



TACHE COMMUNITY TOURISM DEVELOPMENT STRATEGIC PLAN

Tourism as an economic driver for the community

AUGUST 2024

By:

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INTRODUCTION AND ACKNOWLEDGEMENTS



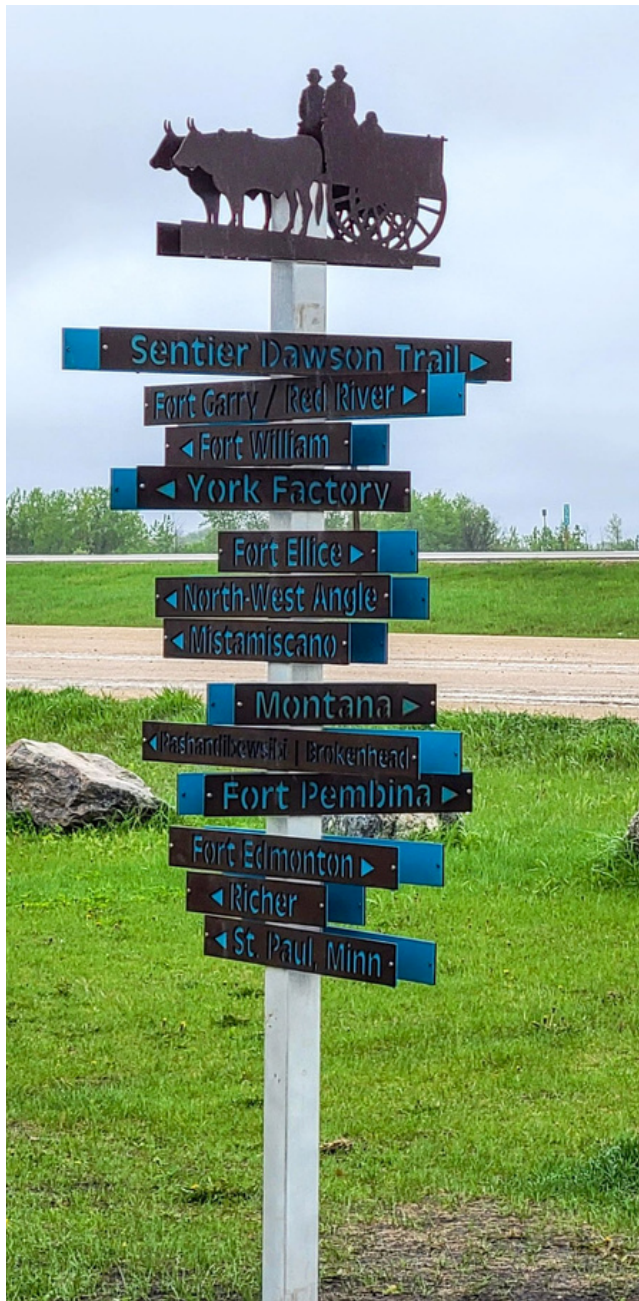
Tansi Tourism Solutions was engaged by the Rural Municipality of Tache in March 2024 to research and prepare a Community Tourism Development Strategic Plan with the following objectives:

- 1- Tansi will do a community Tourism asset inventory, including status of assets, accessibility, and other required details
- 2 - A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis
- 3 - A review of available literature and local tourism data analysis to see key trends
- 4 - A community consultation session to build a collaborative Tourism Strategic Plan
- 5 - Identification of key target markets
- 6 - Identification of marketing tactics incl. social media relevant messaging, partnership identification opportunities, and marketing tactic recommendations for future planning and development.

During our research, location visits, and community roundtable session, the following people have made time for us, shared their knowledge, made us feel welcome, and given us support. For their friendship, advise, and direction, we are grateful.

- Lesley Gaudry, The Rural Municipality of Tache
- Gareth Tanswell, Lorette Golf Course
- Tashia and Joseph Lapeire, Ste. G's General Store
- Christel Lanthier and Joey Fiola, Ferme Fiola Farms
- Anna and Luke Hunter, Long Way Homestead
- Melanie Gamache, Borealis Beading
- Adele Krasniuk, Ark Ceramics and Gifts
- Robert and Virginia Freynet, Monseigneur Tache Historic Site
- McKenzi Watson and Steve Rempel, Prairie Exotics
- Dawna, Dawson Trail Motor Inn and Restaurant
- Light of the Prairies Retreat Centre, Lorette

EXECUTIVE SUMMARY



The Tourism and Destination Development Strategy Plan for the Rural Municipality of Tache aims to leverage its geographical, cultural, and historical features to grow a tourism industry. This plan leverages insights from the SWOT analysis and the community roundtable to outline a comprehensive strategy for destination development, focusing on creating compelling visitor attractions and experiences.

Key recommendations include improving infrastructure such as roads and signage, encouraging investment in diverse accommodation options, and developing the Centre of Canada landmark. The plan emphasizes growing existing agritourism experiences, establishing soft adventure experiences, promoting heritage tourism products, and fostering community collaboration and support. Year-round attractions and events, such as seasonal festivals and indoor wellness retreats, are also suggested.

Catalyst projects include establishing a visually striking Centre of Canada landmark as planned, organizing an annual Old Dawson Trail Treasure Hunt, and fully implementing the existing heritage Monseigneur Tache Historic Site development project.

EXECUTIVE SUMMARY

Catalyst projects include establishing a visually striking Centre of Canada landmark as already planned in the concept design, organizing an annual Old Dawson Trail Treasure Hunt, and completing development of the heritage venue of Monseigneur Tache Historic Site.

The implementation framework is divided into three phases: catalyst items (0 -24 months) focusing on immediate marketing and infrastructure improvements; shorter-term goals (12 - 48 months) including the start of the construction of the Centre of Canada landmark project, and the promotion of additional all season visitor products, and finally, mid-term goals (2 – 5 years) aimed at expanding accommodation options, developing indoor attractions, and organizing regular local cultural festivals and events.

The plan outlines a suggested marketing strategy targeting regional residents, families, outdoor enthusiasts, and cultural visitors through various channels and partnerships, with a focus on community involvement.

IMPORTANT NOTE: Although this plan is created for the Municipality of Tache, many of the suggestions, particularly related to product and experience development, are actions that can only be implemented by individual businesses, with the Municipality acting in the role of a facilitator.

Key points identified following the Community Roundtable session and our visit to individual businesses.

KEY STRENGTHS

KEY CHALLENGES

KEY OPPORTUNITIES

LOCATION AT THE CENTRE OF CANADA

MIXED LOCAL SUPPORT FOR TOURISM PARTLY DUE TO LACK OF RESIDENTS AWARENESS

LEVERAGING LOCATION, HISTORICAL AND CULTURAL ASSETS

WELL KNOWN TRAILS LIKE THE HISTORIC DAWSON TRAIL

ACCOMMODATION AND INFRASTRUCTURE DEFICIENCIES

MARKETING CONTENT AND ASSET CREATION. JOINT REGIONAL MARKETING

COUNTRY LANDSCAPE

SERVICES AND AMENITIES TO SUPPORT VISITOR EXPERIENCE (REST STOPS, SIGNAGE, ETC.)

DEVELOPMENT OF CENTRE OF CANADA SITE

PROXIMITY TO LARGE URBAN AND BUSINESS CENTRES

EXTREME SEASONALITY LEADS TO STAFFING AND STAFF TRAINING CHALLENGES

IMPROVE VISITOR INFRASTRUCTURE

ENGAGED COMMUNITY

FUNDING AND SUPPORT FOR TOURISM PROJECT DEVELOPMENT AND MARKETING

IMPROVE BUSINESS CLIMATE AND CREATE INCENTIVES FOR TOURISM OPERATORS

CULTURAL AND HISTORIC HERITAGE

DEPENDENCY ON SUMMER SEASON AND LIMITED EXPERIENCES AND HOURS OF OPERATION OUTSIDE OF SUMMER SEASON

SUPPORT GROWTH OF ADDITIONAL VISITOR EXPERIENCES OUTSIDE OF SUMMER SEASON

SMALL TOWNS WITH RURAL CHARACTER

LONG-TERM MANAGEMENT AND STEWARDSHIP OF HISTORIC ASSETS

BROADEN AGRITOURISM AND ECOTOURISM PRODUCTS LIKE GUIDED NATURE WALKS, GUIDED BIRDING, YOGA CAMPS, SELF GUIDED FARM CIRCLE TOURS, WEEKEND MARKETS, SEASONAL FOOD FESTIVALS

FAMILY FRIENDLY ASSETS IN PLACE

LACK OF REGIONAL MARKETING AND COLLABORATION

Refer to SWOT Analysis Summary and Insights from Community Roundtable held June 11, 2024, attached.

SUPPORTING DATA

<https://www.destinationcanada.com/en/destination-development>

The community inputs complement the 2023 DC Destination Development Report in highlighting some of the main barriers but also showing the path to possible solutions.

- Stakeholders overwhelmingly identified funding as the biggest challenge related to destination development
- The economic value of tourism isn't widely understood outside of the tourism stakeholder ecosystem which creates significant barriers for investment for destination development.
- By fostering an environment of collaboration with other organizations and jurisdictions, the industry can streamline messaging and learn from similar experiences.
- Engaging with local communities on destination development will create a more tailored approach specific to each community's needs and foster more buy-in among local residents.

CURRENT CHALLENGES IN DESTINATION DEVELOPMENT

Stakeholders identified the below categories as top challenges and barriers to accelerated destination development in Canada.

Funding

Stakeholders overwhelmingly identified funding as the biggest challenge related to destination development. DMOs, Tour Operators, and Tourism Businesses have a plethora of innovative ideas to enhance accommodations and experiences within their provinces and across Canada but lack the financial capacity to bring those ideas to life and ultimately optimize the Canadian experience.

Sustainability

While Canada's adventurous reputation and plethora of authentic cultural and natural assets are a perfect fit for travellers looking for an off-the-beaten-path experience, lack of destination readiness and infrastructure such as a variety of accommodations and culinary options hinders guests' ability to have an elevated visit.

Transportation

Stakeholders highlighted that Canada's vast size

Awareness

The economic value of tourism isn't widely understood outside of the tourism stakeholder ecosystem which creates significant barriers for stakeholders in search of investment for destination development.

Unclear Definition of Destination Development

Stakeholders are using and defining the term "Destination Development" differently, resulting in siloed efforts across Canada.



See details in DC Report extracts in following pages



FUTURE OPPORTUNITIES IN DESTINATION DEVELOPMENT

Stakeholders identified the below categories as top opportunities to strengthen Canada's tourism industry and ultimately increase Canada's global competitiveness.

Collaboration

There is a major opportunity to strengthen Canada's tourism industry through cross-provincial knowledge-sharing and collaboration on development efforts. By fostering an environment of collaboration, the industry can streamline messaging and learn from similar experiences.

