

Presentation By Bob Pennock



Marketing

- Promotion
- Advertising
- User Friendly
- Word of Mouth Recommendations
- Improvements
- International Events



ENJOY THE SECRETS OF AN ANCIENT PASSAGEWAY LAKE ONTARIO TO GEORGIAN BAY 386 KM (240 miles)

The Trent Severn waterway takes you along the highway first travelled by Champlain in 1615 and was used for centuries by the Iroquois, Huron and Mississauga aboriginals as well as French voyagers. Many historic plaques are located throughout the waterway so you can follow the heritage dating back hundreds of years. As you pass through the varied picturesque countryside you'll experience travel through many locks which date back to 1836. Of particular interest are the two lift locks of only 7 left in the world. Nearing Georgian Bay you'll be taken through the Big Shute Marine Railway Lock (the only one of its kind in the world) which is in itself a unique experience. The route passes through many Villages and Towns of the Canadian Shield which each offer unique dining, shopping and sightseeing experiences. At the northern end you'll enter Georgian Bay with its 30,000 islands and, 100's of sheltered bays for mooring. Of course don't forget your fishing gear as the waters contain an abundant of Bass, Pickerel, Muskellunge and Lake Trout.

This is a once in a lifetime experience on an ancient waterway where you are treated as Royalty.

THE TRENT SEVERN WATERWAY A NATIONAL HISTORIC SITE

Fenelon Falls

This small village, called the Jewel of the Kawarthas was first settled in 1836.

It's main feature, the Falls, is often referred to as little Niagara.

South of the falls you traverse through a mile long limestone gorge which opens onto the expansive Sturgeon Lake.

As the main industry was lumbering, on the south side of the falls you'll see a recreation of the log slide used to move the wood south, starting in 1850.

Not to be missed is the spectacle of the dancing coloured lights on the falls and it's accompanying 100' cascading water fountain.

Fenelon is home to one of the four comfort stations on the waterway.

Belleville

Lakefield

Peterborough



Orillia

Midland

Hastings

Cambellford

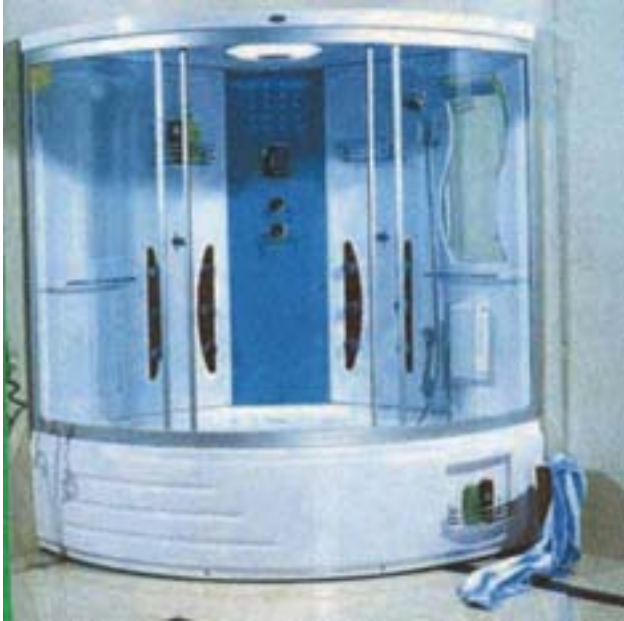
Kirkfield

Georgian Bay

Bobcaygeon

New Amenities

Comfort Station



Libraries



New Amenities

- Comfort Stations
- Internet Access
- Libraries
- Hydro, Water, Pumping
- Special Events
- Lock Specific Pamphlet

Lock 34 Fenelon Falls



FENELON FALLS *The Jewel of the Kawarthas*

Fenelon Falls was first settled in 1833 and was named after a Sulpician Priest who ran a mission for the Iroquois in the 1600's. The Huron Indians inhabited the area from 1400 to 1649 when the Iroquois destroyed the Huron Mission at Midland (You can visit a recreation of this Mission at Penetang) Fenelon grew as a milling and lumber centre into the 20th century. The log slide used in that era has been recreated. It was as well was the head for the many 1800 vessels plying the Lakes. The Falls is often referred to as Little Niagara and the spectacular light show on the Falls and the new 100' fountain is not to be missed. Fenelon currently caters to the Cottage and Tourist trade and offer innumerable shopping and dinning experiences.





Attractions

A short 3 min walk from the lock is Garnet Graham park with it's sandy beaches , picnic areas and attractions to help burn off your children's excess energy.

On your way to the Park you'll pass the Maryboro Museum It is a squared Timber pioneer home built in 1837.It now house an extensive and diverse collection illustrating the evolution of Fenelon Falls from the pre-European era to present.
Admission by donation.

