

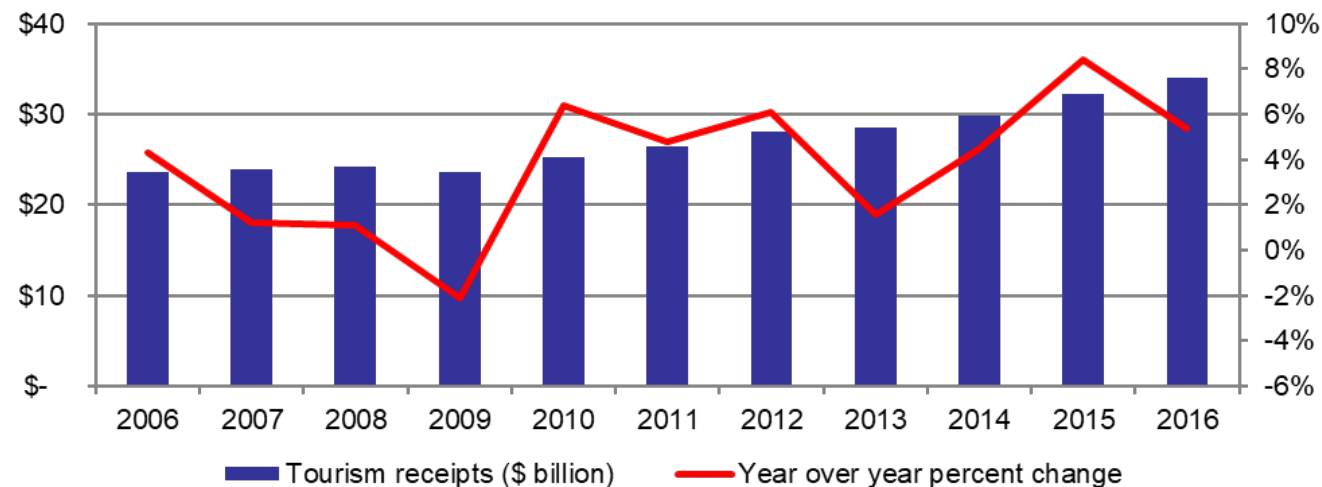


Tourism  
Investment in  
Eastern Ontario  
and Partnerships  
in Economic  
Development

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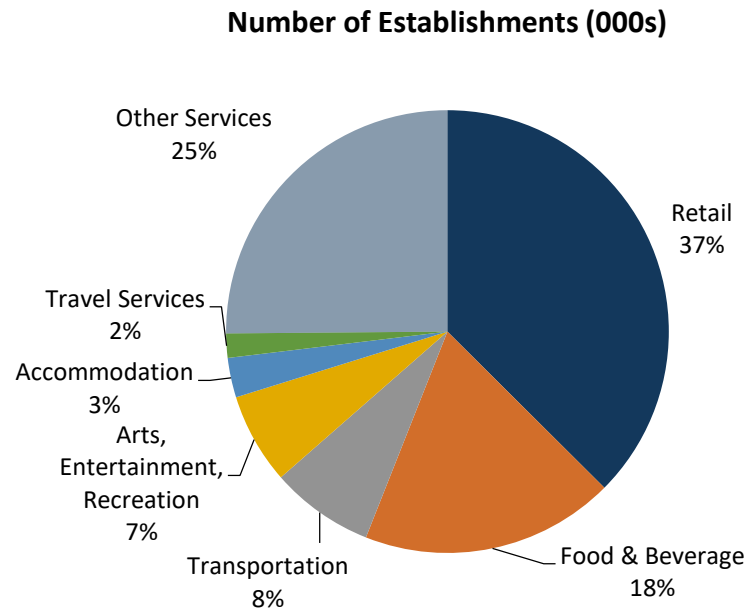
# ONTARIO'S TOURISM INDUSTRY

- Ontario's tourism industry is an important economic contributor, accounting for over 4% of the province's total Gross Domestic Product.
- Tourists are defined as people taking an "out-of-town" trip of over 40 kilometres for non-routine activities.
- In 2016, tourism generated over \$34 billion in economic activity in Ontario, a 5.4% increase over 2015 and continuing year over year increases since 2009.
- Tourism accounted for 3.6% of the total provincial government revenues and 5.4% of its tax revenue.



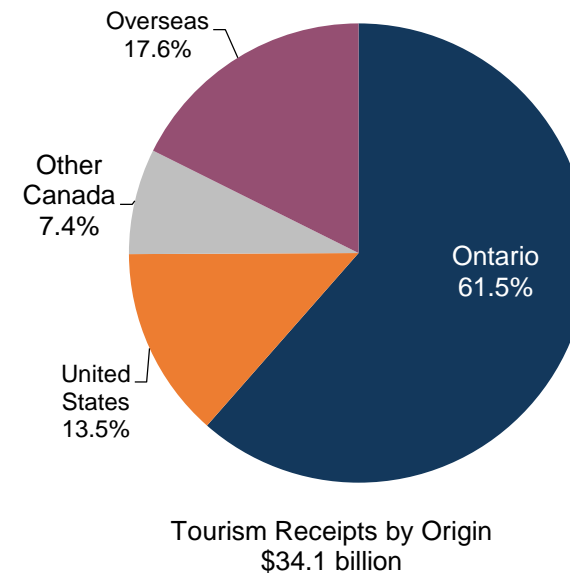
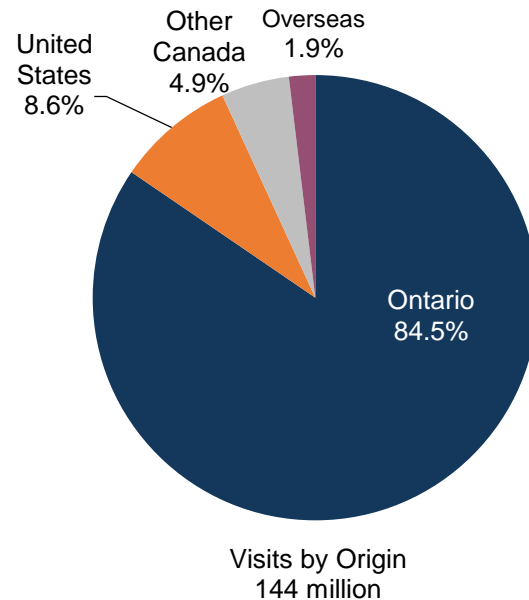
# ONTARIO'S TOURISM INDUSTRY

- The industry supports approximately 390,500 jobs in Ontario, 5.5% of the total provincial employment:
  - It is the largest employer of young people in the province and the largest seasonal employer.
- Throughout Ontario, over 187,800 businesses provide goods and services for tourists, representing 13% of all businesses in Ontario in 2016:
  - 91% of tourism-related businesses have fewer than 20 employees.



