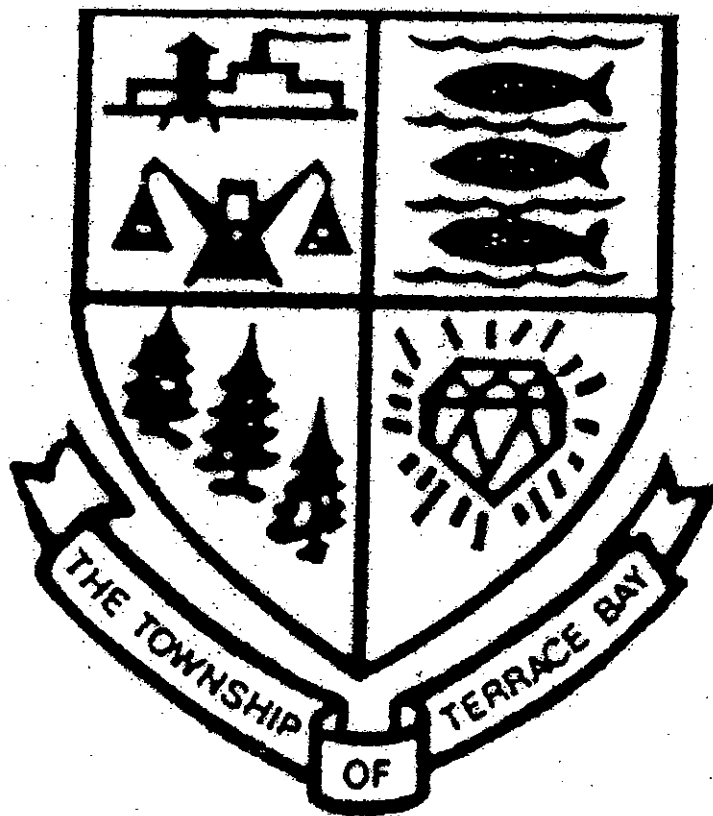


TOURIST INFORMATION CENTER
TOWNSHIP OF TERRACE BAY
P.O. Box 1207
Terrace Bay, Ont. P0T 2W0

TERRACE BAY

TOURISM STRATEGY





January 9, 1990

The Chairman and Committee Members
Township of Terrace Bay
Tourism Development Committee
Box 40, 12 Simcoe Plaza
Terrace Bay, Ont.
POT 2WO

Dear Sirs:

**RE: FINAL REPORT
EXECUTIVE SUMMARY**

I am pleased to provide you with our executive summary of the Terrace Bay Tourist Development Strategy. As you are aware, the study was undertaken with three objectives:

1. to identify potential tourist related opportunities;
2. to develop a realistic action plan to implement the recommendations of the study; and
3. to submit an application under the NOTICE Program to lead to the development of a Tourist Information Centre.

We have now completed our work and prepared the application. The last remaining step is for Council to approve the recommendations of this study, including the submission of the application under the NOTICE program.

The next few pages summarize our findings, our conclusions and our recommendations with respect to the tourism sector of the local economy.

Tourist Base

Terrace Bay, at the present time, has a variety of facilities and services that are variable in quantity and quality. While the community has a reasonable number of hotel units to accommodate business travellers, there are currently too few units to accommodate any substantial number of tourists. In addition, the motel facilities have been in place for a

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number of years and will require upgrading in the near future. On the other hand, there are almost 400 campground sites, both public and private, in the area and these provide excellent facilities that are available to the general public. Similarly, there are a number of food and beverage establishments as well as retail businesses in the community. While these services provide a good range of services and goods, they are overwhelmingly oriented to the local market and do not cater to tourists in any substantial way.

Visitor services in Terrace Bay are confined to the Tourist Information Centre which has been operated from the Recreation Centre complex for the past two summers. This has been a limited but very successful initiative by the Township and is seen by local operators as a significant commitment by the Township to the tourist industry. In addition to the municipal initiatives, training courses have been undertaken by the Community Futures organization and by the Provincial government. However, the most substantial commitment to the development of tourism in the area has been Township Council's willingness to fund both the waterfront and tourist development study.

Tourism Administration

While there is no specific individual or committee with overall responsibility for co-ordination and development of tourism in Terrace Bay, there are a number of special project committees. Two of these exist to oversee the waterfront and tourism development studies presently being undertaken. These are sub-committees of municipal Council and membership consists of councillors, staff, community and business representatives. The area is within the jurisdiction of the North of Superior Tourist Association and that association in conjunction with the Aguasabon Chamber of Commerce undertakes the marketing of the area as a tourist location. Marketing has been relatively limited to date and the initiatives by the Township of Terrace Bay in the recent past have not been followed through over the past two years.

Potentials

The opportunities for the development of tourist facilities in Terrace Bay relate to both the natural and man-made features of the Township. The Township possesses significant attractions in the beaches and waterfront on Lake Superior as well as the Aguasabon waterfall and gorge. The Slate Islands offer some limited opportunity for development as well. All of the natural features, while attractive and, to some extent spectacular, have not been developed or promoted to date.

The recreation facilities of the Township are outstanding. Current initiatives by other municipalities in Ontario have led to the marketing of

municipal recreation facilities to tourists in order to increase direct municipal revenues and indirect tourism spending. In addition to the recreational facilities the community has a substantial attraction in the cleanliness and layout of the community. This should be both enhanced and promoted.

The Market

The tourist season in Terrace Bay extends from mid-May through to early November. Three distinct destination market segments — spring bear hunters and anglers, touring seniors and touring families are attracted to Terrace Bay during this period. In addition there is short-stay and transient visitation from the numerous travellers along Highway 17. Estimates of the number of visitors to Terrace Bay are derived from the occupancy rates and local motels and campgrounds as well as estimates of the number of vehicles travelling Highway 17 that stop. Over 22,000 people stayed in the local motel units during the most recent year with the highest occupancy rate, over 85 per cent, reached during the peak season of July and August.

It was estimated that of the 1,661,000 vehicles travelling on Highway 17 during 1987, approximately 563,000 of these were vacationers. The Hope Consulting Group estimated that 19 per cent or 105,000 of these visitors stopped either overnight or for a short period of time in Terrace Bay. This is a substantial percentage of the existing market which also offers the potential for substantial increase.

The impact of tourism spending on Terrace Bay is substantial. The Hope Study estimated that in 1987, tourists spent about \$3,000,000.00 in Terrace Bay. While this is a substantial figure, if the number of persons stopping in Terrace Bay is increased, it can become an even more significant generator to the local market.

The Aguasabon Chamber of Commerce tourism research questionnaire carried out during the months of July through to September inclusive in 1989 revealed that 30 per cent of the respondents that stopped in the area did so primarily for pleasure, followed closely by 28 per cent who were just touring the area. A short stop for gas or food accounted for 20 per cent.

The decision to stop in the area was usually made while travelling that day followed by on the spur of the moment and while planning their trip at home.

In total, sixty per cent of respondents did not make their decision to stop in Terrace Bay until the same day. Twenty-one per cent of the travelling public decided to stop in Terrace Bay area because of the

beautiful scenery, while 18 per cent just needed a break. Various other reasons such as visiting friends or relatives, recommendations about the area, and a convenient stopping point accounted for 13 per cent.

Tourists' length of stay ranked from staying over night, to a few hours to two to five nights. In terms of the most money spent in a stop, food is a first priority with accommodation and fuel following. All five categories showed a dollar value of \$62.87 per group being spent.

It is estimated that approximately 60,000 vehicles stopped in Terrace Bay either for a short period or over night during the months of July and August. Based on the average expenditure of \$62.87 per group, \$3,750,000 was left by tourists in Terrace Bay in that period.

Tourism is obviously a major contributor to the local economy and can be significantly increased.

Potential Initiatives

A number of potential public and private sector initiatives were investigated by both the Waterfront Development Study and the Tourism Development Strategy Study. The results of the analyses concluded that the most significant public initiatives related to the development of a Tourist Information Centre and improvements to the waterfront and gorge. Private sector business opportunities were identified as a mini-golf course, local craft shop, and sporting goods store. In addition, the use of the municipal recreation centre to attract local tourists to the area was considered a significant opportunity. In conjunction with these tourist opportunities, a number of public sector projects were reviewed in terms of their ability to improve the level of tourism. These included displays of local history, the development of picnic and playground areas, hiking trails and a comprehensive signage program. The committee also reviewed various aspects of tourist development as it related to promotion and administration.

