like Internet access and tourism related information then they are more likely to come back and enjoy everything Ontario has to offer.

Appendices

Appendix 1 - Public Library Respondents from Northern Ontario

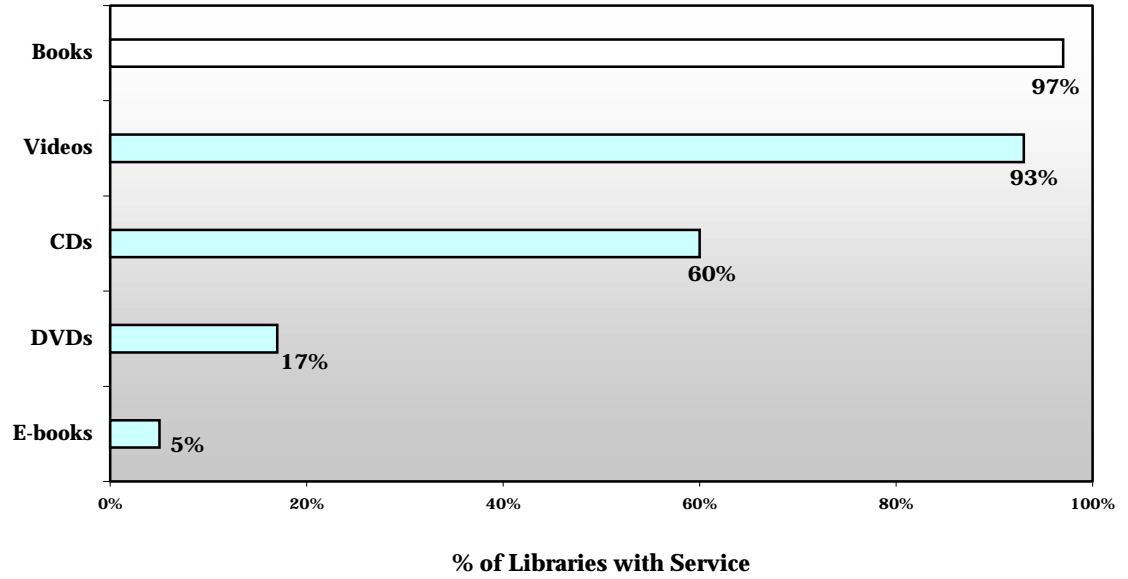


Appendix 2 – Public Library Respondents from Southern Ontario



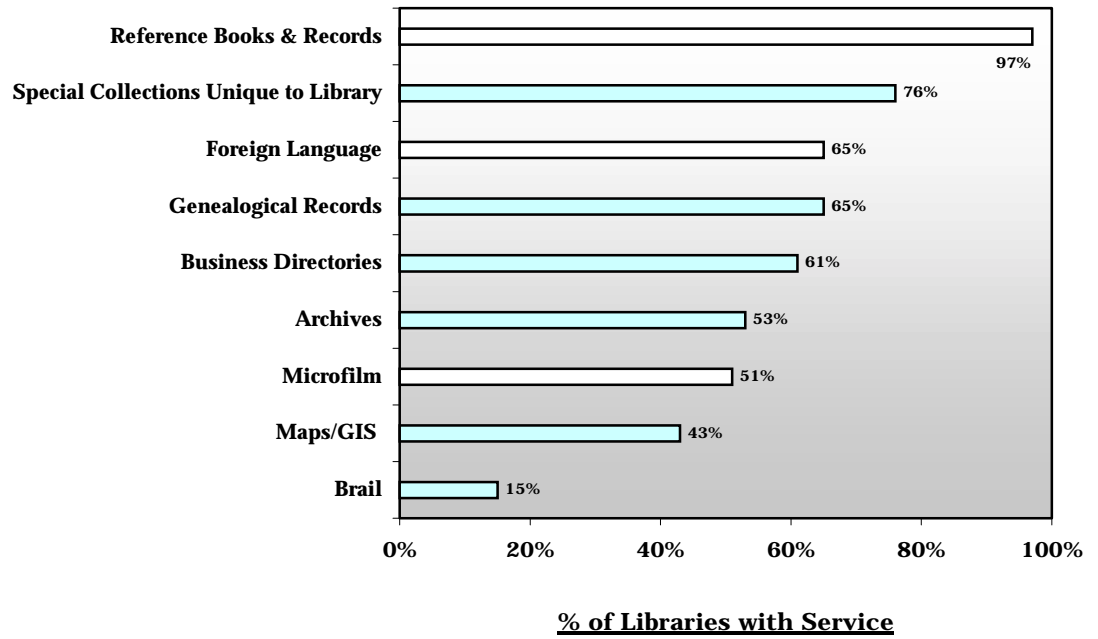
Appendix 3

LENDING MATERIALS



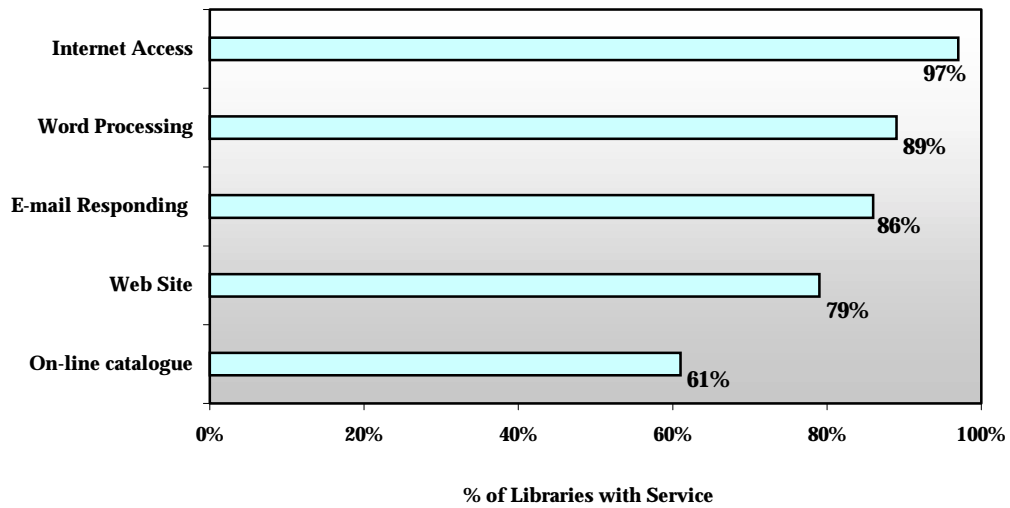
Appendix 4

REFERENCE/SPECIALTY MATERIAL



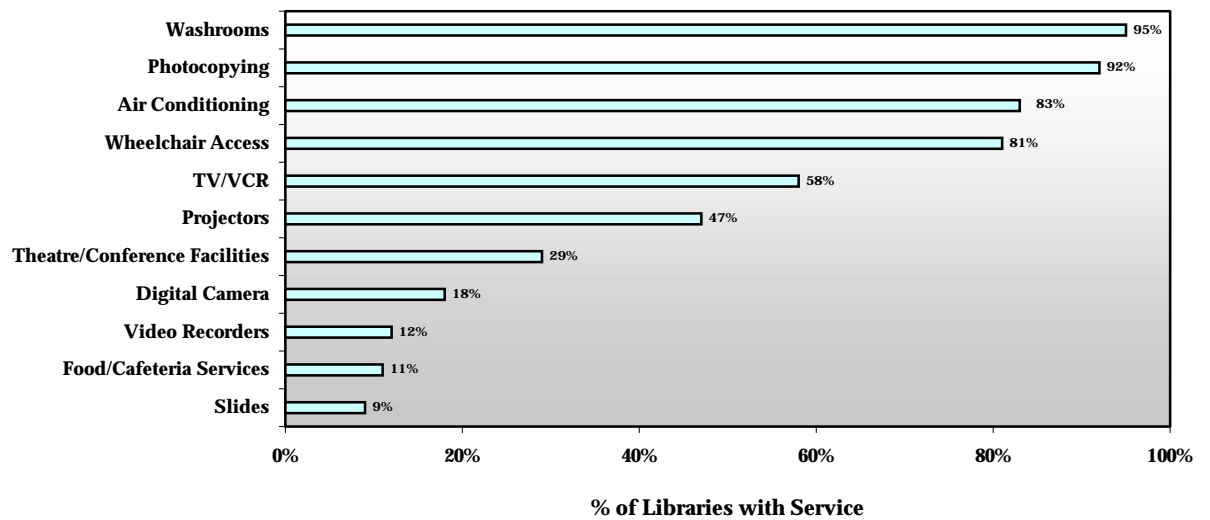
Appendix 5

COMPUTER SERVICES



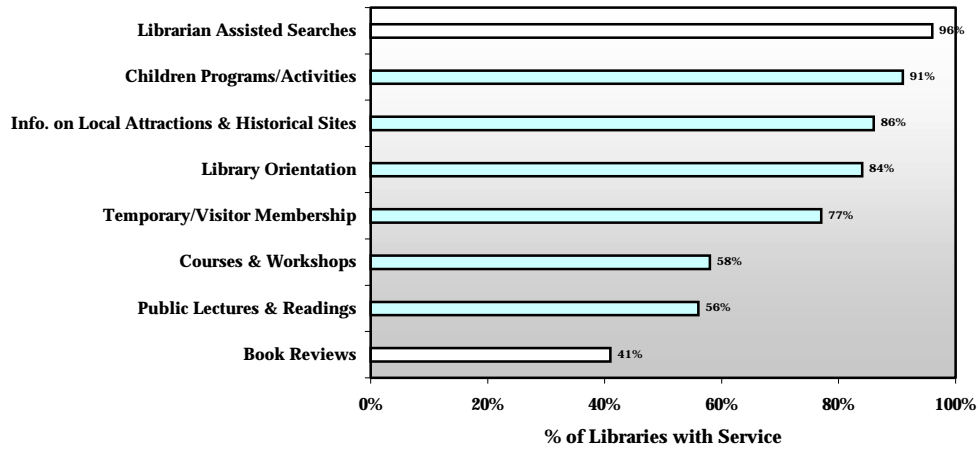
Appendix 6

LIBRARY FACILITIES



Appendix 7

PUBLIC SUPPORT SERVICES





LibraryNet Provincial Tourism Inventory

**** PLEASE READ ALL INSTRUCTIONS CAREFULLY ****

Please read each question carefully before answering. PLEASE ANSWER EVERY QUESTION with the most appropriate option available.

