DESTINATION NEXT

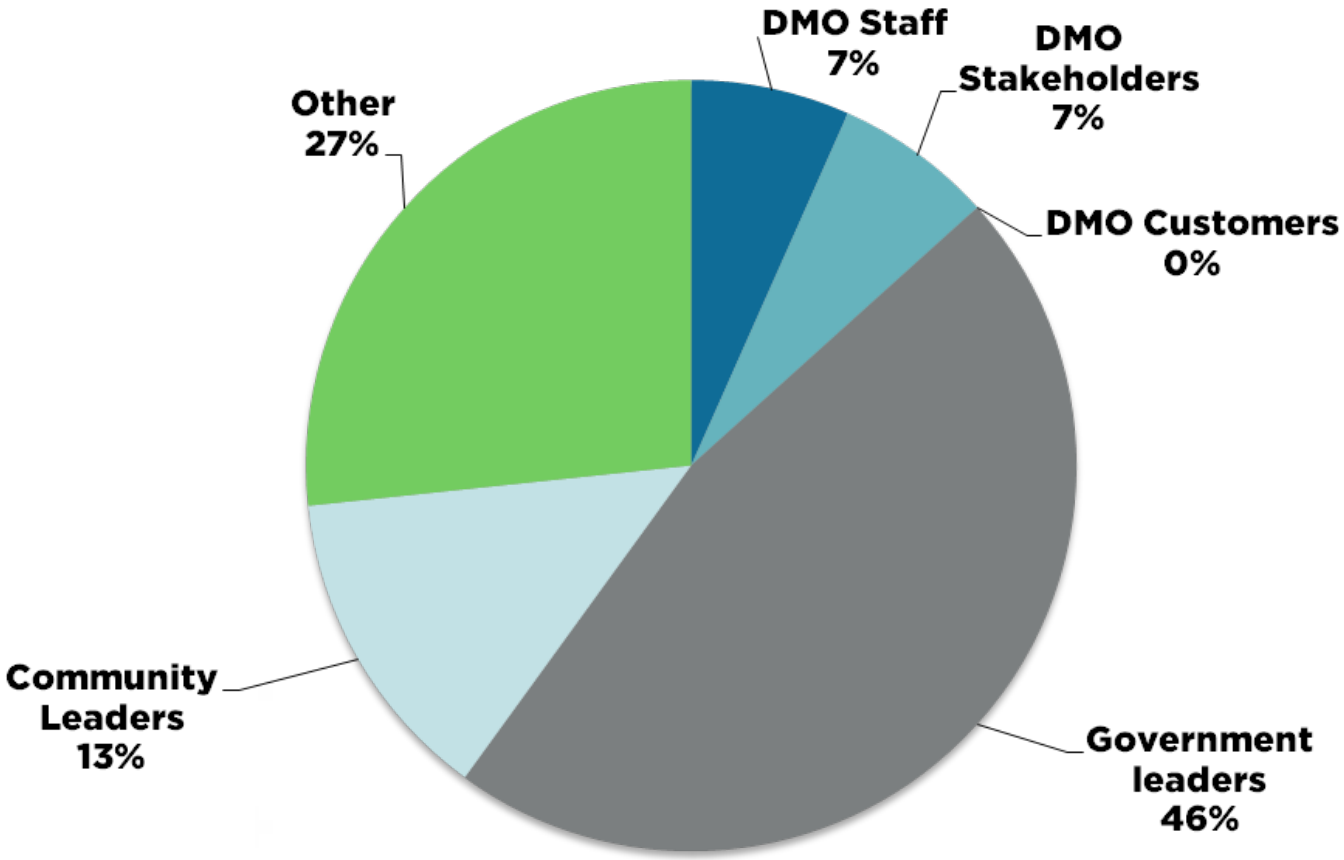
Multi-User Online Diagnostic Tool Results:

RTO9 – Land O' Lakes

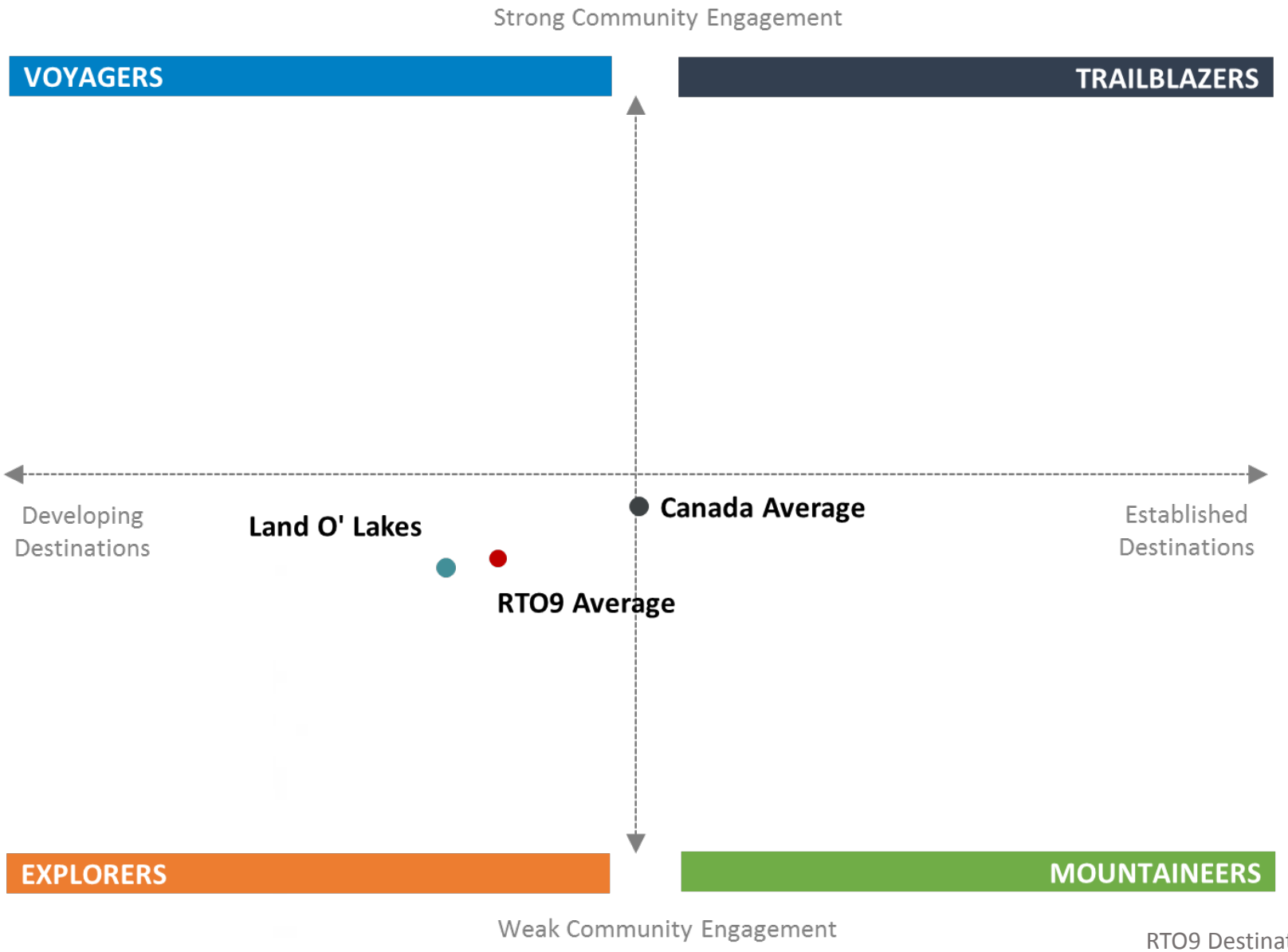
October 27, 2017

DESTINATIONS INTERNATIONAL

15 Responses



Land O' Lakes Overall Assessment - Industry



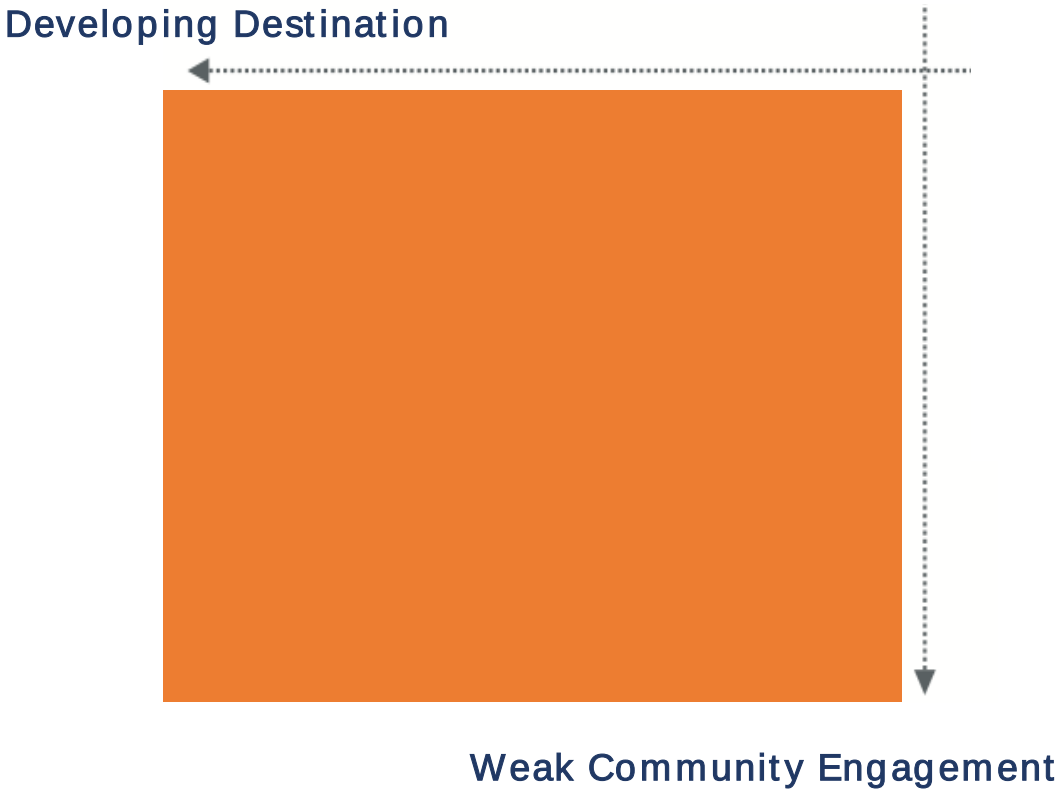
Explorers

These DMO's and destinations desire an inspired tourism vision and activated community to make it happen.

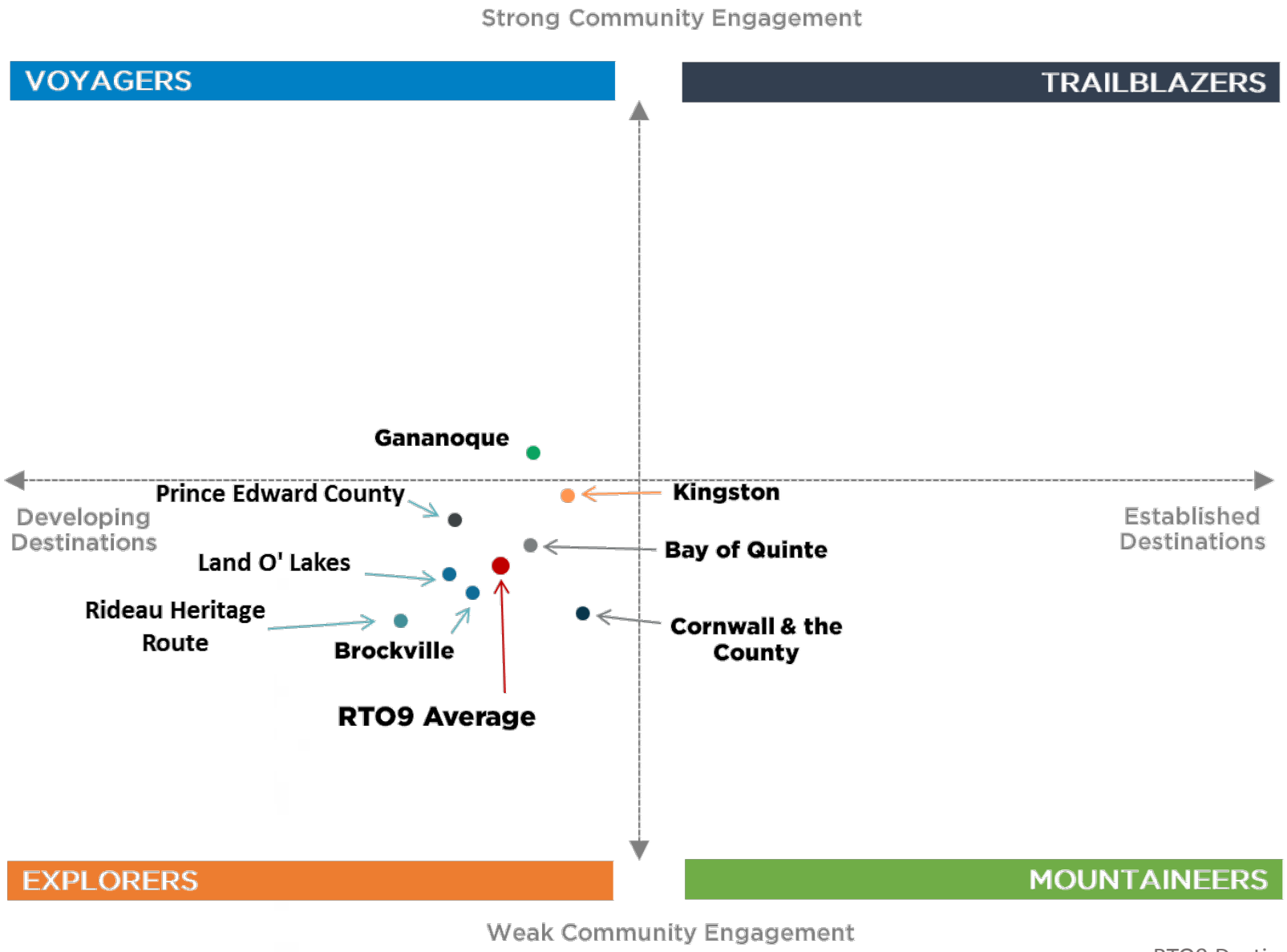
Key Strategic Challenges

Above all else:

- Rallying the community to work together towards a realistic vision and strategy
- Building community recognition and acceptance that transformational change is needed
- Implementing the strategy with limited resources



RTO9 Overall Assessment – Destinations



Destination Strength – Report Card

Variable	Relative Importance (0-100%)			Perceived Performance (1-5 scale)		
	Industry Average	Land O' Lakes Average	Standard Deviation	Industry Average	Land O' Lakes Average	Standard Deviation
Brand	10.5%	13.7%	0%	3.49	2.97	0.45
Accommodation	10.5%	13.7%	0%	3.54	2.22	0.63
Attractions & Entertainment	10.8%	13.7%	0%	3.65	3.13	0.39
Sports & Recreation Facilities	9.4%	11.0%	0%	3.29	3.46	0.85
Communication & Internet Infrastructure	10.1%	11.0%	0%	3.39	2.64	1.10
Events	9.7%	9.6%	0%	3.63	3.06	0.64
Destination Performance	10.0%	9.6%	0%	3.88	2.72	0.80
Convention & Meeting Facilities	9.7%	8.2%	0%	3.11	2.42	0.72
Mobility & Access	10.1%	8.2%	0%	3.12	2.94	0.33
Air Access	9.2%	1.4%	0%	3.16	1.99	0.85

