

Kenora District Resource Mapping Project

Final Report

June 24, 2011





Insights Northwest
5 Sandy Lane, Dryden ON P8N 3A6
Marj@salavichs.com
807 223 3004

June 24, 2011

Vicki Kurz
Economic Development Manager
Dryden Development Corporation
30 Van Horne Ave
Dryden, ON P8N 2A7

Re: Final Report – Kenora District Resource Mapping Project

Vicki,

Insights Northwest is pleased to submit this final report for the Kenora District Cultural Mapping Project (KDCMP). This report is one of three deliverables agreed upon in the contract between Insights Northwest and the Dryden Development Corporation; delivery of a master database and community databases of cultural tourism assets submitted in an excel spreadsheet, and the development and launch of a project website are the second and third deliverables. The project website, www.culturaltourismmapping.ca was launched and announced via a DDC media release on May 20, 2011. An electronic copy of an excel spreadsheet of the master database will be transferred via email and memory stick to the DDC and City of Dryden IT department on June 15. Each community will be presented with their database and a copy of the Final Report.

It was a pleasure to work with the communities of Red Lake, Ear Falls, Kenora, Machin, Sioux Lookout, Dryden and Ignace on this groundbreaking cultural tourism project. As long-time residents of this area undertaking this 'Culture Quest', we were excited to learn more about the cultural resources already well known throughout the region, and further energized through the reveal of many more hidden treasures.

Respectfully submitted by,

Marjorie Salavich

Gwen Kurz

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1. Executive Summary

Project History

The Kenora District Resource Mapping Project formed the groundwork for regional economic diversification with cultural tourism as the leading strategy. It is the culmination of provincial and municipal tourism studies and strategies and the natural progression of municipal cultural planning initiatives underway in several communities within the Kenora District.

As a municipal practice there are many benefits to Cultural Resource Mapping:

- Supports the local cultural sector by giving residents and visitors access to information about arts and heritage activities
- Presents information visually in ways that are easy to understand and that will have a strong impact; this helps make the case for investment in cultural resources
- Establishes a group of partners in government and civil society committed to planning for cultural vitality
- Creates a strong base of information about cultural resources that will support evidence-based decision-making and integrated into municipal plans (eg. land use, tourism) (Municipal Cultural Planning Partnership, 2010)

These benefits increase exponentially when Mapping is practiced regionally, particularly in regions like the Kenora District where the communities share the same topography, demographics, and values. Additionally these communities are connected by their workforces, economies, volunteer organizations, school boards, government agencies and social networks. Establishing a central repository for regional cultural tourism resources, and using that tool for planning, promotion, cultural and tourism product development is a formidable, compelling and achievable goal.

This project involved the collaboration of the City of Dryden IT department municipal staff, and Economic Development Officers from the communities of Kenora, Machin, Red Lake, Ear Falls, Dryden, Sioux Lookout, and Ignace. Their progressive attitudes and commitment to reshaping the economy of the region enabled the progression of this project from an intangible vision to reality. While this project is well-founded as a stand-alone initiative, it is also considered the first phase in a two phase project that would result in the establishment of an interactive web based multimedia application that would showcase the region's cultural tourism opportunities on the world stage.

Specific deliverables for this project:

- Consolidated baseline database of cultural tourism resources (as per the framework provided) for the study area and individual community databases provided to each of participating communities for uploading.
- Development of a project website
- Submission of a final report including recommendations on marketable distinctive local and regional features, assets and experiences that can be further developed and promoted enabling the Kenora District to diversify its tourism offerings.

This report document is the final deliverable of the project. It includes: project history, description of research methodology, a summary of project findings, synopsis of secondary research, and initial recommendations on how to utilize the outcomes of the project in the short and long term. Electronic copies of the consolidated and individual databases have been transferred to the Dryden Development Corporation, City of Dryden IT department, and communities. The project website: Culture Quest – Mapping the Cultural Resources of the Kenora District (www.culturaltourismmapping.ca) was launched on May 20, 2011.

Project Findings

This research project involved substantial primary research which was conducted by the consulting team of Insights Northwest and the community working groups. The following chart summarizes the cultural tourism resources recorded according to their primary category in the consolidated database. The Cultural Occupations line is the total from occupations recorded in primary and secondary categories.

Summary of Cultural Tourism Resources in the Project Area								
	Ignace	Machin	Kenora	Red Lake	Ear Falls	Dryden	Sioux Lookout	Total
Creative Cultural Industries	6	2	29	10	3	42	7	99
Community Organizations	5	10	23	12	0	26	13	89
Spaces and Facilities	0	1	2	1	0	1	3	8
Cultural Heritage	9	8	83	7	4	64	3	178
Natural Heritage	7	24	21	7	3	43	5	110
Festivals and Events	2	7	42	21	9	30	9	120
Additional Resources	80	69	250	108	62	139	57	764
Total	109	121	450	166	81	345	97	1368
Cultural Occupations	17	5	11	12	1	32	10	88

Figure 1: Summary of Data for Project Area

Considerable secondary research of provincial, regional, and municipal plans and strategies was also conducted in order to establish the context and rationale for initiating and maintaining the momentum generated by the project. This included:

- Municipal Cultural Plans
- Economic Development Plans
- Local Tourism Analysis and Tourism Development Strategies
- Sustainable Community Plans
- Tourism Product Development Plans
- The Northern Growth Plan
- Provincial Cultural Tourism Development Strategies

The compilation and analysis of all the primary and secondary research validates the timeliness, and short and long term goals of this regional collaboration.

Recommendations

Residents, civic leaders, economic and community development officers, and regular visitors have recognized the cultural resources of their communities and the region for decades and simply labelled it, “our northern lifestyle”. Northwestern Ontarians are fiercely proud of the elements that compose this unique lifestyle: pioneering attitudes, strong community volunteerism, severe winter weather, wildlife viewing from the car on the highway (and in urban areas), friendly neighbourhoods, family oriented communities, high school sports teams, the distance and autonomy from Toronto, and most importantly, their deep connection to the rugged and beautiful wilderness of the boreal forest that is at their doorstep. Capturing and promoting this authentic northern experience through GIS mapping appears to be an ambiguous venture until the data is compiled and the results speak for themselves.

The consulting team of Insights Northwest offers several recommendations within this report regarding ongoing implementation of regional cultural tourism mapping and cultural tourism product development. Two recommendations that must be highlighted are:

- Expansion of the project are to include all the municipalities, Métis and First Nation communities, tourism organizations, and the arts and business communities. Getting ‘everyone on the same page’ would result in the most comprehensive and effective regional cultural tourism initiative.
- Development of a regional interactive, multimedia web application, utilizing the City of Dryden’s GIS technology and regional GIS mapping as a foundation for showcasing the regions cultural tourism opportunities on the world stage.

2. Project History

This Regional Resource Mapping Project is an important step in the regions progress towards economic diversification, specifically in the tourism sector. It demonstrates the commitment of all the stakeholders in the project area -7 municipalities and 2 tourism organizations to work together for collective gain within the current funding environment and technological era.

It was the Dryden Area Cultural Resource Mapping Project which was used as a template that established the new model for GIS cultural resource data collection and inspiration for this regional project. While the idea of establishing a central repository for cultural resources pre-dated the Dryden mapping project, it was the practical application of the GIS cultural resource mapping exercise that solidified the regional plan.

Dryden Area Cultural Resource Mapping Project:

Between November 2010 and March 2011, AuthentCity and YLM/Breken group conducted the Dryden Area Cultural Resource Mapping Project; recording 289 cultural resources in a GIS database. From the beginning of the project, the consultants recognized the need for a local researcher to gather data on resources that are not be available for purchase from data banks such as Info Canada and The Yellow Pages. Their assumption that the local researcher and a local working group from the Cultural Roundtable would review and scrub data supplied by the consultants was determined to be ineffective early in the project. The majority of the resources recorded in the Dryden project were the result of vigorous research and data mining conducted by the local researcher. Data was supplied to the consultant, who determined their validity as cultural resources and forwarded the data spreadsheet to the YLM/Breken group to assign coordinates for spatial mapping purposes, who then submitted the data to the City of Dryden IT department for uploading into the City's GIS.

The framework for cultural resources used for the Dryden project included the following six categories which were broken down into 137 sub-categories that are recognized as 'cultural' by the North American Industry Coding System (NAICS):

- Community Organizations (6 sub categories)
- Creative Cultural Industries (54 sub categories)
- Cultural Heritage (15 sub categories)
- Festivals and Events (21 sub categories)
- Natural Heritage (16 sub categories)
- Spaces and Facilities (25 sub categories)

Resources that fit into the sub-categories were recorded in an excel spreadsheet with mandatory fields for addresses, contact information, primary category and sub-categories, NAICS code, latitudinal and longitudinal markers, and source information.

The final report for this project “Diversifying Dryden & Area Through Mapping”, including recommendations for expanding GIS mapping regionally, can be found on the DDC’s website: www.ExploreDryden.ca on the Tourism target sector landing page.

