

GRAVENHURST ADVANTAGES

• INVESTMENT HIGHLIGHTS •



The Visitor Experience

The Visitor Information Collection Program, over the last 3 years, has received 3,100 responses representing approximately 10,000 visitors to Gravenhurst.

Muskoka sees over 4 million visitors annually; 91% of these coming from South of Gravenhurst.

Income & Spending



\$2,145,600

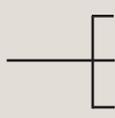
Approximate amount spent by respondents of the Visitor Survey over the last 3 years.



\$694

Avg. Group Spending per trip by respondents of the Visitor Survey over the last 3 years.

\$2.4 Billion*
Total Annual Spending



\$421 Million
Seasonal Residents

\$391 Million
Visitors

*The 4 million annual visitors to Muskoka spend approximately \$391, which is 2% of total visitor spending in Ontario. *Additional spending is by permanent residents within the trade area.*

Travel & Stays

81% of visitors are staying in local accommodations, not with friends and family.



Most visitors are coming without planning activities and many accommodations do not offer equipment for guest use, leaving a gap in “things to do” that outfitters would fill.



55%

Visitors are stay 1 or more nights

73%

Visitors come between May-Oct



46%

Visitors from 2 or more hours away



41%

Visitors from 1-2 hours more away

87% of visitors come from more than 2 hours away and from urban centres, these visitors represent those most likely to rent recreational equipment and book camping and outdoor experiences.



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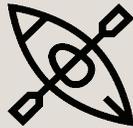
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Reasons for Visiting



20%

Getaway, Vacation, Rest and Relaxation



15%

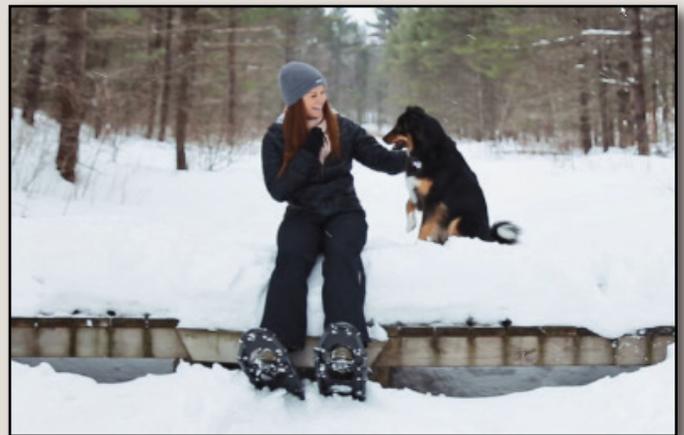
Outdoor Recreation (boating/hiking, etc.)

Other than visiting family, the main reasons for coming to Gravenhurst is for a change of pace and to take advantage of the recreational opportunities the Muskoka region has to offer.



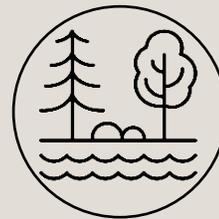
The Gateway to Muskoka, with its 36 lakes, 6 public beaches, 9 trails covering 35 km of beautiful Muskoka landscape and acres of crown lands, is an ideal location for your outfitting and adventure experience business.

Equipment rental vendors have a number of potential opportunities to set up shop lakeside for ease, convenience and exposure to visitors.



Activities When Visiting

42% Parks and Beaches



23% Outdoor Recreation

5% Camping

Camping in Gravenhurst is still relatively under developed, (19% of respondents want more experiential outdoorsing or other unique concepts such as guided glamping, etc., which appeal to those visitors searching for accommodations beyond the more traditional roofed options.



54% of Respondents want to see more Attractions and Experiences, including recreational rentals.

Gravenhurst is geographically positioned as the most southern destination for Muskoka.