Community-Led Initiatives

There is an opportunity for Canada to set a global standard in destination development through community-led initiatives that are beneficial to all Canadians. Engaging with local communities on destination development will create a more tailored approach specific to each community's needs and foster more buy-in among residents.

Authenticity

As demand soars for truly authentic travel experiences, Canada has an opportunity to showcase its multifaceted cultural fabric and untouched natural assets to the world. Advancing destination development in the context of Indigenous communities offers an opportunity for Canada to work towards Reconciliation efforts.

Dispersion

Strengthening supply across all of Canada's provinces and in shoulder seasons will offer more diversified itineraries to travellers and more financial stability to the industry. Geographic and seasonal dispersion will enhance Canada's economic vitality.

* stakeholder quote

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Transportation

Stakeholders highlighted that Canada's vast size requires increased and updated transportation infrastructure to encourage visitors to venture out of the urban hubs or lengthen their stay by including more locations within Canada. Faster modes of transportation and increased affordable air access would mitigate current accessibility issues to and within Canada.

June 2023

* stakeholder quote

"Travel demand is there but the biggest barrier is infrastructure."^{**}

"Biggest challenge is funding & resources."^{**}

"Awareness of the value of our industry and what it brings to Canada is a challenge."^{**}

Photo

13

Mount Thor

Nunavut

"We can't take a one-view approach to destination development across Canada, we need to engage with local communities to meet them where they're at as it relates to their specific needs."^{**}

"Winter is a huge opportunity; we do winter really well. We already have a lot of great infrastructure in place but positioning them and enhancing them to make them more appealing to travellers and getting the word out there."^{**}

"We're the second largest country in the world and almost all of the demand is for one percent of our land mass. There's way too much demand for too few places."^{**}

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RM OF TACHE GOALS AND GUIDING PRINCIPLES



Goals

- Increase visitor numbers and tourism revenue.
 - Enhance the visibility and awareness of Tache as a visitor destination.
 - Develop year-round attractions and experiences.
 - Foster community engagement and collaboration in tourism initiatives.
 - Establish mechanisms for local tourism businesses to thrive.
 - Ensure sustainable and responsible tourism development.
-

GOALS AND GUIDING PRINCIPLES



Guiding Principles for Destination Development

1. Community Involvement: Engage residents and businesses in tourism development.
 2. Infrastructure Development: Develop a central attraction as a regional landmark .
 3. Cultural Preservation: Project and preserve the rich cultural and historical heritage.
 4. Visitor Experience: Improve signage and stay options.
 5. Innovation: Encourage development of creative and diverse tourism products.
 6. Marketing: Strongly broadcast content giving reasons why visitors should spend time in the community.
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INTRODUCING THE STRATEGY



The vision for Tache's tourism strategy is for the Municipality to become a regional destination that leverages its unique geographical location, rural character, proximity to a big city, and cultural heritage, to make available a range experiences for visitors.

The **"Marketing and Awareness"** strategy focuses on creating promotional materials and launching targeted digital campaigns to boost visitor numbers in the short term. This includes a branding strategy centered on Tache's unique position as the Centre of Canada, possibly in collaboration with Eastman Tourism and Travel Manitoba.

"Infrastructure Development" aims to enhance accessibility and visitor experience by improving roads, signage, and developing a signature Centre of Canada landmark and related facilities, along with encouraging investment in diverse accommodations.

The **"Tourism Product and Experience Development"** initiative requires Tache to foster development of eco-tourism, soft-adventure, heritage, and agritourism packages, highlighting historical sites, with promotion of country fairs, events, and local culinary experiences.

The **"Community Collaboration and Support"** priority emphasizes fostering partnerships among businesses, local government, and tourism development bodies, assisting local businesses in securing funding, giving information and advice, and organizing community forums.

Lastly, **"Year-Round Attractions and Events"** provides focus on creating seasonal events, enhancing trails, and introducing indoor attractions and wellness retreats to ensure year-round visitor appeal.

STRATEGIES IN DETAIL

Marketing and Awareness:

- Either create separate Tache Tourism website or piggyback on existing eastmantourism.ca website to create Tache specific content and landing pages.
- Design, print, distribute destination promotion material for immediate term visitor boost (see examples).
- Launch southern Manitoba targeted digital and social media campaigns.
- Develop a unified branding strategy (in collaboration with Eastman Tourism?) emphasizing Tache's Centre of Canada location and unique attributes.
- Coordinate with Eastman Tourism and Travel Manitoba for ongoing content creation, cross promoting, marketing, and visibility.

Infrastructure Development:

- Advance on priority (subject to funding), the Centre of Canada landmark and related facilities development plan.
- Improve directions to local attractions signage to enhance visitor experience.
- Support, provide tourism related advisory service, and give incentives to encourage investment in diverse tourism assets and accommodations.

Tourism Product and Experience Development:

- Bundle existing agritourism, nature, wellness, golf, and dining assets to create Visitor Day Packages (see examples in appendix).
- Create additional farm tourism, eco-tourism and soft-adventure products.
- Develop heritage and cultural experiences themed on the Old Dawson trail, the Grain Elevator, old River Lot system, Centre of Canada, Sistine Chapel of the Prairies, and the Monseigneur Tache Historic Site (see appendix).
- Further develop local and existing 'farm to fork' culinary experiences.

STRATEGIES IN DETAIL...cont

Community Collaboration and Support:

- Set up a Tourism Advisory volunteer committee reporting to Council, assign specific tourism development related portfolios to each Committee member, meet regularly to monitor progress.
- Build formal partnerships, collaborations, and information sharing among local businesses, neighbouring municipalities, Travel Manitoba, and Tourism Winnipeg.
- Support local businesses with information on accessing funding and grants.
- Host twice yearly community tourism forums and networking events.

Broaden seasonality with Year-Round Attractions and Annual Events:

- Develop seasonal festivals, farmer markets, and events.
- Enhance existing trails and guided outdoor activities for winter..e.g December and January horse-drawn sleighrides, guided snow-shoe walks.
- Introduce indoor attractions and wellness retreats.
- Thanksgiving, Halloween, Mother's Day, Father's Day, Easter -themed farm events, indoor events , restaurant, and gift shop specials.
- Allocate Municipal funding for enhanced social media promotion of winter and themed events.

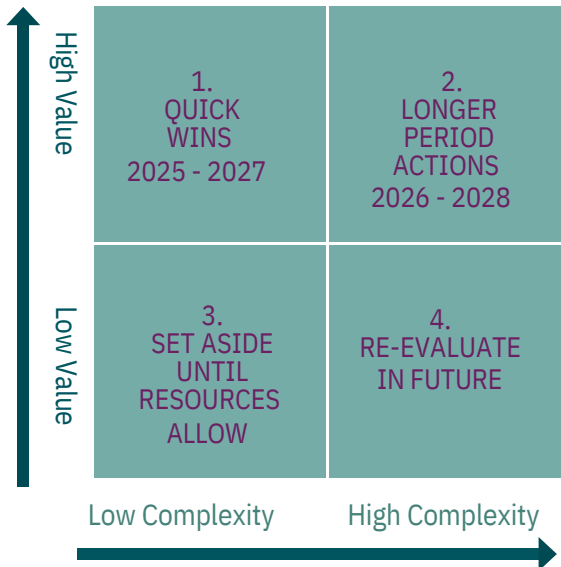
FUNDING OPPORTUNITIES TO EXPLORE:

Manitoba Tourism Strategy: <https://www.travelmanitoba.com/tourism-industry/industry-resources/provincial-tourism-strategy/>.

To find out if your business project qualifies and to apply:
<https://www.travelmanitoba.com/tourism-industry/industry-resources/funding/>

Winter Tourism Development Fund to expand winter tourism offerings:
<https://mbchamber.mb.ca/2022/08/15/travel-manitoba-prairiescan-launch-fund-to-support-winter-tourism-experiences/>

SETTING PRIORITIES



The prioritization of each objective and the relative timing for implementation is based on the following framework.

1. QUICK WINS or CATALYST PROJECTS are high value tactics with low complexity and can be achieved within 3 years (2024 - 2027).

2. LONGER PERIOD ACTIONS are high value that possibly require community, regional or provincial involvement, support, funding, and perhaps regulatory clearances. These require 4 to 6 years to implement and achieve results (2024–2030). However, some activities can start immediately to achieve outcomes.

3. SET ASIDE UNTIL RESOURCES ALLOW - these are lower complexity and relatively less value initiatives to be addressed when resources permit.

4. RE-EVALUATE IN FUTURE are those ideal wish-list items not realistically achieved in the short to mid-term frame of this strategy.

Implementing the destination development objectives with the above time framework will allow the Municipality of Tache (and perhaps Eastman Region Tourism) to examine the different priorities across all planning areas and set suitable timelines for action.

The suggested actions identified within the 5 planning areas would benefit from community involvement and leadership on an ongoing basis. The desire to be involved in the process and local leadership skills are both present as seen during the community consultation process.

CATALYST PROJECTS

The following objectives are identified as priority catalyst projects for moving the Municipality of Tache Community Tourism Development Strategy towards faster implementation.

Marketing and Awareness:

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Infrastructure Development:

- Advance on priority (subject to funding), the Centre of Canada landmark and related facilities development plan.
- Improve directions to local attractions signage to enhance visitor experience.

Tourism Product and Experience Development:

- Negotiate and obtain Federal or Provincial funding for supporting local businesses to advance digitization with web based scheduling, booking, and payment options
 - Arrive at an acceptable solution for the management and ongoing care of community owned historic and cultural assets managed by volunteers currently.
 - Develop heritage and cultural experiences themed on the Monseigneur Tache Historic Site (see appendix).
 - Bundle existing agritourism, nature, wellness, golf, and dining assets to create Visitor Day Packages (see examples in appendix).
-

CATALYST PROJECTS

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Broaden seasonality with Year-Round Attractions and Annual Events:

- Enhance existing trails and guided outdoor activities for winter..e.g December and January horse-drawn sleighrides, guided snow-shoe walks.
- Encourage programming for Thanksgiving, Halloween, Mother's Day, Father's Day, Easter -themed farm events, indoor events , restaurant specials, gift shop specials.

SUGGESTION

To find out if proposed project(s) is eligible, or to get more details on funding programs, please send an email to the Prairies Canada office and get guidance:

- Manitoba: wd.mb-mb.deo@prairiescan.gc.ca

Project concepts with the strongest merit and best alignment with the program priorities will be invited to complete a full application and undergo further assessment.

PRODUCT SUGGESTIONS

As part of our recommendations to the RM of Tache to build a strong tourism foundation, Tansi Solutions was to make suggestions to local tourism operators on how to improve and provide Exceptional Visitor Experiences. The objective is for local businesses to be able to deliver a memorable tourism product that encourages word-of-mouth marketing, generates positive google reviews, and repeat visits by exceeding visitor expectations.