We strongly encourage you to complete the online version of this inventory at: www.windsorpubliclibrary.com/tourism/ Not only will it save you time, it will also assist in the data analysis. If you choose to complete the paper version, please mark the boxes **clearly and print **neatly** for written responses. If you require more space for your comments, please ensure that additional papers are attached securely to the questionnaire. **Remember, there are no right or wrong answers...all information received is valuable!** Thank you for taking the time to assist us with this inventory.**

-LibraryNet Tourism Survey Team

Please use this address if you are mailing your completed questionnaire:

**LIBRARYNET TOURISM SURVEY TEAM
C/O WINDSOR PUBLIC LIBRARY
850 OUELLETTE AVENUE
WINDSOR, ON
N9A 4M9**

ALL QUESTIONNAIRES (PAPER AND ONLINE VERSIONS) MUST BE RECEIVED NO LATER THAN WEDNESDAY, DECEMBER 5, 2001.

PART I.

LIBRARY & CANDIDATE INFORMATION

The following information is required for identification purposes. Any personal details provided will remain completely confidential.

PLEASE USE BLOCK LETTERS TO ANSWER THE FOLLOWING:

Library Name: _____

Address: _____

City: _____

Postal Code: _____

Tel. No: _____

Fax No: _____

E-Mail: _____

Name of Respondent: _____

Job Title/Department: _____

Today's Date: _____

PART II.

YOUR COMMUNITY

COMMUNITY is defined as “the area in which your library system operates.”

- 1) What is the **estimated permanent resident population** of your community?
 - under 5 000** **10 001 - 25 000** **50 000 - 100 000**
 - 5 000 - 10 000** **25 001 - 50 000** **Over 100 000, specify:** _____

- 2) What is the **estimated annual number of tourists, including seasonal residents**, to your community?
 - under 100** **501 - 1 000** **5 001 - 10 000**
 - 100 - 500** **1 001 - 5 000** **Over 10 000, estimate:** _____

- 3) The **three main reasons** why people visit your community are (Please check only THREE):

<input type="checkbox"/> Visit family and friends	<input type="checkbox"/> Theatrical/Arts/Music
<input type="checkbox"/> Local festivals/events	<input type="checkbox"/> Sporting Events
<input type="checkbox"/> Historical or heritage sites	<input type="checkbox"/> Local Scenery/Eco-tourism
<input type="checkbox"/> Cottage/Holiday home	<input type="checkbox"/> Casino/Gambling
<input type="checkbox"/> Museums	<input type="checkbox"/> Other: (Please specify)

- 4) Do you have an information center for tourism in your community?
 - Yes** **No** **Don't know**

- 5) Are tourists ever referred to your library by the tourism information center?
 - Yes** **No** **Don't know**

- 6) Has your library been recognized - either officially by local council or unofficially by your community - to act as the tourist information center?
 - Yes** **No** **Don't know**

- 7) Other than your library, are there any places in your community that offer Internet access to the general public? (e.g. Internet Cafés, bookstores, CAP sites, etc)
 - Yes** **No** **Don't know**

PART III.

YOUR LIBRARY (PROGRAMS & SERVICES)

- 8) Is your library the **Main branch** in your library system?
 - Yes** **No** **Don't know**

- 9) Please **specify the number of branches represented** in your library system:

- 10) Please state which **Circulation System** (or ILS) your library currently uses:

11) Please **MARK THE BOX** next to each program/service/facility, regarding its **availability** in your library: (Please mark only ONE box per item.)

PROGRAMS, SERVICES & FACILITIES	YES	NO
Book lending	YES	NO
Online Catalogue	YES	NO
Foreign language collections	YES	NO
Info on local tourists attractions & historical sites	YES	NO
Special collections unique to your library	YES	NO
Children programs/activities	YES	NO
Genealogical records	YES	NO
Temporary/visitor membership	YES	NO
Reference material	YES	NO
Microfilm	YES	NO
Internet access	YES	NO
E-books	YES	NO
Word processing	YES	NO
Photocopying	YES	NO
Archives (public/community records)	YES	NO
Librarian-assisted searches	YES	NO
Responding to email requests	YES	NO
Library website	YES	NO
Maps/Geographical Information System (GIS) resources	YES	NO
TVs/ VCRs	YES	NO
Digital cameras	YES	NO
Projectors	YES	NO
Videos	YES	NO
DVDs	YES	NO
CDs	YES	NO
Video Recorders	YES	NO
Slides	YES	NO
Library orientation	YES	NO
Theatre/conference facilities	YES	NO
Public lectures & readings	YES	NO
Courses & Workshops	YES	NO
Washrooms	YES	NO
Air conditioning	YES	NO
Food services/cafeterias	YES	NO
Wheelchair access	YES	NO
Brail Materials	YES	NO
Book clubs & reviews	YES	NO
Business directory	YES	NO

12) Please give details of **any special collections and/or unique features or services** that your library system offers:

Not applicable

13) Is temporary/visitor membership offered at your library?

Yes, with ALL services **Yes, with LIMITED services** **No, not offered**

14) Is there a non-refundable fee charged temporary/visitor membership at your library?

Fee charged **No fee charged** **Not applicable**

15) To support tourism in your community, does your library system:

- a. **Provide brochures or other material to promote local festivals/events/activities?** **Yes** **No**
- b. **Provide brochures or other material to promote local businesses? (e.g. hotels, restaurants, cafes, etc)** **Yes** **No**
- c. **Display a community bulletin board?** **Yes** **No**
- d. **Indicate that you offer information to tourists? (e.g. sign, poster, etc)** **Yes** **No**

PART IV.

PROGRAMS & SERVICES FOR THE TOURIST

16) Please **MARK THE BOX** next to each item, with respect to **which services/programs/facilities are available for TOURISTS** at your library.

PROGRAMS, SERVICES & FACILITIES	YES	NO
Book lending	YES	NO
Online Catalogue	YES	NO
Foreign language collections	YES	NO
Info on local tourists attractions & historical sites	YES	NO
Special collections unique to your library	YES	NO
Children programs/activities	YES	NO
Genealogical records	YES	NO
Temporary/visitor membership	YES	NO
Reference material	YES	NO
Microfilm	YES	NO
Internet access	YES	NO
E-books	YES	NO
Word processing	YES	NO
Photocopying	YES	NO
Archives (public/community records)	YES	NO
Librarian-assisted searches	YES	NO
Library website	YES	NO

PROGRAMS, SERVICES & FACILITIES	YES	NO
Maps/Geographical Information System (GIS) resources	YES	NO
TVs/ VCRs	YES	NO
Digital cameras	YES	NO
Projectors	YES	NO
Videos	YES	NO
DVDs	YES	NO
CDs	YES	NO
Video Recorders	YES	NO
Slides	YES	NO
Library orientation	YES	NO
Theatre/conference facilities	YES	NO
Public lectures & readings	YES	NO
Courses & Workshops	YES	NO
Washrooms	YES	NO
Air conditioning	YES	NO
Food services/cafeterias	YES	NO
Wheelchair access	YES	NO
Brail Materials	YES	NO
Book clubs & reviews	YES	NO
Business directory	YES	NO

PART V.

TOURISTS TO YOUR LIBRARY

This next section focuses on **tourists to your library system**. Obviously, it is difficult to distinguish a tourist from a member of the community, and the decision is largely subjective. Please answer the following questions to the **best of your ability**. (Remember: for the purpose of this inventory, a **tourist is a short-term/seasonal visitor to your community**.)

- 17) In the last **two years**, do you think that **tourist traffic** in your library system has:
 - Increased slightly Decreased slightly Remained the same
 - Increased dramatically Decreased dramatically Cannot determine

- 18) On average, how many **tourism-related phone calls per day** does your library receive? (e.g. about restaurants, local attractions, etc.)
 - None 1 - 2 6 - 10 If over 10, please specify: _____
 - On Occasion 3 - 5

- 19) On average, how many **tourism-related walk-in or personal requests per day** does your library receive? (e.g. about restaurants, local attractions, etc.)
 - None 1 - 2 6 - 10 If over 10, please specify: _____
 - On Occasion 3 - 5

- 20) On average, how many requests **by tourists to check e-mail/access the Internet per day** does your library receive?
 - None 1 - 2 6 - 10 If over 10, please specify: _____
 - On Occasion 3 - 5

- 21) The following table lists different **demographic categories** under which tourists can be classified. Please MARK THE APPROPRIATE BOX to indicate the **frequency of visits by each type of tourist** to your library. (Please mark only ONE box per item.)

TYPE OF TOURIST	NONE	VERY FEW	FEW	QUITE A FEW	MANY
Adults	NONE	VERY FEW	FEW	QUITE A FEW	MANY
Children	NONE	VERY FEW	FEW	QUITE A FEW	MANY
Seniors	NONE	VERY FEW	FEW	QUITE A FEW	MANY
Backpackers	NONE	VERY FEW	FEW	QUITE A FEW	MANY
Businesspeople	NONE	VERY FEW	FEW	QUITE A FEW	MANY
Other: (please specify)	NONE	VERY FEW	FEW	QUITE A FEW	MANY

- 22) The following table lists different **geographical areas** from which tourists can originate. Please MARK THE APPROPRIATE BOX to indicate the **frequency of tourist visits by area of origin** to your library. (Please mark only ONE box per item.)

AREA OF ORIGIN	NONE	VERY FEW	FEW	QUITE A FEW	MANY
Provincial	NONE	VERY FEW	FEW	QUITE A FEW	MANY
National	NONE	VERY FEW	FEW	QUITE A FEW	MANY
American	NONE	VERY FEW	FEW	QUITE A FEW	MANY
Other International	NONE	VERY FEW	FEW	QUITE A FEW	MANY

PART VI.

PROVINCIAL CARD PROPOSAL

The Ministry of Tourism, Culture and Recreation are proposing a province-wide library card for tourists. This “**Ontario Library Card for Tourists**” is an opportunity to promote Ontario’s libraries to visitors, and to identify who is using the card and what services they are using. If introduced, **it will not replace the existing library memberships.**

The following questions seek your opinion on the proposed “**Ontario Library Card for Tourists.**”

- 23) What kind of programs/services do you think should be offered with this card? (Please refer to the inventory used in **Q.11**) and **16**) to expand on your own ideas.)

- 24) What do you think the **optimum validity period** for the “**Ontario Library Card for Tourists**” should be:

One week **One year** **Other: (Please specify)**
 One month **Unlimited** _____

- 25) In your opinion, if the proposed “**Ontario Library Card for Tourists**” were introduced, where should it be accepted? (please check only ONE)

All libraries **Only border libraries** **Other: (Please specify)**
 Only main libraries **Undecided** _____

PART VII.

CASE STUDIES & PERSONAL EXPERIENCES

- 26) In order to obtain as much accurate feedback as possible, your personal experiences are an extremely important component of this inventory. Please share any anecdotal information or noteworthy stories you have regarding your interactions with tourists to your library. (If necessary, please continue on another sheet and attach to questionnaire.)

PART VIII.

YOUR COMMENTS & SUGGESTIONS

- 27) Please give your suggestions and ideas on ways in which services and programs for tourists, and the Tourism industry, can be enhanced in your library system.

