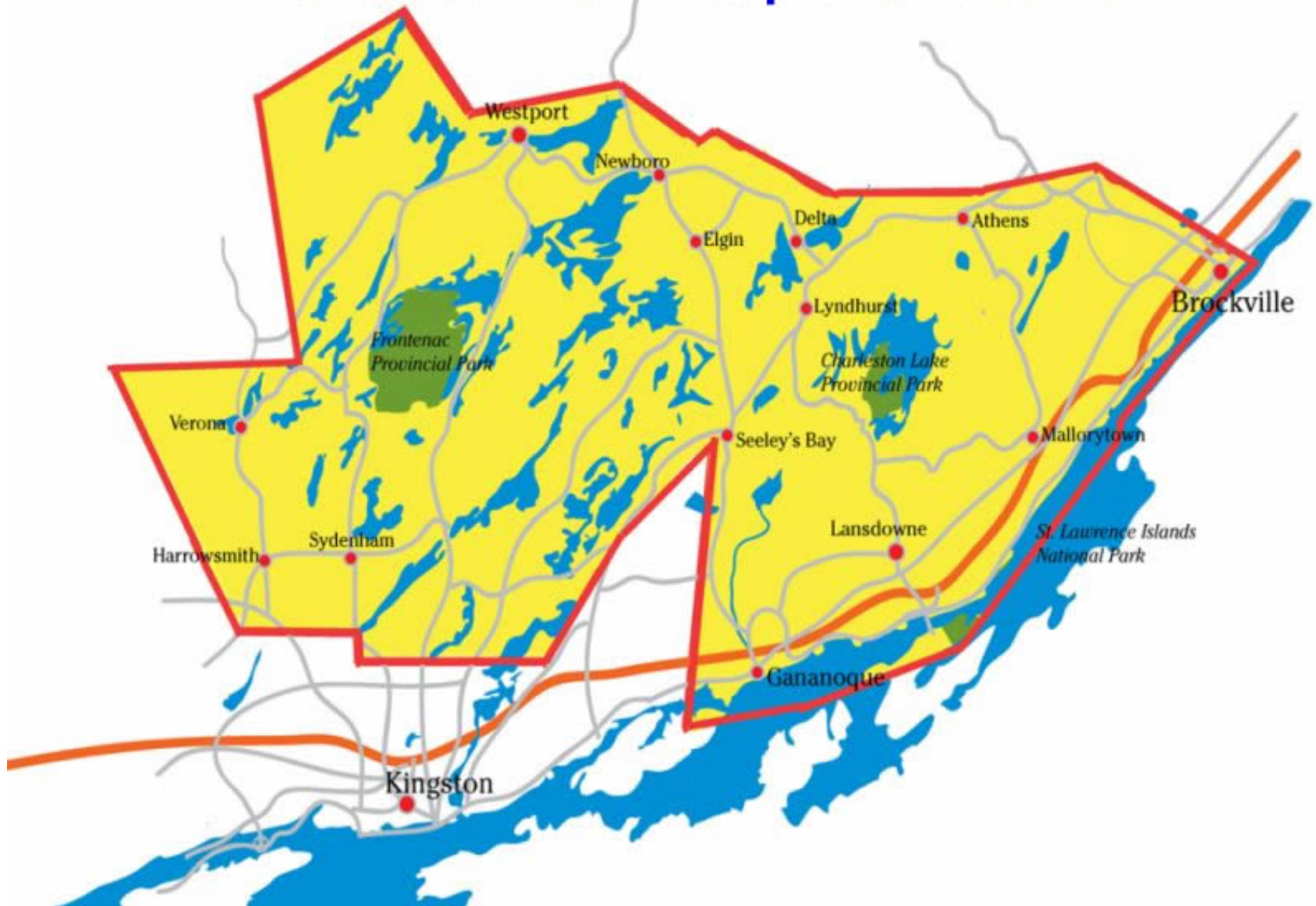


# Frontenac Arch Biosphere Reserve



A decorative graphic on the left side of the slide, consisting of a light green vertical bar and a dark blue horizontal bar with rounded ends.

# **Frontenac Arch Biosphere Reserve**

**National Model of Sustainable Tourism  
Workshop Series 2008**

# Tourism Industry Association of Canada

definition, Sustainable Tourism

***Sustainable Tourism actively foster appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments, and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.***

## FABR Advisory Team Vision:

- **The Frontenac Arch Biosphere Reserve, as a model of sustainable living, will be the best place to live and to visit because healthy natural environments, culture, heritage and robust economy are the foundation of our vibrant community.**

*Gananoque Playhouse, Feb. 2007*



## **Economic Strategies of Sustainable Tourism: Green is the new Black**

Monday January 28th, 2008  
9:30am to 12:30pm, Gananoque Inn, 550 Stone St. South

*Morning refreshments and lunch provided.*

The “Economic Strategies of Sustainable Tourism” workshop will show it makes dollars as well as sense to go “green”. Presenters will guide business owners and economic development organizations through specific profit strategies of sustainable tourism and community development. They will explore the strategic market value of sustainability linking the natural environment, culture, society and economy.