We were delighted to learn that some of the ideas suggested by us during our in-person visit to local businesses were in the process of being implemented by two business owners.

Below are amendments, changes, and local collaborations that some of the businesses we visited can do in the short-term to improve their visitor experience, boost revenue, and expand client base. These suggestions are a result of short site visits and based on limited information, and first impressions gathered. We recommend longer term support on product development, funding, and marketing (at the least) to these and other tourism related businesses so they can realize their full potential.

Brief product development and marketing Ideas:

- Ste. G's General Store: develop as a venue for local artisans, branding
 - Long Way Homestead: growing their Farm to Fork culinary experience, educational farm tours, website development
 - Ferme Fiola Farms: improving visitor experience with facility upgrading, educational tours for schools, better defined visitor packages that can be scheduled and booked online
 - Ark Ceramics and Gifts: as a regional centre for craft workshops
 - Monseigneur Tache Historic Site: guided and self-guided site tours once the site is developed as planned, as venue for family events and celebrations, as venue for movie shoots, educational tours, guided country walks
-

PRODUCT SUGGESTIONS

- **Prairie Exotics:** set up specific visitor packages that can be scheduled and booked online, improved visitor experience with facility upgrading, barnyard animal tours for families, educational tours, as a venue for local farmer market
- **Dawna, Dawson Trail Motor Inn and Restaurant:** rebranding of business, changing restaurant business model, packaging accommodation and breakfast, collaborating with Lorette Golf Course, and other agri-businesses to set up weekend getaway packages
- **Light of the Prairies Retreat Centre, Lorette:** website upgrades with more details of retreat, workshop and meeting space, rental, and accommodation scheduling, booking, and payment options. Multi channel marketing to reach specific audiences that manage executive development sessions, corporate and private retreats, other special interest Group business.



LONGER PERIOD ACTION ITEMS AND ONES TO SET ASIDE UNTIL RESOURCES PERMIT

The following objectives were identified as Projects lower on the priority list and ones that are 'wish-list' items for implementation over the medium term.

Marketing and Awareness:

- Develop a unified branding strategy (in collaboration with Eastman Tourism?) emphasizing Tache's Centre of Canada location and unique attributes.
- Coordinate with Eastman Tourism and Travel Manitoba for ongoing content creation, cross promoting, marketing, and visibility.

Infrastructure Development:

- Support, provide tourism related advisory service, and give incentives to encourage investment in diverse tourism assets and accommodations.

Tourism Product and Experience Development:

- Provide advisory support and encourage businesses to create additional farm tourism, eco-tourism and soft-adventure products.
 - Provide advisory support to develop heritage and cultural experiences themed on the Old Dawson trail, the Grain Elevator, the old River Lot system, Centre of Canada location, Sistine Chapel of the Prairies, and the Monseigneur Tache Historic Site (see appendix).
 - Further develop local and existing 'farm to fork' culinary experiences.
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 - Introduce indoor attractions and wellness retreats.
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-

ISSUES TO CONSIDER

Community Collaboration and Support:

1. The Municipality of Tache has a nascent and somewhat un-cohesive tourism industry still in infancy. At the recently held community gathering, stakeholders recognized that destination success both at the individual business level, and for the region as a whole, will require support and continued enhanced collaboration by all.
2. Tourism development will succeed if it can focus on both collaborative Eastman Region-wide initiatives, corridor-based opportunities that include neighbouring Municipalities, as well as individual community-based businesses. This will lead to a Tache based set of tourism businesses that are transformative and strengthen long-term product competitiveness of the entire Eastman Region.

A Supportive Tourism Business Environment:

3. There is an opportunity to create a supportive business climate for tourism entrepreneurs – one that leads in Manitoba. Some support and resources do exist at the Provincial and Federal levels, and through different Economic Development Initiatives. However, navigating these resources and accessing capital is still complex and remains a barrier.
 4. A reasonable degree of ease and certainty in licensing and permits, and access to the land base, is needed to support capital investment by current and potential tourism operators; a certainty that can start by streamlining procedures at the Municipal level.
 5. The Municipality will also be well served to put in place a mechanism that provides ongoing business support that includes handholding through processes and approvals, mentoring, developing business plans, tourism product development assistance, providing grant application assistance, and ultimately, easier access to funding.
-

ISSUES TO CONSIDER

Areas of Specific Business Support:

6. Address specific challenges such as the prohibitive costs associated with liability insurance which is often a barrier for visitor based businesses. Investigate possible pooled liability insurance programs for land-based activity operators.
 7. Cross-educate Winnipeg airport and Winnipeg city visitor centres, front-line staff, and other potential visitor ambassadors (via familiarization tours or experience showcases) on the range of visitor attraction in Tache. Choose websites and Winnipeg attractions where visitors tend to ask front line staff about local attraction details and educate them.
 8. Review current calendar of any locally held festivals and events and categorize events as to whether they promote visitation, have the potential to motivate travel, or are almost entirely local community focused in nature. Have a Festival and Events committee arrange the nature and timing of seasonal events within the community. Identify opportunities to create events that will motivate travel during the Sep-March period in the Municipality. Think about a cost shared position of a Festivals and Events Coordinator working across several neighbouring Municipalities and communities to kick start the concept of corridor building (consider RM of Springfield, RM of St. Anne, Town of St. Anne, RM of Ritchot, RM of Hanover, RM of Reynolds, and others).
 9. Support the development of Old Dawson and Monominto trail-based experiences and carry out trail network enhancements within, and between Municipalities in the region, as part of corridor building. Support and fund trail maintenance, signage installation, online digital and paper map availability for trail users.
-

ALIGNMENT WITH PROVINCIAL TOURISM STRATEGY

The Manitoba Tourism Strategy Report 2023 identifies INDUSTRY TRENDS, TARGETS, INITIATIVES, and NEXT STEPS with specific action plans. We recommend the **extracts from the Report in this page and the next** be used as supporting material during conversations with Federal and Provincial funding agencies.

https://issuu.com/travelmanitoba/docs/7573_travelmb-tourismstrategy_2023_singlepages_web

VISITOR PROFILE 2022: The majority of visitors (87 per cent) were Manitobans in 2022, while 10 per cent were from other Canadian provinces. Only 2.4 per cent of visitors were from the U.S. and 0.45 per cent were from overseas.

A silver lining of the pandemic is an increase in Manitobans' desire to travel within their home province. An April 2023 Probe Research survey showed that 48 per cent of Manitobans were interested in traveling within Manitoba, which is up from 23 per cent pre-pandemic.

KEY INDUSTRY TRENDS: The following trends and their implications are drawn from assessments of interviews conducted with both inbound and outbound tourism stakeholders.

1. Lack of access and reduced transport connectivity
2. Labour and skill shortage
3. Higher costs
4. Reduced business travel and events
5. Product degradation
6. Reduced access to capital and limited liquidity

KEY MARKET TRENDS:

Around the world, the tourism sector is undergoing a transformation as consumer behaviours and values shift. What visitors value — and where they spend their time and money — is changing in response to the lasting impact of the pandemic. Destinations and businesses that explore and understand these shifts can act now to adapt operational models, improve product and service development, channel marketing budgets and prepare for what's next.

1. Frictionless travel
2. Domestic travel
3. Responsible travel

ALIGNMENT WITH PROVINCIAL TOURISM STRATEGY

KEY MARKET TRENDS:

4. Ascendancy of communities
5. Indigenous connection
6. Wild for wilderness
7. Health and wellbeing
8. Affluent travel boom
9. Great resignation and retirement

Post-pandemic, more people are rethinking their work-life balance than ever before. By 2025, people aged 65 and older will account for 11 per cent of the world's population and international travel will more than double. With time and money for travel, this segment remains a key audience for travel operators to consider.

DESTINATION MANAGEMENT (MANITOBA):

Destination management is the coordination of all aspects of a destination that contribute to a visitor's experience, including the perspectives of visitors, the tourism industry (attractions, accommodations, visitor services), businesses, local residents and governments. It focuses on the supply side. Destination management includes both destination development and product development.

Destination management is important because it increases the competitiveness and resiliency of the industry by addressing barriers to industry growth and supporting tourism development.

FOSTER COLLABORATION AND BUILD SUPPORT FOR TOURISM INITIATIVES: One of the positive outcomes of the COVID-19 pandemic is that Manitobans developed a new understanding of what tourism means to their communities and its potential for growth. Responding to the challenges of the pandemic created a new way of thinking about how stakeholder organizations should partner on initiatives to realize the collective opportunity. Success depends on working together toward a common goal. To grow the Manitoba visitor economy, it is incumbent on all levels of government, industry representatives and other stakeholders to continue to foster collaboration and move forward together.

As tourism is such a key economic driver for the province, a whole-of-government approach is necessary for the industry to remain competitive, maximize visitor experience and achieve long-term sustainable growth. All government departments and agencies must have a common collaborative approach to enable critical province-wide destination improvements, such as roads, wayfinding and digital connectivity, as well as park amenities, services and season extensions.

MARKETING CONSIDERATIONS

Key Audiences to Target (see Why Do People Travel data attached)

- **Winnipeg and regional population centres like Steinbach:** aim to engage with regional community with social media to promote Tache attractions as convenient day and weekend getaway options.
- **Families with younger children:** Existing (and future) farm and wildlife based attractions with an educational component, as well as seasonal family-friendly events, all are attractive to families resident in the region.
- **Outdoor enthusiasts:** Target soft adventure seekers and nature lovers with walking, biking, birding, and winter activities.
- **Cultural and heritage visitors:** A refreshed Monseigneur Tache Historic Site, a developed Centre of Canada visitor location, and seasonal country fairs and festivals, are all attractive to this audience.
- **Film and TV production companies:** use the convenient location, peaceful country scenery, and heritage architecture and cultural assets to draw in this audience for film shoots.

MARKETING CONSIDERATIONS

Marketing Channels

- **Digital and Social Media Marketing:**
 - Use Facebook and Instagram for regular Tache updates and interactive posts to build up an audience.
 - Develop a user-friendly landing page on the RM of Tache website with detailed information, and links to attractions and events.
 - Support businesses to link their websites to Travel Manitoba database and website.
- **Traditional Media:**
 - Seasonal ads on radio and well placed billboard(s) on a co-op funding model.
 - Send regular press releases to local media.
- **Promotional campaigns by individual businesses to promote bundles:**
 - Suggest local businesses offer early bird discounts, family packages, and group deals.
 - Develop loyalty programs and special promotions for repeat visitors.
- **Hosted fam tour:**
 - An annual fam tour hosted by the RM of Tache every April/May to as many attractions, restaurants, and tourism related businesses as possible. Invite a selection of participants from Winnipeg area visitor centre front line staff, Travel Manitoba, local social media influencers, school boards, and regional business owners from willing to collaborate with or promote Tache based tourism businesses.