Conclusions

It was the conclusion of the study that the Township should concentrate on attempting to attract more first time visitors and extending their average length of stay. In order to do this, it was concluded that facilities must be either added to or upgraded and the public must be made aware of these opportunities. On this basis, the following initiatives were recommended as the first priority for the Township.

1. A Tourist Information Centre with supporting facilities;
2. Improve Services in the hospitality sector;

3. Improvements to the beach and gorge;
4. A comprehensive local signage program;
5. Community Landscaping.

It was recommended that these initiatives be considered the first phase to approximately 1991. The strategy at that point should be reassessed and a second phase begun. The second phase should consist of the following:

1. Development of promotional material to advertise the Township as the "Gem of the North" and encourage the use of the municipal recreation centre by visitors;
2. Additional improvements to the beach and gorge;
3. Improvements to the Casque-Isles Section of the Voyageur Trail;
4. A survey of tourists to determine the degree to which they are satisfied with the facilities and what additional facilities could be provided;
5. Increase and improve community awareness;
6. Develop waterfront/marina.
7. Explore possibilities of Long Lake and Aguasabon River Tour and Steel Lake and River tourist development.

Phase Three initiatives would begin in 1993 and consist of:

1. Promotion of business opportunities;
2. Pump house beach improvements;
3. Investigation of the overseas market.

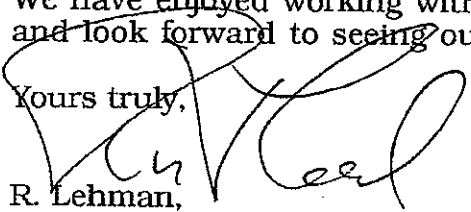
Recommendations

1. We recommend as follows: That Council adopt the following goals.
 - In the long term (10 years) to develop Terrace Bay as a destination point for tourists.
 - In the short term (5 years) to encourage more tourists to stop in Terrace Bay and increase the length of time they spend there.
2. That in order to achieve these goals, a Tourism Development Committee be established with the following objectives:
 - Establish a unique niche by looking for markets which are currently underserved or have special needs.
 - Expand the Township's market share by increasing the proportion of a land based tourist market stopping in Terrace Bay.

- Attract more first time visitors and guests by giving the highway traveller more and better reasons to stop, stay and return.
 - Provide an opportunity for tourists to stop in a location which will draw them into the commercial core down to the waterfront.
 - Extend the average length of stay through the provision of new services and facilities.
 - Increase the average expenditure as a result of the previous initiatives.
 - Use and build on what the community is and what it has rather than attempting to redefine the nature or history of the community.
3. That Council submit an application for the development of a Tourist Information Centre under the terms of the NOTICE program.
 4. That Council adopt this report as the guideline for the development of tourism in the Township of Terrace Bay.

We have enjoyed working with the Committee and Council on this project and look forward to seeing our work implemented.

Yours truly,


R. Lehman,
President.

RL:bp

TERRACE BAY TOURISM STRATEGY

INTRODUCTION

The Township of Terrace Bay is a single industry community that has been adversely affected with slow-downs and lay-offs and now wishes to diversify its economic base. In an effort to strengthen and diversify the economy of the Township of Terrace Bay, Council resolved in November of 1988 to explore the full development potential of its tourism sector. Tourism is forecast to be one of the major growth sectors in the Canadian economy over the next two decades. This anticipated growth is a result of demographic and life-style trends, several of which are directly applicable to the opportunities available in the Terrace Bay area. These trends include:

- increased leisure time;
- changing family patterns; and,
- greater emphasis on active recreational pursuits.

Growth in the tourism sector can offer a great deal to communities such as Terrace Bay. In addition to the obvious benefits of providing employment and a broader economic base, an activity such as tourism "imports" money into the area as opposed to extractive and resource industries that "export" wealth. The resources that make the area attractive for tourists, if properly nurtured and managed, can last forever as opposed to timber or mineral resources which are finite.

Terrace Bay lies astride the Trans-Canada Highway with hundreds of thousands of vehicles passing through during the summer season. The main focus of the study has been to identify viable means of encouraging these tourists to stop, spend some time in the community and visit the attractions.

COMMUNITY SETTING

Location

The Township of Terrace Bay is located on the north shore of Lake Superior about 225 kilometres east of Thunder Bay along Trans Canada Highway #17. Its nearest neighbours are the communities of Schreiber to the west and Marathon to the east.

History

Terrace Bay originated in the mid 1940's when Kimberly-Clark built a kraft-pulp mill, resulting in the subsequent settlement. The Township further developed as a timber harvesting and processing centre. The major industry is forestry, which employs most of the Township's population. Secondary industries include mining and railroads. Terrace Bay is unique in that it is one of the few planned communities in North-Western Ontario.

Description

Terrace Bay Township encompasses about 2,000 hectares of land and has a population of 2690. Highway #17 is the main access route. C.P. Rail, Greyhound bus lines and Nor Ontario airways also provide services to the area. There are over 60 retail outlets and businesses in the wider area from Jackfish to Rossport. This includes a number of retail outlets and services in Terrace Bay providing a variety of goods and services to local residents and highway travellers.

TOURIST BASE

Facilities & Services

Accommodation

Terrace Bay has three accommodation establishments that provide the Township with a capacity of 24105 room-nights throughout the year. The total number of units is 77. Rates range from \$40.00 to \$50.00 per night based on double occupancy. Two of these establishments have a licensed dining room and lounge.

Other accommodation facilities located both east and west Terrace Bay provide an additional 167 units between a six and twelve month operating period. Rates, based on double occupancy vary between \$34.00 and \$52.00. Most of the facilities also offer housekeeping units. A list of the accommodation facilities is provided as Appendix A.

Campgrounds

Private

There are three campgrounds in the Terrace Bay study area which are privately owned; Terrace Bay Aguasabon Falls Park, Schreiber Travel Rest Trailer Park, and Rossport's Beau's Trailer Park. These three campgrounds provide a total of 118 sites.

Public

Neys and Rainbow Falls are two Provincial Parks in the vicinity of Terrace Bay. Neys Provincial Park is 65 kilometres east of Terrace Bay. The predominant users of this park are campers travelling Highway #17 who stop to enjoy the scenic quality of Lake Superior's north shore. Rainbow Fall's Provincial Park is located on the north shore of Lake Superior between Schreiber and Rossport. It serves as a rest-stop or overnight stopping point for the travelling public. Neys and Rainbow Falls have 144 and 141 sites respectively. Services and facilities offered at these campgrounds are described in Appendix A.

Food-Beverage Establishments

There are several family restaurants in Terrace Bay which are open all year round. Two of these are licensed to sell alcoholic beverages. These establishments provide a range of menu items from hamburgers to fine cuisine. Several other eating establishments that only operate from May to October are located along Highway #17 between Marathon and Schreiber.

Retail Business

Retail businesses in Terrace Bay primarily serve the needs of local residents. While some of these businesses may carry a limited supply of souvenirs, there are no specific tourist gift shops. Other businesses which could draw the tourist market include canoe building and repairs, sporting goods equipment, crafts and charter boat services which currently operate on a part-time basis.

Attractions and Events

The Township possesses a small attractions base made up of natural and industrial features. Natural attractions include geological features such as the undisturbed shoreline of Lake Superior and the succession of flat terraces found in the Terrace Bay area. Also, the Aguasabon waterfall and gorge, situated west and south of the townsite provides a spectacular view. The Slate Islands, located in Lake Superior, 13 kilometres southeast of the townsite possess a scenic quality as well as unique plant and animal species. One such animal species is the Woodland caribou. The Slate Islands have recently been designated as a Natural Environment Park with low level development permitted. The Township has three sand beaches within its limits, with road access, Hydro, Aguasabon, and Pump House Beach. It is also the location of part of the voyageur trail linking Sault Ste. Marie and Nipigon. The Kimberly-Clark kraft-pulp mill situated northeast of the townsite is the major industrial feature.

The Town of Terrace Bay plays host to several small events throughout the year. Most of these events are for local resident enjoyment and serve a social purpose rather than

as a "tourism draw." The most significant event is the Canada Day Celebrations; activities are scheduled over a 7 day period involving all ages groups. The Arts and Crafts Fall Fair is also an important event that draws a large number of visitors over a very short period of time. This autumn a trade show will be held in the community for the first time. Appendix B provides a list of attractions and events that occur in Terrace Bay.