Finally, if you have any comments or suggestions about the inventory or the questionnaire itself, please feel free to share them with us. Your feedback is appreciated and will assist us greatly when conducting future research. Alternatively, please email us at:

tourismsurvey@city.windsor.on.ca

Personal Experience

I will turn this around and say as a traveller I look to the public library as an information source and Internet access point (including e-mail). Imagine my dismay to be told, "You can't e-mail on these machines" when of course you could but it was against the rules. At our library we try to assist visitors in making these connections. When the library is viewed as the 1st source for info and Internet connectivity we all win!

Mostly they are looking for directions to their destination. Some are genealogical in nature. A few are looking to check their email accounts. All are surprised and pleased that this 'little village' has a library!

If tourists need information our library is in the township hall. They have all the information for tourist information. I send them upstairs to the township.

Tourists usually want information on genealogy.

Tourist seen ultrasound of new niece/nephew-to-be through e-mail photo image. She was travelling across Canada and received messages from family in different location than her home.

Because of our Genealogy collection, we get quite a few genealogists in the summer, who will happily spend days here!

We give tourists and visitors maps and very basic information, but because there are two Tourism information Centres in Barrie (one a local one and one a Provincial one) we do not attempt to duplicate their services. We would refer to one or the other.

Love libraries that offer public Internet use

Most are very respectful and appreciative of these services.

Tourists are generally surprised at the services offered and the materials available in our library given the size of the town. Tourists staying here for an extended length of time are interested in borrowing books and videos. Most tourists want to use the Internet to check their email.

We would not be able to honor a tourist card for lending services unless our non-resident fees were paid - it is currently \$50 for a year or \$15 for 3 months.

Most of the tourists use the internet services.

We wouldn't have to lend books or videos to people who just come for a day.

Never had a problem..

Lots of tourists appreciate access to the Internet. Beaucoup de touristes apprécient l'accès à l'Internet.

Most of the people come here for the books. We had a few children who come in for the activities while they are visiting the area. We have some requests about the local attractions, festivals, or seasonal visitors, people who want fishing. In fact, the area is very frequented because of the proximity of the French river.

A young girl in from the Honduras came in and wanted to email "home", With her very limited English and my limited Spanish and some sign language we got through getting online and to her folk. She was so delighted she came back again every other day till she left. While here I introduced her to our library Spanish section and videos. Another person called and was looking for an ancestor. I was able to direct them to their ancestor's family still alive and now they have a great relationship.

No tourist to date has needed a special card.

We receive inquiries on Genealogy and Contacting back home through the internet

Usually it's people looking for directions or stopping in to check their email.

Most tourists are campers from local provincial park

This past summer, two senior citizens from B.C. stopped into our branch in Beaverton. They were biking/ backpacking across Canada. The purpose of their visit to our library was to check their email on our public access computers (CAP).

We assisted Americans access the internet who were stuck here after Sept.11th. We were able to

Personal Experience

introduce tourists on the M.S. Chi-cheemaun ferry to the possibilities of mobile connectivity, even though the technology is not up to our expectations.

Many tourists that come to our library are looking for genealogical information, which we attempt to provide with our limited resources. We also have quite a few people using our CAP site to access their e-mail, etc.

Families bring visiting family members to the library to show them the new premises, use the computers etc. we get a lot of tourists attracted to 4th line theatre and our village, which had the highest number of historically-designated buildings in ont.

Some tourists seem to appreciate our small libraries much more than our regular patrons do

A lot of cottagers and campers come to Madoc and would like to use the library

Interaction very good. They are always grateful for any information we can give them, especially on genealogy although our collection is very normal.

Many tourists come into our library seeking historical pictures of Chapleau and area which their families may be found in. We had an Anglican Church operated Native School in our community and many tourists visit the site. We are on the main line of CPRail and have just celebrated 100-year anniversary as an organized community.

Most tourists who come to the Chatham-Kent Public Library are here to research family histories/genealogy and they come from Michigan primarily although we have had visitors from Arizona and deep south states as well as Ottawa and SW Ont locations. We have some drop-in traffic that wants to check their E-mail and don't want or require other types of services. We have had visitors from Australia doing this as well as some closer destinations such as Guelph Ont. We also get asked for directions and people want local street maps if they are on business but this happens infrequently.

Mainly when tourists visit our library it is to find out more about the native people represented in our area. Mainly the Chippewas of Georgina Island. They would like to know more about the history. At this present time there is not much written history about our band but I am in the process of writing and researching a book which will cover our band from pre-Confederation to the present time which will give more people who visit our library in this aspect the information which they are interested in.

We have had a number of tourists requesting us of our internet stations to check e-mail. This is not a service will allow as we have found that this type of internet use greatly increases hardware/software screw-ups and virus downloads. We have no staff dedicated to maintaining our computers. Also, we have very few internet stations and from what I have seen in other libraries that allow e-mail, permitting e-mail would reduce the number of stations available for other uses (these are also our only public access computers for cd-rom and resume/word processing use).

Not returning books and videos, so now I charge a fee, which is returned when the patrons leave.

When I was staying in a small town in Holland in 1998, I was delighted to go into their library and be allowed to e-mail home. The computer was new to them and they didn't know how email worked but despite language barriers, I was able to help them and they were very kind to me. When I arrived home their staff emailed my library to tell about their internet progress.

Visitors are happy to know (pleased) they can purchase a visitor's membership* and borrow a limited number of items. We do not restrict, for example email/internet services, to members only and visitors to our area use these services. Our municipality is a tourist destination both winter and summer, and we have a great number visit the library.

*Membership is 5 items/card, valid for 4 weeks, \$15 fee

Just be very friendly, ask for their full name and phone number, where they are staying for the summer, where they live year round and their home phone number, only lend the book for a weekly basis until you get to know them better.

We have a number of people from different areas who come in for information on their families. We handle this as time permits as our Archives is just now get some much needed cleanup and we are fortunate to have a volunteer who is quite interested in the local history. Time and money would greatly asset this project. We have recently moved to a larger home and are able to display more items. Some travellers come in to access the internet for e-mails. We try to be as friendly and helpful as possible.

Personal Experience

It's only unfortunate that we are only open limited hours but most people respect this.

We find we (Library) is becoming "THE" stop for travelling youth and seniors BECAUSE OF INTERNET ACCESS-Email and online banking are the major uses of our Internet service. Once those people are in the Library, they then access staff for local information (restaurants, stores, post office, motel/hotel/tourist camp)

Lost materials

Major tourist staff interaction is over genealogy. Others come with local patrons, (their relatives) and are introduced to the library by them. We are not aware of other tourist's uses.

A tourist visiting our library, left her prescription sunglasses, went for a picnic lunch, returned and found the library closed, she went to the nearby video store. They telephoned me at home, on a Saturday afternoon. I returned to the library and found her sunglasses. She was very grateful and wanted to give us a donation. I told her it wasn't necessary and she wrote a note to our local paper and give us some welcome publicity.

1) The Snowbirds stay in touch with family and friends when they come to town to put on an air show.
2) For the past 2 years, Elliot Lake has hosted "raid the North" extreme adventure racing. Participants use the internet stations to stay in touch with family and friends.

One American here for fishing wanted to use our fax line to send in reports to his head office on his laptop. He paid us \$20.00 for the privilege and was very grateful for the use of our facilities. We usually have an influx of tree planters here in the spring and they overrun the library on Saturdays to use the computers.

Our library as stated is proud of the personal service we give our patrons and visitor. We have delivered messages for tourists/ dropped off lost or important personal items on our personal staff time. The personal touch if available is the best tourism promo

We have good experiences with all tourists in our library. Some seasonal cottages, some family visitors etc.

I have been involved in the local Community Access Project for the past three. In my opinion this initiative and the many programs that have grown out of it are extremely important to Canada's future as a technological leader.

Most of the tourist (or transient residents) seems interested in internet access to check their email accounts and in local sightseeing information.

U.S. seasonal residents provide annual donation to support purchase of materials for our branches. Tourist/researcher from Great Britain spent holiday researching library materials on family member from 19th century and subsequently sent finished book to library. Heavy use during summer of public internet stations by tourists and travellers

Be prepared for tourists with laptops who want to check their email.

We had some tourist from Germany and France and of course the US. Very pleased with our service especially internet access. They say we are friendly and always come more than once. I've also had people from BC checking e-mail and doing banking - very nice comments from nice people.

Tourists keep coming year after year. We must be doing something right. However, we do not sit on our laurels. Our next plan is to have a "domain name" and our collection on the web, so people can peruse and reserve material before arriving.

Many tourists will be surprised to see that a small community as ours has a library, they are surprised by the amount of books that we have & also the services that we offer. Many tourists are happy that they can access to the Internet through the library & CAP Site that is situated in the library.

Tourists usually come in to our library to explore it and the collection, comparing with their own libraries; they are looking for internet access or just a place to get out of the heat. We always keep books of local history on the table and many of the tourists that come in sit down and browse through them.

Grand Valley is not a tourist area. We have people who are library members for the summer only, because of a summer trailer park north of the town. We also have the "Luther Marsh" which is a wildlife preserve. There are trails for hiking, but the Grand River Conservation Authority does not seem to promote this.

Personal Experience

Visitors look to the library as a place to get information on many different areas of search and access the internet

Most of our visitors come in for email or to sit and read. We do not offer lending services due to our small size and some loss experience in the past. We have our information at the local lodges and campsites. We sell second-hand books for a toonie-a-bag. It is very popular with guests to the area.

Tourists appreciate use of email.

The Selkirk Branch is located along Lake Erie's north shore. We have many seasonal residents and park residents. These people see as their connection to home (using email) they also appreciate our collections when the weather is unseasonal, as well families appreciate the library for children's programming. We extended our summer craft sessions this past year to include more of our seasonal visitors. We have had many interesting conversations with foreign travellers, where English is not their first language. Often times they are looking for a resting place or wish to communicate with home.

Overall those persons met as tourists in the library have been very grateful for any info we can offer. As well as being the town's only library, we are also the only tourist information service in the town. What a lot of international and American visitors are looking for are genealogical records of relatives.

We do attract a lot of tourists with our genealogy collection and this has been a very positive factor for the library.

We have many tree-planters here every year and we have never had a problem with them returning material. I think this would be a benefit to someone travelling in Ontario.

Tourists seem to be very appreciative of library service. In smaller rural areas bestsellers are often available sooner than in the home/city library. Local staff gives added value service about the local community. At certain times of the year, the library has longer open hours than the tourism centre.