TARGET AUDIENCES

Manitoba's ideal short- haul traveller

They love to load up the kids, hit the open road and explore our quirky, specialty or Francophone experiences. They feel right at home in Manitoba, and if they don't have friends and family here already, they will soon.



8

Manitoba's ideal local traveller

On weekends, we love to venture beyond our backyard to have some fun and try something new. The pandemic inspired a real sense of pride in what our province has to offer. We bought good winter gear and stepped up for local tourism businesses. Let's keep that pride alive.



9

MEASURING AND MONITORING SUCCESS

VISITOR NUMBERS AND REVENUE	Track the number of visitors and tourism revenue through annual local business surveys.	
MARKETING EFFECTIVENESS	Get analytics on the ROI, reach and engagement of digital campaigns from Marketer.	
MARKETING EFFECTIVENESS	Collect anecdotal feedback from visitors on printed and online informational and marketing materials.	
INFRASTRUCTURE IMPROVEMENTS	Assess the quality and accessibility of roads and signage from periodic visitor surveys.	
INFRASTRUCTURE IMPROVEMENTS	Monitor the increase of new accommodations (room availability) and attractions.	
COMMUNITY ENGAGEMENT	Conduct regular community and local .business feedback sessions to get direction, suggestions, and participation in tourism initiatives.	
SUSTAINABILITY AND ENVIRONMENTAL IMPACTS	Have procedures in place to monitor the environmental impacts and mitigate effects of tourism activities.	

APPENDICES



APPENDIX

Supporting data for visitor trends:	28 - 32
Summary of Community Roundtable:	33 - 38
Product ideas from Robert Freynet:	39 - 40
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Self- Guided Farm Circle Tour samples:	42 - 46

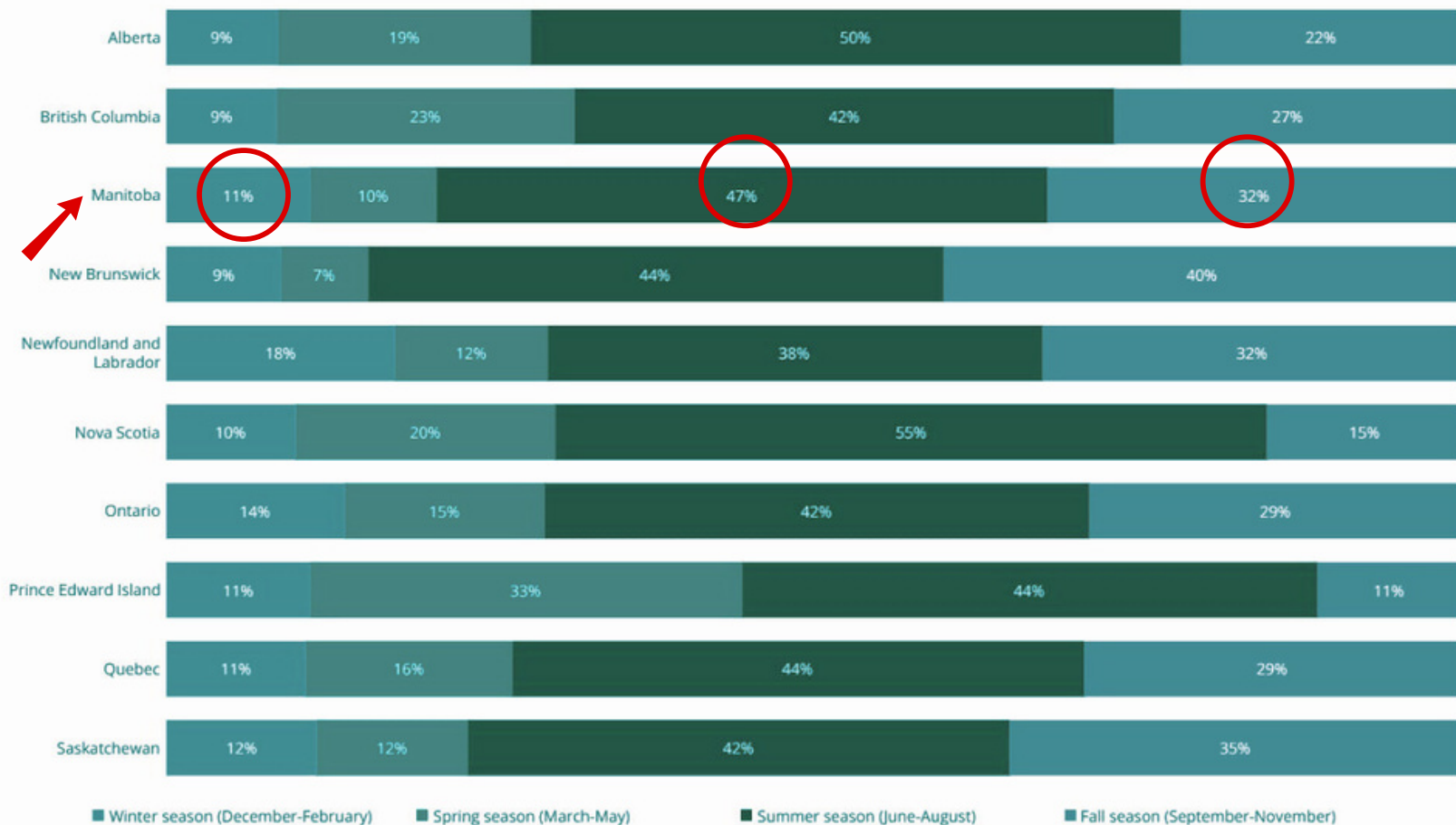
SUPPORTING DATA WHEN DO PEOPLE TRAVEL?

Data sourced from: Tourism Industry Association of Canada's Canadian Travel Insights Dashboard on Domestic Traveller Perception and Behaviour Monitor

NOTE: 47% of Manitobans travel during summer but it is important to note that another 43% travel during fall and winter. This points to the importance of having a range of visitor activities and attractions over the Sept - March period.

■ Winter season (December-February) ■ Spring season (March-May) ■ Summer season (June-August) ■ Fall season (September-November)

Responses by Province : Jan-2023

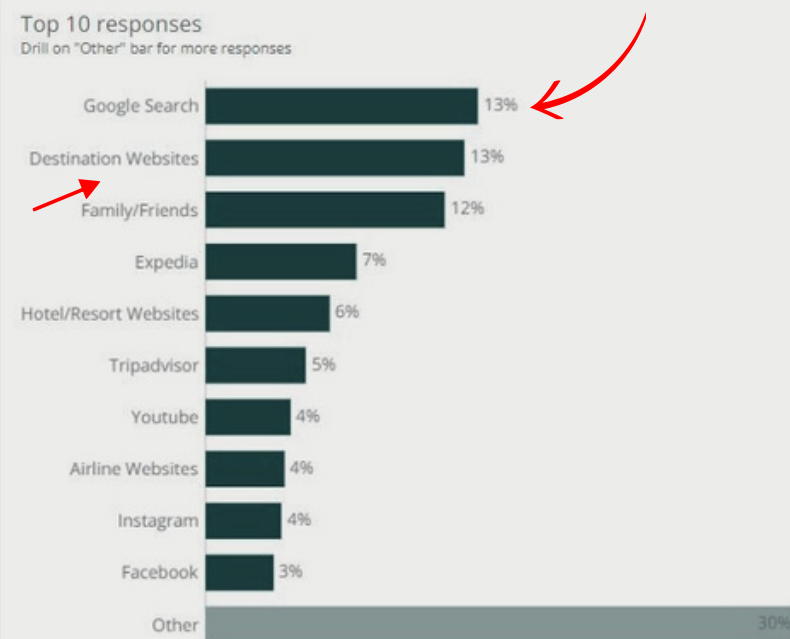


SUPPORTING DATA - MARKETING

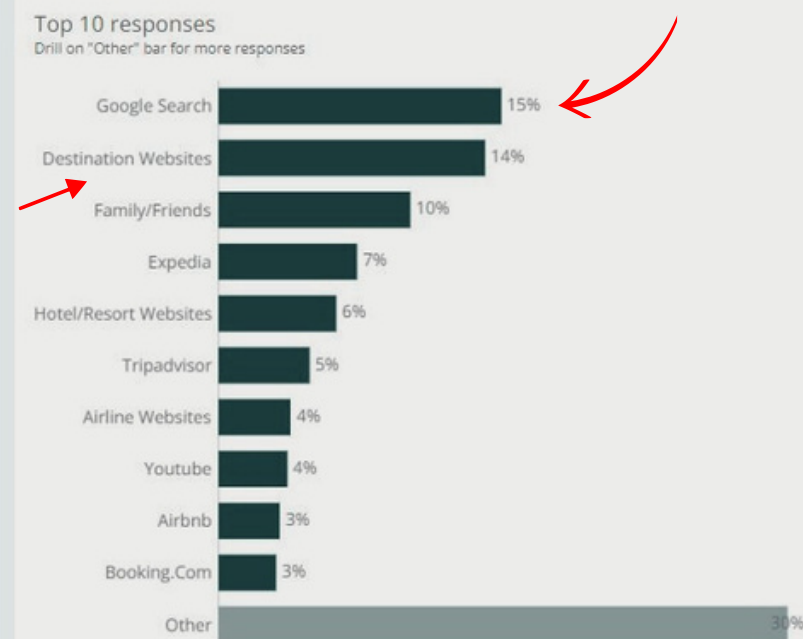
NOTE: The importance and relevance of having well designed, functional, and well marketed website pages to attract visitors to the Municipality of Tache , and to businesses within the Municipality, cannot be overstated.

