



TOURISM

The most current tourism data 2016 Travel Statistics report for Ontario Highlands Tourism Region 11, made available in May 2018, provides detailed information regarding visitation to Ontario's Highlands, which includes the geographic area of Lanark County. Provided by the Ontario Ministry of Tourism, these statistics include information on the reasons people visit, visitor demographics, and the types of accommodations, activities and expenditures incurred. Over 97% of the 5.6M visitors to this tourism region in 2016 came from Ontario. The remaining visitors came from the rest of Canada (138,000) and overseas (23,500).

TOURISM STATISTICS

Top 5 Reasons People Visit

1. Pleasure	51%
2. Visiting friends and relatives	36%
3. Business	6%
4. Other	4%
5. Shopping	3%

Top 5 Things to Do in the Region

1. Visiting friends and relatives	13%
2. Visiting a beach	7%
3. Fishing	7%
4. Boating	7%
5. Hiking	6%

Preferred Season

1. Summer (Jul to Sep)	42%
2. Fall (Oct to Dec)	21%
3. Spring (Apr to Jun)	20%
4. Winter (Jan to Mar)	17%

Top 5 Places to Stay

1. Private Cottage	43%
2. Private Home	33%
3. Hotel / Motel	7%
4. Camp Site/RV facility	6%
5. Rental Cottage/Cabin	4%



Length of Stay

1. Day Trip (0 nights)	51%
2. 2 nights	20%
3. 1 night	9%
4. 3 nights	9%
5. 4 nights	5%

The overall average length of stay is 1.44 nights. Longest stays are in a private cottage, secondly a private home, thirdly a rented cottage, or a hotel.

Top 5 Ages of Visitors

1. 65 + years	23%
2. 44-54 years	22%
3. 55-64 years	18%
4. 25-34 years	16%
5. 35-44 years	12%

The average age of a visitor is 48.8 years.

Visitor Spending per Category

1. Food	23%
2. Transportation	22%
3. Accommodations	18%
4. Recreation /Entertainment	16%
5. Retail	12%

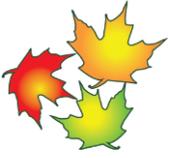
Visitor Spending Amount

1. Average per person	\$ 97
2. Average per person per overnight visit	\$141
3. Average per person per night	\$ 48
4. Average per person per same-day visit	\$ 55
5. Average per household parties visit	\$135

IDEAL VISITOR PROFILE

Segmentation divides travellers into groups with similar travel needs and interests. If your tourism product is designed for marketing directly to a distinct target group, this section provides a detailed profile of the segments, including travel motivations and interests, media habits and demographics.

Specific to Lanark County, the most recent statistical research compiled by the Ontario Ministry of Tourism shows visitation trends indicates a noticeable pattern of travel from Ottawa by guests who are



primarily adults without children travelling for leisure. It is clear that visitation has increased over time, and that most guests visit between July and September. Mindful that it is the “Connected Explorer profile that has been identified as the target market for Ontario Highland Tourism Region, Lanark Country’s best fit is the “Knowledge Seeker” and marketing is adapted to suit these regional profiles.

Knowledge Seekers are couples in and nearing retirement, aged 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of these new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Travel for them is about expanding their knowledge and stimulating the mind rather than resting and relaxing. They are driven by a desire to explore culture, history, architecture and natural landmarks and often focus on sight-seeing, museums, galleries and historical sites. They represent 7% of the tourism market in Ontario. Further detail on the Knowledge Seeker has been included as Appendix A.

SIGNATURE EVENTS

Bi-Annual Rideau Ferry Vintage Race Boat Regatta (odd years)

133 Yacht Club Road
3rd weekend in August

The Rideau Ferry Vintage Race Boat Regatta dates back to 1897, when the first event was held at Rideau Ferry. Spectators can pull up a lawn chair at the Rideau Ferry Yacht Club Conservation Area to enjoy the spectacular sights and sounds of vintage race boats racing in the Rideau. Some of the sport’s most famous Grand Prix race boats and drivers will be there reaching speeds of well over 100mph, as well as many other vintage inboard and outboard classes. The wildly popular "Municipal Cardboard Boat Races" features uniquely decorated cardboard boats skippered by local politicians to the finish line... or the bottom... whichever comes first!

Bi-Annual Rock the Docks (even years)

Located at the public docks and the lawn of CC’s on the Rideau restaurant in Rideau Ferry, this hugely popular event features local bands from noon to dusk.

July 1st Rideau Ferry Public Docks & CC’s on the Rideau Restaurant
1030 Rideau Ferry Road
613-267-6500
www.dnetownship.ca

Lanark County Maple Syrup Capital of Ontario

Temples Sugar Bush, Coutts Country Flavours and Olivers Maple Works are just a few of the well known maple syrup producers. Maple syrup ranks high on the list of “super-foods,” boasting health benefits and over 20 antioxidants.