Recreational Facilities

The Terrace Bay Recreation Centre was built in 1954 and underwent considerable renovation work in 1980 and 1981. This excellent complex contains a wide range of sports and recreation facilities including a library, weight room, squash and racquetball courts, a curling rink, an arena and a bowling alley. Outdoor recreational facilities in the community include a swimming pool, tennis courts, playgrounds and a fitness trail.

Community Infrastructure

Landscaping in the community is concentrated in the area of stores and services at Simcoe Plaza. Flower baskets, flower beds and a green area are maintained through the summer months. Limited maintenance and cleaning is carried out on the community's beaches, gorge or hiking trails. Access to Pump House and Aguasabon beaches is via gravel roads; there are no wash rooms, picnic tables or other services on any of the community beaches. There are plans to pave the road to Aguasabon beach this summer but the parking area at the beach (and possibly the turn around area) will not be paved.

Community sidewalks are about to be extended. With the assistance of a Pride Grant, sidewalks and a bicycle path are to be constructed along the Highway 17 Corridor and also in some of the residential areas. The grant will also assist in the improvement of street lighting.

Promotional signs in the community have only recently been introduced. There are some signs to Aguasabon beach (but not to Pump house or Hydro Bay beaches) and to the gorge. Sign design, quality and production is not at all co-ordinated and varies considerably.

Tourism Administration

There is no specific individual or committee responsible for the overall co-ordination and development of tourism in Terrace Bay. Two special project committees presently exist to oversee the waterfront development study and the tourism development strategy/NOTICE program study. Each of these committees are sub-committees of

the Municipal Council and membership include Councillors, municipal staff, community and business representatives. On the completion of each study, the respective committee will disband. The Chamber of Commerce and the Community Futures Organization also address tourism related issues but neither have standing committees specifically charged with tourism promotion or development.

North of Superior Tourism Region

The Township of Terrace Bay is within the jurisdiction of the North of Superior Tourism Association. The N.O.S.T.A. is one of twelve incorporated non-profit tourism associations in Ontario. The N.O.S.T.A. acts as an umbrella organization which provides financial and staff assistance to a number of groups. It is primarily a marketing agency. The Agassabon Chamber of Commerce is a member of the North of Superior Tourism Association. The four communities along the north shore of Lake Superior that make up this chamber are Jackfish, Terrace Bay, Schreiber and Rossport.

Marketing and Promotion

The Township of Terrace Bay published a promotional brochure for the community three years ago. Although quite informative and attractive in layout, this brochure has not been widely circulated or marketed. It contains general community information and was not designed with the tourist specifically in mind. It is made available at the Tourist Information Centre and is circulated on request, but many Terrace Bay businesses and organizations are not aware of the brochure (or if they are, have never seen it) and do not use it.

A brochure containing 'Tourist Information Maps' was published by the local Chamber of Commerce. This small pamphlet has simplified maps of the four member communities and is available from local organizations and businesses. A large information sign has also been completed by the Chamber of Commerce. It has not yet been erected. One additional pamphlet exists listing local businesses in Terrace Bay. This was developed as a fund-raising event; it contains a number of business advertisements and diagram maps of Simcoe Plaza and Highway #17.

Municipal and Financial Support

It is only in recent years that the Township has begun to undertake tourism initiatives. Council's major commitment to date has been the sponsoring of the Tourism Information Centre since 1987. Staff are supervised by the recreation director and paid for by the municipality (although in 1988 NOSTA covered 80 per cent of operating costs.)

The municipality also contributed to the undertaking of the waterfront and tourism development strategy studies, contributing approximately 25 per cent of costs. Tourism is now considered a priority by Council and there is both interest and support for its development.

Visitor Services/Tourism Information Centre

For the past two summers, the Township of Terrace Bay operated a tourist information centre at a temporary location near the Recreation Centre Complex along Highway #17. The North of Superior Tourism Association (N.O.S.T.A.) provided operational funding for the 1988 season. The centre, staffed by three people, operated on a daily basis from June to September between the hours of 10:00 a.m. to 8:00 p.m. Tourist centre visitor characteristics, presented in Appendix C, show that 1170 visitors stopped at the centre. Eighty-eight per cent of the total number of visitors were Canadians. Eleven per cent were from the United States. The tourist centre's peak period was the month of July.

Current Initiatives

A number of initiatives have recently been undertaken in the community in an effort to promote tourism.

- A food preparation training course was sponsored by the Community Futures Organization. Demand for the course was such that the course is going to be offered again this autumn and a more advanced course is also being considered.
- Two "Ontario Incredible" hospitality workshops were also hosted.
- The Community Futures Organization wished to sponsor a short training program for waitresses and other services sector employees but there was not enough interest or commitment from business owners to warrant its sponsorship.
- The Municipality is considering the development of a marina and related services and facilities at Hydro Bay and are currently awaiting the final report from the project consultant.
- The Municipality has also designated funds to install protective railings in the gorge.
- The potential of jointly hiring (with the community of Schreiber) an Economic Development Officer is being examined. Consideration should be given to making this individual also responsible for tourism development.

Summary

Terrace Bay has a variety of facilities and services that are variable in quantity and quality and oriented overwhelmingly to the local market. Roofed accommodation facilities are limited and will require upgrading in the near future. Campground facilities are numerous and excellent. Visitor services are limited and there is no specific promotion of the community.

Opportunities relate to both the man-made and natural features. Significant potential exists in the beach, gorge and municipal recreation facilities. A number of private sector opportunities have been identified as potentially feasible in the longer term.

THE MARKET

When and Why Tourists Visit

The tourist season extends from mid-May through to early November. Most tourist activity takes place during three peak periods; mid-May to mid-June, end of June to the end of August and mid-September to early November. These peak periods attract three distinct market segments - the spring bear hunters and anglers coming to Northern Ontario and visiting Terrace Bay and touring seniors from mid-May to mid-June; touring families, seniors and boaters from the end of June to the end of August and big game hunters, anglers and touring seniors from mid-September to early November. Highway #17 is the main highway route through Terrace Bay and as a result most of the tourists are transient motorists, staying less than one day. These same day visitors and overnight guests are generally visiting friends and relatives or on a pleasure trip.

Where are They From and Who Are They

Over 99% of the same day visitors from Ontario come from within the North of Superior Travel Area. The remainder come from Sunset Country. Virtually all the same day visitors from other areas indicated a U.S. origin. Approximately 63% report being from Minnesota. Approximately 78% of the overnights from Ontario come from North of Superior. Identification of overnight guests from other areas reveals a near 50% split between Canada and the U.S. The major points of origin for overnight guests are Manitoba and Minnesota.

A larger proportion of children and a small proportion of seniors come from Ontario. Visitors seem to be younger than from other areas. However, the 40 plus age group is the largest segment in both the Ontario origins and other origin segments. Fifty-

three per cent of visitors from outside Ontario have post secondary educations. Thirty-two per cent of the Ontario resident travellers have had post secondary education.

Over twice as many visitors from outside Ontario had household incomes of at least \$40,000 in 1985. Only 17% of the visitors from Ontario had this level of income. Both tourists from Ontario and from other points of origin came from similar chief wage earner occupational categories. Same day visitors and overnight guests generally travel for the same reasons: to visit friends and relatives for pleasure. Almost all of these Ontario same day visitors come from within the North of Superior Travel Area. All same day travellers from other areas report a U.S. origin.

The overnight market is large, lucrative and heterogeneous. Approximately 78% of the Ontario overnight guests come from within North of Superior. The markets among overnight guests from other origins include Manitoba and Minnesota. The age structure between the Ontario and other origin segments appear different, however, both have large and growing 40 plus age groups. Overnight guests from outside Ontario seem to have higher education and income levels than Ontario guests. Nevertheless, both groups have similar chief wage earner occupational categories.

