

CONFIRMED INVESTMENT OPPORTUNITIES

Two separate and independent reviews of tourism investment in Ontario's Lake Country have confirmed six opportunities, which hold unrealized potential:

Health and Wellness Resorts

Trent-Severn Waterway

Main Streets

Orillia Waterfront

Cycling and Trail Businesses

Eco-Adventure Activities

In each case, there are compelling reasons for investment. Consult each individual opportunity area for more details.

ONTARIO'S LAKE COUNTRY

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TOURISM INVESTMENT OPPORTUNITIES

INVEST WITH US

Ontario's
Lake Country
ORILLIA • ORO-MEDONTE • RAMA • RAMARA • SEVERN

Orillia & Area's Four Season Playground!





MARKET MAGNITUDE

Welcoming 141 million tourists a year, Ontario remains the single largest travel destination in Canada. It captures 47% of the country's tourism spending by international visitors, which generates over \$28 billion in tourism revenue annually.

Over 9 million visitors spend \$1 billion dollars annually in Ontario's Lake Country and Simcoe County region.

Ontario's Lake Country comprises the City of Orillia, the townships of Oro-Medonte, Severn, and Ramara, and the Chippewas of Rama First Nation. These communities are nestled within some of southern Ontario's most scenic waterfront landscapes along Lake Couchiching and Lake Simcoe.

4 REASONS TO INVEST IN TOURISM OPPORTUNITIES WITHIN ONTARIO'S LAKE COUNTRY

1. The GTA is growing: the boundaries of the Greater Toronto Area are quickly extending, making Ontario's Lake Country, just 1 – 2 hours away, the ideal location for easy recreational and get-away adventures. As the gateway to Muskoka, the region is easily accessed from Highways 400, 11 and 12.
2. Blue and Green space for days: Many areas have parks and lakes, but do they have over 500 acres of it? Ontario's Lake Country gives visitors outstanding access to ever improving waterways and trails that complement any tourist operator.
3. Arts and culture en masse: Whether it's catching an art exhibit, attending a steampunk festival or camping at a three-day concert, Ontario's Lake Country is home to a growing variety of activities that can enhance any travel itinerary.
4. Four distinct seasons: Tourists visit here year-round and that presents an impressive array of possibilities for investors. From all-season resorts and recreational outfitting, to supporting the visitor experience in heritage towns and along beautiful waterfronts, the area abounds with opportunities.

