



Becoming the World's Best Snowmobile Destination

Destination Northern Ontario Training Week



The Team



MARKEY CONSULTING



JPONext
Consulting

Funding Partners

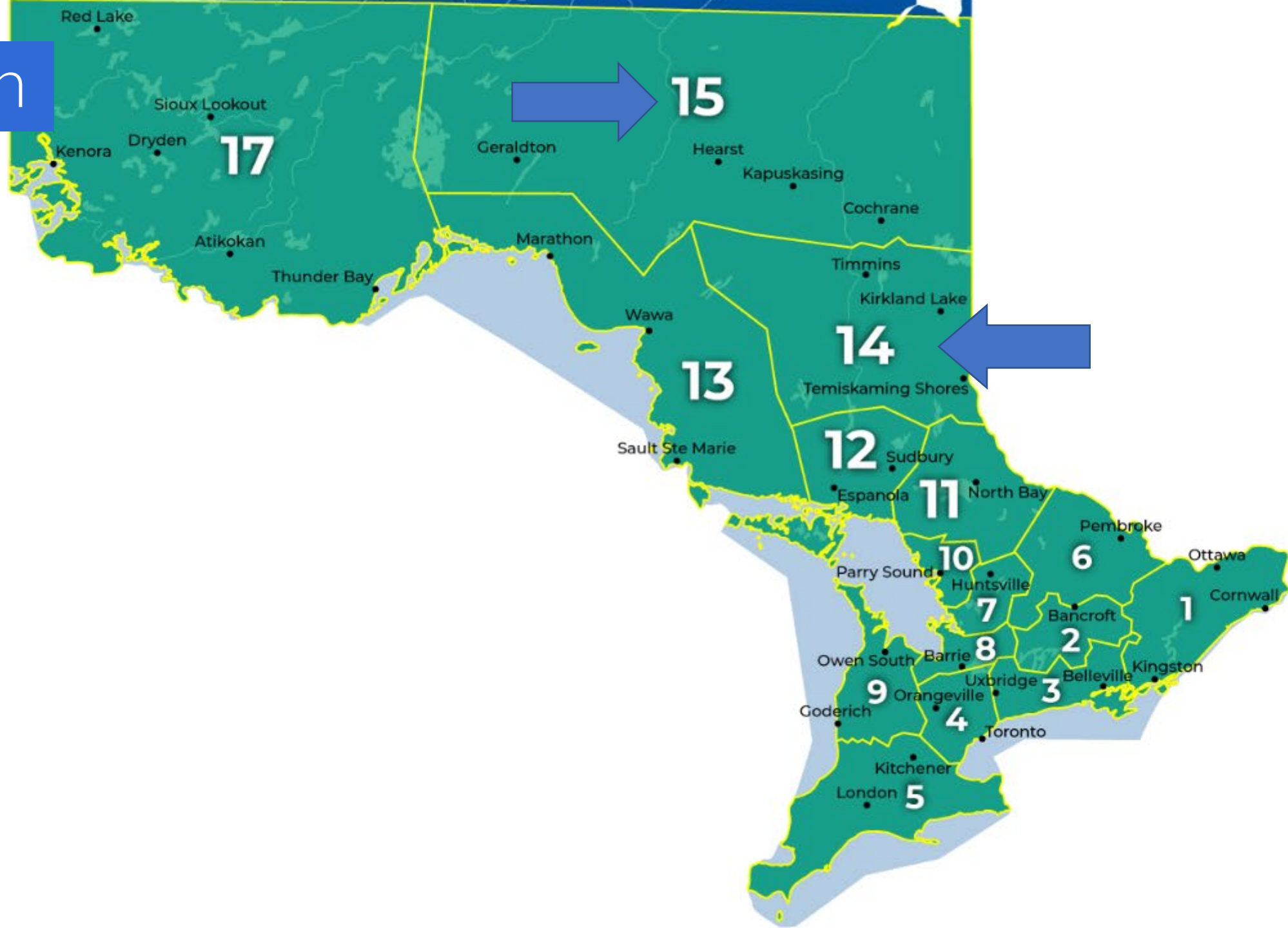


Agenda

1. World's Best Snowmobile Destination Project Background
2. The Pilot Loop
3. Snowmobilers – Who are They?
 The Snowmobile Market
4. Becoming Snowmobile Friendly
 Snowmobile Friendly Checklists
5. Wrap up/Questions