This regional mapping project was a natural extension of the Dryden Area Mapping Project for several reasons:

- The City of Dryden’s existing GIS Enterprise infrastructure utilizes an ESRI ArcGIS platform and Oracle database in a virtualized server environment. This Regional Cultural Mapping Project was seen as an excellent opportunity for the City of Dryden to continue to expand its GIS services to a broader regional user base.
- The availability of local expertise, as a result of the Dryden project, to train and support other municipalities in cultural resource mapping
- Regional cultural resource mapping is identified as an Action Item in Dryden’s Municipal Cultural Plan
- The necessity for developing a web portal or interactive web application that would showcase the region’s cultural tourism opportunities to the world has been identified in provincial and local strategies. GIS mapping is an excellent platform for itinerary building, developing specialized tours and maps, and searching for attractions and experiences
- Success with the regional collaborative efforts on the ‘Escape to Ontario’ marketing campaign and regional Economic Development Officer forums established a precedent
- The new priorities and funding structure established by the Province for the Regional Tourism Organizations prescribe regional collaboration
- The Northwest Innovation Centre’s interest in supporting and developing IT capacity in the region
- The local Community Futures Development Corporation’s Strategic Plan identifies Regional Resource Mapping, and establishing a regional network as priority Action Item

In March 2011 the DDC, City IT Department, the Innovation Centre and PACE partnered to develop a Regional Resource Mapping Project and successfully engaged 6 other municipalities in the Kenora district to participate (Kenora, Red Lake, Ear Falls, Sioux Lookout, Machin and Ignace). The project was funded by the Government of Ontario through the Regional Tourism Organization 13C, with in-kind contributions from all 7 municipalities. On April 1, 2011 the Dryden based Insights Northwest project team (IN Team) was awarded the contract to complete this project by June 30, 2011.

Specific deliverables for this project:

- Consolidated baseline database of cultural tourism resources (as per the framework provided) for the study area, and individual community databases provided to each of 7 participating communities for uploading.
- Development of a project website
- Submission of a Final Report including recommendations on marketable distinctive local and regional features, assets and experiences that can be further developed and promoted enabling the Kenora District to diversify its tourism offerings.

An important community development component of this project was to build capacity in all of the project communities in order to conduct relevant research, and carry out GIS mapping practices. Three of the communities -Red Lake, Kenora, and Sioux Lookout committed to researching and building their own database with training and support from a consulting team. The communities of Machin, Ear Falls, and Ignace committed to forming a small working group to work with a consulting team to collect data and scrub it for accuracy. These communities were also trained by Insights Northwest on how to conduct research according to the Cultural Resource Framework, and to complete the data spreadsheet, as maintenance of the data will be the responsibility of the community. The additional research for Dryden, as well as data consolidation for all 7 communities was the responsibility of the consulting team.

While the outcomes of cultural mapping can be applied in a number of ways, the results have a particular bearing on tourism product development. An important part of tourism market readiness is clear understanding of what your community has to offer and what it lacks. Mapping facilitates this analysis. As an economic sector, tourism takes existing businesses from many diverse sectors and shifts them into new external markets. Like the creative class, travelers are always looking for new and different experiences. Culturally rich environments are a draw.

Glen Murray & Greg Baeker, "Culture + Place=Wealth Creation", Municipal World, Sept. 2006, p.14

Figure 2-“Culture + Place = Wealth Creation”

3. Project Findings

This project involved seven distinct municipalities in the Kenora District of Northern Ontario, with populations that ranged from 1,000 to 15,000. Three of the larger communities – Dryden, Kenora, and Red Lake completed Municipal Cultural Plans in early 2011, and all seven communities had identified the tourism sector as an important part of their economic diversification strategies. This project was the product of the collaboration of Economic Development Officers and enterprising staff from the participating communities who recognized the benefits of working together to access project funding from the Regional Tourism Organization, and lay the foundation that will establish the region as a tourism destination on the world stage.

Over an eight week period data was collected for the seven traditional cultural resource categories and sub-categories, as well as for cultural tourism resources that were categorized and coded within the Additional Resources category:

- Community Organizations
- Creative Cultural Industries
- Cultural Occupations
- Spaces & Facilities
- Natural Heritage
- Cultural Heritage
- Festivals & Events
- Additional Resources

The expansion of the framework from the Dryden project with the addition of tourism resources such as restaurants, accommodators, and outdoor activities meant the addition of 84 new sub-categories to the framework. Similar to the Dryden project this project did not include collection of Intangible Resources. A complete list of all categories and sub-categories with NAICS (North American Industry Classification System) and NOCS (National Occupational Classification System) codes can be found in Appendix B of the report.

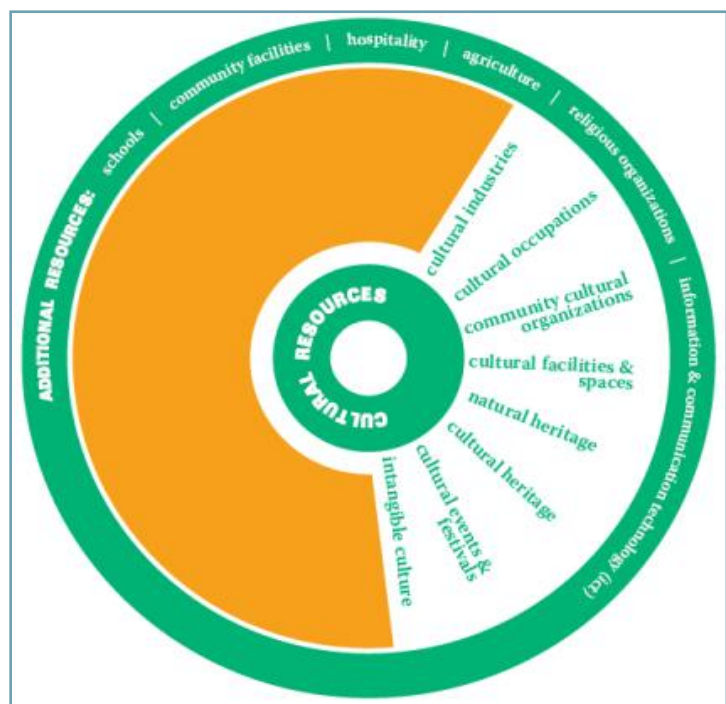


Figure 3- Cultural Resource Framework

It is important to note that an individual resource can only be listed once in the database. While a resource may fit into more than one category or sub-category in the framework, the researcher must determine its' most important function and assign it to that primary category and appropriate sub-category. For example, a Library can be coded within the Cultural Industries, Spaces and Facilities, and Cultural Occupations categories, but it cannot be counted as three separate resources. The detailed data spreadsheet includes columns for identifying up to two additional secondary categories the resource may fit into. The secondary information is not included in the following statistics, with the exception of Figure 7: Cultural Occupations in the Kenora District.

3.1 Summary of Data for the Project Area

The data presented in this report is a fair representation of the resources collected during the shortened project timeframe; however, ongoing identification and recording of resources is recommended. The original deadline of June 24th that was reduced to June 15th mid project, significantly impacted comprehensive collection of data for the communities.

The following chart summarizes the distribution of the 1368 recorded resources, identified according to their primary category, for the project area. Data for the Cultural Occupations category is shown separately as overlap occurs between Cultural Occupations and Cultural Industries.

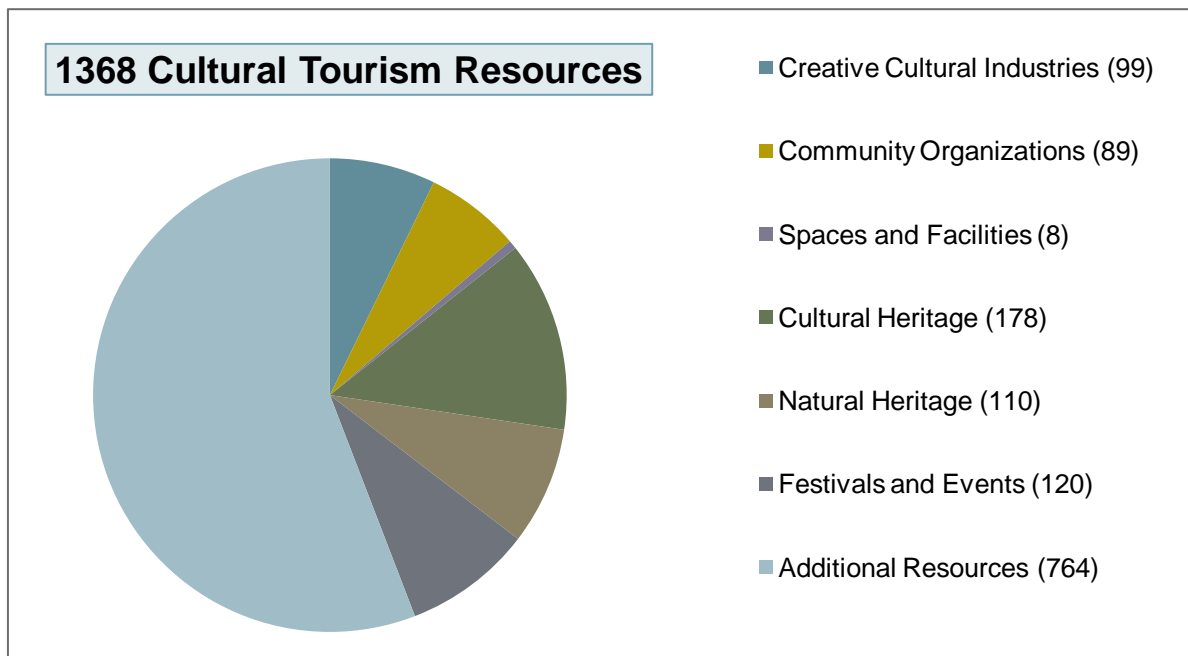


Figure 4: Summary of Cultural Resources

The following chart illustrates the breakdown of the Additional Resources category into sub-categories. The addition of this category and its 84 sub-categories allowed the inclusion of resources such as restaurants and accommodators that are not typically included in cultural resource mapping exercises.

