



**BRAIN TRUST**

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# Bonnechere Valley Three-Year Strategic Tourism Plan

Council Presentation

Jan 10, 2023



## The Goal

Responsibly grow the hosting economy of the Bonnechere Valley by collaboratively enhancing its attractiveness, appeal, and competitiveness



# Planning Process

1. Review Reports, Studies
2. Community Project Launch
3. Consultation and Visioning
  - Capacity Building Session
4. Findings, Implications
5. Strategic Tourism Plan







## Planning Context

- Destination alignment
- Connection to community
- Connection to the visitors



## Planning Context

- High Value Guests
- Legendary Experiences





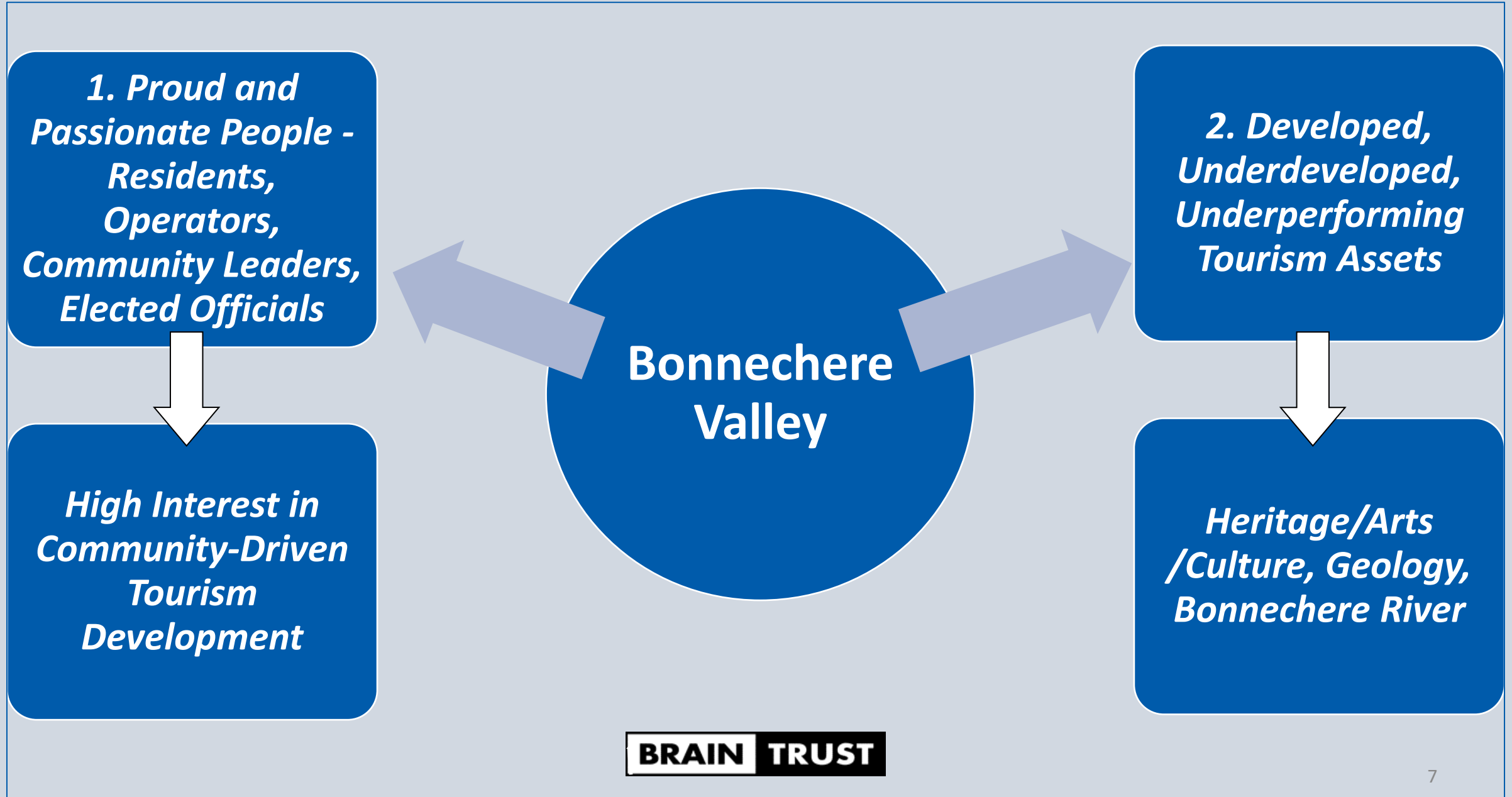
## A New Reality

The hosting economy is a community-builder, a job generator, a path to reconciliation, a protector of natural assets