Maple Sugar Camps are open from mid-February to mid-April or when the sap is running! During



the season, tapping trees for sap is a time-honoured tradition practiced using heritage and modern methods that you can see in action at numerous sugar bushes and camps across the county.

www.oliversmapleworks.com
www.temple sugarsugarbush.ca
www.couttscountryflavours.com

ATTRACTIONS

Perth Wildlife Reserve Conservation Area

Located on the Tay Marsh, this watery environment nurtures a variety of diverse plant and wildlife species. Deer, ducks, Canada geese, rabbits, bluebirds and wild turkeys are some of the wildlife that is found in this 257-hectare reserve. This conservation area is specifically geared to wildlife management.

100 Wild Life Rd
Perth, ON K7H 3C7
www.rvca.ca/conservation-areas/fee-required/perth-wildlife-reserve-ca

Mississippi Lake National Wildlife Area / Migratory Bird Sanctuary

Mississippi Lake National Wildlife Area and the Migratory Bird Sanctuary overlap on Mississippi Lake near Innisville and are beautiful spots to connect with nature. Onsite facilities include a picnic area, boat launch, trail and washroom. Portions of the bird sanctuary are seasonally restricted from September 15 to December 15, except for direct access to Mississippi Lake via the McIntyre Creek boat launch. Access is by water or Drummond Concession 9A.

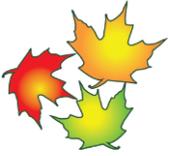
www.canada.ca/en/environment-climate-change/services/migratory-bird-sanctuaries/locations/mississippi-lake.html

Lower Rideau Lake / Big Rideau Lake / Tay River & Canal

Part of the Rideau Canal, which is a UNESCO World Heritage Site, these connected lakes flows along our southern boundary. With the introduction of LeBoat boat rentals on the Rideau Canal System, we now have visitors from all over the world stopping at Rideau Ferry or going through the locks at Beveridges lock station to travel up to Perth along the Tay River/Canal.

Mississippi Lake, Mississippi River

The 200 km long Mississippi River is a tributary of the Ottawa River flows along the Township's northwest boundary. One of the many lakes situated along the river is Mississippi Lake which spans portions of Drummond/North Elmsley, Beckwith and Mississippi Mill in Lanark County. It is the last in a series of lakes in the Mississippi Valley watershed before the Mississippi River reaches the Ottawa River. It is one of the largest inland lakes in South-Eastern Ontario. It has an elevation of 134.4 metres above sea level. The perimeter of the lake is approximately 55.9 kms and the deepest point is 9.2 metres.



www.mississippilakesassociation.org
www.mvc.on.ca

Otty Lake

Otty lake is located 5 km southeast of the Town of Perth. The lake is 9.2 km long and 1.2 km wide. The average depth is 9m (30 ft) and maximum depth is 27m (90 ft).

www.ottylakeassociation.ca

Rideau Ferry Yacht Club Conservation Area & Beach

The former Rideau Ferry Yacht Club donated this 10 acre shoreline property located at Rideau Ferry to RVCA in 1976 for the purpose of providing a public day use recreation area with access to Lower Rideau lake. Rideau Valley Conservation Authority maintains a public beach, boat launch, and picnic area at this popular summer park.

133 Yacht Club Rd
Rideau Ferry ON
613-692-3571 ext. 1100

<https://www.rvca.ca/conservation-areas/fee-required/rideau-ferry-yacht-club-ca>

Rideau Trail

The Rideau Trail is a 387 km network of hiking trails between Kingston and Ottawa located generally along the Rideau Canal and its tributaries. The portion of trail in the Township runs between Perth and Smiths Falls along the Tay River Tow Path.

www.rideautrail.org

Lanark Archives

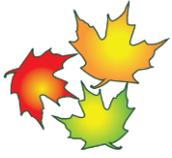
Lanark Archives is located in the hamlet of Drummond Centre and provides a wealth of vital information dating from the 1850's including land deeds, cemetery listings, census records, records of baptisms and marriages and newspaper collections. Run by the Lanark County Genealogical Society, the Archives has proved an invaluable resource for patrons across North America researching family roots as well as local families, church groups, school children and genealogists.

1920 Drummond Concession 7 Rd
Perth ON
www.archiveslanark.ca

TOURISM WEBSITES

Lanark County Tourism

www.lanarkcountytourism.com



Ontario Highlands Tourism Organization Region 11
www.comewander.ca/

Lanark County Tourism Association
www.lcta.ca

Desire to explore the arts

93% visited museums/places of interest (59% is avg)



KNOWLEDGE SEEKERS

Knowledge Seekers are couples in or nearing retirement, aged 55+, with a higher income. They are entering a new phase of life as empty-nesters with the time and money to enjoy themselves, and travel is a part of this new lifestyle. They are looking to understand the places they visit by getting exposure to local customs. Trips usually last 8 days as they want to fully appreciate where they are and explore all aspects of history, art and culture. Travel for them is about expanding their knowledge and stimulating the mind.