Background

The Region



Mission

Using our communities, businesses, stakeholders, trails and infrastructure to differentiate our product, services and local culture, we seek to enhance and develop the most prominent and recognized snowmobile experience in the world.





Vision

To be the world's leading snowmobile destination.

Achieved by

- Engagement
- Innovation
- Quality
- Sustainability
- Connectivity
- Safety



Achieved by



A three year work plan with annual deliverables as outlined in the WBSD strategy

Year 1 Tasks



1. Begin to establish long term operational foundations

Year 1 Tasks



2. Establish pilot loop

Year 1 Tasks



3. Develop sustainability plan through partnerships

Year 1 Tasks

4. Deliver snowmobile experience enhancement training

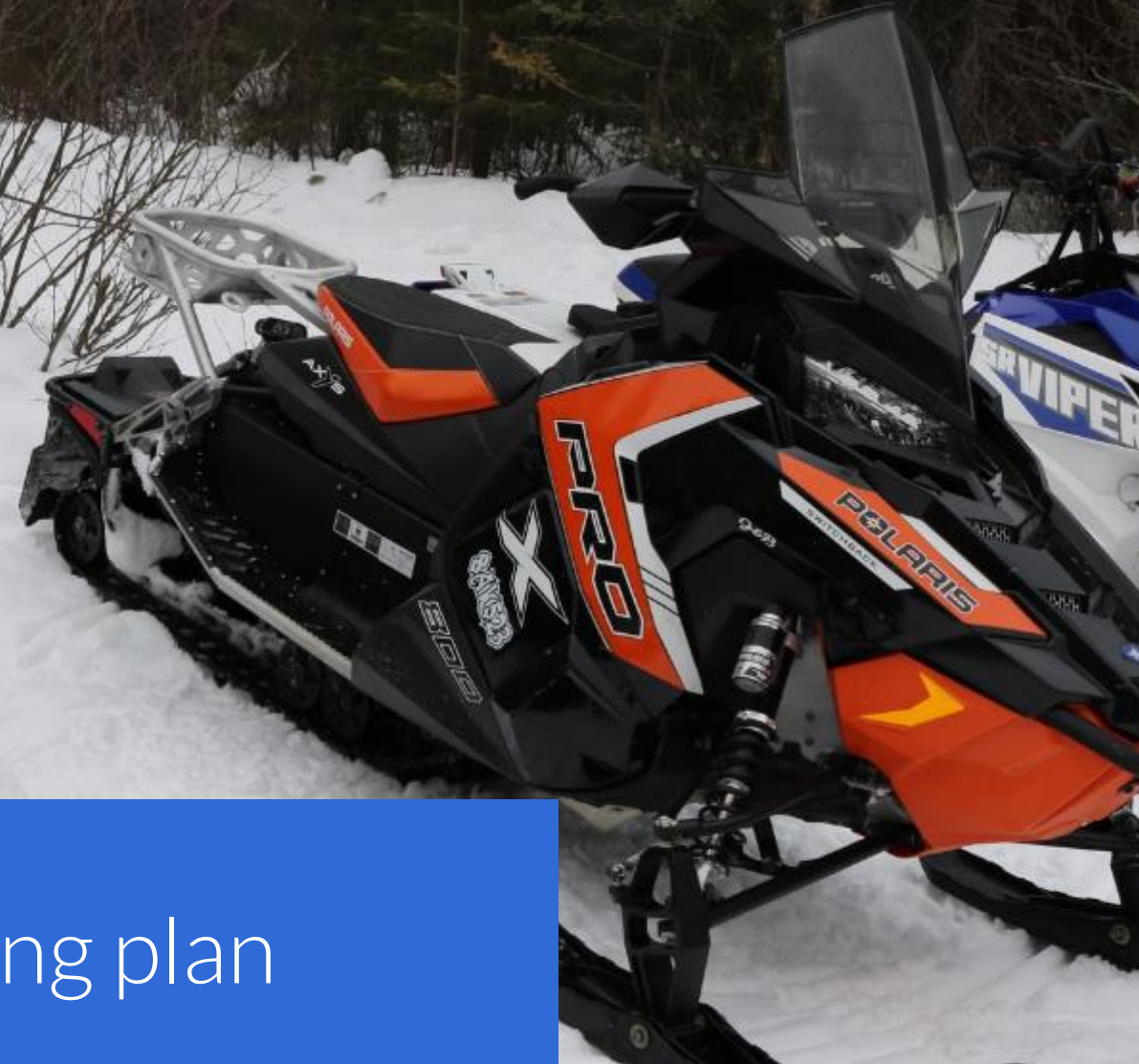


Year 1 Tasks

5. Brand development



Year 1 Tasks



6. Develop signage and wayfinding plan

Year 1 Tasks

Play
THE SNOWMOBILE SCAVENGER HUNT

Scan the QR code,
download the Scavify App

and find all of the locations on the
Gateway to the North Loop for a
CHANCE TO WIN GREAT PRIZES.

JOUER À LA CHASSE AU TRÉSOR EN MOTONEIGE.
Scannez le code QR, téléchargez l'application
Scavify et trouvez tous les emplacements au
long de la boucle Gateway to the North pour
UNE CHANCE DE GAGNER DE SUPERBES PRIX.

Ride THE NORTH
ONTARIO, CANADA

7. Develop a snowmobile event

Year 2 & 3

- Product & experience enhancement
- Implementation
- Sustainability model development
- Formalizing the board and governance model
- Marketing

The Pilot Loop

(Gateway to the North Loop)

