

# SWOT

## Distinguishing Strengths

### *Economic Development Workshop 2017 (Top Tourism-Related Responses)*

- Outdoor recreation – lakes, snowmobiling
- People – friendly, warm

### Other Workshop Responses:

- Scenic valley
- Recreation facilities for all ages
- Horse riding trails and derbies
- Between Ducks and Porcupines
- Trails

### Other:

- Snowmobiling product qualifiers – quantity and quality of snow, trail grooming and mapping, support infrastructure (warming huts)

## Weaknesses

### *Economic Development Workshop 2017 (Top Tourism-Related Responses)*

- Unwillingness to compromise or cooperate
- Transportation infrastructure – no bus or air
- No partnerships with First Nations

### *Tourism Workshop - 2017*

- Product isn't packaged into more compelling thematic experiences – 40%
- Marketing isn't creative enough – 33%
- Internal organization around tourism – 13%
- Product isn't distinct or compelling enough – 7%

### Other:

Location – outside 3 hour sweet spot for urban (Regina – 4, Saskatoon – 4.5, Winnipeg - 5)

- Competitor product that is closer
- No aggressive local tourism organization “owner”
- No key product draw beyond snowmobiling
- Duck Mountain second sister to Riding Mountain – which is closer to a major market

# SWOT

## Tourism Development Opportunities

### *Economic Development Workshop 2017 (Top Tourism-Related Responses)*

- Older demographic tourism (First Nations, trappers, birdwatching).
- Recreational Resort.
- Trail rides – expanded to include guided rides/wagon etc.
- “Unconventional” - Medical centre for region (east SK, Thompson, The Pas); Value added wood/food products.

### *Tourism Workshop – 2017 (experiential):*

- Skiing/snowboarding – 6 (responses), Fishing – 6, Snowmobiling/ATV – 5, Hunting – 4, Parks/Lakes – 3, Hiking – 3, Eco-tourism (experiential – touch, feel, smell, walk) – 3

### *Tourism Workshop – 2017 (investment):*

- Year round Thunderhill Recreation Area ( like Canmore Nordic Centre ) – buy Crown land and add another T-bar with chalet at bottom, hotel, water slide park, mountain biking, camping/glamping (disconnect technology), summer luge.
- Lodge/resort focused on outdoor adventures. Swimming pool. Cabins. Horses. Bar/restaurant. Boat rentals. Multi-use.
- Guides (fishing, hunting, snowmobiling).
- In-community recreation – e.g. parkour, trampoline park.
- Water paths in winter – outdoor skate park (like Bowness in Calgary).
- Handout promoting honey makers (about multiplier effect).
- All-inclusive sledding, ice fishing, skiing. Package resort in winter and fishing, hunting, hiking, quad in summer with spa and entertainment.
- Local education/tourism centre featuring agriculture and heritage. Located in a town with activities for locals and visitors (nature paths, fishing pond, info centre, sports, education).