

Passion Terre

Destination Analysis Report

Final Project
414-TC8-AS sect. 06034

Presented to: Mrs. Josie Salvo Farella

College LaSalle



Prepared By:
Shaira Salamanca
Jigna Patel

Valerie Richer
Jose Partida
Hongjiang Chen



Table of Content

Geography, climate, particularities of the region	5
Canada	5
1. Ontario	6
Geography	6
Climate	7
2. Quebec	8
Geography	8
Climate	10
Target Market	10
Inventory of Major Attractions and Characteristics of the region:	16
1. Montreal	16
1. Mount Royal Park	16
2. Montreal Botanical Garden (Open with restriction due to COVID-19)	17
3. Old Montreal	18
4. Notre-Dame Basilica (Temporarily closed due to COVID-19)	18
5. St. Joseph's Oratory (Temporarily closed due to COVID-19)	19
Accommodations	20
Transportation:	23
• Public Transportation	23
• Air transportation	24
• Driving	24
• Trains	25
Restaurants	26
Strengths & weaknesses of the destination	27
Local News/Articles supporting Montreal's strengths & weaknesses:	27
Strengths	27
Weaknesses	29
2. Kingston	30
6. Kingston Penitentiary (Currently not open due to COVID-19)	31
7. Fort Henry National Historic Site (Currently not open due to COVID-19)	31
8. 1000 Island (2021 reservations will launch on April 20, 2021.	32
9. Frontenac Provincial Park (Open with some restrictions)	33
Accommodations:	34



Kingston Public Market	36
Gastronomy	36
Transportation	37
• Trolley Tours	37
• Train	39
• Air Transportation.....	39
Strength and Weakness of the destination	40
Local news and report that supports Kingston’s strengths and weaknesses:	40
3. Oakville	42
10. Lion's Valley Park (open at this time).....	42
11. Coronation Park (remain open at this time)	42
12. Bronte Harbour and Heritage Park.....	43
13. Oakville Museum at Erchless Estate (will be closed until further notice).....	44
14. Downtown Oakville.....	44
15. The Ranch.....	45
Accommodations:	46
Transportation	47
• Public transportation	47
• Trains	48
• Airport.....	48
• Driving	48
• Walking & cycling	49
Restaurants	49
Strength and Weakness of the destination	49
Events and local news supporting Oakville’s strengths and weaknesses:	50
4. Niagara	50
16. Niagara Falls (As of February 16, 2021, Niagara Falls is in the Lockdown category, it's temporarily closed and tourists should only go out for essential reasons.).....	50
17. Illumination Tower (Close to public).....	51
18. Niagara Parks Botanical Gardens (It is open to public)	52
19. Dufferin Islands (Open to public).....	52
20. Niagara Falls History Museum (Currently not open due to COVID-19).....	53
21. Clifton Hill (Currently not open due to COVID-19)	54
22. The Niagara River Recreation Trail (Open to public).....	54
23. Wine region (Niagara-on-the-lake) Open to public	55



Accommodations:	56
Transportation:	59
• Airport	59
• Bus	59
• Train	60
Restaurants	60
Strength and Weaknesses of the destination	61
Local News supporting strength and weaknesses.	62
Sociocultural Features	63
1) Cultural Identity	63
2) Language	63
3) Religion	63
4) Cultural Elements	64
5) Gastronomy	66
6) Historical Elements	70
7) Laws and Regulations	72
Type of tourisms	73
1) Niagara Region	73
2) Oakville	75
3) Kingston	75
4) Montreal	77
Bibliography	80



s

Geography, climate, particularities of the region

Canada

Canada is located in the northern side of North America, sharing the most extensive border of the world with the United States in the south as well as touching the Atlantic and the Pacific Ocean in the east and the west, respectively. As the second-largest country globally, Canada is filled with a greater variety of lakes, mountains, maritime terrains, and islands than any other country. From coast to coast, Canada is enriched with beautiful landscapes and landforms that will captivate every visitor.

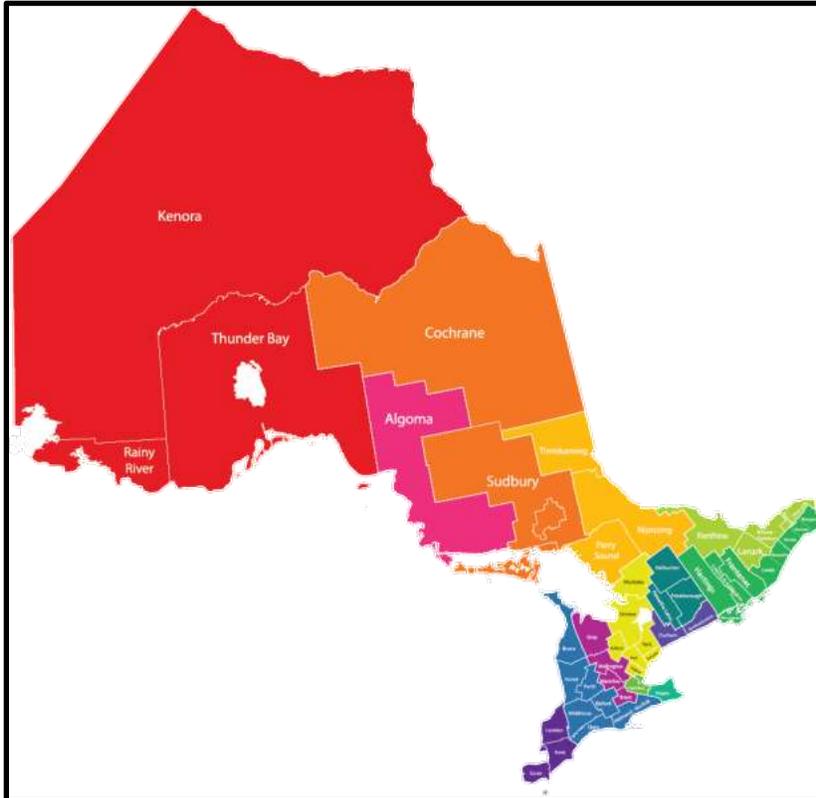
This itinerary is designed to take place on the eastern side of Canada. More specifically, in the two biggest provinces of the country, Ontario and Quebec. Visitors will enjoy the beauty of the city of Montreal, located in Quebec and the towns of Kingston, Oakville and Niagara, which are all situated in Ontario.





1. Ontario

Geography



Ontario is Canada's second-largest province with more than 1 million square kilometers. The province is divided into three of Canada's physiographic regions. These are the Hudson Bay Lowlands, the Canadian Shield, and the St. Lawrence Lowlands. Ontario shares borders with Manitoba on the west, Quebec in the East, the USA on the South, and the Hudson Bay on the north.

The province is filled with over 250,000 lakes, which contain one-fifth of the world's fresh water supply. In addition to these lakes, Ontario possesses a significant portion of the Great Lakes, formed by Lake Superior, Huron, Erie, and Ontario. Moreover, Niagara Falls, arguably Canada's most popular landmark, creates one of the most famous world's international borders between Ontario and New York. These falls are part of the much more extensive Niagara Escarpment. This escarpment runs through Ontario and various USA states, including New York, Michigan, Wisconsin and Illinois. It also features the cliffs over the Niagara River plunges, forming Canada's most popular natural attraction, Niagara Falls.



Ontario has the most varied landscapes in Canada. There is plain Ontario whose landscape resembles its neighbours with a high density of prairies to the East. In the western part, starting in Kingston, there is a vast presence of rolling hills and plains. Also, the Niagara region gives the province numerous bays and shores. However, the province lacks mountainous landscapes.

As with most Canadian provinces, Ontario's population is concentrated in the South of the region. Greater Toronto is the most populous urban section of the province. It is also home to the country's capital Ottawa. Together with Gatineau in the French-speaking province, this city forms a metropolitan area of above 1 million people.

Climate

Like many parts of Canada, Ontario's climate varies from season to season and, depending on the location, citizens will be affected by different types of weather conditions. Mainly, Ontario's climate is influenced by three air sources, cold, dry, and arctic, which is the most dominant during winter times and



for the most calendar year. In general, the region has warm to hot, humid summers and cold, moist winters. The average temperature in the Greater Toronto Area during summer falls between +27/+18°C, and during winter times, the temperature ranges between -1/-11°C. The surrounding of the Great Lakes is heavily influenced by the heat stored in the bodies of water. Due to the heat, it results in making the region have more mild winters but heavy humid summers.

2. Quebec



Geography

The province of Quebec is also located in the eastern part of Canada. It accounts for one-sixth of Canada's territory, which makes it the biggest province of the country. It is composed of three of Canada's physiographic regions: The Saint-Lawrence Lowlands, the Appalachian uplands, and the Canadian Shield. The province has coasts on the North Atlantic, Hudson, and James Bay.



Quebec's most important body of water is the Saint-Lawrence River, which composes the Gaspé Peninsula and connects with the Great Lakes of Ontario. This river has been an essential route for Canadian trade and shipping over the years. It cuts to the two most populous cities of the province and the second-largest city in Canada, Quebec City and Montreal, the most populated cities in the province and where most of Quebec's visitors concentrate. When visiting the Saint-Lawrence Lowlands, visitors will also find the Monteregian Hills, which features the most popular elevation in the Montreal area, the Mount-Royal.

The Appalachian uplands are an extension of low mountains that come from the eastern USA. These low mountains of less than 4,000 feet extend through the province, and they are divided into two sub-chains, the Shickshock Mountains and the Notre Dame Mountains. These sub extensions offer an excellent opportunity for hiking and exploration for outdoor lovers.

The Canadian shield covers one-fifth of Canada's territory and 80% of Quebec's territory, which generates rocky but level landscapes filled with plains, boreal forests, lakes, rivers, and plateaus. Even though the Canadian shield generates mostly flat surfaces, Quebec's part of the shield is home to one of the world's oldest mountains, the Laurentian Mountains and the Torngats. This last chain of mountains features the highest peak of the province, Mount d'Iberville reaching 1,652 meters.





Climate

Quebec's climate is characterized by being extreme in both senses: cold and hot. Similar to its neighbour, Ontario, the air coming from the North Arctic makes winters very extremes and severe. Usually, temperatures during the month of January ranged between $-11/-24^{\circ}\text{C}$ with a heavy presence of snowstorms. During summer, temperatures can reach up to 30°C in the Montreal area, and days are characterized as being hot and humid. Visitors claim that Autumn and Spring are the best seasons to visit since the weather is mild and snow presence is almost null.

Target Market

Our chosen target market are Canadian Baby Boomers from Quebec and Ontario. They are retired or pre-retired, active and curious for new experiences and adventures. They are the most significant generation and represent 29% of the Canadian population. There are over 3 million Baby Boomers aged 57 to 75 in the province of Quebec, for a total of 9.6 million across Canada. Also, in Ontario, they represent more than 15% of the Greater Toronto area. Most of these Baby Boomers are still working or about to get retired. Still, Baby Boomers hold the most wealth in Canada. According to studies, their net worth ranges 1.2 million dollars.

Their main reason to travel is to check-off destinations from their bucket list. Seeing the world is the main bucket list of Baby Boomers. They have unique travel trends such as seeking authentic human connection, local cultures and gastronomy and are environmentally cautious of their daily impact. They take an average vacation of 10.5 days and are more interested in domestic travel, especially since the COVID-19 pandemic, as they feel safer to travel to other provinces than other countries.

As for accommodations, the Baby Boomers seek unique experiences, such as staying in a chalet, a treehouse or a cottage, luxury escapes and upgraded accommodations personalized to their needs and wants. According to AARP's research on the [2019 Boomer Travel Trends](#), 66% of them prefer to stay in a hotel or motel when travelling domestically. Moreover, when staying in a hotel, the Baby Boomers enjoy cable tv and the in-room dining features.



As a reward for all their hard work for many years, Baby Boomers seek to travel to new destinations. Their ways of travelling differ from all the other generations. Unlike others, retirees have more time on their hands and money to spend on travel. They are continually looking for last-minute deals. Relating to what was mentioned earlier, they seek experiential travel and immersive travel in which they desire to explore authentic local cultures and gastronomy.

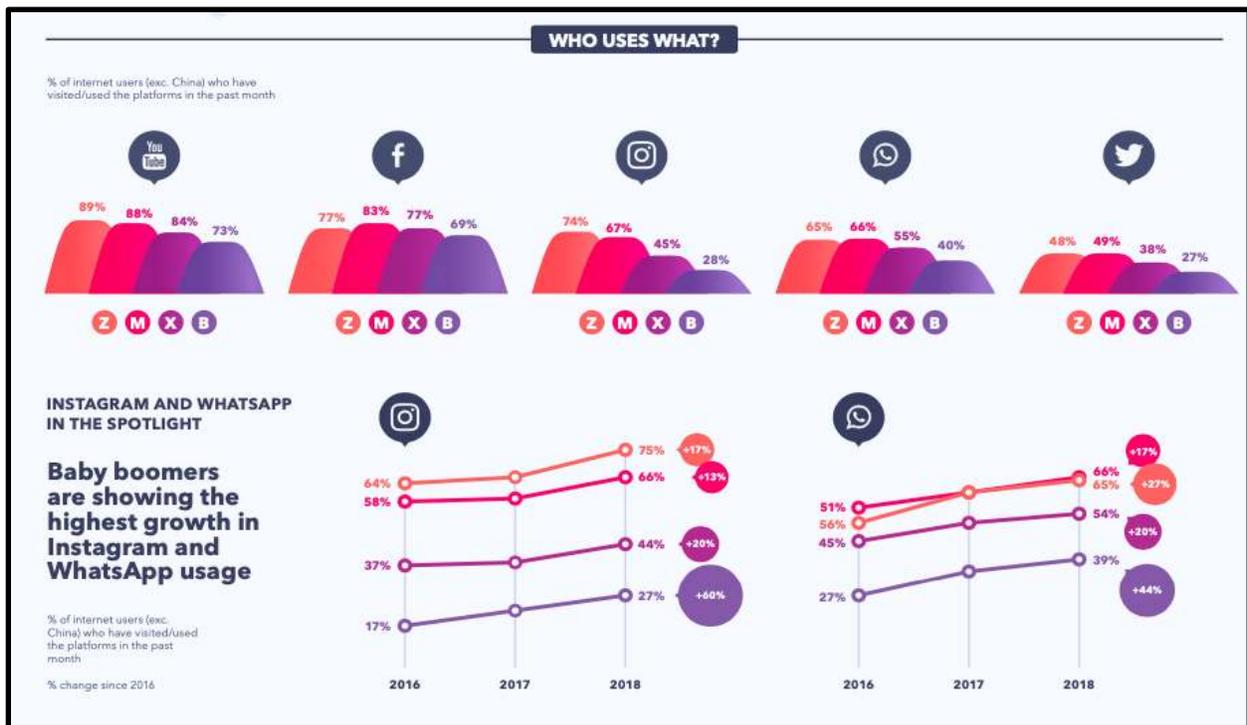
Furthermore, Baby Boomers desire to go on sustainable and eco-friendly trips. According to an article published on Dana Communications on [Retiree Travel Trends for 2020](#), many of them prefer taking the train over the plane as it decreases their carbon footprint and it is better for the environment. They also like to travel for adventures. Baby Boomers look for active relaxation, meaning they like hiking, golfing, wine tasting, and enjoying natural landscapes. They enjoy sightseeing and exploring natural and cultural sites. They opt for longer travel time. They always include add-ons on their travel package to enjoy to the fullest during their travel.





As mentioned above, Baby Boomers make up the majority of the Canadian population over 57. This group includes retirees and the wealthiest people, including a large number of users of traditional media. However, the digital consumption of content is also worth noting. 81% of Baby Boomers spend at least 24% of their time on social media as of 2019. Facebook, YouTube and Twitter are the most used social media platforms by Baby Boomers. Facebook is often rated as the king of social media success, with 96% of Baby Boomers utilizing this platform at least once a week. This comes to show that the Baby Boomers use Facebook more than anything else.

