

# Huntsville Snowmobile Tourism

## “Creating a Plan”

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### Re-establishing Huntsville as a Snowmobile Destination



- Submitted by Huntsville Hotel/ Motel Owners & General Managers  
Prepared by Lorne Jolliffe, GM – Motel 6 -Realstar Hospitality – February 2008

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# Summary

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- ❑ Introduction - Present information to support the need to develop Huntsville as a Snowmobile Friendly destination.
- ❑ Support this with studies that have determined the economic viability of Snowmobile Tourism.
- ❑ SWOT Analysis – Strengths, Weaknesses, Opportunities, and Trends
- ❑ Support from Business community and Snowmobile Clubs.
- ❑ Include this concept to the master plan that the Town of Huntsville is currently developing.
- ❑ Work in partnership to market Huntsville as a Snowmobile Destination. ie Muskoka Tourism, Chamber of Commerce, and Local Hotel & Motel operators.



# Introduction

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This presentation's purpose is to recognize the need for development of Snowmobile Tourism in the Huntsville area.

With the development of a Town Master Plan it is imperative for The Town and Businesses to have a goal of developing this market.

There is a tremendous potential for tourism and economic benefits that are possible through the development of an integrated system of snowmobile trails that can access the business districts of the Town of Huntsville. The further development of a high quality snowmobile infrastructure is essential to meet the increasing demand from snowmobiling participants. As participants experience the trail system and as the marketing and promotion campaign become a reality, there will be an even greater demand for visitors to our town. The over-all goal of the Association is to establish Huntsville as a leader in Snowmobile Tourism, and be a world class snowmobiling destination.

This is the beginning phase to allow us to move forward.

If Town Council does not support this concept, all levels of benefactors will be effected negatively, and we will continue to miss the economic benefits of this tourism sector.

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# Introduction con't

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All stakeholders must commit to developing and supporting the snowmobile infrastructure. This co-operative enterprise will include government, private sector industry, the affiliate clubs, local municipalities and communities, and the hospitality/service industry.

Snowmobiling is recognized by Economic Planners as a major job generator and an important part of the "Economic Engine"



# Why develop Huntsville Snowmobile Tourism ?

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- ❑ Huntsville currently has little or no trail access to accommodations, restaurants, shopping, service stations, and attractions.
- ❑ We do not capture the Snowmobile market at this time. This has been confirmed by OFSC, our local Snowmobile clubs, the Chamber of Commerce, and most Accommodation operators.
- ❑ Economic benefits to our local economy. This would include benefits for both local businesses, and additional tax dollars.
- ❑ Increase in available year round employment, adding additional money in to the local economy.
- ❑ Numerous businesses find it very challenging during our shoulder seasons, and this would be a much needed source of revenue during these periods.
- ❑ Developing the needed infrastructure would also add to additional employment for Huntsville.
- ❑ Currently we are **not** perceived as a Snowmobile Friendly destination.



# Snowmobiling by the Numbers



## □ Key Statistics

- Ontario offers over 43,000 km (26,000 mi.) of maintained, interconnected, uncongested trails. It's the longest network of recreational trails in the world.
- 150,000 – Best guesstimate of the number of active snowmobiles in Ontario.
- 86,147 – Combined total of full season and visitor trail permits sold in 2006/07.
- \$408 million+ – Dollars invested by clubs in OFSC snowmobile trails since 1985.
- \$1.2 billion – Annual economic activity generated by OFSC snowmobile trails.
- \$112 million+ – Annual provincial tax revenue from spending by snowmobilers.
- \$496 – Annual dollar per kilometre cost to operate OFSC trails.