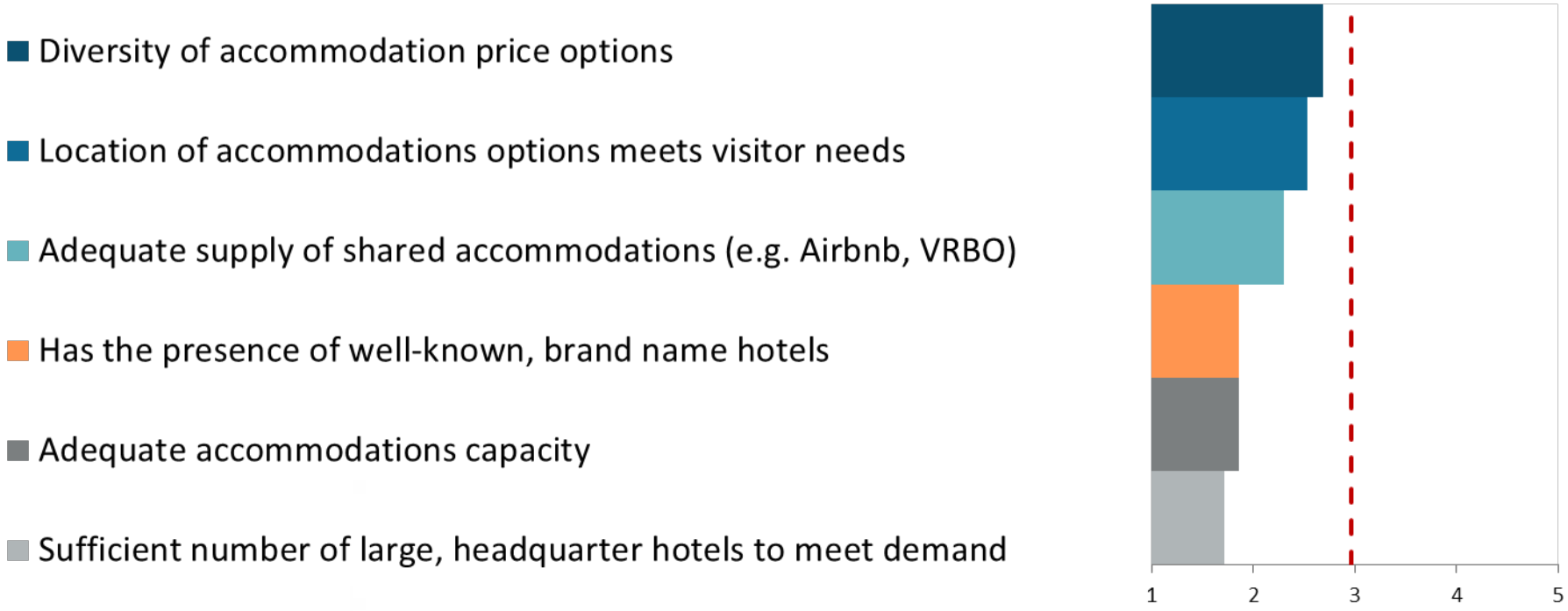
DESTINATION STRENGTH - Land O' Lakes	**2.83**
INDUSTRY AVERAGE DESTINATION STRENGTH	**3.43**
RESULTING SCENARIO	**EXPLORERS**

Note
Green shading signifies that the destination **outperformed** the industry average by greater than 0.2.
Yellow shading signifies that the destination **underperformed** the industry average by greater than 0.2 but less than 0.4.
Red shading signifies that the destination **underperformed** the industry average by greater than 0.4.

Brand

Note
Red dashed line indicates the average for the individual variable across the whole region

Accommodation



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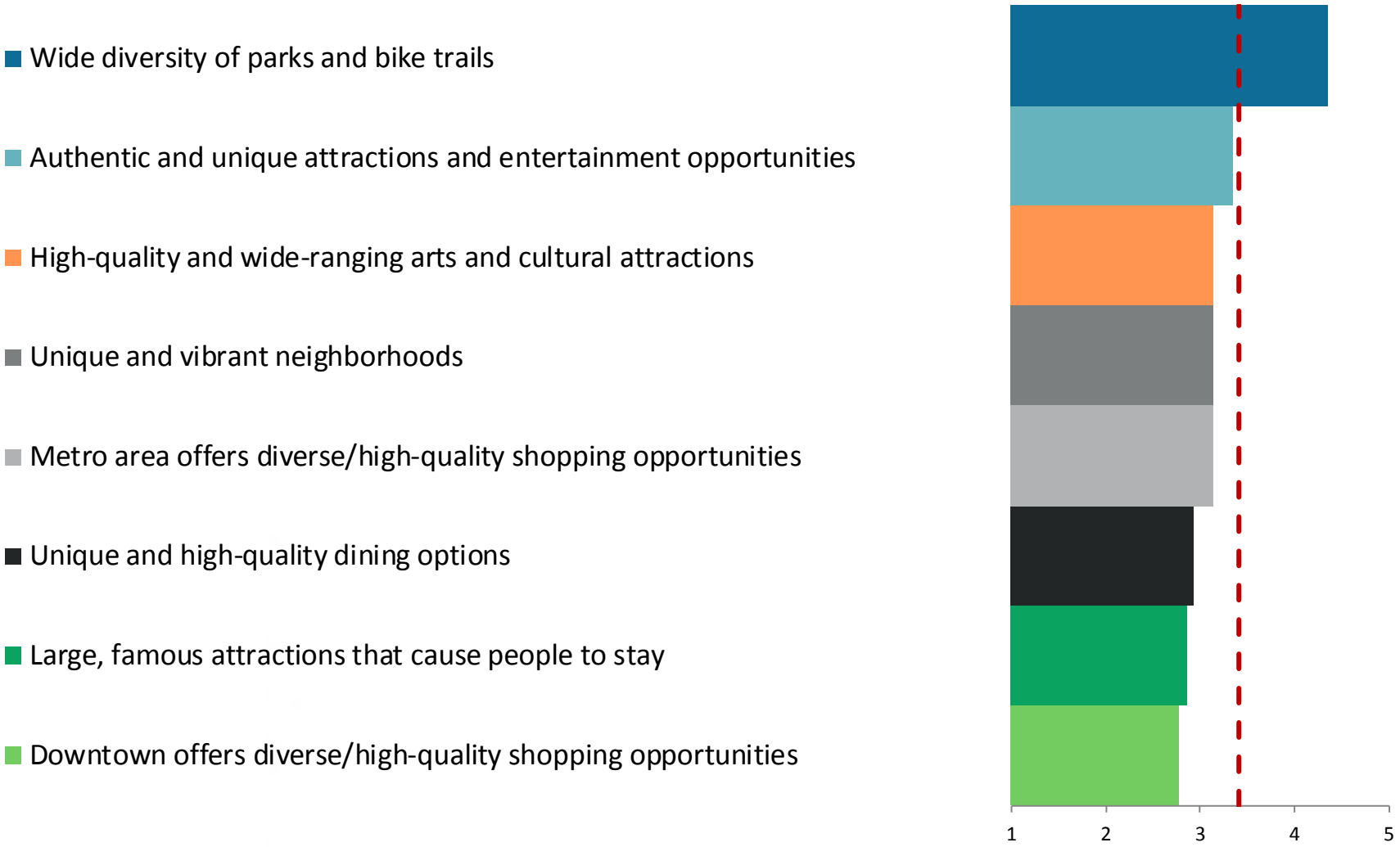
Attractions & Entertainment