However, according to the graph below by GlobalWebIndex's Social Media by Generation infographic, we can see that, throughout the years, Youtube has become a widely used platform amongst Baby Boomers, which 73% of them use, in other words, it is something to keep into consideration when communicating with them. Furthermore, they also like to use traditional media. Although we are targeting Canadians from Quebec and Ontario, it is also good to have a general idea of Baby Boomers characteristics elsewhere. For instance, among all the American adults active online, Baby Boomers spend nearly two times more daily on television, radio, and print than Millennials do, according to newly-released data from a TNS study.





Baby Boomers always prefer in-person communications, and personalized services make them more comfortable and assured when travelling. According to GlobeNewswire, 69.6% of Baby Boomers do not prefer services provided by robots. They would like to disconnect from technology when travelling. They prefer to spend more time with their family and local culture. Baby Boomers only use their phones for checking emails and taking photos. Other than that, they do not use it much. However, according to AARP's research on the [2019 Boomer Travel Trends](#), 85% of people use the internet to plan their trips when booking their travel.

It is important to remember that their behaviour and sentiments towards the COVID-19 pandemic will be significant for this marketing campaign, especially because they are more at risk. According to destination Canada, among 1,800 Quebecers, 45% feel relatively safe to travel to another province on their next trip, while Ontarians came up with 34%. Moreover, when choosing the destination, Canadians from these two provinces seem to prefer rural destinations over urban ones. This might be an excellent stimulus for domestic travel and the recovery of the travel industry in Canada.

According to Skift Megatrends 2025 reports, the years to come are the “Green Years.” Nowadays, people are more aware of the importance of protecting our planet and are more willing to help and make a difference, that applies at home, at the office and even when travelling. All generations are more cautious about climate change and protecting the destination when travelling. However, the Baby Boomers are not the generation that are more involved in the protection of the environment. They aren't as selective when choosing a destination and booking a hotel, compared to the Millennials that are considering the environmental impact before booking. In 2020, The Chaire de Tourisme Transat conducted a survey among 1,172 Quebec travellers regarding their new behaviour post-COVID-19, and 42% of them mentioned that they would prefer to travel more domestically. Moreover, 30% of the respondents also said that they would practice more and more outdoor activities and journeys.

Booking.com also conducted a worldwide survey about sustainability in 2019, [The 2019 Sustainable Travel Report](#), and the responses are encouraging as 73% of the participants mentioned that they want to stay at least once in a green or eco-friendly accommodation before the end of the year. The survey has been asked to worldwide citizens for four years in a row, and the percentage of the people that



will opt for a green stay is increasing each year, starting from 62% in 2016. The report also states that 72% of the participants agreed that we need to act now, make changes and opt for sustainable travel. Moreover, the report claims that 51% of all global travellers wish to reduce their footprint by limiting their travel distance, making domestic travel even more popular. The main “bump road” that people face is the lack of knowledge about how to book or choose a more sustainable way of travelling; in other words, people want to help, but they don’t know-how.

In addition, 67% of the Baby Boomers mentioned that they would consider not travelling to a destination if they knew that destination was damaged or threatened due to over-tourism, which ranked higher than the other generations. According to the same Booking.com survey, 87% of all participants said they want more sustainable travel options and that 67% of them are willing to pay more to be greener and leave the smallest impact possible during their journey. In the end, the study concludes by claiming that even though younger generations have more good intentions being more sustainable while travelling. Still, Baby boomers are ahead, with 68% of respondents choosing sustainable options when planning or booking a trip.

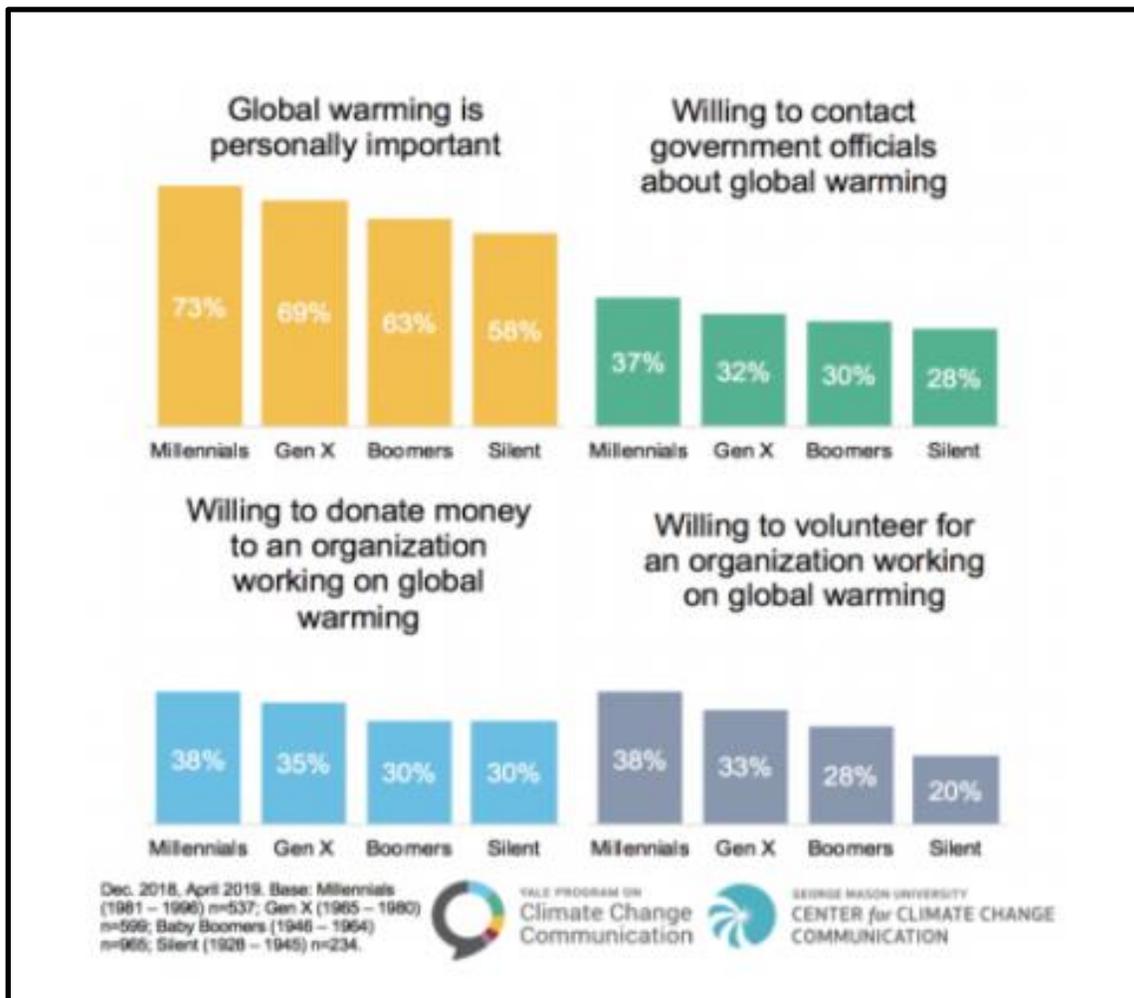
Many studies show that younger generations are greener than the older ones as only 38% of the Gen X and older generations are green travellers, according to the Booking.com survey, by the [Criteo Travel Study of 2019](#). Although it might not be a higher percentage than the younger generations, 8 out of 10 green travellers have booked train tickets in the last six months.

Green Travelers are significantly younger than average			8 out of 10 Green Travelers have booked train tickets in the past 6 months (vs 56% on average)		
	Green Travelers	Others		Green Travelers	Others
Gen Z & Millennials	62%	41%	Flight	98%	96%
Gen X and older	38%	59%	Train	82%	56%



According to the Visual GPS research of [CreativeInsights](#), since Greta Thunberg's visit, the Baby Boomers showed they are the most passionate generation. The study shows that the Baby Boomers appreciated the “direct impact” gesture such as recycling, eliminating single-use plastic straws, using reusable products and volunteering. They like to see the direct impact they can have on people, animals and nature, compared to other generations.

According to the Yale Program on Climate Change Communication of 2019, younger generations are more willing to make a change. However, the Baby Boomers are still cautious about the environment and will surely increase their practices over time.





Inventory of Major Attractions and Characteristics of the region:

1. Montreal

Montreal is known to be a very vibrant city filled with a great variety of cultures, history as well as natural heritages, allowing this city to embrace its diversity through many of its attractions that made Montreal a famous tourist destination.

Natural Attractions:

1. Mount Royal Park

Located west of Downtown Montreal lies the famous Mount Royal Park. The mountain sits at 233 meters above the city and it is filled with an array of fauna and flora, which is shown throughout the park. In 1876, this natural and historical attraction was built by Frederick Law Olmsted, who designed the well-known Central Park in New York City. This place allows Montrealers as well as tourists to get a break from the city and reconnect with nature. Furthermore, there is a lookout that gives a chance to explorers to get an incredible panoramic view of the city. Mount Royal Park is also home to Beaver Lake, which has become a place for families and friends to relax as well to enjoy a picnic by the man-made lake during summer. There is even a cross that can be seen from a far since it is located on the mountain, which people can hike up to. Moreover, this 200-hectare green jewel offers many activities all year-long such as snowshoeing, tubing, skating, hiking, biking and many more!





2. Montreal Botanical Garden (Open with restriction due to COVID-19)

Montreal Botanical Garden was built in 1931 by Camilien Houssay and completed in 1936 by one of the most famous Botanists in Canada, Frere Marie-Victorin. This incredible garden is expanded through its 185 hectares and is home to approximately 20,000 species of plants, which are grown in different themed gardens such as the Chinese Garden, the Japanese Garden, the First Nations Garden and the Alpine Garden as well as greenhouses that are all very eye-catching for tourists. This natural attraction is known to be one of the most important botanical gardens in the world, which is why it was declared a National Historic Site of Canada in 2008.

Address: 4101 Rue Sherbrooke E, Montréal, QC H1X 2B2



Historical and Cultural Attractions:



3. Old Montreal

Old Montreal has become a famous tourist attraction as it is home to the Notre-Dame Basilica, Old Port, Bonsecours Market, Pointe-à-Callière and many more sites. When visiting Old Montreal, tourists will have the chance to travel to the past while walking through the cobblestone roads and seeing the buildings dating all the way back to the 17th century. Filled with lots of history, this site also offers a variety of restaurants and the largest observation wheel in Canada called La Grande Roue. Moreover, tourists can take a walk along the Saint Lawrence River and enjoy many activities all year long!



4. Notre-Dame Basilica (Temporarily closed due to COVID-19)

Located in Old Montreal, the Notre-Dame Basilica is a must-see when visiting Montreal as it became a symbol of the city's history and religious heritage. This infamous attraction was designed by James O'Donnell, an Irish-American architect. The construction of this basilica started in 1824 and was completed in 1829 by the Sulpicians. One year later, in 1830, the architect passed away and until this day, he is the only person buried in the crypt of the Basilica. Showcasing Gothic Revival architecture, the Notre-Dame Basilica was designated a National Historic Site of Canada in 1989. The Basilica has been the site of many major religious and cultural events. Today, tourists can enjoy a mesmerizing light and sound show



inside the Notre-Dame Basilica as well as a guided tour to learn more about the beauty of this historical gem.

Address: 110 Rue Notre-Dame Ouest, Montréal, QC H2Y 1T1



5. St. Joseph's Oratory (Temporarily closed due to COVID-19)

Known as Canada's largest church, St. Joseph's Oratory has become an icon and a well-known site by many since it showcases the history and religious heritage. As it sits 30 meters above Mount Royal's summit, the Oratory remains to be the highest building in Montreal resulting in it being an icon of the city's skyline. This national shrine was built in 1904 by Andre Bassette in honour of Saint Joseph. This attraction has become an important pilgrimage site as it welcomes millions of visitors each year. It also allows people to get a breathtaking view of the city and visit its beautiful garden, in which there are 14 traditional stations surrounded by amazing greenery during the summer.

Address: 3800 Chemin Queen Mary, Montréal, QC H3V 1H6



Accommodations

Montreal has become a famous tourist destination, which is why it offers an array of accommodations to cater to all the different types of travelers from budget hotels, bed and breakfasts, mid-range hotels, boutique hotels to even luxurious hotels. This French-Canadian city is home to many renowned brands such as the Sheraton Hotel, the Intercontinental Hotel, the Four Seasons, the Ritz Carlton, the Hotel Fairmont - The Queen Elizabeth and many more.

Hotel Le Crystal is a 5-star boutique hotel located in Downtown Montreal, one block away from the infamous Ste-Catherine street. It is known to be the closest accommodation to the Bell Centre. As for onsite services, they offer their guests spa and wellness amenities such as an outdoor hot tub, spa, sauna, gym and pool. Hotel Le Crystal is one of the most eco-friendly hotels in Montreal as they implemented various sustainable and environmentally friendly practices. For instance, they have started a green initiative, in which they have a goal to save water, energy and resources by allowing their guests to turn down housekeeping services.



Address: 1100 Rue de la Montagne, Montréal, QC H3G 0A1



InterContinental Montreal Hotel is a 4.5-star hotel located in Old Montreal, walking distance from many different attractions such as the Notre-Dame Basilica, the Old Port, the Palais des Congres, the Underground City as well as many restaurants and small shops. As for onsite services, they have an indoor pool, a sauna and a gym. They also provide business, conference and meeting spaces. When it comes to green initiatives, this establishment is known to be very eco-friendly. In fact, they have a rooftop garden, in which they grow a variety of vegetables and herbs, which are, later on, used by the chef of the onsite restaurant for the meals prepared.

Address: 360 Rue Saint-Antoine O, Montréal, QC H2Y 3X4



Le Centre Sheraton Montreal Hotel is a 4-star hotel located in Downtown Montreal near the Underground City, Ste-Catherine street as well as many tourist attractions such as the Montreal Museum of Fine Arts. It has a spa, fitness center and a pool for all its guests. They have up to 16 different types of rooms, whether it is for families, couples or business workers. This accommodation has 38 floors and they have meeting rooms for people who desire to have a meeting or an event. In 2009, this establishment was awarded the 4 Green Keys by the Hotel Association of Canada as they care for the environment and the local community through their eco-friendly program and practices such as reducing their carbon footprint.

Address: 1201 Boulevard René-Lévesque O, Montréal, QC H3B 2L7



Montreal Airport Marriott In-Terminal Hotel is a 4-star hotel located in the Montréal-Pierre Elliott Trudeau International Airport in Dorval. This accommodation has a full-service spa, a fitness center, a pool



as well as 20 meeting spaces, which can be utilized by all their guests. Its location is ideal for those who would like to have an elegant stay right before their flight. This accommodation participates in the Green Key Global certification program alongside many other hotels in the industry.

Address: 800 Place Leigh-Capreol, Dorval, QC H4Y 0A4



Transportation:

- **Public Transportation**

Many of the hotels are located in Downtown Montreal and around its surrounding areas, which allows tourists to get around easily by foot through the underground city that connects to shopping centers or by public transportation with nearby metro stations. As a matter of fact, the Société de Transport de Montréal, also known as the STM, is an efficient and inexpensive way to get around the city as it offers





many bus routes and subway lines through its 68 metro stations. Montreal's public transit offers a variety of types of fares depending on your trip. They have passes for 1 trip, 2 trips, 10 trips, unlimited evening, unlimited weekend, 1 day, 3 days and even a special fare to get to the airport. Moreover, there are also other bus routes that offer direct access to the airport.

- **Air transportation**

Montréal-Pierre Elliott Trudeau International Airport (YUL) is located in Dorval, which is 20 km away from Downtown Montreal. This is the only airport in the city and it is ranked the third busiest airport in Canada due to its passenger traffic and because it is the departure point to many different destinations around the world with many airlines.



- **Driving**

When it comes to driving around Montreal, there are many expressways such as the highway 15, 25, 40 and many others, which all link to different parts of Montreal and its greater areas to allow travelers to get from one point to another easily. However, there are some periods of the day, where there may be traffic. The rush hours in Montreal are during the morning from 6:30 to 8:30 am, when people are heading to work and in the evening from 3:30 to 6:00 pm, when people are going back home. Moreover, since



Montreal is located nearby other regions of Quebec and Ontario, travellers can enjoy a road trip to other destinations as it is very accessible from the city.