Sources of inspiration vs. planning : Jan-2023

When you choose a destination within Canada for a holiday/vacation, which of the following sources are usually most important in inspiring you? ▼



And for planning your detailed itinerary for a holiday/vacation within Canada, which of the following would you tend to mostly use? ▼



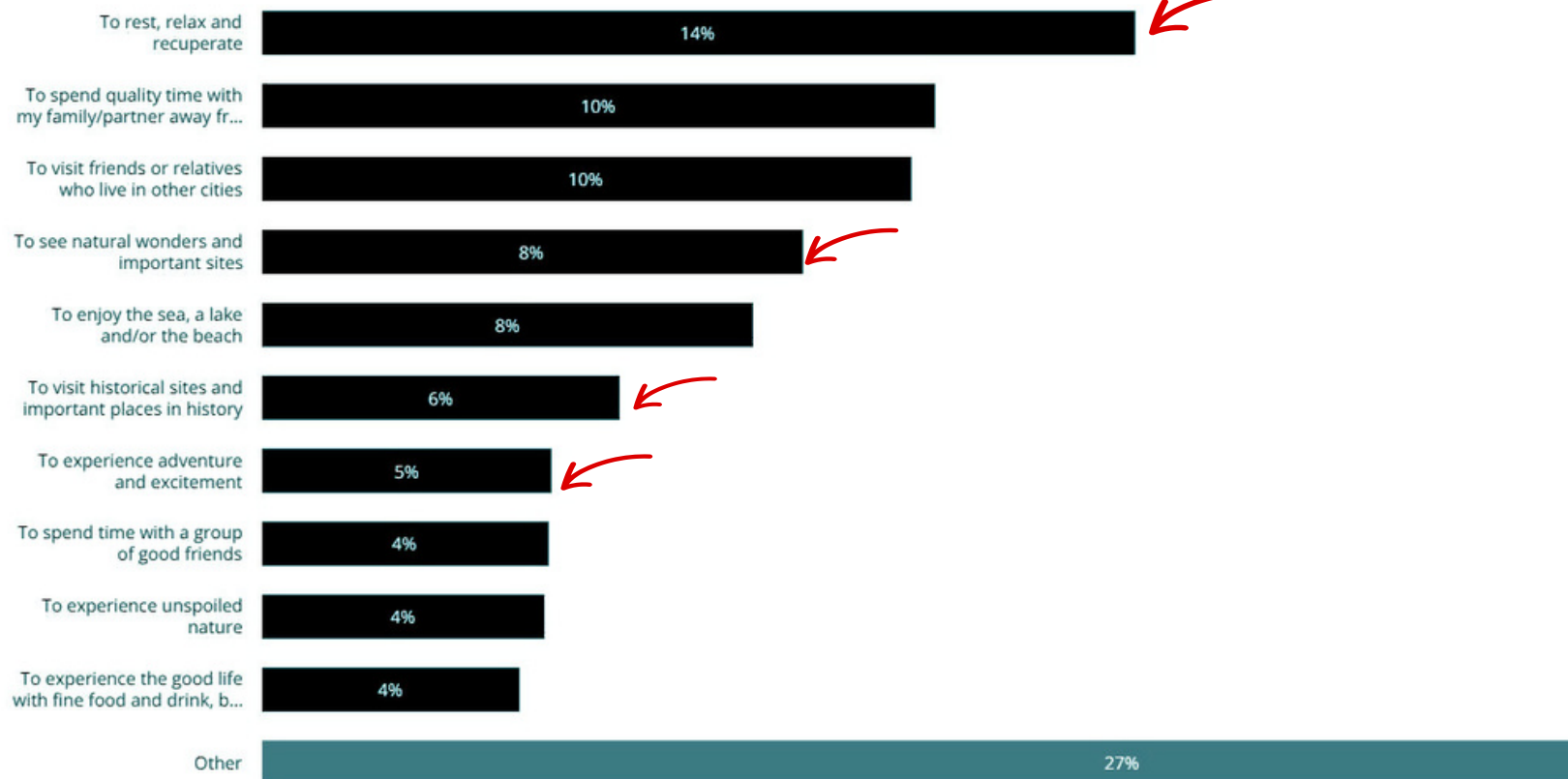
SUPPORTING DATA

Which of the following priorities will be most important to you when choosing a holiday/vacation destination within Canada in the next 12 months? ▼

Top 10 Responses : Jan-2023

Drill on "Other" for more details

WHY DO PEOPLE TRAVEL ?



How likely, if at all, are you to take each of the following overnight trips in the next 12 months?

All responses : Jan-2023

WHERE DO THEY TRAVEL TO?



- Travel to Manitoba is tending 10% up in the first quarter of 2024
- Consumer confidence is on the increase in Canada
- Greater than 6% increase in traffic passing through Winnipeg Airport
- Small decline in hotel occupancy pointing to non traditional hotel accommodations gaining popularity

Manitoba Tourism Indicators Summary

Q1 Manitoba Tourism Indicators infographic update (Jan - Mar 2024) (Year-over-year comparisons)

POSTIVE
TRENDS

U.S. Visitor Direct Entries into Manitoba



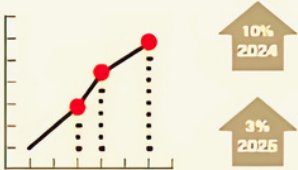
Data source: Frontiers Courts Land Entry Only

U.S. Visitor Direct Entries into Canada



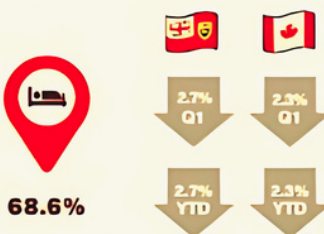
Data source: Frontiers Courts Land Entry Only

Travel Markets Outlook (Visitation to Manitoba)



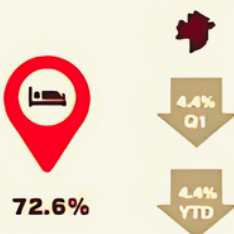
Data source: Conference Board of Canada

Manitoba Hotel Occupancy



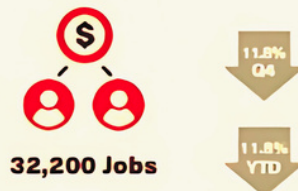
Data source: STR Reports

Winnipeg Hotel Occupancy



Data source: STR Reports

MB Food & Accommodation Sector Employment



Data source: Statistics Canada



Winnipeg Airport Traffic



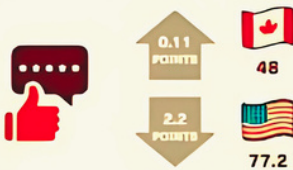
Data source: Winnipeg Airport Authority

YWG Direct Air Arrival (U.S. & Overseas)



Data source: Stats Can PIK (U.S. & Overseas Direct Entry into Manitoba by Air)

Consumer Confidence (Jan – Feb 2024)



Data source: Trading Economics

THIS DATA
IS SOURCED
FROM
TRAVEL
MANITOBA

POSTIVE TRENDS

Manitoba Tourism Indicators Summary

Q3 Highlights: Jul–Sept 2023 (Year-over-year comparisons)

**TRAVEL
MANITOBA**

U.S. Visitor Direct Entries into Manitoba



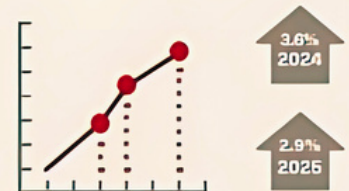
Data source: Frontiers Courts Land Entry Only

U.S. Visitor Direct Entries into Canada



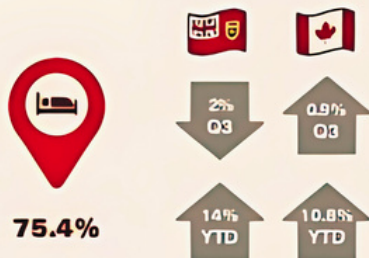
Data source: Frontiers Courts Land Entry Only

Travel Markets Outlook (Visitation to Manitoba)



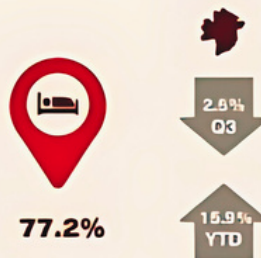
Data source: Conference Board of Canada

Manitoba Hotel Occupancy



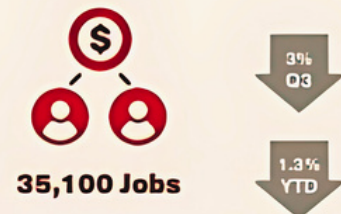
Data source: STR Reports

Winnipeg Hotel Occupancy



Data source: STR Reports

MB Food & Accommodation Sector Employment



Data source: Statistics Canada

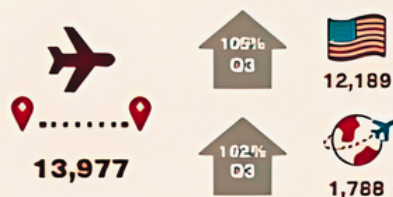


Winnipeg Airport Traffic



Data source: Winnipeg Airport Authority

YWG Direct Air Arrival (U.S. & Overseas)



Data source: Stats Can PIK (U.S. & Overseas Direct Entry into Manitoba by Air)

Consumer Confidence (Oct 2023 – Nov 2023)



Data source: Trading Economics

KEY INDUSTRY TRENDS

The following trends and their implications are drawn from assessments of interviews conducted with both inbound and outbound tourism stakeholders.

1. Lack of access and reduced transport connectivity

- A fundamental change in airline economics has taken place resulting in decreased or changing demand, labour shortages and delayed aircraft orders. The rental car industry reduced its fleet size due to decreased demand early in the pandemic and supply chain disruptions are preventing fleets from rebuilding quickly. Manitoba continues to be impacted by the loss of direct routes.

2. Labour and skill shortage

- Tourism labour challenges existed pre-pandemic in certain specialized skill areas and have escalated in the past several years. Many workers have moved on to other industries. Retaining, retraining and attracting labour continues to be a challenge for the tourism sector in Manitoba.

3. Higher costs

- Rising travel costs are fueled by pent-up demand, reduced supply and capacity, inflation and supply chain issues. Prices for airlines, hotel stays, food and car rentals have all been rising as part of a larger inflationary trend.

4. Reduced business travel and events

- Leisure travel is leading the way to short-term recovery while corporate travel will be slower to return. Increased digitization, the move toward hybrid meetings and the adoption of video conferencing during the pandemic have reshaped corporate events and business travel. How much corporate travel will return is still unknown.

5. Product degradation

- Many providers have drastically scaled back operations and services, downgrading the quality of the experience and creating travel friction and frustration for travellers. Labour shortages are also impacting product quality which could gradually diminish the reputation of a business or destination.

6. Reduced access to capital and limited liquidity

- Tourism has always faced challenges like rising debt and equity to expand. Liquidity has been extremely challenging for tourism businesses with limited revenues throughout the pandemic.



RIDING MOUNTAIN NATIONAL PARK
Credit: Enviro Foto

KEY MARKET TRENDS

Around the world, the tourism sector is undergoing a transformation as consumer behaviours and values shift. What visitors value—and where they spend their time and money—is changing in response to the lasting impact of the pandemic. Destinations and businesses that explore and understand these shifts can act now to adapt operational models, improve product and service development, channel marketing budgets and prepare for what's next.

1. Frictionless travel

- The digitalization of the industry is placing more emphasis on customer experiences and putting travellers' needs front and centre. Technology is moving the travel industry to a place where seamless travel experiences with limited and even no pain points are a reality.

2. Domestic travel

- Domestic travel will focus on connecting with family and friends. Drive-to destinations and road trip itineraries will be opportunities since many are still reluctant to stray far from home due to more limited flight options and increased travel costs.

3. Responsible travel

- The pandemic has enhanced the desire to connect in meaningful ways with places visited. The focus is on travelling less often, but with longer and deeper connections.