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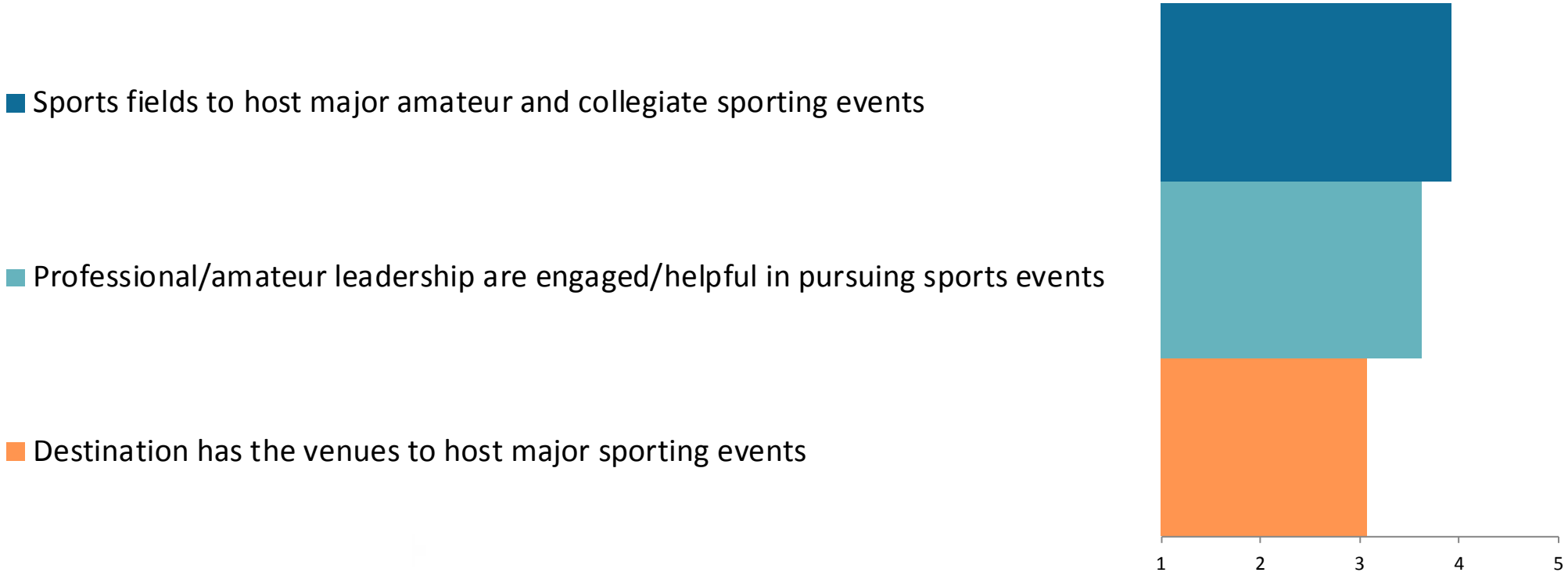
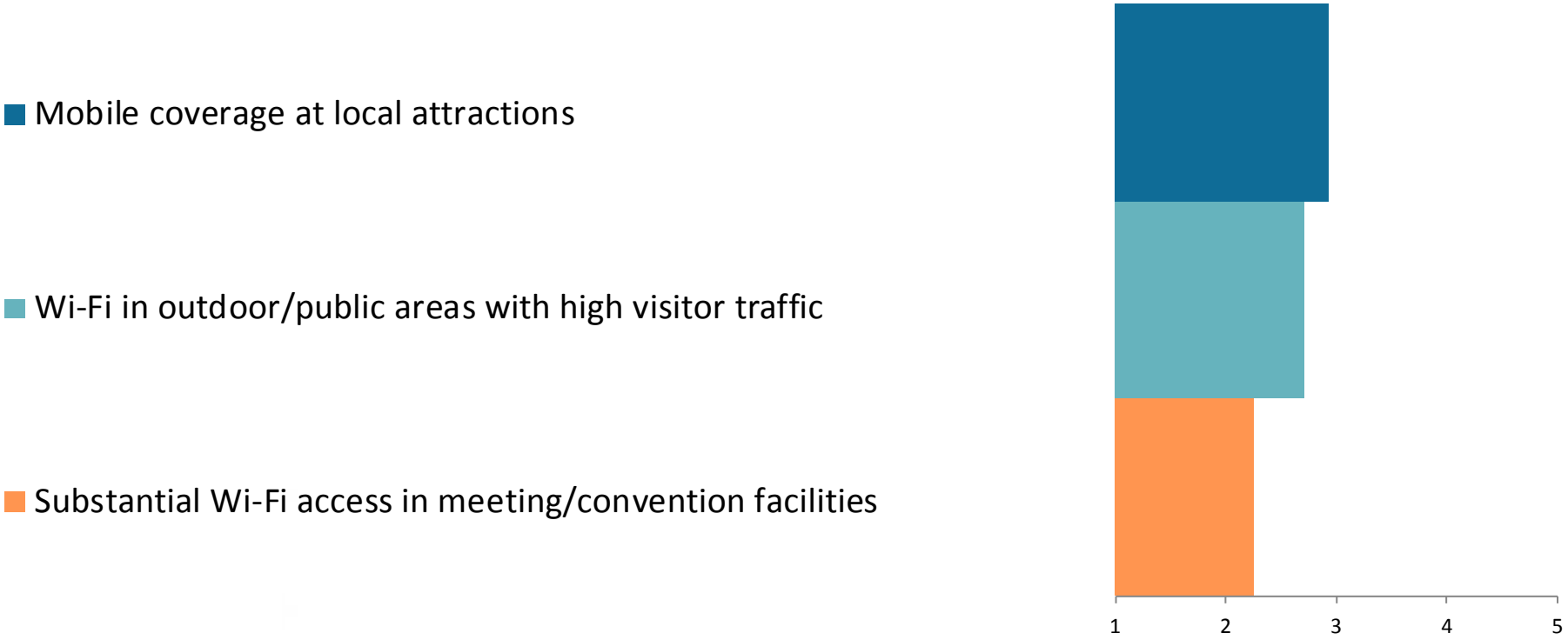
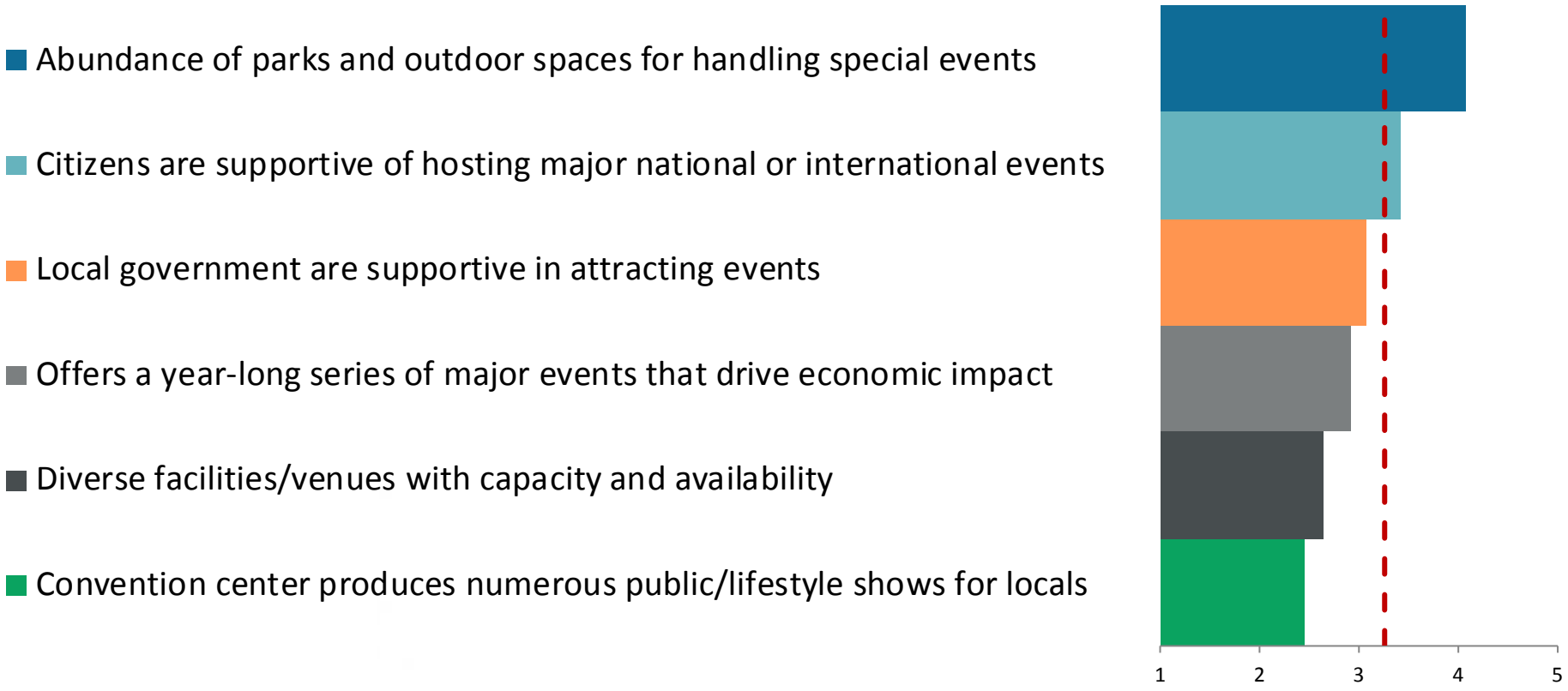
Sports & Recreation Facilities



Communication & Internet Infrastructure



Events



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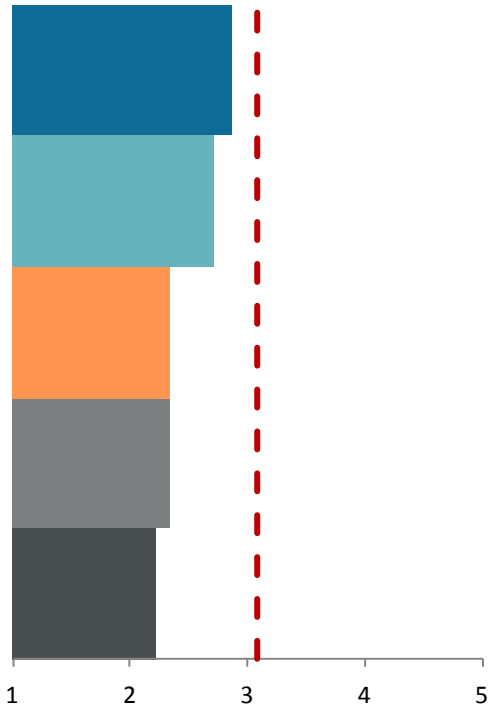
Destination Performance

