

FISHING GUIDE



BUSINESS CONCEPT PLAN

BUSINESS DESCRIPTION:

Guided fishing day-trip service provided along the Winnipeg River System.

RATIONALE:

This service is currently not provided in Lac du Bonnet.

Visitors to the region, or those new to the sport, do not know the area's hot spots. Visitors may not have the equipment and boat needed to fish, or potential visitors may book Lac du Bonnet as a fishing destination on the lake.

TARGET MARKET:

The target market(s) consist of previous and potential visitors and tourists to our area, specifically those interested in angling.

A profile of recreational fishing in Canada suggests that 4% of the Manitoba adult population fish.

COMPETITION:

This service is currently not available in Lac du Bonnet.

Set Up POTENTIAL MARKET SHARE

100% of the Lac du Bonnet Market.

Potential - 2% of the Manitoba Market of \$2.8M spent annually on fishing in Manitoba, every year.

Business Concept Lac du Bonnet Community Development Corporation 2019



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