This is a Biosphere Reserve workshop series, part of a three year project to develop a national model for sustainable tourism. These workshops provide knowledge and strategies to place this region at tourism’s leading edge.

### **Michael Kurts**

Assistant Deputy Minister  
Ontario Ministry of Tourism

### **Bob Willard**

The Business Case for Sustainability  
Author of *The Sustainability Advantage*

### **Helena Arente**

Research Associate  
TNS Canadian Facts

You will learn about specific national and international case studies of the many economic benefits to tourism, including trends, interests and spending habits of travellers who choose sustainable destinations. There will be a panel discussion of sustainable tourism marketing opportunities in our region.

# The Business Case for Sustainability

Sustainability is **smart business**

New **market trends**

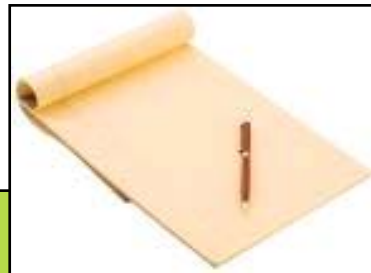
Public **expectations** are rising

Talk **business language**

Show **relevance to existing priorities**

You are **not alone**; create networks

Opportunity for **leadership**



# Canadian Travellers and Sustainable Tourism (TNS Canadian Facts)

- 54% are likely to ensure their future travel choices are consistent with the objectives of sustainable tourism.
- 45% have considered the impact of their vacation when choosing a travel destination.
- 49% would choose to participate only in activities with sustainable benefits.
- 34% would switch from their preferred destination to another offering more sustainable tourism options.
- 28% would pay a premium for their trip to directly support local workers/businesses/community initiatives/the local environment.

# Geotourism: The New Trend in Travel

5.1 million Americans can be classified as “sustainable tourists”

It is important to the majority of all American travellers that..

- their visit not damage the environment (73%)
- natural sites are preserved and protected (59%)
- they experience or learn about cultures other than their own when they travel (62%)
- they can see and do something authentic (41%)

American travellers also...

- have positive attitudes about culture and history that extend to the activities they choose to do at home and while travelling (50%)
- buy from companies and organizations that are culturally and socially oriented (30%)

# Economic Strategies

- Use the language of business to engage businesses.
- 70-80% of consumers say they are switching to **green** companies- 20% actually did in 2006
- Avoid greenwashing- describe specific activities and features that make your business sustainable.



## Planning Strategies: Sustainable Community Development

Monday February 11th, 2008

9:30am to 2:30pm, Glen House Resort, 1000 Islands Pkwy

*Morning refreshments and lunch provided.*

What is sustainable community development, and how does sustainable tourism figure in? The "Planning Strategies" workshop provides case studies and strategies from "Gateway Communities", through planning with vision, right down to thoughtful collaboration at the local level. Anyone concerned for the future of this remarkable region won't want to miss this workshop!

The workshop series brings strategies to position this region at tourism's leading edge—a Biosphere Reserve contribution to sustainable community development, in a 3 year National Model for Sustainable Tourism project.

**National Geographic Society**

Gateway Community Concept

**Bruce Cudmore**

E.D.A. Collaborative Inc.

**Tony Usher, MCIP, RPP**

Planning Consultant

"Gateway communities" use their natural beauty and character towards sustainability, and as a marketing tool. Case studies will show how communities can overcome barriers in the planning process and introduce enlightened strategies for more sustainable economic and development practices.