- Local hotels are performing well
- Positive growth in overnight visitation
- Adequately measures and tracks the performance of our tourism industry
- Communicating the performance/economic impact of our tourism industry
- Successfully converting leads for meetings and conventions



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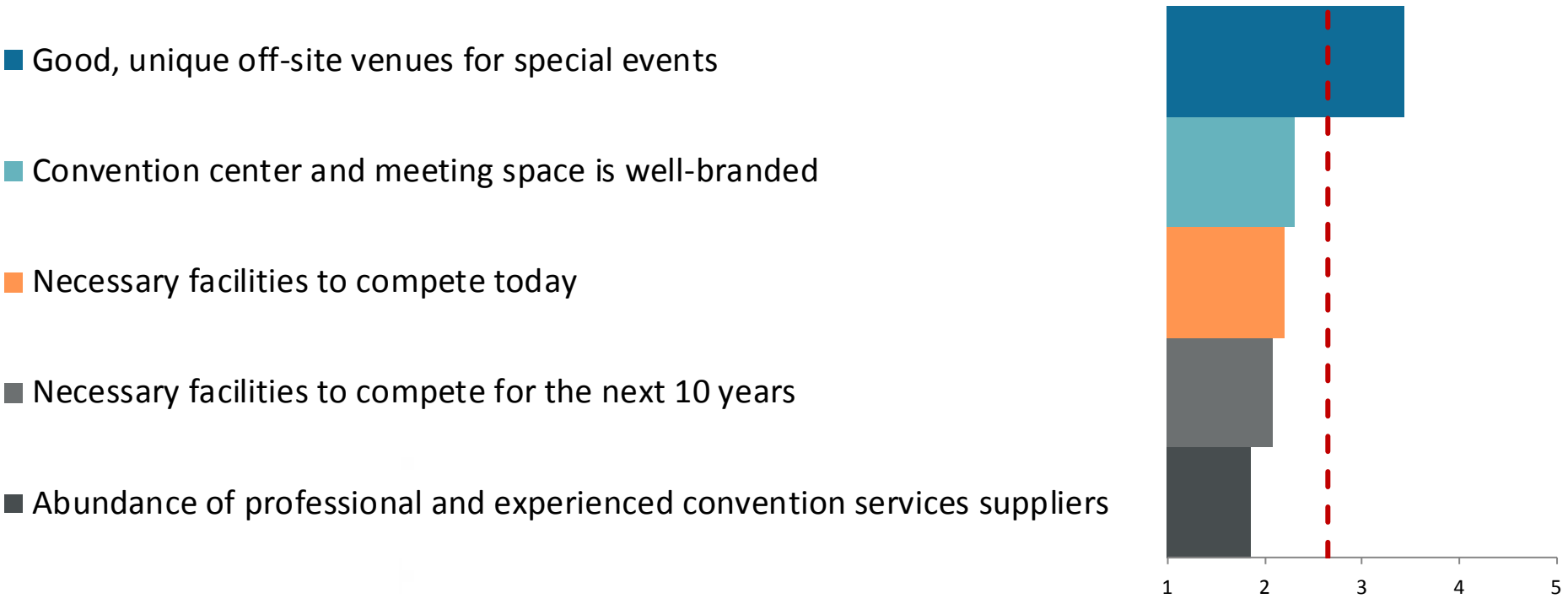
Convention & Meeting Facilities



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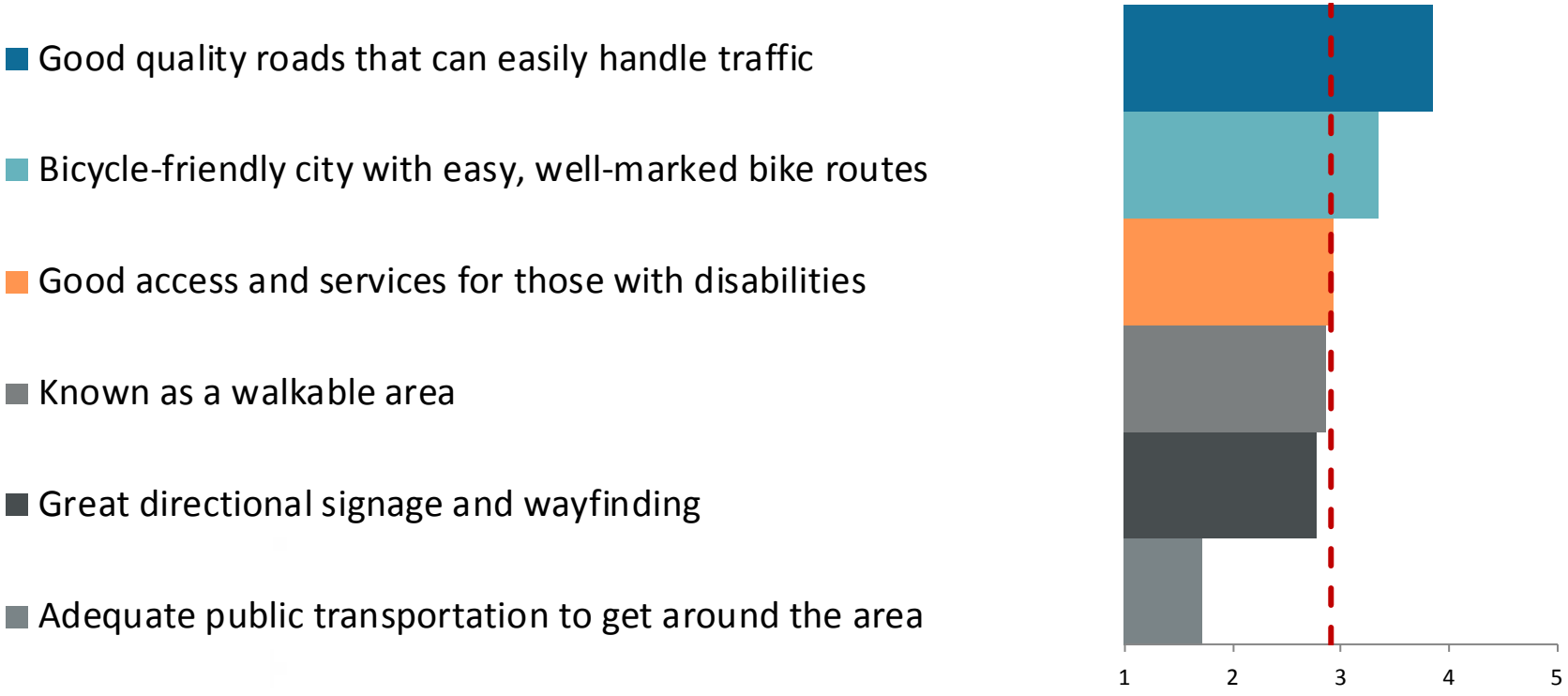
Mobility & Access



