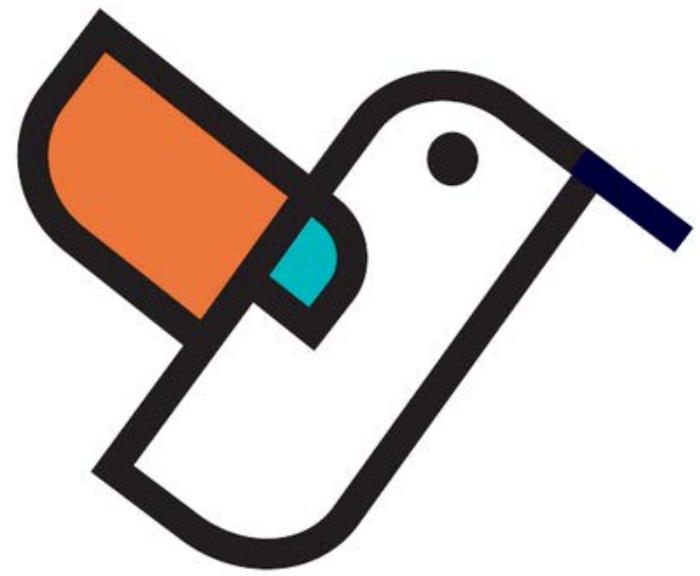




Tansi
Tourism Solutions

**SW
OT**

Analysis



Manitoba
BAT  LE COEUR DU CANADA

Weaknesses

96° 48' 35"

**Longitudinal Centre of Canada
Centre Longitudinal du Canada**

SWOT Analysis as part of Taché Community Tourism Strategic Plan Project
for

Lesley Gaudry, Economic Development Officer, RM of Taché
28007 Mun 52N, Dufresne, MB R5K 0N7



Introduction

SW OT Analysis

This SWOT analysis provides a snapshot of the current tourism related landscape in the Rural Municipality of Tache.

The analysis does not include our recommendations and suggested directions - these will be included in the Strategic Plan Report

This review is meant to serve as an overview of local conditions to be kept in mind while formulating plans to direct future tourism related capital expenditures. Possible strategies to leverage strengths, address weaknesses, take advantage of opportunities, and to mitigate current and possible future threats, will be included in our following Report.

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SWOT Analysis

Strengths

Location at the Centre of Canada:

- Geographical location feature that cannot be replicated -a truly unique feature of the RM of Tache that can be leveraged in several ways to create infrastructure, facilities, and experiences. Individually or collectively, these can become a major visitor attraction(s) for both domestic and international visitors. A multi-phase concept plan is already in place and ready to be implemented; we hope the Municipality takes the plan forward.

Natural Attractions:

- Major Trails: Highlighted by the community as key attractions, providing opportunities for summer and winter activities like hiking, snowmobiling, snowshoeing, biking, and nature walks. The Dawson Heritage Trail, Monominto Trail, and Sno-Motion Snowmobile Trail, were specifically mentioned
- Country Scenery: The area's rural character with its many natural spaces is a strong draw for urban dwellers and visitors, including big skies and wide Prairie landscapes.

Proximity to Winnipeg, Steinbach, and Ste Anne:

- Accessibility and being close to Winnipeg to attract day-trippers and short-term visitors, make the Municipality convenient for large urban population centres. This large and nearby audience makes it easier to establish start-ups and grow existing businesses.
- Ste. Anne is a regional hub for health care, the city of Steinbach is a major southern Manitoba population centre, and the RM of Tache falls squarely in the path of path of Manitoba residents who are “on the way to cottage country”.

Community Engagement:

- Interested and engaged local community - community members show strong willingness and readiness to promote tourism, create tourism assets, and engage in collective efforts to enhance visitor experiences.

Weaknesses

Strengths...cont.



SWOT Analysis

History and Culture:

- The strong cultural heritage component of the Municipality - the historical aspects of the region (Monseigneur Tache Historical Site, the Old Rectory Museum, and Dawson Trail) within the Region can be developed into significant guided and self-guided cultural tourism products. The church and adjacent building can also become a heritage events venue to host weddings, celebrations of life, and be made available as a film shooting location.

Family-Friendly Environment:

- Attractions for Families -existing farm, barnyard, agritourism, and wildlife activities are all attractive for families with younger children. Easy day trip options and product bundling can create a variety of family experiences. Existing Lorette Family Fun Days, and Landmark Friendship Festival are experiences already in place.



SWOT Analysis

Weaknesses

Lack of Awareness and Marketing:

- Insufficient promotion of the Municipality as a whole- the Municipality and the region suffers from a lack of awareness of its existing attractions, indicating a need for better coordinated marketing strategies.