# ONTARIO VISITS & SPENDING

- In 2016, there were 144 million visits in Ontario and tourism receipts totalled \$34.1 billion.
- Ontario residents account for the majority of visits (85%) and spending (62%) whereas travellers from other jurisdictions account for 15% of visits and 38% of spending:
  - More than 2/3 of Ontario visits are same-day visits
  - Most trips are to visit friends and relatives

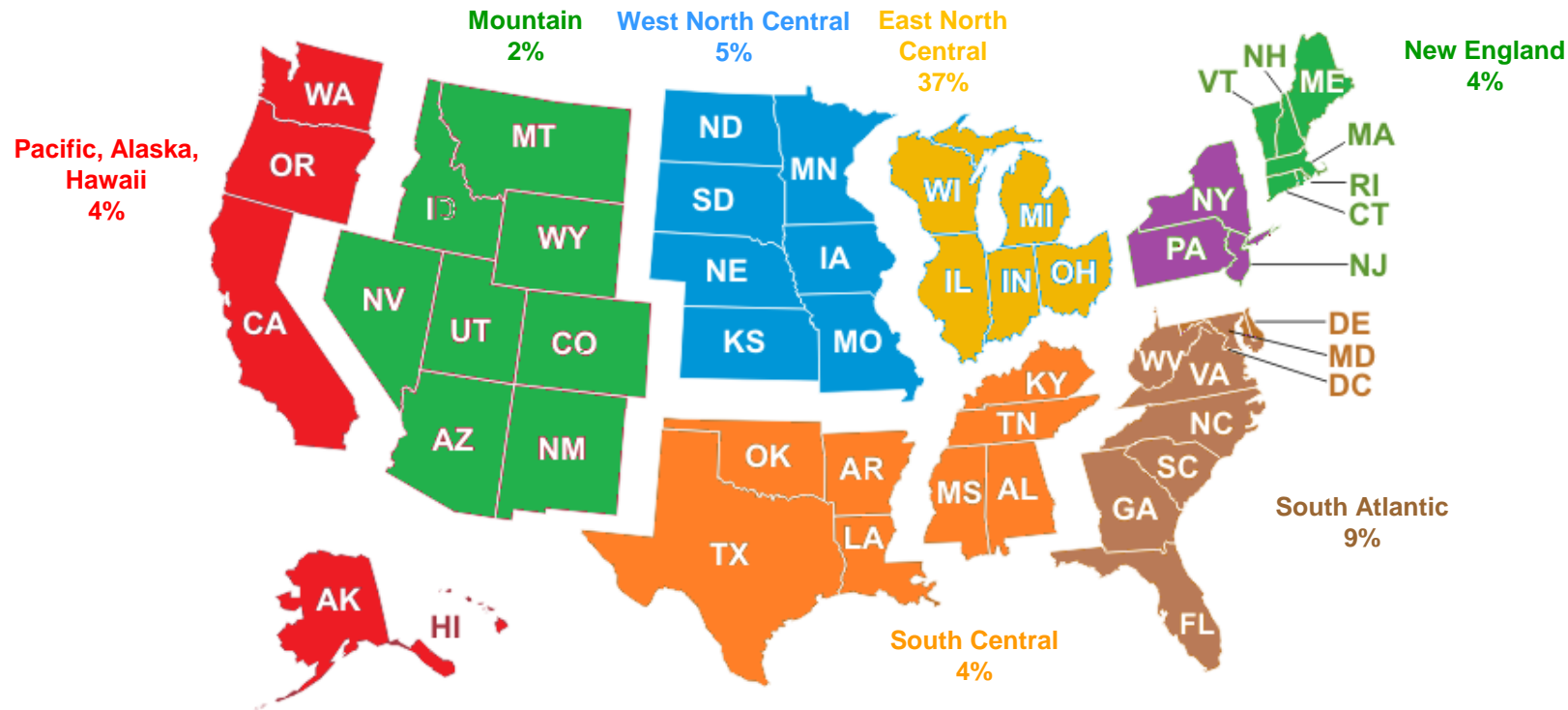


Source: Statistics Canada's 2016



# U.S VISITORS BY REGION OF RESIDENCE

- U.S. visitors represent 9% of visits in Ontario and 13% of tourism receipts:
  - 37% of U.S. visitors come from East North Central (Michigan, Ohio, Illinois, Indiana, Wisconsin); 36% from Mid Atlantic (New York, Pennsylvania and New Jersey)



Source: Statistics Canada's 2016

# MTCS PROGRAMS AND SERVICES

## **Tourism Development**

- The Tourism Development Fund is available to support tourism investment, product development, and industry capacity building. Market analysis, strategic planning and feasibility studies are eligible for support.

## **Festivals and Events**

- Through the Celebrate Ontario program, the Ministry supports programming improvements at new and existing festivals and events that attract tourists for longer stays, create great experiences for visitors and support communities across Ontario.
- The program typically launches in the fall with a deadline usually occurring six weeks later.
- Celebrate Ontario Blockbuster supports costs related to bidding for and hosting major one-time or infrequently recurring events. Applications are accepted on an ongoing basis.

# MTCS PROGRAMS AND SERVICES

## **Investment Attraction**

- The Ministry works across government and with tourism partners to support investors interested in Ontario through a range of programs and services.

## **Business Retention and Expansion**

- The Ministry provides business advisory services to Ontario tourism operators demonstrating new investment and expansion plans. Information is shared on business opportunities, industry best practices, regional support, and government programs and services.

## **Regional Tourism Organizations**

- The Ministry supports the province's tourism regions through 13 Regional Tourism Organizations, which provide leadership in the development, coordination and delivery of regional tourism strategies in five areas of business: Marketing, Product Development, Workforce Development, Investment Attraction and Partnerships.

# SUPPORTING YOUR BUSINESS

Our investment team has expertise supporting leading companies on their expansions into Ontario.