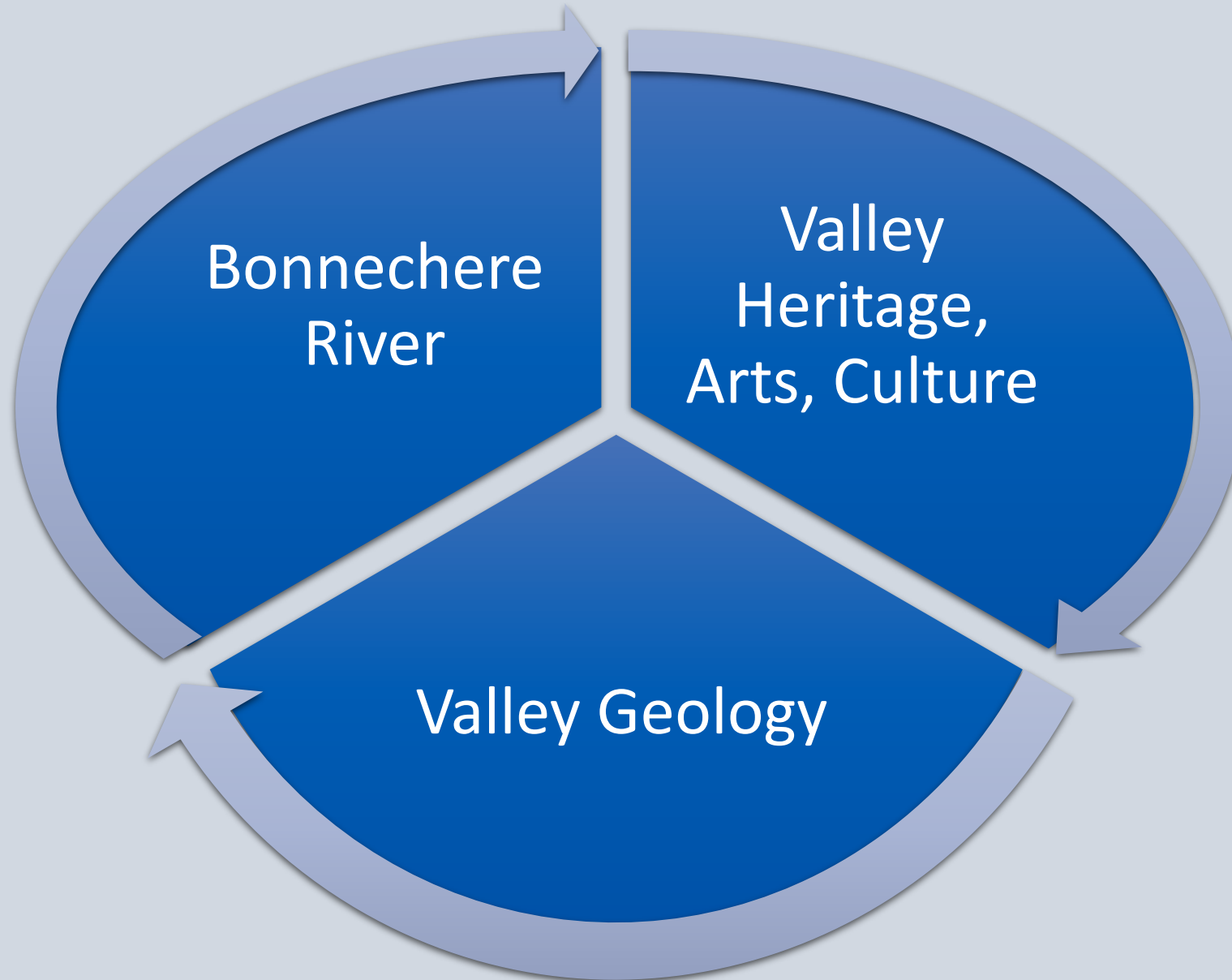
Equal focus on economics and the well-being of people and places