# Key Statistics – Con't

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- \$230 – Regular price of a Full Season Trail Permit.
  - 60% – Percentage estimate of active sleds with OFSC trail permits in 2007.
  - 150 million – Number of kilometres snowmobilers ride on OFSC trails in a normal winter.
  - 70% – Of snowmobilers are married.
  - 61% - Of snowmobilers are aged 25 – 49.
  - 39 - Average age of snowmobilers.
  - \$70,000 – Average Household Income of snowmobilers.
  - 38% – Of snowmobilers have household income of \$75,000+ .
  - 88% – Of snowmobilers own a home.
  - 35% – Of snowmobilers own a cottage.
  - 72% – Of snowmobilers own 3+ vehicles.
  - 25% – Of snowmobilers are MOPEs (Managers, Owners, Professionals and Executives)
  - 64% – Of snowmobilers live in Southern Ontario.
  - \$2000 – Cost per kilometre to build a new trail.
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# OFSC

## Ontario Federation of Snowmobile Clubs – Operating info

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- \$15.5 million – Total revenues raised from trail permit sales last season.
- \$18.5-19 million – Estimate of total OFSC and club expenses last season.
- \$81,000 – Amount dedicated to OFSC Environment Fund at \$1 per '07 full season trail permit.
- \$8 million – Amount of OFSC's 2006/07 annual operations budget.
- \$2.5 million – Portion of annual 2005/06 operations budget dedicated to the Trail Fund.
- 245 - Number of snowmobile clubs belonging to the OFSC during this season.



# Confirmation of Economic Benefits

As you can see from Premier Dalton McGuinty's letter, the Government of Ontario recognizes the benefits and importance of snowmobiling. The Ontario Federation of Snowmobile Clubs is grateful to the McGuinty Government for partnering with us to help build snowmobile tourism in Ontario.

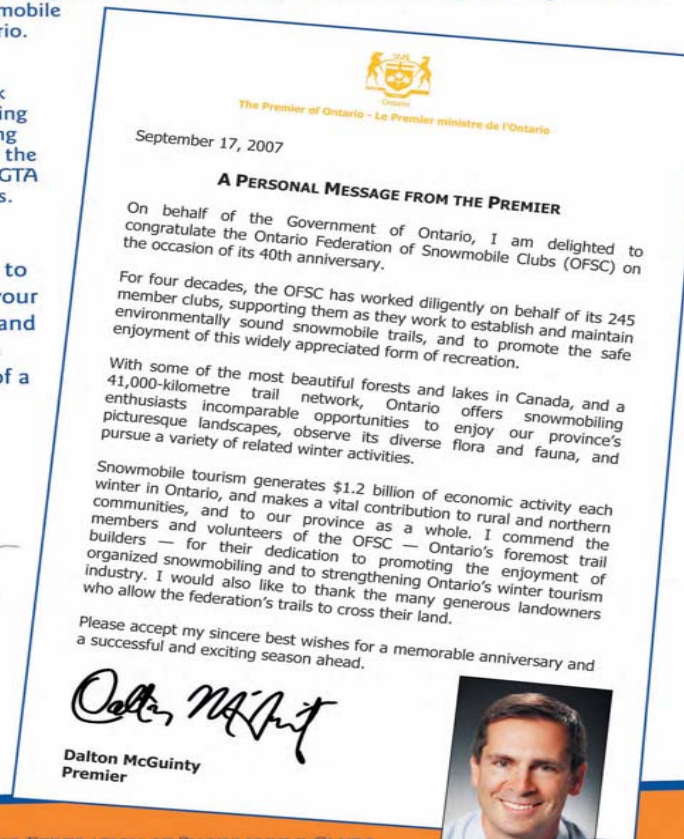
We value their support and look forward to bringing GO Snowmobiling opportunities to the residents of the GTA and all Ontarians.

This winter, I encourage you to connect with your family, friends and Mother Nature from the seat of a snowmobile!

Happy Sledding!