4. Ascendancy of communities

- There is a shift in focus towards the wellbeing and safety of local communities. This includes a proactive approach to harnessing the benefits of tourism while minimizing its pressures so that improving quality of life can be the overall focus. This requires greater industry, community and government alignment to drive destination competitiveness and brand development.

5. Indigenous connection

- Canadian and international travellers are interested in Indigenous tourism experiences. This provides a tremendous opportunity for Indigenous communities and entrepreneurs in Manitoba to develop land based and cultural activities that will support economic development and reconciliation goals.

6. Wild for wilderness

- There is increased interest in engaging with nature. This presents an opportunity for Manitoba to showcase its natural assets.

7. Health and wellbeing

- The pandemic accelerated the growth of wellbeing and personal enrichment. People are hungry for a sense of wellbeing associated with travel, escape, rejuvenation and nature-based healthfulness.

8. Affluent travel boom

- Affluent travellers are driving demand for legendary experiences. Development of unique high-quality tourism attractions in cities and wilderness is needed.

9. Great resignation and retirement

- Post-pandemic, more people are rethinking their work-life balance than ever before. Younger and older generations have been quitting situations they find unsatisfactory and seeking new employment in companies that better support their employees. The pace of boomer retirements accelerated in 2020. By 2025, people aged 65 and older will account for 11 per cent of the world's population and their international travel will more than double. With time and money for travel, this segment remains a key audience for travel operators to consider.

SUMMARY AND INSIGHTS FROM COMMUNITY ROUNDTABLE HELD IN TACHE ON JUNE 11, 2024. (1)

The section summarizes the insights from a community roundtable held in Tache on June 11, 2024. The discussion aimed to gather ideas for developing tourism assets, products, and experiences in the Rural Municipality of Tache to distinguish it from neighboring municipalities and Winnipeg.

The analysis of the participant responses to the roundtable questions provides several key insights into the strategic planning for growing tourism activities in the Rural Municipality (RM) of Tache near Winnipeg, Manitoba. Below are the summarized themes and insights from the data.

Question 1? In your opinion, what makes the ROM of Tache a desirable destination for visitors?

Responses and Insights:

1. Nature & Outdoors (20 responses):

- Participants frequently mentioned the natural beauty and outdoor activities in Tache. Specific attractions include major trails, beautiful scenery, boating, and canoeing.
- Insight: Emphasize and develop outdoor recreational activities and natural attractions as central elements of the tourism strategy.

2. Location at Centre of Canada (13 responses):

- The unique geographic location of Tache, being at the centre of Canada, is seen as a significant attraction.
- Insight: Leverage this unique positioning in marketing campaigns and develop related attractions or experiences.

Geographical Significance:

The unique position of Tache as the geographical center of Canada can be a central theme in tourism marketing and development.

SUMMARY AND INSIGHTS FROM COMMUNITY ROUNDTABLE HELD IN TACHE ON JUNE 11, 2024. (2)

3. **Culture & History (12 responses):**

- Cultural and historical aspects of Tache are valued. This includes local traditions, heritage sites, and historical narratives.
- Insight: Develop and promote cultural and historical tours or events to attract tourists interested in these aspects.

4. **Close to a Big City (9 responses):**

- Proximity to Winnipeg is considered a strength, making Tache accessible for urban dwellers seeking a rural escape.
- Insight: Market Tache as an easy and convenient getaway for residents of Winnipeg and other nearby urban areas.

5. **Bilingual & Multicultural (7 responses):**

- The multicultural and bilingual nature of the community is highlighted as a positive aspect.
- Insight: Create and promote inclusive, culturally diverse experiences and ensure that information is available in multiple languages to cater to a wider audience.

6. **Collaborate and Partner (8 responses):**

- There is a strong emphasis on the need for collaboration and partnerships within the community and with external entities.
- Insight: Foster partnerships between local businesses, government agencies, and tourism organizations to create a cohesive and comprehensive tourism plan.

7. **Create Products & Experiences (10 responses):**

- Participants suggested creating new products and experiences to attract tourists.
- Insight: Innovate and diversify tourism offerings by developing new attractions, events, and experiences that cater to different interests.

8. **Marketing, Advertising, Signage (4 responses):**

- The need for effective marketing and signage is noted.
- Insight: Invest in marketing campaigns, improved signage, and advertising to raise awareness and guide tourists effectively.

9. **Local Products and Commerce (5 responses):**

- Supporting and promoting local products and commerce is seen as vital.
- Insight: Encourage the development of local markets and businesses that offer unique products to tourists, enhancing the local economy.

SUMMARY AND INSIGHTS FROM COMMUNITY ROUNDTABLE HELD IN TACHE ON JUNE 11, 2024. (3)

Question 2: What do you feel are the main barriers in more visitors coming to Tache?

Responses and Insights:

1. **Lack of Awareness (21 responses):**

- A significant number of participants feel that there is a general lack of awareness about the attractions and activities available in Tache.
- Insight: A focused marketing and awareness campaign is necessary to promote the municipality's offerings to potential visitors.

2. **Limited Overnight Accommodation (14 responses):**

- Limited accommodation options were noted as a major barrier.
- Insight: Encouraging the development of more lodging options, such as hotels, bed and breakfasts, and boutique style accommodation, could help attract longer stays.

3. **Roads, Signage, and Access (11 responses):**

- Participants mentioned issues related to road conditions, signage, and overall accessibility.
- Insight: Infrastructure improvements, including better roads and clearer signage to visitor attractions can enhance the visitor experience and make attractions more accessible.

4. **Difficulty Accessing Funds for Growth (7 responses):**

- There is a perceived difficulty in obtaining funds necessary for tourism growth.
- Insight: Providing information and application support for businesses to access funding, possibly through grants or partnerships with could spur development.

5. **Municipality & Government Involvement (7 responses):**

- Participants believe that the local municipality and government could play a more active role in promoting tourism.
- Insight: Increased involvement from municipal and government bodies, including support for tourism initiatives and infrastructure projects, is crucial.

SUMMARY AND INSIGHTS FROM COMMUNITY ROUNDTABLE HELD IN TACHE ON JUNE 11, 2024. (4)

6. **Collective Effort (8 responses):**

- There is a belief that more can be achieved collectively by the community.
- Insight: Building a collaborative approach among local businesses, community groups, and local government agencies can lead to more effective tourism strategies.

7. **Not Many Attractions (5 responses):**

- Some participants feel that there are not enough attractions to draw tourists.
- Insight: Developing new attractions and enhancing existing ones can make Tache a more appealing destination.

8. **Short Visitor Season (4 responses):**

- The short tourist season is seen as a limitation.
- Insight: Creating year-round attractions and events can help mitigate the impact of a short visitor season and attract tourists during off-peak times.

Question 3: What can YOU, individually and/or collectively, do to improve the tourism outlook?

Responses and Insights:

1. **Collaborate & Network (8 responses):**

- Insight: Collaboration among local businesses and stakeholders is seen as crucial. This includes cross-promotion, building partnerships, and supporting each other's efforts.

2. **Joint Marketing & Promotions (7 responses):**

- Insight: Joint marketing efforts are essential to promote the region effectively. This includes coordinated advertising, shared promotional materials, and unified branding..

3. **Add Experiences & Products (4 responses):**

- Insight: There is a need to develop new experiences and products to attract tourists. This could include creating more attractions, organizing events, and offering diverse activities.

SUMMARY AND INSIGHTS FROM COMMUNITY ROUNDTABLE HELD IN TACHE ON JUNE 11, 2024. (5)

Event-Based Tourism:

- Organize and promote events that emphasize Tache's central position proximity to a big city, and rural character. This can include marathons, festivals, and fairs. Events can be themed around the centrality concept, drawing visitors who are interested in unique geographical facts.

4. **Get More Funding (2 responses):**

- Insight: Access to funding is seen as a barrier that needs to be addressed. Participants suggest that more funding is necessary for growth and development.

Question 4: Which is or are the market(s) and audiences that is relevant for you?

Responses and Insights:

1. **Here for a Specific Reason (16 responses):**

- Insight: A significant number of tourists visit Tache for specific reasons, such as events, festivals, or specific attractions.

2. **Families with Young(er) Children (7 responses):**

- Insight: Families with young children are a notable segment, indicating a demand for family-friendly activities and attractions.

3. **Local Residents (9 responses):**

- Insight: Engaging local residents as tourists in their own community can help sustain local businesses and create a vibrant local tourism culture.

4. **Winnipeg Residents (8 responses):**

- Insight: Proximity to Winnipeg presents an opportunity to attract residents looking for short getaways.

5. **Driving Through This Area (5 responses):**

- Insight: Many tourists are simply passing through Tache, indicating a need to capture their interest and encourage them to stop.

6. **A Very General Audience (5 responses):**

- Insight: Some responses indicate a broad audience without specific targeting, suggesting a need for more focused marketing strategies.

SWOT ANALYSIS SUMMARY

Strengths	Weaknesses	Opportunities	Threats
• 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 • Major Trails: Highlighted by the community as key attractions, providing opportunities for summer and winter activities. • Country Scenery: The area's rural character with its many natural spaces. • Proximity to major population and business centres: Winnipeg, Steinbach, and Ste Anne. • Community Engagement: interested and engaged local community • Cultural Heritage: the historical aspects of the region (Monseigneur Tache Historical Site, the Old Rectory Museum, and Dawson Trail • Family-Friendly Environment: existing farm, barnyard, agritourism attractions for families.	• Lack of Awareness and Marketing: Insufficient promotion and limited overnight options. • Accommodation and Infrastructure Deficiencies: limited accommodation choices; inadequate signage. • Funding and Support Challenges: Difficulties in accessing funds and lack of municipal support. • Seasonality: Short tourism season and lack of year-round attractions. • Management of Not-for-Profit Community Assets: historic and cultural assets managed by volunteers can be vulnerable to individual circumstances and changes. • Seasonal and high turnover character of tourism employment: requires frequent training of staff • Lack of local and regional collaboration: weak connection with Eastman Tourism Association inhibits currently potential opportunities for collaboration including coordinated marketing efforts.	• Marketing Campaigns: Website creation, digital and social media marketing, partnerships- collaborating between businesses within the region, with Eastman Tourism, and neighbouring Municipalities • Development of Lodging and Centre of Canada attraction: new accommodations, improved signage, agreement, approvals, and funding to move ahead with Centre of Canada Conceptual Design Plan. • Eco-tourism and agritourism package development focused on local farms and nature, 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. Soft adventure tourism. • Leveraging Historical and Cultural Assets: 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. • Government Grant Programs: actively pursue Provincial and Federal grants aimed at rural development and tourism infrastructure development.	• Economic Instability: Reduced spending on tourism infrastructure. • Environmental Impact: Degradation of natural resources. • Regional Competition: Competing attractions from nearby regions. However, this also creates opportunities to collaborate with regional businesses. • Climate Change: Adverse weather conditions impacting outdoor attractions.