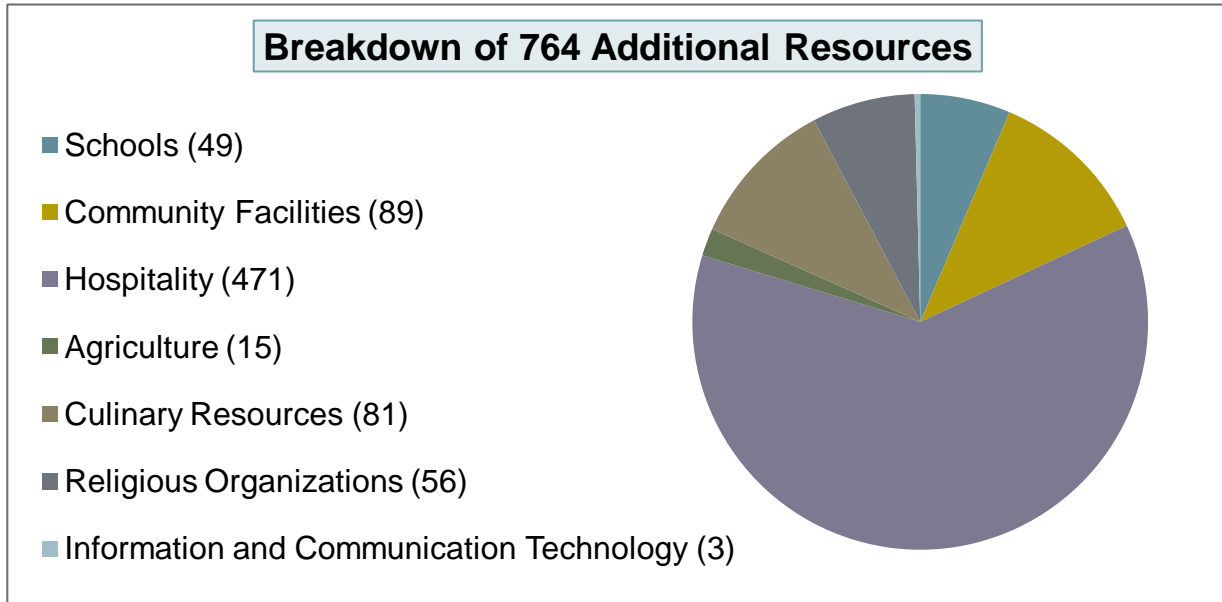


Figure 5: Breakdown of Additional Resource Category

The following chart illustrates the breakdown of the Hospitality sub-category:

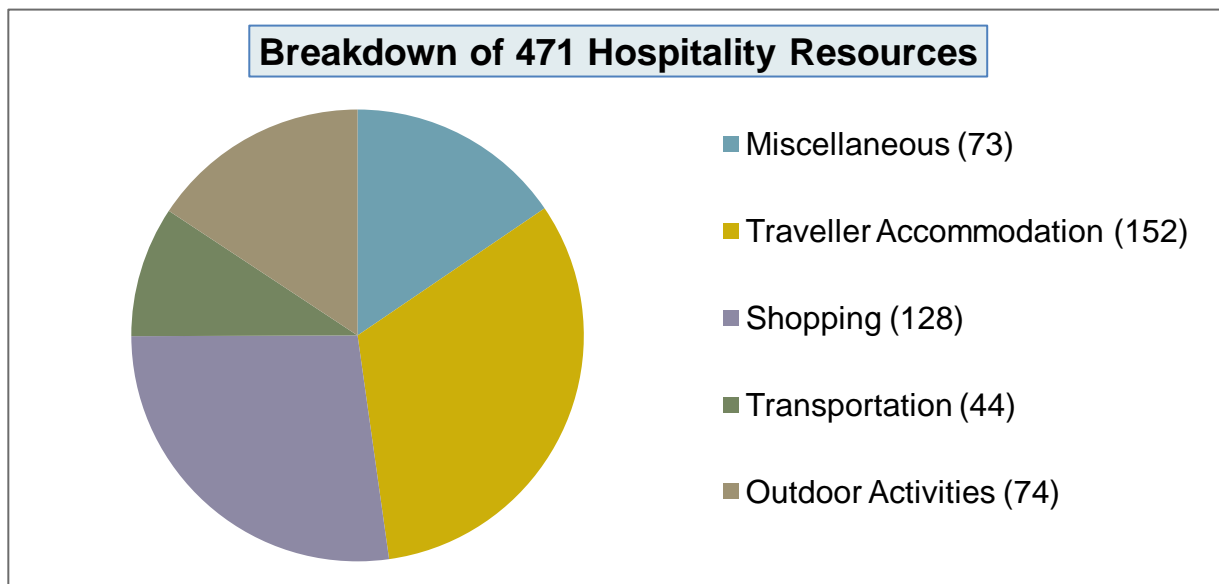


Figure 6: Breakdown of Hospitality sub-category

The following table shows the ratio of cultural occupations to total population with comparison to the provincial average. The research data was mined for cultural occupations in primary and secondary categories in order to show a more accurate count for the region

	Kenora	Red Lake	Ear Falls	Machin	Dryden	Ignace	Sioux Lookout
Population (2006 census)	15,177	4,526	1,153	978	8,195	1,431	5,183
Total Experienced Workforce (2006 census)	8155	2725	715	535	4,325	780	3,165
Employment in Art, Culture, Recreation and Sport (2006 Census)	70	30	0	10	30	0	50
Percentage of Total Workforce Employed in Art, Culture, Recreation & Sport	.9%	1.1%	0%	1.9%	.7%	0%	1.6%
Provincial Average (2006 Census)	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%
Cultural Occupations Identified in 2011 Regional Cultural Resource Mapping	11	12	1	5	32	17	10

Figure 7: Cultural Occupations in Project Area

3.2 Community Profiles

3.2.1 City of Kenora

Kenora is the largest city in the Kenora district with a population of 15,177 (Community Profile- Kenora, 2006), and is the biggest community participating in the project. This culturally diverse and progressive City is located 90 Km from the Manitoba/Ontario border on the legendary Lake of the Woods. Its history as a frontier town and meeting place is well documented in both mainstream and Aboriginal records. This rich heritage, culturally diverse population, and an emerging music and visual arts scene are recognized as important socio-economic development resources. Additionally, the city's proximity to large cities to the west and south creates tremendous opportunities for cultural and experiential tourism. These opportunities are being capitalized on with both a Tourism Strategy and Economic Development Plan focused on establishing the City as a 4-season destination for tourists, and an exceptional place to live, work and play. While seasonal visitors and summer residents on the beautiful and historic Lake of the Woods have always influenced the economy of the City, investment in year-round tourism development is now accepted as an important economic diversification strategy in response to significant permanent job loss in the forestry industry.

Culture as a pillar of community sustainability has been integrated into planning and strategic development since 2006 when Kenora hosted the first cultural planning workshops to take place in the region. Since that time, municipal cultural planning principles have been incorporated into economic development strategies and infrastructure renewal; examples include the Downtown Enhancement Project, Waterfront Redevelopment, Community Improvement Plan, Common Ground and Tunnel Island initiative, the new official plan, the Lake of the Woods Performing Arts Committee, Lake of the Woods Interpretive Centre, and most recently the development of a Municipal Cultural Plan (MCP).

During development of the MCP, a list of cultural resources was compiled as an appendix to the Plan. This provided an excellent starting point for building a baseline GIS database of cultural tourism assets for the City. The draft Working Chapter #3 of the MCP also identifies this regional

Vision:

Kenora is a vibrant, diverse and sustainable community that values arts, culture and heritage and our relationship with the natural environment.

We work collaboratively to nurture and celebrate local talent and welcome others to share experiences in this place of beauty and rich history

(Novita Interpares Limited, 2011)

mapping project as an action step towards Strategy #1- Raising the Profile of Culture (Working Chapter #3 -How Do We Get There? Draft, 2011). The addition of a cultural tourism database or layer to existing municipal GIS will: legitimize the value of these assets to the community, update data on resources already in the system, support implementation of the MCP, and perform as a multi-purpose land use planning and development tool.

The Kenora working group included Meadow Nenadov, Tourism Councillor and Jennifer Findlay, Economic Development Officer. The City GIS staff also participated in the project as an important resource. The IN Team travelled to Kenora twice to train and advise the working group on methodology for data collection and the recording of values in the GIS spreadsheet.

The IN Team recommends that the database be reviewed annually, that GIS maps of cultural assets be made available for public consumption via the City of Kenora’s website, and that the City continue to participate in regional cultural tourism initiatives. Additionally, the IN Team encourages the City of Kenora to utilize cultural resource mapping to support implementation of their Cultural Plan.