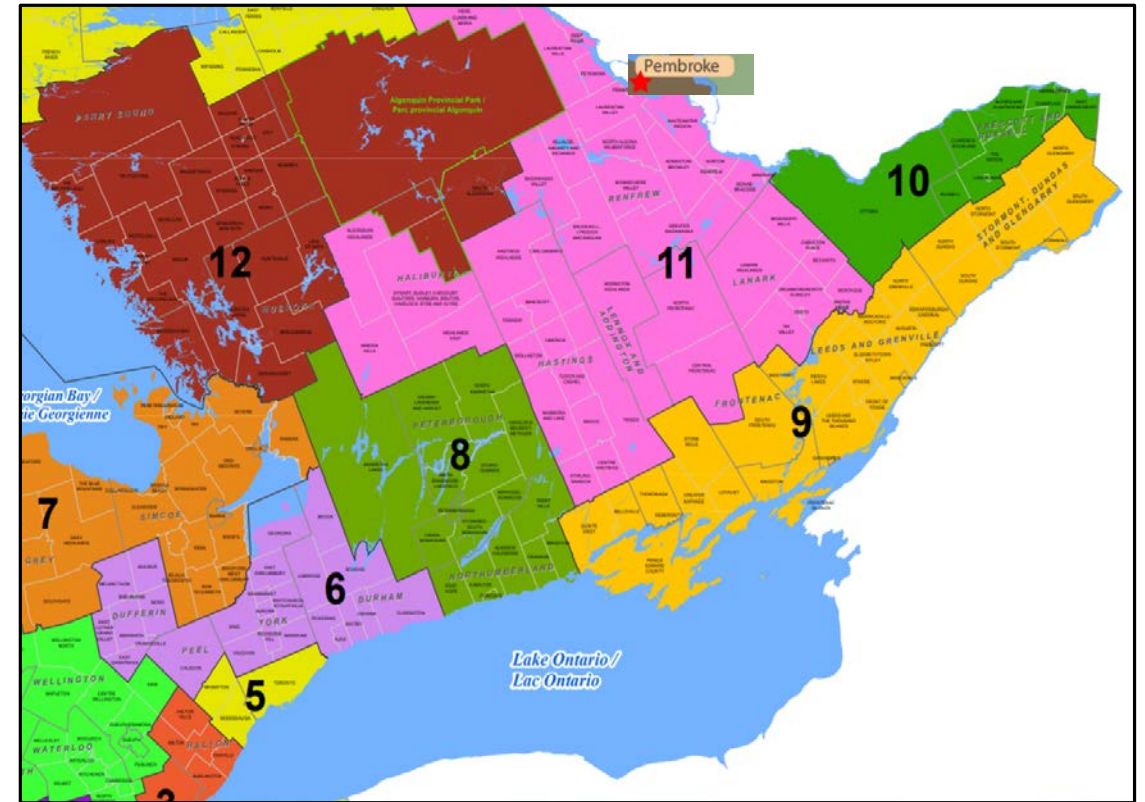
# LET'S CREATE THE FUTURE TOGETHER

We are here for you. Our dedicated team is here to help bring success to your next tourism investment. **Contact us:**

Blair Harris  
Regional Tourism Advisor  
613-531-1184  
Blair.Harris@Ontario.ca

James Lynn  
Senior Development Consultant  
416-894-1657  
James.Lynn@ontario.ca

# Ontario East Economic Development Commission member communities and the Regional Tourism Organizations

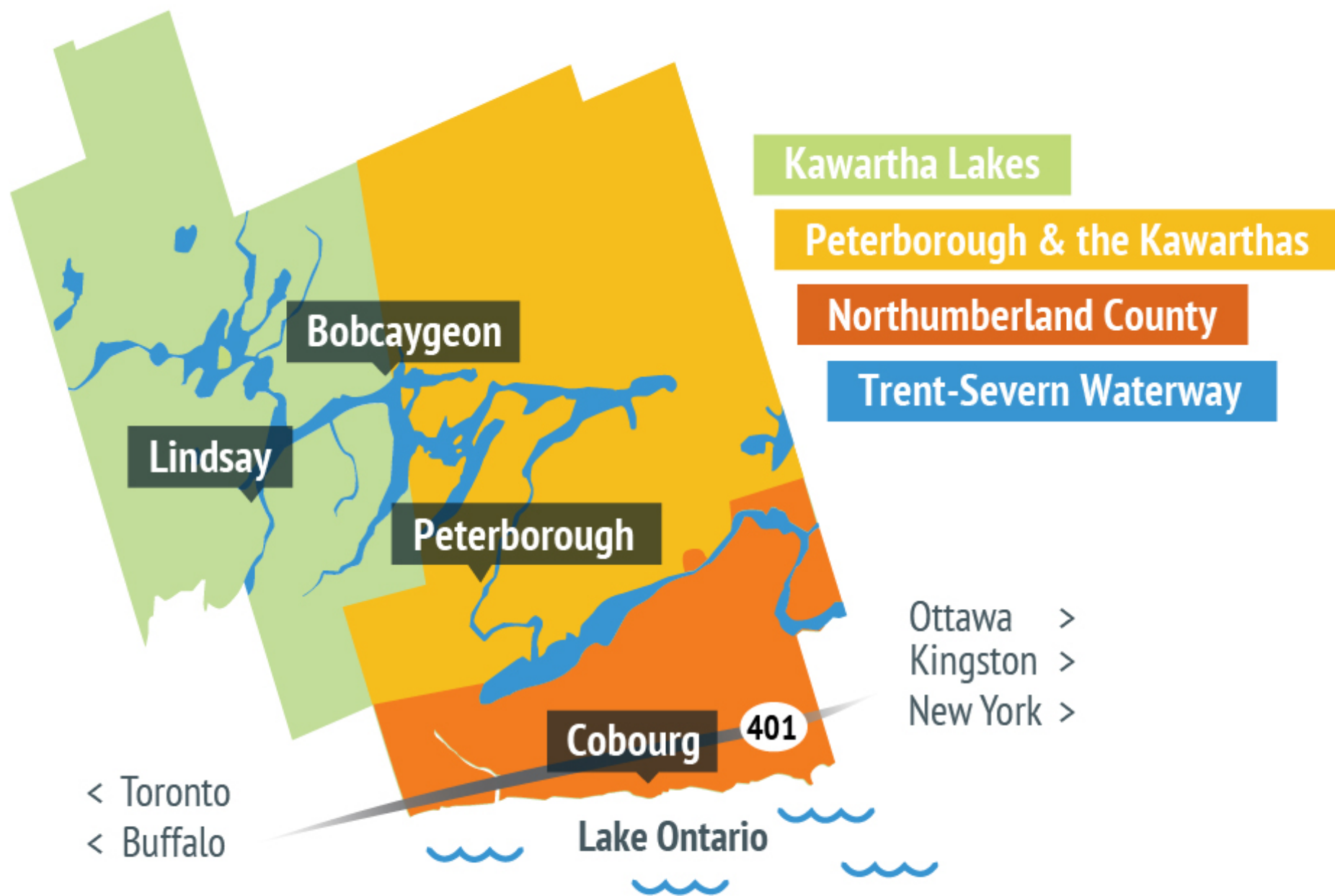






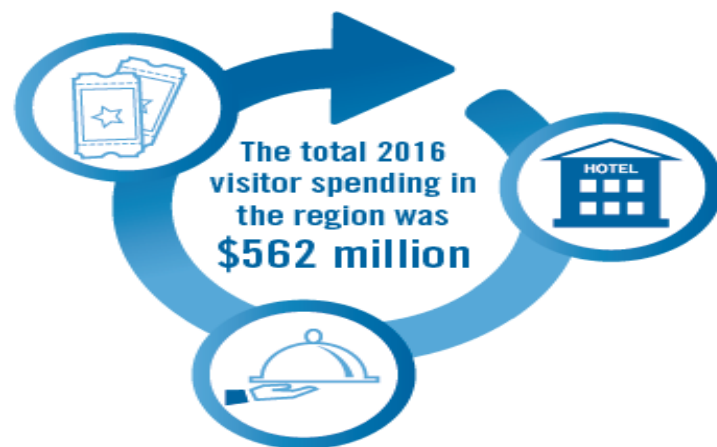
Brenda Wood, Executive Director,  
Kawartha Northumberland, RTO 8







# Kawarthas Northumberland Tourism Stats



In 2016 the total visitors to the area was:

**5.9 million**



## WHAT DOES RT08 DO?



**Stakeholder Communications**



**Partnership Allocation Program 2019-20**

- Experience Development / Enhancement
- Photography / Videography
- Workforce Development & Training



**Trip Planner**



**Consumer Marketing Initiatives**

- 87%** increase in consumer traffic
- 400%** increase in YouTube views
- 40%** growth in our Instagram followers

The average daily visitor **spent \$96** per trip.