Tourism product ideas from community member Robert Freynet - these align with the suggested strategy.

Tourism Ideas for Taché Municipality

Old Dawson Trail Treasure Hunt

The *Old Dawson Trail* stretches 850 kms, all the way from Thunder Bay, through the Canadian Shield and onto the prairies, terminating at Saint-Boniface in Winnipeg. It was the first all-Canadian route to the West from Eastern Canada, opened to traffic in 1871

There is a lost treasure in gold coins somewhere along the Dawson Trail. According to the legend, a soldier on horseback, who was delivering about \$1,000,000 in today's currency, to pay Wolseley's troops, was pursued, and to avoid capture, lightened his load by abandoning the gold coin bags along the road. This treasure has never been found. A feature film entitled "Red River Gold" is presently being produced about this incident. This historical fact has tourism potential: During Dawson Trail days an annual *Treasure Hunt* could be held in collaboration with the Town of Sainte-Anne. The objective of the hunt is to be the first to find a hidden "Treasure Chest" by following a series of clues found along the Dawson Trail in significant spots. This treasure chest could contain cash, an original work of art by a local artist, gift certificates from local commerces, mementos, etc.

Grain Elevator

Following the Dawson Road westward, toward Dufresne, there is silhouetted a traditional-style iconic Western Canadian grain elevator, the first to be encountered in Western Canada, coming from the East.

In this area Louis Riel himself, is said to have owned some acreage.

- Ancient River Lot System in Taché

- All along this area of the Dawson Road, from Sainte-Anne to Lorette, following the Seine River, the lots are long and narrow, divided according to the ancient River Lot System. It is a throwback to the Seigneurial surveying method used in New France and adopted by the French Métis who lived in this area. In contrast, immediately adjacent in Taché municipality, is the Dominion Land Survey System, dividing up the prairies into square miles.

- Centre of Canada along the Dawson Trail

Between Dufresne and Lorette, just before the Provincial Highway 206 crossing, the Dawson Trail crosses the longitudinal centre of Canada. The exact dividing line happens to be in the middle of a farmer's field adjoining the road. Resources should be applied toward acquiring acreage in this field to

exploit the enormous tourism potential of this place. I myself have designed a dynamic interactive monument project which I hope to be able to put forward, in order to mark the spot and to create an interesting tourist destination, working synergistically with the Centre of Canada Park a few kilometers away on the trans Canada Highway - a park which I proposed to the Rural Municipality of Taché in 2003, and which has today become a reality. We are lucky to have, running through this municipality, the East-West division of Canada, exemplifying Manitoba's "Keystone Province" status. Here is where Canada's heart beats. One can easily imagine commercial opportunities at this spot- the Centre of Canada on the Historic Dawson Trail - a coffee shop, a hot dog stand, tourist information, various amenities ...

- Sistine Chapel of the Prairies

Continuing westward, the Dawson Road becomes Lorette's Main Street, which is dominated by a striking historic church known as the "Sistine Chapel of the Prairies". Inside this church, early 20th century masterpiece paintings adorn the ceilings, the sanctuary and the walls. It is exceptional and it could be exploited as a tourist attraction.

- Festival du Voyageur - Annual event

In the Festival du Voyageur's programming, there could be created a tie-in with the rural areas via the Dawson Trail which ends up in St. Boniface. A "sacred flame" could be lit at Sainte-Anne church (Saint Anne being the patron saint of the voyageurs) and a torch carrying this flame could make it's way via dog sled along the Dawson , cross the Centre of Canada in Taché Municipality, continue through the town of Lorette, and on to Saint-Boniface . This sacred flame, symbolizing the French Canadian culture, historically coming from the east to the west, could end up at Voyageur Park where a *Feu de joie* would be started with this flame, thus inaugurating the beginning of the Festival du Voyageur.

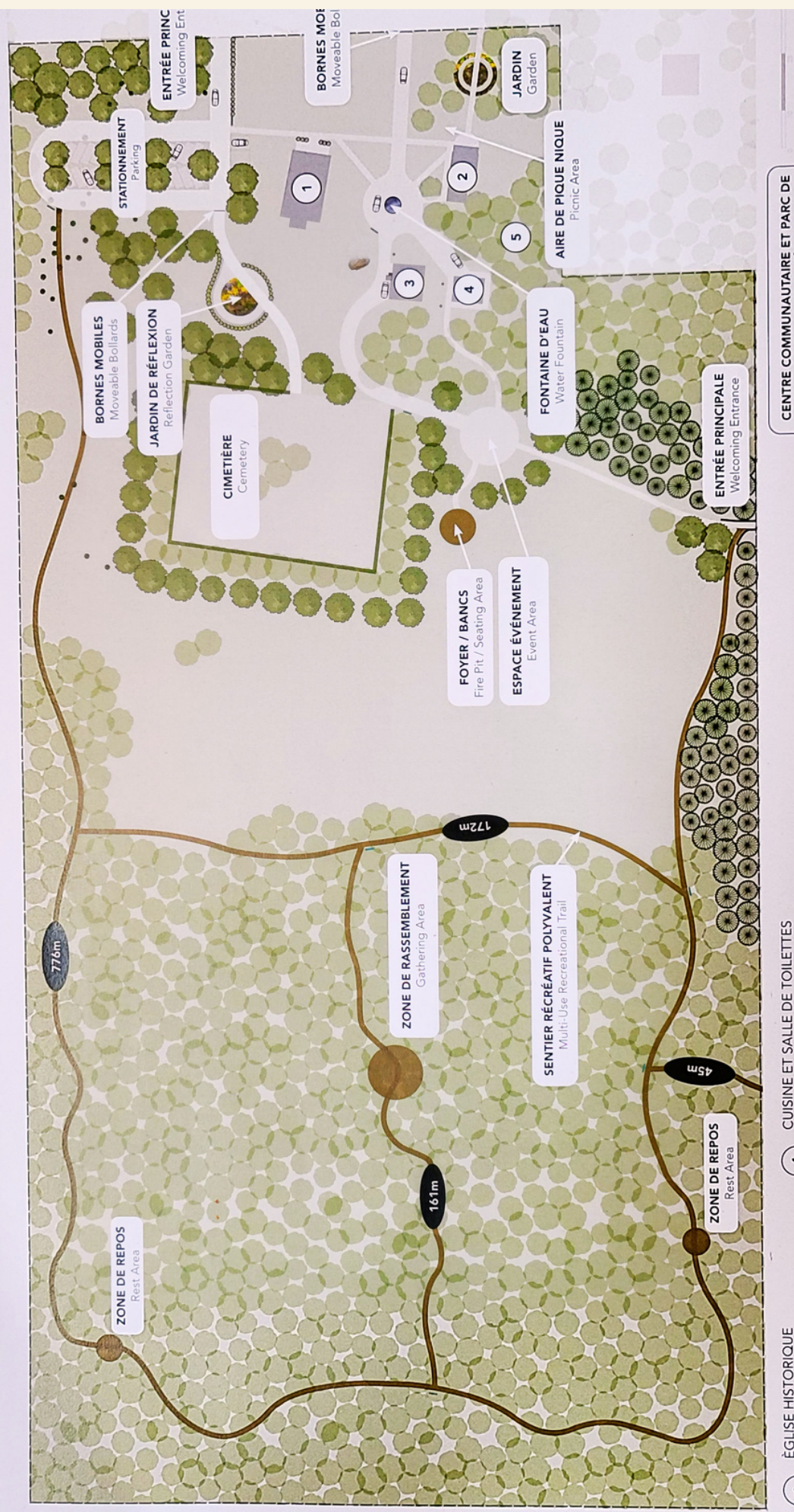
Robert Freynet

Visual Artist

204-422-8508

rfreynet@gmail.com





The well thought out The Monseigneur-Taché Historic Site project, once implemented, will be a big tourism asset in the community that can be leveraged in multiple ways.

SELF GUIDED FARM TOUR LITERATURE SAMPLES

locally sourced, and expertly crafted for your delight.

6321 248th St | bcbuzzhoney.com | 1.855.722.2899

8. CEDAR RIM NURSERY

Visit us at Cedar Rim Nursery, the largest garden center in the Lower Mainland, to see thousands of trees, shrubs, perennials, grasses, & annual plants.

7024 Glover Rd | cedarrim.com | 604.888.4491

9. JD FARMS SPECIALTY TURKEY

Visit our Farm Store & Deli for specialty turkey, deli products and ready made meals! Stay for lunch in our eatery or enjoy the patio.

24726 52nd Ave | jdfarms.ca | 604.856.2431

10. RALPH'S FARM MARKET

What started as a seasonal hay wagon in 1982, has grown to a yearlong 11,000 square foot market providing the community with healthy, local choices.

22728 Fraser Hwy | ralphsfarmmarket.com | 604.532.3033

SIPS & SPIRITS

11. BACKYARD VINEYARDS

Since 2009, Backyard Vineyards has produced award-winning wines from 100% BC grapes. From cellar to glass, from our backyard to yours! Sit Back. Relax & Enjoy!

3033 232nd St | backyardvineyards.ca | 604.539.9463

12. CHABERTON ESTATE WINERY & BACCHUS BISTRO

Visit the oldest Fraser Valley Winery and try our award winning wines or sit and enjoy a classically French inspired meal in our Bacchus Bistro.

1064 216th St | chabertonwinery.com | 604.530.1736

13. FESTINA LENTE ESTATE WINERY

Voted 2024 "Best Wineries To Visit" by Wines of Canada. Their premium Meads (Honey Wines) are sure to satisfy and delight the most discriminating wine enthusiasts.



PAMPHLETS AND BOOKLETS WITH PICTURES, MAPS, QR CODES, AND CONTACT DETAILS. COLLABORATE WITH NEIGHBOURING MUNICIPALITIES FOR JOINT FUNDING AND PRODUCTION.



SELF GUIDED FARM TOUR LITERATURE SAMPLES

8. WINDBERRY FARMS

At the foot of Vedder Mountain, unwind with our organic U-pick blueberries, experience a unique farm stay, and visit our quaint Butterbox farm store.

1198 Powerhouse Rd | windberryorganic.ca
604.226.4185



FARM STORE

9. ABBOTSFORD FARM & COUNTRY MARKET

Abbotsford's longest-running Farm & Country Market showcases local growers, artisans and entertainers. Located just off Historic Downtown Abbotsford in family-friendly Jubilee Park on Saturdays from 9am-12pm from May – October.

2552 McCallum Rd (Jubilee Park) | afcm.ca | 604.996.1542



10. BIRCHWOOD DAIRY FARM

Visit us for a real working dairy farm experience! Our onsite processing plant is where we produce all our fresh dairy products, including 50 flavours of gourmet ice cream, available in our farm shop! Come try our ice cream, stay for lunch, and tour the barns.

