

BUSINESS CONCEPT PLAN

BUSINESS DESCRIPTION:

A Hotel and Conference Centre would offer modern accommodations and conference space to tourists and business looking for destination locations re meetings and events- via a conference center.

RATIONALE:

Hotel accommodations are limited in Lac du Bonnet, they currently do not meet the demand and expectations of the tourism market. There is no one-stop solution to hold Business conferences and gatherings in Lac du Bonnet.

TARGET MARKET:

Primary target markets are tourists to the area (see reverse) and businesses/groups who wish to host small conferences and events.

COMPETITION:

Lac du Bonnet currently has three Inns, one Bed and Breakfast and an undisclosed amount of homes or cabins for rent by the day/week. The numbers of rooms and ratings of the available accommodations is yet to be fully determined. There is limited event and conference site availability, none with of both meeting space and accommodations.

POTENTIAL MARKET SHARE

Potential possible 25% of the Market. Yet to be determined.



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