



PRESS RELEASE

The Corporation of the County of Hastings

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FOR IMMEDIATE RELEASE

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County announces launch of tourism survey

Hastings County – More than 700 surveys will be mailed out this week as part of the first phase of the Hastings County Premier-Ranked Tourist Destinations (PRTD) Project.

One of the key outcomes to the project will be a series of recommendations aimed at strengthening the tourism market in Hastings County and providing a clear direction for its future. The project will evaluate 13 sectors in total - Retail, Accommodations, Adventure Providers, Golf Venues, Food & Beverage, Festivals & Events, Marinas, Parks & Trails, Skiing, Tours & Excursions, Minerals & Fossils, Attractions, and Agri-tourism.

Local tourism-related businesses have until January 22 to complete the survey, which features questions on accessibility, visitation patterns and future development opportunities. Many businesses will also receive a second, sector specific survey. Surveys can also be filled out online at www.premierranked.com or in person.

“The input provided through these surveys will give our Premier-Ranked team an accurate picture of the tourism assets in Hastings County, as well as identify important gaps in the industry,” stated Warden Ron Emond. “The success of this project depends on the participation of our tourism business owners and other attractions. In essence, this project belongs to them.”

“Many individuals and organizations have been trying to promote tourism in the area without a firm knowledge of what attractions exist, and who is visiting them, stated George Offshack, owner of Limerick Lake Lodge, and president of the Bancroft and District Chamber of Commerce. “ This survey and the resulting data will help move Hastings County forward in its efforts to attract new tourism investment and new visitors to the area. Getting travelers to venture just a little further from the neighboring metropolitan areas to see new attractions will have a significant impact on the economic growth of Hastings County.”

Developed in 2001 by the Ministry of Tourism, the Premier-Ranked Tourist Destinations Framework has been used by over 25 regions in Ontario, including the neighbouring counties of Prince Edward and Northumberland.

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