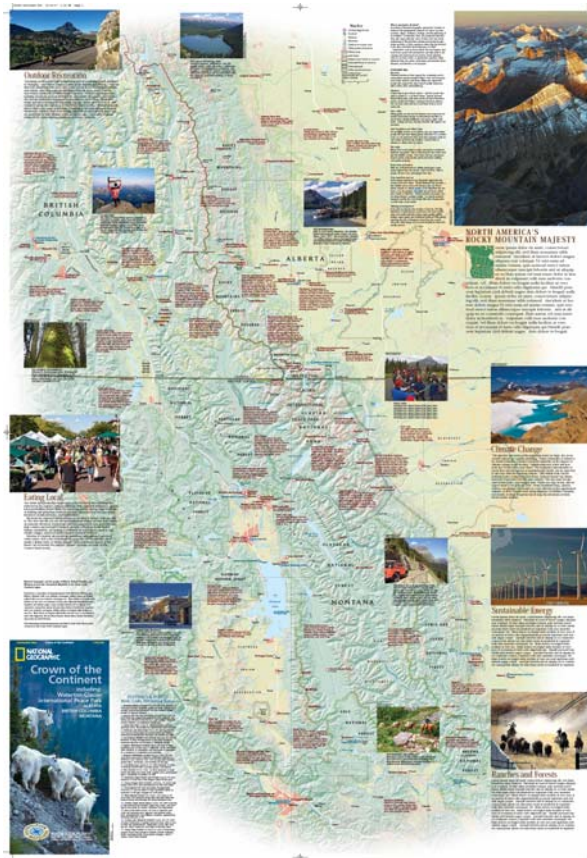
# What is Geotourism?

Tourism that sustains or **enhances** the geographical character of a place—  
its environment,  
culture,  
aesthetics,  
heritage,  
and the well-being of its residents.

## The Geotourism Test

- Are we sustaining or enhancing the character of our place?

# The Geotourism Charter



**A set of principles to promote sustainable tourism and enlightened destination stewardship.**

# Community Visioning and Sustainability Planning

- Bruce Cudmore (E.D.A Collaborative) discussed sustainability planning at
  - Wenzhou Ecological Park Master Plan
  - Federal Green Space- Pickering Airport Lands
  - Gananoque Lower Town Master Plan and Implementation Strategy
- New Provincial Policy Statement
  - “Long-term economic prosperity should be supported by [among other things] providing opportunities for sustainable tourism development” (policy 1.7.1(f))
- Enlightened municipal planning and how official plans can advance sustainable tourism (ex. Niagara, Muskoka, Rideau Canal, Leeds and the Thousand Islands).

# Workshop Discussions

- Integrated community sustainability planning requires input from the community: what direction do we see ourselves taking?
- We need to determine a sense of place: what makes us special, unique, different?

This helped develop the content for our next workshops, Romancing the Brand.

# Romancing the Brand

*Morning refreshments and lunch provided.*

Facilitated by **Erik Lockhart**

Queen's Executive Decision Centre

## Part I:

### **Our Sense of Place**

Thursday February 21st, 2008

9:30am to 1:30pm

South Frontenac Township,  
4432 George St, Sydenham



## Part II:

### **Three Perfect Days**

Wednesday February 27th, 2008

9:30am to 1:30pm

South Frontenac Township,  
4432 George St, Sydenham

#### **John Sorensen, Balleycanoe & Co., Presenter**

Part I will identify unique characteristics of our region and how to express them, visually, in literature, by taste and by sound. These images, however expressed, support our unique brand promise. These are the images to attract visitors to our region, and that visitors will take away.

#### **Vicki Clarke, Jonview Canada, Presenter**

Part II will link the places, features, people and events that express our image and our brand promise. Thoughtfully connected, there is a wealth of trip itineraries for day, weekend and week-long trips to this region—along with new, specialized business opportunities for sustainable tourism, and a new wealth of marketing opportunities.

# Obituary for the region (1)



The Frontenac “area” passed away quietly last week. A celebration of Life will be held at a later date to reminisce its attributes and generosity. With tranquil moments along the waterways, the cultural heart of the area stopped beating. Those who loved the area will seek new areas to explore, leaving their footprints in the quiet forests. With broken and depleted bones the towns and villages slowly depleted the life from the area. The children will never know the joy of the outdoors, the crunch of a local apple or ear of corn. Boaters will lament the depleted waterways as the boating industry locks its doors. Local Flavours have become a thing of the past.

Donations may made to the Sustainable Tourism Program



## Obituary for the region (2)

Manitonna, the Garden of the Great Spirit, passed away today. Formerly known as Eastern Ontario, Manitonna grew and flourished with through the cooperation of its people who together worshiped the rich natural and cultural heritage of the region.

During its lifetime, Manitonna received many forms of recognition and awards, including the designation of UNESCO as a world heritage site and a biosphere reserve. These designations led to a booming and sustainable economy during a period when many regions were overcome by threats such as global warming and energy shortages.

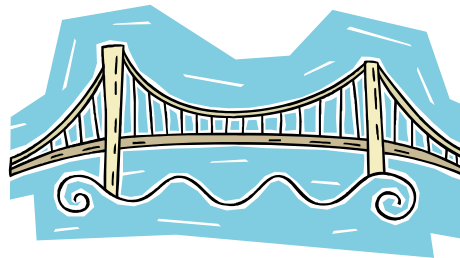
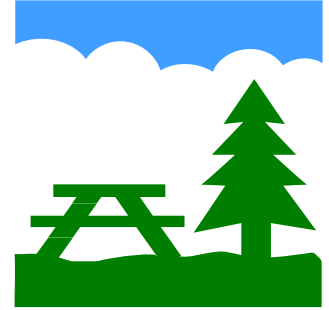
Manitonna will be remembered fondly for its many children and grandchildren including the Thousand Islands/St. Lawrence, Rideau Heritage Route and Land of Lakes.