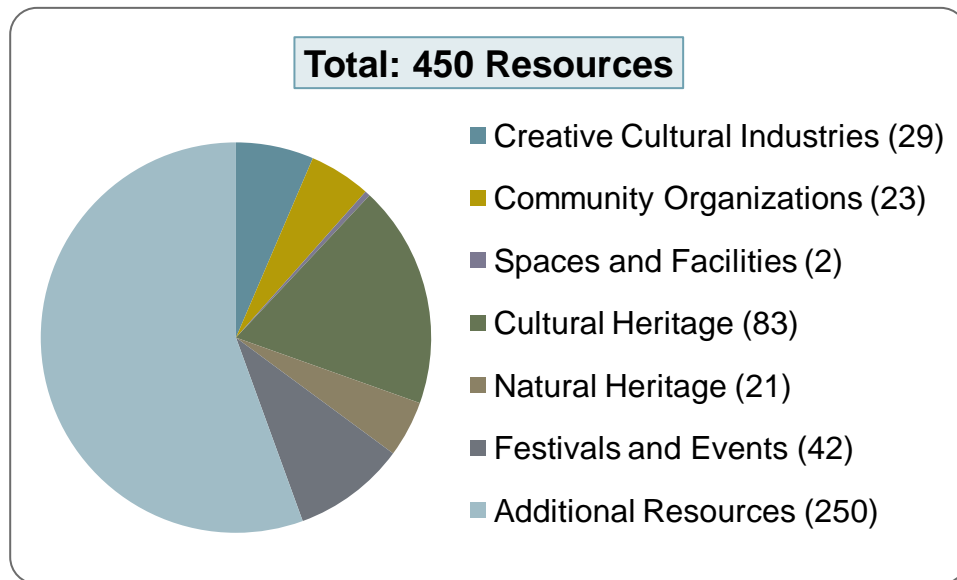


Figure 8: Summary of Kenora Data

3.2.5 Municipality of Machin

The Municipality of Machin consists of the communities of Eagle River, Vermilion Bay, and Minnitaki with a total population of approximately 1,000 people. The Trans Canada Highway cuts through the community and intersects with the point of origin for Highway 105 that stretches north to the communities of Ear Falls and Red Lake. The municipal boundaries encompass diverse geography and landscape; the rugged boreal forest and pristine waters of Eagle Lake and Eagle River, and the rich agricultural lands of the clay-belt that first drew settlers to Northern Ontario. The unincorporated areas surrounding the community are host to dozens of tourist accommodators who consume local business services and promote the exceptional outdoor experiences of the area.

The Machin working group was comprised of the Municipal Clerk Treasurer, Tammy Rob and community volunteers Lloyd Chandler and Terry Brown. The members of this group possessed significant amounts of local intelligence on the cultural tourism resources due to their lasting volunteer and professional service to the community. The IN Team enjoyed meeting with the working group on two separate occasions to discuss the project and conduct research. The community of Machin is rich in natural heritage, with well documented local history, and unwavering community pride. The database developed for Machin during this cultural tourism mapping initiative will substantiate local knowledge of cultural resources and function as a valuable planning tool and resource. The IN Team encourages the working group to update and review the database on an annual basis, and to continue to participate in regional cultural tourism initiatives.

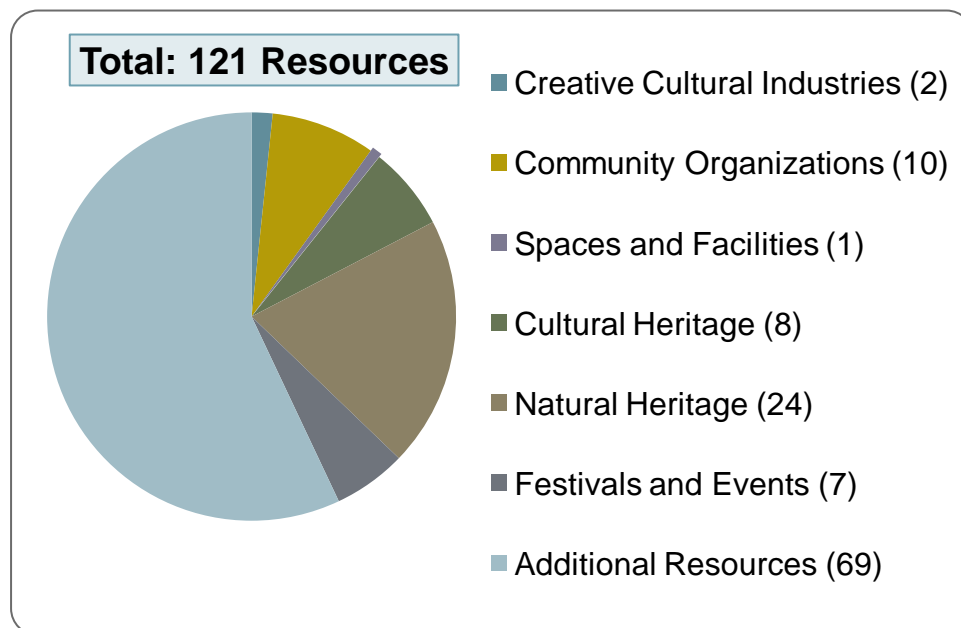


Figure 9- Summary of Machin data

3.2.3 Township of Ear Falls

The Township of Ear Falls is home to 1150 people and includes the communities of Ear Falls and Perrault Falls. The community is located 98 km north of the Trans Canada Highway on Highway 105 and is surrounded by the natural beauty of the boreal forests. As the community strives to attract and retain people and investment following the closure of a primary employer, the Ear Falls saw mill in 2009, dedicated community leaders have focused their efforts on developing an economic development plan to guide decision making. While this mapping project was taking place simultaneously to the development of the draft plan, the project fit the mandate of the Economic Development Committee to focus on business development, tourism, new employment, land use planning, and competitiveness. (Chukuni Development Corporation, 2011)

The project working group in Ear Falls included Megan Conacher, Economic Development Intern, and Kimberly Ballance, Clerk Treasurer Administrator. The IN team met with the working group in the community on two separate occasions to train and advise them on how to identify and record the data, and to collect GPS coordinates. Specific challenges to project implementation were the lack of existing mapping data available, and no available human resources post project to commit to maintenance of the data.

The timing of the project coincides well with the release of the draft economic development plan. The draft plan recognizes the importance of the natural surroundings to the past and future social and economic well-being of the community. The draft plan identifies 9 strategies in the action plan with a priority on quality of life, retaining and attracting youth and business investment, keeping residents informed and involved, and building strong partnerships with neighbouring communities. The outcome of this cultural mapping project will provide ongoing support to the plan by: building community awareness and pride in the rich cultural resources in the community, identifying opportunities for new business and employment, and establishing the model for future regional collaboration. The IN Team strongly recommends that the Township allocate minimal resources to an annual review of the data and ongoing participation in regional cultural tourism initiatives.



Figure 10: Summary of Ear Falls data

3.2.2 Municipality of Red Lake

Red Lake is the most northerly municipality in the project area, located 200 km north of the Trans Canada Highway at the end of Highway 105 in the beautiful wilderness of Northwestern Ontario. The municipality includes the 6 distinct communities of Red Lake, Balmertown, Cochenour, Madsen, McKenzie Island and Starratt Olsen with a total population approaching 5000 residents.

The community is intensely proud of its rich history as a centre for resource extraction, particularly the gold ore mining that continues to shape the social, economic, cultural, and environmental aspects of the community. The Red Lake region has long been a tourism destination for Canadian and American anglers and hunters who have been welcomed by dozens of tourist accommodators located on the lakes and waterways that define the region. While mining is the current primary industry in the community, tourism development remains a high priority. The Community Sustainability Plan adopted in early 2011 identifies implementation of the Red Lake Touring Region Strategy and Cultural Tourism as initiatives to be pursued in short and long term plans (Meyers Norris Penny LLP, 2011). Local leaders have recognized for nearly 3 decades that the cultural and natural heritage of the region offer excellent opportunities for viable tourism product development. This cultural product mix was brought to the forefront again in the Municipal Cultural Plan first presented to Council in March 2011 (Municipality of Red Lake, 2011).

Research on Red Lake conducted by the IN Team for this project included review of the following Strategies and Plans that all identify cultural tourism as an economic sector worth investing in:

- 1988 Tourism Opportunities Study; prepared by P.M. Associates Ltd
- 1989 Gold Rush Tourism Theme Park Master Plan; result of Tourism Opportunities Study
- 1993 Community Futures Waterway Study; detailed plan including archaeological findings, and capital expenses
- 2003 Tourism Enhancement Plan for Red Lake Touring Region; prepared by Forrest Marketing and Communications
- 2006/2007 The Red Lake Touring Region International Marketing Plan; prepared by Chukuni Development Corporation
- 2011 Sustainable Community Plan; prepared by Meyers Norris Penny LLP
- 2011 Municipal Cultural Plan; prepared by Project Lead Christine Penner Polle

Vision:

Red Lake will be one of the most economically diverse, socially and culturally rich, and environmentally responsible resource-based communities in the world, providing a high quality of life to local citizens and offering world-class services to both residents and visitors.