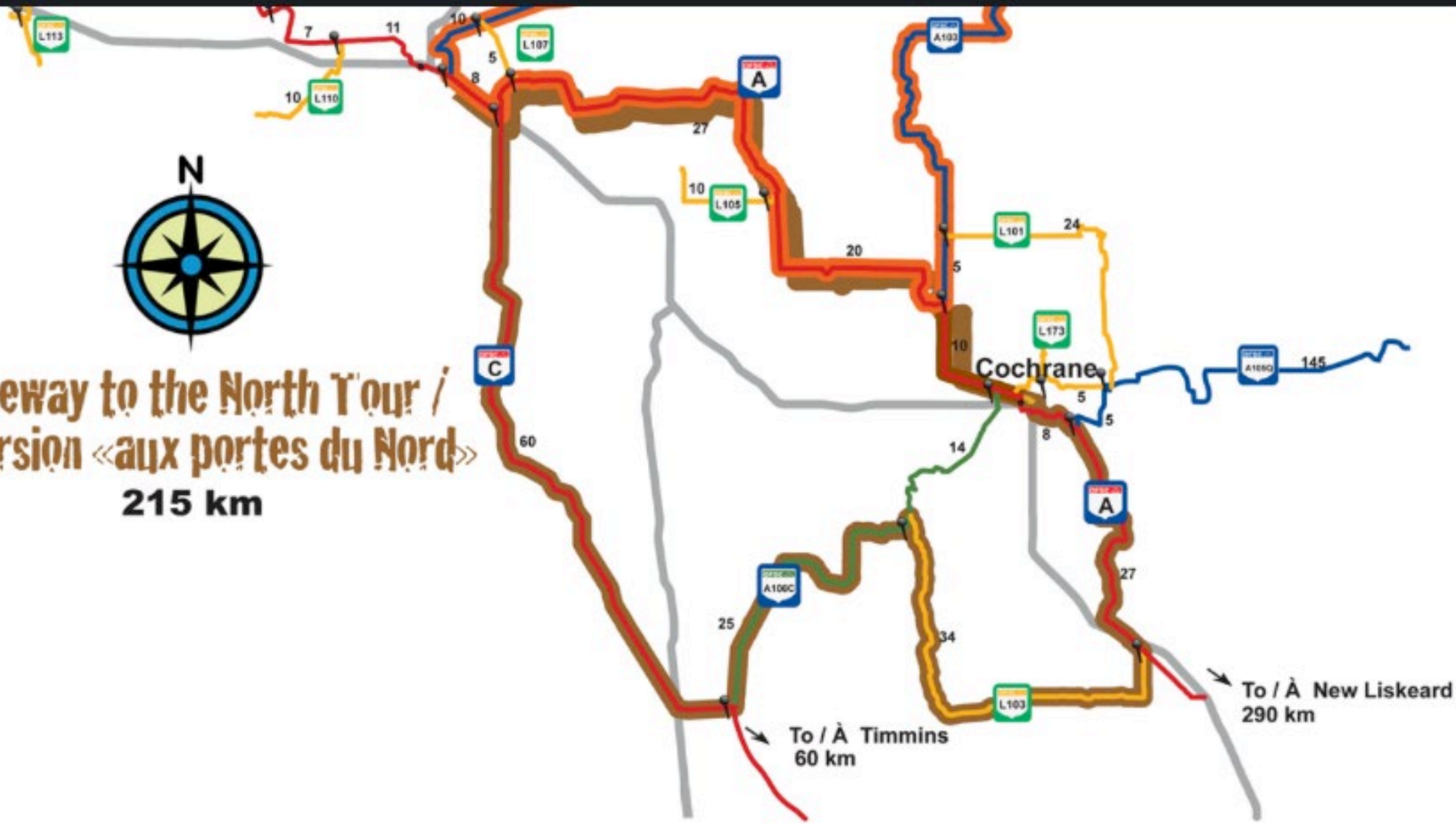
- 215km
- Cochrane And Smooth Rock Falls are the Gateways





Gateway to the North Tour / Excursion «aux portes du Nord»

215 km



Snowmobile Tourists – Who are They?



ANNUAL ECONOMIC IMPACT

Canada | \$8 BILLION
US | \$26 BILLION



\$1 million
TOURISM REVENUE
14 full time jobs



SNOWMOBILER PROFILE

Average age of a snowmobiler

42
YEARS

The average snowmobiler spends

\$4,000 PER YEAR

on snowmobile related recreation

Three in ten have household incomes of less than **\$60,000**

Four in ten have household incomes of at least **\$100,000**

The average snowmobiler rides
1,819 KM | 1,210 MI PER YEAR IN
NORTH AMERICA

53% of snowmobilers trailer their snowmobiles to ride





SNOWMOBILE TOURISTS SPEND
\$23.6 million
 ANNUALLY IN NORTHERN ONTARIO

The three regions of Northern Ontario capture relatively even shares of all the north's snowmobile tourists

Northern Ontario captures 21% of the province's domestic snowmobile tourists and 31% of all spending in the province

Northern Ontario's market takes trips that are, on average, twice as long as snowmobilers in Southern Ontario