# Starting From A Position of Strength



# Unique Differentiators – Destination Themes





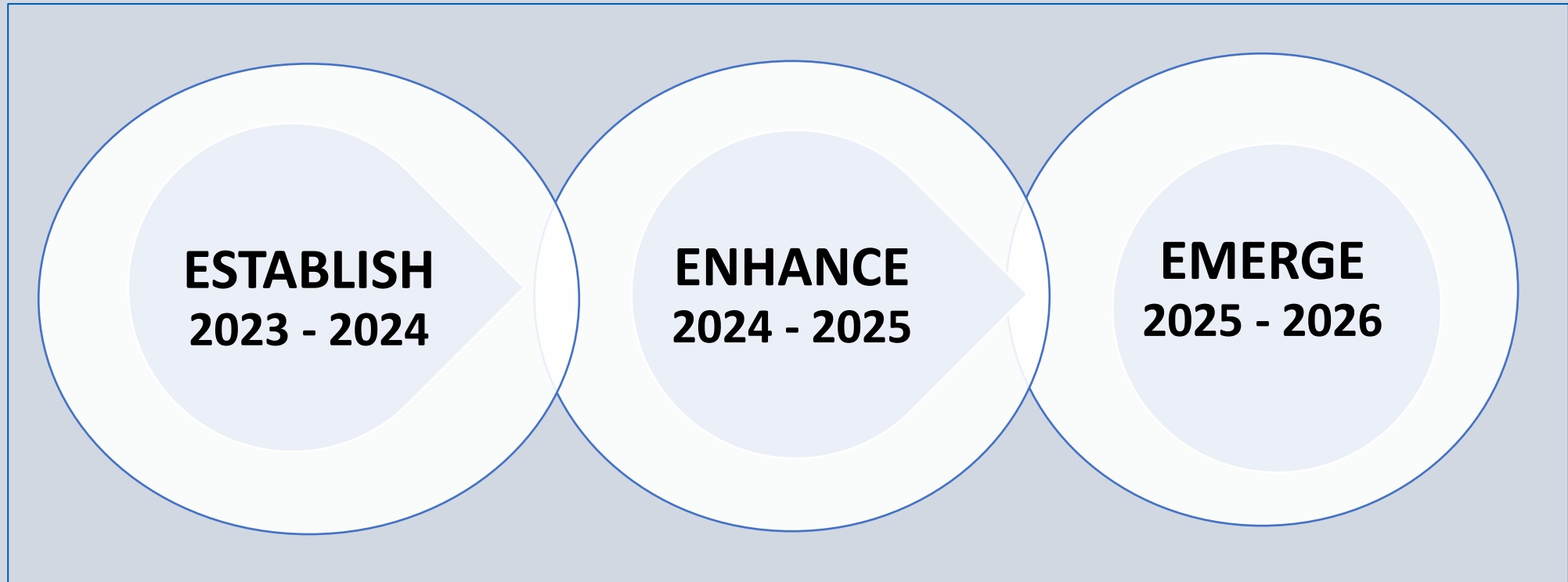
# Accommodations

- Maximizing the hosting economy depends on availability of overnight accommodations
  - Six commercial roofed accommodations - 43 units
  - Four are B&B or resorts located outside Eganville
  - No branded properties
  - 40+ properties listed on Airbnb, VRBO (Dec 2022)
  - Four RV parks/campgrounds
- Limited accommodations



# Bonnechere Valley Strategic Tourism Plan

## April 2023 to March 2026





# Recommendations - Year One: ESTABLISH

- Council approve Three-Year Tourism Strategic Plan
- Township allocate resources to implement the strategy
- Communications Plan – Launch strategy (Tourism Week), announce Tourism Committee, complete website etc.

# Recommendations - Year One: ESTABLISH

- Formally partner with North Algona Wilberforce, Killaloe, Algonquins of Pikwakanagan First Nation
- Refine positioning –

**Bonnechere Valley**

Eganville & Area

OR

Eganville, North Algona Wilberforce, Pikwakanagan First Nation, Killaloe, etc.



# Recommendations - Year One: ESTABLISH

- Prioritize Bonnechere Valley Museum opportunities
- Leverage power of the unique product themes\*
  - Promotion, development, delivery of four-season, purchasable, curated visitor-friendly tourism experiences

\*(Heritage/Arts/Culture, Geology, Bonnechere River)

- Initiate Council led Eganville downtown revitalization initiative



# Recommendations - Year Two: ENHANCE

- Enhance tourism operator performance through capacity building/training
- Identify and address infrastructure/service gaps that impede visitor journey – wayfinding, WI-FI, EV chargers
- Extend length of visitation through visitor experiences



# Recommendations - Year Two: ENHANCE

- Tourism development dialogue with Pikwakanagan First Nation
- Develop Bonnechere Valley – Eganville and Area promotional materials

# Recommendations - Year Three: EMERGE

- Take proactive steps to market the reasons to visit
  - Partner with OVTA, OHTO, Destination Ontario



DESTINATION  
ONTARIO

# Recommendations - Year Three: EMERGE

- Continue to develop new curated visitor experiences connected to destination themes, four-season events, and Bonnechere Valley Museum initiatives
- Refresh Strategic Tourism Plan based on progress made in years one and two and on changes in market dynamics, visitor motivations and behaviours



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