1154 Fadden Rd | birchwooddairy.com | 604.857.1315



11. GOAT'S PRIDE DAIRY

Family goat farm producing goat milk, yogurt, cheese, and soup. We also offer chicken and duck eggs, water buffalo milk, yogurt, and cheese. Come visit our goats!

30854 Olund Rd | goatspride.com | 604.854.6261



12. LEPP FARM MARKET

Offering the best crops from our farms & orchard, Lepp raised meats, quality cooking ingredients & food knowledge. Or stop by the bakery & sandwich shop in Downtown Abbotsford.

33955 Clayburn Rd | leppfarmmarket.com | 604.851.5377



13. NEUFELD FARM MARKET

"Our Farm, Your Market." We specialize in hormone free chicken, gourmet foods, our homegrown handpicked berries, sweet corn and soft serve ice cream all summer long!

32215 King Rd | neufeldfarms.ca | 604.859.2829



14. THE EGG STORE

The Egg Store sits on a multigenerational farm started in 1957. Today we sell local products ranging from all different types of eggs as well as other local produce and items. Visit our store anytime and see our "Eggspress" egg vending machine to serve you after hours.

1219 Clearbrook Rd | theeggstore.ca | 778.666.7215



Bus
Parking



Wheelchair
Access



Admission
Fees



Guided
Tours

Check Websites for Hours of Operation

ABBOTSFORD

SELF GUIDED CIRCLE FARM TOUR



from the JVA.

3480 40th Ave | academyfarms.org | 604.592.2055

7. DRIEDIGER FARMS MARKET

BC's best berries since 1964! Visit our farm market for prepicked and upick berries, homemade jams, syrups, fresh produce and artisan gifts.

3823 72nd Ave | driedigerfarms.com | 604.888.1665

8. EAGLE ACRES DAIRY & PUMPKIN PATCH

Celebrating 25 years of farming in 2024! Join the herd, enjoy a hayride & visit the animals, large & small! Corn Maze August - September and Pumpkins in October.

796 240th St | eagleacres.ca | 604.888.2403

9. KENSINGTON PRAIRIE FARM

This family-run urban farm is home to a herd of Huacaya Alpacas. Tour the farm and shop luxury alpaca fibre products, local produce and giftware in the on-farm boutique.

736 248th St | kensingtonprairie.ca | 604.625.4395

10. KRAUSE BERRY FARMS & ESTATE WINERY

Celebrating 50 years serving our community! -pick, prepicked Strawberries, Blueberries, Raspberries, Blackberries. Winery, Waffles, Market, Bakery, Pumpkins, Christmas.

179 248th St | krauseberryfarms.com | 604.856.5757

11. MILNER VALLEY CHEESE

We process farmstead cheeses from pasteurized milk produced by our goats. Browse our farmgate shop for our handcrafted cheeses, lamb, soap and goat milk gelato.

1479 Smith Crescent | milnervalleycheese.com
604.880.8184

TOURISM

langley

For more information on the
Circle Farm Tour or activities in



delight.

6321 248th St | bcbuzzhoney.com | 1.855.722.2899

8. CEDAR RIM NURSERY

Visit us at Cedar Rim Nursery, the largest garden center in the Lower Mainland, to see thousands of trees, shrubs, perennials, grasses, & annual plants.

7024 Glover Rd | cedarrim.com | 604.888.4491

9. JD FARMS SPECIALTY TURKEY

Visit our Farm Store & Deli for specialty turkey, deli products and ready made meals! Stay for lunch in our eatery or enjoy the patio.

24726 52nd Ave | jdfarms.ca | 604.856.2431

10. RALPH'S FARM MARKET

What started as a seasonal hay wagon in 1982, has grown to a yearlong 11,000 square foot market providing the community with healthy, local choices.

22728 Fraser Hwy | ralphsfarmmarket.com | 604.532.3033

SIPS & SPIRITS

11. BACKYARD VINEYARDS

Since 2009, Backyard Vineyards has produced award-winning wines from 100% BC grapes. From cellar to glass, from our backyard to yours! Sit Back. Relax & Enjoy!

3033 232nd St | backyardvineyards.ca | 604.539.9463

12. CHABERTON ESTATE WINERY & BACCHUS BISTRO

Visit the oldest Fraser Valley Winery and try our award winning wines or sit and enjoy a classically French inspired meal in our Bacchus Bistro.

1064 216th St | chabertonwinery.com | 604.530.1736

13. FESTINA LENTE ESTATE WINERY

Voted 2024 "Best Wineries To Visit" by Wines of Canada. Their premium Meads (Honey Wines) are sure to satisfy and delight the most discriminating wine enthusiasts.

LEGEND OF YOUR TOUR

FARM EXPERIENCE

1. ACADEMY FARMS
2. DRIEDIGER FARMS MARKET
3. EAGLE ACRES DAIRY & PUMPKIN PATCH
4. KENSINGTON PRAIRIE FARM
5. KRAUSE BERRY FARMS & ESTATE WINERY
6. MILNER VALLEY CHEESE

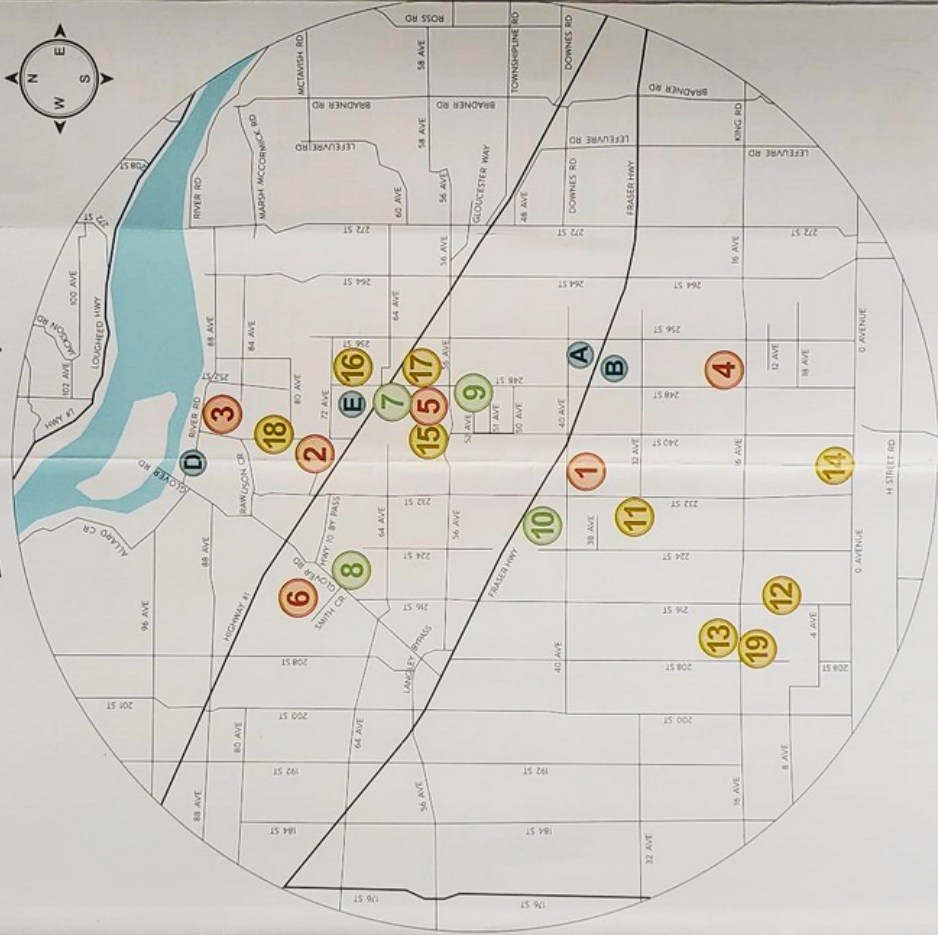
FARM STORE

7. BC BUZZ HONEY
8. CEDAR RIM NURSERY
9. JD FARMS SPECIALTY TURKEY
10. RALPH'S FARM MARKET

SIPS & SPIRITS

11. BACKYARD VINEYARDS
12. CHABERTON ESTATE WINERY & BACCHUS BISTRO
13. FESTINALENTE ESTATE WINERY
14. GLASS HOUSE ESTATE WINERY
15. KRAUSE BERRY FARMS & ESTATE WINERY
16. LOCALITY BREWING
17. OTTER TRAIL WINERY
18. ROOTS AND WINGS DISTILLERY
19. TOWNSHIP 7 VINEYARDS

LANGLEY



SELF GUIDED TOUR

OUR SPONSORS

RETAIL

A. BONETTI MEATS

Enjoy our in-house made sausage, bacon & hams or our various fresh & frozen cuts of beef, pork, lamb & chicken.



3986 248th St | bonettmeats.ca | 604.856.2187

B. OTTER CO-OP

Nowhere else will you find a finer one-stop shopping experience for all your needs. Shop our aisles for groceries, clothing, hardware, liquor and more.



3650 248th St | otterco-op.crs | 604.856.2517

EXPERIENCES

C. CHEW ON THIS TASTY TOURS

Book a culinary tour today with Chew On This Tasty Tours and receive a FREE Circle Farm Gift Pack! Use promo code: CFT



chewonthistastytours.com

D. FORT LANGLEY NATIONAL HISTORIC SITE

Dig into BC's farming roots at this 1800s trading post. Take a tour, explore the heritage garden, and visit the farm animals in summer.



23433 Main Ave | parkscanada.gc.ca/fortlangley | 604.513.4777

E. THUNDERBIRD SHOW PARK

One of North America's premier equestrian facilities. Experience world-class show jumping, dining, shopping and family friendly activities for everyone to enjoy.



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Conclusion

Reference documents:

1. <https://tiamanitoba.ca/2022/TIAMB-Tourism-Development-in-Manitoba.pdf>
2. https://issuu.com/travelmanitoba/docs/7573_travelmb-tourismstrategy_2023_singlepages_web
3. https://issuu.com/travelmanitoba/docs/23168.travel_manitoba_2024_marketing_plan_bright_r?fr=sYmM2ZTcwNDE4MjU
4. <https://dd.destinationcanada.com/sites/dd/files/archive/1720-Destination%20Development%20Strategy%20-%20June%202023/Destination%20Development%20Strategy%20-%20June%202023%20-%20EN.pdf>
5. <https://www.tourismdatacollective.ca/tourism-performance-indicators>

By following the Tourism Development Strategy Plan proposed above, we believe the Municipality of Tache can grow its tourism assets and become a significant regional destination for Manitobans. The RM of Tache has initiated this planning process at the right time as there is increasing realization that collaborative regional destination development is the way forward for tourism.