- **Trains**

Using a train would be ideal if ever a traveler is going from Montreal to further destinations. For instance, the Exo train allows you to get to Greater Montreal areas such as Dorval, Vaudreuil-Hudson, Saint-Jerome, Mont-Saint-Hilaire, Candiac, Mascouche and Deux-Montagne. Travelers can simply head to Vendome metro station or Lucien-L'allier, pay for a fare and catch a train, according to the schedule.



Moreover, Via Rail is also offered in Montreal, which connects to different parts of Canada such as Ontario and Quebec. The CN Central Station is located in Downtown Montreal and it can be directly accessed by metro from Bonaventure station. It is known to be one of the busiest train stations in Canada and it is the major rail hub for passengers, who desire to take the train to other regions of Canada. Travellers can purchase a ticket in advance or they can simply get one at the ticket counter on-site.



Restaurants

When it comes to gastronomy, Montreal is home to a diverse option of restaurants due to all of the different ethnic groups, which all contribute to giving the city a unique culinary scene. When simply walking through Downtown's Saint Catherine street, there are many different types of cuisine such as American, Asian, Indian, Mexican and many more! There is also the Time Out Marketing situated in the Eaton Centre, which is a food hall that offers a unique and extraordinary gourmet experience. In addition, the city hosts many food festivals during the summertime, allowing everyone to try different flavours of the world. However, Montreal is known for some of its iconic gastronomic points such as bagels from St-Viateur Bagel shop, smoked meat from Schwartz, the Orange Julep's drink and many more!





Strengths & weaknesses of the destination

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Multicultural and friendly city.• A variety of tourist attractions from cultural, historical to natural.• Many activities to do all year long.• Different types of accommodations from budget hotels, mid-range hotels to luxury hotels.• Many ways to get around the city.• The city is very accessible.• Unique culinary scene influenced by various cultures.• Montreal is the second largest primarily French speaking city in the world.	<ul style="list-style-type: none">• French is widely spoken by many Montrealers.• The city can be very busy with tourists during the summer time.• The weather during winter can be very tough.• Many construction sites, which can make it difficult to get around.

Local News/Articles supporting Montreal's strengths & weaknesses:

Strengths

[What Makes Greater Montreal a Pluricultural Pole of Attraction? - I choose Montreal](#)

The article on *I choose Montreal* explains that the city has definitely attracted many immigrants throughout the years. In fact, according to Statistics Canada, “one out of three people in Montréal is an immigrant”. Moreover, there are known to be over 120 cultures present in Montreal, resulting in it being a multicultural city, which is one of the city's strengths. The article states that Montreal is a welcoming city filled with many open-minded people. Due to its cultural diversity, there also



comes different “culinary specialties from all over the world”, which is why it is important to take into consideration the unique culinary scene in Montreal as one of its strengths as well.

[All the new attractions Montreal has to offer - CTV News](#)

CTV News interviews Thom Seivewright, a local tour guide in Montreal. In the video, they speak about how no matter how many times you visit the city, it is constantly changing and there are always new activities and attractions arising, which is definitely a strength of the city. Montreal is already home to a variety of cultural, historical and natural attractions but it continues to grow and make the city even more vibrant and unique. Moreover, the local guide shows a sculpture composed of different characters and letters from different languages made by a Spanish artist, which represents “the multicultural aspect of the city”, which once again, supports the fact that Montreal is a multicultural city.

[5 ways to get around Montreal without a car - MTL Blog](#)

As mentioned earlier, there are numerous modes of transportation to get around Montreal. This article on MTL Blog touches on various ways to travel the city without a car during the summer time. There are no doubts that you can always walk during the winter time, however, it can be quite tough due to the cold weather. When exploring the city, people can walk, take the metro, ride a scooter, bike and many more, which supports the fact that there are many ways to get around the city.

[Taking public transportation in Montreal - Tourisme Montreal](#)

Montreal is home to the STM, which is a great public transportation. Tourisme Montreal suggests that it is an “affordable way to get around Montreal”. It is an efficient way to get around as its “public transit network is relatively simple”.



Weaknesses

[10 facts about Montreal - Geos Montreal](#)

Montreal is known to be a French-Canadian city. In fact, after Paris, it is ranked “the **second largest French speaking city in the world**”. Due to this situation, it can be a weakness for the city when welcoming tourists as the language is widely spoken by many Montrealers.

[When to Go to Montreal - Frommer's](#)

The article explains that Montreal's **high season is in summer from June to September**, which is why it can be very busy with tourists during that period, especially in the famous tourist attractions such as the Old Montreal. When comparing its weather to other regions in Canada, it does not differ much. However, “**snow and slush are present in the city from November to March**”, which can be very tough for some tourists coming from other destinations.

[Tourists navigate the mess of construction on Ste. Catherine street - CTV News](#)

Montreal roads are constantly in construction, which can make it difficult to get around. In CTV Montreal's article, they touch on how there are **loads of construction on the popular street of Ste. Catherine in Downtown Montreal**. Tourists and Montrealers had to navigate through all the constructions during the Grand Prix event, which was unpleasant for many. However, “some tourists didn't seem too bothered by the torn-up roads”. Constructions are still very present and it can be considered a weakness for the city.



2. Kingston



Kingston's nickname is The Limestone City, it is a city located in southeastern Ontario, Canada, it is on the northern shore of Lake Ontario, near the entrance of the St. Lawrence River. Kingston is located on the Quebec City-Windsor corridor. This place was named King's Town after King George III of England in 1787 and it changed its name to Kingston in the following year.

Kingston is a historical and cultural city. As one of the oldest cities in Canada, Kingston is also home to the world-famous 1000 Island, as well as the Rideau Canal and Fort Henry designated by UNESCO World Heritage Site. With more than 20 historical sites and Museums, Kingston is known as the capital of museums throughout Canada. Kingston has a well-developed tourism industry, especially in summer. Other industries in Kingston include education (Queen's University), government, medical, military and manufacturing.

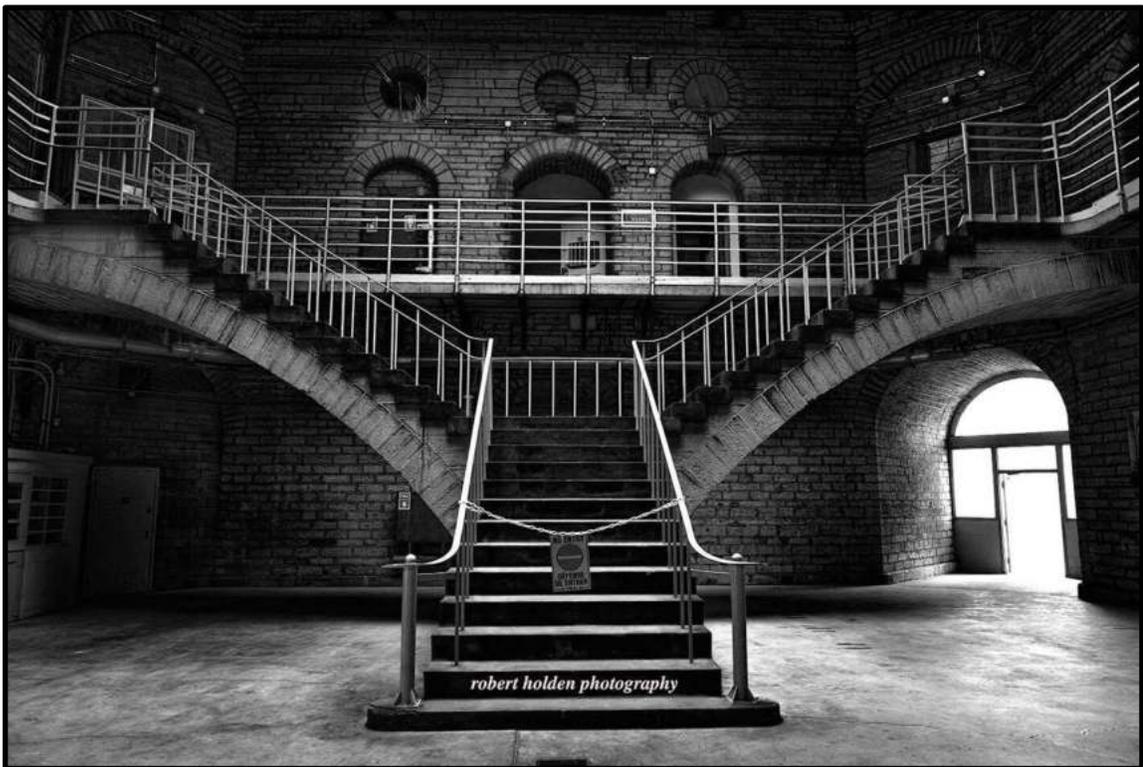


Historic Sites

6. Kingston Penitentiary (Currently not open due to COVID-19)

The trip through Kingston Penitentiary provides visitors with a rare and unique opportunity to travel through Canada's oldest and most notorious highest security prison. Visitors can visit various areas of the prison, including cells, indigenous grounds, and the gymnasium of the Regional Treatment Center, which has murals for the prisoners and staff of Kingston Penitentiary. You can also visit the prison's programs wing, the main cell dome, the front isolation/dissolution area, the shop dome, the metal shop and the recreational yard.

Address: 555 King Street West, Kingston, ON, K7M 2E6



7. Fort Henry National Historic Site (Currently not open due to COVID-19)

Fort Henry and the Rideau Canal and Kingston's fortification network were named Ontario's first UNESCO World Heritage Site in 2007. Visitors can experience the military life of the 19th century at Fort Henry. Visitors can experience a tour led by the Fort Henry Guard, enjoy the scenery, exciting musical



performances and precise military performances. The fort also often hosts many special events, such as the iconic and award-winning sunset ceremony.

Address: 1 Fort Henry Drive, Kingston, ON, K7K 5G8



Natural attractions

8. 1000 Island (2021 reservations will launch on April 20, 2021).

Gananoque and the 1000 Islands are a must-see for fishermen, hikers and outdoor enthusiasts. Thousand Island is open all year round. It has two world-famous UNESCO World Heritage sites, including the Frontenac Arch biosphere and the Rideau heritage route. In the magnificent scenery of dense jungle and beautiful waters, 1,864 islands here have been achieved as a World-class waterfront destination.

Kingston 1000 Islands Cruise :

The Kingston 1000 Islands Cruise is the premier cruise in the 1000 Islands region and has been listed as one of the top activities. The cruise sails from downtown Kingston to the world-famous 1,000 islands, including sightseeing cruises, dining cruises and special event cruises from April to October.



9. Frontenac Provincial Park (Open with some restrictions)

At Frontenac Provincial Park, visitors can explore canoe routes through 22 lakes and over 100 kilometers of looped backpacking and hiking trails, as well as 48 on-site campsites. Frontenac Park is open all year round, where you can fish, watch wildlife, indoor camping, boating, hiking, swimming, cross-country skiing, snowshoeing and winter camping. It also provides a wilderness skills training program for tourists.

Address: 6700 Salmon Lake Rd, Sydenham, ON, K0H 2T0





Accommodations:

Being the first capital of Canada previously, Kingston has many of the old historic hotels and buildings. In addition, visitors can find any type of accommodation in Kingston, such as hotels, motels, historic inns, B&Bs, seasonal accommodations and campgrounds. Here are some hotels as examples:

Howard Johnson by Wyndham Kingston ☆☆

Howard Johnson by Wyndham Kingston is a two stars hotel with a 5-minute drive from the K-Rock Center multi-purpose venue and 1,000 island cruises. The International Hockey Hall of Fame and Museum is just a 10-minute walk away. This is an eco-friendly and non-smoking hotel that is located near Queen's University and a few minutes from downtown Kingston and the scenic waterfront.

Address: 686 Princess Street, Kingston, ON, K7L 1E7



Holiday Inn Kingston Waterfront ☆☆☆☆

Holiday Inn Kingston Waterfront is a four stars hotel, it is centrally located, just a 5-minute walk from the waterfront of Kingston, K-Rock Center and 1000 Island Cruises. Just a few steps away, visitors can bike or hike the waterfront, K&P trail and Frontenac Arch biosphere from the hotel. Holiday Inn Kingston



Waterfront is an IHG Green Engage hotel, this hotel plays an active role in protecting the environment and it is a hotel that meets sustainable values.

Address: 2 Princess Street, Kingston, ON, K7L 1A2



Delta Hotels by Marriott Kingston Waterfront ☆☆☆☆

Delta Hotels by Marriott Kingston Waterfront is a four-star hotel that is located on Confederation Harbour. It has an indoor rooftop swimming pool, and all rooms have panoramic views of the harbour or lake. Visitors can also taste locally sourced food, wine and craft beer at the Feast-On certified AquaTerra restaurant onsite, which was recognized as one of Canada's top 100 restaurants by OpenTable diners. Queen's University is a 15-minute walk away. The Kingston 1,000 Island Cruise is 450 metres from the hotel.

Address: 1 Johnson Street, Kingston, ON, K7L 5H7





Kingston Public Market

The Kingston Public Market is Ontario's oldest farmers' market and has been providing local food and a community atmosphere to the people of Kingston since 1801. The public market is located in the city center of Kingston, just behind the city hall, it is full of vendors selling the highest quality local products, food, garden plants, flowers and handmade crafts. This is a must-visit attraction during the Kingston Food Tour. The Kingston Public Market is open from April to November, from 8:00 am to 6:00 pm on Tuesday, Thursday and Saturday.

Gastronomy

Kingston has the highest number of restaurants per capita in Canada. In the entire North America, it is ranked second after New Orleans. The gastronomy of Kingston is diverse, with its international cuisine, you can find many types of restaurants such as Mexican, French, Italian and more. Kingston is also home to multiple famous restaurant chains such as The Keg Steakhouse, Red Lobster, Five Guys and more. Here are some local restaurants as example:

Dianne's Fish Shack and Smokehouse : Dianne's Fish Shack and Smokehouse is just a short walk from the waterfront in downtown Kingston and is a classic East Coast and Mexican restaurant! It offers a variety of seafood, steaks, salads and cocktails.





Tango Nuevo : Tango Nuevo restaurant upholds Spanish traditions, sharing snacks and bringing people together. This restaurant offers a variety of hot and cold Spanish tapas, all made with locally grown seasonal fruits and vegetables, locally produced meats and artisan cheeses. They also offer wine and cocktails.



Transportation

- **Trolley Tours**

The Kingston Trolley Tour will allow visitors to learn about Kingston's historic downtown and waterfront. It makes stops at all the city's famous tourist destinations, including Fort Henry, the Prison Museum and Queen's University. Similar to other Hop-on Hop-off Bus, tourists can get off at any station, stay for as long as they want, and then board the bus to continue their tour with the day pass. The bus follows a figure-eight route, dividing the route into two halves: visitors can start in the eastern half of the tour, get off at the market square station for lunch or take a boat tour, and then continue to the western half of the tour.



For other bus services, the Kingston transit offers environmentally friendly and convenient bus services. Being not expensive and reliable, the visitor can opt for different bus passes such as weekly passes, multi-ride passes, day passes and more. Seniors (65+) and youth (15-24 years) can enjoy a bus discount on most bus fares. Children under 14 can take the bus for free.