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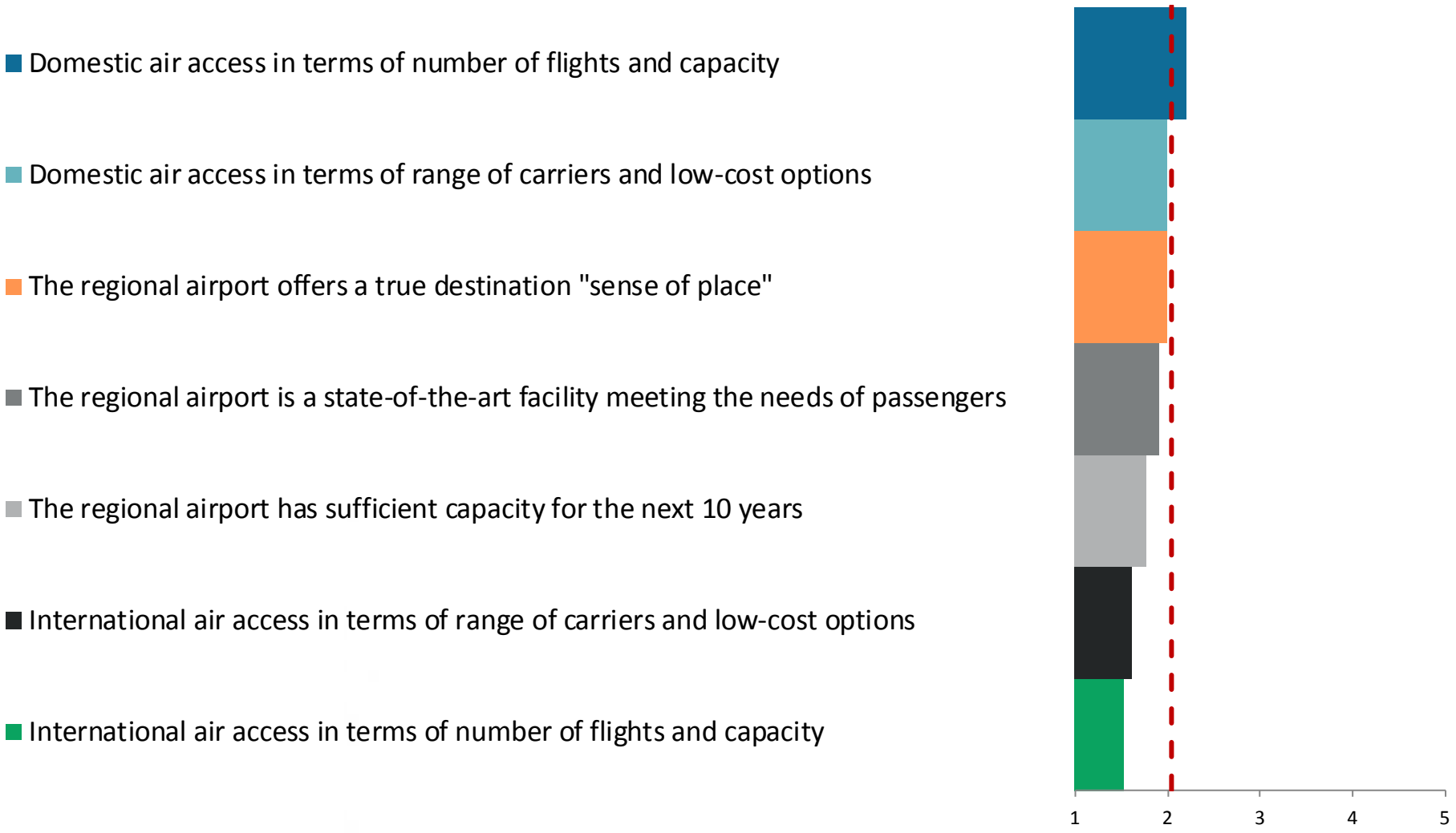
Air Access



Note
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Community Support & Engagement – Report Card

Variable	Relative Importance (0-100%)			Perceived Performance (1-5 scale)		
	Industry Average	Land O' Lakes Average	Standard Deviation	Industry Average	Land O' Lakes Average	Standard Deviation
Regional Cooperation	10.0%	13.9%	0%	3.76	3.12	0.76
Effective Advocacy Program	10.2%	11.1%	0%	3.63	3.21	0.66
Hospitality Culture	10.2%	11.1%	0%	3.71	3.23	0.75
Funding Support & Certainty	9.9%	11.1%	0%	3.36	2.54	0.77
Economic Development	10.2%	11.1%	0%	3.95	3.81	1.04
Membership Strength & Support	9.6%	9.7%	0%	3.76	3.27	0.75
Local Community Support	10.2%	9.7%	0%	3.56	3.23	0.79
Workforce	10.1%	9.7%	0%	3.31	3.04	0.66
Industry Support	9.9%	8.3%	0%	3.81	3.00	0.58
Effective DMO Governance Model	9.6%	4.2%	0%	3.80	3.27	0.97

COMMUNITY SUPPORT & ENGAGEMENT - Land O' Lakes	**3.17**
INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT	**3.66**

RESULTING SCENARIO	**EXPLORERS**

Note
Green shading signifies that the destination **outperformed** the industry average by greater than 0.2.
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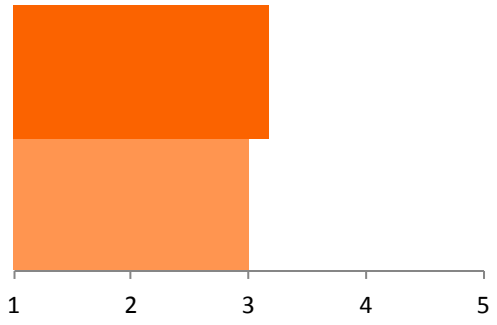
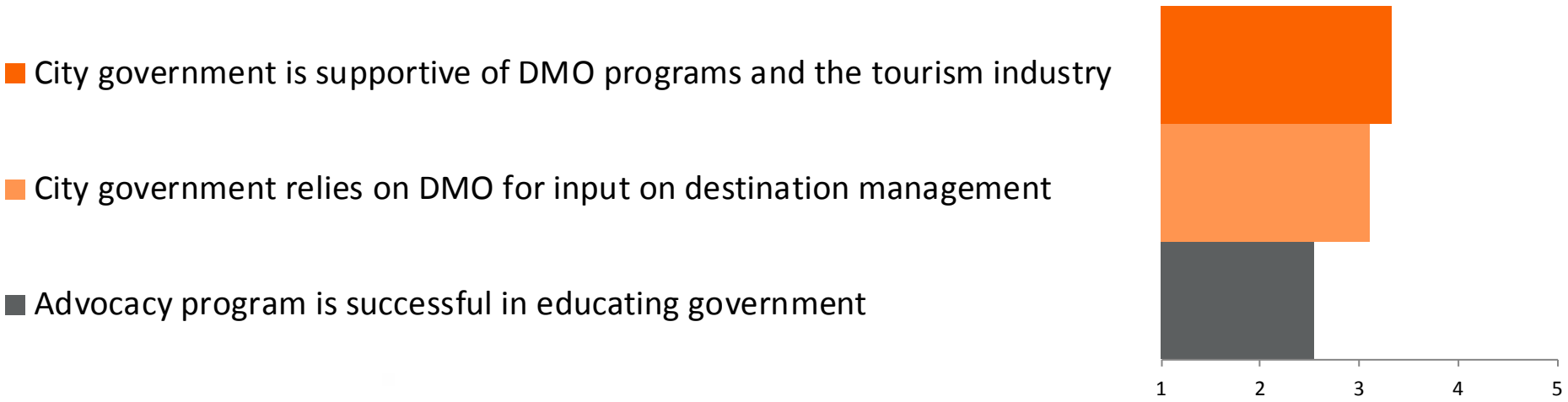
Regional Cooperation

- There is broad collaboration and coordination among tourism partners
- Marketing efforts have broad economic benefits across the region

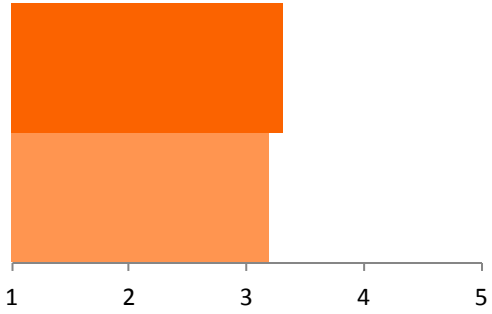


Effective Advocacy Program



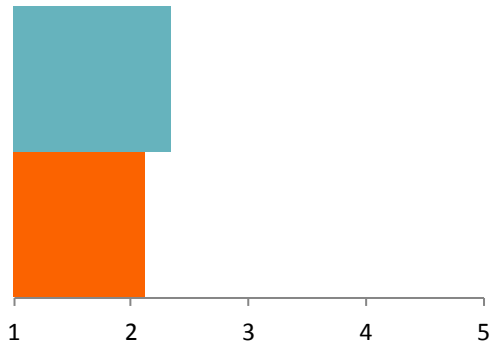
Hospitality Culture

- Hospitality culture that welcomes visitors and improves their experience
- Reputation for offering high-quality customer service



