

# CANOE & KAYAK RENTALS



## BUSINESS CONCEPT PLAN

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### BUSINESS DESCRIPTION:

A Canoe and kayak rental business will provide local people and visitors with canoes and kayaks to take out on our waterways. Customers can rent canoes or kayaks for as little or as long as a day or more. Additional services could include guided canoe trips, a weekly paddle club, and private lessons.

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### RATIONALE:

The Tourism market in Lac du Bonnet is under serviced. Many visitors and tourists seek out experiential opportunities in advance and onsite when they are traveling. Local individuals, teens and families might use such a service, also.



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### TARGET MARKET:

Prospective target markets would consist of local individuals, teens and families, experiential tourists (12% of the Canadian Tourism Market), specifically adventure lovers and nature enthusiasts.

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### COMPETITION:

This service is currently not available in Lac du Bonnet.

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### POTENTIAL MARKET SHARE

100% this service is currently not available in Lac du Bonnet.

## Determining Lac du Bonnet's Annual Market Share of Tourism

### THE POWER OF TOURISM QUICK FACTS:

- Visitation to the Eastman Region accounts for 20% of the total of all Manitoba's visitors – 2,223,000 visitors.
- These visitors spend \$138,400,000 per year.
- There are 718,000 overnight visitors to the Eastman Region per year.
- There are 1,505,000-day trip visitors to the Eastman Region per year.
- 22% of visitors seek area accommodations, 78% of visitors stay with friends and relatives.
- Visitors to the Eastman Region stay an average of 2.5 nights.
- 47% of visitors travel alone, 32% travel with one other adult, and 18% travel with children.

### THE TOP 3 REASONS VISITORS COME TO THE EASTMAN REGION ARE: BEACHES, BOATING, AND FISHING

Source: Travel Manitoba Growing Stronger Together in Eastern Manitoba 2018

### LAC DU BONNET'S POTENTIAL MARKET SHARE

#### Lac du Bonnet's potential market share could be:

- Based on population, approximately 15% of Eastman's visitors – 320,000 visitors per year.
- Potentially 14M in annual tourism spending (based on an Eastman Region Population Ratio)
- Lac du Bonnet could have a potential of 107,000 overnight visitors and 225,750 day-trip visitors per year.
- A potential of 240,000 visitors travel for pleasure and 80,000 travel to visit friends and family per year.
- A potential of 70,400 visitors stay in local accommodations per year.

### FILLING THE GAPS IN THE TOURISM MARKET FOR LAC DU BONNET

Lac du Bonnet is a recreational mecca, at this time we are only reaching a small portion of our market potential. There are many business opportunities that have been identified as needed to attract our share of the Eastman Region Tourism Market, these include but not limited to:

ATV/Off-road Tours

Bed & Breakfast

Boat Rentals

Cabin Rentals

Canoe/Kayak Rentals

Guided Fishing Tours

Hotel/Motel

Marina Development

Photography Guided Tours

Snowmobile Rentals

Trail Tours

Winnipeg River Tours