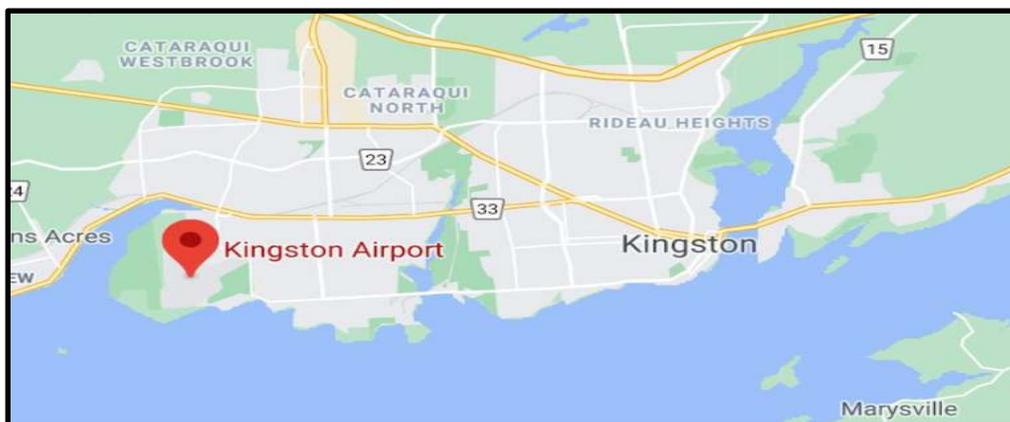
- **Train**

Kingston Railway Station is an intercity passenger train station in Catalaki, Kingston, OBN. Via Rail trains along the corridor route from Toronto to Ottawa or Montreal serve tourists. The Kingston Railway Station is located in the northwest of downtown Kingston.



- **Air Transportation**

In addition, Kingston has its own airport, the name of the airport is Kingston Norman Rogers Airport, (airport code: YGK), located 8.0 kilometers west of the core area of Kingston. However, due to the financial impact of the COVID-19 pandemic in Canada, Air Canada suspended its operations at Kingston Airport indefinitely from June 2020. The only flight currently operating at this airport is by FlyGTA Airlines that starting from September 10, 2020, scheduled passenger services provided between Kingston and Billy Bishop Toronto City Airport for four days a week.





Strength and Weakness of the destination

STRENGTHS	WEAKNESS
<ul style="list-style-type: none">• Great location (close to Toronto, Montreal, Ottawa and the United States)• Beautiful natural landscape• Bike Friendly• Good for sports lovers• Rich in culture• Home to several UNESCO World Heritage Sites• Wonderful events and activities held in Kingston throughout the year	<ul style="list-style-type: none">• Humid summer and insects• Does not have metro services.• Too few flights and routes operated by the local airport

Local news and report that supports Kingston's strengths and weaknesses:

[City of Kingston - Culture - Tourism & Heritage Strategy](#)

The State of Cultural Tourism in Kingston: Strengths, Challenges and Potentials

Given its location, history, resources and overall quality of life, Kingston already offers a rich and interesting mix of cultural tourism experiences and products that are best known to local residents. The strength of its homegrown culture is well established as is its location and geography that are both extremely desirable. Though varied, some of the more popular experiences and products that already exist and provide a strong foundation upon which to build include the following:

- **Food and music experiences** – the city has always had a public market, fine dining and a lively music scene. Festivals are common, with such events as the Skeleton Park Music Festival, Kingston Jazz Festival, Home Grown Music Festival, Wolfe Island Music Festival, Bluesfest and other music events that are a regular occurrence particularly in the summer months.



- **Learning experiences** – these include the many museums, galleries and historic sites as well as self-directed and guided walking tours that are offered throughout the city at different times of the year. Also popular are the various learning experiences on offer through Queen’s University, like Queen’s MiniU and Queen’s Institute for Lifelong Learning that attract a strong local following.
- **Adventure experiences** – Kingston’s cultural heritage and natural heritage are closely linked providing interesting points of intersection for tourists who seek a combination of learning and adventure. This includes a range of watersports such as sailing, boating, kayaking and kite boarding as well as hiking, cycling, canoeing, fishing and camping within the region and ready access to the nearby Frontenac Arch Biosphere that has been designated as a UNESCO World Biosphere Reserve.

In addition to the cultural tourism potential, the tourism market in Kingston has been well developed, including four main elements: Meetings and conventions, tourism trade, sports and leisure. For Kingston, given the existing infrastructure, it has been able to support higher levels of tourism well. For example, Kingston is located on Highway 401, the most important route in Ontario, with regular train and bus services, and countless marinas. Moreover, Kingston has many scenic spots including waterfronts, historical sites, museums, cultural sites as well as many events and activities provided here.

Kingston is a place, where people can do sports and adventure-related activities such as diving and sailing as well as other general water sports. These activities are rich in participation and attractive to the cultural tourists and leisure traveler’s market.

Other strengths of Kingston include the necessary infrastructure that exists to serve the tourism industry and attract more tourists. This destination is situated in proximity to many other tourist regions. Its location, history, resources, and overall quality of life mean that a range of experiences and products with a wide range of appeal can be created here.



3. Oakville

10. Lion's Valley Park (open at this time)

Visitors can admire the new pedestrian bridge over Sixteen Mile Creek, the newly built trail system from the fourth line to the pedestrian bridge and landscaping. Visitors can also enjoy the walking trails and lookouts on the new bridge on Dundas Street. This park also has picnic areas, playgrounds and parking areas for visitors.

Address: 1227 Lions Valley Rd, Oakville, ON, L6H 6W8



11. Coronation Park (remain open at this time)

Coronation Park is located on Lakeshore road and the shore of Lake Ontario. There are five picnic spots in the park. Moreover, each picnic area is equipped with picnic tables and barbecue grills. It offers beautiful views of Lake Ontario. There is also a children's park with a treehouse and equipment for climbing, crawling, slide and more for the children.

Address: 1426 Lakeshore Rd W, Oakville, ON, L6L 1G2



12. Bronte Harbour and Heritage Park

Bronte Harbour Village is a waterfront destination of Oakville. Built in 1834, the Bronte Harbour is combined with shopping and provides guests with a relaxing getaway. The harbour was also used for transportation, fishing, agriculture and commerce. After the European settlements, Bronte became the busy Lake Ontario Port and now exports wheat, ship buildings, important commercial fishery and Stonehooking industry. In the summer, people enjoy recreational boat racing. This site has become a famous location for a weekend getaway, many cottages are built near the harbour to accommodate the demand of the visitors.

Address: 2340 Ontario St, Oakville, ON L6L 6P7





13. Oakville Museum at Erchless Estate (will be closed until further notice)

The Oakville Museum is a historical attraction located in the Erchless Estate, which was the previous home of Colonel William Chisholm and his family, which were founders of the town. Located by Lake Ontario, tourists can get a beautiful view, walk through the gardens of the Estate and along the harbour. Moreover, they can get a guided tour of the family's home as well as learn about the history of Oakville.

Address: 8 Navy Street, Oakville, ON, L6J 2Y5



14. Downtown Oakville

Downtown Oakville is a tourist destination filled with lots of heritage, art, culture and entertainment. Located on Lakeshore Road East, this attraction is home to many different restaurants and retail stores. It also hosts a variety of events throughout the year such as its annual Sidewalk Sale and the Downtown Lighting Ceremony. Downtown Oakville is known to be the best place to shop and dine in the Greater Toronto Area.



15. The Ranch

Learn and enjoy horse riding at the Ranch. It was established in 1980 and is just 35 minutes away from Toronto. They offer training to beginners, one can ride in the trails or opt for guided tours and group tours which include BBQ and Campfire. There is also a membership program where visitors can become Ranch members and it allows them to explore at their own pace. It is a unique experience one can try. The fare for a one hour guided tour in the trails will cost around \$52 to \$55. The Ranch has also been rated Oakville's #1 outdoor activity on Tripadvisor.

Address: 2401 Burnhamthorpe Rd W, Oakville, ON, L6M 4H1





Accommodations:

When visiting Oakville, tourists have many options of accommodations whether they are traveling for leisure, business or simply visiting friends and family. With over 1000 rooms, they offer standard hotels to even luxurious ones to make sure they provide impeccable experiences.

Staybridge Suites Oakville

It is an eco-friendly apartment hotel with a fitness center, indoor pool, and 105 apartments in the building. There is a cafe available at the property. Each apartment offers free wifi, wired internet and TV cable. The property is conveniently located and is near famous attractions such as the Coronation Park, Oakville Art society, Glen Abbey Golf course. The property is actively participating in the Green Eco-Rating program that measures the impact of property on the local economy, environment, and culture.

Address: 2511 Wyecroft Rd, Oakville, ON L6L 6P8



Holiday Inn Hotel & Suites Oakville @ Bronte

Holiday Inn Hotel & Suites Oakville has 144 air-conditioned rooms, with coffee machines and safes in the rooms. It is a 3-star eco-friendly hotel near Bronte Creek provincial park. The hotel also offers an indoor pool, spa tub and fitness center. The hotel is business-friendly and very affordable. The hotel is also a green hotel as they thrive to be sustainable as much as possible with IHG Green Initiative encouraging hotel effort. The accommodation is certified for its commitment towards sustainability.

Address: 2525 Wyecroft Rd, Oakville, ON L6L 6P8



Transportation

- **Public transportation**

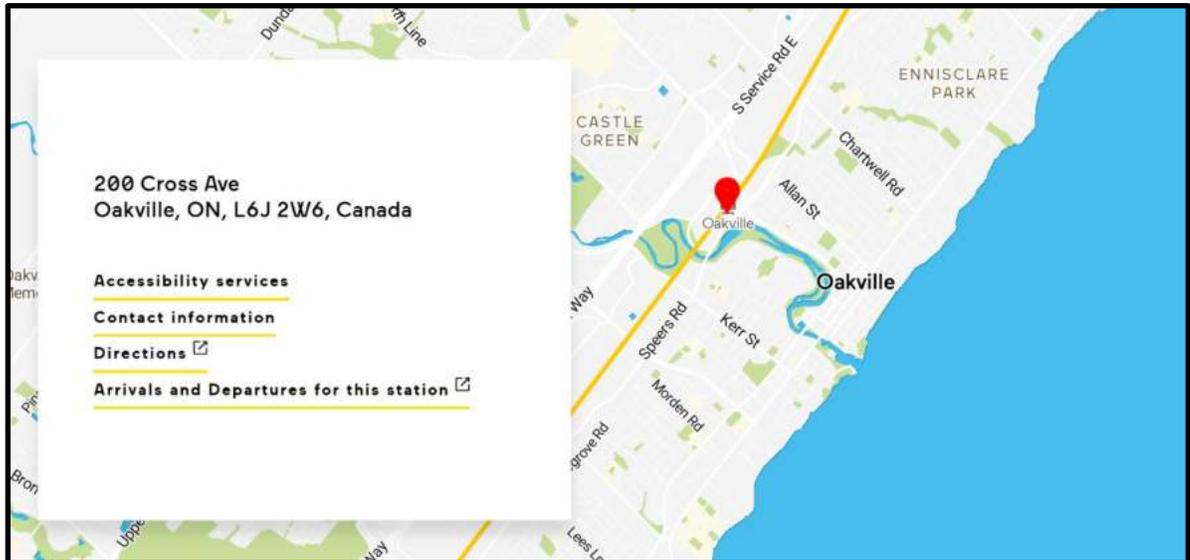
Oakville Transit is the public transportation offered in the region. It is an efficient way to get around as it has many different routes around Oakville, and it has connections to Burlington and Mississauga. Moreover, they offer regular routes, special routes for seniors as well as special routes for students. The main bus terminus is located at the Oakville Go bus station. Travellers can pay their fares with the exact amount of cash or they can simply load their PRESTO card. On Mondays, seniors can ride for free and on any day, a child between the ages of 0 and 5 does not pay a fee as long as they are accompanied by an adult, who pays for their regular adult fare.





- **Trains**

Via Rail is a service offered in Oakville. It connects travellers to Toronto with a connection in Windsor as well as to New York with a connection in Toronto. The Oakville train station is located next to the Oakville Go bus terminal. Travellers can purchase their tickets in advance or simply get one at the ticket counter on-site.



- **Airport**

Unfortunately, there are no airports located in Oakville. However, the Toronto Pearson International Airport (YYZ) is situated 25 minutes away from the town. The airport is the largest and busiest airport in Canada as it serves Toronto and its greater area. It is also the major hub in Canada to many destinations around the world with various airlines.

- **Driving**

Oakville is located nearby Mississauga, Burlington, Hamilton and Toronto, making it very accessible by car. For instance, Toronto and Oakville are connected through the Queen Elizabeth Way, which is a highway that goes through Ontario. Moreover, there are plenty of highways in Oakville that all



link to different parts of Toronto and its greater area. The main ones being King's highway 403 and 407 as well as the Queen Elizabeth Way.

- **Walking & cycling**

As they follow their sustainability plan, walking and cycling is also a great option when exploring Oakville with more than 150 kilometers of trails to go through. Oakville recently built a four-meter-wide trail called the Crosstown Trail, which connects bikers to different parts of town such as parks and schools.

Restaurants

Furthermore, when it comes to gastronomy, this town is known to be the ideal place in Ontario for culinary tourism. Visitors can indulge in delicious meals made with fresh and local products while enjoying a lakeside view. Oakville is also known for its award-winning brews and they also have a culinary event called "A Taste of Oakville", which offers a fixed price for lunch and dinner at some restaurants across town such as in Downtown, Bronte and Kerr.

Strength and Weakness of the destination

STRENGTHS	WEAKNESS
<ul style="list-style-type: none">• Lower cost for hotels and restaurants than another city• Great location (Close to Toronto)• Lots of festivals and events• Lots of unique boutique shops• Increasingly diverse• Emerging green city of Ontario	<ul style="list-style-type: none">• Does not have metro service and airport.• Few attractions for visiting.• Aging infrastructure• Limited human resources (staffs, volunteers)• Not really popular among tourists



Events and local news supporting Oakville's strengths and weaknesses:

The town of Oakville is organizing an event called [The Taste of Oakville 2021](#) from February 15 to March 6, 2021. The restaurants in Oakville will offer fixed lunch and dinner menus for delivery and take-out. This will support the local economy and people can experience local flavours. One can also tag the event on Instagram and Facebook by using #TasteofOakville!

The [Oakville Transit](#) will offer free rides to all the children below age 12 with effect from March 1, 2021. Oakville Transit has launched a pilot program that will continue for 22 months until December 2022. A PRESTO card for children is mandatory as age proof. Children can get a PRESTO card for a \$0 fare.

The [Canadian Ski Council](#) is allowing the residents to go for ski and snowboard on 11th February. Following the safety protocols such as wearing masks, general capacity, sanitization measures must be followed. This will allow the residents to be active and will refresh their minds and body after spending months at home.

4. Niagara

Niagara region has so much to offer than just Niagara Falls. The region has many attractions, casinos, more than 120 wineries, cycling trails, many golf courses and shores. One can explore Niagara from Niagara's south coast, St. Catharines, Twenty valleys and Niagara on the lake.

16. Niagara Falls (As of February 16, 2021, Niagara Falls is in the Lockdown category, it's temporarily closed and tourists should only go out for essential reasons.)

Niagara Falls attracts thousands of visitors throughout the year. It is located between Lake Ontario and Lake Erie, sharing borders with the United States. Niagara Falls has become a popular spot for friends, families and honeymooners. The waterfalls are transformed into beautiful illumination of multicolour water and lights. The view is magical. One can spend a week exploring the natural scenery and adventures



around the falls. Niagara Falls is a destination that offers many outdoor activities and experiences. Nearby, there is Niagara-on-the-Lake, which is one of the most known regions for producing wines in Ontario.



17. Illumination Tower (Close to public)

The Illumination tower is an old building that illuminates the falls by its giant lightings. It was built in 1906 and the structure was a part of the Ontario Power Generating Station. Colourful lights are illuminated on the Niagara Falls by the Tower. The Illumination colours are inspired by the colours of aurora borealis, rainbow, sunset and sunrise. The lights have been replaced by new LED technology, which are more energy efficient since 2016. The tower is closed for visitors; however, the lights are illuminated every day on the falls.

Address: 6345 Niagara Pkwy, Niagara Falls, ON L2E 6S8





18. Niagara Parks Botanical Gardens (It is open to public)

The Botanical Garden is only 10 minutes away from Niagara Falls and was built in 1936. The park is located on Niagara parkway and Great Gorge. The garden covers an area of 40 hectares. One can enjoy the azaleas, herbs, vegetable plantings, rhododendrons, perennials and over 2400 roses. The botanical garden also has a Butterfly conservatory, which is home to more than 2000 tropical butterflies.