Overnight visitor spend was **more than double** that amount.

**40%** of visitors come between July – September



**Tourism Related Employment IMPACTS**

**4900 JOBS**



# What is a Trail Town?



A “Trail Town” is a destination along a long-distance trail. Within the Kawarthas Northumberland region our “Trail” is the Trent-Severn Waterway, a National Historic Site of Canada of which eighty percent traverses through our region. The waterway isn’t just for boaters or paddlers, residents and visitors can hike along it, travel by bicycle, motorcycle, car or sit along the shoreline and enjoy the vistas.



- Enticing trail users off the trail and into the business district
- Educating local businesses on the economic benefits of meeting a trail tourist's needs
- Recruiting new businesses / expanding existing to fill the gaps in goods & services that trail users need
- Partnering with neighbouring communities to promote the entire trail corridor as a tourist destination to encourage longer stays and more dollars spent in the region





Brenda Wood

Executive Director, RT08

[brendawood@rto8.com](mailto:brendawood@rto8.com)





Regional Tourism  
ORGANIZATION

Bonnie Ruddock, Executive Director, South Eastern Ontario Region, RTO 9





Regional Tourism  
ORGANIZATION



Ontario  
Canada

New York  
U.S.A.

Lake Ontario

- 1 Bay of Quinte
- 2 Prince Edward County
- 3 Lennox & Addington/Frontenac County
- 4 Rideau Canal
- 5 Kingston
- 6 1000 Islands Gananoque
- 7 1000 Islands Brockville
- 8 Cornwall & SDG Counties

# RT09

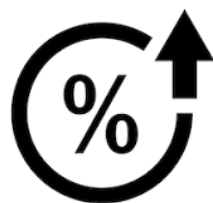
## VISITOR STATISTICS



**7.8 Million**



**\$817 Million**



**\$526 Million**



**\$173 Million**





## 1000 ISLANDS CRUISE CAMPAIGN



The Spring Cruise campaign promoted the variety of St. Lawrence and 1000 Islands cruise experiences and drove qualified traffic to operator websites and phone calls to operators.

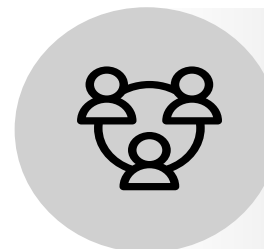
The campaign ran from May 29th to July 10th, 2018.



**59,188**  
Clicks to Campaign



Google Search  
**100 000**  
Impression



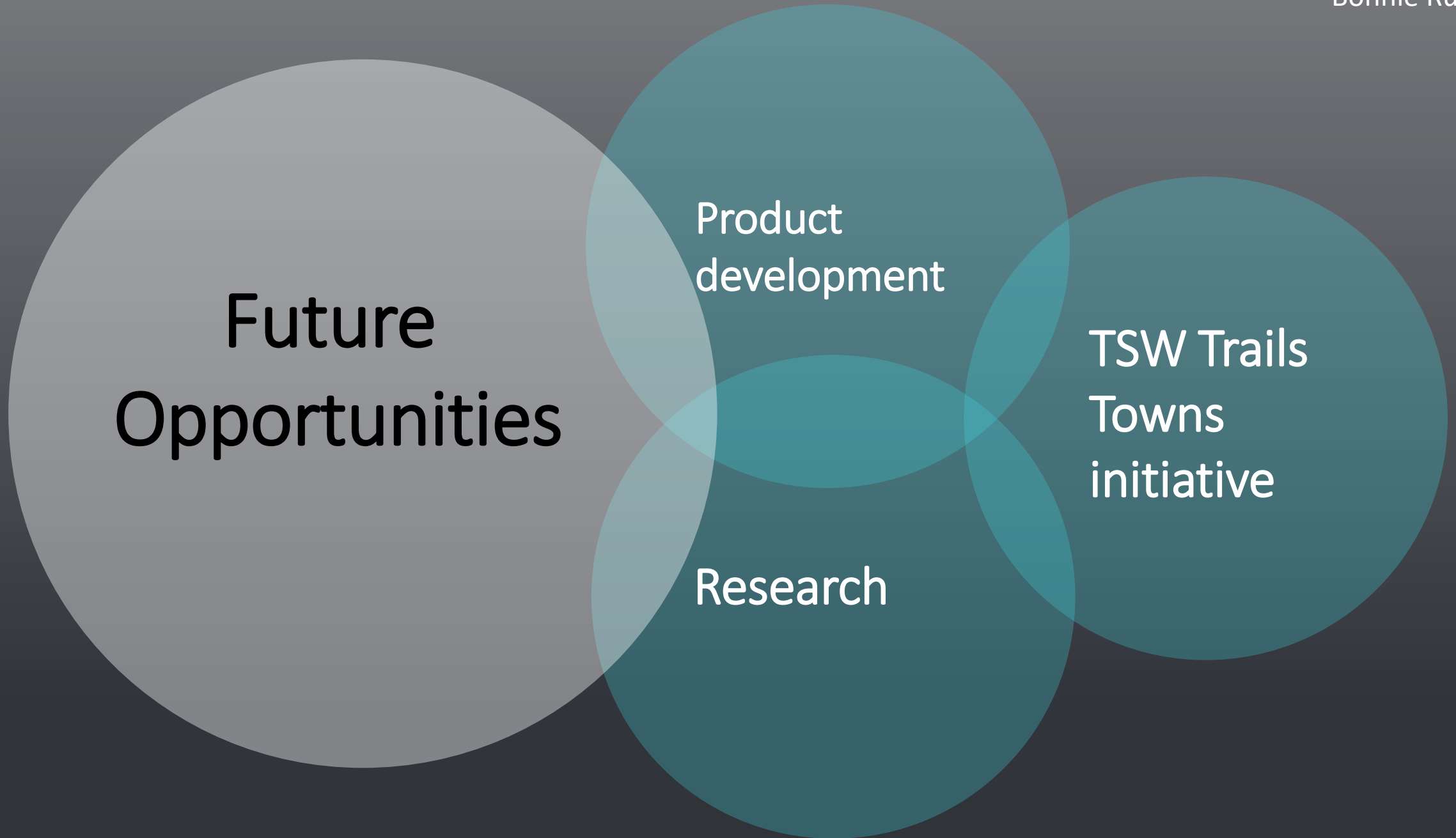
Display Network  
**3.3 m**  
Impression