50% | of riders trailer their snowmobile

77% | of Ontario riders stay within the province

17% | of riders will travel 4 to 6 hours

28% | of riders will stay over 1 to 4 nights

8.5% | of riders will travel 6 to 8 hours

16% | of riders will stay over 5 to 9 nights

5.5% | of riders will travel 9 or more hours

47% | of riders will not stay overnight

THERE ARE

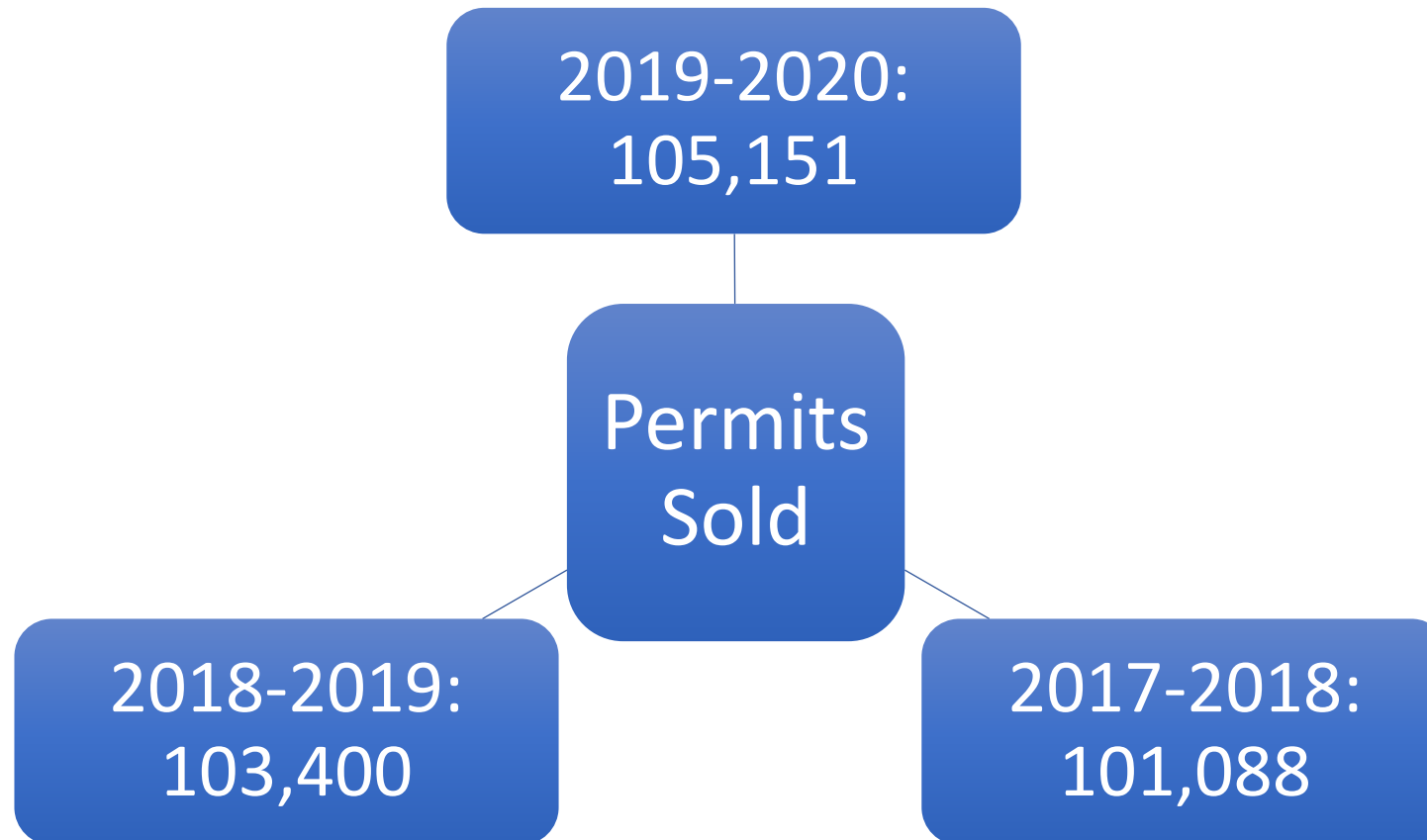
16  **SNOW TOURS IN NORTHERN ONTARIO**

SEVEN OF THESE TOURS ARE IN THE DISTRICTS COVERED BY THE NECN

85% | of riders deem designated tourism loops a priority

Who Are They

- +/- 150,000 insured snowmobiles in Ontario



ECONOMIC EXPENDITURE	DAY TRIPS (1 DAY)	OVERNIGHT TRIPS (1-3 NIGHTS)	TOURS (4+ NIGHTS)
Restaurants	\$110.53	\$174.80	\$233.62
Stores - F+B	\$0.00	\$68.45	\$79.98
Accommodations	\$0.00	\$225.22	\$349.78
Fuel	\$82.88	\$177.77	\$239.51
TOTAL	\$193.41	\$646.24	\$902.89

Becoming Snowmobile Friendly

Why?