How Many Come to Terrace Bay

In 1987, total visitation in the North of Superior Travel Area was approximately 1.5 million tourists. Approximately 1,661,000 vehicles travelled Highway #17 during 1987; this figures includes both local and commercial traffic. Traffic on the section of highway between Terrace Bay and Aguasabon River included an estimated 563,000 vacationers between summer, winter and the shoulder seasons. Terrace Bay's total market share according to Hope Consulting Services, equalled about 105,000 or 19% of the total number of tourists visiting the North of Superior Travel Area. This includes highway travellers who stop for any length of the day and for any reason. If this figure is accurate, it is an extremely high percentage compared to other communities in similar situations.

About 22,000 people stayed in 77 fixed roof accommodation units with the highest occupancy rate, over 85%, reached during the peak season of July and August. Tourists also stayed at local campgrounds. The total number of Provincial Park overnight campground guests for 1988 was about 44,000. The total boating population appears to be between 240 and 400 vessels per season. Non-residential boaters account for between 55 and 66 per cent of total boating activity.

How Much Do They Spend

Travellers to the North of Superior Tourism Travel Area spend approximately \$102 million annually. Ontario residents generate almost 75 per cent of the tourism

spending in the North of Superior Tourism Travel area.

The Aquasabon Chamber of Commerce tourism research questionnaire carried out during the months of July through September inclusive in 1989 revealed that 30 per cent of the respondents that stopped in the area did so primarily for pleasure, followed closely by 28 per cent who were just touring the area. A short stop for gas or food accounted for 20 per cent.

The decision to stop in the area was usually made while travelling that day followed by on the spur of the moment and while planning their trip at home. In total sixty per cent of respondents did not make their decision to stop in Terrace Bay until the same day. Twenty one per cent of the travelling public decided to stop in the Terrace Bay area because of the beautiful scenery, while 18 per cent just needed a break. Various other reasons such as visiting friends or relatives, recommendations about the area, and a convenient stopping point accounted for 14 per cent.

Tourists' length of stay ranked from staying over night, to a few hours to two to five nights. In terms of the most money spent in a stop, food is a first priority with accommodation and fuel following. All five categories showed a dollar value of \$62.87 per group being spent.

It is estimated that approximately 60,000 vehicles stopped in Terrace Bay either for a short period or over night during the months of July and August. Based on the average expenditure of \$62.87 per group, \$3,750,000 was left by tourists in Terrace Bay in that period.

Tourism is obviously a major contributor to the local economy and can be significantly increased.

What Do They Do

Same day visitors and overnight guests to Northwestern Ontario are generally visiting friends and relatives or on a pleasure trip. Northern vacationers participate in a wide range of activities such as shopping, and participating in outdoor or sporting activity. They attend sporting events, live theatre and concerts; visit museums, galleries, exhibitions, fairs and special events. Other attractions for these vacationers are zoos, amusement parks and boat or rail tours.

Summary

The existing market in Terrace Bay consists of hunters, anglers, touring seniors and families who use the accommodation facilities. In addition there are over 560,000 vacationers who pass through Terrace Bay on the Trans-Canada highway of which up

to 19% or 105,000 may stop for a short visit. In 1987, these tourists spent over \$3,000,000. in Terrace Bay.

A summary of the Aguasabon Chamber of Commerce tourism research questionnaire carried out during the months of July, August and September of 1989 is found in the Appendices.

TOURISM TRENDS AFFECTING TERRACE BAY

To the hunter and angler traditional conditions have changed and continue to change. But the most significant opportunities will be related to serving the growing fishing market. Conditions in Ontario Provincial Park visitation are also changing. Neys, Rainbow Falls, and the Slate Islands Provincial Parks are likely to remain important, however, growth may be slow and limited. There appears to be some potential for wilderness/natural travel especially in the north central region in which Terrace Bay lies.

Future tourism activity will also be influenced by general socio-economic and travel trends - more Canadians and Americans will travel, more often, to more destinations. As a result, products must be world class; merchandising, delivery and customer satisfaction are critical. Young people have more income and more leisure time. Therefore they demand different and better destinations and activities. Seniors are more active and healthier and are not content with passive activities. Teens and young adults are financially and socially more independent creating a more experienced future generation of travellers.

Even though automobiles are more fuel efficient, and fuel is becoming more expensive, motoring vacations should remain important. Lengths of trips may shorten. Comfort and security are paramount and as such operators and municipalities will have to welcome and cater to visitors and guests. A community wide commitment is needed.

OPPORTUNITY AND CONSTRAINT ANALYSIS

The community of Terrace Bay can be described as an attractive, small town with a range of interesting, but as yet undeveloped features, which could attract tourists. The following is a summary of the major considerations which must be taken into account if the local tourism industry is to be actively developed and promoted.

The Natural Environment

A number of impressive natural features exist in the community, all of which are in an unspoiled state. However the community beaches, the gorge and local hiking trails have, for the most part, been largely ignored and left undeveloped by the municipality. Access to them is poor, facilities at them are non-existent and information about them is limited.

In addition there are a number of opportunities in the wider area related to fishing, boating and canoeing. The opportunity exists to promote a circle tour that links Long Lake and the Aguasabon River. The further promotion of the Steel Lake and River area is a similar opportunity.

The Service Sector

The service sector is very accessible to tourists in Terrace Bay, being centrally located and concentrated in Simcoe Plaza. As such the opportunity exists to capture a much higher proportion of the tourist market than currently. The majority of businesses in the service sector do not cater to the tourism market. The existing base of facilities to serve the tourists in Terrace Bay is primarily geared to brief rest stops and overnight stays. The availability of services such as gas and food is good and the quality and variety of choice is sufficient for the existing market. Retail goods are similarly well provided for. Motel facilities are beginning to show their age and will require upgrading in the near future if they are to maintain their market. If more tourists are to stop, however, then both additional and different facilities will be required.

A number of local business opportunities were identified by the Waterfront Study which would serve to address gaps in the present retail and services sector, as it relates to the tourist market. These include an arts and crafts store, a sporting goods store, and seasonal recreation opportunities such as miniature golf.

Recreational Facilities

Recreational facilities in the community are excellent. An opportunity exists to incorporate these into a tourism development strategy and thus expand their usership and increase the number of attractions and activities available to tourists. Landscaping in the community is concentrated on Simcoe Plaza. Although this is an attractive and pleasant locale, there are additional areas which warrant attention. Most notably, formalized landscaping is required at the entrances to the community and at the likely parking areas.

Access to natural attractions in the community is very poor and is a major concern. A comprehensive strategy must be developed and implemented regarding access to

the beaches, gorge and hiking trail. This strategy should include adequate signing, safe and comfortable access routing and additional facilities at the destination such as parking, washrooms, and picnic tables.

Attractions and Events

Existing attractions and events cater only to a local and regional market. These should continue to be supported as they provide much needed off-season revenue for local business. Consideration should be given to developing summer events that will encourage tourists to stop. A summer-long 'fog festival' or similar event can be advertised and promoted to draw additional visitors off the highway.

Organization and Administration

Currently tourism development and promotion occurs in an ad hoc manner. No one group or organization is responsible for the overall co-ordination or direction of community initiatives and a number of organizations are involved in tourism related activities (notable the Municipality, the Chamber of Commerce and the Community Futures Organization). Two major studies are presently underway directly relating to tourism development. The present system is not adequate to implement the recommendations of this study.

Promotion and Marketing

A comprehensive marketing strategy must be put in place for the community. The existing brochures must be reviewed and updated; an attractive community information map must be developed and a more active approach to marketing and promotion be fostered and adopted. Up to now very little attention was paid to this facet of tourism development. Although brochures were developed they were not actively promoted, no community map existed and no marketing or promotion of the community took place outside of the municipality itself.

The Municipality

Interest in tourism is growing at a municipal level; the present Reeve and Council are supportive and interested in the development of the local tourism industry. As interest in tourism strengthens and efforts to expand and develop this sector of the economy grow, there will be a greater need for Municipal support, commitment and leadership (including an allocation of financial, personnel and organizational resources).

The Oasis Factor

We see the greatest opportunity in the promotion of Terrace Bay as an oasis. The Township is an attractive looking community at a mid-point on the route between Sault Ste. Marie and Thunder Bay. Cars must slow down, the objective is to get them to stop. The newly established A & W Restaurant is attracting highway traffic for refreshment breaks. This presents Terrace Bay with an excellent opportunity to encourage these travellers to visit some of the other attractions in the Town. The development and promotion of a visually attractive information centre will further provide the opportunity to focus promotion and facilities to catch the tourists eye and interest.