Address: 2565 Niagara Pkwy, Niagara Falls, ON L2E 2S7



19. Dufferin Islands (Open to public)

The islands consist of small islands that are secluded and must-visit. You can visit the island on foot. It is a beautiful picnic spot for locals and visitors. You can enjoy the wildlife on the island, which makes it special. In the winter, it hosts, every year, the Winter Festival of Lights from November to January. Visiting the Dufferin Islands is free for everyone.

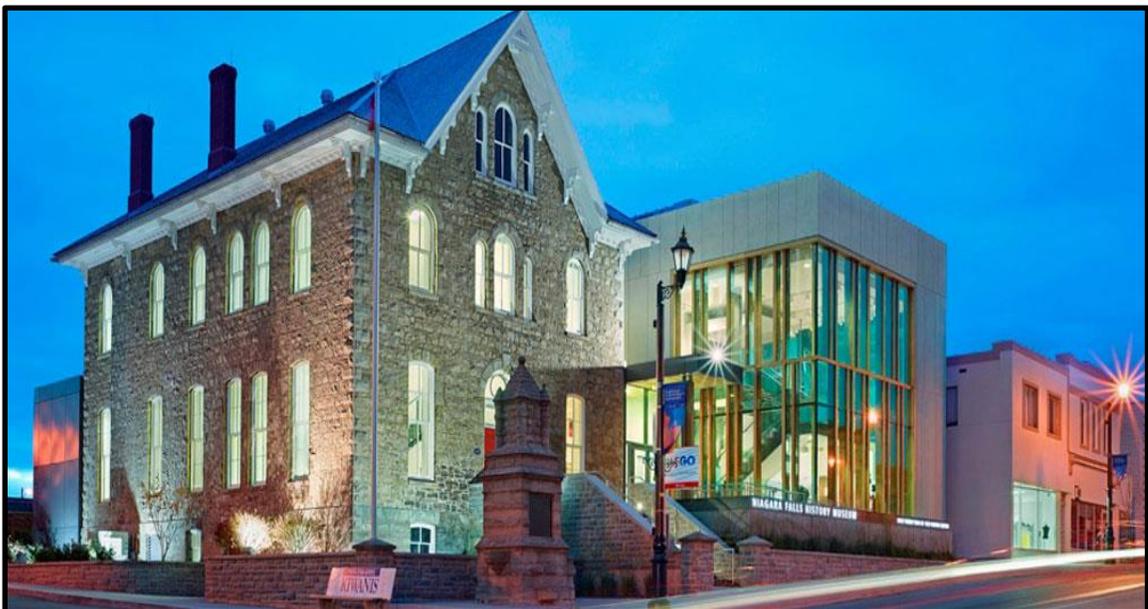
Address: Niagara Parkway, Niagara Falls, ON (6.5km from the Falls)



20. Niagara Falls History Museum (Currently not open due to COVID-19)

The museum showcases the amazing history of Niagara city. It has a collection of artifacts from the war that took place in 1812. Located near Drummond Hill Cemetery, the museum was recently renovated and expanded. Visitors can learn about history by looking at images, videos, artifacts and more. This site also offers guided tours to groups and there is a theatre onsite that plays videos of the history of Niagara Falls. In the museum, one can explore three different galleries such as the Gale Family War of 1812 gallery, community gallery and Ontario Power Generation exhibition gallery.

Address: 5810 Ferry St, Niagara Falls, ON L2G 1S9





21. Clifton Hill (Currently not open due to COVID-19)

Clifton Hill is one of the best places in Niagara for people who love entertainment, food and fun. It is also called the “Street of Fun” and visitors can enjoy amazing rides such as Niagara speedway and Sky wheel. The Giant Wheel is Canada’s largest ferris wheel which gives you a panoramic view of Queen Victoria Park, Oakes Garden Theatre, and the beautiful falls. Clifton Hill is an ideal place as an overnight destination.

Address: 4943 Clifton Hill, Niagara Falls, ON L2G 3N5



22. The Niagara River Recreation Trail (Open to public)

If you love biking, this is the place for you, offering some of the most scenic views. The trail is 56km long with a view of the Niagara River. The Niagara River Recreation Trail was constructed in 1986. It is a path for non-motorized vehicles and the trail passes through Niagara Falls city as well as a few of its urban villages such as Queenston. The trails are divided into four paths and each path takes between 1 to 2 hours.



23. Wine region (Niagara-on-the-lake) Open to public

Niagara-on-the-Lake is the most famous wine region of Ontario and is home to approximately 120 wineries. It is gaining international popularity due to its production of wines. When visiting the farm Chateau des Charmes, which is a 100-year-old farm turned into a winery, you will get the European charm feel. One of the great places to get a taste of the harvest is at the infamous 13th street winery called Two Sisters Vineyards. Visitors can spend the day at a winery, brewery or distillery. This wine region is a perfect place to experience wine and culinary tours along with adventure, popular landmarks and scenery.





Accommodations:

Being an important tourist region in Canada, Niagara has accommodations for every type of clientele. Whether you are looking for luxury hotels, cottages and villa rentals, chalet or bed and breakfast, Niagara has all of it. The city is home to famous hotel brands such as Four Points by Sheraton, Hilton hotels, Best Western and many more. There are many affordable accommodations near Clifton Hills, allowing the proximity to the falls and other major attractions. The city also has many spa facilities, amazing restaurants with great views, shopping options and more.

Embassy Suites by Hilton Niagara Falls - Fallsview is the nearest hotel to Niagara Falls which gives the view of Niagara Falls with its 42 story's building. The hotel has some great restaurants such as the Keg Steakhouse and Bar, TGI Fridays and Sports Bar which gives you the experience of dining, while overlooking the falls. The hotel is also conveniently located near all the major attractions of Niagara City. Moreover, this accommodation is eco-friendly, and it participates in the Green Key Eco Rating Program.

Address: 6700 Fallsview Blvd, Niagara Falls, ON L2G 3W6





Niagara Grandview Manor is a bed and breakfast property surrounded by beautiful nature. The property is known for its customer service and hospitality. Guest rooms are very spacious with balconies in each room with a view of Niagara Gorge. Two-third of the Niagara Grandview Manor is covered in woods and natural greenery with low street noise. It is accessible by public transportation (Wego).

Address: 5359 River Rd, Niagara Falls, ON L2E 3G9



Pine tree house cottage rentals is a small and quaint cottage with three bedrooms, three bathrooms alongside a jacuzzi. It is easily accessible by foot from Niagara Falls and Clifton Hills. Moreover, the cottage is fully furnished, making it very cozy for visitors.

Address: 5057 River Rd, Niagara Falls, ON L2E 3G7





White Oaks Conference Resort and Spa-

The resort has 220 accommodations with onsite minibars and safes. There are three restaurants, full-service spa and an indoor pool. The resort is ideally located near Niagara Falls and shopping places. There are many good restaurants nearby that offer good food. The hotel implemented green and sustainable practices. Moreover, the accommodation also participates in a Green Key Eco-Rating program that measures the impacts on society, the environment, and the nearby community.

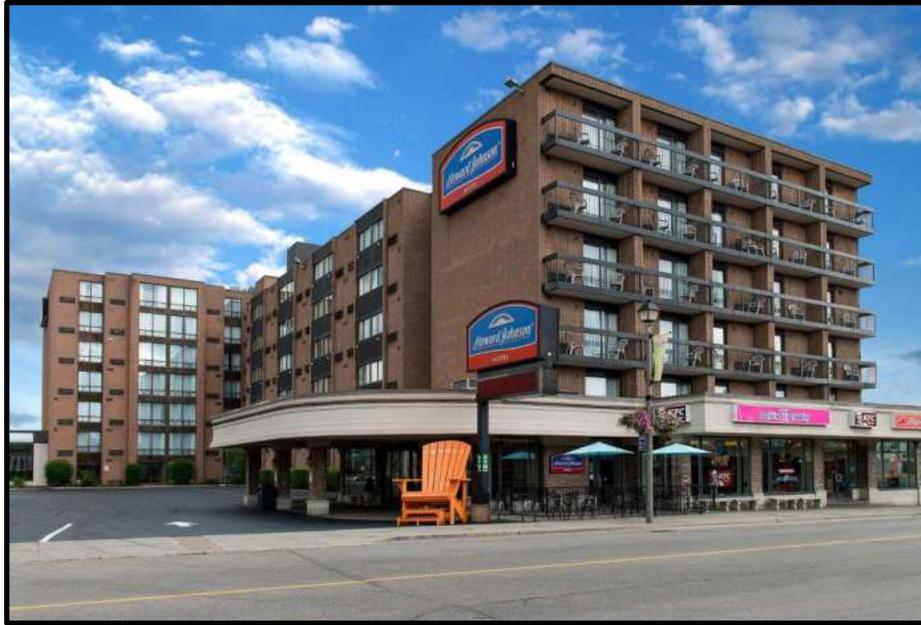
Address: 253 Taylor Rd, Niagara-on-the-Lake, ON L0S 1J0



Howard Johnson Plaza by Wyndham by the Falls Niagara Falls

The hotel has 198 rooms with 3 restaurants, one indoor pool, and one outdoor pool. The hotel has all the amenities visitors could be looking for during their trip. It is a certified green hotel and is committed to being sustainable for the environment and local community as they use green practices to remain eco-friendly as much as possible. It is also located in proximity to all major attractions.

Address: 5905 Victoria Ave, Niagara Falls, ON L2G 3L8



Transportation:

- **Airport**

The main airport in the city is Niagara Falls International Airport (IAG). It offers domestic flights and is 21 km away from Niagara Falls. Some other nearest airports from Niagara Falls are Toronto Pearson International Airport, Billy Bishop Toronto city airport and Region of Waterloo International airport. Most of the airports are accessible with Ontario Highway 420, which connects Queen Elizabeth Way with Downtown Niagara Falls. Highway 20, Highway 405 in Niagara on the lakes and Highway 406 in St Catherine's are some of the major highways in Niagara and Ontario.

- **Bus**

The city has a transportation system called WEGO transportation system, which is user-friendly and is available nearby every hotel, motel, B & B and near all tourist spots. Wego is a bus system that provides bus service to visitors. It connects the city with parks and tourist attractions. The bus service is available all year round, affordable and convenient for everyone. Visitors can purchase a Wego Pass for only 9\$, which gives unlimited access to the bus throughout the day.



Visitors can also choose to rent a cab to move around the city if they prefer. Another great way to explore the city is by renting a bike. You can enjoy the attractions by bike due to free parking and kiosks near Niagara Falls. You can enjoy the visit to wineries and trails by bike and enjoy nature to its fullest.

- **Train**

The train service is available through the Via Rail train system, however, their service has been temporarily suspended, until further notice, due to the COVID-19 pandemic.

Restaurants

There are numerous restaurants in Niagara. There are a multitude of different flavours offered in the region. There are many restaurants and bars offering a panoramic view of the falls. The visit to Niagara is not complete without experiencing the wine and culinary tours of the region. You can eat Asian, Caribbean, Mexican, Mediterranean, Indian and many other cuisines in the city. There are also great steakhouse restaurants such as Outback Steakhouse, Ruth's Chris Steakhouse, Keg's steakhouse and many more. Moreover, there are famous Italian restaurants such as Pointe Vecchio, Casa Mia Ristorante, Corso, and more. Niagara is also home to numerous cafes, casual dining spots, fallsview dining restaurants in terms of dining. The city is well developed and has everything to offer in terms of infrastructure.



Strength and Weaknesses of the destination

Strength	Weakness
<ul style="list-style-type: none">● Famous and most visited tourist attraction of Canada● The transportation is affordable and convenient.● There are plenty of accommodation options such as hotels, motels, and cottages.● Many activities and excursions are available within the city.● Famous wine region of Ontario● Picturesque Landscape	<ul style="list-style-type: none">● Very crowded in summer● Lot of traffic and congestion in summer● Prices are high during peak season.● Tourism is not balanced being crowded in summer and no tourists in winter.● Mass tourism● Growing pollution of water● Huge loss in tourism and economy of the region by closure of international border



Local News supporting strength and weaknesses.

According to recent news from [The Niagara-on-the-Lake Local](#), The MP of Niagara Falls is requesting the federal government to come up with a recovery plan, especially for the tourism sector across Canada. In the Niagara region, 40,000 jobs related to tourism were lost. According to MP Tony Baldinelli, he is saying that without a recovery plan for the tourism industry, the industry will be unsure about the future. The plan will help in re-opening business and follow the guidelines and procedures for the health and safety of the tourists as well as the service providers.

Transit update of Niagara Falls

After the uplift of the [“Stay at home”](#) order, The transit will be offering regular Transit winter service as of Monday 25th January. The essential services will be open till 11:00 pm.

Event: Niagara Falls Fun Days Contest: Get Active, Get Creative, and Support Local

As said, Niagara offers a wide range of activities for every type of clientele. This event is organized by The Recreation Committee for families and for all ages of people. This event will support the local businesses. Through these activities, they want to promote winter activities such as [outdoor rinks](#), [local trails](#), [family day](#), [active living](#) and more.



Sociocultural Features

1) Cultural Identity

As mentioned above, the package created is located in Canada, which is an Iroquoian native land. The name Canada actually comes from the Iroquoian language, “Kanata”, which means village. More precisely, our itinerary takes place within the province of Quebec and Ontario.

Canada is home to millions of people that enjoy the diversity, the climate and the landscapes of the country. Ontario is home to over 14 million people, and Quebec is home to over 8 million inhabitants.

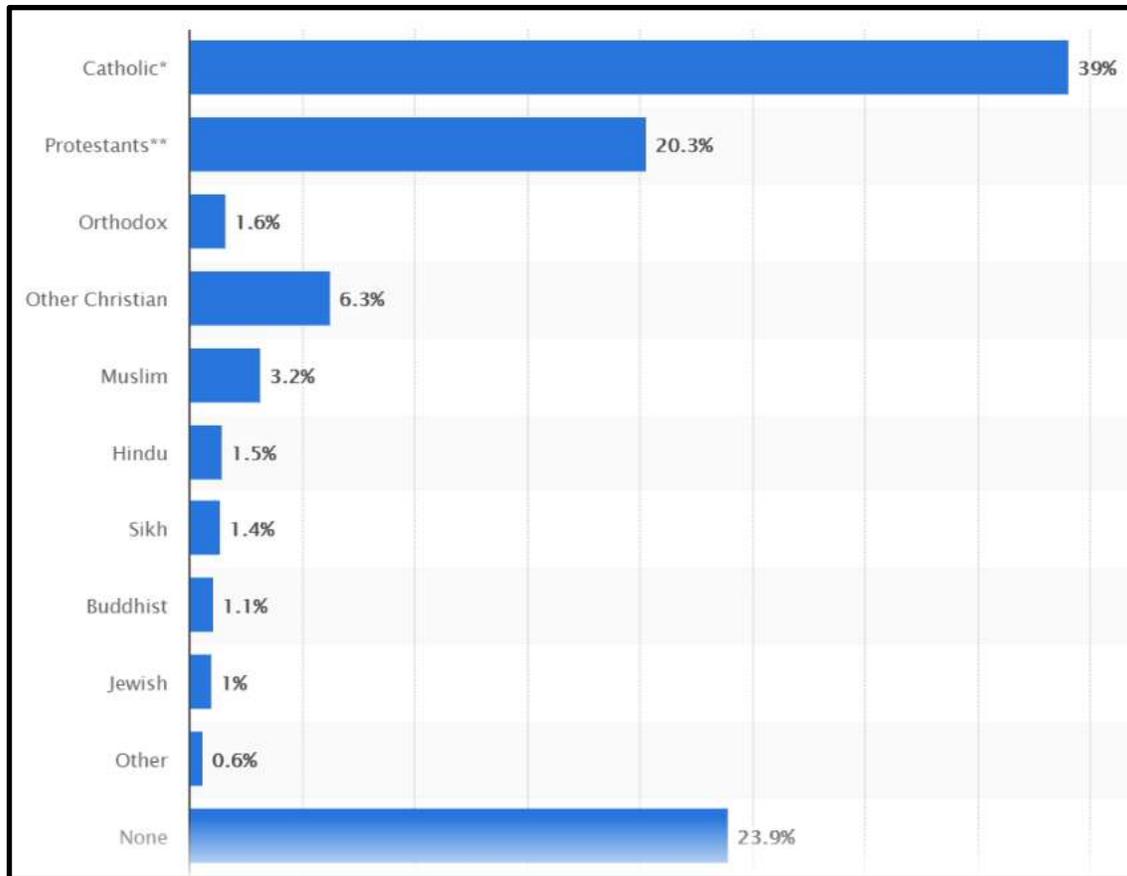
2) Language

The official languages of the country are French and English, however, within the province of Ontario, over 86% speaks English only, 0.3% speaks French only and 11% are bilingual. According to Statistics Canada, other languages are spoken throughout the province such as Italian, Chinese, Cantonese and Spanish, however those languages are in minorities.

