



# LAKE SIMCOE

## TOURISM ASSESSMENT

***“A Premier-ranked Tourist  
Destinations Framework”***

# Think about your favourite vacation destination...



# What makes it memorable?

- People
- Scenery
- History
- Architecture
- Local Stories
- Food/Drink





## What is Lake Simcoe Tourism Assessment?

- Premier-ranked Tourist Destination Framework developed by the Ministry of Tourism
- Assists communities in understanding what currently drives tourism to our area
- Helps to develop new ideas to drive new business



## What do we hope to accomplish?

- Up-to-date inventory of our tourism resources
- Evaluation of our tourism products, current performance and future potential using the same framework as the rest of the province
- Assessment of our strengths and weaknesses
- Action plan to build on our strengths

# What type of trail experiences would people visit your area for?

- Cross country skiing?
- Dog sledding?
- Geocaching?
- Interpretive trails?
- Bird watching?
- Painting on trails?
- Mushroom picking?
- Archaeological dig?
- Festival?
- Mountain biking?
- Plant identification?  
Competition?
- Learning animal calls?
- ATVing?
- Snowmobiling?



## What areas are covered?





## How will Framework the be completed?

- Tourism stakeholders will be surveyed in March, April and May
- A final inventory of all tourism-related businesses will be complete by June
- Final report will be completed in November

# Thank You and Questions

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