We have had young men from Australia visit our little library to use the computers for e-mail. Their rental car broke down in our community so they had a few days waiting for repairs; it was very interesting to meet these folks

Tourists are usually surprised at the level of service that we will provide. Their greatest needs are: e-mail, area specific maps, event and attraction guides

Most are seeking information re Mohawk culture...genealogy, traditions, language, history

We are a very small library and in the summer months (July and August) our circulation more than triples. Since we got the computers, this has brought people who wouldn't normally use the library in and actually sign books out. In order to use the computers at our library, you have to be a member. If you are not a resident or pay taxes in Kearney there is a one-time charge of \$5.00 for a library card. I have had comments from our summer patrons that they love coming to our library because we have a better selection of books they like to read and they can actually sign them out at our library. At bigger libraries you have to wait on a list to get a good new book, but because we are so small people who come up in the summer get the books they want without waiting too long.

There has been a marked increase in US tourists who are doing genealogical research in recent years (some drop after Sept. 11)

Because we are situated next to the TransCanada highway, most tourists are attracted by the library sign. They know that Internet access is available at Public Libraries, and are very appreciative. We also get some requests for information on local businesses, accommodation and genealogical resources.

Most tourists visit our library to check their e-mail. We also have a large number of cottage and ski chalet owners and renters who make use of the children's services in season. We offer a temporary card for reasons listed above, but it is problematic, since materials loaned don't always make their way back to the library, and what do you do with a visitor who has returned to Texas with several hundred dollars worth of books?

There is no differentiation between tourists and other library users. Tourist can be designated as a

Personal Experience

non-resident member of the library. Need strong province-wide promotional campaign!

Most tourist are very surprised and pleased to find public internet access in such a small town. They are also delighted to find a good selection of canadian literature, children collection and a beefy non-fiction collection. Access to a national interloan service is a must and extremely successful. May tourists have written letters of support for our little library. We are proud to serve our summer friends and always gain new members every summer. Lisa

Most common interaction with tourists involves Internet access. They want to check e-mail while passing through our area.

We can exchange information about each other's countries. One of our visitors was travelling across Canada and someone stole his bike in Calgary but on his return trip his bike had been returned to Calgary. Visitors from Holland had their luggage put on the wrong plane. Many visitors tell us that we are lucky to have such beautiful scenery and our waterways.

We welcome visitors, we try to be of assistance and answer or help find the answer to any questions - they may have. A tourist to our library actually taught in the far north at Nanasivic. Her tales of life and work at this mining town actually taught me a lot about my own country.

This is what tourists use our library for: Internet, washroom, genealogy records, look over the library (it's a heritage building).

My personal experiences in interactions with tourists is for the most part very favorable. We have positive feedback from tourists regarding the quality and quantity of services available for such a "small library".

My staff report people often visit the local library when doing family history research.

Was impressed with the aboriginal artifacts in the library that shows are aboriginal cultural and how we use the library to promote cultural awareness by incorporating our Annual Three Fires Pow WoW and including a Kids corner activity with this 2 day festival during the last week in August. Throughout the year we promote story telling by our aboriginal storywriters and contests/activities and family curriculum's. We promote and display our War Veteran material with our Elementary School - Lloyd S. King and with our community. Monthly newsletter promotes every person that visited our library for the month (includes where they are from) - have sign in book.

We don't have any special policies for providing library services to tourists. We ask for ID and an out-of-area membership fee, and to my knowledge, we have never lost any library materials to visitors.

We get a great many tourists here during the summer season and since our town is quite far from larger centres such as Winnipeg or Thunder Bay the tourists seem to think the library will not be able to provide any up-to-date services. Not only do most seem surprised to find we have computers available for the public but that the Internet is also available.

Most of tourists who visit this library want to check their email or do internet searches. I also have tourists come in to do research on their family histories. I have had a few drop in for the children's programs - mainly just in the summertime.

Tourists are generally quite impressed with our Carnegie Library-heritage and architecture. They are usually quite pleased with the service they receive from the staff.

Genealogy & Sir Fredrick Banting searches bring many people to the area who make a day of it & visit local attractions & eat in local restaurants. Old high school books are a big attraction for genealogical records & sometimes birth parent searches
e.g.- a researcher has travelled from Toronto on many occasions to study our Banting material and always brings his wife for shopping and lunch.

Non-English speaking people want to find places to learn to speak English. Often local residents come to the library for tourist information for their out-of-town visitors.

Tourists have used our public Internet workstations to remember which hotel they booked into; for banking information; for travel & hotel reservations for their next destination; and e-mail is well used.

Many European tourists. Most just want to check their email.

Personal Experience

We have had visitors from all points in the states visiting family in Oshawa, working in the library on their family history, the latest I recollect from Texas. Recently we've had foreign students studying in Oshawa (From Tanzania) who are thrilled to be able to use our internet service to contact family back home.

There is a wealth of current tourist information in our Reference Department, such as information on festivals and public events, places to visit, accommodations, maps, transit information, local histories, walking heritage tours, and directories to all kinds of municipal services. For the tourist industry, we maintain a collection of the latest tourism studies and statistical reports. These resources assist local businesses in creating business plans and marketing strategies.

Visitors are often surprised to learn that their hometown library card is not accepted by our library; many think that library cards are valid at least province-wide.

A notable component of tourists visiting our library are Americans doing local history or genealogical studies. They expect and require a lot of library staff assistance. The type of library service they receive is a really important component of their tourism experience.

Parry Sound has a lot of seasonal residents and tourists. We make a distinction between the two. Depending on where they live, seasonal residents may be entitled to a free membership. Tourists who are visiting for a period of less than six months in an area that we serve or one of our contracting municipalities serves are required to make a \$60.00 deposit that is fully refundable after all borrowed materials have been returned. Tourists, seasonal residents and permanent residents who live in other areas must purchase a membership for a one-year period.

All members must provide proof of residence. When we issue memberships to seasonal residents, we require that they provide both permanent and seasonal addresses and telephone numbers. Proof of their summer address can be difficult because they have not brought their tax bill with them. We accept a dump card as proof. Often, with their permission, we telephone the municipality to determine that they are a property owner.

These procedures have evolved over the years because we have lost material and haven't been able to recover it or because we have had funding issues that require that we serve those municipalities who financially support the library.

Notwithstanding the restrictions mentioned above, we recognize that tourists are vital to this area's economy. We want them to feel welcome in our community and our library. Some of the best-utilized services that we provide are the following:

- We identify points of interest or services in the community and we have a wealth of historical information and photographs.
- We provide reference service and allow them to photocopy (within the limitations of our Cancopy licence) or fax information.
- We provide an attractive, temperature controlled environment for them to spend leisure time while they wait for a family member to finish the laundry or shopping.
- We are a welcome retreat and/or an attraction on a rainy day.
- We provide free internet access in order that they can communicate with family or transact business. We don't restrict e-mail to certain computers.
- We provide assistance and resources that they can consult to obtain genealogical information.
- We provide inexpensive used books that they can purchase if they do not qualify for free membership.

Most seasonal residents seem very appreciative of the services we offer. They find that they don't have to wait as long for the bestsellers as they do in the city. They don't have to bring a large quantity of books from their home library as they can replenish their supply here. They don't have to worry about getting back home to return their books on time. They appreciate the fact that we allow telephone renewals. They often put their books in the book drop as they head for home. Our local history room has been described as having the most information per square foot of any place the visitor has seen. If the weather is poor, they don't know what they would have done without us.

Sorry I am only a secretary for an part time library and I have not had any contact with the public

Personal Experience

Very few tourist have visited library

We have many tourists who own vacation homes in our area and are regular library users during their stay here.

The Peterborough Public Library sit eh gateway to the Kawartha Lakes tourist area and located on the Trent Severn Waterway. As a result, we are used to seeing an increased number of tourists in the summer months. We give out copies of local information such as maps or information on restaurants and stores. We also receive a great many visits or enquiries from genealogists who are researching the Iris immigration to this area.

The only tourists we get are relatives or friends of residents. They use their host's cards to get books on rare occasions. The visiting hunters don't use our library.

Many of the visitors are genealogists or want to use the library's Internet to email family back home. During the evening and weekends when the tourism office is closed, the library does provide information for tourists.

We have one American tourist that uses our library and every year at Christmas he donates \$100.00 to the library for the excellent service he has received during his summer stay in our area. We welcome all tourists into our library and offer them the same service that we offer other residents. We ask for a \$20.00 fee for one family to use our services and \$18.00 of that fee is returned to them at the end of their stay after all materials have been returned to us. No one has ever complained about having to pay this deposit fee. We feel that the deposit fee is necessary to ensure that the materials come back to us.

Most tourists to our town are here for fishing; they do not seem to be drawn to the library for any services. We do attract other tourists who want to check their email or to research family history. Our town is less than 1000 people so a lot of information about events is passed on word of mouth and not through brochures.

Most tourists are looking for directions or wanting to use Internet/Email at our library. Some look for genealogy information & local history.

Now that the marina is open, tourist come to the library to use the internet to keep in contact with their families and friends.

The Rideau Lakes is an area of immense historical importance. One of the biggest tourist draws we have is our information on history of the canal and also genealogical resources. It is amazing each summer how many tourists are here specifically to research family history in the area or enjoy the canal history. We also find that Internet use - checking email- is one of the busiest services we offer to tourists and cottagers. The cottagers and campers like the summer childrens' programmes and crafts too.

Lost materials

Visitors to our library request local information more than anything else...maps of the city and area and how to get to local tourist spots. They tell us that they come to the library because it is a location they feel comfortable in, they can check their e-mail contacting home (for free here), they know their queries will be answered promptly and respectfully, and they can relax, catch up on the news, read a magazine, wait for the next bus/plane etc. We are very close to the marina here and many people dock and walk to the library. We have always had positive feedback from all our visitors and do our best even if there is a language barrier.

Tourists, especially Europeans are amazed at the free access.

All the tourists who use our branches are amazed at two facts: 1 - we offer free internet use & have connectivity at our small branches. 2 - they can access best sellers almost immediately.

Tourists are often fascinated by our historic Carnegie Library. Many tourists come to the library because they are frustrated about the difficulty of locating tourist information elsewhere and find library staff more helpful.

Personal Experience

Most of our short-term tourists use the Library for email access. Seasonal residents (cottagers) use full Library services.

Grandchildren visiting grandparents-providing a service to seniors!

Most tourists comment on "how great to have internet access" at almost every library. I've had people in from Sweden, England & Germany, they contacted home via email.

People from Toronto seem to think that their Toronto library card should be valid in our library!! People from large libraries, such as Toronto, expect the same level of service in our small library- we do not have the staff or funding to provide such.

We get a lot of visitors to our local history collections. I call them visitors you call them tourists. People use the collection for genealogy and also access special collections by email.

Tourists are always surprised to such a large selection of best sellers at our library as well as being able to access the internet

We have two groups of tourists, those who come here because we are close to the Stratford Festival, and those interested in the heritage stone architecture. Many wish to access email, or information regarding bed and breakfasts and restaurants.

Sometimes they don't return the material they borrow.