POTENTIAL INITIATIVES

A review was undertaken of the long list of potential public and private sector initiatives. This list was developed in conjunction with the steering committee for the study. The initiatives were grouped into private sector opportunities, uses related to the construction of a Tourist Information Centre and, other public sector initiatives.

The long list of uses consisted of the following:

Tourist Centre Indoor	Private	Public
Office (Information Services) Retail (Selected Municipal Souvenirs) Terrace Bay Display KC Display MNR Display Seniors Room Hydro Display Ghost Town Display Minova Mines Display Display booths for local crafts Caribou	Fruit and Veg Stand Craft Shop Vending Machines <i>Sporting Goods/ Outfitting Operation</i> <i>Boat Cruise</i> <i>Restaurant</i> <i>Brew Pub</i> Picnic Areas Playground	Waterfront Falls Mill Tours Recreation Centre Hiking Trails Signage Logo/Promo tion Observation Deck
<i>Opportunities shown in italics are detailed in the Waterfront Study.</i>		

These uses are described as follows:

1. Office (Information Services) - Tourist Information Building.
2. Retail (Souvenirs) - Sale of selected souvenirs from the Tourist Centre.
3. Displays - of history and information on the natural environment such as caribou sculptures.
4. Seniors Room - for use by local residents.
5. Fruit and Veg - sale of produce to tourists.
6. Craft Shop - sale of local crafts.
7. Sporting Goods, Outfitting, Boat Cruise, Restaurant, Brew Pub - detail \ provided in the Waterfront Study.
8. Waterfront - development of the various beach areas.
9. Falls - development of the Aguasabon gorge and falls to permit viewing.
10. Mill Tours - tours of the Kimberly-Clark facilities.
11. Recreation Centre - use of the facilities in the centre by tourists.
12. Hiking Trails - maintenance of existing and development of new trails.
13. Signage - a co-ordinated community-wide system.
14. Logo/Promo - a new logo and promotional material.
15. Deck/Playground/Picnic Area - facilities for tourists adjacent to the Tourist Information Centre.

These uses were reviewed based on the following general criteria:

- compatibility with the tourism objectives
- non-competition with existing businesses
- year-round operation
- financial feasibility or break-even (public)
- provision of spin-off benefits (jobs etc.)

The review was undertaken to provide a framework for the selection of the most appropriate uses to recommend for implementation.

As could be expected, the majority of the most suitable initiatives are ones that would be the responsibility of the public sector. As in most communities with a limited population base and undeveloped tourist facilities, the improvement in public facilities will have to occur first before the private sector will invest. The likely sequence is as follows:

Public Investment - > Increase in Tourists - > More Spending - > Private Investment

For these reasons we believe that primary elements of the implementation strategy should be to focus on initiatives that will:

- attract more first-time visitors; and,
- extend the average length of stay.

In order to do this facilities must be added to and/or upgraded and the public must be made aware of them. On this basis the following initiatives are recommended as the first priorities.

1. A tourist information centre with supporting facilities and uses including:
 - displays
 - picnic, playground and observation deck
 - crafts
2. Improvements to the beach and gorge to make the area more attractive and accessible.
3. A comprehensive local signage program for both the public and private sector.

These initiatives should be considered the first phase, over approximately two years. The strategy should then be re-assessed and the second phase begun. We would recommend the following second phase initiatives.

1. Additional improvements to the beach and gorge.
2. Development of promotional material to advertise the Township as the "Gem of the North" and encourage the health club concept .
3. Survey of spring, fall and winter visitors to local motels and restaurants to determine needs and opinions.

GOALS

Given the virtually undeveloped state of the tourist industry in Terrace Bay, it is recommended that the community first concentrate on addressing issues and concerns as they relate to the summer tourist. As the tourism development strategy is implemented and summer attractions and events are developed and actively marketed, the community can then consider the more challenging task of attracting winter tourists to the area and developing an active year round industry.

We recommend two overall goals to direct the course of tourism development for Terrace Bay, one long and one short term.

Tourism Development Goals

Long Term:
(10 years) To develop Terrace Bay as
a destination point for tourists
from Ontario and the US.

Short Term:
(5 years) To encourage more
tourists to stop in Terrace Bay
and increase the length of time
they spend there.

OBJECTIVES

Terrace Bay's success either as a transient or vacation destination will depend on the creation of a distinct image. Therefore, the differentiation of Terrace Bay from other local centres is of prime importance. This differentiation could be achieved through the use of themes, the use of the natural environment, and the promotion of scenic and recreational opportunities. We would suggest the following objectives:

- **Establish a unique niche:**

Look for markets which are currently underserved or have special needs. For example establish Terrace Bay as the lake trout/salmon "capital" of the north shore, or be the host city for an ATV or snowmobile championship.

- **Expand your market share:**

Currently your market share of the tourists visiting the North of Superior area is approximately 19%. Increase your share of the land-based tourist market. This market is both large and accessible.

- **Attract more first-time visitors and guests:**

Give the highway traveller more reason to stop, stay and return to your community. Historical themes, signage, scenic attractions and word of mouth are all effective ways to attract more visitors and guests.

- **Draw tourists into the commercial core and down to the waterfront;**
- **Extend the average length of stay:**

Through the provision of new services and facilities your community will become more attractive. Travellers may be less inclined to leave a comfortable and enjoyable location.

- **Increase the average expenditure:**

Currently, most travellers who stop in Terrace Bay simply purchase gas and move on. Attempt to increase this expenditure by offering snack foods, souvenir items and activity options such as mini golf. A small increase in average expenditure per traveller can translate into a large and economic impact.

- **Use and build on what you are and what you have:**

Natural beauty and a totally planned community. These assets include a wide variety of recreational facilities, and a compact and diversified shopping area. Other community owned facilities should be surveyed to see how they could be used by tourists. For example, can the arena or other locations be used for roller skating or could bicycles be rented along with a tour map.

IMPLEMENTATION PROGRAM

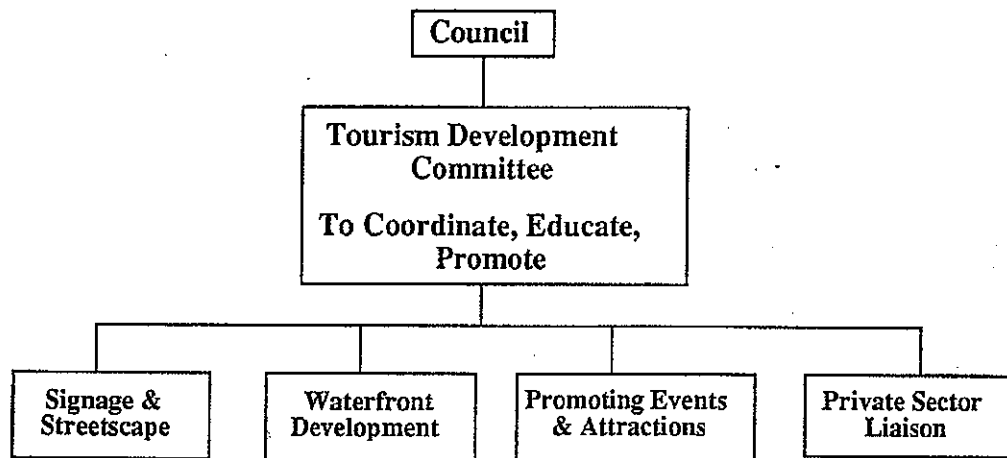
Three principles summarize the tasks that must be undertaken to develop the local tourist industry and realize the goals and objectives previously established. These principles will govern development for the next five years. They are:

- **ORGANIZE** for tourism development;
- **DEVELOP** local attractions and events, targeting on the tourist market; and
- **PROMOTE** the community's assets and attractions at a local, regional, provincial and international level.

The following sections detail specific tasks and responsibilities within each of these broad areas. It also details the organization or body responsible for carrying out the task, the financial implications, the priority and suggested timing for implementation.

We would suggest that the following organizational structure be followed for carrying out the various tasks. This basic structure can easily accommodate additional sub-committees. Membership of the committee should be composed of representatives of the retail and service sector, Kimberly-Clark, the general public, a Council member, staff from the Township and the appropriate Ministries.