Booking online

50% use accommodation websites; 42% use online travel agencies



Looking for cultural appreciation

81% are seeking knowledge and cultural travel experiences



Discovering new surroundings

90% like to see local architecture and unique cityscapes



Planning trips

51% rely on family and friends for travel tips (above average)



Mental stimulation trumps R&R

54% see themselves as knowledge seekers (23% is avg)



Cultural Understanding

Expand your knowledge

explore

Drive to learn History

Enriching

Stimulate the mind

rediscovery

Galleries

Landmarks

Museums

New & Different

Art & Design

Baby Boomers

Zoomer

Second act

Knowledge Seeker

7% of Ontario Market



Demographics



Employment: 57% Employed
32% Retired

Age: 18-34 - 13%
35-54 - 33%
55 or older - 54%

Household Income: \$102,480

Average Annual Household Travel Budget - \$4,713

Household Composition: Couples with no children

Geographic Location: GTA - 7.9%
Other Ontario - 5.2%
Montreal - 7.8%

Travellers in this segment are looking to appreciate and understand the places they visit. Their trips are typically about expanding their knowledge and stimulating their minds rather than resting and relaxing. They are driven by a desire to explore culture, history, architecture and natural landmarks and often focus on sightseeing, museums, galleries and historical sites.

Social Values

Top Defining Values

Is completely open to diverse cultures, lifestyles and ideas

Feels financially secure

Loves the fine arts and high culture

Is generally an optimistic person

Is a confident person

Consider themselves to be youthful in spirit

Likes to have everything planned in advance

Is more adventurous than most of their friends

Bottom Defining Values

Does not find their life to be too stressful

They do not find themselves to be the life of the party

They are usually not the first among their friends to try something new

Travel Values

A Knowledge Seeker will:

Find it enriching to be exposed to the local customs and routines of people in another country

View local architecture or city scapes that are different from their own

Take their time at historical sites and museums

Experience arts and culture

Be comfortable travelling with groups of people

When possible, plan pleasure travel around visiting the world's most famous sites and destinations

Share stories back home after their travels

Thoroughly plan their trips in advance

Visit small towns and villages when they travel

A Knowledge Seeker will avoid:

Choosing a pleasure travel destination based on what is currently popular

Choosing travel destinations they know well

Feeling uncomfortable having to adjust to unfamiliar locations, foods, people, and language

Experience Appeal and Travel Behaviours

10 Most Appealing Activities

1. Visiting scenic landmarks
2. Visiting places of historical interest
3. City sightseeing on their own
4. Visiting museums and galleries
5. Visiting small towns and villages
6. Dining in fine restaurants
7. Organized sightseeing
8. Visiting national or provincial nature parks
9. Touring by bus, boat, or train
10. Attending theatre, concerts, or dance shows

3 of the Least Appealing Activities

1. Visiting theme/amusement park
2. Visiting wineries
3. Visiting night clubs or other places of entertainment

Last Trip

Average party size per trip - 2.7
 Average trip length (in days) - 8.0
 Maximum spend per trip - \$4,486
 Average spend per person in travel party - \$1,386

Key Differentiators

1. Visited museums/places of interest
2. To explore and learn is the main benefit of the trip
3. Seeking knowledge/culture travel experiences
4. Self describe themselves as Knowledge Seekers

Trip Benefit Profile

1. To see or do something different
2. To explore and learn
3. To create lasting memories
4. To gain knowledge of history, other cultures
5. To experience different ways of life

KNOWLEDGE SEEKERS

Top Trip Planning Sources

Informational Sources

1. Friends/family/colleagues
2. Travel Guides/Books
3. Brochures/Pamphlets

Internet Sources

1. Review sites
2. Official destination websites
3. Accommodation websites

Media Consumption Habits

Read Newspaper - 77%
 Daily Print - 68%
 Travel Section - 34%
 Read Magazines - 74%
 News Magazines - 32%
 Travel Magazines - 32%
 Using Internet - 90%
 Travel Websites - 52%
 Watch News Online - 56%
 Watch Travel Shows Online - 31%
 Listen to News/Talk Radio - 49%

Key Descriptive Words

Galleries Expand Your Knowledge Museums New & Different

Baby Boomers Drive to Learn Stimulate the Mind Art & Design

Second Act Cultural Understanding History Enriching Rediscovery Explore

Zoomer Landmarks