Our libraries are really the only source of community/historical information within Tay Twp. therefore tourists approach us for everything from where do I find, do you remember this person who used to work on the railway, to a simple can we use your washroom facilities. We make every effort to direct tourists to places or people that will provide them with any information we cannot.

Tourists are constantly commenting; "what a nice library you have here". The more tourists there are in Libraries, all the better. The public can see what a strong institution Libraries are, and all the services they have to offer.

I have not worked a tourist season - being a tourist I appreciate being able to utilize a library for certain services.

Tourists are very grateful that they can access the Internet at the library. I would have to say our technology is what they appreciate the most. Our tourist centre is just beside the library. It is almost always a positive interaction when tourists come through our doors. They have praise for our beautiful town and admire our library. Seniors are an up and coming group that are often accessing the Internet for the first time to e-mail their family, etc. It is always a pleasure to assist them and is a wonderful way to get them onto the new technology.

On our WEB page we have a link to money exchange and have had several Americans come in to see us and we were told when they saw how much their money was worth in Canadian they decided to holiday in Canada. So I think it would be a great idea to have this link on any web page that is tourist orientated. You can see this on our web page adss.on.ca/thesslib

We have quite a few tourists who are here searching their family tree - our resources are a big help to them.

Tourists are always surprised and pleased to find themselves treated the same way as local residents.

Tourists routinely use the services of TPL: -Strong interest in free internet access to answer email/use of service increasing

Strong interest in newspaper room to access international newspapers and news connect to read international newspapers online. Visits to special collections: 1. Genealogy/local history collections 2. Maps-topographical for canoers & backpackers 3. Osborne Collection of early children's books 4. Merril Collection of Science Fiction, Speculation & Fantasy.

5. Arthur Conan Doyle Collection 6. Art Room including the Canada Trust Audubon Collection and rare books & manuscripts in the performing arts. Recently a Belgium film group visited to view the screenplay collection in performing arts.

* special collections are listed in travel guides eg. fodor's.

Our interaction with tourist have been very positive

We have some wonderful people who consider our town to be their summer get-away. In the past few

Personal Experience

months, we have suffered a devastating loss of our entire Library and the response from our "regular" Tourists was wonderful. We received cash and books donations from as far away as Ohio and we were heartened to know what our Library means to the visitors to our area. We are fortunate to have a local historian living in town and her books are a source of great interest to the Tourists.

We are on the Trent Canal & email is used a great deal by boaters. A Rotary exchange student from Japan has kept daily contact with her family and friends (especially since Sept. 11) by using our email. Tourists often stop looking for local info (especially when it is after hours for the Tourist Info Booth). Tourists especially enjoy our ongoing Book Sale for stocking up on reading material. We are often asked for recommendations for restaurants and places to stay

As our Library is only open on Monday and Thursday evening's tourist/cottagers have the option of dropping returns at the librarian's home on the weekends.

Most tourists at our facility are here to see the building. People appreciate the Victorian Gothic architecture and its clock tower with a clock that is over 110 years old and still keeps the correct time.

We have always had a very good contact with the tourists.

This community is highly multicultural, and many visitors are those coming from overseas to visit family members. Other visitors are business people on short trips, families visiting recreational theme parks, or people coming to visit conservation sites or our cultural sites of national significance

Our visitors have commented on the collection that we have as well staff assistance. Often our summer patrons say "goodbye" before they leave for the winter, showing how much they feel a part of our library. Many people are also impressed with our monthly art/craft display and come to visit for this reason.

Because we are primarily a tourist-based community, we get a lot of visitors during the summer. Most of these visitors want three things from the library: internet use for e-mail checking, children's programs and book lending. Most people are quite upset that their town or municipal library card is not honored at all libraries. Alberta is starting a provincial library card. This would benefit tourists who have a library card in their own community. That card could then be used as people travel across the province. I understand this would be different than a tourist card because it would only be honored for people who live in the province.

I get very few tourists here who actually want to borrow books. Usually the tourists who come to this library want to check their email (especially the European tourists) or want to admire the pretty little library or they are library staff who want to compare notes.

Many visitors want to keep in contact with their homes and find it useful to be able to use the email services free. A great many of our visitors have come to the Library do genealogy research and are greatly impressed with the support and assistance they receive from the staff.

The tourists are very appreciative of any assistance than we can give them. My assistant actually had a tourist send her a floral arrangement after he had left the Library. What a nice gesture!

This is a very small library, our most memorable tourist was from Tasmania, visiting family & came to the library to use e-mail.

The Whitby Public Library is an unusual case because we have a separate branch, which handles tourism and community information. As a result, we deal with thousands of tourists throughout the year.

Many tourists have used library website, genealogical records, tourist info, maps & microfilm.

Many people are amazed at how much excellent material we have in our small rural library. They often say they have to wait six months before they get the latest books, but they come to the cottage and often we have it. Business people love to be able to communicate with their offices in the big city while they are enjoying life up here in God's country. Several are looking into how they can spend the summer up here and still do business using the Internet.

The tourist that have walked through the library were once just admiring the building the library is located in.

As a downtown, border-city library, tourists use our public Internet stations to access email. Tourists also come specifically to use the historical and genealogical collections.

Being a very small community the "tourists" become very much a part of the library. Most of the assistance we provide is provided in a very informal manner. ie. " Just ask... and if I don't know I see if I can find out" I find a great interest in local history, with many people looking for family roots. Again because of the smallness of the community I can usually locate a "local" who can provide the person

Personal Experience

with personal information regarding their family. I have had people come in to use the computer to map out the next stage of their journey, use the computer to pay bills, and to keep in touch with family.

We have many visitors from across North America who come to conduct genealogical research. We have created on-line genealogical and historical information to promote such visits. This includes indexes to local genealogical information and on-line exhibits on items of local history with wide appeal. These exhibits are attracting additional interest. The Beaver Magazine, for example, is using one of our exhibits in an upcoming article.

Feedback

I think it would be quite difficult to implement an Ontario Card for tourists.

What was the purpose of this survey...and how can it benefit our library or who does it benefit? Please email me the results of this survey NCLIB@NETROVER.COM thank you - miigwetch

Couldn't note in survey -we have 2 main resource libraries and 2 branch libraries, for a total of 4 -Only 2 of our branches are totally accessible -one is partially (when the lift is working) accessible and one is completely inaccessible by wheelchair.

Our tourist traffic has increased some over the last few years as word spreads of free internet access available at libraries

Only one thing - we received the email asking us to complete the survey and that it was going to be mail to us. Then when we finally received the mailed copy it encouraged us to fill this survey out online. Why wasn't the URL for the survey provided with the initial email? This would have saved a lot of time!

I was not sure if you were asking whether we loaned out our VCRs and TVs or whether we had them for in-library use by tourists. We don't have conference rooms or theatre space but we do have a computer training room and a sizable community room that tourist and residents alike may rent. You didn't ask specifically; but, we do offer Internet training and computer workshops to anyone who would like to attend. Some are fee based. You also didn't ask about scanners. We have two for public use. This could be useful to those who want to e-mail pictures of their holiday.

Information provided on number of tourists and why they come to our area are guesses. No one in the community keeps this information at the present time.

Not a very difficult questionnaire to do very informative itself

Libraries generally have to budget carefully for all aspects of their services. If more extensive tourist information were to be distributed in main libraries for eg. they would require stands and storage space for brochures, flyers etc.If stands were provided of all sizes and configurations and the pamphlets/brochures were centrally stored and replenished, public libraries might look more favorably upon extending their support to this idea. We supply Shaw and Stratford Festival brochures to our patrons as well as more local theatre initiatives and a fair amount of space is required to store the boxes and time is needed to replenish the supplies as required. What is needed more is advertising the fact that libraries have the resources to find out information for travellers and that we do house quite a bit to start with. Patrons just don't know about it. I would favor more publicity for this aspect of libraries as opposed to the furnishing of a tourist card. Also a provincial library card is being considered and this would allow a resident of Ont to borrow items in any library in the province. This might be a good first step to see how this venture goes.

I would like more information and background on the proposed tourist card - what it is to be used for, how and why.

The number of tourists is hard to estimate if you consider how many people come here for hockey tournaments, skating competitions and curling bonspiels.

I picked up a few hints to make this library more welcoming to Visitors. Thanks

Very difficult to comment on a tourist card when it's the first we've heard of it. Explain why it's necessary vis-à-vis libraries. Doesn't make a lot of sense to spend the money to develop something that isn't needed. Could be used for paid attractions (amusement park, festivals) but not libraries.

I apologize for being late with the survey; I hope you can still use the information.

The questionnaire was easy to complete and of a timely nature.

Some of the questions and options were too limiting. For example: We charge a temporary resident fee but this is refundable upon return of the temporary card. I would have appreciated more room by the questions themselves to comment more fully. I will be interested in finding out the results of the survey! All the best!! And thanks for the opportunity to comment.

Sorry the survey is late but the library is in the process of moving.

In terms of the demographics of tourists, we are unable to capture valid information at this time. Unfortunately, the set up of the survey did not allow for us to respond in this manner. As a result, the answers may be skewed in that we have indicated "none" for the various categories. You may want to revise this part of the survey for future use.

This is a good idea to survey how very much libraries in particular work with tourism issues. Of course small rural communities rely on libraries to be the "hub" of their area. We are close to the fort

Feedback
Erie/buffalo border and situated on lake Erie and as such do have a fair number of summer residents Marshville festival labor day weekend events entertain many people
I don't see any need for these cards you are talking about -- they seem excessively "big brother-ish" to me -- unless other libraries are more restrictive in the services they offer.
Difficult or almost impossible to answer the sections about the frequency of tourists to the library by age or by geographic location.
Not as well suited to a multi-branch system as a single site.
Let us know the results of your survey.
Tourist cards should only be issued on showing current and traceable identification, perhaps supplying a credit card number in case of lost or damaged material.
This survey made us aware that tourists are very important to our library.
Nothing at this time
We are in the process of automating and hope to be live in 2002. Some of our policies will change at that time but we hope to continue to serve the tourists as fully as we do now. Information via the internet is certainly the way to reach tourists and provide information. Website with up to date information are vital.
no comment except it was nice to be able to do the survey on line
I have no idea if the figures I guessed for the number of tourists visiting our region are accurate. I don't have time at the present to research that number for the survey.
A lot of this is pure guesswork, so of limited value. I have no idea how many tourists visit this community per year. I tried to put "Don't know" but then was not allowed to proceed. So I just picked a number out of the air. It's not real information. Also we have never counted how many adults or children are tourists visiting the library, so categories like "Few" are pretty meaningless.
Due to the fact that public libraries are municipally funded in Ontario, and that funding levels are so extreme, the introduction of a tourist card must be carefully considered vis-a-vis a library's resident/non-resident catchment area.
I found the question Part VI, #24 - optimum validity period difficult to answer. One year seems too long and yet I know one month is not sufficient for some park visitors.
Concerning the tourist card, my concern would be with tourists not returning materials lent to them. If there were some sort of fund available to protect libraries in such an event, I would be more than pleased to offer such a card. This may be the case for other libraries and such a fund would offer a much greater participation rate.
We are not a big tourist area.
This was a good survey. We like to see culture and tourism working together whenever possible. We are a small community but tourism is growing in the north and we should be able to work together without duplicating services.
This survey was very easy to fill out. I liked that.
Tourist information is currently provided through the local museum and while I can see the library augmenting this service, I do not wish to take it over entirely.
Some of the statistics and service information provided applies to seasonal residents and not to visitors. Visitors have limited privileges. Stats are average guesses over the year and would be much higher in the peak summer months
We have a lot of tourists during the summer months, but the remaining of the year we just have a few.
For the annual tourists estimate so high 12 000 people. We have a "zoo"
From the questionnaire I understand the Ontario Card for Tourists to be something incoming tourists can obtain and would fill out in the expectation of facilitating access to library services. Such a card would not facilitate access to this library, as it wouldn't change their entitlement to services. If the objective of the tourist card is to promote use of libraries for research, net access, temporary access to loans etc. I would prefer to see money invested in general promotion to tourists and business visitors about Ontario's libraries.
I don't feel enough background information was given about what a "tourist card" would mean to a tourist and why we need one.
I feel the survey is fine and I hope I have been of some help to you.