**1.7 m**  
Impression

# THE KICK & PUSH FESTIVAL







# THANK YOU

Bonnie Ruddock  
Executive Director

[bruddock@thegreatwaterway.com](mailto:bruddock@thegreatwaterway.com)

[www.tourismtalk.ca](http://www.tourismtalk.ca)



# Come wander.



Ontario's  
HIGHLANDS

NICOLE WHITING  
Executive Director

**Ontario's Highlands  
Tourism Organization**

RTO 11







NICOLE WHITING

# Ontario's HIGHLANDS

*Entirely Rural*



23,840  
SQUARE  
KILOMETRES

5  
COUNTIES

45  
MUNICIPALITIES



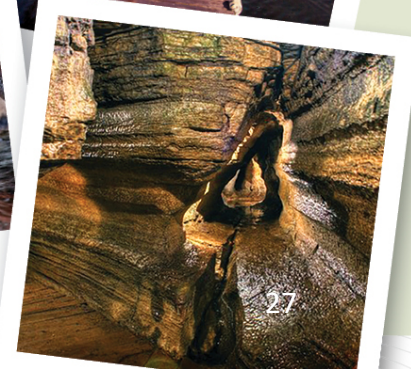
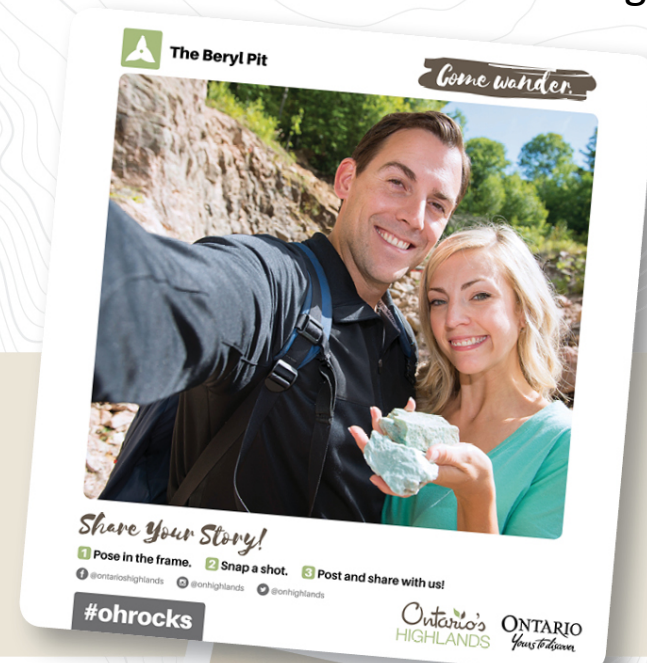
3,400  
TOURISM RELATED  
BUSINESSES

36,000  
JOBS  
23% of our workforce



2016  
VISITATION  
6 million visitors  
\$565 million in  
visitor spending

2011-2016  
VISITATION  
Visitation up by 15%  
Visitor spending up by 20%





NICOLE WHITING

# Ontario's HIGHLANDS

"The primary motivator of a trip is usually the experience of a destination, extending beyond the offerings marketed by a single business."

OXFORD ECONOMICS REPORT

Destination Promotion: An Engine of Economic Development

*November 2014*



NICOLE WHITING



## Digital Competitiveness

WINNING AT ATTRACTING VISITORS REQUIRES:

- an amazing Destination Experience, AND...
- making it incredibly easy for your target audiences to talk about you online!



NICOLE WHITING

# Ontario's HIGHLANDS

## RESEARCH

- Destination Next
- Tourism Sentiment Index
- Destination Digital Audit

## PRODUCT DEVELOPMENT

- Lanark County Sip and Savour Tour
- Ignite Experience Development Program

## MARKETING

- Comewander.ca
- Travel Trade
- Cooperative Initiatives



# Ontario's HIGHLANDS

NICOLE WHITING

Executive Director

Ontario's Highlands Tourism Organization

[info@ohto.ca](mailto:info@ohto.ca)







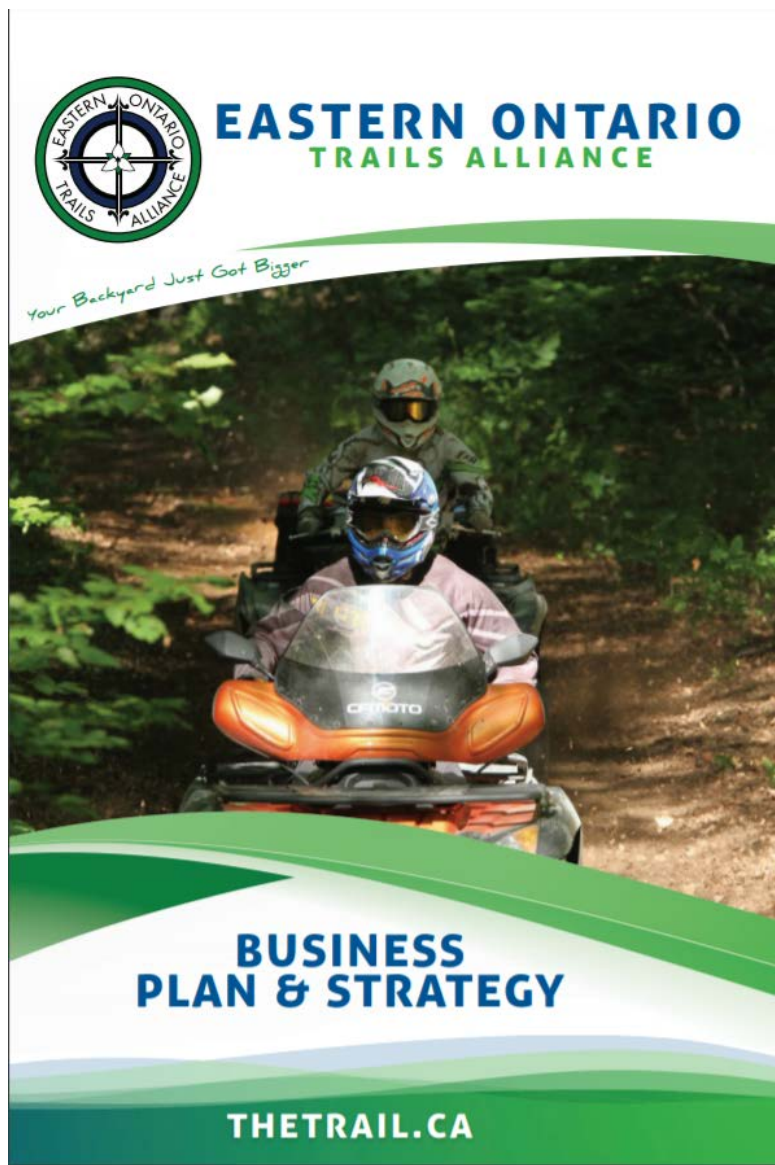
# Eastern Ontario Trails Alliance

## Your Backyard Just Got Bigger

Mandate to develop, manage, maintain and market a network of shared-use recreational trails for increased health benefits, economic impact , tourism visitation and new job creation.