ORGANIZATIONAL STRUCTURE



TERRACE BAY
TOURISM STRATEGY
PHASE 1 - 1989-90 *Red*

1. A Tourism Development Committee *(Bren)*

Task: Establish a committee of council which will:

- Co-ordinate a community approach to tourism development, oversee marketing and promotion;
- Ensure a planned approach to the development of services and attractions;
- Direct public sector projects directed to the development of the tourism industry, eg. landscaping, infrastructure development, community signs, special events etc.;
- Foster co-operative promotion and marketing activities with the public and private sector;

- Represent the community at regional events, to government agencies, such as NOSTA ;
- Work with other local organizations (Chamber of Commerce, Community Futures Organization) to educate and promote the tourism industry locally;
- Access government funds for special projects;
- Monitor and evaluate progress of various initiatives;
- Organize local business owners catering to tourists to launch a joint promotional campaign during the peak season.

Responsibility: Township

Financial Commitment: Some Township staff time.

Potential Funding: Township

Timing: 1989

2. **Establish a New Tourist Information Centre** (6)

Task: Construct a Tourist Information Centre with a variety of facilities which will encourage highway travellers to stop and inquire further about the community. It is critical that staff at the centre be adequately trained to encourage tourists to visit local attractions and to ensure maximum promotion of the area.

Responsibility: Municipal Council, MTR, MNMD

Financial Commitment: To be determined .

Potential Funding Source: Township, MTR, MNMD

Timing: Construction in 1990

3. **Improve Services in the Hospitality Sector** (6)

Task: Work with the local services sector to ensure that all the staff are very well trained in the hospitality trade and that attitudes and service to tourists is excellent.

Responsibility: Community

Financial Commitment: Minimal

Funding Source: Township, MTR, Community Futures Committee North Shore
Industrial Training Committee

Timing: 1990

4. **Aguasabon Gorge (G)**

Task: Make the area accessible to tourists

Responsibility: Municipal Council

Financial Commitment: \$15,000, details in the *Waterfront Study*
page 18.

Potential Funding Source: PRIDE, MNDM, Community Initiatives Fund

Timing: Ongoing, beginning in 1989

5. **Aguasabon Beach (S)**

Task: Improve public facilities for residents and tourists.

Responsibility: Municipal Council

Financial Commitment: Phase 1, \$199,000. Details in the
Waterfront Study, page 18.

Funding Source: PRIDE, Community Initiatives Fund, MNDM

Timing: Ongoing, beginning in 1990

6. **Develop a Co-ordinated Sign Program (S)**

Task: Implement a co-ordinated and effective sign program at each entrance/
exit and throughout the community. Theme the signage throughout
the community with a logo, slogan and colours that reflect the unique
planned nature of the Township. All public and private signage should
be co-ordinated.

Responsibility: Township

Financial Commitment: \$10,000.

Funding Source: Township, MOT

Timing: 1989 and 1990

7. Community Landscaping (6)

Task: Improve the attractiveness of the community itself by ensuring that landscaping and painting campaigns are underway each spring and maintained throughout the summer months. Emphasis should be laid along the highway (at the entrance to and in town) and the central business area.

Responsibility: Municipal Council

Financial Commitment: Minimal if a community project

Funding Source: Service Clubs

Timing: Ongoing

PHASE II - 1990-93

Red

1. Promotional Material (blue)

Task: Develop up to date and interesting promotional material which can be distributed locally to tour operators, travel agencies, shows, exhibitions, other tourist information centres etc. Emphasis should be laid on the beautiful scenery, local attractions and many recreational activities available. The material should include brochures, maps and place mats.

Responsibility: Township, MTR, MNDM

Financial Commitment: \$10,000-\$15,000

Funding Source: Township, MNDM, Wintario

Timing: Early 1990

2. Aguasabon Beach b

Task: Improve public facilities for residents and tourists.

Responsibility: Municipal Council, Community Futures

Financial Commitment: Continuation of Phase 1

Funding Source: PRIDE, MNDM

Timing: Ongoing

3. Aguasabon Gorge b

Task: Make the area accessible to tourists

Responsibility: Municipal Council, Community Futures

Financial Commitment: Continuation of Phase 1

Funding Source: PRIDE AND MNDM

Timing: Ongoing

4. Casque-Isles Section of Voyageur Trail b

Task: Improve and Maintain the Trail

Responsibility: Municipal Council, Service Clubs, Volunteer Groups

Financial Commitment: Minimal

Funding Source: MNDM, MNR

Timing: 1990

5. Survey of Visitors b

Task: Survey of off-season market

Responsibility: Township

Financial Commitment: \$4,500

Funding: MNM

Timing: 1992

6. Increase and Improve Community Awareness b

Task: Ensure that the community and business sector actively supports tourism related initiatives by requesting their input to all promotional, educational and landscaping efforts. Ideas from local residents should also be solicited regarding special events. The private sector should also be encouraged to participate in the sign campaign for the community by using complimentary sign designs and colours.

Responsibility: Township, MTR

Financial Commitment: None

Funding Source: Township, MTR

Timing: Early 1991

7. Develop Waterfront/Marina b

Task: As described in detail in *Waterfront Study*, pg. 28

Timing: 1992 and following.

8. Long Lake and Aguasabon River b

Task: Explore possibilities of Long Lake and Aguasabon River Tour and Steel Lake and River tourist development.

Timing: 1992 and following.

PHASE III: 1993 +

led

1. Realize Business Opportunities (Black)

Task : Work with the local business community and Business Development Centre to encourage and assist local entrepreneurs maximize business

opportunities as they relate to the tourist industry (eg. sporting goods store, outfitting service, boat tours and day charters etc).

Responsibility: Township

Financial Commitment: As described in the *Waterfront Study*, Appendix K

Funding Source: As described in the *Waterfront Study*, Appendix K

Timing: 1993

2. Pump House Beach (b)

Task: Improve public facilities

Responsibility : Municipal Council

Financial Commitment: To be determined

Funding Source: MNDM

Timing: 1993

3. Investigate Overseas Market (b)

Task: Determine if a destination market can be attracted from overseas.

Responsibility: Municipal Council

Financial Commitment: Unknown

Funding Source: MNDM

Timing: 1993 and following.

APPENDICES

APPENDIX A

APPENDIX A

Accommodation Facilities

MOTELS

RATES

	No. of Units	Daily s/dbl	Weekly s/dbl	Length of Season	Comments
Terrace Bay					
Red Dog Inn	40R	46/50		all year	• licensed dining rm and lounge
Imperial Motel	21R	37/42		all year	• licensed dining rm and lounge
Norwood motel	16R	36/40		all year	
East of Terrace Bay					
The Coach House Motel	14R	36/46		May-Oct.	• coffee shop
West of Terrace Bay					
Birch Grove	12R	38/48	250/330	all year	• housekeeping units
NorWest Motel	11R	30/42		all year	• housekeeping units
Circle Route Motel	31R	30/40			• housekeeping units • coffee shop • dining room
Villa Bianca Inn	32R	42/48			• coin laundry • licensed dining room • coffee shop • housekeeping units
Rongie Lake Motel	6R	25/35			• housekeeping units
Filane's Cosiana Inn	18R	46/52		all year	• housekeeping units
Cliffside Motel	6R	30/34		all year	• housekeeping units
Filane's Fallen Rock Motel	4 cottages 15R	46/52			• housekeeping units • coffee shop, • licensed dining room
Sunset Motel	10R			all year	
Gravel River Motel	6R	35/38		May-Oct.	• coffee shop • hunting/fishing • package plans

Rosspoint Inn	6R	40/45	240/270	May-Oct	<ul style="list-style-type: none"> • licensed dining room • conference rooms
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Cottages

Jackfish Lake Motel and Cottages	6C	35/38	224/245	May-Oct	<ul style="list-style-type: none"> • housekeeping units
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Campgrounds - Private

Terrace Bay Aguasabon Falls Park	50 sites	<ul style="list-style-type: none"> • 50 with electricity and water • 45 with sewers
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Schreiber Travel West Trailer Park	50 sites	<ul style="list-style-type: none"> • 30 with electricity and water • 12 with sewers
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Rosspoint Beau's Trailer Park	18 sites	<ul style="list-style-type: none"> • 18 with electricity • 10 with water • 9 with sewers
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PUBLIC