Feedback

In our area tourism visits occur mainly in the warm months. Visitors really appreciate the internet access. Genealogy visitors take up a lot of staff time and expect some form of help.

I applaud your efforts in undertaking this survey-it's a unique idea-I just personally can't see it's application here. Thanks for including us.

I consulted the two Tourism Information Centres re the questions about reasons for visits, and number of visitors. the number of visitors is very difficult to estimate. Both centres can give statistics on numbers of queries at their centres. However, the Provincial Tourist Centre sees a lot of people who are passing through Barrie to other destinations, and the local visitor and Information Centre would not necessarily see everyone who comes to visit. At the large annual events, which attract thousands of people, it is difficult to tell who is local, and who is a visitor. I tried to confine my answers relating to Barrie itself, as that is the major population that the library serves. If we were talking about the surrounding area, numbers and attractions would be different, eg the ski hills which attract lots of visitors, but which are not in Barrie proper. Re the questions about visitors accessing children's programs and workshops in the library, I answered no because most require preregistration. However, if anyone happened to hit a drop-in program, they could certainly participate.

I think libraries are a great place for servicing tourists but a concern would be funding libraries as service centres for tourists. Municipal support would be important.

Let the tourists know that the libraries can play a big role in tourism...tourism centres, tourism camps, hotels, motels, etc.

Re: Proposed Tourist Card. It is not clear whether this proposed tourist card is intended for library use only or for other services. If other services are to be included, what are they?

Our library has benefited greatly by being a Community Access Programme under the Industry Canada programme. It has allowed us to have better computer facilities, contract help and has expanded my knowledge of the value of computers in small communities.

Special Collections
Local History collection and multi-lingual collection in 17 languages.
Ojibway Language Resources
English Non-Fiction. English Fiction. French Non-Fiction. French Fiction. Children Fiction French & English. Encyclopedia French & English
Local history collection.
Local history collection in print and also a digital format on the history of Steep Rock Iron Mines (Closed in 1980)
The Barrie Public Library houses the collection of the Simcoe County Branch of the Ontario Genealogical Society.
Information Barrie, which is a service of the library, is the Community Information Centre for Barrie. Information Barrie is a member of the Association of Community Information Centres of Ontario.
Local history inc. local cemetery listing
Both branches work with the Township to offer Parks & Recreation programming.
Art Gallery as part of library; UEL & local family genealogies
History of Matheson special collection
Local history collection.
Local history extensive mystery collection
-Local newspapers (from 1870"s); local history; genealogical support; programs for children are open to visitors.
Library is hosting a marine based public internet site on the M.S. Chi-cheemaun ferry service.
We offer Burk's Falls and surrounding area local history information.
Family Archive CD Collection Ivan Cleaver Postcard Collection (historical Burlington postcards) Files for Burlington families and historical homes Historical Maps Tweedsmuir Histories for local area Burlington newspapers, etc.
local history collection
We have several binders of historical pictures of pioneers of Chapleau and area and historical buildings.
Local History collections, Kent Branch of the Ontario Genealogical Society is housed in a separate operation on 2nd floor of library adjacent to McKeough Local History Room; on-line catalogue is coming soon; have Outreach Services for shut-ins (not listed in your list) ;HRDC workstations with Internet access; Friends of the Library groups at Central and Dresden branch
We have an extensive native collection and are in the process of setting up archival materials dealing with the history of the Chippewas of Georgina Island
The Drummond Exhibit - collection of information on Dr.William Henry Drummond and many of his books. Collection of photo albums and newspaper articles, obituaries, articles of the past and present. We have on display a large collection of paintings done by local artists, most are for sale.
no comments
Cornwall Room also includes the collection of the Stormount, Dundas and Glengary County Historical society as well as that of the local architectural advisory committee.
WE CARRY THE COLLECTION "THE HISTORY OF CURVE LAKE" WHICH IS A 3 VOLUME EDITION. IT IS ALSO NOT BEING PUBLISHED ANYMORE. ALSO WE HAVE TWO BOOKS WRITTEN BY THE CHILDREN OF CURVE LAKE ABOUT LEDGENDS.
We have some local history on the Rathbuns(Deseronto was a large town at one time when the Rathbun Company and other business were here; Mohwak Territory. However this is run by one volunteer. Requests are met as time and availability of information permit
Local history, local genealogy

Special Collections

Local history, mining books from MNM & development. Seniors resource centre (video and books)

Toy Library Resource Centre located in lower level of Library. We are also proud that our library is still a small hometown full service library with personal service for all who enter our facility.

All of previous page and more

Local history of Angus area and Township

Extensive local history collection - cemetery and genealogical records, picture and slide histories, family histories, heritage site information

Microfilm of local newspaper

Special collection of wildlife paintings, posters and sculptures of local artists.
Extensive local history collection.

Local historical information are available at the library

Tweedsmuir History of East Luther Grand Valley.

Hard copy and microfilm.

Microfilm/fiche of local newspaper dating back to 1902.

Archives covers Town of Gravenhurst

School visits for book exchange.

Collection of photographs re: local history and mining
limited genealogical and cemetery listings

Local History Collections

Local history, N labour council (??), Mental health

Some of branches in the system hold the collections of the local Historical Societies

The Georgetown branch of the Halton Hills Library houses the archives of the Esquesing Historical Society. This collection also includes over 10,000 photographs.

Hamilton History

Tourists are particularly attracted to our genealogy collection

We offer after school tutoring program for children from grade 1 to grade 8. All the help is done with volunteers from High school.

We hold the Cookstown Tweedsmuir history books, which are a superb resource. We created a by-law database that runs on the Town's web site. We created a CD-ROM and Web Site entitled Native Peoples of Simcoe County. The work provides a historical overview of the settlement and migration patterns. Look under Local History on the library's website www.innisfil.library.on.ca. We created a database, which holds historical photographs and essays. The local historical society is using it to place all of the photographs from its document centre onto the web. Fully searchable. It can be found at www.ibidnet.ca

Jus Jordan Artifacts Collection

Mohawk language learning materials

Native material in all formats

Free membership no matter where you live

Our library had a local author Ralph Bice who passed away in 1997 and received the Governor General Award. We have his books. Our library is at the centre of where we have three access points to Algonquin Park down the hall from the MNR office where all of the tourists go before heading into the park.

Local history collection.

Grace Schmidt Room of Local history

County Archives

Art Gallery is part of library

Extensive local history collection related to immediate area.

Local History Collection

John Lunau Heritage Research Collection

CNIB Service for visually impaired people

"Early Years in Markham" program for children & caregivers

We have an Art collection of The Group of Seven; coin collection; collection of fauna and flora; large print collection; collection of a few German books; local history books; copies of books produced by local

Special Collections

authors;

Our branches are located throughout Middlesex County in settlement areas and communities. Local history, public access internet, trained staff are services we offer.

Special collections: local history collection, career information centre and tours, small business collection (and a liaison with the Miss. Business Enterprise Centre), Consumer Health Information Service, Visiting Library service, Parenting collection, extensive business directory section, quick information service

Aboriginal native reference material

Aboriginal cultural drumming, singing & dancing - community youth group "Little Eagle Feather Drum Group"

- Ojibway

War Veterans Display and Remembrance Day activity

Local history collection

Firstly, our library is a First Nation library, lacking in many materials that other libraries take for granted. We have been in our new arena building since 1997. The only "foreign" language we offer is the first language of this country, Ojibway, (no, the first language is not English or French.)

Casino Rama went into operation in 1996 and while there may be millions of visitors to this community, it doesn't necessarily reflect on library attendance. We have summer residents who use the library for our fiction collection and students who use the library for their native studies program at university.

Local History Collection. Archive of Local Newspaper

WE HAVE A COLLECTION OF LOCAL HISTORY BOOKS AND GENEALOGICAL RECORDS FOR THE AREA.

Sawford-Dye ART Collection. Carnegie Library with unique Architectural features

Local History (includes 200 Digital libraries) Sir Fredrick Bauting material

Community Information - directory and information about local organizations and events

C.A.T.C.H. - Community Access to Consumer Health - books, magazines, pamphlets, videos, etc. and internet access stations dedicated to consumer health information and events.

Large Local History Collection including the Casino Niagara Cares Regional Heritage Collection

Our local history collection, including genealogical records, is recognized as being an important resource for researchers as it contains (in microfilm format) copies of the major collections pertaining to the history of the Niagara-on-the-Lake area. The microfilm has been gathered from the National and Provincial archives, the Library of Congress the British National Library and several other international sources. Researchers have told us that it is like "one-stop shopping", they can find in our collection resources that normally would have them visiting multi-sites to obtain. The information gathered is unique to Niagara-on-the-Lake, not the Niagara Region as a whole.

Local history collection

Ontario Genealogical Society houses local collection in the library

local history collections. only 1 of 4 branches has wheelchair accessibility (not main branch)

1. Horticultural Society Books

2. Local authors book collection

Oakville local history collection

Automotive manuals from the 40's

Extensive genealogical holdings; material on R.S. Mclaughlin Founder of G.M. in Canada

Ottawa Room (local history room); special health, business and job finding info centres. Currently also have 1 bookmobile that travels across the city offering services to those who cannot come to a branch.