Trail development can include non motorized and motorized trails - working together.

Cindy Cassidy, General Manager, Eastern Ontario Trails Alliance



# Municipal involvement and economic impact

Over 25 communities involved including County of Hastings, Northumberland, Frontenac, Lennox and Addington, Quinte West, City of Belleville, Municipality of Tweed, Centre Hastings, Hastings Highlands, and Trent Hills.

Eastern Ontario Trails Alliance Economic Impact includes:

- ✓ 25,000 annual trail visitors spending \$6 million\*;
- ✓ contributes \$2 million in taxes; and
- ✓ creates 70 jobs

Trail development in Ontario has tremendous growth potential, and the Eastern Ontario Trails Alliance offers best practice models.

\* Using the Ontario Ministry of Tourism, Culture and Sports Tourism Research Economic Impact Model.

# EOTA Sustainable Business Model



- User pay investment
- Club investment
- Municipal investment
- Business/ corporate investment
- Tourism investment –Destination , RTOs 8, 9, 11
- Provincial and federal program investment
- Over \$9 million invested

Partnerships have been made with over **53** businesses including accommodations, restaurants, dealerships, fuel stations and other service providers.

# Opportunity



The EOTA works closely with all levels of government to grow tourism and the economic impact of off-highway power sports in Ontario, while addressing the needs of shared-use trails.

In addition, EOTA works with:

- **Canadian Off Highway Vehicles Distributors Council** - representing member companies that sell off highway vehicles;
- **ATVOntario** - offers trail riding in 5 partner communities and markets the largest ATV trail system in the province of Ontario, and
- **Park to Park** - a multi-use trail system connecting 4 regions and 2 provincial parks (Killbear and Algonquin).

# Here To Make A Difference



Ontario's economic impacts from off-highway vehicle users (excluding snowmobiles) currently results in:

- over \$211 million in GDP;
- creates over 9,000 direct and indirect jobs;
- contributes \$27 million annually in tax revenue for provincial and federal governments, with an additional \$5.9 million in tourism spending; and
- creates an additional 70 full time equivalent jobs.

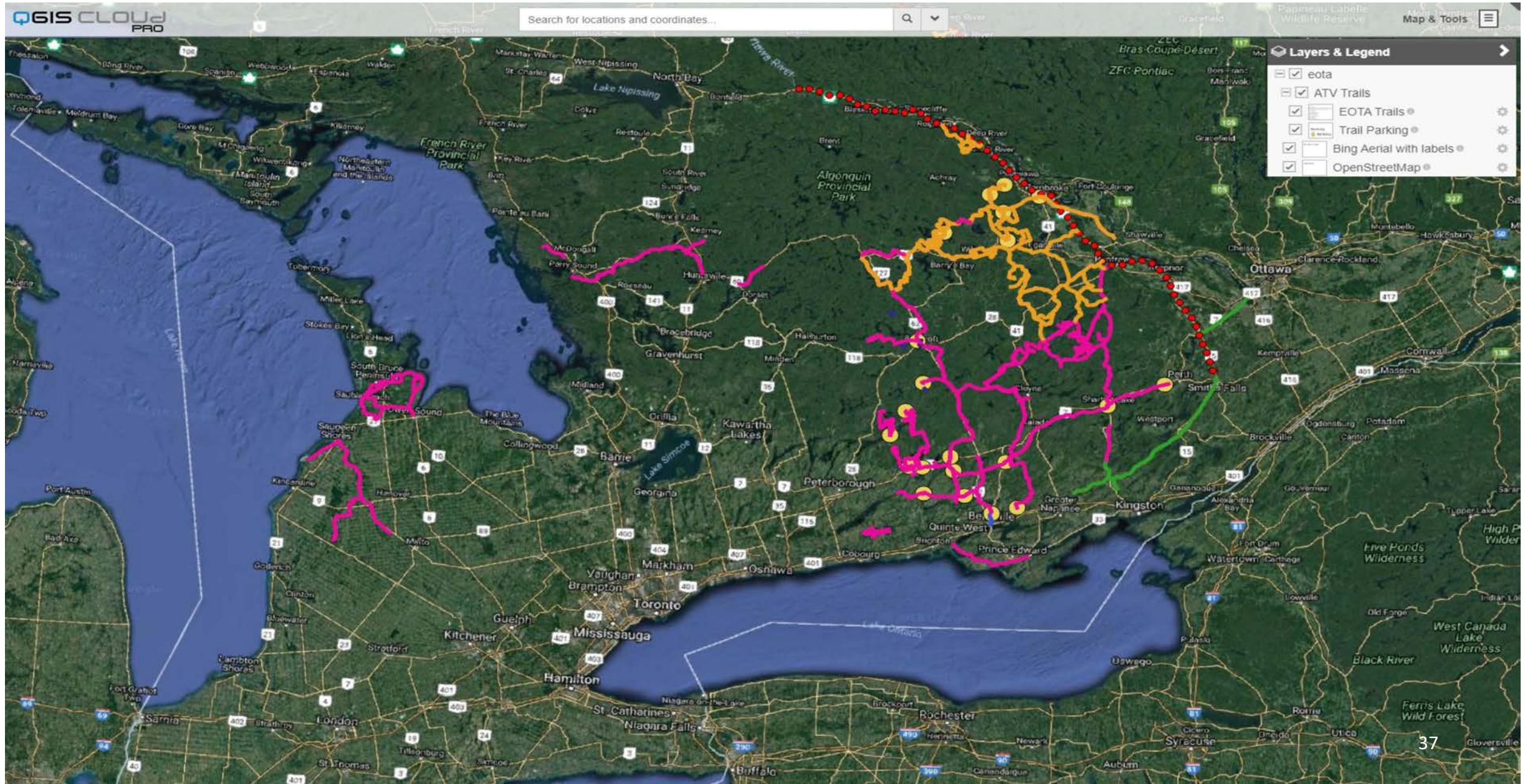
Tourism and economic impacts gain from consolidated, coordinated, and broad-reaching marketing programs that result in more users and visitors choosing Ontario's off-highway trails and bringing their spending dollars into rural communities across Ontario.