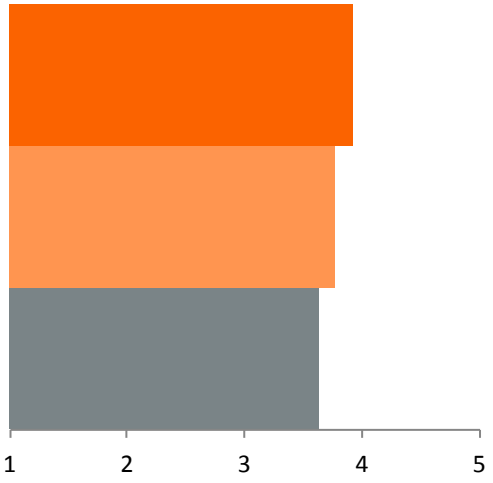
Funding Support & Certainty

- Sufficient revenue sources to fund their strategies and initiatives
- Sustainable and stable revenue sources for the future

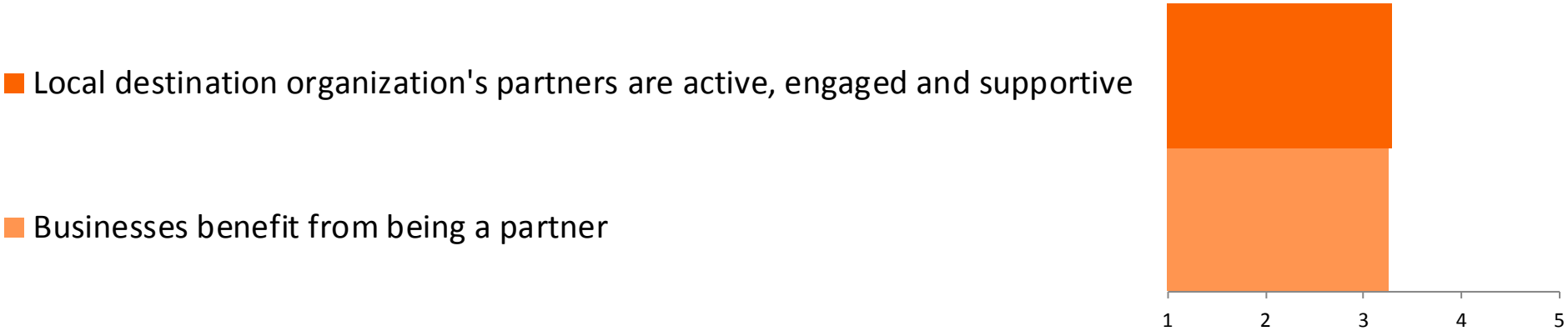


Economic Development

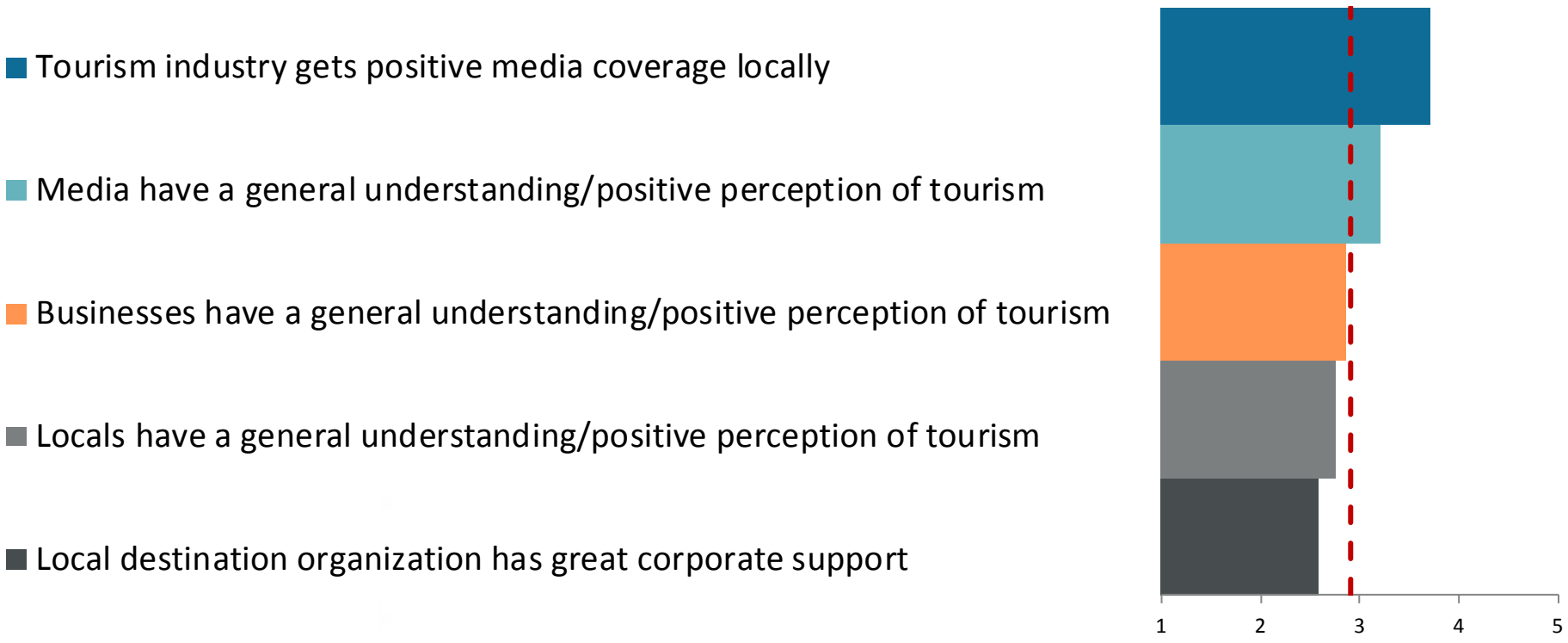
- Tourism industry is vital in our community's economic strategies
- Tourism and the meetings industry are identified as key economic drivers
- Local destination organization has a good working relationship with local chambers



Membership Strength & Support



Local Community Support



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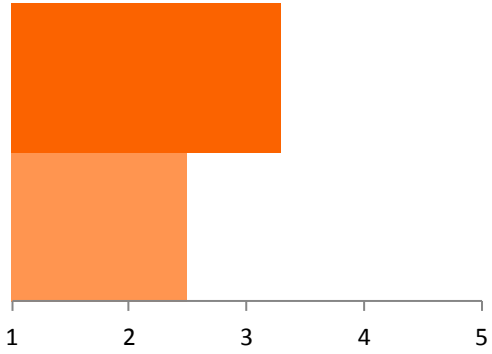
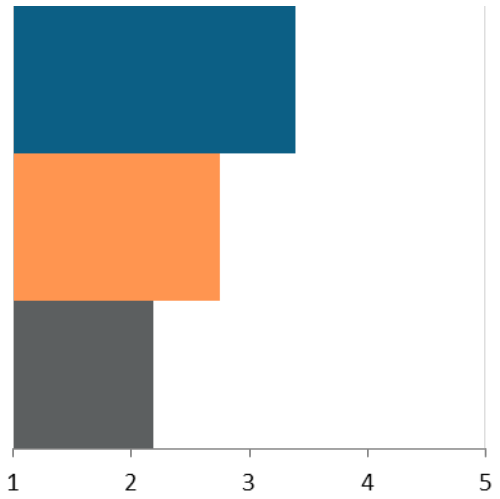
Workforce

- Workforce is stable and has a positive labor relations environment
- Hospitality industry is able to attract and retain a high-quality workforce

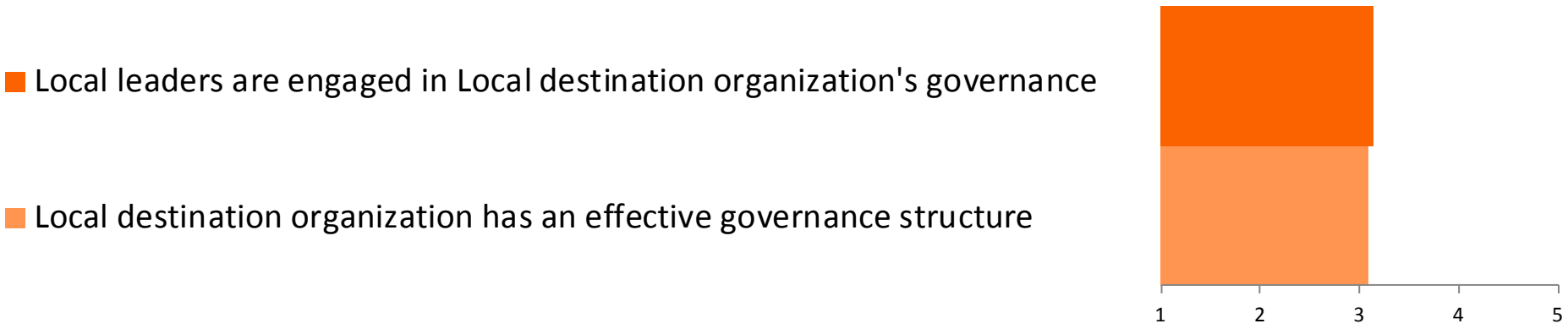


Industry Support

- Industry leaders are supportive of the Local destination organization
- Local destination organization is seen as a leader in the regional tourism industry
- Local destination organization is seen as a leader in the province