(Municipality of Red Lake, 2011)

The Red Lake Working group consisted of Michele Alderton, Curator of Red Lake Heritage Centre and Christine Penner Polle, Project Lead. Municipal GIS staff also supported the completion of the Red Lake database of Cultural Tourism Resources. An initial inventory of resources developed as part of the MCP process provided a good starting point for this GIS mapping project. The IN Team met with the working group on two separate occasions at the Heritage Centre to train and advise the working group on the collection and recording of data. The Heritage Centre must be acknowledged for their successful partnership with Science North which has led to the installation of a permanent multi-media exhibit of Red Lake’s heritage resources that is extraordinary. The IN Team recommends that the Red Lake database be reviewed annually by Heritage Centre or tourism staff, and that Red Lake continue to demonstrate leadership in cultural tourism development through participation in regional projects and implementation of their Cultural Plan.



Figure 12: Summary of Red Lake data

3.2.4 Municipality of Sioux Lookout

Located 65 km north of the Trans Canada Highway on Highway 72, Sioux Lookout is surrounded by lakes and the natural wonder of the Canadian Shield. The community is home to over 5,300 residents and proudly serves as the ‘Hub of the North’, providing services to the 30,000 people living in northern First Nation communities (Welcome-Hub of the North, 2011). Sioux Lookout is an active, progressive, culturally diverse community that offers visitors and residents year-round opportunities to participate in cultural events and activities.

The working group in Sioux Lookout included municipal staff – Florence Bailey, Economic Development Officer and Brian MacKinnon, Community Development Coordinator, as well as volunteers and paid staff from the Sioux Lookout Creative Arts Circle – Iris Stunzi, Intern and Donna Giles, Board Chair. The IN Team met twice with the working group at the A-frame Gallery on Front St. to train and advise the working group on how to conduct the necessary research and record data in the standardized spreadsheet. The Municipal GIS staff participated as an associate member of the working group; supplying important data on identified resources.

The Municipality adopted a 2011- 2016 Strategic Plan in February 2011. The Plan identifies 3 strategic pillars; Community Development, Investment Attraction, and Customer Service Delivery (2011-2016 Strategic Plan , 2011) . Participation in this regional project and the project outcomes support the objectives of all 3 pillars:

- Cultural mapping is an important first step in the municipal cultural planning process which is a model community development activity; building community awareness and pride in local culture, retaining and attracting youth, and supporting overall quality of life initiatives.
- The mapping data will reveal opportunities for business and enterprise development as well as investment in community improvement plans, tourism infrastructure and revitalization projects.
- The broad scope of the data collected during this project requires interdepartmental collaboration and sharing of resources, and will be an excellent source of information for a new resident’s package.

The IN Team recommends that the municipality allocate resources for an annual review of their cultural tourism database and to continue to participate in regional cultural tourism mapping initiatives. Additionally, the IN Team encourages municipal staff to use their cultural data to support and inform the development of a Municipal Cultural Plan.



Figure 13: Summary of Sioux Lookout data

3.2.6 Township of Ignace

The community of Ignace is located on the Trans Canada Highway at the eastern edge of the Kenora district. It is home to 1400 people whose deep roots in the community have sustained the community through the downturn in the forest industry that has severely impacted the economy of the township and district for the past decade. Outdoor experiential and sport tourism has always been important economic sector, employing residents in the hospitality industry and providing business services to the many tourist accommodators in the surrounding area. This project and the resulting Ignace cultural tourism database support many of the current projects currently prioritized by the Economic Development Committee of Council (Township of Ignace: Economic Development, 2011). The promotion and development of the WORLD hub, downtown revitalization, marketing of Ignace, and ongoing participation in regional marketing campaigns will be strengthened by this cultural mapping and community capacity building exercise. Additionally, as the City of Dryden has an existing agreement with the Township to host their GIS data, the addition of the cultural data or layer to Ignace GIS is a natural progression of use of this technology for planning and development purposes.

The Township's participation in this cultural tourism mapping project was a low risk investment of staff resources that can result in long term gain for the community. The Ignace working group consisted of Doug Pronger, EDO; Dennis Smyk, community volunteer; Vanessa Rosin, Records Management Intern. The IN Team met with the working group on two separate occasions to discuss the project and conduct local research. The community's ties to its surrounding natural resources, natural and cultural heritage are evident. Inactive quarries, abandoned mines, water routes, sensitivity to Aboriginal cultural heritage sites, protection of sensitive flora, and strong connection to White Otter Castle were revealed early and throughout the project. The IN Team recommends that the working group maintain the Ignace database, continue to participate in regional cultural tourism initiatives, and utilize the full potential of the City of Dryden GIS services that are part of the existing agreement between the communities.



Figure 14: Summary of Ignace data

3.2.7 City of Dryden

The City of Dryden is situated on the Trans Canada Highway in the geographic centre of the Kenora district and is home to 8100 residents. The community's economic base has changed over the past 100 years beginning with agriculture and mining; to forestry and business service centre; to business service/health care centre, tourism, and natural resource extraction. Economic diversification has been a priority in the community since the permanent downsizing of operations at the pulp and paper mill began nearly a decade ago. While the business community has welcomed tourists and seasonal camp owners for several decades, the majority of the tourists are passing through Dryden on their way to other destinations and tourist accommodators further north and throughout the region.

In follow up to the Economic Development Strategy adopted in 2008, the Dryden Development Corporation commissioned a Tourism Analysis Study and Tourism Development Strategy to plan for and guide investment decisions. The objective is to attract visitors to stay in Dryden by promoting local events and activities as a destination. Waterfront development plans, trail enhancement, signature events and festivals, downtown revitalization, and establishing a municipal cultural plan are all identified and viable tourism development strategies for Dryden. In February 2011, a Municipal Cultural Plan was adopted by Council as an important planning and development tool for the community.

Vision:

Dryden is a vibrant, prosperous community; unified by the underlying respect for cultural diversity, creative expression, and our rich heritage. As the regional centre for cultural exchange, opportunities to experience, share and learn about culture are abundant and accessible to everyone. A deep connection to our natural surroundings is integral to the exceptional quality of life enjoyed by all residents and visitors.

(City of Dryden, 2011)

During the development of the MCP, the Dryden Area Cultural Resource Mapping project was completed by an outside consulting team working with a local researcher and the Municipal Cultural Roundtable (see Project History for more information about this project). As a result of this project Cultural Mapping was recognized as an important action item within the "Engage and Communicate with the Community" Strategy in the MCP. The utilization of Cultural Resource Mapping as a planning resource, maintenance and expansion of the data, and pursuing opportunities for further web based applications are identified as priorities for implementation. Additionally, ongoing GIS mapping will support and inform implementation of other action plans within the MCP, and the 2011 official plan review.

This regional mapping project has resulted in an expanded database for Dryden as the category of 'Additional Resources' was added in order to apply a tourism lens to the project. This additional research was conducted by the IN Team with support from City GIS staff. It is recommended that annual review and revisions to the database be conducted by the Municipal Cultural Roundtable Mapping Working Group with support from the Municipal Cultural Coordinator and City IT department.



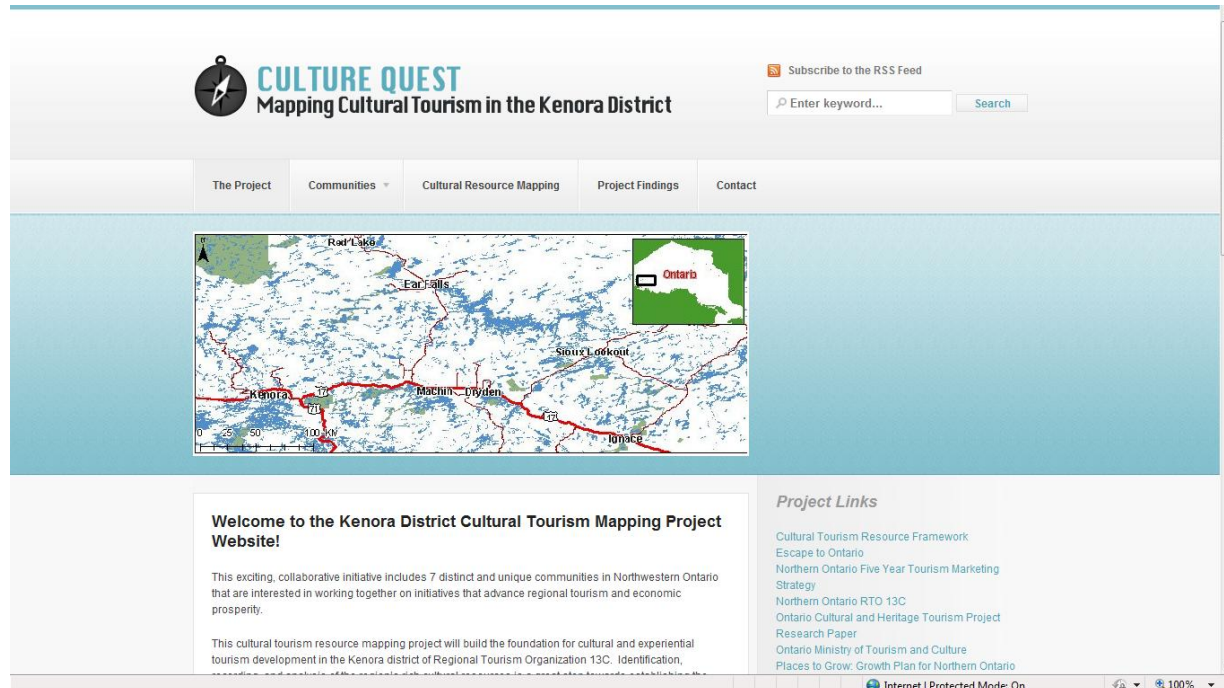
Figure 15: Summary of Dryden data

3.2.8 Additional Sources of Data

In addition to the planning and investment of the municipalities in the region in tourism development, regional tourism organization such as **The Sunset Country Travel Association** and **The Patricia Region Tourist Council** have invested significant resources in marketing and promotional activities to support their member businesses. The framework category of Hospitality and sub-category of Traveller Accommodation is vital to this Cultural Tourism Resource Mapping Project and the IN Team acknowledges that without the participation of Sunset Country and PRTC this layer of data would not have been completed within the project timeframe.