# Places to ride

Cindy Cassidy







# Eastern Ontario Trails Alliance

Cindy Cassidy, General Manager,  
Eastern Ontario Trails Alliance

[info@thetrail.ca](mailto:info@thetrail.ca)



## Working Regionally

Ann Weir  
Economic Development Manager  
United Counties of Leeds and Grenville

# Le Boat Overview



- Market leader Self Drive Boating Holidays
- Over 900 boats across 36 bases
- Unique products
- Wide range of destinations and itineraries
- One-ways and Round-trip cruising...Short Breaks to Long-stays
- Design, own, operate and maintain fleet to highest standards
- Global Distribution
- Great team of very passionate people



# Le Boat's Offering

- Over 900 modern, spacious self-drive motor cruisers, including the new range of 5\* boats... **the HORIZON range.**
- They design, own, operate and maintain their fleet to ensure they are of the highest standards
- Extensive range - any size of group can be comfortably accommodated, from two up to twelve.
- Only 6km per hour – travel at a leisurely pace
- Superbly styled, comfortably equipped and rigorously maintained



# Le Boat's Global Presence



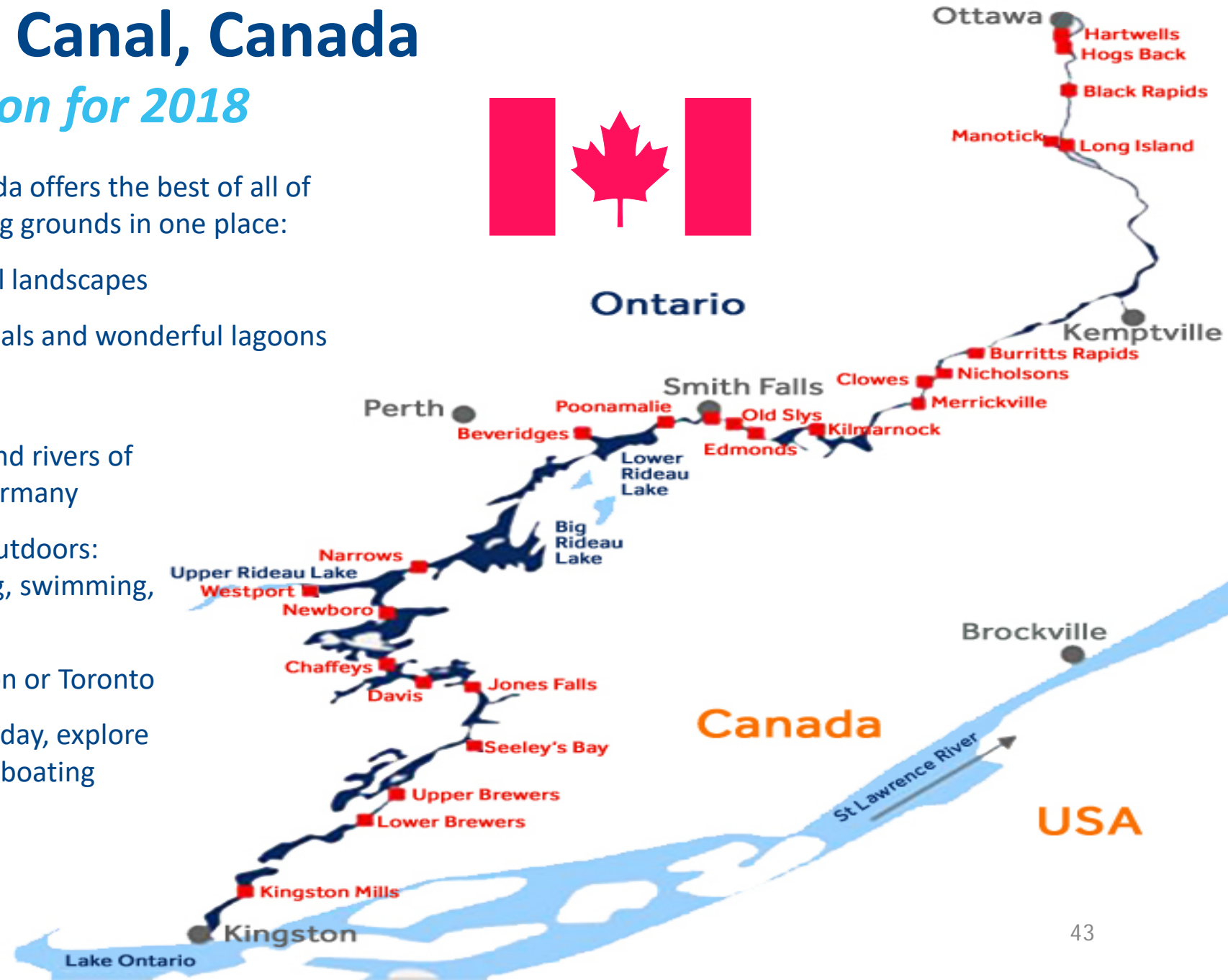
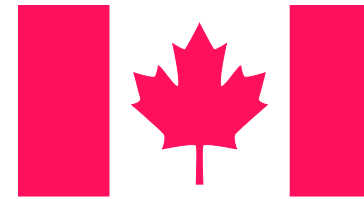


# The Rideau Canal, Canada

## *New Destination for 2018*

The Rideau Canal in Canada offers the best of all of Le Boats European cruising grounds in one place:

- Breathtakingly beautiful landscapes
- A feel of the French canals and wonderful lagoons of Italy
- Dramatic scenic lakes and rivers of Ireland, Holland and Germany
- Mecca for everything outdoors: fishing, hiking, canoeing, swimming, biking & bird watching
- Fly into Ottawa, Kingston or Toronto
- Perfect twin-centre holiday, explore more of Canada before boating along the canal



# Le Boat

## Timeline

- Jan 2015 – New York Holiday Show
- Aug 2015 – 1st visit to Rideau Canal
- Nov 2016 – Business Case sign-off
- May 2017 – Advance launch
- Sept 2017 – Global launch
- May 2018 - **OPEN**



## Partners

- Ministry of Tourism, Culture and Sport
- Parks Canada
- Town of Smiths Falls
- United Counties of Leeds and Grenville
  - 10 municipalities
- Regional Tourism Organizations 9, 10, 11
- Ministry of Economic Development, Job Creation and Trade
- Community Futures Development Corporations
- Canals Group



# Elected Officials





# Businesses





# Visitor Spending - \$12.5 million over 5 years

	Year 1 2018	Year 2 2019	Year 3 2020	Year 4 2021	Year 5 2022
Number of Boats	16	20	24	28	32
Number of Visitors	2000	2500	3000	3500	4000
Daily spend per boat based on le boat actuals in Europe	\$824	\$848	\$874	\$900	\$927
Inflation Rate		102.9%	103.1%	103.0%	103.0%
Est. total spend for 1 season based on 80% occupancy (21 weeks)	\$1,550,438	\$1,994,496*	\$2,466,778	\$2,963,520	\$3,488,486

# Media / RTOs



PHOTOS and STORY  
by BRUCE KEMP



Le  
Gre  
www.le

A grandpa rule: We swim every couple of hours. We're not motoring like mad just to get somewhere quickly. This is supposed to be fun and there's nothing more fun than jumping off the swim platform — even if it meant the possibility of an encounter with the local snapping turtles. It took a bit of time to convince 7-year-old Sophie that the turtles really weren't going to bite her toes off.