Bruce Robinson  
OFSC President



ONTARIO FEDERATION OF SNOWMOBILE CLUBS  
9-501 Welham Road, Barrie, Ontario Canada L4N 8Z6  
[www.ofsc.on.ca](http://www.ofsc.on.ca)

# SWOT analysis

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- Strengths
- Weaknesses
- Opportunities and threats



# SWOT – Strengths, Weaknesses, Opportunities, and Trends

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## Strengths

- Huntsville is a natural winter wonderland
- OFSC Snowmobile Trail System at our doorstep
- Well known as a summer destination
- Plenty of Accommodations, Restaurants, Shopping, and Attractions
- Hospitality friendly community
- Organizations willing to implement a sustainable plan for Snowmobile Tourism



# SWOT – con't

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## Weaknesses

- ❑ Perceived as not being Snowmobile Friendly
- ❑ No access to Town amenities through trail systems.
- ❑ Infrastructure is in need of upgrade to allow access to business districts
- ❑ No organized group representing all parties interested in developing Snowmobile Tourism



# SWOT – con't

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## Opportunities

- ❑ Start up of group interested in moving forward
  - Including Accommodation operators, Snowmobile Clubs, and Chamber of Commerce
- ❑ Increase in visitors to Huntsville
- ❑ Economic benefits of re-establishing Snowmobile Tourism
- ❑ Access to King William St., Downtown, and Commerce Park
- ❑ Year round employment opportunities
- ❑ Establishing Huntsville as a true Four Season destination
- ❑ Willingness of visitors to spend up to \$500 per person per visit.



# SWOT – con't

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## Threats

- ❑ Weather inconsistencies
- ❑ Other destinations improving infrastructure for Snowmobilers
- ❑ A low number of residents blocking access development
- ❑ MTO regulations for trails



# Critical success factors

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- Town Council Acceptance
    - Huntsville being designated “Snowmobiler Friendly”
    - Inclusion of this plan in the Town of Huntsville five Year Master Plan.
  
  - Infrastructure
    - Develop trail access to business districts
    - Funding structure – Local, Provincial, and Federal
  
  - Destination Marketing
    - Partnering with all levels of Tourism
      - Canadian Tourism
      - Discover Ontario
      - Muskoka Tourism
      - Huntsville and Lake of Bays Chamber of Commerce
  
  - Snowmobile Tourism Committee set up
    - Develop committee with members from all concerned sectors
      - Snowmobile Clubs
      - Chamber members
      - Town Council member
      - Citizens advocacy member
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# Huntsville Non-Branded Properties

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<b>Motel Name- non branded</b>	<b>Location</b>	<b># of Rooms</b>	<b>Distance from Motel 6</b>
<b>King William Inn</b>	<b>in town</b>	<b>32</b>	<b>2.5 km</b>
<b>Huntsville Inn</b>	<b>in town</b>	<b>18</b>	<b>2.5 km</b>
<b>Rainbow Inn</b>	<b>in town</b>	<b>18</b>	<b>2.5 km</b>
<b>Sunset Inn</b>	<b>in town</b>	<b>23</b>	<b>3 km</b>
<b>Highland Court</b>	<b>in town</b>	<b>14</b>	<b>3 km</b>
<b>Algonquin Inn</b>	<b>Hyway 11</b>	<b>18</b>	<b>5 km</b>
<b>Tulip Inn</b>	<b>Hyway 11</b>	<b>20</b>	<b>5 km</b>
<i>Sub Total</i>		<b>143</b>	

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# Huntsville Branded Properties

<b>Motel Name- Branded</b>	<b>Location</b>	<b>Number of Rooms</b>	<b>New Openings</b>
<b>Motel 6</b>	<b>in town</b>	<b>85</b>	<b>May-06</b>
<b>Best Western</b>	<b>in town</b>	<b>63</b>	<b>February-06</b>
<b>Holiday Inn Express</b>	<b>in town</b>	<b>87</b>	<b>July-07</b>
<b>Econolodge</b>	<b>in town</b>	<b>34</b>	<b>April-07</b>
<b>Travelodge</b>	<b>in town</b>	<b>37</b>	<b>~ 1982</b>
<b>Comfort Inn</b>	<b>in town</b>	<b>76</b>	<b>~ 1986</b>
<b><i>Sub Total - Branded</i></b>		<b>382</b>	
<b>New Inventory ( as of Feb 2006)</b>			<b>269</b>
<b><i>SubTotal Non-Branded</i></b>		<b>143</b>	
<b><i>TOTAL</i></b>		<b>525</b>	<b><i>Increase in room inventory is 269 rooms &gt; 50% increase</i></b>