NEYS PROVINCIAL PARK

RAINBOW FALLS PROVINCIAL PARK

Number of Campsites	144	141
Number of Sites with Electricity	27	28
Comfort Stations	X	X
Showers	X	X
Laundromat	X	X
Swimming	X	X
Picniking	X	X
Boat Launching	X	X
Self-guided	X	X
Interpretative programs	X	
Interpretative building	X	
Operating Period	May 19-Sept. 17	May 20-Sept. 18
Park gated during non-operating period	X	X
Reservation Service (camping)	May 19 - Sept. 4	June 2 - Sept. 4

APPENDIX B

APPENDIX B

TERRACE BAY SPECIAL ATTRACTIONS & SOCIAL EVENTS - 1988-89

Season	Event	Description
Winter	Curling - Bonspiels	Open Spiels
	- Men	
	- Mixed	
	- Women	K.C. Huggies Annual Invitational Cash Spiel
	Hockey Tournaments	Annual Invitationals
	- Mites	
	- Novice	
	- Pee wee	
	- Bantam	
	- No contact adults	
	- Oldtimers	
	Ringette	3 tournaments per year, for girls 17 years and under.
	Skiing	- downhill, northwest of townsite - cross country trails, 10 kms, - west and south of Terrace Bay
	Figure Skating	Annual Ice Show
	Bowling - all ages	2-3 invitational
	Smurfs through to Seniors	tournaments per year
Spring/Summer	1 Mile Fun Run	Sponsored by Northshore Recreational Directors, involves 12 communities, held in May ongoing for 8 years, usually has 5000 participants.
	Golf	Invitational /Local Tournaments
	- Men's	August
	- Ladies	every 2nd year
	- Mixed	July
	- Juniors	June
	- Canada Day Night	July
	- Ladies Club	September
	- Men's Club	September
	- Junior/Senior Mixed	July
	Fastball	Invitational Tournaments
	- men	
	- women	
	Lobball - mixed	Invitational Tournaments
	Slowpitch - mixed	Invitational Tournaments

Fishing Derby

Held in Rossport

Hiking

Aguasabon Gorge trail

Canada Day Celebrations

June 25-July 3

Many attractions and contests for all ages such as King and Queen Baby Pageant for 2 year olds, fireworks and dances.

Arts & Crafts Fair

Held each September for 1 day at the arena. Involves entries from Sault Ste. Marie to Thunder Bay. Major event usually attracts 2000 people in a 6 hour period.

APPENDIX C

TOURIST CENTRE VISITOR CHARACTERISTICS

Source	# of Visitors			Total	June 87	% July 90	Aug. 86	Ave %
	June	July	Aug.					
Residents - Can.	160	448	421	1029			86	88
Non-Residents								
USA	23	43	55	121	12	9	11	11
Nor. Ireland	1			1	0.5			
Holland	1			1	0.5			
Germany		1	1	2		0.2	0.2	
France		2		2		0.4		
Switzerland		1	3	4		0.2	0.6	
England		2	2	4		0.4	0.4	
Hong Kong		1		1		0.2		
Sweden			1	1			0.2	
Australia			2	2			0.4	
New Zealand			2	2			0.4	
Total	185	498	487	1170	100	100.6	99.2	

APPENDIX D

REFERENCES

1. MTR, *Ontario Travel Survey*, 1982 TAR II: North of Superior
2. MTR, *Ontario Exit Survey*, 1985 TAR II: North of Superior Tourism
3. MTR, *Ontario Travel Survey*, 1982 TAR II: North of Superior

Terrace Bay's Waterfront Development Study undertaken by Cumming Cockburn Limited - Hope Consulting Group Inc. provided some of the text and many of the ideas contained in this document. In addition information was obtained from MTR, *Ontario Travel Survey*, 1982 TAR II: North of Superior, MTR, *Ontario Exit Survey*, 1985 TAR II: North of Superior Tourism, OMTC Traffic Volumes, 1987.

APPENDIX E

**AQUASABON CHAMBER OF COMMERCE
TOURIST RESEARCH QUESTIONNAIRE SUMMARY**

The above survey was carried out during the summer months of July, August and September of 1989. The questionnaires were distributed to the travelling public by the various businesses within Chamber of Commerce jurisdiction. The number of questionnaires that were returned, in various stages of completion, was 213.

The following information is a summary of the total responses, percentages, and ranking for each question asked.

2. What is your reason for stopping in the area?

	Total of Responses	%	Rank
Business	10	3.5	6
Pleasure	89	30.8	1
Touring the Area	80	27.7	2
Visiting Friends/Relatives	23	8.0	4
Attending Event	7	2.0	7
Short Stop for Gas or Food	60	20.0	3
Other	20	7.0	5
Total	289		

* Other - Passing through
- Wanted to stop

About 77% of the tourist traffic that flows through the Terrace Bay area was on holidays or travelling.

3. Where do you live?

Location	Total of Responses	%	Rank
Canada			
Maritimes	3	1.40	8
Quebec	1	.47	9
Western Canada	28	13.40	4
Manitoba	10	4.80	6
Ontario			
Southern Ontario	43 }	20.6 }	3
Southeastern Ontario	11 }	5.3 }	5
Northern Ontario	50 }	23.9 }	2
U.S.A.	56	26.8	1
Europe	7	3.3	7
Total	209		

Seventy percent of the travellers in the Terrace Bay area are Canadians. Twenty-seven percent are Americans with the remaining three percent consisting of Europeans.

Over one-half of the Canadians were from Ontario while eighteen percent were from the western provinces. Two percent were from the east coast.

4. What is your destination?

Location	Total of Responses	%	Rank
Maritimes	4	2.0	7
Quebec	5	2.4	6
Ontario - Southern	30	15.0	2
- Northern	76	37.0	1
Manitoba	12	6.0	4
Saskatchewan	1	.5	9
Alberta	12	6.0	4
British Columbia	7	3.0	5
U.S.A.	20	10.0	3
Provincial Park	3	1.5	8
National Park	1	.5	9
Touring Around	20	10.0	3
Home	13	6.0	4
Total	205		

Fifty-two percent of the travellers identified various destination points in Ontario. Thirty-seven percent of these were travelling within Northern Ontario.

Thirty percent of all the travellers were passing through the area to other destinations. Miscellaneous activities such as camping or touring around account for the remaining eighteen percent.

5. Where did you stay last night?

Location	Total of Responses	%	Rank
Maritimes	2	1.0	5
Ontario - Southern	2	1.0	5
- Northern	146	76.0	1
Saskatchewan	1	.5	6
U.S.A.	3	1.6	4
Campgrounds	12	6.0	3
Provincial Park	12	6.0	3
National Park	1	.5	6
Home	13	7.0	2

Total	192		

Over eighty-eight percent of the tourists stayed in the north the previous night. Campgrounds, Provincial and National Parks account for twelve percent of their total.

6. What was your accommodation last night?

Type	Total of Responses	%	Rank
Motel	75	36.0	1
Hotel	12	6.0	5
Lodge/Resort	8	4.0	6
Campground/Trailer Park	51	25.0	2
Bed & Breakfast	0	0.0	0
Other			
- Home	21	10.0	3
- Relatives	16	8.0	4
- Friends	9	4.0	6
- Trailer/R.V.	6	3.0	7
- Boat	6	3.0	7
- Tent	4	2.0	8

Total	208		

Accommodations the previous night consisted of motels - thirty-six percent, campgrounds/trailer parks - twenty-five percent, with other accommodations such as home, relatives, friends, etc. accounting for thirty percent.

7. When did you decide to stop here?

Timing	Total of Responses	%	Rank
Planning your Trip at Home	55	26.0	3
Yesterday	29	14.0	4
While Travelling Today	66	32.0	1
On the Spur of the Moment	59	28.0	2

Total	209		

Sixty percent of the motoring public decided to stop in the area the same day; fourteen percent decided the day before while twenty-six percent planned their stops at home.

8. What made you decide to stop here?

Reason	Total of Responses	%	Rank
Beautiful Scenery	75	21.0	1
Accommodations	57	16.0	3
Dining	52	14.0	4
Tourist Attraction	18	5.0	7
Fishing/Hunting	6	2.0	9
Boating	7	2.0	9
Recreation	8	2.0	9
Gasoline	30	8.0	6
Just Needed a Break	64	18.0	2
Convenient Stopping Point	12	3.0	8
Other		9.0	5
- Tour Boat	- 1		
- Stayed Before	- 6		
- Other Recommendations	- 10		
- Tournament	- 1		
- Work	- 3		
- Visiting Friends/Relatives	- 4		
- Well Known Area	- 1		
- Advertising	- 2		
- Shops	- 3		
Total	360		

Forty percent of the people decided to stop for a break, food or fuel, sixteen percent wanted accommodations, twenty-one percent stopped for the scenery, while twenty percent accounted for other miscellaneous reasons such as visiting friends and relatives, fishing and boating.