Effective DMO Governance Model



Key Takeaways

- Currently in the Explorers quadrant with overall scores below average destination strength and slightly below average community support & engagement

Destination Opportunities

- Established Brand
- Appealing to a wide range of visitors
- Accommodation supply and diversity
- Shopping opportunities
- Unique dining options
- Mobile & Wi-Fi coverage at attractions
- Events and venues to draw in regional tourists
- Meeting space
- Public transportation
- Air Access

Community Support & Engagement Opportunities

- Regional cooperation
- Government advocacy for tourism
- Funding support for tourism
- Tourism membership
- Local support for tourism
- Workforce attraction & stability

Assets

Arts & Culture

- Grocery store in Sydenham has extended hours; now open 7am to 9pm most days
- Largest collection of dry stone fences located on Amherst Island
- Libraries provide free internet - during hours
- Self-directed historical walking tour in Sydenham
- Village of Bath has one of the only original street scapes with original authentic structures on original foot print
- Active Arts & Culture Volunteer Committee - Citizen Engagement
- Bell rock theatre
- Better store hours
- Built Heritage
- Children and teen programs
- Community Theatre
- FG House and Discovery Centre
- Frontenac arch biosphere
- Godfrey sculpture park
- Heritage & stories in local villages
- History Walks
- house concerts, concerts & art shows in local halls
- L&A Museum Programming
- Largest collection late 18th and early 19th century wooden built heritage resources west of the maritime
- Lennox Theatre
- Live At the Museum
- Live music
- Museum and Archives - Open to public
- Participation in Culture Days
- Public Art Initiative - Connecting artists, businesses and residents - creating attraction
- Tamworth Concert Series
- United Empire Loyalist Heritage
- Yearly Arts & Culture Awards

Attractions & Events

- Highlighted by World Class event every August.
- Additional funding and acquisition to expand.
- Battersea pumpkin festival
- Big Bright Light Show
- Big Sandy Bay
- Built Cultural heritage
- Canadian guitar festival
- Cultural Heritage
- Cycling event
- Cycling Opportunities
- Day of the Pig (Sharbot Lake)
- Discover L&A Ride
- Donor studio
- farmers markets
- Geocaching
- Great astronomy site. Brings many visitors
- Hell Holes Caves
- International connection via ferry to Cape Vincent New York 10 minute crossing
- L&A Motorcycle Routes and Driving Itineraries
- Pub Crawl
- Riverfront Festival
- some are struggling, but popular in summer
- Tall Ships Festival
- Verona Car Show
- Waterfront trail
- Wolfe Island Music Fest
- Wolfe Island Yoga Retreats

Assets

Dining, Nightlife, & Shopping

- Brings together downtown merchants- important to host events like this especially during diggin' downtown to keep downtown businesses strong.
- Limestone organic creamery
- Local restaurant community hosting events to attract customers
- MacKinnon Brothers Farm and Brewery
- Many of the smaller lakeside communities have an excellent opportunity to capitalize on the local shopping/dinning trends.
- Numerous high-end boutiques in downtown core
- Organic local dairy processor and local food reseller
- Sidewalk sale
- Trousdales general store
- Unique opportunities
- Westport
- Wolfe island spring craft brewery

Meeting, Convention, & Hotel Facilities

- Wintergreen studio

Sports & Recreation

- Accommodation available
- Addition of opportunities for sports activities and events
- Attract paddling events
- Big sandy bay
- Cataraqui trail, rideau trail with good access points
- Considered a mini-Algonquin park with canoe routes, hiking trails and back country campsites. Very close to Kingston and the 401 highway.
- Fishing
- Fishing and paddle activities
- Frontenac Outfitters
- Frontenac Provincial Park
- gould lake conservation area
- Hold festivals under the rink roof
- included historical story-telling walk through village
- James Auld waterway
- K&P Trail
- L&A County Trails Cycling Network
- Napanee Fairgrounds Sports Complex
- National Championship Calibre
- Needs much better promotion. It's shocking how many people, even local, have never visited, or even knows it exists. It is a true gem for Ontario and especially the region.
- needs to be developed: exists in name only
- New Rotary Park Development - Playground and Splash Pad
- Nine and Dine (Golf Package)
- Outdoor Rink
- Promote the region as a world class outdoor region. Cycling, paddling, hiking, fishing. Great roads for motorcycle touring.
- Queens bio centre on north shore rd
- Refrigerated ice surface, skate under the rink roof
- Road cycling
- Spring Side Park Trail
- Strathcona Paper Centre
- Stretches across Land O Lakes to Smiths Falls, connecting many local communities such as Corbyville, Harrowsmith, Sydenham (passes by the Opinicon Hotel). Again, another popular multi-use trail experience and it connects with other trails in the network
- Sydenham canoe club
- Twin pad ice facility with banquet facilities

Transportation & Connectivity

- Free downtown public Wi-Fi

Gaps & Opportunities

Arts & Culture
- Lack of Volunteers
- local halls and groups missing support from volunteers
- Opportunity: Built Heritage
- ex: Southern Greater Napanee, Loyalist Township
- Listing of what is going on
- A newsletter? A website?
- Opportunity: Heritage-related events
- Gap: Signage of home based artisans
- Need an incentive for external/local artists to promote their work that was done in the region

Attractions & Events
- Gap: Volunteers to run festivals (human capital)
- -- Volunteer development programs?
- Amherst Island
- e.g. Dry stone wall opportunities, bird watching, recognition by Prince Charles
- Gap: Collaboration between areas
- With so many areas close to one another- competition.
- Advertising for Craft Beer and Cider
- GAP: Coordination of events
- Many overlapping events competing.
- Communication
- Informing other communities on events, local attractions.
- Opportunity: Expand few signature events rather than focus on community events
- Gap: Engagement
- Between volunteers and municipalities- to keep events going
- Gap: Financing
- ex: big bright light show downtown-> we want to keep it going but financing can be a struggle.
- Opportunity: Participate in Tour bus experiences
- Opportunity: Branding/ Communication for events
- Each event has its own identity- ex: scarecrow festival, farmers market- but they may be interpreted by public as the same
- Gap: Events Organization / Promotion Resources
- Signature events may require dedicated resources to plan.
- Opportunity: Lots of must see attractions
- Opportunity to bundle them in marketing
- Verona Garlic Festival promotion
- Leverage the Bath Canada Day Festival to draw more visitors
- More promotion of the Gunboat Living History Weekend
- Wolf Island Round-up
- Utilize local galleries as event locations for artists and performers
- Dispersal of attractions

Dining, Nightlife, & Shopping
- Gap: Store hours downtown
- ex: light show- having later store hours may be beneficial.
- Gap: Restaurants & Restaurant Hours
- Inconsistent with visitor expectations.
- Promotion of unique shopping in local destinations

Meeting, Convention, & Hotel Facilities
- Opportunity: Promote small and unique meeting facilities
- WIntergreen, Holiday Country Manor, General Wolfe, Verona Lions Hall, Hall Venues, Sydenham Libary
- Gap: Lack of accommodations
- Right now we're more of a day trip destination. Have the opportunity to expand to more than that when there's more accommodations.
- Lack of year-round accommodations

Sports & Recreation
- Opportunity: Develop 'camping 101' experiences for newcomers/visitors
- Opportunity: Facilities
- SPC- great benefit. A place to host events.
- Opportunity: Plan for International markets
- Opportunity: Sell the landscape / Fall season more
- Opportunity: Ball Diamonds well used (could attract tournaments)
- Opportunity: Power sports (sustainably?)
- Opportunity: Cycling events, Cyclecross, Mountain Biking, Road Biking - Signature Routes

Transportation & Connectivity
- Gap: Transporation to support nightlife
- No public transportation in region.
- Opportunity: Via rail
- Timing options are a bit limited- but it's a benefit to have a stop in Napanee.
- Opportunity: Promote Loyalist Parkway more