The Ioleen A. Hawken Memorial Local History and Genealogy Collection, and deposit collection form the Bruce-Grey Branch of the Ontario Genealogical Society; Toy Yard and toy-lending library.

local history; wireless network connected to libraries and municipalities

Superior Local History Collection

Ship that Houses Picture Books & a Seating Area

Local history collection and

Genealogical research. Microfilm reader Printer

Discovery Harbour Collection - 8,000 records of 19th century naval and military history. Local history

Special Collections
collection on Penetanguishene and area
Large section of Christian Books
Local history
Peterborough Collection (local materials of interest to researchers and genealogists).
Collection of local history - several volumes titled Tweedsmuir History
Local History
The library offers a local history room for genealogists and other people researching the history of the area.
We have a great and friendly staff!!
The library houses a modest collection of photos, scrapbooks and other local history material. These include Trenton Assessment records (1890's-early 1960's) and memorabilia on the HMCS Trentonian, a ship sunken during World War II. It has also produced the Trenton and Area files, a collection of newspaper clippings on many aspects of local life. The library also offers access to such genealogical resources as a Birth, Death and Marriage index to the Trenton newspaper (1867-present), BDM indexes to some Brighton and Picton newspapers and a fully microfilmed edition of these same newspapers. Finally, the library holds local census reels and has a copy of CEMSEARCH, a database holding cemetery plots in Northumberland and Hastings Counties.
We have a local history collection.
Unique local history collections and family histories
We have an exceptional Archives Collection representing many facets of our community and a well-indexed local history collection. The Ontario Genealogical Society, Sault Ste. Marie Branch houses their collection with us also. Our Genealogy Resources are well known across Northern Ontario and Upper Michigan.
Scottish History
We offer shut in service to those who can't come in to our libraries. We also have special local history collections (print & pictures) at all our branches.
Local history collection.
Local History
Not Applicable
Local History and Genealogy
Excellent collection of Canadian and local history & genealogical materials related to St. Thomas & Elgin County.
Summer program for kids sponsored by HRDC. Pre-school program run by parents (15 years). Monthly art exhibits in board room (organized by Friends group). Monthly craft display in foyer cabinet (organized by Friends).
We have a 'Chalmers' collection- the name given to a specialized, separated collection of books, magazines, videos and reviews about Shakespearean/Elizabethan Theatre
North Eastern Ontario History. Local History
First Nations Collections
We have two publications available for sale. "The History of Jackfish" and "Terrace Bay: the first 50 years"
Local history collection-family histories-unpublished
we have a collection of information on pioneers to the area
We have collected historical pictures of Thessalon and they are 8" x 10" framed pictures covering most of the library walls plus 14 much larger pictures that have been drawn by local artists. Approximately 175 pictures in total.
LIBRARY COLLECTION OF THE ONTARIO GENEALOGICAL SOCIETY NIAGARA PENINSULA BRANCH
Ontario Genealogical Society local resources, local history, obit files, index of local newspapers
Materials relating to the history of the community.
Merrill Collection of Science Fiction, Speculation & Fantasy

Special Collections

Arthur Conan Doyle Collection

Osborne Collection of Early Children's Books

Canada Trust Audubon Collection, Art room, Baldwin room, Genealogy & Local History Collection, Map Collection

Athens Reporter Newspaper on microfilm

Art work by Crawford Slack

Women's Institute histories for Colborne, Ridge Road and Castleton.

We have a comprehensive collection of local history that has been published locally.

N/A

- local history

Local History

Black Heritage Collection

We offer full membership to patrons regardless of where they are from at no added cost.

Genealogical information is available in house including on-line. Cemetery records are in house.

A shared (Welland Public Library) digital site is On-line Welland canals, Marshville festival historical site.

Workplace (How to). Print collection on cancer

The Elmira Branch houses an up-to-date and thorough collection of printed publications (newspaper clippings, doctoral theses etc) that have to do with the environmental concerns surrounding a local industry - Crompton (formerly Uniroyal).

Extensive collection of maps and historical documents on the development of the Welland Ship Canal

Rare Magic Collection

We have a wonderful collection of local area history, which people thoroughly enjoy and it helps with genealogical searches.

We are collecting First Nation's materials. Such as books, video's and cassettes.

Automotive history collection; community archives; community museum; local history collection; digitized collections accessible on home page.

Library has begun archiving old photos of people and places.

Large local history collection including digital texts and resources available through the Library website.

Suggestions

More information re: directions, local attractions; signage

CDs and DVD's should not be loaned out to tourist as it is difficult enough for regular patrons to bring them back. Have a charge paid by the temp patrons to receive books from other libraries by postal priority post if library does not have the book.

A new bulletin board. Have a website connected with the tourism websites. Have the tourism and library buildings amalgamated (thereby having the funds and information resources in one area)

Modem hook-ups; more local tourist information; services available within the community

Tourism kiosks

Closer links to City tourism office - sharing of information

We should have more information available for travellers - about the area and services available

Probably having an annual update of all the local business/restaurants/hotels, etc. - what service or product each provides, where they are located and how they can be contacted (ie/phone/fax numbers, email, website) would give the tourists an idea of what the community has available.

-We have had requests for souvenir items about the library eg. postcards etc. and tours of the Toronto reference library and email access for visitors.

More Internet access; assistance with programming; grants for microfilm readers etc. to help with local genealogical/historical information; assistance with publicity

We are soon going to incorporate the tourist info booth in the library.

We are working on a portal that will provide events and attraction information on a Countywide basis. Funding for this type of local initiative is extremely important for residents and for tourists.

Could translate fees and other computer usage rules into multiple languages

Non-available at this time.

Many visitors come for family and/or genealogical research

Tourists are transient. Lending of library material would not be an appropriate service to provide to tourists because of their transient status. However, the unique collections of public libraries should be promoted to tourists. This would include historical and genealogical material in particular.

We need to make a more visible effort to let tourists know what information we can provide them about our community, especially after 5:00 p.m. when the tourist both is closed.

Make sure all libraries are listed small or large and that all services and hours are available

Because our library is small and our staff consist mainly of one person at a time on duty. I can't see we could do much more than we do. One great service we provide is the only public restrooms in town and we have the only public internet site for 15 miles. We could find a spot for more pamphlets re area attractions as we now only display poster of happenings locally.

I'm not sure? Me as a tourist in another town or city, i don't seem to go to the library. I'm not sure what to do because tourist don't stay that long to borrow any items, they are here just to see what the library looks like.

My own experience with travelling would suggest that on extended trips, patrons would be most interested in paperbacks, or local attraction information rather than videos. Audio books would prove attractive but unless a special "tourist" collection is created whereby tourists could pick up an audio book in C-K and return it in North Bay for eg, I don't see how safe and timely return of materials could be accomplished.

Better local advertising.

Online resources - where to find tourism information on the web.

We would like to see more brochures of local businesses and local directories for distribution to the public.

Pamphlets depicting the surrounding area and informing tourists about the local attractions can be displayed in the library.

Suggestions

Chamber of Commerce tourist centres often ignore the potential for local libraries to provide tourist info when tourism centres are closed.

We could make a better effort to work with Tourism Sarnia/Lambton.

Sign to welcome Tourists to the Library. Visible signage of CAP site

Perhaps having the card automatically waves out any of the town fees.

We offer tourists, non-residents and residents the same services.

Could have posters to indicate our services to the tourist & all tourist information booths should have information on local libraries.

More emphasis on local area information, what is needed in hanover is some type of attraction besides the slot machines. We do have trails, but on a rainy or cold day there really isn't anything to do in hanover but shop and go to the slots

Promote the internet we have; promote the library by giving out a list of libraries in the area they are on holiday

Publicity is our biggest need — letting visitors know what services are available at the library.

Our tourism booth is closed from Labor Day until May. It may be useful if they posted where tourists could go for info when the booth is closed. There is no communication between the tourism bureau and the library, maybe some ideas on working together would be beneficial.

Advertise the availability of the Library's services.

I don't know

Local tourist information centres need to be made aware of the services offered by the libraries to tourists (eg email access). Libraries are also a place to relax etc and visitors need to be told where the libraries are and the hours. Local history sections need to be enhanced (organized and developed) with take-away materials for tourists too. I'd also like the grounds to be made into something of a park-like setting where tourists can come and relax after shopping downtown.

Promoting email access for tourists would be beneficial.

Tourist information centres should all promote the local libraries. We donate used books for our info centre to sell cheaply to the public.

Many tourists in the summer use our library to do genealogy work & many visitors take part in our children's programming.

Financial support for enhancement service & increased access. Tourism online portal development could be a library function with financial support A part time staff dedicated to marketing & public relations & gathering of community information.

I don't think it is unfair to charge tourists a small fee for a library membership, if they are only here part of the time and do not pay taxes to our community. I am extremely busy in the summer months with all the extra people which I like because it helps bring our circulation up and they seem to be happy with our library & what it has to offer even though we are so small.

Need to survey our tourist clientele in order to increase awareness of our role as a source of current tourist information. In the Ottawa-Hull area, tourism has a massive economic impact & we need to show that we are contributing to the vitality of the tourist industry.

We could promote our community in the winter months when our information centre is closed. Chapleau has a very active snowmobile club, we could promote with brochures & maps. We have an online directory of motels, restaurants in the area.

Have local Tourist Information Bureau refer tourists to our library.

Suggestions

Staff need to welcome tourists in a special way. They always seem especially grateful for any courtesies extended to them.

A tourist card is nice but a provincial card for the residents of Ontario would also be great. But any initiative involving libraries should also include funding to compensate us for doing the job of provincial and federal agencies. Unless that happens, our first priority is to serve our permanent residents.

Finances are always an issue. with additional funds we would be able to purchased more modern equipment to better serve all our public. Also we are working to have our holdings on-line.

We could carry more local info for tourists. Have a formalized policy for seasonal resident memberships. In general, there could be more publicity/encouragement that tourists can use public libraries for many services.

We try to make sure our WEB site (library & town) are kept up to date and show any events that are coming up.

By having each of the branches participate in producing a leaflet which can be handed out at each of the branches which would include information on each of the areas covered by our area, being The West Grey area of Grey County. My daughter has already designed her own website which includes the library branches in West Grey as well as a genealogical website for the County of Grey. She has also designed a website for the West Grey Public Libraries and it is really amazing how many people have accessed these website over the last year alone.

We need more access to expertise, training and broadband networks.

A kiosk or display unit could offer information on local tourist attractions. However, this would be a duplication of services since the local Ontario tourism office is only several blocks from the library.

Internet access for tourists would be good if a "valid tourist card" was presented.

See above.

Sign outside village advertising CAP site at library

The best way to service is via good web sites. That allows tourists to research their visit, also access local history and other resources, which need to be digitized. Providing public access internet is also valuable to tourists who may wish to check their email. Once they are doing that local brochures and staff contact are valuable resources too.

We could be open more hours.

Develop a page for visitors to the Town of Lincoln on the library Web site to act as a portal to all other similar library pages across the province. Post CAP site signs prominently outside the library. Expand alliances with other organizations involved in the tourism business in the immediate area to determine how the library can best contribute in response to the ever-increasing population of seasonal visitors.