3.3 Project Website

Figure 16: Project webpage



Culture Quest: Mapping Cultural Tourism in the Kenora District

www.culturaltourismmapping.ca

A recommendation from the Dryden Area mapping project and deliverable of this project was the development of a project website as a resource and communications tool. Insights Northwest contracted with Overdrive Design Labs in Kenora, ON to develop a website, register a URL, and provide basic training on administration of the site. The website was designed and launched using a hierarchy supplied by the IN Team. Community working groups supplied the IN Team with logos and photos to populate the community pages.

The website was launched on May 20th with a media release that was distributed to project partners and regional media. All project media releases were posted on the main page. The final report will be posted to the Project Findings page upon acceptance. The community working groups and researchers indicated that they found the website to be a good resource which confirmed the validity of this project deliverable.

4. Observations and Recommendations

All community working groups, researchers, and project participants demonstrated their full commitment to the project with proficiency and aptitude. The following points are general observations offered by the Insights Northwest Team for this unique research project conducted in a large geographic area over a very short time frame:

- Small communities have strong social networks; the perception that 'everyone knows everyone' is a significant strength.
- The project communities are separated by considerable distances and daunting terrain. This isolating factor has produced self sufficient, energetic communities that support volunteer efforts and take pride in home grown innovation. This 'do it for ourselves' attitude is illustrated in the number and diversity of cultural and community organizations that exist in the region.
- Research is hampered by the general public's minimal comprehension of the terminology, rationale, and benefits of Cultural Resource Mapping
- Detailed GIS base map data is not available for portions of the project area.
- There are large areas of unincorporated rural areas surrounding organized municipalities that do not have formalized organizations to resource data.
- Lack of understanding on the appropriate process for including Aboriginal resources that may be considered sensitive by some, public by others, i.e. pictographs.
- Insufficient time to develop understanding of appropriate process for managing the inclusion of Aboriginal resources such as pictographs and historic sites.
- Shortage of available human resources, particularly in the smaller communities, to commit to data maintenance.
- Current Statistics Canada data available is from the 2006 census; listings of cultural occupations are not broken down for communities with populations of less than 15,000.
- The sub-categories within the framework require updating in order to properly accommodate all of the region's resources, i.e.; skateboard parks, tour guides, wildlife viewing, fishing, soccer pitches.

The project timeframe did not allow for extensive analysis of the project findings; additional analysis is recommended and required in order to fully optimize the database. The following recommendations are based on preliminary analysis of the data and secondary research.

4.1 Identify a Regional Network

The regional Economic Development Officers forum has demonstrated innovation in collaborating on regional economic development initiatives prior to, and including this project. It is recommended that this forum continue to embrace regional cultural tourism and support implementation of the recommendations of this report. It is recommended that analysis of data and report recommendations be included on the agenda for the September 2011 meeting of the EDO forum.

4.2 Interactive Web Application

While this project is well-founded as a stand-alone initiative, it is also considered the first phase in a two phase project that would result in the establishment of an interactive web based multimedia application that would showcase the region's cultural tourism opportunities on the world stage.

The following points support the rationale for establishing a centralized repository for regional cultural tourism data (via data sharing agreements with all participating municipalities and organizations), and a regional web based application with centralized administration and data maintenance:

- Research shows that cultural tourists rely extensively on the Internet to plan their travel (Lord Cultural Resources, 2009)
- The need for a centralized information hub is identified as a gap in the Cultural Plans adopted by Dryden, Kenora, and Red Lake
- The City of Dryden's existing GIS infrastructure is capable of hosting the data
- Precedent for data sharing agreements between The City of Dryden and partner communities for hosting GIS data was established with a previous agreement with the Township of Ignace
- The GIS database of resources developed for this project facilitates exactly the type of online interactivity sought by outdoor and cultural tourist; building itineraries and individualized maps, searching for attractions, and booking tours and accommodations
- Development of the proposed web application would enhance the regional brand "Escape to Ontario"
- All project communities expressed a desire to maintain their data and participate in the proposed second phase of the project; however, shortages of human and financial resources need to be addressed for the long term maintenance.
- Collection and inclusion of the Intangible Assets, through the addition of audio and visual aids (photos/videos/audio), in a web application would allow visitors to 'sense the experience' of the region.

4.3 Expanding the Partnership

To realize the full potential of cultural tourism in the Kenora District, it is vital that all the municipalities, Aboriginal communities and Organizations, tourism organizations, and government agencies participate in the next stage. Communities interested in participating in future cultural tourism mapping initiatives; i.e., Interactive Web Application, have the opportunity to access funding from Community Futures Development Corporations and the Northern Communities Investment Readiness Fund in order to first conduct their own resource mapping project in preparation for joining the established regional inventory. It is recommended that the framework and template from this project, which will be made available to other communities in the region, be utilized in order to maintain consistency.

4.4 Education and Training

In order for the Kenora District to position itself as a premier cultural tourism destination, education and training opportunities are essential. The Bonavista Institute that serves Atlantic Canada is an excellent model.

“The Bonavista Institute for Cultural Tourism is a leading edge centre for professional development in the Cultural Tourism sector in Atlantic Canada focused on assisting tourism operators and cultural providers in delivering world-class visitor experiences.” (The Bonavista Institute, 2010)

Potential funding sources for bringing training to the region include:

- Local Initiative Funding from regional CFDCs
- Northwest Training and Adjustment Board and Ministry of Training Colleges and Universities (MTCU)
- Ministry of Tourism and Culture (MTC)
- RTO allotment

4.5 Cultural Capitals of Canada

Heritage Canada administers the highly competitive Cultural Capitals of Canada program; annually designating Canadian cities or regions as Cultural Capitals and awarding the winning cities with project funding. Kenora and Dryden have identified this funding program as a goal within their Municipal Cultural Plans; consideration should also be given to applying for regional designation. To be considered in the program, applicants must demonstrate a history and commitment to investing in cultural development. Activities that would demonstrate this commitment include:

- Communities with Municipal Cultural Plans should be able to demonstrate implementation of their Plans; including designation of human and financial resources

- All the municipalities should adopt the municipal Cultural planning process, which could include a formal Plan
- Development of an interactive web based application to promote the cultural tourism opportunities of the region

4.6 Identifiable Features, Assets and Experiences

The community research and compilation of the individual community databases into a master database revealed common community values, prominent strengths and important opportunities for cultural mapping and cultural tourism development:

- Natural surroundings are identified in all three community cultural plans as the most important community asset, valued above all other community attributes.
- Trail systems and water routes are the most important identifiable cultural assets in the region. These transportation routes offer precisely the learning experiences that cultural tourists are seeking; wildlife viewing, exploration of natural history and historic sites, hiking, biking, and canoeing/kayaking. The addition of the Trans-Canada Trail (TCTO) canoe routes- currently being mapped- to the database is highly recommended
- Heritage Lodges connected to local history would be attractive destinations for cultural tourists, seminars, training workshops, artists retreats
- Initiatives that promote production, education and consumption of local food
- Regional tours that involve resources common to all communities; i.e., historical sites, art galleries, golf courses, geo caching
- Installation of public art produced by regional artists that depict local and regional cultural resources
- Regional Way-finding markers and consistent signage that are developed in consultation with local artists and incorporate local art

4.7 Collection of Intangible Resources

The collection of Intangible Resources; the unique stories, history, imagery of the region is an important project as it is these resources that make a community or region 'come alive' and form part of the northern experience. Engaging local residents, particularly seniors in this future project is fundamental to the full development of this unique inventory of interviews, photos, video and audio recordings.

5. Additional Secondary Research

Discovering Ontario: A Report on the Future of Tourism:

In 2009 the Province of Ontario commissioned 'Discovering Ontario: A Report on the Future of Tourism'. It was this report that documented the creation of tourism regions in the Province; "The regional model would bring together stakeholders within a region to oversee the development of new products, and to identify and define unique experiences offered by the region". These newly established regional organizations would "provide a far better model for the industry to engage the provincial government on the financial, regulatory, product development and marketing issues critical to the growth of the industry (Ontario Tourism Competitiveness Study, 2009).

The original 11 regions proposed in the 'Discovering Ontario' report were amended to 13 regions, with region 13 divided into 13a, 13b, and 13c due to the geographic size of the proposed region 13 which stretches from the Quebec border east of North Bay north to the James Bay and west to the Manitoba border. This research project involved the Kenora District that belongs to region 13c - see green area on map. (RTO 13, 2010) Region 13c includes the federal electoral districts of Thunder Bay-Superior North, Thunder bay-Rainy River, and Kenora.