- Aspire to become the World's Best
- Increase your bottom line
- Have riders sell your experience for you
- Exceed rider expectations
- Attract new riders
- Get positive reviews
- Gain repeat guests/customers

Who?

Focusing on:

- Accommodations
- Restaurants
- Repair shops/gas stations
- Communities/staging areas

How?

- Step 1 – Complete online training
- Step 2 – Complete self assessment form
- Step 3 – Participate in Fast Track to Success program (onsite coaching)
- Step 4 – Implement changes and do ongoing assessment

Accommodations

Accommodation Video

Accommodations

Top 10 Snowmobile Friendly Checklist

Accommodations

TOP 10

1. Offer a snowmobiler rate or package
2. Lots of hooks and areas for drying gear
3. Staff are knowledgeable about snowmobiling
4. Designated areas for snowmobile/truck/trailer parking
5. Leaves snow in areas frequently used by snowmobiles
6. Supports the local club
7. Offers towels/rags for wiping off machines
8. Has a hot tub or sauna
9. Has signage on trail to get to property
10. Has a common area for socializing



QUALITY
INN

INDOOR POOL
Free HOT BREAKFAST

WORLDS BEST
SNOWMOBILE TRAILS
START HERE

EARLTON 27
KIRKLAND LAKE 84
TIMMINS 205











Accommodations

Think about some of the things you can do to be super snowmobile friendly.

Restaurants

Restaurant Video

Top 10 Snowmobile Friendly Checklist

Restaurants

TOP 10

1. Offers a snowmobiler themed menu item
2. Lots of hooks and areas for drying/storing gear
3. Staff are knowledgeable about snowmobiling
4. Designated areas for snowmobile parking
5. Leaves snow in areas frequently used by snowmobiles
6. Supports the local club
7. Has signage on trail to get to property
8. Has a sign out front welcoming sledders
9. Flexible seating for groups
10. Has consistent winter hours





Restaurants

Think about some of the things you can do to become super snowmobile friendly.

Fuel/Service
Top 10 Snowmobile Friendly Checklist

TOP 10

1. Staff are knowledgeable about snowmobiling
2. Leaves snow in areas frequently used by snowmobiles
3. Supports the local club
4. Has signage on trail to get to property
5. Has mounted trail map on wall and distributes maps
6. Has high octane fuel available
7. Clean washrooms
8. Has good supply of comfort items such as balaclavas, mitts/hand warmers
9. Ability to pick up/transport broken machines
10. Can do repairs in a timely fashion



SHOWERS
←

NO OPEN FLAMES
NO SMOKING
NO CELL PHONES

IT'S UNLAWFUL
TO DISPENSE
GASOLINE INTO
UNAPPROVED
CONTAINERS

PLEASE PRESS
BUTTON FOR
SERVICE
↓

NO LEAD

Shell logo and other safety warnings.



Fuel/Service

Share some of the things you do to be snowmobile friendly.

Community Top 10 Snowmobile Friendly Checklist

Community

TOP 10

1. A welcoming community that understands snowmobilers
2. Have snowmobile friendly snow removal policies
3. Snowmobile welcome signage
4. Has an organized snowmobile event or festival
5. Snowmobile content and images on tourism websites
6. Partnerships with local clubs
7. Safe and secure staging areas
8. Clean public washrooms
9. Taxis available to shuttle riders (restaurants etc)
10. In town wayfinding to trails/staging areas/motels etc







ABITIBI
CANYON
TOUR



RANDONNÉE
ABITIBI
CANYON



Community

Think about some of the things your community can do to be super snowmobile friendly.