Official language	Population (percentage)
English only	86.3
French only	0.3
English and French	11.0
Neither English nor French	2.3

3) Religion

There are many religions in Canada. However, the main religion is Roman Catholicism. Even though it is practiced by only 39% of the population, according to Statista. 20% of the people are protestants, and 23% of the population does not practice or believe in any religion.



4) Cultural Elements

When asked the first word that comes to mind when thinking about Canadians, the people are often associated with being the most polite, peace-loving and friendly population in the world. Generally, Canadians are community-oriented, punctual, respectful, love the environment, their land and country. The rights of Canadians are equal, regardless of gender and nationalities. Canadians have the freedom of speech and the right to vote.

When asked the first word that comes to mind when thinking about Canada, the country is often associated with hockey, beaver, maple syrup and Royal Canadian Mounted Police. The reason behind it is because they all represent a cultural element of the country. Hockey is not only a cultural symbol of the country but is also a national sport. The beaver is a hard-working, determined, persevering, humble and helpful animal, which represents the values of Canadians along with being the national animal of the country. Thanks to the numerous forests that grow strong within the Canadian land, Canada is a proud



producer and the largest producer of maple syrup in the world, producing over 85% of the world's maple syrup. Maple syrup was the first kind of sugar produced in North America and was first produced by the aboriginal's peoples. Nowadays, the country is producing a range of varieties of maple syrup and proudly serving 45 countries around the world with this sweet treat. The Royal Canadian Mounted Police represent the diligence and the humility of the Canadians. They are cooperative, patient and friendly people.

The ethnicity and culture vary throughout the country in Ontario, they participate in the culture in different ways such as volunteering and investing as example. Culture provides benefits, helps improve health and learning as well as increase the overall well-being of the community. Ontarians culture is shown by celebrations and stories, for leisure, entertainment or learning purposes. In 2010, 4.1% of all jobs in Ontario are linked with the culture, which led to 3.7% of the province's economy coming from the cultural sector, which represented almost 22 billion in their GDP. Nonetheless, cultural tourism plays an important part of the economy as it brought 3.7 billion in GDP for the year 2010.

Ontario's culture is a must as 90% of the people that visit the province visited a cultural activity during their stays. Another important cultural element of the province is the music, with its festivals and events, attracting thousands and thousands of people. In 2013, three quarters of the people that attended the Jazz on the Mountain at Blue music festival travelled over 100 kilometers in order to participate in the event. The city of Toronto, located in Ontario is of great international importance as it is the center of Canada's English-language theater, home to multiple symphony orchestras, music groups, opera compagnies and the National Ballet Company of Canada. Toronto is an important cultural city of the province for its numerous other cultural attractions, museums, art galleries and much more. In order words, the cultural elements of Ontario definitely benefit the tourism sector as it increases its number of visitors and therefore, increases the economy of the province.

For the First Nation, Metis and Inuit communities, their culture is represented by religious practices, arts, heritage, language, ways of life and through their creative expression as culture bring the communities together and create a peaceful harmony between the people. It is important for Ontarians to respect the Indigenous people, the native inhabitants of the land and their ways of living and overall cultural beliefs.



Nonetheless, it is important for them to strengthen the relation between them and the Indigenous communities.

The Ontarians has culture days, annual events like Doors Open Ontario, pow wows and Rendezvous events that showcase their cultural identities through events, sports, music, food and agricultural festivals, historical re-enactments and more that highlights their beliefs, traditions, history, arts and more as culture is a strong part of their lives and identity as a whole. It is important to Ontarians that their culture remains in order to be able to be passed down to other generations and still be observed years after years.

5) Gastronomy

The cultural identities of the Canadians are also represented through their gastronomy passed through generations. In Ontario and Quebec, the people are big eaters, eating three meals a day and generally the meat portion is the dominating part of each dish. Breakfast is often large, while lunch is often a snack or a smaller portion and dinner is the main meal of the day, often eating as a social event with family or friends. Other than being meat lovers, Canadians like to be diverse with the food they eat. They like cooking and trying new recipes now and then. As the Canadians are a population of diverse ethnicity, typical Canadian food along with pizza, spring rolls, sushi, rice noodles and are loved by Canadians. Eating an informal or formal dinner does not differ much for Canadians, a tablecloth is often used, and the setting of the table is often influenced by the British, with a cutlery set per dish, a knife and butter plate is placed on the table on the right side of each table setting, along with water and wine glasses. The amount of food eaten is generally the same, regardless of the occasion and Canadians enjoy the concept of Potluck dinner. A Potluck is when each guest cooks and prepares a dish or side dish and brings it over to the guest hosting the meal. It is popular and loved among friends and coworkers as it increases the relationship between guests and gives an opportunity for everyone to show their culinary skills.

Some main typical cultural Canadian dishes that can be found in Quebec and Ontario and below are some examples. A typical Canadian poutine is made of french fries, meat gravy and cheese curd. It was first introduced as a snack in the 1950's in the city of Warwick, in the province of Quebec. Since then,



the dish became more popularized and creative with adding different toppings to the typical dish, such as meat pieces and veggies.



The history of Smoked meat remains unclear as certain historians believe that it originated from European countries, however others say it originated in Quebec. However, one thing that is certain, is that Montreal Style Smoked meat is the best smoked meat. It is traditionally served in a sandwich with mustard, a must try.



Tourtiere originated in Canada, more precisely in Quebec, It is made of meat inside a buttery double crust pie, that is then baked and often eaten in the colder months of the year as a comfort food and for Christmas. The first Canadian tourtiere was created in the 1600, the tradition of eating it for Christmas is an influence of the Europeans.



Typical dessert includes pouding chômeur and beavertails as examples. Pouding chômeur was created in Quebec during the great depression by a female factory worker. It is made of butter, flour, milk and egg in a caramel sauce that used to be made with brown sugar and is now made with maple syrup.



The history behind the beavertail is interesting, it all started when Grant and Pam Hooker decided to bring their fried dough family recipe to the public and decide to make a business out of it. The first beavertail stand opened up in 1978 in Ottawa, in the Byward Market and the name comes from the shape of the dessert, which is shaped like a beaver tail. The dough can be served as it or topped with some of your favorite toppings, including cinnamon, sugar, chocolate, caramel, candies and more.





As mentioned above, maple syrup is a major cultural ingredient that represents Canada in a unique way with its production of the best maple syrup, this sweet treat coming from the maple trees.



A typical alcoholic drink in Canada is the Caesar cocktail, made with clamato juice, vodka or gin, tabasco, worcestershire, spices and the best part is the garnish in the cocktail that can vary from a piece of celery to pickled onions and olives to mini burgers to fried shrimps and more.



Wine and wineries are also really popular throughout the country. Ontario is home to 180 vineyards, producing 71% of the Canadian wine, representing a total area of 17,000 acres across the province. Not to forget, Ontario is also popular for its ice wine. Producing over 1000 tonnes of grapes for the ice wines only. Ice wine is a dessert wine, the wine is sweeter because the grape is harvested at a different time, later during the fall, after the temperature drops below zero and the grape has been frozen. Ontario is one of the world's leading producers of icewine because the climate is ideal to produce a quality ice wine every year, with its hot summer and cold winters.



The most loved beverage shop across Canada is Tim Hortons, which welcomed every Canadian at least once in their lives and most of them returned on a weekly basis. Selling coffee, tea and other beverages along with snacks for lunches and donuts, timbits and cookies for dessert. Tim Hortons has something to please every Canadian.



6) Historical Elements

The culture of the country was shaped over time with its past, the historical challenges of the country over the years defined the identity of the population inhabiting the land. Even though Canada is a relatively new country compared to the countries of Europe, the recent history is important in order to understand Ontarians. The first inhabitants of the land were the Iroquian-speaking, however, that was many centuries ago.



The more recent history starts in 1900, with the construction of the railways and the discovery of the minerals, such as gold and silver. The region was actually booming, with the expansion of the forest industry and the start of exporting paper resources. In 1930, the city of Toronto was the leading financial center of Canada. In 1908, the first border ports of entry were established for customs and immigrations. Since then, the country has welcomed thousands of immigrants into their land. Ontario is home to 50% of the Canadian immigrants.

Thousand Islands National Park was established in 1914 and is one of the smallest national parks. During World War 1, 10% of the Ontarians population joined the armed forces, leaving 68,000 Canadian dead or injured during the war. Afterwards, the great depression hit and by 1933, a quarter of the Ontarian population was left without employment. Shortly after, World War 2 was declared and once again, many Ontarians joined the armed forces. The military recruitment of the second world war ended the unemployment in Ontario. The political parties changed often between conservatives and liberals in the early 20th century.

After World War 2, the government encouraged married women to return to their homemaking occupation, which resulted in the Baby Boom of 1946. The Trans-Canada Highway began its construction in 1950 and was under construction for 20 years before its completion. The year 1954 marked the opening of the first Canadian subway, which opened in Ontario, more precisely, in the city of Toronto.

The CN tower opened in 1976. The Toronto Blue Jays played their first match in the American Baseball league in 1977 against the Chicago White Sox and won. They are also the first non-US team to win the World Series in 1992. 106 car trains derailed in Mississauga, Ontario in 1979, resulting in the evacuation of 200,000 people. O Canada! Became the official national anthem in 1980.

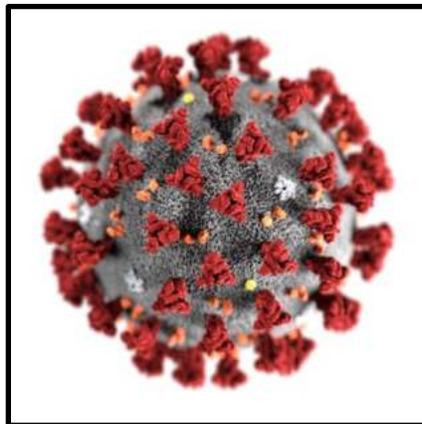
In 1982, the Canadian Charter of Rights and Freedom was signed by Queen Elizabeth II in Ottawa. In 1998, an ice storm left part of the provinces of Quebec and Ontario and millions of people without electricity for a minimum of 6 days, some unlucky people were left without electricity for almost a month. The military and hydro workers took weeks to clear the massive damage, which cost billions of dollars.



7) Laws and Regulations

Quebec and Ontario are attached to the rules and bills that the federal government put in place. However, their autonomy and own jurisdiction gives them freedom to rule their own territory as they wish, and these rules are important to be considered for this itinerary.

Constitutionally, Canada's two official languages are French and English. However, Quebec is home of most of the French speakers, and the provincial government is obliged to protect and preserve French language in the province. According to the rules of business from the Quebec government, "any person or company that sells products or services in Quebec has to follow the language requirements." When it comes to hospitality, the government of Quebec says that "all businesses have to be able to serve the public in French."



The efforts from the government to contain the spread of COVID-19 has also brought several new measures for citizens of Quebec and Ontario. At this moment, the province of Quebec is under a curfew that lasts from 8pm to 5am. This new measure will not allow Quebecers to leave their homes unless they have a valid reason to do so. Individuals who do not respect these rules could be liable to fines ranging from \$1,000 to \$6,000. The curfew is expected to last at least until February 22nd. Also, the federal government has imposed mandatory 14-day quarantine for all international travellers. However, inter-provincial travel has not been banned by the authorities. Nonetheless, provincial authorities have repeatedly said that they heavily discourage travelling between provinces.



It is important to consider that the legal age in Quebec is 18 years old, meanwhile the legal age in Ontario is 19 years old. In other words, if someone wishes to purchase or consume any alcoholic product or tobacco, they need to meet the minimum legal age in order to do so.

Type of tourisms

Canada suffers from mass tourism in certain parts of its territory. Jasper, Banff, and Niagara Falls are regions that experience this phenomenon.

1) Niagara Region

For many people, Ontario is the most popular and visited province of the country. It features numerous national parks, lakes, and conservation areas, as well as one of the most popular attractions of the country, Niagara Falls, which attracts an average of 12 million people every year. Clearly, Niagara Falls is a big business for Ontario's tourism economy. Statistics show that the falls are experiencing a steady increase of visitors every year (6.3% annually), and with an increase in the number of hotels booked. In fact, the region expects to increase the number of visitors by 20 million tourists yearly by the end of 2022. This phenomenon has attracted many more business and tourism services to settle around this region leading the region to experience the concept of mass tourism over the years. However, this is not the case in the whole Niagara Region.

Many domestic travellers decide to travel to this region because of the popular wineries and natural attractions that the region features. Niagara-on-the-Lake features the wine festival in Ontario, which attracts a considerable number of visitors every year. The Niagara region counts an average of more than 14 million visitors every year, from which only 2 million go outside Niagara Falls. Nonetheless, the surroundings of Niagara Falls do not experience the same number of individuals visiting. Instead, these visitors rather take more eco-tours to experience the nature and landscapes that the region offers.



NIAGARA TOURISM

FIRST RESEARCH OF ITS KIND THAT LOOKS AT NIAGARA TOURISM JOBS, BUSINESSES, VISITORS, AND EXPENDITURES.

TOTAL VISITORS (2017) **12.95 MILLION!**

ONTARIO IS THE LARGEST MARKET FOR TOURISTS TO NIAGARA (8.4 MILLION VISITORS ANNUALLY), FOLLOWED BY THE UNITED STATES (3.2 MILLION), OVERSEAS (1.1 MILLION), AND THEN THE REST OF CANADA (292 THOUSAND).

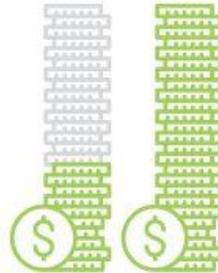
TOTAL OVERNIGHT VISITORS (2017) **4.9M**



TOTAL SAME DAY VISITORS (2017) **8.0M**



TOTAL TOURISM EXPENDITURES OF SAME DAY VISITORS (2017) **\$686.4 MILLION**
- vs -
TOTAL TOURISM EXPENDITURES OF OVERNIGHT VISITORS (2017) **\$1.7 BILLION**



TOTAL TOURISM EXPENDITURES (2017) **\$2.4 BILLION**

VISITORS FROM THE UNITED STATES SPEND THE MOST ON AVERAGE THAN OTHER GEOGRAPHIC MARKETS.



TOTAL TOURISM BUSINESSES (2018) **2,824**

TOTAL TOURISM JOBS (2018) **39,995**



NIAGARA HAS 1.8 TIMES THE CONCENTRATION OF TOURISM JOBS THAN ONTARIO.



