

**Shirley Bond**

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**From:** "Ron Taylor" <ron.n.taylor@gmail.com>  
**To:** <info@tswpanel.ca>  
**Sent:** September 27, 2007 11:34 AM  
**Subject:** Please consider the following to be my submission to the TS Panel

The Trent-Severn Historic Waterway **should be** one of Ontario's top 10 destinations to visit. I recently stumbled upon the Kirkfield Locks on an Ontario road trip on the eve of their 100 year anniversary celebration this summer. This brought back childhood memories when my parents took us to the Peterborough Locks while staying at a cottage on Rice Lake. It also reminded me of how this is still an engineering marvel reflective of the best technology at the time of its completion.

As the Publisher of one of Ontario's busiest consumer travel websites, Ontario Travel North of Toronto ([www.400eleven.com](http://www.400eleven.com))

I have several members who are directly impacted as they have resort properties on or close to the TS system.

As most tourist operators know it is a battle to keep the accommodation occupancy levels up with our declining American markets.

The TS System can certainly be positioned as a major demand generator, however the story needs to be told over and over to stimulate tourist demand not only from Ontario residents, but the rest of the world.

My recent Kirkfield Lock experience woke me up to the fact that we do not do a good job of telling the story. The major press that weekend was focused on a new engineering marvel in Toronto with the building of a new Eastern Temple,

There was nothing in the major media highlighting the significance of the Lock anniversary another engineering marvel.....We are in danger of losing our historical background and any significance that our children may attribute to the building of our great country.

Preservation of this route is essential, however telling the story is equally as important if tourist demand and visitation is expected to fund the ongoing maintenance of such a system.

The presentation by the CBA in Barrie which I attended attributed the decline to the lack of Promotion. This of course requires a long term commitment and funding. Telling the story is part of the communications problem as a result of very little funding.

I fully support the essence of their presentation.

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