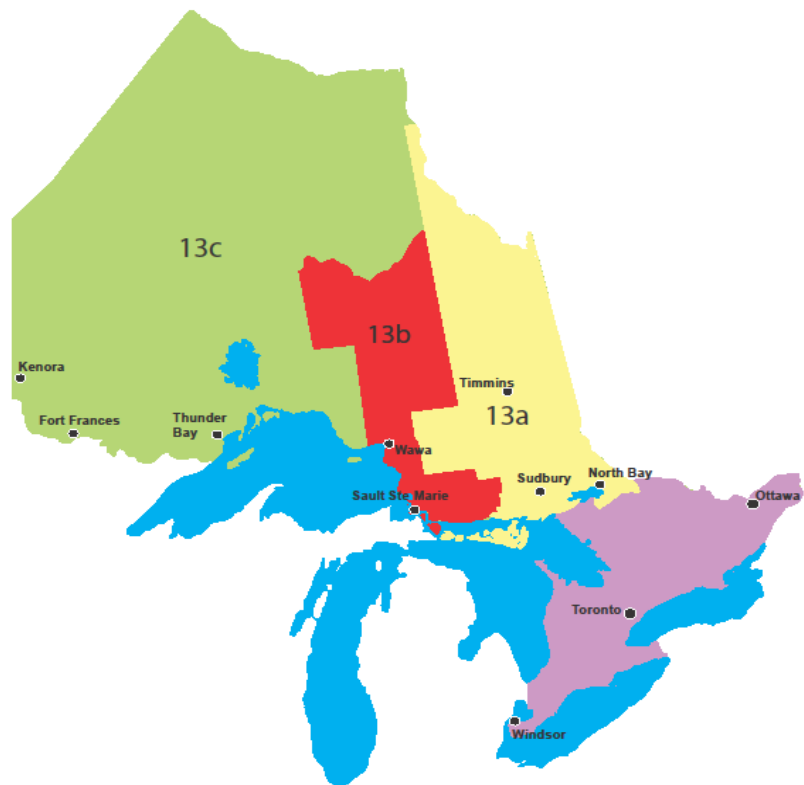


Figure 17- RTO map

Northern Ontario Five Year Tourism Marketing Strategy – Roadmap for Renewal/ Tools for Success: 2008-2012

This report is described as “a synthesis of research, industry input, insight and creativity. It is a roadmap to guide all players to alignment, business turnaround and smart tactical planning. It is built on the principle of “funnelling down” information and analysis, as we build the case for clarity of competitive positioning, “best bets” targeting, the mining of consumer insights, behaviour and media shift opportunities.” (Connexion North, 2008) Over 500 stakeholders were consulted in the multi-phased development of the Strategy.

It is the identification and description of a web portal for Northern Ontario that is particularly relevant to this mapping project as the second phase of regional cultural resource mapping involves the transfer of the GIS mapping data into a state of the art web application.

Appendix 9 of the Report: **Creating a Portal for Northern Ontario** provides guidelines for content, usability, navigation and engineering structure for a Northern Ontario Tourism Portal. These guidelines include recommendations for:

A Website That...

- Profiles the region and encourages visitors to “Explore”
- Highlights the variety of Northern Ontario “Experiences”
- Facilitates the “Sharing” of experiences
- Delivers “Travel Tools” that answer questions the viewer might have
- Allows Industry to profile their services
- Links to activity-specific websites that already deliver detailed information
- Deploys viral marketing techniques for prospective database development and fulfillment

Additionally, this website would utilize interactive mapping for itinerary planning, social media tools, and encourage testimonials and reviews. (Connexion North, 2008)

Ministry of Tourism and Culture

The Province of Ontario’s launch of the Creative Communities Prosperity Fund (CCPF) and support of the Ontario Municipal Cultural Planning Partnership (OMCPP) demonstrates the Province’s commitment to integrating culture into community and economic development plans and strategies.

The OMCPP has invested in the development of two toolkits to assist local governments who are interested in pursuing culture-led strategies. The Cultural Resource Mapping

Toolkit and The Municipal Cultural Planning Toolkit are both available on the OMCP website: www.ontariomcp.ca.

Three of the municipalities participating in this mapping project were successful recipients of the CCPF and have developed Municipal Cultural Plans and inventories of cultural resources. Implementation of Cultural Resource Mapping is an integral step in the cultural planning process. Participation in this regional project will strengthen the case for additional Creative Communities Prosperity Funding in the region.

Places to Grow: Growth Plan for Northern Ontario 2011

This plan was developed under The Places to Grow Act, 2005 “which is the Ontario government’s initiative to plan for growth in the province in a way that supports economic prosperity and achieves a high quality of life” (Ontario Government, 2011)

The Plan sets out a strategic framework to guide decision-making and investment in Northern Ontario. It is founded in a holistic approach to socio-economic development which includes extensive community consultation across the North. The Plan identifies six theme areas: economy, people, communities, infrastructure, environment, and Aboriginal peoples. Each of the themes is expanded upon with objectives and policies.

This Plan is a fundamental guiding document for economic development activities in the Kenora District. Connecting plans and projects to policies within the Plan is vital if funding from the government of Ontario is required for project implementation.

This regional mapping project meets policies within the themes of:

Economy:

“Within arts and cultural industries, as well as in the tourism sector, competitive advantages arise from the North’s unique history, culture and natural environment. This includes gaining an appreciation of the history and culture of Aboriginal peoples and Northern Ontario’s French-speaking population, reconnecting with nature, and enjoying the diversity and vibrancy of urban communities.” (Ontario Government, 2011)

Infrastructure:

“Information and communications technology infrastructure is now core infrastructure for business and industries of all sizes. Infrastructure for modern and efficient information and communication technology is particularly important to rural and remote communities. 5.2.5 All Municipalities are encouraged to co-ordinate with neighbouring communities and industry to improve the long-term viability and sustainability of infrastructure investment.” (Ontario Government, 2011)

and **Environment:**

“The land and its natural resources have sustained the people and driven the economy of Northern Ontario for generations. Spectacular natural areas are a unique irreplaceable part of Northern Ontario’s heritage. Northerners take pride in this natural heritage, and take seriously their role as the stewards of the natural environment so that it can be enjoyed by future generations”. (Ontario Government, 2011)

The Dryden Region Tourism Market Analysis:

In 2008 the Dryden Development Corporation commissioned The Dryden Region Tourism Market Analysis. This comprehensive report profiles Canadian and U.S. tourists to the region, what products they are seeking, and best bets for product development. The report findings are readily applicable to this project as statistics collected were for the Kenora District.

The following chart illustrates the Top 10 trip-activities for overnight visitors to the Kenora district.

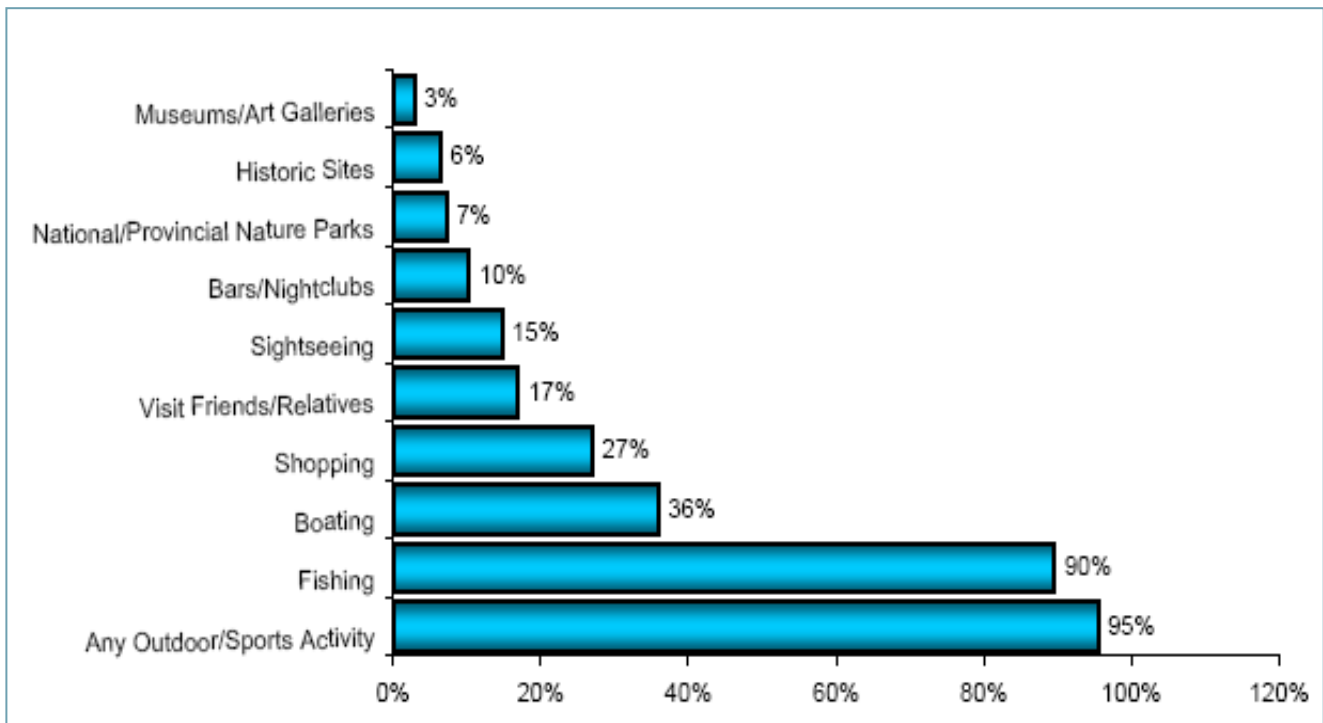


Figure 18: Top 10 trip-activities in Kenora District

The data in the report indicates that travellers who participate in 2 or more outdoor activities while on a trip are more likely to participate in additional cultural activities. Based on this information, one could assume that any tourism product based on the following would be a popular secondary tourism activity for outdoor traveller types:

1. Participatory Historical Activities
2. Literary & Film Festivals
3. Aboriginal Cultural Experiences
4. Amateur Tournaments
5. Equestrian & Western Events.