Operator Safety



WHO U
GONNA
CALL?

Operator Safety Video

Consumer Branding

Consumer Branding

1. Developed after significant consumer surveys and research
2. Designed to be something people want to belong to
3. Frames all consumer facing marketing and promotions
4. Promotional items for everyone to use (stickers, patches)



ONTARIO, CANADA



ARE YOU READY TO RIDE THE NORTH?



BRAND TOOLKIT





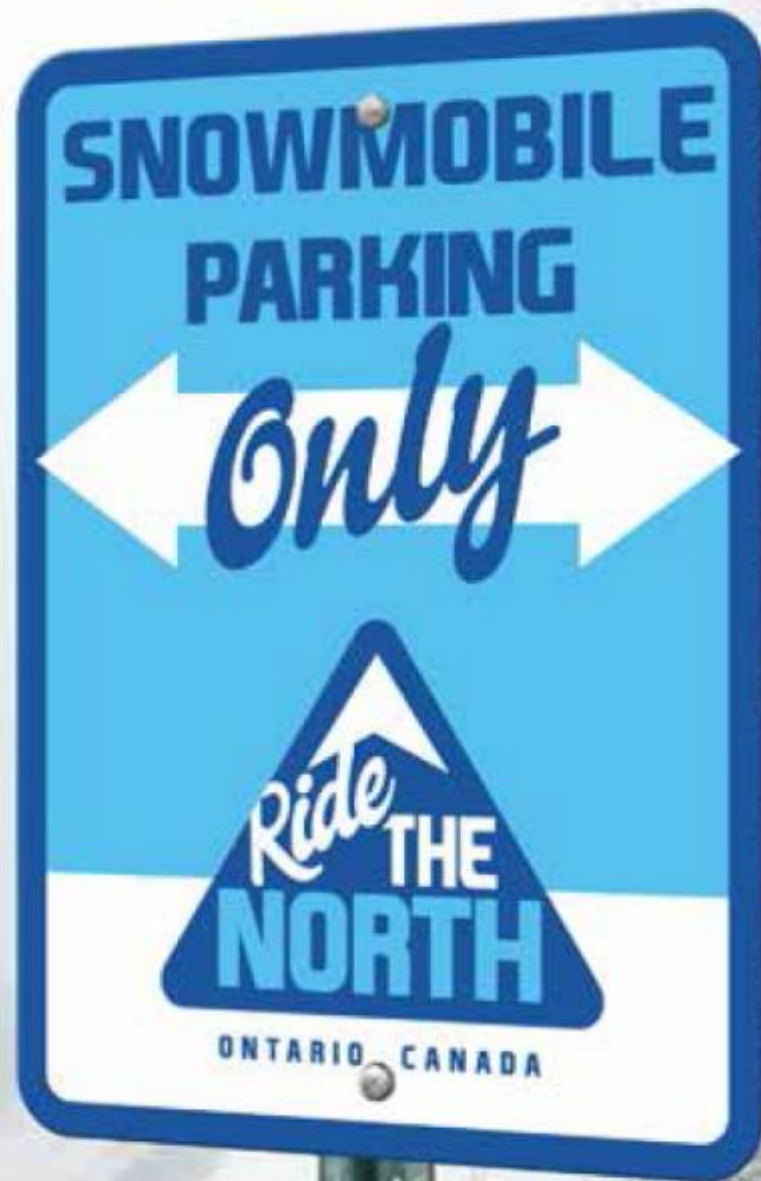
Ride THE
NORTH

ONTARIO, CANADA



Photo courtesy of Destination Ontario, Taken by Virgil Krupp

*parking
sign*



So...What can you do to
Become World's Best?

What can you do?

1. Focus on the little details that make riders smile
2. Use the checklists
3. Exceed your customer/guest expectations
4. Give them (positive) things to talk about on social media
5. Align with Ride the North branding
6. Support your local clubs
7. Complete Tourism Excellence North Training

Questions?

Thank You