Accommodation and Infrastructure Deficiencies:

- Limited Overnight Options - limited choice of accommodation facilities, which restricts longer stays in the community. Accommodations with character or a connected attraction can become destinations in themselves.
- Roads and Signage - issues with road quality and signage affects the accessibility and overall visitor experience.

Funding and Support Challenges:

- Difficulty Accessing Funds: the community made multiple references to the difficulties in obtaining funding to develop, support, and promote tourism initiatives. Also, a general lack of awareness of possible funding sources.
- Municipal and Government Support - community perception that local government could do more to support tourism development initiatives.

Seasonality:

- Short Tourism Season - Tache's current limited tourism products are highly seasonal in nature reducing the potential for year-round visitation and revenue.

Management of Not for Profit Community Assets:

Historic and cultural assets managed by volunteers can be vulnerable to changes, individual circumstances, and burnout. While we understand that deep personal connections and history are intertwined, workable arrangements acceptable to all stakeholders will need to be found for greater community investment and future growth.



SWOT Analysis

Weaknesses

Trained Human Resources:

- Employment Issues: given its semi-rural character, there likely are challenges in recruiting and retaining tourism trained employees. The seasonal and high turnover character of tourism employment requires frequent training of staff employed for relatively short periods of time.

Lack of local and regional collaboration:

- Currently, apart from one exception, there is no effort by local businesses to bundle products, create joint packages, reach price agreements, do joint marketing, or indeed work together to attract visitors.
- Eastman Tourism, the Regional Tourism Association - a lack of connection with Eastman Tourism Association currently. Potential opportunities for collaboration include coordinated marketing efforts .



SWOT Analysis

Opportunities

Marketing and Awareness Campaigns:

- Digital and Social Media Marketing - opportunity to use targeted digital campaigns and online presence to hugely raise Tache awareness and attract a wider audience.
- Partnerships: Collaborating between businesses within the region, with Eastman Tourism, and directly with neighbouring Municipalities can increase range of products available, and allow for cross promotions and efficiencies of joint marketing. This will also help the region by reaching and attracting a wider audience.

Development of Lodging and Centre of Canada infrastructure:

- New Accommodation Facilities - encourage investment in hotels and lodging with local character, accommodation linked with an attraction, boutique B&Bs, and retreats to cater to a variety of visitors.
- Improved Signage and Roads - investment in infrastructure improvements to enhance visitor experience.
- Reach agreement, get approvals and funding to move ahead with Centre of Canada Conceptual Design Plan.

Niche Tourism Experiences:

- Eco-Tourism and Agritourism: Develop packages focused on the natural environment and local farms, including guided nature walks, birding, yoga, forest bathing, eco-friendly lodging, self guided farm circle tours, pop-up weekend markets for local produce, Fall Food Festival.
- Adventure Tourism: Promote activities such as snowshoeing trails, snowmobile trails, and hiking, targeting both summer and winter adventure enthusiasts. The existing Walk (Bike) the Old Dawson Trail has growth potential.

Leveraging Historical, Cultural, and Location Assets:

- Heritage Tourism - continued development of the Monseigneur Tache Historic Site and Old Rectory Museum as an online bookable product packaged into both self and expert guided visitor tours. Bookable cultural and educational tours can focus on the historical and cultural significance of Ste. Genevieve Roman Catholic Church, the Old Rectory, and Cemetery area, and the connected history of European settlement of the region.

Government and Grant Programs:

- Funding Opportunities - actively pursue Provincial and Federal grants aimed at rural development & tourism infrastructure enhancement. Share grant opportunities with local businesses and provide help in application process.



SWOT Analysis

Threats

Economic and Political Changes:

- Reduced Spending- by governments at all levels dictated by economic downturns can lead to reduced spending on tourism infrastructure development and assistance. This impacts stability in funding and creates uncertainty.

Environmental Impact:

- Degradation of Natural Resources - increased and unmanaged visitor activity could damage the natural and rural character of the Municipality. Development requires thoughtful planning and sustainable tourism practices to mitigate impacts and retain the Municipality's heritage and rural character.

Regional Competition:

- Competing Attractions - from neighbouring municipalities, the Eastman Region, and from visitor attractions located in the city of Winnipeg will remain an ongoing challenge. These regions may have similar or better-developed tourism infrastructure, facilities, and attractions, and could draw potential visitors away.
- However, this scenario also creates opportunities to collaborate with regional businesses in Winnipeg and neighbouring Municipalities with different strengths to create a wider range of tourism products.

Climate Change:

- Adverse Weather Conditions - changes in weather patterns could impact the appeal and accessibility of outdoor attractions, reducing visitor numbers during certain seasons. Summers with drought, springs with excessive rainfall, flooding, smoke due to forest fires in neighbouring Provinces, all can negatively impact visitor numbers. This implies that local tourism businesses have the financial resilience to survive periods of downturn.



SW OT Analysis



Please email or call us for further explanations and comments.

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Weaknesses



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