TOURISM JOB GROWTH (2011 -2018)

6,059 OR **17.9%**

TOURISM JOBS ARE INCREASING AT A FASTER RATE THAN TOTAL JOBS IN NIAGARA. FROM 2011 TO 2018, TOURISM JOBS INCREASED BY 17.9% WHILE TOTAL JOBS INCREASE BY 14.1%. **IT'S A GROWING SECTOR.**

NIAGARA
CANADA

niagaracanada.com

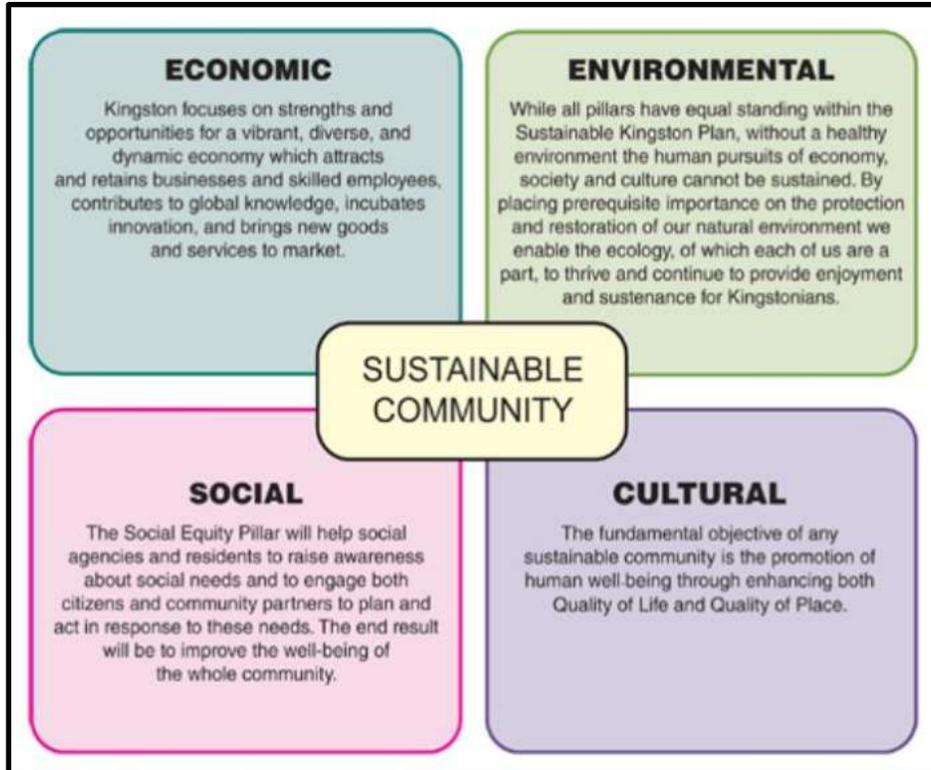


2) Oakville

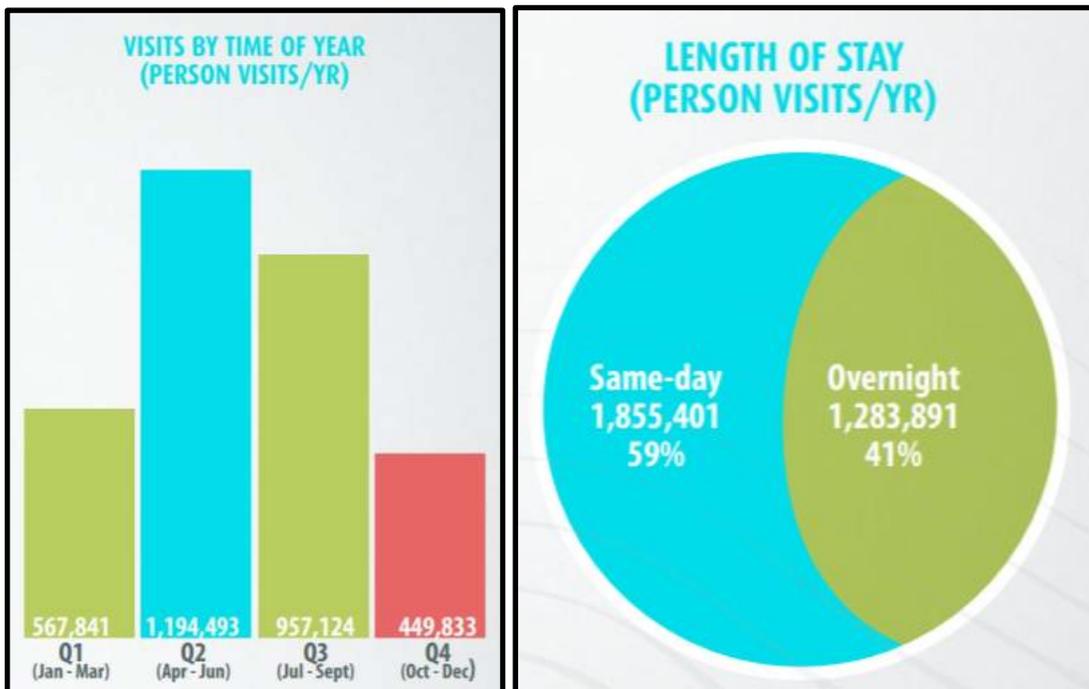
Oakville is home to over 200,000 people with an average of 1.4 million visitors every year. In 2012, Toronto Life Magazine ranked Oakville as one of five “must visit” destinations in the Greater Toronto Area. The city is home to a great variety of parklands, trails, and garden plots that will amaze any landscape lover. The city is committed to protecting the environment and its landscapes by working together with businesses, industries, and promoting its green image with its visitors. These combined efforts and the vast landscape of the city make one of the “most livable towns in Canada.” Contrary to its city neighbours, Oakville is not a city that attracts many foreign travellers. According to Oakville Tourism, the city welcomed more than 10,000,000 visitors in 2016. Most of these visitors were Canadians looking for food, beverage, and outdoor recreation activities. This industry represented more than \$800 million for Oakville’s economy. Despite the considerable amount of visitors coming into the city, Oakville is still compelled to promote sustainable-eco-friendly tourism that will perish even if the number of tourists grows in the region. But ssthis seems to be very unlikely because of the city’s niche target market and limited type of activities.

3) Kingston

According to the [Annual report of 2017](#) from Tourism Kingston, the city of Kingston welcomed 2.5 million domestic travelers and 140,000 overseas travelers. In 2019, the city welcomed a total of 4,5 million visitors, generating a revenue of 533 million dollars. The objective is to reach 5 million visitors. Kingston has one vision and it is to become Canada’s most sustainable city, therefore their [sustainable plan](#) is taking into account the number of visitors. The city is taking more environmental responsibility, cultural vitality, economic health and social equity. Kingston is taking a lot of initiative in promoting sustainability and ecotourism in order to achieve its objective.



The most visited time of the year is between the months of April and June, which welcomed over 1,194,493 visitors, which most of them were on a same-day trip instead of an overnight trip.





Tourism decreased significantly during the year 2020 because of the pandemic of COVID-19, however, the city is now at Stage 2 and the restaurants, bars and food establishments are open with strict safety measures in place in order to protect the people.

The city is hoping to increase its tourism economy and welcome as many tourists as possible in order to increase the activity in the tourism sector and reduce unemployment due to the pandemic. The population of Kingston is happy to welcome as many visitors as possible as it creates jobs and generates revenue. The impact of tourism on the population is positive.

Visitor Experience Centre
OBJECTIVE
Increase visitor spending through attraction ticket sales, accommodation recommendations, retail sales, product knowledge, and concierge services.

- More than **5 Million Visitors** to date
- Nearly **200,000 visitors** came through the doors in 2017
- **New Visitor Experience satellite location** at the Pen exit to assist in planning for more activities
- Enhanced **experiences** promoting our **museum partners**
- Cruise and trolley tickets continued to **sell out** regularly
- **"La Petite Seduction"** campaign targeting the US and Quebec markets contributed to an increase in traffic from those markets

Meetings, Conferences & Travel Trade
OBJECTIVE
Increase awareness for visitation and impact visitor spending through city-wide meetings & conferences attendance, and the tour group markets.

- **550+ leads** generated from sales mission and trade shows
- **300+ rooms booked** as a result of hosting the 2017 Ontario Museum Association Conference
- **Rendez-vous Canada (RVC)** - an international tourism marketplace to connect with over **1500 industry leaders** while also meeting one on one with pre-qualified buyers
- Attended Incentivesworks, **American Bus Association**, Bienvenue and OMCA tour operator tradeshows
- Participated with **Destination Ontario** sales missions to Montreal and New York City and target 35 tour operators for each city

Sport Tourism
OBJECTIVE
Position Kingston as the premier host of events in Ontario and Canada which supports the development of sport tourism.

- Submitted bid to host **Curling Canada 2020 Brier**
- **U Sports Women's Hockey Championship**
- **Travelers Club Curling Championship**
- **Laser Canadian Championships**
- **CORK Fall Regatta**
- **Ontario Cup Championships U19** (boy's basketball)
- **National Cross Country Championships**

Kingston Film Office
OBJECTIVE
To attract and support film and media production companies to produce film and increase overnight stays.

- Created ongoing **Queen's Film & Media Partnership & Internship**
- Increased presence in **Provincial Locations Database**
- **Kingston Film Office** established in July 2017
- Record **34 Film Production Permits** fulfilled with the City of Kingston

KINGSTON
— filminkingston.ca —

4) Montreal

Montreal is an important tourist destination, and the tourism sector is an important source of revenue for the city. In 2019, the city welcomed 11,1 million visitors, which is an increase of 2,2% compared to the previous year. The visitors spend a total of 4,86 billion dollars, representing an increase of 5.2%, compared to 2018.



TOURISTES À MONTRÉAL: VOLUME ET DÉPENSES

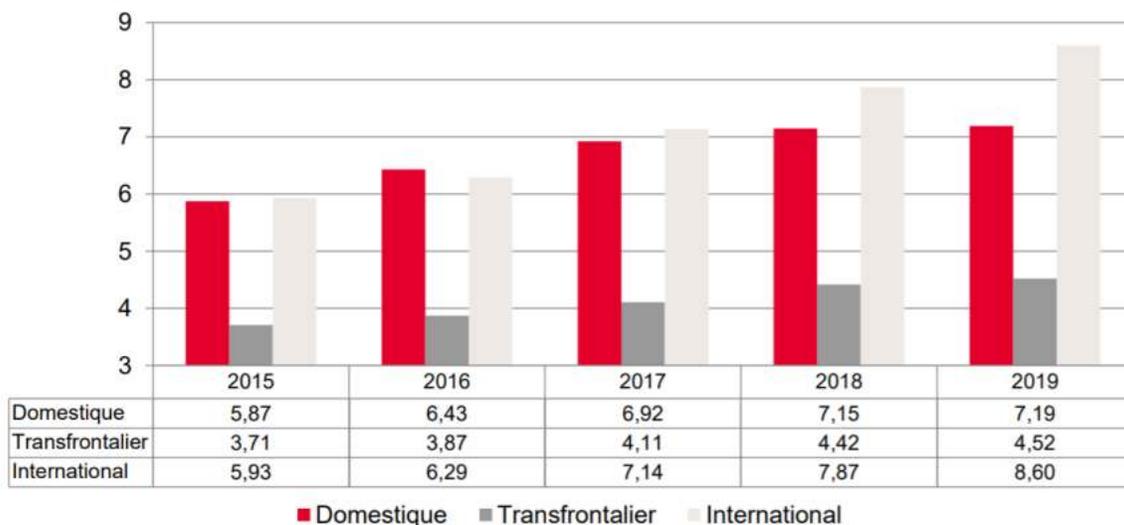
Ensemble de l'année 2019

	2019	Variation 19/18
Volume total de touristes*	11,1 millions	+2,2 %
Dépenses totales des touristes**	4,86 milliards de \$	+5,2 %

When looking at the traffic at the Pierre-Elliott Trudeau International Airport, in the year 2019, over 7 million travellers were travelling domestically, representing a slight increase from the previous year.

TRAFIC PASSAGERS AÉROPORTS DE MONTRÉAL

Passagers domestiques, transfrontaliers et internationaux (payants et non payants) à Montréal-Trudeau, de janvier à décembre 2019
(en millions de personnes)



According to Le Journal de Montreal, we welcome so many visitors every year that we have to be careful not to become the “second Venice”, in other words, to ensure that we benefit from the tourism industry and not destroy our land and local commerce. Already, too many apartments are being transformed in bed and breakfast for the tourists. The excess of noise is also a concern for the inhabitants of the



neighbourhood as the festivals are becoming more and more popular and welcoming more visitors than the previous years. Montreal is a charming city that needs to be preserved in order to remain authentic. Montreal has a “green plan” in place in order to minimize the footprint impact. Already, there are green buses, green public transportation, green advertisement, green activities and more. Companies are also adapting their workplace in order to be more sustainable and self-sufficient. On top of that, there are also multiple travel agencies based in Montreal that are working extremely hard to promote sustainable tourism in the city.

Mass tourism can be seen in Montreal during the summer months, where most of the festivals are taking place, however, the city is aware of the importance of preserving their cultural heritage and taking more sustainable practices into account in order to protect their land and citizens.



Bibliography

AARP RESEARCH. *2019 Boomer Travel Trends*. February 9, 2021.

<https://www.aarp.org/content/dam/aarp/research/surveys_statistics/life-leisure/2018/2019-boomer-travel-trends.doi.10.26419-2Fres.00263.001.pdf>.

JORDAN, Liz. *5 Retiree Travel Trends For 2020*. Dana Communications in Generational Marketing. February 9, 2021. <<https://www.danacomunications.com/5-retiree-travel-trends-for-2020/>>.

LEPOSA, Adam. *Stats: 73% Of Travelers Intend To Take an Eco-Friendly Trip This Year*. Travel Agent Central. February 11, 2021. <<https://www.travelagentcentral.com/running-your-business/stats-73-travelers-intend-to-take-eco-friendly-trip-year>>.

CRITEO. *Green Travel Trends 2020: Gen Z and Beyond*. February 11, 2021. <<https://www.criteo.com/blog/green-travel-trends/>>.

ROM-FRANK, Rebecca. *Sustainability for Every Generation*. Creative Insights - Getty Images. February 11, 2021. <<https://creativeinsights.gettyimages.com/en/trends/sustainability/sustainability-for-every-generation>>.

EVERYCULTURE. *Culture of Canada*. February 4, 2021. <<https://www.everyculture.com/Bo-Co/Canada.html>>.

JAMES-ABRA, Erin. *Geography of Ontario*. February 4, 2021. The Canadian Encyclopedia. <<https://www.thecanadianencyclopedia.ca/en/article/geography-of-ontario#:~:text=Ontario%20is%20divided%20by%20three,is%20concentrated%20in%20the%20south>>.

N.-LOWES, Raymond. *Niagara Escarpment*. February 4, 2021. The Canadian Encyclopedia. <<https://www.thecanadianencyclopedia.ca/en/article/niagara-escarpment>>.

WORLDATLAS. *Canada Maps and Facts*. February 4, 2021. <<https://www.worldatlas.com/maps/canada>>.

INTELLIGENT COMMUNITY. *Ottawa-Gatineau, Ontario-Quebec*. February 4, 2021. <https://www.intelligentcommunity.org/ottawa_gatineau_ontario#:~:text=Ottawa%20and%20Gatineau%20are%20cities,of%20over%201%20million%20people>.

WORLD TRAVEL GUIDE. *Discover the climate and geography of Quebec*. February 4, 2021. <<https://www.worldtravelguide.net/guides/north-america/canada/quebec/weather-climate-geography/#:~:text=The%20province%20of%20Qu%C3%A9bec%20is,largest%20city>>.

D. BEHIELS, Michael. *Quebec*. Britannica. February 4, 2021. <<https://www.britannica.com/place/Quebec-province>>.

WORLDATLAS. *Quebec Map and Geography of Quebec*. February 4, 2021. <<https://www.worldatlas.com/webimage/countrys/namerica/province/pqzland.htm>>.

ERNST, Chloe. *15 Top-Rated Tourist Attractions in Montreal*. Planetware. February 4, 2021. <<https://www.planetware.com/tourist-attractions-/montreal-cdn-qu-qum.htm>>.

LES AMIS DE LA MONTAGNE. *History of Mount Royal*. Le Mont Royal. February 4, 2021. <<https://www.lemontroyal.qc.ca/en/mount-royal/history-of-mount-royal>>.

WIKIPEDIA. *Montreal Botanical Garden*. February 4, 2021. <https://en.wikipedia.org/wiki/Montreal_Botanical_Garden>.



EDITORS OF ENCYCLOPAEDIA BRITANNICA. *Montreal Botanical Garden*. February 4, 2021. Britannica. <<https://www.britannica.com/place/Montreal-Botanical-Garden>>.