Le Boats are designed for you to sit out and take advantage of the scenery with a glass of wine in hand (as long as you're not underway).

## RIDEAU CANAL

EXPLORING  
Ontario's WATERWAY  
ON A LE BOAT CHARTER.



Once we were into the broader stretches of the canal system where the depth had increased and there was little chance of running aground, Sophie was given the chance to take the wheel for short stretches. There was a cautious pair of hands always nearby. It was a reward that gave her the confidence and rolling gate of an old sea dog.

The lower lock at Merrickville on the Rideau Canal closed for the night, so we tied up our Le Boat Horizon 2-S in the pool and went for a swim. Our granddaughter, Sophie, had earned the reward of jumping into the cool water after a day of pouring rain and steaming heat. Joking, I warned her to watch out for snapping turtles. Ironically, as we were later relaxing with juice and snacks, I saw the tell-tale sawtooth dragon's tail of a snapper hunting the pool in the softening evening light. Sophie was not impressed until I explained there was no real danger. But she stopped believing me when the prehistoric reptile poked its head above the water's surface to survey us.

The three of us — my wife, Laurie, my granddaughter and I — were cruising the Rideau Canal for the first time aboard one of the new Le Boat cruisers introduced to the region in 2018. A voyage of firsts, it was also 7-year-old Sophie's first cruising trip. She was ready to roll when her mom dropped her off and

didn't once whine about wearing her life jacket while she was on deck. It's like she had the cruising spirit in her DNA.

**DOWN TO A SCIENCE**  
We picked up our boat in Merrickville, Ontario, and motored downriver toward Ottawa before turning around at Long Reach to take the boat back to the operational base at Smith's Falls. Before picking up the boat, however, Laurie and I underwent Le Boat's introduction to cruising on their vessels.

Sandy Crothers, the base operations manager, put us through our paces. He was very thorough, making sure we had a firm handle on the controls of the boat and procedures for locking.

In previous lives, I would never have slammed the gear shift/throttle through such radical shifts. "Jeze," I say. "Aren't you afraid that we'll rip a shear pin in half?" "Nope," Crothers says. "The boats are designed to be bulletproof." And they are. Le Boat is trying for a wider audience than confirmed cruisers.

With the low power (Le Boats are governed down to 10 kph) the lock masters rearranged the entry order at the different locks to put us last so we could take our time exiting the lock chambers without holding other boaters up.

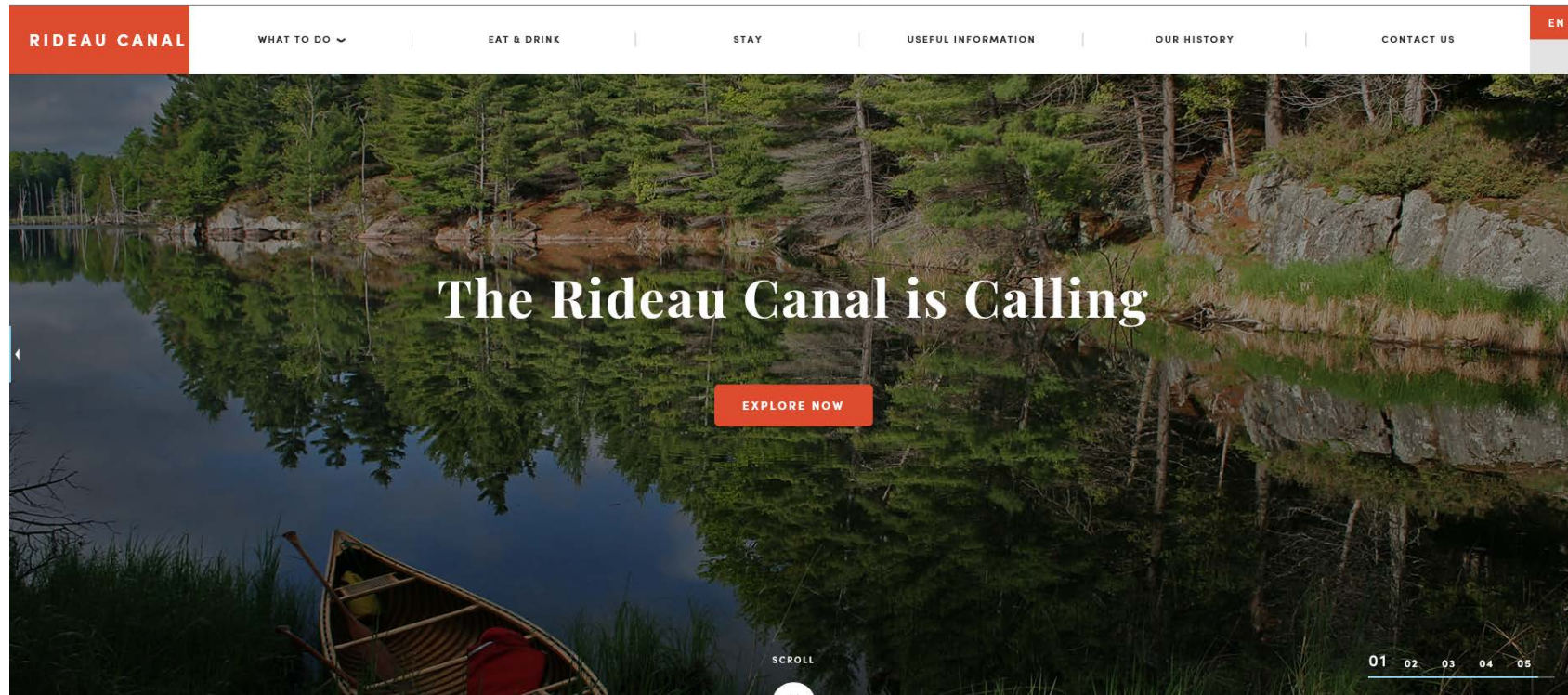




# Growth – Seeleys Bay



# Rideau Canal Working Group - Website







Ann Weir  
Economic Development Manager  
United Counties of Leeds and Grenville  
Ann.Weir@uclg.on.ca

where **lifestyle**  
**grows** good **business**



Tourism  
Investment in  
Eastern Ontario  
and Partnerships  
in Economic  
Development

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