

A rural event in rural Ontario - A Four Seasons Event

Expose your Products and services to the outdoor enthusiast of Eastern, Southern, & Northern Ontario and Quebec.

If you like to be close to water, the Canadian Outdoor Recreation Expo and the Bay of Quinte Country has it all: sheltered harbours, fabulous fishing, ideal boating and some people say, the best beaches you will find anywhere! The Bay of Quinte, Presquile Bay and the Trent Severn Waterway are beautiful, large waterways and we invite you to visit again and again!

Camping is a popular recreational pursuit for many Canadians. For example, approximately 1.5 million people camped in Alberta's provincial parks in 2002/03; 1.7 million people camped in Ontario's provincial parks in 2003. The camping experience can range in duration from a single weekend (e.g., July 1 long weekend) to extended periods of time (e.g., many weeks). Canada has a diverse system of campgrounds, which includes local campgrounds with many visitor amenities to more remote, wilderness settings. Provincial parks are an important camping resource in Canada, and in many parks, it is a year-round activity. However, campground use tends to be highly seasonal, with the highest demand for campsites occurring during the summer months of July and August when climatic conditions are generally suitable and most Canadians have school and work-related holidays.

With the most recent boom in the **cottage markets** of eastern Ontario and the access to hundreds of thousands of cottagers from eastern, southern and northern Ontario and Quebec this venue will attract the cottagers that are looking for a recreational event to take the family to in July. Outdoor equipment, trail making and grooming products, wood decking, docking, heating systems, yard working products, pools, saunas, alternative heating systems, buildings and much more.

The estimated expenditures on recreational **boating** in Canada, including storage, fuel, marina and club rental, membership fees as well as boats and accessories total over \$3 billion. The site of this event is located in the heart of the boating industry in Ontario with access to Lake Ontario, The Bay Of Quite, the Trent Severn Waterway and the many large and small lake that abound Eastern and Southern Ontario. The fishing in these areas is excellent. The Bay of Quinte is known as one of the best walleye fishing in the world. With the small and large size bodies of water that surround Quinte West the access to a large market of fishing is here.

Ride the trails and demo sites on **ATV's**, as of 2004, about 2.5 million Canadians were riding ATVs and 850,000 owned one. This explosive growth, largely due to recreational use, has led to the formation of provincial ATV federations. Many hunters and outdoor enthusiasts enjoy the ATV world.

Public access to Canada's multitude of **lakes and beaches** provides Canadians with a range of leisure opportunities. Beaches, for example, provide opportunities for sunbathing, beach volleyball, leisure walks, picnicking, and depending on the location, campfires. The shallower near-shore environments of the country's numerous lakes provide ample opportunities for public swimming in the summer.

Golf is one of the largest outdoor recreation industries in Canada. Approximately 5 million participants generate \$4 billion in annual revenues for the industry. It is estimated that more than 20 new golf courses are opened to the public each year across Canada.

Snowmobiling is one of Canada's largest winter outdoor recreation sectors. Approximately 500,000 Canadians engage in snowmobiling each year, generating billions in economic activity(43). Canada's largest regional snowmobile industries are located in eastern Canada; the Provinces of Ontario and Québec collectively account for approximately 60% of Canada's snowmobiling resources (i.e., snowmobile trails and clubs).

Alpine **skiing** is one of Canada's largest winter outdoor recreation sectors. Approximately 1.5 million Canadians actively participate in alpine skiing annually(59), with the majority of the domestic ski market coming from the Provinces of Ontario and Québec (~65%)(59). There are also more than 250 alpine ski destinations nationwide(41), ranging from small municipally operated ski areas to large, resort-oriented ski areas operated by multinational companies.

The recreation industry is one of the most active and stable markets in Canada and is here to stay. Meet the industry and manufacturing reps. Networking opportunities are endless. Technological advancement is at our fingertips and now is the time to embrace it.