Staff from the tourism centre could maintain our pamphlet rack with current info. Ensure that library locations are listed in local attractions of the community.

We'd like to have more flyers about local attractions and craft stores (which offer their products during the tourist season.)

More information online regarding Municipal maps and topographical information online. Our area is very Eco sensitive and may people want to know more about water flow and land quality.

We display pamphlet information from York Region Tourism in the library - could have special display rack just for York Region Tourism. We could have links from the library home page to York Region Tourism and other tourist sites.

Our unique village history needs to be more accessible. We need an extra person or funds to work on this project.

Through more advertisement and standardization such as the government Cap Program.

Suggestions

Our area is small and we cannot offer programs for tourists.

Promote the internet we have; promote the library by giving out a list of libraries in the area they are on holiday

Any enhancements to our library system could benefit tourists, but, unless significant financial incentives are provided, it is unlikely we could enhance services specifically for tourists, when public libraries are chiefly municipally funded.

Nothing at this time

Tourists would be happy if their library card was valid (for full service) for any place in Ontario. In our library, they would like to see us open more hours, especially Mondays. (Currently, we are open 10 a.m. to 9 p.m. Tuesday to Friday and 10 a.m. to 5 p.m. on Saturday.) They would like us to have more computers as demand exceeds supply. They would also like us to supply more daily newspapers. Many of these issues are funding ones. We are in the process of improving signs directing people to the library in order that they can locate us easily.

Additional staff and funding would go a long way!

Advertising; improved facility access; air conditioning

If a tourist card allows access to libraries and resources, there should be a set standards as to what access is allowed (all libraries) How do you establish what is allowed? Small libraries do not offer the same resources as large libraries. If you allow borrowing from any library, who and how policies overdue materials not returned.

More funding for longer hours.

Most tourists don't visit a community to use the library (though we have had a few exceptions to this rule-- people who come for genealogical research, for example). They want to use the e-mail and to have a place to bring kids on a rainy day. They also assume, rightly so, that libraries will have knowledge of their own communities and can suggest places to stay or visit. I'm not sure that granting visitors full membership is something that they expect (though they may be pleasantly surprised). Granting a tourist card may be creating a beast that nobody really needs or wants, particularly since most libraries don't offer the same services to neighbouring non-residents.

We are looking at becoming a downtown satellite tourist information kiosk in partnership with the town of Oakville.

Services could be enhanced at our library by adding more open hours

Training for staff.

Workshops on topic at OLA Conference would be useful.

If funding was available to allow increase a staff time to focus on programs/services to tourists.

Distribute information re events and institutions

More cultural events could be held to bring people over from the mainland who would be interested in learning more about First Nation culture and traditions. In the form of workshops powwow etc.

The main thing is to advertise the services we already offer, especially the Internet access. That has brought in more tourists to our library than our regular services ever have.

I think Libraries should be more prominent in terms of being recognized in the community. Signs on the Hwy. and in cities/towns similar to hospital and museum signs, would give the impression that Libraries are for the public, not just for those that are members.

- increase staff awareness of tourists through training
- work on staff public service skills through training
- organize materials and pamphlets that tourists might want in one location in the library.

There is already a tourist information office in town near the highway, therefore there is no pressing need for information at the library, however, we could supply more maps and tourist brochures.

We could provide signage indicating that we can/do provide tourist information, especially since the Library is open many more hours per week than the Tourist Information Office down the street.

Suggestions

I would like to see a closer relationship between the municipal tourism department and the library system. Many of the tourist information centres could be doing more to make tourists aware of library locations. I think a good effort is being made to promote tourism within our municipality by the library staff. Certainly we field many phone calls, because folk will see the Library website before they find our tourist information. In smaller communities the Board of Trade office is not open 9-5, 5 days a week, and the library will field the calls instead. I believe all libraries; including those not in tourist areas should be more open and welcoming to the travelling public. As a traveller I have appreciated the friendly library facilities across Canada (included the far north)

more internet time for tourists would help my library a lot

Sustainability/ expansion of high speed Internet services

This library would be pleased to have a tourism kiosk set up all through the year for local, provincial and federal tourist information. The material should be free, staff should be trained to answer queries in-depth, and there could be a 1-800# public access for information that staff cannot provide.

More info on the web for people to access either at the Library or elsewhere on tourism throughout Canada, the province and this area. I am not in favor of giving tourists who do not apply for temporary membership any additional services than a walk-in off the street would get, unless our funding from the province and federal government is dramatically increased to allow this.

Email access

Encourage the use of the Internet "@ THE LIBRARY." We have the technology for everyone to use. Perhaps a list of websites in the region that we could handout to tourists when they visit the library. We have it all in the north and have to get the word out at every opportunity. Hiking trails, snow machine trails, skiing, boating, kayaking, the most beautiful scenery in the world, it's all here. And our libraries are well equipped to provide information tourists are looking for. Perhaps a screen saver that is directed at tourism with our new "@THE LIBRARY" logo incorporated into it.

In our library, the services and programs available for tourists and the Tourism industry could be enhanced by additional funding to increase our staff and operating hours. We are very limited to what we can provide with only one person working at a time and only 30 hours open each week. Summer months are extremely busy and we could use four or five internet terminals for all the tourist requests for use, which we receive. Many times we have to turn people away for lack of equipment and staff for assistance.

We can begin to provide more information about Programs, Services & Events available within our community.

We could probably advertise our services more effectively so that more tourists know about the services we offer them (ex. signs at local provincial park).

It is difficult in a small library to meet all the needs of tourists in the area and still meet the needs of those permanent residents paying taxes in the community. Until there is some other way of generating revenue without depending totally on the tax base, tourists will have to take the second place to full time residents.

Our CAP centres are always struggling for funding to keep the computers and software up to date and functioning. We also could use staff to man the CAP centres so that tourists or other patrons could receive assistance and training at all times that the CAP centres are open. It really boils down to funding. If the ministry wants libraries to offer more enhanced services & have libraries function as information centres they should fund us so that we can hire more staff. Libraries are becoming busier and busier all the time. The CAP centres have added 50 % more work to our jobs without the 50% additional staff to look after them. If we are going to be asked to offer more services please give us the funding so that we can offer these services well.

Have a package of locally significant sites and tourism ideas available for them. Perhaps a discount coupon could be enclosed for some of the larger attractions.

Promotion of libraries as tourist information centres by province. Greater funding to recognize and support library tourism activities. Tie-ins to GIS systems

The town could include the library whenever they promote the community for the Tourist Industry by listing the library as a public access centre, and a place for local history.

Suggestions

Kawartha Lakes Tourism (Greater Peterborough Area Economic Development Corporation) has an award winning web site that we use frequently to assist tourists to find information (see www.thekawarthas.net) under Visitor Information. They are located nearby and have a full selection of pamphlets and brochures on this area. People who visit the library are very pleased to receive the free Visitor Information Map from Kawartha Lakes Tourism.

If the public libraries were listed in a flyer containing the principal services offered, the libraries would be more known and more used par the tourists and in the same time by the people from our community.

I am part of the township hall.

to have brochures available for lodging, such as camp grounds , bed & breakfast locations as well as tourist attractions

Having a web page. Monies to be able to promote the library and the towns local attractions

Should demand or need increase, we would liaise with local partners to facilitate access by visitors to information

Our library does not have enough staff to add providing tourist information to job descriptions. We are located next door to a tourist information centre.

A "Card" would be ideal as at the moment we are often working "on faith" when we allow library material out to a non-resident. A "card" would be (should be!) guarantee of a place to follow up should SSSS library material leave with the non-resident! Maybe such cards could be tied in with the non-residents local library.

I'm not sure about the Tourist Card - most people feel they have too many cards now - perhaps it could be incorporated in a card they already have. Good signage is very important to tourists - sometimes that is where a lot of confusion lies

I am not sure. In tourist season we are swamped with usage and we are very limited on space.

Compile a list of accommodations, attractions, etc.

Our library is open for twelve hours a week. If the library had extended hours during the summer, and access to relevant information, it could conceivably act as a Tourist Information Centre. However, current budget limitations prohibit this at this time.

Space is limited in our library so only a small area would be available for info.

Tourists needs being met is fine, if there is no negative impact on local library patrons (there is just so much staff available especially in small, rural libraries). It is after all local municipal dollars that finance the lion's share of library expenditure.

Provide financing to enable the library to offer non-resident membership cards at no charge

The libraries, which offer services for tourists, should be rewarded with money to do it. The government can't give to the public libraries some extra responsibilities without giving them some compensation for doing it. The personnel of the public libraries in the province has enough to do and the libraries in the province are enough busy

I think we do enough for the tourists as it is. how about worrying about us and making our dollar be worth as much as USA so we can afford to travel as they do

Ajax is not a tourist centre, but a very welcoming community. The status quo is great. Up to date knowledge regarding local area events is important for both residents and travellers.

It's promotion we need. The library is a warm and welcoming place for tourists. Well-informed travellers know this and use the facilities while on the road.

We could certainly advertise our services more ex. posters/pamphlets at local campgrounds etc.

Carry European newspapers or have website addresses easily available

It would promote our services.

Information Barrie, at the Barrie Public Library, has mounted a calendar of community events on the library's website. This would be a wonderful thing for libraries to do whether or not there is a local tourism information centre. We include all community events, not just the major "touristy" events.

We are always lacking in enough space to properly service tourists. We could use more computers than we have. There are always people waiting and if someone is passing through they want to get on the computer in a hurry. We have a number of brochures on tourist attractions but we could certainly expand those. Budget is always an issue and we do not have a large enough one to subscribe to local newspapers. Many people come by and ask for back issues of the local paper or just to sit and read the current issue.

We need to encourage the rest of the community to remember the library when providing information to

Suggestions

tourists.

A provincial campaign to promote.

- Sign/poster indicating that we offer information and services to tourists (on the outside of the building) including free internet access and that we are a CAP site would be beneficial.

Provincial marketing of the PL as "The Source" for Internet access, for friendly assistance in accessing information on local events, businesses, services. We would APPRECIATE added funding for additional internet access + computers; for a small portable kiosk/bulletin board/pamphlet holder to display brochures and info and posters. We would appreciate recognition for doing a job we have been doing for a century!

Material for tourists which suggests libraries as an information source would be helpful, and the card would facilitate services.

I would like to see funding available this summer to hire an assistant in the library to continue to build historical and genealogical information for the library and to expand its services as a tourist information centre. At the present time I have just begun the process of automation of the library collection and this will take a significant amount of time over the next year. It will however greatly enhance the service to our patrons.

More government grants for summer help to accommodate heavier traffic flow

If there could be some marker on the door, the road, the highway indicate to the tourist where the library is then the information needs could be met easily and the tourist could find the location relatively easily.