9. Have you stayed in this area before?

Yes	67	37.0%
No	113	63.0%

Two-thirds of the respondents are first time visitors to the area while a third are returnees.

10. How long are you staying in this area?

Length of Stay	Total of Responses	%	Rank
A Few Minutes	26	12.0	4
A Few Hours	42	20.0	2
1 Night	91	43.0	1
2 to 5 Nights	37	18.0	3
Over 5 Nights	15	7.0	5
Total	211		

One-third of the travellers made a short stop, forty-three percent stayed over night, while twenty-five percent stayed longer.

11. How often have/do you stay here per year?

Number of Visits	Total of Responses	%	Rank
First Time	25	23.0	3
Second Time/Once Before	32	29.0	2
Never	38	34.0	1
Live Here	1	.9	7
3 to 5 Days	2	2.0	6
More than 3 Times	9	8.0	4
In Last 2 Years	4	4.0	5
Total	110		

Fifty-seven percent are visiting the area for the first time which is consistent with the percentage of first-time visitors staying in the area.

12. How many persons in your party?

Group Size	Total of Responses	%	Total Persons Per Group	Rank
1	6	3.0	6	6
2	105	54.0	210	1
3	17	9.0	51	3
4	44	22.0	176	2
5	9	4.6	45	5
6	10	5.0	60	4
7	2	1.0	14	7
15+	2	1.0	30	7
Total	195		592	

Age Group	Male	Female
1-10	24	28
11-20	26	20
21-30	26	39
31-40	44	46
41-50	38	46
51-60	26	37
61-70	27	23
70+	8	6
Total	219	245

Party sizes of two people per vehicle was indicated the most with party sizes of four and three following. An average party is 3.03 per vehicle. The predominant age group of the travellers for both male and female is 30 to 50 years of age.

13. Please rate the following services.

Total of Responses by Service & Rating

Services	Not Used	Excellent	%	Good	%	Poor	%
Accommodations	67	60	58.0	41	40.0	2	2.0
Restaurants	27	95	62.0	54	35.0	5	3.0
Recreation	81	32	56.0	22	39.0	3	5.0
Hospitality	12	122	75.0	41	25.0	0	0
Total	187	309		158		10	

Comments

Positive - clean rooms
- beautiful town
- clean town

Negative - do not like the smell
- restaurants expensive
- food terrible
- need signs for attractions
- need Journey's End Motel
- improve the beaches

Hospitality was rated excellent over all by seventy-five percent of the public. Restaurants were also rated excellent by sixty-two percent, and accommodations fifty-eight percent. Recreation was considered good by thirty-nine percent.

TERRACE BAY
TOURISM STRATEGY

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14. How much money did your group spend in the area on the following categories?

Total of Responses by Group Spending					
Categories	\$0-5	\$5-10	\$10-20	\$20-50	\$50+
Food	17	15	42	65	37
Gasoline	21	3	35	46	14
Accommodations	19	3	18	41	29
Souvenirs	35	7	14	17	8
Other	30	7	4	9	10

Total Dollar Value of Group Spending						
Categories	\$0-5 (2.50)	\$5-10 (7.50)	\$10-20 (15.00)	\$20-30 (35.00)	\$50+ (50)	Total
Food	42.50	112.50	630.00	2,275.00	1,850.00	4,910.00
Gasoline	52.50	22.50	525.00	1,610.00	700.00	2,910.00
Accommodations	47.50	22.50	270.00	1,435.00	1,450.00	3,225.00
Souvenirs	87.50	52.50	210.00	595.00	400.00	1,345.00
Other	75.00	52.50	60.00	315.00	500.00	1,002.50
Total	\$305.00	\$262.50	\$1,695.00	\$6,230.00	\$4,900.00	\$13,392.50

Tourists in the Terrace Bay area spend the most amount of money on food followed by accommodations and fuel. The average amount of money spent by group for food, fuel, accommodations, souvenirs and other miscellaneous items is \$62.87.

The Aquasabon Chamber of Commerce tourism research questionnaire carried out during the months of July through to September inclusive in 1989 revealed that 30% of the respondents that stopped in the area did so primarily for pleasure, followed closely by 28% who were just touring the area. A short stop for gas or food accounted for 20%.

The decision to stop in the area was usually made while travelling that day followed by on the spur of the moment and while planning their trip at home.

In total, sixty percent of respondents did not make their decision to stop in Terrace Bay until the same day. Twenty-one percent of the travelling public decided to stop in the Terrace Bay area because of the beautiful scenery, while 18% just needed a break. Various other reasons such as visiting friends or relatives, recommendations about the area, and a convenient stopping point accounted for 13%.

Tourists' length of stay ranked from staying over night, to a few hours to two to five nights. In terms of the most money spent in a stop, food is a first priority with accommodation and fuel following. All five categories showed a dollar value of \$62.87 per group being spent.

It is estimated that approximately 60,000 vehicles stopped in Terrace Bay either for a short period or over night during the months of July and August. Based on the average expenditure of \$62.87 per group, \$3,750,000 was left by tourists in Terrace Bay in that period.

Tourism is obviously a major contributor to the local economy and can be significantly increased.

CAR COUNT SUMMARY

An eight day car count survey carried out between July 12 and August 23 revealed that traffic flow through Terrace Bay occurs during two significant time periods - 10:00am to 12:00 noon and 2:00pm to 3:00pm. Both of these time frames show that a greater percentage of cars go through than those that turn in. In all cases, traffic going through is greater than that turning in.

Daily percentage rates are as follows:

	Cars Turning In %	Cars Going Through %
July 12	41	59
13	40	60
15	41	59
19	39	61
24	42	58
27	43	57
August 21	42	58
23	46	54

In 56 hours, 3,249 motor vehicles turned off into the Town of Terrace Bay. It is estimated that these vehicles generated \$204,201. However, during this same time period, 4,613 motor vehicles passed through Terrace Bay without stopping; as a result, a possible revenue of \$290,019.00 was lost to the Town. The loss of this revenue further emphasizes the need for the Town to get these vehicles to stop.

Further calculations revealed that for the remaining days (54) in July and August, with the average of 406 vehicles turning per day, \$1,378,361.00 would have been added to the Town's revenue.

By comparison, Ministry of Transportation traffic figures for 1984 indicate that 2,400 vehicles per day pass through Terrace Bay during the summer months; forty percent or 960 of these vehicles turn in. By applying the per capita expenditure of \$62.87 calculated from the Chamber of Commerce Tourism Research Questionnaire to the total number of vehicles turning in in a 62 day period, a revenue of \$3,742,022 is generated into the Town's revenue.

A summary of truck traffic flow going through Terrace Bay has not been included due to lack of consistent data.

TERRACE BAY CAR COUNT SUMMARY

Cars/Motor Homes - Turning In

Time/Dates	July						August		Totals
	12	13	15	19	24	27	21	23	
9-10	62	-	113	65	80	121	-	-	441
10-11	126	128	118	143	119	104	76	81	895}
11-12	105	82	71	130	38	111	116	136	789}
12-1	-	-	-	-	-	223	-	111	334}
1-2	-	-	-	75	-	-	-	-	75
2-3	138	-	-	134	-	-	130	-	402
3-4	69	-	-	128	-	-	92	-	289
4-5	24	-	-	-	-	-	-	-	24
Total	524	210	302	675	237	559	414	328	3,249

Cars/Motor Homes - Going Through

9-10	73	-	139	115	117	139	-	-	583
10-11	168	186	192	221	154	149	103	113	1,286}
11-12	154	135	105	169	63	210	154	161	1,151}
12-1	-	-	-	-	-	245	-	117	362
1-2	-	-	-	115	-	-	-	-	115
2-3	238	-	-	220	-	-	181	-	639
3-4	87	-	-	221	-	-	139	-	447
4-5	30	-	-	-	-	-	-	-	30
Totals	750	321	436	1,061	334	743	577	391	4,613