

MARKETING –TRENT WATERWAY

- **NEED TO MOUNT AN AGGRESSIVE MARKETING CAMPAIGN THRU TOURISM CANADA, PARKS CANADA AND ONTARIO TOURISM.**
- **NEED TO REACH BOATERS IN ONTARIO, NEW YORK, ILLINOIS AND MICHIGAN STATES.**
- **WE WILL GAIN EXCEPTIONAL TRAFFIC AND REVENUE POTENTIAL**

MARKETING-TRENT WATERWAY

- **WE DO NOT REACH THESE PEOPLE WITH THE CURRENT PROMOTIONAL EFFORT**
- **WE MUST HAVE GREAT AMMENITIES –DOCKING, SHORE POWER, WATER, SHOWERS AND PROPER HOURS OF OPERATION OF THE LOCKS.**

MARKETING-TRENT WATERWAY

- **FENELON FALLS FIRST MAJOR PORT FROM LAKE SIMCOE- A 6-7 HOUR TRIP**
- **INSUFFICIENT DOCKING, NO SHORE POWER, NO WATER SUPPLY, NO SHOWERS.--- WHY WOULD THEY STOP HERE?**
- **BOBCAYGEON IS AS MUCH AS TWO HOURS AWAY.**
- **THEY ARE ALSO LOOKING FOR PUMP OUT STATIONS.**
- **ACCEPTABLE BOAT RAMPS**

MARKETING-TRENT WATERWAY

- **MUST PROVIDE EXCELLENT COMMUNICATIONS AND 1ST CLASS FACILITIES.**
- **“IF YOU BUILD IT THEY WILL COME”**
- **NEVER MORE RELEVANT THAN TODAY**

MARKETING-TRENT WATERWAY

- **IF WE CAN OVERCOME THESE DEFICIENCIES THE WE CAN LAUNCH AN AGGRESSIVE MARKETING CAMPAIGN.**
- **DETERMINE SPECIFIC TARGET MARKETS.**
- **UPDATE AND REFURBISH ENTIRE TRENT SYSTEM.**
- **COMFORT STATIONS ALONG THE WAY**
- **MARKET SPECIAL EVENTS AND ENTERTAINMENT AVAILABLE**

MARKETING-TRENT WATERWAY

- **NOW AWARE OF UNIQUE WATERWAY.**
- **THEY HAVE FACILITIES TO SATISFY THEIR NEEDS.**
- **WE MAKE THEIR STAY INTERESTING AND ENTERTAINING.**
- **MORE REVENUE GENERATED FOR PARKS CANADA AND COMMUNITIES.**

MARKETING-TRENT SYSTEM

- **COMMUNITIES NEED HELP-THEY DO NOT HAVE FUNDS FOR INFRASTRUCTURE.**
- **COULD NOT BE ANY TRUER FOR FENELON FALLS.**
- **TOURISM IS DECREASING/ BOAT TRAFFIC DOWN**
- **VISITORS CAN NOT FIND DOCKING SPACE**

MARKETING-TRENT SYSTEM

- **REVENUE STREAM WOULD BE GENERATED WITH UPDATED TRENT SYSTEM.**
- **INVIGORATED MARKETING FOCUS TO ATTRACT TOURISM.**
- **JUST IMAGINE IF WE DID IT RIGHT!**