The analysis of the data also produced the following points that are relevant to cultural tourism in the Kenora District:

- That tourists participate in Wildlife Viewing more than any other outdoor activity and these tourists are more likely to participate in cultural activities, use the internet to book travel, and seek tourism opportunities that are intellectually stimulating and educational
- That hiking, climbing, and paddling were the second most popular forms of outdoor experiences sought by tourists to the region, and they are younger, well educated, and also more likely to participate in cultural activities while on vacation. They are also the most frequent users of the Internet and consumers of tourism media.

The report concludes with the following description of emergent vacation interests. The following list provides some travel experiences that are growing in popularity. They reflect the nature of tourism products consumers are seeking, in which activities are authentic, enriching, appealing to the senses and the emotions. Some examples include:

- Wilderness survival
- Unspoiled nature
- Adventure tourism (which combines physical activity, culture and nature)
- Extreme tourism (an element of danger is involved i.e. visiting underground mines)
- Place-based culture (culture that is unique to the community)
- Northern lights or other arctic experience
- Participatory historical experiences
- Carnivals
- Spas and retreats
- Agri-tourism
- Learning and enrichment travel
- Remote aboriginal experiences
- Local wine and food tastings
- Local outdoor cafes

Source: (McSweeney & Associates, 2008)

The Ontario Cultural and Heritage Tourism Product Research Paper:

In 2009 the Province of Ontario commissioned The Ontario Cultural and Heritage Tourism Product Research Paper to examine the opportunities to expand and enhance tourism products within the province, and guide investment. The following excerpt from the Paper describes the context for cultural tourism:

With cultural tourism, tourism and culture come together to meet the particular needs and interests of travelers whose main motivation for travel are experiences in the performing arts; visual arts and crafts; museums and cultural centres; historic sites and interpretive centres; cultural industries and cultural events.

More and more people globally, and in Canada and Ontario, are including cultural attractions as part of their activities while traveling. Over half (53.5%) of all Americans who participated in a pleasure trip in 2004 and 2005 visited historical sites, museums and art galleries (Lord Cultural Resources, 2009)

Additionally, the Paper provides a snapshot of the 12 main characteristics of the Cultural Tourist, and key trends in Cultural Tourism. As the Kenora District strives to diversify its tourism offerings in order to attract the Cultural Tourist, it is vital to understand them and how to meet their changing needs as travellers.

The Cultural Tourist...

- Is highly motivated by the benefits of cultural travel: Benefits of cultural travel include learning, self-improvement, status, all which mitigate other deterring factors such as costs of travel, and even security.
- Is looking for a "Meaningful Personal Experience": Tourists want to be engaged and to have experiences of personal identification that are meaningful to them and within their frames of reference. Cultural experiences are a backdrop or catalyst for individual self-development and memories, which refer more to the tourist's personal history than to that of the site.
- Has a higher propensity to 'explore': The cultural tourist is generally an overnight tourist who will likely seek a range of experiences at his/her destination of choice.
- Seeks a total 'experience' that includes cultural landscapes, cityscapes and townscapes: This visitor views heritage resources broadly and seeks to connect with the meaning of the landscape or town in terms of cultural values. This is different from the older concept of the "beauty spot" or "photo-op" in that the emphasis is on meaning and not just appearance. Cultural landscapes are inscribed with meaning -

geographic (how the land formed), economic (how it is used) and historic (what happened there) for both local residents and tourists.

- Is motivated by high impact 'time specific' cultural events, such as blockbusters and festivals: Special events (blockbusters, art fairs, festivals) create a sense of urgency and an excitement that capture the attention of people who would not normally attend. For example, people will pay higher admission charges to see a blockbuster exhibition that will give them a 'once-in-a-lifetime' experience.
- Is concerned about environmental, economic and cultural sustainability: Increasing advocacy is placed on policy, heritage planners and developers to manage the natural and cultural environments that could be under enormous pressures from overuse by tourists. The needs of local populations and the protection of cultural identities are important in developing sustainable tourism and have become increasingly important as more and more countries turn to tourism as an economic development strategy. Tourists are increasingly sensitive to the impact their presence may have on a local physical and cultural 'ecosystem'.
- Is increasingly 'worldly': The era of globalization is characterized by a fast-paced exchange of information from all corners of the world, including money, capital, ideas, images, information, people, objects and technologies. Cultural tourists do not generally 'head off into the unknown' as a blank slate, but rather bring with them a bank of cultural knowledge that informs the way in which they choose and interact with their host destination.
- Takes frequent short trips (getaway holidays): Tourists on short-break holidays tend to spend more money on these trips, especially for extras and luxuries. For example, on one European website there is a special segment called 'Weekend and Expos' which allows travelers to put together a customized short stay package that includes a city, an exhibit, and a hotel experience¹⁰.
- Uses the Internet to identify where and how to travel: 69.0% of the US market surveyed in TAMS (2006) used the Internet to plan their trips (20.1%) or to both plan and purchase travel (48.9%). Moreover, those who have a greater tendency to participate in cultural and entertainment activities while traveling are more likely to use the internet for these purposes (82%), as opposed to those who do not participate in cultural and entertainment activities (37.4%)¹¹.
- Can be of any age: Although those who visit cultural attractions in Europe tend to be older (50+), those who participate in city-based cultural tourism activities in European destinations are between 20 and 29 years old. In North America, cultural tourists tend to be represented by the baby boomers (those over 45 years) although there is also a significant number of cultural tourists in the 20-34, 'young professionals', age bracket.
- Has a higher level of education attainment than others tourists: Most studies of cultural tourists worldwide indicate that those who travel for the purpose of arts and culture tend to be more educated than mass tourists. These tourists tend to have university or college degrees, or higher degrees.

Continued on next page

- Spends more money at their destination: Our analysis indicates that this is consistent with the fact that cultural tourists tend to be overnight tourists who explore and who spend money on accommodation, meals, shopping while traveling.

Key Trends for Cultural Tourism in the 21st Century:

1. New Markets -Understanding the travel motivations and desires of new emerging tourism markets to Ontario will enable the development of the appropriate cultural experiences. This will help to reduce Ontario's reliance on our traditional cultural tourism markets (US, UK and Germany), which are among the hardest hit by the current world economic crisis. At the same time, it is important not to overlook those who may be coming ostensibly to 'visit friends and relatives' (VFR). The VFR tourist has the potential to become a powerful ambassador for Ontario.

2. Creative Economy - For the 'creative class tourist', travel is justified in the way that it contributes to the tourists' personal bank of knowledge and skills, which, in turn, increase their competitiveness in the creative economy. Travel experiences for these tourists therefore must provide opportunities for personal and professional development

3. Agency and Participation - For a new generation of tourists, being able to actively choose and participate in their own experience is a given and a reflection of their general experience in the world. A cultural experience must provide opportunities for choice and participation

4. Diversity of Interests - In order to provide the maximum visitors with maximum 'reasons to visit', and in keeping with the trends above, Ontario's cultural destinations will need to provide a range of experiences between 'consumption' and 'participation'. A destination must be able to provide a continuum of experiences – from passive to active, including hybrid models that allow the tourist to design and mould her/his experience towards a unique definition of cultural tourism.

5. Competition on Excellence - With a global menu to choose from, cultural tourists will flock to those experiences that are of high quality and distinctiveness and that provide "value for time". As a result, Ontario's cultural experiences must be of world-class standard in order to compete.
(Lord Cultural Resources, 2009)

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7. Acknowledgments

This project was made possible with funding from the Government of Ontario and the commitment and in-kind contributions from seven municipalities in the Kenora District.



The Insights Northwest team also acknowledges contributions from:

The Patricia Region Tourist Council
Sunset Country Travel Association
Patricia Area Community Endeavours
Northern Ontario Innovation Centre

Websites resourced during this project:

<http://www.red-lake.com>
<http://www.siouxlookout.ca>
<http://www.ear-falls.com>
<http://www.dryden.ca>
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<http://town.ignace.on.ca>
<http://www.visitmachin.com>
<http://www.freemap.ca> Patricia Region
Tourist Council
<http://www.ontariosunsetcountry.ca>
<http://www.pace-cf.on.ca>
<http://www.chukuni.com> Chukuni
Communities Development Corporation
<http://www.lowbic.on.ca> Lake of the Woods
Business Incentives Corporation
<http://www.visitredlakeregion.com> Red
Lake Touring Region

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<http://www.5hrsdc.gc.ca>
<http://www.bonavistainstitute.ca>

8. Appendix

8.1 Appendix A- Data Spreadsheet with Categories and Sub-categories

8.2 Appendix B- Regional Map of Cultural Tourism Resources

8.3 Appendix C – Community Maps of Cultural Tourism Resources