Clothing

Dining

Food

Events



Side Trips

Medical

Comfort Station

Hydro Station

Beer & Liquor

Hardware Stores

Lock Facilities

Marinas And Launch Ramps

Locks #32 Bobcaygeon to #35 Rosedale



Code

Marinas Green Launch Sites Blue

KEY

G Gas

D Diesel

H Haulage Facilities

M Mechanic

O Overnight Dockage Facilities

L 20' Can accommodate

F Groceries

B Bait

D GPS Repairs

P Pumpage

W Water

DE 6' Depth

Marinas And Launch Ramps

#12 FENELON MARINA Phone # Email Address

GPS Lat 44:32:13N Long 78:44:11W

G, D, H, M, O, P, W, L 30', DE 5' R



Marketing

- Hire Professional Ad Agency
- Determine Target Group and Media
- Mailing Yacht Clubs
- Participate in Trade Shows
- Build Professional Show Booth
- Full Page Advertisements







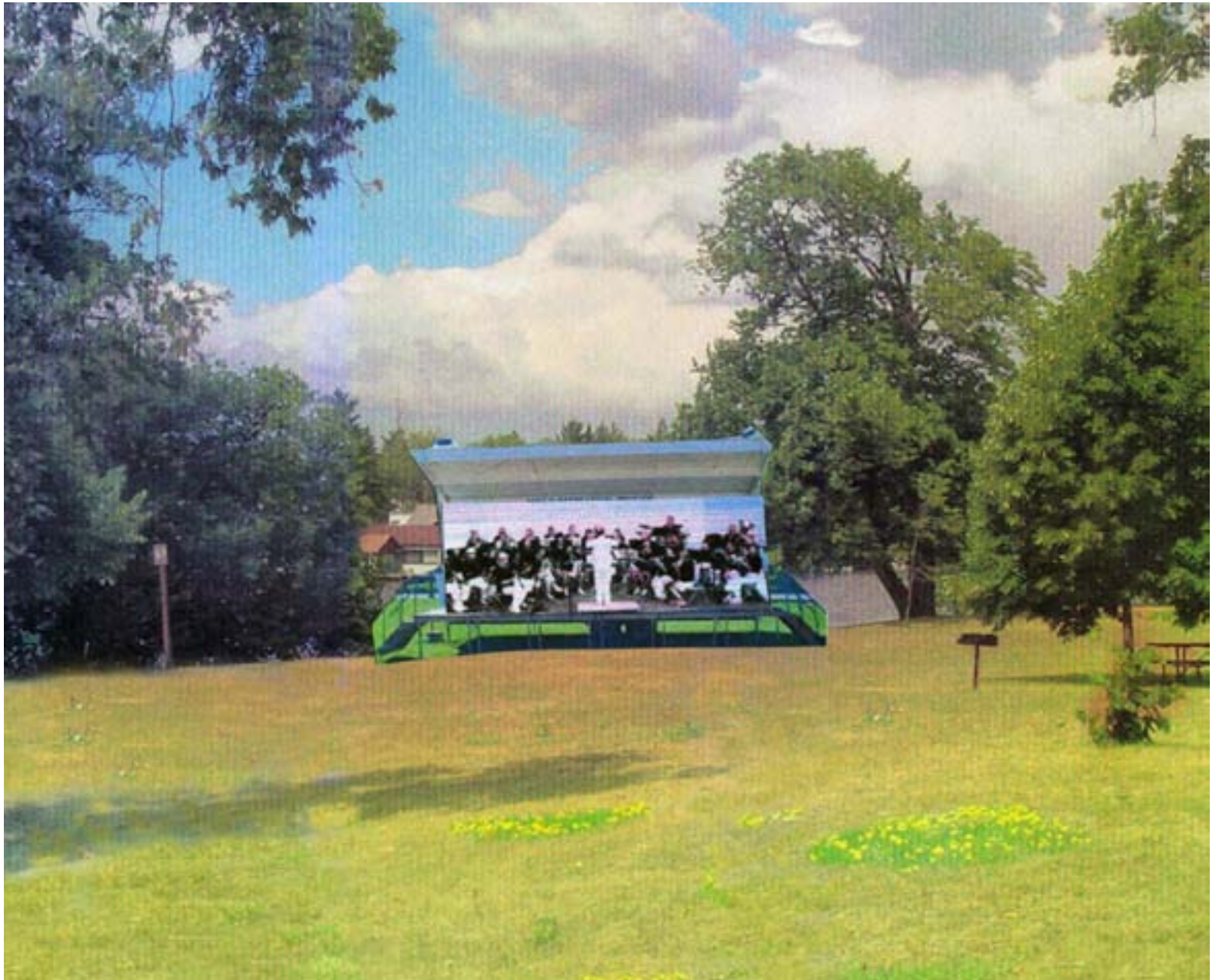














Champlain International Pioneer Race



Lake Ontario to Georgian Bay



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Trent-Severn Waterway/La Voie-Navigable-Trent-Severn