TOURISME MONTRÉAL. *Mount Royal Park*. February 4, 2021. <<https://www.mtl.org/en/what-to-do/activities/mount-royal-park>>.

WIKIPEDIA. *Notre-Dame Basilica (Montreal)*. February 4, 2021. <[https://en.wikipedia.org/wiki/Notre-Dame_Basilica_\(Montreal\)](https://en.wikipedia.org/wiki/Notre-Dame_Basilica_(Montreal))>.

TOURISME MONTRÉAL. *Notre-Dame Basilica of Montreal*. February 4, 2021. <<https://www.mtl.org/en/what-to-do/heritage-and-architecture/notre-dame-basilica>>.

GOMONTREAL. *Saint Joseph's Oratory*. GoTourismGuides. February 4, 2021. <<https://gotourismguides.com/montreal/saint-josephs-oratory>>.

LA GRANDE ROUE DE MONTRÉAL. *Expérience La Grande Roue de Montréal*. February 4, 2021. <<https://www.lagranderouedemontreal.com/en/about>>.

TOURISME MONTREAL. *Travel from past, present, and future*. February 4, 2021. <<https://www.mtl.org/en/explore/neighbourhoods/old-montreal>>.

TOURISME MONTRÉAL. *Where to stay*. February 4, 2021. <<https://www.mtl.org/en/Accommodations>>.

Jason. *Top 10 Iconic Montreal Foods*. ShutUpAndEat. February 4, 2021. <<https://shutupandeat.ca/2014/01/24/top-10-iconic-montreal-foods/>>.

CENTRE EATON DE MONTRÉAL. *Time Out Market*. February 4, 2021. <<https://www.centreeatondemontreal.com/en/time-out-market>>.

HOTEL LE CRYSTAL. *Spa at Hotel Le Crystal*. February 9, 2021. <<https://www.hotellecrystal.com/spa-wellness>>.

HOTEL LE CRYSTAL. *Crystal Green - Sustainability at Hotel Le Crystal*. February 9, 2021. <<https://www.hotellecrystal.com/about-us/crystal-green>>.

HOWELL, Steve. *Getting In, Getting Around Montreal*. HowStuffWorks. February 9, 2021. <<https://adventure.howstuffworks.com/montreal-city-guide1.htm#:~:text=Rush%20hour%3A%20Like%20any%20other,those%20hours%20if%20you%20can>>.

CISION. *Le Centre Sheraton Montreal Unveils \$24 Million Renovation*. Newswire. February 9, 2021. <<https://www.newswire.ca/news-releases/le-centre-sheraton-montreal-unveils-24-million-renovation-538626141.html>>.

TOURISME MONTRÉAL. *Le Centre Sheraton Montreal Hotel*. February 9, 2021. <<https://www.mtl.org/en/accommodations/le-centre-sheraton>>.

MORTON, Jennifer. *Green hotels in Canada that are making a difference*. Skyscanner. February 9, 2021. <<https://www.skyscanner.ca/tips-and-inspiration/green-hotels-in-canada>>.

RESERVATIONS.COM. *InterContinental Montreal*. February 9, 2021. <https://www.reservations.com/hotel/intercontinental-montreal?rmcid=tophotels&utm_source=googleads&gclid=Cj0KCQiAgomBBhDXARIsAFNyUqNvUdEr5U5Xz1p_1IMlftcSNvo_pdrig-P8j2VE8HzH_pEpmKSmAMaAoYoEALw_wcB>.

WIKIPEDIA. *Montreal Central Station*. February 9, 2021. <https://en.wikipedia.org/wiki/Montreal_Central_Station>.



STAFF. *Tourists navigate the mess of construction on Ste-Catherine St.* CTV Montreal. February 11, 2021.

<<https://montreal.ctvnews.ca/tourists-navigate-mess-of-construction-on-ste-catherine-st-1.4458706?cache=yes%3FclipId%3D375756%3Fot%3DAjaxLayout%3FAutoPlay%3Dtrue>>.

FROMMER'S. *When to go to Montreal.* February 11, 2021.

<<https://www.frommers.com/destinations/montreal/planning-a-trip/when-to-go>>.

GEOS LANGUAGE PLUS. *10 Facts About Montreal.* February 11, 2021. <<https://www.geosmontreal.com/visiting-montreal/10-facts-about-montreal.htm>>.

TOURISME MONTRÉAL. *Taking public transportation in Montreal.* February 11, 2021.

<<https://www.mtl.org/en/plan/getting-around/montreal-by-public-transport>>.

D'ALIMONTE, Michael. *5 Different Ways To Get Around Montreal Without A Car.* February 11, 2021.

<<https://www.mtlblog.com/en-ca/things-to-do/5-ways-to-get-around-montreal-without-a-car>>.

CTV NEWS MONTREAL. *All the new attractions Montreal has to offer.* February 11, 2021.

<<https://montreal.ctvnews.ca/video?clipId=1473880>>.

I CHOOSE MONTREAL. *Montreal's Cultural Diversity.* February 11, 2021.

<<https://www.jechoisismontreal.com/en/living-in-montreal/what-makes-greater-montreal-a-pluricultural-pole-of-attraction/>>.

R.,Thais. *Pros and Cons of Living in Kingston, Ontario.* New Canadian Life. February 11, 2021.

<<https://newcanadianlife.com/pros-and-cons-of-living-in-kingston-ontario/>>.

WIKIPEDIA. *Kingston Norman Rogers Airport.* February 9, 2021.

<https://en.wikipedia.org/wiki/Kingston_Norman_Rogers_Airport>.

MARRIOTT. *Delta Hotels Kingston Waterfront.* February 9, 2021. <<https://www.marriott.com/hotels/travel/ygkdk-delta-hotels-kingston-waterfront/>>.

IHG. *Holiday Inn Kingston-Waterfront.* February 9, 2021.

<<https://www.ihg.com/holidayinn/hotels/us/en/kingston/ygkca/hoteldetail#>>.

1000 ISLAND CRUISES. *Kingston 1000 Islands Cruises.* February 9, 2021. <<https://www.1000islandscruises.ca/>>.

1000 ISLANDS TOURISM. *Experience.* February 9, 2021.

<<https://www.1000islandstourism.com/experience/>>.

FORT HENRY. *Kingston Attractions - Things to do.* February 9, 2021. <<http://www.forthenry.com/>>.

KINGSTON PEN TOURS. *Kingston Pen Tours - St. Lawrence Parks Commission.* February 9, 2021.

<<https://www.kingstonpentour.com/>>.

VISIT KINGSTON. *Visit Kingston - Fresh Made Daily.* February 9, 2021. <<https://www.visitkingston.ca/>>.

CITY OF KINGSTON. *City of Kingston - Culture - Tourism & Heritage Strategy.* February 9, 2021.

<<https://www.cityofkingston.ca/documents/10180/55446/Cultural+Tourism+and+Heritage+Strategy/eb4fbc9f-21a9-4f67-8d47-5b17e420107d>>.

OAKVILLE. *Cycle Walk Oakville.* February 11, 2021. <<https://www.oakville.ca/residents/cycle-walk-oakville.html>>.



WIKIPEDIA. *Toronto Pearson International Airport*. February 11, 2021.

<https://en.wikipedia.org/wiki/Toronto_Pearson_International_Airport>.

OAKVILLE TRANSIT. *Fares*. February 11, 2021. <<https://www.oakvilletransit.ca/fares.html>>.

WIKIPEDIA. *Oakville GO Station*. February 11, 2021. <https://en.wikipedia.org/wiki/Oakville_GO_Station>.

VIARAIL. *Oakville Train Station*. February 11, 2021. <<https://www.viarail.ca/en/explore-our-destinations/stations/ontario/oakville>>.

OAKVILLE. *Cultural Plan*. February 11, 2021. <<https://www.oakville.ca/assets/general%20-%20culture%20recreation/CulturalPlan.pdf>>.

A TASTE OF OAKVILLE. *A Taste of Oakville*. February 9, 2021. <<https://www.atasteofoakville.com/>>.

VISIT OAKVILLE. *Stay In Oakville*. February 9, 2021. <<https://visitoakville.com/stay-dine-shop/stay-in-oakville/>>.

OAKVILLE. *Destination Parks*. February 9, 2021. <<https://www.oakville.ca/culturerec/destination-parks.html>>.

VISIT OAKVILLE. *Downtown Oakville*. February 9, 2021. <<https://visitoakville.com/experience-oakville/neighbourhoods/downtown-oakville/>>.

THE HEART OF ONTARIO. *Oakville Museum at Erchless Estate*. Hamilton Halton Brant. February 9, 2021. <<https://theheartofontario.com/operator/oakville-museum-at-erchless-estate/>>.

INSPIROCK. *61 Things to Do In Oakville: Points of Interests + Activities*. February 9, 2021. <<https://www.inspirock.com/canada/things-to-do-in-oakville>>.

OAKVILLE. *Visiting Oakville*. February 9, 2021. <<https://www.oakville.ca/culturerec/visiting-oakville.html>>.

OAKVILLE NEWS. *Canadian Ski Council announces start of Ontario's slope season*. February 9, 2021. <<https://oakvillenews.org/oakville-sports-news/canadian-ski-council-starts-ontario-slope-season/>>.

OAKVILLE NEWS. *Kids to ride Oakville Transit for free in a pilot program*. February 9, 2021. <<https://oakvillenews.org/oakville-community-news/kids-ride-oakville-transit-free-pilot-program>>.

VISIT OAKVILLE. *Taste of Oakville 2021*. February 9, 2021. <<https://visitoakville.com/events/taste-of-oakville/>>.

EXPEDIA. *The Best Green Hotels in Oakville from \$59 in 2021*. February 9, 2021. <<https://www.expedia.com/Oakville-Hotels-GreenSustainable.0-0-d9236-tGreenSustainable.Travel-Guide-Filter-Hotels>>.

EXPEDIA. *The Best Green Hotels in Niagara Falls from \$47 in 2021*. February 9, 2021. <<https://www.expedia.com/Niagara-Falls-Hotels-GreenSustainable.0-0-d6023515-tGreenSustainable.Travel-Guide-Filter-Hotels>>.

NIAGARA FALLS MUSEUMS. *FAQ*. February 9, 2021. <<https://niagarafallsmuseums.ca/about-us/faq-asp>>.

SEESIGHT-TOURS. *Illumination Tower*. February 4, 2021. <<https://seesight-tours.com/niagara-falls-tours-canada/illumination-tower>>.

NIAGARA FALLS TOURISM. *Niagara Falls Canada - Official Destination Website*. February 4, 2021. <<https://www.niagarafallstourism.com/>>.



TRIPADVISOR. *10 Best Places to Visit in Ontario*. February 4, 2021. <<https://www.tripadvisor.in/Attractions-g154979-Activities-Ontario.html>>.

CLIFTON HILL. *Clifton Hill, Niagara Falls Canada*. February 4, 2021. <<https://www.cliftonhill.com/>>.

THE PLANET D. *35 Iconic Places to Visit in Ontario, Canada*. February 4, 2021. <<https://theplanetd.com/places-to-visit-in-ontario-canada/>>.

ONTARIO TRAVEL. *Things To Do In Niagara Falls*. February 4, 2021. <<https://www.ontariotravel.net/en/explore/niagara/niagara-falls>>.

NIAGARA FALLS. *Niagara Falls Fun Days Contest: Get Active, Get Creative, Get Cozy and Support Local*. February 4, 2021. <<https://niagarafalls.ca/news/427-niagara-falls-fun-days-contest-get-active-get-creative-get-cozy-and-support-local-.news>>.

NIAGARA FALLS. *Niagara Falls Transit service level update*. February 4, 2021. <<https://niagarafalls.ca/news/425-niagara-falls-transit-service-level-update.news>>.

LIVE AND LEARN. *Canadian cultural values and beliefs*. February 9, 2021. <<https://livelearn.ca/article/about-canada/canadian-cultural-values-and-beliefs/>>.

THE CANADIAN ENCYCLOPEDIA. *Ontario*. February 9, 2021. <<https://www.thecanadianencyclopedia.ca/en/timeline/ontario>>.

ONTARIO GEN WEB. *A Brief Historical Timeline of Ontario*. Geneofun. February 9, 2021. <<http://www.geneofun.on.ca/ontariogenweb/ontario-genealogy-timeline.html>>.

BRITANNICA. *Ontario - Cultural life*. February 9, 2021. <<https://www.britannica.com/place/Ontario-province/Cultural-life>>.

AGRICULTURE AND AGRI-FOOD CANADA. *Canadian Maple Syrup*. February 9, 2021. <<https://www5.agr.gc.ca/resources/prod/Internet-Internet/MISB-DGSIM/CB-MC/PDF/4689-eng.pdf>>.

ONTARIO. *Environmental scan of the culture sector: Ontario culture strategy*. February 9, 2021. <<https://www.ontario.ca/document/environmental-scan-culture-sector-ontario-culture-strategy-background-document/importance-culture#foot-1>>.

STATISTA. *Canada: Religious affiliation in 2021*. February 9, 2021. <<https://www.statista.com/statistics/271212/religions-in-canada/>>.

EVERYCULTURE. *Culture of Canada*. February 9, 2021. <<https://www.everyculture.com/Bo-Co/Canada.html>>.

STATCAN. *Visual Census - Language, Ontario*. February 9, 2021. <https://www12.statcan.gc.ca/census-recensement/2011/dp-pd/vc-rv/index.cfm?LANG=ENG&VIEW=D&TOPIC_ID=4&GEOCODE=35&CFORMAT=html>.

CITY OF KINGSTON. *Sustainability*. February 11, 2021. <<https://www.cityofkingston.ca/residents/environment-sustainability/sustainability>>.

CUNNINGHAM, Shauna. *Coronavirus: Kingston tourism sector braces significant impact*. February 11, 2021. <<https://globalnews.ca/news/6783992/coronavirus-kingston-tourism-sector-braces-for-significant-impact/>>.

DOWNTOWN KINGSTON. *Welcome to Downtown Kingston*. February 11, 2021. <<https://www.downtownkingston.ca/sites/downtownkingston.ca/files/dbia-lure-book.pdf>>.



STATIC. *Sustainable Kingston Plan*. February 11, 2021.

<<https://static1.squarespace.com/static/58934b2459cc6801da2b638e/t/593edb94c534a5c8d10addf/1497291676591/sk-plan-final-f-112310.pdf>>.

VISIT KINGSTON. *Tourism Kingston Annual Report*. Issuu. February 11, 2021.

<https://issuu.com/kingstoncanada/docs/tk_annual_report_final>.

VISIT OAKVILLE. *About Oakville*. February 11, 2021. <<https://visitoakville.com/about-oakville/#:~:text=Welcome%20to%20Oakville!&text=Oakville%20is%20now%20home%20to,1.4%20million%20visitors%20this%20year>>.

<<https://visitoakville.com/about-oakville/#:~:text=Welcome%20to%20Oakville!&text=Oakville%20is%20now%20home%20to,1.4%20million%20visitors%20this%20year>>.

NIAGARA FALLS TOURISM. *Tourism Research*. February 11, 2021.

<<https://www.niagarafallstourism.com/info/media/tourism-research/#:~:text=our%20industry%20partners,-.Highlights,approximately%2012%20million%20visitors%20yearly>>.

NIAGARA FALLS TOURISM. *2017-2022 Strategic Plan*. February 11, 2021.

<<https://newsletters.niagarafallstourism.com/wp-content/uploads/2018/07/2022-Strat-Plan.pdf>>.

TASSE, Loic. *Trop de touristes au Québec? Le Journal de Montréal*. February 11, 2021.

<<https://www.journaldemontreal.com/2019/08/12/trop-de-touristes-au-quebec>>.

TOURISME MONTRÉAL. *Bilan annuel 2019*. February 11, 2021. <<file:///C:/Users/valer/Downloads/Bilan-annuel-2019.pdf>>.

<<file:///C:/Users/valer/Downloads/Bilan-annuel-2019.pdf>>.