Services will be held at the new National Centre for Sustainability of Communities at Landon's Bay.

# Summary and recurring themes



- Soft, quiet, tranquil nature
- Natural Landscape items (rock, trees, water)
- Sense of time (ancient, old)
- Historical and heritage attractions
- Crossroads and intersections
- Bridging and “interconnectedness”



# What are people looking for? (Jonview Canada)

- Adventure & activity packages (35%)
- Nature – experience it
- History & Culture of area
- Festivals, food & wine
- Environment, green initiatives
- Bus Tours & Fly / drives
- Don't necessarily want a “fixed” itinerary – can we get off “beaten path”?
- Coach tours declining & independent tours on rise
- Authenticity: special and unique things about your area

# Categories for Itinerary Development

(Results from Romancing the Brand Part II)

- Natural: Parks, trails, forests & lakes, geological
- Heritage & cultural
- Seasonal activities (winter, summer, fall)
- Rural
- Things to do vs. Things to see (active vs. passive)
- Festivals & events
- Culinary
- Adventure & sports
- Family oriented packages
- By specific niche/interest

# TRANSAT Green Accreditation Workshops



Tuesday March 4th, 2008

9:30am to 1:30pm

The Cove Country Inn

2 Bedford St. Westport, Ontario

*Morning refreshments and lunch provided.*

## **Green Buildings**

With the view that every building can aspire to sustainability, LEED is a market-based rating system that facilitates and certifies higher energy and environmental performance of buildings and communities.

## **Green Accommodations**

A great resource for the hospitality industry, the Audubon Green Leaf™ Program is based on the premise that what's good for the environment can be good for business.

## **Audubon Golf Courses**

Audubon International helps golf courses enhance and protect habitat for birds and other wildlife species, reduce water and chemical use, and educate the public about the benefits of environmentally managed golf courses.



## Sustainable Community Indicators

*Morning refreshments and lunch provided.*



Wednesday March 19th, 2008

9:30am to 1:30pm  
Elgin Lions Club Hall  
19 Pineview Dr, Elgin



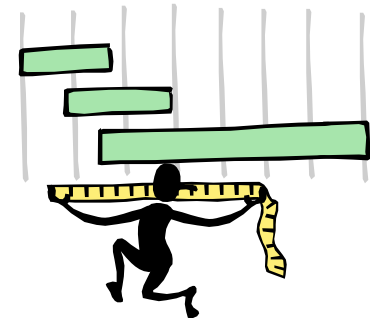
**Are we there yet? A sustainable community has a healthy environment, rich culture, vibrant society and robust economy. This workshop will produce the meaningful indicators and checklist to help build that ideal community and measure our progress. With your help on a well-rounded panel, we're poised for positive change.**

# Indicators are...

- ...a way of seeing the “big picture” by looking at a small piece of it. They tell us which direction we are going; up or down, forward or backward, getting better or worse or staying the same.
- ...a means of evaluating or achievement of charter objectives.

# Genuine Progress Indicators

- A GPI is an attempt to measure whether or not a country's growth, increased production of goods, and expanding services have actually resulted in the improvement of the welfare (or well-being) of the people in the country.
- Are we really happy?



The Leeds and Grenville Small Business Enterprise Centre and  
the Frontenac Arch Biosphere Reserve Present

## **Make It! Show It! Sell It!** **Marketing Strategies for Artisans**



Saturday February 16th, 2008  
9:30am to 3:00pm  
Joshua Bates Centre, Athens, Ontario  
\$15, includes lunch!



**Carolyn Barnett**  
Barnett Designs Knitwear

**Janet Campbell**  
Mrs. McGarrigles Fine Food

**Lindsey Fair**  
KEDCO

**Ellen Fraser**  
Cornerstone Gallery

This workshop will provide artisans with the tools for an effective marketing strategy dealing with subjects such as

- Advertising
- Sales
- Marketing
- Promotions
- Public Relations
- Pricing

This workshop will help you identify your niche in the marketplace and help you recognize the tools required to help you grow your business. The day will include tips from professional marketers, success stories from artisans in our region and an excellent networking opportunity.

# Workshop Outcomes

---

- Enthusiastic response from regional artists and artisans: a first step in a cultural tourism initiative?